

CHAPTER 1 Issues and Opportunities for Comprehensive Planning in the Village of Nelsonville

66.1001(2)(a) Wis. Stat.:

Issues and Opportunities element. Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

Section 1.1 Brief History and Description of the Planning Area

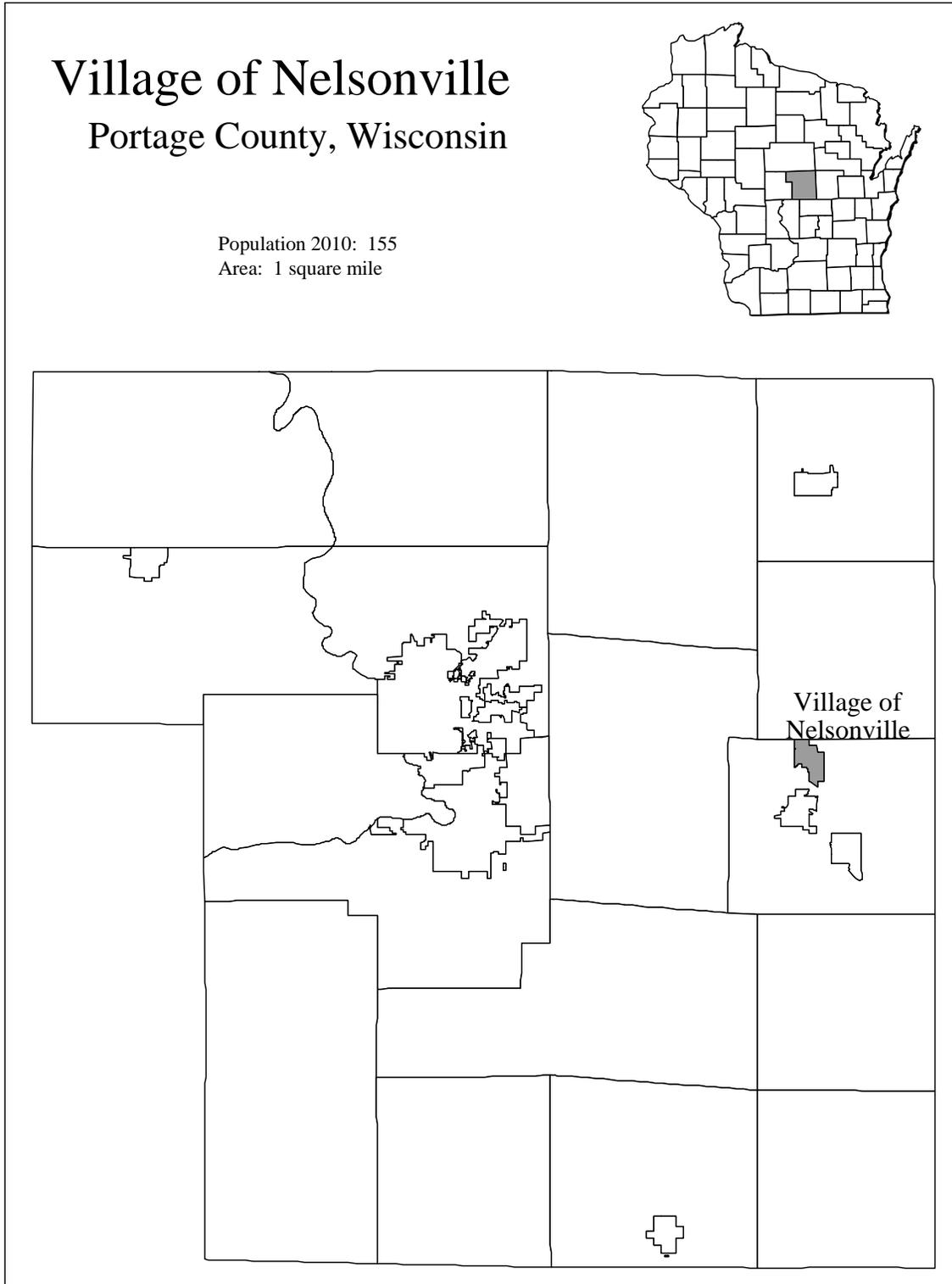
The Village of Nelsonville is located in the eastern part of Portage County within the Town of Amherst, about 12 miles east of Stevens Point. The Village was incorporated in 1913 and encompasses approximately 700 acres of level to rolling terrain. A three member Board of Trustees governs the Village; they are elected by the voters every two years to serve on a part-time basis.

