

NOTICE

A meeting of the City of Evansville Plan Commission will be held on the date and time stated below. Notice is further given that members of the City Council and Historic Preservation Commission may be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall at (608)-882-2266 with as much notice as possible. The meeting will also be held virtually in response to COVID-19. To participate via video, go to this website: <https://meet.google.com/fes-vcir-rfv>. To participate via phone, call this number: 1 608-764-9643 and enter PIN: 352 918 263# when prompted. (Your microphone may be muted automatically)

City of Evansville **Plan Commission**
Regular Meeting
City Hall, 31 S Madison St., Evansville, WI 53536
Tuesday, May 3, 2022, 6:00 p.m.

AGENDA

1. Call to Order
2. Roll Call
3. Motion to Approve Agenda
4. Motion to waive the reading of the minutes from the April 4, 2022 meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances other than agenda items listed
7. Action Items
 - A. Public Hearing and Review of Land Division Application LD-2022-0077 for a lot line adjustment, transferring acreage between parcels 6-27-498 (125 Garfield Ave) to 6-27-445 (34 N Second Street).
 - i. Review Staff Report and Applicant Comments
 - ii. Public Hearing
 - iii. Plan Commissioner Questions and Comments
 - iv. Motion with Conditions
 - B. Public Hearing and Review of Land Division Application LD-2022-0056 for a CSM to create separate lots for the two buildings on parcels 6-27-595 and 6-27-595.1.
 - i. Review Staff Report and Applicant Comments
 - ii. Public Hearing
 - iii. Plan Commissioner Questions and Comments
 - iv. Motion with Conditions
 - C. Public Hearing and Review of Applications LD-2022-0078 and RZ-2022-0079, to rezone parcel 6-27-580 to R-2 Residential District Two and divide the parcel into two residential lots.
 - i. Review Staff Report and Applicant Comments
 - ii. Public Hearing

-Mayor Dianne Duggan, Plan Commission Chair

- iii. Plan Commissioner Questions and Comments
 - iv. Motions with Conditions
- D. Public Hearing and Review of Applications SP-2022-0067, CUP-2022-0080, and RZ-2022-0081 to rezone parcel 6-27-148 to B-3 Community Business, a conditional use permit for outdoor commercial food and beverage service, and a site plan for an outdoor entertainment area, located at 102 Maple Street (Creekside Place).
- i. Review Staff Report and Applicant Comments
 - ii. Public Hearing
 - iii. Commission Questions and Comments
 - iv. Motions with Conditions
- E. Discussion and Motion to Recommend to Common Council Approval of an Amendment to the Final Land Divider's Agreement – Settler's Grove.
8. Old Business
- A. Update from Paulette Morning and Andy Phillips regarding Brown School Place
9. Discussion Items
- A. Review of Comprehensive Plan Draft Chapters and Maps
10. Community Development Report
- A. Director's Report
 - i. Upcoming Leave and Possible Permit Moratorium
 - ii. Special Meeting to review Comprehensive Plan
11. Next Meeting Date:
- A. Thursday, May 19, 2022 at 6:00pm
 - B. June 7, 2022 at 6:00pm
12. Motion to Adjourn

-Mayor Dianne Duggan, Plan Commission Chair

These minutes are not official until approved by the City of Evansville Plan Commission.

**City of Evansville Plan Commission
Regular Meeting
March 1, 2022, 6:00 p.m.**

MINUTES

1. Call to Order at 6:04pm.

2. Roll Call:

Members	Present/Absent	Others Present
Mayor Bill Hurtley	P	Colette Spranger, Community Development Director
Aldersperson Rick Cole	A	Jason Sergeant, City Administrator
Aldersperson Susan Becker	P	Bill Davis, Evansville Today
Bill Hammann	P	Janis Ringhand (applicant)
John Gishnock	P	Samantha Alisankus
Mike Scarmon	A	Christian Romeo
Eric Klar	P	Sophie McDonald
		Eric McDonald

- 3. Motion to approve the agenda, by Hammann, seconded by Becker.** Spranger noted that Action Item 7D's application was being postponed to the May Plan Commission meeting. ***Approved unanimously***
- 4. Motion to waive the reading of the minutes from the March 1, 2022 meeting and approve them as printed, by Hammann, seconded by Becker.** ***Approved unanimously.***
- 5. Civility Reminder.** Hurtley noted the City's commitment to conducting meetings with cordiality.
- 6. Citizen appearances other than agenda items listed.** Eric and Sophie McDonald, 21 S. Windmill Ridge Road, and Samantha Alisankus and Christian Romeo, 37 S. Windmill Ridge, appeared collectively. All are recent buyers or new homes on the west side of Windmill Ridge Road. They spoke about their frustration with the lack of notice they felt they received regarding the Settlers Grove Subdivision. When their lots were purchased, it was implied that there would be no further development west of their properties. They have spoken with City staff, where it was discovered that public hearing notices for Settlers Grove were sent out to neighboring properties around the same time they were negotiating the sale of their lot and house. The group provided suggestions for preventing this from happening again, such as having a page of recent/ongoing development around the City, a physical sign on properties under development, and requiring developers to provide the City's future land use map in sales materials. The group wondered in some sort of mitigation, such as a line of trees screening the new development from their view, was possible. City Administrator Sergeant noted that he was not sure what could be done at this point, since a development agreement between the City and developer was underway for Settlers Grove, and the City could not do much to enforce additional landscaping. Gishnock commented that they may choose to screen on their property, which may yield quicker results.

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7. Action Items

A. Public Hearing and Review of Conditional Use Application CUP-2022-0049 to operate a Light Industrial Use Incidental to Indoor Sales in the B-2 Central Business District on parcel 6-27-90 located at 25 West Main Street.

- i. **Review Staff Report and Applicant Comments.** Applicant is seeking a place with more storage space in order to run her longstanding business. The space she intends to occupy is in the Grange Building and is the former location of Real Coffee, which had a CUP to operate for an indoor commercial entertainment use. That CUP has since expired. The applicant received a CUP previously from the City for this same use, but at a different location within the downtown. The previous café space was set up well in terms of DATCP compliance, especially concerning sinks.
- ii. **Public Hearing.** Hurtley opened the public hearing at 6:40 p.m. No public comments. Public hearing closed at 6:41 p.m.
- iii. **Plan Commissioner Questions and Comments.** Gishnock expressed his excitement at seeing the applicant's business continue to grow.
- iv. **Motion to approve Conditional Use Application CUP-2022-0049 to operate a Light Industrial Use Incidental to Indoor Sales in the B-2 Central Business District on parcel 6-27-90 located at 25 West Main Street, finding that the benefits of the use outweigh any potential adverse impacts, and that the proposed use is consistent with the required standards and criteria for issuance of a CUP set forth in Section 130-104(3)(a) through (e) of the Zoning Ordinance, subject to the following conditions:**
 1. That the applicant records the Conditional Use Permit with the Rock County Register of Deeds.
 2. Hours of operation shall be no earlier than 6:00 a.m. and no later than 11:00 p.m.
 3. Use cannot create a public nuisance as defined by local and state law.

Motion by Hammann, second by Becker. Approved unanimously.

B. West Side Park – Rezoning and Site Plan Applications

- i. **Review of applications RZ-2022-0050, a petition to rezone parcels 6-27-970D and 6-27-970C.01 to R-1 Residential District One, located at West Side Park; and SP-2022-0051, a site plan for park improvements at West Side Park.**
 1. **Review Staff Report and Applicant Comments**
Sergeant presented the latest site plan from MSA Professional Services for the proposed West Side Park and relocation of Veterans Memorial Pool. Spranger noted that rezoning was required on two parcels that still were zoned for agriculture. Rezoning requires a public hearing. The Plan Commission has seen the evolution of this project and are familiar with it.
- ii. **Public Hearing and Review of Application RZ-2022-0050**
 1. **Public Hearing.** Hurtley opened the public hearing at 6:47 p.m. No public comments. Public hearing closed at 6:48 p.m.
 2. **Plan Commissioner Questions and Comments.** None.
 3. **Motion to recommend to Common Council approval of Ordinance 2022-06.**

Motion by Hammann, second by Gishnock. Approved unanimously.

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iii. Review of Application SP-2022-0051

1. **Commission Discussion and Questions.** Gishnock inquired about further landscaping details, including natural and water features and minimally invasive plants. Parking requirements were discussed. Group agreed that the simultaneous convergence of all possible uses at the site was unlikely. Klar asked if there would be a time period where there would be no pool in town. Sergeant replied that the current plan was to install the new pool and then demolish the existing pool.
2. **Motion to approve SP-2022-0051 as presented to expand park amenities at West Side Park per section 130-104 on parcels 6-27-970D, 6-27-970C.1, 6-27-559.5402, 6-27-293.1000A, and that the proposed use is consistent with the required standards and criteria of the Zoning Ordinance, and that the benefits in fact outweigh any and all potential adverse impacts, subject to the following conditions:**
 1. **An assessment of average park capacity during peak season usage is calculated, and parking requirements are adjusted accordingly.**
 2. **Any variation from presented plans approved by staff or Plan Commission, if necessary.**
 3. **Dimensions, cross sections and entry grade of all access points onto public streets approved by city engineer.**
 4. **Final construction drawings approved by City.**
 5. **All exterior lighting is dark sky compliant.**
 6. **Elevations and materials for trash enclosure approved by commission.**
 7. **Proposed ground and wall signage requires sign application, review and approval by City staff.**

Motion by Hammann, second by Gishnock. Approved unanimously.

C. Public Hearing and Review of Conditional Use Application CUP-2022-0048 to demolish the aquatic center and develop a splash pad on parcel 6-27-839 located at 360 Burr Jones Circle, Veterans Memorial Pool at Lake Leota Park.

- i. **Review Staff Report and Applicant Comments.** Spranger described the review of the application by the Historic Preservation Commission, noting that there was some trepidation from one HPC member regarding the pool's status as a veteran's memorial, and whether it was against federal law to dismantle it. Sergeant noted that the issue had been cleared by the City attorney, and the federal law applies only to federally-designated veterans memorials. Sergeant went over features of park amenities as proposed by the site plan.
- ii. **Public Hearing.** Hurtley opened the public hearing at 7:37 p.m. Bill Davis, 401 S. Sixth Street, stated that he first found the idea of a splash pad ridiculous, but then he saw his grandchildren play in one. Now thinks they're a great amenity. Chris Romeo, 37 S. Windmill Ridge, expressed concern about the water loss at the existing pool and its effect on nearby Lake Leota, wondering if water safety and water quality issues had been considered so close to a waterway. Sergeant explained that the splash pad would be a flow-through system and that water wouldn't be recycled, resulting in no chemical usage. Public hearing closed at 7:40 p.m.
- iii. **Plan Commissioner Questions and Comments.** None.

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- iv. **Motion to approve issuance of a Conditional Use Permit to change uses within the Historic Conservation Overlay District, demolishing the Veterans Memorial Pool and constructing a splash pad in its place at Leonard-Leota Park, on parcel 6-27-839, Leonard-Leota Park, finding that the benefits of the use outweigh any potential adverse impacts, and that the proposed use is consistent with the required standards and criteria for issuance of a CUP set forth in Section 130-104(3)(a) through (e) of the Zoning Ordinance, subject to the following conditions:**
1. **The City records the Conditional Use Permit with the Rock County Register of Deeds.**
 2. **Restore parking and landscaping southeast of the current pool area to mitigate the demolition of a contributing historic feature (Veterans Memorial Pool).**
 3. **City staff reviews and approves final plans.**
 4. **Final engineering and schematic designs are approved by the City Engineer.**

Motion by Hammann, second by Becker. Approved unanimously.

- ~~D. Review of Site Plan Application LD 2022-0067 to create a patio and outdoor entertainment space on parcel 6-27-148 located at 102 Maple Street (Creekside Place).~~
- ~~i. Review Staff Report and Applicant Comments~~
 - ~~ii. Commission Questions and Comments~~
 - ~~iii. Final Motion with Conditions~~

- E. Discussion and Motion to Recommend to Common Council Approval of the Final Land Divider's Agreement for Westfield Meadows, First Addition.**
Spranger explained that the developers had not yet commented on the agreement as presented, but did not expect major changes before Common Council.

Motion to recommend to Common Council approval of the Final Land Divider's Agreement for Westfield Meadows, First Addition.

Motion by Hammann, second by Becker. Approved unanimously.

- F. Review of and Release of Easements.** Spranger explained that the State Department of Administration was requesting the City formally release easements within parts of Windmill Ridge and Westfield Meadows plats that are being replatted to Westfield Meadow, First Addition.

Motion to Recommend to Common Council release of the following easements associated with finalizing the Final Plat for Westfield Meadows, First Addition:

- i. Release of Sanitary Sewer Easement, Lots 5 and 6, Windmill Ridge**
- ii. Release of Utility Easements, Lots 43 and 50, Westfield Meadows**
- iii. Release of Utility Easements, Lot 7 and Outlot 1, Windmill Ridge**

Motion by Hammann, second by Becker. Approved unanimously.

8. Old Business

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- A. Update from Paulette Morning and Andy Phillips regarding Brown School Place.** Spranger received an update on the outstanding items needed to complete the development. So far, the sidewalk easement has been recorded and the rest of the items are waiting on better weather. The developers have until July 1, 2022 to complete the outstanding items.

9. Discussion Items

- A. Chicken Keeping and Homes Zoned R-2 on South 7th Street.** Spranger explained that she has twice denied chicken keeping permits for newly developed single-family homes on South Seventh Street. The homes are zoned R-2. The City's chicken keeping ordinance does not allow chicken keeping on lots zoned R-2 and . Spranger inquired with the commission on how to proceed if homeowners wanted to pursue keeping backyard chickens. Commission recommended that the homeowners, either individually or as a group, file for rezoning if that was their desire.

10. Community Development Report

- A. Director's Report.** Spranger gave the report.
- B. Continuing Education.** Packet from 2/28 zoning workshop was distributed.

11. Next Meeting Date:

- A.** Tuesday, May 3, 2022 at 6:00pm

12. Motion to Adjourn by Hammann, seconded by Becker, Approved Unanimously.



LAND DIVISION APPLICATION – STAFF REPORT

Applications: LD-2022-0077

Applicant: Dave Dent

Parcels: 6-27-445 and 6-27-498

Location: 34 N Second and 125 Garfield

April 28, 2022

Prepared by: Colette Spranger, Community Development Director

Direct questions and comments to: colette.spranger@ci.evansville.wi.gov or 608-882-2263

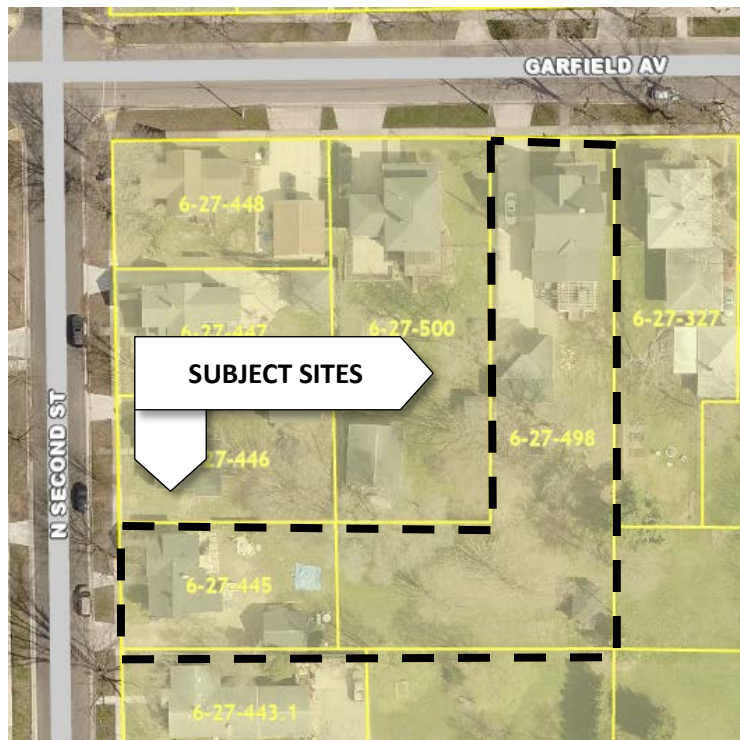


Figure 1 Location Map

Description of request: The applicant is seeking approval of a land division to adjust the lot lines between two existing parcels. The Lot of Survey, as submitted, proposes transferring 2,785 square feet from parcel 6-27-498 (125 Garfield) to 6-27-445 (34 N. Second). No new lots will be created.

