

1. Agenda

Documents:

[2022.-1.26.-PLAN-COMMISSION-AND-VILLAGE-BOARD \(AGENDA\).PDF](#)

2. Meeting Materials

Documents:

[2022-1.26.22-PLAN-COMM-AND-VB-JOINT-MEETING-PACKET-003 \(MEETING PACKET\).PDF](#)



VILLAGE OF MOUNT HOREB

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 Mount Horeb, WI 53572
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THE January 26th Meeting of PLAN COMMISSION/HISTORIC PRESERVATION COMMISSION WILL **BE HELD VIRTUAL AND IN PERSON**. YOU CAN WATCH THE MEETING LIVE VIA THE VILLAGE WEBSITE BY CLICKING "WATCH LIVE" UNDER THE TROLLWAY TV GRAPHIC ON THE RIGHT SIDE OF THE HOME PAGE AT WWW.MOUNTHOREBWI.INFO. THE MEETING IS ALSO BROADCAST LIVE ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO JOINT THE MEETING USING: Please join my meeting from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/418113189> You can also dial in using your phone. United States: [+1 \(224\) 501-3412](tel:+12245013412) Access Code: 418-113-189

JOINT PLAN COMMISSION/HISTORIC PRESERVATION COMMISSION AND VILLAGE BOARD
 WEDNESDAY, January 26th, 2022

The Plan Commission/Historic Preservation Commission of the Village of Mount Horeb will meet virtually and in person on the second floor of the Municipal Building at the above date at **6:00pm**.

Agenda as follows:

- 1) Call to order –
 Roll call: Village Board
 Roll call: Plan Commission
- 2) Presentation and discussion of Comprehensive Plan draft to Plan Commission and Village Board
- 3) Adjourn

A QUORUM OF THE VILLAGE BOARD/VILLAGE COMMITTEE MEMBERS MAY BE PRESENT AT THIS MEETING. ONLY NOTICED AGENDA ITEMS WILL BE ACTED ON BY THE GOVERNMENTAL BODY SPECIFIED ABOVE. PLEASE NOTE THAT UPON REASONABLE NOTICE EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS OR SERVICES. TO REQUEST THIS SERVICE CONTACT ALYSSA GAFFNEY, CLERK, AT (608) 437-9404.



HERITAGE
COMMUNITY
OPPORTUNITY

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2022 Village of Mount Horeb Draft #3 Comprehensive Plan Review Meeting January 12, 2021

Village of Mount Horeb Comprehensive Plan Update Project Schedule

Task #	Event	Date
1	Kickoff Meeting with Staff and V&A	April
2	Joint Plan Commission and Village Board Kickoff Meeting	April
3	Housing Survey (UW-Extension)	April-May
4	Comprehensive Plan Map Survey	May-June
5	Focus Group Interviews and Public Workshop	June
6	V&A Produces Redline Draft Staff Review of Redline Draft	July-September
7	Plan Commission Meeting to Review Public Input, Vision Statement, and Issues/Opportunities	September
8	V&A Prepares Draft #1	October
9	Plan Commission Meeting to Review Draft #1	November
10	V&A Produces Draft #2	December
11	Plan Commission Meeting to Review Draft #2	December
12	V&A Produces Draft #3	December
13	Joint Plan Commission and Village Board Meeting to Review Draft #3	TODAY
14	V&A Produces Final Draft	January
15	Public Open House Review of Final Draft Planned to occur in early February at the Senior Center	February
16	30-Day Public Hearing Notice	March
17	Joint Plan Commission and Village Board Public Hearing Recommend and Adopt Final Draft Plan	April
18	Post Adopted Plan on Village Website and Mail Notices	April

Recap of Plan Commission Review Meetings

September

- Reviewed public input events and feedback received
- Reviewed new vision statement, overarching community goals, and key issues/opportunities

November

- Reviewed the full Draft #1 and the proposed changes to the plan and maps

December

- Reviewed all changes made within Draft #2 and written comments

Today

- Review Draft #3, discuss additional edits needed, review written comments, and next steps

Proposed Changes From Current Comprehensive Plan

- Updated all data, maps, references, plans, and programs throughout the document.
- Moved most of the data sets, analysis, existing conditions, and other plans reviewed to the Appendix to make the plan more user-friendly. Also added an Appendix B with public input.
- Added an executive summary, created a new vision statement, and rewrote the Issues and Opportunities Chapter.
- Added strategies and recommendations to reflect public input received, data analysis and trends, and key issues and opportunities identified:
 - Continue to participate in more County and Regional planning efforts.
 - Support the use of local food and food production.
 - Advance Mount Horeb's role in sustainability and climate resiliency by working with Dane County to implement the Dane County Climate Action Plan and consider the development of a Village Renewable Energy Action Plan.
 - Require/implement stormwater management best practices.
 - Market the Village to new residents and tourists by leveraging local assets.
 - Prepare for transportation technology changes by adapting policies.
 - Continue to implement the Downtown Plan and Comprehensive Outdoor Recreation Plan and pursue updates of each plan.
 - Require high-quality development at community entryways and gateways.
 - Expand community engagement efforts.
 - Rewrite the Village Zoning Ordinance to improve historic preservation standards, explore overlay districts at community entryways, promote mixing of uses, allow higher density residential opportunities, and reflect statutory changes.
 - Complete a Bicycle and Pedestrian Plan, pursue bringing bike-share to the Village, promote smaller street widths, and consider adopting a Complete Streets policy.
 - Foster new entry-level, two-family, and multi-family housing options by implementing the recommendations of the Housing Task Force.
 - Promote traditional neighborhood design principals in new residential subdivisions.
 - Consider a "Health in All Policies" approach and pursuit of becoming a Wisconsin Healthy Community.
 - Complete utility studies to determine constraints and prioritize infrastructure investments to remedy existing and future utility issues.
 - Consider establishing intergovernmental boundary agreements with the Town of Springdale and Blue Mounds.
 - Utilize TIF to foster new development/reinvestment and bridge financial gaps.
 - Leverage state and federal grant and stimulus money to assist with future economic development and infrastructure projects.
 - Continue to work with the School District, technical colleges, and regional economic development partners on preparing the local workforce.
- Added a desired economic development focus about how the community will continue to strive to be a full-service village that offers affordability, high quality of life, and local employment and shopping opportunities.
- Completely revamped the Implementation Action Items to reflect the changes above.

Key Policy Decisions

- A full rewrite of the Village Zoning Ordinance has been identified. The plan has documented several new opportunities for the Village to explore during this process including:
 - Smaller single-family lot size options
 - Higher density multi-family options
 - Permit mixing of uses in commercial districts
 - Promote electric car charging stations and on-site renewable energy production
 - Improve historic preservation standards
 - Explore increasing the maximum height downtown
 - Rewrite the Sign Code and address Conditional Uses to reflect law changes
 - Develop overlay districts for key community gateways and transition areas
- Several new implementation action items have been identified. Examples of this include:
 - Implement existing plans (Downtown, CORP, Housing Task Force Report, etc.)
 - Explore new policies (Complete Streets, Zoning Changes, Health in all Policies, etc.)
 - Expand community engagement (youth participation, educational events, local festivals, etc.)
 - Develop new plans (Official Map, Bike and Ped Plan, intergovernmental agreements, etc.)
 - Work with other jurisdictions to implement plans (CARPC, WisDNR, Dane County, School District, etc.)
- Update of the Future Land Use Map includes several changes (Map 4a and 4b):
 - Many of the changes aim to provide greater flexibility in the future for development options and reduce the need for Comp Plan Amendments, while promoting community character and mixing of uses, focusing on housing issues, and encouraging economic development:
 - Added more Planned Mixed Use (commercial, multi-family, or light assembly uses) along Springdale Street and far westside
 - Expanded areas of Central Mixed Use, Main Street Mixed Use, and Multi-Family around downtown
 - Tweaked the definition of future land use descriptions to provide more mixed-use options (Planned Business, Planned Mixed Use, etc.)
 - Added future growth areas south of USH 151:
 - Planned Mixed Use and Planned Neighborhood from eastern interchange to just west of CTH JG
 - Reduced the future growth area at the southwest interchange that was previously shown as Planned Business Park (trying to balance future growth between the two interchanges) – will require detailed utility and infrastructure planning prior to any development occurring
 - Added Long-Term Growth Areas to identify future growth areas that may be beyond the scope of 20 years, until other areas grow first. These areas could be utilized in future intergovernmental planning efforts with the Towns.

For the Plan Commission - Changes to Draft #3 From December PC Meeting

- Added a summary of the meeting to the Public Participation section (p.9)
- Added a new policy, recommendation, and implementation action item for creating a Village Sustainability Committee (p.17 and p.92)
- Future Land Use Map changes were made to reflect our discussion (p.36-37)
- Reformatted the entire document and added photos to make the plan for user-friendly and attractive

Written Comments Received Post-December Meeting

- These are included as attachments to this document. See below regarding the area along West Main Street on the far western side of the Village.

Next Steps

- January - Make changes to produce Final Draft
- February - Public Open House review of Final Draft
 - Confirm date, time, and location
 - Advertise and attend meeting
 - Gather feedback to provide to Plan Commission and Village Board
- March/April - Joint Plan Commission and Village Board Meeting
 - Public Hearing and seek recommendation/adoption

Julie Krause and Steven Dumas
101 Mound View Circle
Mount Horeb, WI 53572

December 16, 2021

Mr. Nick Owen and Plan Commission:

I am truly upset that I have to again approach the Village on this subject--the THIRD time. I live in a residential neighborhood, period, and, I want to continue to live in a residential neighborhood. It's been almost 28 years since we built our home on this property at 101 Mound View Cir. We were under the assumption that it would always be a residential neighborhood, not a mixed hodgepodge neighborhood, which it is gradually becoming.

When we built our house in 1993, we knew that the 102 Nesheim property was not buildable because it was a ravine. Chester Nesheim made a verbal agreement to sell half of the lot, that which backed up to our backyard, to us and the other half to our neighbors, the current Kann property next to it. His son, in bad faith, sold the property to Rollie Schraepfer, instead. Rollie pushed forward with the belief that the neighborhood would agree to his storage shed expansion onto 102 Neisheim. We were never in agreement with that, nor are any of the neighbors. THE STORAGE SHEDS, WHICH ARE THE FRONT AND CENTER VIEW FROM OUR LIVING ROOM, INCLUDING THE GLARING LIGHTS AT NIGHT, ARE ALREADY TOO CLOSE TO A RESIDENTIAL NEIGHBORHOOD. So, WHY, does the Village want to continue to put us in a worse situation by rezoning the plan for 102 Nesheim to R3 and allow for multi-family housing to be in our backyard, which was, at one time, a peaceful oasis.

I would like each of the members of the planning commission to come to my property to see what they are proposing. Our voices from the neighborhood need to be heard because government is REPRESENTATIVE of the residents. We are standing up for ourselves and want this expansion into our neighborhood to STOP. Those on the commission don't have to live with the decision. We do!

- 1) The big question is "Who benefits from the decision to change the plan for 102 Nesheim to a zoning of R-3?" We are aware that the re-zoning change to the plan paves the way to a re-zoning change. Who benefits most? It isn't the neighborhood! It is a detrimental move for everyone who lives here, benefiting only the new owner of the property. When Mr. Hellenbrand purchased the 102 Neisheim property, he knew that it was zoned R-1. If the Village is protecting the rights of businesses before looking out for its residents, this community is going to lose its hometown feel. They need to protect that reputation and the residents, first and foremost.
- 2) The 102 Nesheim property needs to remain a buffer property or zoned R1 or R2, NOT R3. Those who live here, and have lived here before it was filled in, should, by all means, bear the most weight in the decision; however, it feels that we are being ignored. I sat in a Village meeting where one member of the Planning Commission disregarded all the residents' comments and another who said she would agree to R3, which is only "slightly," if that, better than having storage sheds on the property.
- 3) Why is the Village pushing forward with a patchwork quilt mentality? That is NOT planning, that is, indeed, a lack of it. The Village appears to be trying to retrofit properties. Yes, the only thing

that would thrive on 102 Neisheim is a rental property because the property is so undesirable. It should never have been filled in; the woods that had been there was the perfect buffer to the neighborhood. Why should the neighborhood have to pay for Rollie's hasty decision to fill it in, with the hopes that he could develop it. There is no getting around it, he put the cart before the horse, and now the Village is siding with HIS decision.

- 4) Furthermore, I believe that the 102 Neisheim property would require a drainage study because it is a waterway. There was, oddly, a retention pond constructed on the back of the property. We also think that there is a sewer pipe under that property.

This debacle needs to stop; we are calling upon sensible representation by the Plan Commission to save our neighborhood. Every time a re-zoning issues have come up, we have had incredible support from our neighborhood to preserve, not only our properties, but our quality of life. I am asking for fairness for all of us who bought into what we thought was a residential neighborhood. We will get the best outcome in this matter if the existing residents are put before financial gain.

Sincerely,

Julie Krause and Steven Dumas

Comment #2 Received Via Email 12.16.21

Writing again about the potential zoning changes to parcel 102 on Nesheim Trail. In talking with our neighbors and being the adjoining neighbor to this lot we would like the Planning Commission to please consider leaving this lot as an R1.

We feel we have already done our part as a neighborhood in creating the Planning Commissions vision of a mixed neighborhood. We already have various types of housing (single family and duplexes and soon the completion of the large residential unit behind the Mexican restaurant) and are heavily weighted on the commercial side (Mexican restaurant, Braeger's, Co-Op, Trollway Liquor, car wash, Samuelson Eye Clinic, storage units and well as grain storage....all of which have a direct impact). We as a neighborhood at this point have more than carried our weight for the mixed neighborhood vision the village wants. Please give us a break and leave this lot as an R1.

Most of us in the neighborhood bought our houses long before the original owner of the storage units expanded and went about reconstructing this lot with out any perimeters from the village. This restructuring by the original owner was done with a clear vision of future commercial interests. It has been a constant battle for our neighborhood to try and protect itself and retain our integrity because of event. PLEASE help us keep the neighborhood we love without more commercial endeavors encroaching on us.

Thank you for your consideration. There are many more points to be made here but I actually want someone to read this.

Commet #3 Received Via Phone Call 12.16.21

In regards to the Orchard/ Nesheim lots, caller wanted to confirm their support of a mixed use or neighborhood mixed use for the lots vs. only R1, or industrial.

APPENDICES



Appendix A: Data Analysis, Plan Inventory, and Existing Conditions
Appendix B: Public Input Responses

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Appendix A

Data Analysis, Plan Inventory, and Existing Conditions

CHAPTER ONE: INTRODUCTION

This Data Analysis, Plan Inventory, and Existing Conditions document contains relevant demographic, housing, development, education, and economic trends experienced in Village of Mount Horeb, neighboring communities, Dane County, and Wisconsin. It also provides the existing conditions, relevant plans, and supplemental statutorily required information for each chapter that correlates directly to that chapter in the main body of the Plan. In total, it gives an understanding of the trends currently influencing Mount Horeb today as well as how they may affect the Village in the future.

It is important to note that while this plan was being written, the world was experiencing the unprecedented global COVID-19 pandemic. The social and economic implications of this event are not yet known. Because of this, the data and trends provided in this document may be significantly altered in the coming years.

CHAPTER TWO: ISSUES AND OPPORTUNITIES

Population Trends

The Village experienced rapid growth between 1970-2010 (20%-40% per decade). However, over the last decade population only increased 5%. This was a result of the economic downturn and stagnant recovery following the housing market collapse and Great Recession in 2008. This trend is common throughout Wisconsin and the Midwest, outside of Madison and some of its neighboring communities which have continued to grow at accelerated rates compared to the rest of the state. For example, the City of Verona, Village of Oregon, Village of Cross Plains, and Dane County as-a-whole all grew by at least 11% over the past decade, whereas Mount Horeb, many neighboring Towns, and the state all grew at a much slower rate.

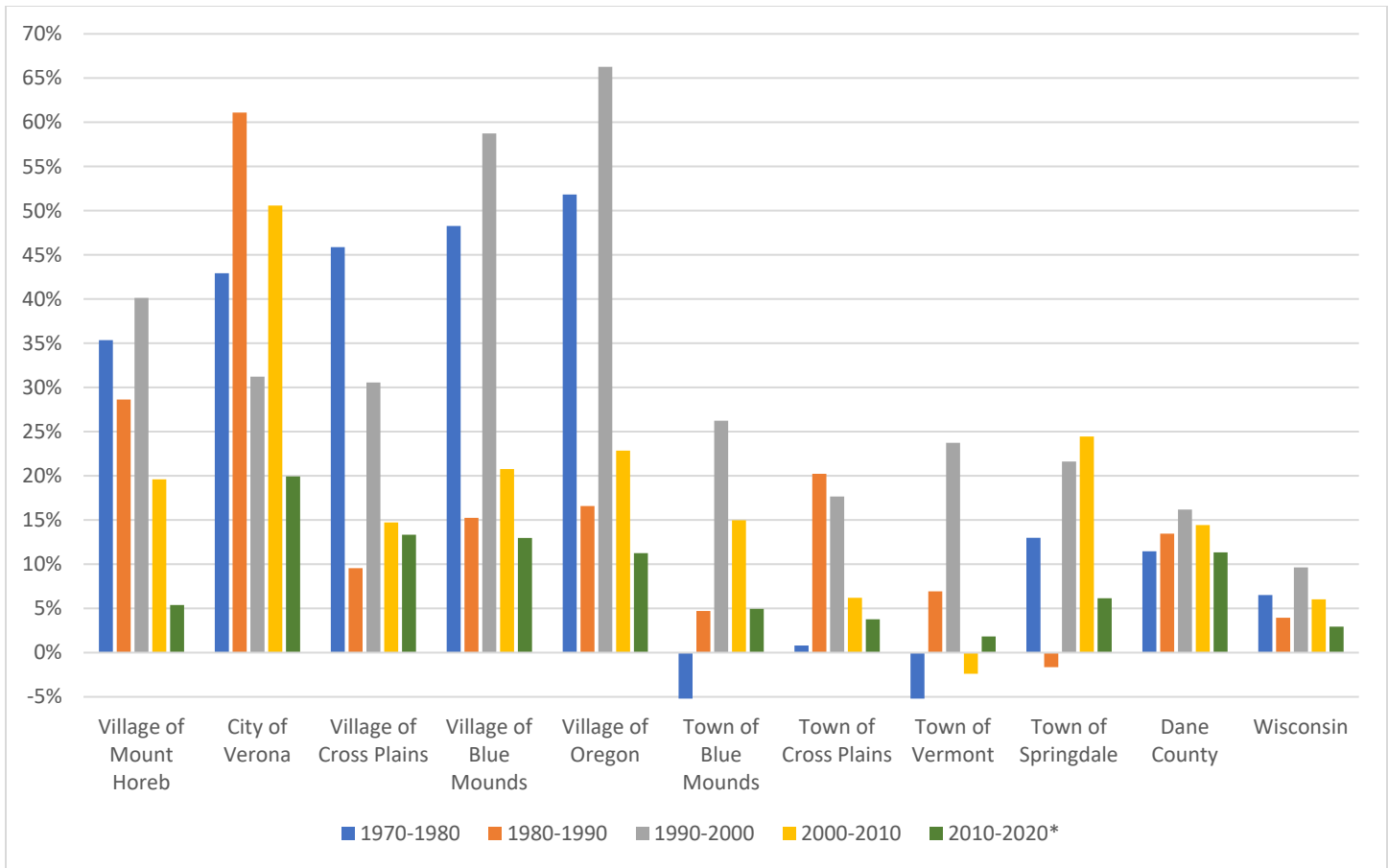
Figure A.1: Population Comparison

	1970	1980	1990	2000	2010	2020*
Village of Mount Horeb	2,402	3,251	4,182	5,860	7,009	7,387
City of Verona	2,334	3,336	5,374	7,052	10,619	12,737
Village of Cross Plains	1,478	2,156	2,362	3,084	3,538	4,010
Village of Blue Mounds	261	387	446	708	855	966
Village of Oregon	2,553	3,876	4,519	7,514	9,231	10,270
Town of Blue Mounds	675	637	667	842	968	1,016
Town of Cross Plains	995	1,003	1,206	1,419	1,507	1,564
Town of Vermont	673	634	678	839	819	834
Town of Springdale	1,132	1,279	1,258	1,530	1,904	2,021
Dane County	290,272	323,545	367,085	426,526	488,073	543,408
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	5,854,594

*Source: WisDOA, 2020 Population Estimates.

Source: U.S. Census Bureau, 1970-2010 Census.

Figure A.2: Population Growth Comparison



*Source: WisDOA, 2020 Population Estimates.
Source: U.S. Census Bureau, 1970-2010 Census.

Population Forecasts

Projections are important components of the planning process and provide a guide for decision makers. Since the market has fluctuated so much over the past 30 years, it is important to factor in multiple projection scenarios to account for the various outcomes that could occur in the future. Seven different population projection scenarios for the Village through the year 2040 were calculated and compared.

These projections were derived using a variety of methodologies:

- Compounded Percentage Rate 1990-2020, 2000-2020, and 2010-2020. These estimations are determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2040. The average annual percentage change for the three time periods ranged from 0.9% to 2.75% growth.
- Linear Growth Rate 1990-2020, 2000-2020, 2010-2020. This set of projections were calculated using the average annual population change over the time period and projecting that rate forward to 2040. The average annual population change for the various time periods ranged from 62 to 115 new residents per year.
- Department of Administration (DOA) Projection. In 2013, the State Department of Administration forecasted population change for all communities in Wisconsin based on 2010 U.S. Census data. While the data used is dated, the projections are another way to analyze long-term population change.

Based upon these scenarios, the Village's population is projected to be between 8,619-12,695 in the year 2040. For the purposes of this Plan, the Village will utilize the Linear Projection scenario from 2000-2020. This factors in both the increased population growth experienced between 2000 and 2010, in addition to the slower population growth experienced between 2010 and 2020. This population scenario will also be used for housing and land use demand projections later in the Plan. While it is certainly possible that the Village will not grow to this population by 2040, a careful approach to land use planning suggests that this Plan shows how that amount of growth could be appropriately accommodated. Market conditions, regional growth, and Village's policies will help determine the actual rate of population growth.

