



# COMPREHENSIVE PLAN FOR THE VILLAGE OF ARENA, WISCONSIN 2020-2040



PLANNING ASSISTANCE PROVIDED BY



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# Executive Summary

**A**rena, located in the northeastern part of Iowa County, is characterized by its idyllic small-town feel, a strong sense of community, and a desire for growth. Its proximity to unique natural features including wooded bluffs, wetlands, and various protected open spaces actively contributes to the visual identity that shapes the Village. Arena's location makes it ideal for a bedroom community due to its closeness to major employers, and available residential lots. Planning for Arena's future provides an opportunity for the Village to prioritize and achieve the needed goals that will influence the quality of life of current and future residents.

The Arena Comprehensive Plan was collaboratively developed by community members in order to create a unique, flourishing, and resilient Arena for the 20 years to come. This plan is the result of extensive public input collected through six public input meetings and a community survey.

This planning process resulted in Goals, Strategies, and Actions organized around four topic areas: Community Resources (inclusive of Community, Culture, and the Environment), Infrastructure (inclusive of Transportation, Housing, Utilities, and Public Safety), Economic Development, and Land Use and Implementation.

**The following are the Strategies of the plan organized by their topic:**

## Community Resources

- Ensure Arena is a safe, family-friendly place to live.
- Invest in Village beautification efforts.
- Invest in recreational maintenance and equipment improvements.
- Create a comprehensive marketing and branding strategy targeted at promoting the livability of Arena.

## Infrastructure

- Continue to invest in critical infrastructure necessary to support existing residents and enable necessary growth.
- Invest in non-automobile transportation infrastructure that enables a healthy lifestyle and promotes recreational opportunities.
- Prepare for meetings with housing developers by engaging in necessary planning.
- Attract multi-family workforce housing necessary to bridge the lifestyles of young adults and families, and to attract the workforce required to attract businesses. Also support development of additional age-contingent housing (55+ or 65+) housing to permit Village residents to age in-place, and open up housing for workforce and new families.

## Economic Development

- Explore and consider creation of an organization or entity to support existing businesses in the Village, identify needs, and leverage resources.
- Explore and strategize long-range economic development investments and incentives to prepare for industrial, commercial, and retail opportunities.
- Leverage the Wisconsin River for economic development opportunities.

## Land Use and Implementation

- Prepare orderly and efficient plans that promote the appropriate use of land in Arena to ensure the health, safety and welfare of residents.

During the planning process, three themes were recognized. These are issues that were continuously acknowledged by community members as high priorities. These themes are discussed in more detail within the chapters of the plan. The themes are:

- **Market Community and Regional Assets:** Arena's sense of community, scenic environment, and open spaces make it a great place to raise a family. With quick access to metropolitan cities such as Madison and employment centers such as Mt. Horeb, Cross Plains, Dodgeville, and Middleton, Arena has much to offer the millennial workforce. The proximity to regional higher-educational facilities such as UW Madison, UW-Platteville at Baraboo, UW-Platteville at Richland, Madison Area Technical College, and Southwest Technical College allows for a strong transition into higher education and the workforce. Arena can also leverage its closeness to the Wisconsin River and other cultural resources for economic development opportunities.
- **The Importance of Public Spaces and Institutions:** The parks system is expansive and a major asset to Arena. Village and State parks have the ability to increase current residents' health and well-being, and to attract visitors, future residents, and new businesses. The Village should engage the Southwest Wisconsin Library System to determine feasibility and support needed for the establishment of a library branch in the Village to encourage lifelong learning.
- **The Need for Citizen Engagement in Public Activities:** There is the need to create a community culture that encourages resident and employer involvement in community development, volunteerism, and local fundraising efforts, especially among the youth.

# Introduction and Project Scope

## Introduction

The Arena Comprehensive Planning process is a grassroots effort that began in 2016 to bring together community stakeholders to collaboratively plan the future of Arena through 2040. This planning process was completed by Southwestern Wisconsin Regional Planning Commission (SWWRPC) in coordination with the Village of Arena Planning Commission and Village Council.

This plan provides the most relevant data to support the proposed outcomes of the plan. It covers topics mandated by Chapter 66.1001 of the Wisconsin Statutes, and also reflects local issues and opportunities. This plan looks forward to the year 2040, but it will be reviewed annually and updated every ten years by the Village of Arena.

Importantly, the Arena Comprehensive Plan is a community plan and, therefore, will be completed by the community as a whole – not solely by the Village government. This requires private community members, the Village government, businesses, and organizations to collaboratively work to create a vibrant and resilient community that they can continue to be proud to call home

## Project Scope

### Topic Groups

There are four topics within the Arena Comprehensive Plan. These topics each had a dedicated public input meeting supported by extensive data collection. These topics correspond to required elements as identified by the Wis. Stats. 66.1001. Each meeting was framed around Issues and opportunities, Intergovernmental cooperation, and Implementation.



**Community Resources:** Cultural and Natural Resources, and the Environment.



**Infrastructure:** Transportation, Housing, Utilities, and Public Safety.



**Economic Development:** Balancing a Small-Town Feel with Resident and Business Attraction, and Tourism and Attraction.



**Land Use and Implementation:** actionable projects and where the projects could be physically located, if they relate to land.

Through the Arena Comprehensive Planning process, three themes emerged. These are issues that were continuously stated as high-priorities by community members in the public meetings and the Community Survey. The themes are:

- **Market Community and Regional Assets:** Arena's sense of community, employers, and open spaces make it a great place to raise a family. With quick access to metropolitan cities such as Madison and employment centers such as Mt. Horeb, Cross Plains, Dodgeville, and Middleton, Arena has much to offer the millennial workforce. The proximity to regional higher-educational facilities such as UW Madison, UW-Platteville at Baraboo, UW-Platteville at Richland, Madison Area Technical College, and Southwest Technical College allows for a strong transition into higher education and the workforce. Arena can also leverage its closeness to the Wisconsin River and other cultural resources for economic development opportunities.
- **The Importance of Public Spaces and Institutions:** The parks system is expansive and a major asset to Arena. Village and state parks have the ability to increase current residents' health and well-being, and to attract visitors, future residents, and new businesses. The Village should engage the Southwest Wisconsin Library System to determine feasibility and support needed for the establishment of a library branch in the Village to encourage lifelong learning.

- **The Need for Citizen Engagement in Public Activities:** There is the need to create a community culture that encourages resident and employer involvement in community development, volunteerism, and local fundraising efforts, especially among the youth

The following table identifies the topics where these themes emerged. These are discussed in more detail in their corresponding chapters within the plan.

**Table 1: Themes of the Arena Comprehensive Planning Process**

Public Input Sessions	Market Community and Regional Assets	The Need for Citizen Engagement in Public Activities	The Importance of the Park System and Public Spaces
Community Resources	✓	✓	✓
Infrastructure	✓	✓	✓
Economic Development	✓		✓
Land Use and Implementation	✓	✓	✓

# Planning Process

The Arena comprehensive planning process brought community stakeholders together to collectively plan and coordinate Village resources, in order to create a unique, flourishing, and resilient future for the Village of Arena. This planning process was completed by Southwestern Wisconsin Regional Planning Commission (SWWRPC) in coordination with the Village of Arena Planning Commission and Village Council.

The planning process included stakeholder identification and engagement, data collection, a review of existing local plans, and an extensive community outreach that incorporated stakeholder interviews, public input sessions, and a community survey. The planning process which was first started in June, 2016, was halted by the Village in August, 2016 and again resumed in July, 2019.

## Stakeholder Interviews

A series of interviews were held with stakeholders with varying fields of expertise. These interviews were used to discuss particular aspects of life in Arena in a thorough and detailed manner. These interviews included discussions with the Village President, the Parks Chair, Planning Commission members, the Police Chief, the organizer of the food pantry, and business owners. These stakeholders were identified during the Comprehensive Plan kick-off meeting in consultation with the Village President in an effort to help glean community insights to enable the plan to succeed. These interviews entailed dialogs on real estate, safety and security, business development and retention, funding sources, utilities, and the Comprehensive Outdoor Recreation Plan (CORP), among others.

Table 2: Arena Planning Process Timeline

## Arena Planning Process Timeline:



## Public Input Sessions

A visioning kick-off meeting organized in August, 2016 marked the beginning of the community outreach process for the Arena Comprehensive Plan which was followed by a community input forum organized in the same month. Another visioning kick-off was organized in July, 2019 after the hiatus break to help capture any changes in community members' initial desires for Arena's future.

The two visioning meetings utilized different approaches to obtain ideas from community members; a "what I want in my neighborhood name tag" activity was used in 2016 while "a newspaper article" activity was used in 2019. Both approaches asked community members to write down what they did and did not want to see in 2040. Furthermore, in both visioning meetings, community members used the results from the activities along with their group discussions to determine a clear and unified desired future state of Arena. This Vision, was used to guide the discussions during the public input sessions that followed each visioning meeting by acting as the ultimate goal towards which they will work.



The four other public input sessions were used to discuss community resources, infrastructure, economic development, and land use and implementation. Each meeting was framed around Issues and Opportunities, Intergovernmental Cooperation, and Implementation.

SWWRPC worked with Arena's Planning Commission who took over the job of convening community members to the meetings. They posted fliers, sent information out on the Village Facebook page, and had the information on the electronic community sign. All meetings were posted by the clerk and Planning Commission, and Arena's Village Council members were called and asked to attend. All six public input sessions were held at Grandma Mary's Café in Arena; two of the meetings were held in August, 2016 before the

desired hiatus by the Village. Altogether, 60 participants provided their input and expertise during the public input sessions, with 34 (6% of the adult population) of these being unique participants.

**Table 3: Public Meeting Schedule for the Arena Comprehensive Planning Process**

Public Input Sessions Schedule	
MEETING TOPIC	DATE
Visioning Kick-Off Meeting (1)	August 1st, 2016
Community Input Forum	August 10th, 2016
Hiatus	
Visioning Kick-Off Meeting (2)	July 15th, 2019
Community Resources and Infrastructure	July 22nd, 2019
Economic Development & Land Use	July 29th, 2019
Land Use & Implementation	October 7th, 2019

## Arena Community Survey

The Arena Community Survey asked respondents to prioritize projects that came up during the public input sessions and provide new ideas and input. The survey was created electronically and was open from September 1st to September 30th, 2019. Information on the survey was distributed with the water bill to residents in the Village by including the website for the survey. Paper copies were available upon request and also in the clerk's office.

The survey gained input from 45 people (8% of the adult population). Of these respondents, 73% did not attend a public meeting for the Comprehensive Plan, providing additional new input to the process. The survey also had information on the public meeting dates, locations, and topics. The complete survey can be found in Appendix C.

# Arena at a Glance



**VILLAGE VISION STATEMENT:** Arena possesses natural beauty and is in close proximity to cultural and natural resources, and employment centers. Arena will balance maintaining its small-town feel with ensuring that it is an attractive place for workforce and families to live and is key to attracting commercial and industrial development, and residents.

Incorporated in 1923, the Village of Arena is a growing but quaint community surrounded by the Town of Arena in the northeast corner of Iowa County. Arena is in close proximity to several larger cities, making it easy to access additional products and services. The Wisconsin River is located approximately 1.5 miles to the north.

Arena is a 35-minute drive to Madison, a 90-minute drive to Dubuque, and a two-hour drive to Milwaukee. The Village has a total area of 1.16 square miles (3.00 km<sup>2</sup>), of which, 1.15 square miles (2.98 km<sup>2</sup>) of it is land and 0.01 square miles (0.03 km<sup>2</sup>) is water.

George Ashmore started the Village in the early 1840's, formally called 'Old Arena', which was originally one mile north of the current location of the Village. When the railroad was built through Arena many of the Irish immigrants who helped with the roadbed relocated to the community's present location. By the 1860s, Arena was established with many different businesses.<sup>1</sup>

<sup>1</sup> Village of Arena (2020). History of Arena (1836 to Present). Retrieved January 20, 2020, from <https://Villageofarena.net/html/history.html>

## COMMUNITY SURVEY

# SNAPSHOT!

When choosing which aspect of life in the Village of Arena is the most satisfactory, "Small Town/Rural Atmosphere" was chosen the most out of 12 options by survey respondents.



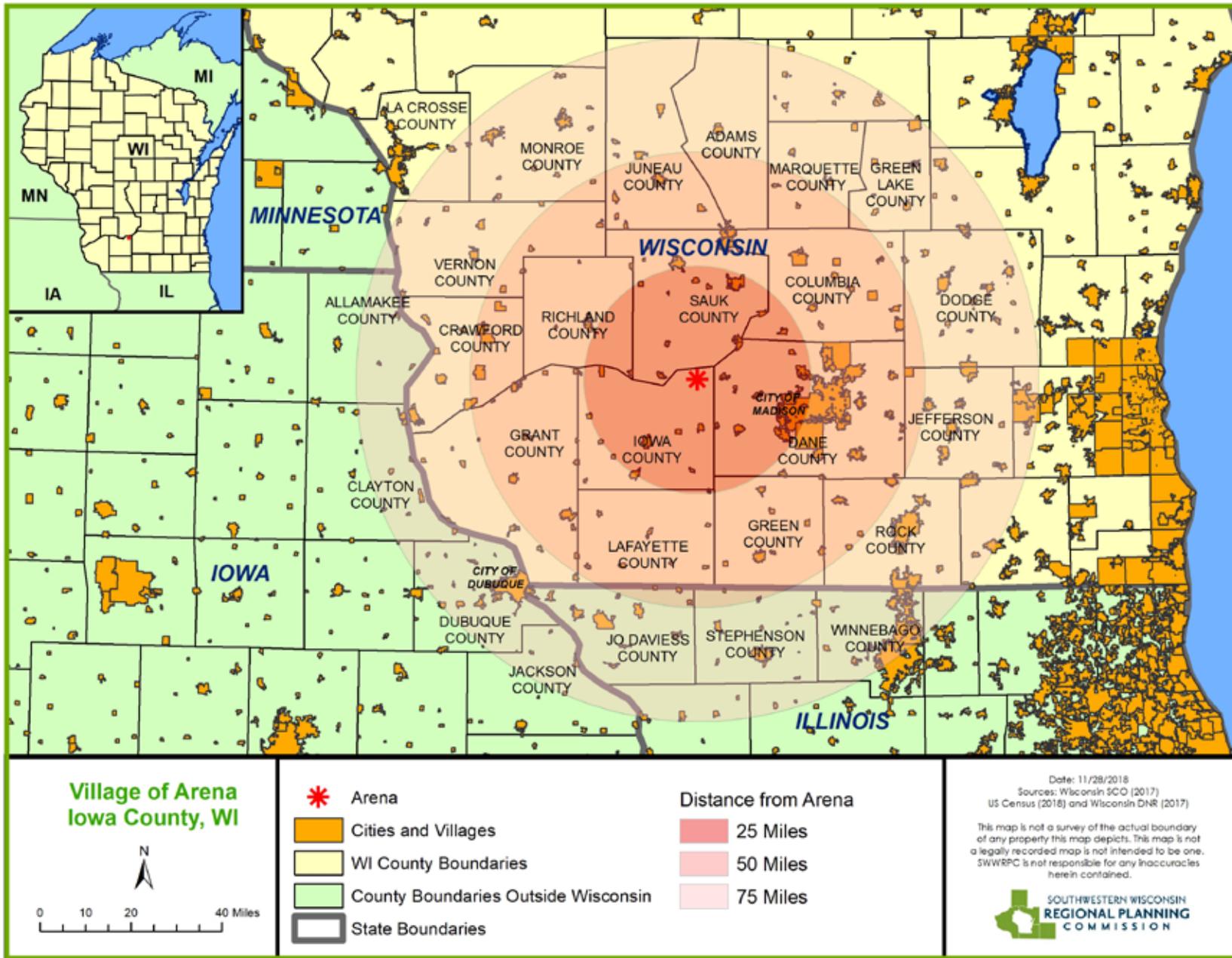
## DID YOU KNOW?

The Arena bank was formed in 1910 and after two mergers is still located on Hwy 14 as the People's Community Bank.

Source: Village of Arena



Figure 1: Location of Arena in relation to Iowa County and Wisconsin.



## Demographics

The total population of Arena has increased by 383 persons over the past 40 years. Between 1980 and 1990, the Village grew by 16%, and by 30% between 1990 and 2000. Also, from 2000 to 2010, the Village grew 22%<sup>2</sup>. Arena's growth between 1980 and 2010 can be attributed to the establishment of Arena Manor in 1975, which is a low-income multi-family housing rental that receives rental subsidies through HUD-Assisted Housing. Additionally, Arena Cheese which is a major employer in Arena and its environs was also established in 1985. Arena's location which provides an easy commute to major employment centers including Madison, Cross Plains, Mt. Horeb, Middleton, and others, also makes it a prime location for the commuting workforce.

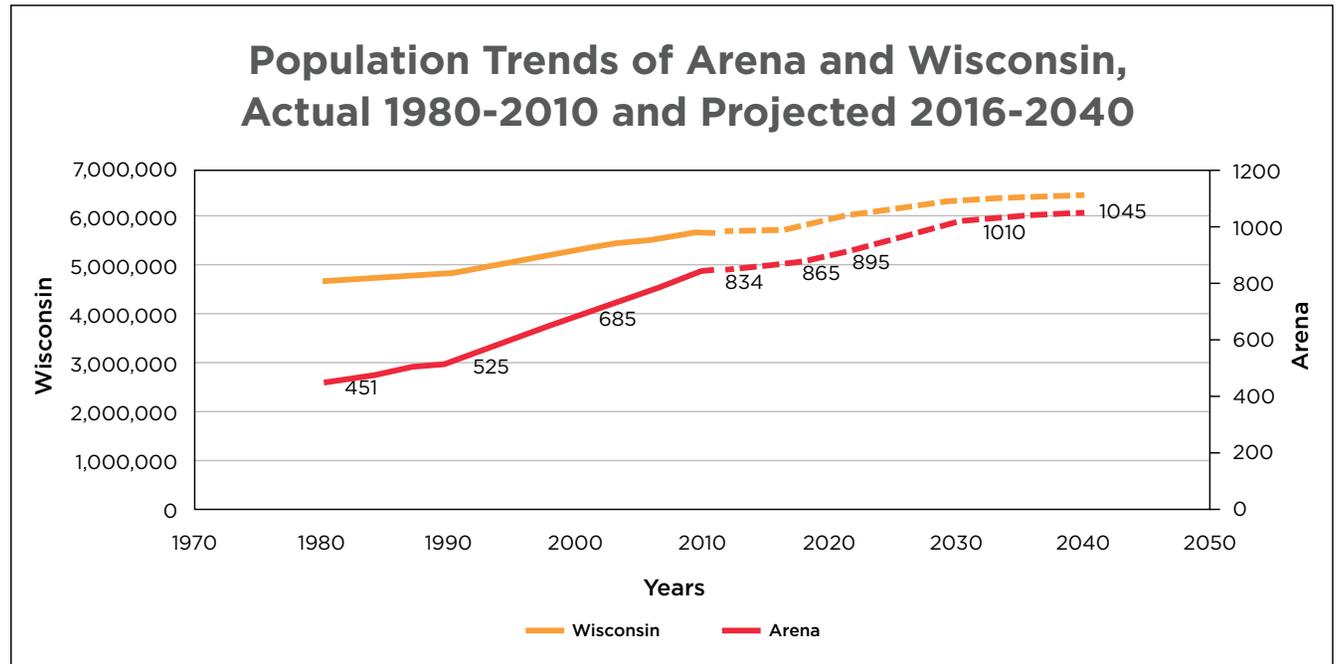
The total population of Arena is projected to grow 25% between 2010 and 2040—a higher rate of growth compared to Iowa County and the State of Wisconsin overall, which are both expected to grow by 14%<sup>3</sup>, as shown in Figure 2 and Figure 3. Even though rural America is facing significant decline especially after the great recession, the story is remarkably different in Arena as shown by its current population growth, and future projected increase. Arena can therefore leverage its population growth, and its proximity to natural and cultural resources to attract businesses, and housing to support the available workforce within the community, and its environs.



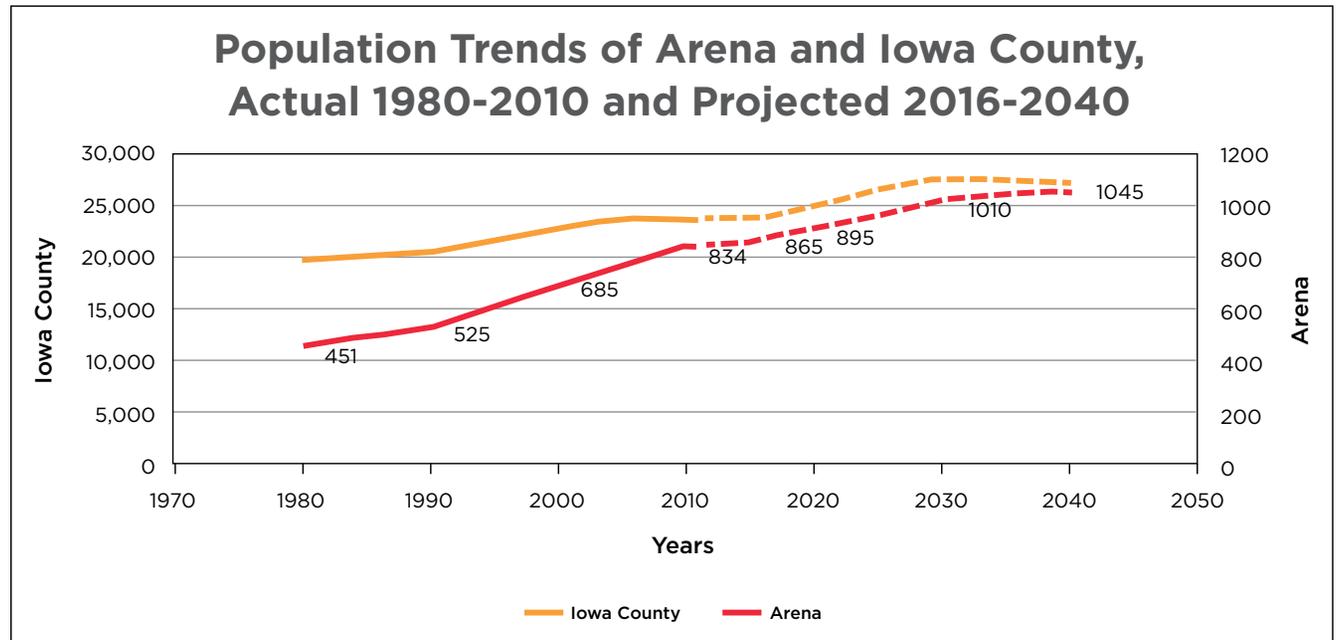
2 U.S. Census Bureau. (1980, 1990, 2000, 2010)

3 Wisconsin Department of Administration. (2013). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2020 - April 2040. Retrieved December 12, 2019, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)

**Figure 2: Population Trends of Arena and Wisconsin, Actual 1980-2010 and Projected 2016-2040<sup>4,5</sup>**



**Figure 3: Population Trends of Arena and Iowa County, Actual 1980-2010 and Projected 2016-2040<sup>6,7</sup>**



4 U.S. Census Bureau. (1980, 1990, 2000, 2010)

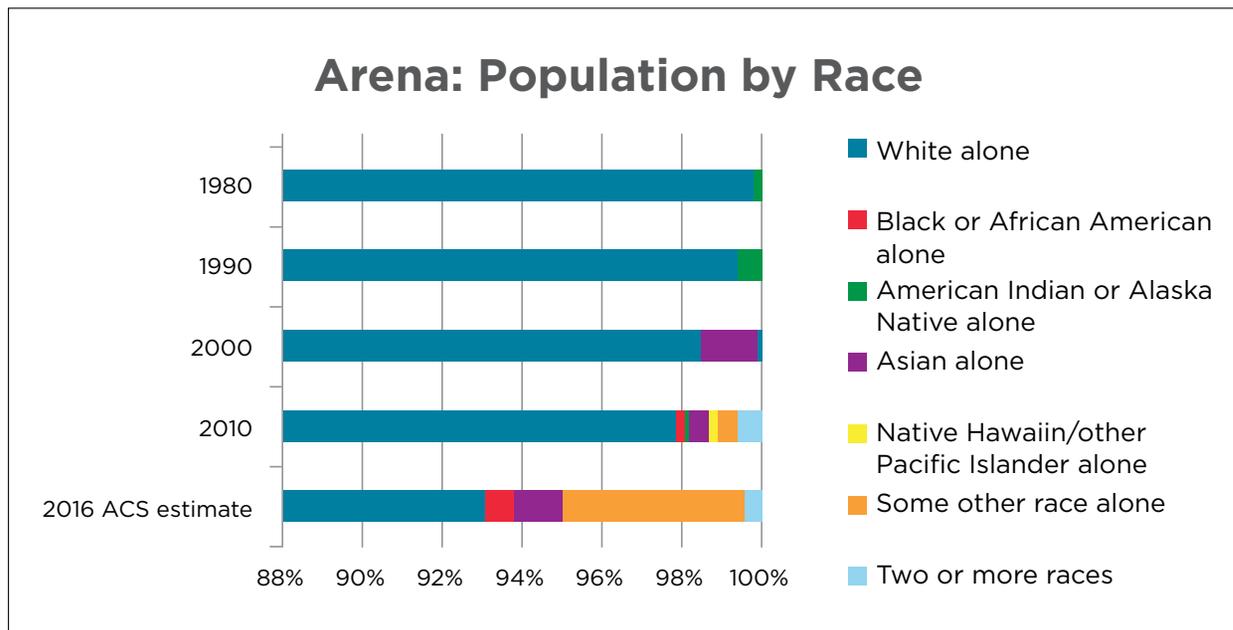
5 Wisconsin Department of Administration. (2013). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2020 - April 2040. Retrieved December 12, 2019, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)

6 U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016)

7 Wisconsin Department of Administration. (2013). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2020 - April 2040. Retrieved December 12, 2019, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)

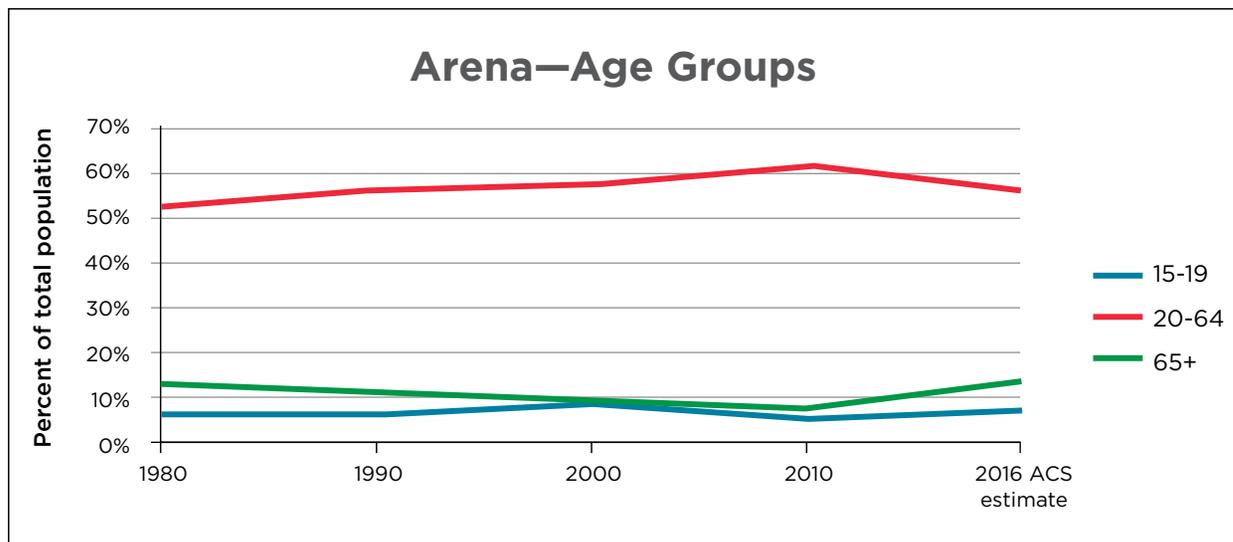
The racial and ethnic composition of Arena's population has changed over the past four decades and is becoming increasingly diverse. In 2016, 7% of the total population were non-white as compared to 0.22% non-white population in 1980<sup>8</sup>. The full changes in race and ethnicity are shown in Figure 4. The growing minority racial and ethnic population in Arena will influence the local workforce and economy since large portions of this population are engaged in farming, cheese manufacturing, or other industries within the community, and its environs.

**Figure 4: Population by Race, 1980-2016<sup>9</sup>**



Additionally, the age distribution in Arena has remained fairly constant over the last decades with very little change occurring. Public meeting participants expressed the desire for population growth in Arena. Specifically, they noted the importance of attracting and retaining youth in order to sustain the community in the years to come.

