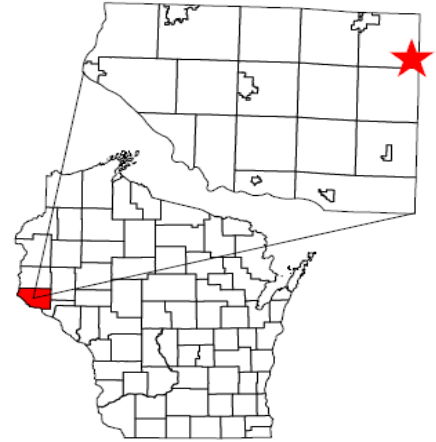


INTRODUCTION

Location

The Village of Elmwood is nestled among rolling hills and scenic bluffs along the Eau Galle River in Pierce County, Wisconsin. It lies in Township 27 N and Range 15 W in the southeast corner of the Town of Spring Lake. The Village also borders the Town of Rock Elm to the south and Dunn County to the east and is seven miles southeast of the Village of Spring Valley.



History

The history of Elmwood began in the 1870’s as people began to take advantage of the excellent timber stands in the area as well as the access to Cady Creek and Eau Galle River. Lumber-milling was the first industry with mature hardwoods and elm trees abundant in the area. Logging camps and mills soon formed in the area and the first saw mill was located on Cady Creek. The Village of Elmwood was incorporated in 1905. By 1910 lumbering dwindled in the area, and farming began to take over.

During the 1970’s, several UFO sightings in the area drew worldwide attention to Elmwood. Because the reporters called it, “the UFO capitol of the world,” Elmwood decided to declare its annual Village festival as “UFO Days” during the last week of July.

Today, Elmwood continues to enjoy an abundance of natural resources and provide a high quality of life for its residents. A detailed history of the Village of Elmwood can be found in *Life in the Valley: Elmwood’s First 100 Years*, by the Elmwood Centennial Book Committee.

Development of the Comprehensive Plan

The concept of a comprehensive plan came from Wisconsin’s comprehensive planning and “smart growth” law signed by Governor Thompson in October 1999. Part of this law requires that all planning decisions made by Wisconsin municipalities be consistent with a comprehensive plan, which is to be created by January 1, 2010.

The plan is to be reviewed at least every 10 years thereafter.

According to State law, a comprehensive plan shall contain all of the following elements:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and community facilities
- Agricultural, natural and cultural resources
- Economic development
- Intergovernmental Cooperation
- Land Use
- Implementation

Comprehensive Plan:

For a city or a village, or for a town that exercises village powers under § 60.22 (3), a master plan that is adopted or amended under § 62.23 (2) or (3).

§ 66.1001 (1)(a) Wis. Stat

In order to add some, “teeth” to this plan, each element includes goals, objectives, and policies in order to encourage implementation. For the purpose of this plan, they are defined as the following:

Goals: Broad and general expressions of a community’s aspirations, towards which planned effort is directed. Goals tend to be ends rather than means.

Objectives: More specific targets, derived from goals and necessary to achieve those goals. While still general in nature, objectives are more specific, concrete, and measurable than goals.

Policies: Rules or courses of action necessary to achieve the goals and objectives they are derived from. They are precise and measurable.

Programs: A system of projects or services necessary to achieve plan goals, objectives, and policies

- ❖ For the purpose of this document, Policies and Programs are combined into Implementation.

Plan Purpose

The intent of this document is to allow municipalities to decide on their own how they want to develop for the next 20 years. Planning helps achieve goals and objectives in an orderly fashion. Looking 20 years ahead allows us to deal with future problems today and make necessary corrections to change unwanted trends while maintaining positive ones. This plan is not meant to determine what an individual can or cannot do with their property, but to gain the collective support of all individuals as to what is best for everyone, regardless of personal gain or loss. While this plan is considered a legal document, it is meant to be used as a guide for not only the Village of Elmwood, but also for business owners, residents, and community leaders.

Vision Statement

The Village of Elmwood is a friendly community which strives to provide the quality of life enjoyed by past and present residents while ensuring its prosperous future by...

- Encouraging and maintaining a sense of community.
- Preserving the natural resources to retain the natural beauty of the area.
- Protecting the water resources.
- Effectively using public resources and practicing good stewardship of funds.
- Offering infrastructure and public safety services needed to sustain and encourage future growth.
- Providing quality transportation infrastructure.
- Developing and maintaining recreation areas such as parks, trails, and open space.
- Supporting small businesses.
- Encouraging light industrial and commercial uses.
- Identifying design standards for public facilities and other uses.
- Cooperating with adjoining municipalities.

...working together to control its own destiny, proactively planning for growth, and preserving and enhancing its charming small town character.



SWOT Analysis

A SWOT analysis is made up of strengths, weaknesses, opportunities, threats; it is a method that has been used in many different contexts. It encourages brainstorming ideas in order to find characteristics about any subject. When using it in the context of municipalities, it can help define one Village from another. It is meant to get communities to think about the following:

- Where they have been
- Where they are
- Where they want to be in the future
- How they want to get there

A SWOT Analysis was conducted for each element of the comprehensive plan by the Comprehensive Plan Committee and representatives from Stevens Engineers, Inc. The results of these meetings helped form the goals, objectives, and implementation strategies for each element. The results of each SWOT Analysis are listed at the end of each element.

SWOT Analysis

A brief definition of a Strength, Weakness, Opportunity, and Threat as used in a SWOT analysis is as listed:

Strength: *Something that makes a community stand out when compared to other communities. Something that makes you proud to call the community home. A strength can be a physical asset, a program, an environmental condition or an impression or feeling.*

Weakness: *Opposite of a strength. Problem that needs to be addressed.*

Opportunity: *Something that could be done to improve the community. A potential.*

Threat: *A threat may be internal or external. A threat can be anything that could jeopardize the future success of a community.*