To note, the Village's 2011 Comprehensive Plan projected population in 2020 (7,910) exceeded the Village's actual 2020 population total (7,387), and the previous Plan's 2030 projected population (9,170) also exceeds most projected figures in this Plan for Village population in 2030. When the 2011 Plan was written, it did not account for the nearly decade-long economic recovery experienced as a result of the housing market collapse in 2008. Many of the 2011 Plan's projections used the previous two-decades of sustained growth (1990-2010). This led to the large figures that were never reached and are not expected to be reached in the next decade.

Figure A.4: Village of Mount Horeb Population Projections

	2010	2020*	2025	2030	2035	2040
WisDOA Projections	7,009	7,625	8,040	8,415	8,700	8,945
Linear Growth 1990-2020 (1)	7,009	7,387	8,199	8,773	9,347	9,920
Linear Growth 2000-2020 (1)	7,009	7,387	7,828	8,270	8,711	9,152
Linear Growth 2010-2020 (1)	7,009	7,387	7,695	8,003	8,311	8,619
Compounded Growth 1990-2020 (2)	7,009	7,387	8,458	9,684	11,088	12,695
Compounded Growth 2000-2020 (2)	7,009	7,387	7,960	8,578	9,244	9,961
Compounded Growth 2010-2020 (2)	7,009	7,387	7,717	8,063	8,423	8,800

*Source: WisDOA, 2020 Population Estimates.

Source: U.S. Census Bureau, 1990-2010 Census.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Demographic Trends

Demographic data suggests that Mount Horeb's median age rose from 34 to 37 years old over the last two decades, mirroring many surrounding communities, the County, and the State. However, the percentage of the population 65 years old and older remained the same between 2000-2019, while the percentage of the population under 18 rose. Overall, these figures point to the Village attracting some new families with children over the past 20 years.

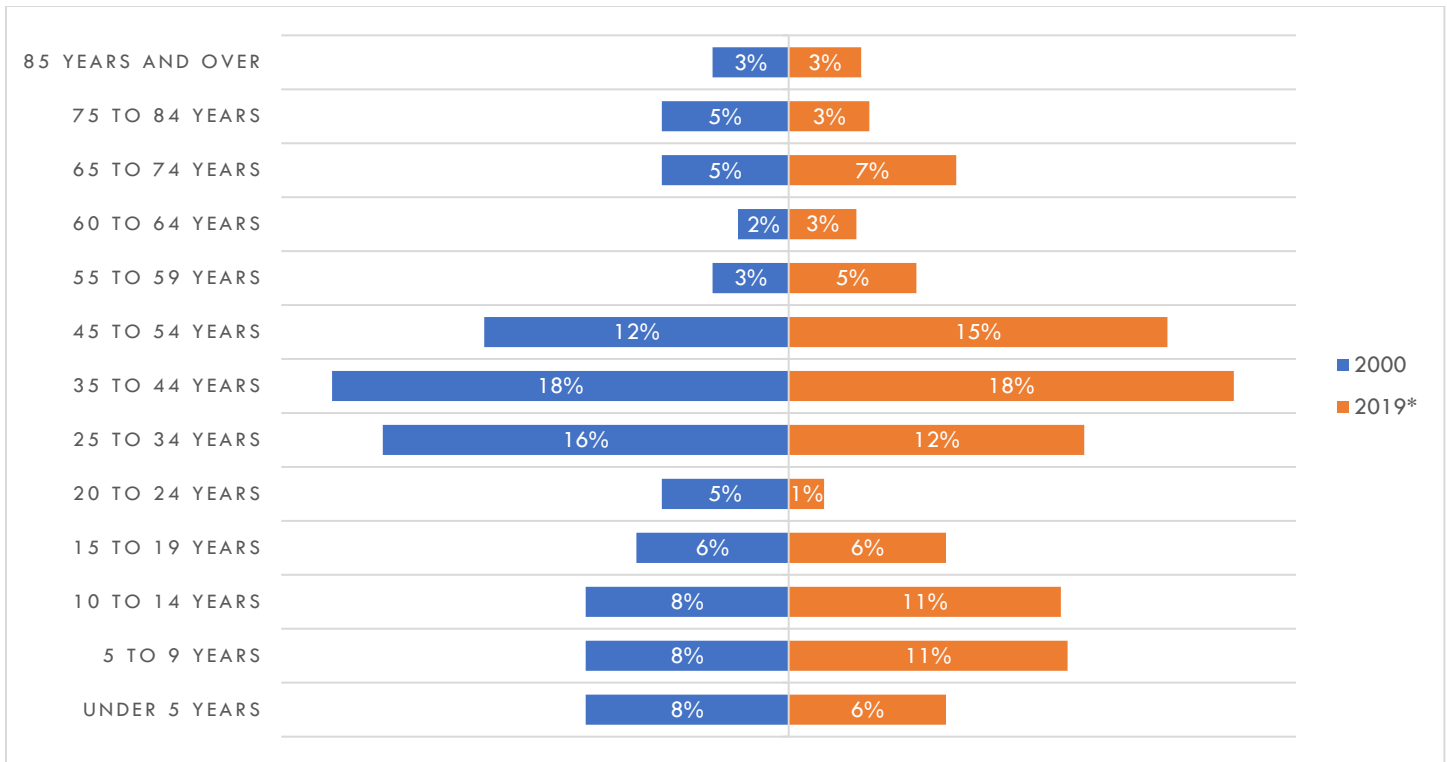
Figure A.5: Age Distribution

	Median Age			Percentage Under 18			Percentage Over 65		
	2000	2010	2019*	2000	2010	2019*	2000	2010	2019*
Village of Mount Horeb	34	34	37	28%	29%	33%	13%	12%	13%
City of Verona	37	37	37	32%	28%	30%	10%	10%	10%
Village of Cross Plains	34	36	38	31%	30%	28%	9%	8%	12%
Village of Blue Mounds	35	39	36	29%	29%	30%	8%	9%	11%
Village of Oregon	34	37	39	31%	28%	28%	10%	10%	12%
Town of Blue Mounds	39	39	52	31%	27%	19%	10%	8%	24%
Town of Cross Plains	39	46	55	29%	16%	16%	12%	15%	28%
Town of Vermont	40	48	52	27%	21%	17%	10%	12%	18%
Town of Springdale	40	43	48	27%	25%	22%	10%	10%	18%
Dane County	33	34	36	23%	22%	20%	9%	10%	14%
Wisconsin	36	39	40	26%	24%	22%	13%	14%	18%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.6: Mount Horeb Population Pyramid



*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.
Source: U.S. Census Bureau, 2000 Census.

Many small- to medium-sized municipalities throughout Southern Wisconsin have steadily experienced a demographic shift over the past 30 years with the growth of the Hispanic and Latino population. While in 2019, the Village's Hispanic or Latino population was only 5% of the total population, this is an increase from only 1% in 2000. Additionally, the total percentage of the population that identified as white decreased over the past twenty years. Even though it is still over 90% of the total Village population, it is important to be cognizant of these population changes and recognize potential barriers, work to increase inclusiveness, and strive to provide equitable services and representation in local government.

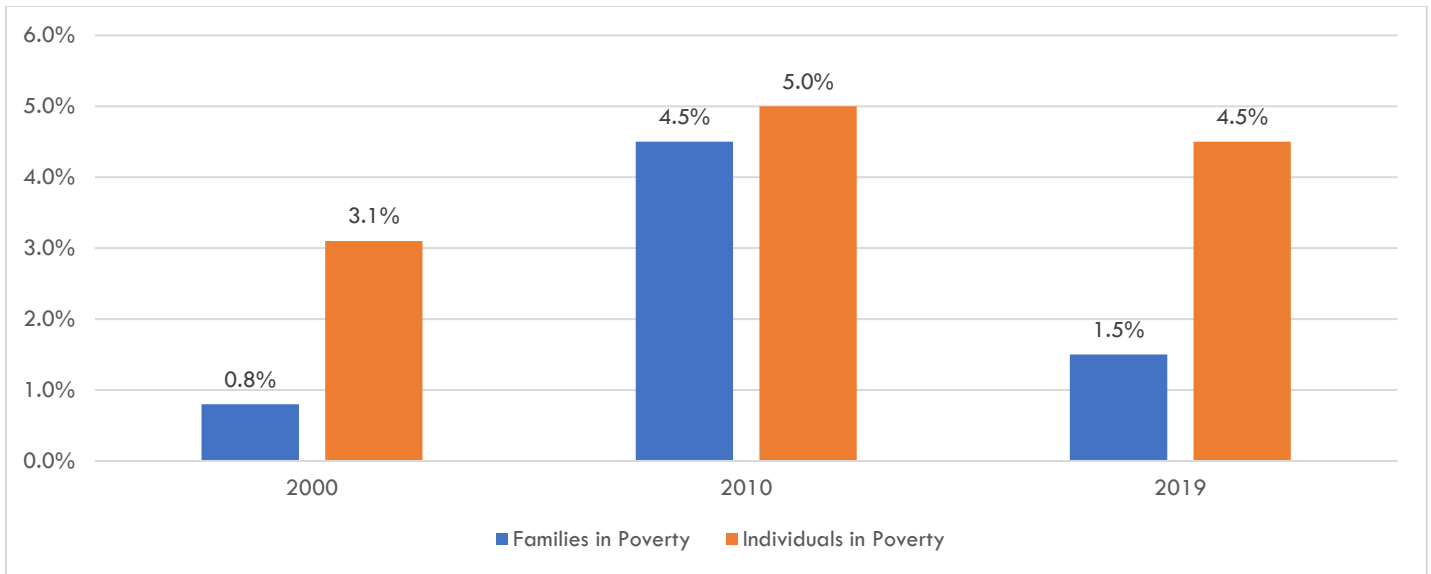
Figure A.7: Race and Ethnicity

	2000	2010	2019*
Race			
White	98%	96%	94%
Black or African American	0%	2%	2%
American Indian	0%	0%	0%
Asian	0%	0%	1%
Other	0%	0%	0%
Two or More	1%	2%	3%
Ethnicity			
Hispanic or Latino	1%	2%	5%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.
Source: U.S. Census Bureau, 2000-2010 Census.

Another trend to be considered is the number of individuals and families in poverty. The 2008 Recession effected Mount Horeb's local economy, driving 5% of its residents and nearly 5% of its families below the poverty line. The slow recovery since has also played a part in these figures remaining slightly higher than 2000, however they have decreased since the peak in 2010. Nationally, the same poverty trends are taking place as the income inequality gap continues to get larger, wages stay stagnant, and student debt rises. It should also be noted that the global COVID-19 pandemic has played a role in increasing this divide and perpetuating the income inequality gap. It will be important for the community to consider these trends when adding or revising services in the future.

Figure A.8: Poverty



*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Public Health

In planning and assessing the community's existing and future service needs, it is crucial to review and compare the public health of the area compared to neighboring counties. Dane County ranks 6 out of 72 counties in Wisconsin, much healthier than all surrounding counties. Key components of the County's overall public health are obesity, diabetes, and life expectancy, to name a few. In these areas, Dane County again ranks well relative to neighboring counties, however there are still a large number of adults who are obese (23%) and 6% of the population over 20 years old has been diagnosed with diabetes.

Figure A.9: Public Health Context

	Overall Health Outcome Ranking*	Percentage of Adult Obesity
Dane County	6 out of 72	23%
Rock County	62 out of 72	37%
Jefferson County	19 out of 72	33%
Columbia County	20 out of 72	46%
Green County	11 out of 72	33%
Sauk County	33 out of 72	35%
Iowa County	10 out of 72	30%
Wisconsin	N/A	32%

*Health outcomes rankings are a combination of factors including length of life, quality of life, health behaviors, clinical care, social and economic factors, and physical environment.

Source: 2020 County Health Rankings, University of Wisconsin Population Health Institute.

Figure A.10: Public Health Context Continued

	Adults Aged 20+ Diagnosed with Diabetes*	Leading Cause of Death**	Life Expectancy***
Dane County	6%	Cancer (144 per 100,000)	81.2
Rock County	11%	Cancer (208 per 100,000)	78.2
Jefferson County	6%	Cancer (197 per 100,000)	80.5
Columbia County	8%	Heart Disease (227 per 100,000)	79.2
Green County	7%	Cancer (238 per 100,000)	79.8
Sauk County	9%	Cancer (254 per 100,000)	79.3
Iowa County	11%	Cancer (256 per 100,000)	79.3
Wisconsin	9%	Heart Disease (199 per 100,000)	79.5

*Source: CDC, 2016.

**Source: 2017 Wisconsin Public Health Profiles. Wisconsin Department of Health Services.

***Source: Life Expectancy in Wisconsin 2010-2014. Wisconsin Department of Health Services, 2016.

Livability

The Public Policy Institute of the American Association of Retired People (AARP) has created a tool to analyze and compare communities based on multiple aspects of livability. This includes housing, neighborhoods, transportation, environment, health, engagement, and opportunity. Each category is scored, and a community average is generated, producing the community's livability score. As of 2021, Mount Horeb scored a 66 out of 100, with its highest attributes being a clean environment, access to quality health care, strong civic engagement, and inclusive opportunities. The Village's livability score is higher than the state overall (57), slightly higher than Dane County (65), and on par with neighboring communities.

Household Trends and Forecasts

Overall, Dane County is one of the few counties in the state that has experienced sustained new housing unit growth since the Great Recession in 2008. While the City of Madison plays a large role in that trend, several of the other small communities surrounding Madison have also experienced substantial housing unit growth over the last decade.

Figure A.11: Housing Units and Households Comparison

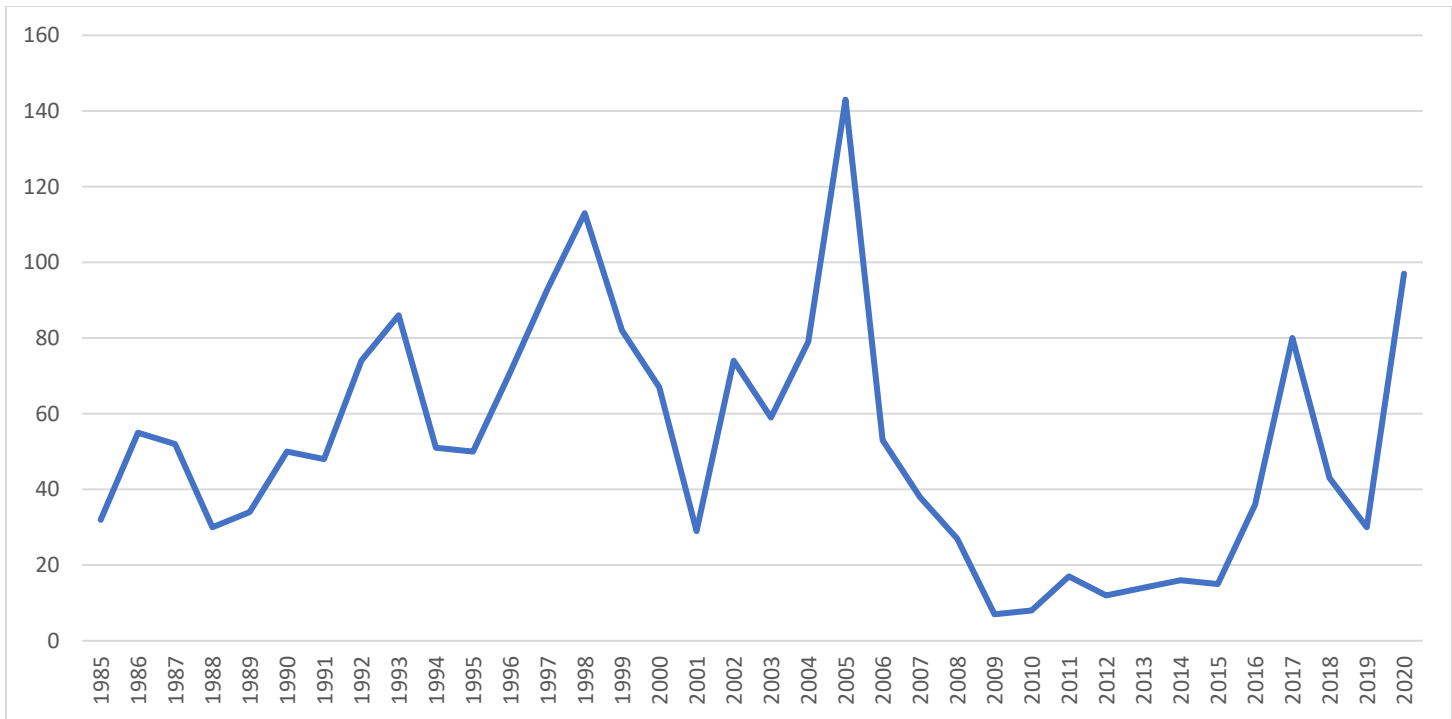
	Total Housing Units			Total Households		
	2000	2010	2019*	2000	2010	2019*
Village of Mount Horeb	2,305	2,826	2,879	2,228	2,698	2,709
City of Verona	2,664	4,122	5,299	2,591	3,919	5,122
Village of Cross Plains	1,222	1,445	1,681	1,199	1,363	1,653
Village of Blue Mounds	297	305	413	289	287	395
Village of Oregon	2,915	3,775	4,161	2,847	3,499	3,991
Town of Blue Mounds	300	449	384	291	437	369
Town of Cross Plains	525	592	611	513	579	586
Town of Vermont	312	332	369	298	285	352
Town of Springdale	585	715	834	570	675	785
Dane County	180,398	213,160	239,876	173,484	203,073	229,760

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Over the past three decades, Mount Horeb has experienced spikes in new housing units, with the most significant occurring in the mid-2000s. Following the Great Recession, new housing units dropped significantly as the global economy and housing market collapsed. It took the Village several years to begin to recover, but over the past five years new housing units have started to climb back up.

Figure A.12: Mount Horeb Total New Housing Units Constructed



Average household size is also another good metric that can be used to evaluate housing needs and preferences, in addition to land use demands in the future. Since 2000, Mount Horeb's average household size has increased from 2.56 to 2.72. This is the opposite of many surrounding communities, the county, and the state, where average household sizes have been decreasing. This national trend is in part due to the increase in the aging population, people waiting longer to start a family, and shifts in generational lifestyle preferences. However, Mount Horeb has been less affected by these shifts than other communities in Dane County, to this point.

The Village of Mount Horeb has experienced an increase in the percentage of owner-occupied housing units over the past twenty years. However, it remains at approximately the same percentage as nearby incorporated communities and lower than that of neighboring Towns. This is partially due to the fact that Mount Horeb has had little increase in non-owner-occupied housing units over the past two decades compared to new owner-occupied units.

Figure A.12: Household Size and Housing Ownership Comparison

	Average Household Size			Percent Owner-Occupied Housing Units		
	2000	2010	2019*	2000	2010	2019*
Village of Mount Horeb	2.56	2.56	2.72	63%	66%	67%
City of Verona	2.68	2.50	2.53	73%	74%	69%
Village of Cross Plains	2.56	2.54	2.53	66%	70%	66%
Village of Blue Mounds	2.45	2.44	2.77	86%	92%	77%
Village of Oregon	2.55	2.53	2.58	72%	77%	72%
Town of Blue Mounds	2.89	2.72	2.55	91%	91%	95%
Town of Cross Plains	2.77	2.82	2.45	87%	93%	89%
Town of Vermont	2.82	2.59	2.38	89%	91%	89%
Town of Springdale	2.68	2.83	2.60	87%	90%	93%
Dane County	2.37	2.36	2.32	58%	62%	57%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Like much of Dane County, Mount Horeb's median owner-occupied housing unit and gross rent has increased dramatically since 2000. While other communities experienced a more rapid increase, affordability in the Village remains an issue for both renters and owners.

It is important to note, the Village of Mount Horeb and all comparable communities experienced a dramatic increase in median home values between 2000-2010, but a slower increase in values since. This is a very common trend throughout Wisconsin and many parts of the Midwest with the slow economic recovery post-Recession, but has been less significant in Dane County comparatively to other areas of the state.

Overall, affordable housing in Dane County and Mount Horeb is one of the most pressing issues facing the area. While new housing units are being constructed at a much higher rate than other parts of Wisconsin, demand also continues to rise, adversely affecting the cost of both the rental and owner-occupied market. A continued push for increasing diverse housing units throughout both Dane County and the Village will be a top priority for the coming decade.

