

Village of Argyle Comprehensive Plan 2026-2036

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Acknowledgments

Village of Argyle Village Board

Thomas Moore, Village Board Chair

Halie Helfvogt

Ismael "Johnny" Hinojosa

Lisa Johnson

Dustin King

Garry Rossing

Wyatt Webster

Village of Argyle Plan Commission

Dave Phillipson, Chair

Adam Anderson, Member

Bill Johnson, Member

Diane Martin, Member

Neale Tollakson, Member

Kirk Wenger, Member

Garry Rossing, Village Board Representative

Village of Argyle Staff Contributors

Joe Schutte, Director of Community Development

Sandra Flannery, Village Clerk

Mallory McGuire, Deputy Village Clerk

SWWRPC Staff

Troy Maggied, Executive Director

Jaelyn Essandoh, GIS Coordinator

Francis Henn, ERC Fellow

Mei Mei Keohane, GIS Planner

Kate Koziol, Economic Development Specialist

Bryce Mann, Administrative Assistant

Jacob Nelson, Research Analyst

Melinda Nicely, Finance Manager

Natalie Strait, Regional Planner

Ellen Tyler, Senior Community Resilience Planner

Design by Kristin Mitchell & Sarah Shumaker



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Vision for Argyle

This is a comprehensive plan created with community input from residents, public, private, and nonprofit stakeholders. The Village of Argyle is a leading strategic partner in the process and will be work with a variety of partners to implement the plan.

The Village of Argyle is more than just a place to live, offering a welcoming, vibrant community rich in history, culture, and opportunities to connect, and known for its strong schools and small-town character.

As a home for residents and a destination for visitors, Argyle values its downtown, supports local businesses, and expands housing options for all ages.

The Village embraces thoughtful growth, invests in modern infrastructure, parks, and community spaces, and fosters community partnerships that guide Argyle's future.

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

Core Values

Small-Town Character, Community Pride, and Strong Schools

Argyle's greatest strength is its people and the close-knit, welcoming nature of the community. Residents value the village's small-town character, sense of safety, and tradition of neighbors supporting one another. The school district plays a central role in Argyle's identity, serving as a focal point for community pride, youth development, and long-term stability. Preserving this strong sense of place while planning for the future is essential to maintaining Argyle as a community where families, seniors, and newcomers feel connected and supported.

Downtown Vitality and Local Business Support

A healthy and attractive downtown is critical to Argyle's long-term success. Community input consistently emphasized the importance of revitalizing downtown, reducing vacant buildings, improving building appearance, and supporting locally owned businesses. Residents see downtown as a place not only for commerce, but also for community life, hosting events, encouraging social interaction, and welcoming visitors. Argyle values reinvestment in its downtown as a way to strengthen its economy, reinforce community identity, and create a vibrant village center.

Housing Choice and Community Stability

Argyle recognizes that providing a range of housing options is essential to maintaining a balanced and resilient community. Residents identified the need for senior housing, affordable rentals, and moderate single-family homes that allow people to remain in the Village through all stages of life. Encouraging well-designed infill development, housing diversity, and reinvestment in existing homes supports population stability strengthens the tax base, and ensures Argyle remains accessible to families, seniors, and the local workforce.

Parks, Recreation, and Natural Resources

Argyle values its parks, open spaces, and natural features as vital contributors to quality of life and community health. Immediately to the northwest of Argyle are well-preserved natural wetlands, maintained by the Wisconsin Department of Natural Resources; and the natural resource of the Erickson Conservation Area has the potential to be a valuable local and regional recreation asset. Residents expressed strong support for improving park amenities, upgrading playgrounds to be ADA-accessible, expanding walking and biking trails, and enhancing the Erickson Wildlife Area and Pecatonica River corridor. These spaces provide opportunities for recreation, connection to nature, and community gatherings, and they help position Argyle as both a desirable place to live and an attractive destination.

Safe, Modern Infrastructure and Connectivity

Reliable infrastructure is foundational to Argyle's future. Residents identified sidewalks, streets, lighting, pedestrian safety, utilities, and broadband access as key priorities. The Village values investments that improve safety, accessibility, and connectivity between neighborhoods, schools, parks, and downtown. Modern infrastructure, both physical and digital, supports economic development, enhances daily life, and prepares Argyle for long-term growth and resilience.

Transparent Leadership and Community Engagement

Argyle values open communication, collaborative leadership, and meaningful public involvement in local decision-making. Community members expressed a desire for clearer communication, proactive planning, and more opportunities to participate in shaping the Village's future. Strong partnerships among Village leadership, residents, schools, businesses, and regional organizations are essential to achieving shared goals and implementing the community's vision.

Goals

- #1 Provide diverse, high-quality, and affordable housing options that meet the needs of residents of all ages and income levels.**
- #2 Strengthen and diversify Argyle's economy by supporting local businesses, enhancing community amenities, and leveraging recreation, tourism, and small-town character to attract new residents and visitors.**
- #3 Modernize and enhance public infrastructure, utilities, and community services to improve connectivity, sustainability, and resilience.**
- #4 Foster environmental stewardship and community engagement to build a more resilient and connected village.**



Argyle's Community

Over 200 different community members participated in Argyle's comprehensive planning process, through the community survey (110 responses), the public open houses (17 attendees), Advancing Argyle meetings (50 attendees), and engagement with high school students (85 students). Each opportunity for input gave insight into the values, needs and ideas of community members.

What do you value most about Argyle?

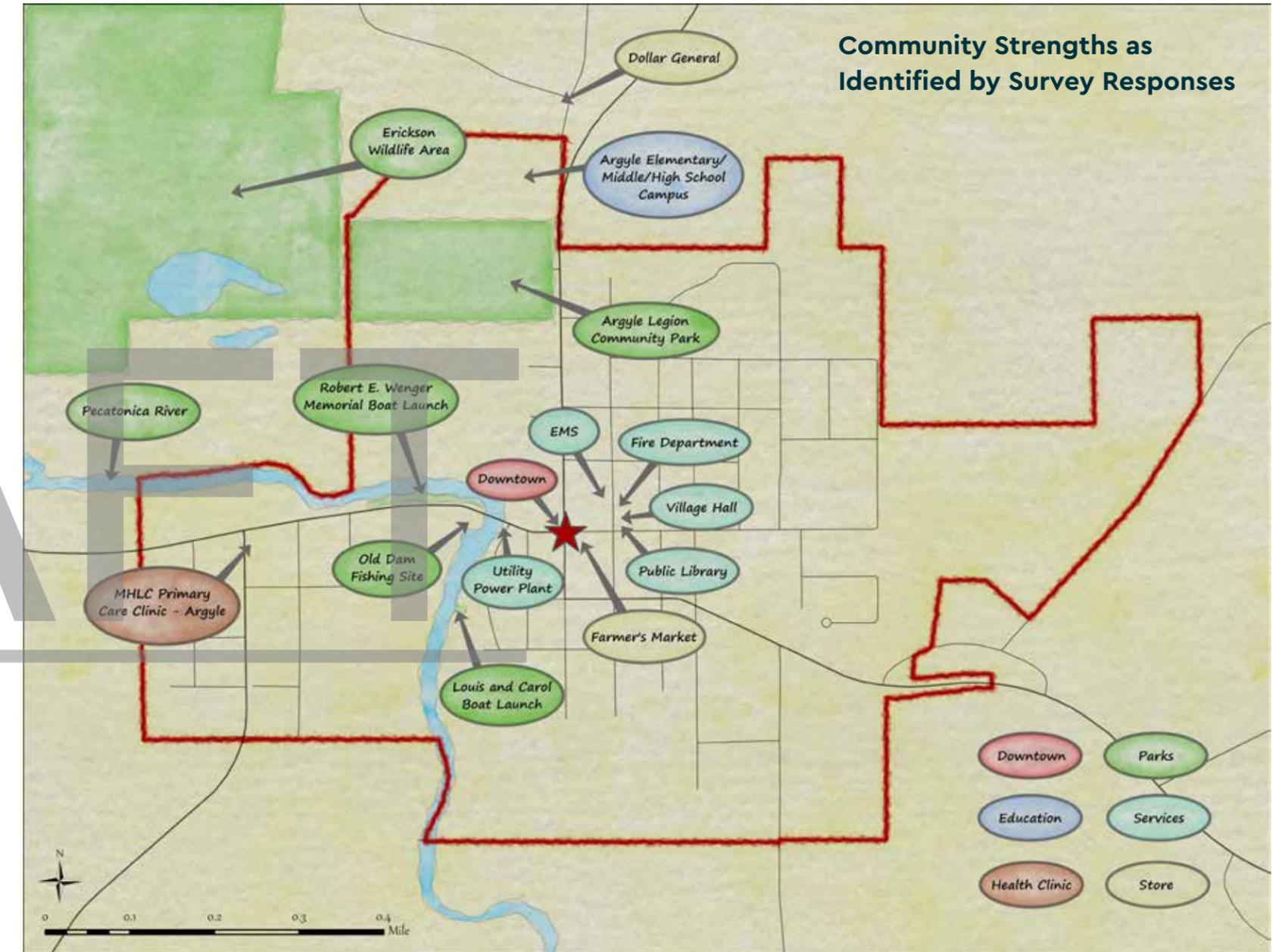
Survey Results:

- #1 Small-town feel
- #2 Friendly people
- #3 Safety
- #4 Affordability
- #5 Long-term home (born/raised, family)
- #6 Local businesses and services
- #7 Good schools
- #8 Parks and recreation
- #9 Community events and festivals
- #10 Library

What are Argyle's greatest strengths?

Selected Open House Responses:

- "The park is beautiful (our family used the shelter house recently & were thrilled with the kitchen, bathroom, etc). It was difficult to convince the kids to quit using the playground equipment - they were having so much fun. The library is a gem - the new director is fantastic. The vet office is wonderful. The staff there is caring, knowledgeable & efficient. PS: So nice to have a jewelry store nearby for watch repair, etc. (Hopefully Dave Phillipson never retires!)"
- "Openness to outsiders, the businesses that used to be here, and the geography."
- "My grandparents owned a business & lived in Argyle for 30+ yrs. As a family, we used to shop at Wenger's, John's Variety store, Rossing's & Berget's & frequented the vet office."
- "The natural beauty and access to the Pecatonica River. I'd love to see a walking path along the water! The history is great, and the revival of old buildings is wonderful to see."
- "Work in nearby town, convince." "Safety, affordable public works bills, strong emergency services."
- "It has a lovely public library that is open 6 days a week. Large numbers of people volunteer to help make community events successful. Community-minded newcomers with good educations retire and pay taxes on valuable properties here. Fiber arts and farmers! People with long-term family ties are welcoming to newcomers."
- "Crime mostly non-existent. I can walk at night without fear. The teachers. Fire/EMS. The vet. Nice people, like the clerk and deputy clerk. Opportunity to compost and recycle."
- "Seems to have a quality, caring school system that attracts outsiders. Definitely something to be proud of. It's also a beautiful, well-kept building too for a small school system"
- "I lived outside of the Village for a long time and it is a community where people look out for and know one-another which I really appreciate."
- "Over and over I constantly see the community come together to support families in difficult times."



Issues Identified by the Community

Argyle community members shared their perspectives, concerns, and ideas about local needs. The following themes offer summaries of input, but are not exhaustive. Additional local needs are explored through data in other sections of the plan.

What are your greatest concerns for the Village of Argyle over the next ten years?

