

City of Portage, Columbia County, WI Comprehensive Plan 2008-2028

20-Year Land Use Plan and Implementation Guide



Adopted 8.14.08

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#2282

City of Portage Comprehensive Plan

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1 Issues and Opportunities

About this Plan

The City of Portage Comprehensive Plan has been developed to provide background and direction for a variety of land use decisions. Included in this plan are a variety of chapters, or elements, that provide baseline information and specific goals, objectives, and recommendations specific to each element. This plan should be used by the Plan Commission to make decisions about growth and development over the next 20-year period. Periodic updates are required to ensure this plan remains current over time. Specific requirements and procedures for use and maintenance of this plan are provided in the Implementation Element.

Elements of this plan include:

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

History and Setting

The city of Portage and its surrounding areas, make up a community rich in natural amenity and history. The Native American tribes that once lived here, and later the European traders and settlers, took advantage of the lowlands between the Fox and Wisconsin Rivers as a natural “portage,” which eventually lends itself to the name of the community, taken from the word the French fur traders used to describe the place, “le portage.” As a portage, this community developed as a center of commerce and trade, and later, a canal was constructed to facilitate this trade. When the railroads came through, it continued in this role.

By the end of the 17th century, the Fox-Wisconsin waterway, linked at The Portage, served as the major fur trade thoroughfare between Green Bay and Prairie du Chien. In 1828, the federal government recognized the strategic economic importance of The Portage and built Fort Winnebago at the Fox River end. Development of the state's resources necessitated the movement of bulk cargo to the Great Lakes. Navigated by canoes for over 100 years, the Fox-Wisconsin waterway underwent improvement for steamboat traffic beginning in the late 1830s. The improvement linking Portage and its canal to the lower Fox industrial cities of Neenah, Menasha, Appleton, Fond du Lac and Green Bay were sufficient to carry barges of lumber and bulk farm goods by the 1850s. Shifting sand bars defeated efforts to improve navigation of the Wisconsin through a system of wing dams. These efforts were abandoned after 1886.

In 1857 and 1858, the railroad linked Portage to the major commercial centers of Milwaukee and La Crosse. The Chicago, Milwaukee & St. Paul constructed a regional railroad center in north Portage in the

1860s. In 1877, the Wisconsin Central connected south Portage to Ashland and Milwaukee. These connections assured Portage its role in the commercial development of the state and eventually absorbed the bulk cargo carried along the canal.

Portage is currently the largest municipality in Columbia County and the County Seat, located in the southern portion of central Wisconsin. In addition to its historical connection to the Wisconsin and Fox Rivers, and the railroads, Portage is located along Interstate 39 and U.S. Highway 51. Regional traffic headed to northern parts of Wisconsin typically exits Interstate 90/94 onto Interstate 39-Highway 51, traveling through Portage. Recognizing this important juncture, Portage adopted the motto, "Where the North Begins."

Its location along the Wisconsin River places Portage in the low lying area with many wetlands within and around its borders. A portion of the area lies within floodplains. The natural setting of the River and wetlands provides both ample natural resources and a beautiful setting, as well as challenges to growth and development. Recent completion and certification of a levee along the Wisconsin River removed portions of the City from floodplain designation. Dams along the Wisconsin River often result in low flow conditions on the River during summer months, limiting access to the River for boating and recreation.

Summary of Major Issues and Opportunities

A public participation process sought input from Portage area residents. The major issues and priorities facing the City of Portage were identified during the public participation process. A summary of issues and priorities is listed below. More detail is provided in the elements of the comprehensive plan.

Major Issues - Housing

- Declining Rates of Home Ownership** - The percentage of home ownership in Portage is 16% lower than in Columbia County and declined since 1990.
- Aging Housing Stock** - Portage has an aging housing stock with over a large percentage of the total units built before 1939.
- Housing Affordability for First-Time Homeowners** – There is a lack of affordable entry-level homes for new homebuyers. 6.2 - Priority Projects – Housing

Priorities - Housing

- Complete the Rolling Hills Country Subdivision
- Increase the Supply of Entry-Level Single-Family Homes.

Major Issues – Transportation

- Move people and goods throughout the City with minimum interference to residents and commercial activities.
- Allow residents to move safely and easily from one part of Portage to another.
- Maintain a street system that has significant connections into the regional highway system.
- Maintain a local street system that provides adequate internal circulation within the City.
- Develop a street system that has additional separation of through and local traffic.
- Minimize pedestrian / vehicular conflict points.

-Downtown Traffic - State Highways 51, 16 and 33 are the three major routes into the City and through the downtown. Although access to the 3 State Highways and nearby Interstate 39 brings much commerce to the area, there is concern that the volume of traffic in the downtown is a major problem.

Priorities - Transportation

-Extension of Hamilton Street

-Reduce Downtown Truck Traffic

-Establish the Portage Area Trails and Heritage System – Continue development of the PATHS vision and provide City support to the implementation effort where appropriate.

Major Issues - Utilities and Community Facilities

-Need for facilities for seniors, recreation and children and youth – The city lacks adequate facilities for activities and services for seniors, children and youth and community recreation.

-Wastewater treatment and stormwater facilities need upgrades. The wastewater treatment and stormwater facilities in the city are nearing their capacity and/or useful life.

-Increase the post-secondary educational options available to Portage residents – The city lacks a full campus for post high-school degree study.

-Veteran’s Memorial Park needs revitalization – The city lacks adequate facilities for activities and services for seniors, youth and community recreation. A

Priorities - Utilities and Community Facilities

-Establish a multi-use facility for seniors, children and youth and community recreation. Efficient, accessible facility space is needed to meet the activity, recreation and service needs for seniors, children and youth and the broader community.

-Upgrade wastewater treatment and stormwater facilities. Wastewater treatment and stormwater facilities in the city are nearing their capacity and/or useful life.

-Improve the Veteran’s Memorial Park. A more attractive, user-friendly fairground would attract more venues and visitors, and generate a greater economic impact for the city.

Major Issues - Agricultural, Natural and Cultural Resources

-Protection of Cultural Resources - The Portage area is well known throughout Wisconsin as the home of many significant cultural, historic and archaeological sites.

-Protection and Promotion of Historic Resources - The City of Portage has 2 Residential Districts listed on the State and National Register of Historic Places, a Downtown Historic District and an Industrial Historic District; as well as sites and properties that are individually listed on the State and National Register.

-Protection of Wetlands - The City of Portage and the adjoining townships have a large concentration of wetlands.

-Groundwater Quality - Planning to protect the quality of the water resources is essential, as groundwater remains the primary source for most municipal, industrial and private domestic supplies in the area.

-Conservation of Forests - Forested land comprises almost 20% of the 495,300 acres of land in Columbia County.

-Poor water quality of Silver Lake. Run-off of nutrients from agricultural and urban uses reduces water quality of Silver Lake.

-Low water levels in the Wisconsin River reduce opportunities for access by boat or foot during summer months. Portage's location between dams results in low water flow along the Wisconsin River. Low flow during summer months reduces or prevents access to the river by foot or boat, and creates stagnant, unappealing conditions.

Priorities - Agricultural, Natural and Cultural Resources

-Restoration of the Portage Canal –Ongoing City support is needed for the successful completion of this project.

-Improve the water quality of Silver Lake. The City should explore the feasibility of measures to reduce and mitigate nutrient run-off into Silver Lake.

-Explore the feasibility of increasing flow in the Wisconsin River during summer months.

-Use Portage's unique history to brand the community, enhance community identity, and promote tourism and downtown revitalization. As one of the oldest municipalities in the state, founded as a pivotal waterway link in the state's early settlement, Portage enjoys a unique identify and cultural resource.

-Complete the Portage Area Trails and Heritage System (PATHS) Project.

Major Issues - Economic Development

-Redevelopment of Commercial and Industrial Buildings - Vacant and underutilized commercial and industrial buildings located near the Downtown and the Portage Canal District are prime candidates for adaptive reuse.

-Changes to the Farm Economy

Priorities - Economic Development

-Develop an Economic Development Action Plan – The City of Portage is a prime location for many types of businesses, although development efforts are seriously hampered without a plan of action.

-Develop the New Portage Airport - The City will need to identify and acquire additional land for the airport and plan for the new land uses and development activity adjacent to the airport.

-Redevelop the Existing Airport Site - Following construction of the new airport, the existing airport site will be available as an excellent redevelopment parcel.

-Downtown Revitalization - The revitalization of Downtown Portage is one of the critical issues facing the City of Portage.

-Attract Businesses to the Industrial Park

-Market Portage to attract new businesses to the industrial park and city, and to increase employment and tax base. Effective marketing and promotion is needed to attract businesses that will provide quality, well-paying jobs and that can be adequately served by City utilities.

Major Issues - Intergovernmental Cooperation

-Intergovernmental cooperation will be critical to the successful implementation of Portage's comprehensive plan.

Priority Projects - Intergovernmental Cooperation

-Contain the Fiscal Impacts of Residential Development.

-Develop an Annexation Policy

-Work with adjacent municipalities and the County to prepare annexation plans and extra-territorial jurisdiction policies, and to identify opportunities for shared resources and/or joint programs that generate tax savings. It will be necessary to work effectively with neighboring jurisdictions to adopt timely and effective annexation plans to meet future land use needs of the city.

Major Issues - Land Use

-Existing airport site – Redevelopment of the existing airport site should be a major consideration during the planning and development of the new airport.

-Environmental Constraints to Development - The Portage planning area is a unique blend of abundant natural areas, historic places, neighborhoods and rural lands. The area has a significant amount of development limitations due to wetlands and unsuitable soils.

Priority Projects - Implementation

-Adopt a Traditional Neighborhood Development Ordinance - A traditional neighborhood development (TND) is one option that would help promote compact mixed-use development where residential, commercial and civic buildings are within close proximity to each other.

-Establish Cooperative Boundary Agreements – There is significant interest in development at or near the municipal boundaries of Portage.

-Adopt a Conservation Subdivision Ordinance –A Conservation Subdivision Ordinance is one tool that can help direct development to more suitable areas and away from wetlands and other environmentally sensitive areas.

Sign Regulation – Review and update to Article H in the City of Portage Zoning Code in order to distinguish between the requirements of an automobile orientated Commercial Business District and the pedestrian orientated Downtown Commercial District.

-Establish and Adopt Downtown Design Guidelines – Design guidelines are needed to provide criteria for review of proposed construction, reconstruction, alterations and demolition in the Historic District.

Summary of Demographic Conditions

Growth Projections

Projections provide a baseline; however, local policy will help determine the amount and location of growth.

-According to the 2000 Department of Administration (DOA) estimates, Portage is projected to grow by approximately 1,300 people over the next twenty years (from 10,062 in 2005 to 11,291 by 2025).

-Approximately 771 new housing units are projected by 2025 (from 3,947 in 2005 to 4,718 in 2025).

-The City is projected to require between 383 and 467 acres for development by 2025 depending on density of future development. Most of this total (263 acres) will be met with existing vacant land within City boundaries. Between 199 and 204 acres of land will need to be added to the City to accommodate the remaining growth. Most of the projected growth (66%) of the new anticipated acres of development will be residential.

Agriculture

-Currently, about 14% of existing land use in Portage is classified as agricultural (741 acres). In 2000, less than 1% of Portage’s workforce is employed on local farms.

-Portage's historic role as a place to sell and ship local agricultural and natural resources within and beyond the region and state has evolved to serve as a regional center for production, government and services.

Housing

-The average household size is 2.4 people per household.

-Of the total number of housing units in 2000 (3,970), 44% were built before 1940 (1,741 units).

The median home value in the City was \$96,000 in 2000, which was lower than the County median of \$115,000.

Employment

-The City's unemployment rate was 4.2% in 2000, higher than the County (3.5%).

15% of adults 25 or older have a bachelor's degree or higher, compared to 17% for Columbia County and 22% for Wisconsin.

-One fourth of residents 16 years or older work in manufacturing in 2000, which is higher than Columbia County (a fifth) or Wisconsin (22%). Slightly more than a fourth of City residents of working age are employed in management, professional, and related occupations; while a similar percentage (26%) are employed in service occupations.

Natural and Cultural Resources

-The City is located in the Buffalo and Puckaway Lakes watersheds north of the Wisconsin River, and the Lower Baraboo River watershed to the south of the River.

-The City is one of the oldest incorporated communities in the State. It has eleven sites listed on the National Register of Historic Places.

-Portage maintains a growing network of trails managed by the Portage Area Trails and Historic System.

-Much of the City and surrounding area includes floodplains and environmental corridors as a result of its location between the Fox and Wisconsin Rivers.

Utilities and Community Facilities

-The City provides sewer and water service to properties located within the jurisdiction.

-The Portage Public Library provides library and media resource opportunities to area residents.

-A police department, a Fire Department and an ambulance service with paramedics operated by Divine Saviors are located in Portage.

Demographic Analyses

This section provides information about current demographic trends. For the purpose of this report, demographic data is provided at the municipal level, the sub-area level, and the county level, and where necessary, state data is provided for comparative purposes.

Population Trends and Forecasts

The 2000 Census of Population recorded the population of Portage at 9728, which is a 12.6% increase from the 1990 Census population of 8640. The rate of growth in Portage from 1990 to 2000 is 4% slower than the rate of growth in Columbia County and 3% faster than the overall growth rate in Wisconsin. Of the four Towns that adjoin Portage, Pacific experienced the fastest rate of growth from 1990 to 2000 with a 29.5% rate and Fort Winnebago grew the slowest with a 3.6% increase for the same period. The

Town of Caledonia had a similar rate of growth to Portage at 13.6% and Lewiston grew only 5.7% from 1990 to 2000.

Historic Population Trends 1970 – 2000

The rate of population growth in Portage has been steadily increasing over the past 25 years (see Table 1). The population increase from 1980 to 1990 was 9.42% and the increase was 12.6% from 1990 to 2000. The overall population increase in Portage from 1980 to 2005 was 27.43% with the population increasing from 7,896 to 10,062. The 1980 to 2005 growth rate in Portage was 50% faster than the overall State of Wisconsin growth rate and 6% faster than the Columbia County rate for the same period. The Town of Pacific had the fastest growth rate of the adjoining communities for the 1980 to 2005 period with a 124 % rate and the Town of Fort Winnebago experienced negative growth at -2% for the same period. The Town of Lewiston experienced modest population growth from 1980 to 2005 with an increase of 7%. The Town of Caledonia experience stronger growth during this period than the City of Portage.

Table 1: US Census Population Counts and 2005 Estimate

	Census 1980	Census 1990	Census 2000	Estimate 2005	Percent Change 1980-1990	Percent Change 1990-2000	Percent Change 1980-2005
City of Portage	7896	8640	9728	10062	9.42%	12.59%	27.43%
Town of Caledonia	923	1031	1171	1220	11.70%	13.58%	32.18%
Town of Fort Winnebago	860	825	855	843	-4.07%	3.64%	-1.98%
Town of Lewiston	1122	1123	1187	1200	0.09%	5.70%	6.95%
Town of Pacific	1215	1944	2518	2725	60.00%	29.53%	124.28%
Columbia County	43222	45088	52468	54434	4.32%	16.37%	25.94%
State of Wisconsin	4705642	4891769	5363715	5563896	3.96%	9.65%	18.24%
source: U.S. Census and WI Dept. of Administration							

1.1 - Age Distribution as a Percentage of the Total Population

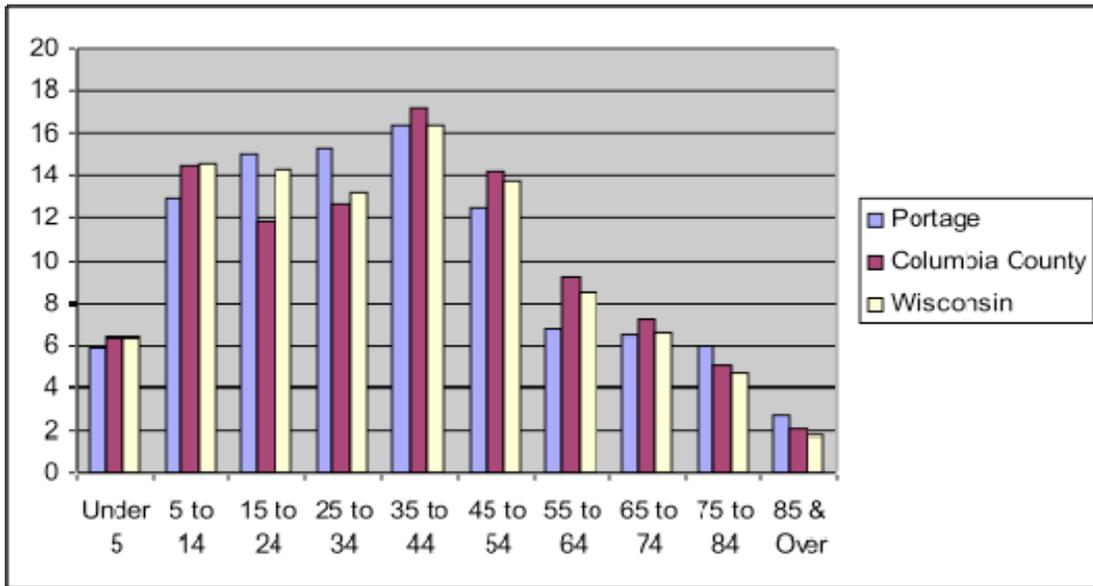
The age distribution as a percent of the population for the Census Year 2000 is shown on Table 2 and Chart 1. Portage has 1 ½ % fewer children between the ages of 5 to 14 than either Columbia County or the State of Wisconsin average. In the 25 to 34 age range Portage has 2% more people than the state average and 1 ½ % more than the Columbia County average. In the 35 to 74 age range Portage has a smaller percentage of residents than the Columbia County average and the same as the state average in the 35 to 44 category and less than the state average in the 45 to 74 age range. Portage has a higher percentage of residents in the 75 and over group than either Columbia County or the State.

Table 2: Age Distribution: Percent of Population in 2000

	Portage	Columbia County	Wisconsin
Under 5	539	6.4	6.4
5 to 14	13	14.5	14.6
15 to 24	15	11.8	14.3
25 to 34	15.3	12.7	13.2
35 to 44	16.3	17.2	16.3
45 to 54	12.5	14.2	13.7
55 to 64	6.8	9.2	8.5
65 to 74	6.5	7.2	6.6
75 to 84	6	5.1	4.7
85 & Over	2.7	2.1	1.8

Source: U.S. Census

Chart 1: Age Distribution: Percent of Population in 2000



1.2 - Median Age

According to the 2000 Census the median age in the City of Portage was 36, which is the same as the median age in the State of Wisconsin (see Table 3). The surrounding towns all had higher median ages starting with Fort Winnebago at 40.6, Lewiston at 41.1, Caledonia at 41.2, and Pacific at 42.7.

Table 3: Year 2000 Census: Population & Age

Municipality	Yr. 2000	Median Age	Under 18	18 & over
Portage	9728	36	1960	7768
Town of Caledonia	1171	41.2	283	888
Town of Fort Winnebago	885	40.6	211	644
Town of Lewiston	1187	41.1	276	911
Town of Pacific	2518	42.7	560	1958

1.3 - Population Projections - WI Department of Administration - 2005 to 2025

The last official population projections published by the Wisconsin Department of Administration Demographic Services Center were completed in 2007 and were based on the 2000 Census of Population. The 2007 projections were based on a mathematical extrapolation from the population trends that were experienced during the period from 1980 to 2000.

Table 4: Population Projections 2000 – 2025 Based on WI DOA Projections

Type and Name of Municipality	Census 2000	Projection 2010	Projection 2015	Projection 2020	Projection 2025	Change 2000-2025
City of Portage	9728	10390	10689	10963	11291	16.07%
Town of Caledonia	1171	1269	1313	1354	1401	19.64%
Town of Fort Winnebago	855	833	821	808	800	-6.43%
Town of Lewiston	1187	1213	1224	1232	1247	5.05%
Town of Pacific	2518	2926	3117	3295	3488	38.52%
Columbia County	52468	56366	58135	59753	61669	17.54%
State of Wisconsin	5363715	5751470	5931386	6110878	6274867	16.99%

Source: U.S. Census and WI Dept. of Administration

Population projections prepared by Wisconsin Department of Administration show Portage reaching a population of 11,291 by 2025. This represents a percentage increase of 16 percent, which is approximately the same as the projected increase for Columbia County (18%). In comparison, the Town of Pacific is expected to experience the largest percentage increase, at 39 percent, followed by the Towns of Caledonia and Lewiston. The Town of Fort Winnebago is projected to decrease in population by 6 percent, to 800 in 2025.

1.4 – Household Projections – Based on the 2000 Census - 2005 to 2025

A household includes all persons who live in a housing unit such as homes, apartments or even single rooms intended as separate living quarters. Households do not include group quarters such as dormitories, prisons, halfway houses or similar facilities containing ten or more unrelated people. The last official household projections published by the Wisconsin Department of Administration Demographic Services Center were completed in 2007 and were based on the 2000 Census. The 2007 projections were based on a mathematical extrapolation from the household trends that were experienced during the period from 1980 to 2000.

Table 5: Household Projections 2000 – 2025 Based on WI DOA Projections

Type and Name of Municipality	Total households 2000	Projected Households				
		2005	2010	2015	2020	2025
C Portage	3770	3947	4162	4365	4542	4718
T Caledonia	451	477	507	534	558	584
T Fort Winnebago	325	326	329	330	329	329
T Lewiston	473	486	502	515	525	538
T Pacific	1007	1107	1214	1316	1409	1508
Columbia County	20439	21532	22777	23928	24928	26000

Source: U.S. Census and WI Dept. of Administration

1.5 - Racial Distribution – 2000 Census

The City of Portage in Census Year 2000 consisted of 92.8% White residents, 4.2% Black/African American residents and roughly 3.0% residents who identify with other racial groups (table 6). The population in the Towns of Caledonia, Fort Winnebago, Lewiston and Pacific is more than 99% White residents.

Table 6: Year 2000 Census – Racial Distribution

Municipality	Race (2000)					
	White	Black/African Americans	American Indian/Alaska Native	Asian	Native Hawaiian & other Pacific Islanders	Others
Portage	9024	379	50	69	5	83
Town of Caledonia	1155	2	3	2	0	6
Town of Fort Winnebago	845	1	2	0	0	2
Town of Lewiston	1162	0	6	3	0	2
Town of Pacific	2482	2	2	6	0	3

1.6 Educational Levels

The total school enrollment, including college or graduate school, in 2000 of Portage residents was 2,251 (see Table 7). The percent of city residents who graduated from high school is 82.3. The percent that have a bachelor’s degree or higher is 14.8. These rates are lower than those for the state of Wisconsin, which has a high school graduation rate of 85% and 22 percent of residents age 25 or older have a college degree or higher.

Table 7: Year 2000 Census – Educational Levels

City of Portage: 2000	Number	Percent
SCHOOL ENROLLMENT		
Population 3 years and over enrolled in school	2251	100.0
Nursery school, preschool	145	6.4
Kindergarten	136	6.0
Elementary school (grades 1-8)	973	43.2
High school (grades 9-12)	608	27.0
College or graduate school	389	17.3
EDUCATIONAL ATTAINMENT		
Population 25 years and over	6444	100.0
Less than 9th grade	292	4.5
9th to 12th grade, no diploma	851	13.2
High school graduate (includes equivalency)	2630	40.8
Some college, no degree	1277	19.8
Associate degree	442	6.9
Bachelor's degree	638	9.9
Graduate or professional degree	314	4.9
Percent high school graduate or higher	82.3	(X)
Percent bachelor's degree or higher	14.8	(X)

Source: U.S. Census 2000

2 Housing

This element provides a baseline assessment of Portage’s current housing stock. Following these conditions analyses are a series of goals, objectives, and recommendations which have been developed to increase, enhance, or sustain the City’s housing stock.



The City of Portage maintains a variety of new and historic housing units.

Housing Units

Table 2.1 depicts the number of housing units within the City of Portage. The table also outlines the percentage of housing units that are occupied by the home owner, the percentage of units that are renter occupied, and the percentage of units that are vacant. In the City, there are 2,219 housing units that are owner occupied, 1,751 units that are rental occupied, and 200 units that are vacant.

Table 2.1: Housing Occupancy, 2000

Municipality	Total Housing Units	Owner-Occupied Units		Renter-Occupied Units		Vacant Units	
	2000	Number	Percent	Number	Percent	Number	Percent
City of Portage	3970	2219	61.2	1751	44.1%	200	5.0%
Town of Caledonia	713	402	83.2	311	43.6%	262	36.7%
Town of Fort Winnebago	343	295	89.1	48	14.0%	18	5.2%
Town of Lewiston	573	420	81.9	153	26.7%	100	17.5%
Town of Pacific	1108	906	84.7	202	18.2%	101	9.1%
Columbia County	22685	15298	72.9	7387	32.6%	2246	9.9%

Source: U.S. Bureau of the Census, 2000

Age of Housing Structures

Table 2.2 provides a detailed analysis of when housing units were constructed within the City of Portage, as well as the towns of Lewiston, Caledonia, Pacific, Fort Winnebago, and Columbia County. It is important to note that nearly 40% of housing in the City was constructed 1939 or earlier and how that would apply to the condition and lifespan of the building.

