

City of Mineral Point Comprehensive Plan 2025-2035



SOUTHWESTERN WISCONSIN
REGIONAL PLANNING
COMMISSION





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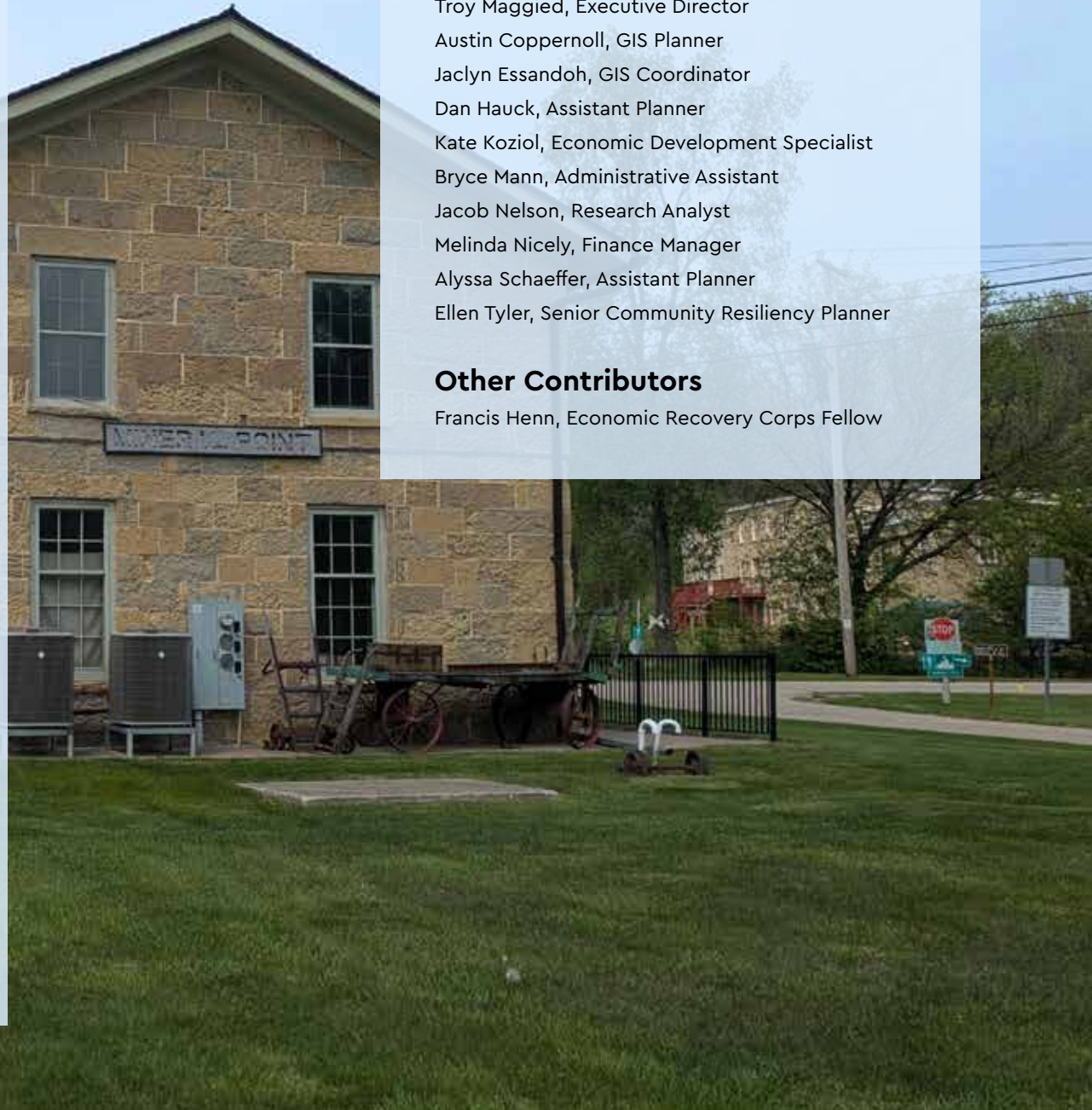




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Vision and Core Values

"Mineral Point will be a vibrant, welcoming community known for its thriving art culture, historic downtown, and access to Driftless Region recreation. As a destination for visitors and a home for residents, the city will celebrate its small-town charm and embrace intentional growth, attract diverse new residents and businesses, and value visionary leadership, residents, and organizations that have shaped its identity."



The above vision statement is a response to the core values identified by Mineral Point residents and stakeholders and represents a desired future state for the city. The following core values represent the guiding principles for how Mineral Point views itself, how community leaders make decisions, and what opportunities and services are offered to residents, businesses, and other stakeholders.

Core Values

♥ Neighbors Who Care

When asked about Mineral Point's greatest assets, residents, employees, and visitors overwhelmingly mentioned the people and the tight-knit community. Residents know one another and are willing to help each other at any moment. The people in the community are known for being friendly and warm to residents and visitors alike.

🌱 Thoughtful Growth

"Growth" is a complicated subject in Mineral Point. Residents value the small-town charm and safety associated with a community the size of Mineral Point. However, many residents also understand the importance of growth to stimulate the local economy, support city services, and encourage strong businesses that are open throughout the week. Thoughtful growth is a balance between preserving the small-town charm while allowing additional residents and businesses to add value to the community. Using the future land use map (shown on page 32), the city will be intentional in its planning and decision-making. The city will also be intentional about attraction efforts to bring in businesses that align with their goals. Finally, growth will be balanced with renewal to maintain and sustain existing businesses, facilities, and services while growing diverse housing options and industries for employment.



⚖️ Balancing the Needs of Full-Time Residents with Desires of Tourists

Mineral Point's art scene, historic downtown, and small-town charm attract tourists from across the region and the Midwest. Events like Gallery Night, Opera House concerts, and Shake Rag Alley workshops showcase the cultural spirit of Mineral Point. Alongside the tourists are the full-time residents who are the backbone of Mineral Point, making the community a place worth visiting. The city values the diverse perspectives of both residents and visitors and will work with community organizations to create or sustain events, services, and businesses that support the needs of full-time residents alongside the desires of tourists.

"I think we also benefit from a blend of newcomers excited about the potential of Mineral Point and natives who value the things we love about Mineral Point. It is a good mix."

—Mineral Point Resident

💡 Lifelong Learners

Mineral Point is a community that encourages lifelong learning for all. The Mineral Point School District is a real strength in the community. Students are provided a variety of opportunities, from numerous clubs and extracurriculars to an apprenticeship program. Parents appreciate that their students are engaging with technology and that the school has an open-door communication culture. However, educational opportunities in Mineral Point are not limited to K-12 students. Workshops at Shake Rag Alley Center for the Arts, extensive archives at the public library, and educational displays at the Railroad Museum are examples of educational opportunities for all ages.

Mineral Point Past & Present

Mineral Point is located in the Driftless Region of Southwest Wisconsin near the southern border of Iowa County. The city sits on the ancestral home of Ho-Chunk (Winnebago), Kickapoo, Meskwaki, Myaamia, Ojibwe, and Sauk nations.¹ The Driftless Region today is known for its rolling hills and river valleys, however, it was the minerals below the surface that previously attracted residents. Tribal nations, and in particular, women of the Ho-Chunk tribe, mined lead before European immigration occurred.

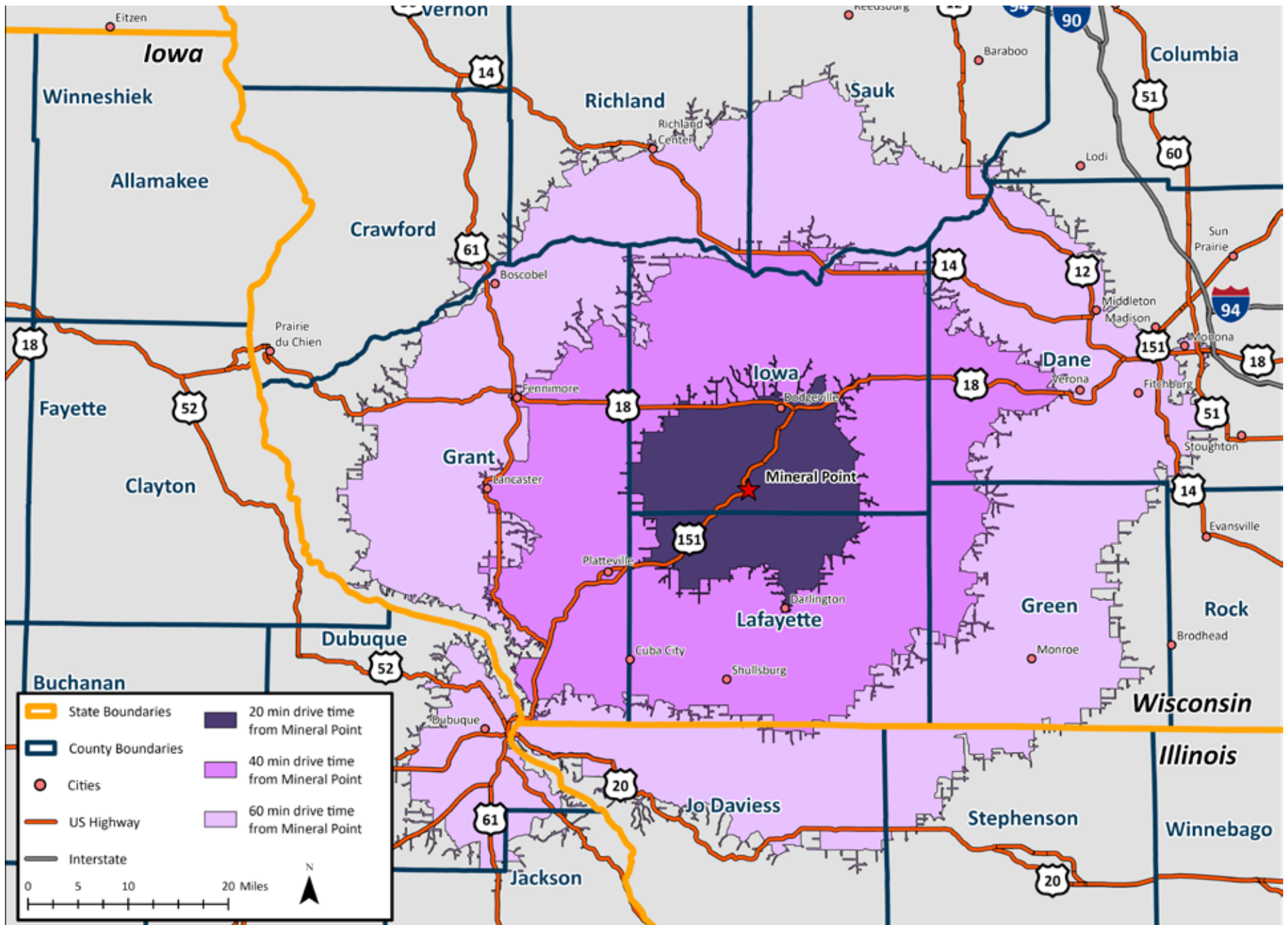
White immigrants moving into the region quickly found lead mining to be more prosperous than fur trading or farming. Skilled miners and stonemasons from Cornwall, England moved to the region in the 1830s in one of Mineral Point's largest booms. Several decades later, the gold rush saw miners moving further west to California.^{1,2,3}