Survey Results:

- #1 Retaining and attracting young people and families
- #2 School enrollment and educational quality
- #3 Aging infrastructure (roads, utilities, buildings)
- #4 Housing options
- #5 Job availability or wages

Additional Issues Identified by Community Survey Responses:

- Downtown vacancies
- Financial stability of the Village
- Aging or declining population
- Lack of access to childcare
- Rising taxes and cost of utilities
- Need for improved parking solutions
- Need for updated, ADA-inclusive playground equipment
- Need for senior and affordable housing options

Opportunities Identified by the Community

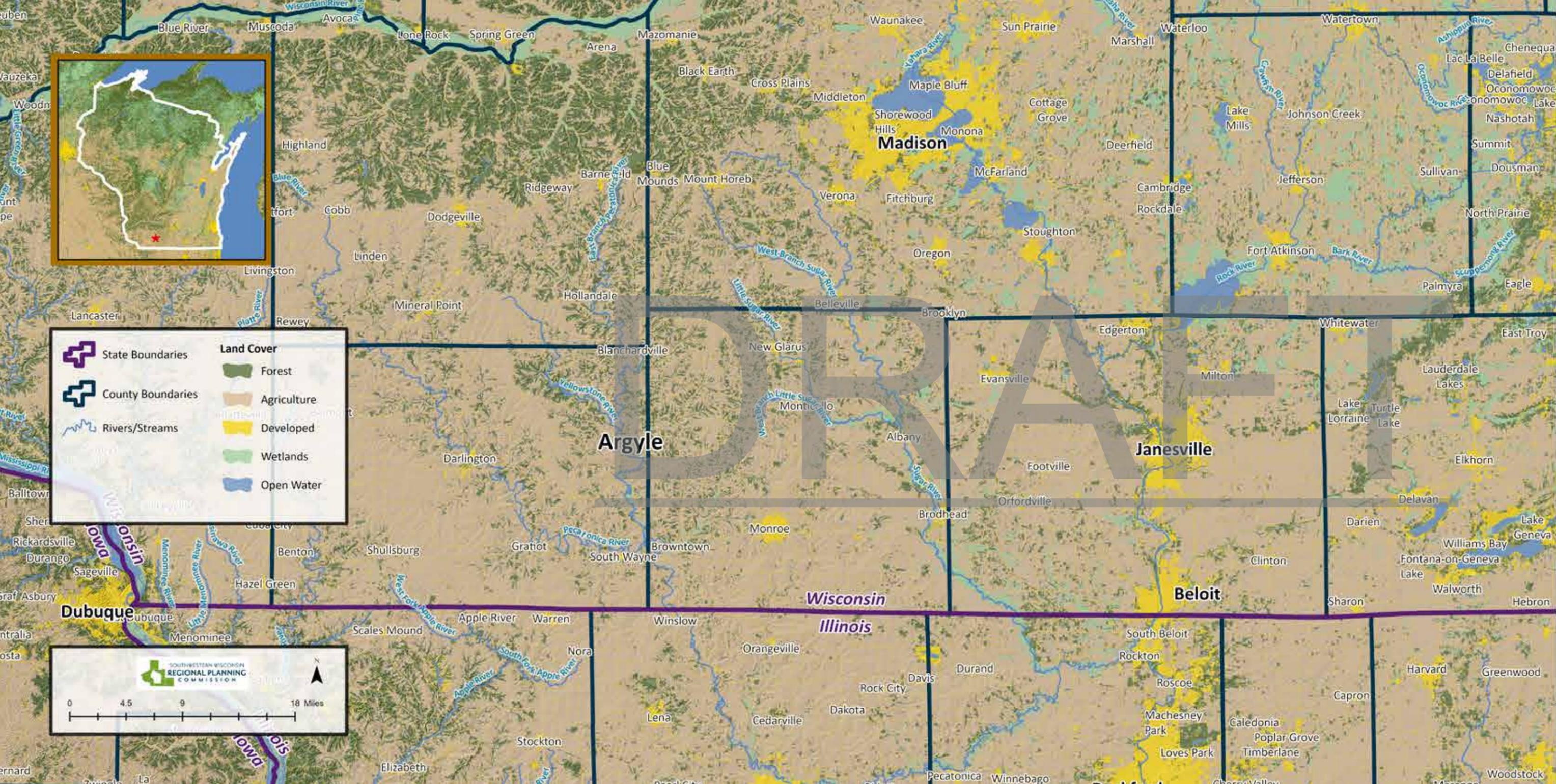
Which future opportunities do you think should be top priority for the Village of Argyle?

Survey Results:

- #1 Business attraction
- #2 Redevelopment of existing sites
- #3 Upgrading Village infrastructure
- #4 Increasing housing supply
- #5 New Development

Additional Opportunities Identified by Community Survey Responses:

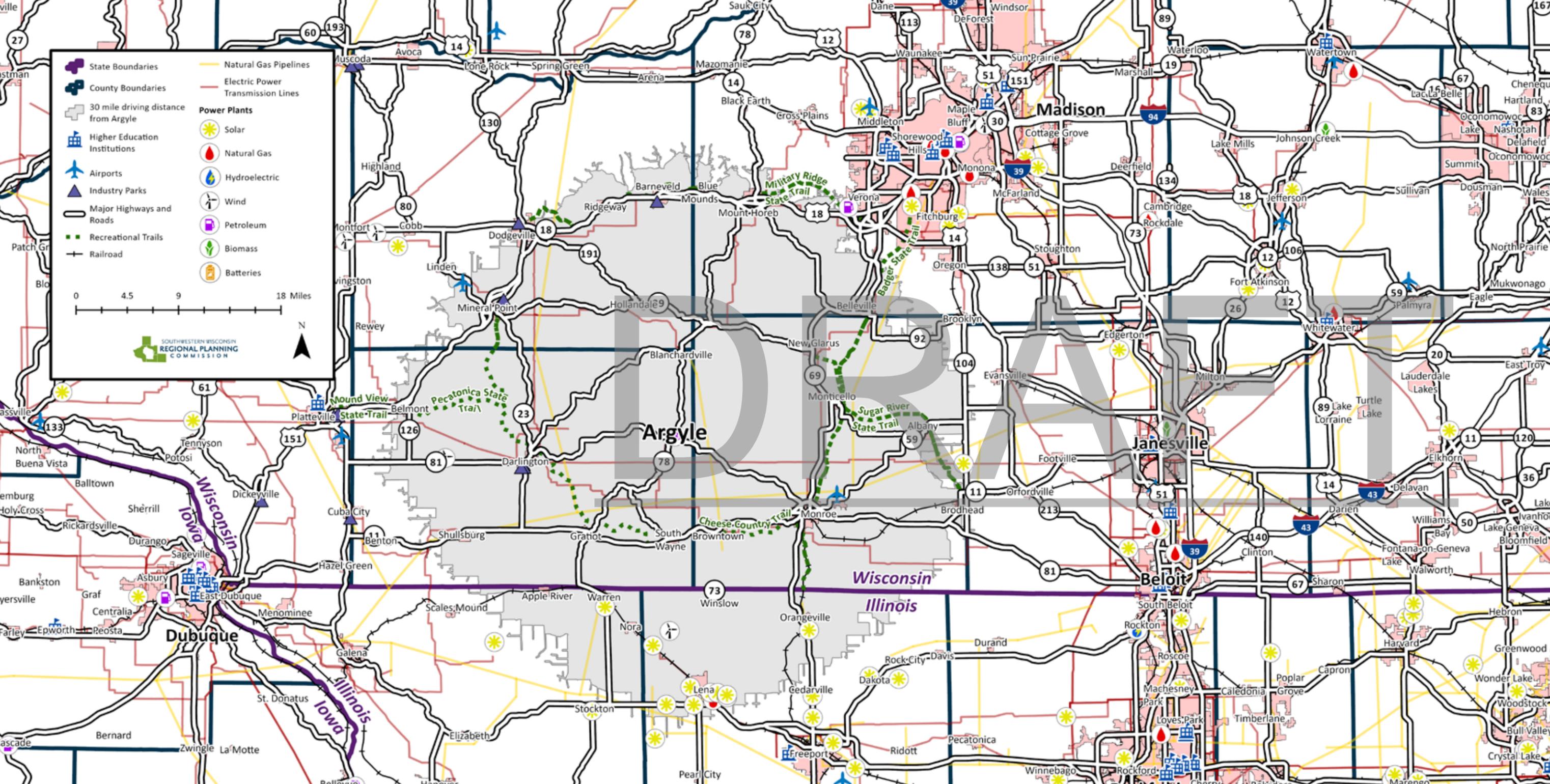
- Expansion of community amenities, including a local car wash, grocery store, laundromat, childcare services, and sidewalks
- Business attraction
- Expand walkability and bike access
- Engaging younger adults in local government
- Community engagement with non-English speakers
- Expand library hours and services
- Expand renewable energy or sustainability projects
- Upgrade sidewalk network
- Incorporating new technology like AI (Artificial Intelligence)
- Expand Village limits to accommodate future housing, commercial and industrial uses.



Argyle in Context: Landscape

The Village of Argyle is located in eastern Lafayette County, Wisconsin, within the Driftless Area of the state. The Village lies approximately 15 miles west of Monroe and 15 miles east of Darlington and had an estimated population of 875 in 2023 (ACS, 2023). Argyle is situated within the Western Upland region of southwestern Wisconsin, which is characterized by rolling ridges and valleys. Vegetation in the area consists primarily of a mix of prairie and deciduous forest.

The eastern branch of the Pecatonica River flows along the western edge of the Village. The Yellowstone River joins the Pecatonica River approximately one mile north of the Village, while Dougherty Creek and Braezel Creek converge with the Pecatonica River roughly one mile south of the Village.



Argyle in Context: Infrastructure

Argyle depends on the energy and transportation networks that connect the Village with resources to facilitate business and daily life.

ROADS: State Highways 81 and 78 are the major highways that connects Argyle to Madison and Dubuque. County Roads C, G, and M connect Argyle to nearby communities.

RAIL: Argyle was historically served by a railroad; however, only the abandoned rail grade remains today.

TRAILS: Argyle has marked ATV/UTV routes and connections that links the community to the Cheese Country Trail, a multi-use regional trail that follows a former railroad corridor. The trail accommodates walking, bicycling, and snowmobiling and provides recreational and tourism connections to neighboring communities in Lafayette and Green counties. It also serves as a local recreational amenity and a potential non-motorized transportation route.

AIR: The Village of Argyle does not have an airport within its boundaries. Air transportation needs are served by nearby general aviation facilities, including the Monroe Municipal Airport and the Darlington Municipal Airport, which provide access for business, agricultural, emergency, and recreational aviation activities.

