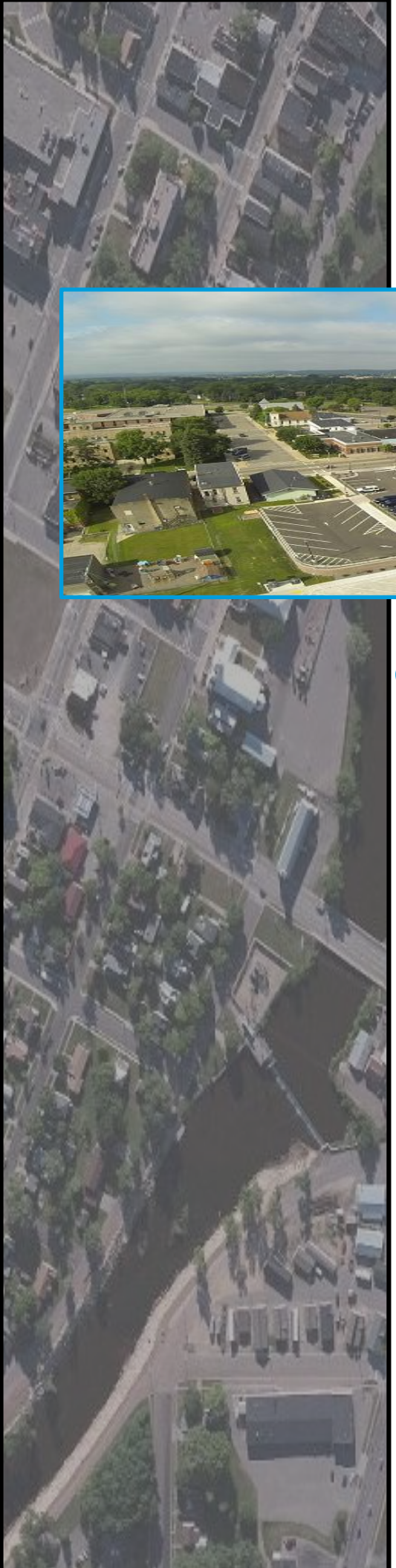


COMPREHENSIVE PLAN UPDATE

CITY OF MAUSTON

SEPTEMBER 2016

THE CITY OF Mauston

vierbicher

planners | engineers | advisors

This page intentionally left blank

ACKNOWLEDGEMENTS

We would like to thank the Plan Commission and City Staff for their role in this Plan Process.

Plan Commission

Brian McGuire – Mayor
Francis McCoy - Alderman
Dick Faust
Paul Huebner
Vivian Gabower
Dan May
Emil Skorik

City Staff

Val Nelson – Zoning Administrator
Nathan Thiel – City Administrator
Rob Nelson – Public Works Director

Comprehensive Plan reviewed, edited, and prepared by:

Vierbicher
999 Fourier Drive Ste. 201
Madison, WI 53717
608.826.0532
www.vierbicher.com

Plan Adopted by Common Council on TBD

©2016 Vierbicher

Disclaimer: Reviews, revisions, edits, and updates builds upon the 2000 Comprehensive Plan prepared by Vandewalle & Associates. Recommended goals, initiatives, and actions were revised, removed, edited or remain in the orginal description at the direction of the Community Steering Committee and City Staff.

CONTENTS

i Executive Summary

1 Introduction

5 Issues and Opportunities

17 Housing

23 Transportation Network

29 Utilities, Communitiy Facilities, and Cultural Resources

37 Agricultural and Natural Resources

43 Economic Development

51 Intergovernmental Cooperation

57 Land Use

69 Implementation

76 Appendices
- 77 Plan Maps
- 82 Community Survey Results

Table & Figures

Figure 1: Top Ten Community Survey Comment Categories 3
Table 1: Population Trends 6
Table 2: Population Projections 6
Table 3: Demographic Characteristcs 6
Figure 2: Mauston Population Pyramid 7
Table 4: Highest Educaiton Level Attainmen 7
Table 5: Shift-Share Analysis, Juneau County 8
Table 6: Persons per Household 8
Table 7: Household Characteristics 8
Table 8: Monthly Owner Costs with and without a Mortgage 9
Table 9: Monthly Owner Costs as percentage of Household Income 9
Table 10: Gross Rent as percentage of Household Income 9
Figure 3: Rural-to-Urban Transect 10
Table 11: Housing Types 18
Table 12: Housing Stock Characteristics 18
Table 13: Type of Vacant Units 18
Figure 4: Community Survey Results – Housing (Price Points) 19
Figure 5: Community Survey Results – Housing (Housing Types) 19
Figure 6: Housing Comment Categories 19
Figure 7: Walkability in Compact Neighborhood vs Suburb 24
Figure 8: Community Survey Results – Transportation (Public Options) 25
Figure 9: Transportation Comment Categories 25
Table 14: City Park Facilities and Amenities 31
Figure 10: Community Survey Results (Parks) 32
Figure 11: Utilities Comment Categories 32
Figure 12: Cultural Resources Comment Categories 32
Figure 13: Community Facilities Comment Categories 32
Figure 14: Community Survey Results (Agricultural Resources) 40
Figure 15: Natural Resources Comment Categories 40
Figure 16: Agricultural Resources Comment Categories 40
Table 15: Economic Characteristics 44
Table 16: Civillian Employed Population 16 Years and Over Labor Force 44
Table 17: Change in Employment, Juneau County 45
Figure 17: Economic Development & Land Use Comment Categories 46
Figure 18: Intergovernment Cooperation Comment Categories 53
Table 18: Land Use Acreage 58
Figure 19: Economic Development & Land Use Comment Categories 60
Table 19: Existing Brownfield Sites 64
Table 20: Implementation Table 74

Maps

Jurisdictional Boundaries 77
Existing Land Use 78
Future Land Use 79
Transportation 80
Mauston Growth Areas 81

This page intentionally left blank

EXECUTIVE SUMMARY

Executive Summary

Process

This Comprehensive Plan update was a joint effort between City Staff, the Plan Commission and the community. Meetings were held with City Staff, and six Plan Commission meetings were dedicated to elements of the Comprehensive Plan, an open house was held early in the planning process, and a Community Survey was made available to residents.

Throughout the planning process, past policies and intitiatives were reviewed for accomplishments and lessons learned. The elements were updated to reflect current data and information. The Plan Commission, City Staff, and Community Survey Respondents identified new and updated issues, opportunities, and constraints for elements. Goals, Initiatives, and Actions have been updated for each element. Additionally, an implementation table with actions and recommendations is available as a guide for the City, City Partners, and the Community.

The planning process for the City of Mauston included six Plan Commission meetings, a public open house, an online survey, and two public hearings. This planning effort reflects the dedicated commitment of the Plan Commission, Mayor, Common Council and City Staff, and ongoing input from the public. The recommendations of this Plan are generally consistent with other adopted local and regional plans, longstanding state and county policies, and sound planning and development practices.

Elements

This Plan incorporates best practices for sustaining place. Sustaining place is a process that communities plan to meet the needs of current and future generations. The economic development element seeks to guide and create a resilient economy by encouraging community-based economic development and revitalization by coordinating with economic groups in the region. The City aspires to create a more healthy community by planning for physical activity and healthy lifestyles, and providing accessible parks and recreation facilities, and addressing brownfield sites. This Plan seeks to promote the assessment, cleanup, and reuse of existing brownfield sites within the City whose redevelopment is complicated by real or perceived contamination.

Also, this plan and the City seek to encourage community-wide engagement and intergovernmental coordination with implementation actions and recommendations. Implementation is the set of actions that carry out the proposals of the comprehensive plan over time. Accountable implementation ties these actions to defined time tables, activities, budgets, and agencies. This plan does more than provide activies for zoning and development regulations.

This Comprehensive Plan for the City of Mauston is needed to guide and accommodate growth and development in a manner that forwards the long-term Initiatives of the community. If the projected growth trends for the next 25 years occur, the City should be able to effectively accommodate development within its boundaries. However, detailed recommendations necessary to review and control specific development proposals are not provided by these documents. Detailed local plans and zoning code changes are the essential planning components of long-term plan implementation. When used in combination with development regulations, public investments, and coordinated cross-jurisdictional planning efforts, local master comprehensive plans are very effective in achieving a future which best fulfills the desires of the community and the region as a whole.

Within the Planning Area, key issues and opportunities revolve around the issue of how, when and in which jurisdictions, new development is approved. This concern necessarily involves issues of the location, type, and quality of development; required public utilities, transportation and recreation facilities; and annexation. Community input on these issues is essential to maintaining the highest possible quality of life at the lowest possible cost of living. Intergovernmental consensus on these issues is becoming an increasingly important component of local plan implementation.

Specific critical issues entail:

1. Enhance Mauston's identity, including the traditional residential neighborhoods and central business district area;

2. Ensure appropriate appearance, size, type, and location of development;

3. Protect the broad range of environmental resources which contribute to the health and beauty of the area;

4. Logical, efficient, complementary and predictable land use patterns;

5. Efficient transportation facilities and multimodal services which are closely aligned with traffic networks, development patterns, and site designs;

6. Create a framework for business-friendly development while simultaneously protecting the interests of residents;

7. Provide efficient and effective public facilities;

8. Actively participate in intergovernmental coordination;

9. Ensure efficient and predictable fiscal performance into the future;

10. Facilitate the administration of planning and development so as to best respond to general needs while balancing overall community Initiatives with the site-specific desires of individuals and neighborhoods;

11. Protect and enhance the Downtown area through promotion of community – oriented businesses; and

12. Promote the development of housing choices appropriate for empty-nesters and young seniors, young professionals, and young families.

This page intentionally left blank

INTRODUCTION

Introduction

The following inventory is based largely on the City of Mauston Comprehensive Plan adopted in 2000 pursuant to State Statutes (§66.1001 Comprehensive Planning). Updated summary information and additional data sets have been included where appropriate in response to the changing conditions in the community. Additional updates are included to comply with State legislation adopted in 2010 (Act 372).

Purpose of this Plan

This Comprehensive Plan is a blueprint for the short- and long-range growth and development of the City of Mauston. It is intended to update the *2000 City of Mauston Comprehensive Plan*. This Plan is designed to be used by City officials as a policy guide to direct community development decisions, to assist with community facility budgeting, and as a tool to focus and stimulate private housing, business, and industrial investment. As a long range planning tool concerned with a wide variety of environmental, economic, and social factors, this Plan must examine and provide recommendations for areas currently within the City's corporate limits and beyond.

Before adoption, a Plan must go through a formal public hearing and review process as required by Wisconsin Statutes (§66.1001(4)). After drafting its update to the Comprehensive Plan, the Plan Commission may recommend the adoption of the Plan by adopting a resolution by a majority vote of the entire Commission. The resolution must refer to maps and other figures that relate to the required elements of the Plan. One copy of an adopted Comprehensive Plan must be sent to every governmental body located in whole or in part within the boundaries of Mauston, the clerk of every local governmental unit adjacent to Mauston that is the subject of the Plan, the Wisconsin Department of Administration, the North Central Regional Planning Commission and the Mauston Hatch Public Library. The Comprehensive Plan does not take effect until the Mauston Common Council enacts an ordinance that adopts the Plan, which requires a majority vote of the members-elect of the Common Council. One copy of a Comprehensive Plan enacted or adopted under this paragraph must again be sent to all of the entities specified above. At least one public hearing at which the proposed ordinance is discussed must be held before the Plan Commission, Common Council, or a joint meeting, which must be preceded by a Class 1 notice that is published at least 30 days before the hearing is held. At least 30 days before the hearing is held, the City must provide written notice to operators of and persons owning nonmetallic mineral deposits within Mauston, as described in State Statute §66.1001(4)(e). Additionally, at least 30 days before the hearing is held, the City must also provide written notice to any persons who have requested to receive notice of any proposed ordinance. This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and Common Council assures that both bodies understand and endorse the plan's recommendations.

State Statutes (§66.1001) require that a Comprehensive Plan include the following nine elements:
1.) Issues and Opportunities (providing the basis for goals, objectives, policies, and programs to guide future development over a 20-year planning period),
2.) Housing,
3.) Transportation,
4.) Utilities and Community Facilities,
5.) Agricultural, Natural and Cultural Resources,
6.) Economic Development,
7.) Intergovernmental Cooperation,
8.) Land Use, and
9.) Implementation.

A governing body (e.g., Common Council) may not enact an ordinance adopting a Comprehensive Plan unless the document contains all of the specified elements.
This Comprehensive Plan is organized in ten chapters based on sound planning principles and contains all of the required elements listed above. The first chapter reviews the issues and opportunities for the community as a whole. Chapters two through eight are comprised of eight elements. Each chapter contains background information, element issues and opportunities, provides local data, community survey results, goals, initiatives, and actions that outline the needs of the community, and describes recommendations for each element. Chapter ten provides the implementation element that provides recommendations, strategies, and an implementation matrix to ensure the implementation of this Plan.

Plan Development Process

In addition to providing sound public policy guidance, a Comprehensive Plan should incorporate an inclusive public participation process to ensure that its recommendations are reflective of a broadly supported future vision. Written procedures designed to foster public participation were drafted and adopted to provide for wide distribution of the proposed Comprehensive Plan and as well as opportunity for comments on the Plan to be submitted by members of the public

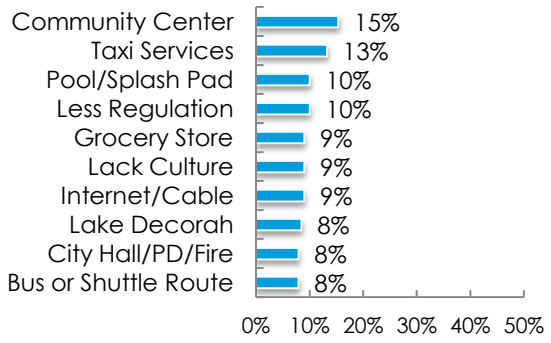
Community Survey

A community survey was made available to Mauston residents. A total of 503 people started the survey, and 239 completed the survey. A total of 35 questions covered each element of the plan. In addition, open-ended questions were included to obtain honest feedback from participants. The Community survey produced over 650 comments. City staff categorized each comment into 56 categories or groupings. City staff calculated the number of comments for each category. Please note some subjects had both comments in favor and opposed. If the comment was in favor, it qualified for a point. If the comment was opposed, it qualified for a negative point. The top 10 comment categories represent a need or expanded service in Figure 1. Appendix B contains the Community Survey summary and the open-ended question responses.

General Regional Context

The City of Mauston is located in the central portion of Juneau County, Wisconsin, and serves as the county seat. The City is located approximately 70 miles east of La Crosse and 70 miles northwest of Madison. It is also situated about midway between Minneapolis-St. Paul and Chicago on Interstates 90/94.

Figure 1: Top Ten Community Survey Comment Categories



The City is bounded by the Town of Lindina to the west and the Town of Lemonweir to the east. The Town of Lisbon is located directly to the north. Map 1 shows the location of Mauston in relation to surrounding jurisdictions in the region.

Planning Area

The study area for this Plan has been selected to include all lands in which the City has both a short-term and long-term interest in planning and development activity. The General Planning Area includes all lands currently within Mauston's municipal limits and within the City's 1½-mile Extraterritorial Zoning jurisdiction (ETZ) as depicted on Map 1 with a dashed black line.

Plan Review

The City has an existing Community Outdoor Recreation Plan, Wayfinding Signage Plan, Hwy 82 Corridor Plan, Downtown Revitalization Plan, Annexation Plan and two Tax Increment Finance (TIF) District Plans. These existing plans are incorporated herein by reference to the extent that such plans are not inconsistent with this Comprehensive Plan. Additionally, the Regional Livability Plan produced by the Northwest Regional Planning Commission (NWRPC) was examined for regional benchmarks.

Summary Review of Past Plan Policy and Initiatives

Considering the City looks to celebrate successes within the Community, this plan incorporates past plan policies and initiatives that were accomplished. The following items are accomplishments since the last comprehensive plan.

- Adopted a Wellhead Protection Ordinance
- Provided for efficient travel patterns and pedestrian and bicycle facilities to reduce emissions
    - Re-designation of State Hwy 58/82 and bike lanes incorporated into State Highway projects
    - Pedestrian access and multi-use trail under the Interstate
    - Riverwalk extensions and pedestrian bridge over the Lemonweir River
    - Mile Bluff trail system
- Used public acquisition, dedication, or conservation easement in areas of

environmental importance
    - Public/private partnership to acquire and demo Antique Mall Property
    - Establishment of easements along river for development of riverwalk

- Established and require landscaping standards

- Implemented a common directional signage system

- Enhanced the downtown area
    - Purchase & demolition of Field of Dreams & Kastner blocks
    - Mansion Street & Riverside Park Improvements
    - Additional downtown public parking lot, and Mansion Street parking improvement
    - Grant assistance with demolition of old Co-op feed mill
    - Riverwalk extensions

- Adopted building exterior materials standards for development

- Required all new utility lines be placed underground and considered establishing a utility fund to help pay for underground retrofits in redevelopment area

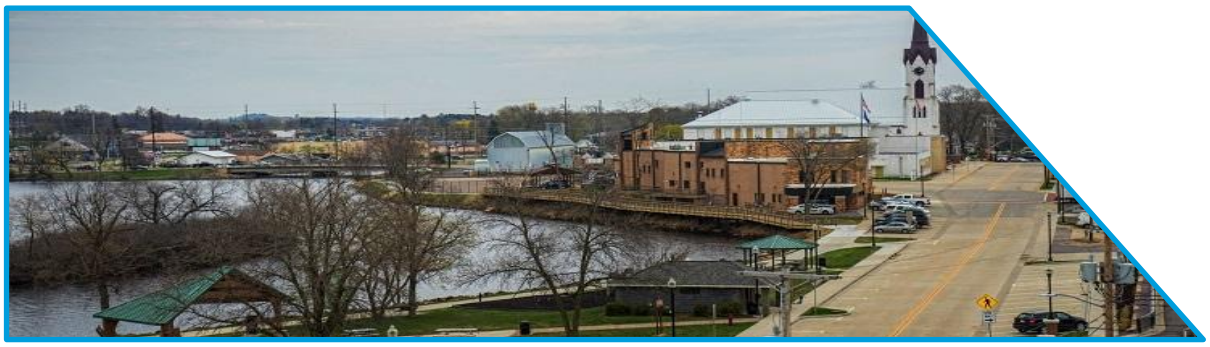
- Required a driveway permit for new or relocated access driveways

- Updated and implemenedt the Park and Open Space Plan specific to Mauston
    - Mauston Master Park Plan (2012)
    - JC-AIRS Veterans Memorial Park Master Plan (2014)

- Protected residential development through bufferyard requirements

- Developed necessary utilities to support new development

- Worked with the County and nearby communities to arrange sharing of service agreements
    - Mauston-New Lisbon Airport
    - Mauston Ambulance Association
    - Mauston Area Municipal Court



ISSUES AND OPPORTUNTIES

Issues and Opportunities

The purpose of this section is to provide population and demographic characteristics for the City of Mauston. Specifically this section includes population trends, age distribution, housing trends, education levels, income levels, employment characteristics, population projections, and housing projections. This section also includes information on commuity character.

Population Trends and Projections

The following information gives an overview of the Mauston's community profile. The community profile allows for the City to respond and better plan for the future. Population growth or decline can have a substantial impact on the overall well-being of a community in regards to adequacy and availability of community services, physical organization, and social organization, and public open space. The population of the City of Mauston has remained relatively stable since 2010, rising 0.50% between 2010 and 2014, despite an overall population decrease in Juneau County over that period. The population of the State of Wisconsin grew by 0.66%. These figures are shown in Table 1.

Table 1: Population Trends

	1990	2000	2010	2014	Pop. Change*	% Change*
City of Mauston	**3,437**	**3,740**	**4,423**	**4,446**	**23**	**0.50%**
City of Tomah	7,572	8,419	9,093	9,281	188	2%
City of New Lisbon	1,514	1,436	2,554	2,545	-9	-0.35%
Town of Lemonweir	1,707	1,763	1,743	1,800	57	3.27%
Town of Lindina	798	730	718	580	-138	-19.22%
Juneau County	21,650	24,316	26,664	26,607	-57	-0.21%
Wisconsin	4,891,769	5,363,675	5,686,986	5,724,692	37,706	0.66%

Sources: American Community Survey, 2014, and U.S. Census

Future population projections for the City reveal moderate growth forecasts through the next 15 years and then a tapering of growth around 2030 followed by stabilization around 2035 (Table 2). These trends are caused by a rise in expected deaths among the sizable baby boomer population, a decreasing birth rate, and increased migration out of the City.

Table 2: Population Projections

2014 ACS	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
4,446	4,815	5,050	5,235	5,305	5,310

Source: Wisconsin Department of Administration

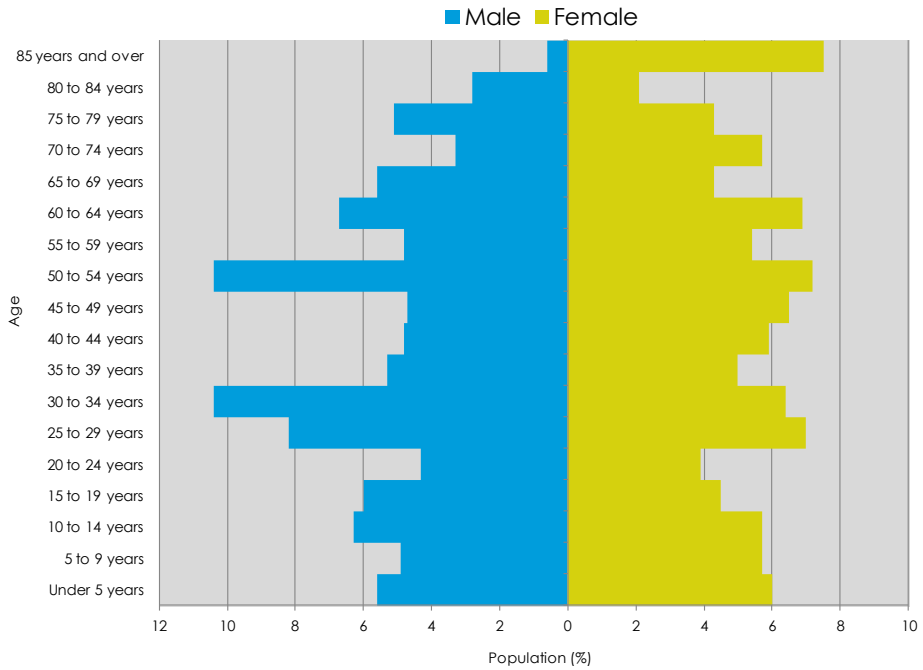
The age structure within communities is a vital element of the future supply of workforce as well as the need for various types of housing requirements. Table 3 compares selected demographic data for Mauston with surrounding communities. The City of Mauston has a median age of 41.3, which is lower than Juneau County but higher than the State of Wisconsin. The City also has a low percentage of residents younger than age 18 (17.1%) and a high percentage of residents over age 65 (20.6%) compared with surrounding towns, the County, and the State. According to the 2014 American Community Survey, the 25 to 34 age cohort comprises 16% of the City's total population, the largest 10-year age cohort in the City. Typically, this group is the most likely cohort to grow the population via childbirth, so future population increases will largely depend on the growth of these young families. Additionally, Figure 2 shows the percent of population by age and gender. Strikingly, females over 85 years old comprise 7.5% of the female population. The population pyramid shows that tere is slow growth in Mauston.

Table 3: Demographic Characteristics

	City of Mauston	City of Tomah	City of New Lisbon	Town of Lindina	Town of Lemonweir	Juneau County	Wisconsin
Median Age	41.3	37.4	37.5	48.3	40.7	44.1	38.8
% under 18	15	15.9	12.1	11.4	18	15.5	16.9
% 65+	31.8	25.3	15.8	34	16.8	18.4	14.4
% Caucasian	91.7	92	79.8	97.8	93	92.3	82.7

Source: American Community Survey, 2014

Figure 2: Mauston Population Pyramid



Source: American Community Survey, 2014

Educational achievement is crucial for effective involvement in society. Over the long term, poor educational performance at school makes it difficult for adults to participate with reasonable levels of income, with resulting consequences for lower health, housing quality, participation in community life and eventually the educational attainment of children. The current data shows that the majority of the population has a high school diploma or higher level of education (77.4%).

Table 4: Highest Education Level Attainment

	City of Mauston		City of New Lisbon		Town of Lemonweir		Town of Lindina		Juneau County		Wisconsin	
	2014		2014		2014		2014		2014		2014	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Less than 9th grade	219	6.7%	31	4.3%	36	2.9%	5	1.4%	842	4.4%	123,232	3.2%
9th to 12th grade, no diploma	461	14.1%	84	11.8%	106	8.4%	11	2.6%	2,104	11.0%	231,060	6.0%
High School graduate (includes equivalency)	1,208	37%	314	44%	565	45%	212	50%	7,901	41.3%	1,232,318	32%
Some college, no degree	660	20.2%	119	16.8%	242	19.3%	83	19.6%	4,171	21.8%	812,560	21.1%
Associates degree	251	7.7%	50	7.0%	150	12.0%	29	6.8%	1,722	9.0%	381,249	9.9%
Bachelors degree	356	10.9%	96	13.6%	101	8.0%	50	11.8%	1,703	8.9%	697,030	18.1%
Graduate or professional degree	111	3.4%	20	2.9%	57	4.5%	34	8.0%	670	3.5%	358,143	9.3%
Total Age 25 or older	3,266	100%	714	100%	1,257	100%	424	100%	19,131	100%	3,835,592	100%

Source: American Community Survey, 2014

Employment

A Shift-share analysis attempts to determine how much of regional growth can be attributed to national trends and how much is due to unique regional factors. Shift share helps answer why employment is growing or declining in regional industries. Shift-share highlights the uniqueness of a regional economy in terms of job growth. It is up to the local economists that have knowledge of local conditions. Table 5 summarizes the shift share analysis for Juneau County. The industrial mix effect represents the share of regional industry growth explained by the growth of the specific industry at the national level. The regional competitive effect explains how much of the change in a given industry is due to unique competitive advantage that the region possesses. If an industry's competitive share is positive, then the industry has a local advantage in promoting growth. Using the data from the shift-share analysis, we can make assumptions and projections for industry opportunities in Mauston. Juneau County has exhibited stronger local growth in professional and business services, manufacturing, public administration, and information. These may be industry sectors that Mauston will wish to concentrate on to promote future job growth.

Household Trends

Household composition can reflect changing social trends, housing costs, income and cultural family. Changes in the number of households and people's living arrangements can have considerable implications for communities. Since 2000, the total number of housing units in the City increased by 16%, from 1,729 to 2,014 units along with an 18% population increase over the same period. These numbers show a trend toward smaller household sizes, as indicated by household data from the Wisconsin Department of Administration in Table 6. Table 7 reveals that Mauston is tied with the City of Tomah for the smallest average household size among municipalities in the study area at 2.25 persons. This is lower than both Juneau County (2.38 persons) and the State of Wisconsin (2.43 persons). The City also has a high percentage of households comprised of people living alone (37.3%) and households with at least one member who is 65 years or older compared to surrounding municipalities (30.1%). Additional housing data is available in the Housing element of this Plan.

Table 5: Shift-Share Analysis – Juneau County

Sector	Component					
	National Growth, %	National Growth, Jobs	Industrial Mix, %	Industrial Mix, Jobs	Competitive Share, %	Competitive Share, Jobs
Professional and Business Services	7.60%	11	11.60%	17	64.50%	92
Manufacturing	7.60%	223	-37.70%	-1,099	2.00%	59
Public Administration	7.60%	42	-0.80%	-4	10.70%	59
Information	7.60%	3	-25.80%	-9	37.60%	14
Natural Resources and Mining	7.60%	12	12.90%	20	-3.90%	-6
Construction	7.60%	20	-12.10%	-32	-7.40%	-19
Other Services	7.60%	13	-4.50%	-8	-15.20%	-26
Financial Activities	7.60%	17	-5.50%	-12	-16.70%	-37
Trade, Transportation, and Utilities	7.60%	123	-5.60%	-90	-5.60%	-90
Leisure and Hospitality	7.60%	62	19.90%	162	-33.60%	-273
Education and Health Services	7.60%	127	24.30%	404	-20.80%	-346

Table 6: Persons per Household

2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
2.25	2.17	2.13	2.09	2.06	2.03	2

Table 7: Household Characteriscs

	City of Mauston	City of Tomah	City of New Lisbon	Town of Lindina	Town of Lemonweir	Juneau County	State of Wisconsin
Total Housing Units	2,014	4,234	860	288	819	14,744	2,635,602
Household Size	2.47	2.25	2.35	2.43	2.62	2.5	2.43
% single-person household	33.4	39.5	37	23.8	22.3	28.8	29
% with householder age 65+	33.2	27.5	23.2	37.7	23.8	33.1	25.1

Source: U.S. Census, 2010

Table 8 provides the data for selected monthly owner costs for those with a mortgage and those without a mortgage. Costs include the sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominum fees. When combined with income, additional data can be presented such as selected owner costs as a percentage of household income. This measures housing affordabilty, many government agencies define excessive as costs that exceed 30% of houshold income.

Table 9 provides the selected monthly owner costs as percentage of household income. In Mauston, 31% of owners spend more than 30% on housing-related expenses. The highest percentage spend 15% to 19.9% on housing costs.Table 10 provides the amount of household ncome spent on housing-related expenses for renters. More than 50% of renters spend more

than 30% of household income on housing-related expenses.

Table 8: Selected Monthly Owner Costs with and without a Mortgage

Selected Monthly Owner Costs	Units	Percent
With a Mortage	579	100%
Less than $300	0	0.0%
$300 to $499	0	0.0%
$500 to $699	27	4.7%
$700 to $999	166	28.7%
$1,000 to $1,499	253	43.7%
$1,500 to $1,999	114	19.7%
$2,000 or more	19	3.3%
Median (dollars)	$1,124	
Without a Mortgage	455	100%
Less than $100	11	2.4%
$100 to $199	0	0.0%
$200 to $299	58	12.7%
$300 to $399	115	25.3%
$400 or more	271	59.6%
Median (dollars)	$436	

Source Community Survey, 2014

Table 9: Selected Monthly Owner Costs as percentage of Household Income

	With a Mortgage		Without a Mortgage	
	Units	Percent	Units	Percent
	579	100%	446	100%
Less than 10.0%	0	0.0%	175	39.2%
10.0 to 14.9%	0	0.0%	74	16.6%
15.0 to 19.9%	221	38.2%	69	15.5%
20.0 to 24.9%	68	11.7%	19	4.3%
25.0 to 29.9%	111	19.2%	55	12.3%
30.0 to 34.9%	33	5.7%	8	1.8%
35.0% or more	146	25.2%	46	10.3%

Source: American Community Survey, 2014

Table 10: Gross Rent as a percentage of Household Income

	Units	Percent
Units Paying Rent	703	100%
Less than 15.0%	76	10.8%
15.0 to 19.9%	134	19.1%
20.0 to 24.9%	51	7.3%
25.0 to 29.9%	67	9.5%
30.0 to 34.9%	84	11.9%
35.0% or more	291	41.4%

Source: American Community Survey, 2014

Community Character Planning

Community character is defined by the physical and intangible elements of a community. The image of a community is not static, it can and will change as a community grows. The city has taken steps to improve the development process, implement downtown design guidelines, and completed a corridor plan for State Highway 82. Architecture and design themes and unique gateways are important components of community character and create memorable experiences for both visitors and residents. Characteristics are based on form and pattern, not individual use.

Many communities are beginning to realize the importance of preserving community character and placing a new emphasis on "place". These communities are requiring detailed site plan review, landscaping programs and tough signage limitations to preserve their aesthetic surroundings. Another trend that is gaining momentum in older communities relates to concerted efforts by local government and the business community to guide re-investment into "worn-out" portions of communities.

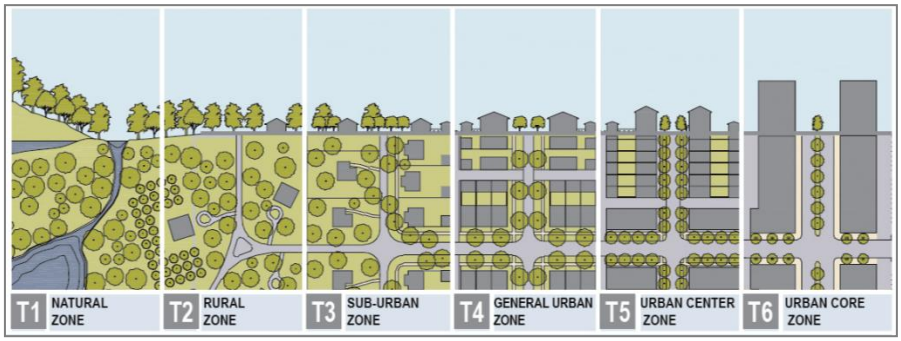
Despite these best efforts, these limited endeavors cannot ensure that a community will retain its identity, neighborhoods will remain attractive to new residents, or that aging commercial areas will continue to compete successfully with new edge-oriented projects. In recognition of these more complicated challenges, progressive planning practice is finally evolving beyond project-based design review and publicly funded streetscaping projects, and into the realm of truly planning, protecting, enhancing and creating the desired character of development. This portion of the Comprehensive Plan provides the basis for a comprehensive approach to community character planning. It also requires on-going guidance from qualified personnel, be they elected, appointed, paid staff or outside consultants.

The goal is for Mauston to build upon the community of mixed-use centers, the Downtown, and connected neighborhoods. The Community Character components take the approach of looking at topics through a place-based framework that focuses on neighborhoods, centers, districts, corridors, and gateways. A wide variety of elements contributes to the creation of community character. These include:

Geographic Context
A key element of the character of Mauston is its setting. Decorah Lake and the Lemonweir River provide attractive qualities to the city. Bluffs to the south and southwest of the city provide key views and form a "natural edge" to the community. These natural features evoke a strong "sense of place" for Mauston and create a distinct landscape for the entire central Wisconsin region. These features should be protected, and yet made as visible and accessible as possible.

Density and Intensity
The most visually successful transitions of land use occur where residential densities (as defined by the number of dwelling units per acre) and nonresidential intensities (as defined by floor area ratios and the percentage of land left in green areas) remain relatively consistent, even though dwelling unit types or land uses may vary significantly. The rural-to-urban Transect is useful for designing and developing community character (Figure 3). This urban-to-rural continuum assigns an urban element for each place. The use of zoning districts that encourage a variety of uses with a similar density or intensity makes for more gradual and visually comforting

Figure 3: Rural-to-Urban Transect



Source: Bettercities.net

Building Scale
The consistency of building scale is comparable to density and intensity issues. Except carefully designed and properly sited institutional uses, differences in building scale at magnitude levels are disruptive to an urban fabric. Proposed attached single-family (townhouse) multi-family, commercial and industrial structures which are inconsistent with the dominant scale of surrounding buildings (of all uses) should find other locations, or in certain instances, should incorporate design elements which create an appearance of several smaller structures. In general, the largest structures in a community should be located along its most important roadways. This maxim holds true throughout a community—from the downtown area to the multi-lane highway on its edge.

Building Location
Consistent building setbacks, with exceptions possible for unique institutional structures complemented by pedestrian-oriented facilities, are also important in both residential and nonresidential areas, especially in downtowns and established neighborhoods. Even industrial park development can suffer from the hodge-podge look created by wide variation in setback from streets and plazas. Where building setbacks are allowed to vary, they should vary only in a carefully planned manner. Restrictive covenants and zoning effectively address this concern.

Architecture
Architectural styles provide a challenge in a growing community. Where it is possible to identify a dominant architectural style, architectural styles should be suggestive, not restrictive in infill development. Where a wider variety of styles exist, common architectural themes or elements (such as materials, colors, roof pitches or stylistic appurtenances) should be reflected. In peripheral locations and new development areas, styles should be of probable long-term merit rather than reflective of probable short-term trends, high-quality construction materials should be stressed, and the relative availability and affordability of the dominant architectural elements should be ensured. This maxim is especially true for the areas proposed near the City's Central Business District.

Signage
The size of wall signs should be related to the area of the wall on which they are located. No wall should contain more than one sign—except in a business center-type development. Sign materials and the location of signs on the facade must be consistent, and the use of consistent colors and lettering styles should be rewarded with an area bonus. In such centers, the sign size has higher priority than the sign character. In centers, sign areas should also be related to facade area. Center occupants with very small facade areas or with no facade frontage (as in a mall) should not be allowed exterior signage—except perhaps for nameplate signs designed as part of a well-executed tenant listing sign.

Tall, free-standing signs can detract from community character and should be discouraged. Only heights below eight feet are consistently considered as noticeably low. Such low monument signs can be effectively landscaped—tall pylon signs confound such attempts. No building—whether a single use or a center—should be allowed more than one freestanding sign per street frontage.

A variety of signs is very difficult to make and keep attractive, and should, therefore, be prohibited. These include, at a minimum: off-site advertising signs (including billboards), roof signs and portable signs. Other signs are a visual distraction and a potential nuisance or safety hazard. These signs, which should also be prohibited, include: flashing signs, inflatable signs, rippling or sparkling ("sequin-type") signs, and a wide variety of strings of lights, "tinsel", "pom poms", "pinwheels", pennants, banners, streamers, and related attention-getters which have no structural or utility function.

Finally, certain types of signage—such as changeable letter reader boards, electronic message signs, and signs which are permanently embedded into the structure, should be carefully considered on a case-by-case basis.

Public Furnishings and Spaces
According to Project for Public Spaces, "seating that is accessible, comfortable, well-maintained, and located in the right places is critical to successful placemaking". The obvious use of public furnishings, such as benches or water fountains, conveys a sense of public investment and pride in a community that cannot be replicated through other means. Particularly in areas with many outside visitors, such investments create a festive or civilized character which encourages repeat visits, as the public spectacle is constantly changing and is a strong complement to the variety of goods and services

offered. The use of public furnishings, particularly in public spaces relating to waterfronts, plazas, busy pedestrian streets, and institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability.

The creation of small gathering spaces with benches and perhaps tables is an emerging trend in large-scale private commercial developments. Such features tend to humanize environments which are otherwise dominated by buildings, cars, and parking lots. The City should encourage the creation of such spaces in its larger commercial developments. Additionally, walkable neighborhoods add to sense of place. Spending time walking through a neighborhood, rather than driving, helps people have a better senses of what makes it unique—and more likely to want to help take care of it.

Lastly, the City should consider placing bike racks strategically throughout the downtown and requiring commercial businesses to make bike racks available to consumers. The City can become a bike-friendly community by providing the necessary infrastructure for residents. There are many benefits for bike-friendly communities a few include; improve the environment, reduce congestion by shifting short trips, and improve the health and well-being of the population.

Landscaping

Significant amounts of landscaping should be encouraged of all forms of development, except single-family residential uses (which virtually always provide adequate amounts of landscaping without need for public regulation), and family farm structures. For all other uses, landscaping should be encouraged around building foundations, in and around paved areas, and along streets with required supplemental plantings in "yard" areas.

