



2050 Land Use Plan

Village of Rochester, WI

Rochester, WI

ROCHV 150617 | Adopted July 13, 2020



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Village of Rochester 2050 Land Use Plan

Village of Rochester Comprehensive Plan Amendment
Rochester, Wisconsin

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Short Elliott Hendrickson Inc. (SEH) was retained by the Village of Rochester to assist in developing this Land Use Plan. SEH is a multi-disciplined, professional services firm comprised of 800 engineers, architects, planners and scientists in a full range of transportation, civil, environmental and structural engineering services; urban design, community planning and architectural design; and technology and GIS services.

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2050 Land Use Plan

Village of Rochester, WI

1 Introduction

This document presents the updated Recommended Land Use Plan for the Village of Rochester through 2050. A municipal land use plan is intended to provide important background data, analyze trends, and define future needs related to land use. This information serves as the foundation for the development of goals, objectives, policies, and actions. Land use is one of nine elements that comprises comprehensive plans as defined by Wisconsin Statute 66.10001. This element must be defined and utilized in conjunction with the other eight comprehensive plan elements and will serve as a guide to future growth and development in the Village of Rochester.

Defining appropriate land uses involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local leaders the opportunity to define their own destiny.

Many Wisconsin communities are facing problems due to unplanned growth, such as pollution, loss of community character, traffic congestion, and sprawling development. Infrastructure replacement and maintenance costs continue to encumber local units of government. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of these problems can be reduced.

This document contains a listing of the amount, type, and intensity of existing uses of land and discusses opportunities for new development and redevelopment within the Village of Rochester. It also analyzes existing trends in the supply, demand, and price of land and contains a future land use map that identifies the Village of Rochester’s vision for future land uses.

1.1 Background

The Village of Rochester is a community rich with history being first established as the Town of Rochester in 1838 by an act of the Wisconsin Territorial Legislature. The territorial limits of the town changed in numerous ways since its establishment. Parts of the town separated to create the Town of Burlington in 1839, the Town of Waterford in 1852, and the Village of Rochester incorporated in 1912. The Village and Town of Rochester consolidated in 2008 to form one Village that encompasses about 18 square miles. This consolidation was a significant effort in maximizing efficiencies with overall government services and land uses. (Note: Data analysis within this Land Use Plan includes consolidated historical data from the Town of Rochester and Village of Rochester.)



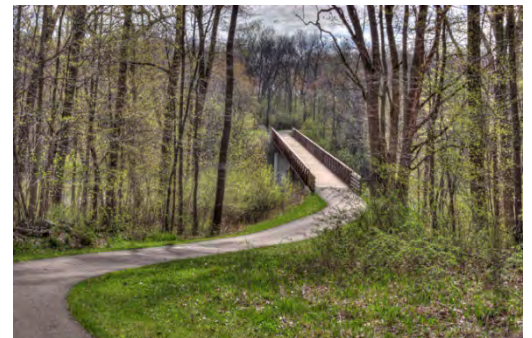
The Village of Rochester (hereafter may be referred to as simply “Rochester” or the “Village”) is located in west central Racine County. It is bordered by the Village of Waterford to the north, Town of Dover to the east, the Town of Burlington to the south, and the Town of Spring Prairie in Walworth County to the west. The Village’s primary road network includes a number of county and state highways. Most notably, State Trunk Highway 36 (STH 36) runs northeast to southeast and bisects the Village. Along STH 36, the Village of Waterford lies to the north of Rochester and the Town of Burlington lies to the south. The Fox River runs north to south and is located west of STH 36.



*Chances Restaurant, circa 1843
Oldest continuously operating (since 1850) bar and restaurant in Wisconsin.*

The village has many offerings that its residents and visitors alike enjoy. Rochester’s historic downtown is both pedestrian and bicycle friendly and features many houses and businesses dating back to the mid-1800s. Numerous other housing options exist throughout the village including both urban and rural subdivisions. Rochester is also home to several 100+ year family farms. There are many municipal amenities available including a robust public library with year-round programming for both adults and children.

The village also offers numerous outdoor and recreational opportunities, with the Fox River flowing through its center and with having over 1,500 acres of park and recreational sites scattered throughout its area. The Seven Waters Bike Trail of Racine County winds through many of the village’s parks and intersects with E. Main Street in the village. It is part of a continuous bike trail that connects adjacent trails in Waukesha and Walworth Counties.



Seven Waters Bike Trail of Racine County



One bald eagle of the growing population at Case Eagle Park

Case Eagle Park offers a canoe/ kayak launch site on the Fox River, baseball diamonds, nature trails, and a dog park. Saller Woods and the Wadewitz Nature Camp offer both hiking and snow skiing trails to satisfy the outdoor enthusiast in all seasons.

The Honey Creek Wildlife Area, located in the center of Rochester, offers well over 1,000 acres of hunting and wildlife viewing opportunities. On the west end of the community, DelMonte, Tahoe, and Honey Lakes also provide outdoor recreational opportunities.

Rochester's way of life is greatly influenced by its location. Farmlands are the backbone of Rochester's agricultural economy while Rochester's proximity to the Milwaukee, Racine, Waukesha, and Lake Geneva job markets provide employment to many of Rochester's residents. Residents and business owners alike cherish the small town charm and country character of their community.

Overall, the intensity and density of land use activities is mixed within the village. The center of the village, radiating out from the Fox River and Main Street, has smaller lot sizes for residential and commercial uses. Towards the outer boundaries, lot sizes are larger for primarily single-family homes and the land use changes to predominately agriculture with some mineral extraction operations. Over the next 20 to 30 years, it is anticipated that overall residential density will grow slowly. New mixed residential, commercial, and light industrial developments will likely occur along the STH 36, STH 20, and County Trunk Highway D (CTH D) corridors. The vitality and livability of Rochester's downtown will be improved as focused efforts will encourage infill development in the downtown and Fox River corridor.

1.2 Past Planning Efforts

In 1999, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and Racine County, working with representatives from the Town and Village of Rochester Plan Commissions, released a report titled *A Land Use Plan for Town and Village of Rochester: 2020*. The plan was intended to serve as a guide for use by Town and Village officials in making better development decisions to promote public health, safety, and general welfare.

In 2009, Racine County adopted the comprehensive plan titled *Multi-Jurisdictional Comprehensive Plan for Racine County: 2035*, which it helped prepare in conjunction with SEWRPC and Racine County's 18 participating local government bodies. This included an updated Recommended Land Use Plan for the Town of Rochester and for the Village of Rochester for 2035. The Village of Rochester's Plan Commission approved the Adoption Resolution for this plan and the Village Board approved the Ordinance Adoption on June 17, 2009.

1.3 Scope of Land Use Plan Update

A comprehensive plan is a local government's guide to a community's physical, social and economic development. A comprehensive plan provides a rational basis for local land use decisions with a future vision in mind for planning and community decisions. A recommended future land use plan is a component of every comprehensive plan. Wisconsin Statute 66.10001 requires that municipal comprehensive plans be updated at least once every ten years.

The Village of Rochester has chosen to initiate this planning effort as the Village's existing comprehensive plan, *A Multi-Jurisdictional Comprehensive Plan for Racine County: 2035*, is nearly ten years old and requires updating. In response to this deadline and in light of the Village's 2008 incorporation, Rochester has developed this Land Use Plan (hereafter may be referred to as simply "Plan"), which expands upon past planning efforts and includes updated land use recommendations out to the 2050 planning horizon. The Plan will supplement regional efforts underway for the development of an updated comprehensive plan titled *A Multi-Jurisdictional Comprehensive Plan for Racine County: 2050*.

Through this process, the Village of Rochester has reviewed and evaluated the existing Recommended Future Land Use Map. The existing land use categories have been reviewed and

revised. Zoning ordinance updates have been recommended as steps towards implementation of this Plan.

Ultimately, the Village's Land Use Plan will guide decisions affecting the physical development and redevelopment within the village. Through this land use planning process, the Village of Rochester has extended opportunities for the public to become involved in the process and to provide input on the Plan update. As a result from this participation, the Village has developed a vision for Rochester in 2050 as well as goals and objectives to serve as incremental steps towards achieving that vision

The process which the Village employed for the Plan update, was open and inclusive. Village leaders understand that in order for the Plan to be successful and implementable, the process must engage appointed and elected officials, citizens, landowners, business leaders, and other stakeholders through community participation so the final document reflects the desired vision for the community.

The Plan will be a guiding document that reflects the community's unique character and provides a clear process, together with specified objectives and policies, of how the Village can build upon its strengths. The updated Plan will help maintain collaborative and respectful relationships within the community and with surrounding neighbors, and the plan will help establish or confirm existing policies and priorities for coordinated development and/or redevelopment and necessary infrastructure expansion.

1.4 Public Involvement

The Village of Rochester values participation of citizens in every stage of decision making. Participation in the Land Use Plan update by citizens, land owners, business owners, appointed and elected officials, and other stakeholders throughout the community is vital to success of the Plan update.

At the beginning of the process, the Village outlined its public engagement strategy, known as the Public Participation Plan, which was adopted by the Village Plan Commission and Village Board. The adopted Public Participation Plan and associated Resolution is found in Appendix B.

Public involvement played a key role in developing the Plan update. Early in the planning process, the Village conducted a community-wide survey and held a public workshop to gain further input and ideas from residents, business owners, and other stakeholders. Each of these public involvement efforts provided unique insights that helped guide the development of the Plan update.



1.4.1 Community Survey

In June 2019, the Village of Rochester requested participation from the community through a community-wide survey to help inform the Land Use Plan update efforts. Community participation was encouraged through the June 2019 Village newsletter which was mailed to all village property owners and residents. An email advertising/reminding community members to complete

the survey was also sent to community members who were interested in being on a mailing list for the Land Use Plan update project and provided their email address. A large vinyl sign was also displayed on the Main Street bridge to inform local travelers of the project and community survey efforts. Additionally, the survey was advertised at the Village Offices and the public library where hard copies of the survey were also available. To encourage participation, the Village entered survey respondents into a drawing for two \$50 Rochester Business Gift Card Packages. (The drawing for the two gift cards was held at the July 23, 2019, Workshop.) The community survey was open for approximately eight weeks between mid-June and early-August. In response to these outreach efforts, 214 surveys were completed.



Survey results indicated that the majority of respondents would like the Village of Rochester over the next 30 years to promote maintaining a friendly, small, and safe community with communal events and a good school system. Overall, the respondents would like the Village to protect natural areas, groundwater, and agricultural lands; maintain local roads; support local businesses; and uphold the community's safe and friendly atmosphere. Community services such as senior citizen services, youth activities, and efforts to promote public health and an active community were also deemed important to the respondents. Survey respondents identified what Village services are effectively provided and that Rochester is a welcoming and attractive place for visitors.

From a development standpoint, survey respondents favored encouraging sustainable development and enforcing municipal codes and development standards. Looking at the development of specific businesses, survey respondents identified the need for more restaurants. Increasing the number of other businesses such as retail/shopping, neighborhood services/businesses, and entertainment/attractions was favored by about 40% of survey respondents, while 45-50% of survey respondents identified the desire to keep them at existing levels.

One of the questions in the survey addressed housing within the village. Approximately 50% of survey respondents indicated that there is an adequate supply of well-built and well maintained quality housing. Approximately 35% of respondents identified that more single-family homes and more senior living options (independent and/or assisted living) are needed.

Regarding parks in Rochester, survey respondents primarily identified that existing parks meet recreational needs and are well maintained and that the existing trail and sidewalk system is adequate. Approximately 38% of respondents identified that the off-street trail system should be improved/extended.

Overall, survey respondents identified that their Rochester neighborhoods are places where they know their neighbors, are attractive, reflect pride of ownership and investment, and are adequately served by existing transportation networks.

The Village also asked survey respondents to identify one thing they would change in the Village of Rochester if they could and one thing about Rochester that should not change.

Responses for things to change include (but this is not an inclusive list):

- Opportunities for development and public improvements along the riverfront;

- Specific development recommendations (uses and locations);
- Farmland preservation;
- Taxes;
- Improved internet service/broadband;
- Better signage to Rochester’s downtown from STH 36;
- Methods to strengthen the downtown and wayfinding signage;
- Identification of locations for trail, bike, and/or sidewalk connections;
- Leaf burning;
- On-street parking; and
- Property maintenance.

Respondents identified that the friendly, rural, small town charm, and community-oriented atmosphere of Rochester should not change.

Full results from the Community Survey are found in Appendix C.

1.4.2 Public Involvement Workshop

On July 23, 2019, the Village of Rochester held a Public Involvement Workshop for the Land Use Plan update project. Workshop attendees were engaged in a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis exercise and a Place-Making exercise to develop a 20-year vision for the village.

Through the SWOT exercise, community strengths were identified as small town atmosphere, friendly neighborhoods, schools, local government and services, parks, and green space. Weaknesses were identified as cost of services, lack of water system, leaf burning, not enough restaurants, and lack of community vision. Opportunities identified by workshop participants included improved utilization of Case Eagle Park as well as planned and controlled growth that maintains community character and a safe community environment. Community threats included pressures from neighboring communities; loss of farmland and woodlands; uncontrolled growth and overdevelopment that negatively impacts Rochester’s small town feel; urban tree loss; and lack of property maintenance.



The place-making exercise identified where great spaces exist or could be strengthened or established. Great spaces are defined by the Project for Public Spaces as places where celebrations are held, social and economic exchanges take place, friends run into each other, and cultures mix. They are the “front porches” of our communities— streets, libraries, field houses, parks, neighborhood schools— and other places where we interact with each other. The attendees also discussed what makes some places succeed while others fail. The Project for Public Spaces has found that successful places have four components: they are sociable; they have people engaged in activities; they are comfortable and have a good image; and they are accessible. These places are where people meet each other and take people when they come to visit. In small groups, workshop participants were asked to respond to and discuss these four components.

1. What would make Rochester a more sociable place?
2. What types of uses and activities would make Rochester a better place?
3. What would improve the comfort and image of Rochester?
4. What types of links and connections would make Rochester more accessible?

Themes that emerged from the **Sociability** category include:

- Additional social events
 - “Day in the Country” and other similar events
 - Neighborhood block parties
 - Street dances
 - Music/events in parks
 - Library programs for adults
 - Farmers markets
 - Arts and craft shows
 - Farm-to-table dinners
 - Winter tree lighting event
- Additional and enhanced places for social gatherings
 - coffee shop
 - bakery
 - restaurant
 - outside dining area
 - bar
 - beer garden
- Expanded opportunities for community volunteerism
 - Road clean-ups
 - Civic clubs and activities
 - Intergenerational network for help needed through organizations such as churches or the historical society
- Establishing a system to trade community member’s skills hour-for-hour, such as a village time banking system.
- Better communication about events and assets the village already has, such as Rochester’s Memorial Day Celebration, the oldest in the USA, 150 years.

Themes that emerged from the **Uses and Activities** category include:

- Redevelopment of the Coral Reef. Potential mixed uses could include restaurant, meat market, and wine/cider shop.
- Support farmers market and continuation of community gardens.
- Continuation of community events such as the Fireman’s Dance fundraiser, music in the park, and events/information that promotes Rochester’s history.
- Promotion of community recreational resources such as parks, river access, bike and hiking trails and of Case Eagle facilities for soccer, baseball and picnics.
- Improved and new housing stock including tiny homes, condominiums, facilities for elderly to age-in-place, and cluster subdivisions without cookie-cutter homes.
- Development of the STH 36, STH 20, and CTH D triangle with mixed residential and business uses.
- Reclamation and redevelopment of gravel pits.

Themes that emerged from the **Comfort and Image** category include:

- Improved downtown amenities and improvements to accentuate the historic uniqueness of downtown, such as landscaping, seating areas, pedestrian amenities, updated historic lighting, and outdoor dining areas.
- Promotion of the Historical Society, creation of a historic walking tour, and addition of historic plaques on buildings.
- Tree replanting program.
- Crime prevention including better visibility and security at Case Eagle.
- Services for yard waste removal, leaf pick-up, and street sweeping.
- Encouragement of a solar farm and green electrical plug-ins for vehicles.
- Signage to welcome visitors to Rochester.
- Support of community garden and park gazebo, grill, and benches.

Themes that emerged from the **Access and Linkages** category include:

- Improved signage for historic downtown, bike trails, and entrances to the Village of Rochester/municipal boundary. Consideration of village-wide wayfinding signs.
- Additional parking downtown with signage about free parking at Village Hall.
- Addition of a bed and breakfast.
- Consideration of being a Wi-Fi community.
- Extended sidewalks from County Trunk Highway J (CTH J) to Millgate.
- Volunteer efforts to maintain care of bike paths (i.e., trash & tree removal).
- Safety patrols of local parks.

Detailed results from the Public Involvement Workshop are found in Appendix D.



1.4.3 Public Open House

On March 11, 2020 the Village of Rochester hosted a Public Open House for the purposes of gathering public feedback on the draft Land Use Plan. Prior to the event, the draft Plan was posted on the project website and hard copies were available for review by the public.

At the Open House, participants were able to discuss the draft Land Use Plan and recommended future Land Use Map with Village Plan Commissioners, Board members, staff, and project consultants. A mapping exercise also facilitated public participation, allowing the public to identify specific locations where changes to the map were recommended and to track comments tied to a specific geographical location. Hard copies of the draft Land Use Plan and Map were available for public review.

This event provided the Village Plan Commission with the opportunity to hear about the following matters from the public: interest in preservation of productive farmland, concerns about the safety of an intersection with traffic concerns, an update with employment information for the plan, and several mapping questions. Detailed results from the Open House are found in Appendix F.

2 Issues and Opportunities

The Issues and Opportunities chapter includes background information, the community vision and goals, objectives and policies to achieve that vision. Much of the background information contained in this chapter will be utilized when considering goals, objectives, and policies for the Plan.

2.1 Rochester's Values and Vision

The Village of Rochester's core community values explain the basis for our vision.

- We value and will protect our agricultural economy and rural sense of place.
- We value our natural resources including environmental corridors, wildlife areas, rivers and forests.
- Active recreation is important to our community and our parks, trails, and the Fox River provides many opportunities to participate in diverse recreational activities.
- We cherish our charming and historic downtown because our local businesses, history and culture is important to us.
- We have a strong sense of community comprised of neighbors we know and trust.
- Our employers and businesses provide valuable services to our community and contribute to the economic success of our Village.
- Our community lies in a unique location which makes it accessible to regional job markets and local farming opportunities.
- As we plan for our future, we value sustainable growth and the investment in quality infrastructure to support our residents and businesses.
- We are proud of our small and connected community.



Our vision for Rochester in 2050 is rooted in these values and our desire to plan for Rochester's future. Our vision statement is:

In 2050, we envision the Village of Rochester as an engaged community that embraces its rural and regionally connected character, supports its local businesses and is welcoming to new employers and community members who are attracted by our charming and historic downtown, our proximity to regional markets and our agricultural base. We envision an active community that participates in the wide-range of recreational opportunities provided by the Fox River, our trails, parks and natural wildlife areas. We celebrate and are proud of who we are as a community and our decisions to provide sustainable infrastructure and a way of life for our citizens and businesses.

2.2 Population and Demographics

2.2.1 Population, Gender, and Age

According to the U.S. Census Bureau's 2017 American Community Survey five-year estimates, the population of the Village of Rochester is 3,740, an approximate 1.6% increase since the last official census count in 2010 of 3,682 residents. According to the Wisconsin Department of Administration's population projections, the Village's population will grow to 3,847 in 2019 and 4,255 by 2030.

The population is approximately 48.9% female and 51.1% male. The median age is 42, compared to 40.1 for Racine County and 30.2 for Wisconsin.

