

COMPREHENSIVE PLAN

2025-2045

Mayville, WI

ACKNOWLEDGMENTS

Public Officials

Rob Boelk, Mayor
Anthony DeBaker, Ward 1
Bob Smith, Ward 2
Molly Henkel, Ward 3
Jesse Liebenow, Ward 4
Ken Neuman, Ward 5
Kim Olson, Ward 6

Plan Commission

Rob Boelk, Mayor
Kim Olson, Alderperson
Broc Fleischer
Andy Shoemaker
Travis Puls
James Baron
Larry Liebenow

Steering Committee:

Rob Boelk, Mayor
Kim Olson, Alderperson
Andy Shoemaker
James Baron
Lisa Neumann, Community Development
Authority Member
Anastasia Gonstead, City Clerk

Redevelopment Resources



Kristen Fish-Peterson, CEcD, EDFP
Dayna Sarver, CEcD
Samantha Caches, UW-Madison, Master's
Candidate Landscape Architecture and Urban
Planning, Class of 2026

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Issues and Opportunities Element

INTRODUCTION

The Issues and Opportunities element of Mayville's Comprehensive Plan establishes a foundation for all subsequent planning efforts. This chapter identifies key demographic trends, community priorities, and the major challenges and opportunities facing the city over the next two decades.

Located in Dodge County along the Rock River, Mayville serves as a local employment hub, a center for small-town living, and a gateway to natural amenities such as the Horicon Marsh. As regional dynamics shift and population trends evolve, Mayville faces both pressures and prospects for growth and reinvestment.

The insights presented in this section are informed by a robust public engagement process, including community surveys, stakeholder interviews, and public meetings. These efforts helped identify the values residents hold, as well as the pressing issues and aspirations they see for the city.

Major themes emerging from the planning process include a desire to retain and attract young families, the need to support workforce housing, opportunities for downtown revitalization, and the importance of preserving Mayville's historic character and natural resources.

Understanding Mayville's challenges and opportunities today allows the community to plan strategically for its future. This section lays the groundwork for goals, policies, and actions that support a vibrant, resilient, and inclusive city through 2045.

PLANNING PROCESS

The planning process for this comprehensive plan began in March of 2025 when the City of Mayville awarded the contract for this Comprehensive Planning effort to Redevelopment Resources, LLC.

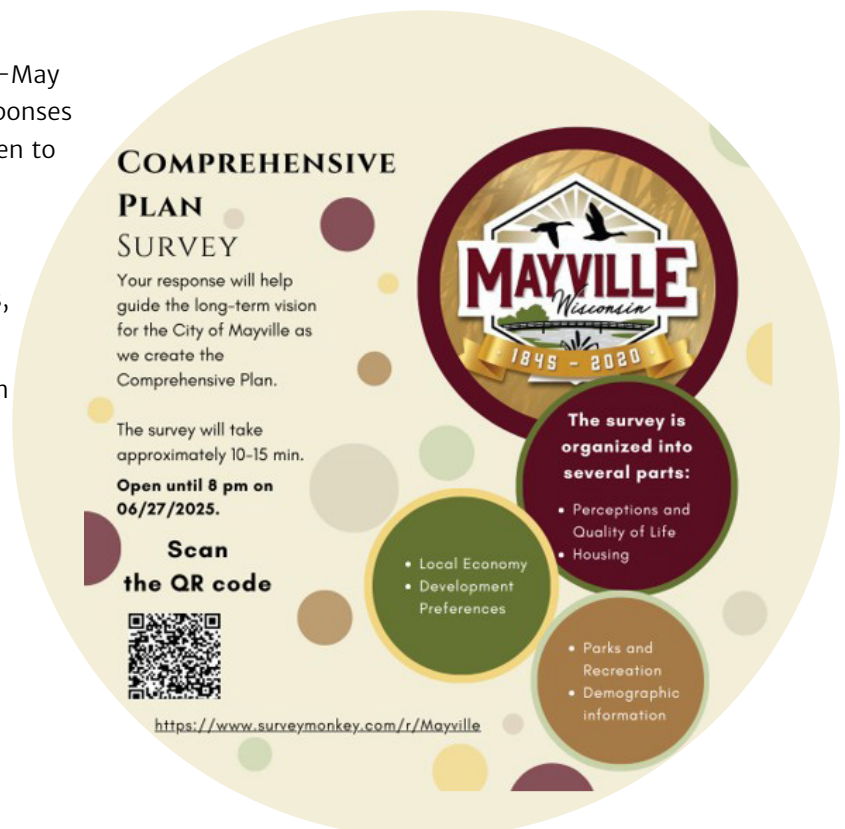
Public Participation

The public participation conducted for this comprehensive plan included several elements to encourage input by residents, businesses, and visitors to Mayville.

Activities included:

- a public survey which was open from mid-May through late June, with 250 complete responses
- all meetings were publicly noticed and open to the public
- interviews with multiple stakeholders including employers, city staff, the school district administrator, realtors, developers, and non-profit organizations

Eighty-seven percent of survey respondents live in city of Mayville.



What people like most about Mayville is summarized and categorized into six themes:

Small-Town Atmosphere (Most Common Theme)

- Frequently described as quiet, peaceful, close-knit, and friendly.
- Residents value the slower pace, minimal traffic, and familiarity with neighbors.
- Common phrases include “small town feel,” “small community,” “safe place to raise a family.”

Strong Sense of Community

- Emphasis on people helping each other, especially in times of need (e.g., tornado recovery).
- Many noted pride in the community, shared values, and residents looking out for one another.
- The phrase “people helping people” appeared often.

Downtown and Local Amenities

- Positive mentions of the walkable downtown area, small businesses, shops, and restaurants.
- Appreciation for the TAG Center, Mayville Public Library, and local services (police, EMS, parks).

Natural Beauty and Recreation

- Residents praised the Riverwalk, Ziegler Park, trails, golf course, and green spaces.
- Access to nature and the Rock River were frequently mentioned.

Safety and Cleanliness

- Many cited low crime, safety, and clean, well-kept surroundings as major positives.
- This contributed to the perception of Mayville as a great place to raise children.

Schools and Family-Friendly Environment

Several responses highlighted the quality of local schools and a family-oriented atmosphere.

The aspects of Mayville people believe need the most improvement include vacant and neglected properties, amenities of parks and natural areas, and housing affordability. Most people are satisfied or very satisfied with the police, fire, emergency medical services and the library.

People believe more housing is needed in the following categories: single family detached homes, duplexes, and senior housing/assisted living.



Residents shared a hopeful, community-driven vision for Mayville’s future, emphasizing the importance of preserving its small-town charm while making thoughtful improvements. Responses coalesced around the following themes:

1. A Safe, Family-Friendly Community

- More activities for children and teens
- Updated parks and public spaces
- A walkable, welcoming environment
- More housing options for seniors and families

2. A Vibrant, Revitalized Downtown

- More restaurants, cafes, breweries, and retail shops
- Aesthetic improvements to buildings and streets
- Utilization of the riverfront for recreation and business

3. Community-Oriented and Connected

- More community events and gathering spaces
- Support for local businesses and civic involvement
- Less cliquishness and more openness to newcomers and diversity

4. Progressive Yet Preserving Small-Town Values

- Maintain charm, history, and green space
- Avoid overdevelopment or becoming “just another city”
- Improve infrastructure (parks, streets, facilities)

5. Economically Resilient and Self-Sufficient

- More job opportunities and local economic activity
- Affordable housing and senior living
- Lower taxes and utility costs
- Expansion of services without overbuilding

6. A Destination, Not Just a Stop

- A regional draw like Cedarburg, West Bend, or Door County
- A place people choose to live, visit, and invest in

Survey respondents were spread nearly equally across age ranges, with a significant number of respondents from each age group from age 18 to over 64.

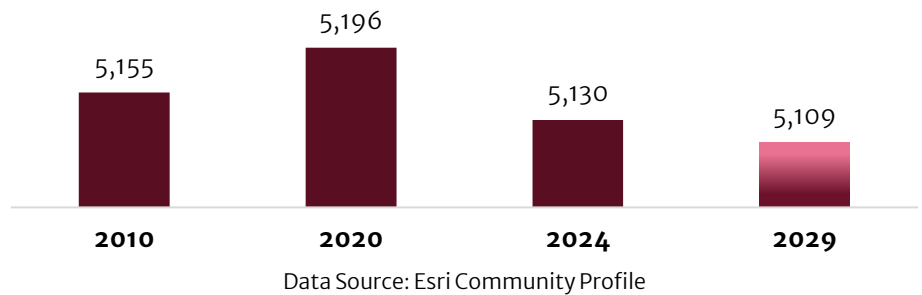


DEMOGRAPHIC TRENDS

Population Trends and Projections

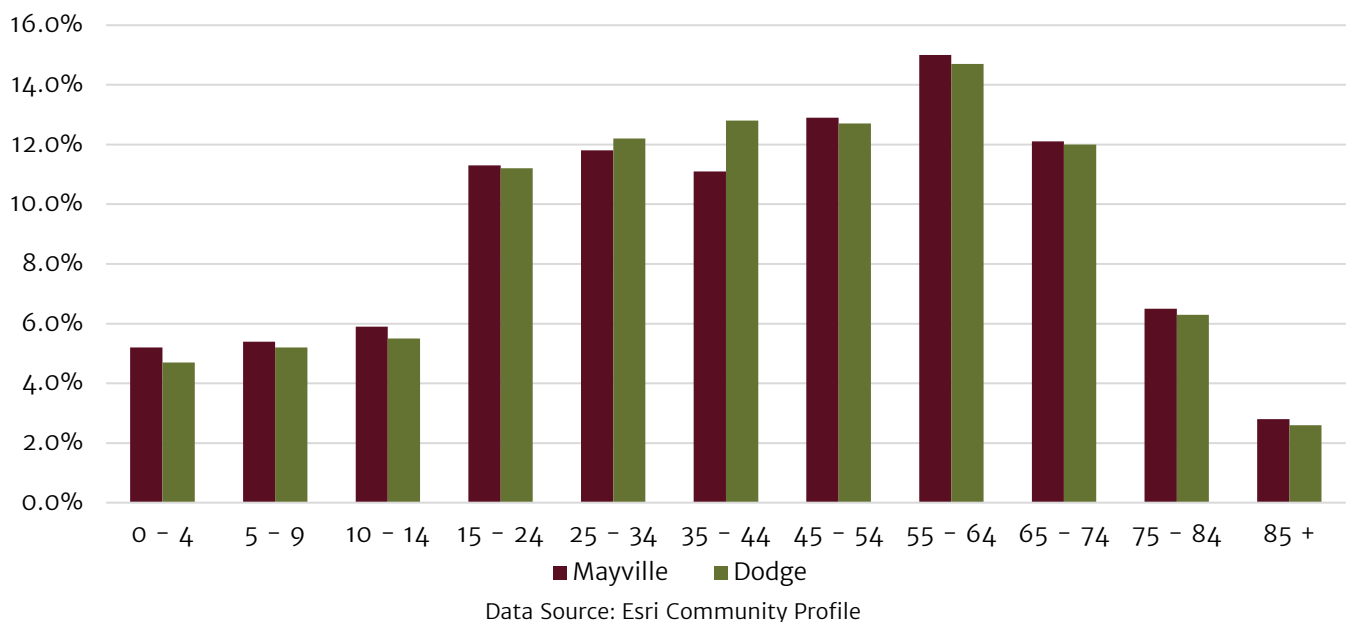
The population trendline for Mayville has been showing a steady decline since approximately 2020. This could be because the community is landlocked and housing opportunities will occur with new development on existing sites, with limited land for new construction on new sites. Although the decline appears to slow between 2024 and 2029, the community should be aware of opportunities to mitigate continuing decline.

Figure 1. Mayville Population Trends & Projections



The age distribution of Mayville in Figure 2 compares the city to the county. While there is a steep drop in the number of residents over age 75, that is likely due to there not being a place for people in this age group to live.

Figure 2. Population by Age (2024)



Household Projections

While population is projected to decline, the number of households in Mayville is projected to grow, provided the housing stock is available.

Figure 3. Mayville Household Growth

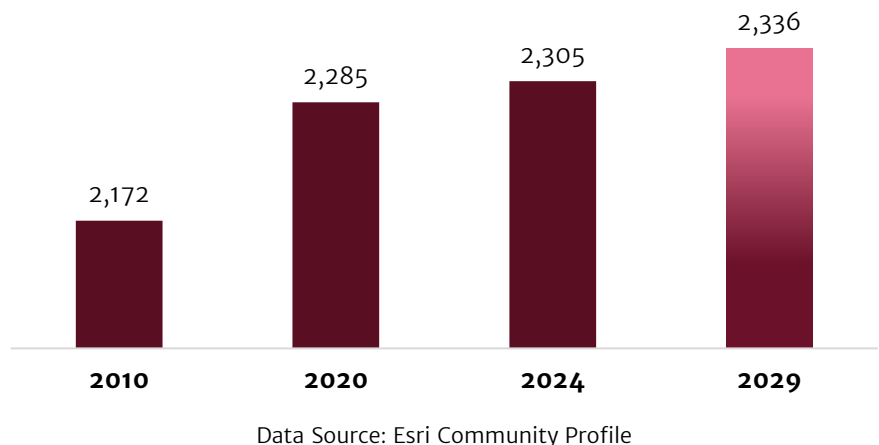
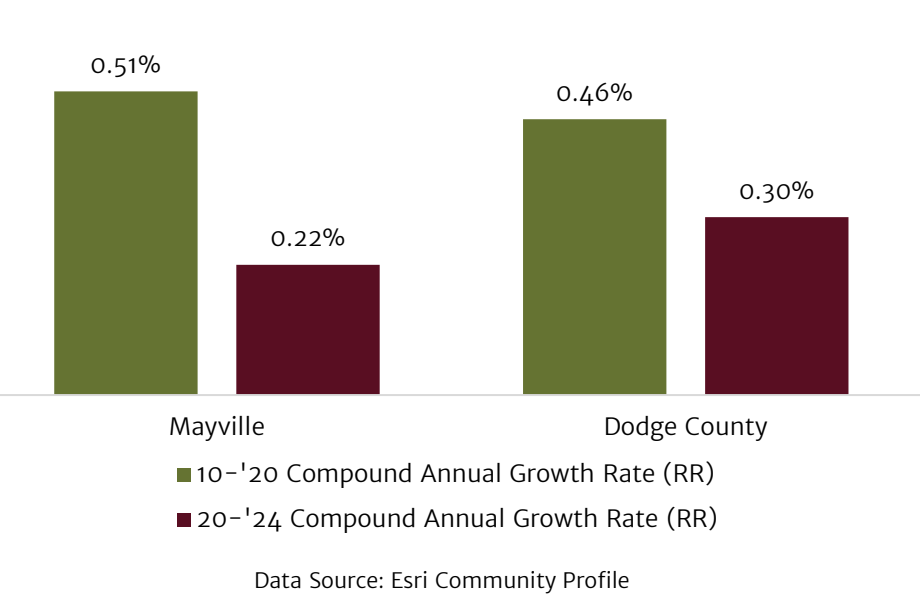


Figure 4 illustrates the compound annual growth rate of the community between 2010–2020 and 2020–2024. While the city grew more rapidly than the county between 2010 and 2020, Mayville appears to be growing more slowly in the previous four years.

Figure 4. Household Compound Annual Growth Rate Comparison



Income Levels

Figure 5 compares income levels for residents of the city to the county. Mayville appears to have more people in the lower income brackets and fewer people in the higher income brackets as compared to the county, with the exception of the \$100,000–\$149,000 income bracket.

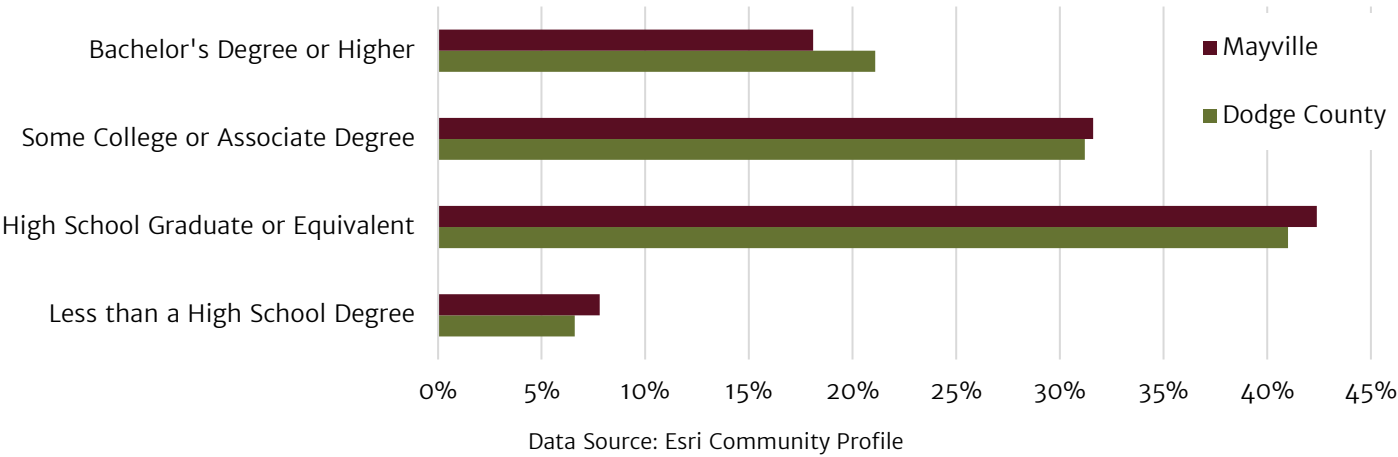
Figure 5. Comparison of Households by Income



Educational Attainment

There is a larger share of people with some college or associate degrees, and those with a high school equivalent (or less) in Mayville than in the county (Figure 6), but there are more people in Dodge County with a bachelor’s degree or higher than there are in Mayville percentage-wise.

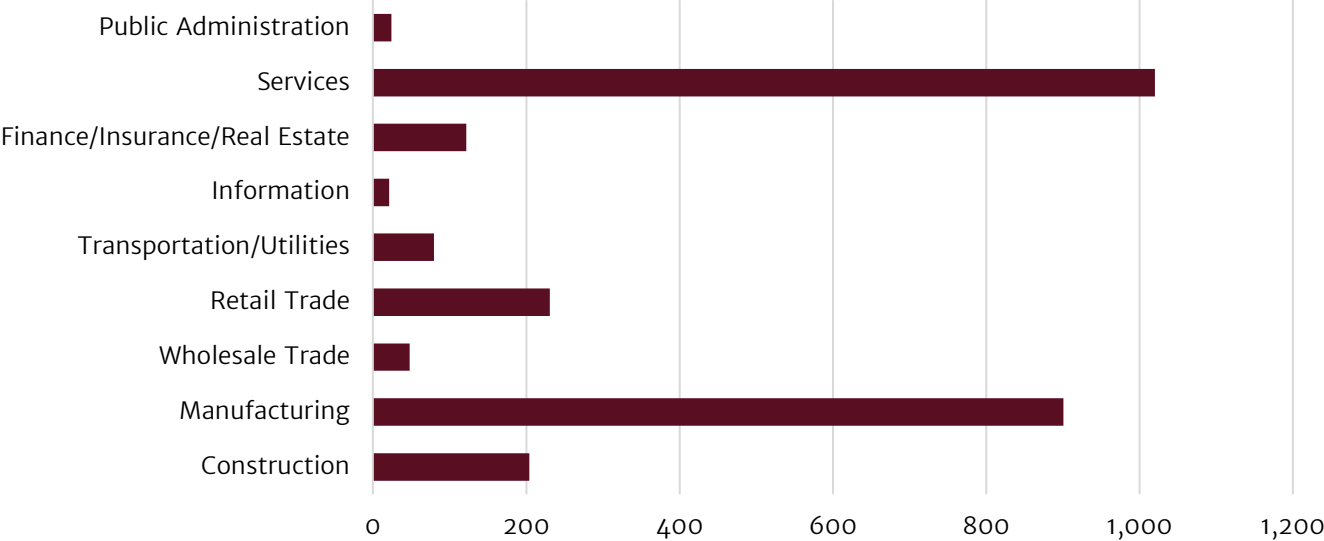
Figure 6. Population 25+ by Educational Attainment (2024)



Employment

Mayville’s working population is primarily employed in the manufacturing, services, construction and retail sectors, with services and manufacturing the primary employment categories (Figure 7).

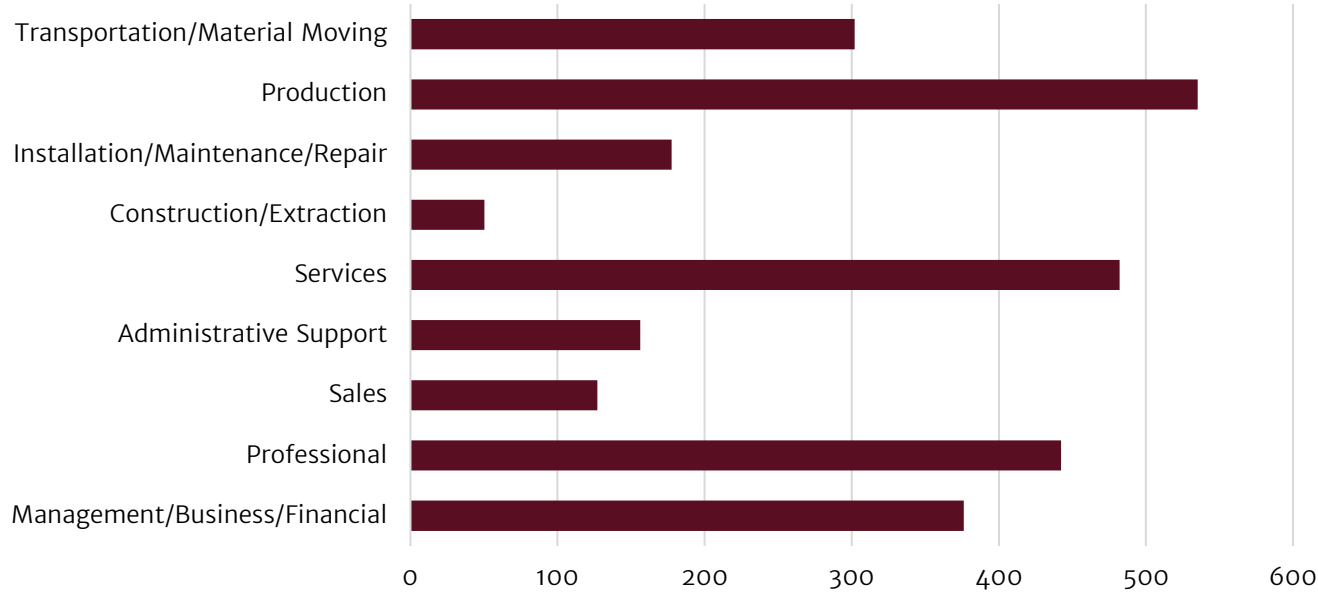
Figure 7. Mayville’s Employed Population by Industry (2024)



Data Source: Esri Community Profile. Data Note: Employed population over the age of 16 in Mayville is 2,649.