Figure A.13: Housing Costs Comparison

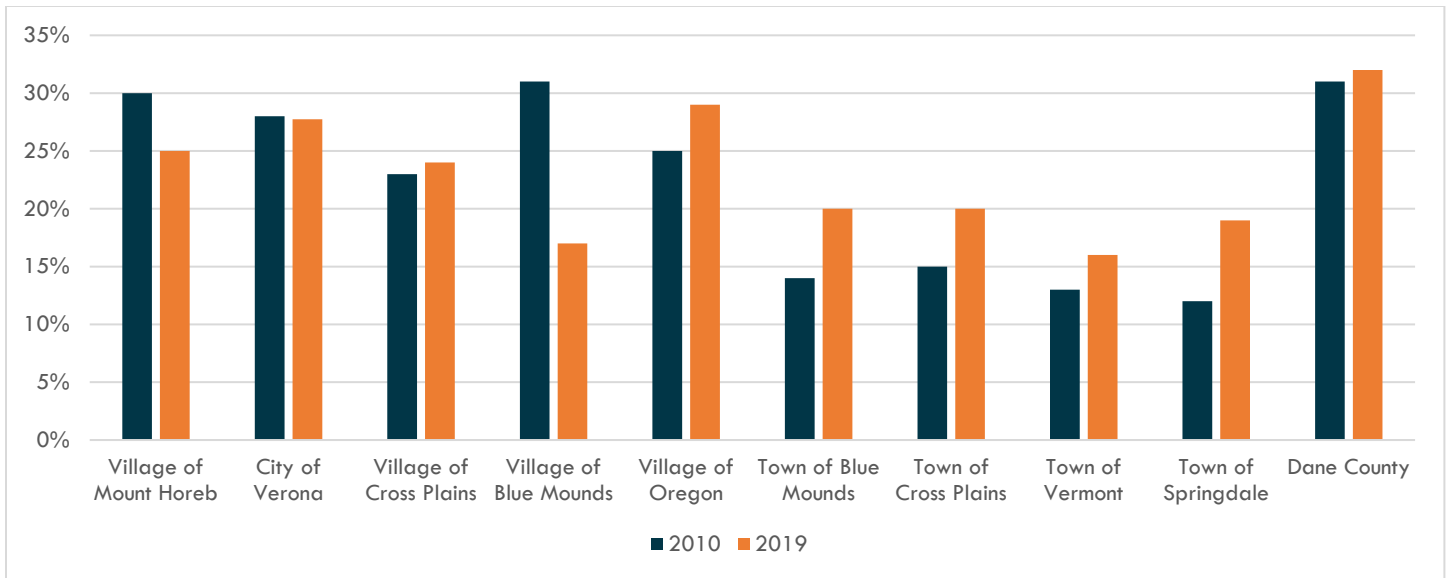
	Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units		
	2000	2010	2019*	2000	2010	2019*	2000	2010	2019*
Village of Mount Horeb	\$659	\$728	\$943	\$1,275	\$1,697	\$1,746	\$145,700	\$230,700	\$262,900
City of Verona	\$606	\$878	\$1,168	\$1,384	\$1,920	\$2,051	\$161,500	\$253,600	\$310,700
Village of Cross Plains	\$643	\$798	\$1,019	\$1,266	\$1,717	\$1,907	\$143,200	\$235,800	\$276,300
Village of Blue Mounds	\$590	\$817	\$1,150	\$1,264	\$1,353	\$1,747	\$151,000	\$155,700	\$218,500
Village of Oregon	\$635	\$774	\$879	\$1,322	\$1,703	\$1,832	\$146,000	\$225,800	\$256,500
Town of Blue Mounds	\$688	\$1,159	\$1,094	\$1,338	\$2,105	\$2,170	\$171,900	\$335,700	\$398,500
Town of Cross Plains	\$758	\$900	\$1,188	\$1,423	\$2,237	\$2,313	\$197,400	\$369,600	\$398,700
Town of Vermont	\$488	\$917	\$817	\$1,268	\$2,282	\$2,305	\$163,500	\$388,100	\$386,900
Town of Springdale	\$694	\$969	\$1,229	\$1,245	\$2,129	\$2,394	\$181,600	\$373,800	\$413,600
Dane County	\$641	\$832	\$1,121	\$1,257	\$1,732	\$1,835	\$146,900	\$230,800	\$294,100

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Another component of changing housing demand is the percentage of single-person households. In Mount Horeb, the percentage has decreased over the past decade, but still makes up 25% of total households. This is the opposite of other neighboring communities and Dane County as-a-whole, which continue to see an increase in the number of single-person households. In order to turn over the existing housing stock in the Village, there must be additional housing opportunities for non-owner-occupied housing units and single-person households to accommodate new families in the Village.

Figure A.14: Percentage of Single-Person Households



For planning purposes, the number of households is used to estimate demand of additional housing or dwelling units. If household size decreases, the number of households (and hence housing units) can be expected to increase for a given population. Changes in household composition will also influence the level of demand for various types of housing units. Trends indicate that there will be a continued need for a range of household types for various age, income, and lifestyles.

The number of projected households for the Village through the year 2040 was calculated using the population projection figures from above, in addition to the Wisconsin DOA average household size projections to the year 2040. As with the population projections, multiple projections were calculated using different methods and years to provide a range of potential household totals.

Based on this projection, in 2040, the Village could have a total of approximately between 3,587 – 5,283 households, or 878-2,574 more households than in 2019. For the purposes of consistency, the chosen projection method was the Linear Growth projection between 2000-2020, the same method chosen for the Village’s population projection totals. This calculation method estimates that there will be approximately 3,809 total households in 2040, or 1,110 more than 2019. The average household size projections also tell an important story. According to the Wisconsin Department of Administration, Mount Horeb’s average household size is projected to decrease from 2.72 in 2019 to 2.40 by 2040, resulting in an increased number of projected households. This is important to consider because the Village’s future housing stock will need to continuously evolve to accommodate these smaller household size options in the future.

Figure A.15: Projected Number of Households

	2010*	2019**	2020	2025	2030	2035	2040	2019-2030	2019-2040
Linear Growth 1990-2020 ⁽¹⁾	2,698	2,709	2,971	3,330	3,595	3,867	4,129	886	1,420
Linear Growth 2000-2020 ⁽¹⁾	2,698	2,709	2,971	3,179	3,389	3,604	3,809	680	1,100
Linear Growth 2010-2020 ⁽¹⁾	2,698	2,709	2,971	3,125	3,279	3,438	3,587	570	878
Compounded Growth 1990-2020 ⁽²⁾	2,698	2,709	2,971	3,435	3,968	4,587	5,283	1,259	2,574
Compounded Growth 2000-2020 ⁽²⁾	2,698	2,709	2,971	3,233	3,515	3,824	4,145	806	1,436
Compounded Growth 2010-2020 ⁽²⁾	2,698	2,709	2,971	3,134	3,304	3,485	3,662	595	953
WisDOA Household Size	2.56	-	2.49	2.46	2.44	2.42	2.40		

Source: Wisconsin Department of Administration, 2013 household projections by municipality.

*Source: U.S. Census Bureau, 2010 Census.

**Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

As of 2019, the Village’s housing stock was mostly made up of single-family units (over 70%), which has increased over the past 30 years. This is directly related to the decrease in the percentage of the Village’s housing stock made up of multi-family units. However, two-unit structures have increased as a percentage over that time period. An increase in two-family and multi-family units will provide a greater diversity in housing options in the Village and will be a top priority over the planning period.

Figure A.16: Percentage of Total Housing Units

	1990	2000	2010	2019*
Single Family	62%	60%	72%	71%
Two Family	4%	6%	5%	8%
Multi-Family	34%	35%	23%	21%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census 1990 and 2000

Due to a range of factors, housing affordability is now one of the most prominent issues of the decade. This is a result of a combination of factors, including the Great Recession and slow economic recovery, changing personal preferences, shifting demographics, lack of developers, and overall financial feasibility of building new housing in many areas of the country. As a result, the number of households that are cost burdened is on the rise. Cost burdened is defined as spending over 30% of a household's total income on housing costs. Households spending greater than 30% often have trouble paying for essentials, transportation, and have a greater chance of financial insecurity. While Mount Horeb's figures are more positive than those of Wisconsin and Dane County, they show that 23% of the Village's households are housing cost burdened and 8% spend over 50% of their income on housing.

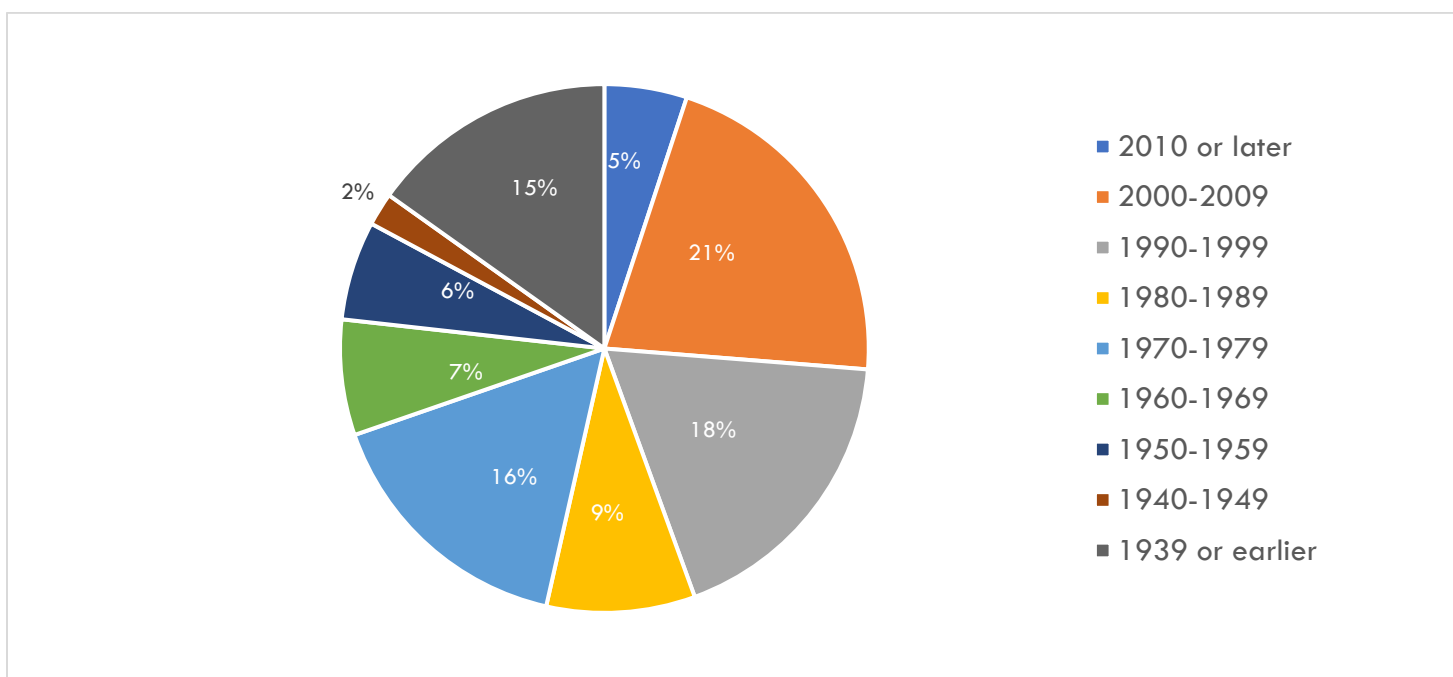
Figure A.17: Cost Burdened Households

	Village	Dane County	Wisconsin
Cost Burden ≤30%	77%	70%	73%
Cost Burden >30% to ≤50%	15%	17%	15%
Cost Burden >50%	8%	14%	12%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2013-17

The age of Mount Horeb's housing stock mostly consists of homes built in the last 50 years (nearly 70%). This mirrors the trends of the community's population growth pattern. However, 15% of the housing stock still remains from pre-1939. These homes make up many of the community's older historic neighborhoods that have played a key role in maintaining the character of downtown, but some are need of rehabilitation and repair. Additionally, it is important to note that both the decades of the 1990s (18%) and 2000s (21%) saw much more housing unit growth than that of the 2010s (5%). This is a result of the various factors documented throughout this Plan.

Figure A.18: Age of Housing as a Percentage of Total Housing Stock



Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

CHAPTER THREE: AGRICULTURAL RESOURCES

Farming is central to Dane County, with some of the largest expanses of high quality prime agricultural soils in the State. However, most of these highly productive soils are localized well east of Mount Horeb. Generally, soils and topography favor dairy, grazing, and specialty agriculture in Wisconsin's driftless area. Mount Horeb has traditionally been surrounded by such agriculture, and today the farming lifestyles contribute to the Village culture. While farming is not a major component of the Village's economy today, it remains an important part of the economy of the broader region. Farmland and open space are the dominant land use in the Towns surrounding the Village.

In addition to its economic value, the farmland and open spaces surrounding the Village are important to residents of the Village, and to the surrounding communities alike. It plays a part in the area's aesthetics and character as well as providing natural separation areas, or buffers between Mount Horeb and neighboring communities, such as Verona and Blue Mounds. Although Mount Horeb is located in a rapidly growing metropolitan county, it retains a small village atmosphere with agriculture playing a part in the community's overall character. Despite its importance to the area, farmland acreage and numbers are on the decline due to urbanization. Nearly 1,400 acres in Dane County were sold to be diverted out of agricultural use in 2017.

Assessment of Farmland Viability

The Dane County Land Conservation Department's Land Evaluation System groups soil suitability for agriculture based on three factors: prime farmland, soil productivity for corn, and land capability class. "Prime farmland soils" includes land that has the best combination of physical and chemical characteristics for producing crops. They have the soil quality, growing season, and moisture supply needed to economically produce sustained high yields of crops when treated and managed according to acceptable farming methods. "Soil productivity for corn" is based on projected bushel yields for different soil types based on the Dane County Soil Survey.

"Land capability class" identifies the relative degree of limitations for agricultural use inherent in the soils of a given area. In general, the fewer the limitations, the more suitable the soil is for agriculture and the lower the costs of overcoming limitations. Soils best suited for agricultural use are called Group I and II soils. Group I soils have the highest crop yields and few limitations that restrict their use for agriculture. Group II soils have moderate limitations that may reduce the choice of crops, require special conservation practices, or both. In and around Mount Horeb, there are large areas containing Group I and II soils. As shown in Map 2, these soils are interspersed throughout the Town. They are most abundant in the western portion of the Town, but are also common in the southeastern corner.

Farmland Preservation Efforts

The Village's current subdivision and land division regulations within undeveloped portions of its 1.5-mile radius extraterritorial jurisdiction (ETJ) compliment the county and state efforts to preserve farmland by restricting new residential density to one dwelling per 35 acres for areas not served by sanitary sewer or are willing to annex to the Village. The Village should support policies which protect farmland by focusing new development within established urban centers.

Federal Farm Bill (2018)

In addition to the State programs listed below, local farmers can participate in numerous other Federal programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill reauthorized and initiated several Federal programs, including the following:

- The Conservation Stewardship Program (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The Environmental Quality Incentives Program (EQIP) provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- Agricultural Management Assistance Program (AMA) helps agricultural producers manage financial risk through diversification, marketing, or natural resource conservation practices. NRCS administers the conservation provisions while Agricultural Marketing Service and Risk Management Agency implement the production diversification and marketing provisions.
- Agricultural Conservation Easement Program (ACEP) helps landowners, land trusts, and other entities protect, restore, and enhance wetlands, grasslands, and working farms and ranches through conservation easements.
- The Healthy Forests Reserve Program (HFRP) helps landowners restore, enhance, and protect forestland resources on private and tribal lands through easements and financial assistance. Through HFRP, landowners promote the recovery of endangered or threatened species, improve plant and animal biodiversity, and enhance carbon sequestration.

- The Regional Conservation Partnership Program (RCPP) promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS helps producers through partnership agreements and RCPP conservation program contracts.

Dane County Farmland Preservation Plan (2012)

Dane County has a long history of land preservation planning, especially towards the County's rich and productive agricultural lands. The Agricultural Preservation Plan was most recently updated in 2012. The plan reaffirms the County's longstanding goals for agricultural resource preservation, supports and incorporates state programs, mirrors the Dane County Comprehensive Plan, and supports the County's Farmland Preservation Ordinance. Policies include:

- Maintain Dane County as one of the nation's most productive and economically viable agricultural areas. Keep farming economically viable in Dane County through the 21st century.
- Identify areas of Dane County suitable for long term preservation and viability of diverse agricultural enterprises and resources. Protect or encourage protection of those areas for the benefit and use of current and future generations. Support preservation of the family farm.
- Maintain Dane County's rural character and preserve the distinct character and physical separation of Dane County communities. Reflecting these countywide farmland preservation policies, this plan recommends the following approaches to preserve the Town's valuable agricultural resources.

Wisconsin Farmland Preservation Program

In the summer of 2009, the Wisconsin legislature signed into law the Wisconsin Working Lands Initiative, also known as the Wisconsin Farmland Preservation Program. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, establishment of Agricultural Enterprise Areas (AEA) program, and the Purchase of Agricultural Conservation Easements (PACE) program. The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers all three programs under the State's Working Lands Initiative. Each program is described in greater detail as follows:

- The Wisconsin Farmland Preservation Tax Credits program provides landowners with an opportunity to claim farmland preservation tax credits which are applied against tax liability. To be eligible, acres claimed for the tax credit must be in a farmland preservation area that is identified in a certified county farmland preservation plan.
- An Agricultural Enterprise Area (AEA) is defined as a contiguous land area devoted primarily to agricultural use and locally targeted for agricultural preservation and agricultural development. Land eligible for AEA designation must be a contiguous land area, primarily in agricultural use, and located in a farmland preservation area as identified in a certified county farmland preservation plan.
- The Purchase of Agricultural Conservation Easements (PACE) program provides state funding for the purchase of agricultural conservation easements to prohibit development that would make the farmland unsuitable or unavailable for agricultural use. The easements are completely voluntary and allow the landowner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent landowners as property is sold.

Farmland Tax Relief Credit Program

Based on the Wisconsin Working Lands Initiative detailed above, the Wisconsin Department of Revenue offers another important farmland preservation program, the Farmland Tax Relief Credit Program.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres who yield a certain profit from the land, use the land consistently for farming, and have an established farmland preservation agreement or are in an exclusive agricultural zone. The credit is computed as a percentage of up to \$10,000 of property taxes, with a maximum credit of \$1,500. The program is actively being used in the towns surrounding the Village.

CHAPTER FOUR: NATURAL RESOURCES

Understanding the relationship between the Village and its natural features reveals opportunities and constraints for particular land uses in the Village. For instance, while some areas in the Village may have locational advantages for development (e.g. relatively flat terrain) other parts of the Village contain environmentally sensitive areas where development is not appropriate. Focusing development where it is most appropriate will prevent developmental or environmental problems that may be difficult or costly to correct in the future. Maintenance of these natural features is important for community appearance and the functions they perform for natural communities. Map 2 depicts the Village's environmentally sensitive areas, many of which are described in more detail below.

Scientific data demonstrates that on average, Wisconsin has become warmer and wetter over the past 60 years and this trend is expected to continue and increase in the decades ahead. This change in climate could have an impact on the State and Village's natural resources. Mount Horeb will need to weigh these potential impacts when deciding how it will adapt to changes to the natural and built environment.

Landforms/Topography

The Village and surrounding area are dominated by steep to rolling hills. Steep slopes (over 12 percent slope) occur relatively frequently in the area. The steep slopes present the Village not only with topographical development constraints in siting utilities and roads, but also can result in challenges to addressing drainage. The Village's location in the unglaciated area of Dane County known as the Driftless region, has helped create a reputation for the rolling terrain and eye-catching steep slopes that visually define the landscape around the Village. The Village's topography results in a stunning backdrop for its parks system and can be particularly exhibited in the parks focused on passive, nature-based recreation.

The Village is situated on the Military Ridge from which several high-quality waterways drain away from:

- Mill, Blue Mounds, Elvers, and Moen Creeks flow from the northwestern part of the Village
- Schlappbach Creek flows from the northeast
- Fryes Feeder and Deer Creek flow to the southeast
- West Branch of the Sugar River flows in a southerly direction.

General Soils Information

As noted in the Agricultural Resources Chapter, Soil suitability is a key factor in determining the best and most cost-effective locations for new development. Problems that limit development on certain soils include slumping, poor drainage, erosion, steep slopes, and high water tables. As defined by the United States Department of Agriculture (USDA), Natural Resource Conservation Service, the soils in the Village of Mount Horeb are of three major soil series. The Edmund Soil Series is most dominant in the area. This soil is a well-drained silt loam. The other two soil series present in the area include the Dunbarton silt loam and the Sogn Series—both are present primarily on the moderate to steep slopes surrounding the central part of the Village. Consideration of depth to bedrock is important when reviewing development proposals in and around the Village.

Depth to bedrock impacts the costs of development, potential for excavation, and groundwater. Shallow depth to bedrock has been identified as a serious constraint to development throughout the study area. Although, soil survey data and on-the-ground investigation have suggested somewhat inconsistent results in terms of depth to bedrock. Soil survey data has suggested that there is hard bedrock within 12-60 inches of the soil. However, more recent investigations detected a 1–3 foot layer of most highly weathered dolostone over the fractured limestone, suggesting less of a challenge for excavation than soil survey data alone would indicate. Conditions vary widely on a site-by-site basis.

Steep Slopes

Steep slopes are defined as having a 12 percent grade or greater and require erosion control efforts. The Village's Stormwater Management Plan prepared in 2000 calculated potential soil loss for the Village, as a function of slope and soil type. This study suggested that of the undeveloped areas in the Village, probable soil loss is:

- Low or very low for 5 percent of the area.
- Medium for 66 percent of the area.
- High for 29 percent of the area. Many of these are located in the northwestern part of the Village.

Drainage Basins

The Village of Mount Horeb is located in two major river basins. The northwestern portion of the Village drains into the Lower Wisconsin River Basin. The remaining area of the Village drains into the Grant-Platte-Sugar-Pecatonica River Basin. Within the Grant-Platte-Sugar-Pecatonica Basin, there are several smaller watersheds.

In the Mount Horeb area, water flowing to the northeast drains into the Upper Sugar River Watershed. This watershed extends in southwest Dane County from Madison to Mount Horeb and south to Belleville—draining about 170 square miles, and 115 stream miles. Schlapbach Creek flows into the Upper Sugar River, which is an Exceptional Resource Water under NR102.

The southern half of the Village drains into the West Branch of the Sugar River Watershed to the Southeast. Fryes Feeder and Deer Creek are both Exceptional Resource Waters and trout streams that flow into Mt. Vernon Creek, an Outstanding Resource Water and highly renowned trout stream.

Mount Horeb's location at or near the headwaters of several high-quality streams within these watersheds highlights the importance of stormwater management, erosion control, and other sound development principles in the Village and the surrounding area to maintain their outstanding quality.

Groundwater

Groundwater resources are plentiful in the planning area at both shallow and deep levels. In Dane County, water supplies are drawn from both the upper sandstone and unconsolidated aquifers, which provide water for shallow domestic wells in rural areas, and the deep sandstone (Mt. Simon) aquifer, which is a higher-quality source of water for nearly all of the deep municipal wells, including all of Mount Horeb's.