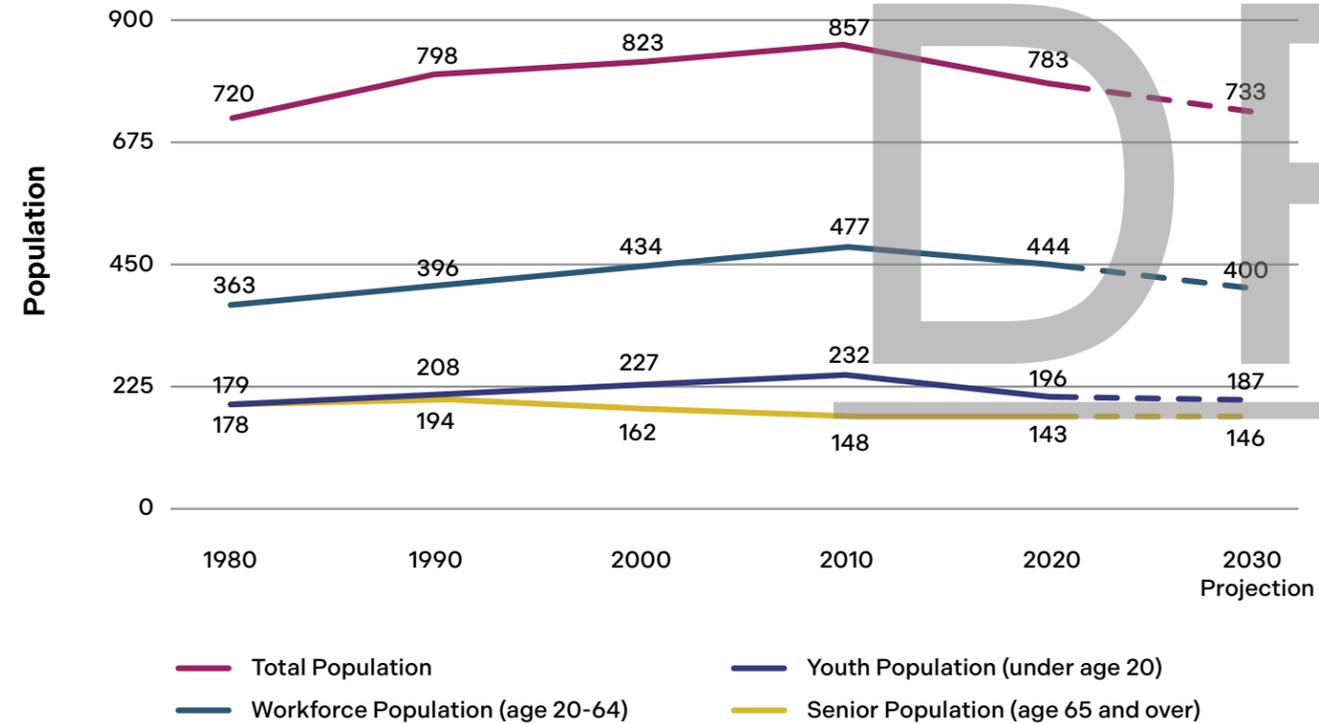
UTILITIES: Electric service in the Village of Argyle is provided by the Village's municipally-owned electric utility (Argyle Electric Utility), and natural gas service is supplied by Alliant Energy. These utilities support residential, commercial, and institutional uses throughout the Village.

Community Demographics

The Village of Argyle's population is anticipated to gradually decline as the proportion of older residents increases and the number of youth and working-age residents decreases. An aging population affects the community in multiple ways, including reduced participation in volunteer activities, increased demand for healthcare services and supportive housing, and shifts in the local workforce. To maintain a high quality of life, Argyle will need to support its growing senior population while also attracting younger residents and families to help balance community demographics. While population change occurs through natural trends and migration, thoughtful and proactive planning can help guide Argyle's demographic future.

Over the past four decades, Argyle's population has gradually become more racially and ethnically diverse, with about 4% identifying as having 'Two or more races,' highlighting the continued importance of inclusive and equitable community policies and practices.

Village of Argyle Population by Age Group



Source: U.S. Census, DOA and SWWRPC Projections

Village of Argyle Population by Race

Race	1980	1990	2000	2010	2020
White alone	710	798	822	849	740
Black or African American alone	-	-	1	1	0
American Indian or Alaska Native alone	2	-	-	3	1
Asian alone	-	-	-	-	4
Native Hawaiian/other Pacific Islander alone	-	-	-	-	0
Some other race alone	8	-	-	1	2
Two or more races	-	-	-	3	36

Source: U.S. Census

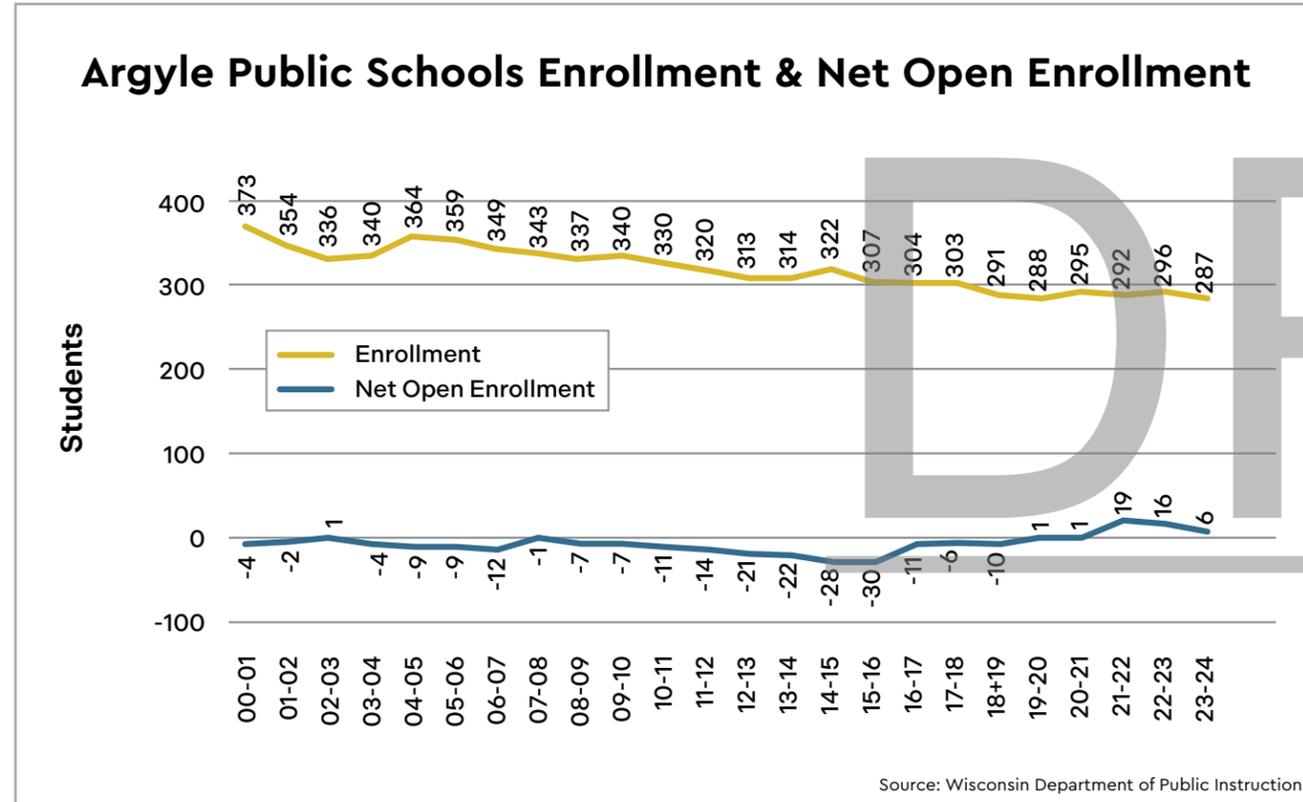
Village of Argyle Population by Ethnicity

Ethnicity	2000	2010	2020
Hispanic or Latino	88	179	371
Not Hispanic or Latino	9,901	11,045	11,465

Source: U.S. Census

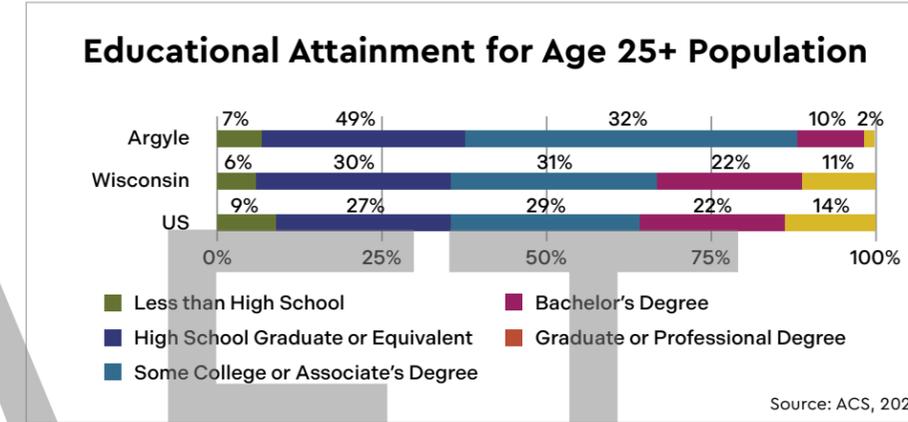
Schools

The Argyle School District enrolled 287 students during the 2024–2025 school year, representing a 21 percent decrease from enrollment levels in 2004–2005. This trend mirrors broader population decline in the Village of Argyle and is consistent with patterns seen in many school districts across southwestern Wisconsin. From 2004 to 2019, the District experienced a net negative open enrollment, though in recent years it has achieved a net positive trend. The Village of Argyle has an important role to fill in helping the school district grow, since the school's success influences and reflects the Village's success. Village leaders can help the district grow by supporting welcoming policies and new housing.



Workforce

The educational attainment of the Village of Argyle reflects a workforce with a strong foundation in high school and post-secondary education. Occupations in the Village are largely concentrated in "Government", "Agriculture, Forestry, Fishing and Hunting", and "Manufacturing" occupations.



Occupations in the Argyle Area (Zip Code 53504)

Occupation	2024 Jobs
Total	759
Government	256
Agriculture, Forestry, Fishing and Hunting	124
Manufacturing	108
Construction	66
Other Services (except Public Administration)	47
Retail Trade	30
Accommodation and Food Services	26
Transportation and Warehousing	25
Health Care and Social Assistance	20
Administrative and Support and Waste Management and Remediation Services	17
Finance and Insurance	10
Arts, Entertainment, and Recreation	10
Professional, Scientific, and Technical Services	8
Management of Companies and Enterprises	3
Information	3
Wholesale Trade	3
Educational Services	2
Real Estate and Rental and Leasing	0
Mining, Quarrying, and Oil and Gas Extraction	0
Utilities	0

Source: Lightcast, 2024 NAICS 2-Digit Codes

Local Economy

Argyle's Gross Regional Product (GRP) calculates the total monetary value of goods and services produced in the local economy, which totaled over \$95 million in 2024. Argyle's local economy is shaped by small businesses, agriculture, local services, and regional employment opportunities. Economic activity in the Village reflects the contributions of locally owned businesses and residents who commute to jobs in surrounding communities. While Argyle does not have large institutional or corporate employers within the Village, its economy benefits from regional economic linkages and the spending power of residents and visitors.

Like many rural communities, Argyle's economy will continue to be influenced by broader economic trends at the regional, state, and national levels. Technological advancements, including automation and artificial intelligence, are changing business practices and workforce needs. At the same time, small communities face increasing pressure from industry consolidation, workforce availability challenges, and competition for natural resources. These shifts may affect employment patterns, service delivery, and long-term economic sustainability.

Village leaders play an important role in supporting economic resilience by encouraging local entrepreneurship, protecting community assets, and planning for sustainable growth. Strong partnerships, thoughtful land use decisions, and long-term planning that balances economic opportunity with community character will help position Argyle to adapt to future economic changes.