Within the manufacturing and service sectors, predominant occupations in Mayville include production, services, professional, management/business/financial, and transportation/material moving.

Figure 8. Employed Population by Occupation (2024)

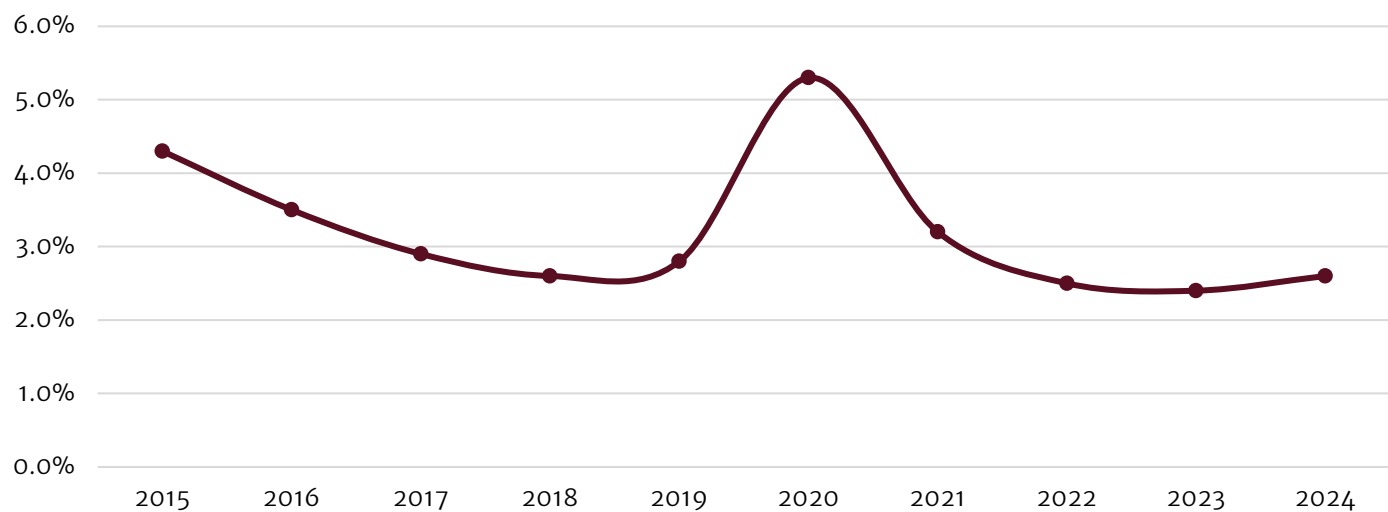


Data Source: Esri Community Profile. Data Note: Employed population over the age of 16 in Mayville is 2,649.

Employment Characteristics

While unemployment increased significantly as a result of the pandemic of 2020, Dodge County employment has returned to pre-pandemic levels, with unemployment hovering around 2.6% as of 2024 (Figure 9).

Figure 9. Dodge County Unemployment Trends (2015-2024)



Data Sources: Us Bureau of Labor Statistics, Local Area Unemployment Statistics.

Map 1 (right) shows how many people live and work in Mayville (503), how many people live outside but work in Mayville, (2,112) and how many people live in Mayville and work elsewhere (1,698). Ideally more people would both work and live in Mayville. There is a positive inflow of people to Mayville daily, of 2,112 people. This signals an opportunity to market to new potential residents, when new housing stock is available.

Map 1. Census On-the-Map Inflow-Outflow Map of Mayville, WI.

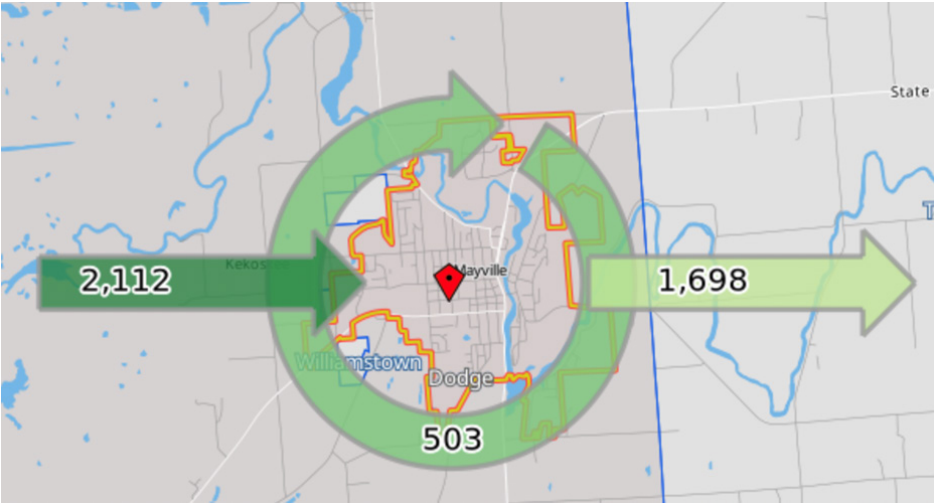


Table 1. Inflow-Outflow of Residents and Employees of Mayville, WI.

	2022	
	Count	Share
Employed in the Selection Area	2,615	100.0%
Living in the Selection Area	2,201	84.2%
Net Job Inflow (+) or Outflow (-)	414	-
Employed and Living in the Selection Area	503	19.2%
Employed in the Selection Area but Living Outside	2,112	80.8%

PLANNING AND DEVELOPMENT ISSUES AND OPPORTUNITIES:

Based on the secondary and primary research, interviews and at meetings of the Comprehensive Planning committee, a variety of issues and opportunities the city is facing have been identified.

Issues:

1. The City is landlocked and cannot expand its boundaries outside of its current borders. All new growth must occur within the existing boundary of the city.
2. Communication with the public is diminishing due to the cutting back or elimination of sources (such as the newspaper and radio station), which leaves only newer, non-traditional methods of communication available.
3. Cultural assets in the city, such as two museums, operate on very limited hours, which does not provide the public with the ability to access them throughout the year.
4. Housing for senior citizens in Mayville is scarce, and what is available is reported to have increased rents, leaving many on a fixed income at risk. Housing development in general is restricted due to space constraints.

5. Code enforcement in the city is lacking and needs to be better implemented. Many properties are blighted or at risk of becoming blighted due to a lack of code enforcement and follow-through.
6. There is a negative perception in the community about high-density multifamily (apartments) based on developments in Horicon and Fond du Lac.
7. Transportation challenges include maintaining aging infrastructure amid budget constraints, accommodating growth, and enhancing safety and connectivity in response to trends like increased recreational trail use and severe weather events.
8. Due to reduced budgets and lack of investment, the park system in the city is lacking and unable to sustain robust programming and maintenance/upgrade schedules.
9. There is a lack of available volunteers for everything from large-scale community events to city leadership.
10. The relationship with the Village of Kekoskee is less than optimal, but there are opportunities for cooperation and collaboration.

Opportunities:

1. Main Street is vitally important to the community, and there are greater opportunities to engage with the river.
2. Facilities renovation at the water and sanitary utility will position the city with capacity well into the future.
3. There is industrial space available for new development in the industrial park, and an opportunity for incentives through the existing tax increment district there.
4. Mayville has the highest-ranked school district in Dodge County, which is sought after by people choosing open enrollment.
5. The city has great assets in the public library the TAG center (the aquatic/fitness center).

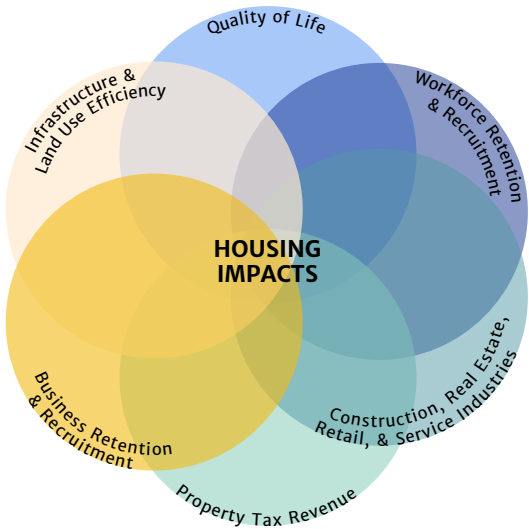


Housing Element

Housing is not just about shelter — it’s a foundation for workforce development, economic resilience, and sustainable growth. If housing fails, so do many other parts of the economic system. Housing is a key community economic development issue for several interconnected reasons, such as:

1. Workforce and Business Retention & Recruitment
2. Economic Mobility and Equity
3. Local Government Revenues
4. Construction and Real Estate Sectors
5. Infrastructure and Land Use Efficiency

Affordable and accessible housing is essential for attracting and keeping residents and employees. If housing is too expensive, too far from employment centers, there is a limited supply, or the supply is undesirable, existing employers may struggle to fill jobs. Regions with adequate housing options are more likely to attract new businesses and new investments. Companies often consider housing availability and cost of living when deciding where to locate or expand, because it impacts their operating costs and employee satisfaction.



Stable housing contributes to economic mobility, allowing individuals and families to build wealth (especially through homeownership) and access better education and employment opportunities. Housing development can increase property tax revenues, a major funding source for local governments. More residents also mean increased spending in local economies, boosting sales tax revenues and supporting small businesses.

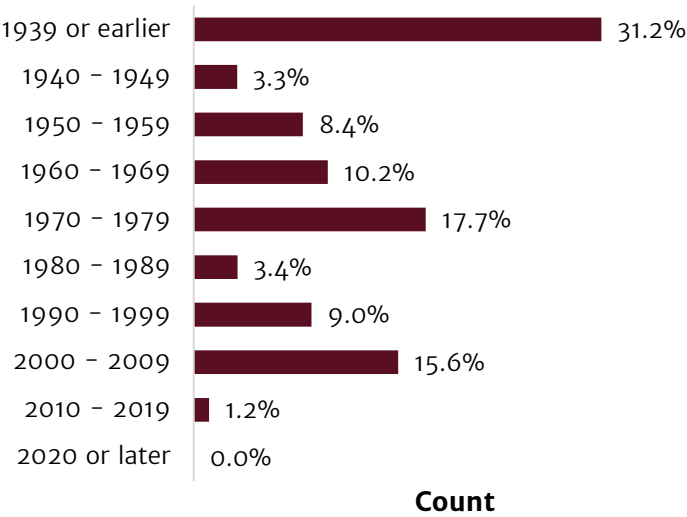
The following analysis of the existing housing supply identifies construction trends over time, type, housing availability, and the cost of housing for different income levels. When compared to demographic trends, this analysis provides an additional facet to understanding whether supply has kept up with demand and the cost of housing by type.

EXISTING HOUSING STOCK

Age Characteristics

Of the estimated 2,322 housing units in Mayville as of 2023, more than 700 were built prior to 1939. From 1940 to 2009, the average number of units built per decade was 200. Outlier decades include the 1970s, when Baby Boomers were coming of age and entering the home ownership market. Consumer confidence, construction costs, and housing starts were all greatly impacted by mortgage rates hitting an all-time high in 1981, the Great Recession (and long recovery), and the COVID-19 pandemic. Since 2010, according to the American Community Survey, only 27 units have been built, however, this data is not current through 2024.

Figure 10. Mayville Housing Units by Year Built

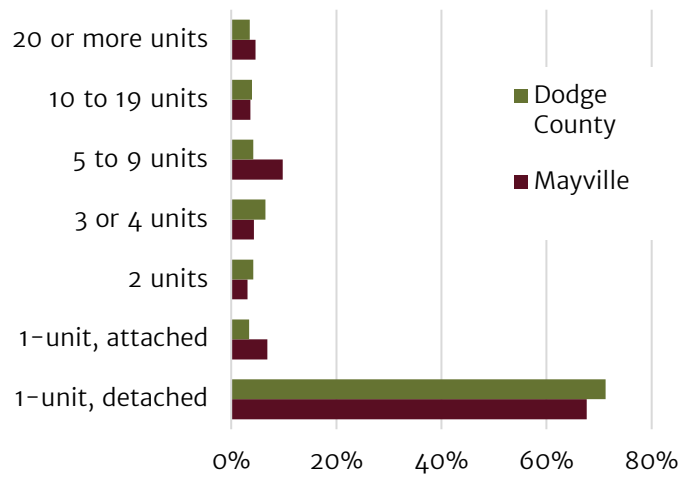


Data Source: American Community Survey 5-Year Estimates (2023), Housing Characteristics.

Structural Characteristics

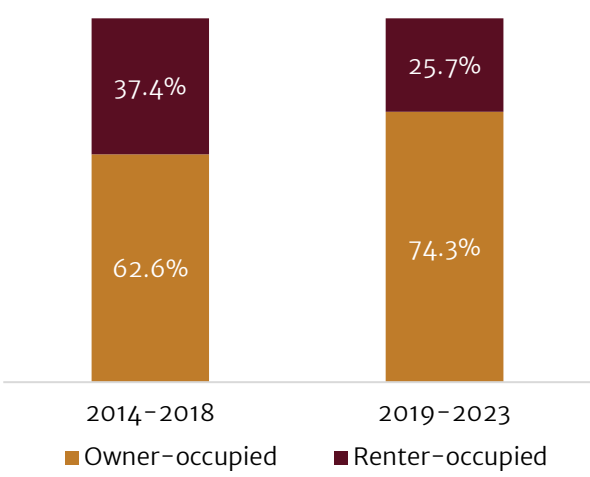
Approximately 68% of housing units in Mayville are single-family detached units. Compared to Dodge County as a whole, Mayville has a higher percentage of units that are single-family attached (e.g., condos) and townhomes.

Figure 11. Total Housing Units by Type (2023)



Data Source: American Community Survey 5-Year Estimates (2023), Housing Characteristics.

Figure 12. Housing Units Over Time by Tenure



Data Source: American Community Survey 5-Year Estimates, Housing Characteristics.

Occupancy Characteristics

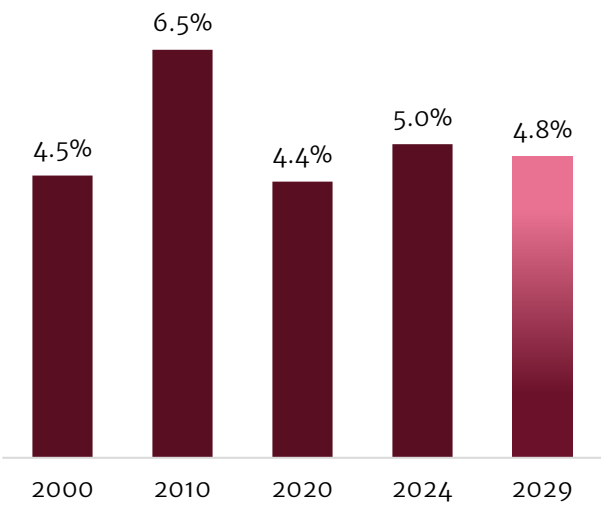
Owner-occupancy has increased from 62.6% to 74.3% between 2014 and 2023, while the vacancy rate has changed little, approximately 1% during that same period.

“Some amount of vacant residential units is needed to facilitate the free movement of population and choice of reasonable alternatives.”

~ Arthur Nelson, *Planner’s Estimating Guide: Projecting Land-Use and Facility Needs*

Based on experience, best practices, and household growth projections, Redevelopment Resources recommends an owner-occupancy vacancy rate of 1-2% and a rental vacancy rate of 2-3% for a combined vacancy rate of 3-5%, to estimate on the conservative side. Esri estimates the overall vacancy rate of Mayville is approximately 5%.

Figure 13. Vacancy Rate Trends & Projections (2000-2029)

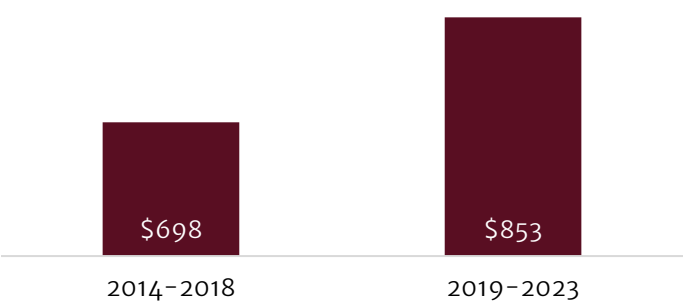


Data Source: Esri Community Profile

Housing Costs

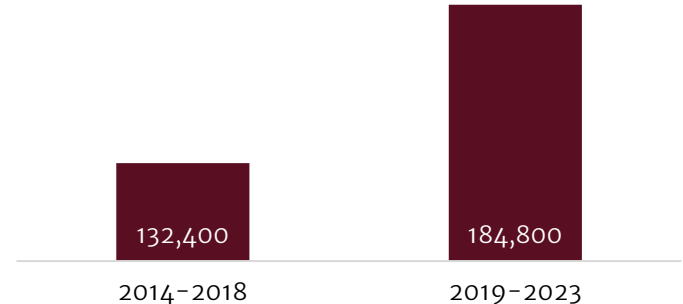
Markets in which housing supply has not kept up with housing demand experience increased rents and higher costs of home ownership. For example, in Figure 14, the median rent in Mayville is estimated to have increased from approximately \$700/month to \$850/month from 2014 to 2023. The median value of owner-occupied units grew from \$132,400 in 2014 to \$184,800 in 2023 (Figure 15). Compared to Dodge County, Mayville has a higher percentage of owner-occupied housing in the \$150,000 – \$199,999 range. With the exception of homes valued at over \$500,000, the share of homes in the other value categories is comparable to Dodge County (Figure 16).

Figure 14. City of Mayville Median Rent Trends (2018–2023)



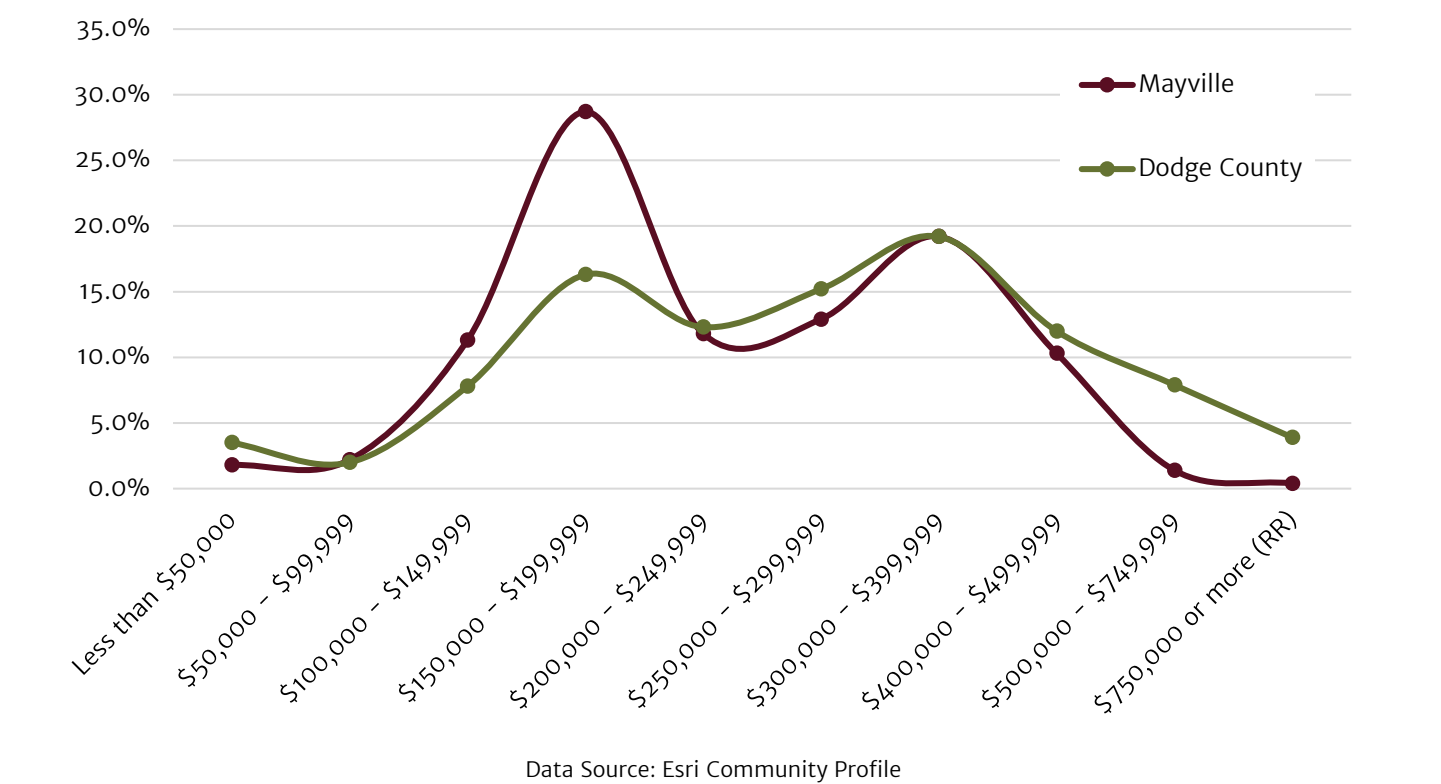
Data Source: American Community Survey 5-Year Estimates (2014–2023), Housing Characteristics.

Figure 15. Median Value of Owner-occupied Units (2014–2023)



Data Source: American Community Survey 5-Year Estimates, Housing Characteristics.

Figure 16. Comparison of Owner-Occupied Housing Units by Value (2024)



Housing Cost Burden

Households begin to feel the strain when incomes do not keep up with increased housing costs. Some growth in value and rent is natural and new housing stock contributes to the increase, but Mayville residents are concerned about housing affordability and availability of housing units. Households that spend more than 30% of their household income on housing expenses are considered cost-burdened by the U.S. Department of Housing and Urban Development. In Mayville, 20.5% of households are cost-burdened renter households and 17.5% are cost-burdened owner households. In other words, nearly 38% of households in Mayville are cost-burdened (Figure 17).

THE HOUSING LADDER

WHEN THERE
AREN'T ENOUGH
HOMES,
EVERYBODY
COMPETES FOR
WHAT'S
AVAILABLE.

