

# **VILLAGE OF GAYS MILLS COMPREHENSIVE PLAN 2010-2030**



**Prepared by the Mississippi River Regional Planning Commission  
under the Direction of the Gays Mills Village Board and Plan  
Commission - December 2010**

**Credits:** Joyce Haggerty is the artist of both paintings on the front cover

*The painting of the town in the distance is owned by Craig Anderson and Kile Martz, and the painting of the Mill is owned by Harry and Marla Heisz.*

***Village of Gays Mills  
Plan Commission  
March 2011***



We would like to thank the many residents and public officials who participated in making this Comprehensive Plan document a successful project. Special thanks to Laura Brown, who as our UW Extension Community Development Educator, has been our most valuable resource for the completion of this document. Her efforts secured the grant from the Kickapoo Valley (Nuzum ) Reforestation Fund for the Village of Gays Mills Comprehensive Plan project as well as recommendations and assistance pointing us toward the many individuals who became a part of our team.

We are most grateful to Richard Straub, UW Madison Agricultural Programs Director for awarding us this funding. Working with Stephanie Judge was delightful and inspiring. Stephanie was chosen to work with us as she completed her professional degree in Landscape Architecture thru the UW Madison Senior Thesis/Capstone Project program. Stephanie's work and subsequent publication is now documented in this Plan with the intent to implement many of her suggestions.

Peter Fletcher, from the Mississippi River Regional Planning Commission, was the wonderful force that kept the Committee on their toes and focused as we worked thru each of the elements of this Plan. His experience and eloquence truly made this project a success.

Once again, thank you to all the residents of Gays Mills who submitted their recommendations and attended the public events associated with this project. Michelle Engh with Coulee Cap was a wonderful resource and we are most grateful for her participation in this project. Julie Henley, the Village of Gays Mills Flood Recovery Coordinator brought so much to our meetings with her insight, suggestions, and our tried and true secretary. Last but not least we want to offer a huge thanks to Dawn McCann, our Village clerk. Her diligence and attentiveness truly made every meeting happen.

Respectfully,  
Craig Anderson  
Harry Heisz  
Lorraine Fortney  
Mike Pettit  
Jerry Raha  
Lynn Smith  
Kate Vereschagin  
Brenda Zegiel





Ordinance No. 2011-01

**AN ORDINANCE TO ADOPT THE COMPREHENSIVE PLAN OF THE VILLAGE OF GAYS MILLS, WISCONSIN**

The Village Board of the Village of Gays Mills, Wisconsin, do ordain as follows:

SECTION 1: Pursuant to sections 61.35 of the Wisconsin Statutes, the Village of Gays Mills is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION 2: The Village Board of the Village of Gays Mills, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION 3: The Plan Commission of the Village of Gays Mills, by a majority vote of the entire Commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the document entitled "GAYS MILLS COMPREHENSIVE PLAN 2010-2030", containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

SECTION 4: The Village has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

SECTION 5: The Village Board of the Village of Gays Mills, Wisconsin, does, by the enactment of this ordinance, formally adopt the document entitled "GAYS MILLS COMPREHENSIVE PLAN 2010-2030", pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

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

ADOPTED this 3<sup>rd</sup> day of Jan, 2011.

  
Village President, Village of Gays Mills

Attest:   
Clerk, Village of Gays Mills

Adopted: 1-3-2011

Recorded: 1-6-2011

Published: 1-6-2011

Effective: 1-7-2011



## **ABSTRACT**

**Title:** Village of Gays Mills Comprehensive Plan 2010-2030

**Summary:** The Village of Gays Mills Comprehensive Plan 2010-2030 responds to and is consistent with the State of Wisconsin Comprehensive Planning Law as defined in Sections 66.1001(1)a and 66.1001(2) of the Wisconsin Statutes. The comprehensive plan is made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the Village that will in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development.

**Village President:** Larry McCarn

**Village Trustees:** Aaron Fortney  
Harry Heisz  
Robert Smith  
Kate Vereschagin  
Earl Winsor  
Albert Zegiel

**Plan Commission:** Craig Anderson  
Lorraine Fortney  
Harry Heisz  
Mike Pettit  
Jerry Raha  
Kate Vereschagin  
Brenda Zegiel  
Lynn Smith

**Village Clerk:** Dawn McCann

**Planning Staff:** Mississippi River Regional Planning Commission  
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**UW-Extension:** Laura Brown, Crawford County



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**Gays Mills Comprehensive Plan Supplemental Historical Information Available for review at the Gays Mills Village Office and Gays Mills Public Library**

## **Introduction**

The Village of Gays Mills Comprehensive Plan is being prepared under the State of Wisconsin's comprehensive planning law contained in Section 66.1001, Wisconsin Statutes. The law was adopted in 1999 and required that by January 1, 2010 land use decisions within the Village must be consistent with an adopted comprehensive plan. To meet the requirements of the planning law a comprehensive plan is being prepared. In 2009 the Village received a Nuzum Grant from the University of Wisconsin Madison to pay for the costs associated with the preparation of the plan. Input from university staff administering the grant has been incorporated into the comprehensive plan. The plan addresses nine planning elements contained in Wisconsin Statutes and one additional element "Sustainability" which the Village of Gays Mills determined was important to highlight. The intent of the comprehensive planning process is evaluating the entire Village and through public input, develop a plan that will guide future decisions. In the past three years the Village has faced many challenges because of recent flood events and is in the process of implementing a resident and business relocation plan. The flood events will undoubtedly shape the plan, but it is important that the events do not overshadow the entire planning process and the identification of community issues.

In drafting the plan, the Gays Mills Plan Commission believes it is important for residents to understand the plan commission's perspective that providing alternative locations for existing/future businesses and existing/future residents to relocate is not a choice, but a necessity if the Village of Gays Mills is to remain a viable community. The Village of Gays Mills survival as a viable community is questionable unless new areas for commercial and residential growth are created. The expansion potential for businesses and residences in the flood prone areas is severely limited by regulations and individual residents and business owner's investment decisions. It is difficult to expect private property and business owners to invest financial resources in locations that are vulnerable to destruction by unpredictable flooding. By providing alternative (dry) locations businesses looking to expand or businesses seeking to locate in Gays Mills have viable options. The new and expanding business and residential tax base is what will keep the Village of Gays Mills growing in the future.

If alternative (dry) locations are not developed, the current tax base will erode as structures age. State and Federal regulations that limit improvements and residents and business owner's prudent decisions will ensure the Village of Gays Mills eventual decline. Gays Mills is similar to other small rural communities whose downtown areas have eroded, just the cause of the decline is different. The floods though devastating have created an opportunity for Gays Mills to recreate itself over a period of time with state and federal funding assistance. Most communities are not provided this opportunity. It is now up to Village residents and businesses to determine how much they make of the opportunity. This comprehensive plan and subsequent Village actions will allow the Village to capitalize on the opportunity. Therefore it is important that the decisions and direction provided by this plan reflect what the businesses and residents of the Village desire for the future.

There will be continuing challenges for Village of Gays Mills residents and businesses in the future. Past events have the potential to divide the community and that is not unnatural and is an expected challenge, but Gays Mills will survive and be a stronger community for the experience. If everyone understands that ultimately there will be a historic downtown business district and a historic residential area as well as a new town center and new residential areas the challenges are a bit less formidable. The key will be for the residents and businesses to recognize that it is not a competition between old and new areas. If people work together and understand that if the areas (old and new) compliment one another and are economically stable the Village of Gays Mills will once again become a strong and vibrant community.





# 1. ISSUES AND OPPORTUNITIES

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This chapter of the Gays Mills Comprehensive Plan includes background information for the Issues and Opportunities Element including the Village's history, demographic, social, economic, and education information. Critical to the planning process is the identification of issues residents feel are important in the community. To identify issues, public input activities were conducted and are described in this section. The public input gathered was used to develop the goals for the Comprehensive Plan which are listed at the conclusion of this Chapter.

## Gays Mills History

Gays Mills is located in Crawford County in Southwest Wisconsin. The County is part of the Driftless Area, an area that escaped the land-flattening glaciers of the last ice age 10,000 years ago. The Driftless Area is known for its rugged topography and scenic bluffs and valleys. The Village of Gays Mills is located in north central Crawford County along the scenic Kickapoo River nestled in a valley among steeply chiseled bluffs. The Kickapoo River is known as the crookedest river in the world and zigzags for 125 miles to its confluence, the Wisconsin River.

The Kickapoo River carried the area's first explorers and first inhabitants to the Village. <sup>1</sup>James B. Gay migrated to the Village of Gays Mills in 1847 and established a saw mill and flour mill alongside the Kickapoo River. Many more families moved into the community between 1848 and 1865 and the Village was soon established by mutual consent given the name of Gays Mills in honor of the founders. The Gay family along with the Robb family operated the saw mills until they went out of business in, 1878, and the flour mills operated until 1924. These two families were considered the prominent and influential families of the community. At the turn of the century Gays Mills was a bustling, lively center. To quote life-long resident Colleen Cushman, who is affectionately called "Grandma Colleen", "Gays Mills was one hot town!" The town boasted two hotels, a shoe store, two livestock buyers, three saloons, four general stores, a bank, two dentists, two doctors, a drugstore, several dressmakers, a tailor, and a milliner. A post office, two tobacco warehouses, three sawmills, a lumberyard, a grist mill, an implement dealer, two hardware stores, a candy and school supplies store, an attorney, and an undertaking parlor also rounded out the list. Rail transportation was vital to connect the Village with the rest of the country. The Kickapoo Valley & Northern Railway stopped in Gays Mills and connected with other trains to distant parts of the United States. The Gays Mills railway depot had facilities for freight and passengers as well as a livery stable. It was not uncommon for families living in Gays Mills to keep a few cows, some chickens, and to raise and preserve sufficient vegetables and fruit to feed a family all year long.

Beginning in 1905, the area farmers quickly realized that soil conditions were optimal for growing apples on the ridges above the Kickapoo River. Since then, the apple orchard industry has steadily grown and is now considered to be the most important economic business of Gays Mills. The last weekend of September, the Village sponsors the annual Applefest, which attracts thousands of visitors, many traveling considerable distances to attend. Grandma Colleen has resided in the community for 81 years and has witnessed numerous changes over the years, including the demise of The Kickapoo Variety, a business she operated with her husband. Since the heyday of the 1940's and 50's, the Village of Gays Mills has experienced a gradual transformation, common to many small rural towns of the Midwest. Rail service to the community has ceased. There has also been a decline in the number and type of businesses operating along Main Street and the architectural character of the downtown district. Currently, the Village offers a supermarket, restaurant, gas station, meat locker, bar, flower and gift shop, laundromat, food co-op, realtor, newspaper, auto repair shop, bakery, and a community library. A thrift store also recently took occupancy of an empty storefront along Main Street and opened its doors for business.



An Orchard Near Gays Mills

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<sup>1</sup> Long Term Recovery Plan – November 2008 - Gays Mills, Crawford County, Wisconsin

The Village's history also includes many flood events due to its location along the Kickapoo River. The first significant historical accounts of flooding along the Kickapoo date back to the early 1900's. Since then, there have been many flood events impacting Gays Mills with the most devastating occurring in 1951, 1978, 1993, and most recently in August 2007 and June 2008. The flood events in 2007 and 2008 were greater than 500 year flood events resulting in substantial losses to Village residents and businesses. Because of these devastating events the Village is pursuing moving a portion of the Village out of the floodplain. A long term flood recovery plan for the Village was prepared in 2008.



**Main Street Flooding in Recent Years**  
Photo Courtesy of the Crawford County Independent

The previous information is just a snapshot of the history of Gays Mills. As part of the planning process, numerous historical documents have been assembled that provide detailed insight into the Village's history (Appendix A Historical information reference list). The documents have been included in a separate report titled "Gays Mills Comprehensive Plan Supplemental Historical Information" available for review at the Gays Mills Public Library or the Village Office.

## Demographics and Projections

### *Population Trends and Projections*

The Village of Gays Mills population is expected to increase by 1.8% over the next several decades. The projected population increase for the County and the State during this same time period is estimated to be 3.6% and 15%. Table 1.1 below shows population trends through the censuses of 1970, 1980, 1990 and 2000, and population projections through 2030 from the State of Wisconsin-Department of Administration Demographic Services Center. The trends shown in the table below demonstrate historically the Village of Gays Mills has grown at a slower rate than the County, State or Nation.

**TABLE 1.1 Gays Mills, Surrounding Municipalities, County, State and Nation Population and Population Projections**

Census Population Numbers								Population Projections						
1970 <sup>(1)</sup>	1980 <sup>(1)</sup>	1990 <sup>(1)</sup>	2000 <sup>(1)</sup>	% chg 70-90	% chg 90-00	% chg 70-00	Est. 2009 <sup>(2)</sup>	Prj. Pop 2010 <sup>(3)</sup>	Prj. Pop 2015 <sup>(3)</sup>	Prj. Pop 2020 <sup>(3)</sup>	Prj. Pop 2025 <sup>(3)</sup>	Prj. Pop. 2030 <sup>(3)</sup>	% chg 09-30	
T Clayton	916	927	794	956	-13.3	20.4	4.4	930	954	962	968	972	970	4.3
T Utica	843	822	738	674	-12.5	-8.7	-20.0	702	665	650	632	613	591	-15.8
V Bell Center	110	124	127	116	15.5	-8.7	5.5	115	110	107	104	100	96	-16.5
V Gays Mills	623	627	578	625	-7.2	8.1	0.3	609	623	625	626	625	620	1.8
Crawford Co.	15,252	16,556	15,940	17,243	4.5	8.2	13.1	17,674	17,683	17,890	18,067	18,182	18,184	3.6
State of Wis.	4,417,821	4,705,642	4,891,599	5,363,715	10.7	9.7	21.4	5,688,040	5,772,370	5,988,420	6,202,810	6,390,900	6,541,180	15.0
United States	203,302,031	226,542,199	248,709,873	281,421,906	22.3	13.2	38.4	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(1) U.S. Dept. of Commerce-Bureau of the Census; (2) 2001 & 2007 Est. Wi. Dept. of Admin.-Demographic Services Ctr.; (3) DOA Population Prj. 2010-2030

### *Housing Unit Projections*

Housing unit projections have been prepared for the Village of Gays Mills and are included in Chapter 3. The purpose of preparing housing projections is to gain an understanding of the number of housing units the Village should plan for in the future.

The housing projection based on population (Table 3. 1) projects housing units in the Village to grow from 277 units in 2009 to 282 units or a 1.8% housing increase by 2030. The housing projection based on building permits (Table 3.3) projects 27 more housing units in the Village by the year 2030.

### Employment Trends and Projections

Employment projections in Table 1.2 were prepared using employment statistics from the Wisconsin Department of Workforce Development from 2000-2008 in Crawford County. The projections show that the number of people employed in the County will increase by 7% from 2010-2030 and the total labor force will increase by about 12%. It is also expected that the number of persons unemployed will increase by 82%. These projections are based solely on the employment trends that occurred from 2000 through 2008 and then projected on an annual average basis out to the year 2030. From 2000-2008 the unemployment rate in the County fluctuated from a low of 3.6% in 2000 to a high of 5.7% in 2008. These extraordinary economic times make it difficult to forecast employment trends. The projections below do not account for significant economic shifts.

**Table 1.2 Crawford County Employment Projections 2010-2030**

	2000 <sup>(1)</sup>	2004 <sup>(1)</sup>	2008 <sup>(1)</sup>	2010 <sup>(2)</sup>	2015 <sup>(2)</sup>	2020 <sup>(2)</sup>	2025 <sup>(2)</sup>	2030 <sup>(2)</sup>	% Chge 2010-2030
Employed	8,839	8,887	9,130	9,195	9,356	9,518	9,680	9,841	7.0
Unemployed	331	504	555	605	729	854	978	1,103	82.3
Total Labor Force	9,170	9,391	9,685	9,799	10,086	10,372	10,658	10,944	11.7
Unemployment Rate	3.6	5.4	5.7	6.2	7.2	8.2	9.2	10.3	67.6

(1) Source: WI Dept. of Workforce Development-Bureau of Workforce Training-Labor Market Information 08/04/08

(2) Projections prepared by Mississippi River Regional Planning Commission

### Racial Characteristics

As of the 2000 Census, 99.7% of Gays Mills residents were in the race group "White Alone". Only two residents were in a different race group.

**Table 1.3 Gays Mills, Surrounding Municipalities, County, State and Nation Population by Race - 2000**

	White alone	%	Black or African American alone	%	American Indian and Alaska Native alone	%	Asian alone	%	Native Hawaiian & Other Pacific Islander alone	%	Some other race alone	%	Two or more races	%	Total Pop.
T Clayton	918	96.03	4	0.42	4	0.42	4	0.42	0	0.00	15	1.57	11	1.15	956
T Utica	672	99.70	0	0.00	0	0.00	0	0.00	0	0.00	1	0.15	1	0.15	674
V Bell Center	115	99.14	0	0.00	0	0.00	1	0.86	0	0.00	0	0.00	0	0.00	116
V Gays Mills	623	99.68	1	0.16	0	0.00	1	0.16	0	0.00	0	0.00	0	0.00	625
Crawford	16,780	97.31	233	1.35	37	0.21	45	0.26	2	0.01	29	0.17	117	0.68	17,243
State of WI	4,769,857	88.93	304,460	5.68	47,228	0.88	88,763	1.65	1,630	0.03	84,842	1.58	66,895	1.25	5,363,675
U.S.	211,460,626	75.14	34,658,190	12.32	2,475,956	0.88	10,242,998	3.64	398,835	0.14	15,359,073	5.46	6,826,228	2.43	281,421,906

U.S. Department of Commerce - Bureau of the Census 2000 Summary File 1 (SF 1) 100-Percent Data

### Gender Characteristics

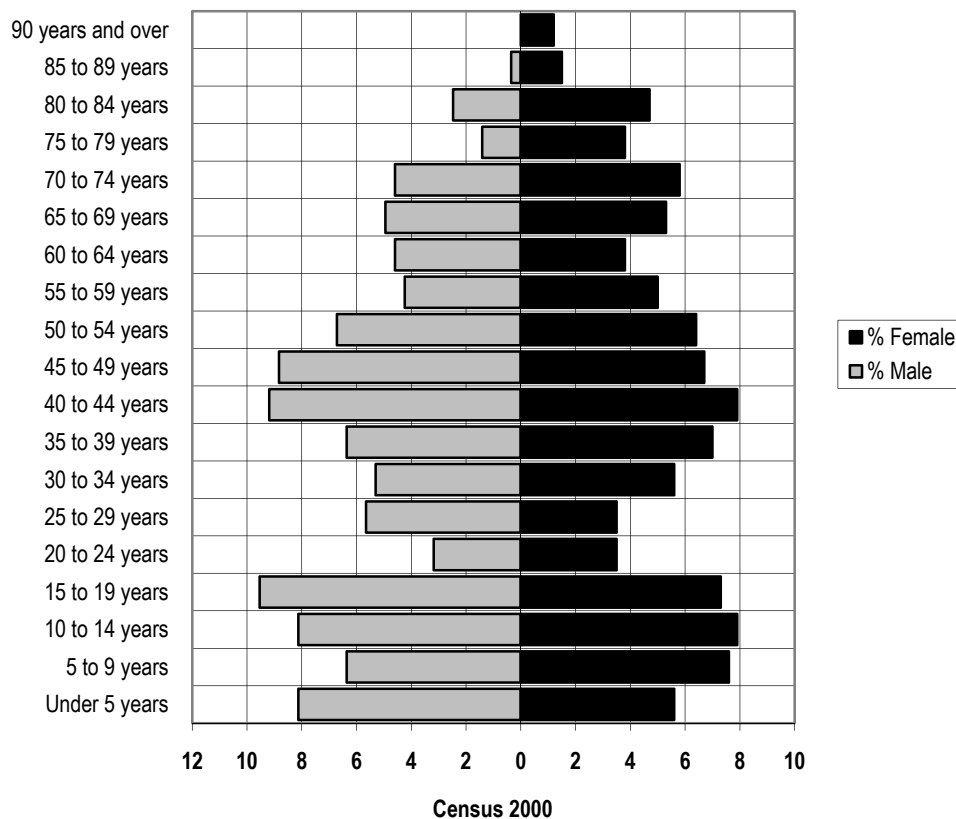
Tables 1.4 shows that as of the 2000 Census the Village of Gays Mills has 278 males as compared to 339 females and the County had 8,779 males and 8,464 females. As of the 2000 Census, the predominant age groups in the Village were the 15-19 and 40-44 age groups. Table 1.5 shows the number of females as compared to males in each age group as of the 2000 Census. About 18% of village residents were 65 or older during this period.

**Table 1.4 Gays Mills, Surrounding Municipalities and County Population by Sex**

	Male	Female	Total
T Clayton	487	478	965
T Utica	393	329	722
V Bell Center	67	60	127
V Gays Mills	278	339	617
Crawford Co	8,779	8,464	17,243

Source: U.S. Dept. of Commerce, Census 2000

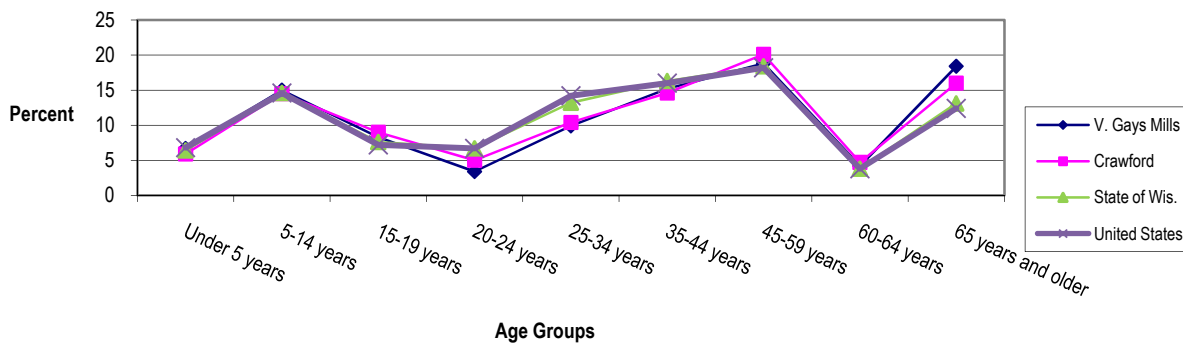
**Table 1.5 Gays Mills Population by Age and Sex - Census 2000**



### Age Distribution

Table 1.6 below shows that the Village of Gays Mills age cohorts generally follow the State and Nation, however, the Village has a higher percentage of residents in the 60- 64, and 65 years and older age groups than the County, State or Nation.

**Table 1.6 Gays Mills, County, State and Nation Population by Age**



The two largest age groups in the Village as of the 2000 Census were the 45-59 year and 65 year and older age groups, Table 1.7. These were also the two largest age groups in the County. The 45-59 age group is also the most predominant age group in the County, State, and Nation during this period.

**Table 1.7 Population by Age, Census 2000, Gays Mills, Surrounding Municipalities, Crawford County, State & Nation**

	Under 5 years		5-14 years		15-19 years		20-24 years		25-34 years		35-44 years		45-59 years		60-64 years		65 years & older	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
T. Clayton	58	6.1	138	14.4	81	8.5	33	3.5	105	11	144	15.1	229	24.0	44	4.6	124	13.0
T. Utica	24	3.6	92	13.7	72	10.7	32	4.7	51	7.6	101	15	165	24.5	45	6.7	92	13.7
V. Bell Center	6	5.2	15	13	11	9.5	3	2.6	17	14.7	13	11.2	28	24.1	5	4.3	18	15.5
<b>V. Gays Mills</b>	<b>42</b>	<b>6.7</b>	<b>94</b>	<b>15</b>	<b>52</b>	<b>8.3</b>	<b>21</b>	<b>3.4</b>	<b>62</b>	<b>9.9</b>	<b>95</b>	<b>15.2</b>	<b>118</b>	<b>18.8</b>	<b>26</b>	<b>4.2</b>	<b>115</b>	<b>18.4</b>
Crawford	1022	5.9	2490	14.5	1550	9	855	5	1789	10.4	2516	14.6	3463	20.1	805	4.7	2753	16.0
State of Wis.	342340	6.4	782558	14.6	407195	7.6	357292	6.7	706168	13.2	875522	16.3	985048	18.4	204999	3.8	702553	13.1
United States	19175798	6.8	41077577	14.6	20219890	7.2	18964001	6.7	39891724	14.2	45148527	16	51147189	18.2	10805447	3.8	34991753	12.4

U.S. Department of Commerce, Bureau of the Census, 2000

#### Educational Levels

Table 1.8 illustrates that as of the 2000 Census high school graduate levels were higher in the Village than the County, State, or Nation. About 13.7% of Village residents had a bachelors degree or higher as compared to the County (13.2%), State (22.4%) and U.S. (24.4%).

**Table 1.8 Gays Mills, Surrounding Municipalities, County, State and Nation Educational Attainment, 2000 Census**

	Population 25 years and older	Less than 9th grade	9th to 12th grade, no diploma	High school graduate	Some college, no degree	Assoc. degree	Bachelor's degree	Graduate or professional degree	% high schl grad or higher	% bachelor's degree or higher
T. Clayton	658	41	74	285	115	56	52	35	82.5	13.2
T. Utica	471	44	47	170	119	31	54	6	80.7	12.7
V. Bell Center	82	5	18	29	12	3	12	3	72.0	18.3
<b>V. Gays Mills</b>	<b>416</b>	<b>18</b>	<b>36</b>	<b>179</b>	<b>84</b>	<b>42</b>	<b>27</b>	<b>30</b>	<b>87.0</b>	<b>13.7</b>
<b>Crawford County</b>	<b>11,301</b>	<b>841</b>	<b>1,274</b>	<b>4,802</b>	<b>2,075</b>	<b>820</b>	<b>1,050</b>	<b>439</b>	<b>81.3</b>	<b>13.2</b>
<b>Wisconsin</b>	<b>3,475,878</b>	<b>186,125</b>	<b>332,292</b>	<b>1,201,813</b>	<b>715,664</b>	<b>260,711</b>	<b>530,268</b>	<b>249,005</b>	<b>85.1</b>	<b>22.4</b>
<b>United States</b>	<b>182,211,639</b>	<b>13,755,477</b>	<b>21,960,148</b>	<b>52,168,981</b>	<b>38,351,595</b>	<b>11,512,833</b>	<b>28,317,792</b>	<b>16,144,813</b>	<b>80.4</b>	<b>24.4</b>

Source: Bureau of the Census

#### Income Levels

Crawford County's per capita income historically is lower than the State and Nation; however, from 1998-2007 the County's per capita income kept pace and even grew faster than the State. In 2007 Crawford County had a per capita personal income of \$26,415 that ranked 62nd in the state and was 73 percent of the state average of \$36,272, and 68 percent of the national average of \$38,615. Neighboring Grant, Richland and Vernon Counties ranked 54th, 63rd and 69th respectively.

**Table 1.9 Per Capita Personal Income Crawford County, State and Nation 1998-2007**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	% Chge 1998-2007
Crawford Cnty	18723	19641	20723	21648	21948	22563	23677	24290	24894	26415	41.1
Wisconsin	26175	27135	28572	29380	29994	30710	31705	32706	34461	36272	38.6
U.S.	26883	27939	29847	30582	30838	31530	33157	34690	36794	38615	43.6

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce

### Employment Characteristics

As of the 2000 Census, over 22% of Crawford County residents were employed in the manufacturing sector and 19.2% were employed in the Educational, Health and Social Services sector. Retail Trade (12.5%) and Agriculture, Forestry, Fisheries, Hunting and Mining (9.9%) were the next largest employment sectors.

Crawford County has a diverse mix of manufacturers that produce a wide range of products that include abrasive products, plastics, wood products, prefabricated wood buildings, fabricated metal products and food products.

**Table 1.10 Crawford County Employment by Industry, Census 2000**

Employment Sector	1999 # Employed	1999 % Employed
Agriculture, Forestry, Fisheries, Hunting & Mining	815	9.9
Construction	500	6.1
Manufacturing	1878	22.8
Wholesale Trade	164	2.0
Retail Trade	1029	12.5
Transportation & Warehousing and Utilities	354	4.3
Information	95	1.2
Finance, Insurance, Real Estate, and Rental and Leasing	184	2.2
Professional, Scientific, Management, Administrative and Waste Management	351	4.3
Educational, Health and Social Services	1580	19.2
Arts, Entertainment, Recreation, Accommodation and Food Services	650	7.9
Other Services (except public administration)	261	3.2
Public Administration	389	4.7
<b>Total</b>	<b>8250</b>	<b>100</b>

Source: U.S. Department of Commerce-Bureau of the Census

### Public Input

#### Public Participation Plan

At the beginning of the planning process, the Village of Gays Mills adopted a public participation plan as required by state statute. A copy of the public participation plan is included as Appendix B. The public participation plan specified ways in which public input would be facilitated throughout the planning process and how planning documents would be made available for public review and comment. Below is a summary of the public input gained from public input activities conducted throughout the planning process.

#### Public Informational Meeting 1

On November 15, 2009 the Gays Mills Plan Commission held a public meeting in which residents were invited to attend, in an effort to gather public input on numerous comprehensive plan elements. Approximately 50 residents attended the informational meeting at which residents in attendance participated in two exercises that were designed to facilitate public input on all the planning elements. The meeting exercises and results are described below:



**Public Information Meeting**

#### Exercise 1 (Keeps and Changes)

Each person attending the meeting was given a 3" by 5" card and asked to imagine that they just returned home after a long absence. They were asked to write down three things in the Village they would change and three things in the Village they would keep. The exercise attempts to identify things in the Village that people like or dislike. In addition, it helps to identify the issues that residents feel are most important.

The resident's responses were grouped by subject category. The subject categories and the grouping of the issues are the Plan Commission's judgment. The number of responses per subject are in ( ).

#### Things to Keep

- Open space/Rural Atmosphere (33)
- Development (28)
- Economic Development (18)
- Village Facilities/Services (11)
- Historic/Cultural(7)
- Environment (6)
- Transportation (2)
- Additional Keeps (9)

#### Things to Change

- Economic Development (22)
- Outdoor/Recreation (19)
- Development (16)
- Village Facilities/Services (12)
- Property Maintenance (10)
- River Flooding (8)
- Transportation (3)
- Environment (2)
- Additional Changes (12)



Exercise 2 (Group Issue Identification)

In the second exercise the residents in attendance were divided into eight groups. Each group was given an issue identification worksheet on which as a group they listed the issues they felt were most important to the Village of Gays Mills regarding each of the planning elements. Once a list of issues was established for each element, each group was requested to identify the three most important issues for each element. This exercise identified the issues that were most important to residents at the meeting. A listing of the responses to the exercise by the eight groups is included in Appendix C.

*Public Informational Meeting 2*

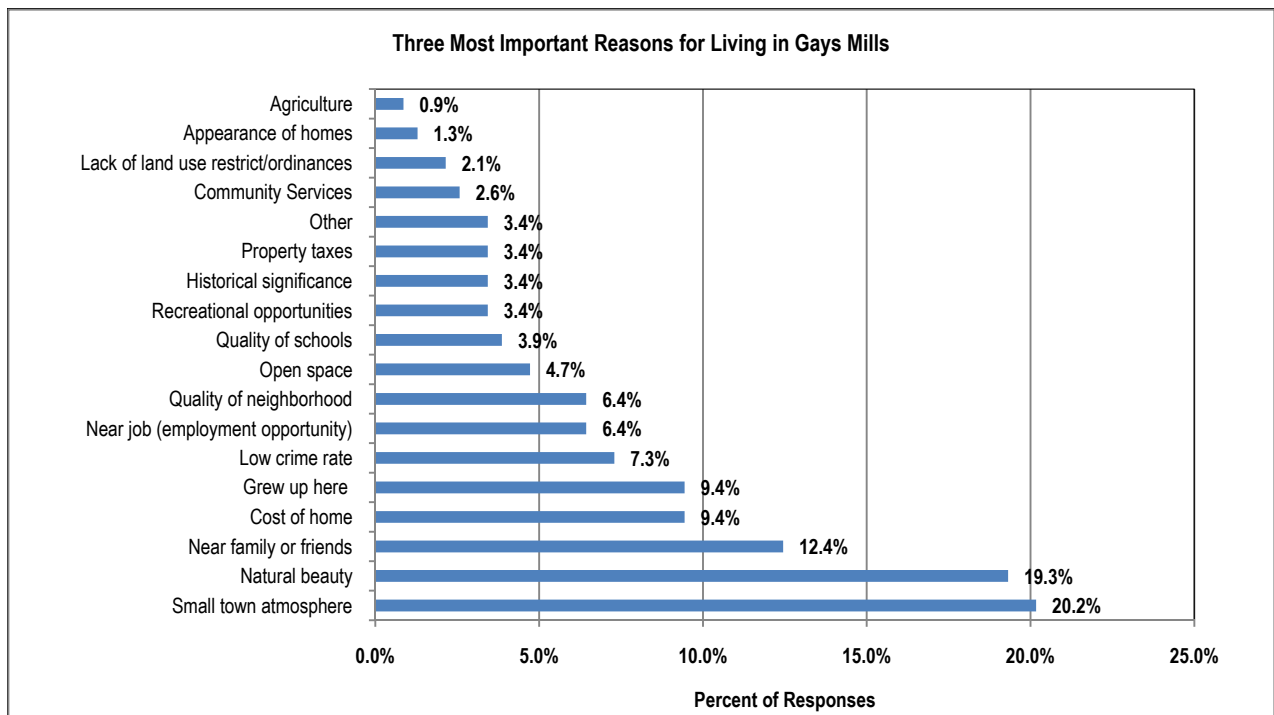
Once the initial draft of the comprehensive plan was completed, a second public informational meeting for landowners was held to gain input on the draft plan. The meeting was held on July 29, 2010 and attended by approximately 25 people.

*Village Land Owner/Resident Survey*

Crawford County UW-Extension Economic Development Agent in conjunction with the Village coordinated the distribution and tabulation of a Village survey that was mailed to Village landowners/residents and businesses.

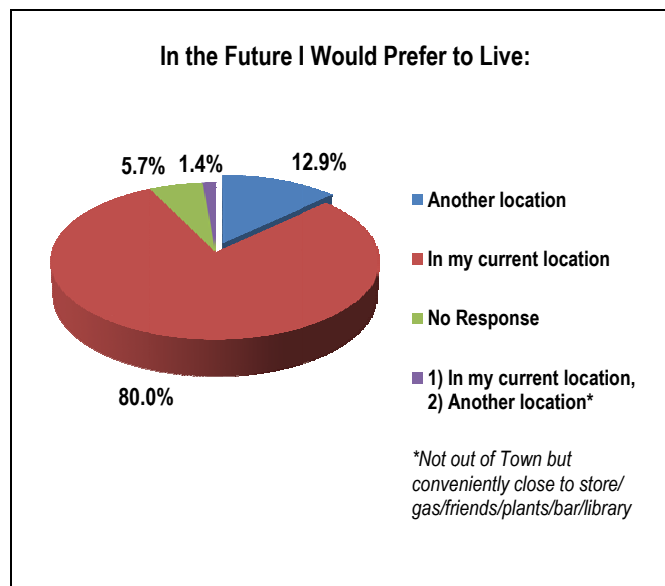
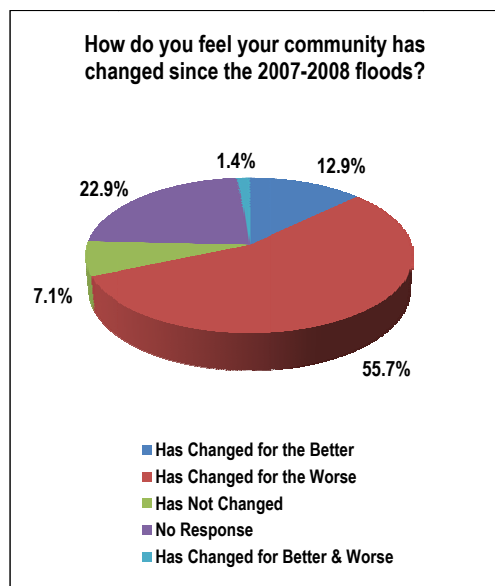
Below are the “Landowner/Resident Survey” results for the Village of Gays Mills Comprehensive Planning Survey that was conducted in coordination with the comprehensive planning process. A total of seventy landowner/residents completed the survey. Sixty percent of survey respondents said they were permanent residents, 3% were part-time residents, 3% were renters, 1% were part-time/seasonal, and 33% has did not respond to the question.

The breakdown of landowner/resident survey responses for the three most important reasons for living in Gays Mills were the Village’s small town atmosphere, its natural beauty, and being near family or friends.

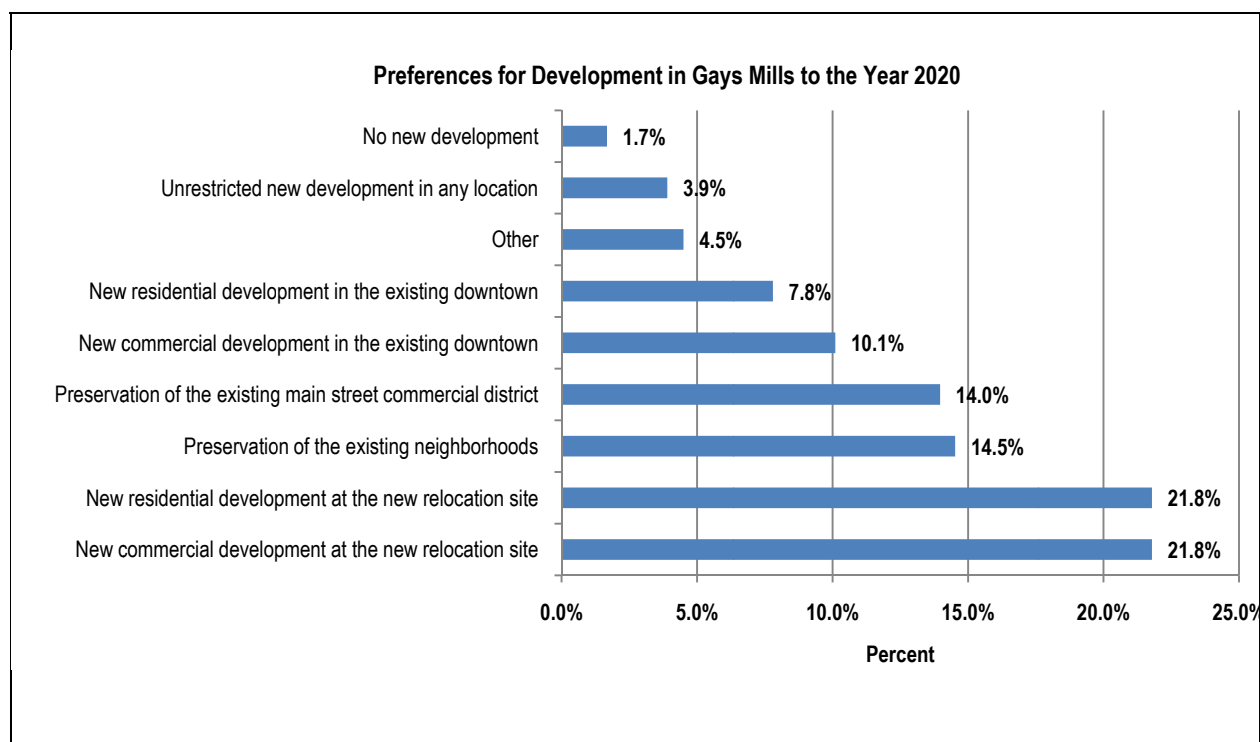


Over 55% of landowner/resident survey responses said the Village had changed for the worse since the 2007-2008 Floods. At the same time 80% of landowner/resident survey responses indicated a desire like to live at their current location. With regard to respondents desire to live in their current location, is it important to remember that of the 70 landowner/residents completing the survey 54 live outside the floodplain area.

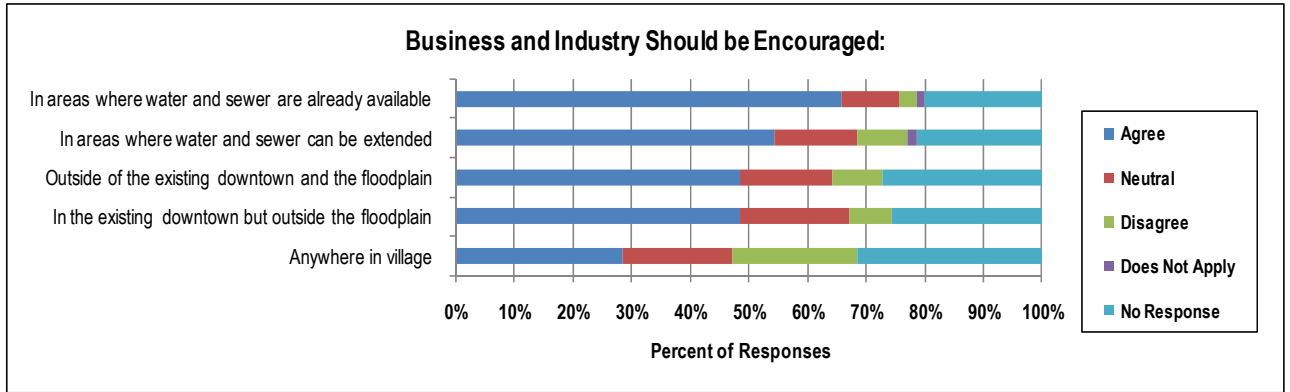
## Gays Mills Comprehensive Plan 2010-2030, Issues and Opportunities



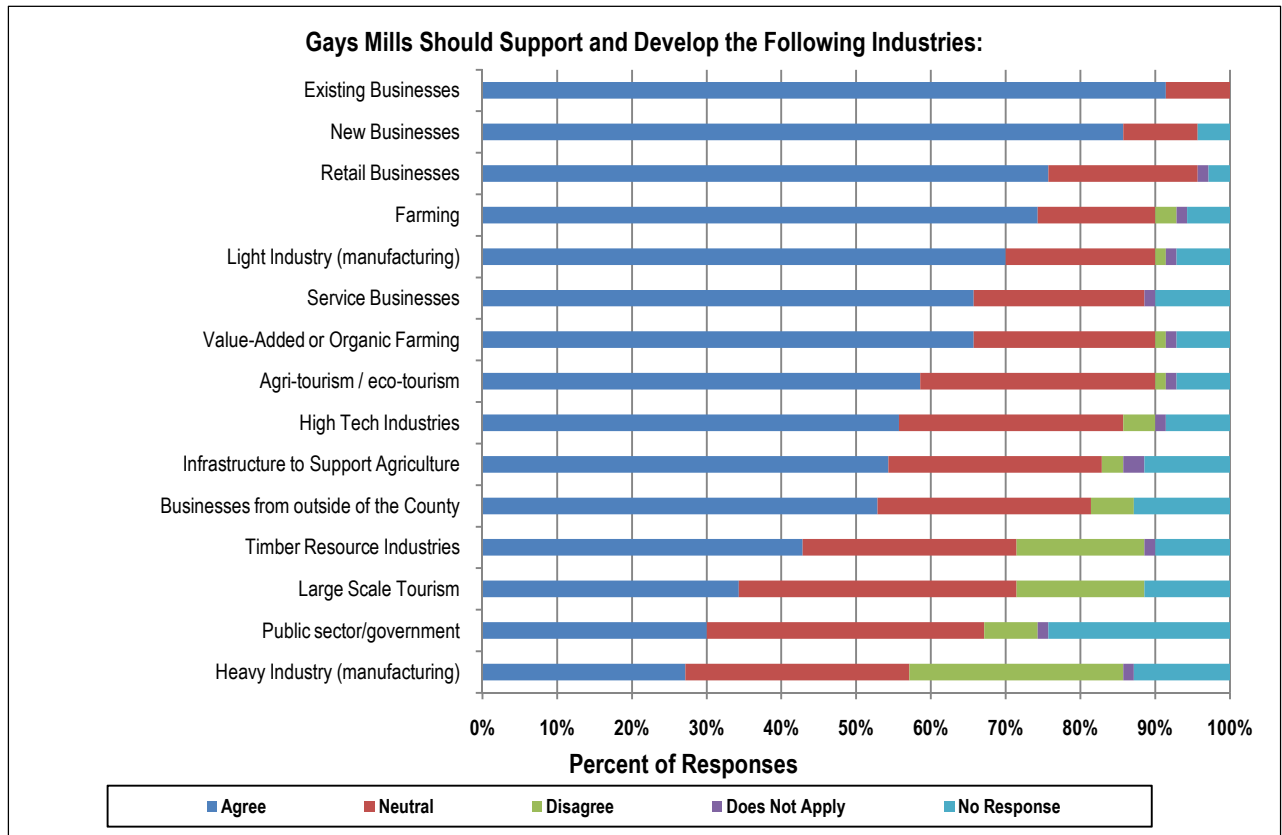
About 22% of landowner/resident survey responses indicated that their preference for development was new residential and commercial development at the new relocation site. About 15% of landowner/resident survey responses indicated they wanted the existing neighborhoods preserved and another 14% wanted to preserve the existing Main Street and commercial district.



