

STATE OF WISCONSIN
Town of Clinton
Vernon County

Ordinance # 2009-1

SECTION I - TITLE AND PURPOSE

The title of this ordinance is the Town of Clinton Comprehensive Plan Ordinance. The purpose of this ordinance is for the Town of Clinton, Vernon County, Wisconsin, to lawfully adopt a comprehensive plan as required under s. 66.1001 (4) (c), Wis. stats.

SECTION II - AUTHORITY

The Town Board of the Town of Clinton, Vernon County, Wisconsin, has authority under its village powers under s. 60.22, Wis. stats., to appoint a town plan commission under ss. 60.62 (4) and 62.23 (1), Wis. stats., and under s. 66.1001 (4), Wis. stats., to adopt this ordinance. The comprehensive plan of the Town of Clinton must be in compliance with s. 66.1001 (4) (c), Wis. stats., in order for the town board to adopt this ordinance.

SECTION III - ADOPTION OF ORDINANCE

This ordinance, adopted by a majority of the town board on a roll call vote with a quorum present and voting and proper notice having been given, provides for the adoption by the town of a comprehensive plan under s. 66.1001 (4), Wis. stats.

SECTION IV - PUBLIC PARTICIPATION

The town board has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by s. 66.1001 (4) (a), Wis. stats.

SECTION V - TOWN PLAN COMMISSION RECOMMENDATION

The Plan Commission of the Town of Clinton, by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the town board the adoption of the Town of Clinton Comprehensive Plan, which contains all of the elements specified in s. 66.1001 (2), Wis. stats.

SECTION VI - PUBLIC HEARING

The Town of Clinton has held at least one public hearing on this ordinance, with notice in compliance with the requirements of s. 66.1001 (4) (d), Wis. stats.

SECTION VII - ADOPTION OF TOWN COMPREHENSIVE PLAN

The town board, by the enactment of this ordinance, formally adopts the document entitled Town of Clinton Comprehensive Plan Ordinance under s. 66.1001 (4) (c), Wis. stats.

SECTION VIII - SEVERABILITY

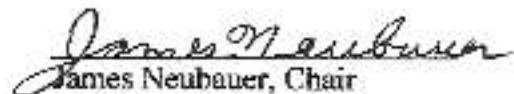
If any provision of this ordinance or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of this ordinance that can be given effect without the invalid provision or application, and to this end the provisions of this ordinance are severable.

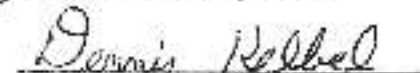
SECTION IX - EFFECTIVE DATE

This ordinance is effective on publication or posting.

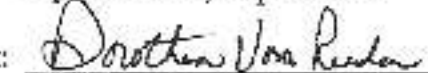
The town clerk shall properly post or publish this ordinance as required under s. 60.80, Wis. stats. and a copy of the ordinance and the comprehensive plan, shall be filed with at least all of the entities specified under s. 66.1001 (4) (b), Wis. stats.

Adopted this 11th day of November, 2009.


James Neubauer, Chair


Dennis Kelbel, Supervisor 1


Myron Jothan, Supervisor 2

Attest: 
Dorothea Von Ruden, Clerk

Section 6 - Economic Development

Planning Context:

To plan for the protection, retention and expansion of the area's economic base, including quality employment opportunities. An overall goal is to position the Town of Clinton area to make beneficial adjustments to changing economic forces. A further goal of this element is to identify applicable county, regional, and state economic development programs that have potential for benefiting this area.

2005 Survey Results

Yes	No	
		Should the township encourage new industrial and commercial development?
		Should the township promote local small businesses? (ex woodshops bakers, bed and breakfast, retail stores)

Regional Economic Development Context:

Meaningful planning for growth and economic development is normally done within a regional context. The engine of growth for an area is its economy. The conventional measure of a local economy is jobs and related income levels. An important part of the economy for the Town of Clinton community is measured by its place in the regional economy, and much of this is in the form of commuting to jobs within the region. The resident labor force is dependent upon such commuting because there are no large employers in the Town of Clinton area, with the possible exception of the local school district facilities and other employers in the local villages located a short distance from the township. Area businesses employing a number of the local population include K&K Cheese, Growers Produce Auction, Klucker's Repair, B&W Concrete, cottage industries, and dairies. On a county-wide basis, 37% of the Vernon County labor force commuted outside the county for work in 2000.

Agriculture remains a substantial part of this area's economy; however, this economic sector is significantly influenced by national economic forces and governmental policy. The Department of Workforce Development reports that Vernon County is one of only four Wisconsin counties where "40 percent or more of total county employment is directly related to farming or farm related products," all other counties have less farm employment. Approximately 25% of all organic farms in the State of Wisconsin are located within Vernon County.

