

**Comprehensive
Plan**

Green Lake County

**Adopted
February 16, 2016**



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**Green Lake County
Comprehensive Plan
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GREEN LAKE COUNTY COMPREHENSIVE PLAN

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Preface – Comprehensive Plan Update

Green Lake County Today - 2015

Green Lake County, at the southern end of the 'New North' region, is located 90 miles northwest of Milwaukee and 180 miles northwest of Chicago in a picturesque area of east central Wisconsin, surrounded by agricultural acres, lakes and a myriad of industrial operations. The county seat is located in the City of Green Lake which takes its name from the state's deepest natural lake. The cool, clear waters reach a maximum depth of 237 feet and cover an area 7 ½ miles long and 2 ½ miles wide, bordered by sandy beaches, wooded shoreline and historic resorts.

Green Lake County is a small county geographically. With an area of 355 square miles, it ranks 65th in size out of 72 Wisconsin counties. The County is bordered on the north by Waushara County, on the west by Marquette County, on the south by both Columbia and Dodge Counties, and from the east by Fond du Lac and Winnebago Counties. Within the County there are two villages, four cities and 10 towns.

The historic Fox River runs through two Green Lake County communities, Berlin and Princeton. With a total of 20 lakes and the Fox River, the County offers good opportunities for recreation, boating, fishing, swimming, and general site seeing. Biking, hiking and snowmobile trails can be found throughout the County. With hundreds of acres of public hunting grounds, Green Lake County has become a favorite destination for hunters.

The County is home to numerous high quality golf courses, outdoor flea markets, museums, historic sites and much more.

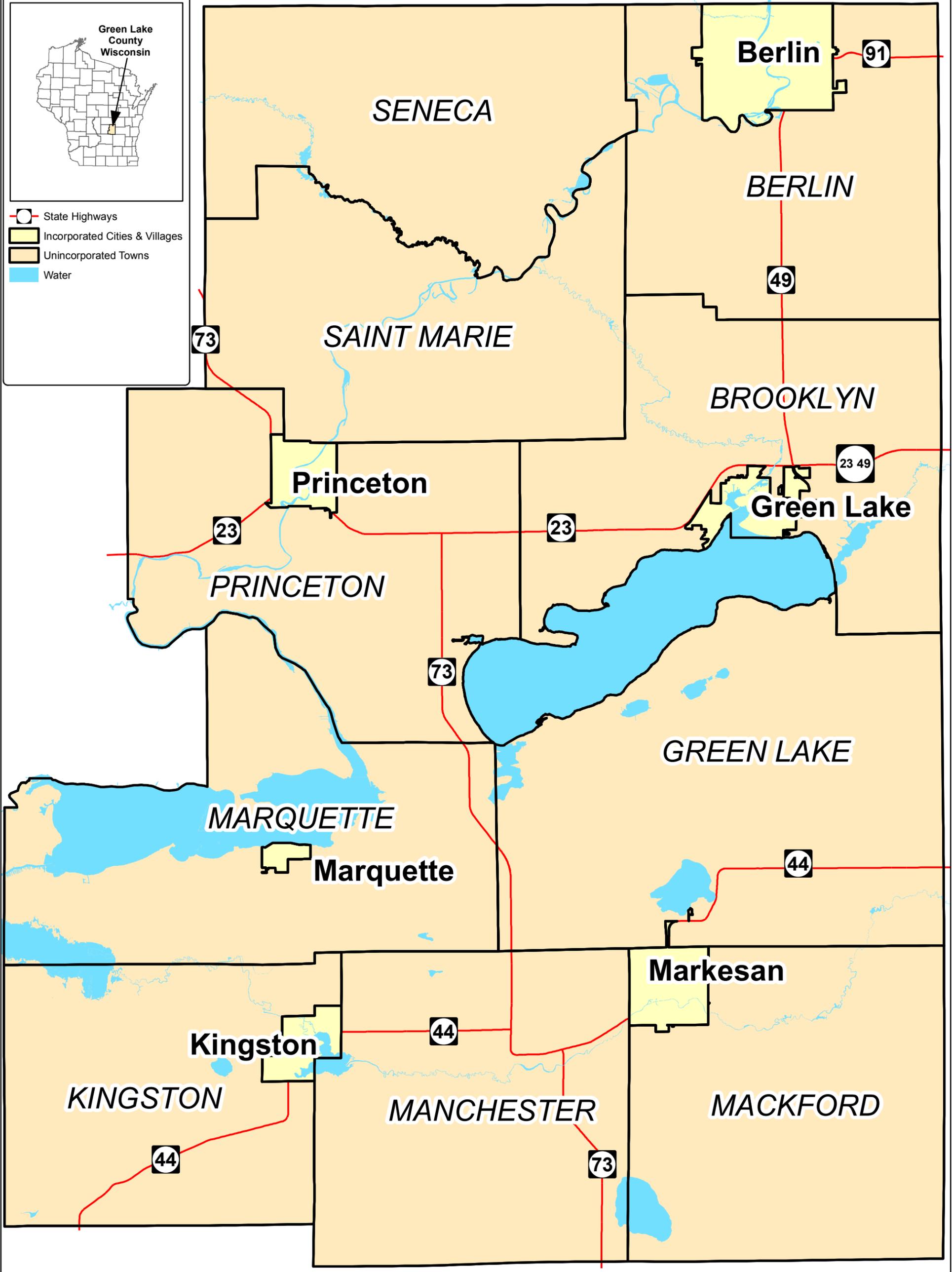
Each of the four major municipalities of Green Lake County (Berlin, Green Lake, Markesan and Princeton) support major industrial and business partners including such activities as sand production, mobile generator and light tower manufacturing and food processing. Other manufacturers around the County specialize in products made from plastics to metals. Several trucking companies are also available to move the County's products and produce.

Green Lake County is also home to a quality health care system, with a full service hospital in Berlin and health care clinics in each community. Elementary and high schools are located in each of the four major municipalities. The County and the communities offer a wide variety of parks and open spaces with a myriad of activities.

Map 1
Location Map



- State Highways
- Incorporated Cities & Villages
- Unincorporated Towns
- Water



Planning in Green Lake County

Defining a Comprehensive Plan and its Importance

A comprehensive plan serves as a blueprint for the physical development of a town, village, city or county governmental unit. In basic terms, future land use decisions and actions such as rezones, land divisions reviews and alike taken by the governing political body shall be consistent with that governmental unit's comprehensive plan.

A comprehensive plan also clarifies the relationship between physical development polices and social economic goals. Based on the information in the plan, the plan becomes a public guide to land use decision-making. The comprehensive plan is usually the only public document that describes the governmental unit as a whole in terms of its complex and mutually supporting networks. The requirements of developing a new comprehensive plan or the updating of an existing comprehensive plan are defined by Wis. Stats. 66.1001. The statute also identifies the required components of a comprehensive plan.

Generally, components of a comprehensive plan encompass many of the functions that make a governmental unit work, such as transportation, housing, public facilities, agriculture as well as other administrative responsibilities. A comprehensive plan considers the interrelationships of those functions. The comprehensive plan reflects broad interests and values; it is built upon economic growth estimates, population trends, and the condition of the natural and historic resources. Comprehensive planning therefore helps coordinate the various plans, programs, and procedures of a governmental unit by providing information which is vital to sound decision making.

When a county develops and adopts a comprehensive plan, it has officially made a statement of the government's policy on the physical development of the county. Existing residents, business owners, service providers, local officials, potential new residents and business prospectors will know how the county envisions its future.

In summary, a comprehensive plan is designed to serve as a long-range policy guide to the physical development of a governmental unit, in this case, Green Lake County. It reflects the overall "vision" concerning future growth and land use. It establishes the goals, objectives and policy parameters within which local land use operates. The plan should be amended as the foundations, upon which it is based, change.

Previous Comprehensive Planning in Green Lake County

Green Lake County adopted its first 'Smart Growth' Comprehensive Plan under Wis. Stats 66.1001 in September, 2003. The process was part of a larger multi-jurisdictional planning effort conducted throughout Green Lake County. Each of the local plans acted as an individual component to the much larger county planning effort. The effort involved all cities, villages and the towns within the County. When laced together, the local plans formed the groundwork for the county-wide plan.

In 1999, Green Lake County conducted a visioning process to kick off the original planning effort including a household survey. With the assistance of residents and landowners, the County was able to conduct a household survey that included specific responses to conditions at the local level as well as being important for long-range planning at the County level. As part of the

multi-jurisdictional effort, this combination of strong public input along with statistical analysis assured the County that strategies and recommendations in the plan would not only good for the County, but will also be supported by the neighboring communities. The following is a summary of some opinions gathered from the County's people as part of the county-wide household survey.

- 93% 'Agreed' or 'Strongly Agreed' that protecting and preserving the natural resources, such as the soil, water and wetlands, was important to them.
- 93% 'Agreed' or 'Strongly Agreed' that preserving the open spaces (woods, meadows and scenic vistas) was important to them.
- 87% 'Agreed' or 'Strongly Agreed' that protecting the agricultural land was important to them.

Historical public input suggests natural resources have always been held in high regard relative to the quality of life in Green Lake County. The recognition of the importance of the County's natural resource base will be continued throughout the planning update process.

Comprehensive Plan Update Process

On March 1, 2014, Green Lake County contracted with the firm of Martenson & Eisele to update the *Green Lake County Comprehensive Plan*. The comprehensive plan was originally adopted in 2003.

However, the county comprehensive plan update process was not undertaken with the responsibility of updating the local community plans. The updating of local comprehensive plans falls with the local units of government (i.e. towns, villages and cities). At the initiation of the county comprehensive planning process, villages and cities were offered the opportunity to work with the county update process. None responded with revisions or updates to their individual comprehensive plans. Towns on the other hand, were directly involved in the process by reviewing the Existing and Future Land Use Maps developed as part of the comprehensive plan update. Their involvement was also key in the development of the *Green Lake County Farmland Preservation Plan*.

Utilizing the *Green Lake County Farmland Preservation Plan* (Appendix B) as a foundation to the comprehensive plan update effort was a very innovative and financially prudent step by County Leaders. Development of the *Green Lake Farmland Preservation Plan* created the backbone for the development of the Future Land Use Map within the comprehensive plan. For example, areas designated for farmland preservation increased from the old farmland preservation plan developed in 1983. Although, the farmland preservation planning effort recognized the relationship of a soil's capability for agricultural production, it was not the sole criteria. The *Green Lake County Farmland Preservation Plan* recognizes the historical and current use of the property and placed significant importance on a farmer's and land manager's ability to make once considered marginal land, productive through creative best management practices. This plan also recognizes the forested resources of the County's landscape as prime contributors to agricultural opportunities albeit through timber production, heat sources for

agriculture or for use in syrup and nut production. Identified farmland preservation areas now follow parcel boundaries which are consistent with land management ownership patterns.

Under this previous comprehensive planning effort, "Agriculture" was classified as a general land use type. No specific preservation strategy was identified. In addition, the planning effort provided no criteria for the rationale to determine farmland preservation areas. Since most of the Green Lake County area is rural and heavily influenced by farming, it was determined that the farmland preservation plan should be developed first and then incorporated into the updated comprehensive plan. Integration with the county comprehensive plan update was seamless as the areas designated for farmland preservation have been used to create the "Agriculture" future land use classification. This "Agriculture" classification encompasses over 76% of the County's total land area (including incorporated areas) giving the comprehensive plan update process increased credibility in projecting future land use. The identified farmland preservation areas have been transferred to the Land Use Plan Map within the comprehensive plan update ensuring "consistency" between the two planning documents. Implementation of future agricultural use will take on far more importance and be directed by the *Green Lake County Farmland Preservation Plan* and subsequent Green Lake County Zoning Ordinance. The *Green Lake County Farmland Preservation Plan* is included by reference in the *Green Lake County Comprehensive Plan*.

In addition to coordinating the comprehensive planning update effort with the *Green Lake County Farmland Preservation Plan*, the timing to update the comprehensive plan appeared perfect along other county-wide planning initiatives. These efforts included:

The Green Lake County Parks and Recreation Plan (Adopted December, 2014)

Green Lake County Community Health Improvement Plan (Presented to County Board in 2014)

These plans were completed just prior to the comprehensive plan update and provide essential information to many of the components required as part of the comprehensive plan. Instead of duplicating these specific planning efforts within the comprehensive plan update, these planning documents are included by reference in their entirety within the *Green Lake County Comprehensive Plan*. This policy ensures coordination of the planning efforts and reduces the duplication of efforts. However, it should be noted that through the establishment of this policy, any amendments to the above referenced planning documents, will require an amendment to the *Green Lake County Comprehensive Plan* as well. Should future updates of these plans occur on a 5- or 10- year cycle, the comprehensive plan update process will be well coordinated ensuring better consistency between planning documents. Planning document coordination could also realize cost savings through planning efficiencies. This could occur primarily through avoiding the duplication of planning efforts.

Reasons for Updating the Green Lake County Comprehensive Plan

There are many reasons, trends, changes and trigger events that have occurred since 2003 to warrant the updating of the *Green Lake County Comprehensive Plan*. In brief fashion, these conditions can be summarized as follows:

- Wisconsin Stats. 66.1001 require that a governmental unit must do a comprehensive update to their comprehensive plan every ten (10) years. An update to the *Green Lake County Comprehensive Plan* was overdue.
- In 2008, the United States slipped into an economic recession that significantly altered the US, state and local economies. Unemployment rates rose. Housing and business development stagnated. Contrary to those trends, the agricultural economy, in which Green Lake County is significantly vested, fared well and the demand for farmland rose due to strong crop prices. The gap between the value of farmland for farming verses housing development has closed.
- In July 2009, the State of Wisconsin revised Chapter 91 of WI Statues launching the “Working Lands Initiative”. Wis. Stats. Chapter 91 was amended and changed the requirements of the Farmland Preservation Program.
- Due to the changes specified in the new farmland preservation program, Green Lake County was required to have their 1983 Farmland Preservation Plan amended and certified by DATCP (Department of Agriculture, Trade and Consumer Protection) by December 31, 2015. For the reasons previously discussed, the new *Green Lake County Farmland Preservation Plan*, developed and certified by DATCP in July, 2015, provided a tremendous opportunity to cost effectively update the county comprehensive plan.
- In 2012, the US Census Bureau released the results of the 2010 Census. This release provided new data relative to current population trends and projections, very important data relative to comprehensive plan update efforts.
- The County was in the process of updating their *Parks and Recreation Plan* and *Community Health Improvement Plan* which allowed for a timely incorporation of these planning efforts ensuring better consistency between all plans.

Consistency between Planning and Code Documents

Confusion and inconsistency is often the death nail to any planning or administrative function. Simply put, it lowers credibility. However, acknowledging up front the need for consistency among plans and their administration when development is occurring can prevent confusion. Green Lake County has made consistency a fundamental component of future administration.

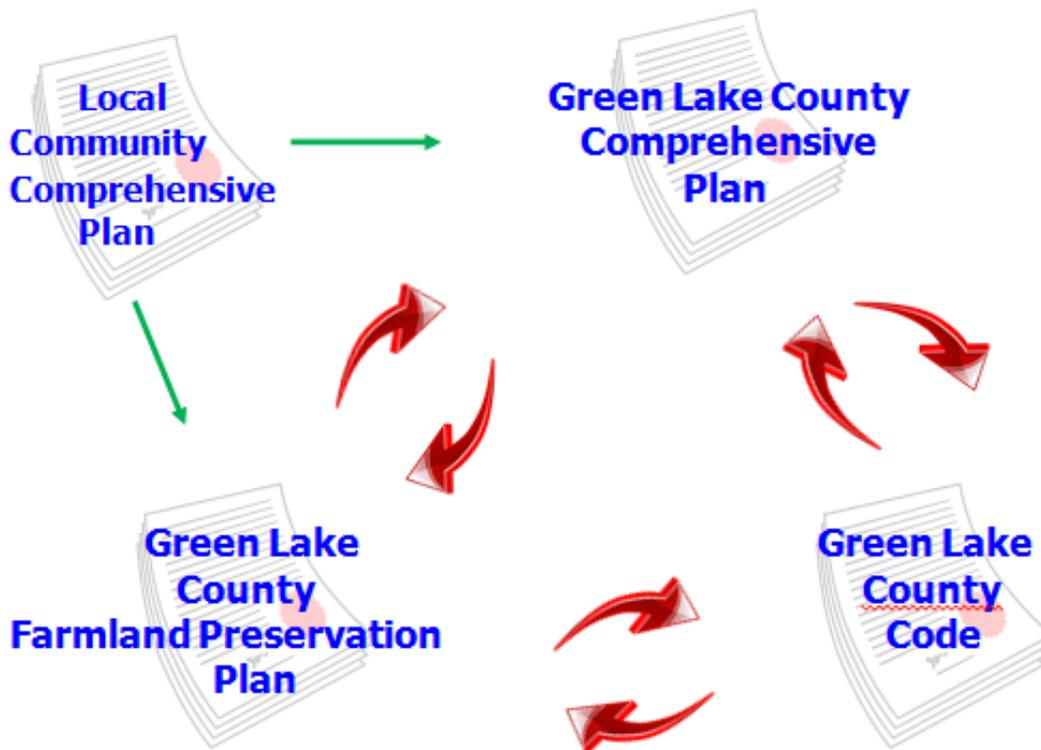
That said, there are several documents that must be referenced in order to ensure consistency. The following documents are key to the understanding and execution of managing land use decisions in Green Lake County:

- ***Green Lake County Comprehensive Plan, (2016)***: This plan includes the statutory requirements as identified in Wisconsin Stats. 66.1001 including an adopted and executed “Public Participation Plan”. This document is the primary planning guide for land use decisions (rezones, land divisions, etc.). In the most basic terms, future land use decisions by the County should be consistent with this plan document. The *Green Lake County Comprehensive Plan* is anchored by its “Future Land Use Map” (Map 3) which defines areas for general land use types such as agriculture, residential and commercial development along with natural feature preservation. It also includes the nine (9) required planning elements as defined by statute. Other planning documents such as the *Green Lake County Farmland Preservation Plan*, *Green Lake County Parks and Recreation Plan* and the *Green Lake County Community Health Improvement Plan (CHIP)* are included by reference into the comprehensive plan.
- ***Green County Farmland Preservation Plan, (2015)***: This plan was certified by DATCP in July, 2015 and allows agricultural land owners the opportunity to claim farmland tax credits for 10 years (plan certification expires in 2025). By design, this planning effort preceded the development of the comprehensive plan and was instrumental in the development of the comprehensive plan’s “Future Land Use Map” by designating areas for farmland preservation first. In addition, land designated for farmland preservation in the *Green Lake County Farmland Preservation Plan* should coincide closely with the areas zoned for farmland preservation in the County’s zoning ordinance.
- ***Code of Green Lake County***: This document includes all the “Codes” required to carry out the administration functions of Green Lake County Government. Code chapters which impact land use are as follows:
 - Chapter 280: Comprehensive Plan
 - Chapter 284: Construction Site Erosion Control & Stormwater Management
 - Chapter 295: Farmland Preservation
 - Chapter 300: Floodplain Zoning
 - Chapter 315: Land Division and Subdivision
 - Chapter 323: Nonmetallic Mining Reclamation
 - Chapter 334: Sewage Systems, Private
 - Chapter 338: Shoreland Zoning
 - Chapter 350: Zoning

Chapter 350 (Zoning Ordinance and Map), will be required to meet the requirements of the Wisconsin Stats. Chap. 91 (farmland preservation) through certification by the Department of Agriculture, Trade and Consumer Protection (DATCP). The zoning map will be the primary implementation tool of the Future Land Use Map found within the *Green Lake County Comprehensive Plan* which was heavily influenced by the *Green*

Lake County Farmland Preservation Plan (See diagram). Certification of the updated County Zoning Ordinance will need to occur by DATCP by December 31, 2016 to ensure the opportunity for continuous participation of farmers in the Working Lands Farmland Preservation Program.

Green Lake County
Consistency Between Plans & the County Code



The Concept of Sustainability

A concept of sustainability has emerged, especially in planning, to better balance the use of local and global resources while protecting natural areas and ecosystems. It's a basic call to sustaining life on this planet. However, actions to support sustainability can be local, global and anywhere in-between.

Given the rise of sustainability as a concept over the last decade, there are many different versions or definitions of sustainability that have emerged. Most definitions reference the need to respect environmental, economic and social conditions. Another common element is managing resources for both current and future generations.

Although sustainability maybe touted as a new planning concept, it is deeply rooted in plain common sense that has been around for centuries. Many grandparents preached phrases like "Don't waste your food", "Use what you take" "Share with others" and "Leave the Campground better than you found it". Generations who were US immigrants or children of immigrants, remember the sacrifices well especially during the time of the Great Depression. Resources were scarce, costly and valued. With that respect, they were used wisely. Today, waste and over indulgence seem to be common place and virtually accepted in society. Sustainability, as a concept, is not new (maybe except for the fancy name), but how it could be successfully embraced and implemented in today's culture, is. The implementation of sustainable concepts will require adjustment to behavior patterns and social priorities.

Planning for Sustainability in Green Lake County

The concept of sustainability is a common goal for many communities across the globe, but the specific actions to achieving sustainability is not a one-size-fits-all solution. It can't be because all areas are different in terms of their resource value and the opportunities they present. The objectives of sustainability may be the same but how to support those objectives will vary substantially among small towns, large cities, rural and suburban environments. For example, a county or region may identify the development of supporting and enhancing local foods systems as a sustainable goal. This could be achieved by the protection of farmland. However, in a more suburban or urban community with no farmland to protect, this goal could be accomplished by the creation of farmers' markets, urban gardens or agriculture specialty shops.

The initial step in the sustainability planning process is the assessment of area resources. In Green Lake County, this is undoubtedly its agricultural land, forested areas and water quality. The concept of sustainability will lie within how well Green Lake County moves to utilize these resources economically yet protects the environment for future generations.

The development, certification and adoption of the *Green Lake County Farmland Preservation Plan* was a significant step in moving Green Lake County towards a level of sustainability. This plan outlines the County's most important natural resources yet does so by creating opportunities for farmers to make an economic living, hence, sustaining the farming culture. This plan also makes clear the responsibility by agricultural producers to use best management practices in preserving these resources for today, tomorrow and beyond.

The magnitude of this planning effort cannot be ignored. In numerical terms, a total of 199,931 acres have been designated as farmland preservation areas, accounting for 92.5% of the County's unincorporated area. Of the 159,650 acres of prime agriculture soils in the County, 149,291 acres (93.5%) are captured within the farmland preservation area designation.

It must be noted that in the context of sustainability for a region, or for that matter, the planet, all areas possess some level of responsibility to the greater good. Green Lake County, for example, will export most of its agricultural product produced from its farmland preservation efforts. Those exports will provide the economic influx from which the activity will be able to "sustain". Simply put, the world's growing populations, especially those in urban environments will need the Green Lake Counties of the world to produce the needed food and nutrition that will be required to "sustain" the population. However, this so called obligation will need to be tempered with the responsibility of protecting area groundwater, surface water and air quality.

Does this approach support the concept of sustainability? Yes, it certainly does. But truly, it sounds more like just good old common sense. Thanks, Grandpa. Yes, we will leave Green Lake County better than we found it.

Chapter 1 - Issues and Opportunities

1.1 Vision for the County

We will continue to balance economic growth with the conservation of our natural resources. Our communities are thriving, and proper planning allows for commercial and economic growth around our cities and villages, while focusing new residential development in designated areas. A strong economy supports our hard-working citizens with well-paying jobs. Throughout Green Lake County, a visitor can enjoy the open space and landscapes of the past. We have preserved our productive agricultural land and the family farm continues to thrive. Our beautiful lakes have been well-managed and preserved, and the County's water resources remain healthy and attractive. Our communities remain safe, and maintain that rural, small-town feel and high quality of life.

The County recognizes that many elements of growth and resource management need to be dealt with fairly and consistently. Some of these elements are:

- The need to protect the lakes, natural resources, scenic beauty, and the County's rural identity.
- The responsibility of protecting our agricultural resources and heritage.
- The right of property owners not to be unduly harmed by nearby land uses.
- The right of property owners to develop their land.
- The need to ensure development occurs in a way that is cost-effective for future County and local services.
- The desire to accommodate and welcome tourism as an important component of the local and regional economy.
- The openness to allow innovation and creativity which forges a county environment both residents and visitors are proud to claim as their sense of place.

In addition to the above, the Green Lake County UW-Extension conducted a Visioning Session on September 27, 2013. The session included input from over 40 agency/organization representatives. A summary report is available for review in Appendix E. This input proved valuable in the development of the comprehensive plan update.

Emerging Theme

The predominant theme that has emerged from planning activities is that people value their rural community lifestyle. The land base is the key to the County's future. The natural features, the farms, and open spaces provide the beauty and economic base. Guided development is important; it will assist in supporting the County's residents. However, it will need to be done in a manner that does not take away from the rural character of the County.

1.2 Goals & Objectives

The County's planning goals and objectives, outlined below, are designed to move the community closer to its vision for the future.

PRESERVE THE RURAL CHARACTER OF THE COUNTY

Goal: Preserve the rural character of the County as embodied in open spaces, such as the farmlands, forests, marshlands, and scenic or historic places. Assure that any future land use changes will not diminish the existing natural areas.

Objective 1: Identify, prioritize, and preserve valuable natural resources, scenic and historic areas by implementing a conservation easement program designed for long-term protection.

Objective #2: Improve the quality and effectiveness of planning implementation by enhancing and updating County Zoning and Subdivision Ordinances, overlays, and other local and County regulations and standards.

PROTECT THE NATURAL RESOURCES

Goal: Preserve and protect all water resources such as lakes, rivers, streams, and groundwater.

Objective #1: Work with the local residents and town officials to map agricultural land and environmental features. Use the mapped areas to identify areas not suited for development.

Objective #2: Consider mapping/designating Conservation Corridors along the lakes as well as other major natural resource areas, streams, and rivers. These multi-purpose corridors would be done with the support of the landowners in order to protect the natural resources, Environmentally Sensitive Areas, and improve wildlife habitat.

Objective #3: Work with the town officials to review and update the County's Stormwater Ordinance. Determine feasibility of additional stormwater management plans while pursuing grant monies from such sources as:

- WI Department of Agriculture Watershed Programs
- WDNR Stream and River Protection Grants
- Other Sources

to fund completion of a stormwater management plan, with particular attention to the areas adjoining development. The plan should also identify priority protection areas that are vital for the protection of the County's groundwater.

Objective #4 Encourage a range of local activities and practices to manage, protect, and preserve local watersheds:

- Enforce existing ordinances to prevent improper farming practices.
- Agricultural "Best Management Practices" are generally sufficient to prevent nutrient overloads. Farmers should be encouraged to examine nutrient management practices.
- Farming practices should focus on preventing erosion.
- Residential development and management standards should be put in place to reduce erosion and to protect lakes, rivers, and wetlands.
- Make sure all septic systems are in good working order and give citations to residents that are not up to code.

FARMLAND PRESERVATION

Goal: Identify, preserve, and protect the County's farmland and other working lands. Use the County's DATCP certified farmland preservation plan to help facilitate and administer the preservation effort. (Additional Goals & Objectives can be viewed within the *Green Lake County Farmland Preservation Plan*).

RESIDENTIAL DEVELOPMENT

Goal: Promote residential development in areas that are designated and suitable for residential purposes and are compatible with neighboring uses.

Objective #1: For economic efficiency, and to minimize rural character and natural resource impacts, residential growth should be directed toward undeveloped areas adjoining existing residential areas, especially within the urbanized areas and the sanitary district boundaries.

Objective #2: Encourage non-farm related residential development in areas not designated for farmland preservation as identified within the *Green Lake County Farmland Preservation Plan*.

Objective #3: Collaborate with the local communities, specifically the cities and villages, to ensure that alternate housing options are provided as new development occurs. Ensure that these developments (i.e.:` apartments, duplexes, elderly housing, etc.) are developed in areas served by adequate utilities and community facilities.

Objective #4: Review/update the County Zoning and Subdivision Ordinances to include land use controls that will assure future residential development occurs consistent with the *Green Lake County Comprehensive Plan* and *Green Lake County Farmland Preservation Plan*.

COMMERCIAL AND INDUSTRIAL DEVELOPMENT

Goal: Attract service and employment opportunities that are compatible with existing and future land uses.

Objective #1: Review/Update the County Zoning ordinances to assure micro-enterprises and home-based businesses are not allowed to cause negative impacts to surrounding neighbors.

Objective #2: Encourage commercial, retail establishments, and industry to locate in the planned designated areas.

Objective #3: Work in cooperation with the Economic Development Corporation and area Chambers of Commerce to promote local and regional economic activity.

Objective #4: Work in cooperation with the Green Lake Country Visitors Bureau, Economic Development Corporation and area Chambers of Commerce to "brand" the unique character of main streets throughout Green Lake County.

ADEQUATE INFRASTRUCTURE

Goal 1: Provide and maintain a safe, orderly, and efficient transportation system. Balance traffic flow, movement of goods and services, and safety issues with community quality of life and the rural residential character of the County.

Goal 2: Provide for the development of planned municipal services, where appropriate, and supporting services for the entire population. Expand services, utilities, and communication networks as needed to provide adequate infrastructure that accommodates existing residents and supports business and industrial activity.

Objective #1: In cooperation with local communities, complete transportation corridor studies as needed to identify possible land use conflicts and future traffic problems, recommending traffic calming strategies, and to minimize impacts on the adjoining land.

Objective #2: Maintain the implementation of a capital improvement program for the County highways and other County-owned infrastructure.

Objective #3: Become actively involved with the cities, villages, and town sanitary districts in terms of current infrastructure needs and future sewer service areas in order to stay informed on any municipal services that may extend out of the incorporated areas and into the adjoining towns.

COOPERATION

Goal: Work with the local communities in sharing information about future land use plans, future needs, and regional branding.

Objective #1: Request updated land use and zoning maps as needed from the cities, villages, and towns in order to stay up-to-date on land use changes.

Objective #2: Green Lake County staff should work closely with local officials to evaluate opportunities for collaboration on the development, interpretation, and enforcement of new or revised regulations.

LOCAL & REGIONAL ECONOMIC DEVELOPMENT

Goal: Encourage communities to work cooperatively to brand Green Lake County as a regional destination that contains quality natural resources, adequate services, an excellent labor pool, and sound infrastructure systems.

Objective #1: Welcome and support tourism as an important component of the local and regional economy.

Objective #2: Allow for innovation and creativity in ideas that may provide unique economic development opportunities.

1.3 Background Information

County History

In 1655, the French explorers, Radisson and Grosseilliers, ascended the Fox River to become the first Europeans known to have visited the region now known as Green Lake County. During the next twenty years, many French explorers and missionaries including Perrot, Jolliet, Marquette, Allouez, and Dablon passed through the area. The French discovered two large lakes and named them Grand Lac Vert and Petite Lac Vert when translated into English gave us the names of Big and Little Green Lakes.

No permanent settlers moved to the County until 1829 when Luther Gleason established a trading post and farm on the site of the present day Marquette. Seven years later Hiram McDonald built a sawmill on the Grand River in the Town of Mackford. In 1840, a group of settlers headed by Anson Dart established the first village in the County at the outlet of Big Green Lake. Other villages were soon platted. The County, in its present form, was created by an Act of the Wisconsin State Legislation on May 12, 1858.

Water resources played an important part in the development of Green Lake County. The Fox River was readily navigated and served to bring settlers into the region and to take their produce to the markets. The “Badger State”, a steamboat, traveled the Fox River from Berlin to Green Bay as early as 1849. The Village of Marquette at the east end of Lake Puckaway was an important shipping center for the entire region. Waterpower played an equally important role in the development. Nearly every modern day city or village grew around a sawmill or gristmill powered by water. Unlike many nearby counties, Green Lake County has long been an important recreational center. In 1867, David Greenway opened a summer resort, Oakwood House that catered to tourists from as far away as Chicago. Even today tourism is a leading factor in the economy within the County.

Source: Surface Water Resources of Green Lake County, WDNR, 1971

Demographic Profile

The population and demographic characteristics determine the need for development and redevelopment throughout the comprehensive plan. This section analyzes past and present population trends and attempts to predict future population trends for the County. These trends are extremely important since they are the key factors in determining the communities’ future needs for housing, utilities, transportation, educational, agricultural, natural and cultural resources. Tables reference is this element are included in Appendix A. For consistency purposes, these tables are identical to those used in the development of the *Green Lake County Farmland Preservation Plan*.

Finally, the demographic data for Green Lake County in the Issues and Opportunities Element is compared to the surrounding Counties – Fond du Lac, Marquette, and Waushara, and to the State of Wisconsin.

