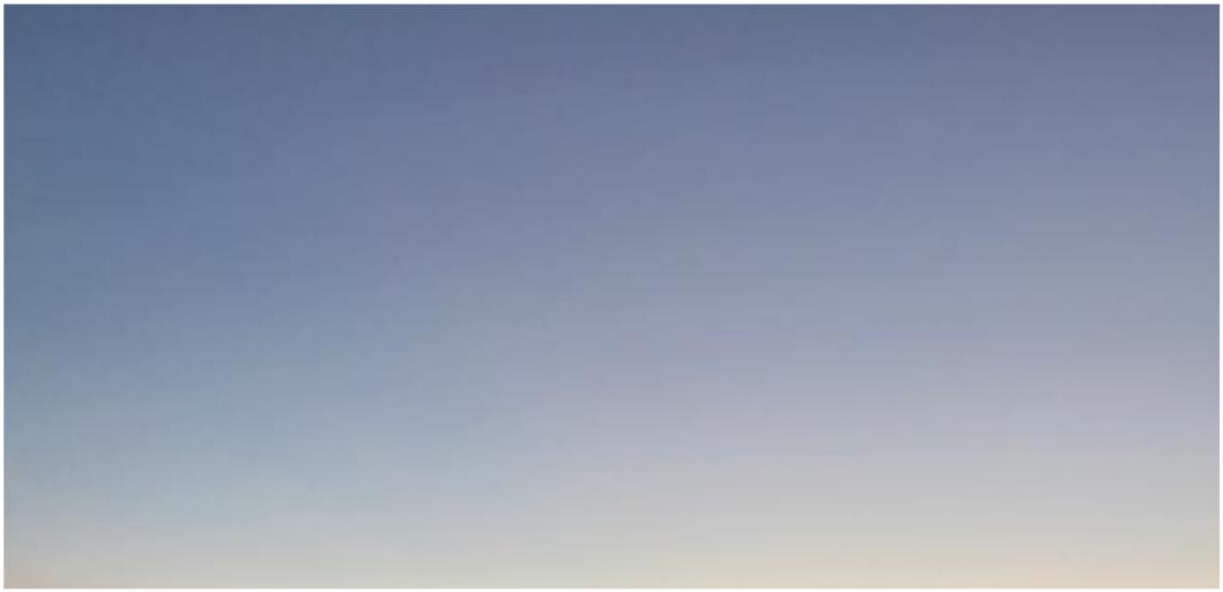
TOWN OF CAMPBELL COMPREHENSIVE PLAN



2021 - 2040

PREPARED BY:

Mississippi River Regional Planning Commission
in collaboration with the Town of Campbell Plan Commission
and the Town of Campbell Town Board

Town of Campbell – Comprehensive Plan 2021 – 2040

Town Board:	Terry Schaller Mitch Brohmer Lee Donahue Ralph Thoren Jason Stratman Town Clerk/Treasurer: Cassandra Hanan
Plan Commission:	Al Macha Steve Hockenbery Joe Weitekamp Mitch Bromer Luke Raymer Justin Kohls Jason Stratman
Plan prepared with the assistance of:	Mississippi River Regional Planning Commission *Mississippi River Regional Planning Commission* *1707 Main Street, Suite 435* *La Crosse, WI 54601* *608.785.9396* *plan@mrrpc.com* Staff: Dave Bonifas Abbey Nicewander Bob Gollnik Sarah Ofte

RECOMMENDED TO ADOPT BY RESOLUTION 2021-2 – APRIL 7TH, 2021
By the Town of Campbell Plan Commission

ADOPTED BY ORDINANCE 2021-2 – APRIL 16TH, 2021
By the Town of Campbell Town Board

Vision Statement

We foresee the Town of Campbell to be primarily suburban in character, accommodating low density residential, commercial, and industrial development so long as a land use plan and appropriate programs are in place to continually improve the quality of life and safety of the people in the Town of Campbell.

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Introduction

Purpose of the Comprehensive Plan

Description of Statute and Elements

Chapter 66.1001, Wisconsin Statutes, lists nine elements that comprise a comprehensive plan. Town of Campbell (hereafter referred to as Campbell) organized these elements into nine chapters to promote readability and easy reference.

Issues and Opportunities – This element provides an overview of the important demographic trends and background information necessary to create a complete understanding of the Town of Campbell. Section 66.1001 (Comprehensive Planning) of the Wisconsin Statutes requires this element to include a statement of overall goals, objectives, policies and programs for the 20-year planning period, as well as household and employment forecasts that are used to guide the development of this plan, and demographic trends, age distribution, education levels, income levels and employment characteristics that exist within the governmental unit.

Housing – A compilation of objectives, policies, goals, maps, and programs of Campbell to provide an adequate housing supply that meets existing and forecasted housing demand.

Transportation – A compilation of objectives, policies, goals, maps, and programs to guide the future development of multimodal transportation including highways, transit, transportation systems for persons with disabilities, bicycles, electric scooters, pedestrians, railroad, air transportation, trucking, and water.

Utilities and Community Facilities – A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, stormwater management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.

Agricultural, Natural, and Cultural Resources – A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.

Economic Development – A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in Campbell, including an analysis of the labor force and economic base of Campbell.

Intergovernmental Cooperation – A compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts, drainage districts, and adjacent local governmental units, for siting and building public facilities and sharing public services. The element shall analyze the relationship of the local governmental unit to school districts, drainage districts, and adjacent local governmental units, and to the region, the state and other governmental units.

Land Use – A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections for 20 years, in 5-year increments of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based.

Implementation – A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances. The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.

Background

The Town of Campbell last adopted a Comprehensive Plan in 2007. An update to this plan allows for the continued growth and vision of the area to be thoroughly implemented. The plan will provide a service to the community as a reference tool for growth. The plan is general in nature, allowing for flexibility, considering many elements and their relation to one another across time. The plan is balanced between the needs of the town and emphasis on goals to enhance the quality of the community.

Citizen Participation Plan

The Smart Growth law requires each plan to include a comprehensive citizen participation plan. A good participation process should offer citizens a range of participation options to have meaningful input into the process. Effective public input is critical for plan implementation; the more broad-based and enduring community support that is gained, the easier it will be to implement the plan.

The community developed a vision for the future and a series of goals, objectives, and policies to guide the future of the area. Below is the vision statement of the community.

The vision statement represents the fundamental express of purpose and is the point of reference for all decision-making. It establishes the broad ideal from which the goals and objectives outlined on the following pages derive.

Location

The Town of Campbell is located north of the City of La Crosse. Campbell is confined to part of the large island bordered by the Mississippi and Black River, and Lake Onalaska. All of the Town's population resides on the eastern portion called French Island. Some of the island is considered the City of La Crosse. The total town has an area of 12.57 square miles. Of this, 3.84 square miles are land and 8.73 square miles (69.44%) of it are water.

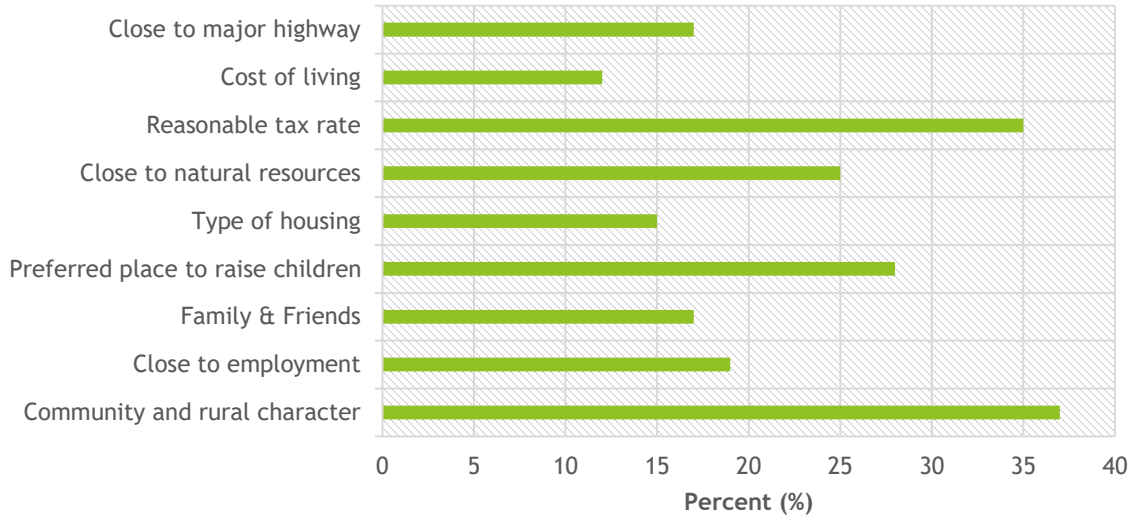
History

The Town was originally created in 1851. It was named after former Lieutenant Governor of Wisconsin, Erasmus D. Campbell. The island has traditionally been known as "French Island" from one of the earliest settlers, Joseph French in 1851. French's family originated from Leicestershire, England and later, French-Canadian settlers came to the island.

Town of Campbell Outreach/Survey Results

The Town of Campbell created a community outreach survey to gather public input on future planning efforts. The survey was posted on the Town website and shared on Town social media pages. 69 responses were received from residents. The following is a summary of the results from the survey.

Why 1. do you choose to live in the Town of Campbell?



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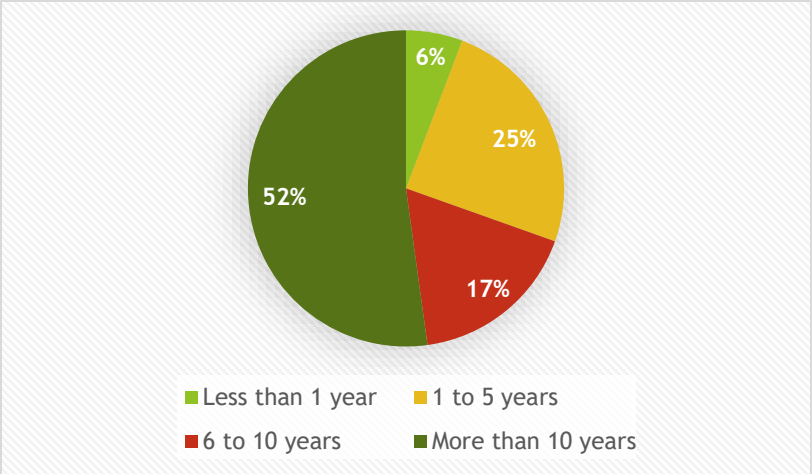

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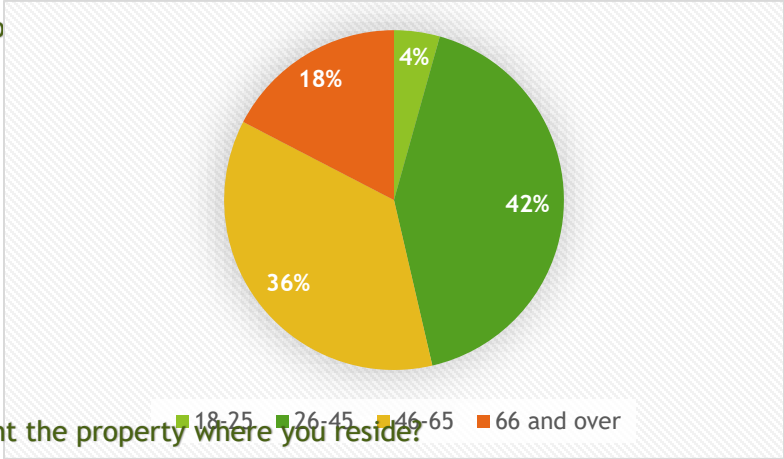
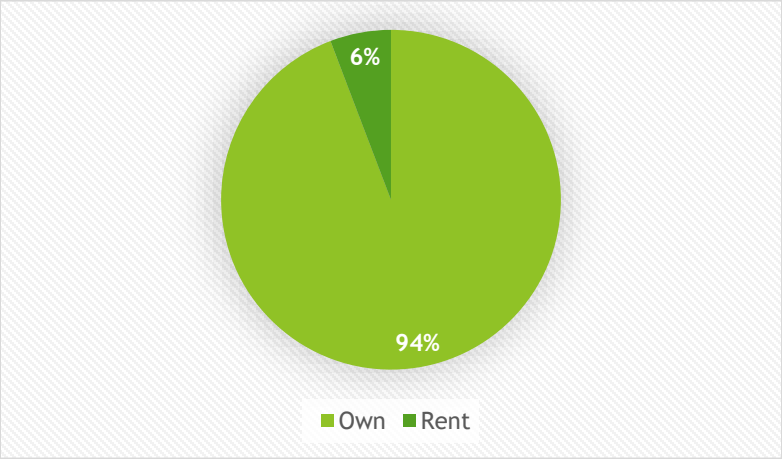


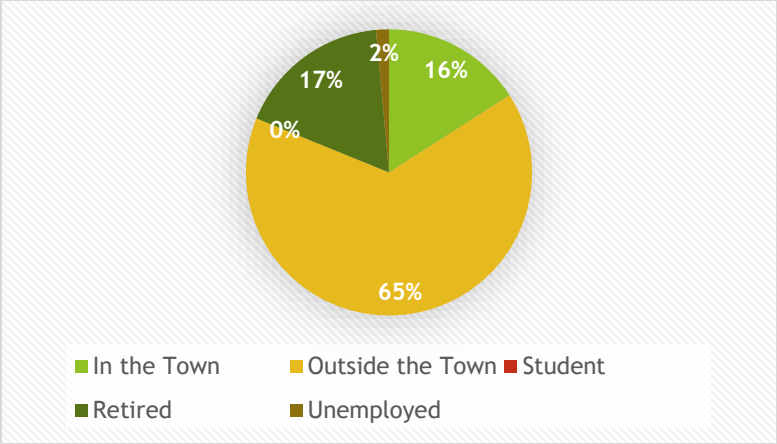
Do you own or rent the property where you reside?

4.



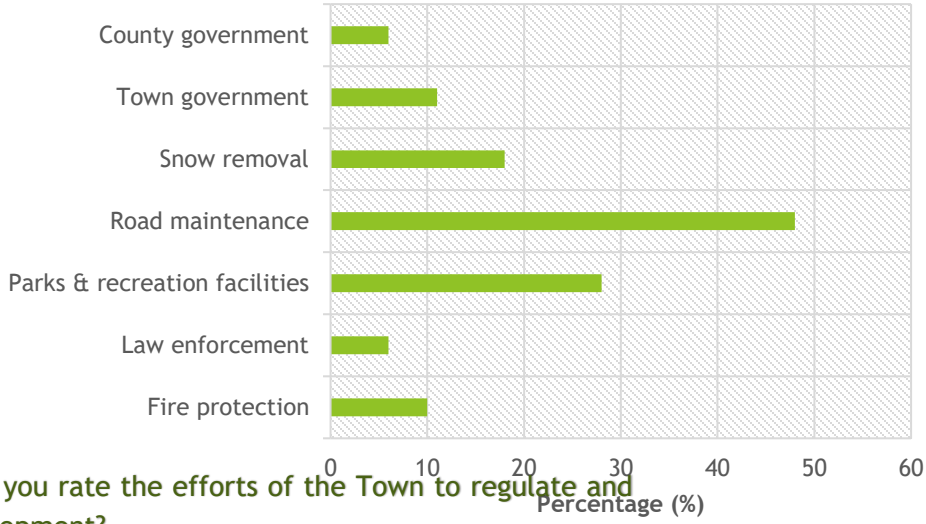
5.

Where do you wor



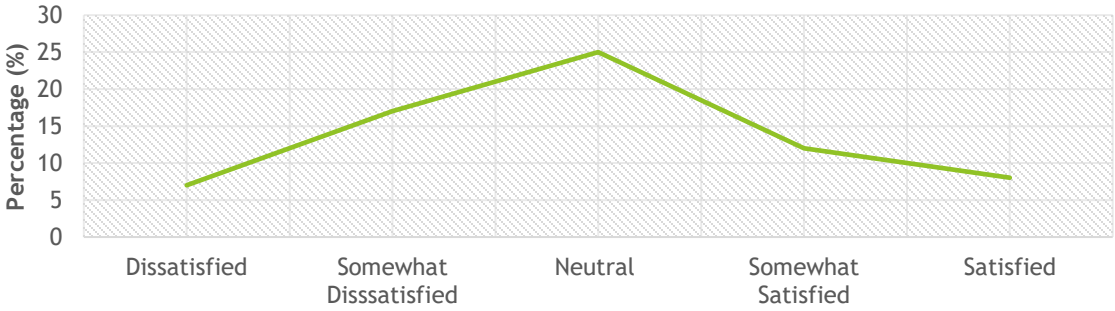
6.

Which of the following public services and facilities needs impr



How would you rate the efforts of the Town to regulate and guide development?

7.



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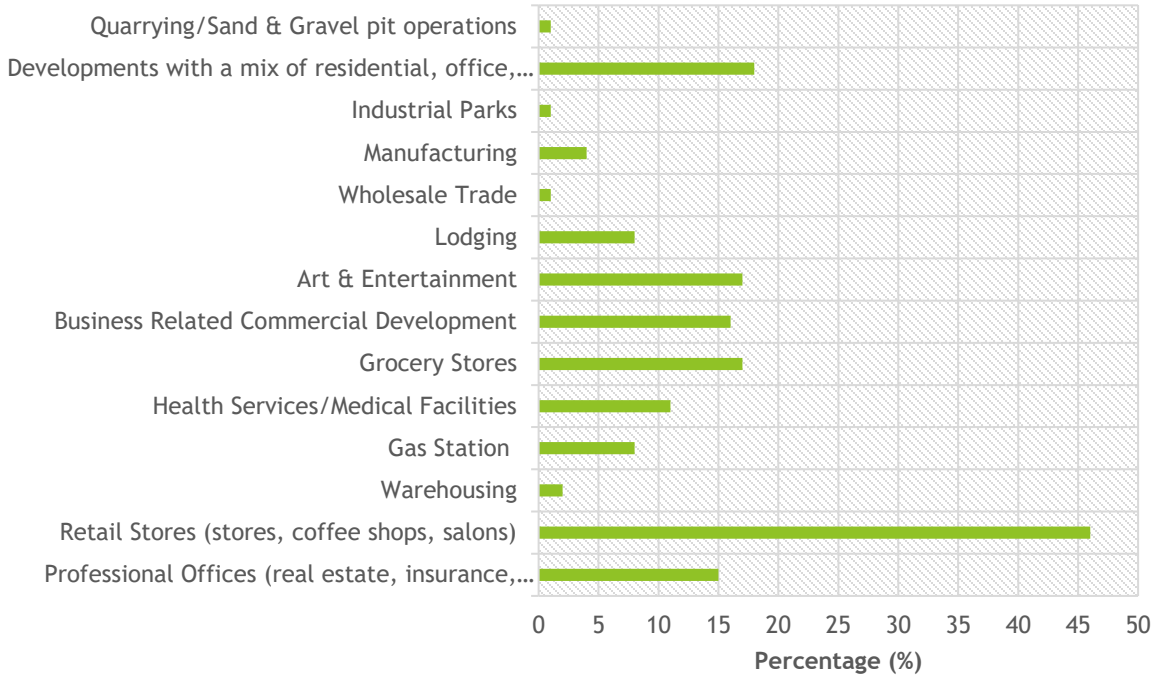
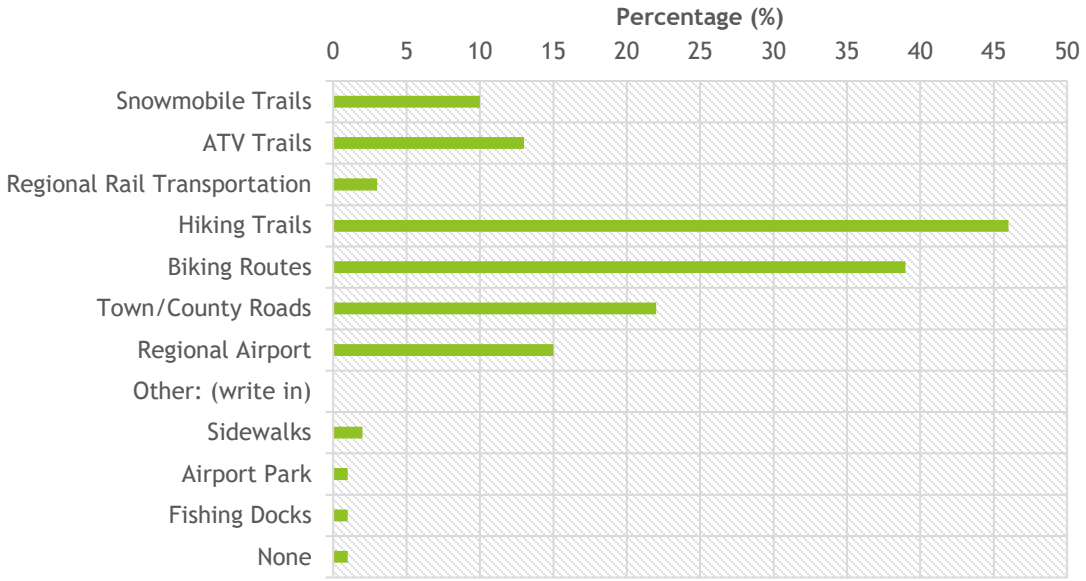
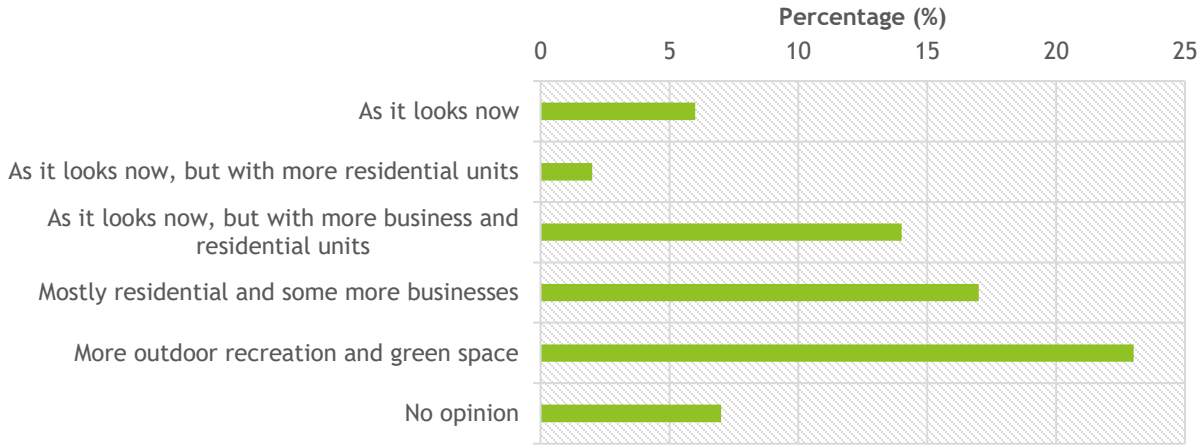


9. Would you support the creation or expansion of the following transportation opportunities?

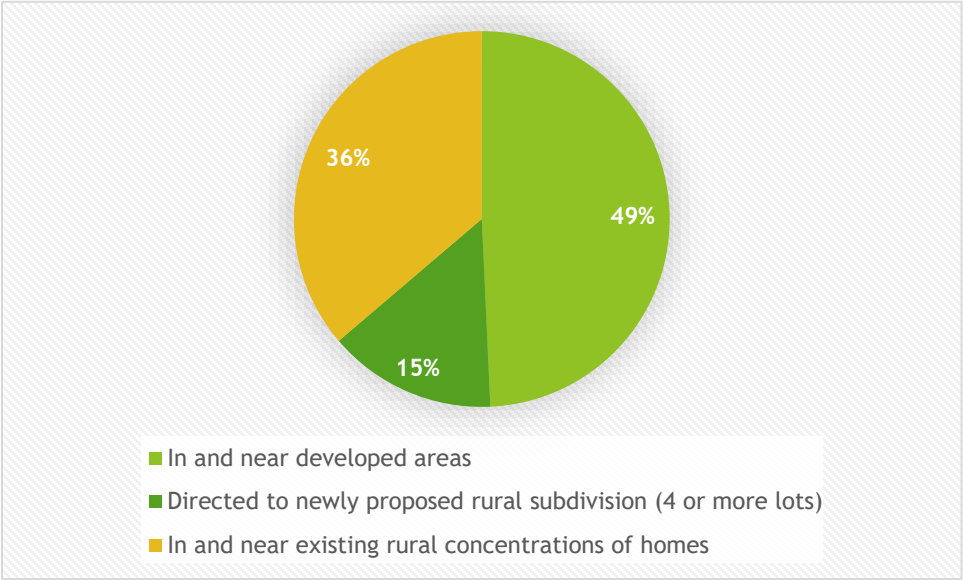


10.