**Figure 5: Arena-Age Groups<sup>10</sup>**



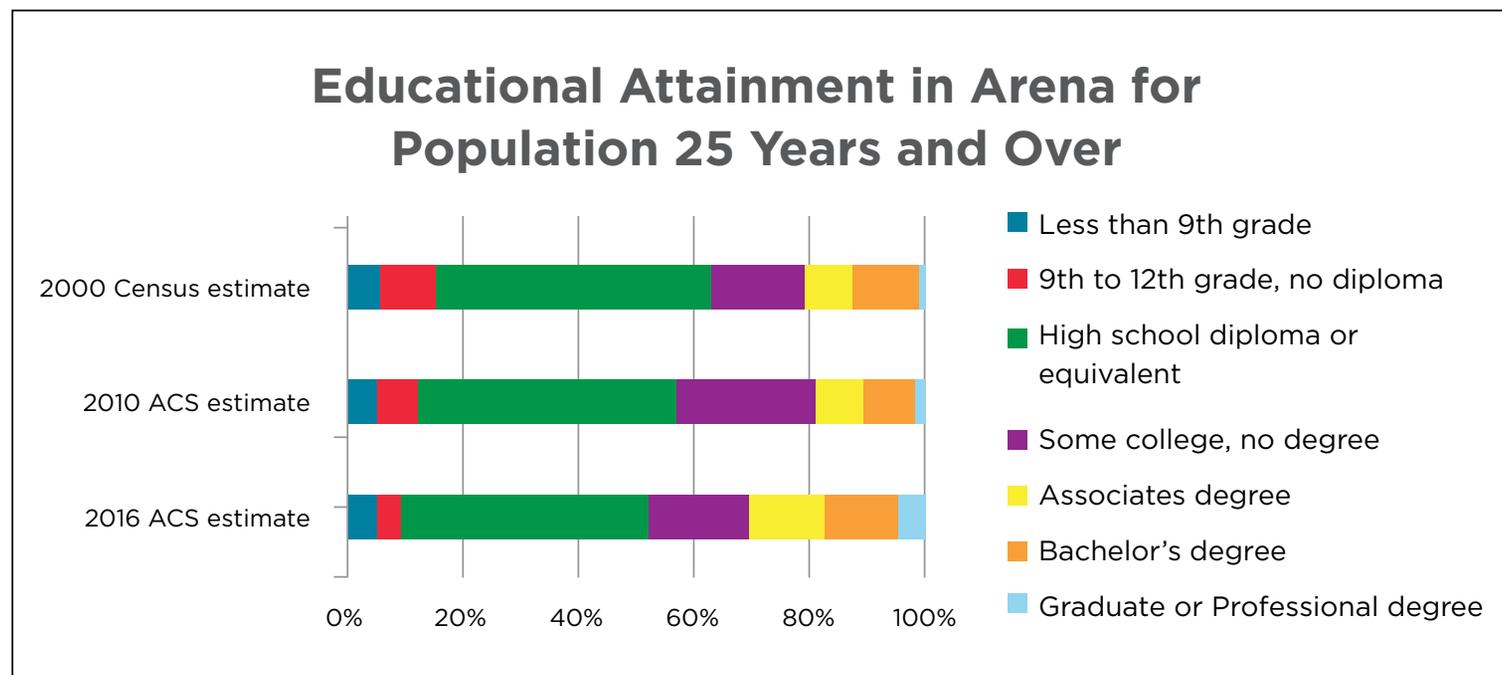
8 U.S. Census Bureau. (1980, 2016)

9 U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016)

10 U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016)

As with much of the United States, Arena’s population is more educated than in the past. When examining the highest level of educational attainment in the Village, shown in Figure 6, the population with Associate and Bachelor’s degrees between 2000 and 2016 increased from 20% to 25%. The amount of those with Graduate or Professional degrees also increased from 0.8% to 4.8%, during the same time period. Attracting workforce with the required skills is essential in maintaining Arena’s businesses which will impact the needed tax base necessary to sustain the community.

**Figure 6: Educational Attainment in Arena for Population 25 Years and Over<sup>11</sup>**



This section gives an overview of the relevant demographic trends and background information needed to develop an understanding of the changes taking place in the Village. Analyzing these trends and projections will enable citizens to gain a more complete understanding of future planning issues that should be addressed within the Comprehensive Plan. Maintaining and growing this critical population, age 15-64, will determine the sustainability of Arena and its businesses which will fundamentally impact tax base, investments in housing options, and services available to all age groups.

<sup>11</sup> U.S. Census Bureau. (2000, 2010, 2016)



# Community Resources

## Cultural and Natural Resources, and the Environment

Goal: Create a strong sense of community to attract and retain residents and businesses by leveraging sense of place, engaging existing residents, and marketing the community's assets.



**Table 4: Community Resources Public Meeting Participants**

<b>Community Resources Public Meeting Participants</b>	
<b>Name</b>	<b>Affiliation</b>
Chris Hill	Community Member
Tara Hill	Community Member
Kathy Jennings	Community Member
Tom Kratt	Wisconsin Department of Transportation
Bill Prochaska	Community Member
Paul Pustina	Community Member
Monica Reeve	Community Member
Dwight Reimann	Community Member
Kate Reimann	Village President/Community Member
Doug Richter	Community Member
Linda Richter	Community Member
Taylor Scott	Community Member



## Cultural Resources

The culture and creative spirit in Arena are what makes the Village a unique and comforting place to live, work, and visit. It is what makes it special. These include events, activities, organizations, school fundraisers, and fundraising organizations that focus more broadly on the community as a whole.

### Assets:

#### Community Events

Fun events that take place in Arena, mostly organized by volunteers include the Fourth of July Parade and Fireworks, Safety Days, Taste of Arena, Mary Jones and Yolanda Peterson Memorial Fireworks, Veterans of Foreign War Steak Feed, Easter Egg Hunt, Breakfast with Santa, Halloween by the Fire Department, Fishing at West Park, Food 2 Families, and other park activities.

Often, these events are attended by locals and are cherished opportunities for people to spend time with one-another and celebrate their community. Participants of the public meetings noted that these events could be used to draw in and attract past residents, more visitors, and business and should be marketed accordingly. In order to sustain these community events, the Village will need to maintain and grow its volunteer base needed to ensure the continuity of these activities.

Creating new amenities and events that were inclusive of all ages was also discussed by public meeting participants. These included drawing and hosting more arts and cultural attractions, leisure activities, movies, and music in the park.

### DID YOU KNOW?

**Families in Arena plan for and organize Fourth of July Fireworks, Memorial parade, and games.**

Source: Public Input Session, July 2019



## Volunteerism and local fundraising efforts

Community organizations and their volunteers make an immense impact on the quality of life in Arena.

The benefits of volunteering are enormous. Volunteering offers vital help to individuals in need and the community as a whole. The volunteer also benefits by finding friends, connecting with the community, learning new skills, and even in some cases advancing their career. The Fourth of July Fireworks Memorial, parade, and games are planned by volunteers in Arena. Arena has very involved public safety service providers that plan and hold Safety Days and community members that contribute to the VFW fundraising for scholarships. Arena's Fire Department and Emergency Medical Services are also both staffed by volunteers who serve both the Village of Arena and Town of Arena.

Ensuring that these events, funding opportunities, and organizations continue to exist is imperative for Arena, and volunteers who have played a key role in their longevity should be thanked immeasurably. Volunteer needs should be advertised through multiple forms of media, like the newspaper, flyers, Facebook, and local websites to create awareness and ensure continuity. During the community meetings, community members also expressed the potential to include nearby communities in volunteering efforts and to attend local events and activities. This would create a larger population to gather volunteers from, increase the overall patronage of events, and potentially increase the amount of donations. To accomplish this, the multi-media advertising, previously discussed, could be done in nearby communities, as well.



## Close Proximity to, and Relationships With, Postsecondary Institutions

Arena is located 30 miles west of the University of Wisconsin-Madison, 33 miles south of the University of Wisconsin-Platteville campus in Baraboo, 32 miles southeast of the University of Wisconsin-Platteville campus in Richland Center, and 54 miles north-east of the University of Wisconsin-Platteville main campus for those planning on continuing to a 4-year program. Also, nearby is Madison Area Technical College and Southwest Wisconsin Technical College. Southwest Tech is the highest-ranked 2-year college in Wisconsin, and third-highest-ranked in the country, and offers over 75 programs of study at its Fennimore location, and has many connections with local districts as well. Proximity to these higher educational opportunities provides an easy commute for residents who are students and staff members. Establishing formal apprenticeships and stronger marketing of summer job opportunities within the schools and the Village will help students preparing for graduation to connect with the workforce while in school. Businesses within the community and its environs also have much to gain from this effort, since workforce is the single largest constraint they face today. Creating these partnerships and employment opportunities can also be a means of retaining high school graduates within the community, thereby addressing another of the Village's issues.



Needs:

## **Inclusion of Younger Adults in Community Planning**

Due to the time requirements demanded to engage in Village boards and committees, involvement has often been an issue. Community members expressed the lack of commitment of especially young adults in planning efforts within the Village during the public inputs sessions and the community survey. Including youth and young families in community planning and decision-making can be an avenue to ensure that the Village stays relevant and attractive to these populations, and doesn't stagnate for lack of ideas or fear of investment. Currently, there are youth-in-government programs within the region and state which Arena can learn from. However, existing board members may have to exercise some flexibility regarding meeting times to accommodate working parents or directly searching for younger members of the community who may be willing to serve.

## **Opportunities for Youth to Stay in Arena**

Youth outmigration is currently one of the greatest risks to rural America, and there is no single action a community can take to reverse or halt this trend. Options for combating youth outmigration may include considering those things it can affect and which contributing factors are out of its control. For example, many youth like the draw of cities due to the urban setting, yet creating a dense urban setting similar to Madison in Arena is not only infeasible, it is also divergent to what the community wants to be. However, Arena can take strides to make the Village more attractive to youth and young families by supporting much of the things that determine where these people live. Planners and economic developers across the state and country have found that this group wants to live in a place with good schools, diverse and accessible outdoor amenities such as parks and trails, and career opportunities in or nearby the community. It is these elements that contribute to a community's "livability," and should be the Village's focus moving forward.

## **Natural Resources**

Natural resources in the Village of Arena include the natural and managed public spaces such as parks, as well as air and water quality. This chapter also reflects the value of the land and environment within and surrounding the Village to the people who live therein.

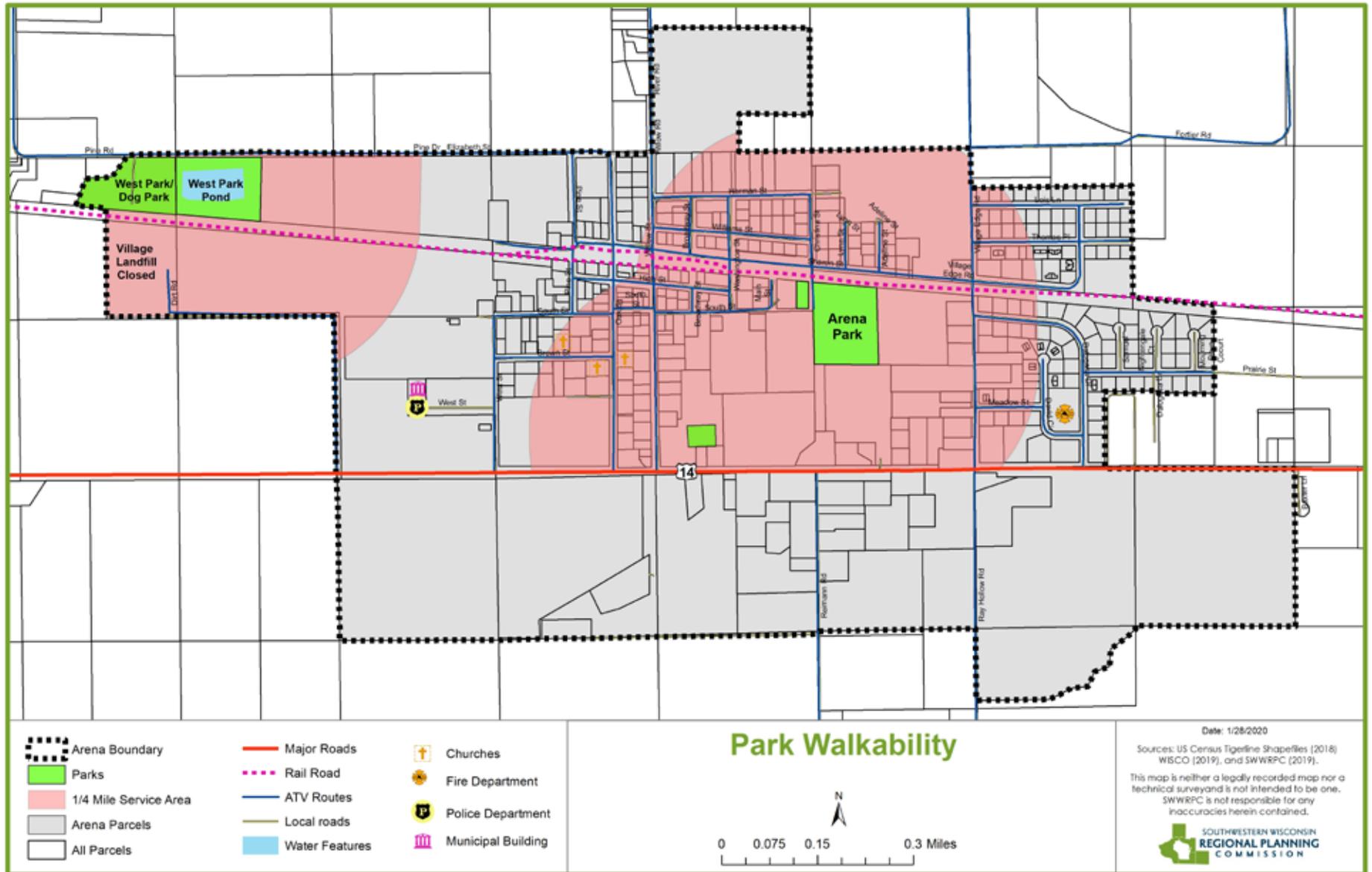
Assets:

### **A Good Village Parks System**

Arena is home to two large parks; the Arena Park and the West Park which make up over 23 acres of recreational facilities. There is also additional park space at the old site of the Arena Elementary school which is still used for community activities. Arena Park has two shelters, concessions, ball diamonds, and playground equipment. West Park offers a fishing pond. These parks are important for the general wellness and quality of life for community members and visitors. They create opportunities for exercising, interacting with neighbors, experiencing nature, and much more. With these benefits in mind, they are an asset to attract new residents and businesses, and retain current residents and businesses. In addition, Arena also offers recreational opportunities such as snowmobiling, bicycling, fishing and boating. Figure 7 shows the location of parks within the Village of Arena and the one-quarter mile service area of the existing park infrastructure.



Figure 7: Parks in Arena and Locations within a Quarter Mile



## Proximity to other State and County Parks

In addition to the two parks located within the Village, Arena is in close proximity to three state parks. These state parks include the Tower Hill State Park, Blue Mounds State Park, and Governor Dodge State Park. The Tower Hill State Park abuts the Wisconsin River and is bordered by state-owned land comprising the Lower Wisconsin State Riverway. It is located 9 miles west of Arena, holds 77 acres of land, two miles of trails leading up to the tower and down to the riverbank and a small campground with 15 campsites. The Blue Mounds State Park also located 12 miles south of Arena holds 1,153-acre of land, features a pair of observation towers affording views of the Wisconsin River valley and Baraboo Range to the north, the mounds, buttes, and rolling forests of the Driftless Area to the south and west, and the young glacial plains and city of Madison to the east. Governor Dodge State Park is located 21 miles south of Arena, and holds 5,350 acres of land and over 60 miles of hiking trails. It is also home to two campgrounds with over 250 sites, including group sites and facilities for horse camping. The jewels of the park are the two lakes totaling nearly 250 acres. The tall pines and sand blows which compose the landscape of the Arena Pines and Sand Barrens is also 7 miles north of the Village. Additionally, there are numerous DNR-owned natural areas nearby which are within the River Valley area.



## Proximity to Water Features

Arena is located in the scenic Wisconsin River valley, carved by the mighty Wisconsin River and its tributaries. Marks on the rocky hills on either side plainly show where the waters receded until the stream found its present bed leaving a long sandy prairie. Mounds Creek, Ray Hollow, Mill Creek, and Coon Rock valleys make up the more wooded and rugged portions of the township to the south. The Wisconsin River from Sauk City to Prairie du Chien is largely undeveloped and a major recreation destination. Arena's water features create a beautiful landscape, while also providing its residents and visitors unique recreational opportunities. The Wisconsin DNR maintains a non-motorized boat launch and public parking area providing access to one of most picturesque and popular stretches of the riverway.



Needs:

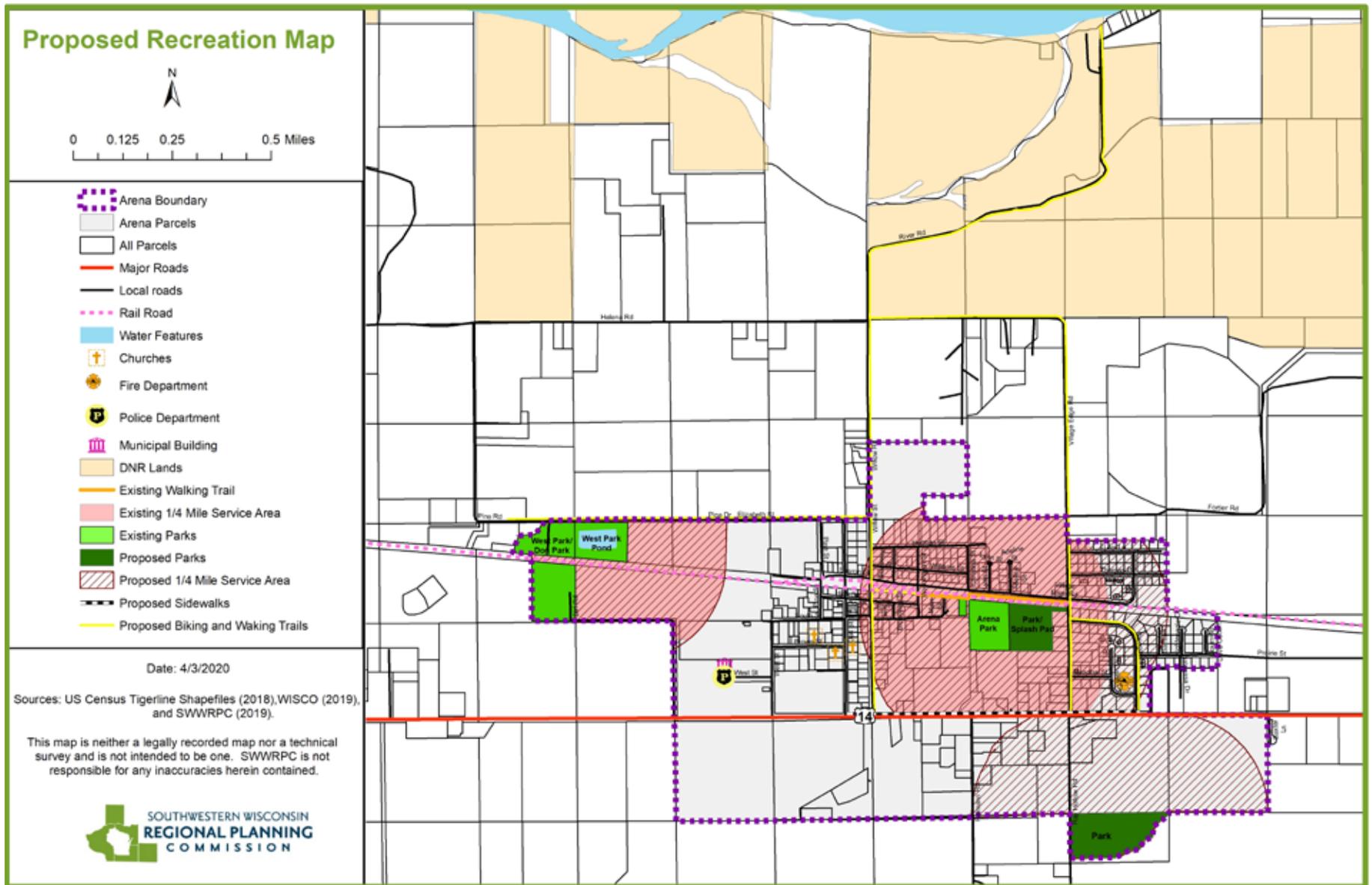
## Improving amenities within parks

Community members expressed the need for additional parks and other outdoor recreation spaces in Arena to accommodate new recreational equipment such as a splash pad, and ensure all existing and new equipment are handicap accessible. They also expressed the need to include walking and biking infrastructure while ensuring that both existing and proposed park infrastructure are connected to places of residences. The Village is currently engaged in the creation of a Comprehensive Outdoor Recreation

Plan (CORP) to acquire funding for this purpose. Any future developments in the Village would add more park space/open space to Arena via a land dedication requirement policy listed in the policy section and described in the Village zoning ordinance. The proposed location of additional park facilities, walking and biking trails, and sidewalks as desired by community members during the public input sessions are shown on Figure 8.



Figure 8: Proposed Recreation Map



## Library and other Gathering Spaces

During the community input meetings, participants expressed their desires to engage the Southwest Wisconsin Library System to determine feasibility and support needed for the establishment of a library branch in the Village. Residents currently have access to library services in the communities of Spring Green, Barneveld, Dodgeville, and Mazomanie (Mazomanie library services require a fee). In addition to lending books and housing reference materials and periodicals, a library is a critical technological resource for those in a community with no home internet, such as students who live in rural areas outside the Village. It can also serve as the heart of many community events and services, and help to bind the community together through these events and its communication channels to its users. In the Community Survey, 62% of those surveyed supported “the Village pursuing the addition of a library branch”.

## Advertise and market Arena for commuters, recreation and tourism

Given the Village of Arena’s location along the Wisconsin River and its proximity to regional traffic generators including Historic Spring Green, Frank Lloyd Wright’s Taliesin, and American Players Theatre, tourist travel has potential to buoy the local economy. During the community meetings, community members expressed interest in investing in signage upgrades at all Village entrances to make the community more welcoming to visitors or those passing through. There is also the need to invest in wayfinding signage identifying key community assets such as parks, businesses, and access to the Wisconsin River to help attract tourist.



The following are the Community Resources-related Strategies and Actions determined by Arena community members during the Infrastructure public meeting:

## Community Resources Strategies and Actions

<b>Strategy: Ensure Arena is a safe, family-friendly place to live</b>
<b>Action:</b> Continue financial support for law enforcement, Fire Department and EMS services.
<b>Action:</b> Engage the Southwest Wisconsin Library System to determine feasibility and support needed for the establishment of a library branch in the Village.
<b>Action:</b> Assess local sporting and recreational opportunities available to residents and identify any gaps in providing these services.
<b>Action:</b> Convene volunteer groups and organizations annually to coordinate volunteers, cross-marketing, advertising, and funding needs in order to continue support for local events.
<b>Strategy: Invest in Village beautification efforts</b>
<b>Action:</b> Invest in signage upgrades at all Village entrances to make the community more welcoming to visitors or those passing through.
<b>Action:</b> Install landscaping along Highway 14 and key Village roads.
<b>Action:</b> Invest in wayfinding signage identifying key community assets such as parks, businesses, and access to the Wisconsin River.
<b>Strategy: Invest in recreational maintenance and equipment improvements</b>
<b>Action:</b> Complete an update to the Village's Comprehensive Outdoor Recreational Plan in order to access state funding for recreational equipment and amenities.
<b>Action:</b> Invest in new recreational equipment such as a splash pad, and ensure all existing and new equipment is handicap accessible.
<b>Action:</b> Develop a sustainable, long-term stocking and maintenance plan for the West Park fishing pond.
<b>Strategy: Create a comprehensive marketing and branding strategy targeted at promoting the livability of Arena</b>
<b>Action:</b> Include in all marketing materials the proximity and accessibility of the Wisconsin River.
<b>Action:</b> Advertise and market proximity to nearby cultural resources such as Taliesin, House on the Rock, and American Player's Theater.
<b>Action:</b> Identify target markets for advertising of local events and cross-market with similar events.



# Infrastructure

Including housing, transportation, utilities, and public safety.

Goal: Attract and enable a diverse array of housing suitable for all stages of life, and maintain existing transportation infrastructure for motorized and non-motorized use. Additionally, ensure proactive maintenance of the Village's utility infrastructure through long-range planning and investment.



**Table 5: Infrastructure Public Meeting Participants**

Community Resources Public Meeting Participants	
Name	Affiliation
Chris Hill	Community Member
Tara Hill	Community Member
Kathy Jennings	Community Member
Tom Kratt	Wisconsin Department of Transportation
Bill Prochaska	Community Member
Paul Pustina	Community Member
Monica Reeve	Community Member
Dwight Reimann	Community Member
Kate Reimann	Village President/Planning Commission/Community Member
Doug Richter	Community Member
Linda Richter	Community Member
Taylor Scott	Community Member



## Housing

Diverse housing options are a major consideration for anyone looking to move into a new community, or for those whose family situation changes throughout their lives. As such, housing not only serves a basic human need but also plays a major role in allowing families to remain in a community as their family grows. Likewise, along with workforce, housing is a critical factor in the attraction and expansion of businesses, since the associated workforce will need housing. Arena’s community members expressed the need for multigenerational housing opportunities to accommodate young families, those with income constraints, and seniors during the public input sessions.

Housing needs to be reviewed within the context of attracting new residents, and the changing demographics the Village is likely to see. Additional information that could help Arena chart its path towards a robust housing market is input from employers and employees within the Village, and potentially even input from current renters. This will help determine barriers to homeownership, as well as the portion of residents who prefer apartment dwelling to owning a single-family home.

The data on housing within Arena identifies some strong points about this market. Arena had 370 housing units in 2016, an increase of 90% since 1990, when the Village had 194 units. Another set of indicators is the growth between 2000 and 2010 in household values of \$75,000 or greater (7% of total households). While still a minority of overall housing, this increase is potentially indicative of investment in the Village’s housing stock, and a gradual improvement in the diversity and quality of housing options. The Village has also seen a 17% average annual growth in new housing units between 1970 and 2010, reflecting steady growth, 2% greater than Iowa County’s growth rate for the same period. These are good individual indicators for a housing market, and could reflect a balance of both new and affordable housing. The housing stock in Arena is also relatively new with only 17.3% of all housing units in the Village being built prior to 1940. Available housing data identifies the ages of housing on the basis of the decade built, with the 1940’s being the oldest decade identified, and all housing built prior to 1940 is grouped together.

**Table 6. Total Housing Units**

<b>Total Housing Units<sup>12</sup></b>					
<b>Arena</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2016</b>
Total housing units	173	194	269	354	370
Occupied housing units	164	187	256	323	335
Vacant housing units	9	7	13	31	35

**Table 7. Owner and Renter Occupied Housing Units<sup>13</sup>**

<b>Owner and Renter Occupied Housing Units</b>					
	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2016</b>
Owner occupied housing units	<b>113</b>	<b>126</b>	<b>182</b>	<b>241</b>	<b>238</b>
Renter occupied housing units	51	61	74	82	97

**Table 8. Number of Households, 1980-2010 Totals, 2016-2040 Projections<sup>14,15</sup>**

<b>Number of Households: 1980-2010 Totals, 2016-2040 Estimates</b>								
	1980	1990	2000	2010	2016	2020	2030	2040
Arena	164	187	256	323	335	358	415	440
Iowa County	6,767	7,406	8,764	9,547	9,692	10,387	11,514	11,695

<sup>12</sup> U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016)

<sup>13</sup> U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016)

<sup>14</sup> U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016)

<sup>15</sup> Wisconsin Department of Administration. (2013). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2020 - April 2040. Retrieved December 12, 2019, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)

Table 9. Year Housing Units Built<sup>16</sup>

Year Housing Units Built		
Age	#	%
Built 2014 or later	-	-
Built 2010 to 2013	2	.5%
Built 2000 to 2009	90	24.3%
Built 1990 to 1999	84	22.7%
Built 1980 to 1989	35	9.5%
Built 1970 to 1979	47	12.7%
Built 1960 to 1969	33	8.9%
Built 1950 to 1959	10	2.7%
Built 1940 to 1949	5	1.4%
Built 1939 or earlier	64	17.3%

<sup>16</sup> 2012-2016 American Community Survey. *Selected Housing Characteristics*. US Census Bureau. [factfinder.census.gov](https://factfinder.census.gov).2019.



## Assets:

### Prime Location for Commuters

Arena's location is ideal for living especially because of its proximity to major employment centers including Mt. Horeb, Cross Plains, Dodgeville, Middleton, and Sauk City among others. Arena's sense of community, scenic environment, open spaces, and access to several county and state parks, and cultural resources also makes it a great place to raise a family. The proximity to higher-educational facilities such as UW Madison, UW Baraboo, UW Richland, Madison Area Technical College, and Southwest Technical College allows for a strong transition into higher education and an easy commute for staff and students. Future marketing efforts around business, workforce, and new-resident attraction should promote Arena's location along with its other assets.

### Vacant Residential Lots with a Willing Builder

Arena currently has 16 single family homes under construction by a developer and there are also plans to renovate the old elementary school building to include studio apartments. Additionally, residents during the land use implementation meeting also identified lots which are currently undeveloped for future single family and multi-family residential uses. Following the identification of parcels, additional discussion can occur regarding subjective elements of development.