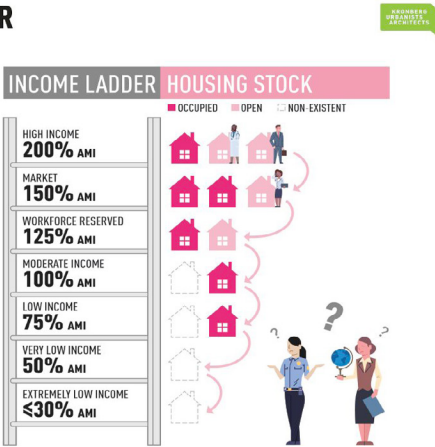
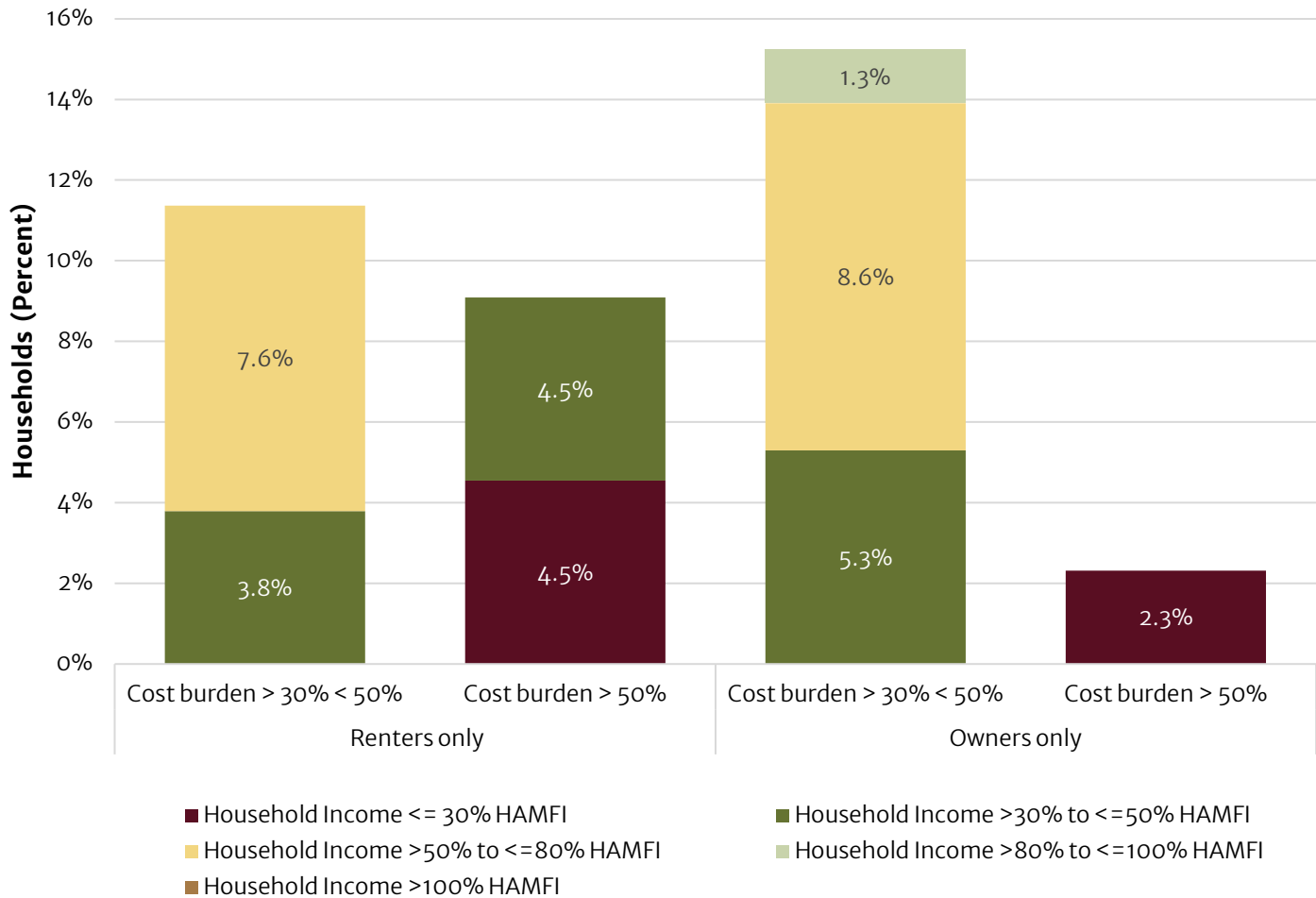


Figure 17. City of Mayville Cost Burdened Households by Income and Tenure



Source: U.S. Department of Housing and Urban Development, CHAS (2017–2021 ACS), City of Mayville.

Income Levels

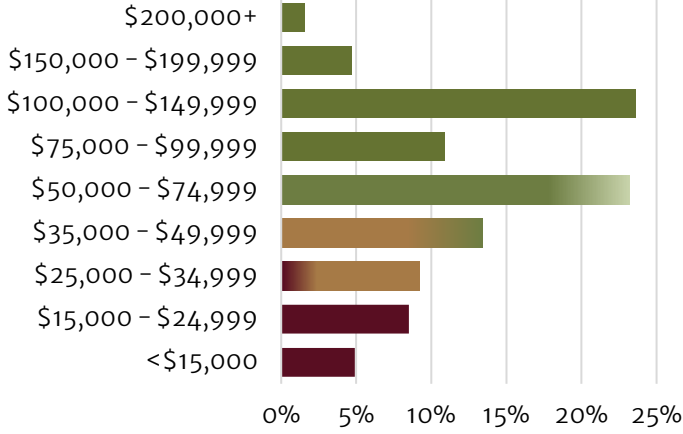
The U.S. Department of Housing and Urban Development (HUD) determines the HUD Area Median Family Income (HAMFI) to determine income eligibility for housing programs. The 2024 HAMFI for Dodge County is \$91,700. Table 2 provides the income limits based on the HAMFI while Figure 19 illustrates the approximate percentage of households in Mayville by the percentage of HAMFI. For context, approximately 36% of Mayville households earn less than \$50,000.

Table 2. HUD Area Median Family Income (HAMFI)

Household Income <= 30% HAMFI	Less than \$27,510
Household Income >30% to <=50% HAMFI	\$27,511 – \$45,850
Household Income >50% to <=80% HAMFI	\$45,851 – \$73,360
Household Income >80% to <=100% HAMFI	\$73,360 – \$91,700
Household Income >100% HAMFI	Greater than \$91,701

Data Source: Redevelopment Resources, HUD Income Limits for Dodge County. Note: 2024 HAMFI is \$91,700.

Figure 18. Mayville Households by Income (2024)



Data Source: Esri Community Profile

FUTURE HOUSING NEEDS:

Redevelopment Resources estimates that there are an additional 382 to 634 housing units needed by 2045. This estimate is based on the following factors:

- 1. A portion of the employees commuting to the city may choose to move if housing was available.
- 2. New job creation may capture new residents.
- 3. Natural household growth trends.
- 4. Pent-up demand since the Great Recession. Demand for new housing didn't go away during the Great Recession, but economic forces such as financing, layoffs, etc. constrained the ability to produce the supply needed to keep up with demand.
- 5. Redevelopment Resources recommends a total vacancy rate of 3-5%.

Table 3. Residential Housing Demand

	Low	High
Employed in the Selection Area but Living Outside (OTM)	2,112	2,112
New Jobs	10	50
New Households captured	21	54
Natural Household Growth 2024-2033	40	240
Pent up Demand since 2009	310	310
Recommended Vacancy	3%	5%
Additional Units needed by 2045	382	634

*Jobs were not taken into account in the total demand 1 for 1, but factored into New Households at the percentage shown.

HOUSING GOALS

Goal 1: Ensure a diverse, well-maintained, and affordable housing stock that meets the needs of all residents.

Objectives:

1. Identify underutilized upper stories of buildings in the downtown area that could be converted into additional dwelling units.
2. Create a program for improving the existing housing stock.
3. Create an affordable housing fund with an excess TID increment from an additional year of increment-capture.
4. Review and/or revise the existing zoning code to allow for additional density within the context of existing neighborhoods.

Recommendations:

- Conduct a walking inventory of buildings downtown with residential units or possible residential units.
- Discuss with property owners of underutilized upper stories their long-term intentions for the building and any challenges they have with possible improvements.
- Market local and state funding sources for residential development on the city website such as the Wisconsin Housing and Economic Development Authority's (WHEDA's) Vacancy-to-Vitality and Restore Main Street loan programs.
- Create a housing fund (loan and/or grant fund) following a 1-year extension of closing a Tax Increment District and dedicate the funds to 1) improving existing housing stock, and 2) incentivizing the construction of new affordable housing units, per Wisconsin §66.1105(6)(g).
- Amend the R-C district to allow 1 over 1 units and/or Accessory Dwelling units.



Image: Albrect School Apartments. The Albrect School was built in 1925 and was vacated in 1997 when the middle school moved to a new building. In 2023, the building was converted to 22 apartment units and received a \$250,000 Community Investment Grant from the Wisconsin Economic Development Corporation.

Goal 2: Existing and new housing stock will reflect Mayville's small-town character and enhance its overall quality of life.

Objective:

1. Clearly articulate the design expectations with residential developers during the pre-development meeting.

Recommendation:

- Create a handbook of recommended materials, styles and design styles that will assist developers through the development processes effectively and efficiently.

For an example of a toolkit for incremental development, visit **Build South Bend** (www.southbendin.gov/bsb/).

Transportation Element

GENERAL TRANSPORTATION CONTEXT:



The transportation system in Mayville, Wisconsin, supports the movement of people, goods, and services within the small, rural community. As a freestanding city along the Rock River, Mayville's transportation network emphasizes roadways with limited multi-modal options. The system includes state highways, local streets, rail lines, and emerging bicycle/pedestrian trails, while air, water, and public transit remain minimal or are accessed regionally.

This section draws from the 2007 Comprehensive Plan and incorporates updates based on recent developments, including ongoing infrastructure projects, safety data, and regional plans as of 2025. Key challenges include maintaining aging infrastructure amid budget constraints, accommodating growth, and enhancing safety and connectivity in response to trends like increased recreational trail use and severe weather events.

Functional Classification of Highways and Streets

Mayville's roadway network follows a traditional hierarchy:

- **Arterial Highways:** State Trunk Highways (STH) 28 and STH 67 serve as the primary arterials, carrying higher traffic volumes and providing regional connectivity. STH 28 runs east-west, linking Mayville to Horicon and beyond, while STH 67 runs north-south, connecting to Iron Ridge and Lomira. These routes handle through traffic and provide access to adjacent properties, with speeds generally higher than local streets. Minor arterials include portions of County Trunk Highways (CTH) V and Y.
- **Collector Streets:** Streets like Breckenridge Street, Dayton Street, and Furnace Street funnel traffic from residential areas to arterials. They provide secondary access to neighborhoods and commercial zones.
- **Local Streets:** These make up most of the network, serving residential and downtown areas with lower speeds and volumes. Examples include River Knoll Drive and Shore Lane, which have seen recent resurfacing.

Recent updates include closures and improvements: STH 28 between Horicon and Mayville was closed from August 11 to mid-September 2025 for maintenance, and the WIS 28 bridge over the East Branch of the Rock River is slated for construction in 2027, with anticipated detours.

Traffic Volumes

Traffic volumes vary by street type and have increased modestly since 2007 due to population growth and regional commuting. The Wisconsin Department of Transportation (WisDOT) tracks Annual Average Daily Traffic (AADT) via its interactive [TCMap tool](#), which provides short-duration counts adjusted for seasonal variations.

- **Arterial volumes:** STH 28/67 through downtown historically averaged around 2,867 vehicles per day (vpd) in 2007, but recent estimates suggest growth to 4,000–6,000 vpd based on statewide trends in similar rural arterials. STH 67 north of its intersection with CTH V was around 5,000 vpd in 2007, likely higher now due to increased freight and commuter traffic.
- **Collectors and locals:** Lower volumes, typically under 1,500 vpd, with peaks on routes like CTH V at 1,500 vpd.



- **Trends:** Volumes are higher on arterials during peak hours, influenced by manufacturing and tourism to nearby Horicon Marsh. Statewide data indicates rural highway volumes have risen 10–15% since 2010, driven by economic recovery and e-commerce freight.

The city uses the Pavement Surface Evaluation and Rating (PASER) system to assess road conditions, scheduling maintenance based on daily volumes and observed wear.

Traffic Safety

Mayville maintains a relatively low accident rate compared to urban areas, but concerns persist at key intersections and due to weather-related incidents.

- **Recent statistics:** Dodge County reported 25 traffic fatalities in 2023 and 18, preliminary, in 2024 (WisDOT data). Statewide, Wisconsin saw 572 fatalities in 2023, with speeding and impaired driving as leading causes. In Mayville, individual incidents include a fatal crash in 2022 involving a Mayville resident on nearby Highway 164. Severe storms in May 2025 caused damage in the area, potentially impacting roads, though no direct traffic fatalities were reported.
- **Key issues:** Intersections like STH 28/67 and CTH V see occasional conflicts. Deer-related crashes average 198 annually statewide, with 7.4 fatalities; Dodge County experiences higher rates due to rural surroundings.

The city collaborates with Dodge County Traffic Safety Commission for monitoring and improvements.

Street Deficiencies and Maintenance

Many local streets rate 1–4 on the PASER scale (poor to fair), indicating a need for resurfacing. In 2025, asphalt milling and paving projects began on May 27, targeting west-side streets like Rae Lane and Springbrook Court, progressing eastward. No streets currently rate below 1 (severe loss of integrity), but budget constraints from county, state, and federal sources limit major upgrades. Recent tornado damage in May 2025 affected southern areas, prompting emergency repairs.

Multi-Modal Transportation

- **Bicycle and Pedestrian:** Facilities are limited but improving. The Dodge County Bike and Pedestrian Plan (referenced in regional documents) promotes safe routes, with updates aligned to WisDOT's Wisconsin Bicycle Transportation Plan 2020 and Pedestrian Policy Plan 2020. Sidewalks exist downtown, but gaps remain in residential areas. The plan emphasizes accessibility for disabled users.

Key asset: The Gold Star Memorial Trail, a 15-mile paved path from Mayville to Beaver Dam (when complete), connecting to Horicon Marsh and Wild Goose State Trail. Phase 1 (Mayville to Horicon Marsh) is open; Phase 2 (Horicon to Wild Goose) is in design; Phase 3 (Wild Goose to Beaver Dam) is in feasibility study; Phases 4 and 5 are open (hiking only in Phase 5).

- **Public Transit:** Minimal local service. There are not fixed-route buses; regional options include intercity services to Fond du Lac or Waupun, but they are infrequent and not cost-effective for daily use. Charters like Schultz Bus Service provide school or event transport.

Dodge County offers specialized transportation for aging and disabled residents via shared-ride taxis (call 920-386-3832, 3 days advance notice).



- **Rail:** Wisconsin & Southern Railroad (WSOR) operates over 600 miles in southern Wisconsin, but is freight-only and there isn't any passenger service. The nearest passenger service available is Amtrak in Milwaukee (50 miles) or Columbus (30 miles). An at-grade crossing interrupts traffic on STH 28, but it's well-marked.

- **Air:** Dodge County Airport (UNU) in Juneau (8 miles away) offers general aviation, with a 6,800 sq ft terminal and recent updates since 1963. It sustained damage from an EF-1 tornado in May 2025 but remains operational. Commercial air access is via Dane County Regional Airport (50 miles south) or Milwaukee Mitchell International (50 miles southeast).
- **Water and Trucking:** No waterway transport; nearest seaport is Milwaukee (50 miles). Trucking dominates freight, with short-haul companies using arterials.



Overall, Mayville's transportation system is roadway-dominant, with opportunities for multi-modal expansion amid growth and climate challenges like the 2025 storms.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

The following goals, objectives, and recommendations are built on the 2007 plan, incorporating updates for sustainability and resilience. They align with WisDOT's statewide plans and Dodge County's initiatives, emphasizing safe, efficient networks amid the ongoing 2025 comprehensive plan update.

Goal 1: Provide a safe and well-maintained transportation network.

Objectives:

1. Reduce accident exposure by improving deficient roadways and intersections, targeting a 20% decrease in crashes by 2030.
2. Maintain all streets at PASER ratings of 5 or higher through annual evaluations.
3. Incorporate climate resilience, such as stormwater management, in all projects.

Recommendations:



- Continue using PASER for prioritizing resurfacing; allocate funds for future projects on low-rated local roads like those affected by May 2025 tornadoes.
- Install wayfinding signage and traffic calming at high-risk intersections (e.g., STH 28/67).
- Partner with Dodge County Traffic Safety Commission for speed enforcement and education campaigns on deer crashes and impaired driving.

Goal 2: Enhance multi-modal options to promote accessibility and health.

Objectives:

1. Expand bicycle/pedestrian facilities to connect 80% of residential areas to trails by 2040.
2. Improve accommodations for disabled, elderly, and low-income users in all new developments.
3. Increase non-motorized trips by 15%.

Recommendations:

- Adopt design guidelines for sidewalks, curb cuts, and bike lanes in new subdivisions, aligning with WisDOT's Active Transportation Plan 2050.
- Explore shared-ride expansions with Dodge County for general public use, including EV shuttles to regional hubs.
- Explore methods for non-motorized trips



Goal 3: Support economic growth and efficient freight movement.

Objectives:

1. Direct development to arterials capable of handling increased traffic, minimizing local disruptions.
2. Separate truck/through-traffic from residential areas where possible.

Recommendations:

- Update zoning to discourage commercial strip malls along arterials; promote nodal development downtown.
- Reroute trucks via bypass options during closures (e.g., 2027 WIS 28 bridge work).



Utilities and Community Facilities Element

The utilities and community facilities in Mayville, Wisconsin, form the backbone of public services for the city. This chapter encompasses administrative services, protective services (police, fire, and EMS), educational facilities, quasi-public amenities like libraries and churches, parks and recreation, and essential utilities such as water, wastewater, electric power, and stormwater management. Drawing from the 2007 Comprehensive Plan, which inventoried facilities like the police department (11 officers), fire department (32 members), schools (enrollment of 1,145 in 2003–2004), library (45,000+ items), and parks (e.g., Ziegler Park at 72.3 acres), this section incorporates updates as of August 2025 and looks forward for the next several years.

Key trends include infrastructure upgrades amid budget constraints, resilience efforts following the May 2025 tornado, and modest population stability influencing service demands. Challenges involve aging facilities, funding for expansions, and adapting to climate events, with opportunities in regional collaborations and grants.

ADMINISTRATIVE FACILITIES AND SERVICES

Mayville operates under a mayor–council form of government with a six–member City Council, elected departments, and appointed positions. The city maintains departments for Fire, Public Works (including utilities), Water/Wastewater, Police, Parks and Recreation, and the Clerk’s Office. City Hall remains at 15 S. School Street, serving as the hub for administrative functions, including meetings accessible via YouTube (Mayville CityStream channel) and an eScribe portal for agendas and minutes.

Updates since 2007 include digital enhancements for transparency, such as online ordinance postings (e.g., Ordinance 1150–2025 adopted August 13, 2025) and a 2025–2026 City Directory.

Committees and boards include the following:

- Public Works Committee
- Finance Committee
- Public Safety Committee
- Personnel Committee
- Community Development Authority/Enhancements Committee
- Extraterritorial Zoning Commission
- Library Board
- Parks and Recreation Commission
- Planning Commission
- Police & Fire/EMS Commission
- Zoning Board of Appeals
- Administrative Review Appeals Board
- Residence Board
- Utilities Commission

PROTECTIVE SERVICES

- **Police Services:** The Mayville Police Department, located at 25 S. School Street, employs a professional team focused on maintaining Mayville as one of Wisconsin’s safest cities. The department provides 24/7 patrol and community policing. The department is fully staffed and equipped to meet the needs of the City of Mayville. Services include enforcement, investigations, and events like National Night Out. Collaboration with Dodge County Sheriff’s Office occurs for broader needs. Police work has evolved to see a higher rate of human services/mental health issues, which involves more strategic partnerships with the County and other human service agencies.
- **Fire Protection:** The Mayville Fire Department, established in 1871, protects lives and property with a focus on health and safety. Equipment includes modern pumpers and trucks, updated from 2007 listings (e.g., 2000 emergency pumper). The department participates in regional mutual aid via MABAS Wisconsin, covering over 25,000 firefighters statewide.

- **Emergency Medical Services (EMS):** Mayville EMS provides advanced emergency medical care with compassion, serving the city, the Village of Iron Ridge, Town of Lomira, and Town of Leroy. The department has two full-time employees and approximately 30 paid-on-call members. The department has not had a difficult time recruiting team members. Mayville EMS often supports other communities' EMS services that have challenges meeting their respective needs. Mayville EMS has opened a training center, which helps them to continue to recruit qualified EMTs. There is an opportunity for Mayville EMS to expand and serve more communities and offer more region-wide training. The department is seeking more space in which to grow, and in addition to physical space, they will also need more equipment, more full-time staff, and possibly satellite locations.

SCHOOL FACILITIES

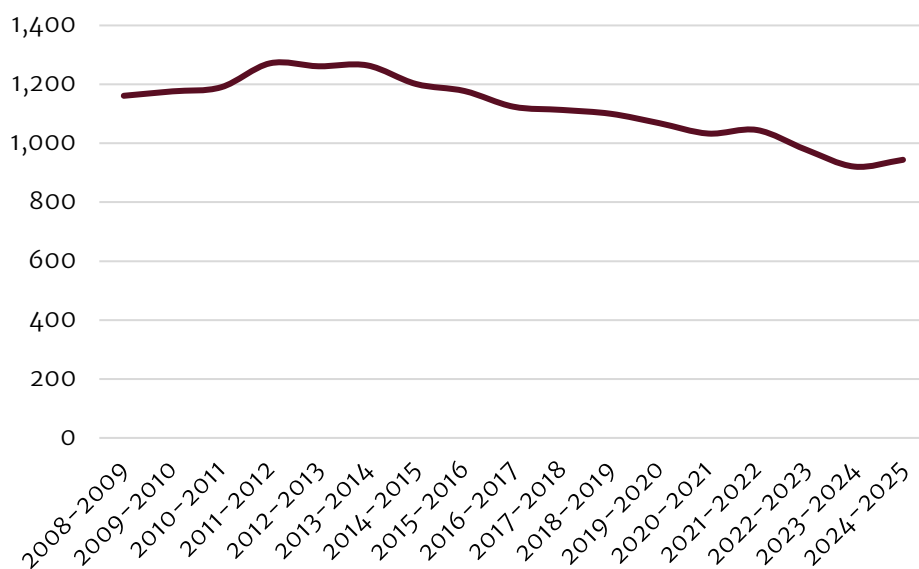
The Mayville School District serves pre-K through grade 12 with three schools: Mayville Junior/Senior High School, Mayville Elementary School, and Parkview Early Learning Center. Enrollment has seen fluctuations; from 1,145 in 2003–2004 (2007 data) to 944 in the 2024–2025 school year. Recent trends indicate a decline due to economic factors, though the latest figures show stability.

Facilities emphasize comprehensive education, including special needs programs, extracurriculars, and community partnerships. The district office is within the Early Learning Center.