Dane County's groundwater is generally of good quality. However, there are known water quality problems in some areas due to the impacts of certain land use activities. In the County's rural areas, nitrate-nitrogen is the most common and widespread groundwater contaminant. Nitrate-nitrogen is highly soluble in water and is not appreciably absorbed in the soil; thus, it can seep readily through the soil and into the groundwater. Potential sources of nitrate pollution include on-site wastewater systems, animal feedlots, livestock waste applications and facilities, sludge and septic application, lawn and agricultural fertilizers, silage juice and decaying plant debris.

Stream Corridors and Surface Water Features

The Village is uniquely situated at the divide of two major basins, and several smaller sub watersheds. As a result, there are not significant surface water features within the Village, but Mount Horeb and the surrounding area serve as the headwaters for several excellent cold-water streams.

Schlapbach Creek, an Exceptional Resource Water, flows from the northeast of the Village. Stormwater from Mount Horeb impacts the volume of the flow in the creek.

West Branch of the Sugar River rises from the southwest limits of the Village and is classified as a Class II trout stream. In 2012, the river was re-listed on the 303d list of impaired waters due to total phosphorus data exceeding criteria for fish and aquatic life use. The entire Sugar River corridor is a high priority area for the WisDNR and was listed as a priority site for protection in the WisDNR's Land Legacy Study, which identified areas which the public agreed are the most important for conservation and recreation over the next 50 years. The Dane County Land Conservation Department has designated this watershed a potential priority watershed.

Fryes Feeder located on the southeast of the Village, is considered a trout stream and is classified as an Exceptional Resource Water by WisDNR. Stream and habitat restoration projects have recently been completed on the creek with funding from the state's Targeted Runoff Management program. It is the only stream in Dane County where rosyside shiners are found.

Deer Creek rises on the southeast side of the Village and flows southeast to join Fryes Feeder, which eventually becomes Mount Vernon Creek. Deer Creek is an Exceptional Resource Water and reddsides dace, a rare aquatic species, has been found in the creek. The Creek supports a Class II fishery, as brook trout are readily abundant.

The German Valley Branch flows from southwest of the Village to join Big Spring Creek (also known as Blue Mounds Branch) to form Gordon Creek. German Valley Branch was on the state's 303d list of impaired water bodies; however, it was removed in 2012 because monitoring indicated that the stream could now support a cold-water fish community including abundant mottled sculpin, numerous brown trout that migrate upstream from Gordon Creek and American brook lamprey.

Mill, Blue Mounds, Elvers, Moen Creeks flow from the northwestern part of the Village. Moen Creek was a Class II trout stream in 2005, with the potential to be a Class I trout stream if managed properly. The headwaters of Moen Creek, above Stewart Lake, support a rare dragonfly species. Elvers Creek is listed as an Exceptional Resource Water, however continued monitoring is necessary.

Several of these streams are existing or proposed cold-water communities, meaning they support trout and other species that depend on high quality waters. Several have been designated by the WisDNR as outstanding or exceptional resource waters.

Stewart Lake is an important regional resource located in the Blue Mounds Creek Watershed in the Lower Wisconsin Basin. It is surrounded by Dane County's Stewart Park. In 1990, it was recognized that there was too much sedimentation in the lake. Mount Horeb's sloping streets directly conveyed stormwater into the lake, which contributed to compromised water quality and high levels of sedimentation. In 2000, the Village adopted a stormwater management plan to attempt to curb these deleterious impacts. The plan and the installation of other best management practices have helped reduce sedimentation over time, however in the 2014 Dane County Water Quality Plan, the lake still suffers from sedimentation as a result of nonpoint pollution.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These general floodplain delineations represent the areas potentially subject to the 100-year flood event adjacent to navigable waters. All areas of the Village subject to flooding are not necessarily reflected in mapped floodplains. Development is strongly discouraged in flood plains, to avoid both on-site and up- and downstream property damage. Because of its relatively high elevation, floodplain areas are limited primarily to the Village's extraterritorial jurisdiction. All surface water in the Village leaves Village limits, minimizing potential flooding problems within Mount Horeb, but having implications for surrounding areas. The Village adopted a stormwater management plan in 2000 to suggest policies for managing its water runoff and resources.

Wetlands

According to DNR and Dane County, there are some small portions of wetlands in the Village of Mount Horeb. This is located around Stewart Lake on the northwestern part of the Village, along Schlapbach Creek flowing out of the eastern part of the Village, and a small tributary to the West Branch of the Sugar River flowing out of the western edge of the Village.

Woodlands

The Village's most prominent expanse of woodland is found in the north/northeastern area. Other smaller wooded areas are scattered throughout the Village and its peripheral area—particularly to the east and the south. According to the land use inventory done as part of this Plan, about 18 acres of woodlands were present in the Village. A larger area of woodland is located at the northwest margin of the planning area, in the "wind shadow" of Blue Mounds. In this area, the heights of Blue Mounds guided the direction of prairie fires to the north and south. Therefore, the extensive area of upland hardwoods in the northwestern portion of the planning area contains some of the largest and oldest stands of hardwoods in the Midwestern Prairie bioregion.

Hilltops and Ridgetops

Hilltop and ridgetop areas are important natural features that are often overlooked in comprehensive planning efforts. Hilltops and ridgetops serve to define the horizon. Large structures constructed on top of them tend to be visually prominent—especially if not blending with the area's rural-agricultural character in terms of color, material, or style. The Village's location in the unglaciated area known as the Driftless region has helped created a reputation for the rolling terrain and eye-catching, steep slopes that visually define the landscape around the Village.

Rare Species Occurrences/Wildlife Habitat

The Military Ridge Prairie Heritage Area, a 95,000-acre, highly significant grassland area that supports a number of rare birds, insects, and plants, occurs south and west of Mount Horeb. This project is a combination of efforts by The Nature Conservancy, WisDNR, U.S. Fish and Wildlife Service, and others. The area includes grassland, prairie remnants, pastures, and lands enrolled in the Conservation Reserve Program (CRP). About 2,500 acres are publicly owned or managed or within conservation easements. Notable species in the area include grassland songbirds, ring-necked pheasants, wild turkey, badgers, and a number of rare and listed plants and insects.

Environmental Corridors

Environmental corridors are composites of the best elements of a natural resource base occurring in a linear pattern on the landscape. In Dane County, environmental corridors are part of a countywide system of continuous open space. These corridors are essential to the maintenance of ecological balance and diversity and the preservation of natural beauty. Because environmental corridors are located in urban and urbanizing areas, it is important to preserve and protect them as natural open space. Doing so serves the dual purpose of protecting environmentally sensitive lands and natural resources from disturbance and development and/or reserving lands needed for open space and recreational uses.

Environmental corridors generally lie along the major stream valleys, around major lakes, and in the moraine areas of southeastern Wisconsin. Environmental corridor features include:

- Surface waters and their undeveloped shorelands and floodlands
- Wetlands, woodlands, and wildlife habitats
- Rugged terrain and high relief topography
- Parks
- Unique vegetation or geology
- Problem soils
- Steep Slopes

Almost all of Dane County's remaining high-value wetlands, woodlands, wildlife habitat areas, major bodies of surface water, delineated shorelands, and floodlands are contained within these corridors. They also provide recreational, scenic, and historic value through existing and potential recreation sites, historic, archaeological, and other cultural sites, scenic areas and vistas, and scientifically significant areas.

Environmental corridors are the most important individual elements of a natural resource base and have immeasurable environmental, ecological, and recreational value. Because of this, protection of environmental corridors from additional intrusion by incompatible land uses, and thereby from degradation and destruction, is an essential objective of this Plan. In addition, while inappropriate for development, environmental corridors can be ideal locations for passive recreational opportunities like trails, nature-oriented parks, and other low impact recreational uses. Map 2 shows the location of these environmental corridors in and near the Village, except where they are within a mapped park.

The Capital Area Regional Planning Commission maintains the mapping and data of environmental corridors in Dane County and works with local staff and the WisDNR to delineate the corridors.

Parks and Recreation Facilities

The Village values the contribution of parks, open space, and other natural areas to the area's quality of life, and places a high priority in their acquisition and maintenance. Parkland in the Village is shown on Maps 3a and 3b. As of 2021, the Village had approximately 113 acres park and open space land in 16 Neighborhood and Community Parks and 4 Special Use Parks.

Dane County parks and Mount Horeb School District recreation areas are also part of the recreational infrastructure in the Village. Stewart Park is a 125.5-acre County Park located on the northwestern corner of the Village. The park features a scenic and quiet setting, with a picnic area, some playground equipment, camping, cross-country ski trails, and an impounded spring-fed lake. Brigham and Donald Parks are two other Dane County Park facilities in the area. Donald Park has several facilities including walking trails, equestrian trails, picnic areas, and plans for campsites in the future. The park offers recreation opportunities for all four seasons – including cross country skiing and snow-shoeing.

The Mount Horeb High School, Middle School, Intermediate School, and Elementary School all feature recreational facilities.

The Military Ridge State Trail travels through Mount Horeb. This is a 40-mile regional bike trail connecting Dodgeville in Iowa County to Madison, via several communities including Mount Horeb. The trail is owned by WisDNR, showcasing some of the state's finest woodlands, wetlands, prairies, agricultural land, and small villages. Blue Mounds State Wildlife Area is another State Park.

The Village's park and recreation system is described in more detail in the 2020 Comprehensive Outdoor Recreation Plan.

Nonmetallic Mineral Resources

There are several quarries located within the Village's Extraterritorial Jurisdiction: surrounding the western interchange of USH 151 and CTH 1D, north of CTH S near Witte Road, and on Fertile Ridge Road in the far southwest area of the Village's ETJ. The Village, through its extra-territorial review, might receive requests for new or expanded extraction sites over the planning period. Such nonmetallic mineral extraction may be appropriate in the extraterritorial area, provided that they are properly sited, intended as a relatively short-term use (less than 20 years), reclaimed per new state and county rules, and are consistent with the policies of the town they are located within. New or expanded extraction sites that are intended for long-term use (more than 20 years) are generally not appropriate in the extraterritorial area, as they will likely conflict with and/or impede future urban residential development.

Under State Statutes (295.20), landowners who want to register their property as a nonmetallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable nonmetallic mining deposit cannot take effect during the registration period. Registration is effective for ten years and renewable for an additional ten years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take affect after the registration has expired.

Rain Events

Over the past 40 years, the number of storm events and precipitation totals have increased. These events have cause millions of dollars of damage each year all over the world. The Village of Mount Horeb is not immune to these trends. In fact, between 1980-1989 the average precipitation totals per year was a little over 31 inches, however between 2010-2018, the average increased to nearly 39 inches per year. Additionally, storm events have increased over that time period too. Together, both increased precipitation totals and storm events are important components of the ever-changing natural resource environment of the Village and should be considered in all aspects of this Plan.

Figure A.19: Madison Airport Weather Station Precipitation Totals

Decade	Average Precipitation Per Year
Average 1980-1989	31.58
Average 1990-1999	35.09
Average 2000-2009	36.47
Average 2010-2018	38.87

Source: NOAA, 1980-2018

CHAPTER FIVE: CULTURAL RESOURCES

Cultural Resources Inventory

The community of Mount Horeb dates back to the mid 1800's. It was named in 1861, by an English minister, to reflect its hilly terrain and natural beauty. Its early European settlers, primarily Scandinavian, brought along many elements of their culture. For instance, Norwegian settlers brought their traditional trolls—thus resulting in Mount Horeb's distinguished title as the "Troll Capital." Today, Mount Horeb's culture and history is still evident in its many historic buildings and homes in the downtown area, and celebrated in numerous festivals and events throughout the year.

Preservation of historic, archeological, and cultural resources fosters a sense of pride, contributes to a community's quality of life, and provides an important feeling of social and cultural continuity between the past, present, and future. Historic and cultural preservation can also provide economic benefits to property owners and communities through tourism and increases in property values. The following sections describe the significant historic and archeological resources in the Village.

Cultural Assets

The Village of Mount Horeb has many different cultural, recreational, and artistic assets in and around the Village. Some of these include:

- Mount Horeb Area Chamber of Commerce works to promote tourism and business retention in the Village. It hosts a wide variety of events year-round.
- Mount Horeb Public Library offers access to many different events for children, teens, and adults throughout the year.
- Mount Horeb Area Historical Society was founded in 1975 and has been working ever since to promote historic preservation in the community. It currently operates the Mount Horeb Driftless Historium Museum is located downtown, which features interactive exhibits and events to residents and tourist alike.
- Mount Horeb Senior Center is owned and operated by the Village. It offers senior-oriented programming, events, and services.
- Mount Horeb Recreation Department provides a wide variety of recreational and leisure opportunities to enhance the quality of life for area residents which include indoor and outdoor sports leagues, classes, events, and more.

Historic Resources

As of 2021, there are several properties and areas in the Village of Mount Horeb listed on the National Park Service's National Register of Historic Places:

- The Hoff Department Store, added to the National Register in 1989, is an intact example of an early twentieth-century brick commercial building. The store, which was constructed in 1916, is located at 101-103 Main Street, in the heart of the Village's historic commercial district.
- The Mount Horeb Opera Block, located downtown, was added to the National Register in 1989. It is home to 3-story Opera building reflecting Queen Anne and Romanesque construction built in 1895.
- The Main Street Historic District contains 29 buildings in the downtown area dating back to 1867. It includes the Hoff Department Store and Opera Block. It was registered in 2019.
- The Herman B. and Anne Marie Dahle house, located at 200 N. Second Street, is an intact example of a Neoclassical-style residence listed in the National Register in 2003.
- The Henry L. and Sarah Dahle house, located at 312 S. Fourth Street, was also listed in the National Register in 2003. This Craftsman-style dwelling displays decorative details typical of a high-style home.
- The Mount Horeb Public School, located on Academy Street, was listed in the National Register in 2010. This building is a prairie style school from the modern movement.
- The Aslak Lie Cabin was listed in the National Register in 1986. It is a two-story cabin built in 1848 mixing Norwegian construction and modern American architecture.

The Village also has a fine collection of historic or architecturally significant buildings and sites. The State Historical Society's Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state—such as round barns, cast iron bridges, commercial buildings, schoolhouses, and turn-of-the-century homes—that create Wisconsin's distinct cultural landscape. The AHI includes 131 documented properties in the Village of Mount Horeb. These properties include the sites of the former Mount Horeb Railroad Depot, the Opera House, A. Hoff and Company General Store, Mt. Horeb Bank, St. Olaf's Hospital, Mt. Horeb Village Hall, Mt. Horeb House Hotel, Mt. Horeb Co-op Creamery, the Co-op Cheese Factory, and several older houses and commercial buildings.

Registration of Historic Structures

An important part of the Village's identity and character derive from the historic downtown and Norwegian culture. Working with the Driftless Historium and other local groups, the Village will continue to pursue registration and preservation of historic structures in the community. This can be done by educating property owners on resources available to assist with historically sensitive remodeling projects, including the following:

- Property owners can qualify for a 20% Federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. Preservation tax incentives are available for buildings that the Secretary of the Interior has listed on the National Register of Historic Places.
- At the state level, the Wisconsin Economic Development Corporation administers an annual Historic Tax Credit Program. It allows for a state tax credit of 20% of qualified rehabilitation expenditures for income producing properties that either contribute to a National Register-listed historic district or that are individually listed—or eligible for listing—with the National or State Register. However, this program can only be applied to projects exceeding \$50,000 in rehabilitation. All work must comply with federal guidelines established in the Secretary of the Interior's Standards for Historic Building Rehabilitation.
- Another state-level tax relief program provides a 25% Wisconsin ITC for the rehabilitation of owner-occupied structures that are certified historic or contribute to a historic district. To qualify, rehabilitation expenditures must exceed \$10,000 and the State Historical Society must certify that the work is compatible with the historic character of the building. Applications for both Wisconsin programs must be made to the State's Division of Historic Preservation, where required forms and additional information can be obtained.
- At the local level, a Downtown Tax Increment Finance District (TID #5) was established in 2016. The project plan for this TID includes the establishment of low interest and grant programs and has helped facilitate several new developments and redevelopment. It is a key component of assisting property owners in preserving the historic downtown character.

Other related opportunities include:

- Historic property owners can apply for grant funding from the Wisconsin Humanities Council's Historic Preservation grant program. The program provides mini (under \$2,000) and major (under \$10,000) grants for projects that enhance the appreciation of important historic buildings or decorative art works. All applications must be made to the Wisconsin Humanities Council, where additional information can be obtained.

Archeological Resources

According to the State Historical Society and local sources, there are several known archaeological sites in the planning area (Village and surrounding 1.5 mile ETJ). These sites contain cemeteries (including unmarked graves, mounds, and effigy mounds), campsite and village communities, rock art sites, and cabin/homestead sites.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land, and may not be viewed by the general public. Dane County ordinances require a 25-foot setback from Native American burial mounds.

Downtown Mount Horeb

In 2017, the Village hired Vandewalle & Associates to help develop and complete a redevelopment plan for downtown. The plan focused on identifying issues, detailing opportunities, and developing an achievable vision. Much of the plan focuses on the economic development-related components, but it also highlights the assets, culture, and history of downtown. Since the adoption of the plan, several new programs have been established and multiple new developments have taken place. Many of the recommendations from the Downtown Redevelopment Plan are mirrored in the Economic Development Chapter of this Plan.

CHAPTER SIX: LAND USE

Existing Land Use Pattern

Topography, utilities, natural features, and major transportation corridors have been the predominant forces shaping development in the Village. Rugged terrain and steep slopes have limited development potential on the Village's north side. As a result, much of the Village's growth over the past two decades has focused south of CTH ID and north of USH 151. Maps 3a and 3b depict the existing land use pattern within the Village's Planning Area in 2021. The following is a summary of the development patterns as depicted on each map.

Residential Development

Residential development comprises about 40% of the land area within the Village's municipal boundary, consisting of 701 acres of single-family development, 71 acres of two-family development, and 57 acres of multi-family residential development. Single-family land uses are concentrated throughout the Village in nearly every direction from CTH ID. Two-family and multi-family land uses are scattered throughout the Village, adjacent to several main transportation corridors within many different residential neighborhoods.

Non-residential Development

Industrial uses comprise 1.5% of the total land area within the Village. Concentrations exist on the west side of the Village near CTH ID and along the former rail line (now the Military Ridge State Trail) near Front Street.

Business and office land uses comprise 5% of the total land area in the Village. Mostly auto-oriented commercial exists along Springdale Street from the eastern USH 151 interchange to downtown. In and around downtown, higher-density mixed-use commercial land uses are prevalent.

Institutional uses include several school sites throughout the Village and municipal facilities. Parks and Open Space are also scattered throughout the Village and include all Village parks, the Military Ridge State Trail, and Stewart County Park. In total, these land use combine to account for 25% of the Village's total land area.

Vacant subdivided land makes up another 5% of the land area within the Village. Much of this land is platted for future residential development, in addition to a large area near the Springdale Street/USH 151 interchange platted for future industrial development. Beyond the Village's existing municipal boundary, agricultural and environmental corridors are the dominate land use type.

Figure A.20: Village of Mount Horeb Existing Land Use

Land Use	Acres	Percent
Agricultural and Open Space	68.8	3.3%
Single-Family Residential (Sewered)	700.7	33.7%
Two-Family Residential	70.9	3.4%
Multi-Family Residential	56.5	2.7%
Business and Office	104.6	5.0%
General Industrial	30.6	1.5%
Government and Institutional	193.6	9.3%
Park and Open Space	352.3	16.9%
Woodlands	17.8	0.9%
Vacant Subdivided	120.4	5.8%
Surface Water	0.3	0.03%
Right-of-Way	363.9	17.5%
Total	2,080.2	100%

Source: V&A, 2021

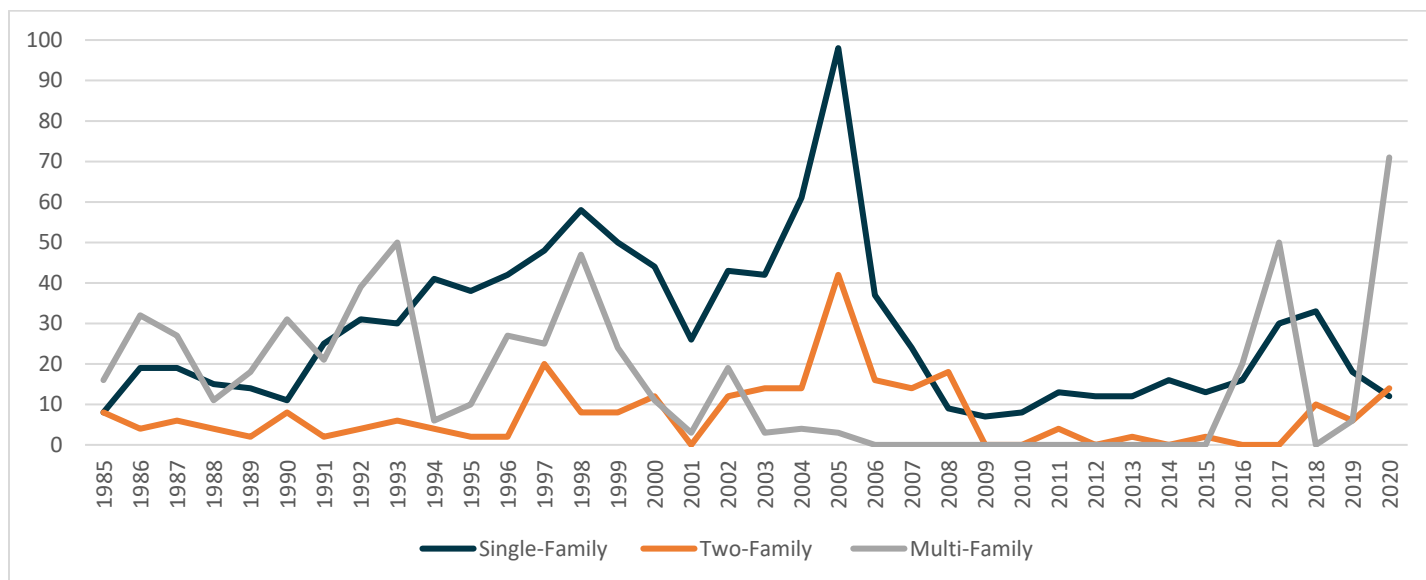
Development Trends

Between 1980-2000, the Village experienced significant growth, with over 1,000 new dwelling units permitted for an average of 62 constructed each year. However, as shown below, that pace has slowed over the past decade. This can be attributed to the Great Recession, housing market collapse, and slow economic recovery. A few portions of unfinished residential subdivisions still exist in the Village today. While residential growth has still taken place over the past decade in Mount Horeb, other communities such as Madison, Middleton, Verona, and Fitchburg have experienced a much higher level of sustained residential growth.

