Appendix J

WASHINGTON COUNTY COMPREHENSIVE PLAN INTERACTIVE VISIONING WORKSHOP RESULTS SUMMARY

Twelve interactive visioning workshops were held in Washington County during the months of July to September of 2006. A Countywide workshop was held at Moraine Park Technical College and the remaining eleven workshops were held in each of the municipalities participating in the multi-jurisdictional comprehensive planning process. Each workshop offered six stations where participants had an opportunity to learn about the comprehensive plan and to participate in hands-on visioning activities. The visioning workshops were just one way Washington County has strived to fulfill the requirements of Section 66.1001(4) of the *Wisconsin's Statutes*, which require the written procedures of the County's Comprehensive Plan to be "designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan".

The municipalities that held visioning workshops include:

- Town of Addison
- Town of Germantown
- Town of Trenton
- Town of Barton
- Town of Hartford
- Town of Wayne
- Town of Erin
- Town of Kewaskum
- Village of Kewaskum
- Town of Farmington
- Town of Polk
- Washington County

Attendance varied at the workshops, averaging 27 participants. Feedback from those who attended was very positive. The visioning workshops consisted of six interactive stations:

Station 1: Comprehensive Plan Inventory and Survey Results
Station 1 provided information on the planning process and summaries of the first six chapters of the plan report. The station consisted of numerous handouts such as inventory chapter fact sheets, summaries of comprehensive planning benefits, a public participation timeline, and countywide telephone survey results. Posters were also on display summarizing results of the countywide telephone survey and kickoff meetings held earlier in the year.

A presentation by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) staff was offered at each workshop summarizing the first six chapters of the comprehensive plan. During the presentation, the public was invited to ask questions and discuss the contents of the completed chapters.

Station 2: Mapping Future Residential Growth
Using Geographic Information System (GIS) technology and a touch screen display, participants could see where natural and agricultural resources were located in their community. After determining which resources to preserve, participants mapped where they preferred future residential growth to occur based on a projected population for the year 2035. This station was facilitated by County staff.

For many participants, this station was an eye-opening experience. It allowed participants to understand the multitude of information that goes into determining a future land use plan. Many people were surprised to see the amount of land needed to accommodate a 2035 population based on different residential densities.

Most participants opted to preserve most if not all of the natural and agricultural resources within Washington County and their community. It was common for groups to map higher density residential growth within planned sewer service areas and lower densities outside of such areas. Comments from all groups were recorded.

Station 3: Development Preference Slideshows
Participants evaluated various pictures of development and shared their opinions as to why an illustrated use was either appropriate or not appropriate for their community. Participants were given a survey on which they could rate on a scale of zero to ten, whether they thought what they saw was always appropriate for their community (10), never appropriate (0), or it depends (5). Five different slideshows were prepared and UW-Extension staff facilitated discussion at this station.

- *Housing & Subdivision Design Slideshow*
  Images of housing and subdivision design depicting housing units close to natural resources and in a rural setting were identified as most appropriate for a community. Images of mobile home parks and older apartment complexes received low scores indicating participants did not think these were appropriate for their community.

- *Retail, Office, and Industrial Slideshow*
  Participants indicated that images displaying traditional architectural design such as a historic bed and breakfast, large agricultural operations, and a town hall/fire house building were appropriate for their community. Most participants agreed that large retail stores were not appropriate.

- *Transportation & Parking Slideshow*
  Participants indicated that images of a town road with wide shoulders, a parking lot with generous landscaping, and an unpaved bike/pedestrian trail were appropriate for their community. Images of an alley, a shared driveway, and a narrow street were not appropriate.

- *Rural Hamlet Slideshow*
  This slideshow was offered at the Towns of Addison, Barton, Farmington, Germantown, Polk, Trenton, and Wayne visioning workshops. Images displaying natural-looking scenes such as rivers, agriculture, traditional architecture and a farmers market were identified as appropriate for a community. Participants indicated that non-agricultural industrial development and mobile home parks were not appropriate for their communities.

- *Village Scenes Slideshow*
  This slideshow was only shown at the Countywide and Village of Kewaskum visioning workshops. Participants indicated that recreational areas such as play areas, park shelters, and village centers were appropriate. Participants indicated that mobile homes and large billboard signage were not appropriate.

Station 4: Community Goals… Are We Still on Target?
Station 4 provided an opportunity for participants to consider if their community's current planning goals were still appropriate for the future. Goals from each community's adopted land use plan were displayed. Participants were given colored stickers to place next to each goal indicating whether they thought the goal should be continued as written (green sticker), was mostly acceptable but could use updating (yellow sticker), or should be discontinued completely (red sticker).

Overall, participants thought that goals regarding the preservation of natural resources, agricultural resources, and community character should be continued. Goals mentioning the use of consistent and compatible land uses and the appropriate management of wastes and storm water should also be continued.

