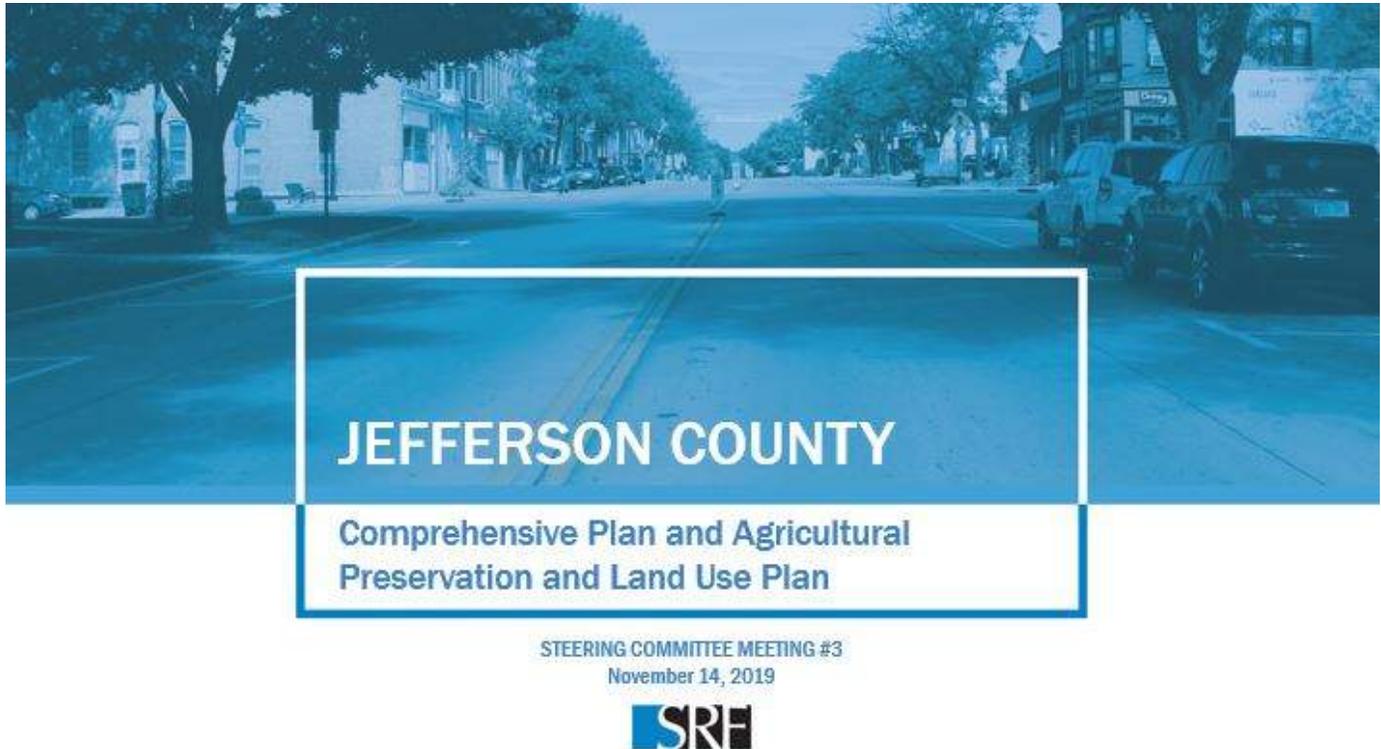


Jefferson County – Comprehensive Plan and Agricultural Preservation and Land Use Plan Steering Committee Meetings #3 – Meeting Minutes (AM and PM Meetings)
 Thursday, November 14, 2019 – 9:00-11:15 a.m. and 1:00-3:15 p.m. – Jefferson County Courthouse



Steering Committee Meeting #3 was separated into two meetings. Each of the meetings followed the same agenda.

AM Meeting was called to order at 9:03 a.m.