In 1851, two young men, Charles Stoltenberg and a Mr. Firesocker (Fairesticke) left Germany for the United States. They spent a year in Missouri and then decided to move to Wisconsin. In 1852, Charles Stoltenberg took up a homestead of eight acres on the western edge of what is now Nelsonville. His farm was occupied by his son Andrew Stoltenberg well into the 20th century. Mr. Firesocker took up a homestead on the neighboring 80 acres just west of Mr. Stoltenberg. Mr. Stoltenberg built his first cabin near the Lake (Stoltenberg Lake--now called Lake Elaine).

The community takes its name from Jerome Nelson, an Englishman who started a sawmill in the area in 1855 or 1856. Nelson built a dam along the Tomorrow River that not only provided electricity to his mill but to all the residents of the Village. For \$1, he bought the rights from Charles and Anna Stoltenberg to create a mill pond on their land along the Tomorrow River.

At the time of its incorporation in 1913, there were 177 people living in the Village.

Figure 1.1: Map of Nelsonville Area



Section 1.2 Past Planning In Nelsonville

A. 1988 Land Use Plan

In 1988 the Village of Nelsonville Plan Commission adopted a Land Use Plan. This document consisted of background analysis, development objectives, and Land Use Plan Map. The Land Use Plan was written for the general purpose of guiding and accomplishing coordinated and harmonious development within the Village, in accordance with existing and future needs, while promoting public health, safety, morals, order, convenience, prosperity and the general welfare, as well as efficiency and economy in the process of development.

B. 2005 Comprehensive Plan

The 2005 Village of Nelsonville Comprehensive Plan update had its beginning as a part of the County-wide planning project started in June 2001. The work during the first 18 months of the County-wide project, performed primarily by the Portage County Comprehensive Planning Joint Steering Committee, centered on public participation, visioning, and the generation of preliminary goal suggestions for the nine required Plan elements. This information was then forwarded to all local units of government in the fall of 2002. Utilizing the information provided by the Joint Steering Committee, the Village of Nelsonville Plan Commission began the Village Comprehensive Planning process in earnest in January 2003. The Plan Commission met monthly through September 2004 to put together the first complete preliminary draft of the plan and the final document was adopted by the Nelsonville Village Board on April 12, 2005.

Section 1.3 The Current Comprehensive Planning Update Process

This Comprehensive Plan update was initiated by the Village of Nelsonville in August 2015. When discussing how to begin the required full-scale review of this document (minimum of once every 10 years), Village officials made the decision to use the 2005 Comprehensive Plan as a solid base to start from. The Plan Commission proceeded chapter by chapter to verify and update existing background information, review and validate any issues identified in each of the Chapters, and review, validate, and revise the goals, objectives, and policies accordingly.

As with the previous planning projects, the comprehensive planning update process involved several phases:

The first phase involved research. Activities included acquiring a thorough knowledge of the existing community setting, identifying problems that require solutions, analyzing critical factors that need to be changed before progress can be made toward community goals, and establishing goals and objectives for growth and development.

The second phase involved the formation of planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, or prevent undesirable change.

The next phase involved the development of different plan alternatives for guiding future growth and the selection of a preferred alternative. The Land Use Element contains the different options that were discussed and relates how the Village is expected to grow, identifying in general terms how development should proceed in the future to achieve community goals. It proposes the most efficient use of land within the financial capabilities of the community by identifying where residential, commercial and industrial development should occur.

The final phase involved implementation of the plan and programs that influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means by which community goals can be achieved. Three major tools of implementation are the zoning ordinance, subdivision regulations, and capital improvements program. Zoning regulations act to control growth and development so that it is harmonious with the proposals and recommendations set forth in the Comprehensive Plan. They promote sound, orderly development directed toward the preservation of property values and the improvement of the overall appearance of the community. Subdivision regulations assure that new land divisions are designed in an orderly and efficient manner and are in accordance with the Comprehensive Plan. A capital improvements program is a long-range financial plan for major public improvements. It proposes the best means for utilizing available financial resources to provide residents with necessary facilities and services.