It wasn't long before Mineral Point experienced a second boom. Settlers returned to the region due to the discovery of zinc carbonate at the bottom of lead mines. Zinc production quickly surpassed that of lead, thanks to the support of the newly constructed railroad. Agriculture also grew in the region, including both dairy and beef farms.^{1,3} The region flourished with both industries side by side.

In 1935, Bob Neal and Edgar Hellum began the work of restoring one of the limestone cottages of the Cornish immigrants. The duo named the restored home Pendarvis, which is a surname from Pendarves Island in Cornwall. This practice followed the Cornish tradition of naming each home. Neal and Hellum rehabilitated several other buildings along Shakerag Street including Polperro and Trelawny. Other artists and craftspeople who shared the desire to keep Mineral Point's rich history alive assisted Neal and Hellum in their preservation movement in the 1960s and 70s. In 1971, Mineral Point became the first Wisconsin city listed on the National Register of Historic Places.^{1,2}

Today, Mineral Point is still known for its history and architecture and has grown as an artistic community. There are now over 30 art galleries and studios that line High Street and are scattered throughout the community. Above all, Mineral Point is known for its small-town charm and friendly residents who make the city a great place to live and a great place to visit.





Opportunities

Business Attraction

Mineral Point is already home to many successful small businesses, and there are opportunities for additional businesses to join the mix. The Chamber of Commerce is active in the community and provides support for both new and existing businesses. Additionally, with residents who are known for being friendly, there are plentiful opportunities for informal networking among business owners which fosters collaboration and creates a supportive business environment.

Welcoming New Residents

There were only eight Hispanic residents in Mineral Point in 1980, but, by 2020, that number had increased to 46 or 2% of the population.⁵ These numbers are not enough to offset a projected decline in Mineral Point's total population, however, they speak to the importance of welcoming new residents into the community and providing amenities and service that support future residents with diverse backgrounds and perspectives. Creating a welcoming community will attract a variety of young families and new residents.

Hispanic Population	1980 Census	1990 Census	2000 Census	2010 Census	2020 Census
Hispanic Population (any race)	8	15	11	17	46
Change		7	-4	6	32
Percent Change		87.5%	26.7%	54.5%	170.6%
Percent of Total Population	0.35%	0.66%	0.49%	0.75%	2.04%

Tourism Expansion

Tourism is already a major asset in Mineral Point thanks to the architecture, art culture, small businesses, and friendly residents. At the same time, there are opportunities to expand tourism in the community. For example, Mineral Point can explore opportunities to engage Cheese Country Trail users while staying true to the community's values. This could include maps or business advertisements at the trail head to encourage trail users to walk down High Street.

Challenges

Diversity of Businesses & Business Hours

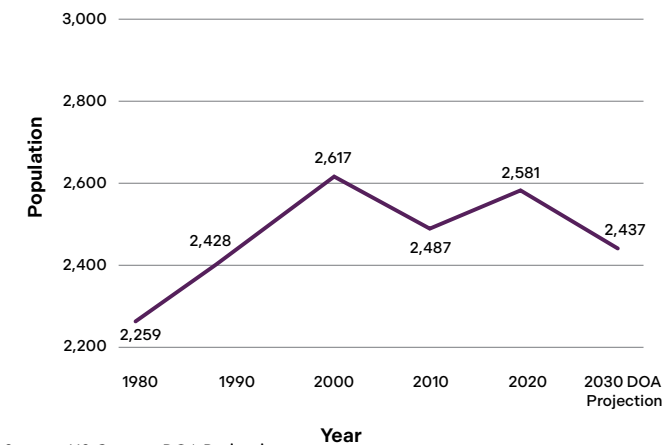
Mineral Point residents and tourists expressed dissatisfaction in the diversity of businesses in the community. Residents in particular desire additional restaurants that are open later in the evening, a grocery store, and a hardware store. Residents and visitors also expressed concern about businesses, including restaurants and art galleries, being open limited hours. Tourists looking to experience Mineral Point's vibrant culture may be surprised to find storefronts closed during the week and on Sundays and, for some businesses, even on Fridays and Saturdays. Mineral Point has garnered a reputation for closed businesses. Unfortunately, this challenge is ongoing and was experienced in several decades' past.

Business owners are faced with the challenge of balancing staffing costs during week days against a limited weekday customer and revenue base. The question comes down to this: Do open businesses come first or do customers come first? If businesses shift to hold longer hours throughout the week, time and effort will be needed to rebrand the city as a weekday tourist destination, during which period businesses will have expenses without revenue. In contrast, some business owners and residents see limited hours as a characteristic of a tourist community. The limited hours allow businesses to remain in operation to continue supporting residents and tourists long term. However, this sentiment does not extend to hobby businesses that are rarely open throughout the year. Businesses that are frequently closed on Fridays and Saturdays limit the potential for expanding Mineral Point's tourism industry, which helps keep High Street busy and vibrant.

Aging Population

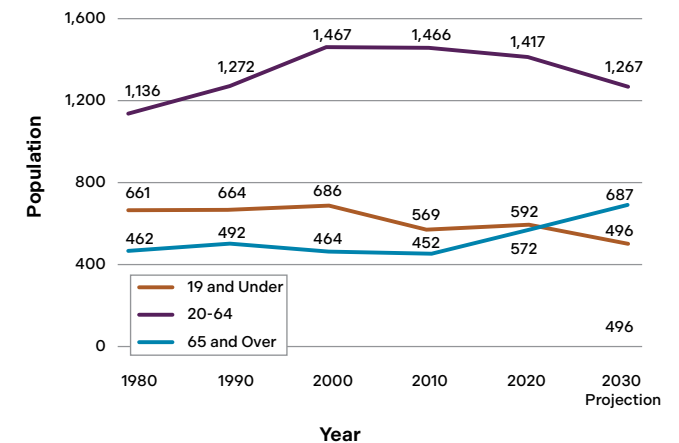
An aging population is a big concern for Mineral Point residents. Mineral Point's population has remained relatively consistent in the last three decades, with a projected decline leading into 2030.⁴ The working-age and youth populations are projected to see some decline by 2030 with the senior population projected to increase. This creates opportunities to attract young families and a demand for services to accommodate existing senior populations. Additionally, the population projections are based on historic fertility rates, mortality rates, and migration trends. These trends could be offset by other factors such as increased migration from Madison. Proactive projects from the city can capitalize on potential in-migration opportunities.

Mineral Point Total Population



Source: US Census, DOA Projections

Mineral Point Age Cohorts



Source: US Census, SWWRPC Projections

Infrastructure Quality

The second biggest concern for residents in Mineral Point is infrastructure quality including assets such as the city hall building, water treatment plant, streets, and sidewalks. High Street was reconstructed in the spring of 2023, but other street and utility projects are still a priority for residents. Mineral Point's age creates challenges with aging water, stormwater, sewer, and road systems. The city faces rising costs associated with deferred maintenance while balancing the need for new infrastructure.

Lack of Available Housing

Resident sentiment regarding housing in Mineral Point reflects nationwide trends. Low inventory, high prices, bids in excess of asking price, and the rise of short-term rentals are all occurring within the city. Invalid sales (sales that occur prior to a home hitting the market) also prevent newcomers from accessing some available homes. Mineral Point residents mentioned a need for faster permitting and fewer restrictions on building a home.

