

APPENDIX B: ACTION PLAN

Agricultural, Natural, & Cultural Resources Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Preserve productive agricultural lands in balance with development of the Village.			
1	Promote infill and redevelopment initiatives in under-utilized sites within the Village limits to help reduce the pressure to expand into surrounding agricultural areas through the Village website and local realtors.		Ongoing
2	Consider and respect existing land uses in the planning area when deciding on annexation and development decisions.		Ongoing
3	Protect and preserve wetlands and streams, surface and groundwater sources and other existing natural features in the Village. Consider preservation zoning techniques to protect these areas.		Ongoing
Preserve and celebrate cultural heritage and arts.			
4	Identify and protect historically significant sites, buildings, and landmarks within the Village. Establish a process for identifying cultural assets and designate them as protected areas to prevent their degradation.	x	
5	Provide resources, grants, and tax incentives to support individuals, organizations, and businesses involved in the preservation and restoration of cultural heritage sites and buildings.	x	
6	Promote the historic preservation program that outlines the role of the Historic Preservation Commission and the local historic designation process. Guidelines and standards for the preservation and restoration of cultural assets should be created. This program should include architectural guidelines, conservation techniques, and methods for maintaining the historical integrity of the assets.		Ongoing
7	Welcome and encourage events that foster community interaction and visitor spending, such as parades, festivals, and annual traditions.		Ongoing

Utilities & Community Facilities Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Ensure the maintenance and enhancement of utility infrastructure to meet the needs of both current and future residents and businesses.			
1	Conduct regular inspections and maintenance of existing utility systems, including water, sewer, and stormwater management, to ensure their integrity and reliability.		Ongoing
2	Use asset management tools and maintain a five-year capital improvement plan to prioritize maintenance and replacement projects and minimize disruptions in service.		Ongoing
3	Discourage inefficient development.		Ongoing
4	Continue sustaining high quality public safety services and facilities (police, fire, and EMS) in balance with budget constraints through regional partnerships with neighboring jurisdictions.		Ongoing
5	Encourage renewable energy production to reduce energy cost for residents. Promote incentives available through the Inflation Reduction Act, Rural Energy Alternatives Program, state tax credits and rebates.		Ongoing
Enhance community wellbeing through access to excellent community facilities.			
6	Support partnerships with nearby municipalities and community organizations to provide parks, recreational facilities, public buildings, public spaces, and programming for use by all who wish to take part.		Ongoing
7	Encourage developers to dedicate community trails and paths in new developments that connect residents to amenities like schools, businesses, parks, and other community trails.		Ongoing
8	Continuously maintain and improve parks and recreational spaces, ensuring they remain safe, attractive, and accessible for leisure activities and community gatherings.		Ongoing
9	Provide necessary resources and funding to the Hortonville Public Library to ensure it can continue offering a wide range of educational materials, programs, and services to residents, fostering lifelong learning and community enrichment.		Ongoing