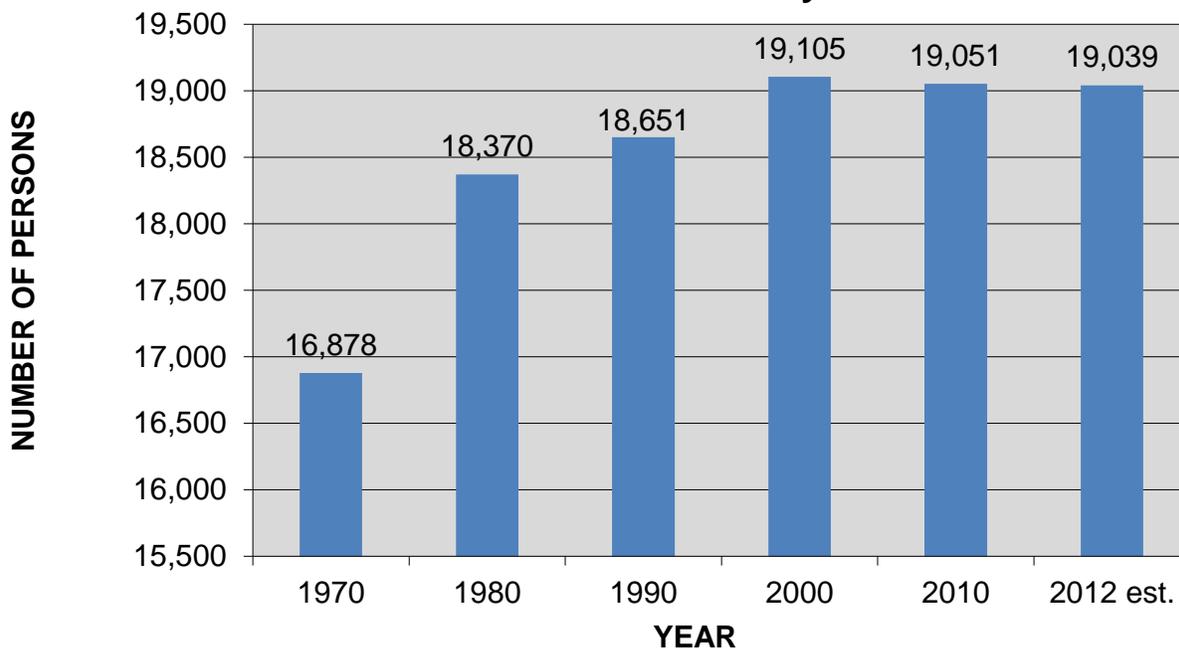
Population Characteristics

Historical Population Change (Table 100)

Overall the County has experienced an increase in population from 1970 until 2000, indicating a migration to Green Lake County historically. Only recently has the County experienced a decline in population. According to the U.S Census, the population for Green Lake County in 2010 was 19,051 persons, which is a decline of 54 people from the 2000 Census numbers. This constitutes a 0.3 percent decrease.

The surrounding counties, with the exception of Fond du Lac County, have fluctuated in population since 1970. Marquette County has experienced the same trend as Green Lake County with a decline in population since 2000. Waushara County, more recently, is predicted to experience a decline between the 2010 Census numbers and the 2012 estimate. Fond du Lac County, similarly to the State of Wisconsin, has continued to increase in population.

Figure 1-1 Historic Population Change - Green Lake County



SOURCE: U.S. Census: 1970 – 2010

Population Race and Ethnicity (Table 101)

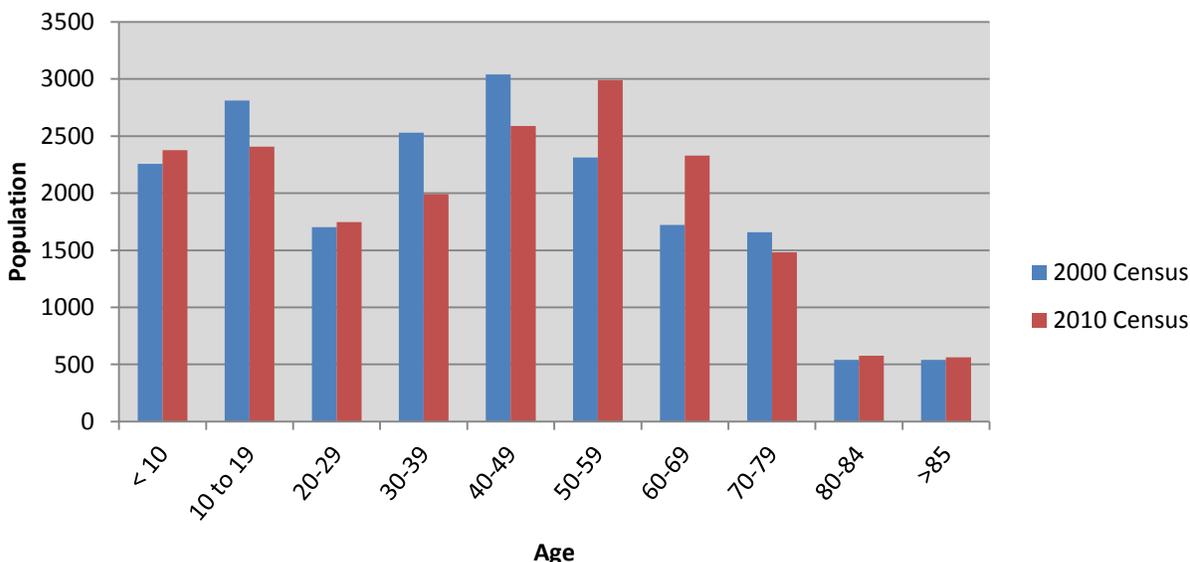
In 2000, Green Lake County was 97.8 percent white. By 2010, the County was more diverse by the slimmest of margins. The white race still accounted for 96.7 percent of the population. In 2010, the County had 52 American Indian & Alaska natives and 124 individuals that were two or more races. The number of Hispanics of all origins nearly doubled from 393 in 2000 to 743 in 2010 within the Green Lake County population. In comparison, Wisconsin was approximately 83 percent white in 2010.

Population Age and Median Age (Table 102)

In general, the residents of Green Lake County in 2010 were far above average in age compared to the state. The median age in the County was 46, compared to 39 within Wisconsin at the 2010 Census. The higher median age can be attributed to the greater percentages within the higher age brackets. 15.7 percent of County residents in 2010 were between the ages of 50 and 59, 12.2 percent were within their sixties and another nearly 8 percent were in their seventies. In comparison, Wisconsin had greater percentages in younger age groups, 13.3 percent of the State’s residents were between the ages of 20 to 29 in comparison to 9.2 percent of the County’s residents falling within this age range. Wisconsin was slightly higher in all age brackets from 0 to 49 and the County was higher in the age brackets from 50 to greater than 85 years.

About 9 percent of County residents in 2010 were in their twenties. In a statistically perfect world, the number of persons in each age category in 2000 would be the same in the next higher age group in 2010, plus or minus the percentage of population growth of the entire community. In actual fact, however, Green Lake County’s change of those between the age of 10 and 19 and those in their twenties was a *decline* of 1,064 persons, almost a 38 percent decrease. This means the County is not retaining their children as they become adults.

Figure 1-2 Population Age



SOURCE: U.S. Census: 2000 and 2010

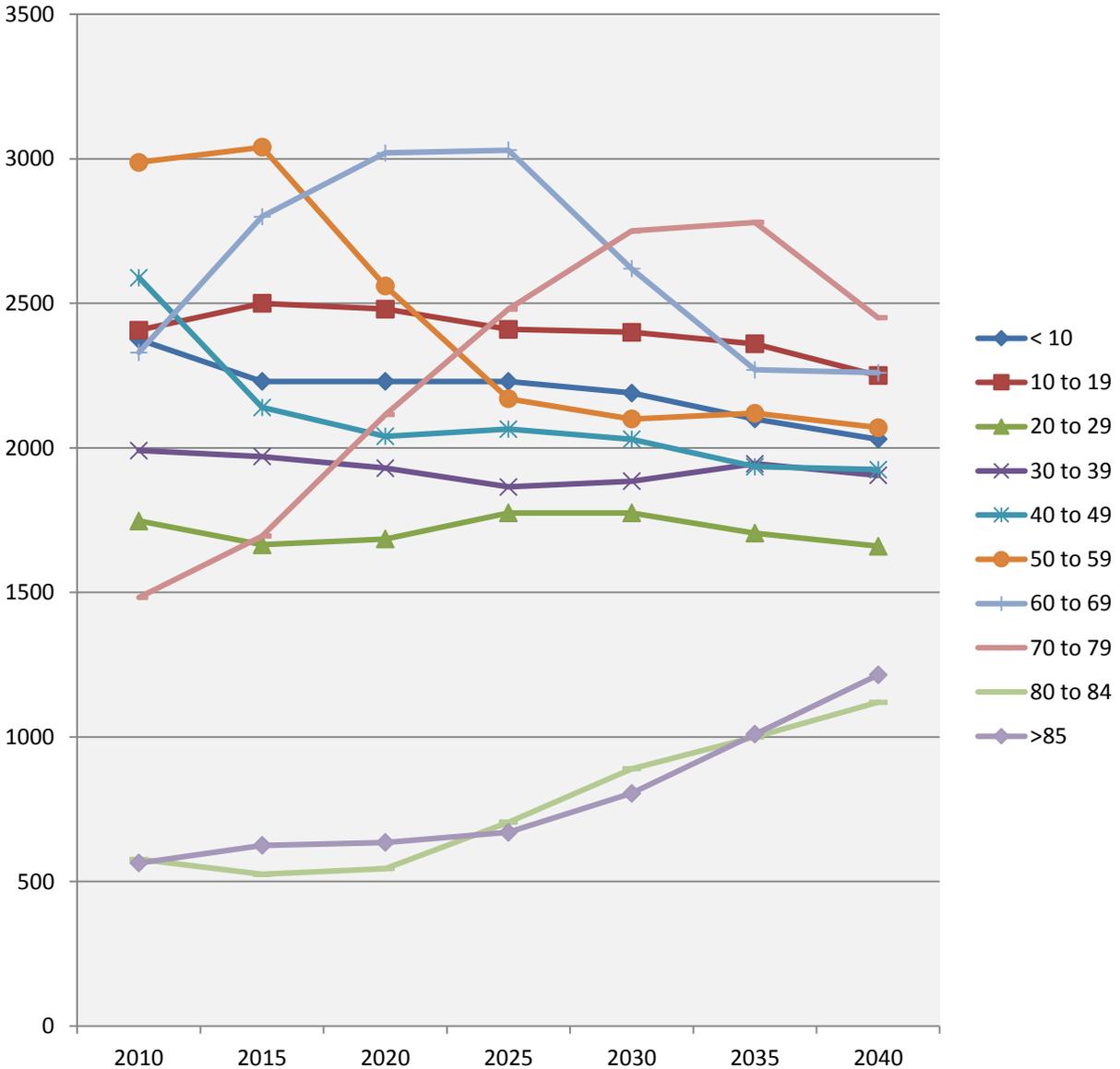
Population Projections

Population Projections (Table 103)

Projected populations from the Wisconsin Department of Administration Demographic Services Center for Green Lake County can be found in Table 103. Projections show a plateau of approximately a 0.5% increase in population over the next 20 years. Over the time period from the 2010 Census population totals to the predicted population of 2040, the County is expected to increase in population until 2030 where it will then enter into a steadily decline in population through 2040. The counties of Fond du Lac and Waushara are projected to increase in

population through 2035 and then have a slight decrease from 2035 to 2040. The predicted projections for Marquette County are aligned with those predicted for Green Lake County. Wisconsin’s population is projected to increase through 2040, but with a slower growth rate from 2035 to 2040.

Figure 1-3 County Projections by Age Group, 2010 to 2040



SOURCE: WI-DOA Official Population Estimates & Projections.

Municipal Population Projections (Table 105)

Table 105 further breaks down population projections within the County by city, village and town. With the exception of the City of Berlin, the cities and villages within the County are projected as having a decrease in population from the 1990 Census count to 2040. The Village of Kingston experienced an almost 17 percent decrease from 1990 to 2000, with a large bounce

back from 2000 to 2010. The Village is projected to experience slow growth until 2035 with a dip to just above the 2010 Census numbers in 2010. The towns of Kingston, Manchester, and Marquette are projected as having a steady increase in population, whereas the Town of Green Lake and Mackford are projected as having a steady decline in population. The remaining towns are predicted to have fluctuating population totals.

Household Projections

Household Projections (Table 104)

The number of households in Green Lake County (households include unrelated persons) is projected by the Wisconsin Department of Administration Demographic Services Center to increase by approximately 6 percent between 2010 and 2040. The growth for Green Lake County will be between 2010 and 2030 with a decline in households from 2030 to 2040. In comparison to surrounding counties and the state, all other locations are predicted to experience an increase through 2035, with only Marquette County predicting an increase through 2040. Wisconsin is projected as having a steady increase in households through 2040.

According to the WDOA, the average number of persons per household is projected to decrease by more than 7 percent, from 2.38 in 2010 to 2.20 in 2040. This average number of persons in 2010 is very similar to the surrounding counties and slightly lower than the state.

In most municipalities throughout Wisconsin and even the United States, the average number of persons per household will steadily decline in the next several decades. This is due to, among other factors, a high divorce rate and couples waiting longer to have their first child. A declining number of persons per household means more housing units will be needed for the population than if the average number of persons per household had remained stable. It also indicates a trend of fewer school age children, which will continue to strain school budgets.

Income Characteristics

Median Income (Table 106)

The median income for *households* in the County in 2009 was \$47,624. This is slightly lower than in the State of Wisconsin. Likewise, Green Lake County also had a lower median income for *families* in 2009 than the state, with a median of \$61,232. Median household income in the County increased by 20.7 percent between 1999 and 2009, and family income increased by more than 30 percent over the same time period.

Household Income (Table 107)

The slightly lower average household income in Green Lake County is further illustrated in Table 107. Approximately 36 percent of Green Lake County households in 2009 had incomes ranging from less than \$10,000 to \$34,999, with another 37 percent having household incomes between \$35,000 and \$74,999. About 35 percent of households in Wisconsin had household with incomes between \$35,000 to \$74,999 and 35.7 percent of households had incomes less than \$35,000. About 13 percent of households for the County were in the income bracket of \$100,000 or more in comparison to 16 percent of households of the state.

Per Capita Income (Table 108)

Per capita income of \$24,973 in Green Lake County in 2009 was slightly lower than Wisconsin (\$25,458). The rate of increase in per capita income in the County from 1999 to 2009 was significantly higher (31.3%) than the state (19.7%).

Poverty Status (Table 109)

(Definition of “poverty” varies; example is income level of \$11,888 in 2013 for one person) see <http://www.census.gov/hhes/www/poverty/about/overview/measure.html> for more details.

The proportion of individual *persons* in Green Lake County in 2009 that were officially living in poverty was 10.3 percent. This was lower than in Wisconsin which had a poverty rate of 12.4 percent. In regards to the proportion of individual families in Green Lake County in 2009 that were officially living in poverty was 6.6 percent. Again, this was lower than in Wisconsin. Poverty levels for persons and families increased between 1999 and 2009 in the County and Wisconsin.

Employment Characteristics

Labor Force (Table 109)

The unemployment rates in Green Lake County and Wisconsin have a very similar history from 2000 to 2010. Green Lake County increased 5.5 percent from 2000 to 2010 with the economic recession that hit in 2008, as did Wisconsin experience a 4.9 percent increase. However, it should be noted that unemployment rates have dropped substantially since the 2010 Census and have ranged on average from 5% to 6% statewide in late 2014.

Employment of Residents by Type of Industry (Table 111)

The number of employed Green Lake County residents age 16 and over (irrespective of their place of employment) stayed relatively constant from 9,645 in 2000 to 9,780 in 2010, a 1.4 percent increase. Employment in Wisconsin increased by about 2.6 percent in the same time period.

The highest percentage of employed residents of the County in 2000 was in the services industry followed closely by the manufacturing industry. In 2010, the services industry increased by nearly 13 percent and consisted of the highest percentage of employed residents at 36.5 percent. The manufacturing industry remained the category with the second most employed residents at almost 24 percent. This was a six percent decline for the industry. Following manufacturing and services industry in 2010, residents were employed in retail trade and the construction industry. By 2010, these industries experienced a decline of employed residents. The transportation and utilities industry experienced the largest growth for the County with a 23 percent increase from 2000 to 2010 and the wholesale trade industry had the greatest decline, with 38.4 percent. With the exception for the similar increase in the services industry from 2000 to 2010, Green Lake did not align with the increases and decreases experienced by the state.

Employment of Residents by Type of Occupation (Table 112)

When analyzing Table 112, it is important to note that, between the 2000 and 2010 Censuses, the categories for the types of occupations held by the residents of the County and State changed slightly. In 2010, farming, fishing, and forestry was combined under natural resources with construction and maintenance.

In 2010, approximately 25 percent of employed residents of the County had *management, professional and related* occupations. Another 22 percent held *sales and office* positions, as well as *production, transportation, and material moving* positions. Green Lake County remained relatively constant within the percentages of each category from 2000 to 2010.

Management, professional and related occupations were also highest in Wisconsin, but the respective percentages varied greatly. The second highest occupation was *sales and office* followed by *production, transportation, and material moving* occupations.

Industry of Employed Persons (Table 113)

Twenty-five percent of employees age 16 and over in Green Lake County in 2010 (regardless of their place of residence) worked in the *education and health services* industry. Another 19.3 percent worked in *trade, transportation and utilities* industries. The third highest employment was in *Manufacturing* with 19 percent. The highest three state-wide categories were the same as the county categories, but with different percentages.

Fox Valley Wisconsin Workforce Development Area Industry Employment Projections (Table 114)

This table further breaks down the industry trends for the Fox Valley area.

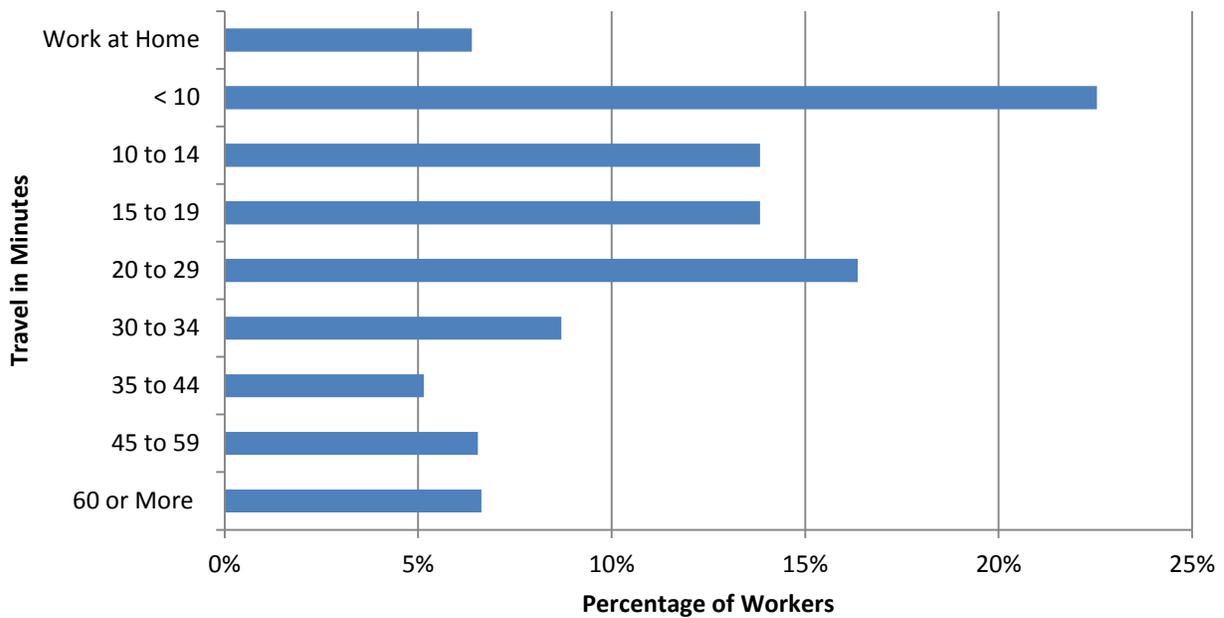
Average Weekly Wages (Table 115)

The highest paying jobs in Green Lake County in 2010 were in the *construction* and *Professional and Business Services* industries, followed by those in *financial activities* industry. Whereas, the lowest paying jobs in Green Lake County in 2010 were in the *leisure and hospitality* and *other services* categories. These two categories were also the lowest paying jobs in Wisconsin. In comparison, Wisconsin's highest pay job category was the *financial activities* industry, followed by *information* and *manufacturing* industries. The *construction* industry ranked fourth in the State.

Travel Time to Work (Table 116)

Overall, the time employed residents of Green Lake County traveled to get to work in 2010 was generally shorter than in Wisconsin. In 2010, about 44 percent of employed Green Lake residents drove less than 14 minutes to work compared to about 36 percent in Wisconsin. The percentage of residents of the County traveling between 20 and 35 minutes to work was 26.3 percent compared to the nearly 32 percent for the state. Since 44% of the working population travels less than 14 minutes to work, this statistic would indicate that the largest single commuting population in the County is probably working within the County limits. Other employment opportunities, when commuting a short distance out of the County would most likely be found in the City of Ripon.

The number of residents working from home dropped by 2.1 percent from 2000 to 2010, whereas Wisconsin had 0.3 percent more employed working from home.

Figure 1-4 Travel Time to Work

Education Characteristics

Educational Attainment (Table 117)

Table 117 calculates the educational attainment of residents of Green Lake County in 2010 that were age 25 and older. Overall, the educational attainment of the residents of the County was slightly lower than Wisconsin.

From 2000 to 2010, residents of the County were becoming more educated overall, however the County residents were slightly higher in the lower education percentages and lower in the higher levels of attainment than the state. Green Lake County had 4.6 percent of residents having less than a 9th grade education in 2010, compared to 3.5 percent in the state. The County had a higher percentage of residents earning a high school diploma than the state, however fewer a fewer percentage went on for college education. Approximately 44 percent of County residents went on for higher education compared to 56.4 percent of residents of Wisconsin.

The level of education in Green Lake County in 2010 improved from what it was in 2000. About 28.3 percent of residents had attended one to three years of college in 2010, compared to 25.5 percent in 2000. Almost 17 percent had attended college for four or more years in 2010, while only 14.5 percent had in 2000.

Chapter 2 – Land Use

2.1 Land Use Planning Approach

When trying to maximize a community's or region's potential, it's best to build off of its strengths. In Green Lake County, that's its agriculture and natural resources heritage. Whether it's Big Green Lake, the White River Marsh or the fertile agricultural soils of the Mackford region, these natural resources have long been treasured by residents and tourists alike. That said, it makes the most sense to establish a future land use plan for Green Lake County that preserves these areas as a top priority for future generations as an economic, recreational and quality of life benefit.

On the other hand, incorporated communities (villages and cities) within the County may have slightly different goals. That said, each of these communities will be responsible to update their individual comprehensive plans. For the purposes of this planning effort, future land use within incorporated areas was taken from each community's current comprehensive plan. Areas outside of incorporated borders have been addressed through this planning effort.

Planning from the Outside-In

Planners have long taken the approach to land use planning that future development would grow out of the established core of developed incorporated communities (cities and villages). Land within the path of development would be consumed for more intensive-type land uses (residential, commercial, industrial). This approach is certainly valid for growing communities as they plan their infrastructure and service systems, but it does little to preserve the value of natural resource type land uses which Green Lake County residents value. This approach also assumes that land used for undeveloped purposes doesn't hold the same economic value as developed land. In addition, many future land use plan maps for cities and villages grossly overestimate the actual land required to accommodate future growth. Often, the intent is to hold back the encroachment of incompatible agricultural use and make it ready for accommodating development.

Land use planning for counties is much different. Towns (unincorporated communities) lack the infrastructure (public water and sewer systems) to accommodate more intensive type land uses. Non-agricultural related residential developments are often located on larger lots that can accommodate individual wells and on-site wastewater treatment systems. In addition, scattered non-agricultural related development can create barriers to agricultural expansion and profitability.

A better approach to land use planning for counties is to "Plan from the Outside-In". Basically, this approach gives all land equal value and establishes future use based on the strengths of the features of the land. Current or existing land use plays a big part in determining future use. The reason for this is current land use has weathered economic challenges (most recently a recession) and stands a greater chance of carrying that use forward into the future. Changes from the existing land use pattern are considered in certain locations but are driven by how the local town interprets pressure (or market) for that change and what services it may require. Should unique land use opportunities arise, they will most likely be addressed on a case-by-case basis and be weighed against compatibility with existing uses around them.

Green Lake County was given a unique opportunity to execute the “Planning from the Outside-In” approach. Since most of Green Lake County is rural by nature and heavily influenced by farming, it was determined that the farmland preservation plan should be developed first and then incorporated into the updated comprehensive plan.

When the Green Lake County Comprehensive Plan was originally adopted in 2003, it was developed through a composite of local community plans. Under this previous planning effort, “Agriculture” was classified as a general land use type. No specific preservation strategy was identified. In addition, the planning effort provided no criteria for the rationale to determine farmland preservation areas.

However, by conducting the farmland preservation plan effort first, integration was seamless as the areas designated for farmland preservation were used to create the “Agriculture” future land use classification within the county comprehensive plan update. This agriculture classification encompasses over 76% (92.5% of the unincorporated area) of the County’s land area giving the comprehensive plan update process increased credibility in projecting future land use. The identified farmland preservation areas have been transferred to the Future Land Use Plan Map (Map 3) within the *Green Lake County Comprehensive Plan* update ensuring “consistency” between the two planning documents. Implementation of future agricultural use has taken on far more importance and will be directed by the *2015 Green Lake County Farmland Preservation Plan* and subsequent *Green Lake County Code* which includes the Zoning Ordinance.

In the spirit of cooperation, the farmland preservation plan development process worked closely with Towns on the preservation criteria and presented criteria options for their input. All Towns participated and responded. Presentations were made on two separate occasions at the Green Lake County Town Unit meetings sponsored by the Wisconsin Towns Association. Review instructions were given to Town Leaders at those meetings.

The result of this planning approach has created a Future Land Use Plan Map that:

- a. Has incorporated input and has been endorsed by all Towns within the County
- b. Represents a better reality for attaining the projected future land uses within the County
- c. Uses an established criteria for farmland preservation planning
- d. Elevates agriculture and natural resource features as a future land use type (not just a holding area for future development)
- e. Accommodates agricultural related business as an economic opportunity
- f. Makes incorporated communities (cities and villages) more accountable for their land use projections around their borders
- g. Meets the projected growth needs of the County

2.2 Current Land Use (2015)

As part of the Comprehensive Plan process, the General Land Use Map from the previous planning effort was updated. The map update effort was completed by Green Lake County Planning & Zoning Department staff. Table 2-1 shows the results of the update effort. The

majority of the land use in Green Lake County is in agricultural or vacant land use. Intensive type land uses, (residential, commercial, etc.) account for about 13.7% of the County total.

Map 2, "General Land Use", shows the location of the existing land uses within the borders of the County. Residential developments are primarily clustered within the incorporated areas and around the lakes. The majority of local businesses are located within the incorporated municipalities as well. There is some scattered commercial development throughout the rural portions of Green Lake County. Some are home-based businesses but have been classified as residential.

Areas adjoining the lakes have seen the most changes and have the greatest possibility of growing more rapidly. While not expecting great change, it is important to plan for the future and try to identify the types, sizes, and locations for future uses before they grow into a greater concern or cause conflicts with existing uses.

For additional information on existing land use within the County, see Section 3.1 of the *Green Lake County Farmland Preservation Plan*.

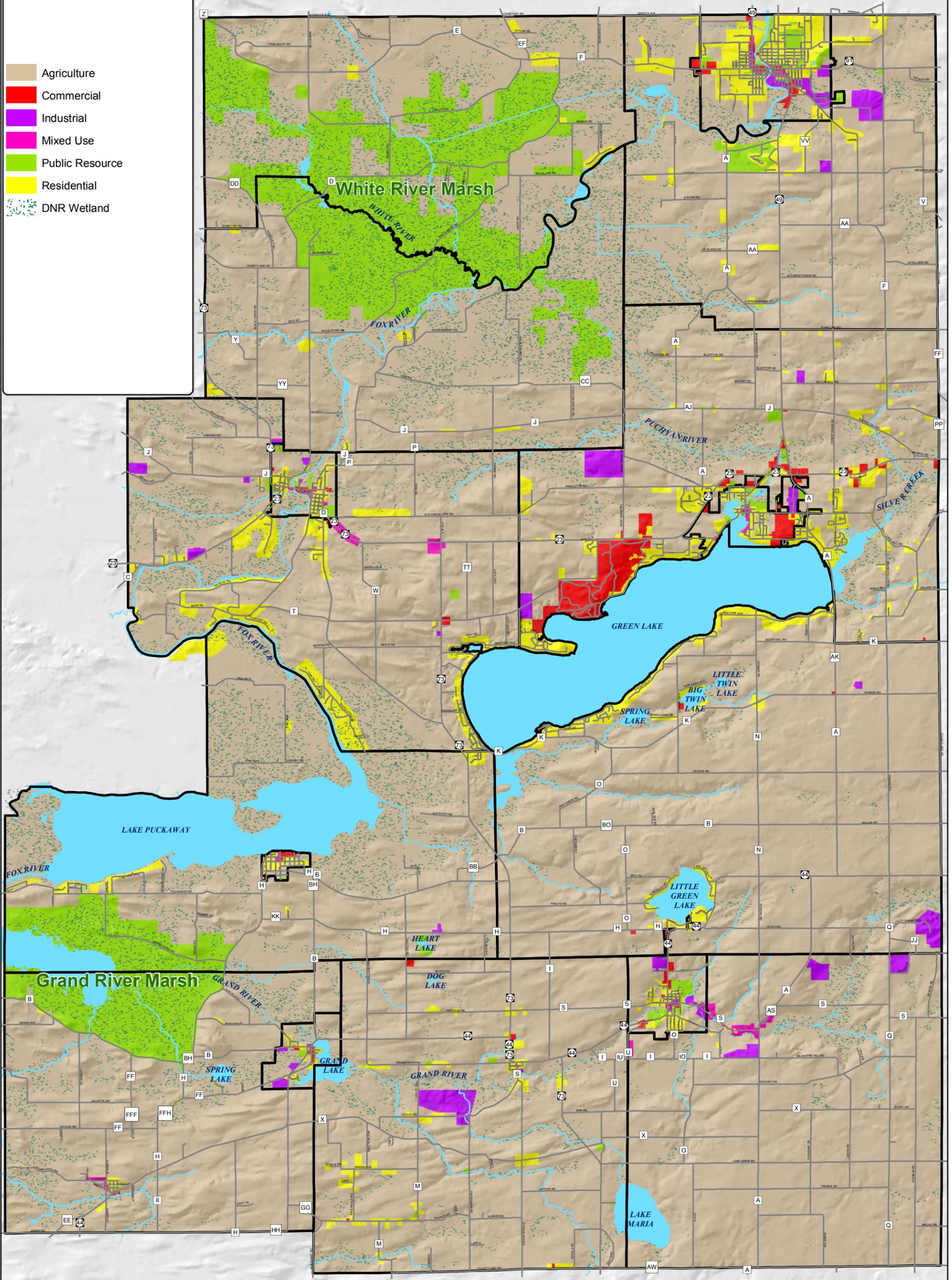
Table 2-1
General Land Use, Green Lake County, 2015

<u>Land Use</u>	<u>Acreage</u>	<u>Percent of Total</u>
Residential	10,240	4.2%
Commercial	1,920	0.8%
Industrial	1,920	0.8%
Mixed Use	640	0.3%
Public, Government & Parks	18,560	7.6%
Water Features	19,200	7.9%
Agricultural/Vacant	190,720	78.4%
Total	243,200	100.0%

Source: Green Lake County Planning & Zoning Department

**Map 2
Existing Land Use**

- Agriculture
- Commercial
- Industrial
- Mixed Use
- Public Resource
- Residential
- DNR Wetland



2.3 Land Use Trends

For a detailed discussion on land use trends within Green Lake County, please see Sections 3.4 and 4.1 of the *Green Lake County Farmland Preservation Plan*.

2.4 Land Use Projections

Projecting land use types is often driven by historic performance. Factors such as economic health, increases in population, housing preferences and tourism influences are often key factors that drive land use change.

With the County being relatively small and not containing or being located too closely to a large urban population, the County's population is expected to remain relatively stable, as is common with other rural communities of its size. The density of the County can be defined as taking the total acreage, minus surface water, divided by the total population.

Having a population of 19,051 people and the County consisting of 242,200 acres, the density equates to approximately 1 person per 12.7 acres.

However, if land use trends and preferences are changing, looking too far back as the basis to project future growth may not be an accurate or even a "visionary" approach. For example, it's increasingly clear, the Millennial generation (early to late 20s of age) bring with them different perspectives. This generation (the largest of all generations by population), drive less, are attracted to larger urban environments and have more interest in rental housing than any of the previous generations. Contrary to that trend, is an agricultural industry that has invested significantly in support infrastructure and now requires a larger land base to support it.

What does that mean for rural Green Lake County in the future? Probably far less demand for land to accommodate uses such as single-family housing or other related development than projections based historical data would suggest.

Section 4.3 of the *Green Lake County Farmland Preservation Plan* discusses the conversion of agricultural land to other uses (Please consult this section for more information). Basically, this section reveals two sources of conversion:

1. The Wisconsin Department of Revenue (WDOR), which estimates a conversion of farmland to other uses at 4,380 acres between 2007 and 2012.
2. Green Lake County Planning and Zoning Department CSM and platted lot activity throughout the County from 2005 to 2014 which revealed a loss of 1919 acres through land divisions. That acreage total included 758 lots averaging 2.2 acres.

There appears to be a large discrepancy in the amount of farmland lost or converted to other uses between the two methods. The WDOR numbers are defensible strictly from a land use (assessment) stand point. But the figures can change annually without any impact of land division activity. Tracking land division activity includes a number of land use assumptions that may or may not occur (i.e. a lot created is not farmed) but the numbers do represent a perceived change in land use. It also measures the assumption that land divided is less conducive to future agricultural activity.

Please note that all lots created are not for residential type uses only. Lots created for commercial, industrial and institutional type uses also utilize land for development and often require larger parcel acreage. In addition, not all land utilized for lot creation may have been farmland. Also, one cannot assume all the acreage utilized to create lots and parcels, has been lost entirely to the practice of farming although the fragmentation of land is never conducive to the long-range benefit of agricultural activity. Tracking land division activity is a useful barometer in gauging non-farm development activity.

From a general perspective, towns in Green Lake County, located to adjacent incorporated communities (i.e. Cities of Green Lake, Princeton & Berlin), lost more acres to lot creation than those more rural in nature. Again, this could be classified as an expected occurrence.

Relative to land use projections, this historic data can give the County a representative sample for which to project change. The data provides a good barometer of market forces at work. In this case, land that is being taken out of farmland and natural resource use and transitioned into more of a developed, intensive land use type.