## Needs:

### Housing Market Study

In April 2019, Southwestern Wisconsin Regional Planning Commission completed a Housing and Workforce Study in an effort to project the future housing demand for Arena. The analysis was driven by historical demographic trends and was a broad-based and objective forecast of future housing demand over the next 10 - 12 years based on the State of Wisconsin Department of Administration's (DOA) population and household projections for 2030. However, the method used did not anticipate proposed and/or ongoing developments that will impact the population and number of households in the community during the writing of this plan.

The analysis begins with the number of households that DOA projects for the Village in 2030. A household is an occupied housing unit. A healthy housing market will have a percentage of vacant units available, so this analysis adds 5% to account for a desired number of vacant units. Additionally, some housing will need to be replaced over time for a variety of reasons such as rebuilding or unexpected issues such as fires, and so the analysis adds .5% to account for this. The number of households and desired vacant and replacement units accounts for a projected number of housing units in 2030. From that number, the existing housing units counted during the 2010 census and the number of building permits issued for new housing since 2010 were removed. The resulting number is an estimate of number of additional housing units to be built by 2030. Arena should anticipate the need for an additional 80 housing units by 2030.



Table 10. Future Housing Demand Forecast

Future Housing Demand Forecast	
<b>2030 projected number of households<sup>17</sup></b>	415
+ desired vacancy rate of 5%	21
+ replacement housing*	2
<b>= required number of new housing units</b>	438
- available number of units (2010 census)	354
- units built 2010-2017 <sup>18</sup>	4
<b>= total housing units to be built for 2030</b>	80

### Need for Funding to Renovate Housing and Remove Lead

Another date of consequence when identifying the age of structures is 1978, the year that the sale of lead paint was banned for residential use. While there has been a steady investment in new housing in Arena, approximately 43% of all housing units in the Village were built prior to 1980. These units have a higher likelihood to contain lead-based paint which poses a threat to children. Lead contaminated dust can cause serious and permanent developmental impairments to children. Likewise, these older units are more likely to have wiring that does not meet code and may be poorly insulated, which can lead to high utility costs during the winter months. If the Village hopes to attract workforce and young families, there must be a significant investment in new housing to accommodate these populations.

17 Barroilhet, Dan and Egan-Robertson, David. *Minor Civil Division and Household Projections, 2010-2040*. Wisconsin Department of Administration, Demographic Services Center. 2013.

18 Barroilhet, Dan. *New Housing Starts Annual Survey 2010 - 2017*. Wisconsin Department of Administration, Demographic Services Center.

# Transportation

Transportation involves how people get to their places of work and school, meet with friends, run for exercise, walk their dog, receive freight, and many more activities that are necessary to fulfill life. For this reason, ensuring that existing transportation options are working efficiently and to their maximum potential is a priority to Arena. Community members during the public input sessions expressed the need to focus on active transportation, including walking and biking while ensuring the connectivity of park infrastructure to places of residence. They also expressed the need to seek additional funding for road maintenance.

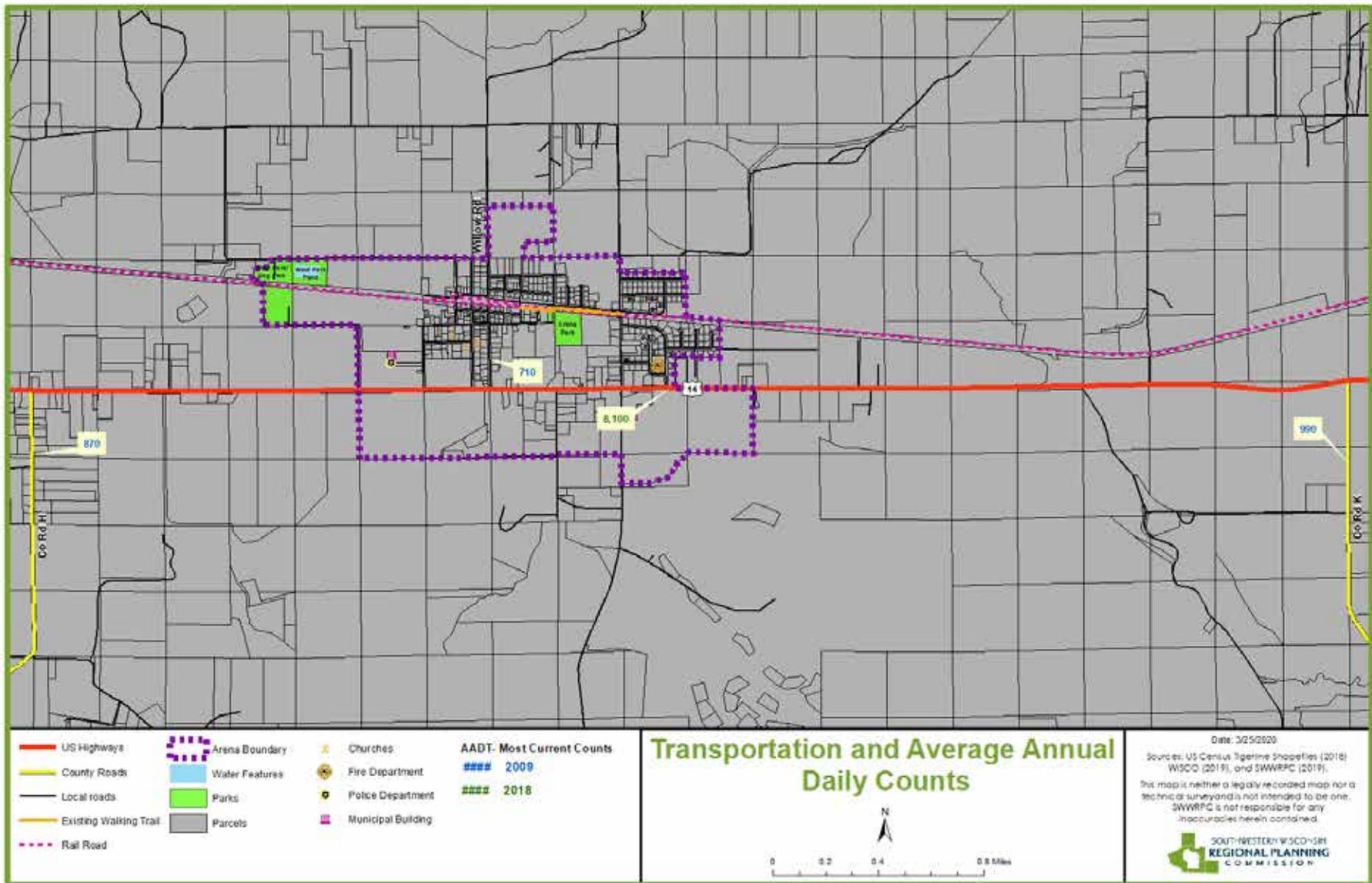


## Assets:

### Location and Good Network of Roads

Arena's transportation network provides the Village with several of its strongest assets. Arena is located on the two-lane U.S. Highway 14 that links La Crosse and the southwestern portion of the State with Madison and Janesville. The nearest four-lane highway is US Highway 151 via US Highway 14 and State Highway 78, 22 miles east of Arena. Also connecting the Village to the region are County Roads H and K among others. This robust transportation network makes Arena well suited for residents to commute to work, or outside workers to commute to Arena, and an opportunity to attract businesses. It also makes Arena attractive to new businesses looking for easy access to freight corridors with the Wisconsin & Southern Railroad going through the Village. The community is unique in southwestern Wisconsin and has an opportunity to capitalize on these assets for future growth. Figures 9 and 10 show the Annual Average Daily Traffic (AADT) counts on Highway 14, County Road H and County Road K.

Figure 9: Transportation and Average Annual Daily Counts<sup>19</sup>



<sup>19</sup> Wisconsin Department of Transportation (2018): Traffic Count Map Retrieved January 24, 2020, from <https://wisdot.maps.arcgis.com/apps/webappviewer/index.html?id=2e12a4f051de4ea9bc865ec6393731f8>

## Needs:

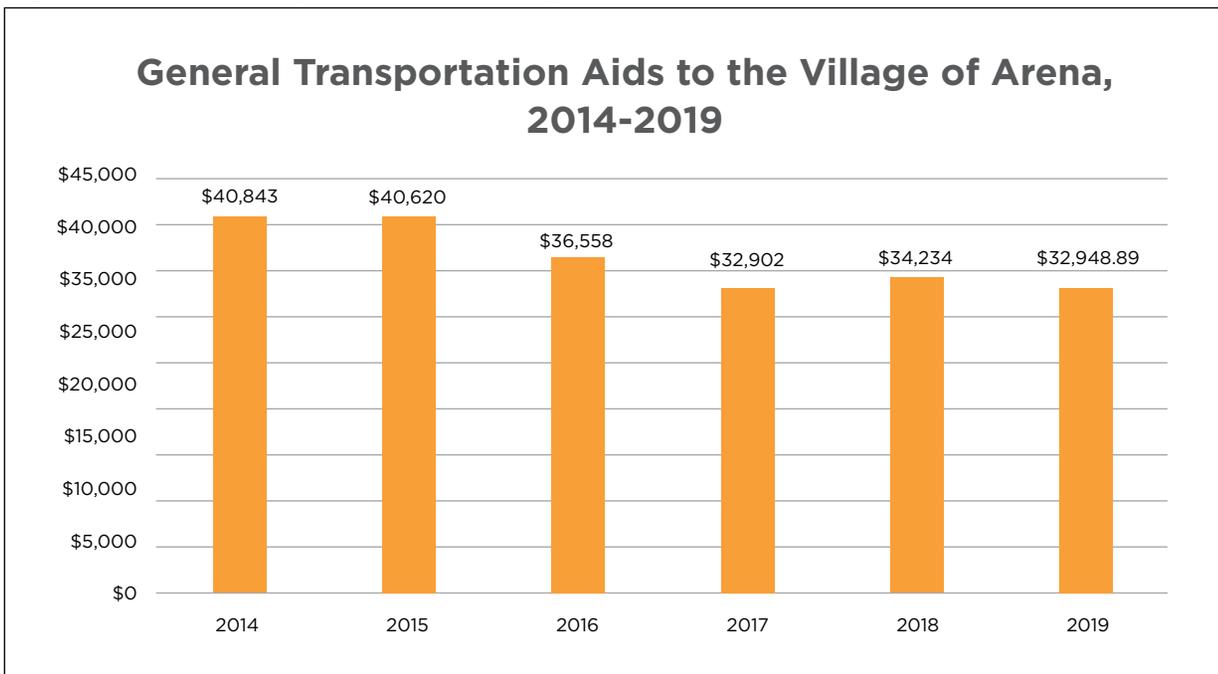
### Improvements to Village Streets

Maintaining local roads has been an issue of statewide concern for several budget cycles, and Arena appears to be no exception. The “quality of roads” and “road maintenance and repair scheduling” are not meeting the expectations of community members who attended the public input sessions. Arena is also not alone in the challenges it faces to fund this maintenance. State caps on levy limits combined with decreasing transportation aids place an increasing burden on the Village’s tax payers. With no anticipation of this changing, financing road repairs will continue to require strategic and flexible budgeting on the part of the Village. The Village of Arena has historically gotten funding for General Transportation needs and not connecting highway aids as shown in Figure 10.

### Designated Walking and Biking Lanes

The general public appears to want more investment in the walkability of the Village. According to survey results, 43% of respondents agreed that future developments should include pedestrian infrastructure (sidewalks, crosswalks, etc.) and 51% said the Village should add multi-use paths (example: biking, walking, horse-riding, cross country ski). During the public meetings, community members expressed the need to develop walking and bike paths around the Village through either the construction of new paths, or investment in signage and road markings indicating shared roads. Proposed sidewalks, biking, and walking trails are shown on Figure 8 on page 23.

Figure 10: General Transportation to the Village of Arena, 2014-2019<sup>20</sup>



**COMMUNITY SURVEY**

# SNAPSHOT!

51% of survey respondents want more investment in the provision of multi-use paths (example: biking, walking, horse-riding, cross country ski).



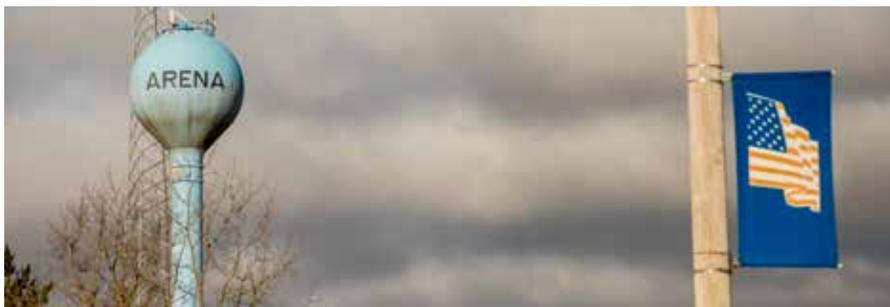
20 Wisconsin Department of Revenue Calendar Year Payments. (2014-2019)

# Utilities

Maintaining utilities is one of the most essential functions of any Village. The workforce and families need running water and sewer capacity for their basic livelihood, and businesses require sufficient sewer treatment capacity to operate. Overall, the Village's utilities were viewed satisfactorily by the survey respondents and community members attending the public input sessions, and the focus of the discussion was largely on maintenance of sewer, water, and storm water utilities.

**Table 11: Utility services and Providers in Arena, 2019**

Utility Services and Providers in Arena	
Utility Service	Provider
Water	Village of Arena
Wastewater Treatment	Dane Iowa Waste Water Commission
Solid Waste (garbage, recycling, yard and bulky waste)	Pellitteri Waste Systems
Electric	Alliant Energy Corporation
Natural Gas	Madison Gas and Electric
Telephone, Cable, Internet, and Fiber	Charter Communications, DIRECTV, and Frontier
Cellular Services	US Cellular, AT&T, and Verizon



## Needs:

### Stormwater Drainage

The older parts of the Arena have open, rural ditches dug with assistance from FEMA to manage stormwater runoff. The only portion with a properly installed stormwater management system is the Hodgesons Prairie subdivision which includes a curb and gutter. In this subdivision, stormwater is controlled with a french drain system which includes an infiltration basins of rock filled trenches. In Arena, preventing erosion via required building inspections, and protecting the well recharge area through enforcement of the Village's wellhead protection ordinance, gives the Village some stormwater runoff protection. From the public input sessions, community members expressed the need to address stormwater drainage issues especially in the older parts by providing adequate infrastructure to move water through drain tiles or open ditch. The community survey also showed that 73% of survey respondents rated current stormwater services as fair or poor.

### Water Supply Needs

Arena's current water supply is through an 8-inch diameter well with a depth of 415 feet which presently generates 720,000 gallons of water per day.<sup>21</sup> Community members during the public input sessions expressed the need for a second well to support businesses within the community. The Village may need to utilize a Capital Improvement Program (CIP) to assist in planning for such major project costs via the writing of grants for such purposes. A second well will also help provide for future residential developments within the Village.

<sup>21</sup> Kopic, L. Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS_2015_220.pdf)

# Public Safety

The Village of Arena provides emergency response and public safety services from the Arena Police Department, Arena Volunteer Emergency Medical Services and the Arena Volunteer Fire Department. An overview of these organizations is shown in Table 12.

Table 12: Overview of Arena’s Public Safety Services<sup>22</sup>

Arena Public Safety Services Overview	
<b>Arena Police Department</b>	“The Arena Police Department is located in north-eastern Iowa County. The department’s jurisdiction covers 1.15 square miles, including 6.58 miles of roads. They serve approximately 865 residents. The department is comprised of 2 Sworn Officers, including the Chief and an Officer. Additionally, through unwritten mutual aid agreements, Dane County and Sauk County law enforcement officials, as well as the DNR provide additional police protection.
<b>Arena Volunteer Fire Department</b>	The 3-member Arena Fire Department provides a range of programs designed to protect the lives and property of the 865 inhabitants of the Village of Arena from the adverse effects of fire, sudden medical emergencies or exposure to any dangerous condition created by either man or nature. The fire department also serves the Town of Arena. Mutual aid is provided to neighboring communities when requested.
<b>Arena Emergency Medical Services</b>	They currently staff their ambulance with 20 essential volunteers from EMT-Basics with advanced skills, to nurses and drive. They serve both the Village of Arena and the Town of Arena and also assist the surrounding communities with mutual aid and MABAS calls.



<sup>22</sup> Source: Arena Police Department. (2020, January 15). Retrieved from <http://www.Villageofarena.net/police.html>

Needs:

## Continued Financial Support for Law Enforcement, Fire Department and EMS Services

Arena’s law enforcement and EMS require funding to supply its staff and volunteers with pagers, coats, training, workman’s compensation, and liability insurance as well as up to date equipment to help improve the safety of residents and visitors. These entities exist due to the many volunteers that dedicate their time and expertise for the well-being of the community. While these entities do their part to ensure strong service, it is important that the community does their part, as well to help provided the needed resources for these agencies to thrive. Results from the community survey shows that 54% of survey respondents strongly agreed or agreed to support local fundraising efforts.

The following are the Infrastructure-related Strategies and Actions determined by Arena community members during the Infrastructure public meeting:

## Infrastructure Strategies and Actions

<b>Strategy: Continue to invest in critical infrastructure necessary to support existing residents and enable necessary growth.</b>
<b>Action:</b> Update and add redundancy for municipal water supply and service.
<b>Action:</b> Create a long-range replacement plan for Village streets, culverts, signage, and other infrastructure.
<b>Action:</b> Consider engaging a UW Platteville Senior Design team to investigate solutions to groundwater flooding and stormwater drainage.
<b>Strategy: Invest in non-automobile transportation infrastructure that enables a healthy lifestyle and promotes recreational opportunities.</b>
<b>Action:</b> Connect ATV/UTV routes within the Village and to the Town of Arena to permit access to parks, natural areas, and the Wisconsin River.
<b>Action:</b> Develop walking and bike paths around the Village through either the construction of new paths, or investment in signage and road markings indicating shared roads.
<b>Action:</b> Incorporate sidewalks, bike and pedestrian access in all new developments along Highway 14.
<b>Strategy: Prepare for meetings with housing developers by engaging in necessary planning.</b>
<b>Action:</b> Identify land available for single-family, multi-family, and senior housing.
<b>Action:</b> Identify possible incentives for housing developers that will allow them to close the investment gap and allow them to construct new housing in the Village.
<b>Action:</b> Investigate the option for extending TID 1 beyond 2026, and using this revenue for housing-related investments in the coming years.
<b>Action:</b> Compile and conduct preliminary reviews on developer agreements for use with residential developers.
<b>Strategy: Attract multi-family workforce housing necessary to bridge the lifestyles of young adults and families, and to attract the workforce required to attract businesses. Also support development of additional age-contingent housing (55+ or 65+) housing to permit Village residents to age in-place, and open up housing for workforce and new families.</b>
<b>Action:</b> Once pre-planning is complete, connect with developers and invite them to meet with them to determine investment opportunities in the Village.
<b>Action:</b> Include new housing opportunities and land availability in all marketing materials and economic development efforts.



# Economic Development

Goal: Create a pro-business community for businesses ranging from small to large, supported by fiscally prudent investments in development incentives and wise land use decisions.



**Table 13: Economic Development Public Meeting Participants**

Economic Development Public Meeting Participants	
Name	Affiliation
Julie Flint	Community Member
Paul Pustina	Community Member
Monica Reeve	Community Member
Kate Reimann	Village President/Planning Commission/Community Member
Doug Richter	Community Member
Linda Richter	Community Member
Becca Raven Uminowicz	Community Member
John Uminowicz	Community Member
Richard Wille	Community Member
Taylor Scott	Community Member
Bill Hanson	Arena Cheese
George Petak	WHEDA
Larry Bierke	Iowa County

**DID YOU KNOW?**

One of the oldest businesses in Arena is the Arena Cheese Factory. It became the birthplace of Cojack cheese in 1985.

Source: Village of Arena




## Balancing a Small-Town Feel with Resident and Business Attraction

While retaining its idyllic small-town feel, Arena aspires to provide a business-friendly climate, grow its tax base, diversify its housing options and improve community services. To accomplish this, the Village needs to retain and grow existing businesses, to attract new business and investment, and encourage local entrepreneurs and to replenish income lost by dollar “leakage” out of the community through the purchase of goods made elsewhere.

According to the U.S. Census Bureau 2016 estimates, Arena has a total Labor force of 446 persons with 91% of them employed. However, the overwhelming majority of Arena’s employed residents, approximately 90% do not work in Arena as shown in Figure 11. Local businesses including Arena Cheese Inc., Arena Super Stops, Mill Creek Cheese LLC., Grandma Mary’s Café, Peoples Community Bank, and Lake Louie Brewing among others employ the remaining 10% of the labor force, working in the Village. Often a community with this dynamic is considered a “bedroom community”: one where people live, but do not work. Figure 12 shows the locations where commuting residents of Arena work and how many miles they travel to their places of employment.

Figure 11: Employment Location of those that Live in Arena, 2016<sup>23</sup>

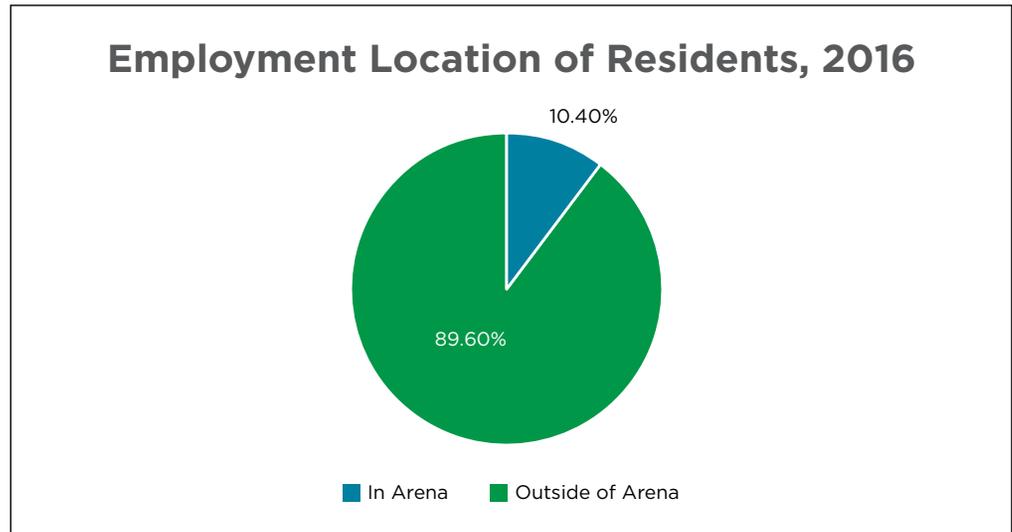
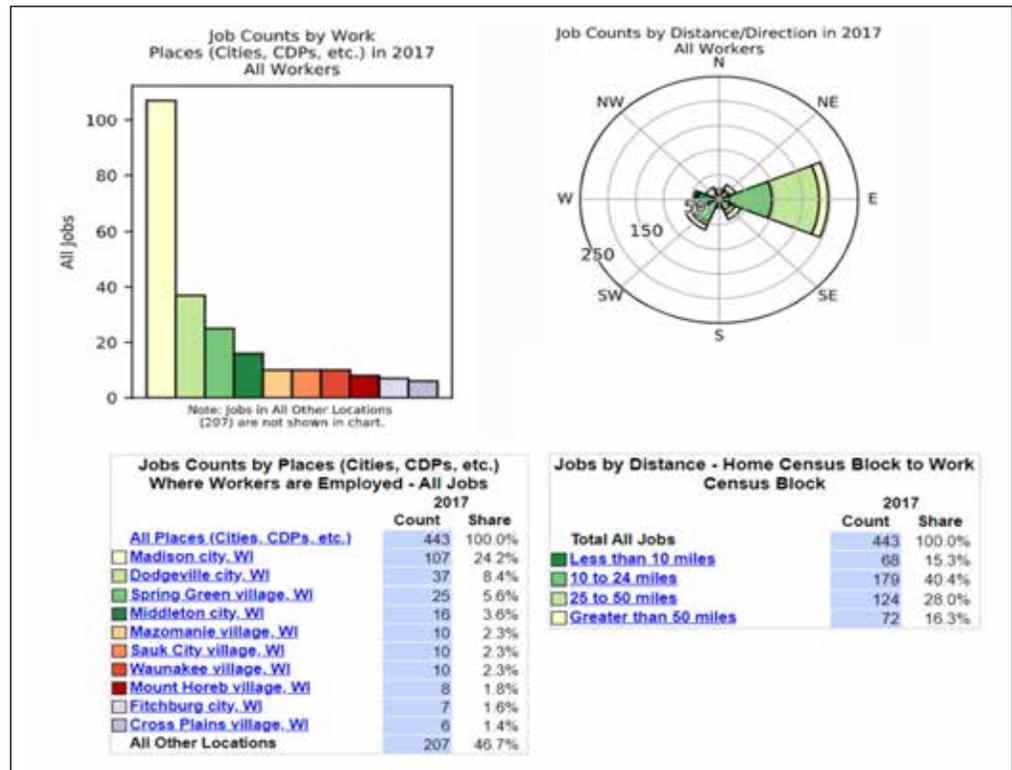


Figure 12: Where Arena Residents Commute to Work, 2016<sup>24</sup>

Data collected by the Wisconsin Department of Revenue (DOR) reflects an interesting trend in the Village’s workforce as well. From 2011 to 2018, the Village’s population increased by 3.7%, while the number of residents filing income tax returns increased 4.9%. In 2018, 51.9% of residents were filing income taxes, compared to 50.4% in Iowa County and 53.8% statewide.<sup>25</sup> Despite the Village’s median household income being lower than the county’s (\$53,487 compared to \$ 56,641 in 2016<sup>26</sup>), there are a greater percentage of full-time residents earning enough to require they report incomes to the DOR. This larger percentage of earners, despite lower overall salaries, could mean success for “buy-local” programs, or other initiatives targeted at keeping local dollars in the community. Another opportunity for the community would be to attract workforce who travel from further distances through Arena to their places of employment.



23 U.S. Census Bureau. (2016)

24 OntheMap (2020)

25 Wisconsin Department of Revenue. Municipal Tax Return Income Reports 2011-2018. (2019). Retrieved from <https://www.revenue.wi.gov/Pages/Report/i.aspx#inctax>

26 U.S. Census Bureau. (2016)

## Assets:

### **Location, Location, Location**

As mentioned earlier in the community resources, housing and transportation sections, Arena's location is ideal for living due to its scenic environment, available residential lots, quick access to larger markets and employers, proximity to several higher educational institutions, recreation, and cultural resources. Arena can also leverage its population growth in addition to the above mentioned resources to attract businesses, and housing to support the expected increase in population. Future marketing efforts around business, workforce, and new-resident attraction should promote Arena's location along with its other assets.

### **Nearby Cultural and Natural Attractions**

Arena is part of the scenic Wisconsin River valley. This broad valley was carved by the mighty Wisconsin River and its tributaries. Arena's water features create a beautiful landscape, while also providing its residents and visitors unique recreational opportunities.

In addition to the parks located within the Village, Arena is in close proximity to three state parks: Tower Hill State Park, Blue Mounds State Park, and Governor Dodge State Park. Collectively, the three parks hold a total of 10,627 acres of land, over 70 miles of trails, 145 camp sites (including group sites and facilities for horse camping), and observation towers affording views of the Wisconsin River valley, Baraboo Range, and rolling forests of the Driftless Area. The tall pines and sand bluffs which compose the landscape of the Arena Pines and Sand Barrens is also 7 miles north of the Village.

## Needs:

### **Business Support and Retention**

Arena needs to retain and grow existing businesses, attract new business and investment, and encourage local entrepreneurs to help attain its desired growth objectives. To enable the Village to achieve this objective, community members expressed the need to explore and consider the creation of an entity to support existing businesses in the Village, identify needs, and leverage resources. Existing and future business will enjoy the benefits of relationships, visibility, promotion, community connection, programs and events, and training and education when such an entity is established and functions effectively. Arena is currently a member of the greater Spring Green Chamber which ensures that businesses within the River Valley area are supported, serve their employees and provide their customers the best experience.

Notwithstanding, the community survey showed that 48% of respondents expressed the need for a chamber-type business organization within the community to support marketing and attraction of local businesses. Community members also expressed the need for new retail, tourism and recreation-oriented business within the community.



# Attraction and Tourism

Arena truly is an asset-rich community. It has expansive parks within the Village, as well as proximity to the Wisconsin River, and state and county parks. Public meeting participants discussed ways to build upon the already strong community to attract new residents and businesses, including supporting its local business, and investing in critical infrastructure necessary to support existing residents and enable necessary growth. The Village's success is dependent on expressing these amenities through a distinct and engaging branding and marketing strategy.

Needs:

## Branding Arena

What is Arena, and who are its people? Why should someone visit, or move to the Village and how is it distinctive from any other community? These questions were all voiced during the planning process, until it became clear that finding answers should be a priority for the Village. Once the brand is created, businesses, organizations, and the Village can play off this brand in all things that they do, like events and promotions. In doing so, there will be a consistent message to draw in visitors from places like Dubuque, Madison, Milwaukee, and Chicago. This brand could relate to the proximity to major markets and the extensive parks system, including the lake and bicycle trails, that Arena enjoys, which is a feature that many small towns do not possess. Going forward, the future of Arena should be found in its future, not its past.