Table 2.2: Age of Housing Structures, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Town of Pacific	Town of Fort Winnebago	Columbia County
Total Occupied Units		3966	567	723	1099	352	22685
1939 or Earlier	Number	1626	102	176	53	99	7235
	Percent	41.0%	18.0%	24.3%	4.8%	28.1%	31.9%
1940-1959	Number	721	82	110	73	39	3258
	Percent	18.2%	14.5%	15.2%	6.6%	11.1%	14.4%
1960-1969	Number	313	94	121	61	49	2238
	Percent	7.9%	16.6%	16.7%	5.6%	13.9%	9.9%
1970-1979	Number	456	118	99	254	100	3408
	Percent	11.5%	20.8%	13.7%	23.1%	28.4%	15.0%
1980-1989	Number	326	71	83	320	12	2154
	Percent	8.2%	12.5%	11.5%	29.1	3.4%	9.5%
1990-1998	Number	501	88	118	309	50	3903
	Percent	12.6%	15.5%	16.3%	28.1%	14.2%	17.2%
1999-March 2000	Number	23	12	16	29	3	489
	Percent	0.6%	2.1%	2.2%	2.6%	0.9%	2.2%

Source: U.S. Census Bureau, Census 2000 Summary File 3, Matrices H36, H37, H38, and H39.

Types of Housing Units

Table 2.3 outlines the number of units that are available within a housing structure. In the City of Portage, single family detached homes (58.9%) are the most common type of housing with ten or more unit buildings (15%) the second most frequent type of housing. Multifamily structures constitute 36.4% of the homes within the City compared to the towns of Lewiston (1.9%) and Caledonia (4.8%).

Table 2.3: Type of Unit in Structure, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Town of Pacific	Town of Fort Winnebago	Columbia County
Total Occupied Units		3966	567	723	1099	352	22685
1-Unit, Detached	Number	2334	458	652	813	345	17127
	Percent	58.9%	80.8%	90.2%	74.0%	98.0%	75.5%
1-Unit, Attached	Number	65	4	12	142	0	568
	Percent	1.6%	0.7%	1.7%	12.9%	0.0%	2.5%
2 Units	Number	306	6	12	43	0	1132
	Percent	7.7%	1.1%	1.7%	3.9%	0.0%	5.0%
3 or 4 Units	Number	263	2	5	55	0	841
	Percent	6.6%	0.4%	0.7%	5.0%	0.0%	3.7%
5 to 9 Units	Number	280	0	0	0	0	739
	Percent	7.1%	0.0%	0.0%	0.0%	0.0%	3.3%
10 or More Units	Number	595	2	0	0	0	1284
	Percent	15.0%	0.4%	0.0%	0.0%	0.0%	5.7%
Mobile Home	Number	123	95	42	46	7	994
	Percent	3.1%	16.8%	5.8%	4.2%	2.0%	4.4%

Source: U.S. Census Bureau, Census 2000 Summary File 3, Matrices H14, H21, H32, H43, H45, H53, HCT22, HCT23, HCT24, HCT25, HCT26, and HCT27.

Housing Values

Table 2.4 outlines the values of owner occupied housing units within the City of Portage according to the 2000 Census. In 2000, the median home value in the City was \$90,600 as compared to \$115,000 in Columbia County. About 85% of the housing units in the City were valued between \$50,000 and \$150,000. A survey by Realtor.com lists the 2005 average home price around \$136,487, which compares higher than the \$115,000 Columbia County home price but lower than the State average of \$143,981.

Table 2.4: Median Value and Value of Owner Occupied, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Town of Pacific	Town of Fort Winnebago	Columbia County
Total Owner Occupied Units		1958	191	232	713	168	11350
Median Value (Dollars)		\$90600	\$101000	\$129100	\$137100	\$118800	\$115000
Less than \$50,000	Number	84	8	3	19	2	297
	Percent	4.3%	4.2%	1.3%	2.7%	1.2%	2.6%
\$50,000-\$99,000	Number	1147	86	67	143	46	3981
	Percent	58.6%	45.0%	28.9%	20.1%	27.4%	35.1%
\$100,000-\$149,999	Number	506	69	77	269	89	4189
	Percent	25.8%	36.1%	33.2%	37.7%	53.0%	36.9%
\$150,000-\$199,999	Number	167	17	42	199	28	1825
	Percent	8.5%	8.9%	18.1%	27.9%	16.7%	16.1%
\$200,000-\$299,999	Number	35	8	38	61	3	813
	Percent	1.8%	4.2%	16.4%	8.6%	1.8%	7.2%
\$300,000 or More	Number	19	3	5	22	0	245
	Percent	1.0%	1.6%	2.2%	3.1%	0.0%	2.2%

Source: U.S. Bureau of the Census, 2000 Source: U.S. Census Bureau, Census 2000 Summary File 3, Matrices H7, H74, H76, H80, and HCT28.

Affordability of Housing

The following tables, 2.5 and 2.6, depict how much residents in the City of Portage spent on housing according to the 2000 Census. It is generally recommended that a person/family should spend no more than 30% of their income on housing costs.

According to the data, close to 80% of Portage’s homeowners spend less than 30% of their income on home related expenses. Just over 20% of owners pay more than 30% of their income towards housing expenses. Renters in Portage pay a higher percentage of their income on housing, with 29.1% of renters pay more than 30% of their income towards their housing costs.

Table 2.5: Percent of Income Spent on Owner Occupied Units, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Town of Pacific	Town of Fort Winnebago	Columbia County
Total Owner Occupied Units		1958	191	232	713	168	11350
Less than 15 Percent	Number	800	81	73	279	68	3860
	Percent	40.90%	42.40%	31.50%	39.10%	40.50%	34.00%
15 to 29 Percent	Number	759	89	112	310	85	5048
	Percent	38.80%	46.60%	48.30%	43.50%	50.60%	44.50%
30 Percent or More	Number	396	21	46	120	32	2387
	Percent	20.20%	11.00%	19.80%	16.80%	19.00%	21.00%
Not Computed	Number	3	0	1	4	0	55
	Percent	0.20%	0.00%	0.40%	0.60%	0.00%	0.50%

Source: U.S. Bureau of the Census, 2000

Table 2.6: Percent of Income Spent on Renter Occupied Units, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Town of Pacific	Town of Fort Winnebago	Columbia County
Total Renter Occupied Units		1534	34	37	104	21	4,782
Less than 15 Percent	Number	340	6	10	33	7	1215
	Percent	22.2%	17.6%	27.0%	31.7%	33.3%	25.4%
15 to 29 Percent	Number	677	14	13	48	6	2093
	Percent	44.1%	41.2%	35.1%	46.2%	28.6%	43.8%
30 Percent or More	Number	446	2	2	17	2	1144
	Percent	29.1%	5.9%	5.4%	16.3%	9.5%	23.9%
Not Computed	Number	71	12	12	6	6	330
	Percent	4.6%	35.3%	32.4%	5.8%	28.6%	6.9%

Source: U.S. Bureau of the Census, 2000

Household Characteristics

A “household” is an occupied housing unit. Table 2.7, below, outlines the average size of both households and families within the City. It also identifies the percentage of households that consist of family (related by birth or marriage) versus non-family households. The average household in the County consists of 2.49 people, while the average family in Portage consists of 2.30 people. A small majority, 59.1%, of households in the City consist of related families.

Table 2.7: Household Characteristics, 2000

	Average Household Size	Average Family Size	Family Households	Non-family Households
City of Portage	2.30	2.96	59.1%	40.9%
Town of Lewiston	2.52	2.88	73.4%	26.6%
Town of Caledonia	2.60	2.97	76.1%	23.9%
Town of Pacific	2.50	2.83	77.9%	22.1%
Town of Fort Winnebago	2.63	2.92	79.7%	20.3%
Columbia County	2.49	2.99	69.3%	30.7%

Source: U.S. Bureau of the Census, 2000

Household Growth Projections

The following household growth projections have been used to generate one set of future land use scenarios. These projections, prepared by the State Department of Administration are generally considered conservative growth projections. These figures are often lower than other growth projections as they are based, in part, on historical growth dating back several decades. As indicated, the City of Portage is estimated to grow by 771 households (20%) from 2005 to 2025.

Table 2.8: Wisconsin DOA Housing Projections 2025

	Total households	Projected Households				
	2000	2005	2010	2015	2020	2025
City of Portage	3770	3947	4162	4365	4542	4718
Town of Lewiston	473	486	502	515	525	538
Town of Caledonia	451	477	507	534	558	584
Town of Pacific	1007	1107	1214	1316	1409	1508
Town of Fort Winnebago	325	326	329	330	329	329
Columbia County	20439	21532	22777	23928	24928	26000

Source: Wisconsin Department of Administration

Special Needs Housing

City of Portage Zoning Ordinance

The City zoning code provides six (6) districts for a variety of housing types including single family, duplexes, multifamily, and mobile home parks. The zoning ordinance allows for lots down to a minimum of 8,000 square feet.

Renewal Unlimited Inc.

The program provides Job counseling, job services, readiness & other training, GED & HSED (Fresh Start) House Program to assist in buying homes, Rental assistance in collaboration with Hope House, Head Start, Family Resource Center, Youth Services, mentoring.

Habitat for Humanity - Sauk/Columbia County Area

The program helps by building or rehabilitating simple decent houses.

Hope House

Free emergency shelter, food and clothing, support groups, legal services, children's advocate and sexual assault advocate.

International Dwelling Code (UDC)

The International Dwelling Code (UDC) is the statewide building code for one and two family dwellings built since June 1, 1980. The code sets minimum standards for fire safety; structural strength; energy conservation; erosion control; heating, plumbing and electrical systems; and general health and safety.

Wisconsin Housing and Economic Development Authority (WHEDA)

The WHEDA was created to make construction, rehabilitation, and Permanent mortgage loans to eligible sponsors of housing projects for low and moderate income households. The program provides an important resource to county residence.

City Housing Programs

The City of Portage administers housing programs funded by the Community Development Block Grant (CDBG) Program. The programs include:

Owner-Occupied Rehabilitation Loans

Loans are available for owner-occupied rehabilitation projects subject to a \$12,000 maximum. Loan repayment will be deferred at no interest subject to conditions.

Rental Unit Rehabilitation Loans

Installment loans for 100% of the rehab cost at 4%. Loan period up to 10 years. Deferred loan for one-third of the rehab costs. Remaining two-thirds financed by the property owners.

Goals, Objectives, and Recommendations

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations were jointly developed by the City of Portage Plan Commission and its consultants.

Goal H1 – The City of Portage will offer a variety of quality housing choices for all residents, including different age, income, and special needs.

Objective H1.1 – Establish numerical targets for different types (i.e. single-family detached, 1-4 unit buildings, etc.) and tenure (owner-occupied, rental) of housing.

Recommendations:

1. Adjust City housing programs to place priority on the housing types that the City wishes to encourage.
2. Assess City zoning code to identify revisions that will result in the desired mix of housing types.
3. Assess and address the needs for housing for people with special needs (physical or other disabilities) in terms of supply and condition.

Objective H1.2 – Encourage home ownership through incentives and availability of residential lots.

Recommendations:

1. Use City CDBG funds to provide down-payment assistance to low- and moderate-income first-time home-buyers.
2. Identify a target number of first-time homebuyers to assist during the next five years to help increase homeownership.
3. Assess whether the funding available in the City CDBG funds are adequate to meet the target number of first-time homebuyers to assist. Identify and apply for additional sources of funding if needed to meet target (such as additional State CDBG grants, city allocations, TIF, etc.).

4. Develop and implement a marketing program to inform potential home buyers of the City's first-time homebuyer program.
5. Provide homebuyer education and certificates of completion to first-time homebuyers and partner with local lending institutions to connect certified buyers with approved down payment assistance to home loan programs.

Objective H1.3 – Encourage homeowners and landlords to maintain and upgrade their properties.

Recommendations

1. Assess City CDBG Housing Assistance Program to determine if the program is meeting the needs for property maintenance and rehabilitation.
2. Set targets for numbers of homes and rental properties to be improved with City assistance in the next five years.
3. Identify additional sources of funding if necessary to meet target numbers.
4. Establish a dialogue between the City and landlords to increase landlord support of property maintenance.
5. Coordinate building code enforcement with the City's CDBG housing rehabilitation assistance program.
6. Enforce building codes through inspections and citations where necessary.

Objective H1.4 – Encourage the rehabilitation of second-floor space above first-floor commercial properties for residential uses.

Recommendations

1. Inventory the second floor space above commercial properties to determine the number and condition of existing units and potential units.
2. Assess the City building code to determine where revisions could be made to assist the rehabilitation of second floor residential units without compromising health and safety. Revise the building code where appropriate.
3. Provide additional incentives (such as lower interest rates, longer terms, deferred payment periods) in the City CDBG housing assistance program and Tax Increment Financing, where applicable, for rehabilitation of second floor residential units.

Objective H1.5 – Provide an adequate supply of appropriately zoned land for projected residential growth.

Recommendations

1. Work in cooperation with adjacent towns to annex land identified in the Land Use Element of the Comprehensive Plan as needed to meet projected needs for development.

2. Extend municipal services to accommodate residential growth on new land.
3. Identify infill opportunities for development.

Objective H1.6 – Allow smaller residential lot sizes in the zoning code to enable moderate-priced single-family residential development.

Recommendations:

1. Assess the City zoning code to determine if smaller lots are allowed for single-family homes or townhomes. Identify appropriate lot sizes and building footprints for moderate-priced single family homes. Revise city zoning code if necessary to allow smaller lot sizes and building footprints for entry-level single-family homes, while meeting the need for growth.
2. Incorporate smaller residential lot sizes and building footprints within a mix of lot sizes and allowable building types to foster a desired mix of residential building types to promote diversity and neighborhood stability.

Goal H2 – Promote a mix of housing types within neighborhoods, and discourage the concentrations of single housing types to foster diversity and stability.

Objective H2.1 – Prepare neighborhood plans for future growth areas that allow a mix of housing types.

Recommendations:

1. Prepare neighborhood development guidelines or “framework” to guide neighborhood planning in future growth areas identified in the Land Use Element. Include a mix of housing as one of the components of the framework.
2. Issue a Request for Proposals for preparation of neighborhood plans, and include the neighborhood development framework in the RFP and as a guide for selecting the consulting firm. Require public participation in the form of neighborhood design workshops as part of the RFP.
3. Work with a consultant to prepare neighborhood plans for future growth areas.

Objective H2.2 – Adopt a Traditional Neighborhood Development Zoning Ordinance to guide future neighborhood developments.

Recommendation:

1. Issue a Request for Proposal for preparation of a Traditional Neighborhood Development (TND) Zoning Ordinance that is based on the following TND principles:
 - a. Compactness – Neighborhoods and districts should be compact enough to encourage pedestrian activity without excluding automobiles;
 - b. A diverse mix of activities (residences, shops, schools, workplaces and parks, etc.) occur in proximity – Many activities of daily living should occur within walking distance, allowing independence to those who do not drive and adding to neighborhood vitality;

- c. A wide spectrum of housing options within the same neighborhood – The neighborhood includes a variety of dwelling types so that younger and older people, singles and families, of varying income levels may find places to live;
- d. A range of transportation options – Streets are designed to promote the safe and efficient use by walkers, bikers, drivers and transit riders;
- e. Pedestrian-friendly – Features such as narrower streets, shorter block lengths and walkable destinations promote walking as a viable option to auto trips;
- f. Open spaces, greens, parks, accessible and convenient to all – Significant cultural and environmental features are incorporated into the design of the development for the use, benefit, and enjoyment of the entire community. A range of parks, from tot-lots and village greens to ball fields and community gardens, are distributed within neighborhoods;
- g. Interconnected network of streets of various sizes and functions – Streets and roads form a connected network, dispersing traffic and offering a variety of pedestrian and vehicular routes to any destination while connecting and integrating the neighborhood with surrounding communities; and
- h. A distinct neighborhood/community center – A center that includes public spaces—such as a square, green or important street intersection—and public buildings—such as a library, church or community center, transit stop and retail businesses—provides a civic focus and informal place of gathering.

Goal H3 – Promote safe, attractive neighborhoods for a range of families and households with a high quality of life and stable property values.

Objective H3.1 – preserve and revitalize neighborhoods to enhance and maintain quality of life, safety and property values.

Recommendations:

1. Identify neighborhoods and/or areas in need of revitalization based on factors such as building conditions, crime, lack of adequate public facilities, etc.
2. Prepare and implement neighborhood revitalization plans to improve quality of life, safety and neighborhood value.
3. Identify potential historic districts and evaluate the potential for historic district designation to maintain the historic character of the district.
4. Adopt historic district designations where appropriate to maintain historic character of areas with historic and cultural value to the city.

3 Transportation

This element provides a baseline assessment of Portage’s current transportation infrastructure, capacity and needs. Following these conditions analyses are a series of goals, objectives, and recommendations which have been developed to enhance and sustain safe and accessible mobility of people and goods in the City.

Overview

The City of Portage’s transportation system is the collection of many modes and technologies, all with the goal of moving people and goods throughout the City, County, south central Wisconsin, and the nation. The interchange of goods, services, and ideas provided through a functioning transportation system is the basis for the area’s economy. This element includes a compilation of background information, goals, objectives, and recommendations to guide the future development of Portage’s transportation system.

Existing Transportation Facilities

This section of the Existing Conditions Report reviews and summarizes the current provision of transportation services in the City of Portage, reviews state and regional transportation plans and programs, and reviews all available transportation modes available in the City and in Columbia County. This section is divided between the movement of people and goods, with the movement of people organized by trip type. Within the movement of people, first reviewed is longer distance, intercity travel opportunities – the interstate system and state routes, airport, intercity transit, and passenger rail service. This section then examines intra-city transportation opportunities, County and local streets, local transit services, bicycling facilities, and pedestrian facilities.

Movement of Goods

A 1996 study showed that Wisconsin’s freight movements were accommodated through three modes: trucks on highway (58 percent), rail (33 percent), and water (9 percent). All three cargo modes are available in Columbia County. The County’s closest intermodal terminals are in Minneapolis/St. Paul and Chicago.

Highways

The officially designated trucks routes within the City are Interstate 39, U.S. Highway 51, and State Trunk Highways 16 and 33. Interstate 39 connects with Interstates 90 and 94 about 4 miles south of the City. The east-west routes are STHs 16 and 33 through the City, connecting Portage to the Wisconsin Dells directly to the west and Fond du Lac and Fox Valley to the east. U.S. Highway 51 and STHs 16 and 33 all pass through downtown Portage. STH 16 also runs east to west through the northwest portion of the City from the City of Columbus to the City of La Crosse. STH 33 is a major truck route connecting Interstates 39, 90 and 94 to destinations to the east, particularly in the Fox Valley area. This connection brings significant truck traffic on Cook Street through the downtown business district. The volume of truck traffic was identified as an issue and priority item. The Columbia County Comprehensive Plan identifies a potential truck bypass of downtown Portage via a new bridge over the Wisconsin River connecting Interstate 39 to the east of the City’s downtown business district.

Water

Although Portage was founded to serve the business, housing and community needs of water transportation between the



Great Lakes and interior of the continent (through the Portage Canal connecting the Fox River to the Wisconsin and Mississippi Rivers), the Canal no longer serves this purpose. Rail and road transport replaced the Canal and water shipment for the City in the early part of the 20th century.

Rail Freight

The Canadian Pacific Railway connects Portage to Milwaukee and Minneapolis/St. Paul. Within the Portage, there is a freight siding in the business park and the downtown area. The Wisconsin Rail Issues and Opportunities study in 1996 forecasted that rail cargo lines that serve Columbia County will continue to serve as higher density lines.

Air Cargo

The Wisconsin Department of Transportation, Bureau of Aeronautics in conjunction with the Bureau of Planning has developed the Wisconsin State Airport System Plan 2020. Most airports included in the State Plan are eligible for State and Federal improvement grant. The State Plan identifies four general classifications of airports based upon the type of service they provide.

The Portage Municipal Airport is the only airport in Columbia County that is part of the State's Airport System Plan. The Portage Municipal Airport is classified as a General Utility Airport and is expected to remain at this classification for the duration of the 20-year planning period. The Wisconsin DOT's Five Year Airport Improvement Program includes the Portage Municipal Airport as a facility slated for improvement.

Movement of People - Intercity

Highways

The City of Portage has easy access to many of the highways that run throughout Columbia County. Interstate 39/U.S. Highway 51 serves as the major transportation route to and from northern Wisconsin. Interstate 90/94 serves long distance, intercity trips to Minneapolis/St. Paul, Minnesota and areas west, and areas to the east including Madison and Chicago, Illinois. STHs 33 and 16 provide east-west travel.

Air Transportation

The Portage Municipal Airport is a General Utility Airport, intended to serve virtually all small general aviation single and twin-engine aircraft, both piston and turboprop, with a maximum takeoff weight of 12,500 pounds or less. These aircraft generally have approach speeds below 121 knots and wingspans of less than 79 feet. Typically, these aircraft are used for business and charter flying and for personal reasons. In Wisconsin, airports in this category normally have a primary runway length of 3,900 to 4,800 feet.



The Portage Municipal Airport

The Wisconsin DOT's Five Year Airport Improvement Program includes the Portage Municipal Airport as a facility slated for improvement. Under the Airport Improvement Program, the Portage Municipal Airport is to be relocated to a new site. The City plans to conduct a site search in the near future.

Passenger Rail

Intercity passenger rail is available through Amtrak service in Portage. The Amtrak Empire Builder operates 1 train per day and serves Portage, with regional connection to Chicago, Milwaukee, Columbus, Wisconsin Dells, Tomah, Winona, Red Wing, and St. Paul. The Empire Builder also connects to the West Coast (Seattle, WA and Portland, OR). Through a connection in Chicago, the national Amtrak network is available. The passenger rail station is located at 400 W. Oneida Street. In 2003 Amtrak served 6,300 passengers at Portage.

WisDOT has been studying ways in which Wisconsin's intercity passenger rail system could be expanded and developed into a more robust component of the state's overall transportation system. WisDOT, along with Amtrak and eight other Midwestern state DOTs, is currently evaluating the Midwest Regional Rail System, a proposed 3,000-mile, Chicago-based passenger rail network in the Midwest. The regional rail system would provide 6 round trips at peak times between Chicago, Milwaukee, Madison, Columbia, and St. Paul. Modern trains operating at peak speeds of up to 110-mph could produce travel times competitive with driving or flying.

Intercity Bus

Intercity passenger bus service is not available in Portage. Greyhound Lines provides service to the Wisconsin Dells.

Movement of People – Intracity

There are a variety of modes that provide transportation within the City of Portage, and, subsequently Columbia County.

Local Roadway Network

The street network shapes access and circulation through the City. Public streets in the area are classified by their primary function, as described below:

Principal Arterials – Serve longer intra-urban trips and traffic traveling through urban areas. They carry high traffic volumes and provide links to major activity centers.

Minor Arterials – Provide intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.

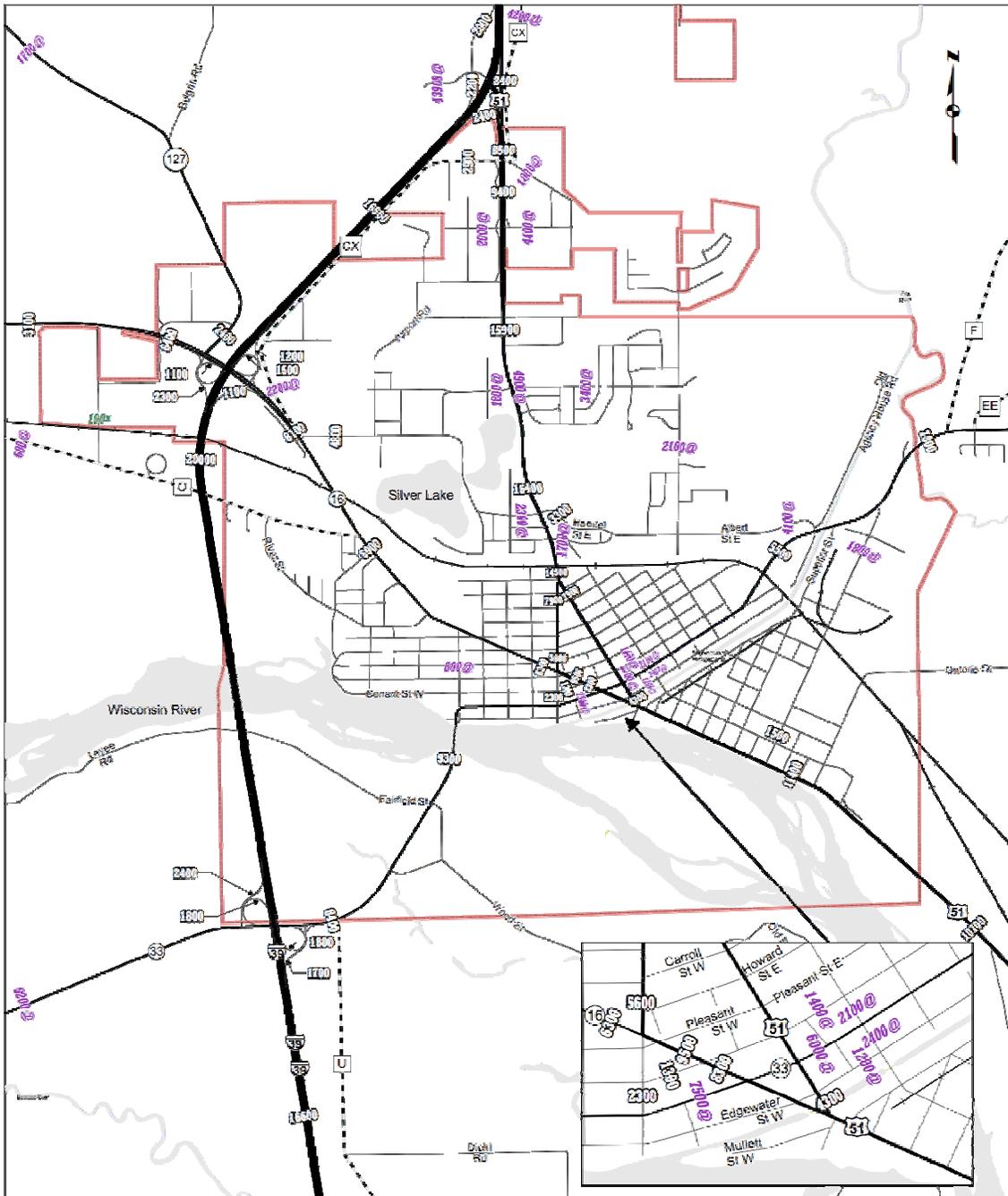
Collectors – Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These facilities collect traffic from local streets in residential neighborhoods and channel it onto the arterial system. In the central business district, and in other areas of like development and traffic density, the collector system may include the street grid which forms the basic unit of traffic circulation.