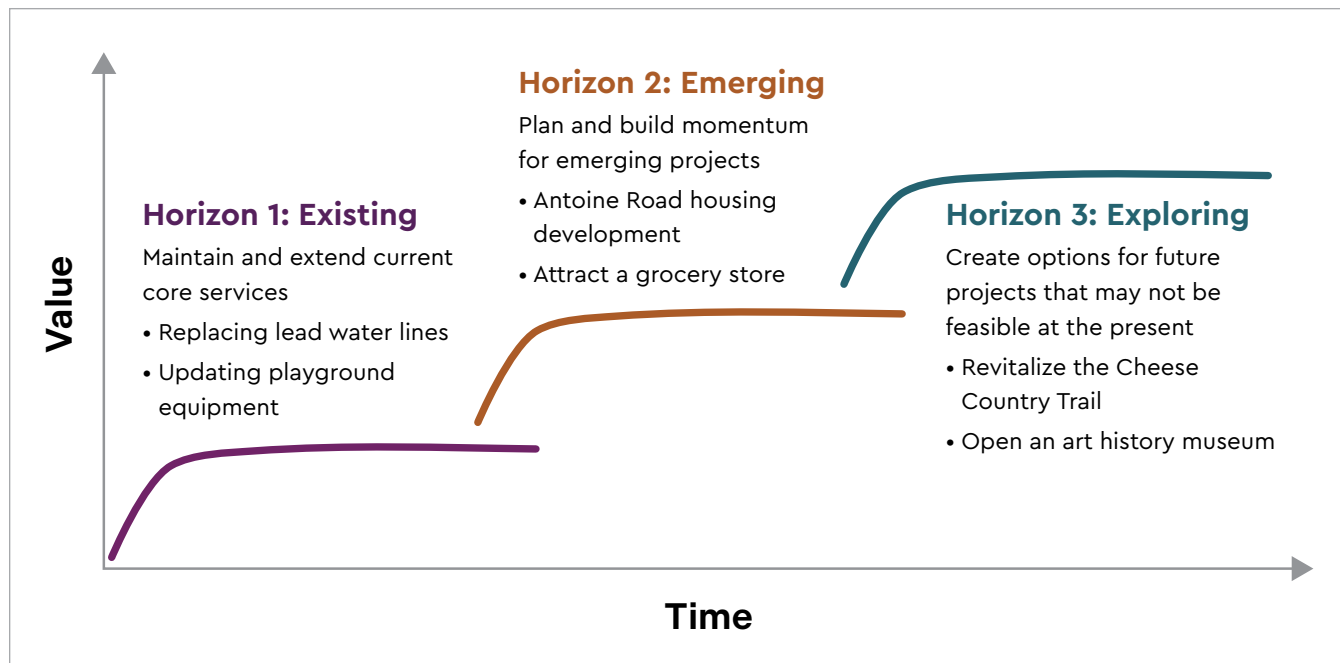


Implementation Structure

The goals and actions outlined throughout the chapters of this plan are organized according to the Three Horizons Model.⁶ The model was originally used in the private sector but can be applied to municipalities as well. In essence, there are three types of projects that a municipality can take on: existing, emerging, and exploring.

- ✓ **EXISTING PROJECTS** focus on performance improvement of services that are already in place.⁶ In Mineral Point, that could include replacing lead water lines or updating playground equipment in local parks.
- ✓ **EMERGING PROJECTS** includes projects that are in the planning phase or are soon to come to fruition.⁶ The housing development on Antoine Road (see page 12) or the attraction of a new grocery store (see page 29) are example projects for this horizon. Both projects have taken considerable time and effort but are nearing ground breaking or opening.
- ✓ **EXPLORING PROJECTS** would occur on a later time horizon, but warrant further consideration due to their potential for success or growth.⁶ This could include revitalizing the space near the Cheese Country Trail trailhead or opening an art history museum.

It's important to note that the three horizons do not occur in succession, but rather with some concurrence, hence the overlapping lines in the model below. As existing services are being improved, planning should begin for an emerging project. Prior to an emerging project reaching completion, another emerging or exploring project should be analyzed and planned. This overlap in projects and project planning helps eliminate any long gaps in time that would occur with projects that occur in succession.



Economic Development, Housing, & Tourism

Existing Plans

2024 Housing Study

The Southwestern Wisconsin Regional Planning Commission (SWWRPC) completed a housing study for Mineral Point in 2024. The key takeaways include:

- ✓ **Mineral Point has high demand for owner-occupied units.** A healthy homeowner vacancy rate is 2%, however, in 2020, the city had a homeowner vacancy rate of only 1.4%. This indicates that there are too few available houses for the existing demand.
- ✓ **There are a number of factors preventing movement within the housing market.** In Mineral Point, 43% of homeowners have lived in their homes for at least 24 years indicating that these residents have paid off or nearly paid off their mortgages. This level of equity could make homeowners less willing to sell their homes. Additionally, nearly 14% of Mineral Point households contain an individual over 65 who lives alone. Without senior housing or other housing choices, these seniors may remain in homes that are too large for their needs.
- ✓ **Median income is not keeping pace with median home value.** In 1980, the median home value was 2.5 times the median household value. In 2021, home value had jumped to 2.9 times income. The difference between income and home value is now over \$127,000 in 2023 dollars. Increasing home sizes, higher interest rates, lack of movement in the housing market, rising construction prices, labor shortages, and fewer building contractors have all contributed to rising home values.
- ✓ **Over 25% of Mineral Point homeowners are housing "cost burdened," meaning they spend more than 30% of their income on housing.** As is typically expected, the percentage of cost burdened renters is higher, at 28.6%. These households indicate a need for additional housing options, higher wages, cheaper childcare, or a number of other factors.



Assets

Tourism

The historic architecture and numerous art galleries in Mineral Point have helped create a tourist destination for art lovers across the Midwest. Organizations such as Arts Mineral Point, the Chamber of Commerce, Gallery Night, the Opera House, and Shakerag Alley Center for the Arts host events that draw in both locals and tourists and create economic benefits for the community. The infographic below shows statistics from a sample of the 2024 calendar year events.



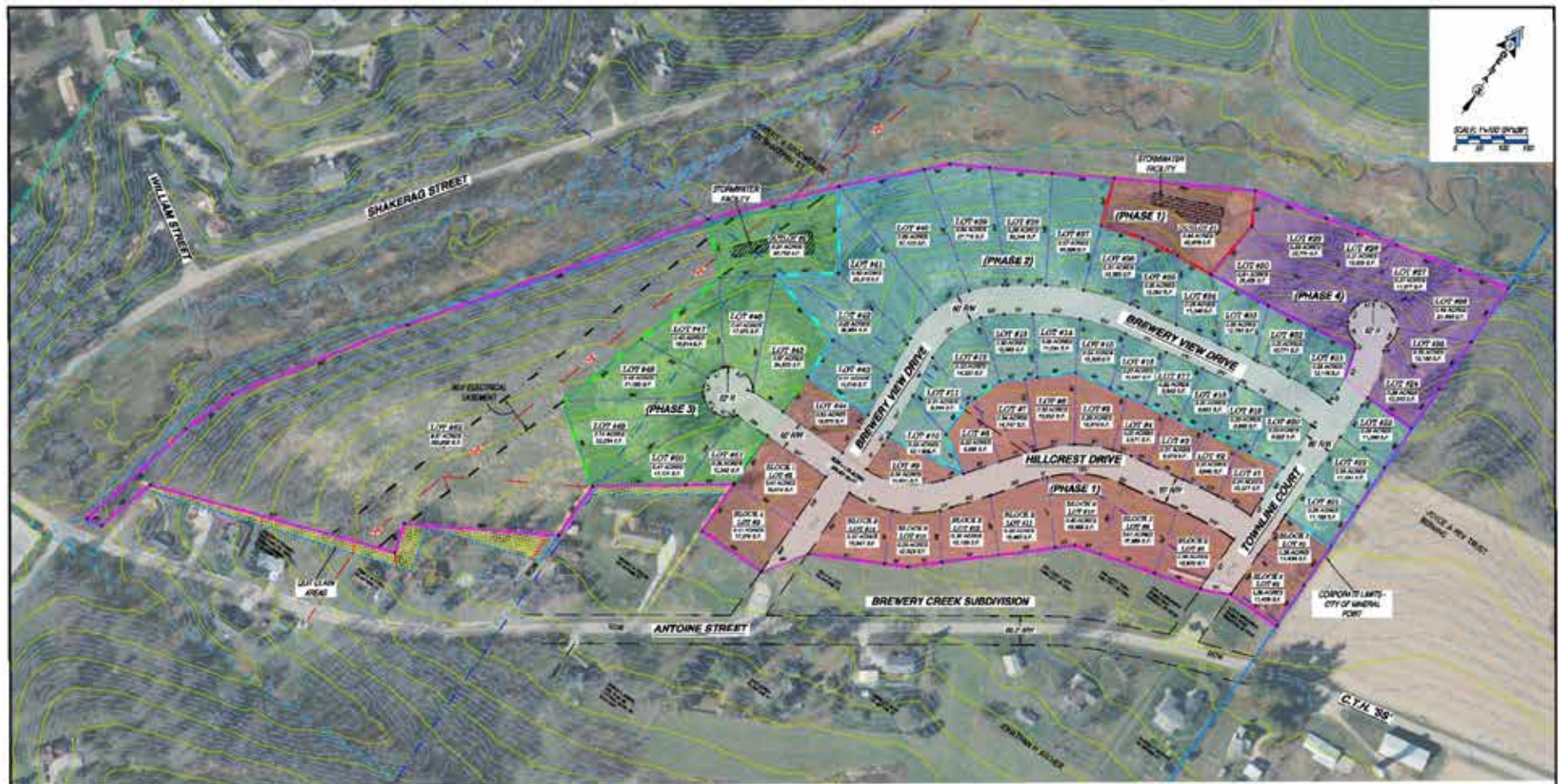
Housing Growth

The City of Mineral Point has been working on new housing options and recently purchased land north of Antoine Street for development. The city is working with Delta 3 Engineering to create a development plan for the site. Discussions on lot size and types of homes are still underway, but the city is hopeful the lots will provide opportunities for new families and Mineral Point's workforce. There is strong need for housing options in Mineral Point with residents open to any type including senior housing, apartments, single family homes, and condos.

Business Taskforce

Several local leaders came together to create the Business Taskforce after seeing and experiencing the need for additional businesses in the community. This informal group of residents, business owners, and city government leaders meets at local coffee shops to discuss the existing business and to hear from potential future business owners. The meetings bring together the connections and insider knowledge of the locals with the startup energy from potential business owners. The Business Taskforce has placed key issues front and center such as the need for new grocery and hardware stores.