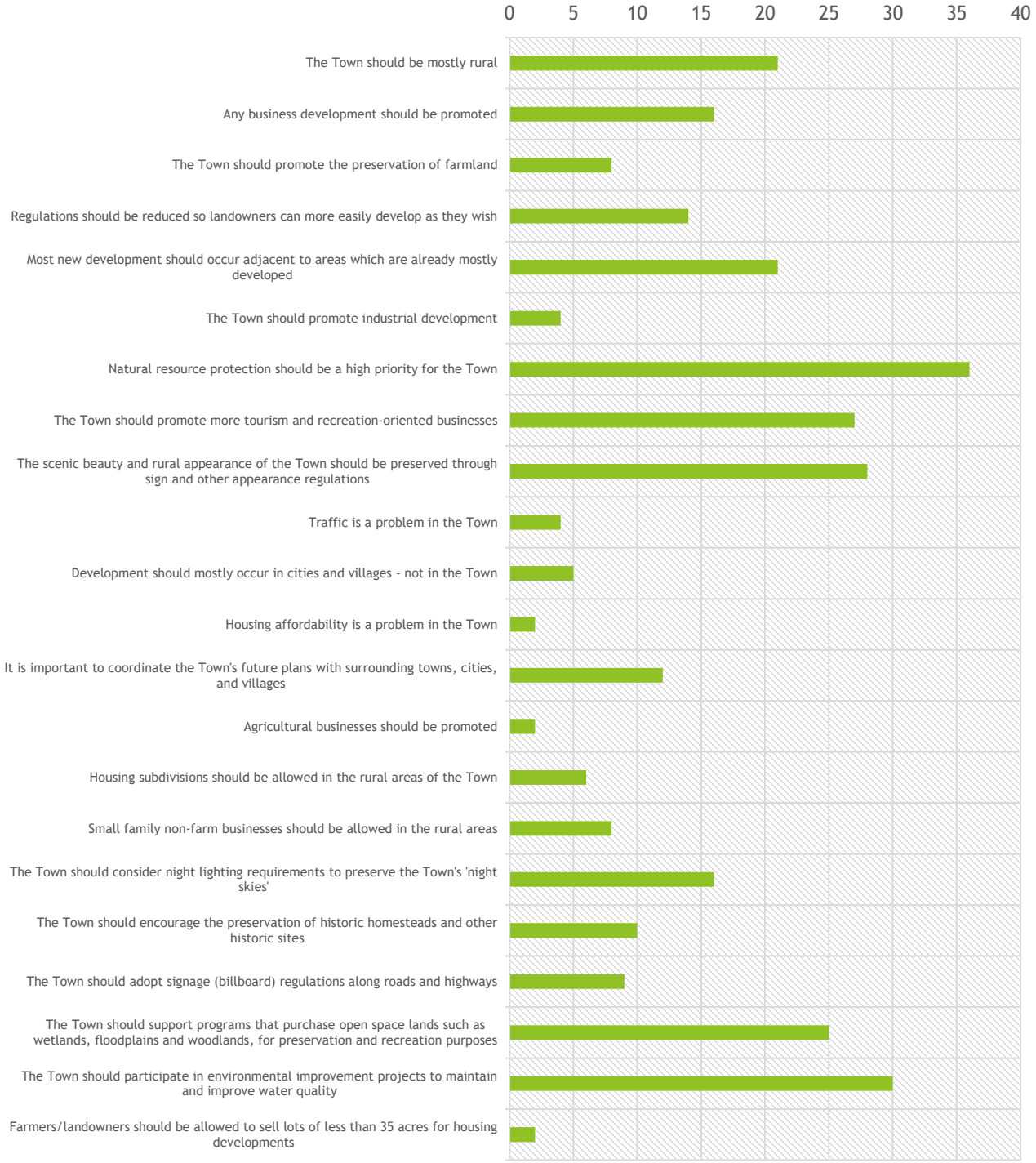
11.

Which of the following best describes your idea of where new housing should be located in the Town?



12.

The following are several statements that suggest choices



13.

"Fighting annexation and increasing tax base through residential development"

"Repair of the streets"

"Keeping taxes low, no roundabouts"

"The Town Board"

"Avoiding annexation to La Crosse, keeping real estate taxes reasonable"

"Bike infrastructure, small stores"

"Speeding on Youngdale Avenue"

"Some houses should be condemned"

14. What is number one on your wish list of improvements the Town of Campbell can make? (**does not include all responses*)

"Road repair"

"More recreational water usage"

"Become a village"

"Community engagement"

"Walking paths"

"More mixed used properties on the southern end of Town"

"Improve the lighting on major streets"

"More bike lanes"

"Prompt snow removal north of the interstate"

"Bring back rec activities for kids"

"Protect the environment"

1. ISSUES AND OPPORTUNITIES

Demographic Trends and Projections

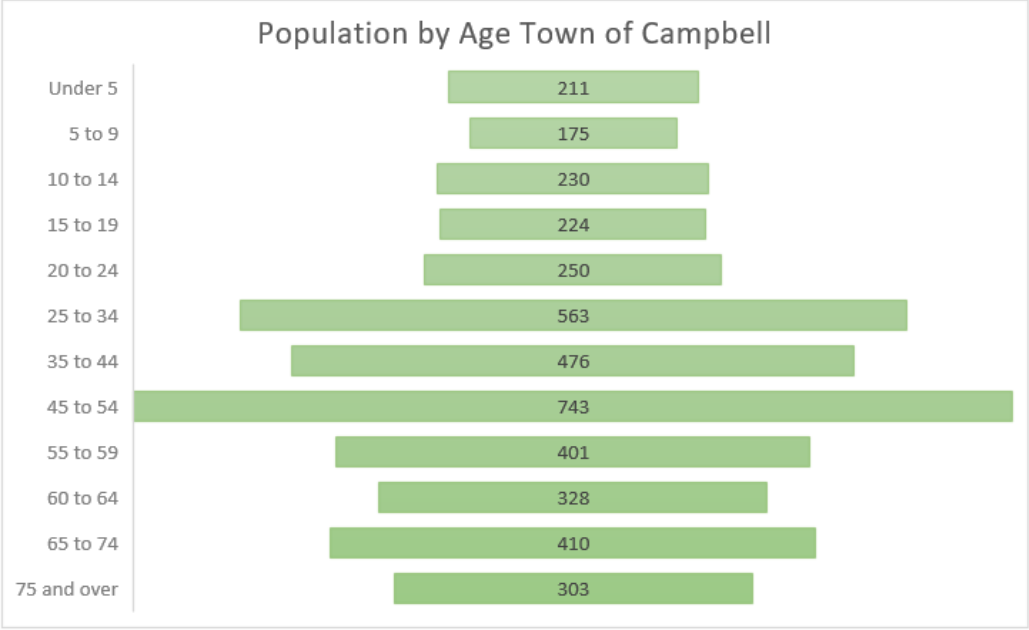
This section of the plan will provide information on the demographic trends and projections that are taking place in the Town of Campbell. The information has been gathered from various sources, including township level data when possible.

Table 1. 1

Location	Median Age
Town of Campbell	***45.4***
La Crosse County	*35.2*
Wisconsin	*38.5*
US	*37*
Source: US Census 2010	

The population of Campbell in 2020 is 4,511 based on projections from the 2010 US Census. It is projected to decrease 4.3% by 2040 (4,315) as La Crosse County's population is predicted to increase 11.2% by 2040. The median age of residents in 2017 of Campbell is 45.4, 10.2 years older than the County, and 6.9 years older than the State median age.

Figure 1.1



Source: US Census 2010

The majority of the population is over the age of 25 in Campbell. The largest age group is from 45 to 54, with 53.8% of the population 45 years or older. The number of senior citizens is expected to grow based on State projections with a growth from 13% to 21% between 2000 to 2030.

Table 1. 2

	Census			Projections		
	1990	2000	2010	2020	2030	2040
Town of Campbell	4,490	4,410	4,314	4,511	4,400	4,315
La Crosse County	97,904	107,120	114,638	118,246	128,120	131,500
Source: US Census 2010, DOA 2013						

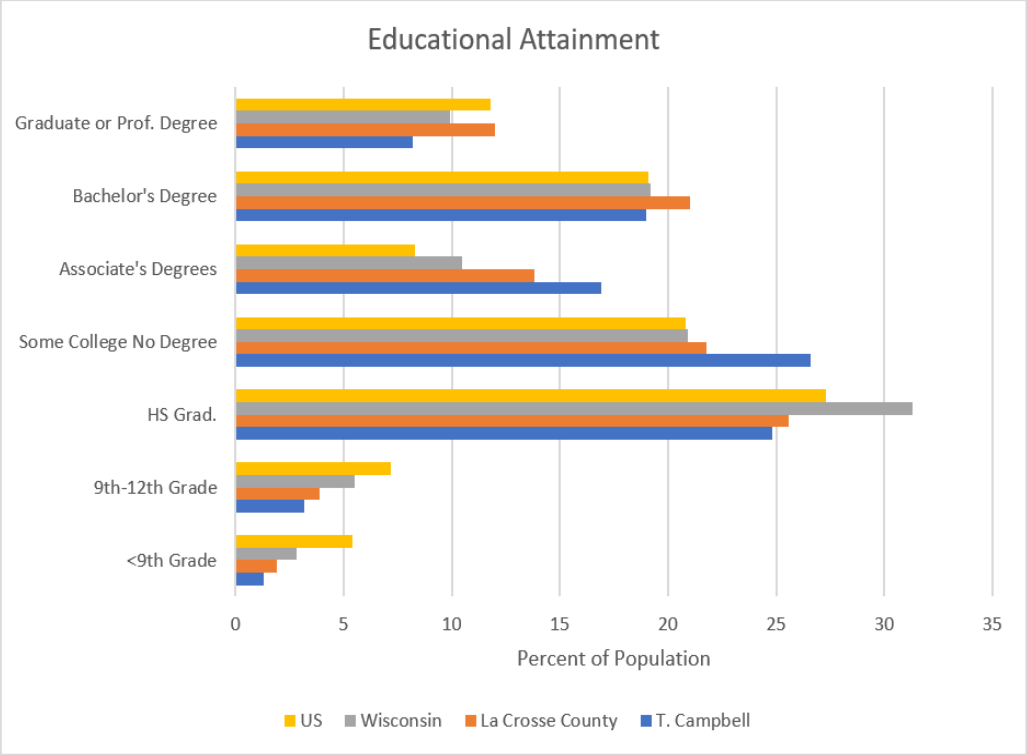
Unemployment is low in Campbell at 2.6%, below the County unemployment rate of 3.1%. The median household income is higher in Campbell at $63,879 compared to the County at $54,127, and the State at $59,305.

The majority of the population of Campbell identify as white by race (95%), followed by Asian (2.1%), and two or more races (1.2%). The County and State were slightly lower with 92.1% and 86.2% respectively being of white, non-Hispanic origin.

Educational Attainment

Based on the figure below, Campbell has more residents with some college and no degree (26.6%) and associate's degrees (16.9%) than the County, State, and Nation. 70.8% of the population of Campbell has attained education beyond high school. This is above the County at 68.6% and State at 60.4%. Campbell has the lowest percentage of residents with a graduate or professional degree (8.2%).

Figure 1.2



Source: ACS 2018

Household Forecast

Housing projections for the next twenty years have been provided by the Wisconsin Department of Administration (DOA). The projections indicate the Town of Campbell will grow by 16 new households over the next twenty years. This will not significantly increase the available housing supply.

Employment Forecast

From 2015 to 2020, jobs increased by 1.6% in La Crosse County, WI from 74,498 to 75,690. This change fell short of the national growth rate of 6.2% by 4.6%. Figure 1.2 below shows a projected increase in jobs from 2020 to 2025 in La Crosse County.

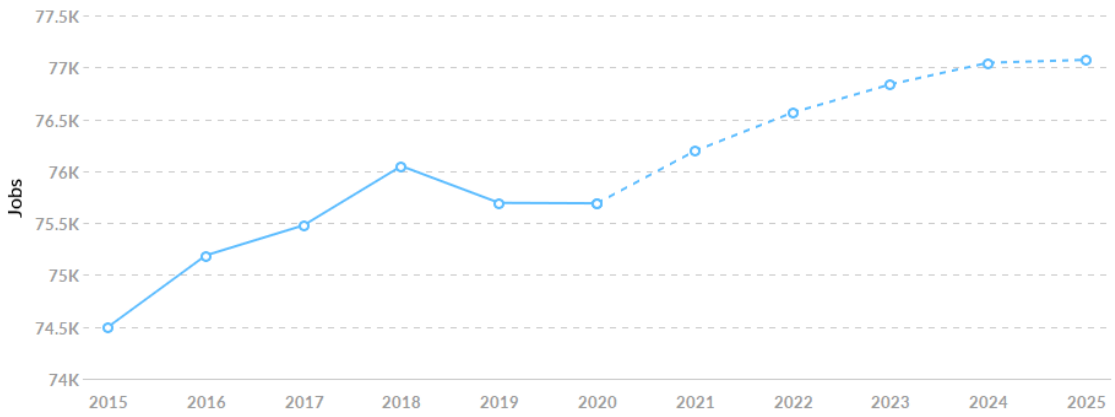


Figure 1.2 Source: Emsi Q4 2020 Data Set

Employment Characteristics

Based on Table 1.3, the majority of Town residents work in a white-collar industry. The highest percentage of workers are in a professional job (23.3%). 22.7% work in a blue-collar job and 16.2% in services.

Table 1. 3

Job Type	Percent of Workforce
White Collar	***61.2%***
• Management/Business/Financial	*17.3%*
• Professional	*23.3%*
• Sales	*7.3%*
• Administrative Support	*13.3%*
Services	***16.2%***
Blue Collar	***22.7%***
• Farm/Forest/Fishing	*0.0%*
• Construction/Extraction	*5.1%*
• Installation/Maintenance/Repair	*4.5%*

• Production	*6.5%*
• Transportation/Material Moving	*6.4%*
Source: US Census 2010	

2. HOUSING

GOAL

The Town will seek to maintain the quality of the existing housing stock and supplement it in appropriate locations with safe, well-constructed housing of a density, scale, and character that complement the present residential neighborhoods.

OBJECTIVES

1. Encourage cluster development near existing utilities and roads.
2. New housing will be designed to preserve natural resources and will include green space and trail development.
3. Encourage infill development in existing higher density housing areas.

POLICIES

1. Plan so that types and prices of housing can satisfy the needs and preferences of a wide variety of residents while maintaining the single-family detached dwelling as the basic form of housing.
2. Ensure that only developments that are thoughtfully designed with respect to traffic generation, congestion, and patterns will be allowed.
3. Allow only developments that are adequately designed with respect to the topographical and drainage conditions of the proposed area.
4. Preserve and expand residential areas of single-family homes except where the plan calls for commercial or industrial development.
5. Replace old, planned unit developments with single-family or owner-occupied multiple units.

Existing Land Use

The Town of Campbell is currently located entirely on French Island and a companion smaller island called Hiawatha Island. There are at least two other uninhabited islands that are included within the boundaries of the Town. Collectively the term “French Island” is used to refer to anywhere in the Town.

The northeast one-third of French Island is occupied by the La Crosse Municipal Airport and is incorporated into that City. The airport property originally included additional land that has been divided and sold into industrial lots. These too are incorporated into La Crosse. Near the south boundary of the airport is the large Ace Hardware distribution center, also within the City of La Crosse. The west boundary of the airport is Lakeshore Drive that lies within the Town. It is designated as CTH BW. Single family, detached, residential use lies west of Lakeshore Drive in the Town. As in much of the Town, some of the residences are older houses, many of which were built as summer cottages and gradually converted to year-round residences over the years. Other houses are less than 10 years old. Most of the newer

residential development lies north of Interstate 90 with the newest major subdivision activity occurring west of lakeshore and south of Plainview.

The Town has been urbanized south of I-90 for a longer period. Although the predominant residential occupancy is in single-family homes, there are scattered multi-unit residential buildings. The largest concentration of these is on Caroline and La Crescent Streets, between Elm Street and Tellin Court. Other multi-unit dwellings are found on Bainbridge Street, and in scattered locations elsewhere in the southern part of the island. The most significant area of industrial use within the Town is located on Bainbridge, south of Usher Street. Here the unique combination of commercially navigable river access and main line railroad access makes the location the most desirable in the overall La Crosse urban area for "heavy" industry that requires rail or water transport. A disadvantage to this location is its distance from I-90. Truck traffic generated by the industry on the south end of the island must travel north/south on Bainbridge (CTH B) to reach the interstate.

The southernmost tip of the island is the location of the Xcel Energy's generating plant and a refuse-derived fuel facility that accepts household and industrial waste from several counties in Wisconsin and Minnesota. The fuel facility manufactures fuel pellets that are burned in the power plant. Its primary contract (with La Crosse County) is valid until 2030. The County and the plant have partnered on ferrous and non-ferrous recycling. The plant recycles nearly 1000 tons of ferrous and 250 tons of non-ferrous annually.

This facility is incorporated into the City of La Crosse although the truck traffic that it generates obviously impacts the Town of Campbell.

Housing Unit Trends and Projections

Table 2.1 Population and Housing

			Area in Square Miles			Density (Sq. Miles of Land Area)	
	Population	Housing Units	Total Area	Water Area	Land Area	Population	Housing Units
Town of Campbell	4,511	2,018	12.57	8.73	3.84	1,174.7	525.5

Source: ACS 2014-2018

Housing Units

Table 2.2 depicts the number of housing units within the Town of Campbell. In 2020, 64.2% of the 2,030 housing units in the area are owner occupied; 32.2%, renter occupied; and 3.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 1,995 housing units in the Town – 69.5% owner occupied, 28.6% renter occupied, and 3.5% vacant. The annual rate of change in housing units from 2010 to 2020 is 1.8%. Median home value in the area is $183,935, compared to a median home value of $187,142 for La Crosse County. In five years (2020-2025), median value is projected to change by 3.8% annually to $219,086.

Table 2.2 Housing Occupancy Town of Campbell

Year	Total Housing Units	Owner Occupied	Renter Occupied	Vacant Units
2010	1,995	69.5%	28.6%	3.5%
2020	2,030	64.2%	32.2%	3.6%
2025	2,044	64.3%	32.1%	3.6%
Source: US Census 2010				

Table 2.3 Household Characteristics

	Average Household Size	Average Family Size	Family Households	Non-family Households
Town of Campbell	2.23	2.72	79.1%	20.6%
La Crosse County	2.37	2.94	59.3%	11.1%
Source: US Census 2010				

Table 2.4 Value of Owner-Occupied Housing Units 2020

	Total Owner-Occupied Units	Median ($)	Less than $50,000	$50,000 to $99,000	$100,000 to $149,999	$150,000 to $199,999	$200,000 to $249,999	$250,000 to $299,999	$300,000 or more
Town of Campbell	1,305	$183,935	7.2%	5.4%	22.2%	22.3%	13.3%	12.3%	17.2%
La Crosse County	29,714	$187,142	5.8%	7.5%	21.0%	21.2%	15.4%	10.0%	19.3%
Source: US Census Bureau, Esri forecasts for 2020									

3. TRANSPORTATION

GOALS
Improve efficiency and safety of the system by providing for alternative types of transportation, such as bicycle, bus, etc., and further encourage agreement between La Crosse and Campbell for bus service.
OBJECTIVES
1. Implement a road reconstruction and maintenance plan. 2. Meet the needs of all residents, including the transit dependent and disabled. 3. Promote pedestrian and bicycle usage while developing and environmentally responsible system. 4. Encourage commercial vehicles to use specified routes within the community.
POLICIES
1. Review of rezoning requests must consider impacts on existing road network.

Transportation Existing Facilities

A transportation system represents a key element in the functional operation of a community. Of particular importance, especially for smaller communities, is the local road system since it often has the greatest direct input by the local government. A wisely conceived road system can result in many benefits and long-term cost savings for a community. Being an integral aspect of the community, it plays a major role in the efficiency, safety, and overall desirability of the community as a place to live and work. In analyzing the road system, several aspects and factors can be examined to discern possible shortcomings as well as plan for future needs. Analysis of traffic patterns through examination of the road system, discussion with individuals at the local, county, and state levels and finally, a field survey of the roads can all aid in providing input into possible recommendations pertaining to the system. To begin the analysis relative to Campbell, an examination of the existing configuration or pattern of the road system is in order.

To begin the analysis relative to Campbell, an examination of the existing configuration or pattern of the road system is in order. The road system is composed of three levels of government jurisdiction. It includes the Town system composed of local roads, the County system of trunk highways and the State and Federal highway systems. It can be seen that the County trunk highways and local roads comprise the greatest mileage. However, in terms of the functional role and the amount of traffic carried by each type, I-90 is most significant. In an urbanizing area, parallel collector roads and corridors should be provided at 1/2-mile intervals to accommodate future traffic demands. Failure to provide these roads will overload the current network and cause unacceptable travel delays and congestion. An additional parallel roadway is preferable to retroactively widening an existing road to a width that would be completely out of character with this community. The new roads should be

rationally located to avoid drainage crossings and so that right of way (ROW) and improvements can be acquired through the development process. Additionally, land use development should be carefully coordinated with street and intersection capacities in order to preserve the functioning of existing and planned roadway network. Access to commercial and industrial and apartment sites need to be provided on arterial/collector systems to avoid vehicle travel through less "intensely developed" residential areas. Locations of high traffic uses should be carefully designed to assure safe vehicle and pedestrian access and circulation—and prevent extremely hazardous situations.

Local Roadway Network

The street network shapes access and circulation through the County. Transportation maps can also be found in the appendix. 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 similar development and traffic density, the collector system may include the street grid that 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.

Interstate Highway 90

I-90 is a freeway Arterial, part of the nation's Interstate Highway system. It serves as one of the major highways between Chicago-Milwaukee-Twin Cities, and intermediate points. There is one access point on/off this important highway in the Town of Campbell at CTH B. This interchange is the closest of La Crosse area interchanges to the La Crosse Airport. Within Campbell the actual length of I-90 is 2.37 miles between the west state line and the Campbell east line in the middle of the Black River Bridge.

County Trunk Highways (CTH)

Within the Town of Campbell there are 5.58 miles of County Trunk Highways. This includes the entire length of CTH BW that forms the boundary between the Town and the La Crosse Municipal Airport that is in the corporate limits of the City. CTH BW and CTH B are maintained, including snow plowing, by the County Highway Department

CTH B — This 2.37-mile county roadway is designated as a Minor Arterial from its entry point into the Town on Clinton Street and its concurrent marking on Bainbridge Street and Dawson Avenue to the intersection with Fanta Reed Road at the La Crosse corporate limits. The County Trunk and Urban Collector designation continues on Fanta Reed Road which is maintained as a County Highway within the City limits, to the City street which provides Minor Arterial access into the airport scheduled airline terminal area.

CTH BW — This County road runs for 3.21 miles from an intersection with CTH B at Goddard Street to the boat landing at Nelson County Park. CTH BW is marked concurrently with Goddard Street and Lakeshore Drive.

Town Roads

The Town of Campbell has 19.63 miles of streets and roads that are credited to the Town's mileage base by DOT for cost share payments. Maintenance of these roads, including snow plowing and sanding, is the responsibility of the Town. Town roads range in length from a couple 0.06-mile roads to the 1.13-mile La Crescent Street.

Water

The Town of Campbell currently has no public water service for its residents. Water supplied to Town residents is made possible by private wells. With an agreement made with the City of La Crosse, businesses have had the opportunity to obtain water from La Crosse and are now served by the La Crosse Water Utility. (The water mains remain the property of the Town of Campbell.) Businesses receiving water from La Crosse are also served by the La Crosse Fire Department. Currently, only businesses have access to La Crosse city water.

