

# Village of New Glarus Comprehensive Plan



## Volume 2: Vision and Directions

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## Chapter 1

# Introduction and Community Vision

What's the purpose of this Plan?  
What is the Village aiming to be?  
What are its assets?



## Our Vision

New Glarus—America's Little Switzerland—will remain a cultural and tourism destination, scenic and enriching place to live, and strong location for compatible business growth.

## Our Principles

1. Swiss heritage will be celebrated and adapted for a new generation and diversifying community.
2. Growth of existing business and new, compatible businesses and employers will expand the local economy, tax base, and community amenities.
3. New Glarus will remain a community of choice for family-living, bolstered by its small but modern school system, with others including the elderly and workforce also welcome.
4. Heritage-based tourism will be a centerpiece for New Glarus' economy and quality of life.
5. Open government, cooperation, and continued development of leaders and volunteers are critical to New Glarus' future.

## Top Priority Initiatives

1. Adopt a Business Retention and Expansion Program
2. Continue Growing Downtown Business Activity
3. Redevelop Backtown
4. Advance Business Park Development or Expansion
5. Implement a Plan for Municipal Facility Upgrades
6. Modernize Zoning Regulations

## High Priority Initiatives

1. Preserve Environmental Corridors
2. Continue to Advance New Glarus Tourism Efforts
3. Use the Future Land Use Maps to Guide Development
4. Enhance New Glarus as Live-Work-Shop-Play Community
5. Promote Development of New Residential Lots
6. Encourage New Multiple Family Housing to Respond to Generational and Workforce Needs
7. Invest in and Maintain Existing Village Neighborhoods
8. Stage Improvements through a Capital Improvements Program
9. Advance Collaboration with the Town of New Glarus
10. Collaborate with the New Glarus School District

## PURPOSE AND OVERVIEW OF THE COMPREHENSIVE PLAN

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This volume is the second of two parts of the New Glarus Comprehensive Plan. The first part—Volume 1: Conditions and Issues—contains background information, trends, and projections. This second volume builds upon Volume 1 by presenting goals, objectives, policies, and initiatives to guide the Village’s growth, development, and preservation over the next 10 to 20 years. The top priority initiatives are listed on the cover page of this chapter.

Through its two volumes, this Plan updates and replaces two plan documents that the Village adopted in 2005. These included a document entitled the Village of New Glarus Comprehensive Plan, prepared with the assistance of the Southwestern Wisconsin Regional Planning Commission, and the Peripheral and Extraterritorial Area Plan, prepared with the assistance of Vandewalle & Associates. The community has had reasonable success implementing its 2005 plans (see sidebar).

Volume 2: Vision and Directions includes the Village’s directions for:

- New development, redevelopment, and preservation areas;
- Different types of land use for specific areas identified for development and redevelopment;
- Transportation, community facility, and utility investments;
- Housing, tourism, commercial, and job-based decision making;
- Natural and cultural resource protection and enhancement; and
- Collaboration with other governments, the New Glarus School District, and private groups.

Volume 2 is organized into ten chapters. Maps and figures are provided throughout this volume. Map numbering began within Volume 1, and continues to this Volume 2. Figures are numbered according to chapter (e.g., figures in Chapter 4 are numbered 4-1, 4-2, etc.).

### Successes in Implementing the Village’s 2005 Plans

- Enacted extraterritorial zoning with the Town and extraterritorial land division policies, better managing rural development outside of the Village limits.
- Encouraged redevelopment of the Downtown and aging and infill locations along Highway 69, though tax incremental district incentives and development approvals.
- Adopted a stormwater management and erosion control ordinance and created a stormwater utility to more effectively address stormwater improvements and flooding.
- Conducted a detailed water system plan.





## VISION, PRINCIPLES, AND GOALS

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This cover page of this first chapter includes a vision statement and set of guiding principles, which may be understood as:

- A presentation of how the Village wishes to look, feel, and be perceived.
- An inspirational view of New Glarus and its future that allows the community to “stretch” and explore its opportunities.
- A platform for the Village to take advantage of its assets and opportunities.
- A broad framework around which to build more detailed initiatives, including those in this Comprehensive Plan.

The vision statement and principles are elaborated through a set of goals, included in Figure 1-1 and guiding the content of the remaining chapters in Volume 1.

**Figure 1-1: New Glarus’ Goals (by Chapter Focus)**

Chapter (click on link to go to chapter)	Goal
<a href="#">2: Natural and Agricultural Resources</a>	Serve as a steward to natural areas, with an emphasis on the Little Sugar River and its tributaries and shorelands.
<a href="#">3: Culture and Community Character</a>	Preserve and enhance New Glarus’ rich cultural, historic, and scenic character, with a particular emphasis on its Swiss heritage.
<a href="#">4: Land Use</a>	Promote a land use pattern that provides diverse development opportunities, while maintaining and enhancing Swiss Village form and scale.
<a href="#">5: Economic Development</a>	Secure a growing and diverse economy and tax base to sustain local services, provide community amenities, and supply jobs and products that support local families.
<a href="#">6: Housing and Neighborhoods</a>	Support housing for New Glarus’ families, workforce, elderly, and young adult populations within safe, quiet, and attractive neighborhoods.
<a href="#">7: Community Facilities and Utilities</a>	Meet resident and business expectations for public services and recreation, while maintaining affordable rates, fees, and taxes.
<a href="#">8: Transportation</a>	Maintain a road, sidewalk, and trail network that efficiently moves people and products.
<a href="#">9: Intergovernmental Cooperation</a>	Maintain strong relationships with other governments, agencies, and districts for mutual benefit.



## NEW GLARUS' CONTEXT, ASSETS, AND INFLUENCES

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Located near the north edge of Green County in south central Wisconsin, the Village of New Glarus is 28 miles southwest of Madison and 17 miles north of Monroe (the County seat). A combined Village and Town of New Glarus population of roughly 3,500 in 2015 is expected to increase to around 4,300 by the year 2040.

The Village is surrounded by the unincorporated Town of New Glarus in Green County. Statutory extraterritorial jurisdiction extends 1½ miles from the Village limits, which includes lands both within the Town of New Glarus and Town of Exeter to its east. Within its extraterritorial jurisdiction, the Village may plan, prepare an official map, review land division proposals, and (in collaboration with the associated) zone lands. The Village and Town of New Glarus have an extraterritorial zoning area, which is smaller than the full extraterritorial jurisdiction. The various jurisdictions in and around the Village are shown on Map 1: Jurisdictional Boundaries within Volume 1.



New Glarus' population benefits from good schools, parks and trails, quiet neighborhoods, and a charming and lively Downtown. The Village is bisected by two main highways—State Highways 69 and 39. The Little Sugar River once demarcated the eastern edge of the community, and remains a notable feature and the namesake of the parallel State Trail. The Highway 69 corridor has experienced modern, auto-oriented commercial development, and some industrial development. It is also home to two locations of the famous New Glarus Brewing Company.

The New Glarus area is notable for picturesque valleys and rolling hills, with the Sugar River being the scenic edge of the driftless area that lies to the west. Settlement and cultivation has resulted in a farming landscape punctuated by the historic downtown, traditional neighborhood settlement patterns, and home-grown commercial and industrial operations. The Village and surrounding area are defined and influenced by:

- **Tourism and recreation.** The Village is prominent as America's "Little Switzerland," exemplified by Swiss architecture, dining, festivals, craft brewery, and other authentic cultural experiences. With its charm, trails, and business and recreational destinations, New Glarus is a center of day-trip and recreational tourism. It is located on a circuit of other destinations with similar appeal—such as Mount Horeb, Paoli, Mineral Point, and Spring Green. A variety of hospitality, service and support businesses makes for a steady local tourism industry.
- **Madison area job growth.** The New Glarus area receives greater development pressure from the City of Madison than other Green County municipalities. Large recent and future employment growth in the Madison area—particularly on Madison's



west side and in suburban areas like Middleton, Verona, and Fitchburg—will have a significant impact on future population growth in New Glarus. At time of writing, Epic Corporation, located less than ½ hour north in Verona, employed over 9,000 persons with continued growth anticipated. That, plus the aging local population, may suggest greater demand for higher-end rental housing options in New Glarus.

- **Transportation connections.** New Glarus is well-served by State highways connecting to the Madison area, Monroe (another job center and the County seat), and other regional destinations. County highways also converge in New Glarus, making it a natural gathering spot and marketplace. Biking and other recreational opportunities have been served by the Sugar River State Trail, one of the earliest rails-to-trails conversions in Wisconsin.
- **Stunning driftless area scenery.** Within the driftless area, New Glarus' exceptional scenery, natural areas and wildlife habitat are major attractions for recreation and for residential development. The Village's position in a lovely valley adds to the attraction. The hilly, scenic landscape—along with the lower river valley—also present challenges for new development.
- **Food and beverage production center.** The farming landscape has resulted in complimentary development in the Village, but can also result in challenges where new development is close to active farms. The Village currently benefits from large local businesses in both food and beverage production. The area's well-educated workforce enjoys quality job opportunities in a variety of local and regional businesses.
- **Access to health care and support of aging populations.** Village residents enjoy easy access to local and regional medical facilities, and excellent senior housing opportunities.







## Chapter 2

# Natural and Agricultural Resources

How can the Village partner to protect and enhance the Little Sugar River, rolling countryside, and other resources?



## Goal

Serve as a steward to natural areas, with an emphasis on the Little Sugar River and its tributaries and shorelands.

## Objectives

1. Manage the quality and quantity of water entering waterways, especially the Little Sugar River.
2. Recognize the recreational, health, economic, and other benefits that result from natural resource preservation.
3. Because resources cross political and jurisdictional boundaries, partner with State, County, and other local governments and groups.
4. Partner in the preservation of New Glarus's agricultural surroundings, and the health of the local farm economy.

## Initiatives

(see full chapter to learn more)

1. **Protect and Restore the Little Sugar River.** The community intends to continue to honor the Little Sugar River and its resident wildlife. Restoration and river clean-up events, a new recreational trail in the Backtown area, and an advocacy group are efforts in which the community may invest.
2. **Preserve Environmental Corridors.** The layering of various natural areas and features comprise environmental corridors. Corridors are valuable to the community for stormwater management, groundwater protection and recharge, erosion control, wildlife habitat, passive recreation, and scenic beauty.
3. **Advance Agricultural Production and Processing.** Business parks in the Village will support the continued preservation of agricultural land through complementary businesses.
4. **Merge Natural Resource Preservation with Park and Recreation Initiatives.**

## CHAPTER PURPOSE

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The scenic backdrop to the attractive Swiss Village ambiance of New Glarus is provided by the open space in and around the Village. Pristine rural areas, agricultural fields, wooded hills, and the Sugar River corridor define the landscape. The preservation of agriculture in the New Glarus area is important to its economic and cultural future. This chapter contains strategies for natural and agricultural resource preservation and enhancement for New Glarus.

## POLICIES FOR NATURAL AND AGRICULTURAL RESOURCES

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1. Emphasize water conservation, groundwater recharge, and infiltration, in light of the importance of cold-water sources for the Little Sugar River and its tributaries.
2. Before approving any land use change, consider its impact on environmental corridors, wildlife habitat, and potential rare or threatened plant and animal species locations, and ensure that the land use change will meet applicable zoning and land division regulations.
3. Utilize zoning, land division review, and extraterritorial authorities and agreements to help ensure that development occurs in the appropriate location, time, and land use type.
4. Enforce erosion control and stormwater management ordinances.
5. Emphasize the use and enhancement of natural drainage courses and systems wherever possible, and direct land disturbance away from natural areas and on erosion-prone slopes.
6. Encourage land owners and developers to preserve and enhance natural areas and scenic views when preparing private development proposals.
7. Site and expand parks in areas that also forward natural resource protection objectives, and promote native vegetation restoration areas as passive recreational areas and outdoor laboratories.
8. Maintain the urban tree inventory on public lands.
9. Encourage nearby towns in their efforts to promote the long-term viability of agricultural uses in mutually agreed areas.
10. Encourage agricultural-related industry, such as bio-based products and biotechnology development, in the Village.



## NATURAL AND AGRICULTURAL RESOURCES INITIATIVES

### 1. PROTECT AND RESTORE THE LITTLE SUGAR RIVER

The Little Sugar River flows through the eastern part of the Village of New Glarus. In a previous era, it was used to power the local grist mill and saw mill, both which supported the community. Though the mills are gone, the River remains a community asset. In partnership with others, the Village intends to undertake the following efforts associated with enhancing the Little Sugar River:

- **Encourage River use through trail development.** The Sugar River State Trail connects the Village to the nearby New Glarus Woods State Park and beyond. Looking forward, a northerly land trail extension into the Backtown area will enhance the trail experience and projected redevelopment in Backtown (see also Economic Development chapter and Map 15). Enhancing paddler access to the water is another opportunity. This may involve a series of kayak and canoe launches connected through wayfinding signage.
- **Organize a River clean-up day.** The Village, in conjunction with nationally recognized days such as Earth Day or other appropriate community events, may organize a River clean-up day to remove debris and litter that prevents safe passage and dampens full enjoyment of the River experience. A general cleanup could segue into further advocacy to protect and enhance water quality, shoreline stability, control invasive species, and encourage safe and responsible access to the Little Sugar River.



The idea for a Sugar River Walk on the north side of the Village was introduced in a University of Wisconsin student thesis project. (North is to the right on the map.)



- **Consider an advocacy group for River protection and recreation.** An advocacy group would assist in the promotion, development, and maintenance of the River. Such a group would work to increase the number and visibility of River-based activities, advocate for River-based improvements, and educate the public about River-related issues. Watershed protection groups already exist to the north and south of the Village (Upper Sugar River Watershed Association in Dane County and Lower Sugar River Watershed Association around Albany). Boat outings, waterway clearing, habitat restoration and field studies are frequent activities of these types of volunteer-led groups. Hands-on projects are fun for participants and also provide benefit to the community. Partners might include the Wisconsin Department of Natural Resources (WisDNR), Green County Land and Water Conservation, other municipalities through which the Little Sugar River flows, the New Glarus School District, and the Arrowhead District Boy Scouts and Girl Scouts.



The Little Sugar River, which flows generally north to south through the Village of New Glarus, is a tributary of the nearby Sugar River.

## 2. PRESERVE ENVIRONMENTAL CORRIDORS

Environmental corridors are continuous systems of open space that include environmentally sensitive lands and natural resources. They are based mainly on waterways, and are part of a system of continuous open space. The Little Sugar River provides a major environmental corridor within the Village. Corridors have environmental, ecological, passive recreational, stormwater management, groundwater protection and recharge, erosion control, wildlife, and scenic value. Environmental corridors also have severe limitations for development; therefore, minimizing development in these areas also protects private property.

Environmental corridors are depicted on Maps 14A and 14B in the Land Use chapter. (Where overlapping with Parks and Public Conservancy areas, the Environmental Corridor category is not mapped on these maps.) The following natural areas and features are layered to form environmental corridors:





- **Wetlands.** These may be as designated by WisDNR or through more detailed field surveys. The disturbance of wetlands are subject to regulations at several levels of government.
- **Floodplains.** These are designated by the Federal Emergency Management Association (FEMA). The environmental corridor includes the 1% annual chance floodplain. The Village is required to limit development in floodplains.
- **Navigable waters and shoreland areas.** Includes 75-foot setbacks from navigable waters, which are subject to County and in some cases Village shoreland zoning regulations.
- **Intermittent streams and natural drainageways.** Also includes 50-foot buffers around such features.

Construction of low-impact trails and other passive recreation are allowed and sometimes encouraged in environmental corridors. The Sugar River State Trail is an example. Existing development and farming uses may continue within mapped environmental corridors, but some improvements may be limited. Farmers within environmental corridors are encouraged to implement agricultural Best Management Practices. New buildings that do not replace old buildings and significant expansions to existing building footprints will generally not be allowed within the environmental corridor.

The environmental corridors depicted on Maps 14A and 14B are general, and based on secondary sources of information and planning studies. As such, the actual environmental corridor boundaries on a site-specific basis may differ when:

- An updated or more detailed study reveals that the characteristic(s) which originally resulted in its designation as an environmental corridor no longer exists, never existed, or exists in a different location or configuration on the site; or
- Approvals from appropriate agencies are granted to alter a property so that the characteristic which resulted in its classification as an environmental corridor will no longer exist; or
- A mapping error has been identified.

### 3. ADVANCE AGRICULTURAL PRODUCTION AND PROCESSING

New Glarus is within a rich agricultural area. The Village supports the continued preservation of agricultural land in mutually agreed locations via tools such as extraterritorial zoning, town zoning, and intergovernmental agreements. The Village will also work to minimize conflict when considering new development proposals near active farms.



The Village will also continue to position and market its industrial and business parks as logical places for businesses that research, develop, process, and ship agricultural products. This is already an area of strength for the Village. As the economy progresses toward use of alternative sources and types of energy, new uses for agricultural products, biotechnology, access to farmland and research infrastructure will be imperative to the development of new businesses. In this regard, the nationally recognized agricultural and biotechnology research stemming from the nearby University of Wisconsin is an asset. In total, New Glarus stands to capture some of the benefits of this development trend.

#### **4. MERGE NATURAL RESOURCE PRESERVATION WITH PARK AND RECREATION INITIATIVES**

Parks provide an essential connection for people of all ages and abilities to nature and the outdoors. The designation of parkland also helps preserve natural resources and wildlife habitat. Also, within environmental corridors, building development is limited and passive recreational opportunities are often present expanded.

Chapter 8: Community Facilities and Utilities includes an initiative for creating a Comprehensive Outdoor Recreation Plan (CORP). The CORP should emphasize efforts that provide park and recreational spaces in combination with natural areas and resources.



Village Park, which includes pieces of New Glarus's "urban forest."







## Chapter 3 Culture and Community Character

How can the Village leverage and modernize its Swiss Village theme?  
What does historic and scenic preservation involve?



### Goal

Preserve and enhance New Glarus' rich cultural, historic, and scenic character, with a particular emphasis on its Swiss heritage.

### Objectives

1. Link heritage preservation to quality of life and prosperity.
2. Maintain and enhance scenic views and natural experiences.
3. Protect unique historic buildings and districts.
4. Increase the number of visitors and tourists to the Village, and their spending.