Existing and Proposed Uses: Both parcels are developed with residences. No buildings or structures are part of the transfer of land.

Staff Analysis of Request: The proposed land division is consistent with the Municipal Code allowing lot line adjustments. Prior to the transfer, parcel 6-27-445 had only 7,405 square

feet, making it a substandard parcel. The transfer of property actually brings the acreage up to the minimum lot area required in the R-1 zoning district.

Staff Recommended Motion: *Motion to Recommend to Common Council a Lot Line Adjustment between Parcels 6-27-445 and 6-27-498 and create no new parcels, finding that the application is in the public interest and meets the objectives contained within Section 110-102(g) of city ordinances, with the condition the applicant files the final Plat of Survey with the Rock County Register of Deeds.*

PLAT OF SURVEY

PART OF LOT 1, GEORGE PULLENS ADDITION, CITY OF EVANSVILLE, ROCK COUNTY, WISCONSIN.

DESCRIBED AS FOLLOWS: Beginning at an iron pin at the NW Corner of said Lot 1; thence N88°50'21"E along the North Line of said Lot as surveyed by John Karns on July 3rd, 1992, a distance of 42.0 feet to an iron pin; thence S0°53'32"E 66.58 feet to an iron pin on the South Line of said Lot 1; thence S89°35'58"W along said South Line, 42.0 feet to an iron pipe at the SW Corner of said Lot; thence N0°53'32"W 66.03 feet to the place of beginning.

NOTE: The above description is for the transfer of land between owners of adjoining property and cannot be transferred as a separate parcel.

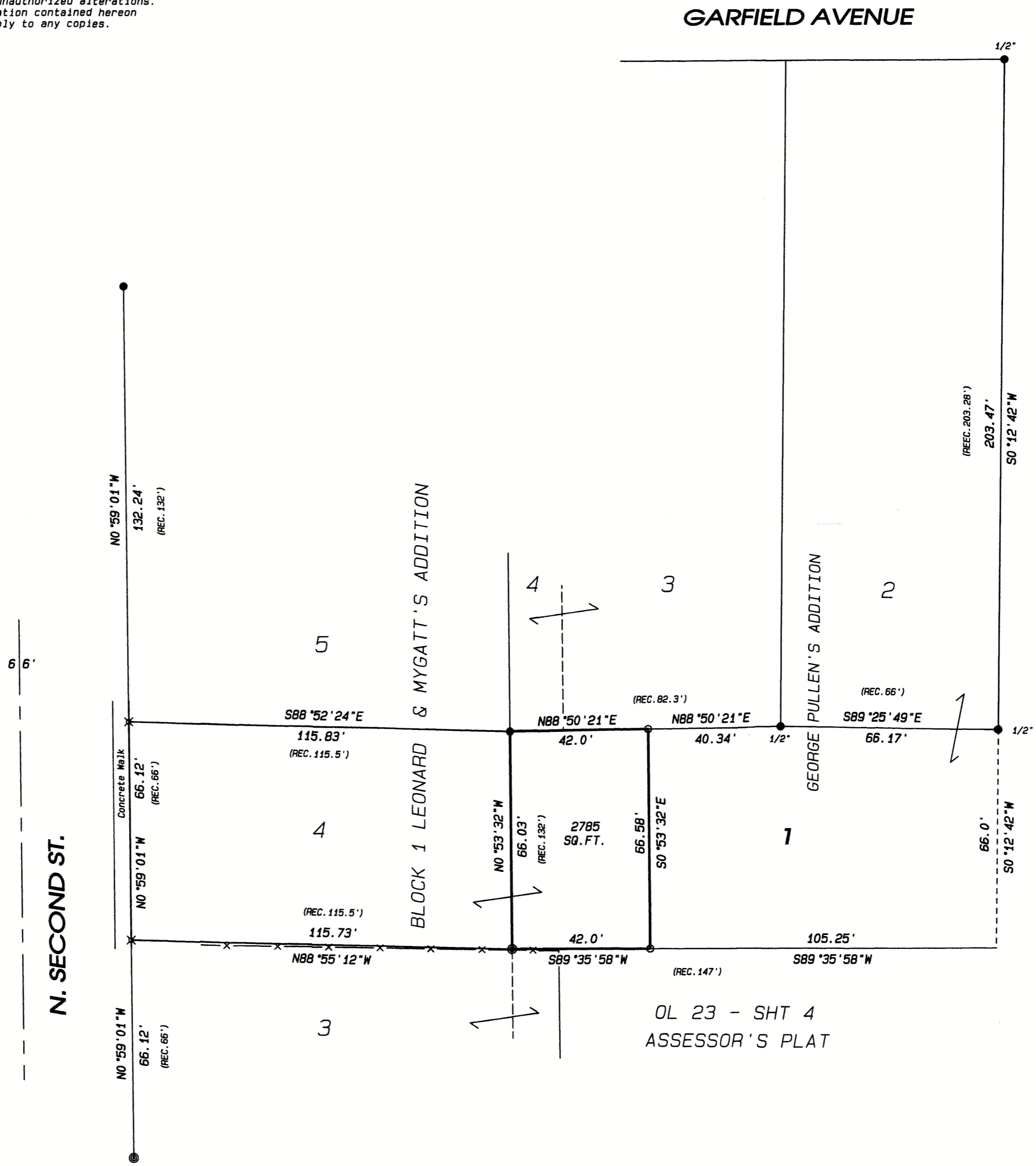
STATE OF WISCONSIN
COUNTY OF ROCK SS.

I HEREBY CERTIFY THAT I HAVE SUPERVISED THE SURVEY OF THE PROPERTY DESCRIBED ABOVE FOR THE EXCLUSIVE USE OF DAVID DENT AND THAT TO THE BEST OF MY KNOWLEDGE AND BELIEF THE PLAT HEREON DRAWN CORRECTLY REPRESENTS SAID SURVEY AND ITS LOCATION AND COMPLIES WITH CHAPTER A-E7.

GIVEN UNDER MY HAND AND SEAL THIS 17th DAY OF FEBRUARY, 2022, AT JANESVILLE, WISCONSIN.

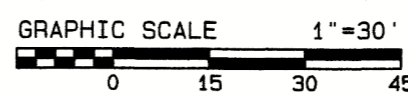
RYAN M. COMBS
P.L.S. Number 2677

If the surveyor's signature is not red in color, the map is a copy and may contain unauthorized alterations. The certification contained hereon shall not apply to any copies.



LEGEND:

- SET IRON PIN, 3/4"x 24", 1.5 LBS./LIN.FT.
- ⊗ SET DRILL HOLE IN CONCRETE WALK
- FOUND IRON PIN - 3/4" DIA. UNLESS OTHERWISE SHOWN
- ⊙ FOUND 1" IRON PIPE
- x-x- FENCE



NOTES:

FIELDWORK COMPLETED FEBRUARY 16, 2022.

THIS SURVEY IS SUBJECT TO ANY AND ALL EASEMENTS AND AGREEMENTS, RECORDED AND UNRECORDED.

ASSUMED N0°59'01"W ALONG THE WEST LINE OF BLOCK 1 OF LEONARD & MYGATT'S ADDITION.

<p>109 W. Milwaukee St. Janesville, WI 53548 www.combsurvey.com</p>	<ul style="list-style-type: none"> • LAND SURVEYING • LAND PLANNING • CIVIL ENGINEERING 	DATE 02/17/2022
		BY s11
		PROJECT NO. 122-007
		CLIENT DENT
		tel: 608 752-0575 fax: 608 752-0534



APPLICATION FOR PRELIMINARY LAND DIVISION – STAFF REPORT

Application No.: LD-2022-0056

Applicant: Jeffry Porter

Parcel: 6-27-595 and 6-27-595.1

Location: 515 E. Main Street

April 28, 2022

Prepared by: Colette Spranger Community Development Director

Direct questions and comments to: colette.spranger@ci.evansville.wi.gov or 608-882-2263

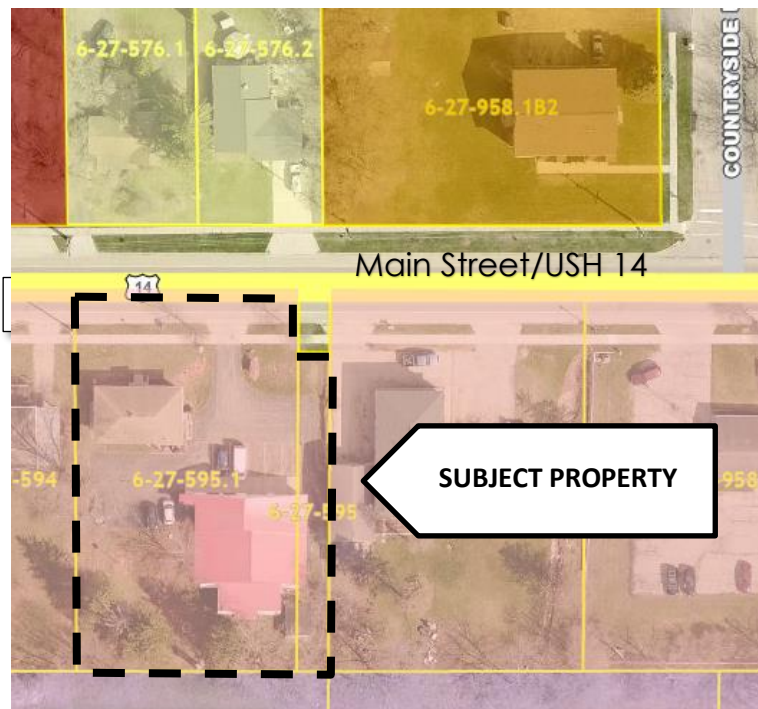


Figure 1 Location Map

Description of request: An application for a preliminary land division to alter two lots on parcels 6-27-595 and 6-27-595.1 at 515 E. Main Street has been submitted for consideration by the Plan Commission. The land division would create individual parcels for the two buildings, which are both currently on parcel 6-27-595.1.

Existing and Proposed Uses: Parcel 6-27-595.1 contains two buildings, a duplex and a warehouse. The two buildings share access to Main Street/USH 14. There appears to be shared parking on site. Parcel 6-27-595 is a narrow, non-conforming lot along the eastern edge of 6-27-595.1 and approximately 16 feet wide. It contains part of the parking lot near the warehouse. It is thought this parcel was at one time intended for providing access to the property directly to the south, prior to the installation of Water Street. Both parcels are currently zoned B-1 Local Business District. A duplex is a conditional use in the B-1 zoning district. There is no CUP issued for

this property; it is likely that the presence of the duplex and the configuration of parcel 6-27-595.1 predates the original 1986 zoning code, making it a non-conforming but legal structure.

The current landowner is attempting to sell the property. City staff have spoken with both the landowner, the landowner's realtor, and prospective buyers. Either buyers are interested in just the warehouse or just the duplex, but not both. While the applicant could separate the two uses via condominium plat, there would still be the issue of ownership over both properties. The Community Development Director suggested to the surveyor contracted by the landowner to draw up a preliminary layout for each building on separate lots, with the knowledge that there would likely be some discussion and suggestions on the ultimate configuration. That is what is being discussed tonight.

Review Criteria for Plan Commission Recommendation

Per the Section 110-102(g) of the Municipal Code, ***"The plan commission's recommendation and the city council's decision to approve, conditionally approve, or deny an application shall be based on whether the application, preliminary plat, environmental assessment and public hearing, plan commission recommendation, if applicable, or additional information demonstrates that the proposed land division meets the following objectives:"***

1. Compliance with the standards of this chapter and the Wisconsin Statutes 236.45(1)

The submitted preliminary CSM feels like a draft, owing to the unusual layout and likelihood of requested adjustments; a final CSM would need to conform to the standards as set forth in Section 110-101 of the municipal code.

2. Consistent with the city's zoning regulations;

Duplex lots in the B-1 zoning district are to comply with the residential bulk requirements of the R-2 zoning district. To start, Section 130-1004(10) of the zoning code requires 10,000 square feet for two family lots platted after December 31, 2000. Due to the shared parking lot and the layout of both buildings relative to each other, it would be extremely difficult to create a lot that large, even if the rear yard of proposed Lot 1 extended all the way to the back of the rear lot line. It would also be difficult to have the existing duplex building meet the setback requirements of the R-2 district, and vice versa for the warehouse on proposed Lot 2.

By approving some form of this preliminary plat, plan commission would most likely be allowing the creation of a substandard lot for the duplex building. Per Section 130-643 of the zoning code, continuation of a nonconforming structure is allowed, but the structure "shall not be extended, enlarged, reconstructed, moved, or structurally altered."

3. Consistent with the City's comprehensive plan;

The proposed CSM is consistent with the City's goal of providing a variety of housing types, designs, and densities to meet the needs of residents of varying incomes [...] and to support economic development.

4. Consistent with the City's official map;

The proposed CSM does not make changes to the City's official map.

5. Consistent with the city's floodplain management regulations;

Not applicable.

6. Consistent with any adopted neighborhood or small-area plan applicable to the territory of the land division;

Not applicable.

7. Consistent with any covenant on the territory of the land division; and

Not applicable.

8. In the public interest.

City staff is in favor of continuing both the business and residential on site, and recognizes that the current configuration of the lot is holding up real estate transactions that would continue either use into the future.