Additionally, between 1985-2005, new housing units were more evenly distributed between single, two, and multi-family units. In contrast, between 2005-2015, almost all new housing units constructed were single-family units. That trend has shifted in recent years as more multi-family units have been constructed.

Some new commercial development has taken place since 2010, mostly along Springdale Street and redevelopment downtown, however very little industrial development has occurred over the past decade.

Figure A.21: Village of Mount New Housing Units Permitted by Type



Source: Village of Mount Horeb, 2021

Trends in the Village's land market show a very similar situation as the construction trends above, with considerable growth pre-2010 and much less post-2010. Overall, land values have gone up considerably since 2000, but only by 40% over the last decade compared to nearly 200% growth between 2000-2010. This trend is similar to many of the Village's neighboring communities, outside of Verona.

Figure A.22: Equalized Value Comparison

	2000	2010	2020	2000-2020 Change	2010-2020 Change
Village of Mount Horeb	\$287,588,000	\$600,982,700	\$838,224,300	191%	39%
City of Verona	\$462,363,900	\$1,527,783,100	\$3,273,069,100	608%	114%
Village of Cross Plains	\$169,391,100	\$331,621,100	\$423,574,200	150%	28%
Village of Blue Mounds	\$25,549,500	\$58,691,700	\$87,125,000	241%	48%
Village of Oregon	\$399,746,000	\$857,070,500	\$1,312,188,300	228%	53%
Town of Blue Mounds	\$55,402,500	\$126,097,000	\$161,707,400	192%	28%
Town of Cross Plains	\$119,627,100	\$254,867,300	\$298,943,100	150%	17%
Town of Vermont	\$66,234,000	\$135,075,100	\$177,835,300	168%	32%
Town of Springdale	\$127,552,400	\$295,597,600	\$355,101,400	178%	20%

Source: Wisconsin Department of Revenue

Existing Land Use Conflicts

Existing land use conflicts in the community include areas around the former railroad corridor (now the Military Ridge State Trail) in the central part of the Village along Front Street. The areas generally have older commercial or industrial sites abutting downtown and residential development. Many of these land use patterns have been in place for decades and the Village has worked to establish buffers and other mitigating improvements as redevelopment occurs. Overall, Mount Horeb is fortunate to have very few notable land use conflicts. This is a testament to the historic planning, reuse, redevelopment, and infill practices the community has employed.

Regional Plans

A Greater Madison Vision is a regional planning effort being led by CARPC to guide regional development over the next 25 years. Since it has kicked off in 2016, the planning process has focused on data collection, public input, capacity building, and the formation of a Steering Committee. There are now three overarching goals that have been developed. They include growth that reduces greenhouse gas emissions and fosters community resilience to climate change, increases access to jobs, housing, and services for all people, and conserves farmland, water resources, and natural areas. Additionally, a set of objectives for the Regional Development Framework have also been developed:

Objectives:

- Increase development that is compact, mixed, walkable, and where feasible, transit supportive.
- Increase the tree canopy.
- Increase infiltration of precipitation and reduce stormwater run-off.
- Decrease racial disparities.
- Housing supply meets demand.
- Business and job growth in targeted sectors.
- Increase physical access of residents to jobs and services.
- Direct growth away from important natural and agricultural areas.
- Designate and protect regional farmland preservation areas.
- Increase density and ensure good connectivity among developments.

In 2022, the focus will shift to implementing the framework into local plans and processes. Many of the regional goals and objectives are incorporated throughout this Plan.

Projected Land Use Demand

The ever-changing national, regional, and local market trends, policies, and future priorities will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in Mount Horeb. These factors, in turn, determine the demand for land development.

Wisconsin statutes require comprehensive plans to include projections, in five-year increments, for future residential and non-residential land uses in a community over the planning period. As described in the Issues and Opportunities chapter, for the purposes of this Plan, population change over the next twenty years will be based on the Linear Growth Projection based on 2000-2020 population change.

Figure A.20 presents the projected land use demand for the Village of Mount Horeb through the year 2040. The following analysis for land use demand considers several factors:

- 2020 to 2040 Population Change: For the purposes of this Plan, population change over the next twenty years will be based on the Linear Annual Growth Projection equation using 2000-2020 population change (1,765 new residents). Since the market demand has fluctuated significantly over the past 30 years, seven total population growth projection were calculated for comparison purposes ranging from 1,232 to 5,308 new residents by 2040.
- Projected Number of New Households in 2040: The projected number of new households is based on the projected population growth divided by the projected average household size for the given 5-year increment. This Plan assumes that the household size in Mount Horeb will decrease to 2.40 by 2040, mirroring state and national trends although starting from a higher base.
- Projected Residential Acreage Demand: The Village's current average residential density is approximately 5 dwelling units per net acre. This was used to calculate the projected number of residential acres needed to maintain that density over the next 20 years.
- Non-Residential Acreage Demand: Mount Horeb's existing ratio of residential to non-residential land is approximately 50:50. Based on the assumption that this ratio represents a healthy mixture of residential to non-residential development, this ratio was used to project land demand to the year 2040.
- Preliminary Acreage Demand: The land use projections assume that within any new development an additional 33% will be needed for roads and utilities, sidewalks, parks, etc.
- Flexibility Factor: Because the Village cannot guarantee the timing and location of new development, it is prudent to incorporate a flexibility factor into projections of land use demand to ensure that the actual supply of land appropriate for development will be available to meet expected demand. Providing a flexibility factor can also serve to keep land prices in check. In addition, providing alternative areas for growth is critical to preventing drastically uneven patterns and rates of growth that can make providing utilities and services inefficient or costly. Finally, the rationale for some flexibility in the land supply could provide a reasonable basis for negotiating adjustments to the approved Urban Service Area (administered by CARPC). The assumed flexibility factor was two times the preliminary acreage demand.

Figure A.23: Future Land Use Demand

Projection Used		2020-2025	2025-2030	2030-2035	2035-2040	Total
Projected Population Increase ⁽¹⁾	Linear Growth Between 2000-2020	441	441	441	441	1,765
New Household Projection Increase ⁽²⁾	Linear Growth Between 2000-2020	177	179	181	183	720
Residential Acreage Demand ⁽³⁾	Linear Growth Between 2000-2020	35	36	36	37	144
Non-Residential Acreage Demand ⁽⁴⁾	Linear Growth Between 2000-2020	18	18	18	18	72
Preliminary Acreage Demand ⁽⁵⁾	Linear Growth Between 2000-2020	71	71	72	73	287
Flexibility Factor ⁽⁶⁾	Linear Growth Between 2000-2020	142	143	144	146	575

1. Projection based on a linear growth equation using population changes between 2000-2020.

2. Source: WisDOA Projections for average household size between 2020-2040.

3. Assumed 5 dwelling units per acre.

4. Assumed every new development would include a minimum of 50% additional acreage for non-residential development. This is based on historic best practices of projecting future land use demand for communities with a diversity in land uses (residential, jobs, government, parks, retail, etc.).

5. Assumed an additional 33% land area needed in every new development for roads, sidewalks, parks, etc.

6. Assumed 2x the preliminary acreage demand total as a margin of error.

Land Supply

Based on the projected population increase and including the flexibility factor, land demand for new development over the next two decades is projected to be approximately 575 acres. The supply of land available for development includes areas of the Village that have been approved for development but are not yet built out, lands currently within the Village limits but not yet developed, land available for redevelopment, and undeveloped land outside the Village limits.

Of the available acres in the Village today, there are an existing 58 building-ready residential lots available within Mount Horeb as of October 2021. Other development-ready areas include the vacant platted parcels at the intersection of Springdale Street and USH 151 and a few other small pockets along Springdale Street. After taking into consideration lands available for redevelopment and those areas planned for development but not yet developed, it is anticipated that the Village will most likely need to annex land in order to accommodate its future growth over the next 20 years.

Future Land Use

The Future Land Use map (Map 4a and 4b) indicates recommended future land uses over the 20-year planning period and their location. The Plan takes into consideration both the supply of developable land and projected demand. The Plan addresses areas with existing incompatible or conflicting land uses and recommends a pattern to prevent or minimize potential new conflicts in land use. Changes in land use to implement the recommendations of this Plan will be at the request of property owners. This Plan will not compel property owners to change the use of their land. Instead, Map 4a and 4b and the policies within this Plan will guide the Mount Horeb in its review of development proposals as they are put forward.

CHAPTER SEVEN: TRANSPORTATION

Existing Transportation Network

Access is a key determinant of growth because it facilitates the flow of goods and people. The Village of Mount Horeb is well connected to the region through the existing roadway network. Other transportation facilities, such as airport service and bike and recreational trails are located in or easily available to the Village. This section describes the existing conditions of transportation facilities in the Village. Map 5 shows existing and planned roadways in the Village.

Roadway Function Classification System

Throughout Wisconsin, all local, county, state, and federal transportation routes are classified in categories under the “Roadway Functional Classification” system.

As identified by WisDOT, the functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main roadway functional classes include:

- Principal Arterials. Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways.
- Minor Arterials. Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials.
- Collectors. Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system.
- Local Streets. Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: WisDOT, *Facilities Development Manual, Procedure 4-1-15*.

Roadways

Automobile transportation has played a significant role in how Mount Horeb has grown overtime. USH 18/151 has provided accessibility to central Dane County that makes it an easy commute. The Village is also well-connected and easily accessible regionally by a network of interstate, state trunk (STHs), and county trunk highways (CTHs) including:

- USH 18/151 is a four-lane, limited access highway that runs east-west on the south side of the Village. It serves as a principal arterial road, connecting Mount Horeb with Madison to the east and Iowa to the west. USH 18/151 also links Mount Horeb to Interstates 39, 90, and 94 via USH 12/14/18 (Beltline). USH 18/151 serves as the southern boundary of the Village today. There are two existing interchanges on the far east and west sides of the Village. The average annual daily traffic along USH 18/151 east of the Village is 24,500, between the interchanges is 19,000, and 19,400 west of the Village. (Source: WisDOT, 2018)
- Bus. 18/151 (Springdale Street) is the main entryway into the Village from the east. Traffic volumes along this corridor were between 6,900-9,700 vehicles per day in 2018. (Source: WisDOT)
- STH 92 passes under the USH 18/151 bypass connecting to CTH JG in Mount Horeb. Outside of the Village, the roadway run south and east to Mount Vernon and Belleville. Approximately, 2,100 vehicles per day travel to and from the Village on STH 92. (Source: WisDOT, 2015)
- STH 78 runs north-south, connecting the Village to Black Earth and Mazomaine. Approximately, 7,000 vehicles per day use STH 78 through the Village. (Source: WisDOT, 2020)
- CTH S intersects with STH 78 just north of the Village. This roadway is a key alternative connection to Middleton, Verona, and Madison for Village residents, visitors, and workers, carrying 5,400 vehicles per day. (Source: WisDOT, 2018)
- CTH JG is a north-south thoroughfare bisecting the Village, carrying 2,000 vehicles per day. (Source: WisDOT, 2009)

Due to the steep topography within the Village, planning for local road systems has been a particular challenge, especially in providing viable north-south and east-west collector roads. Within the Village, Main Street historically served as a central focus of the Village’s growth, with secondary streets extending at right angles from this arterial. Steep terrain in the Village made the placement of additional east-west arterials in the Village, particularly to the north of Main Street, more challenging. As a result, Main Street absorbed traffic volumes in excess of what would be considered normal in a Village of its size until the bypass opened in 1984. Today, the traffic volume on Main Street/Springdale Street/CTH ID continues to be highest in the Village.

Airports

Middleton Municipal Airport—Morey Field in Middleton serves private air traffic and some smaller scale commercial activity and is located about 17 miles to the northeast. The Dane County Regional Airport in Madison, located approximately 24 miles to the east, offers larger carrier and passenger facilities. Three additional, small landing strips include the Mount Vernon landing strip, the Kelley landing strip, and an unnamed landing strip, are located to the south of the Village.

Rail

There is currently no active rail line running through the Village. The former Chicago and Northwestern right-of-way through the Village was converted to function as part of the Military Ridge State Trail, which services bicycles and pedestrians. Some rail-oriented industrial and warehousing structures remain along the former rail corridor.

Bicycles and Walking

The Village has many existing bicycle and pedestrian facilities. The most prominent is the Military Ridge Trail that runs east-west through Mount Horeb. This 40-mile regional bike trail connects Dodgeville in Iowa County to Madison, via several communities including Mount Horeb. The trail is owned by WisDNR, showcasing some of the state's finest woodlands, wetlands, prairies, agricultural land, and small villages. The trail follows the Chicago and Northwestern Rail corridor; between Dodgeville and Mount Horeb it runs along the Military Ridge—the divide between the Lower Wisconsin and the Rock Pecatonica River Basins. East of Mount Horeb, it runs through the Sugar River Valley. The trail is limestone surfaced and accessible to pedestrians, bicyclists, and wheelchairs in the spring, summer, and fall and skiers and snowmobilers in the winter. In the Village, portions of the trail are elevated, running along a former railroad bridge.

There are also several on-road bicycle facilities on lower traffic volume roadways throughout the Village. Sidewalks are provided in some of the existing residential neighborhoods, especially in the historic downtown area.

Paratransit

Paratransit is specialized transit service to specific segments of the population that require more accessible vehicles and flexible routing. The Dane County Specialized Transportation Commission provides policy direction, coordination, and administration of specialized transportation services in Dane County. Residents of Mount Horeb can take advantage of several specialized transportation services for the elderly, persons with disabilities, veterans, rural residents, those in need of direct employment transportation, and low-income persons. These services are administered by the Adult Community Services Division of the Dane County Department of Human Services.

The Community Access Transportation: Rural Transportation Program is an appointment-based service that provides door-to-door rides throughout Dane County. It is available to anyone who lives in their own home or apartment that does not have access to public transportation. The program is coordinated through the Transportation Call Center. The cost of riding is based on the passenger's ability to pay and other program eligibility.

Transit

The Village of Mount Horeb is not served by public transit. Metro Transit serves bus riders in the greater Madison area, but current routes only extend as far south and west as Verona. Several transportation options for the elderly, those with disabilities, and low-income persons through the Dane County Department of Human Services are available, as mentioned above.

The Village also has private ride-share options through Uber and Lyft which provides alternative transit opportunities to residents and can be particularly important to those without personal vehicles.

Trucking

Trucking through the Village is accommodated through the highway network. Due to the lack of alternative east-west collector routes, trucks rely on Springdale and Main Street for in-Village transport.

Review of State and Regional Transportation Plans

The following is a review of state and regional transportation plans and studies relevant to the Village. The Village's transportation plan element is consistent with these state and regional plans.

2050 Regional Transportation Plan

This plan was completed by the area's Metropolitan Planning Organization (MPO) and adopted by the Transportation Planning Board in 2017.

The Regional Transportation Plan's seven overarching goals, which are reflective of and build on the goals of this Plan. They include:

- Create Connected Livable Neighborhoods and Communities
- Improve Public Health, Safety, and Security

- Support Personal Prosperity and Enhance the Regional Economy
- Improve Equity for Users of the Transportation System
- Reduce the Environmental Impact of the Transportation System
- Advance System-wide Efficiency, Reliability, and Integration Across Modes
- Establish Financial Viability of the Transportation System

Action items affecting Mount Horeb that were identified in the Regional Transportation Plan 2050 were:

- The Verona Road (USH 18/151) project completed in 2020 that expanded the capacity and speeds of this key connection point from the Village of Mount to the greater Madison metro area.
- Resurfacing USH 151 through the Village and west.
- Resurfacing CTH 78 from Mount Horeb to Black Earth.

2021-2025 Transportation Improvement Program

The Transportation Improvement Program for the Dane County Area 2021-2025 (TIP) provides the mechanism to list projects for federal funding. The TIP must be consistent with the region's long-range transportation plan, include all transportation projects in the metropolitan area that are proposed for federal funding, and cover at least three years of programming.

The TIP identifies several projects affecting the Village of Mount Horeb:

- 2022 Pavement repair of USH 151 from Verona to Mount Horeb.
- 2023 Resurfacing of USH 151 from Mount Horeb to Blue Mounds.

Connections 2030: Wisconsin's Long-Range Multimodal Transportation Plan (2009)

Connections 2030 links statewide transportation policy to implementation, planning, programming, and other Wisconsin Department of Transportation (WisDOT) activities. The plan calls for improved system integration for passengers and freight, as well as modernization to correct outdated infrastructure design and combine technological advancements with more traditional transportation infrastructure designs.

The Plan sets policy directions for the state trunk highway system, public transit, intercity travel, freight movement, bicycle and pedestrian travel, and funding, project scheduling and prioritization decisions. As part of the Connections 2030 planning process, WisDOT identified 37 System-level Priority Corridors. The corridor maps identify specific projects; however, the Plan does not guarantee that all potential projects will be implemented. The Village of Mount Horeb is located in the Cornish Heritage Corridor – Dubuque, IA to Madison. Recommendations in the Mount Horeb area include: a corridor plan for US 18/151, rural bicycle and pedestrian accommodations along US 151, an intercity bus stop in Mount Horeb, and a Park & Ride at US 151 and County Road ID. Some of these recommendations may have implications for future bike and pedestrian planning by the Village.

Wisconsin Bicycle Transportation Plan 2020

Wisconsin Bicycle Transportation Plan 2020 (1998) presents a blueprint for improving conditions for bicycling, clarifies the Wisconsin Department of Transportation's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. The Plan reports that, according to a University of Wisconsin survey conducted in August of 1998, more than one-third of all Wisconsin households included someone who took at least one bike trip in the previous week. The Plan map shows existing state trails and future "priority corridors and key linkages" for bicycling along the state trunk highway system in Wisconsin.

In 2001, the State also adopted a pedestrian policy plan, which highlights the importance of walking and pedestrian facilities. This Plan is applicable for new developments in the Village, and important to improving the Village's pedestrian facilities.

Bicycle Transportation Plan (2015)

The Madison Area Transportation Planning Board (MPO) prepared and adopted the Bicycle Transportation Plan for the Madison Metropolitan Area and Dane County in 2015. This plan outlines the benefits and needs of bicycling, provides a vision, goals, and strategies, details facility best practices, and identifies desirable bicycle and pedestrian facility routes throughout the Madison metropolitan area and Dane County. This Plan makes multiple recommendations for bicycle trails and facilities in the Mount Horeb area. These include repaving of the Military Ridge Trail between Old PB and Epic and a new path from Paoli to Verona to connect the Badger State Trail at CTH A to the Military Ridge Trail.

Dane County Parks and Open Space Plan 2018-2023

The 2018-2023 plan details an inventory of the existing parks and facilities in Dane County, facility specific recommendations, preservation and protection initiatives, and ongoing projects and programs.

Recommendations impacting transportation planning in and around Village of Mount Horeb included:

- Develop a shared-use path along the Sugar River that would connect Donald Park to the southern end of Mount Horeb and eventually to the Falk Wells Sugar River Wildlife Area south of Verona.
- Partner with non-profit organizations on acquisition of additional lands surrounding the site that would enhance access and connectivity to adjacent existing grassland restoration projects near Stewart Lake County Park.
- Work with Village/DNR to plan and develop a shared use trail connector from Brigham County Park to Blue Mound State Park.

Village of Mount Horeb East Corridor ID Study

In 2005, the Village completed an engineering study to analyze the traffic impacts of the North Cape Commons development near the Bus. 18/151 E./USH 18/151 interchange. The study included forecasts of traffic that would generate from the North Cape Commons development during weekday mornings and weekday evening peak hours; an analysis of service levels of operation; and identification of necessary future corridor transportation improvements to accommodate background traffic. The recommended transportation improvements included corridor expansion (from two to four lanes), four additional roundabouts at key intersections, dedicated on-street bicycle lanes, and other streetscape enhancements—all of which have been completed. No additional corridor studies have been completed since 2005.

CHAPTER EIGHT: UTILITIES AND COMMUNITY FACILITIES

Existing Utilities and Community Facilities

Sanitary Sewer

The Village's wastewater treatment is operated under the oversight of the Mount Horeb Utility Commission. The wastewater treatment plant is located in the southern extent of the Village, south of the USH 18/151 bypass. The Village has ten lift stations.

Water Supply

The Mount Horeb Water Utility supplies water to residents. The Utility operates four municipal wells, with a water pumping capacity of 2,950 gallons per minute. Water storage capacity in the Village is in excess of 700,000 gallons. Both meet the Village's annual water consumption needs. The Village has two water storage towers—one in the downtown area and a second one constructed in North Cape Commons in 2005. The Village has adopted a wellhead protection ordinance when the second water tower was constructed.

Solid Waste Disposal

The Village contracts with Waste Management for disposal of residential and commercial solid waste and for recycling.

Stormwater Management

The Village takes a proactive approach to addressing stormwater management needs, recognizing the necessity for properly managing stormwater runoff from existing and new development due to its location at the headwaters of several high quality streams, and its position on the divide of two major basins and three smaller watershed subunits. The Village had experienced some severe runoff and pollution in Stewart Lake as a result of heavy precipitation. Several steps have been taken over the past years to remedy these conditions. In 2000, the Village adopted a Stormwater Management Plan. The Plan:

- Suggests amendments to the Village's erosion and stormwater ordinances to reflect updated performance standards, and to meet or exceed Dane County Erosion Control and Stormwater Ordinance.
- Proposes opportunities to the Village to develop information and educational materials pertaining to stormwater management.
- Reports that the Village's municipal operations are satisfactory and do not significantly contribute to stormwater problems.
- Recommends small modifications to existing stormwater management facilities.
- Advises construction of five regional basins as priority.
- Promotes the thermal reduction structures should be placed on regional stormwater basins to protect downstream water resources.
- Advocates limited access and site level improvements to the Village's compost site to buffer it from the West Branch Sugar River.
- Suggests several funding sources for improvements.