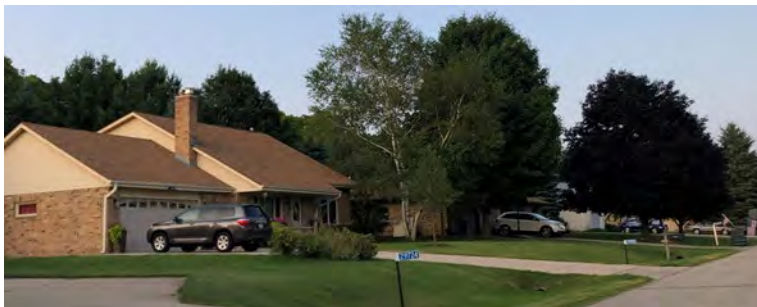
2.2.2 Housing Units

According to the 2010 U.S. Census, the Village had 1,343 total housing units.

The *Western Racine County Demographic and Housing Data Briefing* completed by Market & Feasibility Advisors LLC in 2019 estimates the number of households in Rochester in 2018 was 1,448 and will be 1,506 in 2023. This is an increase in 58 new households between 2018 and 2023.

According to the U.S. Census Bureau's 2017 American Community Survey 5-year estimate, 76% of all households were owner-occupied, 18% were renter-occupied, and 0.06% were vacant. The average household size in 2017 was 2.63 for owner-occupied units and 2.35 for renter-occupied units.

The median value of owner-occupied homes was \$229,600.



2.2.3 Median Household and Per Capita Income

According to the U.S. Census Bureau's 2017 American Community Survey 5-year estimate the median household income in Rochester is \$66,976, compared to \$58,334 for Racine County and \$56,759 for Wisconsin.

Average household income in Rochester is \$80,924, compared to \$75,049 for Racine County and \$74,372 for Wisconsin.

Per capita income in Rochester is \$31,598, compared to \$29,582 for Racine County and \$30,557 for Wisconsin.

2.2.4 Employment

The State of Wisconsin Department of Workforce Development and the Info-group database identifies major employers in the Village of Rochester for 2019 which are summarized in Table 1 below.

Table 1 – Major Employers in Rochester, WI

Company Name	Business Description	Seasonal or Year-Round	No. of Part Time Employees	No. of Full Time Employees
American Champion Aircraft	Aircraft Manufacture	Year-Round	2	39
Lynch Truck Center	Truck Sales & Service	Year-Round	16	71
International Production Specialists	Manufacturing	Year-Round	0	13
Franciscan Missions (534-5470)	Religious Org. Mission Office-Printing	Year-Round	2	9
Rustic Road Landscaping	Landscape Contractor/Nursery	Seasonal	0	8
D/B/A Burger King	Fast Food Restaurant	Year-Round	30	6
Roesing Furniture (534-3131)	Furniture Sales	Year-Round	6	3
Chances	Bar/Restaurant	Year-Round	20	5
Maas & Sons	Water System Service & Installation	Year-Round	2	6
Casey's General Store	Gas Station/ Convenience	Year-Round	5	8
Millgate General Store	Gas Station/ Convenience	Year-Round	7	11
Fox Valley Vet Service	Veterinarian Clinic	Year-Round	9	11
Larry Kempken & Sons Builders	Contractor	Year-Round	1	4
Lakeshores Library System	Library Administration	Year-Round	0	6

Unemployment within Racine County during November 2019 was at 3.7% (not seasonally adjusted). During the same time period, the State of Wisconsin's unemployment rate was 2.9%.

2.3 Goals, Objectives, and Policies

The Village has identified a number of goals, objectives, and policies that when implemented together will help achieve Rochester's community vision for 2050. These goals, objectives, and policies will help guide accomplishments and priorities for future investment both for publicly-maintained local systems and for property owners who will invest in and change Rochester's landscape over time. These goals, objectives, and policies provide the Village with a means to measure the performance of implementation of this Land Use Plan, and as necessary, an opportunity to reassess, revise, and/or supplement the desires of the community.

Goals are general statements of desired outcomes of the community or what is to be achieved. Objectives are more specific and are a subset of goals, providing measurable strategies towards achieving a goal. Policies are operational actions that a community will undertake to meet the

goals and objectives. The following goals, objectives, and policies are not ranked or presented in order of importance or need.

Goal: Periodically update and maintain Rochester's Land Use Plan so that it is reflective of community values and identifies existing areas for growth and redevelopment.

Objectives:

1. Guide future growth in a manner that preserves and enhances the quality of life and character of Rochester.
2. Promote the coordination between land use and housing design that supports a range of transportation choices.
3. Continue to maintain our transportation infrastructure that is well-connected to Racine County.
4. Continue to evaluate and support municipal infrastructure expansions that serve new development, allowing planned new development that grows the Village tax base.
5. Ensure new developments are compatible with surrounding land uses.

Policies:

1. Review and update the Land Use Plan annually including any zoning changes or text amendments.
2. Review the Village's Official Map and identify changes that may be necessary to achieve this Land Use Plan's goals, objectives, and policies, and initiate amendments as necessary.
3. Continue to encourage public participation that provides equity and fairness to landowners and other stakeholders, balanced with responsible land use.
4. Continue to strengthen connections to regional neighbors and economy.

Goal: Preserve productive farmland for continued agricultural use.

Objectives:

1. Support Rochester's agricultural economy and the preservation of productive farmlands.
2. Encourage soil conservation practices to reduce soil erosion, improve water quality, and increase farmland productivity
3. Support local farm marketing initiatives.
4. Review the State of Wisconsin's Farmland Preservation Program which provides an annual income tax credit for



property owners who farm their land and meet conservation standards.

5. Encourage property owners to leave naturally vegetated buffers and limit chemical use in riparian areas and to utilize Wisconsin's Conservation Reserve Enhancement Project (CREP).
6. Explore the Agricultural Conservation Easement Program (ACEP) through the USDA Natural Resources Conservation Service (NRCS) to help landowners protect, restore, and enhance wetlands, grasslands, and working farms through conservation easements (agricultural land easements and wetland reserve easements).
7. Explore other mechanisms of land conservation, including the work that land trusts / conservation trusts are doing, including the Lake Geneva Land Conservancy model, to preserve environmentally sensitive lands and open space.

Policies:

1. Restrict development that severely alters the natural topography.
2. Coordinate with the Racine County Land Conservation Department to understand their participation in the State of Wisconsin's Farmland



Preservation Program to establish Agricultural Enterprise Area (AEAs), allowing farmlands to receive additional tax credits.

3. Consider hosting a public presentation from the Lake Geneva Land Conservancy (or other similar program) to explore how the program operates and lands it protects.

Goal: Promote the protection and enhancement of the Fox River and other natural amenities within the Village.

Objectives:

1. Ensure new development is guided to protect investments from flood hazards.
2. Encourage environmentally sensitive development to minimize negative impacts on the environment including water and soil integrity.

Policies:

1. Continue to provide access, facilities, and unique opportunities for recreational activities along the Fox River for community members and visitors.
2. Review existing trail and sidewalk networks and develop a medium-range plan for connecting bicycle and pedestrian linkages to parks and other Village destinations.
3. Support long-range planning which factors into consideration changes in local and regional climate conditions.

Goal: Strengthen Rochester's downtown as a vibrant place and community gathering space.

Objectives:

1. Encourage the co-location of businesses in the downtown.
2. Encourage the use of historic tax credits.

Policies:

1. Review the zoning code to ensure regulations encourage downtown reinvestment with mixed land uses and property upkeep.
2. Consider policies and programs that encourage a live-work environment.
3. Consider development of a downtown and Fox River Master Plan.
4. Develop programming for Rochester's downtown and Pioneer Park along the Fox River that emphasizes uses and activities for all ages.



Goal: Maximize expansion of existing water and sanitary sewer infrastructure to highly accessible locations that will provide an economic and social benefit to the community and its tax base.

Objectives:

1. Continue to work cooperatively with the City of Burlington and Village of Waterford to explore the expansion of regional water and sanitary sewer services and to evaluate physical, financial, and political constraints.

Policies:

1. Work closely with the City of Burlington and Village of Waterford to ensure adequate capacity is available where new development will benefit.
2. Update, maintain, and follow a Capital Improvements Plan to ensure long-range financial planning for anticipated public improvements.

Goal: Encourage cluster developments and other land division tools to meet the minimum 3-acre density goals/requirements for the Rural Density Residential and Agricultural Land Use Category and keep a larger amount of undeveloped land as open space/green space/park/environmental corridor to connect a green space network to reduce the amount of mowed lawns in neighborhoods.

Objectives:

1. Consider land regulation tools such as conservation easements and public or neighborhood maintained parks.

Policies:

1. Encourage new developments to be planned on a larger scale to keep environmental corridors connected for wildlife, flora, fauna, and human recreation/trail network.
2. Prioritize infill and/or redevelopment of blighted properties within the core of the village.

Goal: Maintain Rochester's high quality of life as a safe, friendly, and engaged community that embraces its rural and regionally connected character.

Objectives:

1. Maintain the quality of Rochester's air, water, and natural resources.
2. Maintain the village as a safe community where neighbors know each other.
3. Provide an adequate and efficient level of governmental services and facilities to Village residents.
4. Provide adequate police and fire protection and emergency services to all areas of the Village.
5. Promote health and medical facilities and social services to meet the needs of all residents.
6. Promote opportunities for active recreation within Rochester's robust natural environment.
7. Encourage WisDOT to study traffic safety at the intersection of STH 36 and N. English Settlement Rd (CTH J).

Policies:

1. Evaluate and prioritize upcoming Village needs and necessary infrastructure improvements.
2. Village Board should review and consider regulating leaf burning and creating a compost area.
3. Continue to support routine Sherriff patrol and regular communications between Racine County Sherriff's Department and the Village Board.

4. Work with regional and state partners (i.e., Racine County Highway Commissioner) to identify solutions to traffic safety issues at the intersection STH 36 and N. English Settlement Rd., such as a median installation to allow right turns only from N. English Settlement Rd (CTH J).

Goal: Work to ensure current local employers remain viable and competitive in Rochester.

Objectives:

1. Promote regional conglomeration of local businesses. Market availability of sites to critical support or service chain businesses.
2. Work with local businesses to proactively support their expansion potentials.



Policies:

1. Continue to foster an atmosphere that encourages and supports local business start-ups and entrepreneurial activity.
2. Work with local Rochester organizations, including churches and non-profits, to organize events and make available otherwise underutilized facilities to small businesses for entrepreneurship.
3. Continue to work closely with Racine County Economic Development Corporation to promote business development in Rochester that aligns with the Village's vision for 2050.



3 Utilities and Community Facilities

Residents and businesses in the Village of Rochester are served by a diverse set of public and private utilities and services. Wisconsin's comprehensive planning legislation requires that current utilities and public facilities be identified and provide guidance concerning future need for new services or the rehabilitation of existing ones. Rochester's economic health and quality of life is enhanced by reliable utilities and services. The Village will continue to maintain high standards for the services it provides and will work with its partners to ensure that the Village is supported in continuing to deliver quality service to Rochester's residents and businesses.



3.1 Water Supply

The Village of Rochester does not offer municipal water. Residents and businesses are served by private wells and water systems.

3.2 Sanitary Sewer System

Western Racine County Sewerage District provides sanitary sewer service to a portion of the Village of Rochester. The District also provides sanitary sewer service to the Village of Waterford and the Town of Waterford. A map of the system within the Village of Rochester follows as Figure 1.

The existing Planned Urban Service Area is identified in Figure 2. Modifications to the Planned Urban Service Area are also noted on that figure.

To encourage the development of the lands within the STH 36, STH 20, and CTH D corridor, the Village of Rochester is considering facilitating the extension of sanitary sewer to serve this area. A detailed memorandum with analysis of water and sanitary sewer expansion considerations is included as Appendix E.

Figure 1 – Sanitary Sewer System Map

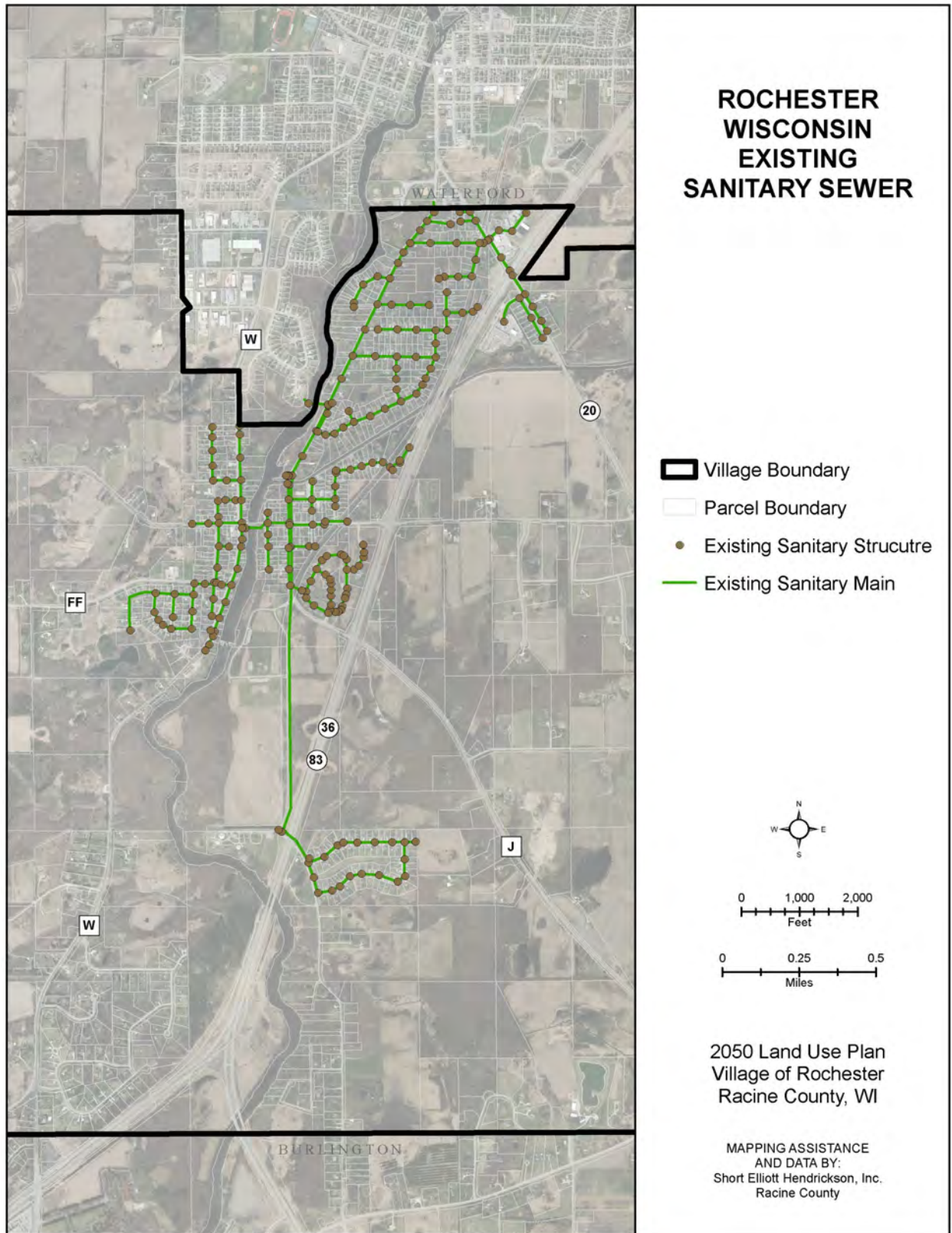
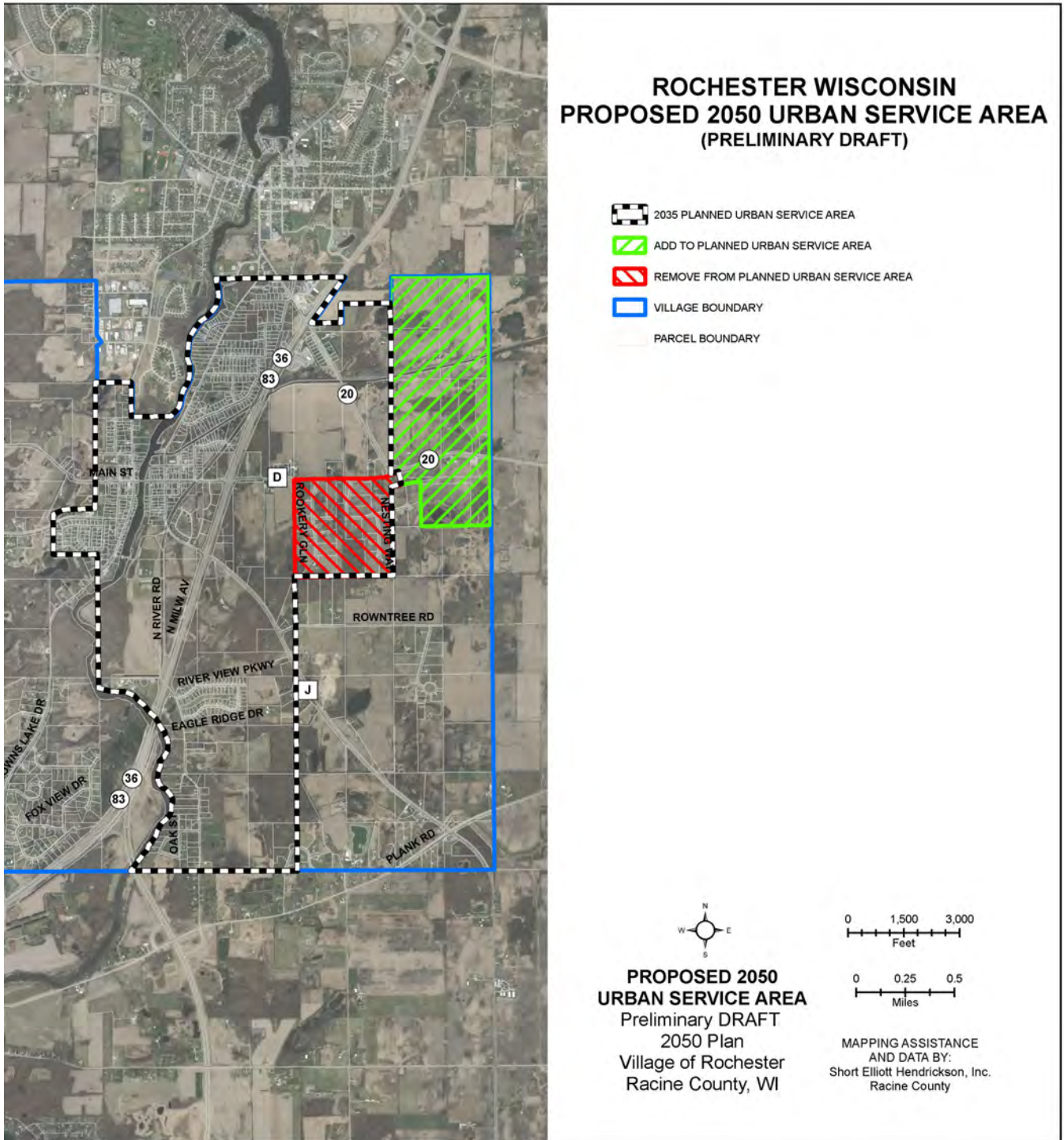


Figure 2 – Existing and Proposed Urban Service Area



3.3 Planned Urban Service Area

The Village of Rochester has an existing Sewage District Boundary regulated by the Western Racine County Sewerage District. On the 2050 Recommended Land Use Map, this area is identified as the Planned Urban Service Area. Within this area, properties, when developed, are required to be connected to the municipal sanitary sewer system, consistent with Village ordinance requirements. Outside the Planned Urban Service Area, residential development would occur primarily at rural density and preserve primary environmental corridors and productive farmlands.

The previously mapped Planned Urban Service Area has been modified to the boundary as identified on Exhibit A. A formal boundary amendment will be requested from the Western Racine County Sewerage District and the South East Wisconsin Regional Planning Commission (SEWRPC) following the adoption of this Land Use Plan.