### Initiatives

(see full chapter to learn more)

1. **Modernize Swiss Village Theme and Branding.** New Glarus's branding and marketing as America's Little Switzerland has been remarkably successful, but in need of update and refinement. This extends to standards for marketing, architecture, and signage.
2. **Continue to Advance New Glarus's Tourism Efforts.** Village-led efforts may include developing a permanent downtown festival space and investing in other complementary downtown improvements.
3. **Designate Historic Districts.** Following through on a 2015 Architectural and Historical Survey, designation of one or two historic districts would protect key areas and bring more outside dollars to help fund restoration projects.
4. **Maintain and Enhance the New Glarus Area's Scenic Qualities.** Attention should be devoted to protect and enhance both in-Village aesthetics, like the views from Highway 69, and the hilly countryside that surrounds the Village.
5. **Cultivate the Next Generation of Community Volunteers and Leaders.**

## CHAPTER PURPOSE

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This is a non-traditional comprehensive plan chapter, based on the concepts of cultural resources and community character. “Cultural resources” help define human history, remind us of our interdependence with the land, show how cultures change over time, and include the offerings and events that define a place. “Community character” the unique expression or quality of a place, or more simply, the way a community looks and feels to its residents and visitors.

New Glarus is rich in cultural resources and community character, particularly resulting from a decision decades ago to advance the community as a Swiss-themed Village. This chapter guides the preservation, enhancement, and celebration of cultural and character resources that distinguish New Glarus.

## POLICIES FOR CULTURE AND COMMUNITY CHARACTER

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1. Promote genuine Swiss cultural themes in buildings, marketing, and events, in concert with the Swiss Center of North America, New Glarus Historical Society, Chamber of Commerce, and others.
2. Work through and with the New Glarus Historical Preservation Commission and landowners to protect districts, buildings, and other historic resources and special places that help define and contribute to the Village’s character.
3. Continue to support local concerts, festivals, fairs, farm tours, markets, and other events that celebrate New Glarus and Swiss heritage, working particularly with the Chamber of Commerce, which leads most such efforts (see [www.swisstown.com](http://www.swisstown.com)).
4. Work with the School District, Chamber of Commerce, Historical Society, Swiss Center of North America, Public Library, and other community organizations to promote cultural facilities, events, and programs.
5. Emphasize the value of the rolling countryside, Little Sugar River Corridor, and other scenic areas and other focal points of beauty in land use and other decision making.



Located along the Sugar River State Trail, this restaurant has created a special place downtown.



## CULTURE AND COMMUNITY CHARACTER INITIATIVES

### 1. MODERNIZE SWISS VILLAGE THEME AND BRANDING

New Glarus's Swiss theme, including the "America's Little Switzerland" tagline, has been extremely successfully in branding and marketing the community, particularly for tourism development. Still, New Glarus cannot rest on past efforts and reputation. New Glarus's Swiss Village brand can be updated, both to maintain an authentic connection to the past and to appeal to new generations and an increasing diverse community. Some ideas include:

- **Continuing to grow Swiss cultural awareness.** This may include expanding or emphasizing curricula at the public schools, and/or through summer school and community recreational programs. Also, each festival—whether intentionally Swiss-focused or not—is a chance to demonstrate authentic Swiss performing arts or culture.
- **Reassess and clearly communicate Village goals for Swiss themed architecture.** Swiss-themed zoning standards for commercial buildings have been in place for a few decades, providing property owners with general guidance. A Swiss Village theme has mainly been achieved as a result of individual property-owners' renovations over decades. Still, a 2015 Architectural and Historical Survey of New Glarus states that for many years, "building owners used various interpretations of what they thought was Swiss architectural style in their buildings." Also, some recent projects do not, in some stakeholders' opinions, reflect the intent of the zoning standards. The recommended zoning ordinance update described in the Land Use chapter provides an opportunity to explore and adapt Village architectural standards, working in partnership with local experts and others. Broadly speaking, buildings that are authentically Swiss, and not exclusively historic (or interpretations of historic), may extend appeal to younger generations by helping to modernize and reinforce the Swiss branding concept for New Glarus. Residential architecture-based ideas are explored in the Housing and Neighborhoods chapter.



Swiss-themed signs and banners are installed throughout the community, but there is some lack of design unity.



- **Pursue updated and unified signage.** The look and feel of a Village with Swiss identity requires more than just architecture. Consistent and modern entry, wayfinding, and downtown and possibly Highway 69 banner signs will aid in Swiss-themed placemaking. Also, sign regulation updates, possibly coupled with optional design guidelines, may be part of the recommended zoning ordinance update. This may allow private sector signage to more easily contribute to the Swiss Village theme.
- **Consult with a branding expert.** The Village and Chamber may wish to engage a qualified marketing/branding firm in a brand update effort. A skilled marketing/branding firm would be able to offer the Village and Chamber sound advice on how best the Swiss brand could be updated to meet modern sensibilities and objectives. The recommended approach would include reassessing the logo(s), tagline, marketing materials, and community signage and other visual reminders. “Brand USA” may also be a resource, serving to help to attract European tourists who will appreciate the familiar cultural elements that New Glarus offers (to the Swiss especially) while still serving up a uniquely American adventure.

## 2. CONTINUE TO ADVANCE NEW GLARUS TOURISM EFFORTS

Many groups and individuals have worked hard for many years to make New Glarus into a major tourism destination. For example, the Village has many festivals and events, including Polkafest, Taste of New Glarus, Beer Bacon & Cheese Fest (BB&C), Maxwell Street Days, Heidi Folk Festival, Volksfest, Wilhelm Tell Festival, Schuetzen Fest, Oktoberfest, and Winterfest.

The Village will continue to collaborate with and support the Chamber on tourism efforts, with the Village’s focus generally on civic and infrastructure improvements. Some ideas that the Village government could pursue or help support include:

- **Exploring a permanent festival space Downtown.** Festivals have been held at different locations, many of which (e.g., 1<sup>st</sup> Street) become congested and challenge adjacent business access. As described in the Economic Development chapter and Map 15, the Railroad Street corridor may be suited to become a dedicated festival district. Adjacent land uses already have outdoor seating and balconies oriented to the street life. This area is also close to other

### Travel Wisconsin Grant Programs

- **Joint Effort Marketing (JEM):** Funding help for new and existing events, sales, promotions, and destination marketing.
- **Tourist Information Center (TIC):** Assists non-profits with operating expenses.
- **Meetings Mean Business (MMB):** Financial assistance for the facility costs of meeting and convention tourism.
- **Ready, Set, Go! (RSG):** Helps with up-front funds to secure competitive sports events.



Downtown businesses and visible from Highways 69 and 39, which would allow any activities taking place to self-advertise and attract attendees. Improvements needed to achieve the Railroad Street corridor as the permanent grounds might include pedestrian-scale street lighting, traffic-calming and decorative pavement systems (brick or pavers), a changeable signage system, in-ground event tent anchors, removable bollards, and water and electrical utilities. Also, accessible space for partial enclosure and public restrooms would be warranted.

- **Focusing Village funds on both “hard” and “soft” improvements Downtown.** Ideally with similar aesthetic qualities of the festival space discussed above, the Village’s contribution to downtown, tourism-supporting improvements may include pedestrian-oriented new benches, waste receptacles, landscaped areas, planters and/or window boxes, updated seasonal banners, contrasting pedestrian walkways, additional street trees, and informational kiosks.
- **Collaborate with the Chamber on digital approaches to advertise events.** The Village’s Web page, along with a Facebook page and Twitter feed, could be utilized as further means to get the word out on community events, particularly to the Millennial population.
- **Investigating with the Chamber options for tourism and business growth.** Discussions during the comprehensive planning process suggested that the Village and Chamber would benefit from a review of different models and approaches to effectively provide business services, tourism organization and promotion, and new business growth.



Planters and decorative crosswalks downtown contribute to a comfortable, pleasant setting for pedestrians.





### 3. DESIGNATE HISTORIC DISTRICTS



Proposed 2<sup>nd</sup> Street Commercial Historic District, per a 2015 Survey.

in close communication with property owners, the Village will continue to move forward with its interest in establishing one or both districts by formally surveying residents and businesses located within the potential districts to determine if there is sufficient interest. If there is, the next steps would be to officially notify all property owners that the process is underway, and apply for grant funds from the Wisconsin Historical Society to assist with the cost of preparing the District application.

The Village has many different architectural styles of value within its building stock. A 2015 Architectural and Historical Survey, prepared by Carol Cartwright for the Historic Preservation Commission, suggests two potentially eligible historic districts. One is a proposed 2<sup>nd</sup> Street Commercial Historic District. The 400 block of 2<sup>nd</sup> Street features some of the best examples of commercial buildings with original facades. A sketch of the proposed district boundary is to the right. Along both sides of 1<sup>st</sup> and 2<sup>nd</sup> Streets between 6<sup>th</sup> and 12<sup>th</sup> Avenues, the suggested 1<sup>st</sup> and 2<sup>nd</sup> Street Historic District is architecturally significant for the concentration of Queen Anne homes, among many other notable buildings. See Chapter 6: Housing and Neighborhoods includes a sketch of that proposed district.

Historic district designation would provide a means to preserve the historic character of early Village development as well as make tax credits and other restoration funding available to property owners. The National Advisory Council on Historic Preservation also suggests increased property values in historic districts.

The Village held a workshop in spring 2016 to publicly explore the idea of establishing one or both of these historic districts, and the response was generally positive. Working through its Historic Preservation Commission and



Looking south on the west side of 2nd Street, part of the proposed Commercial Historic District.



#### 4. MAINTAIN AND ENHANCE THE NEW GLARUS AREA'S SCENIC QUALITIES

New Glarus's charm and economic health comes, in part, from its Swiss Village theme among a background of scenic vistas, hills, valleys, and waterways. The Village has an unforgettable entryway experience amidst driftless area topography. Maps 5, 6 and 7—included within Volume 1 of this Plan—represent areas of the surrounding countryside that can be seen from the Village and areas that can be seen from Highway 69. To preserve and enhance the area's scenic qualities, the Village may:

- **Consider the visual impact of new development.** The Village is challenged by finding the least impactful locations for new development to be able to grow the community. This could be another consideration in a zoning ordinance update.
- **Partner with the Town to limit development visibility there.** This may be accomplished through extraterritorial zoning and land division review. Particular attention should be devoted to development visible from Highways 69 and 39.
- **Improve the entryway experiences along Highway 69.** The Village may assist directly in adding all-season landscaping to the Highway 69 frontage of the sewage treatment plant. Another challenging situation includes the backs of buildings and outdoor storage areas on Railroad Street. Recommended Backtown redevelopment, described in the Economic Development chapter, will assist with this effort.
- **Pursue beauty in public projects.** Public buildings and parks are an excellent opportunity for the Village to set examples of desired aesthetics. Investing in art, landscaping, and maintenance will set a desired tone.
- **Enhance interpretative opportunities.** The Little Sugar River, New Glarus Woods, and other natural areas in and near New Glarus serve as places for area residents to



View looking north from Highway 39 just west of the Village.



appreciate the area's scenic and natural qualities. The Village encourages efforts like those of the School District and Friends of New Glarus Woods State Park.

## 5. CULTIVATE THE NEXT GENERATION OF COMMUNITY VOLUNTEERS AND LEADERS

New Glarus's many community events and efforts have been driven, in large part, by local volunteers. As we move forward, there will be a need to recruit a new generation of volunteers. These would include younger and newer New Glarus residents, focusing on those in the so-called "Millennial" generation (born between 1980s and early 2000s). Millennials "will come and stay [in a community] if they feel connected, digitally and socially; if they can find or make their own opportunities; and if they are encouraged to participate in creating or fostering a sense of place," writes Tom Still in the Wisconsin State Journal.

These new volunteers and others may also become New Glarus's next generation of leaders. Those in current leadership roles in New Glarus should be encouraged to nominate and refer local young residents to the following leadership development programs:

- **Green County Leaders.** Organized through the University of Wisconsin Extension, Green County Leaders is an educational program where individuals practice leadership skills, deepen their understanding of community issues and prepare for leadership roles, thereby creating a network of active and visionary individuals who leverage their experience and expertise to benefit their community and local community-based organizations. Visit <http://green.uwex.edu/community-development/green-county-leaders/>.
- **New Leaders Council Madison.** NLC Madison offers a 5-month program that combines leadership development training with mentoring, networking, and job placement. Open to professionals aged 24 to 35, the NLC Institute recruits its Fellows "from outside traditional power structures and equips them with the skills necessary to be civic leaders in their communities and workplaces." Visit <http://madison.newleaderscouncil.org>.
- **Leadership Wisconsin.** Developing leaders to strengthen communities through several programs, Leadership Wisconsin is a public-private partnership and part of the University of Wisconsin Extension. Offerings include a 2-year Signature Program, an annual leadership conference, and custom programs for organizations and communities. Nominations can be made with a one-page form available at <http://LeadershipWisconsin.org>.

### Strategies to Increase Volunteerism

- Raise awareness of the need for volunteers
- Outreach to a larger, more diverse pool of potential volunteers
- Improve volunteer management

*Source: United Way of Dane County, Volunteer Engagement Mobilization Plan*







## Chapter 4 Land Use

How can the Village its character and economy through land use decisions?



### Goal

Promote a land use pattern that provides diverse development opportunities, while maintaining and enhancing Swiss Village form and scale.

### Objectives

1. Plan for a sufficient supply of lands for new development, while also recognizing preservation interests.
2. Ensure a desirable mix of land uses consistent with the Village's character and a strong and diverse economy.
3. Identify and develop viable locations for employment-based businesses, focused on New Glarus resident job interests.
4. Provide attractive neighborhood settings to enhance resident experience and interaction.

### Initiatives

(see full chapter to read more)

1. **Use the Future Land Use Maps to Guide Development.** Maps 14A and 14B represent the Village's desired future land uses for the New Glarus area. These maps, and policies for each future land use category that is mapped, will guide rezonings, subdivisions, annexations, and utility extensions.
2. **Modernize Zoning Regulations.** The Village's zoning ordinance does not implement this Plan or the Village's policy expectations in several respects. An update to the zoning ordinance update, perhaps in phases, would better guide community development.
3. **Ensure Appropriate Transitions and Buffering Between Uses.** The Village will use and promote a variety of techniques to minimize residential impacts where non-residential areas abut housing, without impeding economic development.

## CHAPTER PURPOSE

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The Village is characterized by its traditional growth pattern of residential neighborhoods situated around pedestrian-oriented Downtown blocks, with more modern development along and near Highway 69. This chapter aims to reflect and build upon this existing land use pattern. It features two “zooms” of a Future Land Use map and policies for each future land use category shown on that map. Together, these provide a basis for more detailed planning efforts for the Downtown and Backtown areas (described later in this volume), the zoning map and ordinance, rezonings, subdivision plats, annexations, and utility plans.

## GENERAL LAND USE POLICIES

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1. Follow the land use recommendations mapped and described in this chapter when making detailed land use decisions, such as subdivision approval requests and rezonings.
2. Emphasize redevelopment of older properties in and near the Downtown and rehabilitation of aging and vacant buildings for productive economic use. Preserve the historic character of the Downtown, while encouraging compatible redevelopment.
3. Assure a mix of land uses, new development design, and sustainable land use practices to preserve the traditional Swiss Village character and an authentic community identity.
4. Reserve adequate areas for a variety of land uses to accommodate projected and desired future Village growth.
5. Consider the visual impact in the review of development proposals, particularly in the hills above the Village and in locations visible from Highways 69 and 39 (see Maps 5 through 7 in Volume 1).
6. Plan for and maintain a distinct edge between Village development and the rural countryside.
7. Require all new development within the Village and areas planned for urban development outside the Village limits to be connected to municipal sewer and water services, except as otherwise allowed by extraterritorial zoning and Village utility connection ordinances.
8. Encourage neighborhood-oriented retail, service, and recreational uses in areas that will conveniently and accessibly serve Village neighborhoods, without creating land use conflicts.
9. Promote road and trail connections between existing and new development areas, and good access to new neighborhoods and home sites in rural areas.

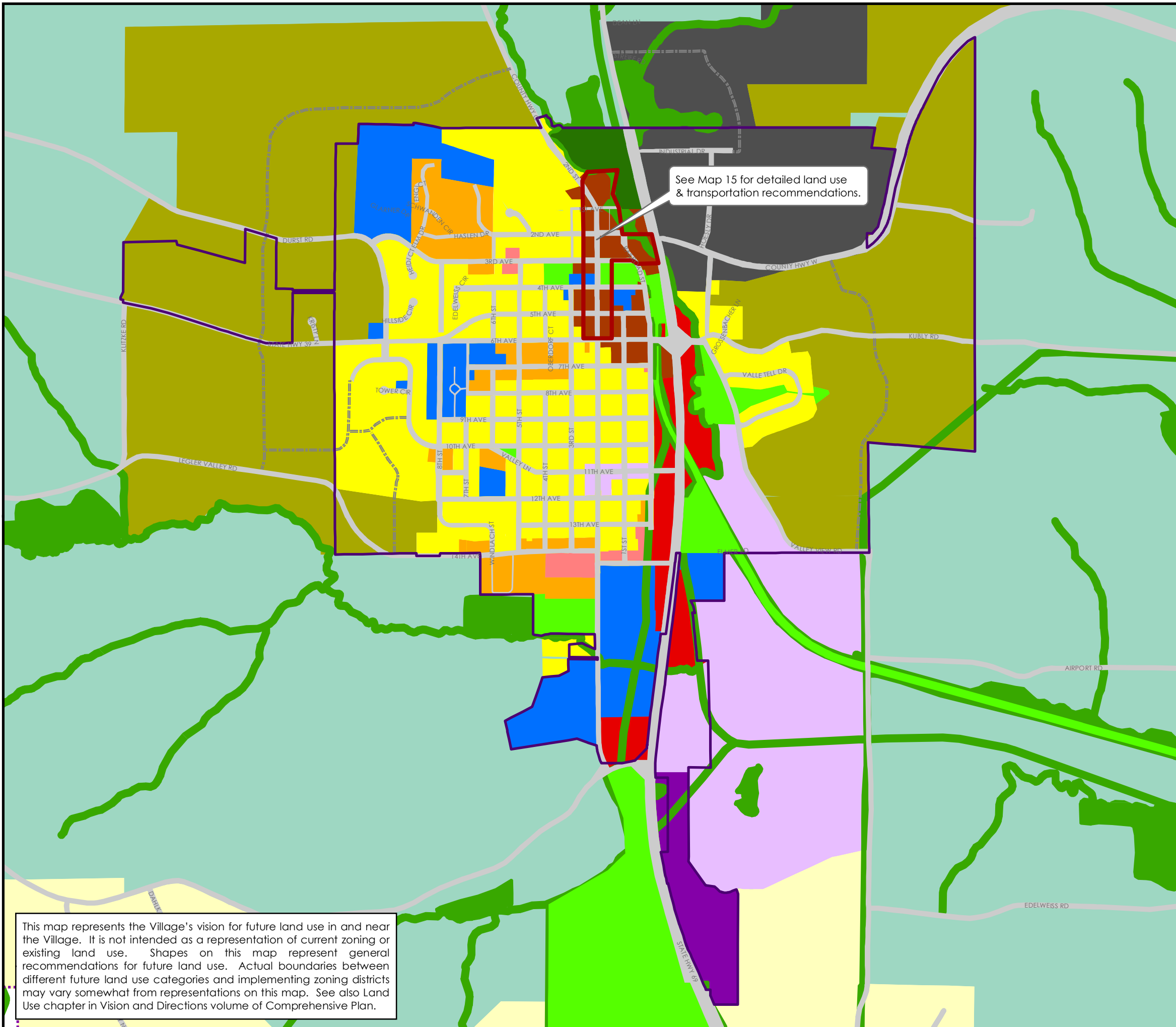


## Future Land Use Village Perspective



*New Glarus, Wisconsin*

- Potential Future Major Road Extensions
- Rural Single Family Residential
- Village Single Family Residential
- Two and Multiple Family Residential
- Neighborhood
- Downtown
- Neighborhood Commercial
- Highway Commercial
- Business Park
- Industrial
- Mixed Use / Flex
- Institutional and Governmental
- Parks and Public Conservancy
- Environmental Corridor
- Agriculture, Open, and Undeveloped
- January 2016 Village Limits



This map represents the Village's vision for future land use in and near the Village. It is not intended as a representation of current zoning or existing land use. Shapes on this map represent general recommendations for future land use. Actual boundaries between different future land use categories and implementing zoning districts may vary somewhat from representations on this map. See also Land Use chapter in Vision and Directions volume of Comprehensive Plan.



