

**Subject:** Village of Baldwin Comprehensive Plan Update  
**To:** Village of Baldwin Board of Trustees, Plan Commission and Village Administrator  
**CC:** Jason Kjeseth, Community Development Director  
**From:** Nicole Peterson, St. Croix County Planner  
**Date:** January 12, 2026  
**Board/Plan Commission Meeting:** January 26, 2026

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### **Village of Baldwin Comprehensive Plan Update**

The purpose of this memorandum is to provide the status of the Village of Baldwin Comprehensive Plan update project. Since the December 10, 2025 Board meeting, we have prepared a revised draft 2026 Village of Baldwin Comprehensive Plan. Please find attached draft plan dated 01/12/2026 for your review and comment at the January 26, 2026 joint Board and Plan Commission meeting to review the comprehensive plan. Please visit the project webpage for updates and information at [sccwi.gov/Village-of-Baldwin](http://sccwi.gov/Village-of-Baldwin). Thank you so much for your time and consideration.

### **Draft Plan Revisions**

The attached draft 2026 Village of Baldwin Comprehensive Plan dated 01/12/2026 includes the introduction and housing chapters and Appendix A Public Participation Summary. At the December 10, 2026 meeting we reviewed a summary of the public participation, Appendix A, including the survey results and vision session notes. The following draft plan revisions were made based on the December 10th meeting discussion.

**INTRODUCTION CHAPTER** No revisions

**HOUSING CHAPTER** No revisions

### **APPENDIX A PUBLIC PARTICIPATION SUMMARY**

1. Page 21 Public Participation Process
  - a. Revised sentence 1: *On August 13, 2025 September 10, 2025 the Village Board adopted Resolution No. 2025-07 approving the public participation plan as required by Wisconsin Statutes sec. 66.1001(4).*  
b. Changed font color from red to black.
2. Page 24-25 Housing Vision Session Summary
  - a. Replaced the session notes with Artificial Intelligence (AI) summary:

Housing Vision Session Summary (Notes removed):

1. Residential lot sizes
  - a. ~~Promote smaller lot sizes to promote development~~
  - b. ~~Add different lot size options to increase opportunities for homebuyers at different price points~~
  - c. ~~Larger lot sizes preferred to keep rural feel instead of inner city. Variety of options still needed.~~
  - d. ~~Housing value based on lot size with inflating prices~~
2. Housing affordability
  - a. ~~Increase housing stock for homes of all income levels to promote families staying in the area~~
  - b. ~~Housing prices are mostly too high~~
  - c. ~~Housing is unaffordable for new homebuyers~~
  - d. ~~Support for affordable housing~~
  - e. ~~Housing affordability is a problem—not much under \$300,000 (2)~~
3. Condition and maintenance of housing
  - a. ~~Good condition of homes in the area~~

- ~~b. Condition of many homes in neighborhood are not well maintained~~
- ~~c. Older homes are generally well maintained but there should be incentives to encourage the home owners to make updates~~
- 4. ~~Outdoor storage and maintenance~~
  - ~~a. Storage units are ok for private residential use however, if used for a business (home occupation) it can cause traffic issues that affect neighbors~~
- 5. ~~New housing development (See also Land Use)~~
  - ~~a. What is the Village's plan to expand the town to accommodate more homes?~~
  - ~~b. Regulations are inconsistently enforced. Less control from government on what can be built on private property, more clearly defined regulations to reduce confusion.~~
  - ~~c. New developments reduce character of the community~~
  - ~~d. Support for increased housing stock~~
  - ~~e. Reduce square footage requirements for single family homes in developing areas~~
  - ~~f. Support for small homes to help homebuyers of all levels~~
  - ~~g. Promote development of single family homes and also incorporate some multi-family options~~
  - ~~h. Area west of Baldwin for future housing~~
  - ~~i. Add office, industry, and apartments~~
- 6. ~~Variety of housing types/ Accessory dwelling units~~
  - ~~a. Support for 55 and older communities~~
  - ~~b. Add multi-family units (2)~~
  - ~~c. Increase overall variety of housing types~~
  - ~~d. Village is behind on senior living opportunities, losing community members as a result~~
  - ~~e. Increase single level small homes for aging population [and individuals]~~
  - ~~f. Increase housing variety to help home buyers of all income levels~~
  - ~~g. Promote condominiums where the property is maintained for residents. This would be helpful for aging community.~~
  - ~~h. Lack of senior housing results in less community participation and hurts local economy~~
  - ~~i. A dog park placed in more densely populated area to provide people in small homes and apartments a place to run dogs~~
  - ~~j. Consider multi-family near 94~~
  - ~~k. Should have "cradle to grave" housing opportunities to cover the age ranges of the life cycle including more senior housing/care facility options.~~
  - ~~l. Build apartments closer to I-94~~

#### Housing Vision Session Summary (Artificial Intelligence-AI added):

##### 1. Housing Affordability & Access

- Strong concern that housing prices are too high, especially for first-time and moderate-income buyers.
- Limited availability of homes under \$300,000.
- Broad support for increasing housing stock across all income levels to help families and individuals remain in the community.
- Smaller homes and reduced square-footage requirements seen as important affordability tools.

##### 2. Lot Sizes & Community Character

- Desire for a mix of lot sizes to balance affordability with Baldwin's rural/small-town character.
- Smaller lots could encourage development and lower prices.
- Larger lots are valued for preserving a rural feel.
- Recognition that lot size directly impacts home values and pricing.

##### 3. Variety of Housing Types ("Cradle to Grave")

- Need for a wider range of housing options including single-family, multi-family, condominiums, apartments, and accessory dwelling units.
- Strong emphasis on expanding senior housing (55+, single-level homes, senior living facilities) to retain aging residents and sustain community engagement.

- Support for housing that accommodates all life stages—from young adults to seniors.
- Condos and maintenance-free housing viewed as especially beneficial for aging populations.

#### 4. New Development & Growth Planning

- Questions and concerns about the Village's long-term plan for residential growth.
- Support for increased housing development, particularly west of Baldwin and near I-94.
- Interest in integrating residential growth with office, industrial, and mixed-use development.
- Concerns that some new developments reduce community character.

#### 5. Regulations, Zoning & Consistency

- Perception that regulations and enforcement are inconsistent.
- Desire for clearer, more predictable development standards.
- Mixed views on government oversight: preference for less intrusion on private property paired with clearer rules to reduce confusion.

#### 6. Housing Condition remind Maintenance

- General acknowledgment that many homes are in good condition.
- Some concern about poorly maintained properties.
- Interest in incentives to help owners update and maintain older homes.

#### 7. Neighborhood Impacts & Supporting Amenities

- Outdoor storage acceptable for residential use but problematic when tied to home-based businesses due to traffic and neighborhood impacts.
- Need for amenities to support denser housing, such as dog parks in areas with apartments or smaller homes.
- Strategic placement of multi-family housing near highways to reduce neighborhood impacts.

### 3. Page 26-27 Transportation Vision Session Summary

- Replaced the session notes with Artificial Intelligence (AI) summary:

Transportation Vision Session Summary (Notes removed):

1. Roads, Highways (Condition, maintenance, trucking, farm vehicles, weight limit, braking)
  - Road conditions need to be updated in many areas, need improvement, lots of patches, long time to patch, all need maintenance (4)
  - 11<sup>th</sup> or 12<sup>th</sup> Avenue road connection to Dutch Heritage along with a walking path
  - Underground water & sewer infrastructure sometimes limits road surface repair
  - Road maintenance shop is good
  - Equipment is good
  - Future water tower on south side of 94
  - Traffic not a problem on 63
  - Semi traffic through village can be a challenge
  - No bypass over by 220<sup>th</sup>
  - One way street makes parking tight for large vehicles
  - Street vegetation is well maintained
  - Snow removal is timely and good
  - Bridges over creeks, Bridge is needed across creek in southern village, west of Hwy 63
  - Well maintained roads
  - Road construction is a challenge in small residential areas
  - Need capital improvement plan (CIP) to prioritize road maintenance
  - Working on adding curb/gutter
  - Streetscape is adequate. Village has a program to install landscaped boulevards in new developments.
  - Bridge on Hwy 63 was recently improved in 2010
  - Not a fan of the highway bypass concept, loss of business traffic
2. Safety

- a. ~~Good number of stop lights~~
- b. ~~Flags for street crossing is great~~
- c. ~~Flashing speed limit sign by Windmill Park~~
- d. ~~Speed is too fast~~

3. ~~Trails, Sidewalks~~

- a. ~~Not enough sidewalks in village~~
- b. ~~Need sidewalk / trail network from schools to parks~~
- c. ~~Support for sidewalk or easement consideration when new development occurs~~
- d. ~~Support for sidewalks along Hwy 63~~
- e. ~~Provide a safe pedestrian connector from housing to industrial area~~
- f. ~~Sidewalk around Quick Trip~~
- g. ~~Support for off road trail system~~
- h. ~~Connecting trail would be nice~~
- i. ~~Ok with no sidewalks~~
- j. ~~Add sidewalks and trails~~
- k. ~~New developments don't have sidewalks and maybe should but the maintenance by individual property owners is an issue~~
- l. ~~Hospital has a trail that connects to Wintergreen. Consider connecting to the village and businesses.~~
- m. ~~Need more trails and sidewalks for bikers and walkers. Too many walkers on the streets, especially kids~~

4. ~~ATV~~

- a. ~~There are ATV/UTV routes on a couple of streets in village and use on 63~~
- b. ~~ATV/UTV are great in village (2). Would be nice to have signals.~~
- c. ~~ATV/UTV are following speed limits~~

5. ~~Transit, ADA~~

- a. ~~Main street has ADA accessible at ends but not in between~~
- b. ~~Support for transit option to MSP area~~
- c. ~~Currently mass transit is non-existent, support to add and improve~~
- d. ~~Commuter Rail Service — Stay informed and participate, would be great for the village~~

6. ~~General~~

- a. ~~Public Works staff are great, with adequate number of staff~~
- b. ~~Increase intergovernmental cooperation with equipment~~
- c. ~~Would like to limit borrowing on infrastructure but should weigh interest costs versus inflation~~

Transportation Vision Session Summary (Artificial Intelligence-AI added):

1. Road Conditions & Infrastructure Maintenance

- Ongoing concern about road surface conditions, patching quality, and long-term maintenance.
- Need for a Capital Improvement Plan (CIP) to prioritize road repairs and infrastructure investments.
- Underground utilities (water/sewer) can limit or delay road improvements.
- General satisfaction with Public Works equipment, facilities, snow removal, vegetation maintenance, and staffed operations.
- Support for continued curb-and-gutter installation and landscaped streetscapes in new developments.
- Need for new or improved bridges, particularly in the southern part of the village and over creeks.
- Road construction poses challenges in small residential areas.

2. Traffic Flow & Heavy Vehicle Impacts

- Semi-truck traffic through the village can create challenges, particularly on local streets.
- Mixed opinions on bypass routes—some concern about loss of business traffic if a bypass is built.
- One-way streets can make parking difficult for larger vehicles.
- Farm vehicles and weight limits are part of ongoing road-use considerations.
- Overall perception that traffic congestion on Hwy 63 is generally manageable.

3. Pedestrian & Bicycle Connectivity

- Strong support for expanding sidewalks and trails, especially connecting schools, parks, neighborhoods, businesses, and industrial areas.
- Desire for sidewalks along Hwy 63 and around high-traffic locations such as Quick Trip.
- Interest in off-road trail systems and improved trail connections, including links to hospital and Wintergreen areas.
- Concern about pedestrian safety due to limited sidewalks, with many people (especially children) walking in streets.
- Mixed views on sidewalk maintenance responsibility and whether sidewalks should be required in all new developments.

#### 4. Safety & Traffic Calming

- Appreciation for existing safety features such as stop lights, crossing flags, and flashing speed limit signs.
- Concern about vehicle speeds being too fast in some areas, indicating a need for additional traffic calming measures.

#### 5. ATV/UTV Use

- General support for ATV/UTV routes within the village and along Hwy 63.
- Recognition that most users follow speed limits.
- Interest in improved signaling and safety measures for ATV/UTV traffic.

#### 6. Transit & Accessibility (ADA)

- Gaps in ADA accessibility along Main Street and other pedestrian routes.
- Strong interest in expanding transit options, including regional transit to the Minneapolis-St. Paul area.
- Support for future commuter rail service and staying engaged in regional transit planning.
- Recognition that current mass-transit options are very limited or nonexistent.

#### 7. Governance & Financial Considerations

- High praise for Public Works staff and staffing levels.
- Interest in greater intergovernmental cooperation for sharing equipment and resources.
- Desire to limit borrowing for infrastructure while balancing rising construction costs and inflation.

#### 4. Page 29 Utilities & Community Facilities Vision Session Summary

- Replaced the session notes with Artificial Intelligence (AI) summary:

Utilities & Community Facilities Vision Session Summary (Notes removed):

##### 1. Parks

- Upgrade playground equipment at Windmill Park
- Upgrade shelter at Bailey Park
- Baily Park, near where the Saturday farmer market, revitalize playground
- ADA compliant playground
- Small shelter by Birch Street and Redlund Avenue similar to Heritage Park
- Adequate benches in parks
- Need a pavilion in Creamery Park
- Suggestion to create a children's recreational area with safe access and walking area around creeks in Bailey and Windmill Parks
- Good Park system - Millpond Park a plus
- Upgrade facilities at Bailey Park
- Consider indoor park - school district has open facilities for indoor walking in winter
- Provide more things/activities for kids to do
- Good parks - could use a dog park

##### 2. Water/Sewer

- New sewer plant is all good
- Water/Sewer costs are high, Water bills are high (2)

##### 3. Storm water (See also Natural Resources Floodplain)

- Replace gutters by Windmill Park to help mitigate flooding issues

4. Broadband, Internet, Electric
  - a. ~~Need more internet competition to encourage better service and pricing—only one provider~~
5. Fire, Ambulance, Sheriff Protection
  - a. ~~Solid police/fire and emergency response services~~
6. Building permit administration
  - a. ~~Ordinances are outdated or overly restrictive~~
7. Schools, Library
  - a. ~~Village Library needs expansion space~~
8. General/ Municipal Center/Village Hall
  - a. ~~Have capital improvement program (CIP) for utility repairs~~
  - b. ~~Public Works staff are great, with adequate number of staff~~
  - c. ~~Make sure utilities have capacity to service new growth~~
  - d. ~~Benches on Main Street are nice~~
  - e. ~~Need affordable daycare~~
  - f. ~~24-hour hospital and ER facility a plus—they also allow public to dine at their cafeteria/café~~

Utilities & Community Facilities Vision Session Summary (Artificial Intelligence-AI added):

1. Parks, Recreation & Youth Amenities

- Strong support for upgrading and revitalizing existing parks, particularly Bailey Park and Windmill Park, including playground equipment, shelters, pavilions, and seating.
- Emphasis on ADA-compliant playgrounds and inclusive recreational spaces.
- Interest in creating safe walking paths, recreational areas near creeks, and expanded activities for children.
- Recognition that Baldwin has a generally strong park system, with Millpond Park noted as a major asset.
- Interest in additional amenities such as a dog park and potential indoor recreation options during winter months.

2. Water, Sewer & Utility Infrastructure

- General satisfaction with the new sewer plant.
- Concern about high water and sewer costs for residents.
- Need to ensure utilities have adequate capacity to support future growth.
- Support for maintaining a Capital Improvement Program (CIP) to plan and prioritize utility repairs and upgrades.

3. Stormwater Management & Flood Mitigation

- Need for improved stormwater infrastructure, including gutter replacement near Windmill Park, to address flooding concerns.

4. Broadband, Internet & Electric Services

- Desire for increased broadband competition to improve internet service quality and reduce costs, as only one provider currently serves the area.

5. Public Safety & Emergency Services

- High confidence in local police, fire, ambulance, and emergency response services.
- Appreciation for the presence of a 24-hour hospital and ER facility, viewed as a major community asset.

6. Regulations & Administrative Processes

- Concerns that building ordinances and permitting processes are outdated or overly restrictive.

7. Community Facilities: Schools, Library & Civic Spaces

- Need for expanded library space to better serve the community.
- Positive feedback on Village Hall amenities, including Main Street benches.
- Identified need for more affordable daycare options to support families.

5. Page 30 Parks Other Improvement Ideas (Q15)

a. Removed table of original 33 responses

1	Band shell at Creamery. Open air Pavillion at Windmill. Updated / paved bath between Creamery & Mill Pond
2	Band shelter or covered stage
3	Basketball court at Duck park; sidewalk access on 220th to connect to maple
4	bathroom facilities are needed at all parks
5	Benches and tables
6	Benches at wintergreen
7	Better handicap accessibility at Creamery Park
8	Build something similar to Hammond Lions at creamery park for windmill days. Outside of windmill, could be rented out, etc.
9	Disc golf course, dog park, skate park, community center for kids,
10	Dog waste station at Woodduck Park. There is a number of people that let their dogs run off-leash there. Maybe a sign that states the village leash ordinance as well.
11	Electric plugin at Heritage park
12	Grills added to Millpond and creamery Park for public use
13	I haven't been to all of the parks in town yet, but parking or bathrooms are usually needed. Covered or screened in areas are nice to have.
14	Inclusive park that is wheelchair accessible
15	more pavilions and areas to gather outside for families and events
16	More pavilions at creamery, electricity and useability
17	More playground options for kids at the parks
18	more pollinator gardens
19	More public spaces for gatherings, birthday parties, etc
20	More things for younger kids
21	More walking paths. Better and safer playground equipment.
22	More walking/bike trails, dog park, etc.
23	Need electricity and more shelters to make user friendly and for entities to host different events
24	No
25	Perhaps a fence to allow dogs to run freely, benches placed periodically on trails, dog waste bags and trash bins at winter green Park if possible please
26	Playground equipment could be updated at some parks. More accessible playground equipment
27	Putting all the now at Millpond makes the space and parking unusable in spring
28	Safety of current playgrounds. Accessible playground.
29	Splash pad at Baileys or creamery park and walking path from downtown to new hospital/travel center area
30	updated playground equipment at the parks with the old wooden equipment
31	Upgraded playground equipment
32	Why not an open pavilion at creamery?
33	Windmill Park needs more picnic tables and benches and a paved walking path from 8th Avenue to the windmill..

b. Revised sentence 1: Q15 AI Summary The 33 responses provided above were entered into Chat GPT Artificial Intelligence (AI) to condense and summarize the data. Results of the AI summary are shown below.