Railroads

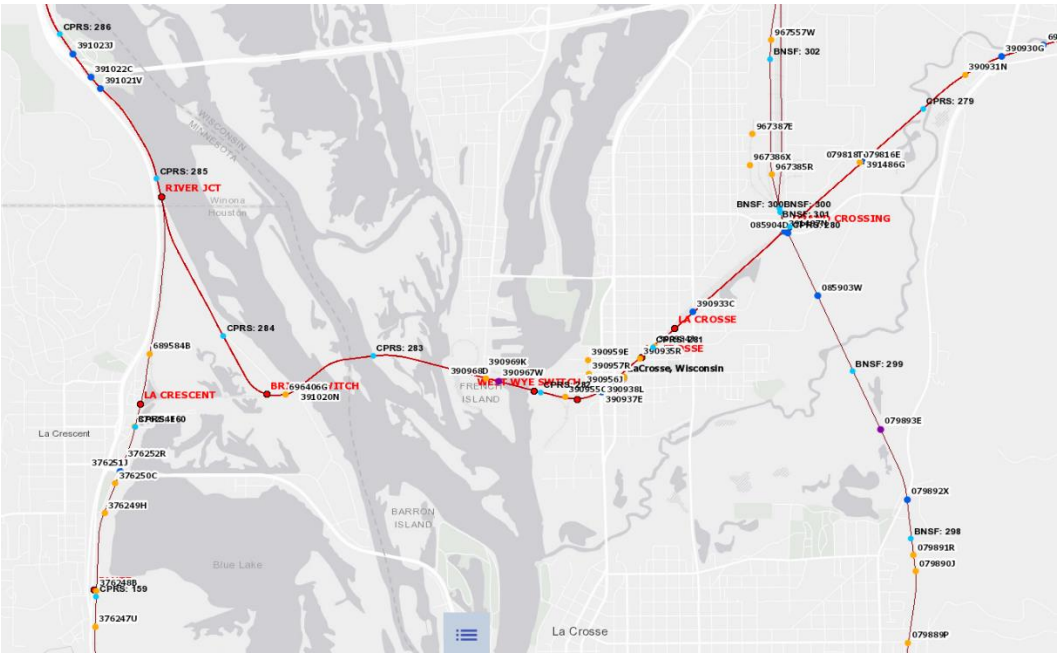
The County has rail cargo service through three Class I railroad companies, all of which provide direct access to Chicago and connections to eastern points. The Canadian Pacific Railway connects La Crosse to Milwaukee and Minneapolis/St. Paul. This company provides service, or potentially could provide service, to Rockland, Bangor, West Salem, and the north side of La Crosse. The Union Pacific Railroad operates with trackage rights on the Canadian Pacific between Tomah and Winona. The Burlington Northern & Santa Fe operates in the far western part of the County in a north-south orientation and provides service to industries on the south side of La Crosse and Onalaska. The Wisconsin Rail Plan 2030 notes that rail cargo lines serving La Crosse County will continue to serve as higher density lines.

There is slightly less than one mile of Canadian Pacific Railway (Tomah Subdivision) passing the sound end of the Town of Campbell. Rail access is via two major movable span bridges across the Black River and Mississippi River main channels. The single-track main line has industrial spurs to industries on either side of Bainbridge Street, a Town road. Industries served include a railroad tie chipping plant, a molasses terminal, a cement plant, bulk fertilizer transfer, grain transfer and general cargo, both bulk and break bulk transfer and storage areas. The rail spurs provide access to allow transfer of material between barges and

trucks. The industries in Campbell are served as needed by an industrial switch run from the La Crosse classification yards about 1-1/2 mile east of Campbell.

In addition to approximately 5 freight trains each 24-hour period, this main line track handles one daily Amtrak passenger train in each direction. Amtrak has a scheduled stop in La Crosse, approximately 1-1/2 mile east of the Town of Campbell. This train serves Chicago, Milwaukee, Minneapolis/St. Paul, Seattle, Portland, and intermediate points. The presence of an existing rail and barge served industrial site bodes well for future expansion or location of heavy industrial activity in this part of Campbell. Bainbridge Street has a signalized at-grade crossing of the main line CP tracks at a point just within the City of La Crosse corporate limits where those limits extend onto French Island to encompass the Xcel electric power generating plant and refuse derived fuel facility. An industrial spur without a signal also crosses Bainbridge Street, just north of the signalized main line crossing in the Town. These crossings are the only public road railroad crossings on French Island.

Figure 3.1 Railway Road Crossings



Source: Federal Railroad Administration 2020

Barge Traffic

Direct water access for waterborne freight is available through both public and private terminals in the City of La Crosse and the Town of Campbell. The Port of La Crosse serves incoming and outgoing barge traffic on the Mississippi River. The port handles nearly 1.3 million metric tons of commodities annually and offers connections to the Upper Midwest and the world, including China, Russia, Spain, South America, Mexico, and other countries. For information regarding the future of Wisconsin Commercial Ports Association (WCPA), refer to the WCPA strategic plan.

According to the Wisconsin Department of Transportation, one barge is equivalent to 15 jumbo hoppers on rail or nearly 60 trucks on the highways. Water freight movement is highly efficient, but its flexibility is very limited. A combination of efficient water freight movement and flexible trucking allow for cost-effective freight movement. Direct water access for waterborne freight is available through both public and private terminals in the City of La Crosse and the Town of Campbell. The Port of La Crosse serves incoming and outgoing barge traffic on the Mississippi River. The port handles about a million metric tons of commodities annually and offers connections to the Upper Midwest and the world, including Russia, South America, Mexico, China, and other regions. Products commonly received include rock salt, coal, pig iron, liquid caustic soda, cement, asphalt, iron ore, aggregate, and cottonseed. Manufactured machinery and farm products are typical commodities shipped out of the region by barge. The City and County Harbor Commissions prepared the Port of La Crosse Harbor Plan in 1999, and a Port of La Crosse Harbor and Waterfront Plan in 2011. The County Harbor Commission is anticipated to be updated in 2023-2024.

Mass Transit

Mass transit is provided by the La Crosse Municipal Transit Utility (MTU) to and from French Island, with various stops on township streets. La Crosse Municipal Transit Utility (MTU) bus route 7 operates in a loop entering and exiting the island from Clinton Street. The French Island Route 7 operates on weekdays only from 5:55 am to 5:55 pm. There are thirteen rounds made by the bus daily. A complete La Crosse MTU map with timetables can be found at https://www.cityoflacrosse.org/Home/ShowDocument?id=834.

The MTU buses are equipped with bike racks to allow multiple modes of transportation to residents. A rider can bring their bike onboard the MTU and then use the bike to connect to local roadways and trails.

Route 7 French Island

Weekdays Only

	To French Island			Return		
	Clinton & Caledonia Transfer Pt A	Hinkley & Lakeshore Drive B	Airport Industrial Park C	Sky Harbor Center D	La Crescent & Elm St E	Clinton & Caledonia Transfer Pt A
AM	5:55	6:00	6:08	6:15	6:18	6:25
	6:55	7:00	7:08	7:15	7:18	7:25
	7:55	8:00	8:08	8:15	8:18	8:25
	8:55	9:00	9:08	9:15	9:18	9:25
	9:55	10:00	10:08	10:15	10:18	10:25
	10:55	11:00	11:08	11:15	11:18	11:25
	11:55	12:00	12:08	12:15	12:18	12:25
PM	12:55	1:00	1:08	1:15	1:18	1:25
	1:55	2:00	2:08	2:15	2:18	2:25
	2:55	3:00	3:08	3:15	3:18	3:25
	3:55	4:00	4:08	4:15	4:18	4:25
	4:55	5:00	5:08	5:15	5:18	5:25
	5:25	5:30	5:38	5:45	5:48	5:55

Air Transportation

The La Crosse Regional Airport is one of nine Wisconsin airports that have commercial air passenger service on a year-round basis. The airport is located on French Island and it serves passenger air travel through connections to regional hubs. American Airlines serves the airport with six flights per day every day of the week, connecting through Chicago. Delta Airlines has six flights per day connecting through Minneapolis. At the airport, the multimodal connection opportunities are to rent a vehicle from four national car rental companies (Avis/Budget, Enterprise, Hertz and National/Alamo), or to use local city bus Route 4 (French Island/Industrial Parks).

The Wisconsin State Airport System Plan 2030 forecasts an increasing number of enplanements. The plan forecasts 109,960 thousand enplanements in 2010 and 122,570 enplanements in 2030. This is a 0.5% increase from 2010 to 2030, the same as the state average over this time period.

Table 3.1
Individual Airport Forecasts of Enplaned Passengers

Airport	2010[1]	Enplanement Forecast			2010-2030 CAGR
		2015	2020	2030	
Appleton	272,470	297,820	314,400	347,560	1.2%
Eau Claire	18,370	22,200	23,420	26,050	1.8%
Green Bay	349,730	423,780	447,230	494,120	1.7%
La Crosse	109,960	106,810	111,820	122,570	0.5%
Madison	766,950	783,870	840,440	966,120	1.2%
Milwaukee	4,760,170	3,885,350	4,200,990	4,923,810	0.2%
Mosinee	156,250	144,310	155,460	180,420	0.7%
Rhinelander	25,140	27,680	28,870	31,400	1.1%
Total Commercial Enplanements	**6,459,040**	**5,691,820**	**6,122,630**	**7,092,050**	**0.5%**

Note: [1]2010 numbers have been rounded

Sources: FAA, ACAIS Database (2010), KRAMER aerotek inc. (Forecasts)

Air Cargo

The La Crosse Municipal Airport serves as an air cargo facility. The airport is not one of the state's six primary air cargo airports, but it does function as a feeder air service. Rather than maintain and operate a fleet of small aircraft, the integrated express carriers contract for on demand service with a variety of aircraft operators. The Wisconsin State Airport System Plan 2030 forecasts for all-cargo aircraft operations at La Crosse Municipal Airport to continue to grow. In 2030, state forecasts predict that the La Crosse Municipal Airport will have the second highest aircraft operations by commercial air cargo carriers, second to General Mitchell International in Milwaukee, but that the La Crosse Municipal Airport's share of the state's air cargo operations will be less than 1 percent.

Table 3.2
Individual Airport Forecasts of Air Cargo Volumes

Airport	Actual	Forecast (Pounds In and Out)		
	2010	2015	2020	2030
Appleton	25,962,500	27,913,000	30,858,100	36,748,200
Eau Claire	20,400	22,800	25,400	31,600
Green Bay	452,100	484,000	517,900	592,900
La Crosse	3,800	4,500	5,200	6,800
Madison	26,085,700	30,248,300	33,968,300	42,837,000
Milwaukee	172,582,700	194,900,700	199,701,800	209,707,500
Mosinee	1,281,800	1,380,900	1,489,500	1,732,900
Rhinelander	1,817,200	1,942,600	2,076,400	2,372,200
Total Commercial Service	**228,206,200**	**256,896,800**	**268,642,600**	**294,029,100**

Source: Wisconsin State Airport System Plan 2030

Passenger Rail

Intercity passenger rail is available through Amtrak service. The Amtrak Empire Builder serves La Crosse, with regional connection to Chicago, Milwaukee, Columbus, Portage, 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 St. Andrew and Caledonia Streets (601 St. Andrew Street in the City of La Crosse). The closest multimodal connection opportunities are public bus Route 2 (Northside/33rd Street) and intercity bus. The intercity bus company may relocate to the new MTU transit center slated to be built in 2006 at 3rd Street and Jay Street in Downtown La Crosse. 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, La Crosse, 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 in the La Crosse area was provided by Greyhound Lines; however, in August 2004, Greyhound discontinued service to the La Crosse area as part of its route restructuring. Intercity bus transportation is now provided by Jefferson Lines, a connecting carrier to Greyhound Bus Lines. Jefferson Lines runs daily scheduled bus service that connects to Greyhound's national service in Madison and Minneapolis/St. Paul. The intercity bus terminal is located 3rd Street and Jay Street in Downtown La Crosse. The closest multimodal connection opportunities are public bus Route 2 Northside/33rd Street and Amtrak passenger rail.

Paratransit and Taxi

La Crosse County, through its various social service and health maintenance agencies, meets various transportation needs for target clientele. The "mini-bus" provides transportation on a "deviation from central route" basis for all persons with transportation disabilities having a hierarchy of transportation needs. Age coupled with a self-defined inability to use existing transportation modes, and a trip purpose such as transportation to a congregate meal site, medical appointment, legal or banking business appointments, shopping, and socialization visits are all included in decreasing order of priority. This minibus serves Campbell on Wednesdays. The volunteer transportation programs of the Area Agency on Aging and the Department of Social Services, with individual drivers picking people up in private autos, also exists for a narrowly defined group of clients for specific purposes such as medical appointments, counseling, and job testing.

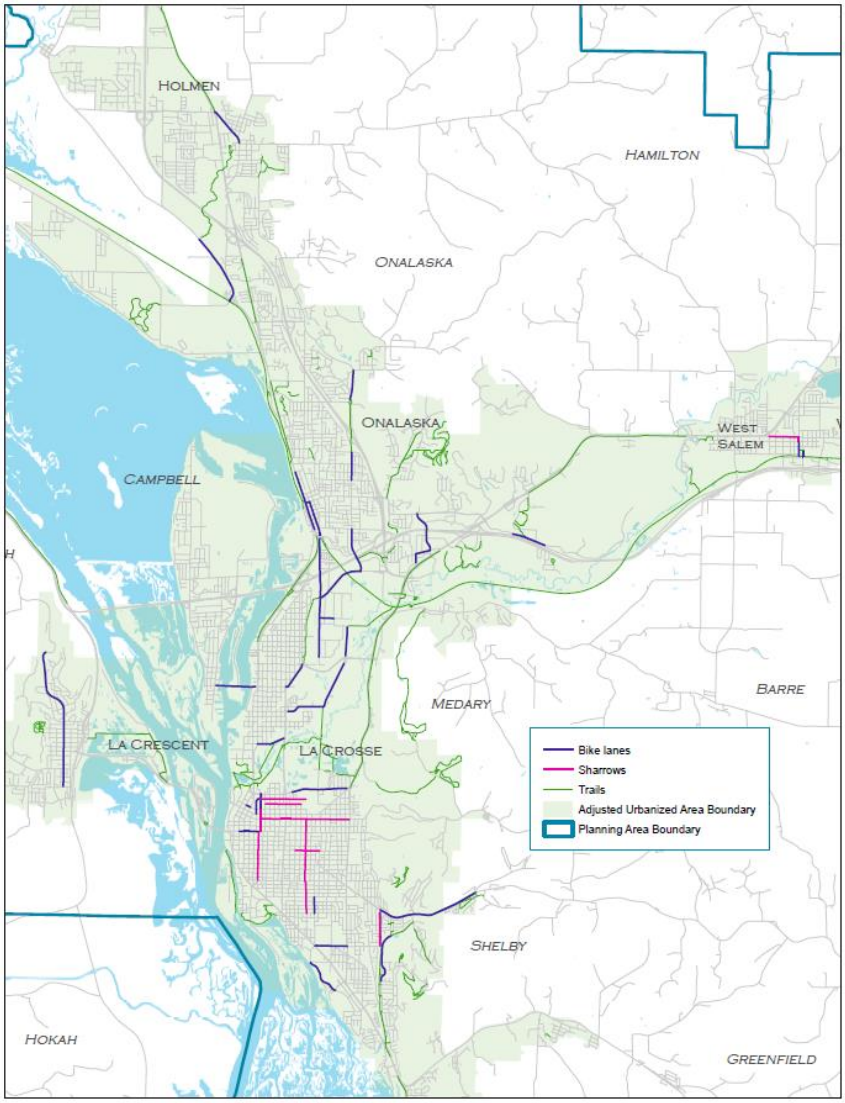
There are private for hire taxicabs that serve the La Crosse area, including French Island and the Town of Campbell. Private ridesharing services such as Uber and Lyft have become popular in the area in recent years. As the average age of population increases, a greater

number of people will be reaching an age when they no longer feel comfortable driving or are not able to drive under certain conditions such as heavy traffic, night, bad weather, and so on. This presents the possibility to develop some alternative transportation opportunities such as a small bus or van that would operate on a daily scheduled, semi-fixed route, and serve people by connecting to commercial centers and La Crosse MTU transfer points. There are three taxicab companies operating in La Crosse County that will provide chauffeured taxi service from or to anywhere in the County, or to or from other destinations, with a La Crosse County starting or ending point, at market rates. Additionally, the MTU serves French Island.

Biking

The La Crosse area has an extensive system of both on-road bicycle and off-road multipurpose facilities, especially in the more urbanized areas. The 2030 Metropolitan Area Transportation Plan describes in detail each of the off-road and on-road bicycling facilities. On-road bicycle routes include both intracity and intercity routes, with intercity routes achieving state and national significance. On-road intracity routes tend to align with minor arterial streets in order to take advantage of signalization and connectivity. Greater directness could be achieved by following major arterials; however, those alignments are more heavily trafficked and pose a greater danger to bicyclists. Off-road multipurpose facilities have both local and state significance and take advantage of abandoned railroad alignments and scenic marsh views. A multi-use path will be added to Bainbridge street in the next

Figure 3.2 Bike Lanes and Routes



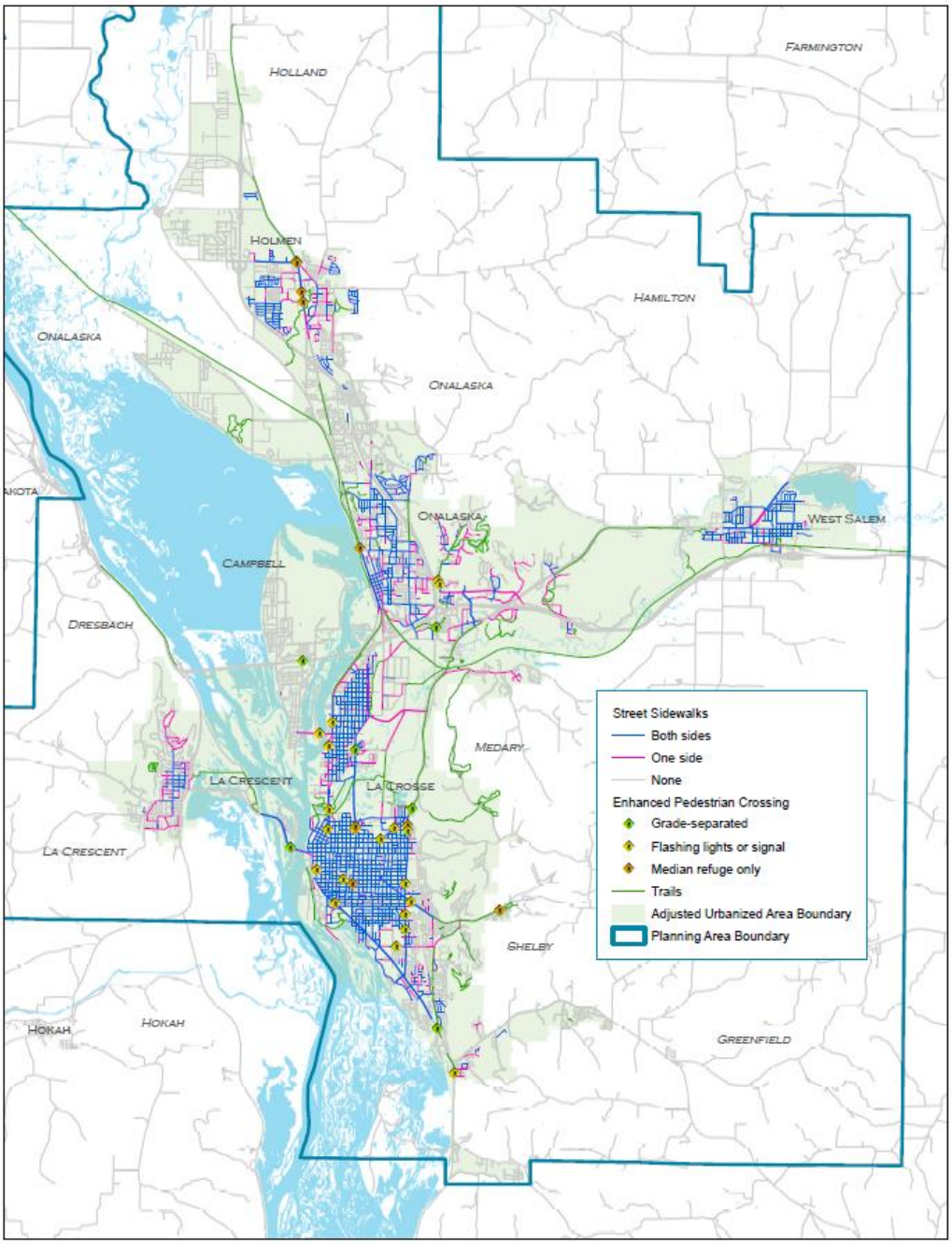
Source: LAPC-Beyond Coulee Vision 2040

5 years. Most of the off-road facilities with local significance circulate within the City of La Crosse.

Pedestrian

Pedestrian facilities are not mapped by most local governments in La Crosse County. However, the 2030 Metropolitan Area Transportation Plan makes the following generalizations about the pedestrian network: • For the most part, the roadways in suburban and urban-

Figure 3.3 Pedestrian Walkways



Source: LAPC-Beyond Coulee Vision 2040

fringe areas of the planning area are constructed with curb and gutter; yet, these roads generally lack sidewalks, and have a narrow, 3-ft gutter pan and/or a wide curb lane within which a pedestrian might travel (not recommended). The lack of sidewalks forces pedestrians to walk in the roadway, increasing the likelihood of pedestrian/motor vehicle crashes. • The cities and villages (incorporated areas) have relatively complete systems within and near their cores (central business districts); however, they are often in disrepair. • The cities and villages have gaps in the sidewalk system or lack sidewalks entirely in their fringe areas. This is due mainly to the incorporated areas annexing unincorporated areas that were not under development requirements to provide sidewalks.

Related Agencies and Programs

State and Regional Transportation Plans Wisconsin Statutes §66.1001(2)(c) requires communities to compare the local governmental units' objectives, policies, goals and programs to state and regional transportation plans. It also requires communities to incorporate applicable state, regional and other transportation plans into their Comprehensive Plan. This section satisfies this statutory requirement. The Town of Campbell's Transportation Element goals, objective, policies, and programs are consistent with and implement all relevant sections of the following plans and programs: Wisconsin Bicycle Transportation Plan 2020 The Wisconsin Department of Transportation (WisDOT) completed the Wisconsin Bicycle Transportation Plan 2020 in 1998. This Plan establishes WisDOT goals, objectives, and policies for both intercity and urban and suburban bicycling, and recommends strategies and actions for WisDOT, local governments, and others to take to implement the plan. The two primary goals of the plan are to double the number of trips made by bicycles and to reduce bicyclist-motorist crashes by at least 10 percent by the year 2010. More specifically, it seeks to improve bicycle access to major destinations along arterial and collector streets. 2002–2008 Transit Improvement Program the TIP must be consistent with the region's long-range transportation plan, include all transportation projects in the metropolitan area that are proposed for federal funding, and include at least three years of programming. The 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.

Connections 2030: Wisconsin's Long-Range Transportation Plan WisDOT is currently developing a long-range transportation plan for the state called "Connections 2030." This plan will address all forms of transportation over a 25-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian, and transit. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects. The Local Roads Improvement Program (LRIP) assists local governments in improving seriously deteriorating county highways, town roads, and city and village streets.

The competitive reimbursement program pays up to 50% of total eligible costs with local governments providing the balance. The program has three basic components: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Pavement Surface Evaluation & Rating Software tools help jurisdictions to prioritize their transportation projects. Information collected as part of the PASER (Pavement Surface Evaluation & Rating) system helps establish budget parameters, select possible projects, and evaluate the implications of maintenance decisions. This information is submitted to WisDOT every two years and is integrated into the state's WISLR (Wisconsin Information System for Local Roads) database. Planning for Capital Improvements A Capital Improvement Program (CIP) can assist in planning for major project costs by creating a multi-year scheduling plan for physical public improvements including transportation. The schedule is based on the projection of fiscal resources and prioritization of improvements five to six years into the future. Capital improvements include new or expanded physical facilities that are relatively large in size, expensive, and permanent.

