



Comprehensive Plan Steering Committee

Jefferson County Comprehensive Plan and Agricultural Preservation and Land Use Plan

Thursday, November 14, 2019

**Jefferson County Courthouse
311 S. Center Avenue, Rooms 202 and 203
Jefferson, WI**

9:00 am or 1:00 pm

1. Introductions – Favorite winter activity?
2. Approval of the April 10, 2019 and October 1, 2019 Meeting Minutes
3. Early Public Engagement Summary
4. Focus Area Discussion
5. Goal Development
 - a. Review of Existing Goals
 - b. Goal Workshop
6. Next Steps
7. Adjourn



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Meeting Purpose:

Identify the key themes and goals for the future of Jefferson County.

1. Introductions – Favorite winter activity?
2. Early Public Engagement Summary
 - i. **Steering Committee Role:** Refamiliarize yourself with the input received from the survey, regional meetings, and intergovernmental interviews. Identify common trends or repeat elements that should inform the future of Jefferson County. The summary documents can be found here: https://srfconsultinggroup-my.sharepoint.com/:f/g/personal/sfalkers_srfconsulting_com/EkuB7iTpPOdIsWP_N4EOkIABt951DIEZI9DSwz2J0D3T5A?e=ZMm1Dk
3. Focus Area/Key Themes Discussion
 - i. **Steering Committee Role:** Brainstorm focus areas or key themes that emerged from the early engagement input. Utilize the Key Themes Worksheet provided to record your thoughts and be prepared to share these ideas at the meeting.
4. Goal Development
 - a. Review of Existing Goals
 - b. Goal Workshop
 - i. **Steering Committee Role:** Review the engagement, issues and opportunities, public comment you have received and the existing goals to determine if the current goals are still relevant, if the existing goals should be adjusted or create new goals. The existing goals are provided for your review on the Goals Worksheet.
5. Next Steps

Goal and Policy Development



Early Engagement



Early engagement activities were focused on gathering input about the existing conditions within the County. What is going well, where can we improve, and where can we continue to thrive?



Issues and Opportunities

Using the input received throughout the early engagement process, issues and opportunities are identified for the future of Jefferson County. These items should be defined using the input received and should cover, at a minimum, the required Comprehensive Plan and Agricultural Preservation & Land Use Plan elements.

The early identification helps to inform the development of goals and the plan analysis. However, these items change adapt and change throughout the process.



Goals and Objectives

The development and/or update of goals and objectives is driven by community feedback. Using both the input received and the focus areas defined for the next 20 years, goals and objectives can be established to guide decision making.

Goals should identify the condition that the county should work to achieve, and goals should be identified for all plan elements. Similar to the Issues and Opportunities, goals will remain in a draft state until the plan is adopted.



Implementation

The goals identify the desired condition in the future of an element. The implementation actions define the steps to help the County achieve those goals. These actions can be short and long term priorities.

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

Through our early engagement, we gained input about the issues and opportunities for each plan element. It is now time to put that input to work and define the focus areas/key themes for the elements of each plan. These focus areas can include the maintenance, preservation, enhancement, or change of various elements within Jefferson County. For example, there was positive feedback received about the maintenance and condition of the county highway system. Therefore, a focus area for the transportation element could be the preservation of the highway system. Other examples from the input received are identified in each element below.

After reviewing the early engagement summary documents, use this worksheet to record your thoughts on potential key themes. We'll use these thoughts to kick off our discussion at the next Steering Committee meeting.

Steering Committee Role:

We need your help defining the Issues and Opportunities for the future of Jefferson County.

Using the results of the early public engagement and your understanding of Jefferson County, **brainstorm themes/topics that should be improved, enhanced, maintained, etc. over the next 20 years.**



Land Use

Examples

- Zoning
- Enforcement
- Densities
- Annexation
- CAFOs



Agricultural Resources | Agricultural Preservation

Examples

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



Housing

Examples

- Affordable Housing
- Senior Housing
- Housing Stock



Transportation

Examples

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



Intergovernmental Cooperation

Examples

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



Economic Development

Examples

- Telecommuting Opportunities
- Business Retention
- Economic Assistance



Natural and Cultural Resources

Examples

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



Community Facilities and Utilities

Examples

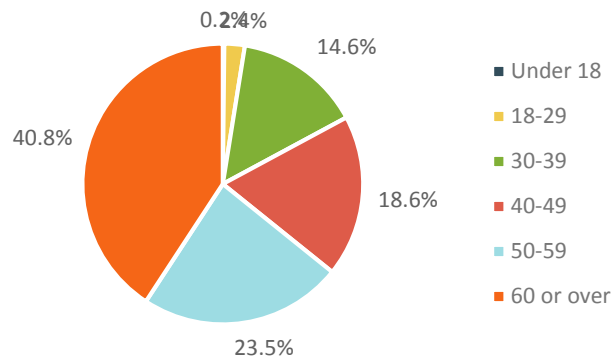
- Broadband/WiFi/Cell phone
- Joint Districts/Services
- Solar
- Education

Jefferson County General Survey Response – Detailed Analysis

The full results of the community survey provide a summary of the results from all participants. After reviewing these results, the need for additional analysis was identified to understand trends by geographical area or demographic. The demographic questions asked at the end of the survey provide an opportunity for us to review how residents in one area responded to questions compared to those from another area. The following pages provide a detailed analysis of a few of the survey questions based on either the age of respondent, the region the respondent resides in, or whether the respondent lives in a city/village or town. The following graphs display the response totals for each of the qualifiers.

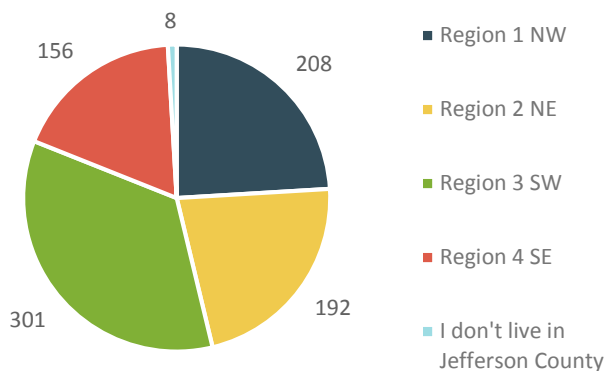
What is your age?

	#	%
Under 18	2	0.2%
18 to 29	27	2.4%
30 to 39	167	14.6%
40 to 49	213	18.6%
50 to 59	268	23.5%
60 or over	466	40.8%



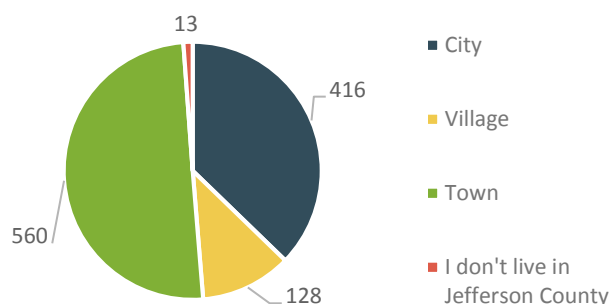
Which Region do you live in?

	#	%
Region 1 NW	208	24.0%
Region 2 NE	192	22.2%
Region 3 SW	301	34.8%
Region 4 SE	156	18.0%
I don't live in Jefferson County	8	0.9%
Total	865	--
Did not respond to Question	264	--



Do you live in a City, Village or Town?

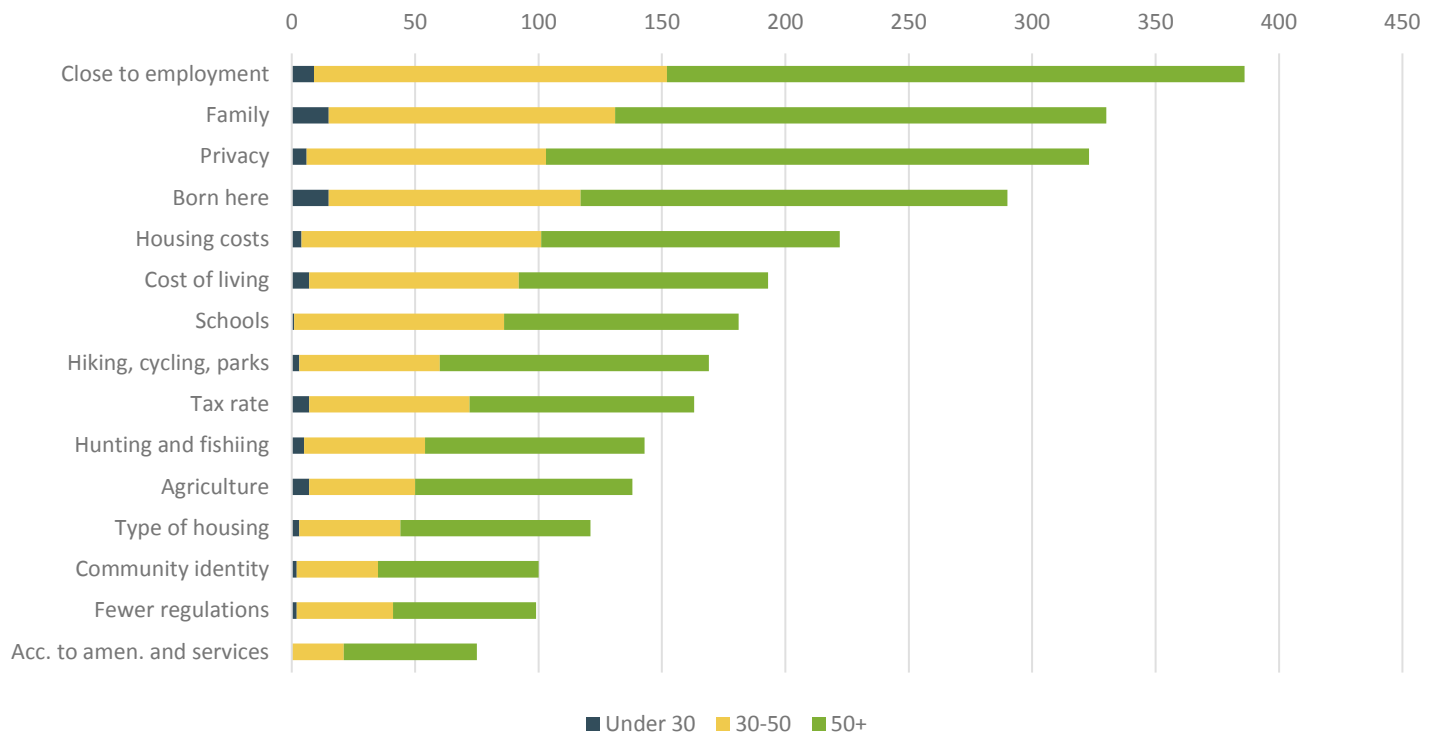
	#	%
City	416	37.2%
Village	128	11.5%
Town	560	50.1%
I don't live in Jefferson County	13	1.2%
Total	1,117	--
Did not respond to Question	12	--



Question 1: Why did you choose to live in Jefferson County? (Identify your top three)

Answer Choices	Age Group					
	Under 30		30-50		50+	
Close to Employment	9	10.5%	143	13.3%	234	13.2%
Family	15	17.4%	116	10.8%	199	11.2%
Privacy and Space	6	7.0%	97	9.0%	220	12.4%
Born and Raised Here	15	17.4%	102	9.5%	173	9.8%
Housing Costs	4	4.7%	97	9.0%	121	6.8%
Cost of Living	7	8.1%	85	7.9%	101	5.7%
Schools	1	1.2%	85	7.9%	95	5.4%
Hiking, Cycling, and Parks	3	3.5%	57	5.3%	109	6.1%
Tax Rate	7	8.1%	65	6.1%	91	5.1%
Hunting and Fishing	5	5.8%	49	4.6%	89	5.0%
Agricultural Interests	7	8.1%	43	4.0%	88	5.0%
Type of Housing	3	3.5%	41	3.8%	77	4.3%
Community Identity	2	2.3%	33	3.1%	65	3.7%
Fewer Regulations	2	2.3%	39	3.6%	58	3.3%
Access to Amenities and Services	0	0.0%	21	2.0%	54	3.0%
Total	86		1,073		1,774	

Question 1 Results by Age Group

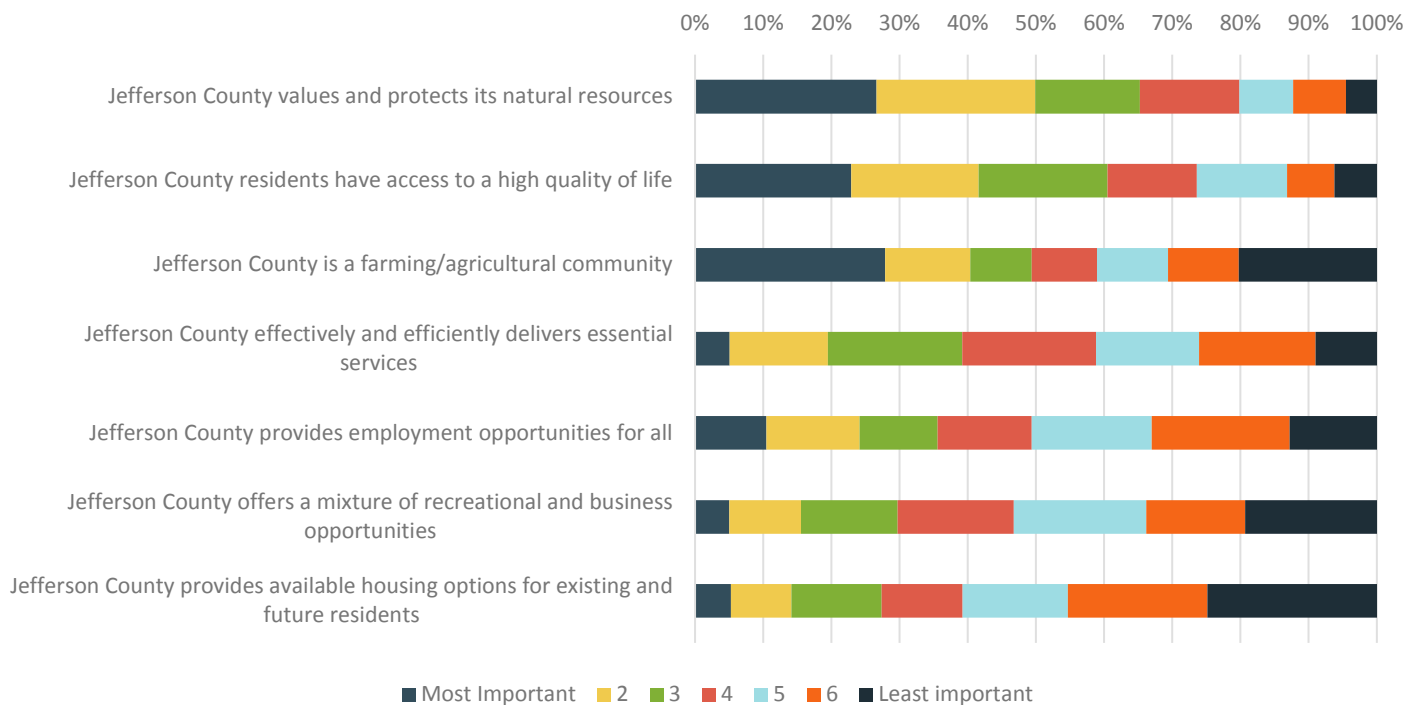


Question 6: Please rank the following characteristics that you hope best reflect Jefferson County in 20 years (1 as most important):

The following pages analyze the responses to each of the statements provided in Question 6. The table and graph on this page provide a summary of all response received. The following pages provide a detailed review of the responses for each statement by geographical area. The “urban” responses include responses from those that indicated they live in a city or village, while “rural” represents those that indicated they live in a town.