Landscaping materials should be of adequate size to ensure both a high degree of survivability and immediate visual effectiveness. Non-native, invasive plant species, low-durability species (such as box elders, silver maples, and certain willows and poplars) should be avoided, as should dangerous or toxic plants such as certain hawthorns or poison sumac. Either required landscaping should be installed before building occupancy, or, alternatively, performance guarantees should be required in the absence of installation.

Transitions

Although most of the modern development on the periphery of Mauston contains some form of land use transition, the subdivisions, and projects that in theory create a neighborhood are in fact acting in isolation from each other. This interaction results principally because of a defensive, rather than inviting relationship between the buildings, the sidewalk system, and the street. Very careful attention must be paid to providing an urban form which creates a clear-cut pattern of land uses that transition in a gentle, rather than abrupt fashion and that invites, rather than repels, the pedestrian or viewer gaze across land use boundaries. An example of a better transition is creating a Neighborhood Business District between the Commercial District and the Single-Family or Two-Family neighborhoods. The land use element of this Comprehensive Plan has applied this concept to the future land use of the area.

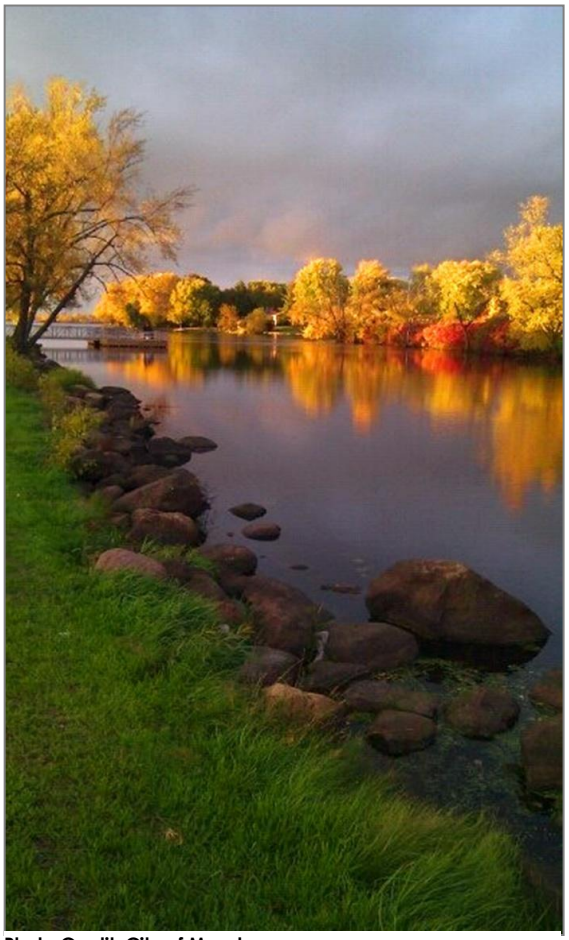


Photo Credit: City of Mauston

Views
Views are the most difficult aspect of community character to address. The protection of important views is particularly challenging because of the desire of the private party, whether a single-family home or an office building, to capture and protect the view often requires the erection of visual barriers to the general public. It is impossible for a community to protect all aesthetically pleasing views. However, in a community like Mauston, certain views are essential defining elements of a neighborhood or gateway experience. The community and visitors can experience the Lake and River in the downtown area. These critical views should be protected at all reasonable costs through view mapping, public acquisition of fee or easement, and responsive site design techniques.

Key Vista Locations
This Plan seeks to preserve an important component of Mauston's community character by identifying key vista locations in and around the City. There are several locations in Mauston where a person can look at impressive views in two opposing directions. For example, a person traveling north along Division Street views historically significant buildings and key landmarks (e.g., library) in the downtown. A person traveling south along Division Street views impressive natural features such as OneMile Bluff. Where possible, the viewsheds accompanying these "two-way" vista points should also be protected and preserved. Protecting public access to these vista points is of particular importance. The preservation of Onemile Bluff and establishment of a scenic overlook is a laudable example of this kind of planning foresight.

Key vista points in the community include:

- Union Street Bridge; overlooking the lake, St. Patrick's church, and the dam.
- State Street; looking down through the historic business district toward the new library.
- Division Street; looking down through the business district toward the new library.

Community Entryways
Entryways into Mauston are unique and highly valuable assets, which cannot be duplicated in other communities (or replaced within Mauston at other locations). For the casual observer, they are beautiful or pretty. This Plan seeks to preserve each and establish a complimentary "sense of entry" in carefully defined areas along the expanding edges of the City. This Plan also seeks to protect and enhance these unique aesthetic qualities through the use of zoning standards requiring high-quality landscaping, building design, and signage, lighting and public furnishings.

Mauston has clear-cut inner community edges in several locations. The combination of views, open space features and architectural styles or urban forms which create these edges should be recognized and protected, as these edges contribute significantly to the character of the community.

The Community entryways include:

- *North*: USH 12 entrance into the City along Decorah Lake and the North Union Street entrance into Downtown over the bridge.
- *South:* USH 12 entrance to the City, crossing the railroad overpass and the STH 58 entrance along the Veterans' Memorial Park area.
- *West*: STH 82/Grayside Avenue entrance into the City next to the high school campus.
- *East:* STH 82 entrance into the City from the Interstate interchange to the bridge.

Primary Entryways
The primary entryways into Mauston are its visual "front doors", and wherever possible, should be protected and enhanced. STH 82 is the most important entryway into Mauston, linking the Interstate with the historic Central Business District. High-quality public entry signs and public art may be used to announce entry formally. Highway-oriented commercial development is located on both sides OF STH 82 from the interchange to the Union Street Bridge. In the long term, the City should strive to improve this entryway experience through improved building design and landscaping and controlled access along this route.

Secondary Entryways
Mauston has a few secondary entryways, primarily along the historic farm to market roads. The secondary entryways into Mauston are more subtle portals enjoyed mainly by residents.

However, as traffic increases on primary entryways, the City will likely observe increasing travel along these routes as well. Along these routes, quality of development and maintenance issues are of main importance. The use of formal entry markers such as signs or public art should be very low key if used at all.

Protected Community Corridors

Beyond the symbolic, aesthetic treatments associated with community entryway enhancements, this Community Character component recommends the use of strict overlay zoning carefully to control the appearance and coordination of development along the following protected community corridors:

- STH 82 corridor from 19th Avenue on the east to Dlask Road on the west.
- STH 58 corridor from the Interstate on the north to Onemile Bluff on the south.
- USH 12 corridor from railroad overpass on the southeast to North Road on the northwest.

GOALS, INITIATIVES, AND ACTIONS

1. Goal: Protect and enhance the unique identity of the City of Mauston.

Initiative: Protect and enhance the unique functional qualities of Mauston, including:

- Downtown and established neighborhoods;
- Community Entryways (Interstate 90/94, U.S. Highway 12/16, STH 58, STH 82); and
- Eastside Business Park.

Actions:

- Provide a central business district zoning district and a neighborhood commercial district that include unique sets of mixed permitted uses, customized building setbacks, sign requirements, and architectural standards; and
- Provide adequate public parking spaces in the central business district and create transition zones between industrial development and other types of development.

Initiative: Protect and enhance the impression of the community's freestanding distinctiveness;

Actions:

- Draft regulations for landscaping, signage, and site design to create a uniform, distinct brand for the City;
- Implement a common and cohesive directional signage system; and
- Create uniform design guidelines for public architectural elements such as light fixtures, benches, and waste bins.

Initiative: Protect and enhance the economic independence of the community, particularly regarding the variety of available goods and services.

Actions:

- Provide a diverse range of development sites and opportunities through zoning strategies and guided public improvements;
- Enhance the downtown area based off of the Downtown Revitalization Plan; and
- Discourage commercial sprawl and diffusion.

2. Goal: Preserve and reestablish visually attractive development.

Initiative: Implement community-wide aesthetics for development via requirements for landscaping, signage, lighting, screening, outdoor storage and display, and building exteriors.

Actions:

- Require a mixture of housing unit types through each step of subdivision development or project;
- Encourage use of natural landscaping;
- Require site plan review for projects not subject to plat review;
- Require all new utility lines be placed underground and consider establishing a utility fund to help pay for underground retrofits in redevelopment areas;
- Provide density/intensity bonuses for projects that demonstrate extraordinary design quality;
- Require traffic impact studies for major developments to ensure that both on-site and off-site traffic flows will not be adversely effected by either the intensity of the proposed project or by its site design;
- Provide a density-based system of residential intensity regulation in conjunction with a lot size based system;
- Provide for a wider variety of development forms than are commonly available in other nearby jurisdictions; and
- Require an approval timeline and a development timeline within which a project must be completed.

This page intentionally left blank

HOUSING

Housing

A community's housing stock is its largest long-term capital asset. As is typical in most cities, residential development is the largest user of land in Mauston (21% of the total land area). Housing not only provides shelter but also serves to identify neighborhoods and a community's sense of place. This chapter describes the City's predominant housing stock characteristics, housing choices among generations, available housing programs, and community survey results. Additionally, a compilation of goals, initiatives and actions, and recommendations to provide an adequate housing supply is presented at the end of this chapter.

Housing Stock Characteristics

In 2014, there were 2,014 housing units in the City of Mauston. Housing in Mauston and surrounding communities is predominantly single family detached (60% in the City—see Table 11) A 1-unit, detached dwelling is a home free of any shared walls and stands alone, while a 1-unit, attached home shares a common party wall on both sides of the property.

Table 12 compares other housing stock characteristics for the City of Mauston with surrounding jurisdictions. Mauston has a relatively older housing stock. The percent of the City's homes built before 1940 (20.2%) is greater than most of the neighboring towns, and the County. About 29 percent of the City's homes were built between 1940 and 1970. Over the planning period, these older homes will have to become an increasing focus for rehabilitation efforts.

The percent of owner-occupied housing units in Mauston (61%) was less than surrounding communities, the County and the State. The City's median housing value self-reported in 2014 ($103,900) was less than surrounding Townships ($116,400 - $155,400).

These figures (median housing value, median contract rent, and real estate trends) indicate that the City has an adequate supply of affordable owner-occupied and rental-type housing in its current housing stock. However, new housing has not adequately met local demand—especially for quality single-family units in the mid-price range. The affordable housing comprises a larger percentage of Mauston's total housing stock than the percentage of total housing for all of Juneau County. The statistics from the 2014 American Community Survey have not evolved substantially due to a low rate of development in the community.

Table 13 presents the type of vacant units in the City of Mauston, surrounding communities, Juneau County, and the State of Wisconsin. Considering the occupied housing percentage, detailing the exact type of vacancy is necessary. Mauston has a total of 388 total vacant units with the highest vacant units for rent, for sale only, and for seasonal use. A housing unit is classified as other vacant when it does not fit into any year-round vacant category. Common reasons a housing unit is labeled other vacant is that no one lives in the unit and the owner: does not want to rent or sell, is using the unit for storage, is elderly and living in a nursing home or with family members.

Table 11: Housing Types

Units per Structure	Units	Percent
1 unit, detached	1,214	60.3%
1 unit, attached	36	1.8%
2 to 4 units	226	11.3%
5 or more units	416	20.6%
Mobile home or trailer	122	6.1%

Table 12: Housing Stock Characteristics

	City of Mauston	Town of Lemonweir	Town of Lindina	Town of Lisbon	Juneau County	Wisconsin
Total Housing Units	2,014	819	288	431	14,744	2,635,602
% 1-unit, detached	60.3%	76.6%	95.8%	85.6%	68.1%	66.6%
% Occupied	80.7%	83.8%	83.0%	86.8%	68.3%	87.0%
% Owner Occupied	60.6%	84.4%	89.1%	85.8%	76.5%	67.7%
% built before 1940	20.2%	15.3%	25.7%	16.7%	16.8%	20.5%
% built after 2000	13.4%	14.2%	12.5%	13.0%	15.9%	13.8%
Median Housing Value	$103,900	$140,800	$155,400	$139,500	$116,400	$165,900
Median Gross Rent	$692	$661	$775	$625	$688	$772
% Renters Rent Burdened	50.8%	43.7%	16.7%	47.2%	45.7%	48.2%

Source: American Community Survey, 2014

Table 13: Type of Vacant Units

	City of Mauston	City of New Lisbon	Town of Lindina	Town of Lemonweir	Juneau County	State of Wisconsin
Total:	**388**	**119**	**49**	**133**	**4670**	**342,352**
For Rent	11	38	-	9	312	40,974
Rented, not occupied	28	-	-	-	57	9,516
For Sale only	98	30	1	9	458	30,040
Sold, not occupied	-	-	-	-	44	5,788
For seasonal, recreational, or occasional use	78	19	23	65	3187	185,098
For migrant workers	-	-	-	-	-	507
Other vacant	73	32	26	50	612	70,429

Source: American Community Survey, 2014

Housing Choices

Seniors

Mauston has a high percentage of older adults whose housing needs and wants will change in the coming years. Baby boomers will be moving on and will likely want to sell their homes to move closer to services and medical arrangements making senior housing a priority. Quality housing units that are either single, small and easy to maintain, and affordable characterize senior housing. In the coming years, senior housing will require a mix of real estate, hospitality, and care. Additionally, as seniors sell their homes, who will purchase the homes?

Families

Data shows that there is some demand for "traditional subdivision type single family housing for families. However, families are looking for housing alternatives such as condos, rental units, and urban townhomes. Families invest in communities with their time and energy by volunteering; children attend school and participate in after-school activities.

Young Professionals

Young professional are looking to rent instead of buying a home. The Regional Livability Plan provides a summary of issues and opportunities to increase livability and to attract and retain young professionals. Young professionals are looking for middle-income housing options, quality apartments in downtowns and main street areas, and low-maintenance homes (townhomes, condos, apartments.

Housing Programs

The City administers funds from the Community Development Block Grant (CDBG) program as a revolving loan fund to undertake housing rehabilitation projects for low-to-moderate income households. The CDBG program assists approximately five to eight households per year with needed rehabilitation and/or home purchase. Other housing programs available to Mauston residents include home mortgage and improvement loans from the Wisconsin Housing and Economic Development Authority (WHEDA) and home repair grants for the elderly from the USDA. The City also works with other agencies in promoting available land for the development or redevelopment of low-income and moderate-income housing.

Community Survey Results

For the housing question of the Community Survey, respondents noted a need for more affordable quality housing for single-families, seniors, and renters (Figures 4 and 5). Also, respondents noted not all rental, or owner properties are well-kept. Respondents would like to see better enforcement of property codes considering the number of homes in disrepair. Lastly, respondents mentioned a need for a homeless shelter considering Mauston is the county seat and the number of homeless that come to Mauston for social services. The housing comment categories are shown in Figure 6.

Figure 4: The City should encourage a greater mix of housing types, including apartments, row houses, townhomes, and single-family detached houses

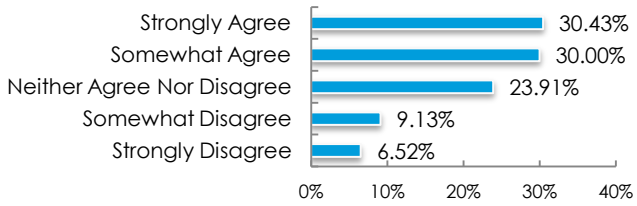


Figure 5: There are adequate housing choices at all price points

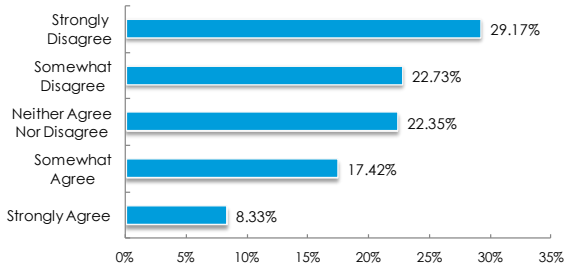
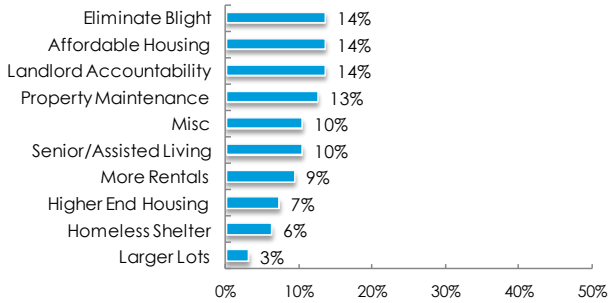


Figure 6: Housing Comment Categories



GOALS, INITIATIVES, AND ACTIONS

Goal: Facilitate the ability of the market to respond to emerging housing needs within the City of Mauston.

Initiative: Facilitate the provision of an adequate supply and diverse range of housing within the City of Mauston;

Actions:

- Establish maximum densities in single-family, duplex and multi-family zoning standards to retain and enhance Mauston's historic character;
- Protect residential development through buffer yard requirements;
- Protect residential development values with property maintenance standards;
- Provide for a wider variety of dwelling unit types within same zoning districts through the conditional use process, with detailed standards for setbacks, required open space, and landscaped buffers in rear and side yards for types of units which are not typical of the zoning district;
- Adhere to the Comprehensive Plan for limits on the location and density of development;
- Ensure that homes are constructed of quality materials;
- Promote the development of housing choices appropriate for empty-nesters and young seniors, young professionals, and young families;
- Identify training opportunities and resources for landlords in Mauston (working with non-profit groups); and
- Investigate ways to assist rental housing rehabilitation such as a revolving loan fund.

Recommendations

Projected Housing Needs
Projecting future housing needs in Mauston is based on population forecasts and the estimated average household size in the community over the planning period. Based on the Department of Administration population and household projections the City of Mauston is expected to grow to 5,235 residents by the year 2025 and the City's 2014 average household size of 2.67, the City will need to accommodate a total of 2,192 housing units in the year 2025. This represents an increase of about 310 housing units from the 2010 census total. Also, a City should have roughly 5% vacancy rate to for supply and demand balance within the city. The City of Mauston's current vacancy rate is at 16.5%. If vacancy rates dropped to 13% from the current 16.5%, the City would need 2,324 in 2025 and 2,506 by 2035, increases of 200 and 380, respectively.

The Planned Land Use Map designates more than enough land for residential development to accommodate the City's projected housing needs. This Plan recognizes that not all of the potential land in the surrounding area will develop to full build-out capacity over the planning period. Also, allocating more developable land than needed discourages the opportunity for developers to acquire a majority of parcels within the proposed development area.

Housing Balance Plan
The City of Mauston should attempt to ensure that the historic balance between the owner-occupied housing (approximately 60 %) and rental housing (approximately 40%) remains stable. This is important to retain the community's existing character. To implement this important initiative, the City should consider any new residential subdivisions based on a Detailed Neighborhood Plan that pre-identifies an appropriate mixture and arrangement of areas for single-family, attached single-family, two-family and both small-scale and mid-scale multi-family housing development.

Affordable Housing/ Rehabilitation Plan
The recommendations of this Plan are consistent with the housing recommendations from the 2000 City of Mauston Comprehensive Plan. These recommendations include:

- Compare vacant developable land with zoning regulations to determine the amount of land available for residential development.
- Create local incentive packages to foster the development of affordable housing.
- Prepare and distribute a marketing package to promote residential development.

Additionally, Vierbicher suggests the following housing recommendations

- Complete a Housing Needs/Study Assessment.
- Establish a home improvement revolving loan fund or similar program for owner-occupied or renter-occupied housing improvements. Establishing this fund could redistribute money from the general fund, redistribute fees charged for violations, apply for state appropriate CDBG funds, or extend Tax Increment Districts for an additional year to fund housing redevelopment programs.
- Actively coordinate enforcement of the City's Property Maintenance Code between the appropriate City and County Agency.

The City should continue to support programs that provide affordable housing to low-income and moderate-income families in the community. These programs include the CDBG program to undertake housing rehabilitation projects for low-to-moderate income families, home mortgage and improvement loans from WHEDA, and home repair grants from the USDA. A full description of these various programs is listed in the Juneau County Housing Needs Assessment and Action Plan.

This page intentionally left blank

TRANSPORTATION NETWORK

Transportation Network

A city's transportation network is a key determinant of growth because it facilitates the flow of goods and people to and within the community. The Mauston planning area is connected on a regional and national scale via U.S. Highway 12/16 and Interstate 90/94. State Highways 58 and 82 also pass through the City. A network of county trunk highways also serves the Mauston and its environs, including CTH G, K, and N. This section describes the community's existing transportation network. Goals, Initiatives, and policies to guide future development of the City's various modes of transportation are presented later in this chapter.

Photo Credit: City of Mauston

Roadways

The existing street network does an acceptable job of meeting the City's needs. With regularly scheduled maintenance and repair, this system can maintain adequate service.The Central Business District and the Industrial Park are in need of improvement. The Lemonweir River and railroad tracks provide a natural barrier for traffic circulation. Currently, the only vehicular river crossing is at Union Street. This route is critical because it provides access to Interstate 90/94 to the downtown and industrial park. U.S. Highway 12/16 is the designated truck route, which passes through the Central Business District. A second bridge is a costly improvement, but one that would alleviate many of the City's north-south and east-west circulation problems. Potential solutions for this issue are discussed in the Recommendations section.

Rail Service

The rail line in Mauston is owned by the Canadian Pacific Rail system. The line runs through the middle of the City in a northwest-southeast direction, but there is no rail spur or available freight service. Amtrak passenger service is available in Tomah and Wisconsin Dells—both within a thirty-minute drive.

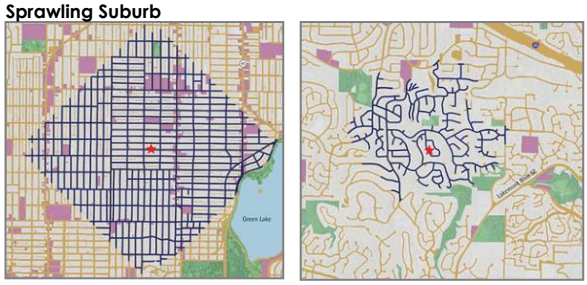
Air Transportation

Scheduled air service is available at LaCrosse and Madison. The Mauston-New Lisbon Union Airport, located four miles northwest of the City, provides fuel, including jet fuel, and hangers. Twenty-three aircraft are based at the Mauston-New Lisbon Union Airport, and it hosts an average of 26 operations (nearly all general aviation) per day.

Bicycle and Pedestrian Facilities

Bicycle and pedestrian facilities are extremely important for a compact city like Mauston, where uses are generally within walking distance of one another and schools are such an important part of the community. Mauston has a Walkability score of 66 which means Mauston is somewhat walkable and some errands can be accomplished on foot.[1] Walkability takes into account a center location, affordable housing near businesses, amount of public space to gather and play, buildings that are close to the street, parking lots that are relegated to the back, schools and workplaces lose to residential homes, road patterns, and streets designed for bicyclists, pedestrians, and transit. The road pattern that contributes to the highest walk score is the grid-like street network. Road patterns with rectangular grids and culs-de-sac make it more difficult to reach places. Bike and pedestrian facilities are also important for commuting and recreational use. Portions of the City are well served by sidewalks, although significant gaps in the network exist. Numerous survey respondents requested additional bike lanes, walking paths, bike racks, and expansion of the beautiful river walk.

Figure 7: One-Mile Walk in a Compact Neighborhood and Sprawling Suburb



[1] https://www.walkscore.com/score/mauston-wi

Mauston has a very limited on-street bike route system. According to national standards, bike routes should be designated along streets that provide a direct route to a useful destination, have traffic volumes less than 2,000 cars per day, and have speed limits of 30 MPH or less. Bike routes that do not meet these standards should have wider travel lanes and designated bike lanes to safely accommodate bike traffic.

The City does not currently have an off-road bicycle trail network. However, the City is 12 miles east of the Sparta-Elroy Trail, the '400' State Trail, and the Omaha Trail, all of which are multi-use recreational trails located in Juneau County with regional connections.

Water Transportation

There are three boat landings on Lake Decorah. Two boat landings have been recently improved. The most developed access is located in Riverside Park; the other two access points are located at the tip of Monroe Court and off of USH 12 on the northwest side of the city.

Review of State and Regional Transportation Plans

Connections 2030 is the Wisconsin Department of Transportation's (WisDOT) long-range transportation plan for the state. This plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian, and transit. WisDOT officially adopted Connections 2030 in October 2009. This 2009 Plan identifies a series of system-level priority corridors that are critical to Wisconsin's travel patterns and support the state's economy, including the "Badger Corridor" from Madison to LaCrosse, which in turn includes I-90/94 and US-12 through Mauston.

Community Survey Results

Survey respondents commented that while a bus system would be great Mauston is not a large enough city. Therefore, survey respondents requested a shuttle route that stops between major centers of the city. Survey respondents mentioned a need for more taxi services, the highest commented transportation item. One community member suggested reaching out to Megabus about making Mauston a passenger pick-up and drop-off point. Additionally, community respondents supported construction of more walking paths.

Figure 8: The City should focus on providing more public transportation options

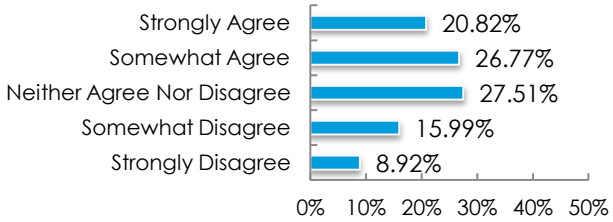


Figure 9: Transportation Comment Categories

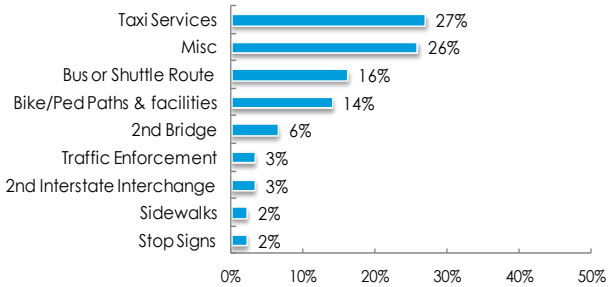


Photo Credit: Northwestern Regional Plan Commission

GOALS, INITIATIVES, AND ACTIONS

1. Goal: Provide for a safe, convenient, and efficient multi-modal transportation system.

Initiative: Provide for adequate road capacities and road quality;

Actions:

- Require that all rezonings comply with the Comprehensive Plan;
- Use a required site plan review process to ensure that all development complies with the Official Map identified future rights-of-way;
- Update Pavement Surface Evaluation and Ratings (PASER) for local roads; and
- Continue to implement the City of Mauston portion of the Juneau County Highway Plan.

Initiative: Provide for adequate parking facilities;

Actions:

- Require adherence to Zoning Ordinance parking requirements;
- Properly enforce existing parking regulations;
- Require site plan review for all multi-family residential, commercial, industrial, and institutional uses; and
- Pursue, when necessary, acquisition of sites for additional parking.

Initiative: Provide for community-wide non-motorized travel;

Actions:

- Use a required site plan review process to ensure that all development complies with the Official Map which identifies areas suitable for such facilities (bikeways, pedestrian paths, etc.);
- Provide safe and convenient pedestrian and bicycle routes within and between residential areas, schools, shopping areas, parks, medical facilities, employment centers, and mass transit facilities;
- Require sidewalks in all new developments and subdivisions;
- Participate in the Safe Routes to School funding program; and
- Connect to regional multi-use paths like the '400' State Trail, Elroy-Sparta State Trail, and Omaha Trail.

Initiative: Provide for flexible, future transportation needs, services, and facilities;

Actions:

- Work with the Juneau County and the Wisconsin Department of Transportation to coordinate transit, paratransit and transportation demand management efforts;
- Require all new development along existing and proposed transit corridors to be designed so that it can be easily and conveniently served by the transit system;
- Encourage land use densities that make transit service feasible;
- Require all new development projects to accommodate the needs of pedestrians, bicyclists, transit riders, and the physically challenged; and
- Review unplatted roads and existing dead ends to determine if roads can be extended or if it is in the City's interest to release easements and dedications and vacate certain roads.

Initiative: Provide for both the minimization of transportation facility disruption by land uses and the minimization of land use disruption by transportation.

Actions:

- Require that rezonings adhere to Comprehensive Plan recommendations;
- Link Mauston's transportation system with the regional transportation system through coordinated long-range transportation planning, official mapping, and Comprehensive Planning;
- Require site plan review for all projects except one and two-family residential development;
- Require traffic impact studies for certain developments which have the potential to create on-site and off-site traffic problems;
- Identify improved opportunities for routing truck traffic between the west industrial park and Interstate 90/94, which may include crossing the Lemonweir River just north of Mauston;
- Use throat depth requirements, parking lot, loading area, and access drive design standards per the Institute of Transportation Engineers (ITE) in industrial and commercial corridors; and
- Require a driveway permit for new or relocated access driveways.

Recommendations

The transportation element of this Comprehensive Plan is designed to facilitate the implementation of safe and efficient multi-modal traffic by supplementing major arterial improvements with improvements to local roads; by guiding the reservation of future rights-of ways; and by guiding development towards transit-friendly land use patterns, development intensities, and site designs.

The Transportation Plan Map is included as Map 5. The Transportation Plan Map recommends right-of-way widths for future road expansions and proposed new roads. It is important to remember that actual expansion of the road may not occur for many years. However, the City should work to acquire through dedication or purchase additional right-of-way width well in advance of actual need. As a first step, the City should amend its Official Map to reflect recommended rights-of-way in the Transportation Plan Map. It should then use the Official Map to obtain additional right-of-way, particularly when new developments (e.g., subdivisions) are proposed.

Specific transportation recommendations are described below:

Minor Arterial and Collector Roads
The existing system of minor arterial and collector roads includes Suldal Road/Martin Street, State Street, Elm Street, Union Street, Sherman Avenue, Division Street, Grayside Avenue, Attewell Street, Grove Street, North Road, and Powers Road. As Mauston expands, existing roads will be extended and new roads will be added to maintain a complete, interconnected roadway network. Several existing roads will become minor collector roads. These include Dlask Road, which will become the main north-south collector road connecting STH 82 and CTH B on city's west side. An extension of Dlask Road east between CTH G and STH 58 will also serve collector functions for the planned neighborhood on the city's south side. A second bridge, either south of Union Street and north of I-90/94's river crossing, or more likely just north of the current City limits, would be a costly improvement, but would alleviate many of Mauston's circulation problems.

The City should update and consolidate its Official Map to include these new road alignments and appropriate rights-of-way. In general, the City's recommended right-of-way for collector roads is 80 feet. These alignments should then be protected and reserved, and dedicated and constructed when necessary. All collector roads should include sidewalks on both sides and municipal planted and controlled street trees. The City should also work with WisDOT to update the City's functional classification map. This increases the possibility that state and federal assistance may be applied to certain road construction projects.

Local Roads
New local roads needed to serve development are not shown on Map 5. Local roads should be shown on Detailed Neighborhood Plans and subdivision plats as new neighborhoods develop. In general, the construction of local street connections should be timed so as to avoid serving as a de-facto collector or arterial roads until the actual collector or arterial road is constructed. Subdivisions and other developments should be interconnected, however, by local roads. An interconnected system is preferred for police and fire access, street maintenance, and snow removal.

The City should require right-of-way width of 66 feet for local roads. Local roads should have a pavement width no more than 36 feet and can be as narrow as 28 feet. Sidewalks should be constructed on at least one side of all local roads and on both sides of local roads which provide key routes to schools, parks, and other community facilities. The City should also consider collecting a street tree development fee with the approval of new subdivision plats. Collecting a fee per new linear foot of road frontage would protect local neighborhood aesthetics. The City should use the development fee to plant and monitor neighborhood tree species diversity; therefore, reducing the targeted risk to species from diseases and pests.

Because there are a number of dead ends and unbuilt but platted roads, the City should review the need for these roadways and explore options for releasing dedications or vacating rights-of-way if it is determined these roadways will not be needed. Some right-of-way dedications or reservations

could be used for trails to create additional pedestrian and bicycle connections through neighborhoods. The City should also review subdivision ordinances and policies to avoid developers dedicating more roadways than necessary.

Pedestrian, Bicycle, and Boating Facilities
Pedestrian and bicycle movement is a real alternative for communities of Mauston's size and form. Many activities south and west of the river—the Downtown, parks, schools, and Veterans' Memorial Park—are within easy walking or biking distance for the majority of residents. A signed bikeway system should be planned for low-volume roads in the City and striped bicycle lanes on roads with heavier traffic. The City should also work with regional partners to connect to the 400 State Trail and Elroy-Sparta Trail in a similar way as the Omaha Trail connects to the Elroy-Sparta Trail from Camp Douglas.

Improved pedestrian connections from neighborhoods should be made to existing and planned parks and the school campus. It is important to complete the pedestrian network by identifying and filling sidewalk and trail gaps. Canoe access on the Lemonweir River should be improved.

UTILITIES, COMMUNITY FACILITIES, AND CULTURAL RESOURCES

Utilities, Community Facilities, and Cultural Resources

Along with the residential and non-residential structures provided by the private sector, there are some public facilities that contribute to a community's quality of life. This section describes Mauston's utilities, community facilities, and cultural resources. Cultural resources are part of a community's quality of life. Cultural resources support economic development by attracting visitors to the community, residents that seek activities in the community, and potentially attracting new residents to live in the community. The City's goals, initiatives, and actions to guide future development of these facilities are presented at the end of this chapter.

Sewer and Water Service

A municipal utility operation serves the City for water and sanitary sewer, which provides the City with excellent value, as well as a strong revenue flow. The existing wastewater treatment plant is located near the eastern city limits and discharges into the Lemonweir River by permit from the DNR. Water supply from deep aquifer wells and the city's water tower are the key components of the water system.

Internet Services

According the Wisconsin Broadband map, MediaCom Wisconsin, LLC, provides most of Mauston with speeds of15-20 megabits per second (Mbps). In a few small areas the advertised speed is 3-10 mbps.

Community Facilities

Community facilities immeasurably contribute to the quality of life in the City of Mauston. The City has an impressive variety and quality of public facilities and services. Educational facilities include one Western Wisconsin Technical College campus located along the Interstate, four public schools, and St. Patrick's Catholic Elementary School (K-8) located on Mansion Street, and numerous places of worship spread throughout the community.

Photo Credit: City of Mauston

The Mauston Library is located on State Street that offers a state of the art computer lab with 16 public internet computers. The 2015 Hatch Library Impact summary reports that 62,450 books, 50,000 DVDs, 3,300 magazines, and 7,400 e-books were checked out. The library issued 526 new library cards and attracted more than 217,000 visitors to the downtown and library.

Photo Credit: City of Mauston

Photo Credit: The Hatch Public Libary

The library offers activities such as Book ClubS, toddler time, live music, fiber arts, quilt shows, and yoga. The Library collaborates with community partners such as the City of Mauston and the Chamber of Commerce to host movies in the Park, International Toastmasters, and the ADRC, which offered free tax preparations.

The library subscribes to more than 100 magazines, receives four daily newspapers, and offers preschool story times. Numerous survey respondents praised the library for all that it offers to the community. Respondents noted the need for more funding of the Library to support additional hours the library is open. In addition, respondents noted there is vacant space in the basement that has potential for community use.

There is a Community Sharing food pantry. The City is serviced by a 24-hour Police Department, a volunteer fire department, and an ambulance

service. The Police Department building is cramped and inadequate, and the fire department is cramped with insufficient parking. The Mile Bluff Medical Center provides the City and entire region with medical care.

Parks

The City of Mauston contains a total of eleven developed park areas. Of these eleven, eight are maintained by the City, and three by the School District. Veterans Memorial Park and Riverside Park are important regional parks of cultural and historical importance. The City has an extensive summer recreation program, as well as active youth community sports leagues. City Park facilities and amenities are described in table 14.

settlements in Wisconsin, Mauston has grown from a succession of uses: an early Indian campsite, a trading post, a logging area, and eventually to the city it is today. These different stages of development largely define the historic and cultural character of the community. Some of this history is captured in the City's two buildings listed on the National Register of Historic Places: The Benjamin Boorman House (dated 1877) on Union Street and the Juneau County Courthouse (dated 1938-40) on State Street. Additionally, the Wisconsin State Historic Preservation Office lists 13 archaeological sites within the Mauston area.

Table 14: City Park Facilities and Amenities

	Acres	Location	Picnic Areas	Picnic Shelter/Pavillion	Playground Equipment	Baseball Field(s)	Basketball Court(s)	Restrooms	Open Space	Parking	Additonal Amenities
Riverside Park	3.5	Mansion Street along the Lemonweir River	X	X	X		X	X	X	X	Tennis Courts Boat Launch Fishing Pier Service Building Band Shell Riverwalk Skateboard Area
Marachosky Park	2	Liberty Street - Off of West State Street	X	X	X	X	X	X	X	X	
Jones Park	2.5	(Corner of Prairie Street & Bluff Street off of East		X	X	X		X	X		Ice Skating rink with warming
Lions Park	3	Corner of Division St. & Grayside Ave.)	X	X	X		X	X	X	X	Tennis courts Grills Sand Volleyball
Veterans Memorial Park	19	South Hwy 58/Division St next to Hess Memorial Hospital)	X			X		X	X	X	County Fairgrounds
Mile Bluff Lookout (Kiwanis Park)	12	Hess Street - South of Hess Memorial	X				X		X	X	Scenic Overlook Frisbee Golf Hiking Trail
Murphy Park	n/a	West Monroe off North Union	X								
Oakridge Park	2.6	Southwest corner of 15th Ave and 51 Street									

Cultural Resources

Preservation of historic and cultural resources fosters a sense of pride, improves quality of life, and provides an important feeling of social and cultural continuity between the past, present and future. Cultural resources include historic sites, cultural and ethnic groups, faith organizations, and neighborhoods. Historic preservation can also provide economic benefits to property owners and communities. Like many pioneer

Community Survey Results

Survey respondents noted a lack of cultural resources in the community in the open-ended questions. Currently, the Hatch Library provides various community and cultural resources, as noted above. Supporting and highlighting the library activities can make an impact within the community. Respondents noted that many businesses downtown close early in the afternoon.

The downtown could see more visitors, if businesses expanded their business hours into the evening. Other communities host First Fridays, which offers a variety of events while the retail shops and restaurants stay open later than usual.

A total of 56% of survey respondents agreed that there are enough park facilities in Mauston. However, survey respondents noted that a dog park would benefit the community. Also, respondents commented that the city lacks a community center with year round activities for the youth, a place for seniors to gather, and rental space for large events like weddings or reunions. Additionally, several comments noted the city should consider creating a partnership with the school or library for community space.