The growth of the local economy is the attraction of the area for recreational and retirement housing and related recreational activities. This describes a tourism economy which is important for local economic development. This economic activity transfers money into the local economy by mostly absentee persons with additional money flowing into the area for various forms of property improvements particularly home building.

This non-traditional economy does not depend as much on local jobs and businesses as the traditional local economy. This style of economy depends upon the preservation of the natural environment and scenery of the area and region. Landowners and local government both have important roles in preserving the natural conditions which support this type of economy.

This area may also be suitable for the development of alternative energy resources including wind and biomass.

Not all communities in any given region are capable of tapping or benefiting from their region's economy. The four most important factors that determine a community's growth capability, and therefore its economy are:

- Location.
- Wildlife habitat.
- Infrastructure needed for growth.
- Institutional assets, including: services, leadership and heritage.

Economic activity in this area will likely remain quite dependent upon reliable and affordable transportation, largely for commuting to jobs, and for recreation. Accommodating additional growth will be linked to the growth policies and infrastructure capacity of the Town of Clinton.

Analysis of Economic Base and Labor Force:

Economic Base

The most meaningful economic base analysis is done on a county unit or larger basis; the commuting zone of a community can also be a very meaningful basis. However, the Comprehensive Plan for this area can still describe the basic framework of the economic base of the Town of Clinton area. The sources of economic data used in this section include the U. S. Census Bureau, the Wisconsin Department of Workforce Development (DWD).

According to the DWD, the top five employers in Vernon County in March 2000, by industry group were: Educational services, Health services, Restaurants and Bars, Executive-legislative-and general, and Social Services. The top employers at this time were reported to be: Vernon Memorial Healthcare, CROPP, Fleet Guard Inc., Bethel Home and Services, Westby Area Schools, Viroqua Area Schools, Vernon County, Wal-Mart Associates, St. Joseph's Community Health, Accelerated Genetics

Because the residents of the Town of Clinton community commute to a wide variety of locations for work, an analysis of the occupation of area residents and the industry they work in is only partially helpful. However, the tables below help define this area's economic base. The occupation of Town of Clinton residents and the industry they work in represent typical distributions for a rural community. The most significant economic characteristic is that the third highest proportion of town residents were employed in the "education, health, and social services" industry, in management, professional and

service-related occupations in 2000. Manufacturing was the second highest industry category, and agriculture etc. was the highest industrial area employing town residents.

Occupation of Employed Residents	T. of Clinton		Vernon Co.
	No.	%	%
Management, professional, & related occupations	155	34.8	29.9
Service occupations	53	11.9	15.2
Sales and office occupations	55	12.4	20.7
Farming, fishing and forestry	55	12.4	3.1
Construction, extraction and maintenance	35	7.9	10.2
Production, transportation and material moving	92	20.7	20.9
Employed Civilian Population over 16 yrs old	445	100	100

Data Source: U. S. Census Bureau, year 2000 census

Industry of Employed Residents	T. of Clinton		Vernon Co.
	No.	%	%
Agriculture, forestry, fishing, hunting and mining	140	31.5	11.6
Construction	16	3.6	6.9
Manufacturing	93	20.9	17.0
Wholesale trade	15	3.4	3.6
Retail trade	42	9.4	11.7
Transportation, warehousing and utilities	11	2.5	4.9
Information	2	4	1.2
Finance, insurance, real estate, rental and leasing	5	1.1	3.6
Public administration	2	4	3.5
Education, health and social services	60	13.5	21.9
Arts, entertainment, recreation, accommodation and food service	16	3.6	5.7

Industry of Employed Residents	T. of Clinton		Vernon Co.
	No.	%	%
Professional, scientific, management, administrative and waste management services	16	3.6	4.2
Other services	27	6.1	4.2

Data Source: U. S. Census Bureau, 2000 Census

The fastest growing economic sectors influencing this economy could be expected to remain in the occupational areas of education, health, social services, manufacturing, and other service areas. According to the US Census Bureau, 51.7% of the Town of Clinton residents either work at home or walk to work. It will be commuting that will connect most other local residents to such jobs.

Tourism is a significant, although somewhat dispersed sector of the local economy. Tourism jobs and income are divided across many sectors of the economy and are not reported, as such, in conventional economic statistics. The Town of Clinton community benefits from several significant tourism resources. Hunting, fishing, camping, driving for pleasure, and seasonal housing are tourism growth areas.