Introductions and Attendees:

The following individuals were in attendance in the AM session:

Type	Name	Organization
Citizen Member	Jennifer Bakke	City of Watertown
Planning and Zoning	George Jaeckel	Town of Koshkonong
County Board Rep (At Large)	Richard Jones	City of Waterloo
Towns	John Thoma	Town of Watertown
Towns	Michael Hollinger	Town of Jefferson
School Districts	Kim Herro	Town of Concord
Developer/Real Estate	Christopher Nash	City of Jefferson
Tourism	Olivia Reinke	Tourism Manager, City of Fort Atkinson
Staff	Ben Wehmeier	County Administrator
Staff	Matt Zangl	Director of Planning and Zoning
Staff	J. Blair Ward	Corporate County
Staff	Brian Udovich	Highway Department
Staff	Sarah Higgins	Zoning Department

Staff	Lindsey Schreiner	Zoning Department
SRF Consulting	Paul Chellevoid	
SRF Consulting	Stephanie Falkers	
Public	5 members of public	

The following individuals were in attendance in the PM session:

Type	Name	Organization
Health/Human Services	Tina Crave	Watertown Health Foundation
Staff	Patricia Cicero	Land and Water Conservation
Village	Kyle Ellefson	Village of Johnson Creek
Towns	Ted Vratny	Town of Oakland
Staff	Ben Wehmeier	County Administrator
Staff	Matt Zangl	Director of Planning and Zoning
County Board	Jim Schroeder	
Environmental	David Musolf	City of Waterloo
Staff	Sarah Higgins	Zoning Department
SRF Consulting	Paul Chellevoid	
SRF Consulting	Stephanie Falkers	
Public	1 member of public	

Presentation:

SRF staff Paul Chellevoid and Steph Falkers led Steering Committee staff through a PowerPoint presentation.

Agenda items included:

- Detailed Survey Review
- Focus Area Discussion – Key Themes
- Review of Existing Goal Statements
- Goal Workshop

Detailed Survey Review

- The online survey question and results were discussed as a group. Each Steering Committee member had a copy of the general survey responses detailed analysis packet.
- As a recap, there were 1,255 responses received
- 40.8 percent of respondents in 60+ age category. 50 to 59 – 23.5 percent, 40 to 49 – 18.6 percent, 30 to 39 – 14.6 percent, 18 to 29 – 2.4 percent, and < 18 years – 0.2 percent
- 50.1 percent of respondents reside in a town, 37.2 percent in a city, and 11.5 % in a village. 1.2 percent do not live in the county
- 94.8 percent of respondents own their home; 83.3 percent of homeowner’s live-in single-family residence
- 51.8 percent of respondents have lived in their home for 20+ years
- 38.1 percent of respondents work in Jefferson County, 35.9 percent work outside the county. 26.1 percent are retired
- 94.5 percent of respondents indicated that they do not have a mental or physical disability
- Of four county quadrants, 34.8 percent of respondents lived in SW, 24 percent lived in NW, 22.2 percent lived in NE, and 18 percent lived in SE. Only eight respondents indicated they do not live in Jefferson County.

- Top reasons for living in County were 1) close to employment 33.7 percent, 2) Family 28.7 percent, and Privacy and Space 27.8 percent.
- Top three themes to describe day to day life and best positive attributes were - rural character, small towns, schools and family friendly
- Top three themes that could be modified to improve day to day life were – better roads, lower taxes, fewer regulations
- Top three biggest challenges identified were – control development, employment opportunities, medical and transportation needs of aging population
- The top ranked identities of Jefferson County today include – County is a farming/agricultural, values its natural resources, and provides a high-quality life. The same top three were identified as the top ranked characteristics that respondents hope reflect Jefferson County in the next 20 years
- Rivers and streams, lakes, and wooded areas are three areas that should be improved, protected, or enhanced
- Parks, natural resources, and wildlife areas, privacy and space, and health care facilities were identified as top ranked community features for respondents
- Transportation infrastructure (roads, bridge, sidewalks, and trails), natural resource conservation, infrastructure (public utilities, broadband), and schools were identified as top ranked municipal resources
- Respondents indicated development near water resources should be closely monitored and areas within prime agricultural soils should be protected from encroaching development
- Nearly 72 percent support single family residential housing to support rising population. Senior housing (48.3 percent), and Affordable housing (44.3 percent) rounded out the top three.
- Respondents support small and medium scale farms (74.4 percent), parks and natural areas (68.7 percent), and tourism/recreation as ways to economically grow Jefferson County
- Respondents rate County highways, pedestrian sidewalks and trails and bicycle lanes and trails as the areas of strength in the transportation network. Existing transit services are rated as poor.
- 31.9 percent indicate it is very important to improve multi-modal transportation services (transit, biking, and walking). 16 percent of respondents indicated investment in multi-modal transportation is not important

Focus Area Discussion – Key Themes

Attendees were asked to identify key themes to fit within eight of the Comprehensive Plan chapters. Below are the results of that activity.