That said, the County could expect each future land division to consume an average of 2.2 acres. Over the past 10 years, (2005-2014), an average of 75.8 land divisions have occurred per year. This equates to a loss of 166.78 acres annually. Carrying this ratio forward as a projection, it is possible 3,335 acres could be converted to other types of land uses. Again, it is highly unlikely all acres converted into lots will be farmland and not all of the converted land into lots will be lost to the practice of farming. However, in developing the Future Land Use Map, an effort should be made to align the amount of land targeted for conversion (growth to other intensive forms of development) with the amount of land projected for growth on the Future Land Use Map.

Green Lake County future growth projections are expected to follow historic patterns, with population centers remaining within the incorporated areas and the towns to remain largely rural. However, there is a case to be made that with changing demographics and housing preferences, the demand for land to convert to other uses may wane. The County has also experienced, through land sales, a resurrection of sorts of land being put back into agricultural use and management. When considering these factors, it becomes evident that a relatively stable population over the next 20 years will lead to stable population densities throughout the County or perhaps dropping even lower.

2.5 Future Land Use Plan (Map 3)

As previously stated in Section 2.1, Green Lake County elected to pursue the “Planning from the Outside-In” approach in developing the Future Land Use Map (Map 3). Since most of Green Lake County is rural by nature and heavily influenced by farming, it was determined that the farmland preservation plan should be developed first and then incorporated into the updated comprehensive plan.

This approach makes logical sense. The process used to create the Future Land Use Map included incorporating all the land identified as “Agriculture and Agriculture Related Use” (light brown) on Map 4 of the *Green Lake County Farmland Preservation Plan* and placing it under the “Agriculture” classification of the Future Land Use Map (Map 3) of the *Green Lake Comprehensive Plan*. This action immediately makes both plans consistent relative to future

agricultural use. Projected agricultural land is expected to continue in agriculture for at least a 10-year planning period.

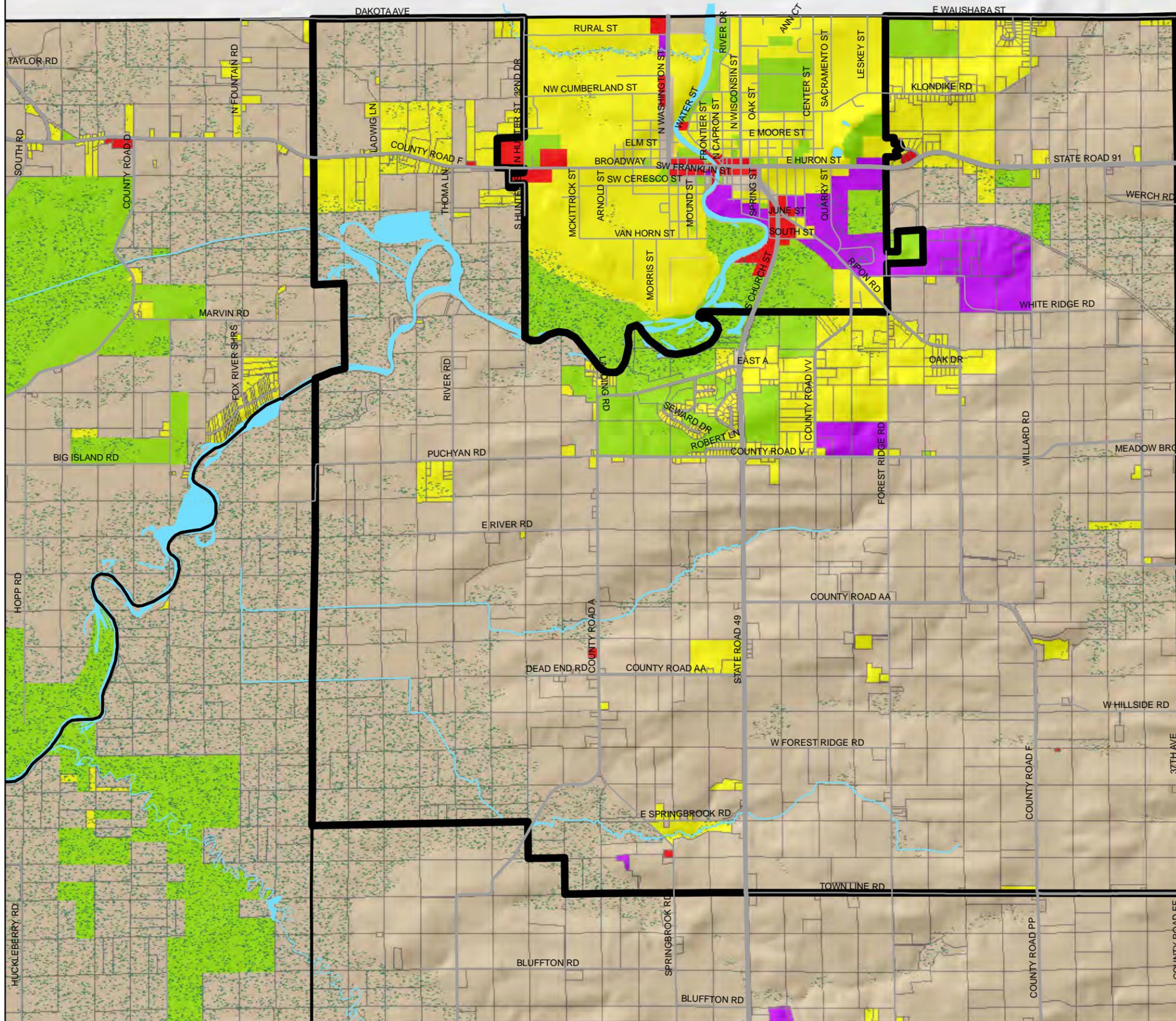
Map 4 within the *Green Lake County Farmland Preservation Plan* also shows areas of “non-agricultural development” (dark brown). These are areas where agricultural activity as a major focus, is not anticipated to occur. These areas have been designated another future land use type. As part of the Future Land Use Map development process, Towns were asked to review their existing plans and propose future uses for the non-agricultural areas. This action was successfully completed and in most cases, was consistent with the 2003 Comprehensive Planning effort. As part of this process, ten individual town Future Land Use Maps were developed (See Maps 3A to 3J). These maps provide more detail than the smaller scaled Map 3 but contain the exact same information.

It should be noted that some acreage in towns were actually placed back into the “Agricultural Use” category from the 2003 planning effort due to ownership changes. In most cases, it was land that was purchased by existing agricultural land owners wanting to expand their land base.

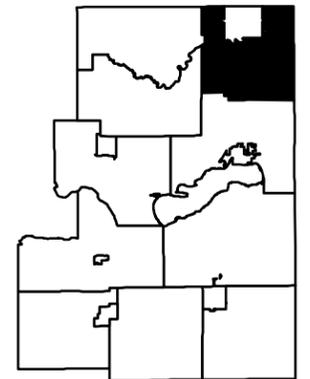
As demonstrated by Map 3, conducting the farmland preservation plan effort first and integrating the result was seamless. This agriculture classification encompasses over 76% of the County’s entire land area (92.5% of the unincorporated areas) giving the comprehensive plan update process increased credibility in projecting future land use.

Based on review by each respective Town, Table 2-2 shows the amount of acreage designated for each future land use type out to the Year 2035 as shown on Map 3. Over the 20-year planning period, the County can expect a continued conversion of some agricultural land to other non-farm related uses as indicated by the historic past. However, it is recognized that Map 3: Future Land Use, is optimistic in forecasting the conversion or change. Much of this land will likely not be converted and will stay in its current use.

**Future Land Use
Green Lake County, WI
TOWN OF BERLIN**



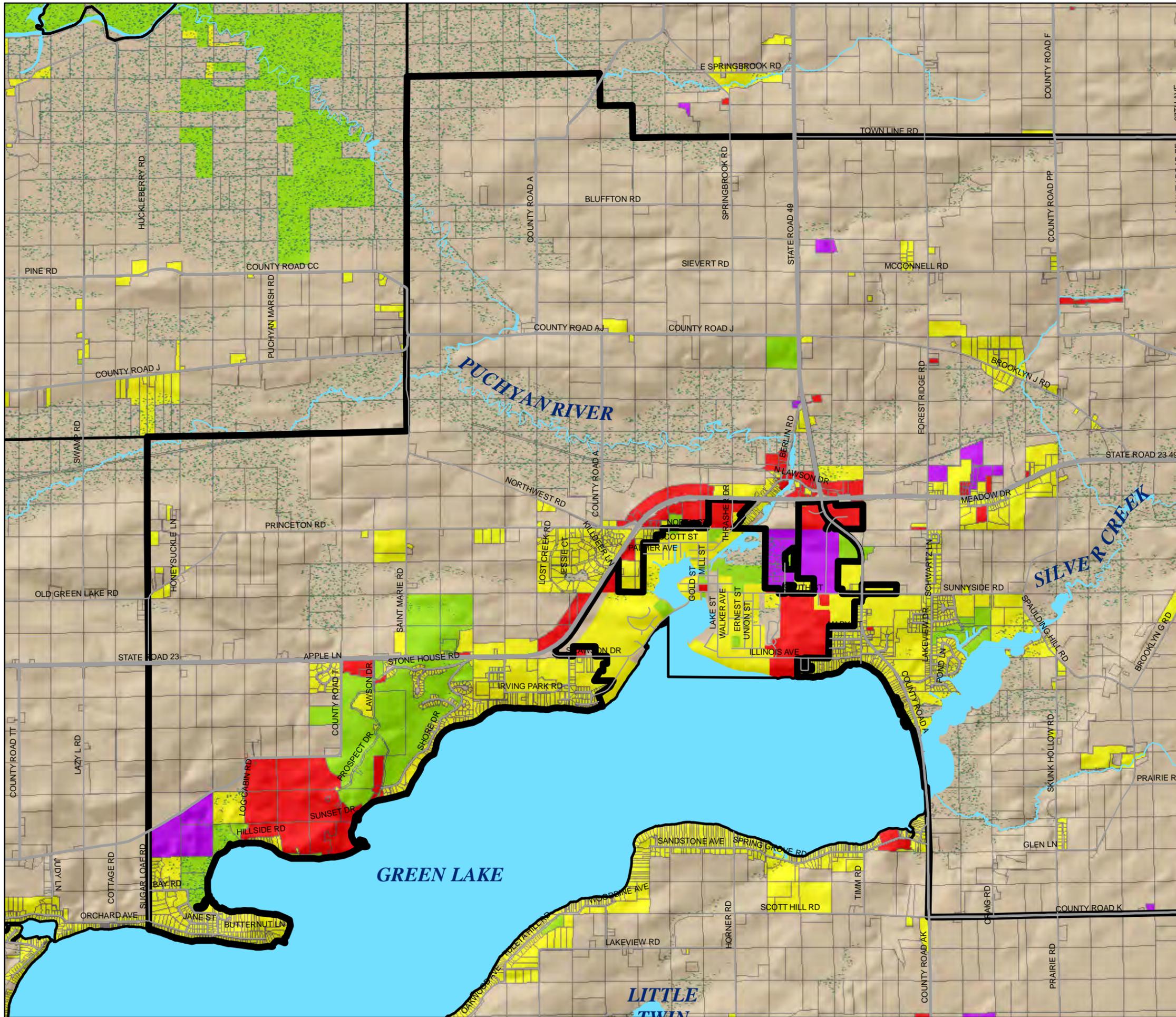
-  Agriculture
-  Commercial
-  Industrial
-  Public
-  Residential
-  DNR Wetland Overlay
-  State Road
-  County Road
-  Local Road
-  Municipal Boundary
-  Lake or River



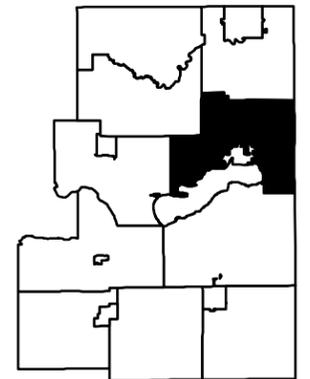
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Future Land Use
Green Lake County, WI
TOWN OF BROOKLYN



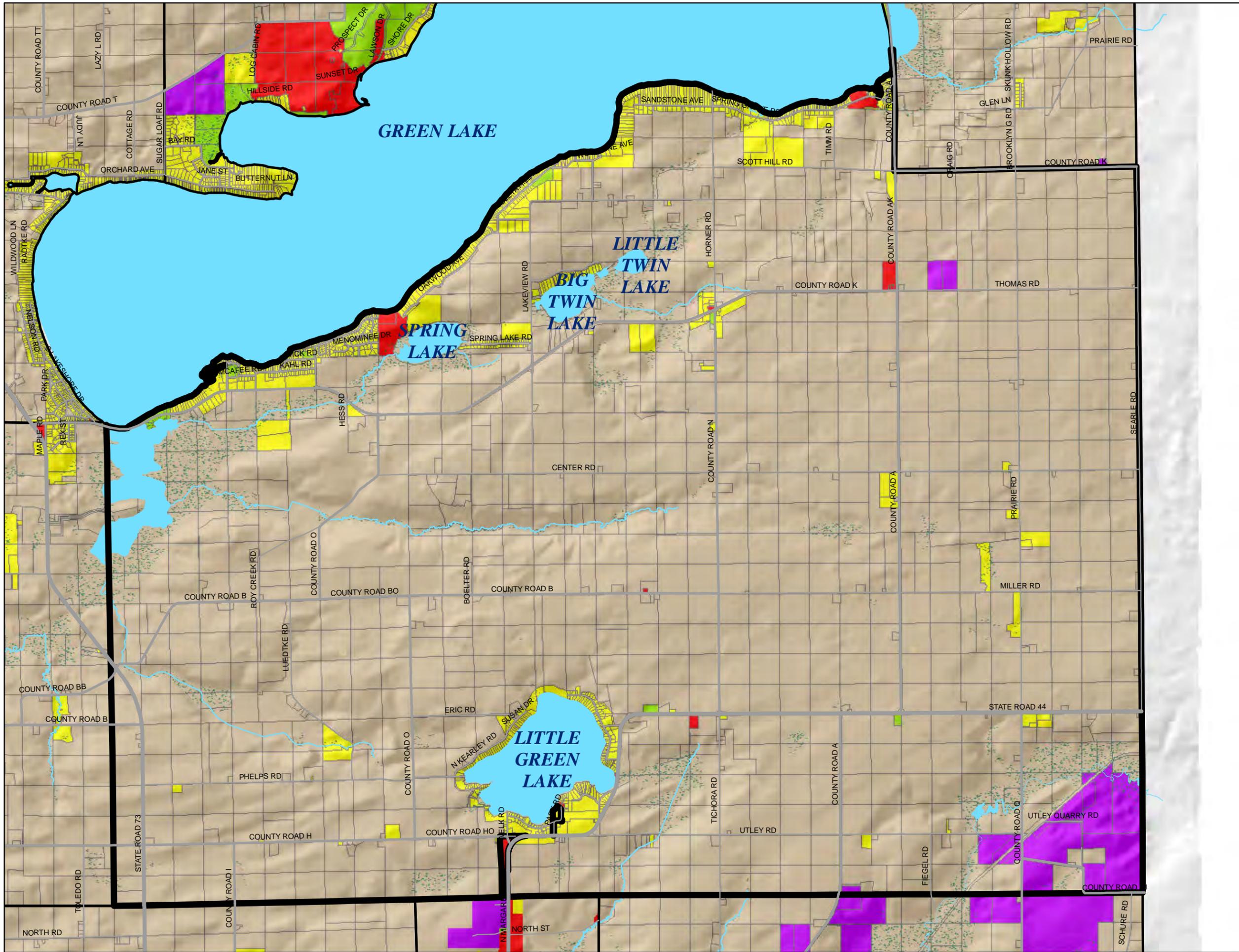
- Agriculture
- Commercial
- Industrial
- Public
- Residential
- DNR Wetland Overlay
- State Road
- County Road
- Local Road
- Municipal Boundary
- Lake or River



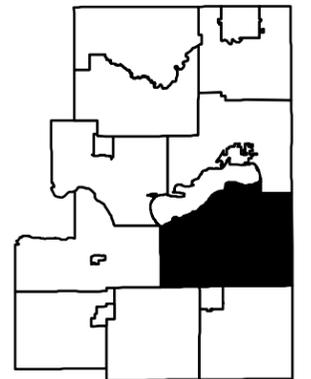
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**Future Land Use
Green Lake County, WI
TOWN OF GREEN LAKE**



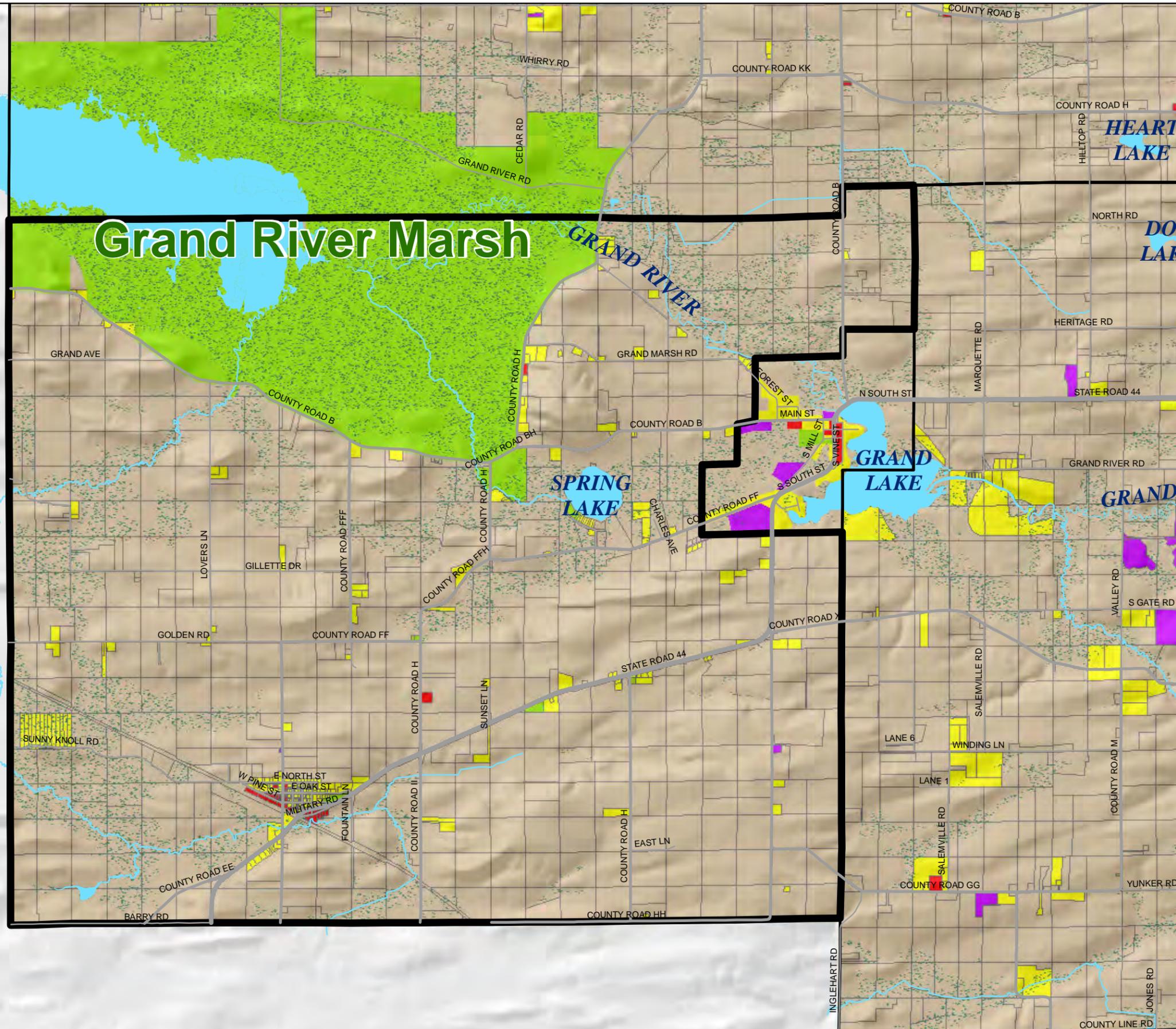
- Agriculture
- Commercial
- Industrial
- Public
- Residential
- DNR Wetland Overlay
- State Road
- County Road
- Local Road
- Municipal Boundary
- Lake or River



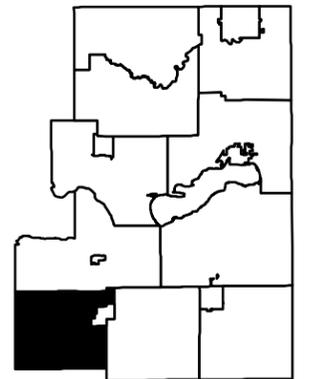
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**Future Land Use
Green Lake County, WI
TOWN OF KINGSTON**



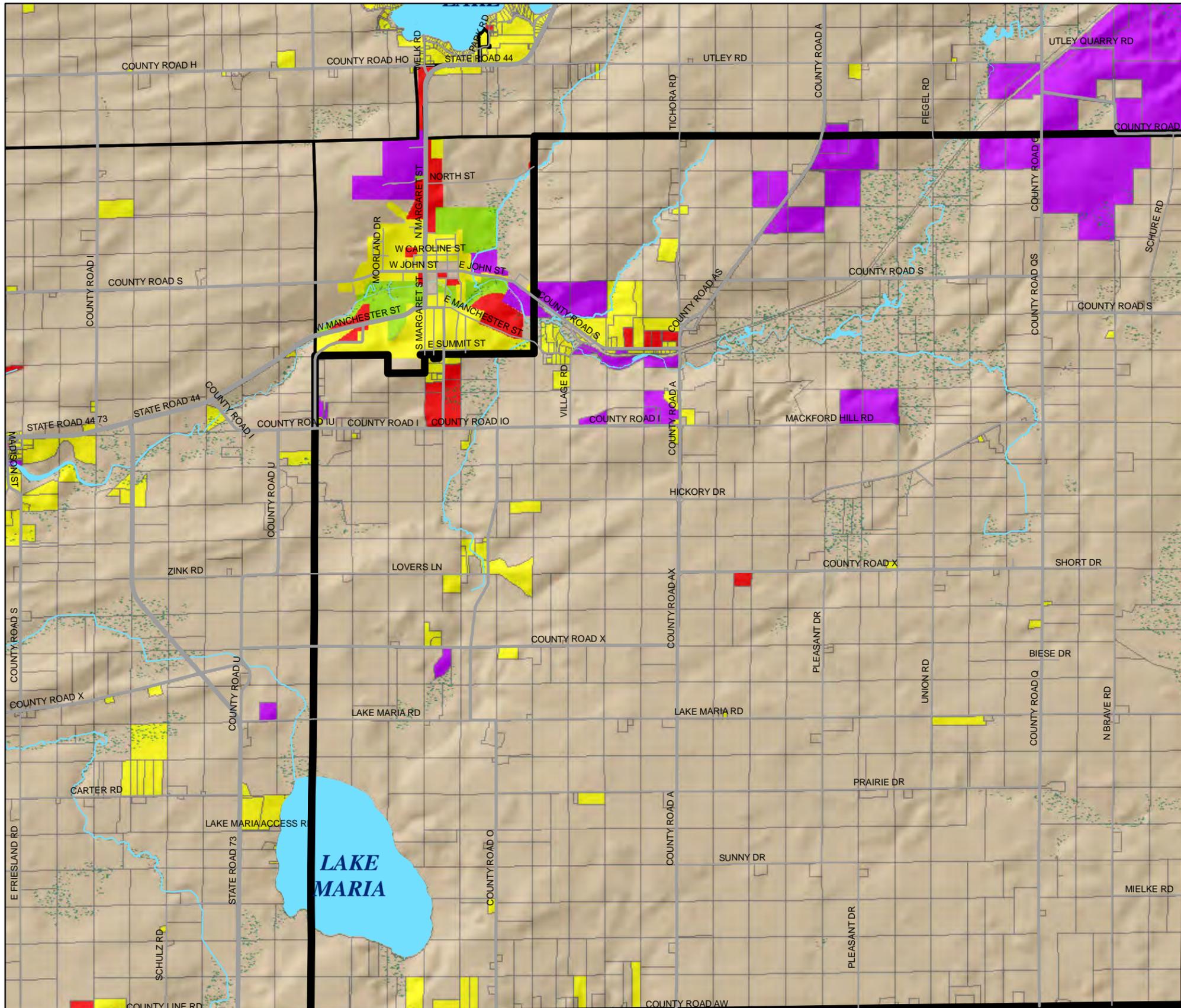
- Agriculture
- Commercial
- Industrial
- Public
- Residential
- DNR Wetland Overlay
- State Road
- County Road
- Local Road
- Municipal Boundary
- Lake or River



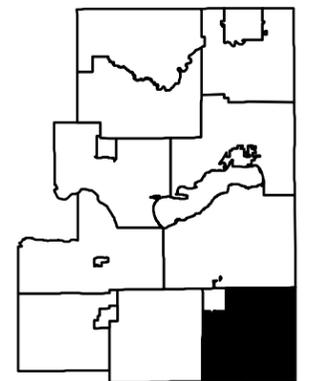
0 0.75 Miles



Future Land Use
Green Lake County, WI
TOWN OF MACKFORD



- Agriculture
- Commercial
- Industrial
- Public
- Residential
- DNR Wetland Overlay
- State Road
- County Road
- Local Road
- Municipal Boundary
- Lake or River

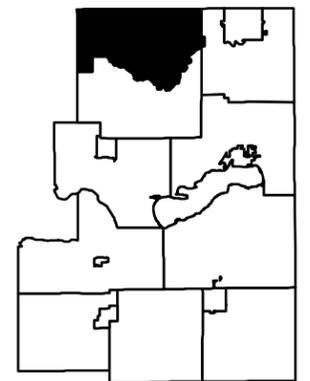


0 0.75 Miles



Future Land Use
Green Lake County, WI
TOWN OF SENECA

- Agriculture
- Commercial
- Industrial
- Public
- Residential
- DNR Wetland Overlay
- State Road
- County Road
- Local Road
- Municipal Boundary
- Lake or River



0 0.75 Miles

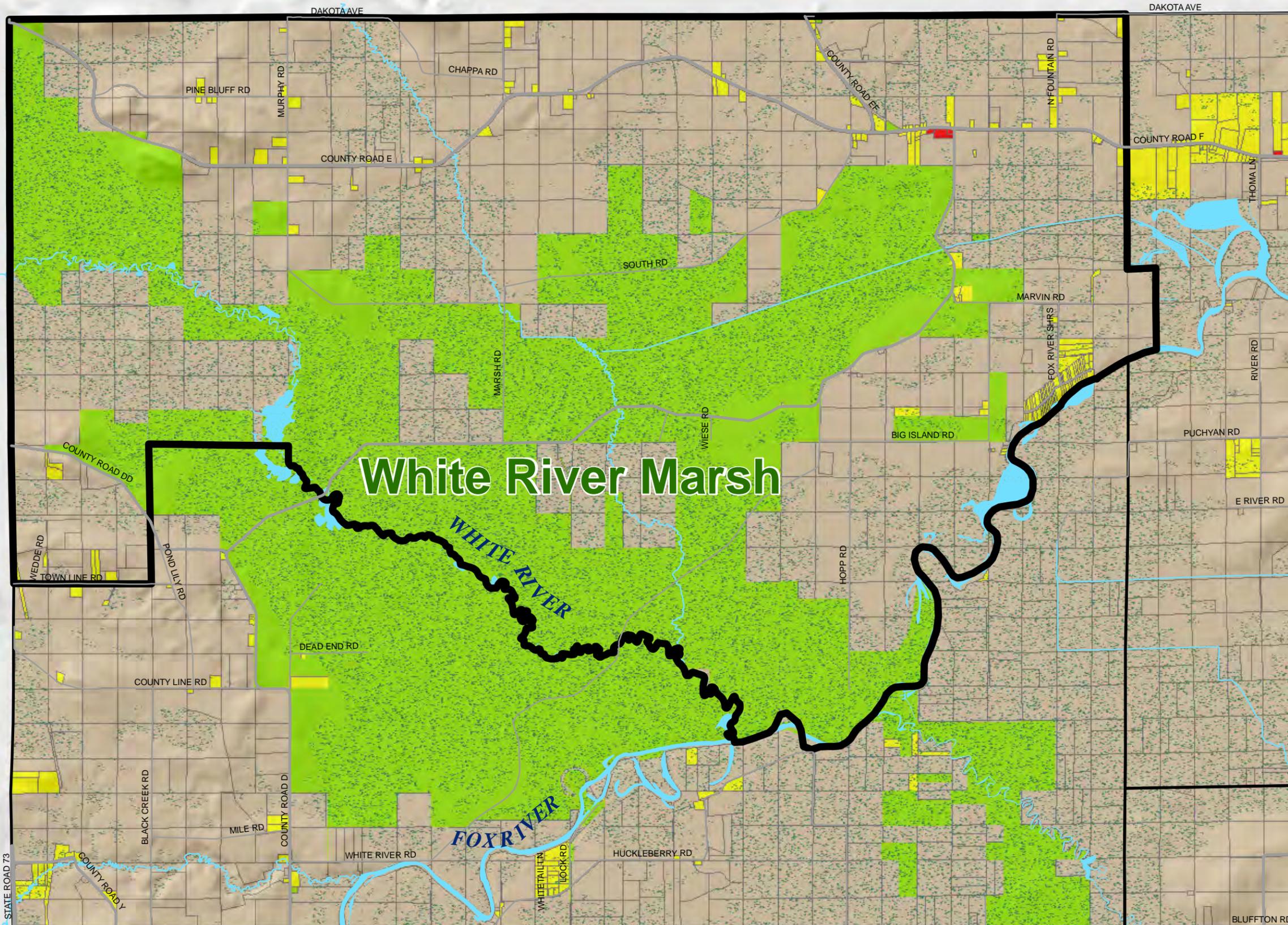


Table 2-2
Future Land Use, Green Lake County, 2035

<u>Land Use</u>	<u>Acreage</u>	<u>Percent of Total</u>
Residential	15,000	6.2%
Commercial	1,500	0.6%
Industrial	2,500	1.0%
Mixed Use	0	0.0%
Public, Government & Parks	20,000	8.2%
Water Features	19,200	7.9%
Agricultural/Vacant	185,000	76.1%
Total	243,200	100.0%

Future Development Patterns

Historically, farmland, when sold next to urban areas, has transitioned other intensive type land uses, primarily residential use. However, new population and housing projections show that development patterns may not be as aggressive. In other words, much of agricultural land next to incorporated communities will likely stay in agriculture for much of the next 20 years. Urban type densities should be encouraged in areas within the incorporated municipalities and the existing sanitary districts with other development in the County being very limited. The exception to that pattern could be “Agricultural Related Business” which is complementary to agriculture operations. Examples of these types of uses are dealerships, feed storage/drying and processing, trucking, etc. These uses often require space and operate best in uncongested areas. Under the State’s Chapter 91, Farmland Preservation Program, these uses could be allowed as “Conditional Uses” in the Farmland Preservation Zoning District.

Based on the growing importance of agriculture and natural resource protection and relatively low-population projections, this plan recommends that future development continue to follow current patterns. To enhance the quality of growth that occurs, it is vital for the County to work closely with the Cities, Villages, Towns and other partners to develop regulatory tools and design standards that will work to promote the vision of the Future Land Use Map.

Future Residential Development

In order to minimize open space impacts, the County should seek to guide housing development close to existing residential areas and, when possible, adjacent to future commercial areas. Given age group projections, and a potential demand for elderly housing options, attention should be given to locating additional elderly/multi-family housing projects so as to reduce walking and driving distance for these populations. Working with private sector partners to create such resources should be seen as a way to meet the housing needs of local citizens.

It is also projected that the County will likely see interest in multi-family development. However, this type of land use is better suited for existing cities and villages within the County where public water, sewer and other amenities exist.

Future Commercial, Retail, and Industrial Development

As recommended above for residential growth, business development should be located close to existing 'commercial' areas of the County. The majority of new commercial developments should be focused on the incorporated communities in the County. These two core areas will maximize public access and minimize the costs and loss of open space. Industrial development is also expected to occur primarily within the cities in designated industrial parks.

As previously stated, the exception to that pattern could be "Agricultural Related Business" which is complementary to agricultural operations. Agricultural Related Uses could be allowed as "Conditional Uses" in the Farmland Preservation Zoning District. A demand for complimentary tourist-related business may also occur sporadically throughout the County.

2.6 Policies and Programs

Please refer to Chapter 6 of the *Green Lake County Farmland Preservation Plan* for a complete list of policies, strategies, actions and programs related to land use and farmland preservation.

Chapter 3 - Transportation

3.1 Existing Transportation System

Green Lake County contains a networked system of highways that makes commerce to and from Minneapolis/St. Paul, La Crosse, Dubuque, Madison, Wausau, the Fox Cities and all points beyond, accessible to residents and markets. There are five State Highways within the County (91, 49, 23, 44, & 73). These highways serve an important role for local residents, the County and the regional traffic flow. State Highway 23 is the most heavily used road in the County averaging up to 9400 vehicles per day on eastern portions. This highway provides the primary east/west route through the County. State Highways 49 and 73 are the major north/south routes through the County. All state and county trunk highways provide vital service to agricultural, business, industrial, recreation and tourism industries. In total, there are 703 miles of roadways within the County owned as follows: State Highway-70 miles, County Highway-229 miles and local roads-404 miles. Map 4 shows road classifications and counts throughout Green Lake County.

The Green Lake County Highway Commission is responsible for the year-round maintenance of County Trunk Highways and State Highways. The Highway Commissioner directs the department employees. Operations of the department are quartered in two locations: the main facility is located in the City of Green Lake with the second facility located in the Town of Manchester.

Local roads are maintained by the local unit of government. Recent challenges have surfaced over the size of agricultural equipment using the roadways and the potential damage the farm equipment and their representative weights can cause to the roadways. To address this growing concern, while meeting the needs of agricultural industry, Wis. Act 377 (commonly referred to as the Implement of Husbandry IOH law) was signed in April 2014.

