

VILLAGE OF JOHNSON CREEK COMPREHENSIVE PLAN VISION WORKSHOP

APRIL 30, 2007

TOTAL NUMBER OF PARTICIPANTS = 47

In April of 2007, the Village held a Vision Workshop to provide an opportunity for residents to identify a shared vision for the Johnson Creek, express concerns for the future of the Village, and to develop priority actions for the Village to address over the next 20 years. During the workshop, the 47 participants in attendance were asked to describe their vision for the future of the Village and identify key issues and opportunities for growth and development. Below is a compilation of all workshop results.

WORKSHOP RESULTS

Workshop participants were asked to take ten minutes working on their own to describe how the Village of Johnson Creek should ideally look, feel, and function in the year 2030. Participants were encouraged to be creative, to use their imaginations, and to be as general or as specific as they liked.

Participants' responses have been organized in bullet-point format below based on the different components of the comprehensive plan. This was intended to help bring out common themes or ideas and to facilitate overall analysis. A summary of the key points from each category of comments has also been provided.

Comments related to natural resources:

Summary of Comments Related to Natural Resources:

There is a need to focus on energy efficiency and environmental sustainability. Preserve natural areas in the community and keep the Rock River clean.

Visioning Statements from Workshop Participants:

- In the future, sustainability and energy crunches of the past have been handled.
- A new type of lighting, energy efficient makes it affordable.
- Rock River is a clean, well-kept river and the Creek is a source for recreation and nature.
- There is much green space still present in city parks (which are full of activity) and in nature preserves and refugees.
- Community has embraced the ideas of sustainability and low-impact development and eco-friendly business practices. There are homes with rain gardens, solar, wind power, and technology we can't yet imagine or understand.

Comments related to cultural resources:

Summary of Comments Related to Cultural Resources:

Promote a diverse population and focus on merging the old and the new. Plan more community festivals and activities.

Visioning Statements from Workshop Participants:

- Will have a diverse population in age and race.
- There will be multiple community festivals each year.

- Will be a diverse community with all types of different people.
- Actualize historical zone.
- Block parties
- More things to do for fun.
- The Village is comprised of the old and the new; some of the historic buildings have been preserved or renovated with new updated buildings.
- Promote community projects.
- People: mixture of blue collar and professional types.
- People are middle class mixture of blue collar and professional.
- A variety, farmers, businessmen, professionals.
- Mixture of blue collar and younger families.
- Every type of person in Johnson Creek.

Comments related to land use:

Summary of Comments Related to Land Use:

Focus on growing compactly with small shops and restaurants in the downtown and housing and other businesses in more outlying areas. There was some disagreement over how the River should be developed. Several people mentioned growing toward and beyond the river, with residential development along the river. There were also several people who felt that the Rock River shouldn't be developed at all, but preserved for recreation and public enjoyment.

Visioning Statements from Workshop Participants:

- Village will grow to and across the river to the west. River will be a focal point in the community. To the north Watertown and Johnson Creek will be joined and to the south Jefferson and Johnson Creek will be joined.
- Village is compact, no sprawl, develop towards the river.
- Rock River is preserved but developed and tastefully with larger homes; more resort-ish.
- The downtown area could have shops and restaurants, while people live in subdivisions in surrounding areas.
- Relatively compact, some additional housing and business in the industrial parks.
- Area by town hall has been changed to small shops.
- Over along B the town has opened more shops.
- Focus on commercials over residential.
- Development of condos on the river-eco-friendly
- Well designed with incorporated buildings and natural open spaces.
- Outlying areas with larger stores, businesses, restaurants, and grocery store.
- Rock River area will be protected with trails and a learning center.
- Village has jumped the Rock with residential subdivisions.
- Mid-priced condo and green space development along Rock River.
- Against river development.
- River area has mid-priced condos with sufficient green space to maintain balance between nature and living.
- I see the Village continuing to expand out along the I94 corridor.

Comments related to transportation:

Summary of Comments Related to Transportation:

Maintain an interconnected, well-managed street system, but provide public transportation options such as buses and trolleys. Accommodate bike and pedestrian traffic along streets. Support the development of a commuter train between Milwaukee and Madison.

