

Rising As a Region

***A Regional
Comprehensive
Plan
For the
Mississippi River
Region
2014 - 2034***

***Prepared by:
Mississippi River Regional
Planning Commission, serving
the Wisconsin counties of
Buffalo, Crawford, Jackson,
La Crosse, Monroe, Pepin,
Pierce, Trempealeau and
Vernon***

MRRRPC





**MISSISSIPPI RIVER
REGIONAL PLANNING COMMISSION**

1707 Main Street, Suite 435
La Crosse, WI 54601
Phone: (608) 785-9396
Fax: (608) 785-9394
Email: plan@mrrpc.com
Website: mrrpc.com

James Kuhn, Cashton WI
Chairman
Margret Baecker, Independence WI
Vice Chairman
Vicki Burke, Onalaska, WI
Secretary & Treasurer
Greg Flogstad, Onalaska, WI
Director

Dear Residents and Visitors to the Mississippi River Region,

December 10, 2014

We are pleased to provide you the Regional Comprehensive Plan for the Mississippi River Region titled *Rising as a Region*. The Regional Comprehensive Plan was prepared to help deal with the future that we all share a responsibility for.

What will the future look like? Better jobs, better roads, high quality education systems, decent housing, clean air, clean water, high quality recreation, and scenic landscapes are things people value that are expressed in surveys, public meetings and local comprehensive plans. As such, these things about the future that people value, are the things this Regional Comprehensive Plan addresses.

There are many regional goals and recommendations put forth in Chapter 9 - Implementation that individuals can undertake, but to get the biggest boost in attaining what we value all the Region's resources should be considered for leverage. The tables, maps, and inventories in this Regional Comprehensive Plan identify many but not all the resources we have to consider. To prudently apply these resources we must work together both within and across jurisdictional boundaries and business sectors. Working regionally through public and private partnerships our capacity to achieve will be greater, more cost beneficial and the Mississippi River Region will be stronger for it.

Another important purpose of the Regional Comprehensive Plan is to provide greater awareness of regional resources, needs, opportunities and goals that when analyzed collectively will help the Region's communities and businesses grow through better informed decisions. It is therefore hoped the Region's counties, local governments, businesses, institutions, and economic development organizations use the information, goals and recommendations in the Regional Comprehensive Plan in their planning and development initiatives.

The Regional Comprehensive Plan was prepared in accordance with Wisconsin's Comprehensive Planning Law, Statute 66.1001 and Wisconsin's Regional Planning Commission Statute 66.0309. The Regional Comprehensive Plan is advisory. The Regional Comprehensive Plan does not have regulatory power or authority over communities. It is a compilation of regional data, maps, narrative analysis, goals, and recommendations that the Mississippi River Regional Planning Commission prepared based on research, a regional survey, numerous discussions at the Mississippi River Regional Planning Commission's public bimonthly meetings, nine public open house meetings and a public hearing.

We hope you find *Rising as a Region, a Regional Comprehensive Plan for the Mississippi River Region* useful and we look forward to working with you to make the Region an even better place for us and future generations to enjoy!

Hard copies of the Regional Comprehensive Plan can be purchased at the Mississippi River Regional Planning Commission office or downloaded for free from our web site: mrrpc.com.

Sincerely
Mississippi River Regional Planning Commission

Greg Flogstad, Director

A Nine County Economic Development District Providing Planning and Economic Development Services
▪ Land Use Planning ▪ Zoning and Subdivision Ordinances ▪ Transportation Planning ▪ Economic Development Planning
▪ GIS Mapping ▪ Recreation Planning ▪ Revolving Loan Fund Administration ▪ Grant Writing ▪ Socioeconomic Data Dissemination
▪ Assist Local Interests in Responding to State and Federal Programs ▪ Advisory Service on Local Planning Issues
▪ Coordinating Agency for Programs and Activities ▪ Public Advocacy on Issues Affecting Our Region

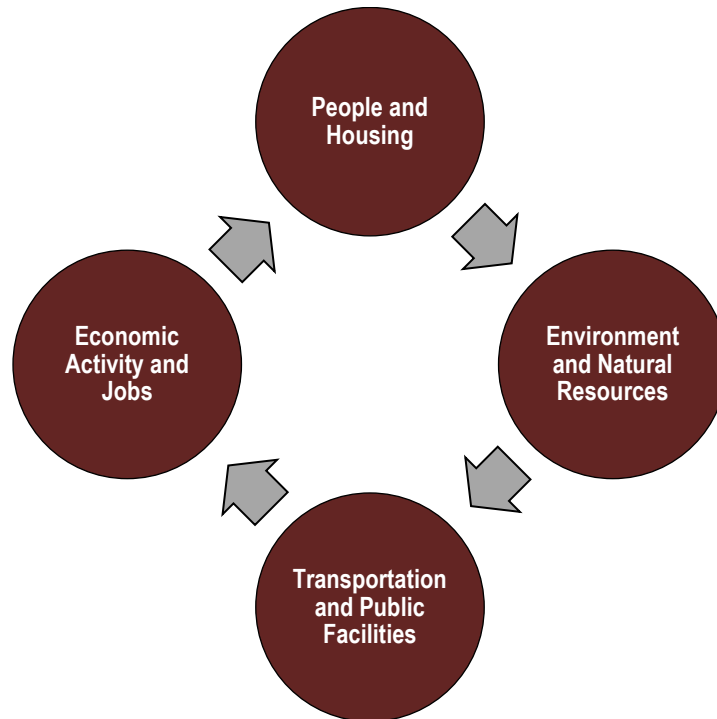
Prepared By:
Mississippi River Regional Planning Commission
December 2014

PREFACE

The Mississippi River Regional Planning Commission has prepared this Regional Comprehensive Plan 2035 in accordance with Wisconsin's Comprehensive Planning Law, Statute 66.1001 and Wisconsin's Regional Planning Commission Statute 66.0309.

