



MEETING NOTICE

AGENDA FOR LONG RANGE PLANNING COMMITTEE

A Long Range Planning Committee meeting will be held on
Tuesday, January 25, 2022 at 5:30 PM
in the **Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.**

Join Zoom Meeting

<https://us06web.zoom.us/j/7689466740?pwd=dEdLR2hXK0ZYMk1qNU5vNFwMzdSZz09>

Meeting ID: 768 946 6740 | **Passcode:** Tomah2020

Dial: 1-312-626-6799 | **Meeting ID:** 768 946 6740 | **Passcode:** 546782713

1. AGENDA:

- A. Call to Order - Roll Call
- B. [Approval of November 30, 2021 Long Range Planning Committee Meeting Minutes](#)
- C. Building Inspector Project Updates
- D. Administrator Updates
- E. [Discuss role of the Long Range Planning Committee in comparison to the Planning Commission.](#)
- F. Discuss reviewing Certificates of Appropriateness (major vs. minor)
- G. [Update/review of Comprehensive Plan](#)

2. NEXT MEETING DATE: February 22, 2022

3. ADJOURNMENT

NOTICE: It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the City Clerk's office at 608-374-7420 x7420.



LONG RANGE PLANNING COMMITTEE MINUTES

The City of Tomah Long Range Planning Committee (LRPC) met in session on **Tuesday, November 30, 2021** at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI, and via Zoom teleconference. The meeting access information was provided on the posted agenda. The meeting agenda notice was posted at City Hall and on the City's website in compliance with the provisions of Section 19.84 Wisconsin Statutes.

Call to Order – Roll Call: Member Chair Remy Gomez called the meeting to order at 5:30 p.m. Members present: Adam Gigous, Remy Gomez, Jeff Holthaus, Mike Murray, Pete Reichardt (via phone), Tina Thompson and Shawn Zabinski. Absent: Dustin Powell, Joanne Westpfahl. Quorum present.

Also in attendance: Building Inspector Shane Rolff, City Administrator Brad Hanson, Deputy City Clerk Matt Baumgartner, Alderperson Lamont Kiefer and Stratford Sign Company representative Dan Drexler (via Zoom)

Reviewing Certificate of Appropriateness – 1002 McLean Ave (Signage): CCF Bank has submitted an application for a certificate of appropriateness for signage at 1002 McLean Ave. S. Rolff stated the proposed work will include wall signage and directional signage. It meets all the requirements of the checklist and he recommended approval. A representative from Stratford Sign Company, Mr. Drexler, took a moment to thank the committee for getting this done in a timely manner and opined that they should educate other municipalities on how to conduct their business more efficiently.

Motion by A. Gigous, second by J. Holthaus to approve the Certificate of Appropriateness for 1002 McLean Ave as submitted. Motion carried.

Approval of October 11, 2021 Minutes: Motion by T. Thompson, second by S. Zabinski to approve the minutes of the October 11, 2021 meeting. Motion carried.

Design Standards Checklist Update: Informational only: S. Rolff presented an update to the Design Standards Checklist that will have language regulating food truck establishments. The City of Tomah Mayor M. Murray spoke about his concerns regarding outdoor food service and the associated fees and taxes. He spoke as a restaurant owner and said he has a brick and mortar establishment and pays property taxes to the City and has less margins than a business that sets up on a concrete slab like a food truck, giving them a strong advantage. One thing he sees is the land isn't taxed in accordance with the amount of revenue generated. S. Rolff stated the Long Range Planning Committee isn't responsible for setting those fees and that the City Council hasn't been presented with the Mobile Food Truck Ordinance yet as it's at the City Attorney's office for review. Once the City Attorney has completed the review it will go to the City Clerk and then be presented to the City Council where they will be able to decide how the fees are set. There was conversation on what exactly could be sold at a business such as Christmas trees in the "off season" and S. Rolff stated from a zoning standpoint there isn't really anything that restricts selling of other goods in the business district but there are a lot of "What-ifs" that will always need to be addressed.

Fence Standards Update: Informational only: S. Rolff spoke about a potential amendment to the Downtown Design Standards. He advised that MSA should be consulted as they worked on the original Downtown Design Standards. He stated the amendment should include language specific to fencing that would cover some of the issues encountered with "The Lot" and should have potential language that could be adopted that will address fencing as a whole.

R. Gomez asked if this is this a recommendation for Council and S. Rolff answered that this is a just a first look at it and once we get what we want we'll bring it back in an ordinance amendment format. A. Gigous asked what item 5 is referring to in the meeting packet and S. Rolff answered that number 5 shows how to soften up the fence panels so it isn't just a fence all the way across; this is a lesson learned from the "Lot". S. Rolff asked the committee to send him emails with ideas and stated that this isn't time sensitive and he will come back with a product at a later date.

Discussion of Mural at 1118 Superior Ave: T. Thompson advised the committee hold off on this agenda item until Spring at which time she will let the Clerk's office know to add it back into the agenda.

Building Inspector Project Updates: S. Rolff advised Holiday Inn Express has footing and foundation permits and he did some inspections today. The Boys and Girls Club has submitted plans to remodel but he hasn't reviewed all of it as of yet. J. Holthaus asked if the AG based business by Walmart is moving forward. B. Hanson stated they haven't made a decision where they're going as of the end of October.

Administrative Updates: B. Hanson briefed that Holiday Inn Express is "moving dirt" and hasn't submitted a request for help or financial assistance from the city so he'll update the TID forecast. He gave the TID forecasting update as follows: TID 8: should be functioning on its own in 2027 and will close in 2042, TID 9: 7.5 million for road work within a half mile of the TID in 2029 and 2037 will be the last year of being a TID district, TID 10: 5 million for road work within a half mile of the TID in 2024, TID 11: may require a potential amendment to add an infrastructure increase and we may annex land to add a residential area. There were questions from multiple committee members regarding the land near the hospital whether or not the committee should ask the owner of the land to come in to talk to them to see what improvements could be mutually beneficial to the owner and the city. M. Murray remarked that if the city doesn't first focus on building up residential areas there won't be enough employees for the new potential businesses. The committee agreed that the Long Range Planning Committee must be more clearly defined and have the right questions to ask and ideas to propose before meeting with the owner of the land near the hospital. There was discussion regarding the intent and purpose of the Long Range Planning Committee and more specifically how focusing on a time period 5-10 years out instead of handling current projects like storefront remodels and fence designs would be more in line with why the committee was formed in the first place. S. Rolff stated that this committee was formed in response to the city not having a full time City Planner since 2008 when that person retired. R. Gomez spoke on figuring out the committee's vision and mission statement. T. Thompson noted that there really isn't anything on this month's agenda that should fall into the category of long range and if it's focus is going to continue to be economic development instead then the name should be changed.

Next Meeting Date: January 25, 2022 (December 2021 meeting is cancelled)

Adjournment: Motion by A. Gigous, seconded by T. Thompson to adjourn at 6:15 p.m. Motion carried.

Respectfully submitted by:

Matthew Baumgartner

Matthew Baumgartner, Deputy City Clerk, November 30, 2021

- CODE OF ORDINANCES
Chapter 2 - ADMINISTRATION
ARTICLE VI. - COMMITTEES
DIVISION 6. LONG RANGE PLANNING COMMITTEE

DIVISION 6. LONG RANGE PLANNING COMMITTEE¹

Sec. 2-556. Creation; purpose.

The long range planning committee is an advisory committee which assists the common council in the performance of its duties to the city. The committee shall serve as a venue to thoroughly re-evaluate the existing corporate limits of the city with a view of the revitalization of presently occupied areas as well as undeveloped sections of the city.

(Ord. No. 2009-01-01-D, § 1, 1-13-2009)

Sec. 2-557. Composition; term; quorum; meetings.

The long range planning committee shall consist of the mayor, two members of the common council, and six members with two of said members being members of the planning commission. The council member terms shall be for two years. Members shall be appointed by the mayor at the annual organizational meeting of the council subject to confirmation by the council. Each of the remaining members shall hold office three years, unless sooner removed for cause. Five members shall constitute a quorum, but all actions shall require the affirmative approval of a majority of all members of the committee. The members shall elect the officers and hold the meetings as necessary and proper for carrying on its functions.

(Ord. No. 2009-01-01-D, § 1, 1-13-2009; Ord. No. 2019-03-01-D, § 1, 3-12-19)

Sec. 2-558. Powers and duties.

The long range planning committee shall have the following powers and duties:

- (1) To serve as a liaison between the community and the common council on long-range issues involving the city.
- (2) To discuss, review and make recommendations to the mayor, planning commission and/or common council regarding the city's comprehensive land use plan.
- (3) To discuss, review and make recommendations to the mayor, planning commission and/or common council regarding any and all long-range planning issues or goals for the city including but not limited to land use, annexation, zoning, economic development, capital improvements, infrastructure, grant opportunities or any other issue as directed by the common council.

(Ord. No. 2009-01-01-D, § 1, 1-13-2009)

¹Editor's note(s)—Ord. No. 2009-01-01-D, § 1, adopted Jan. 13, 2009, enacted provisions intended for use as Div. 6, §§ 2-546—2-548. To preserve the style of this Code, and to facilitate indexing, said provisions have been redesignated as Div. 6, §§ 2-556—2-558.

Secs. 2-559—2-568. Reserved.

- CODE OF ORDINANCES
Chapter 2 - ADMINISTRATION
ARTICLE V. - COMMISSIONS
DIVISION 4. CITY PLAN COMMISSION

DIVISION 4. CITY PLAN COMMISSION¹

Sec. 2-345. Membership; officers.

The city plan commission (that may also be referred to as the "plan commission" or the "planning commission") shall consist of seven members as follows: the mayor, who shall be its presiding officer, two alderpersons, and four citizens. Citizen members shall be persons of recognized experience and qualifications. The alderperson member shall be elected by a two-thirds vote of the council upon creation of the commission and during each April thereafter. The citizen members shall be appointed by the mayor. Citizen members shall take the official oath required by Wis. Stats. § 19.01 that shall be filed with the city clerk. As soon as practicable after May 1 of each year, the commission shall organize itself and elect a vice-chairman, secretary and other officers deemed necessary.

(Code 1993, § 1.23(1)—(3), (6))

Sec. 2-346. Vacancies; compensation.

All vacancies on the plan commission shall be filled for the unexpired term in the same manner as appointment for the full term. No compensation shall be paid for service on the plan commission.

(Code 1993, § 1.23(4))

Sec. 2-347. Quorum; record of proceedings.

Four members shall constitute a quorum, but all actions shall require the affirmative approval of a majority of all of the members of the city plan commission. The commission shall keep a written record of its proceedings to include all actions taken, a copy of which shall be filed with the city clerk.

(Code 1993, § 1.23(7), (8))

Sec. 2-348. Staff and budget.

The plan commission shall have the authority to employ experts and staff as may be necessary and proper within the limits of the budget established by the council or placed at its disposal through gift and subject to any ordinance or resolution enacted by the council. As far as possible, the commission shall utilize the services of existing city officials and employees.

(Code 1993, § 1.23(9), (10))

¹State law reference(s)—Plan commission, Wis. Stats. § 62.23.

Sec. 2-349. Powers and duties.

The plan commission shall have the powers and duties prescribed in Wis. Stats. § 62.23 and the other powers and duties as shall be vested in it from time to time by the council.

(Code 1993, § 1.23(11))

Sec. 2-350. Industrial development duties.

The plan commission shall have the power to collect, hold, manage, control and use all funds appropriated and provided for industrial development to collect, hold, manage, control and use all proceeds, earnings, and monies available for the sale, lease, rental, conveyance or other disposition of any property held or acquired; to construct, acquire by gift or purchase, reconstruct, improve or extend any industrial building within the city limits; and to acquire by gift or purchase lands or rights in lands in connection therewith in the name of the city; to develop an industrial park and to do or cause to be done all matters and things in connection therewith; to employ the personnel, agents, engineers, and consultants as the commission shall deem necessary; and to cause to be sold, leased, rented, conveyed, transferred, assigned, or donated any property acquired by the commission; and to exercise the other power and authority necessary to accomplish the purpose of this division. Provided, however, that any and all contracts entered into by the commission shall be subject to the approval of the city council.

(Code 1993, § 1.23(12))

Sec. 2-351. Industrial development fund.

The industrial development fund previously created by ordinance is hereby re-established and shall be used for the purposes of financing and exercising the power of industrial development described above. Such fund shall consist of the sums of money as may be hereafter appropriated and provided for by the city council, and of all rentals, interest, income, dividends, earnings and monies available from the sale, lease, conveyance or other disposition of any property acquired pursuant to the power exercised by the commission under the terms of this division, and the other sums as may be provided for by ordinance or statute.

(Code 1993, § 1.23(13))

Sec. 2-352. Audit.

The commission shall cause all accounts, records and books concerning the management, operation and disbursements of the industrial development fund and of properties acquired thereby to be audited in the manner provided for by statute for the audit of public funds.

(Code 1993, § 1.23(13))

Secs. 2-353—2-377. Reserved.

Item G.

Adopted September 10, 2013

Comprehensive Plan

2013-2033

City of Tomah, WI

Imagine Tomah...a great place to live, work, shop, play and stay!



WISCONSIN'S
CRANBERRY COUNTRY
Tomah

Prepared by the City of Tomah with assistance from MSA Professional Services, Inc. (project # 67001)

RESOLUTION

RE: ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN 2013-2033 AS PREPARED BY THE LONG RANGE PLANNING COMMITTEE

WHEREAS, the City Council of the City of Tomah assigned the Long Range Planning Committee to prepare an update to the City's Comprehensive Land Use Plan, previously adopted in 2003 for the City of Tomah; and

WHEREAS, the Long Range Planning Committee, including temporary representatives from both the Town of La Grange and Tomah, met numerous times to prepare and review the draft Comprehensive Plan 2013-2033; and

WHEREAS, members of the public were invited to participate in the planning process through community surveys and public meetings; and

WHEREAS, the Long Range Planning Committee has recommended the draft Comprehensive Plan 2013-2033 for adoption by the Planning Commission and City Council; and

WHEREAS, the City of Tomah Planning Commission has reviewed the recommended Comprehensive Plan 2013-2033 at a regular monthly meeting; and

WHEREAS, members of the public, adjacent local governmental units, and Monroe County will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the City Council for the Comprehensive Plan 2013-2033; and

WHEREAS, after said public hearing, the City Council will decide whether to adopt by ordinance the Comprehensive Plan; and

WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, official mapping, local subdivision regulations, general zoning ordinances, shoreland/wetland zoning, and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the City of Tomah; and

WHEREAS, this Comprehensive Plan 2013-2033 may from time to time be amended, extended, or added to in greater detail.

NOW, THEREFORE, BE IT RESOLVED, that the City of Tomah Planning Commission recommends adoptions of said Comprehensive Plan 2013-2033 by the City Council for adoption by ordinance, after a 30-day public review and comment period and public hearing.

APPROVED:


Chairperson
Planning Commission

ATTEST:


Ordinance No. 2013-09-06-D

**An Ordinance to Update and Adopt the Comprehensive Plan
of the City of Tomah, Monroe County, Wisconsin.**

The City Council of the City of Tomah, Monroe County, Wisconsin, do ordain as follows:

Section 1. Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the City of Tomah is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. Prior to beginning the process to update the City's previously adopted 2003 Comprehensive Plan, the City Council adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The City Council of the City of Tomah assigned the Long Range Planning Committee to prepare an update to the City's Comprehensive Land Use Plan. The Long Range Planning Committee, including temporary representatives from both the Town of La Grange and Town of Tomah, met numerous times to prepare and review the draft Comprehensive Plan 2013-2033.

Section 4. The Long Range Planning Commission has recommended the draft Comprehensive Plan 2013-2033 for adoption by the City Council.

Section 5. The Planning Commission of the City of Tomah has adopted a resolution recommending to the City Council adoption of the document entitled "City of Tomah, WI, Comprehensive Plan 2013-2033," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 6. The City Council has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 7. The Comprehensive Plan may be used as the basis for, among other things, official mapping, local subdivision regulations, general zoning ordinances, shoreland/wetland zoning, and as a guide for approving or disapproving actions affecting growth, development, conservation, and recreation within the jurisdiction of the City of Tomah and its extraterritorial plat review area.

Section 8. The City Council of the City of Tomah, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "City of Tomah, WI, Comprehensive Plan 2013-2033," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 9. This ordinance shall take effect upon passage by a majority vote of the members-elect of the City Council and [publication/posting] as required by law.

Adopted this 10th day of September, 2013

Mayor:  John Rusch

(Published): September 19, 2013

(Approved, Vetoed): Approved by unanimous vote

Attest, City Clerk:  JoAnn Cram

Acknowledgements

Tomah City Council

John Rusch, Mayor
Le Roy Kelsey, Alderperson
Luke Bohlen, Alderperson
Ted Schleicher, Alderperson
Pam Buchda, Alderperson
Eric Prise, Alderperson
Dennis Greeno, Alderperson
Nellie Pater, Alderperson
Larry Siekert, Alderperson

City Planning Commission

John Rusch, Mayor-Chairman
Jim Starkweather
Steve Doll
Joe Martinez
Timothy Callahan
Eric Prise
Larry Siekert

Long Range Planning Committee

Pam Buchda, Alderperson
Rick Carlson
Joanne Westpfahl
Jim Starkweather, Plan Commissioner
Pete Reichardt
Eric Prise, Alderperson
Tina Thompson
Jeremy Haldeman
William Blanchard
John Rush, Mayor
Randie Johns, Town of Tomah Representative
John Guthrie, Town of La Grange Representative

City Staff

Roger Gorius, City Administrator
JoAnn Cram, City Clerk
Shane Rolff, Zoning Administrator/Building Inspector
Joe Protz, Parks & Recreation Director

MSA Professional Services, Inc.