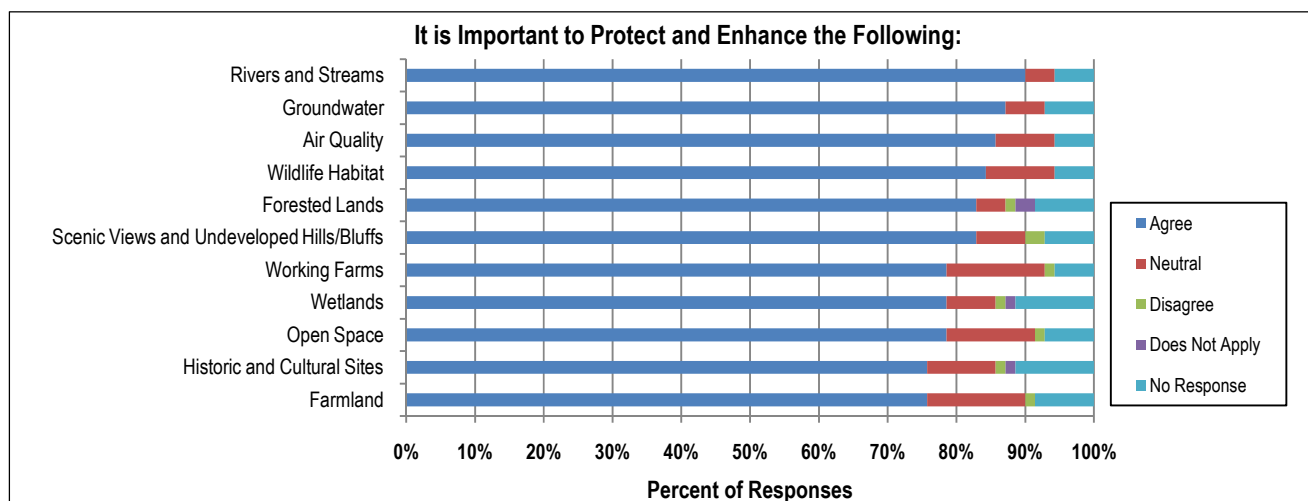
The majority of landowner/resident survey responses indicated that they would like business and industry development encouraged in areas where water and sewer are already available and in areas where sewer can be extended.



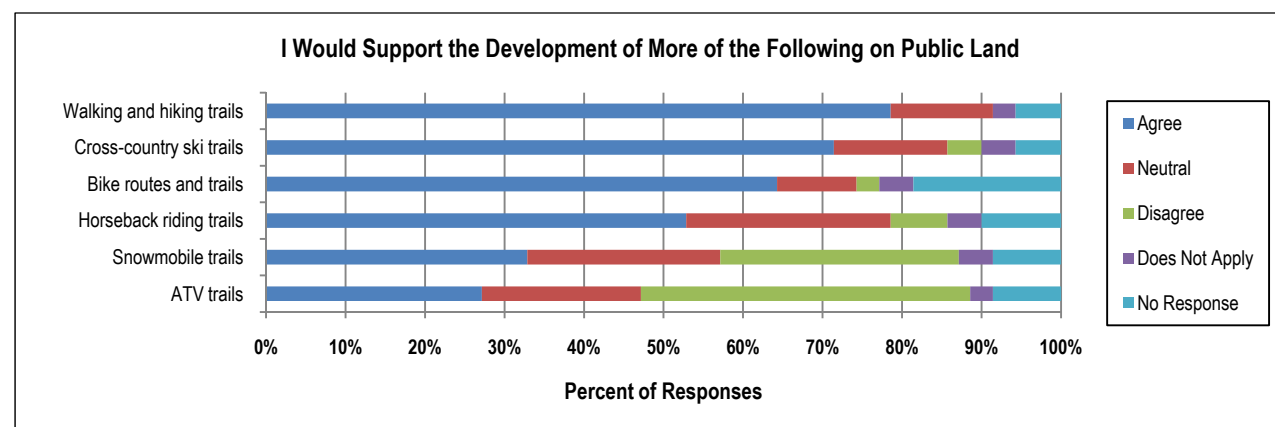
Over 90% landowner/resident survey responses indicated that existing business should be supported and developed by the Village. The other industries garnering the most support were new business (86%), retail business and farming (74-75%), light manufacturing (70%), and services businesses and value-added or organic farming (66%). The industry receiving the least support was heavy industry.



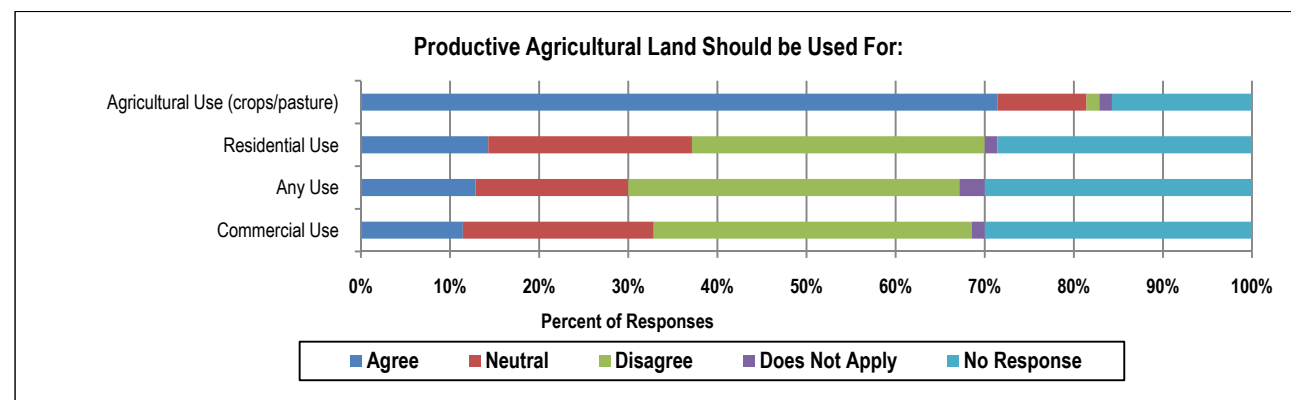
Landowner/resident survey responses showed a need to protect all of the Village resources, however those receiving the most support were rivers and streams (90%), groundwater (87%), air quality (85%), wildlife habitat (84%), forested lands (83%) and scenic views and undeveloped hills and bluffs (83%).



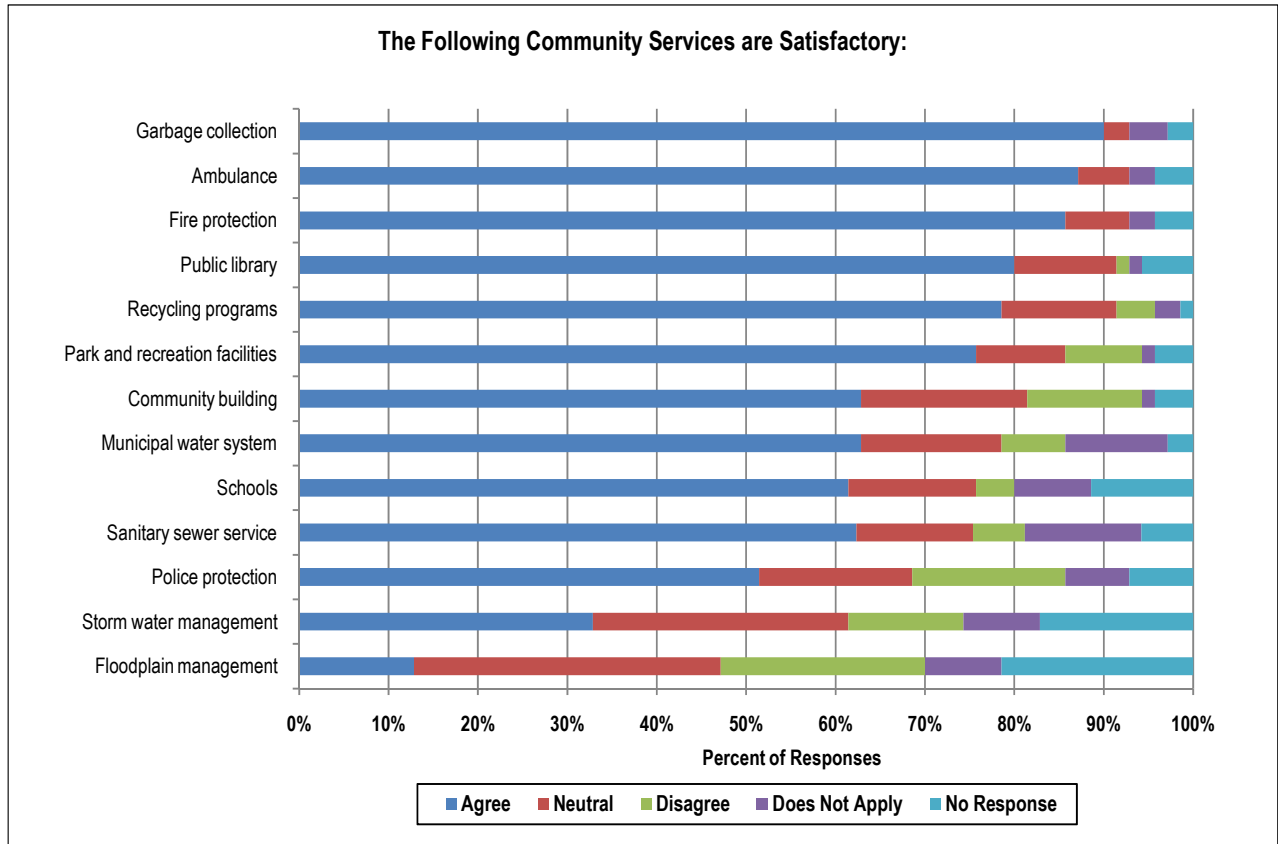
About 79% of landowner/resident survey responses indicated support for the development of walking and hiking trails on public land while less than 35% indicated support for development of snowmobile and ATV trails.



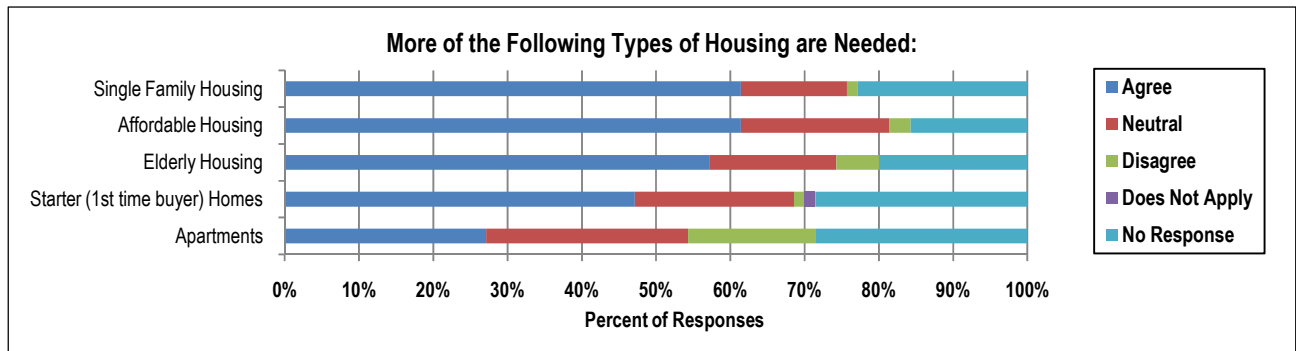
Over 70% of landowner/resident survey responses said productive agricultural land should be used for agricultural use and less than 15% said agricultural land should be used for residential, commercial or other uses.



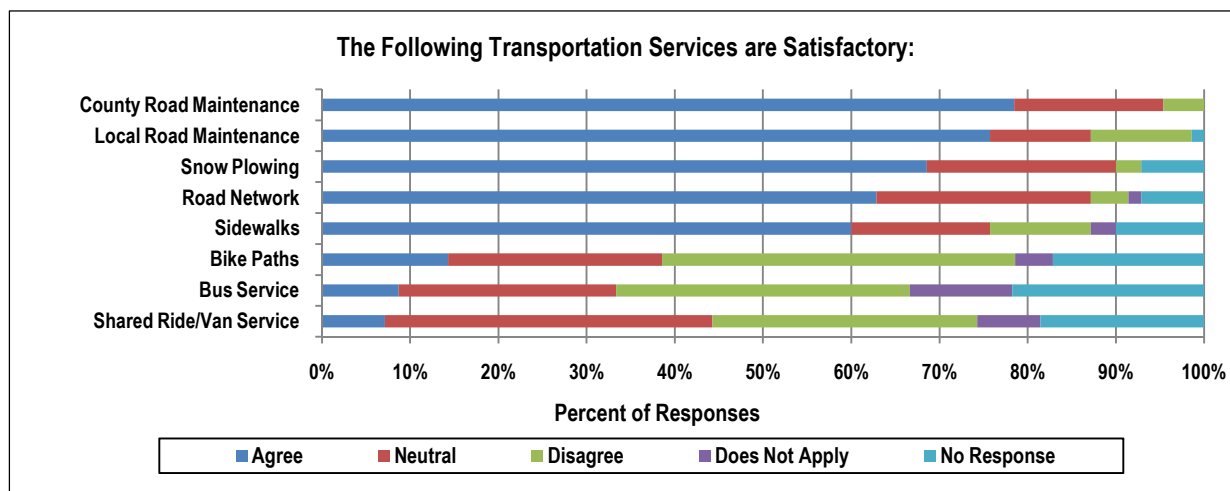
Community services were rated by landowner/resident survey respondents. Those receiving the highest rating were garbage collections (90%), ambulance (87%), fire protection (86%), public library (80%), recycling programs (79%) and park and recreation programs (76%). Only 13% felt floodplain management was satisfactory.



Most landowner/resident survey responses (61%) indicated the need for more single family housing and affordable housing.



Over 75% of landowner/resident survey responses indicated that county and local road maintenance was satisfactory. The biggest need for transportation services from survey respondents was for shared ride/van service, bus service and bike paths.



Over 44% of landowner/resident survey respondents disagreed that landowners should be allowed to develop land anywhere they want.

**Landowners should be allowed to develop land anywhere they want**

	No.	%
Agree	14	20.0%
Neutral	14	20.0%
Disagree	31	44.3%
Does Not Apply	1	1.4%
No Response	10	14.3%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Seventy-five percent of landowner/resident survey respondents agreed that visual impact is an important consideration when evaluating development.

**Visual Impact / view of the landscape is an important consideration when evaluating proposed development**

	No.	%
Agree	53	75.7%
Neutral	7	10.0%
Disagree	2	2.9%
Does Not Apply	1	1.4%
No Response	7	10.0%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Sixty percent of survey respondents felt there should be a minimum lot size on residential development.

**There should be a minimum lot size on residential development**

	No.	%
Agree	42	60.0%
Neutral	15	21.4%
Disagree	3	4.3%
Does Not Apply	1	1.4%
No Response	9	12.9%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Over 45% of survey respondents said that practices should be used to preserve large parcels of undeveloped land.

**Subdivision and development practices that preserve large parcels of natural undeveloped land should be encouraged through policies and ordinances**

	No.	%
Agree	32	45.7%
Neutral	12	17.1%
Disagree	8	11.4%
Does Not Apply	0	0.0%
No Response	18	25.7%
<b>Total</b>	<b>70</b>	<b>100.0%</b>



Most survey respondents (73%) felt there is adequate visibility when entering or crossing Main Street from side streets.

**There is adequate visibility when entering or crossing Main Street from the side streets**

	No	%
Agree	51	72.9%
Neutral	7	10.0%
Disagree	7	10.0%
Does Not Apply	0	0.0%
No Response	5	7.1%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

About 75% of survey respondents felt there is adequate visibility when entering or crossing side streets from Main Street.

**There is adequate visibility when entering or crossing side streets from Main Street**

	No	%
Agree	52	74.3%
Neutral	9	12.9%
Disagree	4	5.7%
Does Not Apply	0	0.0%
No Response	5	7.1%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

About half of survey respondents felt ordinances should be used to preserve open spaces and prevent forest fragmentation.

**Ordinances should be prepared to preserve open spaces and prevent forest fragmentation**

	No.	%
Agree	38	54.3%
Neutral	19	27.1%
Disagree	5	7.1%
Does Not Apply	0	0.0%
No Response	8	11.4%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Over 85% of survey respondents felt ordinances should be used to regulate junk and abandoned trailers on private property.

**Ordinances should be prepared to regulate junk and abandoned trailers on private property**

	No.	%
Agree	60	85.7%
Neutral	5	7.1%
Disagree	1	1.4%
Does Not Apply	0	0.0%
No Response	4	5.7%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Seventy-one percent of survey respondents felt local tax dollars should be used to help attract new jobs or retain existing jobs in Gays Mills.

**Local tax dollars should be used to help attract new jobs or retain existing jobs in Gays Mills**

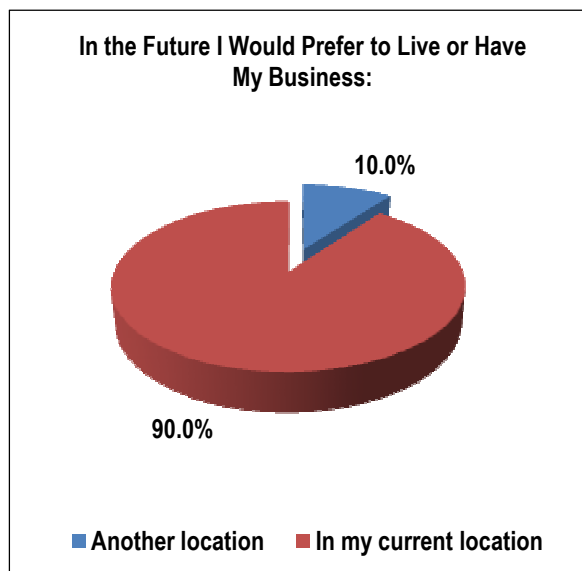
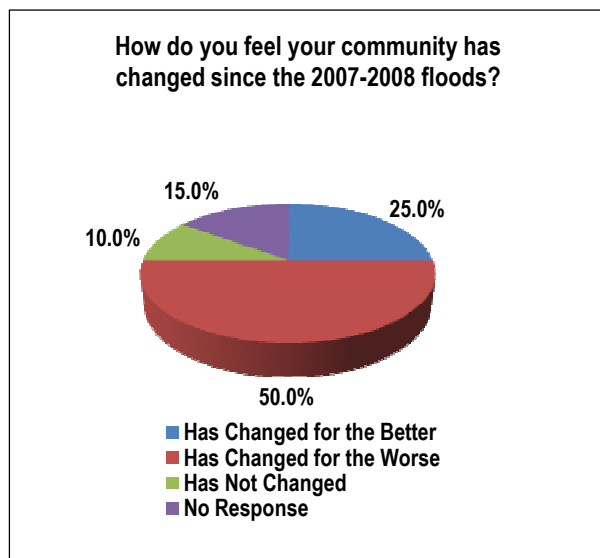
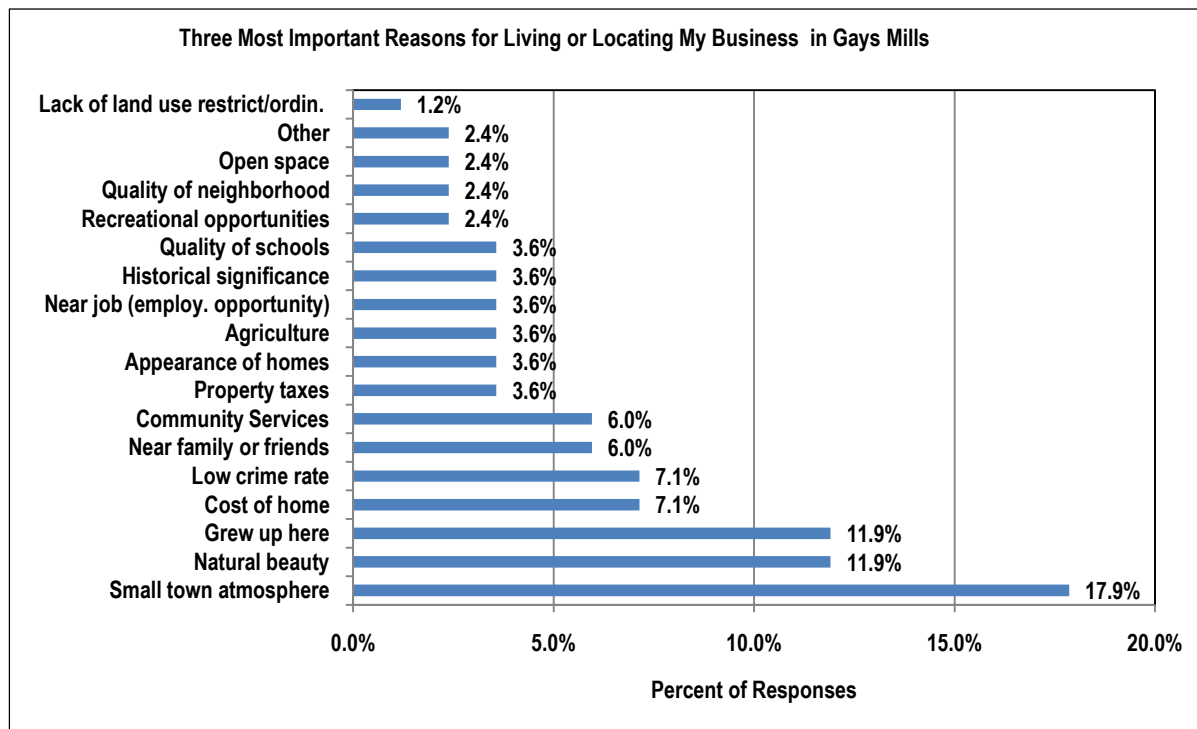
	No.	%
Agree	50	71.4%
Neutral	14	20.0%
Disagree	3	4.3%
Does Not Apply	0	0.0%
No Response	3	4.3%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

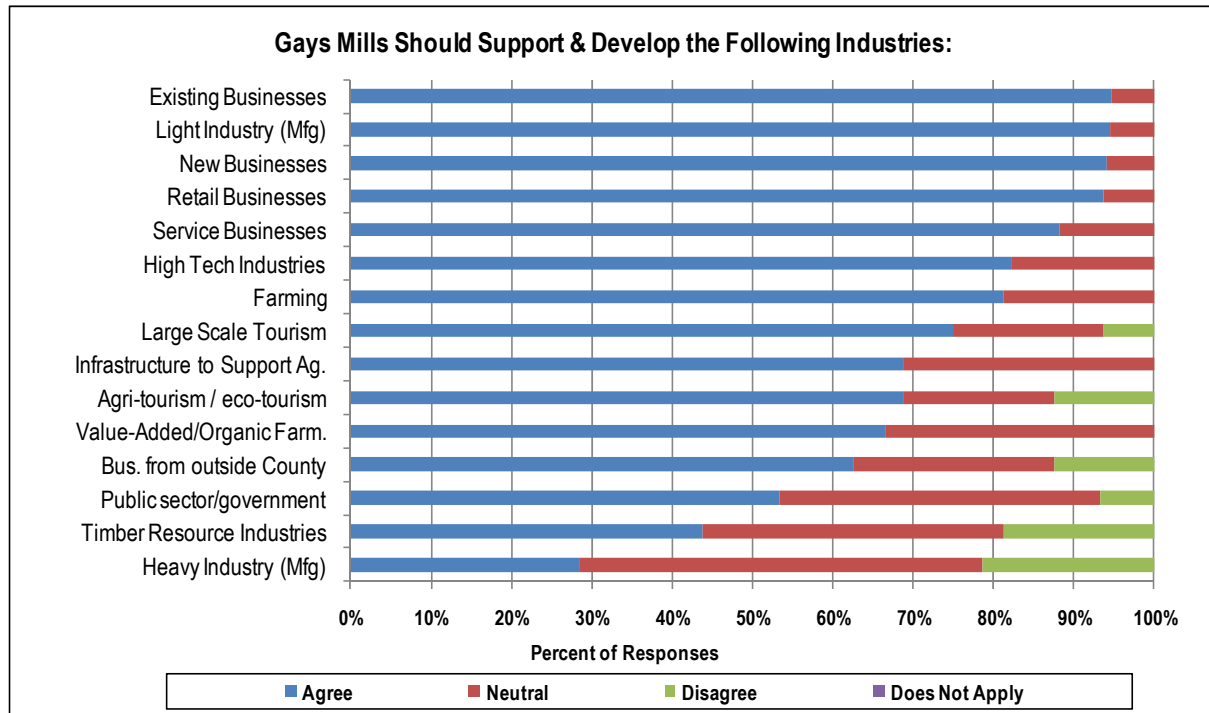
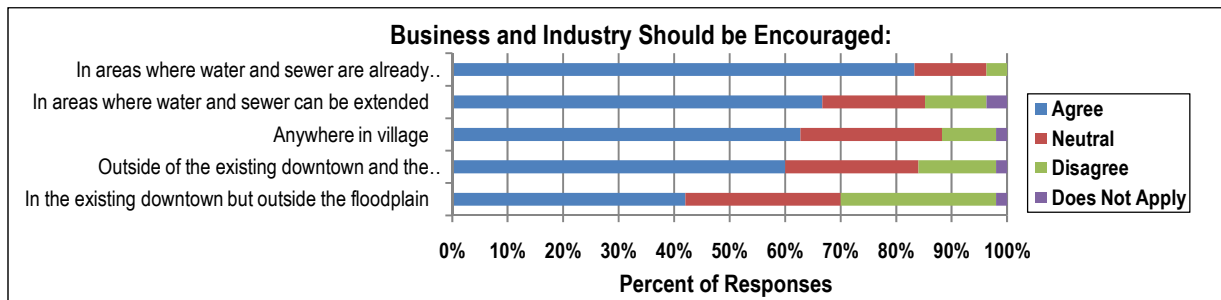
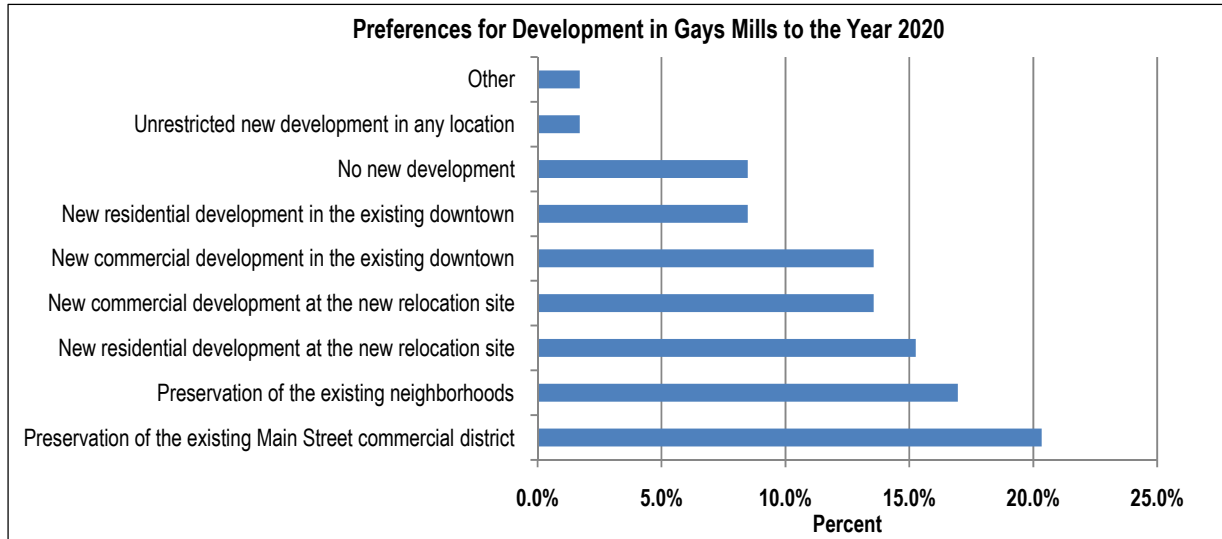
Thirty-one percent of survey respondents would consider allowing public use of small portions of their property for bicycle or walking trails.

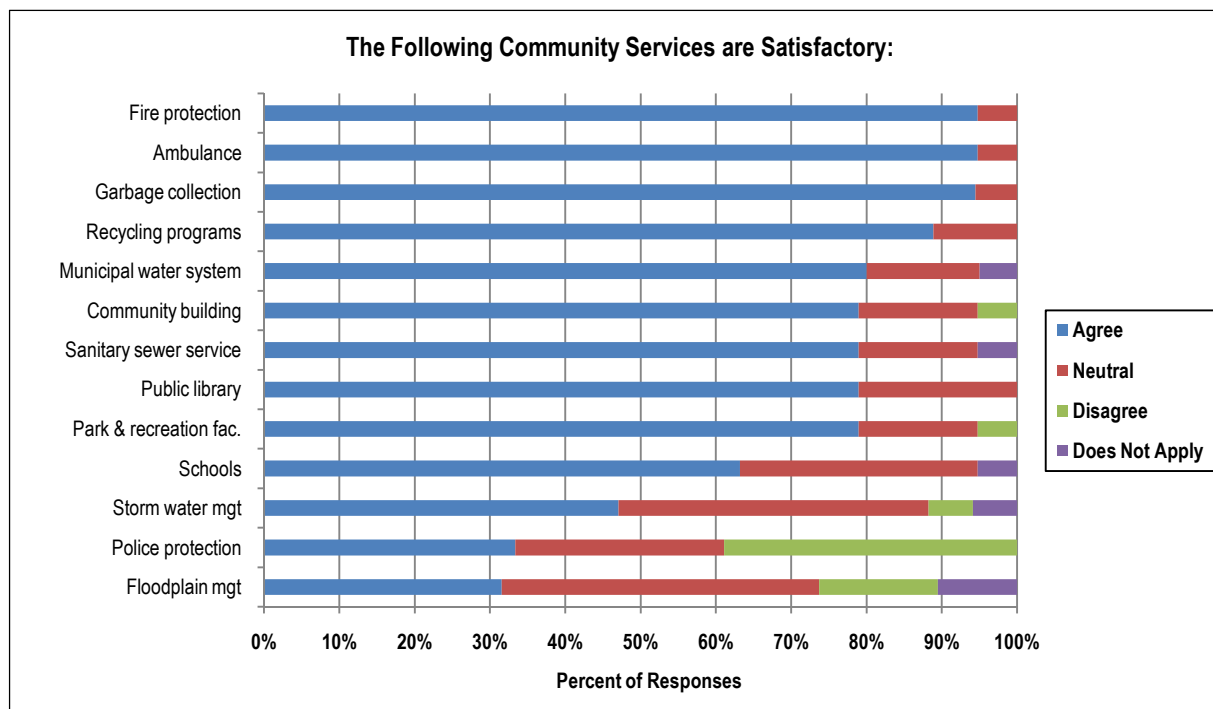
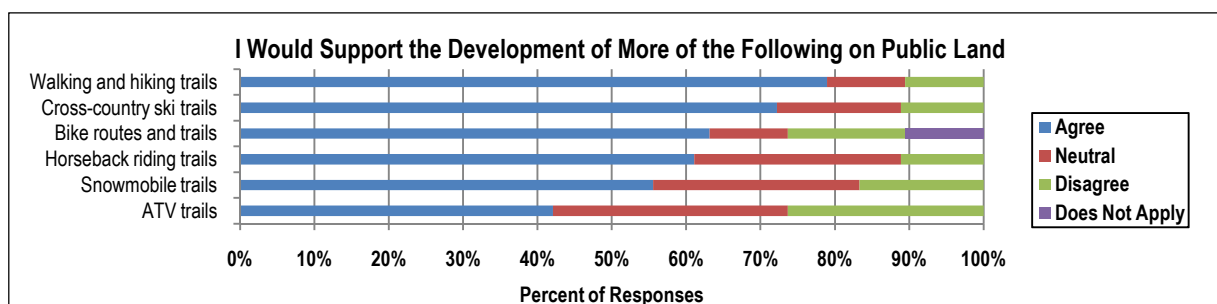
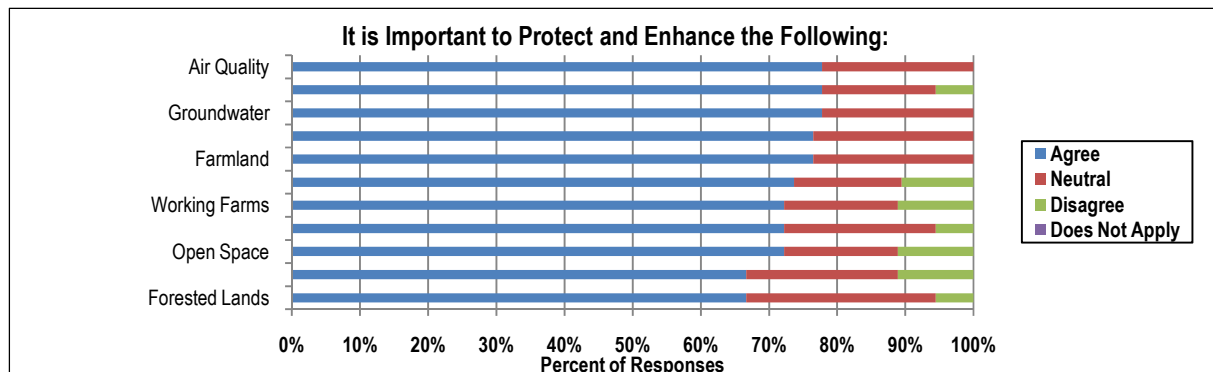
**I would consider allowing public use of small portions of my property for bicycle or walking trails**

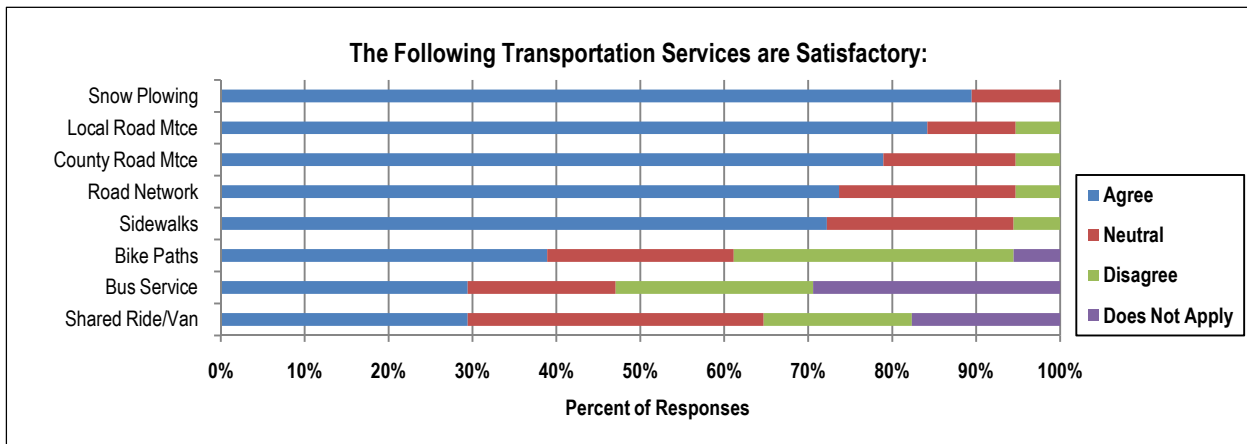
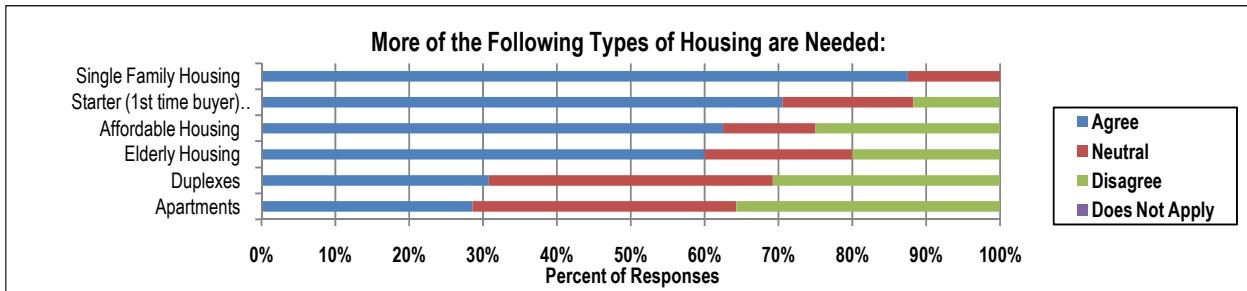
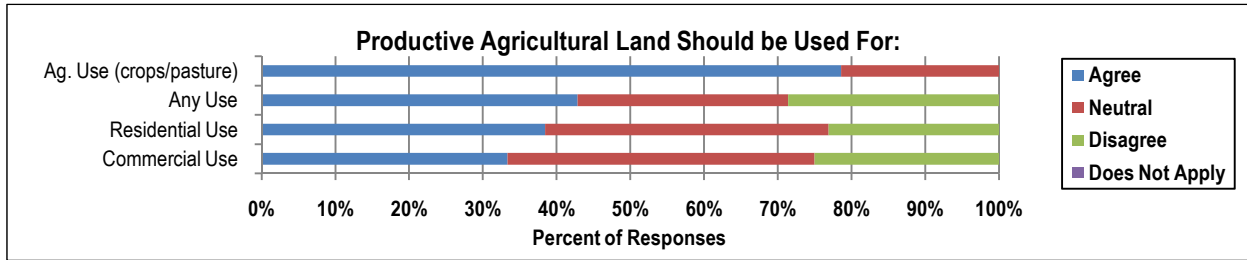
	No.	%
Agree	22	31.4%
Neutral	17	24.3%
Disagree	18	25.7%
Does Not Apply	10	14.3%
No Response	3	4.3%
<b>Total</b>	<b>70</b>	<b>100.0%</b>

Below are the “Business Owner Survey” results of the Village of Gays Mills Comprehensive Planning Survey that was conducted in coordination with the comprehensive planning process. A total of 20 business owners responded to the survey. Of the business owners that responded half had businesses in the floodplain while half owned businesses out of the floodplain. 55% of respondents said they were permanent businesses, 10% were part-time/seasonal businesses, and 30% chose not to provide their business status. The survey responses below by business owners closely mirrored the above survey responses by residents.









**Landowners Should be Allowed to Develop Land Anywhere They Want**

	Percent
Agree	27.8
Neutral	22.2
Disagree	50.0
Does Not Apply	0.0
Total	100.0

**Visual Impact/View of the Landscape is an Important Consideration When Evaluating Proposed Development**

	Percent
Agree	81.3
Neutral	12.5
Disagree	6.3
Does Not Apply	0.0
Total	100.0

**There Should be a Minimum Lot Size on Residential Development**

	Percent
Agree	75.0
Neutral	25.0
Disagree	0.0
Does Not Apply	0.0
Total	100.0

**There is Adequate Visibility When Entering or Crossing Main Street from Side Streets**

	Percent
Agree	82.4
Neutral	11.8
Disagree	5.9
Does Not Apply	0.0
Total	100.0

**Gays Mills Comprehensive Plan 2010-2030, Issues and Opportunities**

**There is adequate Visibility When Entering or Crossing Side Streets from Main Street**

	Percent
Agree	68.8
Neutral	25.0
Disagree	6.3
Does Not Apply	0.0
Total	100.0

**Ordinances Should be Prepared to Regulate Junk and Abandoned Trailers on Private Property**

	Percent
Agree	78.9
Neutral	10.5
Disagree	10.5
Does Not Apply	0.0
Total	100.0

**I Would Consider Allowing Public Use of Small Portions of My Property for Bicycle or Walking Trails**

	Percent
Agree	38.9
Neutral	33.3
Disagree	16.7
Does Not Apply	11.1
Total	100.0

**Ordinances Should be Prepared to Preserve Open Spaces and Prevent Forest Fragmentation**

	Percent
Agree	61.1
Neutral	16.7
Disagree	22.2
Does Not Apply	0.0
Total	100.0

**Local Tax Dollars Should be Used to Help Attract New Jobs or Retain Existing Jobs in Gays Mills**

	Percent
Agree	70.6
Neutral	17.6
Disagree	11.8
Does Not Apply	0.0
Total	100.0

**Subdivision & Development Practices That Preserve Large Parcels of Natural Undeveloped Land Should be Encouraged Through Policies and Ordinances**

	Percent
Agree	42.9
Neutral	42.9
Disagree	14.3
Does Not Apply	0.0
Total	100.0

## **Planning Framework**

This plan is being developed consistent with Wisconsin State Statutes and Wisconsin's Planning Law. The plan looks forward twenty years in an effort to guide future development in the Village based on the desires expressed by residents and landowners today. It is intended that as future decisions in the Village are made that this document will be reviewed and used as a guide to insure future decisions are consistent with the goals, strategies, policies and actions identified in this plan. Listed below are the planning goals. In the ensuing chapters the steps and actions necessary to implement the goals will be described in greater detail.

### *Planning Goals*

Based on public input activities, survey results, analysis of data compiled as part of the planning process, and Plan Commission input the following goals were established to guide the development of the Village of Gays Mills Comprehensive Plan. The goals are listed by planning element and will be defined in the ensuing comprehensive plan chapters.

#### ***Land Use Element***

- Goal I** Preserve the Village of Gays Mills "small town" atmosphere and sense of community.
- Goal II** Coordinate new and old developments to create a connected seamless community.
- Goal III** Create a well planned community with opportunities for a diversity of non-residential uses (commercial, retail, light industrial, agriculture, etc.).

#### ***Housing Element***

- Goal I** Maintain a diversity of housing options to assure affordable housing for Village residents.
- Goal II** Promote energy efficient housing construction/design and encourage designs that preserve existing architectural character.

#### ***Transportation Element***

- Goal I** Promote public transportation options in the Village to satisfy the needs of the elderly, disabled and those in need of transportation for employment.
- Goal II** Create a system of multiuse (bicycle, pedestrian, etc.) pathways throughout the Village and neighboring areas to serve recreation uses, businesses and residential neighborhoods.
- Goal III** Strive to maintain funding for Village streets to continue the existing level of service and road maintenance.

#### ***Utilities and Community Facilities Element***

- Goal I** Maintain and enhance existing public services as needs are identified by Village residents.
- Goal II** Promote community events and facilities that enhance the social/cultural identity of the Village.
- Goal III** Explore alternative energy sources and energy efficiency practices in order to become a more energy independent community.

#### ***Agriculture, Natural and Cultural Resources Element***

- Goal I** Preserve and enhance the Village's natural resources providing opportunities and accessibility for recreation and tourism uses.

- |                 |  |
|-----------------|--|
| <b>Goal II</b>  | Enhance agricultural areas in the Village and adjacent areas to maintain the Village's rural agricultural setting. |
| <b>Goal III</b> | Preserve the Village's historical and cultural resources as a means of retaining the Village's identity.           |

***Economic Development Element***

- |                 |  |
|-----------------|--|
| <b>Goal I</b>   | Focus economic development efforts on retention and growth of existing businesses, recruiting new businesses, and creating entrepreneurship opportunities. |
| <b>Goal II</b>  | Encourage the development of businesses that are compatible with the Village's rural setting and resident's lifestyle.                                     |
| <b>Goal III</b> | Promote tourism uses and opportunities.  |
| <b>Goal IV</b>  | Identify and promote the use of local resources to enhance the local economy and assist Gays Mills in becoming a sustainable community.                    |

***Intergovernmental Cooperation Element***

- |                |   |
|----------------|---|
| <b>Goal I</b>  | Identify opportunities to increase intergovernmental cooperation.   |
| <b>Goal II</b> | Maintain communication and cooperation with adjacent local units of government on development issues, community resources, etc. |

***Sustainability Element***

- |                 |  |
|-----------------|--|
| <b>Goal I</b>   | Promote community health by creating opportunities for physical exercise and outdoor recreation.   |
| <b>Goal II</b>  | Consider ways to integrate sustainability principles into community decision making regarding land use planning.   |
| <b>Goal III</b> | Support and educate residents about green building, energy efficiency, and renewable energy opportunities for existing and new residential, public, and commercial structures. |
| <b>Goal IV</b>  | Encourage local food systems development.  |
| <b>Goal V</b>   | Identify and promote the use of local resources to enhance the local economy and assist Gays Mills in becoming a sustainable community.  |
| <b>Goal VI</b>  | Support initiatives to reduce use of fossil fuels and conserve the integrity of the natural environment.   |

***Implementation Element***

- |                |   |
|----------------|---|
| <b>Goal I</b>  | Identify policies and programs to implement recommendations of the comprehensive plan.            |
| <b>Goal II</b> | Provide the opportunity for public input throughout the planning process and future plan updates. |

***State Planning Goals***

In addition and listed in italics, the Village Plan Commission addressed the comprehensive planning goals identified in Wisconsin State Statutes. Within the State of Wisconsin Comprehensive Planning Law fourteen planning goals are identified. Local units of government that receive State grant fund money for planning are required to address the fourteen goals. The Village of Gays Mills did not receive grant fund money to prepare the Comprehensive Plan but did feel the goals were important and should be addressed in the Village Comprehensive Plan. The State planning goals are discussed in the appropriate planning elements.