6. Page 32 Agricultural, Natural, & Cultural Resources Vision Session Summary

a. Replaced the session notes with Artificial Intelligence (AI) summary:

Agricultural, Natural, & Cultural Resources Vision Session Summary (Notes removed):

1. Agricultural, Forest areas

a. Community gardens:

- i. Like them (2), helps support food security and health
- ii. There is a food pantry/garden partnership at Western WI Health clinic, community gardens by the hospital
- iii. Suggestion to create gardens by the compost/burn pile site
- iv. Don't need to be village supported, allow at churches
- v. Like the idea of flower gardens along trails in parks

b. Farmer's Market:

- i. Like it (3)
- ii. Want year round maybe at municipal center or somewhere on 63 for accessibility

c. Animal Ordinance: ok (3)

d. Woodlands: somewhat important to preserve

2. Floodplain

- a. Issues with floodplain. Some areas that are not in the floodplain still flood. Storm sewer implementation is a good idea.
- b. Whole village has flood issues
- c. Some significant flooding occurred in July 2020 on local streets and along Hwy 63.

3. Endangered species, wildlife habitat

- a. Important to preserve natural habitat for economy and businesses that rely on it such as bee keeper

4. Cultural: Historic Preservation, Archeology, Events

- a. ~~Would like to see more cultural art such as murals or an art gallery~~
- b. ~~Resident has collected many historical items but doesn't have a place to donate. Idea to take photos of items and send to village staff to archive. (Note: Contact library Director with historic items to donate).~~
- c. ~~Working on history room in the library~~
- d. ~~Village has a Historic Preservation Committee~~
- e. ~~Woodville history center is a great example but funding is an issue. Maybe work with library for grants and development of a Baldwin history center.~~
- f. ~~Crystal cave in Spring Valley is closest archeology center. Partnership could be explored.~~
- g. ~~Support for historic preservation~~
- h. ~~There have been initiatives to preserve old buildings on Main Street~~
- i. ~~Community Pride/Village Festival a plus~~

Agricultural, Natural, & Cultural Resources Vision Session Summary (Artificial Intelligence-AI added):

1. Local Food, Agriculture & Community Gardens

- Strong support for community gardens as a way to promote food security, health, and community connection.
- Recognition of existing garden and food pantry partnerships, including those associated with the hospital and health clinic.
- Interest in expanding garden opportunities, including at compost or burn sites, churches, and along trails with flower gardens.
- Preference for flexible support—gardens do not necessarily need to be village-operated.

2. Farmers Market & Local Economy

- Broad support for the existing farmers market.
- Interest in expanding to a year-round market in a more accessible location, such as the municipal center or along Hwy 63.

3. Natural Resource Preservation

- Importance placed on preserving woodlands and natural habitats.
- Recognition that environmental preservation supports local businesses and economic activity, such as beekeeping.
- General acceptance of existing animal ordinances.

4. Floodplain & Stormwater Challenges

- Significant concern about flooding throughout the village, including areas outside designated floodplains.
- Recognition of past flooding events (notably July 2020).
- Support for improved storm sewer systems and broader flood mitigation strategies.

5. Cultural, Historic & Artistic Resources

- Strong support for historic preservation, including protecting historic buildings on Main Street.
- Interest in expanding cultural amenities such as public art, murals, galleries, and cultural events.
- Ongoing efforts to preserve and document local history, including a history room at the library.
- Desire for a dedicated Baldwin history center, potentially in partnership with the library or through grants.
- Interest in partnerships with nearby archeological resources, such as Crystal Cave.
- Community pride and village festivals are viewed as important cultural assets.

7. Page 33-34 Q20: What improvements would you like to see on Village Main Street? Can include businesses you'd like to see or ideas for aesthetic improvements.

a. Removed original 46 responses

1	Aldi, walmart, target, other options besides the local grocery store they are too expensive
2	Bakery, art gallery, businesses open at night for night meetings, co-working spaces, dog friendly patios
3	Bakery, clothing store, gift shop, parking lots
4	Bakery, sandwich shop,
5	Better parking
6	Better parking options. No one can park correctly.
7	Better parking options/availability, put a business on main instead of the food shelf. Is that really what we want people to see front and center?
8	Bring back a traditional bakery/cafe/bistro. Renovate Bark's bakery and utilize this space.
9	Building updates.
10	Buildings should not be allowed to sit empty, need more retail, chamber does not provide resources or value to local businesses
11	Buildings should not be allowed to sit vacant, those buying a building should be ones that attract people and business to our downtown..attract more shops
12	Deal with the abandoned buildings. They are an eyesore and health hazard.
13	do something with the bakery building on main street
14	Eliminate buildings that are sitting empty and encourage more businesses that cater to the public, bakery, boutiques, ice cream shop, Bed and breakfast...eliminate apartment dwellings on Main Street, cater to more tourism, there are so many families that come to Baldwin for hockey season and others traveling sports.
15	Flower containers (I would volunteer to plant and water, fertilize, maintain all summer), Christmas decorations as each business see fit, longer store hours (past 6pm), community garden produce share store, slightly wider street if possible, music store, family restaurants, hardware store
16	Get rid of the bump outs
17	Get rid or at least make them address the condition of the old apartment building across from Bailey Park. Seems dangerous and is such an eye sore
18	Ice cream shop
19	If their store is empty they should still keep the outside of their building looking nice.
20	If you own a building that it is used and not left to sit vacant and run down - not a good look for main street
21	Improve parking
22	improvement to the area surrounding bailey's park
23	It would be nice to have another bakery and cafe.
24	Love the summer flower baskets. In winter, more string lights on trees not just decor on light post (ie River Falls)
25	Main St needs to have handicap parking, especially in front of the pharmacy. The current angled parking causes congestion and can be hard to navigate during busy times.
26	More handicapped accessibility
27	Not a 1 way street
28	Open new business
29	Parking is challenging at times
30	Parking needs to go back to the way it was and make it a 2 way street again
31	Remove or restore the abandoned building across from Bailey Park, it's super creepy and takes up valuable space that a business could be using.
32	Something done with bakery building. Can't imagine what's inside after all these years.
33	Storefront decor, open doors, sales, sidewalk deals., ice cream shop
34	Tear down abandoned apartment building
35	Tear down the buildings that are not occupied
36	The block on east end of main street-south side(across from Bailey) needs to be cleaned up/improved
37	The old white structure at end of main street redone end of main street needs cleaning up
38	The sidewalks and parking since it has been redone is ridiculous! It is unusable for handicap or mobility impaired. There is no handicap access except at the ends of the blocks. That is too hard for people to access. There have been multiple near miss accidents as parking is not good. In winter business shovel snow over the curb and you have to walk in slush, slip on re frozen shoveled or plowed snow or a mountain of snow to get to businesses and parking becomes less and even harder.
39	The street should be wider!!!!
40	There needs to be signage on 63 listing downtown businesses for travelers to find
41	To be honest, I haven't spent much time on Main Street as not much draws me there and when I am downtown it is hard to park close to where I want to shop.
42	Updates to the buildings that are run down. Removal of the apartment building. Bakery. More shops for travelers. More eateries for families.
43	We love Main Street! Would love to see more businesses there
44	Widen the street and again handicap accessible parking and sidewalk access
45	Would hope that Baldwin would remain a small business and industrial developed area. Not interested in large industries and big box stores in the area. Commute to such is not an issue, so no need to have large businesses in Baldwin.
46	Would like to see more small furniture/craft style businesses

- b. Revised sentence 1: Q20 AI Summary The 46 responses provided above were entered into Chat GPT Artificial Intelligence (AI) to condense and summarize the data. Results of the AI summary are shown below.

8. Page 35 Economic Development Vision Session Summary

- a. Replaced the session notes with Artificial Intelligence (AI) summary:

Economic Development Vision Session Summary (Notes removed):

1. Role of Village in promoting business/ Partner organizations and programs
  - a. Spend more than \$500 on Economic development
  - b. Consider stand alone committee on economic development
  - c. Develop a welcome packet for new businesses
  - d. Support business fundraiser
  - e. Be more business oriented
  - f. Think outside the box
  - g. Village has a tourism entity. An opportunity maybe to partner with the Baldwin Chamber of Commerce to promote businesses.
  - h. Develop park for outdoor enthusiasts, cross country skiing, etc. and connect it to the village for economic development
  - i. Balance between attracting business and what is good for the village community
  - j. How to revitalize and retain business? Work with Chamber, newly reinvented Baldwin Economic Development Corp
  - k. Baldwin Economic Development Corporation is being reinvented, collaborate with Village
  - l. Business collaboration hub, like River Falls
  - m. Disconnect no support for existing local business
  - n. When applying for permits of submitting plan, not given full information, told to read the code
  - o. Flexibility in zoning to allow businesses to change and accommodate new venture
  - p. Sign Ordinance needs to be flexed to allow businesses that are not located on Hwy 63, to advertise along 63 and let people know they are there
  - q. Be fiscally responsible—work on economic development
2. Locations and types of commercial and industrial businesses
  - a. Business type—prefer small business and industry compared to large enterprise
  - b. Zoning and uses need more flexibility for business to thrive, village sometimes is not responsive, property owner business frustration
  - c. Limit Big Box
  - d. Focus on small business/more local—people live in and are part of the community/ support the community through charity donations
  - e. It would be nice if the industrial park would fill up—attract more business
  - f. Small local independent business vs chain—support local
  - g. Additional Grocery Store?
  - h. More diversity in business
  - i. Strong manufacturing here now—to continue to support/retain, bring supply chain closer
  - j. Hospital has potential plans for office building and care facility
  - k. 3 season pavilion for events, Arts, culture, pottery
  - l. Market rate apartments south of 94
  - m. Price jump with new sewer plant
  - n. Dog park on the village owned property south of 60th Ave
  - o. Grocery alternative—Aldi?
  - p. No to big box stores, as we need our small business to survive
  - q. Commercial development should be promoted along Hwy 63, south of Scooter's Coffee on the west side of the highway to a depth of 300 feet
  - r. Hospital/medical services an asset
  - s. Prefer to keep small business and industry in the village. No large retail in Baldwin. Large scale retail is accessible within 20 minutes in three directions
  - t. More sit-down restaurants needed

- u. ~~Murtha Sanitation Transfer Facility, currently south of the village, will be part of a future industrial area~~
- v. ~~Food shelf in the Old Kwik Trip building is a community asset~~
- 3. ~~Historic Baldwin Downtown/ Main Street~~
  - a. ~~Branding, get people to this area of Baldwin~~
  - b. ~~Saturday farmer markets are attraction~~
  - c. ~~Walkable stores~~
  - d. ~~Identity – develop an downtown identity, business identity~~
  - e. ~~Events – Chili fest~~
  - f. ~~ATV side-by-side provides access to downtown for dining and economic activity~~
  - g. ~~Downton critically important~~
  - h. ~~Facade improvement program, there was a facade improvement program for downtown business, program was successful and used, not much money left. WCWRPC has similar program and funding?~~
  - i. ~~Older buildings and empty spaces downtown – utilize for apartments and rental units~~
- 4. ~~Employment~~
  - a. ~~Support for job creation~~
  - b. ~~Affordable housing for workers~~
- 5. ~~Commute patterns~~
  - a. ~~Workers can commute to larger businesses/larger communities~~
- 6. ~~Redevelopment Opportunities~~
  - a. ~~Redevelop the Flex Print building (2)~~
  - b. ~~Village owned property south of 60th Ave. It has trails, currently used for compost site, Evergreen Park~~
- 7. ~~Tax base~~
  - a. ~~Raise the tax base with more industrial/commercial~~

#### Economic Development Vision Session Summary (Artificial Intelligence-AI added):

##### 1. Village Role, Leadership & Partnerships

- Desire for the Village to take a stronger, more proactive role in economic development (ED), including increased funding and possibly creating a standalone ED committee.
- Support for closer collaboration with the Baldwin Chamber of Commerce, the Baldwin Economic Development Corporation, tourism entities, and regional partners.
- Interest in developing tools to support businesses, such as welcome packets, business collaboration hubs, and support for local fundraisers.
- Need for clearer communication, better permit guidance, and more business-friendly approach.
- Emphasis on fiscal responsibility while investing strategically in economic development.

##### 2. Business Climate, Regulations & Flexibility

- Strong concern that zoning, permitting, and sign ordinances are too rigid/inconsistently applied.
- Desire for greater flexibility to allow businesses to adapt, expand, and change uses.
- Frustration from business owners over lack of support and insufficient guidance when navigating regulations.
- Interest to update sign ordinance for Hwy 63 businesses to better advertise/attract customers.

##### 3. Preferred Business Types & Economic Mix

- Clear preference for supporting small, locally owned businesses and light industry over large enterprises or big-box retail.
- Strong opposition to large-scale retail, noting such options already in nearby communities.
- Desire for more diversity in businesses, including additional sit-down restaurants and potential grocery alternatives.
- Recognition manufacturing/medical services as economic assets worth retaining/ expanding.

##### 4. Commercial & Industrial Locations

- Interest in filling and expanding the industrial park, including future industrial south of village.

- Support for concentrating commercial along Hwy 63, particularly south of Scooter's Coffee.
- Recognition of hospital expansion potential/importance of medical services as economic drivers.
- Support for market-rate apartments south of I-94 as part of economic growth strategy.

#### 5. Downtown & Main Street Revitalization

- Strong emphasis on the importance of downtown Baldwin as an economic and cultural center.
- Desire to improve branding, identity, and visibility of Main Street.
- Support for events, farmers markets, and ATV access to bring people downtown.
- Interest in reusing older/vacant downtown buildings for apartments/mixed-use development.
- Continued support for façade improvement programs and exploring new funding sources.

#### 6. Employment, Workforce & Housing

- Support for job creation and workforce retention.
- Recognition that affordable housing is essential to support local workers.
- Acknowledgment that commuting to nearby communities is common, highlighting the need to strengthen local employment options.

#### 7. Redevelopment & Community Assets

- Interest in redeveloping underutilized or vacant sites, including the former Flex Print building and Village-owned property south of 60th Avenue.
- Recognition of community assets such as the food shelf and recreational/trail areas as contributors to quality of life and economic vitality.

#### 8. Tax Base & Fiscal Health

- Broad support for expanding the commercial and industrial tax base to support Village services and reduce reliance on residential taxes.

#### 9. Page 36 Intergovernmental Cooperation Vision Session Summary

- Replaced the session notes with Artificial Intelligence (AI) summary:

Intergovernmental Cooperation Vision Session Summary (Notes removed):

~~Cooperation in the following:~~

~~1. Event venues, cultural art, heritage~~

- ~~Need a community gathering space for large events~~
- ~~Need a recreation center for kids~~
- ~~Tried opening an event venue and village approved but state required a commercial architect for meeting rooms and made the project cost prohibitive.~~

~~2. Housing~~

- ~~Interest in partnerships for affordable housing, senior housing and economic development~~

~~3. Utilities~~

- ~~Just constructed a new sewer system~~

Vision Session Summary (Artificial Intelligence-AI added):

#### 1. Shared Community Facilities & Event Spaces

- Need for a large community gathering/event space that could support cultural, arts, heritage activities.
- Desire for a recreation center or dedicated space for children's activities.
- Recognition that state-level regulations (such as architectural requirements) can make local projects cost-prohibitive, highlighting the need for coordination and advocacy across government levels.

#### 2. Housing Partnerships

- Interest in intergovernmental and regional partnerships to support affordable housing, senior housing, and broader economic development initiatives.

#### 3. Utility Infrastructure Collaboration

- Acknowledgment of recent investment in major utility infrastructure, including the construction of a new sewer system.
- Opportunity to leverage this infrastructure investment through coordination with other jurisdictions to support future growth.

## 10. Page 37 Q23 General Comments

- a. Moved Q23 results above vision session results for formatting.