### COMMUNITY SURVEY

## SNAPSHOT!

73.33% of respondents stated that the Village should promote tourism and recreation-oriented business.



### COMMUNITY SURVEY

## SNAPSHOT!

86% of survey respondents wanted more investment in creating amenities, events and businesses geared towards young adults and families.



## Beautification of Entrances to the Village

The two major entrances to the Village (both from Highway 14) lack any compelling aesthetic invitation to visitors. One entrance greets visitors with farmland, and the other is the location of the Arena Cemetery. Unfortunately, this is not a unique problem for the communities of southwest Wisconsin. The Village can beautify its entrances through greenery and selective signage that would help welcome visitors to the Village. During the public meeting sessions, community members also mentioned replacing the letters and numbers on the Village Monument Sign with an electronic version. A business association or civic organization within the Village can spearhead the raising of funds for this project.

The following are the Economic Development-related Strategies and Actions determined by Arena community members during the Economic Development public meeting:

## Economic Development and Land Use Strategies and Actions

<b>Strategy: Explore and consider creation of an organization or entity to support existing businesses in the Village, identify needs, and leverage resources.</b>
<b>Action:</b> Survey existing businesses to determine support needed for things such as marketing, advertising, and operations.
<b>Action:</b> Evaluate services provided or committed by other organizations such as the Small Business Development Center, Iowa County Economic Development, and the Spring Green Chamber to find gaps between services provided and those needed.
<b>Strategy: Explore and strategize long-range economic development investments and incentives to prepare for industrial, commercial, and retail opportunities.</b>
<b>Action:</b> Evaluate and engage in pre-planning for a new Tax Increment District to replace TID 1's closure scheduled for 2026.
<b>Action:</b> Engage in pre-planning for the potential of an Economic Development Administration infrastructure grant should demand materialize.
<b>Action:</b> Consider a retail market study to identify retail businesses that are compatible with Arena's incomes, location, population, and traffic counts.
<b>Action:</b> Identify priority businesses related to supporting workforce, such as a daycare, and investigate support needed to attract these businesses.
<b>Strategy: Leverage the Wisconsin River for economic development opportunities.</b>
<b>Action:</b> Attract commercial businesses that support river recreation, such as gear or equipment sales or rental.
<b>Action:</b> Include recreational and natural amenities in all economic development marketing materials and tours.



# Land Use and Implementation

Goal: Identify and enable project champions to implement community goals that incorporate land use best practices



**Table 14: Land Use and Implementation Public Meeting Participants**

Land Use and Implementation Public Meeting Participants	
Name	Affiliation
Monica Reeve	Community Member
Dwight Reimann	Community Member
Kate Reimann	Village President/Planning Commission/Community Member
Becca Raven Uminowicz	Community Member
Karen Wilkinson	Planning Commission /Community Member
Bill Hanson	Arena Cheese
Linda Shull	Community Member
Jeff Cappel	Community Member
Lynn Gates	Community Member

Implementation marks the transition from “planning” to “doing,” and ensures that the Arena Comprehensive Plan is not just a document, but a guide for action. This “action” was the focus of the Land Use and Implementation Public Meeting. During this meeting, community members determined future project ideas and the stakeholders and funding sources that could help these projects succeed. These projects align with the Goals, Strategies and Actions of the Comprehensive Plan, but differ in that they are highly tangible and not conceptual.

Furthermore, public meeting participants agreed that land use impacts nearly all aspects of life in Arena and should be thoughtfully considered in the future. Therefore, land use was also discussed while determining projects during the Land Use and Implementation Public Meeting.

## Existing Zoning

The Village of Arena uses a traditional zoning code, which allows development based on particular uses, such as residential, commercial, Institutional, and more. There was minimal discussion of the zoning code during the planning process, and no recommendations suggesting it be changed. Agriculturally zoned land makes up the highest percentage of the land (56.9%) in Arena, followed by Single Family Residential (19.8%). Multi-Family Residential only accounts for 1.0% of the land in Arena. The Village does not currently have Mixed-Use Zoning, which allows residential and commercial units on the same parcel. This may be a change they wish to explore in the future.

Figure 13: Zoning in Arena by Parcel.

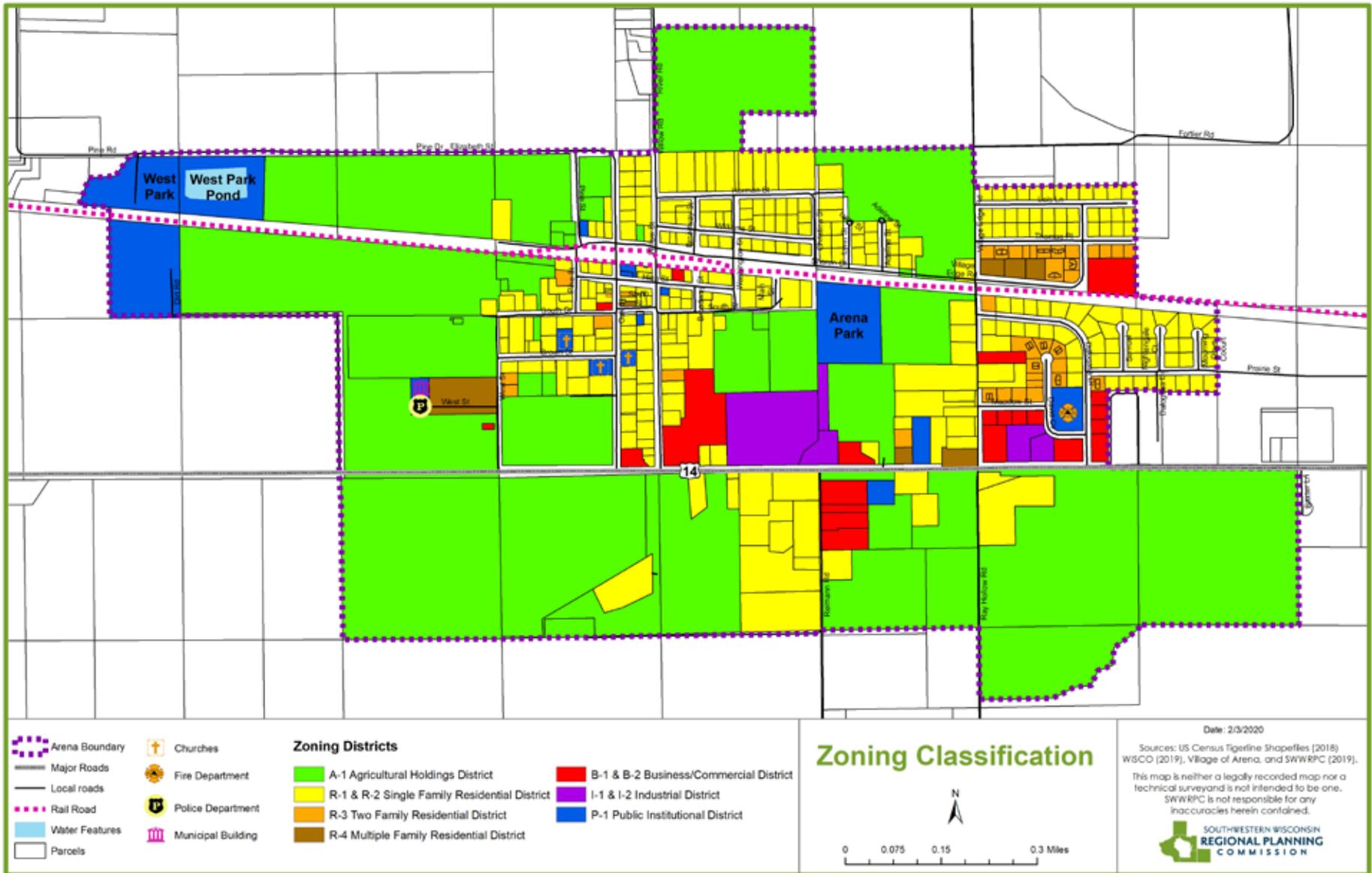
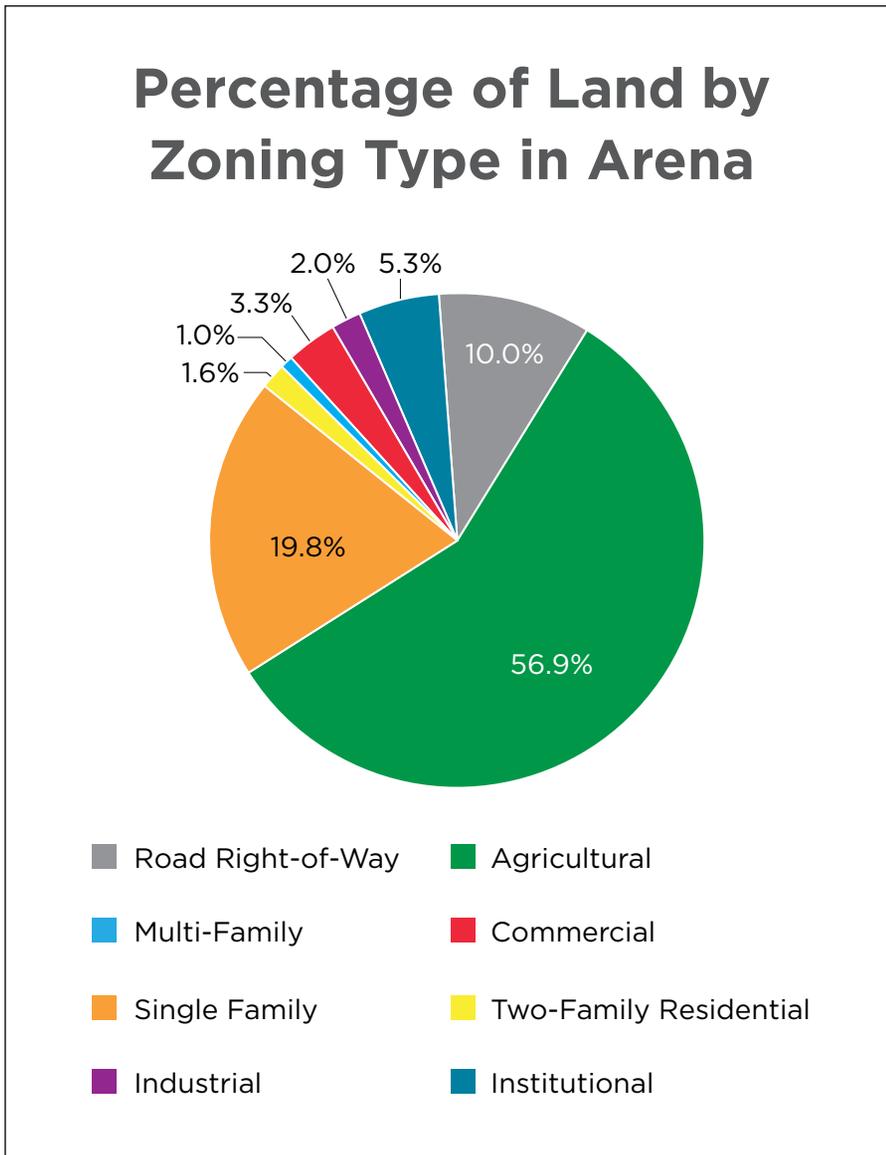


Figure 14: The Percentage of Total Land per Zoning Type in Arena.



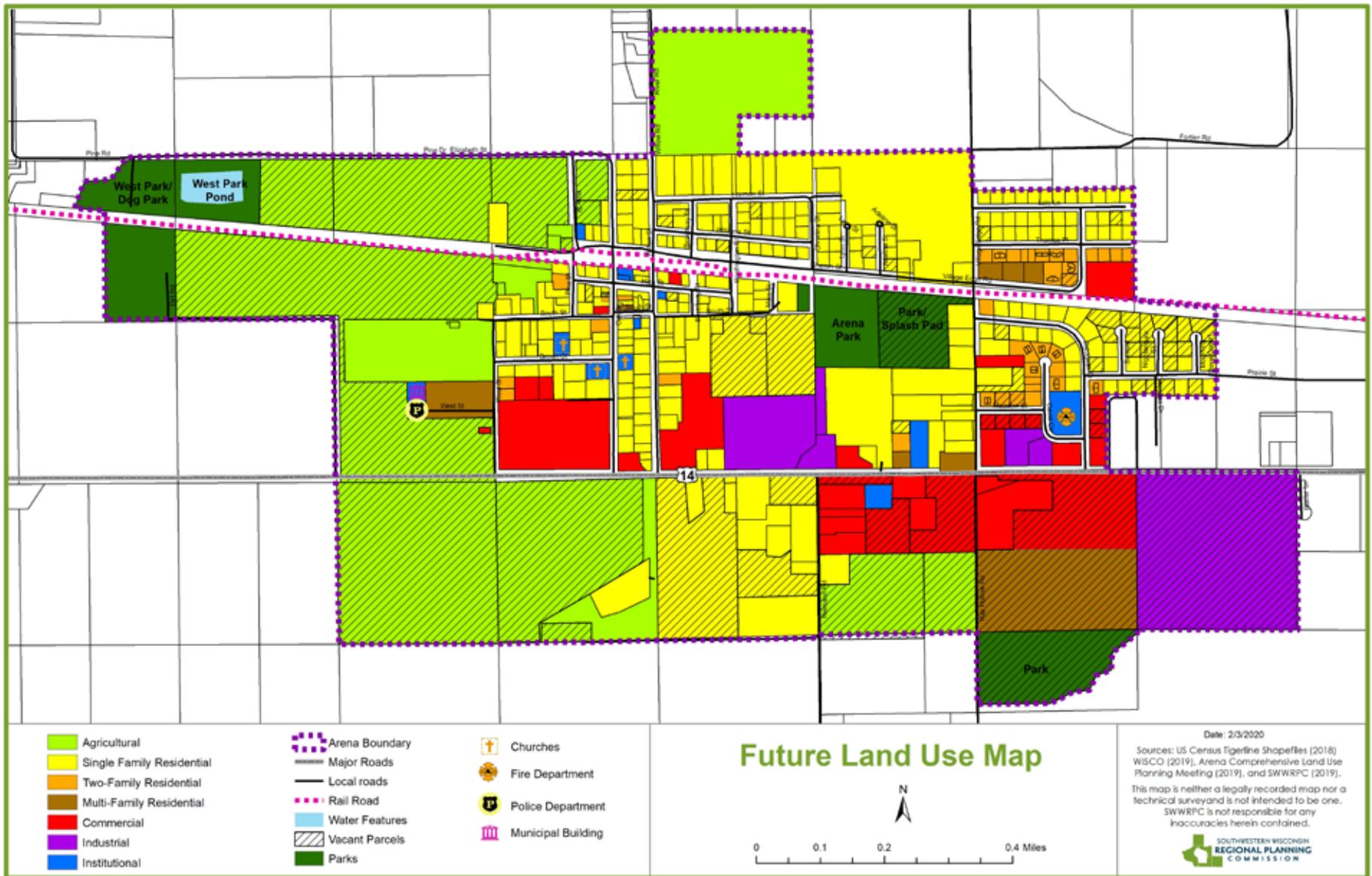
## Future Land Use

As Arena grows, it makes sense to look ahead and project what sort of development will work best in certain parts of the Village. Small town and rural atmosphere, safe community, and housing cost are the top reasons why people choose to live in the Village of Arena. Therefore, it only seems logical that Arena’s residents want to maintain their homes and property, protect their investments, and improve their standard of living. During the public input sessions and survey, residents also expressed the desire to attract additional housing, and commercial/industrial growth to boost Arena’s economy.

For Arena to achieve its vision of housing and commercial/industrial growth, it is essential that they maintain the small-town character of the jurisdiction by avoiding developments that would alter its character. It is also essential to encourage commercial/industrial developments in areas with similar uses where public roads/facilities and services have capacity to accommodate high volumes of traffic, parking, and other public needs. Also, development should be restricted from areas shown to be unsafe or unsuitable for development due to natural hazards, contamination, access, or incompatibility problems. Therefore, proposed areas for commercial and industrial growth should be in the south-eastern portion of the Village along Highway 14, which provides easy access and ensures that surrounding uses are compatible with the already preexisting commercial and industrial uses in the vicinity. Development will also be restricted in the north-western portion of the Village which presently has flooding issues.

The Land Use and Implementation Public Meeting focused on actionable projects and their potential location within the Village. Participants of these meetings generated project ideas based on the Goals, Strategies and Actions of the plan and the Arena Community Survey results. Participants also identified assets, funding sources, and stakeholders that can make these ideas a reality. They then drew these ideas onto a map of Arena. A digitized version of these drawings is shown in Figure 15.

Figure 15: Desired Future Land Use by Public Meeting Participants.

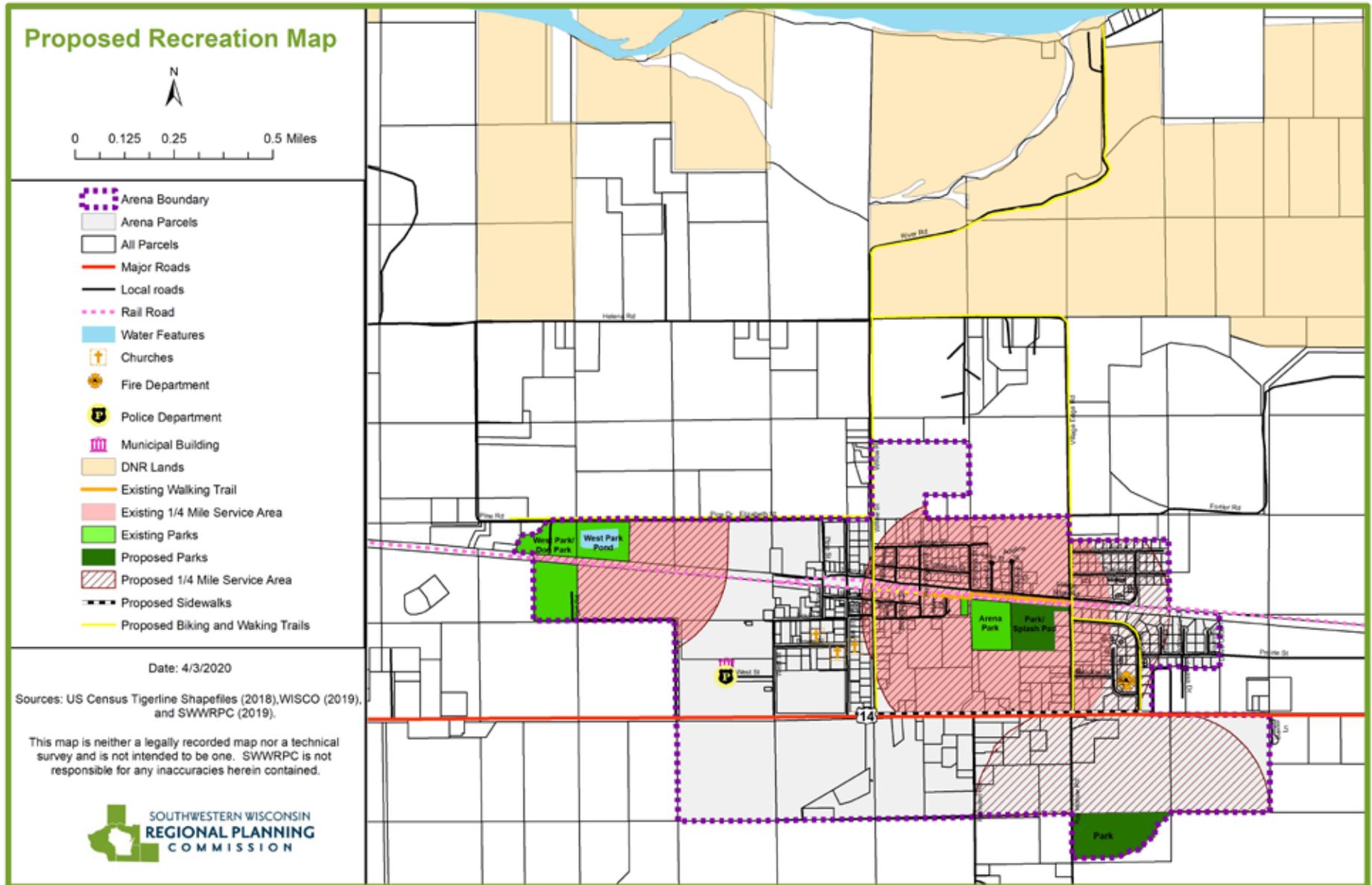


# Proposed Recreation Infrastructure

As already mentioned in the community resources and transportation sections of the Comprehensive Plan, community members expressed the need for additional parks to accommodate new recreational equipment such as a splash pad. They also expressed the need to include walking and biking infrastructure while ensuring that both existing and proposed park infrastructure are connected to places of residences. The Village is currently engaged in the creation of a Comprehensive Outdoor Recreation

Plan (CORP) to acquire funding for this purpose. The proposed location of additional park facilities, walking and biking trails, and sidewalks as desired by community members during the public input sessions are shown on Figure 16. Figure 16 shows Arena's plan for future investment in parks, as means and priorities will allow.

Figure 16: Proposed Recreation Map



# Project Ideas

The following are project ideas created by community members during the Land Use and Implementation Public Meeting, broken into the topics of Economic Development, Community Resources, and Infrastructure. The progress of these projects will be measured by the Village of Arena.

**Table 15: Economic Development Related Projects**

Economic Development					
Project Name	Project Description	Strategy that this Project Aligns with	Potential Stakeholders	Potential Funding Sources	Timeline for Implementation
Business Creation and identifying priorities relating to workforce	<p>Create a chamber or local business organization</p> <p>Create or build a business, co-working, or creative space for current and future businesses and employees</p> <p>Advertise the number of jobs 10 to 30 miles in any direction</p> <p>Attract commercial business that support river recreation such as equipment and gear rental or purchase</p> <p>Attract more amenities, for example: coffee shops, hair salons, pharmacy, restaurants, etc.</p> <p>Attract a daycare center</p>	Explore and consider creation of an organization or entity to support existing businesses in the Village of Arena, identify needs, and leverage resources.	Business owners and area entrepreneurs, students, and Village government	Taxes	0-5 years for planning, and 6-10 years for implementation
Utilizing TIF to incentivize business growth	Plan for future development of the new industrial park (or expansion of the existing industrial park), including identifying interested parties and businesses, determining utility and infrastructure needs, and improving internet connectivity to the park.	Explore and strategize long-range economic development investments and incentives to prepare for industrial, commercial, and retail opportunities	Village of Arena, and future small to mid-sized businesses	Tax payers for land purchase	0-5 years for planning, and 6-10 years for implementation

Project Name	Project Description	Strategy that this Project Aligns with	Potential Stakeholders	Potential Funding Sources	Timeline for Implementation
Advertise and market Arena for commuters, recreation, and tourism	<p>Identify who, what, and where we are and what we want to be.</p> <p>Improve public knowledge of Arena through advertisements on TV, Radio, Newspapers and Social Media</p> <p>Improve beautification of the Village through new welcome signage, landscaping, wayfinding signs, etc. to make the community welcoming</p> <p>Market proximity to nearby attractions such as American Players Theater</p> <p>Create an annual program featuring seasonal and local activities and events</p>	<ol style="list-style-type: none"> <li>1. Leverage the Wisconsin River for economic development opportunities.</li> <li>2. Invest in Village beautification efforts.</li> </ol>	Chamber, Businesses, and the Village of Arena	Wisconsin Tourism, Regional partners, and civic groups	0-5 years

Table 16: Community Resources Related Projects

Culture, Natural Resources, and Environment					
Project Name	Project Description	Strategy that this Project Aligns with	Potential Stakeholders	Potential Funding Sources	Timeline for Implementation
Community Identity	<p>Upgrade Village Monument Sign</p> <p>Promote Arena’s history</p> <p>Maintain &amp; support local events such as 4th of July Memorial Parade and Fireworks, Safety Days, Steak Feeds, and others</p> <p>Attract and host more Arts and Cultural attractions, leisure activities, restaurants, movies, music in the park</p> <p>Maintain funding and support for fire and emergency services</p> <p>Encourage resident and employer involvement in volunteerism and local fundraising efforts.</p> <p>Library feasibility and alternatives study</p>	<ol style="list-style-type: none"> <li>1. Invest in Village beautification efforts.</li> <li>2. Create a comprehensive marketing and branding strategy targeted at promoting the livability of Arena.</li> <li>3. Ensure Arena is a safe, family-friendly place to live.</li> </ol>	Village of Arena, Community members, South Central WI Library System, and the Spring Green Library	Taxes, and Community private investment	ASAP 1 – 3 years
Programs and Public Resources	Grow and/or provide educational activities, classes, and programs for youth and adults	Ensure Arena is a safe, family-friendly place to live.	Iowa County 4-H, Social organizations, and Intern - education program (UW)	Social Organizations	0-2 years for planning, On-going

Project Name	Project Description	Strategy that this Project Aligns with	Potential Stakeholders	Potential Funding Sources	Timeline for Implementation
Recreational improvements and maintenance	<p>Promote Arena as a bird Village</p> <p>Improve and enhance playgrounds; update playground equipment</p> <p>Build Splash Pad</p> <p>Sustain long-term stocking and maintenance of West Park pond for fishing</p> <p>Protect and enhance the Wisconsin River</p> <p>Enhance accessibility to and recreation on the Wisconsin River (easy to find, get to, park, unload, etc.)</p> <p>Work to develop alternative locations for the boat landing access to the Wisconsin River at a location safe from a strong current</p> <p>Attract commercial business that support river recreation such as equipment and gear rental or purchase</p> <p>Market proximity nearby State Parks and boat landings</p> <p>Provide local sports and programs for children and adults</p>	<p>1. Invest in recreational maintenance and equipment improvements.</p> <p>2. Leverage the Wisconsin River for economic development opportunities.</p>	<p>WIDNR, Lower Wisconsin Riverway Board (LWSRB), Community and Recreational athletes, Village of Arena, Community members, and businesses</p>	<p>Grants, and Taxes</p>	<p>0-5 years</p>

**Table 17: Infrastructure Related Projects**

Housing, Transportation, Utilities, and Public Safety					
Project Name	Project Description	Strategy that this Project Aligns with	Potential Stakeholders	Potential Funding Sources	Timeline for Implementation
Housing and Development	Address stormwater drainage Protect Surface and ground water Attract senior and retirement housing options Update and add redundancy for municipal water supply and service Maintain streets and develop a replacement plan Clean out FEMA ditch	1. Continue to invest in critical infrastructure necessary to support existing residents and enable necessary growth.  2. Prepare for meetings with housing developers by engaging in necessary in-house planning.	WHEDA, USDA,WIDNR, FEMA, EPA, and Village engineers	Grants, and Real Estate Developers	
Non-automobile transportation	Connect ATV/UTV routes Develop a multi-use path	Invest in non-automobile transportation that enables a healthy lifestyle and promotes recreational opportunities	Village of Arena, Town of Arena, Wisconsin DOT, and DNR	Grants	

In order to accomplish the Goals, Strategies, Actions, and project ideas within the plan over the next 10 years, a collaborative effort of individuals, families, businesses, and other organizations is necessary. Of particular focus will be the reoccurring themes: branding and marketing targeted at promoting livability and tourism, attraction of different housing options and improvements to infrastructure, and the importance of the parks system and public spaces. Doing so will lead to a growing and resilient community – one that builds off of the achievements of its unique past to create a promising future.

