



# **JEFFERSON COUNTY COUNTRYSIDE FARM MASTER PLAN**

presented to:

The Jefferson County Zoning  
and Planning Committee

by:

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# EXECUTIVE SUMMARY

The Planning and Design Institute, Inc. has planned a 645 acre mixed-use residential neighborhood on Countryside Farm. The master plan features:

- A variety of public squares, parks and boulevards
- Protected environmental areas including wetlands, woodlands, wildlife areas, and cultivated fields
- A new neighborhood main street with opportunities for shops, plazas and civic buildings
- A campus area for new County facilities organized around courts and landscapes
- A circulation system designed for vehicular as well as pedestrian and bicycle transportation
- Several types of residential development including single family, town homes, and residences

This report includes:

- A site analysis of the Countryside Farm and surrounding area existing conditions
- A land use diagram for Countryside Farm including detailed suggestions for potential uses
- A circulation plan illustrating four types of roads and paths
- A public places diagram for Countryside Farm including detailed suggestions for each place type

PDI has produced a conceptual document to assist in the planning of future development. Although it is conceptual, the Master Plan demonstrates specific examples of how development may occur. For instance, dimensions such as lot and building size have been regulated by PDI according to standards common in similar traditional developments. In reality, the sizes and location of the details can change with little effect on the overall goal. Ultimately, specific details will be defined by conditions inherent to the locality, i.e. market pressure and public vision.

# PROCESS

The Planning and Design Institute, Inc. (PDI), has worked with Jefferson County staff over the past several months to develop a master plan for the 645 acre project area known as Countryside Farm. Concepts have been revised numerous times in response to city staff, property owner and resident input.

As part of the conditional use permit approval for construction of the new County Workforce Development Center, the City of Jefferson made the requirement for a master plan to be completed of Countryside Farms. Prior planning of the 645-acre County site includes a 1994 Countryside Farm Land Use Study and a draft Comprehensive City Master Plan. Conclusions of the studies indicate that:

- The local residential market is larger than the local employment market
- There is likely to be an increasing need for new residential units to replace an aging housing stock
- Jefferson County needs to protect its agricultural resources
- The City of Jefferson needs new development to maintain its property tax base
- Jefferson County needs space allocations to accommodate long-term institutional and governmental facility needs.

The Planning & Design Institute, Inc. initiated the planning process with interviews and a thorough site analysis. County officials, City officials, Town of Jefferson Representatives, County Economic Development representatives and WisDOT representatives offered valuable input to the planning process. From these discussions and review of the Countryside Land Use Study and draft City Comprehensive Master Plan, PDI was able to draw general conclusions about the pattern of land use and character that is most appropriate for the Countryside Farm area.

With assistance of the County staff, PDI was able to create an existing conditions base map to begin conceptual design of the Master Plan. This led to a series of evolving and further refined design concepts based on the general land use pattern determined in the first step. Subsequent concept plans included a system of roadways, bikeways

and pedestrian ways that focus on creating appropriate linkages to the surrounding network of transportation. It has also identify land use districts, a general pattern of building types for housing, commercial and civic buildings, open space, as well as a more detailed look at specific alternatives for a campus of County buildings and possible future expansion of those buildings.

A public visioning workshop presented the projects status and results of our analysis to the public in order to gather input for developing the future image of Countryside farm. From this input PDI was able to further refine and revise the concept plan.

# EXISTING CONDITIONS

## Natural Features

The site has varied topography. Much of the site is open agricultural land mixed with large stands of trees. A significant feature near the center of the site is a rolling hill which limits views across the site. The proposed residential streets respond to these site features.

The Crawfish river bounds the northernmost portion of the site and a stream passes across the southeastern corner. As these natural amenities attract development, areas of wetland surrounding the river and stream should be preserved.

## Accessibility

Located near the City of Jefferson, Countryside Farms is accessible by a number of local roads as well as highly traveled Route 26, a north-south highway linking the Jefferson area to I-94.

## Existing Structures and Uses

The site is adjacent to residential development to its northeast. To the east are commercial and industrial uses and to the south and west is agricultural use. Although much of the 645 acre site consists of open land, several structures do exist including the County Workforce Building and a group of institutional buildings.