Programs for Local Government

WisDOT administers a variety of state and federal programs, including: • Airport Improvement Program (AIP) • Connecting Highway Aids • County Elderly and Disabled Transportation Assistance • Federal Discretionary Capital Assistance • Freight Rail Infrastructure Improvement Program (FRIIP) • Freight Rail Preservation Program (FRPP) • General Transportation Aids (GTA) • Highways and Bridges Assistance • Local Bridge Improvement Assistance • Local Roads Improvement Program (LRIP) • Local Transportation Enhancements (TE) • Railroad Crossing Improvements • Rural and Small Urban Public Transportation Assistance • Rural Transportation Assistance Program (RTAP) • Rustic Roads Program • Surface Transportation Discretionary Program (STP-D) • Surface Transportation Program – Rural (STP-R) & Urban (STP-U) • Traffic Signing and Marking Enhancement Grants Program • Transportation Economic Assistance (TEA)

La Crosse Area Planning Committee (MPO)

Vision & Goals for Coulee Vision

As the Metropolitan Planning Organization (MPO) for the La Crosse, WI-MN urbanized area, the La Crosse Area Planning Committee (LAPC) is required to develop a transportation plan with a 20-year-or-more planning horizon that includes "both long-range and short-range strategies/actions that lead to the development of an integrated intermodal transportation system that facilitates the efficient movement of people and goods." At a minimum, the transportation planning process must consider projects and strategies that will:

- Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.
- Increase the safety of the transportation system for motorized and non-motorized users.
- Increase the security of the transportation system for motorized and non-motorized users.
- Increase the accessibility and mobility of people and freight.

- Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
- Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
- Promote efficient system management and operation.
- Emphasize the preservation of the existing transportation system.

These federal goals, which are codified in the federal transportation bill, provide a framework from which to develop more focused and detailed goals and objectives at the local level. As a result of the planning process for Coulee Vision, the LAPC has adopted a comprehensive vision as well as additional land use and transportation goals to help the policymakers in the region guide development and transportation investment. An analysis of LAPC goals as they align with the vision for the Town of Campbell are provided in the appendix.

The Vision for Coulee Vision states that:

"The region's towns, villages, and cities each recognize the vital link between land use decisions and transportation outcomes and will collaborate with each other over the coming decades to encourage infill development, limit urban sprawl, and increase mobility options for all users across the region."

4. UTILITIES AND COMMUNITY FACILITIES

GOALS

1. Explore means by which we could maintain high standards, improve, and expand commonly used utilities through improved relationships with other municipalities for the benefit, safety and welfare of township and area residents.
2. Work to vary the use of existing parks.

OBJECTIVES

1. Work with La Crosse to maintain and improve the use of current sewer and water systems.
2. Explore all possibilities for developing a township municipal water system, whether that be an independent system or one in cooperation with another municipality.
3. Develop long-range plans for the improvement, expansion and/or replacement of the Campbell Town Hall and Community Center to provide larger and more efficient facilities for all township departments and the library.
4. Encourage all township departments to develop long range plans to meet each department's goals for the welfare of residents.
5. Provide all township departments with equipment and personnel as deemed necessary and appropriate to maintain high standards of performance to benefit residents.
6. Implement ways to upgrade recycling and waste disposal as needs arise.

POLICIES

1. Promote communication among residents, town board and all township departments to reach these goals and objectives.
2. Consider and evaluate all suggestions concerning utilities and facilities.

Existing Conditions

Utilities and community facilities, often referred to as public works, consist of the physical infrastructure that allows a community to function and grow. Community facilities may include libraries, municipal offices, schools, police stations, fire stations, parks, etc. It is expected that the population in the Town of Campbell will decrease over the next 20 years. This decrease in population will not affect or decrease the demand for public utilities and community facilities. However, the exact need to expand, rehab, or create new utilities and community facilities are difficult to determine. Needs of the Town will vary according to growth pressure and the level of service that is deemed publicly acceptable.

Figure 4.1 Campbell Utilities – Trash and Recycling Schedule

2020 Town of Campbell Trash & Recycling Schedules 3

Refuse (Black Lid)

Refuse is picked up on Tuesday. Trash should be placed in clear or semi-transparent plastic bags or placed loosely in your cart and placed out by 5:00 AM on your pickup day or the evening before.

Recycling (Green Lid)

Recycling is picked up every other week. Do not place recyclables in bags; recyclables must be placed loosely in your cart and placed out by 5:00 AM on your pickup day or the evening before. The Town of Campbel utilizes a Single-Stream recycling system, which means all recyclable items can be placed in the cart together.

PLASTICS
- All plastics #1, #2, #4, #5 (must be labeled with the recycling symbol and #)
- Takeout containers, yogurt cups, ketchup/ mustard bottles, berry containers
- **No packing peanuts or styrofoam**
- Tubs, bottles, jugs, detergent containers

PAPER
- Newspapers, shiny inserts
- Magazines
- Pressed paper, office paper, cardboard
- Toilet paper & paper towel cardboard rolls
- Cereal, cracker, snack boxes (not the plastic inserts)
- Soda, beer boxes
- Toothpaste, soap, detergent boxes
- Paper egg cartons
- Paper milk and juice cartons
- Mail, junk mail, etc.
- Cards, gift wrap (no tissue or foil paper)
- Corrugated cardboard (cut into pieces if it won't fit)

METAL
- Aluminum, tin, steel cans
- Empty aerosol cans, empty paint cans/lids
- Aluminum foil, plates, containers
- Christmas lights, extension cords, electrical wiring (no coaxial cable)
- Pots and pans

GLASS
- Glass jars and bottles (any color)

DO NOT RECYCLE THESE ITEMS
- Styrofoam
- Bottle or jar lids unless its #'d plastic
- Soiled paper plates
- Ceramics and dishware
- Windows and Mirrors
- Plastic wrap
- Photographs
- Shredded Paper, bagged or loose

RECYCLING TIPS
- All containers should be rinsed
- Remove all lids and if they're not marked with a recycling symbol throw them away
- Bags, newspapers and office paper should be thrown loosely into the recycling cart; do not bundle
- Break down the cardboard and pressed paper materials to make more room in your recycling cart

Disposable plastic bags (those typically given out at grocery stores or other retail outlets) are **NOT** to be placed with recyclables in the Town of Campbell recycling system. These bags should be returned to a retail outlet that has a plastic bag recycling container.

NOTE: Heavier recyclables should be placed at the bottom of the bin and lighter recyclables such as cardboard should be placed at the top.

REASONS FOR MISSED COLLECTION
- Cart is not placed out correctly
- Recycling is placed outside the cart or in a different container
- Cart is overflowing, lid does not close
- Cart was placed on a snow bank; they must be placed on a level spot on the boulevard or on your driveway
- Unacceptable items are in the cart (refuse items, appliances, electronics, hazardous waste, etc.)

Water Supply

The Town of Campbell currently has no public water service for its residents. Water supplied to Town residents is made possible by private wells. With an agreement made with the City of La Crosse, businesses have had the opportunity to obtain water from La Crosse and are now served by the La Crosse Water Utility. (The water mains remain the property of the Town of Campbell.) Businesses receiving water from La Crosse are also served by the La Crosse Fire Department. Currently, only businesses have access to La Crosse city water.

Sanitary Sewer Service/Wastewater Treatment Facilities

The City of La Crosse owns and operates the La Crosse municipal wastewater treatment system that serves a combined population of approximately 120,000 residents in La Crosse County, with a total of 12 municipal wastewater treatment facilities. The City of Onalaska, Town of Shelby, and Town of Campbell, through local ordinances and inter-municipal agreements with the City of La Crosse, discharge this treatment system. The facility is located on Isle La Plume in the City of La Crosse and was originally constructed in 1936, but has been modified and upgraded many times, with the last major upgrade occurring in 1998. The La Crosse Sewer Service Area Water Quality Management Plan 1999-2020 states that the facility has excess capacity that can handle twice the loading and the population that was served in 1999. Each of the Villages in the County has their own wastewater treatment facility. These facilities are depicted on the Utilities Map.

As indicated above, the Town of Campbell has a sewer service, and the Town is served by one sanitary district. This sanitary district is administered and maintained by the Town of Campbell. This sanitary district is supported by user service fees that are used by the Town of Campbell as payment to the City of La Crosse.

Solid Waste Disposal and Recycling Facilities

Harter's Quick Clean Up is the service used for waste disposal and recycling. The current contract with the Town runs from January 1, 2016 to December 31, 2025. Figure 4.1 shows the Town of Campbell trash and recycling schedule and acceptable recycling material picked up curbside.

The Town also offers curbside brush clipping pickup services running from April to October. This program is intended for the disposal of small amounts of limbs/branches that are removed by residents for normal maintenance and upkeep only. Chipping will be done for the residents at a given address. Town crews go by each residence one time per month.

Stormwater Management

Stormwater Management is intimately linked to environmental conservation. The most effective and efficient method of controlling stormwater runoff and its associated erosion and sedimentation is the use of natural systems for storage and filtration. Using these principles:

1. No development should occur on floodplain areas;
2. No filling of wetlands or obstructions of natural drain ways shall be permitted;
3. No drainage from development should be channeled directly into an existing lake or stream;
4. Development should conform to the natural contours of the land to the maximum extent feasible so as to control runoff; and
5. Site plan control shall be exercised by adjacent municipalities so as to:
    a. Eliminate large-scale cut and fill operations;
    b. Curtail excessive runoff during construction; and
    c. Keep the maximum amount of natural vegetation possible.

In addition, those areas identified as drainage corridors shall be designated as natural conservation corridors. The wetlands, swales, streams and lakes are not to be disrupted in their function of storing, filtering and eventually releasing stormwater. These spaces can then serve their hydraulic function while providing scenic areas, wildlife habitat, and community open space. The township will explore ways to create more areas of permeation to help solve stormwater and runoff problems.

The La Crosse Stormwater Group is taking on the goal to slow down the rush of rain and snowmelt that pollutes rivers. The Town's goal is to protect water resources and prevent erosion. The Soak It Up Project Award is given to community members who have finished a stormwater management project on their property and their projects are then shared so others can be inspired to do the same on their properties.

Stormwater runoff in La Crosse County and the Town of Campbell was in part addressed in 2008 when La Crosse County adopted Chapter 29 of the La Crosse County Code of Ordinances "Post Construction Storm Water Management". The ordinance delegates authority to the La Crosse County Department of Land Conservation to enforce the ordinance. The ordinance includes technical standards, storm water management performance standards, permit requirements, and storm water management plan requirements for new or expanding developed areas.

Telecommunication Facilities

Both Charter Communications and CenturyLink provide telephone, Internet, and cable service to township residents. The La Crosse area has a strong base of broadband technology. High speed Internet access and fiber optic connections are available throughout the La Crosse Metro area. The region is connected to the Midwestern fiber optic network via Charter Communications and CenturyTel. Fiber optics allow for the high-quality transmission of large volumes of information at an affordable rate. However, this technology is not available throughout the entire County and residents in rural areas and outside of the La Crosse Metro area have limited capabilities for high-speed Internet services. Other services available in the area include but are not limited to DISH Network, Mediacom, and DIRECTV.

Power Plants, Electricity, and Transmission Lines

La Crosse County is served by two electric power utilities, Xcel Energy and Riverland Energy Cooperative. The nearest power plants are located on French Island in La Crosse. Xcel Energy and We Energies provide natural gas to County residents. The Town of Campbell is served by Xcel Energy.

The French Island facility is a combination generating plant and resource recovery facility. The plant burns wood waste and processed municipal solid waste, called refuse-derived fuel (RDF) - a burnable fuel produced on-site at a resource recovery facility built specifically for that purpose. The conversion of the French Island facility in the 1980s from burning coal and oil, to burning wood waste and RDF helped extend the life of the plant and maintain reasonable electric rates for customers, while resolving a solid waste disposal problem for La Crosse County. The facility has the capacity to burn 104,000 tons of waste per year.

One of the drawbacks to burning garbage is the impact on air emissions. The refuse to energy facility must meet federal emission guidelines and meeting these standards is of critical importance due to the facility location in the City of La Crosse. In November 2002, French Island completed $10.9 million in improvements to reduce emissions, and has operated at 85-90 percent below previous emission levels since the improvements were made.

Transmission lines connect the French Island power plant to the surrounding region. In December 2018 a 345-kilovolt power line named the "Badger Coulee Transmission Line Project" was energized and runs from La Crosse to Dane County. Utilities report that existing transmission lines are inadequate and that a new high-voltage line is needed. At the time of this writing, the largest high-voltage lines in the Coulee Region carry 161-kilovolts and

utilities report that these lines aren't adequate to move power through the area or handle new generation sources.

Overall, according to Wisconsin's Citizen Utility Board, the electrical system in western Wisconsin is congested and not as robust as in other parts of the state. As the area considers energy needs over this planning horizon, it will be important to coordinate their transmission planning with Minnesota and also to consider opportunities for utilizing alternative energy sources, such as wind and solar.

Libraries

La Crosse County has five branches, each maintained by the municipality in which it is located. The County is responsible for books and media contained in the library, processing materials, and personnel to provide the services.

The smallest of the five county branches, the F.J. Robers Library in the Town of Campbell is located at 2548 Lakeshore Drive on French Island. In 1975 the library was moved into the Campbell Town Hall and in September 2013 the Library was relocated to a renovated building to expand the space. Over 10,000 items make up the library collection, which includes adult and children's fiction and non-fiction, reference, magazines, videos for adults and children, CD's, audio books, and Family Fun Bags.

Since 1986 the Friends of the Campbell Library have supported the library with fund raising and volunteer time. An annual book and bake sale is held each spring. In the past this small, but hard-working group has supplied funds for shelving, board books, an entertainer to kick off the summer library program, and equipment donations. New members are always welcome.

Public Buildings

The Town's public buildings include a Town Shop and Town Hall constructed in the 1970s on the 1900 block of Bainbridge Street. The Town Hall houses the administrative offices, fire department, and police department, the Campbell sanitary district office, and a Town supported library. Day-to-day operations are overseen by the Town Clerk/Treasurer.

A community center is located in a 1920s era former school building on Lakeshore Drive. It is equipped with a full kitchen and large meeting room. It is used primarily for senior activities but is available for other community and social functions.

Schools

The School District of La Crosse serves the Town of Campbell. The district operates twelve elementary schools, three middle schools, and three high schools. One elementary school is located on French Island called Summit Elementary School.

Summit Elementary School is a K-5 grade school focused on environmental education. Approximately 350 students are enrolled at Summit.

The County also has three post-secondary education schools, including the following:

University of Wisconsin-La Crosse was founded in 1909 and is now one of the 13 four-year campuses in the University of Wisconsin System with enrollment around 9,000 students. UW-L has joined the City's other two institutions of higher education and the region's medical facilities to form a consortium to bring cutting-edge health care to the region, along with a state-of-the-art health research and education facility for professionals and students.

Western Technical College is a public two-year college with a focus on technical education. The college has an annual enrollment of approximately 9,400 credit students and 12,900 non-credit students. The average age of WWTC's credit and non-credit student is 33.

Viterbo University is a co-educational Catholic University founded in the Franciscan tradition in 1890. Viterbo offers undergraduate and graduate degrees and has an enrollment of approximately 2,100 students.

Police, Fire, and Rescue

The La Crosse County Sheriff's Department is located in the City of La Crosse and serves the entire County. The Town also has its own police department. There are nine Fire Districts in La Crosse County: Bangor, Campbell, Coon Valley, Farmington, Holmen, La Crosse, Onalaska, Shelby, and West Salem. In addition, there are ten EMS Districts: Bangor, Brice Prairie, Campbell, Coon Valley, Farmington, Holmen, La Crosse, Onalaska, Shelby, and West Salem.

The La Crosse County 911 Emergency Dispatch Center is located in the La Crosse County Law Enforcement Center in La Crosse. Over 30 employees provide 24-hour emergency telephone service to everyone in La Crosse County. Using a state-of-the-art enhanced 911 system (E911), the 911 telecommunicator is able to send emergency and non-emergency assistance quickly and accurately. Updates are being made to utilize Next Generation 911 (NG911).

In addition to providing emergency telephone answering service, the La Crosse County 911 Emergency Dispatch Center telecommunicators are the radio and multiple computer system operators. This fully integrated system allows the department to provide full emergency and nonemergency service to each of the eight Law Enforcement Departments, the eight Fire Departments, the nine First Responder organizations, Emergency Government, and Search and Rescue throughout the entire County.

Healthcare Facilities

La Crosse is fortunate to have two regional health care centers, Gundersen Health System and Mayo Clinic Health System. Gundersen Health System is the area's recognized leader in heart, trauma and cancer care, births, business services, research and health education, with over one million clinic, hospital, and emergency room visits each year. Mayo Clinic Health System, partnered with world-renowned Mayo Clinic, offers excellent specialty services including cardiology, neurology, nephrology, oncology, orthopedics and many others, as well as comprehensive, compassionate primary care throughout an 11-county region in Wisconsin, Minnesota, and Iowa.

Childcare Facilities

Family Resources, the accredited Child Care Resource and Referral service for La Crosse County, helps over 1,000 families locate and select childcare each year. According to County statistics, La Crosse County has one of the highest numbers of regulated childcare slots per 1,000 children in Wisconsin. Businesses within the County can purchase a personalized parent counseling and childcare referral service from Family Resources for their employees as an additional option in their benefits package. 26 licensed family childcare facilities and 59 licensed group childcare facilities are in La Crosse County.

Parks and Recreation Facilities

Open Space Areas

The Upper Mississippi River National Wildlife and Fish Refuge is the largest acreage in the Town of Campbell. This 1,100-acre refuge gives access to wetlands and waterways of the Mississippi River, Black River, and Lake Onalaska. The approximately 51 acres of Town parks offer opportunity for more formalized types of play and recreation activities.

Hunting, Fishing, and Hiking

In spite of the generally urban character of the Town, the Mississippi and Black River bottomlands and shorelines provide opportunity for hiking and fishing. Developed boat ramp facilities are available at the Upper and Lower Dike landings, and Fishermen's Road. In order to launch at these landings, a permit must be purchased and displayed on the vehicle. The boat landing user has the option of purchasing either a daily or annual permit.

Developed Recreational Facilities

The Town of Campbell has an extensive system of small parks, open areas, and other recreational facilities. All parks provide some form of recreation for children. Included in many of these parks are a swing set, merry-go-round, slide, teeter-totter, or other similar playground equipment. Some places that are included in the park inventory have boat landings, open areas, or a pond. One location, Sky Harbour Field at the west end of the Sky Harbour commercial development, is a baseball facility. Under agreement with the landowners, the township maintains the property and is looking for ways to utilize the area more fully. The management company that owns this commercial site allows the Town to use the facility, but it is clearly understood by both parties that when economic conditions dictate, the private owner will have the right to build commercial development on the site, thereby requiring the Town to find an alternative.

5. AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

GOALS

1. Maintain and improve the surrounding area for the pleasure, benefit and safety of residents of the Town of Campbell and area communities.

OBJECTIVES

1. Maintain and improve existing parks by exploring the use and purpose of each park and its location, considering the needs and desires of residents and others using them.
2. Evaluate the surrounding river and backwater areas regarding silting and work with jurisdictional agencies to improve water conditions.
3. Find ways and means to improve boat landings to make them more accessible to township and area residents.
4. Work with boat clubs and marinas to improve them and make the facilities more readily available to township and area residents.
5. Consult and work with the Upper Mississippi River Planning Commission to best serve the needs of residents and the environment.
6. Cooperate with the La Crosse County Convention and Visitors Bureau to promote the recreational facilities of French Island, including parks, access to waterfowl observation and fishing areas.
7. Encourage residents to plant desirable trees and other foliage to enhance the quality of air and surface and ground water and to preserve the shoreline and beauty of the island.
8. Assist the Campbell Beautification Committee by encouraging others to participate in the committee's various park and township improvement projects.
9. Publicize and support the activities of various French Island church and civic groups.
10. Fill in pit area near Kwik Trip to create non-motorized boat launch site and recreational area.

POLICIES

1. To do everything possible within the means and desires of the residents of the Town of Campbell to encourage and enhance recreational and cultural opportunities in the township.
2. Emergency Management Committee to prepare Flood Emergency Plan.

Existing Conditions

Per the Wisconsin comprehensive planning legislative requirements, this element includes goals, objectives, policies and programs for the conservation and promotion of effective management of natural, historical and cultural resources in the Town of Campbell. The Town's significant natural and cultural resources define Campbell's identity. Town residents

understand that these resources are irreplaceable and are dedicated to their preservation. This first section of this chapter provides the background information for this element.

Agricultural Resource Inventory

The physical characteristics of a planning area are vital to producing a solid land use plan. All development begins with the ground up. For this reason, the agricultural, natural and cultural resources are the first factors that will be explored. Geology and soils play a very large role in terms of development, and what types of development, or non-development, will thrive in that location. In the Town of Campbell, an urban town, no agriculture activities currently exist. However, a great number of natural and cultural characteristics are present and discussed in the following sections.

Natural Resources

As the Town continues to grow and change, it is vital the Town consider its future in conjunction with its natural resources. It can be very challenging for rural communities to allow new development, at the same time protect the natural environment, and preserve the natural character of the area. At first, development may have a limited impact on the natural landscape, but as it continues, the visual and environmental impacts become increasingly apparent. In order to protect natural resources for the future, it is crucial to be aware of existing natural resources (discussed in the following sections).

Natural resources are materials occurring in nature and are essential or useful to humans, such as water, air, land, forests, fish and wildlife, topsoil, and minerals. They are combined into the recognized systems in which we exist. These systems, or combinations of natural materials, can be referred to as “natural environments,” “ecosystems,” “biomes,” or “natural habitats,” among others. Humans and their activities impact all-natural resources. Conversely, whether obvious or not, human impacts to the natural environment often have significant adverse impacts on the human community.

Geological Resources

Non-Metallic Mine Reclamation

In June of 2001, all Wisconsin counties were obliged to adopt an ordinance for nonmetallic mine reclamation. The purpose of the ordinance was to achieve an approved post-mining land use, which would be in compliance with uniform reclamation standards. Uniform reclamation standards address environmental protection measures including topsoil salvage and storage, surface and groundwater protection, and concurrent reclamation to minimize acreage exposed to wind and water erosion. Although this was a State requirement for counties only, towns, cities, and villages were eligible to adopt a similar type of ordinance. Currently, there are no non-metallic mine operations in the Town.

Water Resources

Water resources, (both surface and groundwater) are one of the most commonly used natural resources, serving intrinsic and essential functions in the community. Plants, animals, and people all consume water on a daily basis. Over 70% of all Wisconsin communities (that is, every two out of three citizens) rely on groundwater not only for domestic use, but also for agriculture, industrial uses, recreational purposes, etc. All county residents have groundwater for domestic water use. Water is one of the most easily contaminated resources. Because of its mobile nature, contaminants can travel far from their source through the water cycle. Contaminants in the water cycle coming from a variety of sources are commonly known as non-point source pollution (NPSP). Non-point source pollution comes from many diffuse sources such as agriculture runoff, leaking septic systems, road salt and road building, parking lots, lawn, and golf course runoff, all of which directly impact water resources. Point source pollution comes from identifiable sources such as a single factory or overflow from a sewage treatment facility.

Residential development many times alters natural drainage routes, destroying the land's ability to store and retain water. Wetlands are then filled or drained and paved. Runoff and erosion problems develop. Subsequent flooding and sedimentation occur in drainageways, necessitating costly repairs or control devices to retard overflow and pollution hazards. Responsible water resource management by local government is necessary to protect the community's natural systems. Utilizing appropriate development in accordance with land capabilities is the first step in effectively ensuring future public health and safety.

Wetlands

Wetlands serve a variety of functions, including playing an important role in stormwater management and flood control, filtering pollutants, recharging groundwater, providing a habitat for many wildlife species and plants, and offering open space and passive recreational opportunities. Wetlands include all marshes, swamps, fens, bogs, and those areas excluded from cultivation or other uses because they are intermittently wet.

Wetlands serve a multiplicity of environmental functions. They trap sediments and nutrients, protect against drought by serving as groundwater recharge areas, and provide habitat for wildlife and vegetation.

These fragile lands are continually exposed to polluted materials from runoff and sedimentation.

Water Quality

Water quality is directly affected by seepage, percolation and runoff. When these actions adversely alter water quality, they are termed either point source or non-point source pollution. Point source pollutants enter water and wetlands at specific locations via pipe or a permanent outfall structure; the most common examples being sewage treatment plant outfalls and industrial discharge pipes. Non-point source pollutants are far more dispersed, entering waterways via runoff, seepage and sedimentation. Common examples of non-point pollution include stormwater runoff, agricultural field drainage and septic systems.

Uncontrolled stormwater runoff is currently a pollutant of our water resources. Common pollutants in stormwater runoff include sediments, nutrients, oxygen-demanding substances,

heavy metals, chlorides, oil and grease, pesticides, hazardous chemicals and bacteria. These pollutants create a "shock" load on lakes and streams during precipitation events, being especially severe during low flow conditions associated with warm weather. Sediments from stormwater runoff carry those pollutants to local wetlands causing water quality degradation and eutrophication.