Economic Base Conclusions

The economy of this area is increasingly dependent upon businesses and service institutions located outside the area. A commuting labor force brings the benefits of this regional economy to the area. This trend would indicate an increasing dependence of the larger regional economy to sustain the local economy; however the local farming economy remains a significant local component of the economic base in addition to the related agri-business and commercial service activity in the Town of Clinton. An important planning implication from the commuting economy is the fact that the town does not have to provide the public infrastructure, services and incentives that are required by the businesses supplying those jobs; other communities are supplying that infrastructure. Tourism and recreational/retirement housing are becoming more significant sectors of the local economy, but may be under-developed at the present time. These sectors of the economy are significant because they are growth areas and because they are rooted in a fixed resource which assures that these parts of the local economy cannot be relocated. generalize the economic development opportunities and limitations for this area.

Labor Force and Employment Patterns

In 2000, out of the workers 16 years old and over, 42% used motorized vehicles to travel to work, 9.9% walked, 6.2% used other means of travel, and 41.8% worked at home. A measure of the local labor force commuting in 2000 is reflected in the mean travel time to work of 26.6 minutes for workers in the Town of Clinton. The mean travel time to work for all Vernon County workers was 23.7 minutes in 2000.

The economic impact of the senior citizen population also has a significant impact on the local economy. In 2000, 23.4% of all Town of Clinton residents had Social Security income. This number is seemingly lower due to the Amish community not paying or collecting Social Security income. This compares to 33.5% for Vernon County, and 26.4% for Wisconsin. The proportion of Social Security income to the area not only indicates the significant percentage of federal transfer payments coming into the local economy, but it also indicates the high proportion of the local population which is not earning the higher incomes associated with employment. These and other transfer payments coming from the outside are an important part of the local economy.

Jobs And Employment Outlook:

Maintaining an area's employment base is a major need for any community. Occupational opportunities can be expected to shift over time as industries change. There may be an important societal change during this planning period which will affect the employment situation, and this will be the projected reduction in the size of the labor

force starting about 2010 as the baby-boom population reaches retirement age. While some of these job holders will continue working, its still projected that there will be more jobs than workers for many years. This demographic situation may point to lower unemployment rates in the future. It also is an indicator that communities that wish to continue growing will have to engage in population recruitment programs. Possible countervailing trends that could mute this projected labor force shortage could be the deferment of retirement and the enlargement of the national labor force by migrant citizens. Labor force availability has always been an important requirement of businesses seeking new locations or to expand existing business establishments.

The Amish community is a growing segment of the local work force.

Income:

Capita Personal Income, 2000	
Town of Clinton	\$ 7,915
Vernon County	\$ 15,859
Wisconsin	\$ 28,100
United States	\$ 29,469

U. S Census Bureau, year 2000 census

Median Earnings, 2000)	Town of Clinton	Vernon County
Male, full-time year-round worker	\$25,526	\$28,970
Female, full-time year-round worker	\$19,453	\$20,635

U. S. Census Bureau, year 2000 census

Median Household and Family Income, 2000

For the Town of Clinton, "family" units generally earn more than living units classified as "households", which include many single person housing units. In 2000, the Town had 16.8% of its households below the \$25,000 to \$34,999 income level. For the Town of Clinton, the median household income was \$36,023, and the median family income was \$38,125. For Vernon County, the median household income was \$25,417, and the median family income was \$26,625.

Economic Development Strategic Assessment and Plan:

Types of enterprises within the township:

- Farming – conventional and organic
- Logging
- Leather shops
- Cheese Factories
- Produce Auction
- Engine Shops
- Car Sales
- Wood Working
- Machine Shops

- Bed and Breakfasts
- Feed and Livestock Supply
- Cabin rentals
- Cabin Builders
- Amish Crafts and Bakeries
- Windmill Repair

Strengths

- Located within a large Amish community which supports cottage industries.
- Within commuting distance of other employment centers.
- Commuting jobs are generally high income jobs.
- No significant environmental limitations to community.
- Quality of living amenities.
- Rural character.
- An unspoiled natural landscape area.
- Being in the Kickapoo River Watershed and driftless area tourism region.
- Low crime rate.
- Cultural diversity.

Weaknesses

- Absence of diversified transportation options.
--Presently limited to county highways and township roads.
- Commuting jobs are somewhat distant.
- Limited visitor and business lodging.
- No county-wide economic development strategy or action programs.
- General prevalence of hilly land severely limits sites for business development.

Opportunities

- The tourism potential for the area offers opportunity for continued economic growth.
- More value-added industries from farm products.
- Organic agriculture industry.
- Tourism - heritage tourism, agriculture tourism, driftless area attractions.
- New housing and tax base growth from a commuting labor force
- Alternative energy opportunities.

Threats

- Continued national trends of business restructuring and relocations.
- Any future impacts of globalization on area employers.
- Any negative business condition in regional job centers.
- Any significant decrease in municipal state aid or other public revenues.
- Significant increases in energy costs (impact on commuting and recreation travel).
- Possible labor force shortages later in this planning period.