Local Streets – Local streets primarily provide direct access to adjacent land and access to higher order systems. Local streets offer the lowest level of mobility and through traffic movement on this system is usually discouraged.

Average Annual Daily Traffic (AADT)

One method to understand the usage patterns on a community's street network is through counting the daily traffic of each roadway segment present on an average day. These counts are one characteristic that can be used to describe the function of a road and to observe change in usage over time.

Interstate traffic volumes are represented by an AADT which has been determined from an actual count or growth factored count. The most recent evaluation for the City of Portage was completed in 2006. The AADT count indicates approximately 20,000 vehicles traveled through the City on I-39. Traffic counts in 2006 were 16,400 on Highway 51 north of the downtown; 8,100 on STH 16 just east of the I-39 interchange; 9,300 on STH 33 just south of the Wisconsin River; 11,400 on STH 33 leaving the City to the west; and 5,500 on STH 16 leaving the City to the northeast.



2006
City of PORTAGE
COLUMBIA County
Annual Average Daily Traffic

9999 - AADT - 2006
9999# - AADT - 2005 **9999^ - AADT - 2002**
9999* - AADT - 2004 **9999~ - AADT - 2001**
9999@ - AADT - 2003 **9999x - AADT - 2000 or older**
Character following AADT on map designates year

Source: Wisconsin DOT

Rustic Roads

While the County's transportation system supports all economic activity, some roadways in Columbia County have been designated to promote tourism and related economic activity. These Rustic Roads are scenic, lightly traveled country roads that have outstanding natural features along its borders such as rugged terrain, native vegetation, native wildlife, or include open areas with agricultural vistas that singly or in combination uniquely set this road apart from other roads.

The City of Portage has two designated Rustic Roads. Rustic Road 49 follows Fairfield Street in the City of Portage and Levee Road in the Town of Caledonia. The full length of the Rustic Road 49 is 9.8 miles, from CTH T in Sauk County to STH 33 in Columbia County. The road travels through the Aldo Leopold reserve and the Pine Island Wildlife area along the Wisconsin River. Rustic Road 69 follows Old Agency House Road in the City of Portage. The full length of Rustic Road 69 is 0.75 miles, from Albert Street to the road's termini. The road travels along the Portage Canal and ends at the historic Indian Agency House Museum.

Opportunities exist elsewhere in the greater Portage area for additional roads to be designated as Rustic Roads. Roads to be considered for Rustic Road designation include Fox River Road and Lock Road in the Town of Fort Winnebago, Owen Park Road in the Town of Caledonia, Cheese Factory Road in the Town of Lewiston, and County Highway O in the Towns of Lewiston and Newport.

Public Transportation, Transit, Taxi and Paratransit

The City of Portage does not operate a public transportation or transit system. Shared taxi service is provided by Portage Cab, operated by Running, Inc. They operate 9 vehicles serving the Portage area seven days per week, including holidays.

Transportation services are available to the elderly and disabled in Columbia County through the County Department of Health & Human Services Division of Aging & Long Term Care Support. Transportation Services are available to people who are over age 60 or are disabled and have no other access to affordable transportation. The Department provides a vehicle that transports older and disabled people from their homes to medical facilities located in Madison. The elderly and disabled also can get transportation for medical appointments or other important personal business from available Department vehicles or through volunteers willing to drive them.

The Wisconsin Department of Administration offers a Vanpool to assist commuters in their ride to work. The State Vanpool provides alternate transportation for state and non-state employees commuting to Madison from outside communities. Participants can join a group that is already established or, if there are enough interested people, they can form a new vanpool. Vanpools are based on sharing commute expenses. Generally, one member of the group volunteers to drive and riders share the cost of operating the Vanpool.

Biking

Within the City of Portage is the Portage Area Trail and Heritage System (PATHS). PATHS is a multi-user trail networks in the Portage area for walking, bicycling and boating. Portions of the system are existing including most of the Big Loop Trail (around City), Portage Canal Towpath Trail, Top O' the Levee Trail, North Loop Trail (north from Big Loop Trail), and the water trails on the Wisconsin and Fox Rivers. The goal of PATHS is link all the natural and historic features of the Portage area into a comprehensive



The Portage Area Trail and Heritage System

system of foot and bicycle paths and roadways allowing for increased recreational, economic and environmental opportunities for all.

Bicycling within the City of Portage is available through on-street facilities. Local, collector and arterial roads are available for biking. The need for improved bicycling designations on Portage roads was identified during the comprehensive planning process.

The State of Wisconsin DOT has prepared the Wisconsin Bicycle Transportation Plan 2020. The purpose of this Plan is to establish bicycling as a viable, convenient, and safe transportation choice in the State. The Plan outlines the benefits offered by improving and expanding bicycling opportunities in the State. These benefits include the following: an alternative means of transportation, reduced traffic congestion, decreased need for parking, reduced pollution, increased physical activity, added roadway safety from paved shoulders (for both bicycles and motorists), and economic benefits from bicycle sales, service, and tourism. The Plan also outlines the roles and responsibilities of counties in implementing the State Plan. These roles and responsibilities include:

- Consider the needs of bicyclists in all road projects and build facilities accordingly.
- Develop, revise, and update long-range bicycle plans and maps.
- Consider adopting a shoulder paving policy.
- Promote land use policies that are bicyclist-friendly.
- Educate county sheriffs on the share-the-road safety techniques and enforcement strategies for specific high-risk bicyclist and motorist infractions of the law.

Walking

Pedestrian facilities are not mapped by the City of Portage. The City of Portage has a formally adopted sidewalk policy (Code of Ordinances, Chapter 66, Article 3). It requires the installation of sidewalks in new developments and maintaining existing facilities.

Transportation Plans

Wisconsin State Highway Plan (2020)

The Plan pertains to State Roads in Wisconsin (STH). There are no specific projects identified within the Plan, though it does recommend strategies and actions to improve the State's highway system. The Plan emphasizes preservation of pavement and bridges, traffic movement, and improved safety. The local policy on this plan is to encourage continued development of the State Highway system, and to be active in planning for, and ensuring access to local highways.

Wisconsin Bicycle Transportation Plan 2020

WisDOT encourages planning for bicyclists at the local level, and is responsible for developing long-range, statewide bicycle plans. Guidelines for accommodating travel by bicycles when roadways are reconstructed, or new roads are built, are available and their use is encouraged.

The development of WisDOT's statewide long-range bicycle plan, Wisconsin Bicycle Transportation Plan 2020, involved many people, including an advisory committee. This bicycle planning document is intended to help both communities and individuals in developing bicycle-friendly facilities throughout Wisconsin. Although specific projects in the planning area are not specified, the recommendations within the plan are worth considering locally if development of a regional bicycle plan occurs.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Pedestrian Policy Plan 2020, created by the Wisconsin Department of Transportation (WisDOT), was established to make pedestrian travel a viable, convenient and safe transportation choice throughout Wisconsin. While the Policy Plan primarily aims to minimize the barrier to pedestrian traffic flow from State Trunk Highway expansions and improvements, it provides guidance to local communities on how to encourage pedestrian travel through the creation of pedestrian plans, increasing enforcement of pedestrian laws, adopting and implementing sidewalk ordinances, and addressing pedestrian issues through the public participation component of Comprehensive Smart Growth Planning.

Planned and Scheduled Improvements

The City of Portage has developed a 5-year Capital Improvement Plan (2008-2012) that identifies planned street improvements. Planned improvements for the next five years include:

Street Repair/Reconstruction - \$5,989,000

- \$2,844,000 - East Cook Reconstruction; Wisconsin Street North to Hwy. 33 (2008)
- Alley & Silver Lake Cemetery Road \$20,000 (2008); \$20,000 (2009); \$20,000 (2010)
- \$237,000 – Armstrong (reconstruct); Franklin to Oneida Asphalt (2010)
- \$389,000 – DeWitt (reconstruct); Wisconsin to Conant Part Concrete (2010)
- \$169,000 - East Conant (reconstruct); DeWitt to Adams Asphalt (2010)
- \$143,000 - West Franklin; DeWitt to MacFarlane Asphalt (2010)
- \$1,300,000 - Hamilton Street Extension (2011)
- \$107,000 - Henry Street Extension (2011).
- \$200,000 - Hamilton Street; Slifer to Morningstar 2,625 Feet (2011)
- \$500,000 - East Haertel; Hwy. 51 to East Albert Street (2012)
- \$100,000 - 200 blk W. Marion Paving (2012)

Sidewalks - \$320,000

- \$120,000 - W. Slifer (2009)
- \$125,000 - Village Road (2011)
- \$75,000 - Airport Road (2012)

Sources

Columbia County Comprehensive Plan 2020

Wisconsin State Highway Plan 2020

Wisconsin State Airport System Plan 2020

The City of Portage

Goals, Objectives, and Recommendations

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations were jointly developed by the City of Portage Plan Commission and its consultants.

Goal T1 – Provide a balanced, safe transportation system that provides a range of transportation options and makes efficient use of existing infrastructure.

Objective T1.1 – Maintain a local street system that provides adequate internal circulation within the City.

Recommendations:

1. Identify a connectivity standard to apply to new developments. Examples are the number of connections of neighborhoods to external city streets, a “connectivity ratio” of the number of links (street segments) to nodes (intersections). Integrate a connectivity standard into the City zoning code, possibly through a Traditional Neighborhood Development (TND) zoning ordinance.
2. Adopt a maximum block length (such as 600 feet) or block perimeter (such as 1800 feet) in the City zoning code or a TND zoning ordinance.
3. Develop a pedestrian and bicycle master plan to meet the needs of city pedestrian and bicyclists.
4. Require painted bicycle lanes with a minimum of 3 feet in width to be added on new and existing arterial and collector streets.
5. Extend Hamilton Street to connect to Highway 51.

Objective T1.2 - Maintain a street system that has significant connections into the regional highway system.

Recommendations:

1. Determine, in conjunction with Wisconsin Department of Transportation (WisDOT), a desired minimum distance between urban developments and access points to the regional highway system.
2. Identify needs, if any, for additional access points needed for urban development to connect to regional highways.
3. Work with WisDOT to program any needed access improvements into the State Highway Plan.

Objective T1.3 – Reduce truck traffic or truck traffic impacts in the downtown.

Recommendations:

1. Conduct a corridor study to identify alternative truck routes (see Objective T1.8 below).
2. Adopt measures to slow downtown traffic (see recommendations for T1.4 below).

Objective T1.4– Ensure safe traffic speeds downtown to address pedestrian safety and help improve the economic viability of the retail district.

Recommendations:

1. In conjunction with WisDOT, examine measures to ensure safe downtown traffic speeds including: lower speed limits, signal light timing (to require more stops downtown), curb bump-outs, speed read-out signs, raised intersection tables, enhanced pedestrian crossings, slow-down signs, and yield to pedestrian signs.
2. Prepare and adopt a plan for managing traffic speed downtown to ensure speeds below speed limits. Budget for plan, and implement plan.

Objective T1.5 – Improve pedestrian safety and comfort in the downtown.

Recommendations:

1. Prepare, adopt and implement a downtown “streetscape” plan for the space between the curb and the building facades. Elements to consider in the streetscape plan, to improve pedestrian safety and comfort are: sidewalk width (maintain, do not narrow), street trees (add to pedestrian comfort through shading and visual appeal), street furniture, “wayfinding” signage, pedestrian crossings (shortened through curb bump-outs), and maintenance of on-street parking.
2. Prepare, adopt and implement downtown design guidelines that include requirements for pedestrian friendly building façade features including minimum area of fenestration on first floor façade, entries onto the main street, and pedestrian scaled signage.

Objective T1.6 – Complete and maintain the PATHS bicycle and pedestrian trail system.

Recommendations:

1. Assist the PATHS organization to implement the PATHS plan.
2. Adopt the PATHS implementation plan, budget for implementation measures, assign oversight of implementation plan, monitor and report on implementation progress on an annual basis.

Objective T1.7 – Provide a balance of facilities (roads, paths) to serve the transportation needs of residents, businesses and other users in new and existing developments.

Recommendations:

1. Complete the PATHS system as recommended above.

2. Prepare, adopt and implement a bicycle plan that identifies bicycle routes throughout the city that provide safe, efficient pathways and access to regular destinations for a variety of riders (novice, experienced, youth, adult, elderly). The bicycle plan should include paths that are separate from roads, routes along low-traffic residential streets, and marked bicycle lanes on arterial and/or collector streets.
3. Complete a pedestrian master plan to measure the “walkability” of Portage neighborhoods, including distances between regular destinations, and the quality of the pathways between destinations (presence, dimensions and conditions of sidewalks, curb cuts, cross lanes; width of residential streets; presence of street trees, on-street parking, signage; ADA accessibility). Recruit neighborhood residents and schools to assist with walking audits.
4. Adopt and implement the recommendations of the bicycle and pedestrian master plan. Include costs of recommended improvements in City capital budget, for scheduled improvements.
5. Conduct an assessment of the specialized taxi service operated in the City to determine if it meets the transportation needs of people with disabilities and people without access to private automobiles. Prepare recommendations for improvements and/or expansion of service as needed to meet the transportation needs of Portage residents. Adopt and implement recommendations.
6. Promote train service, as an alternative means of transportation to regional destinations including Milwaukee and the Twin Cities, through information available on the city’s website, at City Hall, and other public facilities.
7. Explore Safe Routes to School planning/grants to enhance the walkability of neighborhoods surrounding K-8 schools for children and to decrease automobile traffic during pick-up and drop-off times in these areas.
8. Restrict parking to one side of the street when the street is not wide enough to accommodate municipal service and emergency response vehicles.
9. Promote greater inter-city bus service for Portage residents.
10. Develop a new airport site to meet the growing demand for air travel to and from Portage.

Objective T1.8 – Work with WisDOT to conduct a Corridor Study to identify options for an additional east-west transportation corridor to accommodate truck traffic between Interstate 90/94/39 and points east of Portage along highway 33.

Objective T1.9 – Monitor regional plans for high-speed passenger rail, advocate to maintain rail service in Portage, and prepare plans as needed to accommodate the provision of high-speed passenger rail service to the city.

Recommendation:

1. Identify the potential for “transit-oriented development” connected to expansion of passenger rail

in the city. Transit oriented development is mixed-use, pedestrian-friendly development that incorporates civic space that serves and is served by transit riders.

Goal T2 – Integrate transportation with land use and economic development planning and implementation to support land use and economic development goals, and to minimize conflicts between movement of people and goods.

Objective T2.1 - Move people and goods throughout the City with minimum interference to residents and commercial activities.

Objective T2.2 - Allow residents to move safely and easily from one part of Portage to another.

Recommendations:

1. Require new neighborhood developments to include an interconnected network of streets, similar to the City's historic street network. Require new neighborhood street networks to connect to the existing City street network in as many places as is feasible given constraints such as environmental, topographic, and existing developments.
2. Evaluate major corridors in the City to determine whether residents can safely and easily cross the corridor by walking, bicycling or driving. Identify impediments to safe and easy crossing. Prepare recommendations for corridor improvements remove impediments. Incorporate recommendations into City capital budget and/or State Highway Plan. This evaluation could be done as part of a broader corridor improvement plan that also looks at land uses, road and streetscape design, and private development design guidelines.

Objective T2.3 - Develop a street system that has additional separation of through and local traffic.

Recommendations:

1. Assess traffic patterns in the City to determine if local streets are being frequently used as through streets.
2. Where local streets are being frequently used as through streets, identify measures to discourage through traffic such as traffic calming (traffic circles, speed bumps or tables) or one-way streets.
3. Prepare local street improvements to reduce through traffic where needed. Incorporate the recommended improvement into the capital budget.

Objective T2.4 - Minimize pedestrian/vehicular conflict points.

Recommendation:

1. Assess existing crosswalks for pedestrian-vehicular conflict points. Identify conflict points that present a safety hazard (using accident statistics and design standards). Prepare recommendations for crossing improvements (such as traffic islands, etc.) to reduce safety hazard. Implement recommendations through the city capital budget process and/or State Highway Plan.

Objective T2.5 – Improve the safety of intersections for pedestrians and vehicle occupants.

Recommendation:

1. Work with WisDOT to study intersections on Highways 33 and 16 (such as at Albert Street) and 51 for improvements such as traffic lights and left-hand turn lanes. Prepare recommended improvements as needed to meet safety requirements. Incorporate recommendations into capital budget plan and/or State Highway Plan.

Objective T2.6 – Conduct a study to identify viable and preferred sites for a new City airport.

Recommendation:

1. Include economic development and land-use considerations within the airport site selection criteria to coordinate with City growth plans, and to leverage the investments in the new airport to also assist business and residential growth.

Objective T2.7 – Ensure that the economic development plans and policies reflect the transportation infrastructure of the Portage area; and that transportation plans reflect the capacity needs of projected economic growth and development.

4 Utilities & Community Facilities

This element includes background information, goals, objectives, and recommendations to guide the future development of utilities and community facilities in the City of Portage. It describes current facilities and includes recommendations for future utilities needs, upgrades, and considerations.

Overview

Utilities and community facilities provide the foundation on which the City of Portage is built and maintained and also provide the basis for how the City functions. Utilities include sanitary sewer, storm sewer, water systems, electricity, natural gas, telecommunications, and solid waste disposal systems, including recycling. Community facilities include schools, libraries, parks, police, fire, health care, churches, and other similar facilities. Utilities and community facilities contribute significantly to the quality of life and it is important to assess the existing services and understand how and if they need to be changed or improved.

Water Supply

The Portage Waterworks was established in 1886. There are approximately 3,640 metered customers served by the system. Groundwater is the only source of water for the utility. The utility has four active wells with depths of 125, 145, 269, and 274 feet. The well pumping capacities range from 1,000 to 2,150 gpm with an average daily pumpage of 1,597,200 gallons and a maximum daily pumpage of 2,200,000 gallons. System water pressures range from 35 to 70 psi. Water in the system is treated with chlorine, fluoride, and polyphosphate. Iron removal and zeolite softening are also performed on water in the system. Water storage for the system consists of three elevated storage tanks with capacities of 500,000, 500,000 and 750,000 gallons. The utility has approximately 300,000 feet of water mains and 435 hydrants.

Sanitary Sewer Service

Portage's wastewater treatment facility includes rotating biological contactors, chemical phosphorus removal, chlorine disinfection, anaerobic digesters, and cake sludge storage. The plant was designed to meet the following criteria: an average flow of 2,100,000 gallons per day; a peak flow of 2,887,000 gallons per day; an average BOD(5) loading of 5,673 pounds per day (lb/day); an average suspended solid load of 4,685 lb/day; and an average phosphorous load of 123 lb/day. The current flows at the wastewater treatment plant average 1,600,000 gallons per day. The City provides sewer service to the Oakwood Terrace Mobile Home Park in the Town of Lewiston and Saddle Ridge Estates in the Town of Pacific.

Recent improvements to Portage's wastewater system have included rehabilitation of the grit removal and anaerobic digestion systems. The City intends to replace all sixteen of the plant's existing RBCs and the aeration blower/diffuser system that assists them in accomplishing the biological treatment at this facility. Secondary sludge pumps and miscellaneous valving replacement work are also to be part of this phase of the overall plant rehabilitation.

Solid Waste Disposal and Recycling Facilities

The City of Portage uses the County Solid Waste Department to process their solid waste and recyclables. The City of Portage uses city staff and resources for curbside pickup of solid waste and for the transporting of this waste to the county composting facility. Curbside pickup of recyclables in the Portage is conducted through a contract with the County Solid Waste Department. Recycling drop off sites are available in the City of Portage.

The Department operates a recycling and composting facility on State Highway 16 in the Town of Pacific. Recyclables are transported to the facility where they are sorted and prepared for shipment to market. The facility handles 22 tons of recyclables a day. Solid waste is transported to the county composting facility to be processed by composting machines at the facility. About half the material removed from the machines is used as agricultural compost. The other half consists of non-compostable materials, such as plastic bags, and is sent to a landfill in Winnebago County.

Stormwater Management

Stormwater management has gained attention in recent years as an environmental concern because of its impacts on flooding, erosion of lands, property damage, and surface water quality issues. Similar to water supply and wastewater treatment, stormwater management is an important part of municipal infrastructure.

Mandated by Congress under the Clean Water Act, the Environmental Protection Agency (EPA) developed a program to address urban sources of stormwater pollution called the National Pollutant Discharge Elimination System (NPDES). The NPDES requirements were then passed on to the states for implementation. In an effort to meet these requirements, Wisconsin created its version of the NPDES called the Wisconsin Pollutant Discharge Elimination System (WPDES). Under the WPDES program, municipalities that discharge pollutants into the storm drain system are required to obtain a storm water discharge permit. The City of Portage identified the need to upgrade its stormwater system to comply with WPDES requirements and to obtain a WPDES permit.

Telecommunication Facilities

Local and long-distance telephone services and Digital video services and high-speed internet access are provided to the City of Portage by Verizon Communications. A quality telecommunication system in Columbia County is important for economic development, with some businesses relying heavily on the telecommunication system. The telecommunications system is also important to public safety, providing contact with police, fire, and emergency services.

Power Plants, Electricity, and Transmission Lines

Electrical and natural gas service are provided by Alliant Energy. There are 3 substations in the City of Portage. The Columbia Power Plant is located south of Portage on US Highway 51. The plant consists of two coal fired generation units. The first unit began operating in 1975 and the second in 1978. Each unit produces 527 megawatts of electricity for a total plant output of 1,054 megawatts. Two 138 KV electrical transmission lines go through the City.

Demand for electricity increases each year. As a result of increasing demand several projects to improve the capacities and reliability of the electrical system are being planned by American Transmission Company (ATC) the company that owns and operates major transmission lines in Columbia County and all of Wisconsin. Three projects are currently being planned or have recently been completed. The first project, the Portage to Montello Electric Reliability Project will rebuild a 20 mile long transmission line mostly along an existing route roughly paralleling County Highway F. Two segments of the line will be rerouted to move the power line out of the French Creek Wildlife Area.

Natural gas is brought into Columbia County by large underground pipelines that deliver gas to local distribution systems. A large underground natural gas pipeline runs east and west just to the south of the City. The location and capacity of these natural gas lines is important to economic development in the County. Access to natural gas can be a major factor in a business or industry choosing to locate in the County.

Libraries

Public libraries serve an important function in making a wide range of informational materials available to the City’s population. The City of Portage is serviced by the Portage Public Library at 253 W. Edgewater Street.

Schools

The City of Portage is served by the Portage Community School District, which includes the City of Portage and towns of Caledonia, Lewiston, Fort Winnebago, and Pacific. The School District includes the Portage High School, the Portage Middle School and the elementary schools of John Muir, Woodridge (Primary School), Rusch, Caleonia, Endeavor, Fort Winnebago, and Lewiston. The District also includes the Portage Academy and River Crossing Charter Schools. Enrollment in the School District was unchanged at 2,561 from the 2000-2001 to the 2003-2004 school year.



In addition, the City has 2 private schools that provide additional educational choices for residents. St. John’s Lutheran served 120 students in 2003-2004 in grades PreK-12 a 28% drop since 2000-2001. Another private school in the City, St. Mary Catholic, served about 136 students in 2003-2004 who are in grades PreK-8, a 12% decrease from 2000-2001.

City residents also have access to post-secondary education schools through the Portage campus of the Madison Area Technical College, located at 330 West Collins Street. MATC-Portage offers courses in accounting, administrative assistance, business management, business software, college parallel, nursing, plastics technology, and supervisory management.

Parks and Recreation Facilities

The City of Portage has an excellent network of park and recreation facilities, managed by the Portage Parks and Recreation Department. In addition, many acres of quality recreational lands for activities such as hunting, fishing, camping, cross country skiing, and snowmobiling exist in the surrounding area.