Andrew Bremer, AICP, Project Manager
Sarah McDonald, Associate Planner

A special thanks to the residents of Tomah and other individuals who developed this plan for the future of Tomah.



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1 Introduction

2 This chapter provides the foundation for the Comprehensive
3 Plan, outlining why we plan, the planning process, Smart
4 Growth Planning, and the planning area. In addition,
Chapter 1 also provides community background information
including key community indicators, a summary of existing
plans relevant to this study, and a summary of the Imagine
Tomah Visioning Campaign.

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1.1 THE PLAN AS A “LIVING” GUIDE

Why Plan?

It is difficult to know what the future may bring for Tomah, or for any community. As residents and businesses come and go, and economic trends rise and fall, changes will occur. The purpose of this plan is to establish a shared vision for Tomah to guide future actions and decisions. This guidance provides predictability and consistency over time, which encourages investment. We plan so that we can act and react in a changing world with a confident understanding of our common values and goals.



Plan Maintenance

This planning document is a “living” guide for growth and change in the City of Tomah. The plan represents the City’s best effort to address current issues and anticipate future needs; however, it can and should be amended from time to time if conditions warrant reconsideration of policies in this plan. If decisions are being made that are not consistent with this plan, then the plan has lost its relevance and should be amended. The process of amending the comprehensive plan should not be onerous, but it should trigger a brief pause to consider again the long term vision for the community. This plan’s value is dependent upon frequent use and occasional updates.



Wisconsin Smart Growth Planning

Wisconsin's "Smart Growth" planning law [s. 66.1001 Wis. Stats.] was adopted in October of 1999. The law requires that, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit's comprehensive plan:

1. Official maps
2. Local subdivision regulations
3. General zoning ordinances
4. Shoreland/wetland zoning ordinances

The Wisconsin Smart Growth Law does not mandate how communities should grow, rather it requires that communities and state agencies consider Smart Planning Principles when planning for the future and provides guidance concerning important elements local plans should include.

Comprehensive Planning Guidance

The Wisconsin Smart Growth Law outlines 9 elements that must be included in a community's comprehensive plan:

1. Issues and opportunities
2. Housing
3. Transportation
4. Utilities & community facilities
5. Agricultural, natural & cultural resources
6. Economic development
7. Intergovernmental cooperation
8. Land-use
9. Implementation

The City of Tomah has chosen to slightly modify the terminology used throughout this plan from that used in state statute. For example:

- Issues and Opportunities has been modified to *Demographics*.

- Transportation has been modified to *Mobility & Transportation*.
- Economic Development has been modified to *Economic Prosperity*.
- Utilities and Community Facilities has been modified to *Community Facilities & Services*.
- Intergovernmental Cooperation has been modified to *Collaboration & Partnerships*.
- Cultural Resources has been split off from Agricultural and Natural Resources into its own element titled *Community Character*.

While the City has chosen to deviate slightly from the terminology used in state statute the prescribed requirements from Wis. Stats. 66.1001 are still addressed in there entirety throughout this plan. The final 10 elements of this plan are:

1. Demographics
2. Housing
3. Mobility & Transportation
4. Economic Prosperity
5. Agricultural & Natural Resources
6. Community Facilities & Services
7. Community Character
8. Collaboration & Partnerships
9. Land-use
10. Implementation

1.1 THE PLAN AS A “LIVING” GUIDE

Plan Organization

The organization of the plan is based both on the planning process and the guidance provided by the Wisconsin Smart Growth Legislation. The plan is divided into four chapters plus several important appendices.

Chapter 1: Introduction

Chapter 1 discusses the role of the plan, the Wisconsin Smart Planning Act, the planning area boundaries and regional context, and Tomah’s previous planning efforts.

Chapter 2: Vision, Goals, Objectives and Policies

Chapter 2 presents a vision for the future of the community and describes goals, objectives, and policies to achieve that vision. This chapter addresses all planning elements except implementation, which is addressed in separate chapters.

Chapter 3: Future Land Use

Chapter 3 defines categories of land use and features a Future Land Use map showing where each use will be permitted.

Chapter 4: Implementation

Chapter 4 describes the process for adopting and amending the plan, tools and procedures by which the plan will be implemented, and a set of actions to be pursued in the next 10 years to help the City realize the vision, goals, and objectives in this plan.

Appendix A; Public Participation Plan

Appendix A includes a copy of the public participation plan.

Appendix B: Community Indicators

Appendix B is a compilation of data that describes the existing conditions, trends, and projections for the City of Tomah. This data informs the planning process and should be updated from time to time to track progress and change in the City.

Appendix C; Maps

A set of the existing conditions and future land use maps with the entire plan area, including the 1 ½ mile extraterritorial area.

Planning Process

In the winter of 2012, the City of Tomah engaged MSA Professional Services, Inc. to assist in updating of its Comprehensive Plan complying with Wisconsin's "Smart Growth" requirements, State Statute 66.1001. MSA had completed the City's first comprehensive plan in March of 2003. Per SS 66.1001, a comprehensive plan must be updated every 10 years.

As required by SS 66.1001, every community must adopt a public participation plan at the beginning of the planning process. The purpose of the public participation plan is to define procedures for public involvement during every stage of the planning process (See Appendix A for the complete Public Participation Plan). Key components of the planning process included:

1. Public Meetings - the project included 8 project meetings. Six of the eight meetings were working sessions with the City's Long Range Planning Committee (LRPC), which was tasked by the City Council to work with MSA to develop the updated Comprehensive Plan. The City also invited the boards from the neighboring Town of Tomah and the Town of La Grange to designate an individual from each community to temporarily serve on the LRPC to provide input on the comprehensive plan update.
2. Project Website - MSA created and maintained a project website (www.imaginetomah.com) to post draft material, notice meeting dates, host the Imagine Tomah visioning campaigning, and gather feedback from interested individuals through direct email subscription.
3. Imagine Tomah Visioning Campaign - Using the temporarily project website and various media outlets, the City invited the public to submit ideas for making Tomah a better place to live, work, shop, play and stay.

Project Schedule

- Kickoff Meeting, Survey Development (January 2013)
- Meeting #2, Community Indicators Report (February 2013)
- Meeting #3, Imagine Tomah Response Review (March 2013)
- Meeting #4, Goals, Objectives and Policies; Future Land Use Map (April 2013)
- Meeting #5, Future Land Use Map, Action Plan (May 2013)
- Meeting #6, Draft Review (July 2013)
- Meeting #7, Public Presentation of Plan to Community at a Plan Commission Meeting (August 2013)
- Meeting #8, Public Hearing and Plan Adoption at a City Council Meeting (September 2013)

Planning Area

The study area for this plan includes all lands in which the City has both a short- and long-term interest in planning and development activity. The Planning Area includes all lands within the current municipal limits and within the City's potential 1.5-mile extraterritorial jurisdiction. The City is approximately 5,026 acres (7.85 square miles). The entire Planning Area is approximately 25,497 acres (39.84 square miles). Refer to the maps in Appendix C.

1.2 A SNAPSHOT OF TOMAH

History of Tomah

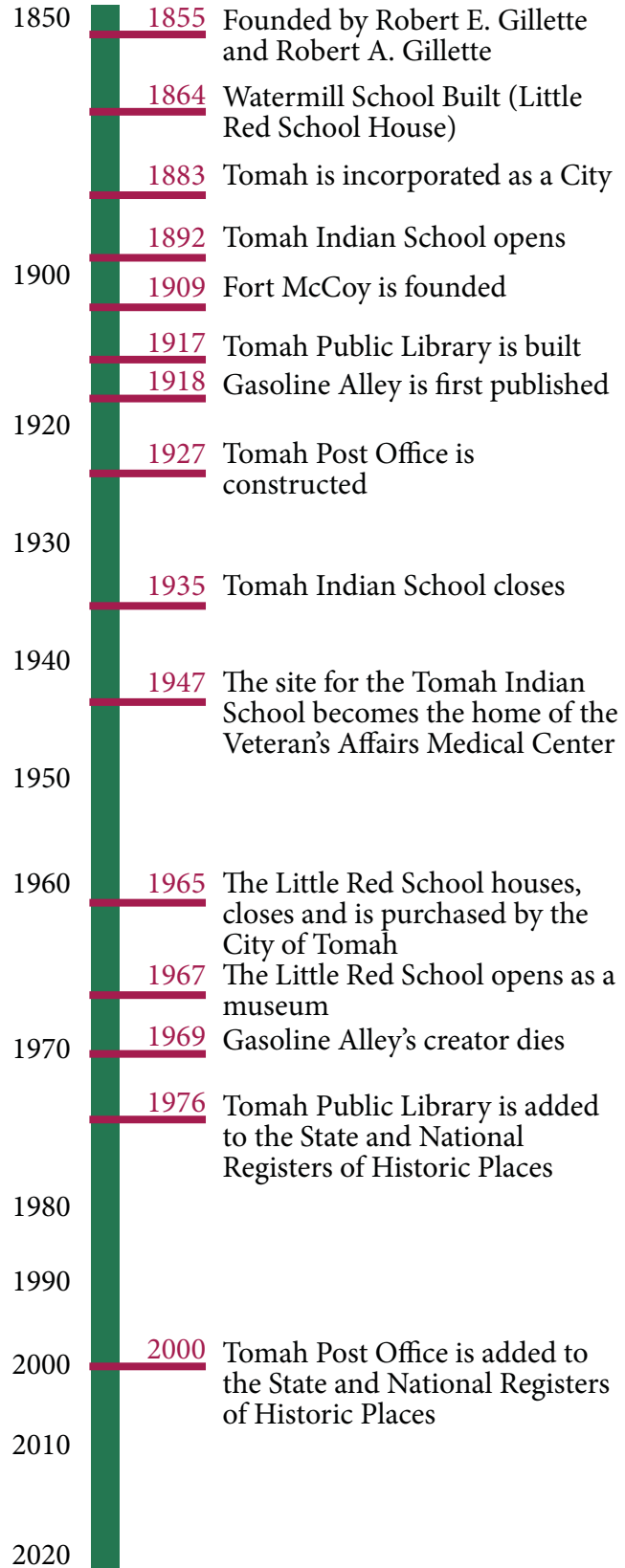
Tomah was founded by Robert E. Gillette in 1855 and was incorporated 28 years later in 1883. Robert and his son Robert A. named the city after hearing a tale of a Native American Legend, a Chief named Thomas (pronounced “Tomah”) Carron who built a council house at the intersection of where the Menomonee and Winnebago tribes met.

When you are driving down Tomah’s City Center on Superior Avenue, you are driving on “Gasoline Alley”, a constant reminder of Comic Strip originator Frank King and the characters: Uncle Walt, Phyllis, Skeezix and all of the rest published in over 300 daily newspapers with a daily combined readership of over 27,000,000.

King’s pictures began to arouse a lot of interest. Ideas for a progressive comic strip and Gasoline Alley came to him many years later when he was employed by the Chicago Tribune. Prior to that he worked for a newspaper in Minneapolis as an illustrator. During World War I he was overseas sketching scenes of the war for publication in United States newspapers. He also worked for the Chicago Examiner in his early days.

King has been praised widely for his natural, wholesome credible characters. His drawings have been exhibited as “Distinctive American Art” in many places. He had a one-man show in Springfield, Illinois and Buffalo, New York. In 1959, the National Cartoonist Society named him cartoonist of the year, and the same group judged “Gasoline Alley” best of the year. King saw the plot of the feature as developing progressively further. Skeezix, as Dad Walt, will change from father to grandfather.

Frank King Died in 1969 at the age of 89 years and was buried beside his wife in Oak Grove Cemetery in Tomah. Frank King was and continues to be one of Tomah, Wisconsin’s true keepsakes



The City of Tomah has three Industrial Parks. Due to Tomah's location, midway between Milwaukee and Minneapolis and where the state's interstate system divides, it provides for a prosperous industrial development environment. Distribution facilities, local and statewide trucking firms enjoy the advantages Tomah has to offer. From Lake Tomah to Recreation Park, visitors and residents enjoy many recreational opportunities. Tomah is also located between Fort McCoy and Volk Field and is fortunate to have the Tomah VA Medical Center in the community. Tomah residents also have the opportunity to obtain quality healthcare services from two hospital affiliated clinics (Mayo Health Care System and Gundersen Lutheran) as well as Tomah Memorial Hospital. The Tomah School District offers students a quality, well-rounded education and geographically is among the largest in the State of Wisconsin.

Governed by an elected Mayor and Common Council, a full-time City Administrator supervises the daily municipal services offered to residents. We are fortunate to have the Tomah Area Ambulance Service, Fire Department and Police Department services available to residents.

is mostly flat to gently rolling. The areas to the east and northeast of the City, within the Town of La Grange, are primarily characterized as flat. To the northwest and west of the city, the terrain is rolling to hilly. Most of the area within the Town of Tomah, south of the city and I-90 is hilly.

MAJOR REGIONAL CITIES

City	Population	Distance from Tomah (approx. miles)
Mauston, WI	4,433	28
Black River Falls, WI	3,643	31
La Crosse, WI	51,719	43
Wisconsin Dells & Lake Delton, WI	5,628	47
Eau Claire, WI	66,623	81
Madison, WI	236,901	99



Regional Context

Tomah is located in Monroe County Wisconsin midway between Milwaukee and Minneapolis, where Interstate 90 and Interstate 94 divide. Tomah has embraced its identity as both “Where the I divides” and “Cranberry Country.” The city is bordered by the Towns of Tomah (south) and La Grange (North).

The Tomah area lies on the edge between two major geographic areas in Wisconsin, the unglaciated driftless area and the central sand plains. The topography of the City of Tomah

Key Community Indicators

Population trends for the City of Tomah show a 7.4% increase in population between 2000 and 2010, compared to 8.5% for Monroe County and 5.7% for the State during the same period. During that same period the adjoining towns of La Grange and Tomah grew by 12.3% and 14.7% respectively.

Over the past 20 years (1990-2010) the population in the City of Tomah grew by 16.7%, in Monroe County by 18.0%, and in the State by 14.0%. Over the next 20 years (2010-2030) the population in the City of Tomah is projected to grow by 16.2%, in Monroe County by 16.3%, and in the State by 13.1%. Projections were calculated in 2008 by the Department of Administration, which accounts for the 2015 Town of La Grange population projection being lower than the actual 2010 Census figure.

Tomah is a relative balanced city in terms of demographics. In 2010, 21.1% of the City population was over the age of 60, and the age group with the highest population in the City was those age 25 to 34 years (14.3%). The median age in the City was 38.0 which is lower than the median age for the County (39.1) and the Wisconsin median age of 38.5.

Additional community indicators are summarized in Appendix B.

POPULATION TRENDS & PROJECTIONS

Source: U.S. Census

	City of Tomah	Town of LaGrange	Town of Tomah	Monroe County	Wisconsin
1930	3,354	n/a	n/a	28,739	2,939,006
1940	3,817	n/a	n/a	30,080	3,137,587
1950	4,760	n/a	n/a	31,378	3,434,375
1960	5,321	n/a	n/a	31,241	3,951,777
1970	5,647	2,224	969	31,610	4,417,933
1980	7,204	1,728	1,089	35,074	4,705,642
1990	7,572	1,507	1,076	36,633	4,891,769
2000	8,419	1,761	1,194	40,899	5,363,675
2010	9,093	2,007	1,400	44,684	5,686,986
2010	9,093	2,007	1,400	44,684	5,686,986
2015	9,685	1,963	1,460	46,353	5,781,800
2020	10,131	2,026	1,541	47,994	6,004,230
2025	10,529	2,079	1,615	49,297	6,203,710
2030	10,856	2,119	1,678	53,390	6,541,222

Existing Plans & Studies

A number of existing plans were reviewed, and pertinent information helped to shape this plan.

City of Tomah 2003 Comprehensive Plan

In 2003 the City of Tomah adopted its first comprehensive land use plan. The 2003 *Comprehensive Plan for Tomah, WI* was developed based on:

1. *A concern for and interest in the community's future;*
2. *To prevent or deal with conflicts in land use;*
3. *To protect the public safety, health and general welfare;*
4. *Resource protection;*
5. *To protect property values and promote community economics; and*
6. *To coordinate private land uses and public services.*

The Comprehensive Plan has served as the City's principal policy document, guiding everyday decisions to shape the community's vision and future.

2013-2017 Capital Improvement Plan

The city maintains a five-year capital improvement plan which is updated annually by each department for approval by the City Council.

Canadian Pacific Properties Plan

In 2010, the City of Tomah created a sub-area plan for portions of properties owned by Canadian Pacific. The property is a highly-visible, 60-acre parcel near the center of the community and just north of Downtown. This vacant property has been a targeted for redevelopment by the city for the many years. The sub-area plan recommended developing the site into an Intermodal Hub and Regional Welcome Center to help drive customer activity into Tomah's downtown businesses district

and to help improve the aesthetics of the property as viewed from Superior Avenue. At the time the plan was created the State was considering plans to develop high-speed passenger rail from Minneapolis to Chicago (Midwest High Speed Rail System). Developing a new platform and station was in integral part of the planning process, including connections for bus transit and bicycle trails, on-site restaurants and space for a visitors center. Since the sub-area plan was completed funding for the Midwest High Speed Rail project in Wisconsin has not be approved and the management from Canadian Pacific have indicated to City Officials a desire to contain to maintain the property for freight movement. The Intermodal Hub and Regional Welcome Center may become a viable idea again in the future, and if this becomes the case, the recommendations of this sub-area plan should be revisited and considered for approval as a component of this comprehensive plan.