Gross Regional Product in the Argyle Area (ZIP Code 53504)

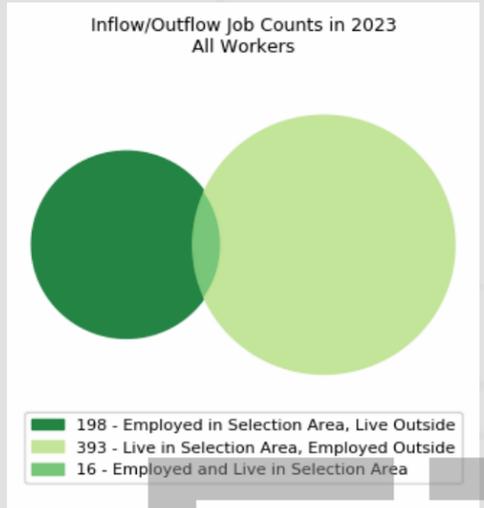
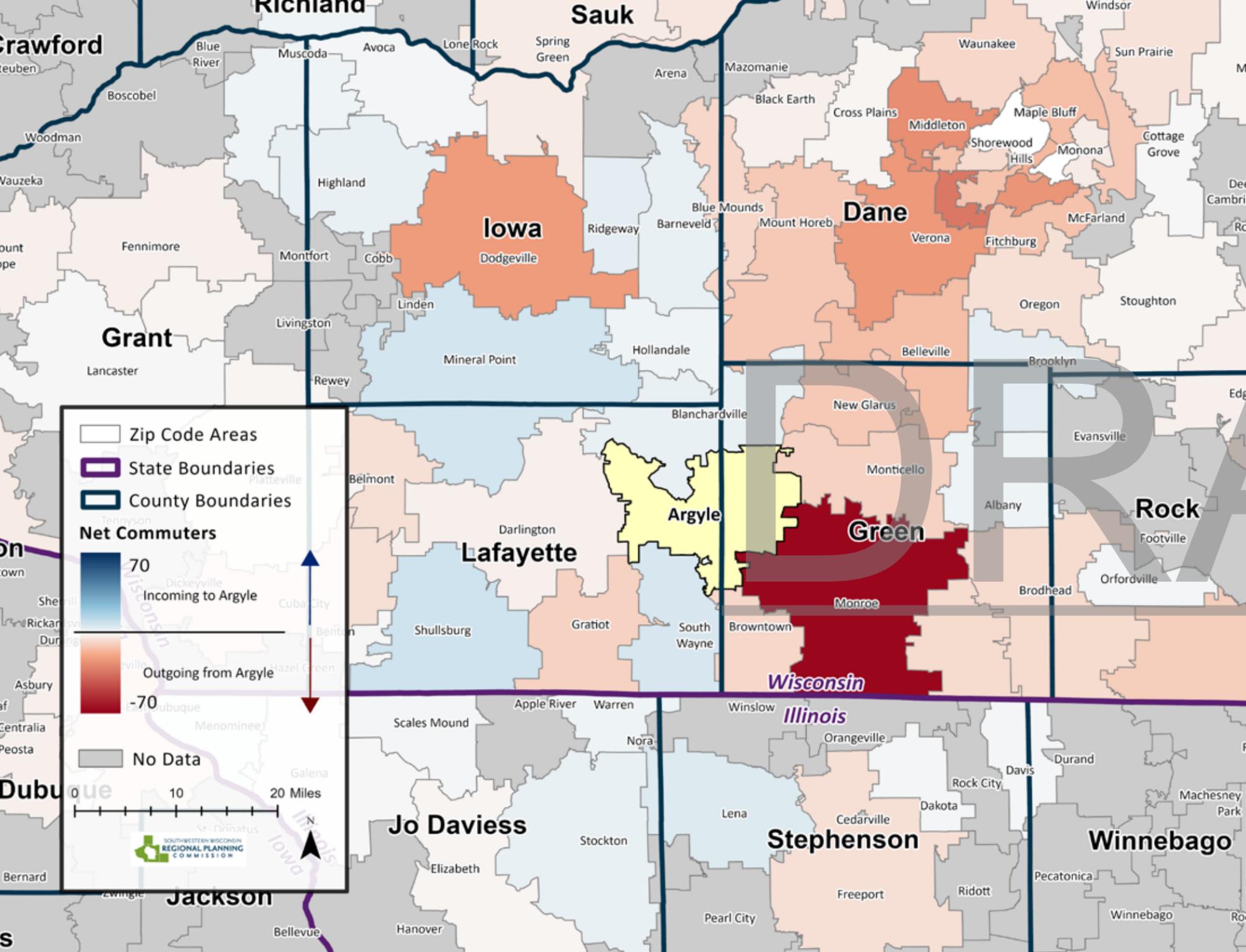
Industry	2024 Gross Regional Product
Agriculture, Forestry, Fishing and Hunting	\$39,489,610
Government	\$17,022,785
Manufacturing	\$11,692,025
Construction	\$6,152,090
Retail Trade	\$5,044,381
Transportation and Warehousing	\$4,472,597
Other Services (except Public Administration)	\$2,972,143
Finance and Insurance	\$2,586,437
Administrative and Support and Waste Management and Remediation Services	\$1,223,608
Health Care and Social Assistance	\$1,067,132
Arts, Entertainment, and Recreation	\$742,733
Professional, Scientific, and Technical Services	\$717,023
Management of Companies and Enterprises	\$716,725
Accommodation and Food Services	\$686,376
Wholesale Trade	\$596,746
Information	\$317,467
Mining, Quarrying, and Oil and Gas Extraction	\$191,080
Real Estate and Rental and Leasing	\$141,364
Educational Services	\$81,837
Utilities	\$0

Source: Lightcast, 2024 NAICS 2-Digit Codes

Over the past 20 years, Argyle's zip code has experienced job growth trends similar to those of the state. Differences between Argyle and the state can reveal areas where the local economy is particularly resilient or vulnerable to broader industry shifts. Notably, Argyle's employment in the Government sectors has grown, in contrast to overall declines in that industry statewide.

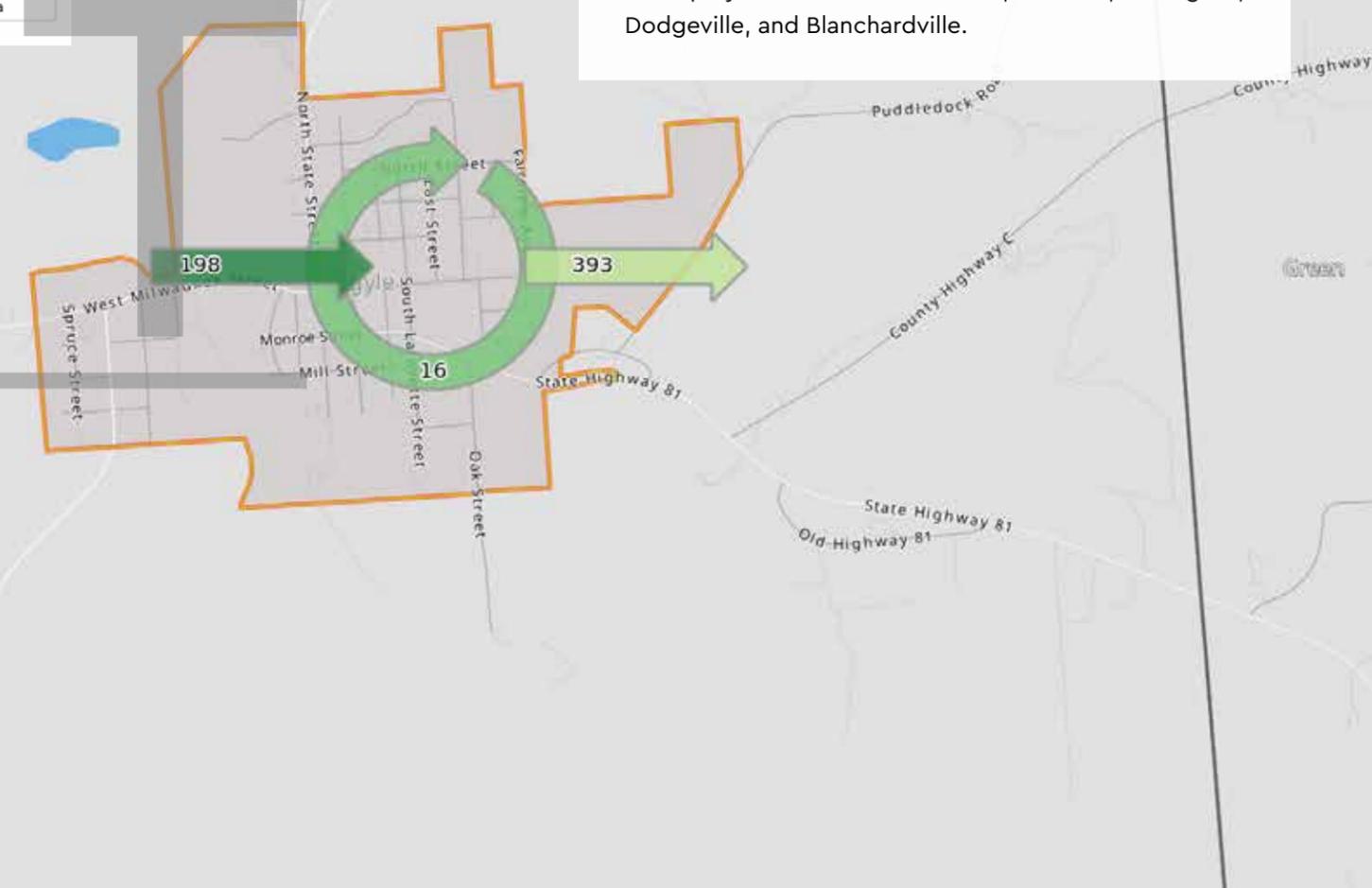
Industry	2024 Jobs	2014 Jobs	2004 Jobs	10 Year (2014-2024) % Change	20 Year (2004-2024) % Change	10 Year (2014-2024) % Change	20 Year (2004-2024) % Change
Argyle Area (ZIP Code 53504)							
Total	759	615	604	23.3%	25.6%	6.7%	6.1%
Government	256	176	38	45.7%	575.0%	40.2%	-6.7%
Agriculture, Forestry, Fishing and Hunting	124	130	134	-4.6%	-7.2%	-20.9%	-6.8%
Manufacturing	108	66	45	64.5%	140.3%	-7.2%	28.5%
Construction	66	37	48	78.6%	36.0%	-7.1%	11.9%
Other Services (except Public Administration)	47	45	20	4.4%	130.9%	56.1%	13.3%
Retail Trade	30	25	66	20.6%	-54.2%	-49.5%	-6.3%
Accommodation and Food Services	26	25	87	4.0%	-70.0%	-9.8%	3.0%
Transportation and Warehousing	25	31	16	-18.4%	57.1%	42.6%	40.4%
Health Care and Social Assistance	20	14	42	38.0%	-52.8%	13.9%	-2.6%
Administrative and Support and Waste Management and Remediation Services	17	16	11	0.9%	50.4%	43.8%	7.7%
Finance and Insurance	10	19	41	-49.0%	-75.9%	1.0%	0.2%
Arts, Entertainment, and Recreation	10	2	25	327.3%	-61.1%	25.2%	-5.2%
Professional, Scientific, and Technical Services	8	44	10	-28.9%	-18.8%	-23.7%	21.7%
Management of Companies and Enterprises	3	1	0	577.6%	6342201.2%	33.1%	2.0%
Information	3	7	2	-58.1%	56.8%	11.8%	0.5%
Wholesale Trade	3	8	17	-58.7%	-81.5%	33.9%	38.4%
Educational Services	2	2	1	11.2%	77.8%	77.5%	23.3%
Real Estate and Rental and Leasing	0	0	2	-46.2%	-92.1%	412.1%	-26.2%
Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0	0	68.5%	23.1%
Utilities	0	0	0	0	0	-16.8%	63.4%
Wisconsin							