Some of the local parks and recreation facilities that exist in, or nearby the City of Portage include:

Ice Age National and State Scenic Trail: The Ice Age National and State Scenic Trail is one of eight congressionally designated National Scenic Trails located throughout the United States. The Trail was authorized by Congress in 1980 and when completed will be a 1,200 mile footpath that meanders through 31 Wisconsin counties along the terminal moraine left by the glacier over 10,000 years ago. The Trail traces features left by the advance of the last glacier – the Wisconsin Glacier – from Potawatomi State Park in Door County to Interstate State Park on the St. Croix River in Polk County. Today, approximately half of the trail is complete. Over two million visitors use the Trail each year. The Wisconsin Department of Tourism recognizes the Ice Age Trail as Wisconsin's number one outdoor recreation resource.

Two segments of the Ice Age Trail have been completed in Columbia County. The Portage Canal and Marquette Segment starts at a trailhead in Pauquette Park in the City of Portage and follows the Portage Canal through the city and then northeast past the Indian Agency House. The Trail then follows the Fox River north to Governor’s Bend County Park where the Trail then begins to follow local roads north to Marquette County. The length of the segment from Pauquette Park in the City of Portage to Governor’s Bend County Park is approximately 11.5 miles.

Governor’s Bend Park: Governor’s Bend County Park is a 3.39 acre park located west of County Highway F on Lock Road in the Town of Fort Winnebago. Most of the park is located on an island in the Fox River. A bridge connects the island to the parking area at the end of Lock Road The park contains the historic location of navigational locks on the Fox River. The Marquette Segment of the Ice Age Trail also passes through the park. A barrier free portable toilet is located in the parking area and picnic tables and grills are located on the island. The park provides passive recreation opportunities in the form of hiking, picnicking, fishing, and canoeing.

Pacquette Park: This 8.8-acre park is located at the west entrance of Portage at West Conant Street and Highway 33. This park has three shelters. A bridal arch is located on the east side of the park, which was erected when a couple on their honeymoon missed the turn and drowned in the pond. Pulitzer Prize winner, Zona Gale, wrote the short story "Bridal Pond" in memory of the couple.



Veterans Memorial Field: This 41.9-acre park is located in the First Ward, on the south side of Portage between Superior Street and Wauona Trail. This is the home of the Columbia County Fair Grounds, Little League Baseball, and five ball fields. This area holds many of the City wide celebrations and major softball tournaments. It has play equipment, restroom facilities, showers, camping, and R.V. facilities.

Collipp Worden Park: This 16.5-acre park is located on Slifer Street, two blocks west of Highway 51. This park has two shelters. They share the basketball court, tennis courts, sand volleyball, horseshoe pits, softball diamond and black top parking.

Sanborn Park: Sanborn Park is 1.3-acres, located on the corner of Sanborn Street and Carroll Street. Today this park has a small shelter, water fountain, cooking grills, basketball court, youth softball diamond, and play equipment.

Sunset Park: This park has 4.5-acres and is located at West Pleasant Street and Sunset Street. There are two shelters. Shelter #1 has electricity, cooking grills, picnic tables and a pop machine. Shelter #2 has picnic tables and a cooking grill. The shelters share the restroom facility, sand volleyball court, horseshoe pit, tennis court and play equipment.

Sunrise Park: consists of 5-acres and has picnic tables, ball field, cooking grill, a shelter, play equipment, and nature walking trail. It is located on South Hamilton Street.

Lincoln Park: 1-acre park, located on Monroe Street and Howard Street, has a small shelter, basketball court, picnic tables, cooking grills, and play equipment.

Silver Lake Park and Beach: A boat landing and large parking lot are located on the 2.5 acres to aid the fisherman and water skiers. The park area has an open shelter, swimming area, changing house, water, electricity, picnic tables, cooking grills, floating raft, and play equipment. Lifeguards are on duty during normal beach hours.

Wisconsin River Levee: The levee along the Wisconsin River is a 2.8 mile, three season walking and biking trail. A pop machine with bottled water and other beverages are available at Riverside Park shelter. A portable toilet is available Spring through Fall.

Portage Community Pool: Offers recreation swimming, swim lessons and swim teams.

Portage Area Trails and Heritage System: A system of walking, biking and water trails connecting historic and cultural resources in the Portage area.

Police, Fire, and Rescue

The City of Portage's Police Department is located at 117 W. Pleasant St. There are 22 sworn officers and a Police Chief, five full time dispatchers and three full-time secretaries for a total full-time staff of 30. There are five part-time crossing guards and a part-time high school student through a youth apprenticeship program. Equipment includes ten squad cars, two bullet-proof shields, bullet proof vests, defibrillators, and a dispatch center.

The Portage Fire Department provides fire service to the City of Portage, all of the Towns of Fort Winnebago and Pacific, and parts of the Towns of Caledonia and Lewiston. Divine Savior EMS provides emergency medical services in this area. The department services an area of 170 square miles with a population estimate of 15,000 people with equalization in excess of \$467 million dollars. The Portage Fire Department has a mutual aid agreement with all Columbia County fire departments as well as the Baraboo and Lake Delton Fire Departments. The department employs seven full-time firefighters and has 23 paid-on-call firefighters available. The current Fire Station was constructed in 1972 and has six double deep drives- through bays. Plans for a second station are being considered for the future.

The department responds to 300 - 350 emergency calls per year. Firefighting equipment includes one command vehicle, one inspection vehicle, three engines, two tankers, one grass unit, one brush unit, one hovercraft, one heavy rescue, one squad-hazmat vehicle, one aerial platform, one boat and two extrication units. There is the need for replacement equipment and increased full-time firefighters. The department's water supply rating is fair in the Towns and excellent in the City of Portage.

Health Care Facilities

Health care facilities located within and close proximity to the City are:

Divine Savior Healthcare

In October 2003, Divine Savior opened a new state-of-the-art facility in the City of Portage, replacing an undersized and outdated facility. The inpatient facility includes a 40-bed medical/surgical unit with private rooms and a 6-bed intensive care unit. The hospital has a staff of 640 people and many volunteers. Divine Savior's Emergency Department physicians and nurses provide comprehensive, round-the-clock emergency services. They also maintain their own EMS service, which is integrated with the Emergency Department. Other services include nursing therapy, dietary, laboratory, radiology, cardiopulmonary, social services, speech, audio logy, extended and home care and spiritual care personnel.

The following health care facilities also serve Portage area residents:

- Divine Savior Healthcare Inc., Portage, 110 beds, voluntary nonprofit church
- Edelweiss Gardens I, Portage, 14 person capacity
- Edelweiss Garden II, Portage, 15 person capacity
- Lake Place Group Home, Portage, 8 person capacity
- Maple Ridge Elderly Care, Portage, 20 person capacity
- Northview II, Portage, 14 person capacity
- Northview III, Portage, 14 person capacity

Child Care Facilities

There are many child care options within the City of Portage. These include:

- Alphabet Express
- Hugs & Kisses Day Care
- Kathy's Country Kids
- Kiddie Korral
- Learning Tree Day Care Center, Inc.
- Linda's Child Care
- Lisa's Little People
- The Little School
- Nikki's Family Day Care
- Open Arms Day Care Center
- Playday Day Care
- Portage Before/After School Program
- Portage Head Start Center Renewal Unlimited
- Precious Years Day Care
- Tammy's House
- Teddy Bear Family Day Care
- UMOS Migrant Day Care

Religious Institutions and Cemeteries

Several area churches provide City of Portage residents with religious institution. They are:

- Faith Baptist Church
- Trinity United Church of Christ
- Silver Lake Community Church
- Union Baptist Church
- Portage Assembly of God
- Portage Presbyterian Church
- United Methodist Church
- Caledonia Presbyterian Church
- Outreach Bible Church
- St. John's Lutheran Church
- Bethlehem Lutheran Church ELCA
- St. John's Episcopal Church
- St. Mary's Catholic Church
- River of Life Church
- Cross of Christ Lutheran Church

There are three cemeteries located within the City: St. Mary's, Oak Grove and Silver Lake.

Timetable for the Expansion of Utilities and Community Facilities

An important part of this planning process is to determine what upgrades or expansions to the City's utilities and community facilities are needed, and when. Primary improvements are detailed by category below.

Planned or Identified Improvements for Future Consideration:

Water System:

- \$350,000 - Water Main Replacement
- \$225,000 - Replace 6" Water Main with 12" Main East Wisconsin from Wauona to Ontario 1200 Feet @ \$45/ft.
- \$125,000 - Water Main Replacement; East Cook Wisconsin to Adams 10" Main
- \$130,000 - Replace 240 Meter Heads/Year @ \$95 = \$ 22,800 Replace 100 Meter Bottoms/Year @ \$32 = \$3,200. Total = \$26,000/Year 2008-2012
- \$88,000 – Replace 4" Water Main with 8" Franklin 1050 ft. (2009)
- \$50,000 - Replace 4" Water Main, East Mullett from East Wisconsin to Thompson 600 ft. @ \$80/ft. (2009)
- \$216,000 - Gunderson Drive to Hamilton (timing same as sewer) 3456' 12" Main and 500 Feet 8" Main (2011)
- \$600,000 - 4" water main location TBD (\$300,000 - 2010; \$300,000 2012)
- \$200,000 - Repaint/Repair West Tower (750,000 gal.) (2011)

Park Improvements:

Vet's Field

- Electrical – \$150,000 (2009)
- Improvements - \$500,000 (2010)

Play Equipment/Bleachers \$158,000 –

- 2009: Lincoln, Woodridge, Lawton, Sunset
- 2010: Pauquette, Sliver Lake, Sanborn

Other Capital Improvements:

Sewer Main Replacement

- \$265,000 - East Cook; Wisconsin to Adams and Jefferson to Hwy. 33 3050', replace 6" clay main with 8" PVC
- \$3,260,000 - Rotating Biological Contactors (RBC's) Replace all 16 RBC's; Install Larger Blower and Additional Air Diffusers: Design Eng (\$80K); Facility Plan (\$5K)

Sewer Treatment Facility Improvement - \$1,684,000

- \$30,000 – Replace Existing Sludge Recirculation Pumps; Remove the Original Liquid Sludge Loading Pumps (2009).
- \$75,000 - Aeration to equalization tank to maintain an aerobic condition. Diffuser/Blower (2009)
- \$43,000 - Primary Clarification. Reconfigure Inlet Piping and Baffles; Modify Scum Beach to Prevent Freezing Issues (2009)
- \$90,000 - Return Sludge Pumping. Add New Pump for New Final Clarifier and Replace Existing Return Sludge Pumps (2009).

- \$151,000 - Emergency Generator. Replace Existing 250 kW Generator with 350kW Generator; Modify the Fuel System and Ventilation System to Meet Revised Need; Install Controls for Non-Critical Equipment (2009).
- \$47,000 - Service Water Pumping. Provide Two Non-Potable Effluent Pumps Due to Reduced Non-Potable Water Service Demand (2010).
- \$116,000 - Secondary Clarification. Reconfigure Inlet Piping and Baffles; Modify Scum Beach to Prevent Freezing Issues (2010).
- \$773,000 - Final Clarification. Add One 50' Diameter Final Clarifier and Reconfigure Inlet Piping and Baffles on Existing Clarifiers (2010).
- \$151,000 - Miscellaneous. Provide Drain Concrete Pad for Dewatering the Sewer Cleaning Waste; Repair Structural Architectural Masonry Veneers; Repaint and Caulk Where Required; Re-Roof as Necessary; Replace Doors and Windows as Required (2010).
- \$185,000 - Plant Hydraulic Elements. Replace Piping Noted in Facilities Plan (2011)
- \$23,000 - Other
- Sanitary Sewer - New Maintenance Facilities
- \$592,000 - Maintenance Facilities. Construct New Maintenance and Garage Facilities Adjacent to Bio-Solids Building (2012)

Sanitary Sewer - Lift Stations - \$756,000

- \$78,000 - Influent Lift Station. Replace Wooden Covers Over Screw Pumps with Fiberglass Covers (2011).
- \$100,000 - Change a second lift station (to be identified) to submersible (2011)
- \$578,000 - Lift Station and Interceptor Hamilton – Gunderson Drive (2012)
- Sanitary Sewer - New Sewer Pipe and Rehab
- \$64,000 - DeWitt Street; Wisconsin to Conant, 700 Feet (2011)
- \$400,000 - Sanitary Sewer Rehab (based on televising) (\$100,000 per year: 2009-2012)

There is a list of improvements for the Five-Year Street Renovation Plan listed in the Transportation Element.

Sources:

Columbia County Comprehensive Plan 2020
 Columbia County Website – Various Departments
 Wisconsin Department of Natural Resources
 City of Portage

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Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations were jointly developed by the City of Portage Plan Commission and its consultants.

Goal U1 – Provide efficient and accessible facilities to meet the needs for activities, recreation and services for the elderly, youth and the community.

Objective U1.1 – Conduct a study of space needs for senior, youth and community activities, services and recreation; with priority given to a joint facility that utilizes space for multiple users, including the Children’s Museum.

Recommendations:

1. Form a space needs study committee with representation from senior, youth and community organizations to identify space needs and provide guidance for a space needs study.
2. Define a scope of services for the space needs study. Determine whether to conduct the study in-house or to contract the study to an outside firm.

Objective U1.2 – Identify and prioritize downtown properties to meet the space needs determined in Objective U1.1.

Recommendations:

1. Identify key downtown properties that have the potential to meet joint space needs identified above (Objective U1.1).
2. Include, in the scope of services for the space needs study, an assessment of the suitability of key downtown properties for meeting the joint space needs identified above.

Goal U2 – Provide safe, reliable and cost effective water, sewer and stormwater facilities that meet the projected demand during the comprehensive plan period (to 2030).

Objective U2.1 – Upgrade city water treatment and stormwater facilities to meet city needs through 2030.

Recommendations

1. Project waste water treatment capacity needs through 2030, and estimate timeline for upgrades.
2. Complete the stormwater management plan.

3. Prepare a study, in 5 to 10 years, to meet the water pumping and storage needs of the City through the year 2030.
4. Prepare a Capital Improvements Program (CIP) to meet the 2013 Wisconsin Pollution Discharge Elimination System (WPDES) Stormwater permit requirements of 40% suspended solids, including the measures needed (such as stormwater ponds, more frequent sweeping, etc.), estimated cost and financing options.
5. Schedule water treatment and stormwater upgrade planning and capital improvements based on projected timeline for capacity upgrades and maintenance.

Goal U3 – Protect public health through proper solid waste disposal.

Objective U3.1 – Provide quality and cost-effective access to city residents for composting, recycling, disposal of solid waste, and disposal of hazardous waste.

Recommendation:

1. Prepare to meet increased requirements and expectations for recycling, composting and solid waste disposal.
2. Reduce the volume of leaves and debris entering the storm sewers through education and enforcement.
3. Promote on-site composting.
4. Promote on-site collection and infiltration of rainwater.

Goal U4 – Support high quality educational opportunities for all City residents.

Objective U4.1 – Increase the levels of post-secondary educational achievement of Portage residents.

Recommendation:

1. Explore the feasibility of expanding the Madison Area Technical College (MATC), and other post secondary facilities, to increase the post-secondary educational options available to Portage residents.

Objective U4.2 - Encourage the timely expansion or contraction of public school facilities in anticipation of fluctuations in the school age population.

Objective U4.3 - Continue to support efforts to provide excellent library service for city residents.

Goal U5 – Provide and maintain attractive, safe, accessible, park, fairground and open spaces that are integrated with and enhance surrounding land uses and contribute to economic development.

Objective U5.1 – Prepare and implement a plan to revitalize the Veteran’s Memorial Field as a user-friendly facility that attracts more events and people, and generates a greater economic impact for the city.

Recommendation:

1. Support the Park and Recreation Department in the creation of a strategic plan for the revitalization of Veteran’s Memorial Field.

Objective U5.2 – Implement the City of Portage Parks, Recreation and Urban Forestry Plan.

Goal U6 – Provide a full range of community services and infrastructure that meet the needs of City residents.

Objective U6.1 – Consider the impacts of development on community facilities and utility system

Objective U6.2 – Provide sewer and water services to developments within the City planned growth areas.

Objective U6.3 – Continue to encourage the improvement of state-of-the-art communication services in the city.

Objective U6.4 – Continue to ensure that the Portage Police and Fire Departments have the proper facilities and equipment to operate effectively.

Objective U6.5 – Continue to ensure that a full range of fire, rescue, and emergency medical services are available to serve the people of Portage.

Objective U6.6 – Plan for the future needs of City administrative facilities.

Goal U7 – Ensure the reliable, adequate, safe and clean supplies of energy to meet community needs.

Objective U7.1 – Promote renewable energy sources including wind, solar, hydro-electric, and geothermal.

5 Agricultural, Natural, and Cultural Resources

This element includes an analysis of existing agricultural, natural, and cultural resources in and around the City of Portage. The chapter includes existing conditions, goals, objectives, and recommendations for the effective management of resources in the City.

Agricultural Resources

Agricultural Lands

There are 742 acres of agricultural/open land within the City of Portage. This accounts for 14% of all the land within the City.

Soil Types & Capability

The majority of the City is covered with Plainfield-Okee Association of soil types. A smaller portion to the east and north is covered by the Houghton-Adrian-Palms Association.

- Plainfield-Okee Association - The soils in this association are characterized as excessively drained and well drained sandy soils that have sandy or loamy subsoil and are underlain by sandy sediment or sandy loam glacial till. These soils are poorly suited for crops and are often wooded providing wildlife habitat. Generally both the Plainfield and Okee soils in this association are suitable for onsite sewage disposal and basements in areas without excessive slope.
- Houghton-Adrian-Palms Association - It generally occurs throughout the County along stream corridors. The soils in this association are characterized as very poorly drained soils that are underlain in places by sandy or loamy sediments. All soils in this association are poorly suited for crops however where they can be drained these soils are used to grow crops such as potatoes, mint, and sod. Generally the soils in this association are not suitable for onsite sewage disposal and basements due to a high water table and flooding potential.

Agricultural Dependency

The City has 22 people, or less than 1% of the population over 16 working on a farm. This rate is smaller than the Towns directly adjacent to the City and the overall County level.

Table 5.2: Employed by Agricultural Industry, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Towns of Pacific	Fort Winnebago	Columbia County
Farming, fishing, and forestry	Number	22	8	12	4	7	314
	Percent	0.5%	1.2%	1.8%	0.3%	1.4%	1.1%

Source: US Census, 2000

Natural Resources

Floodplains

Floodplains are land areas that have been or may be covered by floodwater during the "regional flood". The regional flood is a flood determined to be representative of large floods known to have occurred in Wisconsin

or which may be expected to occur on a particular lake, river or stream. Floodplains are identified and mapped by the Federal Emergency Management Agency (FEMA). The Nation's annual flood recovery costs are high and the human hardship beyond this is immeasurable. It is for this reason that the federal, state, and local governments encourage hazard mitigation planning that discourages floodplain development. Counties, cities, and villages are responsible for administering floodplain zoning in accordance with regulatory standards of Chapter NR 116 of the Wisconsin Administrative Code and the standards of the National Flood Insurance Program.

The historic reason for Portage's existence is tied to connecting the Fox and Wisconsin Rivers for transportation and commerce. This location also places the City in low lying areas within floodplains. The City has 2,732 acres in floodplains, which represents 45% of the total area of the City.

Wetlands

Wetlands are defined in Wisconsin Statutes 23.32 as areas where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and which has soils indicative of wet conditions. Wetlands are environmentally sensitive due to the many values and functions they provide, including:

- Filtering and replenishing groundwater.
- Flood protection – wetlands act like sponges by storing and slowly releasing rainfall and runoff, which reduces flood peaks and flood recovery costs.
- Filters for certain kinds of wastes and soluble contaminants generated from runoff, which protects water quality.
- Food and habitat for many plants and animals, which benefits hunting, fishing, sightseeing, and other recreational or tourism interests.
- Shoreline protection – wetlands protect shorelines from erosive wave action and enhance the quality of life by providing spacious and scenic open spaces.

Like floodplains, wetlands in Columbia County are concentrated in the northern and western portions of the County. Among cities and villages within the County, the City of Portage has the largest number of acres of wetlands, 1,416 acres, and the largest percentage of land area in wetland, 23 percent.

Groundwater

Columbia County has a large untapped supply of good quality groundwater found in layers of porous subsoil and bedrock known as aquifers. The water in an aquifer travels underground from its source to a discharge point such as a well, wetland, spring or lake. These aquifers supply the water to County residents through private and municipal wells.

The University of Wisconsin Geological and Natural History Survey has conducted statewide surveys of river basins in Wisconsin. This inventory includes an examination of ground water in each basin. Columbia County is situated within three river basins, the Rock-Fox Basin, the Wolf-Fox Basin, and the Wisconsin River Basin.

Surface Water

Located in Columbia County is the sub-continental divide. This divide determines the direction in which precipitation that falls on the County will flow. Precipitation falling in the Wisconsin River basin will ultimately flow to Mississippi River and the Gulf of Mexico while precipitation falling in the Rock-Fox River Basin and the Wolf-Fox River Basin will ultimately flow to the Great Lakes and the Atlantic Ocean. In the Portage area, this divide is very narrow with the Wisconsin and Fox Rivers flowing within less than two mile of each other. The City of Portage is located within the Wisconsin River Basin. Lakes within the City include:

Mud Lake

City of Portage, T12N, R9E, Section 5
 Surface Acres = 11.6, Maximum Depth = 5 feet

Mud Lake is a small shallow depression in marsh deposits at the base of a glacial terminal moraine within the City of Portage. The lake is drained by wetlands to the Fox River. The water is clear and moderately fertile. Winterkill, weeds and fluctuating water levels are obvious problems; however, they do not detract from its value for waterfowl. Large numbers of ducks and geese frequent the area. City roads provide access. About 440 acres of wetland adjoin the pond.

Silver Lake

City of Portage, T12N, R9E, Section 6
 Surface Acres = 51.8, Maximum Depth = 41 feet

Silver Lake is a small, irregular landlocked kettle lake in the glacial terminal moraine located in the City of Portage. The water is clear and moderately fertile. Weeds and stunted panfish are use problems. Largemouth bass, panfish and northern pike provide a fishery, and rainbow trout have been stocked in the lake. A city park provides easy access. About five acres of wetland adjoin the lake and provide suitable conditions for limited numbers of migrant and nesting waterfowl.

Woodlands

The City of Portage has 649 acres of woodlands. This represents 11 percent of the total area of the City. Woodlands perform important aesthetic, environmental, and ecological functions. The area's scenic wooded covered hills and coulees are one of the most attractive features of the landscape and have a major impact on residents and tourists alike. Woodlands also provide important settings, backdrops, and screens for homes, businesses, farms, roads, and shorelines, which creates an attractive landscape that benefits the economy and aesthetics of the County. In addition woodlands generate or contribute to energy, oxygen, nitrogen, and carbon cycles. They also provide essential habitats for numerous varieties of plants and animals and can mitigate the destructive effects of erosion, pollution, and severe weather.

Bedrock Geology and Topography

Portage lies above the Upper Cambrian Sandstone Formation. This formation includes the Ordon Sandstone, the St. Lawrence Dolomite, the Lone Rock Sandstone, and the Elk Mound Group, with thicknesses around 50 to 80 feet. The Portage area lies in the glaciated area, which covers much of south central Wisconsin. The topography of glaciated areas is characterized by large deposits of sand and silt, flatter elevations with low flow rates, and significant areas of wetlands and floodplains.

Steep Slopes

Due to the low lying topography and relatively flat elevations, there are relatively few steep slopes in the City of Portage.

Wildlife, Rare, Threatened, and Endangered Species

The U.S. government, in an attempt to protect biological resources, enacted the Endangered Species Act (ESA) of 1973. The Act essentially prohibits the taking of a threatened or endangered species or its habitat. Wisconsin, in accordance with the ESA, has developed the Wisconsin Natural Heritage Working Lists. The Wisconsin Natural Heritage Working Lists contains species known or suspected to be rare in the state. The list and a map depicting the general location of these rare species can be viewed on the DNR website.

The U.S. Fish and Wildlife Service does not list any endangered or threatened species that are permanent inhabitants of Columbia County. However, several threatened and endangered species, including the Bald Eagle and Whooping Crane, may use portions of the County during part of the year.

Included in the Wisconsin Natural Heritage Inventory are 155 rare, threatened, or endangered species and natural communities that are known to exist in Columbia County. Map 5.8 in the Columbia County Comprehensive Plan shows the Portage area with both aquatic and terrestrial rare, threatened, or endangered species or habitats.



Open Spaces, Environmental Corridors, and Environmentally Significant Areas

Environmental corridors are continuous systems of open space that include environmentally sensitive lands, floodplains, wetlands, and natural resources requiring protection from disturbance and development, and land specifically designated for open space or recreational use. Columbia County defines environmental corridors as including the following areas:

- Floodplains
- Wetlands
- 35 Foot Buffers Along All Lakes, Ponds, Rivers, Streams, and Drainage Ways
- Publicly Owned Lands and Parks
- Steep Slopes Over 12%
- Shallow Soils to Bedrock
- Woodlots 20 Acres or Greater

Map 5.7 of the Columbia County Comprehensive Plan shows much of the area within and around the City of Portage classified as environmental corridors. This classification for the City is mostly due to the prevalence of floodplains and wetlands.