Law Enforcement

The Village of Mount Horeb Police Department serves as the primary law enforcement agency to Village residents. The department is authorized for the following sworn law enforcement staffing; nine full-time officers, one school resource officer, one detective, two sergeants, one lieutenant, and one chief. There are three civilian staff members as well, two administrative assistants and one community service officer. The police department uses six squad cars and one civilian community service vehicle. The department moved from the Village Hall to a new facility at 222 Front Street in 1998. The police department moved into a joint public safety building with the Mount Horeb Fire Department in 2019 at 400 Blue Mounds Street.

The Mount Horeb Police Department is dispatched 24 hours a day through the Dane County Communications Center and also by Village Police Department's administrative staff during regular business hours. The Dane County Sheriff's Department is available to provide assistance to the Village Police Department, when needed. The Mount Horeb Police Department also works closely with many other Dane County and State of Wisconsin agencies to provide the best services possible to the community.

Village Municipal Building

The Village administrative staff operates out of the Village Municipal Building at 138 East Main Street, on the intersection of Second Street. The Village staff consists of the Administrator, Building Inspector, Communications Coordinator, Court Clerk, Clerk/Treasurer, Administrative Assistant, three Utility staff members, and two Utility Clerks.

In addition to the offices, there is a large and a small meeting room in the upstairs of the municipal building. The Village Board and many of the special committees and commissions also hold their regular meetings in these locations.

Public Works

The Village's Public Services Department is responsible for maintaining and plowing Village streets, storm water structures and maintaining Village buildings. The Village Public Services Building is located at 301 Blue Mounds Street.

Fire Protection and Emergency Medical Services

The Mount Horeb Area Joint Fire Department is a combination department that provides fire protection and emergency medical services to the Village of Mount Horeb, and the 137 square miles surrounding the Village including the Village of Blue Mounds, and all or portions of the Towns of Blue Mounds, Cross Plains, Perry, Primrose, Springdale and Vermont. The department is governed by the Mount Horeb Area Joint Fire Department Board, which includes representatives from each of these municipalities.

Fire services are provided by 58 firefighters; 50 volunteers, 7 career staff and a career fire chief. The department provides firefighting, hazardous materials response, emergency medical services, vehicle rescue (extrication), search and rescue services, as well as fire prevention and public education programs.

EMS services are provided by the firefighters in addition to 16 non-firefighting EMS providers. The fire chief serves as the EMS director. The service is licensed at an Advanced Emergency Medical Technician level.

Fire and EMS is located at the Mount Horeb Public Safety Building at 400 Blue Mounds Street.

Parks and Recreational Facilities

The Village has numerous Village, County, and State facilities that provide excellent opportunities for outdoor recreation and showcase the natural beauty of the area. These include several Village parks, Mount Horeb School District recreational facilities, Stewart Park (a Dane County Park), and the Military Ridge State Bike Trail.

In total, the Village of Mount Horeb owns and operates 113 acres of parkland in 16 Neighborhood and Community Parks, and 4 Special Use Parks. Based on the 2020 Comprehensive Outdoor Recreational Plan (CORP), it is projected that the Village will need to acquire 41 new unconstrained acres of parkland by 2040 to meet population increases and maintain the desired level of service. For more information on the Village's park and open space system, see the 2020 CORP. The Village's Public Services Department and Recreational Department is responsible for maintenance and programming of Village park and recreational facilities.

Dane County Parks also play a key in the Village's park and recreational facilities. Stewart Park is a 125.5-acre County Park located on the northwestern corner of the Village. The park features a scenic and quiet setting, with a picnic area, some playground equipment, camping, cross-country ski trails, and an impounded spring-fed lake. Brigham and Donald Parks are two other Dane County Park facilities in the area.

Additionally, each public school in Mount Horeb offers both indoor and outdoor recreational facilities.

The Military Ridge State Trail travels through Mount Horeb. This is a 40-mile regional bike trail connecting Dodgeville in Iowa County to Madison, via several communities including Mount Horeb. The trail is owned by WisDNR and showcases some of the state's finest woodlands, wetlands, prairies, agricultural land, and small villages. Blue Mounds State Wildlife Area, another State Park, is located along the trail.

Library

Offering a wide variety of resources, programs and services all ages, the Mt. Horeb Public Library welcomes everyone to explore, grow and connect. Activities include continuing education and opportunities to connect with the larger community for adults, a wide variety of storytimes and early literacy events for younger people. Library staff curate early release day activities, drop-in craft days, and summer reading programs for all ages. The library also provides a free computer lab, indoor/outdoor WiFi, gaming, online databases and other resources for adults, children, and educators. Housing a collection of over 60,000 books, dvds, cds, magazine and other materials that the community can check out, the library also belongs to a large library system, which brings access to the materials of over 50 other libraries to the community.

The Mount Horeb Public Library is located at 105 Perimeter Road. The library moved into its current location in 2002. The library first opened in 1876 when books were available for public use at Paul Sletto's Boot and Shoe.

Senior Center

The Senior Center works with seniors aged 60 and up in the Village of Mount Horeb, Village of Blue Mounds, and towns of Perry, Primrose, and Blue Mounds. They are guided by the Southwest Dane Outreach Board, which consists of a member from each municipality that we serve that meets six times a year. The Senior Center offers Case Management services that helps guiding seniors through Medicare, Social Security, health insurance, prescription drug plans, and many other social, education, and wellness programs. Additionally, they have a Nutrition Program, which includes home delivered meals

Monday through Friday and congregate meals at the Senior Center on Monday, Wednesday, Thursday, and Friday and at Finks Café on Tuesday.

Trash/Recycling Facilities

Waste Management provides trash and recycling services for the Village. The Village began curbside recycling in 1991.

The Village accepts leaves and yard wastes at its compost site on Docken Road in the spring, summer, and fall months.

Dane County's Clean Sweep program is available to Village residents to dispose of hazardous materials at the Dane County Highway Garage on Fish Hatchery Road in Madison.

Telephone/Wireless Telecommunications Facilities

Mount Horeb Telephone Company, a locally-owned telephone company, provides telephone service to residents of the Village.

MHTC.net provides the Village and many of the surrounding communities with a variety of services, including high speed and DSL internet connections.

Health Care Services

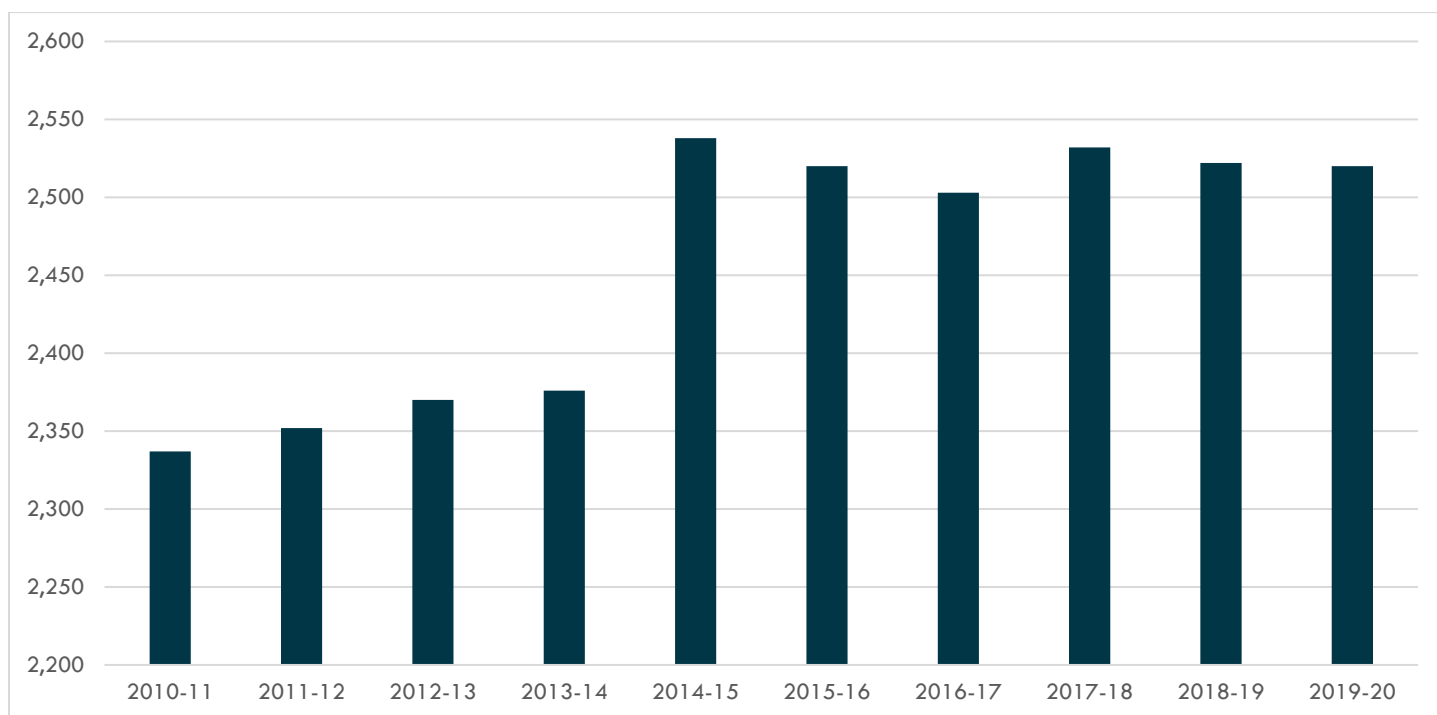
Mount Horeb has two medical clinics and a volunteer emergency medical service (EMS). Doctors serving the Village's clinics are affiliated with one or more of the major medical facilities in the nearby City of Madison. Dental and chiropractic offices are also located in Mount Horeb.

In addition, the Village's proximity to the Madison metropolitan area provides access to a wide array of health care providers and specialty medical services through the University of Wisconsin Hospitals and Clinics, St. Mary's Hospital, Meriter Hospital, and several HMO provider facilities.

Educational Facilities

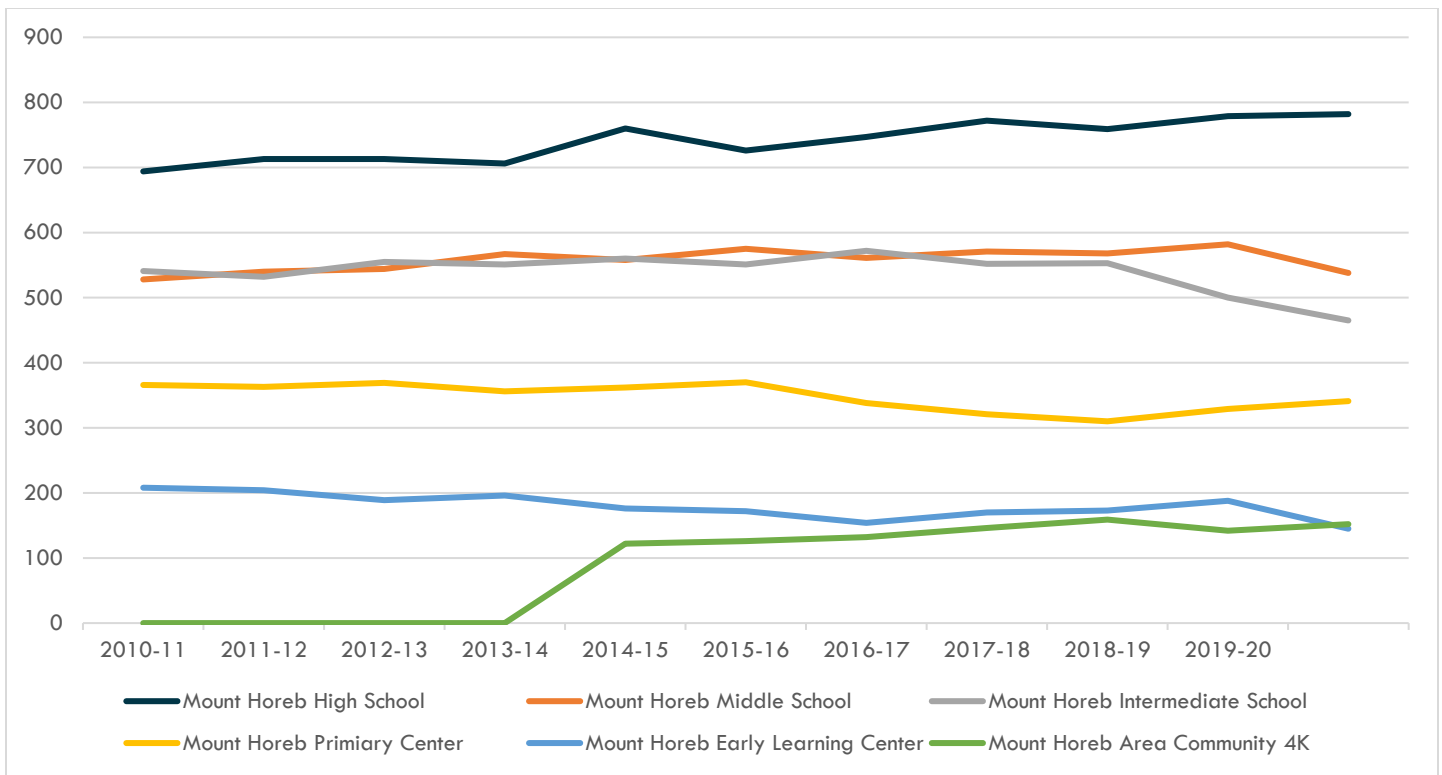
Children in the Village attend public schools in the Mount Horeb Area School District. The District has six schools, including the Community 4K, Early Learning Center, Primary Center, Intermediate School, Middle School, and High School. Enrollment in the Mount Horeb Area School District has grown approximately 8% over the last decade with the largest increase occurring in 2014-2015 with the opening of the Community 4K. Overall, both the Middle School and High School enrollments have grown the most since 2010.

Figure A.25: Mount Horeb Area School Total Enrollment



Source: Wisconsin Department of Public Instruction, 2021

Figure A.26: School Enrollment By School



Source: Wisconsin Department of Public Instruction, 2021

In addition to the public school system in the Village, the Agape Christian Preschool offers additional educational opportunities for local youth at the preschool level. Additional educational and enrichment opportunities are available in the City of Madison through the University of Wisconsin, Edgewood College, and Madison Area Technical College, in addition to Southwest Wisconsin Technical College in Fennimore.

Other Area Organizations and Clubs and Social Services

The Community Action Coalition for South Central Wisconsin provides housing supportive services, food pantries and related services, and educational programming for adults and youth throughout Dane County. One the Community Action supported food pantries is located in Mount Horeb.

Additionally, there are three assisted living facilities in the community providing housing for the elderly and those with special needed. They include the Inglehaven Assisted Living Apartments, BeeHive Homes of Mount Horeb, and Girlie's Manor.

Dane County Community Health Needs Assessment (2019-2021)

Healthy Dane is a collaboration of the four Dane County hospitals and Public Health Madison and Dane County. This group works together to compile and provide data, identify regional health issues, and produce the Dane County Community Health Needs Assessment.

Completed in 2018, the Dane County Health Needs Assessment is an update of the same document produced in 2012. It provides a profile of the community, identifies needs and assets, and determines priority issues to address. The Needs Assessment examines all factors impacting health including physical environment, social and economic factors, clinical care, and health behaviors to analyze what will have the greatest impact on health outcomes. The top four health outcomes prioritized within the Needs Assessment were maternal and child health, chronic conditions, mental and behavioral health, and substance use abuse.

CHAPTER NINE: HOUSING

Existing Housing Characteristics

Below is a summary of the housing-related trends (all data sets are included in Issues and Opportunities Chapter of this Appendix):

- Average household size in Mount Horeb increased to 2.7 in 2019, up from 2.56 in 2000. This is the opposite trend of most neighboring community who experienced a decrease. However, household size is projected to decrease in the Village over the next 20 years.
- The percent of owner-occupied housing units increased over the past twenty years (63% in 2000 and 67% in 2019), which mirrors the increase in the percentage of housing stock made up of single-family units (60% in 2000 and 71% in 2019).
- Median owner-occupied home values in the Village have increased significantly over the past 20 years, but Mount Horeb's housing costs remain lower than many neighboring communities and Dane County as-a-whole.
- Both gross rents and median monthly owner-occupied costs (with a mortgage) in the Village increased by nearly 40% since 2000.
- Single person households make up approximately 25% of all households in Mount Horeb, a slight decrease from 2010 (30%).
- In 2040, it is projected that the number of households in the Village will increase by between 800-2,500.
- 23% of Mount Horeb households are housing cost burdened, meaning that they spend greater than 30% of their total household income on housing costs.
- The number of new housing units in the Village increased by over 500 between 2000-2010, but leveled off to less than 100 over the past decade.
- The highest number of building permits pulled for new single-family homes in Mount Horeb over the past 40 years occurred in 2005 (87), the same year that highest number of building permits for two-family construction also peaked (36). However, multi-family building permits experienced the most substantial new growth period in the 1990s. (Source: CARPC, 2021)
- Within the greater Madison area, rental vacancy rates have fallen well below healthy rates (5%) since 2009. As of 2021, there was only a 3.7% rental vacancy rate in the area. (Source: CARPC, 2021)
- Since 1996, Dane County has averaged 1,336 new housing units permitted each year, with peaks occurring in 2003 (1,949), 2016 (1,864), and 2017 (1,805). The majority of these new units are multi-family, accounting for over 17,000 since 2010 in comparison to 9,500 new single-family units over that time period. (Source: CARPC, 2019)

Housing Programs

The following programs and organizations provide assistance to homeowners and renters in the Village of Mount Horeb:

Community Development Block Grant (CDBG) Small Cities Housing Program

Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR).

CDBG funds were used to establish a local program designed to encourage new homeownership and rehabilitation of owner-occupied housing within a targeted area. Program funds originally came from the U.S. Department of Housing and Urban Development (HUD) CDBG program and are currently available through a revolving loan fund generated by periodic loan repayments. Activities included in the program are the Homestead Opportunity Program and the Homeowner Rehabilitation Program.

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers in promoting new affordable housing units throughout the state using low-income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit.

HOME Investment Partnerships Program

Federal grants that provide money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income

people. Wisconsin prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities the DEHCR offers.

Housing Cost Reduction Initiative (HCRI)

This is another DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent foreclosure. Eligible grant applicants include counties, cities, village, or towns, among other non-profit and other organizations.

Downpayment Plus (DPP) and Downpayment Plus Advantage

DPP and DPP Advantage are down payment and closing cost assistance programs available to low- and moderate-income homebuyers. Both programs are funded by the Federal Home Loan Bank of Chicago's (FHLBC) Affordable Housing Program (AHP). Funding through the programs is available to FHLBC member financial institutions. A grant is paid on behalf of the borrower at the time of closing. To qualify for DPP, borrowers must earn at or below 80% of the area median income. Borrowers must also sign a 5-year retention agreement, participate in homebuyer counseling, and use the home as their primary residence.

Leveraging Tax Increment Districts (TID)

In 2009, the state amended the TID law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing. In the future, Mount Horeb could utilize this strategy in successful and expiring TID's to provide additional funds for affordable housing units in the Village. It is recommended that the Village explore extending well-performing TIDs for one additional year to generate additional funding to assist in addressing the need for affordable housing within the community.

Dane County

The Dane County Housing Authority offers subsidized housing options for qualified county residents outside of the City of Madison, including Section 8 Housing Choice Vouchers for landlords and ownership of public housing, USDA Rural Development housing, and affordable market rate housing.

Dane County Human Services also offers housing services for people who are homeless or have difficulty with housing. These programs include the Dane County Housing Help Desk, Joining Forces for Families program, and Briarpatch Youth Services.

The Dane County Housing Initiative also works to address housing issues in the region. It is a collection of elected official, developers, non-profits, financial institutions, and residents. This group has studied housing data and trends through the Dane County Housing Needs Assessment, provides educational opportunities, and hosts an annual conference called the Dane County Housing Summit. It plays a key role in leading affordable housing efforts in Dane County.

Additionally, Dane County has an established Affordable Housing Fund to provide financial assistance in support of new affordable housing. Money is awarded annually to different projects to help cover development gaps in addressing the shortage of affordable housing units throughout Dane County. Approximately \$2 million is awarded annually through the fund.

Community Action Coalition (CAC) of Southcentral Wisconsin

Within Dane County, the Community Action Coalition has four different office locations in Madison, Sun Prairie, and Stoughton. In total, the organization offers housing resources, referrals, housing stability planning, telecommunication assistance, in addition to the Supportive Services for Veteran Families (SSVF) program, the Supportive Housing Program, and the Family Self-Sufficiency program. CAC also offers food security services and a clothing center.

Housing Plans

Dane County Housing Needs Assessment (2019)

In 2019, the Dane County Housing Initiative (DCHI), working with UW-Madison and UniverCity, developed the Dane County Housing Needs Assessment. This report was an update to the 2015 assessment done. Key findings of the 2019 assessment indicated that households, population, income, and jobs all grew at a much faster rate than the number of housing units (under-produced more than 11,000 housing units). Additionally, Madison takes on a disproportionate share of the region's lower-income renters, but there is still an affordable housing gap in Dane County of 13,050 rental units and 3,490 owner-occupied units. The report concludes that Dane County is not producing enough housing supply to meet household growth, which adversely impacts lower-income working families the hardest.

Village of Mount Horeb Housing Market Study (2017)

At the local level, the Wisconsin Partnership for Housing Development (WPHD) developed a Housing Market Study for the Village of Mount Horeb in 2017. This study analyzed Village data and included a survey of local employees. It found that Mount Horeb needed more diverse housing options, especially for people as they age. It also concluded that planning for

future housing development should identify and promote opportunities for a range of price points for those living and working in the Village. The Housing Market Study helped spark the need to establish the Mount Horeb Housing Task Force.