Source: Lightcast, 2024 NAICS 2-Digit Codes



Commuting Patterns

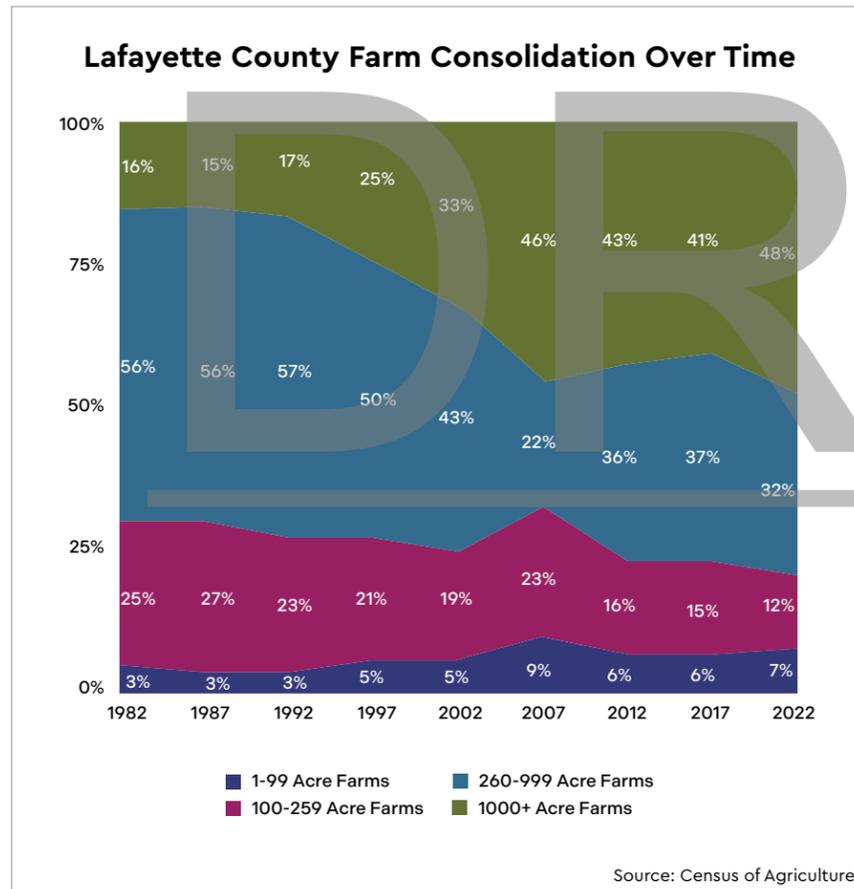
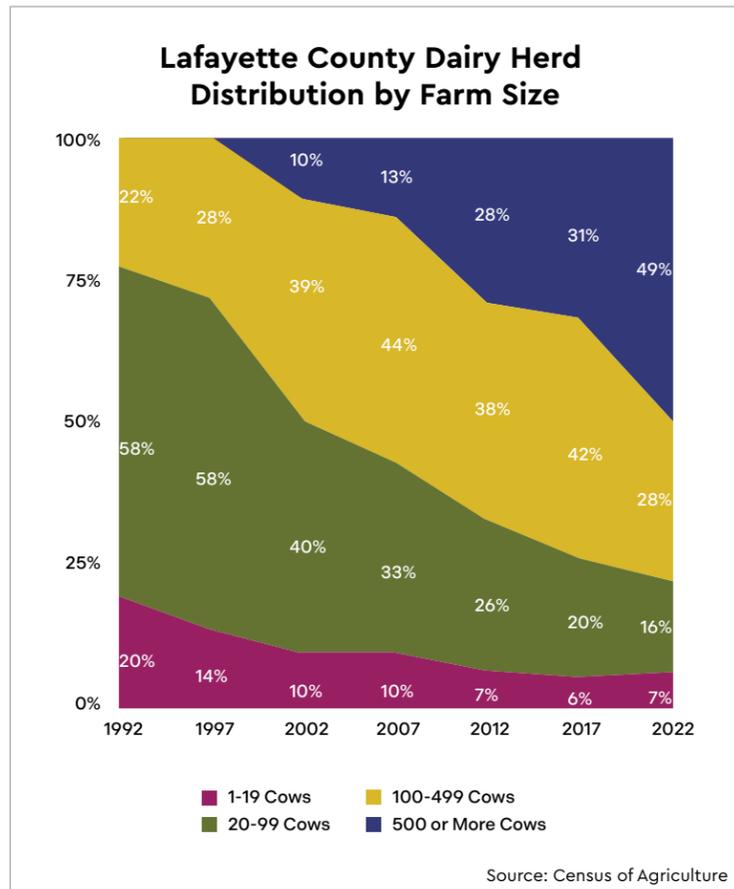
There are 70 commuters who leave the Argyle area (53504 ZIP Code) for work, and 50 commuters who come to the area for work, making Argyle a net-negative commuter area. An estimated 16 workers both live and work within the Village, while 198 individuals are employed within Village limits but reside elsewhere. In contrast, approximately 398 residents live in the community but commute to jobs outside the Village (Census OnTheMap, 2023). Outgoing commuters primarily travel to employment centers in Monroe, Madison, Darlington, Dodgeville, and Blanchardville.



Agriculture

The agricultural setting that surrounds Argyle defines its economy and culture. Large 1,000+ acre farms now make up 48% of Lafayette County's farms, up from 16% in 1982 and 33% in 2002. This consolidation means fewer and larger agricultural operations, often requiring more automation, fewer farm households, and increased hired labor who are often immigrants to the area.

Similarly, large dairy herd sizes are becoming more common in Lafayette County. In a 15-year time span, farms with 500+ dairy cows increased from 13% to 49% of local farms. Large dairy herds require more land for manure spreading, causing strain on local roads from large tractors and increased risk to the water supply. Future development of land and resident perceptions may compete with the requirements of large farms as agricultural practices adapt.



Housing

Housing continues to be a focus in the Village of Argyle. The following housing needs in Argyle are interconnected and require a holistic view to address community needs:

Quality

- Free from harmful materials such as lead, asbestos, or radon
- Structurally sound and compliant with modern building and safety codes
- Weatherized and resilient to Wisconsin's climate (insulation, windows, roofs)
- Well-maintained exteriors that support neighborhood pride

Quantity

- Sufficient number of units to meet current needs
- Expanded supply to accommodate desired growth
- Balanced pipeline of housing construction and long-term planning to ensure housing development and rehabilitation accommodate evolving local needs

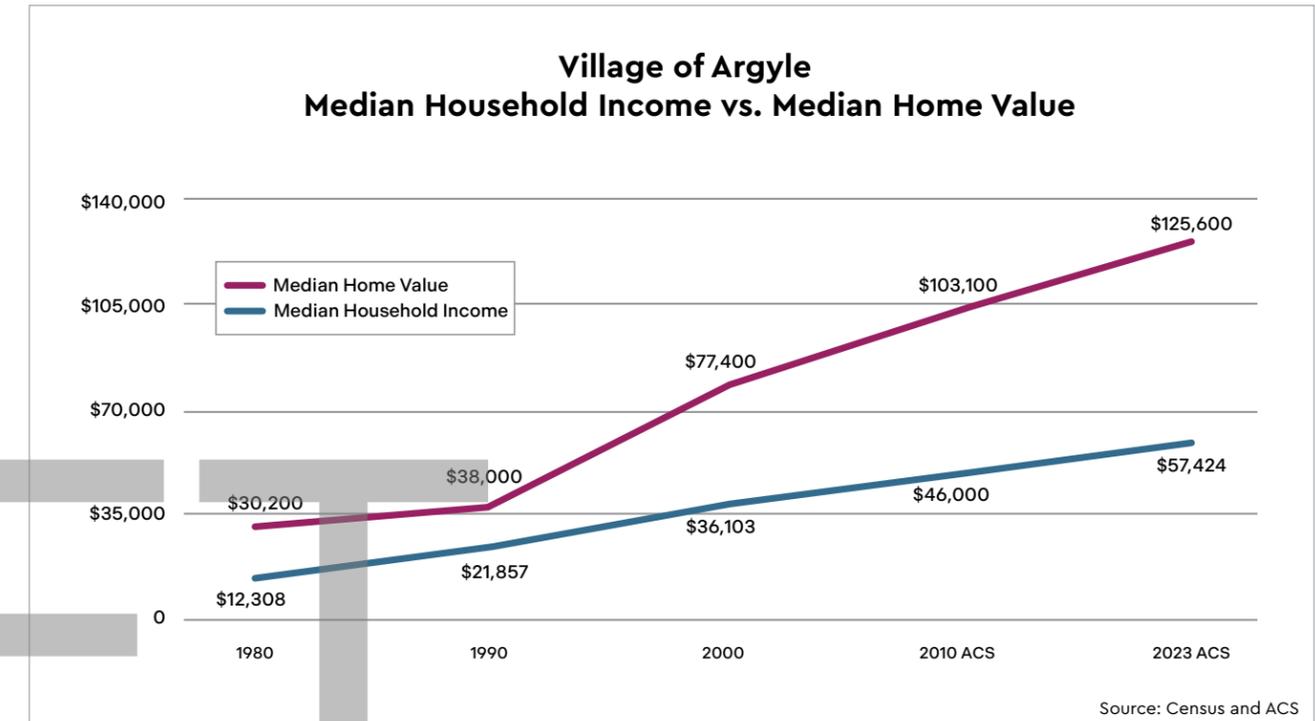
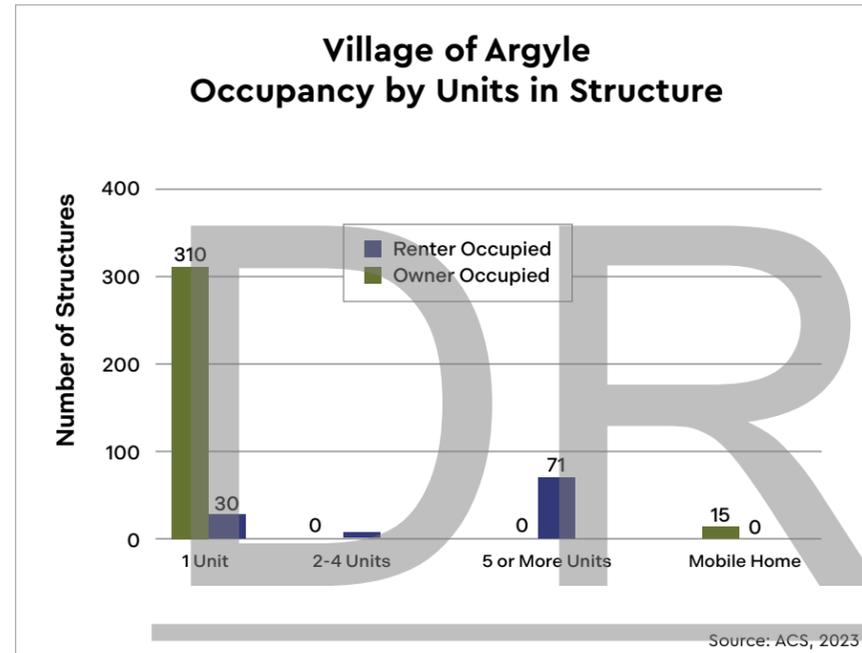
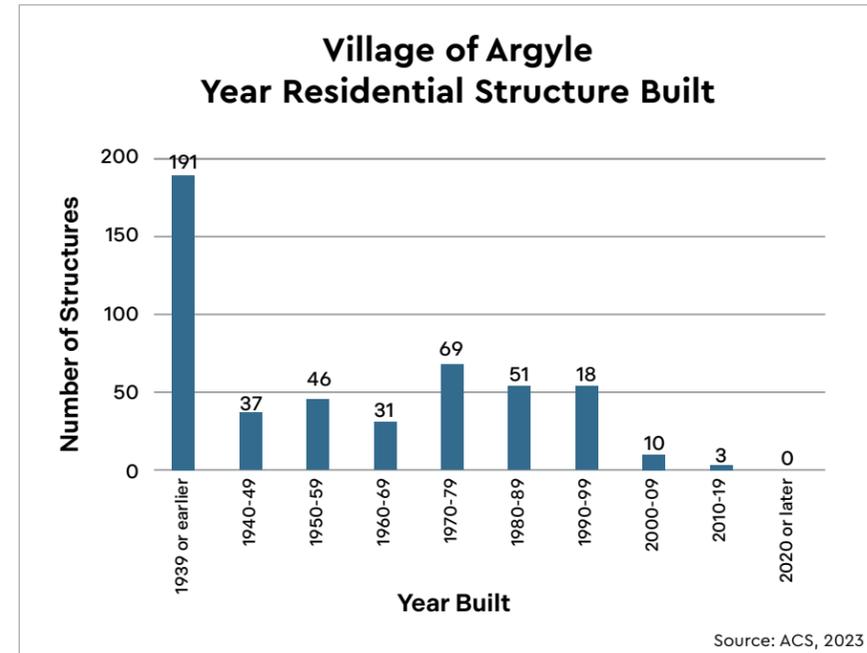
Variety