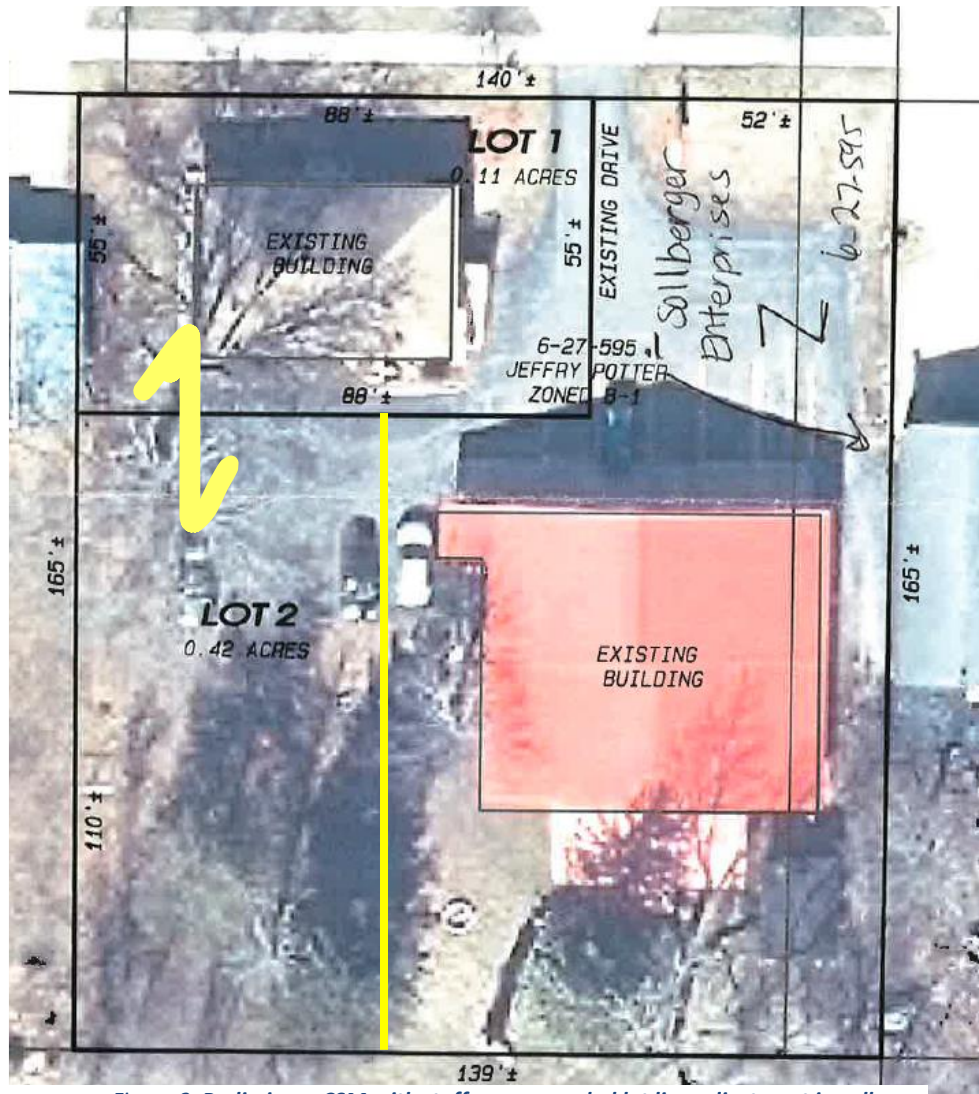


Figure 2 Preliminary CSM with staff recommended lot line adjustment in yellow

Staff Recommended Motion: Motion to recommend to Common Council conditional approval of a preliminary certified survey map to combine and divide parcels 6-27-595 and 6-27-595.1 into two lots located at 515 E Main Street, finding that the application is in the public interest and meets the objectives contained within Section 110-102(g) of city ordinances, subject to the following conditions:

- 1. Applicant submits a final CSM prepared by a registered land surveyor that includes the requirements to Section 110-101 of the Municipal Code**
 - a. Adjust the lot lines of proposed Lot 1 to extend past the parking lot and into the rear yard of the property, allowing for residential use of green space.**
 - b. Indicate location of and include "joint driveway access by other instrument" on the CSM.**
- 2. The applicant submits a joint maintenance and cross access easement agreement, which will indicate standards and responsibilities for landscaping, lawn care, and snow removal in shared areas. This will also identify parking and loading spaces for each lot within the existing parking lot.**
- 3. The applicant applies for a Conditional Use Permit is acquired to allow a two-family residence on proposed Lot 1.**
- 4. The final CSM is recorded with Rock County Register of Deeds.**

S.T.H. 14

140' ±

88' ±

LOT 1
0.11 ACRES

52' ±

EXISTING BUILDING

EXISTING DRIVE

Sollberger Enterprises

6-27-595

6-27-595.1
JEFFRY POTTER
ZONED B-1

6-27-958.2
RICARDO ROSALES
ZONED B-1

LOT 2
0.42 ACRES

EXISTING BUILDING

55' ±

55' ±

88' ±

165' ±

110' ±

165' ±

139' ±

6-27-588A.1
EVANSVILLE PROPERTIES LLC
ZONED I-1

6-27-958.4E4
MAGEE REVOCABLE TRUST
ZONED I-1



APPLICATION FOR REZONING PRELIMINARY LAND DIVISION – STAFF REPORT

Application No.: LD-2022-0078 and RZ-2022-0079

Applicant: John Gishnock

Parcel: 6-27-580

Location: 210 Cemetery Road

April 28, 2022

Prepared by: Colette Spranger Community Development Director

Direct questions and comments to: colette.spranger@ci.evansville.wi.gov or 608-882-2263

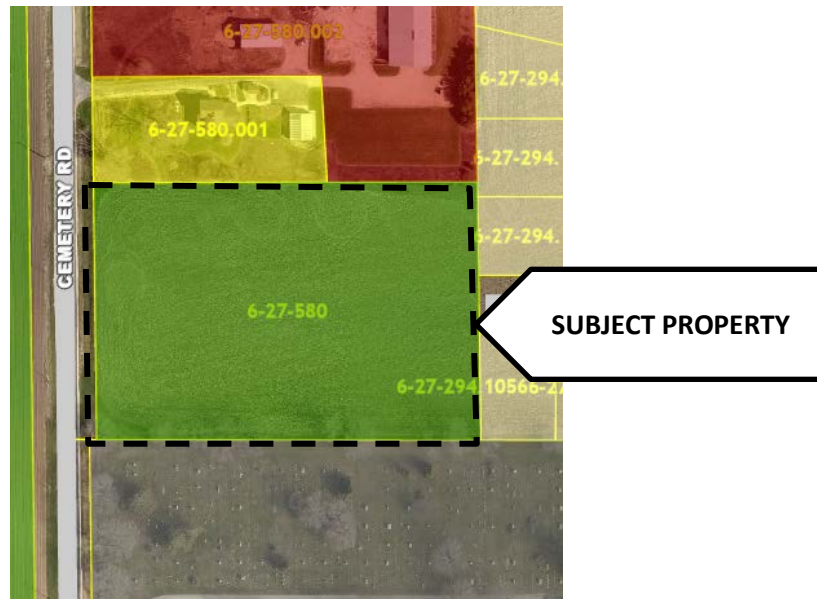


Figure 1 Location Map

Description of request: An application for rezoning parcel 6-27-580 to R-2 Residential District Two and a preliminary land division on parcel 6-27-580 at 210 Cemetery Road has been submitted for consideration by the Plan Commission. The land division would create two residential parcels. These lands are in the City, but City services do not yet extend to this location.

Existing and Proposed Uses: The existing land is undeveloped and has been in agricultural use. The applicant is looking to build two houses on each lot. The lots will be on private well and septic systems, similar to the house to the north on parcel 6-27-580.001. The two lots will share a driveway to Cemetery Road, which will run through the area marked on the preliminary CSM as "to be preserved as right-of-way easement."

The current parcel is bordered to the east by the Capstone Ridge subdivision, which has long been platted but remains undeveloped due to utility constraints. The proposed building layout for the two proposed houses will allow for future land division and development of eight more residences. (See the attached sketch for a proposed layout.) This means that the future buildout of parcel 6-27-580 will yield 10 residential lots for an overall density of 3 units per acre, should the

lots become single-family residences. However, density could be greater if future development includes duplex or other types of multiple-family units, which may be appropriate nearer to Cemetery Road. The lots will be designed to easily connect to City utility services once the land is ripe for development and infrastructure improvements.

The right-of-way easement is wide enough to accommodate the future extension of Exodus Pass. Once this road is completed, the two proposed houses will have driveway access along Exodus Pass.

In the opinion of City staff, this is a clever way of allowing current development while planning for the future. Further improvement of these lots will be contingent on the timing of Capstone Ridge.

Review Criteria for Plan Commission Recommendation

Per the Section 110-102(g) of the Municipal Code, *"The plan commission's recommendation and the city council's decision to approval, conditionally approve, or deny an application shall be based on whether the application, preliminary plat, environmental assessment and public hearing, plan commission recommendation, if applicable, or additional information demonstrates that the proposed land division meets the following objectives:"*

1. Compliance with the standards of this chapter and the Wisconsin Statutes 236.45(1)

The submitted application meets the standards of this chapter.

2. Consistent with the city's zoning regulations;

There is no maximum lot area for the R-2 zoning district. Any development on the two parcels created by this CSM will be oriented and planned for the eventual extension of Exodus Pass. Meaning: the houses the applicant intends to build in the near future would not conform to R-2 standards for setbacks at the time of development, but will become conforming structures once City utilities and transportation infrastructure are extended to this location.

3. Consistent with the City's comprehensive plan;

The proposal is thoroughly consistent with the City's Comprehensive Plan.

4. Consistent with the City's official map;

The proposed CSM does not make changes to the City's official map.

5. Consistent with the city's floodplain management regulations;

Not applicable.

6. Consistent with any adopted neighborhood or small-area plan applicable to the territory of the land division;

Not applicable.

7. Consistent with any covenant on the territory of the land division; and

Not applicable.

8. In the public interest.

The layout of the proposed homes and the ability to create further land divisions in the future means that future utility infrastructure in this location will not cause an undue financial burden on the City or taxpayers.

Staff Recommended Motions:

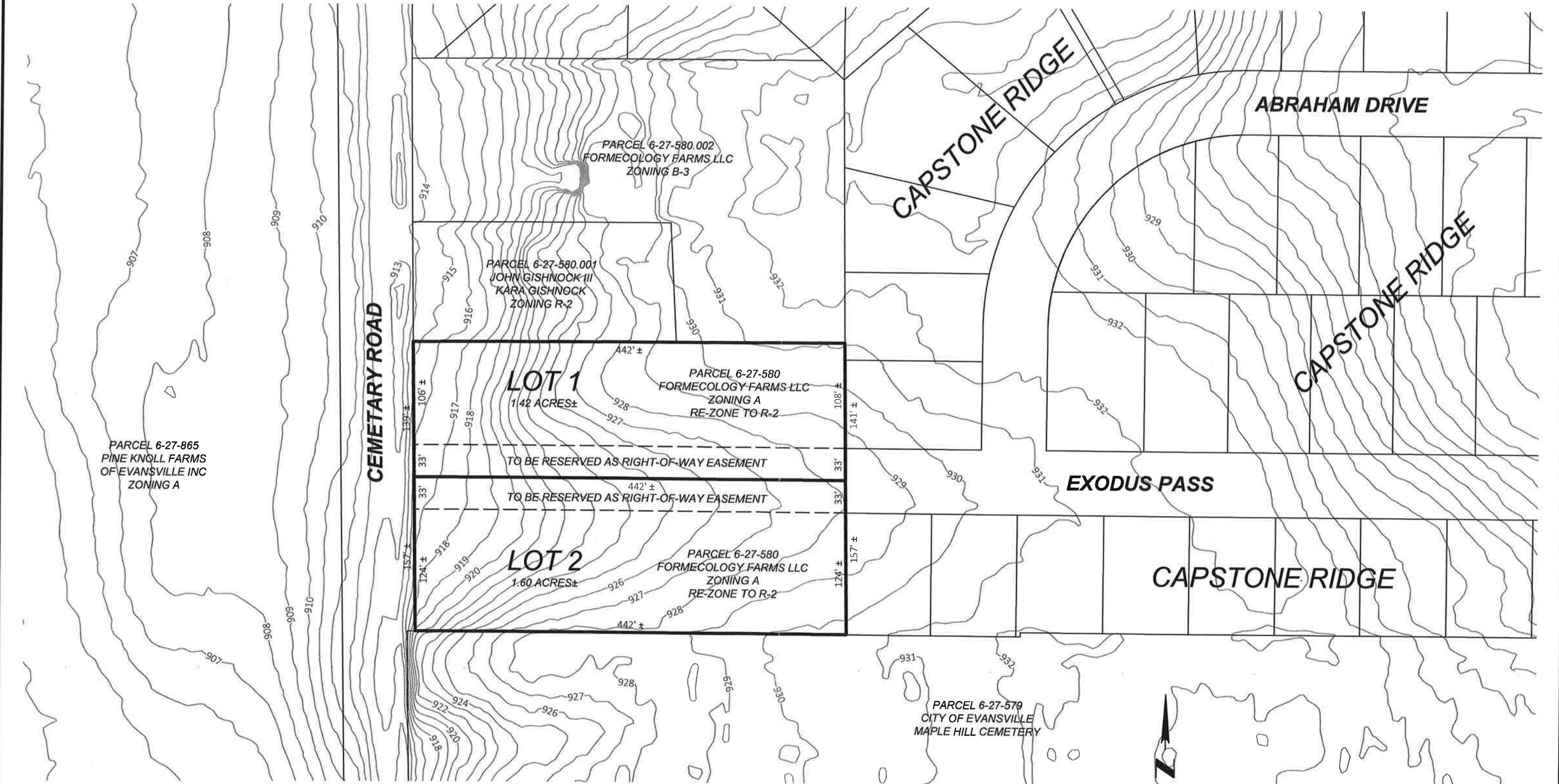
Motion to recommend to Common Council approval of Ordinance 2022-08.

Motion to recommend to Common Council approval of the preliminary certified survey map to combine and divide parcels 6-27-580 into two lots, finding that the application is in the public interest and meets the objectives contained within Section 110-102(g) of city ordinances, subject to the following conditions:

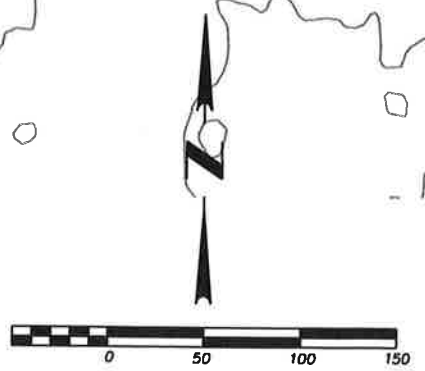
1. *Common Council approval of Ordinance 2022-08.*
2. *Applicant submits a final certified survey map and application that includes the requirements to Section 110-101 of the Municipal Code.*
3. *The applicant submits a joint maintenance and cross access easement agreement for the two newly-created lots.*
4. *Private well and septic systems will be sited and will conform to standards set by the State of Wisconsin.*
5. *One well and one septic system will be allowed per lot created by this CSM, and will only serve one dwelling unit.*
6. *Any further division of either lot created by this CSM must yield at least four buildable residential lots that can be serviced by City utilities and conform to the standards of the R-2 zoning district.*
7. *Future land divisions of these lots must show the building envelope of future dwelling units.*
8. *Total housing unit density at build out of parent parcel 6-27-580 must be at least 3 dwelling units per acre.*
9. *Upon development of Exodus Pass, the Landowner shall:*
 - a. *Connect to City sanitary sewers. Upon abandonment of the septic system, the tanks shall be remedied per Sec 126-360 and 126-361 of the Municipal Code*
 - b. *Release the right-of-way easement and joint access/maintenance agreement for any driveway serving the property.*
 - c. *Install sidewalks and driveways meeting the standards of the Municipal Code.*
10. *The final CSM is recorded with Rock County Register of Deeds.*

PRELIMINARY CERTIFIED SURVEY MAP

PART OF THE NW 1/4 OF SECTION 26, T.4N., R.10E., CITY OF EVANSVILLE, ROCK COUNTY, WISCONSIN.