State Planning Goals

- *Promotion of the redevelopment of lands with existing infrastructure and public services and maintenance and rehabilitation of existing residential, commercial and industrial structures.*
- *Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.*
- *Planning and development of land uses that create or preserve varied and unique urban and rural communities.*
- *Balancing individual property rights with community interests and goals*
- *Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.*
- *Preservation of cultural, historic and archaeological sites.*
- *Protection of economically productive areas, including farmland and forests.*
- *Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.*
- *Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.*
- *Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.*
- *Encouragement of neighborhood designs that support a range of transportation choices.*
- *Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.*
- *Encouragement of coordination and cooperation among nearby units of government.*
- *Building community identity by revitalizing main streets and enforcing design standards.*

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## 2. LAND USE

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The Land Use Element is the most important component of the Gays Mills Comprehensive Plan. The use of land and future land use decisions affect all other planning elements and the future of the Village. As discussed in the introduction, recent flood events have presented landowners and residents with many challenges and it is vital to the success of the plan that the land use element directly reflects input gathered from the landowners and residents during the planning process. The element contains background information on land use, a land use map and goals and strategies pertaining to future land uses.

### LAND USE EXISTING CONDITIONS AND RESOURCES

#### Existing Land Use

The Village of Gays Mills is located in the scenic Kickapoo River Valley. The Village is surrounded by forested hillsides, scenic bluffs, and ridge top apple orchards. The Village is bordered by the unincorporated Towns of Clayton, Utica and the Village of Bell Center. As of the 2000 Census the Village of Gays Mills had a population of 625, and 2009 estimates prepared by the Wisconsin Department of Administration Demographics Services Center list a 2009 population of 609 for the Village.

Wisconsin Department of Revenue-2009 Statement of Assessments shows that the Village of Gays Mills consists of 2,451 acres. As of 2009 about 12.2% of acreage the Village was developed for residential use, 29.9% was in Forest/Ag Forest, 48.4% Agricultural, and the remaining 9.4% of land use in the Village was either Commercial, Manufacturing, Undeveloped, or Other uses.

**Table 2.1 Land Use Property Assessment Inventory - Village of Gays Mills**

Land Type	Acres	Percent of Land Use
Residential	299	12.2
Commerical	42	1.7
Manufacturing	5	0.2
Agricultural	1,187	48.4
Undeveloped/Other	166	6.8
Forest/Ag Forest	734	29.9
Other (public land, etc.)	18	0.7
<b>Total</b>	<b>2,451</b>	<b>100.0</b>

*Source: Wisconsin Department of Revenue, Bureau of Equalization, 2009 Statement of Assessments*

The Kickapoo River flows north-south through the Village. Many properties within the Village are constrained by wetlands and floodplain regulations. In 2008, the downtown of the Village was inundated with floodwaters and many of the Main Street businesses and residences suffered damages. Since the Village is in a transitional stage (properties being relocated or bought out), developing an accurate existing land use map is challenging. Table 2.1 and Map 2.1 and Map 2.2 illustrate the existing land uses in the Village as of December of 2010 utilizing the most recent data available. Also included in Appendix D is a "Relocation/Acquisition Property Status Report" providing property information known at the time of plan adoption.

#### Zoning and Other Regulations

The Village of Gays Mills has an adopted code of ordinances that addresses government and administration, finance and public records, administrative review procedures, public safety, public works, licensing and regulation, health and sanitation, public utilities, motor vehicles and traffic, offenses and nuisances, parks and recreation, zoning, subdivision, fair housing, and residential anti-displacement and relocation plan.

#### Land Use Projections

Due to recent flooding and relocation efforts in the Village of Gays Mills, land use projections are difficult to estimate. The projections developed are to be viewed as "additional development" representing development beyond the relocation efforts.

Two residential land use acreage projections for Gays Mills were completed and are illustrated in Table 2.2. The two residential scenarios were derived by using housing unit projections from Table 3.1 and Table 3.3 in Chapter 3. The number of projected housing units for both scenarios were multiplied by .5 acres to come up with projected residential land use acres. The calculation assumes that an average single-family home in the incorporated community will consume .5 acres of land. Using housing unit projections from Table 3.3 to calculate future residential acreages, the resulting projections in all likelihood represent a maximum housing growth scenario since the time period (1999-2008) from which housing data was taken represented a relatively good economic cycle. In contrast, the housing unit projections from the census (Table 3.1) are likely more representative of a lower housing growth scenario.

Commercial/Industrial land use acreage projections were not developed because of the size of the Village and the uncertainty of future commercial/industrial development due to relocation efforts. It is believed that adequate space for future development has been designated to accommodate future development.

Agricultural/open space land use acreage projections were derived by using the projected residential development acreage and assumed that future residential acreage will decrease the amount of agricultural/open space in the Village. These projections are intended to be used as a guide for further discussions about programs and policies that may affect land use in the Village. Projections and policy decisions based on projections should be reviewed and updated every 3 to 5 years.

**TABLE 2. 2 LAND USE PROJECTIONS FOR THE VILLAGE OF GAYS MILLS (IN ACRES)**

	2010	2015	2020	2025	2030	Total 2010-2030
Scenario 1 Residential Table 3.1	3	.5	.5	0	0	4
Scenario 2 Residential Table 3.3	.5	3.5	3.5	3.5	3.5	14.5
Scenario 1 Agriculture/Open Space	-3	-5	-5	0	0	-4
Scenario 2 Agriculture/Open Space	-3	-3.5	-3.5	-3.5	-3.5	-14.5

Source: MRRPC 2010

The land use projections in Table 2.2 for the Village illustrate the potential impacts of future development. Residential development most likely will have the greatest impact. As discussed previously, the two projection scenarios likely represent “most case” and “least case” residential development scenarios. It is anticipated that over the 20 year planning period between 4 and 14.5 acres of land will be used for residential development in the Village.

### **Existing and Potential Land Use Conflicts**

Wisconsin's Comprehensive Planning Law requires that existing and potential land use conflicts be identified as part of the planning process. Land use conflicts identified by the Village of Gays Mills during the planning process are listed below:

1. With the Village going through a relocation and long term planning effort, the potential exists for new uses, such as increased recreation areas and green space, to impact the cohesiveness of historic residential areas and neighborhoods.
2. On the Village's eastside along State Highway 171 (ridge and apple orchard area), potential conflicts exist between apple orchard business owners and residential landowners and/or future residential development.

### **Opportunities for Redevelopment**

Opportunities for redevelopment in the Village of Gays Mills were analyzed as part of the planning process. Due to the majority of the historic area of the Village being in the floodplain, limited redevelopment opportunities exist. As described in this plan, the old Village area is going through a transition from developed properties to open space uses. This presents several important decisions with regard to existing historic structures. First, the Village must determine what to do with the old dam building located on the west bank of the Kickapoo River. The old elementary school building on Main Street, a historic structure recommended for preservation, is currently under private ownership. Lastly, the existing community building will soon be vacated and additional uses for the structure are being pursued.



**Historic Elementary School**

## **GOALS, STRATEGIES, POLICIES AND ACTIONS FOR LAND USE**

### **Land Use Element**

The Village of Gays Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following the goals are definitions, policies, programs/actions, etc. that are recommended to address the goals.

Also critical to understanding the recommendations of the Land Use Element, is that based on previous public planning efforts in the Village it was determined that it is necessary to plan and develop a new business district and residential area that is free from the threat of flooding. This process of community planning began in 2008 with the completion of the Long-Term Community Recovery Plan prepared by FEMA for the Village. Public input during the comprehensive planning process substantiates the finding of the 2008 plan and resident and business owner input expressed the desire to maintain the historic downtown business district and residential area. The intent of the plan is to ensure the Village of Gays Mills maintains its historic downtown business district and residential area as long as residents and businesses desire to be there. It is also intended that future development be directed to the new town center. In the future it is likely that there will be a gradual transition of businesses and residents from the historic downtown area to the new town center. These community changes will present challenges as well as opportunities. To direct these changes and take advantage of the opportunities, the following goals and action items have been developed with the belief that accomplishing them will help to create a more unified, viable and vibrant Gays Mills.

**Goal I** Preserve the Village of Gays Mills “small town” atmosphere and sense of community.

**Goal II** Coordinate new and old developments to create a connected, seamless community.

**Goal III** Create a well planned community with opportunities for a diversity of non-residential uses (commercial, retail, light industrial, agriculture, etc.).

The main instrument for implementing the goals of the Land Use Element is developing a Land Use Map with compliance managed through the existing Village comprehensive zoning ordinance. An overriding goal of the land use map is to incorporate locations for desired uses in areas that minimize land use conflicts and allow adequate acreage for business and residential expansion. The following are recommendations to be considered in developing the land use map (derived based on public input):

1. Focus future development to infill suitable areas between the new town center and the historic downtown area.
2. The transition of businesses and homes from the historic downtown area should not be dictated by a timeline but by natural events and property owners' decisions/actions.
3. Connect the apple orchards to the historic business district and new town center.
4. Ensure future development does not cut off public connections (sidewalks, trails etc.).
5. Evaluate and utilize land use options/concepts prepared as part of the Landscape Architecture Capstone project (available online at <http://bit.ly/gaysmills>) for the Village of Gays Mills. The project identified a master plan for the historic village (downtown and residential area) which included community gardens, passive and active recreation, lodging and camping areas, trails, etc. It will be important to balance the various options with the desire of businesses and residents in the Village.

6. Promote the riverfront as a valuable community asset. Consider a river walk that would connect various recreational, commercial and residential areas of the Village.

Additional issues identified to achieve Land Use Element goals:

7. Continue enforcement of the Village comprehensive zoning ordinance. Update the Village ordinance to address the recommendations in this plan.
8. Address recreational/residential development on land zoned Conservation or Agriculture in the Village of Gays Mills. Review existing zoning ordinance provisions and modify if necessary to eliminate the ability to construct, repair or modify habitable structures on land zoned Conservation or Agriculture.
9. Consider property maintenance regulations/requirements to preserve property values, community character, and enhance public safety.
10. Support local, state, and federal policies and programs aimed at assisting land uses that will use and enhance the natural resources of the Village and benefit the local economy.
11. Continue enforcement of the village's Floodplain, Shoreland and Wetland ordinances. The State of Wisconsin Department of Natural Resources delegates enforcement of Floodplain, Shoreland and Wetland ordinances to local municipalities. Survey responses from residents overwhelmingly supported the protection of natural resources and believed it is important to protect wetlands, groundwater, rivers and streams.
12. Identify conservancy organizations and make information available to landowners regarding land preservation options available through land conservancy organizations.
13. Create a checklist of items that the Plan Commission and Village Board may consider when reviewing development proposals within the Village. Such a list would include but not be limited to landscaping, building orientation to take advantage of natural energy and light, storm water runoff (retention/detention), parking, consideration of views, erosion, etc.
14. Consider a transportation enhancement (roundabout, etc.) at the intersection of State Highway 171 and 131 as a means to create an entrance to the historic downtown and improve traffic and pedestrian safety.
15. Create a unified identity for the historic business district and Gays Mills that represents the traditional apple orchard industry and the story of flood survival. Utilize the past flood events as a way of telling the story of Gays Mills and survival of the historic business district. This in part may be achieved by identifying flood levels on buildings with corresponding pictures and markers/landmarks that tell the story. In areas where structures have been removed, place markers or other landmarks that describe what used to be there. To aid in connecting the new town center to the historic business district, when each business within the historic business district is relocated to the new town center, tell that story at its vacated site along with an invitation to see how a successful relocation works. Buildings within the new town center can do the same by telling their story of relocation with an invitation to visit the previous historic site.
16. Protect the Village's "dark skies" from light pollution sources. This in part can be accomplished by informing/educating residents, businesses, and elected officials on methods to manage light sources. Other methods to consider would be creating lighting standards/requirements for significant light sources. Such activities will conserve energy resources and preserve the Village's "dark skies".

## **Land Use Districts and Map**

The land use map (Map 2.3) has been developed based on public input received throughout the planning process. Eight land use districts were utilized in the preparation of the Village of Gays Mills Land Use Map and are described below. The Plan Commission had a difficult task in developing a land use map because of continually changing circumstances in the community. More so than any other community it will be important that the land use map be continually reviewed to reflect changes in the community associated with the relocation project.

### *Land Use Districts*

**Agriculture/Forest/Open** – This district preserves agricultural land, forests and open space. Residential development is not permitted within this district. Uses permitted are those that are customary to agricultural and forested land such as productive cropland, grazing, general forestry practices, etc.

**Residential** - This district is generally intended for single-family detached residential development where public sewer and water are located or are proposed to be located.

**Multi-Family Residential** - This classification includes housing where multiple, separate housing units (3 units or more) are contained within one building.

**Commercial** - This district includes area dedicated to the sale of goods or merchandise for personal or household consumption, service businesses, and offices. Structures include neighborhood stores, or designated shopping districts such as a downtown area.

**Industrial** - All industrial activities are allowed in this district including assembly plants, manufacturing plants, industrial machinery, shipping and trucking.

**Recreation** – This district is intended for land and water resources designated for recreation where people can engage in active and passive recreation activities. This may include privately owned land that has an intended private/public recreational use. Such uses could include parks, recreational camps, hunting areas, etc.

**Public/Institutional** - This district encompasses a range of public, social, and institutional uses. These uses are public or semi-public, and generally tax exempt. Specific uses include schools, libraries, parks, municipal buildings, emergency response and public safety buildings, health care facilities, travel-related facilities, places of worship, or other governmental lands.

**Mobile Home Park**- This district includes accommodations for mobile homes, or manufactured housing. The structures are generally defined as those built in factories, rather than on site, that are delivered to the location where they are to be occupied.

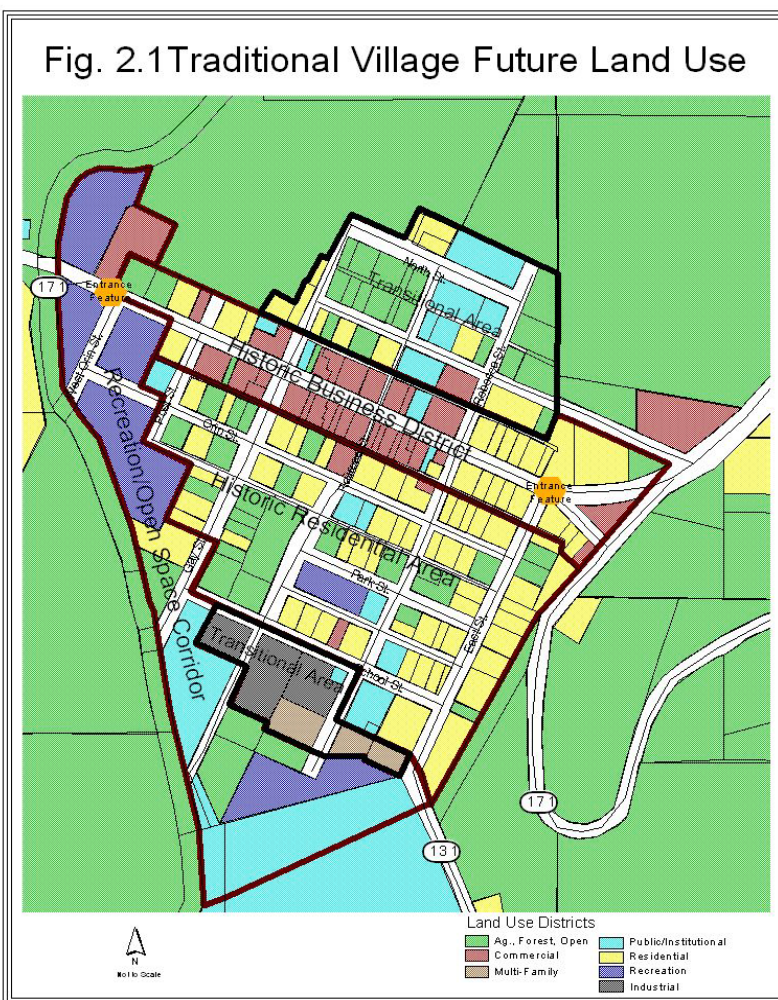
### *Land Use Map*

#### Traditional Village Area

The land use map designates properties along Main Street as the historic business district (see figure 2.1 Traditional Village Future Land Use). The map designates properties adjacent to Main St. between Rebecca St. and Post St. as commercial properties. It is recommended that properties in this area remain commercial and that residential uses only be considered as accessory uses. In the future if these properties are relocated or buildings removed it is recommended that they transition to open space and become part of the historical story of Gays Mills. Properties to the east of Rebecca Street and to the west of Post St. are designated as residential. In most cases these properties are residential and it is recommended that in the future they remain residential or else transition into commercial uses. Consistent with other properties on Main St., in the future if these properties are relocated or buildings removed it is recommended that they transition to open space and become part of the historical story of Gays Mills. To identify the historic business district it is recommended that traffic enhancements/entrances be established near the river crossing on State Highway 171 (west side of the business district) and near the State Highway 171 and State Highway 131 intersection (east side of the business district).



A corridor (Recreation/Open Space Corridor) adjacent to the Kickapoo River in the traditional village area has been designated for public and recreational uses. The majority of the area designated is currently in public or recreational use. This area is anticipated to consist of open space uses such as play equipment, disc golf, volleyball, etc. It is recommended that a river walk/trail be established through the corridor connecting the recreational corridor on the northwest to the west entrance to the historic business district and on the southeast to the Log Cabin Park and fairgrounds. It is further recommended that pedestrian/bike access be established along East Ave. (State Highway 131) to connect the trail back to the east entrance of the historic business district, establishing a bike/pedestrian loop.



Within the bike/pedestrian loop and south of the historic business district, the land use map designates a historic residential area which consists mainly of existing homes (some elevated). The plan recommends that this area remain a residential neighborhood and retain its neighborhood appeal. It is recognized that the surrounding areas (historic business district, recreation/open space corridor) have the potential to create a lot of tourism and visitor traffic within the Village. The plan's goal is to protect this neighborhood from tourist and visitor traffic as much as possible and maintain the small-town feel to the neighborhood. Within this designated area, street and pedestrian improvements are recommended for the purpose of serving the residents within the residential area. Landscape treatments, signage, etc. should be considered as a way to deter tourists and visitors from deviating from the bike/pedestrian loop. Within the residential area the concept of a community garden should be explored with the intent being for such a garden to serve primarily residents of the neighborhood.



**Traditional Neighborhood in the Village**

Two transition areas are designated on Figure 2.1. The transition area located in the southern area of the traditional village (old high school area) is recommended to serve as a buffer area between the recreation/open space corridor and the historic residential area. The northern transition area located north of the historic business district in many



places is prone to more severe flooding (moving water) and the area is recommended to transition to open space uses.

In each of these designated areas existing land uses may remain as long as the land owners desire to be there (the properties also can be bought and sold) even though the existing use may not be consistent with the designation of the area. It is recommended in the future, if the existing uses that are not consistent with the designation of the area are removed, relocated, etc. that the properties then be converted to the land use designated for the area or an open space use.

Once again it is recommended that the land use map for the traditional village area be continually reviewed. With regard to the historic residential area, if a large majority of the homes/homeowners located west of Railroad St. are eventually relocated or removed, the traditional residential boundaries may be redefined by having Railroad St. become the western boundary. This modification would potentially lead to Railroad St. becoming a bike/pedestrian trail connection within the bike/pedestrian loop previously discussed.

#### New Town Center Area (North Gays Mills)

The area within the Village designated for the new town center is located adjacent to State Highway 131 in the northern part of the Village. The area was designated for future development in the Long-Term Community Recovery Plan prepared by FEMA for the Village in 2008. Several locations which are currently under development have been designated as areas for future residential, commercial, and public facilities development. The site commonly referred to as Site A, the Chestelson Site (adjacent to State Highway 131 north of Bluebird Lane) is designated for several



Future Site of the Community Building

uses. On the west side of State Highway 131 the area has been designated as “Public/Institutional” as it is the site for the new community center, village offices and library. The highway frontage on the east side of State Highway 131 across from the future community center has been designated as “Commercial” to accommodate future businesses. East of the commercial area has been designated “Multi-family” to provide locations for relocated residents. The remainder of the site to the east has been designated as “Residential” for future single family housing.

A second site planned for future development is located just south of the Applewood Business Park on the west side of State Highway 131 and is commonly referred to as Site C, the Dudgeon Site. The land use map designates the east portion of the property as “Commercial”. It is also possible that a portion of this site will be considered for public/institutional use in the future for a fire/rescue station. The western 1/3 of the property is designated for “Multi-family” to address housing concerns (assisted living, etc.) in the Village of Gays Mills.

A third site identified for future development is the located west of State Highway 131 and is adjacent to the existing cemetery. The site is commonly referred to as Site B, the Carter Site. This area is designated “Public /Institutional” for the possibility of a church locating on the site.

On the land use map, other areas of northern Gays Mills not referenced and already developed have been designated in land use districts that reflect their current use. In addition, a site on the west side of State Highway 131 directly across the highway from Brockway Drive is designated as “Agriculture, Forest, Open Space”. It is recommended that this site be considered for some sort of recreational lodging in the future if such a use is permitted by floodplain regulations. Development of the site would assist in connecting the Dudgeon and Chestelson sites.

#### Smart Growth Areas

The new housing areas designated on the land use map are encouraged to be developed meeting “conservation design principles” (small contiguous lots, limited public infrastructure expansion). In addition, future structures should

be designed to promote energy efficiency. These actions promote the use of Smart Growth development as identified in the state's comprehensive planning law.

#### Multiuse Trail Connection

The land use map shows a narrow strip of property designated as "Proposed Multi-Use Trail". This corridor represents the old railroad bed and runs north and south through the Village of Gays Mills. It is intended that this become part of a public trail system that will help connect the new town center with the historic business district/residential area enhancing the "walkability" of the community. From a regional perspective, it is intended that the trail become part of a regional trail system that will connect Gays Mills to other municipalities.

#### **Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.**

Listed below are the Comprehensive Planning Goals described in State Statute that are related to the Land Use Element. Following each goal is a discussion how they were addressed during the planning process.

*Promotion of the redevelopment of lands with existing infrastructure and public services and maintenance and rehabilitation of existing residential, commercial and industrial structures.*

In the preparation of the plan this goal was addressed by evaluating existing developed areas for redevelopment opportunities. Since the majority of redevelopment opportunities are located in areas prone to flooding, limited opportunities exist. The plan encourages infill development as well as utilizing existing structures for future development when possible.

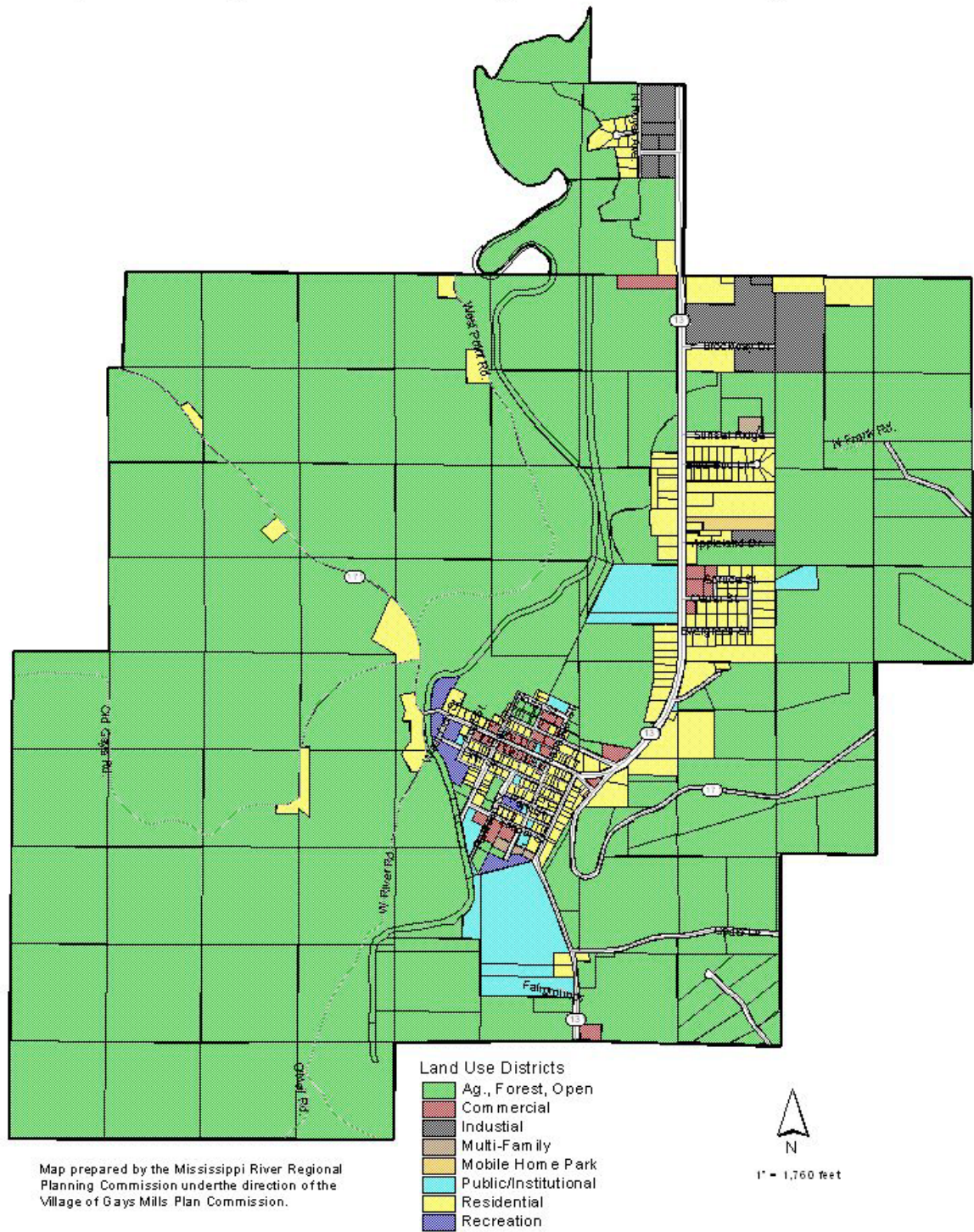
*Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.*

The goal is met by encouraging "conservation design principles" for residential developments and focusing development near existing development where public sewer and water is readily available rather than areas of the Village not currently served by public facilities.

*Planning and development of land uses that create or preserve varied and unique urban and rural communities.*

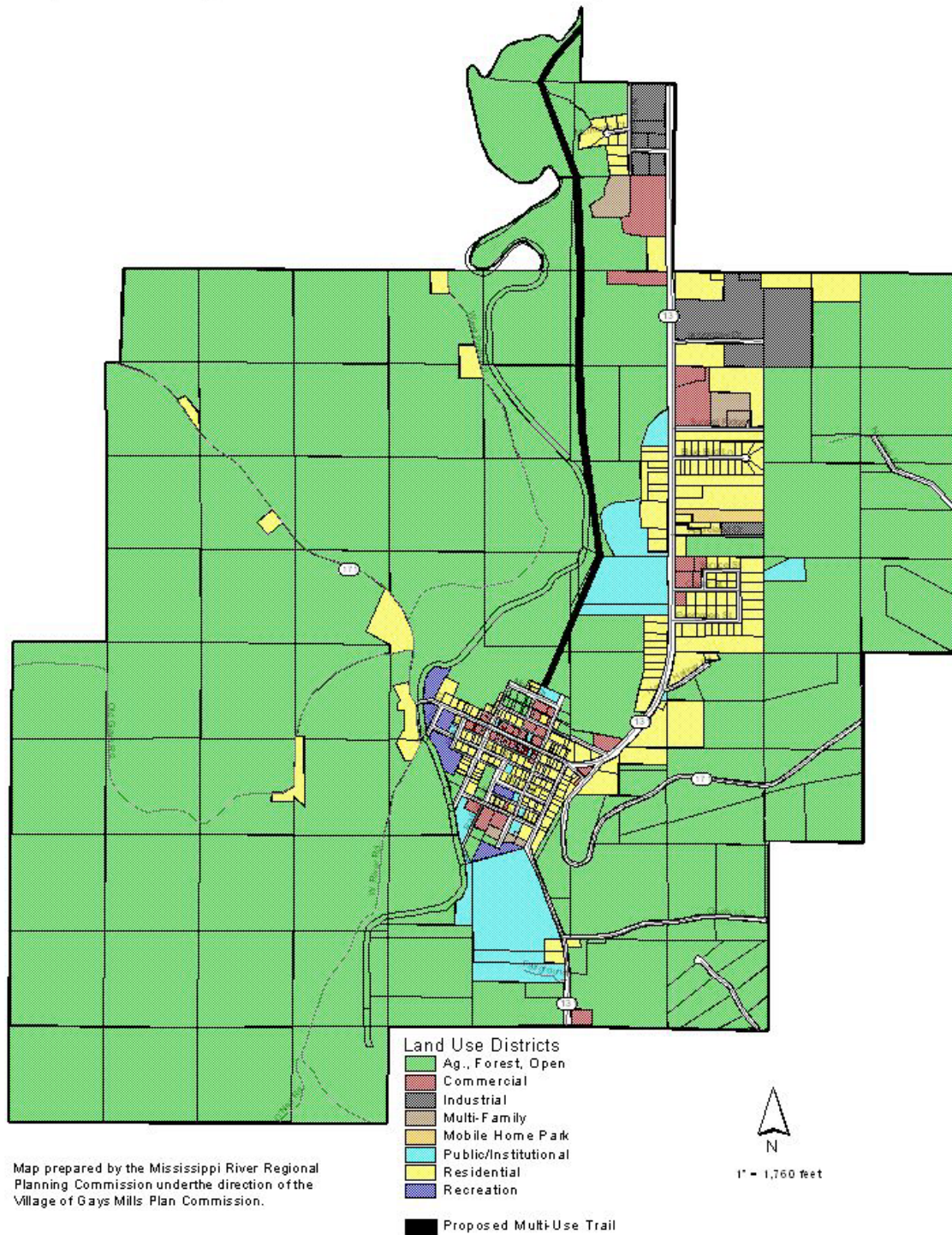
This goal is addressed by using various land use districts that encourage the preservation of open space, the use of "conservation design principles", and the preservation of historic residential/business districts.

Map 2.1 Gays Mills Existing Land Use Map





## Map 2.2 Gays Mills Land Use Map



### 3. HOUSING

Where people live impacts transportation, community services, and the local economy. Gays Mills faces a unique situation as severe flooding has impacted existing and future housing conditions. Statistical data mainly derived from historical building trends must be viewed carefully in light of recent flooding events. This chapter analyzes the condition of housing and housing issues in the Village of Gays Mills, surrounding municipalities, County, State and Nation. In addition, this chapter addresses goals and strategies relating to housing.

#### HOUSING EXISTING CONDITIONS AND RESOURCES

##### Housing Trends and Projections

Table 3.1 below shows housing trends through the censuses of 1970, 1980, 1990 and 2000. From 1970 through 2000 the Village's housing stock increased by 29.6%. Most of this growth occurred between 1970 and 1990. The housing unit projections in Table 3.1 were derived by using the projected population estimates in Table 1.1, and dividing them by the average number of people per housing unit for each local unit of government as of the 2000 census, Table 3.2. Using this projection technique, the number of housing units in the Village will actually decline slightly from the 2000 census.

**Table 3.1 Gays Mills Housing Trends and Projections 2010-2030**

	Total Housing Units							Hsg Est	Housing Projections					
	1970	1980	1990	2000	% chg 70-90	% chg 90-00	% chg 70-00	2009 Hsg Est.	Prj. Hsg 2010	Prj. Hsg 2015	Prj. Hsg 2020	Prj. Hsg 2025	Prj. Hsg 2030	% chg 09-30
Clayton	299	330	354	524	18.4	48.0	75.3	517	530	534	538	540	539	4.3
Utica	257	297	343	317	33.5	-7.6	23.3	334	317	310	301	292	281	-15.8
Bell Center	41	54	45	60	9.8	33.3	46.3	61	58	56	55	53	51	-16.5
Gays Mills	223	269	267	289	19.7	8.2	29.6	277	283	284	285	284	282	1.8
Crawford Co.	5,207	6,770	7,315	8,480	40.5	15.9	62.9	8,837	8,842	8,945	9,034	9,091	9,092	2.9
State of Wis.	1,472,332	1,863,897	2,055,676	2,321,144	39.6	12.9	57.7	2,473,061	2,509,726	2,603,661	2,696,874	2,778,652	2,843,991	15.0
United States	68,704,315	88,410,627	102,263,678	115,904,641	48.8	13.3	68.7	NA	NA	NA	NA	NA	NA	NA

Source: U.S. Department of Commerce-Bureau of the Census

**Table 3.2 Gays Mills Avg. No. People per Household-2000 Census**

	2000 Census Population	2000 Census Housing Units	Avg No. People per Housing Unit
T Clayton	956	524	1.8
T Utica	674	317	2.1
V Bell Center	116	60	1.9
V Gays Mills	625	289	2.2
Crawford County	17,243	8,480	2.0
State of Wis.	5,363,715	2,321,144	2.3
United States	281,421,906	115,904,641	2.4

Source: U.S. Department of Commerce-Bureau of Census



Apartment building in Gays Mills

In a second housing unit projection scenario, Table 3.3 uses building permit trends over the last 10 years to project housing trends through 2030. Using this projection method, it is estimated the Village will have approximately 27 new homes built through 2030. As discussed in the previous chapter, due to recent flooding and relocation efforts in the Village of Gays Mills housing unit projections are difficult to estimate. The projections developed are to be viewed as "additional development" representing development beyond the relocation efforts.

Table 3.3 Gays Mills Housing Unit Projections 2010-2030

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	New Resid 98-07	10 yr avg	Prj New Hsg 2010	Prj New Hsg 2015	Prj New Hsg 2020	Prj New Hsg 2025	Prj New Hsg 2030	Total Proj New Hsg
V Gays Mills	0	2	4	0	3	0	0	1	3	0	13	1.3	1.3	6.5	6.5	6.5	6.5	27.3

Source: Village of Gays Mills



Houses Located in the Flood Plain

### Age of Housing

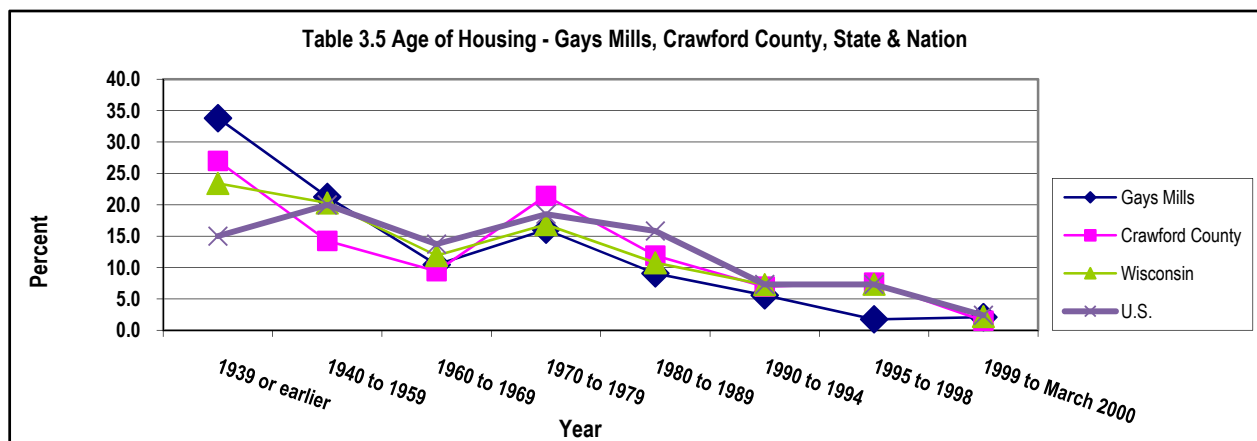
Table 3.4 provides information on the age of housing in the Village, surrounding municipalities, Crawford County, State of Wisconsin and the Nation. As of the 2000 Census, over 33% of Village's residential structures were built prior to 1939 as compared to the State (23%) and Nation (15%). Over half of the Village's housing stock was constructed prior to 1960. Twenty seven residential structures were constructed in the Village from 1990 through 2000, an average of 2.7 units per year.

Table 3.4 Age of Residential Structures - Gays Mills, Surrounding Municipalities, Crawford County, State of Wis. & Nation

	1939 or earlier	%	1940 to 1959	%	1960 to 1969	%	1970 to 1979	%	1980 to 1989	%	1990 to 1994	%	1995 to 1998	%	1999 to March 2000	%
T Claytn	192	36.2	42	7.9	33	6.2	79	14.9	69	13.0	45	8.5	48	9.1	22	4.2
T Utica	182	58.3	39	12.5	13	4.2	35	11.2	20	6.4	15	4.8	5	1.6	3	1.0
V Bell Center	10	18.9	7	13.2	2	3.8	21	39.6	2	3.8	3	5.7	5	9.4	3	5.7
V Gays Mills	97	33.8	61	21.3	30	10.5	46	16.0	26	9.1	16	5.6	5	1.7	6	2.1
Crawford Co.	2288	27.0	1208	14.2	798	9.4	1816	21.4	1009	11.9	589	6.9	643	7.6	129	1.5
State of WI	543164	23.4	470862	20.3	276188	11.9	391349	16.9	249789	10.8	168838	7.3	170219	7.3	50735	2.2
United States	17380053	15.0	23145917	20.0	15911903	13.7	21438863	18.5	18326847	15.8	8467008	7.3	8478975	7.3	2755075	2.4

Source: U.S. Bureau of Census - 2000, Summary File 3

Table 3.5 shows the pattern of housing growth in the Village of Gays Mills since 1939. The Village has an older housing stock than the State or Nation.



### Type of Housing Structure

Table 3.6 provides information on the type of housing structures in Gays Mills, surrounding municipalities, Crawford County, the State of Wisconsin and the U.S. As of the 2000 Census about 77% of the Village's housing structures were 1 unit detached residences, 7% were mobile homes and the remaining structures were multi-family units. The



Village has a higher percentage of 1 unit detached structures than the County (67.9%), State (66.0%) and Nation (60.3%).

**Table 3.6 Housing Units by Type - Gays Mills, Surrounding Municipalities, Crawford County, State and Nation**

	1 Unit detached	1 unit attached	2 units	3 or 4 units	5-9 units	10-19 units	20 or more units	Mobile Home	Other	Total
T Clayton	390	73.6	4	0.8	3	0.6	0	0.0	0	530
T Utica	269	86.2	0	0.0	0	0.0	0	0.0	0	312
V Bell Center	45	84.9	0	0.0	0	0.0	0	0.0	0	53
<b>V Gays Mills</b>	<b>221</b>	<b>77.0</b>	<b>3</b>	<b>1.0</b>	<b>8</b>	<b>2.8</b>	<b>5</b>	<b>1.7</b>	<b>12</b>	<b>287</b>
<b>Crawford Co.</b>	<b>5759</b>	<b>67.9</b>	<b>98</b>	<b>1.2</b>	<b>239</b>	<b>2.8</b>	<b>82</b>	<b>1.0</b>	<b>194</b>	<b>8480</b>
<b>State of WI</b>	<b>1531612</b>	<b>66.0</b>	<b>77795</b>	<b>3.4</b>	<b>190889</b>	<b>8.2</b>	<b>91047</b>	<b>3.9</b>	<b>106680</b>	<b>2321144</b>
<b>United States</b>	<b>69865957</b>	<b>60.3</b>	<b>6447453</b>	<b>5.6</b>	<b>4995350</b>	<b>4.3</b>	<b>5494280</b>	<b>4.7</b>	<b>5414988</b>	<b>115904641</b>

Source: U.S. Bureau of Census 2000, Summary File 3

### Value of Housing

The median value of a home in Gays Mills was \$61,600 in 2000, compared to the County \$75,100, State of Wisconsin \$112,200 and the Nation \$119,000. Table 3.7 illustrates that during the decade of 1990-2000 the median value of owner occupied housing in the Village increased by 111% compared to the County (75.1%), Wisconsin (79.5%) and United States (51.2%).

**Table 3.7 Median Value of Owner Occupied Units**

	1980	1990	2000	% Change 1980-1990	% Change 1990-2000
T Clayton	23,100	42,100	57,100	82.3	35.6
T Utica	31,300	36,800	66,000	17.6	79.3
V Bell Center	21,300	21,300	55,000	0.0	158.2
<b>V Gays Mills</b>	<b>23,400</b>	<b>29,200</b>	<b>61,600</b>	<b>24.8</b>	<b>111.0</b>
<b>Crawford Co.</b>	<b>32,800</b>	<b>42,900</b>	<b>75,100</b>	<b>30.8</b>	<b>75.1</b>
<b>State of Wis.</b>	<b>48,600</b>	<b>62,500</b>	<b>112,200</b>	<b>28.6</b>	<b>79.5</b>
<b>United States</b>	<b>47,300</b>	<b>79,100</b>	<b>119,600</b>	<b>67.2</b>	<b>51.2</b>

Source: U.S. Bureau of the Census

### Occupancy Characteristics and Vacancy Rates

Table 3.8 illustrates housing unit occupancy characteristics and vacancy rates. As of the 2000 Census, 90.3% of the housing was occupied in Gays Mills while 9.7% of housing units were vacant. The Village's occupancy rate was higher than the County and State which had occupancy rates of 78.7% and 89.8% respectively. Gays Mills had a higher number of renter occupied units (24.2%) as compared to the County (18.3%). The Village had a homeowner vacancy rate of 2.1% as of the 2000 Census. This figure was lower than the County's homeowner vacancy rate of 2.8%. The Village had a higher rental vacancy rate (11.4%) as compared to the county, state and national rates of 8.7%, 5.6% and 6.8% respectively. The housing vacancy rate is the proportion of the housing inventory that is available for sale only or for rent.

**Table 3.8 Housing Occupancy Characteristics for Gays Mills, Surrounding Municipalities, County, State and Nation**

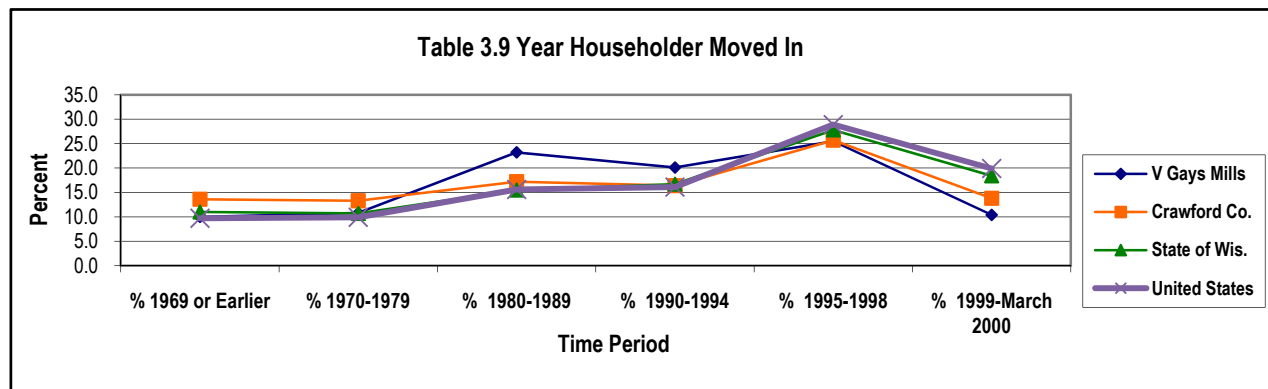
	2000 Total Housing Units	2000 Owner Occupied Hsng Units	% Owner Occupied Housing Units	2000 Renter Occupied Hsng Units	% Renter Occupied Hsng Units	Total Occupied Hsng Units	% Occupied Housing Units	2000 Vacant Housing Units	% Vacant Occupied Hsng Units	Homeowner Vacancy Rate %	Renter Vacancy Rate %
T Clayton	524	301	57.4	63	12.0	364	69.5	160	30.5	5.3	10.0
T Utica	317	206	65.0	51	16.1	257	81.1	60	18.9	3.3	1.9
V Bell Center	60	35	58.3	10	16.7	45	75.0	15	25.0	2.8	16.7
<b>V Gays Mills</b>	<b>289</b>	<b>191</b>	<b>66.1</b>	<b>70</b>	<b>24.2</b>	<b>261</b>	<b>90.3</b>	<b>28</b>	<b>9.7</b>	<b>2.1</b>	<b>11.4</b>
<b>Crawford County</b>	<b>8,480</b>	<b>5,125</b>	<b>60.4</b>	<b>1,552</b>	<b>18.3</b>	<b>6,677</b>	<b>78.7</b>	<b>1,803</b>	<b>21.3</b>	<b>2.8</b>	<b>8.7</b>
<b>State of Wis.</b>	<b>2,321,144</b>	<b>1,426,361</b>	<b>61.5</b>	<b>658,183</b>	<b>28.4</b>	<b>2,084,544</b>	<b>89.8</b>	<b>236,600</b>	<b>10.2</b>	<b>1.2</b>	<b>5.6</b>
<b>United States</b>	<b>115,904,641</b>	<b>69,815,753</b>	<b>60.2</b>	<b>35,664,348</b>	<b>30.8</b>	<b>105,480,101</b>	<b>91.0</b>	<b>10,424,540</b>	<b>9.0</b>	<b>1.7</b>	<b>6.8</b>

Source: U.S. Bureau of Census, 2000 Summary File 1

Note: Vacant Housing Units include seasonal, recreational and occasional use unit

### Year Householder Moved In

Table 3.9 below shows the year householders moved in. Gays Mills follows the trends of the County, State and Nation with the exception of 1980-1989 where the Village had a higher percent of householders moving in, and in 1999-March 2000 where the Village had a lower percent of householders moving in.



