

## 5. CONSENSUS POINTS AND GOAL STATEMENTS

### 5.A. CONSENSUS POINTS

The following consensus points describe a "common ground" that the Jefferson County 2020 Steering Committee approved as a foundation for further detailed policy development. The "consensus points" are based on input from the countywide household survey conducted in the Fall of 1996 and input from the public meetings and focus groups with various interest groups in the County.

#### GENERAL COUNTY PLANNING CONSENSUS POINTS

1. Jefferson County should adopt land use policies and implementation measures that are clear and readily understood by the general public.
2. The Jefferson County land use regulations should be fair and treat all owners of land with comparable resource and location characteristics equitably.
3. Jefferson County land use policies and plans should be coordinated, to the maximum extent feasible, with both the towns and the incorporated units of government.
4. Jefferson County land use policies and regulations should contribute to fostering strong local units of government with sufficient tax base to maintain infrastructure and adequate levels of service.
5. Jefferson County land use and development policies should reflect a balanced perspective that considers both policies that preserve and protect the natural resources and the environment and policies that allow for continued population growth and economic development in areas most suitable for such uses.
6. Jefferson County should adopt land use policies that encourage development to be located in areas that are environmentally suitable for development and preserve those areas that possess valuable natural resource characteristics or are environmentally sensitive.

7. Jefferson County should adopt land use policies and regulations that encourage higher-density development in locations that have the infrastructure and services needed to support such development.
8. Jefferson County should adopt policies that encourage redevelopment and infill development in parts of the County that are already served by utilities and infrastructure.
9. Jefferson County should adopt land use policies that take into account the consequences of new development on local and school district taxes.
10. Jefferson County should preserve the "rural character" of the County.
11. The natural resources of Jefferson County should be protected for future generations.
12. Jefferson County should investigate the purchase of conservation easements and other innovative techniques as a means of preserving open space and natural resources.

## **AGRICULTURAL PRESERVATION CONSENSUS POINTS**

1. Jefferson County should adopt policies and regulations that minimize nonagricultural-related development of prime farmland.
2. Land use policies and regulations need to be based on a realistic assessment of the economic feasibility of maintaining productive farming units in Jefferson County.
3. If nonfarm development is permitted in predominantly agricultural districts, it should be clustered and located in a manner that will minimize the conversion of prime agricultural soils to nonfarm use and minimize the impact on the operations of adjoining farms.
4. Jefferson County should adopt policies that maintain the integrity and viability of large agricultural districts where modern production agricultural practices can occur without creating conflicts with nonagricultural uses.

5. The prime agricultural soil resources of the County should be protected so that food, fiber, and livestock production continue to be an option for future generations.

## **ENVIRONMENTAL PROTECTION CONSENSUS POINTS**

1. Jefferson County land use policies and decisions should take into consideration the protection of wildlife and waterfowl habitats.
2. The unique topography and vegetative cover of the drumlins and esker glacial formations should be preserved as a distinctive quality of the Jefferson County environment.
3. The Rock River and other major river corridors should be planned as continuous scenic, natural area, and recreation corridors. While limited low-density development may be permitted along the shoreline, such development should be controlled to maintain the aesthetic, recreational, and resource qualities of the corridors.
4. Wetlands and floodplains, which provide areas for natural stormwater storage and flood control, should be protected from development.
5. The quality of Jefferson County's groundwater and surface waters should be protected.
6. The air quality of Jefferson County should be protected.
7. The aesthetic character of the rural countryside should be preserved.

## **ECONOMIC DEVELOPMENT CONSENSUS POINTS**

1. New industries should be encouraged to locate in planned business and industrial parks, which provide utilities and infrastructure.
2. Jefferson County should encourage a variety of industrial and business types, including agribusinesses, manufacturing industries, warehousing and distribution businesses, and information-based services.
3. Jefferson County should provide a sufficient inventory of sites in planned business and industrial parks to accommodate the projected expansion

needs of existing businesses and provide sites for incoming businesses and industries.

4. Jefferson County should maintain the transportation infrastructure, including highways, railroads, and air fields necessary to support industrial and business development.
5. Jefferson County should encourage agri-businesses and farm-related services that will help support agriculture in Jefferson County.