- Starter homes and affordable entry-level ownership options
- Senior-friendly housing for aging in place and assisted living
- Workforce housing for young professionals and middle-income households
- Transitional and supportive housing for vulnerable populations
- ADA-accessible and universal design housing
- Rental housing at a range of price points and sizes
- "Missing middle" housing such as duplexes, triplexes, and townhomes
- Mixed-use housing in walkable downtown and neighborhood centers
- Family-sized housing with 3+ bedrooms
- Innovative housing models such as co-housing or accessory dwelling units

Affordability

- Housing costs that do not exceed 30% of household income
- Utility and maintenance costs that are predictable and manageable
- Rental options across income ranges
- Homeownership opportunities accessible to first-time buyers
- Stable housing that reduces risk of displacement

There are 456 housing structures in the Village of Argyle. About 82% of these were built before 1978 when lead-based paint was banned. Lead abatement will continue to be an important health measure to improve the housing stock. Seventy-five percent (75%) of households in Argyle own their home, and twenty-five percent (25%) rent (2023 ACS 5-Year Estimates). Median income and home values have continued to diverge over decades, revealing a growing affordability problem for home buyers. Innovative approaches to home financing and thoughtful planning for future housing are needed to offer homeownership opportunities to new generations.



Community Facilities and Resources

Village of Argyle Comprehensive Outdoor Recreation Plan 2026–2031 Goals:

- GOAL 1:** Continue to provide excellent maintenance to Argyle's parks and recreation facilities.
- GOAL 2:** Develop new parks and recreational facilities that meet the needs of Argyle residents and visitors.
- GOAL 3:** Continue to utilize existing funding streams and find new funding solutions for Argyle's park system.

The Village of Argyle recently acquired the former First National Bank & Trust building in downtown Argyle, signaling a significant opportunity for downtown revitalization. Planned improvements would repurpose the building to include library space, senior programming, and general community uses, while also allowing for reconfiguration of the existing community building. This investment advances key "Advancing Argyle" and Comprehensive Plan goals, including improved parking, expanded library services, and adaptive reuse of a prominent downtown property.

Natural Resources

Argyle's natural resources including its groundwater supply, rolling topography, dark skies, fertile soils, and nearby water resources form a critical foundation for the community's quality of life, environmental health, and long-term resilience. The Village relies on groundwater, making wellhead protection, infiltration, and stormwater management ongoing priorities as development expands. Productive agricultural soils surrounding Argyle contribute to the area's economic identity while underscoring the importance of erosion control, thoughtful development patterns, and protection of surface waters. Within the Village, parks, greenways, stormwater ponds, and an expanding tree canopy help manage runoff, reduce heat, improve water quality, and provide accessible recreation and habitat that connect residents to the Driftless Area's natural landscape.

The most prominent water feature in Argyle is the Pecatonica River. The river cuts through the southwestern corner of the Village. Argyle's location on the Pecatonica River makes it an ideal location for recreational boating or fishing. In addition to the Pecatonica River, Dougherty Creek passes in and out of the Village to the southwest and the Erickson Conservation Area to the northwest.



Arts, Events, Culture

Community events were frequently mentioned as a strength for Argyle. There are activities to get involved in throughout the year, thanks to numerous community organizations that lead and participate in events. This includes the following:

- Annual Chili Cook-Off
- Annual Fish Fry
- Argyle's Open Market
- Community-Wide Garage Sale Days
- Park Palooza
- Village Holiday Lighting Contest, and more!

Art, music, and local history are reflected in Argyle's community events and seasonal gatherings, which help foster a strong sense of place and civic pride. Community spaces such as the Argyle Community Building, Good Fellas Tavern, East Milwaukee Street, The Legacy of Argyle, and other local gathering facilities provide opportunities for residents to engage in educational, cultural, and social activities that celebrate the Village's heritage and small-town character.

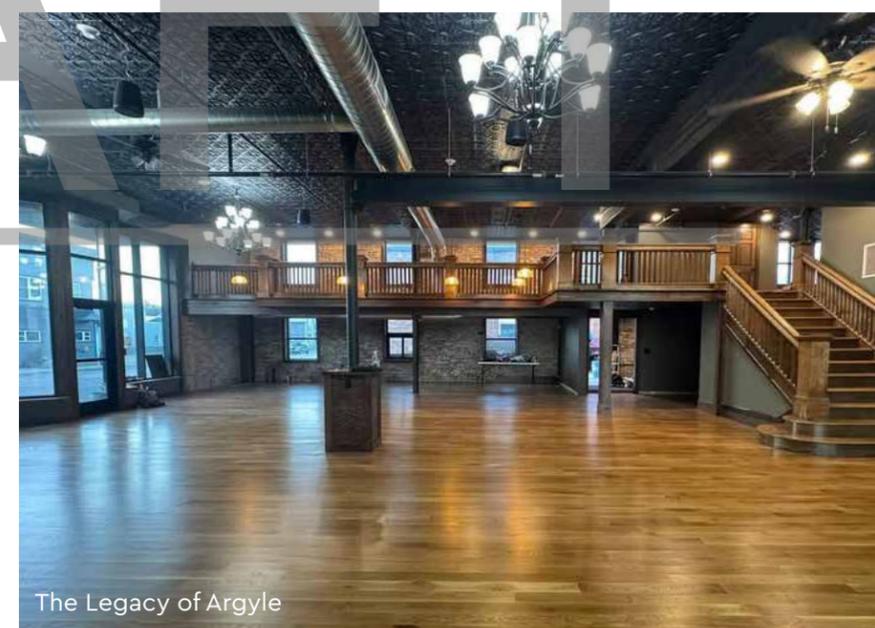
Outdoor recreation also plays an important role in Argyle's community identity. Even though Argyle is a relatively small community, residents can enjoy recreation at several local parks, or enjoy the immediate natural recreation areas such as Erickson Conservation Area.

Open House Question: Where do you take visitors in Argyle?

- "Pecatonica River – Fishing/Kayaking"
- "Good Fellas / Corner Pub"
- "Blue Ash Farms"
- "Driftless Tannery"
- "Toy Train Barn"
- "Parks"
- "Yellow Stone"
- "Restaurants"
- "Erickson Conservation Area"
- "Library"

The Legacy of Argyle

The former L.A. Rossing building which sold groceries, has been redeveloped into The Legacy of Argyle. The first floor includes an event hall seating up to 220 people, with an additional 70 seats in a balcony, and will host weddings, community events, and performances. The building includes a prep kitchen and is pursuing an alcohol license. Upper floors feature eight office spaces, three currently occupied by a local technology business as well as two to three-bedroom residential apartments, creating a mixed-use destination in downtown Argyle.



The Legacy of Argyle



Implementation

The actions recommended to implement Argyle's Comprehensive Plan are organized within the following goals:

- 1. Provide diverse, high-quality, and affordable housing options that meet the needs of residents of all ages and income levels.**
- 2. Strengthen and diversify Argyle's economy by supporting local businesses, enhancing community amenities, and leveraging recreation, tourism, and small-town character to attract new residents and visitors.**
- 3. Modernize and enhance public infrastructure, utilities, and community services to improve connectivity, sustainability, and resilience.**
- 4. Foster environmental stewardship and community engagement to build a more resilient and connected village.**

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GOAL: Provide diverse, high-quality, and affordable housing options that meet the needs of residents of all ages and income levels.

Increase the supply and variety of housing options.

- Update the zoning ordinance to allow accessory dwelling units (ADUs).
- Identify and map priority infill and redevelopment sites to support single-family, mixed-income, and higher-density housing.
- Explore a pilot starter-home subdivision featuring smaller lots and streamlined frontage standards.
- Continue identifying properties with potential for adaptive reuse.

Improve the condition, safety, and long-term maintenance of existing housing.

- Establish a small grant or low-interest loan program to support home repairs and energy-efficiency improvements.
- Expand housing inspection efforts to maintain the health, safety, and overall quality of the housing stock.
- Explore a high school-based home rehabilitation program that provides hands-on construction training for students while improving local housing.

Increase housing affordability and access to housing.

- Partner with nonprofit housing developers to pursue funding and implement local housing projects.
- Encourage employer-assisted housing programs in collaboration with major area employers.
- Work with nonprofit organizations and Lafayette County to expand transitional and supportive housing options paired with services for people experiencing homelessness.



GOAL: Strengthen and diversify Argyle's economy by supporting local businesses, enhancing community amenities, and leveraging recreation, tourism, and small-town character to attract new residents and visitors.

Attract and retain diverse businesses.

- Work with existing businesses of all sizes to create succession plans before owners retire.
- Establish micro-grants for early-stage small businesses.
- Promote pop-up retail opportunities in vacant storefronts.
- Support local business clinics, including those led by the Wisconsin Small Business Development Center.
- Continue annual business retention and expansion (BRE) visits to understand local needs and opportunities.
- Make proactive infrastructure investments to attract new industry.



Promote Argyle as a destination for recreation, tourism, and small-town living.

- Market the Village with cooperative advertising, social media promotion, business maps, and improved signage at entry points by highlighting affordability, safety, schools, events, recreation opportunities, local stories, and a close-knit community.
- Strengthen downtown aesthetics through façade improvements, public art, seasonal decorations, and coordinated streetscape enhancements.
- Promote historic and cultural assets through downtown wayfinding signage, self-guided walking tours, and interpretive displays highlighting Argyle's history.
- Encourage mixed-use and infill development downtown to support housing, small businesses, and upper-story residential uses.
- Partner with local businesses, schools, and civic groups to co-host events and promote Argyle as a year-round destination.
- Expand community amenities to include a local car wash, a grocery store, laundromat, and sidewalks.
- Organize inclusive, community-wide events by revitalizing traditions such as Street Dance and Argyle Days and introducing new activities like Shelter House events and recreational tournaments.
- Coordinate regional tourism efforts with Lafayette County and nearby communities to attract visitors seeking outdoor recreation and rural experiences.