October 2016  
Data Sources:  
Green County, WIDNR, FEMA



## Future Land Use ETJ Perspective



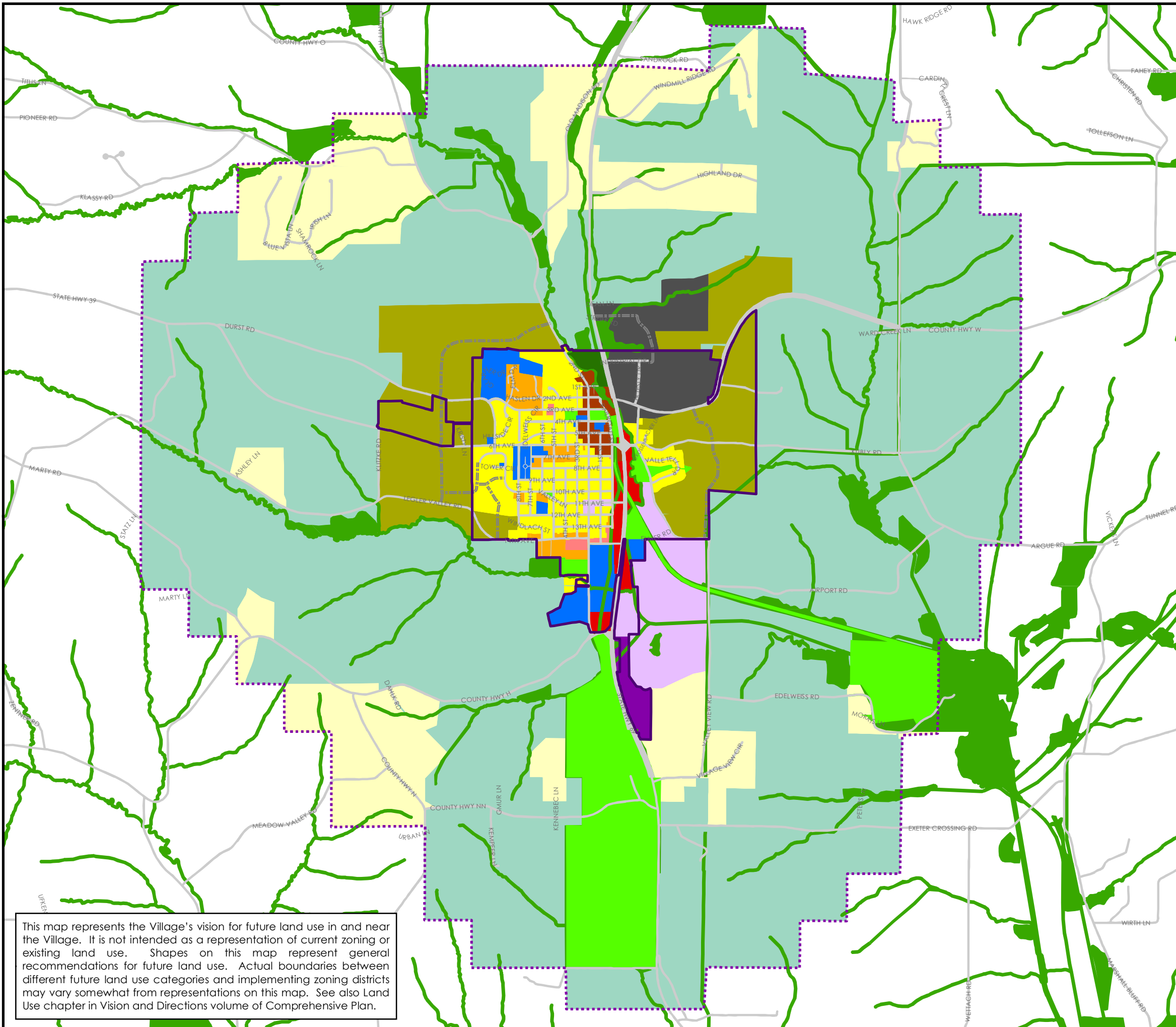
*New Glarus, Wisconsin*

- Potential Future Major Road Extensions
- Rural Single Family Residential
- Village Single Family Residential
- Two and Multiple Family Residential
- Neighborhood
- Downtown
- Neighborhood Commercial
- Highway Commercial
- Business Park
- Industrial
- Mixed Use / Flex
- Institutional and Governmental
- Parks and Public Conservancy
- Environmental Corridor
- Agriculture, Open, and Undeveloped

- 1.5 Mile Extraterritorial Land Division Review Jurisdiction
- January 2016 Village Limits



October 2016  
Data Sources:  
Green County, WIDNR, FEMA



This map represents the Village's vision for future land use in and near the Village. It is not intended as a representation of current zoning or existing land use. Shapes on this map represent general recommendations for future land use. Actual boundaries between different future land use categories and implementing zoning districts may vary somewhat from representations on this map. See also Land Use chapter in Vision and Directions volume of Comprehensive Plan.



## LAND USE INITIATIVES

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### 1. USE THE FUTURE LAND USE MAPS TO GUIDE DEVELOPMENT

Map 14A presents the Village's desired future recommended future land uses for lands within and near the municipal limits, and Map 14B extends the map area out to the Village's 1 ½ mile extraterritorial jurisdiction. These maps, along with the policies in Figure 4-1, will be a basis for land development decisions.

Changes to the existing land use pattern—towards realizing the future land use pattern shown on Maps 14A and 14B—may occur if and when private land owners make requests for rezoning, annexation, subdivisions or land divisions, conditional use permits, or other development approvals. Not all areas suggested for future development on Maps 14A and 14B will develop or be rezoned for development immediately following Comprehensive Plan adoption. Careful consideration to the timing of development and associated zoning approvals is essential, given transportation, utility, and community service demands; a respect for intergovernmental agreements and desires; a desire to preserve productive farmland and natural areas; an interest in orderly development; and a desire to maintain New Glarus's character.

The Future Land Use maps contain different land use categories that illustrate the Village's land use vision. These are represented by different colored areas on Maps 14A and 14B. As presented in Figure 4-1, each category has a unique description, set of typical implementing zoning districts, and development policies. Maps 14A and 14B and Figure 4-1 should be used together to understand the overall land use vision, and provide an effective guide for zoning and other land use decisions (and the recommended zoning ordinance update).

#### What was considered in the crafting of the Future Land Use Maps?

- Existing land use and zoning patterns.
- The natural, agricultural, and scenic landscape
- Land use demand forecasts presented in the Land Use chapter of Volume 1.
- The Village's vision for future growth, described in Chapter 1.
- Consideration of transitional areas, such as Backtown.
- A desire to maintain flexibility in future land use decision making.



**Figure 4-1: Future Land Use Categories and Policies**

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
<b>Rural Single Family Residential</b>	Groups of five or more single family homes, generally built on lots of at least two acres, and served by private waste treatment systems.	R-N Rural Neighborhood in extraterritorial zoning area (ETZ); Town zoning districts outside ETZ area	<ol style="list-style-type: none"> <li>1. Preserve views, open space, farmland, and natural features that maintain rural character.</li> <li>2. Arrange individual homes in desirable locations, considering topography, privacy, and views of open space.</li> <li>3. Use road and possibly trail networks to connect homes to each other, existing roads, and public lands.</li> </ol>
<b>Village Single Family Residential</b>	Predominantly single family detached homes, generally in “subdivision” settings within the Village. May include an occasional two family residence. All served by public sanitary sewer and water systems.	R-1 Residence District	<ol style="list-style-type: none"> <li>1. Prepare or require a neighborhood plan/concept development plan in advance of each subdivision proposal.</li> <li>2. Promote interconnection in road and trail networks; minimize long cul-de-sacs and dead-end streets.</li> <li>3. Require submittal of stormwater management and erosion control plans for new developments.</li> <li>4. Where smaller lots are permitted, pay careful attention to home quality, variety, design, setbacks, and garage placement through zoning, covenants, and development agreements.</li> <li>5. Pursue single family residential infill opportunities where feasible.</li> </ol>
<b>Two and Multiple Family Residential</b>	Mainly duplexes, two-flats, apartments, “condominiums”, other multiple family residences, and mobile home parks. Also includes independent elderly housing in two- and multiple-family buildings. All served by public sanitary sewer and water systems.	R-1 Residence District R-2 Mobile Home Residence District  (Village may wish to realign residential zoning districts and/or allowable uses in residential zoning districts)	<ol style="list-style-type: none"> <li>1. Disperse higher-density residential uses through the Village, rather than high concentrations in a few areas.</li> <li>2. Encourage design of multiple family developments to relate to public streets and integrate with the fabric of the surrounding neighborhood, rather than being designed as isolated enclaves.</li> <li>3. Hold new multiple family housing to similar standards for quality and livability expected of single family housing. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), garage or underbuilding parking, and responsible management.</li> <li>4. Monitor areas of aging multiple family housing so that they are community assets. Work with owners and property managers to address problems, and direct them to County and State programs and local lenders.</li> </ol>
<b>Neighborhood</b>	A carefully planned mix of mostly single-family residential development, with well-designed, limited components of two and multiple family residential, institutional, recreational, and neighborhood commercial land uses. All served by public sanitary sewer and water systems.	R-1 Residence District C-1 Commercial PUD Planned Unit Development  (Village may wish to establish a separate “neighborhood” zoning district)	<ol style="list-style-type: none"> <li>1. Require preparation of detailed neighborhood plans in advance of development proposals in these areas. Neighborhood development plans specify the arrangement of different land uses, environmentally sensitive areas, roadways, parks and trails, and other major infrastructure investments.</li> <li>2. Accommodate a mixture of housing types, costs, and densities, while maintaining the predominance of single-family housing in the community. In general, 2/3 of new housing units in each planned “Neighborhood” area should be single family residences.</li> <li>3. Promote neighborhoods that instill a sense of community with their design – including gathering places, parks, open spaces, pedestrian and bicycle access, small scale office, commercial service, and retail uses, schools, and churches.</li> </ol>



Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
<b>Downtown</b>	Mapped within the historic Downtown and “Backtown” areas of the Village, with existing and planned uses and activities designed to create vibrant places and community gathering spots. Desirable land uses include commercial services, retail, restaurants, lodging, office, multiple family residential (mainly upper stories), and institutional, including on mixed use sites and/or buildings.	C-1 Commercial PUD Planned Unit Development  (In conjunction with establishment of a neighborhood commercial zoning district, the Village may revisit the C-1 district to better serve as a “downtown” zoning district)	<ol style="list-style-type: none"> <li>1. Preserve the architectural and historic character of the downtown area with the application of detailed plans, design guidelines, and incentives where practical.</li> <li>2. Require New Glarus’ Swiss-Village theme with design of buildings, structures, walkways, and lighting. Compliance with Swiss architectural theme is required by ordinance in the C-1 Commercial zoning district; Swiss design examples are available at the New Glarus Library.</li> <li>3. Follow the recommendations of more detailed plans for the “Downtown” area, such as the TID #3 Project Plan and the Conceptual Plan – Backtown/Northern Downtown included in the Economic Development chapter.</li> <li>4. Arrange uses in a pedestrian-oriented environment with off- and on-street parking; minimal building setbacks; and building materials, designs, placement, and scale that are compatible with existing development form.</li> <li>5. Retain governmental facilities (e.g., library, post offices) in the “Downtown” area to reinforce public commitment and enhance activity.</li> </ol>
<b>Neighborhood Commercial</b>	Neighborhood-supporting and compatible retail, service, restaurant, and office uses that are compatible with adjacent residences and neighborhood character. Smaller-scale and with fewer allowed uses than the “Highway Commercial” category and more suburban in form than “Downtown.” All served by public sewer and water systems.	C-1 Commercial  (Village may wish to establish a separate neighborhood commercial zoning district, to be used in non-downtown, non-highway settings)	<ol style="list-style-type: none"> <li>1. Preserve and blend with surrounding residential character through appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading, and access from the adjacent collector or arterial street. See also “Ensure Appropriate Transitions and Buffering Between Land Uses” initiative in the Land Use chapter.</li> <li>2. Require New Glarus’ Swiss Village theme with design of buildings, structures, walkways, and lighting.</li> <li>3. Rezone sites designated for “Neighborhood Commercial” use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> </ol>
<b>Highway Commercial</b>	A range of retail, commercial service, office, restaurant, lodging, health care, outdoor sales, and institutional uses, with limited outdoor display and storage. Mapped mainly along Highway 69. All uses served by public sanitary sewer and water services.	C-2 Highway Commercial District  (Village may wish to enable more uses as permitted-by-right in the C-2 district)	<ol style="list-style-type: none"> <li>1. Require New Glarus’ Swiss Village theme with design of buildings, structures, walkways, and lighting. Compliance with Swiss architectural theme is required by ordinance in the C-2 Highway Commercial zoning district; Swiss design examples are available at the New Glarus Library.</li> <li>2. Rezone sites designated for “Highway Commercial” use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>3. Require larger-scale commercial developments to address traffic, environmental, and neighborhood impacts, including neighborhood sensitivity recommendations in the “Ensure Appropriate Transitions and Buffering Between Land Uses” initiative in the Land Use chapter.</li> </ol>



Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
<b>Business Park</b>	Light industrial, office, research, and other compatible and support uses (e.g., day care, health club, bank). Arranged in a controlled business park setting, where allowable uses and activities include those associated with low levels of environmental impact, noise, odor, vibrations, and particulate emissions. No outdoor storage. Served by public sewer and water.	PUD Planned Unit Development C-2 Highway Commercial District I Industrial District (Village may wish to establish a “business park” zoning district as a better fit for desired uses and impacts)	<ol style="list-style-type: none"> <li>1. See “Develop or Encourage Business Parks” initiative in the Economic Development chapter.</li> <li>2. Design “Business Park” areas to result in higher-end business campus settings, with high quality building, site, landscape, lighting, signage, and other aspects of project design.</li> <li>3. Direct heavy industry, truck terminals, large warehouses, and other uses incompatible with a “Business Park” setting to planned “Industrial” areas instead.</li> <li>4. Restrict outdoor storage and activities, except where essential to the business operation and fully screened from nearby uses and streets. Fully screen loading and other less attractive areas from off-site views.</li> <li>5. Rezone sites designated for “Business Park” use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>6. Promote lot sizes and site design that enables future on-site expansion.</li> </ol>
<b>Industrial</b>	Manufacturing, warehousing, distribution, office, storage, utility and other compatible businesses and support uses (e.g., day care, health club, bank). May include screened outdoor storage. All served by public sewer and water systems.	I Industrial District	<ol style="list-style-type: none"> <li>1. Rezone sites designated for “Industrial” use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered.</li> <li>2. Require performance standards as necessary to avoid placing excessive demand on municipal utilities and roads, or creating environmental hazards or unwanted neighborhood impacts.</li> <li>3. Encourage the relocation of older industrial uses that have outgrown their present sites or that are located in predominantly residential or “Downtown” areas to one of the mapped “Industrial” areas on Map 14A.</li> <li>4. Encourage the redevelopment or intensification of older industrial, storage, and contractor uses and buildings in the Village’s industrial park.</li> </ol>
<b>Mixed Use/Flex</b>	A carefully designed blend or option of commercial services, retail, office, business park, multiple family residential, and/or institutional land uses, including mixed use sites and/or buildings. Compared to the “Neighborhood” future land use category, “Mixed Use/Flex” areas typically are denser, more focused on non-residential development, and do not typically include single family housing. All uses served by public sewer and water systems.	Appropriate traditional zoning districts (e.g., C-1, C-2), the PUD Planned Unit Development zoning district, and/or a new “business park” zoning district	<ol style="list-style-type: none"> <li>1. Design “Mixed Use/Flex” areas to skillfully mix different uses on the same area, site, and/or building.</li> <li>2. Preserve and blend with surrounding residential character through appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading, and access from the adjacent collector or arterial street. See also “Ensure Appropriate Transitions and Buffering Between Land Uses” initiative in the Land Use chapter.</li> <li>3. Encourage New Glarus’ Swiss Village theme with design of buildings, structures, walkways, and lighting.</li> <li>4. Rezone sites designated for “Mixed Use/Flex” use only after public sanitary sewer and water service is available, the land is within Village limits, and a development proposal is offered.</li> </ol>



Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
<b>Institutional and Governmental</b>	Buildings and land owned by governmental, educational, religious, and other non-profit organizations and intended for public uses, gathering places, and assisted living and elderly care. Small-scale institutional uses may be located in areas planned for other future uses.	R-1 Residence District C-1 Commercial District (Village may wish to establish an “institutional” zoning district, as residential district standards may not fit institutional needs)	<ol style="list-style-type: none"> <li>1. Encourage New Glarus’ Swiss Village theme with design of buildings, structures, walkways, and lighting.</li> <li>2. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design.</li> <li>3. Preserve and blend with surrounding residential character through appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading, and access from the adjacent collector or arterial street. See also “Ensure Appropriate Transitions and Buffering Between Land Uses” initiative in the Land Use chapter.</li> <li>4. Continue to work with the New Glarus School District to coordinate uses and activities on District-owned land.</li> </ol>
<b>Parks and Public Conservancy</b>	Publicly owned lands used for recreation and/or natural areas. Also includes public buildings compatible with a park setting and golf courses available to the public. Parks may also be within lands mapped under other categories.	W Conservancy District	<ol style="list-style-type: none"> <li>1. Utilize an updated Comprehensive Outdoor Recreation Plan (CORP) as a guide to the siting and development of future “Parks and Public Conservancy” areas.</li> </ol>
<b>Environmental Corridor</b>	Systems of open space that include environmentally sensitive lands, including wetlands, 1% chance floodplains, navigable waterways and their 75-foot setback, and intermittent streams and drainageways with a 50-foot buffer. Where overlapping with Parks and Public Conservancy areas, the Environmental Corridor category is not shown on Maps 14A and 14B.	W Conservancy District Certain Environmental Corridors may also be subject to wetland, floodplain, or shoreland zoning rules if warranted by the underlying natural resource feature.	<ol style="list-style-type: none"> <li>1. Where compatible with natural resource and farmland preservation objectives, permit within Environmental Corridors cropping, grazing, and passive recreational activities such as trails and low-impact athletic fields.</li> <li>2. Direct non-farm development away from Environmental Corridors, except for utilities, passive recreational amenities, and/or education facilities designed to provide citizen access.</li> <li>3. Where development is proposed in or near a mapped “Environmental Corridor,” determine its exact boundaries based on the features that define those areas. Re-map lands away from “Environmental Corridor” to allow more intensive uses if: <ul style="list-style-type: none"> <li>▪ detailed information or studies reveal that the characteristic(s) that resulted in its designation as an “Environmental Corridor” is not actually present,</li> <li>▪ approvals from appropriate agencies are granted to alter a property so that the characteristic that resulted in its designation will no longer exist, and/or</li> <li>▪ a mapping error has been identified and confirmed.</li> </ul> </li> </ol>
<b>Agriculture, Open, and Undeveloped</b>	Agricultural, forested, and other open lands not publicly owned. Also is intended to accommodate farmsteads and limited non-farm housing in accordance with the policies to the right, and home occupations and family businesses.	Within the ETZ Area, the A-P and AP-L Agricultural and Woodland Preservation Districts; within non-ETZ areas, Town zoning districts	<ol style="list-style-type: none"> <li>1. Support continued farming and forestry uses.</li> <li>2. Support operations that process farm products grown mainly on-site and agricultural entertainment, where farming remains the primary activity.</li> <li>3. Support a density- and cluster-based approach for limited residential development. See applicable zoning and subdivision regulations.</li> <li>4. Assure that rural uses do not impede future urban development or road or utility extensions.</li> </ol>



## 2. MODERNIZE ZONING REGULATIONS

To better guide the type and quality of land development, the Village intends to update its zoning ordinance. This update may occur in phases to spread time and costs, addressing the highest priority items first. There are several purposes for modernizing the Village's outdated zoning regulations, including the following:

- Better match modern development expectations.
- Achieve greater organization and clarity.
- Conform to current State statutes, federal law, court decisions, and administrative rules, such as those related to the regulation of signage, the downzoning of properties, and nonconforming structures.
- Address persistent problem areas, such as parking regulations. Some are concerned that the Village's current parking regulations require an over-abundance of off-street parking spaces.
- Streamline and delegate development approval processes, where appropriate.
- Achieve desired land use and community design outcomes described in this Volume (e.g., consider visual impacts).
- Review allowable uses in different zoning districts, and consider realigning or adding districts to better match land use desires. This might including separate single family and multiple zoning districts, and a business/office park zoning district. See also Figure 4-1.
- Clarify the purpose and use of the H Historic District, perhaps in conjunction with the mapping of such a district.
- Modernize and clarify standards for new commercial development embracing Swiss Village theme. Switzerland and the Canton of Glarus may be studied for modern-day architecture, as well as vernacular and chalet styles, as inspiration for tweaking New Glarus's standards.
- Adjust exterior lighting standards to reflect modern lighting sources (LED).
- Clarify and/or update State-mandated overlay zoning districts—including shoreland, shoreland-wetland, and floodplain.

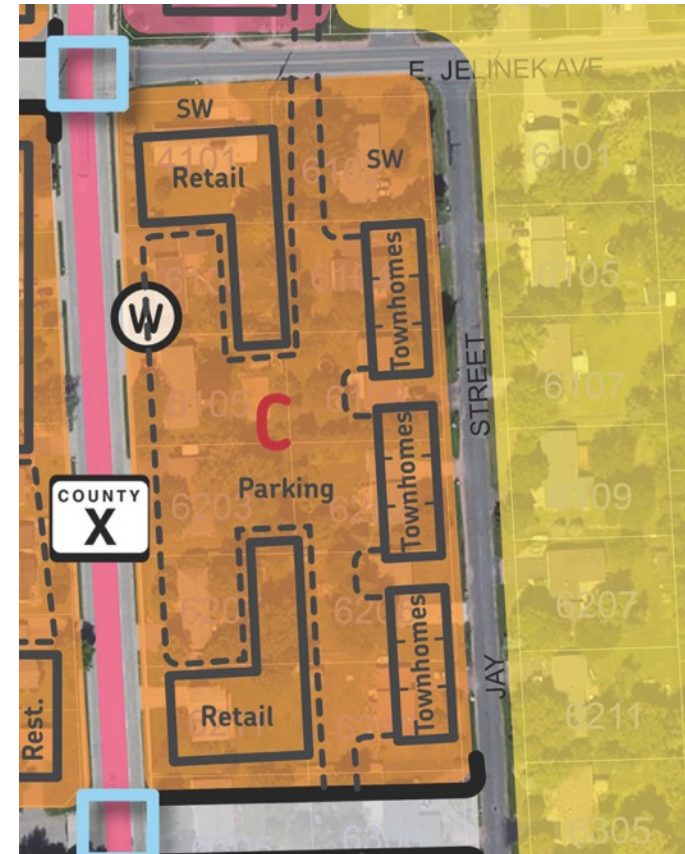


### 3. ENSURE APPROPRIATE TRANSITIONS AND BUFFERING BETWEEN USES

The Village has several locations where existing and planned commercial uses interface with existing residential uses. An example of this is on the west side of Highway 69, in the block bounded by 1<sup>st</sup> Street, and 13<sup>th</sup> and 14<sup>th</sup> Avenues.

The Village promotes good communication between neighbors, and the continuation and establishment of landscaped and fenced buffers in such areas. Where impractical, or in cases of future redevelopment or expansion of non-residential uses abutting residential areas, the following techniques are advised:

- **Communicate early.** For example, promote or require advance meetings between the commercial enterprise and residential neighbors to arrive at mutually acceptable solutions well before a project comes before the Village for development approval.
- **Back-to-back is best.** Abut back yards of non-residential developments to back yards of residential uses wherever possible.
- **Limited driveway access.** Keeping commercial driveways off of the residential streets minimizes light, noise, and pedestrian and child safety concerns.
- **Detailed site and building plans.** These should include carefully sited and screened locations for roof and ground mounted mechanical and utility units, loading areas, dumpsters, exterior lighting, and signage. Screen these facilities, and consider placing them in yards that are away from the residential use.
- **Parking and circulation.** Where possible, avoid parking and circulation patterns that result in headlights pointing towards residential windows. Otherwise, use berms, all-season landscaping, or fencing.



This redevelopment concept, for a block in another village along a highway corridor similar to Highway 69, incorporates a row of townhomes across the street from existing single family residences. This provides a smoother transition between the neighborhood and the commercial corridor.



- **Consider non-physical solutions.** For example, explore opportunities to limit hours of operation—or deliveries, lighting, or other potentially bothersome activities—early in the morning, during evenings, and on weekends.
- **Manage uses and activities.** Uses that require drive-through lanes, outdoor storage or sales, bright signage, and other similar activities are often not the best residential neighbors. Consider other locations.
- **Think about the future.** Where there are no adjacent residences today, but some are planned later, avoid inhibiting future access to sites behind commercial properties and creating an unattractive appearance which will inhibit future development of these sites.









## Chapter 5 Economic Development

How can Downtown/Backtown revitalization be enhanced?  
Where can business park expansion occur? How?



### Goal

Secure a growing and diverse economy and tax base to sustain local services, provide community amenities, and supply jobs and products that support local families.

### Objectives

1. Enhance New Glarus as a destination for tourists, food and beverage production, and recreation.
2. Encourage new retail, service, and restaurant uses that serve daily resident needs.
3. Proactively work to retain existing businesses and help them grow.
4. Establish viable area(s) for future business park development.

### Initiatives

(see full chapter to read more)

1. **Enhance New Glarus as a Live-Work-Shop-Play Community.** The New Glarus lifestyle will be enriched with more diverse housing choices and new job opportunities, shopping, and restaurants matched to residents' daily needs.
2. **Adopt a Business Retention and Expansion Program.** Retaining and expanding businesses that are already in New Glarus is the most cost-effective way to grow the local economy.
3. **Continue Growing Downtown Business Activity.** Efforts such as focused staffing, streetscape enhancements, historic district consideration, façade improvements, and reuse and redevelopment of strategic sites will allow continued advancement of New Glarus's exceptional Downtown.
4. **Redevelop Backtown.** The Village has created a new tax incremental district to incentivize redevelopment in the Backtown area. The Backtown/Northern Downtown Conceptual Plan map, included in this chapter, helps visualize and communicate the desired direction for this key economic development area.
5. **Advance Business Park Development or Expansion.** The Village will plan for future expansion to the current industrial park, and work with landowners and developers to explore the concept of a second, lower-impact business park on the Village's south side. The goal will be to have at least one area for additional business park development in the Village.

## CHAPTER PURPOSE

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New Glarus is home to a number of thriving businesses, jobs, shopping opportunities, and commercial services. These contribute to the area's tourist activity, wealth, and quality of life. This chapter is intended to promote the retention, stabilization, and growth of the economic base over the next 20 years. The chapter forms the framework for an economic development strategy for New Glarus.

## POLICIES FOR ECONOMIC DEVELOPMENT

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1. Participate with local and regional agencies interested in and charged with economic development, such as the New Glarus Chamber of Commerce, Green County Development Corporation, and Wisconsin Economic Development Corporation.
2. Enhance a business-friendly environment in New Glarus through customer service, streamlined development approvals, fair and reasonable zoning standards, open government decision making, and incentives where practical.
3. Maintain an adequate supply of improved, developable land in the Village for new industrial, commercial, office, and mixed use development, in areas identified in the Future Land Use maps in the Land Use chapter.
4. Practice “place-based” economic development—seeking out projects that contribute to a unique sense of place, create gathering spots, and contribute to the aesthetics and Swiss Village character in New Glarus.
5. When making economic development decisions, recognize the importance of preserving and enhancing New Glarus's character, heritage, existing locally owned businesses, and the Downtown.
6. Keep Downtown/Backtown health and revitalization as a priority in all economic and community development decisions.
7. Encourage new commercial and mixed use developments convenient to and compatible with residential neighborhoods, sometimes limiting the range of non-residential uses, their impacts, and their hours to avoid negative neighborhood impacts.
8. Encourage expansion of food and beverage protection, information-oriented businesses, professional services, and modern manufacturing—and affordable educational opportunities and childcare facilities to support them.
9. Encourage businesses to select sites with amenities that match individual business needs with respect to transportation access, visibility, and communications access.
10. Encourage businesses to plan for future on-site expansion when initial site selection takes place—industrial sites should almost always be larger than initial demands require. When businesses submit site plans for Village approval, future building and parking expansion should ideally be shown.
11. Continue to support infrastructure improvements that drive economic activity, such as improvements to the utility, highway, and broadband networks.



## ECONOMIC DEVELOPMENT INITIATIVES

### 1. ENHANCE NEW GLARUS AS A LIVE-WORK-SHOP-PLAY COMMUNITY

The Village aspires to be more of a “live, work, shop, play” community, where resident needs and wants are regularly met within its borders. The following ideas, developed elsewhere in this volume, will be explored and implemented:

- **Live:** As further described in the Housing and Neighborhoods chapter, the Village will work to increase the number of available single family lots, and different housing options to serve empty nesters and the workforce. Maintaining the strength of the New Glarus School district is also essential to maintain a vital living environment.
- **Work:** The Village will strive to expand lands along the Highway 69 corridor for business park development in particular. Within such areas, the Village will seek to grow on its strengths, including food and beverage production and tourism. Also, to better match with resident skills, the Village seeks to increase medical, creative, technology, and other white-collar employment opportunities. The Village may explore the establishment of shared, flexible and temporary office spaces and conference rooms (also known as co-working centers) in an effort to attract more independent contractors and freelance workers.
- **Shop:** New Glarus’s tourist-oriented retail and hospitality businesses are key community assets, used by tourists and local residents. However, many New Glarus residents leave the community for basic needs and more diverse dining and shopping opportunities. The Village, therefore, promotes a more diverse array of retail, shopping (including food and clothing), and restaurant uses. Working with the Chamber, the Village embraces a “Shop New Glarus First” movement to encourage residents to shop locally, which will have the



New Glarus will work to ensure that the community's Downtown remains vibrant even during the non-tourism season.



effect of increasing local choices. Zoning and incentives may also assist in increasing the array of local businesses serving local needs.

- **Play:** New Glarus residents have year-round easy access to the New Glarus State Woods and Sugar River State Trail, and the idyllic rural settings they open. As advised in the Community Facilities and Utilities chapter, the Village also aspires to a concerted effort of park enhancement. Collaboration with the School District and other local organizations are critical to maintain and enhance recreational and leisure activities.

## 2. ADOPT A BUSINESS RETENTION AND EXPANSION PROGRAM

Retaining and expanding businesses that are already in the Village is the most cost-effective way to grow the local economy. In addition to assisting local businesses, such activities also create an attractive business climate for new investment. Since many owners also live in the community, most profits (not just payrolls) are spent locally. The Village, therefore, desires to support existing businesses in New Glarus.

In the past, efforts have included providing utilities, new or expanded roads, and sometimes tax incentives. In 2016, the Village established a Revolving Loan Program. This new program is intended to provide low-interest “gap” loans to create employment opportunities; increase local incomes; and enhance tax base through the retention, expansion, and addition of businesses.

The Village intends to develop, adopt, and implement a formal business retention and expansion program as an umbrella for these and other efforts, perhaps in concert with the Green County Development Corporation (GCDC), Chamber, and others. The GCDC already engages in efforts to promote retention and expansion of existing businesses County-wide.

There are different business retention and expansion models, including that described in the sidebar to the right. Regardless of model, as part of its business retention and expansion program, the Village will establish and maintain contact with existing local businesses in a format and frequency desired by each local business. This may include regular contact and assistance for one business, and simply staying out of the way for another. The Village intends to stay in front of existing businesses with value-added

### Economic Gardening

One method of promoting growth in existing industries is to adopt an economic gardening model. This would involve the Village identifying companies who are on the cusp of growth. Typically, these are companies with fewer than 100 employees with moderate success and owners and managers with interest or energy in expanding.

With the right coaching, these companies can identify their strengths and refine their focus and management in a way that supports sustainable expansion, creating steady jobs and a dependable tax base for the community.



propositions to show its commitment to their success and subsequently use those relationships to attract new businesses.

At least for the greater Downtown area, the Village will explore resources available through the Wisconsin's Connect Communities and possibly Main Street Programs as part of its business retention approach. The Wisconsin Economic Development Corporation in 2016 added the Village of New Glarus to its Connect Communities Program, following application by the Village. Connect Communities is Wisconsin's statewide coordinating program for accessing Main Street Program resource networks, without the full local and State commitment of the Main Street Program.

### 3. CONTINUE GROWING DOWNTOWN BUSINESS ACTIVITY

Over many decades, the historic building stock and Swiss Village design standards has created a cohesive and vital downtown experience. To keep and expand on this momentum, the Village will pursue both catalytic and small efforts to enhance activity in the Downtown. These efforts may include:

- **Assistance for private building and façade improvements.** The Village will position itself as a greater resource for improvement of downtown buildings. The Revolving Loan Fund may be one resource, but many other communities offer, through TIDs or otherwise, grants for façade improvements. Through TID #4 and otherwise, the Village should consider such an effort. Critical to the success façade improvement programs are clear guidelines and business outreach.
- **Installation and maintenance of streetscaping.** The Village intends to continue to handle “soft” improvements, infrastructure, and beautification in the Downtown. These include decorative street lights, banners, street furniture, and plantings. See recommendations for tourism investments in Chapter 3.
- **Completion of Downtown parking study and recommended improvements.** The Village may complete a downtown parking study, inventorying current locations, restrictions, and usage (including during peak summer tourist season), along with recommending approaches to improve parking supply and/or regulation as necessary.
- **Support for a 2<sup>nd</sup> Street Commercial Historic District.** This initiative is described in Chapter 3.



- **Promote reuse and redevelopment of key Downtown sites.** There are a handful of sites in the Downtown (and connected Backtown) area that would benefit from significant investment, reuse, or development. These include interest in restoring and filling the former Citizens Bank building at 130 5<sup>th</sup> Avenue, at its corner with 2<sup>nd</sup> Street. Within the 2015 Architectural and Historical Survey of New Glarus, the author states that the building “contributes to the historic commercial significance of the potentially eligible 2nd Street Commercial Historic District.” It is surrounded by several popular restaurants and a considerable amount of pedestrian and vehicle traffic, but vacant at time of writing. Other sites appropriate for redevelopment—in most cases demolition of existing buildings and construction of new ones—are focused in the Backtown area. See the next initiative for more detail.



