

# VILLAGE OF CLEAR LAKE

POLK COUNTY, WISCONSIN



## COMPREHENSIVE PLAN

2009-2029

Prepared for:  
Village of Clear Lake  
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Clear Lake, WI 54005

With Assistance from:



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# Village of Clear Lake Vision Statement and Overall Goals

## Vision Statement

The Village of Clear Lake is committed to preserving and promoting the history and rural character of the Village while providing opportunities for future residential, commercial, and industrial needs of the community.

The Village is dedicated to ensure the safety and wellbeing of the residents while providing facilities and services required for a high quality of life by preserving open space and natural resources, promoting community events, and providing recreational opportunities.

## Overall Goals

The Village of Clear Lake Plan commission established the following overall goals for the Comprehensive Plan:

- Protect the overall health and safety of the community through the continued maintenance and development of public facilities.
- Protect the Village's lakes and natural resources.
- Support decisions that enhance the Village's unique character.
- Support residential, commercial, industrial, and recreational growth and development.
- Identify, develop, and promote a historic district in the Village.

The overall goals listed above will help guide the Village in determining future needed policies and programs that will have an impact on future development and redevelopment of the Community.

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## **CHAPTER 1**

### **Introduction**

#### **Location and General Regional Context**

The Village of Clear Lake was founded on June 20, 1877. John Reed was the first white man to settle in the area and he came to the Clear Lake area from Pennsylvania in 1864. The community primarily prospered off of logging and the railroad spur, which is no longer there. The first hundred years of the Village have been well documented in the “Clear Lake Centennial, 1875-1975.”

The Village of Clear Lake is located in the southeast corner of Polk County, Wisconsin and is surrounded by the Towns of Clear Lake and Black Brook (see *Map 1-1*). U.S. Highway 63 is a major north-south corridor passing through the Village of Clear Lake. This provides the Village with access to many communities and other highways. U.S. Highway 8, an east-west route, lies 11 miles to the north of Clear Lake, while U.S. Highway 64, also an east-west route, lies just 7 miles to the south. U.S. Highway 63 intersects with Interstate 94 to the south. All of these routes are principle thoroughfares to provide employment and goods and services to Village residents.

The natural setting of the Clear Lake area provides an attractive environment for residents and visitors. The topography varies from flat to gently rolling hills and includes a number of wetlands. The Village of Clear Lake was named after Clear Lake, a clear, spring fed water body in the northern portion of the Village.

The Village residents enjoy the “small town” feel they have been able to maintain while still providing jobs to many area residents.

#### **Comprehensive Planning Law**

Wisconsin’s Comprehensive Planning Law or “Smart Growth Law” was passed in October 1999 as part of the State’s biennial budget. This law requires that every town, village, and city be guided by a comprehensive plan by January 1, 2010. Smart Growth was enacted to encourage long-range planning for communities and provide consistency in land use decision making.

Smart Growth planning also calls for public participation throughout the entire planning process. Before 1999, public participation and a public hearing were not required for adoption of a local plan.

State statutes require the plans to consist of nine elements, each focusing on an important sector of your community. These elements are:

- Issues and Opportunities

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- Agricultural, Natural, and Cultural Resources
- Housing
- Economic Development
- Transportation
- Utilities and Community Facilities
- Intergovernmental Cooperation
- Land Use
- Implementation

The goal of Smart Growth is to ensure that communities look at how all of these elements intertwine and affect each other, creating an awareness and overall cohesive vision for the Village of Clear Lake.

## **Plan Purpose**

The purpose of the Village of Clear Lake's Comprehensive Plan is to ensure that the qualities of the community that residents enjoy remain and areas that can be improved upon are addressed. The plan will act as a guide for not only Village government, but also local organizations, community residents, and developers and will look at, not only the Village, but how the Village fits into the regional context.

The Comprehensive Plan can provide a variety of benefits to a community by coordinating community activities, departments, or policies; protecting resources like historic buildings/locations or forest/agricultural/wetlands/etc.; promoting economic development by revitalizing downtowns, developing housing/facilities, and retaining existing businesses; and save the community money through intergovernmental cooperation.