Private options include St. John's Lutheran Elementary, St. Mary's Catholic Elementary, and Immanuel Lutheran, serving the greater area. Open enrollment allows flexibility, aligning with Wisconsin DPI policies. There are approximately 180 students who attend private schools in Mayville.

The Mayville School District supports community growth and encourages the City to facilitate the development of new housing subdivisions.

Figure 19. Mayville School District Enrollment Trends (2008–2025)



Data Source: Wisconsin Department of Public Instruction WISEdash Data.

QUASI-PUBLIC FACILITIES

- **Library:** The new Ted & Grace Bachhuber Memorial Library (formerly Mayville Public Library), at 234 N. John Street, was built in 2023 and is 18,000 square feet. It offers over 50,000 items, up from 45,000 in 2007, including books, DVDs, audiobooks, magazines, music CDs, and digital resources. Services include public computers with internet, MS Office tools, photocopying, newspapers (Mayville News from 1906–present), state job listings, summer reading programs, telephone renewals, tax forms, inter-library loans, and reference services. The library collaborates with Monarch Library System for access to nine regional libraries. Recent digitization efforts include historic collections like photos and letters.
- **Mayville Limestone School Museum:** Located at 215 N. Main Street, this building served as a school from 1857–1981. The museum is open the 1st and 3rd Sundays of the month from May through October. Exhibits and events reflect historical local heroes, events, and trades and customs.
- **Mayville Cares:** The mission of this philanthropic organization is to “Pursue Inspirational Facility Projects to Enhance the Experience of Mayville Residents and Guests”. Donors may fund specific projects or attend fundraising events.

Image: Interior of St. Paul's Lutheran Church, Mayville, WI.



- **Churches and Cemeteries:**

- Churches include:

- St. Mary's Catholic
 - Gateway Community
 - Christian Life Fellowship
 - St. John's Lutheran
 - United Methodist
 - Immanuel Lutheran
 - St. Paul's Lutheran

- **Cemeteries:** Graceland, St. John's, St. Mary's, and Calvary

- **Civic Organizations and Clubs:** Active groups include American Legion

Auxiliary/Post 69, FFA, Main Street Mayville, Marais Players, Marsh Area

Chamber of Commerce, Mayville Athletic Booster Club, Mayville Boy Scouts, Mayville Girl Scouts, Mayville Historical Society, Mayville Lions Club, Mayville Rotary Club, Mayville Senior Citizens, and VFW Auxiliary/Post 10170.

- **Other:** Post Office at North School Street; outdoor clubs like Wings Over Wisconsin, Horicon Marsh Sportsmen's Club, Farmersville Road & Mayville, Field & Stream Sportsmen's Club, Horicon Marsh Bowmen Club, Mayville Rifle Club.

PARKS, RECREATION, AND OPEN SPACE

Funding for Mayville Parks and Recreation Department has decreased significantly since the previous Comprehensive Plan in 2007. This has created challenges for maintaining facilities and spurred private groups to pursue fundraising for parks equipment, maintenance and facilities. In 2024, the city adopted a Comprehensive Outdoor Recreation Plan which details recommended action steps for park and recreation improvements.

The Mayville Parks & Recreation Department manages operations of the following facilities and grounds:

- **Ziegler Park** (72.3 acres, north): Ball diamond, trails, playground, picnic areas, and shelter.
- **May Park** (7.0 acres, south side): beach, piers, basketball court, open play area, tennis and pickleball courts. (Note: The school district owns the basketball court and the space between the tennis courts.)
- **Malthouse Grounds** (3.5 acres, north end): Softball field, grassy area, trees. The 2024 Comprehensive Outdoor Recreation Plan recommends upgrading interior bathrooms and adding a heater. Additionally, the fence around the baseball diamond needs to be repaired or replaced.
- **Fireman's Field** (eight acres, west): Hilltop sloping to river, pavilion (built 1898, upgraded for accessibility), baseball field, open play areas, picnic areas, shelters, pickleball courts, kayaks and launch with storage shed, disc golf, volleyball courts, and Veterans Memorial.
- **Theiler Park** (22 acres, northwest): It includes drinking fountains, benches, picnic tables, permanent restrooms, open shelter, concession stand, play equipment, open play areas, basketball courts, baseball/softball fields, passive natural areas, paved paths, and on-site parking. Sloped topography on the eastern side of the park provides a challenge for expanding usage of the park in this area. (See conceptual park development plan on page 51 of the 2024 Comprehensive Outdoor Recreation Plan.)
- **Other:** According to the Comprehensive Outdoor Recreation Plan there are 18 additional park spaces with a total of another 80+ acres. There are Gold Star Memorial Trail (year-round multi-use for walking, biking, skiing); TAG Center; smaller spaces like City Hall Park.

UTILITIES

- **Water and Wastewater:** The Water/Wastewater Utility serves over 2,000 customers with 31 miles of water mains, 30 miles of sewer mains, 325+ fire hydrants, and four wells with iron filtration. A \$31 million upgrade to the treatment plant is underway to address compliance and capacity. Sewer rates increased 60% in 2025 to support funding improvements. The upgrades are expected to be completed by 2028.
- **Electric Power:** Provided by Alliant Energy, with focus on reliable service; outages prioritize restoration to essential facilities like police and fire stations.
- **Stormwater:** Managed under Public Works, with emphasis on infrastructure resilience following 2025 tornado damage. No major deficiencies reported, but integrated with road projects (e.g., 2025 asphalt milling/paving).

Overall, facilities are adequate but face pressures from aging infrastructure and events like the 2025 tornado, prompting grant pursuits (e.g., opioid settlement funds for EMS-related needs).

GOALS, OBJECTIVES, AND RECOMMENDATIONS

The following goals, objectives, and recommendations update the 2007 plan for the 2025–2045 horizon, emphasizing sustainability, equity, resilience, and efficiency. They align with state plans like Wisconsin’s Statewide Comprehensive Outdoor Recreation Plan and Dodge County initiatives, incorporating public input from ongoing updates.

Goal 1: Maintain and enhance high-quality, resilient community facilities and protective services.

Objectives:

1. Relocate public safety services (Police, Fire and EMS services) to new facility, as regionalization grows.
2. Upgrade equipment and community facilities for resilience, reducing downtime from storm or other outage events by 50%.
3. Support residents of all ages, including youth for public health and safety, particularly resilience from drugs and alcohol.

Recommendations:

- Invest in EMS and fire equipment upgrades using Bipartisan Infrastructure Law funds; partner with MABAS for training.
- Conduct annual facility assessments, prioritizing tornado-damaged areas via the Donated Relief Fund.
- Expand police youth programs, integrating with schools for drug awareness (leveraging opioid settlement funds).

Goal 2: Support educational and quasi-public facilities for lifelong learning and community well-being.

Objectives:

1. Support the Mayville Public Schools by actively pursuing new residential development.
2. Expand library digital access, increasing collection usage by 15% with online resources.
3. Preserve historic and cultural sites, ensuring 100% accessibility compliance.

Recommendations:

- Meet with Mayville Public Schools to discuss ways to collaborate on attracting housing development and enhancing public amenities.
- Enhance library programs with regional Monarch System partnerships for inter-library loans.
- Support civic groups via city grants for events, promoting organizations like the Historical Society.



Goal 3: Develop sustainable parks, recreation, and open spaces for health and environmental benefits.

Objectives:

1. Expand multi-use trails to connect 90% of residential areas by 2040.
2. Integrate green infrastructure for stormwater management in 30% of parks by 2030.

Recommendations:

- Advance Gold Star Memorial Trail phases with DNR grants; add interpretive signage for Horicon Marsh access.
- Implement the most recent Comprehensive Outdoor Recreation Plan (CORP) incorporating tornado recovery for resilient playgrounds.
- Promote monthly recreation events at TAG Center.



Image: Gold Star Trail Ribbon Cutting ceremony.

Goal 4: Provide efficient, reliable utilities to support growth and environmental protection.

Objectives:

1. Complete water/wastewater upgrades by 2028, ensuring 100% compliance with phosphorus and other standards.
2. Reduce energy consumption in city facilities by 15% through renewable sources such as hydro-electric generation.
3. Enhance stormwater systems to handle 100-year events.

Recommendations:

- Implement the \$31M treatment plant project; monitor rates to minimize impacts on residents.
- Adopt a stormwater management ordinance, integrating with road projects and seeking EPA SRF funding.
- Identify necessary stormwater infrastructure improvements such as larger pipes, stormwater pond development, installation of permeable surfaces, to increase stormwater management capacity.

Agricultural, Natural, and Cultural Resources Element

Mayville is characterized by its agricultural heritage, diverse natural features, and rich cultural history. Situated along the Rock River and serving as a gateway to the Horicon Marsh—the largest freshwater cattail marsh in the contiguous United States—Mayville’s resources support local economies through farming, tourism, and recreation while facing pressures from development, climate events like the May 2025 EF-2 tornado, and environmental changes.

This section updates the 2007 Comprehensive Plan’s inventory, which emphasized soils, geology, prime farmlands, forests, minerals, wetlands, floodplains, watersheds, surface water, and groundwater, with current data from sources like the Wisconsin Department of Natural Resources (Wisconsin DNR), U.S. Fish and Wildlife Service (USFWS), and local initiatives as of August 2025.

Cultural resources, including historic sites and events, are also integrated to reflect the chapter’s scope. Challenges include farmland loss to urbanization (statewide, Wisconsin lost 10% of farmland since 2010 per USDA data), wetland degradation from runoff, and post-tornado recovery affecting over 250 acres of parks and natural areas.

SOILS AND GEOLOGY

Soils in Mayville are composed of varying proportions of sand, gravel, silt, clay, and organic material, primarily formed from glacial deposits left after the last Ice Age about 12,000 years ago. Dodge County soils consist of sand, gravel, large rocks, clay, limestone, and igneous/metamorphic rocks, with ongoing extraction for construction. Key soil associations from the 2007 plan include Topsoil (generally 10–14 inches deep) and five general types: McHenry–Pella, Houghton–Pella, St. Charles–LeRoy–Lomira, Theresa–Lamartine–Hochheim, and St. Charles–Miami–Elburn. The underlying geology features Galena Dolomites and St. Peter Sandstone, with elevations ranging from 200 feet between high and low points and drumlins shaping a north–south direction.

Updates indicate no major changes, but soil health is monitored via Natural Resources Conservation Service (NRCS) surveys, showing prime farmland soils like Mayville silt loam in limited areas. Erosion from agriculture and storms remains a concern; the 2025 tornado exacerbated soil displacement in southern areas, prompting emergency stabilization efforts.

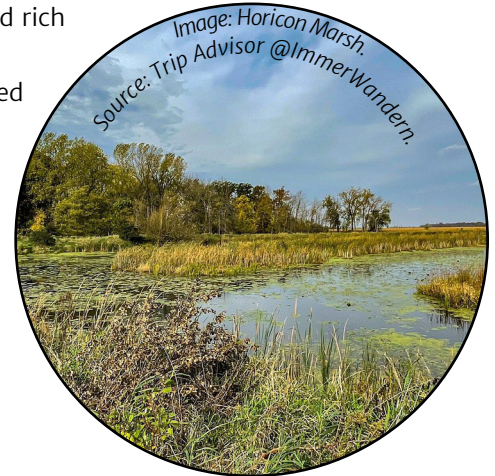
Prime Agricultural Soils

Prime agricultural soils in Mayville are limited due to urban development and glacial history, with no significant undeveloped prime farmland within city limits. Surrounding areas in Dodge County feature soils like Mayville silt loam (prime), Pella silty clay loam, Lamartine silt loam, and Brookstone silt loam. Statewide, prime farmland supports crops like corn and soybeans, but Dodge County has seen a 5–7% decline in active farmland since 2017 (USDA Census of Agriculture 2022).

Current trends show agriculture as a key economic driver, with Dodge County farms averaging 200 acres and focusing on dairy, grain, and livestock. Mayville’s proximity to markets aids local producers, but conversion to residential use continues.

Forests

Forested areas in Mayville are minimal within city boundaries, with most land converted to urban use. Remaining woodlots provide wildlife habitat and recreation, but no substantial forests exist locally.



Nearby, the Horicon Marsh (32,000 acres total, with 21,000 federal and 11,000 state-managed) includes floodplain forests dominated by silver maple, green ash, and cottonwood, supporting biodiversity.

Forest cover in Dodge County is about 15% (Wisconsin DNR data), with urban forestry initiatives in Mayville adding street trees for shade and stormwater management. The 2025 tornado damaged wooded areas in parks like Ziegler Park, leading to reforestation grants from the Wisconsin DNR.

Metallic and Nonmetallic Mineral Resources

No metallic or nonmetallic mines operate within Mayville. Dodge County has active quarries for sand, gravel, and limestone, but extraction is limited locally to avoid impacts on groundwater and landscapes.

Recent data shows no new mines, but demand for aggregates from construction persists. Environmental regulations under Wisconsin DNR ensure minimal disruption, with reclamation required for any future sites.

WETLANDS

Wetlands in Mayville are areas where water covers soil seasonally or year-round, supporting hydric soils, hydrophytes, and specialized wildlife. There are scattered wetlands via Wisconsin DNR inventory maps, emphasizing their role in flood control, water purification, and habitat for species like cranes and waterfowl. Horicon Marsh, 3 miles south, is a Ramsar Wetland of International Importance, hosting 300 bird species and filtering pollutants.

Wisconsin DNR's Surface Water Data Viewer shows purple-outlined wetland indicators around Mayville, with official, yellow-mapped areas along the Rock River. Degradation from agricultural runoff (nutrients, sediments) affects quality; a 2020 chemical treatment reduced invasive carp, but climate change increases vulnerability. The marsh's restoration since the 1920s (after draining for farming) highlights conservation success, though the 2025 tornado caused sedimentation issues.

DEFINITIONS:

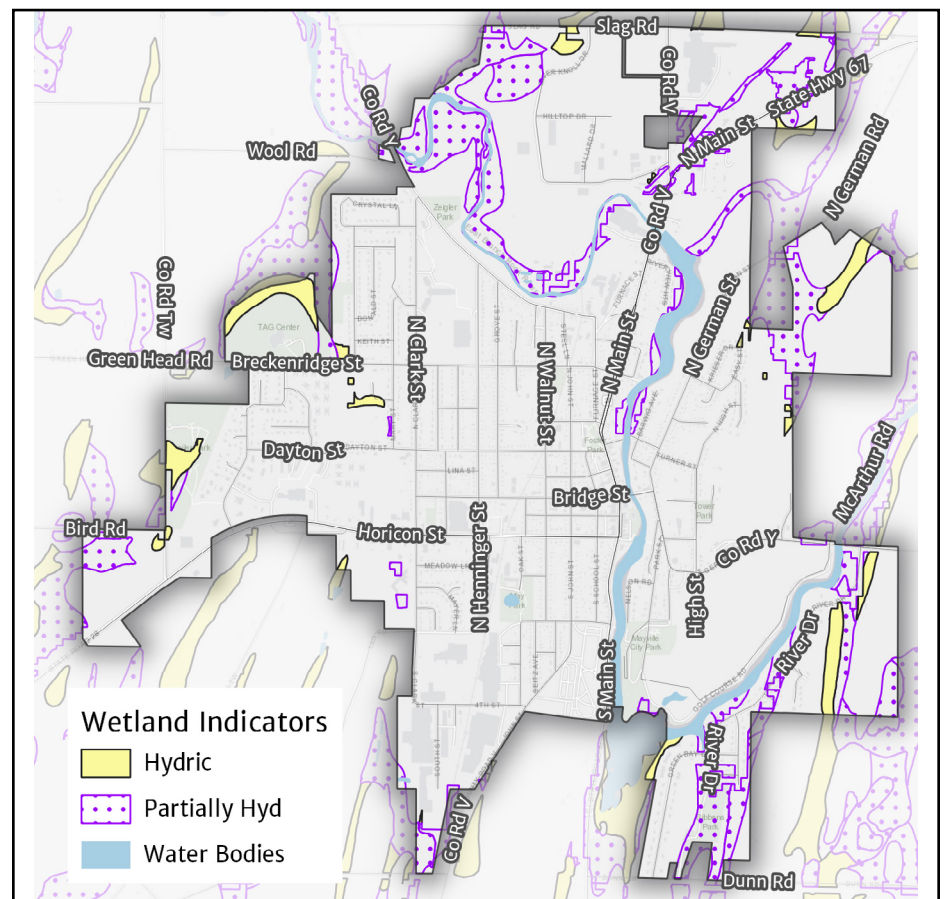
Hydric Soil Definitions (1994)¹: A soil that formed under conditions of saturation, flooding, or ponding long enough during the growing season to develop anaerobic conditions in the upper part.

Partially Hydric: means that at least one major component listed for a given map unit is rated as hydric, and at least one other major component is not rated hydric.²

¹ Source: https://www.nrcs.usda.gov/sites/default/files/2022-09/Field_Indicators_of_Hydric_Soils.pdf

² Source <https://www.nrcs.usda.gov/publications/Hydric%20Soils%20Rating%20by%20Map%20Unit%205%20class.html>

Map 2. Wetland Indicators Map



Floodplains

Floodplains are low-lying areas adjacent to rivers prone to inundation during high water, defined by FEMA as 100-year flood zones. Mayville's floodplains along the Rock River and Springbrook Creek are mapped, with a 1% annual flood chance. Development is restricted to minimize risks.

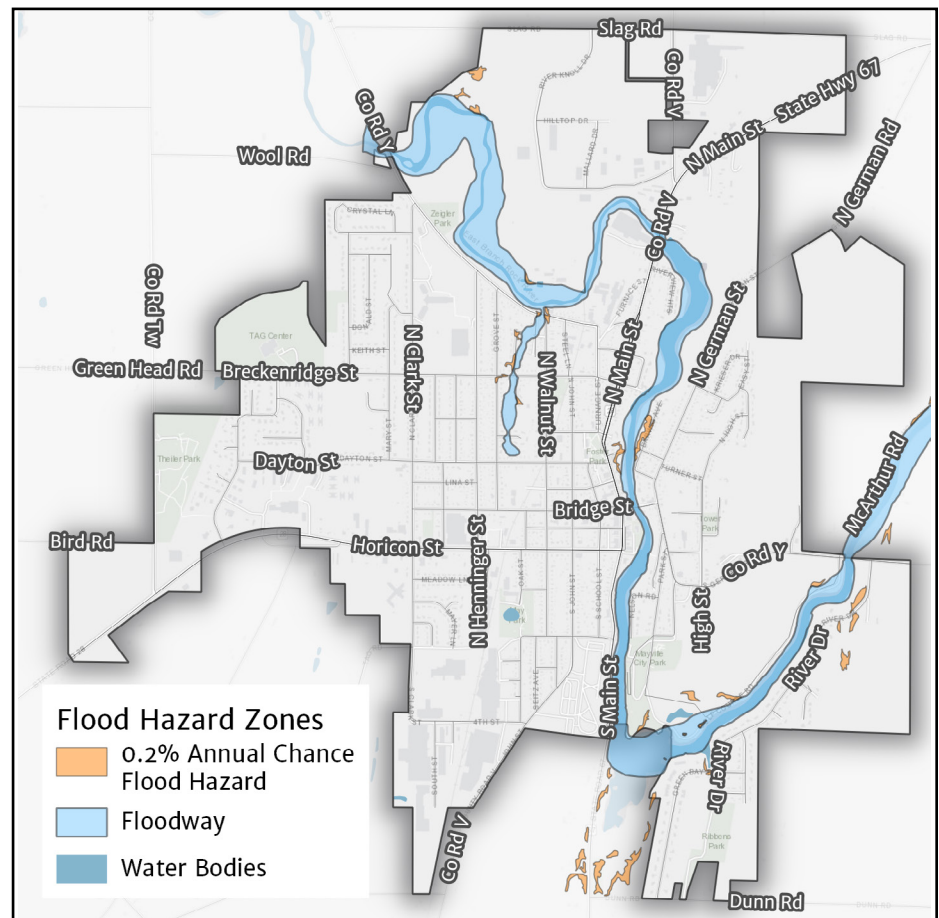
FEMA's National Flood Hazard Layer shows zones AE and A in Mayville, with recent updates incorporating 2025 storm data. The Rock River floodplain covers key areas, and the 2025 tornado exacerbated flooding via debris. Wisconsin's 87.30 statute requires zoning to protect these areas.

Watersheds and Drainage

Mayville lies in the Upper Rock River Basin (1,890 square miles), part of the Mississippi River watershed. Wisconsin DNR reports identify challenges like nutrient loading from agriculture, habitat loss, and groundwater contamination. Drainage patterns follow glacial features, with streams like the East Branch Rock River flowing through the city.

Current basin assessments show improved water quality in some areas due to best management practices, but urban runoff persists. The Gold Star Memorial Trail enhances watershed access for education and recreation.

Map 3. Floodway Map



Surface Water Features

Surface water covers about 58 acres in Mayville, primarily the Rock River (4.3 miles within limits), with no major lakes. The river drains Dodge County southward, supporting recreation and ecology. Tributaries include Allenton Creek and branches converging near Mayville.

Wisconsin DNR classifies the East Branch Rock River as Class 3 (low sensitivity to development). Horicon Marsh influences water quality, filtering upstream pollutants but facing carp and algae issues. Recent monitoring shows moderate impairment from phosphorus.

Groundwater Resources

Groundwater is stored in aquifers beneath Mayville, recharged by precipitation percolating through soils. The city relies on wells for supply, with vulnerability to contamination from agriculture and industry.

Dodge County's sandstone aquifer provides ample water, but nitrate levels exceed standards in 20% of wells (UW-Extension data). Protection efforts include wellhead zoning and post-2025 tornado assessments for debris impacts.

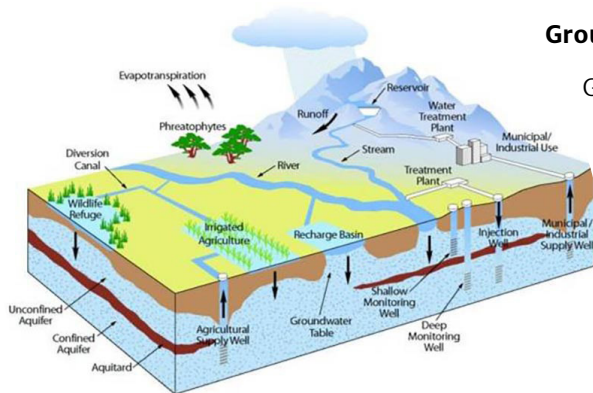


Image: Groundwater cross-section diagram of water cycle.
Source: Department of Ecology, State of Washington.

CULTURAL RESOURCES

Mayville’s cultural resources reflect its German immigrant heritage, industrial past, and community events. Historic sites include the Carriage House Museum (open May–October, showcasing 19th–century artifacts), downtown limestone buildings (e.g., Mayville Limestone School Museum), and over 250 acres of parks like May Park with ties to Native American history (Effigy Mounds nearby in Horicon Marsh).