Town of Tomah and Town of La Grange Comprehensive Plans

The Town of Tomah adopted their comprehensive plan on August 13, 2007 and the Town of La Grange, shortly thereafter on October 28th, 2007 to comply with the Wisconsin Smart Growth Legislation. The two towns worked collectively with MSA Professional Services to complete the plans. The

Monroe County Comprehensive Plan

The *Comprehensive Plan for Monroe County* was adopted on September 29, 2010 and represents an overall vision for the county. The County incorporated individual community future land use plans and policies, for those that existed, into the overall County land use plan.

Item G.

1.3 IMAGINE TOMAH VISIONING CAMPAIGN

Methods

In the months of February and April 2013, the City of Tomah conducted a citizen survey. The Citizen Survey was designed to gather stakeholder opinions on a range of topics relevant to preparing a plan to guide growth and change in Tomah over the next 20 years. The survey covered imagining change, quality of life, city facilities and services, economic development, housing, and land use and development.

The survey was available in several locations: digitally using the project website and as paper copies available at City Hall and the Library. Availability of the survey was announced through tax and utility bills, newspaper articles, press releases, news and radio ads, e-mail, and other social media outlets.

The survey was completed in two stages. Stage One included two open ended questions asking citizens to brainstorm ideas to change/fix or bring something to the community. In addition, Stage One also included traditional survey questions regarding existing city services. Stage Two, included a follow-up survey asking citizens to rate their preferences to the responses obtained during the first survey.

There were 299 individual that responded to the first round of surveying and 417 individuals that responded to the second survey. During Stage One, response rates per question varied, with all questions averaging a 69.03% rate. Response rates ranged from 43.48% to 95.65% for individual questions.

This section provides a profile of respondents, and main themes from survey responses. Complete survey data is on file with the City of Tomah.

Profile of Respondents

The survey collected respondent information to analyze how well the survey responses represent the overall population of the community. Approximately 3.2% (equaling 299) of citizens responded to the survey. Other than individuals under the age of 18, the survey captured a pretty representative cross sample of the city's population by age cohort.

Age

Age Group	Tomah Population (2010 Census Data)	Survey Respondents
Younger than 18	~27.0%	~6.0%
18-24	~5.0%	~1.5%
25-34	~14.0%	~18.0%
35-44	~12.0%	~14.5%
45-54	~13.5%	~16.0%
55-64	~13.0%	~14.0%
65 and older	~15.0%	~8.0%
No response	0.0%	~22.0%

In addition to age, the survey asked respondents to indicate their place of residence, since the survey was not restricted to City of Tomah residents only.

- City of Tomah 64%
- Town of La Grange 9%
- Town of Tomah 9%
- Monroe County (other than above) 12%
- Outside Monroe County (in WI) 4%
- Other 1%

1-10

MSA Professional Services, Inc.

Imagining Change, Stage One

The survey asked individuals to imagine if they could **change/fix** something in the community that would have a long-lasting impact. A wide range of responses were recorded, ranging from specific infrastructure improvements to local roads, general clean up and revitalization to deteriorating areas (including downtown), providing a community gathering place (such as a YMCA), improving parks and open space and reducing crime and drug related issues within the community. Top results included bringing a recreation type facility into the community, reducing the number of bars, extending bike trail connections, increasing landscaping and lowering property taxes.

When asked to imagine something you could **bring** to the community there was an overwhelming response for a community center or sports complex for physical activities for both youth and adults, and larger chain retail stores to compete with Wal-mart. A wide variety of responses were recorded including, providing a dog park, family restaurants, maintaining existing canopy cover and increasing the amount of trees in the community and economic development. The results included recreation type facility, a department store (Kohl's, Target, Shopko, etc.) additional large business for long term, good paying jobs, wholesale home improvement stores (Menards, Lowes, Home Depot, Farm-n-Fleet, etc.) and enhanced streetscaping.

IMAGINE TOMAH

www.imaginetomah.com



Quality of Life

When asked to identify the three most important reasons the respondent and their family live in Tomah, the majority of respondents indicated “Near job” (75.5%) and “Near family and friends” (51.5%). A significant number of respondents commented that they or their significant other were born and raised in Tomah. Other responses include “Natural beauty of area” (25.5%) and “Quality School” (20%).

Overall, respondents felt that the quality of life in Tomah is “Good” (66.8%). Approximately 21% felt that the quality of life is “Fair”, with only 7.9% indicating “Excellent”. Most respondents commented that the quality of life in Tomah has decreased, specifically identifying an increased crime rate, increased taxes, decreased employment opportunities, decreased property maintenance, and decreased cultural amenities as the reason for this decline.

Respondents were also asked to indicate up to four changes that would improve the quality of life in Tomah. Respondents (55.2%) indicated “Expand retail shopping options” as a needed change. Other highly ranked responses included “Improve recreational facilities” (47.8%), “Increase employment opportunities” (42.9%), “Improve bike and pedestrian facilities” (33.5%) “Decrease taxes and fees” (29.6%), and “Improve K-12 education” (21.7%). Respondents seemed to agree that there needs to be more and better paying jobs, a commitment to crime reduction, enforced property maintenance, and investment in quality infrastructure.

Overall, respondents felt that the quality of life in Tomah is “Good”

1.3 IMAGINE TOMAH VISIONING CAMPAIGN

City Facilities & Services

The survey respondents were asked to prioritize maintenance and construction investments for City facilities and infrastructure. Respondents felt that more money was needed for maintenance and improvement of “Bike routes and trails” (53.6%) and “Neighborhood Streets” (37.9%). There were no categories where the majority of respondents indicated that less money should be spent. Other facilities and infrastructure that were prioritized included a community center with a swimming pool, overall City beautification, and Downtown revitalization.

When asked to prioritize public services spending preferences, respondents indicated that more money should be spent on a “Programs for Youth” (56.3%), “Economic development” (49.7%) and “Recreational Programs” (49.0%). The majority of respondents indicated that less money should be spent on “Arts/Culture program funding” (22.5%) and “Historic Preservation” (23.9%). Comments include increasing crime prevention and combat poverty.

Respondents were asked to identify recreation amenities to improve health and recreation opportunities in Tomah. Highest-ranked responses included “Walking trails” (53.8%), “Bike trails” (44.6%), “Swimming pools or splash parks” (40.0%), and “Skate Parks (outdoor)” (21.5%). Respondent comments focused heavily on having a YMCA or Boys and Girls Club, building a swimming pool and programs for youth.

Economic Development

With unemployment at historically high rates throughout the country, job security is an important issue facing most communities. When asked how secure respondents felt their employment to be, approximately 78% indicated “Secure” (44.2%) or “Somewhat secure” (34.5%). Only 7.6% believed their employment to be “Insecure”, and 1.0% of respondents indicated that they were currently “Unemployed”.

Approximately 43 % of survey respondents believe that the City should commit additional tax dollars to attract, retain, and replace lost jobs in the private sector. Approximately 32% of respondents felt that the City should not commit additional tax dollars.

In addition to employment, respondents were asked about their spending habits. Approximately 63% of respondents shop downtown once per month or less, with 34.3% monthly and 28.8% less than monthly. The most common reasons given for not shopping downtown included lack of parking, lack of diversity of businesses, inconvenient business hours, and other retail centers. Most respondents believe that the stores downtown are overpriced and that the only businesses are banks, bars, and knickknack shops.

Results indicate that 50.8% of respondents leave Tomah Area monthly to shop, with 31.0% leaving weekly. The most common reason for shopping elsewhere is the lack of diversity of shops and restaurants. Specifically, most respondents traveled LaCrosse for less expensive options such as Target.

In-line with the findings of previous questions in this section, most respondents indicated that there is a lack of “Department and general merchandise Stores” (71.5%), “Downtown retail shopping/services” (55.8%), “Grocery Store” (51.5%) as well as “Sit-down restaurants” (76.1%). Approximately 65% of respondents believe there are too many fast-food restaurants and approximately 73% feel there are too many hardware stores. Other retail and services that respondents would like to see in Tomah include a Best Buy, coffee shops, Co-op grocery store, Walgreens, Target, Menards, Fleet Farm, Shopko (something to compete with Walmart). Overall, respondents were supportive of downtown locations for these businesses.

Housing

When asked about the supply of various housing types in the City of Tomah, respondents indicated that more “Affordable housing” (36.3%) and “Assisted living facilities for seniors” (26.6%) are needed. Most respondents felt that there was enough of all types of housing. Comments suggested that apartment housing stock was too old, many with slum landlords. Most respondents felt that the quantity of housing in the different identified categories is adequate, but that quality is an issue.

Survey results indicate that “Housing quality” is the most important aspect to improve housing in Tomah (51.8%). However, many respondents commented that quality and “Housing cost” (rated at 32.3%) are interconnected and equally important.

When asked to rate the various aspects of the City of Tomah respondents said “Lighting control” (60.8%), “Noise control” (56.7%), “Signage control” (56.0%) were “Good.” Approximately 59% of respondents thought that “property upkeep” was Fair to Poor. A majority of respondents thought that access to parks (88.7%) and Lake Tomah (74.7%) were good to excellent.

When asked if the city should offer financial incentives to encourage development and investment 46.1% said no for residential, 57% said yes for retail business and 48.7% for non-retail employers. A majority 60.6% stated that the city should support incentives for those “In the downtown area.” 45% of respondents do not think incentives should be provided for development on undeveloped (e.g. farmland).

Imagine Tomah Survey, Stage Two

After the initial Stage One Survey was completed the Long Range Planning Committee grouped and sorted responses to the first two survey questions regarding imagining changing/fixing or bringing something to Tomah. A list of the top 40 ideas was created and the City initiated a second, Stage Two, survey to ask citizens to rank 10 ideas for making Tomah a better place to live, work, shop, play and stay. The top 10 were:

1. Build a recreational facility with indoor pool, fitness areas, community room space etc.,
2. Extend a bike/walking trail around Lake Tomah and provide additional trails to major destinations in the city,
3. Attract and develop additional large employers with good wages and benefits,
4. Clean up/enforce ordinances against junk in yards/ unlicensed vehicles, front yard debris, etc.,
5. Attract and develop more businesses on the south side of the City,
6. Attract and develop additional retail businesses in the City,
7. Reduce the sale and use of illegal drugs in the community and alcohol abuse,
8. Repair degraded roads,
9. Develop a dog park and,
10. Develop programs and spaces for youth activities.

The residents were also asked to circle their top 5 ideas. Not surprising, the top 5 results are the top choices in the top 10.

Based on the results of the Imagine Tomah Visioning Campaign the Long Range Planning Committee developed a list of 10 community improvement projects to be completed in the next 10 years. Refer to Chapter 4 for more information on the City's 10 in 10 Action Plan.



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- 2
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Appendix A
 Appendix B
 Appendix C

Goals, Objectives, & Policies

This chapter presents a vision for the future of Tomah and describes goals, objectives, and policies to achieve that vision. Housing, Mobility & Transportation, Economic Prosperity, Agriculture & Natural Resources, Community Facilities & Services, Community Character, Collaboration & Partnerships, and Land Use are all addressed.

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Vision Statement

The following vision statement describes Tomah as we wish it to be in 2033, or sooner. This shared vision is the foundation of our plan – the goals, objectives, and policies that follow are all intended to help us realize this vision.

“Tomah is a complete community. Our natural resources, businesses, public services, infrastructure, recreational opportunities, and the greatest asset of all, our residents, makes Tomah a great place to live, work, shop, play, and stay.”

Each element of the comprehensive plan contains goals, objectives, and policies established during the planning process based on public input and the information contained in Appendix B: Community Indicators. This section defines goals, objectives and policies, as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Objective: An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Policy: A policy is a specific rule of conduct or course of action intended to help the City achieve the goals and objectives of the plan. Policies using the words “shall” or “will” are firm commitments by the City – all future actions and decisions made by the City should be consistent with these policies, unless unforeseen reasons arise which make a policy impractical to adhere to. Such occasions should be rare and probably indicate a need to amend this plan according to the procedures in Chapter 4. Policies using the words “should,” “encourage,” “discourage,” or “may” are intended to serve as a guide for City decisions and actions.

Tomah’s Goals for a Better Future..

TOMAH’S NEIGHBORHOODS WILL OFFER SAFE, ATTRACTIVE, AND DIVERSE HOUSING OPTIONS.

TOMAH WILL PROVIDE A SAFE, EFFICIENT, MULTI-MODAL, AND WELL-MAINTAINED TRANSPORTATION NETWORK.

RETAIN, EXPAND, CREATE, AND ATTRACT BUSINESSES THAT STRENGTHEN AND DIVERSIFY THE LOCAL ECONOMY, GROW THE TAX BASE, AND ENHANCE EMPLOYEE WAGES AND BENEFITS.

REINFORCE THE CHARACTER OF THE CITY AND SURROUNDING LANDSCAPE BY PRESERVING PRODUCTIVE AGRICULTURAL LANDS AND ACTIVITIES, RURAL VISTAS, AND NATURAL AREAS.

MAINTAIN RELIABLE AND HIGH QUALITY SERVICES, UTILITIES, AND FACILITIES.

ENSURE HIGH QUALITY SITE AND BUILDING DESIGNS WITHIN THE COMMUNITY TO UPHOLD PROPERTY VALUES, ATTRACT NEW DEVELOPMENT, AND REINFORCE THE CHARACTER OF THE CITY.

MAINTAIN MUTUALLY BENEFICIAL RELATIONSHIPS AND PARTNERSHIPS WITH NEIGHBORING MUNICIPALITIES, MONROE COUNTY, STATE AND FEDERAL AGENCIES, AND THE SCHOOLS, COLLEGES AND UNIVERSITIES SERVING TOMAH RESIDENTS.

TOMAH WILL HAVE AN ADEQUATE SUPPLY OF MUNICIPAL SERVICED LAND TO ACCOMMODATE GROWTH IN RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL USES, LOCATED IN APPROPRIATE PLACES.

Housing

GOAL: TOMAH'S NEIGHBORHOODS WILL OFFER SAFE, ATTRACTIVE, AND DIVERSE HOUSING OPTIONS.

Objective H1. Maintain a variety of housing types to meet the changing and diverse housing needs of the population.

Objective H2. Support establishment of complete, livable neighborhoods.

Objective H3. Tomah homeowners will maintain their homes and properties and new housing will be designed and built to meet aesthetic standards of the community. The median home value in Tomah as a percentage of the County and State median home values will continue to improve.

Policy H1. Tomah plans to maintain a mix of housing units, including approximately 60-70% single-family and 10-15% plex (4 or less units) and 20-25% multi-family housing units throughout the community. This housing mix should be represented in future land use mapping and new subdivision development. Neighborhoods should include housing for all ages and family types.

Policy H2. All residential development, and particularly multiple-family and senior living developments, should be located in areas where safe pedestrian access to parks, retail, and community facilities is possible. However, this policy should not result in the concentration of multiple-family housing in any one area – such housing should be located in many parts of the City, consistent with Policy 1.

Policy H3. New neighborhoods should be connected to existing and planned neighborhoods through sidewalks or multi-purpose trails. The City will work to improve walkability, lighting, and sidewalks in existing neighborhoods.

Policy H4. The City will continue programs that offer assistance with maintenance, rehabilitation, and energy conservation projects that improve the local housing stock.

Policy H5. The City will continue to play an active role in providing accessible housing to all populations through rental assistance programs. The City will continue to support opportunities for homeownership for low to moderate income families through grant opportunities.

Policy H6. The City will maintain and enforce a comprehensive building code that requires inspection of new structures and repair of unsafe and unsanitary housing conditions. The City will work with landlords to improve the quality of living and appearance of rental properties. The City discourages the use of properties for the accumulation of “junk” materials, and will enforce property maintenance/public nuisance ordinances as needed.

Reflections from the Community Survey

When asked which of the following aspects of housing is most important to improve in the Tomah area:

- 51.8% indicated “Housing Quality”
- 32.3% indicated “Housing Cost”
- 14.9% indicated “No Opinion”
- 1.0% indicated “Housing Supply”

Mobility & Transportation

GOAL: TOMAH WILL PROVIDE A SAFE, EFFICIENT, MULTI-MODAL, AND WELL-MAINTAINED TRANSPORTATION NETWORK.

Objective MT1. The Tomah street network will safely balance the needs of all users. The City will manage access and design of the transportation network in order to effectively maintain the safety and functional integrity of City streets for all users.

Objective MT2. Biking and walking in Tomah will be safe, enjoyable, and efficient. Alternatives to single occupancy vehicle trips will increase as a percentage of all transportation trips within the City.

Objective MT3. Maintain and enhance access to other modes of transportation including rail, bus, and air facilities.

Objective MT4. The efficiency and function of freight and commercial transportation systems will continue to improve.

Objective MT5. Maintain the local transportation network at a level of service desired by residents and businesses.

Objective MT6. Local transportation systems will be well-coordinated with regional systems and investments.

Policy MT1. The City encourages a connected, flexible street grid that promotes Complete Street principles. New roads shall be built according to City standards and inspected before accepted for dedication. The City will continue to map the preferred routes and connection points for major streets and recreational trails in growth areas and will ensure adequate and appropriate right-of-way

dedication as land is divided. The City will utilize its official mapping powers to coordinate long-term facility planning in the City and surrounding extraterritorial area.

Policy MT2. When considering new development proposals the City may require intergovernmental agreements that define the responsibilities of the City, the developer and neighboring jurisdictions regarding any required improvements to City streets and funding of such improvements. The City may also require that the property owner, or their agent, fund the preparation of a traffic impact analysis by an independent professional prior to approving new development. Where appropriate, the City may designate weight restrictions and truck routes to protect local streets and improve traffic flow.