Section 1.4 Demographic Trends

The demographic information in this Comprehensive Plan comes from the U.S. Census Bureau. Through the Census, the name, sex, age, date of birth, race, ethnicity, relationship and housing tenure is collected on every individual in the United States every ten years. Starting with the 2010 Census, the method of collecting data beyond this primary information was changed. The more detailed demographic, housing, social, and economic information once collected during each Census is now collected annually by the American Community Survey (ACS), which began sampling in 2005.

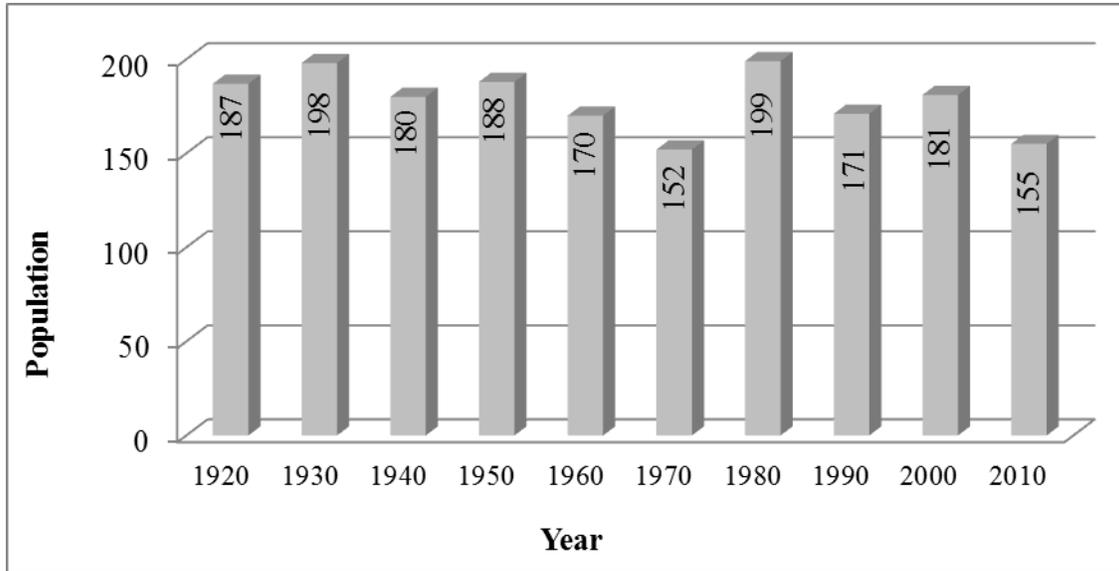
ACS is a branch within the U.S. Census Bureau, designed to provide communities with reliable and timely data. The Survey is sent to a small percentage of the population each year on a rotating basis throughout the decade. Information for the Village is produced every year and is based on 5-year estimates. For example, the 2010-2014 ACS 5-year estimates are based on data collected from January 1, 2010 to December 31, 2014.

The tables and figures that follow use data from the decennial Census and ACS to compare the Village of Nelsonville with Portage County. This data is available via the American Fact Finder search site at <http://factfinder2.census.gov/>. When looking at the tables and figures remember that they are in many cases estimates and not based on a complete count. For this reason, it is recommended that derived measures (percent's, means, medians, and rates) be compared rather than estimates of population totals. While ACS estimates may have some error, it is the most accurate measure of what is happening within the Village that is available.

A. Population Growth

Historically, the Village of Nelsonville has seen consistent fluctuations in its population over the last 100 years (see Figure 1.2). The population trend can be described as having a period of increase followed by a period of decrease. The population increased by 47 people (31%) between 1970 and 1980. Between the years of 1980 and 1990 there was a decrease of 28 people (14%). In 1990 to 2000 the population increased by 20 people (11.6%), while between 2000 and 2010 there was a decrease of 26 people (14%).