3.4 Stormwater Management

The Village of Rochester has a limited stormwater management system. Most stormwater drainage in the Village occurs through natural watercourses and roadside ditches. However, some formal stormwater management facilities exist including curb and gutter storm sewer systems with catch basins, inlets, and detention, retention and infiltration basins. In addition to these systems, new development is encouraged to capture stormwater on-site and then slowly release it downstream for water quality and quantity benefits. Existing farmland drainage districts should be maintained and expanded as future need warrants.

The Village of Rochester operates a stormwater utility to fund maintenance of stormwater collection systems throughout the village. These systems include over 15,000-feet of storm sewer plus other miscellaneous drainage infrastructure such as culverts, inlets, manholes, detention basins, curb and gutter, and grassed swales and ditches. The Village also works with property owners regarding existing and proposed subsurface farm drainage tile systems which may affect surface and ground water conditions for multiple parcels, including right-of-ways.

3.5 Community Facilities

Community facilities and services that support Rochester's residents and businesses include the following.

Municipal Facilities

Most of the Village's administrative services are located in the Village Offices at 300 W. Spring Street, Rochester, Wisconsin. Racine County has a streets operations facility located at 31929 Academy Road, Rochester, Wisconsin.

U.S. Post Office

The United States Post Office has a local office in Rochester, located at 208 W. Main Street.



Rochester Public Library

The Rochester Public Library is located adjacent to the Village Offices at 208 W. Spring Street. This facility is part of the Lakeshores Library System. The Rochester Public Library proudly serves the community with a fine collection of reading, video, and audio materials available to check out. Children and adult programs are offered year-round, with specific emphasis on summer time programming for children when they are on summer break from school. The Library and Village Hall are located in Rochester Commons Park between W. Wade Street and W. Spring Street, which also features outdoor playground equipment, an outdoor park shelter, and a community garden where plots are offered for rent each growing season.



Police Protection

Racine County Sheriff's Department provides police services including patrol operations to the Village of Rochester in the form of one dedicated full-time community policing officer. The Sheriff's Office also provides contractual services for the Village of Rochester.

Fire Protection and Emergency Services

The Rochester Volunteer Fire and Rescue Company provides fire protection services for the Village of Rochester (RVFC). Established in 1927, the RVFC has a long history of serving Rochester and surrounding communities. They are located at 31020 Academy Road, Rochester, Wisconsin. Ambulance service is also provided by RVFC.

The Village's relationship with RVFC is contractual and RVFC is organized as a Chapter 181 non-stock corporation. This contract relationship is in compliance with statutory requirements until the Village's population reaches 5,500. When this occurs, RVFC will either have to convert to a Chapter 213 corporation, become a department of the Village, or the Village will have to contract with another municipality to provide the service. The Village's population is currently estimated at 3,847. Pursuit of any of these options will require that a board of fire commissioners be established to govern the department. Currently, the chief and officers of the fire company are elected by its membership.



Solid Waste and Recycling

The Village of Rochester contracts for garbage and recycling collection. Standard garbage cans and trash bags under 40 gallons that weigh less than 60 pounds are required for pick up. Additional items taken at no charge include furniture, small auto parts, and small amounts of carpet.

Electrical Power and Natural Gas Utilities

Natural gas and electricity is provided to customers in Rochester by Wisconsin Electric/We Energies.

Telecommunications

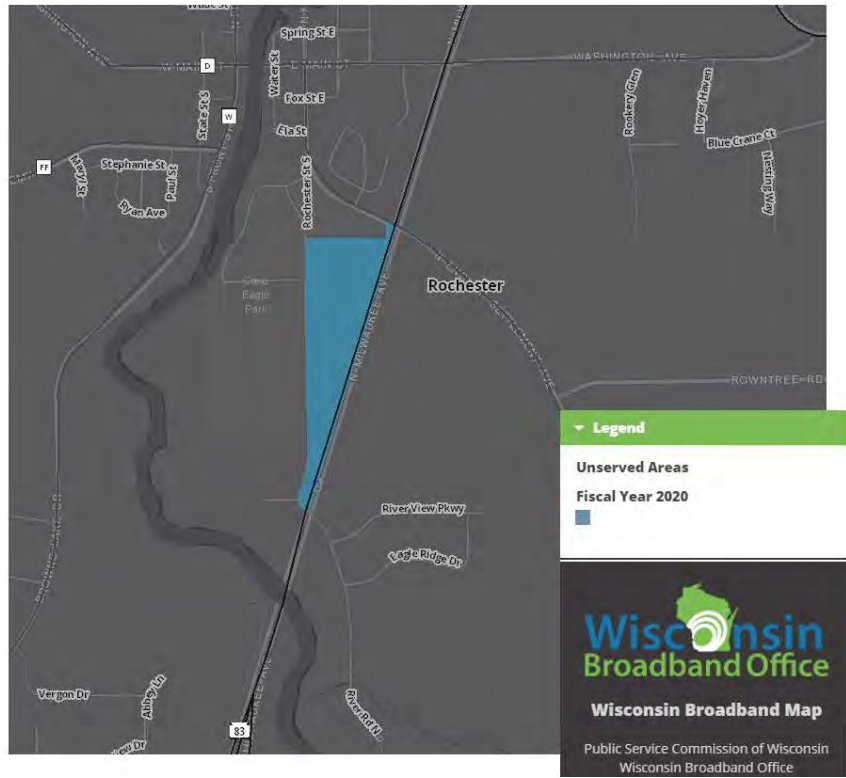
Private companies provide numerous alternatives for conventional, cellular, and VOIP telephone services within the Village of Rochester. Internet services are provided to most customers by companies offering DSL, cable, or Wi-Fi services. These companies include T.D.S. Telecom., Exede Satellite Internet, DirectTV, Spectrum/Charter Communications, and HughesNet.

Some areas of the Village do not have internet service. Figure 3 and 4, maps from the Wisconsin Public Service Commission (PSC), identifies where broadband services are available in the Village along with the level of speed available. Areas without broadband service are depicted in grey on Figure 3 and in blue on Figure 4. The areas without broadband and areas with a broadband speed of less than 3.0 Mbps present limitations to residents and businesses in the Village.

Figure 3 – Wisconsin Broadband Map



Figure 4 – Wisconsin Broadband Map – Unserved Areas



K-12 Schools

For primary education, Village of Rochester residents are served by Waterford Graded School District Joint No. 1 (K-8th Grade), Waterford Union High School District (9th-12th Grade), and Burlington Area School District (K-12th Grade). Waterford Graded School District along with Waterford Union High School District enrolls 2,281 within their one high school, one middle school, and three elementary schools. Burlington Area School District has an enrollment of 3,215 within their one high school, two middle schools, and five elementary schools.

Table 2 – Primary Education Enrollment for Village of Rochester, WI

School District	Grades Served	Students Enrolled	Student/Teacher Ratio
Waterford Graded School District Joint No. 1	K – 8	1,173	15.1
Waterford Union High School	9 – 12	1,108	16.1
Burlington Area School District	K – 12	3,215	15.3



Higher Education Facilities

Rochester’s proximity to Milwaukee, Racine, Kenosha and Waukesha means convenient access to many great higher educational institutions. These institutions include Alverno College, Carroll University, Carthage College, Gateway Technical College - Racine Campus, Marquette University, Milwaukee School of Engineering, Milwaukee Area Technical College, and Waukesha County Technical College. Nearby University of Wisconsin (UW) campuses include UW Parkside, UW Milwaukee, and UW Whitewater.



Table 3 – Higher Education Facilities Near Village of Rochester, WI

College/ University	Distance from Rochester
Alverno College, Milwaukee	23.1 miles
Carroll University, Waukesha	19.8 miles
Carthage College, Kenosha	28.4 miles
Gateway Technical College, Racine	23.6 miles
Marquette University, Milwaukee	29.0 miles
Milwaukee School of Engineering	30.5 miles
Milwaukee Area Technical College	29.4 miles
University of Wisconsin – Milwaukee	33.4 miles
University of Wisconsin – Parkside (Kenosha)	24.9 miles
University of Wisconsin – Whitewater	31.2 miles
Waukesha County Technical College	27.8 miles

Health Care Facilities

The closest acute care hospital serving Village of Rochester residents is Aurora Memorial Medical Center in Burlington located at 252 McHenry Street. Aurora Health Center is located at 818 Forest Lane, Waterford. A multitude of health care providers also exist within commuting distance in Racine, Waukesha, and Milwaukee Counties.

Assisted Care and Senior Care Facilities

The Aging and Disability Resource Center (ADRC) of Racine County at 14200 Washington Avenue, Sturtevant, Wisconsin, is a central source of reliable and objective information about programs and services available to older adults and people with physical or intellectual/developmental disabilities. They help people find resources in their communities and evaluate the various long-term care options available to them. The ADRC provides housing definitions, including those for seniors. Housing types for seniors include senior apartments, independent living, residential care apartment complexes, adult family homes, and community

based residential care facilities. Of these, residential care apartment complexes, adult family homes, and community based residential care facilities are assisted living facilities.

Senior apartments are multifamily residential properties for persons age 55 years or older. Senior apartments do not have central dining facilities and generally do not provide meals to residents, but many offer community rooms, social activities, and other amenities. Most offer both Conventional or "Market Rate" apartments and apartments subsidized by Wisconsin Housing and Economic Development Authority (WHEDA), Rural Development, or the U.S. Department of Housing and Urban Development (HUD).

Independent living communities are age-restricted multifamily properties with central dining facilities that provide residents as part of their monthly fee with access to meals and other services such as housekeeping, linen service, transportation, and social and recreational activities.

Residential Care Apartment Complexes (RCAC) are places where five or more adults reside that consists of independent apartments (each of which has an individual lockable entrance and exit, a kitchen including a stove, an individual bathroom, sleeping and living areas) and that provides, to a person who resides in the place, not more than 28 hours per week of services that are supportive, personal, and nursing services.

Adult Family Homes (AFH) are places where three or four adults, who are not related to the licensee, reside and receive care, treatment, or services that are above the level of room and board, but include no more than seven hours of nursing care per week per resident.

Community Based Residential Care Facilities (CBRF) are places where five or more adults, who are not related to the operator or administrator, and do not require care above intermediate level nursing care, reside and receive care, treatment, or services that are above the level of room and board, but include no more than three hours of nursing care per week per resident.

Senior apartments near the Village of Rochester as listed with the ADRC at the time of this report issuance include The Fields of Waterford located at 7713 Big Bend Road, Waterford; Frances Meadows located at 2209 Browns Lake Drive, Burlington; Norway Shores located at 7435 W Wind Lake Road, Waterford; Riverview Manor located at 580 Madison Street, Burlington; and Spring Brook Village Apartments located at 1101 S Pine Street, Burlington. The Fields of Waterford is also listed as an independent living community. The Bay at Burlington Health and Rehabilitation at 677 E State Street, Burlington is listed as a skilled nursing facility (SNF).

There are a number of assisted living facilities specializing in advanced age care near the Village of Rochester. Table 4 below lists those within a radius including the neighboring communities of Burlington and Waterford. Table 5 lists the assisted living facilities that do not specialize in advanced age in the same area.

Table 4 – Assisted Living Facilities Near Village of Rochester, WI

Facility Name	Location	Type	Gender	Capacity
Waterford Senior Living	301 S Sixth Street, Waterford	RCAC	M/F	54
Arbor View Communities	34201 Arbor Lane, Burlington	CBRF	M/F	40
Arbor View Memory Care	34111 Arbor Lane, Burlington	CBRF	M/F	10
Calebria House	155 Beth Court, Burlington	CBRF	M/F	7
Chestnut Home	124 Bay Ridge Lane, Burlington	AFH	M	4
Cypress Home	301 S Sixth Street, Waterford	AFH	M	4
Dolphin House	506 Stephanie Street, Rochester	AFH	M/F	8
Dolphin Manor LLC	21404 Washinton Avenue, Kansasville	AFH	M/F	4
Eagle Lake Manor	2720 Marshall Square, Kansasville	AFH	M/F	4
Elizabeth IV	308 Elizabeth Street, Waterford	AFH	M/F	4
Hemlock Home	848 Weiler Road, Burlington	AFH	M/F	4
Lakeview Care Partners at Waterford II	1701 Sharp Road, Waterford	CBRF	M/F	8
Magnolia Home	901 Crestwood Drive, Burlington	AFH	F	4
Maplewood Applewood Cottage	7711 Big Bend Road, Waterford	CBRF	M/F	30
Oak Park Place of Burlington	1700 Teut Road, Burlington	CBRF	M/F	95
Personally Yours Elder Care (A, B, and C)	4525 Gunderson Road, Waterford	AFH	M/F	12
Pine Brook Pointe	1001 S Pine Street, Burlington	CBRF	M/F	66
Rausch Family Care Home	6831 Big Bend Road, Waterford	AFH	M	3
Rosewood Oakwood Cottage	7711 Big Bend Road, Waterford	CBRF	M/F	30
Waterford Memory Care LLC	301 S Sixth Street, Waterford	CBRF	M/F	31
Willow Run 3	104 Clark Street, Rochester	AFH	M/F	4

Source: https://www.adrc.racinecounty.com/Portals/_AgencySite/Directories/Living Options in Racine County 10.19.pdf

Table 5 – Assisted Living Facilities Not specializing in Advanced Age Near Village of Rochester, WI

Facility Name	Location	Type	Gender	Capacity
Hil Fox Mead Group Home	516 Fox Mead Crossing, Waterford	CBRF	M/F	8
Cedar Home	316 S Perkins Boulevard, Burlington	AFH	M	4
Elizabeth III	106 S 3rd Street, Waterford	AFH	M/F	4
Elm Home	8339 B Fishman Road, Burlington	AFH	M	4
Gall Family Care Home	1315 Schneider Lane, Rochester	AFH	M/F	4
Hil Hillside	373 Church Street, Burlington	CBRF	M/F	8
Hil Kendrick Home	265 N Kendrick Avenue, Burlington	CBRF	M/F	6
Hil Wanda Frogg Villa / Meadowhaven	524 Summit Avenue, Burlington	CBRF	M/F	6
Kwasigroch Family Care Home	29312 Washington Avenue, Rochester	AFH	M	4
Lakeview Care Partners at Waterford	1701 Sharp Road, Waterford	CBRF	M/F	20
Loethers Home	1222 Laurel Lane	AFH	M/F	4
Park House	535 Park Avenue, Waterford	AFH	M/F	4
Reineke Care Homes Rochester Home	584 Edgewood Avenue, Burlington	AFH	M/F	4
Willow Run Adult Family Group Home	104 Clark Street, Rochester	AFH	M/F	4

Source: https://www.adrc.racinecounty.com/Portals/_AgencySite/Directories/Living Options in Racine County 10.19.pdf

As the population of elderly residents in the Rochester area continues to grow, it is anticipated there will continue to be an increasing need for additional senior care facilities.

Churches

There are several churches within the Village of Rochester including:

- First Congregational Church, 103 S State Street, Rochester
 - Honey Creek Community Baptist, 35512 Washington Avenue, Honey Creek
 - English Settlement United Methodist Church, 28215 Plank Road, Burlington
- (List may not be an all-inclusive list.)*

Cemeteries

Cemeteries within the Village of Rochester include:

- Rochester Cemetery, 31440 Washington Avenue, Rochester
- Honey Creek Cemetery, 35512 Washington Avenue, Rochester
- Eagle Creek Cemetery, 28215 Plank Road, Rochester
- St. Thomas Aquinas Cemetery, STH 20 (Beck Drive), Rochester
- West Meadows Cemetery, N English Settlement Avenue, Rochester

3.6 Assessment of Future Needs

Properly assessing future needs of community facilities and services requires not only an understanding of existing conditions and critical issues, but also an appreciation of broader utility and community facility trends. With advancements in technologies over time and population growth, services and facilities may need to be reviewed to ensure they are adequately providing the services to the populations needing them. It will be important to continue to monitor developments and their impact to the facilities and services that residents and businesses depend on.

Over time, local reinvestment is needed to maintain existing community facilities and services with the objective of maintaining the delivery of cost effective services. Future infrastructure needs identified by the Village include:

- Streets and roadway maintenance and improvements.
- Infrastructure to support the potential expansion of the sanitary sewer system.
- Community / park facilities including:
 - Expand pedestrian and bicycle facilities to promote connectivity between Rochester businesses, bike trails, hiking paths, and open space areas.
 - Installation of way-finding signs that promote Rochester businesses and recreational areas.
 - Expand high speed internet services to include underserved areas.
 - Development of an arboretum in “Rochester Commons Park”.
 - Main Street Beautification.
 - Yard Waste Collection / Composting Facility.
 - Continue discussions about regional collaboration of fire departments.
- Stormwater system / ponds including:
 - Repair and/or replace stormwater conveyance system between County Highway D and County Highway W.

- Clean up Eagle Creek to provide more efficient drainage and possibly create kayak launch along N. River Road.
- Fox River improvements including flood protections.

3.7 Potential Funding Sources for Utilities/Facilities

Several loan and grant funding programs may be available to help the Village of Rochester fund municipal infrastructure projects including the following:

Wisconsin Department of Natural Resources (WDNR) Programs

- Clean Water Fund (CWF) – Program provides financial assistance to municipalities for sanitary sewer collection systems, wastewater treatment, and storm water infrastructure projects. The CWF program is a revolving loan program that combines federal grants and state funding to provide financial assistance to municipalities in the form of subsidized loans. Some municipalities may also be eligible for funding in the form of principal forgiveness (PF). Based on Rochester’s population and Median Household Income (MHI), principal forgiveness may be available up to 30%, not to exceed \$750,000 for an eligible project. Subsidized loan funds may also be available at a current rate of 1.65% for 20 years (rates adjusted quarterly). Applications are due September 30th of each year. Award notification is expected in November. An Intent to Apply (ITA/PERF) is required to be submitted by October 31 for consideration the following year. Plans and specifications (biddable) are needed at the time of submittal.
- Safe Drinking Water Loan Program (SDWLP) - Program provides financial assistance to municipalities for drinking water infrastructure projects, including transmission and distribution, storage, source supply, and treatment facilities. The SDWLP is a revolving loan program that combines federal grants and state funding to provide financial assistance to municipalities in the form of subsidized loans. Some municipalities may also be eligible for funding in the form of principal forgiveness (PF). Based on Rochester’s population and Median Household Income (MHI), Principal forgiveness may be available up to 30%, not to exceed \$500,000 for an eligible project. Subsidized loan funds may also be available at a current rate of 1.65% for 20 years (rate adjusted quarterly). Applications are due June 30th of each year. Award notification is expected in August. An Intent to Apply (ITA/PERF) is required to be submitted by October 31 for consideration the following year. Plans and specifications (biddable) are needed at the time of submittal.

USDA Rural Development (RD) Programs

- Water and Waste Disposal Loan & Grant Program - Program helps very small, financially distressed rural communities extend and improve water and wastewater treatment facilities that serve local households and businesses. Funds may be used to finance sanitary sewer collection, transmission, treatment and disposal. Historically, this program has been beneficial for communities that need a 40-year payback even though the loan interest rates are a bit higher than other programs (WDNR CWF and SDWLP for example). Any grants/loans that are awarded to the project will also have an effect on the loan to grant ratio that Rural Development awards.

Wisconsin Economic Development Corporation (WEDC) Programs

- Community Development Investment Grant (CDIG) – This program’s primary goal is to incentivize development primarily in a community’s downtown. Eligible activities include building renovation, historic preservation, demolition, new construction, infrastructure investment, and project or site development planning. Eligible projects include development of significant destination attractions, rehabilitation and reuse of underutilized or landmark buildings, infill development, historic preservation, infrastructure efforts including disaster prevention measures providing substantial benefit to downtown residents/property owners, and mixed-use developments. Focus is on shovel-ready projects. Program funding should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners. Grants will be limited to 25% of eligible project costs with a maximum grant amount of up to \$250,000. Grant recipients must provide a minimum of 3:1 match investment in project costs. No more than 30% of the match investment may consist of other state and/or federal grant sources.