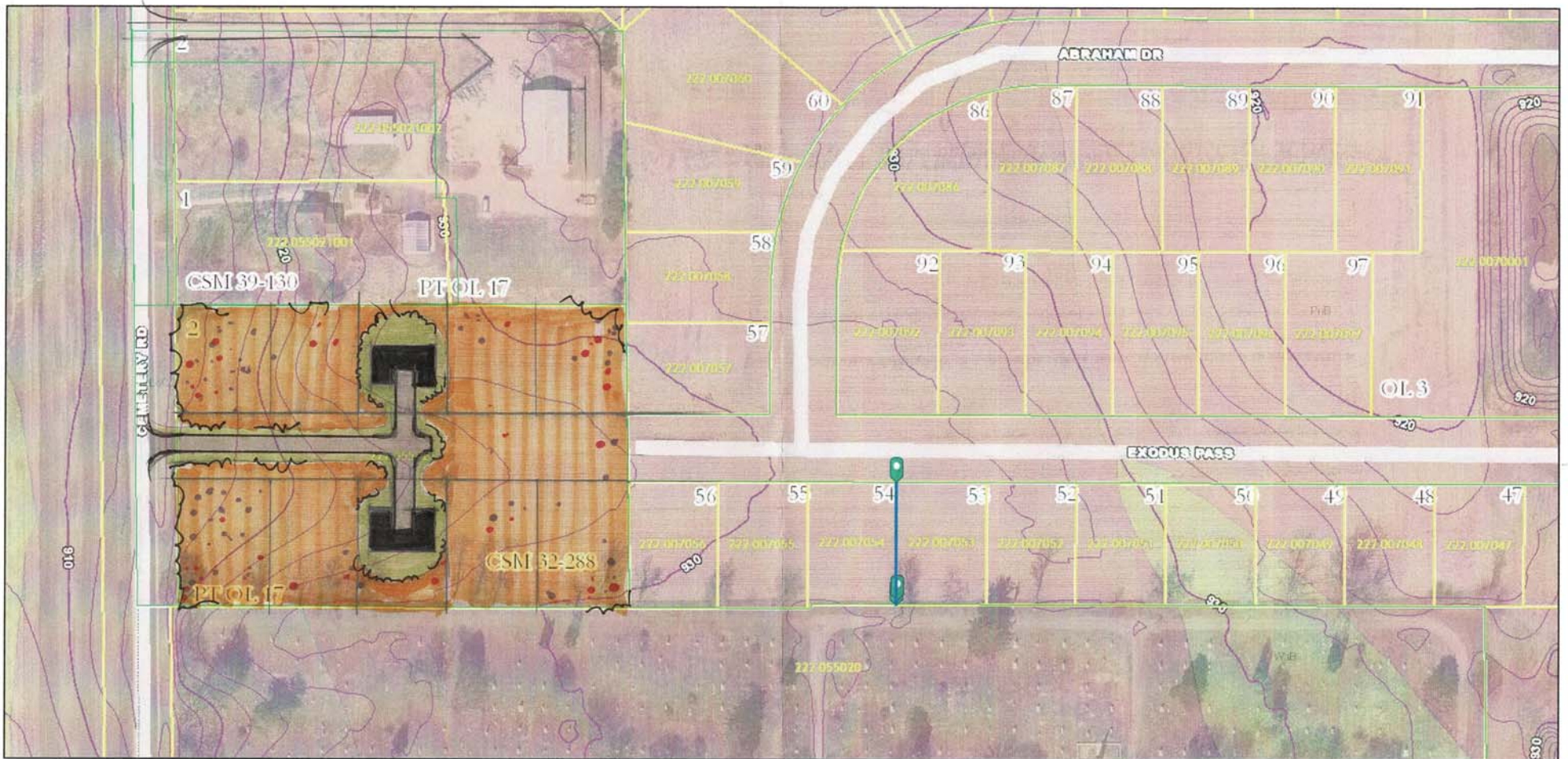


NOTES:
 THIS SURVEY IS SUBJECT TO ANY AND ALL EASEMENTS AND AGREEMENTS, RECORDED AND UNRECORDED.
 THE BASIS OF BEARINGS IS ASSUMED



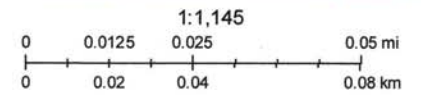
<p>109 W. MILWAUKEE ST JANESVILLE, WI 53548 www.combsurvey.com</p>	<ul style="list-style-type: none"> • LAND SURVEYING • LAND PLANNING • CIVIL ENGINEERING 	DATE 03/14/2022
		BY KMK
		PROJECT NO. 122-059
		CLIENT GISHNOCK
Int: 609-752-0575 Fax: 609-752-0534		

ArcGIS Web Map



11/10/2021, 4:31:50 PM

- | | | | | |
|---------------------|----------------|----------------------|----------------------------|-------------------------------|
| Measurement | --- CSMLOT | ■ CitiesVillages_1K | □ CitiesVillagesTowns_1K | Other Roads |
| — Override 1 | --- lots | ■ RoadCenterlines_1K | □ Adjacent_Counties_1K | Subdivision Text |
| — Survey Lines | parcels | ■ Local | ■ Parcel Annotation Points | — countywide_10_foot_contours |
| Parcels | Railroad_1K | ■ County | <all other values> | — countywide_2_foot_contours |
| Override 1 | Waterbodies_1K | ■ Highway | Cemetery | Soils |
| Parcel Lines | Waterlines_1K | ■ Interstate | CSM Text | |
| CSM | | | | |



Rock County Land Information Office

ArcGIS Web AppBuilder

Accuracy is required, it should be determined by certified maps, surveys, plats, or other official means. Rock County will not be responsible for any damages, which result from third party use of the data and maps herein, or for any use, which ignores this warning. The responsibility for data updates resides with the end user, not the provider.



SITE PLAN APPLICATION – STAFF REPORT

Applications: SP-2022-0067, RZ-2022-0081, CUP-2022-0080

Applicant: Creekside Place, Inc.

Parcel: 6-27-148

Location: 102 Maple Street

April 28, 2022

Prepared by: Colette Spranger, Community Development Director

Direct questions and comments to: colette.spranger@ci.evansville.wi.gov or 608-882-2263



Figure 1 Location Map

Description of request: The applicant is seeking approval to install outdoor concrete patio spaces and improve an outbuilding in order to expand outdoor seating/dining space at its 102 Maple Street location. This will enable the non-profit organization to more easily host community events, wedding receptions, fundraisers, and other revenue-generating events. Hours of use will depend on the event, but will generally not start before 8:00 AM or go past 9:30 PM. applicant already has a City-issued alcohol license that allows it to serve alcoholic beverages in the parking lot, side lawn, and behind the building. This parcel, 6-27-148, is currently zoned I-1 Light Industrial. The applicant is seeking a zoning amendment to change the parcel to B-3 Community Business, as well as a conditional use permit to enable and comply with City regulations concerning outdoor food and beverage service.

Staff Analysis of Request: The applicant has been working with the City to address issues and zoning irregularities on the site. Part of the initial confusion when the applicant first submitted a site plan was how this related to the original site plan issued in 2010, when the site was redeveloped. At the time, the property was not rezoned from industrial use. A senior/community center was a conditional use within the I-1 district. Additional (and appropriate) uses on the site are harder to justify and regulate through the parameters of the existing CUP and I-1 zoning.

Creekside Place already hosts the events that would benefit from the proposed improvements. In that sense, there is no real change in use on the site. Rezoning the property makes it easier for City to ensure compliance now and in the future, while treating Creekside similarly to other community spaces offering similar amenities (e.g. Emma's Table.) In making the improvements, however, it stands to reason that the increased capacity and expanded offerings on site may generate traffic, noise, and potential nuisance in excess of its current uses, particularly on neighboring residential properties. The applicant has worked with the City to address these and other concerns, which are described below.

Plan Commission findings: Section 130-104(3) of the Municipal Code, includes criteria for evaluating the appropriateness of a new or changing land use.

1. **Consistency of the use with the comprehensive plan.** The proposed use in general and in this specific location is consistent with the city's comprehensive plan of November 2015.

Staff Comment: The City has goals of enhancing the cultural resources for residents as well as improving the Allen Creek corridor as an asset rather than an impediment. Creekside Place serves an important role as a community gathering place, and the City recognizes this site plan as a way for them to expand and utilize their space, and the applicant is accepting a request by the City to accommodate a future trail easement along the property's eastern edge along Allen Creek.

2. **Consistency with the City's zoning code, or any other plan, program, or ordinance.** The proposed use in general and in this specific location is consistent with City's zoning code, or any other plan, program, or ordinance, whether adopted or under consideration pursuant to official notice of the city.

Staff comment:

Current zoning: The parcel is currently zoned I-1 Light Industrial. As a result, Creekside Place has a current CUP to act as a community/senior center. Creekside Place, like many non-profit organizations, evolves its programming to best serve its community. Rezoning to the B-3 Community Business district would enable the applicant to continue expanding its offerings without having to navigate around the requirements of an industrial zoning district. The change will allow the applicant to apply for a conditional use permit to allow an Outdoor Commercial Food and Beverage Service on site. Per Section 130-538 of the Municipal Code, this use is conditional in the B-3 but not allowed in the I-1 zoning district. outdoor commercial food service areas are conditional uses, and are not permitted in the I-1 district.

3. **Effect on nearby property.** The use will not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation

of the City's zoning code, the comprehensive plan, or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the city.

Staff Comment: The site plan submitted indicates significant additions of concrete in the yard area. The applicant is working with a landscaper to add plantings that will offset the additional hardscape. Conditions for landscaping are listed below in the staff recommended motion. No outdoor lighting is shown on the current site plan and none is planned at the moment. No change in grading or drainage is anticipated with the addition of the patio spaces. The applicant has also reached out to neighboring properties regarding this review and public hearing.

4. **Appropriateness of use.** The use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.

Staff Comment: Creekside Place currently hosts several community events on site. The proposed site plan would allow it to expand its offerings to an outdoor space. The proposed uses enhance the current land use.

5. **Utilities and public services.** The use will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities, or services provided by the City or any other public agency serving the subject property.

Staff Comment: The property is currently served by public utilities.

Required Plan Commission conclusion: Section 130-104(3)(f) of the Municipal Code requires the Plan Commission to determine whether the potential public benefits of the site plan do or do not outweigh any and all potential adverse impacts. The proposed motion below states that benefits do in fact outweigh any and all potential adverse impacts.

Plan Commission may approve the site plan and conditional use permit, but both are contingent on Common Council approving Ordinance 2022-07, which formally rezones the property. Therefore, there are two motions for this applicant.

Staff recommended motions:

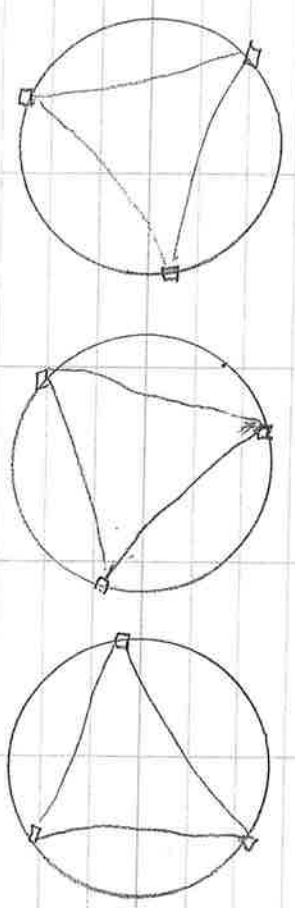
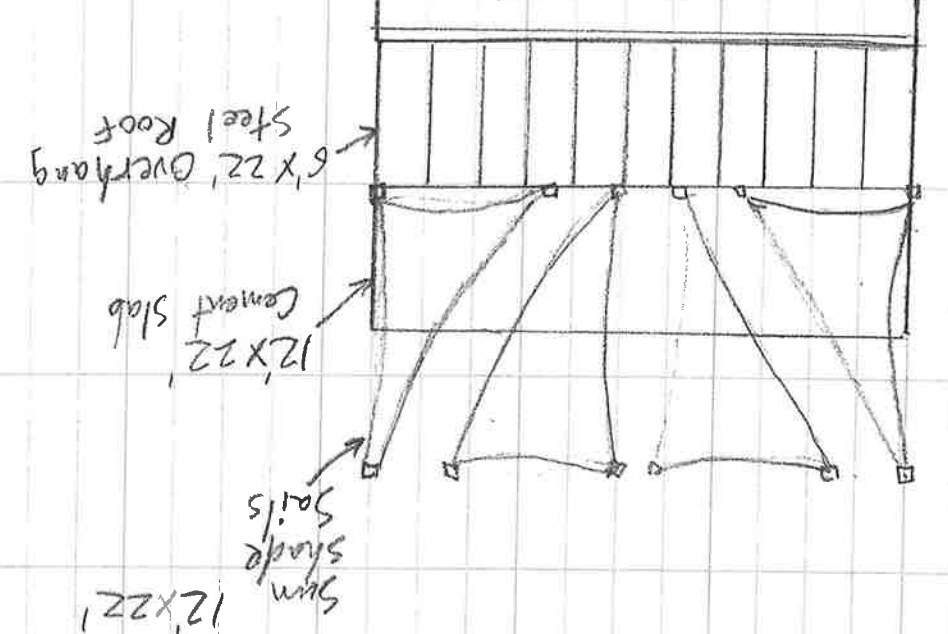
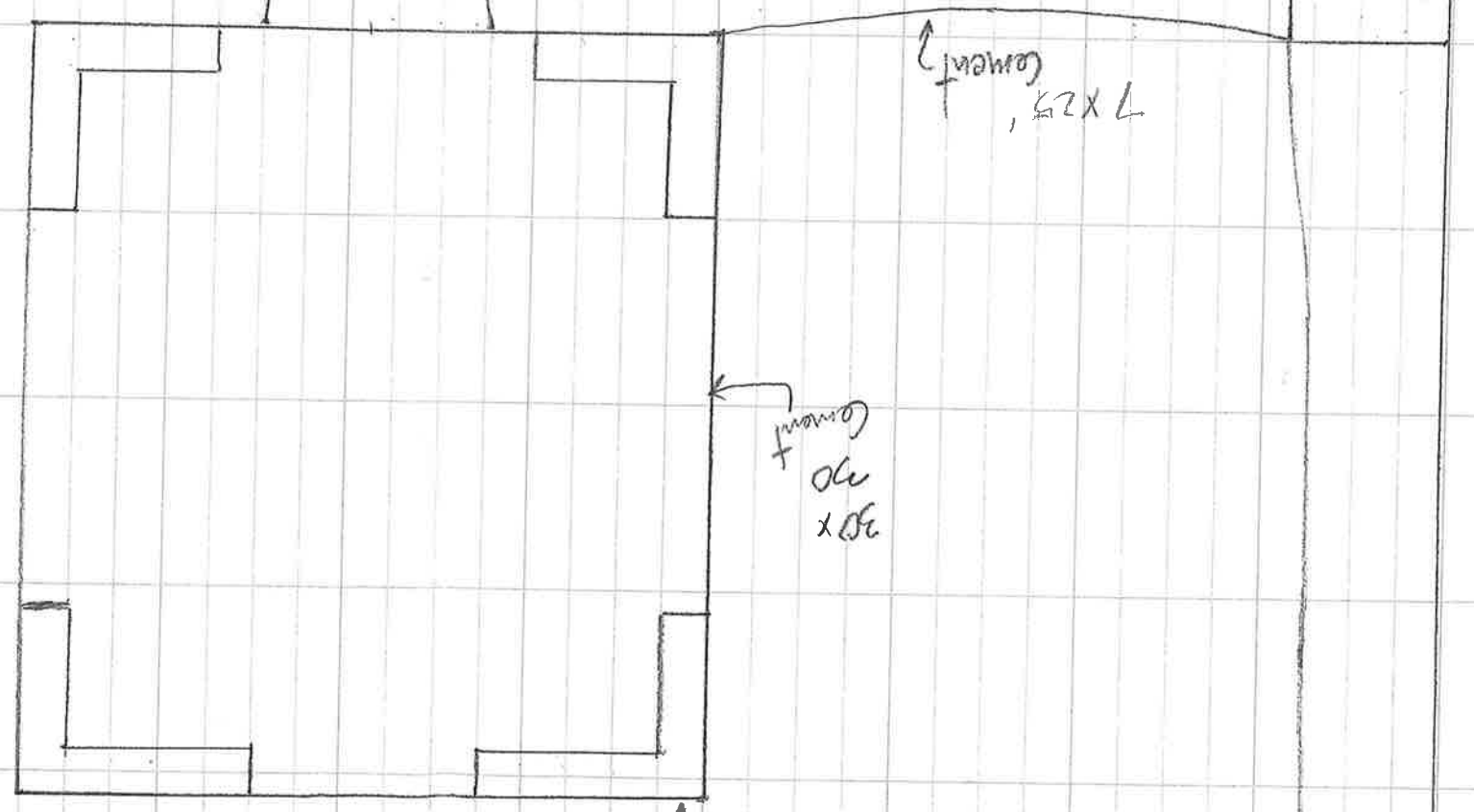
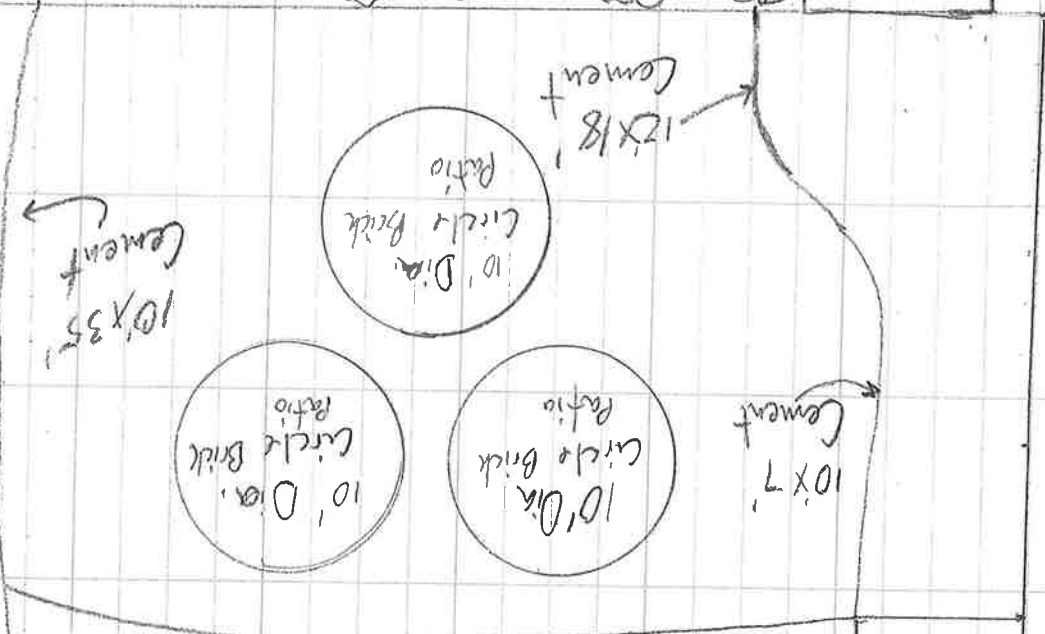
The Plan Commission approves the site plan to expand an outdoor seating/dining area at Creekside Place and conditional use application to allow for an outdoor food and beverage service, on parcel 6-27-148 per sections 130-104 and 130-538 of the Municipal Code, and that the proposed use is consistent with the required standards and criteria of the Zoning Ordinance, and that the benefits in fact outweigh any and all potential adverse impacts, subject to the following conditions:

1. *Four street trees are planted in the Maple Street and Church Street terrace and 400 points of landscaping added to the site no later than August 1st, 2022.*
2. *Minimum 5' wide walkway installed no later than August 1st, 2022.that connects main entrance to public sidewalk at Church Street.*
3. *Applicant agrees to accommodate future city request for a trail easement along east property line, along Allen Creek.*
4. *Drainage, grading and lighting plans approved by City Engineer.*
5. *All exterior lighting is dark sky compliant.*
6. *Exterior events held no later than 9:30pm.*
7. *Use cannot create a public nuisance as defined by local and state law.*

8. *Common Council approves rezone application RZ-2022-0081.*
9. *Applicant applies for any appropriate building permits from the City building inspector once the site plan and conditional use are approved.*

Motion to recommend Common Council approval of Ordinance 2022-07, with the condition that the applicant meets all conditions for SP-2022-0067 and CUP-2022-0080.

Creekside Place
 192 Maple St
 Evansville WI 53536
 Parcel # 5-27-118
 Repaired By Urban Landscaping - 502-882-4983
 15907 W County C
 Evansville WI 53536
 Scale 1" = 8'
 508-882-0101
 3/9/2022
 N ↑





Creekside Place
Community Center
102 Maple Street
Evansville, WI 53536
Phone: 608-882-0407

www.creeksideplace.org

Creekside Place, Inc. is a locally governed, not-for-profit, 501(c)(3) corporation. Donations to Creekside Place are tax deductible to the full extent of the law.

Board of Directors

Dierdre Bletran, President
Bill Davis, Vice President
Mary Ann Alt, Treasurer
Jen Wiedel - Member
David Collins – Member
Beau Tway - Member

Creekside Place
102 Maple Street
Evansville, WI 53536

April 12, 2022

Dear Friends & Neighbors:

We are excited to share the possibility of Creekside improving our outdoor space on the south side of our building. **When planning outdoor events, you are the first people we consider in our plans.** We want to continue the positive relationship we have with our neighbors. Our current plan allows for us to possibly put up a wood privacy fence and/or hardscape the property line to deflect as much sound from your backyards as possible. We will also follow the city ordinances which states music and crowd noise must be done by 9:30 p.m.

Creekside would like to incorporate several patio areas, shade, and sidewalk connecting the spaces in our green space. **In addition to working with you, we are working closely with city officials including the city planner and our two alderpersons to rezone Creekside from Industrial to Commercial and seek approval for our site plan outlining the space and its improvements.**

We'd like to thank you for your continued support of Creekside and allowing us to serve the community by bringing people together. We have realized people prefer to gather outdoors rather than indoors. Last summer we started our "Music on the Side" series which was well received by the community. The series was an opportunity to raise money for Creekside, partner and promote local businesses in the food industry, and feature new and upcoming musicians. The atmosphere was a mix of friends and family gathered to enjoy a night of outdoor music.

You may receive a letter from the City of Evansville as an official notice. That engagement will also invite you to attend the next Planning Commission Meeting scheduled for May 3rd. In the meantime, I'd be happy to answer any questions you may have or meet with you on the property to chat about the plan we have in mind.

Again, thank you for your support. It's always nice to see you at our events and programs.

Nicki Wagner- Executive Director
nicki@creeksideplace.org
608-882-0407

Cc: **Colette Spranger**, AICP, Community Development Director – City of Evansville

April 26, 2022

Dear: Evansville Planning Commission

I am writing on behalf of Creekside and their proposed plan to improve the outdoor space. The space that is proposed sits right behind my home, 134 Maple Street. I support the proposed plan and as a neighbor have no issue with the music or crowds that Creekside Events attract. My husband and I are not bothered by the noise.

We enjoy seeing the people supporting the community and being able to step outside our back door to hear music in the comfort of our own surroundings.

Sincerely,

A handwritten signature in cursive script that reads "Kathryn J. Pfaff". The signature is written in dark ink and is positioned above the printed name.

Kathy Pfaff

AMENDMENT TO
“FINAL LAND DIVIDER’S AGREEMENT”
FOR SETTLER’S GROVE

WHEREAS, an agreement entitled “Final Land Divider’s Agreement – Settler’s Grove” between Grove Partners, LLC, and the City of Evansville was made the 14th day of April, 2022;

WHEREAS, certain responsibilities and obligations of both parties under the “Final Land Divider’s Agreement – Settler’s Grove” have not been completed;

WHEREAS, Grove Partners, LLC, is requesting a timing adjustment of eventual public improvements due to economic uncertainty;

WHEREAS, the City of Evansville desires to have adequate security to ensure Grove Partners, LLC, shall fulfil its responsibilities and obligations;

WHEREAS, the Evansville Plan Commission has reviewed and recommended approval of this Amendment to the “Final Land Divider’s Agreement – Settler’s Grove”;

WHEREAS, Grove Partners, LLC, and the City of Evansville specifically incorporate into this Amendment, as if set forth fully herein, all the terms and obligations of the April 14th, 2022, “Final Land Divider’s Agreement – Settler’s Grove” not amended below;

NOW, THEREFORE, in consideration of these recitals and the mutual covenants set forth below, Grove Partners, LLC, a Wisconsin corporation, and the City of Evansville, a municipal corporation of the State of Wisconsin, located in Rock County, Wisconsin, mutually agree this ___ day of ____, 2022, to amend the “Final Land Divider’s Agreement – Settler’s Grove” dated April 14th, 2022, a copy comprising thirty-one (31) pages, of which is attached hereto as ATTACHMENT A, as follows:

Article II.H.3 shall be amended to read: Developer shall construct a 10’ wide paved asphalt recreation trail per City direction and requirements through Outlot 4(adjacent to Lot 45) allowing for a connection to the east and then through Outlot 5 from South Eighth Street to Baker Avenue. (See Exhibit 2) The Recreational trail shall be installed by the earliest of: A.) when 50% of lots are completed in the subdivisions or B.) December 31, 2028, or C.) when Morgan Drive binder asphalt is completed.

Article II.H.4 shall be amended to read: Developer shall construct 5’ wide mid-block/connecting concrete sidewalks from the eastern edge of outlot 4 intersecting with the recreational trail; on Outlot 5, between Lots 48 and 49; on Outlot 5, between lots 57 and 58; on Outlot 6 between lots 70 and 71; on Outlot 6 between lots 85 and 86; on Outlot 3 between lots 27 and 28, by the earlier of (see Exhibit 2): A.) when occupancy permits are issued for adjacent lots, B.) when 50% of lots are completed in the subdivisions or C.) December 31, 2028.

IN WITNESS WHEREOF, the parties have caused this Amendment to be executed on the date first above stated:

CITY OF EVANSVILLE:

_____(SEAL)
Dianne Duggan, Mayor

_____(SEAL)
Darnisha Haley, City Clerk

GROVE PARTNERS LLC

By: _____

(print name and title)

The obligations of the Developer stated above in this Amendment are hereby personally guaranteed by the undersigned, who state they fully understand and accept the responsibilities of the Subdivider.

_____(SEAL)
Roger M. Berg

_____(SEAL)
Matthew D. Brown

_____(SEAL)
David A. Olson

**Exhibit for 5/3 Discussion:
Original Items Proposed for Amendment**

Road (excluding curb and gutter and sidewalk on the Union Township/south side) including all City required utilities and township specific road construction.

H. Sidewalks/Trails

1. Developer shall construct, furnish, install, and provide five-foot wide concrete sidewalks within the public rights-of-way on both sides of all public streets at the same time as curb and gutter in the first phase. On subsequent phases, the Developer may request the City to allow deferring sidewalk construction until after the curb and gutter is constructed and individual homes are constructed, but prior to occupancy being granted on that particular home.
2. Developer shall remain responsible to construct, furnish, install, and provide sidewalks as specified in this Agreement even if Developer enters into agreements with lot purchasers obligating lot purchasers to install the sidewalks.
3. Developer shall construct a 10' wide paved asphalt recreation trail per City direction and requirements through Outlot 4(adjacent to Lot 45) allowing for a connection to the east and then through Outlot 5 from South Eighth Street to Baker Avenue. (See Exhibit 2) The Recreational trail shall be installed by the earliest of: A.) when 50% of lots are completed in the subdivisions or B.) December 31, 2025, or C.) when Morgan Drive binder asphalt is completed.
4. Developer shall construct 5' wide mid-block/connecting concrete sidewalks from the eastern edge of outlot 4 intersecting with the recreational trail; on Outlot 5, between Lots 48 and 49; on Outlot 5, between lots 57 and 58; on Outlot 6 between lots 70 and 71; on Outlot 6 between lots 85 and 86; on Outlot 3 between lots 27 and 28, by the earlier of (see Exhibit 2): A.) when occupancy permits are issued for adjacent lots, B.) when 50% of lots are completed in the subdivisions or C.) December 31, 2025.

I. Electrical System.

1. Developer shall request an estimate for the cost of installing the electrical system from the Water and Light Superintendent for each phase or sub-phase at least 45 days in advance of expected installation date.
2. Developer shall pay, in advance, to the Evansville municipal electric utility the amount of the utility's estimate of the cost of installing the electrical system in the Subdivision including, but not limited to, the bases for transformers, but not including the transformers themselves, within ten (10) days of receiving the estimate from the utility. Installation will be done in sub-phases as close as practical to the sub-phases for the other Public Improvements.

8. Economic Development

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I. Introduction

The purpose of the Economic Development Element is to promote the stabilization, retention and expansion of the economic base, and quality employment opportunities. Evansville defines Economic Development as a focus on healthy growth by attracting and retaining a broad range of businesses, organizations and visitors to the Evansville market with agreed upon strategic objectives that serve social common good, support financial well-being, and preserve the environment. To address this requirement, this chapter includes:

- Highlights of the labor force information;
- An assessment of strengths and challenges with respect to attracting and retaining business and industry;
- A list of economic development oriented organizations and programs at the city, county, regional, state and federal levels;
- Economic development opportunities;
- An overview of programs that deal with environmentally contaminated sites for commercial or industrial uses.

II. Economic Development Vision

Evansville's promotes healthy economic growth by attracting, expanding, and retaining a broad range of businesses, organizations and opportunities by implementing strategic objectives that serve the common good, support financial well-being, enhance quality of life, and preserve the environment.