Non-point pollution is also caused by the improper use of fertilizers and pesticides on both agricultural and residential land. Compact development in non-sewer areas can lead to overburdening of the area's soils, causing pollution of local groundwater. The result is the same as an inadequate septic system--a health hazard to local water supplies. Any development that has not provided necessary water retention facilities, erosion control devices, or stringent control of individual septic systems is creating a potential pollution hazard to local residents.

In areas where groundwater contamination problems from single source pollutants have been identified, the Town should continue to work with the Department of Natural Resources and various State offices on water testing. Correction procedures should be pursued and evaluated.

Groundwater

Groundwater is the water beneath the earth's surface that fills spaces between rocks and soil particles and flows between them. Groundwater fills wells and flows from springs. It is a critical resource, not only because it is used on a daily basis, but also because rivers, streams, and other surface water depends on it for recharge. Groundwater can be easily contaminated through non-point source pollution, particularly in regions with thin soils over fractured limestone, sandstone, and shale bedrock.

Groundwater Contamination

It is important to keep the groundwater resource in mind for many areas of comprehensive planning. Ultimately, what takes place above ground directly affects groundwater below. For instance, restricting access to abandoned mines or quarries helps prevent these areas from becoming source points for groundwater contamination. There are a variety of other activities that impact water resource quality that include but are not limited to:

- On-site septic systems
- Pesticide and Fertilizer Application
- Sewage Treatment Plants
- Road Salt
- Household Cleaners and Detergents
- Sanitary Landfills
- Unsewered Subdivisions
- Underground Storage Tanks
- Gas Stations
- Feedlots
- Chemical Spills
- Junkyards
- Abandoned Wells

- Leaking Sewer Lines
- Old Mine Openings or Shafts

Pinpointing pollution sources can be made easier by identifying the location and extent of groundwater recharge areas, as well as the extent of the local watershed, so communities can plan where and how much development can be built, with the least amount of impact to water resources. A watershed is the land area from which all surface water and groundwater drains into a stream system. Groundwater aquifers can be contained within a single watershed or can be so large that several watersheds are within the aquifer.

Potential contaminants are nitrates, chloride, sodium, bacteria, viruses, and hazardous household chemicals. Identifying such pollutants is part of a wellhead protection plan. A wellhead protection plan aims at preventing contaminants from entering the area of land around your public water supply well(s). This area includes the surface or subsurface area surrounding a water well or well field supplying a public water system, through which contaminants are reasonably likely to move toward and reach such a well or wellfield.

Groundwater Supply

Water supply is impacted as communities grow, bringing increased demand to supply water to new homes, businesses, and industries. High-capacity wells and an increasing number of wells, both private and public, can reduce the amount of recharge to surface waters, causing streamflow reduction, loss of springs, and changes in wetland vegetative communities. The strains of meeting growing water demand from a sprawling population are starting to show. Statewide water use has increased 33% in the last 15 years and water tables are plummeting in many urban areas as the thirst for more water outstrips the land's ability to provide it ("A Growing Thirst for Groundwater," August 2004).

The Groundwater Bill (2003 Act 310) addresses groundwater quantity issues, requiring approval for siting, fees, and an environmental review. While this legislation is currently more relevant in areas of the state experiencing severe water quantity issues (such as Southeast Wisconsin), the principle of controlling groundwater withdrawal in all parts of the state is quite important and is a growing concern for the future. In 2006, a State level groundwater advisory committee, Wisconsin Groundwater Coordinating Council, was organized to address groundwater management. A state groundwater report is required every five years and the most recent report was created in 2020. The full report can be found here https://dnr.wi.gov/topic/groundwater/documents/GCC/Report/FullReport.pdf.

The Town of Campbell has been generously endowed with a variety of natural resources. These resources give the Town its unique character. They enhance the Town's identity and are a principal component of the Town's lifestyle. Consequently, one of the greatest challenges facing the Town of Campbell is the protection and preservation of its environment.

In 1991, the Wisconsin Department of Natural Resources established a Special Well Construction Area (SWCA) to control private well construction in areas of groundwater contamination. This area is commonly referred to as the Well Advisory Area or District.

Town residents are concerned about the environment. The Town's environment is seen as communal property to be protected and respected by all residents. As history has shown, the violation of the environment by a single entity can easily affect all residents.

Town authorities are committed to the protection of the Town's environment and natural resources through wise land use decisions that will prevent potential problems. While land use activities are inevitable, development should be undertaken with environmental concerns addressed in all planning.

Stormwater Management

Stormwater Management is intimately linked to environmental conservation. The most effective and efficient method of controlling stormwater runoff and its associated erosion and sedimentation is the use of natural systems for storage and filtration. Using these principles:

1. No development should occur on floodplain areas;
2. No filling of wetlands or obstructions of natural drain ways shall be permitted;
3. No drainage from development should be channeled directly into an existing lake or stream;
4. Development should conform to the natural contours of the land to the maximum extent feasible so as to control runoff; and
5. Site plan control shall be exercised by adjacent municipalities so as to:
    a. Eliminate large-scale cut and fill operations;
    b. Curtail excessive runoff during construction; and
    c. Keep the maximum amount of natural vegetation possible.

In addition, those areas identified as drainage corridors shall be designated as natural conservation corridors. The wetlands, swales, streams and lakes are not to be disrupted in their function of storing, filtering and eventually releasing stormwater. These spaces can then serve their hydraulic function while providing scenic areas, wildlife habitat, and community open space. The township will explore ways to create more areas of permeation to help solve stormwater and runoff problems.

Floodplains

A floodplain is a low area of land adjacent to a stream or other watercourse that is subject to flooding and holds the overflow of water during a flood. They are often delineated on the basis of the 100-year storm event—the area that would be covered by water during a flood so big it only happens (theoretically) every 100 years. However, flooding can occur in any year. For that reason, development should not occur in drainage ways and floodplains because they serve as stormwater runoff systems and flood mitigation landscape features.

Counties, cities, and villages are required to adopt reasonable and effective floodplain zoning ordinances in order to participate in the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program. FEMA has designated flood hazard areas along many surface water resources. The importance of respecting floodways and floodplains is critical in terms of planning and development. Ignoring these constraints can cause serious problems relating to property damage and the overall safety of residents.

Environmental Corridors

Environmental corridors refer to areas that contain groupings of natural resource features. Areas of concentrated natural resource activity ("rooms"), such as wetlands, woodlands, prairies, lakes, and other features, become even more functional when linked by environmental corridors ("hallways"). If corridor resource features are mapped, they can depict linear spaces.

Fish and wildlife populations, native plant distribution, and even clean water all depend on movement through environmental corridors. For example, wildlife populations isolated in one wooded location can overpopulate, die out, or cause problems for neighbors if there are not adequate corridors to allow the population to move about freely. Over 70% of all terrestrial wildlife species use riparian corridors, according to the USDA Natural Resources Conservation Service (NRCS).

Light, Air, and Noise

Lighting ordinances recognize the benefits of appropriate outdoor lighting and can provide clear guidelines for installation, helping to maintain and compliment a community's character. Improper night lighting or light pollution affects the night sky anywhere improperly shaded nighttime outdoor lights are used.

The most common air pollutants (dust, pollen, fuel fumes, ash, etc.) come from industrial, automotive, and agriculture sources and this includes odors. Burn barrels are local contributors to air pollution too.

A number of land uses can contribute to noise pollution, such as train whistles, vehicle noise from highways, or airport noise. Repetitive excessive noises like those from boom cars, loud stereos, powered lawn and garden equipment, and construction activities have been shown to have serious health consequences (e.g., tinnitus, balance problems), not to mention problems between neighbors.

Air Quality

The Wisconsin DNR classifies the La Crosse Metropolitan Area as an air quality attainment area. This designation means the area is not in violation of any air quality regulations. Because land use densities and configurations can both positively and negatively affect air quality, these must be carefully considered in the future to maintain the region's good air quality. As the County's population grows and more people and goods use the highways, attention will need to be focused on automobile and truck emissions' impact on air quality. Additionally, agricultural and industrial land uses can significantly impact air quality and should be carefully monitored as well.

Wildlife

Biodiversity is the full spectrum of life forms and the many ecological processes that support them. Protecting the biodiversity is essential to core values such as maintaining clean air and water, providing adequate habitat for the state's flora and fauna, maintaining a vibrant economy and providing recreational opportunities. Protecting biodiversity depends on the sustainability of diverse ecosystems, such as the mosaic of forests, agricultural lands,

grasslands, bluffs, coastal zones and aquatic communities present in Wisconsin. It also depends upon the conservation of each ecosystem's basic components – the natural communities, plants and animals within them. Ecosystems contain a variety of species that are unique in some way and provide value to the diversity of the individual ecosystem and the state overall. It is important to view biodiversity at all levels to ensure the adequate conservation of Wisconsin's environment.

At the broadest scale, the State of Wisconsin is divided into distinct "ecological landscapes" based on unique combinations of physical and biological characteristics that make up the ecosystems, such as climate, geology, soils, water, or vegetation. They differ in levels of biological productivity, habitat suitability for wildlife, presence of rare species and natural communities, and in many other ways that affect land use and management.

Natural Communities

Natural communities are combinations of native plants and animals that are regularly found together in particular settings. In each natural community, the plants, animals, geology, natural processes, water, and many other factors are related in somewhat predictable ways that allow us to classify and name these communities.

Campbell has two nature preserves protected with the Mississippi Valley Conservancy called Black River Bottoms and an area north of Hiawatha Avenue. Black River Bottoms is a 52-acre property near the confluence of the Mississippi, Black, and La Crosse Rivers. As part of the Mississippi River Flyway, the property provides an important stopover for migratory birds. The property is currently accessible only by water. The area north of Hiawatha Avenue consists of shoreland and island property.

Eight State Natural Areas (SNAs) exist in La Crosse County. These are formally designated sites devoted to scientific research, the teaching of conservation biology, and the preservation of natural values and genetic diversity for future generations. The SNAs in La Crosse County include Berg Prairie and Billy Goat Ridge, Great River Trail Prairies, Holland Sand Prairie, La Crosse River Trail Prairie, Midway Railroad Prairie, Northeast Coulee Oak Woodland, Van Loon Floodplain Forest, and Van Loon Floodplain Savanna. The Mississippi Valley Conservancy also protects properties as nature preserves in La Crosse County including: Apple Valley Bluff, Fish Creek Tract, Greens Coulee-Savanna Oaks, La Crosse Blufflands, La Crosse River Conservancy, and New Amsterdam Grasslands.

Two WDNR Public Wildlife Recreation Land resources are found in La Crosse County. Van Loon Wildlife Area is approximately 4,000 acres and is located northwest of Holmen. Coulee Experimental Forest is located near Bangor and contains 3,000 acres.

Another significant open space and environmental corridor in the region is the Upper Mississippi River National Wildlife and Fish Refuge. The refuge was established in 1924 and is one of the country's largest and most visited refuges with 3.5 million visitors annually. Lake Onalaska is part of this refuge, which hosts more than 265 species of birds, 57 species of mammals, 35 species of reptiles and amphibians, and more than 100 species of fish. The entire refuge encompasses nearly 200,000 acres and is over 260 miles long. From La Crosse County the refuge can easily be accessed by paddlers and birdwatchers from the Brice Prairie

Landing or Lytle's Landing; by hikers and bikers from the Great River Trail; and by wildlife viewers from Midway.

Endangered Species

Plant and animal species are considered one of the fundamental building blocks of ecological landscapes and biodiversity. The presence of one or more rare species and natural communities in an area can be an indication of an area's health and ecological importance and should prompt attention to conservation, management and restoration needs. Protection of such species is a valuable and vital component of sustaining biodiversity.

While the conservation of plants, animals and their habitat should be considered for all species this is particularly important for rare or declining species. An endangered species is one whose continued existence is in jeopardy and may become extinct. A threatened species is one that is likely, within the foreseeable future, to become endangered. A special concern species is one about which some problem of abundance or distribution is suspected but not yet proven. The main purpose of the special concern category is to focus attention on certain species before they become endangered or threatened. Remaining examples of Wisconsin's intact native communities are also tracked but not protected by the law. Natural communities capture much of our native biodiversity and provide benchmarks for future scientific studies.

Both the state and federal governments prepare their own separate lists of such plant and animal species but do so working in cooperation with one another, as well as with various other organizations and universities. The WDNR's Endangered Resources Program monitors endangered, threatened, and special concern species and maintains the state's Natural Heritage Inventory (NHI) database. This program maintains data on the locations and status of rare species in Wisconsin and these data are exempt from the open records law due to their sensitive nature.

The Wisconsin Endangered Species Law was enacted to afford protection for certain wild animals and plants that the Legislature recognized as endangered or threatened and in need of protection as a matter of general state concern. It is illegal to

1) take, transport, possess, process or sell any wild animal that is included on the Wisconsin Endangered and Threatened Species List;

2) process or sell any wild plant that is a listed species;

3) cut, root up, sever, injure, destroy, remove, transport or carry away a listed plant on public lands or lands a person does not own, lease, or have the permission of the landowner. There are exemptions to the plant protection on public lands for forestry, agriculture and utility activities. In some cases, a person can conduct the above activities if permitted under a Department permit (i.e., "Scientific Take" Permit or an "Incidental Take" Permit).

The Federal Endangered Species Act (http://endangered.fws .gov/esa.html) also protects animals and plants that are considered endangered or threatened at a national level. The law prohibits the direct killing, taking, or other activities that may be detrimental to the species, including habitat modification or degradation, for all federally listed animals and designated

critical habitat. Federally listed plants are also protected but only on federal lands. Implementation of the Endangered Species laws is usually accomplished during the state permit review process but is ultimately the responsibility of a project proponent and property owner to ensure that they are not in violation of the laws.

Wildlife Habitat and Threatened and Endangered Species

The Wisconsin Natural Heritage Inventory program's database was used to determine the status and distribution of endangered resources and to learn what species or natural communities may exist within the Town of Campbell. Campbell may contain one or more species whose location(s) are considered to be more sensitive than most species that are tracked. Therefore, the location(s) cannot be disclosed to a level more detailed than county. For non-WDNR staff, more detailed information is available only through a formal licensing agreement. For more information, contact the Endangered Resources Planning and Protection Specialist at the WDNR.

Campbell may contain sensitive elements. Sensitive element locations are listed by zones determined by the WI DNR. Campbell forms a part of a county that contains sensitive elements but may not necessarily contain all sensitive elements listed here.

Table 5.1 Campbell - Rare Species and Wildlife Habitats

Group	Scientific Name	Common Name
Bird	*vireo bellii*	Bell's vireo
Bird	*haliaeetus leucocephalus*	Bald eagle
Invertebrate	*gastrocopta*	Wing snaggletooth
Invertebrate	*nicrophorus americanus*	American burying beetle
Invertebrate	*neurocordulia molesta*	Smoky shadowfly
Invertebrate	*plethobasus cyphyus*	Bullhead
Invertebrate	*stylurus notatus*	Elusive clubtail
Invertebrate	*tritogonia verrucosa*	Buckhorn
Herptile	*emydoidea blandingii*	Blanding's turtle
Fish	*anguilla rostrata*	American eel
Fish	*aphredoderus sayanus*	Pirate perch
Fish	*cycleptus elongatus*	Blue sucker
Fish	*marcrhybopsis stotrtiana*	Silver chub
Fish	*moxostoma carinatum*	River redhorse
Fish	*notropis taxanus*	Weed shiner
Fish	*etheostoma*	Mud darter
Fish	*etheostoma clarus*	Western sand darter
Fish	*hiodon alosoides*	Goldeye
Fish	*ictiobus niger*	Black buffalo
Fish	*macrhybopsis aestivalis*	Shoal chub
Fish	*notropis amnis*	Pallid shiner
Fish	*opsopoeodus emiliae*	Pugnose minnow
Plant	*potamogeoton vaseyi*	Vasey's pondweed

Source: Wisconsin Natural Heritage Inventory 2019

Soil Types

Campbell is the only Town in La Crosse County in which agricultural use is not a major planning factor, either now or in the future. Therefore, the evaluation of soils for their agricultural suitability is somewhat of a moot point. Small-scale home gardeners either use highly modified urban soils, with topsoil brought in from an outside source, or can devote the time and attention necessary to nurture produce from soils a larger farm operation would find marginal in productivity. In the past French Island did support an active farm economy.

The Town of Campbell soils all share sand as a parent material. Suitability for traditional commercial agriculture is generally limited, with coniferous tree plantations being a recommended use for similar soils in less intensely urbanized locations than Campbell.

Natural Features

The beautiful Mississippi River, Black River, and Lake Onalaska allow for scenic views and natural enjoyment. Red Oak Ridge, a large island within Lake Onalaska, is a scenic feature that many people enjoy. The Frog Pond and surrounding lagoon is a natural conservation area that school children are able to visit and make nature observations for educational purposes.

Cultural Resources

The purpose of this section is to inventory and support the management of cultural resources in the Town of Campbell. Many communities often ignore cultural and historic resources in order to deal with "real" issues facing their community. However, the proper appreciation of these assets is vital to the long-term success of a community. Respecting and utilizing these available resources increases the overall quality of life and provides opportunities for tourism.

Determining what defines cultural and historic resources has been left open to some interpretation. For the purpose of this report, historic resources include historic buildings and sites (as identified by the National Register of Historic Places), museums, churches, cemeteries, old country schools, and other buildings deemed appropriate by the community. The information presented here is to serve as a guide to cultural and historic resources but is not inclusive.

Threats to Cultural Resources

Unfortunately, there are many threats to the cultural resources of a community. Whether it is development pressure, rehabilitation and maintenance costs, or simply the effects of time, it is often difficult to preserve the cultural resources in a community.

Historical Preservation Ordinances and Commissions

The establishment of a historical preservation ordinance and commission is one of the most proactive methods a community can take to preserve cultural resources. A historical preservation ordinance typically contains criteria for the designation of historic structures, districts, or places, and procedures for the nomination process. The ordinance further regulates the construction, alteration, or demolition of the exterior of a designated historic

site or structure. Contact the Wisconsin Historical Society's Division of Historic Preservation for more information.

A community with a historic preservation ordinance may apply for Certified Local Government (CLG) status, with the Wisconsin State Historical Society. Once a community is certified, they become eligible for:

- Matching sub-grants from the federal Historic Preservation Fund,
- Use of Wisconsin Historic Building Code,
- Reviewing the National Register of Historic Places nominations allocated to the state.

Churches

Churches historically have had a significant impact on the culture of a community. They can be used as places where rural residents gather to discuss important issues in their community.

Cemeteries

Cemeteries are identified as prominent historic and cultural resources. They can provide an historic perspective of an area, providing the names and ethnicities of previous residents. The Community Facilities map locates the only cemetery on French Island.

Architecture and History Inventory

The Architecture and History Inventory (AHI) is a collection of information on historic buildings, structures, sites, objects, and historic districts throughout Wisconsin. The Wisconsin Historical Society's Division of Historic Preservation maintains the inventory. The AHI consists of written text and photographs of each property, which document the property's architecture and history. Most properties became part of the inventory as a result of a systematic architectural and historical survey beginning in the 1970s. Caution should be used as the list is not comprehensive and some of the information may be dated, because some properties may have been altered or no longer exist. Due to cutbacks in funding, the Historical Society has not been able to properly maintain the database. In addition, many of the properties in the inventory are privately owned and are not open to the public. Inclusion of a property conveys no special status, rights or benefits to the owners. Contact the Wisconsin Historical Society for more information about the inventory.

Historic Resources

Table 5.2 Campbell - Architecture and History Inventory

Historic Name	Location	Resource Type
Canadian Pacific Railroad Lift Bridge	E. of Bainbridge St. over Black River	
House	126 Caroline St.	Bungalow, balloon frame, stucco, 1925c
Hotel/motel	133 Caroline St.	Side-gabled, balloon frame, clapboard, 1880c
House	1914 Lake Shore Dr.	Quonset, balloon frame, asbestos, 1935c
La Crosse Municipal Airport	North end of Fanta Reed Rd., French Island	Stylistic utilitarian building, masonry,

		concrete, 1945c
Upper French Island School	NE corner Lake Shore Dr./Plainview Rd.	Bowstring truss, brick, 1925
French Island Cemetery	Fanta Reed Rd. at Lake Shore Dr.	Cemetery, 1870c
House	1009 Hanson Rd.	Side-gabled, balloon frame, wood shingle,1930c
House	2830 Bayshore Dr.	Front-gabled, balloon frame, log, 1940c

Source: Wisconsin Historic Society's Architecture and History Inventory (AHI) database 2021

Archaeological Site Inventory (ASI)

The Archaeological Site Inventory (ASI) is a collection of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites throughout Wisconsin. The Wisconsin Historical Society's Division of Historic Preservation maintains the inventory.

Similar to the AHI, the ASI is not a comprehensive or complete list; it only includes sites that have been reported to the Historical Society. The Historical Society estimates that less than 1% of the archaeological sites in the state have been identified. Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from intentional disturbance. Contact the Wisconsin Historical Society for specific information about the inventory.

Related Agencies and Programs

Cultural

Wisconsin Historical Society

The Society serves as the archives of the State of Wisconsin. It collects books, periodicals, maps, manuscripts, relics, newspapers, and audio and graphic materials as they relate to Wisconsin. It maintains a museum, library, and research facility in Madison, as well as a statewide system of historic sites, school services and area research centers. It administers a broad program of historic preservation and publishes a wide variety of historical materials, both scholarly and popular. The historical society can also provide assistance for various state and federal programs.

National Park Service

The National Park Service administers the National Register of Historic Places. In addition to honorific recognition, listing in the National Register provides:

- Consideration in planning for Federal, federally licensed, and federally assisted projects,
- Eligibility for certain tax provisions,
- Qualification for Federal grants for historic preservation when funds are available.

National Trust for Historic Preservation

The National Trust for Historic Preservation is a nonprofit organization with more than 200,000 members. The Trust provides leadership, education, and advocacy training to support efforts to save America's historic places.

Wisconsin Trust for Historic Preservation (WTHP)

The WTHP, established in 1986, is a private non-profit organization dedicated to the preservation of the historical, architectural, and archaeological heritage of Wisconsin. The Trust advocates for legislation and policies designed to encourage statewide historic preservation. Examples of some of the programs they initiate are:

Wisconsin Main Street Program

A comprehensive program designed to revitalize designated downtowns and give new life to historic business districts.

Heritage Tourism Initiative

The Heritage Tourism Initiative has helped develop grassroots heritage tourism organizations by encouraging Wisconsin communities to use their unique features to tap into the mushrooming heritage tourism market -- and protect that heritage at the same time.

Natural Resources

There are a number of available state and federal programs to assist with agricultural, natural, and cultural resource planning and protection. Below are brief descriptions of various agencies and programs. To find out more specific information or which program best fits needs, contact the agency directly.

Wisconsin Department of Natural Resources (WI-DNR)

The Department of Natural Resources is dedicated to the preservation, protection, effective management, and maintenance of Wisconsin's natural resources. It is responsible for implementing the laws of the state and, where applicable, the laws of the federal government that protect and enhance the natural resources of our state. It is the one agency charged with full responsibility for coordinating the many disciplines and programs necessary to provide a clean environment and a full range of outdoor recreational opportunities for Wisconsin citizens and visitors. The Wisconsin DNR has a number of programs available ranging from threatened and endangered species to water quality to parks and open space to wetlands. The DNR is available to provide information on endangered and threatened species. See their website for the Endangered Resources (ER) Program at http://www.dnr.state.wi.us/org/land/er/ or contact the Program at 608/266–7012.

The Bureau of Community Financial Assistance (CFA) administers grant and loan programs, under the WI-DNR. Financial program staff works closely with local governments and interested groups to develop and support projects that protect public health and the environment and provide recreational opportunities.

Wisconsin Department of Trade and Consumer Protection (DATCP)

The Wisconsin Department of Trade and Consumer Protection inspects and licenses more than 100,000 businesses and individuals, analyzes millions of laboratory samples, conducts hundreds of hearings and investigations, educates businesses and consumers about best practices, adopts rules that have the force of law, and promotes Wisconsin agriculture at home and abroad. Specifically, DATCP has two divisions that relate directly to the agriculture and natural resource section of the comprehensive plan. The Environmental Division focuses on insects, land and water, as well as plants and animals. The Agricultural Division focuses on animals, crops, agricultural, land, and water resources.