- b. Removed original 21 responses

1	Although I have lived here for a short while, my husband and I have been familiar with and/or work in Baldwin and have been for nearly 15 years, we have seen the growth and improvements but from what we feel and from what we hear amongst people is how much they appreciate the small town atmosphere. We moved here from a city that had hundreds and hundreds of acres up for sale and we watched new developments pop up and of course this can also happen with a small town, it brought lots of new people and unfortunately it caused severe disturbances in the neighborhood we lived in and nearly every family has moved out due to constant fireworks, disruptions even until 11:00 p.m. on weeknights when people have to get up for work and school, and then unfortunately a beautiful view we had was taken away due to a building that was built and they removed many trees. The current view we have of someone's land here is beautiful and we would love to keep the view rather than looking at other houses or buildings in the future. Thank you for this wonderful town we are excited to live here for many years. Thank you for the opportunity to take this survey as well. Looking forward to the outcome no matter what it may be in the future!
2	Baldwin needs more housing options, such as smaller homes (aka. tiny homes). Current home market in Baldwin is saturated with the multi-plex (2, 3, 4 or more) homes. Current focus on workforce home plans needs to be expanded to senior and young adult housing options to retain the senior community and encourage youth to remain in the area.
3	Baldwin needs more sidewalks so kids can walk or ride their bikes places and be safe doing so without fear of getting hit by a car
4	Better shopping and dining options. Create it and people will stop going to Hudson or menomonie.
5	Chamber seems to receive substantially large donations for all of their hosted events but where does that money go???
6	Creating an Economic Development Committee will improve Baldwin tremendously, we've got to compete with the surrounding communities and make Baldwin a place that people seek out the live and work.
7	Find some business to offer yard waste pickup for residents. Once a month for a fee.
8	I believe the village has been progressive towards expansion in the past and hopefully continue in the future.
9	Library improvement needed is a larger space.
10	Love the amenities available, convenience stores, restaurants, Healthcare, dentists,
11	More benches and bathrooms.
12	Need more culture arts and events for community other than sports
13	Need taxi service, another clinic option besides WWH, get Hudson Physicians back, need event spaces
14	Please don't get big chain stores like Walmart and stuff nor big apartment complexes.
15	storm drains need to be cleared often to stop flooding during heavy rain. goats should be an approved farm animal in the village.
16	The categories in question 5 were too broad. Each had important stuff bundled with less so. The state has more than enough environmental oversight that the village can just avoid trying to spend money on little or no improvement. The questions have made me aware I need to pay more attention to village activity.
17	The village continues to try and engage the community through events. I enjoy that.
18	There needs to be some type of change to traffic on 63. Sometimes you can sit on 12 trying to go south on 63 and be there for 15 minutes waiting. Also, there needs to be an additional outage from the north west side of Baldwin - the Summit st and 15th st area. There should be a side walk or something on 63 as well for people to walk from downtown to the fast food restaurants. Allowing more corporations into to the village to replace overly priced grocery stores than sell moldy food should be allowed.
19	Would like to see enforcement of lawn and yard care of empty/abandoned houses and buildings, and better street lighting in residential areas. Would also like to see safe walking and biking trails that would make for safer access especially along and around Hwy 63 and Hwy 12.
20	Would love to increase our walk ability score between the north and south end of town
21	Zoning, permit, ordinances need improvement or at least clarification. The Village seems to allow permits/waivers/exceptions based on "who knows you" or if you have a friend on the board

- c. Revised sentence 1: Q23 AI Summary The 21 responses provided ~~above~~ were entered into Chat GPT Artificial Intelligence (AI) to condense and summarize the data. Results of the AI summary are shown below.

11. Page 37 Land Use Vision Session Summary

- a. Replaced the session notes with Artificial Intelligence (AI) summary:

Land Use Vision Session Summary (Notes removed):

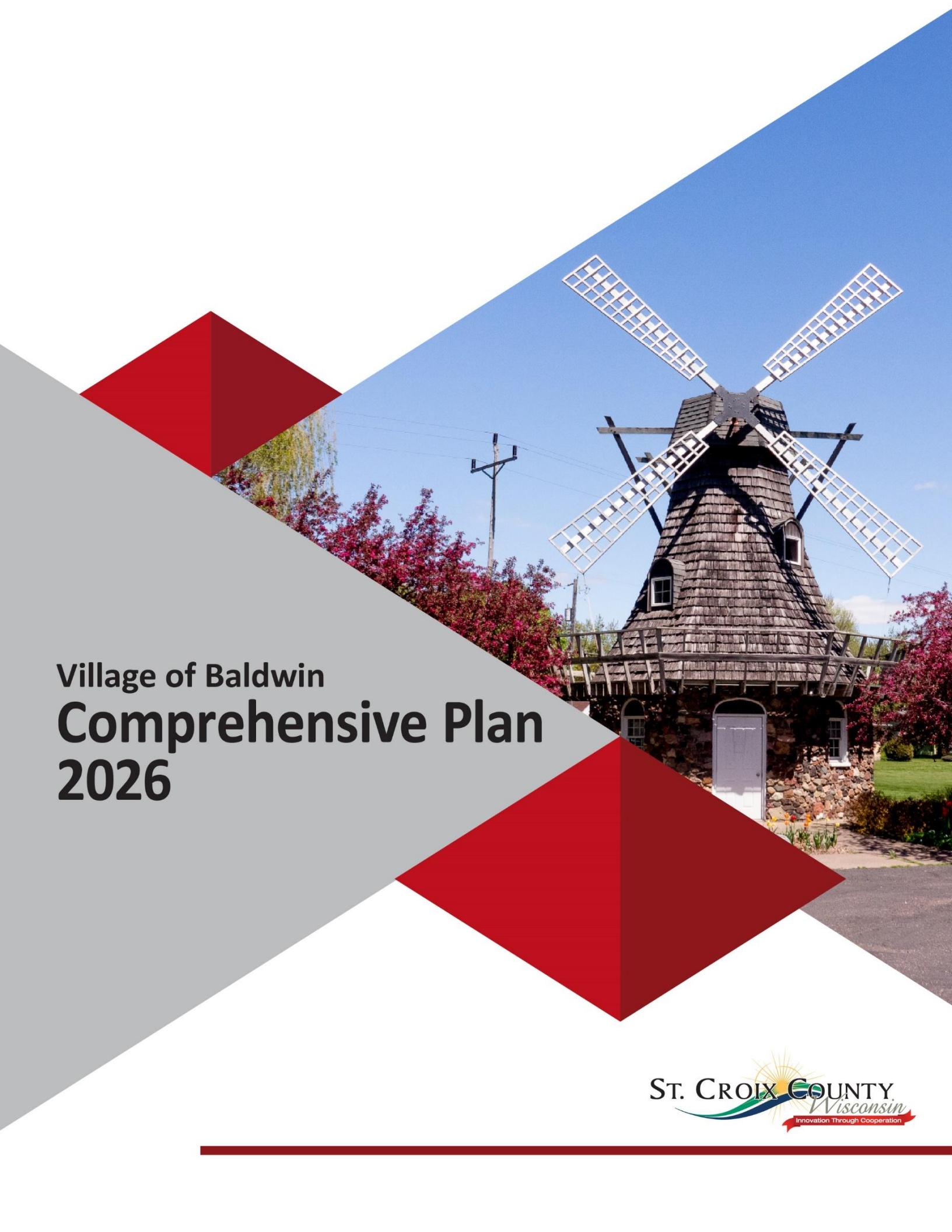
1. Rate of growth

- a. ~~Like the small town feel, values small town (2)~~
- b. ~~Don't feel Baldwin is growing fast enough~~
- c. ~~Okay with being a bedroom community~~

Land Use Vision Session Summary (Artificial Intelligence-AI added):

1. Growth Pace & Community Character

- Strong value placed on maintaining Baldwin's small-town character and community feel.
- Mixed perspectives on growth: some feel Baldwin is not growing quickly enough, while others are comfortable with gradual growth.
- General acceptance of Baldwin functioning as a bedroom community, provided quality of life and community character are preserved.



# Village of Baldwin Comprehensive Plan 2026



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## Acknowledgements

Thank you to the following elected officials and staff that participated in the development of the 2026 Village of Baldwin Comprehensive Plan. Thank you to the community members who took the community survey and provided comments that informed the Comprehensive Plan.

### **Village of Baldwin Board of Trustees**

Lance Van Damme, Chair

Kristine Forbes-Serafina

Amy Jurgens

Matt Knegendorf

Doug Newton

Austin Van Someren

Chad Wernlund

### **Village of Baldwin Plan Commission**

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Amy Jurgens (Village Board Member)

Mark Donkersgoed

Nate Palmer

Dale Crowley

Caleb Oosten

Deb Hoy

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Jodi Peterson, Clerk

### **St. Croix County Staff**

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Brett Budrow, Planning and Land Information Administrator

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Nicole Peterson, Planner

Jake Sullivan, Land Use/Conservation Technician

Ryan Haugland, Marketing Coordinator

# Introduction

## Plan Purpose

In accordance with Wisconsin Statutes, the purpose of this Village of Baldwin Comprehensive Plan is to guide the physical, social, and economic development of the community. The plan provides an inventory of community assets and issues to determine the local needs and set goals for the future. This 2026 Village of Baldwin Comprehensive Plan replaces the 2006 Plan.

## Plan Update Process

The Village of Baldwin Comprehensive Plan update was prepared under the guidance of the Village Board of Trustees, Plan Commission, and staff that reviewed the plan and conducted (#) \_\_\_\_\_ meetings between August 2025 and \_\_\_\_\_, 2026 with the St. Croix County facilitator (**Reference project schedule on next page**). On August 13, 2025 the Village Board adopted a resolution approving the public participation plan as required by Wisconsin Statutes sec. 66.1001(4). The Village and County worked together to implement the public participation plan strategies listed below. A public vision session was held on November 3, 2025 and a public survey was administered September – November 2025. Results of the public vision session and survey can be found in **Appendix A Public Participation Summary**.

## Village of Baldwin Public Participation Plan

1. Develop and administer the Village of Baldwin comprehensive plan update online survey.
2. Host a public meeting to introduce the comprehensive plan update process, promote the survey, facilitate discussion of the Village issues and opportunities, and answer questions.
3. Promote the Village of Baldwin comprehensive plan update survey and public meeting through a webpage that provides updates.
4. Report the results of the survey and public meeting.
5. Review and consider the results of the survey and public meeting in the development of the 2026 Village of Baldwin comprehensive plan update
6. Make the draft 2026 Village of Baldwin comprehensive plan available for public review and comment 10 days prior to the public hearing.
7. Hold a public hearing to accept public comment on the draft 2026 Village of Baldwin comprehensive plan.

## Comprehensive Plan Elements

*As set forth in Wisconsin Statutes §66.1001 comprehensive planning, the comprehensive plan is organized by and addresses the nine elements:*

- 1) *Issues & Opportunities*
- 2) *Housing*
- 3) *Transportation*
- 4) *Utilities & Community Facilities*
- 5) *Agricultural, Natural, & Cultural Resources*
- 6) *Economic Development*
- 7) *Intergovernmental Cooperation*
- 8) *Land Use*
- 9) *Implementation*

## Project Schedule

<b>Draft Village of Baldwin Comprehensive Plan Project Schedule</b> <b>All meetings at Village Municipal Center</b>		
<b>Meeting or Task</b>	<b>Description</b>	<b>Date</b>
	DRAFT schedule, survey/ public participation plan (PPP) required under SS 66.1001.4.a, develop meeting materials	August 2025
<b>Village Board Meeting</b>	Discuss agreement, schedule, survey, public vision session, outreach strategies, PPP	September 2025
	Launch plan website, implement online survey, Prepare vision session materials, monitor survey	
<b>Public Vision Session</b>	Staff facilitate discussion	November 3, 2025 5:00 pm – 7:00 pm
	Compile, summarize survey and vision session data	
<b>Village Board Meeting</b>	Review public participation results (survey and vision session), draft Introduction chapter	December 10, 2025 6:00 pm
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT plan chapters, Introduction, Housing	January 26, 2026
	5:30 pm	
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT plan chapter, Transportation	February 23, 2026
	5:30 pm	
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT plan chapter, Utilities and Community Facilities	March 23, 2026
	5:30 pm	
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT plan chapter, Natural, Agricultural, Cultural Resources	April 27, 2026
	5:30 pm	
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT plan chapters, Economic Development, Intergovernmental Cooperation	May 25, 2026
	5:30 pm	
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT plan chapter, Land Use	June 22, 2026
	5:30 pm	
	Draft plan with required elements	
<b>Village Board /Plan Commission Joint Meeting</b>	Review DRAFT full plan, Implementation	July 27, 2026
	5:30 pm	
	Prepare full plan with changes from meeting, draft PC motion statement, prepare public hearing materials	
<b>Public Hearing</b>	Plan Commission hosts public hearing and considers recommendation to Village Board	August 2026
<b>Village Board Meeting</b>	Village Board considers ordinance to adopt plan	September 2026

## 2006 Overall Goals

1. To maintain the “small village” feel of the Village of Baldwin as the community grows.
2. Develop a new industrial park to be able to accommodate new industries and help existing industries to expand.
3. Explore opportunities of sharing public facilities with neighboring communities.
4. Create a clean and aesthetically pleasing community that provides for a higher quality of life for Baldwin residents and the people who visit.
5. To maintain and plan a local transportation system that allows for the smooth flow of traffic through the Village as well as safe transportation alternatives for Village residents.
6. To increase and encourage commercial and retail opportunities within the Village by exploring Main Street revitalization and also plan for new commercial/residential development surrounding the future USH 63 bypass.

### Location

The Village of Baldwin is located in the eastern half of St. Croix County along the I-94 corridor (see map on next page). It's small-village atmosphere, friendly people, and proximity to the Twin Cities makes it an attractive place to live, work, and raise a family. The Village of Baldwin has consistently grown in population since 1950. The largest influence on growth being migration, due to the proximity to the Twin Cities area, affordable housing, and being a pleasant place to live.

Rapid growth can have many implications. Demands for public utilities and facilities can increase significantly, causing stress on the local school district, wastewater treatment plant, hospital, library, and transportation network. A lack of land use controls, ordinances, and long-range planning can lead to uncontrolled and unfavorable development. The results can lead to higher costs to residents, deterioration of positive aspects that make Baldwin unique, and mistakes that would be difficult and expensive to correct.

### History

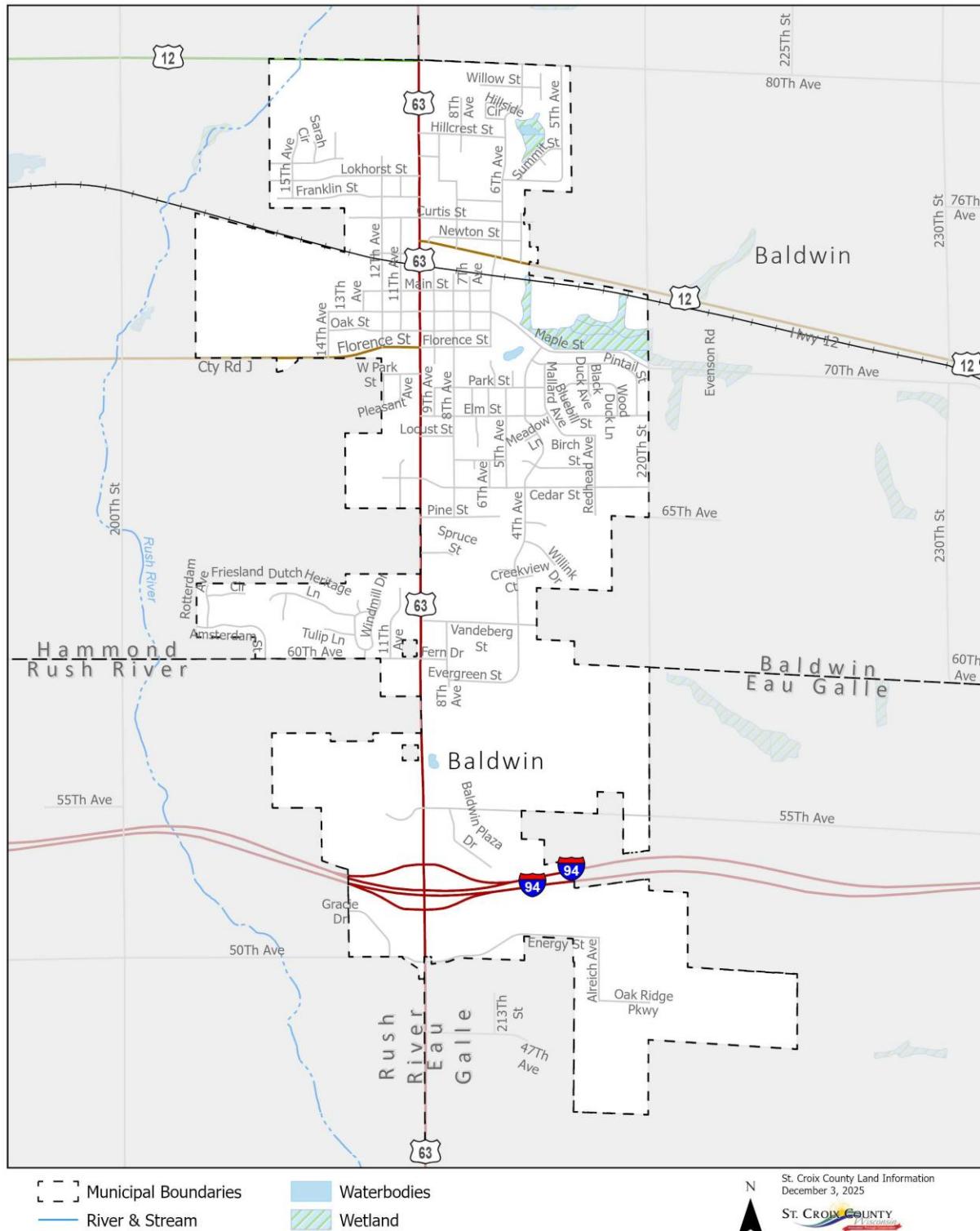
The Village of Baldwin was envisioned by Dana Reed Bailey who arrived in the area from Vermont to take over his father-in-law's interest in a small sawmill located approximately one mile south of the current Village. In 1871, the A. C. Ayerses family was one of the first to follow.

The railroad played a big part in the growth of this area. The local train depot was named Clarksville after the first railroad agent here but was later changed to Baldwin to honor the president of the West Wisconsin Railroad. Within a year, businesses and homes were being built at a rapid pace and the local population speculated that Baldwin would eventually become a large city.