<i>All responses</i>	<i>Most important</i>						<i>Least important</i>
	1	2	3	4	5	6	
Jefferson County values and protects its natural resources	27%	23%	15%	15%	8%	8%	5%
Jefferson County residents have access to a high quality of life	23%	19%	19%	13%	13%	7%	6%
Jefferson County is a farming/agricultural community	28%	12%	9%	10%	10%	10%	20%
Jefferson County effectively and efficiently delivers essential services	5%	14%	20%	20%	15%	17%	9%
Jefferson County provides employment opportunities for all	10%	14%	11%	14%	18%	20%	13%
Jefferson County offers a mixture of recreational and business opportunities	5%	11%	14%	17%	19%	14%	19%
Jefferson County provides available housing options for existing and future residents	5%	9%	13%	12%	15%	20%	25%

All responses to Question 6



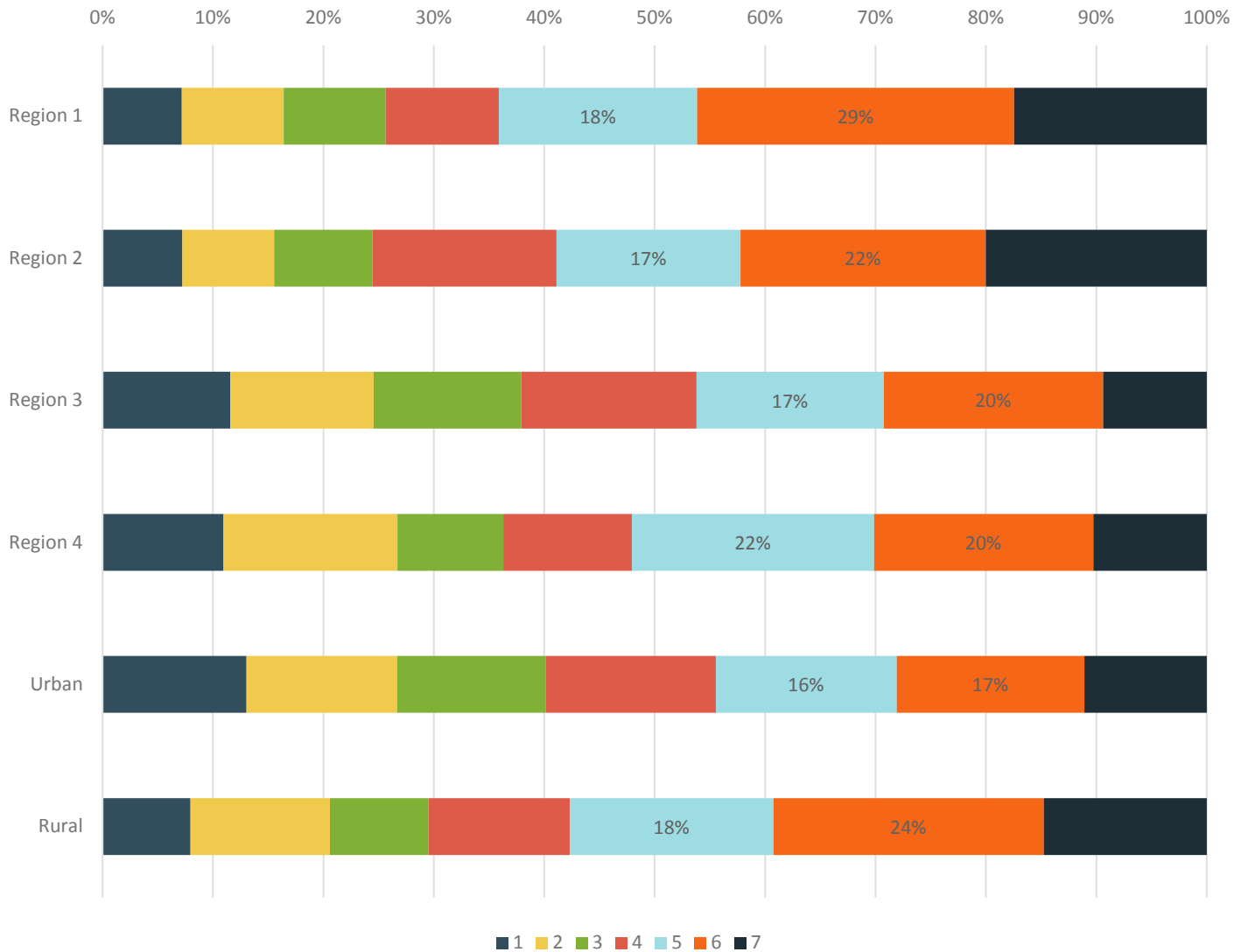
Jefferson County is a farming/agricultural community	Most important	2	3	4	5	6	Least important
Region 1	21%	9%	11%	13%	13%	8%	24%
Region 2	35%	10%	11%	10%	12%	8%	14%
Region 3	17%	14%	8%	10%	11%	12%	28%
Region 4	38%	14%	7%	9%	6%	10%	15%
Urban	18%	11%	9%	11%	13%	11%	26%
Rural	36%	13%	10%	10%	10%	9%	13%

Jefferson County is a farming/agricultural community



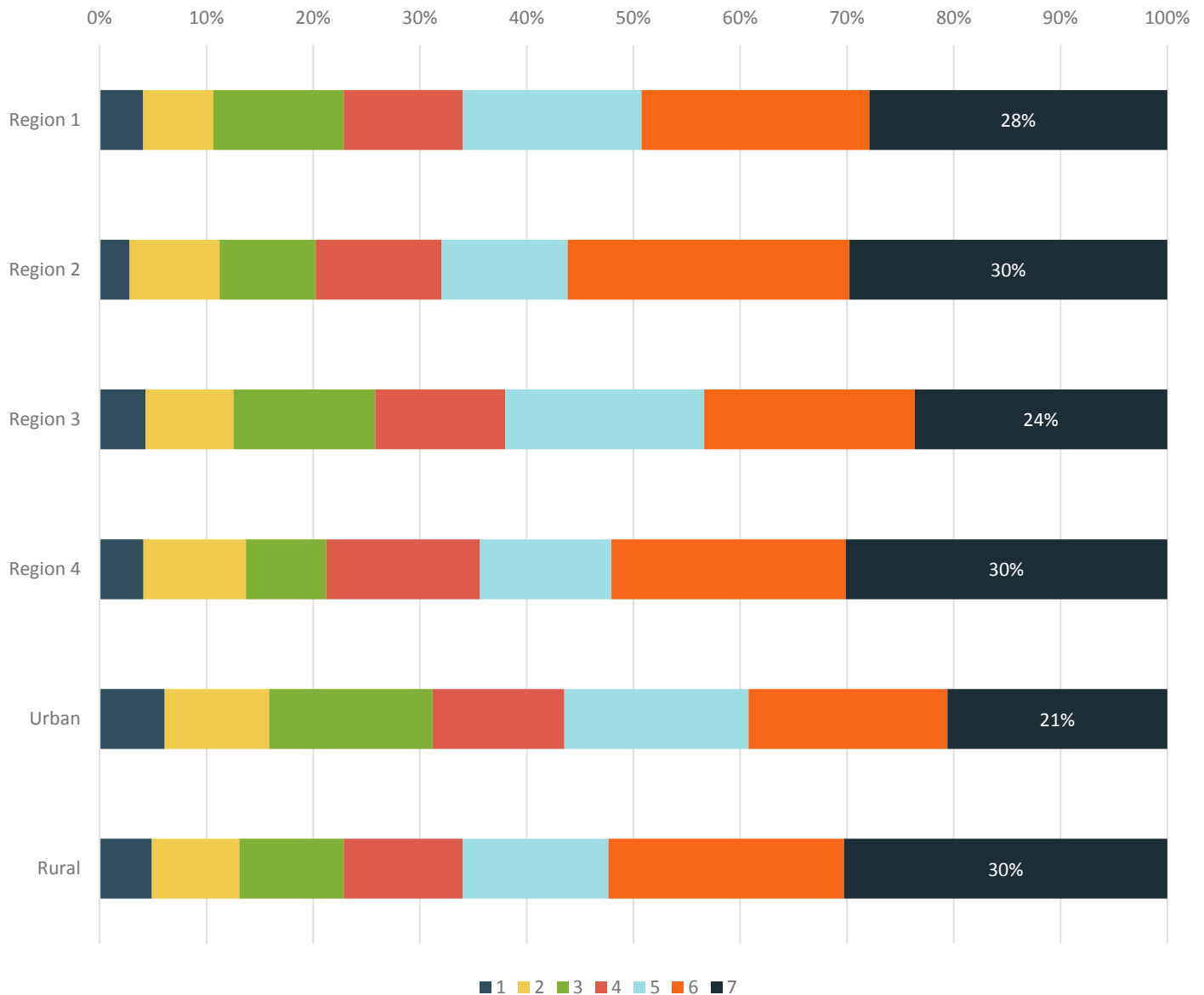
Jefferson County provides employment opportunities for all	Most important	2	3	4	5	6	Least important
Region 1	7%	9%	9%	10%	18%	29%	17%
Region 2	7%	8%	9%	17%	17%	22%	20%
Region 3	12%	13%	13%	16%	17%	20%	9%
Region 4	11%	16%	10%	12%	22%	20%	10%
Cities and Villages	13%	14%	13%	15%	16%	17%	11%
Towns	8%	13%	9%	13%	18%	24%	15%

Jefferson County provides employment opportunities for all



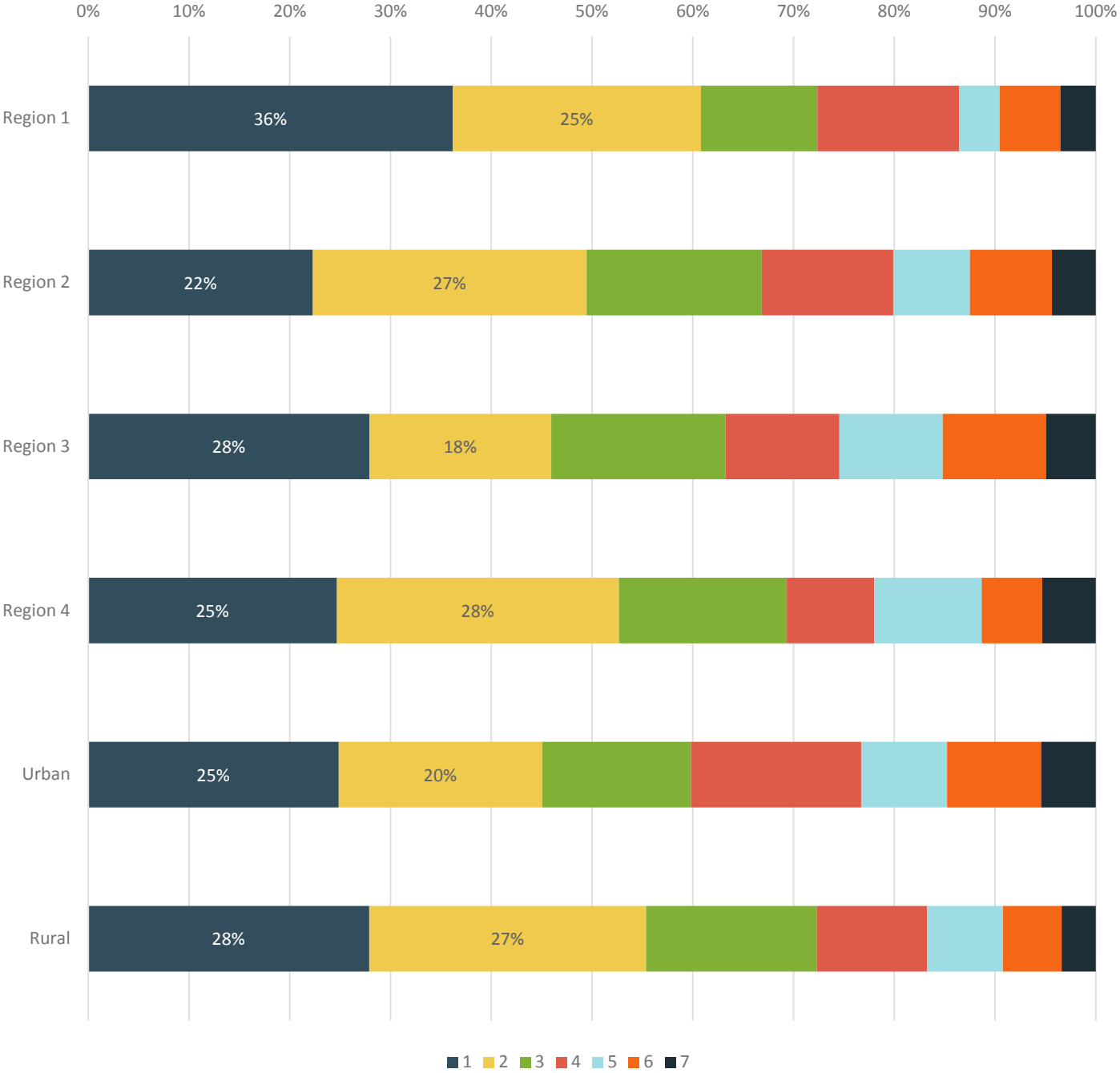
Jefferson County provides available housing options for existing and future residents	Most important	2	3	4	5	6	Least important
Region 1	4%	7%	12%	11%	17%	21%	28%
Region 2	3%	8%	9%	12%	12%	26%	30%
Region 3	4%	8%	13%	12%	19%	20%	24%
Region 4	4%	10%	8%	14%	12%	22%	30%
Urban	6%	10%	15%	12%	17%	19%	21%
Rural	5%	8%	10%	11%	14%	22%	30%

Jefferson County provides available housing options for existing and future residents



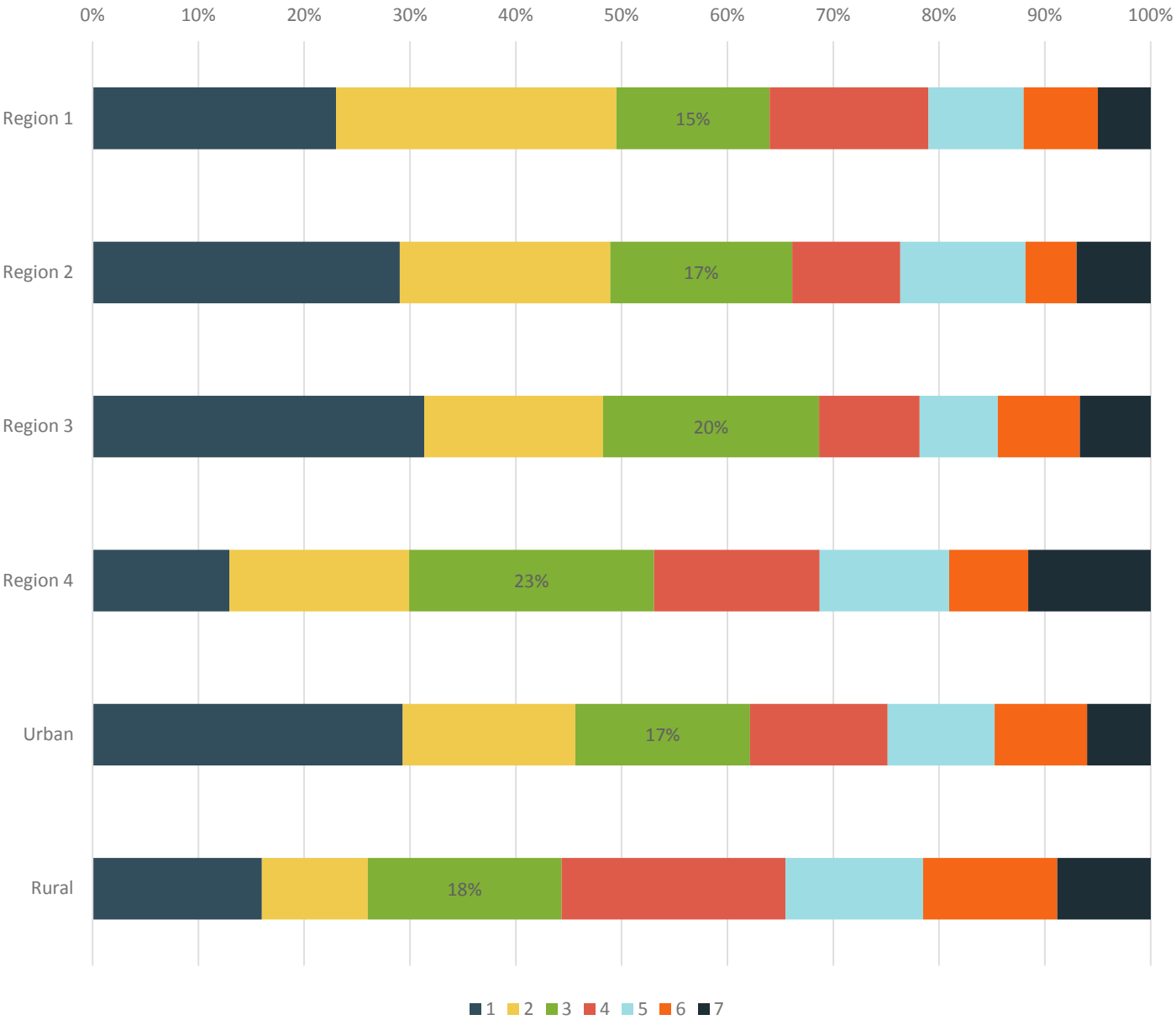
Jefferson County values and protects its natural resources	Most important	2	3	4	5	6	Least important
Region 1	36%	25%	12%	14%	4%	6%	4%
Region 2	22%	27%	17%	13%	8%	8%	4%
Region 3	28%	18%	17%	11%	10%	10%	5%
Region 4	25%	28%	17%	9%	11%	6%	5%
Urban	25%	20%	15%	17%	9%	9%	5%
Rural	28%	27%	17%	11%	8%	6%	3%