*Aerial photograph of existing site.*

# EXISTING CONDITIONS MAP



--- Project Boundary



# LAND USE DIAGRAM

At a larger scale, the plan adheres to basic principles of traditional neighborhood design. Residential development occurs at a moderate to high density in proximity to commercial and other mixed uses. Public spaces are incorporated into the neighborhood and linked by a series of bicycle and pedestrian paths. It illustrates a development pattern that adheres to the expressed goals of the town and exists as a natural extension of the surrounding context. This is made evident through the *land use diagram*. Beginning with the existing program, PDI drafted a concept that included residential, Institutional, conservancy, park & recreational and mixed uses. The layout responds to the surrounding land use patterns while creating its own neighborhood identity within a buffer of natural landscape.

## **Residential Single Family**

Residential single family homes are intended to be located on small lots, sharing a consistent setback with the garage at the side or rear.

## **Residential Multi-Family**

Multifamily units and town homes are intended to front public open spaces. The high density of multifamily units and consistent setback help define the shape of the plaza or park.

## **Mixed Use**

Mixed use includes offices, retail, and service related businesses.

## **Institutional**

Institutional uses may include schools, churches, assisted living facilities, government or community centers, etc.

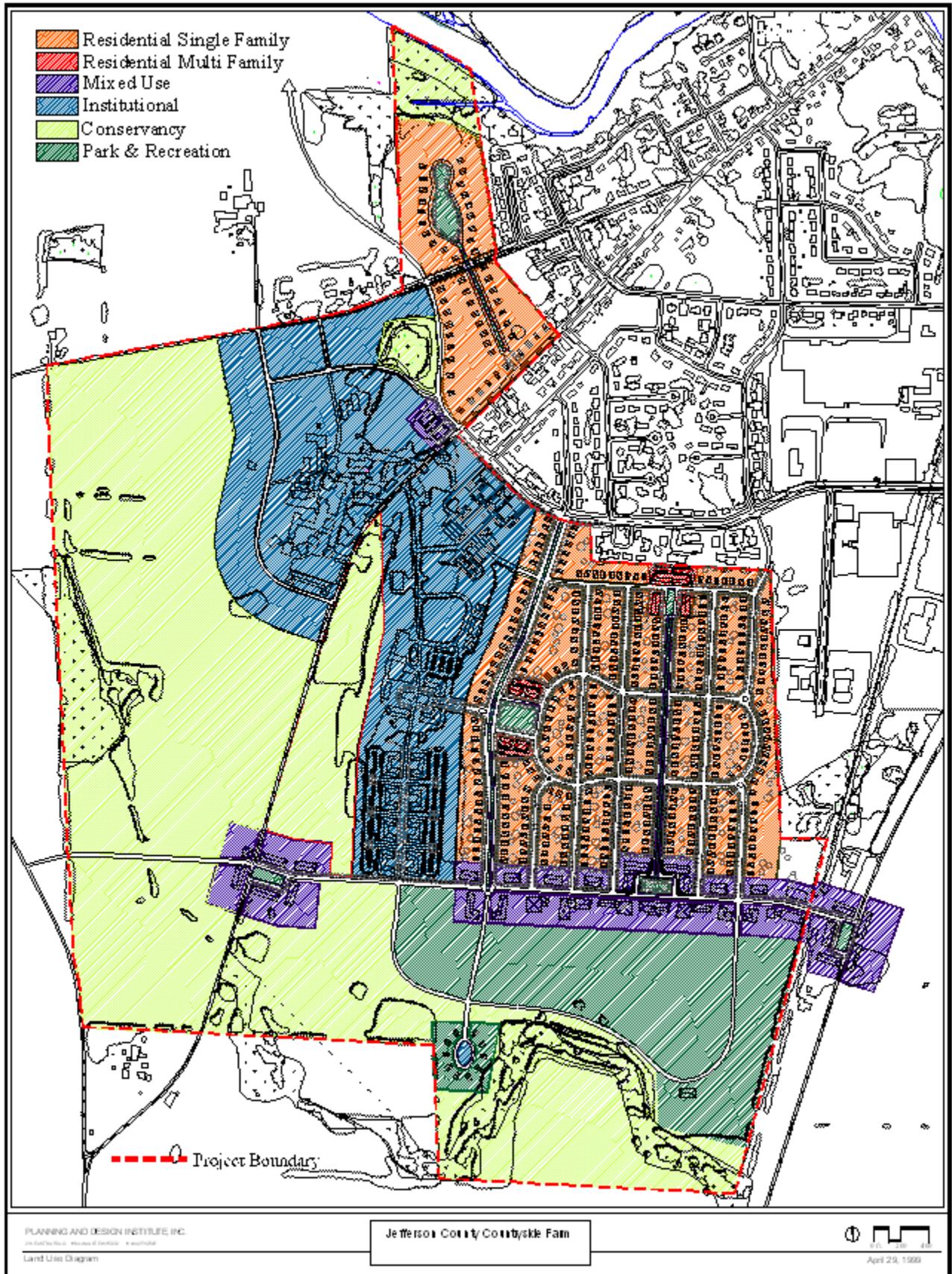
## **Conservancy**

The site has numerous environmental features, which should be preserved. Areas for preservation include creeks, natural features, scenic views and roads. Open space features should be incorporated with new development, both in residential and commercial areas, to maintain the natural character of the community.

## **Park & Recreation**

This use both preserves environmentally sensitive areas and provides community green space for recreation.

# LAND USE DIAGRAM



## POTENTIAL USES

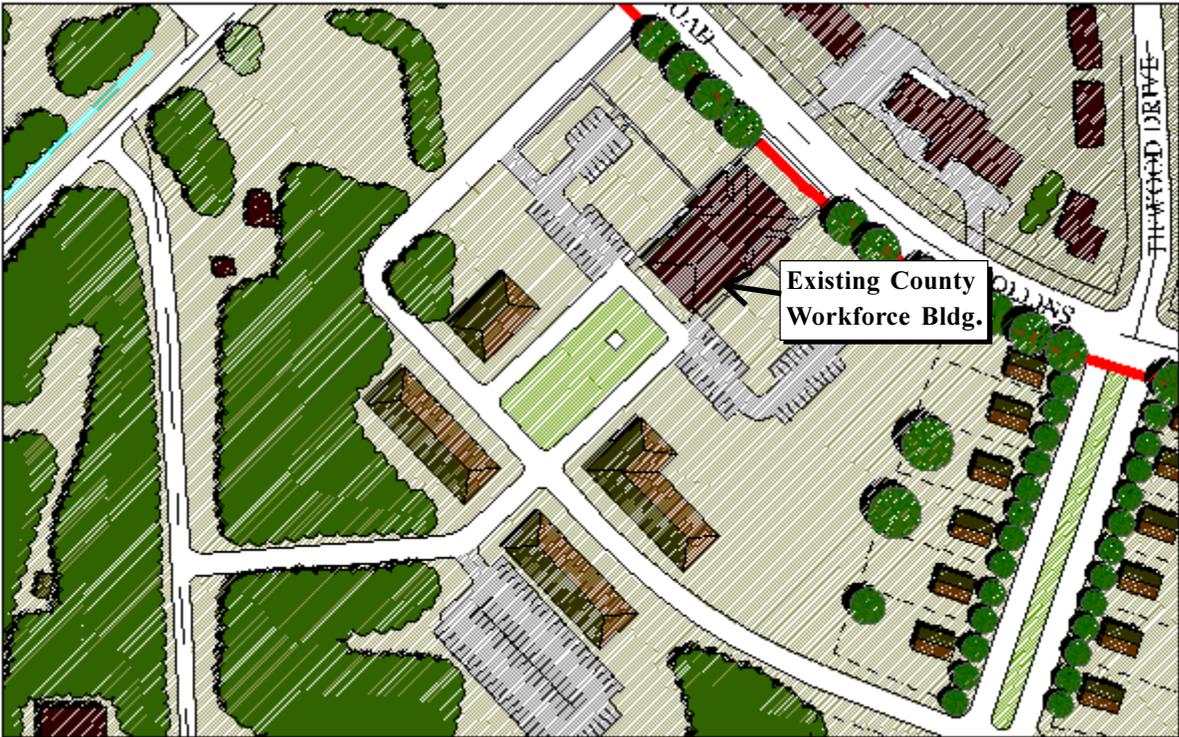


**Institutional Campus:** Several institutional buildings exist within the wooded area of Countryside Farms. The plan promotes the orderly extension of these buildings in the form of a campus.