Visioning Statements from Workshop Participants:

- Streets are well taken care of, bus or train or something with low emissions.
- The interstate and highway 26 are less noisy.
- Eco-friendly transportation.
- Commuter like Milwaukee to Madison.
- Wide, open streets that are pedestrian and bicycle friendly.
- Traffic is not bad, just local bypass is in.
- All cars will be fueled with ethanol.
- People will be transported mainly by cars, but there may be a small trolley system.
- The streets and sidewalk bustle with bikers, walkers, joggers and light auto-traffic and the occasional bus/ trolley.
- People will be walking or using bikes more.
- Electric vehicles will be common.
- A Plan for our 26 corridor to be pleasing.
- Traffic is well-managed.
- Transportation: commuter link between Milwaukee and Madison.
- I would like to see commuter service between Milwaukee and Madison.
- Bikes and trails.
- Johnson Creek will have streets conducive to handling the amount of cars and people moving from one point to another.
- Angle curb parking is available.
- Streets will move traffic quickly, safely and getting people to their destination in the shortest possible route.

Comments related to utilities and community facilities:

Summary of Comments Related to Community Facilities:

Focus on maintaining a high quality school system and invest in programming and school facilities. Provide a diversity of parks and recreation areas throughout the Village that can accommodate many different types of users.

Visioning Statements from Workshop Participants:

- Schools - HS on 66 acres of land, Hwy B; Elem current location, north of freeway
- Neighborhood parks become more prevalent, along with a walking park by the river.
- Rock River will have a nature center and parks.
- High School will be its own building.
- More and better water park.
- There will be an elementary and senior high school to support the growing educational needs of the kids.

- Parks are equipped for a variety of sports and activities.
- Many parks, but well-maintained and each offering something a little bit different.
- Schools are in one place on one site, eventually. Much more cost effective. No flat roofs!
- There will be lighted parks along the creek where an older couple can walk their dog or grandkids without worries of crime.
- Schools are progressive.
- A couple of parks around town, especially around the river area.
- Three schools in separate areas (elementary, middle, high)
- Expansive open parks, possibly along Rock River.
- Parks.
- Public swimming pools inside and outside.
- Keep our small school (education in the community.)
- Parks will be updated and used more than today.
- A new school will be located near the Rock River.
- City Administrator with full-time positions.
- Adequate park systems for all ages.
- A system in place to keep our services up to date: fire, EMS, public water, sewer.
- New high school in Lake Mills.
- Park and recreation areas.
- The hub of the Village also housing Historical Society.

Comments related to housing and neighborhood development:

Summary of Comments Related to Housing and Neighborhood Development:

Provide a variety of housing options in the Village, including townhouses, senior-housing, single-family homes, apartments and condos, and affordable housing options. Focus on the aesthetic quality of neighborhoods and buildings.

Visioning Statements from Workshop Participants:

- A variety of housing to include housing for elderly, care facilities/ multi-family, neighborhoods with small play parks
- Neighborhoods need to be bike and pedestrian friendly
- Multi-unit housing will reside there in separate buildings and above the shops.
- Townhouses, all price ranges of homes.
- Neighborhoods are distinct looking.
- Pretty streets, trees, flowers growing.
- Let community groups adopt areas and fundraise, do plantings.
- Many of the homes should be owned by the occupants with reasonable taxes.
- To grow we would need more housing areas to accommodate new families moving in.
- The houses will be well kept and upscale with a distinctive historic feel closer to downtown.
- Housing for seniors.
- Affordable living.
- Houses will be smaller and energy efficient.
- Elderly housing available.
- Small subdivisions become distinct neighborhoods.
- Updated homes.

Comments related to economic development:

Summary of Comments Related to Economic Development:

Focus on revitalizing the downtown with small shops, restaurants, gathering places, and attractive buildings. Locate industry in appropriate location. Diversify business in the community, and focus on identifying ways to increase the chances of a grocery store locating in Johnson Creek.