Jefferson County values and protects its natural resources



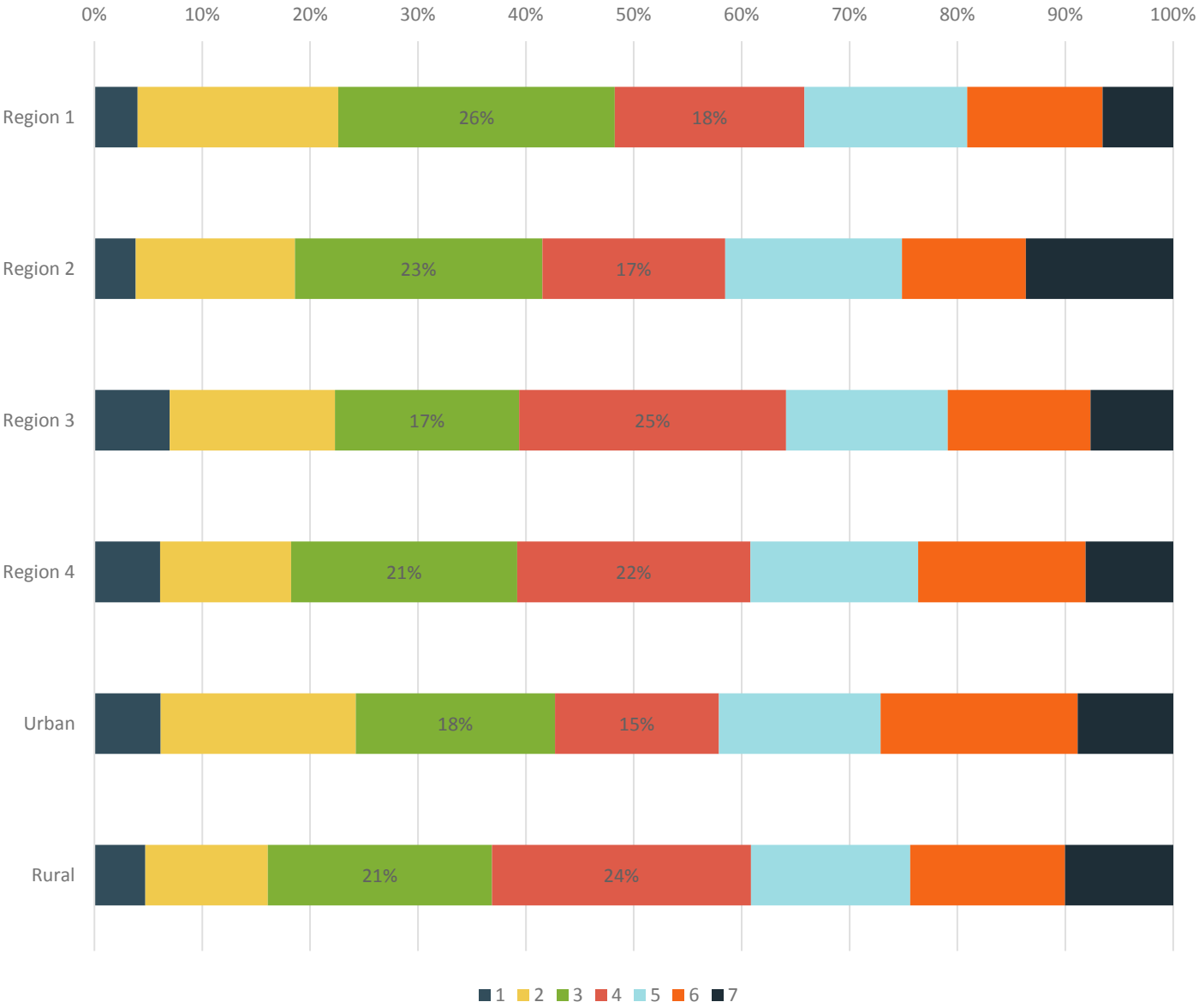
Jefferson County residents have access to a high quality of life	Most important	2	3	4	5	6	Least important
Region 1	23%	27%	15%	15%	9%	7%	5%
Region 2	29%	20%	17%	10%	12%	5%	7%
Region 3	31%	17%	20%	10%	7%	8%	7%
Region 4	13%	17%	23%	16%	12%	7%	12%
Urban	29%	16%	17%	13%	10%	9%	6%
Rural	16%	10%	18%	21%	13%	13%	9%

Jefferson County residents have access to a high quality of life



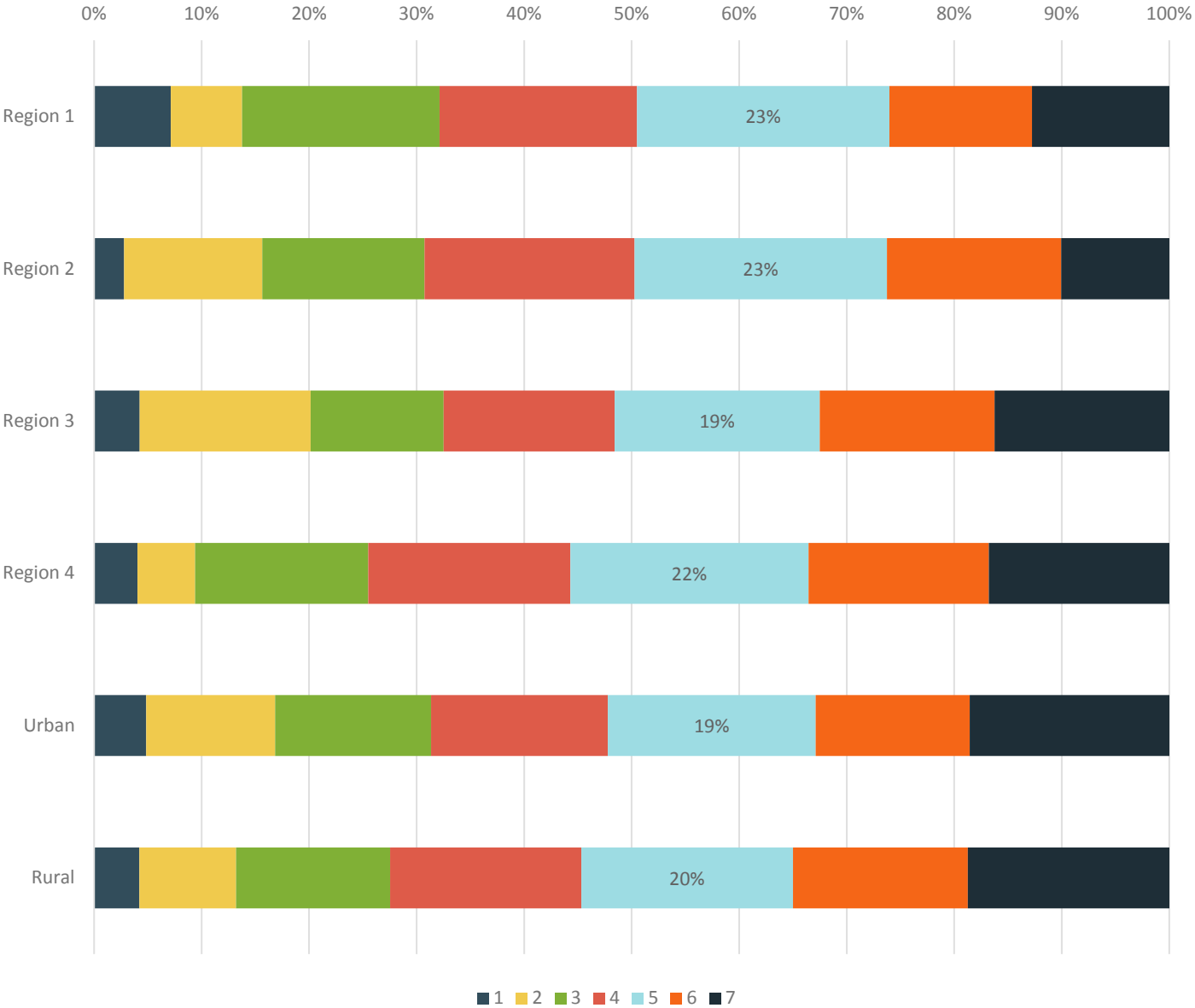
Jefferson County effectively and efficiently delivers essential services	Most important	2	3	4	5	6	Least important
Region 1	4%	19%	26%	18%	15%	13%	7%
Region 2	4%	15%	23%	17%	16%	11%	14%
Region 3	7%	15%	17%	25%	15%	13%	8%
Region 4	6%	12%	21%	22%	16%	16%	8%
Urban	6%	18%	18%	15%	15%	18%	9%
Rural	5%	11%	21%	24%	15%	14%	10%

Jefferson County effectively and efficiently delivers essential services



Jefferson County offers a mixture of recreational and business opportunities	Most important	2	3	4	5	6	Least important
Region 1	7%	7%	18%	18%	23%	13%	13%
Region 2	3%	13%	15%	20%	23%	16%	10%
Region 3	4%	16%	12%	16%	19%	16%	16%
Region 4	4%	5%	16%	19%	22%	17%	17%
Urban	5%	12%	15%	16%	19%	14%	19%
Rural	4%	9%	14%	18%	20%	16%	19%

Jefferson County offers a mixture of recreational and business opportunities

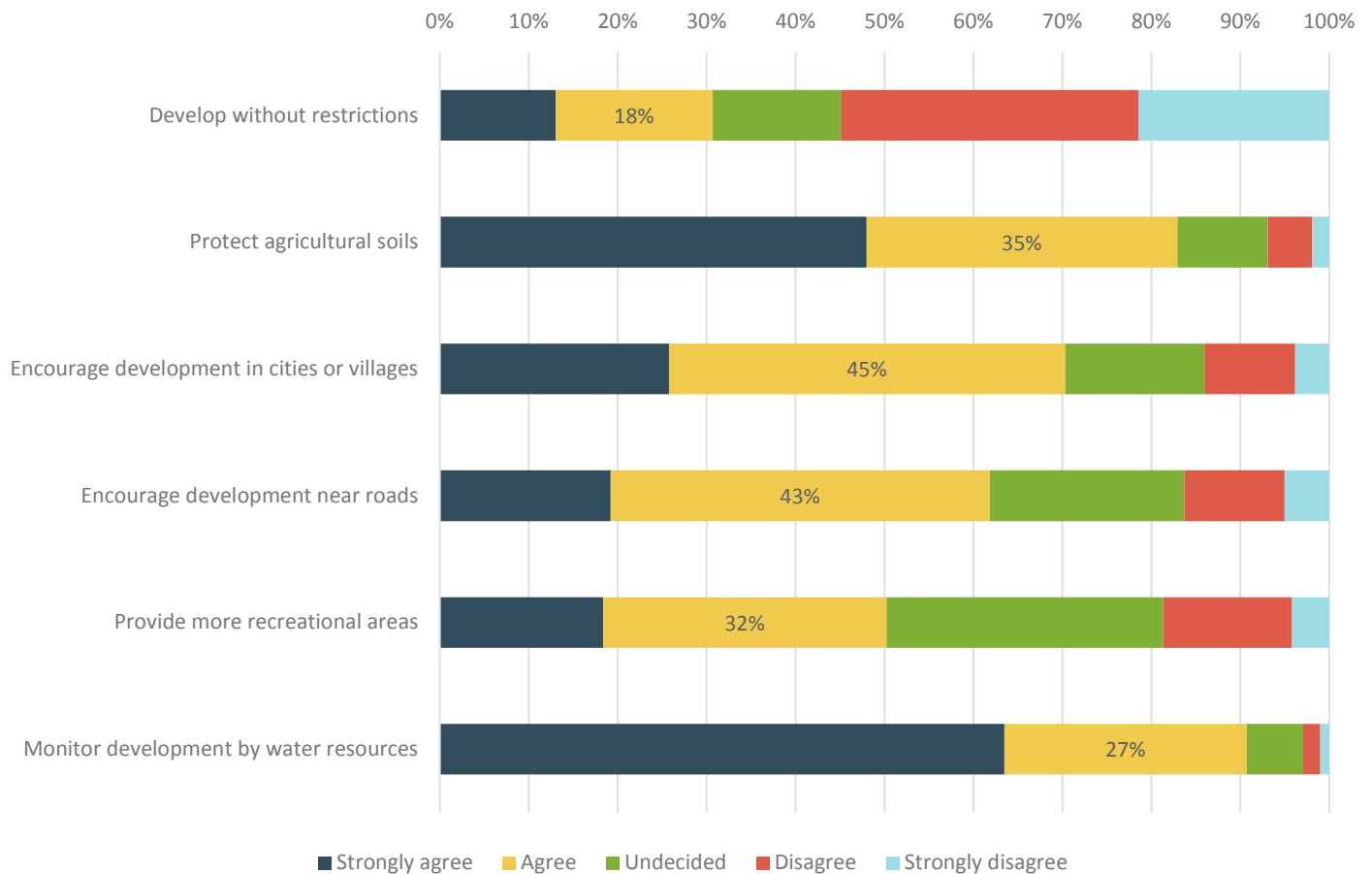


Question 10: What are your thoughts on growth and development within Jefferson County?

Similar to Question 6, an analysis was completed to compare the results of each topic by geographic area.

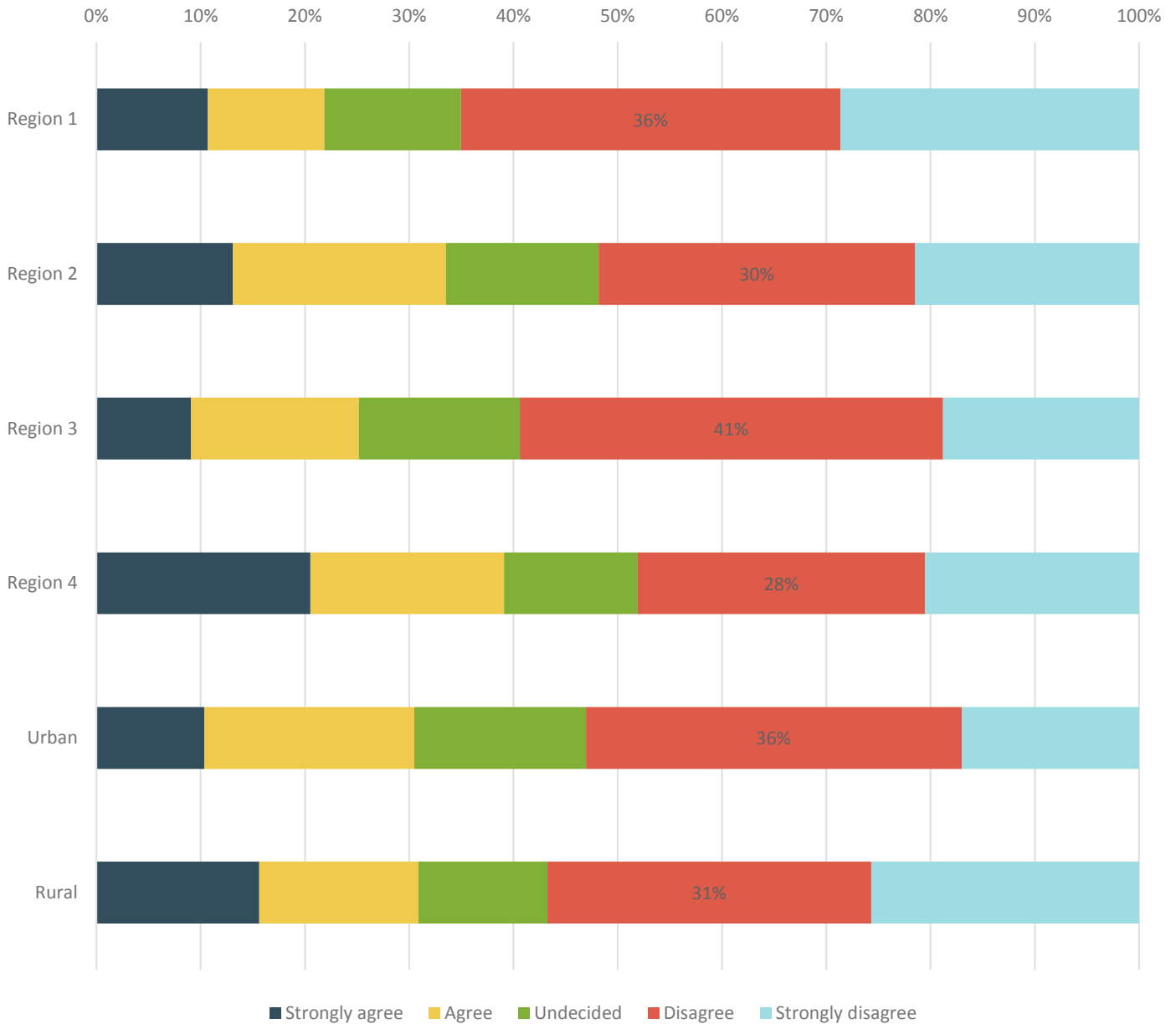
All responses	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Property owners should be free to develop land without many restrictions	13%	18%	14%	34%	21%
Areas with prime agricultural soils should be protected from encroaching incompatible development	48%	35%	10%	5%	2%
Development should be encouraged in or near cities or villages in Jefferson County	26%	45%	16%	10%	4%
Development should be encouraged near major roads/intersections	19%	43%	22%	11%	5%
We need more recreational areas to meet demand in the county	18%	32%	31%	14%	4%
Development in close proximity to water resources should be closely monitored	63%	27%	6%	2%	1%

