

# Section I: IMPLEMENTATION

## Village of Ridgeway 2018 Comprehensive Plan

### SUMMARY:

This section is the purpose of the whole comprehensive plan—it will be used to guide future growth and development in the village. This plan includes the information required in *Wisconsin State Statute 66.1001(2)(i)*, and will be updated no less than once every ten years.

### GUIDING POLICIES:

Based on the information noted in the preceding sections of this Comprehensive Plan, and the village survey from March 2018, the following policies are recommended to protect the village's character, while hoping to spur needed economic invigoration:

#### **Revitalize Main Street**

Main Street is vital to the future development of the Village of Ridgeway. It's the first thing people see when driving into/through the village, and has the majority of non-home-based businesses. In its current state, it communicates a negative impression to those visiting our community. The following are some key issues must be addressed to foment development in the area:

- Sidewalk maintenance should be a priority. Small-town shops are meant to be walkable businesses. This necessitates safe, functional sidewalks.
- Street trees should be planted wherever beneficial. Arborists or landscape architects should be consulted to generate a list of species, cultivar, and spacing instructions.
- Zoning (see below) should be reviewed to encourage businesses along Main Street & phase out residential lots/use.
- Street lighting should updated using latest, energy-saving technology. New fixtures should also be softened to look less like highway lighting & more like community lighting.
- Every effort must be done to mitigate empty/unused buildings. Perhaps seasonal/rotating tenants may be considered. Guidance from a business incubator such as the one in Platteville may be necessary.

#### **Update zoning**

In order to assure development along Main Street, highway frontage, etc. conforms to the ideals of this plan, performs as hoped, and maintains the character of village neighborhoods, it will likely be necessary to adjust the zoning in these sectors. New construction should be encouraged to take into account the many potential lifecycles/uses a structure will have between construction and demolition. Moreover, development—especially along Main Street, should be required to fit into and reflect/evoke the village's character, for example the ridge system itself, rail transportation, agriculture/farming, working class, nature etc.

### **Leverage interest in Ridgeway’s park, village green, depot, & Military Ridge Trail**

People from neighboring communities travel to the village to enjoy our 4<sup>th</sup> of July fireworks, trail, and other village activities held near the park. Because of its central location, natural beauty, and growing interest in nature-related activities, it would be wise to grow businesses, services, and activities that play off of that theme.

- Building a nature center/municipal building near this area could allow for year-round traffic to the village. It would link the village’s natural surroundings to its main street businesses and could be located overlooking SW Wisconsin’s ridges—something that hasn’t really been tapped by our neighbors.
- Classes by naturalists, biologists, gardeners, etc.
- Manned by seniors looking for ways to be engaged/active in their community

### **Encourage use of village green/park year-round**

Already popular areas to spend family time in, these areas can be further used by farmers market, craft festivals, etc.—activities that can draw in crowds around the year.

Potentially, the more popular booths/sellers could be encouraged to open a temporary location along Main Street, filling up empty retail space.

### **Encourage the establishment of a village chamber of commerce**

Entrepreneurs looking to start a business in the Village of Ridgeway can benefit from the experience of business owners who’ve run local establishments for years. All business would benefit from exchanging information, workshops, etc.

### **Strive to balance small-town character of Ridgeway with economic development**

Economic growth, population growth, etc. can radically alter the small-town ambiance villagers love. All development must be done taking into consideration how it will affect the character of the village, not just its pocketbook. This can, to some extent, be influenced through zoning and the village land development ordinance, but some closer inspection by the planning & development committee and the village board—especially of any large-scale projects may be required in order to safeguard the community’s values, and to ensure compliance with this comprehensive plan.

### **Eliminate TID**

The village TID should be eliminated, as it lacks planning and has little chance of ever providing the revenue to justify its existence. New TID(s) should be created to fuel Main Street revival, and to possibly develop land south of 18/151, and the parcel previously purchased for the school. New TID(s) should be laid out with forethought—not as a reactionary measure to news or similar.

### **Enforce ordinances—especially those applicable to the village’s visual appearance**

Lawns should be mowed per the ordinance requirements, unsightly elements should be discouraged. The village should consider renting a dumpster once or twice a year to encourage residents to get rid of items too large or cumbersome to eliminate through normal means. A possible e-waste “festival” for area residents may also be considered.

## CONSISTENCY AMONG PLAN ELEMENTS:

As required by Wisconsin State Statute 66.1001, all elements included in this plan are consistent with one another and no known conflicts exist. All nine elements included in this plan work to achieve the desired future for the Village of Ridgeway.

## VILLAGE OF RIDGEWAY ZONING ORDINANCE:

The Village of Ridgeway Zoning Ordinance will be the primary implementation tool for this plan. The ordinance must be enforced and ordinances must comply with this comprehensive plan wherever applicable.

### PLAN ADOPTION:

Per Wisconsin law, this plan must be adopted by the Village of Ridgeway Board.

### PLAN AMENDMENTS:

This plan may be amended at any time, as the data presented can change, laws may require it, etc. Proposed amendments should be done in like manner to the plan's initial preparation—by a planning commission which takes the updates to be approved by the village board.

### PLAN UPDATES:

As required by the state, this comprehensive plan needs to be updated at least once every ten years. An update is different than an amendment, as an update is a major revision of multiple plan sections including maps. The plan was originally written based on variables that are ever changing and future direction might be inaccurately predicted. A plan update should include public involvement, as well as an official public hearing.