Figure 10: There are enough park facilities (ballfields, basketball/volleybacll/tennis courts, playgrounds, shelters, etc.) in Mauston

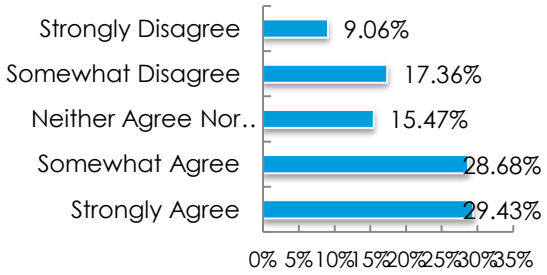


Figure 11: Utility CommentCategories

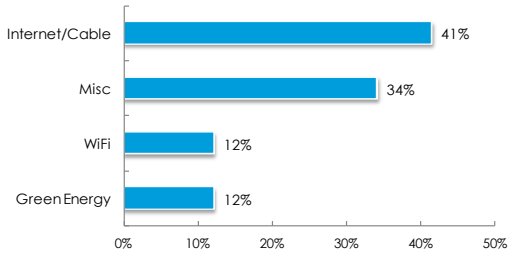


Figure 12: Cultural Resources Comment Categories

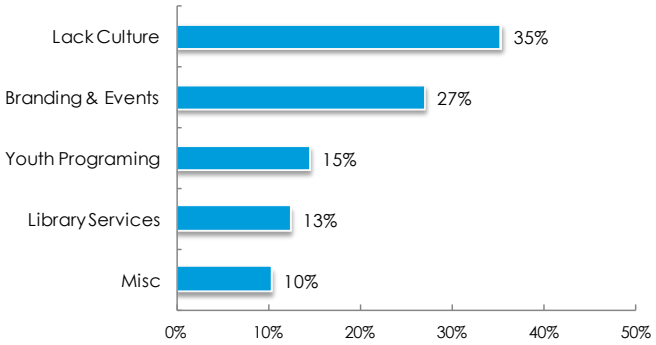
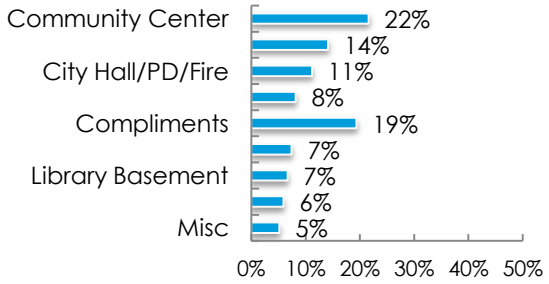


Figure 13: Community Facilities Comment Categories



GOALS, INITIATIVES, AND ACTIONS

Goal: Provide for diverse and efficient public facilities.

Initiative: Provide for adequate and convenient school sites;

Actions:

- Ensure that all development complies with the Official Map and the Comprehensive Plan Map; and
- Coordinate neighborhood planning with the School District;

Initiative: Provide for adequate and convenient park sites;

Actions:

- Adopt resource protection standards and coordinate subdivision review (including the location of proposed park areas) with the location of permanently protected environmental features;
- Adopt an Official Map which identifies future community park sites, located in conjunction with planned residential growth areas on the Comprehensive Plan Map; and
- Coordinate neighborhood planning with the Park Commission to identify potential future sites.

Initiative: Provide for a more diverse range of cultural opportunities;

Action:

- Implement the Mauston Outdoor Recreation Plan and adopt a Capital Improvements Program that addresses the need for more diverse cultural and recreational opportunities such as the development of additional bike trails and walking trails.

Initiative: Provide for the continuous availability of public utility capacity;

Actions:

- Adopt an "Adequate Public Facilities Ordinance", to ensure the available capacity of transportation, utility and stormwater facilities before development approval; and
- Employ an active Capital Improvements Program (CIP) process.

Initiative: Protect the City's status as the primary jurisdiction and provider of urban services within its market area;

Action:

- Except in the instance of Sanitary Districts designed solely to correct environmental health problems emerging in aging rural housing areas, require that all new development served by City of Mauston public sanitary sewer and public water and Mauston sewage treatment facilities be located within the corporate limits of the City.

Photo Credit: City of Mauston

Recommendations

The utilities and community facilities element of this Comprehensive Plan is designed to summarize the implications of the recommended land use pattern and transportation network. More detailed planning will be required to refine these broad recommendations as opportunities or needs for community facilities arise. For example, the City should continue to update park and recreational facilities, sanitary sewer, water, and storm sewer studies and plans on a regular basis.

Park and Recreational Facilities

Park and recreation facilities provide Mauston residents with both active and passive recreational opportunities, provide a connection to nature, serve as community focal points, increase surrounding property value, and enhance the overall quality of life. However, the City must plan for the continued park and recreational facilities for these to be provided in adequate numbers, types, and locations to meet the demands of future growth.

The City created a Community Outdoor Recreation Plan for 2012-2016. NCWRPC was finalizing the Community Outdoor Recreation Plan 2017-2022 with the expectation that the city will continuously update the CORP. The park and recreational facility recommendations of this Plan build off of pending park improvements and the recommendations of the City of Mauston Outdoor Recreation Plan, 2012– 2016, the Veteran's Memorial Park Master Plan, and the City of Mauston STH 82 Corridor Plan. The following are selected park and recreational facilities recommendations from those plans for the City of Mauston:

- Fee structures. The City should annually examine the fee structures for people using the city park system. This is needed to ensure that fees are set at a fair price for users and that the fees generate enough revenue to assist with the maintenance of the parks.

- Continue Park Partnerships. The City of Mauston has had a history of partnering with local organizations for support for local parks. Some of the local partners include Lions Club, Kiwanis Club, Golden Eagle Athletic Boosters, Marachosky Family, Local Churches and others. These partnerships have been a great assistance to the City of Mauston. The city should work to keep these partnerships and where feasible develop new partners for the park system.

- Trail Systems. The City should support the potential trails from the NCWRPC Regional Bike Plan by connecting local trails to the regional system.

- Signage. The City should support the potential trails from the NCWRPC Regional Bike Plan by connecting local trails to the regional system.

- City Pool. Past survey respondents noted a city pool as the top facility the city should put into long term facilities planning.

- Complete improvements for existing parks
    - Mile Bluff
        - Sanitary Facilities
        - Connect multi-use trails from the River to Mile Bluff
    - Jones Park
        - Ball field
    - Veteran's Memorial Park
        - Exhibit Hall and Community Center
        - Small Animal Building
        - Show Ring Building
        - Horse Arena
        - Horse and Beef Barn
        - Dairy Barn
        - Grandstand Area
    - Oakridge Park
        - Dog Park

The City should continue to require parkland dedication with new developments to fully supply the recreation demands of the City's growing population. In addition to land dedication or fee-in-lieu amount for land acquisition, many communities are also now requiring the payment of a parkland development fee. The City should also apply to State Stewardship funds and other grant programs to assist with the acquisition and development of parks and trails.

The City of Mauston STH 82 Corridor Plan outlines the City's long-range approach for improvements, redevelopment beautification,

and the overall revitalization of the STH 2 East Corridor. The second Initiative of the plan is to establish a pedestrian and bicycle network that connects the downtown, surrounding neighborhoods, and the growing business park east of the I90/94 interchange.

Funding Resources

WDNR Knowles-Nelson Stewardship Grant Programs
Application Deadline: May 1
Eligible Applicants: Local units of governments, tribal governments and nonprofit conservation organizations.
Maximum Grant: $250,000 (without Joint Commission approval).
Local Match Requirement: 50% The Stewardship Program includes the following Grants: • Aids for the Acquisition & Development of Local Parks (ADLP)

- Urban Rivers (UR)
- Urban Green Space (UGS)
- Acquisition of Development Rights and Recreation Trails

Eligible projects: Each of the above programs has their respective goals, priorities and criteria related to conservation and expanding outdoor recreation opportunities. Following are examples of eligible project types:

- Projects must be consistent with the Statewide. Comprehensive Outdoor Recreation Plan (SCORP).
- Projects must be included in an adopted local Outdoor Recreation Plan.
- Land acquisition that will provide opportunities for nature based recreation, water based recreation, preservation of natural areas, etc.
- Development projects meeting the above criteria including: recreation trails, boat landings, fishing piers, picnic areas and development of support facilities such as access roads, parking, restrooms, signage, utility systems and lighting.

Recreational Trails Act (RTA)
Application Deadline: May 1
Eligible Applicants: Local units of government, tribal governments, school districts, state agencies or incorporated organizations
Maximum Grant: $45,000
Local Match Required: 50%
Eligible Projects: The RTA program funds the following eligible projects:

- Projects must be consistent with SCORP and Local Recreation Trail Plan
- Land acquisition
- Maintenance and restoration of existing trails.
- Development and rehabilitation of trailside and trailhead facilities.
- Development of new trails.

Community Development Block Grant
Approximately $5 to $9 million will be available on an annual competitive application process. Funded projects will include: 1) Replacement or reconstruction of deteriorating infrastructure including sanitary sewer systems, municipal water systems, streets, parks, sidewalks and handicapped access improvements, 2) Essential community facilities such as community centers, senior centers, fire stations, health clinics and libraries, and 3) Downtown revitalization including blight elimination, infrastructure, parking and Main Street activities such as streetscape, building façade improvements and historic preservation. The CDBG Public Facilities annual application deadline is planned for May 2017. Maximum grant is 50% of the project cost up to a $500,000 grant.

Juneau County Community Foundation
The Juneau Community Foundation is a local charitable organization with a board of directors from our community. The Foundation was established to make it easy for Juneau residents to make donations to charitable causes they feel strongly about, such as local recreation programs, schools, scholarships, social services, arts and humanities, or other nonprofit agencies. We hope to encourage and increase personal philanthropy in Juneau by offering flexible, individualized ways to give with attractive tax advantages. In partnership with our donors, we hope to create a permanent community endowment for our community's future needs.

Photo Credit: City of Mauston

Tax Incremental Financing (TIF)
Tax Incremental Finance (TIF) is a financing tool that allows municipalities to invest in infrastructure and other improvements, and pay for these investments by capturing property tax revenue from the newly developed property. A municipality identifies an area, the tax incremental district (TID) as appropriate for a certain type of development. The municipality identifies projects to encourage and facilitate the desired development. Then as property values rise, the municipality uses the property tax paid on that private development to pay for the projects. After the project costs are paid, the municipality closes the TID. The municipality, schools, county, and technical college are all able to levy taxes on the value of the new development.

PetSafe is manufacturer of pet products devoted to innovative research and advanced designs. Additionaly, PetSafe offers grants for dog parks. Currently, there isn't an open application window, but highly suggest to check back often. http://www.petsafe.net/barkforyourpark/

Municipal Facilities

As the City continues to expand geographically and demographically, increased strains will be placed on its municipal buildings and facilities. Most of Mauston's community facilities are meeting current, and projected space needs over the planning period. The expansion and improvement of the City's wastewater treatment plant should adequately meet the long-term capacity needs of the community. As of August 2016, the Common Council approved a contract to find a site and design for the Fire Hall. This new development means that the City will need to consider the next steps for the police station and City Hall. The City should continue to follow recommendations from its Five Year Capital Improvement Plan (CIP).

Historic Preservation

Historic preservation should be considered in all planning and development activities in the community. This section addresses general implementation strategies for historic preservation in Mauston.

To encourage preservation projects in Mauston, economic incentives may be offered to private landowners interested in protecting their properties that help offset additional costs that may be necessary to comply with other, more regulatory aspects of an historic preservation program. The primary economic incentive for historic preservation is in the form of tax credits. Property owners can qualify for a 20% federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. Preservation tax incentives are available for buildings that the Secretary of Interior has listed on the National Register of Historic Places. In Wisconsin, owners of historic properties can claim an additional 5% ITC from the State against the approved costs of the rehabilitation of their building. All work must comply with federal guidelines established in the Secretary of Interior's Standards for Historic Building Rehabilitation. Another state-level tax relief program provides a 25% Wisconsin ITC for the rehabilitation of owner-occupied structures that either contribute to a National Register-listed historic district or that are individually listed (or eligible for listing) with the National or State Register. Rehabilitation expenditures must exceed $10,000 and work must be certified for compatibility by the State Historical Society to qualify.

AGRICULTURAL AND NATURAL RESOURCES

Agricultural and Natural Resources

Agricultural Resources

Large areas of prime agricultural soils are present in the Planning areas—especially in the Towns of Lindina and Lemonweir. Larger farming areas are generally located southwest and northeast of the City. The importance of agricultural resources to the community, and to Juneau County, is widely recognized. An important goal of this Plan is to help preserve the extent and integrity of this resource, while accommodating well-planned, high-quality, compact urban development.

Natural Resources

The relationship between the City of Mauston and its natural features provides a valuable point of reference. It sets up a framework for analysis, suggests possible location advantages that the City may possess for certain land uses, and hints at the relationship between the City and the surrounding region. The natural resource base, especially environmentally sensitive areas—with respect to soils, environmental corridors, wetlands, and floodplains—are critical factors in local planning decision making. Maintenance of these, and other environmentally sensitive natural features, is important for both the visual attractiveness of Mauston, as well as for the prevention of severe developmental or environmental problems, which may be difficult and costly for the City to correct in the future.

The City of Mauston is located at the eastern edge of the "driftless area" of Wisconsin, a region little affected by the glacial advances several thousand years ago. Mauston has developed on a relatively flat plain along the Lemonweir River, which empties into the Wisconsin River about ten miles below the City. The topography in the planning area is generally of low relief and gently rolling hills, except for the isolated ridges and bluffs remaining from the pre-glacial era, mostly located west of the City. Located south of the city is the prominent Onemile Bluff. A number of wetlands and sandpits are located to the north in the Lemonweir River drainage basin.

General Soils Information
Soil suitability is a key factor in determining the best and most cost-effective locations for new urban growth. The majority of the planning area is covered by soils generally unsuited for development utilizing septic systems. Soils in the Mauston area are composed principally of silt loam deposited over clay or bedrock. Most soils are well drained, although some are poorly drained and subject to seepage from fluctuating water tables.

The *Curran-Ettrick* soil association, as defined by the United States Department of Agriculture, covers much of the planning area. This association is characterized by silt loams in deposits three to four feet in depth, underlain in some places by sand and silt. Slopes range from level to very gently sloping. Drainage is generally poor, although this group does include small areas of better-drained soils. Development limitations range from moderate to severe. The *Oshkosh-Delton-Wyeville-Manawa* association, with smaller pockets of *Wautoma-Wauseon-Poygan* association, is also found in parts of the planning area. The latter soils are wet and poorly drained, composed of silt, clay and glacial outwash materials. The others soils have a different makeup and range from well-drained to somewhat poorly drained. Development limitations are slight to moderate, but severe in some areas.

Drainage Basins
The entire planning area is located within the Wisconsin River Basin portion of the Mississippi River system. The City is located along the Lemonweir River flowing northwest to southeast. Lake Decorah, a 104-acre impoundment formed by the damming of the river in 1842, adjoins the City's northern limits. The damming of the Lemonweir river and period flushing of cranberry bogs upstream have impacted water quality and sediment levels in Lake Decorah. While dredging the lake may be a possible, the City should work with the Wisconsin Department of Natural Resources to develop long-term solutions. A number of smaller creeks and ravines are located throughout the planning area.

Groundwater
Groundwater resources are plentiful in the Planning area at both shallow and deep levels within the Sandstone Aquifer. The shallow aquifers are likely to be linked to certain surface water features, such as marshes and swamps. In areas of granular soils, these aquifers are susceptible to contamination from both surface and subterranean sources. Deep aquifers in the Planning area are generally of higher quality and considered substantially less susceptible to contamination. The City has an existing Wellhead Protection Ordinance to ensure that

groundwater resources are plentiful and protected for the future.

Drainageways
Drainageways are key contributors and conveyors of sedimentation and agricultural chemicals to streams, wetlands, surface waters, and aquifer recharge areas. Among the most significant within the Planning area are those such as Brewer Creek flowing east and northeast to the Lemonweir River and those flowing south to Onemile Creek. West-to-east drainage through the City has been an issue in the past and should be monitored. New development should be evaluated for new stormwater drainage impacts.

Floodplains
The Federal Emergency Management Agency has identified flood hazard areas for risk management purposes. The 100-year flood area—where the flooding probability is greater than 1% in any given year—is generally restricted to no development by State Statute-authorized local zoning. The possible future removal of the dam on the Lemonweir River may have significant impacts on floodplains within the Mauston area.

Wetlands
Wetland areas are located along the Lemonweir River, streams, and drainageways and in isolated low spots. Most of these wetlands have been identified by the Army Corps of Engineers and the Wisconsin Department of Natural Resources, but detailed mapping of these areas do not exist. These areas are important for aquifer recharge, groundwater and surface water quality improvement, and wildlife habitat. Generally, these areas are restricted to no development by State Statute-authorized local zoning. The possible future removal of the dam on the Lemonweir River may have significant impacts to wetlands within the Mauston area.

Woodlands
The Planning area contains a few wooded areas, except in areas dominated by floodplain and/or wetland conditions. This sparsely wooded condition is due to a combination of rich soils, few steep slopes, and residential development activity which tends to place high value on wooded sites. As such, the remaining woodlands of the City are valuable contributors to the area's character and beauty.

Steep Slopes
Generally, the Planning area is predominated by gently rolling or flat areas. Steep slopes (exceeding 12%) occur very infrequently and only for very short runs. These areas are scattered throughout the planning area and are generally associated with either directly adjacent waterways or ridgetop systems.

Hilltops and Ridgetops
Important natural features, often overlooked in comprehensive planning efforts, are hilltops and ridgetops. Within the Planning area, there are particularly noticeable hilltops and ridgetops which serve to define the horizon—and provide a "natural edge" for a community. Large structures constructed on top of them (including homes) tend to be visually prominent—especially if not blending with the area's rural-agricultural character in terms of color, material, or style. A series of predominant ridges and bluffs are located both south and west of the City.

Environmental Corridors
Environmental corridors are a composite of the best elements of the natural resource base occurring in a linear pattern on the landscape. These corridor areas normally include one or more of the following elements which are essential to the maintenance of an ecological balance and diversity, and the preservation of natural beauty in Juneau County and should be preserved and protected in essentially natural open uses. Almost all of the remaining high-value wetlands, woodlands, wildlife habitat areas, major bodies of surface water, and delineated floodlands and shorelands are contained within these corridors. Environmental corridor features include:

- surface waters and their undeveloped shorelands and floodlands;
- wetlands, woodlands, and wildlife habitats; and
- rugged terrain and high relief topography.

The corridors also contain the following additional elements, closely related to the natural resource base, having recreational, scenic, and historical value:

- existing outdoor recreation sites;
- potential outdoor recreation sites;
- historic, archaeological, and other cultural sites;
- scenic areas and vistas;
- natural and scientific areas; and
- walking and multi-use trails.

Within the City of Mauston, environmental corridors are generally located along the Lemonweir River drainage basin. Protection of environmental corridors from additional intrusion by incompatible land uses, and thereby from degradation and destruction, should be an essential planning initiative for the preservation of open natural spaces.

Community Survey Results

A total of 73% noted that the agricultural resources should be protected from development pressures. Community survey respondents commented that the agricultural resources are a wonderful resource and an anchor to the area. To help support local farmers, the farmers market should be supported and expanded upon, possibly by allowing food share recipients to use their benefits at the farmers market. Community gardens were brought up as option for those in town to produce their own food. A few respondents noted that the cleaning Lake Decorah should be a priority. Many respondents noted how well they loved the Riverside Park and Riverside.

Figure 14: Agricultural Resources are to be protected from development pressures

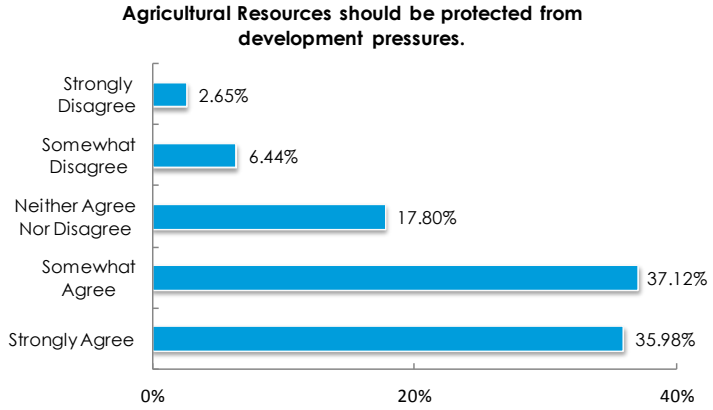


Figure 15: Natural Resources Comment Categories

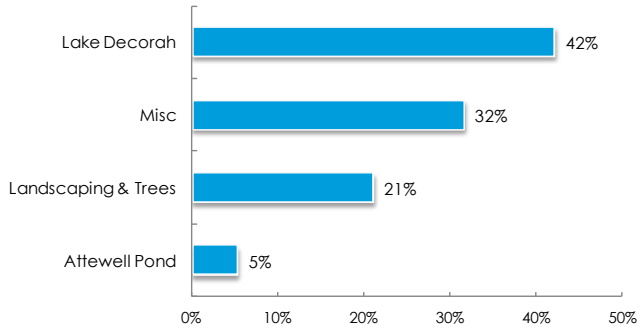
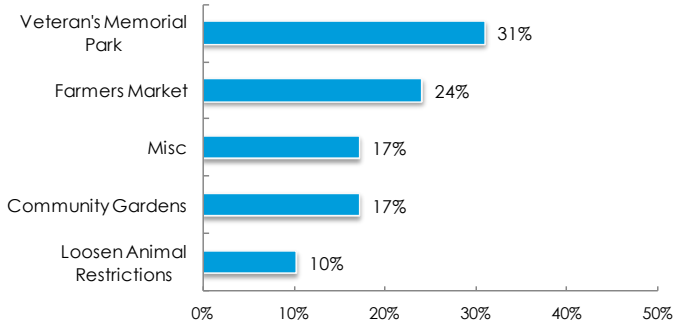


Figure 16: Agricultural Resources Comment Categories



GOALS, INITIATIVES, AND ACTIONS

Goal: Protect agricultural and natural resources

Initiative: Protect prime agricultural land from premature development;

Actions:

- In areas not designated for future urban services, locate development away from prime agricultural lands to the greatest extent possible;
- In areas designated for the future development served by public sanitary sewer and public water systems, use a holding zone strategy which allows only agricultural or very low density residential development. Such areas would not be rezoned until public sanitary sewer and public water utilities become available; or shall be developed on private well and septic in a manner, which enables the extension of public water and sewer service; and
- In areas designated for the future development, establish land division restrictions that prevent large parcels from being haphazardly subdivided without a long-term plan.

Initiative: Protect the water quality of both surface and subterranean resources;

Actions:

- Use overlay zoning, in conjunction with cluster development options, to protect floodplains, wetlands, drainage ways, steep slopes and woodlands;
- Use low density zoning in sensitive environmental areas;
- Use maximum impervious surface ratios (ISR) or infiltration requirements to regulate the intensity of all new development;
- Use a required site plan review process to ensure effective environmental protection techniques are employed;
- Base the regulation of residential development intensity on gross density;
- Adopt a stormwater ordinance to ensure that, whenever possible, the rate of surface runoff after development should not be greater than the rate of surface runoff before development or shall be managed off-site in appropriately developed regional facilities; and
- Cluster development so more dense and intense land uses are located in areas that are not environmentally sensitive.

Initiative: Protect air quality;

Actions:

- Defer to state and federal performance standards which control air emissions;
- Require the provision of significant landscape materials in industrial areas;
- Provide for efficient travel patterns and pedestrian and bicycle facilities to reduce emissions; and
- Establish and review urban forestry standards and continue to pursue Tree City USA designations.

***Initiative: Protect sensitive environmental areas, including wetlands, floodplains, wooded areas, steep slopes, drainage ways, and habitat areas*;**

Actions:

- Use public acquisition, dedication, or conservation easement in areas of critical environmental importance;
- Allow and promote cluster development regulated by gross density to reduce financial impact on property owners within sensitive areas;
- Preserve designated environmental corridors;
- Use public acquisition, dedication, or conservation easement in critical areas;
- Require landscaping standards;
- Encourage partnership between the Park Commission and Parks Department and other local entities, including the school district and county to cooperatively maintain parks.

Recommendations

Agricultural Preservation
Mauston, like most communities expanding along municipal services lines, has grown in a compact configuration. From time to time, development proposals for areas in Towns adjacent to the City's municipal limits have advocated large-lot residential development. This type of large-lot development impedes the City's ability to provide municipal facilities in an efficient, cost-effective manner and uses up agricultural land at a faster rate than compact, sewered development. This Plan intends to implement agricultural preservation initiatives by guiding future development into areas planned for municipal service extension.

Natural Resource Preservation
This Plan recommends utilizing current zoning regulations for the preservation of Mauston's natural resources, including floodplains, wetlands, woodlands, drainage ways and environmental corridors. The City should review land use regulations as necessary to ensure preservation of natural resource areas. Additionally, the City needs to coordinate with DNR to research the feasibility of dredging Decorah Lake.

ECONOMIC DEVELOPMENT

Economic Development

The economic condition of a community, particularly the composition of its economic base, closely relates to its potential for economic expansion or improvement. This section describes the City's economic characteristics, economic base, community results, goals, initiatives, actions, and recommendations to promote the stabilization, retention, or expansion of the economic base.

Employment Trends and Forecasts

Selected economic characteristics for the City of Mauston reflect those of surrounding communities (see Table 15). The City's unemployment rate in 2014 (4%) was below both the State of Wisconsin and Juneau County.

Table 15: Economic Characteristics

	City of Mauston	Town of Lindina	Town of Lemonweir	Juneau County	State of Wisconsin
Median HH Income	$38,550	$67,750	$52,885	$45,135	$52,738
Per Capita Income	$20,259	$32,459	$25,494	$22,439	$27,907
% Below Poverty	16.8%	0.3%	7.5%	13.9%	13.3%
% High School Education1	79.2%	96%	88.7%	84.5%	90.8%
% College Level Education2	14.3%	19.8%	12.5%	12.4%	27.4%
Total civilian labor force (16+)	1,975	320	960	12,930	3,073,680
Total % of persons unemployed	4%	0.9%	8.1%	9.3%	4.9%

Source: American Community Survey, 2014
[1] Population age 25 and over with high school level eduation
[2] Popualtion age 25 and over with bachelor's degree or higher

Economic Base

Arts, education, retail, and manufacturing comprise 77% of all employment in the City of Mauston according to 2014 census data. At the county level, manufacturing is the largest employment sector in Juneau County, comprising nearly 20% of total employment. Four of the county's largest manufacturers are located in the Mauston area. In addition to manufacturing, the County has experienced an increase in retail trade and service industry employment since 1990. The recently built Woodside Sports Complex serves as a strong base for tourism and hospitality within the region. According to the 2014 American Community Survey, the labor force in the City of Mauston was broken out as shown in Table 16.

Table 16: Civilian Employed Population 16 Years and Over Labor Force

Occupation Group	Percent of Labor Force
Agriculture, forestry, fishing and hunting, and mining:	1.2%
Construction	1.6%
Manufacturing	15.7%
Wholesale trade	0.5%
Retail trade	17.4%
Transportation and warehousing, and utilities:	3.9%
Information	0.0%
Finance and insurance, and real estate and rental and leasing:	2.4%
Professional, scientific, and management, and administrative and waste management services:	1.8%
Educational services, and health care and social assistance:	18.9%
Arts, entertainment, and recreation, and accommodation and food services:	24.8%
Other services, except public administration	2.1%
Public Administration	9.5%

More current employment trends are available at the county level. In Juneau County, the rate of unemployment was 9.3% in 2014, slightly down from 10% in 2010. The county has maintained an unemployment rate roughly double that of the State of Wisconsin. However, in 2015 Mauston's unemployment rate fell below the national average. According to the 2015 Juneau County Workforce Profile,

> *The unemployment rate has been historically higher than the statewide rate, but the gap seems to be closing. The county's unemployment rate is substantially more seasonal than the State as a whole, which is indicative of Juneau County's employment mix; employment in Juneau is even more heavily influenced by hospitality, tourism, agriculture, and seasonally based manufacturing than the state as a whole.*

State of Wisconsin Department of Workforce Development (DWD) provides employment projections for the Western Workforce Development Area (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon Counties), stating that three largest industry sectors were Trade, Transportation, & Utilities; Education & Health Services; and Manufacturing sectors. These three are expected to continue as the three largest in 2022. The Manufacturing sector is expected to have the

largest decline in the share of jobs even with an increase in employment. The DWD states, "Readers should note that while manufacturing employment as a whole will decline there will be many an opportunity for young workers in manufacturing because retirements in the sector are going to outpace declines due to economic shifts for the foreseeable future."

Table 17: Change in Employment, Juneau County

Sector	1999	2014	Employment Change	Percent Growth
Manufacturing	2,917	2,099	-818	-28
Education and Health Services	1,662	1,847	185	11.1
Trade, Transportation, and Utilities	1,609	1,552	-57	-3.5
Leisure and Hospitality	813	764	-49	-6
Public Administration	553	650	97	17.5
Professional and Business Services	142	261	119	83.8
Construction	262	231	-31	-11.8
Financial Activities	220	188	-32	-14.5
Natural Resources and Mining	156	182	26	16.7
Other Services	174	153	-21	-12.1
Information	36	43	7	19.4
Total	8,544	7,970	-574	

Environmentally Contaminated Sites

State statutes require a Comprehensive Plan to evaluate and promote environmentally contaminated sites for commercial and industrial uses in a community. The Wisconsin DNR's Environmental Remediation and Redevelopment Program maintain a list of contaminated sites, or brownfields, in the state. The DNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields can be anything from a large abandoned industrial site to a small corner gas station. Properties listed in the DNR database are self-reported and do not necessarily represent a comprehensive listing of possible brownfields in a community. A complete listing of contaminated sites is available through state and federal databases.

A state and federal file search conducted in November 2015 identified several environmentally contaminated sites in the City of Mauston. Specific location and property ownership information for each of these sites is available from the DNR program. These properties will need special attention for successful redevelopment to occur. The location of these environmentally contaminated sites was considered when making the land use recommendations in this Plan.

Economic Development Programs

The City is involved in several economic development programs. The City uses Tax Increment Financing (TIF) districts to create incentives for industrial development. TIF provides for up-front public expenditures for land and infrastructure for industrial development. The resulting development pays for such initial expenditures over time through dedicated property tax revenues. The City currently operates two TIF districts: one for the industrial park on the northeast side of town and the other for the industrial park on the northwest side of town. At present, both TIF districts are set to expire in 2022, and each has been successful in spurring economic growth within their boundaries. The Greater Mauston Area Development Corporation and the Chamber of Commerce also work to promote business retention and development in the local community. The Juneau County Economic Development Corporation promotes economic development activity within the entire county.

At the regional level, the North Central Wisconsin Regional Planning Commission (NCWRPC) assesses economic development activities and proposes strategies for new development in its Comprehensive Economic Development Strategy (CEDS). The 2014 report indicates that the Region's labor market grew by 0.47% from 2012 to 2013, and increased in population by 0.08%. The majority of this growth has occurred in the Region's more populated counties (Marathon, Portage, and Wood) while many of the Region's rural counties have experienced a long-term economic decline.

Entrepreneurial Support

Mauston should consider allowing Pop-Up Shops, which are temporary stores or shops, open for less than a year and sells merchandise or food. Pop-ups create short-term stores and/or restaurants that utilize vacant property or serve a temporary need/use. Pop-up stores are a way for business owners to launch a new product, test a business idea or market, gauge interest in their product, and vet a business idea or location before investing in a permanent space. In a retail environment increasingly dominated by internet commerce, pop-up stores create new customer experiences, and bring energy and excitement to communities—especially those that have seen

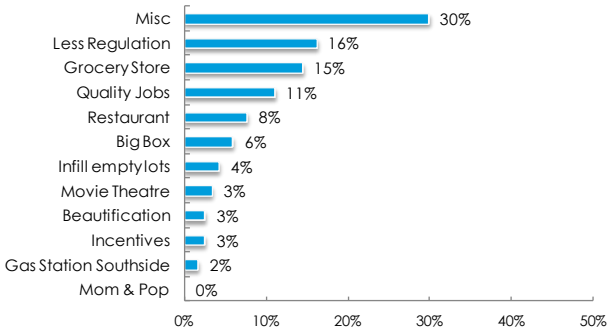
a downturn in retail. The result is more local spending and an improved retail environment. This will require additional research in temporary use zoning or changing zoning and permitting so that pop-ups do not have to go through the usual entitlement process.

Photo Credit: City of Mauston

Community Survey Results

Survey respondents noted that the city needs to ease development requirements beginning with permits and ordinances (Figure 17). Less regulation was the highest comment category excluding the miscellaneous category. Several respondents suggested another grocery store on the other side of town to add competition and make accessibility. Recruiting new businesses such as a downtown café, daycare centers, restaurants (not fast food), movie theater, and retail shopping downtown is of interest to many. The City should consider creating incentives for downtown business façade updates, providing opportunities for start-up companies, and promoting mixed-use areas (retail on the first floor with apartments above). More than 11 comment categories emerged out of the Economic Development and Land Use elements. Survey respondents commented the most about regulation and grocery stores.

Figure 17: Economic Development and Land Use Comment Categories



GOALS, INITIATIVES, AND ACTIONS

Goal: Facilitate the ability of Mauston to respond to emerging land development needs within the community.

Initiative: Facilitate the provision of an adequate supply and diverse range of developable property within the City of Mauston;

Actions:

- Conduct a regular review of the Comprehensive Plan;
- Use a gross density-based system of limiting the intensity of residential development, versus a lot size based system;
- Adhere to the Comprehensive Plan for limits on the location and density of development; and
- Put a strong emphasis on ensuring the continuous provision of high-quality office, commercial and industrial sites within the City of Mauston.

Initiative: Facilitate the provision of balancing community-wide needs with local concerns;

Actions:

- Adherence to the Comprehensive Plan for all land use decisions;
- Require all rezoning requests to comply with the Comprehensive Plan;
- Regulate public uses as well as private property under the Zoning Ordinance;
- Require that all subdivision re-zonings and site plans adhere to the Official Map; and
- Work with nearby jurisdictions and the County to address community-wide and area issues.

Initiative: Facilitate the ability to accommodate new types of land uses and/or new forms of development in an effective and expeditious manner within the City of Mauston.

Actions:

- Adopt an approach to reviewing development proposals (including re-zonings) which expedite the review process and gives petitioners an opportunity to adjust proposals per staff comments before review by local boards; and
- Adopt development regulations, which stress acceptance of creative development and directly provide built-in flexibility regarding types of uses, which are permitted within certain zoning districts.

Initiative: Promote infill development;

Actions:

- Create a substantial difference in the maximum permitted density/intensity of development in the areas of the City where infill development and/or property reinvestment needs to be encouraged;
- Permit a wider range of uses in areas of the City where infill development and/or property reinvestment needs to be encouraged; and
- Provide for a flexible infill development overlay zoning district.

Initiative: Promote the concept of development "paying its own way";

Actions:

- Ensure that the impact fee system meets State regulations;
- Require site plan review and traffic impact studies to ensure proposed development does not adversely affect adjacent development or traffic flows;
- Develop necessary utilities to support new development;
- Employ TIDs and special assessments where appropriate; and
- Require non-agriculture development within the ETJ to annex into the City to acquire public utilities.

Initiative: Promote the diversification of the local economy;

Actions:

- Pre-zone certain areas ripe for new development to remove procedural obstacles, expenses and delays associated with rezoning;
- Develop necessary utilities to support new development; and
- Create marketing materials.

Initiative: Promote the expansion of the non-residential tax base;

Actions:

- Implement the Comprehensive Plan Map; and
- Pre-zone and make utilities available to appropriate areas.

Initiative: Promote the on-going maintenance of existing development;

Actions:

- Enforce the property maintenance code and on-going enforcement program; and
- Adopt development regulations, which stress the acceptance of creative development and directly provide flexibility in terms of types of uses, which are permitted within certain zoning districts.

Initiative: Promote the image of Mauston as a good place to do business;

Actions:

- Educate property owners throughout the planning area about the Comprehensive Plan;
- Educate property owners throughout the planning area about the City's Plan implementation tools, particularly the Zoning Ordinance, Land Division Ordinance, Official Map, Transportation Improvement Plan, and the Capital Improvements Program;
- Provide development regulations, which identify requirements as soon as possible; and
- Create marketing materials.

Initiative: Establish more effective economic development efforts through regional marketing.

Actions:

- Work with the County and nearby communities to coordinate marketing; and
- Create Industry focused marketing networks.

Photo Credit: The Hatch Public Library

Recommendations

Desired New Businesses and Industries
The City should continue to retain and diversify the service and employment base of the community, and to generally focus economic development efforts on small- and mid-sized companies and sites. There is potential for regional office development in Mauston given its location midway between Chicago and the Twin Cities. The most appropriate location for this type of development is along highway 82 or downtown. There is a desire for community-oriented businesses (e.g., grocery store or hardware store) in Mauston and an interest in locating these businesses in the downtown area. Offices, co-working spaces, retail and institutional businesses are desired in the Eastside Business Park. This Plan recognizes the importance of the Interstate interchange area as an important economic asset to the community. This Plan seeks to protect and enhance this asset through the use of zoning standards to carefully control the appearance and coordination of development in this area.

Economic Attraction and Retention
This Plan recommends a number of strategies to stimulate economic expansion in the community. The City should continue to explore the use of TIF Districts to attract new development on the city's edge and the use of Environmental Remediation Tax Increment Districts (ERTID) for redevelopment in the downtown fringe and railroad corridor area. The City should continue to update and evaluate its Capital Improvement Plan (CIP) to ensure that the necessary infrastructure improvements are in place to attract new business and industries. Additionally, retaining and expanding existing businesses is a common economic development strategy because this is typically less costly and time intensive than recruiting new businesses. The City can look into a market analysis for the starting point of a business retention and expansion strategy. The City should adopt a new zoning ordinance and zoning district map to better protect existing property values and capital investments in areas of existing development.

Site Availability/Brownfield Redevelopment
There are several sites available for industrial development in both of the City's industrial parks. The Redevelopment Area on the eastern fringe of downtown Mauston contains potential infill development opportunities for businesses and industries.

While brownfield redevelopment can present complicated problems, these sites provide a tremendous opportunity to engage public and private funding sources in a plan for long-term economic development. Brownfields are more than a public health and environmental issue. In many communities, brownfields pose a number of economic development constraints such as lowering surrounding property values and contributing to a neighborhood's blighted condition. Successful redevelopment of brownfields can revitalize older neighborhoods and increase local tax revenue. Brownfield redevelopment is also an effective growth management tool, attracting business development back into areas where municipal services are already provided rather than on undeveloped lands (e.g., farmland, open space) at a community's edge.

In Mauston, there are several opportunities for brownfield redevelopment. Redevelopment strategies for each brownfield are extremely site-specific, dependent upon factors such as previous ownership, past land use, and the type of potential environmental contamination. A detailed environmental site assessment and market analysis is recommended before proceeding in any brownfield redevelopment project. There are a range of funding sources and implementation tools available from both public and private agencies to assist communities, businesses, lenders, and private citizens in the clean-up and redevelopment of brownfields in Wisconsin.