The Mayville Historical Society preserves collections, and events like Audubon Days (birdwatching festival) celebrate heritage. The 2025 Community Guide highlights tourism, with the Rock River as a cultural corridor. The Wisconsin State Historical Registry lists several properties, emphasizing preservation amid growth.

Overall, Mayville’s resources are interconnected, with Horicon Marsh driving tourism (300,000 visitors annually) and agriculture contributing \$500 million to Dodge County’s economy.



Image Above: Mayville Limestone School Museum.
Source: Mayville Limestone School Muesum Facebook Page.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

These goals, objectives, and recommendations for 2025–2045, prioritize preservation, sustainability, and resilience post–2025 tornado. They align with Wisconsin DNR’s Statewide Comprehensive Outdoor Recreation Plan, Dodge County initiatives, and public input, emphasizing equity and climate adaptation.


Goal 1: Protect and restore natural features like wetlands, forests, and water resources.

Objectives:

- 1. Restore 20% of degraded wetlands by 2040, focusing on Horicon Marsh buffers.
- 2. Increase forest cover in parks by 10% through reforestation.

Recommendations:

- Use Wisconsin DNR grants for post–tornado wetland restoration; implement buffer zones along Rock River.
- Monitor stormwater filtration for natural means of filtration into retention ponds; inspect ponds periodically



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NATURAL RESOURCES

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REGULAR GRANTS

[Regular grants](#) are competitive cost-share grants of up to \$25,000. Grants are to support new, innovative projects that will develop sustainable urban and community forestry programs, not to subsidize routine forestry activities.

Applications are not being accepted at this time.

STARTUP GRANTS

[Startup grants](#) are competitive cost-share grants of up to \$5,000. These simplified grants are available to communities that want to start or restart an urban forestry program.

Applications are not being accepted at this time.

CATASTROPHIC STORM GRANTS

[Catastrophic storm grants](#) fund tree repair, removal or replacement within urban areas following a catastrophic storm event for which the governor has declared a state of emergency under s. 323.10, Wis. Stats.

[Regular Grants](#)

[Startup Grants](#)

[Catastrophic Grants](#)

[Urban Forestry Consultants](#)

For more information, contact:

Nicole Spafford
Budget and Grant Specialist
tel: 1-715-896-7099

Image: The Wisconsin Department of Natural Resources Urban Forestry Grant webpage is periodically updated with program information. Visit dnr.wisconsin.gov/topic/urbanforests/grants for funding opportunities.

Goal 2: Mitigate risks from floodplains and climate events.

Objectives:

1. Update floodplain maps to include 2025 tornado data by 2026.
2. Reduce flood damage costs by 30% through green infrastructure.

Recommendations:

- Enforce FEMA zoning; seek federal funds for elevation projects.
- Develop a watershed management plan with upstream communities to address runoff.



Goal 3: Promote and preserve cultural heritage and resources.

Objectives:

1. Increase historic site visitation by 15% via marketing.
2. Document 100% of key cultural assets in a digital inventory by 2030.

Recommendations:

- Support Mayville Historical Society with grants for Carriage House expansions, preservation of White Limestone Schoolhouse; integrate heritage into events like Audubon Days.
- Nominate additional sites to the National Register; host annual cultural festivals celebrating German roots.



Economic Development Element

In Chapter 1, Issues and Opportunities, the types of industries and occupations of Mayville residents was discussed. This chapter reviews the types of businesses and employees by industry in Mayville. Note, that employees may or may not live in Mayville.

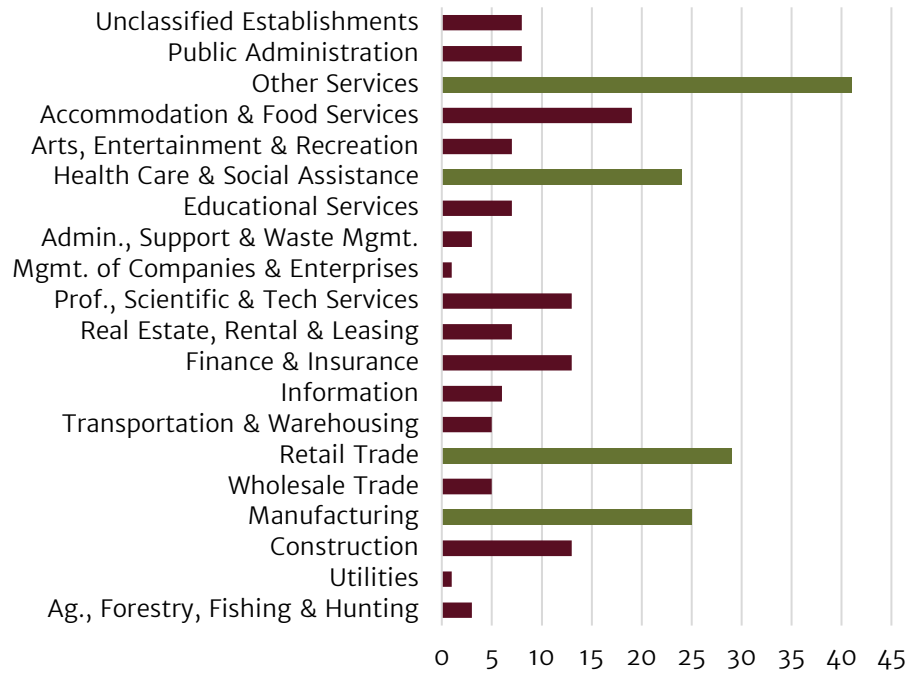
ECONOMIC BASE

According to Data Axle, Inc, a business partner of Esri, there are 238 businesses in Mayville. The largest share of businesses is in the Other Services (except Public Administration) industry. These businesses include automotive repair and maintenance, household repair and maintenance, religious organizations, personal care, funeral services, laundry and dry cleaning, doggy daycare, car washes, etc. Other industries with more than 20 businesses include Retail Trade, Manufacturing, and Health Care & Social Assistance. (These industries are highlighted in dark green.)

LABOR FORCE AND EMPLOYMENT PATTERNS

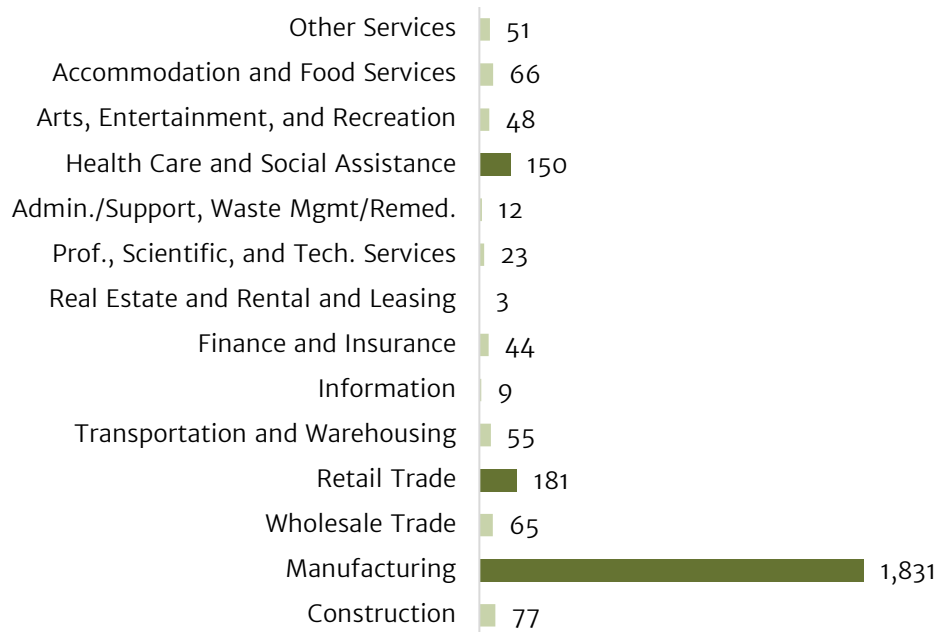
While there are more businesses in the Other Services (except Public Administration) industry (41), these businesses are very small firms. Likely sole proprietorships or Limited Liability Corporations with one or two people. There are an estimated 25 Manufacturing businesses, on the other hand, that employ more than 1,800 people.

Figure 20. Mayville Businesses by Industry



Data Source: Data Axle, Inc. Esri Total Population forecasts for 2025.

Figure 21. Mayville Jobs by Industry (2022)



Data Source: U.S. Census On the Map Inflow-Outflow of workers employed in Mayville in private, primary jobs (2022).

EMPLOYMENT AND INCOME OUTLOOK

The following Dodge County employment and income trends (Figures 22 and 23) by industry provide the context, scale, and reliability needed to make realistic projections for Mayville.

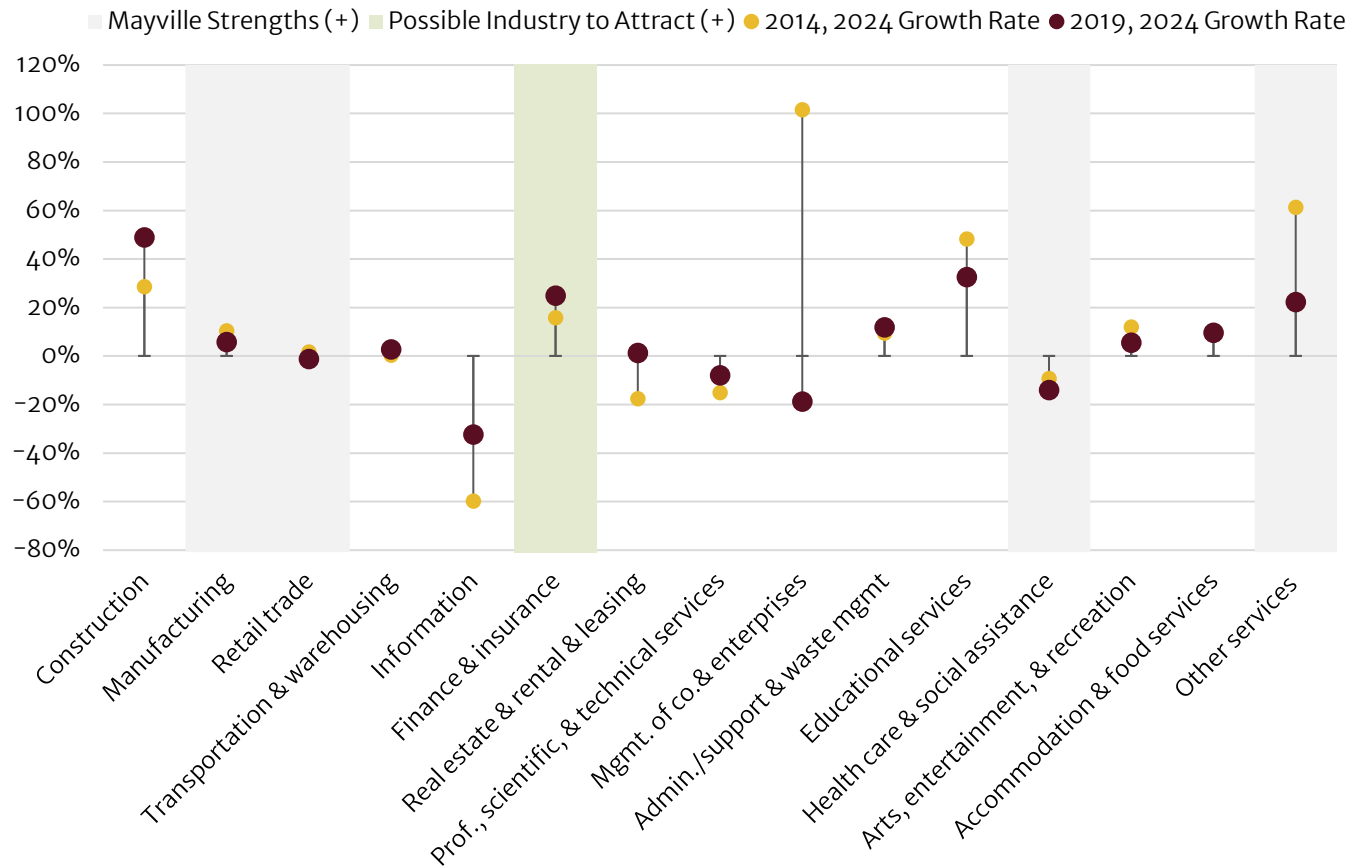
The following industries have *grown* by 5% or more in Dodge County (in terms of number of employees) since 2014:

- Construction
- Finance and Insurance
- Administrative and Support and Waste Management
- Educational Services
- Arts, entertainment, and recreation
- Accommodation and food services
- Other services (except public administration)

Industries that have reduced the number of employees by 5% or more since 2014 in Dodge County are the following:

- Information
- Professional, scientific, and technical services
- Health care and social assistance

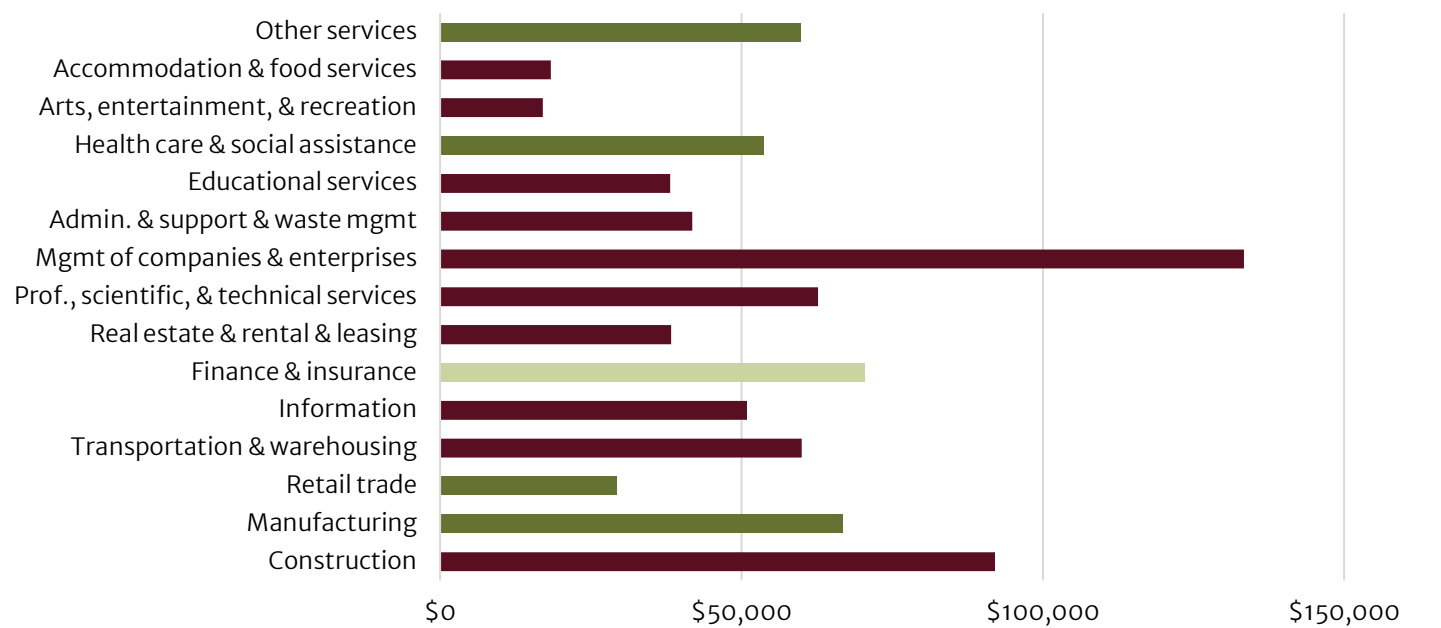
Figure 22. Dodge County Employee Growth Rate by Industry



Data Source: U.S. Bureau of Labor Statistics, All Employees in Private Industries in All establishment sizes in Dodge County, Wisconsin.

Three of the four industries that have the most businesses in Mayville have an average annual pay in Dodge County of greater than \$50,000. The exception is Retail Trade. Healthcare and Social Assistance has declined in terms of the number of employees in that industry in Dodge County. An industry that has growth potential in Mayville, given the demographic data in Chapter 1, industry growth in Dodge County and the provision of higher wage jobs, is Finance and Insurance. Construction also has growth potential and higher average annual pay, however, that industry is more vulnerable to economic shifts.

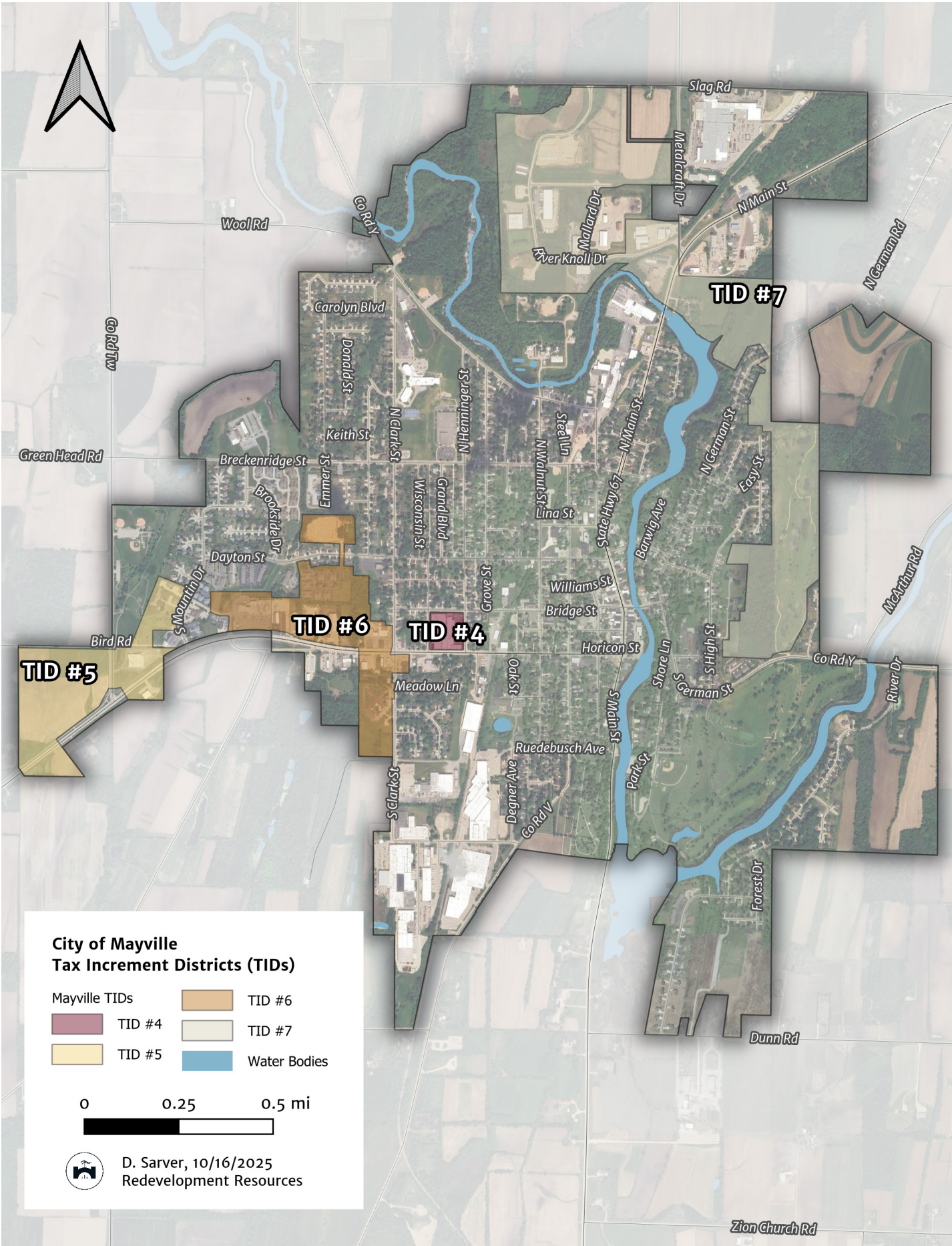
Figure 23. Dodge County Average Annual Pay by Industry (2024)



Data Source: U.S. Bureau of Labor Statistics, All Employees in Private Industries in All establishment sizes in Dodge County, Wisconsin.

ECONOMIC DEVELOPMENT SWOT

Strengths	Weaknesses
Access to Fond du Lac, Milwaukee and Madison markets	Aging workforce
Diverse business mix	Majority of employment in one dominant industry
Growing real GDP in "Educational services, health care, and social assistance" industry and "Professional and business services" industry in Dodge County	Declining real GDP for manufacturing industry in Dodge County
TID #4 closing in 2029	Geographically isolated from major highway system
TID #5 could close in 2029.	Limited space for workforce housing development
TIDs #6 and #7 have longer time horizons.	
Available sites in industrial park	
Opportunities	Threats
Near-shoring or reshoring of manufacturing	Regulatory uncertainty
Automation	Limited space for commercial/industrial growth
Succession planning	Local companies with out of town corporate ownership
Entrepreneurship development	
Downtown / riverfront revitalization	



ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goal 1: Diversify and Strengthen Mayville's Economic Base

Objectives:

1. Reduce reliance on a single dominant industry by supporting a wider range of businesses.
2. Retain and grow the manufacturing sector while adapting to industry changes.

Recommendations:

- Recruit and support growth in industries showing county-level expansion, such as finance and insurance.
- Promote entrepreneurship by expanding access to business development resources.
- Market Mayville's industrial park and available sites to attract small-to mid-sized firms. Materials should include utility information and infrastructure capacity. Work with Dodge County and WEDC to post to their website, the marketing materials for available properties.
- Explore opportunities for existing firms to work with the Manufacturing Extension Partnership to discover efficiencies and automation options.
- Partner with the South Central Wisconsin Workforce Development Board to strengthen manufacturing skills pipelines.

Goal 2: Foster Resilient, Locally Grounded Small Businesses

Objectives:

1. Strengthen the vitality of Mayville's downtown and commercial corridors.
2. Support locally owned businesses to build long-term economic stability.

Recommendations:

- Create incentive programs for building rehabilitation and adaptive reuse of older commercial structures.
- Expand buy local and shop-local campaigns to reinforce community support for small businesses.
- Provide technical assistance and grants/loans for entrepreneurs, especially in personal services, food, and creative sectors.
- Create a business retention and expansion program. This could be housed within the city, the chamber or a partnership between the two.
- Work with chambers and local partners to connect business owners with succession planning resources.

Goal 3: Align Economic Growth with Workforce and Community Needs

Objectives:

1. Build a workforce pipeline that addresses demographic and skills challenges.
2. Leverage Mayville's location and quality of life as an asset for growth.

Recommendations:

- Partner with high schools, colleges, and regional training centers to connect students with internships, apprenticeships, and job opportunities in Mayville.
- Promote Mayville's access to regional markets (Fond du Lac, Milwaukee, Madison) while marketing its small-town character and affordability.
- Highlight local amenities, recreation, and riverfront revitalization efforts to attract new residents and businesses.