Mining and Non-Metallic Mineral Resources

While there are 40 registered non-metallic mine sites with Columbia County, none exist within the City of Portage.

Cultural Resources

Historic Structures and Places

There are numerous historic properties and sites in the City of Portage that are an important part of its historical past. As of 2007, there were nine sites listed on the National and State Registers of Historic Places in Portage:

- Church Hill Historic District Roughly bounded by Adams, Pleasant, Lock, and Franklin Sts.
- Fox-Wisconsin Portage Site - Address Restricted
- Gale, Zona, House 506 W. Edgewater St.
- Merrell, Henry, House 505 E. Cook St.
- Old Indian Agency House NE end of old Agency House Rd.
- Portage Canal between Fox and Wisconsin Rivers
- Portage Industrial Waterfront Historic District Jct. of E. Mullet and Dodge Sts.
- Portage Retail Historic District Roughly, Cook from Wisconsin to Main, Wisconsin from Cook to Edgewater and DeWitt from Conant to Edgewater
- Society Hill Historic District roughly bounded by W. Wisconsin, Cass and W. Emmett Sts. and MacFarlane Rd.

In addition to these places, there are 2,255 sites in Columbia County that are listed as local historic resources in the Wisconsin Historical Society's Architecture and History Inventory (AHI) database. The AHI contains data on buildings, structures and objects that illustrate Wisconsin's unique history.

Archaeological Resources

Map 5-15 in Appendix I of the Columbia County Comprehensive Plan shows no archeological sites in the City of Portage.

Museums, Historical Markers and Historical Societies

The following museums, historical markers and societies are located in the City of Portage:

- Frederick Jackson Turner Historical Marker
- Ketchum's Point Historical Marker
- Indian Agency House Museum
- Museum at the Portage Museum
- Portage Historical Society Historical Society
- Society Hill Historic District Historical Marker
- Zona Gale Center for the Arts Museum

Goals, Objectives, and Recommendations

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations were jointly developed by the City of Portage Plan Commission and its consultants.

Goal A1 – The City of Portage will work to protect the natural resources including groundwater, surface water (lakes, wetlands and rivers), forests, agriculture, and important natural environments to maintain and protect the biological diversity and health that provides important services such as water infiltration and flow regulation, and contributes to human enjoyment and sense of place.

Objective A1.1 – identify and adopt policies and programs to improve and protect surface water quality and biological diversity.

Recommendations:

1. Protect wetlands from siltation and runoff by encouraging a buffer area around all WDNR designated wetlands.
2. Discourage further draining or filling of wetlands.
3. Develop adequate storm water management plans and erosion control regulations, in partnership with Towns, County and State agencies, to protect surface resources within the Portage extra-territorial jurisdiction.
4. Encourage the development of natural buffer areas along watercourses and drainage ways.
5. Discourage the application of chemicals and land spreading along watercourses and drainage ways.
6. Protect the integrity of the environmental corridors from the negative impacts of development. Environmental Corridors are identified in the Columbia County Comprehensive Plan, Section 5.4.5 and Map 5-7.¹
7. Develop appropriate land use regulations to provide protection to the sensitive natural resource areas included in the environmental corridors.
8. Discourage the impacts of development on the habitat of rare, threatened, or endangered species or natural communities.
9. Implement plans to protect and improve the water quality and health of Silver Lake and other bodies of water.

¹ Environmental corridors are areas that contain unique natural resource components that can be seriously impacted by intense development and should be preserved and protected. The Environmental Corridors include many of the most environmentally sensitive lands and provide a continuous linear system of open space. The protection and preservation of these areas is intended to serve several functions including: the protection of surface and groundwater quality and recharge areas; reducing the potential damage from floods and storm water runoff; the protection of sensitive natural resource areas; and the maintenance of important wildlife habitats or recreational areas. Map 5-7 in Appendix I illustrates the locations of Environmental Corridors in Columbia County. The Environmental Corridors include the following areas: floodplains; wetlands; 35-foot buffers along all lakes, ponds, rivers, streams, and drainage ways; publicly-owned lands and parks; steep slopes over 12%; shallow soils to bedrock; and woodlots 20 acres or greater.

Objective A1.2 – Identify and adopt policies and programs to protect ground water quantity and quality to meet human needs.

Recommendations:

1. Partner with the Towns, County and State to identify potential sources of groundwater pollution.
2. Partner with the Towns, County and State to prepare policies and regulations that mitigate and prevent groundwater pollution.
3. Continue to regularly sample and test municipal water sources to ensure that all federal and state water quality standards are met or exceeded.
4. Adopt measures as needed to protect ground water quality.

Objective A1.3 – identify and adopt policies and programs to protect forests, agriculture, and important natural habitats.

Recommendations:

1. Continue to implement the City’s Urban Forestry Plan.
2. Manage development in areas that possess valuable wildlife habitat.
3. Support the development of outdoor recreation areas for use as wildlife preserves, and waterfowl production areas.
4. Support area agriculture through provision of regional services such as schools, fire protection, medical, and emergency response.

Goal A2 – Improve the health and flow of the Wisconsin River, Fox River, and Portage Canal to improve water quality and public access.

Objective A2.1 – Work with other jurisdictions to identify and study the feasibility of measures to increase flow on the Wisconsin and Fox Rivers during summer months, for the purpose of increasing public boat and foot access and water quality.

Recommendation:

1. Work with appropriate jurisdictions to explore measures to increase water flow on the Wisconsin River.

Objective A2.2 – Identify and study the feasibility of measures to increase the flow on the Portage canal to improve water quality and human enjoyment.

Recommendation:

1. Partner with resources such as University of Wisconsin to prepare a preliminary assessment of the potential of increasing the flow on the canal.

Objective A2.3 - Develop policies that will preserve the scenic views of the City.

Goal A3 – The City of Portage will build on its unique history stemming from the point of portage between the Fox and Wisconsin Rivers to enhance community sense of identity, to attract visitors and increase economic development.

Objective A3.1 – Complete the PATHS Project to link cultural, historical and natural resources of the City along a walking and bicycling trail system.

Objective A3.2 – Maintain and enhance the historic districts and places in the city and surrounding area.

Recommendations:

1. Adopt policies and support programs to maintain and enhance the Church Hill Historic District.
2. Adopt policies and support programs to maintain and enhance the Industrial Waterfront Historic District.
3. Adopt policies and support programs to maintain and enhance the Retail Historic District.
4. Adopt policies and support programs to maintain and enhance the Society Hill Historic District.
5. Adopt policies and support programs to maintain and enhance the historic places such as the Surgeon’s Quarters and Agency House, and other places listed on Table 5-6 of the Columbia County Comprehensive Plan (Sites Listed on the National and State Registers of Historic Places, Columbia County, 2005).
6. Support the museums and historic markers in the city.
7. Support cultural events in the city.
8. Direct the Historic Portage Commission to identify and catalogue historic places of interest, historic markers, and monuments.

Goal A4 – Portage will become a “green” city that reduces consumption of non-renewable resources, reduces generation of waste, increases energy efficiency and use of alternative energy, and reduces use and disposal of inorganic chemicals.

Objective A4.1 – Identify and assess programs that enable the city to become a “green city” in a cost-effective manner.

Recommendations:

1. Form an advisory committee to prepare a report that assesses the options available to the city to meet Goal A4 and provides recommendations for implementation.
2. Identify partnership opportunities with organizations such as University of Wisconsin-Extension, MATC, and non-profit organizations.
3. Encourage residents to support local businesses including area farmers and agricultural producers.

Economic Development

This element includes existing conditions, goals, objectives, and recommendations to help guide development of economic resources within the City. This element also includes an assessment of local strengths and weaknesses with respect to attracting and retaining businesses, and a section addressing downtown revitalization.

Existing Conditions

Education Level of Labor Force

The labor force in Portage has a lower level of educational attainment compared with the county numbers. Less than 15% of the population had an educational achievement including or exceeding a bachelor's degree in 2000. 82.3% of Portage residence hold a High school or equivalent degree or higher.

Table 6.1: Educational Levels, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Towns of Pacific	Fort Winnebago	Columbia County
Population 25 Years and Over		6444	820	821	1768	626	35529
Less than 9th Grade	Number	292	32	33	43	25	1654
	Percent	4.5%	3.9%	4.0%	2.4%	4.0%	4.7%
9th to 12th grade, no diploma	Number	851	82	40	162	30	3250
	Percent	13.2%	10.0%	4.9%	9.2%	4.8%	9.1%
High school graduate - includes equivalency	Number	2630	321	328	698	267	14108
	Percent	40.8%	39.1%	40.0%	39.5%	42.7%	39.7%
Some college, no degree	Number	1277	193	179	417	162	7717
	Percent	19.8%	23.5%	21.8%	23.5%	25.9%	21.7%
Associate degree	Number	442	88	78	142	59	2859
	Percent	6.9%	10.7%	9.5%	8.0%	9.4%	8.0%
Bachelor's degree	Number	638	83	107	196	68	4074
	Percent	9.9%	10.1%	13.0%	11.1%	10.9%	11.5%
Graduate or professional degree	Number	314	21	56	110	15	1867
	Percent	4.9%	2.6%	6.8%	6.2%	2.4%	5.3%

Source: U.S. Bureau of the Census, 2000

Participation in Labor Force

Only 2.5% of residents 16 years and over that are active in the labor force were without a job in 2000. In Portage 57.5% of the total population was employed during this same year, which compares lower than Columbia County overall, at 66.9%.

Table 6.2: Workforce Participation, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Towns of Pacific	Fort Winnebago	Columbia County
Population 16 Years and Over		7712	928	916	1997	709	40848
Civilian labor force	Number	4634	700	692	1338	522	28313
	Percent	60.1%	75.4%	75.5%	67.0%	73.6%	69.5%
Employed	Number	4434	677	670	1271	505	27324
	Percent	57.5%	73.0%	73.1%	63.6%	71.2%	66.9%
Armed Forces	Number	9	2	0	0	2	56
	Percent	0.1%	0.2%	0.0%	0.0%	0.3%	0.1%
Not in Labor Force	Number	3069	226	224	659	185	12479
	Percent	39.8%	24.4%	24.5%	33.0%	26.1%	30.5%
Unemployment Rate		2.5	2.5	2.4	3.4%	2.4%	2.4%

Source: U.S. Bureau of the Census, 2000

Employment Statistics

In 2000, the majority of the labor force in the City derived its income from private companies (81%). The figure below outlines the various sources of income by employer type. Government workers accounted for 16.3% of the labor force.

Figure 6.3: Employment by Employer Type

	Private Company	Government	Self-Employed	Unpaid Family Worker
City of Portage	79.8%	16.3%	3.8%	0.1%
Columbia County	77.3%	14.3%	7.8%	0.6%
Wisconsin	81.1%	12.5%	6.1%	0.3%

Source: U.S. Bureau of the Census, 2000

Table 6.4 below details employment by occupation in 2000 for the City of Portage, surrounding Towns and Columbia County. The table indicates the greatest percentages of workers in the city were employed in the Management, professional and related occupations segment with 26.5% of the workforce.

Table 6.4: Employment by Occupation, 2000

		City of Portage	Town of Lewiston	Town of Caledonia	Towns of Pacific	Fort Winnebago	Columbia County
Employed civilian population 16 years and over		4438	677	670	1271	505	27324
Management, professional, and related occupations	Number	1178	160	223	324	109	7698
	Percent	26.5%	23.6%	33.3%	25.5%	21.6%	28.2%
Service	Number	649	82	114	167	70	3647
	Percent	14.6%	12.1%	17.0%	13.1%	13.9%	13.3%
Sales and Office	Number	1161	172	119	362	138	6802
	Percent	26.2%	25.4%	17.8%	28.5%	27.3%	24.9%
Farming, fishing, and forestry	Number	22	8	12	4	7	314
	Percent	0.5%	1.2%	1.8%	0.3%	1.4%	1.1%
Construction, extraction, and maintenance	Number	435	95	86	133	76	3177
	Percent	9.8%	14.0%	12.8%	10.5%	15.0%	11.6%
Production, transportation, and material moving	Number	993	160	116	281	105	5686
	Percent	22.4%	23.6%	17.3%	22.1%	20.8%	20.8%

Source: U.S. Bureau of the Census, 2000

Table 6.5 indicates the “manufacturing” industry supplied the highest annual wage in Columbia County for 2006.

Table 6.5: Average Annual Wages for Columbia County Employees 2006

	Average Annual Wage
All Industries	\$30356
Natural Resources	\$27971
Construction	\$36558
Manufacturing	\$40794
Trade, Transportation, Utilities	\$27073
Information	Suppressed (23,338 in 2003)
Financial Activities	\$30295
Professional & Business Services	\$30834
Education & Health	\$30656
Leisure & Hospitality	\$10244
Other Services	\$22912
Public Administration	\$33400

Source: State of Wisconsin Department of Workforce Development, 2007, (2003)

Economic Base

Table 6.6 lists the top ten industry groups by employment for Columbia County in March 2004. Three (3) industry types experienced employment increases between 2003 and 2004; most of the gains were in food manufacturing and educational services. Five (5) industry types were down in 2004; most of these job losses were in manufacturing, and health care. Data was unavailable for two (2) of the ten (10) industry types.

Table 6.6: Top Industry Groups: Columbia County

Industry Group	March 2004		Number change 2003-2004
	Employers	Employees	
Educational Services	16	1865	27
Food Services and Drinking Places	111	1356	25
Plastics & rubber products manufacturing	(x)	(x)	(x)
Executive, legislative, & gen government	27	815	-7
Specialty trade contractors	122	746	68
Food manufacturing	12	684	-114
Hospitals	(x)	(x)	(x)
Ambulatory health care services	54	590	-87
Nursing and Residential Care Facilities	11	579	-46
Food & beverage store	18	522	-27

Source: Wisconsin Department of Workforce Development, 2004

Environmentally Contaminated Sites

The Comprehensive Planning Law requires communities to evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The Wisconsin Department of Natural Resources (DNR) Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields. The DNR identifies brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Properties listed in the DNR database are self-reported and do not represent a comprehensive listing of possible brownfields in a community. Other state and federal databases may provide more comprehensive lists. The Bureau for Remediation and Redevelopment Trading System (BRRTS) has 271 records of possible contamination in the area. Of these, only 19 records remain “Open” as of May 2008 in the City. The designation of “Open” means the contamination activity is in need of clean up or the cleanup is still underway. In Portage these include:

- Record 02-11-000824: Penda Corp, N7660 Industrial Rd.
- Record 02-11-000838: Portage Well #3, #6, 115 W. Pleasant St.
- Record 02-11-118172: Urban Property, 2653 New Pinery Rd.
- Record 02-11-221769: Crawford Oil Bulk Plt, Oneida & Armstrong St.
- Record 02-11-245012: Mael Airport Property, 1125 Silver Lake Dr.
- Record 02-11-248551: Crawford Oil Bulk Plt, Superior & Center St. NE
- Record 02-11-512824: Portage Cleaners, Inc., 104 E. Wisconsin
- Record 02-11-519588: Gruber Automotive Parts, 208 E. Edgewater St.
- Record 02-11-543021: Portage Canal, Portage Canal
- Record 02-11-543970: Portage Canal Sediment, Portage Canal
- Record 02-11-543971: Portage Levee Shop Property, Portage Canal
- Record 02-11-550528: United Coop, Wauona Tr. at Whitney St.
- Record 03-11-000254: Cascade Station, 10620 STH 33
- Record 03-11-001043: Atkinson Property, 1101 Winona Trail
- Record 03-11-001081: Clark Oil #1181, 424 W. Wisconsin St.
- Record 03-11-001109: Mobil Service, 1615 New Pinery Road
- Record 03-11-002365: Craig’s Service, 206 W. Wisconsin Ave.
- Record 03-11-519489: Ameritech/Sportswear Screenprint #31, 501 E. Mullet St.
- Record 03-11-550304: H & H Pools & Spas, 213 Dewitt St.

Employment Projections

The State of Wisconsin’s Department of Workforce Development, Office of Economic Advisors, provides employment projections for regions of the State. This section illustrates employment forecasts for the South Central Region. Table 6.8 lists the projected changes in employment, and estimated wages, for occupational categories in South Central Wisconsin from 2004 - 2014. The occupation projected to add the most jobs (2,010) is Office and Administrative Support. This category has one of the lower average annual salaries at \$29,448. The occupation with the largest projected percent increase is Computer and Mathematical Occupations (30.2%), which has an estimated average annual salary of \$59,429.

Table 6.8: Occupation Projections for South Central Wisconsin Workforce Development Area, 2004-2014 (Columbia, Dane, Dodge, Jefferson, Marquette, and Sauk Counties)

Major Occupational Group Summary											
SOC Code	Occupational Title	Estimated Employment ⁽¹⁾				Estimated Average Annual Openings ⁽¹⁾			Estimated Salary and Wages (2005)		
		2004	2014	Change	% Change	New Jobs	Replacements ⁽²⁾	Total ⁽³⁾	Average Annual Salary ⁽⁵⁾	Entry Level Hourly Wage ⁽⁶⁾	Experienced Hourly Wage ⁽⁷⁾
00-0000	Total, All Occupations	423,430	476,650	53,220	12.6%	5,320	10,070	15,390	\$36,924	\$8.91	\$22.17
11-0000	Management Occupations	15,840	18,250	2,410	15.2%	240	300	540	\$82,812	\$21.23	\$49.10
13-0000	Business and Financial Operations Occupations	19,990	23,340	3,350	16.8%	340	350	690	\$53,429	\$16.49	\$30.28
15-0000	Computer and Mathematical Occupations	9,680	12,600	2,920	30.2%	290	130	420	\$59,253	\$17.97	\$33.75
17-0000	Architecture and Engineering Occupations	7,810	8,760	950	12.2%	100	180	280	\$54,767	\$16.92	\$31.04
19-0000	Life, Physical, and Social Science Occupations	5,180	6,020	840	16.2%	80	130	210	\$47,403	\$15.03	\$26.67
21-0000	Community and Social Services Occupations	8,990	10,460	1,470	16.4%	150	170	320	\$42,157	\$12.91	\$23.95
23-0000	Legal Occupations	2,690	3,110	420	15.6%	40	30	70	\$69,786	\$16.75	\$41.95
25-0000	Education, Training, and Library Occupations	27,640	32,000	4,360	15.8%	440	590	1,030	\$44,129	\$11.95	\$25.85
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	6,060	6,970	910	15.0%	90	120	210	\$38,711	\$10.08	\$22.88
29-0000	Healthcare Practitioners and Technical Occupations	20,120	25,510	5,390	26.8%	540	370	910	\$55,235	\$14.45	\$32.61
31-0000	Healthcare Support Occupations	11,720	15,130	3,410	29.1%	340	180	520	\$25,556	\$9.40	\$13.73

33-0000	Protective Service Occupations	8,570	9,030	460	5.4%	50	240	290	\$34,717	\$8.92	\$20.58
35-0000	Food Preparation and Serving Related Occupations	36,190	41,330	5,140	14.2%	510	1,440	1,950	\$18,098	\$6.09	\$10.01
37-0000	Building and Grounds Cleaning and Maintenance Occupations	15,970	18,610	2,640	16.5%	260	320	580	\$23,844	\$7.65	\$13.37
39-0000	Personal Care and Service Occupations	11,990	14,550	2,560	21.4%	260	270	530	\$22,120	\$7.26	\$12.32
41-0000	Sales and Related Occupations	37,300	40,540	3,240	8.7%	320	1,260	1,580	\$32,193	\$7.24	\$19.59
43-0000	Office and Administrative Support Occupations	74,010	77,410	3,400	4.6%	340	1,670	2,010	\$29,446	\$9.68	\$16.40
45-0000	Farming, Fishing, and Forestry Occupations	610	680	70	11.5%	10	20	30	\$27,718	\$8.13	\$15.92
47-0000	Construction and Extraction Occupations	18,090	21,280	3,190	17.6%	320	350	670	\$43,107	\$12.91	\$24.63
49-0000	Installation, Maintenance, and Repair Occupations	14,960	16,520	1,560	10.4%	160	340	500	\$38,177	\$12.11	\$21.47
51-0000	Production Occupations	42,400	44,040	1,640	3.9%	160	1,020	1,180	\$30,608	\$10.00	\$17.07
53-0000	Transportation and Material Moving Occupations	27,620	30,500	2,880	10.4%	290	610	900	\$28,117	\$8.53	\$16.01

Source: WI DWD, Office of Economic Advisors, August 2008

Goals, Objectives, and Recommendations

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations were jointly developed by the City of Portage Plan Commission and its consultants.

Goal E1 – The City of Portage welcomes and supports diverse businesses that provide well-paying jobs, strengthen the tax base, and protect the natural environment.

Objective E1.1 – Promote coordination among all the entities that engage in economic development to generate a unified promotional campaign to attract new businesses to the city, to conduct outreach to existing businesses to address their needs and keep them in the city, and promote workforce development.

Recommendations:

1. Bring together the different groups involved in economic and workforce development to create a strategic action plan for business retention, recruitment, and with clear roles and responsibilities.
2. Establish a group such as a Project Management Team with representatives among the different groups to implement the strategic plan. The PMT should meet regularly to coordinate and monitor progress on their work plans.

Objective E1.2 – Market Portage to new residents.

Recommendations:

1. Support efforts of the Portage Area Chamber of Commerce to promote Portage to new residents through websites and promotional materials.
2. Work with partners such as the Chamber to develop a publicity campaign that increases positive media exposure of Portage area amenities.
3. Welcome new residents with welcome packets of important information and coupons to Portage businesses. Consider connecting new residents to a volunteer mentor that can help them become familiar with the City.
4. Upgrade the City’s website to be more attractive and user-friendly for current and potential residents and businesses. The website should serve as an effective portal for information and business among all of the city’s “customers.”

Objective E1.3 – Attract businesses to the Portage Industrial Park that provide well-paying jobs, are environmentally friendly, and can be efficiently served by public sewer and water services.

Recommendations:

1. Ensure that sites in the industrial park are ready for development with roads and public services.
2. Designate a single point of contact for inquiries regarding space in the industrial park. Include regular updates and reports on inquiries from the point of contact at the City Economic Development Committee.

3. The Mayor should be available to talk with and meet with business prospects. Ensure that city staff provide customer-friendly interactions with businesses. Provide training to staff if needed.
4. Ensure that sites are listed with on-line and print databases, and that the information is attractively presented and up to date. The contact person listed should be knowledgeable and available.
5. Enhance economic development and the industrial park information displays on the City’s website. This is the first place that many prospects will visit. The website should actively promote the industrial park, include basic information and link to the industrial park database maintained by Columbia County Economic Development Corporation.
6. Explore working with a private entities with expertise in industrial park land to market sites in the park.
7. Work with businesses in older industrial areas in the city to provide assistance for relocating to the industrial park (see Downtown Chapter).

Objective E1.4 – Promote economic activity that recirculates dollars within the local economy and reduces the “leakage” of dollars outside the local economy.

Recommendation:

1. Encourage residents to purchase goods and services from locally-owned businesses and local producers.
2. Adopt City procurement policies that encourage purchases from locally owned vendors and suppliers where feasible.

Objective E1.5 – Promote local entrepreneurship.

Recommendation:

1. Continue to support the Mercantile Center incubator.
2. Continue to provide customer-friendly city service to new business start-ups.
3. Provide referral services for start-up businesses to resources for training and business development.
4. Continue partnerships with Madison Area Technical College (MATC), South Central Wisconsin Workforce Development Board, utility companies and private investors to develop an industrial business incubator.

Objective E1.6 – Support and develop local economic clusters

Recommendation:

1. Continue to partner with training providers such as MATC and local high school programs to identify and support local business clusters such as plastics, information technology, and robotics, through specialized training for Portage area residents.

2. Identify unique facility needs of targeted clusters, and work to meet those needs at the Portage Industrial Park in consideration of City infrastructure capacities.
3. Support the Madison Area Technical College (MATC) Manufacturing Certification Program by promoting the program to area businesses.

Goal E2 – Strengthen the economic vitality of existing Portage business districts.

Objective E2.1 – Revitalize the downtown district as an economically vibrant, mixed-use, lively, pedestrian-friendly district for shopping, living, services, government, civic uses, entertainment, culture and recreation.

Recommendation:

1. Implement the recommendations in the Downtown Revitalization chapter to the Comprehensive Plan.

Objective E2.2 – Assess the economic development needs of the business districts along Highways 33 and 51, outside of the downtown district,

Recommendation:

1. Conduct a needs assessment of the business corridors to determine areas for improvement such as infrastructure, appearance, organization, promotion and business retention and recruitment.

Goal E3 – Leverage the natural and unique assets of the City of Portage to increase economic activity.

Objective E3.1 – Increase access, use and views of the Wisconsin River as an amenity for recreation and tourism.

Recommendations:

1. Explore ways to increase water levels on the river during peak summer months.
2. Implement the Portage Area Trails and Heritage System plan (see Transportation Element).
3. Continue working towards the completion on the Portage Canal restoration project (see Downtown Chapter).

Objective E3.2 – Increase tourism in the Portage area.