*Pre-settlement: We gratefully acknowledge the Native Peoples on whose ancestral homelands we gather, as well as the diverse and vibrant Native communities who make their home here today.*

## Location Map

### Village of Baldwin, St. Croix County, WI



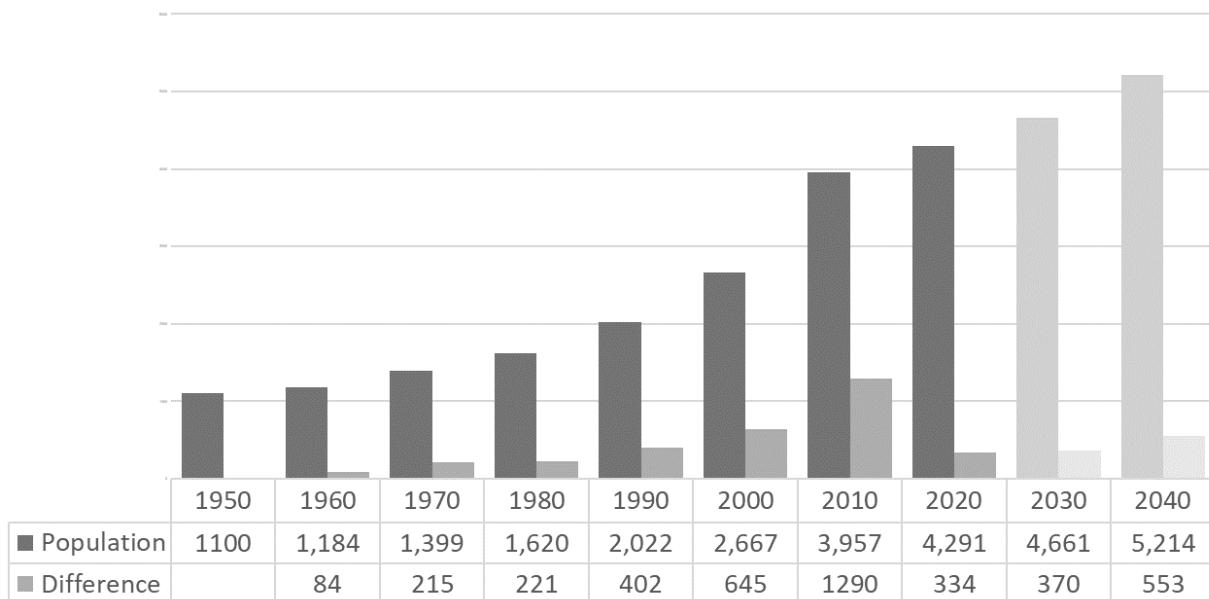
## Population and Projections

Since 1950, the Village of Baldwin has experienced continual population growth. This trend is quite typical for communities in western Wisconsin and along the I-94 corridor. According to the 2020 U.S. Census, the Village of Baldwin has 4,291 residents. The graph and table below show population from 1950 to 2020 and projections to 2030 and 2040. Population growth peaked between 2000 and 2010. The lowest growth was recorded in the most recent decade, between 2010 and 2020.

Population growth can be described as the combination of natural increase and net migration. Though its definition is simple, its significance is much more complex. Population is one of the most important components of planning. Its composition can be used to estimate future space needed for various land uses, the expansion of community facilities, transportation volumes, economic development, and housing needs. For these purposes, the following projections were developed.

Projections in the graph below were developed with an extrapolation calculation based on the previous population changes since 1950. The calculation assumes that the average previous population change from the past will continue into the future. The extrapolation projections are entirely based on the average population number change with no other factors considered.

Village of Baldwin Population and Projections



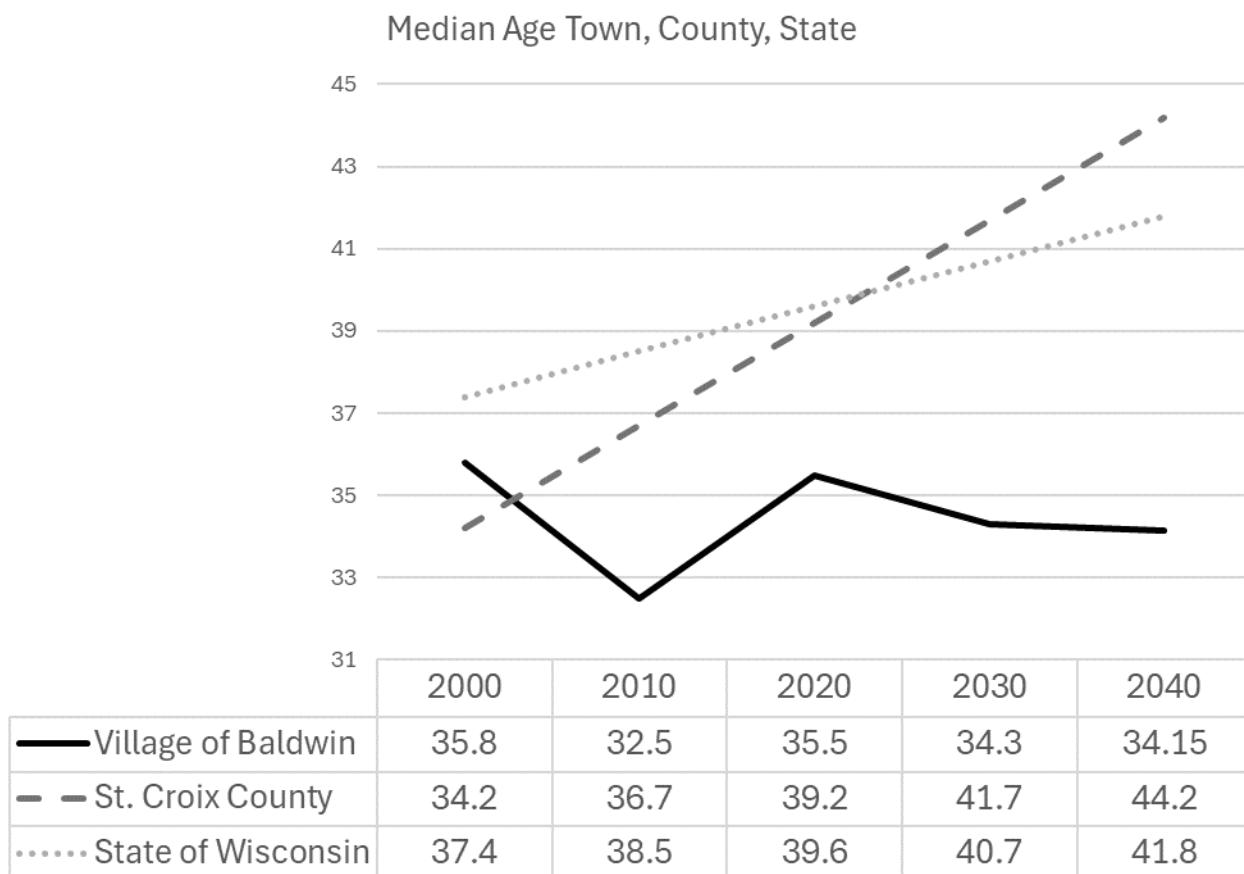
For comparison, in 2024, the Wisconsin Department of Administration (WDOA) projects the Village's population in 2030 as 4,266, in 2040 as 4,302, and in 2050 as 4,159. WDOA uses the cohort-component method, which projects the population by updating the size of each age-gender group in the base population for births, deaths, and migration within each age-gender group during the period between the base date and a given date. Using this method, the WDOA predicts that the Village of Baldwin's population will decrease by 3.04% (132 people) by 2050.

## Median Age

According to the 2020 decennial census, the Village of Baldwin's median age is 35.5. The median age has fluctuated in the Village of Baldwin from 2000. The Village median age is slightly lower in 2020 than the County and State as shown in the graph and table below.

The graph below includes median age projections to 2030 and 2040. Projections are based on an extrapolation calculation using the previous median age changes since 2000. The calculation assumes that the average previous population change from the past will continue into the future. The extrapolation projections are entirely based on the historic median age changes with no other factors considered.

Increased median age may have implications including reduced labor force engagement, increased health expenditures, and strains on pension and health programs. Decreased median age may indicate a growing labor force, which could justify or cause need for investments in education, job training and housing for young individuals. Other community impacts of decreased median age may include increased innovation and an opportunity to create space for entrepreneurship and other creative endeavors.



## Age and Gender

Age distribution can reveal future needs for the community. A growing population 19 years and under may indicate a need for more schools while an expanding elderly population could call for affordable assisted living facilities. The table below shows the % population distribution by age groups and gender for 2020 in the Village of Baldwin. The age group with the most population in 2020 was 35 to 39 (18.7%) followed by 5 to 9 (14.4%).

Village of Baldwin Age and Gender Distribution 2020						
Age	Total	%	Male	Female	Male%	Female%
Under 5 years	262	6.5%	135	127	51.5%	48.5%
5 to 9 years	577	14.4%	276	301	47.8%	52.2%
10 to 14 years	185	4.6%	142	43	76.8%	23.2%
15 to 19 years	144	3.6%	56	88	38.9%	61.1%
20 to 24 years	272	6.8%	187	85	68.8%	31.3%
25 to 29 years	235	5.9%	91	144	38.7%	61.3%
30 to 34 years	148	3.7%	107	41	72.3%	27.7%
35 to 39 years	750	18.7%	374	376	49.9%	50.1%
40 to 44 years	179	4.5%	84	95	46.9%	53.1%
45 to 49 years	110	2.7%	46	64	41.8%	58.2%
50 to 54 years	104	2.6%	62	42	59.6%	40.4%
55 to 59 years	230	5.7%	123	107	53.5%	46.5%
60 to 64 years	309	7.7%	164	145	53.1%	46.9%
65 to 69 years	90	2.2%	51	39	56.7%	43.3%
70 to 74 years	92	2.3%	27	65	29.3%	70.7%
75 to 79 years	98	2.4%	49	49	50.0%	50.0%
80 to 84 years	156	3.9%	60	96	38.5%	61.5%
85 years and over	76	1.9%	7	69	9.2%	90.8%
<b>Total</b>	<b>4017</b>	<b>100.0%</b>	<b>2041</b>	<b>4017</b>		

Source: U.S. Census, American Community Survey

## Housing

This chapter contains housing conditions, trends, issues, opportunities and goals. Wisconsin State Statute 66.1001 "Contents of a comprehensive plan," states the following regarding the housing element.

*Housing element. A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit's housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit's existing housing stock.*

Understanding the types, amounts, and demands of housing within the community is vital when planning for the needs of current and future residents. Planning for housing is important for the following reasons. First, housing is the largest expenditure for most residents. Second, housing is the largest land use in the Village. Third, housing units and projections assist with infrastructure capacity planning. Fourth, housing provides a major source of revenue through property taxes that fund the community transportation network, utility infrastructure, emergency services, parks, schools and facilities.

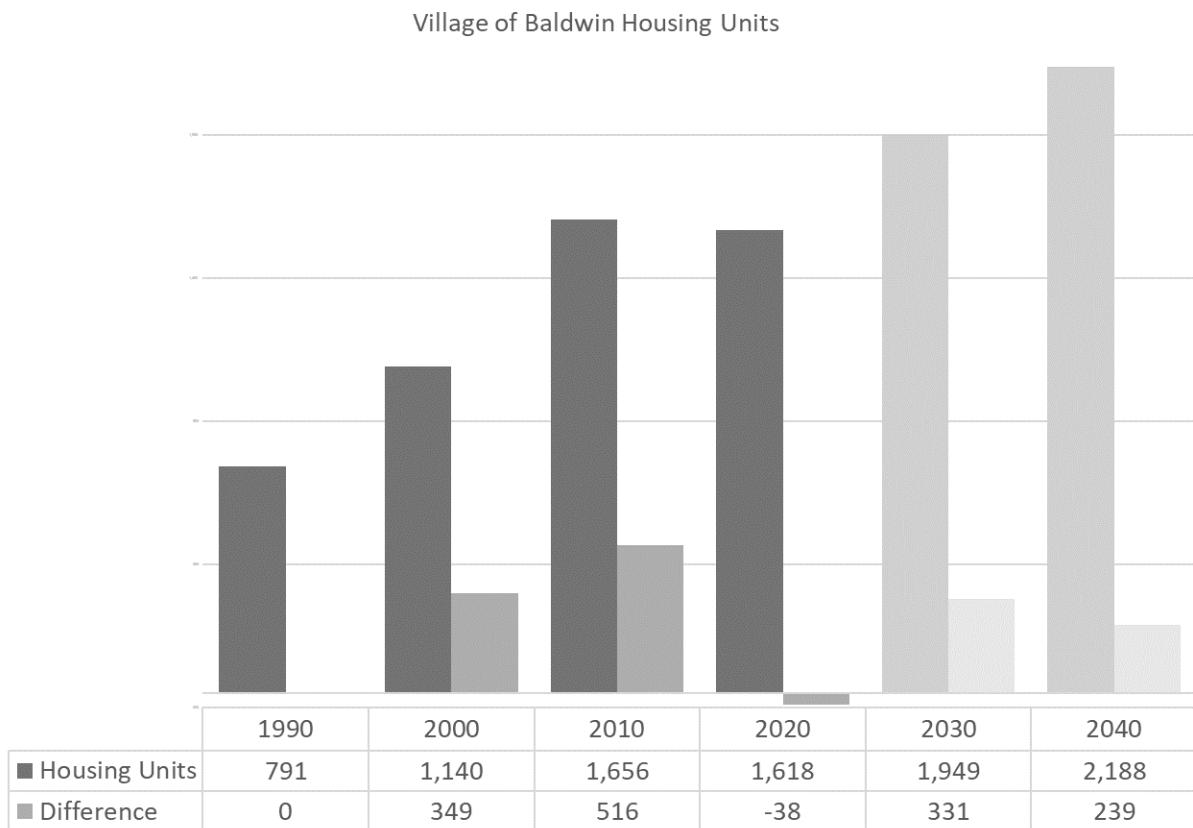
### Housing Element Benefits:

- Gain a better understanding of the local housing supply.
- Inventory issues and opportunities in housing options.
- Future housing developments can be better planned for efficiency and sustainability.

## Housing Demand and Projections

The graph and table below show the estimated number of houses and changes from 1990 to 2020 and projections to 2030 and 2040. The data shows that the Village has experienced increases in housing since 1990 with the most growth experienced from 2000 to 2010, an addition of 516 houses. According to the U.S. Census data, in the most recent decade, the Village has experienced a decrease in housing units.

The projections for 2030 and 2040 are an average extrapolation of the estimated changes experienced from 1990 to 2020. Redevelopment opportunities may allow the village to consider higher residential densities in select areas that would contribute to housing unit projections.

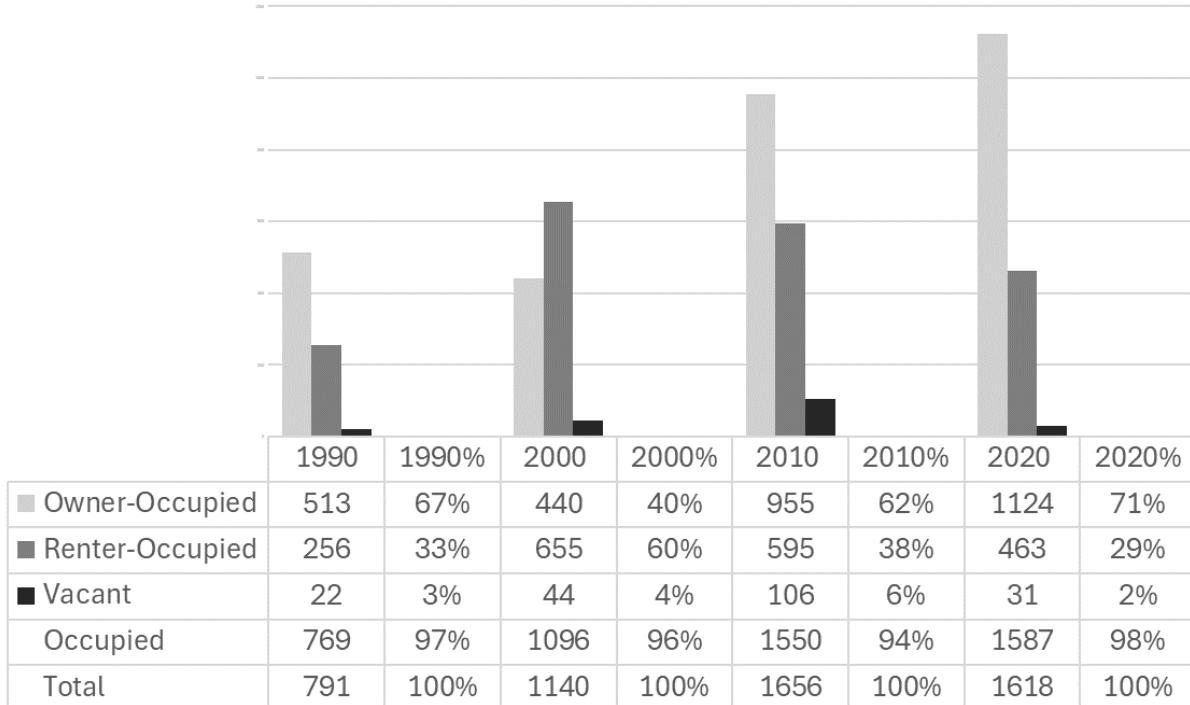


## Housing Occupancy and Tenure

The graph and table below show U.S. Census data of the Village of Baldwin housing occupancy and tenure. According to the U.S. Department of Housing and Urban Development (HUD), the vacancy rate is important in determining whether there is adequate housing supply to meet demand. An overall vacancy rate of 3.0% (1.5% owner-occupied and 5.0% renter-occupied) is considered ideal and represents market stability. The vacancy rate in the Village of Baldwin for 2020 is lower than the recommended HUD level.