In the morning session, the following themes were identified:

Jefferson County Comprehensive Plan and Agricultural Preservation & Land Use Plan Key Themes



Land Use

Residential lot sizes

REGULATIONS/RESTRICTIONS - TOWNS

1 ACRE LOTS - RESIDENTIAL - LOCATION

FLEXIBILITY / ENFORCEMENT

PROTECTION OF WATER RESOURCES

CITY INFILL

ADUs

PROTECTION OF SLOPES

PROTECTING PRIME AG

Examples

- Zoning
- Enforcement
- Densities
- Annexation
- CAFOs



Agricultural Resources | Agricultural Preservation

ORGANIC VS. CONVENTIONAL FARMS - OPP

HEMP - OPP

SOLAR - OPP (GUARANCES) & ISS.

CHANGES IN AGRICULTURAL PRACTICE

AGRICULTURE SCALABILITY

PRIME SOILS VS. PRODUCTIVE - HOW TO DEFINE

MANURE MANAGEMENT

AQUA CULTURE

Examples

- Innovative Agriculture
- Changes in Agricultural Practice
- Corporate and Small Farms
- Solar Farming



Housing

AFFORDABLE HOUSING

SENIOR HOUSING - TRANSITIONAL

AGING POPULATION NEEDS/ASSISTANCE

SENIOR "DORM" | OPPORTUNITY FOR PROGRAM DEV.

Examples

- Affordable Housing
- Senior Housing
- Housing Stock



Transportation

ROADWAY JURISDICTIONS - OPP & ISS
ATV/UTV USAGE - ISS (SAFETY)

PUBLIC TRANSPORTATION (COUNTYWIDE) - OPP

HEAVY EQUIPMENT / AG EQUIP - MAINTENANCE
LOCAL CONTROL OF ROADS

BIKE TRAILS | FREIGHT MOVEMENT
ELECTRIC - PRIVATE / PUBLIC EBIKES

Examples

- Bike Routes
- ATV/UTV
- Public Transportation
- Maintenance
- Alternative Modes



Intergovernmental Cooperation

HOUSING NEEDS COLLABORATION

BROADBAND - COOPERATION

BRANDING

AGREEMENT - COOPERATION / COLLABORATION

PUBLIC TRANSPORTATION

CONSISTENCY W/ GROWTH & DEVELOPMENT SUPPORT

Examples

- Shared Services (Fire/EMS/Police)
- Intergovernmental Agreements
- Annexation



Economic Development

AGING POPULATION - TRANSITIONAL ASSISTANCE
"AGRIHOOD"

BRANDING - ATTRACTING EMPLOYEES - OPP

WEDDING VENUES / BARN - EVENT VENUE - OPP / ISS

BROADBAND / SC CONCERNS - REGULATORY

PUBLIC LANDS - TOURISM

ARTS & CULTURE | RECRUITMENT OF NEW & RETENTION OF NEW BUSINESSES

Examples

- Telecommuting Opportunities
- Business Retention
- Economic Assistance

DIVERSIFICATION



Natural and Cultural Resources

ALTERNATIVE ENERGY - GEOTHERMAL

WATER RESOURCES

SLOPES

MANURE MANAGEMENT

COUNTY PARKS - OUTDOOR REC & TOURISM

MANAGEMENT AREAS

AIR QUALITY | PROMOTION OF RESOURCES - GLACIAL HERITAGE

Examples

- Historic Preservation
- Recreation/ Tourism
- Water Quality
- Renewable Energy



Community Facilities and Utilities

BROADBAND - COOPERATION

SERVICE AGREEMENTS

SEWER SERVICE

JOINT SERVICES (POLICE & FIRE)

PIPELINES - SURROUNDING AREAS

Examples

- Broadband/ WiFi/ Cell phone
- Joint Districts/ Services
- Solar
- Education

In the afternoon session, the following themes were identified:

Jefferson County Comprehensive Plan and Agricultural Preservation & Land Use Plan Key Themes



Land Use

BALANCE BETWEEN GROWTH & RESOURCE PROTECTION
SMART / THOUGHTFUL GROWTH - TRANSPORTATION CORRIDORS
CITY/VILLAGE GROWTH VS. TOWN GROWTH
XCAFO'S - TO THE LOCAL EXTENT - STATE REGULATIONS
WETLAND SETBACKS & REGULATIONS
SOLAR REGULATIONS / ALTERNATIVE ENERGY - RESIDENTIAL SCALE
PRESERVING WATER RESOURCES
SCALEABLE AGRICULTURE