**PROPOSED BREWERY CREEK LAND DEVELOPMENT -
CONCEPT PLAN - OPTION #2
MINERAL POINT, WISCONSIN**

PROJECT LOCATION: ROBERT GOODWEILER PROPERTY, MINERAL POINT

- PHASE 1 - 21 LOTS**
11 LOTS (EX. BREWERY CREEK), 10 NEW LOTS, OUTLOT #1
- PHASE 2 - 27 LOTS**
- PHASE 3 - 7 LOTS, OUTLOT #2**
- PHASE 4 - 7 LOTS**

R-1 ZONING REQUIREMENTS:
(DENSE SINGLE-FAMILY RESIDENTIAL DISTRICT)
MIN. LOT AREA - 6,000 S.F. DWELLING UNIT

PRINCIPAL BUILDINGS (SINGLE-FAMILY RESIDENCES):
STORY HEIGHT - 35'
SIDE YARD - MIN. 5' (SIDE STREET OF CORNER LOT 10)
REAR YARD - 35'
MIN. LOT WIDTH - 80'

DELTA 3
DESIGN BUILD

1101 E. 10th St. Suite 200, Mineral Point, WI 53401
Phone: (608) 386-1000
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Email: info@delta3.com
Website: www.delta3.com

© PROJECT LOCATION: ROBERT GOODWEILER PROPERTY, MINERAL POINT, WISCONSIN

Needs

Thoughtful Growth

Mineral Point residents have varied views when it comes to maintaining the city versus growing the city. Some residents have a desire to maintain the community's small-town charm by limiting development and preserving historical and natural elements of the city. Others see potential for growth through increased tourism and opportunities for new full-time residents. However, these concepts do not have to be mutually exclusive.



Quotes provided by Mineral Point residents.

Economic Diversification

Mitchell True Value Hardware was a locally owned hardware store that opened its doors in Mineral Point in 1910. From then until 2020, the storefront on High Street remained in the hands of the same family.⁷ However, after 109 years of operation, the owners chose to retire and, with no family member left to run the store, the True Value closed its doors. Not long after, in 2022, Point Foods, the only grocery store in town, also closed its doors due to retiring owners.⁸

Today, Mineral Point residents still desire staple businesses such as a grocery store, hardware store, bakery, additional restaurants, a shipping center, and childcare. While art galleries and studios drive tourism and meet the needs of visitors, residents expressed a need for a better diversity of businesses, especially those that support full-time residents.

Goals & Recommendations

- **ECONOMIC DEVELOPMENT GOAL:** Ensure the economy is diversified and can adapt to change.
- **HOUSING GOAL:** Expand housing opportunities to provide diverse options for families, the workforce, and seniors.
- **TOURISM GOAL:** Continue to foster tourism in support of the local economy and culture.

♥ Neighbors Who Care 🌱 Thoughtful Growth ⚖️ Balancing Desires of Residents & Tourists 💡 Lifelong Learners

Action	Horizon	Project Lead	Core Value
Continue business taskforce meetings and review the desired business list every two years.	Existing	Business Taskforce	🌱 ⚖️
Include a step-by-step process on the city website for developing housing. List any incentives that may be available.	Existing	City	🌱
Coordinate with the chamber and business taskforce to market the revolving loan funds for small businesses provided by SWWRPC and the city.	Existing	City, Regional Planning, Chamber, Business Taskforce	🌱 ⚖️
Market the future land use map to highlight options for future business locations.	Existing	City	🌱
Invite food vendors and food trucks to public spaces such as the green area outside of city hall/library.	Emerging	City & Chamber	⚖️
Focus on selling locally-produced and agricultural products to meet the needs of residents and the desires of visitors. This could happen in coordination with existing businesses like art galleries.	Emerging	Local Businesses	🌱 ⚖️
Update the community logo and branding, which should build on the core values and vision statement in this comprehensive plan.	Exploring	City & a Graphic Design Company	♥ 🌱 ⚖️ 💡
Implement a wayfinding plan to allow better navigation. Improve wayfinding nearby and from the Cheese Country Trail to draw in tourists. Improve wayfinding to High Street and general signage at 5-point intersection.	Exploring	Chamber & City	⚖️
Consider business ventures that could share spaces. Examples include art galleries featuring multiple artists, a shipping center that also sells local goods, or a local barbershop that hosts guest barbers. Shared spaces can reduce rent for business owners and help storefronts stay open throughout the week.	Exploring	Business Taskforce	🌱 ⚖️

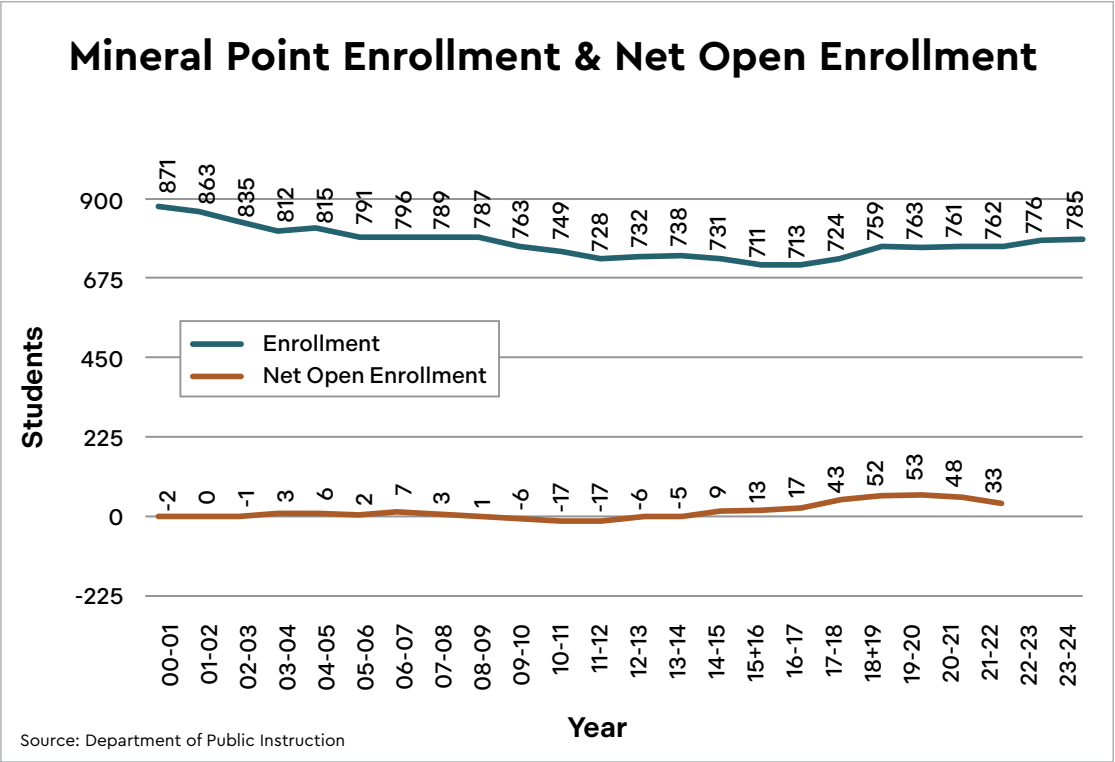
Community Resources, Environment, & Transportation

Assets

School District

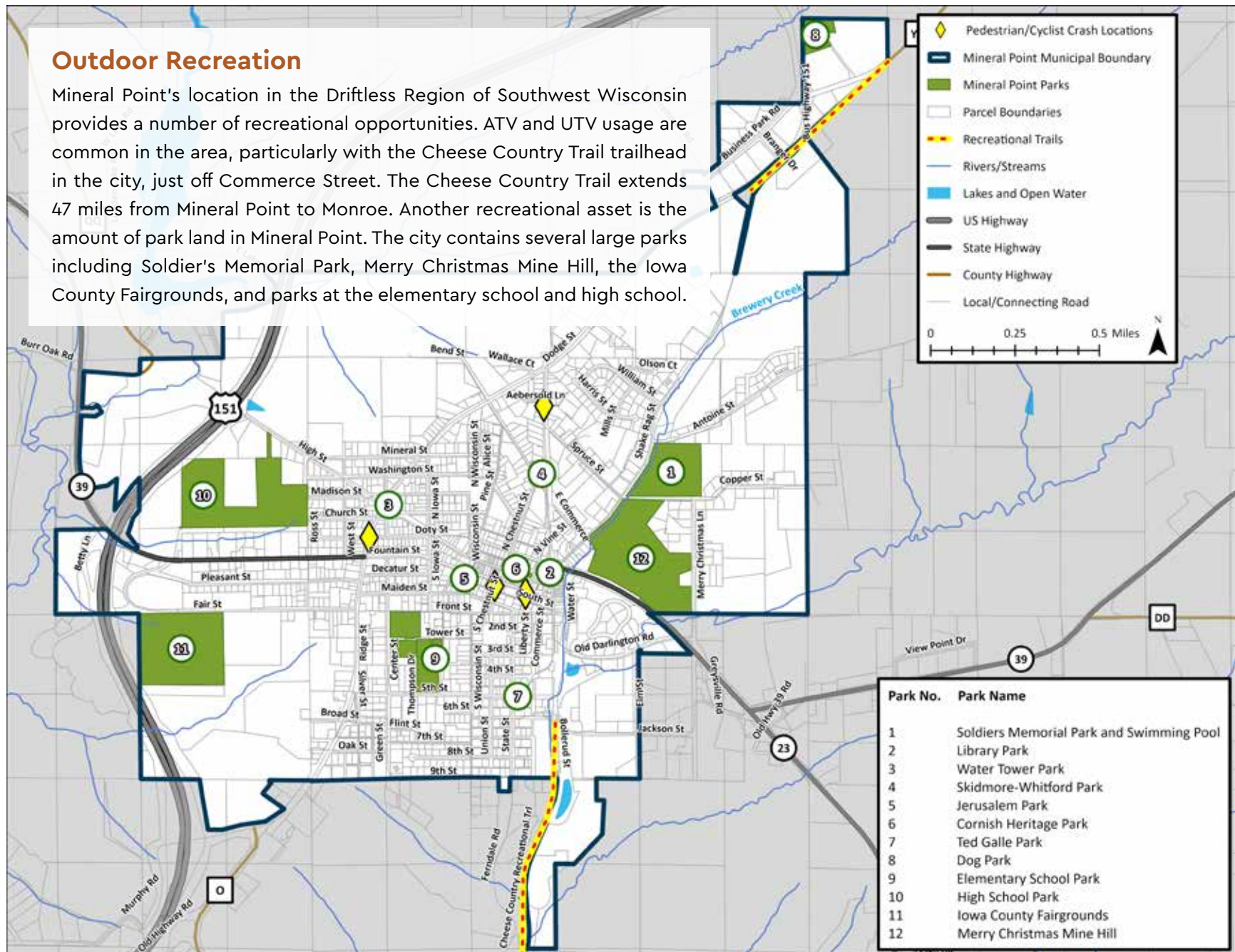
The Mineral Point School District is an asset in the community due to the quality education and numerous opportunities that students are offered. High school juniors and seniors listed several strengths of the school district including teachers, coaches, guidance counselors, and other staff; quality academics; sports; special programs like youth apprenticeships, future business leaders, and the media program; the art and band programs; and the school community overall. Students feel that the district has adequate facilities and technology and appreciate the hands-on classes.