# APPENDIX



PLANNING ASSISTANCE PROVIDED BY



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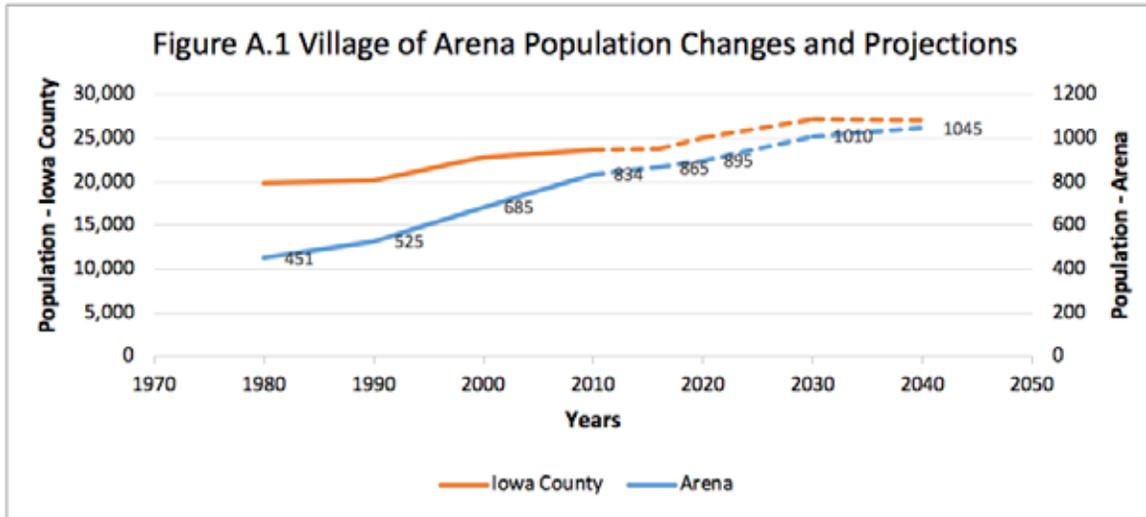
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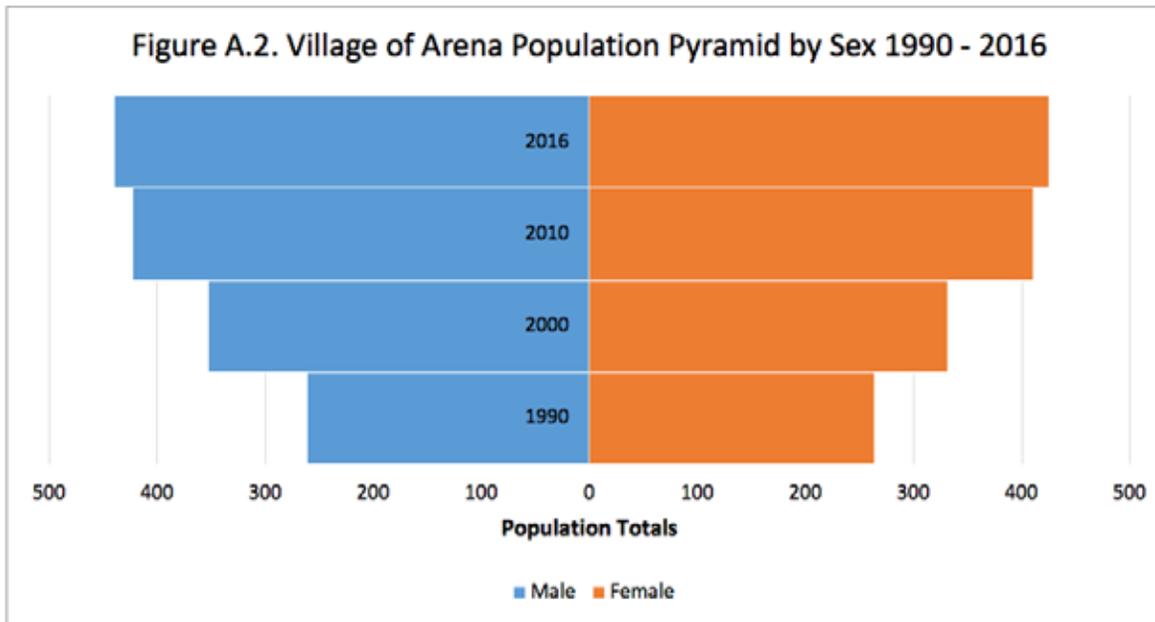
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# A. General



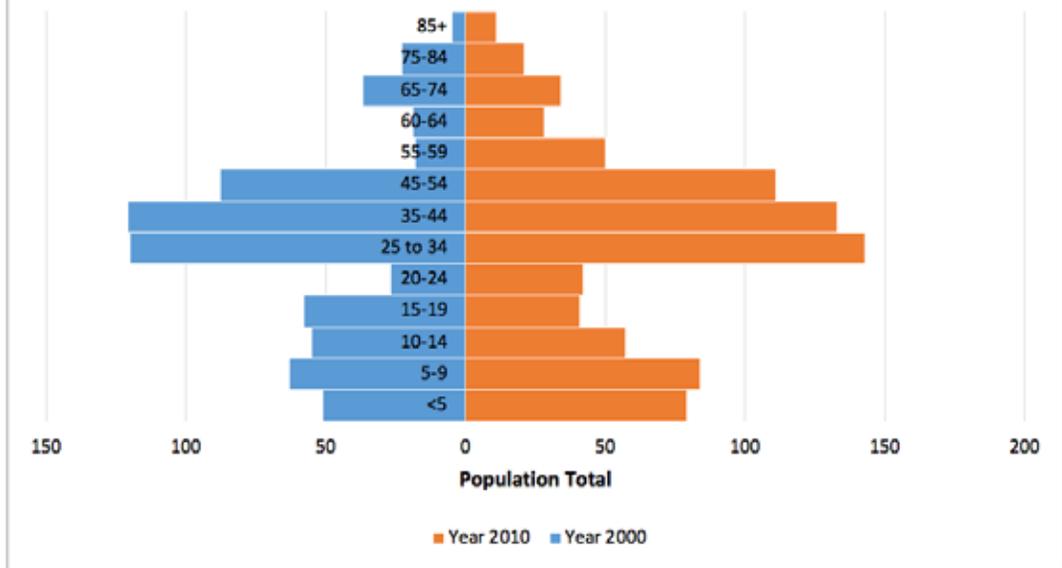
Source: U.S. Census Bureau. (1980, 1990, 2000, 2010).

Source: Wisconsin Department of Administration. (2019). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2020 - April 2040. Retrieved December 12, 2019, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)



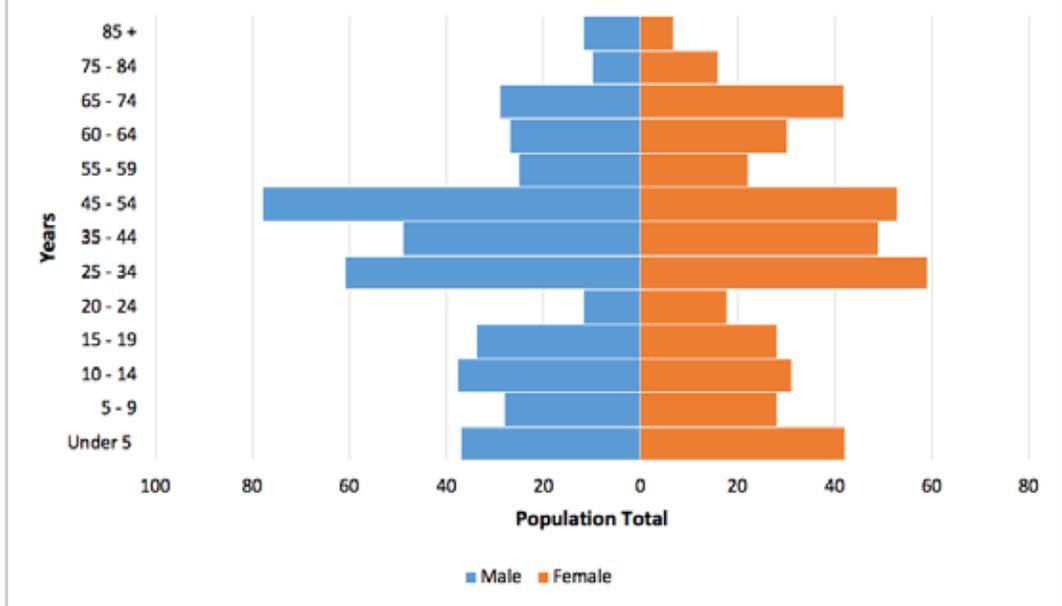
Source: U.S. Census Bureau. (1990, 2000, 2010, 2016).

Figure A.3. Village of Arena Age Pyramid 2000-2010



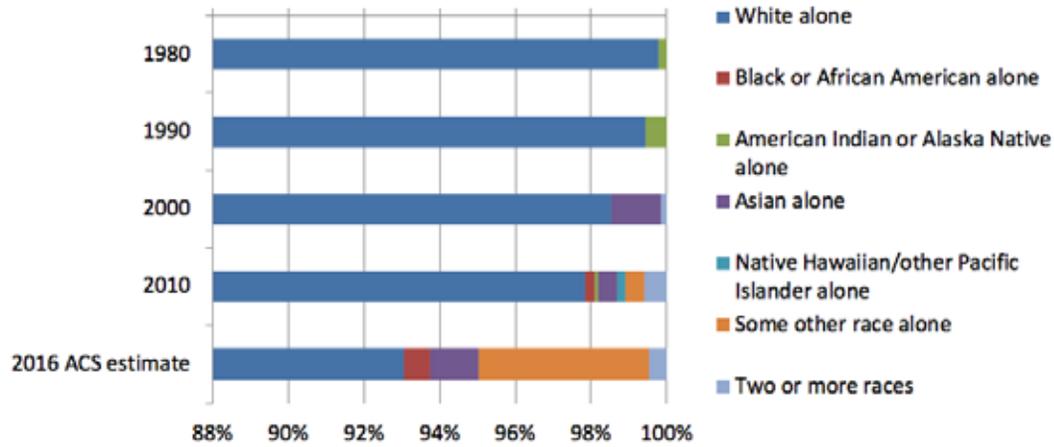
Source: U.S. Census Bureau. (2000, 2010).

Figure A.4. Village of Arena Age by Sex Pyramid 2016



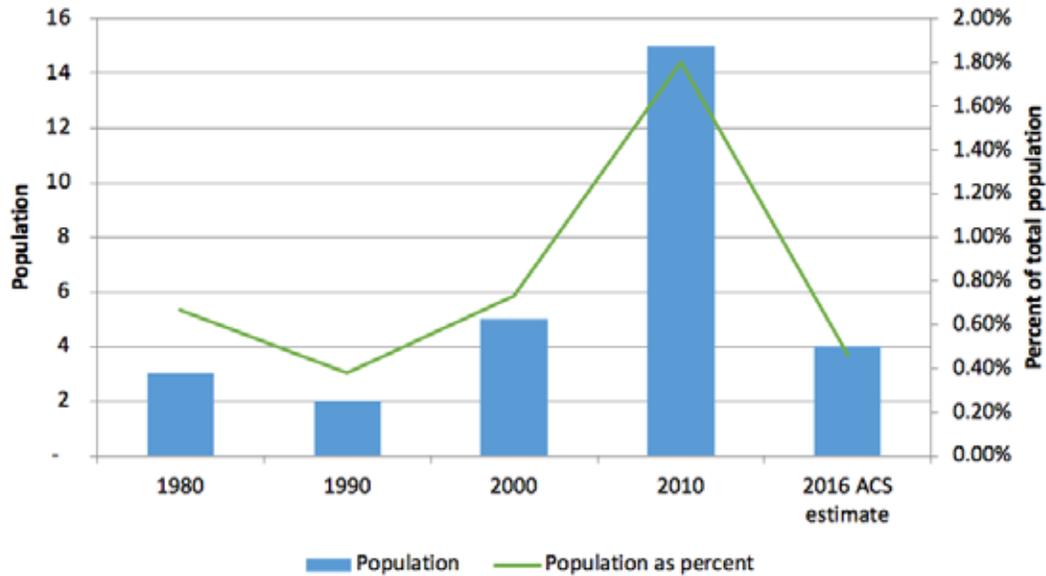
Source: U.S. Census Bureau. (2016).

**Figure A.5. Total Population by Race in the Village of Arena  
1980-2016**



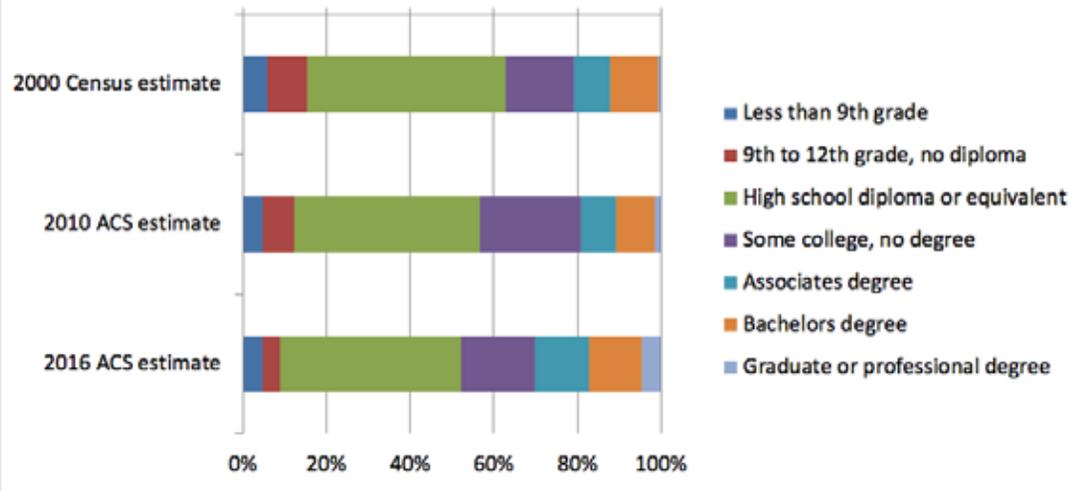
Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

**Figure A.6. Hispanic or Latino Population of Any Race 1980-2016**



Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

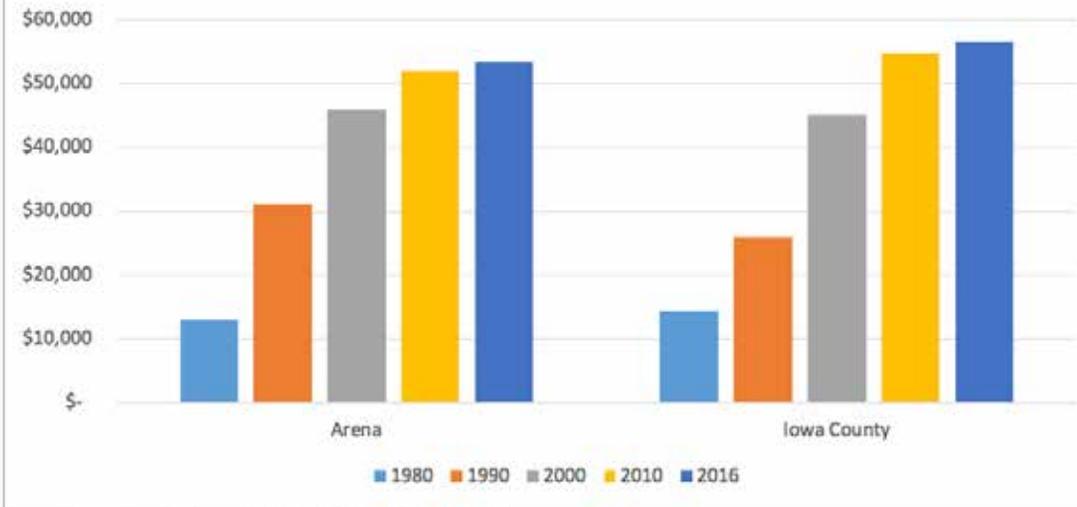
**Figure A.7. Educational Attainment of the Total Population 25 Years and Over 2000-2016**



Source: U.S. Census Bureau (2000-2016)

\*Prior to 1990 all college degrees were grouped together into one category called "Finished College". That category is displayed in the above chart under the "Bachelor's degree" category.

**Figure A.8. Median Household Income 1980-2016**



Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

## B. Housing

**Table B.1. Assessed Values of Residential Parcels - Arena**

	Parcel Count		Acres	Value of Land	Value of Improvements	Total Value
	Total	Improvements				
Residential	352	292	163	\$7,392,600	\$29,751,700	\$37,144,300
Village of Arena Total	430	320	602	\$8,710,100	\$34,651,300	\$43,361,400

Source: Wisconsin Department of Revenue. (2018). Statement of Assessments. Retrieved January 16, 2020, from <https://www.revenue.wi.gov/slfreportscotvc/2018soaiowa.pdf>

**Table B.2. Housing Units: List Price and Sale Price**

	Median List Price	Median Sale Price	Housing Units For Sale
Arena	\$179,900	\$143,000	8
Iowa County	\$229,500	\$157,250	222
Wisconsin	\$140,000	\$180,000	22,031

Source: Homesnap. Residential Market Statistics. (2020). Retrieved January 16, 2020, from [https://www.homesnap.com/homes/for\\_sale/WI/Arena/p\\_21,38308/c\\_43.164091,-89.91148/z\\_14](https://www.homesnap.com/homes/for_sale/WI/Arena/p_21,38308/c_43.164091,-89.91148/z_14)

**Table B.3. Total Housing Units by Year 1980-2016**

Arena	1980	1990	2000	2010 Census	2016
Total housing units	173	194	269	354	370
Occupied housing units	164	187	256	323	335
Vacant housing units	9	7	13	31	35

Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

<b>Table B.4. Owner and Renter Occupied Housing Units</b>					
	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2016</b>
Owner occupied housing units	113	126	182	241	238
Renter occupied housing units	51	61	74	82	97

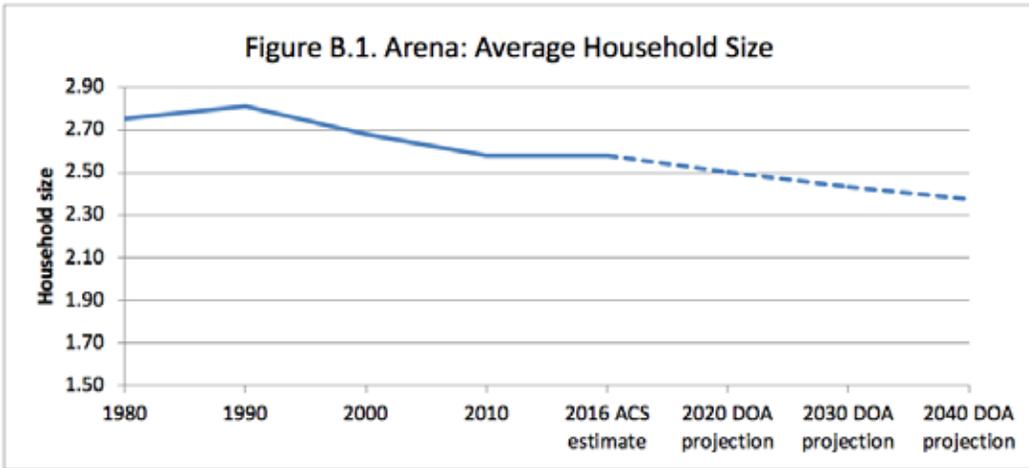
Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

<b>Table B.5. Number of Households: 1980-2010 Totals, 2016-2040 Estimates</b>								
	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2016</b>	<b>2020</b>	<b>2030</b>	<b>2040</b>
Arena	164	187	256	323	335	358	415	440
Iowa County	6,767	7,406	8,764	9,547	9,692	10,387	11,514	11,695

Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

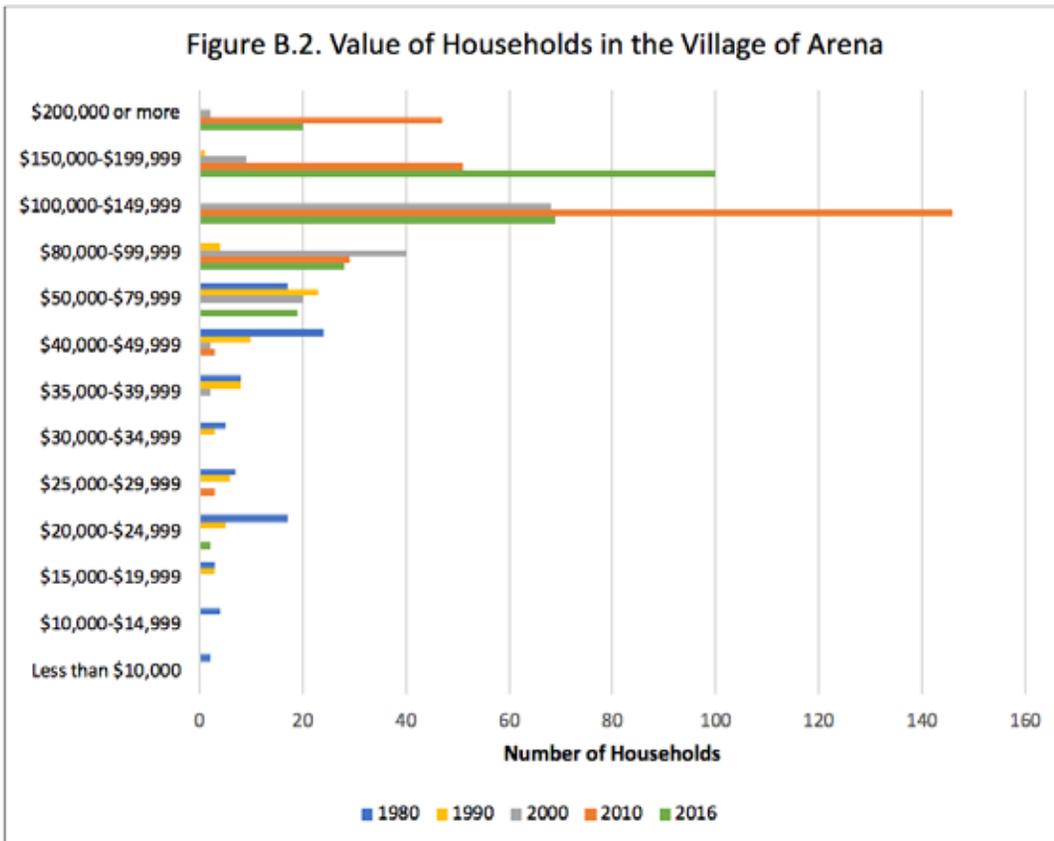
Source: Wisconsin Department of Administration. (2014). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Municipalities and Counties:

April 2020 - April 2040. Retrieved January 16, 2020, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)



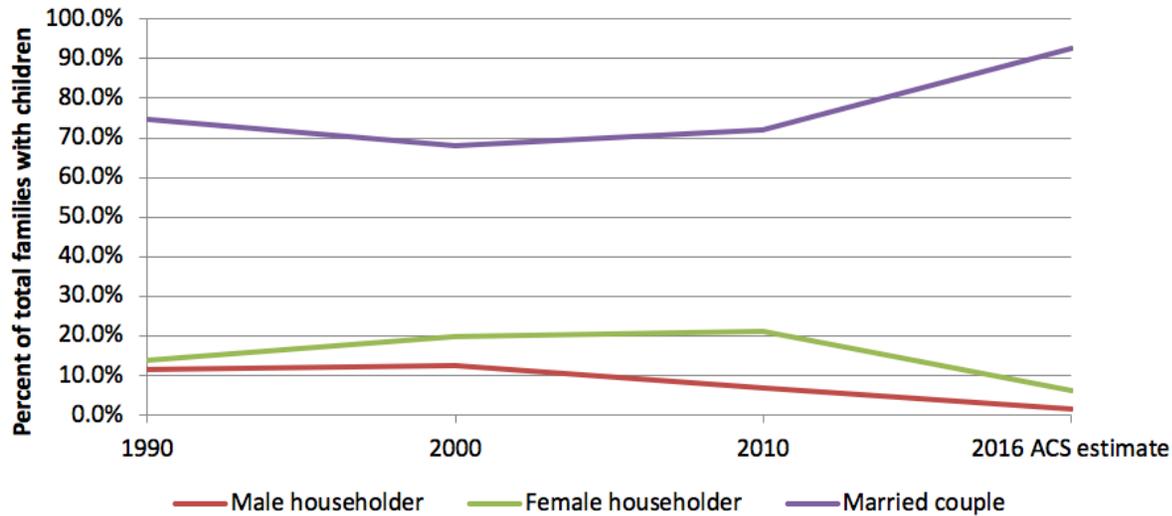
Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

Source: Wisconsin Department of Administration. (2014). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Municipalities and Counties: April 2020 - April 2040. Retrieved January 16, 2020, from [https://doa.wi.gov/Pages/LocalGovtsGrants/Population\\_Projections.aspx](https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx)



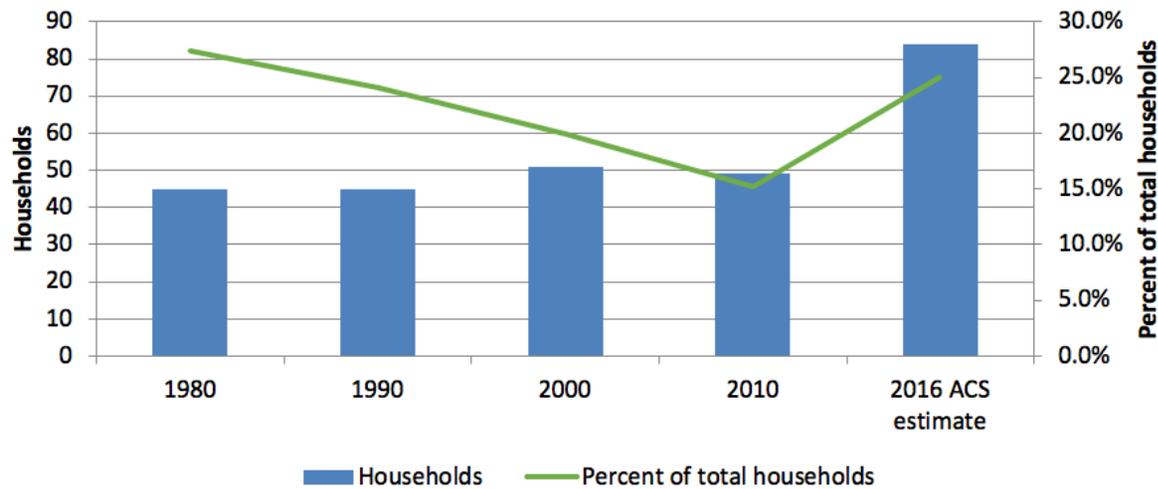
Source: U.S. Census Bureau. (1990, 2000, 2010, 2016).

Figure B.3. Arena: Percent Families with Children by Family Type

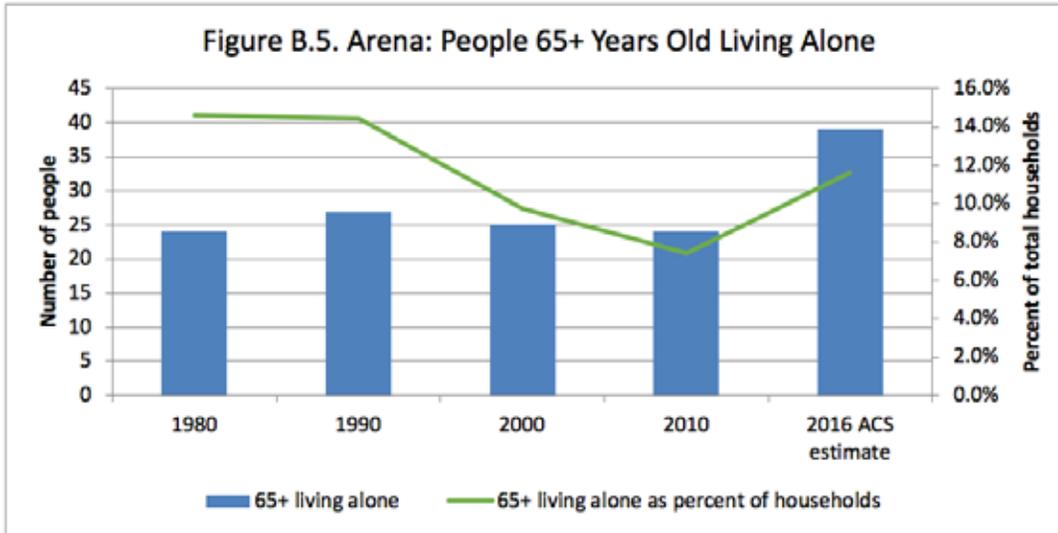


Source: U.S. Census Bureau. (1990, 2000, 2010, 2016).

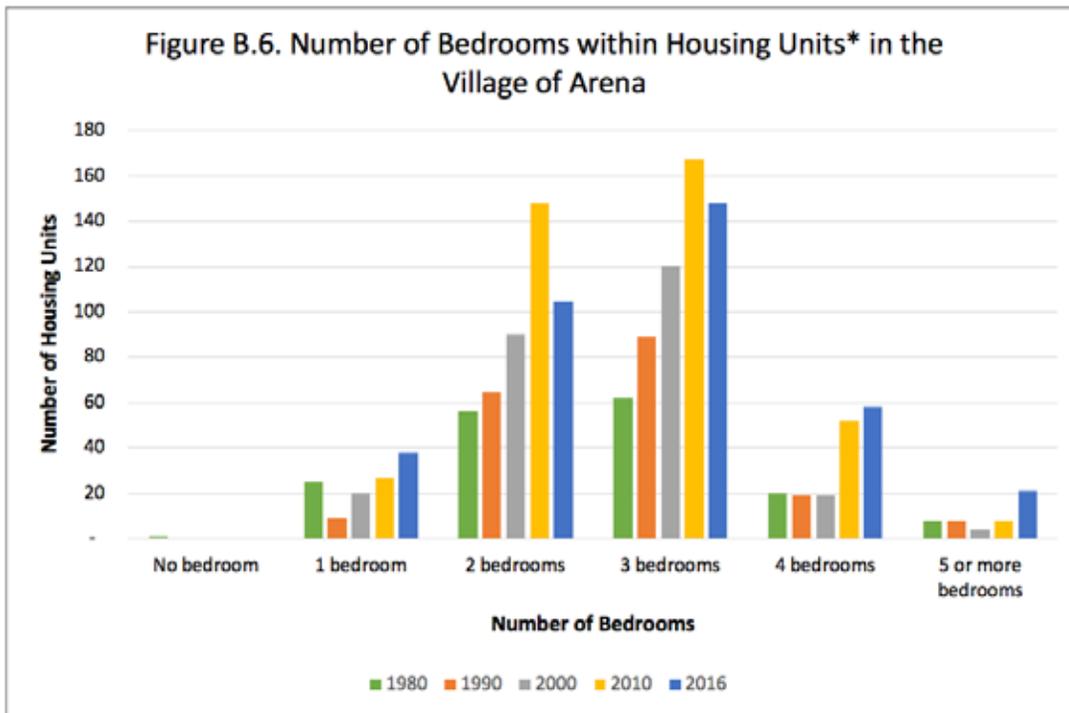
Figure B.4. Arena: Households with One or More People Over 65



Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).



Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).



Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

\*Housing Units include both owner-occupied and renter-occupied.

**Table B.6. Village of Arena: Year Housing Units Were Built**

Year structure built:	1980	1990	2000	2010	2016
Built 2010 or later	NA	NA	NA	NA	2
Built 2000 to 2009	NA	NA	NA	130	90
Built 1990 to 1999	NA	NA	93	67	84
Built 1980 to 1989	NA	25	14	26	35
Built 1970 to 1979	45	69	48	54	47
Built 1960 to 1969	30	29	15	5	33
Built 1950 to 1959	11	5	9	7	10
Built 1940 to 1949	14	4	18	19	5
Built 1939 or earlier	72	58	56	94	64
Total	172	190	253	402	370

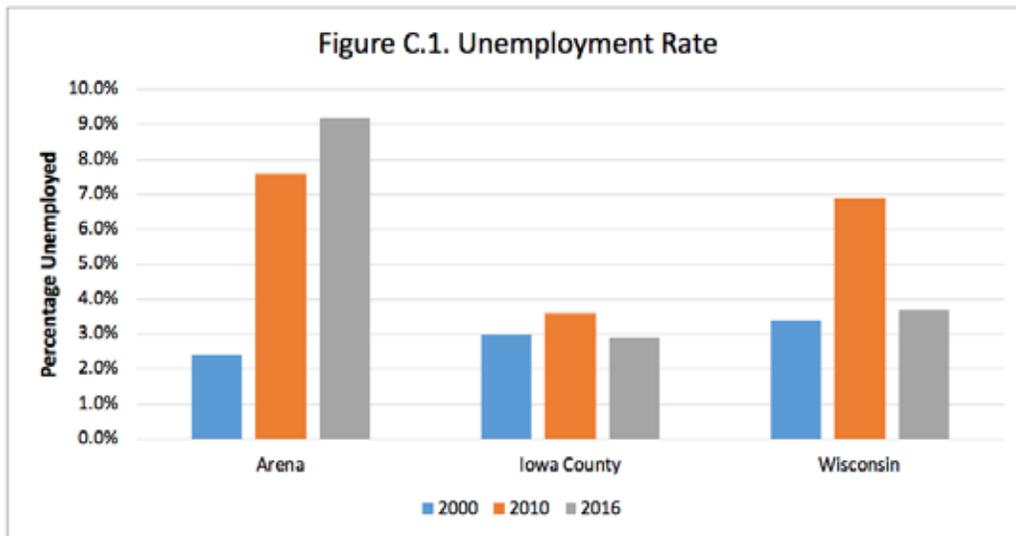
Source: U.S. Census Bureau. (1980, 1990, 2000, 2010, 2016).

# C. Economic Development

**Table C.1. Employment Characteristics, 2010**

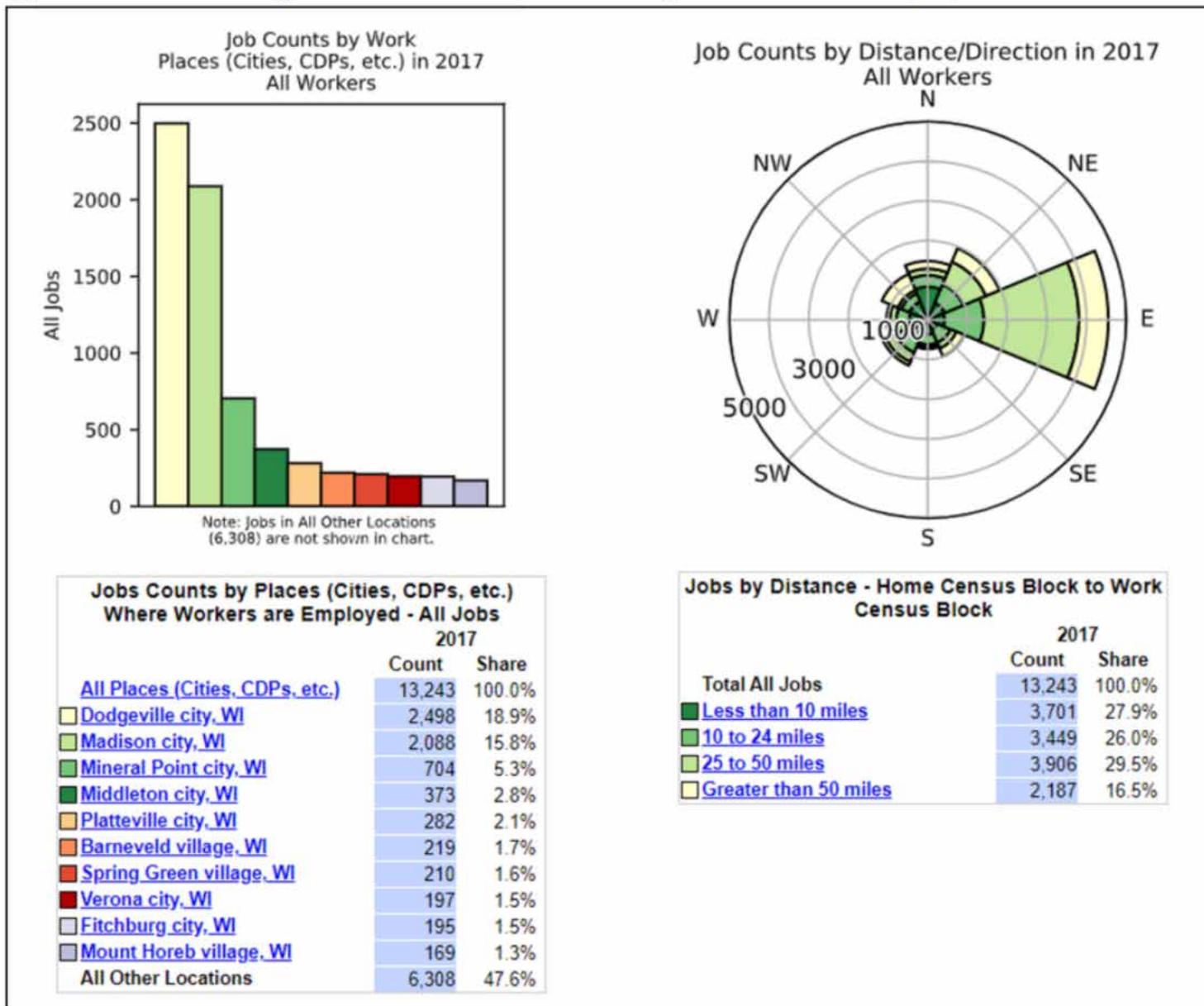
Occupation	Village of Arena		Iowa County (Percentage)	State of Wisconsin (Percentage)
	Number	Percentage		
Management, business, science, and arts occupations	51	10%	32%	33%
Service occupations	82	16%	14%	16%
Sales and office occupations	135	26%	26%	25%
Natural resources, construction, and maintenance occupations	115	22%	13%	9%
Production, transportation, and material moving occupations	138	27%	16%	17%
Total employed civilian population 16 years and older	521	-	12,799	2,869,310

Source: Wisconsin Department of Revenue. (2018). Statement of Assessments. Retrieved January 16, 2020, from <https://www.revenue.wi.gov/slfreportscotvc/2018soaiowa.pdf>



Source: U.S. Census Bureau. (2000, 2010, 2016).

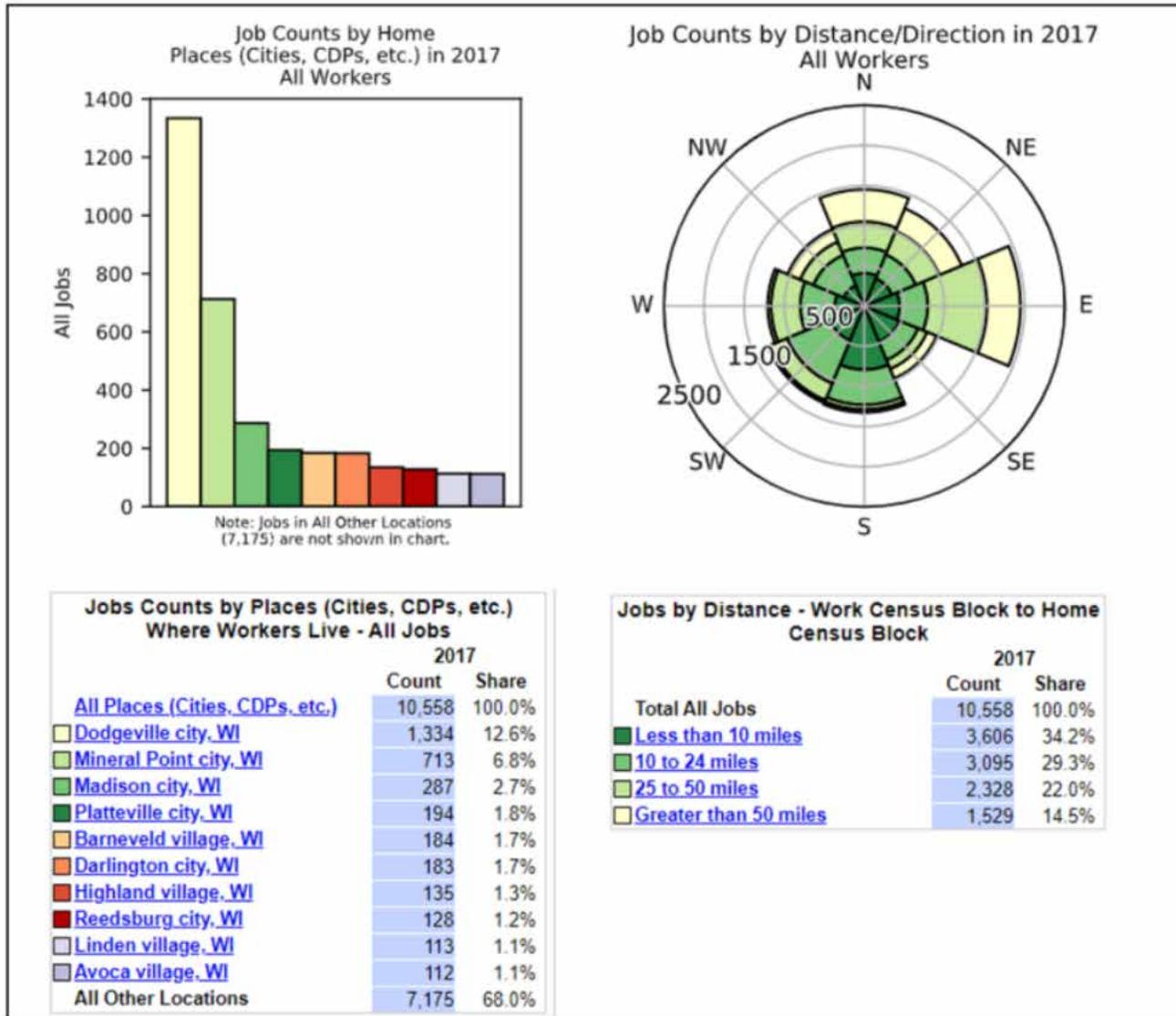
Figure C.2. Commuting Patterns: Where Iowa County Residents Are Employed



Source: OnTheMap (2020).

Source: OnTheMap (2020).

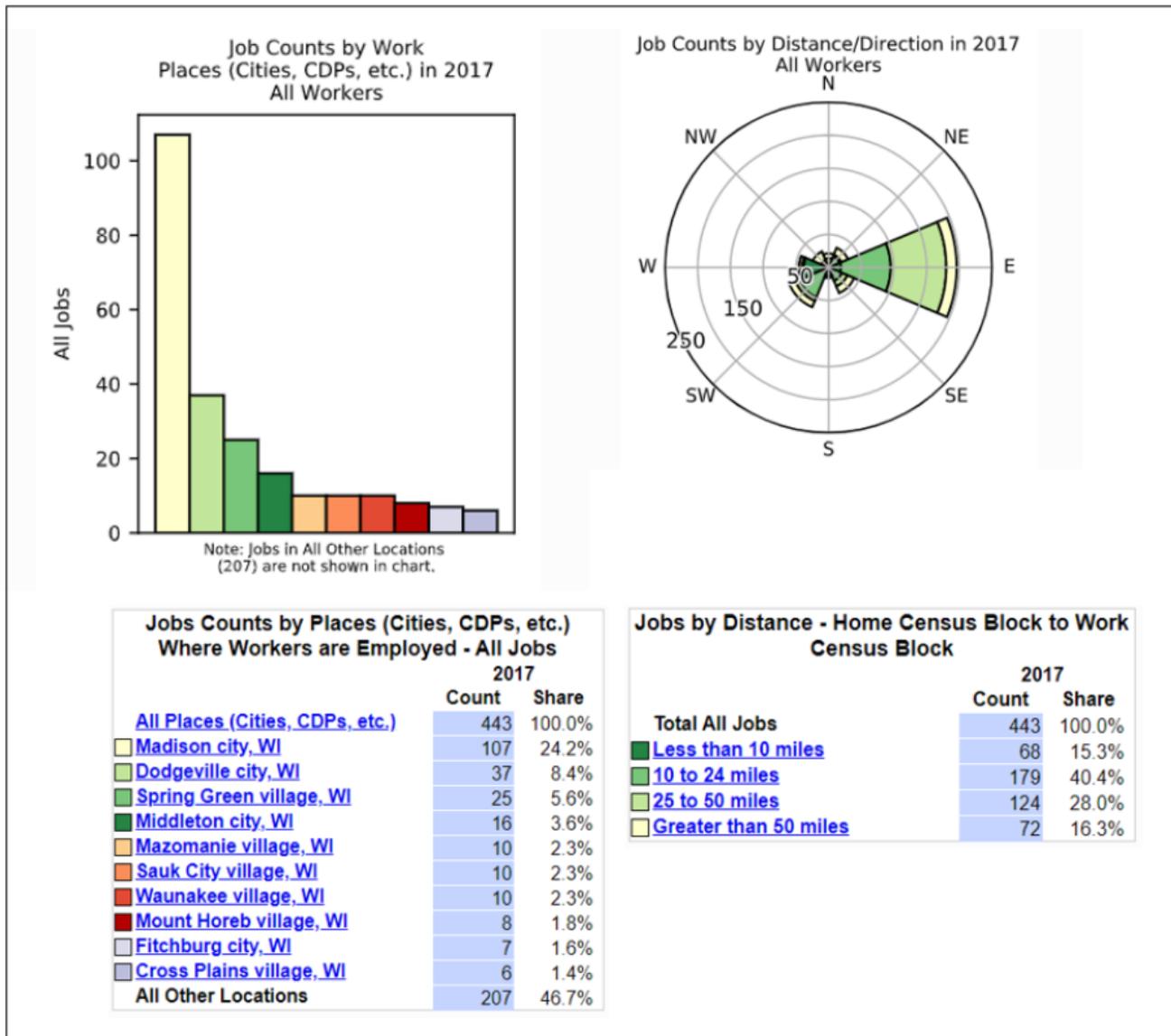
Figure C.3. Commuting Patterns: Where Iowa County Workers Live



Source: OnTheMap (2020).

Source: OnTheMap (2020).

Figure C.4. Commuting Patterns: Where Arena Residents Are Employed



Source: OnTheMap (2020).

**Table C.2. Change in Total Employees by Industry in Iowa County, 2001 to 2016**

Industry	2001 Jobs	2016 Jobs	2001-2016 Total Change	2001-2016 Percentage Change
Total for All Sectors	11,117	10,452	-665	-6%
Crop and Animal Production	171	303	132	77%
Mining, Quarrying, and Oil and Gas Extraction	62	19	-43	-69%
Utilities	87	100	13	15%
Construction	512	408	-104	-20%
Manufacturing	692	1,260	568	82%
Wholesale trade	351	475	124	35%
Retail trade	5,379	3,720	-1,659	-31%
Transportation and warehousing	201	189	-12	-6%
Information	63	52	-11	-17%
Finance and insurance	147	198	51	35%
Real estate and rental and leasing	22	33	11	50%
Professional, scientific, and technical services	107	133	26	24%
Management of companies and enterprises	20	37	17	85%
Administrative and support and waste management services and remediation services	43	41	-2	-5%
Educational services	74	<10	-	-
Health care and social assistance	655	1,097	15	67%
Arts, entertainment, and recreation	317	339	1	7%
Accommodation and food services	708	618	8	-13%
Other services, except public administration	84	131	10	56%
Government	1,422	1,295	-127	-9%

Source: Wisconsin's WORKnet. Wisconsin's Major Employers for Iowa County. (2016). Retrieved from <http://worknet.wisconsin.gov/worknet/largemp.asp?menuselection=emp&area=049>

**Table C.3. Iowa County Industry Clusters\***

<b>NAICS</b>	<b>Industry</b>	<b>Jobs</b>	<b>Score</b>
337127	Institutional Furniture Manufacturing	202	100
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	100	72
221122	Electric Power Distribution	99	73
424910	Farm Supplies Merchant Wholesalers	151	68
423820	Farm and Garden Machinery and Equipment Merchant Wholesalers	127	68
454113	Mail-Order Houses	2,770	67
452910	Warehouse Clubs and Supercenters	239	62
903999	Local Government, Excluding Education and Hospitals	760	57
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	89	54

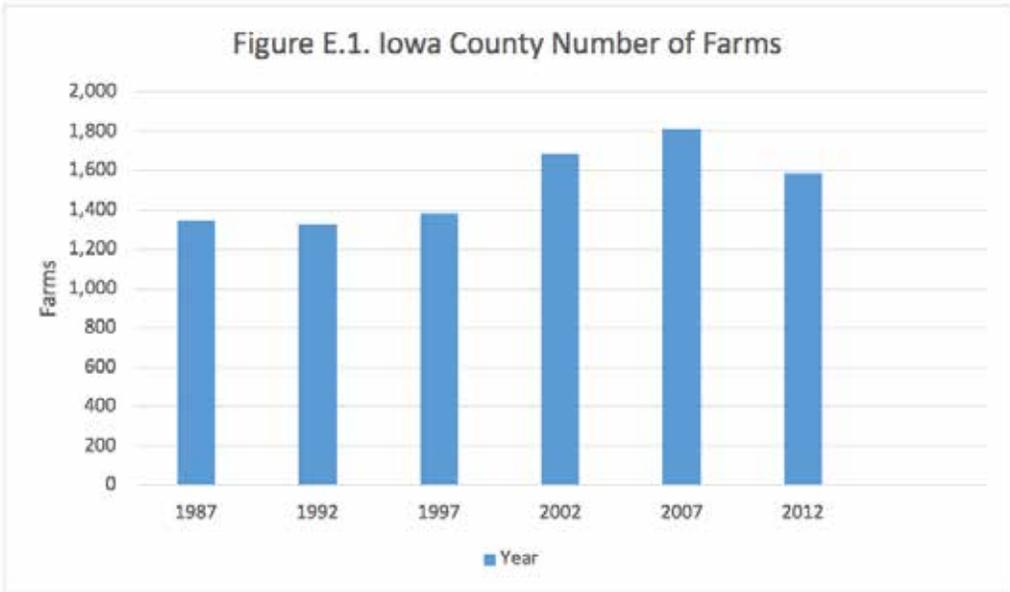
Source: Wisconsin's WORKnet. Wisconsin's Major Employers for Iowa County. (2016). Retrieved from <http://worknet.wisconsin.gov/worknet/largemp.aspx?menuselection=emp&area=049>

# D. Land Use Assessment

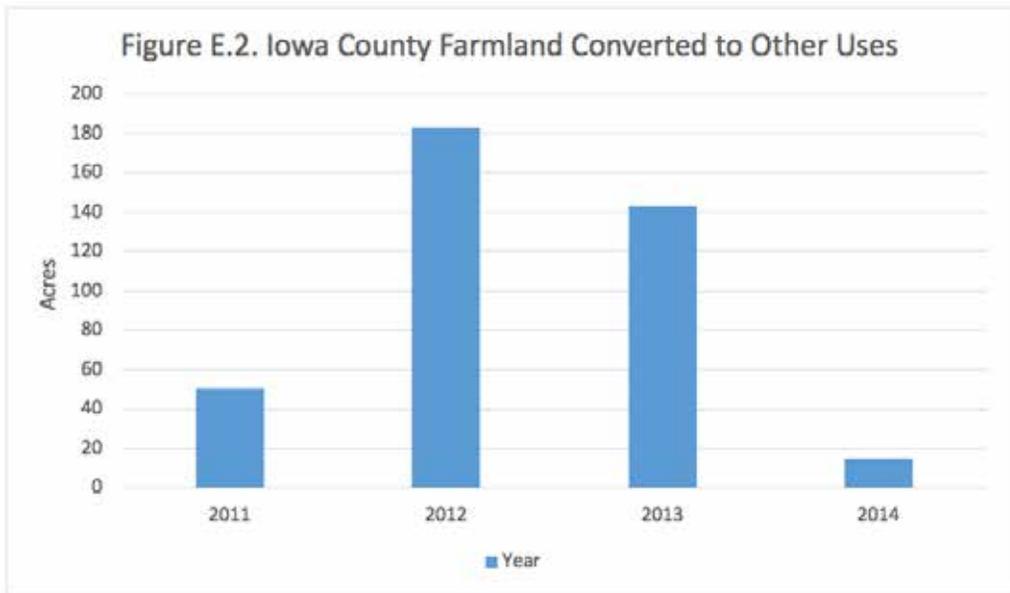
Table D.1. Village of Arena: Taxable Land Use						
	Parcel Count		Acres	Value of Land	Value of Improvements	Total Value
	Total	Improvements				
Residential	352	292	163	\$7,392,600	\$29,751,700	\$37,144,300
Commercial	29	20	17	\$1,077,200	\$4,032,800	\$5,110,000
Manufacturing	2	-	3	\$28,200	\$430,500	\$458,700
Agricultural	25	-	382	\$69,900	-	\$69,900
Undeveloped	9	-	16	\$4,000	-	\$4,000
Agricultural Forest	4	-	10	\$15,700	-	\$15,700
Forest Land	1	-	1	\$3,000	-	\$3,000
Other	8	6	10	\$119,500	\$436,300	\$555,800
<b>Total</b>	<b>430</b>	<b>320</b>	<b>602</b>	<b>\$8,710,100</b>	<b>\$34,651,300</b>	<b>\$43,361,400</b>

Source: Wisconsin Department of Revenue. (2018). Equated Statement of Assessments. Retrieved January, 28, 2020, from <https://www.revenue.wi.gov/slfreportscotvc/2018soaiowa.pdf>

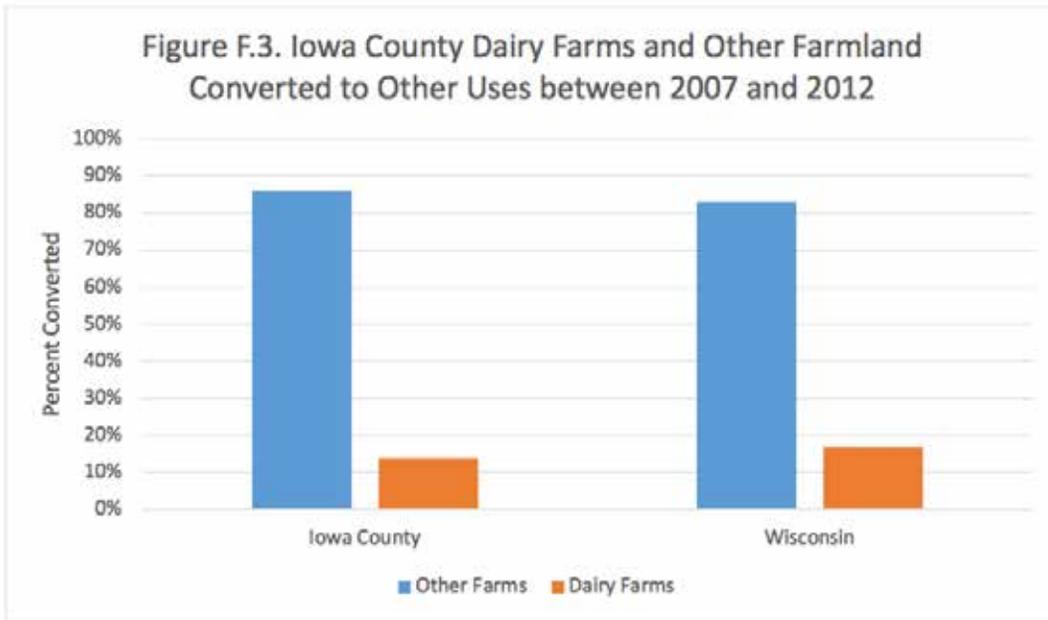
# E. Agriculture



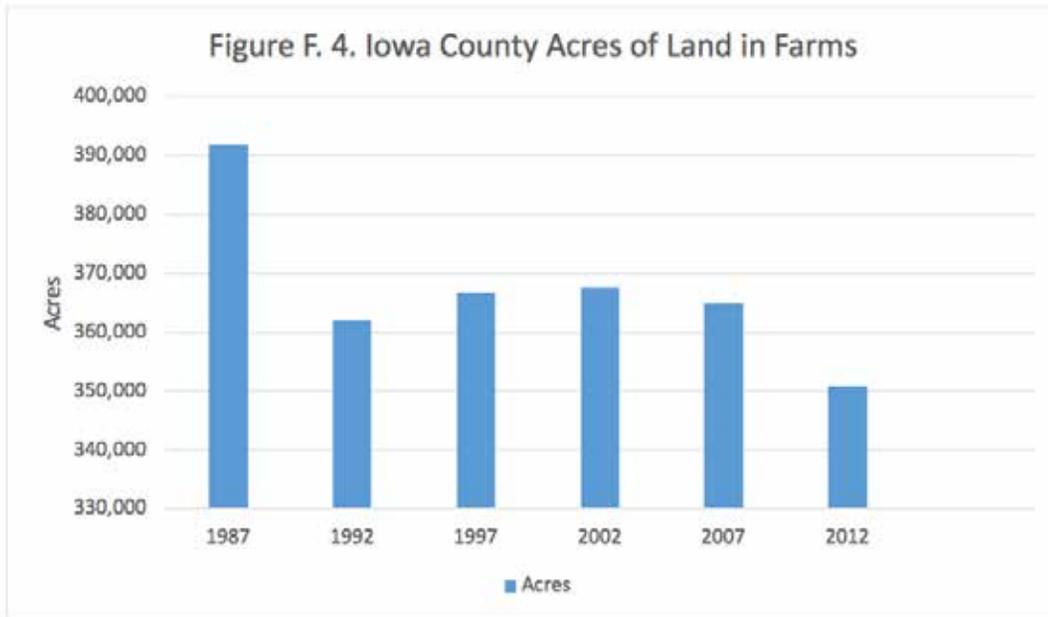
Source: US Census on Agriculture. (1987, 1992, 1997, 2002, 2007, 2012).



Source: US Census on Agriculture. (2011, 2012, 2013, 2014).



Source: US Census on Agriculture. (2012).



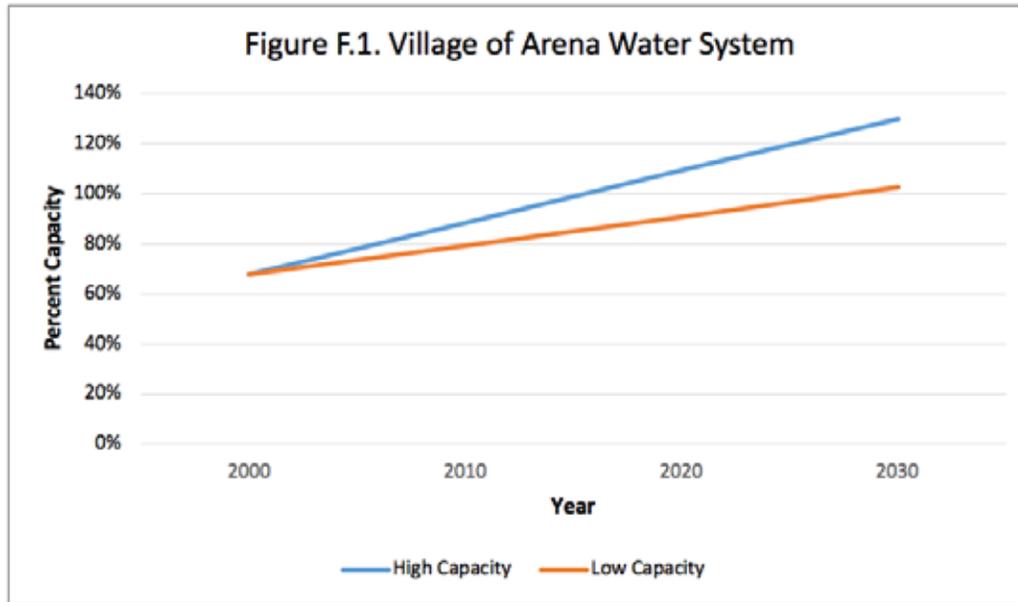
Source: US Census on Agriculture. (1987, 1992, 1997, 2002, 2007, 2012).