III. Goals

- Retain and expand existing businesses in Evansville
- Attract new businesses to Evansville
- Support the local workforce
- Continue to maintain and improve the City's quality of life
- Create a supportive environment for entrepreneurship
- Identify opportunity areas within City's economic development corridors

IV. Policies

The goals and objectives needed to expand the economic base are provided at the end of this chapter. The location for new business development is illustrated on the Future Land Use Map in Chapter 10. Policies supporting economic development goals are provided below:

- Utilize the City's Capital Improvement Program to anticipate future budget expenses and support quality City infrastructure investments that are necessary for economic development.
- Plan for industrial traffic movement to minimize conflicts between industrial businesses and residents.
- Use the Historic District and associated ordinances and design standards to enhance the attractiveness of the downtown.
- Promote a mix of land uses in both new and infill development areas, as identified on the Future Land Use Map.
- Seek and encourage businesses whose practices fit into the City's aesthetic, provide high quality employment opportunities that pay a living wage, enhance the existing mix of businesses, and operate in a way that is environmentally sustainable.
- Require pedestrian improvements and landscaping to screen parking in highway-oriented commercial, regional and walkable business districts.
- Encourage neighborhood commercial development (e.g. daycare centers, convenience stores, dentist offices, etc.) in emerging residential neighborhoods.
- Encourage the reuse, retrofit, or redevelopment of existing structures.
- Promote tax increment financing (TIF) to encourage small-scale, mixed use development that increases the City's non-residential property values.

V. Economic Development Framework

A. Labor Force and Economic Base

Figure 8.1 below provides a breakdown of employment as reported by Evansville residents from the U.S. Census's Center for Economic Studies, which Note that this figure shows the number of those employed in the geographic locations of their workplaces. This figure does not show the top industries that employ Evansville residents. (See Figure 8.3 for that information.) In the table, Evansville is compared to the Janesville-Beloit and Madison Metropolitan Statistical Areas (MSA). Evansville is considered part of the Janesville-Beloit MSA, but not the Madison MSA. Data from 2019 was the most recent offered; this means that Figure 8.1 provides a snapshot of Evansville and the greater region before the COVID-19 pandemic hit.

The percentages in red within Figure 8.1 indicate each geography's top industries. Evansville's top employers are manufacturers. Healthcare and social assistance is the second lead industry, followed by retail trade and accommodation/food services. Construction and wholesale trade tied for fifth place.

Evansville's top industries reflect those of both the Janesville-Beloit and Madison MSAs, though the Madison MSA features more employment in the education sector. This is likely due to the presence of the University of Wisconsin, Edgewood College, and a number of growing public school districts.

Figure 8.1: Top Industries by Geography (2019)

INDUSTRY	Evansville	Janesville-Beloit MSA	Madison MSA
Population Employed in Geography	1,665	67,463	403,869
Unemployment Rate ¹	2.7%	4.5%	2.5%
Manufacturing	24.4%	16.0%	8.9%
Health Care and Social Assistance	15.7%	14.1%	14.9%
Retail Trade	11.8%	11.4%	10.0%
Accommodation and Food Services	9.7%	8.9%	7.4%
Construction	6.1%	4.8%	4.6%
Wholesale Trade	6.1%	8.7%	3.8%
Finance and Insurance	5.8%	2.2%	4.9%
Educational Services	4.9%	8.2%	10.7%
Public Administration	4.6%	4.1%	6.8%
Professional, Scientific, and Technical Services	3.7%	2.6%	6.6%
Other Services (excluding Public Administration)	2.3%	2.6%	3.1%
Transportation and Warehousing	2.3%	4.5%	2.3%
Administration & Support, Waste Management and Remediation	1.1%	4.0%	4.7%
Information	0.6%	2.0%	4.6%
Agriculture, Forestry, Fishing and Hunting	0.5%	0.7%	0.7%
Real Estate and Rental and Leasing	0.5%	0.7%	1.2%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.2%	0.1%
Utilities	0.0%	0.5%	0.4%

¹ - Table DP03, 2020 American Community Survey (5 Year Estimate)

Remainder of data in Figure 8.1 comes from 2019 data via On The Map, from the Center for Economic Studies

Figure 8.2 provides a look at where people working in Evansville are coming from.

Figure 8.2: Where Workers Are Coming From

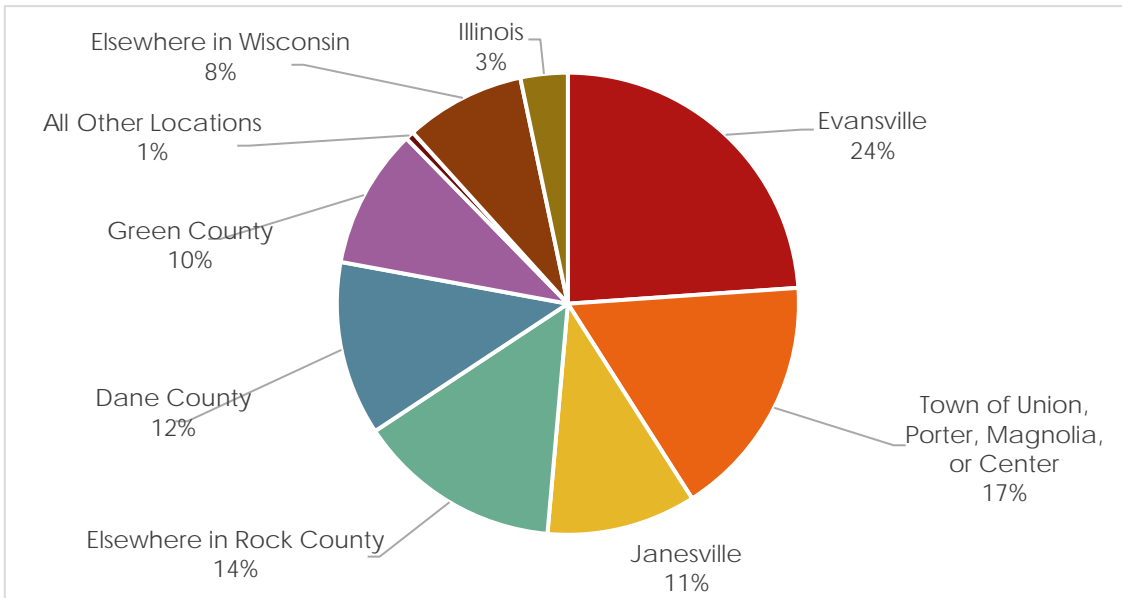
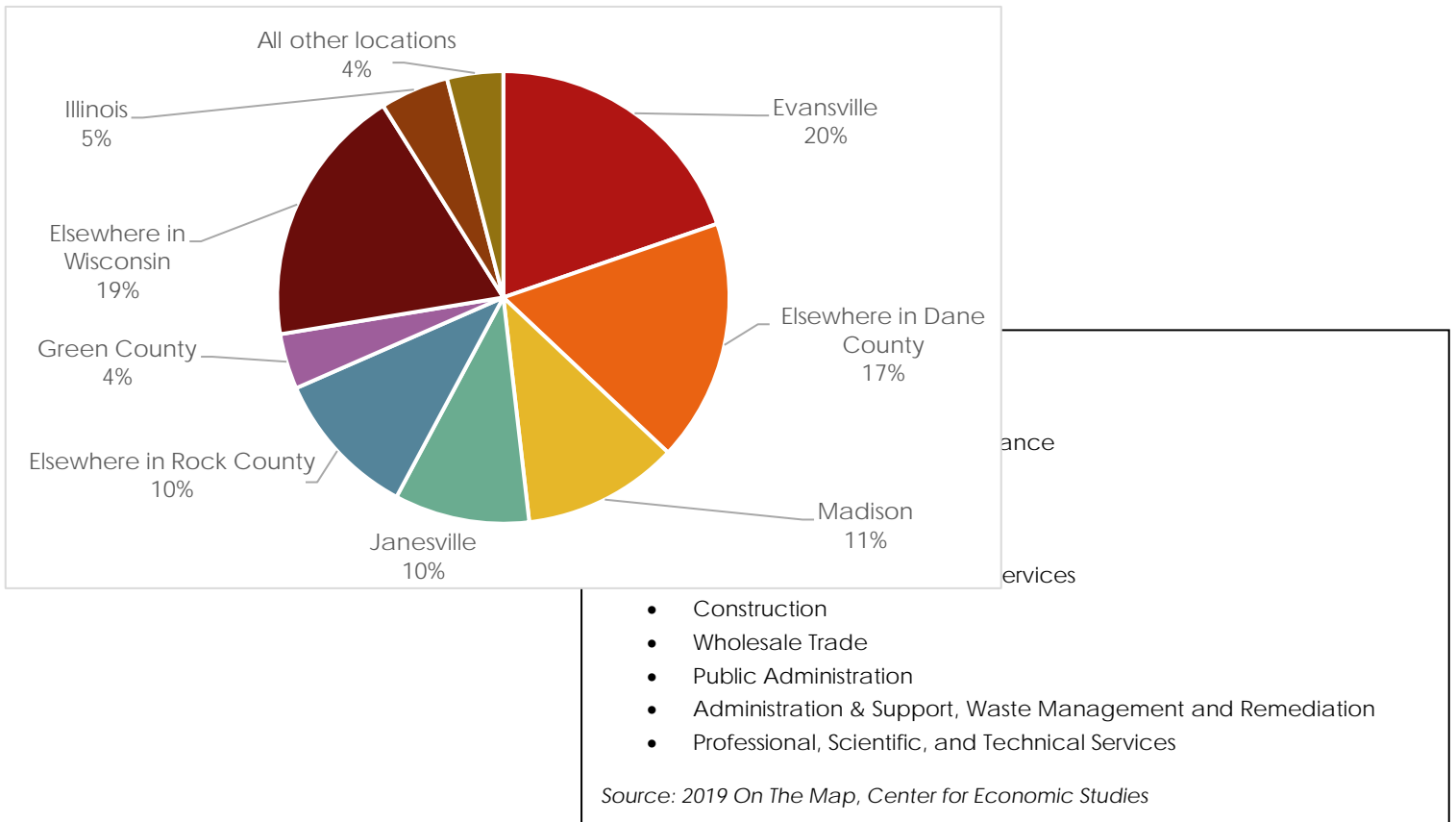


Figure 8.3 breaks down where residents of Evansville work. Manufacturing, retail trade, and professional services are the next largest industries. Evansville differs from both MSA areas by having more residents by percentage employed in the construction industry and fewer residents employed in the arts, recreation, accommodation, and food service industries.

Figure 8.3: Where Residents Work



B. Regional Employment and Economic Forecasts¹

Overall employment is expected to increase over the planning horizon of this document. As presented in Figure 8.1, the unemployment rate in Evansville and the Madison MSA are at historic lows. Nationally, the unemployment rate is estimated to be at 5.4 percent.

Demographic factors continue to be a key driving force in these long-term projections. Baby boomers will continue to exit the labor force during this time period, and replacement by younger generations may not be able to keep up with demand for workers.

Wisconsin's population growth has slowed greatly over the past few decades. Traditionally, the state has experienced healthy amounts of new residents moving from elsewhere (net migration) and a birth rate that exceeded the death rate (natural increase). The state is still gaining new residents through net migration, but in far fewer numbers than in the 1990s. 2020 marked the first time the number of deaths exceeded the number of births statewide. With net migration trending downward and natural increase becoming natural decrease, the outlook for additional workers entering the workforce is looking dim.

Overall employment in the state is expected to increase 3.5% between 2018 and 2028. This is a slower rate of growth than in years past, which the state has anticipated. Industry employment growth is expected to be highest in education and health services, professional and business services, leisure and hospitality, and the construction industry. Evansville and the Madison and Janesville-Beloit MSAs already post strong employment in these industries.

C. Strengths and Challenges of The City of Evansville's Economic Climate

The City of Evansville has both advantages and challenges when seeking to attract potential businesses and industry. During the 2015 Comprehensive Plan update, workers highlighted strengths and challenges of the local economic climate. These can be found below in Figure 8.4.

Figure 8.4: Highlight of Evansville's Economic Climate

Strengths	Challenges
High quality of life for residents.	Lack of variety of businesses to meet people's everyday needs.
A municipal electric utility that offers substantially lower rates over the long term than large, for profit electric companies.	Perceived telecommunication limitations.
A great location between two metropolitan areas.	Residents of the City of Evansville are very mobile and can easily drive to nearby communities to purchase services and products.
Young, educated local workforce.	
Full time police department.	Volunteer fire department is strained by growing population
Safe community atmosphere.	
Lower housing and living costs in comparison with Dane County.	High housing prices relative to other Rock County communities.
Historic character.	Poor utilization of downtown parking.
One-stop contact for planning, permitting, and zoning.	Limited available sites for light industry.

² This section summarizes information from "Understanding Wisconsin's Job Outlook: Industry and Occupation Professions, 2018-2028 in Brief" (July 2021), released by the Office of Economic Advisors in the Wisconsin Department of Workforce Development.

Generally, high household and family income levels compared to state averages.	Local businesses do not have hours that meet the needs of the large number of residents who work outside of the community.
Access to rail infrastructure.	Underutilized segments of rail infrastructure.
High income relative to Rock County.	Perceived high property taxes.
Properties with USH 14 frontage.	Poor proximity to the interstate.
High quality, progressive school district.	
Efforts to showcase alternative energy technologies.	

D. Current Business Districts

There are five primary business environments in the City of Evansville: downtown, the Water Street industrial development area, the east side development area, neighborhood business development, and USH 14. Additionally, tourism, which is discussed later in this chapter, brings a significant amount of business into Evansville. What follows is a profile of each of these business environments.

Downtown Evansville is the historic heart of the community. It extends along Main Street between First Street and Union Street. Streetscaping improvements have been completed to enhance the historic character of the area. This included improvements to the street surface, sidewalks, signage, building facades, lighting, and plantings. Additional streetscaping could further enhance the user experience of the downtown, including curb bump outs to ease pedestrian crossings and additional landscaping. Future efforts should include the promotion of higher density residential development in and adjacent to the downtown to provide a concentrated local customer base and the addition of public gathering spaces to facilitate social interactions and provide an area for events within the downtown. These improvements are important to create a pleasant and unique experience, which is important to incentivize shoppers to visit the downtown.



FIGURE 8A: VIEW OF DOWNTOWN EVANSVILLE BUSINESSES.

The Water Street Industrial Development Area is a 60-acre development located south of USH 14 on the southeast side of the City. This area includes large and small industrial uses. The majority of the land in this area has been developed, and the City has seen a shortage of light industrial space in recent years. One of the priorities of the future land use map is the designation of areas that can accommodate further light industrial development within the future boundaries of the City.



FIGURE 8B: IMAGE OF WATER STREET INDUSTRIAL DEVELOPMENT AREA.

The East Side Development Area is located along USH 14 between CTH M and Weary Road. This area is differentiated from development along the USH 14 corridor (described below) because the focus of development is a mix of commercial and industrial. This area has additional sewer capacity to serve larger industrial businesses and freight rail access along the southern portion of the area. This area could accommodate a variety of unique development proposals with a mix of uses.

US Highway 14 has several businesses located along the route in Evansville. Highway 14 receives a large amount of through traffic. Most of the uses along this corridor are highway-oriented commercial establishments. The area where these businesses are located may experience development pressure from commercial establishments seeking larger parcels than those currently available downtown.

Neighborhood Business Development is located within existing neighborhoods. These include convenience stores, dental offices, and home occupations. These businesses provide common goods and services to nearby residents, improving the walkability of the neighborhoods in which they are located.

VI. Desired Business and Industry

While it would be tempting to cater to any business that is interested in establishing or relocating its operations to Evansville, the reality is that some businesses are more suitable or complimentary to the existing local economy than are others. Based on The City would like to target the following types of development:

A. Expansion and Retention of Existing Businesses

First and foremost, existing businesses should continue to be encouraged to remain in Evansville. Coordination with the Chamber of Commerce and other business organizations to work with and frequently meet with business owners should continue.