Mineral Point experienced 5.2% growth in student enrollment between 2013 and 2023. This growth is an outlier compared to other districts in the region, many of which are seeing enrollment decline. Much of this growth comes in the form of open enrollment from neighboring districts with a high of 53 net students open enrolling into the district in the 2019–2020 school year.



Outdoor Recreation

Mineral Point's location in the Driftless Region of Southwest Wisconsin provides a number of recreational opportunities. ATV and UTV usage are common in the area, particularly with the Cheese Country Trail trailhead in the city, just off Commerce Street. The Cheese Country Trail extends 47 miles from Mineral Point to Monroe. Another recreational asset is the amount of park land in Mineral Point. The city contains several large parks including Soldier's Memorial Park, Merry Christmas Mine Hill, the Iowa County Fairgrounds, and parks at the elementary school and high school.



Community Associations

Mineral Point has a wealth of community associations that provide community and economic development services which are vital to implementing projects such as those recommended in this plan. There are also numerous regular gatherings of residents and local leaders that are not formalized into an association. The city government alone cannot implement all projects and relies on local residents to fill some needs. Current organizations, their purpose, and their known projects include the following:

Community Association	Purpose	Projects
American Legion	Advocates for the needs of veterans, service members, and their families	
Antique Car Club	Gather people around a shared interest	
Arts Mineral Point	Promote arts and artists	Paint the Point, Lantern Fest, Member Art Show
Business Taskforce	Informal group promoting business ownership in Mineral Point	Monthly meeting on the first Friday at a local coffee shop
Chamber of Commerce	Enhance business development, advocate for the business community and promote the city of Mineral Point as a great place to live, work, and visit.	Annual Golf Outing, July 4th, Candlelight Shopping, weekly e-newsletter
Dog Park Group	Fundraise and maintain the 40-acre dog park in Mineral Point	
Fire Department	The Fire Department provides top-notch fire, rescue, and all hazard mitigation to all residents and visitors passing through our response area.	Gun raffle, golf outing, steak supper
Gallery Night Committee	Organize the four gallery nights that occur each year to draw tourists to the art galleries.	Gallery Night
Historical Society (Orchard Lawn)	Preserving the unique history of Mineral Point	Tours of the estate, community events and programs such as Jammin' on the Porch
Kiwanis	International service organization dedicated to improving the lives of children and communities	Easter egg hunt, holiday chestnut roasting, Halloween costume contest, highway cleanup, 4th of July

Community Association	Purpose	Projects
Lions	International service organization with members engaging in projects to help communities and address global issues.	Flower sale, fall raffle, holiday lights, highway cleanup, 4th of July
Masons	Brotherhood of like-minded men who genuinely care about each other.	Paint the Point, brat sales, philanthropy
Odd Fellows	Fraternal organization known for its emphasis on friendship, love, and truth.	Pork sandwich fundraiser, brat feed
Opera House	Theater for All the People. Elegant, restored theater hosting a diverse mix of cultural, musical, visual/film, and community and private events throughout the year.	Shows, films, community and private events
Pendarvis	Preservation of structures and stories of Mineral Point Cornish and mining history.	Tours
Pointer Pantry	Ensuring school kids have food on weekends and breaks	Food gift certificates for Mineral Point students
Pointer Prowlers ATV Club	Create, maintain, and enjoy the local UTV routes near Mineral Point	
Railroad Society	Operates museum in the former Milwaukee Road depot in Mineral Point	Museum open the first weekend in May to the last weekend in October
Rescue Squad	The Rescue Squad includes both volunteer and paid positions which operate as an Advanced EMT service.	
Shakerag Center for the Arts	Arts and historical preservation education	Workshops and classes
Uplands Garden Club	Community garden club in Iowa County.	Monthly educational programs
VFW	Assist veterans and their families in filing VA disability claims and securing earned benefits at no cost.	

Needs

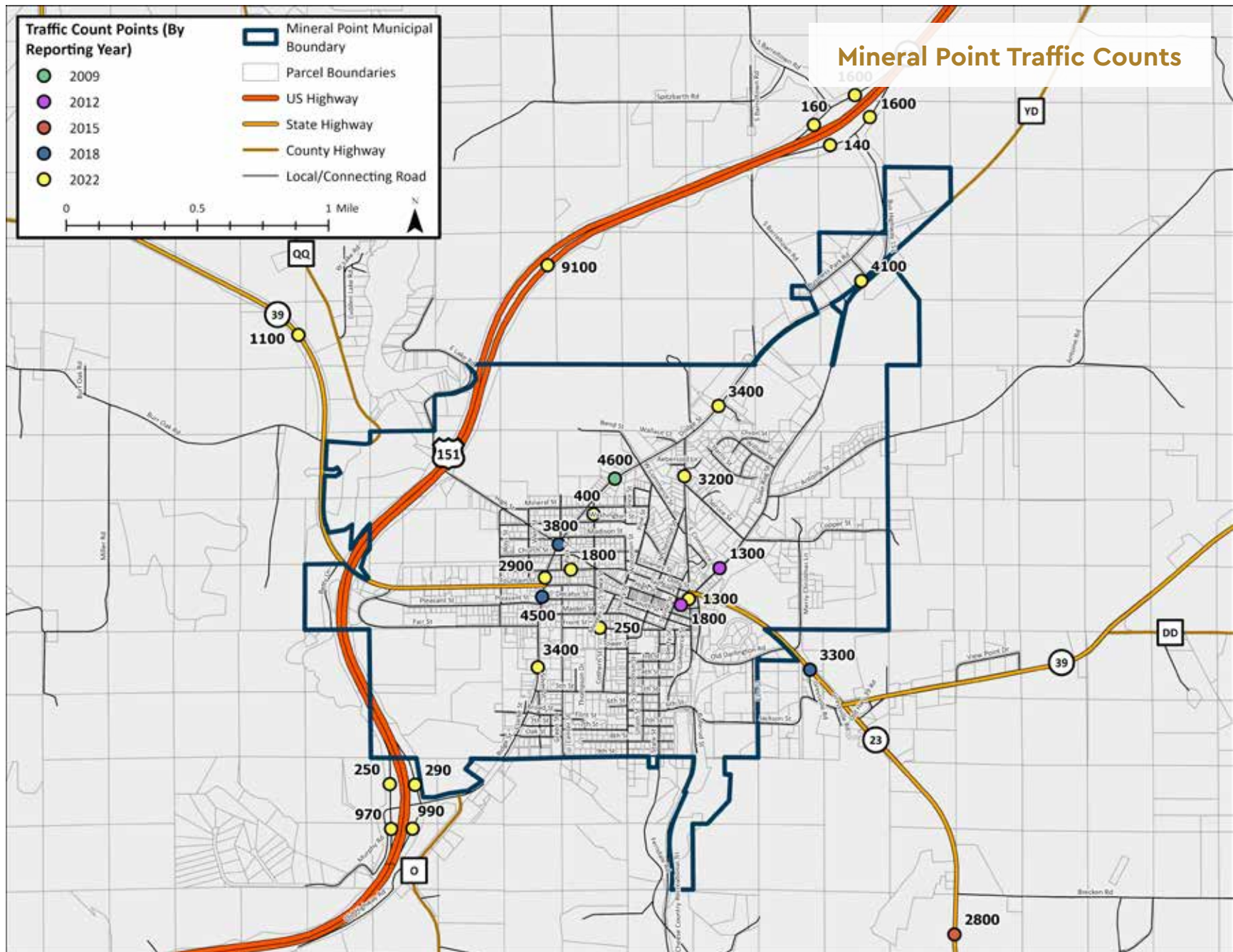
Ridge Street Active Transportation Improvements

Residents and visitors of Mineral Point identified Ridge Street as the most important location for pedestrian and cyclist improvements. Traffic counts from 2009 to 2022 show that Ridge Street is consistently the busiest street in the community. Ridge Street has several popular businesses including Kwik Trip, Casey's, Little Wolf Farm, Pointer Café, American Wine Project, and Aspen Ridge Home & Garden. However, the sidewalks on Ridge Street are inconsistent – not extending to all businesses or only located on one side of the street. Residents, including students, expressed a desire to have sidewalks on both sides of the street along with traffic calming measures to slow vehicles and improve safety along the street. During the school year, a crossing guard assists students at the intersection of Maiden and Ridge. Residents mentioned that Ridge Street can be difficult to cross without a crossing guard such as at Ridge Street and Doty Street or Ridge Street and Water Tower Park.