**Future Expansion:** The Countryside Farms master plan prepares for demands of future commercial development. The above detail illustrates an example of how future development may occur. Buildings are evenly spaced and follow a consistent setback, forming a single sight line. It is recommended that buildings be designed with a pedestrian-scale focus at street level with parking at the back.

# POTENTIAL USES



*The above detail illustrates potential expansion of County government facilities.*

# CIRCULATION

Defining the development pattern of the site depends in part on the placement of circulation or roads. In consideration of existing roadways, PDI extended new roads through the site to create a set of collector streets. Accessible and frequently traveled, the collector streets are able to support a variety of mixed uses. Depending on future markets, collector streets may be able to support retail, office or expansion of institutional buildings.

Within the collector streets is a network of local streets. Organized by a grid over a looped road, the local streets determine the layout of the residential area. Considering the density and mix of uses, PDI has made suggestions for the integration of pedestrian sidewalks and bike paths as forms of alternative transportation within the area. These paths are connected to public spaces within the commercial developments and eventually link to surrounding neighborhoods. The plan conserves a large part of the land as park and natural feature. The bike path allows this conservancy to be an accessible amenity all the while building awareness for the environment.

## **Collector Streets**

Collector streets act as primary linkages for vehicular access throughout the neighborhood. A street edge is formed by a row of trees and uniform building setback on each side of the street.

## **Local Streets**

Local streets interconnect collector streets and should be narrow in response to slower speeds and less traffic. A street edge is formed by a row of trees and uniform building setback on each side of the street.