Mount Horeb Housing Task Force

The Mount Horeb Housing Task Force was created in 2020. It includes Village staff, elected officials, local business owners and employers, residents, and other community stakeholders. In 2021, the Task Force partnered with UW-Extension to conduct a community-wide survey and develop a summary report. Nearly 1,500 total people took part in the online survey, which was conducted immediately prior to the start of this Comprehensive Plan Update process. The recommendations from the summary report were reviewed and adopted by the Village Plan Commission and Village Board in the summer of 2021. They have been directly incorporated within this document. Recommendations include:

- Construction of 155 housing units to targeted households making 60-100% of area median income in the next 5 years.
- Construction of 100 income-qualified workforce rental units within the next 5 years.
- Conduct additional needs assessments for new senior housing.
- Work with developers and lenders to pursue a variety of housing loans and assistance.
- Identify land for both small infill housing projects and larger-unit housing projects.
- Work with developers to build small-scale real estate ownership projects.
- Require a range of housing types in new developments.
- Amend the Zoning Ordinance to allow smaller residential lots and setbacks.
- Rezone land that is currently industrial or agricultural to mixed-use.
- Create priority development zones to incentivize developers.
- Explore the potential for land banking.
- Evaluate existing infrastructure and develop a plan to accommodate future development.
- Hold periodic educational and outreach events for first time homebuyers.
- Establish a long-term committee to analyze and evaluate progress.
- Boost marketing efforts.

CHAPTER TEN: ECONOMIC DEVELOPMENT

Existing Economic Development Framework

Below is a summary of the economic development-related trends:

- In Mount Horeb, management, business, science, and arts occupations have increased the most since 2000, making up almost 50% of all occupations, while conversely sales and office occupations decreased the most since 2000.
- The projected fastest growing occupational groups in the region (Dane, Columbia, Dodge, Jefferson, Marquette, and Sauk Counties) between 2018-2028 is information, leisure and hospitality, and construction.
- Like much of Dane County, Mount Horeb residents are almost all high school graduates (99%) and nearly half are bachelor's degree or higher graduates (49%). Both figures are much higher than the state as-a-whole.
- Between 2000-2019, the Village's median household income and per capita income has increase significantly. While both figures are slightly lower than several neighboring communities, they remain much higher than the state as-a-whole.
- Living wage (the hourly rate that an individual must earn to support their family if they worked full time) in Dane County for one working adult with one child is \$34.40 an hour and two working adults with two children is \$24.28 per hour. Both are much higher than all surrounding communities and the state.
- Only 28% of Mount Horeb residents work and live in the Village. For comparison, 68% of people who live in Dane County work and live in the County.
- Mount Horeb's top employers are fairly diverse covering office, retail, management, and nursing home occupations.
- As of the writing of this plan, the world is still recovering from the global COVID-19 pandemic and the economic repercussions of this event. The long-term social and economic impacts of these events are unknown at this point and subsequently the data and trends listed may be significantly altered in coming years.

Workforce Trends

The Village's labor force has shifted overtime with management, business, science and arts occupations seeing the most significant increase since 2000, while sales and office occupations experienced the greatest decrease. This is most likely a result of Duluth's headquarters moving to downtown Mount Horeb. As the global and national economy continues to evolve and shift, it's important to help prepare the community's workforce for these new types of jobs, retain skilled workers in those fields, and leverage available jobs in attracting new residents.

Figure A.27: Occupational Groups

	2000	2010	2019*
Management, Business, Science, and Arts	34%	45%	47%
Service	13%	9%	13%
Sales and Office	31%	32%	22%
Natural Resources, Construction, and Maintenance	12%	8%	8%
Production, Transportation, and Material Moving	10%	7%	10%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

*Source: U.S. Census Bureau, 2000-2010 Census.

The Wisconsin Department of Workforce Development calculated employment projections between 2018-2028 by occupational group for Dane, Columbia, Dodge, Jefferson, Marquette, and Sauk Counties combined. These projections provide a look into where the region is headed in the future. To note, some of the projected fastest growing occupations include construction, information, professional and business services, and leisure and hospitality. Some of which are areas that fit within the traditional occupations of Village residents. Over the next 20 years, continuing to grow these occupations within the Village and Dane County will help the local economy adapt to changing demands and drive economic growth in the future.

Figure A.28: Dane, Columbia, Dodge, Jefferson, Marquette, and Sauk County Employment Projections

	2018 Total	2028 Projected Total	Total Change	Percent Change
All Industries	522,070	554,981	32,911	6.3%
Natural Resources and Mining	8,494	9,411	917	10.8%
Construction	21,918	24,683	2,765	12.6%
Manufacturing	56,983	58,078	1,095	1.9%
Trade, Transportation, and Utilities	78,547	81,002	2,455	3.1%
Information	16,393	18,748	2,355	14.4%
Financial Activities	26,296	27,367	1,071	4.1%
Professional and Business Services	58,409	64,466	6,057	10.4%
Education and Health Services	117,223	126,525	9,302	7.9%
Leisure and Hospitality	49,043	54,644	5,601	11.4%
Other Services (Except Government)	29,618	30,510	892	3.0%
Government	38,409	38,444	35	0.1%
Self-Employed and Unpaid Family Workers	20,737	21,103	366	1.8%

Source: Department of Workforce Development State of Wisconsin Southeast Workforce Development Area Industry Projections, 2021

Educational attainment is one variable that is used to assess a community's workforce. Among surrounding communities and Dane County, Mount Horeb has similar percentages of the population that are high school graduates and percentage of the population with a bachelor's degree or higher. Both have experienced increases since 2000. It should also be noted, Mount Horeb, surrounding communities, and Dane County has much higher percentage of education attainment compared to the state. This is usurping given the location of UW-Madison, several other area higher education institutions, and the highly skilled workforce in Dane County. As the economy continues to evolve over the next 20 years, it is critically important to have a prepared and educated workforce ready to adapt to new technologies and innovations.

Figure A.29: Educational Attainment – Population 25 and Older

	High School Graduate (or higher)			Bachelor's Degree (or higher)		
	2000	2010	2019*	2000	2010	2019*
Village of Mount Horeb	92%	97%	99%	28%	47%	49%
City of Verona	95%	98%	98%	40%	53%	60%
Village of Cross Plains	93%	94%	99%	23%	32%	37%
Village of Blue Mounds	88%	95%	93%	17%	24%	29%
Village of Oregon	94%	98%	98%	40%	45%	51%
Town of Blue Mounds	92%	98%	97%	25%	42%	46%
Town of Cross Plains	89%	94%	97%	37%	43%	40%
Town of Vermont	94%	94%	98%	42%	45%	53%
Town of Springdale	94%	96%	98%	32%	39%	47%
Dane County	92%	94%	96%	41%	45%	54%
Wisconsin	85%	89%	92%	22%	26%	30%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

School enrollment also contributes to the Village's local workforce and speaks to broader topics of attracting young families to the Village. Since 2010, the Mount Horeb Area School District has increased overall enrollment and expanded to include Mount Horeb Area Community 4K. Additionally, comparing enrollment by school provides some insight on the age of children within the community. High School enrollment has increased over the past decade, while Middle and Intermediate School enrollment has decreased. It is important to continue to monitor these trends long-term, especially if the number of young children in the Village declines over the next decade.

Economic Trends

Between 2000-2019, the Village's median household income and per capita income has continued to increase rapidly. While both figures are slightly lower than several neighboring communities, they remain much higher than the state as-a-whole. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and provides insight on how much disposable income Village residents have.

Figure A.30: Income Comparison

	Median Household Income			Per Capita Income		
	2000	2010	2019*	2000	2010	2019*
Village of Mount Horeb	\$55,513	\$60,764	\$79,900	\$23,359	\$28,164	\$34,800
City of Verona	\$65,367	\$78,456	\$96,990	\$26,433	\$33,728	\$43,772
Village of Cross Plains	\$56,629	\$66,615	\$84,861	\$23,894	\$27,993	\$37,575
Village of Blue Mounds	\$45,568	\$53,375	\$74,750	\$25,895	\$29,310	\$31,348
Village of Oregon	\$56,584	\$79,517	\$83,885	\$23,650	\$29,436	\$42,395
Town of Blue Mounds	\$61,429	\$75,302	\$101,250	\$27,696	\$31,923	\$50,220
Town of Cross Plains	\$66,055	\$94,145	\$102,333	\$30,163	\$49,179	\$57,069
Town of Vermont	\$65,208	\$78,456	\$101,667	\$26,549	\$37,249	\$56,819
Town of Springdale	\$65,655	\$87,303	\$101,146	\$27,138	\$39,246	\$50,867
Dane County	\$49,223	\$60,519	\$77,504	\$24,985	\$32,392	\$40,614
Wisconsin	\$43,791	\$51,598	\$61,747	\$21,271	\$26,624	\$33,375

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Another component of income and community wealth is the cost of living. One of the most effective ways of analyzing the cost of living is through the comparison of different area's living wage. A living wage is defined as the hourly rate that an individual must earn to support their family if they worked full time. In general, Dane County has a much higher cost of living than surrounding counties and the state as-a-whole. Both the living wage for one working adult with one child and two working adults with two children in Dane County exceeded neighboring counties and the state averages. However, since 2018, living wage has increased dramatically in Dane County, neighboring counties, and the state. This could be a result of impacts associated with the COVID-19 global pandemic and drastic economic fluctuations that occurred in 2020.

Figure A.31: Living Wage

	1 Working Adult With 1 Child	2 Working Adults With 2 Children
Dane County	\$34.40	\$24.28
Rock County	\$29.66	\$20.82
Jefferson County	\$30.14	\$21.06
Columbia County	\$29.61	\$20.47
Green County	\$29.22	\$20.43
Sauk County	\$28.57	\$19.70
Iowa County	\$29.02	\$20.07
Wisconsin	\$30.17	\$21.24

Source: Living Wage Calculator, 2020-2021

Over the past 19 years, the number of minutes spent commuting to work for Village residents has stayed relatively consistent (26 minutes mean travel time to work). This is a partially a result of the job growth expanding to the west from Middleton, Verona, Fitchburg, and Madison getting closer to Mount Horeb. This bares out in the commuting patterns of Village residents and works alike. The number of people who live in the Village, but work elsewhere is approximately 85%. Only around 28% of people who work in the Village actually live in the Village. These trends reflect the location of Mount Horeb in relation to the large job concentrations throughout the Madison metro area. For comparison, in Dane County, 68% of people who work in the County also live in it.

Figure A.32: Commuting Patterns

	2018 Total	2018 Percentage
Employed in Mount Horeb and Live in Mount Horeb	602	28%
Employed in Mount Horeb, but Live Elsewhere	1,540	72%
Live in Mount Horeb and Work Elsewhere	3,371	85%
Employed in Dane Co. and Live in Dane Co.	235,025	68%
Employed in Dane Co., but Live Elsewhere	113,232	32%
Live in Dane Co. and Work Elsewhere	51,533	18%

**Source: U.S. Census Bureau OnTheMap, 2018

Figure A.33: Commuting Patterns 2

	2000	2010	2019*
Mean Travel Time To Work	25	26	26

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Mount Horeb's private sector economic base is fairly diverse. However, based on commuting data, almost all residents of Mount Horeb travel outside of the Village to work in other neighboring communities. This has played a part in increasing the largest occupational group for Village residents to an even greater percentage of management, business, science, and arts occupations. To note, there are two large public sector employers in the Village which include the Mount Horeb Area School District (250-499 employees) and the Village of Mount Horeb (20-49 employees). Both contribute to the overall number of jobs in Mount Horeb and the diversity of occupation types.

Figure A.34: Largest Private Sector Employers

Employer	Industry	Number of Employees
Duluth	Clothing	250-499
Premier Cooperative Supermart	Auto Repair	250-499
Ingleside Manor	Nursing Home	100-249
Miller & Sons	Grocery	100-249
Little Vikings Daycare	Childcare	50-99
Culvers	Restaurant	50-99
Symdon	Car Dealer	50-99
Brager Heating and Cooling	Mechanical Equipment	20-49
Brunsell Brothers	Manufacturing	20-49
Grumpy Troll Brew Pub	Restaurant	20-49
Erin Deterding	Insurance	20-49
Kwik Trip	Gas Station	20-49
McDonalds	Restaurant	20-49
Mount Horeb Telephone Company	Telecommunications	20-49
Sloan Implement Company	Farm Supply	20-49

Source: Wisconsin Department of Workforce Development, 2020

Reuse Potential for Environmentally Contaminated Sites

The WisDNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. WisDNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WisDNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of 2021, there were 24 sites identified in the Village of Mount Horeb by the Bureau for Remediation and Redevelopment Tracking System (BRRTS). However, there is only one open case, which is classified as open LUSTs, or leaking underground storage tanks. These tanks are, or were, known to be contaminating the soil and/or groundwater with petroleum. Four sites in the Village are classified as environmental repair, or open ERP's. These sites are oftentimes older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. Specific locations, property ownership information, and status of remediation efforts for these sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this Plan. The Village encourages remediation and redevelopment of these sites for economic development where appropriate.

Local and Regional Economic Development Efforts and Programs

Downtown Redevelopment Plan

In 2017, the Village of Mount Horeb adopted the Downtown Redevelopment Plan which established a vision for the area, identified key opportunities, outlined recommendations, and prioritized future action steps and projects. Additionally, a set of overarching themes was developed to illustrate the area's advantages and assets when marketing and branding in the future. These themes included trolls, outdoor recreation, destination shopping, history/heritage, local food/agriculture, arts/artisans, indoor programming entertainment, and residential/housing opportunities. Many of these same themes were also brought up consistently during the public participation events of this planning process and resonate throughout this Plan.

Mount Horeb Area Chamber of Commerce

Mount Horeb's Chamber of Commerce plays a key role in assisting local business, tourist, and residents in organizing events, showcasing the community on its website, and providing information on local news, jobs, and other related topics. It boasts a full business directory which can be used to locate all of the various area businesses. For many years, the Village has worked closely with the Chamber in retaining and attracting new businesses and tourist, in addition to supporting community events.

MadREP

Madison Region Economic Partnership (MadREP) was established to assist in employer attraction throughout the region, covering Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties. Their mission is to pursue job creation and business growth, in addition to develop a talent pipeline in the area through a regional approach. The Village works with MadREP to focus greater regional attention on Mount Horeb and enhance its ability to promote itself in economic development initiatives.

Dane County

The Dane County Community Development Block Grant (CDBG) program funds eligible projects related to economic development, such as providing loans, business counseling, training, and education to small businesses that are owned by or provide jobs for low- to moderate-income residents. Businesses in the Village are eligible for such funds and training.

Community Development Authority

The Village has a Community Development Authority (CDA) that was formed to forward economic development objectives and implement the recommendations of the Village of Mount Horeb Downtown Master Plan. It now actively works to continue the implementation of the updated Downtown Redevelopment Plan and forward economic development efforts in the community.

Tax Increment Financing

The Village currently has three open Tax Increment Finance Districts (TIDs).

TID #3

TID #3 is located on the east end of the Village and referred to a North Cape Commons. This Industrial District was created in 2004, and most of the area has been subdivided into lots. Since its inception, a variety of development has occurred in the District including a hotel, daycare center, apartments, and a credit union with active interest by others. Most of the vacant lots are for sale and owned by one entity. However, the asking price for the land and the requirement that the land remain zoned industrial has been a deterrent to further growth and development. In addition, there is not enough remaining life in the TID to provide any form of assistance. Shortly after the District was created, the Village issued a bond against future TID revenues to pay for improvements to Springdale Street (County Road ID), the primary entry to the District and the community from the east. An agreement with the primary property owner requires the owner to cover any shortfalls in bond payments not covered by increment from the District. The TID expenditure period ends next year, with the District reaching its statutory life in six years. Given the outstanding debt, the District is expected to remain open for its full maximum life.

TID #4

Created in 2007, TID #4 is a Mixed-Use District. The District generally covers both sides of Springdale Street between Perimeter Road and the Military Ridge State Trail. Multitenant retail centers comprise the majority of development, but significant vacant land remains available. The District expenditure period closes next year, and the TID has no outstanding obligations beyond that, so the Village intends to effectively close the District at that time. However, the Village is intending to use the statutory provision that permits extending the life one additional year with all of the tax increment from that year going into a fund to assist with promoting affordable housing in the community. This will provide about \$100,000 to meet this important need in the Village. Given the extent of remaining vacant land in the District, the Village may create a new district in the area if a project is proposed that requires TIF-assistance.

TID #5

TID #5 is a District in need of Rehabilitation or Conservation Work created in 2016. The TID covers the entire downtown and has seen significant development since its inception including the Duluth Trading headquarters office building, Hoff Mall apartments, and Wyser Engineering office along with improvements to several historic buildings. In addition to individual development agreements providing assistance to the larger projects, the Village also has used increment to fund a grant and low interest loan program to help property and business owners improve their properties. Further, the Village used increment to purchase the former fire department property and construct a large parking lot in addition to the complete reconstruction of Front Street. With the recent relocation of Wisconsin Surplus, several large parcels are now available for additional redevelopment.

State and Federal Programs

The state operates several economic development related grant programs. For example, the Blueprint for Prosperity Initiative includes Wisconsin Technical College Wait List Reduction grants, High School Pupil Worker Training Grants, and Workforce Training Grants for Persons with Disabilities, and the Wisconsin Fast Forward program includes mainly worker training grants by sector. Both are run by the Wisconsin Department of Workforce Development. Additionally, the Community Development Investment Grant Program focuses on downtown community development and supports urban, small city, and rural communities in their redevelopment efforts. There are also, brownfield grants that include both a general program and site assessment program. Both are run by the Wisconsin Economic Development Corporation, which also hosts a wide variety of other grant programs that could be applied for by the city, non-profits, or local businesses. Other programs, loans, and grants that the WEDC offers include:

- Business Development Loans and Tax Credits
- Capacity Building Grant
- Development Opportunity Zone Tax Credit
- Disaster Recovery Microloans
- Enterprise Zone Tax Credits
- Historic Preservation Tax Credits
- Industrial Revenue Bonding
- Idle Sites Redevelopment
- Main Street
- Connect Communities
- Minority Business Development
- Workforce Training Grant
- Capital Catalyst
- Entrepreneurial Micro-Grant
- Qualified New Business Venture Certification
- Seed Accelerator
- Technology Development loan
- Global Business Development
- Fabrication Laboratories Grant
- Other Matching Grant

For more information related to these various programs, eligibility, and requirements, see the Wisconsin Economic Development Corporation website.

The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 Loans can be used to fund land purchases and improvements; grading; street improvements; utilities; parking lots; landscaping; construction of new facilities; or modernizing, renovating, or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community. In addition, to the programs listed, there are many Federal-level programs through the EDA and USDA.

Assessment of Mount Horeb's Economic Strengths and Weaknesses

In order to adequately assess categories or particular types of new businesses and industries that would be desirable in Mount Horeb, it is important to first understand the Village's assets, and how to capitalize on those assets by identifying strengths and weaknesses for economic development.

Figure A.35: Economic Strengths and Weaknesses

Strengths		Weaknesses	
Location and Access			
Excellent local and regional transportation access, with multiple interchanges on USH 151		Must compete with other regional communities for economic development, tourists, and skilled workforce Not located directly on an interstate	
Within 15 miles of regional employment and destination centers in the greater Madison area			
Connection to the regional bicycle trail system via the Military State Trail		Smaller population base and distance from region’s larger employment population centers	
Adjacent to multiple County and State recreational amenities		Must compete with other communities for young professionals and young families	
Infrastructure			
Excellent public services		Topographic, utility, and street connectivity constraints	
Available utility capacity		Limited supply of development-ready industrial sites	
High-quality park and recreational facilities		Absence of public transportation options	
Education/Workforce			
Well-educated workforce		Lack of ethnic and racial diversity	
Strong local public school system		High cost of living (region as-a-whole)	
Many higher education institutions in the region		Newer public schools in other regional communities	
Destination for local entrepreneurs		No higher education institutions in the Village	
Local Opportunities			
Distinct Village identity as “Troll Capital of the World” and coordinated marketing theme		Growth on periphery shifts focus away from downtown	
Thriving and intact downtown area with many destinations		High reliance on regional employment centers	
Leadership through many different economic development organizations		Limited local implementation resources	
Strong design standards and promotion of high-quality development		Lack of diverse housing options	
Prominent small town feel and community character			

CHAPTER ELEVEN: INTERGOVERNMENTAL COOPERATION

Existing Regional Framework

The following is a description of the plans of other local and state jurisdictions operating within or adjacent to the Village of Mount Horeb. Following the description of each jurisdiction's plan, this section analyzes potential conflicts with the Village of Mount Horeb Comprehensive Plan. Where conflicts are apparent, a process to resolve them is also proposed.

Town of Blue Mounds

The Town of Blue Mounds completed a full update to its Comprehensive Plan in 2017, with the most recent amendments occurring in 2020. In 2018, the Town left Dane County Zoning and created their own Zoning Ordinance. Within the Town's Comprehensive Plan, the Recommend Commercial and Industrial Development Areas Map shows the USH 151 and CTH ID corridor (west of the Village's existing municipal boundary) for future Town growth. Much of this area is located within the Village's Extraterritorial Jurisdiction area and some of these lands are shown on the Village's Future Land Use Map for future Village growth.

In recent years, the Town's priorities have shifted to growing non-residential tax base and this has led to approval of new commercial and industrial rezonings in the areas around USH 151 and CTH ID. Overall, both the Town and Village have concerns around land use decisions in this area. The Village is concerned with potentially getting boxed in by Town development on the west and the Town is concerned about the number of annexations into Mount Horeb that have occurred in recent years. In combination, this prompted Mount Horeb to enact Extraterritorial Zoning (ETZ) in the Town in 2020. Per state statutes, this requires that both municipalities appoint committee members to meet and discuss a future Extraterritorial Zoning Ordinance. If an agreement cannot be reached through these meetings, the ETZ enacted by Mount Horeb will expire in 2022. To address this situation, it is recommended that both parties pursue an intergovernmental boundary agreement that offers mutually acceptable benefits for everyone, in addition to more predictably for property owners and residents.