Figure 1.2: Village of Nelsonville Population Change, 1920 to 2010



Source: U.S. Census Bureau, 1920 - 2010

According to Table 1.1, the Village of Nelsonville population declined 9.4% from 1990 to 2010. This rate of decline was greater than the Village of Almond (-1.5%) and Village of Rosholt (-1.2%), but was less than the Village of Junction City (-12.5%). The Villages of Amherst and Amherst Junction grew (31% and 40% respectively) over the same time period.

Table 1.1 also shows how Nelsonville and other communities are estimated by the State of Wisconsin Department of Administration to have grown over the 4-year period since the Census. The 2015 State of Wisconsin population estimate for the Village of Nelsonville is 155, which is identical to the 2010 Census.

Table 1.1: Village of Nelsonville Population Change, 1990 to 2010

	U.S. Census			State of Wisconsin Estimate 2015	1990-2010 Change	2010-2015 Change
	1990	2000	2010			
V. Nelsonville	171	191	155	155	-9.4%	0.0%
V. Almond	455	459	448	445	-1.5%	-0.7%
V. Amherst	792	964	1,035	1,047	30.7%	1.2%
V. Amherst Junction	269	305	377	374	40.1%	-0.8%
V. Junction City	502	440	439	440	-12.5%	0.2%
V. Rosholt	512	518	506	495	-1.2%	-2.2%
Portage County	61,405	67,182	70,019	70,940	14.0%	1.3%

Source: U.S. Census Bureau, 1990 - 2010 Census and Wisconsin Department of Administration

Table 1.2 below helps to illustrate the migration patterns of Village residents by examining where residents were living one year ago. The “Same House” column identifies the Nelsonville residents that lived in the same dwelling; a high percentage can be an indicator of long-term residency. The “Different House, Portage County” column identifies the Nelsonville residents that lived in a home outside the Village, but within Portage County. The “Different House, Different County” column identifies the Nelsonville residents that lived in a home outside of the

Village and Portage County, but within the State of Wisconsin. The “Different State” column identifies the Nelsonville residents that lived in a home outside the State of Wisconsin.

Table 1.2: Place of Residence One Year Ago

	Same House	Different House, Portage County	Different House, Different County	Different State
V. Nelsonville	83%	14%	0.9%	0.9%
V. Almond	87%	10%	4%	0%
V. Amherst	83%	7%	10%	0%
V. Amherst Junction	93%	5%	2%	0.3%
V. Junction City	83%	11%	5%	0%
V. Rosholt	91%	5%	5%	0.7%
Portage County	81%	11%	8%	2%

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Based on the 2010-2014 American Community Survey, the majority of the Village of Nelsonville residents (83%) are staying in the same dwelling, with a small percentage (14%) coming from a different house within the County and none moving in from outside the State of Wisconsin.

B. Age Distribution

Table 1.3 below details the number of Village of Nelsonville residents that occupied specific age groups in each of the last three Census years, along with similar information for the County as a whole.

Table 1.3: Distribution of Population, by Ten-Year Age Groups

Age	Village of Nelsonville			Portage County		
	1990	2000	2010	1990	2000	2010
Under 5 Years	6%	10%	4%	7%	6%	6%
5 to 14 Years	18%	17%	17%	15%	14%	12%
15 to 24 Years	13%	7%	12%	21%	21%	20%
25 to 34 Years	14%	19%	8%	16%	12%	12%
35 to 44 Years	19%	14%	16%	14%	15%	11%
45 to 54 Years	10%	13%	14%	9%	13%	15%
55 to 64 Years	5%	8%	14%	7%	8%	12%
65 to 74 Years	8%	4%	11%	6%	6%	7%
75 to 84 Years	6%	4%	1%	4%	4%	4%
85 Years and Over	2%	3%	3%	1%	2%	2%
Total Population	171	191	155	61,405	67,182	70,019
Median Age	34.8	33.5	42.5	29.3	33.0	35.8

Source: U.S. Census Bureau, 1990, 2000 and 2010 Census

Further insight into the nature of the Village population’s change over time can be gained through examining how these age groups change as they move through their life cycles. The age groups (or “cohorts” as they are called when tracking a group of same-aged people) have been displayed within the table in ten-year increments to more easily see how their numbers increase or decline over different Census years. The diagonal series of gray or white boxes within Table 1.3 indicate the path of each age cohort through the three Census periods.