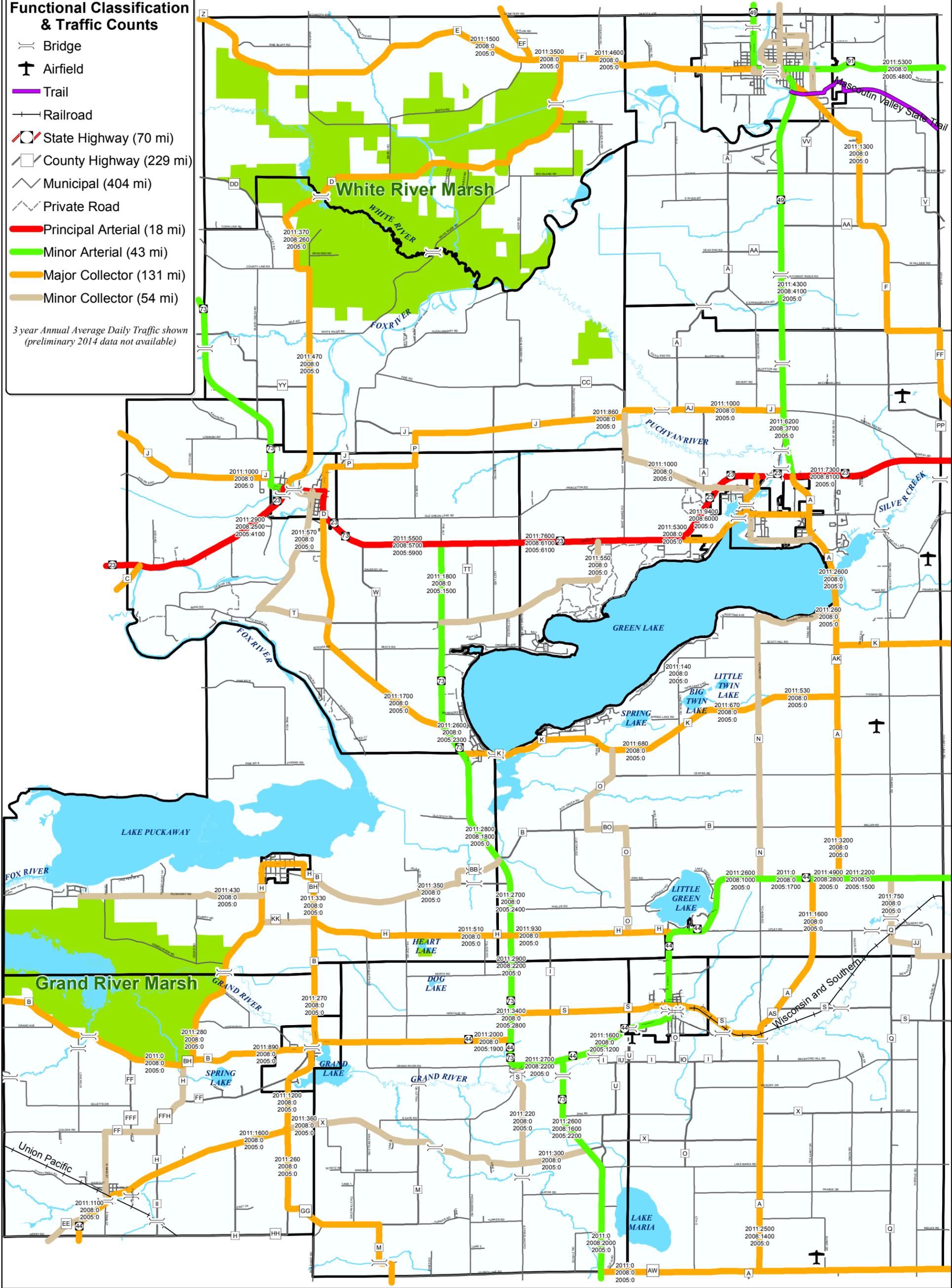
The new act defined various types of equipment plus height, length, width and weight criteria. The law further establishes a "No Fee" permit system approach in which units of government are given options on how they can administer the fee program. Although it is still early in establishing the administrative functions of the program, it appears many local units of government (especially towns) are working closely with the county highway departments in administering the selected details of the program. This cooperation and coordination appears the most administratively efficient approach while being fair to agricultural equipment owners and operators.

In addition, Southwestern Green Lake County is home to a concentration of Amish cultures. This culture still utilizes very traditional forms of transportation such as horse & buggy and bicycles for youth. Regardless of the form of transportation used, Amish are also users of the road network.

**Map 4
Transportation
Functional Classification
& Traffic Counts**

-  Bridge
-  Airfield
-  Trail
-  Railroad
-  State Highway (70 mi)
-  County Highway (229 mi)
-  Municipal (404 mi)
-  Private Road
-  Principal Arterial (18 mi)
-  Minor Arterial (43 mi)
-  Major Collector (131 mi)
-  Minor Collector (54 mi)

3 year Annual Average Daily Traffic shown
(preliminary 2014 data not available)



Additional Modes of Transport

Rail Transportation

There are 12 freight carriers in Wisconsin, two of which operate within Green Lake County. The Union Pacific and the Wisconsin & Southern Railroad Co. operate service in central Wisconsin and connect to national points, east and west. The adjacent County of Fond du Lac, specifically the Village of North Fond du Lac, is home to the largest rail switching yard in the State of Wisconsin. Rail carriers in Wisconsin operate over 3,400 miles of track and carry over 160 million tons annually. Rail will continue to be a major means of moving bulk agricultural products to markets and providing essential fuel and fertilizer supplies to farmers. Appendix G contains a map of railroad company routes throughout Wisconsin and connectivity to Green Lake County.

Air Transportation

Of Wisconsin's eight commercial airports, five are within 90 minutes of Green Lake County. International flight service is available at General Mitchell International Airport in Milwaukee, at Austin Straubel International Airport in Green Bay, and at Appleton International Airport formerly Outagamie County Regional Airport located in Appleton. National and international access is available from several airports within an hour's drive, and a two and a half-hour jaunt to Chicago (with its three international airports) affords you the opportunity to fly directly to your global destination. There are also 3 Private Airports within Green Lake County.

Ports

Four of Wisconsin's eight ports are located within two hours of Green Lake County, three within ninety minutes. These modern port facilities serve as multi-modal distribution centers—linking cargo vessels with land-based transportation of both highways and rail.

Bicycle, Hiking and Walking Trails

Green Lake County bike and trail routes provide users with some of the most picturesque scenery surrounding Wisconsin's deepest, natural lake. There are an estimated 140 miles of networked trails and routes to ride, walk and hike as identified in seven routes. The routes range from 14 to 23 miles. Appendix G contains a map of identified trails and bike routes within the County.

The most recognized trail route in Green Lake County is the Mascoutin Valley State Trail. The Mascoutin Trail, approximately 12 miles in length stretches along the old Milwaukee rail bed. The base of the trail, newly renovated throughout is crushed limestone. Scenic beauty abounds as the trail passes alongside farms, wetlands and the newest addition of the Vines and Rushes Winery. The trail entrance is located on STH 49 in Berlin with a parking lot and in Ripon on County Road E and Locust.

3.2 Transportation Plans and Projects

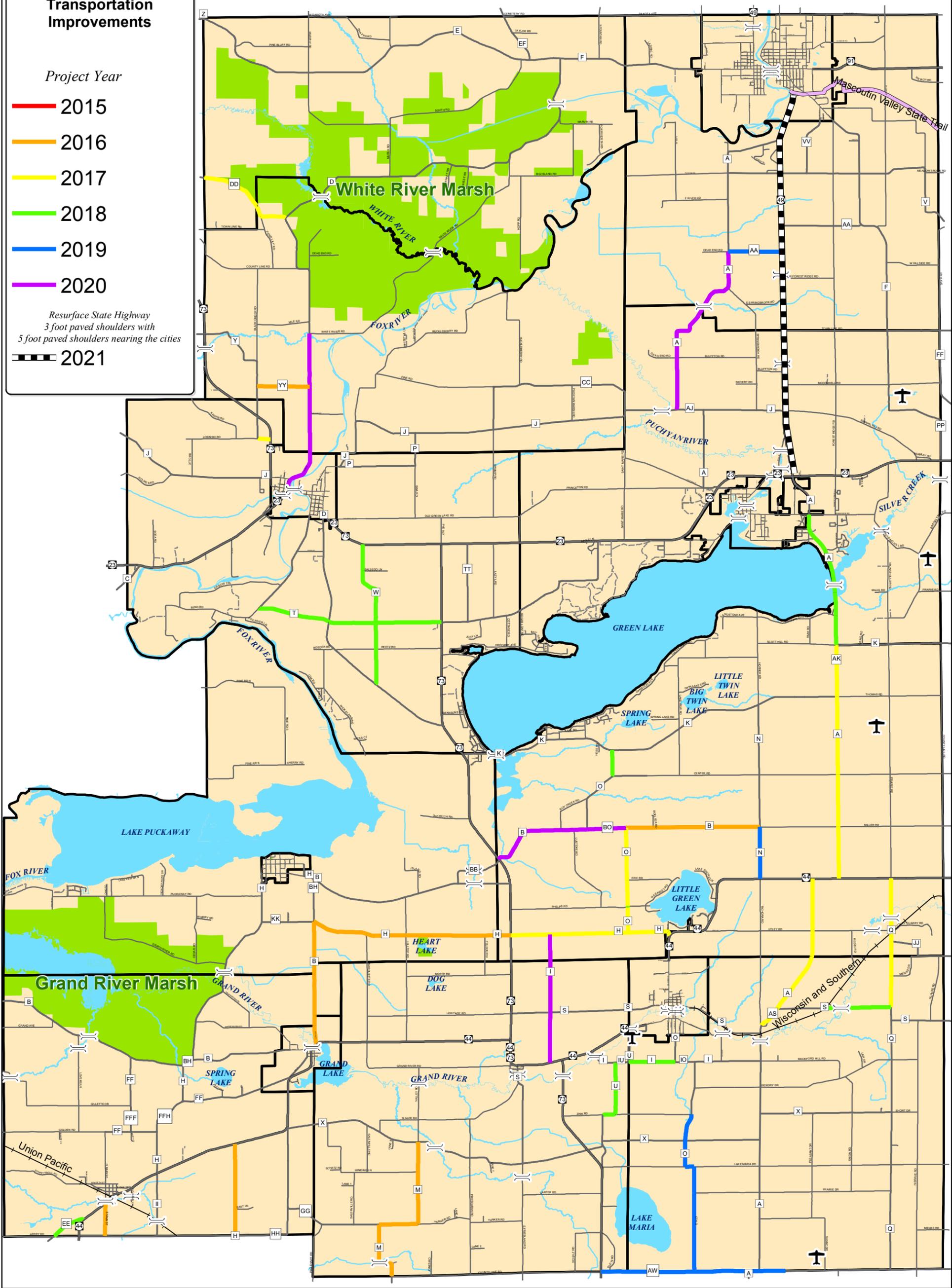
The County should continue to track State proposed improvements to the State highways within the County. State improvements are often large multi-million dollar improvements that can have a significant impact on the 'look and feel' of the County.

Map 5 Recommended Transportation Improvements

Project Year

- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021

*Resurface State Highway
3 foot paved shoulders with
5 foot paved shoulders near the cities*



Green Lake County has the goal of maintaining a safe, orderly and efficient transportation system. This will be accomplished in part by balancing traffic flow, safety issues and product movement with community quality of life and the rural residential character of much of the County.

Maintaining a sound transportation infrastructure is vital to supporting agriculture, business, industry, tourism and the State's overall economy. The following road projects are planned for Green Lake County and are shown on Map 5, "Recommended Transportation Improvements".

State Highway Projects

According to The Wisconsin Department of Transportation (WisDOT) Six-Year Highway Improvement Plan, Green Lake County has two scheduled projects as follows:

2015

Mill and Overlay Asphalt Pavement:

Hwy 44	3.78 Miles	Manchester-Ripon. School Road to Grand River Bridge
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2021

Resurface Roadway:

Hwy 49	7.38 Miles	Ripon – Auroraville. STH 23 (City of Green Lake) to South Street (City of Berlin)
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County Highway Projects

In a county heavily influenced by agricultural, business, industrial and tourism activity, all county trunk highways play an important role in the movement of products and services. These roads must be maintained to a level of service adequate to meet road standards. The following county highway projects are proposed by the Green Lake County Highway Department over the next several years for improvements:

2015

Reconstruction:

CTH Y	1.0 Miles	STH 73 – Black Creek Rd.	Town of Princeton
CTH A	0.8 Miles	CTH I – Tichora Rd.	Town of Mackford
TOTAL	1.8 Miles		

Surface:

CTH PP	3.0 Miles	CTH F – FDL Co.	Town of Brooklyn
CTH H	1.7 Miles	Puckaway Rd. – Town Line	Town of Marquette
CTH B	2.0 Miles	Hilltop Rd. – CTH H	Town of Green Lake
TOTAL	6.7 Miles		Town of Marquette

Chip Seal:

CTH X	6.5 Miles	STH 73 – CTH Q	Town of Mackford
CTH X	6.0 Miles	STH 44 – STH 73	Town of Manchester
TOTAL	12.5 Miles		

2016**Reconstruction:**

CTH DD	2.0 Miles	CTH D – Marquette Co. Line	Town of Saint Marie
CTH Y	0.2 Miles	STH 73 – Losinski Rd.	Town of Princeton
TOTAL	2.2 Miles		

Overlay

CTH I	0.88 Miles	CTH U – CTH O	Town of Mackford
CTH Q	2.5 Miles	STH 44 – CTH S	Town of Green Lake
			Town of Mackford
CTH Q		LRIP – CHID Approved	
TOTAL	3.38 Miles		

Chip Seal:

CTH B	2.4 Miles	STH 44 – CTH H	Town of Kingston
CTH B	2.6 Miles	CTH N – CTH O	Town of Green Lake
CTH H	3.8 Miles	STH 73 – CTH B	Town of Marquette
CTH H	1.8 Miles	STH 44 – CTH HH	Town of Kingston
CTH FF	0.6 Miles	STH 44 – CTH HH	Town of Kingston
TOTAL	11.2 Miles		

2017**Reconstruction:**

CTH M	3.5 Miles	County Line – CTH X	Town of Manchester
TOTAL	3.5 Miles		

Chip Seal:

CTH A	4.5 Miles	STH 44 – CTH K east	Town of Green Lake
CTH A	3.1 Miles	STH 44 – Tichora Rd.	Town of Green Lake
			Town of Mackford
CTH H	3.1 Miles	STH 73 – STH 44	Town of Green Lake
TOTAL	10.7 Miles		

2018**Reconstruction:**

CTH U	1.25 Miles	Zink Rd. – CTH I	Town of Mackford
CTH O	0.5 Miles	Center Rd. – CTH K	Town of Green Lake
CTH S	1.2 Miles	RR Spur – CTH Q	Town of Mackford
TOTAL	2.95 Miles		

Surface:

CTH O	2.0 Miles	CTH B – CTH H	Town of Green Lake
TOTAL	2.0 Miles		

Chip Seal:

CTH T	3.5 Miles	STH 73 – Bend Rd.	Town of Princeton
CTH A	2.7 Miles	South St. – CTH K	Town of Brooklyn
CTH EE	0.7 Miles	STH 44 – Barry Rd.	Town of Kingston
CTH W	2.8 Miles	STH 23/73 – CTH D	Town of Princeton
TOTAL	9.7 Miles		

2019**Reconstruction:**

CTH D	2.25 Miles	City of Princeton - White River Rd.	Town of St. Marie
CTH D	0.9 Miles	STH 23 – N. City of Princeton	City of Princeton
CTH D		STP Rural ~ Estimate	
TOTAL	2 Miles		

Chip Seal:

CTH I	2.5 Miles	STH 73/44 – CTH H	Town of Manchester
CTH B	2.7 Miles	CTH O – STH 73	Town of Green Lake
CTH A	3.6 Miles	CTH J – CTH AA	Town of Brooklyn Town of Berlin
TOTAL	8.8 Miles		

2020**Reconstruction:**

CTH AW	3.5 Miles	Columbia Co. Line – Dodge Co. Line	Town of Mackford
TOTAL	3.5 Miles		

Chip Seal

CTH K	6.0 Miles	CTH N – STH 73	Town of Green Lake
CTH K	2.0 Miles	CTH A – FDL Co. Line	Town of Green Lake
TOTAL	8.0 Miles		

3.3 Transportation Trends for Future Consideration

The County's population is expected to remain relatively constant. However, preferences in the type of transportation usage are likely to change. Seasonal residential development in the area may increase around the lakes and have the potential of creating traffic problems. Changes in land use will also increase traffic on rural roads and county highways. Agriculture, for example, has seen a substantial increase in the size and weight of equipment which will likely increase stress on roads and bridges. The greatest transportation-related challenge for the County will be accommodating these increases while minimizing traffic problems and 'bottlenecks' in those areas where residential development and agriculture may come into more direct conflict.

Recent research and trends seem to indicate less ambition for future home buyers to travel longer distances between home and work opportunities. National data obtained through the Federal Highway Administration (FHWA) indicates a growing number of youth are less interested in obtaining a driver's license. In 2011, the percentage of 16- to 24-year olds with driver's licenses dipped to another new low. Just over two-thirds of young Americans (67 percent) were licensed to drive in 2011, based on the latest data from the Federal Highway Administration (FHWA) and population estimates from the Census Bureau. That's the lowest percentage since at least 1963.

There has been lots of speculation about why fewer young people are getting drivers' licenses (and why even those who do have them seem to be driving less). Is it the economy which has been particularly brutal for young people lately? Is it the cost of gas and vehicle ownership? Is it because young people are too busy cuddling with their iPhones and iPads to get behind the wheel? The bottom line is the "Millennial" generations are not that into cars as past generations. The transportation behaviors of the Millennials are doubly important because

there are so many of them. The youth driving decline now is remarkable since there are now more teenagers and young adults in America than there have been in years. Since 1992, America has gained more than 7.3 million 16- to 24-year olds — an increase of 22 percent — but has added only 1.2 million 16- to 24- year old drivers, 16.4% of the total.

In addition, Millennials appear to be attracted to more urban settings where public transportation and trail-based systems are offered as alternatives to the conventional automobile. What do these recent changes mean for a rural based County like Green Lake? That's very hard to predict but without a substantial increase in population predicted, traffic counts will likely not increase and could actually decrease as the auto dependent Baby Boomer generation moves more into retirement and likely drives less. But even that could change if gasoline prices plummet or alternative forms of fuel are developed. What the County transportation system will likely experience are larger types of vehicles using the road network spawned by the movement of product by semi and the aforementioned size of agriculture related equipment. Due to an anticipated increase in vehicle and equipment size, the amount of deterioration of public roadways could accelerate even with reduced traffic volumes. Funding for these future improvements will be paramount and the political debate over how transportation funds should be generated will linger.

Should Green Lake County want to further promote its tourism based use, expect the demand for more trail-based development to occur. A sound and regionally attractive trail network may bring outside dollars into the County helping area business thrive while creating an attractive quality of life. Both of which could have a positive economic impact for the County.

Other trends and demands were identified by the Green Lake County Traffic Safety Commission or "TSC" (See Section 2.5 below about the composition and charge of the TSC).

The TSC through the development of the comprehensive plan update process, identified a number of topics that will need to be addressed and may require further study. The list includes:

- Commercial and Truck Traffic
- Private Carriers and Commuter Traffic
- Motorcycle Traffic
- Alternative Active Transportation (Bike & Pedestrian)
- ATV/UTV and Golf Cart Traffic
- Implements of Husbandry (Tractors, Machinery & Applicators)
- Horse and Animal Drawn Traffic

It is recommended the County work closely with the TSC on these issues and appropriate studies as needed on solutions and policies.

3.4 Policies and Programs

In addition to the Adequate Infrastructure Goals outlined in Chapter 1, The County will:

- Work with the local cities, villages and towns to assure that development along the major entryways into the cities is compatible with the road network.

- Work with the towns and villages to assure that County highway improvements are compatible with the local road network and adjoining land uses.
- Continue to maintain, and where necessary, improve the existing County road network.

Green Lake County Traffic Safety Commission

The purpose of a TSC is to monitor local traffic safety issues and coordinate efforts to address problems. In 1971, Governor Patrick Lucey signed into law Statute 83.013 which requires each county to have a community-level, multi-disciplinary Traffic Safety Commission.

The TSC consists of:

- County Members
 - Chief traffic law enforcement officer (or designated representative)
 - Highway safety coordinator (if there is one)
 - Highway commissioner (or designated representative)
- Wisconsin DOT Members
 - An engineer from the regional office
 - Regional Program Manager (RPM) from the DOT Bureau of Transportation Safety (BOTS)
 - State Patrol trooper/inspector
- Representatives from
 - Education (e.g., driver ed instructor, high school principal)
 - Medicine (e.g., doctor, nurse, EMS provider)
 - Law (e.g., DA's office, municipal prosecutor)

Additional members might include county highway committee members, town board supervisors, civic leaders, safety advocates and the local news media.

The TSC must meet at least quarterly and state law specifies these duties:

1. Review local crash data and other traffic safety-related matters.
2. Prepare "spot maps" showing crash locations on county and town roads and on city/village streets of places under 5,000 population.

Based on their review of this data and reports from citizens' concerns, the TSC can recommend corrective action to the DOT, County Board or Highway Committee, or any other appropriate branch of government. The DOT provides commissions with crash and citation data for rural state and county highways, and the BOTS RPM provides legislative updates and information on traffic safety initiatives and grant funding.

The TSC can also:

- Ask the State Patrol or local law enforcement to increase patrols in problem areas
- Ask DOT to review possible engineering problems on a state highway, and advise DOT on planned work zones or detour routes
- Review proposals for local traffic safety improvements
- Review fatal or other high-profile crashes. This can be done, for example, via in-squad video or by a bus tour of the sites.

- Foster public awareness of traffic safety issues and initiatives (e.g., by working with local news media) Encourage/sponsor local activities (e.g., bike rodeos, Safe Routes to School campaigns)

The Green Lake County Highway Commission

The Green Lake County Highway Commission is responsible for the year-round maintenance of 229 miles of County Trunk Highways and 70 miles of State Highways.

The Highway Commissioner directs the department, which consists of 23 employees. Operations of the department are quartered in two locations: the main facility is located in the City of Green Lake with the second facility located in the Town of Manchester.

Chapter 4 - Economic Development

4.1 Background Information

Green Lake County is a semi-agriculturally dependent community. While agriculture is the predominant land use in the County, “Agricultural, Forestry, Fishing, and Mining” as an industry of employment is responsible for only 6.3% of the employment base, according to the 2010 US Census. Section 2.7 of the *Green Lake County Farmland Preservation Plan* provides more discussions on business opportunities within the agriculture economy.

The largest industry of employed persons is the “Services” industry at 36.5%. The “Services” industry increased 12.8% since 2000. This is reflective of a growing Health Care Industry. The growing influence of health care and the needs of an aging population are beginning to show an influence in the County’s employment market. Although “Manufacturing” showed a -6.0% decline from 2000, it is still the second largest employment sector of the County at 23.7%.

The largest growth sectors since 2000 were “Transportation & Utilities” up 23% and “Finance, Insurance and Real Estate” up 19%. However, together both account for only 9.7% of the County’s employment base. The data clearly shows a diversification of employment within the County. This trend must be acknowledged in the County’s Future Economic Development Strategies or be prepared to lose a competitive edge.

Economic Growth and Employment

Economic growth can be measured by a variety of ways including unemployment rates, household income, labor force, average wages, poverty status, employment trends, or principal employers. These trends can be found in Tables 106-113 of Appendix A. Green Lake County residents have seen an increase in income over the last decade, a slightly greater increase than the State of Wisconsin. Even though Green Lake County falls slightly above the 8% unemployment rate, they do have a lower amount of persons below poverty status than the State. However it should be noted that unemployment rates have dropped substantially since the 2010 Census and have ranged on average from 5% to 6% statewide in late 2014. The drop in the State’s unemployment rate is viewed as a sign of a recovering economy. Employment for the County is greatly dominated by services and manufacturing. However, agricultural-related business is an important facet within the County as it generates thousands of jobs and millions of dollars in economic activity.

Major Employers

Green Lake County has an array of businesses that employ a moderate to large number of people. Table 4-1 lists major employers within the County. Please note that employment numbers can change periodically so Table 4-1 is a mere snapshot in time.

**Table 4-1
Major Employers**

Name of Employer	Industry	Location
Berlin High School	Elementary & Secondary Schools	Berlin
Berlin Hospital	General Medical & Surgical Hospitals	Berlin
Berlin Middle School	Elementary & Secondary Schools	Berlin
Berlin Park & Recreation	Nature Parks & other Similar Institutions	Berlin
City Clerks Office	Public Finance Activities	Berlin
Clay Lamberton Elementary School	Elementary & Secondary Schools	Berlin
Del Monte Foods	Fruit & Vegetable Canning	Markesan
Flash	Other Specialized Trucking Long Distance	Green Lake
Green Lake Conference Center	All Other Information Services	Green Lake
Green Lake Mental Health Clinic	Admin of Public Health Programs	Green Lake
Heidel House Resort & Spa	All Other Traveler Accommodation	Green Lake
Juliette Manor	Nursing Care Facilities (Skilled Nursing)	Berlin
Lamplighter Home Sales Corp	Manufactured Mobile Home Dealers	Princeton
Markesan Resident Home Inc	Nursing Care Facilities (Skilled Nursing)	Markesan
Markesan School District	Elementary & Secondary Schools	Markesan
Mashuda Contractors	Construction Machinery Mfg	Princeton
Mec	Painting & Wall Covering Contractors	Berlin
PGI Inc	Men's & Boys' Cut & Sew Apparel Mfg	Green Lake
Piggly Wiggly	Supermarkets & Other Grocery Stores	Markesan
Precision Metalsmiths Inc	Metal Merchandise Wholesale	Markesan
Ripon Athletic	Other Cut & Sew Apparel Mfg	Berlin
Ripon Jacket Co.	Other Cut & Sew Apparel Mfg	Berlin
Walmart	Department Stores exc Discount	Berlin
Walmart Supercenter	Department Stores exc Discount	Berlin

Source: Wisconsin's WORKnet

4.2 Ability to Retain and Attract Business

The promotion of business and economic development falls under the responsibility of the Green Lake County Economic Development Corporation. This Corporation's mission is to "Promote, Attract, Stimulate, Rehabilitate and Revitalize Commerce, Industry, and Manufacturing in Green Lake County". The Economic Development Corporation was established in 1990 as a non-profit separate corporation to apply for and administer grants and loans for the purpose of economic development in Green Lake County. The primary purpose of the Corporation is to promote industrial and other economic development in the County that will create jobs.

The Board of Directors consists of up to nine members appointed by the Chairman of the County Board of Green Lake County. No more than one active member of the County Board of Supervisors shall be appointed with the balance of the appointed members representing various aspects of business, industry and education throughout the County. The County Clerk serves as secretary/treasurer of the corporation and is a voting member of the Board of Directors.

Local Business and Employment Opportunities

There are several aspects of the County that would make it desirable to businesses. Such features as:

- State Highway 91 & 44 provide easy access for trucking to the City of Oshkosh & Interstate 41.
- There are four cities within the County that each have room available for commercial/industrial expansion.
- The County has a large recreational/tourism population.

While these features are positive aspects of the County there, are also some negative factors that would limit the possibilities of attracting businesses to the County. Factors as:

- There is land available for commercial and industrial uses, which is located closer to the Fox Cities and the Interstate system.
- The County does not have a large population base to provide a customer base for a large commercial venture.
- The Cities of Oshkosh, Ripon, Waupun, and Portage can provide full municipal services and are already established retail centers.

Future commercial and development in the County is primarily targeted at lands within the four cities. It is important to note that it has been the policy of the cities to annex commercial properties into the City that require municipal services (i.e. sewer and water). For these reasons the County has established a goal of ensuring that services and employment opportunities, when offered to the local residents, will be compatible with neighboring land uses. The local economy and economic development in the area will be supported by the County in the following ways. The County will:

- Work with area residents to sustain the long-term viability of local farms.
- In continued cooperation with the cities, the County will support quality commercial development within and adjoining the cities.
- Support the local entrepreneurs with home-based businesses scattered throughout the County.

Also, See Section 2.7 (Business Development) of the *Green Lake County Farmland Preservation Plan* for more details on regional business opportunities.

Economic Development Strategies in the New Economy

Please consult Appendix I for articles related to discussion on this topic.

4.3 Brownfields and Contaminated Sites

Brownfields are abandoned, idle, or underused commercial or industrial properties where the expansion or redevelopment is hindered by real or perceived contamination. Redevelopment of brownfields makes economic sense by returning these properties to a productive use, thereby creating jobs. Brownfield redevelopment also optimizes existing infrastructure.

The WDNR classifies contaminated sites as being closed or open. Open sites are those where the leak has likely been cleaned up but is still under surveillance by the WDNR. Identification of potential brownfield sites can be accomplished by examining state and federal databases that list potentially contaminated properties. The WDNR's Remediation and Redevelopment site <http://dnr.wi.gov/topic/Brownfields/botw.html> is a web-based mapping system that provides information about contaminated properties. These mapping resources show that Green Lake County has 9 open sites, 2 conditionally closed sites, and numerous closed sites (completed cleanups). The open sites involved the following locations:

1. Old Safeguard Property on Pierce Street and Commercial Street, Berlin
2. City of Princeton Site on West Main Street, Princeton
3. Quilts & Quilting on West Main Street, Princeton
4. VFW Post 2925 on North Wisconsin, Berlin
5. Holloway Property on Hwy 73, Manchester
6. Helmrick Service Station on Broadway, Berlin
7. D'evens Printing on South Main Street, Markesan
8. Mike's Payless Auto Service on West Main Street, Princeton (This site has 2 Conditionally Closed Cases)
9. Condon – Princeton Mobile Mart on West Main Street, Princeton
10. White Property on South Johnson Street, Berlin

The following U.S. Environmental Protection Agency's EnviroMapper site is a web-based mapping system that identifies contaminated areas that have been or are in the process of being cleaned up:

<http://iaspub.epa.gov/Cleanups/>

Once identified, potentially contaminated sites can be cross-referenced with tax records to determine whether a site is tax delinquent or otherwise available for redevelopment as a brownfield site. More information on brownfields, including information on financial support, can be found at:

<http://dnr.wi.gov/topic/brownfields/>

Green Lake County does not administer a program to deal with contaminated and hazardous waste. However, the County does engage in occasional "Clean Sweep" events on a periodic timetable.

A federally authorized program is administered by the Wisconsin Department of Natural Resources. However, since there are no hazardous waste disposal facilities in the State of Wisconsin, such waste must be either taken out of state for processing or be put through one of the three incinerators (two private and one commercial). Highly reactive or explosive hazardous waste must be placed in the two non-commercial facilities, which are for open burning and open detonation.

4.4 County, Regional, and State Programs

Programs in Green Lake County

Green Lake County Economic Corporation

Green Lake County Economic Development Corporation's website states that its mission "is to Promote, Attract, Stimulate, Rehabilitate and Revitalize Commerce, Industry, and Manufacturing in Green Lake County." The Economic Development Corporation was established in 1990 as a non-profit separate corporation to apply for and administer grants and loans for the purpose of economic development in Green Lake County. The purpose of the Corporation is to promote industrial and other economic development in the County that will create jobs. More information is available at:

<http://www.co.green-lake.wi.us/committees.html?Committee=19>

Tri-County Regional Economic Development Corporation

This regional corporation encompasses Green Lake, Marquette and Waushara Counties. The corporation works in cooperation with public and private entities, promotes the region and businesses in order to attract, stimulate and revitalize commerce, industry and manufacturing, resulting in the retention and creation of viable living wage jobs. More information is available at:

<http://tcredc.org/>

Economic Development Programs in the Region

New North

New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in eighteen counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

More information on the New North, Inc. is available at:

<http://www.thenewnorth.com>.

East Central Wisconsin Regional Planning Commission (ECWRPC)

The ECWRPC prepares a Comprehensive Economic Development Strategy (CEDS) covering the ten counties in its region. The most recent update was completed in 2008. The document contains a review of the Commission's economic development efforts, an overview of the region's economy, and the development strategy for the region. The development strategy includes goals, objectives and strategies and a ranking of economic development investment projects submitted by communities in the region. The CEDS can be found at:

<http://www.eastcentralrpc.org/planning/economic.htm>

State Programs

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation offers a number of programs in support of economic development. The programs are too numerous to list here. Some of the programs provide direct assistance to a business; others fund the business through the local community, while other programs provide direct assistance to a community. Information on these programs is available at:

<http://inwisconsin.com/grow-your-business/programs/>

There are regional managers for each of the 7 regions in the state to work with local communities and businesses in identifying the resources available from the State and other sources.

Wisconsin Small Business Development Center

The Wisconsin Small Business Development Center provides business management education programs at an affordable fee. Counseling to address individual business needs is available without cost to the small business client. SBDC offices are located at the University of Wisconsin-Oshkosh. Information on the programs and services offered by the SBDC may be found at:

<http://www.wisconsinsbdc.org>.

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

DATCP administers the State of Wisconsin Farmland Preservation Program.

http://datcp.wi.gov/About_Us/index.aspx

Alliant Energy Economic Development

This economic development team focuses completely on locating appropriate buildings and locations for businesses interested in building, expanding or relocating. Alliant Energy Economic Development locates buildings and sites in Iowa, southern Minnesota, and Wisconsin and also provides community, professional and workforce development resources and programs.

Alliant's in-depth marketing assistance, retention and expansion, and industrial marketing programs will provide forty percent (40%) of the cost for projects or regional partnership efforts, up to a maximum of \$5,000. Workforce development and community development programs can also receive forty percent (40%) up to \$5,000.