Policy MT3. The City will work with property owners to create a local bicycle loop (using on- and off-road facilities) to connect important sites within the City (e.g. parks, public facilities, retail areas) and region. New developments, and redevelopment, shall be designed to connect to adjacent developments through sidewalk installation and/or recreational trails. The City will continue to encourage sidewalk installation where gaps are present.

Policy MT4. The City will maintain a Capital Improvement Plan to plan for the annual construction and maintenance of roads and other transportation facilities. Annual transportation investments will include funding for both traditional road improvements and alternative transportation modes such as bike trails, sidewalks, rail, bus and air facilities.

Policy MT5. The City will work with representatives from the WisDOT and Monroe County to raise awareness of local concerns when State and County highways in the area are slated for improvement. The City will coordinate improvements to adjacent local roads, when appropriate.

Policy MT6. The City will work with the Town of LaGrange and Town of Tomah to plan, construct and maintain those roadways that cross jurisdictions, including cost sharing where appropriate.

Reflections from the Community Survey

When asked to indicate three or four changes that would improve the quality of life in the Tomah area “Improving Bike and Pedestrian Facilities” ranked as the fourth highest preference. In addition, when asked how the City should prioritize maintenance and construction investments for public facilities and infrastructure, increasing investments in “Bike Routes and Trails” was the only investment chose with a majority (53.6%) indicating support for more investment dollars.

Economic Prosperity

GOAL: RETAIN, EXPAND, CREATE, AND ATTRACT BUSINESSES THAT STRENGTHEN AND DIVERSIFY THE LOCAL ECONOMY, GROW THE TAX BASE, AND ENHANCE EMPLOYEE WAGES AND BENEFITS.

Objective EP1. Tomah will focus on our existing assets, infrastructure, and location to build a resilient local economy.

Objective EP2. Tomah will have both land (space) and incentive tools to support business expansion, creation, and attraction.

Objective EP3. Downtown Tomah will be economically robust.

Objective EP4. Existing Tomah businesses will retain and expand employment.

Objective EP5. Tomah's tourism and destination travel industry will continue to grow.

Objective EP6. Tomah's retail sector will continue to expand and diversify thereby reducing leakage, increasing consumer choices, and enhancing the quality of life of the community.

Objective EP7. The per capita, median family and median household income for Tomah will increase as a percentage of County and State averages. The percentage of families living below the poverty line will also decrease.

Objective EP8. Economic development costs and benefits will be coordinated within the region and through public and private partnerships.

Policy EP1. Entrepreneurism and business growth will be enthusiastically and continuously supported in Tomah. The City will actively monitor policies to ensure that Tomah is a development-friendly

community. The City supports the idea of public-private partnerships and will work proactively with private business and landowners to facilitate investment in the community.

Policy EP2. The City's economic development strategy is to first focus on maintaining existing jobs and businesses (Maintain What We Have); second to expand existing businesses (Grow Our Own); third to create and attract businesses that complement existing businesses and regional assets (Create an Economic Development Cluster/Synergy); and fourth to create and attract new industries to the region (Diversify to become more Resilient).

Policy EP3. The City will strategically plan areas for freight intensive business growth and expansion near existing and planned transportation facilities such as Interstate access ramps, arterial roadways, the railroad, and airport. The City requires industrial or commercial businesses that generate large volumes of traffic or wastewater, or have a high water demand to locate where a full range of compatible utilities, services, roads, and other infrastructure is available to adequately support such developments.

Policy EP4. The City may offer incentives such as grants, loan interest loans, land sales, public infrastructure improvements, and tax increment financing to encourage economic development. Except under special circumstances, financial incentives should not play a major role in development projects that relocate retail business from neighboring communities, involve only residential uses, result in the development of active/prime agricultural land, do not result in higher paying jobs with benefits, or involve companies with a poor history of environmental stewardship and community involvement.

Policy EP5. The City may consider the use of public land acquisition to expand the industrial and commercial tax base of Tomah.

Policy EP6. The City will work with private landowners and State agencies to clean up contaminated or blighted sites that threaten the public health, safety and welfare and to redevelop these sites to productive uses.

Policy EP7. The City promotes its Downtown as a compact, pedestrian-oriented business district that supports retail, office, housing, and recreational uses. The City will work to develop a cohesive and attractive “feel: to the Downtown through unique streetscaping, signage, lighting, branding, outdoor art, and other public infrastructure improvements.

Policy EP8. The City supports home occupations and home-based businesses in residential districts as a means to enhance residents’ income opportunities, increase local employment, and foster business creation and entrepreneurship. However, activities that alter the residential character of the neighborhood, such as objectionable changes in traffic, noise, odor, light, or appearance of the home and property, will not be permitted.

Policy EP9. The City supports the development of farm-based businesses and cottage industries within its boundaries and extraterritorial area to support farm families and enhance the agricultural economy and identity of the area.

Policy EP10. The City will collaborate with the Chamber of Commerce, Forward Tomah Development Corporation, Monroe County, neighboring municipalities, and other economic development organizations to promote economic prosperity for the Tomah region. The City and its partners will promote local businesses, products, and community festivals in promotional materials.

Reflections from the Survey

When asked to indicate whether the City should commit additional tax dollars to attract, retain, and replace lost jobs in the private sector 43.4% indicated “Yes”, 32.3% “No,” 8.1% had “No Opinion”, and 16.2% were “Not Sure”.

When asked whether the City should offer financial incentives to encourage development and investment the majority of respondents said No for residential development and development on undeveloped land (e.g. farmland) and Yes for retail businesses, non-retail employers, development in the downtown, and development on vacant infill sites outside of the downtown.

2.2 GOALS, OBJECTIVES, & POLICIES

Agriculture & Natural Resources

GOAL: REINFORCE THE CHARACTER OF THE CITY AND SURROUNDING LANDSCAPE BY PRESERVING PRODUCTIVE AGRICULTURAL LANDS AND ACTIVITIES, RURAL VISTAS, AND NATURAL AREAS.

Objective AN1. Preserve the region's productive agricultural resources and heritage.

Objective AN2. Protect, improve and sustain our natural resources and rural vistas.

Objective AN3. Maintain and improve the water quality of Lake Tomah.

Policy AN1. The City will discourage the development of prime agricultural areas for non-agricultural uses, particularly when alternative viable sites exist.

Policy AN2. The City will explore ways of creating and supporting community gardens, greenhouses, farmer's markets, food pantries, and other similar community-based food products initiatives.

Policy AN3. The City encourages efforts by local institutions with large food service responsibilities, such as schools, hospitals, etc. to seek local food procurement options.

Policy AN4. The City will plan for a greenway system in which parks and open spaces are linked and offer connected ecological habitats.

Policy AN5. The City will support and encourage educational programming targeted at preservation and appreciation of the environment.

Policy AN6. The City promotes the conservation of urban forests and mature trees and will enhance urban streets, parking lots, and other hardscapes with native vegetation.

Policy AN7. The City will restrict development in areas that have documented threatened and endangered species, or have severe limitations due to steep slopes, soils not suitable for building, or sensitive environmental areas such as wetlands, floodplains, and streams in order to protect these areas from degradation. The City shall require these natural resources features to be depicted on all site plans, preliminary plats, and certified survey maps in order to facilitate preservation of natural resources.

Policy AN8. The City will use its zoning and subdivision powers to protect waterways, shorelines, wetlands, steep slopes and floodplain areas within the City's extraterritorial area.

Policy AN9. The City will seek to reduce non-point and point source pollution to Lake Tomah and local streams through best management practices.

Reflections from the Community Survey

When asked to indicate the three most important reasons for choosing to live in the Tomah area, the third highest response was the "Natural Beauty of the Area."

Community Facilities & Services

GOAL: MAINTAIN RELIABLE AND HIGH QUALITY SERVICES, UTILITIES, AND FACILITIES.

Objective CFS1. Ensure that public/private utilities and facilities are constructed and maintained according to professional and governmental standards to protect the public health, minimize disruption to the natural environment and to reinforce the traditional character of the City.

Objective CFS2. Monitor satisfaction with public and private utility and service providers, and seek adjustments as necessary to maintain adequate service levels.

Objective CFS3. Ensure that public facilities and services continue to meet the needs of residents and businesses, especially as new development increases demand for those facilities and services.

Objective CFS4. Mitigate the risk of impacts before a disaster, protect residents and assets as best as possible during a disaster, and successfully recover from disasters.

Objective CFS5. Maintain financial practices that allow the most efficient and effective use of tax dollars.

Policy CFS1. Sanitary Sewer – The City encourages logical, cost-efficient expansion of sanitary sewer to serve compact development patterns. The City will plan for sewer extensions on a system basis, rather than as a series of individual projects and will require that developers locate and size utilities with enough capacity to serve adjacent future growth.

Policy CFS2. Water Supply – The City will monitor the quality and quantity of water pumped from City wells to ensure the needs of the community are met in terms of health and sustainability. The City encourages programs and development techniques that support water conservation and both groundwater protection and recharge.

Policy CFS3. Utility Services and Extensions – Utilities and municipal services will be provided in accordance with development needs and the comprehensive plan. New utilities and municipal infrastructure will not represent an unreasonable cost to the City - development will pay its fair share. The City generally requires all development that relies on municipal services to be located within Tomah's corporate limits unless a boundary or developer's agreement has been executed. Non-farm development not served by public sanitary sewer and water is discouraged within areas planned for City growth, except as approved through intergovernmental planning or related agreements, consistent with adopted comprehensive plans, and designed to potentially accommodate the long-term retrofitting of public services into the development. In areas not served by municipal sewer, the City requires adherence to the Wisconsin Sanitary Code and Monroe County Sanitary Code.

Policy CFS4. Stormwater Management – The City requires that during development planning, and then site construction, natural drainage patterns (i.e. existing drainage corridors, streams, floodplains and wetlands) are preserved and protected. Developers will be responsible for erosion control and stormwater quality and quantity control both during and after site preparation and construction activities in accordance with applicable local,

county or state regulations. The City encourages the use of stormwater management devices that improve the quality and reduce the quantity of runoff (e.g. rain gardens, infiltration basins, vegetated swales) in the design of stormwater management plans and a general effort to reduce the amount of impervious surfaces within new or existing developments.

Policy CFS5. Solid Waste and Recycling – The City annually reviews levels of service provided by the contracted solid waste disposal and recycling services and will meet with them as necessary to address any concerns raised by residents or local businesses. The City encourages participation in recycling and clean sweep programs for the disposal of hazardous materials.

Policy CFS6. Parks – The City will work to meet the recreational needs of its residents, and coordinate City activities through its website. The City will create and maintain a five-year Comprehensive Outdoor Recreation Plan to coordinate and prioritize long-term park and recreation improvements, and to maintain eligibility for park acquisition and improvement grant programs. The City encourages the connectivity of local parks and recreational facilities with regional facilities, via bicycle trails or marked routes on existing roads. The City requires all proposed residential subdivision developments to dedicate land, or pay a fee in lieu thereof, for public parks, recreation and open space acquisition and development (in accordance with State Statute).

Policy CFS7. Power Plants, Transmission Lines, and Telecommunication Facilities – The City will work with representatives from the Public Service Commission and energy providers to raise awareness of local concerns during the planning and siting of any major transmission

lines, facilities, natural gas lines, wind towers or telecommunication towers. If such facilities are proposed, they should be located in an area safely away from existing or planned residential areas and should avoid environmentally sensitive areas. Underground placement and co-location (or corridor sharing) of utilities is encouraged and the City will investigate the costs of burying utility lines as part of street reconstruction projects.

Policy CFS8. Energy Conservation – The City supports the efforts of energy providers, government agencies and others, to inform residents about energy conservation measures. The use of energy-efficient materials or designs is highly encouraged for new building construction. The City will consider the use of energy efficient alternatives when upgrading local buildings or equipment.

Policy CFS9. Renewable Energy Facilities – The City will work with energy providers and land owners to support appropriate applications of renewable energy and utilization of on-site distributed energy generation (e.g., solar, wind, geo-thermal, biomass, solid waste) as a means of protecting the City against future fluctuations in energy costs. The City allows the installation of solar and wind energy systems in line with WI State Statute 66.0401.

Policy CFS10. Schools – The City collaborates with the Tomah School District and post-secondary institutions, such as Western Technical College, to provide high quality educational facilities and opportunities for City residents, and will actively participate in the planning and siting of any new school facility in the community or the adaptive reuse of decommissioned school properties. The City will collaborate with area schools to maximize the community's capital investment in school

facilities by making those facilities readily available, as feasible, for other uses that support social interaction and health within the community, such as community meetings, neighborhood festivals, youth and adult sports.

Policy CFS11. Libraries – The City collaborates with the Tomah Public Library to maintain and improve access to public library facilities for City residents.

Policy CFS12. Special Needs Facilities – The City works with Monroe County and adjacent communities to maintain and improve access to special needs facilities (e.g. health care, senior care, etc.) for area residents. The City will collaborate with local non-profits and social service agencies to ensure there are adequate resources for all residents and that service is fair and equitable.

Policy CFS13. Emergency Services – The City works through its Police Department, Fire Department, and Tomah Area Ambulance Service to maintain adequate provision of emergency services (i.e. fire, police, EMS) for City residents and businesses, and will review service provision levels with the appropriate departments/agencies annually. The City encourages opportunities for intergovernmental cooperation on emergency services.

Policy CFS14. Hazards – The City encourages disaster preparedness, including resilient zoning and building practices and materials, establishment of disaster response and recovery plans by the City, families and businesses, and maintenance of emergency kits and supplies as recommended by the Federal Emergency Management Agency (FEMA). When forewarning is possible, the City will strive to keep citizens accurately apprised of the situation and possible outcomes. The City will plan

for the effective delivery of emergency services and basic human needs in the event of a disaster. The City will work with non-profits, human services agencies, and emergency management agencies to plan for efficient disaster response that meets the needs of all in the community.

Policy CFS15. City Facilities - The City annually evaluates the condition of the City's facilities and associated equipment to ensure that it will continue to meet City needs. Upgrades for handicap accessibility will be considered for all City facilities (including parks) whenever changes are made to those facilities. The City will continue to use its Five-Year Capital Improvement Plan to coordinate and prioritize long-term public needs.

Policy CFS16. City Fees - The City requires developer agreements or fees to recoup the costs associated with processing, reviewing or inspecting building or land use proposals and permits, including pass through fees of consultants hired by the City to perform these services. The City may also assess impact fees to recoup the measurable capital costs necessary to support new developments (in accordance with State Statutes).

Policy CFS17. City Finances - The City will manage the ratio of general obligation debt to overall revenues at an appropriate.

Reflections from the Community Survey

When asked how the City should prioritize spending on a variety of public services a majority of respondents indicated increased investment for “Programs for the Youth”, “Economic Development”, and “Recreational Programs”.

Community Character

GOAL: ENSURE HIGH QUALITY SITE AND BUILDING DESIGNS WITHIN THE COMMUNITY TO UPHOLD PROPERTY VALUES, ATTRACT NEW DEVELOPMENT, AND REINFORCE THE CHARACTER OF THE CITY.

Objective CC1. Guide the design of new development such that new development and existing development can coexist in an attractive manner.

Objective CC2. Safeguard the city's architectural, historic, aesthetic, and cultural heritage.

Objective CC3. Maintain site and building design guidelines or standards for new development, especially multifamily and commercial developments, which establishes a small-town, "pedestrian-oriented" environment.

Objective CC4. Enhance the aesthetic appearance of the City, especially along Superior Avenue and along community gateways

Policy CC1. Utilities – The City desires to bury overhead utilities lines and will evaluate the cost of doing so during street reconstruction projects.

Policy CC2. Historic Resources – The City will preserve and celebrate landmark buildings. Adaptation and reuse of existing structures that have historic architectural character is strongly encouraged, and the City will review and guide adaptations through the design review process. The City supports community events and programs that celebrate the history and culture of Tomah. The City will ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or other development activities. Construction activities on a development site shall cease when unidentifiable

archaeological artifacts are uncovered during either land preparation or construction. The developer shall notify the City of such discovery.

Policy CC3. Context Sensitive Design – In areas with significant environmental sensitive resources or prime agricultural land, the City encourages the use of cluster development in and adjacent to the City's municipal boundary, and conservation subdivision design in rural sections of the Planning Area. Both design practices are alternatives to conventional land division practices, and help to protect the rich natural and agricultural resources of the region. Refer to Figure 3.1, Chapter 3, for strategies to assist guiding the design of future cluster or conservation subdivisions.

Policy CC4. Single-Family Residential – The City encourages well-designed neighborhoods that reflect aspects of Traditional Neighborhood Design principles. Refer to Figure 3.2, Chapter 3, for strategies to assist guiding the design of future single-family residential development.

Policy CC4. Multi-Family Residential – The City encourages proposed multi-family housing be designed to blend in with traditional neighborhoods. Refer to Figure 3.3, Chapter 3, for strategies to assist guiding the design of future multi-family residential development.

Policy CC4. Commercial & Industrial Development – Commercial and industrial uses provide the City with economic stability and provides goods, services, and jobs for its residents. However, the buildings designed for these uses are often not adaptable for another use after the initial user leaves. Refer to Figure 3.4-3.7, Chapter 3, for strategies to assist guiding the design of future business development.

Reflections from the Community Survey

When asked about community characteristics a majority of respondents (68.2%) indicated that “Property upkeep/cleanliness” was poor to fair in the City, while only 40.2% indicated this aspect of the City was good to excellent.