Enhance and maintain Argyle's parks, recreation, and natural resources to promote health, tourism, and quality of life.

- Plan long-term improvements for existing parks and playgrounds.
- Integrate sustainability practices such as native plantings, erosion control, and pollinator habitats within parks.
- Create interpretive signage and river overlook areas at Erickson Wildlife Area.
- Complete playground replacement and ADA upgrades at Legion Park.
- Explore a splash pad or water feature project via fundraising and grants.
- Develop walking and biking loops linking parks, neighborhoods, school, downtown and river access, emphasizing safety and accessibility for all ages.
- Enhance river and trail access by improving signage, parking, and informal access points along the Pecatonica River and nearby creeks for fishing, kayaking, and nature viewing.
- Explore new funding opportunities for updating and expanding existing park infrastructure.



GOAL: Modernize and enhance public infrastructure, utilities, and community services to improve connectivity, sustainability, and resilience.

Maintain high-quality public facilities, services, and community programs.

- Expand and modernize library facilities and programming by developing a library expansion feasibility and funding plan.
- Ensure adequate public safety coverage and emergency response by strengthening coordination between Village, Fire/EMS, and County Sheriff.
- Support quality education and childcare services.
- Improve access to reliable broadband.
- Explore opportunities for shared services with County and neighboring communities.

Upgrade critical utilities and transportation infrastructure.

- Expand access to public Wi-Fi throughout the Village.
- Improve sidewalk connectivity between neighborhoods, parks, schools, and trails.
- Enhance the urban street tree canopy along priority corridors to provide shade and improve streetscape quality.
- Conduct a transportation study to identify public transit needs and opportunities.
- Implement traffic calming strategies along State highways and other high-speed corridors.

Increase energy efficiency and resilience.

- Evaluate municipal energy efficiency and make improvements to reduce cost.
- Promote energy benchmarking for large buildings.
- Encourage EV-ready infrastructure in design standards for new commercial and industrial development.
- Expand green infrastructure, including bioswales, rain gardens, permeable pavements.
- Conduct flood vulnerability assessments for neighborhoods within the Village.
- Partner with Lafayette County Emergency Management to promote household-level resilience strategies.



GOAL: Foster environmental stewardship and community engagement to build a more resilient and connected village.

Expand urban forestry and natural resource stewardship.

- Protect sensitive natural areas and expand conservation corridors.
- Manage invasive species in parks and along trails.
- Update ordinances to require lighting on new projects that preserve "dark skies" as a valuable natural resource asset.
- Create pollinator-friendly landscaping educational resources and recognition of successful implementation.

Promote an inclusive, engaged, and collaborative community culture.

- Recruit youth representatives to boards and committees.
- Provide training for new board/committee members.
- Foster collaborative partnerships between Village and nonprofits/community organizations to improve communication and advance community projects.
- Increase public awareness of Village plans, meetings, and opportunities.
- Create advisory committees for key projects (e.g. playground development, downtown enhancements & housing expansion).
- Develop a Comprehensive Plan Implementation Matrix to track progress.

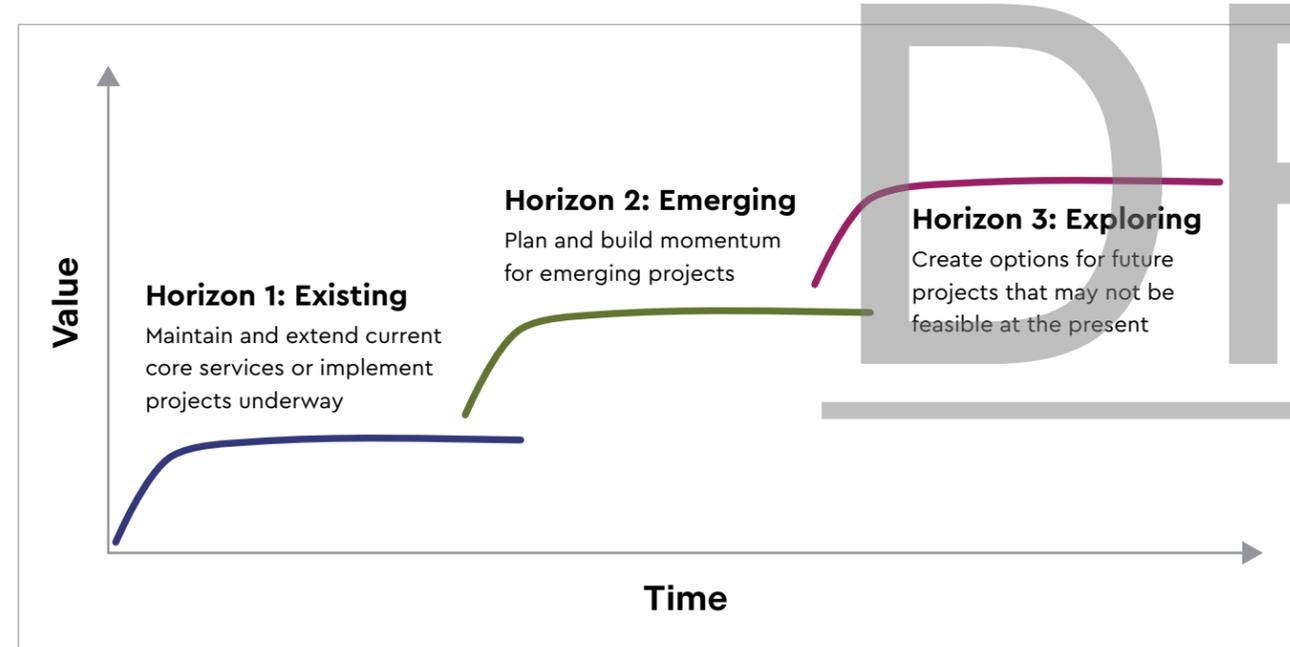


Implementation

The actions in this plan should be implemented using the Three Horizons Model, or a similar model that enables projects to develop and be implemented concurrently, as opposed to consecutively. There are three types of projects that the Village can work on simultaneously:

- Existing projects focus on performance improvement of services that are already in place, or implementation of projects already underway.
- Emerging projects are those in the planning phase or which are soon ready for implementation.
- Exploring projects will occur on a later time horizon, but require current planning or studying in order to determine potential for success.

The three horizons occur concurrently with projects resulting in one horizon at any time. As existing services are being improved, planning should begin for an emerging project. Prior to an emerging project reaching completion, an exploring project should be analyzed and planned.



The Village of Argyle, local business and industry, nonprofits, and community organizations will partner to implement this plan. Argyle's vision and goals will also be implemented through individual community members who contribute to a positive and proactive environment to build Argyle's future.

What do you personally want to do to help improve the Village of Argyle?

Selected survey responses

- "Help out on committees or whatever is needed."
- "Find young people to volunteer and get involved in our community."
- "I'll visit and eat at the restaurants. Buy locally"
- "Stay informed and help however I can."
- "I would like to shop there for more things. Shopping "small". Not Dollar General"
- "Help work and fundraise for a new library."
- "Keep supporting the local businesses as much as I can."
- "Make a place that people want to come to."
- "The same people tend to be on the development committees year after year. Have rarely heard when a new committee member is being sought."
- "Continue to patronize businesses as much as possible."
- "Do my best to remain here as a resident as long as I can afford it."
- "Volunteer where my skills are a fit and come to events supporting local school, arts, food farming community"
- "Clean up around the existing homes in Argyle. First impressions are so important. More parking. Safe intersection downtown." Support it financially."
- "Love this question! I would love to help the library acquire a larger space."
- "I'd like to run a welcome-wagon type program for new residents, whether they are renters or property owners."
- "Continue to raise my family here and hope they stay and raise their families here and bring their education and careers to our community to continue to grow and better our community. No job opportunities, no daycare and no rental availability are keeping young families from coming or staying."
- "I am currently helping to digitize / provide information to residents through websites, update Village events to help make them bigger and more fun for families, and help with Village elections."
- "Engage more with local government."

Continual Improvement

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

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



Plan

This was completed through the comprehensive planning process in 2025, culminating in this document. It included community engagement, review of relevant data and past planning work, and guidance by a Steering Committee. This process should take place again no later than 2035.

Do

Following plan adoption, Village leadership should meet and prioritize actions for implementation in the first year and resource allocation. The Village Manager is responsible to steward the plan and ensure community partners remain involved and active. Village leaders must determine metrics for plan success and begin implementation through existing organizations and new initiatives.

Study

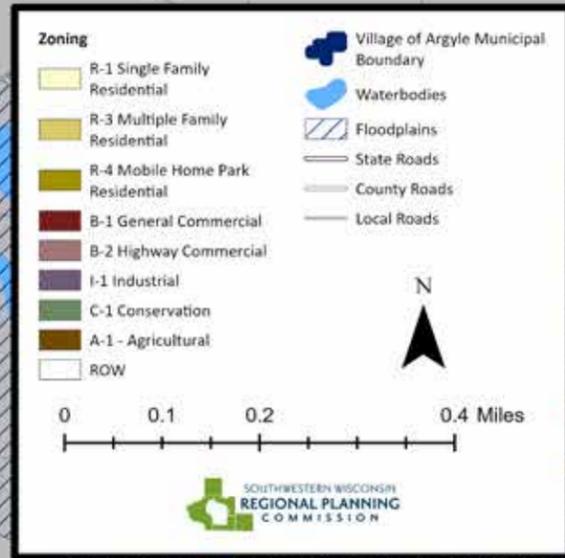
As implementation is underway, Village leadership should document progress and identify barriers to implementation. Common barriers to plan implementation include:

- ✗ Legacy rules or procedures
- ✗ Lack of staff time to work on initiatives
- ✗ Attempts to do everything rather than make needed choices and weigh trade-offs
- ✗ Choosing to wait for a "better time"

Act

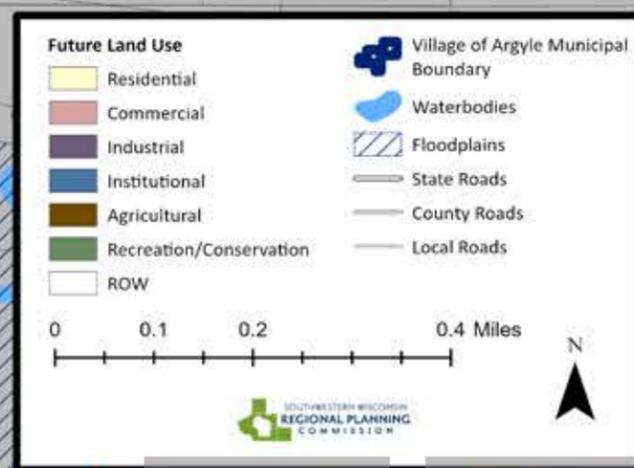
After studying implementation progress and identifying barriers, leaders can make changes and create continual improvement. As the Village sees progress, documents successes, or meets with barriers on any given initiative, it should look to:

- ✓ Adopt practices that work and formalize them as part of the Village's culture.
- ✓ Adapt good practices that need improvement. This includes surmounting obstacles, finding efficiencies in existing processes, and documenting why things don't work.
- ✓ Abandon existing practices that don't support progress, and new initiatives that are not the right fit for the Village. Leadership should document the reason for abandonment in order to avoid similar issues in the future.