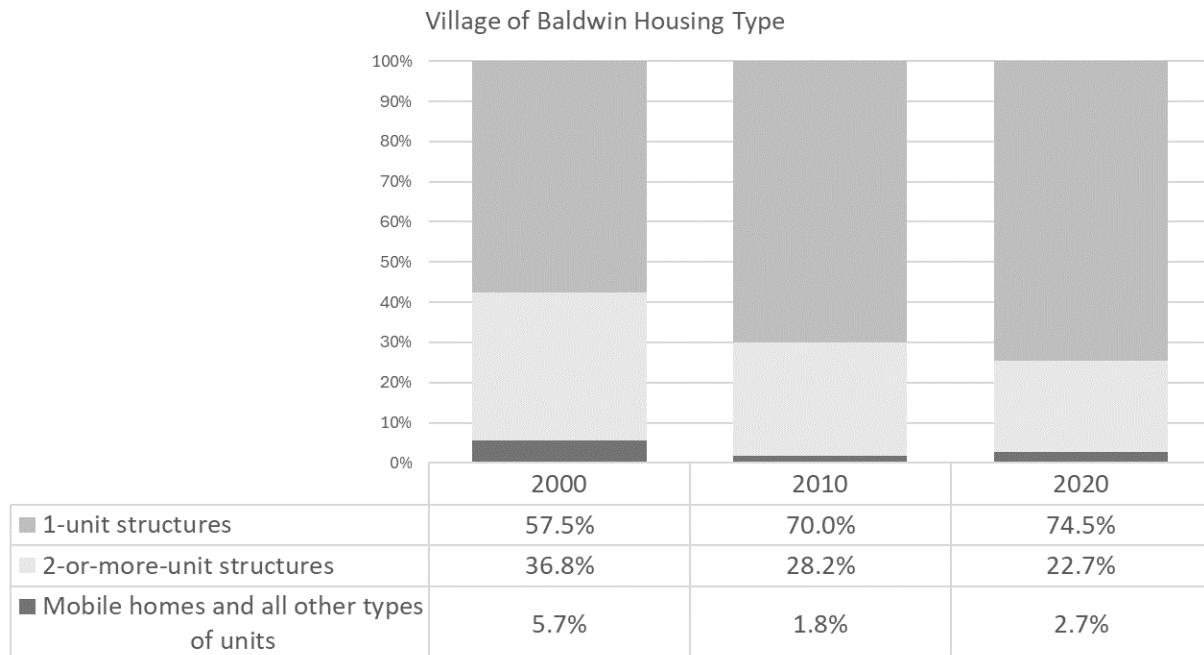
The housing tenure data shows that the percentage of owner-occupied housing has increased from 1990 (67%) to 2020 (71%). All housing units are classified as either owner-occupied or renter-occupied. A housing unit is considered owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid. All occupied units, which are not owner-occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied.

Village of Baldwin Housing Occupancy and Tenure



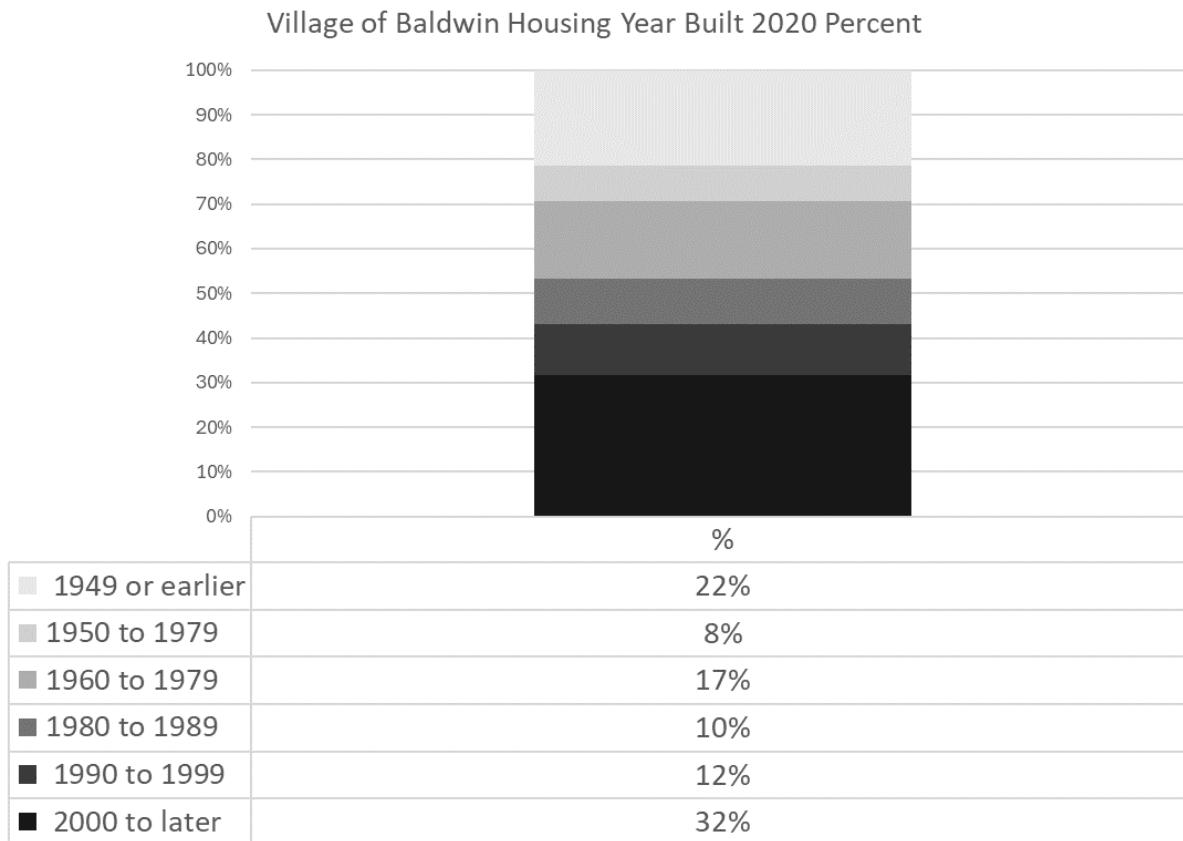
## Housing Type

Most of the homes in the Village of Baldwin are single family homes. In 2020, approximately 75 percent of housing in the Village was 1-unit structures. From 2000 to 2020, the percentage of 1-unit structures increased by 17 percent. The percentage of 2-or-more-unit have decreased from 2000 (27%) to 2020 (23%). The percentage of mobile homes have decreased from 2000 (6%) to 2020 (3%).



## Year Built

The age characteristics of structures in the Village of Baldwin are very interesting. Almost one quarter of the current structures were built in 1949 or earlier. From 1950 to 1979, only 7.8% of current structures were added. Starting in 1960, a significant surge in building occurred. By 2009, over 60% of the Village's structures were less than 30 years old. Source: US Census Bureau 2020.

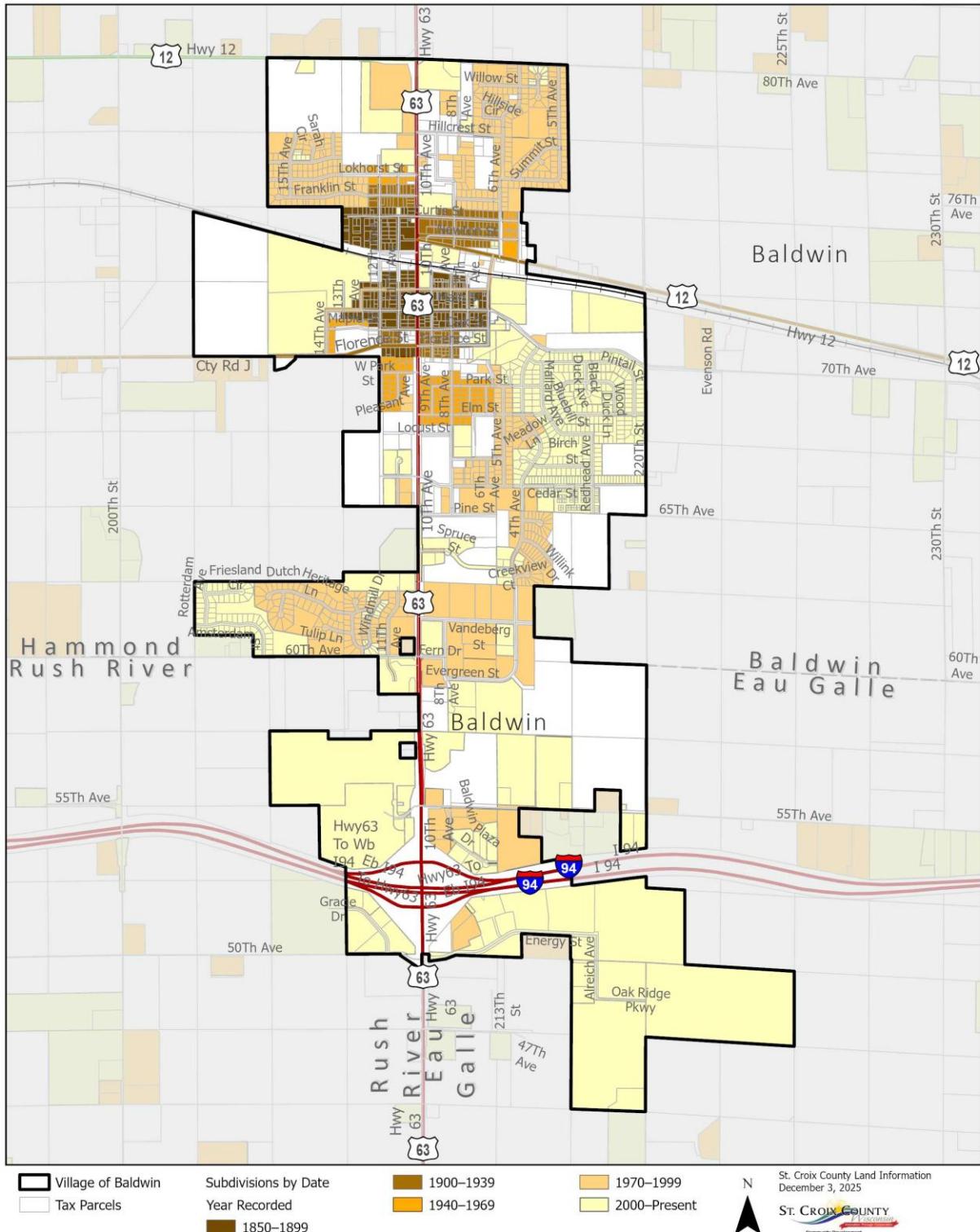


The structural characteristics of housing in the Village of Baldwin are difficult to assess. The age of structures cannot be used alone since this does not reflect whether a property has been abandoned, remodeled, or is still in its original state. To do an accurate needs assessment of local housing conditions, a survey, visual inspection, or at minimum, comparison of age and assessed value would have to be done. Conducting an inspection of a building's structure would help determine possible areas of the Village that may be a candidate for rehabilitation or redevelopment, though this would be time consuming and expensive.

## Housing Subdivision Map

The Subdivision Map on the next page shows all types of subdivisions by year recorded. The map reveals that early housing development and subdivisions, from 1850 to 1940, were recorded around the railroad and the intersection of Highway 63 and Highway 12. Subdivisions, from 1940 to the present, continued north and stretched south to Highway 94. Most subdivision and development occurs around major transportation routes as shown in the map on the next page.

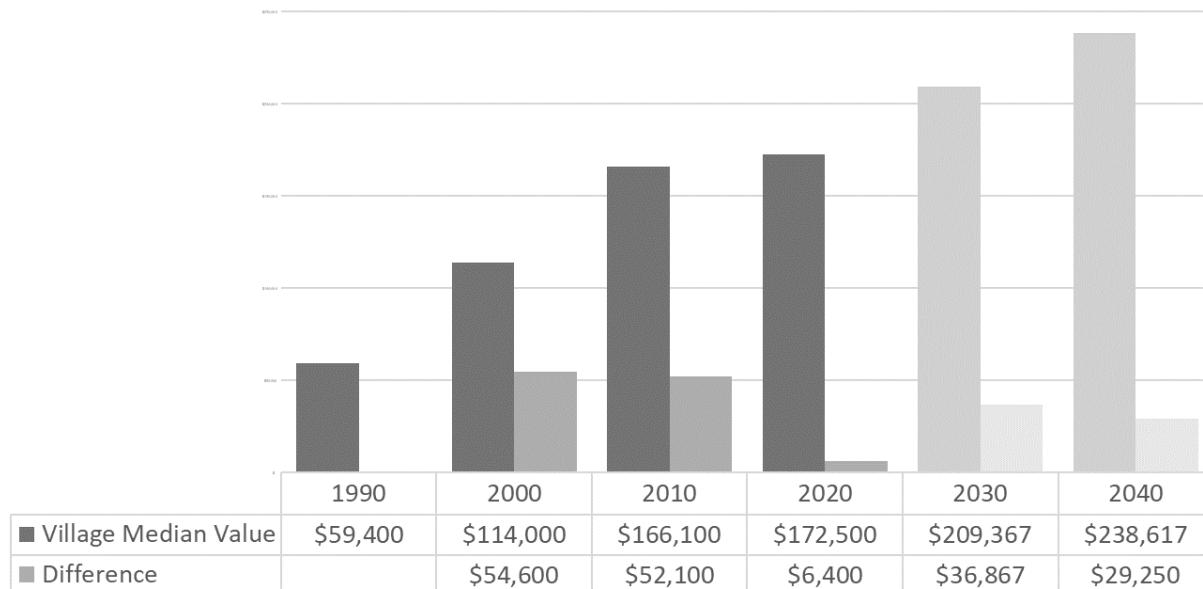
## **Village of Baldwin Subdivisions**



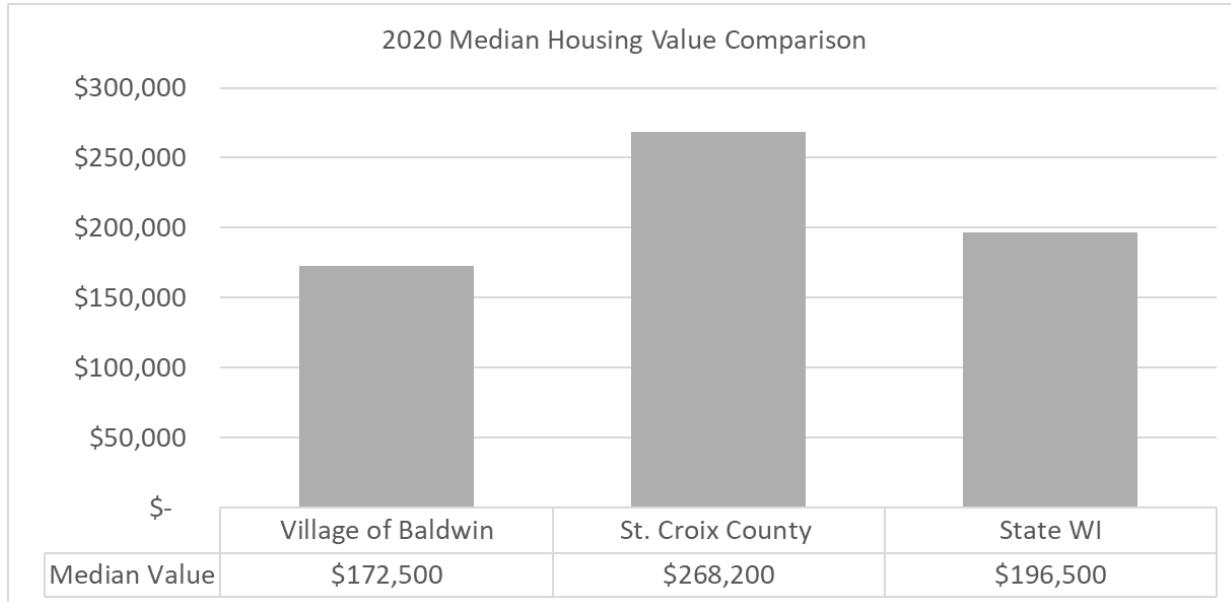
## Housing Value

The Village of Baldwin has experienced a significant increase in median home value since 1990. The top graph shows that the median home value increased by \$6,400 between 2010 (\$166,100) and 2020 (\$172,500). Housing value significantly increased in the previous 10-year period from 2000 (\$114,000) to 2010 (\$166,100), a difference of \$52,100. The value projections for 2030 and 2040 were developed with an extrapolation calculation based on the previous decades, 2000-2020. The Village of Baldwin median housing value in 2020 was lower than the State of Wisconsin and the County, as shown in the bottom graph.