All responses



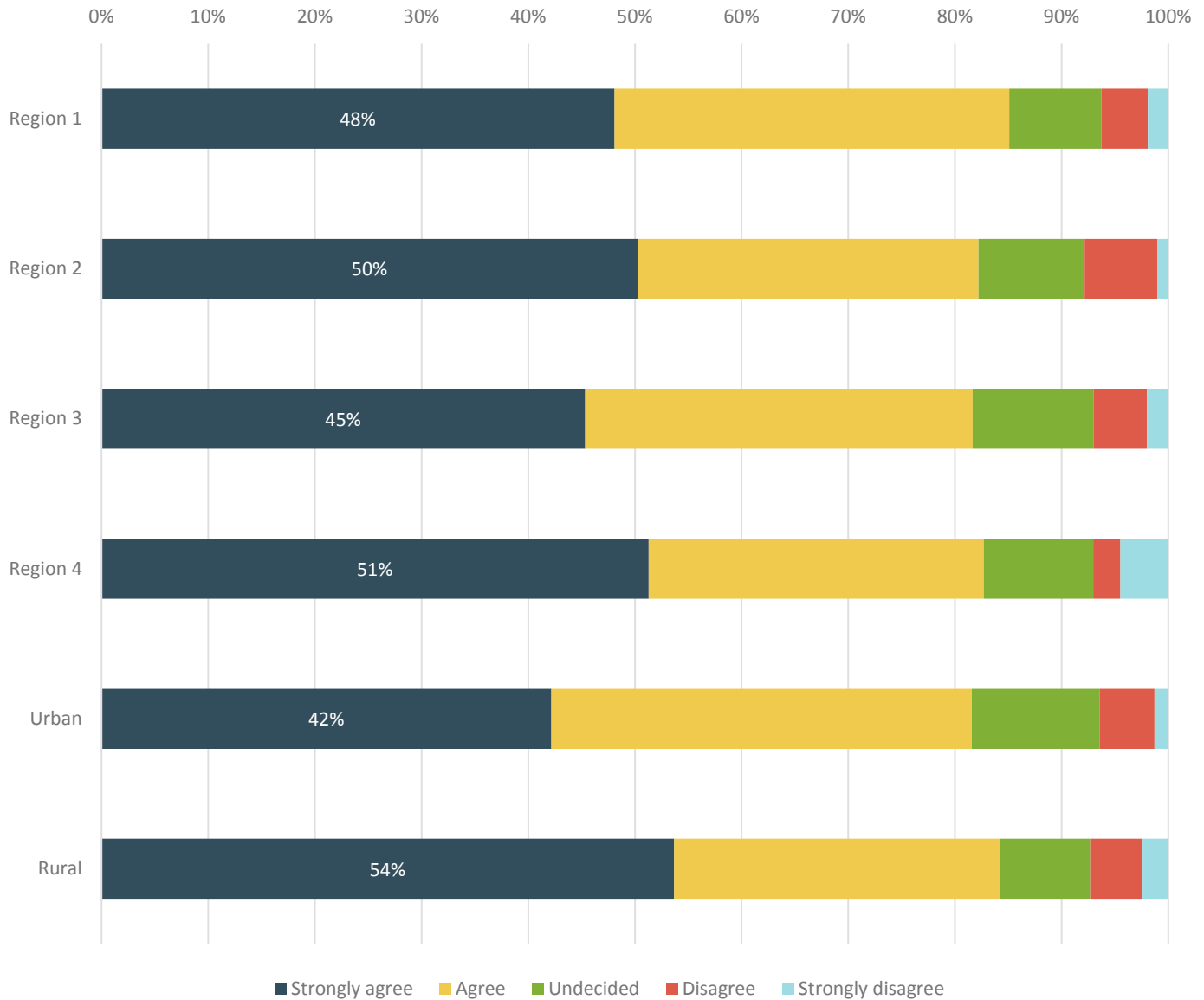
Property owners should be free to develop land without many restrictions	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	11%	11%	13%	36%	29%
Region 2	13%	20%	15%	30%	21%
Region 3	9%	16%	15%	41%	19%
Region 4	21%	19%	13%	28%	21%
Urban	10%	20%	16%	36%	17%
Rural	16%	15%	12%	31%	26%

Property owners should be free to develop land without many restrictions



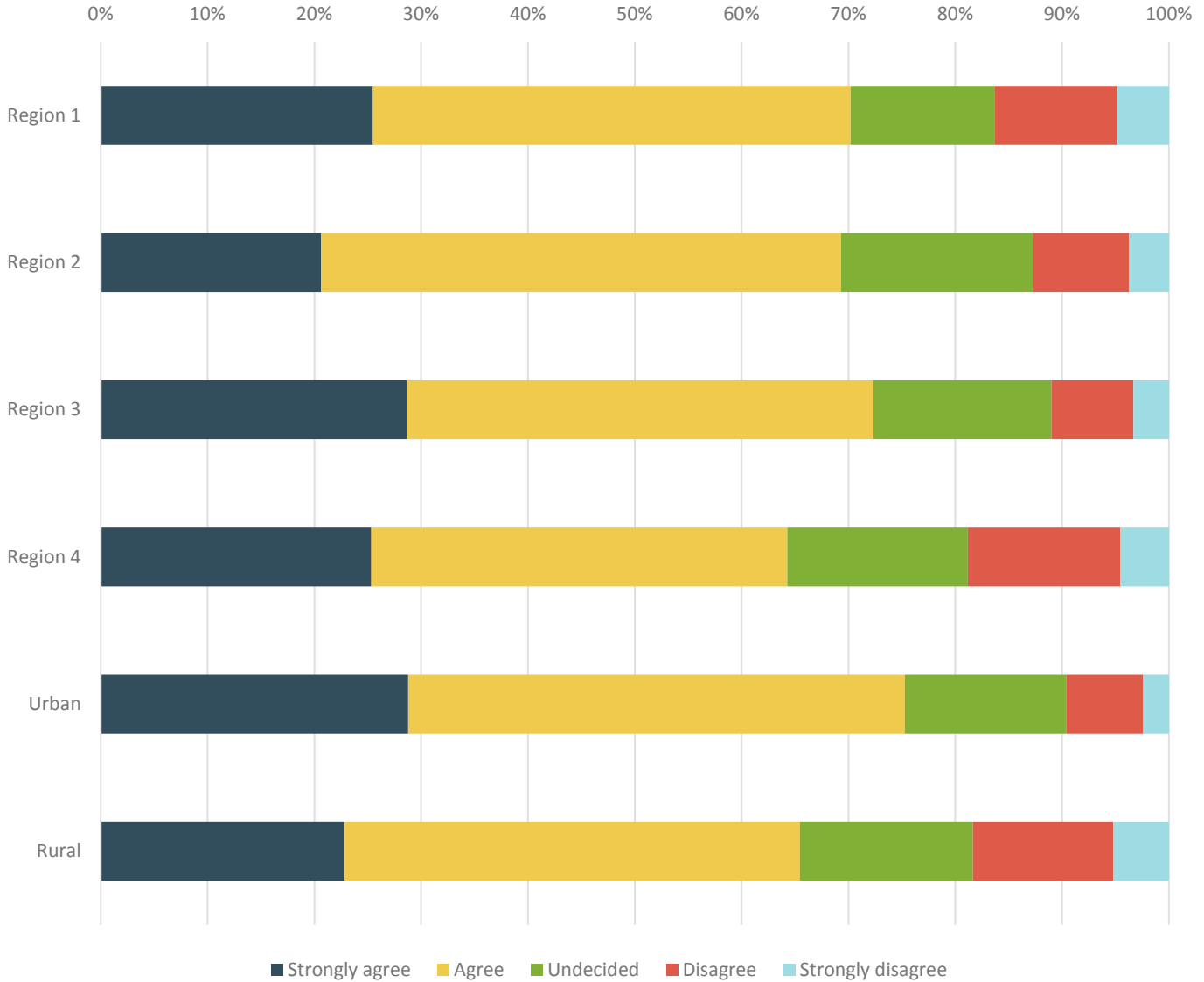
Areas with prime agricultural soils should be protected from encroaching incompatible development	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	48%	37%	9%	4%	2%
Region 2	50%	32%	10%	7%	1%
Region 3	45%	36%	11%	5%	2%
Region 4	51%	31%	10%	3%	4%
Urban	42%	39%	12%	5%	1%
Rural	54%	31%	8%	5%	3%

Areas with prime agricultural soils should be protected from encroaching incompatible development



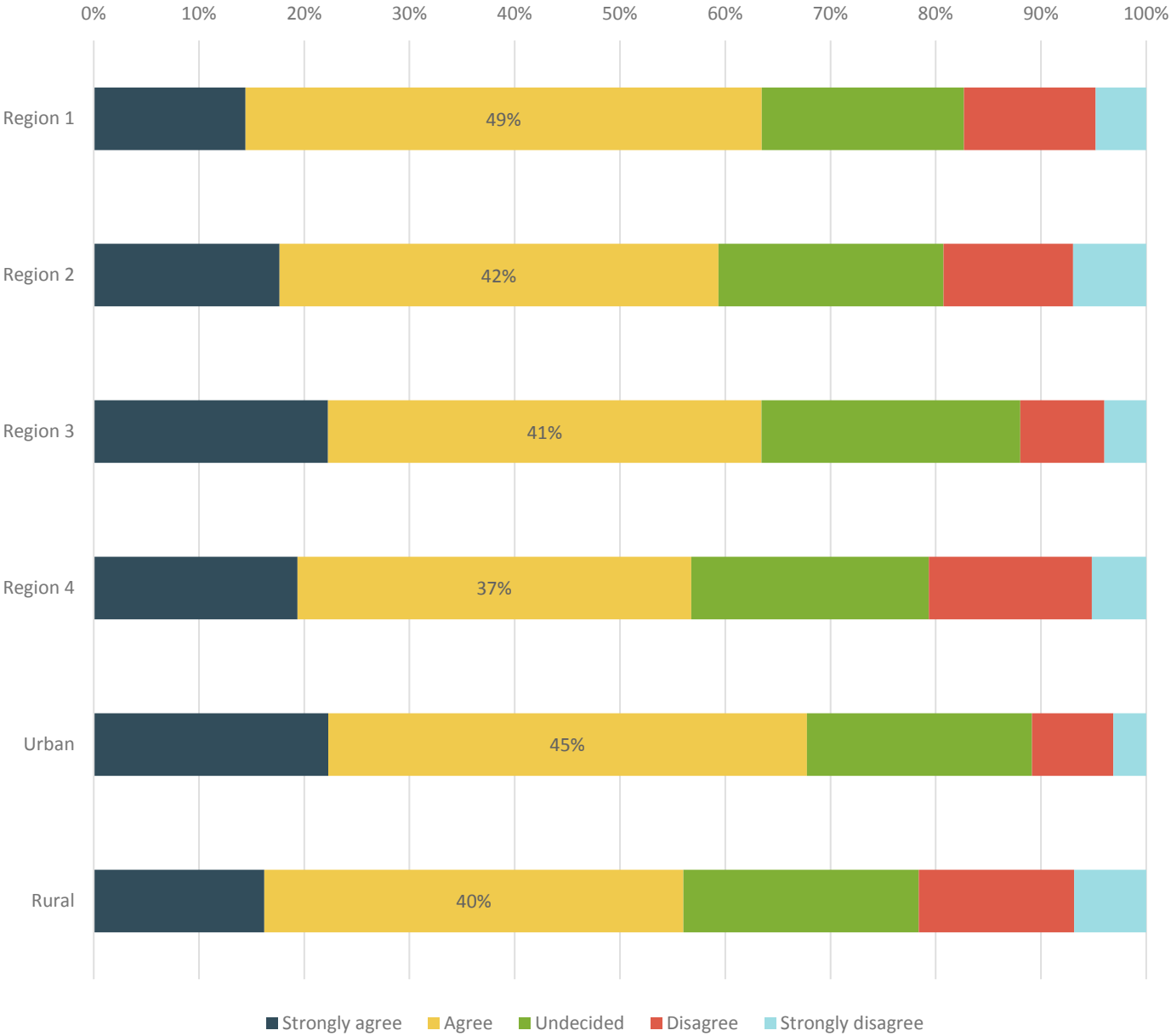
Development should be encouraged in or near cities or villages in Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	25%	45%	13%	12%	5%
Region 2	21%	49%	18%	9%	4%
Region 3	29%	44%	17%	8%	3%
Region 4	25%	39%	17%	14%	5%
Urban	29%	46%	15%	7%	2%
Rural	23%	43%	16%	13%	5%

Development should be encouraged in or near cities or villages in Jefferson County



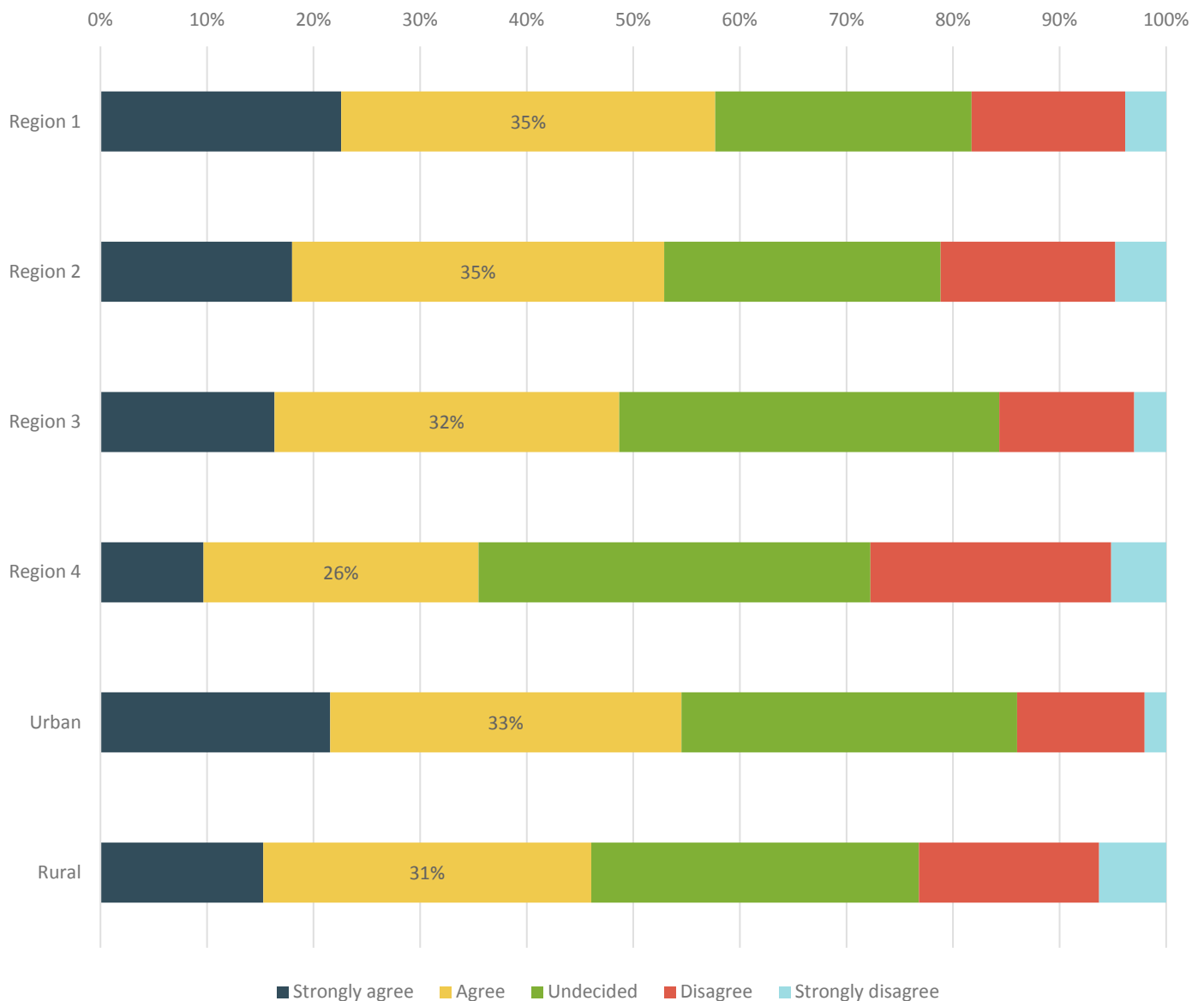
Development should be encouraged near major roads/intersections	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	14%	49%	19%	13%	5%
Region 2	18%	42%	21%	12%	7%
Region 3	22%	41%	25%	8%	4%
Region 4	19%	37%	23%	15%	5%
Urban	22%	45%	21%	8%	3%
Rural	16%	40%	22%	15%	7%