Visioning Statements from Workshop Participants:

- Downtown - town center, gathering place, city offices, library, coffee shops/ donut shops, cart business vendors in season
- Industries need to be gathered in one or two areas - buildings to look upscale and well-maintained, surrounded by trees
- Downtown will be a destination with shops and cafes.
- There will be professional services "shops" as well.
- Will have a Downtown with character in its architecture.
- Business park will be populated.
- Downtown area will have thriving businesses.
- Grocery stores.
- Downtown - many buildings torn down and rebuilt to look old, but energy efficient
- We will have a local super market - easily accessed by all.
- Downtown area should be expanded to a larger area and have more small businesses.
- We need to attract more diverse businesses.
- We need to get a grocery store.
- Sidewalks are busy, shops for local vendors in good repair
- Grocery store.
- Get big box realtors out of TIF.
- Downtown area boutiques, trendy, eatery.
- Restoration current older homes and businesses.
- As you exit off the freeway there are many new businesses for shopping such as a grocery store next to Menards along with Target.
- On the west side opposite Menards is new restaurants like Panera Bread, etc.
- Downtown with small businesses and green areas.
- We have some big business because of the location between Madison and Milwaukee.
- WiFi is available.
- Grocery store and all amenities are available in Creek without leaving.
- Industry located in 2 areas.
- Johnson Creek will be a large city with much industry and 3 grocery stores.
- The renovated Downtown will have small businesses with outdoor seating available.
- There will be more utilitarian stores on the outer perimeter of the Village with supermarkets.
- Industry/ business for employment.
- Promote business in downtown areas.
- Downtown looks much the same but restored to glory with businesses filling the old shops.
- Downtown will have small business.
- Retail stores in Downtown.
- Service industries out-pace heavy industry in terms of jobs.
- Relocation of the industrial park along Hwy 26.
- Downtown: professional buildings, boutique shops, trendy eateries.

- River walkway!
- Industrial park along Hwy 26 should be relocated. That area is prime for retail development.
- Coffee shop, grocery.
- Restore and develop old buildings in Downtown area.
- Downtown shops.
- Maintain downtown.
- Chamber of Commerce in Veteran's Park.
- Park Hotel as business building with massages, hair, nails, and Internet connection.
- Arcade, specialty shops, etc.

Comments related to general community character:

Summary of Comments Related to Community Character:

Embrace growth while still maintain small-town character and quaint charm. Preserve the community as a safe and place to live and raise a family.

Visioning Statements from Workshop Participants:

- Will still have a small town feel, but will have grown in size.
- The community will still be a safe place for everyone.
- Population will have grown exponentially.
- Johnson Creek would still look and feel like a small town.
- Prefer to have things look old and not modern.
- Quaint.
- Move away from being a bedroom community.
- The unique flavor of the old and new buildings in the downtown area work together to form a happy and comfortable setting.
- A feeling of harmony exists.
- You'll have people living here looking for a quiet place to live.
- People will consider this community an ideal place to raise a family.
- Downtown would be the center for socializing and community.
- It will be a safe place for children to play.
- Neighbors know each other and look out for each other.
- Even though the Village would grow, I would like it to keep a small town feel.
- Keep small town feel.
- Has increased in population 30,000.
- Will be a thriving, quaint destination spot for people of all ages.
- The Village has grown but maintains an idyllic small town charm.
- Safe community.
- Keep the small town atmosphere.
- The community is much larger in size and population.
- The small town atmosphere is still present.
- May be a city rather than a Village.
- Johnson Creek is an affordable place to live and work.
- 40% growth.
- Small town needs.
- Downtown will be bustling with people partaking in shopping, driving, entertaining, performing arts.

Workshop participants were asked to take a few minutes to identify their five most important ideas from the first exercise to share with their small group. Participants wrote their ideas on the Post-It Notes -- one idea per Post-It. Each Post-It represented a “planning goal”

Afterwards, participants were asked to work with their group members to arrange everyone’s “planning goals” into similar categories on the table.

They were then asked to summarize 5-7 common themes or ideas that emerged based on everyone’s ideas. Group summaries are listed below.

Common Planning Goals: Group One

Technology

- WIFI
- Less light pollution/ see night sky
- Mass transit system
- Disappearing landfill from gas to power project

Education

- High quality schools
- Continued interaction between school/ business
- Community centers for esp. youth/ elderly
- High graduation rate – prepared and employable
- Competitive college entrance qualities

Preservation

- Historical sites
- Natural areas
- Balance between retail, industrial, parks and residential

Public works

- Safe community
- Adequate fire, EMS
- Quality and well thought out utility planning

CREEKFEST – the envy of all other communities

Common Planning Goals: Group Two

- Grocery store
- Get big box retailers out of TIF
- Downtown area – boutiques, shopping, professional buildings, trendy eateries
- Investigate merging HS with Lake Mills
- Good air quality
- Transportation: eco-friendly

Common Planning Goals: Group Three

- Keep a small town atmosphere – quiet, safe, quaint city!