Village of Baldwin Median Housing Value



2020 Median Housing Value Comparison

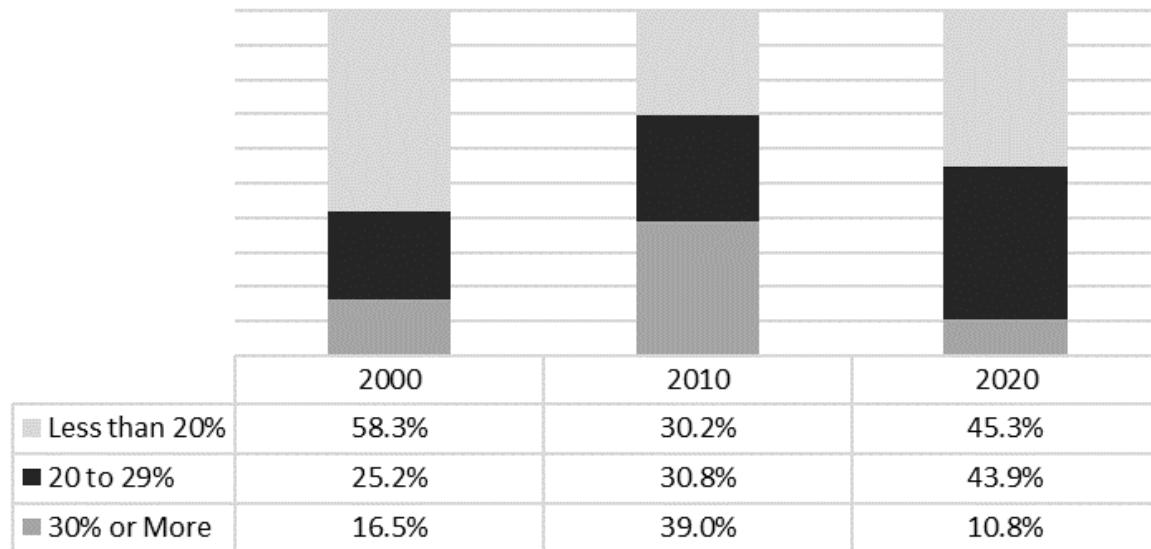


## Housing Affordability

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that does not exceed more than 30 percent of household income. The graphs below show the percentage of households in three Census categories including less than 20%, 20% to 29%, and 30% or more.

A majority of homeowners in the Village of Hudson (89.2%) are paying less than 30% of their household income towards homeowner costs. This could mean that owners have a smaller mortgage due to a larger down payment or that housing costs are not rising as fast as wages and salaries in the area. It could also mean that housing is affordable.

### Village of Baldwin Owner-Occupied Housing Cost as Percent of Income (Percent)



According to the U.S. Census Bureau, selected monthly owner costs are calculated from the sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees. This can be used to measure housing affordability and shelter costs.

## Housing Programs

### County and Local

1. *St. Croix County Housing Authorities Hudson, New Richmond and River Falls*
2. *West Central Wisconsin Community Action Agency, Inc. ([WestCAP](#))*
3. *[Impact Seven](#), Inc., Rice Lake provides senior housing support*
4. *[St. Croix Valley Habitat for Humanity](#) River Falls, WI*
5. *[United Way St Croix and Red Cedar Valleys](#) - Housing Report June 2023 "A Home for All"*
6. St. Croix Economic Development Corporation ([SCEDC](#))

### State

7. *Wisconsin [Housing and Urban Development](#)*
8. *[Tomorrow's Home Foundation](#), Madison, WI*
9. *Wisconsin Department of Administration*
  - a. *Division of Housing and Intergovernmental Relations*
  - b. *Community Development Block Grant (CDBG) – [Community Development Block Grant \(CDBG\)](#)* Housing Rehabilitation funds are made available through the federal Department of Housing and Urban Development (HUD). The CDBG program provides grants to local governments for housing rehabilitation initiatives that benefit low- and moderate-income households.
  - c. *Wisconsin Housing Cost Reduction Initiative (HCRI)*
  - d. *[Wisconsin Historic Home Tax Credits](#)*
  - e. *[Wisconsin Home Safety Act](#)*
  - f. *[Wisconsin Property Tax Deferred Loan Program \(PTDL\)](#)*
  - g. *[Wisconsin Housing and Economic Development Authority](#) (WHEDA) serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness.*
  - h. *[Wisconsin Rural Development](#), Rural Housing Service*
  - i. *[Wisconsin Weatherization Assistance](#) Programs*

### Federal

10. *USDA-Rural Development* administers federal funds to help secure loan options to assist low- to moderate-income families with home purchase and rehabilitation. Rural Development generally funds individuals who cannot obtain conventional financing.
11. *[United States Department of Housing and Urban Development](#) (HUD)*
  - j. *Section 8 Program* - rent assistance
  - k. *Home Investment Partnership Program (HOME)*



## 2006 Housing Goals, Objectives, Programs and Policies

**Goal 1:** Ensure land is available for future housing needs.

### Objectives

1. Maintain steady and planned growth in the Village of Baldwin.

### Policies

1. Use proposed land use map to direct growth.
2. Explore the possibilities of infilling and redevelopment within the Village.

**Goal 2:** Provide a balance between single family and multi-family housing.

### Objectives

1. Increase owner-occupied home ownership.
2. Protect property values.

### Policies

1. Help residents locate housing programs and agencies that will help them achieve home ownership.
2. Encourage developers to provide a variety of housing sizes and styles to meet the needs of all residents.

**Goal 3:** Address the aesthetics of new developments and housing.

### Objectives

1. Discourage repetitive housing styles and colors.
2. Encourage developments with a variety of building footprints, colors, windows, etc.

### Policies

1. Specify housing aesthetics in the Developer's Agreement.

## Appendix A Public Participation Summary

## Public Participation Process

On September 10, 2025 the Village Board adopted Resolution No. 2025-07 approving the public participation plan as required by Wisconsin Statutes sec. 66.1001(4). The Village and County worked together to implement the public participation plan strategies within the resolution. To gather initial public participation at the beginning of the process, two preliminary strategies were administered including a public vision session and an online survey. The results of the vision session and survey were presented at a public joint Board and Plan Commission meeting on December 10, 2025. The summarized results of the vision session and survey within this appendix are organized by the plan elements including: Housing, Transportation, Utilities & Community Facilities, Agricultural, Natural, & Cultural Resources, Economic Development, Intergovernmental Cooperation, and Land Use.

## Project Webpage

St. Croix County hosted a dedicated project webpage for the 2026 Village of Baldwin comprehensive plan update. The webpage was launched in August 2025 and provided a project description, plan purpose, plan update schedule, meeting materials, and link to the Village website (Both shown right).



## Vision Session Process Summary

The Village of Baldwin comprehensive plan update public open house vision session was held on November 3, 2025, from 5:00 pm – 7:00 pm at Village Hall Municipal Center. Village staff promoted the vision session by mailing newsletters to property owners and posters at Village Hall. The vision session was promoted on the project webpage at: [sccwi.gov/Village-of-Baldwin](http://sccwi.gov/Village-of-Baldwin). Approximately 25 participants attended the 2-hour open house vision session. St. Croix County staff delivered a presentation about the plan update process, purpose, and elements. Participants were given a 1-page handout that listed the plan elements and sub-categories. Participants were asked to share their thoughts at 5 staff-facilitated tables representing the comprehensive plan elements including: Housing, Transportation, Utilities & Community Facilities, Agricultural, Natural, Cultural Resources, Economic Development, Intergovernmental Cooperation, and Land Use.

## Survey Process Summary

St. Croix County staff developed and administered the Village of Baldwin comprehensive plan update survey in October-December 2025. The Village Board of Trustees reviewed and approved the survey questions in October. The final survey participant count was 97 total responses. The survey results found in this Appendix show the number of responses in parenthesis at the top. The 23-question online and paper survey was gathered from October 2025 to November 30, 2025. The survey was promoted through a newsletter to property owners, posters at Village Hall, and the county project website.

## Public Meetings

St. Croix County staff presented drafts of the 2026 Village of Baldwin comprehensive plan at public joint Board and Plan Commission meetings to gather information and solicit any plan corrections. The Village of Baldwin Comprehensive Plan update was prepared under the guidance of the Village Board of Trustees, Plan Commission, and staff that reviewed the plan and conducted (#) \_\_\_\_\_ meetings between August 2025 and \_\_\_\_\_, 2026 with the St. Croix County facilitator. On \_\_\_\_\_, the Village of Baldwin Plan Commission held a public hearing to gather public comment on the final 'public hearing' draft 2026 Village of Baldwin comprehensive plan. The final 'public hearing' draft plan was made available for public review and comment 10 days prior to the public hearing on the project webpage.

## Survey Demographics, Quality of Life

Q1 Village of Baldwin  
Where do you live? (Select one) (96)

In the Village of Baldwin		Own or work at a business in Village of Baldwin (live elsewhere)	Own property in Village of Baldwin (live elsewhere)	Other, Town Baldwin/Hammond, Hudson	Total
■ %	79.2%	11.5%	3.1%	6.3%	100%
#	76	11	3	6	96

Q2 Village of Baldwin  
How long have you lived in the Village of Baldwin? (95)

Less than 1 year	1 to 5 years	6 to 10 years	11 to 20 years	21 to 30 years	31 to 40 years	41 to 50 years	more than 50 years	Not applicable	Total	
■ %	2.1%	12.6%	11.6%	15.8%	18.9%	7.4%	9.5%	11.6%	10.5%	100%
#	2	12	11	15	18	7	9	11	10	95

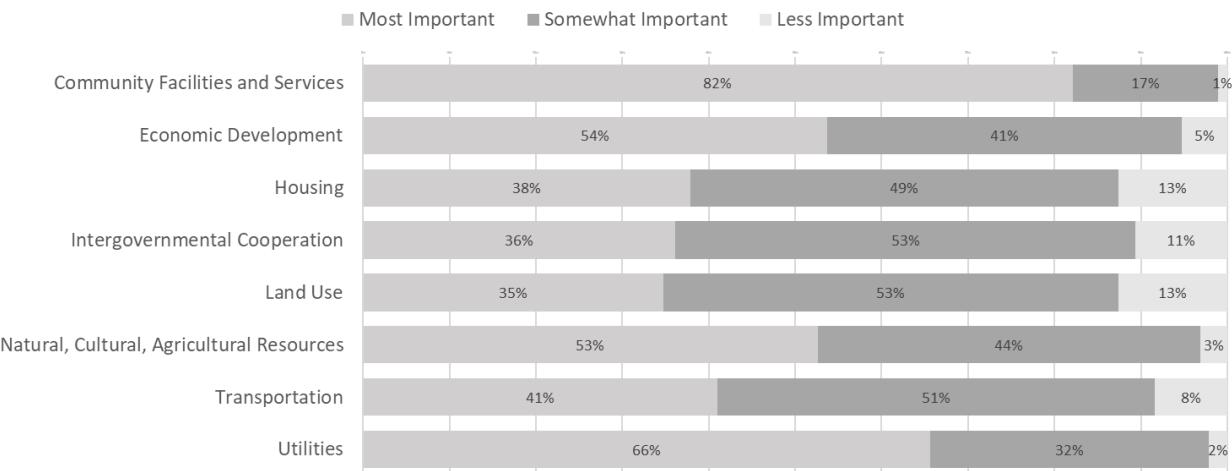
Q3 Village of Baldwin  
Do you rent or own your home? (92)

Own		Rent		Total	
■ %	95.7%	4.3%		1	
#	88	4		92	

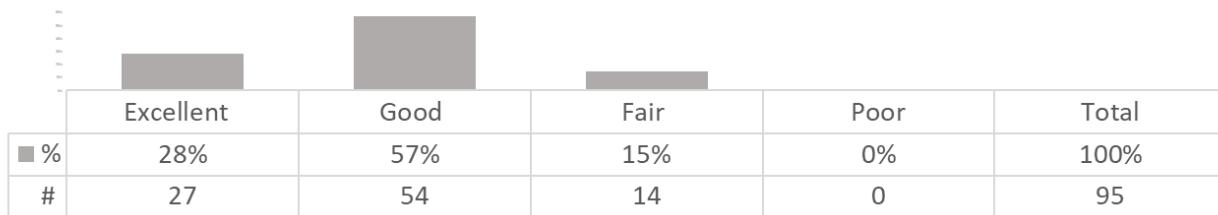
Q4 Village of Baldwin  
What age group are you in? (95)

19 or under	20-29	30-39	40-49	50-59	60-69	70-79	80 and over	Total	
■ %	1.1%	4.2%	21.1%	30.5%	23.2%	8.4%	9.5%	2.1%	100%
#	1	4	20	29	22	8	9	2	95

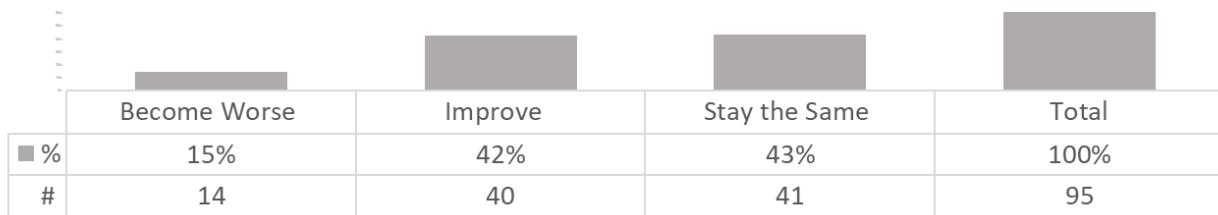
**Q5 Village of Baldwin  
Most Important Comprehensive Plan Topic  
(93-95)**



**Q6 Village of Baldwin  
How would you rate the overall quality of life in Village of Baldwin? (95)**



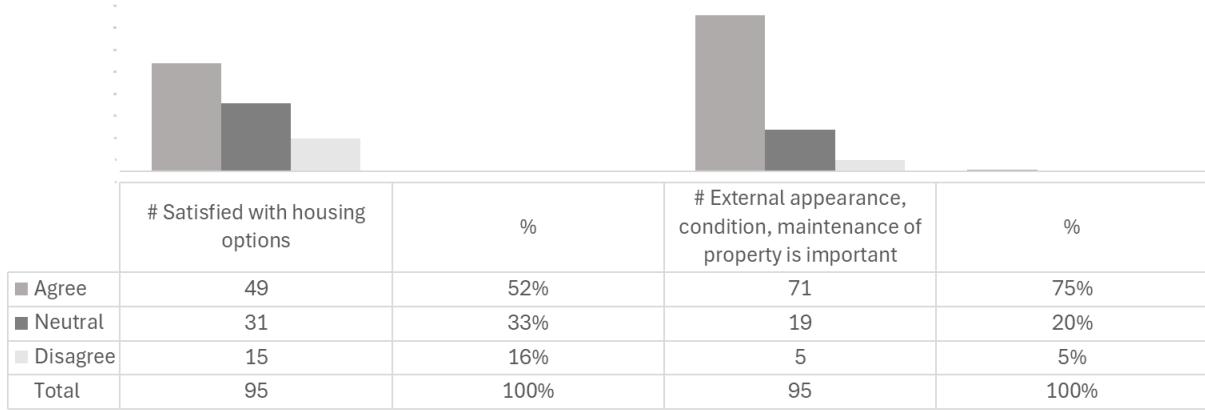
**Q7 Village of Baldwin  
Over the next 10 years, do you think the quality of life in Village of Baldwin will: (95)**



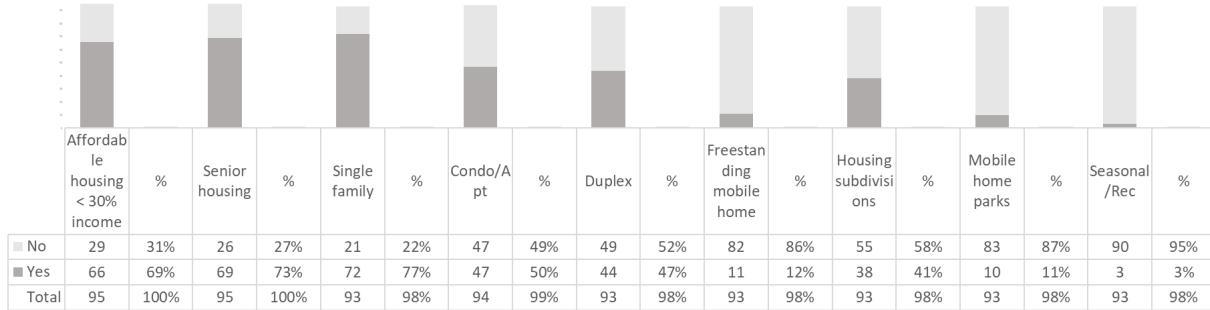
## HOUSING

The purpose of the housing section is to document and analyze the provision of an adequate housing supply that meets existing and forecasted housing demand.

Q8 Village of Baldwin  
Housing Level of Agreement (95)



Q9 Village of Baldwin  
More of the following housing types are needed: (93-95)



## Housing Vision Session Summary:

### 1. Housing Affordability & Access

- Strong concern that housing prices are too high, especially for first-time and moderate-income buyers.
- Limited availability of homes under \$300,000.
- Broad support for increasing housing stock across all income levels to help families and individuals remain in the community.
- Smaller homes and reduced square-footage requirements seen as important affordability tools.

### 2. Lot Sizes & Community Character

- Desire for a mix of lot sizes to balance affordability with Baldwin's rural/small-town character.
- Smaller lots could encourage development and lower prices.
- Larger lots are valued for preserving a rural feel.
- Recognition that lot size directly impacts home values and pricing.

### 3. Variety of Housing Types ("Cradle to Grave")

- Need for a wider range of housing options including single-family, multi-family, condominiums, apartments, and accessory dwelling units.
- Strong emphasis on expanding senior housing (55+, single-level homes, senior living facilities) to retain aging residents and sustain community engagement.
- Support for housing that accommodates all life stages—from young adults to seniors.
- Condos and maintenance-free housing viewed as especially beneficial for aging populations.