Development should be encouraged near major roads/intersections



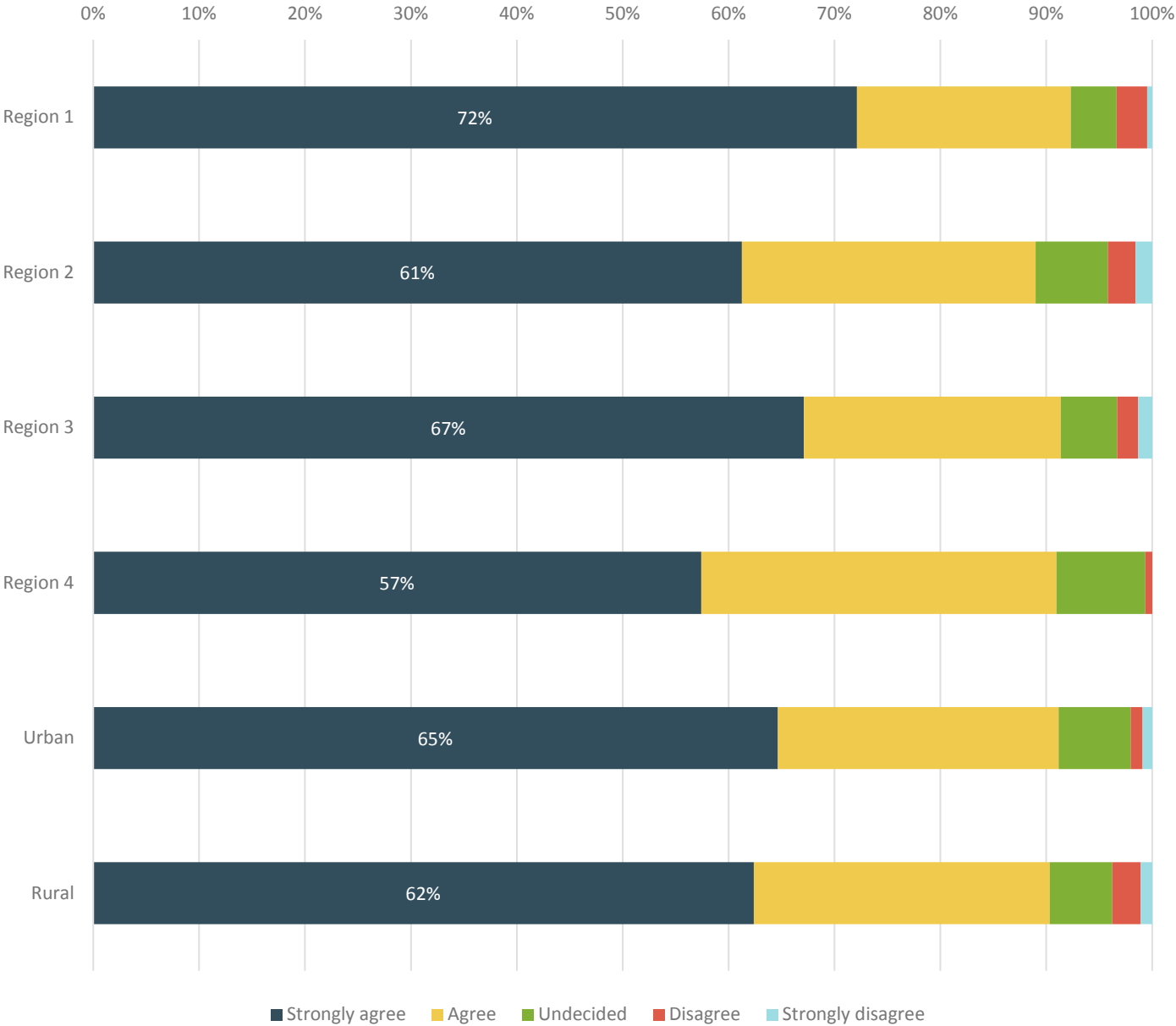
We need more recreational areas to meet demand in the county	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	23%	35%	24%	14%	4%
Region 2	18%	35%	26%	16%	5%
Region 3	16%	32%	36%	13%	3%
Region 4	10%	26%	37%	23%	5%
Urban	22%	33%	31%	12%	2%
Rural	15%	31%	31%	17%	6%

We need more recreational areas to meet demand in the county



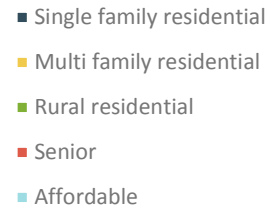
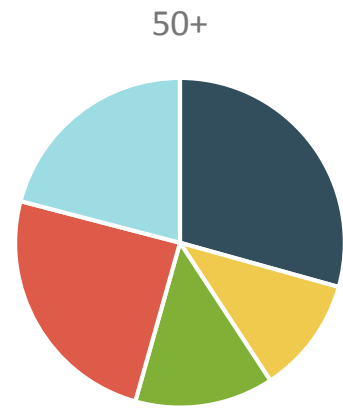
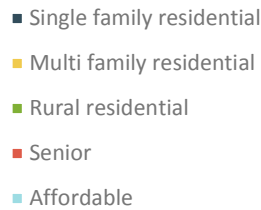
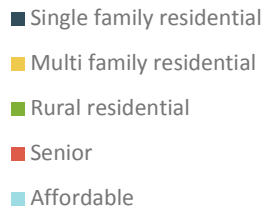
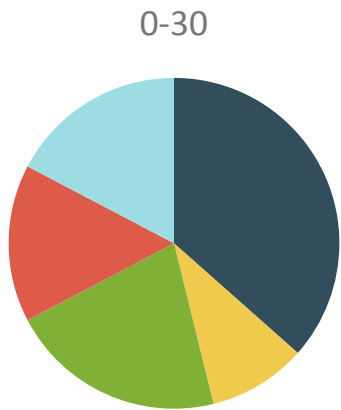
Development in close proximity to water resources should be closely monitored	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	72%	20%	4%	3%	0%
Region 2	61%	28%	7%	3%	2%
Region 3	67%	24%	5%	2%	1%
Region 4	57%	34%	8%	1%	0%
Urban	65%	27%	7%	1%	1%
Rural	62%	28%	6%	3%	1%

Development in close proximity to water resources should be closely monitored



Question 11: What types of residential development/growth would you like to see in the county to support changes in the population?

Age	0-30		30-50		50+	
	Count	Percentage	Count	Percentage	Count	Percentage
Single family residential	19	36.5%	283	37.8%	500	29.3%
Multi-family residential	5	9.6%	96	12.8%	195	11.4%
Rural residential	11	21.2%	131	17.5%	232	13.6%
Senior	8	15.4%	111	14.8%	421	24.7%
Affordable	9	17.3%	127	17.0%	357	20.9%
TOTAL	52	--	748	--	1,705	--

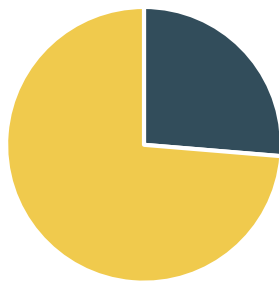


Question 11 – Other responses

Question 11 also include an “other response” where the public could provide additional detail about the types of development they believe is needed. Within the responses, 20 individuals responded that no growth was desired. These responses have been reviewed by geographic area and age groups.

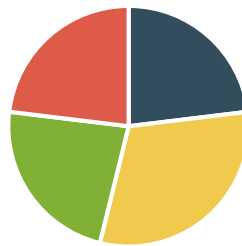
Indicted desires for no growth	Total Responses
Total responses	20
Urban (city/village)	5
Rural (town)	14
Region 1	3
Region 2	4
Region 3	3
Region 4	3
0-30 years	0
30-50 years	7
50+ years	12

Urban. v. Rural



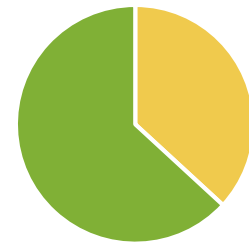
■ Urban (city/village) ■ Rural (town)

Regions



■ Region 1 ■ Region 2
■ Region 3 ■ Region 4

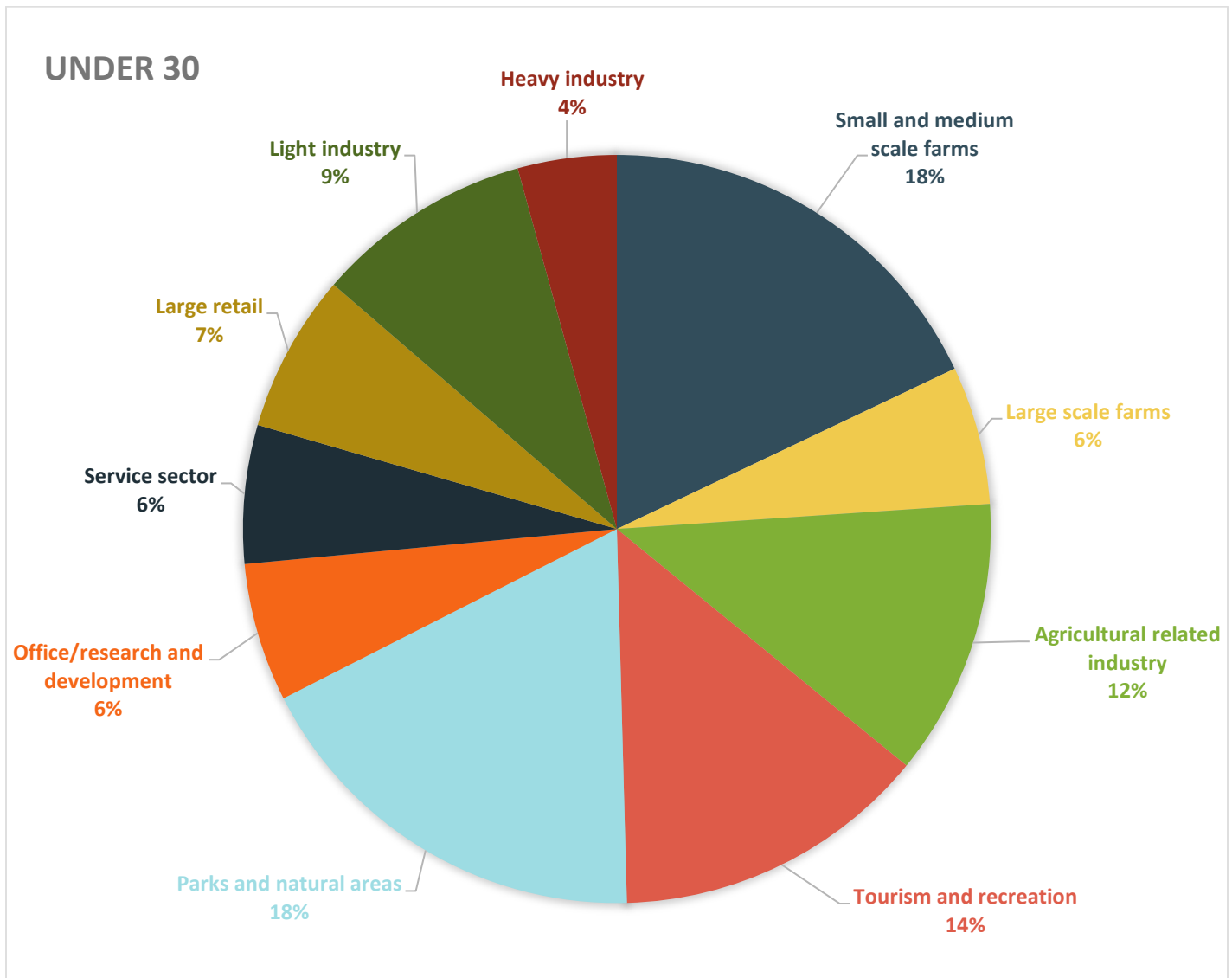
Age



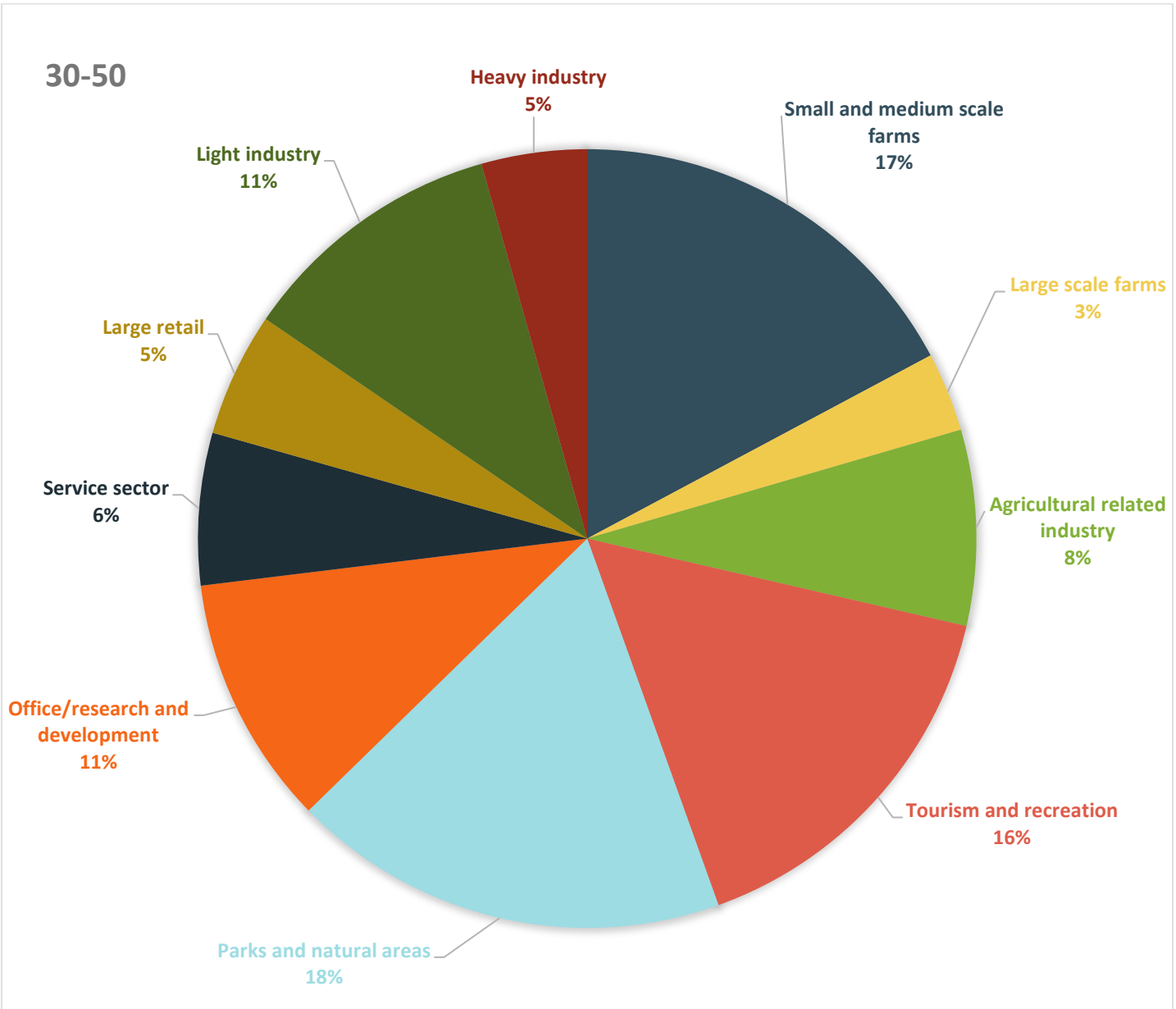
■ 0-30 years old ■ 30-50 years old
■ 50+ years old

Question 12: What types of economic development/growth would you like to see in the county to support changes in the population and support Jefferson County's economy?