*Note: In many cases agribusinesses do not require public utilities and should be located in rural areas with good access to agricultural districts.*

6. The health and vitality of traditional downtown business districts in Jefferson County should be maintained.
7. Jefferson County should encourage the redevelopment and revitalization of existing commercial and industrial districts.
8. Jefferson County should have an inventory of planned development sites with adequate infrastructure that are suitable for newer "big box" retailers and franchise developments that are dependent on having a high level of accessibility and large surface parking areas. Where feasible, such developments should be located in or near existing downtown areas or commercial districts.
9. In planning and designing industrial and business parks and commercial districts, pedestrian and bicycle access, as well as vehicular access, should be taken into consideration.

## HOUSING AND DEVELOPMENT CONSENSUS POINTS

1. The land use plans for Jefferson County and the municipalities within the County should identify sufficient areas that are suitable for housing to meet anticipated market demand and projected growth.
2. The land use plan needs to recognize that there are numerous vacant and developable existing residential lots and that these lots need be considered as part of the inventory of developable land in Jefferson County.

3. New multifamily housing and other housing at densities greater than one dwelling unit per gross acre should be located in areas served by public sewers.
4. Housing in the rural areas of the County should be designed and located in a manner and at densities that minimize adverse impacts on the rural character of the countryside and agricultural resources.
5. New residential development should pay sufficient impact fees and other types of assessments to cover the costs of providing services and infrastructure. Such costs should include payment of a proportionate share of capital expenses, as well as ongoing operations and maintenance costs.
6. There should be sufficient affordable housing in Jefferson County to serve the needs of the labor force employed in Jefferson County businesses and industries.
7. Pockets of blighted and poorly maintained residential properties should be redeveloped or revitalized.
8. Land use regulations should permit mixed-use developments or "planned unit developments" (PUD's) that include a combination of densities and an integration of commercial and residential uses within the context of a master-planned community.

## **PARK AND OPEN SPACE CONSENSUS POINTS**

*Note: The following park and open space policies were adopted in 1997 by the Jefferson County Park Committee and County Board and are included as the adopted recommendations and conclusions of the Jefferson County Parks, Recreation, and Open Space Plan:*

1. Acquire valuable natural areas and historic areas of 100 acres or more.
2. Consider preserving/acquiring areas having lakes.
3. Identify potential lakes for passive/natural activities such as Red Cedar Lake, Hope Lake, and Rose Lake.
4. Identify 4 to 6 new sites for large natural-resource-oriented parks.

5. Attempt to bring the Jefferson County Parks into a more typical "standard" for the provisions of County parks. (The County is now deficient in both park facilities and activities.)
6. Solicit donations from the private sector for funds to be used for parkland acquisition.
7. Continue to investigate new revenue sources including the use of impact fees and State and Federal grants.
8. Continue implementation of the Jefferson County Bikeway/Pedestrianway Plan that was approved by the County Board in 1996.
9. As larger tracts of parkland become available, consider incorporating hiking, and other low impact trail use. Camping may also be suitable in these areas.
10. Recognize that implementation of these goals will occur over a long time frame.
11. Encourage cooperative arrangements with the Wisconsin Department of Natural Resources for mutual benefits.
12. Continue implementation of the Americans with Disabilities Act recommendations.
13. Recognize the importance of continuing a high level of maintenance in existing parks.

## 5.B. GOAL STATEMENTS

The consensus points were further refined by the Steering Committee into eleven goal statements that have been used by the Steering Committee in an "evaluation matrix" to help evaluate and refine alternative land use scenarios and policies.

The approved general goal statements include the following:

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.
4. Minimize nonagricultural development on prime agricultural soils.
5. Maintain the integrity of agricultural districts allowing for accepted agricultural practices.
6. Protect and preserve an 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.
9. Design and locate housing in rural areas in a manner that minimizes adverse impacts on agriculture and maintains the 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.

## Agricultural Preservation and Land Use Plan Vision Statement and Goals

### 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.

### Goals

#### 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:

1. Minimize nonagricultural development on prime agricultural soils.
2. Maintain the integrity of agricultural districts allowing for accepted agricultural practices.

#### Environmental Protection:

1. Protect and preserve the environmental corridor system, consisting of wetlands, floodplains, upland woods, and steeply sloped glacial features.
2. Protect groundwater and surface water quality.
3. Discourage development in areas that possess valuable natural resource characteristics and wildlife habitats.

#### Housing and Development:

1. Design and locate housing in rural areas in a manner that minimizes adverse impacts on agriculture and maintains the rural character in Jefferson County.
2. Encourage higher-density residential development in areas where public utilities will be available.
3. Encourage nonagricultural-related businesses and industries to locate in areas where public utilities will be available.

#### Regional Food Distribution and Networks:

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