Chapter 5 - Housing

5.1 Background Information

Housing Characteristics

NOTE: The following analysis is based on Tables 118 through 128, which can be found in the back of the Green Lake County Comprehensive Plan in Appendix A. It must be noted that the statistics upon which the analysis is based are from the 2010 U. S. Census, which is the latest available data.

Age of Housing (Table 118)

Overall, the age of housing within Green Lake County is older than Wisconsin. In 2010, the percentage of homes that are older than forty years in the County (54.2 percent) was higher as compared to 48.4 percent in Wisconsin. Approximately 8 percent of housing in Green Lake County was constructed between 2000 and 2010, compared to about 13 percent in Wisconsin. This shows a slightly lower building rate in the County compared to the state.

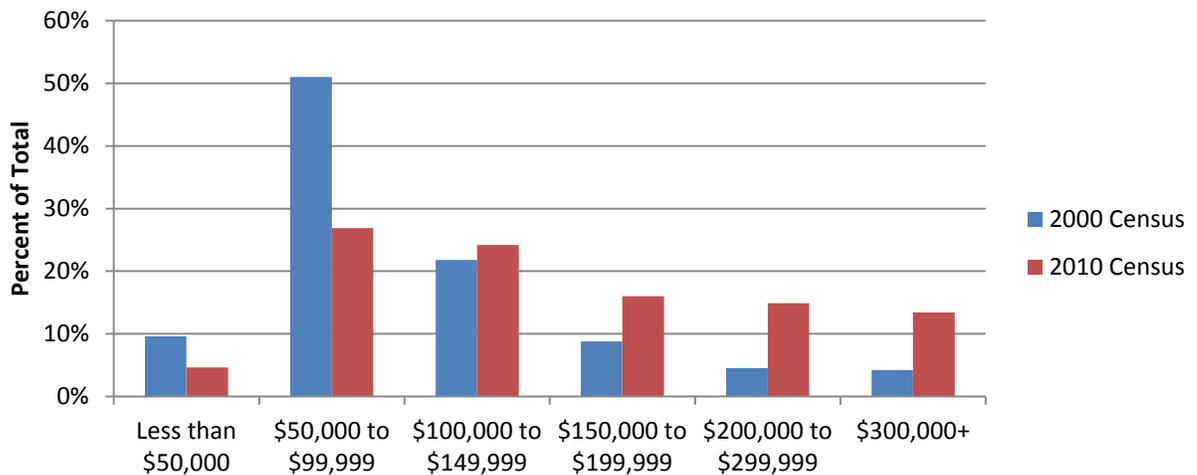
Median Housing Values (Table 119)

A median value is the middle point in a string of values. Half the values are higher than the median and half are lower. The median is not the average of all the values. The median value of housing in Green Lake County in 2010 was \$137, 500. This number is slightly less than the \$169,400 in Wisconsin. The County’s median housing value increased 52.6 percent between 2000 and 2010, which was similar to the State of Wisconsin at 51 percent.

Housing Values (Table 120)

In 2000, the largest percentage of homes (over 70 percent) in Green Lake County was in the \$50,000 to \$149,999 range. In 2010, the highest percentages housing values still remained in this price bracket however at a lower percentage (approximately 50 percent). More homes fell in the higher price brackets in 2010 compared to 2000 for the County. Wisconsin also saw an increase in homes valuing greater than \$150,000.

Figure 5-1 Housing Values



Source: 2000 and 2010 US Census

Types of Housing Units (Table 121)

Approximately 82 percent of housing in Green Lake County in 2000 was traditional single-family homes, compared to approximately 70 percent throughout Wisconsin. The County experienced a very slight increase in the percentage of single-family homes in 2010, as did Wisconsin.

Green Lake County has a marginally higher number of Mobile Homes or other housing types (5.0 percent) compared to the State (about 4 percent) in 2010. The County also had less multiunit housing than compared to the state.

Housing Occupancy (Table 122)

There was very little change in the amount of owner and renter occupied units within the County from 2000 to 2010. In 2000, 77 percent of occupied housing units in Green Lake County were owner-occupied, and 23 percent were renter-occupied. By 2010, owner-occupied units had decreased to 76 percent, leaving 24 percent as rental units. In the state in 2010, 69 percent of housing was owner-occupied and 31 percent were renter-occupied. The number of seasonal housing units had increased in the County by 479 units and vacant units increased by 90 units from 2000 to 2010.

Vacancy Status (Table 123)

The vacancy rate for owner-occupied housing in the County had an increase of 1.2 percent from 2000 to 2010. In 2010, 11.7 percent (compared to 9.5 percent in 2000) of renter-occupied housing in Green Lake County was vacant.

Household Types (Table 124)

Table 124 displays a variety of household types, such as family and non-family, female-headed, sole occupants, and elderly occupants. In Green Lake County, more than 66 percent of households were families (all persons related) in 2010. This percentage dropped from 69 percent in 2000. In 2010, married-couple households accounted for approximately 54 percent of the households in the County, which was a decrease from the 58.5 percent in 2000. Of the households in Green Lake County, almost twenty-seven percent of the households in 2010 had children. That percentage has also decreased from 31 percent of households having children in 2000. This trend shows why school enrollments are generally decreasing in most school districts. Each of the above percentages were relatively consistent with percentages for Wisconsin in 2010.

The proportions of households in Green Lake in 2010 that had a female head of household were dramatically lower than in the state. In 2010, 32.2 percent of households in the County had at least one occupant age 65 or older. This figure has remained relatively constant compared to the 31.2 percent in 2000. In comparison, the state in 2010 had 24 percent of households.

Persons per Household (Table 125)

There was an average of 2.41 persons per household in Green Lake County in 2010. This is a decrease from 2.48 persons per household in 2000. Nonetheless, Green Lake County's average of 2.41 persons per household was relatively similar to 2.49 in Wisconsin in 2010.

Household Size (Table 126)

Nearly thirty-nine percent of households in Green Lake County in 2010 had two persons. This is higher than the percentage of two persons per household in Wisconsin (36 percent). Households with one person were relatively consistent with the state. About 19 percent of

households in Green Lake County in 2010 had four or more persons, compared to 21.1 percent in the state. These percentages have decreased since 2000 for both communities. These statistics explain the declining trend in the number of persons per household illustrated in Table 125.

Housing Affordability

Homeowner Affordability (Table 127)

In Green Lake County in 2000, 18.2 percent of the County residents were spending more than 30 percent of their income on housing. In 2010, that percent increased by a little more than a third (25.5 percent). In comparison to the 25.5 percent of County residents spending more than 30 percent on housing; 28.3 percent of state residents spent more than 30 percent on housing in 2010.

Renter Affordability (Table 128)

Based on the same HUD guideline, there were 33 percent of renting households in the Green Lake County in 2010 that were above the 30 percent of income threshold. This is substantially less than the percentage of residents in the state that spend more than 30 percent on rental units (46.5 percent).

5.2 Housing Trends

The pressure for single-family housing in the unincorporated towns of Green Lake County does not appear strong. This is supported by a flat population projection. Projections show a plateau of approximately a 0.5% increase in population over the next 20 years. The County is expected to see this very nominal increase in population until 2030 where it will then enter into a steady decline through 2040.

The demand for new housing will likely stay fairly stagnant through the planning period. The fact that Green Lake County has experienced only one subdivision plat in the last 10 years is testament to this projection. In addition, the person-per-household average will continue to drop meaning maintaining households, especially single family, will be challenging.

Certainly the impact of the recession in 2008, like many other areas of the Country, is partly to blame. However, there are other factors at play. For example, the new generation of home buyers is looking for housing closer to urban centers with adequate infrastructure, work opportunities and social amenities. The demand for rental housing is on the rise for both the Millennial generation and for those retiring wanting to move closer to medical and support services. As the “Baby Boomer” generation ages, the demand for rental housing could increase even more. Green Lake County villages and cities will be far more prepared to provide the services future buyers will demand for residential housing in the future.

Green Lake County can expect some demand for new housing in rural areas but it will likely occur on a lot-by-lot (CSM) basis. The demand for agricultural-related housing may occur as well, but again, expected on a very limited basis.

5.3 Strategies & Policies

In addition to the Residential Development Goals outlined in Chapter 1, housing strategies and policies can be found in Section 6.2 of the *Green Lake County Farmland Preservation Plan*.

5.4 Housing Programs

Green Lake County

Green Lake County has not created a Housing Authority. However, Green Lake County is part of the Central Housing Region of the Community Development Block Grant Program (CDBG). This program provides owner-occupied and rental unit rehabilitation loans. The program provides no-interest, deferred payment home repair loans for LMI (Low-to-Moderate-Income) owner occupants. The program also provides 1.5% interest loans for repairing units rented to LMI tenants and/or creating new low- or moderate-income rental units by:

1. Converting vacant properties into rental units, and/or
2. Converting large single-family homes into duplexes

CDBG loans are subject to a \$50,000 maximum. Please see Appendix F for more information on the program including contacts.

Housing program information is also available through most of the incorporated communities (villages and cities) within Green Lake County.

State of Wisconsin

Department of Administration

The Department of Administration has released a document entitled, "Directory of Resources for Comprehensive Planning." In the housing section of the Directory is a list of housing programs that may benefit the County in addressing housing issues. The directory is at: http://www.doa.state.wi.us/Documents/DOH/DOH_Program_Guide.pdf

Wisconsin Historical Society (WHS)

Owners of historic income-producing properties in Wisconsin may be eligible for two income tax credits that can help pay for their building's rehabilitation. The WHS's Division of Historic Preservation administers both programs in conjunction with the National Park Service. More information is at http://www.wisconsinhistory.org/hp/architecture/iptax_credit.asp

Wisconsin Housing and Economic Development Authority

The Wisconsin Housing and Economic Development Authority (WHEDA) serves communities by providing creative financing resources to residents and businesses. Specifically, their mission is to offer innovative products and services in partnership with others to link Wisconsin residents and communities with affordable housing and economic development opportunities. Specific information regarding the wide variety of products and services WHEDA offers can be viewed at <http://www.wheda.com/root/>

United States Department of Agriculture - Rural Development

The United States Department of Agriculture's Rural Development Agency helps rural communities to develop and grow by offering federal assistance that improves quality of life. Rural Development targets communities in need and provides them with financial and technical resources. Complete information can be found at:

<http://www.rd.usda.gov/programs-services/all-programs#Single Family>

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Chapter 6 - Utilities and Community Facilities

6.1 Background Information

With Green Lake County being primarily a rural county the public facilities and publicly owned properties are widely scattered throughout the County. Without the demands of a large urban population, the existing public facilities are adequately serving the needs of the population and are expected to continue to do so throughout the planning period covered in this document. Please consult Map 6 – Community Facilities and Services, for an inventory and locations throughout the County. In addition, Appendix G contains maps from various providers on services such as Electric, Natural Gas, Railroads, and Bike Routes.

Services and Facilities

Police

The County Sheriff's Department provides police protection for the villages and the unincorporated towns. The Department is located in the new Government Center on County Road A in the City of Green Lake. The Department runs regular dispatches throughout the area providing adequate protection. It is expected that this will be sufficient for the local communities within the County now and into the foreseeable future. However, new challenges always surface for the Department to address. New initiatives to address these challenges will occur and various resources will be needed.

The Sheriff's Department maintains its own vision statement to focus efforts. The vision is as follows:

The Green Lake County Sheriff's Office is a proactive law enforcement agency dedicated to excellence through quality customer service. We shall ensure quality customer service for everyone we serve by way of accountability and community involvement. We shall maintain a quality of professionalism for employees through training, development, and education to assist with personal and career growth with a constant emphasis on innovation, technology and improvement. We are committed to serving and working together with the community, in a problem solving partnership, to prevent crime, enforce laws, and resolve conflicts, thereby improving the quality of life for all citizens.

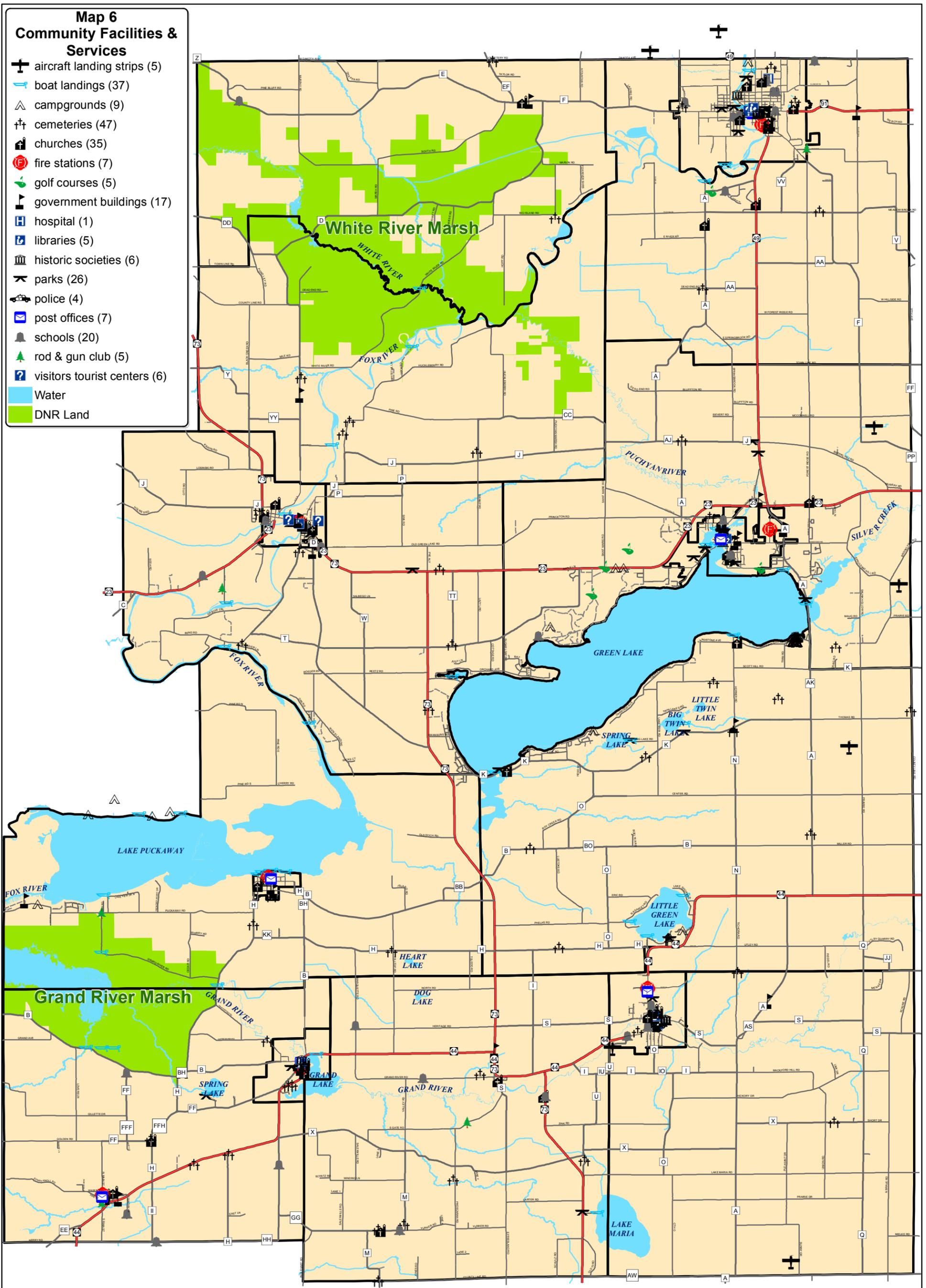
The Department is also involved in several outreach programs and initiatives. They include:

- Forever Life
- K-9
- Traffic Safety Commission
- Boat/Recreation Patrol

Green Lake County Cities have their own police service.

**Map 6
Community Facilities & Services**

-  aircraft landing strips (5)
-  boat landings (37)
-  campgrounds (9)
-  cemeteries (47)
-  churches (35)
-  fire stations (7)
-  golf courses (5)
-  government buildings (17)
-  hospital (1)
-  libraries (5)
-  historic societies (6)
-  parks (26)
-  police (4)
-  post offices (7)
-  schools (20)
-  rod & gun club (5)
-  visitors tourist centers (6)
-  Water
-  DNR Land



Fire & Rescue

Volunteer departments provide fire protection throughout the County. The local communities are provided full-service protection that is provided quickly and easily. Other than continued training and standard upgrades to equipment, no other changes are needed or recommended for these services.

Parks

Since the majority of the County's population is located in and around the incorporated areas, these population centers also provide the majority of the "active" recreational facilities (field sports, play apparatus, etc.). In addition, the school districts, associated with each of the cities, also assist in providing competitive recreational facilities.

With the combination of local lakes and large tracts of natural areas owned by the State of Wisconsin, the passive recreational needs of the County's residents and visitors are readily available. The State lands located in the western half of the County are primarily along the Fox River corridor. Primarily wetlands, these areas were acquired for the protection of the waterways but also provide large areas for hunting, hiking and other passive recreational opportunities.

However, a more detailed analysis of park and recreational needs for Green Lake County is undertaken every five years. The *Green Lake County Parks and Recreation Plan (Appendix C)* was last updated in December 2014. This plan is incorporated by reference within the *Green Lake County Comprehensive Plan* and should be consulted for direction relative to future park and recreation needs.

Cemeteries

There are multiple community cemeteries located throughout the County. They range from those established by the early farm families to current sites still in use. Being locally managed either privately or by a local unit of government, these existing sites are expected to serve the needs of the County for the duration of the planning period outlined in this plan. It is advised that Towns create or maintain cemetery ordinances to address proper burial procedures and responsibilities.

Health Care Facilities

Clinics and health care facilities are also located in the city centers as well as the Cities of Berlin, Ripon, Waupun, and Portage supporting the local resident's medical needs. With the widely scattered rural population, the current health care coverage in the County is expected to continue into the foreseeable future providing sufficient services.

Libraries

Green Lake County does not provide any library facilities in the unincorporated areas. However, library services are provided in the Cities of Berlin, Green Lake, Markesan, Princeton, and the Village of Kingston. Those facilities are expected to be able to meet all community demand into the future.

Schools

The four area school districts are headquartered in the cities. With recent upgrades to the different school systems, they are in good shape to provide quality education to the

communities children. However, it is projected that these districts may face future financial challenges as enrollments decline.

Land Fill & Solid Waste Disposal

Green Lake County does not provide services in regards to residential and commercial solid waste or recycling pick up. Solid waste and recycling is primarily provided by private companies hired by municipalities to provide the service. The type of service typically consists of curbside collection. Cities, villages, and towns typically organize their own municipal waste pick up and disposal using commercial haulers. The Valley Trail licensed landfill currently operates in the Town of Berlin and is managed by Waste Management. Being sufficiently sized to meet the demands of the area, this site should meet the needs of the County through the planning period outlined in this document.

There are 16 responsible units for recycling within the County. Each city, village or town indicated is responsible for complying with recycling regulations.

Clean Sweep Programs are administered on a scheduled basis by the Green Lake County Land Conservation Department. This program allows residents to dispose household hazardous waste such as household, workshop, garden, automotive, and agricultural products labeled as caustic, poisonous, flammable, toxic etc. These products should not be thrown away with regular trash or poured down drains. Instead, they should be saved for a Hazardous Waste Clean Sweep collection where they will be recycled, neutralized, incinerated for waste-to-energy, or otherwise properly disposed.

Water Supply

With all of the homes in the rural portions of the County being serviced by private wells, the demand for a central water supply will be associated with the cities and their sanitary sewer service area. An ample supply of water is available to the County residents and is capable of being provided by private wells into the foreseeable future. Those areas currently serviced by municipal water expect their systems to be sufficiently sized for any foreseeable demand.

However, it should be noted that an increase in agricultural use through irrigation may place stress on existing private wells in areas of the County. The siting of future high-capacity wells could always pose a threat to the water supply. The County should work closely with the USGS (United State Geological Survey) should inquiries occur. This agency could assist with modeling or provide existing well data.

The Green Lake County Land Conservation Department provides cost-share funds for the abandonment of unused wells. Cost-share funding is obtained through the Wisconsin Department of Agriculture, Trade and Consumer Protection's annual soil and water resource management grant.

Public Sanitary Sewer

There are six sanitary systems in the County. Each of the Cities and the Village of Kingston has their own independent system. The two systems outside of the incorporated cities are associated with Big and Little Green Lake. Little Green Lake's system is an extension of the City of Markesan's system. Big Green Lake's system is the only independent sanitary district in the County and serves the southern, west and northwestern residences of the Lake. Systems are monitored by the WDNR through a compliance maintenance program.

Much discussion and debate has occurred on the timing of a federal directive for increased phosphorus control. Expect new paradigms to emerge to manage point and non-point source pollution such as the WDNR's Total Maximum Daily Load (TMDL) program. This program would essentially offer up public and private dollars spent on 'point source' pollution (waste water treatment plants) for rural land management practices that reduce phosphorus inputs to surface waters.

Private Onsite Wastewater Treatment System (POWTS) Facilities

POWTS facilities, more commonly known as septic systems, are primarily located within unincorporated areas of the County that do not have accessibility to public sanitary sewer. POWTS systems, which are installed by licensed plumbers, are required to abide by the POWTS Maintenance Program administered by the Green Lake County Land Use Planning and Zoning Department. Depending on the size of the POWTS system, pumping is required every three years, unless pumping is required at a shorter interval. Notices are sent to the property owner at the appropriate pumping interval.

6.2 Future Needs & Recommendations

Wisconsin's comprehensive planning legislation requires that the Utilities and Community Facilities element of the comprehensive plan include an approximate timetable that forecasts the need to expand or rehabilitate existing utilities or to create new utilities. Each community in Green Lake County that developed a comprehensive plan identified major public facility projects for implementation. The recommendations are based on system condition, performance and the need for expansion due to population and industrial growth.

Through the life of this plan it is expected that the demands for services can be met by the County, current utility providers, incorporated communities, school districts, quasi-public entities and the private sector. This is based on the projection that major population growth will not occur in the County over the 20-year planning period. However, should the situation change, it is the intent of the County to provide for the development of services, where and if appropriate. Feasibility of the service should also be studied. In addition, the *Green Lake County Parks and Recreation Plan* should also be consulted for projected needs.

One area of growing importance is telecommunication and broad band services. Existing and future residents/business will demand strong connections. The County should work with providers to improve service where needed.

6.3 Policies & Programs

In addition to the Infrastructure goals and objectives outlined in Chapter 1, the County should also engage in the following policies:

- Direct new development toward the existing sanitary districts in order to be adequately served by necessary public utilities.
- Develop a Capital Improvement Program and budget to ensure that County resources are consistent with the goals and objectives of this plan and to maximize the County's return on their investments.

- Update The *Green Lake County Parks and Recreation Plan* every five years to maintain eligibility for Stewardship Grant funding.
- The County should strongly consider the financial advantages of partnering with incorporated communities (villages & cities), utility and service providers, school districts, quasi-public entities and private sector business in the delivery of quality community services when deemed an appropriate option.

Chapter 7 - Agricultural, Natural and Cultural Resources

The Agricultural, Natural and Cultural Resources were intensively addressed as part of the *Green Lake County Farmland Preservation Plan* and the *Green Lake County Park and Recreation Plan* which are incorporated by reference into the *Green Lake County Comprehensive Plan*.

7.1 Agriculture

See the *Green Lake County Farmland Preservation Plan*

7.2 Land, Soil and Water Resources

See Section 3.2 of the *Green Lake County Farmland Preservation Plan*.

See the *Green Lake County Park and Recreation Plan*.

Policies and Programs

It is the intent of this planning effort to promote the agricultural industry, preserve the rural character and protect the natural resources of the County.

In addition to the Natural Resource and Farmland Preservation goals and objectives outlined in Chapter 1, and those identified in the *Green Lake County Farmland Preservation Plan*, the County should also engage in the following policies:

- Uniformly enforce lake and river setback requirements throughout the County.
- Encourage all landowners to maintain and enhance natural buffers along the waterways and wetlands.
- Work with anyone proposing a new development to identify and preserve important natural resource areas.

Conservation programs are further discussed in the *Green Lake County Farmland Preservation Plan*.

7.3 Cultural and Historical Resources

Green Lake County is rich in its agricultural and historic heritage. Preservation and education featuring this heritage can be important opportunities for the County's tourism industry and establishing the County's "sense of place".

Policies and Programs

The County should also engage in the following cultural and historical resource policies:

- Preserve the historic, archeological, and cultural resources unique to the County.
- Develop resources for historical research and cultural preservation, especially for the preservation of the rural lifestyle.
- Identify and preserve current historical sites, structures and events as well as those established or determined to be cultural resources in the future.
- Preserve the agrarian culture through the *Green Lake County Farmland Preservation Plan* in order to maintain economic opportunities and the rural lifestyle.
- Provide opportunities to link both social and cultural events.

State and National Register of Historic Places

A primary responsibility of the Wisconsin Historical Society's Division of Historic Preservation (DHP) is to administer the State and National Register of Historic Places programs. This program protects archaeological sites, burial places and historic buildings in the state. According to the State Register of Historic Places, there are 14 registered historic properties in Green Lake County. Information regarding the State and National Register of Historic Places can be found by contacting the DHP at (608) 264-6500 or at:

www.wisconsinhistory.org/hp/register/

Architecture and History Inventory

A search of the DHP's on-line Architecture and History Inventory revealed that 141 sites existed within Green Lake County. More information on these sites can be found by contacting the DHP at (608) 264-6500 or at: www.wisconsinhistory.org/ahi.

Chapter 8 - Intergovernmental Cooperation

Green Lake County is home to 16 municipalities (4 cities, 2 villages, and 10 towns). The Green Lake County Location Map (Map 1) shows the locations of all municipalities within the County. Each municipality independently owns responsibility to its residents to provide services for taxes paid. But operating independently has a price. Community leaders trying to hold the line on taxes while maintaining high quality services will be challenged should they want to maintain sole autonomy. Maintaining levels of services customary in the past may prove difficult. In the future, intergovernmental cooperation will evolve out of financial necessity.

Intergovernmental cooperation often resonates out of two needs: 1. Land use compatibility along community borders and 2. Opportunities to share services.

Land use compatibility can be contentious between communities as both try to expand tax base. Annexations (the detachment of land from a Town into an incorporated community) does occur by cities and villages from time to time but is recognized as a means to provide necessary services to growing areas in a planned pattern. Land use compatibility can be addressed proactively through cooperative boundary agreements (See Section 2.10 of the *Green Lake County Farmland Preservation Plan* for more information on cooperative boundary agreements).

The opportunity to share services is a more positive venture but equality and the expense to formulate the agreement can be difficult to overcome from the onset. Opportunities will emerge in Green Lake County but executing the agreements necessary to implement intergovernmental cooperation will be challenging.

Nonetheless, all communities own the responsibility to keep taxes affordable and services up to acceptable standards. That said, intergovernmental cooperation provides an opportunity to provide cost-effective solutions.

If it is truly the intent of this planning effort to maintain the County's rural identity, protect its natural resources, maintain open spaces, provide adequate services, provide business opportunities and preserve productive agricultural lands; the County will need to work with the local municipalities to encourage development in appropriate locations and to look for opportunities to share services in the most cost-effective manner.

8.1 Past Multi-jurisdictional Planning Efforts

The first multi-jurisdictional planning process in Green Lake County began in the spring of 2001. With the assistance of the State's 'Smart Growth' funding, a multi-jurisdictional planning grant was received. This funding was used to create comprehensive plans for: 4 cities, 2 villages, 8 towns, and the County plan. Green Lake County sponsored the grant and provided the matching funds for the Towns to begin their planning, with the Cities and Villages contributing their own match.

The effort included a visioning process, public meetings and a survey. This process was organized by Green Lake County Planning & Zoning Department and was headed by an ad hoc committee consisting of individuals representing the interests of county and city government, lake associations, farming, as well as many other special interest areas.

The multi-jurisdictional planning effort resulted in adopted comprehensive plans for all communities within Green Lake County. These individual plans formed the basis for the countywide plan. The resultant County Comprehensive Plan was adopted on September 18, 2003. The 2003 Comprehensive Plan was due for an update which is being undertaken as part of this effort. A copy of the original Comprehensive Plan is available at the Green Lake County Planning and Zoning Department.

8.2 Future Planning Efforts

On March 1, 2014, Green Lake County contracted with the firm of Martenson & Eisele to update the 2003 *Green Lake County Comprehensive Plan*.

However, unlike the original planning effort, the county comprehensive plan update process was not undertaken with the responsibility of updating the local community plans. The updating of local comprehensive plans falls with the local units of government (i.e. towns, villages and cities). At the initiation of the county comprehensive planning process, villages and cities were offered the opportunity to work with the county update process. None responded with revisions or updates to their individual comprehensive plans. Towns on the other hand, were directly involved in the process by reviewing the Existing and Future Land Use Maps developed as part of the comprehensive plan update. Their involvement was also key in the development of the *Green Lake County Farmland Preservation Plan*.

However, to assist all communities within Green Lake County, the information provided within this comprehensive plan and the *Green Lake County Farmland Preservation Plan* can be used to assist in their update efforts. It's assumed the information provided in this plan will reduce the cost to update individual community comprehensive plans in the future.

8.3 Programs and Policies

Cooperation goals and objectives were outlined in Chapter 1. Also see Section 2.10 of the *Green Lake County Farmland Preservation Plan*

Chapter 9 - Implementation

The implementation of the comprehensive plan is when the real work begins. But much of the direction on how this county comprehensive plan will be implemented lies within each chapter and within the plans adopted as part of this effort.

9.1 Integration of Plan Elements and Other Plans

In addition to coordinating the comprehensive planning update effort with the *Green Lake County Farmland Preservation Plan*, the timing to update the comprehensive plan appeared perfect along other county-wide planning initiatives. These efforts included:

Green Lake County Parks and Recreation Plan (Adopted December, 2014)

Green Lake County Community Health Improvement Plan (Presented to the County Board in 2014)

These plans were completed just prior to the comprehensive plan update and provide essential information to many of the components required as part of the comprehensive plan. Instead of duplicating these specific planning efforts within the comprehensive plan update, these planning documents are included by reference in their entirety within the *Green Lake County Comprehensive Plan*. This policy ensures coordination of the planning efforts and reduces the duplication of efforts. However, it should be noted that through the establishment of this policy, any amendments to the above referenced planning documents, will require an amendment to the *Green Lake County Comprehensive Plan* as well. Should future updates of these plans occur on a 5- or 10-year cycle, the update process will be well coordinated ensuring better consistency between planning documents. Planning document coordination could also realize cost savings through planning efficiencies. This could occur primarily through avoiding the duplication of planning efforts.

The goals, objectives and policies outlined in each element of this plan are closely related. This assures that the implementation of one item will support multiple goals in different plan elements. Following the recommendation of a regularly scheduled review will guarantee that goals, objectives, policies and strategies are still valid and compatible.

Implementation Efforts within Other Plans

Please consult Chapter 6 of the *Green Lake County Farmland Plan* and the *Green Lake County Parks and Recreation Plan* for other implementation directives.

In addition to the two plans mentioned above, the Green Lake County area embarked on a community health improvement initiative. This effort was led by the Green Lake County Health & Human Services Department but involved a wide range of representatives. The result of this effort produced the *2013 Community Health Improvement Plan* (CHIP). The CHIP is incorporated by reference in Appendix D. The CHIP provides direction in five specific focus areas. They include; healthy growth & development; alcohol, tobacco & other drugs; mental health; physical activity and nutrition. It is recognized that efforts made to improve the health of County residents will create a better quality of life throughout the county and region. These efforts are supported.

9.2 County Comprehensive Plan Strategies

In addition to the goals, objectives and policies previously stated in the prior Chapters (Elements), the following Strategies have been reviewed from the prior comprehensive planning effort. The following have been selected and/or modified to assist in moving forward the implementation effort.

PRESERVE AND PROTECT COUNTY'S NATURAL RESOURCES

- Assemble and coordinate environment/ecological data identifying areas to be protected.
- Review the standards of applicable County Ordinances for opportunities to protect environmentally sensitive areas. Focus on standards that provide for appropriate development and tools such as conditional use permits, conservancy zoning, etc. to protect environmentally sensitive areas.
- Assemble data related to scenic views that are particularly beautiful or important to the character of the County and seek opportunities to protect these views.

PRESERVE, PROTECT & ENHANCE QUALITY HOUSING IN THE COUNTY

- Review the existing standards of the County Zoning Ordinance for allowing community based residential facilities (CBRFs) for disabled and elderly people.
- Help seniors and low-income residents that are having trouble paying their property taxes locate assistance program(s).
- Assemble data for undeveloped areas outside of farmland preservation areas that is adjacent to cities and villages. Coordinate this data to encourage future development that will be compatible with existing incorporated area design.

MAINTENANCE OF A STRONG LOCAL ECONOMY

- Provide development support to encourage business location and expansion in developed areas.
- Work with unincorporated areas to discourage scattered commercial development.
- Develop a business mentoring program to help avoid the risks that contribute to business failure.

ENCOURAGE QUALITY COMMERCIAL AREAS IN THE COUNTY

- Work with incorporated areas to develop branding standards for entryways into their communities.
- Identify and provide sources of assistance to encourage redevelopment and infill of properties.
- Encourage new or expanded commercial and industrial uses to incorporate proper aesthetics such as landscaping, vegetative screens, appropriate lighting, attractive signage, etc.

PRESERVING AND IMPROVING LOCAL DOWNTOWNS, 'mainstreets', AND CENTRAL BUSINESS DISTRICTS

- Create an initiative with the Green Lake Country Visitors Bureau, Economic Development Corporation and area Chambers of Commerce to "brand" the unique character of main streets throughout Green Lake County.

IMPROVING THE COUNTY'S INDUSTRIAL BASE

- Identify those areas being appropriate for industrial development.
- Create a marketing strategy for industrial business recruitment.
- Continue to be an active participant in regional economic initiatives such as the Green Lake Country Visitor Bureau and more.
- Maintain a library and data base of economic development programs and strategies that were conducted to help facilitate economic develop activities.