Goals regarding the accommodation of future residents, whether through housing, updated transportation systems, or other means, typically received a yellow or red sticker indicating the goal needed to be updated or discontinued. Goals mentioning growth of businesses received mixed feedback depending on the community.

Station 5: Build A Visioning Statement for Your Community
This station allowed participants to state what they envisioned for the future of their community. Visioning statements are a way to express long-term thoughts of what someone envisions for a community. Common themes of visioning statements included the preservation of rural character, agricultural resources, natural resources, and open space. Participants also wanted to retain the high quality of life experienced in their communities by providing a safe place to live and raise a family. Concerns expressed by participants in their visioning statements included lack of employment opportunities and too much future growth.

A visioning statement written at the Countywide visioning workshop…

"I envision Washington County to be a place where people can live, work, and play while preserving agriculture, open space, and each community's sense of place."

Station 6: Parting Words
Station 6 was an opportunity for participants to express opinions in an unstructured format. Participants were able to write their opinions on planning-related topics such as land use, transportation, housing, utilities, agriculture, and economic development. There was also an "other" category in which participants could express opinions about other planning topics or the workshop.

Concerns expressed by participants included the need to preserve open space, agriculture, environmental corridors, and groundwater. Many participants preferred small businesses in their communities rather than big retail stores. Participants also wanted to see a mix of housing stock and an increase of recreational trails in many communities.

Visioning Workshop Evaluation
Overall, participants expressed very positive feedback on the workshops. The public was very pleased to be able to express opinions and participate in the planning process. On a scale of 1 to 5 (5 being the best), the overall rating of the workshops was a 4.3.

Common Themes Expressed at Visioning Workshops
It was clear that most participants of the workshops wanted to see agricultural land, natural resources, and open space preserved. There was also an interest in accommodating future residential growth within existing planned sewer service areas to preserve open space and to accommodate future commercial development along major transportation routes. Common themes expressed at each workshop are listed below:

Countywide Visioning Workshop
- Future commercial/industrial growth along major transportation corridors
- Future residential growth within planned sewer service areas
- Redevelop areas within existing infrastructure
- Preserve agricultural land and limit rural residential
- Limit use of large billboard signage and mobile home parks
- Provide recreational opportunities
- Provide a mix of housing stock

Town of Addison
- Medium or high density residential growth inside planned sewer service area
- Commercial along major transportation corridors
- Increase rural residential densities
- Preserve lands best suited for agriculture

Town of Barton
- Preserve natural resources
- Preserve farmland and rural character
- Maintain Town's governing authority
- Promote traditional and historic architecture

Town of Erin
- Protect wetlands
- Rural housing densities are appropriate
- Multi-family homes are not appropriate
- Industrial and commercial areas are not appropriate

Town of Farmington
- Preserve farmland and open space
- Concentrate residential development near hamlets
- Cell towers on silos are appropriate
- Commercial/industrial development is not appropriate

Town of Germantown
- Keep as rural as possible outside planned sewer service area
- Promote conservation subdivisions

Town of Hartford
- Concentrate future residential development close to City within planned sewer service area
- Protect natural resources, agricultural land, and rural character
- Multi-family, mobile homes, and large retail are not appropriate
- Wide town roads are appropriate

Town of Kewaskum
- Prefer higher residential densities inside or adjacent to planned sewer service area and rural densities away from Village
- Farmers should be able to sell small amounts of land
- Rural single-family housing is more appropriate than multi-family
- Mobile homes and alleys are not appropriate

Town of Polk
- Preserve natural and agricultural resources except along U. S. Highway 45

- Higher density housing and multi-family units are not appropriate
- Mobile homes and shared driveways are not appropriate
- Update goals concerning transportation, waste management, and community facilities and utilities

Town of Trenton

- Low-density residential growth inside or adjacent to planned sewer service area
- Keep town as rural as possible by preserving natural resources, especially wetlands and groundwater
- Multi-family housing and mobile homes are not appropriate
- Update goals regarding future development and outdoor recreation

Town of Wayne

- Concentrate residential growth around hamlets
- Multi-family housing and mobile homes are not appropriate
- Continue preservation of rural character and natural beauty
- Update goals regarding hamlets and town centers

Village of Kewaskum

- Promote higher density residential growth inside planned sewer service area
- Expand highway through Village or create bypass to aid transportation flow
- Modern architectural design and subdivisions are more appropriate than rural housing
- Update goals concerning transportation, library resources, and housing

Workshop results were presented at the Advisory Committee meeting on November 29, 2006 and sent to all partnering local government officials. These results were considered as Washington County and local governments developed goals, objectives, policies, and programs for their comprehensive plans.

(This page intentionally left blank)