### 4. New Development & Growth Planning

- Questions and concerns about the Village's long-term plan for residential growth.
- Support for increased housing development, particularly west of Baldwin and near I-94.
- Interest in integrating residential growth with office, industrial, and mixed-use development.
- Concerns that some new developments reduce community character.

### 5. Regulations, Zoning & Consistency

- Perception that regulations and enforcement are inconsistent.
- Desire for clearer, more predictable development standards.
- Mixed views on government oversight: preference for less intrusion on private property paired with clearer rules to reduce confusion.

### 6. Housing Condition remind Maintenance

- General acknowledgment that many homes are in good condition.
- Some concern about poorly maintained properties.
- Interest in incentives to help owners update and maintain older homes.

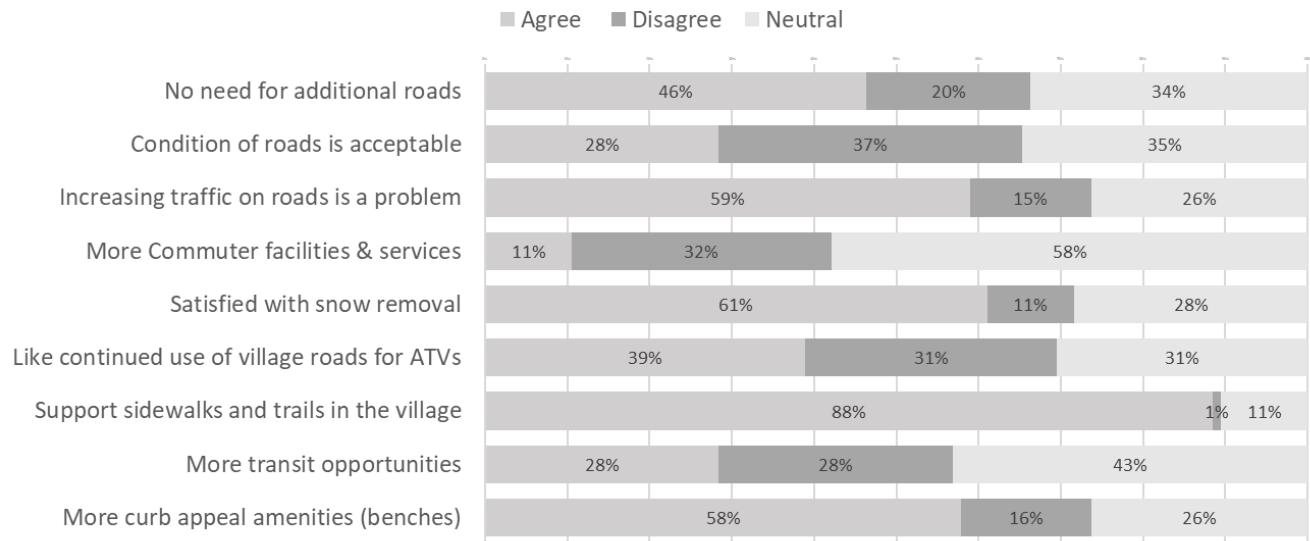
### 7. Neighborhood Impacts & Supporting Amenities

- Outdoor storage acceptable for residential use but problematic when tied to home-based businesses due to traffic and neighborhood impacts.
- Need for amenities to support denser housing, such as dog parks in areas with apartments or smaller homes.
- Strategic placement of multi-family housing near highways to reduce neighborhood impacts.

## TRANSPORTATION

The purpose of the transportation section is to document, analyze, and guide the future development of the various modes of transportation.

Q10 Village of Baldwin  
Transportation: Level of Agreement  
(95)



## Transportation Vision Session Summary:

### 1. Road Conditions & Infrastructure Maintenance

- Ongoing concern about road surface conditions, patching quality, and long-term maintenance.
- Need for a Capital Improvement Plan (CIP) to prioritize road repairs /infrastructure investments.
- Underground utilities (water/sewer) can limit or delay road improvements.
- General satisfaction with Public Works equipment, facilities, snow removal, vegetation maintenance, and staffed operations.
- Support for continued curb-and-gutter installation and landscaped streetscapes in new developments.
- Need for new or improved bridges, particularly in the southern part of village and over creeks.
- Road construction poses challenges in small residential areas.

### 2. Traffic Flow & Heavy Vehicle Impacts

- Semi-truck traffic through the village can create challenges, particularly on local streets.
- Mixed opinions on bypass routes—some concern about loss of business traffic if bypass is built.
- One-way streets can make parking difficult for larger vehicles.
- Farm vehicles and weight limits are part of ongoing road-use considerations.
- Overall perception that traffic congestion on Hwy 63 is generally manageable.

### 3. Pedestrian & Bicycle Connectivity

- Strong support for expanding sidewalks and trails, especially connecting schools, parks, neighborhoods, businesses, and industrial areas.
- Desire for sidewalks along Hwy 63 and around high-traffic locations such as Quick Trip.
- Interest in off-road trail systems and improved trail connections, including links to hospital and Wintergreen areas.
- Concern about pedestrian safety due to limited sidewalks, with many people (especially children) walking in streets.
- Mixed views on sidewalk maintenance responsibility and whether sidewalks should be required in all new developments.

### 4. Safety & Traffic Calming

- Appreciation for existing safety features such as stop lights, crossing flags, and flashing speed limit signs.
- Concern about vehicle speeds being too fast in some areas, indicating a need for additional traffic calming measures.

### 5. ATV/UTV Use

- General support for ATV/UTV routes within the village and along Hwy 63.
- Recognition that most users follow speed limits.
- Interest in improved signaling and safety measures for ATV/UTV traffic.

### 6. Transit & Accessibility (ADA)

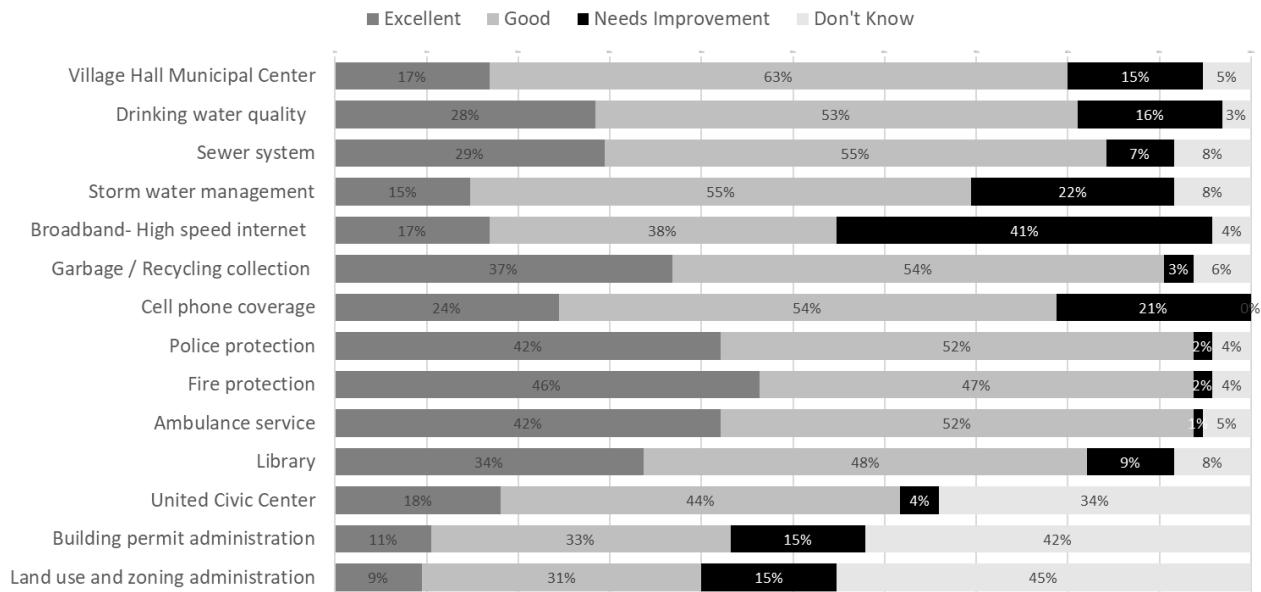
- Gaps in ADA accessibility along Main Street and other pedestrian routes.
- Strong interest in expanding transit options, including regional transit to the Minneapolis-St. Paul area.
- Support for future commuter rail service and staying engaged in regional transit planning.
- Recognition that current mass-transit options are very limited or nonexistent.

### 7. Governance & Financial Considerations

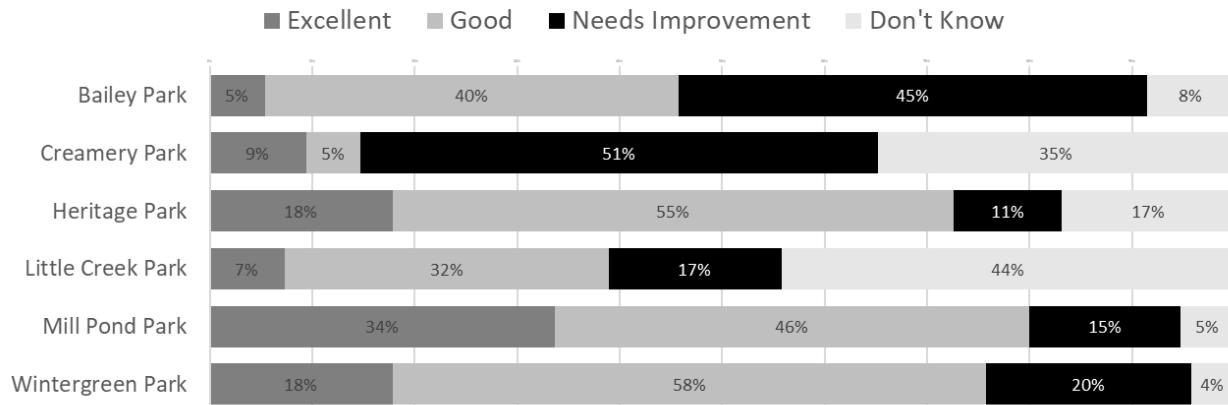
- High praise for Public Works staff and staffing levels.
- Interest in greater intergovernmental cooperation for sharing equipment and resources.
- Desire to limit borrowing for infrastructure while balancing rising construction costs and inflation.

## UTILITIES & COMMUNITY FACILITIES

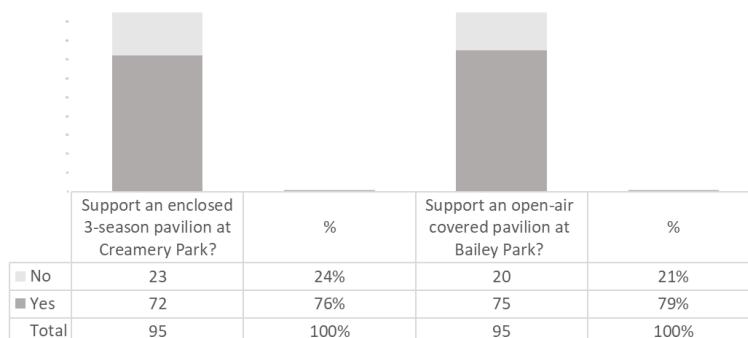
Q11 Village of Baldwin  
Community Facilities, Utilities, Services Rating (94-95)



Q12 Village of Baldwin  
Parks Rating (94-95)



Q13-14 Village of Baldwin  
Support for Park Improvements: (95)





## Utilities & Community Facilities Vision Session Summary:

### 1. Parks, Recreation & Youth Amenities

- Strong support for upgrading and revitalizing existing parks, particularly Bailey Park and Windmill Park, including playground equipment, shelters, pavilions, and seating.
- Emphasis on ADA-compliant playgrounds and inclusive recreational spaces.
- Interest in creating safe walking paths, recreational areas near creeks, and expanded activities for children.
- Recognition that Baldwin has a generally strong park system, with Millpond Park noted as a major asset.
- Interest in additional amenities such as a dog park and potential indoor recreation options during winter months.

### 2. Water, Sewer & Utility Infrastructure

- General satisfaction with the new sewer plant.
- Concern about high water and sewer costs for residents.
- Need to ensure utilities have adequate capacity to support future growth.
- Support for maintaining a Capital Improvement Program (CIP) to plan and prioritize utility repairs and upgrades.

### 3. Stormwater Management & Flood Mitigation

- Need for improved stormwater infrastructure, including gutter replacement near Windmill Park, to address flooding concerns.

### 4. Broadband, Internet & Electric Services

- Desire for increased broadband competition to improve internet service quality and reduce costs, as only one provider currently serves the area.

### 5. Public Safety & Emergency Services

- High confidence in local police, fire, ambulance, and emergency response services.
- Appreciation for the presence of a 24-hour hospital and ER facility, viewed as a major community asset.

### 6. Regulations & Administrative Processes

- Concerns that building ordinances and permitting processes are outdated or overly restrictive.

### 7. Community Facilities: Schools, Library & Civic Spaces

- Need for expanded library space to better serve the community.
- Positive feedback on Village Hall amenities, including Main Street benches.
- Identified need for more affordable daycare options to support families.

## Parks Other Improvement Ideas (Q15)

The 33 responses provided were entered into Chat GPT Artificial Intelligence (AI) to condense and summarize the data. Results of the AI summary are shown below.

### Park Shelters, Pavilions & Structures

- Add/open a band shell or covered stage at Creamery Park.
- Build an open-air pavilion at Windmill Park.
- Add more pavilions/shelters across parks, especially Creamery, with electricity and usability for events.
- Construct a structure similar to the Hammond Lions building at Creamery for Windmill Days and rentals.

### Playgrounds & Kid-Friendly Features

- Update or replace old wooden playground equipment.
- Improve safety of existing playgrounds.
- Add more playground options, especially for younger kids.
- Create an inclusive, wheelchair-accessible playground.

### Trails, Paths & Accessibility

- Add more walking/bike trails and paved paths.
- Improve handicap accessibility at Creamery Park.
- Add a paved path between Creamery & Mill Pond.
- Add a walking path from downtown to the new hospital/travel center.
- Add sidewalk access on 220th to connect to Maple.
- Pave a path from 8th Ave to the Windmill.
- Add benches periodically along trails.

### Amenities & Facilities

- Provide bathrooms at all parks.
- Increase benches, picnic tables, and grills (especially at Millpond, Creamery, Windmill).
- Ensure parking availability.
- Add electric outlets at Heritage and other parks.
- More public spaces for gatherings, parties, and family use.
- Add pollinator gardens.

### Dog-Related Features

- Create a dog park or fenced area for off-leash play.
- Add dog waste stations, signs about the leash ordinance, and more trash bins (especially at Woodduck and Wintergreen).
- Provide benches along trails for dog walkers.

### Recreation Features

- Add a basketball court at Duck Park.
- Consider a disc golf course, skate park, or community center for kids.
- Install a splash pad at Baileys or Creamery.

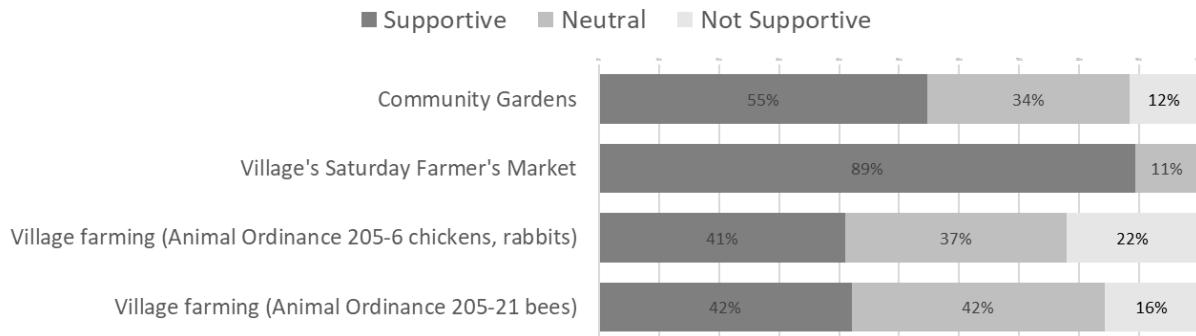
### Other Notes

- Concentrating too many activities at Millpond causes space and parking issues in spring.
- Covered or screened-in areas are appreciated for comfort and usability.

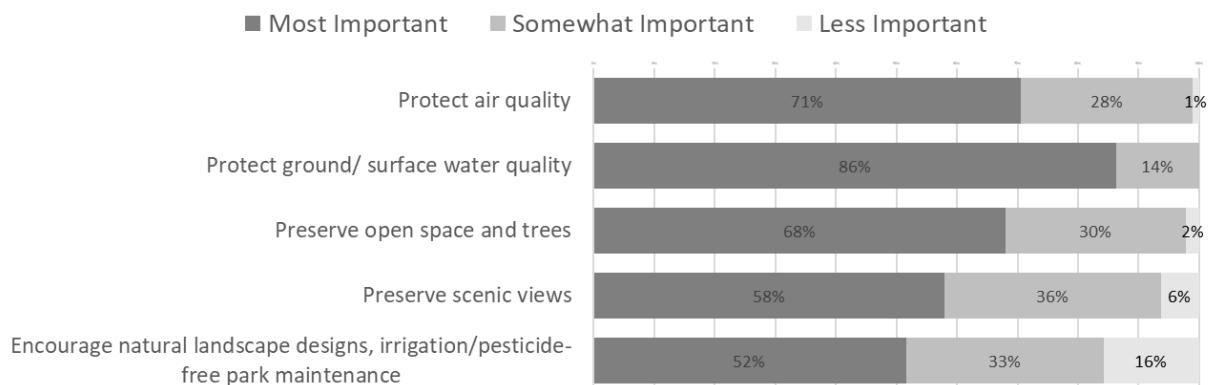
## AGRICULTURAL, NATURAL, CULTURAL RESOURCES

The purpose of the Agricultural, Natural, & Cultural Resources section is to document and analyze the conservation and promotion of effective management of resources.