IMPROVING LOCAL TRANSPORTATION SYSTEMS

- Identify recreational transportation needs that would provide connection to the cities.
- Utilize the *Green Lake County Park & Recreation Plan* to identify bike and pedestrian trail opportunities.

IMPROVING COOPERATION WITH NEIGHBORING COMMUNITIES

- Continue to use the Town's Association meetings to share information of common interest.
- As part of comprehensive plan updates, communicate with those entities impacted within the County and those outside the County for their land use data.
- Support organizations that facilitate cooperation between neighboring communities for such services as libraries, trails, recreational facilities, community events, etc.

IMPROVING THE LOCAL UTILITIES AND PUBLIC FACILITIES

- Review regularly every five years and update as needed the *Green Lake County Parks and Recreation Plan*.
- Promote a communication infrastructure.
- Coordinate stormwater management efforts through the Green Lake County Land Conservation Department

ASSURE APPROPRIATE LAND USE CONTROLS AND PLANNING EFFORTS

- Continue to coordinate all County planning efforts such as the Comprehensive Plan, Farmland Preservation Plan, Outdoor Recreation Plan and the Five-Year Transportation Plan in an effort to ensure consistency between these planning efforts.
- Revise County land use ordinances as needed to implement the County Comprehensive Plan.
- Review and update the County Comprehensive Plan as needed.
- Perform a comparison of existing zoning classifications to the recommended future land use designation. Work with appropriate communities on resolving differences.
- Create a tracking system for land use changes and rezoning using Geographic Information System (GIS) technology.

ENCOURAGE HISTORIC PRESERVATION

- Identify and provide sources of assistance to encourage redevelopment and reuse of historic properties and structures.
- Utilize the County's rich natural and cultural history as an asset to promote tourism.

In addition to the identified strategies listed above, Appendix H references Top 10 planning practices for making things happen in rural and small towns. This plan recognizes these practices as potentially applicable to Green Lake County and its communities.

9.3 Consistency Between Planning and County Code Documents

This topic is addressed in detail in the “Preface Section” pages P-6 through P-8. Map 7 – “Zoning Administration” shows the jurisdiction of zoning throughout Green Lake County.

9.4 Monitoring Plan Progress

The responsibility of monitoring the performance of the *Green Lake County Comprehensive Plan* falls under the responsibility of the Green Lake County Planning and Zoning Department with oversight by the Green Lake County Planning and Zoning Committee.

9.5 Updating the Comprehensive Plan

The State of Wisconsin’s ‘Smart Growth’ law requires that comprehensive plans should be updated at least once every 10 years. However, it is recommended that the comprehensive plan be reviewed and updated, as often as necessary.

As previously stated, the Green Lake County Comprehensive Plan includes, by reference, the following additional plans:

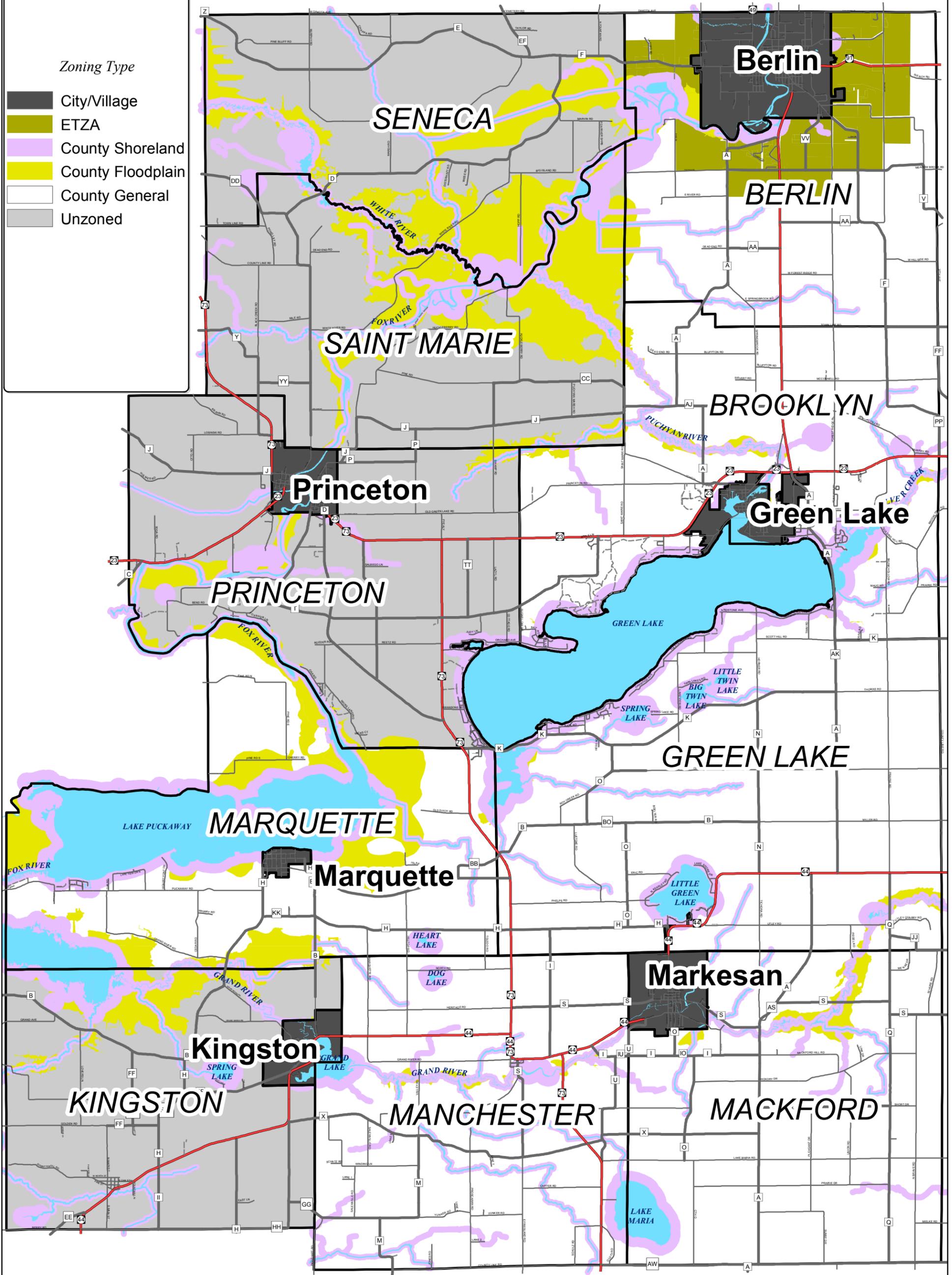
- *Green Lake County Farmland Preservation Plan* (Adopted December 2015)
- *Green Lake County Parks and Recreation Plan* (Adopted December 2014)
- *Green Lake County Community Health Improvement Plan- CHIP* (Presented to the County Board in 2014)

This policy ensures coordination of these planning efforts and reduces the duplication of efforts. However, it should be noted that through the establishment of this policy, any amendments to the above referenced planning documents, will require an amendment to the *Green Lake County Comprehensive Plan* as well. Should future updates of these plans occur on a 5- or 10-year cycle, the update process will be well coordinated with comprehensive plan updates, ensuring better consistency between planning documents.

**Map 7
Zoning Administration**

Zoning Type

- City/Village
- ETZA
- County Shoreland
- County Floodplain
- County General
- Unzoned



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Appendix: A
Population and Demographic Tables

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Table 100 Historical Population Change

	Green Lake County	Fond du Lac County	Marquette County	Waushara County	Wisconsin
1970	16,878	84,567	8,865	14,795	4,417,821
1980	18,370	88,964	11,672	18,526	4,705,642
1990	18,651	90,083	12,321	19,385	4,891,769
2000	19,105	97,296	15,832	23,154	5,363,675
2010	19,051	101,633	15,404	24,496	5,686,986
2012 (est.)	19,039	101,843	15,205	24,461	5,708,612
% Change					
1970 to 1980	8.8%	5.2%	31.7%	25.2%	6.5%
1980 to 1990	1.5%	1.3%	5.6%	4.6%	4.0%
1990 to 2000	2.4%	8.0%	28.5%	19.4%	9.6%
2000 to 2010	-0.3%	4.0%	-2.7%	5.8%	6.0%
2010 to 2012	-0.1%	0.2%	-1.3%	-0.1%	0.4%

Source: Wisconsin Department of Administration

Table 101 Population Race and Ethnicity

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Total Persons	19,105		19,051		5,363,675		5,686,968	
White (not incl. Hispanic)	18,687	97.8%	18,428	96.7%	4,681,630	87.3%	4,738,411	83.3%
Hispanics of All Origin	393	2.1%	743	3.9%	192,921	3.6%	336,056	5.9%
Black or African American	29	0.2%	88	0.5%	300,245	5.6%	350,898	6.2%
American Indian & Alaska Native	38	0.2%	52	0.3%	43,980	0.8%	48,511	0.9%
Asian and Pacific Islander	66	0.3%	91	0.5%	89,341	1.7%	129,617	2.3%
Some Other Race	170	0.9%	268	1.4%	3,637	0.1%	4,095	0.1%
Two or More Races	115	0.6%	124	0.7%	51,921	1.0%	79,398	1.4%

Source: US Census Bureau, American FactFinder

Table 102 Population Age and Median Age

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
< 10 years old	2,256	11.8%	2,375	12.5%	721,824	13.5%	727,060	12.8%
10 - 19	2,811	14.7%	2,407	12.6%	810,269	15.1%	775,136	13.6%
20 - 29	1,701	8.9%	1,747	9.2%	691,205	12.9%	758,899	13.3%
30 - 39	2,529	13.2%	1,991	10.5%	807,510	15.1%	694,675	12.2%
40 - 49	3,038	15.9%	2,589	13.6%	837,960	15.6%	817,965	14.4%
50 - 59	2,312	12.1%	2,988	15.7%	587,355	11.0%	822,112	14.5%
60 - 69	1,721	9.0%	2,330	12.2%	387,118	7.2%	540,854	9.5%
70 - 79	1,657	8.7%	1,483	7.8%	319,863	6.0%	314,719	5.5%
80 - 84	540	2.8%	577	3.0%	104,946	2.0%	117,061	2.1%
> 85 years old	540	2.8%	564	3.0%	95,625	1.8%	118,505	2.1%
Total Population	19,105		19,051		5,363,675		5,686,986	
Median Age	41		46		36		39	

Source: US Census Bureau, GetFacts, The Applied Population Laboratory, University of Wisconsin - Madison, University of Wisconsin - Extension

Table 103 Population Projections

	Green Lake County	Fond du Lac County	Marquette County	Waushara County	Wisconsin
2010 Actual	19,051	101,633	15,404	24,496	5,686,986
2015	19,190	102,885	16,000	24,705	5,783,015
2020	19,240	105,755	16,315	25,860	6,005,080
2025	19,400	108,485	16,970	27,180	6,203,850
2030	19,445	110,590	17,325	28,230	6,375,910
2035	19,225	111,040	17,305	28,385	6,476,270
2040	18,885	110,250	17,015	27,990	6,491,635
% Change					
2010 to 2015	0.7%	1.2%	3.9%	0.9%	1.7%
2015 to 2020	0.3%	2.8%	2.0%	4.7%	3.8%
2020 to 2025	0.8%	2.6%	4.0%	5.1%	3.3%
2025 to 2030	0.2%	1.9%	2.1%	3.9%	2.8%
2030 to 2035	-1.1%	0.4%	-0.1%	0.5%	1.6%
2035 to 2040	-1.8%	-0.7%	-1.7%	-1.4%	0.2%

Source: Wisconsin Department of Administration Demographic Services Center Data

Table 104 Household Projections

	Green Lake County	Fond du Lac County	Marquette County	Waushara County	Wisconsin
No. of Households					
2010 Actual	7,919	40,697	6,571	9,949	2,279,768
2015	8,106	42,423	7,073	10,315	2,371,815
2020	8,194	44,308	7,330	10,899	2,491,984
2025	8,360	46,020	7,770	11,550	2,600,538
2030	8,483	47,419	8,058	12,095	2,697,884
2035	8,474	48,079	8,201	12,263	2,764,498
2040	8,408	48,076	8,219	12,240	2,790,322
Persons per Household					
2010 Actual	2.38	2.41	2.32	2.34	2.43
2015	2.34	2.34	2.24	2.28	2.38
2020	2.32	2.31	2.20	2.26	2.35
2025	2.29	2.28	2.16	2.24	2.32
2030	2.26	2.25	2.13	2.22	2.30
2035	2.23	2.22	2.08	2.20	2.28
2040	2.20	2.20	2.04	2.17	2.26

Source: Wisconsin Department of Administration Demographic Services Center Data

Table 105 Municipal Population Projections

	City of Berlin	City of Green Lake	City of Markesan	City of Princeton	Village of Kingston	Village of Marquette
1990	5,304	1,064	1,496	1,458	346	182
2000	5,222	1,100	1,396	1,504	288	169
2010	5,524	960	1,476	1,214	326	150
2015	5,600	980	1,455	1,170	330	150
2020	5,655	970	1,450	1,120	330	145
2025	5,755	965	1,450	1,075	335	140
2030	5,800	955	1,440	1,025	340	135
2035	5,780	930	1,410	960	340	130
2040	5,720	900	1,370	895	335	125
% Change						
1990 to 2000	-1.5%	3.4%	-6.7%	3.2%	-16.8%	-7.1%
2000 to 2010	5.8%	-12.7%	5.7%	-19.3%	13.2%	-11.2%
2010 to 2015	1.4%	2.1%	-1.4%	-3.6%	1.2%	0.0%
2015 to 2020	1.0%	-1.0%	-0.3%	-4.3%	0.0%	-3.3%
2020 to 2025	1.8%	-0.5%	0.0%	-4.0%	1.5%	-3.4%
2025 to 2030	0.8%	-1.0%	-0.7%	-4.7%	1.5%	-3.6%
2030 to 2035	-0.3%	-2.6%	-2.1%	-6.3%	0.0%	-3.7%
2035 to 2040	-1.0%	-3.2%	-2.8%	-6.8%	-1.5%	-3.8%

Source: Wisconsin Department of Administration Demographic Services Center Data

	Town of Berlin	Town of Brooklyn	Town of Green Lake	Town of Kingston	Town of Mackford	Town of Manchester	Town of Marquette	Town of Princeton	Town of Saint Marie	Town of Seneca
1990	996	1,798	1,335	776	616	774	400	1,363	348	395
2000	1,145	1,904	1,258	900	585	848	481	1,540	341	424
2010	1,140	1,826	1,154	1,064	560	1,022	531	1,434	351	408
2015	1,145	1,840	1,135	1,100	555	1,065	555	1,440	355	405
2020	1,150	1,840	1,105	1,145	550	1,110	580	1,430	355	400
2025	1,160	1,855	1,075	1,200	540	1,160	605	1,430	360	400
2030	1,170	1,850	1,045	1,245	535	1,205	630	1,425	360	395
2035	1,160	1,825	995	1,275	515	1,235	645	1,395	360	385
2040	1,140	1,785	945	1,295	500	1,250	650	1,360	355	375
% Change										
1990 to 2000	15.0%	5.9%	-5.8%	16.0%	-5.0%	9.6%	20.3%	13.0%	-2.0%	7.3%
2000 to 2010	-0.4%	-4.1%	-8.3%	18.2%	-4.3%	20.5%	10.4%	-6.9%	2.9%	-3.8%
2010 to 2015	0.4%	0.8%	-1.6%	3.4%	-0.9%	4.2%	4.5%	0.4%	1.1%	-0.7%
2015 to 2020	0.4%	0.0%	-2.6%	4.1%	-0.9%	4.2%	4.5%	-0.7%	0.0%	-1.2%
2020 to 2025	0.9%	0.8%	-2.7%	4.8%	-1.8%	4.5%	4.3%	0.0%	1.4%	0.0%
2025 to 2030	0.9%	-0.3%	-2.8%	3.8%	-0.9%	3.9%	4.1%	-0.3%	0.0%	-1.3%
2030 to 2035	-0.9%	-1.4%	-4.8%	2.4%	-3.7%	2.5%	2.4%	-2.1%	0.0%	-2.5%
2035 to 2040	-1.7%	-2.2%	-5.0%	1.6%	-2.9%	1.2%	0.8%	-2.5%	-1.4%	-2.6%

Source: Wisconsin Department of Administration Demographic Services Center Data

Table 106 Median Income

	Green Lake County		Wisconsin	
	1999	2009	1999	2009
Median Household Income	\$39,462	\$47,624	\$43,791	\$49,001
% Change		20.7%		11.9%
Median Family Income	\$46,969	\$61,232	\$52,911	\$62,088
% Change		30.4%		17.3%

Source: US Census Bureau, American FactFinder

Table 107 Household Income

	Green Lake County				Wisconsin			
	1999		2009		1999		2009	
	No.	%	No.	%	No.	%	No.	%
< \$10,000	636	8.3%	283	3.6%	148,964	7.1%	143,642	6.3%
\$10,000 to \$14,999	459	6.0%	567	7.1%	121,366	5.8%	131,222	5.8%
\$15,000 to \$24,999	945	12.3%	1,077	13.6%	264,897	12.7%	275,041	12.1%
\$25,000 to \$34,999	1,197	15.6%	992	12.5%	276,033	13.2%	261,412	11.5%
\$35,000 to \$49,999	1,670	21.8%	1,243	15.7%	377,749	18.1%	347,038	15.2%
\$50,000 to \$74,999	1,809	23.6%	1,726	21.7%	474,299	22.7%	456,952	20.0%
\$75,000 to \$99,999	546	7.1%	1,029	13.0%	226,374	10.9%	292,914	12.8%
\$100,000 to \$149,999	258	3.4%	690	8.7%	133,719	6.4%	251,263	11.0%
\$150,000 or more	132	1.7%	333	4.2%	62,903	0.03015	120,048	5.3%

Source: US Census Bureau, American FactFinder

Table 108 Per Capita Income

	Per Capita Income		
	2000	2010	% Change
Green Lake County	\$ 19,024	\$ 24,973	31.3%
State of Wisconsin	\$ 21,271	\$ 25,458	19.7%

Source: US Census Bureau, American FactFinder

Table 109 Poverty Status

	Green Lake County		Wisconsin	
	1999	2009	1999	2009
Total Persons	19,105	19,051	5,211,603	5,495,845
Total Persons Below Poverty	1,317	1,962	451,538	683,408
% Below Poverty	6.9%	10.3%	8.7%	12.4%
Total Families	5,316	5311	1,395,037	1,476,615
Total Families Below Poverty	204	351	78,188	121,082
% Below Poverty	3.8%	6.6%	5.6%	8.2%

Source: US Census Bureau, American FactFinder

Table 110 Labor Force

	1990	2000	2010	% Change 1990 to 2000	% Change 2000 to 2010
Green Lake County					
Labor Force	9,466	10,775	10,008	13.8%	-7.1%
Employed	8,882	10,354	9,071	16.6%	-12.4%
Unemployed	584	421	937	-27.9%	122.6%
Unemployment Rate	6.2%	3.9%	9.4%		
State of Wisconsin					
Labor Force	2,598,898	2,996,091	3,062,636	15.3%	2.2%
Employed	2,486,129	2,894,884	2,807,301	16.4%	-3.0%
Unemployed	112,769	101,207	255,335	-10.3%	152.3%
Unemployment Rate	4.3%	3.4%	8.3%		

Source: Wisconsin Department of Workforce Development, Wisconsin's Worknet

Table 111 Employment of Residents by Type of Industry

	2000		2010		Change 2000-2010	
	No.	%	No.	%	No.	%
Green Lake County						
Agriculture, Forestry, Fishing, and Mining	641	6.6%	618	6.3%	-23	-3.6%
Construction	795	8.2%	791	8.1%	-4	-0.5%
Manufacturing	2,467	25.6%	2,320	23.7%	-147	-6.0%
Transportation and Utilities	350	3.6%	431	4.4%	81	23.1%
Wholesale Trade	271	2.8%	167	1.7%	-104	-38.4%
Retail Trade	1,089	11.3%	1,010	10.3%	-79	-7.3%
Finance, Insurance, and Real Estate	435	4.5%	518	5.3%	83	19.1%
Services	3,164	32.8%	3,569	36.5%	405	12.8%
Public Administration	433	4.5%	356	3.6%	-77	-17.8%
All Industries	9,645		9,780		135	1.4%
Wisconsin						
Agriculture, Forestry, Fishing, and Mining	75,418	2.8%	70,599	2.5%	-4,819	-6.4%
Construction	161,625	5.9%	150,622	5.4%	-11,003	-6.8%
Manufacturing	606,845	22.2%	501,176	17.9%	-105,669	-17.4%
Transportation and Utilities	123,657	4.5%	124,762	4.4%	1,105	0.9%
Wholesale Trade	87,979	3.2%	80,592	2.9%	-7,387	-8.4%
Retail Trade	317,881	11.6%	324,308	11.6%	6,427	2.0%
Finance, Insurance, and Real Estate	168,060	6.1%	169,750	6.1%	1,690	1.0%
Services	1,097,312	40.1%	1,281,441	45.7%	184,129	16.8%
Government	96,148	3.5%	101,852	3.6%	5,704	5.9%
All Industries	2,734,925		2,805,102		70,177	2.6%

Source: US Census Bureau, American FactFinder

Table 112 Employment of Residents by Type of Occupation

	Green Lake County		Wisconsin	
	No.	%	No.	%
2000				
Management, professional, and related	2,327	24.1%	857,205	31.3%
Service	1,386	14.4%	383,619	14.0%
Sales and office	2,242	23.2%	690,360	25.2%
Farming, fishing, and forestry	193	2.0%	25,725	0.9%
Construction, extraction, and maintenance	1,092	11.3%	237,086	8.7%
Production, transportation, and material moving	2,405	24.9%	540,930	19.8%
2010				
Management, professional, and related	2,452	25.1%	943,330	33.6%
Service	1,597	16.3%	479,222	17.1%
Sales and office	2,212	22.6%	681,229	24.3%
Natural resources, construction, and maintenance	1,315	13.4%	236,713	8.4%
Production, transportation, and material moving	2,204	22.5%	464,608	16.6%

Source: US Census Bureau, American FactFinder

Table 113 Industry of Employed Persons

	2000		2010		Change 2000-2010	
	No.	%	No.	%	No.	%
Green Lake County						
Natural Resources & Mining	139	1.9%	123	1.9%	-16	-11.5%
Construction	463	6.5%	280	4.4%	-183	-39.5%
Manufacturing	1,765	24.6%	1,202	19.0%	-563	-31.9%
Trade, Transportation, Utilities	1,461	20.4%	1,226	19.3%	-235	-16.1%
Information	Suppressed	N/A	Suppressed	N/A	N/A	N/A
Financial Activities	262	3.7%	288	4.5%	26	9.9%
Professional & Business Services	226	3.2%	218	3.4%	-8	-3.5%
Education & Health Services	1,566	21.9%	1,621	25.6%	55	3.5%
Leisure & Hospitality	825	11.5%	691	10.9%	-134	-16.2%
Other Services	153	2.1%	158	2.5%	5	3.3%
Public Administration	506	7.1%	530	8.4%	24	4.7%
Unclassified	Suppressed	N/A	Suppressed	N/A	N/A	N/A
All Industries	7,166	100.0%	6,337	100.0%	-829	-11.6%
Wisconsin						
Natural Resources & Mining	19,326	0.7%	24,450	0.9%	5,124	26.5%
Construction	127,846	4.7%	96,649	3.7%	-31,197	-24.4%
Manufacturing	594,389	21.7%	429,454	16.3%	-164,935	-27.7%
Trade, Transportation, Utilities	570,186	20.8%	517,412	19.7%	-52,774	-9.3%
Information	55,196	2.0%	48,229	1.8%	-6,967	-12.6%
Financial Activities	146,844	5.4%	151,290	5.8%	4,446	3.0%
Professional & Business Services	247,504	9.0%	271,014	10.3%	23,510	9.5%
Education & Health Services	502,749	18.4%	595,546	22.6%	92,797	18.5%
Leisure & Hospitality	246,327	9.0%	261,057	9.9%	14,730	6.0%
Other Services	81,794	3.0%	86,359	3.3%	4,565	5.6%
Public Administration	144,024	5.3%	142,534	5.4%	-1,490	-1.0%
Unclassified	1,197	0.0%	6,250	0.2%	5,053	422.1%
All Industries	2,737,382	100.0%	2,630,244	100.0%	-107,138	-3.9%

Source: Wisconsin Department of Workforce Development; Employment and Wages Covered by Wisconsin's U.I. Law, Table 202, First Qtr., 1990, 2000, 2001.

Table 114 Fox Valley Wisconsin Workforce Development Area Industry Employment Projections, 2006-2016
(Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara, and Winnebago counties)

NAICS	Industry Title	Estimated Employment ⁽¹⁾			
		2006	2016	Change	% Change
	Total, All Nonfarm Industries	281,240	299,800	18,560	6.6%
1133, 21, 23	Construction/Mining/Natural Resources	16,530	18,140	1,610	9.7%
31-33	Manufacturing	59,490	57,270	-2,220	-3.7%
322	Paper Manufacturing	11,830	11,070	-760	-6.4%
332	Fabricated Metal Product Manufacturing	4,790	4,850	60	1.3%
336	Transportation Equipment Manufacturing	5,530	5,490	-40	-0.7%
42, 44-45	Trade	38,560	39,420	860	2.2%
452	General Merchandise Stores	6,300	6,530	230	3.7%
48-49, 22	Transportation and Utilities (Including US Postal)	9,890	10,950	1,060	10.7%
52-53	Financial Activities	13,520	15,080	1,560	11.5%
61-62	Education and Health Services (Including State and Local Government)	42,860	49,280	6,420	15.0%
611	Educational Services (Including State and Local Government)	16,230	16,920	690	4.3%
621	Ambulatory Health Care Services	8,280	10,530	2,250	27.2%
71-72	Leisure and Hospitality	22,610	25,190	2,580	11.4%
51, 54-56, 81	Information/Prof. Services/Other Services ⁽²⁾	42,930	48,560	5,630	13.1%
	Government (Excluding US Postal, State and Local Education and Hospitals) ⁽³⁾	34,860	35,910	1,050	3.0%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, November 2008

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed, unpaid family, or railroad workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) An estimate of non-covered employment is included in NAICS 8131 (Religious Organizations), but not in any other industries.

(3) Government employment includes tribal owned operations, which are part of Local Government employment.

Information is derived using 2006 CES and 2006 QCEW data. Unpublished data from the US Bureau of Labor Statistics and the US Census Bureau is also used.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2006 to 2016. It is important to note that unanticipated events may affect the accuracy of the projections.

Table 115 Average Weekly Wages

	Actual 2000	2010	Difference	% Change 2000-2010
Green Lake County				
Natural Resources & Mining	\$460	\$769	\$309	67.2%
Construction	\$690	\$1,007	\$317	45.9%
Manufacturing	\$511	\$694	\$183	35.8%
Trade, Transportation, Utilities	\$403	\$543	\$140	34.7%
Information	Suppressed	Suppressed	N/A	N/A
Financial Activities	\$533	\$779	\$246	46.2%
Professional & Business Services	\$730	\$990	\$260	35.6%
Education & Health Services	\$486	\$680	\$194	39.9%
Leisure & Hospitality	\$178	\$223	\$45	25.3%
Other Services	\$269	\$417	\$148	55.0%
Public Administration	\$358	\$492	\$134	37.4%
Unclassified	Suppressed	Suppressed	N/A	N/A
Wisconsin				
Natural Resources & Mining	\$466	\$589	\$123	26.4%
Construction	\$729	\$945	\$216	29.6%
Manufacturing	\$743	\$965	\$222	29.9%
Trade, Transportation, Utilities	\$525	\$656	\$131	25.0%
Information	\$705	\$995	\$290	41.1%
Financial Activities	\$727	\$1,026	\$299	41.1%
Professional & Business Services	\$616	\$895	\$279	45.3%
Education & Health Services	\$606	\$817	\$211	34.8%
Leisure & Hospitality	\$214	\$281	\$67	31.3%
Other Services	\$356	\$436	\$80	22.5%
Public Administration	\$607	\$801	\$194	32.0%
Unclassified	\$682	\$901	\$219	32.1%

Source: Wisconsin Department of Workforce Development; Employment and Wages Covered by Wisconsin's U.I. Law, Table 202, First Qtr. 2000, 2010

Table 116 Travel Time to Work

Minutes	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Less than 10	2,423	27.4%	2,163	22.7%	533,891	20.7%	494,170	18.7%
10 to 14	1,296	14.7%	1,328	21.3%	476,569	18.4%	457,174	17.3%
15 to 19	989	11.2%	1,328	15.0%	440,637	17.0%	443,961	16.8%
20 to 29	1,618	18.3%	1,570	16.9%	531,628	20.6%	562,879	21.3%
30 to 34	948	10.7%	835	9.4%	248,714	9.6%	277,475	10.5%
35 to 44	539	6.1%	494	5.1%	120,661	4.7%	142,702	5.4%
45 to 59	527	6.0%	628	4.7%	120,028	4.6%	142,702	5.4%
60 or more	495	5.6%	637	4.8%	113,181	4.4%	121,560	4.6%
Worked at home:	630	6.7%	613	4.6%	105,395	3.9%	115,359	4.2%
Total:	9,465		9,596		2,690,704		2,757,982	
Did not work at home:	8,835	93.3%	8,983	95.4%	2,585,309	96.1%	2,642,623	95.8%

Source: US Census Bureau, American FactFinder

Table 117 Educational Attainment

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Less than 9th Grade	998	7.5%	616	4.6%	186,125	5.4%	133,010	3.5%
9th - 12th Grade	1,396	10.6%	1,136	8.4%	332,292	9.6%	243,219	6.4%
High School Graduate	5,547	41.9%	5,672	42.2%	1,201,813	34.6%	1,265,498	33.3%
1 - 3 Years of College	3,372	25.5%	3,799	28.3%	976,375	28.1%	1,155,290	30.4%
4 Years or More	1,916	14.5%	2,222	16.5%	779,273	22.4%	1,003,278	26.4%
Total Age 25 or Older	13,229		13,445		3,475,878		3,800,295	

Source: US Census Bureau, American FactFinder

Table 118 Age of Housing

	Green Lake County		Wisconsin	
	No.	%	No.	%
< 10 years	888	8.4%	345,814	13.2%
11 to 20 years	1,528	14.5%	364,456	13.9%
21 to 30 years	955	9.1%	258,722	9.9%
31 to 40 years	1,445	13.7%	386,054	14.7%
> 40 years	5,696	54.2%	1,270,431	48.4%
Total	10,512		2,625,477	

Source: US Census Bureau, American FactFinder, 2010

Table 119 Median Housing Values

	Green Lake County	Wisconsin
2000 Actual	\$90,100	\$112,200
2010 Actual	\$137,500	\$169,400
Percent Change		
2000-2010 Actual	52.6%	51.0%

Source: US Census Bureau, American FactFinder

Table 120 Housing Values

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Less than \$50,000	430	9.6%	280	4.6%	142,047	10.0%	79,716	5.1%
\$50,000 to \$99,999	2,291	51.0%	1,629	26.9%	482,614	33.8%	213,097	13.6%
\$100,000 to \$149,999	980	21.8%	1,465	24.2%	410,673	28.8%	336,426	21.5%
\$150,000 to \$199,999	394	8.8%	968	16.0%	210,917	14.8%	337,190	21.5%
\$200,000 to \$299,999	204	4.5%	904	14.9%	123,606	8.7%	363,355	23.2%
\$300,000 or More	189	4.2%	811	13.4%	56,803	4.0%	236,255	15.1%
Total Units	4,488		6,057		1,426,660		1,566,039	

Source: US Census Bureau, American FactFinder

Table 121 Types of Housing Units

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Single Family	8,053	81.9%	8,688	82.6%	1,609,407	69.3%	1,854,787	70.7%
2 to 4 Units	601	6.1%	590	5.6%	281,936	12.1%	278,935	10.6%
5 or more Units	612	6.2%	712	6.8%	325,633	14.0%	393,405	15.0%
Mobile Home or Other	565	5.7%	522	5.0%	104,168	4.5%	97,906	3.7%
Total Units	9,831		10,512		2,321,144		2,625,033	

Source: US Census Bureau, American FactFinder

Table 122 Housing Occupancy and Tenure

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Owner Occupied	5,950	77%	6,019	76%	1,426,361	68%	1,566,039	69%
Renter Occupied	1,753	23%	1,900	24%	658,183	32%	713,493	31%
Total Occupied Units	7,703		7,919		2,084,544		2,279,532	
Vacant Units	706		796		236,600		345,945	
Seasonal Units	1,422		1,901		142,313		193,046	
Total Units	9,831		10,616		2,463,457		2,818,523	

Source: US Census Bureau, American FactFinder

Table 123 Vacancy Status

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
For Sale	135	6.3%	212	7.9%	17,172	7.3%	34,219	9.9%
For Rent	185	8.7%	254	9.4%	38,714	16.4%	63,268	18.4%
Seasonal Units	1,422	66.8%	1,901	70.5%	142,313	60.1%	193,046	56.0%
Other Units	386	18.1%	330	12.2%	38,401	16.2%	54,057	15.7%
Total Vacant Units	2,128		2,697		236,600		344,590	
Owner Vacancy Rate	2.2%		3.4%		1.2%		2.2%	
Renter Vacancy Rate	9.5%		11.7%		5.5%		8.0%	