Goal 4: Create a vibrant, economically healthy downtown that integrates the riverfront as a focal point for community life.

Objectives:

1. Attract new retail, dining, and entertainment uses downtown.
2. Improve the aesthetics and walkability of Main Street and riverfront areas.
3. Preserve and adaptively reuse historic buildings.

Recommendations:

- Implement a façade improvement program with matching grants.
- Expand use of the riverfront for recreation, markets, and special events.
- Create a downtown redevelopment plan to leverage public and private investment in improvements
- Update the downtown streetscape plan to include lighting, landscaping, and pedestrian amenities.
- Work with building owners to activate vacant storefronts.



Intergovernmental Cooperation Element

INTRODUCTION

Intergovernmental cooperation refers to any arrangement by which officials of two or more jurisdictions coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can be as simple as communicating and sharing information, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue. It can even involve consolidating services, jurisdictions, or transferring territory.

Many issues cross jurisdictional boundaries, affecting more than one community. For example, air, water, and wildlife pass over the landscape regardless of boundaries so that one jurisdiction's activities with regard to air, water, and wildlife impacts other jurisdictions downstream or downwind.

Today, increased communication technologies and personal mobility mean that people, money, and resources also move across jurisdictions, as quickly and freely as air and water. People traveling along roadways use a network of transportation routes, moving between jurisdictions without even realizing it.

Frequently, the action of one governmental unit impacts others. Increasingly, it is apparent that many vital issues are regional in nature. Watersheds, economic conditions, commuter patterns, housing, media markets, and effects from growth and change are all issues that spill over municipal boundaries and impact the region as a whole.

Dodge County has 42 units of general-purpose government, including 22 towns, 9 cities, and 11 villages. In addition, there are special-purpose districts defined as follows:

8	14	36	3
school districts	sanitary districts (approx.)	drainage districts	lake protection districts

Dodge County and Mayville residents have numerous opportunities to participate in local decision-making. However, the number of governmental units with overlapping decision-making authority also presents challenges. More governmental units can make communication, coordination, and effective action more difficult, creating a greater potential for conflict. Instead of communicating ideas within one jurisdiction, and involving multiple boards, commissions, committees, executives, administrators, and citizens, goals between communities may differ and present challenges. More units may also mean unwanted and wasteful duplication in the delivery of community services. Cooperation can help avoid this.

MULTI-JURISDICTIONAL PLAN BUILDING PROCESS

In order to facilitate meaningful opportunities for intergovernmental cooperation, the Dodge County Comprehensive Plan and local plans were partially built utilizing a regional meeting approach. This approach grouped the participating communities into one of five regions (see Map 1-2, Regional Plan Groupings). The regions were arranged based on their location in the county, common features such as agriculture, highways and river corridors, and shared service areas for utilities and emergency services.

The regional meeting approach provided an excellent forum for communities to discuss and resolve issues. Each meeting involved three phases. During the first phase, general trends and other information were presented at the beginning of each meeting. The second phase involved "breakout" sessions, whereby each community met with an assigned planner to work through issues and concerns specific to each community. The third phase involved the communities getting back together to present findings and solutions.

Wisconsin Intergovernmental Agreement Statutes

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, and certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, sewer utility districts, Indian tribes or bands, and others.

Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process. For the City of Mayville, there is not an opportunity to annex land since the Village of Kekoskee completely surrounds the City, preventing any future annexation of property.

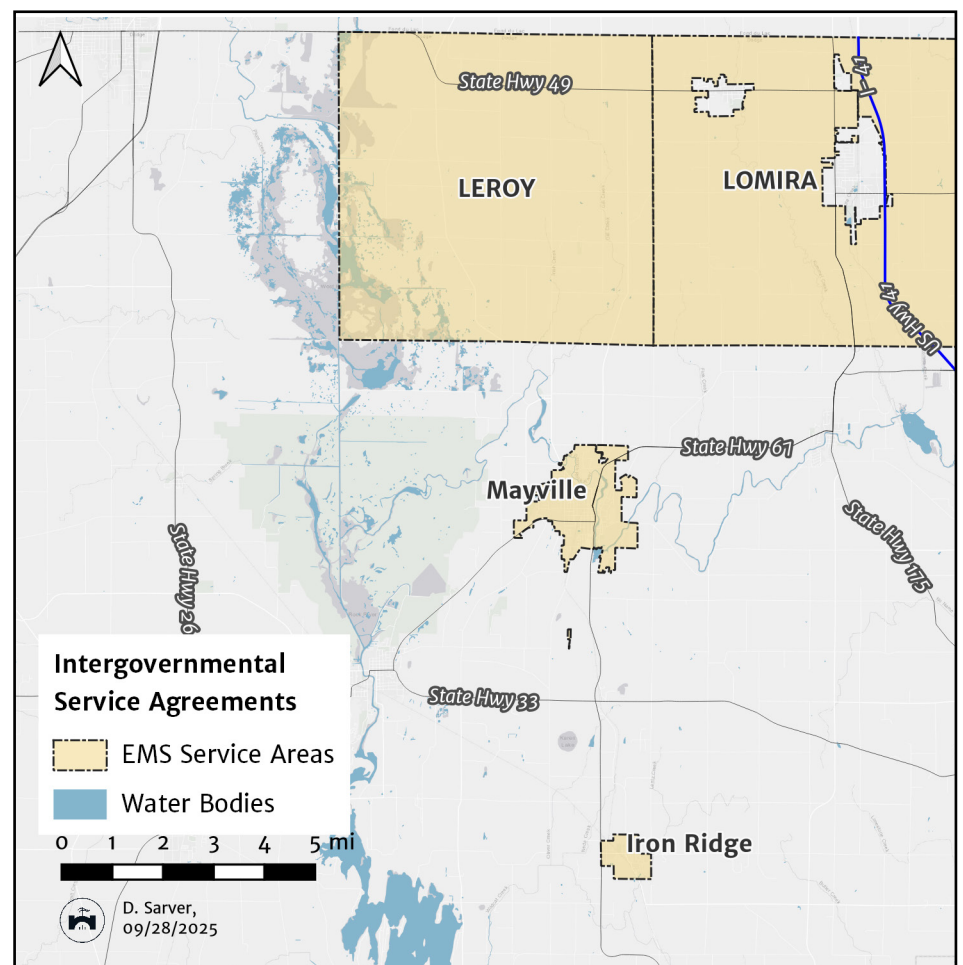
Inventory of Existing Intergovernmental Agreements

Mutual aid agreements exist between communities throughout the county to address police, fire, and ambulance services. Mutual aid agreements allow communities to share equipment and resources. As an example, the City of Mayville provides Emergency Medical Response services to the Town of Leroy, Town of Lomira and Village of Iron Ridge.

Various informal and formal agreements exist between communities throughout the county to address sharing services and facilities such as parks, road maintenance, snowplowing, and library funding.

Recent examples include highway projects like the WIS 28 bridge over the East Branch of the Rock River in Mayville, involving state and local coordination for infrastructure improvements. Proposed intergovernmental agreements, such as those for shared road maintenance or emergency services, remain under discussion, with language emphasizing mutual benefits and conflict resolution.

Map 5. Intergovernmental Service Agreements



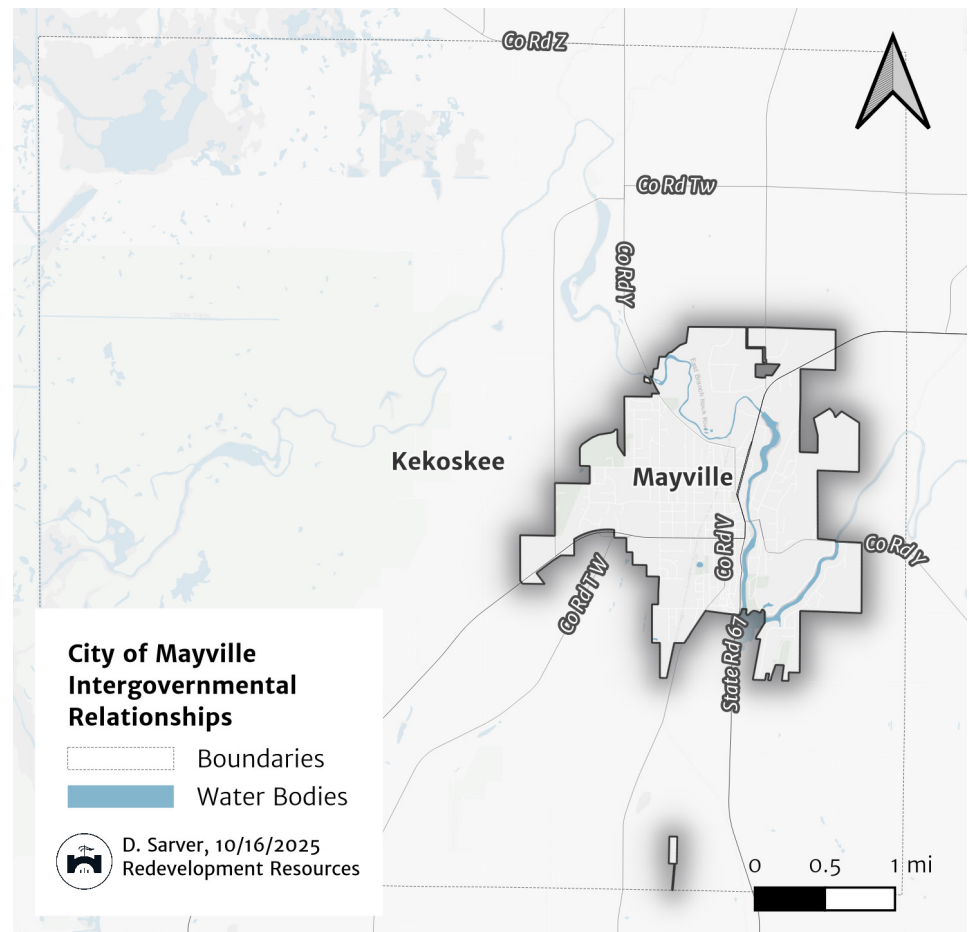
Analysis of the City of Mayville's Relationship with School Districts, Local Governmental Units, Other Jurisdictions, Neighboring Counties, Region, and State

Adjacent Governmental Units

Relationships with adjacent municipalities remain complex, particularly with the Village of Kekoskee, where boundary disputes and annexations persist. Towns are not incorporated and cannot annex land, but Villages and Cities are incorporated and can annex land. The provision of public services such as snow plowing or road maintenance is conducted individually by the city and the village; however, some cooperation does exist at the borders. Cooperation also exists in providing some emergency services.

Overall, the majority of discussions and issues between the city and the village have been in regard to accommodating land use demand and growth. This will continue to be a major issue for both communities as they mutually try to accommodate growth, meet demands for services for their residents, and generally improve the quality of life in the community.

Map 6. Intergovernmental Relationships



School Districts

The City of Mayville is located in the Mayville School District, which serves approximately 1,000 students across three schools and is rated as “exceeding expectations” by the Wisconsin Department of Public Instruction. The city’s relationship with the school district can be characterized as limited, aside from the placement of school facilities in the city. The school district operates independently and interaction with the city tends to be minimal.

No formal agreement between the School District and the city exists for the shared use of school facilities. However, school facilities have, on occasion, been used by the city to hold meetings. The schools’ outdoor recreational facilities also provide opportunities for residents of the city. The school district owns its football field, but does not own the baseball or softball fields; it uses the City’s fields for baseball and softball.

The School District is interested in partnering with the City to help the community grow. The School District needs more single-family homes to be constructed in Mayville to attract more families to the district.

County

The City of Mayville is located in the south-central region of the State of Wisconsin. However, Dodge County is not served by a Regional Plan Commission. Therefore, the city’s relationship with the region is quite limited as there is no regional entity for the city to be involved with.

The county Highway Department maintains the county highway system, a public service all county citizens utilize. The county Highway Department also installs driveway culverts and road name signs for those communities that choose to pay for such an additional service.

In addition to the Mayville Police Department, the Dodge County Sheriff's Department provides police protection to the City of Mayville, as well as most other municipalities in the county.

State

The City of Mayville's relationship with the State of Wisconsin mainly involves state aid for streets and the administering of various state mandates to cities.



GOALS, OBJECTIVES, AND RECOMMENDATIONS:

Goals

1. Foster positive intergovernmental relations to provide efficient and cost-effective public services and facilities to residents.
2. Minimize conflicts with adjacent jurisdictions through open communication and cooperative planning.
3. Promote regional cooperation to address shared challenges such as growth management, environmental protection, and infrastructure development.

Objectives

1. Maintain regular communication with Village of Kekoskee, Dodge County, the Mayville School District, and state agencies on land use, boundary, and service issues.
2. Explore opportunities for shared services and facilities to reduce duplication and costs, particularly in emergency response, road maintenance, and utilities.
3. Integrate intergovernmental considerations into the city's comprehensive plan updates, ensuring alignment with county and regional plans.

Recommendations

1. Pursue mutual aid agreements or joint ventures with adjacent jurisdictions for shared public services, such as snowplowing, library funding, and emergency medical response, to enhance efficiency amid growing demand.
2. Participate in county-wide initiatives through Dodge County's Land Resources and Parks Department, including updates to the county comprehensive plan's intergovernmental section, to coordinate on regional issues like watershed management and transportation.
3. Collaborate with the Mayville School District on facility siting and shared use of recreational spaces, potentially formalizing agreements for community access to school resources.
4. Monitor and engage in state-level programs for intergovernmental cooperation, such as revenue sharing under Wis. Stat. 66.0305 or general agreements under 66.0301, to support infrastructure projects like the recent WIS 28 bridge improvements.
5. Conduct annual joint meetings with neighboring towns and the county to review potential conflicts, share growth projections, and identify opportunities for cost savings, especially as Mayville continues to expand.

Land Use Element

INTRODUCTION

This Land Use chapter updates the 2007 Comprehensive Plan by examining current land conditions and patterns and considers long-term capacity of the city's land and infrastructure to support sustainable growth. By integrating environmental conditions, cultural assets, and development trends, this chapter provides the foundation for land use strategies that guide Mayville's future. The goal is to ensure that growth is directed in a way that supports economic vitality, protects natural and cultural resources, and sustains the community's identity for generations to come.

EXISTING LAND USE

Maps 7 and 8 on pages X and X illustrate the current zoning and existing land use for the city.

Agricultural

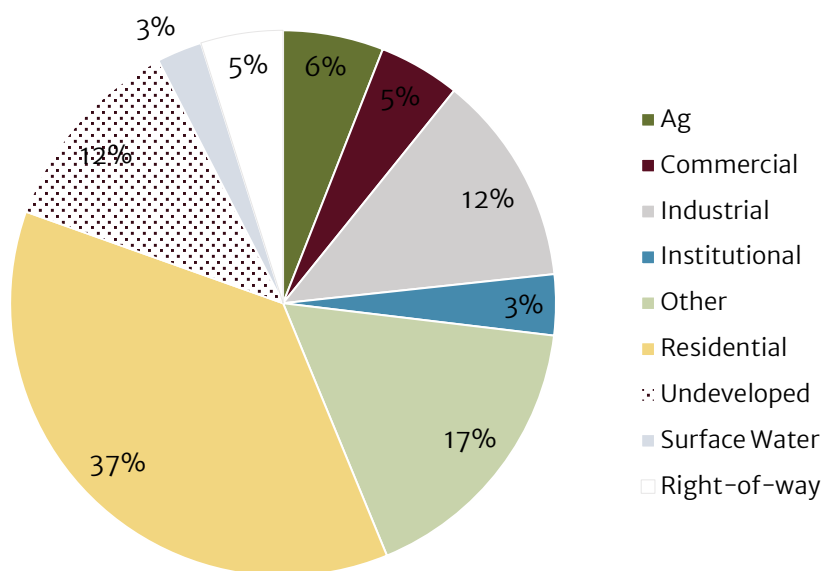
Agricultural land is zoned A-1. The intention of this district is "to provide for the continuation of general farming and related uses in those areas of the City that are not yet committed to urban development. It is further intended for this district to protect lands contained therein from urban development until their orderly transition into urban-oriented districts is required." There are 128.6 acres zoned A-1 and being used for agricultural purposes.

Commercial

"B"-Level Districts permit, or allow conditional uses, for commercial and residential purposes. The Central Business District (B-1) has a 13.3-acre footprint downtown. It has the highest density uses among the business district codes as it only has minimum setback requirements for the rear yard. Additionally, efficiency, one-bedroom, and two-bedroom residential units are permitted if they are above the ground floor. While the total area may be small compared to the community as a whole (0.6%), the density of buildings and potential uses can generate vitality within the district.

The Neighborhood Business District (B-3) has the same minimum lot size and lot width requirements as the B-1 district, as well as the same permissions for residential uses, but is less dense since it also has minimum setback requirements.

Figure 24. Acres per Existing Use (%)



These properties tend to be near intersections or just outside of the downtown. It has the second smallest land area with only 5.9 acres, or 0.3% of the total land area.

Primarily along the Horicon St./Main St. on the outer boundaries of the city is the Outlying Business District (B-2). The types of businesses permitted in this district tend to have larger footprints (e.g., theaters, grocery stores, furniture stores, etc.) Therefore, the lot size requirements are larger than B-1 or B-3 and it also has deeper setbacks. There are 110.8 acres (or 5.1%) of land zoned B-2 in the city of which 25.9 acres are undeveloped.

Industrial

M-1 & M-2 are Light and General Manufacturing. The General Manufacturing district (M-2) is less

restrictive regarding the permitted uses than the M-1 district. The total land area zoned M-1 is 4.9 acres (0.2%). There are 387.76 acres (18.0%) zoned M-2 of which 122.51 acres are undeveloped.

The River Knoll Industrial Park (also in TID #7) on the northeast side of the city is easily accessible from County Trunk Highway V and State Highway 28, and less than an hour drive from Milwaukee, Madison, and the Fox Valley.

Residential

The R-A Single-Family Residential district has a larger lot size requirement and wider lot width than the R-B Single-Family Residential district. Together, there are 317.8 acres (14.7%) in Mayville zoned for single-family residential. An older single-family home could be converted into a two-family home if it is connected to city water and sewer in the Mixed One- and Two-Family district (R-B-1). Properties in this district tend to be near the core of the community, close to the downtown and riverfront amenities. There are 168.2 acres (7.8%) zoned R-B-1. The two-family residential zone, R-C, allows two-family units if there are separate sewer and water lines for each unit. Side-by-side, zero lot line units may be conditionally approved. There are 122 acres (5.7%) of the land in Mayville zoned R-C. Multiple-family structures of 3-8 units are permitted as a use-by-right in the Residential Multifamily district. Structures with greater than 8 units may be conditionally approved. There are 293.1 acres zoned RM or 13.6% of all land.

Approximately 37% of the land is in residential use, which is the largest use in the city. There are 109.8 acres zoned for residential use that are currently undeveloped.

Public Uses

Publicly owned or tax-exempt properties such as city facilities, churches, and utilities are zoned I-1, Institutional District. This district consumes 77.7 acres of land, or 3.6% of the total area of the city.

Land in the Park and Conservancy District (P-C) are areas that provide open space and recreational opportunities (both public and private), protect natural resources and limit development in areas subject to flooding. Uses in this district include the TAG Center, the Mayville Golf Course, Ziegler Park and Fireman’s Park. There are 364.9 acres (16.9%) of land zoned P-C in the city. There is less than an acre of undeveloped land zoned P-C land near Ziegler Park.

Table 4. Land Area by Zoning District

Zoning Code	Land Area		Undeveloped
	Acres	Percent	
A-1	128.6	6.0%	0.0
B-1	13.3	0.6%	0.0
B-2	110.8	5.1%	25.9
B-3	5.9	0.3%	0.0
I-1	77.7	3.6%	0.0
M-1	4.9	0.2%	0.0
M-2	387.8	18.0%	122.5
P-C	364.9	16.9%	0.9
R-A	24.8	1.1%	18.3
R-B	293.1	13.6%	2.2
R-B-1	168.2	7.8%	0.0
R-C	122.0	5.7%	62.8
RM	293.1	13.6%	26.4
			259.1

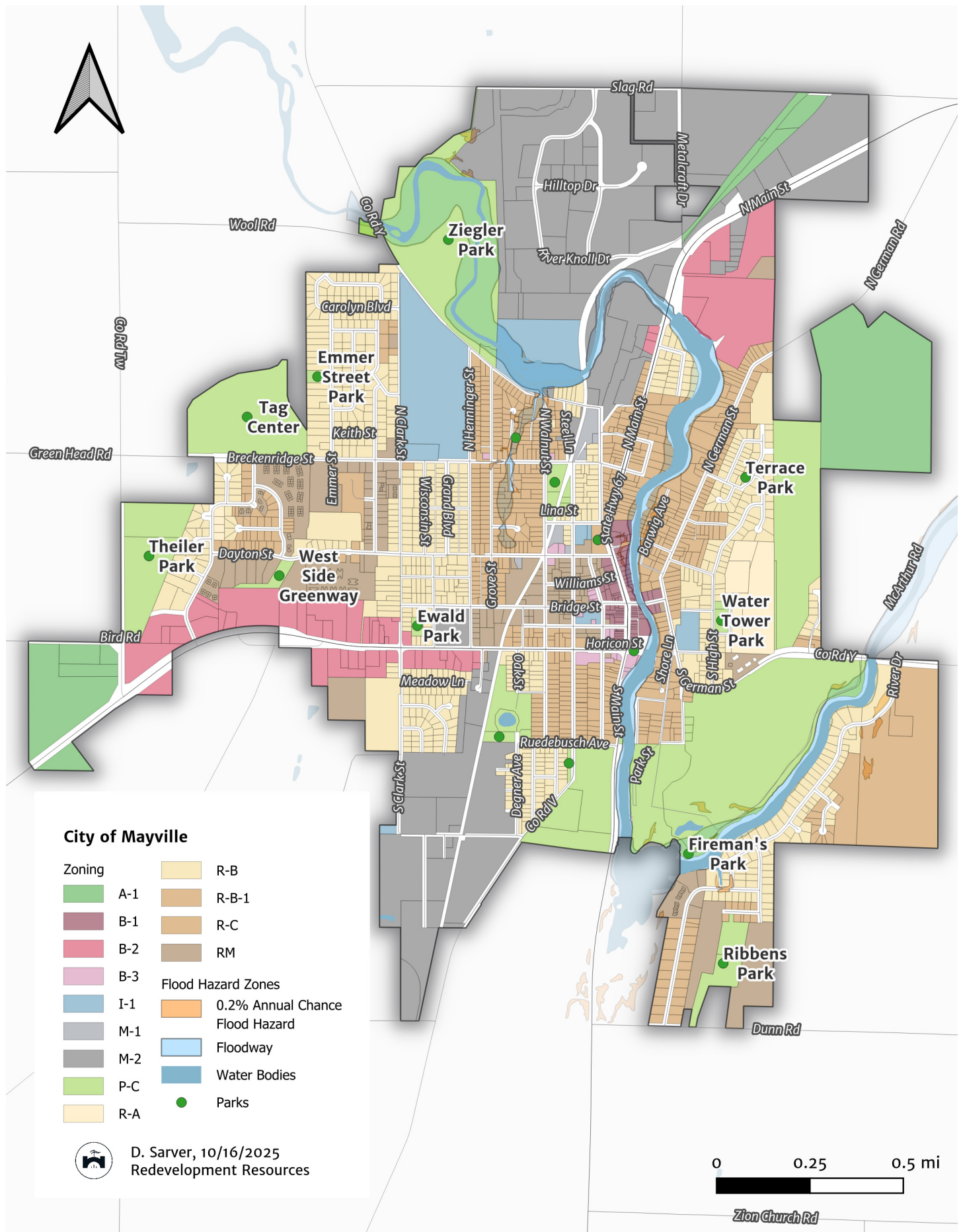
PUBLIC RIGHT-OF-WAY:

A portion of property reserved for public use and accepted for such use by the City to provide circulation and travel to abutting properties, including but not limited to streets, alleys, sidewalks, provisions for public utilities, cut and fill slopes and public open spaces.