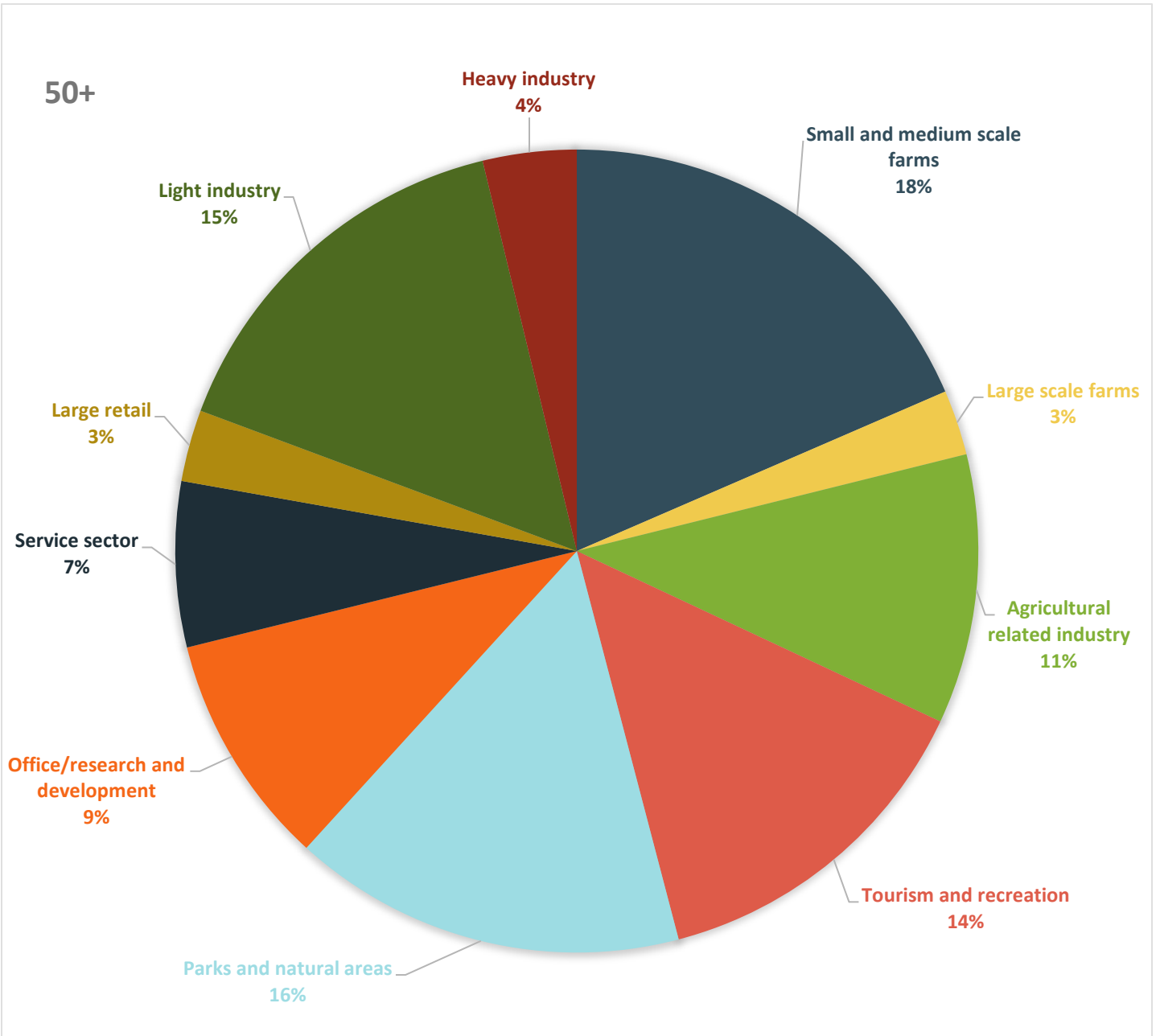
Under 30	
Small and medium scale farms	21
Large scale farms	7
Agricultural related industry	14
Tourism and recreation	16
Parks and natural areas	21
Office/research and development	7
Service sector	7
Large retail	8
Light industry	11
Heavy industry	5



30-50	
Small and medium scale farms	267
Large scale farms	51
Agricultural related industry	126
Tourism and recreation	247
Parks and natural areas	282
Office/research and development	161
Service sector	98
Large retail	80
Light industry	172
Heavy industry	68



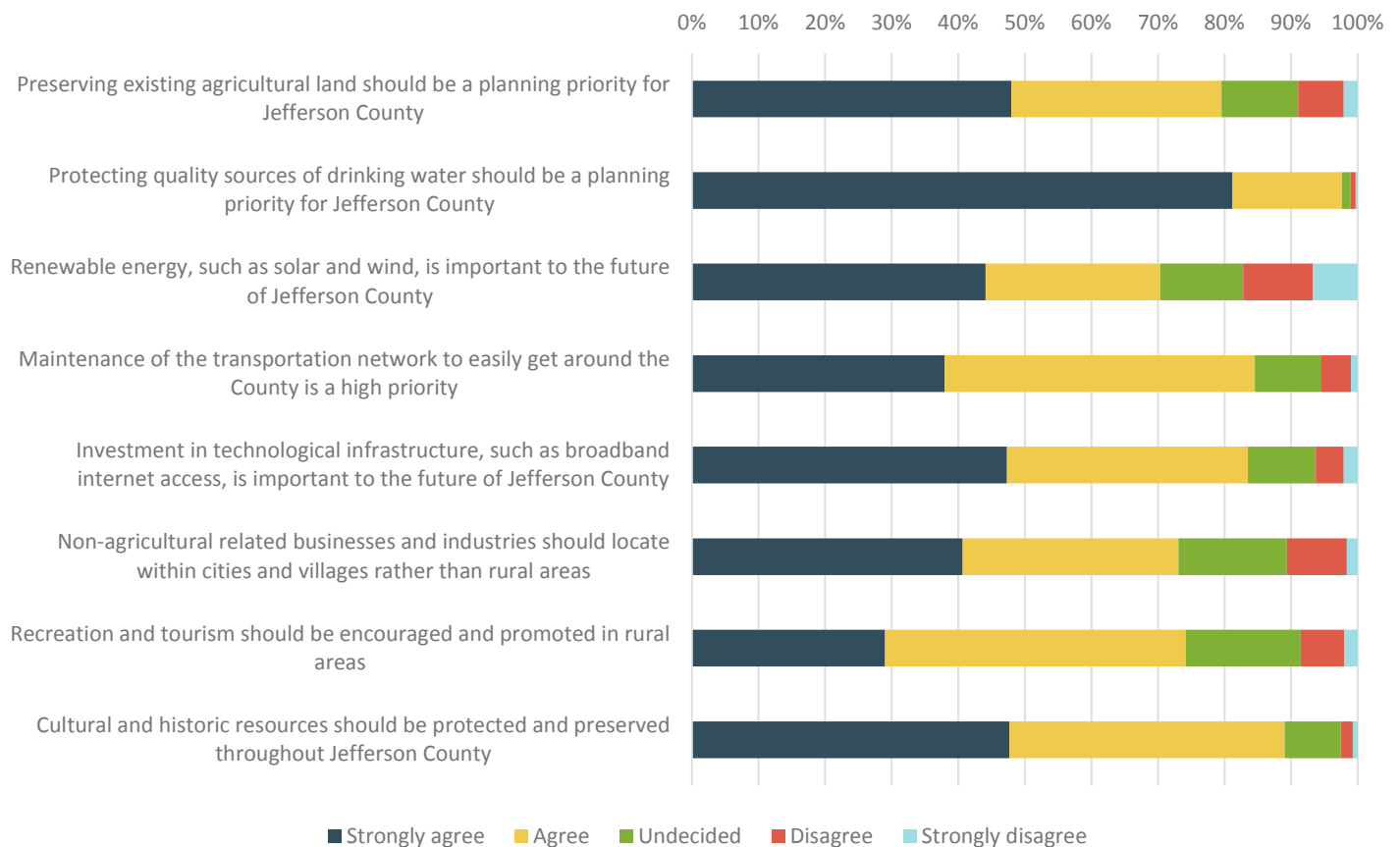
50+	
Small and medium scale farms	564
Large scale farms	80
Agricultural related industry	331
Tourism and recreation	425
Parks and natural areas	483
Office/research and development	286
Service sector	203
Large retail	88
Light industry	474
Heavy industry	115



Question 15: Please rate the following statements:

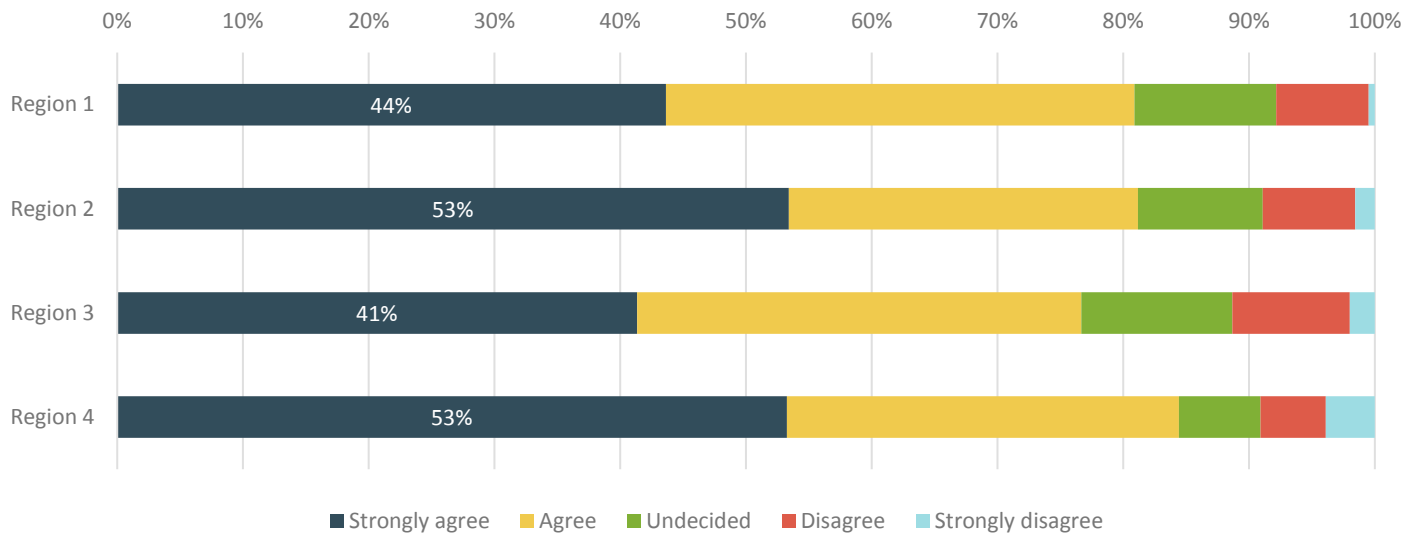
All responses	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Preserving existing agricultural land should be a planning priority for Jefferson County	48%	32%	11%	7%	2%
Protecting quality sources of drinking water should be a planning priority for Jefferson County	81%	16%	1%	1%	0%
Renewable energy, such as solar and wind, is important to the future of Jefferson County	44%	26%	12%	10%	7%
Maintenance of the transportation network to easily get around the County is a high priority	38%	47%	10%	4%	1%
Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County	47%	36%	10%	4%	2%
Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas	41%	32%	16%	9%	2%
Recreation and tourism should be encouraged and promoted in rural areas	29%	45%	17%	7%	2%
Cultural and historic resources should be protected and preserved throughout Jefferson County	48%	41%	8%	2%	1%

All responses



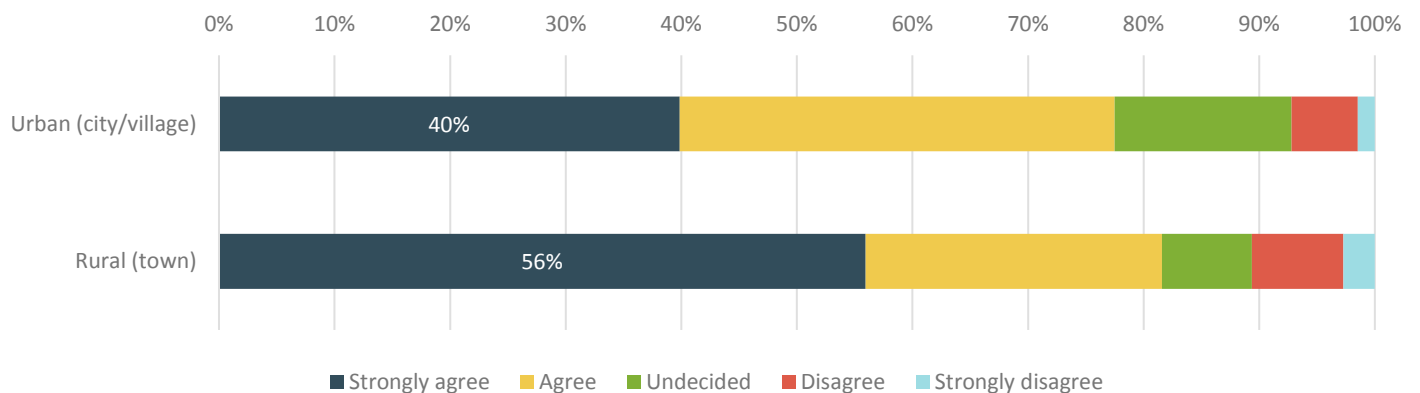
Preserving existing agricultural land should be a planning priority for Jefferson County	<i>Strongly agree</i>	<i>Agree</i>	<i>Undecided</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Region 1	44%	37%	11%	7%	0%
Region 2	53%	28%	10%	7%	2%
Region 3	41%	35%	12%	9%	2%
Region 4	53%	31%	6%	5%	4%

Preserving existing agricultural land should be a planning priority for Jefferson County