Recommendation:

1. Coordinate marketing of Portage recreational, cultural and heritage attractions with entities that promote tourism in Columbia County, along the Wisconsin River, and along Highway 51.
2. Work cooperatively with surrounding communities to incorporate Portage into day trips to the Wisconsin Dells, the Merrimac Ferry, and for golf, skiing, hunting and fishing recreation.

DOWNTOWN REVITALIZATION

Public participation for the comprehensive plan identified downtown revitalization as a high priority for the City of Portage. Downtown is the heart of the city, and its economic and civic health is central to the city's economic development goals. This chapter addresses the following components of downtown revitalization in Portage:

- Previous Downtown Efforts and Studies
- Past and Current Downtown Revitalization Efforts
- Stakeholder Interviews
- General Market Opportunities
- Redevelopment Opportunities
- Preservation Opportunities
- Catalytic Projects
- Design Guidelines
- Recommendations

Previous Downtown Plans and Studies

Many people and organizations have invested a significant amount of time and effort to revitalize downtown Portage including, among others, Main Street Portage, Portage Business Improvement District, Portage Chamber of Commerce, City of Portage, Portage Center for the Arts, the Portage Canal Society, and the Portage Area Trail and Heritage System. The efforts of these groups and individuals have contributed to plans and studies, including:

Options for Downtown Improvement: A Downtown Revitalization Plan for Portage (1984).

City of Portage Needs Analysis Report and Downtown Action Plan (2002), SmithGroup JJR. The Needs Analysis identified the need for a downtown strategic planning process and action plan.

The Portage Community Charrette (2002), a team of architecture, landscape architecture, and urban planning designers from Ball State University and many local community leaders participated in a charrette (an intensive, visioning and design workshop) August 23-25, 2002. The product was a charrette report describing and illustrating the visions, goals, strategies and designs for downtown revitalization. The charrette report continues to serve as a source for ideas and inspiration.

Portage Main Street Market Analysis, UW Extension (2005). The market analysis portrays the size and shape of the Portage trade area.

National Main Street Resource Team Assessment and Report (2005). A team from the National Main Street Program visited Portage in February 2005 to observe and make recommendations to Portage Main Street. The recommendations dealt with the four points of the National Main Street Program: organization, design, promotion and economic restructuring.

Wisconsin Main Street Assessment and Report (2007). Representatives from the Wisconsin Main Street program visited Portage and provided observations and recommendations based on the four point approach.

Past and Current Downtown Revitalization Efforts

The hard work of many individuals and organizations has generated a number of important improvements. Additional work is proceeding. Some of the accomplishments and efforts are:

- Portage Center for the Arts restoration of the former Presbyterian Church in 1986 as a performing arts center.
- Redevelopment of Commerce Square, including significant fundraising efforts.
- Development of the Mercantile Building as a business incubator.
- Façade improvements such as the Portage Daily Register building.
- Development of senior housing.
- On-going promotional events and downtown beautification.
- Current effort to establish a Tax Increment District to fund improvements related to the downtown street reconstruction, and downtown redevelopments.

Stakeholder Interviews

Deb Ersland with BEST Real Estate Group interviewed downtown stakeholders about downtown revitalization efforts. Interviewees represented downtown business persons, the BID, Portage Main Street and the Chamber.

Many of the stakeholders expressed concern and frustration with the results of downtown revitalization efforts to date. People were frustrated with the slow economic activity, store closings, lack of retail variety, organizational differences and overlapping efforts, staff turnover, and felt that government could do more to support and attract businesses. Stakeholders recognized that the economic climate overall is not good at present for downtown retail, and that competition with new commercial areas is difficult. They saw that a mix of activities is needed including housing, government, and business; and that the downtown needs unique stores and attractions. They recognized the opportunities to build on tourism and Portage's cultural heritage.

From the stakeholder interviews it is clear that many hard working and dedicated people care about the downtown. But the different groups and efforts do not appear to be working with a shared vision and goals, and with clear roles and responsibilities.

General Market Opportunities

In 2005, Wisconsin Main Street and the UW Extension prepared an extensive report regarding the trade area for Portage. This document looks at the market by drive-times, which is how most national businesses determine their market pull. This report is an excellent resource for Portage and the downtown, and should be updated every couple of years. See Downtown Opportunities Map in Appendix A.

In addition to drive-times, we can also look at the market from a radius around a certain point. For the purposes of this report, we have used a 1, 3 and 5 mile radius from the intersection of Wisconsin Street and W. Cook Street. Here are some highlights of that report within a 3 mile radius:

2007 Estimated Population:	10,860
2012 Projected Population	11,064
2007 Est. Average Household Income	\$51,145
2007 Est. Average Age	38.85
2007 Est. Median Owner Occupied Housing Value	\$131,402

Looking at the Retail Opportunity report within the 3 mile radius, you will see that there are many categories with a surplus of supply. There does appear to be untapped demand in a number of categories, including sporting goods, hobby/toys/games, restaurants, convenience stores and others. Attached you will find a Demographic Area Map, Demographic Report, Executive Report and a Retail Opportunity Analysis for further review.

Demographic information is important to a market, but we also need to look its primary strengths and weaknesses to formulate any recommendations.

Strengths:

Downtown Portage is truly the heart of the community. There are three primary roadways – Wisconsin Street, Highway 51 and Highway 33 - that intersect in the downtown, with each of them having direct access to an interchange at I39. The transportation connections in and around Portage offers excellent opportunities for visitors and customers to reach the community. These transportation connections are a vital selling point for industry and business when looking to locate in the region.

Portage is located only 30 minutes from two dynamic markets, Madison and Wisconsin Dells, and is located on a major interstate to Wisconsin’s Northwoods. As the Dane County market area continues to expand, the ability to live in a cost effective community such as Portage, and work in Madison is extremely easy. The enormous draw of Wisconsin Dells as a year-round venue is obviously an amazing opportunity capturing day and overnight visitors. Portage is also near may day-trip destinations that can also supply visitors to the area – Cascade Mountain Ski Hill, Devil’s Lake State Park, Mirror Lake State Park, wildlife and canoe areas, hunting and fishing destinations and nearby campgrounds.

Downtown Portage is supported by both Main Street and a BID. With these two mechanisms in place, downtown Portage has created an opportunity for funding, and access to strategic support that will aid in its viability. As a result of Main Street, many useful studies and research has been completed about the downtown area. The community can be proud of the revitalization efforts that have been undertaken.

Portage has played an important role in Wisconsin’s history, which will always provide the opportunity to drive tourism to the area. Efforts are currently underway to maintain the canal, along with a trail plan that would tie other key historic sites together. Many of these important historic locations are anchored within the downtown area, as well as the beautiful Wisconsin River. Preserving the heritage of Portage and using it as a market asset will be an advantage that will only get better with time.

The Wisconsin River itself is an amazing, and currently underutilized amenity for the downtown and the community. It is a key natural resource for the State and offers many sporting and recreational opportunities for residents and visitors. Planning that offers better vista and physical connections to the river will benefit overall downtown revitalization efforts.

Weaknesses:

Traffic concerns in the downtown are certainly not new. Although traffic volumes can be great for business, the type of traffic and the management of that traffic is also important. Because of the intersecting highways within the downtown district, there is an abundance of truck traffic. This truck traffic is not beneficial to downtown businesses, and can be very intimidating to patrons when trying to park and cross the streets.

Main Street has struggled with program manager turnover since its inception four years ago. This turnover has created an extreme lag in the program working to its highest potential for the downtown, and has created a general lack of confidence in Main Street from members of the BID Board. The conflicts between Main Street and the BID, has left many stakeholders in downtown discouraged and at odds with one another. Both groups must be proactive in resolving their issues and putting a single, cohesive effort forward.

The downtown area does not seem to have a consistent public signage plan. Signage in general seems fragmented or hap-hazard in its design and development. This would include public parking, way-finding within the downtown, identification of neighborhood districts, area parks, historical sites, etc.

The angled streets in the downtown district can be confusing for visitors. There are traditional grid patterns on either side of the angled streets, which disorients you when you are suddenly at an angled intersection. It is difficult to determine which direction you are headed and how you connect to the next major artery.

The downtown lacks identity and does not seem cohesive with its focus or the market(s) it is trying to capture. The type of businesses in the downtown have simply happened over time, without strong direction or establishing a market driven plan to business recruitment. Vacancy is in almost every block and there is a sense of weakness that permeates the district.

The building stock in downtown is quite varied in its quality and its presentation on the street. There are many properties that could benefit from a significant renovation, but the financial benefits of investing in downtown real estate is a concern amount property owners.. As in many communities, there are simply caps to what the market will pay to lease or purchase a downtown property, regardless of the extent of the improvements. Establishing a downtown TIF district could be an important financing incentive to encourage redevelopment.

The historic connections within downtown Portage seem fragmented and not easily understood or “readable”. Most communities in Wisconsin do not have the interesting and important heritage and history that Portage has. It is a great marketing tool for the downtown and community, but make sure that you have an understandable and connected story.

Redevelopment Opportunities

Successful downtowns have a critical mass and a variety of activities that draw people for unique the experiences they offer. Under-utilized properties and assets offer opportunities for redevelopment to add new uses and activities. Work has begun to identify and plan for important redevelopment sites, including:

Portage Canal restoration. The Canal Restoration Plan includes four phases. Phase I is complete and Phase II is underway. The City’s Capital Improvement Plan includes funding for the remaining two phases through 2012. Restoration of the canal to its historic condition, with walking trails will create a unique feature that connects the downtown to its past. It will serve as a draw for cultural tourism, and help leverage private investment along its banks and in the downtown.

Downtown TID #6 redevelopment sites. The City of Portage has prepared plans for a Tax Increment District (TID) in the downtown. The TID will borrow funds against future property tax increments in the district, for improvements related to reconstruction of Main Street and the following redevelopment projects:

Redevelopment of the Woolen Mill building along the canal as a mixed residential and commercial building.

Redevelopment of the Hill Ford site (currently unspecified)

Other potential redevelopments yet to be identified. The Preliminary TID Feasibility Plan identifies potential redevelopment sites along the canal, in the waterfront industrial district, and the northwest corner of the intersection of West Cook and West Wisconsin Streets.

Other Redevelopment Options.

Additional redevelopment is needed to increase economic and social activity downtown. Some possible redevelopment options for consideration are listed below.

New Downtown Civic Uses. The Utilities and Community Facilities Element of the Comprehensive Plan identifies the need for efficient and accessible facilities to meet the needs for activities, recreation and services for the elderly, youth and the community. The element recommends that the City conduct a space needs study to determine the potential for a shared-use facility, and that the downtown be given priority for the location of a facility. The potential for location of critical community facilities in the downtown offers a possible user of space that could spur downtown redevelopment, and catalyze additional private reinvestment.

The Comprehensive Plan also calls for increasing the post-secondary educational opportunities for Portage residents. One recommendation is to work with the Madison Area Technical College (MATC) to expand current services from a satellite to a full campus operation. The downtown area could be an attractive location for the campus given its central location and range of activities and services. A downtown campus could become a redevelopment site, and help spur additional private investment.

Redevelopment that builds on the amenity of the Wisconsin River. Location along the beautiful Wisconsin River is a special feature of the City of Portage. The Wisconsin River waterfront is an under-utilized asset for the city and the downtown. While the waterfront walking path provides opportunities for recreation and scenic views, much of the rest of the downtown remains physically and visually cut off from the river. Properties along the waterfront path could serve as redevelopment opportunities that capture and enhance the waterfront amenity. While the levy creates a significant physical barrier, it also removes property from the floodplain, creating opportunities to develop behind it. TIF could be used to enhance the waterfront path with features such as scenic overlooks, as envisioned in the Portage Charrette report. Uses such as a hotel or restaurants could benefit from such amenities.

Redevelopment of the canal industrial district. Industrial districts in downtown areas often include real estate that is no longer well-suited for the needs of modern industry. Older buildings with lower ceiling heights, too many columns and inadequate truck docks become obsolete when users move to more modern facilities. City government can assist industrial businesses in these buildings relocate to new facilities in industrial parks. The City of Portage could provide incentives to downtown industries, that need more or better space, in the form of public improvements, land write-downs, and loan assistance. Properties vacated by downtown industries become available for redevelopment into higher value uses such as residential, retail, entertainment, accommodations, service, cultural, etc.

Successful redevelopments of downtown industrial districts require active city involvement. There are too many market barriers to redevelopment without city leadership. City involvement reduces risks and ensures a competitive return to developers.

If the City pursues redevelopment of the industrial area it should prepare a redevelopment plan. As businesses relocate, the City's Community Development Authority could acquire, assemble, and clear properties. Environmental assessments will be needed to determine if contamination is present. Environmental remediation is always a possibility for redevelopment of industrial sites. Brownfield assessment and cleanup grants are available from Wisconsin DNR and Commerce. Upon preparation of the sites, the City can issue requests for qualifications or proposals to developers for development projects that are consistent with the redevelopment plan. TIF funding can be offered as an incentive.

Redevelopment of upper floor space as housing. The housing element of the Comprehensive Plan includes an objective to encourage the rehabilitation of second-floor space above first-floor commercial properties for residential uses. The element recommends a study of second floor redevelopment potential, and provision of financial incentives to encourage rehabilitation. Downtown living is an important part of the mix of activities that make city centers vibrant. Downtown residents add life at different times of the day and night than daytime retail and services. Adding residents to existing under-utilized space also improves the existing building stock. The State Legislature is considering the Wisconsin Downtown Act, which would provide greater flexibility in the interpretation of building codes as they are applied to historic building rehabilitations. TIF and CDBG could be resources to assist property owners with rehabilitation.

Additional public improvements that could help spur redevelopments. The following public improvements, which have been identified in other plans, could also help spur private investments:

Downtown gateway improvements. The Charrette report and Main Street assessment reports identified the need for improved gateway features that identify entry into the downtown district. Gateways help establish an identity among residents and visitors of the downtown as a separate and special place. Quality features communicate community investment and pride in the downtown.

Triangle Improvement. The Portage Charrette identifies a range of options to improve the triangle formed at the southern entrance of the downtown. As a highly visible space, it offers the opportunity to add beauty and character to the downtown. One option in the charrette report calls for opening it up to the canal below.

Preservation Opportunities

Previous plans and public participation identified its history and culture as critical assets of downtown Portage. Previous efforts to preserve and enhance this heritage include designation of downtown Portage a historic district. A number of the buildings are also on the historic register. Many other buildings could be eligible for the registry. A façade improvement program provides financing assistance for downtown façade improvements. Previous (Performing Arts Center) and current (Woolen Mills) redevelopments adapt historic buildings for new uses.

Further façade improvements could be spurred through matching grants funded with TIF dollars. Façade improvement programs are most successful when they stimulate the renovation of a majority of the downtown properties in need of façade work. Once a critical number of buildings are improved, unimproved properties begin to stand out in a negative way, spurring more property owners to seek improvements. When almost all buildings are improved, the overall effect on Main Street can be dramatic.

Many communities find that low-interest loans provide insufficient incentive to attract enough property owners to make a significant impact on the Main Street. Matching grants, however, can attract a critical number of property owners, over time, when administered well. Typical programs provide a 50 percent match for façade improvements, up to a maximum grant level (\$5,000 per property is common), for improvement plans that comply with local design guidelines. It is critical to adopt and use design guidelines to evaluate and approve funding requests. The guidelines help ensure that public funds are used to generate improvements that enhance the historic character of the downtown.

Catalytic Projects

In chemistry, a catalyst is a substance that speeds up a reaction. In city building, the process is much the same: Redevelopment creates momentum for spin-off projects in its wake. Catalytic projects typically build on and enhance a unique feature of the downtown, and attract new visitors. The project adds value itself, and creates the opportunity for investors to create additional value. A catalytic project is often created with public investments. The investments could be in either a public or private project. Often a number of catalytic projects are needed to turn around a downtown.

The combination of the canal restoration, the woolen mill redevelopment and the PATHS system could serve as a catalytic project to attract additional residents, investors, and investment. Additional catalytic projects, however, will likely be needed to generate the momentum needed to promote spin-off projects beyond the canal area.

Other potential catalytic projects, discussed above, include waterfront redevelopment along the river, industrial district redevelopment coupled with relocation assistance to the industrial park, and location of a major civic use downtown such as educational, senior, youth and/or recreational. Exploration of the potential for these and other catalytic projects needs to be further explored. Establishment of the TID offers an excellent opportunity to further study and develop catalytic project opportunities.

Catalytic projects should be designed to respond to market opportunities. For example, projects could be designed to draw tourists from the heavy traffic heading to the Dells and to northern Wisconsin.

A note of caution is perhaps in order. While catalytic projects can be vital sparks to turn around a downtown, they do not replace the need for ongoing efforts. It is a mistake to think that a community can launch a catalytic project and then sit back and watch the transformation. Even with catalytic projects it is the cumulative effect of multiple façade improvements, business assistance and attraction, promotion and special events, downtown beautifications and others that keeps the downtown healthy and improving.

Design Guidelines

The historic character is a key asset of the downtown that sets it apart from any other business district in the City. It creates the unique experience that helps to draw people to the downtown. Preserving and enhancing the historic character is vital to a successful downtown. Design guidelines are an important tool for such preservation and enhancement. Design guidelines establish a set of parameters for building rehabilitations or new construction. The guidelines are used when building projects are reviewed and approved for façade improvement assistance or by local historic preservation commissions.

The Portage Charrette report addresses downtown design in detail. It includes suggested façade improvements for a number of Main Street properties. It also includes a set of beautification and design guidelines. These guidelines could serve as a tool for review of property improvement requests.

Recommendations

1. Prepare a downtown strategic plan. A process is needed to bring together the different entities working on downtown to identify a common vision and plan that has the buy-in of all the critical stakeholders; that everyone can work towards. TIF funds could pay for the study. The potential of TIF resources for implementation can serve as a draw to bring people to the table. The City should use the TIF as leverage to bring all the critical stakeholders together in a strategic planning process. The strategic plan should target all the critical components of downtown Portage:

- Tourism
- Traffic flow, street connections, parking
- Streetscape
- Signage
- Zoning and ordinance issues
- Redevelopment opportunities
- Riverfront / canal opportunities
- Identity
- Adjoining residential neighborhood districts
- Historic preservation
- Greenspace and public areas
- Funding mechanisms
- Implementation
- Roles and responsibilities of each entity

Instead of trying to implement piece-meal work by many different groups and organizations, create a common vision for the downtown area that would be the basis for everyone to work from. Not all work can be funded by the BID or accomplished by Main Street. Many different groups, including the City need to be involved in creating real and sustainable change...but they must all be working towards a common, and agreed upon goal! A comprehensive downtown planning process is a MUST to “rally the troops” and set in place a real foundation for change.

As stakeholders work together on a common vision and plan, the following activities could help with the success of the plan.

2. Consider an active city role in catalytic redevelopment projects such as industrial area redevelopment (coupled with relocation assistance to help businesses move to the industrial park), waterfront redevelopment, or projects that create space for new civic uses. Active city involvement could entail planning, property assembly, remediation, and financial assistance.
3. Consider strategies to attract customers from nearby market centers and the interstate.
4. Establish a Façade Improvement Program that provide matching grants to property owners who rehabilitate their building facades according to established design guidelines. Market the façade program.
5. Adopt downtown design guidelines to use for review and approval of building projects submitted for façade improvement grants or for approval by a downtown historic preservation commission. Existing guidelines in the Charrette Report could be used.

6. Promote the rehabilitation of second floor downtown properties as residential units. Conduct a study of second space availability. Provide incentives and code flexibility, when appropriate, to stimulate second floor rehabs. Promote affordable housing above the storefronts.
7. Continue to pursue alternative truck routes or a bypass options for the downtown. While obstacles make a bypass or alternate routes challenging, reduction in semi truck traffic downtown is needed to promote a comfortable pedestrian environment. Keep the alternate route or bypass as a medium- or long-term objective.

7 Intergovernmental Cooperation

Intergovernmental cooperation is a critical component of this planning effort and the future well-being of the City of Portage. Local services and planning strategies can be strengthened by cooperative relationships with neighboring communities. This chapter contains an overview of the City's intergovernmental relationships and identifies known existing or potential conflicts between this Comprehensive Plan and the plans of local cities, villages, towns, School Districts, the State of Wisconsin, and important federal agencies that maintain a presence in the area.

This chapter also contains goals, objectives, and recommendations for maintaining or enhancing intergovernmental relationships.

Existing relationships between the Towns of Caledonia, Fort Winnebago, Lewiston and Pacific, and each of the surrounding or overlapping jurisdictions are described below. A process for resolving conflicts is described at the end of this element.

Existing Relationships

Columbia County

The City of Portage is the County Seat for Columbia County. County administrative offices are located in downtown Portage. The City coordinates with the County on regional plans and programs for transportation, economic development, and natural resources. Columbia County adopted its Comprehensive Plan in 2007. The County Comprehensive Plan establishes the broader framework within which the Portage Comprehensive Plan operates. The County Highway Department oversees County Trunk Highways within the City of Portage. Columbia County operates the solid waste, recycling and composting facilities used by the City. The County manages the Land Information System and Property Records for City of Portage properties. It also provides a range of human services for Portage residents.

Towns

The City of Portage is surrounded by the Towns of Caledonia, Fort Winnebago, Lewiston and Pacific. The City provides a range of services to the surrounding Towns including police, fire, schools and parks and recreation. Portage provides sanitary sewer to developments in the Towns of Pacific and Lewiston. Portage serves as a regional employment, cultural, transportation, and shopping destination. Portage residents enjoy the outdoor recreational and natural resources offered by the surrounding towns.

Regional Planning Commission (RPC)

State regulations require water quality planning for urbanizing areas. In most of the state, Regional Planning Commissions (RPCs) perform water quality planning related to water and sewer service provisions. Since the City of Portage and Columbia County are not within the jurisdiction of a Regional Planning Commission, water quality planning is provided by the Wisconsin Department of Natural Resources.

Metropolitan Planning Committee (MPO)

Metropolitan Planning Organizations (MPOs) are federally designated transportation planning organizations. MPOs prepare transportation plans that govern the expenditure of transportation expenditures for regional facilities in metropolitan areas. The Portage area does not currently meet the federal criteria for MPO

designation. In the absence of an MPO, regional transportation planning in the Portage area is conducted by the Wisconsin Department of Transportation.

Important State and Federal Agency Jurisdictions

There are many state and federal agencies that affect planning in Columbia County. The Wisconsin Department of Transportation (DOT) District 1 plays a critical role in many aspects of the County's transportation system, from highway design and development to bicycle and pedestrian facilities and networks. The Wisconsin Department of Natural Resources (DNR) administers laws and programs related to natural resources, brownfields, and hazardous materials.

Portage communicates with state and federal agencies on an as-needed basis. For the comprehensive planning process, state agencies may be asked to review the plan documents as follows:

- WisDOT: review the Transportation Element and provide planning expertise and comments, particularly regarding development and related planning for I-90 and STHs 33 and 16, both of which traverse the City.
- WDNR: review the Agricultural, Natural, and Cultural Resources Element regarding future park and trail development and protection techniques for Portage's existing natural resources.

School Districts

The City of Portage is served by the Portage Community School District. The District serves the surrounding Towns.

Existing or Potential Conflicts and Processes to Resolve Conflicts

There have been no existing or potential conflicts identified through the planning process. This section may be expanded as the Plan goes through the public participation process.

Conflict resolution will commence with the identification of conflicts. To date, this has not required a formal policy for the resolution of intergovernmental disagreement in City of Portage.

Goals, Objectives, and Recommendations

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations were jointly developed by the City of Portage Plan Commission and its consultants.

Goal IC 1 – The City of Portage will maintain good relationships with governmental units in and around the region.

Objective IC 1.1 – Establish and maintain excellent communication with other government officials (staff, elected and appointed officials) both formally (on committees, etc.) and informally (telephone calls, emails, etc.); and continue to build and establish new relationships while maintaining municipal independence.

Objective IC 1.2 – Communicate with surrounding towns and municipalities on issues of annexation, extraterritorial jurisdiction, road plowing, and other intergovernmental efforts.

Objective IC 1.3 – Establish and adopt cooperative boundary agreements to ensure fair, orderly and efficient processes of annexation and provision of joint services.

Recommendations

1. Maintain on-going dialogue with adjacent municipalities to and to address issues of boundary expansion, annexation and services and resources.
2. Maintain regular communications with the County to address common issues and concerns, and to explore the potential to share the delivery of services.
3. Work with neighboring Towns to implement fair and effective Extra-territorial Zoning jurisdiction for the City of Portage.

Goal IC 2: The City of Portage will work with neighboring jurisdictions, Columbia County and State agencies to prepare regional plans.

Objective IC 2.1 – Participate in regional planning efforts and coordinate planning efforts (e.g., comprehensive, land use, transportation, and natural resource protection), regulations, and specific land use decisions with neighboring communities, Columbia County, and the state agencies as appropriate.

Recommendation:

1. Work with neighboring communities and appropriate county, state and federal planning agencies to implement this Comprehensive Plan and coordinate regional planning efforts, such as open space corridors, recreational systems, adjacent land uses.
2. Involve the Portage Area School District in long range planning efforts and in reviewing current development proposals.

Objective IC 2.2 - Work with regional municipalities to discuss long-term acquisition, or facilities extension, of municipal services including water and sewer.