Wisconsin Department of Transportation (WisDOT) Programs

- WisDOT Transportation Alternatives Program (TAP) - Program allocates federal funds to transportation improvement projects that "expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment." Program provides funding to local governments for construction and planning and design of on-road and off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation. It also may provide funding for inventory, control, or removal of outdoor advertising; historic preservation & rehabilitation of historic transportation facilities (including access improvements to historic sites and buildings); vegetative management practices in transportation right-of-ways (ROW's); and archaeological activities pertaining to a transportation project. Projects that meet eligibility criteria for the Safe Routes to School Program, Transportation Enhancements, or the Bicycle & Pedestrian Facilities Program are eligible TAP projects. Projects must meet WisDOT policy for bicycle and pedestrian facilities that it serves at least some utilitarian trips, such as commuting to work or school that might otherwise be made by automobile. Trails that don't meet this criteria are encouraged to consider WDNR Recreational Trails Program funding. Non-Infrastructure projects are required to have a minimum project cost of \$50,000. Infrastructure projects are not required to have a minimum or maximum project amount; however, ideal project costs are between \$300,000 and \$1 million. Match of 20% of approved costs is required.
- WisDOT Transportation Economic Assistance Program (TEA) - Program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin or encourage business and industry to remain and expand in the state. Goal of program is to attract and retain business firms in Wisconsin and thus create or retain jobs. Businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will materialize within 3 years from the date of the project agreement and remain after another 4 years. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. Project must begin within 3 years, have the local government's endorsement, and benefit the public. Program is designed to implement an improvement more quickly than normal

state programming processes allow. Local match of 50% required and can come from any combination of local, federal, or private funds or in-kind services.

Tax Incremental Financing (TIF)

- Consider creating a Tax Incremental Financing (TIF) District for the Village of Rochester to include lands proposed for new development. Typically, TIF's assist with the costs of infrastructure expansion in partnership with a planned development.



4 Land Use

4.1 Existing Land Uses and Land Use Map

Historically, Rochester has been a rural community with an agricultural and service based economy, surrounded by rural residential land uses. Existing land uses are predominately agricultural and residential. According to 2019 assessment records, 50% of the Village's acres are agricultural, 27% residential, and 12% undeveloped. Developed uses (residential, commercial, and manufacturing) make up approximately 32% of Rochester's assessed acreage.



Table 6 – Village of Rochester Land Use by Acre

Real Estate Classes	2014			2019			2014-2019 Change		
	Parcels	Acres	Percent of Total Acreage	Parcels	Acres	Percent of Total Acreage	Parcels	Acres	Acres Percent Total
Residential	1,500	2,279	27.2%	1,539	2,271	27.2%	39	-8	-0.4%
Commercial	55	212	2.5%	56	209	2.5%	1	-3	-1.4%
Manufacturing	5	228	2.7%	5	227	2.7%	0	-1	-0.4%
Agricultural	197	4,207	50.1%	191	4,153	49.8%	-6	-54	-1.3%
Undeveloped	100	934	11.1%	100	979	11.7%	0	45	4.6%
Ag Forest	14	162	1.9%	14	162	1.9%	0	0	0.0%
Forest Lands	22	304	3.6%	23	273	3.3%	1	-31	-11.4%
Other	35	63	0.8%	36	63	0.8%	1	0	0.0%
Real Estate Totals	1,928	8,389	100.0%	1,964	8,337	100.0%	36	-52	-0.6%

Source: WI Department of Revenue, Statement of Assessments

4.2 Equalized Valuation of Property

Equalized valuation in the Village of Rochester has increased over the past ten years by almost \$41 million. However, personal property has significantly decreased (by 74%) over this same time period.

Table 7 – Village of Rochester Equalized Valuations

Real Estate Classes	2009 Total Value	2019 Total Value	Percent Change Since 2009
Residential	\$320,054,800	\$360,106,000	12.5%
Commercial	\$17,800,000	\$20,219,700	13.6%
Manufacturing	\$2,461,300	\$2,332,700	-5.2%
Agricultural	\$925,400	\$1,120,500	21.1%
Undeveloped	\$961,100	\$971,000	1.0%
Ag Forest	\$469,800	\$567,000	20.7%
Forest	\$1,856,000	\$1,911,000	3.0%
Other	\$6,036,300	\$6,246,300	3.5%
Real Estate Totals	\$350,564,700	\$393,474,200	12.2%
Real Estate Percent Change	-	12.2%	-
Personal Property Total	\$2,067,300	\$529,200	-74.4%
Personal Property Percent	-	-74.4%	-
Aggregate Equalized Value	\$352,632,000	\$394,003,400	11.7%
Aggregate Equalized Value	-	11.7%	-

Source: WI Department of Revenue, Statement of Changes in Equalized Values

Over the past ten years, the overall equalized value in the Village has grown by almost 12%. New development and the increase in agricultural land value has primarily attributed to these changes. The total equalized value of agricultural lands has increased by 21%, while the total equalized value for residential lands has increased by nearly 13% and commercial lands by 14%.

Table 8 – Village of Rochester Land Value per Acre

Real Estate Classes	Rochester		Percent Change
	2014	2019	
Residential	\$47,821	\$48,574	1.6%
Commercial	\$31,358	\$31,939	1.8%
Manufacturing	\$6,265	\$7,204	13.0%
Agricultural	\$204	\$232	11.9%
Undeveloped	\$992	\$992	0.0%
Ag Forest	\$2,894	\$2,894	0.0%
Forest Lands	\$5,787	\$5,775	-0.2%
Other	\$15,371	\$15,394	0.1%

Source: WI Department of Revenue, Statement of Assessments

Within the past five years, the value of land for manufacturing and agricultural uses has increased significantly, 13% and 12% respectively.

4.3 2050 Recommended Land Use Map

4.3.1 Land Use Map Update

Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny.

As mapped in Appendix A, the Village's Recommended Land Use Map has been updated with recommendations for future land uses in the Village. Land-use related decisions, such as zoning, land division, and annexations should be consistent with this Plan.

4.3.2 Summary of 2050 Recommended Land Uses

A series of land use categories are depicted on the 2050 Land Use Plan, as mapped in Appendix A. A summary of acreage by land use category follows in Table 9.

Table 9 – Village of Rochester 2050 Land Use Acreage by Category

2050 Land Use Categories	Acres	Percent of Total Acreage
Agricultural	2,829	25.0%
Commercial	56	0.5%
Downtown Mixed-Use	3	0.0%
Extractive	477	4.2%
Government & Institutional	106	0.9%
High Density Residential	5	0.0%
Industrial	38	0.3%
Isolated Natural Resource Area	328	2.9%
Low Density Residential	526	4.6%
Medium Density Residential	184	1.6%
Mixed-Use District	200	1.8%
Public Open Space (Other)	320	2.8%
Primary Environmental Corridor	2,993	26.5%
Recreational	107	0.9%
Rural Density Residential & Agricultural	1,271	11.2%
Secondary Environmental Corridor	300	2.6%
Streets & Highways	514	4.5%
Suburban Residential	851	7.5%
Surface Water	154	1.4%
Transportation, Communication & Utilities	54	0.5%

4.4 Land Use Map Categories

The following land use categories were utilized for the 2050 Recommended Future Land Use Map. Future land use areas and zoning districts are different. Zoning districts contain specific requirements and standards for the development of land, such as height limitations, setbacks, and types of uses. The land use classifications are meant to be more general, allowing for greater flexibility in making land use and zoning decisions.

4.4.1 Residential Land Uses

Residential land uses include the following:

- **Rural Density Residential and Agricultural Land** – This district consists of agricultural uses and rural density residential uses defined as 3 to 30 acres per dwelling unit. This land use category also allows the development of lands with rural residential uses, provided a minimum density of at least three acres per dwelling unit is maintained. Rural residential development is encouraged to occur utilizing cluster development designs where feasible.
- **Suburban Residential** – Suburban residential is defined as 1.5 to 2.9 acres per dwelling unit. This district includes the continuation of existing agricultural land uses.
- **Low Density Residential** – Low density residential is defined as 0.44 acres (19,000 square feet) to 1.49 acres per dwelling unit.
- **Medium Density Residential** – Medium density residential is defined as 6,200 to 18,999 square feet per dwelling unit.
- **High Density Residential** – High density residential is defined as less than 6,200 square feet per dwelling unit.

4.4.2 Commercial

This land use category is intended to accommodate large and small-scale commercial development. A wide range of large and small-scale commercial development including retail, service, office, and lodging uses are appropriate in this district. The type and size of developments will be reviewed on a case-by-case basis by the Village of Rochester to determine if the projects proposed are in the best interest of the community and consistent with the Village's long-term Land Use Plan objectives and policies.

4.4.3 Mixed-Use District

The Mixed-Use District allows complementary land uses including housing (primarily multi-family), retail, offices, commercial services, and civic uses in an efficient, compact development. This may take place in both vertical development with mixed-use buildings (i.e. ground floor retail and upper residential) or horizontal development with complementary uses adjacent to each other. Prior to redeveloping these areas, detailed master plans or specific sub-area plans should be prepared to coordinate land uses, urban design, transportation circulation and functions, and open spaces. In general, mixed-use areas should be developed as highly planned, compact activity centers or nodes rather than uncoordinated, poorly planned strip development. The plan recommends that development should occur only with the provision of public sanitary sewer service for parcels located within the Planned Urban Service Area.

4.4.4 Downtown Mixed-Use District

The Downtown Mixed-Use District includes the historic core of the Village. The intent of this district is to have pedestrian-focused development with a mix of uses, including residential, personal and professional services, retail, restaurants, and other commercial, institutional and civic uses. This Plan encourages multiple story, mixed-use buildings with high quality architecture, signage, lighting and streetscape amenities to enhance the character of Rochester's small historic central business district and the Fox River waterfront.

4.4.5 Industrial

The industrial land use category is general in that it includes light and heavy industrial uses. The type and size of industrial developments will need to be reviewed on a case-by-case basis by the Village of Rochester to determine if the projects proposed are in the best interest of the community and consistent with long term Plan objectives and policies.

4.4.6 Transportation, Communication, and Utilities

Land uses in this category include railroad corridors, utility facilities such as a water and sanitary sewer systems, electric, and telecommunications.

4.4.7 Streets and Highways

This land use category is composed of rights-of-way for roads, streets, and highways which provide for vehicular, bicycle, and pedestrian access to abutting land uses. In some areas, utility and stormwater facilities will be located within this land use category.

4.4.8 Governmental and Institutional

The governmental and institutional land use category includes government buildings and facilities as well as schools and church facilities.

4.4.9 Agriculture Land

This land use category consists of agricultural lands and other open lands, such as small wetlands and woodlands not included within an environmental corridor, isolated natural resource area, or other open space category. Existing agricultural lands outside of the planned urban service area are intended to remain in agricultural use. Agricultural lands within the planned urban service area may, as market demand dictates, be converted and developed with other uses.

4.4.10 Extractive

This land use category is composed of lands that have existing sand and gravel extractive operations within Rochester. Much of the land is underlain by potentially useable sand and gravel deposits, which has a significant commercial value. The Village of Rochester may continue to allow the expansion of these nonmetallic mining sites; however, potential impacts to adjacent land uses will need to be considered by the Village.

4.4.11 Recreational

Land uses in this category include parks and other public recreational facilities.

4.4.12 Primary Environmental Corridors

Primary environmental corridors, which are identified by SEWRPC, include concentrations of important natural resources. These corridors are defined as those areas that would be preserved in essentially natural open uses. This includes concentrations of important natural resources at least 400 acres in size, two miles long, and 200 feet in width. The protection and preservation of primary environmental corridors in essentially natural, open uses is critical to maintaining both the ecological balance and natural beauty of the region. Development within these corridors is limited to compatible outdoor recreational facilities and rural-density residential use with an overall density of no more than one housing unit per five acres. Residential development within the primary environmental corridors is encouraged to occur in cluster developments to protect the natural resources within these areas.

4.4.13 Secondary Environmental Corridors

Secondary environmental corridors are defined as being at least one mile long and 100 acres in area. Secondary environmental corridors should be considered for preservation. While these corridors may serve as an attractive setting for well-planned rural residential developments, they also can serve as economical drainage ways, stormwater detention basins, and provide needed open space in developing urban areas. It is recommended that the Village of Rochester balance protection of these areas and rural-density residential development as local needs and conditions may warrant.



4.4.14 Isolated Natural Resource Areas

Isolated natural resource areas consist of smaller pockets of wetlands, woodlands, or surface water that are isolated from environmental corridors. They are areas at least five acres in size. Isolated natural resource areas should be preserved with natural, open uses to the extent practicable. Lowland portions, areas that are floodplains and wetlands, are recommended to not be filled and be kept free from future development.

4.4.15 Other Public Open Space

This land use category includes regional natural areas outside of environment corridors and isolated natural resource areas but within state and county ownership such as parks, open spaces and trails. Over time some of these lands may be converted into more intense recreational uses.

4.4.16 Surface Water

This land use category includes surface water resources such as streams and lakes and their associated wetlands and floodplains.

4.4.17 Urban Reserve

This category was identified by the SEWRPC in the Village of Rochester's 2035 Recommended Land Use Plan. This category was used to designate lands within the planned urban service area (for future utility planning) that, while envisioned for future urban use, may prove difficult to develop due to such constraints as limited highway access and/or the cost of providing municipal sanitary sewer and water service. This land use category was designed to allow the Village the flexibility to consider various future land uses as specific development proposals were forwarded to local officials. Development of residential, commercial, industrial, recreational, governmental and institutional, transportation, and utility land uses could all be accommodated in the urban reserve area if local officials determined that such uses are deemed appropriate to provide an overall benefit to the community.

This Land Use Plan update removed the urban reserve category entirely from the Land Use Map. The urban reserve category, while useful in providing flexibility to developers and accounting for uncertainty in future utility expansion, does not provide a clear understanding of what future land use would look like in areas with this designation. Lands previously designated as Urban Reserve have been designed on the 2050 Land Use Map with categories more clearly defining allowable future land uses. Such change will provide more certainty for the community regarding recommended future land uses and will allow more informed decisions on issues such as transportation network and utility improvements over the next several decades.

4.5 Land Use Analysis and Projections

4.5.1 Land Use Analysis

The Village of Rochester's population growth rate was among the highest in western Racine County between 2000 and 2010. It is estimated that this trend will continue and the Village's growth rate will remain the highest in this area from 2018 until 2023. The *Western Racine County Demographic and Housing Data Briefing* completed by Market & Feasibility Advisors LLC in 2019 indicates that 172 new residents and 58 new households will be added to Rochester's population between 2018 and 2023. It is anticipated that the average household size will remain about the same at 2.72. With this population growth there will be opportunities for additional housing, commercial, and infill development. Industrial land uses are anticipated to remain constant. Any growth will likely come from service oriented businesses that provide necessary goods or services to the niche markets in the region or existing employers.

In anticipation of this need, the Village of Rochester is taking efforts to prepare for the development of the STH 36, STH 20, and CTH D triangle and encourage reinvestment in Rochester's downtown.



5 Recommendations and Implementation

The Village of Rochester's Land Use Plan is intended to help guide decisions within the Village. The Plan is an expression of the Village of Rochester's preferences and provides a series of policies for assisting the community in attaining its goals and objectives. The Plan is not an attempt to predict the future, but rather an attempt to document the Village's values and philosophies that citizens of Rochester share. The Plan guides a variety of community issues including housing, transportation, utilities and community facilities, economic development, intergovernmental cooperation, and land use.

The Village of Rochester's Plan Commission, Village Board, staff, and citizens should utilize the Land Use Plan in reviewing all proposals pertaining to development in the Village. Development proposals should be examined to determine whether they are consistent with Village preferences as expressed in the Plan. As part of the development review, a thorough review of the Plan is necessary with particular attention given to the goals and objectives. Where the impact of a proposed development is minimal, the evaluation may simply be a determination of whether or not the Plan provides relevant direction and whether the requested action is in conformance with the Plan. Development proposals with significant potential impacts will require a more detailed analysis in order to determine consistency.

5.1 Plan Integration and Consistency

As the Village of Rochester and Racine County work towards the development of a full Comprehensive Plan, it will be important that the Village of Rochester Plan Commission and Village Board conduct consistency reviews between this Land Use Plan and the full Comprehensive Plan. These reviews will ensure that an integrated approach to land use planning is occurring in the Village.

It is also important that internal Village policies and ordinances be reviewed for consistency with this Land Use Plan. The Village's Subdivision and Zoning Ordinances will need to be carefully reviewed and modified as necessary to be consistent with this Land Use Plan.

5.2 Zoning Ordinance Recommendations

As the Village of Rochester reviewed the 2035 Recommended Land Use Map and planned for future land uses recommended for 2050 (as mapped in Appendix A), discrepancies were identified between the 2050 Recommended Land Use Map and the Village's Zoning Ordinance. Many of these discrepancies are identified below. Following the adoption of this Land Use Plan, it is recommended that the Village of Rochester review its ordinances for consistency with this planning document and implement changes to achieve consistency between these documents.

5.2.1 Zoning Ordinance Text Changes

Through this planning process, the following items were identified as focus areas that should be reviewed in the Village's Zoning Ordinance and modified as necessary.

- Modify the A-2 General Farming and Residential Zoning District to allow suburban residential land uses with 1.5 to 2.9 acres per dwelling unit.
- Create a new Mixed-Use Zoning District. Components of such district could include the following:

- Intent – The intent of the Mixed-Use Zoning District is to provide areas for commercial uses along major streets and highways in the Village for the convenience of travelers, tourists, and the residents of Rochester. The District is intended to provide for a full range of commercial uses to be located on sites with immediate access to arterial or collector streets and on sites where sanitary sewer is or may be available to serve commercial uses that benefit from this infrastructure. It is also the intent of the District to allow the continuation of existing residential uses in the District, while allowing the sensitive conversion of residential parcels to appropriate commercial uses that can benefit from the District’s proximity to arterial or collector streets. Commercial uses in the District are not intended to weaken the commercial vitality of the Central Business District. It is also the intent of this District to conditionally allow the compatible industrial uses in the District.
- Special Regulations – Proposed new development within this District shall prepare a master plan and associated timeline for project phasing, as well as a detailed site plan for phases planned for immediate construction, to be submitted to the City Plan Commission for review and approval.
- Permitted Uses – The following uses could be permitted in the Mixed-Use District (not an all-inclusive list):
 - Residential uses
 - (1) Residential uses in existence prior to the adoption of this ordinance.
 - (2) Dwellings combined with a permitted use.
 - Commercial uses
 - (1) Assisted living facilities
 - (2) Clinic, medical, or dental facilities
 - (3) Financial and lending institutions
 - (4) Fuel service stations
 - (5) Hotels
 - (6) Medical services
 - (7) Offices
 - (8) Personal services
 - (9) Professional services
 - (10) Public uses
 - (11) Retail
 - (12) Restaurants
 - Conditional Uses
 - (1) Two-family and multiple-family dwellings with a density of two to eight units per structure on lots served by public sanitary sewer.
 - (2) Light manufacturing, of a limited nature and size, that is found by the Plan Commission not to be detrimental to the neighborhood and will not emit noise, smoke, dust, dirt, odorous, or noxious gases.
 - (3) Service and sales establishments for automobiles.
 - Lot Area
 - Lot area for this district may be two acres minimum.
 - Setbacks
 - Setbacks for this district may be 50 ft. street yard, 30 ft. side yard, and 30 rear yard minimums.

- Modify the Historic Preservation Overlay Zoning District (HPO). The HPO is an overlay zoning district which specifies special requirements to address specific items not addressed in the underlying (or base) zoning districts. The HPO Zoning District covers multiple underlying (or base) zoning districts (i.e., R-2, R-3, B-1, C-1, P-1, P-2).

As the Plan Commission reviewed the Land Use Plan during this process, it is evident that the intent of the function of the Downtown Mixed-Use District land use category is to encourage and facilitate further development and enhancement of Rochester's historic central business district. This land use category recognizes the unique characteristics of the downtown area as the heart of Rochester. It provides for a mix of traditional uses that are consistent with the vision for this historic area, including retail, entertainment, offices, services, government facilities, and a mixture of residential uses.