# F. Utilities

**Table F.1. Sources of Water Supply – Ground Water**

ID Number	Depth in Feet	Well Diameter (Inches)	Yield per day in Gallons	Currently in Service
Well #1	415	8	720,000	Yes

Source: Kopic, L. Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS_2015_220.pdf)

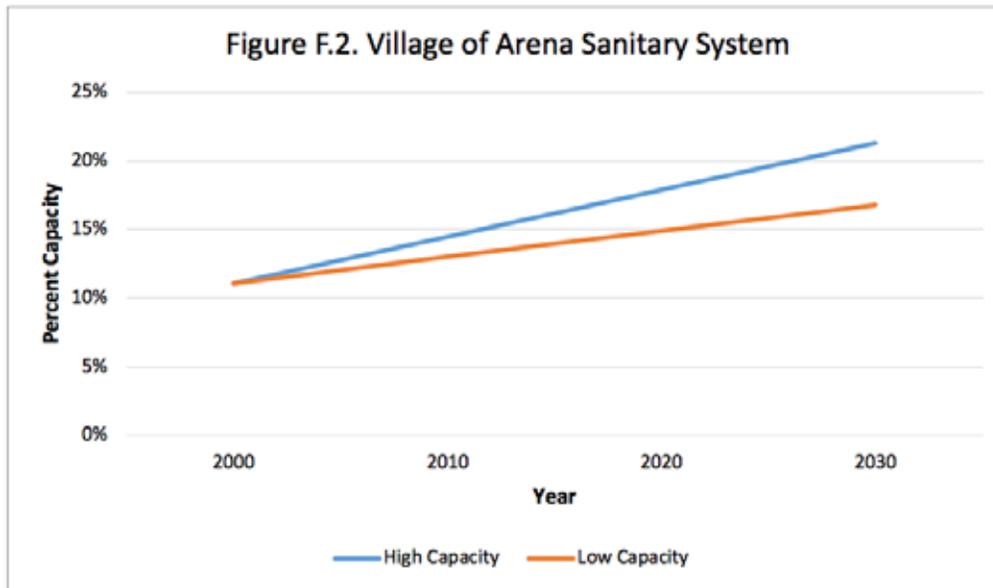


Source: Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS_2015_220.pdf)

**Table F.2. Water Supply: Pumping and Water Supply Equipment**

ID Number	Purpose	Destination	Year Installed	Type of Pump	Actual Capacity (gpm)
#1	Primary	Distribution	2004	Vertical Turbine	500

Source: Kopic, L. Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS_2015_220.pdf)



Source: Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS_2015_220.pdf)

**Table F.3. Water Supply: Storage and Treatment**

ID Number	Type	Year Built	Primary Material	Total Capacity	Disinfection and Application	Corrosion Control Used	Fluoride Used
#1	Elevated Tank	2004	Steel	150,000 gallons	Liquid	Yes	Yes

Source: Kopic, L. Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS_2015_220.pdf)

**Table F.4. Water Supply: Water Mains**

Pipe Material	Function	Diameter in Inches	Number of Feet (End of Year)
Metal	Distribution	2	404
Metal	Distribution	4	284
Metal	Distribution	6	17,329
Metal	Distribution	8	13,033

Source: Kopic, L. Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdf/annlrpts/WEGS/WEGS_2015_220.pdf)

**Table F.5. Fire Hydrants**

Arena has a total of 64 fire hydrants within the Village limits

Source: Kopic, L. Water, Electric, or Joint Utility Annual Report for Arena Municipal Water Utility. (2016, March 23). Retrieved August 10, 2016, from [http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS\\_2015\\_220.pdf](http://psc.wi.gov/pdffiles/annlrpts/WEGS/WEGS_2015_220.pdf)

**Table F.6. Water Customers Served**

Municipality	Customers End of Year
Arena	350

**Table F.7. Water Rates\***

Year	Meter Sizes				
	5/8"	3/4"	1"	1.5"	2"
2010	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2011	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2012	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2013	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2014	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2015	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2016	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2017	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50
2018	\$10.00	\$10.00	\$16.00	\$29.00	\$51.50

Source: Personal Communication, Village of Arena

\*There have been no changes in water rates since May, 2004. However regarding the volume charges, the first 10,000 cost \$2.50/1000 gallons, Next 56,700 gallons cost \$2.10/1000 gallons and over 56,700 gallons cost \$.45/1000 gallons.

<b>Table F.8. Sewer Rates</b>	
<b>Fixed Monthly Service Charge per RLU</b>	
\$30.7	
<b>Volume Charge</b>	
\$6.25 per 1,000 gallons	

Source: Personal Communication, Village of Arena

<b>Table F.9. Utility Services and Providers in Arena</b>	
<b>Utility Service</b>	<b>Provider</b>
Water	Village of Arena
Wastewater Treatment	Dane Iowa Waste Water Commission
Solid Waste (garbage, recycling, yard and bulky waste)	Pellitteri Waste Systems
Electric	Alliant Energy Corporation
Natural Gas	Madison Gas and Electric
Telephone, Cable, Internet, and Fiber	Charter Communications, DIRECTV, and Frontier
Cellular Services	US Cellular, AT&T, and Verizon

Source: Utility Services. Village of Arena, WI. (2016). Retrieved from <http://www.villageofarena.net/information.html>

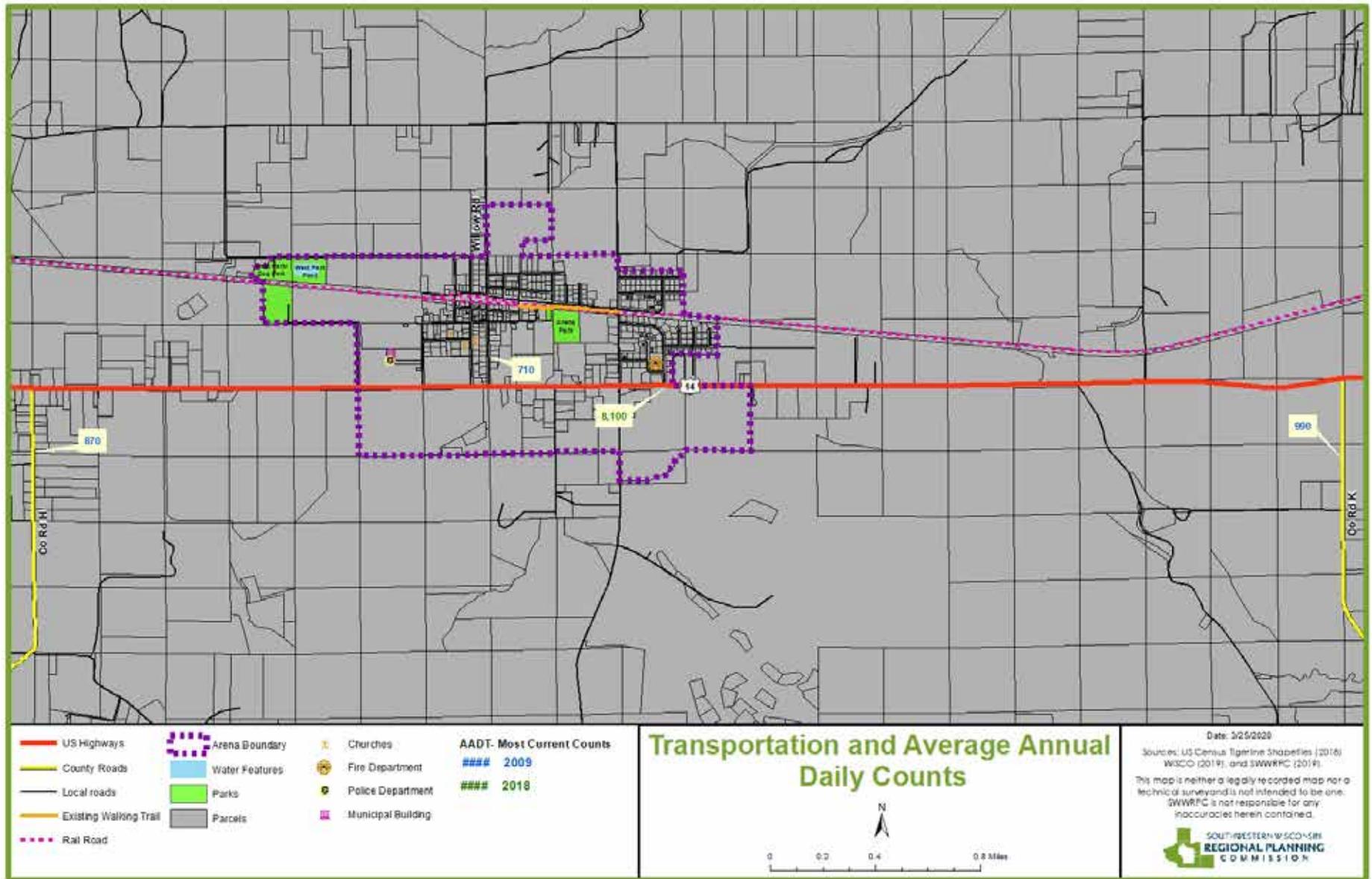
**Table F.10. Arena Public Safety Services Overview**

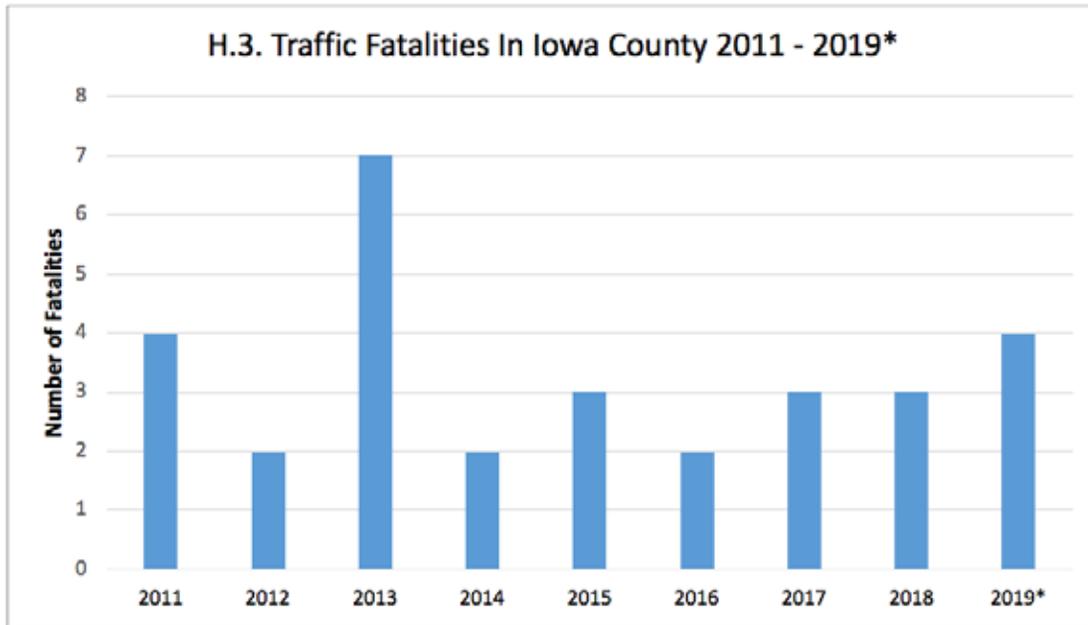
Public Safety Service Provider	Provider Overview
Arena Police Department	“The Arena Police Department is located in north-eastern Iowa County. The department’s jurisdiction covers 1.15 square miles, including 6.58 miles of roads. They serve approximately 865 residents. The department is comprised of 2 Sworn Officers, including the Chief and an Officer. Additionally, through unwritten mutual aid agreements, Dane County and Sauk County law enforcement officials, as well as the DNR provide additional police protection.
Arena Volunteer Fire Department	The 3-member Arena Fire Department provides a range of programs designed to protect the lives and property of the 865 inhabitants of the Village of Arena from the adverse effects of fire, sudden medical emergencies or exposure to any dangerous condition created by either man or nature. The fire department also serves the Town of Arena. Mutual aid is provided to neighboring communities when requested.
Arena Emergency Medical Services	They currently staff their ambulance with 20 essential volunteers from EMT-Basics with advanced skills, to nurses and drive. They serve both the Village and the Town of Arena and also assist the surrounding communities with mutual aid and MABAS calls.

Source: Utility Services. Village of Arena, WI. (2016). Retrieved from <http://www.villageofarena.net/information.html>

# G. Transportation

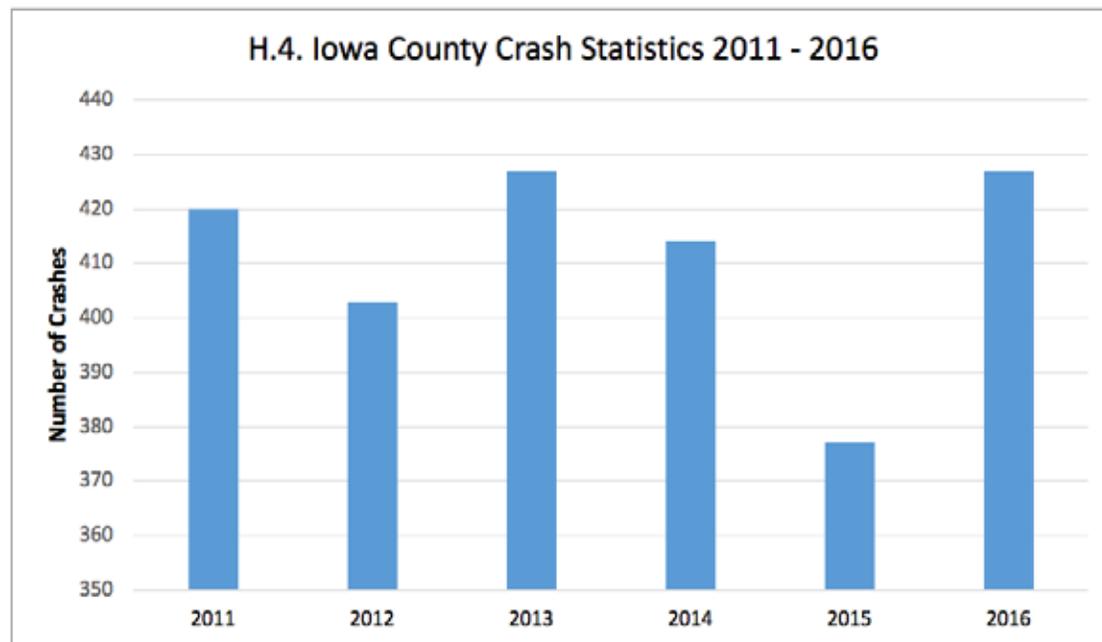
Figure H.1. Transportation and Average Annual Daily Counts





Source: Wisconsin Department of Transportation. Fatalities by County. (2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019). Retrieved from <https://wisconsindot.gov/Pages/about-wisdot/newsroom/statistics/countyfatality.aspx>

\* 2019 data is preliminary.



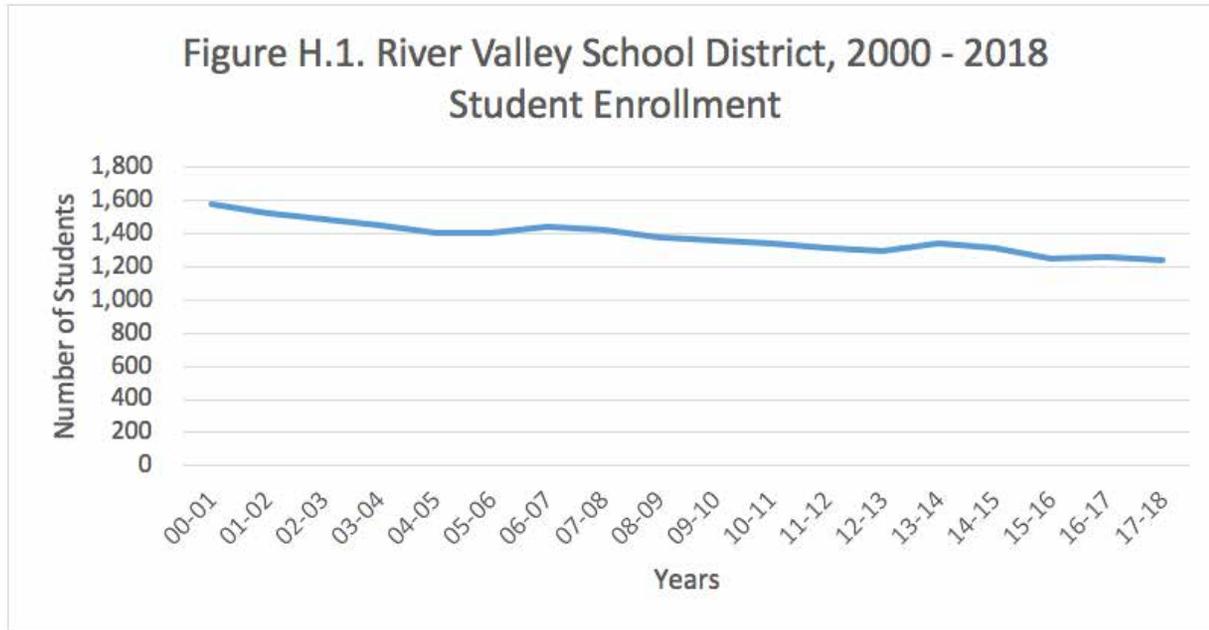
Source: Wisconsin Department of Transportation. Final Year End Crash Statistics by County. (2011, 2012, 2013, 2014, 2015, 2016). Retrieved from <https://wisconsindot.gov/Pages/about-wisdot/newsroom/statistics/final-county.aspx>

# H. Education

**Table H.1. River Valley School District, 2015-2018 Report Card Data**

Topic	2015-2016	2016-2017	2017-2018
Report Card Score	74.3, "Exceeds Expectations"	81, "Exceeds Expectations"	79.9, "Exceeds Expectations"
Direct Enrollment (Total Students)	1,265	1,260	1,244
Percent Students with Disabilities	15.8%	15.4%	16.2%
Percent Students Economically Disadvantaged	34.9%	30.8%	29.3%
Percent Students Limited English Proficient	1.7%	1.7%	1.8%

Source: Wisconsin Department of Public Instruction. 2015 - 2018 District Report Card. Retrieved January 27, 2020, from <https://apps2.dpi.wi.gov/reportcards/>



Source: Wisconsin Department of Public Instruction. 2000-2018 School Enrollment Data. Retrieved January 27, 2020, from <https://dpi.wi.gov/cst/data-collections/student/ises/published-data/excel>

# Class One Notice of Public Hearing

**NOTICE OF PUBLIC HEARING AND CONSIDERATION OF ADOPTION OF  
VILLAGE OF ARENA 2020 COMPREHENSIVE PLAN  
VILLAGE OF ARENA, IOWA COUNTY, WISCONSIN**

Please take notice that a Public Hearing and Consideration of Adoption for the 2020 Village of Arena 2020 Comprehensive Plan will be held on Tuesday, March 10<sup>th</sup>, 2020 beginning at 6:00 pm.

The proposed 2020 Comprehensive Plan is an update to the Village of Arena's comprehensive plan adopted in 2005. Updates include changes to all required sections of the plan including the Future Land Use Map. A series of public hearings and activity sessions informed the creation of the 2020 Comprehensive Plan.

Copies of the DRAFT 2020 Comprehensive Plan for the Village of Arena are available for review at the Village Hall, 345 West Street, Arena, WI 53503. The 2020 Comprehensive Plan is also available on the Village of Arena's website at [www.villageofarena.net](http://www.villageofarena.net). The public is invited to speak on the proposed update at the Public Hearing. Written comments may be submitted prior to, or at the public hearing. Any questions, written comments, or requests for a copy of the proposed update should be directed to the Village of Arena Clerk, DaNean Naeger, (608)-753-2133, or [vjarena@villageofarena.net](mailto:vjarena@villageofarena.net). Written comments will be given the same weight as oral testimony and be part of the public record. **Written comments need to be received by the end of the day on Friday, March 6<sup>th</sup>, 2020.**

The Plan Commission and Village Board will review the comments received following the public hearing. The Plan Commission and Village Board may take action to adopt the 2020 Comprehensive Plan Update immediately following the public hearing.

Dated the 23<sup>rd</sup> day of January 2020.

DaNean Naeger, Clerk  
Village of Arena

Published: Home News 1/22&29/2020  
Posted: Village Hall, Mary's Café, Crappie Shop 1/28/2020

Ordinance No. 2020-0310

**AN ORDINANCE ADOPTING THE 2020 COMPREHENSIVE PLAN FOR THE VILLAGE OF ARENA, IOWA COUNTY, WISCONSIN**

The Village Board of the Village of Arena, Iowa County, Wisconsin, do ordain as follows:

SECTION 1. Pursuant to Section(s) 62.23 of the Wisconsin Statutes, the Village of Arena is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION 2. The Village Board, by the enactment of an ordinance, formally adopted the document titled Village of Arena Comprehensive Plan as the Village's comprehensive plan on March 1, 2005.

SECTION 3. The Plan Commission, by a majority vote of the entire Commission at a meeting held on March 10<sup>th</sup>, 2020, recommended to the Village Board the adoption of the Village of Arena 2020 Comprehensive Plan as an update to the Village's Comprehensive Plan as required under Wis. Stat sec. 66.1001(2)(i).

SECTION 4. The Village published a Class 1 public notice and held a public hearing regarding the 2020 Comprehensive Plan.

SECTION 5. The Village Board of the Village of Arena, Iowa County, Wisconsin hereby adopts the proposed Village of Arena 2020 Comprehensive Plan.

SECTION 6. The Village Clerk is directed to send a copy of this ordinance and the plan updates and amendments to the parties listed in Section 66.1001(4)(b) of the Wisconsin Statutes.

SECTION 7. This Ordinance shall take effect upon passage by a majority vote of the full membership of the Village Board and publication as required by law.

Adopted and approved this 10<sup>th</sup> day of March 2020.

  
Kate Reiman, Village President

Attest:

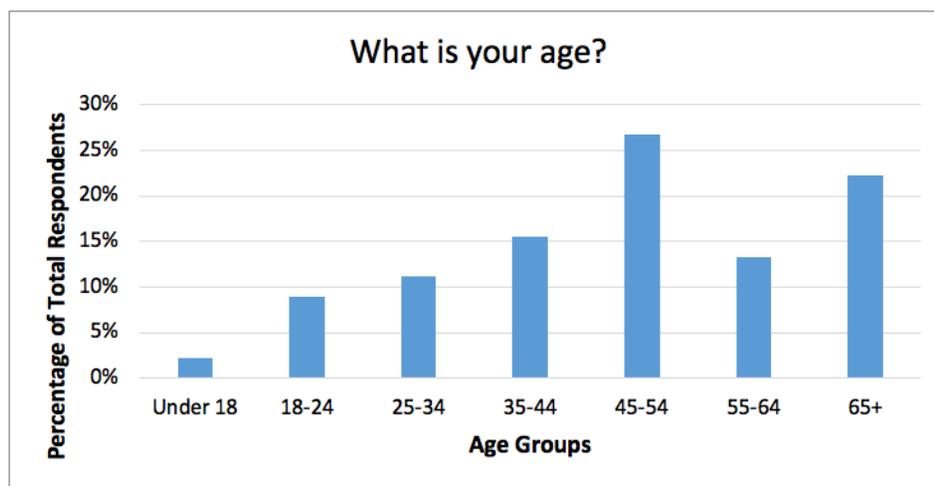
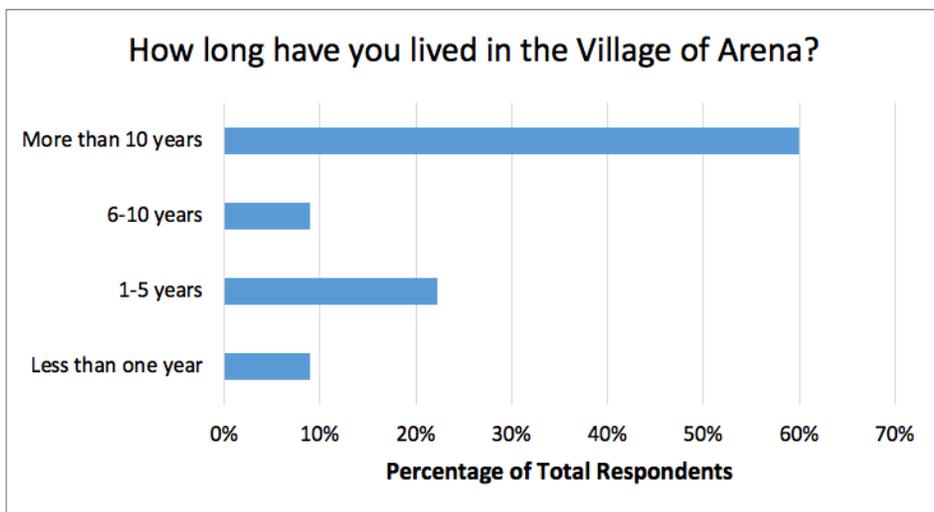
  
DaNean Naeger, Village Clerk

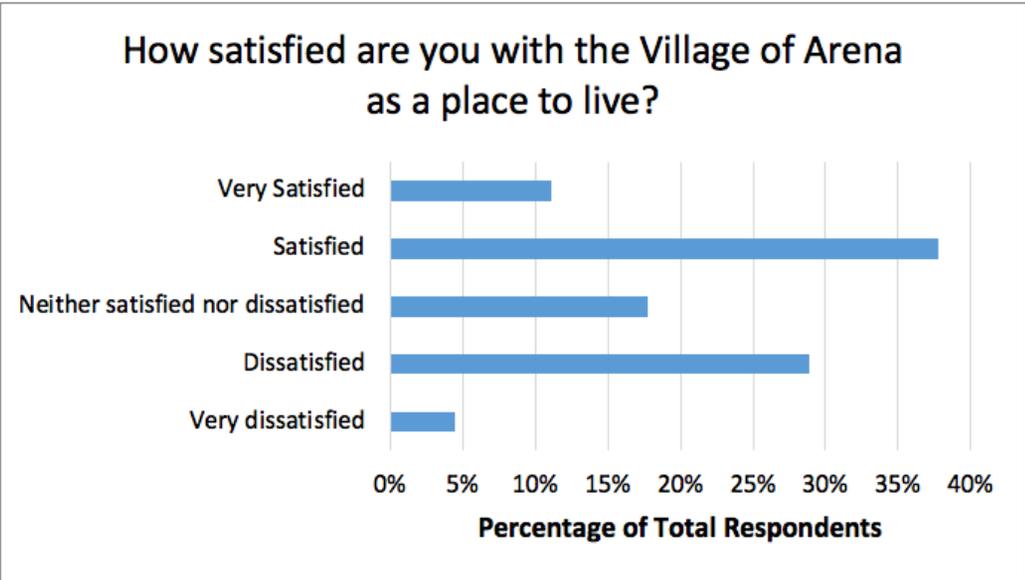
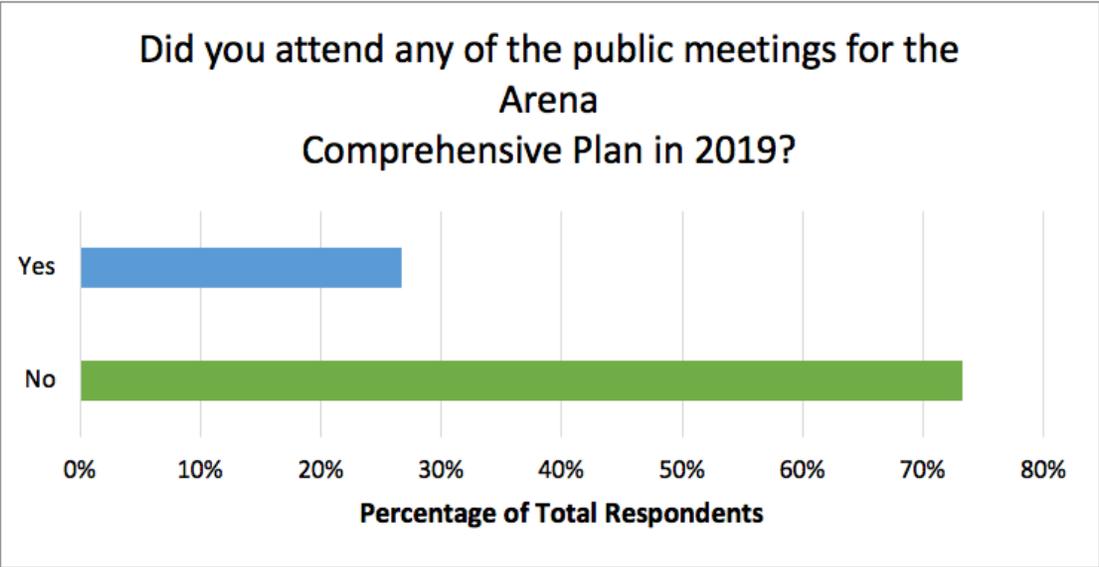
Date Adopted: 3-10-2020  
Date Recorded: 3-11-2020  
Date Published: 3-11-2020  
Effective Date: 3-12-2020

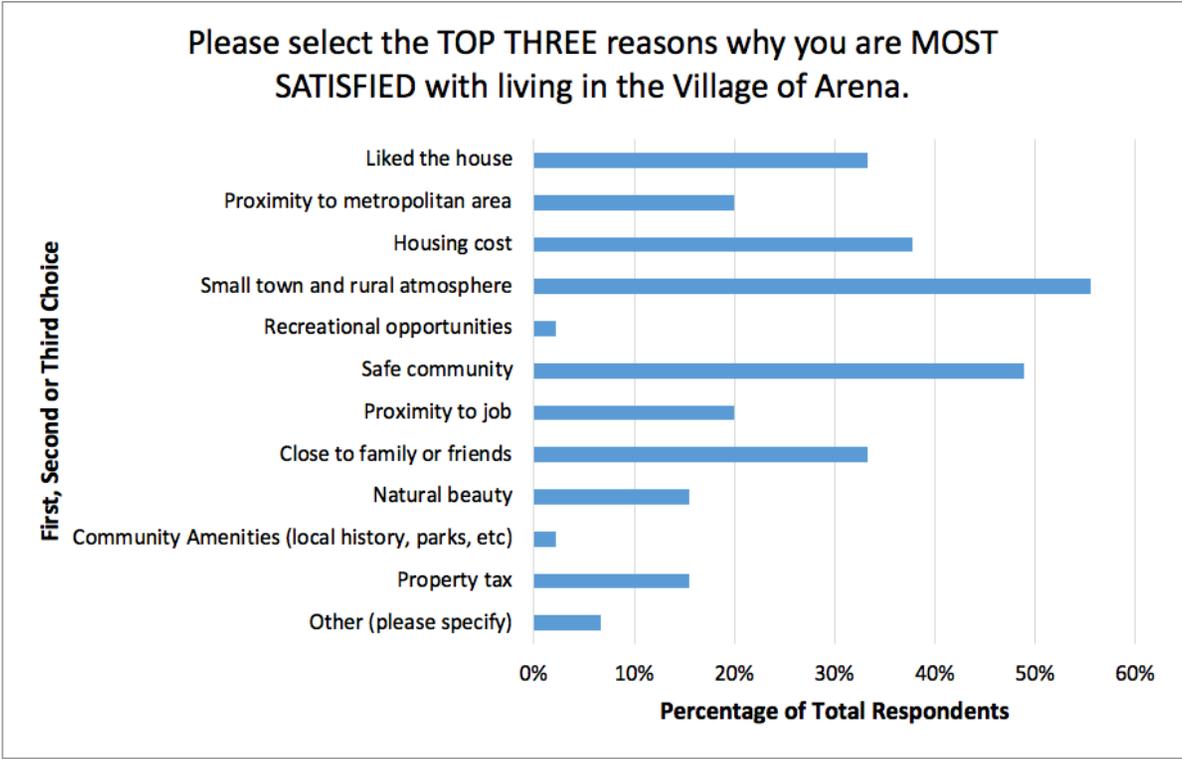
# Arena Community Survey Full Results

The following are the full results of the Arena Community Survey for the Village of Arena, WI. This survey was conducted by the Southwestern Wisconsin Regional Planning Commission in coordination with the Village of Arena Planning Commission and Village Council for the Arena Comprehensive Plan 2020 - 2040.