In 1990, approximately 18% of the Village’s population fell within the 5-to-14 year old cohort. This percentage decreased to 7% in 2000 (as the 5-to-14 year olds became 15-to-24 year olds), but increased to 8% in 2010 as 25-to-34 year olds. This pattern is most likely the result of young adults leaving home to attend college or to pursue jobs. The 25-to-44 and 45-to-54 year old cohorts have remained relatively the same over the last three census periods, while the 55-to-74 year old cohort has been steadily decreasing.

The “median age” is the point where ½ of the population lies above and ½ below; the older this age is, the older the overall population for a place is becoming. The median age for the Village of Nelsonville rose by more than 7.5 years since 1990 (34.8 to 42.5 years of age). The County as a whole increased 6.5 years since 1990.

The percentage of the Village population that is over the age of 65 has been relatively unchanged over the past 20 years. According to Table 1.4, the Village of Nelsonville 65+ population segment decreased from 15% to 11% between 1990 and 2000, only to rebound to 15% in 2010. In comparison, the percentage of population 65 years and older in Portage County as a whole has been slowly increasing over the last 20 years.

Table 1.4: Comparison of Population Aged 65+

Age	Village of Nelsonville			Portage County		
	1990	2000	2010	1990	2000	2010
65 Years and Over	15%	11%	15%	11%	11%	13%
Total Population	171	191	155	61,405	67,182	70,019
Median Age	34.8	33.5	42.5	29.3	33.0	35.8

Source: U.S. Census Bureau, 1990, 2000 and 2010 Census

C. Education Levels

Levels of educational attainment have followed a similar trend of improvement across Portage County (Table 1.5). Nelsonville raised its overall educational attainment during the 1990’s. This was a result of the combination of in-migration, continued educational involvement by the existing residents of the Village, and the passing of older residents who did not have the educational opportunities enjoyed today. Between 2000 and 2010-2014, The percentage of Village of Nelsonville residents aged 25 and over that had less than a 9th grade education decreased slightly (from 6% down to 5%), and percentage that had completed 10th to 12th grade, but did not receive a diploma, decreased dramatically (9% to 1%). The percentage of 25+ year-olds residents who completed some college, or completed a college degree program rose from 44% to 66% over the same period. This ten-year increase in attainment was larger than that of Portage County overall (49% to 58%).

Table 1.5: Comparison of Educational Attainment

Educational Attainment (Persons 25 years +)	Village of Nelsonville		Portage County	
	2000	2010-2014	2000	2010-2014
Less than 9th Grade	6%	5%	6%	3%
10th to 12th Grade (No Diploma)	9%	1%	8%	5%
High School Graduate	41%	28%	37%	34%
Some College (No Degree)	19%	28%	19%	20%
Associate Degree	3%	8%	7%	10%
Bachelor's Degree	16%	25%	16%	19%
Graduate/ Professional Degree	6%	5%	7%	9%

Source: U.S. Census Bureau, 1990 and 2000 Census, and 2010-2014 American Community Survey

D. Households and Income

The Village of Nelsonville residential community is made up of different types of households. The US Census defines a household as “including all of the people who occupy a housing unit”. People not living in households are classified as living in group quarters. “Family Households” consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. “Nonfamily Households” consist of people living alone and households which do not have any members related to the householder. Table 1.6 below details the changes in the make-up of Village households over the last 25 years, and compares them to the Portage County data. Family households, traditionally the largest group within the Village, have seen their percentage of total households decrease over the last 25 years. Even with the decrease, Nelsonville maintains a slightly higher level of Family Household than Portage County overall. Non-family households, or households made up of non-related residents, have increased from 22% of all households in 1990 to 24% in 2010-2014.