Intersection Safety Improvements

Mineral Point has two intersections that are particularly difficult for pedestrians and cyclists (and even drivers) to navigate. The first is the 6-point intersection where High, Doty, and Iowa Streets meet. The intersection serves as an entrance to the historic downtown but the sheer size of the intersection can cause some challenges for pedestrians. The second is the 5-point intersection where Highway 23/39 meets Commerce, Doty, Shakerag, and Water Streets (see photo below). Traffic on Highway 23/39 does not stop and both Shakerag and Water Streets are slightly offset from the intersection. These factors lead to confusion from drivers, pedestrians, and cyclists. Shakerag Street provides access to Soldiers Memorial Park and the public pool, making it essential for pedestrians and cyclists to safely cross Highway 23/39.





Sidewalk & Trail Consistency and Connectivity

Residents identified several locations where missing sidewalks need constructed or gaps in sidewalks need filled. For example, residents mentioned a need for sidewalks along Shakerag Street and a desire to have a trail to connect Ridge Street to the Cheese Country Trail for bike use.

Park Improvements

The biggest parks and recreation desire from residents and tourists is improvements to playground equipment in the city parks, particularly in Soldiers Memorial Park and Water Tower Park. Park users are concerned that the equipment is not safe for children to use. The second biggest desire included improvements to sports facilities. Many residents mentioned fixing the tennis courts and providing new, permanent pickleball courts. Other requests were for ice skating, a splash pad, and improved and additional public restrooms.

Indoor Recreation Facility

Many residents also expressed a desire for a gym or indoor recreation facility. Prior to opening the new Upland Hills Clinic in Mineral Point, many residents used the clinic's gym which was spacious with natural lighting. The new clinic moved the gym to a much smaller space with no natural lighting. Residents reported the space being rather uncomfortable and unsuitable for working out.

An indoor facility also presents an opportunity for shared uses. Residents mentioned a desire for a community center to host meetings and events or a space for seniors to play cards or engage with one another. A multipurpose facility could host both a gym and meeting rooms for other activities.



Goals & Recommendations

- **COMMUNITY RESOURCES GOAL:** Align investment priorities of the city, school district, and community associations to leverage greater community development impact.
- **ENVIRONMENT GOAL:** Revitalize existing spaces for residents and tourists to interact with the natural environment to improve well-being and sense of place.
- **TRANSPORTATION GOAL:** Develop and maintain a safe, accessible, and efficient transportation system that accommodates all modes of transportation.

♥ Neighbors Who Care

🌱 Thoughtful Growth

⚖️ Balancing Desires of Residents & Tourists

💡 Lifelong Learners

Action	Horizon	Project Lead	Core Value
Recruit businesses to provide a multi-purpose indoor gym and a hardware store.	Existing	Business Taskforce	🌱 ⚖️
Implement lighting throughout the community that complies with Dark Sky standards.	Existing	City	🌱 ⚖️
Include more public restrooms, seating options, greenery, and trash cans along High Street and in parks.	Existing	City	🌱
Incorporate public art using the city's sign code.	Existing	Local Businesses	🌱 ⚖️ 💡
Create a walking path or sidewalk on Shakerag Street that allows pedestrians to access Soldier's Park.	Existing	City	🌱 ⚖️
Maintain Tree City USA status which prioritizes planting and maintaining a healthy tree canopy in the city.	Existing	City	🌱 ⚖️
Continue working with DOT to prioritize bicycle and pedestrian safety at the 5-point intersection.	Emerging	City	🌱
Create a bike and pedestrian plan for the community to identify gaps in infrastructure, ways to improve the Ridge Street corridor, and opportunities for additional connectivity.	Emerging	City	🌱
Create outdoor spaces where artists can showcase their work and add to the welcoming and artistic feel of Mineral Point. Encourage the incorporation of local history and interactive art.	Emerging	City, Chamber, Local Businesses	♥ ⚖️ 💡
Establish community garden projects, with potential installations on Front Street and Commerce Street and at Galle Park and Water Tower Park.	Emerging	City, Uplands Garden Club, Residents	♥ ⚖️ 💡
Explore the potential for an art history museum in the community.	Exploring	Arts Mineral Point	🌱 ⚖️ 💡
Revitalize open space along Cheese County Trail to attract ATV riders and trail users. This could feature a park, public bathrooms, food trucks, etc.	Exploring	City	🌱 ⚖️
Explore options for a shared indoor pool, either at a regional level or between Mineral Point entities, such as the city and the school.	Exploring	Any	🌱 ⚖️
Analyze vacant commercial properties for the creation of a makerspace.	Exploring	Local Business	🌱 💡

Leadership & Governance

Assets

Community Leadership

Mineral Point residents view community leadership in a positive light with good leadership coming from several entities such as the city, chamber, and business taskforce. Residents also recognize the value of the strong relationship between the school district and community associations. Other opportunities for collaboration were discussed such as between Arts Mineral Point and tourism or combined communication efforts between the city, school, and chamber. Residents expressed being satisfied with communication from the city.

Stakeholders also have an opportunity to welcome and engage new residents and businesses. The business taskforce and the chamber of commerce are already engaging new business owners early, and the city serves as a partner to redevelop underutilized spaces. The city, chamber, and community associations should work together to provide business and volunteer opportunities for new residents to quickly engage newcomers in the community.



Needs

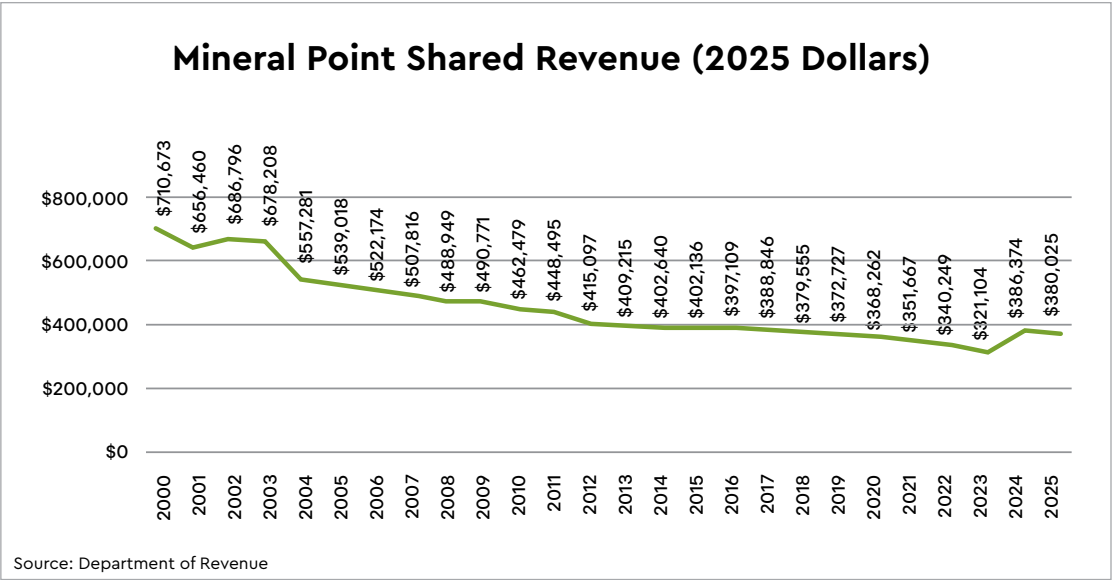
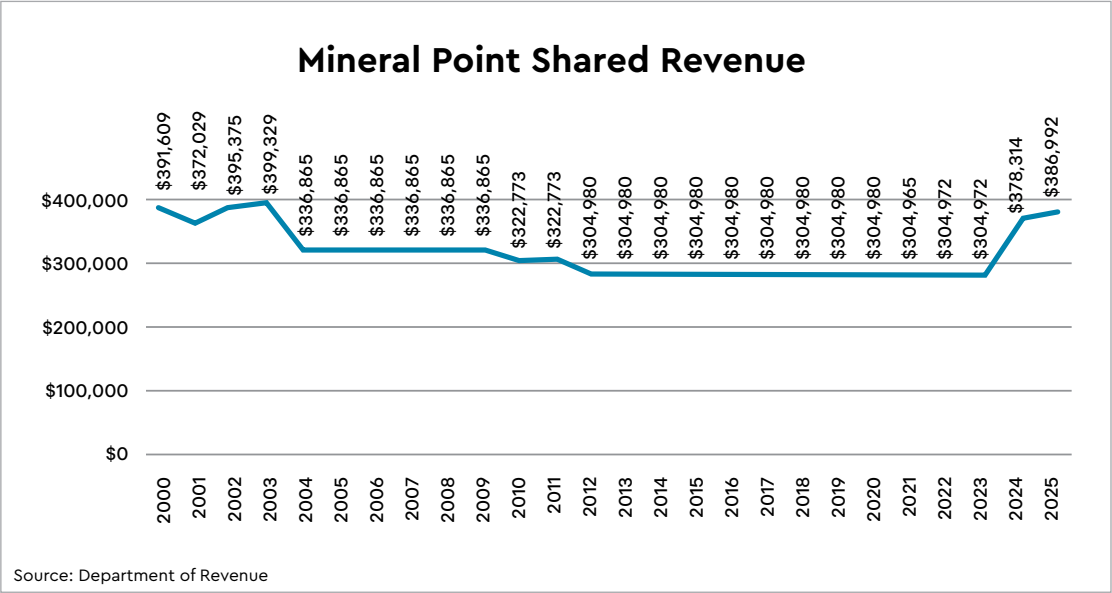
Capital Investment

There are several projects for future capital investment including improving walkability through sidewalks and trails, expanding for housing growth or for commercial or industrial growth, adding a recreation facility, expanding childcare options, improving parks, improving streets and utilities, constructing a new fire station, and improving the energy efficiency of existing buildings. These potential projects present an opportunity for balancing deferred maintenance with new infrastructure that will grow the community. Through the budgeting process, the city council should determine what percentage of funding will be spent on new infrastructure versus deferred maintenance.