Intergovernmental Cooperation Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Enhance coordination and collaboration with local, regional and statewide governmental organizations to promote Village interests.			
1	Enforce, abide by and maintain existing intergovernmental/cooperative agreements with neighboring jurisdictions to provide predictability for property owners, avoid municipal boundary disputes, and plan for efficient provision of public facilities and services.		Ongoing
2	Work closely with the Hortonville Area School District, Hortonville Opera House (Community Center), and other community stakeholders to foster communication, relationships, and knowledge about facility planning and other activities/efforts that impact Hortonville residents.		Ongoing
3	Work with other governmental entities (e.g. Outagamie County, ECWRPC, Wisconsin Department of Transportation, and Department of Natural Resources, etc.) to advance Village interests as identified in Village plans.		Ongoing
4	Schedule a working session with the School District, involving elected officials and key staff for the Village, Village of Greenville, and the School District, no less than annually to discuss issues of concern and opportunities for collaboration.		Ongoing
5	Village staff will reach out to representatives from adjacent jurisdiction to update the Village's Capital Improvement Plan and to coordinate projects as appropriate.		Ongoing
6	Coordinate with all adjoining jurisdictions during outdoor recreation planning to see complementary recreation investments where service areas overlap and encourage collaboration.		Ongoing
7	Work with neighboring jurisdictions to identify and resolve conflicts and inconsistencies between local plans, discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.		Ongoing
Economic Development Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Promote the growth and success of local businesses.			
1	Support proactive communication between educational institutions (local UW-Extension, tech colleges, Hortonville Area School District, etc) and area employers in determining and filling appropriate local skills and needs.		Ongoing
2	Determine if there are barriers in the process to establish a new business.	x	
3	Implement an efficient online system that allows businesses to easily find and apply for permits and licenses.	x	
4	Facilitate partnerships between local businesses and the government to leverage resources and expertise. Collaborate with businesses to identify opportunities for joint initiatives, such as infrastructure development, marketing campaigns, or community programs, that benefit both the business community and the village as a whole.		Ongoing
5	Promote and encourage a mixture of housing options to attract a variety of businesses and ensure there is sufficient housing to support the workforce.		Ongoing
Develop a healthy business mix in the Downtown area.			
6	Attract new businesses and retain existing businesses that meet the needs of residents and tourists.		Ongoing
7	Collaborate with the local Chamber of Commerce and realtors to quickly fill empty storefronts with new or expanding businesses.		Ongoing
8	Collaborate with area businesses to proactively communicate, discuss needs, and receive feedback. Use these conversations to continually refine services and resource referrals.		Ongoing
9	Target and market entrepreneurs who plan to start-up or expand retail or personal service businesses. Collaborate with area businesses for shared outreach and marketing opportunities.	x	
10	Utilize the Historic Preservation Committee to maintain and enhance the historic aspects of the downtown and its buildings.		x
11	Coordinate with the Wisconsin DOT to create a cohesive streetscape plan to enhance the historic charm of the downtown corridor.	x	
12	Utilize empty lots for shared pocket parks that create a place for interaction between people and the downtown.	x	
13	Use TIF strategically to create development opportunities for the Village. Prioritize PAYGO and conservative projections to ensure anticipated results.		Ongoing

Housing Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Retain and attract residents by supporting a range of housing options.			
1	Promote development patterns that combine residential, commercial, and recreational uses. This approach creates vibrant and walkable neighborhoods, providing residents with convenient access to amenities, services, and employment opportunities.		Ongoing
2	Ensure developments are carefully designed to accommodate changes in traffic and stormwater management.		Ongoing
3	Review and update zoning and land use regulations to accommodate a range of housing options, including accessory dwelling units (ADU). Allow for increased density, where appropriate, to encourage the development of multifamily housing and mixed-income developments.	x	
4	Work with realtors and developers to promote the development of a variety of housing types to meet the housing needs and wants of current and potential residents.		Ongoing
Maintain quality-housing options as part of safe and healthy neighborhoods for all residents.			
5	Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies.		Ongoing
6	Complete review of property maintenance ordinances pertaining to housing. Enforce property maintenance ordinances to ensure aesthetically pleasing neighborhoods and properties.	x	
7	Infill development should respect the scale, proportion and architectural style of nearby homes to a reasonable extent.		Ongoing
8	Actively protect areas that have been locally identified as historically important through the Historic Preservation Committee and local regulations.		Ongoing
9	Investigate implementing programs and incentives to preserve and rehabilitate existing housing stock, particularly historic homes or buildings. Consider using Tax Incremental Financing to offer financial assistance for repairs and renovations, especially for older homes with desirable character.		x
Mobility & Transportation Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Develop and maintain a capital improvement plan to manage the Village's streets, sidewalks, and trails.			
1	Monitor the quality of sidewalk infrastructure and provide assistance to property owners for maintenance and replacement.		Ongoing
2	Monitor the quality of public surface infrastructure such as streets and any Village-owned parking areas and trails.		Ongoing
3	Annually review the improvement plan and compare with current conditions to evaluate and prioritize upcoming projects. Use this process to appropriately budget for current and future projects.		Ongoing
4	Commission an ADA-audit of the sidewalk network and incorporate improvements into the annual CIP.	x	
5	Track and share the progress of annual capital improvement projects to build public support.		Ongoing
Create an integrated and accessible mobility system that connects various transportation options and promotes active recreation throughout the Village.			
6	Move toward implementation of a complete streets network that is safe, convenient and attractive for everyone regardless of age, ability or mode of transportation.		x
7	Discourage cul-de-sac streets in favor of connected streets that provide transportation flexibility and increased safety in case of an obstructed street. Additionally consider mid-block sidewalks/multi-use trail connections for pedestrians for interior streets/cul-de-sacs.		Ongoing
8	Conduct a bike and pedestrian study to evaluate the existing conditions of bike and pedestrian facilities in the Village. Apply for a TAP grant to fund the production of a Bike and Pedestrian Masterplan including a bike and pedestrian network map with existing and proposed facilities and recommendations for greater connectivity.	x	
9	Investigate the feasibility of connecting the Wiouwash Trail to Downtown. Increase amenities near the trail head to promote trail use.	x	
10	Collaborate with the Hortonville Area School District on safe transportation for students, including walking, biking, carpooling, and busing, within neighborhoods and near school sites.		Ongoing