Main Street Program and Connect Communities
The National Historic Preservation established the National Main Street Center in 1980 to assist nationwide downtown revitalization efforts. The program advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements. Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process to demonstrate their commitment to the program and to maintaining long-term success for their downtown district. See more at: http://inwisconsin.com.

Furthermore, WEDC provides the option of Connect Communities for communities not ready to participate in Main Street Program. Connect Communities have access to experienced staff within WEDC and to the leaders within the

Connect Communities Network. A participating community must have an organization or group that focuses on downtown/historic commercial district issues, have access to a computer with required software, can commit to a majority of training opportunities, and fulfill annual reporting requirements. Communities will be required to sign a participation agreement with WEDC and pay an annual fee of $200. - See more at: http://inwisconsin.com.

Photo Credit: The Hatch Public Library

INTERGOVERNMENTAL COOPERATION

Intergovernmental Cooperation

The actions of other municipalities, different levels of government, and school districts can have a significant impact on Mauston's future. The existing government jurisdictional framework in which the City of Mauston is located is shown in Map 1 presented earlier in this document. This section briefly describes the major governmental jurisdictions in the area along with a compilation of goals, Initiatives, and policies for joint planning and decision-making efforts with surrounding jurisdictions.

Wisconsin Statutes specifically allow cities and villages to prepare plans for land currently outside municipal boundaries but within the City's 1-½ mile extraterritorial jurisdictional (ETJ) area. To effectively manage growth, this Plan identifies desirable land use patterns within the existing City limits and in unincorporated areas around the City. It is intended that these land use recommendations will be incorporated onto the City's Official Map. Therefore, many recommendations of this Plan require intergovernmental coordination and cooperation to be effective.

City of Mauston
The City of Mauston was incorporated in 1883 and encompasses about five square miles of land area, with a 1½-mile Extraterritorial Jurisdiction (ETJ) limit. The ETJ extends northwest into the Town of Lisbon, northeast into the Town of Marion, east into the Town of Lemonweir, and west into the Town of Lindina.

Cities and Villages
No other incorporated jurisdictions are located within the Planning Area.

Towns
The Towns of Lindina (2014 estimated pop. 580) and Lemonweir (2014 estimated pop. 1,800) are characterized by rural lifestyle-oriented development. Historically, both towns have done a commendable job of preserving agricultural areas. There are small pockets of rural residential development located north of Mauston in the Town of Lemonweir as well as to the northwest in the Town of Lisbon.

County
Juneau County is characterized both by its strong agricultural base and growing manufacturing sector. Interstate 90/94 transects the county diagonally running northwest to southeast. The County's 2014 population estimate is 26,607, which reflects a growth rate of about 9.4% (or 2,291 people) since 2000. Most of the County's population gain is the result of net migration—more people moving into the county than moving out.

The County has planning, land division review, and limited zoning authority within the unincorporated areas of Juneau County. The County works with towns to prepare and update town Comprehensive Plans, which are included in the County Farmland Preservation Plan. By and large, these plans support agricultural preservation. Many towns, including those in Mauston's Planning Area, have exclusive agricultural zoning to achieve farmland preservation Initiatives.

Regional Planning Jurisdictions
The City of Mauston, and all of Juneau County, is located in the North Central Wisconsin Regional Planning Commission (NCWRPC). Under state law, NCWRPC is charged with adopting a master plan for the physical development of the region. NCWRPC's regional plan (adopted in 2003) identifies Mauston as an urban center. This plan recommends that future urbanized development in the region occur near areas of existing development to efficiently provide public services and protect high-quality farmland and environmental features.

Additionally, in 2015 NCWRPC completed a Regional Livability Plan (RLP) that addresses four specific areas: Housing, Economic Development, Transportation, and Land Use. The RLP builds upon and updates previous planning efforts. The RLP has Goals, objectives, and recommendations on a sub region basis. Juneau County is included in the south sub-region of the planning area.

Important State Agency Jurisdictions
The Wisconsin Department of Transportation's (WISDOT) District 4 office serves all of Juneau County, and the remainder of central Wisconsin. The City should maintain good relations with District 4 staff as planning, congestion, and safety issues arise along the STH 58 and STH 82 corridors. The Wisconsin Department of Natural Resources (WISDNR) provides service to all of Juneau County out of its West Central Region office in Eau Claire.

Sanitary Sewer Service Areas and Districts
The City of Mauston provides sanitary sewer service within its municipal limits. The existing wastewater treatment plant is located near the eastern city limits and discharges into the Lemonweir River by permit from the DNR.

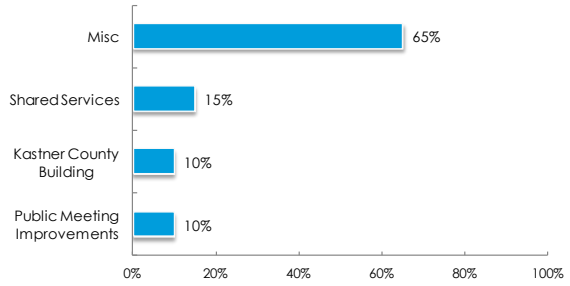
Public Services
The Mauston Area Ambulance Association, Inc. is a non-profit company that provides emergency medical care in the central, east, and southern areas of Juneau County. They serve the City of Mauston, Village of Lyndon Station, and the Townships of Germantown, Kildare, Lemonweir, Lindina, Lisbon, Seven Mile Creek, and Summit. The Mauston Area Ambulance Association works closely with the first responder groups in Juneau County as well as with the services in surrounding Counties.

The Mauston Police Department is responsible for public safety through patrol, traffic and code enforcement, investigations, rescue calls, disaster planning, and emergency response. It also provide several support services including a school liaison, crossing guards, and parking enforcement.

The Mauston Fire Department has a Volunteer Fire Department which is responsible for providing fire protection, emergency response, fire inspections, and training for volunteer fire fighters. The Department does provide service to the surrounding rural area.

Community Survey Results
Only 20 comments were identified for intergovernmental cooperation. A total of 13 miscellaneous comments were provided along with less than five each for shared services, Kastner County Building, and public meeting improvements.

Figure 18: Intergovernmental Cooperation Comment Categories



GOALS, INITIATIVES, AND ACTIONS

Goal: Establish mutually beneficial intergovernmental relations with other jurisdictions.

Initiative: Establish effective intergovernmental land use policies within the ETJ area. Effective ETJ policies improve the consistency of zoning, land division, and infrastructure decisions by improving predictability and consistency. Wherever possible, ETJ decisions should forward Town Initiatives as well as City Initiatives.

Actions:

- Work with counties and towns to create zoning districts in areas open to development;
- Establish overlay zoning districts which require high quality site design along key community entryways;
- Exercise the City's Extraterritorial Official Map authority;
- In the absence of the above, exercise the City's extraterritorial plat review authority; and
- In the absence of the above, adopt extraterritorial zoning, if necessary.

Initiative: Work with the State and County to establish more effective environmental protection policies.

Actions:

- Encourage the adoption of common environmental protection standards between jurisdictions.

Initiative: Establish more effective regional recreational facilities;

Actions:

- Promote Veteran's Memorial Park to the status of a regional park
- Connect parks to regional trails and regional canoe network
- Adopt recreation elements in the City's Official Map that reflect the recreation system recommendations of the regional recreation plans;
- Enter into intergovernmental agreements with adjacent municipalities regarding the mutual provision of recreation facilities and services; and
- Adhere to the Comprehensive Plan.

Initiative: Establish more effective economic development efforts through regional marketing.

Actions:

- Work with the County and nearby communities to coordinate marketing;
- Use development regulations to protect the unique character of the region.
- Create development regulations to coincide with neighboring communities.
- Create industry focused marketing networks;
- Explore the Joint Effort Marketing (JEM) Grant Program available from the Wisconsin Department of Tourism; and
- Create a room tax commission.

Initiative: Explore opportunities for sharing services with Juneau County and neighboring communities.

Actions:

- Work with the County economic development commission and nearby communities to develop arrangements for sharing of service provision, when possible.

Recommendations

The metropolitan environment in which the Planning Area is located entails, by necessity, a complex set of intergovernmental factors which must be taken into account.

State Relations
First, WISDOT and WISDNR are actively involved in programs and policies, which directly affect, and are affected by local land use decisions. The promotion of the policies of these agencies by this Plan is an imperative coordination tool. State policies are also implemented through the aggressive promotion of best practices for the mitigation of land use impacts on transportation facilities and environmental resources. Finally, and most importantly, the benefits of controlled growth and compact development served by sanitary sewer facilities which are promoted and implemented through this Plan, are unquestionably the most effective way of accommodating population pressures in a manner which minimizes adverse regional impacts.

County Relations
The City of Mauston intends to work closely with Juneau County to ensure the coordination of this Plan with the County's Plan.

Local / Interjurisdictional Relations
In all probability, the relatively modest population and congestion projections for the General Planning Area, which are favored by this Plan, will occur through the coordination of plans and development actions. Such coordination can occur via one or more of the following methods:

- Extra-Territorial Jurisdictional (ETJ) Powers
  This local power enables the City of Mauston to approve land divisions, adopt official map requirements and impose extraterritorial zoning;

- Intergovernmental Planning
  An alternative to the broad use of ETJ powers entails the use of informal intergovernmental planning; and

- Intergovernmental Agreements
  Given the current low levels of jurisdictional tension in the planning area, it may be that the use of ETJ authority or the use of informal intergovernmental planning is not necessary for forwarding mutual Intergovernmental Initiatives. However, the Wisconsin Legislature recently enacted a law which establishes a formal procedure and standards for enacting long-term, binding intergovernmental agreements. A critical and required component of these agreements is a mutually acceptable annexation limit boundary.

It must be noted that this legislation imposes a time-consuming and procedurally complicated system for exploring mutual concerns and potentially arriving at a final agreement. Under the statute, such an agreement can be made binding for up to 20 years, and will prohibit future elected bodies from breaking the agreement, except under a formalized agreement modification process and the concurrence of all parties. This process requires the involvement of the State Department of Administration to ensure that all necessary procedures and standards are in compliance.

Plan Procedures
The final key to successful plan implementation entails the processes by which development proposals and municipal actions are evaluated. The most effective results are produced by proposal review systems which integrate plan recommendations, regulatory controls, professional staff recommendations, appointed body consideration, and elected official actions.

Role of Plans
The initial phase of the implementation process is defined by State Statues 62.0295. All public policy and City spending decisions related to land use and economic development are required to be reviewed by the City Plan Commission before final City Council approval. Plans should be detailed enough to provide effective guidance on the typical development and public investment actions. In instances where the Plan is becoming irrelevant or contradictory to emerging policy, the Plan should be carefully reviewed and updated.

Essentially, such reviews should be based on consistency with the Comprehensive Plan. In those cases where the Plan has become out-of-date or does not provide specific enough advice, the City Plan Commission is responsible for updating amendments to the Plan as needed or directing the further study. Since the City of Mauston Comprehensive Plan is a legal Master Plan under Wisconsin Statutes 62.0295, any future changes or amendments to the Plan should be made through the formal public hearing process.

This process will require Class 1 notification followed by a public hearing conducted by the Planning Commission. As with the original adoption of the Plan, amendments must be approved by the City Council.

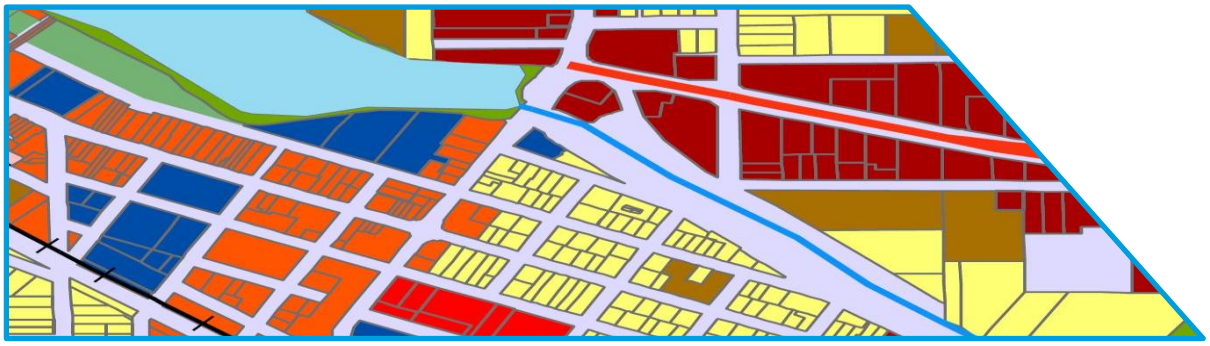
Role of Regulations
Ideally, planning related regulations should provide a bridge between the proposed development action and public investment, and the recommendations of adopted plans. Once this evaluation has occurred, good regulations should help staff and officials focus on the critical technical and policy issues.

Role of City Staff
Municipal staff must assist applicants in following procedures and provide officials with all information necessary to make an informed decision. In this light, before plans are submitted to the Plan Commission, staff should help applicants refine their proposals to bring them into full consistency with established policies and standards, and other elements of sound design in a pre-hearing conference. The Zoning and Land Division Ordinances, and development applications should be refined to provide the Plan Commission with an early development concept.

Role of Advisory Boards and Commissions
Advisory boards and commissions must evaluate proposals from a substantive, rather than a political, point of view. As individuals, and as a group, they are less constrained by political expediency, and therefore should feel comfortable challenging applicants and staff to make the best possible case for their proposal and recommendations.

Role of Elected Officials
Elected officials must make their decisions from the standpoint of overall community impact—tempered by site-specific factors. In this task, they must balance the recommendations made by plans and policies, the objectives of the applicant, the technical advice of staff, and the politically neutral recommendations of advisory boards, with their own judgment of the matter at hand.

Plan Implementation Sequence and Coordination
It is hoped that the recommendations and presentation of this Plan are of sound assistance during each step of this process. The Implementation chapter discusses the implementation process along with an implementation matrix.



LAND USE

Land Use

The land use pattern in the City of Mauston has emerged as a result of well over 100 years of development. However, most land development in the city has occurred over the past 50 or 60 years. Map 2 shows existing land use in the City of Mauston as of early 2016. The following paragraphs describe this map and the existing land use pattern.

Land Use Map Categories

The Existing Land Use Map divides land use into several categories. These categories attempt to describe both the type of use and community character of the various land uses. Table 18 shows the approximate acreage of each land use category in the City of Mauston.
The land use map categories included on Map 2 are as follows:

- **Vacant / Agricultural:** agricultural uses, farmsteads, other open lands, and single-family residential at densities between one (1) dwelling unit per acre and one (1) unit per 35 acres;
- **Low-Density Residential:** sewered single-family residential development at densities up to five (5) dwelling units per acre;
- **Medium-Density Residential:** one- and two-family residential development at densities up to eight (8) dwelling units per acre;
- **High-Density Residential:** a variety of residential units at densities above eight (8) dwelling units per acre;
- **Neighborhood Business:** residential, office, institutional, personal service, and neighborhood-supporting commercial uses which preserve the residential character through building scale, building appearance, landscaping, and signage;
- **General Business:** high-quality indoor commercial, office, and institutional land uses, with generous landscaping and limited signage;
- **Commercial:** indoor commercial, office, institutional, and controlled outdoor display land uses, with moderate landscaping and signage;
- **Central Business District:** pedestrian-orientated indoor commercial, office, institutional and residential uses with streetscaping and low-key signage;
- **General Industrial:** indoor manufacturing, assembly, and storage uses and controlled outdoor storage areas, with generous landscaping and limited signage;
- **Heavy Industrial:** carefully controlled heavy industrial; storage, and disposal land uses, with moderate landscaping and signage;
- **Institutional:** large-scale public buildings, hospitals, and special-care facilities. Small institutional uses may be permitted in other land use categories;
- **Parks/Active Recreational:** parks and open space used for recreational activities;
- **Environmental Corridor:** floodplains, wetlands, woodland and other sensitive environmental features; and
- **Surface Water:** lakes, rivers and perennial streams

Table 18: Land Use Acreage

Land Use	Acres	Percent of Category	Percent of Total
Agriculture/Vacant	512	-	18%
Residential (589 acres)	-	-	21%
Single Family	464	79%	-
Two Family	17	3%	-
Multi Family	80	13%	-
Mobile Home Park	80	13%	-
Commercial/Business (249 acres)	-	-	9%
Neighborhood Business	8	3%	-
General Business	4	2%	-
Central Business District	30	12%	-
Commercial	207	83%	
Industrial (191) acres	-		7%
Heavy Industrial	24	13%	-
General Industrial	167	87%	-
Cemetery	11	-	0%
Institutional	276	-	10%
Park/Active Recreation	94	-	3%
Env. Corridor/Passive Rec	574	-	21%
Surface Water	307	-	11%
	2,646		100%

Residential Development
The City of Mauston is predominantly a single-family development area served by sanitary sewers and public water. These Low-Density Residential areas, averaging about three (3) homes per gross acre, dominate the areas northwest and south of Downtown. Newer single-family residential areas will develop on the southwest periphery of the City, particularly west of Attewell Street and areas to the northwest and south of the high school campus.

Medium-Density Residential development, averaging about six (6) dwelling units per acre, are scattered throughout the older portions of the city. The Downtown area contains several apartment buildings. Similarly, relatively small pockets of High-Density Residential development, averaging about ten (10) dwellings per acre, are found in the City. There are no large concentrations of this form of development found within the planning area. The Sand Ridge Secure Treatment Center is considered an institutional use.

Commercial Development
The Central Business District encompasses approximately nine acres—centered along State Street with the Lemonweir River, Maine, LaCrosse, Hickory, Union, and Beach Streets as its boundaries. Neighborhood business uses are generally scattered around the central area of the City. Some General Commercial development is found along LaCrosse Street on the City's eastside; older and varied General Commercial areas are also located throughout the planning area. Most of the recent Highway Commercial growth in the community has developed in the pattern of sprawl along the major arterial streets, particularly along State Highway 82 east of Union Street.

Industrial Development:
A large area of mostly developed General Industrial development is located on the northwest side of the City along U.S. Highway 12, though there are some available properties. Older General Industrial areas are scattered along the old railway corridor on the east side of the City. Some of the larger, older industrial properties in the downtown area have been retrofitted for other manufacturing operations, though many areas are slowly redeveloping for non-industrial uses and industrial uses are relocating to other sites.

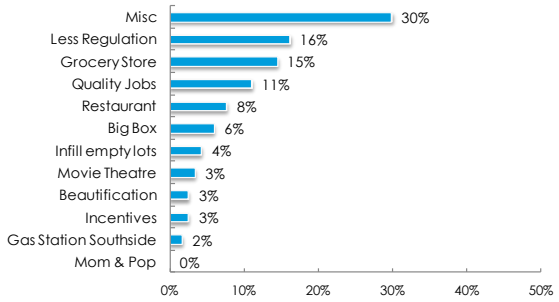
Other Land Uses
Key Institutional uses include the extensive Veterans' Memorial Park located on the south side of the City, the High School campus and widely scattered municipal use sites. There are several places of worship scattered throughout the community. Downtown includes several important Institutional uses such as the Juneau County campus and the municipal cluster of the Hatch Public Library, Riverside Park, and City Hall. The expansive State Sand Ridge Secure Treatment Center is located on the northwest side of the City next to the industrial park.

Land Development Trends
Industrial development has expanded in the city's industrial parks on the east and west sides of the community. The City's newest residential developments are located in the southwest portion of Mauston. Commercial development has sprawled out along major arterial streets in the community. There is a limited supply of vacant, developable land within the City of Mauston zoned for single-family residential use. Additional growth will be accommodated on the periphery and through annexation or targeted redevelopment of existing industrial areas near the center of the city.

Existing Land Use Conflicts
Areas of existing land use conflicts in the community include uses in the railroad corridor adjacent to residential uses, older industrial uses near downtown Mauston and important gateways to the City, and strip-style commercial development backing directly up to residential neighborhoods in several locations around the community.

Community Survey Results
More than 11 comment categories emerged out of the Economic Development and Land Use elements. Survey respondents commented the most about regulation and grocery stores.

Figure 19: Economic Development and Land Use Comment Categories



GOALS, INITIATIVES, AND ACTIONS

Goal: Ensure land use compatibility in Mauston to protect residents and balance land uses and activities.

Initiative: Ensure that conflicts between neighboring land uses are minimized;

Actions:

- Use required buffer yards between incompatible zoning districts;
- Require strict adherence to the Comprehensive Plan when rezoning;
- Minimize the number of variances granted by requiring true hardships;
- Require site plan review of all proposed development (except subdivisions which have received final subdivision plat approval); and
- Where appropriate, employ deed restrictions in favor of the City, and/or conditional rezoning to supplement the development requirements of the zoning ordinance and subdivision ordinance.

Initiative: Ensure that a desirable balance of land uses is achieved;

Actions:

- Require that all rezones occur in compliance with a schedule of approval based upon maintaining the desired land use balance—particularly between single family and multifamily dwellings; and
- Provide zoning standards, which protect outlying agricultural areas from significant levels of suburban development.

Initiative: Ensure that adequate development areas are reserved for location-sensitive land uses, such as regional commercial uses along the Interstate 90/94 corridor;

Actions:

- Require that such development is located in areas consistent with the Comprehensive Plan;
- Hold commercial development in gateway locations to a higher development standard;
- Limit low-density and low-quality strip development along important highway and commercial corridors; and
- Encourage high-quality development is clustered in appropriate high-visibility locations.

Initiative: Ensure that energy-efficient land use patterns evolve;

Actions:

- Ensure that all development complies with the Comprehensive Plan and the Official Map;
- Strengthen use of an agricultural holding zone district, to prevent substantial development in areas which are not efficiently serviceable by full urban services;
- Refuse certain utility extension requests into areas where development in addition to the proposed project is unlikely in the near future;
- Permit certain development in outlying areas only on a conditional use basis to ensure control over potentially inefficient development;
- Promote infill development;
- Locate new housing units in areas that have convenient access to shopping, schools, churches, parks, and transit facilities;
- Focus commercial development in areas close to existing residential development; and
- Focus new commercial development into existing commercial hubs or new hubs, both as depicted on the Planned Land Use Map.

Recommendations

This section of the Comprehensive Plan is intended to guide the land use development of the City of Mauston over the next 20-year period and beyond. It should be used as a key basis for all development decisions by both the public and private sectors. Such reference is particularly important when City officials consider requests to annex territory, rezone property, approve conditional uses, divide parcels, and make public investments.

In order to be effective, comprehensive plans should identify desirable land use patterns within the existing corporate limits and in unincorporated areas around the City. Long-range planning allows the municipality to phase and guide development so as to enhance overall property values, protect sensitive environmental features, and provide efficient urban services. Also, Comprehensive Planning enables the City to identify lands that will serve well for municipal purposes such as parks, schools, major roads and drainage facilities.

Although this Plan has been designed to accommodate a population well more than officially projected populations, it does not assume that all areas depicted on the Comprehensive Plan Map will develop during the next 20-year period. Therefore, this Comprehensive Plan Map shows those areas in and around the City that are the most logical development areas, regardless of the absolute timing of development. This Plan does not specifically state or recommend when these areas will develop although development should first be guided to areas that can be most efficiently served with urban services.

Land use recommendations in this Plan cover a large geographic area (see Map 3). To provide an organized approach to this section, recommendations are presented for downtown first, then central neighborhoods, and then outward toward the periphery of the City. Within these areas, the recommendations of the Land Use Plan Map are designed to implement and balance officially adopted City Initiatives to the greatest possible extent.

Land Use Recommendations for the Currently Developed Area

This Plan for the City of Mauston proposes minor changes in the existing land use pattern within the developed parts of the City. However, there are opportunities for redevelopment and rehabilitation within the downtown and along STH 82, infill development on parcels previously passed over, and reuse of key properties near the downtown and railroad corridor. Land use recommendations by major area or land use category within the currently developed central portions of the City are as follows:

Downtown Area
Mauston's downtown central business district is in a period of transition. Historically, Downtown Mauston has been the commercial center of the community and one of the leading retail centers in the region. With the recent development of large retail outlets and grocery stores at the City's periphery, the downtown area has lost some of its economic vitality. Downtown areas which have successfully weathered transition periods were able to retain the community's financial institutions, professional offices, and governmental functions, as is the case in Mauston.

The core of the downtown business district consists of the blocks of State Street between Union and Hanover Streets. Although many businesses have changed, these blocks have maintained relatively full occupancy. Many features help anchor the district. City Hall and Riverside Park are located along the river. St. Patrick's Church, located next to City Hall, is an important historical landmark and focal point for the community. The County Courthouse and Hatch Public Library are other important features in the downtown area that holds the potential to become focal points for the community. Redevelopment downtown has left only a few development opportunities, mostly confined to two properties: the Kastner Block and 213-221 W. State Street.

Downtown revitalization requires a combination of organization, design, and economic restructuring. There is a desire for community-oriented businesses (e.g., grocery store or hardware store) in Mauston and an interest in locating these businesses in the downtown area. Previous and new planning efforts have developed the following detailed recommendations for Downtown:

- *Parking*: For the most part, there is adequate parking in downtown Mauston. However, development of a parking garage near the County campus would provide centralized parking for downtown and free up

several new development sites currently used for parking.

- *Directional Signage*: A plan has been developed and implemented to direct travelers to, and within, the downtown area. In the downtown area, signs direct autos to parking facilities and major destination points such as Riverside Park, Hatch Public Library, City Hall, and the County Courthouse. However, the directional signage plan does need to be updated by the Plan Commission and the changes implemented.

- *Streetscape*: A streetscape plan had been developed in the past. However, it is very vague, and the City has little power to enforce it. The City should prepare an updated and detailed streetscape plan that sets standards and specific recommendations on streetscape improvements including landscaping, lighting, furniture, bicycle facilities, building façade improvements, and rear entry visibility and access.

- *Storefront Façades*: The City should establish a downtown architectural theme to enhance the heritage of the downtown and achieve a unifying scale throughout the central business district.

- *Organization & Management*: Mauston should consider applying for the Wisconsin Main Street program, which will make numerous training, development, financing, and capacity building programs available. The program does require staffing and funding, however, so Mauston could also explore the Connect Communities program, which makes the same training programs available for a much lower expense, but does not provide as many other programs or support. Both programs are operated by the Wisconsin Economic Development Corporation.

Central Redevelopment Area

Some portions of Downtown Mauston and the surrounding neighborhoods contain functionally obsolete buildings and land uses that are no longer appropriate for their central location and may function more effectively at other locations in the community. The character and functionality of development in this area—located east and southeast of the Central Business District—is outdated to the extent that redevelopment over the next 10 or 20 years is a real opportunity. In addition to aging industrial and warehouse buildings, portions of this redevelopment area are a haphazard pattern of outdoor storage facilities.

Redevelopment of these downtown sites should consider business and residence relocation, the removal of blighted structures, and "brownfield" clean-up programs. This area would be appropriate for new retail and service-oriented development focused around shared parking and public parking. Additionally, several of these uses sit on large lots or combined "mega-blocks" with potential for new circulation patterns, whether this is extending the street network or improving pedestrian and bicycle connectivity. Desired uses in this area include, but not limited to, a grocery store, hardware store, post office, theater and senior housing. Siting these community-oriented uses in this central location would conveniently serve the strong majority of the city's existing and planned residential areas. To be redeveloped, there is a need for appropriate downtown-oriented zoning and a strategic plan that identifies and facilitates desired forms of development and considers the full spectrum of public-private partnerships—including the use of tax increment financing (TIF).

This Plan seeks to promote the assessment, cleanup, and reuse of existing "brownfield" sites within the City whose redevelopment is complicated by real or perceived contamination. The largest area of potential brownfield sites is located along the railroad corridor near the Central Business District. Other, generally smaller potential brownfield sites are scattered throughout the City (e.g., former gas stations).

Photo Credit: City of Mauston

Table 19: Existing Brownfield Sites

Activity Name	Address	Type/Status
Leo Reileys Brewer Creek	Suldal Rd, Mauston	Open Abandoned Container
Nu Life Property	910 W State St, Mauston	Open LUST
Bobergs Gas And Go	304 E State St, Mauston	Open LUST
Elsing Oil Spill	1111 North Rd, Mauston	Open Spill
Jermoos Inc	Cth G, Mauston	Open ERP
Oakdale Credit Union	902 W State St, Mauston	Open ERP
Parker Hannifin Corp	1040 Parker Dr, Mauston	Open ERP
Butz Cleaners & Laundry	140 Maine St, Mauston	Open ERP

This Plan's land use recommendation for any brownfield site applies only after proper environmental assessment and any required clean-up has occurred. Basic environmental site assessments are needed to determine the type and extent of contamination on potential brownfield sites. This is a critical first step in ultimately reusing these properties. Several state and federal grant programs are available to assist with environmental site assessments. After the site assessment process, the City and private property owners should prepare a unique redevelopment strategy for the property. Such strategies are extremely site specific; therefore, this Plan does not offer one generic approach.

Historic Single Family Residential Areas
Historic single-family neighborhoods located south of the Downtown are proposed to remain intact with some additional protections to maintain the neighborhood character. The City should monitor any movement to convert existing single family residences into duplexes or small multi-unit buildings. Too many conversions in certain blocks may severely impact neighborhood character. Building and ground maintenance and rehabilitation are a key concern in these older neighborhoods. The City should work to enforce property maintenance codes and work with the public and private lenders to assist homeowners and landlords with rehabilitation. The City should also work with the local historical society and property owners to protect and celebrate historically significant properties within the central city.

Medium- and High-Density Residential Area
This Plan recommends that areas of an existing mix of single-, two-, and multi-family residential buildings located within the current City boundaries remain intact. New areas of two-family and multi-family development are recommended for lands west of Veteran's Memorial Park and south of the Middle and High School campus on the southwest side of the City, and for lands along Sherman Street and Powers Avenue on the north and west sides of the City. Maintenance of buildings and grounds are important for the long-term stability of these areas, especially in areas with more renters. Image and upkeep are especially important for units along roads that serve as key gateways into the community.

Planned Industrial Areas
The existing industrial area focused along the rail corridor on the northwest side of the City is proposed to remain. Adjacent to these existing industrial facilities is a Planned Industrial area extending to the north and west. Successfully managing neighborhood impacts of such planned industrial uses is critical—especially as land develops south of this area along Suldal Road. This can be achieved, in part, by stabilizing and beautifying the edges of industrial areas. As opportunities for reinvestment and redevelopment occur, building facades exposed to the public view, including loading docks and storage areas, should be improved in their appearance. The use of high-quality building materials, improved window treatments, high-quality loading and storage screening devices and landscaping is strongly recommended.

Institutional Areas
There is a number of existing Institutional areas (churches, schools, municipal buildings) scattered throughout the City. These uses are planned to remain intact at their present locations. They will remain very important in maintaining and enhancing the character of Mauston over the planning period. Approximately 40 acres of land adjacent to the present high school will be the site of a new high school. The land between the Veterans' Memorial Park and schools on the south side of the City is planned for institutional use for future expansion of either of these facilities.

Planned Commercial Areas
The Planned commercial development located around the Interstate 90/94 interchange is recommended to remain intact. Commercial uses presently located along STH 82 between the Interstate and Union Street Bridge is recommended to redevelop as Commercial over time. Commercial uses along North Union Street and further north along STH 58 are also recommended to redevelop as Commercial. This type of redevelopment typically involves a reinvestment in the building and/or building façade, as well as landscaping and signage. The long-term maintenance of buildings and

landscaping, along with effective signage controls, are critical for the viability of these areas.

Neighborhood Commercial Areas

There are small, scattered areas of Neighborhood Business development included in the Plan. Neighborhood businesses presently located near the Union Street/STH 82 intersection are proposed to remain intact. One new area of Neighborhood Business development is planned for the city's peripheral areas. The proposed area is at the intersection of STH 82 and Attewell Street on the city's west side. The planned Neighborhood Commercial areas are small (5 acres or less) and must function within and as an integral part of the surrounding neighborhoods.

Land Use Recommendations for Peripheral Development

Map 4 shows most of the planned peripheral development areas as "Growth Areas." This concept, indicated by the yellow cross-hatching on the Planned Land Use Map encourages a mix of dominant Single-Family Residential development (minimum of 65% of the dwelling units) integrated with well-designed, limited components of Medium-Density Residential (maximum of 15% of the dwelling units), High-Density Residential (maximum of 20% of the dwelling units), Institutional, Recreation, and Neighborhood Commercial land uses. Such plans encourage the use of complementary vehicle and pedestrian transportation networks and urban design strategies including the preservation and enhancement of gathering places and vistas.

The ability to provide a sound design of such complexity will require detailed neighborhood plans prepared by the City and adopted as a component of the City's Comprehensive Plan. Such plans should specify land use mix, density, street layouts, open space, stormwater management, etc. These city-created neighborhood plans should be considered as the baseline upon which more refined neighborhood plans could be proposed by landowners and developers.

The result of this proposed planning and design process will be new neighborhoods which capture the character of the best existing neighborhoods with the added benefit of more completely coordinated land use, open space, and transportation patterns. Areas planned in this manner can be marketed to a variety of ages, incomes, and lifestyles, and will likely appreciate in value faster than single-use neighborhoods with "cookie cutter" street patterns, lot sizes, and structures over very large areas that become indistinguishable from each other. The combination of a fine-grained land use pattern and aesthetic planning will create and maintain the lasting charm of historic cities such as Mauston.

More specifically, Growth Areas are intended to provide a mix of residential dwelling units and density types; neighborhood-oriented shopping opportunities, such as a convenience store or small grocery store, barber shop, bakery, or pharmacy; a range of employment opportunities (usually located on the edges of these neighborhoods); and educational facilities (usually elementary schools) for area residents. These neighborhoods should be connected to other neighborhoods by a network of streets that discourage high travel speeds but still allow access to emergency and maintenance vehicles (e.g. fire trucks and snow plows).

This plan recommends that detailed planning and development of Growth Areas consider the concepts of "Traditional Neighborhood Design." Design elements commonly found in traditional neighborhoods include:

- Many traditional neighborhood developments feature an "anchor" in the center of the neighborhood that may be a park, community meeting space, corner store, post office, town hall, library, or transportation center.

- A one-quarter mile distance equates to approximately a 5 to 10-minute walk; this should represent the size limitations of each separate neighborhood unit.

- Mixed land uses, combining residential areas, institutions such as schools, employment centers, and commercial areas.

- Parks and open spaces help define the boundaries of the TND or can be used within the TND for a public gathering space or recreation.

- Street network is organized into blocks and patterns of lots and alleys that allow for a flexible circulation pattern.

- On-street parking provides a buffer between vehicles moving on the streets

and pedestrians on sidewalks, and also create a traffic calming effect. Garages should be located to the rear of buildings to preserve the streetscape.

- Shallow lot setbacks accommodate pedestrian activity. Building fronts should be not more than 60–80 feet across each side of the road to encourage a human-scale design.

- Architectural elements like front porches create a transitional area between the public realm of the street and private areas. Sidewalks encourage interaction between pedestrians and residents and retail areas. Fences, hedges, short walls, street furniture and lights also help create a sense of place and define the neighborhood.

Along with preparation and adoption of detailed neighborhood plans, the most effective approach to implementing planned neighborhood developments would be to use the Planned Development process to implement traditional neighborhood designs. This approach would rely heavily on the creative application of design and land use controls imposed on a customized basis for each planned development. Another option would be to simply assemble conventional zoning districts, and attempt to accomplish good neighborhood design through the platting and site plan review processes, as development occurs. While less likely to result in a detailed and comprehensively planned neighborhood, a patchwork of smaller developments is a more likely development scenario for many planned neighborhood areas in Mauston.

The following areas are proposed as Growth Areas:

West Neighborhood
This 190-acre planned neighborhood is located on the west side of Mauston, bounded by Suldal Road to the north, Attewell Street to the east, and STH 82 to the south. An area identified for planned industrial expansion is located north of this neighborhood. Industrial traffic should be directed on to Attewell Street, even with a future extension of Ensch Road south of Suldal Road. It will be very important to buffer industrial uses from the neighborhood through a combination of berming, extensive landscaping, and attractive fencing of loading docks, dumpsters, and outdoor storage areas.

Southwest Neighborhood
This 160-acre planned neighborhood is located in the southwest portion of the City, bounded by STH 82 to the north, CTH G to the east, and south to Dlask Road. The neighborhood's proximity to nearby scenic bluffs makes it an attractive location for future development. Some moderate and higher density residential uses may be appropriate near the school site. A multi-use path (10-12 feet wide) should be developed to link new residential areas to the school campus.

South Neighborhood
This 160-acre planned neighborhood is bounded by school sites to the north, CTH G to the west, and STH 58 to the east. Again, some moderate or higher density residential uses may be appropriate near the school. The issue of lighting and noise from any outdoor activities on the school site or Veteran's Memorial Park will need to be addressed during any site planning review process for this neighborhood. Similar to the Southwest Planned Neighborhood, a multi-use path (10-12 feet wide) should be developed to link new residential areas to the school campus and the park/fairgrounds.

East Neighborhood
This 266-acre planned neighborhood is located east of the city. This neighborhood will serve as a buffer between high intensive uses near the Interstate and STH 82 and planned residential uses further out in the periphery. As such, this area has several areas that are especially suited to moderate and higher residential densities. It will be important to buffer nearby industrial uses through a combination of berming, landscaping, and attractive fencing of loading docks, dumpsters, and outdoor storage areas.

STH 82 Planned Commercial Area
An area of Planned Commercial development is recommended for lands located along both sides of STH 82 from the Interstate 90/94 interchange east to CTH G. Commercial development in the long term is planned to extend to 19th Avenue, but only after infill sites are more fully developed. Some larger, community-serving commercial uses are appropriate for this area, preferably uses whose location here would not negatively impact the Downtown, such as lumber yards, large department stores, or drive-in restaurants. Development should be oriented for highway service uses such as regional retail or distribution facilities that require a large building footprint and easy access to Interstate 90/94 to serve the central Wisconsin region. All commercial

development projects should meet high-quality site, building, and landscape design criteria and reflect the fact that this development is located at the eastern gateway into the community. Quality landscaping, signage, and building materials and design are strongly recommended. Street access must be carefully coordinated to ensure that conflicts are not created between land use and traffic; frontage roads and on-site cross access should be encouraged.

Northwest Industrial Area
The current west side industrial park south of the railroad and US-12 and west of Attewell St. is nearing build-out and can expand, but needs better industrial access. The existing industrial park could be expanded to the north and west and include indoor industrial land uses and controlled outdoor storage areas, with appropriate landscaping and signage. The City could also encourage growth by extending Dlask Road to north to Suldal Road or by extending of Wermuth Road south to Suldal Road. The inclusion of utilities within the extensions would make lands directly adjacent to the City ripe development. The addition of a railroad spur into the industrial park would also be advantageous, as would another crossing of the Lemonweir River just north of the city limits.

Eastside Business Park
Offices, co-working spaces, retail and institutional businesses are desired in the Eastside Business Park. This Plan recognizes the importance of the Interstate interchange area as an important economic asset to the community. This Plan seeks to protect and enhance this asset through the use of zoning standards to carefully control the appearance and coordination of development in this area.