Intergovernmental Cooperation

For the first 23 years of the decade, Mineral Point saw a reduction in shared revenue from the state. In 2000, the county received \$391,609. By 2012, the revenue had decreased to \$304,980. From that time until 2023, the revenue flatlined.⁹ In 2023, Act 12 was signed which changed the shared revenue program.¹⁰ As a result, Mineral Point saw a slight increase in municipal aid and received over \$73,000 and \$75,000 in supplemental aid in 2024 and 2025, respectively. While Act 12 helped counties and municipalities, inflation adjustments show that funding has decreased significantly over time, and expenses continue to increase when it comes to operating

a municipality. Similarly, levy limits only allow a municipality to increase its levy by the percent increase in equalized value from net new construction. As a result, a lack of new construction limits revenue for municipalities. These challenges create a need for cost sharing and exploring opportunities for intergovernmental cooperation.



EXISTING COOPERATION

The City of Mineral Point is already participating in intergovernmental cooperation through:

- ✓ **Ongoing Communication:** The Mineral Point Administrator meets with the Iowa County Administrator and other administrators, managers, and mayors in the region to maintain regular collaboration on economic and community development initiatives.
- ✓ **EMS Discussions:** EMS staffing and operations have become a concern around the entire southwestern Wisconsin region. Early conversations are being had among some communities regarding opportunities to share resources (e.g., staffing, insurance, training).

2025 PROJECTS

These projects are opportunities to expand intergovernmental cooperation in the next year.

Project Name	Project Description	Why is this Needed?	Barriers	Timeline
Joint Assessor Bidding Plan	Create a joint bid with towns, villages, and cities for assessment services	Economies of scale; Mineral Point interested after 2027	State approval rules; timing (post-2027)	Begin planning 2025; implement post-2027
Prosperity Southwest Engagement	MP Administrator to regularly attend Prosperity Southwest meetings	Regional engagement and resource-sharing opportunities	Time constraints	2025, ongoing
Room Tax Coordination	Work with the Mineral Point Township to adopt and align room taxes	Could fund tourism marketing	Requires township buy-in and legal setup	2025, planning phase

POST-2025 PROJECTS

Beyond 2025, these projects may require some additional time to complete.

Project Name	Project Description	Why is this Needed?	Barriers	Timeline
Shared Zoning Services	Explore regional zoning administration among zoned communities in Iowa County	Efficiency in zoning services; qualified staff hard to find	Code must be finalized; hiring decisions pending	Post-2025 code adoption
Joint Economic Development Strategy	Long-term approach to staffing and funding economic development, possibly with shared staff or services	Volunteers are inconsistent; city and county lack capacity	Budget, staffing, political will	2026–2028

PROJECTS THAT REQUIRE MORE INFORMATION

Finally, these projects should be explored to determine potential cost savings and feasibility.

Project Name	Project Description	Information Needed	First Step
City Expansion & ETZ Policy	Evaluate future of the extraterritorial zone (ETZ) between the city and township	Agreement on goals; potential shift to platting-only model	Discuss plat approval process in place of ETZ Zoning
Hotel Study	Assess need for a new hotel in Mineral Point	Funding, projected demand	Secure funding, potentially through E.D. grants
Municipal Courts	Explore the benefits and costs of a municipal court district	Financial costs and benefits	Convene municipalities and the county to discuss potential benefits
Retail Study	Evaluate feasibility of a retail study in Mineral Point	Funding availability, scope	Identify grants and discuss goals with the Chamber
Shared K9/Detective/School Resource Officer Resources	Share specialized police roles between City, County, and school districts	Availability, cost-sharing model	Inventory existing resources and gaps



Goals & Recommendations

► **LEADERSHIP GOAL:** Foster the development of community leaders across all genders, ages, backgrounds, etc.

♥ Neighbors Who Care

🌱 Thoughtful Growth

⚖️ Balancing Desires of Residents & Tourists

💡 Lifelong Learners

Action	Horizon	Project Lead	Core Value
Include training and education for newly elected officials, specifically new city council members. This should include attendance at a League of Municipalities conference and government workshop. The city should develop expectations for on-going council member training and develop a budget to support this initiative.	Existing	City	🌱💡
Hold a volunteer "fair" at the library or city hall. Invite local businesses, nonprofits, government organizations, and others to participate in the event to inform residents of the benefits of volunteering and the opportunities that exist.	Existing	Library, City, Community Associations	♥🌱💡
Create new resident welcome bags that include promotional materials from local businesses and community associations.	Existing	Chamber, City, Community Associations	♥
Explore the opportunity to have a student city council member to include youth perspective, grow relationship between school and city, and foster community involvement in young people.	Emerging	City	🌱💡
Explore budget opportunities for an additional staff member to support building code enforcement or historic preservation design review.	Exploring	City	🌱💡



Land Use

Analysis

In November of 2024, SWWRPC completed a windshield survey of Mineral Point – driving every road in the community to identify blighted and vacant properties. Vacant properties were categorized based on a future potential for residential, commercial, or industrial land. Several large areas of land were identified for potential residential development, including the land along Antoine Road where a housing development is already moving forward. These lands were identified as potential uses and do not indicate a private owner's willingness to sell. Each parcel requires additional exploration and communication with the existing land owner prior to any potential project progressing forward.

Several commercial spaces in the city are already being redeveloped. This includes the former medical center at the corner of High Street and Vine Street transitioning to a new grocery store, Staple & Fancy, and the former Ivey's Pharmacy on High Street transitioning to a family-oriented business. Additionally, the city is proactively seeking redevelopment of the former city garage on Fountain Street. There are a handful of other commercial spaces both along High Street and in other parts of the community that present opportunities for future businesses. The Business Taskforce is working to fill those spaces.



QQ



Needs

Infrastructure

As mentioned previously, infrastructure quality is top of mind for Mineral Point residents. The quality of the city's roads is the most visible infrastructure concern for residents, but water, stormwater, and sewer utilities are also in need of maintenance. Mineral Point still contains lead service lines that are in need of replacement. The community is also in need of increased mapping of the stormwater system to identify gaps in the system and prioritize future installation. City leaders should use the Three Horizons Model described on page 8 to determine an appropriate percentage of the city's budget that will be spent on deferred maintenance (existing) versus new projects (emerging or exploring).

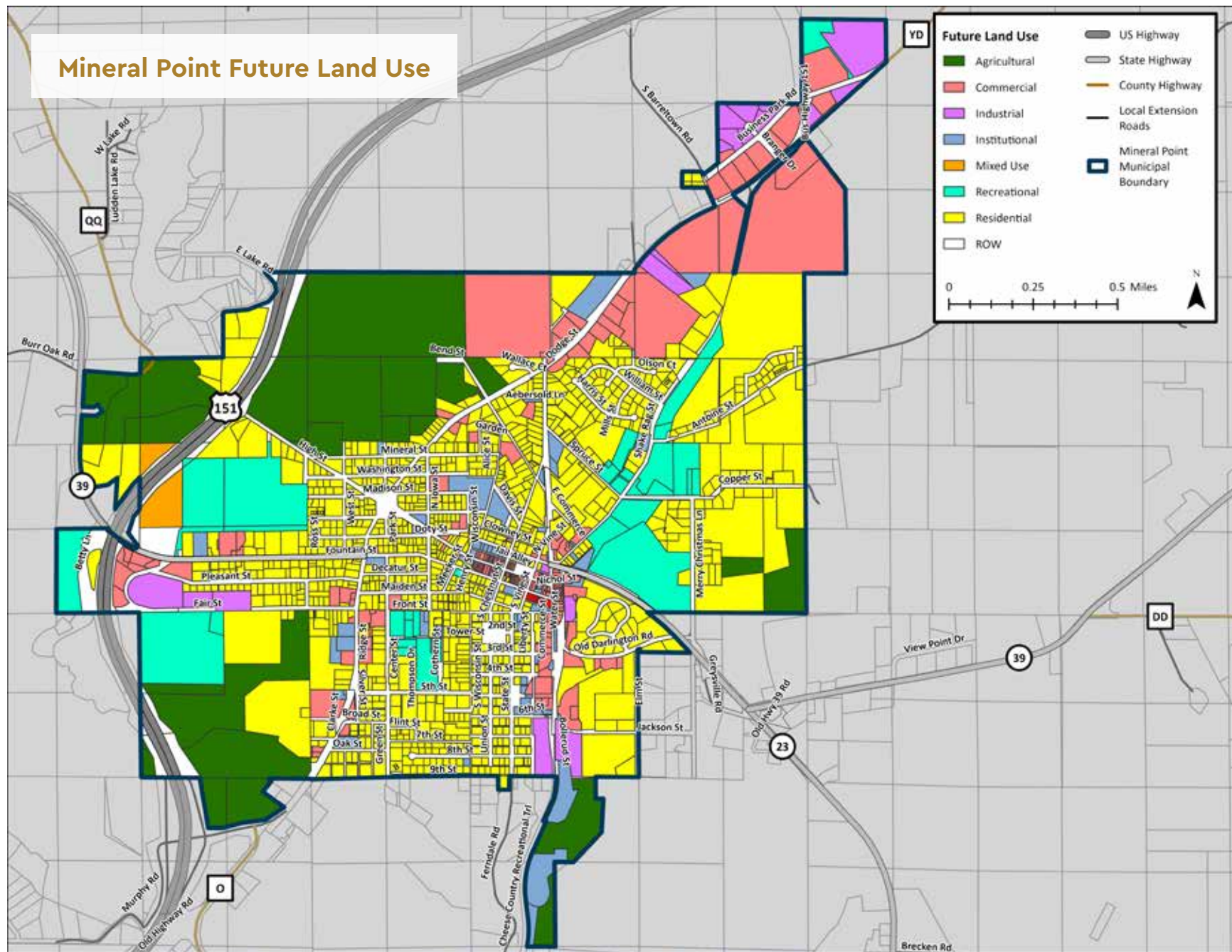
Goals & Recommendations

► **LAND USE GOAL:** Explore options for residential, commercial, and industrial growth that are in harmony with the community's values.