B. Agriculture and Biotech Companies

Given Evansville's rural location between major metropolitan areas, businesses that serve agricultural uses can capitalize on the agricultural land around Evansville. Numerous agriculture-related businesses already exist in Evansville, demonstrating an opportunity for complementary businesses. Examples of these include small or mid-scale processing facilities, distribution hubs, and agriculture supporting biotech facilities.

C. Entrepreneurs

Entrepreneurial businesses can take many forms, including microbreweries, custom furniture, retail establishments, technology start-ups and many others. Often these types of businesses are responding to emerging needs in a fast-changing economy. Thriving entrepreneurship will lead to a diverse economy that provides economic resilience and an active and vibrant business environment.

D. Professional, Educational and Technical Companies

Many communities across Wisconsin share the desire to attract professional, educational and technical companies, such as software consulting firms and software developers, because businesses like these don't rely as heavily on proximity to major roadways and rail lines. To be successful at attracting these types of companies, the City of Evansville will need to promote its central location and the numerous factors that contribute to the City's quality of life.

E. Additional Local Retail Choices

To be successful, these ventures will require a unique merchandise selection based on local market demand. Otherwise, potential customers will continue to patronize choices available in nearby communities, including "big box" discount retail stores. Since families and homeowners dominate the local market, potential businesses may include bookstores, music stores, furniture stores, craft/quilt shops, hardware stores, clothing, household goods, etc.

The *Allen Creek & North Union Street Redevelopment Master Plan* identified population thresholds for various types of businesses, which can be used to identify potential business opportunities in the area. To expand the potential customer base, local retail establishments will also need to adapt their strategies to accommodate the large number of residents that leave Evansville during the day, market to surrounding communities and capitalize on the potential the internet provides.

F. Service Businesses

Service businesses (e.g. restaurants, coffee shops, ice cream parlors, grocery stores, and real estate office development) are also desired in the downtown and along USH 14. These businesses, like retail choices, should seek to capitalize on the local family market and high percentage of homeowners. Potential businesses might include food (i.e. bakery, winery, and pizzeria), movie theaters, accounting and insurance services, interior decorators, and the like. Bed and breakfast establishments are also desired to meet the growing need for local accommodations and to serve non-motorized tourists using regional trails, and scenic county and town roads.

G. Expanded Industrial Development

Industries are desired to provide quality jobs to local residents. Ideally, industries would capitalize on the City's central location, high quality of life, agriculturally oriented surroundings, skilled workers, and access to the railroad.

H. Construction and Skilled Trades

Additional opportunities exist in the skilled trades, such as electrical and plumbing. Residential development is strong in the City of Evansville and the surrounding area. As such, it continues to provide an increasing share of the area's tax base and is likely to remain a steady source of employment for many younger workers.

VII. Economic Development Opportunities

Use of supporting goals, objectives and policies provided in this chapter will help the City to capitalize on these opportunities.

A. Importance of City's Financial Strength

Many of City assisted or public-private partnership projects may require City borrowing for either incentives or infrastructure installation. The City is obligated to always consider the "but-for" factor in all TIF agreements or projects. Additional considerations are made when determining the type of incentive offered such as the borrowing capacity of the City.

Positive bond ratings on borrowed funds lead to lower interest loans which leads to more opportunities to work with developers. Economic diversity with a City's strong financial position leads to better bond ratings, leading to better lending options, leading to more opportunities to assist developers in creating a diverse economy. The four (4) current TIDs represent a diversity in development with a mix of health care, redevelopment of an area supporting many small businesses, new commercial development and manufacturing.

B. Industrial Development

The location of a railroad line through Evansville provides opportunities for industrial businesses that could utilize the railroad to reduce shipping costs. The City has begun to promote development along the active Union Pacific rail line in the City's southeast. Successful development of this corridor could spur efforts to open the northern portion of the rail line between Evansville and Oregon, thus providing a more direct route to Madison. To promote the available sites on the rail line, the City has partnered with the Madison Regional Economic Partnerships (MadREP), which maintains a database of available, shovel-ready industrial sites in the region. Appropriate areas for construction of small scale industrial buildings are identified on the future land use map.

Redevelopment efforts can sometimes encounter the challenge of potentially contaminated properties, which are commonly referred to as brownfield sites. Brownfield sites vary in size, location, age, and past use. The term "brownfield" was first used to distinguish developed land from unused suburban and rural land, referred to as "greenfield" sites. A brownfield site can be a former corner gas station or an empty manufacturing plant. These sites pose a number of problems for communities, including:

- Neighborhood deterioration and community blight
- Potential harm to human health and the environment
- Reduced tax revenue and economic growth
- Attraction for vandalism, open dumping and other illegal activity

The WDNR Bureau for Remediation and Redevelopment Tracking System on the Web is available at <http://dnr.wi.gov/topic/Brownfields/clean.html>. This database tracks identified sites from first reporting through closure or no further action. Records are kept in perpetuity regardless of whether or not contamination was actually found, the size of the incidence, and whether or not the site has been cleaned.

Numerous programs have been created to encourage brownfield redevelopment including grants, loans, and tax incentives. Evansville will encourage residents and landowners to pursue the clean up and redevelopment of any contaminated or brownfield site. Likewise, to minimize future environmental impacts, the City will encourage environmentally friendly business development that is properly permitted and regulated to protect the City's natural environment.

C. Tourism

The City recognizes that tourism is an economic driver for the community as well as validation of the quality of life and resources that exist here. The Evansville Tourism Commission identifies tourism opportunities and administers the annual expenditures of tourism dollars.

The Tourism Commission has funded or supported multiple community endeavors, such as the holiday lights, Fourth of July celebrations, the Art Crawl, Evansville Underground Music, and other community-minded events that bolster Evansville's small town atmosphere and sense of place.

D. Expansion of the Downtown District

The City has implemented various recommendations of the *Allen Creek & North Union Street Redevelopment Master Plan* in order to expand Evansville's downtown further east. Future development of the city-owned 155 E. Main Street site (previously known as the old Bauer Haus property) and plans for the Ice Age Trail to run through Evansville's downtown will be future assets

E. Design Standards Ordinance

Evansville's historic downtown is a true community focal point that is important to the residents of the community. To maintain the integrity of this area, Evansville has design standards for non-residential property in the B-2 (central business) district in addition to the basic zoning of a property. However, the design standards do not provide specifics for lighting and façade improvements. Rather, the ordinance includes provisions for building form, including setback, height, mass, horizontal rhythms and vertical rhythms (which generally require that new development be modeled after existing development in the immediate vicinity and conform to the general design theme of the downtown area). The ordinance states that the Plan Commission will determine if new structures, building additions, building alterations, and restoration or rehabilitation correspond to the general design theme of the downtown.

To be more effective, the ordinance must provide illustrations to clarify important design considerations. Likewise, specific information related to signage, lighting, building materials, and landscaping standards should be included to more clearly define what is acceptable and avoid potential inconsistency in the basis of Plan Commission decisions over time.

Any changes to the design standards ordinance must be developed with local business owners and interest groups (e.g. Evansville Historic Preservation Commission, Economic Development Committee and Chamber of Commerce). Updating this ordinance needs to be a near-term priority in order ensure any redevelopment that occurs fits in with the future vision of the Downtown.

F. Residential Development

As identified in the *Retail Market Analysis: City of Evansville, WI*, the vibrancy and attractiveness of its downtown is vital to display the health of a city. Compact residential development is needed to support local retail and employment. Businesses also need a quality local workforce. It is essential for there to be adequate and diverse housing to accommodate a diverse workforce.

G. Recommendations from Other Plans and Reports

Recommendations included in these plans should be implemented in conjunction with this comprehensive plan to ensure that the economic development opportunities desired are being realized. This will require coordination with utilities and community facilities, and transportation improvements identified in previous chapters. The recommendations should be reviewed every five years to measure progress and identify additional objectives.

2007 R.A. Smith & Associates Allen Creek & North Union Street Redevelopment Plan

The *Allen Creek & North Union Street Redevelopment Master Plan* was adopted by the City in 2007 to promote and guide redevelopment with the goal of expanding Evansville's downtown to include the areas around Allen Creek and North Union Street.

The Union Street area is an older industrial district, located in a high traffic area that has a number of large buildings and lots. Drainage is a problem due to the location of the parcels between Allen Creek to the west and a wetland to the east. Expanding the downtown area will allow the City to improve the public space within the downtown, and may incentivize people travelling through Evansville to stop in the downtown. It will also provide a more attractive corridor through the City, improving its image. For example, new commercial buildings along Union Street could have dual frontages facing both the street and a potential bicycle and pedestrian path along Allen Creek. This path might someday be extended beyond the south edge of the City to connect with the Ice Age Trail and other regional trails described in the Transportation Element.

The plan provides recommendations for future commercial, residential, and light industrial development within the redevelopment area. These recommendations utilize Allen Creek and associated wetlands as recreational and open space assets, rather than viewing them as hindrances to development. The plan also identifies design guidelines for new commercial buildings, streetscapes, parking lots, and public spaces to maximize the effectiveness of the redevelopment and enhance the downtown environment.

2012 Ady Voltedge Retail Market Analysis

Ady Voltedge, a national economic development consulting firm, completed a retail market analysis in 2012. Some key recommendations that the City can act on include:

- Refine a cohesive vision for the downtown shopping area.
- Describe a cohesive vision for the east side shopping area.
- Identify and act on areas of shared needs among business owners – activities that would provide benefits to individual business owners as well as to the shopping areas as a whole.
- Work to increase the *awareness* and *interest* in local shops among area residents.

The City should seek to implement the recommendations in the *Retail Market Analysis*, as well as ensure that the analysis is available to the business community.

VIII. Tools and resources to promote economic development

The City of Evansville has many unique opportunities, existing plans, and partner organizations that can be of great assistance to future economic development needs.

A. City Economic Development Tools and Resources

Tax Increment Financing (TIF)

Tax Increment Financing (TIF) allows communities to undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for public improvements and development assistance.

Tax increment Districts (TIDs) are used for a variety of purposes and can promote a variety of economic growth. The City has had eight (8) TIDs in total with four (4) currently active as of 2015. The four (4) active districts themselves represent a diversity of economic development and opportunity:

- TID 5 was established as a redevelopment district. This district was used to improve the downtown area, preserve many historic buildings and offer incentives to strengthen the business community in the downtown. Funding was used primarily for infrastructure including stormwater management, a new bridge, sewer improvements, water main replacement, sidewalks, and beautification of the area as well as providing direct incentives for 11 businesses.
- TID 6 was established to accommodate a combination of new commercial and industrial development. TID 6 generates revenue to pay for major City infrastructure that was installed along County Road M. This capital improvement opened a large parcel for future development for light industrial and commercial development along USH 14 and County Road M.
- TID 7 was established with the intention of creating light and heavy industrial development that may make use of the rail or the improved roadway that creates a short connection to USH 14. TID 7 and TID 6 share the same capital improvement project that improved County Road M to carry heavy traffic and provides new water and sewer capacity designed for large industry.
- TID 8 was created to expand our ability to provide long term health care to our residents, create jobs and add property value to the community. This district is isolated to the Heights at the Evansville Manor project and was completed with the aid of TIF funding.

All future TID creations will be carefully considered and are not automatic. The City must consider the “but-for” standard of “without TIF funding the project would not be feasible,” as well as meeting the needs of the community. Prior to consideration, the growth associated with TIF funding should also meet the goals of this comprehensive plan.

General Procedure for Establishing a Tax Increment Finance District (TID)

The City defines a TID. It may range in size from a single block to the entire Downtown.

1. Tax assessments for the district are frozen at their current value.
2. The City, through its tax-increment finance authority, can pay for land acquisition, installation of capital improvements in the district (e.g. streets, lighting, landscaping, etc.) or developer agreements to make it more desirable to developers.
3. When development occurs, the improved value of the district increases. While the TIF district is in effect, the additional tax revenues go to the pay for the debt used to finance improvements in the TID.

More information about establishing a TIF is available in Wis. Stats. Ch. 66.1105(5)(g).

Marketing

The City uses this site as a marketing tool by providing information about community services, programs, organizations and businesses. Preliminary work on an overhaul of the website is underway. The site includes important contacts like the Community Development Director, Economic Development Committee and Chamber of Commerce and Tourism. This type of information is a valuable resource for marketing to professionals seeking development locations. As web marketing materials are updated, coordinated marketing materials should be developed in print format. An economic development video that will inform site selectors, developers and businesses about Evansville is also upcoming. This video should coordinate with web and printed materials.

Capital Improvements Program (CIP)

Through its CIP, the City is able to responsibly plan for future improvements that may generate additional development in Evansville. Additional information about the Capital Improvements Plan is provided in the Utilities and Community Facilities Element.

Revolving Loan Fund (RLF)

The Revolving Loan Fund is provided by the City and maintained by the Evansville Economic Development Committee. The fund is intended to provide low-cost business loans that require repayment. It is designed to facilitate business development projects within the City of Evansville that create investment and employment opportunities, including projects seeking to establish a new operation or expand an existing business in the Evansville area. The application and loan requirements should be updated and modernized to meet the needs of current and upcoming businesses.

Building Facade Improvement Grant (BIG)

The Building Improvement Grant is a matching grant available from the City and maintained by the Economic Development Committee to assist property owners and lessees in making exterior renovations, including entrances, facades, and signs. This program should continue to be promoted and opportunities to expand it should be investigated.

Evansville Economic Development Committee and Subcommittees

The City of Evansville Economic Development Committee is the lead agency in the City to assist business and industry in locating in the area. Confidential assistance is available for businesses and industries seeking information on site locations, financing, utility rates, taxes, labor availability and wage rates, housing and other resources available to business and industry in the Evansville area. An outcome of the 2008 City Economic Development Plan was creation of the Community Development Director to coordinate and enhance economic development, providing businesses with “one-stop” communication for planning and economic development. In June of 2015, the Economic Development Committee approved the creation of an ad hoc subcommittee for entrepreneurship. This subcommittee will assess ways and tools needed to help entrepreneurs be successful.

Evansville Tourism Commission

In 2008 the Common Council approved implementation of a 7% room tax. All revenues, by law, are dedicated to tourism and marketing. The Evansville Tourism Commission identifies tourism opportunities and administers the annual expenditures of tourism dollars.

Evansville Redevelopment Authority

In 2004, the City created the Evansville Redevelopment Authority to administer the downtown tax increment district. The Authority already has awarded grants and forgivable loans to redevelop properties and retain businesses in and around downtown Evansville. The Authority welcomes proposals from private investors for public participation in private redevelopment projects within or near the downtown tax incremental district. The Authority is particularly interested in assisting private redevelopment projects that include a substantial condominium or apartment housing component to increase population density in and around downtown Evansville.

B. Community Organizations and Resources

Evansville Chamber of Commerce and Tourism

The mission of the Chamber of Commerce is to provide support to local commerce and industry and to assist in the growth, development and recruitment of business enterprises. The Chamber of Commerce provides programs and events that not only support their members as business owners, but also benefits the Evansville community as a whole.

Evansville Community Partnership

The Evansville Community Partnership is a not-for-profit community group with a mission of involving all community members. They serve as a catalyst and participate in creating a unique, thriving, and prosperous community. The group works together and supports one another by planning and setting goals, solving problems, resolving conflicts, pursuing opportunities, and promoting our community to citizens and the outside world. Some projects include hosting fun family events and beautification projects.