Single Family Residential Area
A large, planned Single Family Residential area could be located the City's northeast periphery. In general, this area would be appropriate for lower-density housing on larger lots, compatible with the existing subdivision in this area. Mature trees and wooded areas in the neighborhood should be preserved. Buffering from eastside commercial and industrial uses will be necessary.

Mobile Home Park Areas
Current mobile home park areas are sufficient to meet the needs of the community's fair share of the regional market. The expansion should be limited to infill development locations.

Vacant/Agricultural
Only development, which is of a Vacant/Agricultural nature—at densities equal to or less than one dwelling unit per 40 acres—is recommended in these areas. The City should actively oppose other forms of development in this area, and should continue its policy of not extending sanitary sewer service except to parcels annexing into the City.

Growth & Development Priority Areas

Map 4 shows where future growth is anticipated and should be directed in the next 15 years. Areas shaded gray are those within the current City limits that are currently developed. Yellow-shaded areas are those within the City targeted for infill growth,that is to direct development to vacant or underutilized areas within the city that are ripe for development or redevelopment. The orange-shaded areas are the intended growth zone and the areas in which new growth on the periphery should be directed. The areas shaded in red are the controlled growth zone. In the controlled growth zone, development can still occur, though it must come under additional scrutiny to ensure that any development coincides with the orderly future development of adjacent land. Reserved open sector is typically agricultural land that will remain farmed for some time, but may be developed in some manner further in the future. Lastly, the green areas seen on the map are the preserved open sector, which includes parks and areas of natural resources or environmental corridors that should be preserved for perpetuity.

This page intentionally left blank

IMPLEMENTATION

Implementation

Creating a Comprehensive Plan is just the first step in directing community growth. Subsequent efforts must focus on providing direct connections between the Plan's recommendations and actual development. The Plan requires on-going guidance from qualified personnel, be they elected, appointed, paid staff or outside consultants. An effective way to accomplish these goals is to establish an Implementation Committee. The Implementation Committee will be tasked with determining the structure of implementation, and will work with City Staff from all departments to solidify prioritization, timelines, partners and potential funding sources. This Comprehensive Plan should be reviewed annually with the budget process and capital improvements process.

Community Engagement is a key process in long-term success. Ensuring that the implementation committee represents the city's demographics or the committee reaches out to the missing voices provides perspective into the various projects and needs. Celebrate the city's plan accomplishments by posting about them on social media.

Other effective ways of accomplishing these goals are to adopt development regulations which directly implement planning actions. Then, the Plan Commission may evaluate all development proposals (annexations, land divisions, rezonings, conditional uses, planned developments, and public investment and service decisions) based on their consistency with this Plan. Reference of decisions to Plan recommendations will help establish both their legal defensibility and their economic efficiency.

Many recommendations of this Plan will require specific implementation activities. This section of the Plan summarizes these topics. The activities will be required both within the City of Mauston, and within the extraterritorial jurisdiction as depicted on Map 1 (potentially all unincorporated lands within 1 ½ miles of the City's corporate limits). These implementation steps are addressed directly in this Plan for two reasons. First, addressing these topics in the Plan will help establish their legal defensibility. Further, it helps link goals and actions of the Plan with specific implementation techniques used by the City at a later date.

To guide municipal growth, the City has a zoning ordinance and subdivision ordinance. The following implementation strategies are designed to be easily amended and updated as time passes for the City. Finally, to be effective, this Plan should be continuously evaluated and amended as needed to keep current with changes brought about by time. The City should evaluate on a three-to-five-year cycle.

GOALS, INITIATIVES, AND ACTIONS

Goal: Implement effective and responsive administrative practices.

Initiative: Implement the Comprehensive Plan;

Actions:

- Conduct regular reviews of the Comprehensive Plan during the budget process;
- Complete a comprehensive revision of the City Zoning Ordinance and strategic revisions to the Land Division Ordinance consistent with the recommendations of this Plan;
- Adopt and review an Official Map which includes the recommendations of this Plan; and
- This plan should be consulted by the Plan Commission, Common Council, Zoning Board of Appeals, other units of government, and the private sector before any decisions related to community development or redevelopment are made.

Initiative: Implement administrative flexibility;

Actions:

- Adopt zoning standards which allow cluster development thereby giving land owners maximum flexibility in developing their land while at the same time protecting sensitive natural features;
- Re-evaluate zoning ordinances and policies for administrative ease;
- Provide for creative land development techniques such as mixed use developments, planned developments, and cluster developments; and
- Provide for a flexible infill development overlay zoning district.

Initiative: Implement public awareness;

Actions:

- Hold well-publicized Plan Commission working sessions to periodically review the adopted Comprehensive Plan and Neighborhood Plans, and make necessary amendments as changing conditions warrant; and
- Coordinate community planning-related education efforts with local schools, the media, and private organizations to publicize on going planning projects and plan implementation projects in the City of Mauston; and
- Provide explicit public notification procedures and requirements in revised ordinances.

Initiative: Implement timely responsiveness and efficient enforcement.

Actions:

- Provide clear, concise application and procedural requirements for zoning, land division and other community development-related activities;
- Adopt zoning regulations with explicit performance criteria which provide petitioners with clear cut site design requirements, and provide staff with clear cut site design review criteria; and
- Provide clear procedures for zoning and subdivision ordinance enforcement and ensure that these procedures are followed.

Recommendations

By its very nature, this Comprehensive Plan is general in many of its recommendations. The Plan does, however, advise the preparation of more detailed plans over the next several years to provide more specific guidance in key areas. These Plans are described in greater detail elsewhere in this report, but are summarized as follows:

- Prepare Neighborhood Development Plans for future Neighborhood Residential areas shown in Map 4.
- Periodically review and update the Outdoor Park and Recreation Plan to incorporate, refine, and expand the recreation recommendations contained in the Comprehensive Plan.
- Prepare Trail Plans for Neighborhood Residential areas shown in Map 4.
- Prepare Industrial Park Expansion Plan.
- New Neighborhood Residential Plan.

Regulations

Zoning Ordinance

The City's existing Zoning Ordinance has served the City adequately over the past two decades. Unfortunately, this success has little to do with the inherent merits of the Ordinance itself. The City is in need of a new system of land use regulations which work as a cohesive whole. This Comprehensive Plan Update took advantage of reducing the number of land uses in the community. Additionally, the City hired a consultant to assist in re-writing the zoning ordinance to reduce the total number of pages from over 300 pages to a more modern and usable zoning ordinance.

The Comprehensive Plan Map categories depicted on Map 4 relate directly to potential new zoning districts. The adoption of new zoning districts necessarily entails the adoption of a new zoning map. Under Wisconsin law, a comprehensive community-wide zoning change (which is required to accommodate a new zoning ordinance) can proceed through the public hearing process without the need to notify every property owner in the City. Under this process, the City will have an opportunity to clean-up several areas of the existing zoning map in which the desired uses are zoned incorrectly, or in which undesired land uses have the zoning, which they require to remain legal conforming uses. Adopting a code with fewer land uses will greatly benefit all parties.

Land Division Ordinance

A second critical component of Comprehensive Plan implementation involves strategic modifications to the City's Land Division Regulations. Of particular importance will be the need to ensure that all land divisions are treated with equal diligence, and the Certified Survey Maps are not used as a tool to circumvent the technical review issues or development cost participation requirements involved with platting. Secondly, many of the access control, right-of-way reservation, and environmental protection initiatives of this Plan can be directly implemented in the subdivision regulations. Finally, the Land Division Ordinance is the typical legal vehicle for ensuring that all required development related costs are borne fairly and equitably by the applicant.

Official Map

Wisconsin Statutes allow communities with Zoning Ordinances to adopt an Official Map which reserves the rights-of-way of future streets, pedestrian/bicycle paths, schools, parks, drainage ways and other public facilities. The Official Map is thus a very important planning implementation tool because it allows the municipality to achieve plan implementation in an efficient, cost-effective manner. For example, the Official Map allows municipalities to reserve future rights-of-way of streets by prohibiting new development from occurring within the mapped future rights-of-way of streets as shown on the Map. As lands along the officially mapped streets (existing or planned) are divided into plats or certified survey maps, adequate right-of-way can be required to be dedicated from the developer to the City at no cost to the local taxpayers. Without an Official Map, substantial street right-of-way acquisition costs may need to be passed on to the local taxpayers to widen an existing street or acquire right-of-way for the construction of a new street. The official map can also be used to protect critical drainage ways and other natural features that are part of the community's stormwater management system.

In addition to the transportation facilities, recreation areas and utility facilities discussed in the Plan, the Official Map for the City of Mauston should be used to designate the need to reserve future street rights-of-way to a minimum of 120 feet wide for all US, State Trunk, and County Trunk Highways (numbered like STH 82 or lettered like CTH G); a minimum of 100 feet wide for all local arterial roads (including "section line roads");

and a minimum of 66 feet wide for all local collector streets.

Building and Property Maintenance Codes
To assure that existing neighborhoods continue to be desirable places to live, and Mauston's overall community character is protected, the City should evaluate the language and enforcement of its building and property maintenance codes.

Public Investment

Financial factors continue to increase in their importance to planning—particularly as plans such as this new Plan for Mauston are implemented. The recommendations of this Plan significantly assist in establishing the full validity of most public expenditures in the street and utility network, in the park system, and about the location-specific decisions of other City departments. More importantly, the effort taken in mapping logical land use patterns, transportation components, and recreation facilities will logically assist in more accurately predicting the costs and benefits of alternative public investment options. Under new State Law regarding the development of impact fees, the importance of the Comprehensive Plan in establishing a legal, valid base level of analysis (the future land use and transportation pattern) cannot be overstated.

Capital Improvements Program (CIP)
The first component of a comprehensive municipal financing system is the Capital Improvements Program (CIP). The CIP is essentially a budget, which allocates municipal funding to various projects over a three to ten year period. The recommendations of this Plan will assist the City in identifying a list of possible capital projects. For many of these issues, an intermediate level analysis which translates the land use and transportation system recommendations of this plan into levels of facility demand—and thence—projected costs, will be necessary before accurate capital costs can be projected. Components of a CIP include administrative and policy guidelines, financial analysis, a list of needed projects from all departments, estimated costs, timetable for implementation, and sources of project funding.

The benefits of a capital improvements program include: anticipating improvements before they become a crisis, coordinating street and underground utility projects for appropriate scheduling, planning long-range financial needs, identifing available funding sources (grants, loans, TIF, etc.), anticipating annual budget requirements, creating advance reserve funds for capital expenditures, and stabilizing tax rates through good debt management.

Impact Fees
It will be possible to evaluate different fees and charge alternatives which are designed to ensure that the costs associated with providing municipal services to a new development are passed on to that development. Although recent Wisconsin legislation limits the use of impact fees (for example, schools cannot recoup costs), it also validates the use of exaction development techniques for a wide variety of facilities that are of concern to municipalities. A regular fee schedule review is needed.

Development Review Cost-Recovery
Development review services in Mauston are currently provided by a combination of in-house City staff and consultants—including a city planner, building inspector, and (for certain projects), engineers. The City can adopt regulations, which ensure that the costs incurred by the City to hire such experts are reimbursed or pre-paid by the applicant whose project is initiating the charge.

Plan Implementation
Each element contained issues; goals, initiatives, and actions, and recommendations. Many of the actions and recommendations are items that should be accomplished immediately and will be ongoing until the next Comprehensive Plan update. There are actions and recommendations that have various time frames and have a significant impact on the Community. The Implementation Table provides selected actions and recommendations for each element (table 20). The Table includes the element, the action or recommendation, responsible party and partners, and a time frame to implement actions and recommendations. The time frame is determined by immediate (0-2 years), short-term (1-5 years), medium-term (6-10 years), and long-term (10-15 years. Accountable implementation ensures that responsibilties for carrying out the plan are clearly stated, along with metrics for evaluating progress in achieving desired outcomes. The most effective programs reach outside the local government to engage partners in the public, private, and nonprofit sectors in implementation.

Table 20: Implementation Table

ELEMENT	ACTIONS AND RECOMMENDATIONS	RESPONSIBLE PARTY & PARTNERS	TIME FRAME
ISSUES & OPPORTUNITIES	Action - Update a common and cohesive directional signage system.	City Administration Planning and Zoning	Short-term
	Action - Create uniform design guidelines for public architectural elements such as light fixtures, benches, and waste bins.	City Administration Planning and Zoning Public Works Department	Short-term
HOUSING	Recommendation - Complete a Housing Needs/Study Assessment.	City Administration Planning and Zoning	Short-term
	Recommendation - Research feasibility and establish a home improvement revolving loan fund or similar program for owner-occupied or renter-occupied housing improvements.	City Administration Planning and Zoning Juneau County Housing Authority Central Wisconsin Community Action Council	Short-term
	Action - Promote the development of housing choices appropriate for empty-nesters and young seniors, young professionals, and young families.	City Administration Planning and Zoning	Immediate
	Recommendation - Actively coordinate enforcement of the City's Property Maintenance Code between the appropriate City and County Agency.	City Administration Planning and Zoning Polic Departmetnt Juneau County	Immediate
TRANSPORTATION NETWORK	Recommendation - Investigate participating in a Safe Routes to School Program - funding available through WisDOT Transportation Alternatives Program (TAP).	City Administration Planning and Zoning Public Works Department	Short-term
	Recommendation - Prepare a Bicycle and Pedestrian Plan,	City Administration Planning and Zoning Public Works Department Juneau County NCWRPC	Short-term
	Recommendation - Work with Juneau County and the Wisconsin Department of Transportation to coordinate and promote transit, paratransit and transportation demand management efforts.	City Administration Public Works Department Juneau County WISDOT	Short-term
	Recommendation - Connect to regional multi-use paths like the '400' State Trail, Elroy-Sparta State Trail, and Omaha Trail.	City Administration Planning and Zoning Public Works Department Juneau County NCWRPC	Long-term
UTILITIES, COMMUNITY FACILITIES, AND CULTURAL RESOURCES	Recommendation - The City needs to complete a facilities plan for the police and fire facilities.	City Administration Planning and Zoning Public Works	Short-term
	Recommendation - Research feasibility of providing a city pool or splash pad.	City Administration Planning and Zoning Public Works Department	Short-term
	Recommendation - Research potential partnership with school or Hatch Library for community space.	City Administration Planning and Zoning Schools The Hatch Public Library	Immediate
	Recommendation - Actively coordinate recreational facilities with the schools.	City Administration Public Works Department Schools	Immediate
	Recommendation - Identify a project to apply for the WDNR Knowles-Nelson Stewardship Grants and Recreational Trails Acting funding.	City Administration Planning and Zoning Public Works Department NCWRPC	Immediate
	Recommendation - The City should support the potential trails from the NCWRPC Regional Bike Plan by connecting local trails to the regional system along with signage.	City Administration Planning and Zoning Public Works Department Juneau County NCWRPC	Long-term

Table 20: Implementation Table Continued

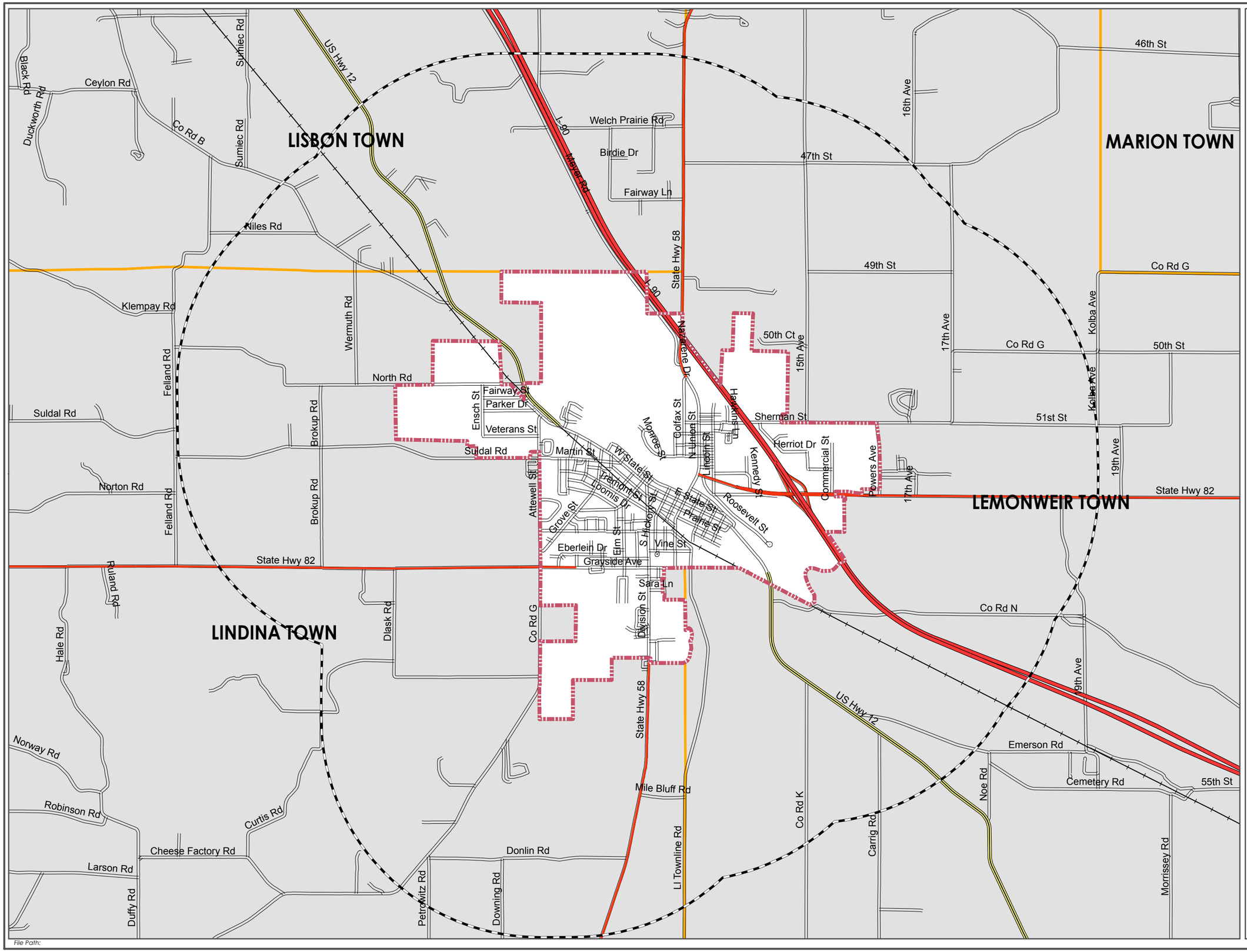
ELEMENT	ACTIONS AND RECOMMENDATIONS	RESPONSIBLE PARTY & PARTNERS	TIME FRAME
NATURAL RESOURCES	Recommendation - Research the feasibility of dredging Decorah Lake.	City Administration Public Works Department Parks Department WI DNR	Medium-term
ECONOMIC DEVELOPMENT	Recommendation - Actively recruit new businesses for downtown and community.	City Administration JCEDC	Immediate
	Recommendation - Create marketing materials.	City Administration Tourism Committee Chamber of Commerce JCEDC WEDC	Immediate
	Recommendation - Work with the County and nearby communities to coordinate marketing.	City Administration Tourism Committee Chamber of Commerce JCEDC WEDC	Immediate
	Recommendation - Create Industry focused marketing networks.	City Administration Inventors & Entrepreneurs Club (I&E) Chamber of Commerce JCEDC WEDC	Immediate
	Recommendation - Mauston should consider applying for the Wisconsin Connect Communities Program.	City Administration Chamber of Commerce JCEDC WEDC	Short-term
	Recommendation - Create a Development handbook for Commercial and Industrial Development.	City Administration GMADC Inventors & Entrepreneurs Club (I&E) JCEDC	Short-term
	Recommendation - Create incentives for downtown business façade updates.	City Administration Chamber of Commerce JCEDC WEDC	Long-term
INTERGOVERNMENTAL COOPERATION	Recommendation - Promote Veterans Memorial Park to the status of a regional park.	City Administration Public Works Department Tourism Commitee JCAIRS Juneau County Chamber of Commerce JCEDC WEDC	Short-term
	Recommendation - Enter into intergovernmental agreements with adjacent municipalities regarding the mutual provision of recreation facilities and services.	City Administration Public Works Department Chamber of Commerce JCEDC WEDC	Short-term
	Recommendation - Work with the County economic development commission and nearby communities to develop arrangements for sharing of service provision, when possible.	City Administration Public Works Department Chamber of Commerce JCEDC WEDC	Short-term

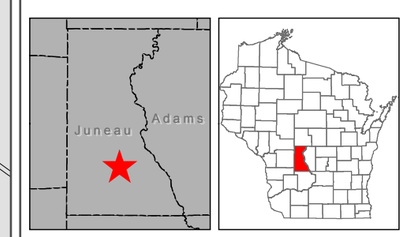
APPENDICES

Jurisdictional Boundaries

Mauston, Wisconsin

MAP 1





Date Created: 2016-09-07

Data Sources: Juneau County GIS, and Vierbicher

0 0.325 0.65 1.3 Miles

vierbicher
planners | engineers | advisors

REEDSBURG - MADISON - PRAIRIE DU CHIEN
999 Fourier Drive, Suite 201, Madison, WI 53717
Phone: (608) 826-0532 Fax: (608) 826-0530

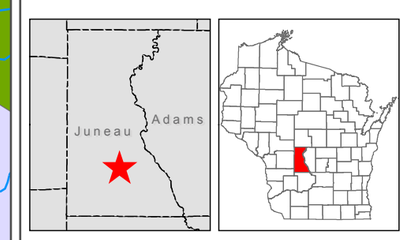
File Path:

Existing Land Use

Mauston, Wisconsin

MAP 2

- Single Family
- Two Family
- Multi Family
- Mobile Home
- Neighborhood Business
- Central Business
- General Business
- Commercial
- General Industrial
- Heavy Industrial
- Park
- Environmental Corridor
- Institutional
- Cemetery
- Agriculture; Vacant
- Estate Residential
- ETZ Boundary
- Current City Limits
- Interstate Highways
- US Highways
- State Highways
- Railroads
- Water



Date Created: 2016-07-19
Date Amended:

Data Sources:

0 0.2 0.4 0.8 Miles

vierbicher
planners | engineers | advisors

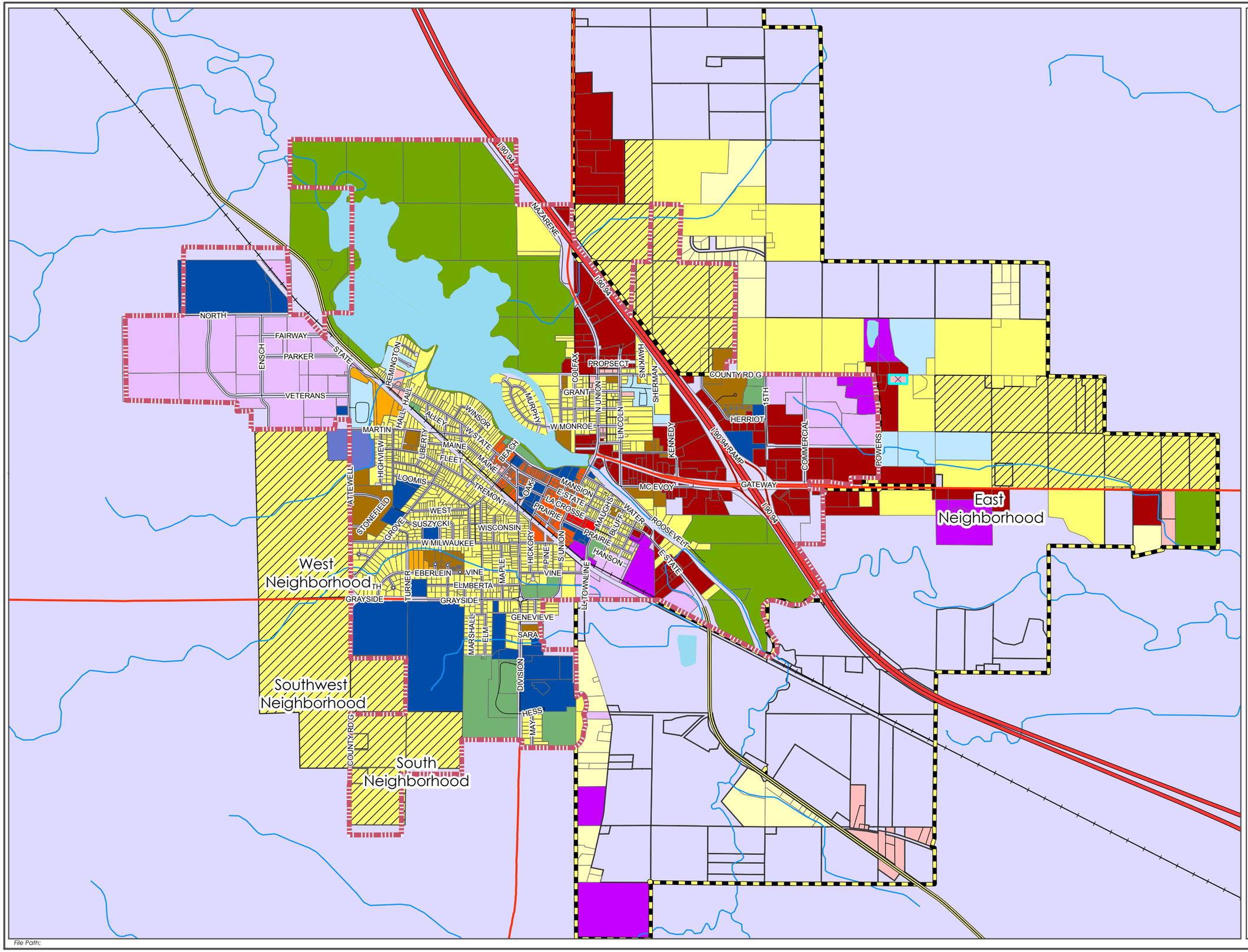
REEDSBURG - MADISON - PRAIRIE DU CHIEN
999 Fourier Drive, Suite 201, Madison, WI 53717
Phone: (608) 826-0532 Fax: (608) 826-0530

File Path:

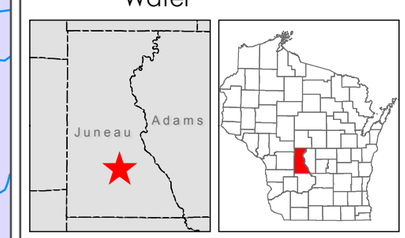
Future Land Use

Mauston, Wisconsin

MAP 3



- Single Family
- Two Family
- Multi Family
- Mobile Home
- Neighborhood Business
- Central Business
- General Business
- Commercial
- General Industrial
- Heavy Industrial
- Park
- Environmental Corridor
- Institutional
- Cemetery
- Agriculture; Vacant
- Estate Residential
- Growth Areas
- ETZ Boundary
- Current City Limits
- Interstate Highways
- US Highways
- State Highways
- Railroads
- Water



Date Created: 2016-07-19
Date Amended:

Data Sources:

0 0.2 0.4 0.8 Miles

vierbicher
planners | engineers | advisors

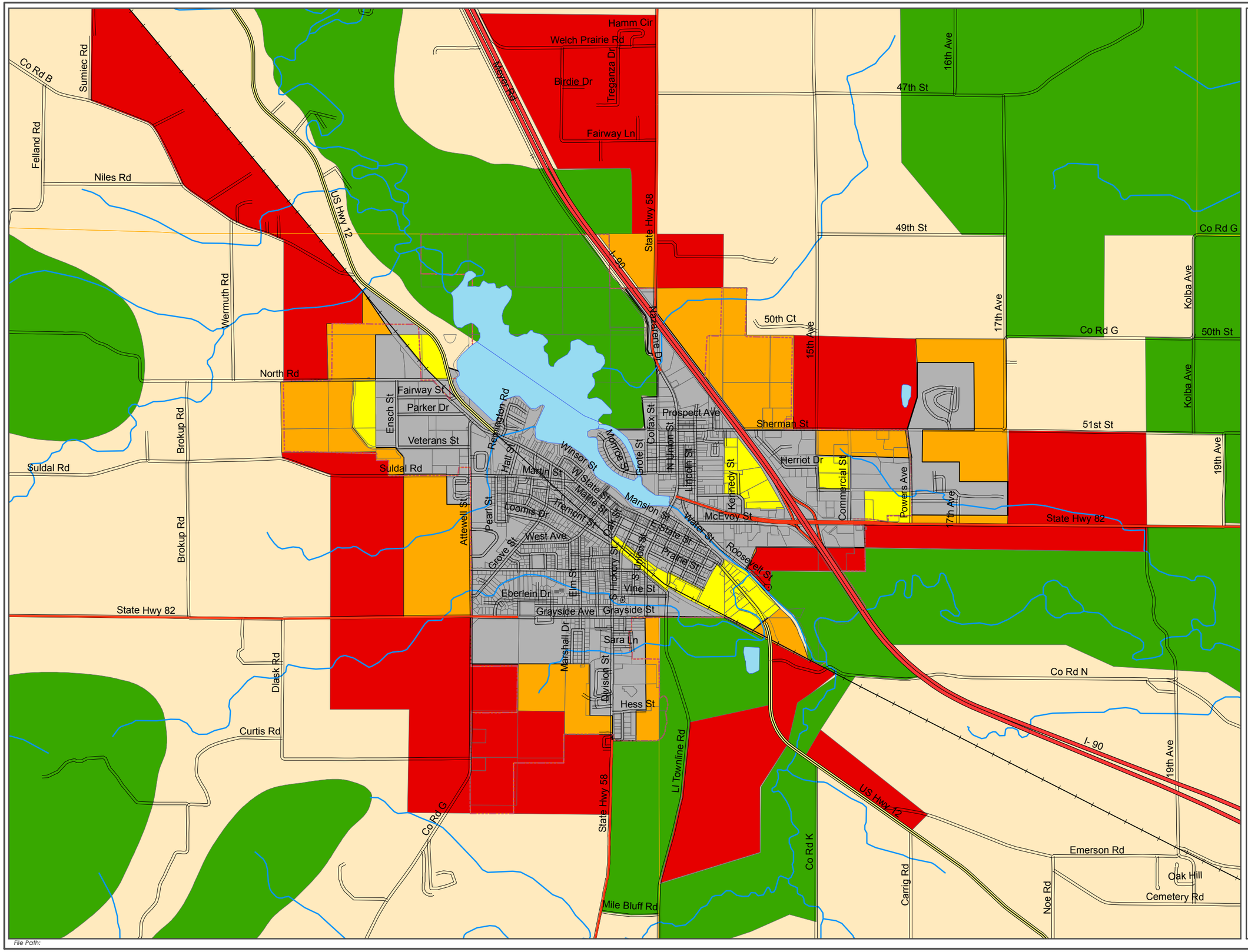
REEDSBURG - MADISON - PRAIRIE DU CHIEN
999 Fourier Drive, Suite 201, Madison, WI 53717
Phone: (608) 826-0532 Fax: (608) 826-0530

File Path:

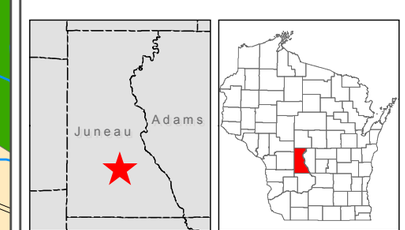
Growth Areas

Mauston, Wisconsin

MAP 4



- Interstate Highways
- US Highways
- State Highways
- Other Roads
- Railroads
- Water
- Tax Parcels
- Current City Limits
- Town Boundaries
- Currently Developed
- Infill Growth
- Intended Growth
- Controlled Growth
- Reserved Open Sector
- Preserved Open Sector



Date Created: 2015-12-09
Date Amended: 2015-12-30

Data Sources:

0 0.25 0.5 1 Miles

vierbicher
planners | engineers | advisors

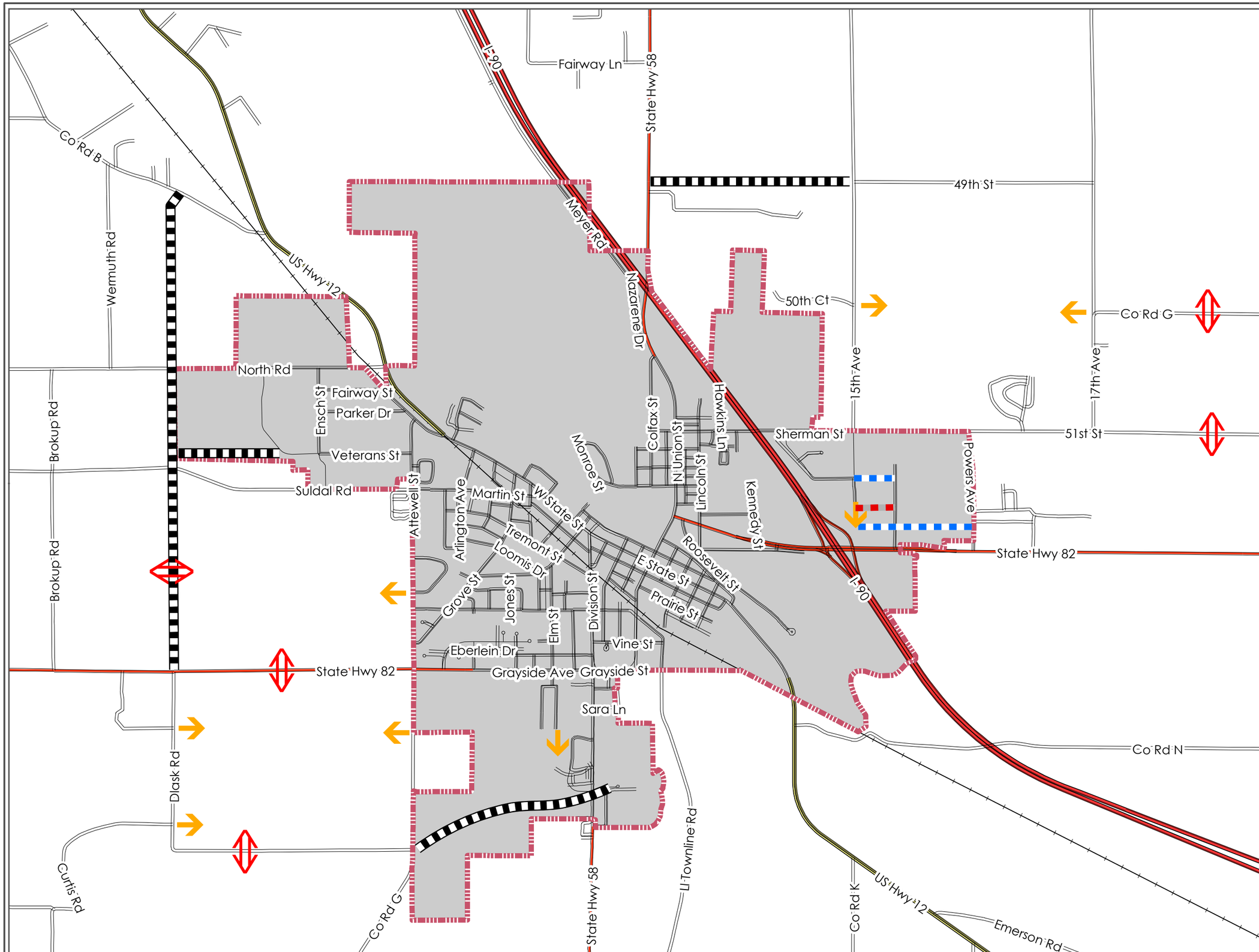
REEDSBURG - MADISON - PRAIRIE DU CHIEN
999 Fourier Drive, Suite 201, Madison, WI 53717
Phone: (608) 826-0532 Fax: (608) 826-0530

File Path:

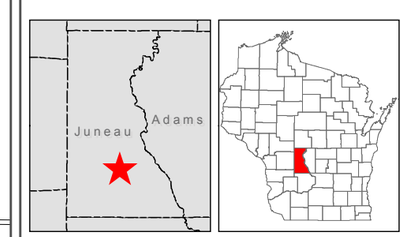
Transportation Plan

Mauston, Wisconsin

MAP 5



- Road Extensions
- Future Intersections
- Possible New Road
- Possible Road Vacation
- Planned 80'
- ETZ Boundary
- Current City Limits
- Interstate Highways
- US Highways
- State Highways
- Railroads



Date Created: 2016-08-03
Date Amended:

Data Sources:

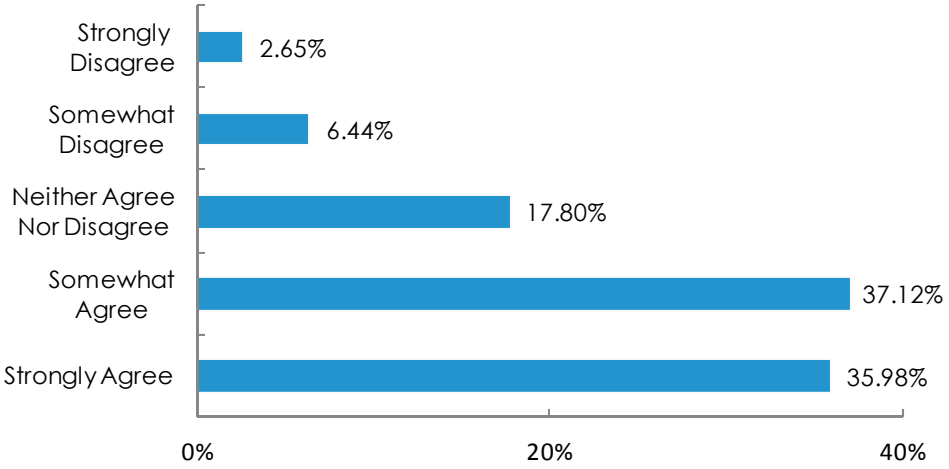
0 0.2 0.4 0.8 Miles

vierbicher
planners | engineers | advisors

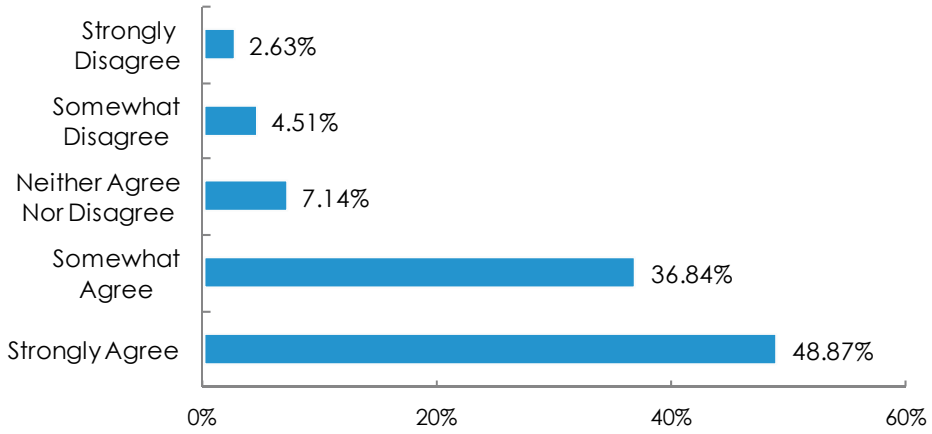
REEDSBURG - MADISON - PRAIRIE DU CHIEN
999 Fourier Drive, Suite 201, Madison, WI 53717
Phone: (608) 826-0532 Fax: (608) 826-0530

File Path:

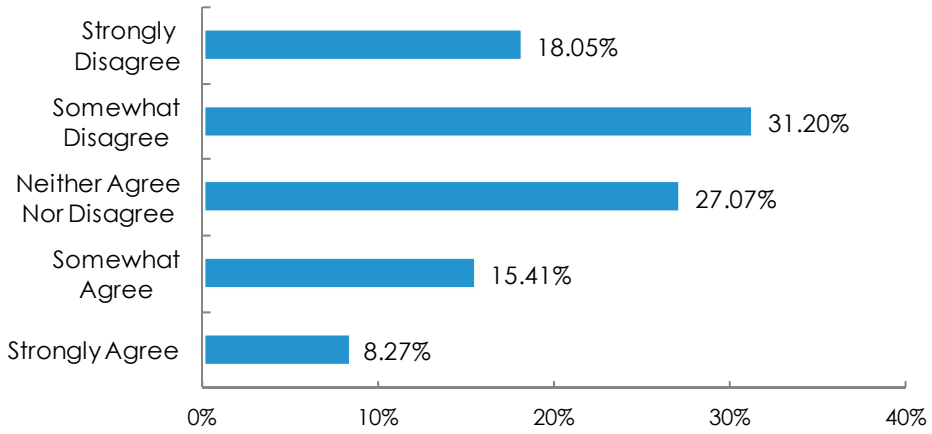
Agricultural Resources should be protected from development pressures.