Examples

- Zoning
- Enforcement
- Densities
- Annexation
- CAFOs



Agricultural Resources | Agricultural Preservation

FRICITION BETWEEN AG & RES. DEVELOPMENT
EDUCATIONAL PROGRAMS - RULES & REGS - OPERATIONS
SUSTAINABLE & COMPATIBLE AG USE
MANURE MANAGEMENT
FARMER COUNCIL - SOIL HEALTH & COVER CROPS
SOLAR & AGRICULTURAL RELATIONSHIP

Examples

- Innovative Agriculture
- Changes in Agricultural Practice
- Corporate and Small Farms
- Solar Farming



Housing

COLLAB W/ CITIES/VILLAGES - SINGLE FAM - EXCLUSIVE ZONING
INCREASE AFFORDABLE HOUSING - COLLABORATION
COLLABORATE TO MEET NEEDS

Examples

- Affordable Housing
- Senior Housing
- Housing Stock



Transportation

AVOID 4-LANE HWYS. - ADDITIONAL CAPACITY
LIMIT BYPASSING COMMUNITIES

LACK OF PUBLIC TRANSPORTATION SENIORS
MUTUALS

CONTINUE TO DEVELOP BIKE TRAILS
NEED EFFICIENT TRANSP SYSTEMS - FREIGHT - ECON. DEV.
LACK OF ~~TR~~ RAIL SERVICE

Examples

- Bike Routes
- ATV/UTV
- Public Transportation
- Maintenance
- Alternative Modes

EMPHASIS - ECONOMIC OPP - JOB ACCESS



Intergovernmental Cooperation

URBAN SERVICE AREAS

WORKING W/ CITIES/VILLAGES TO MEET HOUSING NEEDS

BOUNDARY AGREEMENTS - CITIES/VILLAGES & TOWNS

EMERGENCY SERVICES - VOLUNTEER STAFF - SHARED SERVICES
(STATE POLICY CHANGES - ADVOCACY) ↑

Examples

- Shared Services (Fire/EMS/Police)
- Intergovernmental Agreements
- Annexation



RECOGNIZE THRIVE - JCEDC

Economic Development

BUSINESS GROWTH IN URBAN SERVICE AREAS

BROADBAND - COUNTY WIDE - PUBLIC/PRIVATE PARTNERSHIPS

HEALTH CARE - LOCAL FOODS/RES. - RETAIL

TOURISM PROMOTION - WHO DOES IT??

VACANT BUILDINGS - INCENTIVES

RENTAL COSTS FOR COMMERCIAL BUDGS

TRANSPORTATION CORRIDORS SMART GROWTH

Examples

- Telecommuting Opportunities
- Business Retention
- Economic Assistance



Natural and Cultural Resources

WATER QUALITY - DRINKING WATER QUALITY

EXPANDING PARKS TO MEET DEMAND

PLANNING FOR ADAPTING TO CLIMATE CHANGE

WETLAND RESTORATION ↳ EMERGENCY PREPAREDNESS

INVASIVE SPECIES MANAGEMENT

ENVIRONMENTAL CORRIDORS TOURISM COUNCIL

Examples

- Historic Preservation
- Recreation/Tourism
- Water Quality
- Renewable Energy



Community Facilities and Utilities

BROADBAND

SOLAR/ALTERNATIVE ENERGY - RENEWABLE ENERGY SOURCES

PROACTIVE STRATEGY ↑

Examples

- Broadband/WiFi/Cell phone
- Joint Districts/Services
- Solar
- Education

Review of Existing Goal Statements

The 2012 Jefferson County Agricultural Preservation and Land Use Plan identified 13 goals across five main topic areas. These include: General, Agricultural Preservation, Environmental Protection, Housing and Development, and Regional Food Distribution Networks. Attendees were asked to review these statements and indicate if statements still are appropriate, need to be tweaked, or removed altogether. Attached were the suggested changes from the Steering Committee.

Existing Overall Vision for the Future

A fundamental purpose of the Agricultural Preservation and Land Use Plan is to guide and manage growth and development in a manner that will preserve the rural character; protect the agricultural base and natural resources of the countryside; and contribute to the high quality of life and prosperity of the communities. The Plan also recognizes the importance of fairness toward individual property owners and individual units of government. *AM*

Existing Goal Statements

General:

1. Preserve the "rural character" and aesthetic quality of Jefferson County. ✓
2. Coordinate growth and development planning between towns and incorporated municipalities. ✓
3. Provide equity and fairness to owners of land with comparable resource and location characteristics.