11	Collaborate with responsible jurisdictions to ensure roadway improvements (including County and State highways) have multi-modal aspects integrated into planning and development, or appropriate alternatives developed.	Ongoing
12	Review the Village's off-street parking requirements periodically to assess their effectiveness in making efficient use of land for vehicle parking. When appropriate, reduce minimums and consider enacting maximums to avoid excess parking spaces and prioritize developable land.	Ongoing

Land Use Goals & Strategies		Short Term (<5 years)	Long Term (5+ years)
Promote balanced neighborhoods throughout the Village.			
1	Provide a mix of housing types to accommodate every stage of life (see also Housing goals and strategies).		Ongoing
2	Use the Village review processes to encourage design for land use compatibility.		Ongoing
3	Develop and implement design standards to encourage efficient development patterns incorporating interconnected street patterns and limited use of cul-de-sac streets.	x	
4	Encourage building and neighborhood design to enable passive solar heating and photovoltaic power generation.		Ongoing
5	Explore funding opportunities for housing development utilizing public/private partnerships, TIF funds, state and federal housing incentives.		Ongoing
Encourage development through effective collaboration and efficient development review.			
6	Promote successful development and property investment by fostering collaboration with property owners and developers, facilitating streamlined processes, and providing necessary support and resources to ensure sustainable and beneficial outcomes for both the community and developers.		Ongoing
7	Continuously improve the development review process for new land uses to ensure compliance with design standards and safety for all modes of transportation. Streamline the process to enhance efficiency, effectiveness, and consistency in reviewing and approving new development proposals.		Ongoing
8	Provide up-to-date online application and guidance materials for residents and developers.	x	
9	Conduct regular reviews and updates of the development review process, taking into account feedback from stakeholders, including developers, residents, and professionals involved in the planning and construction industry.		Ongoing
10	Identify areas for improvement, such as simplifying application procedures, reducing processing timeframes, and enhancing clarity in design standards and traffic safety requirements.	x	
11	Complete full update of the zoning code and establish an interactive GIS database to track zoning districts and parcel information.	x	

Create places that are vibrant, attractive, and unique, especially along the Village's Main Street Corridor and Downtown.		
12	Continue Village efforts toward strengthening and enhancing the downtown.	Ongoing
13	Implement streetscaping improvements, wayfinding signage, placemaking, and connectivity strategies from the Main Street redesign process to make the downtown and commercial areas unique, memorable, and attractive.	x
14	Encourage the development of compact, carefully planned, mixed-use activity centers that include shopping, employment, housing, recreation, and community gathering opportunities.	Ongoing
15	Encourage infill development of vacant or underutilized lands or buildings, including at the site of the former canning factory on Lincoln Street.	x
16	Develop a marketing plan to aid in the recruitment of downtown businesses and visitors. Create additional programming of community activities for all ages that attract residents to events year-round.	x
17	Evaluate current zoning policies to ensure that traditional design concepts are promoted and observed with preservation of architecturally, historically, and culturally significant sites, buildings and structures in the Village.	x
18	Identify potential funding sources to assist with planning and implementing downtown improvements such as the Outagamie County Housing Production and Rehabilitation grant, TIF funds, Main Street Bounceback, CDI, or Vibrant Spaces Grants (WEDC), Housing Loan Programs (WHEDA), and public/private partnerships.	x
Ensure new development is consistent with community character and vision and protects natural and cultural resources.		
19	Adopt policies to ensure development of a good network of pedestrian routes between new neighborhoods and the existing Village amenities.	x
20	New development within the Village's jurisdiction should support the efficient use of public services and infrastructure.	Ongoing
21	Encourage development formats and building designs that support adaptive reuse as markets shift and demand changes.	Ongoing
22	Protect and respect natural resources and systems in all development decisions. Create landscaping and stormwater management guidelines for future development that ensure responsible consideration of natural resources.	x
23	Work cooperatively with the surrounding jurisdictions (Village of Greenville, Town of Dale, Town of Hortonia, and Town of Ellington) to adopt policies for future development at the fringe of the Village to protect future Village growth areas.	Ongoing