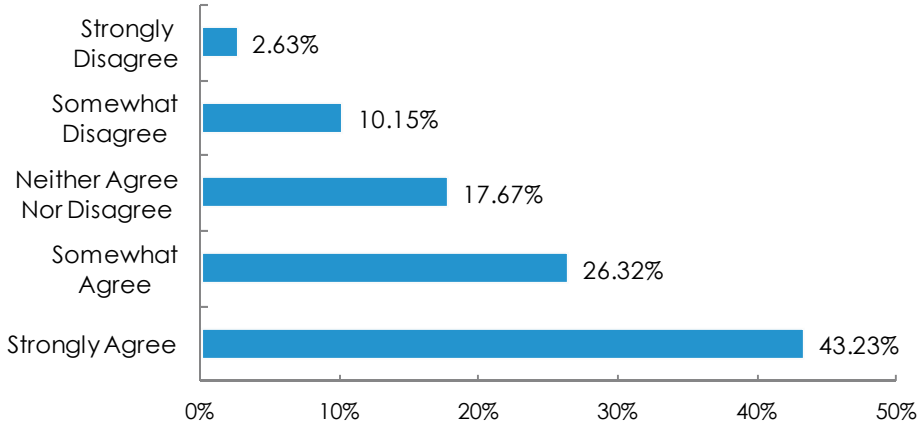
Protection of community character and quality of life should be top priority



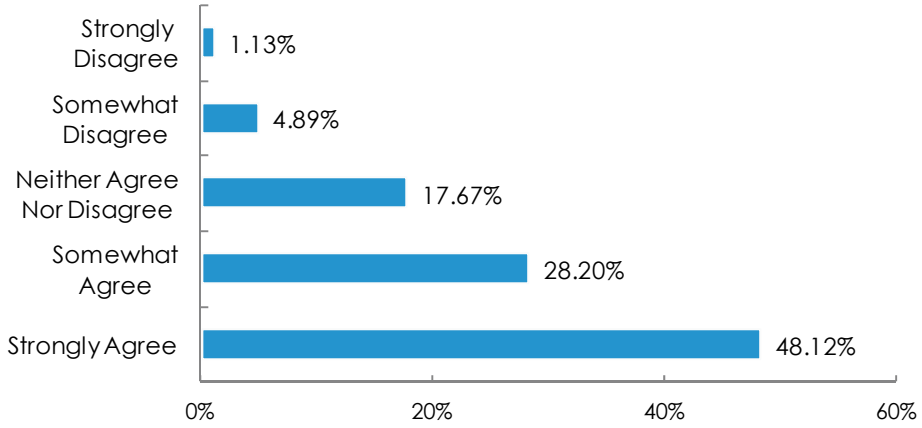
The City should not extend utilities to undeveloped areas



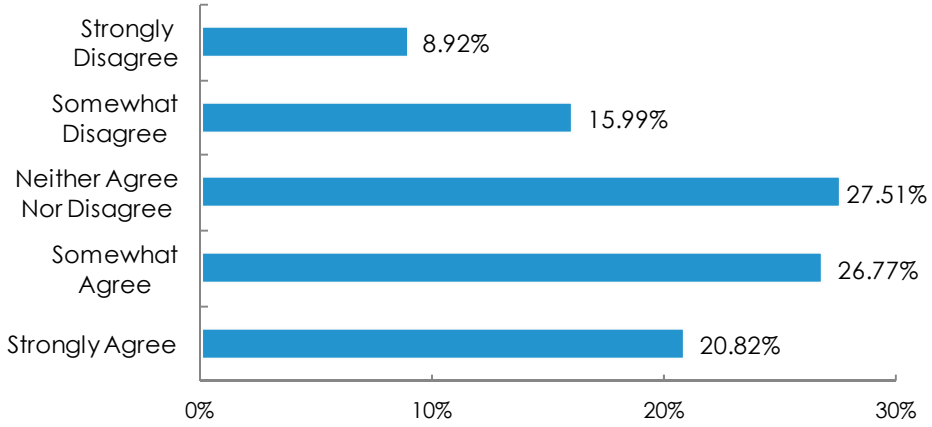
The City should put more effort toward attracting new businesses rather than toward expanding existing businesses



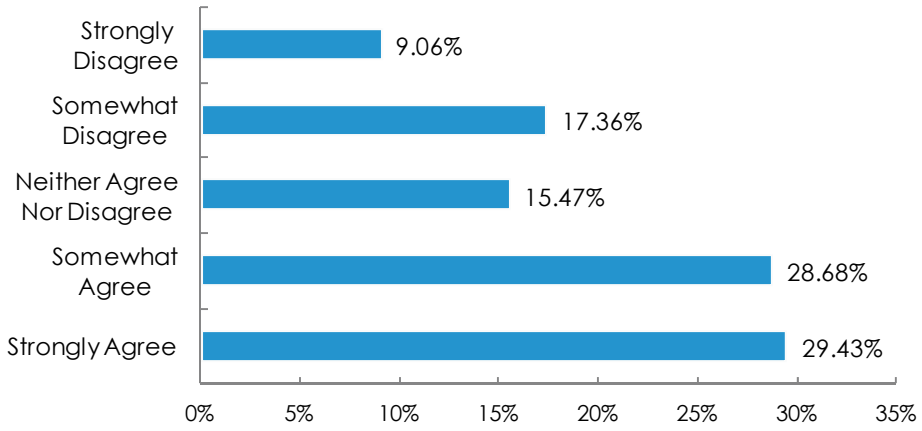
The City should make efforts to preserve and protect historic structures and sites in Mauston



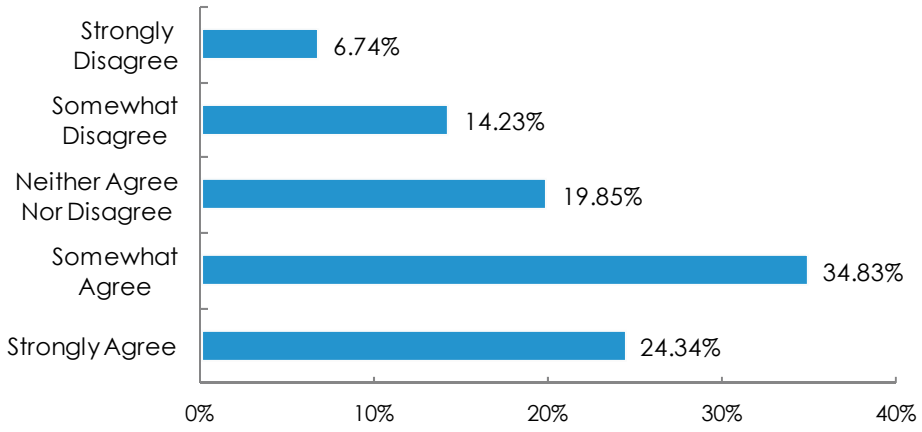
The City Should focus on providing more public transportation options



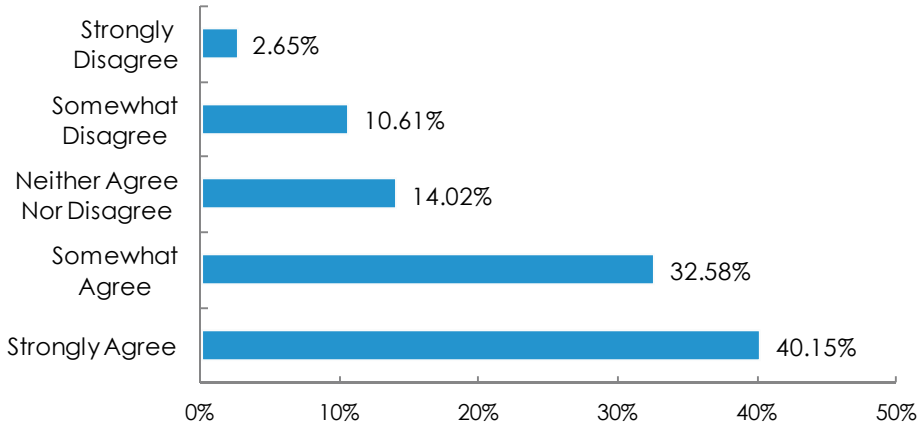
There are enough park sites in Mauston



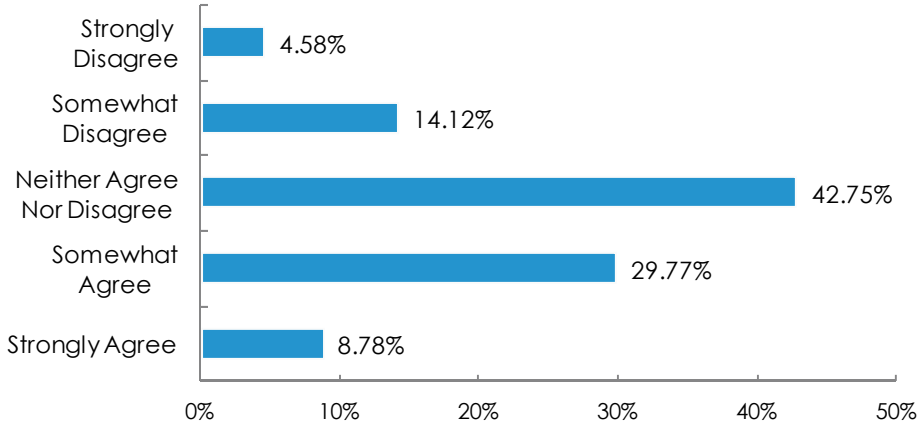
The City should enforce community-wide aesthetic requirements for development



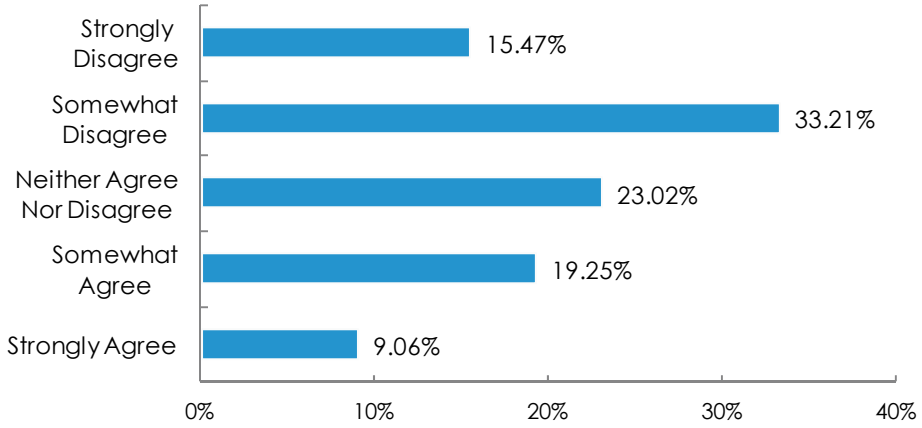
Wetlands, wooded areas, steep slopes, and enviromentally sensitive areas should be protected from development pressures



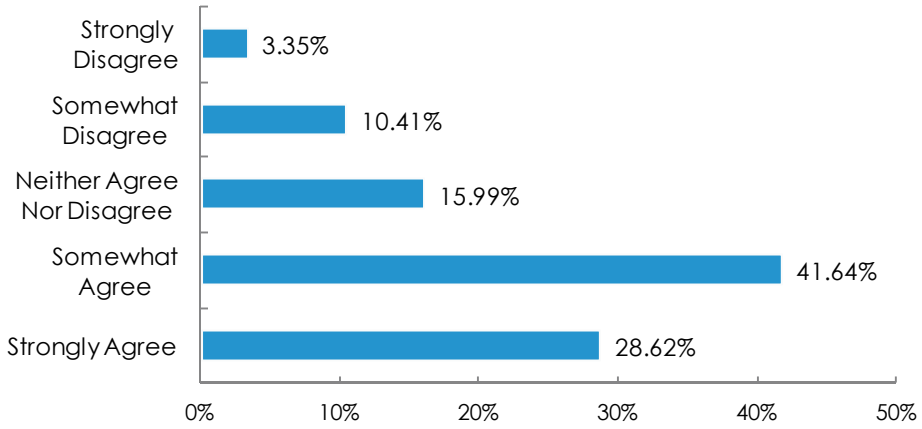
Different types of land uses should be strictly separated



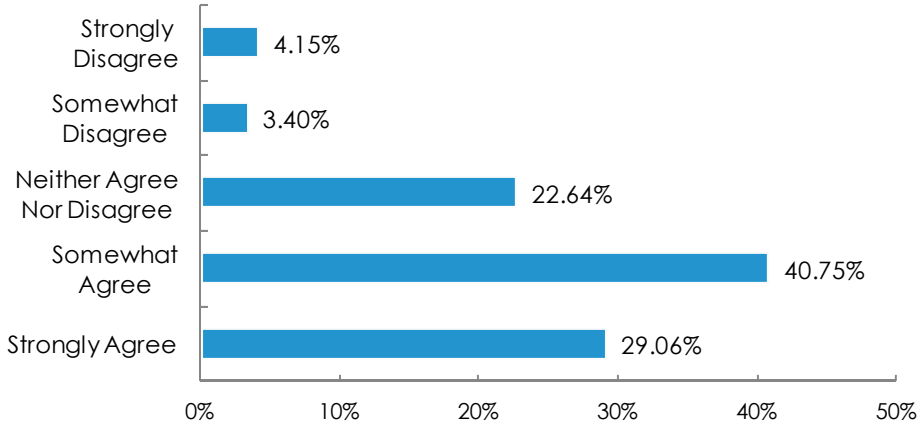
The City should limit its residential development to mostly single-family detached houses



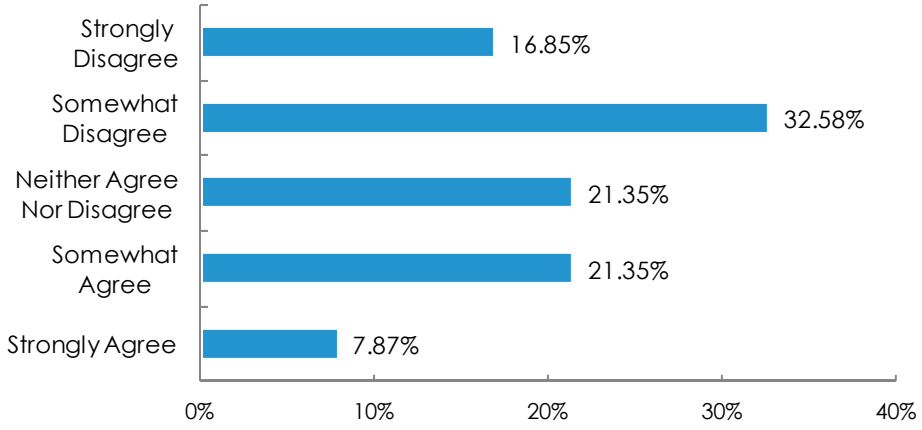
New development and growth should be accommodated on empty sites or redevelopment areas within the current City boundaries



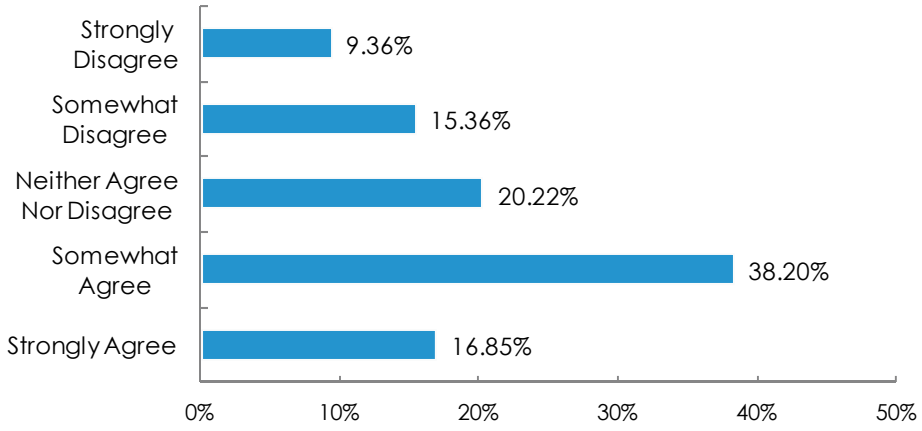
The City should work more closely with surrounding towns to share service costs



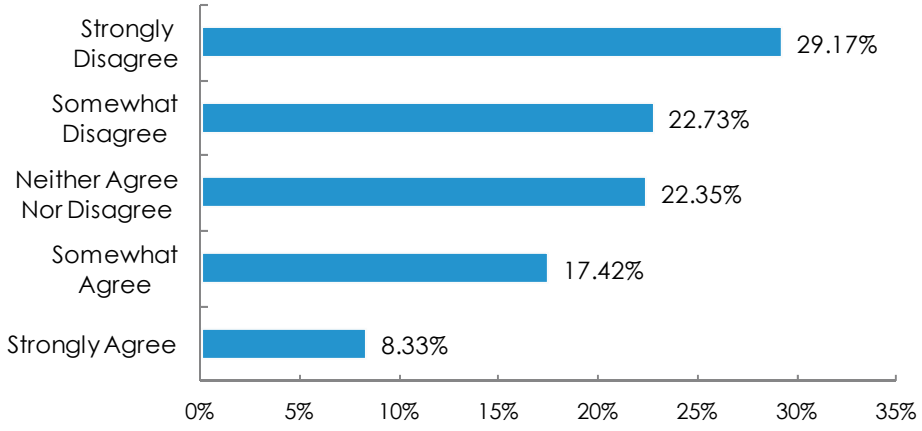
The City should put more effort toward retaining and expanding existing businesses rather than toward attracting new businesses



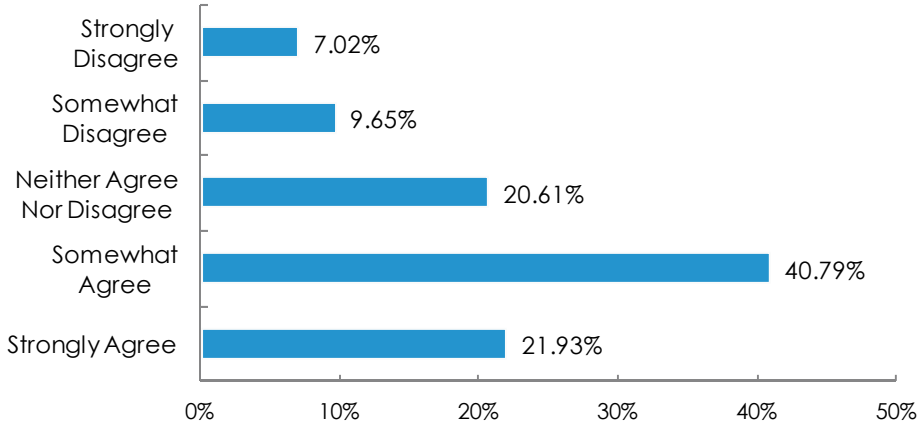
The City should focus more on providing bicycle and pedestrian facilities



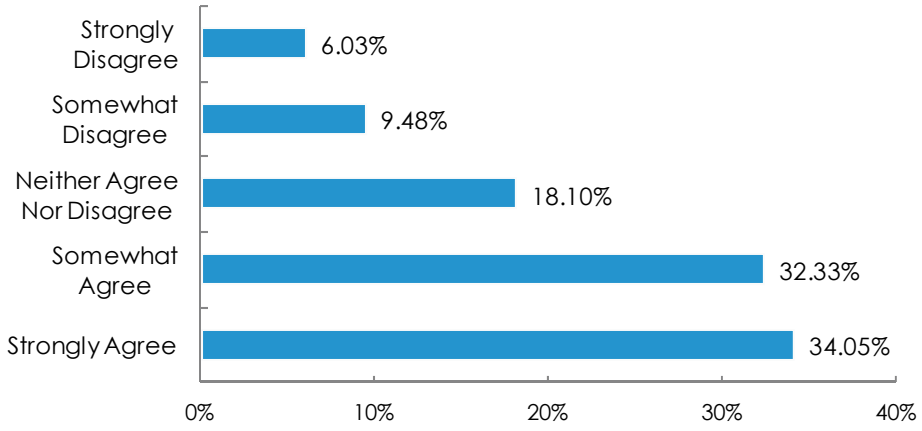
There are adequate housing choices at all price points



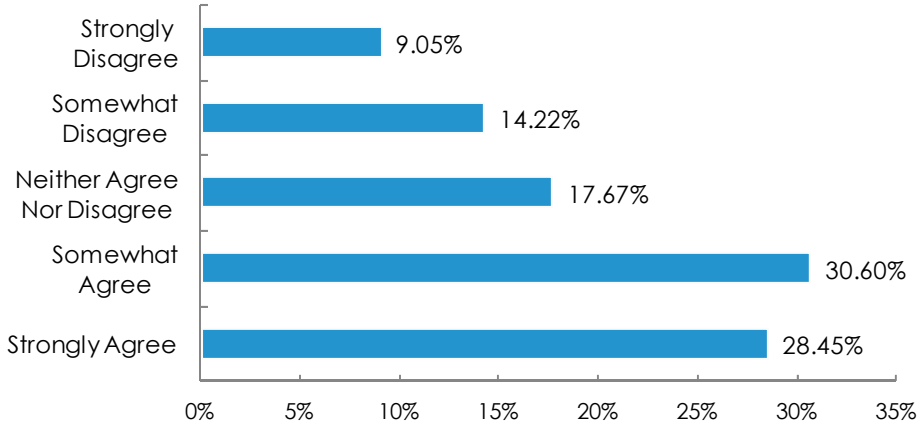
The City should extend utilities to undeveloped areas to encourage growth



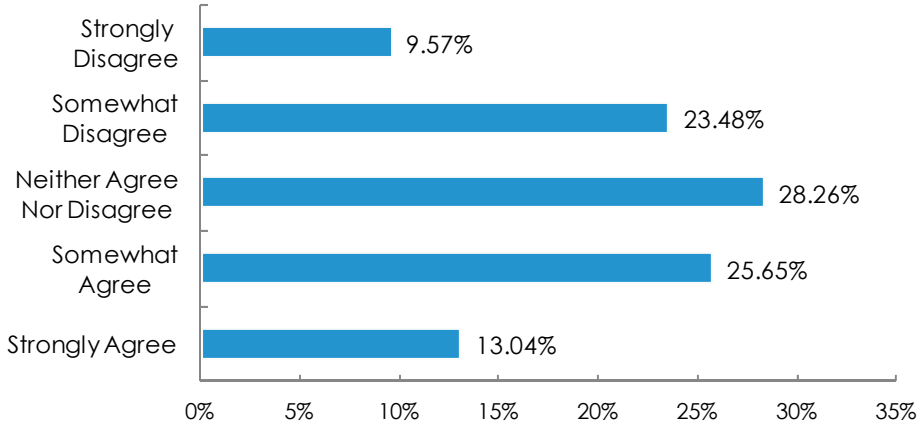
The City should promote the construction of more affordable housing



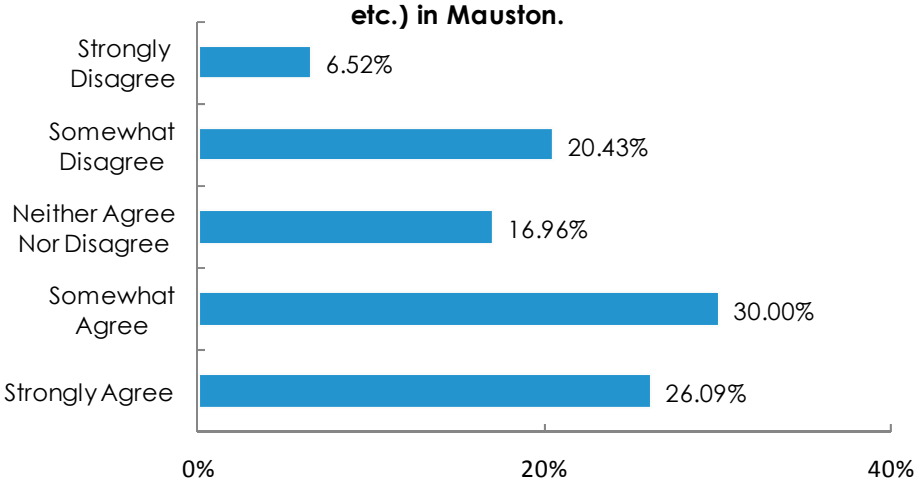
The municipal/community buildings and facilities in Mauston are adequate



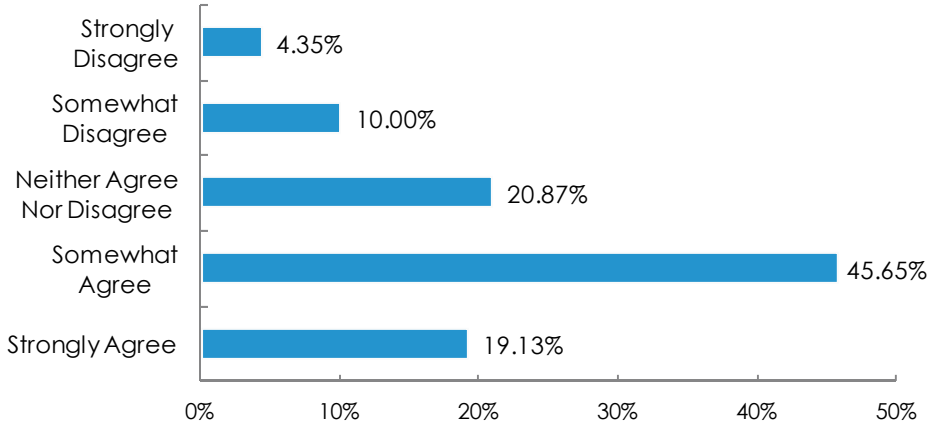
The City should hold development at important entryways to Mauston to a higher standard than other areas



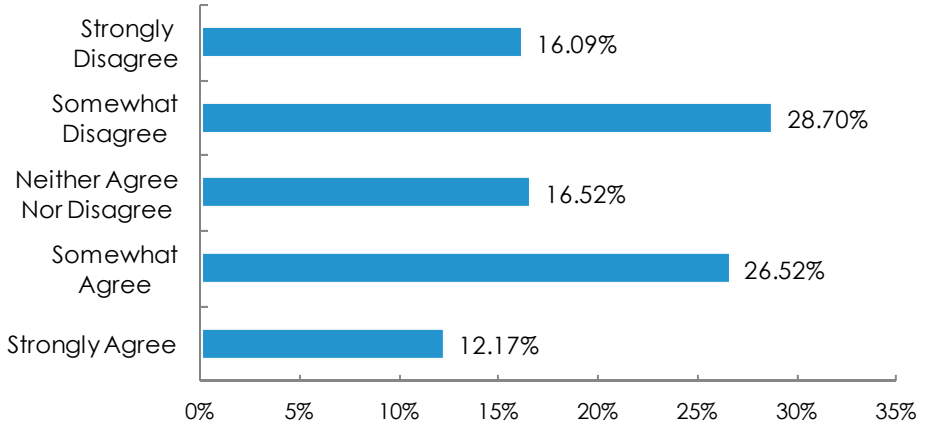
There are enough park facilities (ball fields, basketball/volleyball/tennis courts, playgrounds, shelters, etc.) in Mauston.



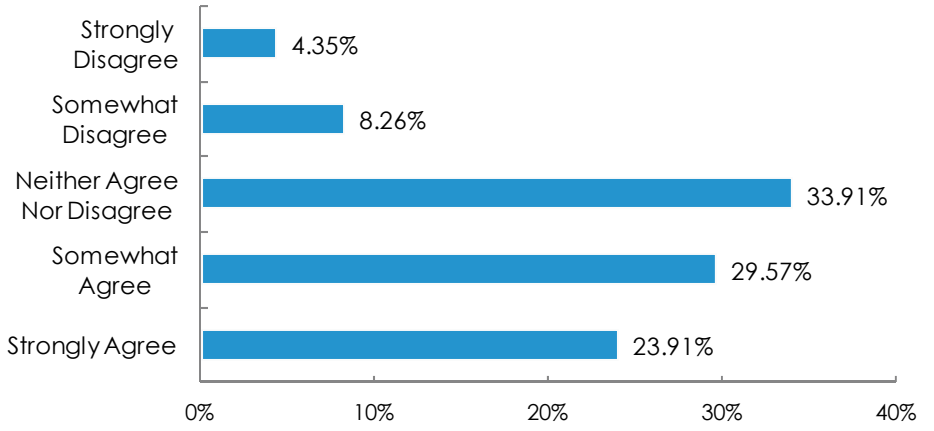
New development and growth in Mauston should be accommodated on empty sites or new development areas around the City periphery



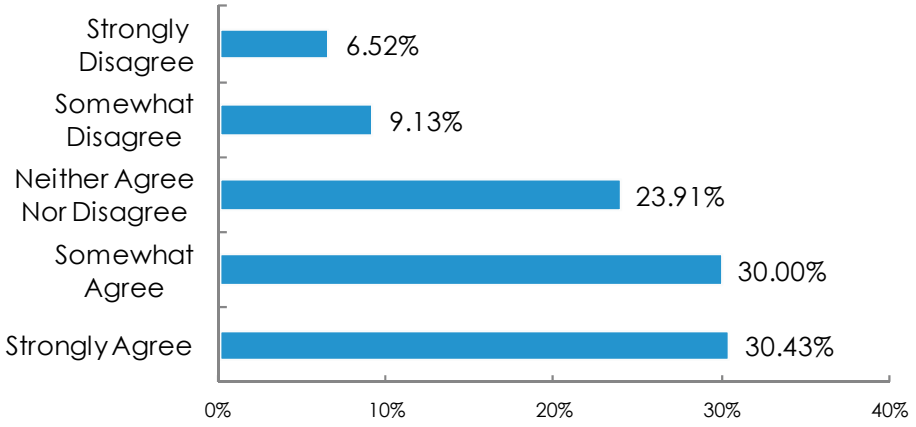
Educational and agricultural opportunities in Mauston are adequate



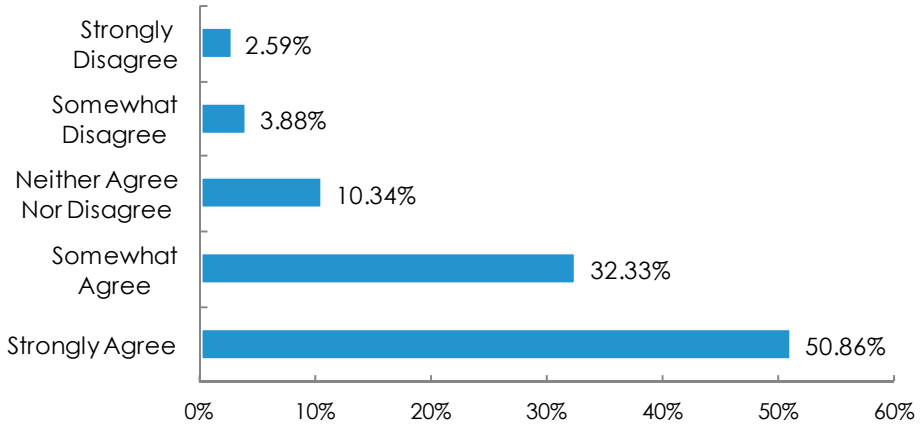
Sewer and water service in the City is adequate



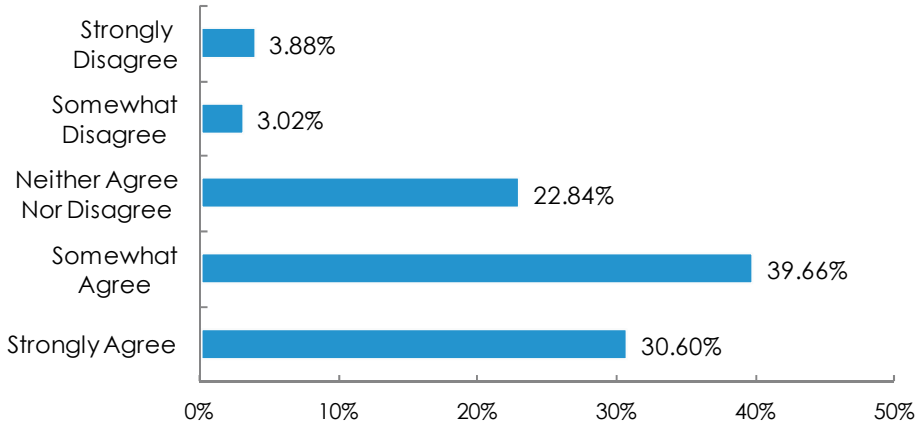
The City should encourage a greater mix of housing types, including apartments, row houses, townhomes, and single-family detached houses



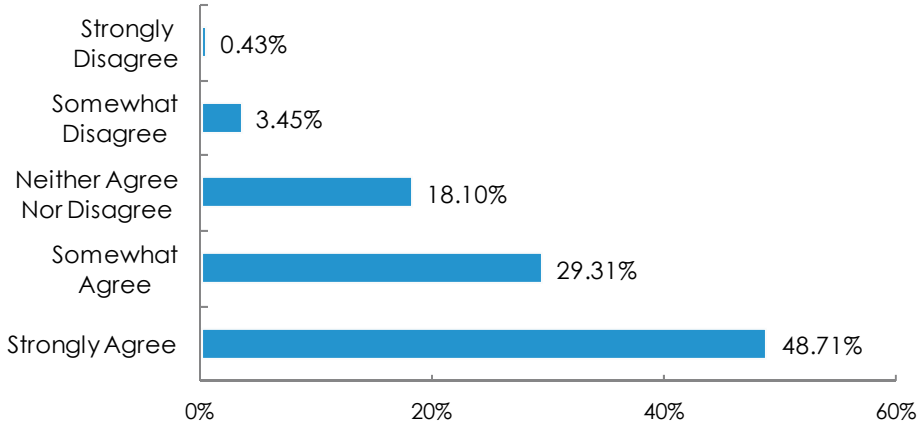
The City should offer financial incentives to grow existing businesses and attract new businesses to Mauston



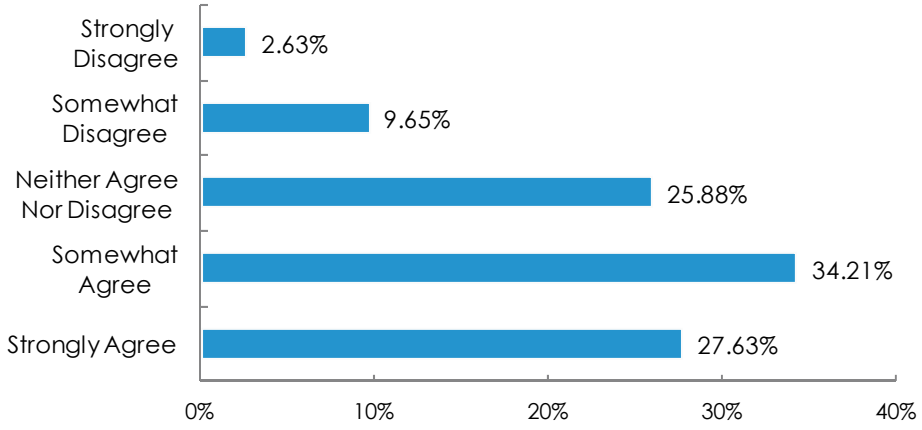
The City of Mauston should work closely with surrounding towns to protect its character



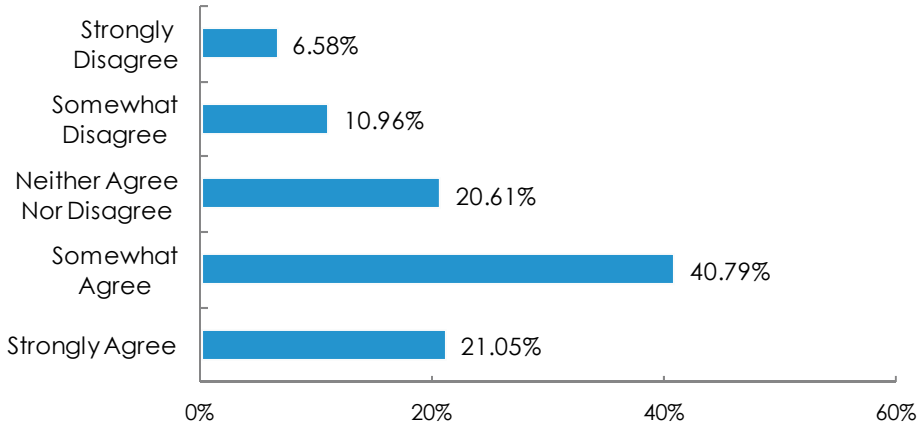
The City should make the development and construction process easier