As such, modifications are recommended the Historic Preservation Overlay Zoning District including:

- Special Regulations
 - Setback requirements of a principal building from all parcel lines. Setbacks should be allowed to be reduced to fit with the character of the neighborhood, including a minimal or zero-foot front yard setback from the public right-of-way.
 - To the maximum extent practical, entries and facades should comply with the following guidelines:
 - The architectural features, materials, and the articulation of a façade of a building shall be continued on all sides visible from a public street;
 - The front façade of the principal building on any parcel shall face onto a public street;
 - All building entrances shall be clearly identified through architectural features; and
 - For commercial buildings, a minimum of 50% of the front façade on the street level shall be transparent, consisting of window and door openings that allow views into and out of the interior.
 - Buffer requirements between different uses. Wherever a more intense proposed use (or expansion of a more intense existing use) in the HPO Zoning District abuts a less intense existing use, the more intense use shall provide a landscaped buffer.
- Modify the B-1: Central Business Zoning District to allow dwellings / residential uses as a permitted use when combined with another permitted use.



5.2.2 Zoning Map Changes

Through this planning process, the following were identified as parcels / areas that should be reviewed by the Village for consideration of amendment on the Village's official Zoning Map.

- At the far northwestern corner of the Village, 35100 Fairview Street, Parcel ID 176031906006002 is currently zoned M-2: General Industrial District. The property is not being used as or envisioned to be used as industrial. It is recommended that the zoning of this parcel be changed to the A-2: General Farming & Residential Zoning District.
- The Racine County shop building on the south side of County Trunk Highway FF (CTH FF) at 31929 Academy Rd, Parcel ID 176031910006000, is currently zoned P-1: Institutional & Park District and M-4: Quarrying District. The property is an inactive quarry site and is not envisioned to be used in the future as extractive. It is recommended that the zoning of this parcel be changed entirely to the P-1: Institutional & Park Zoning District.
- Existing residences and accessory structures within the STH 36, STH 20, CTH D triangle, abutting the north side of CTH D, are currently zoned UR: Urban Reserve. The Plan Commission recommends rezoning the existing residences and accessory structures to the A-2: General Farming and Residential District to reflect their actual use. These parcels include the following:
 - Parcel ID: 176031901013000, 28806 Washington Ave., Fellion property
 - Parcel ID: 176031901011000, 176031902043100, 176031902043200, and 176031902043000, Washington Ave., Kojis property
- Three existing residential parcels on the northwestern end of Beck Drive are currently zoned R-2 Single-Family Residential. Future plans for the Lynch Truck Center involve these parcels for improved access to/from STH 20. It is recommended that the zoning of these parcel be changed to B-3 General Business District, however future site improvements will also need to take into consideration buffering for existing residences. These parcels include the following:
 - Parcel ID: 176031901042000, 2540 Beck Dr.
 - Parcel ID: 176031901041000, 2532 Beck Dr.
 - Parcel ID: 176031901040000, 2520 Beck Dr.

- The parcel on the southeast corner of STH 36 and CTH J is currently zoned B-3 General Business District. It is recommended to be rezoned to the future Mixed-Use Zoning District.
 - Parcel ID: 176031911011020, English Settlement Ave N.
- Two parcels on the northwest corner of STH 36 and CTH J are currently zoned B-5 Mixed Use Business District with a Planned Unit Development Overlay. They are recommended to be rezoned to the future Mixed-Use Zoning District with the Planned Unit Development Overlay.
 - Parcel ID: 176031911320020, 411 English Settlement Ave N.
 - Parcel ID: 176031911320030, 411 English Settlement Ave N.
- The Wisconsin Department of Natural Resources (WDNR) owns several parcels of land that are part of the Honey Creek Wildlife Area. Current zoning is a mix of A-2 General Farming and Residential District and C-1 Conservation District, but all of the following parcels should be zoned C-1 for consistency amongst the parcels.

Parcels between Oak Knoll Road and CTH FF	Owner	Acreage	Current Zoning	Proposed Zoning
176031917013004	DNR	30.82	A-2	C-1
176031917012000	DNR	19.14	A-2	C-1
176031908006000	DNR	9.965	A-2	C-1
176031908009000	DNR	39.88	A-2	C-1
176031908022000	DNR	19.92	A-2	C-1
176031908003000	DNR	19.94	A-1	C-1
176031908023000	DNR	31.92	A-2	C-1
176031908001000	DNR	79.59	C-1	(area south of Oak Knoll)
176031908001000	DNR	Same as Above	A-2 (area north of Oak Knoll)	C-1
176031905009000	DNR	27.93	A-2	C-1
176031908011000	DNR	19.46	A-2	C-1

- Adjacent to the WDNR owned lands part of the Honey Creek Wildlife Area, a parcel owned by Gratz Revocable Trust is currently zoned C-1: Conservation District, however it's currently being farmed. This parcel is recommended to be rezoned to A-2: General Farming and Residential District.
 - Parcel ID: 176031908027000
- A vacant parcel on the south side of CTH J, 1154 English Settlement Ave N., is owned by Daniel and Geraldine Schwabe and is currently zoned A-2 Farming and Residential District. At the time of adopting this plan, the property owner has proposed developing this parcel into two distinct uses: large residential estate lots in the Environmental Corridor area and commercial/ mixed use nearer to the intersection of STH 36 and CTH

J. In the future when the property owner develops the parcel, the Plan Commission recommends rezoning this parcel to two different zoning districts to reflect the proposed uses. That portion of the parcel that is classified on the Land Use Map as Primary Environmental Corridor, is recommended to be rezoned to C-2 Upland Resource Conservation District. The balance of the parcel, which is not classified as Primary Environmental Corridor, is recommended to be rezoned to the future Mixed-Use Zoning District.

- o Parcel ID: 176031911001010

5.3 Plan Amendments and Updates

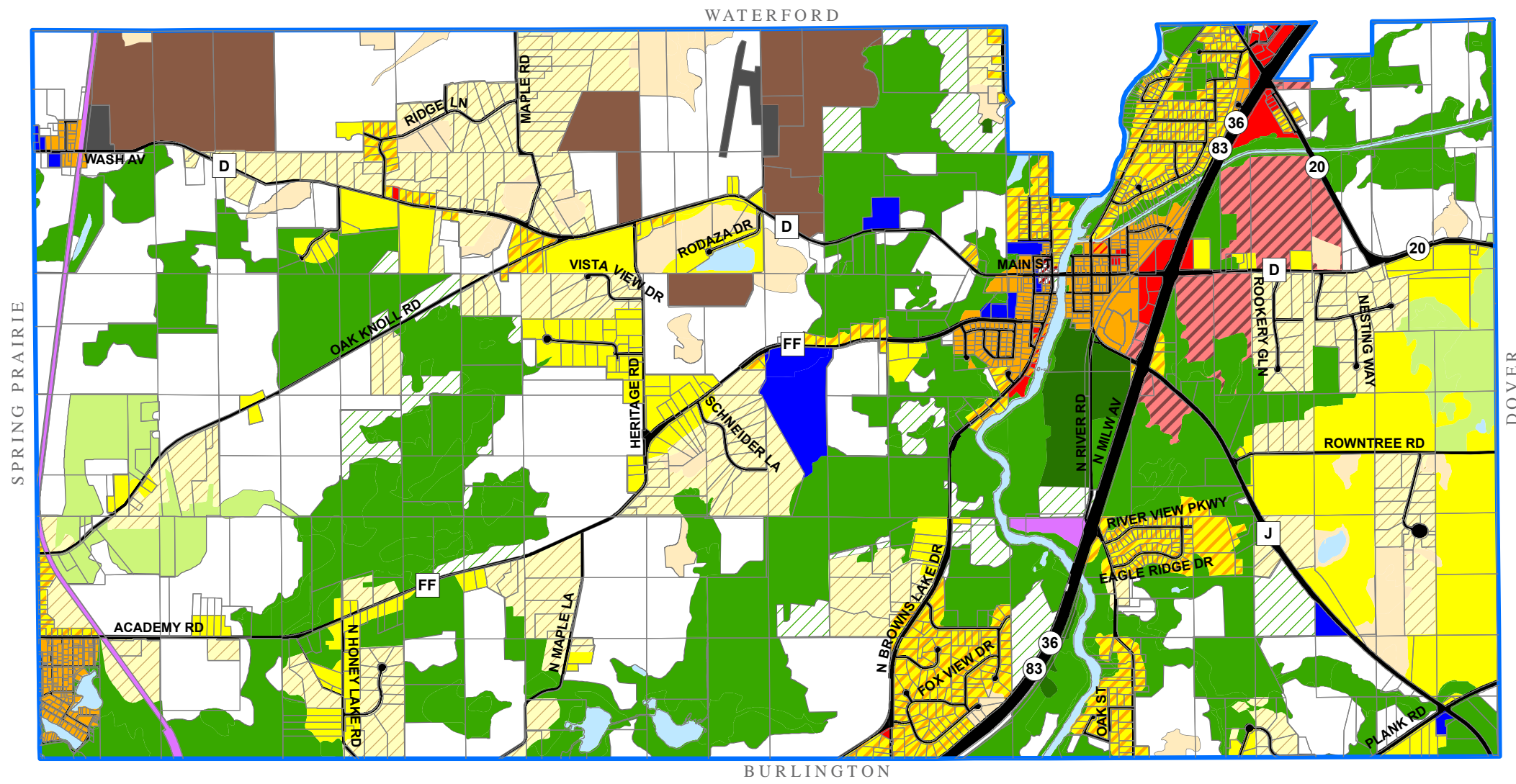
Evaluating the Land Use Plan will be an ongoing process and will, at some time, lead to the realization that the Plan requires updating and amendments. The time that elapses between the completion of the Village's Land Use Plan and Comprehensive Plan and the need to amend the Plan will depend greatly on evolving issues, trends, and land use conditions. Periodic updates will allow for updates to statistical data, and to ensure the Plan's goals, objectives, and actions reflect the current conditions, needs, and concerns. The Comprehensive Planning legislation requires plan updates at least every 10 years. The Village of Rochester will remain flexible in determining when and how often the Plan should be updated. Generally, a Land Use Plan or Comprehensive Plan update should not be expected more often than once every five years. A tremendous amount of change can occur in a community over just a couple of years and the Village will be prepared to address changing conditions with timely plan updates. Amendments to the plan will follow the requirements of State law and will be evaluated for consistency with the existing plan, including all elements.

To ensure residents are involved in plan amendments, the following process and protocol should be followed to allow public involvement and comment. The Village of Rochester Plan Commission shall undertake a review of the Plan and shall consider the necessary amendment(s) to the Plan resulting from property owner requests and changes to social and economic conditions. Upon the Plan Commission review, recommended changes to the Plan shall be forwarded to the Village Board. The Village of Rochester Plan Commission shall call a public hearing to afford the public time to review and comment on recommended Plan changes. A public hearing shall be advertised in accordance with the Village's public meeting notice procedures and Wisconsin's Comprehensive Planning legislation. Based on public input, Plan Commission recommendations, and other facts, the Village Board will then formally act on the recommended amendment(s).

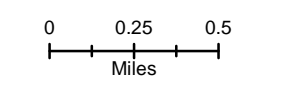
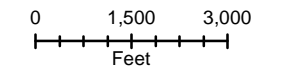
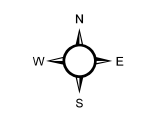
Appendix A

2050 Land Use Plan

ROCHESTER WISCONSIN YEAR 2050 LAND USE PLAN



- VILLAGE BOUNDARY
- PARCEL BOUNDARY
- ROCHESTER LAND USE PLAN 2050**
- RURAL DENSITY RESIDENTIAL AND AGRICULTURAL LAND
(3 TO 30 ACRES PER DWELLING UNIT)
- SUBURBAN RESIDENTIAL
(1.5 TO 2.99 ACRES PER DWELLING UNIT)
- LOW DENSITY RESIDENTIAL
(19,000 SQUARE FEET TO 1.49 ACRES PER DWELLING UNIT)
- MEDIUM DENSITY RESIDENTIAL
(6,200 TO 18,999 SQUARE FEET PER DWELLING UNIT)
- HIGH DENSITY RESIDENTIAL
(LESS THAN 6,200 SQUARE FEET PER DWELLING UNIT)
- COMMERCIAL
- MIXED-USE DISTRICT
- DOWNTOWN MIXED-USE DISTRICT
- INDUSTRIAL
- TRANSPORTATION, COMMUNICATION, AND UTILITIES
- STREETS AND HIGHWAYS
- GOVERNMENTAL AND INSTITUTIONAL
- AGRICULTURAL LAND
- EXTRACTIVE
- RECREATIONAL
- PRIMARY ENVIRONMENTAL CORRIDOR
- SECONDARY ENVIRONMENTAL CORRIDOR
- ISOLATED NATURAL RESOURCE AREA
- OTHER PUBLIC OPEN SPACE
- SURFACE WATER

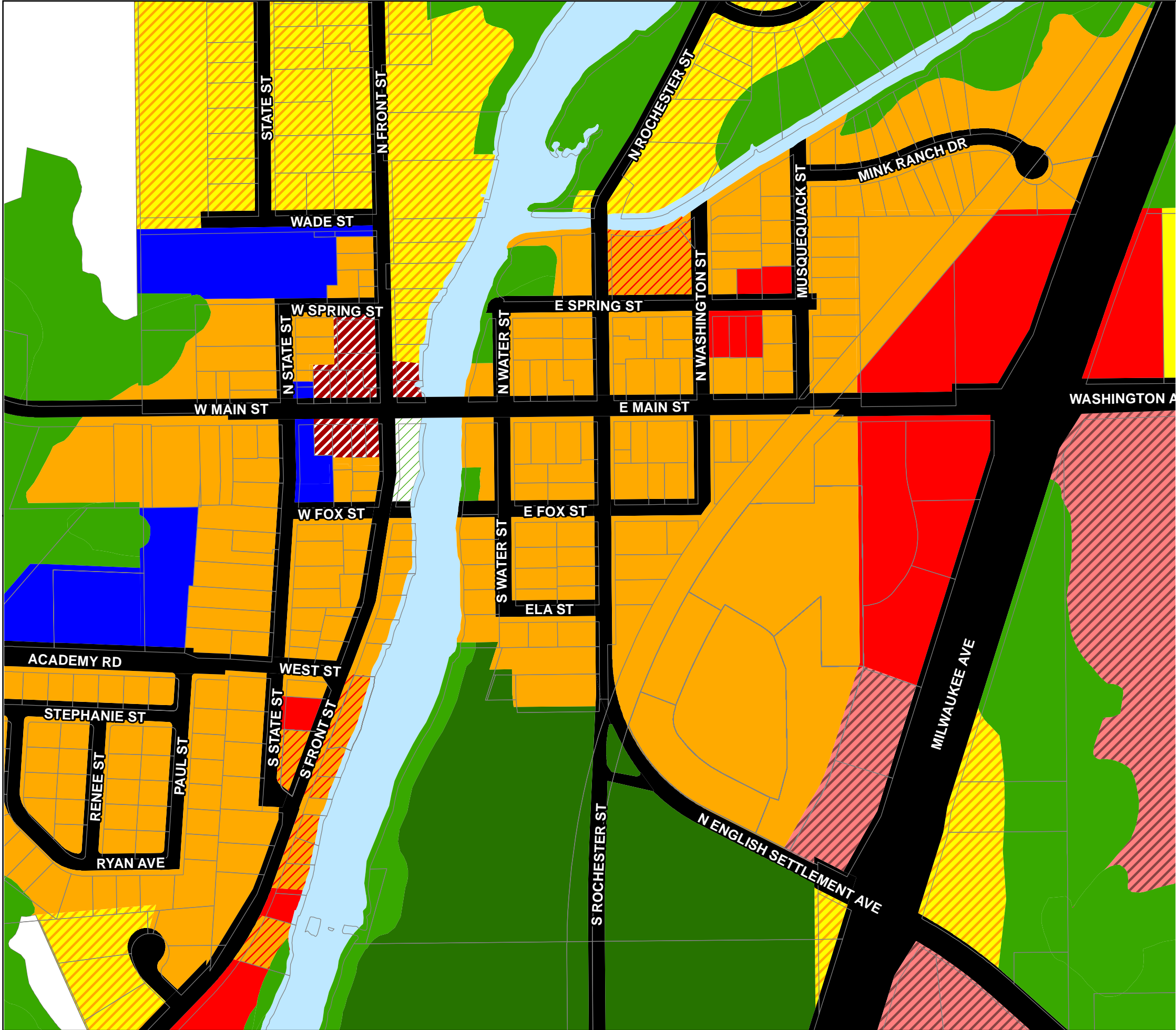


FUTURE LAND USE
2050 Plan
Village of Rochester
Racine County, WI

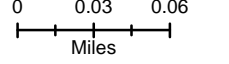
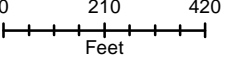
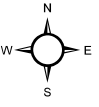
MAPPING ASSISTANCE
AND DATA BY:
Short Elliott Hendrickson, Inc.
Racine County

Updated 7/29/2020

ROCHESTER WISCONSIN YEAR 2050 DOWNTOWN LAND USE PLAN



-  PARCEL BOUNDARY
- ROCHESTER LAND USE PLAN 2050**
-  RURAL DENSITY RESIDENTIAL AND AGRICULTURAL LAND
(3 TO 30 ACRES PER DWELLING UNIT)
-  SUBURBAN RESIDENTIAL
(1.5 TO 2.99 ACRES PER DWELLING UNIT)
-  LOW DENSITY RESIDENTIAL
(19,000 SQUARE FEET TO 1.49 ACRES PER DWELLING UNIT)
-  MEDIUM DENSITY RESIDENTIAL
(6,200 TO 18,999 SQUARE FEET PER DWELLING UNIT)
-  HIGH DENSITY RESIDENTIAL
(LESS THAN 6,200 SQUARE FEET PER DWELLING UNIT)
-  COMMERCIAL
-  MIXED-USE DISTRICT
-  DOWNTOWN MIXED-USE DISTRICT
-  INDUSTRIAL
-  TRANSPORTATION, COMMUNICATION, AND UTILITIES
-  STREETS AND HIGHWAYS
-  GOVERNMENTAL AND INSTITUTIONAL
-  AGRICULTURAL LAND
-  EXTRACTIVE
-  RECREATIONAL
-  PRIMARY ENVIRONMENTAL CORRIDOR
-  SECONDARY ENVIRONMENTAL CORRIDOR
-  ISOLATED NATURAL RESOURCE AREA
-  OTHER PUBLIC OPEN SPACE
-  SURFACE WATER



FUTURE LAND USE
2050 Plan
Village of Rochester
Racine County, WI

MAPPING ASSISTANCE
AND DATA BY:
Short Elliott Hendrickson, Inc.
Racine County

Updated 07/29/2020

Appendix B

Public Participation Plan

RESOLUTION NO. 2019-5
A RESOLUTION ADOPTING THE PUBLIC PARTICIPATION PLAN
FOR THE 2050 LAND USE PLAN UPDATE
VILLAGE OF ROCHESTER, WISCONSIN

WHEREAS, pursuant to Section 66.1001 of the Wisconsin Statutes, all units of government which enact or amend zoning, subdivision, or official mapping ordinances on or after January 1, 2010, must adopt a Comprehensive Plan; and

WHEREAS, on June 17, 2009, the Village of Rochester adopted, as Ordinance No. 2009-3, a Comprehensive Plan (the "Plan") pursuant to the provisions of 66.1001 of the Wisconsin Statutes, such Plan being formally titled "A Multi-Jurisdictional Comprehensive Plan for Racine County, Wisconsin: 2035"; and

WHEREAS, Section 66.1001(4)(a) of the Wisconsin Statutes requires that a Village Board adopt written procedures designed to foster public participation during the creation, update or amendment of a Comprehensive Plan, of which a community's Land Use Plan is an central component; and

WHEREAS, the Village of Rochester Board believes that meaningful public involvement in the land use and comprehensive planning processes, is important to assure that the 2050 Land Use Plan reflects input from the public; and

WHEREAS, public participation procedures have been developed to foster public participation in the land use planning process for the creation of the 2050 Land Use Plan.