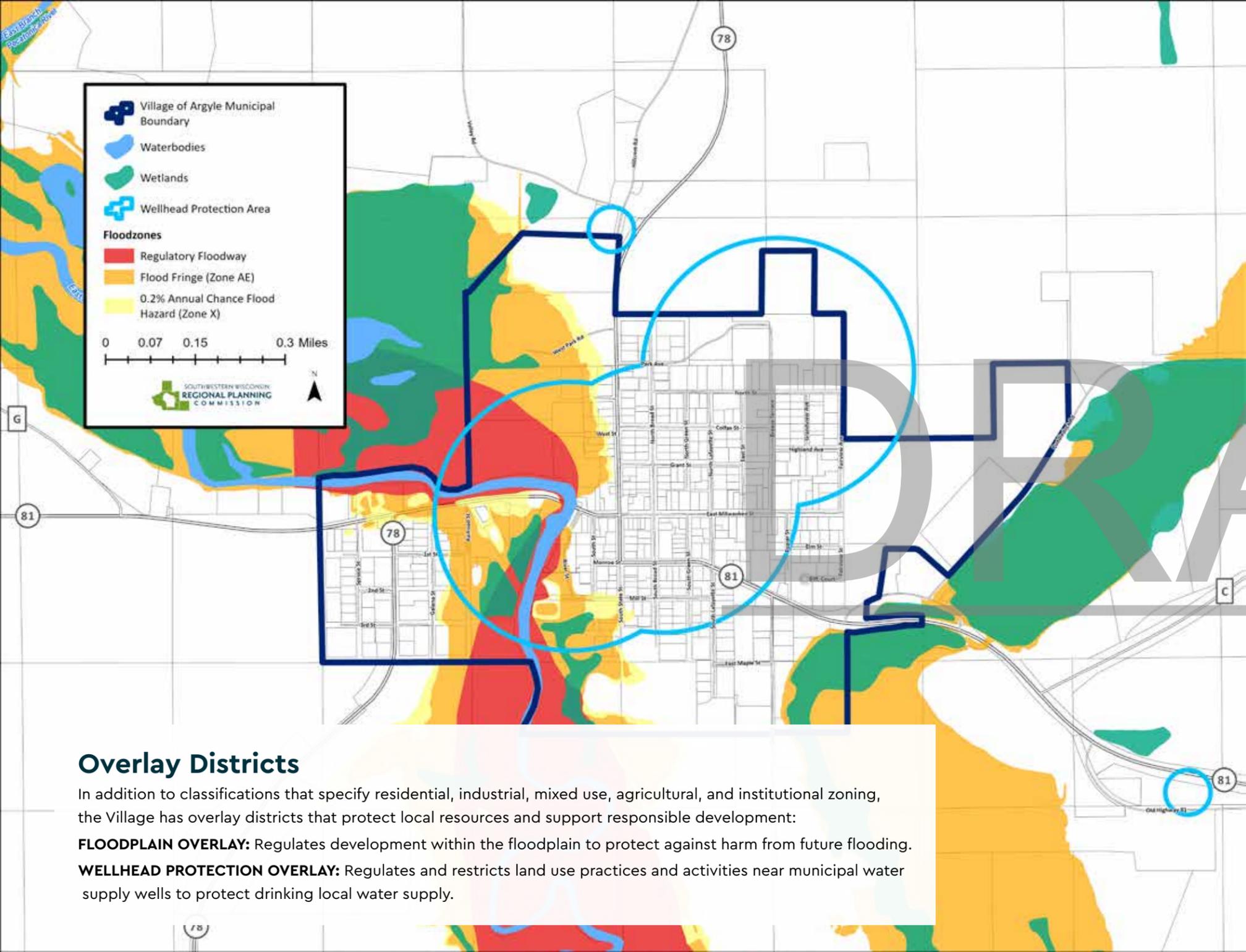
2025 Zoning

Argyle's zoning regulations are intended to implement a holistic planning approach within the Village. By guiding the appropriate use of land, these regulations help protect community character, natural resources, and economic vitality, while supporting a high quality of life for both current and future residents.



Future Land Use

In order for Argyle to provide opportunities for residents and businesses, areas for future growth and development were identified during the community open house meeting. A primary objective of this Comprehensive Plan update is a Future Land Use plan. The Future Land Use plan is a projection of future development goals for the Village. Residents and stakeholders expressed a demand for future housing, commercial, and industrial development. The community also desires to conserve Argyle's small-town identity and provide additional community facilities.



Overlay Districts

In addition to classifications that specify residential, industrial, mixed use, agricultural, and institutional zoning, the Village has overlay districts that protect local resources and support responsible development:

FLOODPLAIN OVERLAY: Regulates development within the floodplain to protect against harm from future flooding.

WELLHEAD PROTECTION OVERLAY: Regulates and restricts land use practices and activities near municipal water supply wells to protect drinking local water supply.

Planning Process and Background



- Also on September 24, SWWRPC staff engaged with Argyle high school students. Students were asked questions about Argyle's future, businesses and activities in Argyle, the school district, parks and recreation, and students' future plans. Ahead of the high school engagement, students were asked to complete a version of the community survey which had 85 total responses.
- On _____ a Class 1 public notice was published in the Pecatonica Valley Leader Newspaper to inform residents and stakeholders that a draft of the comprehensive plan was available for review for the next 30 days.
- Following the 30-day notice, the Plan Commission held a public hearing on _____ to hear comments and suggestions related to the draft plan. Following the public hearing, the Plan Commission took action to recommend the Village Board adopt the Comprehensive Plan.
- The Village Board adopted the Comprehensive Plan on _____.

The Argyle comprehensive planning process brought community stakeholders and residents together to collectively discuss Village resources in order to create a unique, vibrant, and resilient future for the Village of Argyle based on the community's desires. This planning process was completed by Southwestern Wisconsin Regional Planning Commission (SWWRPC) in coordination with the Village of Argyle Plan Commission and Village Board. Engagement for the plan included the following activities:

- On Wednesday, February 19, 2025, the Village of Argyle, in collaboration with SWWRPC staff, hosted the first Advancing Argyle community meeting at the Village Community Building. The meeting was held before the actual project kick-off and attracted more than 50 participants representing local businesses, organizations, and residents. The event served as an important step in aligning community efforts to support business development, enhance amenities, and identify future initiatives to strengthen the Village. Participants took part in a Post-it Note exercise to share concerns and aspirations related to four guiding questions:
 - o How can we better support Argyle businesses?
 - o What is one thing Argyle needs most?
 - o What is your vision for Argyle in three years?
 - o How can we improve or add events to benefit the community?
- A community survey covering topics such as housing, parks and recreation, and more was available to residents and visitors alike. The survey was open from September 1 to October 30 and was advertised on the Village website, Facebook, the Pecatonica Valley Leader Newspaper, flyers, and via email to Village staff and committee members, and several other community organizations. There were 110 total survey responses.
- An open house was hosted at the Argyle High School on September 24 and was held from 4-7pm with residents and visitors dropping by at any time to complete self-paced, interactive posters. The open house had 17 attendees.

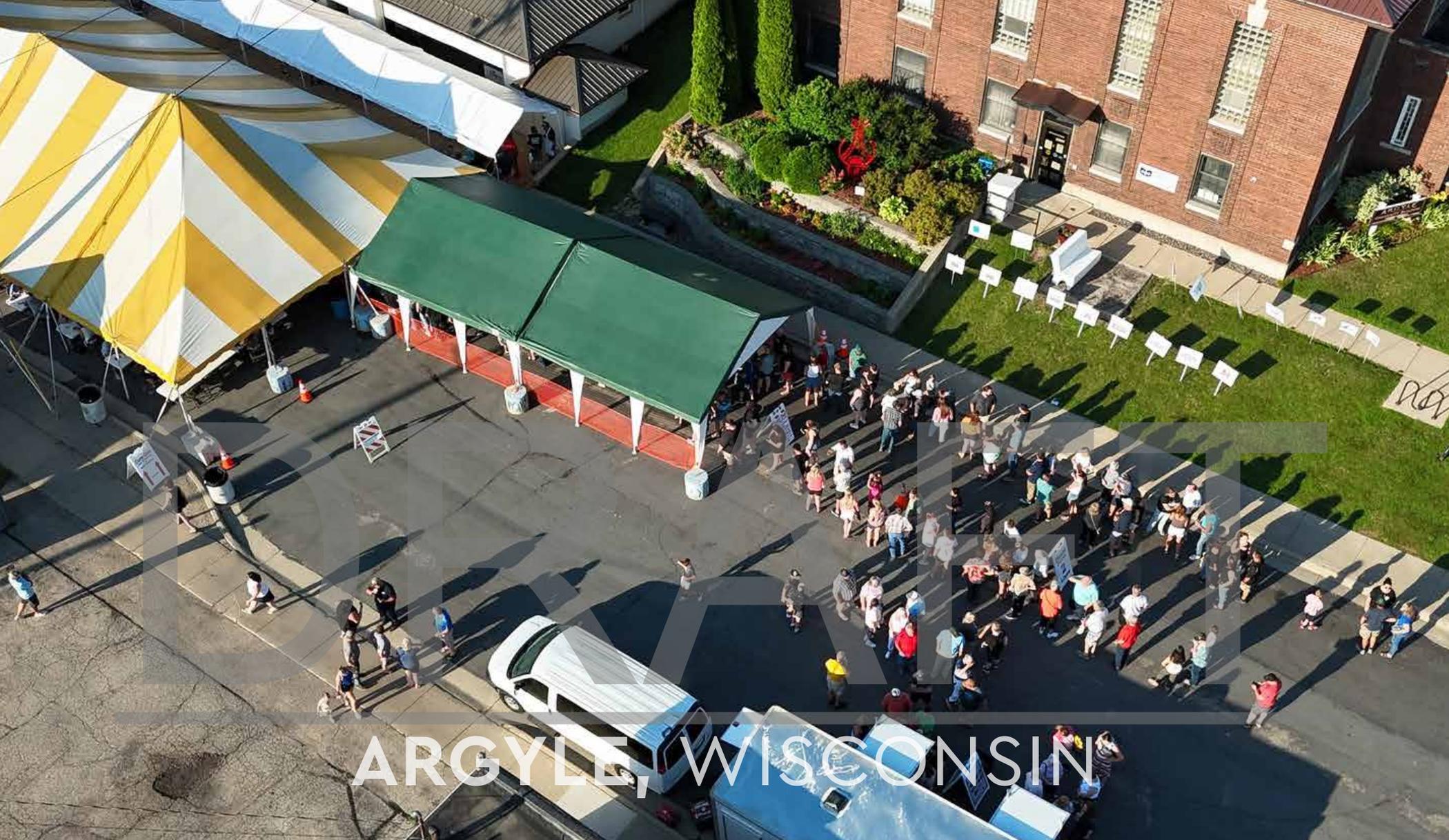
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Comprehensive Planning Law

Adoption Ordinance

Comprehensive Planning Law Elements	Page Location in this Plan
66.1001(2)(a) Issues and Opportunities Element	5-8
66.1001(2)(b) Housing Element	22-24
66.1001(2)(c) Transportation Element	11-12, 19-20
66.1001(2)(d) Utilities and Community Facilities Element	11-12, 25
66.1001(2)(e) Agricultural, Natural, and Cultural Resources Element	9-10, 21, 26-28
66.1001(2)(f) Economic Development Element	16-20
66.1001(2)(g) Intergovernmental Cooperation Element	39-41
66.1001(2)(h) Land-Use Element	29-36
66.1001(2)(i) Implementation Element	35-38

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ARGYLE, WISCONSIN



SOUTHWESTERN WISCONSIN
REGIONAL PLANNING
COMMISSION

P.O. Box 262 • Platteville WI 53818
p: 608.342.1636 • f: 608.342.1220
e: info@swwrpc.org • www.swwrpc.org