Collaboration & Partnerships

GOAL: MAINTAIN MUTUALLY BENEFICIAL RELATIONSHIPS AND PARTNERSHIPS WITH NEIGHBORING MUNICIPALITIES, MONROE COUNTY, STATE AND FEDERAL AGENCIES, AND THE SCHOOLS, COLLEGES AND UNIVERSITIES SERVING TOMAH RESIDENTS.

Objective CP1. Tomah will think regionally while acting locally.

Objective CP2. Reduce costs and improve quality of municipal services through partnerships with neighboring towns and municipalities.

Objective CP3. Ensure adequate school facilities by coordinating and communicating growth plans with the Tomah School District.

Objective CP4. Communicate clearly with the Town of La Grange, Town of Tomah and Monroe County to establish mutually agreeable development goals and objectives in the Tomah’s extraterritorial area.

Objective CP5. Leverage Western Technical College and University Extension resources to help the City further its planning and economic development interests.

Policy CP1. The City encourages an efficient and compatible land use pattern that minimizes conflicts between land uses across municipal boundaries and preserves natural resources in mutually agreed areas. To the extent possible, the City will coordinate its Comprehensive Plan with Monroe County’s, the Town of La Grange’s, and Town of Tomah’s Comprehensive Plan.

Policy CP2. Where intergovernmental cooperation efforts do not yield mutually agreeable results, the City may utilize its zoning, subdivision, official mapping and extraterritorial powers where necessary to protect City interests and coordinate development in the Planning Area with the City’s Comprehensive Plan.

Policy CP3. Prior to the adoption of the Tomah Comprehensive Plan, and for subsequent updates, the City will request comments from Tomah School District officials, neighboring municipalities, and Monroe County. When full updates of this plan are required (i.e. every 10 years statutorily) the City will invite the Town Board’s for La Grange and Tomah to designate at least one representative from their community to participate in the planning process.

Policy CP4. The City will actively participate, review, monitor, and comment on pending plans from neighboring municipalities, Monroe County, and State or Federal agencies on land use or planning activities that would affect Tomah.

Policy CP5. The City will continue to work with neighboring municipalities and Monroe County to identify opportunities for shared services or other cooperative planning efforts. This may include, for example, shared municipal facilities, sharing recreation facilities, and renting street maintenance equipment from neighboring municipalities.

Land Use

GOAL: TOMAH WILL HAVE AN ADEQUATE SUPPLY OF MUNICIPAL SERVICED LAND TO ACCOMMODATE GROWTH IN RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL USES, LOCATED IN APPROPRIATE PLACES.

Objective L1. The supply of land to accommodate new development will be adequate to satisfy local demand.

Objective L2. The City's growth areas will be protected from development incompatible with City growth.

Objective L3. Development will use land, utilities, and community services as efficiently as possible.

Objective L4. Development and redevelopment in existing developed areas and growth areas will establish or enhance neighborhoods.

Policy L1. The City will work to ensure availability of appropriately zoned land for various types of development, recognizing that an efficient market requires a choice of multiple suitable sites.

Policy L2. The City will be proactive in efforts to increase supply for uses as necessary, including comprehensive plan amendments and, if necessary and feasible, the use of financial incentives to specifically encourage an increase in supply of land, space or units if the market is for some reason not naturally responding to demand.

Policy L3. Neighborhoods will generally include a mix of residential types and densities. Businesses uses will be strategically located throughout the City so that small scale retail uses are within proximity to all neighborhoods and office and industrial uses are located adjacent to major transportation routes and existing or planned infrastructure.

Policy L4. The City will collaborate with Monroe County, Town of LaGrange, and Town of Tomah to encourage new development within the City's 1.5-mile extraterritorial jurisdiction that is compatible with the use, density, and configuration recommendations of this plan. Any development in the 1-1/2 mile extraterritorial planning area should be consistent with the City Subdivision Ordinance.

Policy L5. Development in growth areas will occur incrementally, outward from the existing urban edge. Leapfrog development is strongly discouraged.

Policy L6. Infill development where City roads and utilities already exist is a priority for the City and is strongly encouraged.

Policy L7. Any development with uses more intensive than neighboring residential uses will utilize siting and screening techniques to minimize a negative impact on those uses due to noise, light, traffic, etc.

Policy L8. The City will utilize the Planned Unit Development Process, as appropriate, to achieve projects that integrate residential and non-residential uses in creative ways not achievable with standard zoning.

Reflections from the Community Survey

When asked about the supply of various retail and service businesses in the Tomah area, a majority of respondents indicated more "Downtown Retail Shopping/Services", "Department Stores", "Sit-down Restaurants", and "Grocery Stores" are need.



1
2
3
4

Appendix A
Appendix B
Appendix C

Future Land Use

There are many unique uses of land across Tomah, and many more ways to configure those uses. It is the City’s responsibility to regulate where and how development occurs so that conflict between incompatible uses is minimized, land and infrastructure are used as efficiently as possible, and Tomah continues to grow as a pleasant, attractive place to live and work. This chapter outlines the desired future land use for Tomah and the surrounding area, including categories of land use, and strategies for development design consistent with the goals, objectives, and policies defined in Chapter 2.

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3.1 FUTURE LAND USE MAP

Using the Future Land Use Map

The Future Land Use Map (opposite) identifies categories of similar use, character and density. These categories, and associated policies, are described in the preceding pages, including explanation of the City's intent and design and development strategies for each.

This map and the corresponding text are to be consulted whenever development is proposed, especially when a zoning change or land division is requested. Zoning changes and development shall be consistent with the use category shown on the map and the corresponding text.

Where uses in this map differ from the current use, it is not the general intent of the City to compel a change in zoning or a change in use. Except in rare instances when the City may actively facilitate redevelopment of a priority site, the City's use of this map will be only reactive, guiding response to proposals submitted by property owners.

Amending the Future Land Use Map

It may from time to time be appropriate to consider amendments to the Future Land Use Map. See Chapter 4 for a description of the procedural steps for amending any aspect of this plan. The following criteria should be considered before amending the map.

Agricultural

The land does not have a history of productive farming activities or is not viable for long-term agricultural use. The land is too small to be economically used for agricultural purposes, or is inaccessible to the machinery needed to produce and harvest products.

Compatibility

The proposed development will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing residential neighborhoods. A petitioner may indicate approaches that will minimize incompatibilities between uses.

Natural Resources

The land does not include important natural features such as wetlands, floodplains, steep slopes, scenic vistas or significant woodlands, which will be adversely affected by the proposed development. The proposed building envelope is not located within the setback of Shoreland and Floodplain zones (raised above regional flood line). The proposed development will not result in undue water, air, light, or noise pollution. Petitioner may indicate approaches that will preserve or enhance the most important and sensitive natural features of the proposed site.

Emergency Vehicle Access

The lay of the land will allow for construction of appropriate roads and/or driveways that are suitable for travel or access by emergency vehicles.

Ability to Provide Services

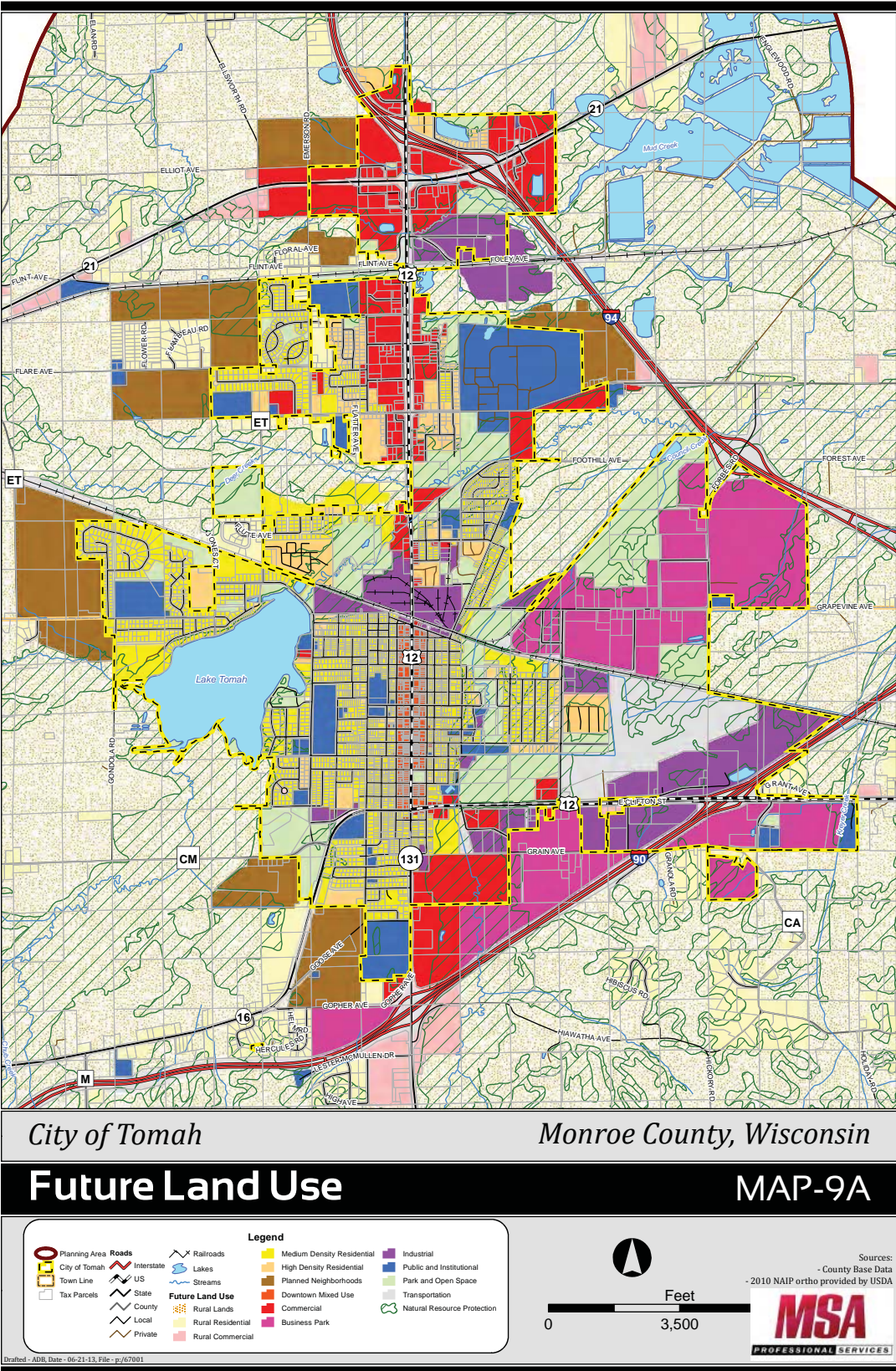
Provision of public facilities and services will not place an unreasonable financial burden on the City. Petitioners may demonstrate to the City that the current level of services in the City, or region, including but not limited to school capacity, transportation system capacity, emergency services capacity (police, fire, EMS), parks and recreation, library services, and potentially water and/or sewer services, are adequate to serve the proposed use. Petitioners may also demonstrate how they will assist the City with any shortcomings in public services or facilities.

Public Need

There is a clear public need for the proposed change or unanticipated circumstances have resulted in a need for the change. The proposed development is likely to have a positive fiscal impact on the City. The City may require that the property owner, or their agent, fund the preparation of a fiscal impact analysis by an independent professional.

Adherence to Other Portions of this Plan

The proposed development is consistent with the general vision for the City, and the other goals, objectives, and policies of this plan.



Refer to Appendix C for a full page copy of the Future Land Use Map

3.2 FUTURE LAND USE CATEGORIES

Interpreting Boundaries

Where uncertainty exists as to the boundaries of districts shown on the Future Land Use Map, the following rules will apply.

1. Boundaries indicated as approximately following the centerlines of streets, highways, or alleys will be construed to follow such centerlines.
2. Boundaries indicated as approximately following platted lot lines or U.S. Public Land Survey lines will be construed as following such lot lines.
3. Boundaries indicated as approximately following municipal boundaries will be construed as following such boundaries.
4. Boundaries indicated as following railroad lines will be construed to be midway between the main tracks.
5. Boundaries indicated as following shorelines and floodplains, will be construed to follow such shorelines and floodplains, and in the event of change in the shorelines and floodplains, it will be construed as moving the mapped boundary.
6. Boundaries indicated as following the centerlines of streams, rivers, canals, or other bodies of water will be construed to follow such centerlines.
7. Boundaries indicated as parallel to extension of features indicated in the preceding above will be so construed. The scale of the map will determine distances not specifically indicated on the map.

Future Land Use Categories

The future land use categories identify areas of similar use, character and density. These classifications are not zoning districts - they do not legally set performance criteria for land uses (i.e. setbacks, height restrictions, density, etc.); however, they do identify those City of Tomah Zoning Ordinance districts that currently fit within each future land use category. The illustrations and strategies listed within each category are provided to help landowners and City officials make design decisions during the development process consistent with the intent of the land use category. These strategies may be used to help determine whether to approve a rezoning, which zoning district to apply, and what conditions to set, if any. Some categories also feature design recommendations.

The identification of future land use categories and associated uses does not comply the City to approve any and all development petitions consistent with the future land use category. Other factors will have to be considered, such as the quality of the proposed development, its potential effect on adjacent properties, and ability to provide services to the site, and the phasing of development before an application is approved.

The **thirteen** categories designated on the Future Land Use Map are:

- **RL** - Rural Lands
- **RR** - Rural (Low Density) Residential
- **RC** - Rural Commercial
- **MDR** - Medium Density Residential
- **HDR** - High Density Residential
- **DMU** - Downtown Mixed Use
- **C** - Commercial
- **BP** - Business Park
- **I** - Industrial
- **PBI** - Public and Institutional
- **POS** - Parks, Recreation & Open Space
- **NRP** - Natural Resource Protection
- **SPA** - Special Planning Area

Rural Lands

The Rural Lands (RL) category is intended to preserve land and rural character in areas deemed unlikely or infeasible for urban development prior to 2033. Typical uses in these areas include open space, farming, farmsteads, agricultural businesses, forestry, quarries, and limited rural residential on well and septic systems.

Suitable Zoning Districts:

Areas identified as Rural Lands within the Town of LaGrange and Town of Tomah are regulated by the Monroe County Zoning Code. Generally acceptable zoning districts within RL areas include: General Agriculture (GA), Exclusive Agriculture (EA), Agriculture Only (AO), General Forestry (GF), Exclusive Forestry (EF), Wilderness (W), and Wetland (W-1). Any areas identified as Rural Lands which become annexed to the City of Tomah may be temporarily zoned to either the City's Agricultural (A-1) or Conservancy (C-1) district.

Land Use Strategies:

1. Development shall be located in order to minimize the fragmentation of productive agricultural land and to minimize any disruption to existing farm operations. New access points on to state highways should be avoid when possible, particularly those intended on serve only one property.
2. The preferred gross residential density is one (1) dwelling unit per thirty-five (35) acres (.0285 units/acre), or more, of contiguous land under single ownership, rounded to the nearest whole number. The preferred minimum lot size is two acres.
3. The development of residential subdivisions is prohibited in areas designated as Rural Lands. Proposals for residential subdivisions shall require an amendment to the Future Land Use Map to the Rural Residential land use classifications, or the Medium or High Density Residential classification in cases of annexation.

Figure 3.1 Conservation Design Strategies



Discouraged Layout



Desirable Layout #1



Desirable Layout #2



CONSERVATION DEVELOPMENT



Conservation development usually attempts to hide development from the main road(s) through natural topography, landscape buffers and setbacks in order to preserve rural character.

3.2 FUTURE LAND USE CATEGORIES

Rural (Low Density) Residential

The Rural Residential (RR) category includes non-farm residential development and rural subdivisions on well and septic systems. The primary intent of RR areas is to allow for some rural non-farm residential development particularly in areas where urban development is unlikely to occur and in areas with non-productive agricultural soils or agricultural uses. Rural residential subdivisions are strongly encouraged to utilize conservation or cluster design strategies (refer to Figure 3.1)

Suitable Zoning Districts:

Areas identified as Rural Residential within the Town of LaGrange and Town of Tomah are regulated by the Monroe County Zoning Code. Generally acceptable zoning districts within RR areas include: Rural Residential (R-3), Suburban Residential (R-2), and Urban Residential (R-1). Any areas identified as Rural Residential which become annexed to the City of Tomah shall be zoned to one of the City's residential zoning districts.

Land Use Strategies:

1. Development shall be located in order to minimize the fragmentation of productive agricultural land and to minimize any disruption to existing farm operations. New access points on to state highways should be avoid when possible, particularly those intended on serve only one property.
2. The preferred gross residential density is one (1) dwelling unit per five (5) acres (0.2 units/acre), or less, of contiguous land under single ownership, rounded to the nearest whole number. The preferred minimum lot size is two acres. Densities may exceed one dwelling unit per five acres of land if a developer proposes a conservation subdivision or cluster development, if urban services are extended to the development or a community wastewater system is proposed. After exceptions have been granted, gross density shall not exceed one (1) dwelling unit per two (2) acres of contiguous land under single ownership, rounded to the nearest whole number.

3. No businesses shall be permitted except for approved home businesses.

Rural Commercial

The Rural Commercial (RC) category includes business and limited industrial uses on well and septic systems. The primary intent of Rural Commercial areas is to allow for some rural non-farm commercial uses particularly in areas where urban development is unlikely to occur, in areas with non-productive agricultural soils or agricultural uses, and along major transportation corridors. In these areas the best uses will typically be those that are rural in nature (e.g. veterinarian clinic, agricultural businesses, blacksmith, nurseries, greenhouses, etc.).

Suitable Zoning Districts:

Areas identified as Rural Commercial within the Town of LaGrange and Town of Tomah are regulated by the Monroe County Zoning Code. Generally acceptable zoning districts within RR areas include: Business (B), Interstate Business (IB), and Industrial (I). Any areas identified as Rural Commercial which become annexed to the City of Tomah shall be zoned to one of the City's business or industrial zoning districts.