- Vibrant downtown – to lower taxes
- Grocery store and new school
- Limit urban development
- More parks, possible with little league baseball
- Bike tail along river
- Wider streets in some area – with no truck traffic on Village sidewalks
- Careful planning – mindful of the impact on existing residents
- Better stormwater management
- Businesses need to adhere to a policy of community-mindedness, adopting practices to ensure the safety of our residents.
- Downtown needs more German, Polish and other peoples who like BEER!

Common Planning Goals: Group Four

- Safe and friendly city
- Attractive look and feel which keeps Johnson Creek identity
- Unified look to the downtown
- Facility to reach all needs of our youth
- Cooperation and honesty with city administration

Common Planning Goals: Group Five

Downtown

- Destination area
- Shopping
- Dining
- Entertainment
- “The Place to Be!”

Parks

- Equipped for a variety of sports and recreation activities
- Well maintained
- Developed around the Rock River

Schools

- A first class educational opportunity with high quality separate facilities

Community

- Character
- Retain a small town charm
- Good place to raise a family

Business

- Sustainable business park

Communication

Common Planning Goals: Group Six

- Small businesses downtown – entertainment
- Larger businesses outlying area
- New school(s)

- Grocery store
- More expansive parks with walking paths (possible around Rock River)
- Wide open streets/ pedestrian friendly

Common Planning Goals: Group Seven

Downtown revitalization

Housing

- Single
- Elderly
- Assisted
- Affordable

School

- 1 campus
- Keep in community

Parks

- Trails
- Trees
- Green space
- All age groups
- River

Retail

- Smart planning
- Basic needs

Strong communication with small town events

Energy efficient transportation

Keep small town atmosphere

Common Planning Goals: Group Eight

Businesses

- Attract new/ retain existing
- Business friendly Village yet regulated controlled growth

Housing

- Differentiated
- Sr. housing
- Moderate, middle and upscale

River development

- Housing – upscale
- Public access
- Ecologically friendly
- Walking path, bike paths

Hwy 26

- Development for businesses
- Use hwy and railroad to advantage

Supermarket and pharmacy

The common planning goals from each of the small groups were recorded on large sheets of paper and taped to the wall (repeated ideas were combined). Participants were given a set a five stickers and asked to use the stickers to “vote” on the planning goals that they thought should be a priority for the Village over the next 20-25 years. Below are the results of the voting exercise.

Planning Goal	# of Votes
New HS, middle, elementary (relocated)	39
Parks and recreation	29
Supermarket/ pharmacy	26
Vibrant downtown, unified look	20
Small town atmosphere/ character	11
Business friendly village	9
Elderly/assisted living housing	8
Hwy 26 businesses	8
Less light pollution	7
Separate High School	7
Efficient transportation energy / system	6
Bike trail along river	5
Links to Madison/ Milwaukee	4
Maintain small town character	4
Keep same natural areas along Rock	4
Safe and friendly city	4
TIF – get big box stores out of TIF (pay TIF off?)	4
WIFI	3
Development on Both sides of Rock River	3
Upscale development around river	3
Small town atmosphere / quiet/ safe	3
Public swimming pool	3
Retail Growth	3
Historical sites	2
Cooperative relationship with Administration	2
Better communication	2
Small town events	2
Cooperation / honesty city admin	2
Careful planning/ mindful of residents	2
High quality schools	2
Businesses that are mindful of community safety	2
Reuse landfill for recreation	2
Increase technology	2
Safe community	1

Single-family housing	1
Affordable housing	1
High graduation rates	1
Smart-planned	1
Meeting basic needs	1
One school campus (affordable)	1
Boutique stores located in community	1
Public access to river	1
Wider streets in some areas (no truck traffic on sidewalks)	1
Better storm water management	1
Rock – nature center(s)	0
Increase housing option	0
Good place for families	0
Walkways	0
Balance of residential, commercial, and industrial development	0
Good Dept. of public works/ utilities	0
Small business	0
Little league	0
Trails	0
User friendly	0
Conserve Rock River	0
Youth activities	0
Pharmacy	0
Convention center	0
Increase schools' interaction with community	0
Sustainable business – people live for work in the community	0
Disappearing landfill	0
Professional services in community	0
Unified labor	0
Johnscon Creek as a Destination area	0
Small businesses located in community	0
Pedestrian facilities along streets	0

Based on the results of the previous exercises, each small group was assigned a planning goal and asked to work together to identify what events or milestones would need to take place between now and the year 2030 for the Village to achieve that particular goal. Below are the events and/or milestones identified by each group.