The historic building at 130 5<sup>th</sup> Avenue is an ideal candidate for restoration and business use(s) that can take advantage of this corner's heavy pedestrian and drive-by traffic.

*Wisconsin Historical Society, Wisconsin Architecture and History Inventory, Citizen's Bank, New Glarus, Green County, Wisconsin, Reference Number 68303*



#### 4. REDEVELOP BACKTOWN

The Village began a concerted effort to redevelop the “Backtown” area with the creation of Tax Incremental District (TID) #4 in 2015 (see sidebar). Backtown is generally defined as the area between 3<sup>rd</sup> Avenue, 3<sup>rd</sup> Street, and Highway 69. The Village desires to position Backtown as the northern subdistrict of Downtown New Glarus. Together, the merged Backtown and Downtown areas will increase tax base, diversify housing opportunities, and enhance community activity and appearance.

Aside from TID plans, the Village has never had a detailed Downtown or Backtown redevelopment plan. The Backtown/Northern Downtown Conceptual Plan presented in Map 15 is the Village’s initial attempt to assemble ideas for redevelopment, reuse/conversion of buildings, and public investments. The Backtown/Northern Downtown Conceptual Plan features several different “redevelopment opportunity sites.” As described in the map legend, these sites present opportunities for mixed-use and multiple-family infill projects that will enhance the Backtown and northern Downtown area as a vibrant and livable place. Actual redevelopment of any parcel would be preceded by heavy involvement of the affected property owners, plus more detailed analysis, zoning approvals, and possible development incentives.

Another feature of the Conceptual Plan for Backtown/Northern Downtown is a potential new road connection from Highway 69. Four bridge alternatives are represented by dashed lines on the map. In addition to the cost of building a new bridge, determining feasibility would include an evaluation of both political and environmental factors. Bridging over the Little Sugar River could cost about \$2 million, and would have environmental and permitting hurdles. Wetland filling/mitigation may be required. Also, while commercial development opportunities would increase, existing 6<sup>th</sup> Avenue businesses may not view a northern bridge favorably. For these reasons, the Village’s planning consultant does not advise depending on a new bridge

#### Tax Increment District #4

TID #4 was created as a rehabilitation and conservation district, and includes approximately 40 acres encompassing the Backtown area.

Through the TID #4 Project Plan, the Village envisions potential street and utility reconstruction, a riverwalk/bike trail, streetscaping and other aesthetic enhancements, environmental studies and remediation, and incentives for private redevelopment projects. The intention is to encourage additional redevelopment compatible with the downtown core. Redevelopment and rehabilitation projects may include those for multiple family housing, mixed uses (retail/residential), and retail and services.

Authorized by TID #4, the Village Board approved in 2015 a financial assistance package to assist the rehabilitation of a multi-story building along 2<sup>nd</sup> Street into a mixed use project with a restaurant and apartment units.





for Backtown redevelopment. Chapter 8: Transportation contains more detailed information about what the process for building a new bridge would require.

Other recommendations shown on Map 15 include a proposed trail/riverwalk, a potential 2<sup>nd</sup> Street Commercial historic district, and a permanent festival district along Railroad Street. These ideas are also discussed in Chapters 2 and 3.

The Village will work to implement recommendations on the Backtown/Northern Downtown Conceptual Plan map and in the TID #4 Project Plan. The Village will also maintain and adjust its other guidelines, plans, zoning standards, and efforts for Backtown/Northern Downtown.



The former New Glarus Lumber Company site is identified on the Backtown/Northern Downtown Conceptual Plan map as part of Redevelopment Opportunity Area “C”



### Conceptual Plan - Backtown/Northern Downtown

#### Existing Landscape Features

- Floodway (FEMA)
- Floodplain (FEMA)
- Wetland (DNR)
- 218 Designated Historic Landmark
- Significant Slope
- Sugar River State Trail

#### Proposed Transportation and Aesthetic Enhancements

- Street/Intersection (Re)construction
- Highway 69 Bridge Alternatives (#1-#4)
- Proposed Trail/Riverwalk
- Trailhead (current and future)
- Streetscape Enhancements
- Gateway Enhancement Area

#### Proposed Multiple-Family Redevelopment Opportunity Areas

- Buildings up to three stories with pedestrian orientation
- Buildings along main roads, rather than parking
- Genuine Swiss architectural theme
- Improved appearance from Highway 69
- Retail/commercial service on first floors, if desired
- Riverwalk built or reserved as part of each project
- Buildings out of floodplain area, or elevated if necessary

#### Proposed Mixed-Use Redevelopment Opportunity Areas

- Retail and commercial service uses in first floor space
- Residential or office on upper floors
- If new Highway 69 access is secured, enable highway-oriented commercial or hospitality uses in Area D
- Elevated buildings to remove from floodplain
- Building heights compatible with surrounding taller buildings
- Buildings rather than parking lots along main roads
- Genuine Swiss architectural theme
- Improved appearance from Highway 69

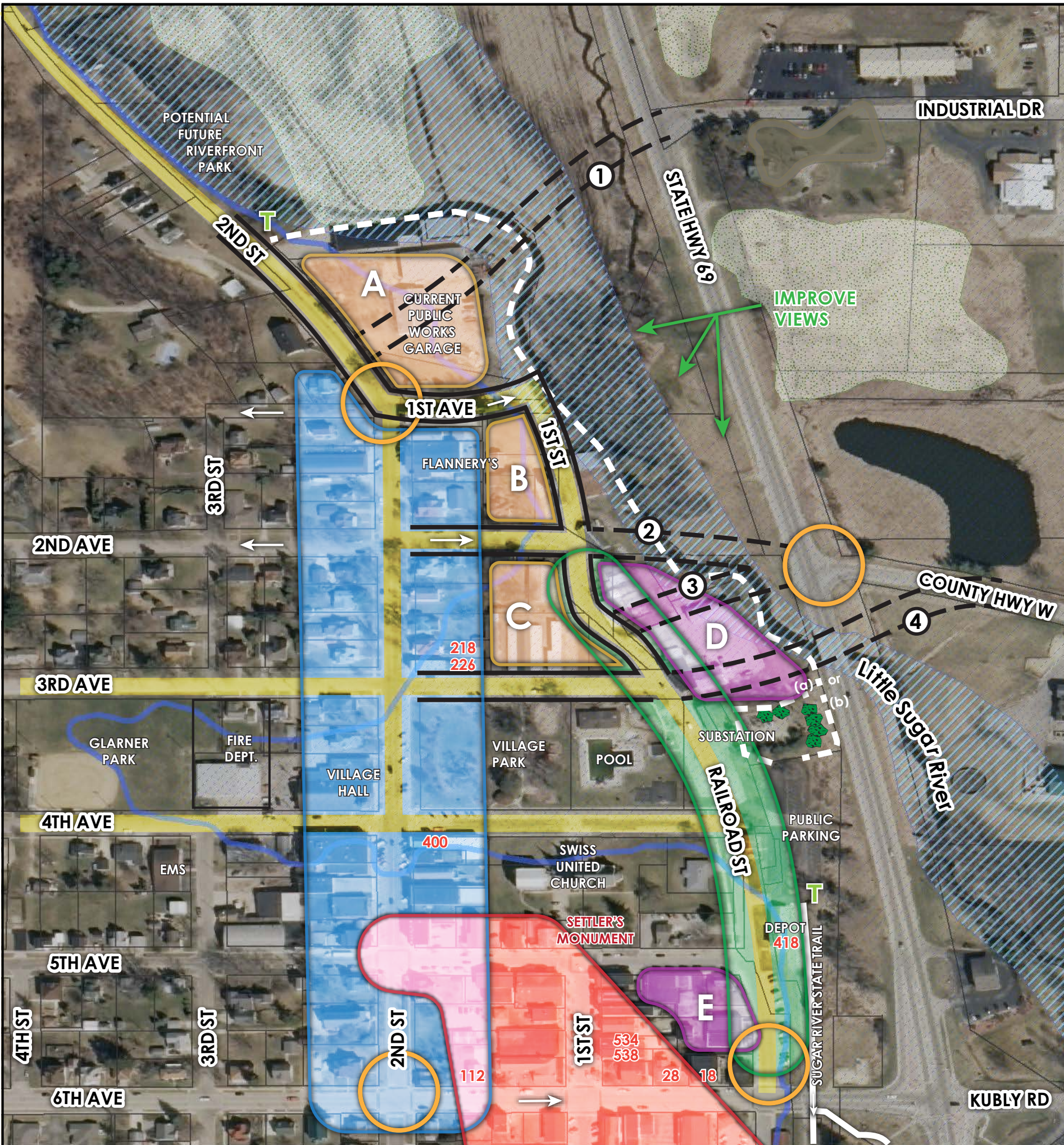
#### 2nd Street Corridor

- Restoration and rehabilitation of buildings to original character
- Consider historic district designation
- North and south areas linked via unified streetscaping and signage
- Live-work units and conversion of residential to commercial spaces
- Surrounding residential character respected with new projects
- Glarnar Park, Village Park, and State trailhead connected

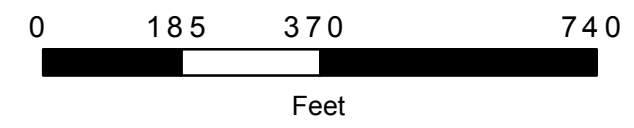
#### Railroad Street Corridor

- Consider as festival district, with supporting street improvements
- Adjacent uses support festive setting (e.g., outdoor seating, balconies)
- Appearance from Highway 69 improved and advertises activity
- Consider railroad and/or river streetscape and architectural theme
- Additional opportunities for all-season family activities

#### Downtown Commercial Center



October 2016  
 Data Sources:  
 Water, Floodplain, Wetland: WIDNR  
 Parcels, Municipal Boundaries: Green County



Map by MDR OFFERS CONSULTING

## 5. ADVANCE BUSINESS PARK DEVELOPMENT OR EXPANSION

A business park is a development built specifically to accommodate one or more of the following land uses: office, research, and/or light industry. Business parks create exclusive environments for certain types of activities that may create incompatibilities if instead mixed with residential and other uses. Business parks with companies in similar sectors can benefit from complementary production relationships (e.g., one business could be a supplier of the other) and even joint marketing activities.

The Village plans up to two potential areas for potential future business park development—either expansion(s) to the existing industrial park or a new south side business park. The Village is planning for two potential business park areas based on the challenges associated with developing each area. These include wetlands, slopes, and in cases current land owners who do not appear to be interested in development.

The first area would be an expansion(s) to the existing New Glarus industrial park, on the Village’s northeast side. This existing park includes Jack Links manufacturing plant, the New Glarus Brewing Company’s north (original) brewery, and several other industrial and contractor businesses. Few vacant sites remain. There are potential opportunities to expand this industrial park to the north and/or east. Northerly expansion, along Highway 69, appears to be limited by the continued farming interest of the current land owners. Easterly expansion, along the north side of Highway W, may be limited by steeper slopes. Still, these potential expansion areas are indicated for planned “Industrial” use on Map 14A in the Land Use chapter.

The industrial park expansion area(s) could be appropriate for general industrial use, perhaps specializing in additional food and beverage production/sales and tourism. Relocation of assembly/production-based businesses currently in the Downtown, Backtown, and other more constrained areas of New Glarus are encouraged to relocate to the industrial park or its expansion areas.

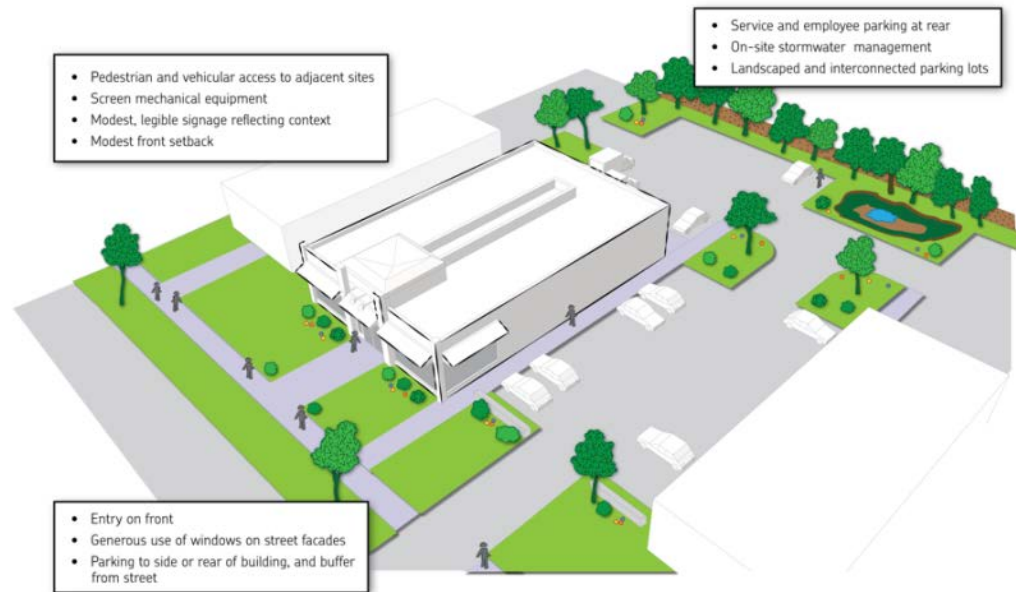
A second business park area may be located near the southeast corner of the Village, between the New Glarus Brewing Company’s south (new) brewery, and the remainder of the Village east of Highway 69. The Village, with guidance from its Community Development Authority and cooperation of property owners, is exploring development of this business park. Distinguished from the northern industrial park, this southern business park may focus on office, information technology, tourism-oriented endeavors, high-tech manufacturing, and compatible light assembly and industrial businesses. Some compatible residential uses may also be appropriate given the lower intensity of projected business uses. Wetlands and the Little Sugar River corridor in this area will affect building development and access. Future buildings that will be located near



the Little Sugar River or wetlands should be sited carefully to protect and promote native vegetation, and also forward the community's natural resource protection objectives (see Chapter 2).

New development design should be regulated by a new “business park” zoning district, planned unit development zoning, and/or covenants applied to the business park area. Design standards should include the following:

- Signage of high quality; proportional to the building frontage, road frontage, or façade area; and not higher or taller than the highest point on the associated building.
- Retention and restoration of environmental features as site amenities, including wetlands and existing mature trees.
- Professionally designed landscaping treatment of bufferyards, along street frontages, around or within paved areas, and along building foundations.
- Intensive activity areas such as service and loading areas, parking lots, and trash receptacle storage areas located away from less intensive land uses, and fully screened.
- Restrictions on outdoor storage and activity areas.
- Parking to the sides and rear of buildings wherever possible, rather than having all parking in the front.
- Interconnected parking lots and driveways to facilitate on-site movement.
- Illumination from lighting on site—and away from neighboring properties and the dark sky—through use of full cut-off, “shoebox” fixtures.



Adherence to the basic design principles in this sketch and on this list can go a long way to achieving desirable business park design.



- High-quality building materials, colors, and designs that reflect a modern image, including modern Swiss and other western European inspired designs.
- Features like trellises, bays, windows, and/or other architectural details to add visual interest to facades.
- Variations in building height and rooflines, particularly on larger buildings.

If determined feasible, development of the southern business park will need to be preceded by significant property owner coordination. Depending on the results of these discussions and other factors, the Village/CDA will then need to decide whether it wants to own and develop this business park municipally, or promote private development. In either case, funding through a TID and hopefully outside funding will almost certainly be required. Annexation, environmental approvals, zoning approvals, infrastructure expansion, and marketing will also be required.







## Chapter 6 Housing and Neighborhoods

What types of housing and neighborhoods will attract families, and serve the local workforce and empty nesters?



### Goal

Support housing for New Glarus' families, workforce, elderly, and young adult populations within safe, quiet, and attractive neighborhoods.

### Objectives

1. Promote a housing mix and neighborhood environments that reflect the Village's desire to remain a family-oriented community.
2. Expand the range of housing choices for families, empty nesters, seniors, and the New Glarus workforce.
3. Seek opportunities to maintain and enhance of Swiss Village and historic character in housing and neighborhood design.

### Initiatives

(see full chapter to read more)

1. **Promote Development of New Residential Lots.** There is a shortage of vacant single-family lots in the Village. Collaboration with developers and the School District, and reconsideration of lot sizes and improvement standards, are ways to potentially increase supply.
2. **Encourage New Multiple Family Housing to Respond to Generational and Workforce Needs.** Seniors, younger Millennial households, and New Glarus's workforce will demand these different options, which may logically be provided in places like Backtown.
3. **Invest in and Maintain Existing Village Neighborhoods.** The Village will engage in a multi-pronged effort, which may include continued neighborhood infrastructure investments, a residential historic district, and proactive code enforcement, and best-fit zoning.
4. **Encourage Swiss Themes in Residential Architecture.** Creating resources, such as a Swiss Residential Style Guide, could further the Village's character and economic base.

## CHAPTER PURPOSE

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This chapter guides provision of new housing and neighborhoods meeting current and expected demands and focused on livability, safety, and interaction. The chapter also includes advice on how to keep older housing and neighborhoods strong, so that they continue to provide decent, affordable places for people to live.

## POLICIES FOR HOUSING AND NEIGHBORHOODS

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1. Encourage the public, private, and non-profit sectors to work together to increase the number of homes and improve the existing housing stock.
2. Encourage new neighborhoods that protect environmental resources, achieve design creativity, include resident amenities, manage density and transitions, and have convenient access to recreation, transportation, schools, shopping, and jobs.
3. Within new development areas, promote a housing mix that is generally reflective of the historic Village distribution of single family versus other housing types. See the description of the “Neighborhood” future land use category in Figure 4-1 of Chapter 4 for further detail.
4. Promote affordable housing by increasing the supply of available vacant lots and homes for sale, and of developable land for housing for a variety of income levels.
5. Support expansion of housing options for seniors and empty nesters, encouraging them to remain and thrive in the community once their children grow up, including independent and assisted housing.
6. Support expansion of housing options for employees of New Glarus’s businesses and young people, including within modern multiple family housing.
7. Integrate multiple family housing into the fabric of neighborhoods and the community, rather than isolating and concentrating such housing in a few isolated locations.
8. Emphasize home and property maintenance. Engage in and support programs to help maintain and rehabilitate the Village’s existing housing stock and older neighborhoods.
9. Direct eligible persons to Village, County, State, federal, and non-profit housing programs to promote and preserve decent, affordable housing for persons of different incomes, the elderly, and people with special housing needs. Also, support the private market in developing affordable housing for these groups.