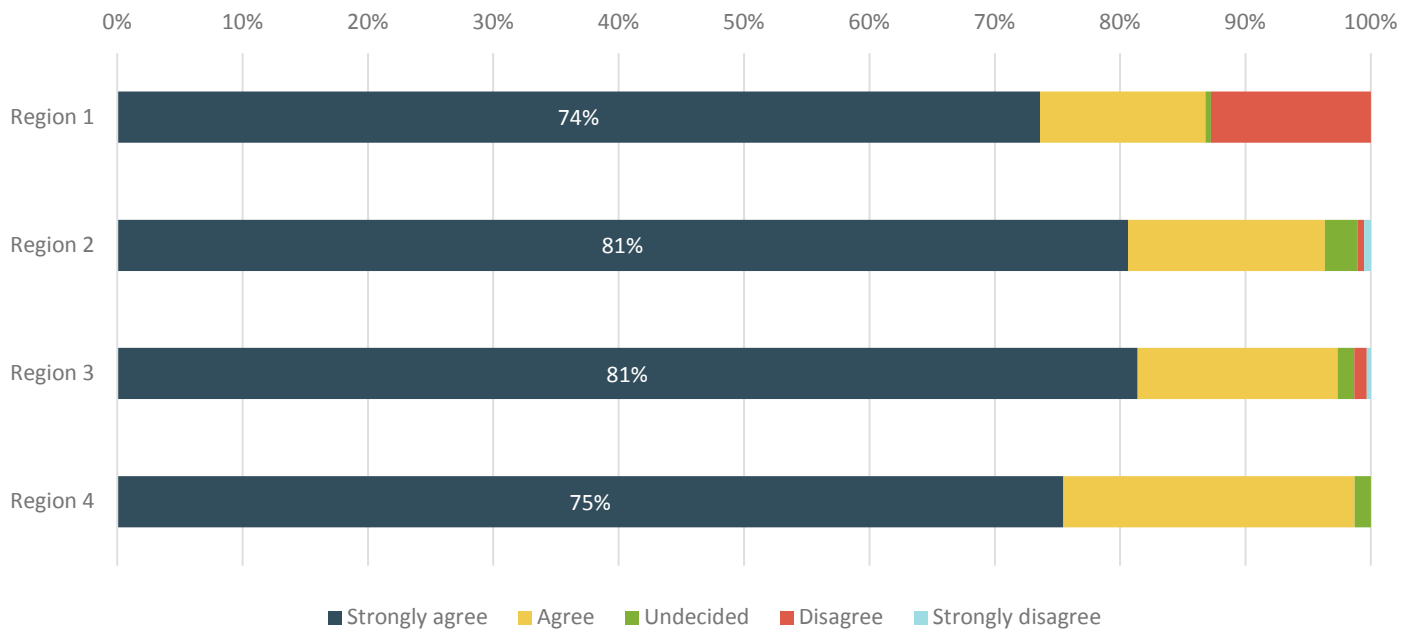
Preserving existing agricultural land should be a planning priority for Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	40%	38%	15%	6%	1%
Rural (town)	56%	26%	8%	8%	3%

Preserving existing agricultural land should be a planning priority for Jefferson County



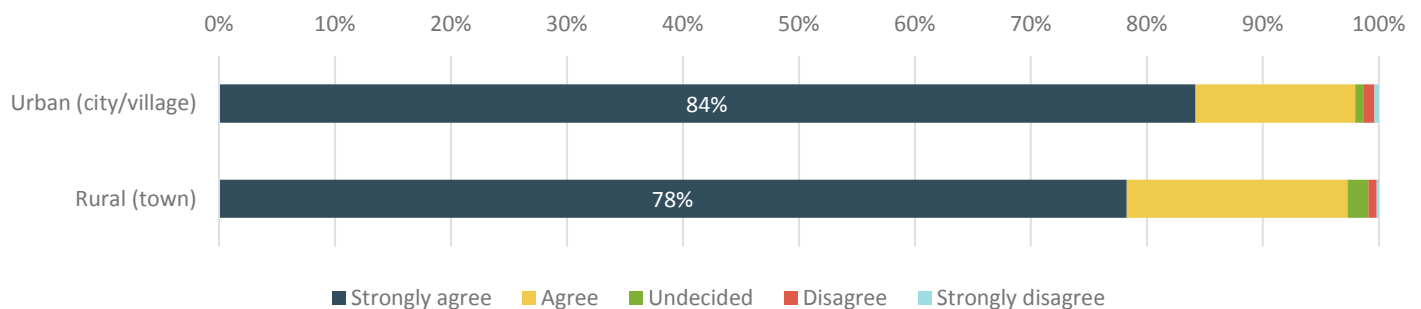
Protecting quality sources of drinking water should be a planning priority for Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	74%	13%	0%	13%	0%
Region 2	81%	16%	3%	1%	1%
Region 3	81%	16%	1%	1%	0%
Region 4	75%	23%	1%	0%	0%

Protecting quality sources of drinking water should be a planning priority for Jefferson County



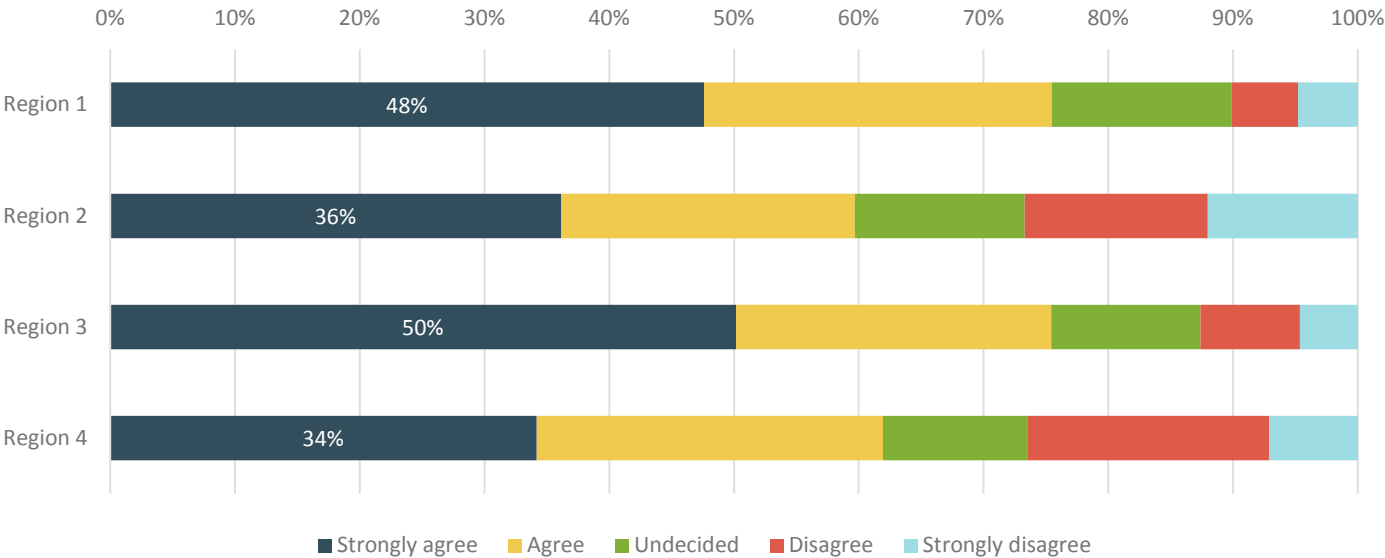
Protecting quality sources of drinking water should be a planning priority for Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	84%	14%	1%	1%	0%
Rural (town)	78%	19%	2%	1%	0%

Protecting quality sources of drinking water should be a planning priority for Jefferson County



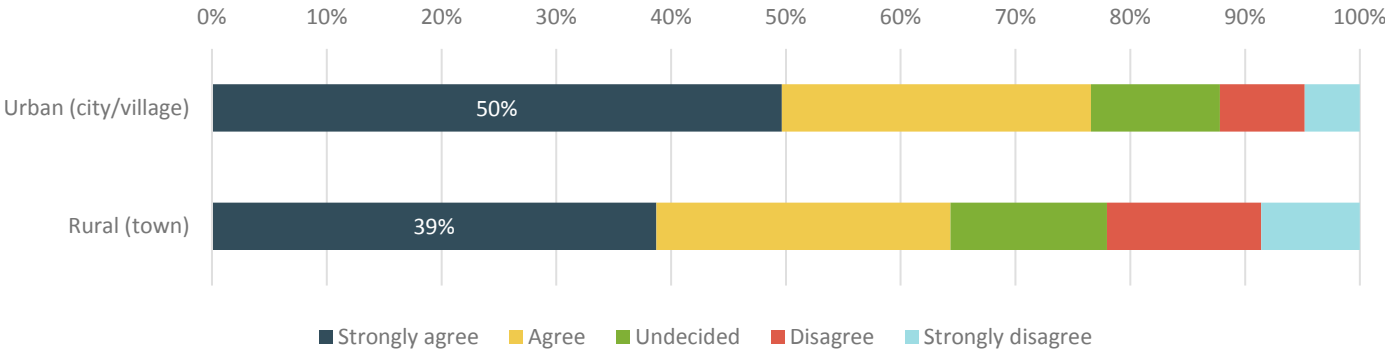
Renewable energy, such as solar and wind, is important to the future of Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	48%	28%	14%	5%	5%
Region 2	36%	24%	14%	15%	12%
Region 3	50%	25%	12%	8%	5%
Region 4	34%	28%	12%	19%	7%

Renewable energy, such as solar and wind, is important to the future of Jefferson County



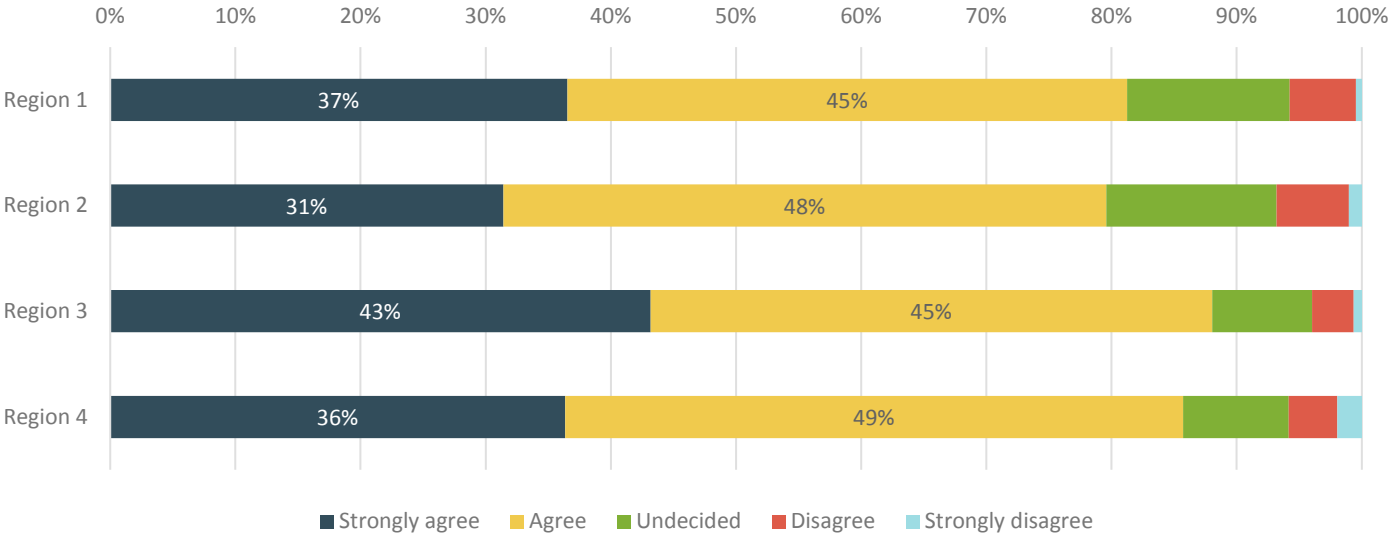
Renewable energy, such as solar and wind, is important to the future of Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	50%	27%	11%	7%	5%
Rural (town)	39%	26%	14%	13%	9%

Renewable energy, such as solar and wind, is important to the future of Jefferson County



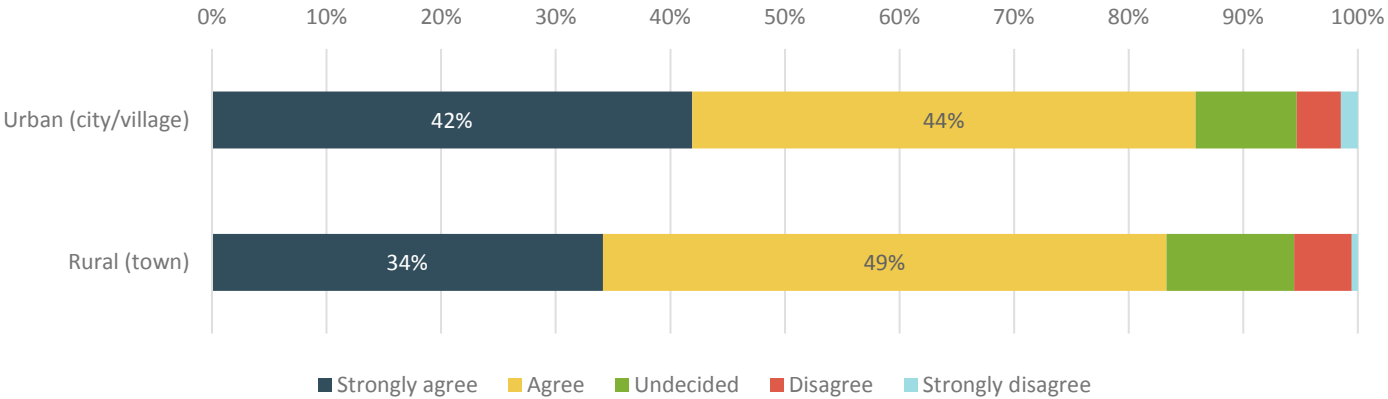
Maintenance of the transportation network to easily get around the County is a high priority	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	37%	45%	13%	5%	0%
Region 2	31%	48%	14%	6%	1%
Region 3	43%	45%	8%	3%	1%
Region 4	36%	49%	8%	4%	2%

Maintenance of the transportation network to easily get around the County is a high priority



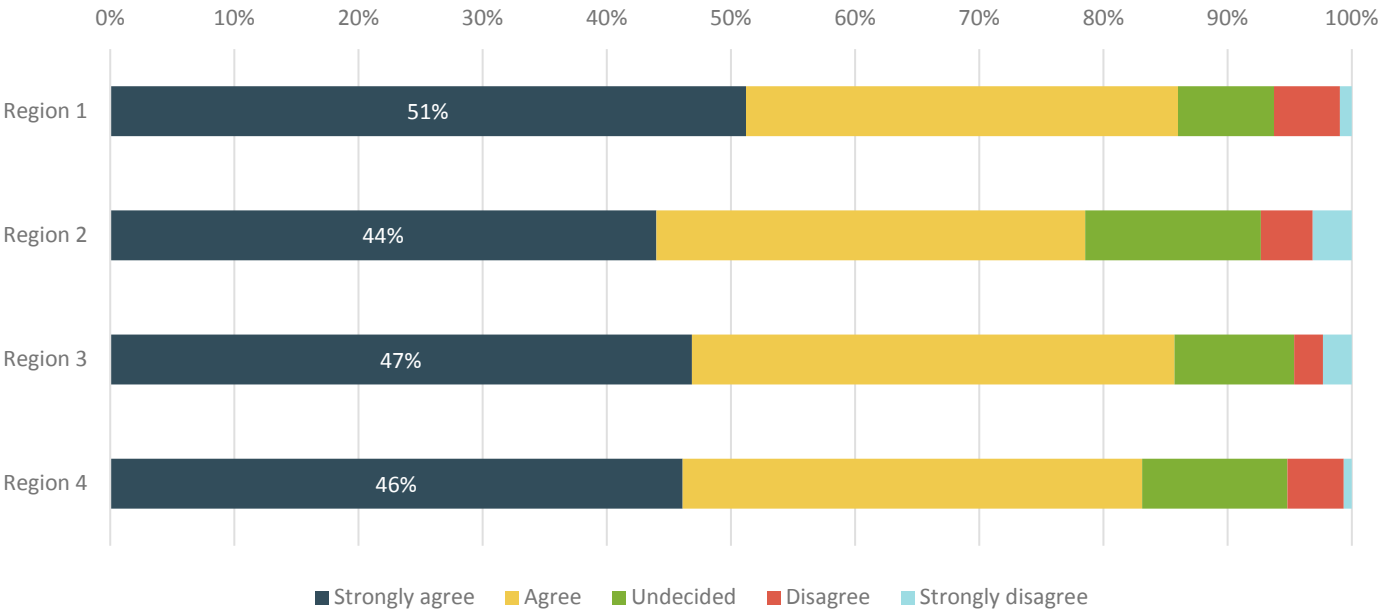
Maintenance of the transportation network to easily get around the County is a high priority	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	42%	44%	9%	4%	1%
Rural (town)	34%	49%	11%	5%	1%

Maintenance of the transportation network to easily get around the County is a high priority