Planning Goal: Increase diversity of housing options

- Population estimated goal by 2030

- Using land effectively to meet diverse housing needs
- Determine housing mix wanted based on type of people living here (40% single-family, 20% multi-family, 10% condos, 30% senior and assisted living)
- Establish zoning ordinance which can be flexible as needs change
- Public infrastructure planning which includes roads, utilities, water, schools, police and fire, and good development practices
- Annual adjustment of master plan

Planning Goal: High quality schools

- Continue to preserve low teacher to student ratio
- Solicit grocery store to attract people used to convenience
- Extracurricular activities providing opportunities for diverse student population (e.g. foreign language, science)
- By making the village more attractive with lower taxes for residents and higher commercial base, we will increase student population, making a new high school more affordable and necessary
- Plan for new high school—they will come as they are needed
- Solicit additional businesses to increase retention of people and slow down brain drain for Wisconsin
- Make business easy Johnson Creek. This may mean altering the Johnson Creek Business plan in relation to the LEED criteria. Currently, there is a chilling effect.

Planning Goal: Vibrant unified downtown

- **2008:** Steering Committee to Plan
- **2009:** Rules of ordinance changed. Plan—Define location: streets; rewrite ordinance: no housing on street level; expansion of downtown toward school property; grants: state and federal; structure: use existing structure, preservation of current structure and style of buildings
- **2010:** Comprehensive Plan in place
- **2011:** Recruit business, downtown beautification; business definition: specialty, arts and crafts, coffee shop, hamburger/luncheon, bakery, coop, grocery, books, clothes; beautification: stamp street, trees/flowers, clock, benches
- Transportation: small parking lots, public transportation, trolley
- **2015:** Park, seating, farmers market
- Continued growth: expansion west along Aztalan

Planning Goal: Provide opportunities for residents to meet the daily needs in the Village

- Need for a grocery, pharmacy, banking, restaurant, jobs, daycare, schools, senior care (housing and activities)
- Get a specialized grocery with pharmacy—niche, different than Walmart
- Good paying jobs: attracts businesses, incentives, Village low interest loans/grants/subsidies
- Pernats and other specialties under one roof

Planning Goal: More trails, sidewalks, bike lanes

- Assess existing facilities and trail
- Establish communication with governor and citizens and area communities—linking trails

- Look into revenue generation and grants for land purchase—preservation
- **2009:** Continue park and rec committee (director) to make recommendations to the planning commission and village board
- **2017:** Carry out linking the trails together / ADA access
- Upkeep and extended community involvement

Planning Goal: Provide opportunities for residents to meet the daily needs in the Village

- **2008:** Focus on Grocery store; assume that population increases; establish government incentives, tax breaks, development committee
- **2008-2010:** Market our location, meet with chains, non-compete incentives limit competition
- **2010:** smaller pharmacy and grocery
- **2010-2030:** community support, campaigns, residents buy local!
- **2020:** expanded grocery store

Planning Goal: Increase or park and recreation opportunities

- Maintain Rock River boat access, tweak current (2003) park plan
- Mandate developers contribute to park fund, locate Village land suitable for future parks
- Repair tennis courts, path along the creek trails, create "friends of the parks" fundraising maintenance
- Create ongoing maintenance plan for parks. Instead of a lot of little parks in each new subdivision, pay to a few larger ones.
- Park lighting should avoid light pollution.
- Strategy to attract grant money
- Smart river/creek development - marshland could be used for nature center. Private development should be discouraged.

Planning Goal: High quality schools

Population = 2000

2010: New high school, sports fields, drama

2018: Population 4000; new or additional middle school

2030: Population 6000; high tech, teacher-child ration, K-12

Planning Goal: Maintain small-town character

- Revisit development ordinances to adopt more common sense standards
- Consider small changes in regulation, inviting businesses that fit and meet the community's needs, limit floor size and other dynamics via ordinances
- Consider servicing the needs of residents FIRST, then focus on drawing trade, customers, tourists
- Careful planning for the needs of our children: schools, parks, community programs, safe streets. Maintaining a family-friendly, small town feel.