NOW, THEREFORE, BE IT RESOLVED that the Village of Rochester Board hereby adopts the Public Participation Plan for the 2050 Land Use Plan attached hereto as Exhibit A to fulfill the requirements of Section 66.1001(4)(a) of the Wisconsin Statutes.

ADOPTED this 13 day of May, 2019.


Edward J. Chart, Village President

Attest: 
Sandra Swan, Village Clerk

RESOLUTION #2019-5 "EXHIBIT A"

Public Participation Plan for 2050 Land Use Plan Village of Rochester, WI

The Village of Rochester intends to create a 2050 Land Use Plan. Input gathered from the community will guide the development of the plan.

The Land Use Plan will be updated to comply with Wisconsin Statutes 66.1001 for Comprehensive Plans. This will include the requirement that the governing body of the local governmental unit adopt written procedures designed to foster public participation including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage in the preparation of the Land Use Plan. The written procedures contained within this public participation plan satisfy the requirements for the Comprehensive Planning process. This Public Participation Plan will guide public engagement throughout the Village of Rochester's planning process.

This Public Participation Plan offers all citizen, businesses, interest groups and other participants a range of opportunities to participate throughout the planning process in a meaningful way to shape the future of the Village. Effective public input is critical for the success of this planning process because it is our citizens, businesses and community organizations that will experience the Plan's costs and benefits on a daily basis for years to come. This Plan will, in part, determine where and how our residents live, work and recreate, and how they travel from one place to another. They will also be the main implementers and enforcers of the Plan.

Our Public Participation Plan is creative, inclusive and persistent. It employs the use of innovative, unique and thoughtful ways to encourage people to participate in the process and maximize the effectiveness of their contributions. The opportunities are open to everyone with a stake in the outcome of the Land Use Plan. And, several participation opportunities are available to a wide range of citizens – people with different incomes, races, ages, and occupations – in all stages of the planning process.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all Village decision-making processes;
- Provide opportunities to disseminate information about the plan and process to all segments of the Village;
- Strengthen the relationships between our decision-makers and citizens; and
- Develop a shared vision for the future of Rochester.

Public Participation Opportunities

The Village of Rochester establishes the following list of public participation activities. These techniques are designed to maximize public participation throughout the planning process that will satisfy Wisconsin's Comprehensive Planning Legislation.

1. Community Survey

The web address to the online community survey will be mailed to all Village of Rochester property owners. A link to the online survey will also be made available on the Village's webpage. Paper copies of the survey will be available at Village Hall and at the Rochester Public Library. The survey will also be made available at the first Public Involvement Meeting.

RESOLUTION #2019-5 "EXHIBIT A"

2. **Public Involvement Workshop**

This workshop serves a dual purpose to create public awareness and educate about the planning process, answer questions, and facilitate public participation exercises. Consultants will lead exercises to engage community participants in discussions about issues and opportunities that should be addressed during the planning process. Plan Commission (PC) members are encouraged to participate and invite neighbors, friends and community members to engage in this process.

3. **Website**

A project website has been set-up to be a source of information about this planning process. This site will help keep citizens and interested persons informed on the plan's development. This information will include meeting dates, draft plan elements and reports, and maps.

4. **Press Releases**

The Village and Consultant will work together to produce press releases and other public information pieces at key points to facilitate widespread awareness about events and overall progress on the plan development.

5. **Meeting Notices**

The Village will post meeting notices for each meeting and event in a timely manner at accessible locations.

6. **Planning Commission (PC) Meetings**

The components of the Land Use Plan will be reviewed and refined at a series of meetings between the PC and the Consultant. The meetings will be open to the public and an opportunity for public comment will occur at the beginning of each meeting. The meetings will focus on the development of plans, policies, and programs to implement the community's vision.

7. **Plan Review, Public Hearing and Adoption Process**

Following the completion of a draft Land Use Plan, the Plan Commission will review the Plan and schedule a formal Public Hearing. The Comprehensive Planning Legislation requires municipalities to hold at least one formal public hearing with a Class 1 public notice prior to the adoption of the Final Comprehensive Plan. The Plan Commission will hold a Public Hearing on the recommended Land Use Plan to solicit any additional community input. Following the Public Hearing, the Plan Commission will consider approval of the Plan. The Plan Commission will approve a Resolution to recommend the Village Board's adoption of the plan.

The Plan will be forwarded to the Village Board for final consideration. The Village Board will consider any comments received on the Plan prior to adopting the document. The Plan is to be approved by the adoption of a Village ordinance, in compliance with Wisconsin Statutes. After adoption of the Comprehensive Plan, the final document will be distributed by the Village to the recipients listed in Section 66.1001(4)(b) of Wisconsin Statutes.

Appendix C

Community Survey Results

Village of Rochester, WI

2050 Land Use Plan Update

Community Survey Results

August 20, 2019



Community Survey: Total Results

	Number
Total Surveys Completed	197
Partial Surveys Completed	17
Total Surveys Completed	214

2010 Population of Rochester: 3,682

	Total Responses	Percent
Rochester Residents Who Completed the Survey	182	85.0%
Non-Residents	14	6.5%
Respondents Who Didn't Answer Question	18	8.4%
Total Respondents	214	100.0%

1) Please rate the quality of the following in Rochester:

	Excellent		Very Good		Good		Fair		Poor		Unsure		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Friendly Community	72	34.10%	95	45.00%	36	17.10%	4	1.90%	2	0.90%	2	0.90%	211
Small Community Atmosphere	99	46.90%	82	38.90%	23	10.90%	6	2.80%	1	0.50%	0	%	211
Schools	61	28.80%	66	31.10%	33	15.60%	7	3.30%	2	0.90%	43	20.30%	212
Village Government	38	18.20%	69	33.00%	59	28.20%	15	7.20%	9	4.30%	19	9.10%	209
Safe Community / Feeling of Security	66	31.10%	92	43.40%	45	21.20%	7	3.30%	2	0.90%	0	%	212

1) Please rate the quality of the following in Rochester:

	Excellent		Very Good		Good		Fair		Poor		Unsure		Responses
Activities for Youth	14	6.60%	34	16.00%	58	27.40%	34	16.00%	15	7.10%	57	26.90%	212
Child Care Facilities	3	1.40%	18	8.60%	28	13.40%	26	12.40%	19	9.10%	115	55.00%	209
Community Events	21	10.00%	67	32.10%	76	36.40%	30	14.40%	11	5.30%	4	1.90%	209
Internet Service	35	16.70%	51	24.30%	53	25.20%	28	13.30%	23	11.00%	20	9.50%	210
Medical Facilities	18	8.70%	31	14.90%	52	25.00%	33	15.90%	29	13.90%	45	21.60%	208

1) Please rate the quality of the following in Rochester:

	Excellent		Very Good		Good		Fair		Poor		Unsure		Responses
Housing Options	22	10.50%	48	23.00%	72	34.40%	35	16.70%	10	4.80%	22	10.50%	209
Opportunities for Quality Jobs	13	6.30%	22	10.60%	44	21.30%	41	19.80%	39	18.80%	48	23.20%	207
Farming Opportunities	21	10.10%	40	19.20%	38	18.30%	18	8.70%	12	5.80%	79	38.00%	208
Parks & Open Space	57	27.00%	79	37.40%	47	22.30%	19	9.00%	6	2.80%	3	1.40%	211
Ground Water Quality	30	14.20%	63	29.70%	53	25.00%	29	13.70%	18	8.50%	19	9.00%	212
Air Quality	54	25.60%	94	44.50%	52	24.60%	4	1.90%	3	1.40%	4	1.90%	211
Overall Quality of Life in Rochester	56	28.10%	98	49.20%	35	17.60%	7	3.50%	2	1.00%	1	0.50%	199

1) Please rate the quality of the following in Rochester: Write-In Responses

	Excellent	Very Good	Good	Fair	Poor	Unsure	Responses
Building restrictions						1 100.00%	1
Avoiding leaf burning in Fall					1 100.00%		1
Eye appeal for visitors				1 100.00%			1
Fire Dept					1 100.00%		1
Main Street					1 100.00%		1
Police Participation			1 100.00%				1
Rain water drainage					1 100.00%		1
Senior discounts on sewer e.g.					1 100.00%		1
Creating municipal water supply					1 100.00%		1
Library	1 50.00%	1 50.00%					2

2) How important is it for the Village of Rochester to promote the following in the next 30 years?

	Extremely Important		Very Important		Somewhat Important		Not Very Important		Not At All Important		Unsure		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Maintaining a Small Community Atmosphere	109	51.70%	68	32.20%	27	12.80%	3	1.40%	2	0.90%	2	0.90%	211
Maintaining a Good School System	103	49.30%	77	36.80%	18	8.60%	5	2.40%	1	0.50%	5	2.40%	209
Maintaining a Safe Community / Security	150	71.40%	56	26.70%	3	1.40%	1	0.50%	0	%	0	%	210
Promoting Public Health & an Active Community	70	33.70%	81	38.90%	46	22.10%	6	2.90%	2	1.00%	3	1.40%	208
Promoting Youth Activities	63	30.30%	81	38.90%	47	22.60%	7	3.40%	5	2.40%	5	2.40%	208
Supporting Existing Businesses	94	44.80%	84	40.00%	28	13.30%	2	1.00%	1	0.50%	1	0.50%	210
Improving Senior Citizen Services	62	29.40%	74	35.10%	52	24.60%	12	5.70%	8	3.80%	3	1.40%	211

2) How important is it for the Village of Rochester to promote the following in the next 30 years?

	Extremely Important		Very Important		Somewhat Important		Not Very Important		Not At All Important		Unsure		Responses
Enforcing Municipal Codes & Development Standards	46	21.80%	93	44.10%	58	27.50%	4	1.90%	8	3.80%	2	0.90%	211
Maintaining and Improving Local Roads	70	33.50%	104	49.80%	24	11.50%	4	1.90%	5	2.40%	2	1.00%	209
Encouraging Sustainable Development	69	33.30%	78	37.70%	32	15.50%	12	5.80%	10	4.80%	6	2.90%	207
Protecting Natural Areas	118	56.20%	74	35.20%	15	7.10%	0	%	3	1.40%	0	%	210
Protecting Agricultural Lands / Farming Areas	98	46.40%	74	35.10%	23	10.90%	7	3.30%	3	1.40%	6	2.80%	211
Protecting Groundwater	150	72.50%	50	24.20%	5	2.40%	0	%	1	0.50%	1	0.50%	207



2) How important is it for the Village of Rochester to promote the following in the next 30 years?

	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not At All Important	Unsure	Responses
Enforcing speed limit						1 100.00%	1
Green space/urban forest	1 100.00%						1
Improving Air Quality	1 100.00%						1
Improving broadband	1 100.00%						1
Maintain/improve Library services	2 100.00%						2
No land use favoritism	1 100.00%						1
Utilize empty lot (Former Coral Reef)	1 100.00%						1
Air quality	1 100.00%						1
Creating municipal water supply					1 100.00%		1

3) What type of development should Rochester encourage in the next 30 years?

	Need More Of		Keep at Existing Level		Need Fewer Of		Unsure		Responses
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count
Offices / Business Parks	36	17.60%	120	58.50%	38	18.50%	11	5.40%	205
Retail / Shopping	84	40.80%	90	43.70%	22	10.70%	10	4.90%	206
Neighborhood Services / Businesses	86	42.00%	101	49.30%	9	4.40%	9	4.40%	205
Restaurants	133	63.90%	64	30.80%	6	2.90%	5	2.40%	208
Entertainment / Attractions	80	39.00%	102	49.80%	15	7.30%	8	3.90%	205
Hotels / Motels	21	10.00%	127	60.80%	48	23.00%	13	6.20%	209
Industry / Manufacturing	39	18.80%	109	52.40%	48	23.10%	12	5.80%	208

3) What type of development should Rochester encourage in the next 30 years?

	Need More Of	Keep at Existing Level	Need Fewer Of	Unsure	Responses
Bike trails, nature attractions	1 100.00%				1
Cluster Housing Developments	1 100.00%				1
Gravel Pits			1 100.00%		1
Less building restrictions	1 100.00%				1
Youth center	1 100.00%				1
Non developed open space	1 100.00%				1
Not "corporate" hotels/motels - B&B, speciality/river centered or unique to Rochester	1 100.00%				1



4) To what extent you agree or disagree with each of the following statements about the Village of Rochester?

	Agree		Neutral		Disagree		Responses
	Count	Row %	Count	Row %	Count	Row %	Count
There is an adequate supply of well-built and well maintained quality housing	104	50.20%	77	37.20%	26	12.60%	207
More single family homes are needed	74	35.40%	93	44.50%	42	20.10%	209
More multi-family homes are needed	26	12.50%	54	26.00%	128	61.50%	208
More condominiums are needed	32	15.30%	68	32.50%	109	52.20%	209
More senior living options (independent and/or assisted living) are needed	73	34.90%	82	39.20%	54	25.80%	209
More rental housing is needed	22	10.60%	62	29.80%	124	59.60%	208

5) To what extent you agree or disagree with each of the following statements about the Village of Rochester?

	Agree		Neutral		Disagree		Responses
	Count	Row %	Count	Row %	Count	Row %	Count
There is an effective level of cooperation between Rochester and its neighboring communities	89	43.00%	98	47.30%	20	9.70%	207
There is an adequate supply of living wage jobs	42	20.40%	91	44.20%	73	35.40%	206
Streets in Rochester are generally well maintained	146	70.50%	41	19.80%	20	9.70%	207
There is a good support system in place for entrepreneurs and new businesses	31	15.00%	146	70.50%	30	14.50%	207
More bike facilities (bike parking, bike lanes, etc.) are needed within the Village	68	32.70%	84	40.40%	56	26.90%	208
Rochester is a welcoming and attractive place for visitors	141	68.10%	49	23.70%	17	8.20%	207
Village services are effectively provided	132	63.80%	59	28.50%	16	7.70%	207

6) Indicate if you agree or disagree with the following statements about Rochester's parks and trails:

	Agree		Neutral		Disagree		Responses
	Count	Row %	Count	Row %	Count	Row %	Count
Parks within the Village meet my and or my family's routine recreational needs	151	74.40%	40	19.70%	12	5.90%	203
Our parks are well maintained	164	80.40%	34	16.70%	6	2.90%	204
The existing trail system is adequate	148	73.60%	34	16.90%	19	9.50%	201
The off-street trail system should be improved / extended	77	37.90%	86	42.40%	40	19.70%	203
The existing sidewalk system is adequate	105	51.50%	55	27.00%	44	21.60%	204

6) Indicate if you agree or disagree with the following statements about Rochester's parks and trails:

	Agree	Neutral	Disagree	Responses
Maintain trails other than bike trail as well	1 100.00%			1
Parks should be interconnected	1 100.00%			1
Public pool, public golf course provided			1 100.00%	1
The picnic area behind village hall is as cold and unpleasant as can be	1 100.00%			1
Drainage issues off river and River view	1 100.00%			1
Need sidewalk that extends down N front st to Waterford or on River RD	1 100.00%			1



7) Indicate whether you agree or disagree with the following statements:

	Agree		Neutral		Disagree		Responses
	Count	Row %	Count	Row %	Count	Row %	Count
My neighborhood reflects pride of ownership and investment	151	74.40%	37	18.20%	15	7.40%	203
My neighborhood is attractive	150	74.30%	37	18.30%	15	7.40%	202
Transportation to/from and around my neighborhood is adequate	112	55.20%	65	32.00%	26	12.80%	203
I know many of my neighbors	123	60.90%	53	26.20%	26	12.90%	202

8) If you could change one thing in the Village of Rochester, what would it be?



Full comments provided by survey respondents may be found on the pages that follow.

8. If you could change one thing in the Village of Rochester, what would it be?

Response

I would attempt to make the highway 36 corridor attractive to businesses and industrial occupancies. There is prime real estate along highway 36 that I feel is not being used to its potential, not only to attract people to Rochester, but also to add revenue to the village through taxes, room taxes, ect. I believe that this will also help increase revenue to the small downtown businesses by attracting more people to Rochester.

ADD A LOCATION FOR COFFEE AND ICE CREAM

do not turn into a tattle tail community to enforce the ordinances that have been created

More renting housing options

Keep all of the barking dogs from disturbing the area

I think Rochester fits our needs just perfect.

fewer resale shops

More retail and quality restaurants

More speed limit signs and/passing zones on FF

Nothing

That the town would still be separate from the village. I liked it better when it was and voted against the consolidation. It was said it would save us money but I'm convinced the opposite is true. Unfortunately there also appears to be more regulation. Some maybe good and some not good at all.

I would like to be offered city sewer and water.

Right turn lane at 4 way stop signs, downtown, to go north to Waterford

Need a bike lane / trail west of downtown on Washington Ave. Library budget need to be downsized to reflect reduced patron usage.

Establish a minimum lot size of 5 acres. Road frontage of 400 ft.

nothing. We love it here!

Paving the bike trails!!!

Less duplexes, more quality single family homes. More community events to develop a more involved/close community.

Less sirens.

The amount of loud trucking is frustrating. Further, enforcement on inadequate exhaust systems on run down cars and trucks needs to happen. Further, the feral cat population in town is confounding. Village ordinance must be followed for number of 'pets'.

Stop lights at the intersection of D & W

It would be nice if the village or county could purchase the property on the river that was formerly the Coral Reef and use it as a park, have a shelter that could be used for small gatherings/weddings/events

the ability to report to the Village Hall anonymously about concerns regarding the village. Also, the employees at Village Hall are very rude

nothing

Village plowed sidewalks!

The politics and leadership

Better internet service, and natural gas

Add a breakfast/lunch cafe. We miss The Gathering Place.

Improved internet and natural gas

We moved here within weeks, so I don't have an opinion.

More money for the library

Try more community activities. Maybe an ice cream social. Open mic night.

Mail would be delivered to my house

Cannot think of anything.

Broadband. We have very limited, poor internet choices in our part of the village. We have looked for and tried many alternatives but there are no good options.

That they recognize the outer areas, it is not just the few blocks of "downtown" Rochester.

No ideas

Voting on the village/Town clerk girls. Just the the village trustees...

I can't think of anything.