## **Plan Development Process**

Planning is a comprehensive and continuous process. The Plan Commission works to develop the best approach to living together in a community. The Village has incorporated the nine required elements into their plan and created the following chapters:

- Introduction
- Issues and Opportunities
- Agricultural, Natural, and Cultural Resources
- Housing
- Economic Development
- Transportation
- Utilities and Community Facilities
- Intergovernmental Cooperation
- Land Use
- Implementation

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Each chapter was addressed individually before moving on to the next chapter. When all were complete, the comprehensive plan was reviewed as a whole, checking for any inconsistencies.

Planning is a continuous process. The needs of the Village will continuously change with social, physical, and economic factors.

Completing the Comprehensive Plan is just the beginning of planning for the community. Local officials must examine, explain, and revise the plan when necessary. It must be kept current and used often.

## **Regional Planning Jurisdictions and Government Agencies**

While the Village of Clear Lake plans for its own future, it also is within multiple planning and government agency districts that do their own planning. Available plans will be reviewed to address any inconsistencies between them. Some of the planning and government agencies that will be contacted include:

- West Central Wisconsin Regional Planning Commission
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation
- Polk County
- Polk County Economic Development Corporation

## **Public Involvement and Public Participation Policy**

Wisconsin State Statutes Section 66.1001 requires a public participation plan/policy/procedure is developed for the adoption of a Comprehensive Plan. The plan/policy must address public meeting notices, publications, and open discussions must be written for every stage of the preparation of the Comprehensive Plan.

It is required that the local governing body adopts any comprehensive plan or amendments to a plan must do so with the use of a resolution, passed by a majority vote. Once a comprehensive plan is adopted one copy must be provided to the following: every governing body within the boundaries of the local government unit; the clerk of all adjacent governing bodies; the Wisconsin Land Council; the Wisconsin Department of Administration; the regional planning commission, and the local public library.

Wisconsin State Statutes also requires that all comprehensive plans must meet the minimum requirements; the resolution shall not be adopted by the regional planning commission if those requirements are not met.

The Village of Clear Lake acknowledges, in order for the comprehensive plan to be utilized effectively, it must be created and embraced by local residents. The

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Village has crafted a Public Participation Plan that helps identify key stakeholders for each element and various methods to generate public involvement. The outline of the Public Participation Plan, along with the Public Participation Resolution passed by the Village Board can be seen in Appendix A.

In the fall of 2007, the Village Board directed the Village Plan Commission to guide the development of the Comprehensive Plan. The Village also hired Cedar Corporation out of Menomonie, to help facilitate this process and assist with the preparation of the Plan.

Initial public involvement was generated through a community wide survey. The Plan Commission thought it was important to send out a community wide survey to gauge how residents would like to see their community in 20 years. The ideas and thoughts generated from this survey were used to develop the Village's vision statement and goals, objectives and policies for the plan.

The Plan Commission also held an open meeting on a monthly basis where citizens could attend and participate in the planning process. A press release was also sent out describing the work that was being completed, issues being discussed, and encouraging those interested in the planning process to attend.

Informational materials were also made available in an Open House format at the November 2008 national elections. A public hearing was also held before the Village Board where residents were given time to comment on the draft of the Plan.

## **Goals, Objectives, and Potential Options for Achieving the Goals**

Each chapter in the Village of Clear Lake Comprehensive Plan contains goals, objectives, programs, policies, and actions. These identify the long range vision of the Village in relation to each element. All goals, objectives, programs, policies, and actions may not be attainable for various reasons, therefore, it is important for these to be continuously reviewed and revised.

**Goals:** A general desire or wish of what the Village of Clear Lake hopes to accomplish related to that chapter.

**Objectives:** What the Village hopes to achieve by addressing the goals.

**Policies:** A policy can include a program, policy, recommendation or action that may consist of a new ordinance, ordinance revision, further planning, community support of an idea, etc. These are considered reasonable methods to use to achieve the goals.

# LOCATION

## Village of Clear Lake

Map 1-1