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Action	Horizon	Project Lead	Core Value
Use the future land use map to guide future development. State statute requires the city to update the future land use map if any zoning changes are not in agreement with the map in this plan.	Existing	City	🌱 ⚖️
Continue the Business Taskforce to market vacant commercial spaces and encourage potential business owners to open storefronts in Mineral Point.	Existing	Business Taskforce	🌱 ⚖️
Review the existing property maintenance ordinance and explore amendments or a new ordinance to better address property needs.	Existing	City	🌱 ⚖️
Expand mapping of the city's utilities to identify system gaps and prioritize future installation. Determine an appropriate percentage of the city's budget that will be spent on deferred maintenance versus new projects.	Existing	City	🌱 ⚖️
Permit non-traditional residential development such as accessory dwelling units where all other building code standards and setbacks are met.	Emerging	City	🌱
Use the windshield survey results to explore future residential, commercial, and industrial development.	Exploring	City	🌱 ⚖️

Mineral Point Future Land Use



Mineral Point Zoning



Continual Improvement

A transition from planning to implementation is required for the city to accomplish the previously mentioned goals and actions. The city can utilize the Plan, Do, Study, Act (PDSA) Cycle to implement this plan and treat it as a "living document". Through the adoption of this plan, the city has achieved the first step in this cycle. This comprehensive plan must remain active and serve as a starting point for the community to implement their desired goals. The PDSA cycle requires this plan to be reviewed regularly and, at time, updated when determined vital to the best interests of the city.

The strategies and actions outlined in this plan range from short-term to long-term, and simple to complex. Some actions will need to be completed before others can begin. During the PDSA process, city leaders should work together and reference this plan as a guide to accomplish these goals on an on-going basis, including an annual review of this plan to measure progress



Plan

This is the work completed through the comprehensive planning process in 2025, culminating in this document. It included community engagement, review of relevant data and past planning work, and conducting interviews with key personnel. This process should take place again no later than 2035.

Do

This phase includes plan roll-out and executing objectives. Key aspects include:

- ✓ **The most urgent and important action following plan adoption is to identify a person or group of leaders who will steward the plan through implementation.** Following plan adoption, city council should meet and prioritize actions for implementation in the first year including goal-setting and resource allocation. Stewardship responsibility may evolve over time. For the first year of implementation, this stewardship team should consist of members of the steering committee to ensure continuity of knowledge of the planning process.
- ✓ **Identifying responsible parties** – This plan outlines proposed responsible parties. Review and confirm that the responsible party is the best-equipped party for the project.
- ✓ **Identifying required resources and partners** – Build capacity and establish collaboration to accomplish goals. Goals and allocation of resources should be reviewed annually.
- ✓ **Documentation** – Develop or finalize the targets and measures the team will use to measure progress towards continual improvement and plan implementation. This includes both the analysis of existing data and collection of new data.

Study

The interdisciplinary team identified in the "Do" phase should meet quarterly and be able to connect with city staff, committees, and boards to monitor and manage implementation and to record progress. They should also identify and define barriers to implementation in order to inform future planning. Common barriers to plan implementation include:

- ✗ Legacy rules or procedures.
- ✗ Lack of staff time to work on initiatives.
- ✗ Choices or trade-offs are not made. Trying to do everything.
- ✗ Choosing to wait for a "better time."

Act

This phase of the process sets the stage for continual improvement. As the city sees progress, documents successes, or meets with barriers on any given initiative, it should look to:

- ✓ Adopt practices that work and are successful. Formalize them as part of the city's culture.
- ✓ Adapt good practices that need improvement. This includes surmounting obstacles, finding efficiencies in existing processes, and documenting why things don't work.
- ✓ Abandon existing practices that don't support progress, and new initiatives that are not the right fit for the city. The team must document the reason for abandonment so they can learn from this and avoid similar issues in the future.

Goals

► **IMPLEMENTATION GOAL:** Engage all stakeholders in implementation to move projects forward.

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Action	Horizon	Project Lead	Core Value
Implement continual improvement using the Plan, Do, Study, Act process to ensure the planning work here is implemented and the plan remains a living document.	Existing	City	🌱 ⚖️ 💡
Utilize this plan and other planning documents. Evaluate the plan on an annual basis for potential changes.	Existing	All	🌱 ⚖️ 💡
Ensure all elected officials, city staff, and key stakeholders are familiar with this plan. Include a copy of the plan on the city's website.	Existing	City	♥ 🌱 ⚖️ 💡



Planning Process

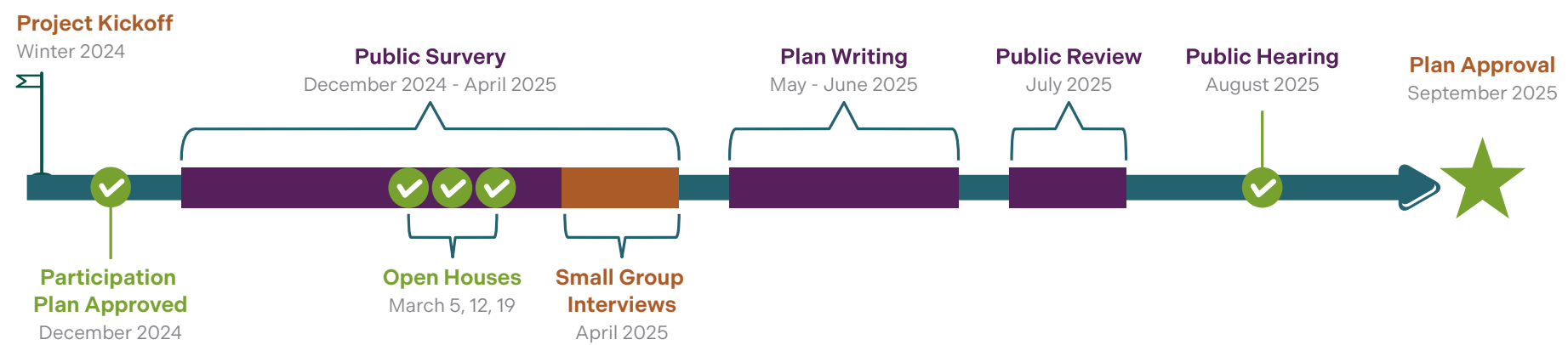
Planning Elements

Wis. Statute §66.1001 outlines nine elements required to be included in a community's comprehensive plan. This plan addresses those nine elements throughout the eight chapters.

Engagement

The Mineral Point comprehensive planning process brought community stakeholders and residents together to collectively discuss city resources in order to create a unique, vibrant, and resilient future for the City of Mineral Point based on the community's desires. This planning process was completed by Southwestern Wisconsin Regional Planning Commission (SWWRPC) in coordination with the Mineral Point Comprehensive Plan Steering Committee and the City of Mineral Point Plan Commission and City Council.

The planning process included stakeholder identification, data collection, a review of existing local plans, and extensive community outreach to gather resident and stakeholder input through interviews, public input sessions, and a community survey. That input, along with the most relevant data, is incorporated into the following plan to provide a community-informed and directed vision and guide for the city over the next ten years.



A survey was available for all residents and community stakeholders to provide input into the comprehensive plan. The survey was available online and paper copies were also made available. Information on access to the survey was distributed via flyer, City website, the *Dodgeville Chronicle* newspaper, social media, and in tax bills that went out in December 2024. The survey was available in both English and Spanish and was available between December 16, 2024 and April 30, 2025. The initial survey results were used to frame questions for the open houses.

Three open house meetings were held in March 2025. These meetings allowed one-on-one and group conversations with residents around key topics including visioning, housing, economic development, community resources, leadership, and transportation among others. The meetings were held on Wednesday evenings from 4:00 – 7:00pm at the Mineral Point City Hall. There were approximately six SWWRPC staff members present to lead the discussions.

On March 12, 2025, SWWRPC staff met with both the junior and senior classes at Mineral Point High School to gain a greater understanding of their perspectives of Mineral Point and their plans for the future. Approximately 45 juniors and 43 seniors were engaged in a process similar to the open houses. The results provided information on community issues and retention of youth.

To provide guidance and to supplement public input, a steering committee reviewed and commented on survey and open house results, as well as preliminary vision, core values, and recommendations within this plan. The steering committee was made up of members from the City Council and Plan Commission, Mineral Point School District, Chamber of Commerce, Community Foundation, Mineral Point Rescue Squad, Shake Rag Alley Center for the Arts, and local businesses.



Engagement	Date	Stakeholders Engaged
Public Participation Plan Adoption	December 10, 2024	14
Public Survey Released	December 16, 2024	214
Stakeholder Interview – Cummins	January 9, 2025	4
Stakeholder Interview – City, School, & Chamber	February 11, 2025	4
Steering Committee Survey Review & Open House Preparation	February 20, 2025	8
Open House – Vision, Housing, Economic Development	March 5, 2025	45
Stakeholder Interview – High School Juniors & Seniors	March 12, 2025	88
Stakeholder Interview – City & County	March 12, 2025	2
Open House – Recreation, Community Facilities, Resiliency	March 12, 2025	27
Open House – Transportation & Land Use	March 19, 2025	17
Steering Committee Open House Review	April 17, 2025	16

On _____ a Class 1 public notice was published in the *Dodgeville Chronicle* to inform residents and stakeholders that a draft of the comprehensive plan was available for review for the next 30 days. Following the 30-day notice, the Plan Commission held a public hearing on _____ to hear comments and suggestions related to the draft plan. Following the public hearing, the Plan Commission took action to recommend the City Council adopt the Comprehensive Plan. The City Council adopted the Comprehensive Plan on _____.

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Ordinance



MINERAL POINT, WISCONSIN



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