## HOUSING AND NEIGHBORHOODS INITIATIVES

### 1. PROMOTE DEVELOPMENT OF NEW RESIDENTIAL LOTS

The national and Madison area housing markets improved dramatically starting in 2012, but that has yet to translate to brisk lot sales or new subdivision activity in New Glarus. At time of writing, the Village had only a handful of improved single family lots available for sale, most within the Valle Tell neighborhood on the Village's east side. No new subdivisions have been platted since the early 2000s. Upon close inspection, this is unsurprising. Many larger Madison-area developers and builders have inventory of available land and approved plats in places like Waunakee and Verona, where new lots sell for upwards of \$125,000. In contrast, the prices of the remaining vacant lots in Valle Tel are about half that, and local improvement costs are the same or maybe even higher. The consultant's casual conversations with a handful of Madison-area homebuilders suggest that their focus will remain in Madison and closer suburbs for the foreseeable future.



Most new single family homes in the Village over the past 15 years have been built in Valle Tell.

Still, the Village wishes to expand the supply of available single-family lots in areas planned for single family and neighborhood development (see Maps 14A and 14B). Components of this effort may include:

- **Reconnecting with local developers and builders that have built New Glarus's neighborhoods over the past two decades.** The handful of local builders and developers will most likely be the ones to build the houses of the future. There also may be other local building interests and land owners that could transition into becoming local residential developers or builders.
- **Enabling greater density in single-family neighborhoods.** Allowing lots as small as 5,000 square feet results in a greater number of homes per acre, which increases developers' bottom lines. Where lots of this size are allowed, careful attention to home quality, variety, design, setbacks, and garage placement will very important. Many suburban-style house plans do not fit well on smaller lots, but with careful attention to design, neighborhood quality can remain very high.



- **Considering appropriate adjustments to public improvement standards.** While the Village should be careful not to sacrifice lasting quality and pedestrian accessibility, modifications to subdivision ordinance standards to enable narrower-than-normal streets and engineered street-side swales, for example, may be considered.
- **Collaborating with the New Glarus School District.** The School District is in a unique position as both a prime driver of residential development in the Area, and as a significant land owner. Perhaps a portion of a District-owned site could ultimately come available for residential use.
- **Creatively considering grants and incentives.** In general, there are few incentive, grant, or subsidy programs for single-family housing, except those aimed towards moderate income families. However, the Village's may strategically use programs like tax incremental financing to encourage non-residential development and redevelopment in a manner that brings roads and utilities closer to planned residential areas.
- **Increasing single family residential demand.** This may result from continued growth in jobs and shopping; deliberate implementation of park and trail improvements; developing special places and events to enhance the sense of community and residential environment; and enhancing schools, education, arts, and athletics in partnership with the New Glarus School District.

## 2. ENCOURAGE NEW MULTIPLE FAMILY HOUSING TO RESPOND TO GENERATIONAL AND WORKFORCE NEEDS

New housing for seniors and empty nesters, millennials and young families, and the local workforce should also be advanced. This will help retain and attract residents, and contribute to desired commercial and employment growth in New Glarus. At times, these will include single family homes, but a more diverse array of new housing choices in New Glarus is needed.

Forward-looking communities are building housing and environments that meet the interests of both Baby Boomers and Millennials—two increasingly influential generations. The first of the Baby Boomers are now 70 years old, with many looking to move and downsize. The Millennial generation, born between 1985 and 2004, are and will be at prime household formation ages.

Both generations are demanding different forms of housing than predominated in the past, particularly as they enter different life stages. These include more urban single-family options, multiple-family options in both their owner-occupied (“condos”) and renter-occupied (“apartments”) form, and mixed use environments with restaurants and shopping within a comfortable walk. According to a 2015 poll conducted by the National Association of Realtors, Millennials prefer walking over driving by a substantially wider margin than any other generation. Many in this generation also prefer rental housing, or need to rent longer than their parents based on higher student debt and later family formation.



As a result, the Village encourages the construction of new multiple-family housing units, both owner- and renter-occupied, and in both neighborhood and mixed use settings. In particular, the Village may offer incentives for such housing in Backtown.

Multiple family housing can cause community opposition. In some cases, this is because such projects have been poorly and cheaply designed in the past. The Village intends to hold new multiple family housing to similar standards for lasting quality and livability that is expected of single family housing and neighborhoods. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), and inclusion of garage and underbuilding parking. Perhaps most important is a commitment to responsible management.

Several State and federal programs help provide affordable housing for low and moderate income residents, who make up a good portion of the Area's workforce and retirees. These may be administered or advanced through local housing or community development authorities. Programs such as the federal tax credit program, administered through the Wisconsin Housing and Economic Development Agency, can help provide high-quality housing for lower income residents. The Village will facilitate appropriate use of such programs to increase the supply of affordable housing for people who are often not accommodated through the private market operating independently.



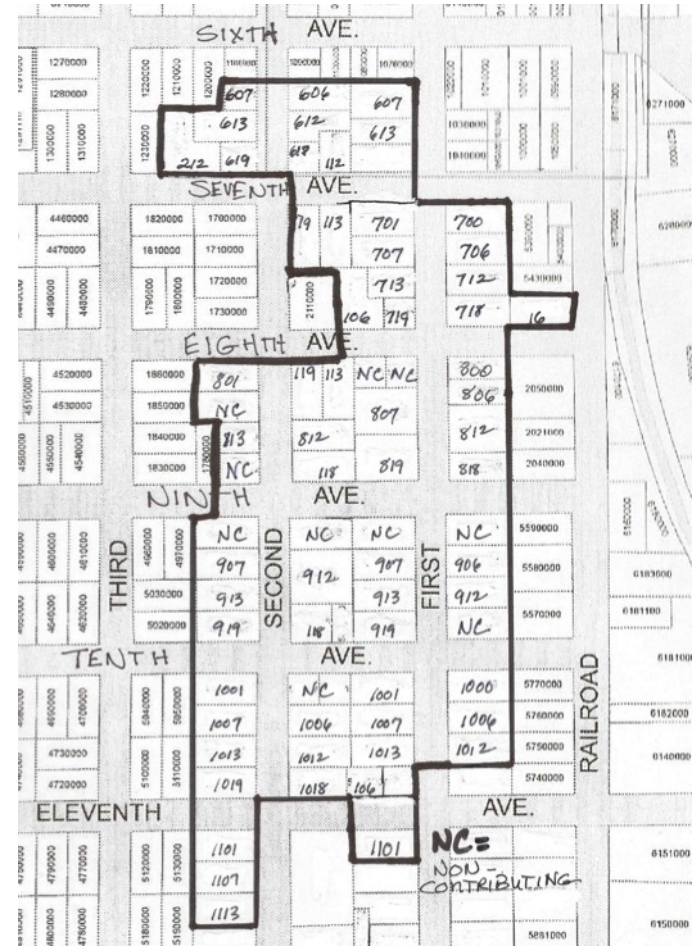
New multiple family housing in New Glarus would respond to evolving housing needs and advance Village redevelopment objectives, including in Backtown.



### 3. INVEST IN AND MAINTAIN EXISTING VILLAGE NEIGHBORHOODS

New Glarus’s neighborhoods vary in age and style, reflecting the growth pattern over many decades. The Village intends to invest in its existing neighborhoods, with reference to the unique character and needs of each. The purpose is to maintain and where necessary enhance quality of life, identity, and property value. Such a neighborhood investment strategy may include:

- **Consideration of a residential historic district.** The author of a 2015 Architectural and Historical Survey of New Glarus recommended that the Historic Preservation Commission nominate historic districts to the National and State Registers of Historic Places (see also Chapter 3). For the possible residential historic district to the right, each property is labeled with either its street address if it would contribute historic character to a district, or by an “NC” if not. The possibility and boundaries of the potential district are far from final, and the process is described in Chapter 3.
- **Infrastructure investments.** This may include roadway, sidewalk, trail, stormwater management, and landscape improvements. Many older blocks were developed to uneven public improvement standards, and infrastructure is often nearing the end of its useful life. The Village, in particular, has identified a need to improve sidewalks in older neighborhoods.
- **Catalytic projects.** This might involve improving a neighborhood park or addressing a particularly troublesome house or two. As a key area of a neighborhood improves, the benefits can reverberate through the entire neighborhood. Partnerships with private for-profit and non-profit entities and programs, such as Green County’s *Project Home* programs for weatherization and major home rehabilitation, may be pursued.



The proposed 1<sup>st</sup> and 2<sup>nd</sup> Street Residential Historic District encompasses mainly properties on either side of those two streets, south of Downtown. This map is from 2015 Architectural and Historical Survey.



- **Code enforcement.** This includes engaging professional building, housing, zoning, and property maintenance code enforcement under a policy of active monitoring, in addition to responding to complaints.
- **Zoning district “fit”.** Within the recommended zoning ordinance update, the Village intends to assure that zoning districts match both the intended use of older neighborhoods, and prevalent dimensional standards like setbacks.

#### 4. ENCOURAGE SWISS THEMES IN RESIDENTIAL ARCHITECTURE

The sense that one has stepped into an alpine village in Switzerland is an important element of the Village’s character and economic base. While predominant in the Village’s Downtown and along Highway 69, the Swiss Village identity can be further expanded into residential areas.

The Village may create a guide for residential construction and rehabilitation that contributes to the Swiss Village theme (i.e., Swiss Residential Style Guide). Such a guide may describe and illustrate authentic Swiss architectural elements, construction techniques, proportion, scale, color, and finishes. Either in conjunction with this guide or as a separate effort, the Village could work with private developers on housing design or covenants that support the Swiss aesthetic within new neighborhoods.

Swiss villages have a distinctive look, initially recognizable by multiple alpine-style rooflines. Homes in Switzerland display diverse architectural styles in spite of that country’s strict construction regulations. Within New Glarus, the work of Swiss architect Jakob Zweifel, and Swiss-influenced local architects Wayne Duerst and Jacob Rieder are wonderful references.

## Architectural Styles Residential Architecture

### SWISS, 1937-Present

- Designs based on Swiss Chalet architecture by local architect Jacob Rieder.



**Chalet of the Golden Fleece, 618 2<sup>nd</sup> Street, 1937-38**  
Chalet based on authentic Bernese architecture.



**Ernest Thierstein’s Chalet Emmental, 301 12<sup>th</sup> Avenue, 1948**  
Chalet based on authentic Emmental architecture.

Swiss residential architecture of New Glarus Wisconsin has been documented in the 2015 Architectural and Historical Survey of New Glarus, by Carol Cartwright.



But Swiss architecture need not be strictly limited to the “old-fashioned.” Contemporary and modern styles of Swiss housing would add value to the overarching Swiss theme and extend its appeal to younger generations, especially Millennials. Modern Swiss residential architecture, such as the examples in Figure 6-1, should also be considered. From the early 20th Century, Switzerland has produced architects of global renown, such as Le Corbusier, Peter Zumthor and Herzog & de Meuron. Swiss architecture has been recognized and appreciated for its refinement, attention to detail, and simplicity.

**Figure 6-1: Examples of Contemporary Swiss Home Designs**



Clockwise from upper left:

Housing Development, Binningen, Switzerland, Wirth + Wirth Architects, rendering by Charlie Hui, [www.world-architects.com](http://www.world-architects.com)

Haus Schudel, Feldis/Veulden, Switzerland, OOS AG image by Wehrli Muller, <http://phaidonatlas.com>

Villa M, Geneva, Switzerland, DLV & Associés Architectes, image by Juan Madrinan, [www.archdaily.com](http://www.archdaily.com)

Balsthal, Switzerland, Pascal Flammer architect, [www.gessato.com](http://www.gessato.com)

Kropf home, Schwarzsee, Switzerland. STEKO construction system, [www.steko.ch](http://www.steko.ch)







## Chapter 7 Community Facilities and Utilities

How will the Village continue to offer desired services at a reasonable cost?



### Goal

Meet resident and business expectations for public services and recreation, while maintaining affordable rates, fees, and taxes.

### Objectives

1. Modernize public facilities, in collaboration with other units of government where possible.
2. Coordinate utilities and community facility planning with land use, transportation, natural resource, and recreation planning.
3. Ensure that basic public services—such as police and fire protection—are made available to all residents and businesses.

### Initiatives

(see full chapter to read more)

1. **Implement a Plan for Municipal Facility Upgrades.** The viability of public buildings in New Glarus is challenged by population growth, age, modern equipment and technology demands, and redevelopment interests. These include the Library, Village Hall/Police, and Public Works.
2. **Complete a Comprehensive Outdoor Recreation Plan.** A CORP will guide the development, preservation and acquisition of land for parks, recreation trails, and other open spaces in New Glarus. It will also make the Village eligible for State and federal recreation grants.
3. **Pursue Recreation Projects.** Shorter-term projects may include a dog park, ball fields, Backtown river walk, and permanent festival space. While it would make sense to consider these in the context of a CORP, the implementation timeframe of one or two of these projects may not align with CORP completion.
4. **Stage Improvements through a Capital Improvement Program.** This chapter includes a list of several community facilities and utilities, and various potential projects the Village may undertake or encourage over the next several years. The Village intends to prioritize and detail projects within a capital improvement program.



## CHAPTER PURPOSE

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Public utilities and facilities are critical to serve existing residents and businesses, and to accommodate planned growth in New Glarus. The Village will use this chapter to guide the maintenance and expansion of utilities and community facilities. The information in this chapter may be supplemented and detailed through a Comprehensive Outdoor Recreation Plan and/or capital improvement program.

## POLICIES FOR COMMUNITY FACILITIES AND UTILITIES

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1. Ensure that the Village's utility systems have adequate capacity to serve existing customers.
2. Promote utilization of existing utility capacity, such as by encouraging development that uses existing sewer, water, and road infrastructure (i.e., infill, redevelopment).
3. Improve parks, trails, and safe access (including wheelchair/elderly) to the Little Sugar River, without impairing ecosystems.
4. Maintain a standard of excellence in public safety facilities and services, including municipal, police, fire, and emergency medical services.
5. Enhance accessibility throughout the community, including within public buildings, along sidewalks and paths, and in parks.
6. Provide and support quality, accessible school and library facilities and services to meet the needs of all age groups.
7. Invest in technologies and infrastructure solutions that reduce costs, promote resource stewardship, and protect the environment.
8. Except by intergovernmental agreement, extend Village sewer and water services only to areas within the Village of New Glarus limits.
9. Combine utility and community facility projects with other Village and intergovernmental projects, like roads and parks, wherever practical.
10. Repurpose parks with facilities that are outdated or underutilized, in order to meet emerging recreational needs and interests.
11. Explore various revenue sources, like user and impact fees, grants, and tax incremental financing, for public parks, facilities, and utilities.



## COMMUNITY FACILITIES AND UTILITIES INITIATIVES

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### 1. IMPLEMENT A PLAN FOR MUNICIPAL FACILITY UPGRADES

New Glarus's current municipal facilities have been in service for decades. The viability of public buildings in New Glarus is challenged by population growth, age, modern equipment and technology demands, and redevelopment interests. Momentum within the community to build a new Library and redevelop Backtown may trigger opportunities to fulfill other community facility interests, if carefully considered. Actions towards upgrading municipal facilities should be integrated into the Village's capital improvement program (see later initiative). Major needs appear to be as follows:

- **New Library building.** The community has engaged in a process to locate a home for its new Library, including consideration of various sites in the Downtown and elsewhere in the community. The New Glarus Village Board has agreed to reserve \$1,000,000 in borrowing capacity for a Library project. Final resolution of new Library siting and construction is beyond the scope of this Comprehensive Plan. The likely relocation of the Library out of the Village Hall building will create other opportunities for space adjustments and expansion there.
- **Village Hall reconfiguration and remodel.** When the Library prepares to relocate, the Village will determine the best re-use plan for the vacated space. Options, which may not be mutually exclusive, include are expansion of administrative offices, police space, and/or convening or community center space.
- **Community center.** There is interest in the development of more appealing, inter-generational community center space(s), perhaps as part of new Library, reconfigured Village Hall, and/or underutilized spaces around the Village.
- **Fire Department expansion.** The Village supports expansion of the Fire Department to the north of its existing building onto Fire District-owned land, as warranted.
- **New Public Works Garage.** The current, separate Village and Town Public Works garages in the Backtown area are out of date, inconvenient for equipment access, and impede redevelopment. The Village desires to relocate its Public Works garage, ideally in collaboration with the Town and/or County on a joint project. The new facility could be located along Highway W near the Village's northeast corner, or at another appropriate site.

### 2. COMPLETE A COMPREHENSIVE OUTDOOR RECREATION PLAN

As New Glarus has grown and demographics and interests have changed, the demand for recreational space and activities has increased and become more diverse. This suggests a need to improve existing recreational facilities, provide additional



and different facilities, and respect the natural resources that characterize the Village's recreational spaces. Limited fiscal resources also affect decisions to modify or improve the Village's parks and recreational amenities.

The Village intends to complete and maintain a Comprehensive Outdoor Recreation Plan (CORP). The CORP will guide the development, reuse, preservation, and acquisition of land for parks, recreation trails, and other open spaces. New Glarus's CORP may focus on how existing parks should be upgraded to meet current resident needs, support tourism, and align with updated Swiss branding (see Chapter 3: Culture and Community Character).

The CORP would be prepared and updated in accordance with guidelines that will allow it to be certified by the Wisconsin Department of Natural Resources (WisDNR). This will qualify the Village for matching grant funds through the Federal Land and Water Conservation Fund (LAWCON) and the State of Wisconsin Stewardship Fund.

The CORP must be updated every five years to ensure that it reflects the current needs of the community and retains its WisDNR certification. The planning process would be guided by the Parks Committee with input from the Village Plan Commission, and ultimately adoption by the Village Board. Collaboration with the School District and Town would be desirable, as both have recreational facilities and interests.