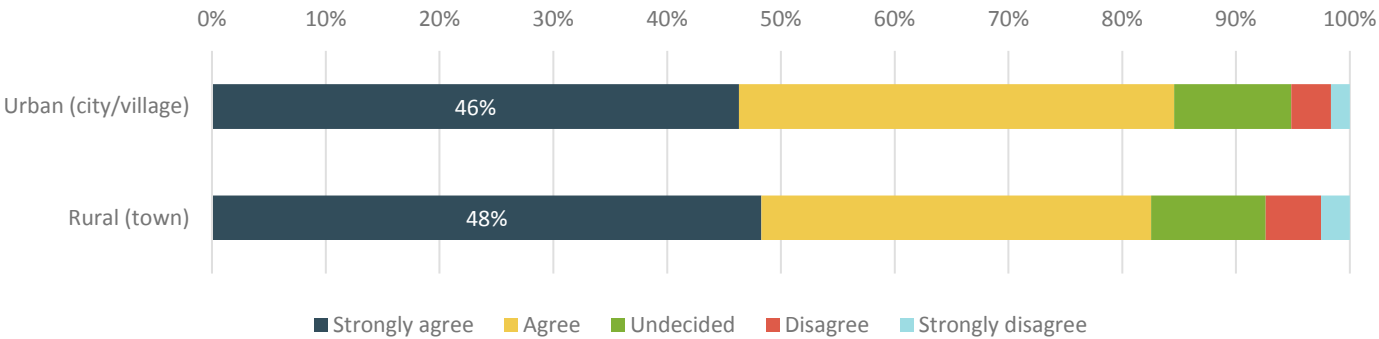
Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	51%	35%	8%	5%	1%
Region 2	44%	35%	14%	4%	3%
Region 3	47%	39%	10%	2%	2%
Region 4	46%	37%	12%	5%	1%

Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County



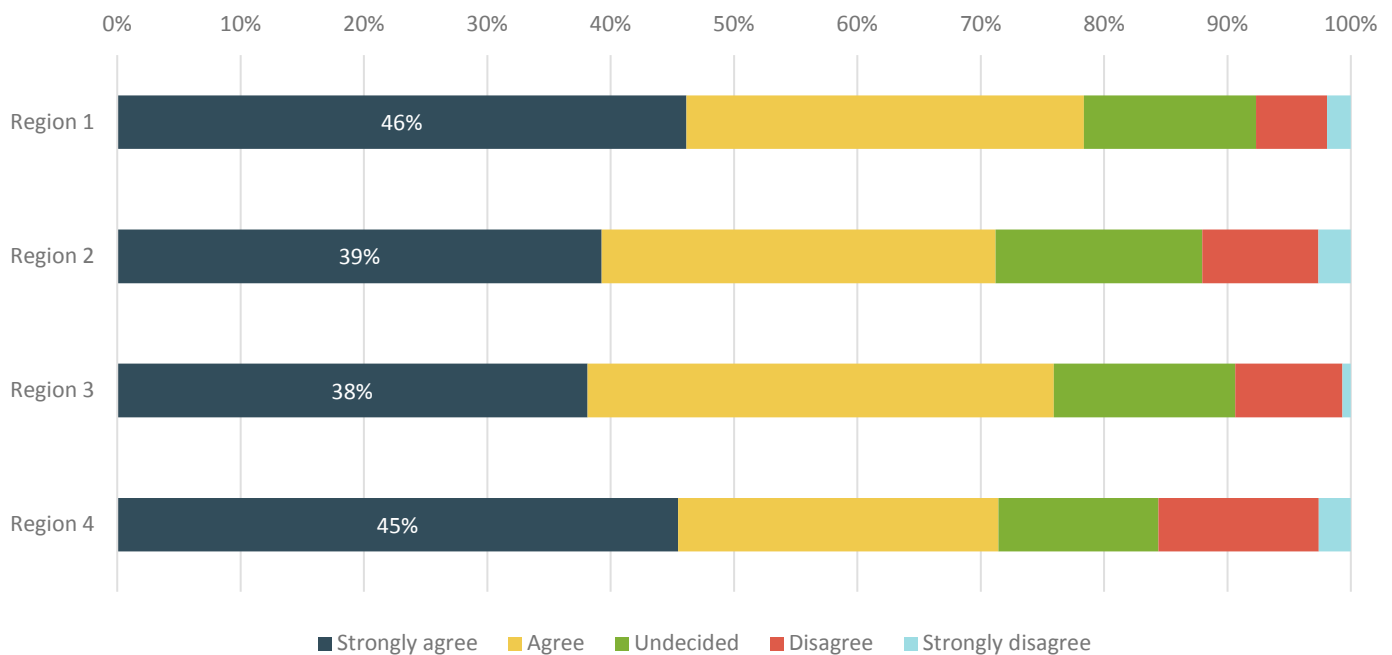
Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	46%	38%	10%	3%	2%
Rural (town)	48%	34%	10%	5%	3%

Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County



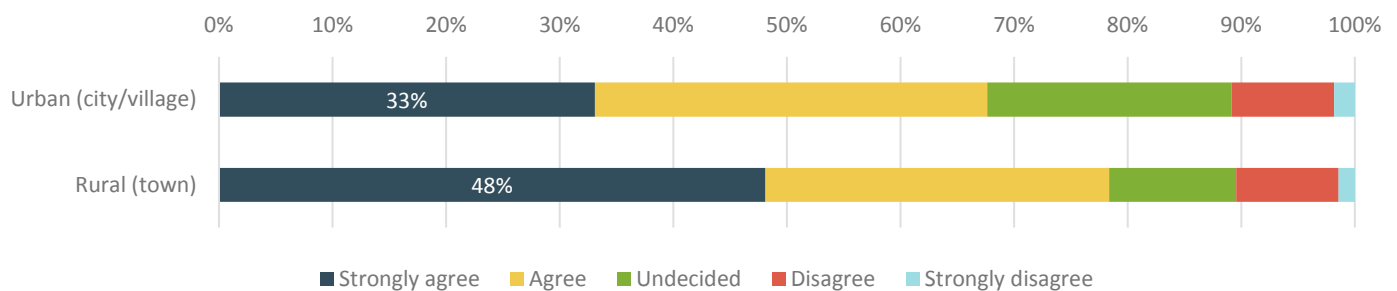
Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	46%	32%	14%	6%	2%
Region 2	39%	32%	17%	9%	3%
Region 3	38%	38%	15%	9%	1%
Region 4	45%	26%	13%	13%	3%

Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas



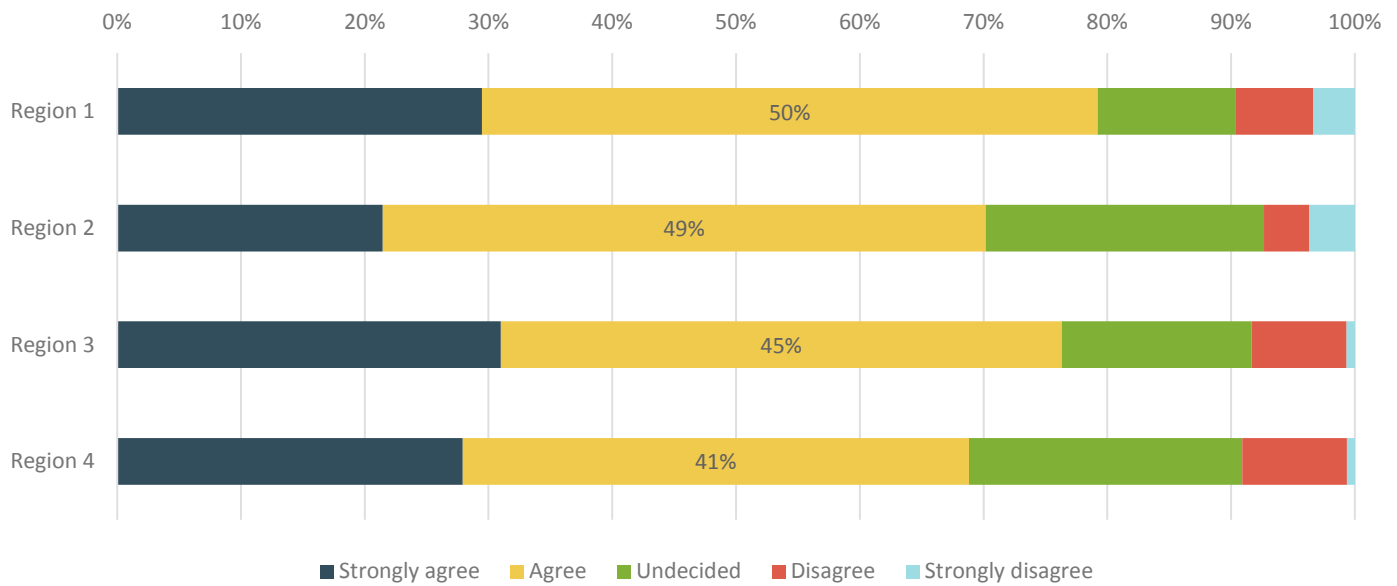
Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	33%	35%	22%	9%	2%
Rural (town)	48%	30%	11%	9%	1%

Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas



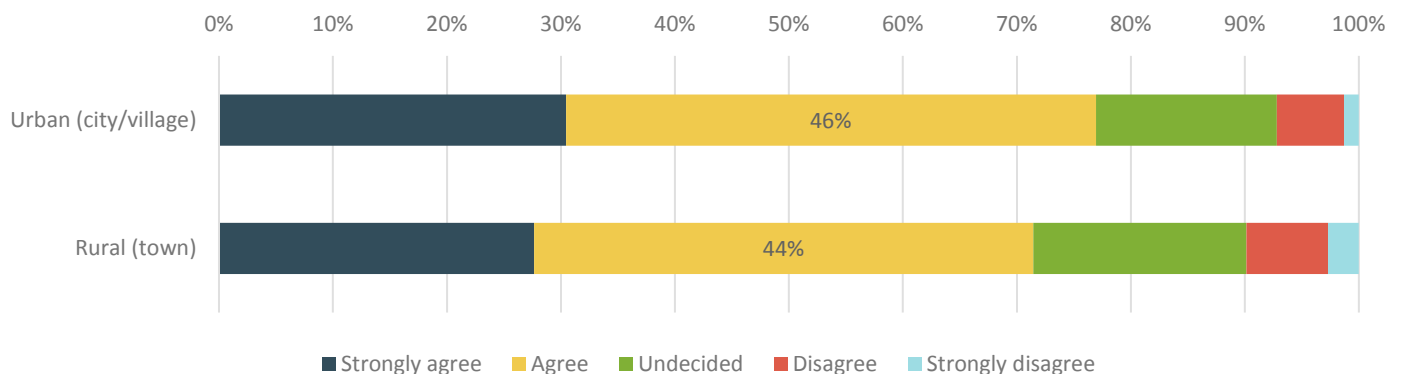
Recreation and tourism should be encouraged and promoted in rural areas	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	29%	50%	11%	6%	3%
Region 2	21%	49%	23%	4%	4%
Region 3	31%	45%	15%	8%	1%
Region 4	28%	41%	22%	8%	1%

Recreation and tourism should be encouraged and promoted in rural areas



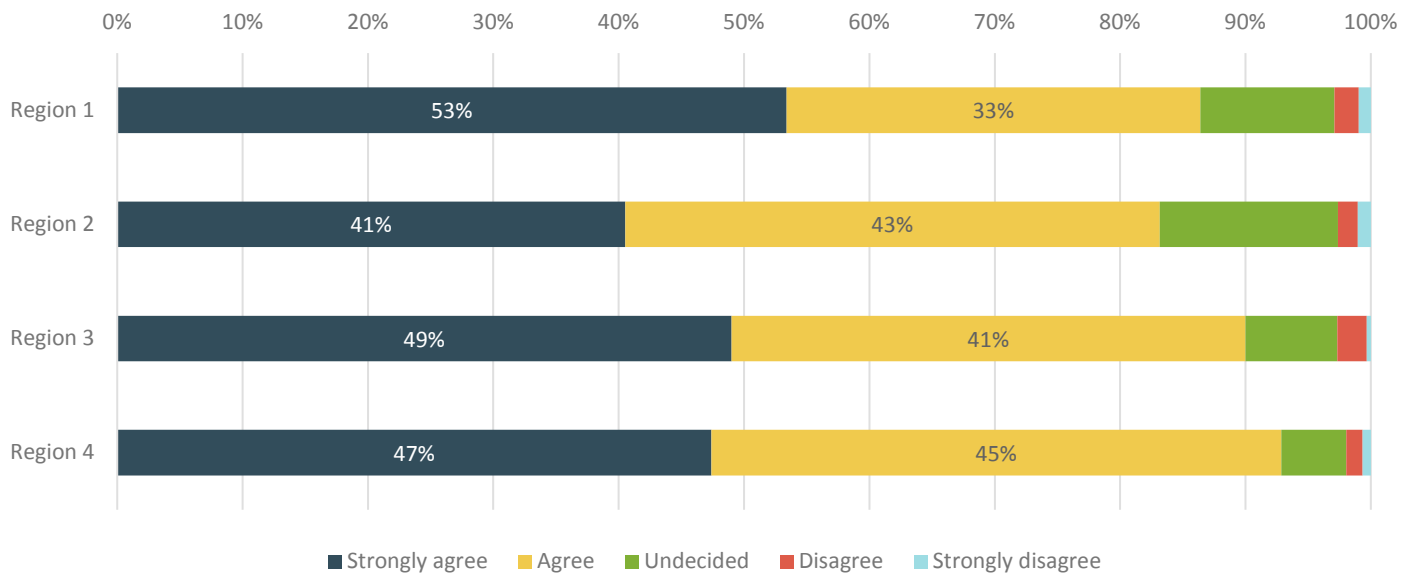
Recreation and tourism should be encouraged and promoted in rural areas	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	30%	46%	16%	6%	1%
Rural (town)	28%	44%	19%	7%	3%

Recreation and tourism should be encouraged and promoted in rural areas



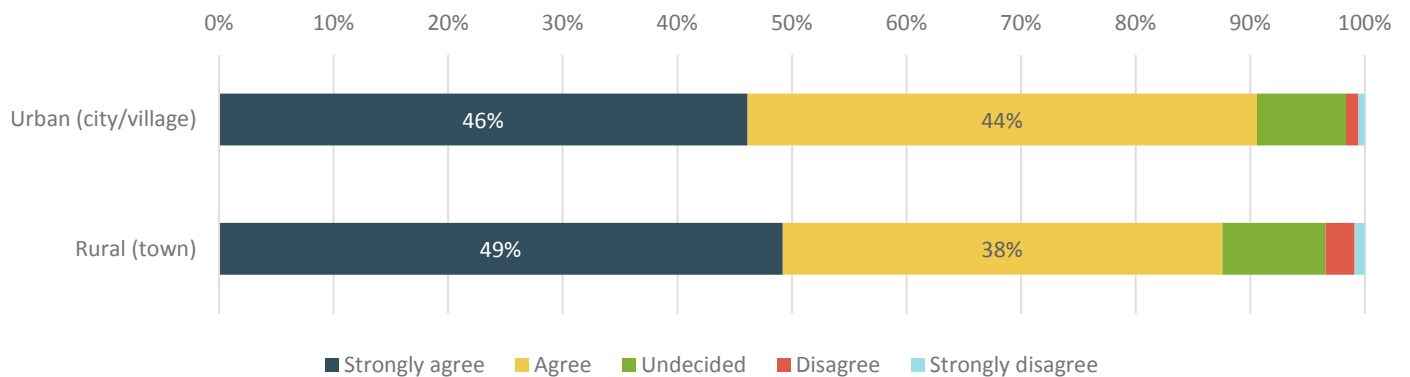
Cultural and historic resources should be protected and reserved throughout Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Region 1	53%	33%	11%	2%	1%
Region 2	41%	43%	14%	2%	1%
Region 3	49%	41%	7%	2%	0%
Region 4	47%	45%	5%	1%	1%

Cultural and historic resources should be protected and reserved throughout Jefferson County



Cultural and historic resources should be protected and preserved throughout Jefferson County	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Urban (city/village)	46%	44%	8%	1%	1%
Rural (town)	49%	38%	9%	3%	1%

Cultural and historic resources should be protected and reserved throughout Jefferson County



Jefferson County Comprehensive Plan and Agricultural Preservation & Land Use Plan Goals

Goals are statements that identify a desired condition or direction for the future of the County. These goal statements should be referred to on a regular basis to guide the decision making process. The goals will also influence the implementation actions defined within the plans.

The existing Comprehensive Plan and Agricultural Preservation & Land Use Plan identify goals that the County currently uses as guidance. These goals should be reviewed and analyzed for future use. **Do these goals still apply today, are modifications required to bring the goal to today's conditions, or does the goal no longer represent the County's desires?**

Steering Committee Role:

We need your help defining the County's goals for the next 20 years.

Review the engagement, issues and opportunities, public comment you have received and the existing goals to determine if the current goals are still relevant, if the existing goals should be adjusted or create new goals.

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.

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.
5. Maintain the integrity of agricultural districts allowing for accepted agricultural practices.

Environmental Protection:

6. Protect and preserve the environmental corridor system, consisting of wetlands, floodplains, upland woods, and steeply sloped glacial features.
7. Protect groundwater and surface water 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.
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:

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.