Table 1.6: Household Type Comparison

Households by Type	Village of Nelsonville			Portage County		
	1990	2000	2010-2014	1990	2000	2010-2014
Family Households <i>(Percent of Total Household)</i>	78%	74%	76%	70%	66%	62%
Married-Couple Families <i>(Percent of Family Households)</i>	90%	91%	88%	85%	84%	82%
Other Family, Male Householder <i>(Percent of Family Households)</i>	0%	2%	6%	4%	5%	6%
Other Family, Female Householder <i>(Percent of Family Households)</i>	10%	8%	6%	11%	11%	12%
Nonfamily Households <i>(Percent of Total Households)</i>	22%	26%	24%	30%	34%	38%
Householder Living Alone <i>(Percent of Non-Family Households)</i>	100%	90%	73%	73%	72%	73%
Householder 65 Years and Over <i>(Percent of Non-Family Households)</i>	36%	26%	36%	30%	26%	27%
Total Households	63	72	45	21,306	25,040	27,954
Persons Per Household	2.71	2.65	2.60	2.71	2.54	2.39

Source: U.S. Census Bureau, 1990 and 2000 Census, and 2010-2014 American Community Survey

Married-couple households, traditionally the largest group within Nelsonville’s Family households, have seen their percentage decrease over the last 25 years. Single-father headed family households have significantly increased (6%) during this same timeframe, while single-mother headed households fell by 4%.

The Persons Per Household (PPH) calculation for both the Village of Nelsonville and the County have continued a similar shrinking trend over the last 25 years, with Nelsonville’s PPH decreasing by 0.11 person compared to the County’s more accelerated rate of 0.32 person.

Another instructive piece of information on the state of households within the Village is the level of income that each household achieves. Again the Census provides insight into the range of incomes present within the Village of Nelsonville. Table 1.7 below describes how incomes have changed in the last 25 years.

Table 1.7: Household Income Comparison

Household Income Per Year	Village of Nelsonville			Portage County		
	1989	1999	2010-2014	1989	1999	2010-2014
Less Than \$10,000	20%	11%	0%	15%	7%	7%
\$10,000 to \$14,999	10%	3%	0%	9%	6%	6%
\$15,000 to \$24,999	15%	19%	9%	19%	13%	10%
\$25,000 to \$34,999	25%	8%	20%	17%	14%	11%
\$35,000 to \$49,999	23%	13%	7%	20%	18%	16%
\$50,000 to \$74,999	3%	31%	24%	14%	23%	21%
\$75,000 to \$99,999	5%	5%	24%	3%	11%	13%
\$100,000 to \$149,999	0%	3%	11%	1%	5%	12%
\$150,000 or More	0%	8%	4%	1%	3%	5%
Total Households	61	75	45	21,336	25,112	27,954
Median Household Income	\$27,917	\$41,875	\$61,875	\$28,686	\$43,487	\$50,837

Source: U.S. Census Bureau, 1990 and 2000 Census, and 2010-2014 American Community Survey

It is a testimony to both the inflation of wages and the increased earning power of the residents of the Village of Nelsonville that the percentage of its households making greater than \$50,000 per year has increased from 8% in 1989 to 63% in 2010-2014. Median household income level has increased from \$27,917 to \$61,875 (122%) over the same period. The Village of Nelsonville 2010-2014 median household income level (\$61,875) is 18% higher than the Portage County Average (\$50,837).

With the examination of income information, the Village should also assess the poverty status of its residents. “Poverty” is generally defined as money income thresholds that vary by family size and composition to determine who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, food stamps, and Medicaid). Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated children under the age of 15 (such as foster children). Table 1.8 below outlines

poverty thresholds for 1990, 2000 and 2013. Table 1.9 lists the Census information on poverty for the total number of residents, persons aged 65 and above, and families within the Village of Nelsonville and Portage County as a whole.

Table 1.8: Poverty Thresholds – 1990, 2000 and 2013

Size of Family Unit (Poverty Threshold)	1990	2000	2013
One Person	\$6,652	\$8,794	\$11,888
Two Persons	\$8,509	\$11,239	\$15,142
Three Persons	\$10,419	\$13,738	\$18,552
Four Persons	\$13,481	\$17,603	\$23,834
Five Persons	\$15,792	\$20,819	\$28,265
Six Persons	\$17,839	\$23,528	\$31,925
Seven Persons	\$20,241	\$26,754	\$36,384
Eight Persons	\$22,582	\$29,701	\$40,484
Nine Persons or More	\$26,848	\$35,060	\$48,065

Source: U.S. Census Bureau, 1990, 2000 and 2013 Poverty Thresholds by Size of Family and Number of Children - 2013 poverty statistics were released on September 16, 2014