Agricultural Preservation:

4. Minimize nonagricultural development on prime agricultural soils. *?* *PRESERVE AG SOILS*
5. Maintain the integrity of agricultural districts allowing for accepted agricultural practices. *KEEPING AG - INNOVATIVE PRACTICES*

Environmental Protection:

6. Protect and preserve the environmental corridor system, consisting of wetlands, floodplains, upland woods, and steeply sloped glacial features. *Allow for flexibility* ✓
7. Protect groundwater and surface water quality. ✓ *AIR QUALITY*
8. Discourage development in areas that possess valuable natural resource characteristics and wildlife habitats.

Housing and Development:

9. Design and locate housing in rural areas in a manner that minimizes adverse impacts on agricultural and maintains rural character in Jefferson County. *CONSIDER DIFF TOWNS*
10. Encourage higher-density residential development in areas where public utilities will be available. ✓
11. Encourage nonagricultural-related businesses and industries to locate in areas where public utilities will be available. *↑ TRANSPORT NETWORKS* *SITE*

Regional Food Distribution Networks:

12. Support established and new food distribution systems to access nearby urban area markets including Chicago and Milwaukee.
13. Expand local leadership in identifying and establishing local food markets, local business collaborations, and a local Jefferson County brand/logo.

Existing Overall Vision for the Future

A fundamental purpose of the Agricultural Preservation and Land Use Plan is to guide and manage growth and development in a manner that will preserve the rural character; protect the agricultural base and natural resources of the countryside; and contribute to the high quality of life and prosperity of the communities. The Plan also recognizes the importance of fairness toward individual property owners and individual units of government.

DEFINITIONS - PRESERVE RURAL - AGRICULTURE

Existing Goal Statements

General:

1. Preserve the "rural character" and aesthetic quality of Jefferson County. *SENSE OF PLACE*
2. Coordinate growth and development planning between towns and incorporated municipalities. *- NATURAL RESOURCES - OPEN SPACES*
3. Provide equity and fairness to owners of land with comparable resource and location characteristics. *REMOVE*

Agricultural Preservation:

4. Minimize nonagricultural development on prime agricultural soils. *BALANCE / CONTROL*
5. Maintain the integrity of agricultural districts allowing for accepted agricultural practices. *TAX CREDIT - ENTERPRISE AREAS*
IGNORES SUSTAINABLE PRACTICES
MAINTAIN AGRICULTURAL PRACTICES & NATURAL RESOURCES

Environmental Protection:

6. Protect and preserve the environmental corridor system, consisting of wetlands, floodplains, upland woods, and steeply sloped glacial features. *RESERVE*
7. Protect groundwater and surface water quality. *CONNECTED AREAS CONNECTION*
- wetlands
8. Discourage development in areas that possess valuable natural resource characteristics and wildlife habitats. *discourage*

Housing and Development:

9. Design and locate housing in rural areas in a manner that minimizes adverse impacts on agricultural and maintains rural character in Jefferson County. *REWARD FOR INTENT*
10. Encourage higher-density residential development in areas where public utilities will be available.
11. Encourage nonagricultural-related businesses and industries to locate in areas where public utilities will be available.

Regional Food Distribution Networks: *THRIVE - BROADEN. DEL.*

12. Support established and new food distribution systems to access nearby urban area markets including Chicago and Milwaukee.
13. Expand local leadership in identifying and establishing local food markets, local business collaborations, and a local Jefferson County brand/logo.

Goal Workshop

Each of the attendees in the AM and PM meetings participated in an activity to identify new goal topics that should be considered in this plan.

In the morning session, the following topics were identified:

- Brand and logo expansion/retention
- Balancing urban and rural dynamics
- Access to high quality life
- Employment
- Implementing broadband
- Health and Education

In the afternoon session, the following topics were identified:

- Understanding between agriculture (A1) and residential
- Urban service areas and agriculture preservation lots
- County branding/logo
- Fostering a strong local government
- County and communities working together/collaboration/training/shared services where possible
- Transportation system and longer haul taxi/transit services
- Housing, affordable and to meet needs of aging population and addressing restrictions
- Communication network/broadband
- Alternative energy sources
- Promoting tourism – using our resources such as recreation areas, parks, and trails and spending dollars in communities to bolster economic development

Next Steps

- Work through Issues and Opportunities
- Further development of Goals based on feedback
- Define Focus Groups and areas where we need additional input – hold meetings in January
- Schedule Regional Meetings – likely February/March