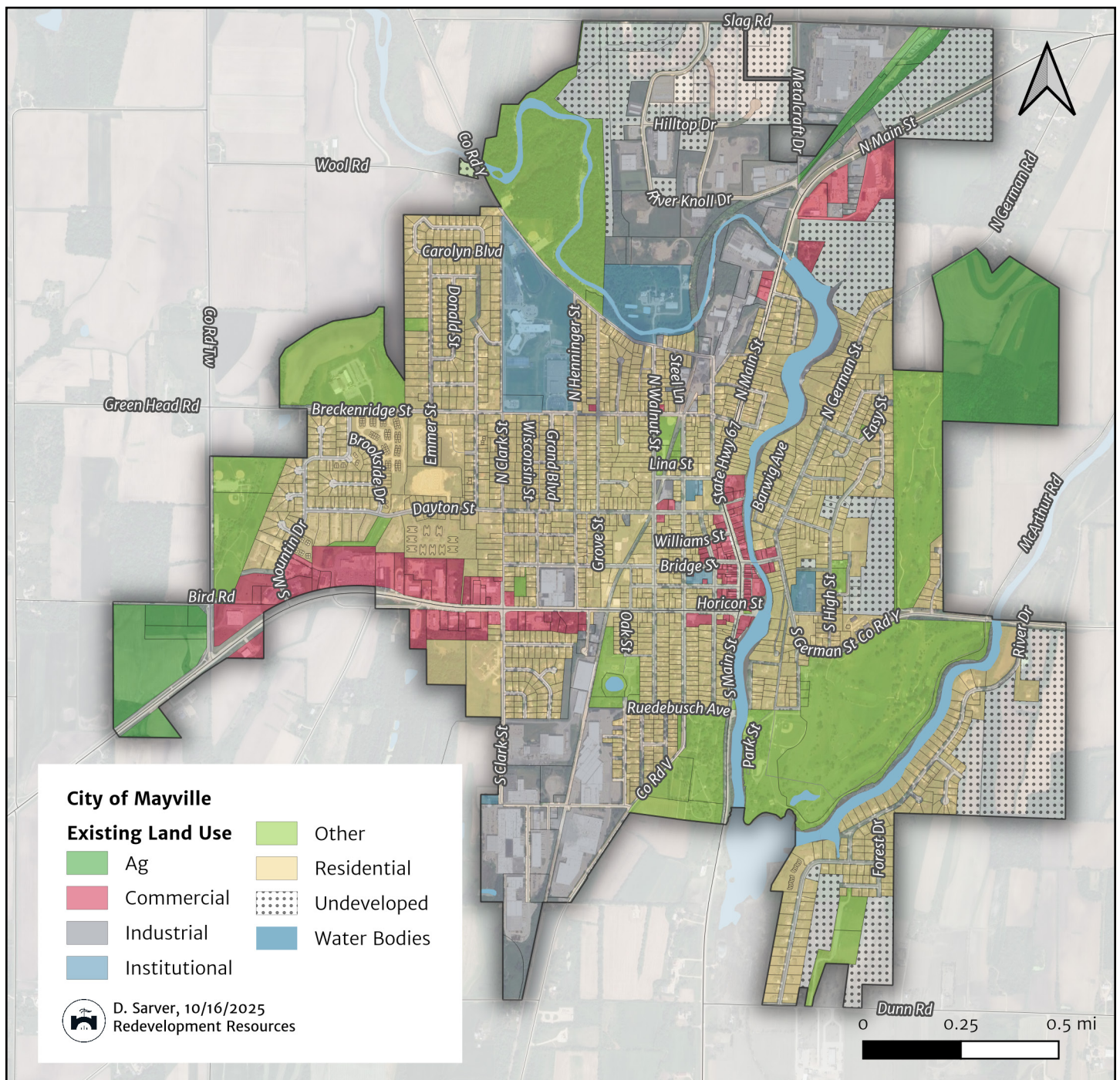
The total land area within the city boundaries is 2,158.9 acres and 58 acres is surface water. Therefore, there is approximately 105.1 acres of ROW.

NOTE: The total land area within the city boundaries is 2,158.9 acres and 58 acres is surface water. Therefore, there is approximately 105.1 acres of ROW.

Map 7. Zoning Map



Map 8. Existing Land Use Map



Land Supply

The supply of land for the City of Mayville is fixed and no longer has the opportunity to annex land since the Village of Kekoskee incorporated and completely surrounds the City. Within the city limits, however, there is 259.1 acres of undeveloped land that is zoned for residential, commercial, and industrial uses.

Land Demand

General land demand in the City of Mayville is for housing, commercial, and light industrial. While there may be a chance of attracting a large industrial user from outside of the community, it is far more likely that existing businesses will grow and desire to stay in their existing network and support systems.

Existing and Potential Land Use Conflicts:

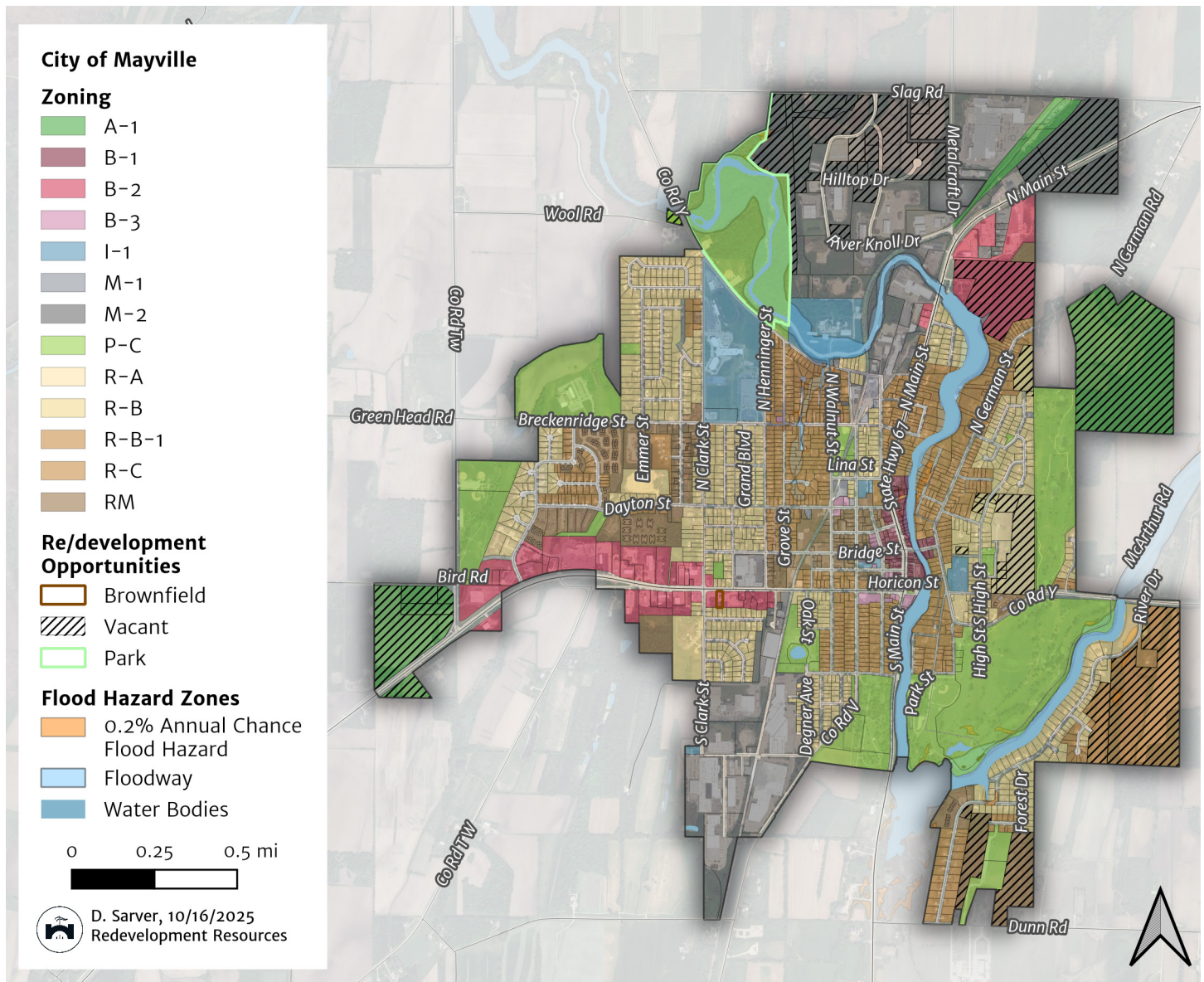
The following are existing and potential land use conflicts in the City of Mayville:

- Conflicts with the existing landfill south of the City relative to land, impacts to water quality, truck traffic through the city, and potential expansion of the site.
- Competition for the recruitment of new businesses and industries between Mayville and surrounding communities.
- Coordination of land use regulations between the City of Mayville and the Village of Kekoskee in areas where development abutting the other community may or may not be compatible.

Opportunities for Development and Redevelopment

The map below shows properties with the potential for development and or redevelopment. Most of the property shows is prime for residential development. Industrial park properties are also listed for development. Redevelopment sites include potential sites along County Rd. TW, the former Feucht Trucking site, the Thomas Farm site, and one or two parcels along the river/downtown that are either City-owned or underutilized/blighted. Code enforcement is currently limited in the City. If properties are left to deteriorate and redevelopment is necessary, or in the case where there is a vacant parcel in the middle of an existing neighborhood or business/commercial district, redevelopment will be essential.

Map 9. Development and Redevelopment Opportunities



Land Development Limitations:

Limitations on land development are few, but include the limited number of developable parcels in the City. Since the City cannot grow outside of its current boundaries, it is limited to development land that currently exists within those boundaries. While it is not predicted that enough growth will occur during the next 20 years to develop all the land currently available for development, it is a real possibility that someday in the future, the City will be out of land on which to grow. At that time, redevelopment and more dense development will be the City’s only options for increased tax base.

The other limitation on land development will be potential incentives available to support gaps in development proformas. Certainly, some development will not need incentives, but without the ability to use tax increment financing for certain areas where only residential development will occur, the City will have to get creative to support development of single-family homes, or other residential development outside of a tax increment district.

FUTURE LAND USE PLAN

Table 5 details undeveloped land by zoning code within the city. There is sufficient land available for the foreseeable future. Table 6 further evaluates the amount of housing units that could be developed on infill lots based on the existing zoning code restrictions. As many as 1,097 units could be constructed which is more than adequate to provide the estimated 634 units needed in the next 10 years.

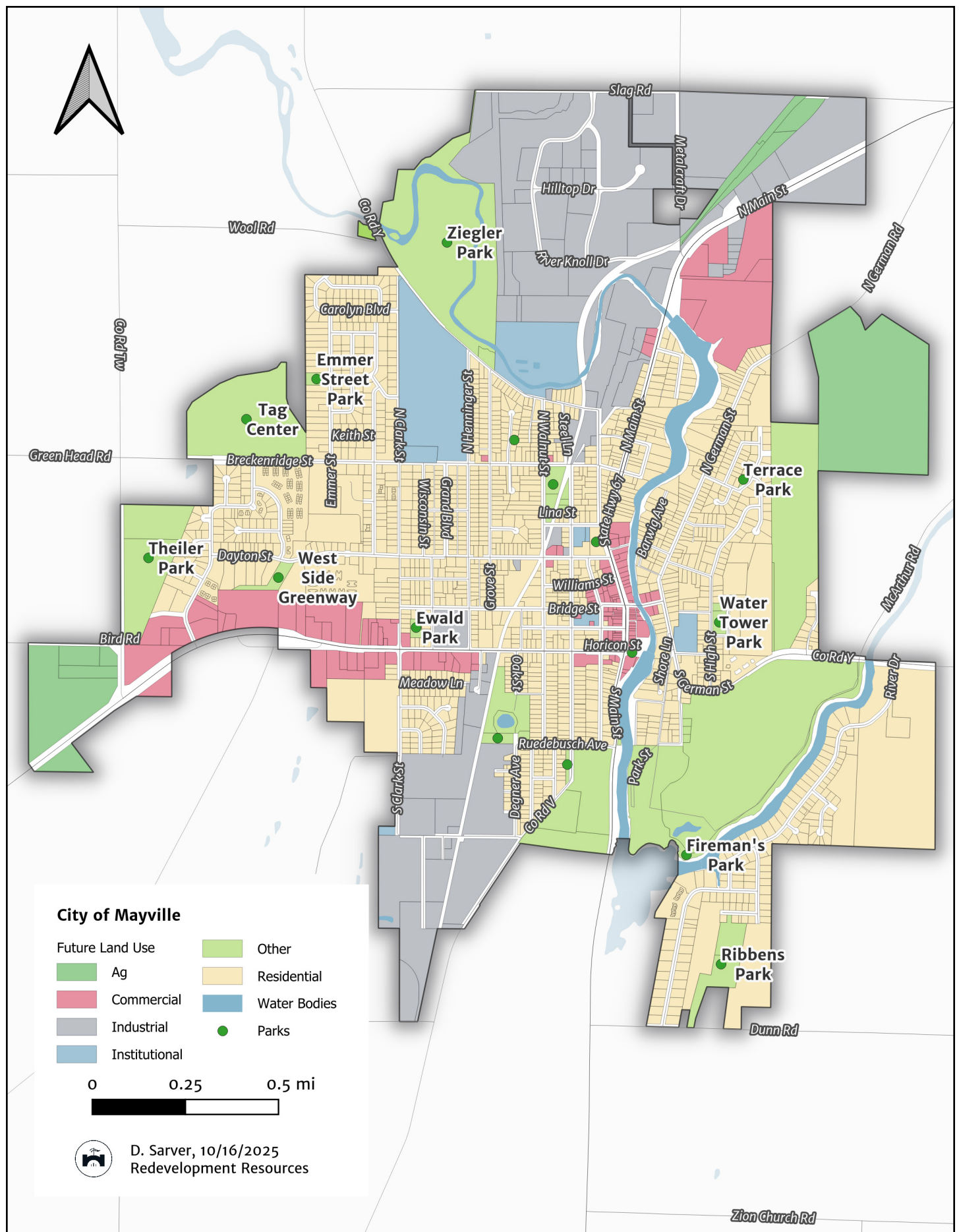
Table 5. Undeveloped Land Area by Zoning District

Zoning	Undeveloped
B-2	25.9
M-2	122.5
P-C	0.9
R-A	18.3
R-B	2.2
R-C	62.8
RM	26.4
	259.1

Table 6. Residential Infill Development Potential

Zone	Undeveloped Land Area	Units Permitted Per Acre (Ct.)	Res. Dev. Potential (Units)
R-A	18.33	3.63	66.53
R-B	2.23	4.84	10.81
R-B-1	0.00	12.45	0.00
R-C	62.83	7.26	456.15
RM	26.42	23.23	613.74
	109.8		1,147.2

Map 10. Future Land Use Map



GOALS, OBJECTIVES, AND RECOMMENDATIONS

The City of Mayville faces both opportunities and constraints in shaping its future land use. With fixed municipal boundaries and limited undeveloped land, the City must be intentional about how it allocates space for housing, business, industry, and recreation. At the same time, Mayville's historic character, riverfront setting, and strong community identity provide a foundation for vibrant redevelopment and infill growth.

These goals and objectives are designed to guide land use decisions that balance economic development with preservation of natural and cultural resources, strengthen neighborhoods, and ensure the community remains adaptable to changing market conditions. By promoting efficient use of land, encouraging reinvestment in existing areas, and coordinating with surrounding jurisdictions, Mayville can sustain growth, support local businesses, and enhance quality of life for generations to come.



Goal 1: Promote Efficient Use of Limited Land Resources

Objective: Maximize the use of undeveloped land within city boundaries.

Recommendations:

- Prioritize infill development and redevelopment over greenfield development.
- Update zoning and subdivision regulations to encourage mixed-use and higher-density residential development where appropriate.
- Identify underutilized or blighted properties for redevelopment and actively market them to developers.

Objective: Ensure long-term sustainability of land supply.

Recommendations:

- Promote compact growth patterns that reduce sprawl and protect natural and cultural resources.
- Encourage adaptive reuse of vacant commercial and industrial properties.
- Explore incentives such as density bonuses or streamlined permitting for infill development.



Goal 2: Strengthen Residential Land Use to Meet Housing Needs

Objective: Provide a diverse range of housing options to meet current and future demand.

Recommendations:

- Encourage multifamily and Missing Middle housing development, especially in areas with existing utilities.
- Support redevelopment of vacant or obsolete properties into residential uses.
- Partner with developers to create incentives for affordable housing in appropriate zoning districts.

Objective: Maintain the character and livability of existing neighborhoods.

Recommendations:

- Strengthen code enforcement to prevent blight and deterioration.
- Encourage reinvestment in aging housing stock through rehabilitation programs.
- Promote compatible infill housing that matches neighborhood character while adding density.

Goal 3: Support Commercial and Industrial Growth

Objective: Ensure land is available and infrastructure-ready for economic development.

Recommendations:

- Market available sites in River Knoll Industrial Park and along key corridors for new business development.
- Coordinate with utility providers to ensure adequate infrastructure (water, sewer, stormwater, broadband) for industrial and commercial growth.
- Plan for business expansion needs of existing employers before pursuing outside recruitment.

Objective: Strengthen Mayville’s downtown and neighborhood business districts.

Recommendations

- Encourage mixed-use development (retail + residential) in B-1 and B-3 districts.
- Support streetscape and public space improvements to enhance downtown vitality.
- Incentivize redevelopment of underutilized downtown parcels for new housing or commercial activity.



Goal 4: Balance Land Use with Environmental and Cultural Resources

Objective: Protect open space, natural areas, and community assets.

Recommendations:

- Preserve and enhance land in the Park and Conservancy District (P-C) for recreation, stormwater management, and natural resource protection.
- Direct new development away from flood-prone or environmentally sensitive areas.
- Promote green infrastructure and sustainable building practices in new development.

Objective: Coordinate land use planning with surrounding jurisdictions.

Recommendations:

- Develop a joint planning framework with the Village of Kekoskee for compatible land uses at the boundary.
- Advocate for regional approaches to landfill siting, water quality protection, and traffic management.
- Pursue intergovernmental agreements to coordinate land use, utilities, and economic development initiatives.

Goal 5: Prepare for Future Land Development Needs

Objective: Position the city for long-term growth within its fixed boundaries.

Recommendations:

- Conduct a land availability study every five years to monitor development capacity.
- Encourage vertical mixed-use development and higher-density housing to maximize land efficiency.
- Develop policies to support redevelopment when land supply becomes constrained.

Objective: Leverage financial tools to support strategic land use.

Recommendations:

- Utilize tax increment financing (TIF) where eligible to support redevelopment projects.
- Explore alternative financing tools for residential development outside TIF districts.
- Partner with state and federal programs to fill financial gaps in development projects.

Implementation Element

PURPOSE OF THIS ELEMENT

The purpose of the Implementation Chapter is to express how and when all the goals from the previous chapters will be put into action to achieve the desired outcome. This chapter will serve as a guide and benchmark for decision makers for the next 10 or more years. Tasks have been assigned to responsible parties, namely the City of Mayville, to undertake and achieve those goals.

When a certain project or investment is considered, it should be checked against the appropriate chapter and related goals, objectives and recommendations included within this document. While economic and environmental circumstances may change, making some of the goals and objectives obsolete, those responsible for the creation of this Comprehensive Plan have taken measures to ensure that most of them will remain relevant in the foreseeable future.

INTEGRATION AND CONSISTENCY

The overall goal of comprehensive planning for a community is to plan for potential investments, opportunities for growth, identify potential challenges, and pathways to achieve growth over the next several years. Planning for what can be controlled is one way to successfully manage capital improvements and anticipate investments that the city will need to make.

Housing and Economic Development are potential revenue generators for a community, as they generate new tax base. The other areas of focus are either self-funding or need intentional funding to ensure the community's health, safety and organized growth.

The goals and recommendations made within this plan all work together to form a cohesive, guiding document for staff and elected officials no matter who is in leadership during the implementation process. The first several chapters of this plan outline the "what" and "why", while the Land Use chapter identifies the "where". This chapter outlines the "how", "who", and "when". All future updates to zoning, subdivision regulations, and other ordinances will maintain consistency with the comprehensive plan.

ROLES AND RESPONSIBILITIES

The recommendations made in this comprehensive plan are not meant to be implemented solely by city staff or via decisions made by city council members. Various other parties and organizations are also responsible for working toward achieving the goals and objectives outlined herein.

For example, the city council is responsible for approving any funding for initiatives to be achieved as a result of this plan, however, there may be funding partners such as the State Agencies (WEDC, WNDR, WDOA, WHEDA, etc.), the local foundation, and other private partners. Where a city service reaches beyond the city limits, there may be other municipal partners engaged in funding (for example, Mayville EMS). At other times, there are multiple funding partners, as is the case with the county landfill (Dodge County, Village of Kekoskee). Partnerships with the school district could result in shared sports fields at municipal parks, for example.

Beyond funding, this plan includes examples of shared work, particularly in the area of Economic Development. The Marsh Area Chamber of Commerce, Dodge County, MadREP, and WEDC all play a role for economic growth and expansion in Mayville. The City will need to have solid partnerships with each of these organizations to meet the goals and objectives set out in the Economic Development Chapter.