Table 1.9: Poverty Comparison

Poverty Statistics For Selected Populations	Village of Nelsonville		Portage County	
	1999	2009-2013	1999	2009-2013
Persons Below Poverty Level	2%	15%	10%	14%
Persons 65 Years+ Below Poverty Level	13%	0%	8%	7%
Families Below Poverty Level	0%	10%	4%	6%

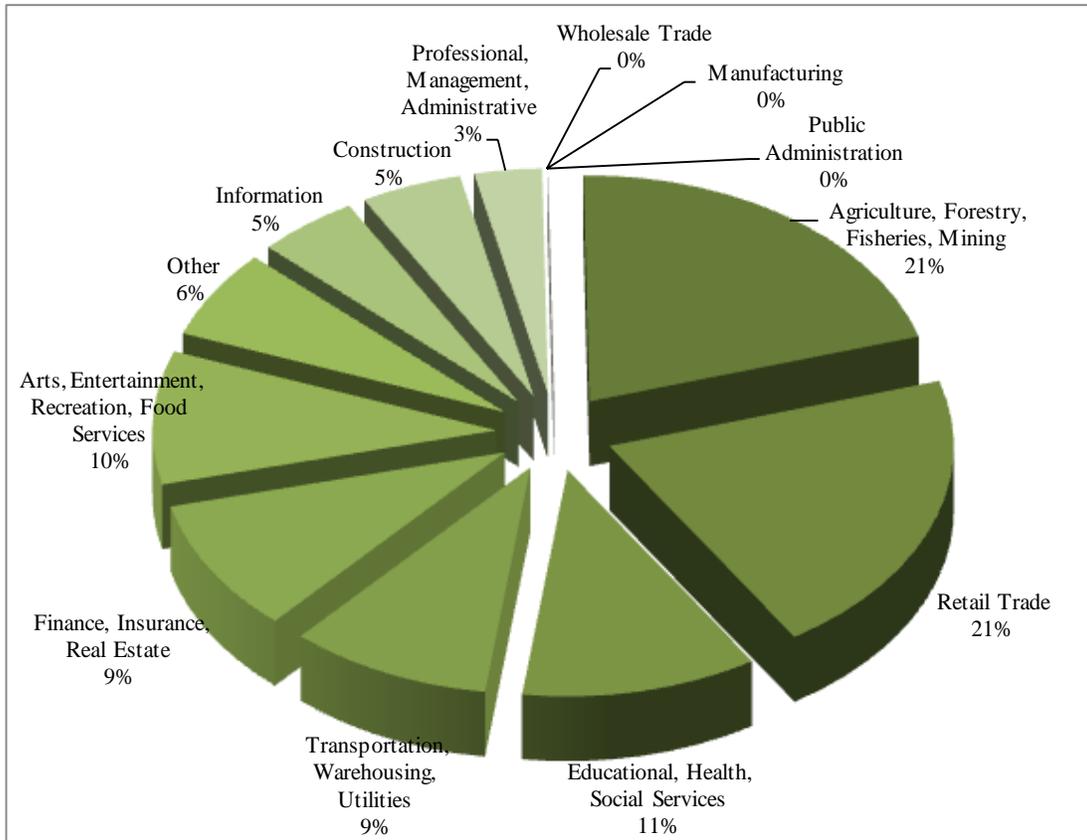
Source: U.S. Census Bureau, 2000 Census and 2009-2013 American Community Survey

According to the Census information from 2000 and 2009-2013, the Village of Nelsonville has a higher percentage of total persons and families living below the poverty level, but has a lower percentage of residents earning below the poverty level than that of Portage County as a whole. Between this timeframe, the percentage of Nelsonville residents and families living below poverty level rose dramatically (13% and 10% respectively), while the poverty rates for seniors has dropped dramatically (13%).

E. Employment Characteristics

Figure 1.3 below summarizes employment by industry using the 2010-2014 American Community Survey (The U.S. Census Bureau has changed the method of producing the statistics for the summary of employment by industry, creating a situation where comparison between the 1990, 2000, and 2010 Census is not possible). This information represents what type of industry that the working residents in the Village were employed, and is not a listing of the employment currently located within the Village of Nelsonville. The discussion of the Village economy will take place within the Economic Development Element of this Comprehensive Plan. Table 1.10 shows the employment status for persons 16 years old and over.