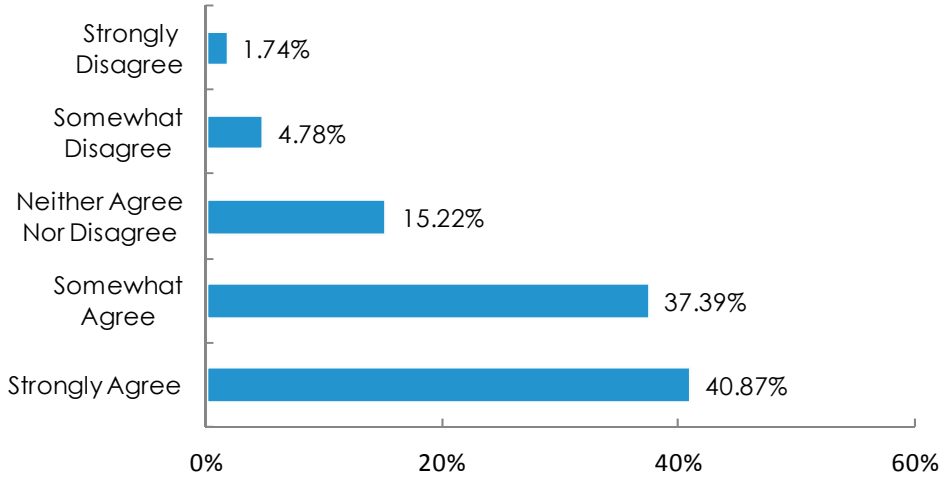
The City should make more sites available for manufacturing and light industrial businesses



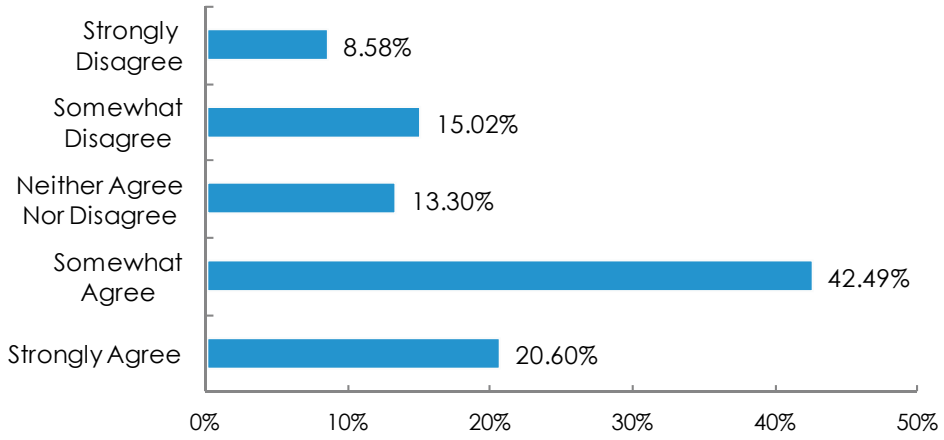
It is sometimes appropriate for businesses and residences to be co-mingled



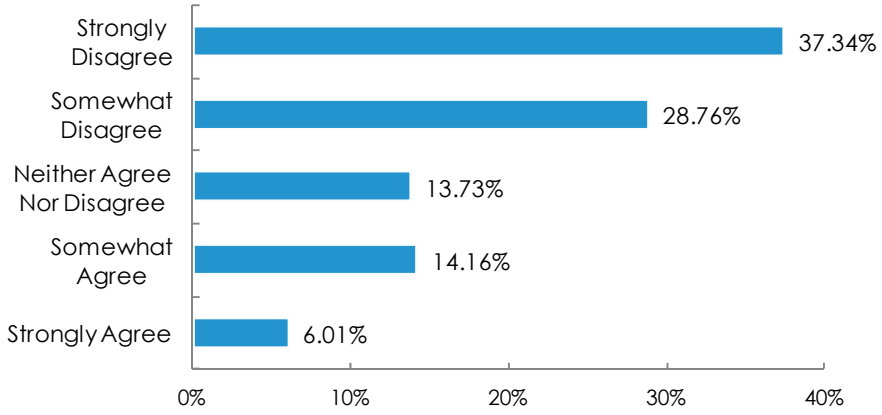
Promotion of business and economic development should be Mauston's priority



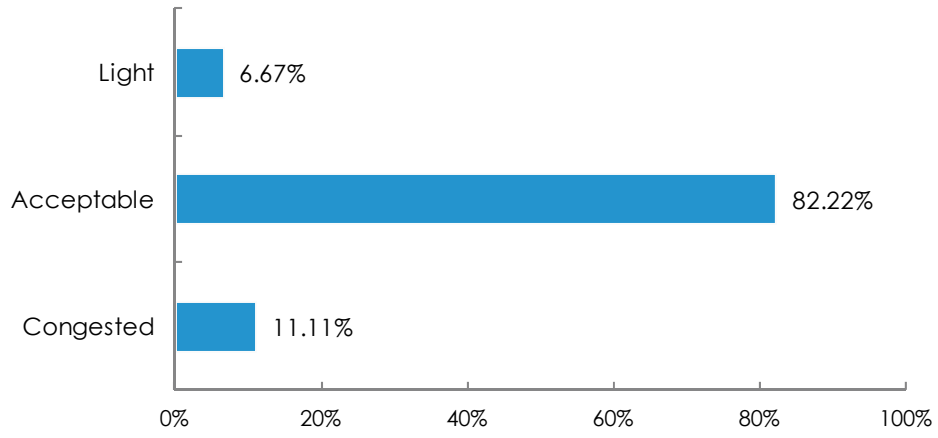
Street and pavement quality in Mauston is acceptable



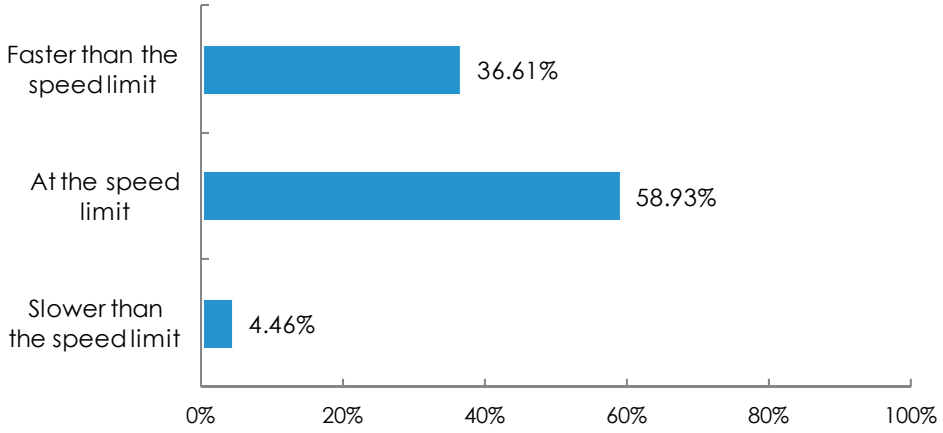
There are enough good jobs in Mauston for those who want them



Vehicle traffic in Mauston is:



Vehicles in Mauston drive:



Please comment about any additional issues or opportunities you see in Mauston in regard to housing
Additional senior/disabled housing, subsidy based on income status. Hold landlords more accountable to keep them accessible and visually appealing. (Grace Apts).
Affordable housing
affordable housing for families that meets the requirements for housing vouchers--there is a huge shortage of this in the city. Crack down on slum lords...I'm not sure this is the city's responsibility though. The boarding house behind the laundry mat off of Beach Street is terrible. It's like a brothel over there. What a unique building that is being run like a horror house infested with drugs.
Affordable housing. The section 8 housing is limited and we have alot of residents that qualify for this because we are the county seat of human services type of agencies so our population tends to be higher for folks afflicted with these issues. When Community Action Council tried to put more housing in like this it was shot down by the neighborhood and city council elected officials. We need to be more open to these issues.
All of the new apartments are not affordable to families who need section 8 housing. So all of our low income families (and there a lot in Mauston) live in really bad rentals that need updating. I just can't believe we let this go on. Have you been in those really bad ones over on LaCrosse St. How can we let people live there? The ones on Maine St. in the old hospital are ok but could use some cosmetic updates as it is kind of an eyesore to the neighborhood.
Although there is plenty of low income housing and higher income housing I feel mid-level income housing is sub-par.
Any abandoned, dilapidated, houses should be torn down. Looks like they are making an effort to do this.
Appearance wise older homes are not kept up. Yards need to be kept clean. Trash needs to be regulated
Bigger lot sizes
Bring in higher paying jobs and housing issues can begin to sort itself out. There seem to be plenty of lower income and higher income housing but inadequate middle income housing. When something comes available, it does not stay on the market for long. That includes renting and buying.
Clean Up Housing Stricter Rules On Garbage Around The Homes. Junk Cars. Old Mowers. And Not Policeing Rules On Pets.
Clean up the low income and slum lords.
Current single-family homes on the main corridors are older and many are rentals that aren't well-maintained. Landlords should be strongly encouraged to assure that tenants care for the properties or that the landlord may face potential fines.
Do not see this as an issue.
Fix up the dumps along Union St, the rentals on Lacrose St need some attention. The one behind the laundry mat on Beach St should be shut down
Focus on the river walkway and the bluff walking path
Get rid of eye sore houses and homes unfit to live in crack down on slum lords
Get rid of the drug houses. The cops are doing what they can but it isn't enough. The landlords are horrible--don't keep the places up. The nice apartments by the water tower and over by Attewell are too high priced for most families.
Hold landlords to the same standards as you hold homeowners. There are some neighborhoods (Juneau Ave) where the rental properties are rundown and only attract criminals which affects the nicer neighborhoods around them
Houses need to be torn down cause of none use or fixed up and sold at reasonable price prices on current houses to high for a small town let along the area of that house
Housing prices and ability to sell are negatively affected by the lack of enforcement to maintain a neat appearance of ones landscaping, excess trash, ect.
how abut incentives to tear down and rebuild homes that are structurally poor; Affordable housing for everyone is a tough nut to crack; what about 'This Old House' (public tv program) coming to Mauston?
I am not aware of housing issues
I definitely wouldn't agree to put in anymore over priced tiny apartments, that stay vacant for years.
I feel that there are a lot of houses that are run down. It gives the city a dirty look. I wish there were ensentives for people to clean up the homes. I am new to mauston only been in the city for a year and a half and me wanting to move is growing greater by the day. It almost becomes depressing looking around and seeing that no one cares about there homes or takes pride in anything 4 that mater. Like a mentioned earlier I haven't been in the city that long and I've been trying my best to clean up my home and encourage others to do the same. Hope this hits home for someone.

I own my own home, but as far as nice housing accommodations, they are far and few. It is mostly low-income housing and high wait lists for the newer apartments
I think housing should have a two car garage instead of one. What if the city eventually needs to sell that property most families like a two car garage. Single moms won't be single forever.
I think it's a great idea to have a splash pad!
I think the run down buildings and apartment complexes along with the many houses that are basically falling down should be either taken care of or taken down.
I think we could use more senior apts.
I think we need another apartment complex designated for the elderly only. The one we have is full, and the population getting older.
Ignorant of the housing possibilities. Purchased our house for a good price. Never looked into renting.
In regards to housing, there are very few homes available for rent that are three or more bedrooms. There also so many empty homes that are in foreclosure and not moving very quickly. It just seems that there is a lot of waste with these homes just sitting. It would be great to have something other than the reminder in signs to tell us when houses that are for rent. If there was a central place that we should go to to find out what rental properties are available that would be very helpful. We could probably use another nice apartment complex in Mauston, where's the more affordable housing for seniors.
It is all low income housing
It would be nice to see more homes for rent in mauston.
It's either falling apart or too expensive. Affordable housing is easier to find then a place for those who make too much for assistance.
Lack of decent rental properties. Lack of reasonable rent. To many properties not kept in repair.
Let the market decide.
lots of older low end houses in many neighborhoods. Need more developments like across from the highschool to entice people to move to Mauston. A lot of our upper end houses are not in Mauston. They are at the Lake.
Low income housing brings problems and an larger increase for services. We need improved rental properties to bring in people above low income status.
Low income housing remains at a premium with six month wait lists. Housing for people with disabilities and aging needs to be upgraded to modern standards.
Make some of these vacant houses into low income housing or help a homeless family or something. Quit leaving them sit.
Many Houses are not kept up and it brings down neighborhoods.
Many of our rental properties are not kept up. Many have code violations that are not being addressed. The landscape and the filth makes these very much not attractive. Also to many cars are parked on front lawns.
Many run homes need to be repaired or replaced
Mauston needs to create more subdivisions with affordable tax rate and utilities. Lots that are not right next to one another. At least acre lots would be nice.
Middle class single family is not as developed.
More people moving in the area with children there has to be something or somewhere for children to be able to play safely. There is really nothing for the kids to do in this City . I recommend waterpark , skating ring , movie house
More affordable apartments would be nice.
More housing for senior citizens that don't need assistance but have to downsize belongings and smaller space to live and reasonable rent.
More housing opportunities needed for elderly/ handicapped (primarily low-income)
More inspection on rentals. So many rental properties look like dumps
More low cost housing will bring more problems to the city.
more police survialence
More rental opportunities such as apartments, senior living, and town homes.
Need for assisted living facilites and good rental units.
Need homeless shelter

need lower taxes asap
Need mid-size single family homes (larger than Habitat for Humanity homes by not huge) - like in subdivision across from high school. Decent lots would be key, however as well as jobs that would bring in families that could afford such housing.
Need more accountability to landlords
Need more affordable housing. Also would like to see slumlords being required to make those homes acceptable. Make it easier for citizens to get their slumlord to fix things and update so it's safe.
Need more apartments
Need more low income options since most jobs do not offer a living wage and since there is limited grocery shopping options.
need to have more affordable housing for seniors and handicapped and low income
Need to update some of our housing in town
New housing is difficult due to competition at Lake and in Bluffs. Grants to fix housing through JCHA are under utilized. Apartments on East and West side are a hugh asset.
no dog parks - more industry/business
NO low income. It tends to bring in the wrong crowd.
No more need for multi family housing! We need more single family housing for stably family development and home ownership pride.
No need for more cheaply built apartment buildings that people can't afford. Spend the money fixing up the houses in need of repair. It will make the city look much nicer.
Not enough apartments
Not enough rentals so prices are skyrocketing
Not enough single family rentals
Rather than HabItat for Humanity building NEW homes, USE the existing homes that are empty, and do the necessary fixing-up.
Rental housing is horrible. The newer apartments on both sides of town are out of price ranges for most limited income families. The only thing left then to rent are the dumps that the slum lords have. These are horribly maintained and not even sure how they pass code.We need a homeless shelter or a warm place at night for people.
Roundabout at 80/58, 12/16 intersection
Run down, not attractive to families coming in
Slum lord housing
Subsidized first time home ownership for houses in need of repair, upgrade.
the city does not police having property owners keep there dwellings neat and clean in apearence
The housing situation in Mauston is a little depressing. Desirable houses are expensive and so are the apartments. Most apartments complexes are disgusting and are not worth the price that comes with them. This would be a great opportunity to build townhouses because of location to surrounding areas. It also offers another avenue of housing.
The old and dilapidated houses should be removed or the owners should have to make repairs to update the houses to be live able.
The town needs to stop focusing on only keeping the little 'Ma and Pa' stores open and let new businesses come to town.
There are a LOT of houses for sale but not a lot available for rent.
There are adequate choices for all income categories.
there are not enough options. the 'affordable' homes are either close to condemned, or none livable. nasty landlords, unaffordable realistic housing.
There are plenty of housing opportunities in Mauston.
There are so many housing options for the elderly, but not many for young people who are just starting out.
There is need for housing for the homeless.
There is no morale in Mauston...people are embarassed to say they are from Mauston

There needs to be more affordable housing opportunities for low income families.
There needs to be more low income housing and housing for elderly and disabled. Juneau county is the second poorest county in Wisconsin and also the county seat and yet our diabled and elderly have to choose between rent or food.
There seems to be a loss for affordable housing. Many people searching for housing in Mauston @ 550-600 a month and there's nothing available. People who make 9.00 an hr can't afford 750. a month.
To many sub-standard rentals, downtown retail not investing in their buildings, hard for new startup businesses to compete.
Tom Dellemuth's old house needs to be a practice burn.
Too many rental homes that are not acceptable. They are either drug houses or are riddles with bed bugs. The landlords should have to meet certain requirements up upkeep for their properties. It's disgusting to drive around town and see these places.
Too many run down homes, Habitat for Humanity, Mauston High School (construction class) along with the City should find ways to repair and remodel more homes.
Too many shoddy houses.
Townhomes would be nice, single home is always good, we already have many nice apartment buildings
Trees need to be trimmed above sidewalks
We have a homeless problem because housing is expensive compared to what people make. There are families living in substandard housing because it is what they can afford.
We have slum lords and those are the places that our low income folks can afford to rent. So we have kids living in less than optimal conditions. Homelessness is an issue and needs to be addressed.
We need a homeless shelter. The library is practically serving this purpose now during their open hours.
We need affordable housing or more low income housing. Minimum wage can not rent houses or apartments anymore.
We need more affordable housing in the downtown area so people can walk to services they need. We need to make landlords accountable and follow the rules. We have too many slum lords. We need a homeless shelter or a warming shelter for winter nights.
We need more affordable housing that will take Section 8 HUD vouchers.
We need more affordable housing. Its to expensive to live here based on the income level.
When my husband and I were looking to buy, we looked at 30+ homes in the 9 months that it took us to find one. We found that there are very cheap (needs alot of work) houses, very expensive for what they offered, or that the taxes were so awful. Our taxes are higher then Wisconsin Dells, Reedsburg, and Baraboo.
Why does the city allow run down dilapitated apartments to stay, and not force them to be fixed. Doing this encourages a low class of people to move in or stay, IE drug problems. Building such as the old hospital on Maine st, the apartment above the flower shop, Tremont st.
Working in the medical field/family care management, low to middle income housing, adult group homes, and assisted living facilities are needed.
would like to see more housing available similar to the new housing on hwy g for retirees
Yards should be clean and not a collection area for vehicles and equipment. Need more Stop signs anywhere a road connects to another road in town.

Please comment about any additional issues or opportunities you see in Mauston in regard to transportation.
24 hour taxi service
a bus would be of great help in this town. cheaper transportation then the cab, and also holds more people.
A city shuttle/bus service would be nice.
A second on/off ramp would be nice by Festival foods.
appeal to the consumers getting of the interstate by keeping the city owner property mowed and clean of garbage
better routing during construction phases. for eg. rotating stop signs during construction to help traffic flow and much better signage of reroutes. a major street dept fail
Better taxi service and change the limits back to have them go more than 4 miles from the city limits. Taxi drivers are dressed dirty and unfriendly.

Bike rental, Bike path around town. Sparta trail extension?
Cab service that goes to castle rock lake
Cab to run later at nights Cab lower rates
Can not get taxi service out to HH and 49th. Would be wonderful to offer save ride.
Car rental company would be great.
City needs to provide bike racks downtown and have bike lanes.
Crosswalks, do drivers know they should stop for walkers/runners? I've even stood in a crosswalk waiting to cross and have law enforcement not stop. Sidewalks/crosswalks not maintained in the winter for walkers! Homeowners need to be held accountable.
Encourage walking and biking paths. Build them, advertise their usage.
Fine for now; need more businesses first
From 3-5pm the traffic through the downtown is awful. People drive right on and do not stop for pedestrians in the cross walk.
Get rid of slum houses and slum lords
Handicapped accessible public transportation must be preserved and maybe expanded. the present taxi service seems to be somewhat unpredictable in terms of timely pickup although I am not aware of service in larger communities. Could we combine uses of the ADRC bus; the Terrace Heights bus and the MBMC bus to include some city resident use as well???
have a better plan for accesing the industrial park . instead of the state street.
I am not aware of any transportation issues
I feel we should have a cab service that runs past 9 or 10pm.
I love the sidewalk plan. Mauston needs an outdoor pool facility with splash area. If New Lisbon, la Valle, Tomah , Reedsburg can have one we should It will give our kids something to do and most here can't afford dells.
I realize the city is small and not that much can be done for public transportation. And should not be at the top of our priority list. I thing employment opportunities should be the number one focus.
I think there should be a 4 way stop by lacrosse st and the road Bobergs is on. You can't see what's coming due to the parked cars at the courthouse in the back. And public transportation would be fine if the taxi service would actually send a taxi when the call comes in instead of waiting 20-30 minutes and the taxi is just sitting there doing nothing.
I think we could use shuttle bus service for low cost.
I understand that Mauston is a little same, but a bus system would be great.
I was sorry to see the City permit the rounded corners downtown, which make plowing difficult and damage the new curbs. While aesthetically pleasing in the summer, the red concrete and the rounded corners seem to be difficult to maintain in this climate. Note the damage already VERY apparent in and around the red pedestrian areas on Mansion Street near St. Patrick's Church. Also, snow removal has not been as good as it was. The removal of snow after the large snowfall on Dec. 28 was very poor. Recently, the removal improved a bit. The parking lot behind Randalls, however, is almost always a mess because the plows don't come back to REMOVE the large piles, causing drivers to crowd into the remaining space.
Improved taxi service.
It would be great if Amtrak and greyhound bus stopped here. Why can't people hop on the Megabus when it stops here?
It's very difficult. The Senior Center has a bus schedule offering trips to nearby cities, and is used very little.
Lack of public transportation
lack thereof
Maintain roads
Mauston does not have the population to sustain any source of public transportation. More emphasis should be put on a safe ride home program. Its no secret that people like to drink in this area. Nothing seems to be stopping that. We might as well attempt to keep our roadways as safe as we can.

Mauston seams ton have a traffic problem. I see alot of car crashes here for some reason?
Maybe a city wide bus in addition to more cabs.
maybe do a study on the impact of a running one bus in Mauston. hospital, down town, grocery store, East 82 side of town.
More adequate cab service
More options for transport from Necedah and New Lisbon.
More reliable taxi services with prices that are reasonable
Need a second way to cross the river so everything doesn't funnel to one bridge.
Need more than taxi's
need to work with rural areas to collaborate efforts to improve transportation
No one can get to mauston from outlying communities unless they drive. We need to extend public transportation.
one way streets in areas such as eastbound on Lacrosse street from Division to south union.
Patients at Mill Bluff Clinic have a long waiting time after calling cab.
poor transportation for late night/ bar time weekend coverage for safety. also difficult to transport people from ER to home without rides at late night hours.
Possibly allowing the cab to go further and be open more hours. but then those townships should kick in.
public transport between towns
Public transportation is not needed for this small town.
Public transportation; more bike paths and walkways to promote health.
Second Bridge, Need easier access from the industrial park to the interstate. If the state were to improve transportation rail, mauston should consider a depot
Set up bypass around Mauston - bridge from hwys 12 & 16 over river to hwy 58
Sherman Street or Hwy G is a big speeding hazard with no police enforcement. There are many children around 518 Sherman area and the city should consider putting a children at play sign there.
Shuttle bus??
Snow removal was bad at times leaving rough, ice covered roads, potholes NEED to be filled/repaired in a much more timely manner
So many wonderful improvements have been made in the last 3-4 years to the roads, which have really benefited the town!
Some sort of small bus route would be ideal. A continuous circuit all day long from 7am until 11 pm. This might help downtown businesses.
Something like Uber would be good for people with smart phones. It is cheaper than a taxi and more time-specific. It would be good for the bar crowd as well, hopefully resulting in fewer drunk drivers in the area. The closest I've seen it accessible is Wisconsin Dells.
Still have streets to reconstruct to finish the 1988 street plan.
Taxi drivers shouldn't smoke in the vans. If it is public transport then they shouldn't smoke in them. They should wear their seatbelt too.
The cab is adequate, heard a comment that they stop at 10 pm on weekends, if that is true not good.
The cab is ok. We could use more than that though and go county wide with it.
The City needs to plan for a second bridge and road, from Kennedy street to State Street. Failure to plan now, before development blocks it, will hamstring many generations to come.
The intersection at La Crosse St and S Hickory St should be a four way stop.
The road at s.hickory St and union should be closed off! Dozens of times each year semi drivers come down this tiny road almost hitting babies, cars and taking out power lines each time! There is still alley access for emergency access but the road on s. Hickory should be closed off to a dead end!
The Taxi service Is just fine for a city this size.
the taxi service is nice and I'm so glad that the city supplements this for seniors. I know it is still difficult for those who need to use it though to afford it. These are generally people on a fixed income or disability that can't drive. We have a high population of these folks in Mauston because we are the hub for services.
There aren't any cabs or buses in Mauston making it hard for a lot of people to get around who don't own a vehicle or can't afford it

There needs to be a minimum of one cab that operates until 3:00am 7 days a week. This would reduce drunk driving therefore making the city a safer place and reducing the work load on Police Officers.
There needs to be an access only entrance to Mauston by Lamperts. Acess to the interstate would only be on hwy 82 to give all businesses from Lamperts to the interstate the same equal chances to draw in customers. Or the traffic could go through the city area.
Traffic is usually fine...except in the mornings and afternoons...but one would expect heavier volumes at these times as people go to and from work and school. At some point, we might want to plan for another way to cross the river for vehicles.
Train tracks arms don't always work correctly. Love the round about!!!
Transportation issues are just a 'Mauston' issue; they are a problem county-wide. This may be an area where Mauston and JCEDC could take a lead. Check income demographics, distance to groceries, elder services etc.
We have resources for seniors to get transportation and for those that are on medical aid. We don't have much for the average guy who maybe lost his license and needs a ride to and from work. I heard now that the cab doesn't run past 9 or 10 at night on the weekend. If you work at Festival, MdDonalds, Culvers or Kmart and need a ride, you can't even call the cab.
We need a better system that goes county wide.
We need a bus or something that runs a circuit. College campuses do it all the time. Hop on/hop off at no cost.
We need a bus that runs continuously at key locations on a circuit. Stops and picks up at grocery store/Kmart, Walgreens, McDonald's, library, hospital.
We need a cheaper cab.
We need a taxi service that is reliable and that can give people a ride home past 10pm.
We need better transportation than the cab. Many families can not afford to haul the whole family in the cab. Maybe a cab pass would be feasible. I know this is subsidized or something from the city already.
We need competition in the retail sector namely groceries. Right now our options are the over priced Festival foods or processed junk from discount stores
We NEED stop lights in interstate section of Mauston!
What transportation!!! The cab is accessible but perhaps not cheap for those that need it.
Why was there a bridge built across the river that did not accommodate vehicles? Stupid. A second bridge would have lessened the traffic for locals, been safer for pedestrians and would have created a alternative route for emergency vehicles if there were ever an emergency or when the main bridge is under construction.
With the new multi use paths and riverwalk, the city should consider installing bike racks at key locations so that bikes can be locked when riders are shopping/walking/fishing, etc.
Would prefer to not have public busses crowding the streets.

Please comment any additional issues or about opportunities you see in Mauston in regard to utilities.
A decent sidewalk heading out to the hospital would be ideal. I see people having to walk right on the high way and or cross the highway twice because the sidewalk is so weirdly designed out there. The hospital should be concerned about access by foot to their facility as we have a lot of people who don't have transportation.
ALL THE PUBLIC W0RK EMPLOYEE'S SEEM T0 BE ABLE T0 DRIVE AR0UND T0WN ALL DAY AND EXACTLY WHAT ARE THEY D0ING????? AND ARE THEY ACC0UNTABLE F0R THE W0RK THEY ARE SUPP0SE T0 BE D0ING?
Cable/internet options are monopolized it seems. That seems to be the problem all over though. Not just Mauston.
city wide wifi free
Every year water mains breaking the winter. Why are these not fixed before they break outing me with out water.
Finally got high speed internet. But, Frontier only chose.
Frontier internet is very poor to both business's and residences.
garbage pick up is great, yard debri pick up is awesome!, sewer and water are good. We could use some more internet options or fiber optic. Make the whole city an open wifi like Baraboo. That would help our low income families be able to connect to resources more easily too.
How about reworking the roads north of town by Kmart area?
I believe that areas that we need future development needs to have utilities to make them more attractive to developers.
I believe that Baraboo has city wide internet. Why not in Mauston! We at least need some access to cheaper

wifi...we don't have many choices here for that. Why can't we get LVT? The courthouse has it but no private people in Mauston can contract with LVT. Is there a monopoly on it.
I feel more electrical lines should be underground, not hanging over our houses or running through trees.
I love that we have yard debri pick up---we need to get a sifter for the mulch/compost that is decomposed at the dump. That would make it more usable and we could get it at the grayside garden again. It was so full of rock and metal we haven't gotten it the past few years. It's too bad.
I paid for natural gas to my rental house in the mauston annxed area northeast of Mauston. Why?
I think everyone should have utilities.
Improve existing parks.
Infrastructure is so important, keep up maintaining what we have and install new as needed.
Lack of decent internet and cable companies
Lack of interest from the city alderpeople to have Mauston grow
Lemonweir valley's fiber optic cable is a key to our future. It has facilitated our wonderful medical complex and greatly assisted our schools and industrial park. Frontier's DSL seems adequate at home for $45/mo.
Like more options for high speed internet
Mauston needs to work with LVT to get fiber optic cable throughout the city. Becoming a high tech friendly city will reap long term benefits.
maybe do an impact study of free Wi-Fi for the city of Mauston
More white light and get rid of the Amber lights on new street lights.
Need better Internet access
Need more competitive options for cell phone and broadband internet. Current cell and Internet do not extend to rural areas writhing 20-30 miles. More options needed for pre-paid cell phones No options exist for disabled landline communications at mandated low rates.
no high voltage lines by the power companies
No real opinion on this topic.
not enough water circulation, and the quality of the water is terrible. not clear, clearly filled with bacteria. refuse to drink tap water in this town, along with many others
offer more than one cable company to compete with mediacom for citizens to make a choice
Other than I will never like my water bill to include the summer months, I don't like the policies of the Garbage Collection Co. I also don't like the Ambulance Fee. It's paid for by the patient?
Reliable, high speed internet (other than Frontier and Mediacom) - maybe some wi-fi hotspots around the City as well. Otherwise, water/sewer and electrical are decent...perhaps bury some wires for aesthetic purposes.
sewer lines need to be updated
Sidewalk going out to Veterans park and the hospital. It is ridiculous to see people trying to get to the clinic with a stroller right on the road because there isn't much of a shoulder out there either.
Solar energy
Stop limiting competition within the city for TV and phone services to promote competition so the probiders will improve their services and prices
Sustainable energy look at the plan that Adams came up with.
Taxes went up because of water treatment plant but water bill is crazy, lower one or the other
The City needs to look into more solar power and alternative utility resources.
The residential area in front of Lenoruds 'garbage dump' needs some sort of separation! We can smell the garbage and it is attracting rodents. We were promised a natural boundary and NOTHING has been done. There will be a complaint filed with the state soon...
The sewer and water lines need to be continued like planned until 2017 based on the prior grant money that was received. I've waited 3 years to put in a new driveway cause the utilities were slayed to be redone on my street and if they aren't then i will have waited 3 years for nothing and could of had my driveway done already and not put my life on hold for a future project that never happened.
They r to high in price
This is not an area that I understand well, so don't feel that I can adequately comment.
To high

Water bills are higher than most areas and the cost of utilities are to high when you have the water off. I should only pay for what I'm using.
Water looks good, wastewater may be challenged if the phosphorus issue makes our plant difficult to run in compliance.Stormwater will continue to be a challenge with so much rural water flowing through the city.
We desperately need a new cable carrier. Medicom has NO offices in WI what so ever. So when you need to return there equipment there closest office is in Iowa. Service man comes out of Waupaca and takes several days to get maintence.
We need a teen center with a focus on activities other than just sports. Focus on arts and culture. Cultivate creative and expressive minds...free thinkers not drones
We need better, city wide wifi. This would take some of the burden off of the library too. Alot of people go to the library just for wifi.
We need fiber optic cable (LVT?) to make Mauston a tech friendly environment. Businesses AND residents (and potential residents) would benefit greatly in the long run.
We need to have Charter not just Mediacom as an option! Water and Electric are great!
what about small block centered solar/ wind power systems shared by a designated square footage of residences or businesses?
WiFi....we need to be able to have choices for providers. LVT would be a nice choice! Or perhaps we could get really progressive and get free wifi city wide. This would benefit students who are required to use a chromebook at school and then get home and no wifi to connect to their google accounts required for school. We are trying to be progressive in the schools but our families can't afford the follow through wifi at home. We have wifi at the library but not every student has a way to get there. The library is already becoming a babysitting service because of this. Folks who are looking for a job have to do it online because we don't have a job center--wifi is there lifeline. Let's get this done Mauston!!! It will only help to advance those who can't afford it.

Please comment about any additional issues or opportunities you see in Mauston in regard to community facilities.
A community and or senior center would be nice; but perhaps the High School could act as one. (Picture Bingo in the cafeteria/commons area on weekends/or weeknights)
A community center with year round activities for our kids that parents can afford. Anew public safety building for police and fire. They are crammed in where they are also very dangerous when fire dept has a call with St Pats right there. No parking either.
A community center, YMCA, Boys and Girls club
A dog park would be great! There are many dogs in the residential area on the west side of town. Even though the trees are young, the park by Stonefield would be a great area to fence and for dogs to run around. It may be narrow but it's a very large area of her dog run if it were completely fenced in.
A new community pool would be nice
A nice city Swimming Pool would be great. A decent place to have Dinner would be great.
A place for the kids to go after school and during the summer like a Boys and Girls Club would be a good addition.
A way to have the town partner with the YMCA to build an actual YMCA here would be fantastic d' even if it took getting the rural townships involved to get the YMCA here in the town of mauston it would be worth it.
City hall is not conducive to do business.
City Hall is the wrong bldg in the wrong place. The community room gets very little use. Parking there is the over riding issue. There literaly is none.
City hall parking availability and handicap access isn't adequate.
City offices,police and fire were compressed into a small site,rather than spend what at the time was a great amount of money for site acquisition.

City, Police, Fire need more office space.
continuing to develop veterans park and a community center there will continue to benefit the community
cut the BS tis is a community that, based on loacation, should be thriving! (as someone told me when I moved back here ....'if things do not change, all we will have are empty houses and full cemetaries!)
Disgusting instead of putting money into crappy roads fix up parks bathrooms and parks the park over buy oakdale has had no attention from the community or the city lions is the only po ark in town decent to take kids therefore always to crowded with people cause no one wants to take there kids to other one
DOG PARK AND KIDS SPLASH PAD WOULD BE GREAT
Dog park is a good idea.
Expansion of parking area at the City Hall, with less of a grade to enter building from the street.
For what the population is in mauston there is a lot of different community facilities available
Great parks Great library
hatch public library is a great resource that needs expansion of its facility to the lower level to meet the needs of the community identified in its strategic plan. Would like the City to make this a financial priority
Have a splash pad
I have to say something about the park by the river . We need someone to keep the park clean. The sidewalk needs to be clean from bird escarpment and RESTROOMS are Deplorable . Sadly ignored in sanitation .
I like and appreciate the efforts at the park and river walk. I think these things help attract the type of people we want in our community.
I thing there should be more community areas for youth. To keep them away form bad chooses. As most of the city knows drugs are a problem and the crime rate seems high for such a small town. If we can keep there mines bizzy with other things I thing we can steer them away from drugs and bad influence. For example I am in the service and I have found that they have a lot of community areas. They have rec centers that are simply a building with ping pong tables,pool tables, and gaming rooms. The gameing rooms have tvs that you could bring a gaming system to and meet with friends and play. I know we have bars with pool but you have to be 21 to enter with leaves your youth out.
I would love to see an outdoor swimming pool. Currently kids have to go to any neighboring town to swim in the summer. Area near the Lion's Park would be perfect for that. Also, more jogging paths would be great and maybe even a 2-plex movie theater. Also, Mauston is in dire need of nice sit-down restaurants. Most restaurants are fast food and any sit down most drive to Wis Dells
I would love to see the town develop bike trails around the area both in and outside the city.
If necessary, for safety issues to maintain or upgrade areas that is needed.
It would be nice to have a community center.
It would be nice to have a larger gathering spot - for weddings etc.
It would be terrific to have a large space - perhaps a community-type center where plays, recitals, wedding receptions, large meetings - could be handled, with reasonable fees. It's already nearly impossible to find a place for even small groups to meet without paying an arm and a leg.
Keep the farmers market at Riverside Park and align the tents along the sidewalks around the park.
keep working on the fairground, it's really starting to take shape.
Lack of large community gathering place. Lack of quality dining establishments.
LOVE THE LIBRARY!
Many facilities have been updated and are probably more than a small town needs.
Marachowsky park could be cleaned up. it is gross for kids to eat summer lunch over there. the picnic tables are all ratty and the shelter is disgusting.
Mauston community building seams old and run down. Something should be done to help it be more appealing.
Mauston is in a desperate need for a big community building, that can be used for weddings, reunions etc.
Mauston needs a dog park
Mauston Needs a new fire hall. The current space is not adequate for the amount of equipment and firefighters needed to properly manage the areas fire concerns.
Mauston should work with school to update and keep pool open all year round.
Mauston's civic center for education, recreation, culture and meetings is the Hatch Library. I understand the Library is not valued by the City Council because they continually refuse to increase the operating budget

sufficiently to increase services to our citizens. The number of citizens who benefit from the library is astounding. For a while last summer, the air conditioning failure caused the Library to close and interrupt hundreds of citizens' daily routine of going to our beautiful library to peacefully, quietly, read the paper, read magazines or books, meet with clubs, use the internet or attend programs. Even though some users are non-residents of Mauston, the economic benefits of having non-residents come to Mauston to use our Library means those same non-residents will spend money in Mauston retail stores and service providers. Why doesn't the City Council see the library as the amazing centerpiece of the City with benefits which are incalculable?
More community involvement at the school level would help address community facilities. Partnership opportunities should begin with education. Children and adults.
More for adults and seniors.
More healthy activities for families. Splash pad. Indoor pool year round. Outdoor pool. YMCA!! Dog park. Expanding walking paths (great job along the river, expand on that if possible). Bike path from Mauston to Necedah would be great for residents and tourists.
More park facilities and updates on current parks. Lions park in particular play equipment has seen better days. Also, a beach or splash pad, pool area would be nice.
More public use - POOL! No more commercial business or 'chain' stores. Only use for empty space is community approved, kid friendly options.
Multiple use community center bringing activities for all generations together. Temporary housing facility.
Need a theatre. Need to offer more things to do
Need to develop or create some areas for kids to swim/cool off in the summer
Need to develop the lower level of the Hatch Library and expand meeting space and small meeting spaces, or for children's programming.
Nice parks Nice library
Out police department and city hall are old and out dated. I also think they should build in another location that is easier to access.
Outdoor pool would be nice.
Outdoor public pool would be nice
PD is under-served and cramped. Fire Department has no parking. No parking for elections. Library has inadequate parking
Riverwalk is beautiful. Would love to see it expanded further!
Sharing Supper is a great project and luckily the school is letting them have it there because there isn't another place big enough. Lots of community support for it so it keeps getting bigger and better. This is a great example of improving the quality of life.
Should have community buildings and hopefully will see this at Veterans Park
some type of hall to hold banquets for larger employers
Support the fairgrounds (Vet's Park)
Terrible right now, city hall community room is ok, but is small and the room is needed for the police department and city hall. JCAIRS is headed in the right direction with a large community center but I hope they make it big enough for weddings, concerts and sports events. Fleas market and /or antique shows. Not many nice private banquet facilities either.
The lack of growth in Mauston
The current city hall should have never been built where it is. On a hill with no parking. Firemen no place to park when on a call. That was extremely poor planning back then. We need a new city hall, new location.
The Hatch Public Library is a jewel and should be aggressively supported. It provides invaluable service. Funding for this excellent community resource should be increased and continue to increase as the cost of living increases.
The library is beautiful and is a good downtown anchor. I'm interested to see what is planned for the area next to it - new city building with additional downtown parking? The fair and fairgrounds could be so much more.
The library is serving as an afterschool community center for youth, a homeless shelter during their open hours, and a cooling station in the summer. We need to direct more money so they can adequately staff the facility. These are all periphery functions but the library is center of what's happening in downtown and serves as a safe place. It's a good thing the staff there is passionate and dedicated.
The Library is the gem of the City and hub for meetings, education, and recreation. It needs greater support from the City,which will allow for expansion into the Library basement, and the provision of cultural services badly needed.