To note, the Town's Transportation Map shows a potential off-street bicycle and pedestrian trail along the West Branch of the Sugar River, adjacent to Sand Rock Road. This is also reflected on the Village's Transportation Map.

Town of Springdale

The Town of Springdale adopted its Comprehensive Plan in 2002, with subsequent amendments occurring over the past 20 years. Most recently, the plan was amended in 2019. The Town's Planned Land Use Map shows predominantly agricultural uses with some pockets of residential in the southeast and northern portions of the Town. The Town of Springdale is also under Dane County Zoning, which limits land division splits to 1 per 35 acres for A-1 Exclusive Ag areas. However, the majority of the Town is shown as Mixed Agricultural/Low Density on the Planned Land Use Map, which is defined as a density of between one dwelling unit per 25 acres and one dwelling unit per 14 acres. There are a few conflicts between the Town's Plan and the Village's Plan, in particular future Village growth shown around the eastern USH 151/Springdale Street interchange and north of CTH ID abutting the Village's existing municipal boundary. Continued discussion between the Village and the Town can ensure that benefits to both communities from new development in these areas are maximized, and reflect the long-term desires of both the Town and Village. It is recommended that the Village pursue an intergovernmental boundary agreement with the Town to resolve these issues.

Town of Vermont

The Town of Vermont lies on the western border of Dane County, north of the Village of Mount Horeb's municipal boundary but within its ETJ planning area. The Town adopted its Comprehensive Plan in 2009, which shows three different Future Land Use categories: no building allowed, restrictions on homesite, and rural preservation area. One of the key objectives of the Town's Plan is to protect and preserve the ridgetops of the rolling hills in the area. This is accomplished through the Ridgetop Protection Area that limits building heights on the shoulder of hills. The Town uses Dane County Zoning and the Exclusive Agricultural Zoning district. There are no conflicts between this Plan and the Town of Vermont's Comprehensive Plan.

Town of Cross Plains

Like the Town of Vermont, the Town of Cross Plains is located to the north of the Village within its ETJ. The Town's Comprehensive Plan was adopted in 2009, with the most recent amendments taking place in 2020. The majority of the Town is shown as Agricultural Preservation, outside of a small area surrounding the intersection of CTH S (Mineral Point Road) and CTH P. The Town also uses Dane County Zoning. There are no conflicts between this Plan and the Town of Cross Plains's Comprehensive Plan.

Dane County

For the past fifty years, Dane County has been one of the fastest growing areas in the state. Between 1970-2020, Dane County's population has nearly doubled with sustained growth of over 10% each decade. As the growth pressure remains high in the County, it is important for all communities to actively work together, especially surrounding land use planning.

Dane County has several plans that overlap and impact Mount Horeb. These include the Farmland Preservation Plan, Water Resources Plan, Hazard Mitigation Plan, Park and Open Space Plan, Climate Action Plan, among others. The County's Comprehensive Plan is a combination of the individual Town's Land Use Plans and an overarching plan. Each Town updates and adopts its own Comprehensive Plan, which are then adopted by the County Board. It is critical for the Village to maintain a strong relationship with Dane County on all planning efforts over the next twenty years.

Regional Planning Jurisdictions

Since 2005, the Capital Area Regional Planning Commission (CARPC) has been the regional planning entity in Dane County. CARPC works closely with the Greater Madison Metropolitan Planning Organization on transportation and land use planning, in addition to administering the Urban Service Areas and environmental planning for the region. The Commission is an important resource for the Village on all future regional planning efforts.

Important State Agency Jurisdictions

The Wisconsin Department of Transportation's (WisDOT) District 1 office (Madison) serves the Village of Mount Horeb and all of Dane County. The Village should continue to maintain good relations with District 1 as planning, congestion, and safety issues arise along the USH 18/151 corridor and other area roads. WisDOT plans are summarized in Transportation Chapter. There are no known conflicts between the WisDOT plans and the Village of Mount Horeb Comprehensive Plan.

The Wisconsin Department of Natural Resources (WisDNR) provides service to the Village out of its South-central Wisconsin office located in Fitchburg. There are no known conflicts between this state agency's policies and programs and the Village of Mount Horeb Comprehensive Plan.

School District Plans

The Mount Horeb Area School District completed its latest Strategic Plan in 2018 (Vision 2023). It has four overarching goals, learning and growth (we will graduate life-long learners), well-being (we will provide support systems for our students and staff), facilities and finances (we will ensure the long-range viability of the District), and community engagement (we will partner with our community). As the Village continues to grow, it is important for the Mount Horeb and the School District to continue to work together on any future siting of school locations, population and demographic shifts, and partnering to prepare a skilled workforce.

CHAPTER TWELVE: IMPLEMENTATION

Plan Adoption

A first step in implementing the Village of Mount Horeb Comprehensive Plan is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The Village has included all necessary elements for this Plan to be adopted under the state's comprehensive planning legislation. Section 66.1001(4), Wisconsin Statutes, establishes the procedures for the adoption of a comprehensive plan. The Village followed this process in adopting this Plan.

Plan Monitoring

This Plan is intended to be used by government officials, developments, residents, and others interested in the future of the Village to guide growth, development, redevelopment, and preservation. The Village intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. On **X, 2022**, all zoning, subdivision, and Official Map ordinances and decisions will have to be consistent with the Comprehensive Plan.

This Plan will only have value if it is used, understood, and supported by the community. It is critical that the Village make concerted efforts to increase community awareness and education of this Plan. To this end, efforts may include:

- Prominently displaying plan maps and other materials in Village offices, gathering places, and online.
- Ensuring that user-friendly, attractive, and up to date materials are continuously updated and are easily accessible on the Village's website.
- Speaking to current and future elected officials, community organizations and school groups about the Plan.
- Regularly presenting implementation progress reports to the Village Board, Plan Commission, and other municipal bodies.
- Incorporating Plan implementation steps in the annual budget process and other planning initiatives the Village is involved in.
- Encouraging all Village Staff, commissions, committees, groups, task forces, and other related bodies to become familiar with and use the Plan in their decision making.
- Bi-annually reviewing and assessing the Plan by evaluating performance against the implementation steps and timeframe described in Implementation Programs and Recommendations. This review will appear on the agenda of a regular Village Board meeting in late summer or early fall, in advance of the budget process. The Village Board will hold a public hearing at the meeting in which the review is held. This meeting should also include the Planning Commission, Village department heads, and interested members of the public. Resident participation in this review should be actively solicited by public notice, and public input allowed at the meeting at which the review is held. Any need for specific changes to the Plan in response to changes in the factors on which it was based could be addressed at this review. Amendments to the Plan will be made in accordance with the procedures described in the Plan Amendments section below.

Plan Administration

This Plan will largely be implemented through an on-going series of individual decisions about annexation, zoning, land division, official mapping, public investments, and intergovernmental relations. The Village of Mount Horeb will use this Plan to inform such decisions under the following guidelines:

Annexations

Proposed annexations should be guided by the recommendations of this Plan. Specifically, the Future Land Use map and Transportation and Community Facilities map of this Plan will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, or as locations for future community facilities should be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and Village Board should also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, the costs associated with the proposed annexation, the effect on intergovernmental relations, and other pertinent Statutory and non-Statutory factors.

Zoning

Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this Plan. The Future Land Use map should be used to guide the application of the general pattern of permanent zoning. The precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and Village Board. Departures from the exact land use boundaries depicted on the Future Land Use map may be particularly appropriate for Planned Unit Development projects, projects involving a mix of land uses and/or residential development types, properties split by

zoning districts, and properties located at the edges of future land use areas. However, in their consideration of zoning map issues, the Plan Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. This Plan allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, planned development, and land division processes.

Land Division

Proposed land divisions should be generally consistent with the recommendations of this Plan. The Future Land Use map and the Transportation and Community Facilities map (and the policies behind these maps) should be used to guide the general pattern of development as well as the general location and design of public streets, parks, and utilities. In the consideration of land divisions, the Plan Commission and Village Board should also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps shall be resolved through the land division process for certified survey maps, preliminary plats, and final plats within the Village limits and the extraterritorial jurisdiction. This Plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process, as deemed appropriate by the Plan Commission and Village Board.

Official Mapping

The Transportation and Community Facilities map will be used to guide the general location and design of both existing and new public streets, public parks, and utilities, as depicted on a revised Official Map prepared and adopted in accordance with State statutes. However, in their consideration of official mapping issues, the Plan Commission and Village Board will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the official mapping and platting processes both within the Village limits and the extraterritorial jurisdiction.

Public Investments

Proposed public investment decisions should be guided by the recommendations of this Plan. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and Village Board. This Plan allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and Village Board.

Intergovernmental Relations

Proposed intergovernmental relations decisions, including intergovernmental agreements, should be guided by the recommendations of this Plan, as deemed appropriate by the Plan Commission and Village Board. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and Village Board will also evaluate a wide variety of other factors, including specific provisions of the recommended agreements. Departures from the recommendations of this Plan should be resolved by the Village Board through the intergovernmental process.

Interpretation

The interpretation of this Plan shall be the responsibility of the Village Board, as guided by recommendations of the Plan Commission.

Plan Amendments

This Plan can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policy or trends or does not provide specific advice or guidance on an emerging issue. "Amendments" are generally defined as minor changes to the plan maps or text (as opposed to an "update" described later). The Plan should be evaluated for potential amendments regularly. Generally, frequent amendments only to accommodate specific development proposals should be avoided.

As a dynamic community facing a myriad of growth issues, the Village is likely to receive requests for Plan amendments over the planning period. To provide a more manageable, predictable and cost-effective process, the Village shall not consider amending the Comprehensive Plan more frequently than once per year and shall consider establishing a predetermined annual amendment cycle for consideration of all potential amendments brought forward over the preceding calendar year.

Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable efficient manner that allows consideration of specific amendments to be considered in the context of all of the Village's comprehensive planning goals. This approach would require that all proposed plan amendment requests be officially submitted to Village by a designated date of each year. A full draft of the amendments would then be presented to the Plan Commission for its evaluation and recommendation to the Village Board. The Board could then act to approve the amendment(s), following a public hearing.

The Village may bypass the annual amendment process described above if an amendment to this Comprehensive Plan is determined necessary to capture a unique economic opportunity that is both related to achieving the vision of this Comprehensive Plan and may be lost if required to wait for the regular plan amendment cycle. However, the Village is still required to use the procedures outlined below.

The procedures defined under Section 66.1001(4) of the Wisconsin Statutes need to be followed for all Plan amendments. Specifically, the Village will use the following procedure to amend, add to, or update the Comprehensive Plan:

1. Either the Village Board or the Plan Commission initiates the proposed Comprehensive Plan amendment(s). This may occur as a result of a regular Plan Commission review of the Plan or may be initiated at the request of a property owner or developer.
2. The Village Board adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of Statutes). If appropriately drafted, the Village may only need to take this step for the first of several amendment cycles.
3. The Plan Commission prepares or directs the preparation of the specific text or map amendment(s) to the Comprehensive Plan.
4. The Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendments. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Board (see Section 66.1001(4)b of Statutes).
5. The Village Clerk sends a copy of the recommended Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment(s). Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendments.
6. The Village Clerk directs the publishing of a Class 1 notice, with such notice published at least 30 days before a Village Board public hearing and containing information required under Section 66.1001(4)d.
7. The Village Board holds the formal public hearing on an ordinance that would incorporate the proposed amendment(s) into the Comprehensive Plan.
8. Following the public hearing, the Village Board approves or denies the ordinance adopting the proposed Plan amendment(s). Adoption must be by a majority vote of all members. The Village Board may require changes from the Plan Commission recommended version of the proposed amendment(s).
9. The Village Clerk sends a copy of the adopted ordinance and the amendment(s) (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, mine operators, any person who has registered a marketable nonmetallic mineral deposit with the Village, and any other property owner or leaseholder who has requested notification in writing as required under Section 66.1001(4)b and c, Wisconsin Statutes.

Plan Update

The state comprehensive planning law requires that this Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps. Based on this deadline, the Village will update this Comprehensive Plan before the year 2032 (i.e., ten years after 2022), at the latest. The Village should continue to monitor any changes to the language or interpretations of the State law over the next few years.

Consistency Among Plan Elements

The state comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.

Appendix B

PUBLIC INPUT RESPONSES

As described in the Issues and Opportunities Chapter of this Plan, a series of public participation events were held throughout this update process. Below are the summarized results and responses generated through these efforts. All feedback helped guide the development, refinement, and adoption of this Plan.

Joint Plan Commission and Village Board Meeting (April 28, 2021)

Assets

- Quality schools
- Big City amenities nearby
- Committed community members that invest money and time to make Mount Horeb a great place to live
- Lack of public transportation
- People that make everything happen day to day
- Public gathering spaces
- Historic downtown character and properties
- Character of the community
- Walkability of the community is very good
- Location on USH 151
- Troll capital of the world that brings people to the Village
- Tourism opportunities
- Creativity of the community is recognized through public art and community artists
- Lots of different parks and offerings with recreation in every direction and a health-focused population (biking, walking, skiing, and swimming)
- Good and modern community facilities

Issues

- Not enough workforce housing and elderly housing options (housing costs and demand), need greater diversity of housing in the Village
- Maintaining and investing in the historic preservation and assets to keep community character and culture
- Lack of flat parkland and access to athletic fields and amenities throughout the community
- Limitations of future Village boundary expansions, especially within the Town of Blue Mounds
- Traffic, safety, and parking issues have increased over time in the Village. Mount Horeb is constrained with only one main road through the Village.
- No public transportation in the Village is causing issues related to getting workers to their destinations
- Local employers have issues with access to workers because of cost of living and transportation constraints
- Need to increase the Village's role in environmental sustainability to assess the community's long-term carbon footprint
- Need more indoor recreational facilities, critical decision needs to be made on the future of the community pool, and lack of entertainment spaces (stages, theaters, etc.). There are many financial constraints surrounding these issues.
- Downtown infrastructure is deteriorating
- Existing cap on sewer capacity in the northeast area of the Village
- New ATC power line planned through the Village which could be both an issue and an opportunity
- Need for a local dog park

Exciting Trends

- 2nd street revitalization and new Duluth Trading Company Headquarters expansion downtown
- Driftless Historium completion
- Quality of new development along Springdale is really good
- Filled a long-standing community need for hotel and lodging space
- The Village is retaining a low tax rate compared to other Dane County communities
- Growth of new local businesses
- Downtown buildings are almost all occupied and have been consistently occupied for many years
- Village has invested in the community through the acquisition of the golf course and improvements made to the High School
- Some new housing options have been developed (multi-family)
- Mount Horeb has become a destination with new restaurants and community events drawing people from throughout the region.

Disappointing Trends

- Missed out on new employment opportunities because there wasn't any available land
- Some proposed new housing projects did not materialize
- Lack of Village-wide investment to be proactive on environmental sustainability, only meeting the bare minimum right now

New Development

- Lots of opportunities in TID #3
- Growth opportunities to the east and west, but concerns exist surrounding jumping the bypass
- A new business park and/or industrial land is needed to take advantage of large-scale opportunities near the interchanges of USH 151
- Growth opportunities on the northside could take advantage of STH 78 and CTH S where people travel to Madison, Verona, and Middleton

Redevelopment

- Continued focus on downtown
- Former fire station is now a parking lot is not the highest and best use adjacent to Main Street
- Lots of opportunities along the Front Street corridor
- Portions of the northside of Springdale Street presents opportunities as these areas come into the Village

UW-Extension Housing Survey (April 16, 2021 to May 18, 2021, nearly 1,500 total responses)

- Most important when choosing a place to live: distance to work, price, and quality of schools
- Most important households to target in the future: seniors and fixed/limited incomes
- Not enough existing options in the village for low income, renters, and young families
- Biggest concern in the future is homes becomes too expensive
- Wanted to see a wider variety of housing options in the Village

Comprehensive Plan Map-Based Survey (May 17, 2021 to June 7, 2021, over 200 unique features and 800 feature interactions)

- Top 10 Overall Responses: preservation of key areas, gathering places downtown and at Stewart Lake County Park, infill residential opportunities on east side of golf course, new commercial opportunities in southeast area of the Village, and existing intersection issues along STH 78
- Summary of Land Use Features: infill and redevelopment along Springdale and downtown, new residential to the north and northwest of the Village, new commercial to southeast and southwest of the Village, and new industrial to the southwest of the Village
- Summary of Preservation Features: northeast area around the Military Ridge State Trail, northwest area around Elvers Creek/Stewart Lake, and southwest area around Sugar River E-Way and Hofstetter Conservation Park
- Summary of Key Gathering Places: downtown, Springdale Street, and Summer Frolic Park
- Summary of Existing Transportation Issues: intersection improvements needed along Springdale Street, Main Street, and STH 78,
- Summary of New Transportation Infrastructure Needed: extension of existing stubbed streets in several neighborhoods, new streets in the southeast growth area, and new trails/trail connections throughout the community

Map 6: Top 10 Highest Ranked Map-Based Survey Responses

Map 7: All Map-Based Survey Responses

Four Focus Group Interviews June 16, 2021

Impressions of Village

Clean, friendly, family-oriented, welcoming, tight nit, great walkability and downtown amenities, natural features close by, progressive, and easy to build connections.

Attraction to Village

Schools where the community is built around them and provide individual attention to students, small town feel and not suburban feel, culture and character, lots of potential, balance of history and changing/moving forward, attractive community, library forums, proximity to Madison region, walkability, and safe for kids to travel on their own.

Most Exciting Things to Happen

Street eatery program, Village-lead economic development, downtown planning and TIF, collaboration with other organizations, shift in local government attitude, handling growth better than other nearby communities, and well-run parking enforcement.

Most Disappointing Things to Happen

Loss of Youth Center, prime properties have higher and better uses, disrepair of older housing stock, missed out on large employers because there is no industrial park, and the Village has been reactionary at times.

Comparing Village to Other Communities

Lots of stores and restaurants, livable, tourism, growth of other communities in non-desirable way, local history, unique sense of place, lack of chains and big box stores, running into people you know, quality of life, local entrepreneurs, better price range for housing than other communities, no lake frontage in Village compared to other communities, newer schools in other areas, and less cookie cutter housing stock.

Challenges of Moving to Village

Hard to find a house, had to make an offer within a few days, average price of home is still challenging, few rental opportunities, lacking diversity in housing types, increased advocacy efforts, no urgent care in Village, growth related to Town of Blue Mounds, and forced to go to other communities for some recreational opportunities (entertainment, splash pad, pool, winter sports).

Community Engagement

Newspaper, social media, Main Street banner, and window flyers all work well, could improve on ways to get people more involved, Instagram page for Village tailored to younger demographic, partner with School District on Village news and using students to promote news, and increase online fundraisers.

Top Priority

Maintain character but continue to grow, keep big box stores and chains out, keep architectural standards, encourage buying local, maintaining the high quality of life, increase diversity in housing choices, sewer system capacity, paving and lighting trial, redevelopment of some areas of downtown, become more diverse, culturally aware, and inclusive of all, focus on sustainability, increase informational sessions for educational purposes, and increase food trucks, local vendors, and farmer's market.

Unique Village Components and Image

Festivals, tourist destinations, small town feel and charm, culture and heritage, recreational amenities, self-sufficient community, lots of local businesses, people are friendly and kind, and Village draws people from southwest Wisconsin and Madison region.

Village Challenges

Increased entertainment activities for older people, young adults, and families, drawing more entrepreneurs, workforce housing, indoor pool and recreation center, smaller single-family lots, distributing low-income housing throughout the community, mass transit opportunities, attracting young professionals, need more thrift and resale stores, improve access to Stewart Lake Park and crossing STH 78, need more playfields and diverse food offerings, improvement of historical standards, parking directional signage needed downtown, need improved winter snow removal, need a public industrial/business park, improved community center, more art components, and balance of financing, funding, and debt limit with moving projects ahead.

Future Growth

Maintain character and downtown but continue to grow, gateway signage and public art at entryways, need to weigh the pros and cons of big box stores, keep new growth on periphery with high aesthetic standards, control the direction and location of new growth, increasing traffic issues, need more low-wage workforce, and future accessibility will be key if the community grew south of Highway 151.

Workforce Issues

Need increased collaboration between Village, Madison College, and Southwest Tech, High School is doing a good job in providing diverse career options, increase childcare and Village collaboration, workforce must travel great distances because not enough housing in the Village, and need increased young professional housing stock with amenities.

Public Prioritization Workshop June 16, 2021

Interactive Polling Exercise

- Future commercial growth – southeast of US 151/Springdale Street and redevelopment within existing Village boundaries (27% for both)
- Future industrial growth – southeast of US 151/Springdale Street and Southwest of US 151/W. Main Street (both 32%)
- Future residential growth – northeast of Village boundary (40%)
- Single-family – balanced approach of large to small lots (68%)
- Multi-family – townhomes/small-scale multi-family (57%)
- Downtown – 2-3 story mixed-use (52%), 4-6 story mixed-use (38%)
- Approach to affordable housing – Village partnering with private developers (64%)
- Location of affordable housing – distributed throughout the community (68%)
- Increasing density in existing neighborhoods – accessory dwelling units (45%)
- Recreational priorities – dog park and indoor recreational facility (32% for both)
- Preservation – environmental corridors (85%)
- Sidewalks – infill gaps, require in new development, improve safety of intersections (all of the above 55%)
- Bike facilities – off-street trails/paths (55%)
- Road network – address as development occurs outside of the boundaries (52%)
- Electric car charging – village effort to increase stations (50%)

Overall Priority Ranking

- Promote affordable housing – 12 votes
- New recreational facilities – 9 votes
- Protect environmental corridors – 9 votes
- Focus on infill/redevelopment – 9 votes
- Grow beyond Village boundary – 8 votes
- Promote new housing downtown – 7 votes