WPPI Energy

As a member-owner of WPPI Energy, Evansville Water and Light and its customers are eligible for a number of energy programs and incentives, such as Focus on Energy which provides numerous programs to improve energy and water efficiency assistance to both commercial and residential properties. This includes new construction design assistance, energy saving product installations and energy assessments.

Local Financial Institutions

A number of local, full-service financial institutions serve the City and are active lenders with experience in development refinancing.

C. Regional, State, and Federal Tools and Resources

Rural Economic Development Loan and Grant Program (REDLG)

This United States Department of Agriculture (USDA) program provides zero interest loans or grants to rural economic development projects through local utility organizations. Examples of eligible projects are business incubators, community development assistance to job creation or enhancement, facilities and equipment for economic development training and education, start-up costs, and business expansions.

Madison Region Economic Partnership (MadREP)

MadREP is an economic development partnership that serves Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties. They market the region for new businesses and assist municipalities in economic development.

Rock County Planning and Development Agency

The Rock County Planning and Development Agency provides economic development consultative services for public and private sector clients. These services include, but are not limited to: property acquisition and development; infrastructure development and financing; community advertising and marketing; general community/economic development planning assistance; infrastructure and workforce program design and implementation; and liaison-related duties for the county, region and state. The Agency also serves as the county's primary data collection and dissemination clearinghouse. In addition to these activities, the Agency is the central contact for the following countywide economic, tourism and workforce development related initiatives: Rock County Development Alliance (www.RockCountyAlliance.com); Rock County 5.0 (www.RockCounty5.com), Rock County Tourism (www.RockCounty.org), Inspire Rock County (www.InspireRockCounty.org) and Consider Rock County (www.ConsiderRockCounty.com).

Industrial Revenue Bond (IRB)

The Wisconsin Economic Development Corporation's (WEDC) Industrial Revenue Bond (IRB) Program allows all Wisconsin cities, villages and towns to support industrial development through the sale of tax-exempt bonds. The proceeds from the bond sale are loaned to businesses to finance capital investment projects at, primarily, manufacturing facilities. Even though IRBs are municipal bonds, they are not backed by the general obligation tax revenue of the municipality. The company or business that will use the facilities provides the interest and principal payments on the loan. For more information on the Industrial Revenue Bond Program, see the Wisconsin Economic Development Corporation website at: <http://inwisconsin.com/>.

Additional State Agencies/Programs

- Wisconsin Economic Development Corporation – <http://inwisconsin.com/>: This department is the state's primary agency for delivery of integrated services to businesses.
- Wisconsin Department of Transportation – www.dot.state.wi.us: The Office of Disadvantaged Business Enterprise Programs encourages firms owned by disadvantaged individuals to participate in all federal and state transportation facility contracts.
- WisDOT Transportation Economic Assistance (TEA) – This program is designed to attract and retain businesses in Wisconsin through road, rail, harbor, and airport projects.

- WisDOT Freight Railroad Infrastructure Improvement Program (FRIP) and Freight Rail Preservation Program (FRPP) – These programs provide assistance in preserving or enhancing freight rail infrastructure.
- Department of Workforce Development – www.dwd.state.wi.us: This department builds and strengthens Wisconsin's workforce by providing job services, training and employment assistance, and helping employers find necessary workers.
- Wisconsin Small Business Development Centers – <http://www.wisconsinbdc.org/about>: These centers help ensure the state's economic health and stability. They offer formative business education, counseling, and technology training.

Federal Agencies/Programs

- US Department of Agriculture Rural Development Administration – www.rd.usda.gov
- US Small Business Administration – www.sba.gov: provides financial, technical and management assistance to help Americans start, run and grow their businesses.
- US Department of Commerce – www.commerce.gov
- US Department of Transportation – www.dot.gov

IX. Map 8.1: Current TIF Districts Map

X. Economic Development Goals and Objectives

These economic development goals and objectives serve as a way to put the vision statement into action, through a series of to dos. Below are Goals and objectives for the Economic Development Chapter:

Economic Development Goal 1: Retain and Expand Existing Businesses in Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Redevelop and use the Evansville Web Page as an economic marketing tool	<ul style="list-style-type: none"> • Increase page hits • Update information quarterly 	High
2. Coordinate with other local rural communities and local, county and state organizations to expand regional economic development opportunities.	Implement Sustainable Energy chapter of plan along with Edgerton/Milton	High
3. Determine suitable sites for new and redeveloped commercial and industrial space for new businesses.	Maintain available properties list and update website monthly	High
4. Guide and mentor businesses about financing opportunities and the City permitting process		
5. Visit existing local businesses to understand opportunities and challenges they face.	Ongoing site visits (5 per month?)	High
6. Update ordinances to streamline approval process.		
7. Redevelop Building Improvement Grant and Revolving Loan Fund programs		

Economic Development Goal 2: Attract New Businesses to Evansville		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Redevelop and use the Evansville Web Page as an economic marketing tool	<ul style="list-style-type: none"> • Increase page hits Update information quarterly 	High
2. Develop and make available a guide for local businesses. Include criteria for site development and information about any necessary zoning approvals.		High
3. Attract new businesses through advertising, assisting business prospects through the City approval process, developing and distributing a written community profile, inventorying sites and buildings, and developing a marketing video.		

4. Investigate temporary conditional use permits to reduce time for new businesses to open.		
5.		

Economic Development Goal 3 Support the local workforce		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Coordinate with educational and community institutions to provide continuing educational opportunities		
2. Seek opportunities to partner with trade schools, the middle school, high school, businesses and organizations to ensure entrepreneurs have the skills needed to succeed.		
3.		
4.		
5.		
6.		
7.		

Economic Development Goal 4 Continue to maintain and improve the City’s quality of life		
Supporting Objectives	Measurable Benchmark or Outcome	Priority

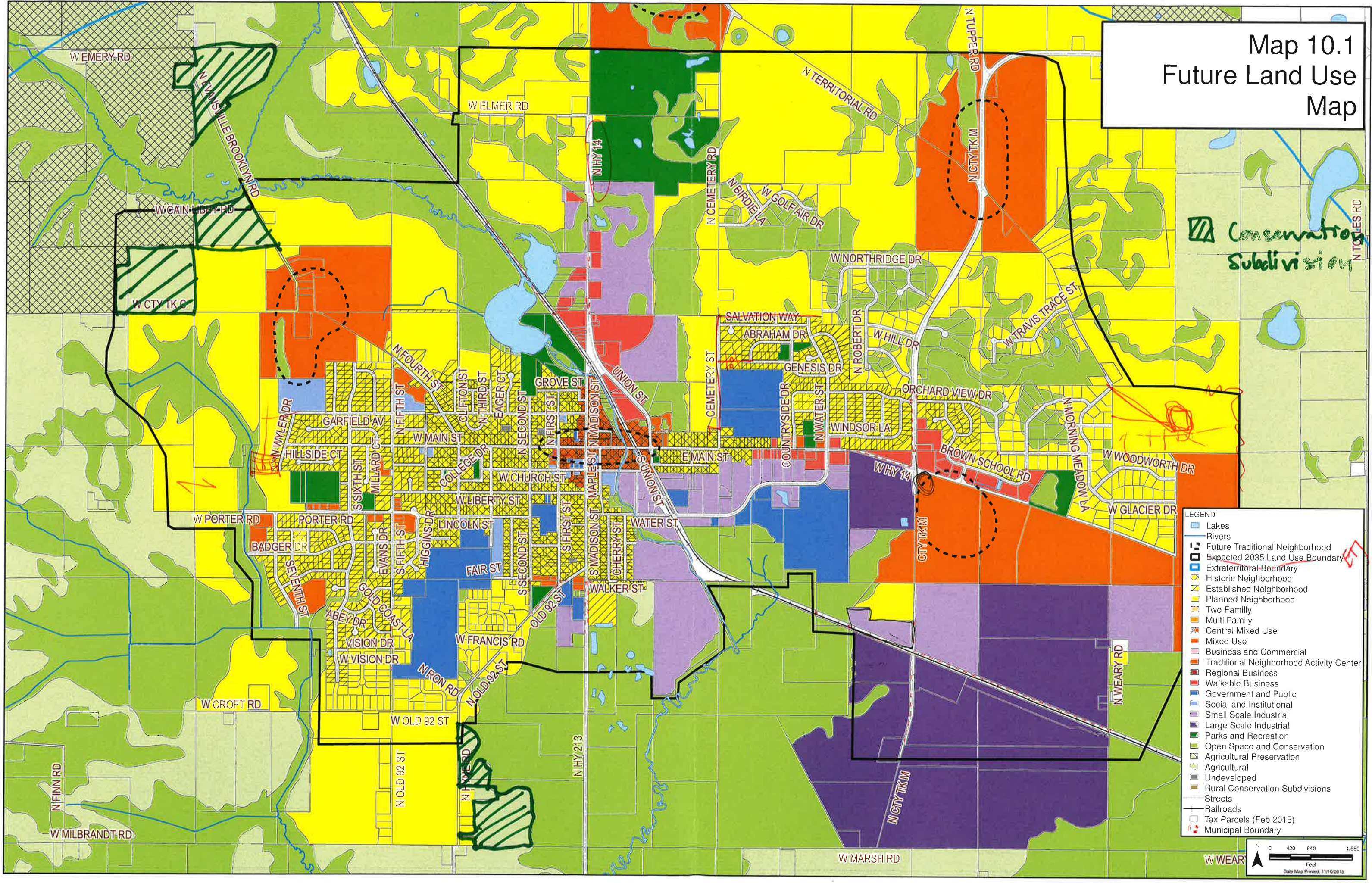
1.		
2.		
3. Implement the adopted Park and Outdoor Recreation Plan 2020-2025.	See PORP 2020-2025 for specifics	

Economic Development Goal 5 Create a supportive environment for entrepreneurship		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1. Identify opportunities to connect the local economy to entrepreneurship tools.		
2.		
3.		

Economic Development Goal 6 Identify opportunity areas within City's economic development corridors		
Supporting Objectives	Measurable Benchmark or Outcome	Priority
1.		
2.		
3. Investigate new opportunities for neighborhood commercial development on the West side.		

Map 10.1 Future Land Use Map

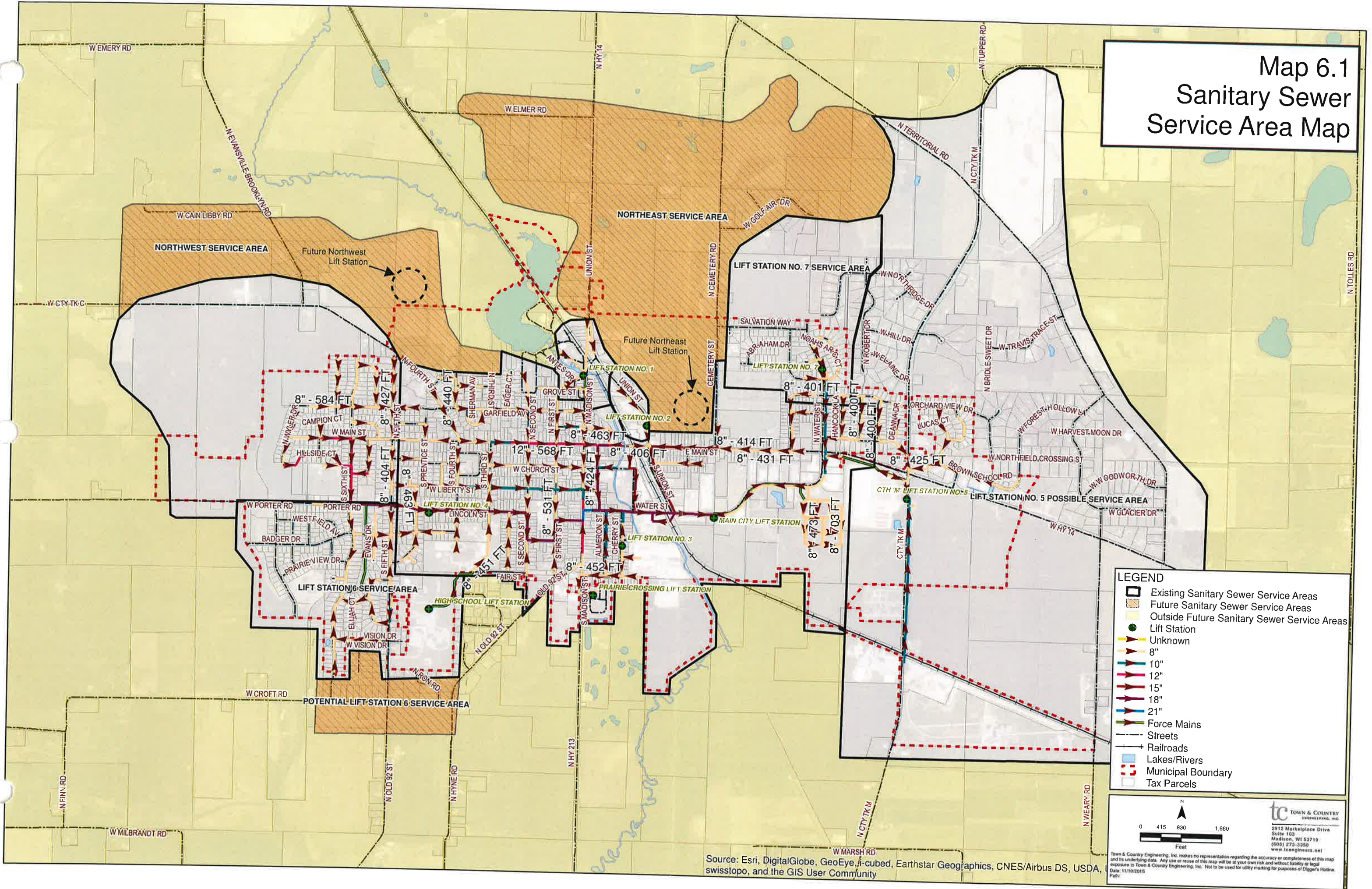
**Conservation
Subdivision**



- LEGEND**
- Lakes
 - Rivers
 - Future Traditional Neighborhood
 - Expected 2035 Land Use Boundary
 - Extraterritorial Boundary
 - Historic Neighborhood
 - Established Neighborhood
 - Planned Neighborhood
 - Two Family
 - Multi Family
 - Central Mixed Use
 - Mixed Use
 - Business and Commercial
 - Traditional Neighborhood Activity Center
 - Regional Business
 - Walkable Business
 - Government and Public
 - Social and Institutional
 - Small Scale Industrial
 - Large Scale Industrial
 - Parks and Recreation
 - Open Space and Conservation
 - Agricultural Preservation
 - Agricultural
 - Undeveloped
 - Rural Conservation Subdivisions
 - Streets
 - Railroads
 - Tax Parcels (Feb 2015)
 - Municipal Boundary



Map 6.1 Sanitary Sewer Service Area Map



LEGEND

- Existing Sanitary Sewer Service Areas
- Future Sanitary Sewer Service Areas
- Outside Future Sanitary Sewer Service Areas
- Lift Station
- ▼ Unknown
- ▼ 8"
- ▼ 10"
- ▼ 12"
- ▼ 15"
- ▼ 18"
- ▼ 21"
- ▶ Force Mains
- Streets
- Railroads
- Lakes/Rivers
- Municipal Boundary
- Tax Parcels

N

0 415 830 1,660

Feet

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