The survey was open from September 1st to September 31st, 2019. It received a total of 45 responses.



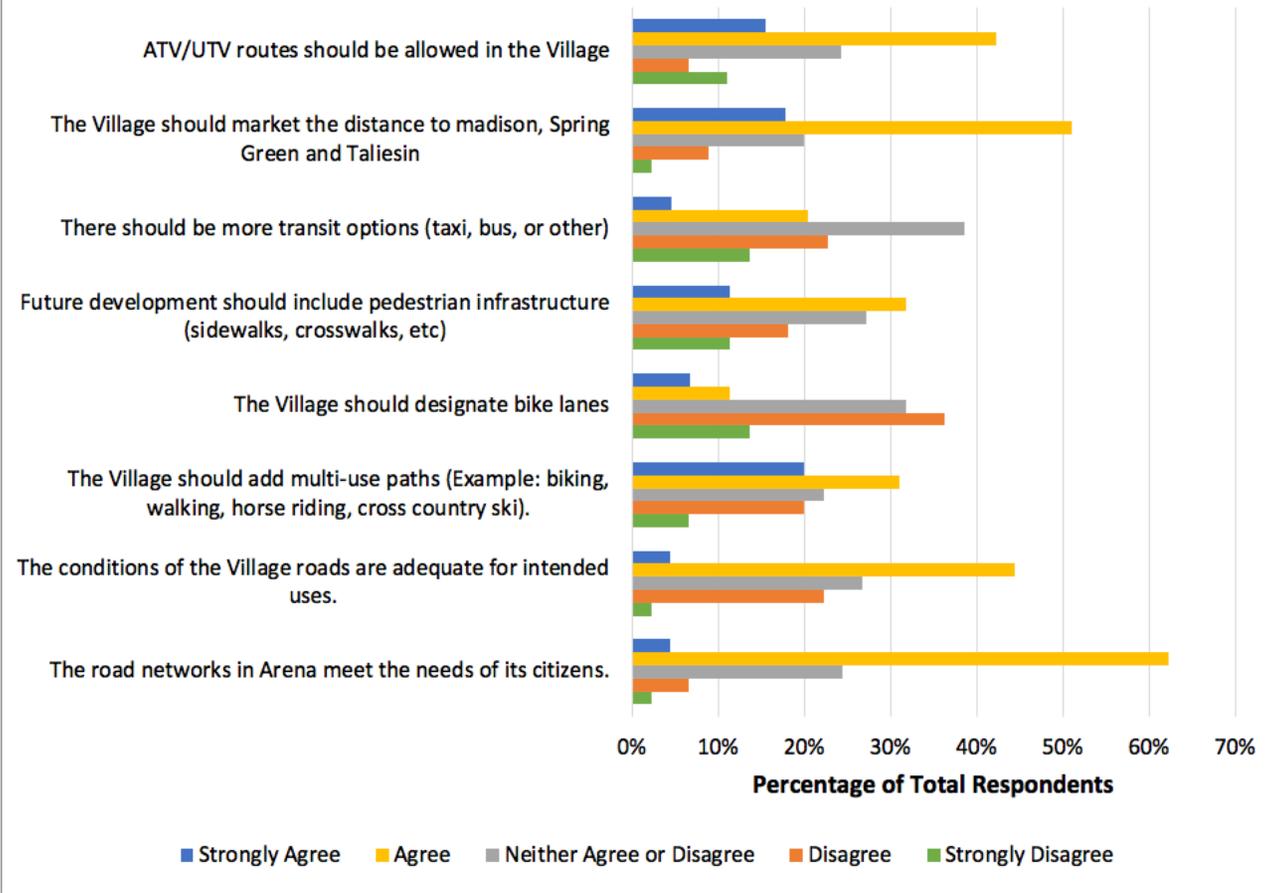




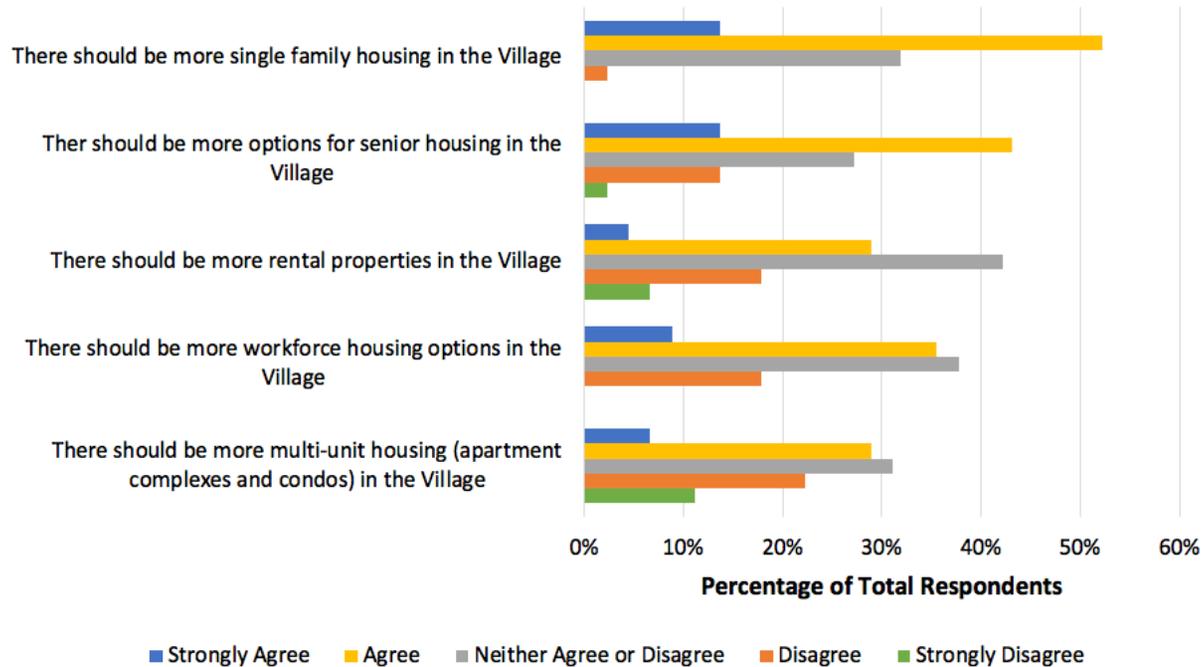
**Other Aspects that are Satisfactory and Other Comments**

When we originally purchased our home it was located between both sets of parents.
Am stuck here, financially, have no choice.
I prefer small towns over larger ones. Not sure if I like all the changes being made.

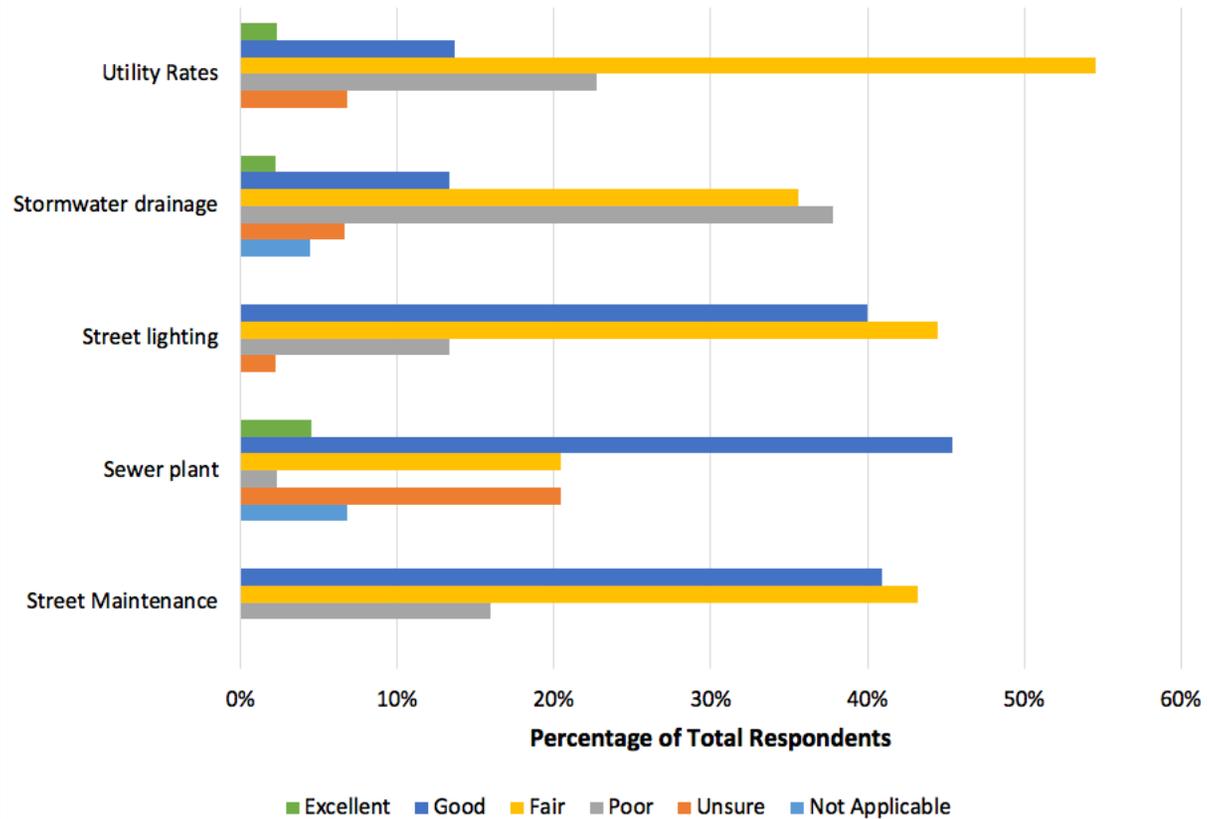
The following are statements related to choice about the future development of transportation services. Please provide your opinion of each.



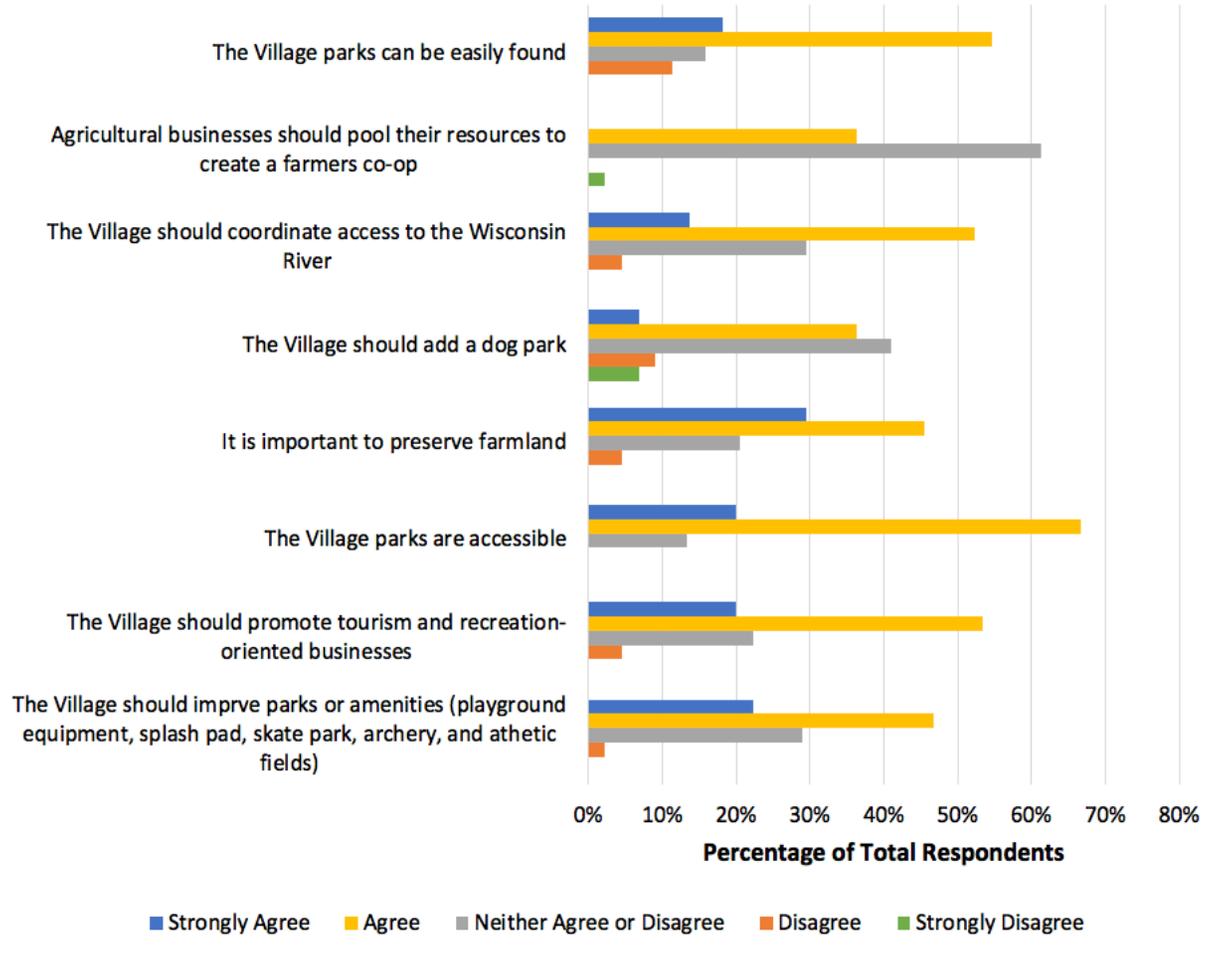
The following are statements related to choices about future HOUSING related developments. Please provide your opinion of each statement.



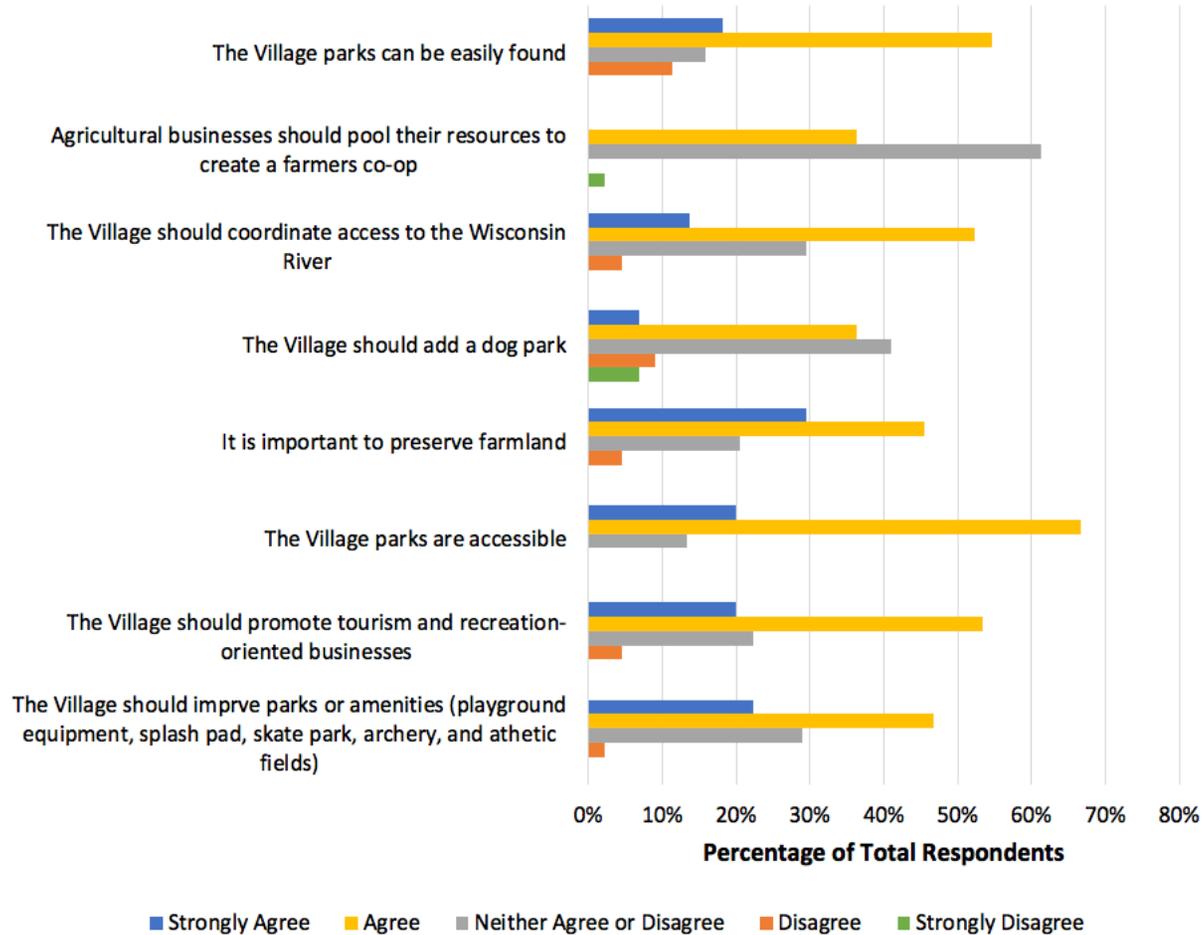
Please rate the following INFRASTRUCTURE and UTILITY related services. Choose "not applicable" if the item does not pertain to you.



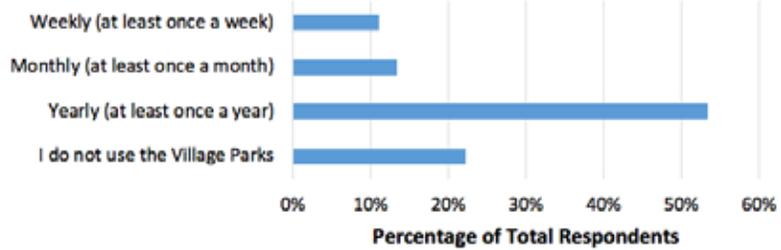
The following are statements related to choices about PARKS, RECREATION, NATURAL RESOURCES, & AGRICULTURAL related developments and services. Please provide your opinion of each statement.



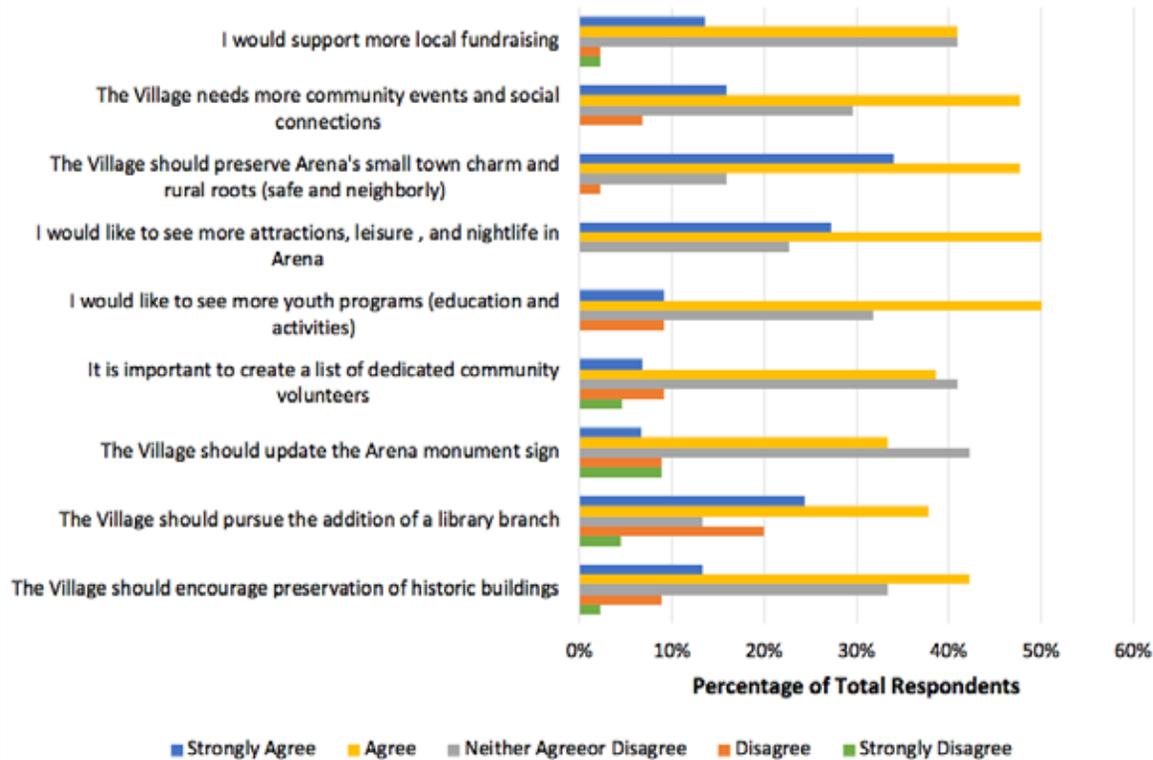
The following are statements related to choices about PARKS, RECREATION, NATURAL RESOURCES, & AGRICULTURAL related developments and services. Please provide your opinion of each statement.



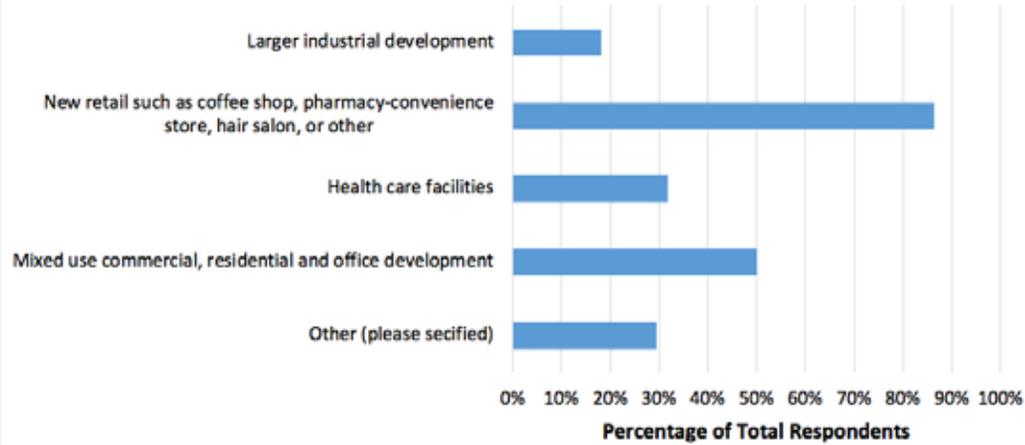
### How often do you use the Village Parks?



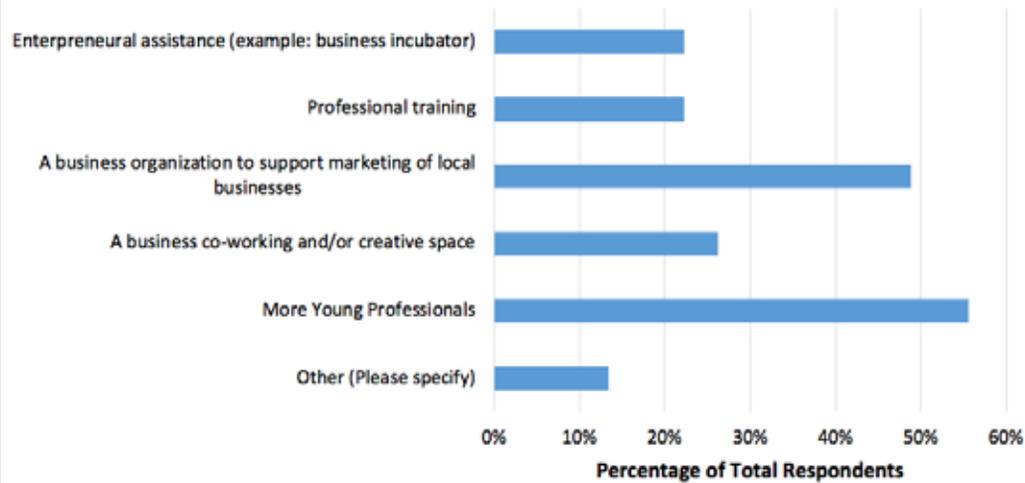
The following are statements about the future direction of CULTURE and COMMUNITY RESOURCES related developments and services. Please provide your opinion of each statement.



Which types of new businesses would you like to see in the Village in the future? Select all that apply.



Which of the following would you like to see in the Village of Arena in the next 10 years? You may select more than one answer.



### Economic Development Related Comments and Ideas

Grocery store
Gift/Art Specialty shops
Health/fitness club
Small to medium sized industrial development
anything and everything
Bar/tavern
Bar/restaurant (would be nice to have a burger)
Grocery store
Bar in the abandon Dalogasa commercial space
Kwik trip or gas station that sells produce
An Adult only Bar
A Dollar General, Kwik trip, movie theatre night club like Green Acres
School back. Won't grow without schools.
Brew pub, or bar and restaurant, grocery store
Library
Some major commercial venture that would attract workers
Leave the city in the city
Better mix of older/younger people.

### Other Comments, Questions, and Concerns

I live on Thomas Place and am very frustrated with my water problem in my front yard and no support from my village street works.

I think we can maintain small town charm while adding some more small business and night life, and I really think we could support a grocery store with the proximity to Mazomanie and all the people passing by on their way home to Spring Green.

The October Meeting is at the VFW

A plan to get a school back in this town!!!!

I would have liked to go to the ACP meetings, but the times did not fit my schedule.

The Village should consider annexing adjoining land for any interested developer since much of the open land within the village has a high water table which creates problems for homeowners.

I would like to know why the water and sewer bills are so high.

Thanks to the board for all their work, in spite of critics, distractions, and unelected bullies. We do see what is happening, sympathize, and appreciate even MORE your willingness to take on the burdens.

A few businesses would be nice but don't turn Arena into a city with all the BS that comes with it

Who are we to contact with issues with water sewer bills, and any other business when no one is at the office?

An Adult only Bar

A Dollar General, Kwik trip, movie theatre night club like Green Acres

School back. Won't grow without schools.

Brew pub, or bar and restaurant, grocery store

Library

Some major commercial venture that would attract workers

Leave the city in the city

Better mix of older/younger people.



# ARENA, WISCONSIN



SOUTHWESTERN WISCONSIN  
**REGIONAL PLANNING**  
COMMISSION

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