Economic Development Recommendations:

Goals and Objectives:

- A healthy and growing economy
- A community that is an inviting place to work, live, and recreate.
- Positive relationships between business and government.
- Protect existing jobs.
- Develop new jobs.
- Grow the local tax base.
- Provide quality public services and cultural amenities which will attract businesses, and which, in turn, will attract individuals and families to live and work in the Town of Clinton area.
- Permanent partnerships between local government and the business community to implement economic development opportunities and which will serve to avoid local economic problems.
- Continue to maintain the Town's rural character through the selective location of light industrial or commercial uses that do not conflict with existing agricultural uses.
- Attract and retain the types of light industrial and commercial uses that meet the priorities of the Town. Proposed commercial or industrial uses should do the following:
 - Maintain a high degree of compatibility with existing uses.
 - Minimize potential negative impacts on the surrounding community.
 - Create sufficient tax base.
 - Diversify and stabilize the local economic base.
 - Discourage business that would be offensive to the surrounding residents.

Policies:

- To consider local programs to protect the natural and scenic qualities of the lands in the community.
- To work for the retention of existing businesses.
- To assist the expansion of businesses which demonstrate growth potential.
- To develop new industries for the production of finished products from agriculture
- To develop value-added businesses from forest products.
- To consider public amenities through town programs which will contribute to the quality of life requirements for attracting and retaining a local labor force to live in the village and the town.
- To plan and implement local programs to protect the natural and scenic qualities of the lands in the community.
- To work with government officials at all levels of government to obtain public works improvement projects which benefit the citizens and economy of the area.
- Any proposed uses that have the potential for significant traffic generation should be located in a manner as to minimize the impact on the Town.
- Limited uses in active quarry facilities may be considered.
 - If the proposed use will not: 1) damage affected Town roadways, 2) cause excessive maintenance, or 3) require existing Town Roads to be redesigned and new improvements constructed due to high traffic or use by heavy vehicles.

- The proposed use does not disrupt existing agricultural land operations
- The proposed use does not create a conflict with neighboring residential uses (e.g. traffic, noise, dust, light, etc)
- The operator formally agrees to not expand the proposed business to a degree that goes against the previous criteria (i.e. development agreement).
- A formal site plan and landscaping plan is prepared by the operator to allow for comment and approval by the Town Plan Commission and the Town Board.
- An environmental assessment is prepared by the operator to allow for comment and approval by the Town Plan Commission and the Town Board. (A full environmental impact analysis may be required by the Town Board if the environmental assessment does not satisfactorily address all known and potential environmental concerns.)
- The operator waives the right to conduct any further mineral extraction on the site.
- Limited agriculture related commercial uses may be considered in other areas of the Town if:
 - The primary market served by such a use is local farmers.
 - The proposed use does not disrupt existing agricultural lands operations.
 - The proposed use does not create a conflict with neighboring residential uses (e.g. traffic, noise, dust, light, etc.).
 - The operator formally agrees to not expand the proposed business to a degree that goes against the previous criteria (i.e. through a development agreement).
- The development of the proposed use must follow all applicable Town, County and State ordinances and regulations
- Proposed commercial and light industrial uses should be located and designed in a manner that will not adversely impact the value or use potential for commercial uses on adjacent properties.
 - The proposed use does not disrupt existing agricultural lands operations.
 - The proposed use does not create a conflict with neighboring residential uses (e.g. traffic, noise, dust, light, etc.)
 - The operator formally agrees to not expand the proposed business to a degree that goes against the previous criteria (i.e. through a development agreement).
- The town will develop a plan to promote the local area businesses by use of a website or Vernon County Tourism Association.
- The town will implement signage outside of the Town Hall with a map of the township noting businesses, ordinances, and meetings.

Programs:

- Identifying sites for business and industries.
- Provision of infrastructure and services for business and industry.
- Provide standards to ensure quality residential environments as an encouragement to housing development.
- Consider a tourism marketing program in partnership with local tourism stakeholders, with the county, and with the Hidden Valleys Tourism Organization.

- Consider an economic development partnership between local and county units of government and local school system and the University Extension Service to coordinate and target economic development resources.
- Develop programs to establish priorities and re-use plans for the redevelopment of brownfield sites for economic development.

Formal Economic Development Programs:

The Town may become involved with the following programs and entities:

- Village of Cashton
- Vernon County
- The Mississippi River Regional Planning Commission
- Western Wisconsin Technical College
- 7-Rivers economic development program
- University of Wisconsin
- La Crosse, State of Wisconsin
- HUD and other federal programs.