Recommendation:

1. Develop an intergovernmental agreement with the Towns of Lewiston, Fort Winnebago, Caledonia, and Pacific to address issues such as:
 - a. The boundaries for which the agreement will be implemented, which should be the City's Long Range Planning Area.
 - b. The period for which the plan will remain in effect and intervals in which either or both communities can call for the agreement to be amended or re-negotiated.
 - c. The mechanism(s) and/or forum(s) for representatives of the City and the Towns to discuss and plan for the orderly development or conservation of lands within the agreement's boundaries.

- d. Describe how development or other Town actions will not impede the logical expansion of the City’s urban expansion to areas appropriate for such growth and development.
- e. Create criteria/standards on which to base annexation decisions. The criteria/standards should address:
- f. Economic impacts.
- g. Social impacts.
- h. Environmental impacts.
- i. The City’s use of extraterritorial zoning and plat authority in the Towns within the Long Range Planning Area based on the City’s Future Land Use Plan.
- j. Seek to establish consistency between the communities’ Future Land Use Plans and policies within the Long Range Planning Area.
- k. Determine an approximate schedule for City’s growth into the Town.
- l. Revenue sharing and financial participation in the provision of public parks, trails, recreation and other public facilities in both communities.
- m. Describe how services and facilities will be provided to area(s) designated by the agreement for the expansion of such services and facilities.
- n. Providing/selling public utilities without annexation.
- o. Identify a formal method for conflict resolution.

Goal IC 3: Coordinate with neighboring communities and Columbia County to provide high quality services in the most cost effective manner possible.

Objective IC 3.1 - work cooperatively with neighboring communities to provide more effective, and lower cost services provision.

Recommendation:

1. Jointly plan transportation and trail (bicycle and pedestrian) improvements and connections between the City and neighboring communities.

Objective IC 3.3 – Identify opportunities to jointly provide expanded or new services such as additional recreational programs or parks facilities with neighboring communities.

Recommendation:

1. Cooperate with surrounding jurisdictions to determine the feasibility of combining City and Town services in order to save money and improve service delivery through the reduction or elimination of the duplication of services.

8 Land Use

1. Introduction & Overview

This element of the Comprehensive Plan contains existing conditions, goals, objectives, policies, and recommendations to guide the future development and redevelopment of public and private property in Portage. This chapter also explains future land use designations and describes these uses on the Future Land Use Map (located in the appendix).

The analysis and consideration of land use issues is among the most critical components of the City of Portage Comprehensive Plan. This element was prepared pursuant to Section 66.1001 of the Wisconsin Statutes.

This Land Use Plan consists of the following sections:

- Introduction & Overview
- Existing Conditions
- Opportunities for Redevelopment
- Land Use Projections
- Future Land Use Policies
- Future Land Use Districts
- Goals, Objectives, and Recommendations

2. Existing Conditions

Existing Land Use Patterns

The City of Portage has 5,437 acres of land within its jurisdiction. The greatest percentage of land is currently classified as Regional Floodplain District with 17% (846 acres). Together with Resource Conservation (575 acres), 27% of the City's land is removed from development. Agricultural uses comprise 742 acres (14%).

Public-Institutional with 996 acres (18%) followed by Single-Family Residential with 730 acres (13%), and Industrial with 455 acres (8%) are the next most common uses within the City. See Table 8.1.

Map 8.1 illustrates what type of land uses exist within the City and where in the City they are located.

Table 8.1: Existing Land Use Table (Acres)

Zoning Class	Description	Area (acre)	Percent
A1	Agricultural District	741.8	13.6%
B1	Neighborhood Business District	288.7	5.3%
B2	Downtown Commercial Business District	71.9	1.3%
F2	Regional Floodplain District	900.9	16.6%
M1	Industrial District	387.1	7.1%
M2	Heavy Industrial District	67.5	1.2%
	Public-Institutional	996.3	18.3%
R1	Single-Family Residential District	376.9	6.9%
R2	Single-Family Residential District	352.8	6.5%
R3	Single-Family & Two-Family Residential District	185.0	3.4%
R4	Multi-Family Residential District	229.9	4.2%
RC	Resource Conservation	574.8	10.6%
	Undeveloped Residential	118.4	2.2%
	Undeveloped Commercial	67.0	1.2%
	Undeveloped Industrial	78.0	1.4%
	Total	5436.9	1.0

Source: City of Portage, 2008

Residential Densities

In 2005, the City of Portage had an average density of 3.45 households per residential acre (see Table 8.2 below).

Table 8.2: Household Projections and Residential Densities

	Year					
	2005	2010	2015	2020	2025	Total
Households	3,947	4,162	4,365	4,542	4,718	771
Percent increase						
change in percent inc.						
Households per res acre	3.45	2.50	2.50	2.50	2.50	

Non-Residential Intensities

The City of Portage regulates zoning within its boundaries. Eight (8) zoning districts are provided as follows:

Single-Family Residential (R-1)

Two-Family Residential (R-2)

Business (B)

Industrial (I)

Agricultural (A)

Conservancy (C)

Planned Unit Development (PUD)

Flood Districts

Land Use Supply

The supply of land to support development is based on several factors including physical suitability, local and county regulations, and community goals. Intergovernmental agreements and annexations also become considerations when looking at the available land supply at the community level. The policies developed in this Plan and subsequent community plans will help guide how growth is managed in these areas.

Land Use Demand

The demand for residential land in the City will continue to grow during the 20-year period of the Comprehensive Plan. Housing units are projected to increase by 771 (20%) from 2005 to 2025.

Table 8.3: Housing Unit Growth Projections 2000-2025

	Total households	Projected Households				
	2000	2005	2010	2015	2020	2025
City of Portage	3,770	3,947	4,162	4,365	4,542	4,718
Columbia County	20439	21,532	22,777	23,928	24,928	26,000

Source: US Census Bureau

Land Prices

According to the Wisconsin Department of Revenue, in 2003 the total assessed value for real estate in the City of Portage was \$73,817,500. The 2006 report recorded an assessed real estate value of \$89,655,500. This represents an increase of 6.9%. For comparison, the assessed value for real estate of one community that

surrounds Portage (Town of Fort Winnebago) increased by over \$4.5M during this same period (23%). This might point to the growing rural residential market that is not being captured within the City.

3. Opportunities for Redevelopment

There are a number of opportunities for infill development and redevelopment within the City of Portage. The Downtown Revitalization section of the Economic Development Element identifies a number of downtown redevelopment opportunities. The largest future opportunity for redevelopment will be the current municipal airport, once the airport is relocated to a new site. This relocation is projected during the timeframe of the Comprehensive Plan. The current airport site, once vacated, will open up about 150 acres of land adjacent to Interstate 39 and a freeway interchange. Other redevelopment opportunities exist along the older commercial properties on STH 33 between downtown and the eastern City boundary.

4. Future Land Use Projections

Future land use projections represent generalized growth scenarios based on state projections and current densities. The City is projected to need between an additional 383 to 467 acres for new development over the next twenty years, depending on density of new residential development. Most of these acres will come from existing land (263 acres) within City boundaries, including the current airport. The remaining land over the next 20 years - between 119 and 204 acres - will need to be accommodated in extraterritorial areas outside the current boundaries (See Table 8.4 below). Likely, new development on the scale forecasted will require annexations from the surrounding Town of Fort Winnebago.

Table 8.4: Additional Land Requirements, City of Portage 2000-2025

	Year					
	2005	2010	2015	2020	2025	Total
Households	3,947	4,162	4,365	4,542	4,718	771
Percent increase		5.4%	4.9%	4.1%	3.9%	
change in percent inc.			0.6%	0.8%	0.2%	
Households per res acre	3.45	2.50	2.50	2.50	2.50	
Land Use (acres)	Year					
	2005	2010	2015	2020	2025	2030
Residential (developed)	1144.6	1664.8	1746.0	1816.8	1887.2	
Commercial (developed)	360.5	380.2	398.7	414.9	431.0	
Industrial (developed)	454.6	479.4	502.8	523.2	543.4	
Agricultural/Undeveloped	741.8	741.8	741.8	741.8	741.8	741.8
Total	4,706.5	5,276.2	5,404.3	5,516.7	5628.4	
Additional Development Requirements (acres)						
	Year					
	2005	2010	2015	2020	2025	Total
Residential	0	86.0	81.2	70.8	70.4	308.4
Commercial	0	19.6	18.5	16.2	16.1	70.4
Industrial	0	24.8	23.4	20.4	20.3	88.8
Agricultural/Undeveloped	0	0.0	0.0	0.0	0.0	0
Total	0	130.44	123.14	107.4	106.7	467.6
Additional Land Requirements (acres): 2005 - 2025						
	Existing Undeveloped	Development Requirements	New Land Requirements			
		3.5/ac	2.5/ac	3.5/ac	2.5/ac	
Residential	118.4	224	308.0	105.2	190.0	
Commercial	67.0	70.4	70.4	3.4	3.4	
Industrial	78.0	88.8	88.8	10.8	10.8	
Total	263.4	383.2	467.2	119.4	204.2	

The calculations are based on the following sources and assumptions:

State of Wisconsin- DOA Population and Household Growth Projections

Residential density is based on number of housing units per acre, 2005

Commercial and industrial uses are based on their 2000 ratio to residential development.

Source: Schreiber/Anderson Associates, 2007; 5-year estimates may not equal total due to rounding.

5. Future Land Use Policies

The City of Portage Comprehensive Plan Steering Committee considered two future growth scenarios (Maps 8.2 and 8.3 in Appendix A). The scenarios were:

Traditional Neighborhood Development Scenario (Preferred): Under this scenario, future developments would take the form of Traditional Neighborhood Developments (see explanation below). The density of new residential growth would be at least as dense as the average residential density of the City of Portage in 2005 (3.5 dwelling units per acre including public right of way). This density of future growth would require an additional 119 acres of development in addition to the existing vacant land and redevelopment land (primarily the airport site) within the City boundaries. This 119 acres could be accommodated within the existing Town islands and peninsulas largely surrounded by the City boundaries.

Conventional Subdivision Scenario: Under this scenario future residential subdivisions would develop at the density of recent subdivisions in the City of Portage - about 2.5 dwelling units per residential acre (including public right of way). Under this scenario an additional 204 acres of land outside the City limits would be needed for future growth. To accommodate this requirement, land beyond the current Town islands and peninsulas would be required. The likely area to expand would be to the east in the Towns of Fort Winnebago and Pacific.

The Steering Committee selected the Traditional Neighborhood Development Scenario as the preferred scenario in order to conserve the limited amount of developable land in and around Portage. The City faces significant barriers to expansion due to the large amount of floodplains and wetlands around the City (see Map 8.4). The only areas without such environmental limitations are directly to the east along STH 33 and CTH E, or to the northwest across I-39. Given the limited amount of available developable land, the Steering Committee recognized the importance of maximizing the value of the available land. Placing more density on the available land through a more traditional form of neighborhood development helps to increase the value of available land. To following general policies will guide growth to maximize land values.

General Policies:

The City should promote the redevelopment and infill development of available land within the City as a high priority for future development. Infill and redevelopment focus development resources on areas where public utilities, services and roads are already in place.

The City should encourage the relocation of the Portage Municipal Airport, not only to meet future air travel needs, but to free up the current airport site for redevelopment. The location of the current airport site between City development and I-39 and an interchange makes it a strong location for value-added redevelopment. Redevelopment of the airport site should be done in a planned and strategic manner to maximize the potential value of the location.

The City should annex Town islands and peninsulas within the city boundaries before seeking annexation beyond municipal outer boundaries.

Major new development in the City should use traditional neighborhood development (TND) forms of growth. TNDs include a mix of housing types and mixes of uses in close proximity, organized around inter-connected network of pedestrian and bicycle friendly streets to result in lower municipal costs per unit, higher land values, greater pedestrian and bicycle travel choices, and reduced automobile dependency.

The City should develop neighborhood plans for new growth areas to guide development in accordance with the goals and objectives of the Comprehensive Plan.

Purpose and Standards:

Traditional Neighborhood Development (TND) is typically governed by the following characteristics.

- Compactness – Neighborhoods and districts should be compact enough to encourage pedestrian activity without excluding automobiles;
- A diverse mix of activities (residences, shops, schools, workplaces and parks, etc.) occur in proximity – Many activities of daily living should occur within walking distance, allowing independence to those who do not drive and adding to neighborhood vitality;
- A wide spectrum of housing options within the same neighborhood – The neighborhood includes a variety of dwelling types so that younger and older people, singles and families, of varying income levels may find places to live;
- A range of transportation options – Streets are designed to promote the safe and efficient use by walkers, bikers, drivers and transit riders;
- Pedestrian-friendly – Features such as narrower streets, shorter block lengths and walkable destinations promote walking as a viable option to auto trips;
- Open spaces, greens, parks, accessible and convenient to all – Significant cultural and environmental features are incorporated into the design of the development for the use, benefit, and enjoyment of the entire community. A range of parks, from tot-lots and village greens to ball fields and community gardens, are distributed within neighborhoods;
- Interconnected network of streets of various sizes and functions – Streets and roads form a connected network, dispersing traffic and offering a variety of pedestrian and vehicular routes to any destination while connecting and integrating the neighborhood with surrounding communities; and
- A distinct neighborhood/community center – A center that includes public spaces—such as a square, green or important street intersection—and public buildings—such as a library, church or community center, transit stop and retail businesses—provides a civic focus and informal place of gathering.

6. Future Land Use Districts

The following land use categories are included in the City of Portage Future Land Use Map (Map 8.2). A description of each category is provided below.

Industrial. This district reflects requirements for industrial districts within the City Zoning Code.

Mixed-Use Town Center. This district is intended for developments that include a concentrated mix of residential, commercial (retail and/or employment), civic uses and open spaces oriented around interconnected and pedestrian-friendly streets. Floor Area Ratios (FARs) should exceed 1.0.

Traditional Neighborhood Development (TND). This district is intended for developments that include the characteristics listed above.

Neighborhood Business. This district is intended for commercial businesses that are integrated into and serve Traditional Neighborhood Developments. Characteristics of a Neighborhood Business District include building frontages and primary openings facing and oriented towards the street and sidewalk, allowable on-street parking, and street and path connections to nearby residences.

7. Land Use Goals, Objectives, and Recommendations

Goals and objectives identify what the plan should accomplish. Goals are statements that describe a desired future condition, often in general terms. Objectives are statements that describe a specific future condition to be attained, to reach the established goals.

Recommendations identify the action necessary to achieve goals and objectives. For this reason, recommendations should be actionable, attainable, and specific. Not all recommendations can be achieved in the short-term, so they should be specific enough so that any individual or group wishing to achieve a stated goal can take action.

The following goals, objectives, and recommendations have been developed to reflect the needs and desires of the Portage community related to land use. Statements were jointly developed by the Portage Plan Commission and its consultants.

Goal LU 1: The City of Portage will plan for growth that can be efficiently served with public infrastructure and services, and that will have minimal impact on the necessary functions of natural systems and sensitive environmental resources.

Objective LU 1.1 – Promote infill development.²

Recommendations:

1. Inventory potential infill development sites, and prioritize for development.
2. Give priority to planning and development assistance to infill sites.

Objective LU 1.2 – Promote growth that is contiguous and connected to existing developed areas; avoid “leap frog” growth (new development physically separated from existing City developed area).

Recommendations:

1. Plan for contiguous growth through neighborhood plans that guide new developments.
2. Require street connections between new growth and existing developed areas that facilitate vehicle, bicycle and pedestrian movement and access.
3. Strongly encourage contiguous and connected growth through City zoning and subdivision ordinances And through intergovernmental agreements and annexation.

Objective LU 1.3 – Plan for growth that protects the necessary functions of natural systems (such as water filtration) and sensitive environmental resources.

Recommendations:

1. Restrict development that reduces the amount or quality of wetlands. Adopt standards for development on or adjacent to wetlands, such as mitigation, buffer zones and on-site infiltration, to prevent damage to the wetlands.

² A site having at least 75% of its perimeter bordering land or that has been previously developed. Any fraction of the perimeter that borders waterfront will be excluded from the calculation.

2. Avoid development on hydric soils.
3. Avoid development on Environmental Corridors designated by Columbia County. Adopt standards for development on or adjacent to Environmental Corridors, such as mitigation, buffer zones and on-site infiltration, to prevent damage to the Environmental Corridors.

Objective LU 1.4 – Ensure that the cost of services to new developments are reasonable and do not burden city taxpayers

Recommendation:

1. Estimate costs of services for new urban developments.
2. Consider the use of impact fees to pay for the cost of additional services required by new developments.
3. Municipal services provided beyond municipal borders should be done by negotiated agreements that do not burden the taxpayers of the City of Portage.
4. The extension of Municipal utility services beyond municipal borders should be done through annexation.

Goal LU 2: The City of Portage will support and foster existing and new neighborhoods that include a variety of housing options, support retail and services businesses, and interconnected networks of roads and bicycle and pedestrian facilities.

Objective LU 2.1 – Maintain and enhance Portage’s traditional urban character in established neighborhoods.

Recommendations:

1. Promote design and rehabilitation that is sensitive to the existing character of neighborhoods.
2. Encourage neighborhood centers and destinations for shopping, education, working and recreation to provide a range of accessible activities in close proximity to residents.
3. Design infrastructure improvements such as streetscaping to complement existing neighborhood character.
4. Implement the recommendations in the Downtown Chapter to revitalize the downtown district as an economically vibrant, mixed-use, lively, pedestrian-friendly district for shopping, living, services, government, civic uses, entertainment, culture and recreation.

Objective LU 2.2 – Promote growth in the form of traditional neighborhoods.

Recommendations:

1. Require the submission of neighborhood plans consistent with the concepts of traditional neighborhoods for new development.

2. Designate appropriate growth areas with a designation, such as Traditional Neighborhood Development, on the City adopted future land use map.
3. Amend the City Ordinances to include a Traditional Neighborhood Development (TND) Chapter.
4. Use redevelopment opportunities to foster mixed-use, pedestrian-friendly development projects.

Goal LU 3: The City of Portage will promote complementary and harmonious land uses and activities in the city.

Objective LU 3.1 – Minimize or eliminate land use conflicts.

Recommendations:

1. Use zoning to ensure that uses and activities in close proximity are complementary.
2. Promote the redevelopment of blighted, vacant or underutilized properties.
3. Require buffering and screening between incompatible uses.
4. Identify major transportation corridors. Develop corridor plans to minimize land use conflicts while meeting the transportation needs of the city.

Goal LU 4: The City of Portage will implement and maintain a land use plan and map that reflects community values and provides for future expansion

Objective LU 4.1 – Use and maintain the Future Land Use Plan and Map as the basis for land use decisions.

Recommendations:

1. Comprehensively review and update this Plan and Map every 5 years to ensure it continues to reflect current community values, and responds to priorities over time.
2. Establish a Long Range Planning Area to reserve for eventual inclusion into the City's growth area and prevent development that would impede urbanization.

Objective LU 4.2 – Work cooperatively with adjacent municipalities to ensure planned and coordinated urban expansion.

Recommendations:

1. Continue to work with the Towns of Caledonia, Lewiston, Fort Winnebago and Pacific to reserve land for urban development within Portage's extraterritorial area.

Objective LU 4.2 – Ensure consistency between planning initiatives and implementation tools.

Recommendations:

1. Update codes and ordinances as needed to ensure consistency between this plan and existing policies.

2. Ensure land use decision making is based on the directives in this plan. Distribute plan copies to all Plan Commission and City Council members. Continue to post elements of this plan on the City's website.

Goal LU 5: Enhance transportation corridors that complement and meet Portage's land use needs, minimize land use conflicts with residential areas, and create attractive, safe and efficient transportation opportunities for residents, visitors, and industry.

Objective LU 5.1 – Link commercial/industrial districts to existing and future neighborhoods.

Recommendation:

1. Ensure new development and redevelopment is connected to existing streets or other access corridors early in the approval process.
2. Maintain and control extensions to new and developing neighborhoods to ensure planning that planning is proactive to new development and redevelopment interests and meets the needs of all modes of transportation.

Objective LU 5.2 – Limit commercial patterns that decentralize pedestrian accessible development.

Recommendation:

1. Allow commercial and residential development only in delineated areas identified on the Future Land Use map.
2. Prepare corridor development plans as needed to enhance their economic vitality and character and to enhance multi-modal mobility and access, and to minimize land use conflicts.
3. Capitalize on opportunities for infill and redevelopment along existing commercial corridors.
4. Encourage higher density housing to be located near major transportation corridors and ensure an interconnectedness of multimodal opportunities.

Implementation

The implementation of the City of Portage comprehensive plan involves decision-making by both public officials and the citizens of the community. These decisions will be measured by the concern for the welfare of the general community; the willingness to make substantial investments for improvement within the community, and the realization that certain procedures must be followed and adhered to for the continued high quality environment found within the City. Suggested implementation measures include:

The implementation and enforcement of regulatory ordinances and non-regulatory activities based on the goals and objectives identified in the comprehensive plan.

The development of programs and support systems that further the goals and objectives set forth by the City in this plan.

The establishment and support of a continued planning process providing for periodic review and updates to the plan and land use control measures.

The support of committees and local organizations to carry out specific community improvements as identified in the comprehensive plan.

9.0 Implementation Tools

Implementation Tools include the rules, policies, and ordinances used to facilitate or control for a desired outcome. Examples include zoning, subdivision, and official mapping, or the availability of certain incentives. This section includes both regulatory and non-regulatory measures. Actions identified below are from the Comprehensive Plan recommendations, in previous chapters, that are appropriate to implement in the next 5 years. Other Plan recommendations are to be implemented on an on-going basis, or scheduled for years 6 through 20.

9.1 Regulatory Measures

The following regulatory measures can be used to guide development and implement the recommendations of a comprehensive plan. The City Council officially adopts these regulatory and land use control measures as ordinances (or as revisions to the existing ordinances). For the purposes of this document, “regulatory measures” are those that must be adhered to by everyone if adopted.

9.1.1 Zoning Ordinance

Zoning is used to guide and control the use of land and structures on land. In addition, zoning establishes detailed regulations concerning the areas of lots that may be developed, including setbacks and separation for structures, the density of the development, and the height and bulk of building and other structures. The general purpose for zoning is to avoid undesirable side effects of development by segregating incompatible uses and by maintaining adequate standards for individual uses.

The establishment of zoning districts is generally conducted after careful consideration of the development patterns indicated in the comprehensive plan. Amending zoning district boundaries has the overall effect of changing the plan (unless amendments correspond to changes within the plan), therefore, it is reasonable to assume that indiscriminate changes may result in weakening of the plan. The City Council makes the final decisions on the content of the zoning ordinance and the district map. These decisions are preceded by public hearings and recommendations of the plan commission.

The City of Portage Zoning Code (Chapter 90) contains 17 districts. Additional regulations and standards may be preferred to better control for the design and use of the area.

Actions:

1. To implement recommendations of the Comprehensive Plan, including those in land use, housing and transportation, the City should add the following zoning districts:
 - a. Traditional Neighborhood Development (TND) District. A TND District includes standards to increase pedestrian travel, enhance civic spaces, include a variety of housing types, and increase pedestrian access to neighborhood activities and destinations.
 - b. Mixed-Use Center District. This district could be applied where a mix of commercial, residential and civic uses can occur as a center for living, working and shopping.
2. To implement recommendations of the Comprehensive Plan, including those in land use, housing and transportation, amend the zoning code to reduce the minimum lot sizes, lot widths, and building area, for a certain percentage of the lots in the R1, R2 and R3 zoning districts to allow a broader range of housing choices including smaller lot, single-family detached housing.

9.1.2 Official Maps

An official map shows the location of areas which the municipality has identified as necessary for future public streets, recreation areas, and other public grounds. By showing the area on the Official Map, the municipality puts the property owner on notice that the property has been reserved for future taking for a public facility or purpose. The municipality may refuse to issue a permit for any building or development on the designated parcel; however, the municipality has one year to purchase the property upon notice by the owner of the intended development.

Actions:

3. Continue to update the official map at which time changes in the extraterritorial area require long-term infrastructure planning for future annexation.
4. Designate appropriate growth areas with a designation, such as Traditional Neighborhood Development, on the City adopted future land use map.

9.1.3 Sign Regulations

Local governments may adopt regulations, such as sign ordinances, to limit the height and other dimensional characteristics of advertising and identification signs. The purpose of these regulations is to promote the well-being of the community by establishing standards that assure the provision of signs adequate to meet essential communication needs while safeguarding the rights of the people in the community to a safe, healthful and attractive environment.

Portage currently has sign regulations within the zoning ordinance that regulates for type, bulk and setback by zoning district (Article XII). In the future there may be need for augmenting these regulations to better preserve viewsheds or to control for a unique design theme.

Action:

5. Review and update current sign standards to ensure consistency. Monitor community desire for increased standards as determined through complaint or request basis.

9.1.4 Erosion/Stormwater Control Ordinances

Similar to water supply and wastewater treatment, stormwater management is an important part of the municipal infrastructure. The purpose of stormwater or erosion control ordinances is to set forth stormwater requirements and criteria which will prevent and control water pollution, diminish the threats to public health, safety, welfare, and aquatic life due to runoff of stormwater from development or redevelopment. The City of Portage regulates the control of soil erosion from construction sites through the Construction Site Erosion Control Ordinance (Chapter 10, Article VII). The City regulates the collection and disposal of stormwater from all properties within the City of Portage and surrounding areas through the Stormwater Management Ordinance (Chapter 10, Article VIII).