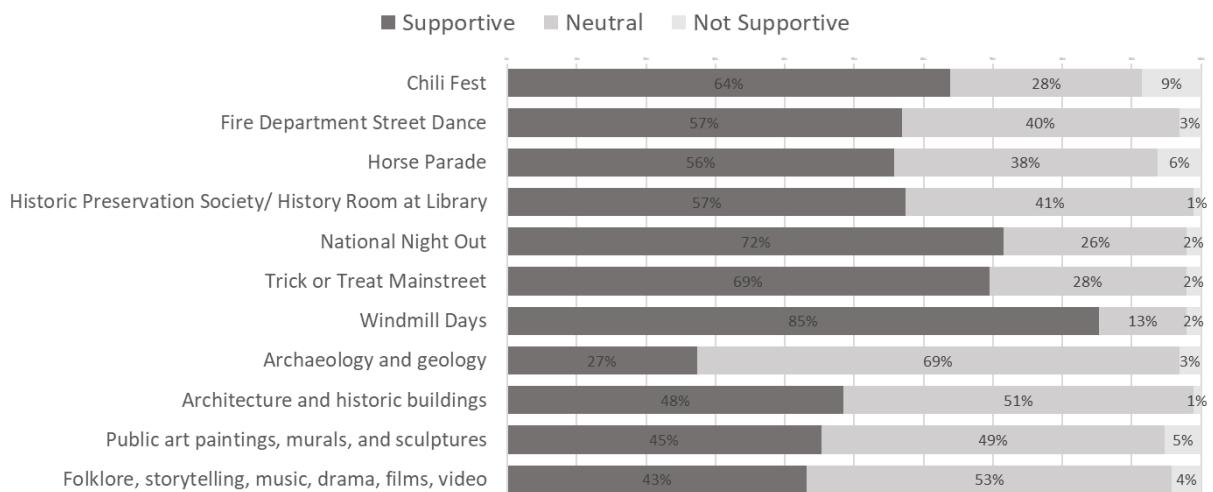
Q16 Village of Baldwin  
Level of Support for Agricultural Resources (94-95)



Q17 Village of Baldwin  
Level of Importance to Protect Natural Resources (94-95)



Q18 Village of Baldwin  
Level of Support for Cultural Resources (93-95)





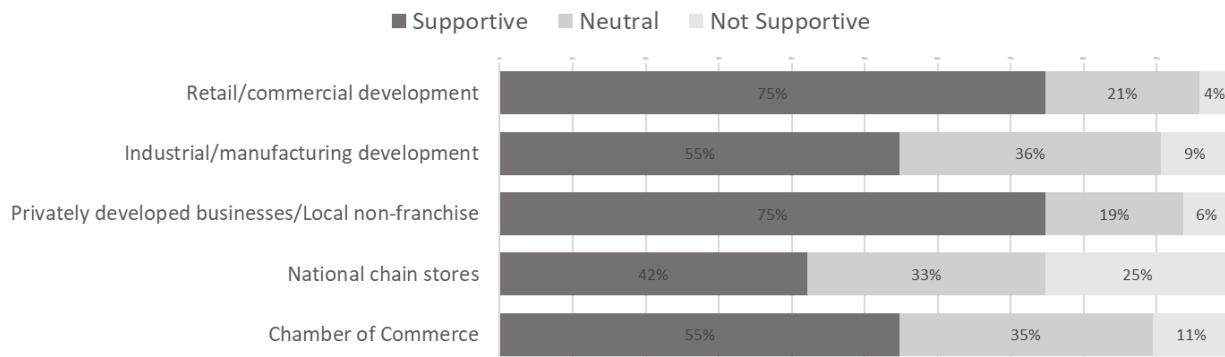
## Agricultural, Natural, & Cultural Resources Vision Session Summary:

1. Agricultural, Forest areas
  - a. Community gardens:
    - i. Like them (2), helps support food security and health
    - ii. There is a food pantry/garden partnership at Western WI Health clinic, community gardens by the hospital
    - iii. Suggestion to create gardens by the compost/burn pile site
    - iv. Don't need to be village supported, allow at churches
    - v. Like the idea of flower gardens along trails in parks
  - b. Farmer's Market:
    - i. Like it (3)
    - ii. Want year-round maybe at municipal center or somewhere on 63 for accessibility
  - c. Animal Ordinance: ok (3)
  - d. Woodlands: somewhat important to preserve
2. Floodplain
  - a. Issues with floodplain. Some areas that are not in the floodplain still flood. Storm sewer implementation is a good idea.
  - b. Whole village has flood issues
  - c. Some significant flooding occurred in July 2020 on local streets and along Hwy 63.
3. Endangered species, wildlife habitat
  - a. Important to preserve natural habitat for economy and businesses that rely on it such as bee-keeper
4. Cultural: Historic Preservation, Archeology, Events
  - a. Would like to see more cultural art such as murals or an art gallery
  - b. Resident has collected many historical items but doesn't have a place to donate. Idea to take photos of items and send to village staff to archive. (Note: Contact library Director with historic items to donate).
  - c. Working on history room in the library
  - d. Village has a Historic Preservation Committee
  - e. Woodville history center is a great example but funding is an issue. Maybe work with library for grants and development of a Baldwin history center.
  - f. Crystal cave in Spring Valley is closest archeology center. Partnership could be explored.
  - g. Support for historic preservation
  - h. There have been initiatives to preserve old buildings on Main Street
  - i. Community Pride/Village Festival a plus

## ECONOMIC DEVELOPMENT

The purpose of the Economic Development section is to document, analyze, and promote the stabilization, retention or expansion, of the economic base and quality employment opportunities.

Q19 Village of Baldwin  
Level of Support for Types of Economic Development (95)



### Q20: What improvements would you like to see on Village Main Street?

Can include businesses you'd like to see or ideas for aesthetic improvements.

The 46 responses provided were entered into Chat GPT Artificial Intelligence (AI) to condense and summarize the data. Results of the AI summary are shown below.

#### 1. Businesses Wanted

- More small, local shops: bakery, café/bistro, sandwich shop, ice cream shop, gift shop, boutiques, clothing store, music store, hardware store, furniture/craft shops.
- Family restaurants and eateries.
- Co-working spaces, art gallery, and businesses open later for evening meetings.
- Preference for small business growth rather than large industries or big box stores.

#### 2. Empty / Abandoned Buildings

- Address vacant and abandoned buildings, especially the bakery building and the old apartment building near Bailey Park.
- Require building owners to maintain exteriors even when spaces are empty.
- Encourage redevelopment that brings in businesses and tourism.
- Tear down or renovate buildings that are unsafe, run-down, or long-term vacant.

#### 3. Parking & Street Layout

- Improve or increase parking; many say it is difficult or poorly designed.
- Add handicap-accessible parking, especially near the pharmacy.
- Concerns about angled parking and congestion.
- Widen the street; many want it returned to two-way traffic.
- Issues with bump-outs—some want them removed.
- Winter snow removal makes walking and parking harder.



#### 4. Accessibility & Sidewalks

- Sidewalks are difficult for people with mobility challenges.
- Limited handicap access points at block ends.
- Snow buildup makes walkways unsafe.

#### 5. Aesthetic Improvements

- Update aging buildings and clean up rundown areas, especially near Bailey Park.
- Maintain or improve seasonal decorations (flower baskets, Christmas lights, tree lights).
- Storefront improvements: attractive décor, open doors, sidewalk sales, etc.
- Improve signage on Highway 63 to highlight downtown businesses.

#### 6. Community & Experience

- Add dog-friendly patios.
- Create spaces that support community events, tourism, and families.
- Provide better parking and amenities for visiting sports families.
- Maintain small-town charm while improving vibrancy.

#### 7. Infrastructure & Public Space

- Improve the area surrounding Bailey Park.
- Consider slightly widening the street.
- Ensure buildings don't sit empty long-term.
- Add community garden/produce share store.

## Economic Development Vision Session Summary:

### 1. Village Role, Leadership & Partnerships

- Desire for the Village to take a stronger, more proactive role in economic development (ED), including increased funding and possibly creating a standalone ED committee.
- Support for closer collaboration with the Baldwin Chamber of Commerce, the Baldwin Economic Development Corporation, tourism entities, and regional partners.
- Interest in developing tools to support businesses, such as welcome packets, business collaboration hubs, and support for local fundraisers.
- Need for clearer communication, better permit guidance, and more business-friendly approach.
- Emphasis on fiscal responsibility while investing strategically in economic development.

### 2. Business Climate, Regulations & Flexibility

- Strong concern that zoning, permitting, and sign ordinances are too rigid/inconsistently applied.
- Desire for greater flexibility to allow businesses to adapt, expand, and change uses.
- Frustration from business owners over lack of support and insufficient guidance when navigating regulations.
- Interest to update sign ordinance for Hwy 63 businesses to better advertise/attract customers.

### 3. Preferred Business Types & Economic Mix

- Clear preference for supporting small, locally owned businesses and light industry over large enterprises or big-box retail.
- Strong opposition to large-scale retail, noting such options already in nearby communities.
- Desire for more diversity in businesses, including additional sit-down restaurants and potential grocery alternatives.
- Recognition manufacturing/medical services as economic assets worth retaining/ expanding.

### 4. Commercial & Industrial Locations

- Interest in filling and expanding the industrial park, including future industrial south of village.
- Support for concentrating commercial along Hwy 63, particularly south of Scooter's Coffee.
- Recognition of hospital expansion potential/importance of medical services as economic drivers.
- Support for market-rate apartments south of I-94 as part of economic growth strategy.

### 5. Downtown & Main Street Revitalization

- Strong emphasis on the importance of downtown Baldwin as an economic and cultural center.
- Desire to improve branding, identity, and visibility of Main Street.
- Support for events, farmers markets, and ATV access to bring people downtown.
- Interest in reusing older/vacant downtown buildings for apartments/mixed-use development.
- Continued support for façade improvement programs and exploring new funding sources.

### 6. Employment, Workforce & Housing

- Support for job creation and workforce retention.
- Recognition that affordable housing is essential to support local workers.
- Acknowledgment that commuting to nearby communities is common, highlighting the need to strengthen local employment options.

### 7. Redevelopment & Community Assets

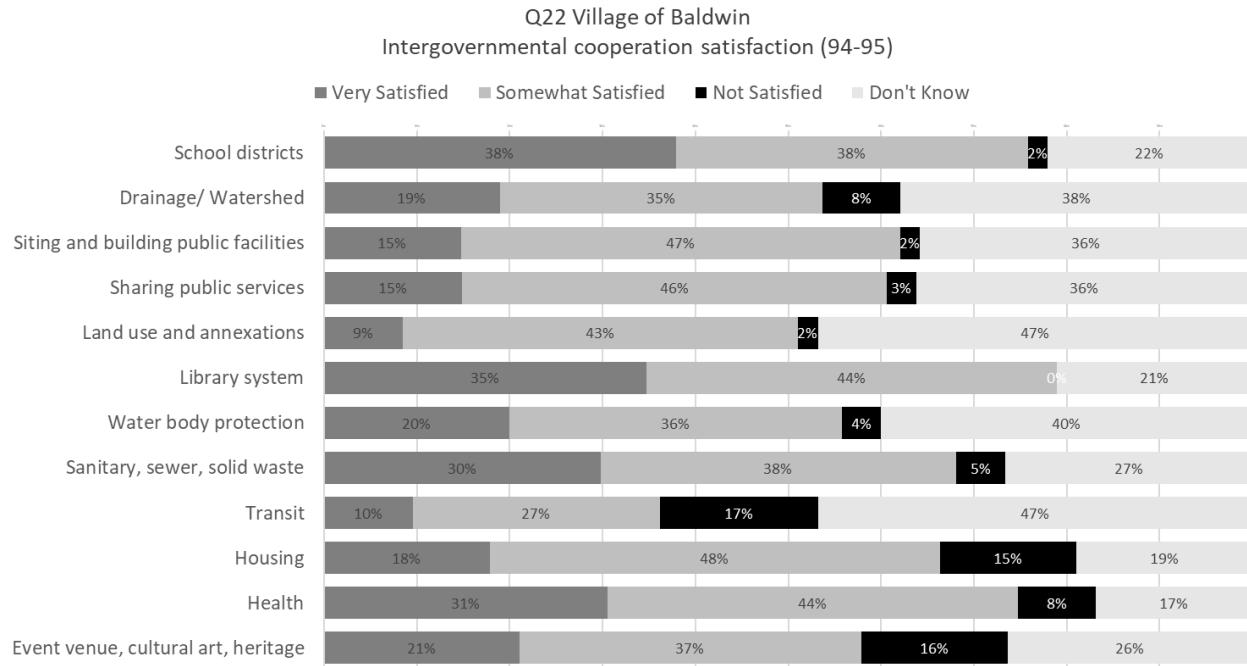
- Interest in redeveloping underutilized or vacant sites, including the former Flex Print building and Village-owned property south of 60th Avenue.
- Recognition of community assets such as the food shelf and recreational/trail areas as contributors to quality of life and economic vitality.

### 8. Tax Base & Fiscal Health

- Broad support for expanding the commercial and industrial tax base to support Village services and reduce reliance on residential taxes.

## INTERGOVERNMENTAL COOPERATION

The purpose of the Intergovernmental Cooperation section is to document and analyze joint planning and decision making with other jurisdictions.



### Intergovernmental Cooperation Vision Session Summary:

Cooperation in the following:

#### 1. Shared Community Facilities & Event Spaces

- Need for a large community gathering and event space that could support cultural, arts, and heritage activities.
- Desire for a recreation center or dedicated space for children's activities.
- Recognition that state-level regulations (such as architectural requirements) can make local projects cost-prohibitive, highlighting the need for coordination and advocacy across government levels.

#### 2. Housing Partnerships

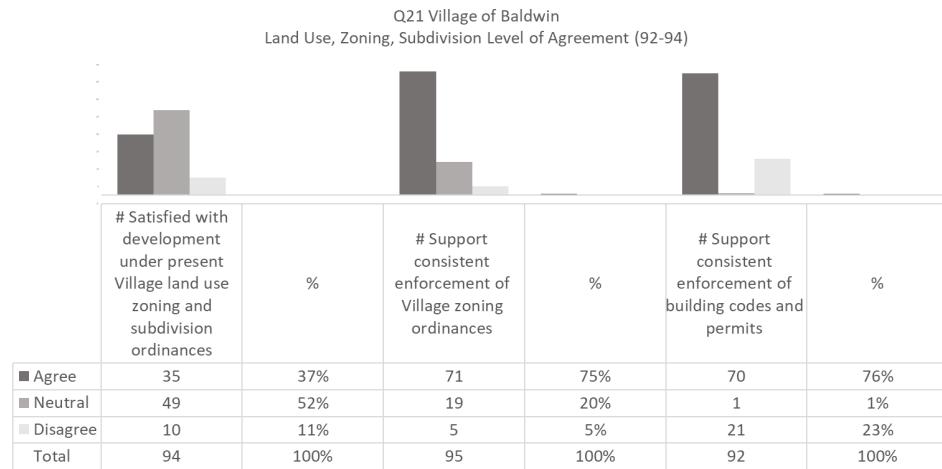
- Interest in intergovernmental and regional partnerships to support affordable housing, senior housing, and broader economic development initiatives.

#### 3. Utility Infrastructure Collaboration

- Acknowledgment of recent investment in major utility infrastructure, including the construction of a new sewer system.
- Opportunity to leverage this infrastructure investment through coordination with other jurisdictions to support future growth.

## LAND USE

The purpose of the Land Use section is to document, analyze, and guide the future development and redevelopment of public and private property.



### Q23 General Comments

The 21 responses provided were entered into Chat GPT Artificial Intelligence (AI) to condense and summarize the data. Results of the AI summary are shown below. Residents expressed several needs and preferences for Baldwin's future:

1. **Housing:** More variety such as smaller/tiny homes, senior housing, and options for young adults—not just multi-plex units.
2. **Walkability & Safety:** More sidewalks, better trails, improved street lighting, and safer routes along Highways 12 and 63.
3. **Traffic:** Improvements to congestion on Hwy 63, especially at Hwy 12; additional access/outlets on the northwest side of town.
4. **Amenities:** Better shopping and dining options, expanded library space, more benches/bathrooms, more cultural and arts events, and event spaces.
5. **Services:** Yard-waste pickup, taxi service, additional healthcare providers, and improved storm-drain maintenance.
6. **Community Preferences:** Avoid large chain stores and large apartment complexes; maintain small-town character.
7. **Economic Development:** Create an economic development committee, attract businesses that benefit residents, and ensure transparency regarding Chamber funding.
8. **Aesthetics & Maintenance:** Enforce upkeep of vacant properties.
9. **Policy & Fairness:** Improve or clarify zoning, permits, and ordinances to ensure consistent application without favoritism.
10. **Other:** Allow goats as approved farm animals within the village. Many appreciate the village's continued efforts to engage the community through events, and some note the survey has made them more aware of village activities.

### Land Use Vision Session Summary: Growth Pace & Community Character

- Strong value placed on maintaining Baldwin's small-town character and community feel.
- Mixed perspectives on growth: some feel Baldwin is not growing quickly enough, while others are comfortable with gradual growth.
- General acceptance of Baldwin functioning as a bedroom community, provided quality of life and community character are preserved.