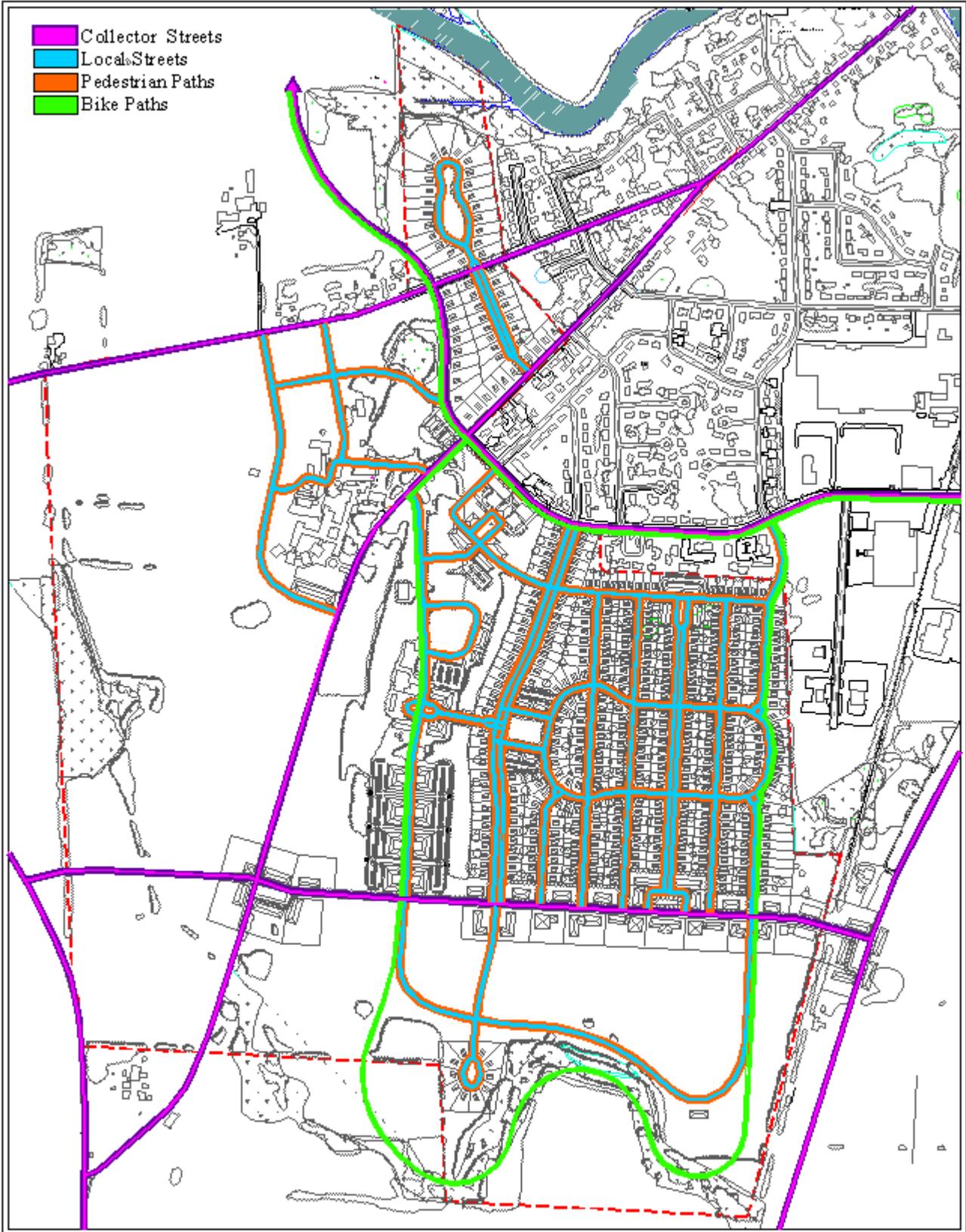
## **Pedestrian Paths**

Pedestrian paths encourage street level pedestrian activity and link public places as well as commercial districts.

## **Bike Paths**

Bike paths encourage alternative modes of transportation and link public places as well as commercial districts.

# CIRCULATION DIAGRAM



# **PUBLIC PLACES**

The Master Plan for Countryside Farms incorporates public places as amenities to the development. Similar to both the conservancy and park, green spaces and market plazas create significant neighborhood features. Often maintained by a home-owners association, green spaces are an effective way to add value and organization to a residential development. Market squares offer similar benefits to a commercial area.

## **Public Squares**

Squares are a visual and social amenity for the surrounding residents and community and act as a formal attraction within the neighborhood. Edges of squares are defined with buildings that have front facades of relatively uniform heights facing the square. Tree planting, lighting, and fences further reinforce the geometric shape. Squares may include large grass areas combined with plantings and ornamental features such as fountains, flower gardens, or fences.

## **Boulevards**

Boulevards slow traffic while creating a higher quality and pleasant driving experience. The boulevard is also a prestigious, distinctive street in the neighborhood. A strong visual order is created using parallel, rhythmic planting of shade trees and street lights. A boulevard ends in a public space such as a public square or gateway.