Action:

6. Continue to utilize and update the Stormwater Management Plan as necessary to maintain the system and sufficient stormwater management.

7. To implement the goals, objectives and recommendations of the Agriculture and Natural and Cultural Resources Element (Chapter 5), consider amending the Stormwater Management Ordinance to promote on-site stormwater infiltration through measures such as rain gardens, rain barrels and “green” roofs.

9.1.5 Overlay Districts

An overlay district is an additional zoning requirement that is placed on a geographic area but does not change the underlying zoning. Overlay districts have been used to impose development restrictions or special considerations on new development. For the City of Portage, these include regulations for municipal well recharge areas (Section 90-138), Floodplain 2 (Section 90-Article IX) and sexually oriented businesses (Section 90-139).

Action:

8. Maintain existing overlay district standards, and consider other overlay districts as necessary to meet City needs.

9. Consider adopting historic preservation overlay districts for historic districts to implement the goals, objectives and recommendations of the Agriculture and Natural and Cultural Resources Element (Chapter 5).

9.1.6 Building/Housing Codes

The International Dwelling Code (IDC) is the statewide building code for one- and two-family dwellings built since June 1, 1980. As of January 1, 2005, there is enforcement of the IDC in all Wisconsin municipalities. The IDC is primarily enforced by municipal or county building inspectors who must be state-certified. In lieu of local enforcement, municipalities have the option to have the state provide enforcement through state-certified inspection agencies for just new homes. Permit requirements for alterations and additions will vary by municipality. Regardless of permit requirements, state statutes require compliance with the IDC rules by owners and builders even if there is no enforcement.

Portage regulates building standards through Chapter 10, of its Code of Ordinances, Buildings and Building Regulations.

Action:

10. Continue to regulate buildings for all structures built within the jurisdiction to City and State standards.

9.1.7 Mechanical Codes

In the State of Wisconsin, the 2006 International Mechanical Code (IMC) and 2006 International Energy Conservation Code (IECC) have been adopted with Wisconsin amendments for application to commercial buildings.

Action:

11. Requires builders to follow city or the most current International Mechanical Code (IMC) and 2000 International Energy Conservation Code (IECC), whichever are more restrictive, for all structures built within the jurisdiction.

9.1.8 Sanitary Codes

Chapter 78, Article III: Sanitary Sewer of the Portage Code of Ordinances regulates the use of public and private sewers within the City's jurisdiction.

Action:

12. Continue to enforce this local Sanitary Sewer ordinance for existing and new development, and monitor for updates when appropriate.

9.1.9 Land Division Ordinance

Land division regulations serve an important function by ensuring the orderly growth and development of unplatted and undeveloped land. These regulations are intended to protect the community and occupants of the proposed subdivision by setting forth reasonable regulations for public utilities, storm water drainage, lot sizes, street design open space, and other improvements necessary to ensure that new development will be an asset to the City. The City Council makes the final decisions on the content of the subdivision ordinance. These decisions are preceded by public hearings and recommendations of the plan commission.

The City of Portage has a subdivision ordinance (Chapter 70: Subdivisions) that includes application procedures, preliminary and final plat requirements, certified survey map requirements, and required improvements among other regulations. The ordinance is particularly important in light of potential boundary agreements between the City and the Towns of Caledonia, Lewiston, Fort Winnebago and Pacific. This ordinance will be used to approve plats and regulate development within the Portage extraterritorial planning area.

Actions:

13. Continue to maintain and update the subdivision ordinance as necessary. Portage should ensure availability of the ordinance to surrounding townships for their use in reviewing development applications.

14. To implement the goals, objectives and recommendations of the Transportation Element (Chapter 3), amending the Subdivision Ordinance as follows:

- a. The Traditional Neighborhood Development (TND) Ordinance recommended above (90.1.1) should include street standards that take precedence, in the TND District, over the standards in the Subdivision Ordinance (70-7 (c)).

- b. Reduce maximum block length allowed to a length that will promote pedestrian activity through direct walking routes and route choices.
- c. Include street design guidelines for a measurement of street connectivity to encourage walking as a transportation option through interconnected network of streets.
- d. Require painted bicycle lanes with a minimum of 3 feet in width to be added on new and existing arterial and collector streets.

15. To implement the goals, objectives and recommendations of the Agricultural, Natural and Cultural Resources Element (Chapter 5), require delineation of environmental corridors on preliminary plats and certified survey maps.

9.1.10 Shoreland Zoning

The City of Portage regulates shoreland zoning through its Shoreland-Wetland Zoning Ordinance (Chapter 90, Article X). The zoning code controls for water pollution, protects spawning grounds for fish and aquatic life, controls building sites including placement of structures and land uses, and preserves natural shore cover.

Action:

- 16. Continue to administer the Shoreland-Wetland Zoning Ordinance.

9.1.11 Traditional Neighborhood Development (TND)

Traditional neighborhoods mix shops and offices with a variety of housing types. Development is compact and pedestrian friendly. Often, streets are narrower to discourage speeding and increase safety for children, bicyclists, and walkers. Sometimes parks, community centers, or retail areas are established as “town centers” to help give the development a sense of being a neighborhood. Impediments to this kind of development include large lot zoning, minimum setbacks, wide streets, and other ordinances that discourage compact development. Communities interested in allowing developers a TND option need to formally enable this type of development in a zoning code or separate TND ordinance.

Action:

- 17. Amend zoning code as described in section 9.1.1 “Zoning Ordinance” above to include TND regulations.

9.2 Non-regulatory Measures

The following non-regulatory measures can be used to guide development and implement the recommendations of a comprehensive plan. These measures often exist as policies or as special incentives available to willing participants. For the purposes of this document, “non-regulatory measures” are meant to encourage a particular practice, but not mandate it.

9.2.1 Capital Improvement Plan

This is an ongoing financial planning program intended to help implement planning proposals. The program allows local communities to plan for capital expenditures and minimize unplanned expenses. Capital improvements or expenditures are those projects that require the expenditure of public funds for the acquisition or construction of a needed physical facility.

Capital improvement programming is a listing of proposed projects according to a schedule of priorities over the next few years. It identifies needed public improvements, estimates their costs, discusses means of financing them, and establishes priorities for them over a three-to-five year programming period.

Improvements or acquisitions considered a capital improvement include:

- Public buildings (i.e. police stations)
- Park acquisition and development
- Roads and highways
- Utility construction and wastewater treatment plants
- Joint school and other community development projects
- Police protection equipment
- Fire Department

The City of Portage maintains a Capital Improvement Plan to plan and budget for public infrastructure improvements in the near and long-term.

Actions:

18. Update the Capital Improvement Plan on an annual basis with regular budget review. Consider developing a long-term staffing plan to ensure sufficient delivery of programs and services.

19. Extend Hamilton Street to connect to Highway 51.

20. Prepare a Capital Improvements Program (CIP) to meet the 2013 Wisconsin Pollution Discharge Elimination System (WPDES) Stormwater permit requirements of 40% suspended solids, including the measures needed (such as stormwater ponds, more frequent sweeping, etc.), estimated cost and financing options.

21. Complete the stormwater management plan.

22. Project waste water treatment capacity needs through 2030, and estimate timeline for upgrades.

9.2.2 Site Plan Regulations

A site plan is a detailed plan of a lot indicating all proposed improvements. The City of Portage requires a series of detailed information submitted as part of a Zoning Permit (Chapter 90). Applicants must include site descriptions, sewage disposal plan, water supply plan, and additional information as requested by the City.

Action: The current review process is sufficient for local needs. No action is required.

9.2.3 Planning

In addition to regulating land development through zoning and subdivision, some communities develop neighborhood plans for areas of new development. Neighborhood plans identify environmental features to be preserved, establish a street network, allocate land uses, and guide building forms. A neighborhood plan serves as a guide to future development. Development proposals can vary from the plan in specifics if they meet the intent of the plan.

Actions:

23. Develop neighborhood plans for new growth areas consistent with the goals and objectives of the Comprehensive Plan.

24. Prepare, adopt and implement a bicycle plan that identifies bicycle routes throughout the city that provide safe, efficient pathways and access to regular destinations for a variety of riders (novice, experienced, youth, adult, elderly). The bicycle plan should include paths that are separate from roads, routes along low-traffic residential streets, and marked bicycle lanes on arterial and/or collector streets.
25. Complete a pedestrian master plan to measure the “walkability” of Portage neighborhoods, including distances between regular destinations, and the quality of the pathways between destinations (presence, dimensions and conditions of sidewalks, curb cuts, cross lanes; width of residential streets; presence of street trees, on-street parking, signage; ADA accessibility). Recruit neighborhood residents and schools to assist with walking audits.
26. Assess traffic patterns in the City to determine if local streets are being frequently used as through streets.
27. Conduct a study to identify viable and preferred sites for a new City airport.
28. Develop adequate storm water management plans and erosion control regulations, in partnership with Towns, County and State agencies, to protect surface resources within the Portage extra-territorial jurisdiction.
29. Identify and assess programs that enable the city to become a “green city” in a cost-effective manner.
30. Prepare corridor redevelopment plans for major transportation corridors in the City to address the future transportation and development needs within the corridors.
31. Establish a Long Range Planning Area to reserve for eventual inclusion into the City’s growth area and prevent development that would impede urbanization.
32. Inventory potential infill development sites, and prioritize for development.

9.2.4 Cooperative Boundary Agreements

These agreements attempt to facilitate problem solving through citizen involvement, negotiation, mediation, and other cooperative methods. Generally, boundary agreements help both an incorporated community and an unincorporated community forecast future lands for annexation so that infrastructure needs can be forecast and funded. They can also ease contentious relationships.

Portage has a long-standing relationships with the Towns of Lewiston, Fort Winnebago, Caledonia and Pacific. These includes extraterritorial zoning reviews and approvals, equipment sharing, and other practices.

Action:

33. Develop boundary agreements between the City of Portage and the Towns of Lewiston, Fort Winnebago, Caledonia and Pacific.

9.2.5 Impact Fees

Impact fees are exactions levied to a developer or homeowner by a municipality to offset the community's costs resulting from a development. To set an impact fee rate an analysis called a Public Facilities Needs Assessment must be performed to quantify the fee.

Action:

34. Consider the use of impact fees to pay for the cost of additional services required by new developments.

9.2.6 Programs

Communities employ a range of programs and tools to promote economic development, affordable housing and to meet the needs of residents. The City of Portage uses Tax Increment Finance (TIF) to promote redevelopment and development within “blighted” areas. The City administers programs to provide financial assistance for business growth and job creation, and for affordable housing.

Actions:

To implement Housing Element (Chapter 2) recommendations:

35. Administer and market the City Housing Assistance Program to encourage home ownership through assistance to homebuyers with down payments, or other similar measures. Set targets for the number of homebuyers to assist to increase home ownership to desired levels, and seek funding adequate to meet this target. Provide homebuyer education.

36. Administer the City Housing Assistance Program, building code enforcement, and dialogue with landlords to increase the number of homes being improved in the City.

37. Assess the potential to increase housing above storefronts in the downtown district through measures such as a housing inventory, financial assistance programs, and building codes.

38. Identify areas, if any, in need of revitalization and prepare revitalization plans for those areas.

To implement Transportation Element (Chapter 3) recommendations:

39. Conduct an assessment of the specialized taxi service operated in the City to determine if it meets the transportation needs of people with disabilities and people without access to private automobiles. Prepare recommendations for improvements and/or expansion of service as needed to meet the transportation needs of Portage residents.

40. Explore Safe Routes to School planning/grants to enhance the walkability of neighborhoods surrounding K-8 schools for children and to decrease automobile traffic during pick-up and drop-off times in these areas.

41. To implement Utilities and Community Element (Chapter 4) recommendations, conduct a study of space needs for senior, youth and community activities, services and recreation; with priority given to a joint facility that utilizes space for multiple users.

To implement Agricultural, Cultural and Natural Resources Element (Chapter 5) recommendations:

42. Adopt policies and programs to maintain and enhance the historic districts of the City of Portage.

43. Direct the Historic Portage Commission to identify and catalogue historic places of interest, historic markers, and monuments.

To implement Economic Development Element (Chapter 6) recommendations:

44. Promote coordination among all the entities that engage in economic development to generate a unified promotional campaign to attract new businesses to the city, to conduct outreach to existing businesses to address their needs and keep them in the city, and promote workforce development; by bringing entities together and forming a coordinating body.

45. Market the City of Portage to new residents through a publicity campaign, written materials, and the City website.

46. Attract suitable businesses to the industrial park with ready sites, a single point of contact, personal meetings with City officials, listings with on-line databases, the City's website and possibly with private brokers.

47. Identify business clusters and develop programs to increase economic activity and jobs within those clusters.

48. Implement the recommendations in the Downtown Revitalization chapter to the Comprehensive Plan.

49. Implement the Portage Area Trails and Heritage System plan.

50. Continue working towards the completion of the Portage Canal restoration project.

51. Coordinate marketing of Portage recreational, cultural and heritage attractions with entities that promote tourism in Columbia County, along the Wisconsin River, and along Highway 51.

9.3 Consistency Among Plan Elements

The State of Wisconsin planning legislation requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the plan. Since the City of Portage completed all planning elements simultaneously, no known inconsistencies exist.

This Comprehensive Plan references previous planning efforts, and details future planning needs. To keep consistency with the Comprehensive Plan the City should incorporate existing plans as components to the Comprehensive Plan, and adopt all future plans as detailed elements of this Plan.

The City of Portage will continue to make educated decisions based upon available information and public opinion. Planning will revolve around the **20-Year Vision** (below) and decisions will incorporate a comprehensive look at all elements to determine appropriate cohesiveness of the decision against stated visions.

9.4 Plan Adoption, Monitoring, Amendments and Update

9.4.1 Plan Adoption

In order to implement this plan it must be adopted by the City Planning Commission. After the Commission adopts the Plan by resolution, the City Council must adopt the plan by ordinance. This action formalizes the plan document as a frame of reference for general development decisions over the next 20 years. Once formally adopted, the Plan becomes a tool for communicating the community's land use policy and for coordinating legislative decisions.

9.4.2 Plan Use and Evaluation

The City of Portage will base all of its land use decisions against this Plan's goals, objectives, policies, and recommendations including decisions on private development proposals, public investments, regulations, incentives, and other actions.

The City of Portage can expect gradual change in the years to come. Although this Plan has described policies and actions for future implementation, it is impossible to predict the exact future condition of the City. As such, the goals, objectives, and actions should be monitored on a regular basis to maintain concurrence with changing conditions.

The Plan should be evaluated at least every 5 years, and updated at least every 10 years. Members of the City Council, Planning Commission, and any other decision-making body should periodically review the plan and identify areas that might need to be updated. The evaluation should consist of reviewing actions taken to the implement the plan visions, goals and objectives. The evaluation should also include an updated timetable of actions to help realize priority goals throughout the 20-year period.

9.4.3 Plan Amendments

The City of Portage Comprehensive Plan 2028 may be amended at any time by the City Council following the same process to amend the plan as it originally followed when it was initially adopted (regardless of how minor the amendment or change is).

Amendments may be appropriate throughout the lifecycle of the Plan, particularly if new issues emerge or trends change. These amendments will typically be minor changes to the plan's maps or text. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity. Any proposed amendments should be submitted to the Planning Commission for their review and recommendations prior consideration by the City Council for final action.

9.4.4 Plan Update

According to the State comprehensive planning law the Comprehensive Plan must be updated at least once every ten years. As opposed to an amendment, the plan update is a major re-write of the plan document and supporting maps.

9.5 Action Plan

The Action Plan provides a work schedule of major actions that the City should complete as part of the implementation of the Comprehensive Plan. It should be noted that many of the actions require considerable cooperation with others, including the citizens of Portage, City staff, and local/state governments. The completion of recommended actions may be affected and or impacted due to competing interests, other priorities, and financial limitations facing the City.

Table 9.5: Action Plan

Action	Who is responsible?
1. Add TND and Mixed-Use Center Districts to the Zoning Code	Planning Commission; City Council
2. Amend the zoning code to reduce the minimum lot sizes, lot widths, and building area, for a certain percentage of the lots in the R1, R2 and R3 zoning districts to allow a broader range of housing choices including smaller lot, single-family detached housing.	Planning Commission
3. Continue to update the official map at which time changes in the extraterritorial area require long-term infrastructure planning for future annexation.	Planning Commission
4. Designate appropriate growth areas with a designation, such as Traditional Neighborhood Development, on the City adopted future land use map.	Planning Commission
5. Review and update current sign standards to ensure consistency. Monitor community desire for increased standards as determined through complaint or request basis.	Planning Commission
6. Continue to utilize and update the stormwater utility as necessary to maintain the system and sufficient stormwater management.	City Agencies
7. Consider amending the Stormwater Management Ordinance to promote on-site stormwater infiltration through measures such as rain gardens, rain barrels and “green” roofs.	Common Council
8. Maintain existing overlay district standards, and consider other overlay districts as necessary to meet City needs.	Planning Commission
9. Consider adopting historic preservation overlay districts for historic districts to implement the goals, objectives and recommendations of the Agriculture and Natural and Cultural Resources Element (Chapter 5).	Planning Commission
10. Continue to regulate buildings for all structures built within the jurisdiction to City and State standards.	Planning Commission
11. Requires builders to follow city state building and mechanical codes, whichever are more restrictive, for all structures built within the jurisdiction.	City Zoning and Building Staff
12. Continue to enforce this local Sanitary Sewer ordinance for existing and new development, and monitor for updates when appropriate.	City Zoning and Building Staff
13. Continue to maintain and update the subdivision ordinance as necessary. Portage should ensure availability of the ordinance to surrounding townships for their use in reviewing development applications.	Planning Commission
14. Amend the Subdivision Ordinance as per Plan recommendations to increase walking and bicycling.	Planning Commission
15. Require delineation of environmental corridors on preliminary plats and certified survey maps.	City Zoning Administrator
16. Continue to administer the Shoreland-Wetland Zoning Ordinance.	City Zoning Administrator

Table 9.5: Action Plan

Action	Who is responsible?
17. Amend zoning code as described in section 9.1.1 “Zoning Ordinance” above to include TND regulations.	Public Works Director
18. Update the Capital Improvement Plan on an annual basis with regular budget review. Consider developing a long-term staffing plan to ensure sufficient delivery of programs and services.	Public Works
19. Extend Hamilton Street to connect to Highway 51.	Public Works
20. Prepare a Capital Improvements Program (CIP) to meet the 2013 Wisconsin Pollution Discharge Elimination System (WPDES) Stormwater permit requirements of 40% suspended solids, including the measures needed (such as stormwater ponds, more frequent sweeping, etc.), estimated cost and financing options.	Public Works
21. Complete the stormwater management plan.	Public Works
22. Project waste water treatment capacity needs through 2030, and estimate timeline for upgrades.	Planning Commission
23. Develop neighborhood plans for new growth areas consistent with the goals and objectives of the Comprehensive Plan.	Planning Commission
24. Prepare, adopt and implement a bicycle plan.	Planning Commission
25. Complete a pedestrian master plan.	Public Works
26. Assess traffic patterns in the City to determine if local streets are being frequently used as through streets.	City Administrator
27. Conduct a study to identify viable and preferred sites for a new City airport.	Planning Commission
28. Develop adequate storm water management plans and erosion control regulations, in partnership with Towns, County and State agencies, to protect surface resources within the Portage extra-territorial jurisdiction.	Public Works
29. Identify and assess programs that enable the city to become a “green city” in a cost-effective manner.	Mayor’s Ad Hoc Committee
30. Prepare corridor redevelopment plans for major transportation corridors in the City to address the future transportation and development needs within the corridors.	Planning Commission
31. Establish a Long Range Planning Area to reserve for eventual inclusion into the City’s growth area and prevent development that would impede urbanization.	Planning Commission
32. Inventory potential infill development sites, and prioritize for development.	Common Council
33. Develop boundary agreements between the City of Portage and the Towns of Lewiston, Fort Winnebago, Caledonia and Pacific.	Planning Commission
34. Consider the use of impact fees to pay for the cost of additional services required by new developments.	Planning Commission
35. Administer and market the City Housing Assistance Program to encourage home ownership.	City Staff

Table 9.5: Action Plan

Action	Who is responsible?
36. Administer the City Housing Assistance Program, building code enforcement, and dialogue with landlords to increase the number of homes being improved in the City.	City Staff
37. Assess the potential to increase housing above storefronts in the downtown district through measures such as a housing inventory, financial assistance programs, and building codes.	City Staff
38. Identify areas, if any, in need of revitalization and prepare revitalization plans for those areas.	Plan Commission
39. Conduct an assessment of the specialized taxi service operated in the City to determine if it meets the transportation needs of people with disabilities and people without access to private automobiles. Prepare recommendations for improvements and/or expansion of service as needed to meet the transportation needs of Portage residents.	City Staff
40. Explore Safe Routes to School planning/grants to enhance the walkability of neighborhoods surrounding K-8 schools for children and to decrease automobile traffic during pick-up and drop-off times in these areas.	City Staff
41. Conduct a study of space needs for senior, youth and community activities, services and recreation; with priority given to a joint facility that utilizes space for multiple users.	Space Needs Study Committee (to be formed)
42. Adopt policies and programs to maintain and enhance the historic districts of the City of Portage.	Planning Commission
43. Direct the Historic Portage Commission to identify and catalogue historic places of interest, historic markers, and monuments.	Planning Commission
44. Promote coordination among all the entities that engage in economic development to generate a unified promotional campaign to attract new businesses to the city, to conduct outreach to existing businesses to address their needs and keep them in the city, and promote workforce development; by bringing entities together and forming a coordinating body.	City Staff and Elected Officials
45. Market the City of Portage to new residents through a publicity campaign, written materials, and the City website.	Economic Development Committee
46. Attract suitable businesses to the industrial park with ready sites, a single point of contact, personal meetings with City officials, listings with on-line databases, the City’s website and possibly with private brokers.	Economic Development Committee
47. Identify business clusters and develop programs to increase economic activity and jobs within those clusters.	Economic Development Committee
48. Implement the recommendations in the Downtown Revitalization chapter to the Comprehensive Plan.	Community Development Authority
49. Implement the Portage Area Trails and Heritage System plan.	Parks Commission
50. Continue working towards the completion of the Portage Canal restoration project.	Economic Development Committee
51. Coordinate marketing of Portage recreational, cultural and heritage attractions with entities that promote tourism in Columbia County, along the Wisconsin River, and along Highway	Economic Development Committee

Appendix A:

Maps

Appendix B:

Recommending Resolution

RESOLUTION

RE: ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN AS PREPARED BY THE CITY OF PORTAGE PLAN COMMISSION

WHEREAS, the Common Council of the City of Portage charged the Plan Commission with preparing a recommended Comprehensive Plan for the City of Portage; and

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the Portage Plan Commission; and

WHEREAS, members of the public were invited to make comments at said meetings, wherein the Comprehensive Plan herein adopted was reviewed and commented upon by members of the public; and

WHEREAS, the City of Portage Plan Commission has reviewed the recommended Comprehensive Plan at a regular monthly meeting; and

WHEREAS, members of the public, adjacent and nearby local governmental units, and Columbia County will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Common Council for the Comprehensive Plan; and

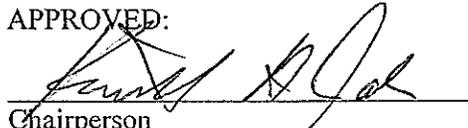
WHEREAS, after said public hearing, the Common Council will decide whether to adopt by ordinance the Comprehensive Plan; and

WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, updating local ordinances, and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the City of Portage; and

WHEREAS, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail.

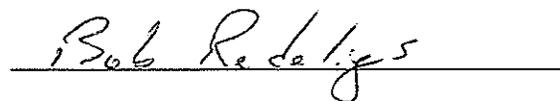
NOW, THEREFORE, BE IT RESOLVED, by the City of Portage Plan Commission that the Comprehensive Plan is hereby recommended to the Common Council for adoption by ordinance, after a 30-day public review and comment period and public hearing as the City of Portage's Comprehensive Plan pursuant to s.66.1001, Wis. Stats.

APPROVED:



Chairperson
Plan Commission

ATTEST:



Attesting Officer

Appendix C:
Ordinance for Adoption

ORDINANCE NO. 08-015

**ORDINANCE RELATIVE TO ADOPTING THE COMPREHENSIVE PLAN OF
THE CITY OF PORTAGE, COLUMBIA COUNTY, WISCONSIN**

The Common Council for the City of Portage does hereby Ordain as follows:

Section 1. Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the City of Portage, is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Common Council of the City of Portage, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The plan commission of the City of Portage, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to the Common Council the adoption of the document entitled "City of Portage Comprehensive Plan" containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The City has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Common Council of the City of Portage, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "City of Portage Comprehensive Plan" pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Common Council and publication as required by law.

Passed this 14th day of August, 2008.

Kenneth H. Jahn, Mayor

Attest:

Marie A. Moe, WCPC, MMC, City Clerk

First and second readings: 07/24/08

Third reading: 08/14/08

Ordinance requested by:
Plan Commission