Land Use Strategies:

1. Development shall be located in order to minimize the fragmentation of productive agricultural land and to minimize any disruption to existing farm operations. New access points on to state highways should be avoid when possible, particularly those intended on serve only one property.
2. Where businesses are proposed adjacent to existing or planned residential developments care should be taken to reduce potential land use conflicts using the design strategies.
3. The preferred minimum lot size is two acres.

Medium Density Residential

The Medium Density Residential (MDR) areas are intended for housing with densities that range from two to five units per acre. Neighborhood areas classified as MDR will typically be predominately single-family detached units with the potential for some duplex, four plex, and other lower density attached housing developments.

Suitable Zoning Districts:

Areas identified as Medium Density Residential are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within MDR areas include: Single-Family Residential (R-1), One- and Two-Family Residential (R-2), and Zero Lot Line Residential (R-6).

Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. Though medium density housing is the predominant use in most neighborhoods, healthy, balanced neighborhoods may also include other uses that support the needs of residents, including:
 - Parks and recreational facilities
 - Small municipal and institutional facilities (e.g. learning center, library, fire station, etc.)
 - Community centers
 - Places of worship
 - Day care centers
 - Small pockets of High Density Residential
 - Small commercial uses that serves neighborhood needs.
3. The City encourages residential projects (new construction and remodeling) to incorporate design strategies that will maintain neighborhood property values over time and enhance the social function and safety of the neighborhood.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the home, with layers of increasingly private space in between.

Consider the following techniques (see Figure 3.2):

- A) The front door should face the street and there should be a clear route to the door from the street or sidewalk.
- B) There should be windows on the street facade
- C) Building setbacks will vary according to building type and lot size, but should generally not exceed 30 feet.
- D) Incorporate a covered front porch, or at least a raised stoop, preferably covered.
- E) Utilize low fences, hedges, or other landscaping to establish a layer of privacy behind the sidewalk.

Relationship among buildings: Buildings within a neighborhood should be both cohesive and varied.

Consider the following techniques:

- A) Homes along a street should utilize similar setbacks to establish a consistent “street wall”.
- B) Home sizes may vary along a street, but should utilize design techniques such as similar roof line heights and deeper setbacks for portions of wider houses to minimize apparent size variations.
- C) The mix of architectural themes or styles should generally be consistent within a neighborhood, but repeated use of identical floor plans or colors is strongly discouraged, especially for adjacent buildings.

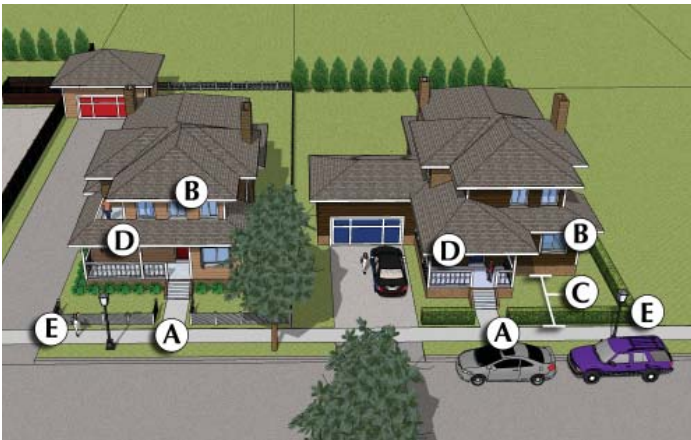
3.2 FUTURE LAND USE CATEGORIES

Garages: Consider garage location and scale to avoid a “garage-scape” street appearance.

Landscaping: Provide generous landscaping, with an emphasis on native plant species, especially along street frontages.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare, light trespass and light pollution (*see side bar*). Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples). (*Refer to Figure 3.7*)

Figure 3.2 Single-Family Design Strategies



This graphic illustrates how a single-family homes can use varying techniques to create a relationship with the street (*see text for technique descriptions*)

High Density Residential

The High Density Residential (HDR) areas are intended for housing with densities that exceed five units per acre. Uses in this category include single-family detached, duplexes/twinhomes, four plex, townhouses, row houses, apartment buildings, and senior housing.

Suitable Zoning Districts:

Areas identified as High Density Residential are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within HDR areas include: One- and Two-Family Residential (R-2), Multi-Family Residential (R-3), Manufactured Home Residential (R-4), Mobile Home (R-5), and Zero Lot Line Residential (R-6).

Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. Though high density housing is the predominant use in most neighborhoods, healthy, balanced neighborhoods may also include other uses that support the needs of residents, including:

- Parks and recreational facilities
- Small municipal and institutional facilities (e.g. learning center, library, fire station, etc.)
- Community centers
- Places of worship
- Day care centers
- Small pockets of Medium Density Residential
- Small commercial uses that serves neighborhood needs.

3. The City encourages residential projects (new construction and remodeling) to incorporate design strategies that will maintain neighborhood property values over time and enhance the social function and safety of the neighborhood. The following strategies apply mostly to multi-family formats - for higher density single-family developments, see the MDR design strategies.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the building, with layers of increasingly private space in between.

Consider the following techniques (*see side bar*):

- A) The front door should face the street and there should be a clear route to the door from the street or sidewalk.
- B) There should be windows on the street facade
- C) Building setbacks will vary according to building type and lot size, but should generally not exceed 30 feet.
- D) Utilize low fences, hedges, or other landscaping to establish a layer of privacy behind the sidewalk.

Relationship among buildings: Buildings within a neighborhood, or within a single development, should be both cohesive and varied.

Consider the following techniques:

- A) When adjacent to lower density residential buildings, larger buildings should incorporate strategies to minimize the apparent size of the building, including flat roofs instead of pitched roofs, deeper setbacks for upper stories, and/or variation in the depth of setback along the building facade.
- B) The mix of architectural themes or styles should generally be consistent within a neighborhood or development, but there should be variation in floor plan, facade design, and color choice to avoid monotony.

Garages: Street-facing garage doors should be avoided whenever possible. When necessary, street-facing garages should be set back at least 10 feet behind the front façade of the building.

Landscaping: Provide generous landscaping, with an emphasis on native plant species, especially along street frontages. Use trees and low bushes in and around parking areas

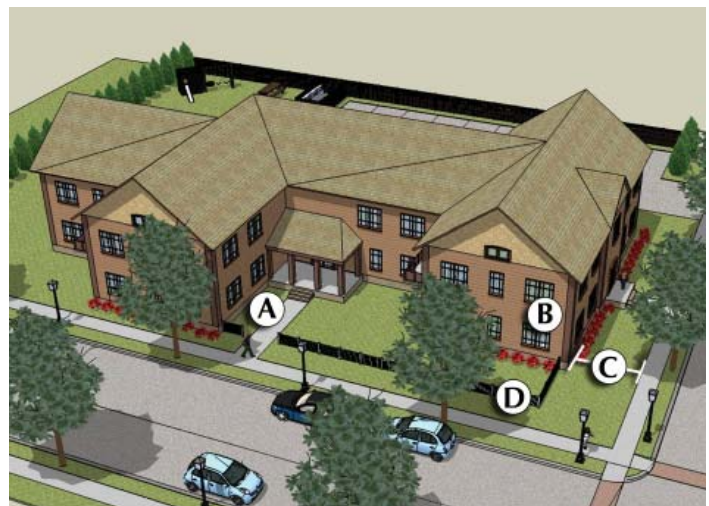
to partially obscure views of parking while retaining visual connections to maintain personal safety.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare, light trespass and light pollution. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples). (*Refer to Figure 3.7*)

Common Open Space: Provide gardens, grass areas, and playgrounds to serve the needs of residents.

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, and outdoor storage, should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. (*Refer to Figure 3.7*)

Figure 3.3 Multifamily-Family Design Strategies



This graphic illustrates how a multi-family building can use varying techniques to create a relationship to the street (*see text for technique descriptions*)

Downtown Mixed Use

The Downtown Mixed-Use (DMU) area is intended to provide a unique mix of commercial, residential, public and related uses in a pedestrian-friendly environment. It is expected that the downtown area will continue to include a mix of retail and service commercial, office, institutional, higher density residential, public uses and/or park and recreation uses. Uses in the DMU area are expected to be integrated both vertically and horizontally.

Suitable Zoning Districts:

Areas identified as Downtown Mixed Use are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within DMU areas include: Business (B), Multi-Family Residential (R-3), and Zero Lot Line Residential (R-6). In addition, those properties between McLean Ave and the alley running parallel to Superior Ave., and between Kilbourn Ave. and the alley running parallel to Superior Ave., may be zoned for One- and Two-Family Residential (R-2).

Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. The City encourages all new development, or exterior site and building renovations, in the downtown area to maintain the urban fabric and character. New buildings should fit their context by including the following techniques.

Design Context and Architectural Character:

New buildings should fit their context. Consider the following techniques:

A) The surrounding context, especially adjacent buildings, should always be documented and considered before design begins. City reviewers should require photos of this context during the review process.

B) Buildings should incorporate architectural elements that provide visual interest and human scale, such as differentiation of the ground floor level, awnings or canopies over entrances, etc.

C) It is not necessary to replicate historic architectural styles with new buildings, but there should be some consistency of the scale and rhythm of design features, such as windows and floor heights, that help fit a new building within a block of older buildings

D) Building materials should be consistent with other nearby buildings. Brick and stone are strongly encouraged in most parts of downtown, but other quality, long-lasting materials may be appropriate in some places.

D) Building design and signage should incorporate small accents that celebrate the City's history (e.g. Gasoline Alley), culture, and industries (e.g. Cranberry Country).

Building Height: Multi-story buildings are strongly encouraged on all downtown sites.

Relationship to the Street: Buildings and sites should be designed to establish visual and physical connections between the public realm of the street and the private realm of the building. Consider the following techniques (see Figure 3.4):

A) In most cases there should be no setback from the sidewalk, though occasional partial setbacks to create usable space, as for an outdoor seating area, are acceptable. Shallow setbacks may be permissible for properties that do not face Superior Ave.

B) The front door should face the primary street.

C) There should be clear vision windows on the street facade. Retail and service spaces should have large, clear windows that provide good visual connection between the building interior and the sidewalk.

Garages: Street-facing garages doors should be avoided whenever possible.

Parking: Front yard parking is not permitted. Side yard parking should be separated from the sidewalk by a low fence or landscape buffer to partially obscure views of parking while retaining visual connections to maintain personal safety. (Refer to Figure 3.5)

Landscaping: In places where the building is not building at the front property line, hardscape improvements and native plants should be used to provide visual interest and a comfortable pedestrian environment.

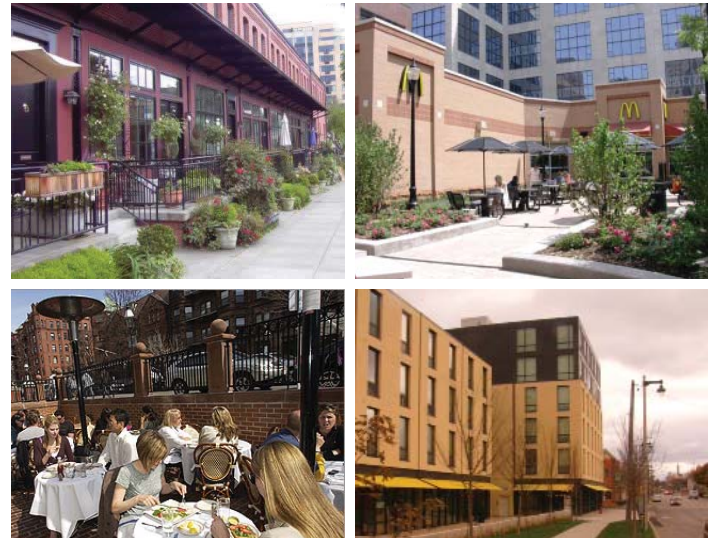
Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution, and especially to avoid light trespass to residential uses. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples). (Refer to Figure 3.7)

Signs: Signs should be pedestrian-scaled. Desired sign types include building-mounted, window, projecting, monument and awning. Signs should not be excessive in height or square footage. (Refer to Figure 3.4 & Figure 3.5)

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. (Refer to Figure 3.7)

Stormwater: Green roofs, permeable pavement and other stormwater management technologies should be utilized as feasible to filter pollutants and infiltrate or delay runoff. (Refer to Figure 3.6)

Figure 3.4 Downtown Design Strategies



Above are examples of landscaped street edges where the building is set back from the street. In some instances, the set back area includes outdoor seating areas.



Preferred pedestrian-scaled sign alternatives

3.2 FUTURE LAND USE CATEGORIES

Commercial

Commercial (C) areas are intended for retail, service, and office uses that serve neighborhood, community and regional markets. Examples include large retail and service businesses, offices, clinics and health care facilities, hotels, restaurants and entertainment businesses, storage, and automobile sales and services. The type and size of use will be determined by location and market forces.

Suitable Zoning Districts:

Areas identified as Commercial are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within C areas include: Business (B), Office Business (B-1), and Highway Business (B-2).

Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. Commercial areas should generally be served by a contiguous sidewalk network and safe bike routes.
3. The City encourages and supports investment in older commercial uses and sites in existing neighborhoods. Older commercial sites with depilated buildings should be targeted for redevelopment into new commercial or residential uses through the use of all economic development tools at the City's disposal.
4. The City encourages for all commercial projects the use of design strategies that will maintain property values over time. This section offers different strategies for highway settings and neighborhood settings in some categories.

Relationship to the Street: The building should be designed such that the primary building facade is oriented towards the street (toward the larger street on corner lots) and should have a public entrance.

Architectural Character: The building should be designed using architectural elements that provide visual interest and a human scale that relates to the surrounding neighborhood context.

Building Materials: The building should be constructed of high quality, long lasting finish materials, especially along prominent facades with frequent customer traffic.

Building Projections: Canopies, awnings, and/or gable-roof projections should be provided along facades that give access to the building.

Signs: Signs should be not larger or taller than necessary based on the context of the site, and within the limits established by the zoning ordinance. (Refer to Figure 3.4 & Figure 3.5)

Highway commercial: desired sign types include building-mounted, monument.

Neighborhood commercial: desired sign types include building-mounted, window, projecting, monument and awning.

Parking: Front yard parking should be limited; side yard, rear yard, or below building alternatives are preferred. Shared parking and access between properties is encouraged to minimize curb cuts and make more efficient use of land and paved surfaces. Landscaping and trees should be incorporated into all surface parking areas to improve aesthetic and environmental performance. Vegetative buffers should be

provided between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should be separated from parking stalls to reduce congestion. (Refer to Figure 3.5)

Landscaping: Generous landscaping should be provided with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Use trees and low bushes in and around parking areas to partially obscure views of parking while retaining visual connections to maintain personal safety.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution, and especially to avoid light trespass to nearby residential property. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples). (Refer to Figure 3.7)

Stormwater: Rain gardens, bio-retention basins, permeable pavement and other stormwater management technologies should be utilized to filter pollutants and infiltrate runoff. (Refer to Figure 3.6)

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. (Refer to Figure 3.7)

Figure 3.5 Commercial Design Strategies



The above concept illustrates shared parking between two developments connected by an access drive, and includes vegetative buffers along all pedestrian routes.



The examples above illustrate ways to landscape parking areas, including along the street frontage, in parking islands and medians, and between incompatible land uses.



Awnings (left) or canopy structures (right) help define the building entrances and provide visual interest along the street frontage.

Business Park

Business Park (BP) areas are intended for offices, showrooms, warehousing, storage, and light industrial uses with associated office functions. Business park developments are usually designed in a unified manner and feature both public and private landscaping, and common directory signage and/or entry features.

Suitable Zoning Districts:

Areas identified as Business Park are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within BP areas include: Office Business (B-1), Highway Business (B-2), Limited Industrial (M-1), and General Industrial (M-2).

Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. Business Park areas should generally be served by a contiguous sidewalk network and safe bike routes.
3. The City encourages the use of design strategies that will maintain property values over time in business park areas.
4. The City encourages the use of design strategies that will maintain property values over time in business park areas.

Relationship to the Street: Buildings should be designed such that the primary building facade and entrance are oriented towards the street (toward the larger street on corner lots).

Architectural Character: Buildings should be designed using architectural elements that provide visual interest. A consistent design theme or style among different sites is not necessary.

Building Materials: Buildings should be constructed of high quality, long lasting finish materials.

Building Entrances: Building entrances should utilize architectural features that make them easy to find and which provide some measure of protection from the elements immediately in front of the door.