Wisconsin Natural Resource Conservation Service (NRCS)

The Natural Resources Conservation Service is the federal agency that works with landowners on private lands to conserve natural resources. NRCS is part of the U.S. Department of Agriculture, formerly the Soil Conservation Service or "SCS." Nearly three-fourths of the technical assistance provided by the agency goes to helping farmers and ranchers develop conservation systems uniquely suited to their land and individual ways of doing business. The agency also assists other private landowners and rural and urban communities to reduce erosion, conserve and protect water, and solve other resource problems.

Environmental Protection Agency (EPA) Region 5

The Environmental Protection Agency is a federal agency of the United States government, responsible for regulating environmental pollution and environmental quality. The EPA has been one of the lead agencies within the United States Government on the climate change issue.

6. ECONOMIC DEVELOPMENT

GOALS

1. Continue to develop business and industry where appropriate to strengthen and diversify the tax base.
2. Create a strong local economy by meeting the needs of existing businesses, attracting new employers and promoting the creation of jobs.

OBJECTIVES

1. Explore funding opportunities through the use of T.I.F. districts and other mechanisms for funding opportunities, whether public or private.
2. Work to implement zoning that will encourage appropriate use of existing land for economic development.

POLICIES

1. Continue membership in organizations, such as La Crosse Area Development Corporation and the La Crosse Area Chamber of Commerce, which promote commercial and retail development.
2. Continue to cooperate with all entities involved in promoting Economic development through meeting the needs of all aspects of transportation, utilities and education.
3. Create an environment that will encourage cooperation and a positive attitude between businesses and residents that will be of mutual benefit.

Existing Conditions

This chapter contains a compilation of background information required for the comprehensive plan. At the end of the chapter are goals, objectives, policies and recommended programs to attract and retain businesses that are consistent with the overall land use and environmental objectives of the community. As required by Wisconsin Statutes §66.1001. (2)(f), this chapter includes an assessment of new businesses and industries that are desired in the Town, and assessment of the Town's strengths and weaknesses with respect to attracting and retaining businesses and industries, and an inventory of environmentally contaminated sites.

Economic Strengths and Weaknesses

The following strengths and weaknesses were identified by the Plan Commission during the preparation of the Campbell Comprehensive Plan. The Town would like to attract business and industries that are compatible with the Town's island character and proximity to I-90.

Table 6.1 Strengths and Weaknesses of the La Crosse Economy

Strengths	Weaknesses
Proximity to regional center (City of La Crosse)	Potential loss of Hiawatha Island tax rate

Multiple transportation mode (airport, barge, vehicular)	Uncertain future boundaries in 20 years
Low unemployment	Some areas of poor potable water quality
Great natural resource amenities	Areas of French Island prone to flooding
Interstate 90 and interchange	Close proximity to the City of La Crosse sometimes leads to disputes
Sound industrial job/tax base	
Good median family income	
Areas of good quality private wells	
Businesses now have the option of obtaining water from the La Crosse Water Utility and that should help promote commercial and industrial growth	

Labor Force Statistics

The Town's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to the 2018 ACS estimates, the total labor force (population 16 years and over) in the Town of Campbell was 3,818 in 2018. The percent of persons in the labor force was 68.1% of which 65.1% were employed and 31.4% were unemployed.

Table 6.2 Labor Force Statistics

	Population 16 years and over	Civilian Labor Force	Employed	Unemployment Rate	Armed Forces	Not in Labor Force
Town of Campbell	3,818	68.1%	65.1%	4.3%	0.5%	31.4%
La Crosse County	96,841	67.4%	64.6%	4.0%	0.1%	32.5%

Source: ACS 2014-2018

Economic Base

The La Crosse County economy is supported by many strong employers. Many of these employers are based in the La Crosse Metropolitan Area, but their employees come from all over the county and the region. The Table 6.3 outlines the top 10 employers in 2015.

Table 6.3 Top Employers in La Crosse County

Kwik Trip Inc.	1,000+
Gundersen Health System	1,000+
Mayo Clinic Health System	1,000+
Trane Inc.	1,000+
Reinhart Food Service	1,000+
Rottinghaus Company	1,000+

Source: La Crosse Area Chamber of Commerce 2015

University of Wisconsin-La Crosse	1,000+
Dairyland Power Cooperative	500-999
Bethany St. Joseph	500-999
Logistics Health, Inc.	500-999
City Brewery	500-999
School District of La Crosse	500-999
Western Technical College	500-999
Walmart	500-999
JF Brennan Company Inc.	500-999

Source: Data Axle Reference Solution 2021, Emsi 2021

Average Annual Wage

The average household income for the Town of Campbell is $74,336. This is below the County average household income at $80,850. Esri predicts in 2025 the average household income for the Town of Campbell will be $81,719. This is a 1% increase in a 5-year period.

Table 6.4 Town of Campbell Household by Income 2020

Household Income Base	Percent of Town
<$15,000	5.1%
$15,000-$24,999	9.6%
$25,000-$34,999	12.2%
$35,000-$49,999	13.3%
$50,000-$74,999	20.4%
$75,000-$99,999	15.2%
$100,000-$149,999	18.3%
$150,000-$199,999	3.1%
$200,000+	2.8%
Average Household Income	$74,336

Source: US Census 2010, Esri forecast 2020

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.”

As of January 2020, seven sites in the Town were listed on the Bureau for Remediation and Redevelopment Trading System (BRRTS). There are 5 sites listed on the BRRTS is located on I-90, 201 Sky Harbor Dr., I-90 EB, 2312 Bainbridge St., and 817 S. Bainbridge St. These are all closed spill sites. Closure means the DNR determined that a satisfactory environmental cleanup was completed and sent a case closure approval letter to the responsible party.

Employment Projections

The State of Wisconsin's Department of Workforce Development's "La Crosse County Workforce Profile" provides insight into the regional employment forecast for the County. This section illustrates employment forecasts for the La Crosse County area. Table 6.5 lists the top 10 occupations experiencing the fastest growth rates and the most job openings in La Crosse County. Many of the fastest growing occupations fall into either the "production" category or the "educational services" category, and there is a particular growth trend in business and financial operations and management occupations.

Table 6.5 Growing Occupations La Crosse County

Occupation	Change in Jobs 2015-2020	% Change in Jobs 2015-2020
Production	767	14%
Educational Instruction and Library	473	11%
Business and Financial Operations	366	14%
Personal Care and Service	298	15%
Healthcare Support	295	8%
Computer and Mathematical	251	19%
Management	181	6%
Architecture and Engineering	180	21%
Construction and Extraction	137	5%
Healthcare Practitioners and Technical	76	1%

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Information, Emsi Report 2020

Commercial and Industrial Building Trends

Table 6.6 outlines where the industrial and business parks are located in La Crosse County. The table also provides the size of the parks and land availability as of 2020. There are currently no industrial parks located in the Town of Campbell.

Table 6.6 La Crosse County Industrial Parks 2020

County	Community	Name of Site	Date	# of Acres	Acres Sold	Acres for Sale	Zoning	Utilities to Site	Year Utilities Installed	Absorp. Rate acres/yr.
La Crosse	V Bangor	Bangor Indus. Park	2003	80	15	65	Industrial	No	-	<5
La Crosse	V Holmen	Holmen Indus. Park	1975	50	50	0	Industrial	Yes	1975	< 5
La Crosse	V Holmen	N Star Bus. Park	1997	21.5	21.5	0	Commercial	Yes	1997	< 5
La Crosse	V Holmen	Holmen Bus. Park	2000	7	7	0	Commercial	Yes	2000	< 5
La Crosse	V Holmen	Cedar Crossing Ind. Park	1991	25	20	5	Commercial	Yes	1991	< 5
La Crosse	V Holmen	McGilvray Park	2017	30	5	25	Commercial	Yes	2017	<5
La Crosse	V Holmen	Kings Bluff Business Park Phase 1	2018	25	10	15	Light Industrial	Yes	2018	>5
La Crosse	V Holmen	Bluffview Business Park Phase 1	2019	40	12	28	Light Industrial	Yes	2019	>5
La Crosse	V Holmen	Bluffview Business Park Phase 2	2020	15	10	5	Commercial	Yes	2020	>5
La Crosse	V Holmen	Hawkeye Business Park	2020	40	5	35	Commercial	Yes	2020	>5
La Crosse	C La Crosse	Airport Indus. Park	1988	98	98	0	Industrial	Yes	1988	< 5
La Crosse	C La Crosse	Airport Interstate Park	1984	32	32	0	Industrial	Yes	1984	< 5
La Crosse	C La Crosse	Interstate Indus. Park	1970	92	92	0	Industrial	Yes	1970-83	<5
La Crosse	C La Crosse	Int'l Business Park	1998	77.8	41.67	36.13	Industrial	Yes	1998-99	5-10
La Crosse	C Onalaska	Valley Vue Bus. Park	1985	0.69	0	.69	Reg. Business	Yes	1985	<5
La Crosse	C Onalaska	Elmwood Bus. Ctr.	1992	15.86	0.69	15.17	Reg. Business	Yes	1992	<5
La Crosse	V West Salem	W. Salem Indus. Park	1972	60	60	0	Lt Indus.	Yes	1972	< 5
La Crosse	V West Salem	Lakeview Indus. Park	1997	160	75	85	Industrial	Planned	2000-01	< 5

Source: MRRPC 2020

Strengths and Weaknesses for Fostering Economic Growth

Fostering economic development is always challenging to rural towns due to lack of public sewer and water facilities and minimal institutional economic development resources. The Town of Campbell has these same deficiencies but is at an advantage as the Town is located near the regional business center (La Crosse).

It is important to view economic development in a larger or more regional context. The 2008 La Crosse County Comprehensive Plan identified the following strengths and weaknesses of the La Crosse Economy:

Strengths

- Regional center
- Access to multiple transportation mode
- Low unemployment rate
- Great natural amenities
- Available land and building space
- High quality of life
- Educated and diverse workforce
- Topography and geography of the area
- Higher education opportunities
- Healthcare and medical facilities options
- Strong, diverse manufacturing base
- Diversity
- Regional economic base separate from larger population centers (Twin Cities, Milwaukee, Madison)

Weaknesses

- Lack of cooperation between communities
- Infrastructure limitations
- Isolation from larger population centers (Twin Cities, Milwaukee, Madison)
- Topography and geography of the area
- Per capita income I below the State average
- Property tax system encourages sprawl

Coronavirus Impact Planning

In addition to its impact on public health, coronavirus disease 2019 (COVID-19) has caused a major economic shock. The nation has experienced the highest rates of unemployment since the Great Depression. La Crosse County had its highest unemployment rate in April 2020 at 12.3% while the State was at 13.6%.

The Town of Campbell is home to 98 businesses employing 1,066 individuals (2014-2018 American Community Survey). In the midst of the pandemic, 92% of residents have access to internet at home allowing the option for virtual work and schooling options. 59% of the Town of Campbell are ages 18 to 64.

Potential individuals in the at-risk category for health and economic impacts of COVID-19 (*based on Esri 2020 forecasts key indicators*) include:

- 1,073 individuals based on age (65+)
- 5.7% of individuals have no health insurance
- 77 households within the community are without a registered vehicle
- 481 households have an individual with a disability
- 102 households below the poverty line

Various organizations have created grants and programs for Coronavirus Aid, Relief, and Economic Security (CARES Act Funding). These organizations include but are not limited to:

- Coulee Cap
- Hmong Wisconsin Chamber of Commerce
- U.S. Department of Agriculture – Rural Development
- U.S. Economic Development Organization
- U.S. Small Business Administration
- Wisconsin Economic Development Organization
- Wisconsin Small Business Development Center
- Wisconsin Women's Business Initiative Corporation

County Regional, and State Economic Development Programs

Numerous county, regional and state economic development programs apply to the Town of Campbell. The following is a list of selected programs that could be beneficial to economic development in the Town of Campbell.

County Programs

- La Crosse Business Fund

Regional Programs

- Western Wisconsin Technology Zone
- Federal Economic Development Administration (EDA) programs administered through Mississippi River Regional Planning Commission (ex. Public Works and Economic Development Programs, Economic Adjustment Program, etc.)

State Programs

- Coronavirus Aid, Relief, and Economic Security Act (CARES) Funding
- Wisconsin Department of Transportation Local Transportation Enhancements Program (TE)
- Wisconsin Department of Transportation Local Transportation Economic Assistance Program (TEA)
- Value Added Dairy Initiative (Grow Wisconsin)
- Wisconsin Department of Commerce Enterprise Development Zone Program
- Wisconsin Department of Commerce Rural Economic Development Program
- Wisconsin Department of Commerce Entrepreneurial Training Grant
- Wisconsin Economic Development Corporation (WEDC) Programs (Business Attraction, Export, Entrepreneur etc.)

7. INTERGOVERNMENTAL COOPERATION

GOALS
1. Cooperate with other units of government around Campbell to obtain the highest quality service for township residents in the most cost-effective manner possible. 2. Maintain boundary agreement. 3. Maintain Campbell as a self-governing unit. 4. Maintain and build strong relationships with neighboring communities through participating in area community agreements, contracts, programs, and discussion groups.
OBJECTIVES
1. To work with neighboring communities to lower the cost of providing services for township residents. 2. To identify any areas of disagreement or concern and make a concerted effort to resolve differences to the mutual benefit of the township and other entities
POLICIES
1. Continue to encourage a cooperative, working relationship with area communities to promote business opportunities in Campbell and the surrounding areas. **2.** Maintain and increase opportunities for resident involvement.

Existing Conditions

Many cities, towns, villages, and counties begin cooperative arrangements to lower costs and promote efficiency. Most arrangements involve only two governmental units, but there are also agreements among multiple units. Intergovernmental cooperation may range from formal joint power agreements to unwritten understandings. Two communities may have an unwritten agreement about sharing road repair equipment, or a cluster of cities and towns may have a written agreement concerning snow removal, economic development, fire, or EMT services. The opportunities for intergovernmental cooperation are endless.

Intergovernmental cooperation is an effective way for local governments to respond to changing and diverse needs by working together with their neighbors, while maintaining their own identity. If an agreement can be reached among two or more units of government, services can often be provided with substantial cost savings. Cooperation can also eliminate unnecessary duplication of services or purchasing of equipment.

Successful implementation of the recommendations of a comprehensive plan involves a complex set of intergovernmental factors. The Town cannot achieve a common vision on its own. First, the vision extends beyond its existing boundaries into areas for which other units of government also have visions, and usually more authority. Second, even within its boundaries, other units of government have substantial influence (e.g., county, schools, state

highways, etc.). Often coordination with other units of government is the only way, or the most effective way, to solve a problem or achieve an objective.

Town of Campbell

The Town, located on French Island, is bordered by the City of La Crosse. Over the years, an oftentimes contentious relationship has existed with the City, stemming primarily from annexation and water service issues. Presently, a twenty-year boundary agreement exists that has caused the tension between the jurisdictions. This boundary agreement ends January 1st, 2025.

La Crosse County

The Town of Campbell has been included in County Plans (comprehensive, transportation, outdoor recreation). The Town will submit this Comprehensive Plan for inclusion in the County's Comprehensive Plan.

Regional Planning Jurisdiction

Mississippi River Regional Planning Commission (MRRPC)

Campbell is located within the Mississippi River Regional Planning Commission's (MRRPC) jurisdiction. The MRRPC prepares and adopts regional or county-wide plans and represents Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon counties. The RPC was established to:

- Carry out comprehensive and intergovernmental planning;
- Have jurisdiction throughout the nine-county area, including incorporated and unincorporated areas;
- Meet area-wide requirements so local jurisdictions could receive federal grants;
- Provide an organization to receive federal grants

Services provided by MRRPC include:

- Comprehensive planning
- Open space, recreational and environmental planning
- Economic development
- Demographic information and projects
- Technical assistance to local governments
- Geographic information services

MRRPC's planning documents and profiles that relate to La Crosse County include:

- The MRRPC Comprehensive Economic Development Strategy, 2017;
- The MRRPC Economic Development Program, 2000; and
- All Hazards Mitigation Plan, 2020.

Metropolitan Planning Organization (MPO)

The La Crosse Area Planning Committee (LAPC) is the Metropolitan Planning Organization (MPO) for the La Crosse/La Crescent urbanized area. The LAPC is required to develop a transportation plan with a 20-year-or-more planning horizon that includes "both long-range and short-range strategies/actions that lead to the development of an integrated intermodal transportation system that facilitates the efficient movement of people and goods." *Beyond*

Coulee Vision 2040 is the long-range transportation plan for the MPO and it includes land use and transportation goals for the MPO planning area.

The LAPC is required to update the long-range transportation plan every five years. The next plan update will occur in 2025. To assist in future plan updates, it is being requested of local units of government that when updating their comprehensive plan, they include an analysis of the LAPC planning goals. The analysis will aid the LAPC in developing/modify goals that reflect the desires of the local units of government in the MPO planning area. The analysis can be found in the Appendix.

State and Federal Agency Jurisdictions

There are many state and federal agencies that affect planning in La Crosse County and the Town. The Wisconsin Department of Transportation (DOT) District 5 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) also has a prominent role in the County because of the many DNR-owned land and facilities that are located here. The University of Wisconsin Extension office is located in the City of La Crosse and serves as an educational resource for County residents. The U.S. Fish and Wildlife Service maintains a presence in the County because of the Upper Mississippi River National Wildlife and Fish Refuge. The U.S Army Corps of Engineers also maintains a presence in the County because of their ownership and management of locks and dams along the Mississippi River, which borders the western edge of the County. The County and its local units of government recognize the importance of working with these state and federal agencies and are committed to continuing an ongoing dialogue with these agencies, both during and after the development of this Comprehensive Plan.

School Districts

The Town has enjoyed a good working relationship with the La Crosse School District and expects to continue to in the future. No known conflicts have been identified.

Existing or Potential Conflicts and Conflict Resolution

As mentioned above, long-time contentious issues with the City of La Crosse are being addressed through a boundary agreement. The best method to address issues (i.e., water service) is through continued open discussion of concerns. Boundary agreements/intergovernmental service agreements are suggested instruments and processes to resolve conflicts.

8. LAND USE

GOALS
1. Encourage controlled growth to achieve a desired mix of land use. 2. Provide for orderly land development. 3. Minimize conflicting land uses. 4. Set aside or plan to redevelop areas for commercial, and/or industrial (light or heavy) use to maintain a varied tax base.
OBJECTIVES
1. Partner with La Crosse County to rezone areas for appropriate use. 2. Work to develop and maintain a consistent zoning policy.
POLICIES
1. Create a subdivision ordinance. **2.** Ensure that new developments are compatible with and complementary to surrounding land uses.

Existing Conditions

The Land Use Element was prepared pursuant to Section 66.1001 of the Wisconsin Statutes. Section 66.1001 requires this element to include a compilation of objectives, policies, goals, maps and programs to guide the future development of public and private property. Further, the element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land use conflicts. The element shall also contain projections based on background information, for 20 years, including five-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands, and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities will be provided in the future and the general location of future land uses by net density or other classifications.

Existing Land Uses

The Town of Campbell is currently located entirely on French Island and a companion smaller island called Hiawatha Island. There are at least two other uninhabited islands that are included within the boundaries of the Town. Collectively the term “French Island” is commonly used to refer to anywhere in the Town. The northeast one-third of French Island is occupied by the La Crosse Municipal Airport and is incorporated into City of La Crosse. The

airport property originally included additional land that has been divided and sold into industrial lots. These too are incorporated into La Crosse. Near the south boundary of the airport is the large Ace Hardware distribution center, also within the City of La Crosse. The west boundary of the airport is Lakeshore Drive that lies within the Town. It is designated as CTH BW. Single family, detached, residential use lies west of Lakeshore Drive in the Town. As in much of the Town, some of the residences are older houses, many of which were built as summer cottages and gradually converted to year-round residences over the years. Other houses are less than 10 years old. Most of the newer residential development lies north of Interstate 90 with the newest major subdivision activity occurring west of lakeshore and south of Plainview.

The Town has been urbanized south of I-90 for a longer period. Although the predominant residential occupancy is in single-family homes, there are scattered multi-unit residential buildings. The largest concentration of these is on Caroline and La Crescent Streets, between Elm Street and Tellin Court. Other multi-unit dwellings are found on Bainbridge Street, and in scattered locations elsewhere in the southern part of the island. The most significant area of industrial use within the Town is located on Bainbridge, south of Usher Street. Here the unique combination of commercially navigable river access and main line railroad access makes the location the most desirable in the overall La Crosse urban area for "heavy" industry that requires rail or water transport. A disadvantage to this location is its distance from I-90. Truck traffic generated by the industry on the south end of the island must travel north/south on Bainbridge (CTH B) to reach the interstate.

The Current Land Use Map 6 can be found in the Appendix.

Land Assessment

The majority of land (74%) in the Town of Campbell is Class 1 Residential. This is an urbanized area, no longer suited for farming and limited forest lands. The remaining land is divided between commercial, manufacturing, and forest lands. Table 8.1 shows total acreage by land classification. The most valuable land is Class 1 Residential with a land and improvements value of $280,747,300.

Table 8.1 Town of Campbell Land Assessment

Real Estate	Parcel Count		# of Acres
	Total Land	Improvements	
Residential - Class 1	1,764	1,601	603
Commercial - Class 2	114	79	190
Manufacturing - Class 3	1	1	1
Agricultural - Class 4	0		0
Undeveloped - Class 5	0		0
Agricultural Forest - Class 5m	0		0
Forest Lands - Class 6	4		25
Other - Class 7	0	0	0

Total - All Columns	1,883	1,681	819
Source: Wisconsin Department of Revenue, Bureau of Equalization, 2020			

The Equalized Value is the estimated value of all taxable real and personal property in each taxation district by class of property. Table 8.2 below shows the equalized values for the Town of Campbell below.

Table 8.2 Town of Campbell Merged Equalized Values

Real Estate Classes	Land	Improvements	Total
Residential	99,716,900	230,908,700	330,625,600
Commercial	13,393,900	42,568,100	80,800
Manufacturing	-	-	-
Agricultural	-	-	-
Undeveloped	-	-	-
Ag Forest	-	-	-
Forest	70,000	-	70,000
Other	-	-	-
Real Estate Totals	**113,225,300**	**273,513,100**	**386,738,400**
Source: Wisconsin Department of Revenue, Bureau of Equalization, 2020			

Land Use Supply

The major areas of vacant land available for development are:

• Infill in the industrial area on the south end of the island. Although much of this area is currently occupied by bulk storage of pig iron, road salt, liquid products, and steel, a major development could be accommodated with rearrangement of the existing facilities. We would like to see this area redeveloped from residential into more commercial/light industrial as homes on the far south end of the island continue to fall into disrepair.

• The open tract of land at the west end of the Sky Harbour commercial development currently used for a ball field is privately owned and available for economic development makes it feasible. This potential development is designed in the plan as commercial.

• The open land at the west end of Lakeshore Drive, known as the Baumgartner Addition, is designed in the plan as residential, 7,500 sq. ft. lots, with emphasis on single-family dwellings and multi-family residential units.

			Area in Square Miles		
	Population	Housing Units	Total Area	Water Area	Land Area
Town of Campbell	4,511	2,247	12.57	8.73	3.84
La Crosse County	118,016	51,026	43,479	27.18	452.74

Source: ACS 2017

Land Use Demand

Most of the Town of Campbell (French Island) is currently developed. Economic growth on the island will primarily be in the form of development on the few remaining vacant parcels and redevelopment of underdeveloped lands.

Land Prices

A sampling of real estate listings indicates vacant land prices averaging $35,000 for a 0.25-acre lot.

Redevelopment Opportunities

Due to the recent availability of public water, the area along Sky Harbor Drive offers the greatest opportunity for redevelopment. The Town would like to rezone areas for multi-use residential commercial zones.

Future Land Use Plan

Updates to the land use map include everything south of Goddard St. and all the way west to the river be converted to Mixed-Use. The area next to Kwik Trip is a desired area to be filled and utilized as a park/kayak/canoe launch site. The Future Land Use Map 7 can be found in the Appendix.