### 3. PURSUE RECREATION PROJECTS

The following recreation projects may be in need of shorter-term advancement, perhaps before a CORP is completed:

- **Backtown Sugar River Walk.** The image on the right is from Map 15 in Chapter 5. It includes, through the white dashed line, a walkway along the west side of the River in the Backtown/Northern Downtown area. The walk could begin at the north end of the existing Depot/Chamber of Commerce parking lot, loop either west or east of the electrical substation, and terminate near a group of homes on 2<sup>nd</sup> Street/County Highway O. Effectively extending the



The white dashed line delineates a proposed route for a Backtown Sugar River Walk.



Sugar River Trail to the north, this walk would aid tourism and support Backtown redevelopment.

- **Dog park.** The Village may establish a permanent dog park, possibly upgrading the Hoesly Pond area (a seasonal fishing spot located at the intersection of Highways 69 and W), or another suitable site, for this purpose. A dog park would expand recreational opportunities for many pet-owning residents of New Glarus, and attract residents of nearby communities and tourists. A 2015 petition gained over 250 signatures in support of the idea of a dog park in the New Glarus area. This project is an opportunity to collaborate with the Town of New Glarus on funding; significant support seems to be originating from Town residents. Village ordinances currently prohibit dogs and other pets from being in any park in the Village, so regulations will need to be amended accordingly.
- **Ball fields.** Replacement ball fields will be needed if and when the New Glarus Public Library relocates to Glarner Park, which is one of the options. The Village will investigate possible new locations for ball fields.
- **Permanent festival space.** With a multitude of successful festivals and celebrations, most of them taking place in the Downtown, there has been community interest in a specifically designed festival space. The Railroad Street Corridor is a possibly location for such a permanent festival site, as indicated on Map 15: Conceptual Plan – Backtown/Northern Downtown.

The Village will seek collaboration and partnerships with a variety of organizations to pursue these potential recreational projects, including the Town of New Glarus, Green County, the Chamber of Commerce, New Glarus School District, and youth and adult softball and baseball organizations.

#### 4. STAGE IMPROVEMENTS THROUGH A CAPITAL IMPROVEMENT PROGRAM

Regular maintenance and upgrade of Village infrastructure is a priority. The Village intends to update and maintain a Capital Improvement Program (CIP). An up-to-date CIP will provide the Village with a timeline for improvements to public facilities and infrastructure over the following 4 to 6 years. This type of mid-range facility planning program can help avoid fluctuations in budgets on a year-to-year basis and promote responsible borrowing where necessary.

### What is a Capital Improvement Program?

A CIP is a community planning and fiscal management tool used to coordinate the type, location, timing, estimated cost, and financing of public capital improvements over a multi-year period. As opposed to operating expenditures or minor facility maintenance, capital improvements are major, non-recurring expenditures in fixed facilities. Often such facilities warrant borrowing to spread the expense of a project with long-term benefit over multiple years.

The CIP balances factors like current infrastructure condition, impact of improvement on community and economic development, effects of deferring improvement, State and federal mandates, project cost, funding and financing availability, and fit within overall Village budgeting and fee/taxing capacity.



The projects listed in Figure 7-1 will influence what the Village includes in its CIP. This figure provides a general timetable forecasting approximate need to expand or rehabilitate existing facilities, creation of new facilities, and assessment of future facility and utility needs. The CIP will be more specific on projects and timeframes. Figure 7-1 also includes elements not typically considered capital improvements or municipal functions, but that are required to be addressed in a comprehensive plan under Wisconsin Statutes.

**Figure 7-1: Identification of Community Facilities, Utilities and Transportation Projects**

Category	Recommended Projects
Municipal Water Supply and Distribution	<ol style="list-style-type: none"> <li>1. Undertake projects identified in a Village CIP.</li> <li>2. Identify logical locations for future wells and storage facilities, updating Village maps accordingly as new locations are identified.</li> <li>3. Pursue opportunities to loop water supply mains to enhance supply of fresh water to users.</li> <li>4. Construct a new water tower or add a pump station to provide adequate water pressure to the Village's east side neighborhood growth area, in conjunction with new development in this area.</li> </ol>
Sanitary Sewer Collection and Treatment	<ol style="list-style-type: none"> <li>5. Undertake local projects in a Village CIP.</li> <li>6. Minimize chlorides in treatment plant effluent to meet State rules.</li> <li>7. As additional development occurs, capacity expansions and other upgrades to the wastewater treatment plant and sanitary sewer mains may be required; additional lift stations and force mains may also be required.</li> </ol>
Electrical and Natural Gas Distribution	<ol style="list-style-type: none"> <li>8. Identify logical locations for future electrical substations and other electrical utility needs.</li> </ol>
Telecommunications	<ol style="list-style-type: none"> <li>9. Rely on the market for expansion of reliable cellular service for common carriers.</li> <li>10. Pursue opportunities to expand high-speed broadband service.</li> </ol>
Stormwater	<ol style="list-style-type: none"> <li>11. Following up on intergovernmental discussions earlier in the 2010s, pursue with the Town of New Glarus a joint stormwater analysis to determine approaches to</li> </ol>



Category	Recommended Projects
Management	<p>manage the stormwater that flows across shared jurisdictional boundary lines. Such a joint stormwater analysis could would address areas of concern such as the Durst Road area, the eastern end of 11th Ave, and flash flooding within the Village.</p> <p>12. Attempt to comply with Wisconsin Pollution Discharge Elimination System (WPDES) sediment reduction and Total Maximum Daily Load (TMDL) requirements.</p> <p>13. Acquire or require the provision of stormwater management corridors and basin areas, per stormwater management plans. Combine with trail projects where possible.</p>
Hazard Mitigation	<p>14. Address stormwater flow issues to alleviate spring flooding issues.</p> <p>15. Encourage Green County to create a hazard mitigation plan; participate in the process and subsequent updates (required every 5 years to maintain FEMA funding eligibility).</p> <p>16. Look for opportunities to pair hazard mitigation with stormwater, street, utility, and public and private building projects.</p>
Village Hall/Municipal Building	17. Begin a planning process for municipal facility upgrades (see above initiative).
Police Protection	18. Begin a planning process for municipal facility upgrades (see above initiative).
Library and Community Center	<p>19. Pursue relocation of the New Glarus Public Library.</p> <p>20. Investigate community center needs in concert with Library relocation—in the new Library, vacated space, and/or other locations in the community.</p>
Public Works Facility	<p>21. Relocate the Public Works facility away from the Backtown area.</p> <p>22. Pursue collaboration with Green County and/or the Town on a joint facility.</p>
Fire Protection and	23. Support northerly expansion of the Fire Department when warranted.



Category	Recommended Projects
EMS	24. Work with educational providers and local employers to develop and recruit new volunteer fire fighters and emergency medical technicians.
Schools	25. Work with the New Glarus School District on sharing resources and meeting common goals.
Parks and Recreation Facilities	26. Establish a Comprehensive Outdoor Recreation Plan (CORP), and update every 5 years to meet recreation funding eligibility. 27. Focus park and recreation implementation on a Backtown walkway, dog park, ball fields, permanent festival space, and maintaining and modernizing existing parks.
Solid Waste Collection	28. Continue to work with private collection companies, renewing/rebidding contracts when they are set to expire. 29. Continue waste-reduction education programs.
Recycling Collection	30. Continue to work with private collection companies, renewing/rebidding contracts when they are set to expire. 31. Continue to explore opportunities and technologies to expand the number of efficiency of materials recycled.
Cemeteries	32. Private parties will add to cemetery land as needed.
Childcare Facilities	33. Area child care facilities will expand to meet needs as required.
Local Roadways (see Chapter 8: Transportation for more information)	34. Address 2nd Street near the school campus, with a focus on better solutions for pick-up/drop-off time congestion and safer bike and pedestrian access. 35. Prioritize roads and sidewalks in need of reconstruction, perhaps working from the Backtown/Downtown outwards, as part of the CIP development process. 36. In conjunction with future development, work to create a circumferential roadway route across the north, west, and east edges of the Village.









## Chapter 8 Transportation

How can the Village maintain, improve, and interconnect roads, sidewalks, and paths?



### Goal

Maintain a road, sidewalk, and trail network that efficiently moves people and products, and that serves development.

### Objectives

1. Encourage interconnected road, pedestrian, bike, and transit networks serving motorists, businesses, and residents of all ages and abilities.
2. Ensure that transportation system improvements are coordinated with land development, and when made, serve both the individual development and community.
3. Work with the Wisconsin Department of Transportation (WisDOT) and County Highway Department on highway improvements and maintenance.

### Initiatives

(see full chapter to read more)

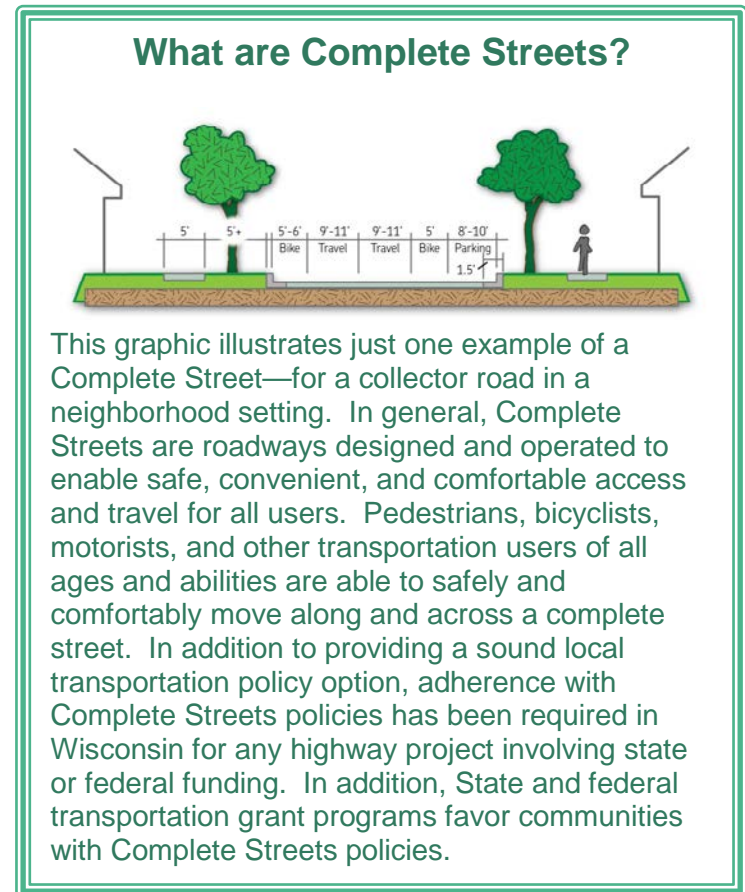
1. **Provide Through Roads Connections to Serve New Development Areas.** The Village will use Maps 14A and 14B to guide the location of future through roads, which will generally be built in conjunction with adjacent development. Priorities will include an east-west road across the Village's north edge, and north-south roads across its east and west edges.
2. **Create an Interconnected Network of Bike and Pedestrian Ways.** Efforts may include safer crossings in key areas like Highway 69 and 2<sup>nd</sup> Street near the schools, closing sidewalk gaps to and from the Downtown, Sugar River State Trail maintenance, and a northerly trail extension through Backtown.

## CHAPTER PURPOSE

New Glarus’s transportation infrastructure supports the varied needs of its residents, businesses, visitors, and through traffic. This chapter provides direction for the future of transportation in and around the community. The Village of New Glarus is also affected by the plans of State, County, and regional agencies as they affect Highways 69, 39, W, and O in particular.

## TRANSPORTATION POLICIES

1. Promote a continuous, interconnected network of local streets, sidewalks, bicycle routes, and paths.
2. Ensure safe and convenient access between neighborhoods, parks, schools, the Downtown, Highway 69, the industrial park, the Sugar River State Trail, and other destinations.
3. In the review of new subdivisions and other developments, both within the Village and the 1½ mile extraterritorial jurisdiction, require new roads generally where advised under Maps 14A and 14B.
4. Upgrade existing local roads to current standards to the extent practical when repaving those roads, but do not over-design those roads beyond local road standards.
5. Design new and reconstructed roads to serve their intended functions, and as Complete Streets (see sidebar). Over-design—such as wider-than-necessary pavement and shoulders or elimination of subtle curves—can result in excessive travel speeds, increased use of local roads for through traffic, and negatively affect community character.
6. Prepare and implement a Capital Improvement Program (CIP) to provide for upgrading of local roads and to seek funding. See Chapter 7 for more information on a CIP.
7. Participate in and encourage state, regional, county and intergovernmental transportation planning and funding efforts that benefit the Village.



## TRANSPORTATION INITIATIVES

### 1. PROVIDE THROUGH ROADS TO SERVE NEW DEVELOPMENT AREAS

Maps 14A, 14B, and 15, shared earlier in Volume 2, will guide the Village, land owners, and developers on where to locate future, significant road connections. These will almost always be built in conjunction with adjacent development. While the exact future alignment of these roads will likely vary from what is shown on these maps, the connections they provide should be sustained in whatever alignment is ultimately selected.

The overall intention of the potential future roads shown on Maps 14A, 14B, and 15 is a circumferential route, serving and connecting future fringe development areas. All of these future roads should be developed in accordance with Complete Streets principles, described in the policies section above. Improved north-south connections, and a northern linkage between CTH O (possibly STH 69) and STH 39, are priorities. Important future road extensions include, but are not limited to:

- On the Village's east edge, a new route connecting CTH W to Valley View Road.
- Near the Village's north and west edges, a new route eventually connecting CTH O to Legler Valley Road.
- To and from 10<sup>th</sup> Avenue, south to 14<sup>th</sup> Avenue and also to the proposed western loop road.
- Expanding the Industrial Park road network, potentially as part of business park expansion to the north.

In addition, Map 15—the Conceptual Plan for Backtown/Northern Downtown—indicates alternatives for a new bridge across the Little Sugar River, connecting Highway 69 directly to Backtown area. If initially determined feasible, the project would require permits from WisDOT, Wisconsin Department of Natural Resources (WisDNR), and U.S. Army Corps of Engineers (USACE). WisDNR/USACE approval would likely require the Village to:



New Glarus's steep roads can create maintenance and stormwater management challenges.



- Complete a more detailed review of the alternatives (including “no build”).
- Conduct and have approved a detailed wetland delineation of the area within which the alternatives are considered.
- Identify the most reasonable practical alternative, including detailed technical evaluation.
- Include preliminary engineering plans for the most reasonable practical alternative. Due to expected floodplain and wetland spans, the Village might expect a bridge cost in the \$1.5 to \$2 million range.
- Identify and secure lands for wetland mitigation, if the analysis suggests that wetlands will be affected.

In short, if the Village decides to pursue this bridge, it should be prepared for a relatively expensive and lengthy process with an uncertain outcome. The Village may choose to undertake such an effort only if there is sufficient, guaranteed tax increment to pay a substantial portion of study, approval process, design, and construction costs.

## 2. CREATE AN INTERCONNECTED NETWORK OF BIKE AND PEDESTRIAN WAYS

Safe bike and pedestrian access are particularly attractive to families who may be already here or considering New Glarus for purchasing a home, and for aging residents. The Village has successfully achieved a bike and pedestrian-friendly environment in the Downtown, for example having wisely integrated shopping and dining opportunities in close proximity with the Sugar River State Trail. This trail serves both recreation and transportation purposes for both cyclists and pedestrians, and successfully connects the Village with the New Glarus Woods State Park.

This attention should be extended to other parts of the community, focusing on key areas and objectives. Many collector roads and subdivisions lack sidewalks. Disconnected segments of sidewalk pose a problem, especially to children, wheelchair users, and parents with strollers or wagons. Further, Highway 69 was not designed with bicyclists and pedestrians in mind, either along or crossing it. Roads like 2<sup>nd</sup> Street near the schools can be hazardous for cyclists and pedestrians during drop-off and pick-up times. These conditions make non-motorized transportation difficult and sometimes dangerous.

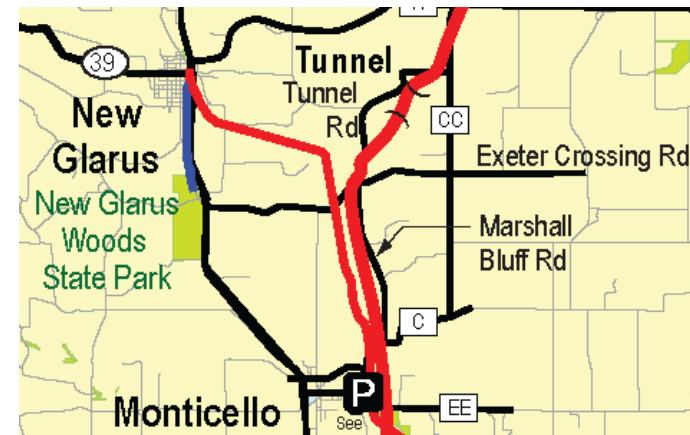
The Village recognizes the importance of building a more developed network of bike and pedestrian facilities, via the following (and other) approaches:

- **Key sidewalk and crossing projects.** The Village will emphasize sidewalk projects that fill gaps and establish key connections, such as to and from Downtown, parks, and schools. Crossings of currently hazardous areas, like Highway 69 and 2<sup>nd</sup> Street are also important. The School District administration is interested in bike and pedestrian safety improvements along 2<sup>nd</sup> Street near the school buildings. These types of projects may occur with street reconstruction



projects, or as stand-alone projects where need dictates. State and federal grants are available. The Village may wish to identify these types of projects in its Capital Improvement Program.

- **Unified policy on sidewalk placement.** The Village should consistently install or require sidewalks along new public streets. Multi-use paths may be substituted only where driveway and street access onto adjoining streets is limited. In general, good pedestrian system planning supports sidewalks and/or shared-use paths on both sides of all new and reconstructed arterial and collector streets. Two-sided walks are generally warranted on all streets near schools and other major pedestrian generators. Planned sidewalks and paths ought to be built with the initial road, sewer, water, and other infrastructure for the development.
- **Backtown Sugar River Walk.** See Chapters 5 and 7 for details.
- **Sugar River State Trail maintenance.** Regional linkages enhance visitor experiences and boost local economic activity. Trail signage and surfacing are aging and in need of WisDNR attention.
- **Better Connect Badger State Trail with Sugar River State Trail.** As reflected on the map to the right, these two off-street trails are tantalizingly close to one another at Exeter Crossing Road southeast of New Glarus. The Village encourages WisDNR to build a short off-street trail connector or sign and map Exeter Crossing Road as designated on-street connector.
- **Thoughtful and interconnected community and neighborhood design.** To make New Glarus even more bike and pedestrian friendly, local streets should interconnect between different neighborhoods and districts, and cul-de-sacs minimized. Bike and pedestrian facilities are central components of Complete Streets, and the Village intends to integrate them into each new and reconstructed street as practical. The Village also promotes the siting of parks, schools, and neighborhood services within walking and biking distance of all homes in the Village.