Figure 1.3: Summary of Employment by Industry



Source: U.S. Census Bureau, 2010-2014 American Community Survey

Table 1.10: Summary of Employment Status

Employment Status (Persons 16 Years +)	2010-2014
In Labor Force	69.6%
Employed Persons	68.5%
Unemployed Persons	1.1%

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Section 1.5 Forecasts

A. Population Projections

Population projections for States, Cities, Villages, and Towns are developed by the Wisconsin Department of Administration (DOA). The most recent population projections for the Village of Nelsonville were created August 10, 2015. Based on those projections, the Village will have 125 residents by 2040. This represents a decrease of 17 % over the 30 year period. Based on the historical population trend, which has consistently fluctuated overtime, the Village feels that the population will remain the same or gradually increase over the next 30 years. It should be noted that population projections are “best guesses” and should be used with caution.

The Department of Administration projects the following population totals for the planning period:

Year 2015: 150 Year 2020: 145 Year 2030: 135 Year 2040: 125

B. Household Projections

Household projections for the Village of Nelsonville are also based on projections from the Wisconsin Department of Administration. As with population, the projections were released in 2015. Based on these projections, the Village will shrink to 51 households in 2040, a decrease of 9 households (or 15%). The Village is confident that this is not an accurate projection, and feels that the number of households will remain steady over the next 30 years to accommodate the growth of the Tomorrow River School District. Based on the State population and household projections, the person per household in 2040 would be 2.45

The Department of Administration projects the following household totals for the planning period:

Year 2015: 60 Year 2020: 58 Year 2030: 55 Year 2040: 51

C. Employment Projection

The Village of Nelsonville has 15.6 acres of land currently available for commercial use (see Map 8.1 Existing Land Use). The Village has also identified an additional 4.7 acres of land for future commercial use/expansion (Map 8.2 Future Land Use).

It is anticipated that current commercial businesses will expand along with additional commercial development. Resulting in an increase of opportunity for residents to live and work in the community.

Section 1.6 Issues identified by the Plan Commission

- A. The Village should stay zoned primarily for single family residents with the exception of some duplexes, commercial, and light industrial.
- B. The Village should consider renovation incentives for vacant buildings, both residential and commercial.
- C. Village identity and quality of life should be maintained. Neighborhood compatibility should be stressed in any new construction. Newer homes should match older ones. The historic nature of the commercial building along First and High Streets should be maintained.

Section 1.7 Conclusions from the Issues and Opportunities Analysis

- A. Within the last ten years, the Village of Nelsonville has had an increasing number of its residents residing in the same house.
- B. The Department of Administration's growth projections for the Village suggest that, barring any unforeseen or extraordinary measures, the population of Nelsonville will decline at a slow pace over the planning period. The Village disagrees with this forecast as they feel that the population of Nelsonville will be maintained or grow at a slow pace over the next 30 years.
- C. The Village's poverty rate is overall higher than Portage County as a whole.

Section 1.8 Community Goals, Objectives and Policies

Goals, objectives and policies provide the framework for guiding future community development activities in the Village of Nelsonville. Goals are stated as desirable conditions to strive for in the future. They are common ideas of the Community that can be achieved through the actions of government leaders, private enterprise and individuals. Objectives are general targets to be achieved along the path of satisfying community goals. Policies are methods of action to accomplish these staged objectives. Together these three pieces express the uniqueness of the community while stating changes that will produce desirable patterns for growth and development.

A. Goal

1. Seek to maintain the desirable rural/small-town characteristics of the Village, while allowing for growth in the community.

B. Objectives

1. Encourage safe and attractive development; ensure that the development site is physically suited to the proposed use (e.g. soils suitable for on-site waste disposal); apply sound design and landscape principles in the planning, layout, and construction of new development.
2. Ensure that proposed uses are reasonably compatible with surrounding uses; give consideration to the opinions of neighboring landowners and interests of the Village in general.
3. Avoid leapfrog or sprawled development patterns in order to minimize public service costs.
4. Ensure the fair consideration of all property owner rights.

C. Policies

1. New development should be encouraged to protect and enhance the Village character.