Coulee Vision Land Use and Transportation Goals and Guiding Principles

Land Use
Housing and neighborhoods in the City of La Crosse will attract new investment and more residents, especially through renovation and enhancement of existing housing stock.
Senior housing options will continue to expand, and new housing intended for residents who remain mobile and active should be located within a 10-minute walk of retail and services.
New housing will continue to include a range of housing types and lot sizes, including a priority on single family lots smaller than 1/2-acre.
The region places a high priority on infill development to enhance the utilization of existing urban infrastructure and enhance the concentration of uses so that more residents are within a 10-minute walk of their daily retail needs.
New buildings and development areas will often include a mix of uses.
Towns, villages and cities will pursue and approve boundary agreements that allow some growth in unincorporated areas.
Source: Coulee Vision 2040 – A Vision for the La Crosse – La Crescent Area

9. IMPLEMENTATION

The comprehensive plan has been prepared to present a vision of the Town of Campbell and what that will mean in terms of population growth, land development, and infrastructure development. This vision simply identifies an intention—a statement of what the Town would like to achieve. But this statement says very little about how it can be achieved. This element is intended to provide a link between the vision and the reality. That link is in the various implementation strategies that can be used to translate the plan into action.

Role of Implementation

It has been said that a plan is only as good as its implementation. The people of Campbell have worked hard to develop this plan as a vision of their future. Whether or not that vision is realized depends upon the degree to which the elements of the plan are put into place by the local government.

Local governmental bodies (elected and appointed) make decisions that determine whether or not the plan can be realized. All of this affects how the plan relates to the future development of the Town. Over the twenty-year life of the plan, hundreds of decisions will be made which will impact its success. Therefore, it is important that each of these decision-making bodies accepts the basic recommendations of the plan and makes decisions and recommendations based upon it.

This element looks at those tools already in place to help decision-making bodies in their work. It should be stated at the outset that the plan can be implemented using existing tools and regulations. No new laws or regulations are required in order for the plan to be realized. What is required is the commitment of all of the decision-making units to the ideals of the plan.

Management of Growth and Change

In lay terms, "growth" relates to the size of a community, measured by many different dimensions. "Change" relates to the character of a community, also measured by many different dimensions. Growth can influence change. Change can occur without growth, even with negative growth (e.g., loss of population).

The management of growth and change has been defined in a publication of the Urban Land Institute as: *"The utilization by government of a variety of traditional and evolving techniques, tools, plans, and activities to purposefully guide local patterns of land use, including the manner, location, rate, and nature of development."*

Implementation Strategies

To purposefully guide the management of growth and change requires a clear vision of what the community desires to be in the future. This vision is elaborated in this comprehensive plan. Achieving the vision, or implementing the plan, almost always requires a community to take a "proactive" position rather than a "reactive" position. However, both proactive and

reactive positions must be carried out within the parameters of federal and state constitutional law, and pursuant to local municipal ordinances or duly established procedures.

Plan Administration

An effective planning program should be continually reviewed and updated to reflect the processes of actual development and the changing attitudes and priorities of the community. Resource information should be gathered and studied to determine trends and reevaluate projections, forecasts and plans. In five years, the comprehensive plan should be reviewed in depth to make any necessary policy and recommendation changes in relation to the direction and character of community development at that time.

The plan is based on variables that are dynamic and whose future direction cannot always be accurately predicted. Accordingly, such variables as population and urban development characteristics should be periodically compared against the plan's assumptions and recommendations (at least every 10 years). The updating process should include gathering of most recent demographic information, updated building permit and land use data, analysis and a public hearing before the Plan Commission.

This comprehensive plan presents many proposals that are considered reasonable, feasible, and extremely important to the welfare of the entire community. However, the value of the comprehensive plan will be measured in terms of the degree of success that the community achieves in accomplishing these proposals. The effectiveness of the comprehensive plan will be directly related to the ongoing recognition of the plan proposals by the Town Board, and by the appointed boards and commissions. Their future decisions in taking administrative action, particularly those involving applications of provisions in the Zoning Ordinance and Subdivision Regulations, will determine the degree of success the community achieves in accomplishing the goals set forth in the plan.

The Plan Commission plays a very critical role in the planning process and must be ever alert to the opportunities and needs of the community; bringing such needs to the attention of the elected bodies or other agencies within the community having direct responsibility for public improvements. The appraisal of local needs and the continuing application of the planning principals set forth herein will assure maximum benefits from the plan and will result in orderly and economical achievement of the goals which have been established in preparation of this plan.

Implementation depends upon both private and public action. Public action includes administration of the zoning ordinance and subdivision regulations, long-range financial programming, and the review by the Plan Commission of proposals affecting the physical development of the community. The Plan Commission has a continuing responsibility to see that the plan is kept alive, as well as adjusted to conform to changing conditions. It must be realized that a change in one phase of the plan will, in most probability, affect all parts of the plan; and therefore, thoughtful consideration should be given to all implications before making a decision.

Administrative personnel and appointive boards and commissions will have the plan to guide them in decision-making. Close cooperation between the Town and neighboring jurisdictions

is essential to proper administration and effectuation of the plan. Coordination with other governmental jurisdictions (i.e., county, school district) and agencies is equally important to realization of planning goals.

The greatest number of decisions affecting urban development are made by citizens through private actions. Thus, it is essential that the public understands and supports the plan. Through involvement of citizens in the development of the plan's goals and objectives, as well as additional input at various other stages of the planning process, it is the express intent of the plan to reflect the views of the community.

The effort expressed in the previous elements is the preparation of the comprehensive plan. The plan is the instrument that the Town will utilize to plan for and guide the growth and development of the Town over the next twenty years.

The comprehensive plan is considered to be a flexible guide to decision making rather than an inflexible blueprint for development. Amendments should be made only after a realistic evaluation of existing conditions and the potential impact of such a change is made. Amendments should not be made merely to accommodate the daily pressures of planning and/or government. It is important to recognize that planning is a process that should occur on a continuing basis if the community is to take advantage of new opportunities as conditions change.

Plan Adoption, Monitoring, Amendments, and Update

Plan Adoption

The first official action toward plan implementation is adoption of the plan document by the Town Plan Commission. After the Plan Commission adopts the Plan by resolution, the Town Board must adopt the plan by ordinance. This action formalizes the plan document as the current basic frame of reference for general development decisions over the next 20 years. The plan, thereby, becomes a tool for communicating the community's land use policy and for coordinating various individual decisions into a consistent set of actions to harmoniously shape the area's continued growth in the desired manner.

Plan Use and Evaluation

The Town of Campbell 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.

Although Campbell is a community with a moderately high growth rate expected over the life of this Plan, future conditions cannot always be accurately predicted. Accordingly, such variables as community character and transportation safety and mobility should be periodically compared against the Plan's assumptions and recommendations.

This Plan should be evaluated every two to three years to determine the Town's progress toward implementing the Plan and identifying areas that need to be updated. A joint meeting of the Town Board and Plan Commission should be conducted every two to three years to

perform the evaluation. The evaluation should consist of reviewing actions taken to implement the plan, including their successes, failures, and costs. It should also include an updated timetable of actions not yet taken and their projected costs.

Plan Amendments

This Comprehensive Plan may be amended at any time by the Town Board following the procedures set forth in Wisconsin Statutes § 66.0295(4). Amendments are generally defined as minor changes to the plan maps or text. Amendments may be needed for a variety of reasons including:

- Changes in Town goals, objectives, policies and recommendations
- Unique opportunities presented by private development proposals
- Changes in Town programs and services
- Changes in state or federal laws

Any proposed amendments should be submitted to the Plan Commission for their review and recommendations prior to being considered by the Town Board for final action.

Plan Update

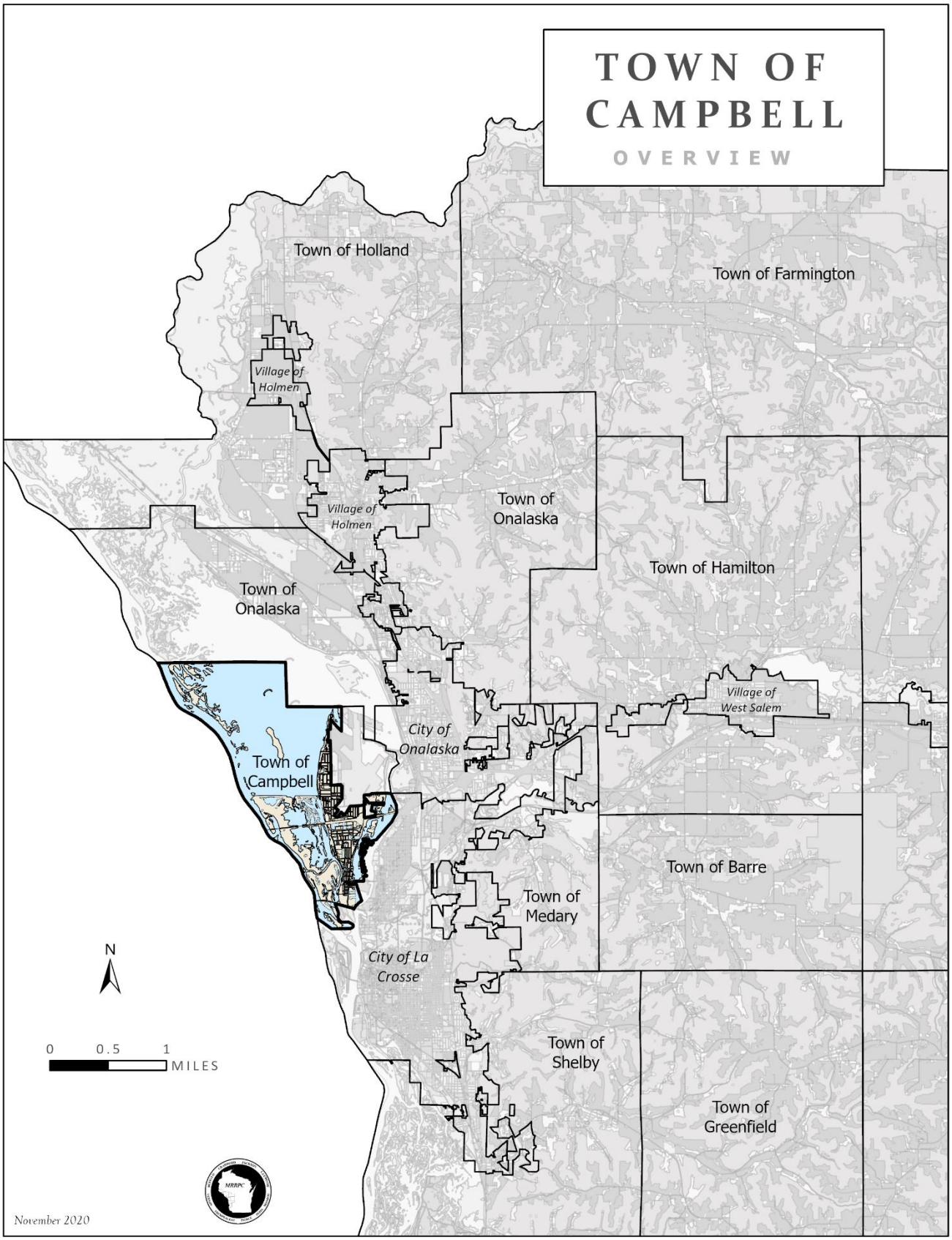
Wisconsin's Comprehensive Planning Law requires that the comprehensive plan be updated at least once every 10 years. An update is different than an amendment because the update is often a substantial rewrite of the plan document and maps. In addition, on January 1, 2010, "any program or action that affects land use" must be consistent with locally adopted comprehensive plans, including zoning and land division ordinances. The Town should continue to monitor any changes to the language or interpretations of the State Law over the next several years.

Five-Year Action Plan

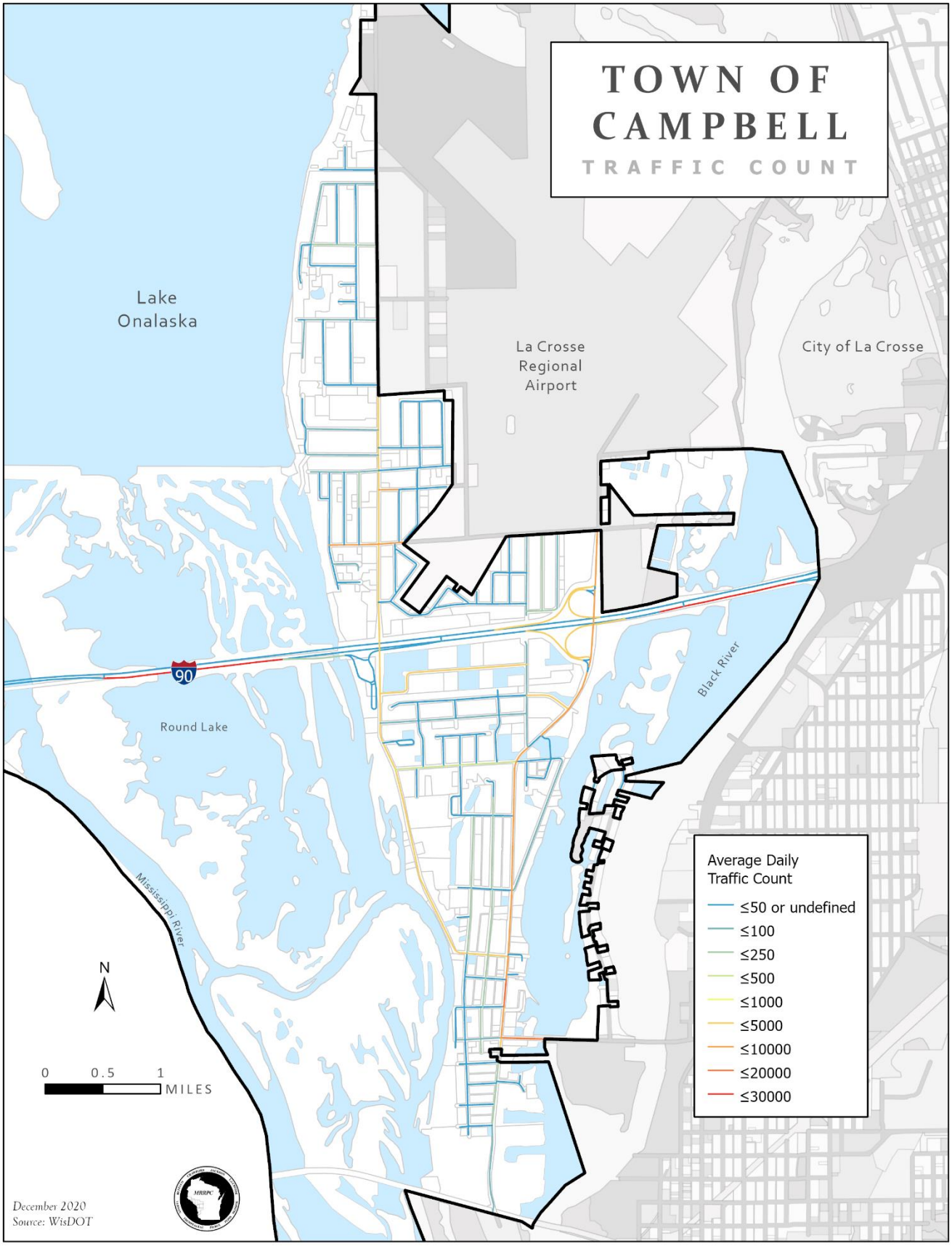
What	Who	When
Explore developing a public water system	Town Board	2020-2025
Conduct needs analysis of Town facilities (Town Hall, Community Center, Library) and prepare a long-range plan	Town Board	2020-2025
Have all township departments develop long-range plans	Town Board	2021
Develop capital improvement plans for Town facilities and parks	Town Board	Ongoing
Develop plans for incorporation as a village	Town Board	2024