No more gravel pits!
I think our community is almost perfect. Of course there is crime and a lot of traffic but those are things that the authorities need to be on top of.
Less second hand stores
Raise speed limits into town. 25 terrible
We need more law enforcement present. Too many speeders on Rochester st (county J) dead end Rochester st at hwy 36. Too many use it as a short cut and too many accidents. Also more crosswalks along D. Perhaps with the flashing pedestrian walking signs. I would love for my young son to be able to get around town more safely!
The public works is a joke, never complete a job when asked. The village hall workers are very rude! I would never recommend for someone to move to Rochester due to the lack of security, lack of friendly staff. Certain homes are so run down dont maintain clean yards
There are properties in the village and surrounding residential area that are an eyesore.
Build a new attraction or restaurant on empty lot by the river. Not housing, something that could provide jobs to the locals.
Bring in village water system.
Burning of leaves all day and all night. Fire and SMOKE should be out at a decent time. Flames may be out but the continuous smoke fills the air. Need to have some sort of container to put a lid on to stop the smoldering.
The parking ordinance or lack of one. I think people should not be allowed to park their cars and boats in their front and back lawn. It distracts from the aesthetics of the neighborhood and village. (Heck, I think our neighbor's relative is living in one of the vehicles on their lawn.)
Better well water
Fewer large homes on large lots, which contributes to wasted land, and more done to encourage subdivisions like Fox Knoll and Weber Estates. The village needs to get away from the wanna-be farmer crowd and a few select families thinking it runs things.
More retail opportunities!
community activates
More restaurants and community based things to do.
The newsletter to be mailed out earlier- often several events in the newsletter have taken place before I receive the newsletter.
Put less restrictions on building and building enhancement. Let us Americans have more freedoms, less zoning restrictions. This is what is killing Waterford and Rochester ad well.
Leaf burning in the Fall - bad for air quality and people with respiratory illnesses/mold allergies. No getting away from that smell and smoke!
I wish that we could make Rochester stand out more. There are few signs that say Rochester and little note of it from Hwy 36. Also, the small downtown area could look more inviting and welcoming to visitors.
Relax setbacks to reasonable distances from neighborhood roads.
More community events that promote the unique businesses in Rochester.
Traffic in and out of town.
Better communication of Ordinance changes and changes to land division rules. Newspapers are outdated, don't announce things this way, send a mailer to each tax payer, or registered voter.
better government services,
Safe bike/walking paths between Rochester and Waterford along N. Rochester St./River Road and N. Front Street/Jefferson.
Attract or business, work.
I would like to see leaf curb pick up because the pollution from burning leaves in the fall is health threatening.
I would like to see properties kept up by owners. Most are, but it seems more and more are not being maintained, especially in subdivisions.
Fire Dept. needs to be trained in rescue and recovery and how to handle senior citizen complex's.
Lower taxes
All new developments should be designed with enough room for parking on at least one side of the street, so traffic movement is unimpeded.
Make better use of the beautiful river. I really miss being able to go to restaurants by kayak/boat/canoe. I miss places like Purple Grapevine/Riverhouse (Waterford) and Coral Reef. It would be exciting to see a riverwalk and places to eat accessable from the river. I also would love to see the village purchase the old Coral Reef land to develop a park or for a restaurant to purchase.
Balancing the needs of the community with the tax \$ available is not an enviable task. I think over time, the Village will need to look for new ways to create additional revenue, without losing the sense of community that we currently have. As far as what I would change right now, nothing comes to mind.
For the village to be more accepting of farms & stop trying to get rid of them. For our taxes to go back to what they were when we were a town.
Stop signs on E. Main St by N Rochester St and N Washington St. Cars and semi drive way to fast all day and night

as previously mentioned, a nice dog park would be great. Someplace the owners can also walk. Still drive back to Waukesha several times a week.
The rain water problems on Maryl Street are at a point that is bordering on criminal. We can't live like this.
Wholesome Harvest would return!
Nothing.
I never understood why meters weren't installed from day 1. A single person or widow or a person who's not home all day pays the same as a fam of 5 for sewer services. No senior discount is not progressive thinking. I also remember when Paul Ryan said village wasn't big enough for home mail delivery, then we merged w/town - & still no mention of mail delivery. P.O. Boxes offer no senior discounts either. Including prop taxes, I don't feel this is a village conducive with long-term retirement. JS
More common areas ie parks, canoe rentals etc.
Better communication about things like this survey. I found out about it because of the sign downtown by the bridge..but if that is all you are relying on for participation, I think you are sorely going to be lacking responses.
Tear down the former Village Hall building, which is ugly, and make it a parking lot (with trees). Expand the sidewalk areas with trees on the sidewalks providing shade and beauty. Restore the exterior of the building next to Chances. (The restoration of the buildings in East Troy on the north end of the square are beautifully restored.)
More trees! Especially along main street. Right now, it is somewhat of a concrete jungle. The buildings along main street also do not reflect the quaint, charming, small-town atmosphere that Rochester seeks to reflect. They are somewhat ugly and poorly maintained.
BETTER TRAFFIC FLOW
too much burning of brush and leaves causes periods of very poor air quality in my area.must remain in the house at times . this will result in health problems.
a BURING ORDINANCE !!. Homes are too close together for everyone burning . In the fall it's EVERY DAY , ALL DAY!!! I want to breathe clean air. Moved here Sept. of 2018. My husband started wheezing from the burning. It was even coming through the windows Never would have moved here if we knew about burning. people burning on both sides of us and across the street. that is insane!!! our whole house was surrounded by smoke and lasted for hours. neighbors i see burn not only brush but cardboard now next it will be garbage . This needs to stop!! . Willing to pay more taxes to have Johns come and get the leaves. We are are thinking of moving if this doesn't change. We came from Mukwonago and getting crowded but we could at least breathe. This is a nice place to live except for that.
Less rental properties. More permanent community members seem to treat the business and neighbors better.
I would like to see the Main Street area improved with nicer sidewalks, street lights, and maybe some outdoor seating areas.
Trash pick-up changed to bi-weekly. This may encourage households to purchase more products in bulk and reduce their waste production while saving precious Village tax dollars. The Village could mount a campaign to help residents learn how to do this. There are many resources to support this online, for example: Simple Ways to Reduce Your Trash Output (https://neafamily.com/your-family/home/10-simple-ways-to-reduce-your-trash-output/#.XSIPjCB7k2w) Ditch plastic water bottles. ... Stop buying single-serve packages. ... Bring your own bags to the grocery store. ... Buy in bulk when possible. ... Buy and use recyclable mesh bags for fruits and vegetables. ... Compost. ... Decrease your use of disposable flatware and napkins. ... Replace paper towels with rags...
To put a round about at Hwy 36 and J, way too many accidents there.
Modernize garbage and recycling pick up.
More restaurants
Update the downtown and invest in sidewalks, streetlamps, and signage, and attract more groups, sports teams, or community activities to Case Eagle park. The park itself is isolated and not used to its full potential.
Form a plan to bring in key business opportunities, support local businesses to potential residents, business owners, tourist/visitors while keeping a hometown feel. Make current buildings and downtown more attractive
homeowners should have to take care of their property. I have 2 on my street right next to each other fox knoll dr that don't mow or barely house falling apart its terrible. should be some guideline enforced. Neither one mow the backyard weeds 5ft high on side of houses
We need to be more progressive. We need to keep our small town feel while realizing this community is no longer based on farming.
I wish the sidewalks extended to Millgate from downtown.
I would like to see more shops, cafes, and small businesses in the downtown area.
Traffic congestion at the intersection by the bank.
The Village should not have additional single family developments with expensive housing. There is already enough of this type of housing in the Village. If there are future housing developments the focus should be on smaller lot sizes and more affordable housing. We should not fear higher density housing as it is more sustainable.

Attracting more living wage jobs.
Don't require paid permits for everything from flowers to wreaths encourage small business don't discourage let people have control over their property we pay the mortgages and taxes less government
Noise from truck traffic which is primarily hauling gravel.
Acknowledge and emphasize more firmly Rochester's open spaces and understand the importance of those spaces when making development decisions. Those spaces give Rochester something other communities do not have and make Rochester distinct from communities around us. If squandered with residential development Rochester will be like most suburbia everywhere else.
overnight parking rules. park w/out permit throughout the year.
No additional rental properties developed.
The library could be better funded. Maybe we could get city water?
Public compost area for yard waste. Leaf burning is a threat to health and the environment.
I would love to have a bike/walking path on the west side of the river connecting the Rochester area to Waterford Union High. Riding my bike to school along W was dangerous because there is no bike lane and the cars go way too fast. At the very least there should be a bike lane there. It is not practical to take the bike trail into Waterford and then cross the river because Waterford's main street (at least before the construction) is horrible for cyclists. The lanes are too small, there is no bike lane, the shoulder is in need of repairs, and drivers there are not considerate of cyclists. In addition the bike lane in Rochester should extend through town at least until the orchard. Also, the library should have more funding. It is ridiculous that they are not even included on this survey. The library provides invaluable services to the community and is a cornerstone of Rochester's sense of community. The Rochester Public Library is something special. I've been to quite a few libraries in my 18 years of life and nowhere else does a library create such a wonderful sense of community and welcoming. Your library is something special. Treat it that way. Lastly, during the Waterford construction, the Main St/ Front St intersection has been a mess. Perhaps a deputy/cop could direct traffic there during rush hour? It takes forever to get through that intersection and there isn't an alternate route.
Rochester should keep their nose out of farms and agriculture. Farmers' retirements are their farms. When the board and planning commission have farmers manage their retirement, then the board can tell farmers what they can do with their farms!!!!
Improve the land along Fox River on Rochester St.
I'd like to see a little more pride in home ownership and property maintenance. Obviously this is not something the Village can "make" homeowners do. Weed control, junk vehicles, property maintenance would all be nice if we could somehow help this.
The noise levels (the fact that Main Street/Cty Rt D is a thoroughfare for gravel trucks all day long); the toxic atmosphere the Poppo have created through their form of property ownership/management.
Vehicles parked in front/side lawns give a very trashy appearance.
More adherence to keep properties free of things such as junk cars and weed control.
Getting property owners to clean up their yards, weed control.
enforcement of existing rules on books to keep neighborhoods looking nice to attract quality people...including enforcement of speed limits
To follow land use plans and plans in general, the governing board does not take the future seriously. More support for Business community and people starting new ventures.
progress - positive, open minded, out of the box, if need be , thinking
The amount of farmland that has been converted to large lot, high end residential housing. Recent housing developments seem tilted toward high priced houses and there seems to be a lack of affordable starter homes for lower income level wage earners.
Not sure
No more open land being developed
Most garages are used for storage and vehicles fill up the driveways. Sometimes my street feels like a car lot. I have no idea how to change that. Some things just have to be lived with.
Hire a better building inspector.
less dump truck/ semi traffic on Hwy D
Offer postal delivery to everyone so I can get packages in this damn place instead of sending all my packages to friend. This is a dozen packages a month. Really!
No large development of any kind
Have a district for fire and rescue
taxes
taxes

Zoning administration, hard to work with
Taxes
Parking ordinances.
Taxes
Some homes are in disrepair and this needs to be addressed
Eliminate Hwy 20 Detour- Forever!
Reduce land needed to build single family home
The amount of truck traffic thru the town. Its putting a strain on the new bridge and the condition of the roads.
Get the dump trucks off Hwy D. They ruin our small town atmosphere and disrupt EVERYTHING. They are a nuisance.
Add more specialty shops
More use of the river frontage, river access
Need more dining options
Additional restaurants/breakfast café/coffee house/specialty shops (not resale)
Get a building inspector who knows the building codes. We find that later we want to correct what is wrong and have to pay for a permit. Is this the way the village makes money? Have the builder do it right the first time. You have the power.
There needs to be mail delivered to all homes. I have to pick up my mail each day...and a mail truck drives past my house each day. It's quite silly. I also cannot receive a Sunday Journal Sentinel--until Monday--after I pick it up from my PO Box. It's 2019, mail delivery should be happening.
Unsure at this time. We just moved here.

9) What is the one thing about Rochester that should not change?



Full comments provided by survey respondents may be found on the pages that follow.

9. What is the one thing about Rochester that should not change?

Response

The quality of public safety services. Public safety must remain a high priority to the village, and the village should do everything in its power to provide the resources needed to continue to offer these services.

THE QUAITNESS- SMALL COMMUNITY FEEL

THE QUAINTNESS

small town atmosphere

Small town charm

Its small town

Small town feeling

Keep it small town and NO more stop lights

atmosphere i.e. small town

Keep it small town

Small town community feel/ quiet living

The small town feeling

Keep taxes down and don't try to keep up with the neighboring communities as far as spending, services and development. Keep Rochester "frozen in time" somewhat.

The small town community and feel. This is a small rural community and it should be kept that way.

Quiet rural area

Rate of development

Keep same number of parks.

Amount of park land.

I love the small town feel of the village. I hope that never changes. I also love seeing the flags up on Main St and FF.

The feel of a small town with good agricultural areas and the feel of being in the country.

Small town feel

School system

Small businesses and single family homes.

The small town feel is great. The parade and Day in the Country must stick around. They're both very well done.

Walkable areas

The small town/rural feel.

They do have a lot of changes, I could see my family leaving within 2 years due to rude people at Village Hall and the unkept homes

stay small town

Small town rural atmosphere

Small community feel

Rural

Small town atmosphere

We moved here within weeks, so I don't have an opinion.

Excellent library!

The small village atmosphere

Small town feel. Keep us small does not restrict us. It makes it an attractive are for people to visit.

The small town feel

It's small town feel.

Small town feel.

The river area is a great eat place to picnic, fish, relax, and have family gatherings.

Keep private wells

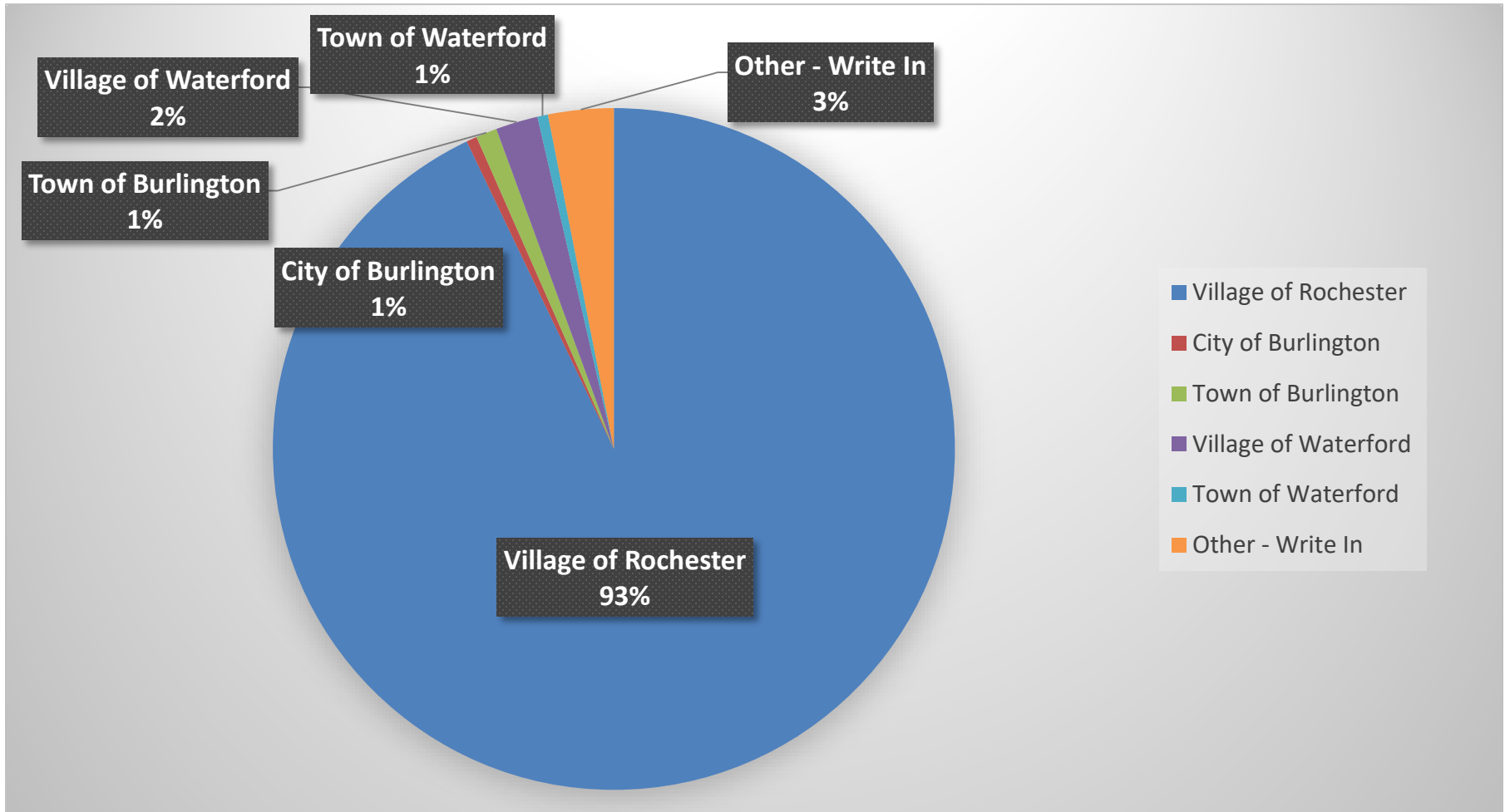
Friendly atmosphere

Keep Chances here forever and ever and do not bring in lots of businesses. Keep all the old buildings !!!
No further development - stay rural
The small town atmosphere.
The library
Memorial day parade
The small town atmosphere. I LOVE the charm of this village! Maintain all the original buildings and houses here. The history here is amazing!
They should really reconsider the employees at village hall.
Small town feeling.
Historic district
Great library
The small community town. We moved here because we liked the small town atmosphere, large lots and lower taxes. We moved away from big box stores, government spending and crowds. It would be a shame to lose the small town appeal.
Its rural charm, which never will change - half of the village is not able to be developed.
The small village environment!
Small town feel
The Day in the Country is a nice community event
Small town feel.....let Waterford and Burlington grow and Rochester be tucked away and feel like you are in the country.
Fire and rescue services
Keep as much government control in local hands. No state or federal government hands.
The small town feel should not be changed.
Keeping the rural character and agricultural footprint is #1 for me. Family farm has been in my family for more than 160 years now. Very important to always keep this and to not continue to lose valuable land which is our #1 resource.
The small town look and feel of Rochester.
Rural small town atmosphere
The small town atmosphere
The charm. No new businesses! We have new businesses and services nearby in Waterford and Burlington.
Small town feel, warm cozy, Taxes stay low, services good enough to survived. couple shops, not too many, don't want Sister bay, Waterford is going to take that role soon....ugg
small town
Don't follow the lead of Waterford and Burlington to encourage growth. Keep Rochester a small, friendly community.
Bedroom community.
Country feel, safe feeling.
The quaint, small town feel of a close community.
Go back to the land use plan we had established. There is nothing wrong with maintaining... do not always need to grow and get bigger. We are the stewards of the land... lets leave it a small, community for future generations to appreciate.
Keep protected natural lands in tact
Small town friendly atmosphere
The charm of downtown.
We do not need curb and gutter or sidewalks. Municipal water is a definite "NO"!
Small town atmosphere. Do not allow restaurant chains such as McDonalds or Wendy's.
The small town feel. We love the parades and the sense of community that we feel when we attend.
Do not change farm zoning, we are losing to many farms.
small community atmosphere
Keep it's small town style.
What we have of the rural quality should be maintained.
Don't take away from what this place is - we moved out here to get away from the city, I would hate to see all the green spaces taken over by businesses and housing.
Keep the country country.