Purpose and Benefits of a Regional Comprehensive Plan

The purpose of this regional comprehensive plan is to provide greater awareness of regional resources, needs, opportunities and goals that when analyzed collectively will help the region's communities grow and prosper through better informed decisions relating to:



Facts about the Regional Comprehensive Plan

- The Regional Plan is advisory
- The Regional Plan is based on analysis and documentation of regional assets and needs that no one else has conducted in a comprehensive manner
- The Regional Planning process included adoption of public procedures to foster public participation
- Once a Regional Plan is adopted it can be amended at any time subject to proper notice and public hearing as specified in Wisconsin Statutes 66.1001

Regional Comprehensive Plan Guiding Principals

- The plan is to be viewed as a regional guide not a regional design plan
- The plan identifies key social, economic and natural resource issues and actions to address them
- The plan is to help pull the region together and encourage collaboration, cost sharing and resource pooling
- The plan points the way on how we can create a better quality of life by working regionally

How the Regional Comprehensive Plan is Organized

- There are nine chapters that correspond to the nine elements prescribed in Wisconsin Statute 66.1001
- All maps referenced in each chapter appear in sequence at the end of the chapter
- The goals and recommendations for each chapter are organized by chapter and listed together in Chapter 9 - Implementation

Abstract

Title: Rising as a Region

A Regional Comprehensive Plan for the Mississippi River Region 2014 -2034

Planning Period: September 2010 – December 2014

Plan Years: August 2014 - 2034

Mississippi River Regional Planning Commission Commissioners Serving During the Regional Planning Process:

Buffalo County	La Crosse County	Pierce County
James Scholmeier - Term expired succeeded by Del Twidt John Schlesselman - Term expired succeeded by Mary Anne McMillan Urell Kathleen Vinehout - Term expired succeeded by Dr. Daniel Barr	Vicki Burke, Secretary/Treasurer James Ehrsam Tara Johnson	Richard Purdy William Schroeder James Ross
Crawford County	Monroe County	Trempealeau County
Gerald Krachey Ron Leys Greg Russell	George Baker - Term expired succeeded by Sharon Folcey James Kuhn, Chairman Cedric Schnitzler	Margaret Baecker, Vice Chairman Phillip Borreson Barb Semb - Term expired succeeded by Ernest Vold
Jackson County	Pepin County	Vernon County
Ron Carney James Christenson Eugene Savage (Past Chairman)	George Dupre - Term expired succeeded by Bruce Peterson Mike Murray David Smith	Gail Frie - Term expired succeeded by James Neubauer Nancy Jaekel Jo Ann Nickelatti

Mississippi River Regional Planning Commission Staff Serving During the Planning Process:

Greg Flogstad, Director

Dave Bonifas, Community Development Planner

Barb Buros, Administrative Assistant

Peter Fletcher, Transportation Planner

Bryan Law, Economic Development Planner

Acknowledgements:

The Mississippi River Regional Planning Commission would like to thank and acknowledge the following organizations who provided valuable input or funding to this regional comprehensive plan.

- Wisconsin Department of Administration
- Survey Research Center (SRC) at the University of Wisconsin-River Falls
- Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau and Vernon County Board of Supervisors

Resolution 2014.12.10.1
Adoption of the Mississippi River Regional Planning Commission
Regional Comprehensive Plan 2014-2034

WHEREAS, the Mississippi River Regional Planning Commission (MRRPC) has the responsibility of preparing a Regional Comprehensive Plan for the Region under ss. 66.0309; and

WHEREAS, the MRRPC has received a grant from the Wisconsin Department of Administration to complete this Regional Comprehensive Plan; and

WHEREAS, the MRRPC is required to include the nine planning elements as outlined in the comprehensive planning law ss. 66.1001 (2); and

WHEREAS, the MRRPC adopted and followed a public involvement process in the development and review of the Regional Comprehensive Plan; and

WHEREAS, the Regional Comprehensive Plan, pursuant to ss. 66.1001 (5), is advisory in its applicability to a political subdivision and a political subdivision's comprehensive plan; and

WHEREAS, the purpose and effect of adoption of the Regional Comprehensive Plan shall be solely to aid the Mississippi River Regional Planning Commission and the local governments and local government officials comprising the Region in the performance of their functions and duties; and

WHEREAS, Mississippi River Regional Planning Commission held a public hearing on December 10, 2014 pursuant to ss.66.1001 (4) (d); and

NOW, THEREFORE, BE IT RESOLVED, that the Mississippi River Regional Planning Commission adopts the Regional Comprehensive Plan titled *Rising as a Region, A Regional Comprehensive Plan for the Mississippi River Region 2014 – 2034*, dated this 10th day of December, 2014.

This is to certify that this is a true and correct copy of Resolution Number 2014.12.10.1 duly and legally adopted by the Mississippi River Regional Planning Commission on the 10th day of December, 2014.


James Kuhn, Chairman


Vicki Burke, Secretary and Treasurer

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