APPENDIX

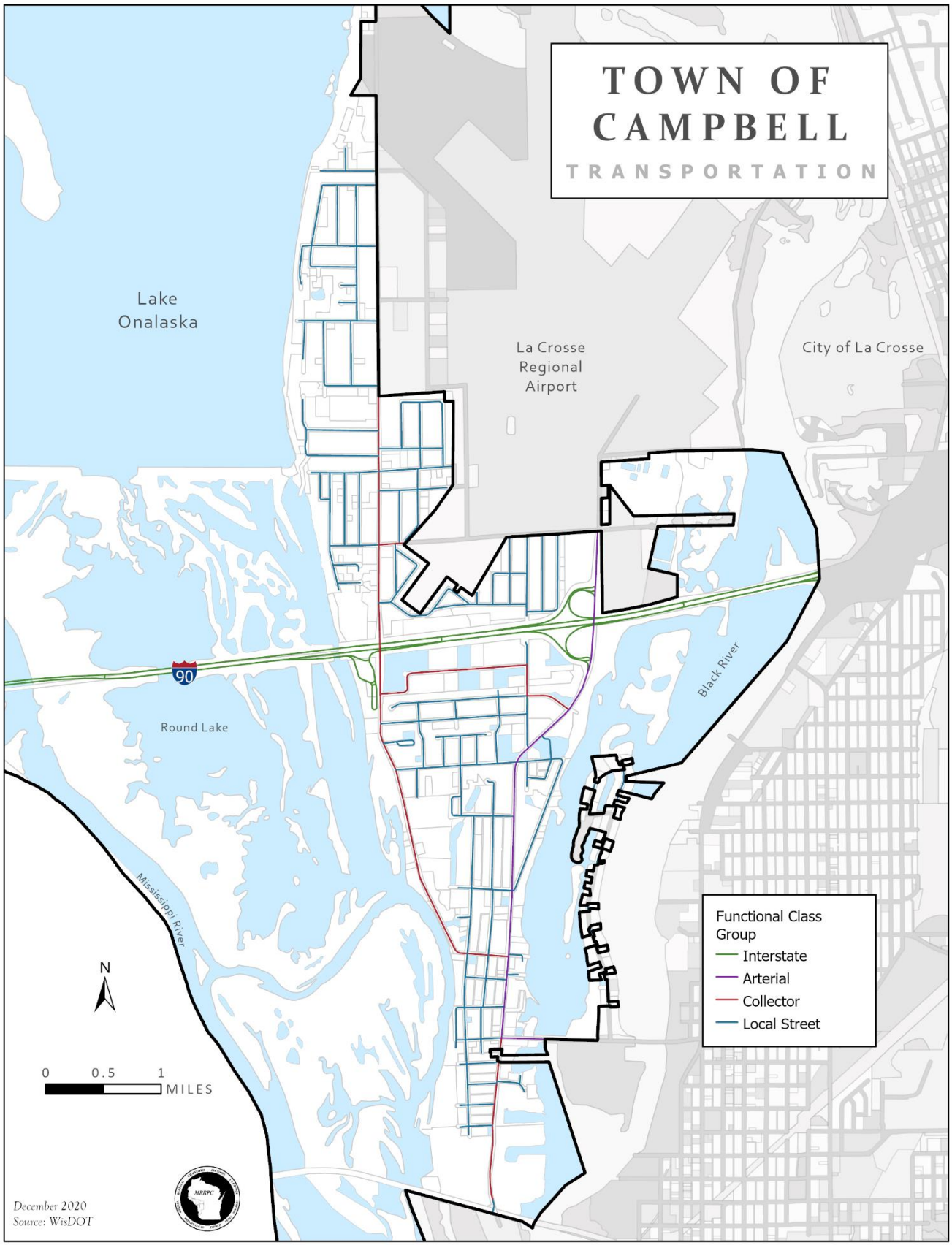
Map 1 Overview



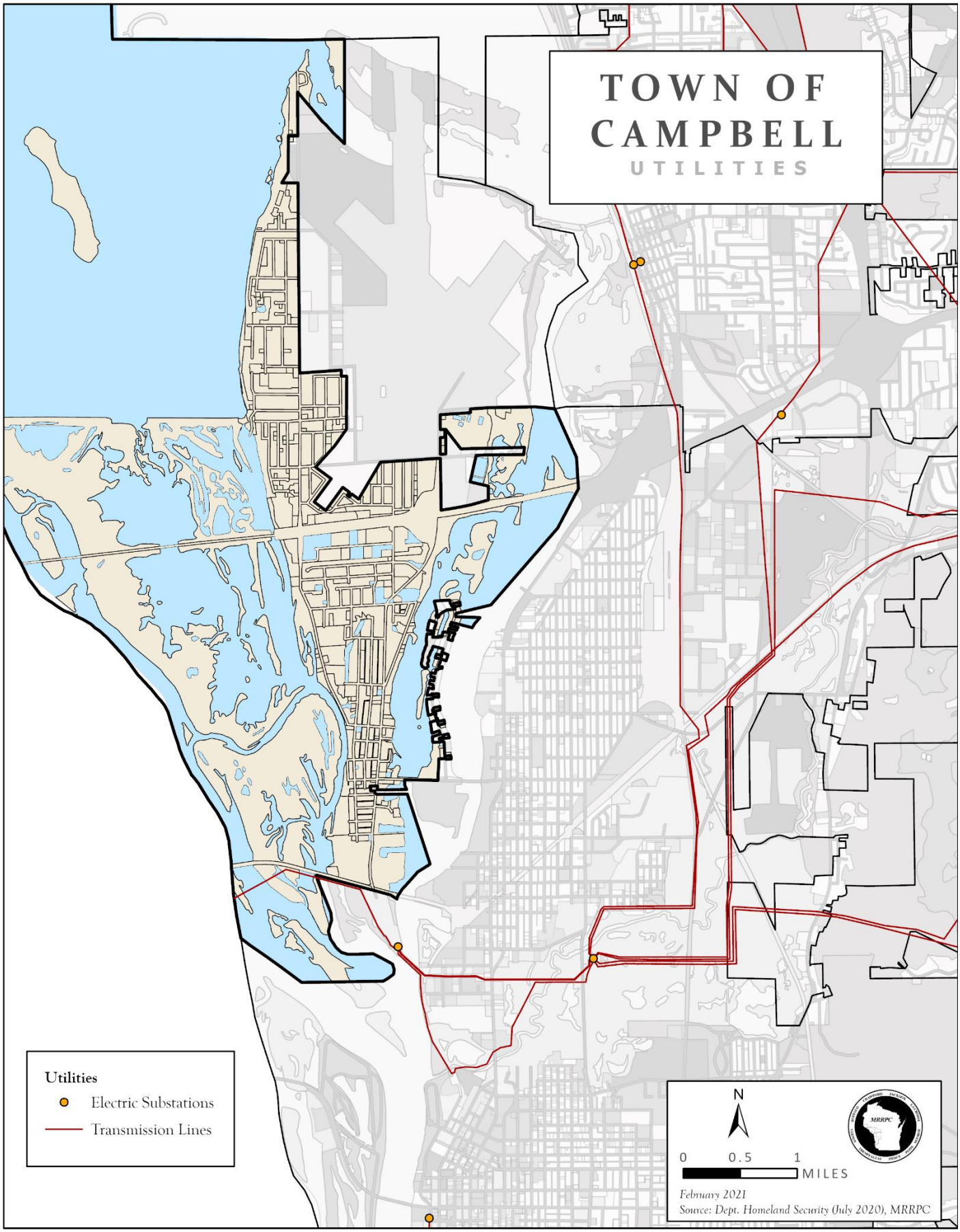
Map 2 Transportation-Traffic Counts



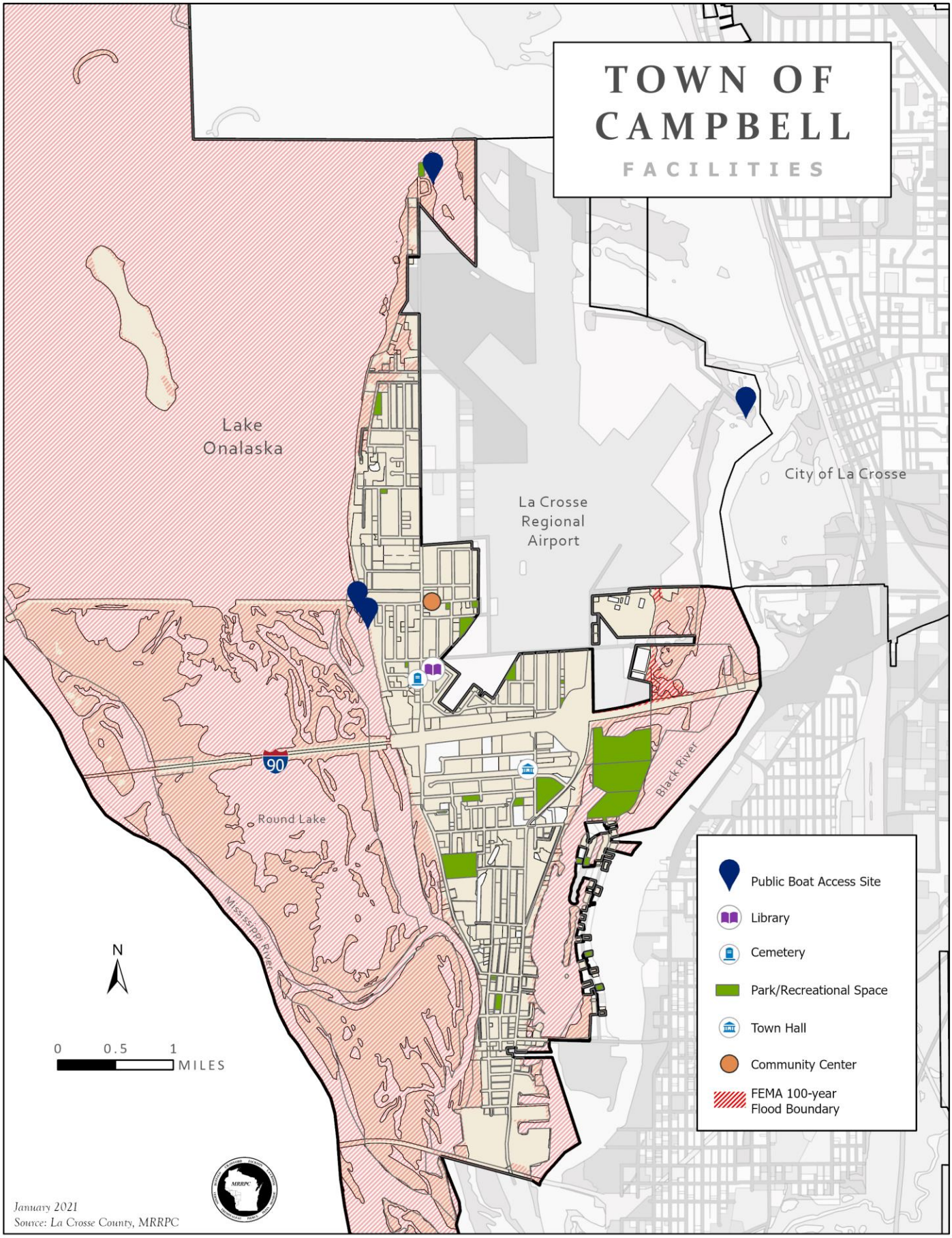
Map 3 Transportation



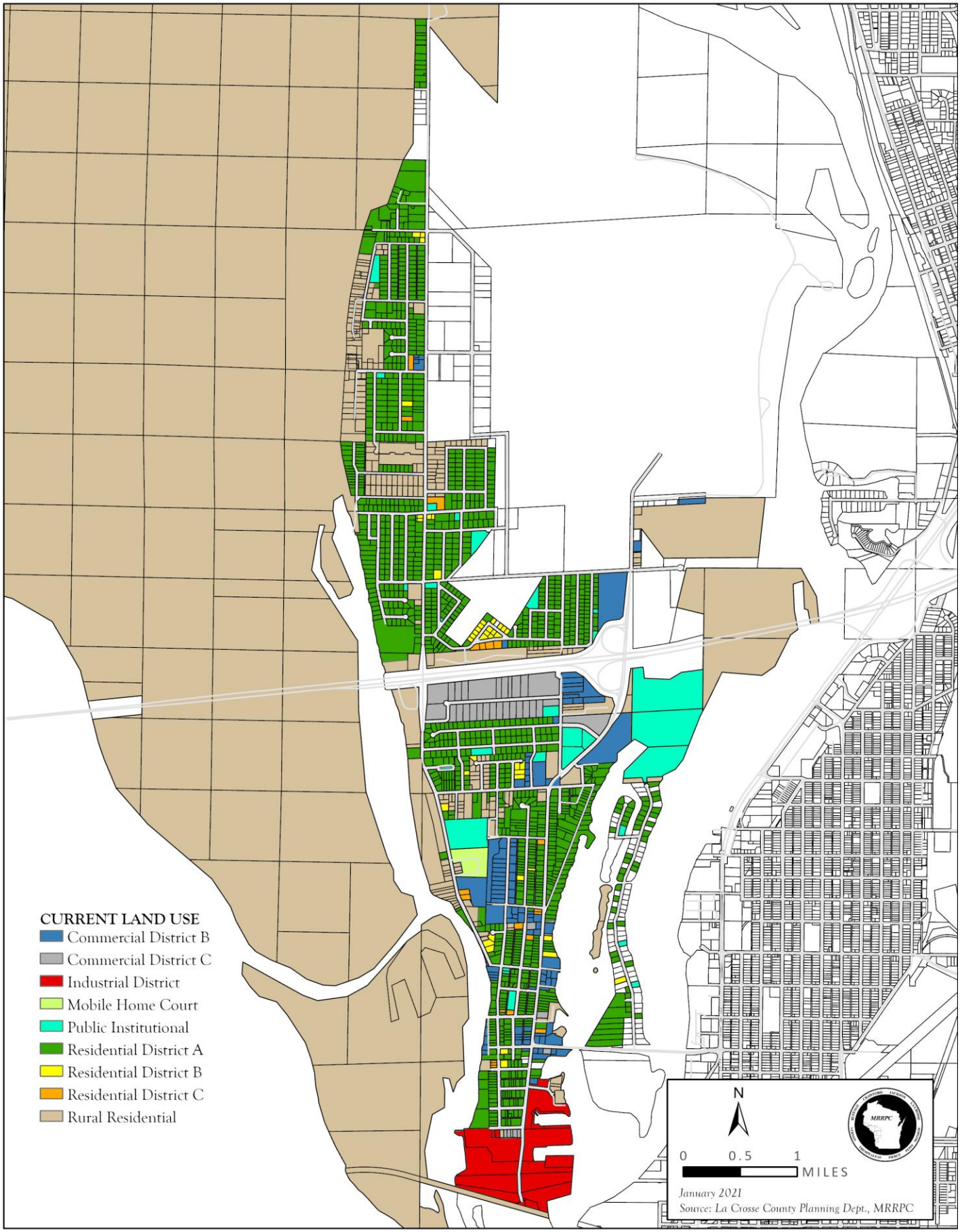
Map 4 Utilities



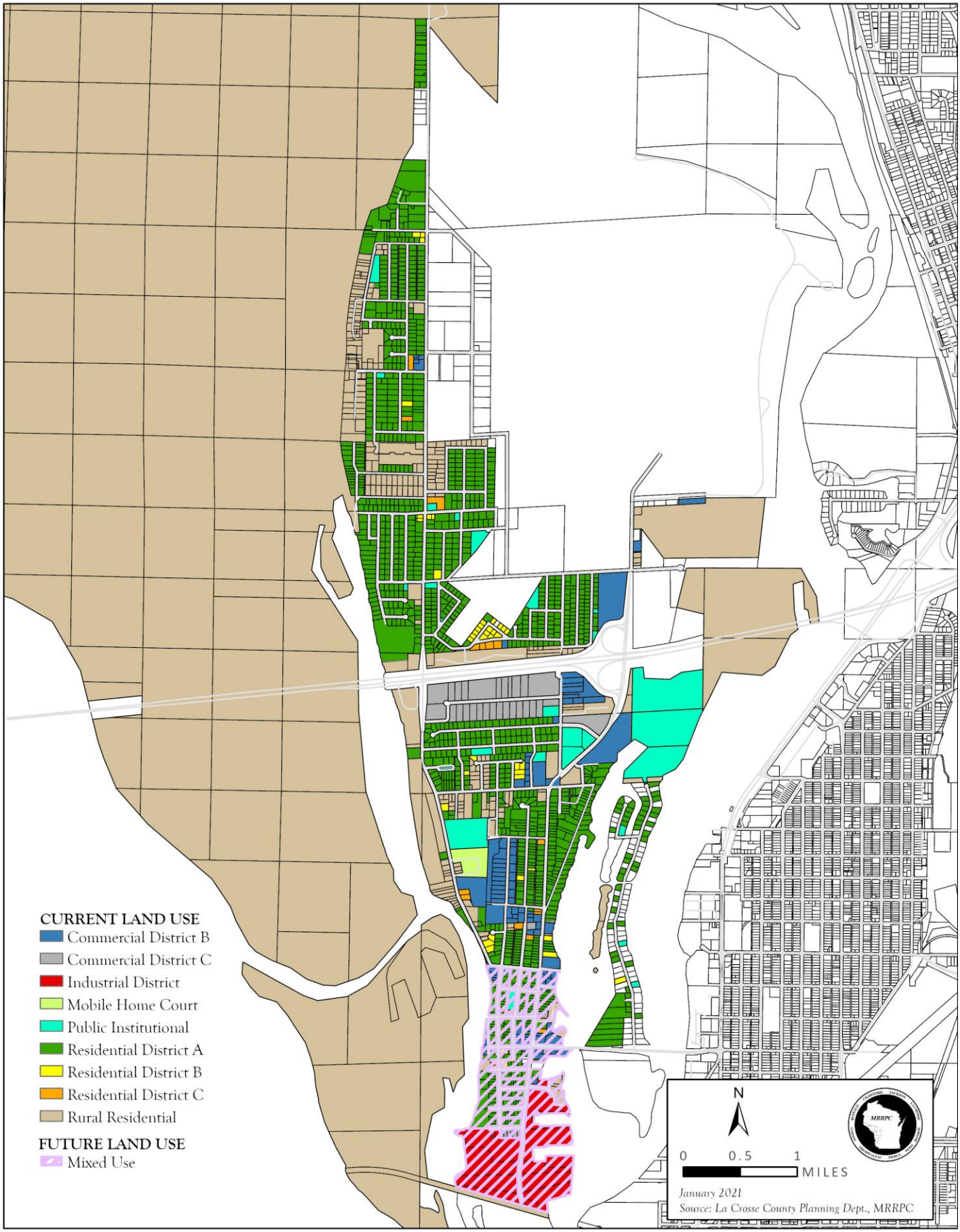
Map 5 Community Facilities



Map 6 Current Land Use



Map 7 Future Land Use



LAPC Goal Analysis

LAPC - Land Use Goals	**Town of Campbell Response: Not Applicable, Agree, Disagree (state concerns) ***
Housing and neighborhoods in the City of La Crosse will attract new investment and more residents, especially through renovation and enhancement of existing housing stock.	Agree to an extent-renovation and enhancement of existing housing stock will help to an extent, but the City must be able to keep their tax rate steady or growth will continue in the northern portions of the County
Senior housing options will continue to expand, and new housing intended for residents who remain mobile and active should be located within a 10-minute walk of retail and services.	Agree
New housing will continue to include a range of housing types and lot sizes, including a priority on single family lots smaller than 1/2-acre.	Agree-at least in more urbanized areas
The region places a high priority on infill development to enhance the utilization of existing urban infrastructure and enhance the concentration of uses so that more residents are within a 10-minute walk of their daily retail needs.	Agree-these are the priorities that are set but growth continues to the north, where the majority of the new housing stock is located. Businesses will follow as time moves on, moving the retail centers away from existing urban areas
New buildings and development areas will often include a mix of uses.	Agree
Towns, villages and cities will pursue and approve boundary agreements that allow some growth in unincorporated areas.	Agree
LAPC – Transportation Goals	
New roads for the primary purpose of facilitating regional commuter traffic will generally be avoided – community preference is for expansion of existing roads and transit enhancements instead.	Agree
Road projects will be designed to improve the safety and mobility of all users, with emphasis placed on maintaining neighborhood connections and cohesiveness.	Agree
The region will have a flexible and fully interconnected grid of streets and highways.	Agree
A Regional Transportation Authority (RTA) will be created to fund and maintain transportation systems.	Agree
Transit use will increase among all age groups.	Agree
Fixed-route regional transit, such as Bus Rapid Transit, should be actively studied and pursued. Routes should be identified and necessary right-of-way protected (or gradually acquired) until implementation becomes feasible.	Agree- we could do a better job as a region of promoting regional transit, such as the MTU
Intelligent transportation systems and mass data gathering technologies will be utilized to the extent practicable to improve the safety and mobility of our transportation networks.	Agree

Growth will be accommodated without a significant increase in congestion through the use of many strategies, including road and highway improvements, traffic signal timing improvements, new/enhanced transit services, enhanced and expanded bike and pedestrian facilities, scheduling adjustments by major employers, and other approaches.	Agree
Truck routes in the region will be efficient and clearly identified, especially including those through the City of La Crosse.	Agree
Mississippi River locks and dams will be upgraded to accommodate modern shipping requirements.	Agree
Interstate passenger rail service to Minneapolis and Milwaukee/Chicago will increase in frequency and reliability.	Agree
Public and private landowners will reduce their subsidy of automobile use through a mix of strategies.	Agree
Bike and pedestrian facilities will be present everywhere.	Agree

*It is requested that the local unit of government review the goal and state if they are in agreement, disagreement, or if the goal is not applicable. If the local unit of government agrees with the goal but has some concerns they should be listed. If the local unit of government disagrees with the goal a brief explanation should be provided.

AGENDA

TOWN OF CAMPBELL PLANNING & ZONING COMMISSION MEETING

2219 BAINBRIDGE STREET
La Crosse, WI 54603

DATE: OCTOBER 6, 2020

TIME: 6:00 P.M.

This meeting is being conducted via remote conferencing software due to a State of Emergency. Members of the public may call to listen in and provide public input at:
Meeting Link:
https://zoom.us/j/91231296970?pwd=VjZLUXpDN1BsMVgvQmgxQjdOa3ZLQT09
• Phone Number: 1-312-626-6799
• Meeting ID: 912 3129 6970
• Password: 54603

POSTED
10/01/2020
11:45 A.M.

Meeting called to order:

Roll Call:

Approval of Minutes: 9/1/2020

Public Comment:

BUSINESS (*all items subject to discussion and possible action unless otherwise noted*):

1. Discussion on Town of Campbell Comprehensive Plan updates.

Adjournment of Meeting:

***Pursuant to law, written notice of this meeting was posted on the public bulletin boards and at www.townofcampbell.org

Town of Campbell Resolution to Update Plan

RESOLUTION #2020-6
TOWN OF CAMPBELL

A RESOLUTION TO APPROVE A PUBLIC PARTICIPATION PLAN TO UPDATE THE COMPREHENSIVE PLAN FOR THE TOWN OF CAMPBELL

WHEREAS, Section 66.1001(4)(a) of Wisconsin Statutes requires the governing body of the local government unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services, and public meetings for which advance notice is provided, in every stage in the preparation of the updated comprehensive plan. These written procedures contained within this Public Participation Plan have been developed to meet this requirement. This Plan will guide public participation throughout the Town's Comprehensive Planning Update Process.

WHEREAS, This Public Participation Program offers all citizens, businesses, other units of government, and other parties a range of opportunities to participate through the planning process in a meaningful way to shape the future of the Town. Effective public input is critical for the success of this planning process because it is the citizens, businesses, and other organizations that will experience the results of the objectives, policies, goals and programs of the Comprehensive Plan in the future.

WHEREAS, The participation program is designed to be inclusive. It encourages people to participate in the process and to maximize the effectiveness of their contributions. The opportunities are open to everyone.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all Town decision-making processes
- Provide opportunities to disseminate information about the Plan and process to all segments of the Town;
- Strengthen the relationship among our decision makers, residents, and stakeholders.

NOW, THEREFORE, BE IT RESOLVED; that the Town of Campbell has established the following list of public participation methods and opportunities.

a. Open Plan Commission Meetings

Plan Commission meetings scheduled during the Town of Campbell Comprehensive Plan update process will have an agenda item providing the opportunity for any public comment on or regarding the Town of Campbell Comprehensive Plan.

b. Review and Distribution of the Planning Documents

During the Comprehensive Plan update process the public may review and obtain copies of proposed, alternative, or amended elements of the Town's Comprehensive Plan from the Town upon request. This information may also be distributed through the Town's website.

c. Website

The Town will post on its website information related to the Town Comprehensive Plan update planning process. This information may include agendas, minutes, draft plan elements, amendments, reports, maps, and photographs.

d. Written Comments

The Town will always welcome and consider written comments and will respond either in writing or by public comment during public meetings and/or through the media.

e. Meeting Notices

The Town will post meeting notices for each meeting and event in a timely manner at accessible locations, and the notices will meet the requirements for proper notification regarding purpose of meeting, date, time and location.

f. Public Hearing

The Comprehensive Planning Law requires local units of government to hold at least one (1) formal public hearing with a Class 2 public notice prior to adoption of a revised Comprehensive Plan' resolution or ordinance. Prior to adoption of the revised Comprehensive Plan, the Town will conduct this required public hearing.

g. Plan Recommendation Resolution

The Plan Commission or other body of the Town that is authorized to amend the Town Comprehensive Plan may recommend the adoption or amendment of the Comprehensive Plan only by adopting a resolution by a majority vote of the entire commission or other body. The vote shall be recorded in the official minutes of the committee or other body. The resolution shall refer to maps and other descriptive material that relate to one or more elements of a comprehensive plan. Upon adoption of the plan amendment, the Plan and its resolution shall be distributed by the Town to recipients listed in Section 66.1001(4)(b) of the Wisconsin Statutes.

i. Plan Adoption by Ordinance

No comprehensive plan that is recommended for adoption or amendment under. above may take effect until the Town Board enacts an ordinance that adopts the comprehensive plan or amendment. Upon adoption of this ordinance it shall be filed with at least all of the entities specified in Section 66.1001(4)(b) of the Statutes.

j. Other

Planning is a continuous process that does not end with the adoption of a Comprehensive Plan. Since new issues and unforeseen circumstances will always arise the Town may amend its Comprehensive Plan with proper public input and in accordance with Town policies and State Statutes at any time.

This Resolution shall be effective upon posting as required by Sec. 60.80 of the Wis. Stats.

Adopted this 13th day of October, 2020
Town of Campbell
La Crosse County, Wisconsin

Terry Schaller, Town Chairman

Cassandra Hanan, Town Clerk/Treasurer

PASSED: 10-13-2020
APPROVED: 10-13-2020
POSTED: 10-14-2020
Campbell Town Hall – 2219 Bainbridge St.
Town Website – www.townofcampbell.org

*** Proof of Publication ***

STATE OF WISCONSIN
County of La Crosse } SS.

Tracey L. Gerken, being duly sworn, says that he/she is the principal clerk of the LA CROSSE TRIBUNE, a public daily newspaper of general circulation, published in the City of La Crosse, in the county and state aforesaid, and that the notice of which the annexed is printed copy taken from the paper in which the same was published, was inserted and published in the said newspaper on the dates listed below,

~~being at~~ least once in each week for 1 successive week(s).

TOWN OF CAMPBELL

2219 BAINBRIDGE ST
LA CROSSE WI 54603

ORDER NUMBER 74371

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Sworn to and subscribed before me this 10 day of March, 2021

Notary Public, La Crosse County, Wisconsin

My Commission as Notary Public will expire on the

18 day of December, 2023

Section: Legals
Category: 0001 Wisconsin Legals
PUBLISHED ON: 03/05/2021

TOTAL AD COST: 35.00
FILED ON: 3/8/2021

Notice of Public Hearing
Town of Campbell Comprehensive Plan

Notice is hereby given that a public hearing will be held on Wednesday, April 7, 2021 at 6:00 p.m. by the Town of Campbell Planning & Zoning Commission on the proposed Town of Campbell Comprehensive Plan. This meeting will be held via remote conferencing software due to the COVID-19 public health emergency. Meeting link: https://zoom.us/j/94143441363?pwd=OTlsazljTFAvSzh4YUd2Wjd0Y01EZz09 Meeting ID: 941 4344 1363 Phone Number: 1-312-626-6799 Passcode: 54603. A summary of the proposed Comprehensive Plan and maps can be found at www.townofcampbell.org The proposed Comprehensive Plan may be reviewed at Campbell Town Hall, 2219 Bainbridge St., La Crosse, WI 54603 during regular business hours. Interested persons can obtain a copy of the proposed plan on the Town' s website or in person at the Town Hall Persons seeking additional information regarding the proposed Comprehensive Plan may contact Cassandra Hanan, Town Clerk/Treasurer/Zoning Administrator at (608)783-0050 or by email clerk@townofcampbell.org

Given this 3rd day of March, 2021
Cassandra Hanan
Clerk/Treasurer/Zoning Administrator
3/5 LAC74371 WNAXLP

COURTNEY CULLIGAN
Notary Public
State of Wisconsin
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Town of Campbell Resolution to Adopt Plan

TOWN OF CAMPBELL
LA CROSSE COUNTY, WI
RESOLUTION # 2021-2

RESOLUTION TO RECOMMEND ADOPTION OF COMPREHENSIVE PLAN

The Plan Commission of the Town of Campbell, La Crosse County, Wisconsin, by this resolution, adopted by a majority of the town plan commission on a roll call vote with a quorum present and voting and proper notice having been given, resolves and recommends to the Town Board of the Town of Campbell as follows:

Adoption of the Town of Campbell Comprehensive Plan 2021-2040.

The Plan Commission of the Town of Campbell, by this resolution, further resolves and orders as follows:

All maps and other materials noted and attached as exhibits to the Town of Campbell Comprehensive Plan are incorporated into and made a part of the Town of Campbell Comprehensive Plan.

The vote of the town plan commission in regard to this resolution shall be recorded by the clerk of the town plan commission in the official minutes of the Plan Commission of the Town of Campbell.

The town clerk shall properly post or publish this resolution as required under s. 60.80, Wis. Stats.

Adopted this 7th day of April, 2021.

Mitch Brohmer	Jason Stratman
Luke Raymer	(Excused)
Luke Raymer	Steve Hockenbery
Justin Kohls	Joe Weitekamp
Al Macha	Joe Weitekamp
Al Macha	Attest-Plan Commission Clerk

Town of Campbell Ordinance to Adopt Plan

TOWN OF CAMPBELL
LA CROSSE COUNTY, WISCONSIN
ORDINANCE 2021-2

AN ORDINANCE TO ADOPT THE TOWN OF CAMPBELL COMPREHENSIVE PLAN

SECTION I -TITLE AND PURPOSE

The title of this ordinance is the Town of Campbell Comprehensive Plan Ordinance. The purpose of this ordinance is for the Town of Campbell, La Crosse County, Wisconsin, to lawfully adopt a comprehensive plan as required under s. 66.1001 (4) (c), Wis. stats.

SECTION II - AUTHORITY

The Town Board of the Town of Campbell, La Crosse County, Wisconsin, has authority under its village powers under s. 60.22, Wis. Stats., to appoint a town plan commission under ss. 60.62 (4) and 62.23 (1), Wis. stats. and under 66.1001 (4), Wis. stats., to adopt this ordinance. The comprehensive plan of the Town of Campbell must be in compliance with s. 66.1001 (4) (c), Wis. stats., in order for the town board to adopt this ordinance.

SECTION III – ADOPTION OF ORDINANCE

This ordinance, adopted by a majority of the town board on a roll call vote with a quorum present and voting and proper notice having been given, provides for the adoption by the town of a comprehensive plan under s. 66.1001 (4), Wis. stats.

SECTION IV – PUBLIC PARTICIPATION

The town board had adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by s. 66.1001 (4) (a), Wis. stats.

SECTION V – TOWN PLAN COMMISSION RECOMMENDATION

The Plan Commission of the Town of Campbell, by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the town board the adoption of the Town of Campbell Comprehensive Plan, which contains all of the elements specified in s. 66.1001 (2), Wis. stats.

SECTION VI – PUBLIC HEARING

The Town of Campbell has held at least one public hearing on this ordinance, with notice in compliance with the requirements of s. 66.1001 (4) (d), Wis. stats.

SECTION VII – ADOPTION OF TOWN COMPREHENSIVE PLAN

The town board, by the enactment of this ordinance, formally adopts the document entitled Town of Campbell Comprehensive Plan Ordinance under s. 66.1001 (4) (c), Wis. stats.

SECTION VIII – SEVERABILITY

If any provision of this ordinance or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of this ordinance that can be given effect without the invalid provision or application, and to this end the provisions of this ordinance are severable.

SECTION IX – EFFECTIVE DATE

This ordinance is effective on publication or posting.

The town clerk shall properly post or publish this ordinance as required under s. 60.80, Wis. stats., and a copy of the ordinance and comprehensive plan, shall be filed with at least all of the entities specified under s. 66.1001 (4) (b), Wis. stats.

Adopted this 13th day of April, 2021.

Terry Schaller, Town Chairman

Mitch Brohmer, Supervisor

Lee Donahue, Supervisor

Ralph Thoren, Supervisor

Jason Stratman, Supervisor

Attest: Cassandra Hanan

Cassandra Hanan, Town Clerk

Date Posted/Published: 04/21/2021