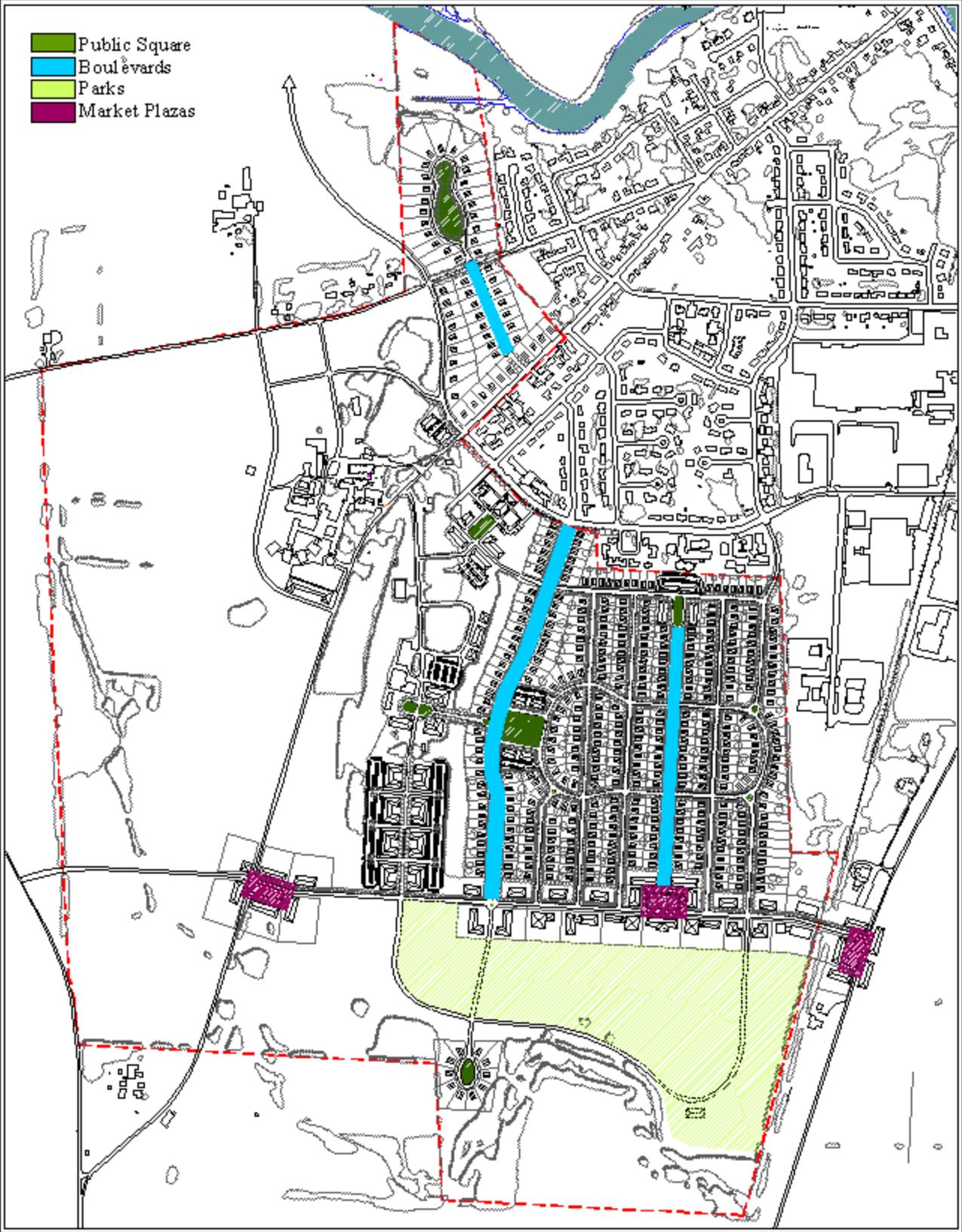
## **Parks**

Parks serve as a primary social connection between all neighborhoods and serve as an amenity through the protection and enhancement of the existing natural environment. Entries to the park link to the pedestrian and bicycle circulation paths.

## **Market Plazas**

Market Plazas are an open space for pedestrians and automobiles created by a strong sense of enclosure. The plaza is a memorable “place” created by the design of the hard-surface and surrounding vertical elements. A strong plaza is defined with a continuous wall of buildings, fences, and structures with openings at key locations for vehicles and pedestrians. Buildings form public places by emphasizing the shape of plazas

# PUBLIC PLACES DIAGRAM



# PUBLIC SQUARES



1) Residential cluster (northern)



2) Public square organizing new development



3) Public square terminating a boulevard.



4) Public square within institutional buildings



5) Public square preserves existing cemetery



6) Residential cluster (southern)

Public squares provide shared open space to the residence and visitors of Countryside Farms. They also mark the beginning of boulevards and act as gateways into neighborhoods. Above are examples of several types of public squares found in the plan.

# BOULEVARDS



A)

*Boulevard A acts as a connector road from the residential areas to the mixed use development at the south.*



B)

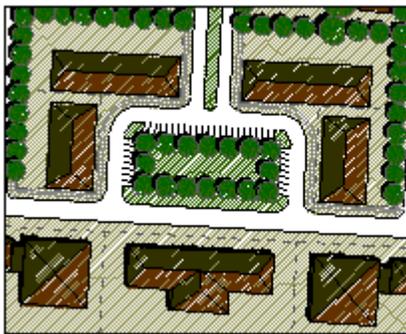
*Boulevard B is an internal amenity to the residential development. It provides organization to the residential streets and connects public squares at each of its ends.*

# PARK AND MARKET SQUARES



## Park

An integral feature of the plan is a buffer of green space surrounding the area of development. The site is buffered to the west by conservancy; the buffer to the south is envisioned as a public park because of its proximity to natural features and the activity of intense commercial development. The park is linked to the conservancy and includes areas of passive and active areas.



## Market Squares

Similar to public squares, Market plazas offer shared open space to the community. Located in an urban setting, the plazas lend organization to commercial development while promoting pockets of activity. Market plazas may be hard-scaped or green spaces.

# FINAL MASTER PLAN



# PRELIMINARY CONCEPT PLAN



# MASTER PLAN ILLUSTRATION



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*Appendix - Jefferson County Countryside Farm Master Plan*