Source: US Census Bureau, American FactFinder

Table 124 Household Types

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
Total Households	7,703		7,919		2,084,544		2,279,768	
Total Family	5,322	69.1%	5,257	66.4%	1,386,815	66.5%	1,468,917	64.4%
Total Nonfamily	2,381	30.9%	2,662	33.6%	697,729	33.5%	810,851	35.6%
With Children	2,389	31.0%	2,127	26.9%	706,399	33.9%	647,472	28.4%
Without Children	5,314	69.0%	5,792	73.1%	1,378,145	66.1%	1,632,296	71.6%
With Married Couple	4,510	58.5%	4,290	54.2%	1,108,597	53.2%	1,131,344	49.6%
Living Alone	2,079	27.0%	2,294	29.0%	557,875	26.8%	642,507	28.2%
Female Headed	533	6.9%	623	7.9%	569,317	27.3%	583,376	25.6%
With Occupant(s) 65+	2,409	31.3%	2,546	32.2%	479,787	23.0%	547,650	24.0%

Source: US Census Bureau, American FactFinder

Table 125 Persons Per Household

	Green Lake County		Wisconsin	
	No.	Persons per HH	No.	Persons per HH
1990	18,651	2.59	4,891,769	2.68
2000	19,105	2.48	5,363,675	2.57
2010	19,051	2.41	5,686,986	2.49

Source: Wisconsin Department of Administration and US Census Bureau, American FactFinder

Table 126 Household Size

	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
1 Person	2,079	27.0%	2,294	29.0%	557,875	26.8%	642,507	28.2%
2 Person	2,889	37.5%	3,082	38.9%	721,452	34.6%	817,250	35.8%
3 Person	1,111	14.4%	1,054	13.3%	320,561	15.4%	339,536	14.9%
4 Person	978	12.7%	872	11.0%	290,716	13.9%	284,532	12.5%
5 Person	420	5.5%	346	4.4%	127,921	6.1%	124,387	5.5%
6 or More Person	226	2.9%	271	3.4%	66,019	3.2%	71,556	3.1%
Total Households	7,703		7,919		2,084,544		2,279,768	

Source: US Census Bureau, American FactFinder

Table 127 Owner Affordability

% of Income	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
< 20%	2,606	58.1%	2,975	49.1%	634,277	56.5%	696,379	44.5%
20% to 24%	647	14.4%	818	13.5%	173,620	15.5%	244,266	15.6%
25% to 29%	398	8.9%	700	11.6%	109,833	9.8%	175,319	11.2%
30% to 34%	248	5.5%	319	5.3%	64,892	5.8%	111,459	7.1%
> 34%	571	12.7%	1,223	20.2%	135,075	12.0%	331,754	21.2%
Not Computed	18	0.4%	22	0.4%	4,770	0.4%	6,862	0.4%
Total Households	4,488		6,057		1,122,467		1,566,039	
% Not Affordable	18.2%		25.5%		17.8%		28.3%	

Source: US Census Bureau, American FactFinder

Table 128 Renter Affordability

% of Income	Green Lake County				Wisconsin			
	2000		2010		2000		2010	
	No.	%	No.	%	No.	%	No.	%
< 20%	639	39.5%	548	29.1%	242,345	37.8%	170,604	23.9%
20% to 24%	182	11.3%	320	17.0%	90,934	14.2%	89,920	12.6%
25% to 29%	185	11.4%	189	10.0%	67,926	10.6%	79,133	11.1%
30% to 34%	93	5.8%	191	10.1%	44,573	6.9%	61,319	8.6%
> 34%	324	20.0%	431	22.9%	162,669	25.4%	270,591	37.9%
Not Computed	194	12.0%	204	10.8%	33,225	5.2%	41,926	5.9%
Total Households	1,617		1,883		641,672		713,493	
% Not Affordable	25.8%		33.0%		32.3%		46.5%	

Source: US Census Bureau, American FactFinder

Appendix: B
Green Lake County Farmland Preservation Plan (DATCP
Certified July 10, 2015)

The *Green Lake County Farmland Preservation Plan* or any subsequent amendments thereto are incorporated into the *Green Lake County Comprehensive Plan*. A copy of this plan can be viewed at: <http://www.co.green-lake.wi.us/uploads/forms/green-lake-co-certified-fpp-2015-07-10.pdf>

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Appendix: C

Green Lake County Park and Recreation Plan

The *Green Lake County Park & Recreation Plan* or any subsequent amendments thereto are incorporated into the *Green Lake County Comprehensive Plan*. A copy of this plan can be viewed at: <http://www.co.green-lake.wi.us/uploads/forms/2014-five-year-park-rec-plan-dec-updates-w-maps.pdf>

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Appendix: D

Green Lake County Community Health Improvement Plan

The *Green Lake County Community Health Improvement Plan* or any subsequent amendments thereto are incorporated into the *Green Lake County Comprehensive Plan*. A copy of this plan can be viewed at: <http://www.co.green-lake.wi.us/uploads/forms/2014-2018chip.pdf>

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Appendix: E
Green Lake County UW Extension Visioning Session
Summary Report

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**Green Lake County UW-Extension
Community, Natural Resource and Economic
Development (CNRED) Educator**

Visioning Session

September 27, 2013

Summary Report

Prepared By

**Nav Ghimire
Catherine Neiswender
Tom Schmitz**

Participants of the Visioning Session

Name	Agency/Organization
Tom Schmitz	UW-EX North Central Regional Director
Catherine Neiswender	UW-EX North Central Regional Intern
Dave Berard	UW-EX Associate Program Director for CNRED
Patrick Nehring	UW-EX CNRED Educator, Waushara Co.
Nav Ghimire	UW-EX Agriculture Agent, Green Lake Co.
John de Montmollin	UW-EX 4-H Youth Development Educator, Green Lake Co.
Beth Johnson	UW-EX Family Living Educator, Green Lake Co.
Arlene Leppin	Retired UW-Extension Support Staff
Michael Starshak	Co. Board
Diane Disterhaft	Berlin Library
Bob Schweder	Community member
Maureen Schweder	Co. Board
Bobbie Erdmann	Berlin Historical Society
Judy Bender	HCE
Philip Baranowski	Economic Dev.
Mary Jo Johnson	Downtown Green Lake Renewal/Business
Lisa Morris-Schilling	Green Lake Chamber
Philip Robinson	Health & Human Services
Kathy Munsey	Health & Human Services
Ben Moderow	Co. Board
Harley Reabe	Co. Board
Scott Weir	Maintenance Dept.
Bill Wheeler	TREDC
Mark Podoll	Sheriff Dept.
Linda Ruggeri	Green Lake Country Visitors Bureau
Roger Field	Economic Dev./Berlin Business
Jim Quick	Fox River Food Network
Russell Kottke	Dodge Co. ICC
Lee Sixt	Community member
Ken Bates	Green Lake School
Clairellyn Sommersmith	Princeton Library
Mary Lou Neubauer	City of Princeton
Joel Gerth	County Jail/Sheriff's Dept.
Jose Martinez	UMOS
Mike Wuest	Community member
Belinda Fox	Green Lake County 4-H Leader
Jim Hebbe	Land Conservation Dept.
Chris Hamerla	Regional Aquatic Invasive Species Coordinator Green Lake and Marquette Counties
Shelby Jensen	Health & Human Services
Lance Poppy	Boys & Girls Club

Gordy Ferrell	Sustainability? Community member
Harry Kwidzinski	Berlin Chamber of Commerce
Dick Schramer	Berlin Mayor
Kelly Featherston	Farmers and Merchants Bank-Berlin
Jack Meyers	County Board Chairman
Linda Ebert-Swanke	Green Lake County 4-H Leader
Tonya Frederick	USDA-NRCS – Green Lake
Nolan Wallenfang	Sustainability
Mike Stoddard	County Board Supervisor
Todd Hudzinski	Sustainability

Implementation of the process

Maureen Schweder and Nav Ghimire welcomed the participants to the Visioning Session. The purpose of the visioning session was to identify issues within the Community, Natural Resource and Economic Development programs and prioritize needs for the future.

On the request of Maureen Schweder, participants introduced themselves and told about their role in the community and interactions with the programs related to community development.

Nav Ghimire presented demographics of the Green Lake County in PowerPoint (included as an attachment).

Dave Berard presented an overview of the Community Natural Resource and Economic Development program in Wisconsin (included as an attachment) and highlighted that this program area uses research, education, and community partnerships to offer resources for community development.

Tom Schmitz gave an overview of the process and goals for the Visioning Session.

A needs identification exercise was facilitated by Catherine Neiswender. She requested participants respond with their views and experiences related to the following question.

“What are the needs, issues, and opportunities facing Green Lake County in terms of community, organizational, economic, and natural resource development over the next few years?”

The results of the visioning session will be used to provide input and direction on the position description, provide initial programming direction for the new colleague, and create a base of community partners for the new colleague and other UW-Extension staff to connect with future programming. The vision report will also be shared with the participants.

Results of the Visioning Session

First, participants identified needs and issues related to community development in Green Lake County. From the list of identified needs and issues, similar ideas were grouped together to develop themes. A total of 10 themes were developed that were further prioritized through a voting process. The themes are listed below in descending order based on number of votes.

Needs and Issues (number of votes)

Business Development (26)

- Economic Development
- Cheap high speed internet service
- How to keep 20-30 (and 20-40) year olds here and engaged in the county and keep them from leaving and provide them jobs
- economic growth/jobs and manufacturing
- need to increase job opportunities (which may grow the population)
- population growth - how to increase jobs and housing?
- Manufacturing/industry
- Need more jobs
- Need to keep and support current businesses and industry
- retention of younger age group
- more skilled jobs and manufacturing locally
- relief on the housing market
- lower taxes
- local businesses staying in business
- retail
- need to recruit information industry companies
- economic opportunity - good jobs, living wage, fulfilling work, money for growth
- 24% of our kids live in poverty, based on free and reduced lunch data
- Need more factories
- business growth jobs
- skilled employment opportunities
- viable jobs for younger people
- unemployment
- need to improve local economies

Youth and Family Support (14)

- activities for teens (to be productive and learn)
- family time management
- 23% of homes are single parent families - leads to poverty
- child care
- child care centers
- affordable child care
- mentoring in schools

- employment opportunities for high school college students

Tourism Development and Recreation (13)

- develop tourism and recreation
- need - promote develop tourism in southern part of county
- tourism and natural resources protection and management
- affordable recreation
- recreation opportunities

Health/Mental Health (13)

- drug use problems
- mental health issues
- substance abuse
- mental health
- service to elderly population
- reducing the poverty rate within the county
- increase in mental health issues, especially among teens
- opportunities for free health education
- nutrition - access to healthy food
- health literacy
- need - local food to schools and seniors

Community Development (11)

- promotion of agriculture artisan community
- dedicated fair grounds and expo center
- more cultural activities
- more opportunities for adult education
- arts drama

Job Training (11)

- develop entrepreneurial spirit in younger people
- GED/HSED for adults
- education specific to GLC economy and area resources
- career development
- education of residents - teens, 40+, 60+, on health, demographics, diversity
- expanding educational opportunities beyond school
- need - educate younger generation on local opportunities
- space for youth after school while parents work
- adult education

Water and Natural Resources Protection and Use (10)

- Change boater behavior about not transporting aquatic plants on boats and equipment.
 - economic issues
 - habitat conservation
- better understanding of aquatic plant harvesting by mechanical harvesters
- understanding/education of lakes and aquatic plant value.

- learning activities and economic and community involvement
- maintain/improve lake water quality
- protecting our lakes and rivers
- how to use the Fox river
- conservation on non-cropland
- issue - dumping of manure from factory farms

Leadership and Volunteerism, and local government (9)

- Population is ageing
- reintroduce volunteerism
- community vibrancy, participation, decision-making, government leadership
- support and opportunities for retired community
- leadership opportunities
- issue - maintain funding for public services, libraries, roads
- need to continue cooperation with neighboring counties
- acceptance of a framework to lead all project in a common direction
- need to share resources among government, schools, etc
- social isolation because we are rural

Transportation (8)

- senior transportation -- princeton/green lake area
- public transportation
- transit system
- public transportation connecting cities in green lake county

Housing (3)

- home sales
- elderly fixed incomes, energy costs, housing updating
 - transportation and infrastructure
 - electricity
 - roads
 - health care
- low income housing
- elder home care
 - expand school opportunities

After the need identification, participants were asked to identify opportunities and assets for community development programming in Green Lake County. The ideas provided by participants for assets / opportunities were not developed into themes and are listed below:

Opportunities (the list was not sorted into themes)

- bring agriculture and manufacturing closer to fuel production
- tap the talents of our retired population - mentors, teachers etc
- continue collaboration and cooperation among all educational agencies
- collaborate - health care, purchasing, strategic location
- knowledge - libraries, retirees

- connect - CAN network, connect with each other
- natural resources and open spaces - farmland
- Location - 1 hr from Oshkosh, Madison, highways (good for small business), communities need to promote location, rails, live rural, FFA/4H/Boys and Girls
- local libraries
- broad band through federal and state grants
- educational opportunities
- Triad provides opportunities to engage elderly citizens
- encourage state competitions to be held here; conservation, trap/skeet shoots, golf, boating
- Draw visitors
- Broadband internet
- draw residents, small business entrepreneurs
- youth development needs, increase boys and girls countywide
- need program to tie in poverty with jobs and mental health
- overall quality of live - good/great
- federal and state grants
- schools - education opportunities
- Wisconsin job center
- natural resources
- tourism opportunities
- potential business tax credits (TIF districts)
- recreation lakes sports rivers golf
- good health care is available
- share tourism opportunities such as Amish, Mascoutin trail, museums
- need a grant writer
- kayak rental and handicap access
- bike trails
- fox river - river tours, heritage parkway museum, river level control, eureka lock
- energy production - agriculture, oil seed crops, ethanol crops, methane production, biomass crops, algae

Appendix: F
Community Development Block Grant Program for Housing Rehabilitation

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OWNER-OCCUPIED AND RENTAL UNIT REHABILITATION LOANS

Provide no-interest, deferred payment home repair loans for LMI owner occupants.

Provide 1.5% interest loans for repairing units rented to LMI tenants and/or creating new low or moderate income rental units by:

- (1) converting vacant properties into rental units, and/or
- (2) converting large single-family homes into duplexes.

CDGB loans shall be subject to a \$50,000 maximum.

AFTER REHAB INFORMATION:

If there is a request to subordinate loans, each request will be subject to the following criteria as agreed upon by the Central Housing Region Committee.

- No additional debt can be incurred to the property.
- There would be a savings due to a lower interest rate being offered to the borrower.
- There would be better terms offered by the bank refinancing the debt.



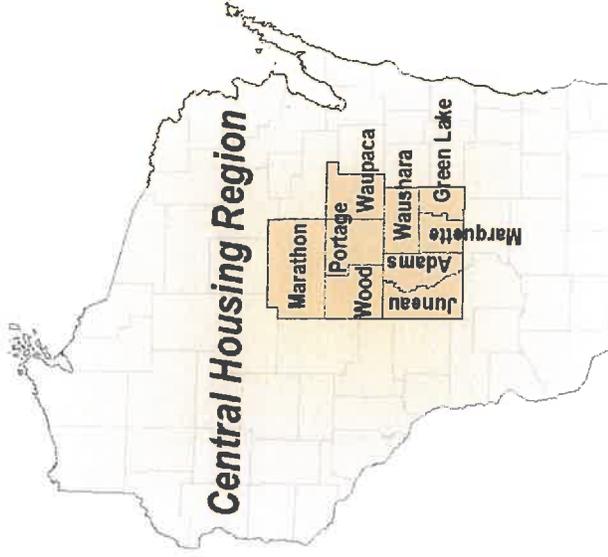
FOR AN APPLICATION OR ADDITIONAL INFORMATION CONTACT:

CENTRAL HOUSING REGION CDBG
PROGRAM ADMINISTRATORS
JUNEAU COUNTY HOUSING
AUTHORITY

717 E. State Street, Mauston, WI 53948
(608) 847-7309

Email: juncoha@frontier.com

COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM



Central Housing Region Counties
Adams, Green Lake, Juneau, Marathon,
Marquette, Portage, Waupaca, Waushara,
and Wood

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM

ELIGIBILITY REQUIREMENTS:

- Owner-occupied or land contract buyer three months prior to applying. Contract must be written, legally binding, and properly recorded. Contract seller will be required to sign mortgage.
- Owner of low-to-moderate income renter-occupied unit(s).
- All occupants directly benefiting from the CDGB housing rehabilitation program must be at or below the appropriate Section 8 income limit for their county.
- Include all sources of gross income and income from assets for all household members who are at least 18 years of age.
- Property taxes paid to date.
- Mortgage must be current.
- All mortgages, judgments, and liens in addition to the rehab cost cannot exceed 120% of the Fair Market Value of the property.
- Property must be insured.

This is a program for ensuring the community's ability to conserve, rehabilitate and improve residential properties occupied by low-to-moderate (LMI) residents.

CENTRAL HOUSING REGION OBJECTIVES:

Expansion of affordable housing stock for low and moderate income persons.

Elimination of neighborhood blight and structural deterioration.

Elimination of housing conditions that are detrimental to public health, safety, and welfare.

Elimination of unnecessary energy waste through modern rehabilitation energy saving improvements.

Conservation of existing housing stock.

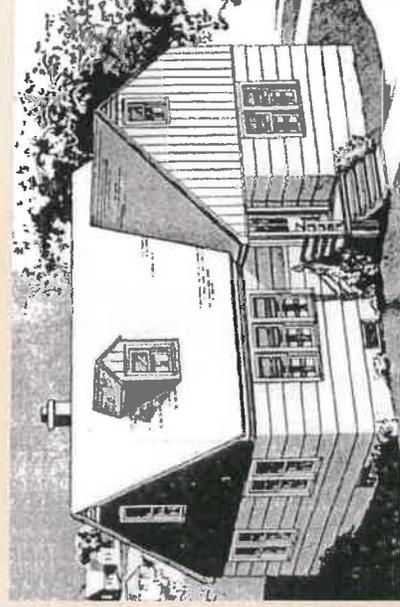
ELIGIBLE REHAB ACTIVITIES INCLUDE:

Repairs that bring the unit to decent, safe, and sanitary condition using HQS Inspection/Evaluation of property.

Examples include but are not limited to: Roofs, siding, windows, plumbing, electric, septic, well, etc.

INELIGIBLE REHAB ACTIVITIES INCLUDE:

- Properties scheduled for sale, acquisition, or condemned properties.
- Mobile homes in a mobile home park, must own land to be eligible.
- Reimbursement for work which has been contracted for or completed prior to signing agreement with the CDBG Program.
- Accessory buildings, garages, or sheds.
- New construction or expansion of the size of the structure.



CDBG HOUSING REGION ADMINISTRATORS

North West Region

Sheldon Johnson
Northwest Regional Planning
Commission
1400 S River Street
Spooner, WI 54801
Phone: 715-635-2197
E-mail: sjohnson@nwrpc.com

Northwoods Region

Barbara J. Gabrielson
Grant Funding Manager
GAI Consultants, Inc.
313 Prospect Street
Bear Creek, WI 54922
Phone: 715-752-4620
Fax: 715-752-4595
E-mail: b.gabrielson@gaiconsultants.com

West Central Region

Ruth Rosenow, Executive Director
Chippewa County Housing Authority
711 N. Bridge Street
Chippewa Falls, WI 54729
Phone: 715-726-7933 X-8
Fax: 715-726-7936
E-mail: rosenow@co.chippewa.wi.us

Central Region

Julie A. Oleson, Executive Director
Juneau County Housing Authority
717 E. State Street
Mauston, WI 53948
Phone: 608-847-7309
Fax: 608-847-2278
Email: juncoha@frontier.com

Northeastern Region

Todd D. Mead
Brown County Planning
Commission
305 E. Walnut Street
Green Bay, WI 54305-3600
Phone: 920-448-6480
Fax: 920-448-4487
www.co.brown.wi.us

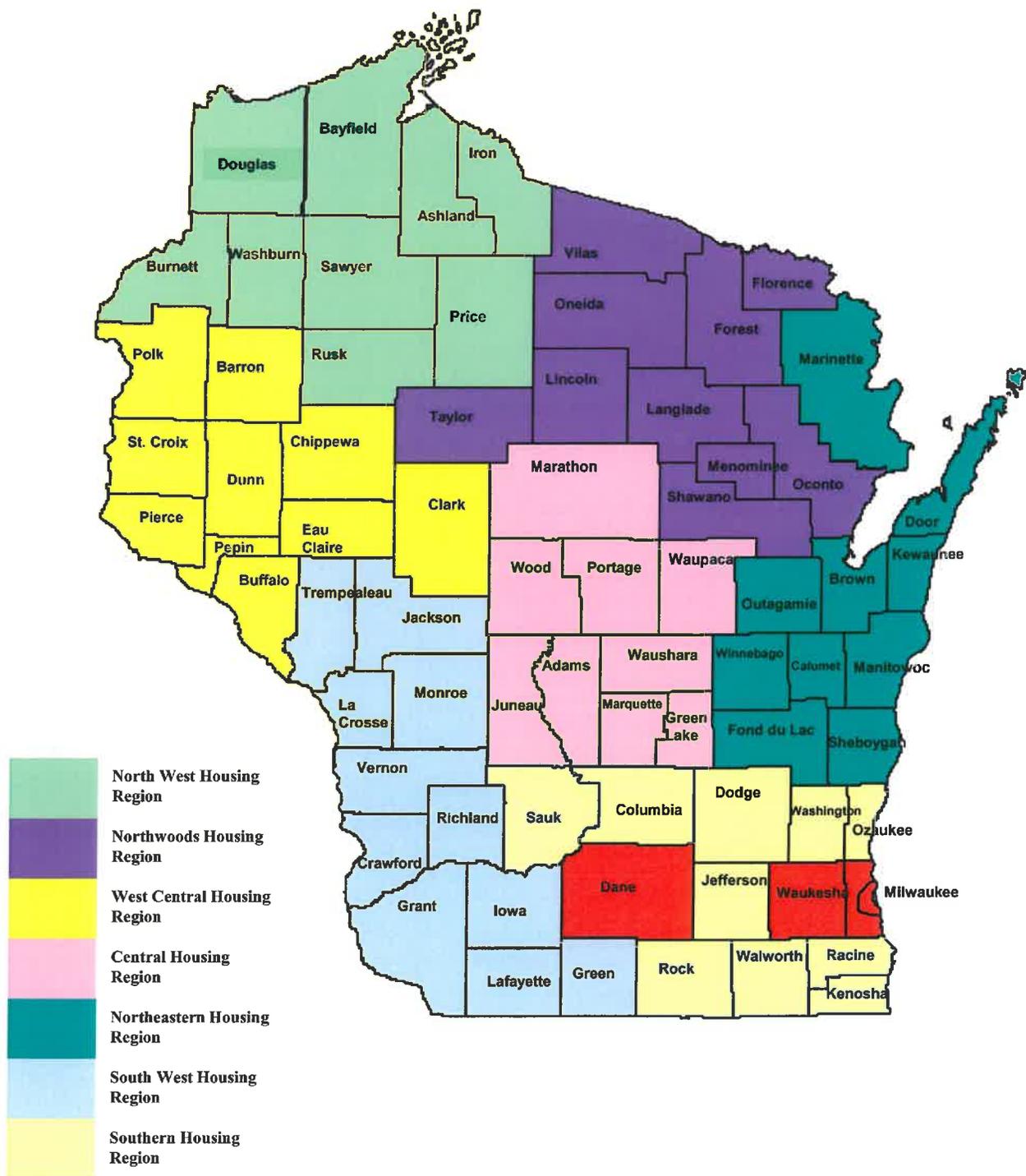
South West Region

Kahya Fox
Housing Assistant Director
Couleecap, Inc.
201 Melby Street
Westby, WI 54667
Phone: 608-796-2038
Fax: 608-782-4822
www.couleecap.org

Southern Region

Kari Justmann
MSA Professional Services
201 Corporate Drive
Beaver Dam, WI 53916
Phone: 1-800-552-6330
E-mail: kjustmann@msa-ps.com

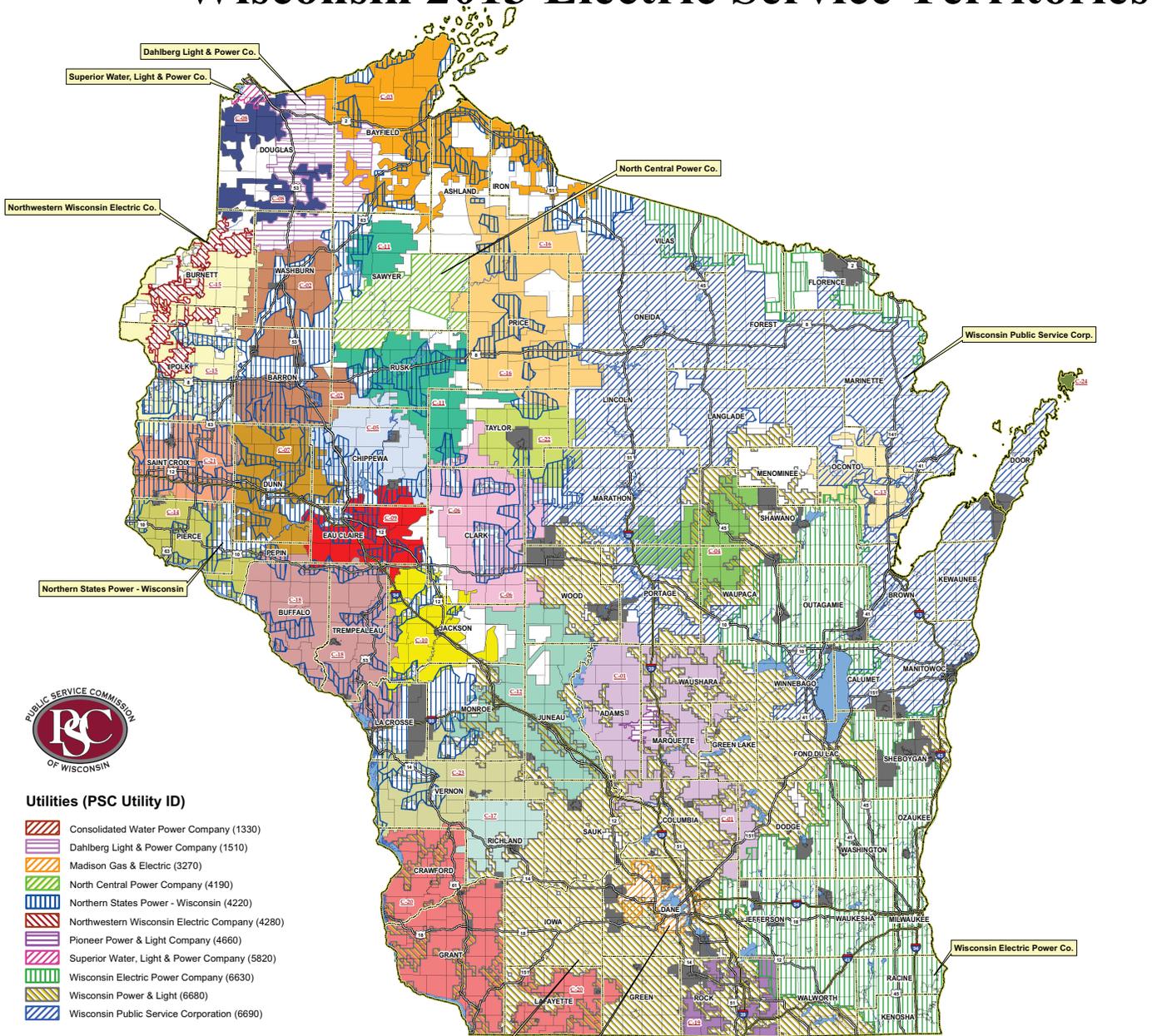
CDBG HOUSING REGIONS



Appendix: G
Service Maps (Electric, Natural Gas, Railroads, Bike Routes)

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Wisconsin 2013 Electric Service Territories



Utilities (PSC Utility ID)

- Consolidated Water Power Company (1330)
- Dahlberg Light & Power Company (1510)
- Madison Gas & Electric (3270)
- North Central Power Company (4190)
- Northern States Power - Wisconsin (4220)
- Northwestern Wisconsin Electric Company (4280)
- Pioneer Power & Light Company (4660)
- Superior Water, Light & Power Company (5820)
- Wisconsin Electric Power Company (6630)
- Wisconsin Power & Light (6680)
- Wisconsin Public Service Corporation (6690)

Cooperatives (PSC Utility ID)

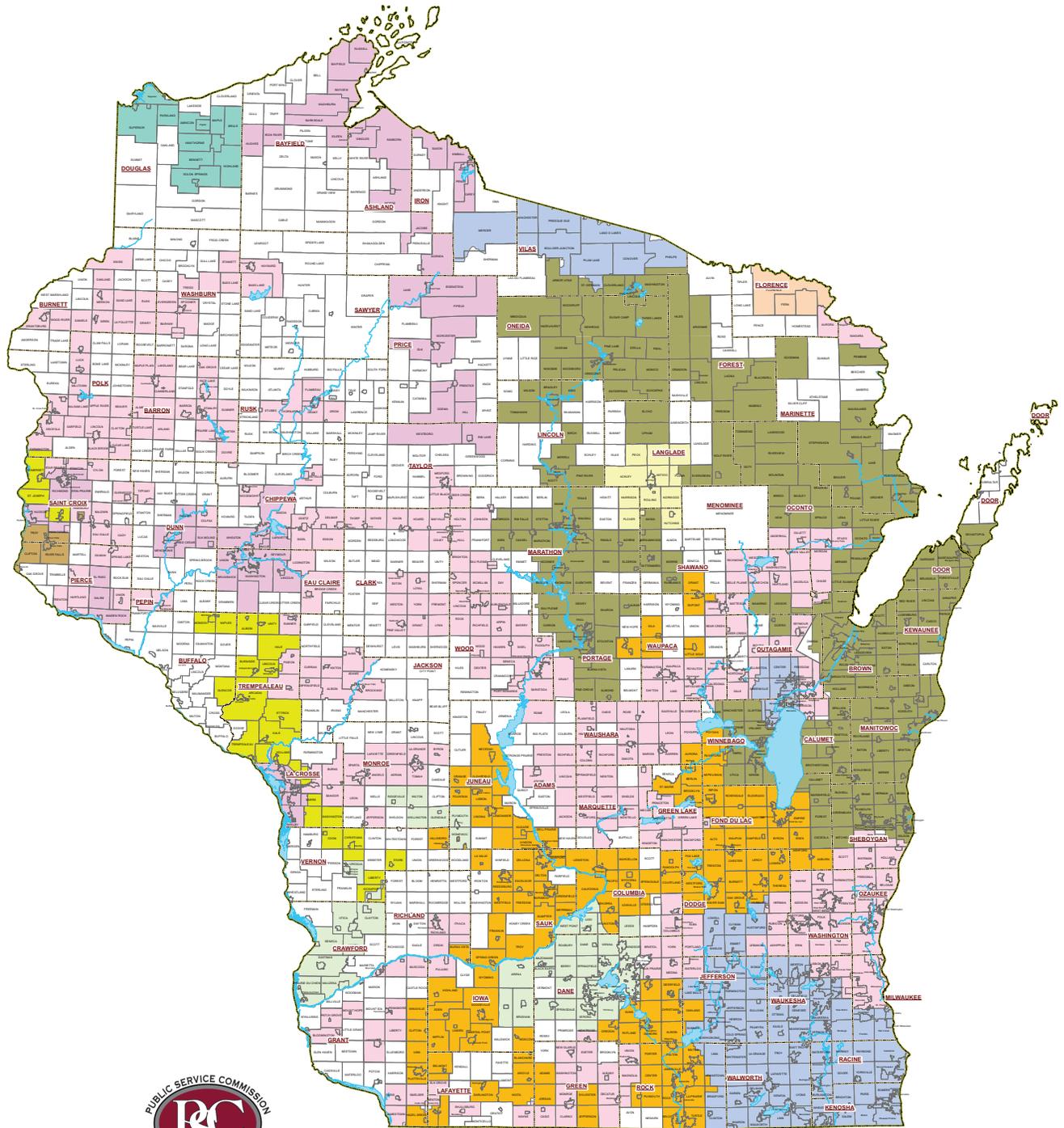
- Adams-Columbia Electric Cooperative (23)
- Barron Electric Cooperative (378)
- Bayfield Electric Cooperative (383)
- Central Wisconsin Electric Cooperative (1030)
- Chippewa Valley Electric Cooperative (1127)
- Clark Electric Cooperative (1144)
- Dunn Energy Cooperative (1688)
- East Central Energy (2515)
- Eau Claire Energy Cooperative (1737)
- Jackson Electric Cooperative (2718)
- Jump River Electric Cooperative (2777)
- Oakdale Electric Cooperative (4320)
- Oconto Electric Cooperative (4348)
- Pierce Pepin Cooperative Services (4646)
- Polk-Burnett Electric Cooperative (4747)
- Price Electric Cooperative (4874)
- Richland Electric Cooperative (5075)
- Riverland Energy Cooperative (5938)
- Rock Energy Cooperative (5125)
- Scenic Rivers Energy Cooperative (2318)
- St. Croix Electric Cooperative (5195)
- Taylor Electric Cooperative (5838)
- Vernon Electric Cooperative (6080)
- Washington Island Electric Cooperative, Inc. (6202)

Municipal Electric Utilities (PSC Utility ID)

- Algoma Utility Commission (50)
- Arcadia Electric & Water Utility (210)
- Argyle Municipal Electric & Water Utility (230)
- Bangor Municipal Utility (350)
- Barron Light and Water Utility (380)
- Belmont Municipal Water & Electric Utility (440)
- Benton Municipal Electric & Water Utility (460)
- Black Earth Electric Utility (530)
- Black River Falls Municipal Electric & Water (550)
- Bloomer City of Electric Utility (580)
- Boscobel Municipal Utilities (650)
- Brodhead Water & Light Commission (740)
- Cadott Light & Water Municipal Utility (890)
- Cashton Municipal Electric & Water Utility (970)
- Cedarburg Light & Water Commission (1000)
- Centuria Municipal Electric Utility (1040)
- Clintonville Water & Electric Utility (1200)
- Columbus Water & Light Department (1300)
- Cornell Municipal Water & Electric Utility (1370)
- Cuba City Electric & Water Utility (1470)
- Cumberland Municipal Utility (1490)
- Eagle River Light & Water Commission (1710)
- Elkhorn Light & Water (1800)
- Eroy Municipal Electric & Water Utility (1850)
- Evansville City of Water & Light (1880)
- Fennimore Water & Light Plant (1900)
- Florence Utility Commission (2000)
- Gresham Municipal Light & Power Utility (2400)
- Hartford City of Utilities (2470)
- Hazel Green Municipal Utility (2510)
- Hustisford Utilities (2650)
- Jefferson Water & Electric Department (2750)
- Juneau Utility Commission (2790)
- Kaukauna Utilities (2800)
- Kiel City of Utilities (2850)
- La Farge Municipal Electric Utility (2950)
- Lake Mills Light & Water Department (3000)
- Lodi Municipal Light & Water Utility (3160)
- Manitowoc Public Utilities (3320)
- Marshfield Utilities (3420)
- Mazomanie Electric Utility (3470)
- Medford Electric Utility (3510)
- Menasha Electric & Water Utilities (3560)
- Merrillan Municipal Electric & Water Utility (3620)
- Mount Horeb Electric Utility (3930)
- Muscoda Light & Water Utility (4000)
- New Glarus Light & Water Works (4100)
- New Holstein Public Utility (4110)
- New Lisbon Municipal Electric & Water Department (4120)
- New London Electric & Water Utility (4130)
- New Richmond City Utilities (4139)
- Oconomowoc City of Utilities (4340)
- Oconto Falls Water & Light Commission (4360)
- Pardeeville Village of Electric Utility (4530)
- Plymouth Utilities (4740)
- Prairie du Sac Municipal Electric & Water (4830)
- Princeton Municipal Water & Electric Utilities (4880)
- Reedsburg Utility Commission (4970)
- Rice Lake Municipal Water & Electric Utilities (5050)
- Richland Center Electric Utility (5070)
- River Falls Municipal Utility (5110)
- Sauk City Municipal Water & Light Utility (5260)
- Shawano Municipal Utilities (5350)
- Shelby Falls Utilities (5380)
- Shullsburg Electric Utility (5460)
- Slinger Utilities (5510)
- Spooner Municipal Utilities (5630)
- Stoughton Electric Utility (5740)
- Stratford Municipal Water & Electric Utility (5760)
- Sturgeon Bay Utilities (5780)
- Sun Prairie Utilities (5810)
- Trempealeau Municipal Electric & Water Utility (5940)
- Two Rivers Water & Light Utility (5990)
- Viola Municipal Water & Light Utility (6130)
- Waterloo Water & Light Commission (6220)
- Waupun Public Utilities (6290)
- Waunakee Water & Light Commission (6260)
- Waupun Public Utilities (6290)
- Westby City of Municipal Electric & Water Utility (6400)
- Whitehall Municipal Electric Utility (6490)
- Wisconsin Dells Municipal Electric Utility (6610)
- Wisconsin Rapids Water Works & Lighting Commission (6700)
- Wonewoc Electric & Water Utility (6760)

Service territory boundaries are approximate and based on information supplied by the utilities and companies. For utilities/companies without defined service territories, a rough boundary was drawn around their facilities and the properties they serve. Portions of the map in white represent areas where no electric service or service territory may have been extended. This map should be viewed as approximate and contains no guarantee of accuracy.