Signs: Signs should be not larger or taller than necessary based on the context of the site, and within the limits established by the zoning ordinance. Common directory signs at business park entrances and a common style or format for all sites are encouraged. (*Refer to Figure 3.6*)

Parking: Parking should be in the side yard or rear yard wherever feasible. Front yard parking should be limited to one double-loaded aisle. Shared parking among neighboring sites is encouraged to make more efficient use of land and paved surfaces. Vegetative buffers should be provided in parking lots between pedestrian circulation routes and vehicular parking/circulation. The use of on-street parking is encouraged. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking. (*Refer to Figure 3.5*)

Landscaping: Generous landscaping should be provided with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Use trees and low bushes in and around parking areas to partially obscure views of parking while retaining visual connections to maintain personal safety.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution, and especially to avoid light trespass to any nearby residential property. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples). (Refer to Figure 3.7)

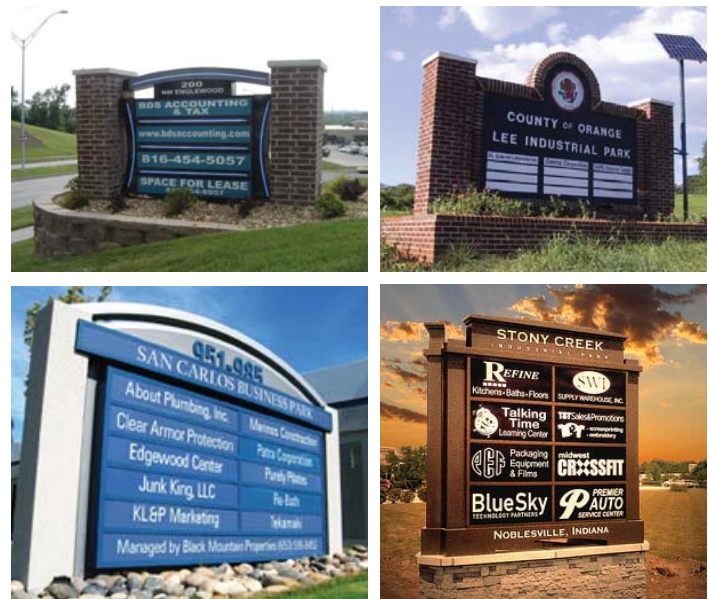
Stormwater: Rain gardens, bio-retention basins, permeable pavement and other stormwater management technologies should be utilized to filter pollutants and infiltrate runoff. (Refer to Figure 3.6)

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. (Refer to Figure 3.7)

Figure 3.6 Business Park Design Strategies



There are many ways to architecturally define building entrances on office/industrial buildings. Above are a few examples with a varying degrees of protection provided.



Examples of common directory signs at business/industrial park entrances.



Stormwater management techniques (from left to right): rain garden, bio-swale, pervious pavers, & porous pavement

Industrial

Industrial (I) areas are intended for light or heavy manufacturing, warehousing, distribution, wholesale trade, accessory offices, and similar uses. Industrial areas are typically larger, individual sites not part of a larger business park.

Suitable Zoning Districts:

Areas identified as Industrial are regulated by the City of Tomah Zoning Code. Generally acceptable zoning districts within I areas include: Limited Industrial (M-1), General Industrial (M-2), and Highway Industrial (M-3).

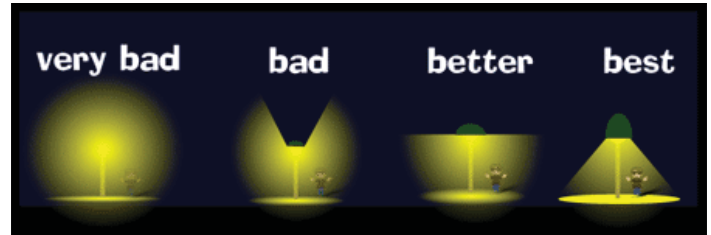
Land Use Strategies:

1. Urban services will be required for all new development, including municipal water, wastewater, and stormwater management systems.
2. Industrial areas should be located near regional transportation routes. Industrial areas should generally be served by safe bike routes.
3. The City encourages and supports investment in older industrial uses and sites in existing neighborhoods. Older industrial sites with depilated buildings should be targeted for redevelopment into new industrial or commercial uses through the use of all economic development tools at the City's disposal.
4. The City encourages for all industrial projects the use of design strategies that will maintain property values over time. Many of the design strategies previously illustrated for Downtown, Commercial, and Business Park areas are not applicable for Industrials areas; however, the City encourages adherence to the lighting and service area design strategies illustrated in Figure 3.7 and the signage and stormwater management strategies illustrated in Figure 3.6. In addition, loading docks should be screened from public view along the front of the building through landscaping or building design.

Figure 3.7 Lighting & Service Area Design Strategies



These images provide good examples of screened services areas.



The upper graphic illustrates the different types of lighting techniques from no cutoff to full-cutoff. The lower images provide good examples of full-cutoff building light fixtures.

Public & Institutional

Public & Institutional (PBI) areas are intended for churches, schools, cemeteries, art and cultural facilities, local government facilities and other parcels that are owned by a public or quasi-public entity. Park and recreational uses are sometimes a secondary use on these sites.

Suitable Zoning Districts:

Areas identified as Public and Institutional are regulated by the City of Tomah Zoning Code. These uses are permitted in most all zoning districts as a conditional use. Generally acceptable zoning districts within PBI areas also includes the Institutional (I) District.

Land Use Strategies:

1. Decommissioned public properties, such as schools or churches, be reused or redeveloped in ways compatible with the surrounding neighborhood.
2. Many public and institutional uses are located in or next to residential areas. The following strategies are intended to mitigate negative impacts on surrounding uses.

Traffic and Parking: Parking and driveway access should be designed to minimize the impacts of vehicle headlights, congestion, and aesthetic appearance on the surrounding neighborhood. Parking lots should be buffered from adjacent residential uses by a landscaping buffer that blocks headlights and the view of parked cars. (Refer to Figure 3.5)

Landscaping: Generous landscaping should be provided with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Use trees and low bushes in and around parking areas to partially obscure views of parking while retaining visual connections to maintain personal safety.

Lighting: Exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution, and especially to avoid light trespass to nearby residential property. Limited uplighting is acceptable for architectural accentuation, flag lighting, and to highlight key civic features (e.g. church steeples). (Refer to Figure 3.7)

Stormwater: Rain gardens, bio-retention basins, permeable pavement and other stormwater management technologies should be utilized to filter pollutants and infiltrate runoff. (Refer to Figure 3.6)

Service Areas: Trash and recycling containers, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features. (Refer to Figure 3.7)

Park & Open Space

Park and Open Space (POS) areas are intended for active and passive recreation uses or preservation of natural areas.

Suitable Zoning Districts:

Areas identified as Park and Open Space are regulated by the City of Tomah Zoning Code. These uses are permitted in most all zoning districts as a conditional use. Generally acceptable zoning districts within POS areas also includes the Conservancy (C-1) District.

Land Use Strategies:

1. Areas identified as POS should be preserved for passive and active recreational uses. Some stormwater management or other utility/institutional uses (e.g. water towers, recreational-based building/facilities) maybe located within these areas.

Natural Resource Protection

The Natural Resource Protection (NRP) overlay classification identifies sensitive lands that may be subject to development restrictions enforced by County, State, or Federal agencies. Mapped NRP areas include all land that meets one or more of the following conditions:

- Water bodies and wetlands mapped as part of the WIDNR Wetland Inventory, or
- 100-Year Floodplains based on FEMA maps, or
- Areas with steep slopes greater than 20%

The primary intent of these areas is to retain sensitive natural areas in either public or private ownership for the benefit of maintaining fish and wildlife habitat; to prevent and control water pollution; to prevent erosion and sedimentation; to prevent property damage caused by flooding; to preserve areas of natural beauty; and to provide areas for outdoor recreation. A majority of the NRP represents areas that are vital to the region's ecosystem and are key ingredients of the rural character and image of the Tomah community, and thus development in areas designated NRP shall be limited.

Suitable Zoning Districts:

NRP lands may be zoned as described by the underlying land use classification, but are subject to development restrictions defined by other City, County, State, or Federal rules and regulations.

Land Use Strategies:

1. This classification is intended to function as an overlay district, such that the underlying future land use classification (Rural Lands, Medium-Density Residential, Industrial, etc.) remains in place, but the overlay classification indicates the possibility of additional restrictions on development.

2. Landowners are advised that land within NRP areas may be restricted from building development, site grading, or vegetation clearing under the City, County, State, or Federal regulations. The City maintains that some sites may be suitable for development with proper site planning. Where building development is permissible additional building setbacks and buffer yards beyond the minimum requirements is encouraged.

3. Recreational uses, agricultural and silviculture operations are usually permitted in accordance with county, state, and federal laws. Best Management Practices are highly encouraged in these areas.

Special Planning Areas

Special Planning Areas (SPA) includes locations identified for either redevelopment or new development where additional sub-area planning should be considered in order to facilitate the vision and goals for these areas. Sub-area planning may take the form of detailed neighborhood land use plans, zoning code modifications, or economic development initiatives.

Planned Neighborhoods (PN):

Neighborhoods come in all shapes and sizes. They can be just a few blocks or a large portion of a city. While often defined more by resident perception and preference than any other criteria, neighborhoods generally feature a common size, character and age of homes. Healthy, vibrant neighborhoods often have multiple residential types to accommodate residents in all stages of life, are safe and pleasant to explore on foot, and offer convenient pedestrian access to retail and restaurant uses.

Policies:

1. Planned Neighborhoods should feature a variety of lot sizes and housing styles according to the Housing policies in Chapter 2. These areas should include a carefully planned mixture of predominately single-family residential development combined with two-family and multi-family developments. This allows higher density development to be dispersed throughout the community instead of being concentrated in any one area. A small amount of neighborhood business uses or mixed uses may be appropriate; however, incremental commercial strip development is discouraged, as the downtown and interstate corridors should remain the focal point of retail services in the community. Planned Neighborhoods should include opportunities for residents to gather through the development of public open spaces or parks. Sidewalks, bicycle routes and trails should be an integral part of the design of new neighborhoods and the connection to the rest of the community.

2. The City will encourage and support the creation of neighborhood plans for growth areas and for existing neighborhoods experiencing redevelopment pressure, to proactively determine how varied housing types and uses can be appropriately integrated into the neighborhood, and to establish a unique identity for each neighborhood.

Canadian Pacific Railroad Property (CPP):

In 2010, the City of Tomah created a sub-area plan for portions of properties owned by Canadian Pacific Railroad. The property is a highly-visible, 60-acre parcel near the center of the community and just north of Downtown. This vacant property has been targeted for redevelopment by the city for many years. The sub-area plan recommended developing the site into an Intermodal Hub and

Regional Welcome Center to help drive customer activity into Tomah's downtown businesses district and to help improve the aesthetics of the property as viewed from Superior Avenue. At the time the plan was created the State was considering plans to develop high-speed passenger rail from Minneapolis to Chicago (Midwest High Speed Rail System). Developing a new platform and station was an integral part of the planning process, including connections for bus transit and bicycle trails, on-site restaurants and space for a visitors center. Since the sub-area plan was completed funding for the Midwest High Speed Rail project in Wisconsin has not been approved and the management from Canadian Pacific have indicated to City Officials a desire to contain to maintain the property for freight movement. The Intermodal Hub and Regional Welcome Center may become a viable idea again in the future, and if this becomes the case, the recommendations of this sub-area plan should be revisited and considered for approval as a component of this comprehensive plan.

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Appendix A
 Appendix B
 Appendix C

Implementation

This chapter describes the process for adopting and amending the plan, tools and procedures by which the plan will be implemented, and a set of actions to be pursued in the next 10 years to help the City realize the vision, goals, and objectives in this plan.

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4.2 Adoption, Amendments & Updates	4-4
4.3 Plan Consistency & Severability	4-6
4.4 Action Plan	4-8

Guiding Daily Decisions

Responsibility for implementing this plan lies primarily with City Council, City Planning Commission, and City Staff.

City Council

City Council sets priorities, controls budgets and tax rates, and often has the final say on key aspects of public and private development projects. The value and legitimacy of this plan is directly related to the degree to which Council members are aware of the plan and expect City actions to be consistent with this plan. Each council member should have a copy of this plan and should be familiar with the major goals and objectives described herein. City Council should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

City Planning Commission

Land use and development recommendations are a core component of this plan, and the Planning Commission has a major role in guiding those decisions. Plan Commission members must each have a copy of this plan and must be familiar with its content, especially Chapter 3: Future Land Use. It is generally the responsibility of Planning Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are deemed to be in the best interest of the City, the Planning Commission should initiate efforts to amend the plan to better reflect City interests. This will help to reinforce the legitimacy of the plan as an important tool in City functions.

Other City Committees & Agencies

In some cases, particular initiatives and action items listed in this plan may be more appropriately carried out by another City committee such as

the Long Range Planning Committee or Park & Recreation Commission, or in cooperation with other units of government, business organizations, or non-profit agencies. In such cases, this plan should serve as a foundation for city related decision making. City staff and officials should take an active lead role in sharing this plan with other organizations, communicating the intent of relevant objectives and strategies.

City Staff

Key City staff have a significant influence on the selection and completion of all kinds of capital and operational projects. It is imperative that individuals in key roles know about, support, and actively work to implement the various strategies and actions in this plan. Specifically, the following people should consult and reference the comprehensive plan during goal-setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- City Administrator
- Zoning Administrator & Building Inspector
- Parks & Recreation Director
- Public Works Director

These key staff members are expected to know and track the various goals, objectives, strategies and actions laid out in this plan, and to reference that content as appropriate in communications with residents and elected and appointed officials. All other department directors should also be aware of the plan and the connections between the plan and City projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to City functions.

Guiding Annual Decisions

To provide lasting value and influence, this plan must be used and referenced regularly, especially during annual goal-setting, budgeting and capital planning processes. To inform these annual processes, the City Administrator will prepare, with input from other departments, a concise Comprehensive Plan Annual Report with the following information:

- Action items in progress or completed during the prior 12 months (celebrate success!)
- Staff recommendations for action items to pursue during the next 12 months.
- Staff recommendations for any amendments to the adopted plan.

The Comprehensive Plan Annual Report/Working Action Plan should be maintained on an annual basis, starting with the actions in Section 4.4 and evolving over time. Completed actions should be celebrated and removed, while those actions not yet carried out should be given new deadlines (if appropriate) and assigned to specific individuals, boards or committees for completion per the new schedule and City Council directive. If the updated action plan is consistent with the goals, objectives, and policies of the comprehensive plan, updating the action plan should not require an amendment to the plan and can be approved simply by City Council resolution.

Implementation Tools

Many of the strategies identified in this plan presume the use of existing City ordinances and programs. The City's key implementation tools include:

Operational Tools

- Annual Budget Process
- Capital Improvement Program

Regulatory Tools

- Land Use Regulations (including zoning, land division, subdivision, landscaping, and signage regulations)
- Architectural & Site Design Regulations
- Historic Preservation Ordinances
- Building and Housing Codes (including sanitary, mechanical, and electrical codes)
- Erosion and Stormwater Ordinances
- Official Maps

Funding tools

- Tax Incremental Financing (TIF) Districts
- Grant Programs
- General Fund Revenues
- Fees & Special Assessments
- Fundraising

4.2 ADOPTION, AMENDMENTS & UPDATES

Plan Adoption, Amendment, & Update Procedures

The procedures for comprehensive plan adoption or amendment are established by Wisconsin's Comprehensive Planning Law (66.1001, Stats.). This comprehensive plan and any future amendments must be adopted by the City Council in the form of an adoption ordinance approved by a majority vote. Two important steps must occur before the City Council may adopt or amend the plan: the Planning Commission must recommend adoption and the City must hold an official public hearing.

Plan Commission Recommendation

The Planning Commission recommends adoption or amendment by passing a resolution that very briefly summarizes the plan and its various components. The resolution should also reference the reasons for creating plan and the public involvement process used during the planning process. The resolution must pass by a majority vote of the Planning Commission, and the approved resolution should be included in the adopted plan document

Public Hearing

Prior to adopting this plan, or plan amendment, the City (either City Council or Planning Commission) must hold at least one public hearing to discuss the proposed plan. At least 30 days prior to the hearing a Class 1 notice must be published that contains, at minimum, the following:

- The date, time and location of the hearing,
- A summary of the proposed plan or plan amendment,
- The local government staff who may be contacted for additional information,
- Where to inspect and how to obtain a copy of the proposed plan or amendment before the hearing.

The notice should also provide a method for submitting written comments, and those comments should be read or summarized at the public hearing.

Draft Distribution and Public Hearing Notifications

The City is required to provide direct notice of the public hearing to all of the following:

- An operator who has obtained, or made application for, a permit that is described under s. 295.12(3)(d).
- A person who has registered a marketable nonmetallic mineral deposit under s. 295.20.
- Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests in writing that the local government unit provide the property owner or leaseholder notice of the hearing.
- Any individuals who request, in writing, notification of the proposed comprehensive plan ordinance or public hearing. Each such individual must be sent a notice of the public hearing and a copy of the ordinance at least 30 days prior to the public hearing. The City may charge a fee equal to the cost of providing such notice and copy.

Finally, the City should send the notice and a copy of the proposed plan, or plan amendment, to the *Plan Distribution List* (see next page). These draft distributions are not required by statute prior to adoption, but are strongly recommended as a matter of courtesy and good planning practice. The City should coordinate directly with the public library to make a hard copy of the proposed plan, or plan amendment, available for viewing by any interested party.

Plan Adoption

This plan and any future amendments become official City policy when the City Council passes, by a majority vote of all elected members, an adoption ordinance. The City Council may choose to revise the plan after it has been recommended by the Planning Commission and after the public hearing. It is not a legal requirement to consult with the Planning Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

Adopted Plan Distribution

Following final adoption of this plan, and again following any amendments to the plan, a copy of the plan or amendment must be sent to each of the following:

1. Every governmental body that is located in whole or in part within the boundaries of the City, including any school district, sanitary district, or other special district.
2. The clerk of every town, city, village, and county that borders the City.
3. The regional planning commission in which the City is located.
4. The public library that serves the area in which the City is located.
5. The Comprehensive Planning Program at the Department of Administration.

Plan Amendment vs. Plan Update

From time to time the City may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the City. Should the City wish to approve such an opportunity, it must first amend the plan so that the decision is consistent with the plan. Such amendments should be carefully considered

and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threatens the integrity of the plan and the planning process and should be avoided.