### Affordability of Housing

Table 3.10 illustrates the affordability of housing in Gays Mills, Crawford County, the State and Nation. As of the 2000 Census, about 22% of Village residents spent more than 30% of their incomes on their housing units. This was a higher percentage than the County, State and Nation. Table 3.11 shows that as of the 2000 Census, 24.6% of residents in renter occupied units spent 30% or more of their income on housing.

**Table 3.10 Percent of Income Spent on Owner Occupied Units, 2000**

	Total Owner Occupied Units	Less than 15 percent	15 to 30 percent	30 percent or more	Not computed
T Clayton	84	42.9	33.3	23.8	0
T Utica	52	46.2	19.2	34.6	0
V Bell Center	9	33.3	11.1	55.6	0
<b>V Gays Mills</b>	<b>150</b>	<b>40.7</b>	<b>37.3</b>	<b>22.0</b>	<b>0</b>
<b>Crawford Co.</b>	<b>3045</b>	<b>46.0</b>	<b>37.2</b>	<b>16.0</b>	<b>0.8</b>
<b>State of WI</b>	<b>1122467</b>	<b>36.8</b>	<b>45.0</b>	<b>17.8</b>	<b>0.4</b>
<b>United States</b>	<b>55212108</b>	<b>36.5</b>	<b>40.8</b>	<b>21.8</b>	<b>0.8</b>

Source: U.S. Bureau of Census, 2000

**Table 3.11 Percent of Income Spent on Renter Occupied Units, 2000**

	Occupied Rental Units	Less than 15 percent	15 to 30 percent	30 percent or more	Not computed
T Clayton	43	20.9	11.6	32.6	34.9
T Utica	34	35.3	26.5	11.8	26.5
V Bell Center	7	42.9	0	28.6	28.6
<b>V Gays Mills</b>	<b>65</b>	<b>16.9</b>	<b>36.9</b>	<b>24.6</b>	<b>21.5</b>
<b>Crawford Co</b>	<b>1,378</b>	<b>29.6</b>	<b>37.1</b>	<b>22.8</b>	<b>10.5</b>
<b>State of WI</b>	<b>641,672</b>	<b>21.1</b>	<b>41.5</b>	<b>32.3</b>	<b>5.2</b>
<b>United State</b>	<b>35,199,502</b>	<b>18.1</b>	<b>37.5</b>	<b>36.8</b>	<b>7.5</b>

Source: U.S. Bureau of Census, 2000

### Housing Wage

The federal minimum wage is currently \$7.25 per hour. A full-time minimum-wage job does not cover the cost of a modest two-bedroom rental at 30% of income. The economic downturn that began in 2008 will only exacerbate housing affordability as many residents deal with stagnant incomes or lost employment.

### Government Assisted Housing

Crawford County in 2004 had over 340 federal assisted rental housing units in the County. There are no nursing homes, adult family homes or community based residential facilities located in the Village of Gays Mills.



## **GOALS, STRATEGIES, POLICIES AND ACTIONS FOR HOUSING**

### **Housing Element Goals**

The Village of Guys Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following each goal are definitions, policies, programs/actions, etc. that are recommended to address the goals.

**Goal I** Maintain a diversity of housing options to assure affordable housing for Village residents.

**Goal II** Promote energy efficient housing construction/design and encourage designs that preserve existing architectural character.

1. Review the Village of Guys Mills Flood Recovery Plan and incorporate housing activities identified such as housing fairs, providing additional rental housing, creating homeownership opportunities, and the relocation of damaged homes.
2. Continue to support the enforcement of the requirement to maintain the quality and safety of housing stock in the Village. A key to a stable and growing tax base is the construction and maintenance of new and existing housing. Quality construction and proper maintenance will prolong the life of housing units, ensure that they are safe, and ensure that they remain a vital part of the tax base. In 2003, the State of Wisconsin required that all units of government enforce the State of Wisconsin One and Two Family Building Code by providing housing inspections during construction. The implementation of the state building code also ensures that structures will meet minimum requirements to provide access to all age groups and residents with special needs.
3. Support activities of the Crawford County Housing Coalition in achieving its long and short term goals related to the creation of affordable housing for all age groups, including senior and disabled residents.
4. Develop an informational packet for homeowners highlighting community resources, services, and comprehensive floodplain information (agencies, regulations, insurance, etc.). The purpose of the information is to inform homeowners and/or future residents of resources/services available and impacts of residing in a floodplain.
5. Provide a variety of housing options in the flood recovery relocation effort. Resident input stressed a need for a variety of housing in the context of style and design.
6. Support the development of affordable rental housing units.
7. Support and encourage renter and landlord education to preserve the quality of rental housing stock.
8. Support and encourage appropriate housing for young people and families.
9. Promote housing developments that are sensitive to the needs of older residents. Data shows that the Village of Guys Mills is comprised of an aging population. Public input made it clear that providing opportunities for elderly/assisted living housing in the Village is important to consider when planning for the future. The concept of "Efficient Housing" described below (smaller more efficient homes) would assist in meeting this goal.



**New Multi-Family Housing for Relocated Residents**

10. During the planning process “efficient housing” was discussed. “Efficient housing” was looked at in two ways, one focused on location of houses and efficient developments. The other looked at the actual physical structure, orientation and size of homes. With regard to the physical structure, orientation, and size of homes, it was expressed numerous times that people should become more conscious of exactly how much space they need as smaller homes would require less energy and materials to build and maintain. Homeowners should also become more aware of construction methods/materials and weatherization options that are more energy efficient/friendly. It is recommended that the Village when possible inform residents to consider “efficient housing” options. The concept of “efficient housing” (smaller more efficient homes) would assist in meeting the goal of providing housing for seniors.
11. Evaluate development of a Conservation Subdivision Ordinance and/or Traditional Neighborhood Design ordinance to address efficient and environmentally friendly housing subdivision options. Such an ordinance would assist the Village in developing “smart growth” areas in the Village. Many communities have outlined planning principles to guide the development of such ordinances. “COULEE VISIONS: Creating Quality Choices for the La Crosse Region Multimodal Planning Workbook<sup>2</sup>” outlines five housing and transportation principles that might be considered in the Village of Gays Mills:
  - Connections – Focus on an interconnected network of streets distributes traffic among all streets, rather than concentrating it on arterial roads.
  - Building Scale and Orientation – Develop in a way that takes advantage of existing and alternative transportation routes
  - Mix and Integration of Uses- Mixed-use districts allow people to live within walking distance of work, shopping and other services; they also establish “park once” environments where people are able to walk between uses.
  - Develop Parking of Appropriate Size and Location
  - Preserve Town and Country Character by using design principals that make distinctions between rural and developed areas.
12. Evaluate and enhance protection of historic resources and preserve existing historic structures by exploring the use of design guidelines. The purpose for design guidelines could be to harmonize new or existing development with the historical built form and enhance the overall community character.
13. Encourage Best Management Practices and erosion control and storm water management plans for new developments to ensure water resources are protected.
14. Encourage alternative energy use through partnership with programs such as Focus on Energy and encourage sustainable energy systems such as geothermal and wind.

**Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.**

Listed below is the Comprehensive Planning Goal described in State Statute that is related to the Housing Element. Following the goal is a discussion how it was addressed during the planning process.

*Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.*

This goal is addressed in the plan by supporting activities of the Crawford County Housing Coalition and its efforts to create affordable housing opportunities throughout Crawford County. In addition, within the Village a variety of housing with opportunities for all income levels has been planned.

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<sup>2</sup> COULEE VISIONS: Creating Quality Choices for the La Crosse Region Multimodal Planning Workbook.

## 4. TRANSPORTATION

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The efficient movement of people and goods is the goal of transportation planning. The Village of Gays Mills with its rural setting, flood prone areas, and pending partial relocation of residents and businesses faces numerous transportation challenges. To provide and maintain an efficient transportation system for the Village, the social, economic, and environmental concerns all need to be considered. To help analyze these concerns and improve the efficiency of transportation, this chapter of the plan inventories all the various modes of transportation that exist in the Village and identifies goals and strategies relating to transportation.

### TRANSPORTATION EXISTING CONDITIONS AND RESOURCES

#### Public Road Inventory

The Village of Gays Mills participates in the State of Wisconsin Department of Transportation's Wisconsin Information System for Local Roads (WISLR) program. The WISLR program maintains a complete listing of public roads in the Village by jurisdiction, classification and number of miles. An inventory of Village of Gays Mills roads is found in Appendix E.

Public roads are classified as arterial, collector and local based on functionality. Arterials provide intra-community links and interconnect urban arterial systems and connections to rural collectors. Collector roads provide traffic circulation in residential neighborhoods, commercial and industrial areas. Collectors also focus traffic from local roads onto the arterial system. Local roads provide the lowest level of mobility and provide direct access to collectors and arterials.

Within the Village of Gays Mills there are 10.14 miles of public road that are under the jurisdiction of the Village. The Village maintains the 10.14 miles of public road, of which all are classified as local roads. Map 4.1 illustrates the Village of Gays Mills Transportation System.

#### *Interstate Highways*

There are no interstate highways in the Village of Gays Mills or Crawford County. The nearest Interstate Highway is Interstate-90 (50 miles) at La Crosse, WI if travelers are heading north, and Interstate -90 and Interstate-94 (105 miles) at Madison, WI if travelers are heading south.

#### *US Highways*

There are no US Highways in the Village of Gays Mills.

#### *State Highways*

State Highway 171 passes through the Village of Gays Mills in an east/west direction. The western terminus of State Highway 171 is 3 miles southeast of Ferryville at State Highway 35 and the eastern terminus is U.S. Highway 14 just north of Boaz. Three miles of State Highway 171 are in the Village of Gays Mills.



State Highway 171 Bridge in the West Side  
of the Village

State Highway-131 runs up the Kickapoo River Valley for its entire length except for the northernmost portion of the highway. It runs from State Highway 60 near Wauzeka north to U.S. Highway 12/16 in Tomah and is 79 miles in length. State Highway 131 passes through the Village of Gays Mills in a north to south direction. There are 2.9 miles of State Highway 131 in the Village of Gays Mills.

### *County Highways and Local Roads*

There are no county roads in the Village of Gays Mills. Within the Village there is 10.14 miles of local public roads.

Table 4.1 illustrates traffic counts on selected public roads in Village of Gays Mills. The traffic count data available from the Wisconsin Department of Transportation is somewhat inconsistent (as far as collection points) making it difficult to determine significant traffic trends. However, the limited traffic count data shows that traffic volume on selected roads remained constant over the collection period.

**Table 4.1 Traffic Counts**

<b>Location</b>	<b>2002</b>	<b>2005*</b>	<b>2007*</b>
STH Highway 171 – STH Highway 131 intersection in Gays Mills	2,500	2,500	2,500
Highway 131 north of Gays Mills	1,700	1,700	1,700
Highway 131 south of Gays Mills	840	840	840

*Source: Wisconsin Department of Transportation Annual Avg Daily Traffic Numbers* Note: Numbers were not updated for 2005-2007.

### **Transportation Inventory**

#### *Para Transit Service*

The Crawford County Aging and Disability Resource Center (Senior Traveler) operates 4 vehicles that provide trips to nutrition sites, medical or work related reasons along with opportunities for shopping, personal business and social trips. Currently, one 14 passenger van is used in the northern part of the county. Two 12 passenger, wheelchair equipped mini-buses (with wide entrance doors and center aisles) and a 7 passenger, wheelchair equipped mini-van is used for Prairie du Chien and the surrounding area. Any adult county resident under age 60 may ride the Senior Traveler for shopping or medical appointments on a “seat available” basis. The transportation schedule can be found on Crawford County’s website at: [http://crawfordcountyiwi.org/seniorresources/transportation\\_schedule.htm](http://crawfordcountyiwi.org/seniorresources/transportation_schedule.htm).

#### *Taxis*

There is no taxi or shared ride services available to residents in the Village of Gays Mills.

#### *Intercity Bus Service*

There is no intercity bus service operating in the Village or Crawford County.

#### *Freight Rail Service*

There is no freight rail service in the Village of Gays Mills, however, the Class One Railroad Burlington Northern Santa Fe (BNSF) follows the western boundary of Crawford County. BNSF freight includes agricultural, consumer, and industrial products, along with coal. The BNSF operates 30,000 route miles in 28 U.S. states. The railroad has switching and side tracks for loading and unloading in the City of Prairie du Chien.

The Wisconsin & Southern Railroad Co. (WSOR), a privately owned and managed regional railroad company operates in southern Crawford County and extends from Prairie du Chien to Wauzeka and on into Grant County to Boscobel. Wisconsin & Southern Railroad is Wisconsin’s third largest railroad.

#### *Passenger Rail Service*

There is no rail passenger service in the Village of Gay Mills or Crawford County, however there is daily passenger service (AMTRAK) available in La Crosse, Wisconsin located approximately 50 miles from Gays Mills. The AMTRAK Empire Builder Line provides passenger service between Chicago and the Pacific Northwest via Minneapolis/St. Paul. One westbound and one eastbound train stop at the La Crosse terminal daily.

#### *Airports*

The Village of Gays Mills does not have an airport. About 35 miles southeast at the City of Prairie du Chien there is a municipal airport. The airport is located on Prairie du Chien’s south side and has two runways, one 5,000 feet by 75

feet, and the other 4,000 feet by 75 feet. There are no commercial flights available at the airport but fuel (including jet fuel), terminal building, and hangers are available.

The La Crosse Municipal Airport is located approximately 50 miles northwest of Gays Mills. The La Crosse Municipal Airport is designated as an air carrier/cargo airport designed to accommodate all aircraft and in some cases wide body jets and military transports. Commercial passenger service is available.

#### *Water Transportation*

There is no water transportation in the Village of Gays Mills but the Port of Prairie du Chien is located on the Mississippi River 35 miles southeast of Gays Mills. The City of Prairie du Chien owns docks that can accommodate paddlewheel cruise boats and small excursion boats. Privately owned dock and storage facilities handle cargo with average annual tonnage at 600,000 metric tons. The Prairie du Chien port has rail access through Burlington Northern-Santa Fee and Wisconsin Southern Railroads. The types of cargo handled at the port include coal, salt, cement, grain and fertilizer and warehouse space consists of 20,000 square feet covered and 25 acres open with fleet capacity of 30 barges on site. There is also 10-ton cargo handling lift equipment available.

#### *Trucking*

There is a trucking company located in the Village that provides transport of dirt, rock, sand and lime spreading. There are also numerous local, state, and regional transportation companies that serve the Crawford County and the surrounding area.

#### *Pedestrian/Bike Trails*

Several bicycle corridors have been identified in Crawford County. Information on these corridors can be found on the Crawford County website at <http://www.crawfordcountyiwi.com/adventures/bicycle.htm>.

There is an 18 mile loop at Gays Mills that is 84% paved. Parking for the trail can be found at the Museum of the Kickapoo near the Kickapoo River in the Village. This 18 mile loop takes you along West River Road and along the pastured river bottoms of the Kickapoo, left on Sand Hill Road, up Bell Center Road to the wood-lined ridge top, on to Rolling Ground and Sand Creek Road, and back down to West River Road and the Village of Gays Mills. The trail features panoramic views, apple orchards, wooded roadways, scenic farms and rock outcroppings.

### **State and Regional Transportation Plans**

The following transportation plans were reviewed as part of the Village of Gays Mill's planning process. The plans were reviewed to insure consistency with other governing jurisdictions with regard to the future transportation improvements.

#### *Translink 21: A Multi-Modal Transportation Plan For Wisconsin's 21<sup>st</sup> Century -November 1995*

The plan develops an overall vision for transportation systems for the State of Wisconsin for a 25 year period. Multi-modal transportation opportunities are stressed in the plan. No specific improvements for the county are detailed in the plan. However, grant funding opportunities, local road assessment programs, and elderly travel assistance programs that affect local units of government in Wisconsin are described within the plan.

The State of Wisconsin Department of Transportation adopted a new multi-modal transportation plan "Connections 2030" in October of 2009. The plan addresses all forms of transportation: highways, local roads, air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system. Connections 2030 is a policy-based plan. The policies are tied to "tiers" of potential financing levels. The Connections 2030 planning process identified multi-modal corridors throughout the State. In each corridor principal highways were identified. In Crawford County, U.S. Highway 18 has been designated a principal highway in the "French Fur Trade Corridor" and State Highway 35 and U.S. Highway 61 have been designated as principal highways in the "Mississippi River Corridor". The multimodal corridors will accomplish the following key goals:

- Portray key *Connections 2030* recommendations;
- Prioritize investments; and
- Assist WisDOT Transportation Regions in identifying future segments for more detailed corridor plans.

## ***Gays Mills Comprehensive Plan 2010-2030, Transportation***

### *Wisconsin State Highway Plan – February 2000*

The plan created by the Wisconsin Department of Transportation focuses on improving Wisconsin's State Highway system over the next 20 years. The plan focuses on three areas; traffic movement, safety, and pavement preservation. The plan is updated every six years.

### *Wisconsin DOT Six Year Highway Improvement Program*

This plan details all road construction programs in the state between 2010 and 2015. Two projects in or near the Village of Gays Mills are identified in the six year program. State Highway 171 is scheduled to be overlaid with sealcoat in 2010-2015. Also a bridge replacement on State Highway 171 (bridge B120618 over the Kickapoo River) is scheduled for replacement in 2011-2015.

### *Wisconsin Bicycle Transportation Plan 2020 – December 1998*

The Wisconsin Department of Transportation's "Wisconsin Bicycle Transportation Plan 2020" recommends strategies and actions for the Wisconsin Department of Transportation and local governments to take to enhance biking in the State of Wisconsin. The plan explores ways to increase ridership and create more biking trail opportunities. This plan points portions of State Highway 171 which traverses the Village east-west in the State Bicycle Plan as State Highway Priority Linkage Routes.

### *The Wisconsin Pedestrian Policy Plan 2020 – March 2002*

"The Wisconsin Pedestrian Policy Plan 2020", developed by the Wisconsin Department of Transportation attempts to improve pedestrian travel opportunities in conjunction with public roads. The plan details ways how local governments can encourage more pedestrian travel in road planning. No specific projects are mentioned for Gays Mills or other communities in Crawford County. This is a policy plan that encourages pedestrian needs when any mode or facet of transportation planning is being considered as it can reduce road congestion, reduce carbon emissions, improve health, improve the environment, and save public and private transportation funds.

## **GOALS, STRATEGIES, POLICIES AND ACTIONS FOR TRANSPORTATION**

### **Transportation Element Goals**

The Village of Gays Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following each goal are definitions, policies, programs/actions, etc. that are recommended to address the goals.

**Goal I** Promote public transportation options in the Village to satisfy the needs of the elderly, disabled and those in need of transportation for employment.

**Goal II** Create a system of multiuse (bicycle, pedestrian, etc.) pathways throughout the Village and neighboring areas to serve recreation uses, businesses and residential neighborhoods.

**Goal III** Strive to maintain funding for Village streets to continue the existing level of service and road maintenance.

1. Explore developing park and ride lots and/or carpooling programs for residents. A key component of this initiative would be to ensure that local and regional employers are involved in project or program development.
2. Continue to support County transportation programs that provide transportation options for the elderly and disabled. Specifically, the Crawford County mini-bus and volunteer driver programs that provide a needed service to elderly and/or disabled residents of Gays Mills.
3. It is recommended that the Village make residents aware of the WDOT sponsored [www.rideshareetc.org](http://www.rideshareetc.org) carpooling website that is available for Village residents to use in an effort to coordinate ridesharing.
4. Work with the apple orchards and evaluate the establishment of an orchard shuttle during the apple season.
5. Encourage proposed developments to be designed sensitive to the needs of bicyclists and pedestrians.
6. Support the County's effort to explore development of a multi-use trail system throughout the county that would connect the scenic/recreation corridors of the Mississippi River, Wisconsin River, and Kickapoo River.
7. Coordinate with the county Tourism Council and local tourism organizations to ensure consistency between transportation and tourism goals.
8. Support Crawford County in continuing to improve the bicycle route system established throughout the county. It is recommended that the Village work with the County and bicycling associations to ensure the Crawford County Trails system connects to Village facilities when possible. It is also recommended that future routes in the Village tie into a County and regional trail system.
9. Consider developing parking lot design standards and building site design standards aimed at encouraging green space and connecting parking lots/structures to pedestrian and bicycle facilities.
10. Identify and pursue recreation and transportation grant funding for multi-use trails, park facilities, etc. from the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation.

11. Consistent with the Wisconsin Department of Transportation Long Range Transportation Plan "Connections 2030" the Village supports the addition of multimodal facilities on future State Highway projects in the Village and Crawford County.
12. Continue to support and develop connecting the railroad beds on the north and south ends of the Village to be utilized as a bike and pedestrian facility. Additionally, support the utilization of the railroad bed outside the Village limits for a multi-use trail connecting Gays Mills to other municipalities and trail facilities.
13. As a Village policy, work towards becoming a "Bike/Pedestrian Friendly" community. Actions such as identifying trail/bike parking areas, placement of bicycle racks, creating seamless connections throughout the Village, etc. are actions towards becoming a "Bike/Pedestrian Friendly" community.
14. Continue to biannually update the Gays Mills Road System on State of Wisconsin Department of Transportation's Wisconsin Information System for Local Roads (WISLR) program.
15. Continually monitor road impacts from potential business or residential expansion in the area.
16. Continue cooperation with the County Highway Department, neighboring Villages and towns and the Wisconsin Department of Transportation on public road projects.
17. Survey results indicated that residents were satisfied with the condition and maintenance (snow plowing, etc.) of Village roads. It is therefore recommended that the Village continue current budgeting practices to maintain the existing quality and level of service of existing roads.
18. Develop a connected network of streets throughout the Village. Such a street network distributes traffic among all streets and improves mobility of pedestrians and bicyclists by providing multiple travel routes.
19. Maintain current practices regarding the sharing of materials/equipment with neighboring towns, Villages and the county to provide community services in the most efficient manner possible. The Village of Gays Mills has rented/leased trucks and mowing equipment from the County when their equipment has broken down or been unavailable for use. These intergovernmental relationships are important to maintain to continue to provide services to residents.
20. Support the establishment of "Rustic Roads" in the Village and surrounding area.
21. Encourage establishing alternative routes from State Highway 171 so traffic passes through the new town center.
22. As discussed in the Land Use Element, consider a transportation enhancement (roundabout, etc.) at the intersection of State Highway 171 and 131 as a means to create an entrance to the historic downtown and improve traffic and pedestrian safety.
23. Support projects, programs and activities that create a "walkable" community. Creating a walkable connection between the new town center and the historic business district/residential area will help in creating a seamless connected Village.



**Intersection of State Highways 171 and 131.  
A Possible Location of a Round About or  
Entrance Feature.**



**Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.**

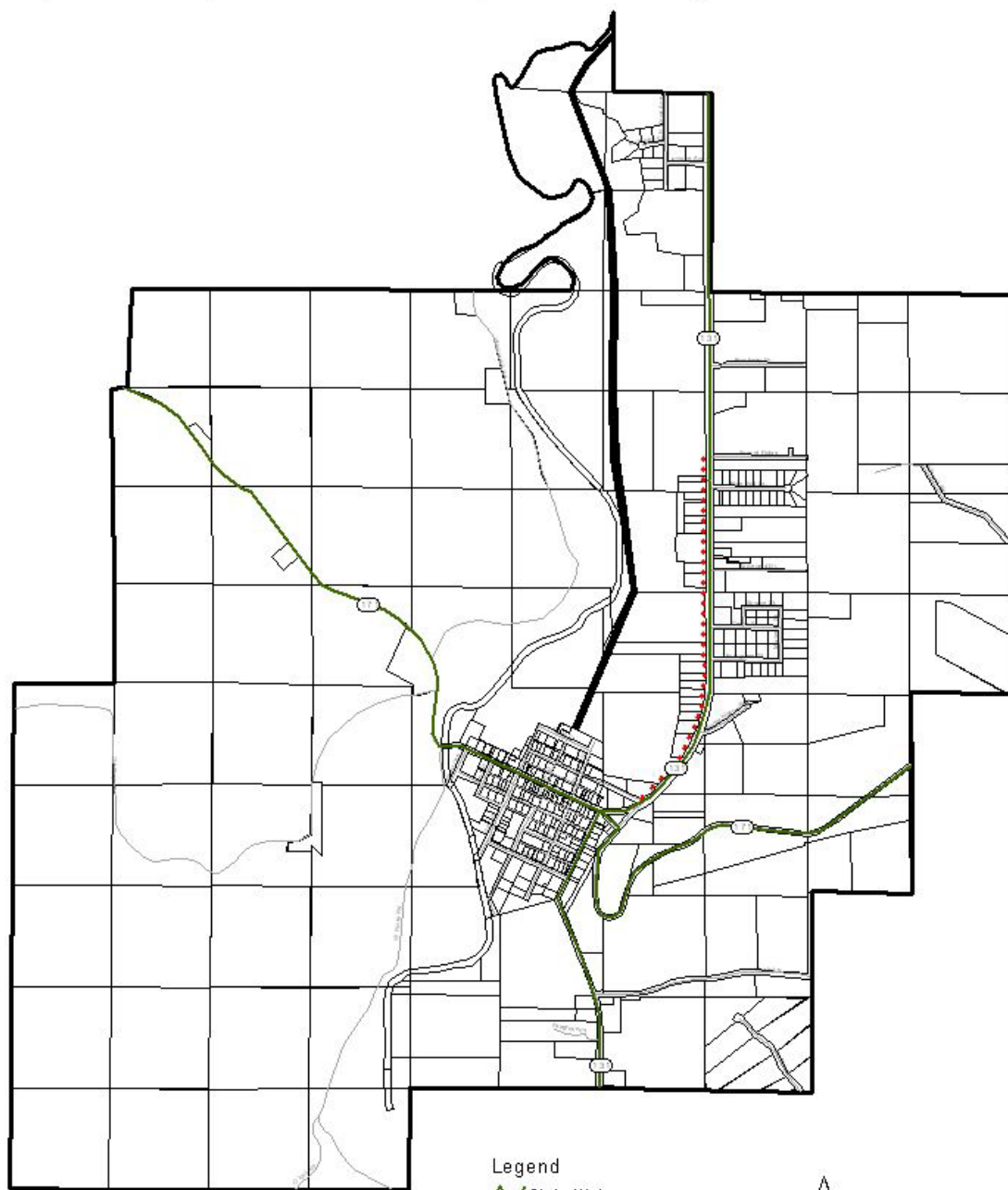
Listed below is the Comprehensive Planning Goals described in State Statute that is related to the Transportation Element. Following the goal is a discussion how it was addressed during the planning process.

*Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.*





*Encouragement of neighborhood designs that support a range of transportation choices.*

Both of these goals were addressed in the recommendations of the Transportation Element. Proposed developments are encouraged to be designed sensitive to the needs of bicyclists, pedestrians, and transit dependent residents. The plan designates a system of bike/pedestrian trails throughout the Village and recommends that they connect to a larger county and regional trail system. In addition, support to ridesharing for employment programs and County elderly and disabled transportation options is given.

## Map 4.1 Gays Mills Transportation System



### Legend

-  State Highways
-  Proposed Side Path
-  Proposed Rail Bed Trail
-  Local Roads



1" = 1,760 feet

Map prepared by the Mississippi River Regional  
Planning Commission under the direction of the  
Village of Gays Mills Plan Commission.

## 5. UTILITIES AND COMMUNITY FACILITIES

This chapter of the Comprehensive Plan includes background information on the utilities and community facilities of the Village. Roads, public buildings, water and sewer system and community parks are the extent of utilities and community facilities under the Village's jurisdiction. The extent that community facilities are provided and maintained is critical to the future of the Village from the standpoint of economic development and general well being of residents. This chapter also addresses goals and future strategies relating to utilities and community facilities.

### UTILITIES AND COMMUNITY FACILITIES EXISTING CONDITIONS AND RESOURCES

#### Sanitary Waste and Water Supply

##### Sanitary Sewer

The Village has a wastewater treatment facility that serves Village residents. Table 5.1 provides capacity and rating information on the Village's wastewater treatment system. Map 5.1 shows the locations of sewer lines, manholes and lift stations.

**Table 5.1 Village of Gays Mills Wastewater Treatment Facilities (WWTF)**

WWTF Facility	Design Capacity (gpd) MGD	Average Daily Use (gpd) MGD	Percent of Capacity	Grade Point Average (GPA)
V. Gays Mills	.087	.10067	115% <sup>(1)</sup>	3.375

Source: Wisconsin Department of Natural Resources, Information came from 06/08 eCMAR Reports – 2007 data

Note: The Gays Mills data is misleading due to past flooding events, at this time the operator believed the Village was at 65% of capacity.

##### Water Supply

The Village of Gays Mills has its own water utility, Table 5.2. Annual water pumpage in the Village for 2008 was 20,713,000 gallons. The Village has one well, 275 feet deep, with a yield of 100,000 gallons per day. The Village's pumping equipment consists of a Peerless 1987 vertical turbine with a pumping capacity of 650 gallons per minute. In 2008, the Village had 57 operating fire hydrants. Map 5.2 shows the locations of water lines in the Village.

**Table 5.2 Village of Gays Mills Water Utility**

	No. Wells	Actl Capacity (gpm)	Ground Storage (Reservoir)	Anl Pumpage (000's)	FT Employees		Water Mains # of Feet
					Water	Sewer	
Gay Mills Municipal Water Utility	1	650	151,000	20,713	0.8		36,006

Wisconsin Public Service Commission – Annual Water Utility Report 2008

##### Storm Water Service

The Village of Gays Mills is located in the Lower Wisconsin River Basin which consists of the Rush and Tainter Creek and Lower Kickapoo River watersheds. A major responsibility the Village and surrounding towns and their residents is to control runoff and protect these valuable watersheds. The following is a statement published by Wisconsin DNR regarding storm water runoff and its threat to Wisconsin's waters:

<sup>3</sup>Runoff from rainstorms and snowmelt picks up pollutants like sediment, oil and grease, nitrogen and phosphorus, and other chemicals and carries them into storm sewers or directly into water bodies. Preventing contamination of storm water is critically important or polluted runoff will be discharged - untreated - into the water bodies we use for swimming, fishing, and drinking water. Most storm sewer systems do not provide significant treatment to the water they collect. Polluted runoff is now regarded as the largest remaining pollution threat to Wisconsin's waters.

<sup>3</sup> Wis. DNR Pub. No. WT-811, May 2006

There are federal and state laws regarding construction sites of one acre or more land disturbance. Since 2003, federal regulations require construction sites of one acre or more land disturbance to obtain construction site storm water permit coverage to address erosion control and storm water management. In August 1, 2004, the Wisconsin DNR received authority under revised Ch. NR 216 Wis. Adm. Code to require landowners of construction sites with one acre or more of land disturbance to obtain permit coverage. Landowners need to submit an application called a Notice of Intent (NOI) to request coverage under the Construction Site Storm Water Runoff General Permit No. WIS067831.

The Village's Long Term Recovery Plan that was prepared in 2008 addresses several methods that can be used by the Village to reduce the impact of runoff generated by urban development.

### **Solid Waste Disposal and Recycling Services**

The Village contracts with a private waste hauler (Town and Country) for solid waste collection service to each property. Garbage collection fees are paid through the tax levy. Recycling is voluntary in the Village.

The Wisconsin Department of Natural Resources registers the solid waste facilities and transporters for each County in the state. A search of the Crawford County registry found there are no solid waste licensed landfills in the Village of Gays Mills or Crawford County. The DNR registries listed one licensed solid waste and/or recyclables transporters in the Village, Table 5.03.

**Table 5.3 Crawford County Licensed Solid Waste and/or Recyclables Transporters**

<b>Facility Name</b>	<b>Location</b>	<b>Activity Description</b>
Geo Brockway & Sons Inc.	Gays Mills	Solid Waste Transporter

### **Village Government Structure**

The Village of Gays Mills is governed by a Village President and six Village Trustees. The Village has a limited paid staff with a public works employee, a full time clerk and a part time clerk. The Village recently hired a flood recovery coordinator which is funded through state resources.

### **Village Facilities**

The Village Hall and Community Center is currently located at 212 Main Street. The Community Building houses a community center/meeting room on the first floor and village offices on the second floor. The community building received minor flood damage during the flooding event in 2008 and was able to maintain its operations after floodwaters receded and the building was cleaned. The Village Emergency Services Building has not been used since the 2007 flood. The long range planning currently ongoing in the Village could result in the relocation and construction of a new village hall, library, community center, public works and rescue/fire station at a new location.

Equipment owned by the Village includes the following:

- 1975 IHC Fire Truck
- 1929 Chevy Antique Fire Truck
- 1992 IHC Fire Truck
- 1991 Ford Pickup
- 2001 IHC Fire Truck w/ Tanker
- 2001 Intl Dump Truck
- 2000 Chevy 3500 Pickup
- 2001 Chevy Pickup
- 2003 Street Sweeper
- 1995 Intl Flatbed
- Fire Department Boat/Motor/Trailer
- JD Tractor 301A
- Intl 140 Tractor
- Jet Machine Sewer Line
- 2008 Case Backhoe

### **Fire Protection, Police Protection and Emergency Management**

The Village's fire department is located at 48202 State Highway 131. The Village operates a volunteer fire department. Emergency and medical services are available from the Ocooch Mountain Rescue Squad which is based in Gays Mills.

The Village of Gays Mills does not have a police department. The Crawford County Sheriffs Department provides law enforcement to the village.



**Village Fire Department**

The Crawford County 911 Emergency Dispatch Center provides 24 hour emergency telephone service to everyone in Crawford County. The system uses the enhanced 911 systems providing emergency communication to all responders allowing quick and accurate emergency assistance.

Crawford County Emergency Government office is responsible for HAZMAT planning in Crawford County.

### **Health Care and Day Care Facilities**

There are no health care facilities located in the Village of Gays Mills, however Village residents have easy travel access to three neighboring hospitals and one clinic, Table 5.4.

**Table 5.4 Health Care Facilities**

<b>Medical Facility</b>	<b>Travel Distance To</b>	<b>Location</b>	<b>Services</b>
<b>Hospitals</b>			
Boscobel Area Health Care	15 miles	Boscobel, WI	General Medical and Surgical
Vernon Memorial Hospital	17 miles	Viroqua, WI	General Medical and Surgical
Richland Hospital, Inc.	23 miles	Richland Center, WI	General Medical and Surgical
<b>Clinics</b>			
Kickapoo Valley Medical Clinic	10 miles	Soldiers Grove, WI	

There is one licensed day care center located within the village, a family child care facility.

### **Educational Facilities**

The North Crawford School District serves the Village of Gays Mills. The North Crawford school facilities are all located between Gays Mills and Soldiers Grove along State Highway 131. The 2007-2008 enrollment for North Crawford Schools was 478.

Post-secondary opportunities are available to Village residents at Southwest Technical College, a Wisconsin accredited technical college, serving Crawford County located in nearby Fennimore and a campus of the Upper Iowa University is located in the City of Prairie du Chien. Numerous regional educational facilities are located within hours of the Village; Western Technical College, Viterbo University, University of Wisconsin-La Crosse, and University of Wisconsin – Platteville.

### **Libraries**

There is one public library in the Village, the Gays Mills Public Library. The library started back in 1941 with a \$10 investment by the Womens Literary Club. In 1990 the library located to 205 Main Street, its present location. The library is a member of the Southwest Wisconsin Library System, a system of 27 libraries in southwest Wisconsin. This membership provides village residents access to library materials from all over Wisconsin through WISCAT.

### **Churches and Cemeteries**

There are several churches in the Village of Gays Mills, Table 5.5. Historical First Congregational Church located in Gays Mills was built in 1898 and was the very first church to be built in Gays Mills.

**Table 5.5 Churches**

Name	Address
Community of Christ Church	Gays Mills, WI
First Congregational Church	520 Orin St., Gays Mills, WI 54631
Luther Memorial Church	320 Rebecca Street, Gays Mills, WI 54631
St. Mary's Catholic Church	115 School Street, Gays Mills, WI 54631-7211
United Methodist Church	320 Rebecca Street, Gays Mills, WI 54631

Source: <http://www.gaysmills.org/businesses.html>

The Gays Mills Cemetery is located in the Village.

### Location, Use and Capacity of Park and Recreation Facilities

Village of Gays Mills residents have access to quality recreational resources which are described briefly below. Map 5.3 illustrates the location of all community facilities.



**Gays Mills Cemetery**



**Crawford County Fairgrounds Located in the Village**

The Crawford County Fairgrounds located on State Highway 131 are located in Gays Mills. Each year the County holds its annual county fair that provides fair goers with opportunities to experience animal exhibits and judging, commercial and education exhibits, carnival rides and live entertainment.

The Log Cabin Heritage Park is an open-air architectural museum of log houses located next to the Crawford County Fairgrounds in Gays Mills. The park was established to preserve the folk architecture of the Kickapoo Valley. The park includes six log structures along a spring fed creek, two shelters, grills, restrooms, volleyball court, horse-shoe facilities, ball diamond, swimming pool and children's playground. The Log Cabin Heritage Society is responsible for the maintenance of the Park. The Village of Gays Mills granted use of the land on the site of an old saw mill.

The Village maintains and operates Robb Park located along the Kickapoo River. Robb Park has camping, fishing, swings, a park shelter, and the Kickapoo River Museum. Robb Park is within walking distance to Log Cabin Heritage Park, Brown Park, and the Crawford County Fairgrounds. There are 12 campsites at the park with electricity and several primitive sites. There are flush toilets and a dumping station.

Brown Park, located near the Methodist Church has three double tennis courts and a basketball court.

### *Bicycling*

Gays Mills has an 18 mile scenic bicycle loop featuring beautiful views, apple orchards and farms, wooded roadways and rock outcroppings. The loop follows West River Road, then left on Sand Hill Road, up Bell Center Road, on to Rolling Ground and Sand Creek Road, and back down to West River Road in Gays Mills.

### *Hunting*

A state owned wildlife area available for hunting is located 2 miles south of Gays Mills along State Highway 131, Table 5.6.

**Table 5.6 State Owned and Leased Land- Wildlife Areas in Crawford County**

Name	Size	Location	Description
Kickapoo River Wildlife Area – Bell Center Unit	1,400 acres	2 miles So. Gays Mills along STH 131	Area consists of upland hardwood forests, marshlands and Kickapoo River bottomlands. Allowed recreation activities include: hunting, trapping, hiking, cross-country skiing, wildlife viewing, fishing, bird watching, and canoeing

*Source: Wisconsin Department of Natural Resources*

### **Telecommunications**

Richland Grant Telephone Cooperative provides telecommunication service to the Village of Gays Mills. The Cooperative provides long distance, high speed Internet and digital TV services.

### **Electric Service**

The Village of Gays Mills residents receive electrical service from Alliant Energy, an investor owned public utility holding company that has customers in Iowa, Minnesota, and Wisconsin.

Dairyland Power Cooperative (DPC) has six distribution substations in Crawford County, one of which is located northwest of Gays Mills. Dairyland Power is currently involved in a major planning effort, CAPX2020. CapX2020 is a joint initiative of 11 transmission-owning utilities in Minnesota and the surrounding region to expand the electric transmission grid. New transmission lines will be built in phases. The CAPX2020 Hampton-Rochester-La Crosse 345 kV project will improve reliability for the Twin Cities, Rochester and La Crosse areas, and improve access to generation in the south and east part of the State which includes Crawford County. The scope of the project is 150 miles, 345 kilovolt with targeted in service 2013-2015.

### **Gas Service**

Natural gas service is provided to residents by Madison Gas and Electric, an investor-owned public utility headquartered in Madison, Wisconsin.

### **Telecommunication Towers**

There is one communication tower in the Village, Table 5.7.

**Table 5.7 FCC Towers**

Tower Location	Type	Structure Height	Expiration Date
Gays Mills, 50272 Old Gays Mills Road	Tower	91.4m	07/11/2017

*Source: <http://www.city-data.com/city/Gays-Mills-Wisconsin.html>*

### **Future Expansion of Utilities and Community Facilities**

As discussed throughout the plan the Village is going through a relocation effort, which does require the extension of public utilities. All new development areas are going through site development planning in which adequate public utilities are being expanded to serve future development needs. In addition, new community facilities buildings (village hall, offices, library, fire, etc.) are being constructed so the Village of Gays Mills will have adequate facilities well into the future.

## **GOALS, STRATEGIES, POLICIES AND ACTIONS FOR UTILITIES AND COMMUNITY FACILITIES**

### **Utilities and Community Facilities Element Goals**

The Village of Gays Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following each goal are definitions, policies, programs/actions, etc. that are recommended to address the goals.

**Goal I** Maintain and enhance existing public services as needs are identified by Village residents.

**Goal II** Promote community events and facilities that enhance the social/cultural identity of the Village.

**Goal III** Explore alternative energy sources and energy efficiency practices in order to become a more energy independent community.

1. Evaluate the need, use and viability of a community center to accommodate senior activities, cultural events, a library, youth center and other Village uses.
2. In response to public input, continue to evaluate the need for a Village of Gays Mills Police Department.
3. Consider establishing a neighborhood watch association to alleviate the need for added protective services for the Village.
4. Continue to maintain the Village wastewater treatment facility and water utility that serves Village residents and businesses.
5. Continue contracting with a private waste hauler (Town and Country) for solid waste collection service to residents. Under the current system garbage collection fees are paid through the tax levy and recycling is voluntary and encouraged in the Village.
6. Maintain the Gays Mills Public Library and its member status of the Southwest Wisconsin Library System. The membership provides Village residents access to library materials from all over Wisconsin through WISCAT.
7. Continue to monitor the growth of the Village and the ability of the Village to provide community services. It is recommended that when the Comprehensive Plan is updated that communication with residents is facilitated to determine if the utility and community facility needs of residents are continuing to be met. This communication can be in the form of a survey(s) or public meeting(s).
8. During the planning process residents indicated that they were satisfied with the existing level of public services provided by the Village. As a policy the plan recommends that the Village Board strive to maintain the existing level of services over the planning period within the constraints of the budget.
9. Explore developing community gardens within the Village.
10. Start "Music in the Park" as a weekly community event in the summer.
11. Continue the farmers market as a way for local producers/retailers to market/sell their products. The farmers market serves as a means to attract consumers/tourists to the Village.



12. Continue to support and sponsor the Gays Mills Apple Festival and Spring Festival annually in the Village.
13. Work with the Crawford County Historical Society to maintain and improve Log Cabin Park. In addition, explore developing a non-profit organization within the Village to operate Log Cabin Park.
14. Maintain all parks and museums within the Village as they are vital community attractions and tourist sites.
15. Explore developing more youth activities/facilities in the Village.
16. The County Fair Grounds in the Village provides recreational and social opportunities for residents and visitors. The Village recognizes the value of the Fair Grounds. It is recommended that the Village continue to work with Crawford County on projects that will improve and enhance the grounds.
17. Continue to work with Crawford County every five years on the updates to the Crawford County Outdoor Recreation Plan. Participation in the plan maintains eligibility for the Village and County to apply for DNR recreational grant funding to improve parks. In addition to park grants, the Village may request DNR recreational grant funding for bike/pedestrian trails in the Village.
18. As discussed in the Transportation Element it is recommended that the Village work with Crawford County in identifying potential pedestrian/bicycle routes in and throughout the area.
19. Develop a plan to address the dam building located on the west bank of the Kickapoo River.
20. Explore utilizing the Kickapoo River as a source of hydro-electric energy.
21. In an effort to reduce carbon emissions, encourage alternative energy use through partnership with programs such as Focus on Energy and encourage sustainable energy systems such as geothermal and wind.
22. Develop an Energy Independence Plan to fulfill the goal of the Village's 25 x 25 resolution: to convert to 25% renewable energy use by the year 2025. The Village of Gays Mills is currently working in collaboration with other towns, villages and counties in the region to develop a Regional Energy Independence Plan. This plan will include specific recommendations for energy efficiency and renewable energy for the Village of Gays Mills based on energy audits of existing buildings.
23. Implement the recommendations of the Energy Independence Plan and continue to track municipal energy use with Performance Manager software.
24. Create community-wide and residential goals for energy efficiency and renewable energy use.
25. Explore localized power generation opportunities in an effort to become energy independent.
26. Develop an emergency management plan for the Village to address various disaster situations. In this process identify a shelter with emergency power generation for Village residents.

**Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.**

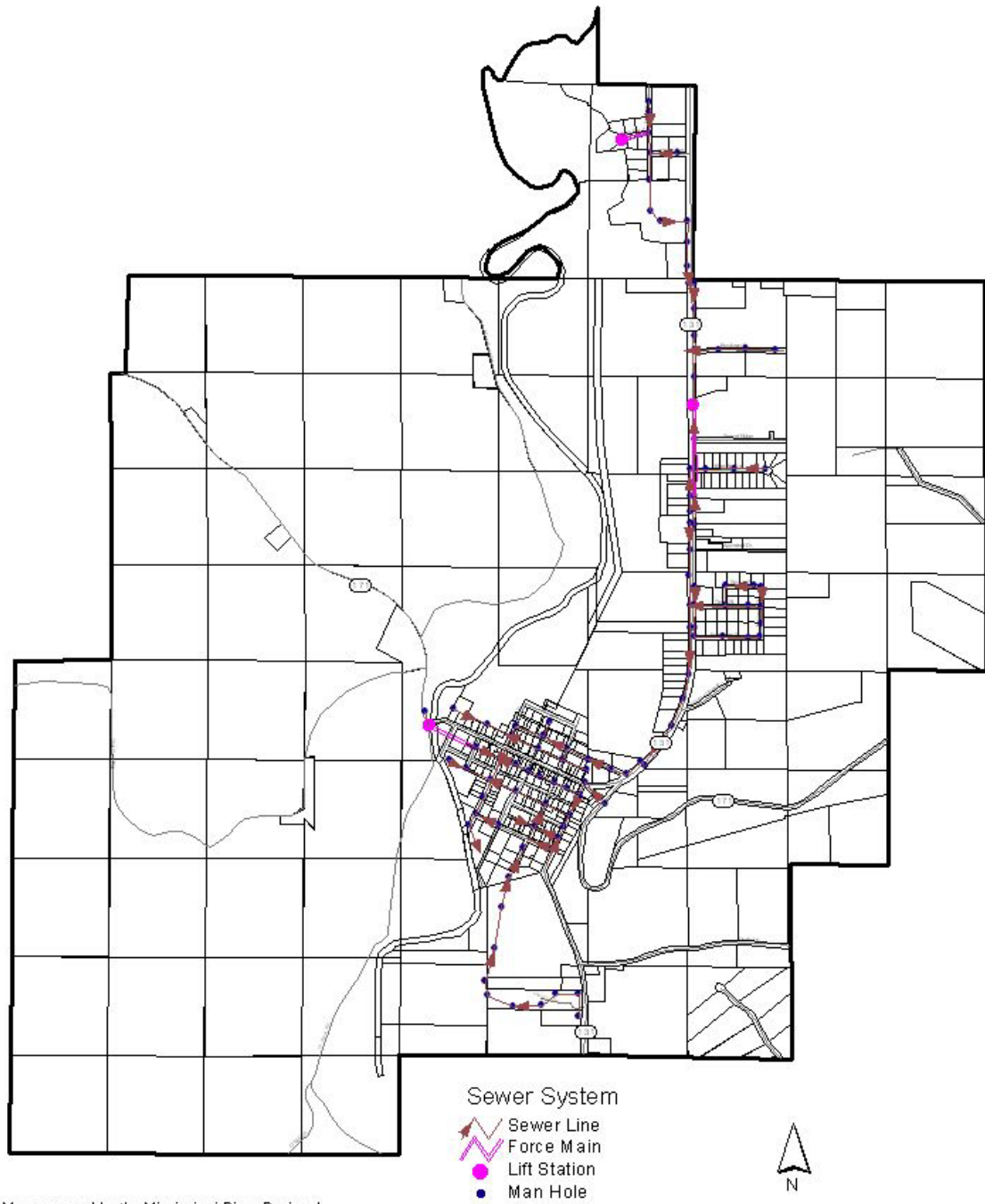
Listed below is the Comprehensive Planning Goals described in State Statute that is related to the Utilities and Community Facilities Element. Following the goal is a discussion how it was addressed during the planning process.

*Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.*

***Gays Mills Comprehensive Plan 2010-2030, Utilities and Community Facilities***

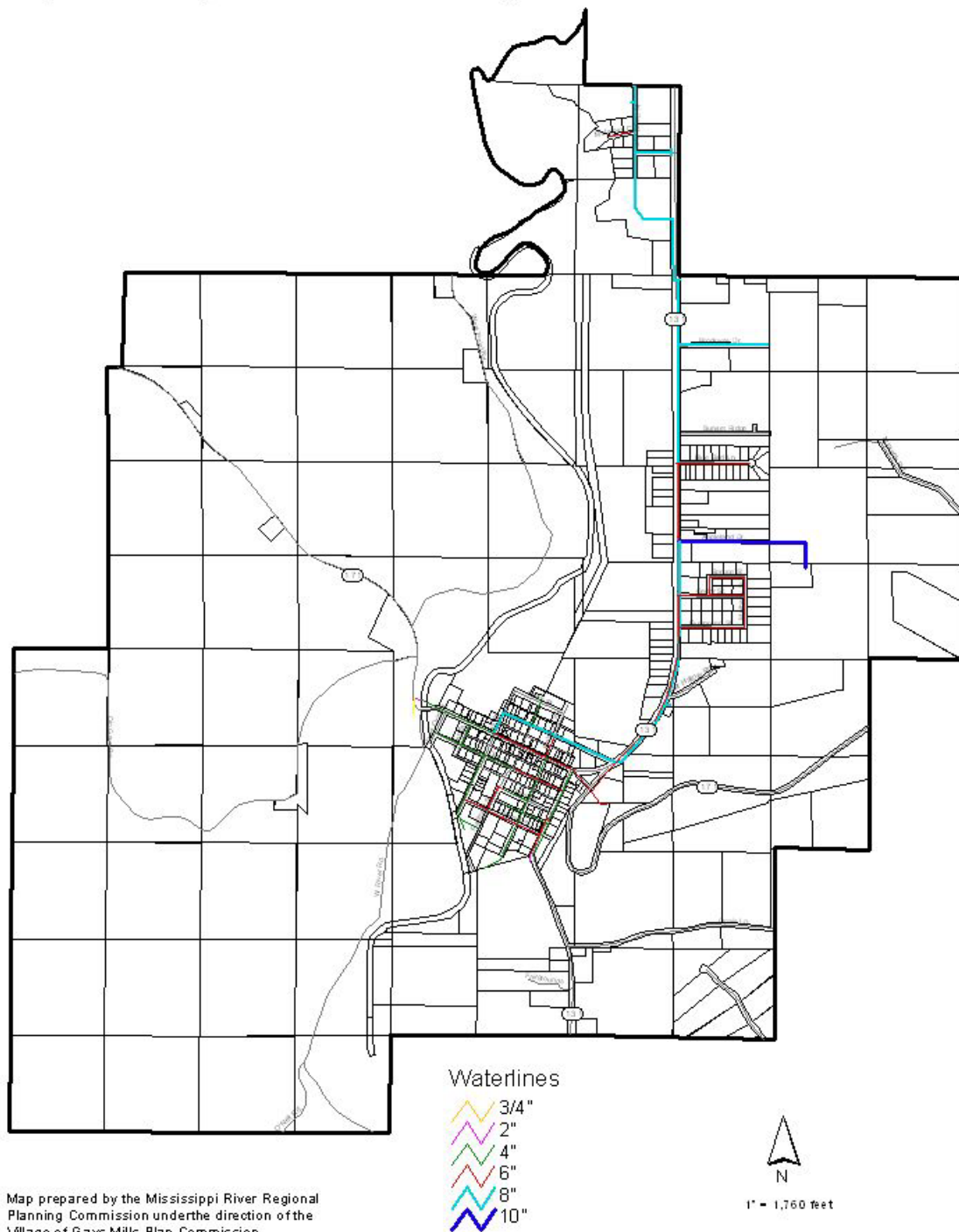
This element discusses the methods in which adequate infrastructure and public services will be provided and maintained. Provision of the services will be monitored by the Village and input from residents will be requested through surveys, focus groups, etc. The Land Use Element addresses the future locations designated for future residential, commercial and industrial uses.

## Map 5.1 Gays Mills Sewer System

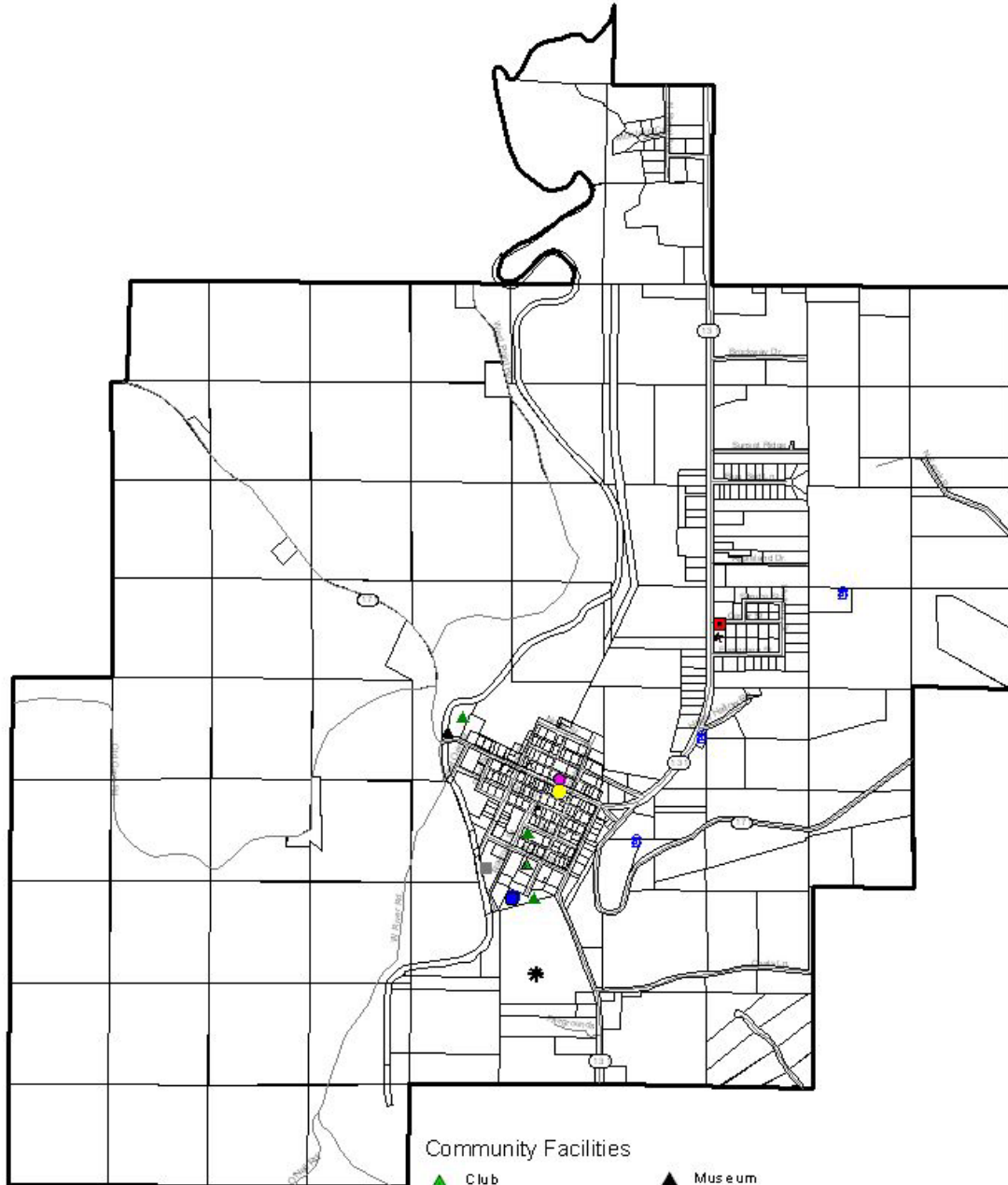


Map prepared by the Mississippi River Regional Planning Commission under the direction of the Village of Gays Mills Plan Commission.

## Map 5.2 Gays Mills Water System



## Map 5.3 Gays Mills Community Facilities



### Community Facilities

- |                    |                |
|--------------------|----------------|
| ▲ Club             | ▲ Museum       |
| ◆ Community Center | ▲ Park         |
| * Fairgrounds      | ● Pool         |
| ★ Fire Station     | ✉ Post Office  |
| ■ First Responders | ■ Sewer Plant  |
| ● Library          | ⚙ Water System |



1" = 1,760 feet

Map prepared by the Mississippi River Regional Planning Commission under the direction of the Village of Gays Mills Plan Commission.

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## 6. AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

This chapter presents information on natural resources that impact the quality of life and play an important role in defining the character of the Village of Gays Mills. Historically the Village has been defined by the Kickapoo River, apple orchards and agricultural setting. The Village's rich agricultural, natural and cultural resources are vital to its economy and residents' quality of life. The challenge in coming years will be to sustain these resources while providing adequate access for residents and visitors. The goals and strategies identified in this chapter are intended to assist the Village in reaching this balance.

### AGRICULTURAL, NATURAL AND CULTURAL RESOURCES EXISTING CONDITIONS AND RESOURCES

#### Western Coulee and Ridges

The Village of Gays Mills lies within the Western Coulee and Ridges Ecological Landscape. This landscape runs north and south along the Mississippi River from the south in Grant and Iowa County to the north in Dunn, Barron and Chippewa County. Its 9,640 square miles cover 17% of Wisconsin's land area. It is characterized by highly eroded non-glaciated topography. Its steep sided valleys are heavily forested with hardwoods and agricultural activities, primarily dairy and beef farming, are confined to the valley floors and ridge tops. Large and small meandering rivers and streams are also prevalent and both brown and brook trout are common in the spring fed and coldwater streams. Soils are typically silt loams, and sandy loams in the uplands and alluvial or terrace deposits on the valley floors. Map 6.1 illustrates the topography of the Village.

#### Groundwater

The state's groundwater reserves are held in four principal aquifers: the sand and gravel aquifer, the eastern dolomite aquifer, the sandstone and dolomite aquifer, and the crystalline bedrock aquifer. A layer of rock or soil that is capable of storing, transmitting and yielding water to wells is called an aquifer. The Village of Gays Mills is located in the Cambrian-Ordovician (sandstone) aquifer system. Cambrian and Ordovician rocks form the bedrock surface in the southern two-thirds of Wisconsin. The hydro-geologic unit that serves the village is the St. Peter-Prairie du Chien-Jordan aquifer that serves primarily southeastern Minnesota; northern Iowa; southwestern, southern and eastern Wisconsin; and the Upper Peninsula of Michigan. The three rock units generally are hydraulically connected and function as one aquifer. This information was taken from the Groundwater Atlas of the U.S. for Iowa, Michigan, Minnesota and Wisconsin - Groundwater Atlas of the United States, U.S. Geological Survey.

Table 6.1 below shows total water use in Crawford County for 1979, 1985, 1990, 1995, 2000 and 2005.

**Table 6.1 Crawford County Water Use by Year (Millions of gallons per day)**

	1979	1985	1990	1995	2000	2005
Surface-water use	0.03	0.04	0.07	0.07	0.06	0.36
Groundwater use	3.29	2.84	3.70	2.72	3.42	3.29
<b>Total Water Use</b>	<b>3.32</b>	<b>2.88</b>	<b>3.77</b>	<b>2.79</b>	<b>3.48</b>	<b>3.65</b>

Source: *Protecting Groundwater in Wisconsin through Comprehensive Planning*, <http://wi.water.usgs.gov/gwcomp/index.html>

Residents in the Village of Gays Mills are served by the Village's municipal water system. The Village's water system is 100% groundwater. The Village has one active municipal groundwater well with a pumping capacity of 650 gallons per minute. In 2008 the Village had 259 service connections.

#### Forests

In 2007, the Village had over 700 acres assessed as either Forest or Ag/Forest acres, Table 6.2. Table 6.2 shows the forest acres in the Village as well as surrounding municipalities and Crawford County. The Agriculture Forest assessment district was established to provide lower assessments to forest land attached or adjacent to productive agricultural land as a way to provide tax relief to agricultural producers.

**Table 6.2 2007 Statement of Assessment - Forest & Ag Forest Acres**

	Ag Forest		Forest		Total	
	No. of Acres	% Land Use	No. of Acres	% Land Use	No. of Acres	% Land Use
T. Clayton	5,636	13.9	3,222	12.6	8,858	13.4
T. Utica	5,172	12.8	983	3.8	6,155	9.3
V. Bell Center	373	0.9	266	1.0	639	1.0
V. Gays Mills	590	1.5	146	0.6	736	1.1
<b>Crawford County</b>	<b>40,441</b>	<b>13.6</b>	<b>25,626</b>	<b>8.6</b>	<b>66,067</b>	<b>22.2</b>

Source: Wis. Dept. of Revenue, 2007 Statement of Assessments

A state wildlife area is located 2 miles south of Gays Mills along State Highway 131. The Kickapoo River Wildlife Area – (Bell Center Unit) is a 1,400 acre property consisting of upland hardwood forests, marshland, and Kickapoo River bottomlands. Recreation opportunities include hunting, trapping, hiking, cross country skiing, wildlife viewing, fishing, bird watching, and canoeing. About 300 acres remain under easement and 1,100 acres have been converted to DNR ownership. Many croplands have been converted to upland cover. Private lands under easement are for hunting and fishing only.

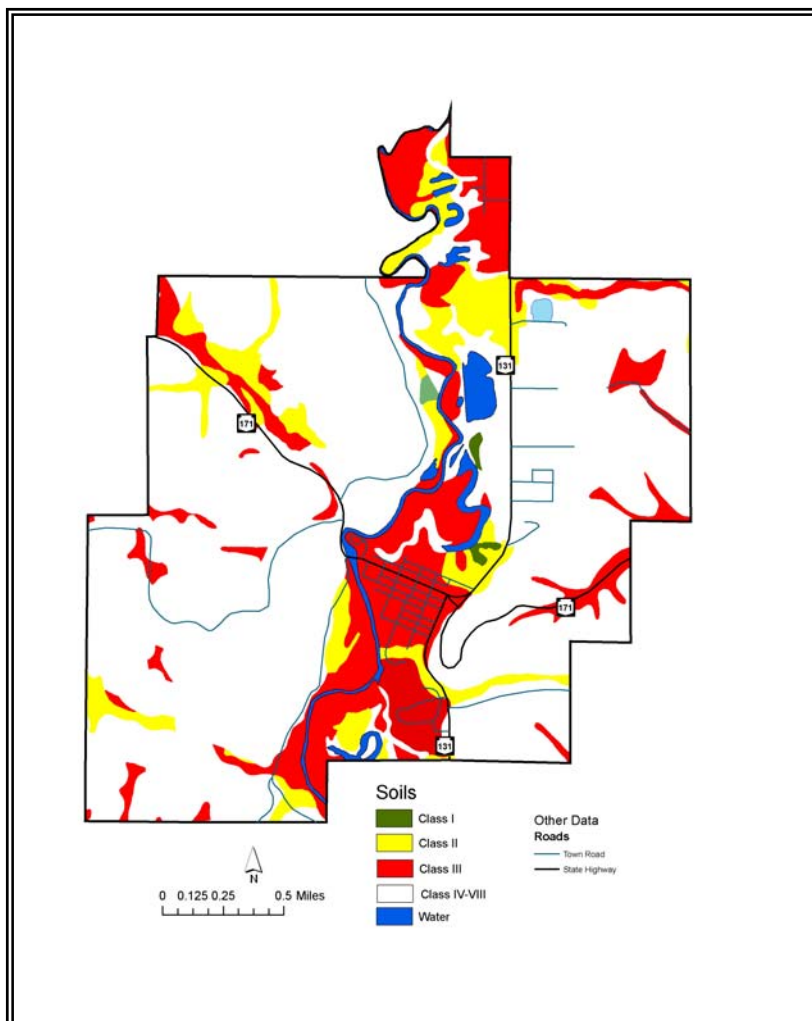
### Soils

Because of the Village's location in the Driftless area, many soils are highly erodible and require protection from erosion. As is the case in most of the Kickapoo Valley, the result of past erosion has placed the more productive soils in the valleys and river bottoms. These productive soils (Class I, II, and III) are located west of State Highway 131 along the Kickapoo River. Soils to the east of State Highway 131 are more sandy and less productive. The ridgetops primarily located along State Highway 171 in the Village are comprised of mainly Class III soils and are utilized for apple orchards and represent some of the most productive agricultural land within the Village.

### Environmentally Sensitive Areas

In 2006 the Wisconsin Department of Natural Resources published the *Wisconsin Land Legacy Report, An Inventory of Places to Meet Future Conservation and Recreation Needs*. This report compiled a list of 229 legacy places in sixteen ecological landscapes in the State of Wisconsin. The Village of Gays Mills is located along the Kickapoo River that was included in this inventory, Table 6.3.

**Fig. 6.1 Village of Gays Mills Soils**





**Table 6.3 Legacy Places – Public Conservation Lands in Crawford County**

Name	Location	Acreage	Description	Recreation Uses
Kickapoo River (KR)	Originates in Monroe County, and flows south through Vernon and Richland and Crawford County for about 60 miles to its confluence with the Wisconsin River near Wauzeka.		The Kickapoo is the largest water body that originates in the Driftless Area. The main stem of the Kickapoo is a low gradient, meandering, warm water river with many associated wetlands. Wet meadow, marsh and lowland hardwood forest occur in the Kickapoo River floodplain. The headwater streams are highly productive, cold, spring-fed waters that provide abundant fishing opportunities. The terrain surrounding the river is rugged with many ridges and valleys. Upland vegetation consists of bluff prairie, oak forest, oak savanna, and mesic forest. Relict pines and hemlock forests, rare natural communities, occur along the cliffs. The valley's forests support breeding populations of many forest-interior species, especially birds. The Kickapoo valley is scenic and is home to significant archeological, cultural and historical sites.	Canoeing, bird-watching, hiking, biking, cross-country skiing, snowmobiling, camping, horseback riding, fishing, hunting, and sightseeing

### Threatened and Endangered Wildlife Habitats

There are five sub watersheds located in Crawford County each providing good quality habitats for rare plant communities and plant and animal species. The Village of Gays Mills is located in the Reads and Tainter Creeks Watershed and the Lower Kickapoo River Watershed. Table 6.4 provides a summary of threatened and special concern species in these watersheds. The information was derived from the basin reports for the Bad Axe-La Crosse and Lower Wisconsin River basin completed in March 2002 and July 2002 by the Wisconsin Department of Natural Resources (DNR). A complete listing of the State of Wisconsin's Natural Heritage Inventory can be found at DNR's website at: <http://dnr.wi.gov/org/land/er/nhi/>.

**Table 6.4 Threatened and Endangered Wildlife Habitats**

Watershed	Description	Special Communities
Lower Kickapoo Watershed	The Lower Kickapoo Watershed has a variety of good quality habitats and rare plant communities listed on the State's Natural Heritage Inventory (NHI). In addition to the special communities listed below, the watershed is also home to a variety of rare plant and animal species including; 5 bird species, 1 species of butterfly, 7 species of dragonflies, 14 species of fish, 1 species of frog, 1 species of leafhopper, 1 species of mammal, 13 species of mussel, 18 plant species, 3 species of snake, 1 species of turtle.	Dry Prairie, Southern Dry Forest, Southern Dry-Mesic Forest, Southern Mesic Forest, Emergent Aquatic, Floodplain Forest, Southern Sedge Meadow, Wet-Mesic Prairie
Reads and Tainter Creek Watershed	Reads and Tainter Creek Watershed has a variety of good quality habitats and rare plant communities listed on the State's Natural Heritage Inventory (NHI). In addition to the special communities listed below, the watershed is also home to a variety of rare plant and animal species including; 1 bird species, 4 species of fish, 1 type of mammal, 8 plant species, 1 salamander species and 2 species of snails.	Dry Cliff, Dry Prairie, Moist Cliff, Pine Relict, Southern Dry-Mesic Forest, Southern Mesic Forest

### River and Stream Corridors

The Village of Gays Mills is located in the Lower Wisconsin River Basin and spans two watersheds, the Lower Kickapoo and the Reads and Tainter Creeks. A watershed is the land area that drains into a lake or river. The Lower Wisconsin River basin drains approximately 4,940 square miles of south central and southwestern Wisconsin and spans all or parts of 12 counties: Adams, Columbia, Crawford, Dane, Grant, Iowa, Jackson, Juneau, Monroe, Richland, Sauk, and Vernon. A detailed description of the Lower Kickapoo and Reads and Tainter Creeks Watershed is provided below, Table 6.5 and Table 6.6. The source of the information provided below is The State of the Lower Wisconsin River Basin, July 2002, DNR publication WT 559-2002. For more information or to check for revisions to the data below, please go to the DNR's website at: <http://www.dnr.state.wi.us/org/water/watersheds/>.

**Table 6.5 Lower Kickapoo River Watershed**

The Lower Kickapoo River Watershed is located in south central Crawford County and includes all streams that flow to the Kickapoo between Gays Mills and Wauzeka. The entire length of the Kickapoo River in this watershed is flanked by floodplain and wetlands. Overall non-point source pollution is considered the primary cause of water quality problems in this watershed. A portion of the watershed is in an atrazine prohibition area.

Stream Name & Length	Existing Use	Codified Use & Trout Stream Classification	Proposed Codified Use	On 303(d) Impaired Water List	Use Impairment		Trend
					Source	Impact	
Citron Creek: 0-4.6	COLD III	COLD III	COLD III	N	SB	HAB	U
Crow Hollow Creek: 0-4.2	COLD I	DEF	COLD I	N	BDAM, SB	HAB	I
Duffy Creek: 0-2	U	DEF	DEF	N			
Halls Branch: 0-2	COLD III	COLD III	COLD III	N	NPS, FL SB, PSB	HAB	U
Halls Branch: 2-5	COLD II	COLD II	COLD II	Y		FAD	U
Kickapoo River: 0-40	WWSF	WWSF	WWSF	Y			S
Otter Creek: 0-4	U	DEF	DEF	N	NPS	HAB	U
Pine Creek: 0-6.5	COLD II	COLD III	COLD II	N	FL, PSB, BDAM	HAB	I
Plum Creek: 0-5.2	COLD I	COLD III/ERW (1.5) COLD II/ERW (3.7)	COLD I	N	NPS, PSB, BDAM	HAB	S
Sand Creek: 0-5	WWFF	DEF	DEF	Y	FL, SB	HAB	U

**Lower Kickapoo River Watershed at a Glance**

Drainage Area (m<sup>2</sup>): 150

Stream Miles: 96.5

Trout Stream Miles: 25.5

Lakes: None

Exceptional/Outstanding Resources Waters: Plum Creek

Concerns: Nonpoint source pollution, Atrazine

**Recommendations for Lower Kickapoo Watershed:**

- A fish and habitat survey should be conducted of Citron Creek, Duffy Creek, Otter Creek, and Sand Creek to document existing conditions.
- Wild trout should be stocked in Crow Hollow Creek and Pine Creek.
- Citron Creek, Crow Hollow Creek, Halls Branch, Pine Creek, Plum Creek and Sand Creek would benefit from in-stream habitat restoration.
- Continuous water temperature monitoring of Otter Creek should be conducted to determine if the stream is capable of supporting a trout population.
- Citron Creek, Crow Hollow Creek, Halls Branch, Pine Creek, Plum Creek and Sand Creek would benefit from the purchase of additional streambank easements from willing sellers.
- Continued fish and habitat surveys of Plum Creek should be conducted to track fishery population changes in response to additional in-stream habitat restoration.
- Halls Branch and the Kickapoo River should be surveyed to determine if rare aquatic elements previously found in the streams are still present.
- The Village of Wauzeka should continue to pay attention to operation and maintenance of its treatment plant.
- A professional evaluation of the plant should be considered to assist the Village of Wauzeka in planning for needed maintenance.

**Table 6.6 Reads and Tainter Creek Watershed**

The Reads and Tainter Creek Watershed is located in northeast Crawford and southeast Vernon Counties. This watershed includes all streams that flow to the Kickapoo between Readstown and Gays Mills. The entire length of the Kickapoo River in this watershed is flanked by floodplain and wetlands. Overall nonpoint source pollution is considered the primary cause of water quality problems in this watershed.

Stream Name & Length	Existing Use	Codified Use & Trout Stream Classification	Proposed Codified Use	On 303(d) Impaired Water List	Use Impairment		Trend
					Source	Impact	
Baker Creek: 0-2.4	COLD II	COLD II	COLD II	N	PSB	HAB	U
Bear Creek: 0-3.6	COLD II	COLD II	COLD II	N	NPS	HAB	U
Kickapoo River: 40-61.1	COLD II	DEF	COLD II	N	SB	HAB	I
Nederlo Creek (Johnstown Creek): 0-2.0	COLD III	COLD III	COLD III	N	NPS	HAB	S
Nederlo Creek (Johnstown Crk): 2.0-4.1	COLD II	COLD II	COLD II	N			
North Branch Nederlo Creek: 0-1.6	COLD II	COLD II	COLD II	N			S
Sheridan Creek: 0-1.0	U	DEF	DEF	N			U
Tainter Creek: 0-2.0	COLD III	COLD III/ERW	COLD III/ERW	N	SB	HAB	S
Tainter Creek: 2.0-6.8	COLD II	COLD II/ERW	COLD II/ERW	N			
Trout Creek: 0-3.8	COLD I	COLD II	COLD I	N	SB	HAB	I

**Reads and Tainter Creek Watershed at a Glance**

Drainage Area (m<sup>2</sup>): 136

Stream Miles: 83.4

Trout Stream Miles: 59.9

Lakes: None

Exceptional/Outstanding Resources Waters: Reads Creek, Tainter Creek, Creek 6-11

Concerns: Nonpoint source pollution

**Recommendations for Reads and Tainter Creek Watershed:**

- Fish and habitat surveys should be conducted on Baker Creek, Bear Creek, Hincks Creek, Sheridan Creek and Tainter Creek to determine the existing conditions.
- The stream conditions of North Branch of Nederlo Creek indicate that experimental wild brook trout stocking may be successful.
- Streambank easements should be purchased from willing sellers who own land bordering Day Creek, Nederlo Creek, Reads Creek, Sherry Creek, Tainter Creek and Trout Creek.
- Restoration of in-stream habitat would benefit the trout fishery of Day Creek, Nederlo Creek, Reads Creek, Sherry Creek, Tainter Creek and Trout Creek.
- If the bridge on North Branch of Nederlo Creek is replaced in the future, the concrete spillway below should be removed to improve fish migration in the stream.
- The Kickapoo River should be surveyed to determine if rare aquatic species previously found in the river are still present.
- Conduct a triennial water quality standards review on the Kickapoo River receiving stream for the Readstown discharge.

**Key for Tables 6.5-6.6**

**Stream Length:** Stream length is either total length of stream, or the starting and ending mile of the portion of the stream with a specific classification or biological use. The stream mile at the stream mouth is zero ("0") and increases as one moves upstream.

**Existing Use and Trout Class:** This column indicates the biological use that the stream or stream segment currently supports. A "U" indicates that the existing use is unknown. This is not a designation or classification; it is based on the current condition of the surface water and the biological community living in that surface water. Information in this column is not designed for, and should not be used for, regulatory purposes. The existing uses are taken from categories defined in NR102(04))3) under fish and aquatic life uses, and are the same categories used to describe the **stream's codified use**.

**COLD** Cold Water Community; includes surface waters that are capable of supporting a community of cold water fish and other aquatic life or that serve as a spawning area for cold water fish species.

**COLD I** high quality stream where populations are sustained by natural reproduction.

**COLD II** stream has some natural reproduction but may need stocking to maintain a desirable fishery.

**COLD III** stream has not natural reproduction and requires annual stocking of legal-size fish to provide sport fishing.

**WWSF** Warm Water Sport Fish Communities; includes waters capable of supporting a community of warm water sport fish or serving as a spawning area for warm water sport fish.

**WWFF** Warm Water Forage Fish Communities; includes surface waters capable of supporting an abundant, diverse community of forage fish and other aquatic life

**LFF** Limited Forage Fishery (intermediate surface waters) includes surface waters of limited capacity due to low flow, naturally poor water quality or poor habitat. These surface waters are capable of supporting only a limited community of tolerant forage fish and aquatic life.

**LAL** Limited Aquatic Life (marginal surface waters); includes surface waters severely limited because of low flow and naturally poor water quality or poor habitat. These surface waters are capable of supporting only a limited community of aquatic life.

All waters not officially codified in NR102 or NR104 will be codified Warm Water Sport Fishery (WWSF) which is the default (DEF) classification and listed as "DEF".

**303 (d) Status:** This column states whether a stream or stream segment is currently on the 303(3) list of impaired bodies or should be added. Streams or segments on this list have failed to meet one or more water quality standards and are considered "impaired".

**Trend Key:** (I) = improving, (S) = stable, (D) declining, (U) = unknown

**Use Impairments (sources and impacts):** This column indicates probable sources of pollution in the stream and types of water quality problems present (impact).

**Source key:**

ACC – limited or no access	EX – Introduced Species	PSB – Streambank pasturing
BDAM – Beaver dam	F – Forestry (logging, roads, stream crossings)	PSI – point source, industrial discharge
BY – Barnyard or exercise lot runoff	HM – Hydrological modification (dam, ditching, wetland drainage)	PSM – municipal treatment plant discharge-point
CE – Construction site erosion	LF – Landfill	PWL – Woodlot pasturing
CL – Cropland erosion	MS – Mine wastes and/or roaster piles	RS – Roadside erosion
CM – Cranberry marsh	NMM – Nonmetallic mining	SB – Streambank erosion
DEV – Intense development pressure	EX – Introduced Species	URB – Urban storm runoff
DRDG – Dredging	NPS – unspecified nonpoint sources	

**Impact key**

AD – Animal deformity	HAB – Habitat (in-stream sedimentation, scouring, etc.)	PCB – PCB bioaccumulation
BAC – Bacteriological contamination	HM – Heavy metal toxicity	pH – pH (fluctuations or extreme high or low)
CL – Chlorine Toxicity	MAC – Undesirable rooted aquatic plant (macrophyte) or algal growth	PST – pesticide/herbicide toxicity
COM – Competition (encroachment by introduced species)	MIG – Fish migration interference	SC – sediment contamination
DO – Dissolved oxygen	NH <sub>3</sub> – Ammonia toxicity	TEMP – temperature (fluctuations or extreme high or low)
FAD – Fish advisory	NUT – Nutrient enrichment	TOX – general toxicity problems
FLOW – Stream flow fluctuations caused by unnatural cond.	ORG – Organic chemical toxicity/bioaccumulation	TURB – Turbidity

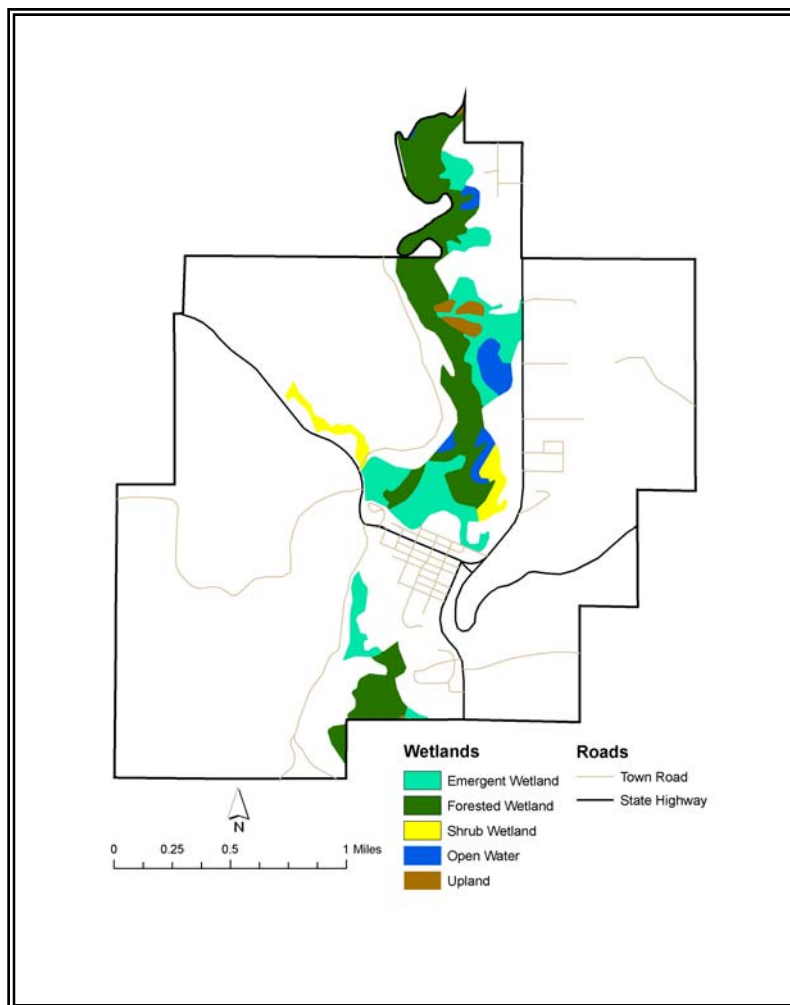
## Wetlands

The Village of Gays Mills is constrained by its landscape features, wetlands and floodplains. Wetlands are located in the Village along the Kickapoo River (see Figure 6.2). They are an important resource as they act as natural pollution filters for lakes and streams and also provide valuable groundwater discharge/recharge areas. Through Village ordinance wetlands over 5 acres in size and/or within 300 feet of a shoreline are regulated. All other wetlands are regulated by the WDNR or U.S. Army Corp of Engineers. Potential wetland areas can be viewed online using the Wisconsin Department of Natural Resources Surface Water Data Viewer.

## Floodplains

The Village of Gays Mills had a history of flood events stemming from its location right along the Kickapoo River. <sup>1</sup>Gays Mills has experienced flooding eleven times in the past 100 years, with the worst of the flood events occurring in 1912, 1935, 1951, 1978, 2007, and 2008. In 2008, Gays Mills was flooded extensively when the Kickapoo River rose to 20.44 feet above the Base Flood Elevation (BFE), considered to be greater than a 500 year flood event. Over 90 percent of the original village site was inundated in June 2008. Many Main Street businesses were flooded and a few have not reopened yet for business. With a few exceptions, most residential properties in the “downtown” were flooded to some extent. Approximately 108 homes are located downtown and of these 56 (53 percent) were substantially damaged during these two flood events. Map 6.2 illustrates the flood prone areas in Village.

Fig. 6.2 Village of Gays Mills Wetlands



## Historical and Cultural Resources

The Wisconsin Historical Society National Register of Historic Places identifies historic places within the State of Wisconsin. No historic places were listed for the Village of Gays Mills. Table 6.7 below list historical sites in neighboring Towns within Crawford County. The majority of properties listed on the National Register are privately owned and are not open to the public.

**Table 6.7 Wisconsin National Register Of Historic Places**

Town	Historic Name	Location	Resource Type and Historic Function
Haney	Carved Cave	Address restricted	Site - Recreation and Culture (sculpture, carving, rock art)
Haney	Crow Hollow Site	Address restricted	Site - Domestic (camp)
Seneca	Foley Mound Group	Address restricted	Site - Funerary (graves, burials)
Seneca	Olson Mound Group	Address restricted	Site - Funerary (graves, burials)
Clayton	Tainter Cave	Address restricted	Site - Domestic, Religion (single dwelling, ceremonial site)

### **Wisconsin Architecture and History Inventory**

Wisconsin's Architecture and History Inventory (AHI) identifies historical sites and buildings in the State of Wisconsin. Table 6.8 below lists historical buildings and sites in the Village of Gays Mills. The State Historical Society's Division of Historic Preservation assembled this list of properties over the period of more than 25 years. It contains data on buildings, structures, and objects that illustrate Wisconsin's unique history. It documents a wide range of historic properties such as round barns; log houses, metal truss bridges, small town commercial buildings, and Queen Anne houses that make up Wisconsin's distinct cultural landscape.

Approximately 120,000 properties in Wisconsin are on this list that is maintained by the Wisconsin Historical Society.



**Kickapoo River Museum**

**Table 6.8 Wisconsin Architecture and History Inventory**

<b>Current or Historic Name</b>	<b>Location</b>	<b>Style or Form</b>	<b>Resource Type</b>
	S Side of Main St Between East and Rebecca Sts	Queen Anne	House
Watson's Market IGA*	S Side of Main St Between Rebecca & Railroad Sts	Boomtown	Retail Building
Bank of Gays Mills	N Side of Main St, Between Gay and Railroad Sts	Neoclassical	Bank/Financial Institution
Grocery Store/ Lewis and Onstine**	SE Cnr of Main and Gay Sts	Commercial Vernacular	Retail Building
Gays Mills Grade School	600 Main St	Other Vernacular	Elementary, Middle, Jr.High, or High
Gays Mills Dam and Interstate Powerhouse	Main St at Kickapoo River	Astylistic Utilitarian Building	Power Plant
	S Cnr of Orin and Railroad Sts	Astylistic Utilitarian Building	Warehouse
First Congregational Church	520 Orin St	Gothic Revival	Church
United Methodist Church	Sw Cnr of South and Rebecca Sts	Romanesque Revival	Church
Crawford Co Historical Museum	In Park on S Side of Town off State Highway 131	Astylistic Utilitarian Building	Agricultural - Outbuilding

\*Watson 's Market IGA burned in the late 1980's and no longer exists – per local records.

\*\*The grocery store burned in the early 1980's and no longer exists – per local records.

## **GOALS, STRATEGIES, POLICIES AND ACTIONS FOR AGRICULTURAL, NATURAL AND CULTURAL RESOURCES**

### **Agriculture, Natural and Cultural Resources Element Goals**

The Village of Gays Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following each goal are definitions, policies, programs/actions, etc. that are recommended to address the goals.

**Goal I** Preserve and enhance the Village's natural resources providing opportunities and accessibility for recreation and tourism uses.

**Goal II** Enhance agricultural areas in the Village and adjacent areas to maintain the Village's rural agricultural setting.

**Goal III** Preserve the Village's historical and cultural resources as a means of retaining the Village's identity.

1. Support policies, programs and ordinances that will maintain and enhance the Kickapoo River and streams that reach the Village of Gays Mills as these water resources are recognized as important recreation/tourism resources.
2. As earlier discussed, continue to work with Crawford County every five years on the updates to the Crawford County Outdoor Recreation Plan. Participation in the plan will assist in receiving grant funding assistance for improvements to local parks. Participation in developing and approval of the Crawford County Outdoor Recreation Plan maintains the Village's eligibility for DNR recreational grant funding.
3. Work with the county in the implementation of storm water management plans to reduce runoff to surface waters.
4. Continue to prohibit development in wetland/floodplain areas through continued enforcement of existing ordinances.
5. Encourage Best Management Practices and erosion control and storm water management plans for new developments to ensure water resources are protected.
6. Promotion of Forest Best Management Practices (BMP'S)  
Woodlots and forested slopes enhance the Village's natural beauty and provide excellent habitat for wildlife. In addition, the hardwood forests support the local economy by providing valuable forest products. It is recommended that landowners utilize Forest Best Management Practices in maintaining forests and woodlots. Forest BMP's will enhance woodlots and forested lands and ensure they remain a valuable natural resource. BMP's will also reduce erosion on the Village's forested hillsides.
7. Support the County's implementation of the Crawford County Land and Water Resource Plan.
8. Promote the use of Agricultural Best Management Practices (BMP'S) by landowners and agricultural producers within the Village and surrounding area.
9. In areas of the Village not served by public sewer and water, continue to cooperate with the County zoning office to maintain existing regulations of private on-site sewer systems and private wells to protect the environment and future groundwater supplies.

10. Consistent with the Housing Element, evaluate and enhance protection of historic resources and preserve existing historic structures by exploring the use of design guidelines. The purpose for design guidelines could be to harmonize new or existing development with the historical built form and enhance the overall community character.
11. Avoid development on lands that are of cultural, religious, or historical significance. This can be achieved by reviewing State Historical Society databases pertaining to historic structures and sites prior to approving development proposals.
12. Support the preservation of existing cultural and historic sites and activities (Log Cabin Park, churches, cemeteries, historic structures, etc.).
13. Encourage the planting and maintenance of wild flowers and native plants throughout the Village that are not considered nuisance species or contradict the Village noxious weeds regulations. Such plantings will reduce maintenance costs for the Village with regard to mowing.
14. Encourage the continued diversification of the agricultural crop base and forested lands.

***Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.***

Listed below are the Comprehensive Planning Goals described in State Statute that are related to the Agricultural, Natural and Cultural Resources Element. Following each goal is a discussion how they were addressed during the planning process.

*Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.*

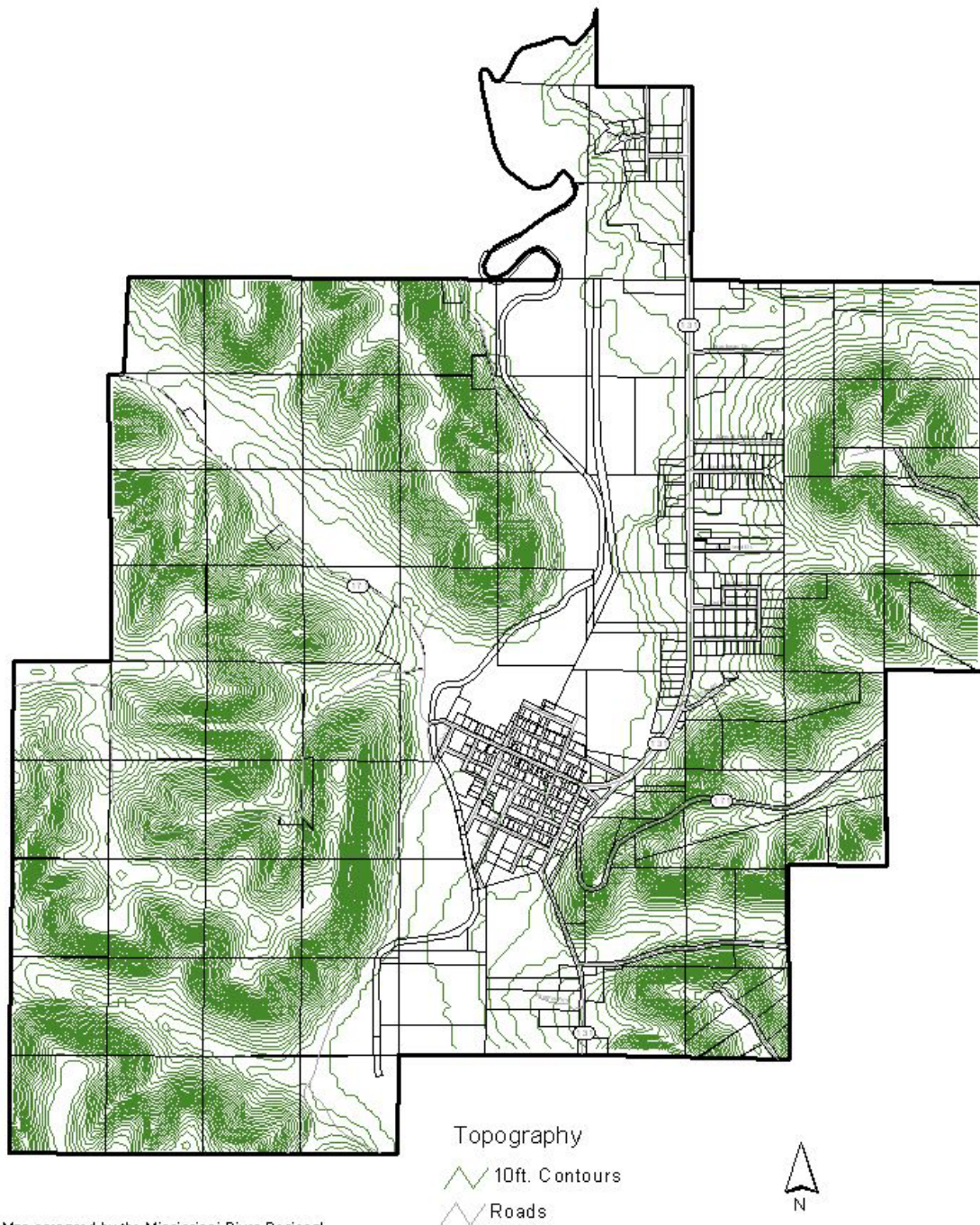
This goal is addressed in the plan by recommendations that support state and local regulations and programs aimed at preserving natural resources.

*Preservation of cultural, historic and archaeological sites.*

This goal is addressed by plan recommendations aimed at identifying and preserving historic and cultural sites throughout the Village and an effort to increase the number of historic sites listed on the National Register of Historic Places and or the State Register of Historic Places.



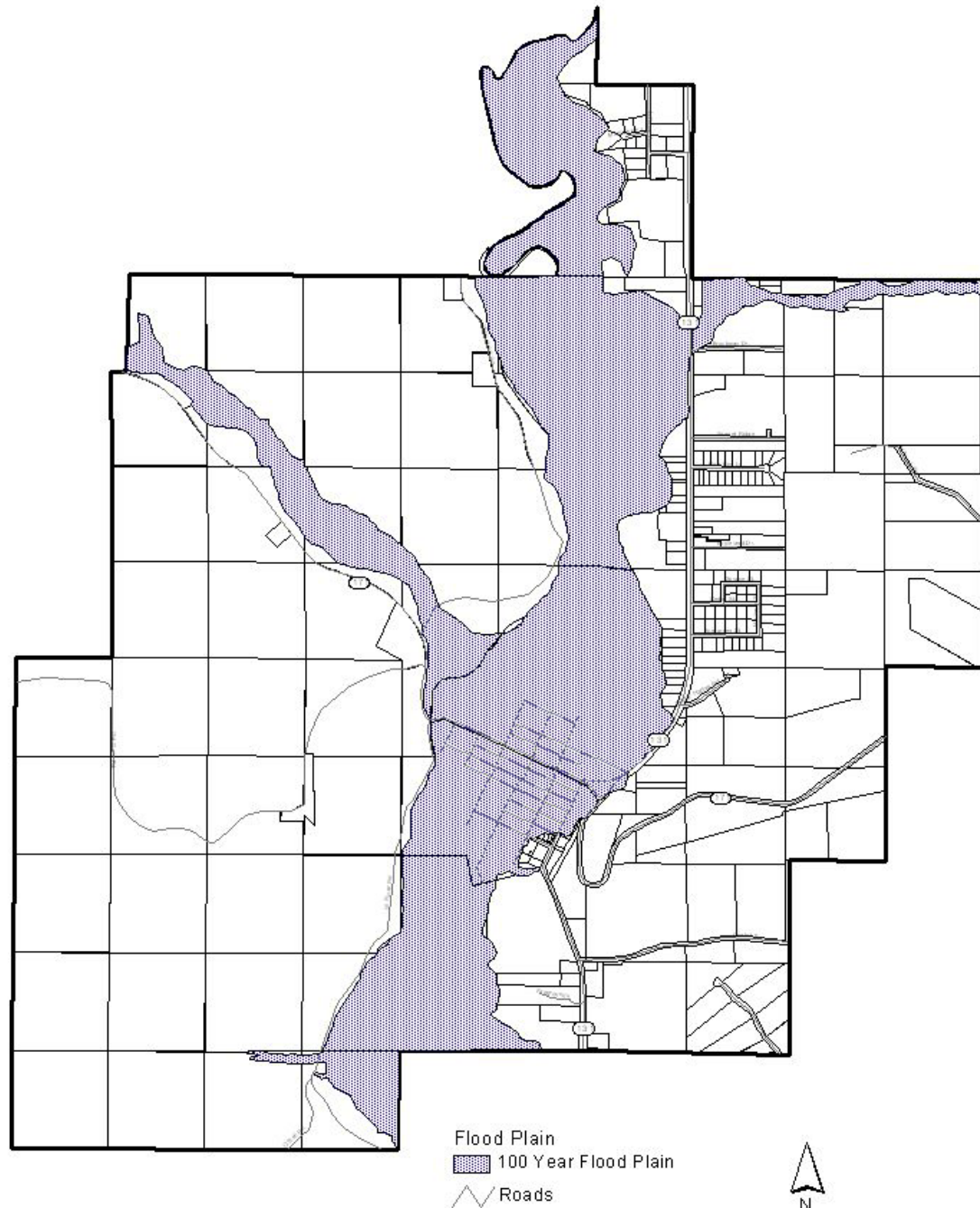
## Map 6.1 Gays Mills Topography



Map prepared by the Mississippi River Regional Planning Commission under the direction of the Village of Gays Mills Plan Commission.



Map 6.2 Gays Mills Flood Plain Map



Map prepared by the Mississippi River Regional Planning Commission under the direction of the Village of Gays Mills Plan Commission.

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## 7. ECONOMIC DEVELOPMENT

Creating opportunities for business expansion and improving income levels through quality jobs are often thought of as an integral part of economic development planning. To develop successful economic development strategies there must be understanding and agreement on a local government and region's existing economic base, workforce skills, educational resources, and public and private resources. This chapter analyzes the Village's existing economic condition and resources available to assist in economic development and identifies goals and strategies relating to economic development.

### ECONOMIC DEVELOPMENT EXISTING CONDITIONS AND RESOURCES

#### Labor Force and Employment

Table 7.1 below shows that as of the 2000 Census, the Village of Gays Mills had 470 residents or 60.2% of its residents age 16 and older, in the civilian labor force. This was lower than Crawford County (64.9%), State of Wisconsin (69.1%) and the Nation (63.9%). Table 7.1 also shows that in 2000 the Village's unemployment rate of 6% was almost double that of the County, State and Nation.

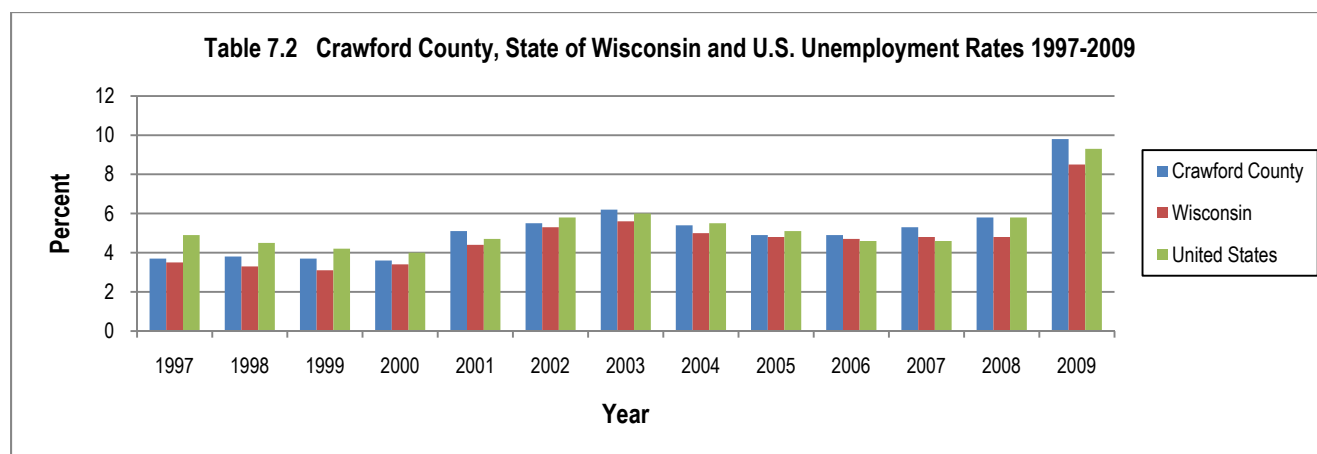
**Table 7.1 Employment - Gays Mills, Surrounding Municipalities, Crawford County, State of Wis. and Nation, 2000 Census**

	Population 16 years and Over	In Labor Force	%	Civilian Labor Force	%	Employed	%	Unemployed	%	Armed Forces	%	Not In Labor Force	%
T. Clayton	757	474	62.6	474	62.6	438	57.9	36	4.8	0	0.0	283	37.4
T. Utica	572	394	68.9	391	68.4	370	64.7	21	3.7	3	0.5	178	31.1
V. Bell Center	100	64	64.0	64	64.0	59	59.0	5	5.0	0	0.0	36	36.0
<b>V. Gays Mills</b>	<b>470</b>	<b>283</b>	<b>60.2</b>	<b>283</b>	<b>60.2</b>	<b>255</b>	<b>54.3</b>	<b>28</b>	<b>6.0</b>	<b>0</b>	<b>0.0</b>	<b>187</b>	<b>39.8</b>
Crawford County	13,385	8,681	64.9	8,670	64.8	8,250	61.6	420	3.1	11	0.1	4,704	35.1
STATE OF WIS.	4,157,030	2,872,104	69.1	2,869,236	69.0	2,734,925	65.8	134,311	3.2	2,868	0.1	1,284,926	30.9
UNITED STATES	217,168,077	138,820,935	63.9	137,668,798	63.4	129,721,512	59.7	7,947,286	3.7	1,152,137	0.5	78,347,142	36.1

*U.S. Dept. of Commerce-Bureau of the Census*

#### Labor Force Unemployment Rates

Table 7.2 below shows Crawford County unemployment rates over the last thirteen years from 1997–2009 have ranged from a low of 3.6 in 2000 to a high of 9.8 in 2009. The County's unemployment rate is consistently higher than the State and in 2009 surpassed the National rate of 9.3%.



### Labor Force Occupations

Table 7.3 below shows the largest occupation groups in the Village of Gays Mills, surrounding municipalities, Crawford County, the State of Wisconsin and Nation during the 2000 Census. As of the 2000 Census, the largest occupation group in the Village was Management, Professional and Related Occupations (28.2%) followed by Production, Transportation, and Material Moving Operations (25.1%).

**Table 7.3 Gays Mills, Surrounding Municipalities, Crawford County, State and Nation Occupation, 2000 Census**

	Employed Civilian Population 16 Years and Over	Mgt. Professional & Related Occupations	%	Service Occupations	%	Sales & Office Occupations	%	Farming, Fishing & Forestry Occupations	%	Construction, Extraction & Maintenance Occupations	%	Production, Transportation, and Material Moving Occupations	%
T. Clayton	438	110	25.1	59	13.5	74	16.9	26	5.9	49	11.2	120	27.4
T. Utica	370	105	28.4	55	14.9	78	21.1	30	8.1	34	9.2	68	18.4
V. Bell Center	59	18	30.5	5	8.5	5	8.5	4	6.8	8	13.6	19	32.2
<b>V. Gays Mills</b>	<b>255</b>	<b>72</b>	<b>28.2</b>	<b>43</b>	<b>16.9</b>	<b>53</b>	<b>20.8</b>	<b>2</b>	<b>0.8</b>	<b>21</b>	<b>8.2</b>	<b>64</b>	<b>25.1</b>
<b>Crawford County</b>	<b>8,250</b>	<b>1,941</b>	<b>23.5</b>	<b>1,494</b>	<b>18.1</b>	<b>1,729</b>	<b>21.0</b>	<b>226</b>	<b>2.7</b>	<b>753</b>	<b>9.1</b>	<b>2,107</b>	<b>25.5</b>
<b>STATE OF WIS.</b>	<b>2,734,925</b>	<b>857,205</b>	<b>31.3</b>	<b>383,619</b>	<b>14.0</b>	<b>690,360</b>	<b>25.2</b>	<b>25,725</b>	<b>0.9</b>	<b>237,086</b>	<b>8.7</b>	<b>540,930</b>	<b>19.8</b>
<b>UNITED STATES</b>	<b>129,721,512</b>	<b>43,646,731</b>	<b>33.6</b>	<b>19,276,947</b>	<b>14.9</b>	<b>34,621,390</b>	<b>26.7</b>	<b>951,810</b>	<b>0.7</b>	<b>12,256,138</b>	<b>9.4</b>	<b>18,968,496</b>	<b>14.6</b>

*U.S. Dept. of Commerce-Bureau of the Census*

### Labor Force Class of Worker

Table 7.4 shows that private wage and salary workers made up 73% of both the Village and County workforce in 2000 compared to 81% for the State of Wisconsin and 78% for the Nation. In 2000, the Village had a higher percentage of government workers and unpaid family workers than the County, State or Nation.

**Table 7.4 Gays Mills, Surrounding Municipalities, Crawford County, State and Nation Class of Worker, 2000 Census**

Municipality	Private Wage and Salary Workers	%	Gov't Workers	%	Self-employed Workers in Own not Incorp. Business	%	Unpaid Family Workers	%
T. Clayton	289	66.0	59	13.5	85	19.4	5	1.1
T. Utica	248	67.0	39	10.5	74	20.0	9	2.4
V. Bell Center	45	76.3	7	11.9	7	11.9	0	0.0
<b>V. Gays Mills</b>	<b>188</b>	<b>73.7</b>	<b>39</b>	<b>15.3</b>	<b>25</b>	<b>9.8</b>	<b>3</b>	<b>1.2</b>
<b>Crawford County</b>	<b>6,039</b>	<b>73.2</b>	<b>1,073</b>	<b>13.0</b>	<b>1,067</b>	<b>12.9</b>	<b>71</b>	<b>0.9</b>
<b>STATE OF WIS.</b>	<b>2,217,490</b>	<b>81.1</b>	<b>340,792</b>	<b>12.5</b>	<b>167,248</b>	<b>6.1</b>	<b>9,395</b>	<b>0.3</b>
<b>UNITED STATES</b>	<b>101,794,361</b>	<b>78.5</b>	<b>18,923,353</b>	<b>14.6</b>	<b>8,603,761</b>	<b>6.6</b>	<b>400,037</b>	<b>0.3</b>

*U.S. Dept. of Commerce-Bureau of the Census*

### Economic Base Analysis

Table 7.5 shows the sectors of the economy residents of the Village of Gays Mills were employed in 1999 compared to the County, State and Nation. The Village's major employment sectors in 1999 were: Educational, Health and Social Services (22.4%), Retail Trade (20%), and Manufacturing (15.7%).

**Table 7.5 Gays Mills, Crawford County, State and Nation Employment by Industry, Census 2000**

Employment Sector	Gays Mills		Crawford County		Wisconsin		United States	
	1999 # Employed	1999 % Employed	1999 # Employed	1999 % Employed	1999 # Employed	1999 % Employed	1999 # Employed	1999 % Employed
Agriculture, Forestry, Fisheries, Hunting & Mining	16	6.3	815	9.9	75,418	2.8	2,426,053	1.9
Construction	18	7.1	500	6.1	161,625	5.9	8,801,507	6.8
Manufacturing	40	15.7	1878	22.8	606,845	22.2	18,286,005	14.1
Wholesale Trade	8	3.1	164	2.0	87,979	3.2	4,666,757	3.6
Retail Trade	51	20.0	1029	12.5	317,881	11.6	15,221,716	11.7
Transportation & Warehousing and Utilities	13	5.1	354	4.3	123,657	4.5	6,740,102	5.2
Information	1	0.4	95	1.2	60,142	2.2	3,996,564	3.1
Finance, Insurance, Real Estate, and Rental and Leasing	4	1.6	184	2.2	168,060	6.1	8,934,972	6.9
Professional, Scientific, Mgt, Admin and Waste Mgt Services	13	5.1	351	4.3	179,503	6.6	12,061,865	9.3
Educational, Health and Social Services	57	22.4	1580	19.2	548,111	20.0	25,843,029	19.9
Arts, Entertainment, Recreation, Accommodation and Food Services	14	5.5	650	7.9	198,528	7.3	10,210,295	7.9
Other Services (except public administration)	7	2.7	261	3.2	111,028	4.1	6,320,632	4.9
Public Administration	13	5.1	389	4.7	96,148	3.5	6,212,015	4.8
<b>Total</b>	<b>255</b>	<b>100</b>	<b>8250</b>	<b>100</b>	<b>2,734,925</b>	<b>100</b>	<b>129,721,512</b>	<b>100</b>

Source: U.S. Department of Commerce-Bureau of the Census

### Major Employers

Table 7.6 identifies employers in the Village employing the most people. No employer employs over 100 employees.

**Table 7.6 Gays Mills Major Employers**

Establishment	Product or Service	Size
Building Automation Prod., Inc.	Instruments & Related Prod. Mfg for Measuring, Displaying, & Controlling Indus. Proc. Variables	50 - 99
Crawford County	Government	20-49
Village of Gays Mills	Executive and Legislative Offices, Combined	20-49
Sunrise Orchards, Inc.	Apple Orchards	10-19
Mickelson's Market Inc.	Supermarkets and Other Grocery (except convenience stores)	10-19
Apple Land Sports Supply Inc	Sporting and Recreational Goods and Supplies Merchant Wholesalers	10-19
Scenic Rivers Energy coop	Electric Power Distribution	5-9
Royal Bank	Commerical Banking	5-9
M & W C Stores LLC	Gasoline Stations with Convenience Stores	5-9
Hillcrest Orchards LLC	Apple Orchards	5-9
Kickapoo Orchard INC	Apple Orchards	5-9
Geo Brockway & Sons Inc	Highway, Street, and Bridge Construction	5-9
Harrell Contracting LLC	Residential Remodelers	5-9
Showen Construc. & Excavating	Residential Site Preparation Contractors	5-9

Source: Wis. Dept. of Workforce Development, Bureau of Workforce Information, February 2010

### Labor Force and Employment Projections

Table 7.7 illustrates labor force projections for Crawford County to the year 2030 and the projected distribution of the labor force. The projections show that in 2020 about 30% of the County's workforce will be over 55 years of age.

**Table 7.7 Crawford County Labor Force Projections**

Age Group:	16-34	35-54	55+	Total Labor Force
<b>Years</b>	<b>Labor Force</b>			
<b>2010</b>	3,150	3,950	2,280	9,380
<b>2020</b>	2,797	3,763	2,746	9,306
<b>2030</b>	2,494	3,966	2,214	8,674
	<b>Distribution of Labor Force</b>			
<b>2010</b>	33.6%	42.1%	24.3%	100.0%
<b>2020</b>	30.1%	40.4%	29.5%	100.0%
<b>2030</b>	28.7%	45.7%	25.5%	100.0%

Source: WI Dept. Workforce Dev., OEA

Tables 7.8 and 7.9 show employment projections by industry and in more detail by specific occupations for the Western Wisconsin Workforce Development Area that includes Crawford County. The information projects 11,230 jobs will be added to the eight county Western Wisconsin Workforce Development Area. Industry projections illustrate that education and health services followed by information/professional services will account for over half of those jobs. Specific occupations within these industries that show the largest increases in employment are health practitioners and technical occupations, healthcare support occupations, and office and administrative support occupations.

**Table 7.8 Western Wisconsin Workforce Development Area Industry Employment Projections, 2006-2016**

(Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties)

NAICS	Industry Title	Estimated Employment <sup>(1)</sup>			
		2006	2016	Change	% Change
	<b>Total, All Nonfarm Industries</b>	<b>137,380</b>	<b>148,610</b>	<b>11,230</b>	<b>8.2%</b>
1133, 21, 23	Construction/Mining/Natural Resources	5,580	6,110	530	9.5%
31-33	Manufacturing	24,630	24,840	210	0.9%
311	Food Manufacturing	3,110	3,010	-100	-3.2%
333	Machinery Manufacturing	4,610	4,480	-130	-2.8%
337	Furniture and Related Product Manufacturing	3,910	4,200	290	7.4%
42, 44-45	Trade	21,630	21,970	340	1.6%
452	General Merchandise Stores	3,830	3,970	140	3.7%
48-49, 22	Transportation and Utilities (Including US Postal)	9,570	10,640	1,070	11.2%
52-53	Financial Activities	4,840	5,360	520	10.7%
61-62	Education and Health Services (Including State and Local Government)	30,970	35,920	4,950	16.0%
611	Educational Services (Including State and Local Government)	10,230	10,670	440	4.3%
622	Hospitals (Including State and Local Government)	8,180	9,700	1,520	18.6%
71-72	Leisure and Hospitality	13,250	14,760	1,510	11.4%
51, 54-56, 81	Information/Prof. Services/Other Services <sup>(2)</sup>	14,420	16,260	1,840	12.8%
	Government (Excluding US Postal, State and Local Education and Hospitals) <sup>(3)</sup>	12,500	12,760	260	2.1%

**Notes:**

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed, unpaid family, or railroad workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) An estimate of non-covered employment is included in NAICS 8131 (Religious Organizations), but not in any other industries.

(3) Government employment includes tribal owned operations, which are part of Local Government employment.

Information is derived using 2006 CES and 2006 QCEW data. Unpublished data from the US Bureau of Labor Statistics and the US Census Bureau is also used.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2006 to 2016. It is important to note that unanticipated events may affect the accuracy of the projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, November 2008

**Guys Mills Comprehensive Plan 2010-2030, Economic Development**

**Table 7.9 WDA 9 Western Occupational Projections, 2006-2016**

(Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties)

SOC Code	Occupational Title	Estimated Employment(1)			Average Annual Openings				Estimated Salary and Wages		
		2006	2016	Chge	% Chge	New Jobs	Replacements(2)	Total(3)	Avg. Ann. Salary(4)	Entry Level Wage(5)	Experienced Wage(6)
00-0000	<b>Total, All Occupations</b>	<b>137,380</b>	<b>148,610</b>	<b>11,230</b>	<b>8.2%</b>	<b>1,120</b>	<b>3,110</b>	<b>4,230</b>	<b>\$33,139</b>	<b>\$8.30</b>	<b>\$19.75</b>
11-0000	Management Occupations	4,630	4,870	240	5.2%	20	110	130	\$74,587	\$18.11	\$44.73
13-0000	Business and Financial Operations Occupations	4,810	5,420	610	12.7%	60	80	140	\$46,943	\$13.12	\$27.29
15-0000	Computer and Mathematical Occupations	1,760	2,110	350	19.9%	40	40	80	\$54,557	\$16.63	\$31.03
17-0000	Architecture and Engineering Occupations	1,740	1,890	150	8.6%	20	40	60	\$55,181	\$16.92	\$31.33
19-0000	Life, Physical, and Social Science Occupations	1,190	1,270	80	6.7%	10	30	40	\$50,445	\$14.80	\$28.98
21-0000	Community and Social Services Occupations	1,870	2,140	270	14.4%	30	30	60	\$39,225	\$12.57	\$22.00
23-0000	Legal Occupations	510	560	50	9.8%	10	10	20	\$58,245	\$14.45	\$34.78
25-0000	Education, Training, and Library Occupations	7,240	7,700	460	6.4%	50	150	200	\$39,168	\$11.39	\$22.55
27-0000	Arts, Design, Entertainment, Sports, & Media Occupations	1,480	1,560	80	5.4%	10	40	50	\$34,430	\$9.33	\$20.17
29-0000	Healthcare Practitioners and Technical Occupations	9,250	11,170	1,920	20.8%	190	170	360	\$57,731	\$15.02	\$34.12
31-0000	Healthcare Support Occupations	4,750	5,730	980	20.6%	100	50	150	\$25,094	\$9.65	\$13.27
33-0000	Protective Service Occupations	2,660	2,850	190	7.1%	20	80	100	\$33,120	\$9.07	\$19.35
35-0000	Food Preparation and Serving Related Occupations	12,390	13,760	1,370	11.1%	140	420	560	\$17,148	\$6.44	\$9.15
37-0000	Building & Grounds Cleaning & Maintenance Occupations	4,320	4,820	500	11.6%	50	80	130	\$22,661	\$7.40	\$12.64
39-0000	Personal Care and Service Occupations	3,280	3,890	610	18.6%	60	80	140	\$20,208	\$7.09	\$11.03
41-0000	Sales and Related Occupations	13,550	13,970	420	3.1%	40	450	490	\$27,805	\$7.18	\$16.46
43-0000	Office and Administrative Support Occupations	21,710	22,680	970	4.5%	100	470	570	\$27,306	\$8.83	\$15.28
45-0000	Farming, Fishing, and Forestry Occupations	300	300	0	0.0%	<5	10	10	\$27,035	\$8.55	\$15.22
47-0000	Construction and Extraction Occupations	5,070	5,540	470	9.3%	50	90	140	\$37,101	\$11.42	\$21.05
49-0000	Installation, Maintenance, and Repair Occupations	4,830	5,200	370	7.7%	40	80	120	\$36,085	\$10.86	\$20.59
51-0000	Production Occupations	16,430	16,840	410	2.5%	40	330	370	\$29,053	\$9.30	\$16.30
53-0000	Transportation and Material Moving Occupations	13,640	14,350	710	5.2%	70	290	360	\$29,034	\$8.50	\$16.69

- Employment** is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed, unpaid family workers, or railroad workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.
- Replacements** are an estimate of the number of job openings expected because people have permanently left a given occupation. Permanent exits occur if someone dies, retires, or otherwise leaves the labor force. Permanent exits also include openings resulting from someone permanently changing occupations. For example, a person leaves their job as cashier and becomes a truck driver. Openings resulting from people changing employers, but staying in the same occupation are not included.
- Total openings** are the sum of new jobs and replacements. Total openings are an indication of how many new people are needed to enter a given occupation.
- Average Annual Salary:** An occupation's average hourly wage is calculated by summing the wages of all employees in a given occupation and then dividing by the total number of employees in that occupation. In most cases, the annual average salary is equal to the average hourly wage multiplied by 2,080.
- Entry Level Wage** is the average of the lower third of wages.
- Experienced Wage** is the average of the upper two-thirds of wages.  
Information is derived using the 2006 OES Survey, 2006 QCEW and 2006 CES data. Unpublished data from the US Bureau of Labor Statistics and US Census Bureau  
To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2006 to 2016. It is important to note that unanticipated events may affect the accuracy of these projections.

**Source :** Office of Economic Advisors, Wisconsin Department of Workforce Development, November 2008

### Types of New Business and Industries Desired by the Village

The types of businesses and industries desired by the Village are listed in Table 7.10. The industries identified with an asterisk are industries with a high concentration and specialty in the County, Region or in the State of Wisconsin or are targeted because of their suitability for locating in the county or region because of existing concentration levels, location attributes and/or regional assets available to serve them.

**Table 7.10 Desired Businesses and Industries**

<p><b>Traded Industries:</b> Traded industries are industries that are not as dependent on local markets or natural resources to succeed. They export their product or service out of the county or region and import new capital into it that is shared with other sectors of the economy through deep economic multiplier effects. Examples include:</p> <ul style="list-style-type: none"> <li>• Equipment, Machinery and Metal Manufacturers*</li> <li>• Plastic and Composite Material Manufacturers*</li> <li>• Transportation and wholesaling Service Businesses*</li> <li>• Computer programming, data processing, software development*</li> <li>• Medical or dental laboratory services*</li> <li>• Research and development or testing services*</li> </ul>
<p><b>Natural Resource Based Industries:</b> Natural resource industries are dependent upon the location of a resource and employment in these industries is primarily located where these resources are found. Examples include</p> <ul style="list-style-type: none"> <li>• Agricultural and Food Processing Industry including organics*</li> <li>• Forest and Wood Product Industries*</li> <li>• Value added and Direct to Consumer Agriculture Businesses*</li> </ul>
<p><b>Local Industries:</b> These industries are present in almost every county and their employment levels are roughly proportional to their regional population. These industries provide goods and services primarily within a local market area. The number and size of local industries in a community is influenced greatly by the number and size of Traded Industries and Natural Resource Based Industries in a community. Examples include:</p> <ul style="list-style-type: none"> <li>• Retail businesses*</li> <li>• Lodging and Food Service*</li> <li>• Health Care*</li> <li>• Construction*</li> <li>• Communications</li> <li>• Public Utilities</li> <li>• Professional, Scientific and Technical Services</li> <li>• Real Estate, Rental and Leasing</li> <li>• Insurance and Finance</li> </ul>

**Strengths And Weaknesses For Fostering Economic Growth:** Table 7.11 is a listing of strengths and weaknesses relating to fostering economic development in the Village of Gays Mills.



**Business located in the Gays Mills Business Park**



**Table 7.11 Strengths and Weaknesses to Attract and Retain Business and Industry**

<p><i>Strengths</i></p> <ul style="list-style-type: none"> <li>• Strong manufacturing base</li> <li>• Industrial parks with high quality building sites (The Village of Guys Mills has an industrial park with space available).</li> <li>• There are 11 banks located in Crawford County in the City of Prairie du Chien (6), and the Villages of Ferryville (1), Guys Mills (1), Seneca (1), Soldiers Grove (1), and Wauzeka (1) that provide business loans and personal loans and other banking services</li> <li>• Access to regional revolving loan fund</li> <li>• Access to Economic Development tax credits</li> <li>• High quality recreation opportunities and facilities</li> <li>• High quality elementary and secondary school system</li> <li>• Close proximity to Southwest Technical College (Fennimore, WI); Western Technical College, UW-La Crosse and Viterbo University (La Crosse, WI); UW-Platteville; University of Wisconsin-Richland (Richland Center); Upper Iowa University (Fayette County, Iowa); Upper Iowa University, Prairie du Chien Center; University of Dubuque (Dubuque, Iowa); Clarke College, Emmaus Bible College, and Loras College (Dubuque County, IA); Luther College and Northeast Iowa Community College-Calmar (Winnebago County, IA)</li> <li>• Manufacturing, trucking and warehousing jobs</li> <li>• High quality transportation system, direct access to State Highways 131 and 171</li> <li>• Freight rail service available in Crawford County</li> <li>• Proximity to Port of Prairie du Chien that can handle bulk cargo and has fleet capacity for 30 barges</li> <li>• Location of major truck carriers in the Crawford County</li> <li>• Low cost for housing</li> </ul>
<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> <li>• Interstate access is 50+ miles away from Crawford County</li> <li>• No local freight airport</li> <li>• Lower household and family incomes than state and nation*</li> <li>• Aging population and workforce</li> <li>• Higher poverty rate than the state and nation</li> <li>• Aging housing stock</li> <li>• Flooding of businesses and homes from the Kickapoo River</li> </ul>

**Environmentally Contaminated Sites in Crawford County:** The Wisconsin Comprehensive Planning Law requires local units of government to evaluate and promote the use of environmentally contaminated sites. The Wisconsin Department of Natural Resources Bureau of Remediation and Redevelopment Tracking System (BRRTS) was utilized in identifying contaminated sites in the Village. Two contaminated sites in the Village of Guys Mills were identified in the database as having an “open” status, Table 7.12. When these sites are appropriately closed the Village can consider redeveloping the sites as brownfields in cooperation with the landowners.

**Table 7.12 BRRTS Sites in Gays Mills** (Status is Open or Conditionally Closed)

<b>Activity Name</b>	<b>Activity Type*</b>	<b>Address</b>	<b>Municipality</b>	<b>Site Status</b>
G C Farmers Coop	ERP	Hwy 131 N	Gays Mills	Open
G C Farmers Coop	LUST	Hwy 131 N	Gays Mills	Open
.75 Mi S of STH 272 Off USH 61 [Historic]	SPILL	.75 Mi S Of STH 272 Off USH 61	Gays Mills	Historic
School St [Historic Spill]	SPILL	School St	Gays Mills	Historic
Grove & Rebbeca St Ditch [Historic Spill]	SPILL	Grove & Rebbeca St Ditch	Gay Mills	Historic
Fs Coop - @ Loading Dock [Historic Spill]	SPILL	Fs Coop - At Loading Dock	Gays Mills	Historic

Source: State of Wisconsin Department of Natural Resources

\* ERP = Environmental Repair; LUST = Leaking Underground Storage Tank; SPILL = A discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment; VPLe = VPLe's are an elective process in which a property owner conducts an environmental investigation and cleanup of an entire property and then receives limits on future liability for that contamination under s. 292.15, Wisconsin Statutes.

### **County, Regional and State Economic Development Programs**

Numerous county, regional and state economic development programs are available in the County. The following is a list of selected programs that could be beneficial to economic development in the Village of Gays Mills.

#### Regional Programs

- Mississippi River Regional Planning Commission – CMV Growth Development Fund, a business loan fund
- U.S. Department of Commerce - Economic Development Administration (EDA) programs administered through the Mississippi River Regional Planning Commission Economic Development District Program. The County and local governments in the County are eligible for economic development related public facility projects and research and development technical assistance grants.

#### State Programs

- Economic Development Tax Credits
- Wisconsin Department of Transportation Local Transportation Enhancements Program (TE)
- Wisconsin Department of Transportation Local Transportation Economic Assistance Program (TEA)
- Value Added Dairy Initiative (Grow Wisconsin)
- Wisconsin Department of Commerce Milk Volume Production Program
- Wisconsin Department of Commerce Dairy 2020 Planning Grant Program
- Wisconsin Department of Commerce Rural Economic Development Program
- Wisconsin Department of Commerce Entrepreneurial Training Grant
- Wisconsin Department of Commerce - Community Development Block Grant For Public Facilities (CDBG-PF)
- Wisconsin Department of Commerce - CDBG Grant Planning Grant Program (CDBG-PLNG)
- Wisconsin Business Retention And Expansion Study Program (WIBRES)
- Wisconsin Department of Commerce - Blight Elimination and Brownfield Redevelopment Program (BEBR)
- Wisconsin Main Street Program

## GOALS, STRATEGIES, POLICIES AND ACTIONS FOR ECONOMIC DEVELOPMENT

### Economic Development Element

The Village of Guys Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following each goal are definitions, policies, programs/actions, etc. that are recommended to address the goals.

- Goal I** Focus economic development efforts on retention and growth of existing businesses, recruiting new businesses, and creating entrepreneurship opportunities.  
*(It is important to note that the majority of public input expressed that it is very important to make sure existing businesses are recognized for their importance to the community(both historically and today). Input expressed the desire to do everything possible to assist existing businesses in expansion or relocation. However, it was also recognized that recruiting of new businesses and creating business opportunities is vital to the Village as it moves forward.)*
- Goal II** Encourage the development of businesses that are compatible with the Village's rural setting and resident's lifestyle.
- Goal III** Promote tourism uses and opportunities.
- Goal IV** Identify and promote the use of local resources to enhance the local economy and assist Guys Mills in becoming a sustainable community.

### Economic Development Strategy

To implement the goals it is recommended that the Village of Guys Mills develop an economic development strategy that makes best use of existing economic development resources, focuses on developing business and employment opportunities for young families and workers, connects technical/educational resources to businesses and workers, is consistent with county and regional economic development strategies and plans, and creates a unique economic identity for the Village. The strategy should take into consideration all of the policies, programs and actions identified in this planning element. The strategy may be developed in a series of Plan Commission meetings, detailing and prioritizing the items identified. Implementation can be achieved by eliciting support of local residents, business owners, economic development organizations including the Guys Mills Economic Development Association, and Village officials and staff.



Main Street in Guys Mills

The strategy needs to address the following six areas of Economic Development; preparedness and planning, business attraction, entrepreneurship, business retention and expansion, tourism development, and workforce development.

### 1. Preparedness and Planning

- a. Review the Village of Guys Mills Flood Recovery Plan and incorporate economic development activities identified such as focusing on areas of broadband internet infrastructure, existing business retention and expansion, business site development, business incubators, and sustainability objectives.

- b. Review missions of and cultivate relationships with existing economic development organizations including the Gays Mills Economic Development Association and Soldiers Grove Community Development Corporation.
- c. Develop and implement economic activities that connect the Village areas (historic and new).
- d. Develop a land use map that identifies locations for businesses to grow and expand. Input gathered during the planning process indicated that supporting existing businesses and encouraging new businesses to locate and expand in the Village was important to residents. Protecting existing businesses from non-compatible land uses is very important to meeting existing and future business needs.
- e. Develop strong partnerships with existing regional organizations that currently oversee activities that promote recreation and tourism resources in the area. This includes the Kickapoo Valley Association and the Crawford County Tourism Council.
- f. Consistent with the Crawford County comprehensive plan, consider focusing economic development activities on the five strategic opportunities identified in the 2009 study on the Riverlands Region (comprised of 14 counties in Wisconsin, Iowa and Illinois) prepared by the Center of Regional Competitiveness. The five strategic opportunities identified are manufacturing, food and agriculture, business services, tourism, and innovation and entrepreneurship. Specific aspects of each strategic opportunity include:
  - Manufacturing* - from the regions industry clusters develop a regional manufacturing strategy to promote the most applicable industry clusters.
  - Food and Agriculture* – determine how the region, Crawford County, and Village of Gays Mills can create new opportunities in the emerging local foods movement including specialty, organic and branded food products.
  - Business Services* – develop a strategy to support the emergence of business services as a business cluster in the region.
  - Tourism* – combine all the “tourism assets” into a strategy that will attract more tourists to the region. The region has great tourism potential due to its location near major metro areas.
  - Innovation and Entrepreneurship* – the region has strong entrepreneurial spirit and an excellent cluster of colleges and universities. A method to invest the areas wealth into a new generation of businesses and economic opportunities not fully anticipated at this time must be developed.
- g. Support programs and identify funding sources to improve information technology services (broadband internet, fiber optic cables, etc.) for all residents. An important part of information technologies is the ability to stay current and look forward to see technological advancements.
- h. Monitor County, Regional and State programs that promote the desired businesses identified during the planning process by Village residents. Specific programs to promote/monitor:
  - County Programs
    - Crawford, Monroe, and Vernon Counties Revolving Loan Fund (CMV)
  - Regional Programs
    - Federal Economic Development Administration (EDA) programs administered through the Mississippi River Regional Planning Commission (ex. Public Works and Economic Development Program, Economic Adjustment Program, etc...)
  - State Programs
    - Wisconsin Department of Transportation Local Transportation Enhancements Program (TE)
    - Wisconsin Department of Transportation Local Transportation Economic Assistance Program (TEA)
    - Wisconsin Department of Commerce Rural Economic Development Program
    - Wisconsin Department of Commerce Entrepreneurial training Grant
- i. Support Crawford County and Regional efforts to:
  - 1. Improve communication between incorporated and unincorporated local units of government on economic development related issues. Areas where improved communication would benefit the county and businesses include land use issues, rules/regulations, economic development tools, public infrastructure, etc.
  - 2. Increase recreation/tourism opportunities along the Lower Kickapoo River (Gays Mills to Wauzeka). Such recreation and tourism opportunities may include biking/walking trails, canoeing, camping, etc. In order to facilitate the recreational activities, the voluntary purchase of property or securing of access easements to provide increased public access to the natural resource may be needed.

3. Create the economic infrastructure and economic environment in the County that enables people and businesses to manage and produce locally (when practical) the entire means for product production from natural resource to end product.
4. Create a Crawford County Economic Development Committee. Many counties have established Economic Development Corporations to implement economic development activities. The purpose of the Economic Development Committee would be to establish the framework for developing a permanent Crawford County Economic Development Corporation. The Economic Development Committee would identify the goals, membership (private/public), and structure of a County Economic Development Corporation along with the legal method to create such a corporation. This Corporation would work closely with the Gays Mills Economic Development Corporation.
- j. Develop a website for the Village that serves as a portal for tourism information and includes appropriate resource information for existing and new business owners considering location in the Village.

## **2. Business Attraction**

- a. Conduct a downtown market analysis to determine businesses that would be a good fit for the existing market and customer base.
- b. Define compatible businesses such as value added businesses derived from existing local resources, small businesses, tourism related businesses, etc. that will shape Gays Mills future. Big box retail in its traditional context would be inconsistent with the Village's historic past and development patterns and is an example of an incompatible development.
- c. Support the development of businesses that will provide essential services and products to Village residents (hardware store, pharmacy, dental/medical clinic, etc.).
- d. Create an economic identity (brand) for the Village, whether it be building on the apple orchard industry or developing a more diversified brand, economic identity is a critical component to the Village's future success. In developing the brand connecting historic Gays Mills to the new Gays Mills will be important.

## **3. Entrepreneurship**

- a. Support entrepreneurs clubs and business incubators that provide opportunities, resource sharing, and skills development for entrepreneurs.
- b. Consider developing local incentives or tools such as a revolving or microloan fund, affordable start-up space, and or technical assistance to support entrepreneurship in the Village.
- c. Support development and marketing of the Gays Mills Kitchen Incubator.
- d. Encourage "green" businesses that conserve the natural environment as well as those that support green industries such as solar power manufacturing and bio-fuels, and green building.

## **4. Business Retention and Expansion**

- a. Create a strategy for effectively maintaining regular contact to monitor needs of existing business owners.
- b. Work with existing economic development organizations to improve systems for effectively matching new and existing business owners with technical support and financing programs.
- c. Further strengthen the connection of the Apple Orchards and associated businesses to the Village. The apple orchards and their economic impact (business, tourism, identity, etc.) are vital to Gays Mills and the surrounding area. Coordinate efforts with neighboring municipalities and orchard owners to preserve and enhance the apple orchard industry.
- d. Develop an informational packet for businesses highlighting community resources, services, and comprehensive floodplain information (agencies, regulations, insurance, etc.). Distribute this information on the Gays Mills website.

## **5. Tourism Development**

- a. Identify key tourism assets to be integrated into a community branding strategy.
- b. Determine next steps and resources needed for tourism asset development.
- c. Work with the Dept. of Tourism to identify and encourage opportunities for existing businesses (including local farms and retailers) to diversify their businesses and tap into tourism markets.

## **Gays Mills Comprehensive Plan 2010-2030, Economic Development**

- d. Identify and recruit tourism businesses/services (ex. Lodging) that the Village currently does not have/offer. In addition, look into the future and identify potential tourism opportunities (eco tourism as an example).
- e. Continue to support and sponsor the Gays Mills Apple Festival and Spring Festival as a way to promote tourism in the Village.
- f. Increase exposure through coordinated marketing of tourism and recreational opportunities available in the Gays Mills area (Kickapoo River, biking trails, apple orchards, etc.).
- g. Continue to support county and state recreational facilities in the area as a means to provide recreational opportunities for visitors and tourists.
- h. Identify and pursue recreation and transportation grant funding for multi-use trails, park facilities, etc. from the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation and other organizations.
- i. In coordination with Crawford County and the "Friends of the Fair" pursue opportunities to expand events and the use of the county fairgrounds.

### **6. Workforce Development**

- a. Work with local schools on programs to coordinate local businesses employment needs (training, etc.) with local high schools and area technical colleges and universities. An outcome of such a program would be to create job opportunities for young workers to reduce the out migration of the area's youth.
- b. Support school to work partnerships that expose young people to possible employment and career opportunities in the region.

### **Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.**

Listed below are the Comprehensive Planning Goals described in State Statute that are related to the Economic Development Element. Following each goal is a discussion how they were addressed during the planning process.