Wisconsin 2013 Natural Gas Service Territories



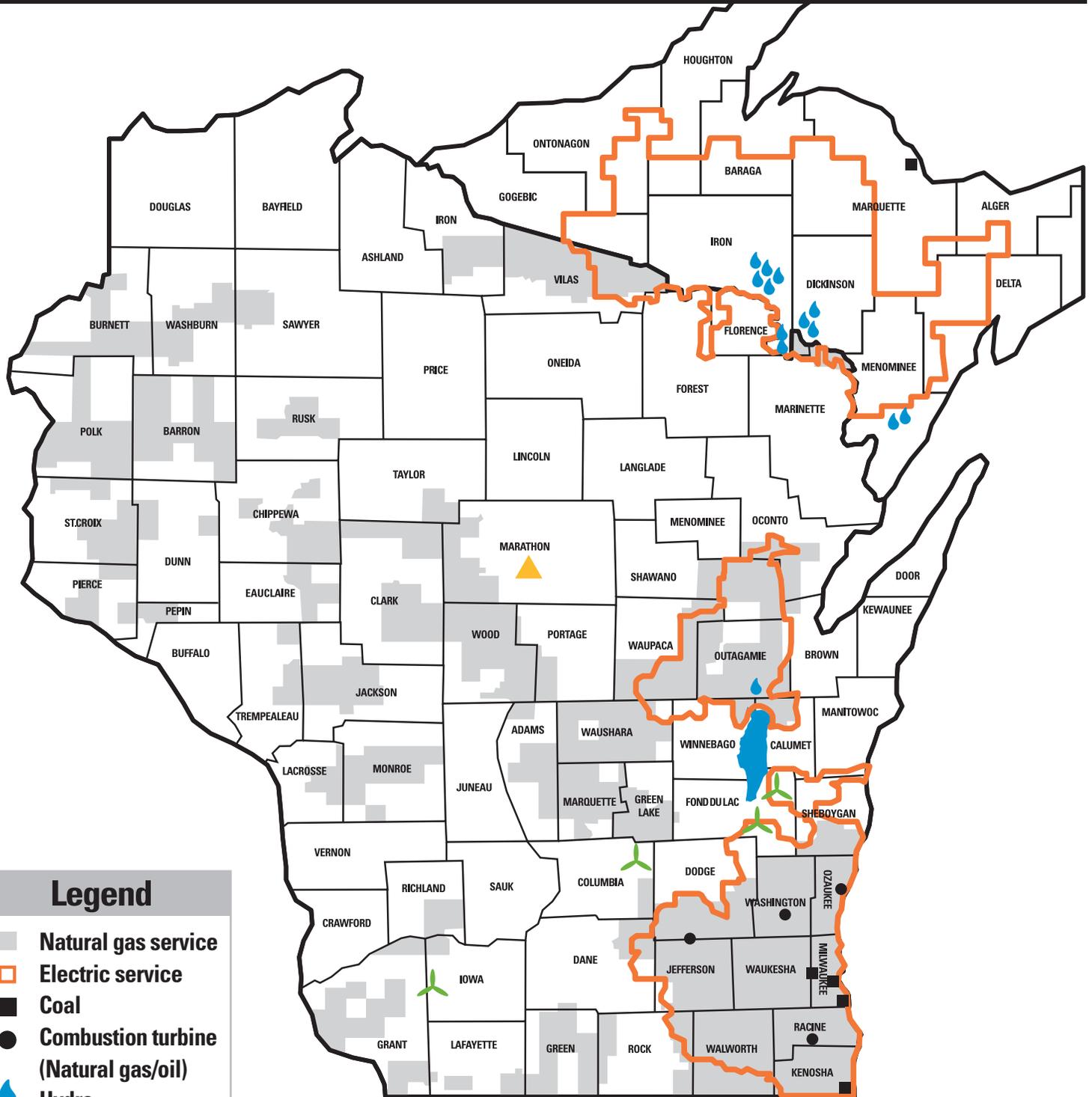
Wisconsin Natural Gas Utilities

- | | |
|---|--|
|  City Gas Company |  Superior Water, Light, & Power Company |
|  Florence Utility Commission |  Wisconsin Electric Power Company |
|  Madison Gas and Electric Company |  Wisconsin Gas |
|  Midwest Natural Gas Incorporated |  Wisconsin Power and Light Company |
|  Northern States Power Company - Wisconsin |  Wisconsin Public Service Corporation |
|  St. Croix Valley Natural Gas Company | |



We Energies service area map

January 2013



Legend

- Natural gas service
- Electric service
- Coal
- Combustion turbine (Natural gas/oil)
- 💧 Hydro
- 🌿 Wind turbine
- ▲ Biomass

Electric emergency 800-662-4797

Natural gas emergency 800-261-5325

We Energies – Energy You Can Depend On

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Green Lake Area Bike Routes Offer Variety

The varied terrain of the Green Lake area offers a perfect palette for a variety of unique biking experiences. From the lakeshores of Green Lake and Lake Puckaway to the White Marsh, Princeton Prairie State Natural Area with river bends including the Amish Country. There is a route for every level of cyclist.

There are 140 miles to ride identified in the seven routes on the adjacent map. **Routes 1-3** take you North of Green Lake where you will find rolling hills of farmland, abundant bird watching and wildlife of the prairie and marsh. **Routes 4 and 5** will take you thru the Amish Country and some miles near Lake

Puckaway. **Route 6** includes the quiet setting of Little Green Lake. **Route 7** is the loop around Big Green Lake. The routes range from 14 to 23 miles. Put a combination of these routes together for a wide variety of the good ol' outdoors.

Right in the City of Green Lake you can enjoy the city circuit route which winds thru the park like streets of the city. Miles of the historic Green Lake Conference Center trails are just a short ride from downtown.

Green Lake has unique lodging accommodations along with a variety of dining options and outstanding live music to

complement your daily bike trip. There is always room for a lazy day on the water, too!

Check out our Web site for updates. The Green Lake Greenways initiative has great plans for the area!

Ride at your own risk. The City of Green Lake, Green Lake County, Green Lake Greenways, Green Lake Area Chamber of Commerce and Landowners are NOT responsible or liable. Bicyclists are urged to obey biking safety rules, wear helmets, and ride with caution.



**Green Lake Area
Chamber of Commerce**
P.O. Box 337
Green Lake, WI 54941
920-294-3231 • 800-253-7354
www.visitgreenlake.com
info@visitgreenlake.com



0 .5 1.0 1.5 2.0
Miles

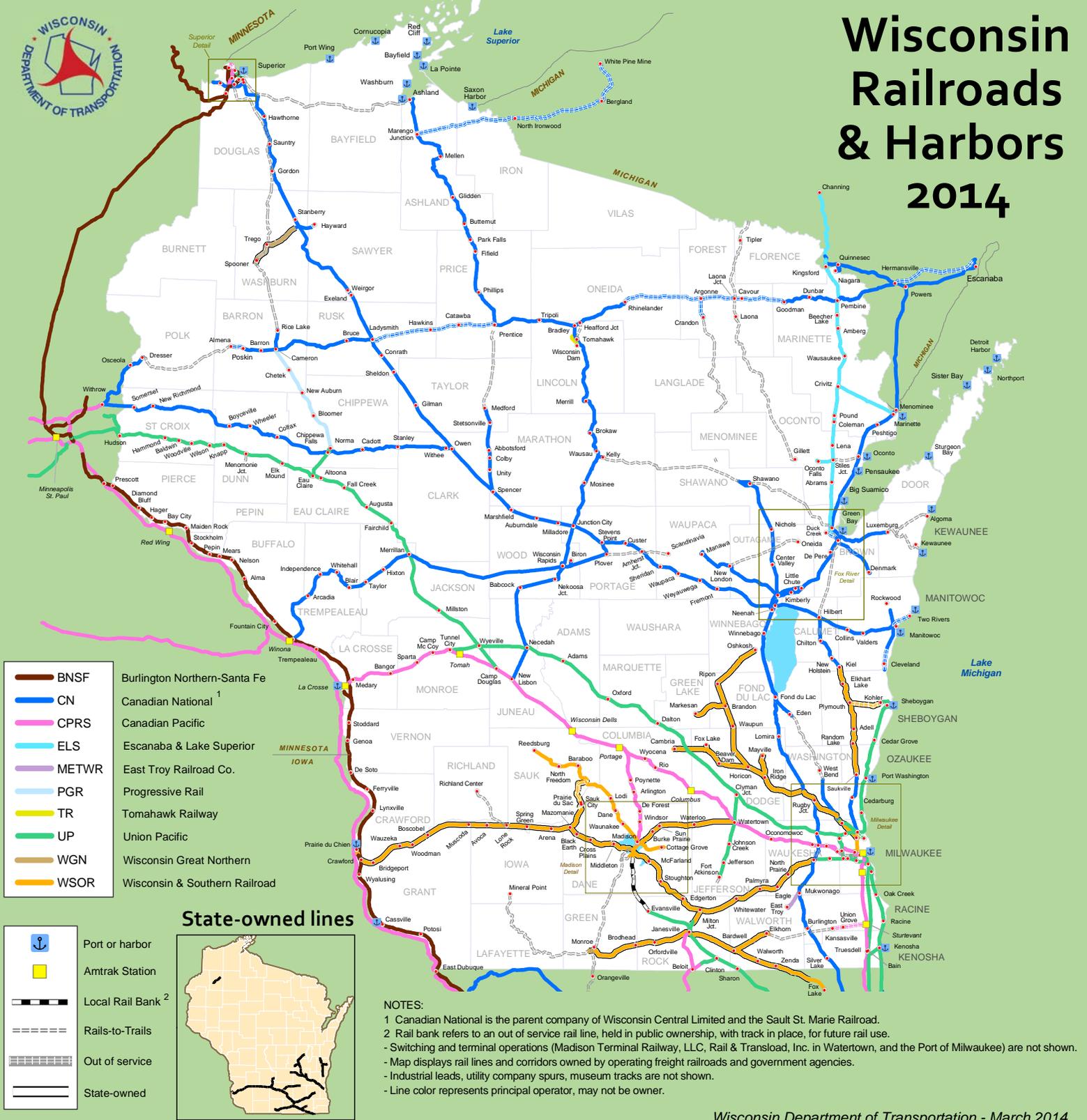
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www.hootcom.com • hoot@hootcom.com



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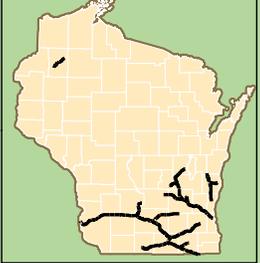
Wisconsin Railroads & Harbors 2014



- BNSF Burlington Northern-Santa Fe
- CN Canadian National ¹
- CPRS Canadian Pacific
- ELS Escanaba & Lake Superior
- METWR East Troy Railroad Co.
- PGR Progressive Rail
- TR Tomahawk Railway
- UP Union Pacific
- WGN Wisconsin Great Northern
- WSOR Wisconsin & Southern Railroad

- Port or harbor
- Amtrak Station
- Local Rail Bank ²
- Rails-to-Trails
- Out of service
- State-owned

State-owned lines



NOTES:

- 1 Canadian National is the parent company of Wisconsin Central Limited and the Sault St. Marie Railroad.
- 2 Rail bank refers to an out of service rail line, held in public ownership, with track in place, for future rail use.

- Switching and terminal operations (Madison Terminal Railway, LLC, Rail & Transload, Inc. in Watertown, and the Port of Milwaukee) are not shown.
- Map displays rail lines and corridors owned by operating freight railroads and government agencies.
- Industrial leads, utility company spurs, museum tracks are not shown.
- Line color represents principal operator, may not be owner.

Wisconsin Department of Transportation - March 2014

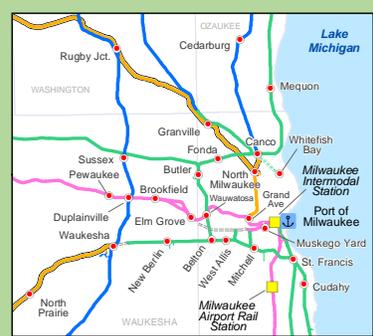
Fox River Valley



Madison



Milwaukee



Superior



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Appendix: H

Articles

- “Is Your Community Adapting to Encourage Economic Development in the New Economy?”
- “Economic Development, Taking Charge of Your Future”

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Is Your Community Adapting to Economic

By Mayor Tim Hanna, Appleton



Our world is changing and with that comes a shift in the paradigm of what we call economic development.

We've all heard people use the phrase the New Economy. It is often used in reference to the globalization of markets or the dependence of business on new technology. More importantly, the American economy is going through a profound structural transformation from

an industrial-based economy to a knowledge-based economy. This has been the trend for much of the last two decades and it's only accelerating. In the Great Recession of 2008, 7.6 of the 8 million jobs lost came in relatively low-educational attainment industries like manufacturing, construction, retail, hospitality, and temporary services. This is compared to only 400,000 jobs lost in the high education sectors like health care, education, finance and insurance, and professional and technical services.

The middle class jobs of tomorrow will be overwhelmingly knowledge-based. In a knowledge-based economy the asset that matters most to employers is talent.

Mayor Tim Hanna is the Mayor of Appleton, an award-winning community named one of the best places to live for families and one of the best places for businesses to grow and succeed. Appleton is a vibrant, diverse community located along Interstate 41 and the Fox River in Northeastern Wisconsin. Home to one of the best liberal arts colleges in the country in Lawrence University, Appleton offers all the amenities of life in a large city with the small community feel. Recreation, retail, culture, entertainment and so much more, Appleton has what you're looking for! Mayor Hanna may be reached at mayor@appleton.org.

THE OLD VS. THE NEW ECONOMY

It's worth spending a few minutes to understand some of the key differences between the Old and New Economy. The Old Economy had a heavy emphasis on industrial manufacturing that was dependent on fossil fuels. In the New Economy, business sector diversity is desired and clustering of industry sectors is ideal. New Economy businesses are dependent on communications and smart about energy usage.

In the Old Economy, location mattered, especially as it related to transportation and raw materials. A dirty, poor outside environment was common but did not necessarily prevent the company from growing. A connection to global opportunities was not essential. Today, clean and green with access to open spaces and recreational opportunities are key. Connections to global opportunities are critical to business and locations with a high quality of life matter more.

In the past, success was based on a fixed competitive advantage in some resource or skill and the labor force was skills dependent. Today success is based on organizations and individuals that are flexible and adaptable with an aptitude for learning.

THE HEART OF THE PARADIGM SHIFT

For the longest time, attracting companies to your locations was paramount to an economic development strategy. Providing an inexpensive place to do business was key because we all knew people followed jobs. This is the heart of the paradigm shift in economic development. In the New Economy attracting an educated workforce is key, because businesses look for places rich in talent and ideas. In today's world, talented, well educated people choose location first, then look for or often create jobs.

Development in the New Economy?

This new world of economic competitiveness is challenging old notions of economic development. The way of the past was to provide tax incentives, cheap land and sometimes cash to attract business and companies to a community. Those methods have become less effective at a time when employers are looking for an environment that attracts new young talent.

WHAT DOES THIS MEAN FOR LOCAL GOVERNMENT?

Along with this changing dynamic comes a changing role and changing priorities for government. It used to be that in tight economic times, quality of life initiatives and amenities fell to the bottom of the budget priority list. Sidewalks, new parks and public spaces, recreational trails, library programs and expanded public transit all fell victim to the budget axe. Today, these are the services and amenities that educated and talented people look for when choosing a place to live. For the people behind the New Economy a job is not where you work, it's what you do. And for many, that "doing" can happen anywhere they want it to!

So what are the elements that many of these creative, knowledge workers are looking for when choosing a place to live? They want a safe place that is clean and friendly. They want affordable housing choices in the form of lofts, one and two bedroom apartments as well as a good stock of single family homes. They prefer places with amenities like restaurants and shops and grocery stores within walking or biking distance as well as a public transit option. They prefer places with cultural diversity in cuisine and the arts as well as recreational opportunities and easy access to open green spaces and water. Educational opportunities

are important and public spaces in the form of libraries, parks and plazas with access to technology is a plus.

Along with this changing dynamic comes a changing role and changing priorities for government.

This is a challenge for municipalities across the country. Here in Wisconsin it's even more of a challenge because of our dependence on property tax base to support just the basic services demanded by our residents. There are very few municipalities across the country that have all of these elements. Being successful in the world of economic development in the New Economy requires a bold partnership between government, business and non-profit organizations across political jurisdictions within an economic region.

The challenge and the question is clear. What are you doing as a village, city, or more importantly as an economic region to attract and retain young, creative, talented and knowledgeable workers to be competitive in the New Economy? 



David McMillin of Fort Frances performing in Houdini Plaza during Mile 2. Photo courtesy of Graham Washatka/Graham Images & Photography.

Economic Development:

By Brian Doudna, Executive Director, Wisconsin Economic Development Association



Economic development is the sustained, concerted actions of policy makers and communities to promote the standard of living and economic health of a specific area.

Economic development doesn't just happen — it requires an ongoing strategy, management of key relationships and aligning and deploying limited resources to ensure measurable outcomes. Periodically, economic development efforts and priorities should be reassessed to take

advantage of or understand the changes in the marketplace. Here are a few activities that each community may want to implement in order to achieve a brighter future.

ECONOMIC DEVELOPMENT STRATEGY – LOCAL ASSESSMENT AND TOOL DEVELOPMENT

In creating an economic development strategy, a community should assess local conditions and access to resources. Based on that assessment, the community can then identify appropriate techniques, tools and or action steps to effectively implement the strategy.

With each passing year, economic development tools change and evolve; now is an exceptional time for communities to analyze the tools available to advance economic development strategies and individual projects. With the passage of the state budget, some programs have been modified or eliminated, so the financial tools used in packaging projects in the past may have changed.

Your community needs to know how the changes may impact your ability to implement your strategies. Start by under-

standing the changes in the tools your community has used to win opportunities or achieve goals over the past three years. If any of these tools have been modified, understand the type of development projects or industry sectors that will be affected; you can then identify how your community will work to address the potential gaps.

BUSINESS RETENTION AND EXPANSION VISITS — RELATIONSHIP MANAGEMENT

In communities across Wisconsin, the majority of economic development projects will be advanced by local residents and existing local businesses. In order to capture this potential investment, communities need to have a coordinated Business Retention and Expansion (BRE) visitation program. The implementation of BRE visits is vital to understanding the dynamics that are happening in your community.

The goals of an effective BRE program are to establish a baseline for key businesses in your local economy; identify common trends or concerns from the businesses in the community; and work to build and nurture relationships with local decision makers. During these visits, a primary outcome should be identifying growth project opportunities and uncovering ways to win those projects for your community. An equally important goal should be to uncover potential barriers to growth, which may include: building leases expiring, no adequate plan for expansion, workforce challenges, or lack of financing to grow the business. A final objective should be to simply thank the businesses that are currently operating within your community for their past and ongoing investment and for employing local citizens.

Taking Charge of Your Future

Before you immediately launch your own effort, consider coordinating outreach with other entities, so that your business community is not contacted by multiple agencies or individuals with similar questions. If your community is not sure it has a BRE visit program currently operating, reach out to your closest economic development organization, which may be at the county or regional level.

ALIGNMENT OF RESOURCES AND MENTOR PLAN

Economic development service delivery models are very diverse across Wisconsin. For many small communities, the first line of economic development services may be provided by the chief local elected official, clerk or member(s) of the municipality's elected body. How those services are implemented depends upon the availability and understanding of those involved in these efforts. In order to forge an outcome-focused service, the assignment of efforts and duties is critical while also providing those individuals with appropriate foundational training.

Communities should also consider methods to form mentoring relationships, so that previous efforts in economic development are transferred to the next generation of leadership, as transitions naturally occur in staffing models and governmental bodies over time.

PARTNERSHIP WITH THE LEAGUE OF WISCONSIN MUNICIPALITIES

In early 2015, the Wisconsin Economic Development Association (WEDA) and the League of Wisconsin Municipalities signed an agreement in an effort to better align and provide resources to those involved in economic development across Wisconsin. Key deliverables of this agreement include:

- Creation of a special membership level for elected officials who are not paid professionals in the field of economic development;
- Expanded educational tools and programs related to economic development, such as the "The State of Economic Development" preconference workshop at the League's Annual Conference on October 28, 2015. (Registration is available on page 295 of this magazine.)

WEDA implemented this expanded programming in the spring of 2015 by partnering with the FDIC on a free one-day conference focused on the economic development financing tools available to municipalities that were recently modified or in the process of being updated. This service was identified as a need during our discussions with the League. This type of activity demonstrates WEDA's commitment to assisting communities to maximize their economic development opportunities.

Brian Doudna is the Executive Director of the Wisconsin Economic Development Association (WEDA). WEDA provides extensive services in economic development education, legislative advocacy, and services to support economic development efforts of its over 400 members. WEDA provides local elected officials a special membership category called Partners In Economic Development at \$135. Doudna has worked in economic development in Eau Claire, Portage and Oneida Counties as well as in downtown development in Sparta, WI. Brian can be reached at bdoudna@weda.org

Attachment: I
Green Lake County Board of Supervisors Approval
Resolution

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GREEN LAKE COUNTY BOARD PROCEEDINGS

Providing the Green Lake County area readers with the information they have the right to know

GREEN LAKE COUNTY BOARD PROCEEDINGS

January 19, 2016

The Green Lake County Board of Supervisors met in special session, Tuesday, January 19, 2016, at 6:00 PM in the County Board Room, Green Lake, Wisconsin.

Roll Called, Supervisors present – Jack Meyers-District 1, Vicki Bernhagen-District 2, Rich Slate-District 3, Paul Schwandt-District 4, Ben Moderow-District 5, Joy Waterbury-District 6, Michael Starshak-District 7, Patii Garro-Absent, David Richter-District 9, Sue Wendt-District 10, Harley Reabe-District 11, Maureen Schweder-District 12, Nicholas Toney-District 13, Debra Schubert-District 14, Michael Stoddard-District 15, Joe Gonyo-District 16, Joanne Guden-District 17, Richard Trochinski-District 18, Gene Thom-District 19

READING OF THE CALL - Clerk Bostelmann read the call
PLEDGE OF ALLEGIANCE - The Pledge of Allegiance to the Flag was recited.
MINUTES

Minutes of December 15, 2015 were reviewed by the Board. *Motion/second (Stoddard/Trochinski)* to approve the minutes from December 15, 2015. All ayes. Motion carried

ANNOUNCEMENTS

The next County Board meeting will take place on February 16, 2016 at 6:00 PM. Chairman Meyers informed the Board of the updated mileage rates for 2016. Bill Hutchison, IT Director, will be contacting all Supervisors currently using personal e-mail accounts to switch to County e-mail accounts.

PUBLIC COMMENTS (3 minute limit) - None

CORRESPONDENCE - None

APPEARANCES

Andrew Phillips of von Briesen & Roper, s.c. gave a presentation on Different Administrative Structures of Counties and the role of County Boards in Each One. Discussion and questions followed the presentation.

OUT OF STATE TRAVEL – Nav Ghimire, UWEX Agricultural Agent

Nav Ghimire, UWEX Agricultural Agent, is requesting approval for out of state travel for three occasions. The first is February 2-3, 2016 in Iowa for a Soil Health Conference, the second on March 21-23, 2016 in Nebraska for the North Central Region Water Network Conference, and the last is March 30-31, 2016 in Starkville, Mississippi for the Board of Directors for the Journal of Extension.

Motion/second (Schwandt/Guden) to approve the out of state travel request. *Motion/second (Starshak/Gonyo)* to amend the motion to include the 3rd day of travel which was not included in the original motion. All ayes. Motion carried. Voice vote taken on original motion as amended – all ayes. Motion carried.

COMMITTEES TO REPORT ON February 16, 2016 - To be determined

FUTURE AGENDA ITEMS FOR ACTION & DISCUSSION - None

SUCH OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE BOARD OF SUPERVISORS - None

ADJOURN

Motion/second (Schubert/Richter) to adjourn. All ayes. Motion carried. Meeting adjourned at 7:25 PM.

Respectfully Submitted, Liz Otto, Deputy County Clerk

STATE OF WISCONSIN)

COUNTY OF GREEN LAKE)

Margaret R. Bostelmann, County Clerk, in and For the County of Green Lake, do hereby certify that the foregoing is a true and correct copy of the Green Lake County Board Proceedings together with the reports as set forth at the County Board meeting held on the 15th day of December, 2015.

In witness thereof, I have hereunto set my hand and official seal of the County Board of Supervisors of Green Lake County, Wisconsin, this 20th day of January, 2016.

/s/ Margaret R. Bostelmann - County Clerk

ORDINANCE NUMBER 01-2016

Relating to: Rezone in the Town of Mackford

Owner: Dennis J. Cotterill

The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting on the 16th day of February, 2016, does ordain as follows:

That Green Lake County Zoning Ordinance, Chapter 350 as amended, Article IV Zoning Districts (Official Map M-5 Ordinance No. 297-84) as relates to the Town of Mackford, be amended from A-1 Exclusive Agriculture District to R-4 Rural Residential District.

Parcel #010-00197-0000, W1202 Mackford Hill Rd., A part of the SW¼ of Section 10, T14N, R13E, Town of Mackford, ±3.7835 acres. To be determined by Certified Survey Map.

BE IT FURTHER ORDAINED that, in all other respects, said Zoning Ordinance, Chapter 350 as amended, Article IV Zoning Districts (Official Map M-5 Ordinance No. 297-84) be ratified.

Land Use Planning and Zoning Committee Recommends Approval

Submitted by Land Use Planning & Zoning Committee

Roll Call on Ordinance 01-2016

Aye 17, Nay 0, Absent 2, Abstain 0

Passed and Enacted this 16th day of February, 2016

ORDINANCE NUMBER 02-2016

Relating to: Rezone in the Town of Manchester

Owner: Rene A. Gellings

Applicant: Steve Elsenga

The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting on the 16th day of February, 2016, does ordain as follows:

That Green Lake County Zoning Ordinance, Chapter 350 as amended, Article IV Zoning Districts (Official Map M-6 Ordinance No. 297-84) as relates to the Town of Manchester, be amended rezone request from A-1 Exclusive Agriculture District to R-4 Rural Residential District (±3.37 acres) and A-2 General Agriculture District (±30.26 acres)

Parcel #012-00398-0000, W3877 County Road X, A part of the SW¼ of Section 21, T14N, R12E, Town of Manchester, ±33.63 acres. Request. Rezone request from A-1 Exclusive Agriculture District to R-4 Rural Residential District (±3.37 acres) and A-2 General Agriculture

District (±30.26 acres). To be determined by Certified Survey Map.

BE IT FURTHER ORDAINED that, in all other respects, said Zoning Ordinance, Chapter 350 as amended, Article IV Zoning Districts (Official Map M-6 Ordinance No. 297-84) be ratified.

Land Use Planning and Zoning Committee Recommends Approval

Submitted by Land Use Planning & Zoning Committee

Roll Call on Ordinance 02-2016

Aye 17, Nay 0, Absent 2, Abstain 0

Passed and Enacted this 16th day of February, 2016

ORDINANCE NUMBER 03-2016

Relating to the Adoption of the

Green Lake County Comprehensive Plan 2015

The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting begun on the 16th day of February 2016, does ordain as follows:

NOW, THEREFORE, BE IT HEREBY ORDAINED:

SECTION 1: The Green Lake County Board of Supervisors of Green Lake County, Wisconsin, does, by enactment of this ordinance, formally adopts the document entitled "Green Lake County Comprehensive Plan 2015," pursuant to Wis. Stat. 66.1001(4)(c).

Document available in its entirety from Land Use Planning & Zoning Department

SECTION 2: All ordinances or parts of ordinances inconsistent with or in contradiction of the provisions of this Ordinance are hereby repealed.

SECTION 3: A copy of the Comprehensive Plan shall be distributed according to Wis. Stat. §66.1001(4)(b).

SECTION 4: This ordinance shall take effect upon passage by a majority vote of the members-elect of the Green Lake County Board of Supervisors and publication as required by law.

Land Use Planning and Zoning Committee Recommends Approval

Submitted by Land Use Planning & Zoning Committee

Roll Call on Ordinance 03-2016

Aye 17, Nay 0, Absent 2, Abstain 0

Passed and Enacted this 16th day of February, 2016

ORDINANCE NUMBER 04-2016

Relating to the Adoption of the

Green Lake County Farmland Preservation Plan

The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting begun on the 16th day of February 2016, does ordain as follows:

NOW, THEREFORE, BE IT HEREBY ORDAINED:

SECTION 1: The Green Lake County Board of Supervisors of Green Lake County, Wisconsin, does, by enactment of this ordinance, formally adopts the document entitled "Green Lake County Farmland Preservation Plan" as an addendum to the Green Lake County Comprehensive Plan 2015. Said plan is incorporated by reference herein and may be obtained upon request to the Green Lake County Land Use Planning and Zoning Department.

SECTION 2: All ordinances or parts of ordinances inconsistent with or in contradiction of the provisions of this Ordinance are hereby repealed.

SECTION 3: A copy of the Farmland Preservation Plan shall be distributed according to Wis. Stat. §66.1001(4)(b).

SECTION 4: This ordinance shall take effect upon passage by a majority vote of the members-elect of the Green Lake County Board of Supervisors and publication as required by law.

Land Use Planning and Zoning Committee Recommends Approval

Submitted by Land Use Planning & Zoning Committee

Roll Call on Ordinance 04-2016

Aye 17, Nay 0, Absent 2, Abstain 0

Passed and Enacted this 16th day of February, 2016

ORDINANCE NO. 05-2016

Relating to Ordinance amending the Code of Green Lake County

Chapter 159 Highways

The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting begun on the 15th day of February, 2016, does ordain as follows:

The Code of Green Lake County is hereby amended by creating Article X, §159-29 to Chapter 159 Highways:

Article X – Miscellaneous Highway Regulations

§159-29 Obstructing Highways and Right-of-Ways with snow.

A. It shall be unlawful for any person to leave or place any snow removed from private property in piles or rows upon the traveled portion of any highway open to public travel.

B. It shall be unlawful for any person to leave or place any snow removed from private property in piles or rows in the highway right-of-way of any highway open to public travel.

C. All costs associated with Green Lake County removing snow that is left or placed in piles or rows in the highway right-of-way from private property, or damage to Highway equipment for removing snow that is left or placed in piles or rows in the highway right-of-way from property, will be billed to the property owner responsible.

Highway Committee Recommends Approval

Submitted by Highway Committee

Roll Call on Ordinance 05-2016

Aye 14, Nay 2, Absent 2, Abstain 1

Passed and Enacted this 16th day of February, 2016