Any change to the plan text or maps constitutes an amendment to the plan and must follow the adoption/amendment process described in this section. Amendments may be proposed by either the City Council, Planning Commission, Long Range Planning Committee, City Staff, or city property owners. Amendments may be made at any time using this process; however, in most cases the City should not amend the plan more than once per year. A common and recommended approach is to establish a consistent annual schedule for consideration of amendments. This process can begin with a joint meeting of the Planning Commission and Long Range Planning Committee (January), followed by Planning Commission recommendation (February), then the 30-day public notice procedures leading to a public hearing and vote on adoption by the City Council (March or April).

Wisconsin's comprehensive planning statute (66.1001) requires that this plan be updated at least once every 10 years. Unlike an amendment, the plan update is a major re-write of the plan document and supporting maps. The purpose of the update is to incorporate new data and ensure that the plan remains relevant to current conditions and decisions. The availability of new Census or mapping data and/or a series of significant changes in the community may justify an update after less than 10 years. Frequent requests for amendments to the plan should signal the need for a comprehensive update.

4.3 PLAN CONSISTENCY & SEVERABILITY

Plan Consistency

Once formally adopted, the plan becomes a tool for communicating the City's land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin's Comprehensive Planning Law, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit's comprehensive plan:

1. Official maps
2. Local subdivision regulations
3. General zoning ordinances
4. Shoreland/wetland zoning ordinances

An action will be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals, objectives, and policies of this plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, other specific public actions, or actions proposed by nonprofit and for-profit organizations that are contained in the plan.

The State of Wisconsin planning legislation requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the plan. Prior to adoption of the plan, the City reviewed, updated, and completed all elements of this plan together, and no inconsistencies were found.

Inconsistencies with Town of Tomah or Town of La Grange Comprehensive Plans

No known inconsistencies were identified during the planning process. Both the Town of Tomah and Town of La Grange provided a representative to serve on the Long Range Planning Committee to provide input on the creation of this plan. In addition, the future land use categories and policies for the City's extraterritorial area are similar to those terms and policies adopted by both the Town of Tomah and Town of La Grange. The policies of this plan encourage continued cooperation with the neighboring towns to jointly plan boundary areas and coordinate their long-term growth plans with the City's Comprehensive Plan.

Inconsistencies with the Monroe County Comprehensive Plan

No known inconsistencies were identified during the planning process. The County chose when it adopted its comprehensive plan in 2010 to incorporate individual community future land use plans and policies, for those that existed, into the overall County land use plan. As required by state statute 66.1001, the City's updated comprehensive plan will be provided to Monroe County so that the County may update its comprehensive plan to reflect the City's new plan.

Severability

If any provision of this Comprehensive Plan will be found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application. If any requirement or limitation attached to an authorization given under this Comprehensive Plan is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid.

Action Plan

Based on the results of the Imagine Tomah Visioning Campaign the Long Range Planning Committee developed a list of 10 community improvement projects to be completed in the next 10 years.

The following page provides additional information regarding implementation of each of the 10 improvement projects, including incremental steps which should be pursued in order to complete each item.

Priorities

The 10 in 10 list is not sequential and multiple actions will be pursued at the same time. Decisions regarding the timing, budgeting, and coordination of each action item within the next 10 years will be reviewed annually with the City Council as part of the municipal budget setting process and the Comprehensive Plan Annual Report.

Project Implementation

All action items are perceived to have a deadline of 10 years. In order to assist in the progression of each project intermediate tasks have been identified.

Responsible Parties

Most of these actions require leadership and effort by multiple people and organizations. Each action item indicates those parties considered necessary to implementation, with the understanding that the City Council generally has ultimate budgeting and approval authority.

Funding Sources

Most of these actions come with some cost. It is presumed that most could be supported by tax revenue from the City's general fund. Where other sources of potential funding may exist, such as grant programs, these are noted.

Measuring Success

Success in implementing the 10 community improvement projects will vary. In some cases, success is evaluated based on whether a facility is ultimately built (i.e. skate park). In other cases, success may be judged by whether interim implementation tasks have been completed or the degree to which change has occurred. Change can be measured

both quantitatively (e.g. the number of new business or jobs created since plan adoption) or qualitatively (e.g. degree to which residents are

10 in 10 List

1. Build a multi-purpose indoor recreational facility.
2. Extend a multi-purpose recreational trail around Lake Tomah and provide additional trails to major destinations in the City.
3. Attract additional private non-retail businesses which offer family supporting wages and benefits.
4. Attract additional retail businesses, including more retail uses near I-90.
5. Improve the appearance of private property within the City, create a "Clean Tomah" initiative.
6. Revitalize Downtown and Superior Avenue as an pedestrian friendly, aesthetically pleasing, robust mixed-use community destination.
7. Enhance the aesthetics along major city streets and community gateways.
8. Become the safest small town city in Wisconsin.
9. Develop a skate park.
10. Develop a dog park.

10 in 10 List

1. Build a multi-purpose indoor recreational facility.

Description

This community improvement project received the most support from those individuals who participated in the Imagine Tomah Visioning Campaign. The development of a multi-purpose indoor recreational facility could include an indoor swimming pool, fitness areas, track, court space, and community room space. The Long Range Planning Committee acknowledged that the development of this type of facility would not only fill an existing community void and improve overall community health, but in addition, could be a regional asset that would bring additional non-residents to the City who may then visit other local businesses. In addition, a “YMCA-type” facility may also attract new families to the community.

Project Implementation

The City will complete a feasibility study which at a minimum addresses the following:

- Identify facility space and programming needs
- Identify and evaluate alternative building sites
- Develop conceptual site plans for each alternative site
- Develop initial cost estimates for building construction
- Identify potential funding sources and partners

Responsible Parties: City Administrator & Long Range Planning Committee

Funding Sources

Funding for a public facility will likely come from a combination of City general funds and fundraising. The feasibility study should address potential grant sources that could be used to fund portions of the development project including land acquisition or utility construction.

2. Extend a multi-purpose recreational trail around Lake Tomah and provide additional trails to major destinations in the City.

Description

When asked how the City should prioritize maintenance and construction investments for public facilities and infrastructure, increasing investments in “Bike Routes and Trails” was the only investment chose with a majority of respondents indicating support for more investment dollars. Extending a trail system around Lake Tomah is likely to require some property acquisition or easements; however, portions of the trail network could use designated on-road facilities in order to accomplish the intended objective.

Project Implementation

The City will update its 5-Year Comprehensive Outdoor Recreation Plan (CORP) to include a map of existing and proposed community and regional bike and pedestrian routes. The CORP should investigate potential alternative routes around Lake Tomah, including the staging of any off-road construction projects.

Responsible Parties: Parks & Recreation Director, Parks & Recreation Commission

Funding Sources

The Wisconsin Department of Natural Resources Knowles-Nelson Stewardship Grant Program and the Recreational Trails Grant Program are the two most viable grant sources for land acquisition and trail construction. In order to be eligible for funding projects must be identified in a CORP. Grants are available for up to 50% of the acquisition or construction project. The annual deadline for grant applications is May 1.

3. Attract additional private non-retail businesses which offer family supporting wages and benefits.

Description

When survey respondents were asked the reasons why they live in the Tomah area, “near job/work here” was the number one response. Having suitable locations for businesses to develop and grow is critical to supporting the entire vitality of the City. Equally important is providing the necessary resources (infrastructure and non-infrastructure) required to retain, expand, create, and attract businesses.

Project Implementation

There are numerous tasks small and large which are necessary in order to achieve this community improvement project. However, during the planning process two important issues emerged which should be addressed in order to position the City for success.

A. Assemble Additional Land for Business Expansion. Tomah is strategically located at the crossroads of two interstate roads, and the additional freight railroads and an airport make Tomah an attractive place for manufacturing, warehousing, and office uses that typically bring with them higher wage jobs with health and retirement benefits. However, the Tomah area also has abundant streams, wetlands, floodplain, and steep slope areas which present challenges to assembling land and providing cost efficient infrastructure to create additional areas for business development. The Future Land Use Map identifies areas for future industrial and business park uses, which are strategically located around the City’s existing transportation facilities. This plan, at the time of adoption, does not advocate for additional utility extensions east or south of I-94 and I-90, where it has not already occurred, to develop additional areas for business development. Therefore, the focus over the next 10 years should be on developing existing vacant parcels or redeveloping existing parcels for new business use. This plan recommends working with the area property owners to acquire, develop, or in some cases annex, areas identified on the Future Land Use Map for commercial, industrial, and business park development. If other opportunities arise for additional business uses in areas not identified for such use on the Future Land Use Map the City will evaluate the need to amend the map according to the policies and procedures in this plan.

B. Organize Public and Private Resources to Foster Economic Development. During the planning process the Long Range Planning Committee debated whether the City should hire a full time professional planner in order to coordinate economic development initiatives. Due to budgetary constraints the City Council could not move forward with this initiative at the time this plan was adopted. However, the City can undertake one of the first initiatives a new economic development planner would likely complete which is to organize the community's resources and external marketing materials. Currently information about local economic development resources, available land, and contact persons is loosely defined between the City, Chamber of Commerce, Forward Tomah, and Monroe County. While all of these entities have a valued role in promoting the economic prosperity, the City should take the lead in organizing the community's resources in order to promote a unified, streamlined, and consistent message. To start, the City will reorganize its website to develop a Economic Development page to be the first stop source of resources for existing and prospective businesses. The economic development page should include the following:

- One contact person to direct all economic development inquiries. The City Administrator will fill this role until such time that the City can hire a professional planner.
- A Community Profile Report. A short report which markets the best features of the community and provides quantitative and qualitative reasons to do business in Tomah.
- Links to available land for sale and buildings for rent. The links should include a map and pictures of the property, parcel and building information, land use and zoning information, and utility availability.
- A pdf copy of the Zoning Map, Comprehensive Plan, and or economic development plans or reports
- A list and link to local or county economic development grants or loans available, including maps and information on existing tax incremental financing districts.
- Links to other economic development agencies or resources such as the Chamber of Commerce, Monroe County, Wisconsin Economic Development Corporation, etc.

Some of this information is currently available on the Chamber of Commerce website, although some of the information is out of date. It may be sufficient to continue to house the information here with some improvements to the website and a prominent link on the City's web site; however, this plan advocates the City assume a greater role in promoting economic development.

Responsible Parties: City Administrator, Long Range Planning Committee, Forward Tomah

Funding Sources

Tax Incremental Financing will be a central component of the creation of any new business park. Planning and infrastructure improvements for a new business park may be partially funded through grant or low interest loan programs available through the Wisconsin Economic Development Corporation.

4. Attract additional retail businesses, including more retail uses near I-90.

Description

There were many responses to the Imagine Tomah Visioning Campaign calling for additional retail businesses within the City and to balance the location of uses across the City. Currently many of the retail business and restaurants are located on the north side of the City near I-94 and WIS 21. When survey respondents were asked to indicate changes they thought would improve the quality of life in the Tomah area, “expanding retail shopping options” was the number one response. More specifically survey respondents indicated the City needs more downtown retail shopping/services, department and general merchandise stores, apparel and shoe stores, sit-down restaurant, and grocery stores.

Project Implementation

The Future Land Use Map identifies locations for additional retail development throughout the City. The balancing of these uses across the community and the continued installation of sidewalks, bike paths and routes should help to reduce vehicle mile trips and increase accessibility. In addition, the economic development strategies discussed previously should help market the community for new retail businesses.

Responsible Parties: City Administrator & Long Range Planning Committee

5. Improve the appearance of private property in the City, create a “Clean Tomah” initiative.

Description

There is growing concern about the appearance and upkeep of the housing stock in the City given nearly half is renter occupied and approximately 20% was built prior to 1940. Dilapidated housing and storage of junk in yards erodes the quality of the City’s neighborhoods which can have secondary consequences such as decreasing property values, increased crime, and urban sprawl as more people look for housing outside of the central city.

Project Implementation

Implementation of this community improvement project should focus on three pillars: housing assistance programs, code education/enforcement, and absentee landlord programs. City has a Community Development & Housing Authority which offers housing programs for repair and rehabilitation, home buyer down payment, and rental vouchers. Information about this programs are well organized and documented on the City’s web site and this plan recommends continuation of these programs. In addition, the City may establish an annual award program to recognize outstanding building rehabilitation projects or landscape improvements. The annual award would celebrate the efforts made by residents to improve their properties and raise awareness of various housing programs, improvement initiatives, and property maintenance requirements.

The City will review its Municipal Code to identify whether any ordinance modifications should be made to regulate the maintenance of housing and property and will as necessary issue code violations.

The City will investigate landlord accountability programs used in other communities and implement those that are appropriate to Tomah’s needs.

Responsible Parties: Building & Zoning Inspector, Housing Authority Committee

Funding Sources

The Wisconsin Community Development Block Grant (CDBG) program, administered by the Wisconsin Department of Administration, Division of Housing (DOH), provides grants to general purpose units of local government for housing programs which principally benefit low and moderate income (LMI) households. Funding for annual housing and property awards could come from a percentage of building or zoning permit fees.

6. Revitalize Downtown and Superior Avenue as an pedestrian friendly, aesthetically pleasing, robust mixed-use community destination.

Description

The downtown is the heart and soul of the community. During the planning process concerns were raised regarding the lack of a unified theme, building, and signage standards, and streetscaping features in the downtown.

Project Implementation

The City will develop a master plan for the downtown which at a minimum addresses the following:

- Identify existing and preferred land uses
- Identify any changes to the City's Business Zoning District necessary to implement the preferred land uses
- Identify under utilized properties and create strategies and concept plans for their redevelopment
- Analyze existing parking needs and demands
- Evaluate community wayfinding
- Develop strategies for branding the downtown and recurring public events
- Develop site and building design standards
- Develop a streetscaping plan including lighting, landscaping, signage, public art and gathering places
- Identify potential funding sources for public and private improvement projects

Responsible Parties: City Administrator, Long Range Planning Committee, & Chamber of Commerce

Funding Sources

The Wisconsin Economic Development Corporation provides grants offset the cost of creating downtown master plans.

7. Enhance the aesthetics along major City streets and community gateways.

Description

US 12, WIS 131, WIS 21, WIS 16, CTH ET, and CTH CM are the main transportation routes in and out of the City. As such these corridors offer the first and last impression of the community. The design and appearance of these community gateways has a lasting impact on visitors, either positively or negatively. Well landscaped and signed entry ways communicate that Tomah is an inviting place to live, work, shop, play and stay.

Project Implementation

As part of the downtown master plan process, or as a stand alone project, the City will evaluate the existing condition and appearance of the community's gateways and identify strategies to improve the entrances to the community through the use of enhanced landscaping, gateway features, public art, private and community signage. The evaluation may identify the need to coordinate improvements to both public and private property.

Responsible Parties: City Administrator & Long Range Planning Committee

8. Become the safest small town city in Wisconsin.

Description

There is growing concern about increases in crime, drug and alcohol abuse within the community. While some of these concerns may simply be perceived, rather than actual, no city wants develop a reputation as an unsafe community.

Project Implementation

There is no single action the City can take to accomplish this community improvement project. Becoming the safest small town city in Wisconsin is an on-going effort that requires collaboration between law enforcement, schools, social service agencies, civic organizations, businesses, and area residents. This plan suggests establishing a set of social indicators that the City can use to monitor the rise and fall of crime, drug and alcohol abuse within the community. In addition, the City can designate 5-10 sister cities to compare annual indicators in order to track to what degree Tomah is achieving its goal of becoming the safest small town in Wisconsin.

Responsible Parties: City Administrator & Police Department Staff

9. Develop a skate park & 10. Develop a dog park.

Description

Both community improvement projects nine and ten have been on the community's radar for a number of years. The Park and Recreation Department is currently proceeding with fundraising for a youth skate park. Each of these projects is an extension of a general theme from the Imagine Tomah Visioning Campaign to develop more park and recreational facilities for adults, children, and their pets.

Project Implementation

The City will plan for the location of these facilities when updating its 5-Year Comprehensive Outdoor Recreation Plan (CORP).

Responsible Parties: Parks & Recreation Director, Parks & Recreation Commission

Other Implementation Actions

In addition to the 10 in 10 community improvement projects the following action items will be completed in order to implement the goals, objectives, and policies of this plan.

A. Review and consider amendments to the City Zoning & Subdivision Ordinances as necessary to establish consistency with this plan.

Description

Wisconsin statute 66.1001 requires zoning, land and subdivision decisions that are consistent with this plan.

Project Implementation

The City will review the zoning and subdivision ordinance for consistency with this plan. Chapter 3 includes recommendations and representative photos illustrating desired site and building design. While useful for expressing the City's overall intent, these guidelines need to be codified in order to become regulatory policy of the City.

Responsible Parties: Building & Zoning Inspector & Planning Commission

B. Update the Official Zoning Map.

Description

The City's Official Zoning Map has not been updated since 2005. The existing map is not parcel based and is in black and white making it more difficult to discern the zoning of individual parcels. Zoning maps should be kept current and easily read and understood.

Project Implementation

The City will update its zoning map to include approved annexations and rezoning petitions since 2005. The new map should be color and parcel based. The City may investigate the potential to develop a searchable GIS based on-line version of the zoning map to assist with resident inquiries.

Responsible Parties: Building & Zoning Inspector & Planning Commission

C. Update this plan at least once every 10 years.

Description

Wisconsin's comprehensive planning statute (66.1001) requires that this plan be updated at least once every 10 years. Unlike an amendment, the plan update is a major re-write of the plan document and supporting maps. The purpose of the update is to incorporate new data and ensure that the plan remains relevant to current conditions and decisions. The availability of new Census or mapping data and/or a series of significant changes in the community may justify an update after less than 10 years.

Project Implementation

This plan will be updated by 2023.

Responsible Parties: Long Range Planning Committee & Planning Commission