#### *Protection of economically productive areas, including farmland and forests.*

Within this element various types agriculture (organic agriculture, orchards, value added agriculture, and forestry etc.) are identified as important and needed in order for the local economy to prosper. These resources are valuable to the Village in the terms of local employment as well as tourism opportunities.

#### *Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.*

This element of the plan details an economic development strategy for the Village that encourages the expansion of existing businesses and business recruitment. The element also stresses the importance of cooperation between local units of government and various agencies to improve the business infrastructure, providing better opportunities for new and expanding businesses within the Village.

## 8. INTERGOVERNMENTAL COOPERATION

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This chapter of the plan will address the intergovernmental cooperation of the Village of Gays Mills with Crawford County, with Federal and State agencies, neighboring municipal jurisdictions, and/or agencies. Intergovernmental cooperation is continually recognized as a very important component to future planning and meeting future needs. Cooperative relationships with local units of government and neighboring jurisdictions and agencies may be able to reduce the cost of providing needed services to residents and help reduce Village budget demands. Intergovernmental Cooperation is critical for the Village of Gays Mills as the relationships it builds with its neighbors and governmental agencies will to a great extent affect its efforts to recover from recent flooding events. In addition, this chapter addresses goals and strategies relating to intergovernmental cooperation.

### INTERGOVERNMENTAL COOPERATION EXISTING CONDITIONS AND RESOURCES

The Village of Gays Mills is located within the borders of the Town of Clayton and the Town of Utica. The Village of Bell Center lies directly south of the Village. The public school district of North Crawford serves the residents of the Gays Mills.

#### **State and Federal Agencies**

##### *Wisconsin Department of Natural Resources (WDNR)*

The Village has limited contact with the WDNR. The WDNR does have jurisdiction over the waterways in the Village and maintains floodplain and shoreland regulations that are enforced through the Crawford County Zoning Office. No intergovernmental conflicts were identified in the planning process.

##### *Wisconsin Department of Transportation (WDOT)*

The Village of Gays Mills participates in the WDOT Wisconsin Information System for Local Roads (WISLR) program. The WISLR program maintains a complete listing of public roads in the Crawford County by jurisdiction, classification and number of miles. This program assists in the facilitation of state funding for road maintenance.

##### *Wisconsin Department of Commerce and Wisconsin Department of Emergency Management*

The Village of Gays Mills maintains contact with Wisconsin Department of Commerce and Wisconsin Department of Emergency Management primarily pertaining to programs to assist the Village in its flood recovery efforts. The Village has been successful in receiving several grants through the Wisconsin Department of Commerce and Wisconsin Department of Emergency Management.

##### *United States Department of Agriculture (USDA)*

The Village of Gays Mills maintains contact with the USDA primarily pertaining to programs to assist the Village in its flood recovery efforts. The Village primarily pursues funding for projects/programs through the USDA Rural Development program.

##### *Federal Emergency Management Agency (FEMA)*

In the event of a natural disaster (flooding, tornado, etc.) FEMA is the federal agency to assist in relief efforts. The County recognizes this and has participated in the development of the Crawford County All Hazards Mitigation Plan which includes the Village of Gays Mills. FEMA assisted the Village and residents with recovery efforts after the 2007 and 2008 floods. In addition, the Village of Gays Mills in cooperation with FEMA prepared a long term recovery plan for the Village in 2008.

#### **Regional Planning Commission**

Gays Mills is located in the jurisdiction of the Mississippi River Regional Planning Commission (MRRPC). The MRRPC was formed under provision contained in 66.0309 of the Wisconsin State Statutes. The MRRPC represents nine counties in western Wisconsin: Buffalo, Crawford, Jackson, Monroe, La Crosse, Pepin, Pierce, Trempealeau and Vernon. The MRRPC maintains the region's eligibility as an Economic Development District and eligibility for Economic Development Administration funding.

## ***Gays Mills Comprehensive Plan 2010-2030, Intergovernmental Cooperation***

In order to maintain membership in the MRRPC and receive planning services, counties in the MRRPC region provide annual funding to the MRRPC based on their equalized valuation. Services provided to member counties and municipalities include comprehensive planning assistance, economic development assistance, geographic information services, and general technical assistance.

### **Surrounding Towns and Neighboring Municipalities**

Municipal governments adjacent to the Village include the Village of Bell Center, the Town Clayton and the Town of Utica. The Village has maintained strong intergovernmental relationships with these adjacent local units of government.

### **Educational Facilities**

#### ***K-12 School Districts***

Gays Mills is served by North Crawford School District. During the planning process no intergovernmental conflicts were identified with the school districts.



**North Crawford School District Facilities Serve Gays Mills**

#### ***Southwest Wisconsin Technical College***

Gays Mills lies entirely in the Southwest Wisconsin Technical College district. Southwest Wisconsin Technical College became operational on July 1, 1967 pursuant to Chapter 292, Laws of Wisconsin 1965. The campus is located in Fennimore. Southwest Wisconsin Technical College features operational curriculum and has a two-year associate degree and one and two-year technical diplomas.

Village residents also have access to higher learning educational facilities located in Richland Center (UW- Richland Center), Viroqua (Western Technical College), La Crosse (Western Technical College, Viterbo University, University of Wisconsin-La Crosse), and Platteville (University of Wisconsin – Platteville).

### **Comprehensive Planning**

The Village of Gays Mills is in the process of completing its comprehensive plan. The Village's neighboring local units of government have all completed their comprehensive plans within the last two years. Crawford County adopted its comprehensive plan in February of 2010. It is important to the success of all comprehensive plans that communication takes place between local units of government during the planning and plan update processes.

### **Intergovernmental Plans or Agreements**

The Village cooperates with the Crawford County Emergency Management on emergency related issues.

### **Addressing Existing/Potential Conflicts with other Governmental Units**

An important part of the planning process is identifying potential conflicts between various government jurisdictions and providing ways to address them. Previously in the plan, existing and potential land use conflicts were identified in the Land Use Element along with a method to address the conflicts. No additional intergovernmental conflicts were identified during the planning process. The Village will continue to monitor actions of neighboring or overlapping governmental jurisdictions during the planning period. If any such conflicts are identified the Village Board will request to meet with the neighboring or overlapping jurisdiction to address and resolve any potential conflict.



## **GOALS, STRATEGIES, POLICIES AND ACTIONS FOR INTERGOVERNMENTAL COOPERATION**

### **Intergovernmental Cooperation Element Goals**

The Village of Gays Mills developed goals based on public input from survey information, public meeting participation, commission and resident knowledge. As previously described, in the context of this plan goals are broad statements that the Village desires to achieve. Following each goal are definitions, policies, programs/actions, etc. that are recommended to address the goals.

**Goal I** Identify opportunities to increase intergovernmental cooperation.

**Goal II** Maintain communication and cooperation with adjacent local units of government on development issues, community resources, etc.

1. Continue cooperation with FEMA, Wisconsin Department of Commerce, USDA Rural Development on flood recovery programs and grant implementation. In addition, continue to explore additional opportunities for state and/or federal assistance in recovery efforts.
2. Maintain current practices regarding the sharing of materials/equipment with neighboring towns, villages and the county to provide community services in the most efficient manner possible. The Village of Gays Mills has rented/leased trucks and mowing equipment from the County when their equipment has broken down or been unavailable for use. These intergovernmental relationships are important to maintain to continue to provide services to residents.
3. As identified in the Transportation Element, continued participation in the Wisconsin Department of Transportation's WISLER program will ensure future state funding and assist in identifying budgeting efficiencies.
4. Maintain existing fire department mutual aid agreements. The Gays Mills Volunteer Fire Department serves a large service area. Mutual aid agreements benefit everyone's safety. The fire department has mutual aid agreements with all municipalities in the County, Boscobel in Grant County and two State of Iowa counties via Crawford County's mutual aid agreements. In addition, the fire department has access to the Department of Natural Resources fire equipment (helicopter).
5. Maintain existing emergency and rescue service mutual aid agreements. Ocooch Mountain Rescue is a non-profit organization that provides first responder and ambulance service to the Gays Mills area. Ocooch Mountain Rescue maintains service agreements with North Crawford Rescue, Prairie du Chien EMS, Boscobel EMS, Tri-state Ambulance and Medlink Air.
6. Work with Crawford County and local units of government to explore the feasibility of providing state required building inspection services throughout Crawford County. In 2003, the State of Wisconsin required that all units of government enforce the State of Wisconsin One and Two Family Building Code by providing housing inspections during construction. Currently each local unit of government provides the service through contracted building inspection services. A uniform single service provider might be more efficient and cost effective for landowners.
7. Review and evaluate neighboring municipalities' comprehensive plans as they are developed or revised in order to identify areas of potential conflict and/or coordination opportunities.
8. Support county and regional economic development efforts to improve the local economy by increasing the number of employment opportunities and tax base.

9. Maintain the County Sheriff's department protective services to the Village of Gays Mills. Work cooperatively with the Sheriff's Department to enhance police protection services in the Village. In addition, based on public input during the planning process, continue to evaluate the need for a Village of Gays Mills Police Department.
10. Maintain website capabilities/links with neighboring municipalities to provide information regarding the Village of Gays Mills to interested residents and visitors.
11. Establish regular communication with neighboring villages and towns. Consider sponsoring an annual meeting with all neighboring local units of government. The purpose of the meeting would be for communities to update each other on current issue/projects, discuss possible methods to enhance cooperation, and more generally just get familiar with one another and open lines of communication. Some items of discussion could be preserving and enhancing the apple orchards (Town of Clayton's "Apple Orchard Overlay District"), identify public and private community resources that potentially could be shared, and tourism/marketing opportunities.

A major challenge of multi-jurisdiction cooperation is realizing that municipalities are not competitors but teammates. Municipalities that recognize this and identify ways to put words into action will have an advantage over other areas.

12. Maintain communication and explore opportunities with the North Crawford School District to work together to provide valuable community resources. In addition, work with the school district on finding methods or defining strategies to keep and/or attract young families to the area.
13. Work with county departments on finding ways to maximize services for residents (Highway Department, police services, etc.) In addition, explore economic development tools, strategies and resources with the County and work cooperatively on economic development efforts.
14. Consider regional marketing opportunities with other governmental/non-governmental units. There are numerous governmental and non-governmental organizations that promote the Kickapoo Valley area and specific events/attractions. If local resources were combined into a regional marketing strategy (sensitive to all the various events/attractions) more value for the dollars spent may be realized by local organizations.
15. Support the County in its efforts to explore shared staffing/services between local units of government. Often local units of government have the same needs for services, but because of their size and budget constraints the needed services go unmet. This often leads to missed opportunities (grants, knowledge/awareness, specific skills, etc.) that could improve the local community and/or County. Sharing of staff between local units of government could help in providing needed services throughout the County.
16. Work with Southwestern Technical College to enhance educational opportunities for adults and children in the Gays Mills area. Currently satellite courses are available for students and adults to provide advanced classes and technical training. Increasing such opportunities will improve the local workforce and provide more opportunities for young people to remain in the community.
17. Maintain informal snow plowing agreements with the Village of Bell Center, Town of Utica, and the Town of Clayton. Snow plowing agreements allow municipalities to provide snow plowing services in the most cost efficient manner.

***Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.***

Listed below is the Comprehensive Planning Goal described in State Statute that is related to the Intergovernmental Cooperation Element. Following the goal is a discussion how it was addressed during the planning process.

*Encouragement of coordination and cooperation among nearby units of government.*

The goals of this element are consistent with the state planning goals identified in State Statute as they encourage communication and coordination to identify efficient ways to provide services and explore opportunities to share resources.

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## 9. SUSTAINABILITY

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This chapter is intended to provide a unified review of the strategies and goals identified in other chapters of this plan that will help Gays Mills build a more environmentally sustainable community. A sustainable approach to planning involves a coordinated effort across the element areas in this plan with consideration for “people,” “planet,” and “profits.” Additional areas addressed in this chapter not addressed explicitly elsewhere in the plan may include energy efficiency and renewable energy, carbon, community health and wellbeing, and local food systems. This chapter was added as a supplement to the traditional nine elements of the comprehensive plan in order to better summarize how Gays Mills is coordinating efforts among the elements toward a more economically and environmentally sustainable community.

### SUSTAINABILITY EXISTING CONDITIONS AND RESOURCES

Many groups and organizations in the Gays Mills area are already working to implement goals for economic and environmental sustainability. These include but are not limited to the Valley Stewardship Network which developed the Vision 2020 Watershed Plan, KVREDI the Kickapoo Valley Regional Economic Development initiative, Community Conservation a non-profit organization based in Gays Mills, the E3 Coalition and Regional Energy Independence Planning initiatives, and the Crawford Stewardship Network. Numerous initiatives throughout the region are also helping to promote sustainability education through study circles around the Natural Step, a book used by many communities to start discussions about sustainability principles.

In November 2008 the Village hosted an Open House as part of the Comprehensive planning process to solicit feedback from Village residents. A portion of this meeting involved an issue identification exercise which allowed residents to develop and rank community issues by from highest priority (1) to lowest priority (3). In a review of the top priorities, many reflect sustainability principles such as energy reduction through public transit and building energy efficient homes, promoting health through walking and bike paths, and supporting local food systems through the farmers market and gardening areas.

Below is a list of sustainability related issues and their priority rankings related from the open house. It is important to note that while there are themes in the priority areas below, citizens did identify some priority areas, such as the need for more “fast food” establishments that might contradict a goal of promoting local, sustainable food systems. This input was reviewed carefully and considered in the creation of goals for each element.

<b>LAND USE</b>		3	New housing built for EEF standards
1	Bike trails – recreation Community gardens/agriculture		
2	Multi-use garden spot for residents	<b>ECONOMIC DEVELOPMENT</b>	
2	Bike and walking paths - benches	1	Farmers market expansion/ Farm apprenticeship programs
3	Walkable	2	Grocery store, local food
3	Better utilization of public recreational waterfront, maintain eclectic aesthetic, river cleanup	2	Develop value added agricultural business
3	No CAFO's	3	Developing eco tourism
3	Community gardens	3	Bed & Breakfast/Motel & Eco tourism
3	Connections/bike path		Crafts/artisan shops/cooperative
<b>HOUSING</b>		3	Develop green industries
2	Green/sustainable building practices, no vinyl siding	3	Healthy eateries
2	Green housing - required	3	Co-ops
2	Energy Efficient	3	Farmers market, Organic farming
3	Recycling material from houses being torn down		

**TRANSPORTATION**

- 1 Create sidewalks and bike paths between Village segments on 131
- 1 Ride share program
- 1 Bus/small scale mass transit
- 1 Public transportation buses
- 1 Widen and provide bike route on all improved roads & others
- 2 Bike rentals – bike lanes on highway
- 2 More bike trails – combined use walking paths
- 2 Sidewalks along 131
- 2 Walking and bike path
- 2 Shared ride program available
- 3 Alternative energy recharging site
- 3 Street scaping/lighting
- 3 Shuttle service
- 3 Interstate bus service
- 3 Walkability/trails
- 3 Highway bike path
- 3 Bicycles, horse paths – Gays Mills to Solders Grove
- 3 Biking trails
- 3 Bike trails/hiking/ski & horse
- 3 Intercity transport (bus)
- 3 High speed train
- 3 Shared bike lock program for throughout Village

**UTILITIES AND COMMUNITY FACILITIES**

- 1 The Town should generate its own hydro-power- Back-up generator
- 2 Energy provider
- 3 Solar powered street lights
- 3 Development of community solar/wind power/geo-thermal
- 3 District heat
- 3 Bike path, walking path, ski trail, ice skating, sledding, skiing hills
- 3 Promote energy efficiency and alternative fuels

- 3 Alternative energy – hydro generator
- 3 Increase energy efficiency of buildings
- Alternative energy sources

**AGRICULTURE, CULTURAL AND NATURAL RESOURCES**

- 1 Keep farmers market
- 1 Community garden
- 1 Arboretum
- 1 Agriculture- Farmers market, Coordinate our growers for larger markets, local sales distribution
- 2 Promoting eco-tourism
- 2 Promote arts and culture
- 2 Natural Resource - Clean up river for tourism, No light pollution
- 3 Promoting organic farming
- 3 Community garden
- 3 Encourage community gardening in designated areas, support farmers market
- 2 Agriculture needs to be the foundation of our local economy
- Promote new crops and products to replace loss of traditional agriculture
- 3 Community garden
- 3 Co-op gardens
- 3 Ethnic cooking classes in community kitchen
- 3 Farmers market and community kitchen

**INTERGOVERNMENTAL COOPERATION**

- 2 Institute of the Study of Karst
- Land stewardship
- 3 Work with Soldiers Grove to connect with bike trail to Readstown
- 3 Intergovernmental authority for maintenance of the Kickapoo

**GOALS, STRATEGIES, POLICIES AND ACTIONS FOR SUSTAINABILITY**

The goals strategies and actions listed below are taken from the comprehensive plan and highlighted for their relevance to sustainability priorities identified above. Chapters are referenced.

**Goal I Promote community health by creating opportunities for physical exercise and outdoor recreation.**

1. Promote the riverfront as a valuable community asset. Create a river walk/trail through the open space recreational coordinator connecting the recreational corridor on the northwest to the west entrance to the historic business district and on the southeast to the Log Cabin Park and fairgrounds. Establish pedestrian/bike access along East Avenue (State Highway 131) to connect the trail back to the east entrance of the historic business district, establishing a bike/pedestrian loop. (Land Use- Future Land Use Map Recommendations, and Transportation)

2. Consider the development of a “Multi-Use Trail” along the old railroad bed that runs north and south through the Village of Gays Mills. (Land Use- Future Land Use Map Recommendations, and Transportation)
3. Create a system of multiuse (bicycle, pedestrian, etc.) pathways throughout the Village and neighboring areas to serve recreation uses, businesses and residential neighborhoods. (Transportation)
4. Continue to work with Crawford County every five years on the updates to the Crawford County Outdoor Recreation Plan. Participation in the plan maintains eligibility for the Village and County to apply for DNR recreational grant funding to improve parks. In addition to park grants, the Village may request DNR recreational grant funding for bike/pedestrian trails in the Village. (Utilities and Community Facilities, and Agriculture, Cultural and Natural Resources)
5. As a Village policy, work towards becoming a “Bike/Pedestrian Friendly” community. Actions such as identifying trail/bike parking areas, placement of bicycle racks, creating seamless connections throughout the Village, etc. are actions towards becoming a “Bike/Pedestrian Friendly” community. (Transportation)
6. Develop a connected network of streets throughout the Village. Such a street network distributes traffic among all streets and improves mobility of pedestrians and bicyclists by providing multiple travel routes. (Transportation)
7. Work with Crawford County in identifying potential pedestrian/bicycle routes in and throughout the area. (Utilities and Community Facilities)
8. Identify and pursue recreation and transportation grant funding for multi-use trails, park facilities, etc. from the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation and other organizations. (Economic Development)

**Goal II Consider ways to integrate sustainability principles into community decision making regarding land use planning.**

1. Create a checklist of items that the Plan Commission and Village Board may consider when reviewing development proposals within the Village. Such a list would include but not be limited to landscaping, building orientation to take advantage of natural energy and light, storm water runoff (retention/detention), parking, consideration of views, erosion, etc. (Land Use)
2. Encourage proposed developments to be designed sensitive to the needs of bicyclists and pedestrians. (Transportation)
3. Consider designating “Smart Growth Areas:” The new housing areas designated on the future land use map are encouraged to be developed meeting “conservation design principles” (small lot sizes, contiguous lots, limited public infrastructure). In addition, future structures should be designed to promote energy efficiency. These actions promote the use of Smart Growth development as identified in the State’s comprehensive planning law. (Land Use- “Smart Growth Areas”)

**Goal III Support and educate residents about green building, energy efficiency, and renewable energy opportunities for existing and new residential, public, and commercial structures.**

1. Promote energy efficient housing construction/design and encourage designs that preserve existing architectural character. (Housing)

### ***Gays Mills Comprehensive Plan 2010-2030, Sustainability***

2. Evaluate development of a Conservation Subdivision Ordinance and/or Traditional Neighborhood Design ordinance to address efficient and environmentally friendly housing subdivision options. (Housing)
3. Encourage alternative energy use through partnership with programs such as Focus on Energy and encourage sustainable energy systems such as geothermal and wind. (Housing)

#### **Goal IV Encourage local food systems development.**

1. Explore developing community gardens within the Village. (Utilities and Community Facilities)
2. Continue the farmers market as a way for local producers/retailers to market/sell their products. The farmers market serves as a means to attract consumers/tourists to the Village. (Utilities and Community Facilities)
3. Support development and marketing of the Gays Mills Kitchen Incubator. (Economic Development)
4. Consider focusing economic development activities on “Food and Agriculture” one of the five strategic opportunities identified in the 2009 study on the Riverlands Region (comprised of 14 counties in Wisconsin, Iowa and Illinois) prepared by the Center of Regional Competitiveness including. Determine how the region, Crawford County, and Village of Gays Mills can create new opportunities in the emerging local foods movement including specialty, organic and branded food products. (Economic Development)

#### **Goal V Identify and promote the use of local resources to enhance the local economy and assist Gays Mills in becoming a sustainable community. *(See Goal IV Economic Development)***

1. Encourage “green” businesses that conserve the natural environment as well as those that support green industries such as solar power manufacturing and bio-fuels, and green building. (Economic Development)
2. Support entrepreneurs clubs and business incubators that provide opportunities, resource sharing, and skills development for entrepreneurs. (Economic Development)
3. Encourage “green” businesses that conserve the natural environment as well as those that support green industries such as solar power manufacturing and bio-fuels, and green building. (Economic Development)

#### **Goal VI Support initiatives to reduce use of fossil fuels and conserve the integrity of the natural environment.**

1. Encourage Best Management Practices and erosion control and storm water management plans for new developments to ensure water resources are protected. (Housing)
2. Identify conservancy organizations and make information available to landowners regarding land preservation options available through land conservancy organizations. (Land Use)
3. Explore developing park and ride lots and/or carpooling programs for residents. A key component of this initiative would be to ensure that local and regional employers are involved in project or program development. (Transportation)
4. It is recommended that the Village make residents aware of the WDOT sponsored [www.rideshareetc.org](http://www.rideshareetc.org) carpooling website that is available for Village residents to use in an effort to coordinate ridesharing. (Transportation)



5. Work with the apple orchards and evaluate the establishment of an orchard shuttle during the apple season. (Transportation)
6. Explore alternative energy sources and energy efficiency practices in order to become a more energy independent community. (Utilities and Community Facilities)
7. Continue contracting with a private waste hauler (Town and Country) for solid waste collection service to residents. Under the current system garbage collection fees are paid through the tax levy and recycling is voluntary and encouraged in the Village. (Utilities and Community Facilities)
8. Explore utilizing the Kickapoo River as a source of hydro-electric energy. (Utilities and Community Facilities)
9. In an effort to reduce carbon emissions, encourage alternative energy use through partnership with programs such as Focus on Energy and encourage sustainable energy systems such as geothermal and wind. (Utilities and Community Facilities)
10. Develop an Energy Independence Plan to fulfill the goal of the Village's 25 x 25 resolution: to convert to 25% renewable energy use by the year 2025. The Village of Gays Mills is currently working in collaboration with other towns, villages and counties in the region to develop a Regional Energy Independence Plan. This plan will include specific recommendations for energy efficiency and renewable energy for the Village of Gays Mills based on energy audits of existing buildings. (Utilities and Community Facilities)
11. Implement the recommendations of the Energy Independence Plan and continue to track municipal energy use with Performance Manager software. (Utilities and Community Facilities)
12. Create community-wide and residential goals for energy efficiency and renewable energy use. (Utilities and Community Facilities)
13. Work with the county in the implementation of storm water management plans to reduce runoff to surface waters. (Agriculture, Cultural and Natural Resources)
14. Encourage Best Management Practices and erosion control and storm water management plans for new developments to ensure water resources are protected. (Agriculture, Cultural and Natural Resources)
15. Support the County's implementation of the Crawford County Land and Water Resource Plan. (Agriculture, Cultural and Natural Resources)
16. Promote the use of Agricultural Best Management Practices (BMP'S) by landowners and agricultural producers within the Village and surrounding area. (Agriculture, Cultural and Natural Resources)
17. In areas of the Village not served by public sewer and water, continue to cooperate with the County zoning office to maintain existing regulations of private on-site sewer systems and private wells to protect the environment and future ground water supplies. (Agriculture, Cultural and Natural Resources)
18. Protect the Village's "dark skies" from light pollution sources. This in part can be accomplished by informing/educating residents, businesses, and elected officials on methods to manage light sources. Other methods to consider would be creating lighting standards/requirements for significant light sources. Such activities will conserve energy resources and preserve the Village's "dark skies". (Land Use)

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## **10. IMPLEMENTATION**

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Outlining steps to implement a plan is essential to achieving the plan's goals. This element of the plan will address implementation of the Gays Mills comprehensive plan. The State of Wisconsin Comprehensive Planning Law requires the Implementation Element to include a list of specific programs and actions that will implement the objectives, policies, plans and programs identified in the plan. The element is required to state how each of the elements of the plan are integrated and consistent with each other, identify a mechanism to measure the local government's progress toward achieving the plan, and include a process for updating the plan.

As of 2010, if a local government unit engages in official mapping, local subdivision regulations, zoning ordinances, and zoning of shorelands or wetlands those actions must be consistent with the local unit of government's comprehensive plan. The adoption of this plan will ensure all regulatory activities are conducted within the requirements of Wisconsin State Statutes.

### **Consistency Among Plan Elements**

Wisconsin Statutes require a discussion of how the plan is consistent across elements. The Gays Mills Village Board directed the Gays Mills Plan Commission to oversee the development of all the planning elements. The Plan Commission was responsible for the developing the plan and the planning process which minimized the potential for plan inconsistencies. During the planning process members of the Village Board were periodically updated on progress of the plan helping ensure plan consistency with existing Village policy. In addition, plan copies were forwarded to neighboring local units of government, Crawford County and the Mississippi River Regional Planning Commission to ensure the document was consistent with other planning activities in Crawford County and the region.

### **Plan Adoption**

The quality of a comprehensive plan may be judged by the concrete actions that are taken to achieve the plan's goals. Adopting the Gays Mills Comprehensive Plan is the first step in implementing the plan. The Plan Commission will recommend approval of the plan to the Village Board by resolution. The Village Board must then adopt the plan by ordinance in order to enact the plan. Once adopted the plan serves as a framework and guide for the development of the Village over the next 20 years.

### **Plan Monitoring and Plan Updates**

The Gays Mills Village Board and Plan Commission will be the primary bodies responsible for implementing and monitoring the plan over the 20-year planning period. Updates and revisions to the plan will be the responsibility of the Village Board and Plan Commission and will be done in accordance to Wisconsin State Statute requirements at a minimum of once every 10 years.

The Gays Mills Village Board has designated the Plan Commission as the governmental body to oversee the maintenance and implementation of the Gays Mills Comprehensive Plan. It is recommended that Plan Commission review the comprehensive plan annually at its January meeting to evaluate progress of implementation and determine if a plan update or revision is necessary. The success of the plan will be measured by the degree to which the planning goals are achieved through the annual comprehensive review.

### **Implementation Element Goals**

Through the public participation planning process the following Implementation goals were established for the Gays Mills Comprehensive Plan. As described in previous sections, in the context of this plan goals are broad statements that Gays Mills desires to achieve. Following each goal are associated policies, programs/actions, etc. that are recommended to address each goal.

**Goal I** Identify policies and programs to implement recommendations of the comprehensive plan.

**Goal II** Provide the opportunity for public input throughout the planning process and future updates.

## ***Gays Mills Comprehensive Plan 2010-2030, Implementation***

1. The Implementation Element attempts to organize the policies, programs/actions, etc. in an organized and meaningful schedule. An implementation schedule is detailed below.
2. The Gays Mills Comprehensive Plan will be updated at a minimum once every 10 years. During the plan update process resident involvement will be solicited through public meetings or reassessing and updating the resident and business surveys. A public hearing will be held on any modifications made to the plan. The plan update will include measuring plan performance at achieving goals, revising statistical information, and updating projections and analysis of past projections. The final stage of the update process will include revising and/or updating implementation strategies to meet the changing needs of the Village.

### **Consistency with Local Comprehensive Planning Goals as described in s. 16.965(4) Wis. Stats.**

Listed below are the Comprehensive Planning Goals described in State Statute that are related to the Implementation Element. Following each goal is a discussion how they were addressed during the planning process.

#### *Balancing individual property rights with community interests and goals.*

This goal is addressed by following the planning process in the adopted "Gays Mills Public Participation Plan" which details activities to gain public input through public meetings, public surveys, and general public awareness of the planning process. Following the public participation plan will ensure that balance in the form of public input and opinions will be achieved during the planning process.

#### *Building community identity by revitalizing main streets and enforcing design standards.*

This goal is addressed by efforts in the plan to maintain the historic downtown area and the creation of a new town center in the northern area of Gays Mills.

### **Implementation Schedule**

The following implementation schedule has been developed for the Gays Mills Comprehensive Plan. The schedule includes numbered strategies, policies or actions previously identified in the plan elements. The implementation of the items is the responsibility of the Village Board and/or Plan Commission. Items listed are placed in one of the three following categories (time period):

**Actions to be initiated 2011-2013**

**Actions to be initiated 2011-2021**

**Actions to be implemented throughout the planning period**

## **Land Use Element**

### ***Actions to be initiated 2011-2013 (numbered items identified in the Land Use Element)***

5. Evaluate and utilize land use options/concepts prepared as part of the Landscape Architecture Capstone project (available online at <http://bit.ly/gaysmills>) for the Village of Gays Mills. The project identified a master plan for the historic village (downtown and residential area) which included community gardens, passive and active recreation, lodging and camping areas, trails, etc. It will be important to balance the various options with the desire of businesses and residents in the Village.
8. Address recreational/residential development on land zoned Conservation or Agriculture in the Village of Gays Mills. Review existing zoning ordinance provisions and modify if necessary to eliminate the ability to construct, repair or modify habitable structures on land zoned Conservation or Agriculture.
13. Create a checklist of items that the Plan Commission and Village Board may consider when reviewing development proposals within the Village. Such a list would include but not be limited to landscaping, building orientation to take advantage of natural energy and light, storm water runoff (retention/detention), parking, consideration of views, erosion, etc.
15. Create a unified identity for the historic business district and Gays Mills that represents the traditional apple orchard industry and the story of flood survival. Utilize the past flood events as a way of telling the story of Gays Mills and survival of the historic business district. This in part may be achieved by identifying flood levels on buildings with corresponding pictures and markers/landmarks that tell the story. In areas where structures have been removed place markers or other landmarks that describe what used to be there. To aid in connecting the new town center to the historic business district, when each business within the historic business district is relocated to the new town center, tell that story at its vacated site along with an invitation to see how a successful relocation works. Buildings within the new town center can do the same by telling their story of relocation with an invitation to visit the previous historic site.

### ***Actions to be initiated 2011-2021(numbered items identified in the Land Use Element)***

9. Consider property maintenance regulations/requirements to preserve property values and enhance public safety.
12. Identify conservancy organizations and make information available to landowners regarding land preservation options available through land conservancy organizations.
14. Consider a transportation enhancement (roundabout, etc.) at the intersection of State Highway 171 and 131 as a means to create an entrance to the historic downtown and improve traffic and pedestrian safety.
16. Protect the Village's "dark skies" from light pollution sources. This in part can be accomplished by informing/educating residents, businesses, and elected officials on methods to manage light sources. Other methods to consider would be creating lighting standards/requirements for significant light sources. Such activities will conserve energy resources and preserve the Village's "dark skies".

### ***Actions to be implemented Throughout the Planning Period (numbered items identified in the Land Use Element)***

1. Focus future development to infill suitable areas between the new town center and the historic downtown area.
2. The transition of businesses and homes from the historic downtown area should not be dictated by a timeline but by natural events and property owners' decisions/actions.
3. Connect the apple orchards to the historic business district and new town center.
4. Ensure future development does not cut off public connections (sidewalks, trails etc.).
6. Promote the riverfront as a valuable community asset. Consider a river walk that would connect various recreational, commercial and residential areas of the Village.
7. Continue enforcement of the Village comprehensive zoning ordinance. Update the Village ordinance to address the recommendations in this plan.
10. Support local, state, and federal policies and programs aimed at assisting land uses that will use and enhance the natural resources of the Village and benefit the local economy.
11. Continue enforcement of the village's Floodplain, Shoreland and Wetland ordinances. The State of Wisconsin Department of Natural Resources delegates enforcement of Floodplain, Shoreland and Wetland ordinances to local municipalities. Survey responses from residents overwhelmingly supported the protection of natural resources and believed it is important to protect wetlands, groundwater, rivers and streams.

## **Housing Element**

### **Actions to be initiated 2011-2013 (numbered items identified in the Housing Element)**

1. Review the Village of Gays Mills Flood Recovery Plan and incorporate housing activities identified such as housing fairs, providing additional rental housing, creating homeownership opportunities, and the relocation of damaged homes.
4. Develop an informational packet for homeowners highlighting community resources, services, and comprehensive floodplain information (agencies, regulations, insurance, etc.). The purpose of the information is to inform homeowners and/or future residents of resources/services available and impacts of residing in a floodplain.
5. Provide a variety of housing options in the flood recovery relocation effort. Resident input stressed a need for a variety of housing in the context of style and design.
11. Evaluate development of a Conservation Subdivision Ordinance and/or Traditional Neighborhood Design ordinance to address efficient and environmentally friendly housing subdivision options. Such an ordinance would assist the Village in developing "smart growth" areas in the Village. Many communities have outlined planning principles to guide the development of such ordinances. "COULEE VISIONS: Creating Quality Choices for the La Crosse Region Multimodal Planning Workbook"<sup>4</sup> outlines five housing and transportation principles that might be considered in the Village of Gays Mills:
  - Connections – Focus on an interconnected network of streets distributes traffic among all streets, rather than concentrating it on arterial roads.
  - Building Scale and Orientation – Develop in a way that takes advantage of existing and alternative transportation routes
  - Mix and Integration of Uses- Mixed-use districts allow people to live within walking distance of work, shopping and other services; they also establish "park once" environments where people are able to walk between uses.
  - Develop Parking of Appropriate Size and Location
  - Preserve Town and Country Character by using design principles that make distinctions between rural and developed areas.

### **Actions to be initiated 2011-2021(numbered items identified in the Housing Element)**

12. Evaluate and enhance protection of historic resources and preserve existing historic structures by exploring the use of design guidelines. The purpose for design guidelines could be to harmonize new or existing development with the historical built form and enhance the overall community character.

### **Actions to be implemented Throughout the Planning Period (numbered items identified in the Housing Element)**

2. Continue to support the enforcement of the requirement to maintain the quality and safety of housing stock in the Village. A key to a stable and growing tax base is the construction and maintenance of new and existing housing. Quality construction and proper maintenance will prolong the life of housing units, ensure that they are safe, and ensure that they remain a vital part of the tax base. In 2003, the State of Wisconsin required that all units of government enforce the State of Wisconsin One and Two Family Building Code by providing housing inspections during construction. The implementation of the state building code also ensures that structures will meet minimum requirements to provide access to all age groups and residents with special needs.
3. Support activities of the Crawford County Housing Coalition in achieving its long and short term goals related to the creation of affordable housing for all age groups, including senior and disabled residents.
6. Support the development of affordable rental housing units.
7. Support and encourage renter and landlord education to preserve the quality of rental housing stock.
8. Support and encourage appropriate housing for young people and families.
9. Promote housing developments that are sensitive to the needs of older residents. Data shows that the Village of Gays Mills is comprised of an aging population. Public input made it clear that providing opportunities for elderly/assisted living housing in the Village is important to consider when planning for the future. The concept of "Efficient Housing" described below (smaller more efficient homes) would assist in meeting this goal.
10. During the planning process "efficient housing" was discussed. "Efficient housing" was looked at in two ways, one focused on location of houses and efficient developments. The other looked at the actual physical structure, orientation and size of homes. With regard to the physical structure, orientation, and size of homes, it was expressed numerous times that people should become more conscious of exactly how much space they need as smaller homes would require less energy and materials to build and maintain. Homeowners should also become more aware of construction methods/materials and weatherization options that are more energy efficient/friendly. It is recommended that the Village when possible inform residents to consider "efficient housing" options. The concept of "efficient housing" (smaller more efficient homes) would assist in meeting the goal of providing housing for seniors.
13. Encourage Best Management Practices and erosion control and storm water management plans for new developments to ensure water resources are protected.
14. Encourage alternative energy use through partnership with programs such as Focus on Energy and encourage sustainable energy systems such as geothermal and wind.

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<sup>4</sup> COULEE VISIONS: Creating Quality Choices for the La Crosse Region Multimodal Planning Workbook.

## **Transportation Element**

### ***Actions to be initiated 2011-2013 (numbered items identified in the Transportation Element)***

3. It is recommended that the Village make residents aware of the WDOT sponsored [www.rideshareetc.org](http://www.rideshareetc.org) carpooling website that is available for Village residents to use in an effort to coordinate ridesharing.
4. Work with the apple orchards and evaluate the establishment of an orchard shuttle during the apple season.
9. Consider developing parking lot design standards and building site design standards aimed at encouraging green space and connecting parking lots/structures to pedestrian and bicycle facilities.

### ***Actions to be initiated 2011-2021(numbered items identified in the Transportation Element)***

1. Explore developing park and ride lots and/or carpooling programs for residents. A key component of this initiative would be to ensure that local and regional employers are involved in project or program development.
6. Support the County's effort to explore development of a multi-use trail system throughout the county that would connect the scenic/recreation corridors of the Mississippi River, Wisconsin River, and Kickapoo River.
21. Encourage establishing alternative routes from State Highway 171 so traffic passes through the new town center.
22. As discussed in the Land Use Element, consider a transportation enhancement (roundabout, etc.) at the intersection of State Highway 171 and 131 as a means to create an entrance to the historic downtown and improve traffic and pedestrian safety.

### ***Actions to be implemented Throughout the Planning Period (numbered items identified in the Transportation Element)***

2. Continue to support County transportation programs that provide transportation options for the elderly and disabled. Specifically, the Crawford County mini-bus and volunteer driver programs that provide a needed service to elderly and/or disabled residents of Gays Mills.
5. Encourage proposed developments to be designed sensitive to the needs of bicyclists and pedestrians.
7. Coordinate with the county Tourism Council and local tourism organizations to ensure consistency between transportation and tourism goals.
8. Support Crawford County in continuing to improve the bicycle route system established throughout the county. It is recommended that the Village work with the County and bicycling associations to ensure the Crawford County Trails system connects to Village facilities when possible. It is also recommended that future routes in the Village tie into a County and regional trail system.
10. Identify and pursue recreation and transportation grant funding for multi-use trails, park facilities, etc. from the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation.
11. Consistent with the Wisconsin Department of Transportation Long Range Transportation Plan "Connections 2030" the Village supports the addition of multimodal facilities on future State Highway projects in the Village and Crawford County.
12. Continue to support and develop connecting the railroad beds on the north and south ends of the Village to be utilized as a bike and pedestrian facility. Additionally, support the utilization of the railroad bed outside the Village limits for a multi-use trail connecting Gays Mills to other municipalities and trail facilities.
13. As a Village policy, work towards becoming a "Bike/Pedestrian Friendly" community. Actions such as identifying trail/bike parking areas, placement of bicycle racks, creating seamless connections throughout the Village, etc. are actions towards becoming a "Bike/Pedestrian Friendly" community.
14. Continue to biannually update the Gays Mills Road System on State of Wisconsin Department of Transportation's Wisconsin Information System for Local Roads (WISLR) program.
15. Continually monitor road impacts from potential business or residential expansion in the area.
16. Continue cooperation with the County Highway Department, neighboring Villages and towns and the Wisconsin Department of Transportation on public road projects.
17. Survey results indicated that residents were satisfied with the condition and maintenance (snow plowing, etc.) of Village roads. It is therefore recommended that the Village continue current budgeting practices to maintain the existing quality and level of service of existing roads.
18. Develop a connected network of streets throughout the Village. Such a street network distributes traffic among all streets and improves mobility of pedestrians and bicyclists by providing multiple travel routes.
19. Maintain current practices regarding the sharing of materials/equipment with neighboring towns, villages and the county to provide community services in the most efficient manner possible. The Village of Gays Mills has rented/leased trucks and mowing equipment from the County when their equipment has broken down or been unavailable for use. These intergovernmental relationships are important to maintain to continue to provide services to residents.
20. Support the establishment of "Rustic Roads" in the Village and surrounding area.
23. Support projects, programs and activities that create a "walkable" community. Creating a walkable connection between the new town center and the historic business district/residential area will help in creating a seamless connected Village.

## **Utilities and Community Facilities Element**

### ***Actions to be initiated 2011-2013 (numbered items identified in the Utilities and Community Facilities Element)***

1. Evaluate the need, use and viability of a community center to accommodate senior activities, cultural events, a library, youth center and other Village uses.
3. Consider establishing a neighborhood watch association to alleviate the need for added protective services for the Village.
10. Start "Music in the Park" as a weekly community event in the summer.
13. Work with the Crawford County Historical Society to maintain and improve the Log Cabin Park. In addition, explore developing a non-profit organization within the Village to operate the Log Cabin Park.
26. Develop an emergency management plan for the Village to address various disaster situations. In this process identify a shelter with emergency power generation for Village residents.

### ***Actions to be initiated 2011-2021(numbered items identified in the Utilities and Community Facilities Element)***

9. Explore developing community gardens within the Village.
15. Explore developing more youth activities/facilities in the Village.
17. Continue to work with Crawford County every five years on the updates to the Crawford County Outdoor Recreation Plan. Participation in the plan maintains eligibility for the Village and County to apply for DNR recreational grant funding to improve parks. In addition to park grants, the Village may request DNR recreational grant funding for bike/pedestrian trails in the Village.
19. Develop a plan to address the dam building located on the west bank of the Kickapoo River.
20. Explore utilizing the Kickapoo River as a source of hydro-electric energy.
22. Develop an Energy Independence Plan to fulfill the goal of the Village's 25 x 25 resolution: to convert to 25% renewable energy use by the year 2025. The Village of Gays Mills is currently working in collaboration with other towns, villages and counties in the region to develop a Regional Energy Independence Plan. This plan will include specific recommendations for energy efficiency and renewable energy for the Village of Gays Mills based on energy audits of existing buildings.
23. Implement the recommendations of the Energy Independence Plan and continue to track municipal energy use with Performance Manager software.
24. Create community-wide and residential goals for energy efficiency and renewable energy use.
25. Explore localized power generation opportunities in an effort to become energy independent.

### ***Actions to be implemented Throughout the Planning Period (numbered items identified in the Utilities and Community Facilities Element)***

2. In response to public input, continue to evaluate the need for a Village of Gays Mills Police Department.
4. Continue to maintain the Village wastewater treatment facility and water utility that serves Village residents and businesses.
5. Continue contracting with a private waste hauler (Town and Country) for solid waste collection service to residents. Under the current system garbage collection fees are paid through the tax levy and recycling is voluntary in the Village.
6. Maintain the Gays Mills Public Library and its member status of the Southwest Wisconsin Library System. The membership provides Village residents access to library materials from all over Wisconsin through WISCAT.
7. Continue to monitor the growth of the Village and the ability of the Village to provide community services. It is recommended that when the Comprehensive Plan is updated that communication with residents is facilitated to determine if the utility and community facility needs of residents are continuing to be met. This communication can be in the form of a survey(s) or public meeting(s).
8. During the planning process residents indicated that they were satisfied with the existing level of public services provided by the Village. As a policy the plan recommends that the Village Board strive to maintain the existing level of services over the planning period within the constraints of the budget.
11. Continue the farmers market as a way for local producers/retailers to market/sell their products. The farmers market serves as a means to attract consumers/tourists to the Village.
12. Continue to support and sponsor the Gays Mills Apple Festival and Spring Festival annually in the Village.
14. Maintain all parks and museums within the Village as they are vital community attractions and tourist sites.
16. The County Fair Grounds in the Village provides recreational and social opportunities for residents and visitors. The Village recognizes the value of the Fair Grounds. It is recommended that the Village continue to work with Crawford County on projects that will improve and enhance the grounds.
18. As discussed in the Transportation Element it is recommended that the Village work with Crawford County in identifying potential pedestrian/bicycle routes in and throughout the area.
21. In an effort to reduce carbon emissions, encourage alternative energy use through partnership with programs such as Focus on Energy and encourage sustainable energy systems such as geothermal and wind.



## Agriculture, Natural and Cultural Resources Element

### ***Actions to be initiated 2011-2021 (numbered items identified in the Agriculture, Natural and Cultural Resources Element)***

2. As earlier discussed, continue to work with Crawford County every five years on the updates to the Crawford County Outdoor Recreation Plan. Participation in the plan will assist in receiving grant funding assistance for improvements to local parks. Participation in developing and approval of the Crawford County Outdoor Recreation Plan maintains the Village's eligibility for DNR recreational grant funding.
10. Consistent with the Housing Element, evaluate and enhance protection of historic resources and preserve existing historic structures by exploring the use of design guidelines. The purpose for design guidelines could be to harmonize new or existing development with the historical built form and enhance the overall community character.
13. Encourage the planting and maintenance of wild flowers and native plants throughout the Village that are not considered nuisance species or contradict the Village noxious weeds regulations. Such plantings will reduce maintenance costs for the Village with regard to mowing.