This WisDNR state trail map shows in blue the trail connection between the Village and New Glarus Woods State Park, and in red the parallel Badger State Trail (east) and Sugar River State Trail (west) routes southeast of New Glarus.







## Chapter 9 Intergovernmental Cooperation

How can the area advance through further collaboration among the Village, Town, School District, and others?



### Goal

Maintain strong relationships with other governments, agencies, and districts for mutual benefit.

### Objectives

1. Advance the Village's vision via its intergovernmental relationships.
2. Improve efficiencies in service and utility delivery across jurisdictional boundaries and traditional service categories.
3. Focus attention on relationships with obvious and influential local, County, and State governments and districts.

### Initiatives

(see full chapter to read more)

1. **Advance Collaboration with the Town of New Glarus.** Together, the Village and Town make up New Glarus. Joint projects like road improvements, stormwater management, a shared garage, and a dog park may be areas of future collaboration.
2. **Collaborate with the New Glarus School District.** The health of the Village and School District are intertwined. The Village welcomes collaboration with the District on traffic management and improvements along 2<sup>nd</sup> Street, growth projections and acceleration, joint programming and facility use, recreation planning, possible future school expansion, and cross-service on committees.

## CHAPTER PURPOSE

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The Village's future success is intertwined with that of Green County, the Town of New Glarus, and the New Glarus School District. The Village has intergovernmental agreements and other formal and informal relationships with these and other units of government. The Village of New Glarus will manage these relationships and agreements, including new efforts for mutual benefit over time. Such efforts will be guided by this chapter and the remainder of Volume 2, and under the direction of the Village Board.

## POLICIES FOR INTERGOVERNMENTAL COOPERATION

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1. Execute new and extended formal intergovernmental agreements where advisable, such as where a clear, binding, and/or long-term commitment is desired.
2. Engage informal intergovernmental arrangements, such as information, marketing, equipment, facility, and parkland sharing.
3. Continue to support intergovernmental and cross-community organizations that enhance the New Glarus area's quality of life, such as the Green County Development Corporation, Chamber of Commerce, Public Library, and School District.
4. Share capital improvement plans (CIPs) with the Town, County, and School District to identify the potential for coordinating projects, and seek opportunities to coordinate bidding and construction of major infrastructure and equipment projects.
5. Build upon the Village's relationship with Wisconsin Economic Development Corporation (WEDC), the State's lead economic development agency, beginning with the Connect Communities Program.
6. Cooperate with the Wisconsin Department of Transportation (WisDOT) and Green County Highway Department on intergovernmental transportation recommendations included in the Transportation chapter.
7. Collaborate on river, watershed, recreation, habitat protection and improvement projects, regional flood protection, stormwater management, and park and trail projects with WisDNR, Green County, and other communities and organizations like the Sugar River Watershed Association. These types of efforts are identified in the Natural and Agricultural Resources and Community Facilities and Utilities chapters.





## INTERGOVERNMENTAL COOPERATION INITIATIVES

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### 1. ADVANCE COLLABORATION WITH THE TOWN OF NEW GLARUS

Over the past several years, the Village and Town of New Glarus have worked to advance a positive intergovernmental relationship, including efforts to establish compatible land use directions in plans and an extraterritorial zoning arrangement. Some of these interrelationships are represented on Map 1: Jurisdictional Boundaries, within Volume 1. Other collaboration efforts between the Village and Town have been less successful, such as an attempt for a broader intergovernmental land use/boundary agreement (cooperative plan) in the early 2010s. Still, it is clear that the New Glarus community benefits from a strong and collaborative relationship between the Village and Town.

Therefore, the Village of New Glarus is committed to pursuing avenues of continued collaboration with the Town of New Glarus. Future efforts might include:

- **Joint road improvement projects.** The Village and Town have in the past proposed to jointly complete road improvement projects, such as resurfacing of segments of Legler Valley Road.
- **Joint stormwater management.** This concept is discussed more in Chapter 7: Community Facilities and Utilities.
- **Shared park facilities.** The Village and Town could collaborate on a dog park, and on preparation of a joint Comprehensive Outdoor Recreation Plan (CORP). See the CORP initiative in Chapter 7.
- **Shared public works garage.** This concept is discussed more in Chapters 5 and 7.
- **Other efforts.** Other efforts and ongoing communications, such as joint marketing and lobbying, will help grow an even more favorable, regular working relationship.



## 2. COLLABORATE WITH THE NEW GLARUS SCHOOL DISTRICT

The future health and growth of the New Glarus School District and Village of New Glarus are closely linked. Recently, New Glarus Schools were recognized as “Schools of Merit” by the State of Wisconsin, and U.S. News and World Report provided the High School with a top ranking. These good schools are a key reason that New Glarus families choose to live in the community. All District students attend school in the Village, and the Village is the primary provider of students to the New Glarus School District.

The Village welcomes collaboration with the District on a variety of issues, including the following:

- **Transportation access improvements.** Student safety is a high priority. Along 2<sup>nd</sup> Street, in front of the school buildings, there are traffic flow issues as well as a greater need for bike and pedestrian safety improvements. The Village intends to work with the District on better traffic management and complementary roadway and walkway improvements.
- **Growth projections and acceleration.** State aids to school districts are linked to population growth within the districts. The New Glarus School District would benefit from local population growth of between 1 and 5 percent per year. The Village will strive to increase housing growth, as documented in Chapter 6: Housing and Neighborhoods.
- **Joint programming and facility use.** The Village intends to continue to work with the District on joint facility usage for community and recreational programming. In particular, as the Village considers a new or expanded community center, it intends to involve the District and consider relationships with District-owned community spaces.
- **Collaboration on Comprehensive Outdoor Recreation Plan.** The Village will appreciate input and possibly collaboration with the New Glarus School District during its process for creating a CORP. School District lands and facilities often factor into a community’s effective park system.
- **Future school expansion.** If and when the District is interested in expanding its facilities, the Village seeks collaboration with the District on zoning/impact analysis. The District’s long-range facilities plan suggests that a future middle school/high school building addition as a logical next step, perhaps to the south and west of the existing facility.
- **Regular communications.** Many cities and villages ask for a school district liaison to serve on plan commissions or other Village bodies. Such participation aids in municipality-district communication and helps assure that school district impacts are addressed when new development proposals are offered. When a position opens on the Plan Commission, the Village may seek a School District representative, who must also be a Village resident. There are also other options for regular communications.







## Chapter 10 Implementation

What are the priorities for implementing this Plan?  
How will the Village keep track of its progress?



### Top Priority Plan Implementation Initiatives

(see full chapter to read more)

1. **Adopt a Business Retention and Expansion Program.** Retaining and expanding businesses that are already in New Glarus is the most cost-effective way to grow the local economy.
2. **Continue Growing Downtown Business Activity.** Efforts such as focused staffing, streetscape enhancements, historic district consideration, façade improvements, and reuse and redevelopment of strategic sites will allow continued advancement of New Glarus's exceptional Downtown.
3. **Redevelop Backtown.** The Village has created a new tax incremental district to incentivize redevelopment in the Backtown area. The Backtown/Northern Downtown Conceptual Plan map, included in this chapter, helps visualize and communicate the desired direction for this key economic development area.
4. **Advance Business Park Development or Expansion.** The Village will plan for future expansion to the current industrial park, and work with landowners and developers to explore the concept of a second, lower-impact business park on the Village's south side. The goal will be to have at least one area for additional business park development in the Village.
5. **Implement a Plan for Municipal Facility Upgrades.** The viability of public buildings in New Glarus is challenged by population growth, age, modern equipment and technology demands, and redevelopment interests. These include the Library, Village Hall/Police, and Public Works.
6. **Modernize Zoning Regulations.** The Village's zoning ordinance does not implement this Plan or the Village's policy expectations in several respects. An update to the zoning ordinance update, perhaps in phases, would better guide community development.

## CHAPTER PURPOSE

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Specific follow-up actions will be required for the Comprehensive Plan to become reality. This final chapter provides the Village of New Glarus with a roadmap for Plan management and implementation.

## UNDERSTANDING THE COMPREHENSIVE PLAN

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The New Glarus Comprehensive Plan was adopted following procedures specified by Wisconsin's comprehensive planning statute. This included opportunities for public, business, intergovernmental input; Village Plan Commission recommendations; a joint public hearing; and finally Village Board adoption of the Plan by ordinance. Considering both the Conditions and Issues volume and this Vision and Directions volume, the Plan includes all necessary elements under statute.

The comprehensive planning statute requires that this Implementation chapter “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the two volumes of the entire Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of either volume of this Comprehensive Plan.

## MARKETING THE COMPREHENSIVE PLAN

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This Plan volume should be used by government officials, developers, residents, and others interested in the future of the New Glarus area to guide growth, development, redevelopment, and preservation. But this Plan will have value only if it is shared, understood, and supported. The Village will work to increase awareness of this Plan, such as by:

- Ensuring that up-to-date materials are easily accessible on the Village website.
- Speaking to community organizations and school groups about the Plan.
- Displaying the community's vision, the Future Land Use maps (Maps 14A and/or 14B), and other materials at Village Hall.
- Incorporating initiatives into annual budgets and capital improvement programs, as funding allows.
- Presenting and discussing implementation progress and performance reports to the Village Board and Plan Commission.
- Encouraging all committees and staff to become familiar with and use the Plan in their decision making.



## IMPLEMENTING INITIATIVES IN THE PLAN

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Figure 10-1 includes all of the initiatives from each chapter within this volume of the Plan. See the referenced chapter in this figure for more information on each initiative. Also, see Figure 7-1 for an identification and timetable for Community Facilities and Utilities projects.

The Village Board, with input from the Plan Commission and Community Development Authority, evaluated all of the initiatives in Figure 10-1 against one another to arrive at a priority rating for each initiative. “Top” priorities are a primary focus over the following few years. “High” priorities should advance as soon as practical, assuming that “top” priorities are on course and manageable. “Moderate” priorities may elevate to “high” or “top” priorities, or may be ongoing or time-permitting initiatives of the associated staff. Priorities may be adjusted by the Village Board to capture unique opportunities.



**Figure 10-1: List of Comprehensive Plan Initiatives and Priority**

#	Initiative (click on link to learn more)	From Chapter...	Priority
1	<a href="#">Protect and Restore the Little Sugar River</a>	2: Natural and Ag Resources	Moderate
2	<a href="#">Preserve Environmental Corridors</a>	2: Natural and Ag Resources	High
3	<a href="#">Advance Agricultural Production and Processing</a>	2: Natural and Ag Resources	Moderate
4	<a href="#">Merge Natural Resource Preservation with Park and Recreation Initiatives</a>	2: Natural and Ag Resources	Moderate
5	<a href="#">Modernize Swiss Village Theme and Branding</a>	3: Culture & Community Character	Moderate
6	<a href="#">Continue to Advance New Glarus Tourism Efforts</a>	3: Culture & Community Character	High
7	<a href="#">Designate Historic Districts</a>	3: Culture & Community Character	Moderate
8	<a href="#">Maintain and Enhance the New Glarus Area's Scenic Qualities</a>	3: Culture & Community Character	Moderate
9	<a href="#">Cultivate the Next Generation of Community Volunteers and Leaders</a>	3: Culture & Community Character	Moderate
10	<a href="#">Use the Future Land Use Maps to Guide Development</a>	4: Land Use	High
11	<a href="#">Modernize Zoning Regulations</a>	4: Land Use	Top
12	<a href="#">Ensure Appropriate Transitions and Buffering Between Uses</a>	4: Land Use	Moderate
13	<a href="#">Enhance New Glarus as a Live-Work-Shop-Play Community</a>	5: Economic Development	High
14	<a href="#">Adopt a Business Retention and Expansion Program</a>	5: Economic Development	Top
15	<a href="#">Continue Growing Downtown Business Activity</a>	5: Economic Development	Top
16	<a href="#">Redevelop Backtown</a>	5: Economic Development	Top
17	<a href="#">Advance Business Park Development or Expansion</a>	5: Economic Development	Top
18	<a href="#">Promote the Development of New Residential Lots</a>	6: Housing and Neighborhoods	High
19	<a href="#">Encourage New Multiple Family Housing to Respond to Generational and Workforce Needs</a>	6: Housing and Neighborhoods	High
20	<a href="#">Invest in and Maintain Existing Village Neighborhoods</a>	6: Housing and Neighborhoods	High
21	<a href="#">Encourage Swiss Themes in Residential Architecture</a>	6: Housing and Neighborhoods	Moderate



#	Initiative (click on link to learn more)	From Chapter...	Priority
22	<a href="#">Implement a Plan for Municipal Facility Upgrades</a>	7: Community Facilities and Utilities	Top
23	<a href="#">Complete a Comprehensive Outdoor Recreation Plan</a>	7: Community Facilities and Utilities	Moderate
24	<a href="#">Pursue Recreation Projects</a>	7: Community Facilities and Utilities	Moderate
25	<a href="#">Stage Improvements through a Capital Improvement Program</a>	7: Community Facilities and Utilities	High
26	<a href="#">Provide Through Roads to Serve New Development Areas</a>	8: Transportation	Moderate
27	<a href="#">Create an Interconnected Network of Bike and Pedestrian Ways</a>	8: Transportation	Moderate
28	<a href="#">Advance Collaboration with the Town of New Glarus</a>	9: Intergovernmental Cooperation	High
29	<a href="#">Collaborate with the New Glarus School District</a>	9: Intergovernmental Cooperation	High

## USING THE PLAN FOR DAY-TO-DAY DECISION MAKING

The Village will constantly evaluate decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. Many of the individual decisions guided by this Plan will revolve around zoning, land divisions, public investments, and intergovernmental relations. The Village’s approach to evaluating consistency of subsequent decisions with this Comprehensive Plan is as listed below:

- Zoning:** Proposed zoning text and map amendments (rezonings) must be consistent with this Plan by statute. The Future Land Use maps (Maps 14A and 14B) will be used to guide the application permanent zoning to property. However, the precise location of zoning district boundaries may vary from the Future Land Use maps, as judged appropriate by the Village. Departures from the exact land use boundaries depicted on the Future Land Use maps may be particularly appropriate for properties located at the edges of future land use category areas, or in the Downtown/Backtown area. In their consideration of zoning map changes, the Plan Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. Therefore, this Plan allows for the phasing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning processes. Where the Village wishes to amend its zoning map in a manner that differs from this Plan, the Plan will first need to be amended to resolve the difference(s) under the procedures specified later in this chapter.





- **Land Division:** Proposed land division ordinances/subdivision regulations must be consistent with this Plan, and land divisions and subdivisions under them should be generally consistent. In their consideration of land divisions, the Plan Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. This Plan allows for the phased timing and the refinement of the precise recommended development pattern through the land division process, as deemed appropriate by the Plan Commission and Village Board.
- **Public Investments:** Proposed public investment decisions will generally be guided by the recommendations in this Comprehensive Plan, including Figure 7-1. The timing and precise location of public investments may vary, as judged appropriate by the Village Board, often following recommendations from appropriate committees. This Plan allows for the phased timing and the refinement of the precise recommended public facilities and other public investments, as deemed appropriate by the Village Board.

## MONITORING THE PLAN

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The Village generally relies on its staff to monitor the Comprehensive Plan and potential amendments. The Plan Commission intends to meet at least once annually to:

- Review decisions on private development proposals and progress on initiatives over the previous year against the recommendations of this Plan.
- Consider municipality, developer, and public requested amendments to the Plan over the previous year and in response to new opportunities, more detailed analyses, or changing community conditions.
- Monitor changes in the State comprehensive planning and related laws to determine how they may affect this Plan.
- Offer recommendations to the Village Board on amendments to the Comprehensive Plan.
- Monitor the implementation of the intergovernmental agreement among the three municipalities, and consider amendments, extension, or update of that agreement as may be mutually beneficial.

## AMENDING THE COMPREHENSIVE PLAN

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The Village will amend and update the Plan as appropriate. “Amendments” are generally defined as minor changes to the maps or text in the Comprehensive Plan. Amendments may be appropriate in instances where the Plan becomes irrelevant or contradictory



to emerging policy, initiatives, or trends. It is possible that New Glarus will receive, and wish to entertain, requests for Plan amendments from land owners, developers, and others.

The following process for Plan amendments is intended to make sure that the plan amendment procedures of Section 66.1001(4), Wisconsin Statutes, are followed:

- In coordination with the Village Board, the Plan Commission meets to discuss a potential amendment to the Plan.
- The Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
- A Class 1 notice is published at least 30 days before the public hearing described below, and containing information required under Section 66.1001(4)d of Statutes. Also, the Village must provide notice of the proposed Plan to any individual who qualifies under Sections 66.1001(4)e and f of Statutes.
- Not less than 30 days after publishing of the notice, the Village Board holds a public hearing on ordinance(s) that would incorporate the proposed amendments into the Comprehensive Plan.
- The Village Board acts on the ordinance, adopting the proposed Plan amendments. This would take the form of appropriate amendments to Chapter 134 of the Municipal Code. Adoption must be by a majority vote of all members of the Board. This may be at the same meeting immediately following the public hearing, or at a subsequent Village Board meeting.
- A copy of the adopted ordinance and Plan amendments are sent to all adjacent and overlapping government jurisdictions, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c of State Statutes.

## UPDATING THE COMPREHENSIVE PLAN

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A Plan update is more significant than an amendment. An update often involves a substantial re-write of the Plan document and maps, including review of demographic and statistical data and identification of policy changes. Under current State law, the Village will need to update this Plan no later than 10 years following the adoption date on the cover. Based on this deadline, the Village intends to update this Comprehensive Plan—Volumes 1 and 2—by the late 2026.