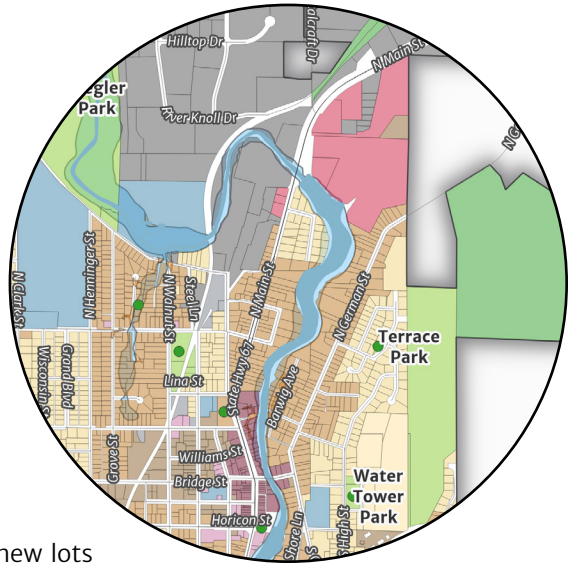
PLAN IMPLEMENTATION TOOLS

THE FOLLOWING TOOLS WILL BE INSTRUMENTAL IN THE IMPLEMENTATION OF THE GOALS AND OBJECTIVES OF THIS COMPREHENSIVE PLAN.

Regulatory Land Use Management Tools

Zoning

Mayville's zoning code needs an update. This should be completed in the coming 24 months. Using zoning as a tool to implement the goals of the Comprehensive Plan is one of the most important functions a city undertakes when it comes to ensuring orderly development and code compliance. Proper zoning code enforcement contributes to public health and safety, protection of property values, and efficient development approvals.



Subdivision and Platting Ordinance

A land division ordinance is a tool to control how, when and if rural farmland, woodlands, and open spaces will be divided and developed while protecting the needs and welfare of the community. It also regulates how new lots will be made ready for future development, such as providing for adequate access (required roads, driveways), wastewater treatment, and water supply.

The impact of land division regulations is more permanent than zoning because once land is divided into lots, and streets are laid out, development patterns are set. Local review and regulation of future divisions of land can therefore be effective tools to realize plan goals of protecting natural resources and retaining rural character.

Design Review

Design review involves the review and regulation of the design of buildings and their sites. Design review standards are often included as part of zoning and subdivision ordinances. They seek to protect communities from poorly designed development which would detract from the appearance of the community and reduce property values. This is especially important in neighborhoods and business districts with historic or architecturally impactful building stock the community is wanting to preserve.

Intergovernmental Agreements

Municipalities may contract with one another to receive or furnish service or jointly exercise power or duties required or authorized by law. Using intergovernmental agreements as regulatory tools may help the city save money or realize other efficiencies, particularly when it comes to share services such as fire, EMS and others.

Non-regulatory Land Use Management Tools










A short list of non-regulatory land use management tools is provided here, some of which the city of Mayville already utilizes, some of which could serve the city in the future.

- Acquisition Tools – the city may wish to acquire land for future conservation or future development purposes
- Conservation Easements – when land is to be protected from future development
- Fiscal tools – such as Capital Improvements Program (CIP), impact fees, and tax increment financing








IMPLEMENTATION MATRIX




Subject:	Goals:	Objectives:	Recommendations:	Responsible Party	Potential Partner(s)	Resources		Timeline
						Needed	Potentially Available	
HOUSING	Goal 1: Ensure a diverse, well-maintained, and affordable housing stock that meets the needs of all residents.	Identify underutilized upper stories of buildings in the downtown area that could be converted into additional dwelling units.	Conduct a walking tour and create an inventory of buildings downtown with residential units or possible residential units.	Building Inspector, City Admin.	Chamber, Mainstreet			Near-term
		Create a program for improving the existing housing stock.	Discuss with property owners of underutilized upper stories their long-term intentions for the building and any challenges they have with possible improvements.	City Staff	Chamber, Mainstreet			Short-term
			Market local and state funding sources for residential development on the city website such as the Wisconsin Housing and Economic Development Authority's (WHEDA's) Vacancy-to-Vitality and Restore Main Street loan programs.	City Clerk	Chamber, Main Street			Near-term
		Create an affordable housing fund with excess TID increment from an additional year of increment-capture.	Create a housing fund (loan and/or grant fund) following a 1-year extension of closing a Tax Increment District and dedicate the funds to 1) improving existing housing stock, and 2) incentivizing the construction of new affordable housing units, per Wisconsin §66.1105(6)(g).	City Staff		, Political Will		Short-term
		Review and/or revise the existing zoning code to allow for additional density within the context of existing neighborhoods.	Amend the R-C district to allow 1 over 1 units and/or Accessory Dwelling units.	City Staff		, Political Will		Short-term
	Goal 2: Existing and new housing stock will reflect Mayville's small-town character and enhance its overall quality of life.	Clearly articulate the design expectations with residential developers during the pre-development meeting.	Create a handbook of recommended materials, styles and design styles that will assist developers through the development processes effectively and efficiently.	City Council, Plan Commission	Consultant	, architectural & planning services		Short-term
TRANSPORTATION	Goal 1: Provide a safe and well-maintained transportation network.	Reduce accident exposure by improving deficient roadways and intersections, targeting a 20% decrease in crashes by 2030.	Continue using PASER for prioritizing resurfacing; allocate funds for future projects on low-rated local roads like those affected by May 2025 tornadoes.	Public Works				Ongoing
		Maintain all streets at PASER ratings of 5 or higher through annual evaluations.	Install wayfinding signage and traffic calming at high-risk intersections (e.g., STH 28/67).	Public Works		\$		Near-term
		Incorporate climate resilience, such as stormwater management, in all projects.	Partner with Dodge County Traffic Safety Commission for speed enforcement and education campaigns on deer crashes and impaired driving.	Police Dept.	Dodge Co. Traffic Safety Commission	\$		Short-term
	Goal 2: Enhance multi-modal options to promote accessibility and health.	Expand bicycle/pedestrian facilities to connect 80% of residential areas to trails by 2040.	Adopt design guidelines for sidewalks, curb cuts, and bike lanes in new subdivisions, aligning with WisDOT's Active Transportation Plan 2050.	Public Works	WisDOT	\$	Annual Budget	Mid-term
		Improve accommodations for disabled, elderly, and low-income users in all new developments.	Explore shared-ride expansions with Dodge County for general public use, including EV shuttles to regional hubs.	Public Works	Dodge Co. Transportation Services	\$	WEDC Capacity Building Grant	Short-term
		Increase non-motorized trips by 15%.	Explore methods for better integration with regional trails for non-motorized trips.	Parks & Rec. Director				Mid-term
	Goal 3: Support economic growth and efficient freight movement.	Direct development to arterials capable of handling increased traffic, minimizing local disruptions.	Update zoning to discourage commercial strip malls along arterials; promote nodal development downtown.	Plan Commission		, \$	Annual Budget	Near-term
		Separate truck/through-traffic from residential areas where possible.	Reroute trucks via bypass options during closures (e.g., 2027 WIS 28 bridge work).	Public Works	WisDOT			Mid-term
			Evaluate roadways to accommodate any potential increases in truck traffic.	Public Works	WisDOT			Ongoing

Subject:	Goals:	Objectives:	Recommendations:	Responsible Party	Potential Partner(s)	Resources		Timeline
						Needed	Potentially Avail- able	
UTILITIES & COMMUNITY FACILITIES	Goal 1: Maintain and enhance high-quality, resilient community facilities and protective services.	Relocate public safety services (Police, Fire and EMS services) to new facility, as regionalization grows.	Invest in EMS and fire equipment upgrades using Bipartisan Infrastructure Law funds; partner with MABAS for training.	Police Dept., Fire Dept., EMS	Adjoining municipalities	\$	Bipartisan Infrastructure Law funds; Mutual Aid agreements	Near-term
		Upgrade equipment and community facilities for resilience, reducing downtime from storm or other outage events by 50%.	Conduct annual facility assessments, prioritizing tornado-damaged areas via the Donated Relief Fund.	Building Inspector		 , \$	Donated Relief Fund	Ongoing
		Support residents of all ages, including youth public health and safety, particularly resilience from drugs and alcohol	Expand police youth programs, integrating with schools for drug awareness (leveraging opioid settlement funds).	Police Dept.	Mayville School District		Potential Opioid Settlement Funds	Short-term
	Goal 2: Support educational and quasi-public facilities for lifelong learning and community well-being.	Support the Mayville Public Schools by actively pursuing new residential development.	Meet with Mayville Public Schools to discuss ways to collaborate on attracting housing development and enhancing public amenities.	City Staff	Mayville School District			Short-term
		Expand library digital access, increasing collection usage by 15% with online resources.	Enhance library programs with regional Monarch System partnerships for inter-library loans.	Library Director	Monarch System	 , \$	Annual Budget	Near-term
		Preserve historic and cultural sites, ensuring 100% accessibility compliance.	Support civic groups via city grants for events, promoting organizations like the Historical Society.	City Staff		\$	Room Tax	Near-term
	Goal 3: Develop sustainable parks, recreation, and open spaces for health and environmental benefits.	Expand multi-use trails to connect 90% of residential areas by 2040.	Advance Gold Star Memorial Trail phases with DNR grants; add interpretive signage for Horicon Marsh access.	Parks and Rec. Director		\$	WDNR Recreational Trails Program	Short-term
		Integrate green infrastructure for stormwater management in 30% of parks by 2030.	Implement the most recent Comprehensive Outdoor Recreation Plan (CORP) incorporating tornado recovery for resilient playgrounds.	Parks and Rec. Director				Short-term
			Promote monthly recreation events at TAG Center.	Parks and Rec. Director				Ongoing
	Goal 4: Provide efficient, reliable utilities to support growth and environmental protection.	Complete water/wastewater upgrades by 2028, ensuring 100% compliance with phosphorus and other standards.	Implement the \$31M treatment plant project; monitor rates to minimize impacts on residents.	Utilities Director		\$	Existing Funds	Near-term
		Reduce energy consumption in city facilities by 15% through renewable sources such as hydro-electric generation.	Adopt a stormwater management ordinance, integrating with road projects and seeking EPA SRF funding.	Utilities Director			EPA SRF	Short-term
		Enhance stormwater systems to handle 100-year events.	Identify necessary stormwater infrastructure improvements such as larger pipes, stormwater pond development, installation of permeable surfaces, to increase stormwater management capacity.	Utilities Director				
AGRICULTURAL, NATURAL, & CULTURAL RESOURCES	Goal 1: Protect and restore natural features like wetlands, forests, and water resources.	Restore 20% of degraded wetlands by 2040, focusing on Horicon Marsh buffers.	Use Wisconsin DNR grants for post-tornado wetland restoration; implement buffer zones along Rock River.	Public Works	WDNR		WDNR Wetland Restoration Programs	Short-term
		Increase forest cover in parks by 10% through reforestation.	Monitor stormwater filtration for natural means of filtration into retention ponds; inspect ponds periodically	Public Works				Ongoing
	Goal 2: Mitigate risks from floodplains and climate events.	Update floodplain maps to include 2025 tornado data by 2026.	Enforce FEMA zoning; seek federal funds for elevation projects.	Public Works				Ongoing
		Reduce flood damage costs by 30% through green infrastructure.	Develop a watershed management plan with upstream communities to address runoff.	Public Works, City Staff	Adjoining municipalities	 , \$	DNR, City Budget, Municipal Partners	Short-term
	Goal 3: Promote and preserve cultural heritage and resources.	Increase historic site visitation by 15% via marketing.	Support Mayville Historical Society with grants for Carriage House expansions, preservation of White Limestone Schoolhouse; integrate heritage into events like Audubon Days.	City Staff	Historical Society	\$		Short-term
		Document 100% of key cultural assets in a digital inventory by 2030.	Nominate additional sites to the National Register; host annual cultural festivals celebrating German roots.	City Staff	Historical Society			Near-term







Subject:	Goals:	Objectives:	Recommendations:	Responsible Party	Potential Partner(s)	Resources		Timeline
						Needed	Potentially Available	
ECONOMIC DEVELOPMENT	Goal 1: Diversify and Strengthen Mayville’s Economic Base	Reduce reliance on a single dominant industry by supporting a wider range of businesses. Retain and grow the manufacturing sector while adapting to industry changes.	Recruit and support growth in industries showing county-level expansion, such as finance and insurance.	City Staff	Dodge County Community Development Dept., Chamber, Main Street			Ongoing
			Promote entrepreneurship by expanding access to business development resources.	City Staff	Chamber, Main Street			Ongoing
			Market Mayville’s industrial park and available sites to attract small-to mid-sized firms. Materials should include utility information and infrastructure capacity. Work with Dodge County and WEDC to post to their website, the marketing materials for available properties.	City Staff	Chamber, WEDC			Near-term
			Explore opportunities for existing firms to work with the Manufacturing Extension Partnership (MEP) to discover efficiencies and automation options.	City Staff	Chamber, MEP			Short-term
			Partner with the South Central Wisconsin Workforce Development Board (SCWWDB) to strengthen manufacturing skills pipelines.	City Staff	Chamber, SCWWDB	, \$	SCWWDB	Short-term
	Goal 2: Foster Resilient, Locally Grounded Small Businesses	Strengthen the vitality of Mayville’s downtown and commercial corridors. Support locally owned businesses to build long-term economic stability.	Create incentive programs for building rehabilitation and adaptive reuse of older commercial structures.	City Staff		, \$	TIF	Mid-term
			Expand buy-local and shop-local campaigns to reinforce community support for small businesses.	City Staff	Chamber, Main Street			Near-term
			Provide technical assistance and grants/loans for entrepreneurs, especially in personal services, food, and creative sectors.	City Staff	Chamber, Main Street			Ongoing
			Create a business retention and expansion program. This could be housed within the city, the chamber or a partnership between the two.	City Staff	Chamber			Near-term
			Work with chambers and local partners to connect business owners with succession planning resources.	City Staff	Chamber			Near-term
	Goal 3: Align Economic Growth with Workforce and Community Needs	Build a workforce pipeline that addresses demographic and skills challenges. Leverage Mayville’s location and quality of life as an asset for growth.	Partner with high schools, colleges, and regional training centers to connect students with internships, apprenticeships, and job opportunities in Mayville.	City Staff	Chamber, Mayville School District, SCWWDB			Short-term
			Promote Mayville’s access to regional markets (Fond du Lac, Milwaukee, Madison) while marketing its small-town character and affordability.	City Staff	Dodge County Community Development Dept., Chamber, Main Street			Near-term
			Highlight local amenities, recreation, and riverfront revitalization efforts to attract new residents and businesses.	City Staff	Dodge County Community Development Dept., Chamber, Main Street			Near-term
	Goal 4: Create a vibrant, economically healthy downtown that integrates the riverfront as a focal point for community life.	Attract new retail, dining, and entertainment uses downtown. Improve the aesthetics and walkability of Main Street and riverfront areas. Preserve and adaptively reuse historic buildings.	Implement a façade improvement program with matching grants.	City Staff	Local banks	, \$	WEDC SBDG, TIF	Short-term
			Expand use of the riverfront for recreation, markets, and special events.	City Staff, Parks & Rec. Dir.	Chamber, Main Street	, \$	TIF	Mid-term
			Create a downtown redevelopment plan to leverage public and private investment in improvements	City Staff				Near-term
			Update the downtown streetscape plan to include lighting, landscaping, and pedestrian amenities.	City Staff	Chamber, Main Street	, \$	TIF	Mid-term
			Work with building owners to activate vacant storefronts.	City Staff, Building Inspector				Short-term

Subject:	Goals:	Objectives:	Recommendations:	Responsible Party	Potential Partner(s)	Resources		Timeline
						Needed	Potentially Available	
INTERGOVERNMENTAL COOPERATION	Goal 1: Foster positive intergovernmental relations to provide efficient and cost-effective public services and facilities to residents.	Explore opportunities for shared services and facilities to reduce duplication and costs, particularly in emergency response, road maintenance, and utilities.	Pursue mutual aid agreements or joint ventures with adjacent jurisdictions for shared public services, such as snowplowing, library funding, and emergency medical response, to enhance efficiency amid growing demand.	Public Works, Library Dir., Fire Dept., EMS, City Staff	Adjoining municipalities			Near-term
			Collaborate with the Mayville School District on facility siting and shared use of recreational spaces, potentially formalizing agreements for community access to school resources.	Parks and Rec. Dir., City Staff	Mayville School District			Long-term
			Monitor and engage in state-level programs for intergovernmental cooperation, such as revenue sharing under Wis. Stat. 66.0305 or general agreements under 66.0301, to support infrastructure projects like the recent WIS 28 bridge improvements.	Public Works, City Staff	WisDOT			Ongoing
	Goal 2: Minimize conflicts with adjacent jurisdictions through open communication and cooperative planning.	Maintain regular communication with Village of Kekoskee, Dodge County, the Mayville School District, and state agencies on land use, boundary, and service issues.	Conduct annual joint meetings with neighboring towns and the county to review potential conflicts, share growth projections, and identify opportunities for cost savings, especially as Mayville continues to expand.	City Staff	Adjoining municipalities			Ongoing
	Goal 3: Promote regional cooperation to address shared challenges such as growth management, environmental protection, and infrastructure development.	Integrate intergovernmental considerations into the city's comprehensive plan updates, ensuring alignment with county and regional plans.	Participate in county-wide initiatives through Dodge County's Land Resources and Parks Department, including updates to the county comprehensive plan's intergovernmental section, to coordinate on regional issues like watershed management and transportation.	Public Works, Parks & Rec. Dir, City Staff	Dodge County's Land Resources and Parks Department			Ongoing

LAND USE GOALS CONTINUE ON NEXT PAGE.

Subject:	Goals:	Objectives:	Recommendations:	Responsible Party	Potential Partner(s)	Resources		Timeline
						Needed	Potentially Available	
LAND USE	Goal 1: Promote Efficient Use of Limited Land Resources	Maximize the use of undeveloped land within city boundaries.	Prioritize infill development and redevelopment over greenfield development.	City Council, Plan Commission		Political Will		Ongoing
			Update zoning and subdivision regulations to encourage mixed-use and higher-density residential development where appropriate.	City Council, Plan Commission		 , \$	Annual Budget	Near-term
			Identify underutilized or blighted properties for redevelopment and actively market them to developers.	Community Development Authority, Plan Commission, City Council				Near-term
			Promote compact growth patterns that reduce sprawl and protect natural and cultural resources.	City Staff, City Council, Plan Commission		Political Will		Ongoing
		Ensure long-term sustainability of land supply.	Encourage adaptive reuse of vacant commercial and industrial properties.	Community Development Authority, Plan Commission, City Council		Political Will, \$	TIF	Ongoing
			Explore incentives such as density bonuses or streamlined permitting for infill development.	Plan Commission		 , Political Will		Near-term
	Goal 2: Strengthen Residential Land Use to Meet Housing Needs	Provide a diverse range of housing options to meet current and future demand.	Encourage multifamily and Missing Middle housing development, especially in areas with existing utilities.	Plan Commission		Political Will	Affordable Housing TID Extension Funds	Ongoing
			Support redevelopment of vacant or obsolete properties into residential uses.	Community Development Authority, Plan Commission, City Council		Political Will	Municipal Bonds, TIF	Ongoing
			Partner with developers to create incentives for affordable housing in appropriate zoning districts.	Community Development Authority, Plan Commission, City Council		Political Will	Affordable Housing TID Extension Funds	Ongoing
			Strengthen code enforcement to prevent blight and deterioration.	City Council, Building Inspector		Political Will		Short-term
		Maintain the character and livability of existing neighborhoods.	Encourage reinvestment in aging housing stock through rehabilitation programs.	City Council, City Staff		Political Will, \$	Affordable Housing TID Extension Funds	Short-term
			Promote compatible infill housing that matches neighborhood character while adding density.	City Council, Plan Commission		Political Will, \$	Affordable Housing TID Extension Funds	Ongoing

LAND USE GOALS CONTINUE ON NEXT PAGE.

Subject:	Goals:	Objectives:	Recommendations:	Responsible Party	Potential Partner(s)	Resources		Timeline
						Needed	Potentially Available	
LAND USE (continued)	Goal 3: Support Commercial and Industrial Growth		Market available sites in River Knoll Industrial Park and along key corridors for new business development.	City Staff				Ongoing
		Ensure land is available and infrastructure-ready for economic development.	Coordinate with utility providers to ensure adequate infrastructure (water, sewer, stormwater, broadband) for industrial and commercial growth.	Public Works		 , \$	WPS, WEC Group (We Energies)	Ongoing
			Plan for business expansion needs of existing employers before pursuing outside recruitment.	City Staff	Chamber, Main Street	 , \$	TIF	Ongoing
		Strengthen Mayville’s downtown and neighborhood business districts.	Encourage mixed-use development (retail + residential) in B-1 and B-3 districts.	Plan Commission		\$		Ongoing
			Support streetscape and public space improvements to enhance downtown vitality.	Plan Commission		 , \$	TIF	Ongoing
			Incentivize redevelopment of underutilized downtown parcels for new housing or commercial activity.	City Council	Local banks	 , \$	TIF	Near-term
	Goal 4: Balance Land Use with Environmental and Cultural Resources		Preserve and enhance land in the Park and Conservancy District (P-C) for recreation, stormwater management, and natural resource protection.	City Council, Parks & Rec. Dir.		\$	DNR grants	Ongoing
		Protect open space, natural areas, and community assets.	Direct new development away from flood-prone or environmentally sensitive areas.	Plan Commission		Political Will		Ongoing
			Promote green infrastructure and sustainable building practices in new development.	Plan Commission		Political Will		Ongoing
		Coordinate land use planning with surrounding jurisdictions.	Develop a joint planning framework with the Village of Kekoskee for compatible land uses at the boundary.	City Staff	Village of Kekoskee	Political Will		Ongoing
			Advocate for regional approaches to landfill siting, water quality protection, and traffic management.	City Staff	Dodge County	Political Will		Ongoing
			Pursue intergovernmental agreements to coordinate land use, utilities, and economic development initiatives.	City Staff	Adjoining municipalities, Dodge County Community Development Dept.	Political Will		Ongoing
	Goal 5: Prepare for Future Land Development Needs		Conduct a land availability study every five years to monitor development capacity.	City Staff		 , \$	Annual Budget	Mid-term
		Position the city for long-term growth within its fixed boundaries.	Encourage vertical mixed-use development and higher-density housing to maximize land efficiency.	Plan Commission		Political Will		Ongoing
			Develop policies to support redevelopment when land supply becomes constrained.	Plan Commission		Political Will		Ongoing
		Leverage financial tools to support strategic land use.	Utilize tax increment financing (TIF) where eligible to support redevelopment projects.	City Staff, City Council		Political Will		Ongoing
			Explore alternative financing tools for residential development outside TIF districts.	City Staff, City Council	WHEDA, Local Banks	Political Will		Ongoing
			Partner with state and federal programs to fill financial gaps in development projects.	City Staff	WEDC, WDNR, WisDOT, WHEDA, SBDC	Political Will		Ongoing