The parks are great. Marachowsky though could use a facelift. We have summer lunch down there and it is getting pretty trashy in the shelter area. The tables have big burned plastic gashes in them. The shelter is hideous.
There are a lot of pet owners in Mauston and a dog park would be a great addition.
There are community facilities. Need to get people used to using them and asking the businesses.
There are very few places in town where a family can hold a family reunion or a graduation party without it being a bar or restaurant or indoors.
There aren't any community facilities
There aren't many community facilities and the parks around town are outdated, the equipment needs major repair or there aren't many options. Lions park especially needs a lot of work done to the playground equipment and isn't safe for small children
There is a need for a nice, mid-scale, place to hold events and conferences. Something with restaurant/catering facilities and options for alcoholic beverages to be served/sold. If a supper club with banquet facilities could be recruited that would help a lot. An expanded community room/community center would be beneficial as well.
There is nothing for any of our preteens and teens in this community and we wonder why they are getting into trouble. A community center and/or swimming pool would be ideal.
there needs to be more options for young adults. recreational facililities, gyms, anything but a bar. not everyone likes to get drunk in their spare time!
There should be more young children areas that are free or low cost to keep children entertained in the summer when the playground equipment gets too hot from the sun.
They arent maintained very well.
Things have come together nicely under Nathan Thiel. Road projects got done. Riverside park and the river walk are a visual and practical home run. Two or three new retail have also boosted spirits.
Use the river park more
WE ARE IN DIRE NEED 0F AN0THER GR0CERY ST0RE, WHY IS IT WE CAN N0T GET 0NE? D0 N0T TELL ME THERE IS N0T EN0UGH P0PULATI0N T0 SUPP0RT 0NE, EARLIER IN THE 60'S AND 70'S THERE WAS MUCH COMPETI0N AND 0UR D0WNT0WN WAS BUSY AND A GREAT PLACE T0 SHOP.
we are inundated with facilities and employees and wages now
We have a gem of a park in Riverside Park. What a showcase spot for Mauston. That said, I believe we need to clean up a few of the other parks. The shelter at Lions park is looking aged. The bathrooms at Lions, Marachowsky, and Riverside (those are the only ones I've attempted to use) are in disrepair and disgusting. The shelter at Marachowsky is seen better days too. That whole park could use a facelift as it is often the target for vandalism. I don't know if better police patrol or lighting would help. We love that park because it has nice shade but the shelter is undesirable and needs some attention badly. Keep the farmers market at Riverside park...and have the food vendors there too--it was great to see the brick oven pizza guy there occasionally and we need more of that stuff down there. It would become a destination. I also really like the movie night. The more we can people to use the parks, the less vandalism we'll see hopefully.
We have a really developed, well used library. It serves as a gathering spot for people of all ages. It would be nice to see that expanded as it is a good thing. The library services are stretched with little funding expansion. The library hours are pretty limited but without more funding there will be no hope for hour expansion. They could easily be open 8am to 10pm Mon thru Fri, 8am to 6pm on Sat, 1pm to 8pm on Sun. This will not happen without more funding being directed towards the library.
We have nice parks for most part. I am pleased with the renovation of Riverside Park. Too bad something similar couldn't happen at Marchowsky Park. It is getting dangerous over there with glass all over when I take my kids and who knows what you'll find in the shelter area from the shanigans from the night before. We could use a bigger city hall community room that is on the ground floor with ample parking. We don't have many public spaces that can be used for meetings that are accessible on weekends. The library is nice but is really booked solid. There are alot of non-profits that can't meet in churches because of civil rights restrictions.
We have very few community meeting rooms that don't charge. Even city hall is charging a deposit which is prohibitive to small organizations.
We need a community center at evergreen resort. A center with a city pool and a meeting hall for more public city meetings or even could be rented for banquets.
We need a community center.
We need a dog park and splash park. In Baraboo residents hVe to pay an annual fee - just an idea to fund it. It would be nice for no fee but everything costs money. Maybe somewhere for kids to go after school ?
We need more for the kids to do.
We need more public indoor spaces. The city hall now charges which is unfortunate for most non-profits that need a place to meet. The library is only available during their regular hours and is booked solid. Non-profit

groups are a vital part of most communities as they give back in significant ways and increase the quality of life aspects of the community.
We need more stuff for children! It's pretty crappy that the Dell's has a Just a game and parents have to drive 3-5 night's a week. All proceeds go to Dell's. Woodside Ranch has complex in 22nd st. Nothing for winter, and very pricey! What about something like NL and get a Rocket Rec set up. More than enough people will volunteer for it. I would.
We need to get rid of the rule of giving mediacom the ONLY cable TV company to be allowed in Mauston. Charter TV should be allowed to come in as well.
Why is the Hatch Library basement vacant? That would make a great community center next to Riverside Park. A quality Dog Park would be a great addition to the city. A fenced in park were dogs can run around and challenged with obstacles.
Why isn't the lower level of the library used for community events?
Would love more family-friendly facilities. The idea of a splash pad is fantastic, a dog park would be nice, a community center for colder weather events, etc.
Would love to see a nice updated playground. Also would love to see bike/walking paths

Please comment about any additional issues or opportunities you see in Mauston in regard to agricultural resources.
Access to free gravel and topsoil for improving in-town residential properties.
Expansion of the farmers market so that Food Share recipients could use their benefits there. It would also be nice if they took credit cards. That might help the tourists spend more too.
Fairgrounds should continue to be developed. There is a desire for Chickens in town and ag/ residential
Farming has changed dramatically. They don't require the old 'feet mill' town. We're o.k.
I don't think the city should concern itself with this.
I feel that we already have that part covered all to well.
I was appalled at some of the close mindedness of the council members a few years ago when a neighbor wanted to have a few chickens like they do in Madison. A progressive city we are not! In the next section of the meeting the same closeminded council member was grumbling about bus drivers using their wing stop signs in town because kids should be walking.
I'm unsure what information this question is really seeking. There are a number of professionals that serve area farmers. Please clarify.
Is there some way to grow the farmer's market so that it really does have more agricultural products available? Encourage direct sellers to participate in the farmer's market on Tuesday and Saturday (discount fee if participate there?)
Looking good.
More community gardens to encourage residents to grow their own produce.
Need to promote it.
No comment other than chickens should be allowed .
Our farmers market is really wonderful but has there been thought about installing an EBT card acceptance system into that market. That would allow our foodshare population to buy locally grown fresh products. It is a win-win.
Sad to see farmland disappearing.
support Community Gardens. The area behind the Grayside Baptist Church is very well managed by church member volunteers. There must be other areas (not to large) where gardens could be encouraged.
Support our rural neighbors whenever it is possible. They are the anchor to the whole area.
The areas that surround the city are 'wet soils' or natural drainage areas leading to the river. To reduce the permit process could backfire on the residents. Cutting corners when it comes to rainfall events (100 yr storm events) will cost the town and it citizens money in the end. No short cuts with building - expansion process.
The community garden is wonderful. It would be nice if the compost out at the dump was made available to people. You used to sift it a bit to get the debris out.
The fair buildings are not near as nice as other counties. There has been a lot of money raised and donated that has been poorly managed and put the city in the position it is with the fairgrounds

The fairgrounds development will be an asset to Mauston. The river area is nice. Lake Decorah is pretty yucky though.
The farmers market should be grown and more done to help the vendors. Signage signage signage. You really left them and all downtown vendors in a lurch this summer
We could allow more public space for community gardens. I think it would be cool to have bees but I don't think they are allowed here. Doubt that would go through the closed minded ordinance committee either. These things all add to the attractiveness of younger families and professionals wanting to move here but our city sees it as more to regulate
WELL, I don't know what the city has to do with Agriculture, but keeping the grain trucks out of the city, being impossible would be great.

Please comment about any additional issues or opportunities you see in Mauston in regard to cultural resources.
Something like Cranfest , multitude of vendors Friday Saturday and Sunday sometime in summer . And make it a yearly tradition . Maybe call it Mauston Summer Fest
A community center for youth after school. Not every kid in town is in sports or can afford to be in sports. If you build it they will come. That was proved by the implementation of the summer lunch program in the parks.
A movie theater? More evening cultural events at the library?
A theatre would be GREAT
Again, the Hatch Library is the cultural center of our City. Outside of Mauston, the Hatch Library is regarded as one of the most beautiful libraries in Wisconsin. With a greater operating budget, the Library could offer more lectures, author visits, musical and other cultural performances to provide Mauston with the only true cultural activities available to ALL residents. Finally, the lower level of the Library has not been developed, and none could be possible unless the City stands behind the Library with a greater operating budget, which would help pay the wages of the Library staff needed if the lower level of the Library were developed.
Again, the Library is the ONLY City hub for culture. It could do so much more if the City would support it.
Are bars the culture...drinking the culture...it seems that the only entertainment one can find around the town is those two things. One must travel to the Dells for any cultural experiences and those are tacky at best. The downtown folds up its carpet after about 5:30pm. Ghost town! maybe the coffeehouse could stay open into the evening and offer some cultural events (violin music, knitting, poetry reading, story teller, wine tasting, chocolate tasting, scrapbooking club, flower arranging, travelogues, jewelry making club, beer brewing, carving demonstration, wool felting, hand quilters club)...I'm not impressed with the atmosphere of religion in there though anyhow. Lots of the things I mentioned are already happening but in institutional, stale settings...we need a place with some atmosphere to host these events where people can grad a sandwich or a beverage. I see a cozy place with a physical atmosphere like Kelly's woodside bistro in Wonewoc--the food structure there wouldn't work but the atmosphere would be perfect..we need a little cozy spot like that in downtown. There is a new little bakery in Adams that is sort of the stop off for kids after school--that's a cool concept too for our downtown. I see kids wandering the streets from St. Pats heading to the library...perhaps they could hang at the bakery especially if there was free wifi city wide.
Art fair in the park, more concerts at the Riverside park, involving youth in the development of cultural activities that will enrich community life and create/support lifelong skills for all residents.
Art, music, ?interpretive dance; we are diverse in our taste preferences - what to promote? Band shell is great; HS Auditorium is top notch. KEEP SUPPORTING OUR LIBRARY.
Arts spaces.
Cultural resources dont exist
Do better to promote resources of chamber, church, library, school, and other activities ALREADY happening in community. Cultural opportunities are here and not well attended
I am concerned about a lack of safe opportunities for teenagers and young adults to gather and hang out.
I think you should have more events at the new park by the river. Bands music events. We have a much stronger art culture growing than you think. Art and music us so important to growing a community. Encourage it.
Lacking. Need more concerts and events to bring the community together.
Library lower level should be made into a community center. It would be good to have a full year and adult recreation program.
Looking good.

LOVE THE LIBRARY
Mauston, or Juneau County for that matter, isn't viewed as having 'cultural resources'. Lack thereof is often cited by professionals as a reason for choosing to live in Reedsburg or Baraboo (also not hotbeds of 'culture') even if they work here. Please define.
Music. Art. History take pride in that and not just who made t a touchdown or pinned down someone in a tournament. You exclude so many with lopsided prides
Need a community center.
Need to promote the history of Mauston and its surrounding area.
please see my comment on Hatch public library
Preserve what we have, the historical society is wonderful. Preserve the old odd fellows hall, don't tear it down. Same with other historic buildings.
The Hatch Public Library is a perfect venue for the many events it provides. The expansion to the lower level would offer space for gatherings that would attract attendees to the downtown supporting businesses there. Support the Library.
The High School's auditorium could be utilized more
The library is about only thing in town I would consider that offers culture. They feature art, music, etc. They could do more but they are so limited in staff that it can't be considered at this time. The expansion of the lower level could be promising in offering the culture that people seek. I was in on the focus groups and was impressed with some of the possibilities but the overall reality is that more funding needs to be directed their way to maintain it with staff. When large companies are looking to hire executive, the library stands out as one of the things that they like when they visit Mauston. Kudos to the library! That alone though isn't going to convince a potential executive hire to move his family to Mauston. We need more to attract them and there really isn't anything.
The library is the shining star in Mauston.
The movie night in the park is a great thing. I hope you can promote it more or something. Too bad more people don't come. It is really fun and free!
The technical college.
There are no cultural resources or culture centers in the area, making the area not very diverse
There seems to be enthusiasm about the memorial park/fiargrounds.
Too many kids raising kids. Loss of respect. Education - too many don't take advantage or can't afford paying rent, family, working. There is no venue large enough to bring in Cultural resources
Utilize Riverside park and library for free education classes, entertainment, spiritual events, art festival
Very little cultural opportunities.
Very Simple we have no culture here!
We have few cultural resources. The arts are really only present in the schools. The library does what they can to bring the arts. It would be great to offer more. That does add to the quality of life issues which attracts more people want to live in Mauston.
We have very little of this. Of course, small communities usually don't.
We need to embrace other cultures. We have a huge diversity of ethnic backgrounds. What do we do to celebrate that?
We need to find and promote Mauston's identity and culture. We need to base our city around a theme! Look at Baraboo (Circus City). The questions we should be asking...what is Mauston? and who are we as a culture?
We should have more cultural activities at Riverside park..like a pow wow etc.
We shun the ethnic culture instead of celebrating it. The old are set in their ways and think the Hmong were sucking off the system and basically ran them off except for one or two families. In the '90s we had lots of Hmong...our community should have been more open to that opportunity and now it's gone.
What cultural resources?
What culture? I do like the concert in the park. Too bad we couldn't do more of that. It was neat that the stone oven pizza guy showed up at some movie nights. That's the kind of cultural stuff people crave around here
When Sharing Supper did an International night a few years ago it was amazing how many people we have that are of different ethnic backgrounds. We need to embrace that as a city and celebrate it. There are too many who think discriminately--it is sad. We could learn so much about the world right in our own community.

Please comment about any additional issues or opportunities you see in Mauston in regard to natural resources.
Clean out Lake Decorah so all the weeds are gone during the summer months. It stinks up there when it is hot. Businesses won't build up there with that eyesore. The only time it looks ok is during the winter when covered with ice.
clean up the lake weed control on the lake
Continue to highlight the river.
Develop bike routes around city and extend to neighboring community.
Drain the stinky lake/swamp
End of town by interstate needs more green - landscaping - more pleasing to look at.
I believe quite strongly that we need a plan to protect our water and air quality and should work on sustainable energy plans that would provide jobs and set Mauston apart in its progressiveness. We should have independent energy sources.
I like your efforts related to trees. It takes a lifetime to grow a tree. It's a precious resource, as well as natural beauty. Keep the streets swept. All refuse in the gutters ends up in the river.
I love what you did with the sledding hill.More natural developments like and the walkway are optimal. I'm not sure I like the new walkway and how it just ends a the heating place though over by Union St. and then continues on the other side. Seems sort of cheesey
I was glad to see so much green space in the Riverside Park renovation! Great job. The courthouse could take some clues from you as they have done just the opposite on the backside of the old courthouse with the handicap entrance...concrete and more concrete--what an eyesore compared to what was done along the river. Kudos to the city!
I'm waiting for the county-wide effort to plant trees in towns and villages, so the entire area can be considered 'Tree Cities USA'. Also, consider using local volunteers, like Master Gardeners, to enliven streetscapes with plants and flowers. Encourage business owners to do the same for their stores, etc. and TAKE CARE of them.
Important not to fill in wetlands for building nor cut down too many more mature trees for development. Can something be done about the annual algae/weeds on the Lake every summer? Protect our natural resources.
Improve accessibility
Improve water quality in Lake Decorah. figure out a compatible way to live with the geese and their excrement at Riverside Park; develop (or make more obvious) a canoe/ kayak access between New Lisbon and Mauston i.e. three or four miles west on highway 12.
It would be nice to have a beautiful entrance to the City from the Boorman House to the bridge on Union Street, if the City could acquire the property, and leave it undeveloped.
Lake Decorah could have been a far better asset but would be a daunting project today to do the dredging project from the 80's
Lake Decorah has seen some huge improvements and that is great. The boat landing, the pier, the walk way.
Lake Decorah is not being used to its full potential. That lake could be an excellent source of revenue for the city of Mauston if it was not a muck pond during the summer months. City officials should strongly consider dredging the pond or start a research committee on how to clean it up.
Lake Decorah is not nice by any means. It is green sludge. I'm not even sure I can really call it a lake. It could be an economic asset to the community but about the only thing you can do with it now is fish. I wouldn't put a canoe in it for fear I'd flip it and end up covered in green.
Lake Decorah stinks in the summer. It is pretty gross
Learning center for school kids. Not everyone grew up on a farm.
Love new trees in lions park!
LOVE RIVERSIDE PARK and RIVERWALK!
Love riverwalk
More recreation space would be great
More trails. Maughs creek,, the Attewell detention pond, the bluff would all be good to connect to trails.
Need to keep more open spaces.
no fee boat landing and park use by free permit if you clean your own mess not city employee responsibility.

People come here to see the beauty of our waters, trees and open lands, breath fresh air. Don't loose this in the name of expansion.
Protect natural resources.
replant the trees in the downtown area and everywhere else
Research methods to clean up Decorah Lake and reduce the summer green slime to improve it's beauty and potential for recreational activities during peak tourist season
Rocks along the river destroys the natural beauty and replaced it with an ugly bank. People should be allowed to swim at the river at Riverside Park.
Stock the man made lake out by the City Cemetery and make a youth only, free, fishing lake, and develope it into a family park.
Stop the boat launch fee onto the pond.
The Arbor Day Foundation is a great start.
The area near the Boorman house needs to acquired and converted to park, from Hwy 58 all the way to Fr. Murphy's park, along the river.
The city should look into cleaning up the lake and making it more appealing for tourist generated activities. The Riverwalk was a nice thought you can walk down it and look at all the green slime on the lake.
The City's GREATEST Natural Resource Is the LAKE, and River. The LAKE should be cleaned, and would pay for itself In a NY minute.
The garden behind the baptist church is nice and i'm glad it continues to exist.
The sledding hill is great. Keep moving forward with these types of efforts.
This needs to be promoted
We have a lake (Decorah) that could be showcased but in its current condition, I don't think we even want to draw attention to the green monster. It is an eyesore at best right now. We love the sledding hill. It is such a great addition to the city!
We need to address issues with drain off into Lake Decorah with upstream land owners and DNR
Weed cut and/or dredging on Lake Decorah
While we have made progress, more could be done to take advantage of Mile bluff lookout park as few communities have a bluff, as well as the outdoors forever river wildlife area on the west side of town .
Would be nice to have more learning opportunities regarding dnr, such as snowmobile, atv training, more hunter safety courses, even more activities or 'hunts' for fun for kids and adults.
Youth fishing classes as part of summer rec program.

Please comment about any additional issues or opportunities you see in Mauston in regard to business and economic development.
A movie theater.
A new business wanting to come to our town should not have to struggle or take months to get permits and go threw tons of red tape.
Additional retail space (Wal Mart, Target), sporting goods store, pet store, theater, home improvement (Menards, Home Depot)
Allow local businesses to be excluded from being required to obtain a peddlers permit provided they have a brick and mortar store they have been in for at least 6 months or have at least 6 months remaining on there lease. Development a system for people looking for jobs and local businesses to connect via job fairs, online system or with the local news papers at a reduced rate of no charge and promote this system so candidates know about it, where to look and how to use it so employers can find good people and people can find actual jobs currently out in the market place.
Attract better businesses / jobs.
Be friendly to existing and incoming business. Don't over burden them with ordinances.
Bring business that provides long term, good paying jobs sort of like Sandridge Treatment Facility did. The Shopko and Hardees jobs are not going to bail out our families that need work as these are part time minimum wage gigs for the most part.
Bring in as many new businesses as possible. The mom and pop stores are disappearing and we need larger stores and job creators in Mauston.

Bring in businesses that offer higher level jobs to attract and keep more professional people rather than blue collar people
Businesses and their respective employees should smile and welcome people. Even 'local' folks sometimes feel like strangers when interacting with them. So strangers must think we are jerks or are swimming in too-shallow gene pools.
Continue the good work that has been happening in the last year. Seems like Mauston is coming to life with the new park improvements, street enhancements, etc. Encourage small business owners to come into the downtown area to open up shop. A mom and pop bakery or another healthy food alternative would be nice.
continue to foster a working relationship with business and city
Continued pressure on attracting businesses and supporting the existing ones.
Could use another grocery store, lumber yard. A lot of customers leave to shop at surrounding cities. Competition is not a bad thing and keeps prices in check. New gas station on southwest side of town would be a nice to see.
Did we really need a Shopko? An Aldi's would have been better!
Did we really need another fast food restaurant like Hardees? Geez! We are obese enough. What about an Aldis
Dire need of another more affordable grocery store.
Don't allow businesses like Shopko to build on valuable river frontage. City should take over the Mauston Housing authority building for valuable real estate and build housing for low income on less valuable property. The city shod be consulting with people like Terry Whipple and other resourceful people in community to increase economic devel. How does the city go about showing and negotiating with commercial developers? Is that there professional strength? Use the proper professionals to consult with and that work in the field of real estate for a living.
Efforts should continue to clean up old parts of the City. The Mauston Plumbing building is the biggest eye sore in town. It has been there so long, we forget how it looks to new visitors - BAD. Make a deal. Move them to a new location.
Existing businesses should be given incentives to improve. Beautification requirements restrict interest for that.
Festival is a nice grocery store, but we could use another for variety and competition. Many have mentioned that they would like to see an Aldi's, but we might not have the population numbers for Aldi's to come in.
Great to see the recent growth and development. Would love to have more sit down family restaurants besides the fast food options.
Grocery store
Growth finally coming to Mauston is exciting! More will surely follow!
Have heard stories that in the past the city council makes it difficult for new businesses to come here. Mauston needs jobs to raise up the community, big box stores and good policy to make it easy for businesses to relocate here will make the community better because of more jobs.
Historically our hopes for growth relied upon the interstate highway. Since 2003, hundreds of thousands of marketing dollars are spent each year to get people to look at housing at Castle Rock Lake where there is little retail or commercial. There have been 30-40 new housing starts/yr there. How can we more closely connect ourselves to that growth?
I do believe that we should let as many businesses come to mauston as possible, years ago when they denied home depot and walmart to come here was the biggest mistake ever for our growth. We need to continue to bring in more factories to our industrial park. If people drive to mauston to work, they will be spending money in our town. I really love the changes in the past couple years! Mauston is a beautiful town.
I love seeing new businesses coming into town! I think that the more we can grow Mauston the better we will be!
I think the new development downtown on the corner of State and Union Streets is fantastic, and I hope the City works with developers such as this and keeps them happy. Perhaps those developers will find other areas downtown to develop, if they are treated properly. This building project is the best thing in downtown since the Library was built.
If a business wants to come into town try to work with them to make it possible such as Walmart
It would be great to have the Mini Mart and a gas station on the west side of 12 and 16 or on the west side of highway 82 going out toward Elroy.
JUST AS I STATED AB0VE, AN0THER GR0CERY ST0RE AND N0T 0N THE N0RTH SIDE 0F T0WN.
Lighten up on landscaping and beautification process to make it easier for potential businesses. Study areas like DeForest and Sun Prairie for development ideas. Any area that has growth, we need to learn from.
Like to see a target store

Like to see more downtown businesses but parking is not helping that issue.
Living wage jobs are crucial. No one can survive on minimum wage.
Loan funds that the city board decides on. Not grant money because there are to many stipulations and can cost more to meet those obligations. Also if the city believes it will benefit and the risk is worth it more will happen.
lower taxes to encourage housing sales and development that will increase tax base
Make the process easier to attract new development and seek out companies through more public relations campaigns. Also work with the Woodside sports complex - there is potential there for many family friendly businesses to come in and build a destination in Mauston
Mauston appears to be getting new businesses, but are they viable businesses? Are they businesses that will attract consumers from surrounding areas?
Mauston government has done everything possible to deny business growth..we are unable to even get a 2nd grocery store...most people choose to shop out of town due to high prices because of lack of competition
Mauston needs business growth and new development. This will bring more opportunities for jobs and financial growth.
Mauston should attempt to bring more company's into the industrial park. More employers close to the city may help lower the inner city unemployment rate.
More businesses needed, especially retail in the downtown area or at least fill in buildings with service type offices just so they aren't empty. Make it easier for start up business
More ideas on how to grow your small business.
More new business and industry would bring more jobs to this area.
More options for consumers
More retail - especially other grocery shopping opportunities
Need another grocery store - need competition
Need another grocery store.
Need more business downtown- city center motel, vacant lots and buildings
Need new businesses in mauston which create more jobs
Need to connect Kmart and shopping to retail by the interstate interchange.
Need to get better paying jobs here.
Need to promote better.
need to work with schools to increase the % of children who complete high school and then really have businesses and schools motivating children to attain education beyond high school to increase the opportunity for excellent economic growth with good paying jobs. This means investing in early child (0-3) through high school and promoting incentives for young people stay in our area and not move elsewhere.
Need walmart and menards. I travel far and often to go to theses stores. I do not use Kmart or Festival. They are the ones keeping Walmart and Menards out.
No more fast food chain restaurants. We have too many already. Try getting in some decent spots to eat. The deli, Beyond the Daily Grind, and Doughboyz are a good start, but I'd like to see an independent company come in rather than the rumors of Hardee's or KFC or whatever is going in.
Only attract businesses willing to pay a living wage ($15+/hr.)
People have to travel for decent stores. It ruins local businesses
Provide more financial opportunities and incentives.
Quality family dining establishment, community center,tho I do not know if we could sustain it.A place for youth to gather and be active.
Repainted the old Dziewiors market downtown on the corner across from BMO Harris. Refurbish the old businesses downtown to allow them to pass safety protocols. Keep the farmers market at Riverside Park to get people to that area to see the work that was accomplished last year.. The new walkway and lights, the statue of George and the rest of the area. Vendors could align with the sidewalk all the way around the park area. Love it down there.
See above. Too often requirements and construction truly hurt the existing businesses struggling to make it. The city needs to do all it can to make it easier to sustain and grow the unique individual businesses.
Seems very hard to get new businesses in mauston. Then when we do, they get run down by scrub balls.
Shopko Hometown, honestly, is a little disappointing. Selection is weak and prices are average if not higher. We need a good, old-fashioned bakery! :) Continue to attract business and work with Woodside - especially during

tournament weekends. I would think that Hwy 82 and the Interstate corridor would be ripe for development (restaurants, etc) because of Woodside's growth.
Start accepting bids for larger companies to come to Mauston to provide jobs that pay above the minimum wage.
Stop letting business owners, their family, and friends on the city committees limit which type of businesses can build here because they want no competition (Festival Foods). It's hard to believe that people can afford to shop for groceries in this town due to the high prices.
Stop spening money we don't have for things we don't need
The city will always need more businesses in economic growth. One thing I see we are severely lacking in is a decent restaurant, 'not fast food'
The corner where ASAP used to be has always been a real eyesore even when ASAP was still in business.
The State St. strip mall was a great idea, but will primarily lead to some businesses expanding/relocating, rather than many new businesses. There are a few things Mauston is in need of: more quality restaurants (mom/pop diners), more shopping opportunities, and an ice cream/ frozen yogurt parlor :)
there are not enough businesses around here. the ones that are are overpriced, understaffed, and just have all around rude customer service. mostly everyone commutes for just about everything.
There are too many empty stores. This gives a negative impression to visitors and residents.
There is a void for gas or quick trip items On Southwest side of town.
This needs to be a priority of community leaders - to encourage new and different businesses and help grow existing businesses - so that our community can continue to grow and thrive.
Update the faces of business downtown. Create incentives for current business owner. Utilize what u have and make nice.
We could use a nice little cafe downtown that is open for breakfast, lunch, dinner. We have the coffe house but the religious overtones put people off and their pushiness with the advocare products is more than people want when they stop in for a sandwich.
We did not need another auto part store, nor fitness center, nor shook. Don't fix what isn't broken. Soon enough Kmart will go under.... And them nothing will replace it. Just like the old Walgreens! Wasted space!
We have allot of positive things to promote and sell our area. We need to change our attitude and go after opportunities.
We need another grocery store. Stop letting the Bolton's control the grocery industry in Mauston. We need to be competitive like other towns so we can save and not have to travel.
We need business that is going to grow our town too! Keep them here! Love the landscaping around new businesses but let's not over do it and lose a business that could of add growth to our town. Ecstatic that we finally have some new business coming in! Change can be good. Don't make our town stale!
We need businesses that people enjoy. We need and Antique Store, A ordinary CAFE. We need all kinds of fun businesses.
We need grocery store,farm fleet,menards,to hold prices down
We need jobs that pay a living wage. We need on site day care. The non profit daycare in town is without a building now....really--how can we let this happen. There is a shortage to begin with--especially infant care.
We need to find a way to be more attractive to the developers, maybe see what Baraboo, Reedsburg, Tomah and Wisconsin Dells our doing, why re-invent the wheel!!!
We need to work on attracting a diverse mix of businesses, not another auto parts store or fast food joint. Shopko was a good move.
With the new city street, I enjoy seeing Mauston businesses freshen there store fronts. For many years, Mauston has been stale. But this year, I have seen more new businesses come in to our area. GREAT JOB and keep up the good work!
Work to fill empty buildings or convert to apartments.
Would like to see more businesses come to the area.Great to see Shopko come.
Would like to see more competition to keep prices lower.
Would LOVE another grocery store! Another family style restaurant would be nice vesus more fast food joints. Grow the industrial park to offer more job opportunities for locals.
Would love to have some new restaurant options, red robin is a good choice, and a target would be nice too!
Wsllmart target aldi
You can't have business when you don't allow them to put up signage.

Please comment about any additional issues or opportunities you see in Mauston in regard to land use.
A community pool would be nice. The school one is ready to clunk out at any time given its age. The city should be proactive and support the school one or build one. They become social centers for people young and old.
A plot of land reserved for a city garden including the youth of this town would be awesome.
Bee keeping should be allowed in town. Even big cities are allowing it. We are really behind the curve ball here in the county and city. Being progressive in this area is a huge downfall to attracting educated families.
Continue to grow and use the area around the river. Beautiful job thus far. Fireworks, events should be encouraged to move to this area. The farmers market was beautiful there but the vendors suffered greatly. We lost some and that's a shame we had a unique, wonderful market taking shape. Not enough signage and cooperation with the vendors. They could be an important part of our growth. Reach out to local agricultural businesses to encourage the market. Consider an art market once a month.
Develop a small walkover bridge on the holding pond by the cemetery. Stock it with fish too.
dog park would be nice but would need to be well maintained.
Don't even get me started. It is shameful that Madison seems to be more progressive than Mauston. No wonder that most of the educated people move away from here and relocate to the Metro areas...they have more rights on their own property. Beekeeping and chickens are allowed there.
I am waiting for another nice subdivision, at least 1 acre lots.
I feel there is a problem with water drainage issues in the southwest portion of Mauston. The city needs to work with the county, the homeowners,and the school district to rectify the flooding issues in these areas.
I know there is discussion regarding a new Dog Park and I think that is terrific. So my responses regarding 'enough parks' is only that the ones currently available are adequate but more parks are better than less parks.
I like the idea I've been reading about for a dog park. People will drive from around the area for that. I also read that there might be some agility equipment which is a great draw.
I think we need to pay more attention to making black top areas (large parking lots by interstate) look better
I wouldn't mind housing and business to mingle...just not manufacturing. I always thought the field of dreams would be a good location for a larger structure that would have businesses on the street level with apartments above it...more of this kind of development would be good. Maintain green spaces in Mauston...maybe get some land just outside of the City for a more 'rural' housing subdivision.
If it is empty land, beautify it.
Keep ALL Industrial businesses IN the Industrial Park at the WEST end of the city, and get the State to accommodate getting to those businesses without going straight through the City proper.
Less useless aesthetic barriers,common sense for the type of use and how it affects that development.
More atv routes thru the city
More help for the small business
No issues or opportunities that I can see, but I just want to say that I love what you've done with Riverside Park!
Riverside Park is under utilized. Perhaps music in the park?
sell lots that city employees are mowing and shoveling. city employees pick up garbage like before or at least reduce employees needed
Telling people where to put a swingset...really. That is what happened to a friend of mine--her neighbor turned her in. Keep the kids in mind here! What a waste of time. Our ordinances are out of date and not progressive. They are stifling peoples individual progressiveness.
The city of Mauston should not OWN land or lots. The same goes to the county. It hurts and harms our tax base and should be sold within a years time. It cost more to hold on to them in the long run.
The City should approach Dennis Kolba, who's health is failing, and who owns a farm on the NE side of Mauston, which is well-suited for future development by the City.
The corner by walgreens towards the river has always been a gross entry to the city--the one where the used car lot has been and that big billboard doesn't do much for it either.
The zoning laws need to be decomplicated. This isn't madison or a hoa it feels way to controlled.
There are a lot of unused/vacant lots
Too many bare lots right now, field of dreams is shaping up but where the old City Center was is rough looking and our West end of town is looking shabby
Upgrade existing park area,in older neighborhoods.
Use land outside of town near expressway for retail development.

We must avoid filling in wetlands, even if they are small. We have done enough of this already.
We should be thriving here with the Interstate and 12/16 going through there is no reason why we are the same town that has had very little growth or improvement. Now don't get me wrong there has been a little the last few years but we need to keep moving forward and make this a city we all can say we are proud to live and work in!!!!!
would love a dog park that has separate areas for small dogs and larger and maybe even a area where folks can have their dog alone to run them etc..
You need to keep control of how it's used.
Zoning is too complicated.

Please comment about any additional issues or opportunities you see in Mauston in regard to intergovernmental cooperation with Juneau County and neighboring Towns.
A big issue in this whole county is the drug issue. Let's clean it up!!!!
Area branding similar to Lanesboro MN.
As long as taxes don't go up because of it... Go for it!
Combine and cooperate as much as possible. We are all a part of a greater community and should utilize all available resources.
Cut the BULL. This survey cost how much? From a corp. that could give squat about our desires. If given the opportunity, there are many well versed, not necessarily 'well educated' people that could give/offer as good if not better advice on the future of our community 'Mauston' as the hired guns conducting this good for nothing survey...reminds me so much of the 'round-a-bout' city meeting, that was nothing more than a reason for the Mayor and a bunch of other idiots to make the citizens of Mauston realize that we had been played for fools. Do you really think this 'survey' will make us feel like we make a difference...or will you build a 'dog' park vs. utilizing fed funds/state funds to make a difference in the life/lives of actual HUMAN BEINGS...and at that ... human beings that can/will appreciate and at some point reciprocate the favor rather than asking/demanding more from the 'GOBMENT'. I appreciate what you are trying to accomplish...but as with soooo many 'government' bodies, accept the fact that sometime the simplest solution is the simplest solution...a wise (man)/person (in this age of PC) told me 'you don't need a weatherman (person) to tell me it's raining outside' or in the words from The Outlaw Josey Wales Senator: The war's over. Our side won the war. Now we must busy ourselves winning the peace. And Fletcher, there's an old saying: To the victors belong the spoils. Fletcher: There's another old saying, Senator: Don't piss down my back and tell me it's raining. (from the film The Outlaw Josey Wales, 1976) I am out of space. Think before you act. Spend wisely and sparingly/ don't spent money we don't have on things we don't need. A concerned and proud citizen of Mauston -53948
Developing the I90/94 corridor of Juneau County as a destination (Camp Douglas, New Lisbon, Mauston, Lyndon Station).
Does the City work with the County? The county needs to meet in the evenings when most people are able to attend and participate. Could there be a yearly 6 county meeting to discuss area development and resourcefulness?
Good luck
Have none now.
I hope the City and other local municipalities start to work on good communications so land use and economic development in the City, the townships and the County can benefit all.
I'm not sure that there is anything like this going on. Maybe you could work out a transportation solution that would include all of these.
Is feasible that city/village leaders - mayors, councils, administrators, chambers, EDC - could have a summit and conduct joint planning to maximize time and other resources, develop structural county-wide committees or planning groups? We're too small an area and have too little $ to do things piecemeal and separately anymore.
It is imperative to be friendly, and to work with these two entities. Either we prosper together, or we both lose.
Keep sharing ideas and events with eacother. Create a feeling of Juneau Co not islands of city's.
Less city cops and more utilization of county sheriff's.the budget and taxes need to get lowered.
Less government is always good

Mauston does house the courthouse but does little to celebrate that connection.
Need to have a common plan and sell what we have together.
None. Neighboring towns run fine and I would definitely keep Mauston away from the success of those towns.
Obviously in hard economic times it is better to work together on common goals
Perhaps some discussion on health insurance plans/costs for municipal employees employed by the two entities could help in reducing government expense.
Please support building a new Juneau County Office building. The Annex and the Hickory building need to be torn down and something new built to accommodate the services offered by the county.
Public works cooperation is at the best I have seen.Law enforcement could be better, some hard to perceive competition between towns and county government.
Share costs and services where appropriate...it makes sense. Work together for mutual benefit.
share lake Decorah concerns
share possible services with Juneau County
Some services could be combined.
The City should start attending Town and County meetings (at least once per year) to send the message that the City is willing to work with the County and towns, and is open to any kind of cooperation and communication. Mauston NEVER goes to these meetings. You never know when the City will need a friend. Start creating relationships now.
The city wide wifi could be a multi city effort.
They are satisfied with the status quo
Try to TEACH othe Cities like Lyndon Station HOW to clean the area, It looks like a city out of OLD Wyoming.
We are all small towns and need to help each other.
We are the county seat and 12/16 and the interstate runs directly through us. Our town should be filled with many more community gatherings and fest's, along with businesses and a beautiful down town that makes people want to visit and stay.
We need to work closer with the County Gov. I'm told the County is interested in the Kastner property for their growth. I sincerely hope the City and County can get to together on this for the benefit of all.

Identify important entryways to Mauston.

- Interstate 90/94
- US Hwy 12/16
- State Hwy 82
- State Hwy 58

Identify the most appropriate areas and corridors for commercial development.

- US Hwy 12/16
- State Hwy 82 near the interstate
- Downtown
- State Street
- Industrial Park
- Gateway Avenue