### ***Actions to be implemented Throughout the Planning Period (numbered items identified in the Agriculture, Natural and Cultural Resources Element)***

1. Support policies, programs and ordinances that will maintain and enhance the Kickapoo River and streams that reach the Village of Guys Mills as these water resources are recognized as important recreation/tourism resources.
3. Work with the county in the implementation of storm water management plans to reduce runoff to surface waters.
4. Continue to prohibit development in wetland/floodplain areas through continued enforcement of existing ordinances.
5. Encourage Best Management Practices and erosion control and storm water management plans for new developments to ensure water resources are protected.
6. Promotion of Forest Best Management Practices (BMP'S)  
Woodlots and forested slopes enhance the Village's natural beauty and provide excellent habitat for wildlife. In addition, the hardwood forests support the local economy by providing valuable forest products. It is recommended that landowners utilize Forest Best Management Practices in maintaining forests and woodlots. Forest BMP's will enhance woodlots and forested lands and ensure they remain a valuable natural resource. BMP's will also reduce erosion on the Village's forested hillsides.
7. Support the County's implementation of the Crawford County Land and Water Resource Plan.
8. Promote the use of Agricultural Best Management Practices (BMP'S) by landowners and agricultural producers within the Village and surrounding area.
9. In areas of the Village not served by public sewer and water, continue to cooperate with the County zoning office to maintain existing regulations of private on-site sewer systems and private wells to protect the environment and future groundwater supplies.
11. Avoid development on lands that are of cultural, religious, or historical significance. This can be achieved by reviewing State Historical Society databases pertaining to historic structures and sites prior to approving development proposals.
12. Support the preservation of existing cultural and historic sites and activities (Log Cabin Park, churches, cemeteries, historic structures, etc.).
14. Encourage the continued diversification of the agricultural crop base and forested lands.

## **Economic Development Element**

### **Actions to be initiated 2011-2013(Economic Development Strategy identified in the Economic Development Element)**

#### Economic Development Strategy

The strategy may be developed in a series of Plan Commission meetings, detailing and prioritizing the items identified. Implementation can be achieved by eliciting support of local residents, business owners, economic development organizations including the Gays Mills Economic Development Association, and Village officials and staff.

#### **1. Preparedness and Planning**

- a. Review the Village of Gays Mills Flood Recovery Plan and incorporate economic development activities identified such as focusing on areas of broadband internet infrastructure, existing business retention and expansion, business site development, business incubators, and sustainability objectives.
- b. Review missions of and cultivate relationships with existing economic development organizations including the Gays Mills Economic Development Association and Soldiers Grove Community Development Corporation.
- c. Develop and implement economic activities that connect the Village areas (historic and new).
- d. Develop a land use map that identifies locations for businesses to grow and expand. Input gathered during the planning process indicated that supporting existing businesses and encouraging new businesses to locate and expand in the Village was important to residents. Protecting existing businesses from non-compatible land uses is very important to meeting existing and future business needs.
- e. Develop strong partnerships with existing regional organizations that currently oversee activities that promote recreation and tourism resources in the area. This includes the Kickapoo Valley Association and the Crawford County Tourism Council.
- f. Consistent with the Crawford County comprehensive plan, consider focusing economic development activities on the five strategic opportunities identified in the 2009 study on the Riverlands Region (comprised of 14 counties in Wisconsin, Iowa and Illinois) prepared by the Center of Regional Competitiveness. The five strategic opportunities identified are manufacturing, food and agriculture, business services, tourism, and innovation and entrepreneurship. Specific aspects of each strategic opportunity include:  
*Manufacturing* - from the regions industry clusters develop a regional manufacturing strategy to promote the most applicable industry clusters.  
*Food and Agriculture* - determine how the region, Crawford County, and Village of Gays Mills can create new opportunities in the emerging local foods movement including specialty, organic and branded food products.  
*Business Services* - develop a strategy to support the emergence of business services as a business cluster in the region.  
*Tourism* - combine all the "tourism assets" into a strategy that will attract more tourists to the region. The region has great tourism potential due to its location near major metro areas.  
*Innovation and Entrepreneurship* - the region has strong entrepreneurial spirit and an excellent cluster of colleges and universities. A method to invest the areas wealth into a new generation of businesses and economic opportunities not fully anticipated at this time must be developed.
- g. Support programs and identify funding sources to improve information technology services (broadband internet, fiber optic cables, etc.) for all residents. An important part of information technologies is the ability to stay current and look forward to see technological advancements.
- h. Monitor County, Regional and State programs that promote the desired businesses identified during the planning process by Village residents. Specific programs to promote/monitor:  
County Programs  
Crawford, Monroe, and Vernon Counties Revolving Loan Fund (CMV)  
Regional Programs  
Federal Economic Development Administration (EDA) programs administered through the Mississippi River Regional Planning Commission (ex. Public Works and Economic Development Program, Economic Adjustment Program, etc...)  
State Programs  
Wisconsin Department of Transportation Local Transportation Enhancements Program (TE)  
Wisconsin Department of Transportation Local Transportation Economic Assistance Program (TEA)  
Wisconsin Department of Commerce Rural Economic Development Program  
Wisconsin Department of Commerce Entrepreneurial training Grant
- i. Support Crawford County and Regional efforts to:
  1. Improve communication between incorporated and unincorporated local units of government on economic development related issues. Areas where improved communication would benefit the county and businesses include land use issues, rules/regulations, economic development tools, public infrastructure, etc.
  2. Increase recreation/tourism opportunities along the Lower Kickapoo River (Gays Mills to Wauzeka). Such recreation and tourism opportunities may include biking/walking trails, canoeing, camping, etc. In order to facilitate the recreational activities, the voluntary purchase of property or securing of access easements to provide increased public access to the natural resource may be needed.
  3. Create the economic infrastructure and economic environment in the County that enables people and businesses to manage and produce locally (when practical) the entire means for product production from natural resource to end product.
  4. Create a Crawford County Economic Development Committee. Many counties have established Economic Development Corporations to implement economic development activities. The purpose of the Economic Development Committee would be to establish the framework for developing a permanent Crawford County Economic Development Corporation. The Economic Development Committee would identify the goals, membership (private/public), and structure of a County Economic Development Corporation along with the legal method to create such a corporation. This Corporation would work closely with the Gays Mills Economic Development Corporation.
- j. Develop a website for the Village that serves as a portal for tourism information and includes appropriate resource information for existing and new business owners considering location in the Village.

#### **2. Business Attraction**

- a. Conduct a downtown market analysis to determine businesses that would be a good fit for the existing market and customer base.
- b. Define compatible businesses such as value added businesses derived from existing local resources, small businesses, tourism related businesses, etc. that will shape Gays Mills future. Big box retail in its traditional context would be inconsistent with the Village's historic past and development patterns and is an example of an incompatible development.
- c. Support the development of businesses that will provide essential services and products to Village residents (hardware store, pharmacy, dental/medical clinic, etc.).
- d. Create an economic identity (brand) for the Village, whether it be building on the apple orchard industry or developing a more diversified brand, economic identity is a critical component to the Village's future success. In developing the brand connecting historic Gays Mills to the new Gays Mills will be important.

## **Economic Development Element**

- 3. Entrepreneurship**
  - a. Support entrepreneurs clubs and business incubators that provide opportunities, resource sharing, and skills development for entrepreneurs.
  - b. Consider developing local incentives or tools such as a revolving or microloan fund, affordable start-up space, and or technical assistance to support entrepreneurship in the Village.
  - c. Support development and marketing of the Gays Mills Kitchen Incubator.
  - d. Encourage "green" businesses that conserve the natural environment as well as those that support green industries such as solar power manufacturing and bio-fuels, and green building.
- 4. Business Retention and Expansion**
  - a. Create a strategy for effectively maintaining regular contact to monitor needs of existing business owners.
  - b. Work with existing economic development organizations to improve systems for effectively matching new and existing business owners with technical support and financing programs.
  - c. Further strengthen the connection of the Apple Orchards and associated businesses to the Village. The apple orchards and their economic impact (business, tourism, identity, etc.) are vital to Gays Mills and the surrounding area. Coordinate efforts with neighboring municipalities and orchard owners to preserve and enhance the apple orchard industry.
  - d. Develop an informational packet for businesses highlighting community resources, services, and comprehensive floodplain information (agencies, regulations, insurance, etc.). Distribute this information on the Gays Mills website.
- 5. Tourism Development**
  - a. Identify key tourism assets to be integrated into a community branding strategy.
  - b. Determine next steps and resources needed for tourism asset development.
  - c. Work with the Dept. of Tourism to identify and encourage opportunities for existing businesses (including local farms and retailers) to diversify their businesses and tap into tourism markets.
  - d. Identify and recruit tourism businesses/services (ex. Lodging) that the Village currently does not have/offer. In addition, look into the future and identify potential tourism opportunities (eco tourism as an example).
  - e. Continue to support and sponsor the Gays Mills Apple Festival and Spring Festival as a way to promote tourism in the Village.
  - f. Increase exposure through coordinated marketing of tourism and recreational opportunities available in the Gays Mills area (Kickapoo River, biking trails, Apple Orchards, etc.).
  - g. Continue to support county and state recreational facilities in the area as a means to provide recreational opportunities for visitors and tourists.
  - h. Identify and pursue recreation and transportation grant funding for multi-use trails, park facilities, etc. from the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation and other organizations.
  - i. In coordination with Crawford County and the "Friends of the Fair" pursue opportunities to expand events and the use of the county fairgrounds.
- 6. Workforce Development**
  - a. Work with local schools on programs to coordinate local businesses employment needs (training, etc.) with local high schools and area technical colleges and universities. An outcome of such a program would be to create job opportunities for young workers to reduce the out migration of the area's youth.
  - b. Support school to work partnerships that expose young people to possible employment and career opportunities in the region.

## **Intergovernmental Cooperation Element**

### ***Actions to be initiated 2011-2013 (numbered items identified in the Intergovernmental Cooperation Element)***

11. Establish regular communication with neighboring villages and towns. Consider sponsoring an annual meeting with all neighboring local units of government. The purpose of the meeting would be for communities to update each other on current issue/projects, discuss possible methods to enhance cooperation, and more generally just get familiar with one another and open lines of communication. Some items of discussion could be preserving and enhancing the apple orchards (Town of Clayton's "Apple Orchard Overlay District"), identify public and private community resources that potentially could be shared, and tourism/marketing opportunities.

A major challenge of multi-jurisdiction cooperation is realizing that municipalities are not competitors but teammates. Municipalities that recognize this and identify ways to put words into action will have an advantage over other areas.

### ***Actions to be initiated 2011-2021(numbered items identified in the Intergovernmental Cooperation Element)***

12. Maintain communication and explore opportunities with the North Crawford School District to work together to provide valuable community resources. In addition, work with the school district on finding methods or defining strategies to keep and/or attract young families to the area.
16. Work with Southwestern Technical College to enhance educational opportunities for adults and children in the Gays Mills area. Currently satellite courses are available for students and adults to provide advanced classes and technical training. Increasing such opportunities will improve the local workforce and provide more opportunities for young people to remain in the community.

### ***Actions to be implemented Throughout the Planning Period (numbered items identified in the Intergovernmental Cooperation Element)***

1. Continue cooperation with FEMA, Wisconsin Department of Commerce, USDA Rural Development on flood recovery programs and grant implementation. In addition, continue to explore additional opportunities for state and/or federal assistance in recovery efforts.
2. Maintain current practices regarding the sharing of materials/equipment with neighboring towns, villages and the county to provide community services in the most efficient manner possible. The Village of Gays Mills has rented/leased trucks and mowing equipment from the County when their equipment has broken down or been unavailable for use. These intergovernmental relationships are important to maintain to continue to provide services to residents.
3. As identified in the Transportation Element, continue participation in the Wisconsin Department of Transportation's WISLER program will ensure future state funding and assist in identifying budgeting efficiencies.
4. Maintain existing fire department mutual aid agreements. The Gays Mills Volunteer Fire Department serves a large service area. Mutual aid agreements benefit everyone's safety. The fire department has mutual aid agreements with all municipalities in the County, Boscobel in Grant County and two State of Iowa counties via Crawford County's mutual aid agreements. In addition, the fire department has access to the Department of Natural Resources fire equipment (helicopter).
5. Maintain existing emergency and rescue service mutual aid agreements. Ocooch Mountain Rescue is a non- profit organization that provides first responder and ambulance service to the Gays Mills area. Ocooch Mountain Rescue maintains service agreements with North Crawford Rescue, Prairie du Chien EMS, Boscobel EMS, Tri-state Ambulance and Medlink Air.
6. Work with Crawford County and local units of government to explore the feasibility of providing state required building inspection services throughout Crawford County. In 2003, the State of Wisconsin required that all units of government enforce the State of Wisconsin One and Two Family Building Code by providing housing inspections during construction. Currently each local unit of government provides the service through contracted building inspection services. A uniform single service provider might be more efficient and cost effective for landowners.
7. Review and evaluate neighboring municipalities comprehensive plans as they are developed or revised in order to identify areas of potential conflict and/or coordination opportunities.
8. Support county and regional economic development efforts to improve the local economy by increasing the number of employment opportunities and tax base.
9. Maintain the County Sheriff's department protective services to the Village of Gays Mills. Work cooperatively with the Sheriff's Department to enhance police protection services in the Village. In addition, based on public input during the planning process, continue to evaluate the need for a Village of Gays Mills Police Department.
10. Maintain website capabilities/links with neighboring municipalities to provide information regarding the Village of Gays Mills to interested residents and visitors.
13. Work with county departments on finding ways to maximize services for residents (Highway Department, police services, etc.) In addition, explore economic development tools, strategies and resources with the County and work cooperatively on economic development efforts.
14. Consider regional marketing opportunities with other governmental/non-governmental units. There are numerous governmental and non-governmental organizations that promote the Kickapoo Valley area and specific events/attractions. If local resources were combined into a regional marketing strategy (sensitive to all the various events/attractions) more value for the dollars spent may be realized by local organizations.
15. Support the County in its efforts to explore shared staffing/services between local units of government. Often local units of government have the same needs for services, but because of their size and budget constraints the needed services go unmet. This often leads to missed opportunities (grants, knowledge/awareness, specific skills, etc.) that could improve the local community and/or County. Sharing of staff between local units of government could help in providing needed services throughout the County.
17. Maintain informal snow plowing agreements with the Village of Bell Center, Town of Utica, and the Town of Clayton. Snow plowing agreements allow municipalities to provide snow plowing services in the most cost efficient manner.

**Sustainability Element**

The policies, programs/actions, etc. to implement the Sustainability Element were taken from the other elements of the comprehensive plan. Therefore by implementing the policies, programs/actions, etc. identified in the other elements the sustainability goals are achieved.

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# **APPENDIX A**

## **HISTORICAL INFORMATION REFERENCE LIST**





## Appendix A

### **Additional historical, planning and reference materials available at the Gays Mills Public Library:**

*Application to incorporate the Village of Gays Mills*, filed July 1900, 22 handwritten legal size pages

*Assessor's Plat of Gays Mills (map)*, Compiled by Brock & Co., Chicago, 1932, 2 oversized pages

*Gays Mills Centennial Souvenir Booklet*, May 15 & 16, 1948, 64 pages

*Flood Damage Reduction Study*, Gays Mills, Wisconsin. Stockholm & Vandewalle, Madison, WI, August 1979, 51 pages

*Gays Mills & Power Station Reuse Study*. Thomas R. Zahn & Associates for Old Mill Preservation Society, February 2005, 36 pages.

*Design Study, Local Flood Protection - Kickapoo River at Gays Mills, Wisconsin*. Corps of Engineers, 1985, 37 pages plus 3 appendices.

Public Information Meeting - Gays Mills Flood Control. 6/11/85, 12 pages.

*Come Rain, Come Shine - A Case Study of a Floodplain Relocation Project at Soldiers Grove, Wisconsin*. William S. Becker, 56 pages.

*Long Range Planning for Flood Damage Reduction in Selected Wisconsin Communities: The Kickapoo Project*. The Kickapoo Valley Flood Damage Reduction Plan. FEMA, 1981.

*Review of Alternatives for the Kickapoo River Valley*. Federal-State Task Force Report - A Framework for Action. March 1979.

*Gays Mills - Report to the President's Federal-State Task Force on Kickapoo River Flood Damage Reduction*. November 1978, 10 pages.

*Work Plan for Watershed Protection & Flood Prevention: Blackhawk-Kickapoo Watershed, Crawford & Vernon Counties, Wisconsin*. 1972.

*Flood Insurance Rate Map (FIRM) Village of Gays Mills*, FEMA, National Flood Insurance Program, revised March 5, 1990

*"Kickapoo Community Sanctuary": Keeping Our Rural Past While Stepping into the Future, Creating an International Model, Community Conservation*, Gays Mills, 5/12/2008, 13 pages

*Owning Rural Lands: A Guide for the Kickapoo River Watershed 2<sup>nd</sup> Edition*. Valley Stewardship Network, Viroqua, Wisconsin second addit. January 2007, 26 pages

*Landowner's Toolbox: A Reference for Landowners who Wish to Sustain and Conserve Resources in the Lower Kickapoo Watershed.* Kickapoo Initiative, Steuben, WI, 14 pages. (includes description & contact information for 17 area organizations and programs)

*Gays Mills Sesquicentennial Souvenir Booklet,* July 4 & 5, 1998, 64 pages

*Pictures from the Past, Village of Gays Mills Sesquicentennial Calendar,* 1998

*History of Gays Mills Orchards.* Bill, Marlene & Andy Meyer, Crawford County Historical Society, August 1995, 3 pages

*Long- Term Community Recovery Plan,* Gays Mills, Crawford County, WI, FEMA Region V, Chicago, November 2008, 76 pages

*Submitted comments to Gays Mills Long- Term Community Recovery Plan October 2008 Draft.* Craig Anderson, 5 pages and Charley Preusser, 1 page

*Initial Recommendation for Action on Certain Properties.* Flood Recovery Committee (to Gays Mills Village Board), October 24, 2007, 11 pages

*Workshop packet on regulations, requirements, bidding construction, etc. for flood recovery work in Gays Mills and Soldiers Grove.* La Crosse Area Builders Association, 2007, 84 pages.

**APPENDIX B**

**PUBLIC  
PARTICIPATION  
PLAN**



# Public Participation Plan For The Village of Gays Mills Comprehensive Plan

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## 1. Introduction.

Section 66.1001(4)(a) of Wisconsin Statutes requires the governing body of the local government unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services, and public meetings for which advance notice has been provided, in every stage in the preparation of the comprehensive plan. These written procedures contained within this Public Participation Plan have been developed to meet this requirement. This Plan will guide public participation throughout the Village's Comprehensive Planning Process.

This Public Participation Program offers all citizens, businesses, other units of government, and other parties a range of opportunities to participate through the planning process in a meaningful way to shape the future of the Village. Effective public input is critical for the success of this planning process because it is our citizens, businesses, and other organizations that will experience the results of the objectives, policies, goals and programs of the Comprehensive Plan in the future.

Our participation program is designed to be inclusive. It encourages people to participate in the process and to maximize the effectiveness of their contributions. The opportunities are open to everyone.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all Village decision-making processes
- Provide opportunities to disseminate information about the Plan and process to all segments of the Village;
- Strengthen the relationship between our decision makers and citizens; and,
- Develop a shared vision for the future of the Village of Gays Mills.

## 2. Public Participation Methods and Opportunities.

The Village of Gays Mills has established the following list of public participation methods and opportunities.

### a. Community Survey.

A community survey will be distributed to Village of Gays Mills households and businesses. The survey will be designed to obtain public opinions and preferences on issues important to them and on issues related to the nine comprehensive plan elements. The survey cover letter will also announce to the community that the Village is beginning the comprehensive planning process and public involvement is important.

### b. Existing Conditions, Key Issue Identification and Goal Setting Meetings.

The Village will host at least three of these meetings during the planning process. Research on past and existing development trends will be reported on during this meeting, key Issues will be identified and goals developed to guide planning decisions for the Village over the next 20 years. Staff of the Mississippi River Regional Planning Commission (MRRPC) will participate in these meetings and engage participants in a discussion about issues and opportunities that should be addressed in the comprehensive planning process. Participants will also be offered opportunities to provide written comments during these meetings and to prioritize the issues that are of biggest concern to them. These meetings will also have a question and answer period to respond to any questions meeting participants have. The results of these meetings and the survey results will provide the foundation for any objectives, policies, goals or programs that are included in the Village's Comprehensive Plan.



c. Reviewing and Distribution of the Planning Documents

Should the comprehensive plan make any changes to the allowable use of a property for nonmetallic mining of resources, the property owner and those with a leasehold interest in the property may review and obtain copies of proposed, alternative, or amended elements of the Village's Comprehensive Plan at the Village Library, at the Crawford County U.W. Extension Office, or by obtaining these documents through the Village's website.

d. Website.

The Village will post on its website information related to the Village Comprehensive Plan planning process. This information may include agendas, minutes, draft plan elements, amendments, reports, maps, photographs, and survey results.

e. Written Comments

As mentioned in b. above The Village will always welcome and consider written comments and will respond either in writing or by public comment during public meetings and or through the media.

f. Meeting Notices.

The Village will post meeting notices for each meeting and event in a timely manner at accessible locations, and the notices will meet the requirements for proper notification regarding purpose of meeting, date, time and location.

g. Public Hearing.

The Comprehensive Planning Law requires municipalities to hold at least one (1) formal public hearing with a Class 1 public notice that is published 30 days before the hearing prior to adoption of the Comprehensive Plan' resolution or ordinance. Prior to adoption of the Final Comprehensive Plan, the Village will conduct this required public hearing as its third public meeting on the Comprehensive Plan.

h. Plan Recommendation Resolution

The Planning Commission or other body of the Village that is authorized to prepare or amend the Village Comprehensive Plan may recommend the adoption or amendment of the Comprehensive Plan only by adopting a resolution by a majority vote of the entire commission or other body. The vote shall be recorded in the official minutes of the plan commission or other body. The resolution shall refer to maps and other descriptive material that relate to one or more elements of a comprehensive plan. Upon adoption of the Plan or of an amendment to such a Plan the Plan and its resolution shall be distributed by the Village to recipients listed in Section 66.1001(4)(b) of the Wisconsin Statutes.

i. Plan Adoption by Ordinance.


No comprehensive plan that is recommended for adoption or amendment under h. above may take effect until the Village Board enacts an ordinance that adopts the comprehensive plan or amendment. Upon adoption of this ordinance it shall be filed with at least all of the entities specified in Section 66.1001(4)(b) of the Statutes.

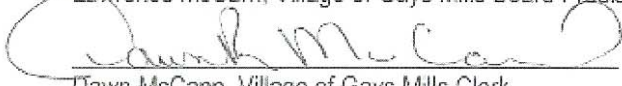
j. Other.

Planning is a continuous process that does not end with the adoption of the Plan. Since new issues and unforeseen circumstances will always arise the Village may amend its Comprehensive Plan with proper public input and in accordance with Village policies and State Statutes at any time.

3. Adoption.

Village of Gays Mills adopted this Public Participation Plan on this 2<sup>nd</sup> day of November, 2009.

  
Lawrence McCann, Village of Gays Mills Board President

  
Dawn McCann, Village of Gays Mills Clerk

**APPENDIX C**

**PLANNING  
INFORMATION  
MEETING**

**NOVEMBER 15, 2009**

**RESPONSES  
TO  
ISSUE IDENTIFICATION  
EXERCISE**





**Village of Gays Mills Planning Information Meeting – November 15, 2009**  
**Responses to Issue Identification Exercise**

Group No.	Rank	Response
<b>LAND USE</b>		
<b>1</b>	1	Bike trails – recreation Usage of empty lots (deed restricted lots) Community gardens/agriculture Small livestock areas
	2	No heavy industry Toxic waste - none
	3	Development of riverfront for local and tour usage Walkable
<b>2</b>	1	Suspension of short-term leases of empty lots, designate garden plots-public
	2	Review/remove limitation of conservation areas so it can be used for development
	3	Better utilization of public recreational waterfront, maintain eclectic aesthetic, river cleanup Patchwork of public and private land
<b>3</b>	1	Promote river
	2	Bike and walking paths - benches
	3	Historical markers (save history) No CAFO's Business District: main street, medical center, concentrated-walkable, plan in use for cleared lots, preserve natural beauty, water wheel – develop mill
<b>4</b>	1	Preserve historic buildings
	2	Multi-use garden spot for residents
	3	Church lots set aside for community Proximity of commercial to residential No business or residential in floodplain
<b>5</b>	1	Maintain tax base
	2	Maintain Village atmosphere Sprucing up property
	3	Recreational facilities, camping, river walk Medical facilities – clinic Update zoning
<b>6</b>	1	Housing
	2	Businesses – new business
	3	Recreation and tourism Cultural Center Museum close to library (to house local finds), Library River control Activities for young people in the area/region Agriculture Old business – their future Save old school house Walk, bike etc. trails Tourism
<b>7</b>	1	Commercial properties
	2	Mark available camping spaces and parks
	3	Designing beautification of cleared properties, maintenance of vacant properties Community gardens
<b>8</b>	1	Clean up old, rotting, buildings, homes and businesses
	2	Protection of historic structures – power building, school, church
	3	Talking about all of the Village and connection Churches position/location in Village Recreational Connections/bike path

Group No.	Rank	Response
<b>TRANSPORTATION</b>		
<b>1</b>	1	Ride share program
		Bus/small scale mass transit
	2	Bike rentals – bike lanes on highway
	3	River usage - canoe Alternative energy recharging site Street scaping/lighting
<b>2</b>	1	Create sidewalks and bike paths between Village segments on 131
	2	Speed limit reduction
	3	Enhance existing trail river side
		Shuttle service
<b>3</b>	1	Elderly transportation
	2	Delivery service
	3	Interstate bus service
		Walkability/trails Highway bike path
<b>4</b>	1	Public transportation buses
	2	More bike trails – combined use walking paths
	3	Apple season shuttle from Town
<b>5</b>	1	Lower speed limit along 131
	2	Sidewalks along 131
	3	Bicycles, horse paths – Gays Mills to Solders Grove
		Biking trails No roundabouts Elderly transportation
<b>6</b>	1	Speed limits with no roundabouts
	2	Senior transportation in Town and beyond
	3	Bike trails/hiking/ski & horse
		Intercity transport (bus) Parking and garaging
<b>7</b>	1	Tourist train
	2	Walking and bike path
	3	High speed train
<b>8</b>	1	Widen and provide bike route on all improved roads & others
	2	Shared ride program available
	3	Shared bike lock program for throughout Village

Group No.	Rank	Response
<b>ECONOMIC DEVELOPMENT</b>		
<b>1</b>	1	Business incubator, development of old school building
		Farmers market expansion
	2	Apprenticeship programs, farm internship
	3	Retaining existing business
<b>2</b>		Branding/marketing Gays Mills
		Developing eco tourism
	1	"Industrial park" identification
	2	Restaurant/bar
<b>3</b>	3	Bed & Breakfast/Motel & Eco tourism
		Crafts/artisan shops/cooperative
		Chamber of Commerce
	1	Develop tourism as part of our economy
<b>4</b>	2	Develop value added agricultural business
	3	Retain existing businesses in Town
		Strengthen connection between orchard and the Village
		Save and reuse old grade school
<b>5</b>		Agriculture – redevelop
		Develop green industries
		Tram to Kings lookout, Clean trees from lookout
		We need to insure deliveries to our businesses (wholesale)
<b>6</b>		Need motel and B&B's
	1	Assembly plants
	2	Light industrial
	3	Medical clinic, dental clinic
<b>7</b>		Fast food in area, pizza joint
		Healthy eateries
		Hardware store, Sporting goods store
	1	Hardware store
<b>8</b>		Pharmacy
	2	Grocery store, local food
	3	Co-ops
		Outdoor store
<b>9</b>		Entertainment
		Jobs – municipal hiring hall – job service
	1	Industry – new and existing
	2	Tourism – (Hotels, B&B) and recreation
<b>10</b>	3	Café
		Camper parking
		Community kitchen
		Orchard promotion
<b>11</b>		Recreational – canoeing on Kickapoo
		Farmers market, Organic farming
		Housing – promotional signage
	1	Doctors office and Dentist
<b>12</b>	2	Bait and Tackle
	3	Variety store
		Mark camping
<b>13</b>		Clothing store
		Al Bahr can make a tourist hotel, Bed and Breakfasts
	1	Non franchise type businesses – need small variety store, hardware
	2	Growth of what we have already
<b>14</b>	3	Elderly care, clinic with pharmacist
		Manufacturing
		Liquor store
		Lodging

Group No.	Rank	Response
<b>HOUSING</b>		
<b>1</b>	1	Existing housing preserved
	2	Green/sustainable building practices, no vinyl siding
	3	Good economic balance in housing stock
		Large Lot sizes
		Affordable houses
		Development of trailer park
<b>2</b>	1	Zoning enforcement
	2	Existing housing with continuing maintenance
	3	Affordable quality homes (zoning)
		Mixture of owner-built designs
<b>3</b>	1	Value and preserve architectural character
	2	Green housing - required
	3	Elevation and saving of old houses. Use traditional neighborhood design in the new areas.
		Recycling material from houses being torn down
		Life cycle housing – for young and old
<b>4</b>		Single family houses over apartments
	1	Bed and Breakfast - Motel
	2	Affordable housing, multi-unit housing – senior care
	3	Affordable housing – single
<b>5</b>		New housing built for EEF standards
		Affordable
		Energy Efficient
		Village atmosphere
		Design choices
<b>6</b>		Elderly housing
	1	Multi-family
	2	Security/police, insurances and taxes (reassessments), water/sewer/electricity
	3	Zoning
		Single family
		Parking
<b>7</b>		Affordability
		Location (stay or move?)
		Garages
		Renovations
	1	Single family dwellings
	2	More mobile home parks
<b>8</b>	3	Affordability
	1	Variety of color in housing design
	2	Rentals/affordable
<b>9</b>	3	Affordable housing/variety of housing

Group No.	Rank	Response
<b>UTILITIES AND COMMUNITY FACILITIES</b>		
<b>1</b>	1	The Town should generate its own hydro-power
		Back-up generator
	2	Skate Park – Youth Center
	3	Solar powered street lights Development of community solar/wind power/geo-thermal
<b>2</b>	1	Maintain existing sidewalks, don't remove them
	2	Improve water quality
	3	Storm water management on 131
		District heat
		Public restrooms in north Gays Mills
		Bike path, walking path, ski trail, ice skating, sledding, skiing hills Keep sidewalks clear of ice and snow
<b>3</b>	1	Preserve library, firemen, rescue squad; hire back our police department
	2	Senior center, activities for seniors
	3	At all cost, keep our grocery store
		Large community center
		Keep water and sewer affordable
		Promote energy efficiency and alternative fuels Cooperate and share with Soldiers Grove and Bell Center
<b>4</b>	1	Recreational community center
	2	Energy provider
	3	Alternative energy – hydro generator
<b>5</b>	1	Community center/event space
		Event area – outside festivals
	2	Updating and upgrading fire and emergency services
	3	Fluoridate water Increase energy efficiency of buildings Alternative energy sources
<b>6</b>	1	Cultural spaces/community center (community kitchen and café)– large enough for 300 people, accessible parking (lighted)
	2	Lighting throughout including parking
	3	Clinic
		Recreation for teens & teen advisory committee
		Costs
		Keep swimming pool Coffee shop
<b>7</b>	1	Doctors office, dentist offices
	2	Community building
	3	Museum
		Movie theatre, roller rink, bowling alley, arcade
<b>8</b>	1	Community Center – library - gathering
	2	Recreational district – transformation of existing town
	3	Trail connections
		River access and cleanup
		Water quality

Group No.	Rank	Response
<b>AGRICULTURE, CULTURAL AND NATURAL RESOURCES</b>		
<b>1</b>	1	Retention of current community building for family and cultural events
	2	Promoting eco-tourism Promote arts and culture Promoting Folk Festival Log cabin Village as a living history museum, development of dam museum, cultural workshops/Folk school
	3	Promoting organic farming Community garden
<b>2</b>	1	Review and limit commercial agriculture in residential areas
	2	Protect and improve tree growth Sponsor permanent art installations
	3	Encourage community gardening in designated areas, support farmers market
<b>3</b>	1	Keep farmers market
	2	Agriculture needs to be the foundation of our local economy Promote new crops and products to replace loss of traditional agriculture
	3	Better hookups for campers Goats and sheep keep grass down in vacant lots Community garden Keep river clean and usable Canoe to Wisconsin River Bait shop, bike and canoe rental Clean up and promote Log Cabin Park Historical and cultural markers - pictures
<b>4</b>	1	Fishing dock – handicapped accessible
	2	Botanical garden
	3	Bandstand in park Co-op gardens Increase pheasant stocking Increase stocking in river Increase tourist adv. Canoeing river – clean river Produce auction center
<b>5</b>	1	Maintain orchard financial health Community garden Arboretum
	2	Music in park
	3	Ethnic cooking classes in community kitchen
<b>6</b>	1	Looking for new ways of using our own resources – beekeeping, new uses
	2	Museum
	3	Dredge the slews for fishing/recreation area, hunting and fishing coop with sportmans club, etc. Trails Farmers market and community kitchen Utilizing the Kickapoo
<b>7</b>	1	More access to river
	2	Leave agriculture property as is Preserve and restore the old mill Historical markers Museum
	3	
<b>8</b>	1	Agriculture- Farmers market, Coordinate our growers for larger markets, local sales distribution
	2	Natural Resource - Clean up river for tourism, No light pollution
	3	Cultural – Local music performed in “Central park”, performances/local theatre, expansion of lots of seasonal events in all districts

Group No.	Rank	Response
<b>INTERGOVERNMENTAL COOPERATION</b>		
<b>1</b>	1	Consolidation of government response to disaster and recovery. FEMA, DNR, Village, Insurance, State Inspector all have different rules and regulations. No consistency amongst government agencies. Standardize procedure for disaster recovery.
	2	Village Board need microphone to follow Roberts Rules of Order
	3	Combine North Crawford and Seneca Schools DNR and DOT way too controlling
<b>2</b>	1	Review and increase relationship between Village and township
	2	Police presence in Village
	3	Increase personal understanding of extra-Village government agencies Public ombudsman representing community interest to other government agencies Encourage county human services for outlying areas
<b>3</b>	1	Keep CDA working with Village and flood recovery
	2	County needs to support Country Fair. Attract people from other parts of the County.
	3	Need a new Village Board. Meetings need to be facilitated. Work with Soldiers Grove to connect with bike trail to Readstown Share police officer with Soldiers Grove Need a sound system at Village Board meetings because they don't speak up so residents can hear More referendums for resident input
<b>4</b>	1	Vocational school – Extension
	2	N/C School
	3	County fair connection More from CAP program DNR
<b>5</b>	1	Governments locally and surrounding – communicate Village and government cooperation
	2	Institute of the Study of Karst Land stewardship
	3	Intergovernmental authority for maintenance of the Kickapoo
<b>6</b>	1	Continue and enhance grant proposal writing
	2	Dan Kapanke and state and federal
	3	School District – renew talks with Seneca, e.g. relationships with neighboring towns Community development groups Working with DNR
<b>7</b>	1	Less DNR involvement
	2	Less government involvement
<b>8</b>	1	County cooperation in region Regional connections and initiatives Driftless region initiatives

**Village of Gays Mills Planning Information Meeting – November 15, 2009**  
**Responses to Keeps and Changes Exercise**

<b>KEEP</b>		<b>CHANGE</b>	
<u><i>Development</i></u> Traditional neighborhood design Variation in architecture Landscaping Old Village look The natural stone and wood buildings Architecturally pleasing structures Old down town Part of down town Flow through original town – as is Old buildings on Main Street-refurbish My house in residential area/not commercial Residences exceeding base flood elevation Eclectic architecture Traditional storefront downtown district Good shape existing residential buildings The Village as is Neighborhoods Old neighborhood sensibility with porches Walkability of commercial district Main Street – walkable commercial district Old historical buildings/homes/trees Our beautiful Main Street Main Street Main Street whether here or some other place Existing Main Street The Main Street The original Village in tact The “new” development out  <u><i>Economic Development</i></u> Viable business/services Keep local business but move to above floodplain Newspapers commitment to the Town Village greenhouse Apple orchard/ organic foods/ natural “images” Apple Festival Local business-vibrant Old business All businesses Grocery store-Main Street Grocery store-Main Street Business Central location of businesses Encourage local business but more to above floodplain Laundry Mat Locker Restaurant Restaurant	<u><i>Village Facilities/Services</i></u> School system Large community center room Trails behind Bab Bldg Pool Trails behind Bab Bldg Pool Community building Community building Community building Community building Our beautiful community building Swimming pool Community building  <u><i>Historic/Cultural</i></u> Old churches Churches Old school Old school by dam Old school house by river Dam house Keep dam building  <u><i>Transportation</i></u> Hwy 171 traffic Flow of Hwy 171  <u><i>Environment</i></u> Best of old houses/buildings-architectural character Darkness – don’t want to see location from miles away Natural flow or River Trees River  <u><i>Additional Keeps</i></u> Store building My house – am elevating now My home My house Positive attitudes Look Proximity to River Low taxes Newer buildings built to exceed base flood level elevation	<u><i>Development</i></u> Raise houses in the Town The look of most “plain” buildings Move all residences Raise all floodplain buildings Location of new Town Tearing down of houses and buildings – raise and refurbish instead Move mushroom factory Lose rickety old structures on Main Street and make free garden zones Encourage decorative art in place of buildings The uniform proposed building styles of N. Mills Eliminate all homes out of floodplain Move everyone out of floodplain downtown Take all residents from floodplain Residents out of floodplain Post office to Main Street  <u><i>Economic Development</i></u> Low level of income More employment opportunities More small business European style Need more industry New business Jobs More businesses Get more tourist shops More economic growth Tourism More businesses Mikes pub re-opening Medical access Need more doctors and dentists in Village Abandonment of existing business district on 171 New development of business Factory/business – employment opportunities needed Better tourist promos Develop mercantile area out of floodplain More businesses/jobs Greater economic development Greater energy independence	<u><i>Property Maintenance</i></u> Eyesores – run down property-junk Unattractive properties (rubbish, painting) Remove old unusable buildings on Main Street Vacant buildings Clean up old buildings etc. Clean out damaged/condemned buildings Demo of existing houses Reduce garbage/run down feeling of Gays Mills Mushroom farm (clean it up) Fix up the Dam buildings  <u><i>River/Flooding</i></u> “Long range” plan for flood recovery Reduce flood damage Flood devastation Less flood impact River as a danger to assets Remove dam The river Peoples fear of more floods  <u><i>Transportation</i></u> Fast traffic through developed neighborhoods along 131 Hwy 171 Hwy 131 in front of bank  <u><i>Environment</i></u> The junk and trees in Kickapoo Change river as in clean it up  <u><i>Additional Changes</i></u> Attitudes More genuine opportunities for pre-teens & teens Aversion to change Lack of restaurants Peoples indifference Negative attitudes Decision made by people who live out of Town Opposing views of people from “outsiders” from other areas Mushroom factory Bring the Village together (the old guard vs new) Everyone leaving Rumor informing decisions



**Village of Gays Mills Planning Information Meeting – November 15, 2009**  
**Responses to Keeps and Changes Exercise**

KEEP		CHANGE	
<u>Openspace/rural atmosphere</u> Natural Beauty of the area Lack of congestion/openness Small town atmosphere Small town friendliness Small town character Small town feel Peaceful community Local atmosphere River as part of community Parks Parks Beauty Small town atmosphere The beauty (w/o McDonald) Parks available Fairgrounds Fairground area Parks Trees/green space/parks "Small Town Feel" Community Our beautiful small town feel The Park Small town activities Park with campers by the River Trail/Path that runs along river Country character of Town Parks/fairgrounds/recreation Small town feel Valley beauty Quality of life Community Community of residents Friendly people		<u>Outdoor Recreation</u> River walking path – accessible & longer Add hike/bike trails Develop hiking trail on old rail bed More bike trails More bike trails Canoe Access Need bike trails Snowboard hill with chair lift Ski hill with chair lift Make walking path More walking paths Bike and walking trail Improve river area – camping etc. Make a park and camper recreation area The riverfront – more accessibility Recreation – tourism Need recreation for all ages Enhance the river and its scenic beauty More community events  <u>Village Facilities/Services</u> Vision/promotion of Village & Village Board Community center/library/ Village office as one center Activities for seniors (senior center) Larger library Appearance of Main Street Municipal buildings Village Board Long Range Planning Committee Put a storm drain in my block Build a real fountain from the artesian well that flows under Lyons Park	

"Keeps and Changes" exercise responses have been grouped by subject category. The subject categories and grouping of responses are based on the Plan Commission's judgment.

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# **APPENDIX D**

## **Relocation/Acquisition Property Status Report**



# **Gays Mills Relocation/Acquisition Property Status Report**

*Status of FEMA Buy Out - 12/1/2010*

<b>Address</b>	<b>Razed or Moved</b>	<b>To Be Razed or Moved</b>	<b>Elevated</b>
232 S. Gay Street	X		
423 Orin Street	X		
322 Grove Street	X		
236 S. Gay Street	X		
336 S. Railroad Street	X		
224 S. Gay Street	X		
400 Orin Street	X		
302 Grove Street	X		
326 Grove Street	X		
108 Grove Street	X		
220 S. Gay Street	X		
414 Orin Street	X		
314 Orin Street	X		
403 Orin Street	X		
325 Grove Street	X		
413 Main Street	X		
302 Rebecca Street	X		
311 Grove Street	X		
204 S. Railroad Street	X		
202 State Hwy. 131	X		
204 E. Park Street	X		
206 Hwy. 131	X		
202 Grove Street	X		
312 Grove Street	X		
121 State Hwy. 131	X		
214 S. Rebecca Street	X		
317 Orin Street	X		
218 S. Rebecca Street	X		
324 Main Street	X		
313 Orin Street	X		
309 Main Street	X		
311 Main Street	X		
406 Orin Street	X		
16280 Hwy 131	X		
318 Orin Street		X	
420 Main Street		X	
105 Main Street		X	
412 Main Street		X	
217 S. Gay Street		X	
320/322 Main Street		X	
225 Main Street		X	
326 Main Street		X	
229 S. Gay Street		X	
325 Orin Street			X
411 Orin Street			X
306 Grove Street			X
213 S. Gay Street			X
113 State Hwy. 131			X
228 S. Gay Street			X
121 Orin Street			X
422 Orin Street			X
118 N. Rebecca Street			X
306 S. Rebecca Street			X
205 Orin Street			X
308 Orin Street			X
212 Park Street			X
111 Orin Street			X
208 Grove Street			X



# **APPENDIX E**

## **GAYS MILLS ROAD INVENTORY**

### **WISCONSIN INFORMATION SYSTEM FOR LOCAL ROADS (WISLER)**





STATE OF WISCONSIN  
DEPARTMENT OF TRANSPORTATION  
WISCONSIN INFORMATION SYSTEM FOR LOCAL ROADS  
City/Village/Town/County Certified Mileage List - (R-03)  
January 1, 2009

County of Crawford (12)

Village of Gays Mills (131)

Road Name	Gross Miles	County Miles	Municipal Miles	Arterial	Collector	Local	Arterial	Collector	Local
Appleland Drive	0.24		0.24						0.24
Bluebird Ln	0.2		0.2						0.2
Brockway Dr	0.23		0.23						0.23
Cedar St	0.17		0.17						0.17
Cemetery Rd	0.4		0.4						0.4
Empire Ave	0.11		0.11						0.11
Evergreen St	0.17		0.17						0.17
Frank Orchard Rd	0.3		0.3						0.3
S Gay St	0.36		0.36						0.36
Grove St	0.31		0.31						0.31
Hagar Hollow Rd	0.15		0.15						0.15
Hemlock St	0.05		0.05						0.05
I St	0.3		0.3						0.3
McIntosh Ct	0.07		0.07						0.07
Mulberry St	0.13		0.13						0.13
Old Gays Rd	1.66		1.66						1.66
O'Neal Rd	0.23		0.23						0.23
Opals Ln	0.51		0.51						0.51
Orin St	0.22		0.22						0.22
W Orin St	0.13		0.13						0.13
Park St	0.15		0.15						0.15
W Point Rd	1.24		1.24						1.24
S Post St	0.09		0.09						0.09
N Railroad St	0.13		0.13						0.13
S Railroad St	0.33		0.33						0.33
N Rebeca St	0.09		0.09						0.09
S Rebeca St	0.29		0.29						0.29
W River Rd	0.98		0.98						0.98
Robb Park St	0.15		0.15						0.15
Royal Ave	0.25		0.25						0.25
School St	0.28		0.28						0.28
Spruce St	0.09		0.09						0.09
Stevenson Rd	0.13		0.13						0.13
TOTAL MILES	10.14	0	10.14	0	0	0	0	0	10.14

Source: State of Wisconsin Department of Transportation- WISLER, 2009