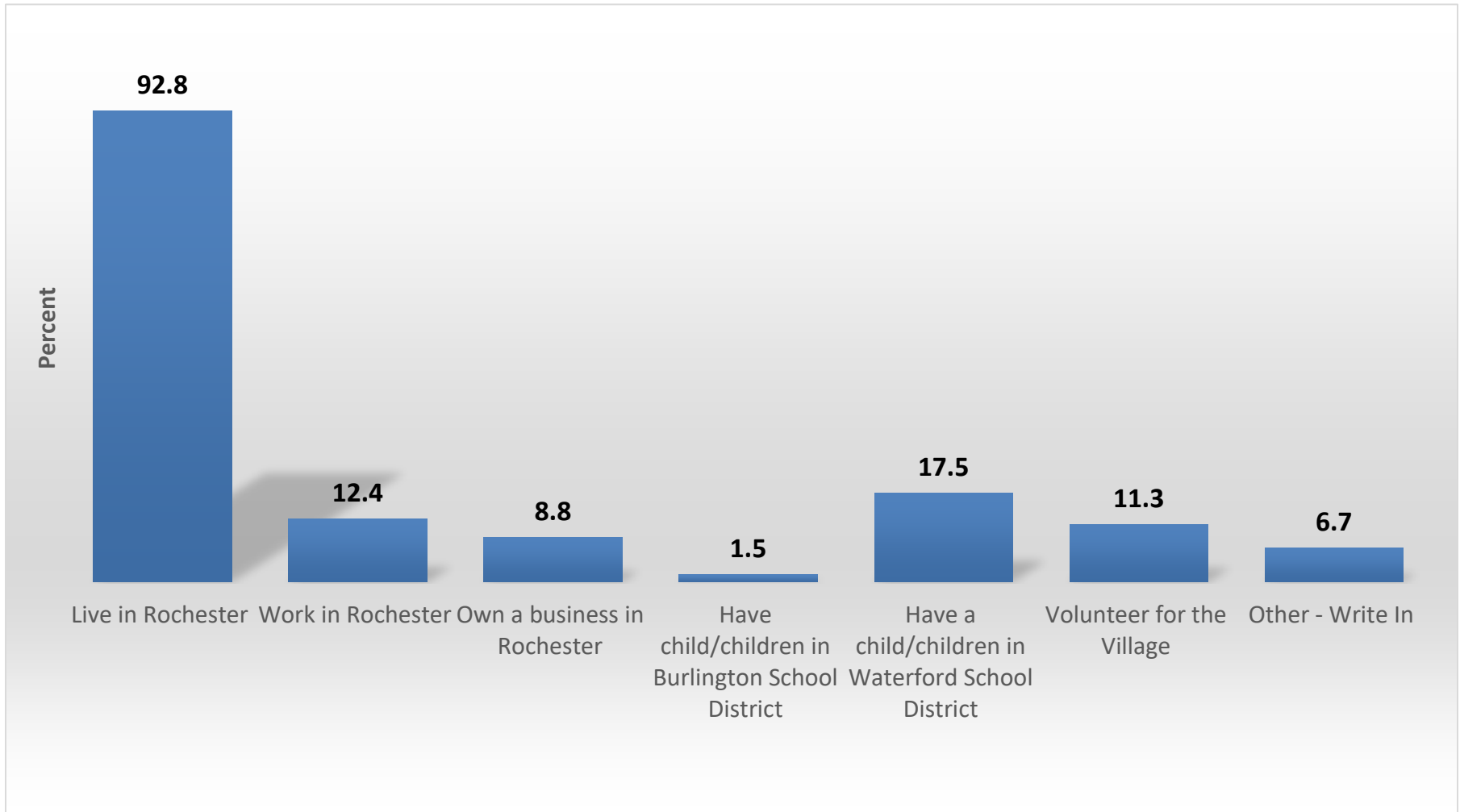
Small town feel, however, with the amount of traffic the last 2 years it feels like a city. We need speed enforcement for sure. 25 is pretty slow & IDK if trucks can even GO 25. At D/W intersection there aren't 4 vehicles that will simultaneous let bicycles cross. Drivers must know to stay out of the bike lane on bridge!
It's quaint downtown and lovely library.
The small town feel. I don't need it to become "the city"...it's the reason my husband and I moved here 11 years ago.
It's a small town with an orchard, a marsh and a nature area on the edge. This is unique. It should be an oasis between ever expanding Waterford and Burlington.
I don't see a need to grow and add more condominiums or manufacturing. Leave that for the surrounding areas.
SMALL VILLAGE FEEL
having more homes built here so more people can BURN!!
The small town feel. Less business and drive through traffic is ideal.
It's small town atmosphere.
Small rural town environment!
Keep the excellent public library. It is a fabulous venue for community engagement and supports life-long learning for all residents.
The small town feel.
Small town atmosphere.
Small town atmosphere
Friendly, small-town atmosphere
Small town living
Quaint small town atmosphere
I love the fact we have no traffic lights, adding to the small town feel.
Small town feel.
Small Town Feel and Its History
The support for the Library and a well functioning government.
Small town ambiance
To late everything changes
The parks and river frontage.
the Library
taxes
I enjoy the small town atmosphere of the village and wish for it to remain that way. I do not think it needs additional development. If we need services not provided in Rochester, there are larger communities nearby in which we can easily travel to obtain these services.
The school district is great. The library is great.
Small town atmosphere.
Memorial Day Parade. It's the perfect combination of kitschy and cute.
Low taxes but the board will find a way to f**k that up too.
The size of the town.
Small town feel. I would not want to see more rental properties or multi-family housing.
The Library and all its programming
Tree lined streets.
The small town atmosphere.
small town feeling
small town feel
Change though hard is always good.
Small town feel
The uncrowded, open space feeling provided by farmland and natural areas
The community atmosphere
Having a library and post office
Rochester is perfect. Family and friends love coming to visit me. I would not change it. TO do so could change it's friendly town feeling. I do not want that feeling to change.
old town atmosphere

Small town and support existing business like the businesses we already had. You knew the gas station would kill them and you did it anyway. I would suggest in the future you protect existing business if you want to keep this a safe small town, if not you will be a suburb of Waterford and everyone will leave when people move in. Your choice small town or suburb. Your jobs!
Rochester is ok just as it is
Small town atomosphere
Small town feel
Rural Atomosphere
Small town feel, do not want tourism
Home town feel, rural
Merging with neighbor communities
Rural Atomosphere
Rural atmosphere (population density)
Low taxes.
Rural Atomosphere
It's downtown!
The small village atomosphere
Keeping the business area small to avoid industrial parks to develop.
That our planning commission and ordinances would be more welcome to building our future and work better with new ideas.
The rural, small country community feel.
Small town
The small town feel
Keep the small town charm
Limit commercial development along 36 corridor.
Small town community atmosphere
We are a small community because we want to remain small.
The small town feel is nice.
The small town feel. We just moved from sturtevant, which was a small town until Foxconn became our neighbors.
The small town atomosphere

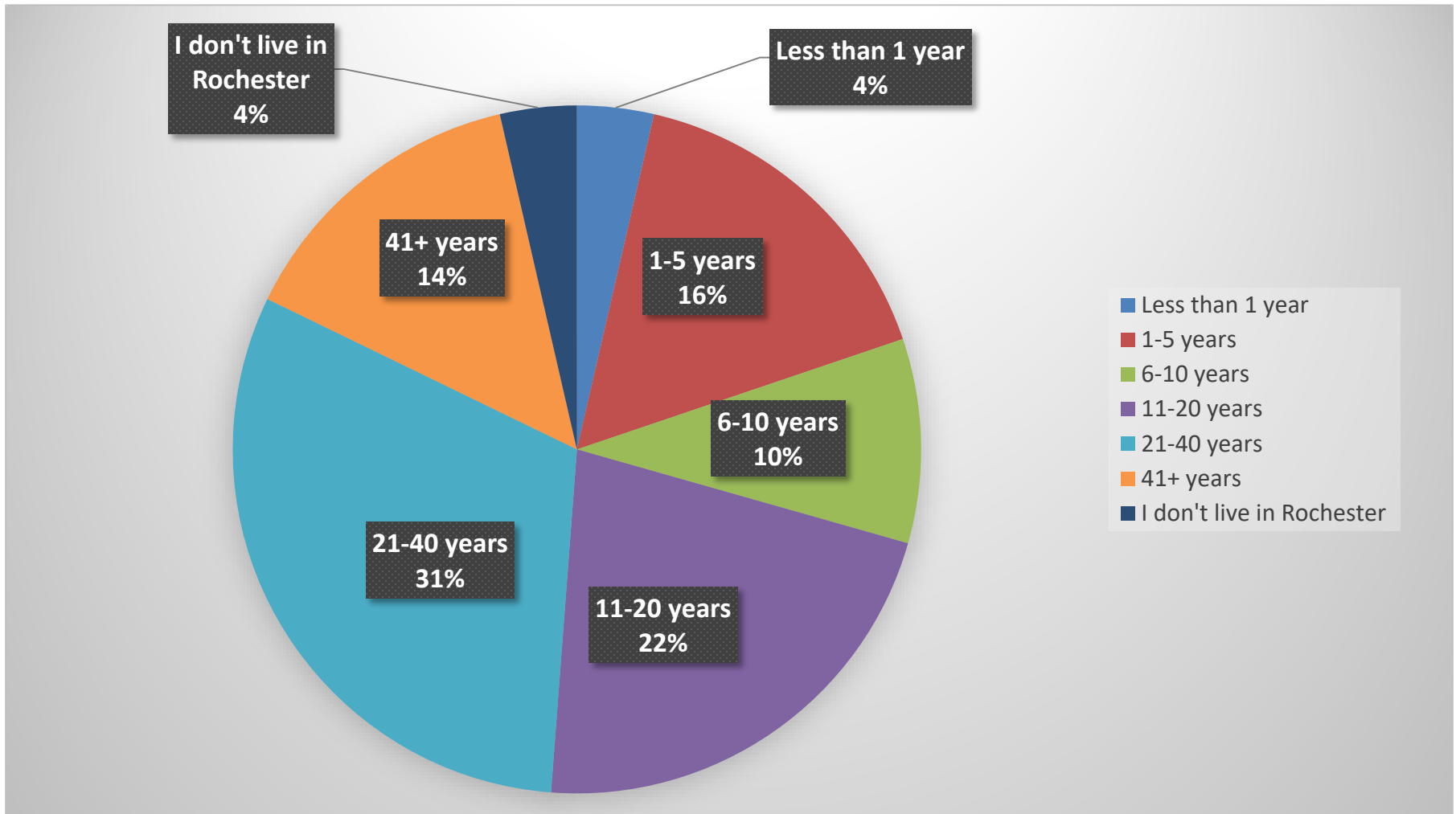
10) In what municipality do you reside?



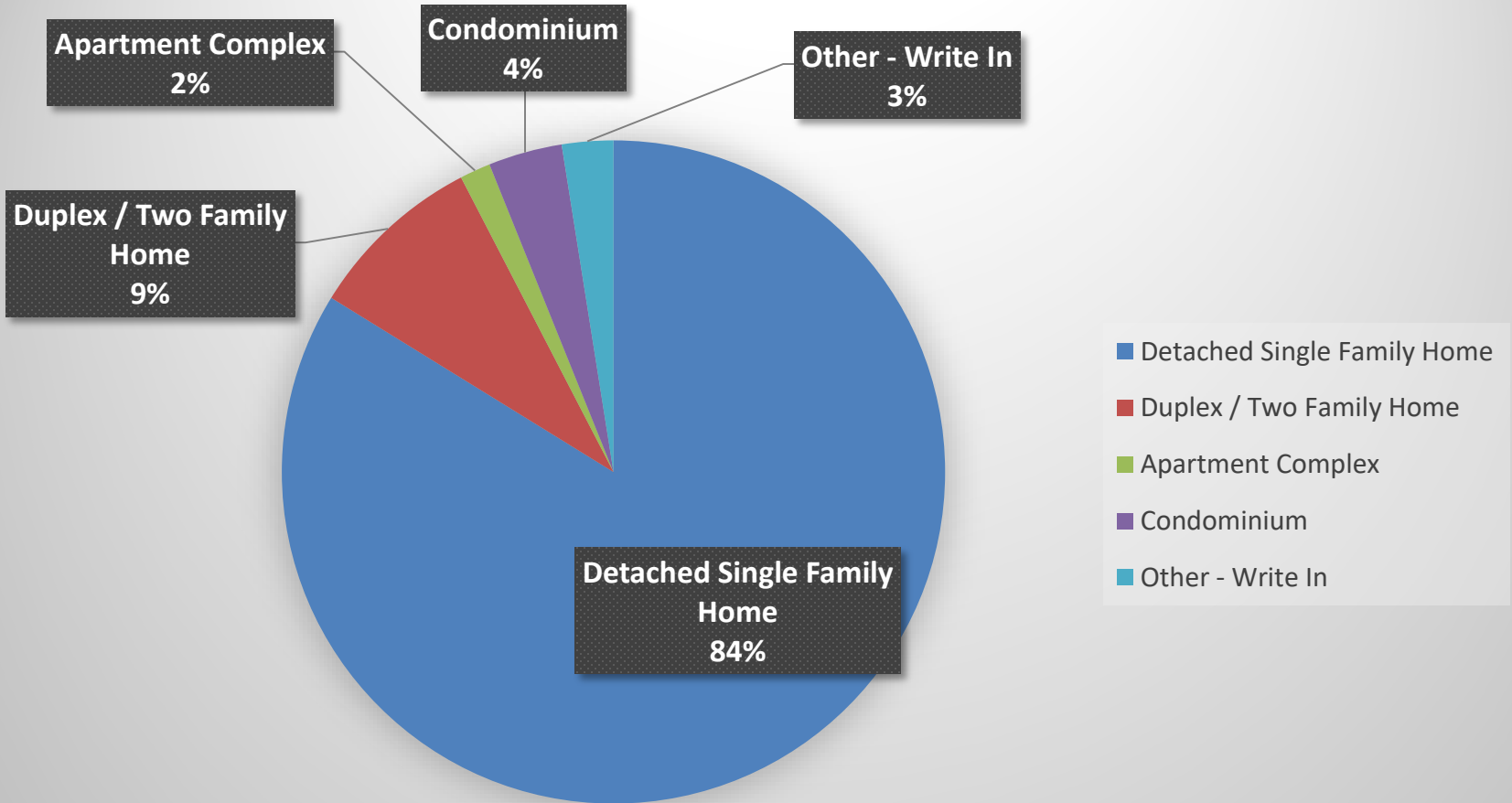
11) Please check all that apply:



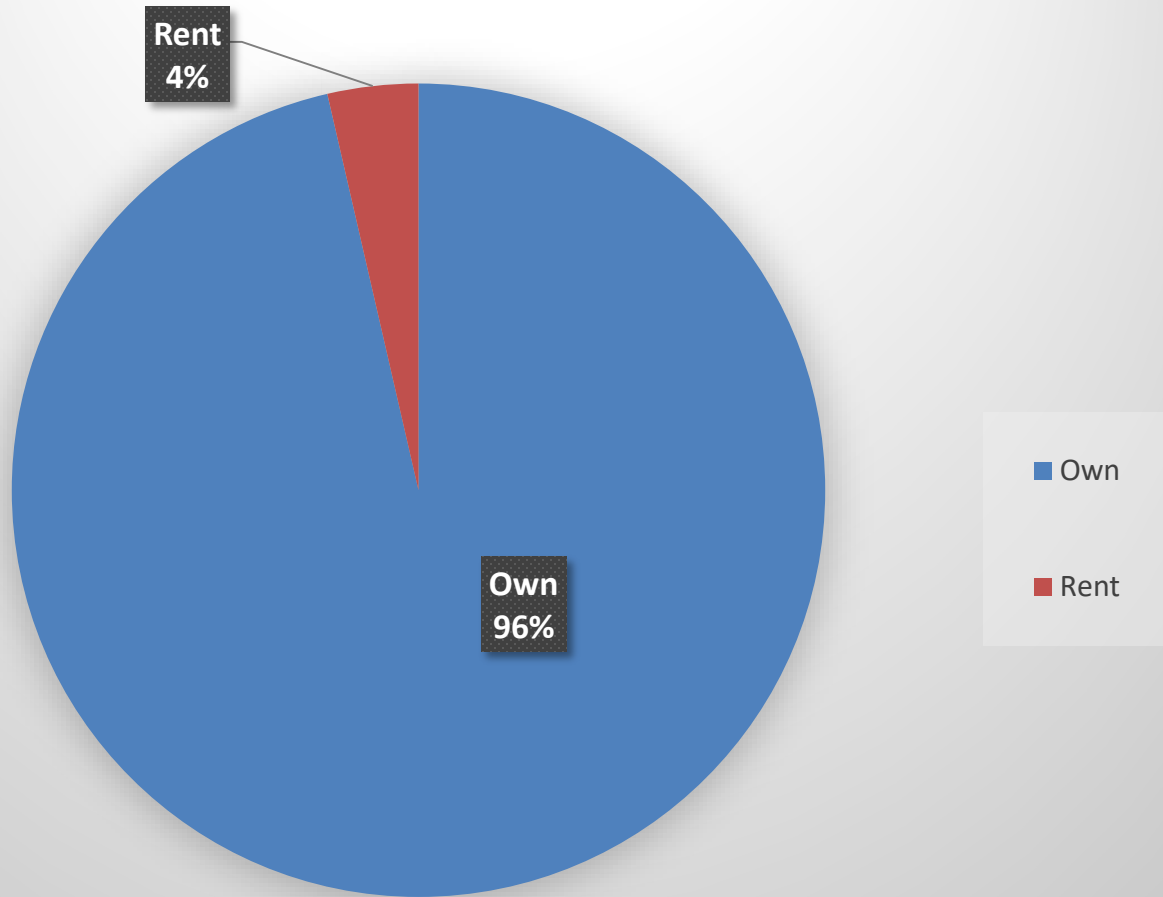
12) How long have you lived in Rochester?



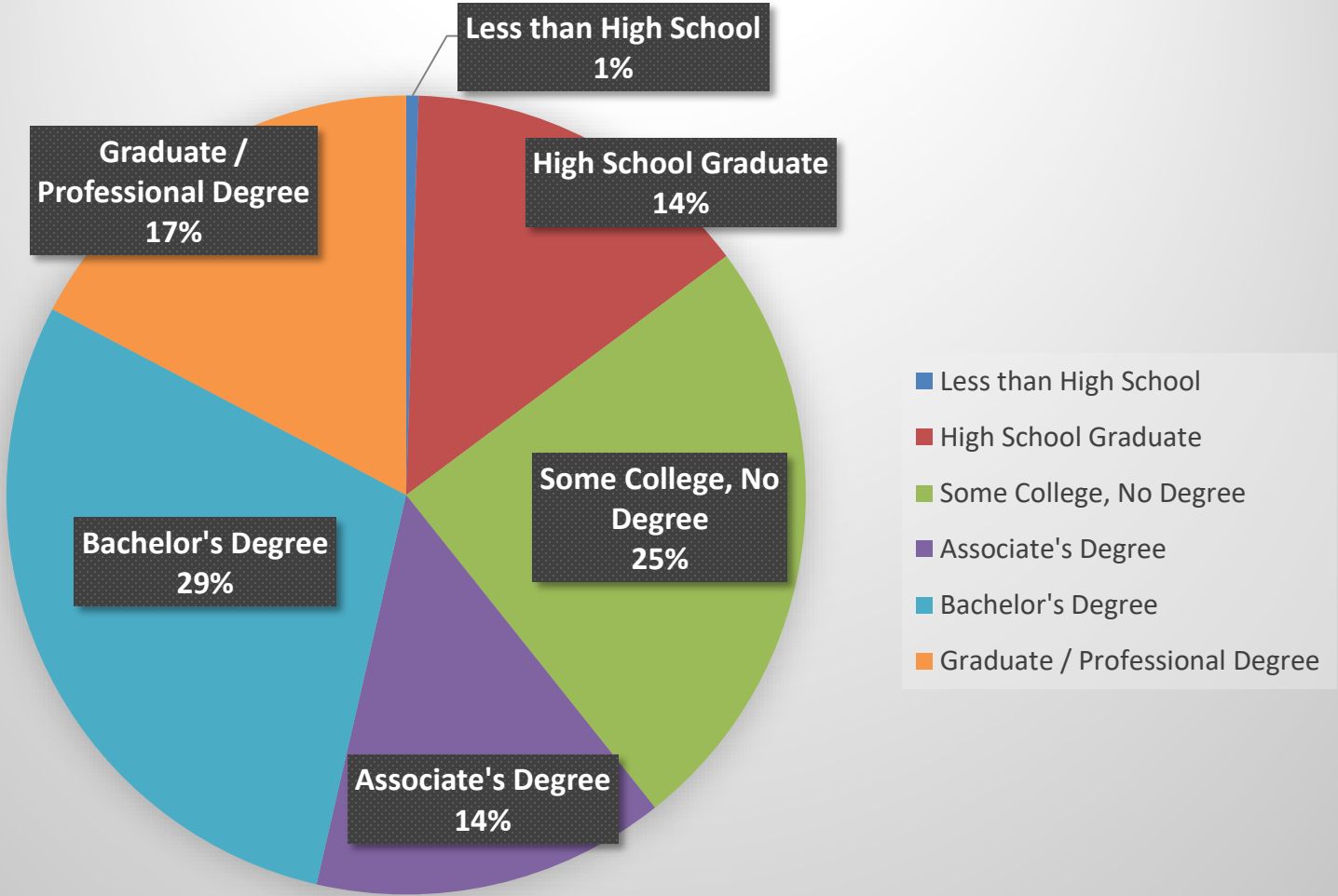
13) Housing: Which best applies to you?



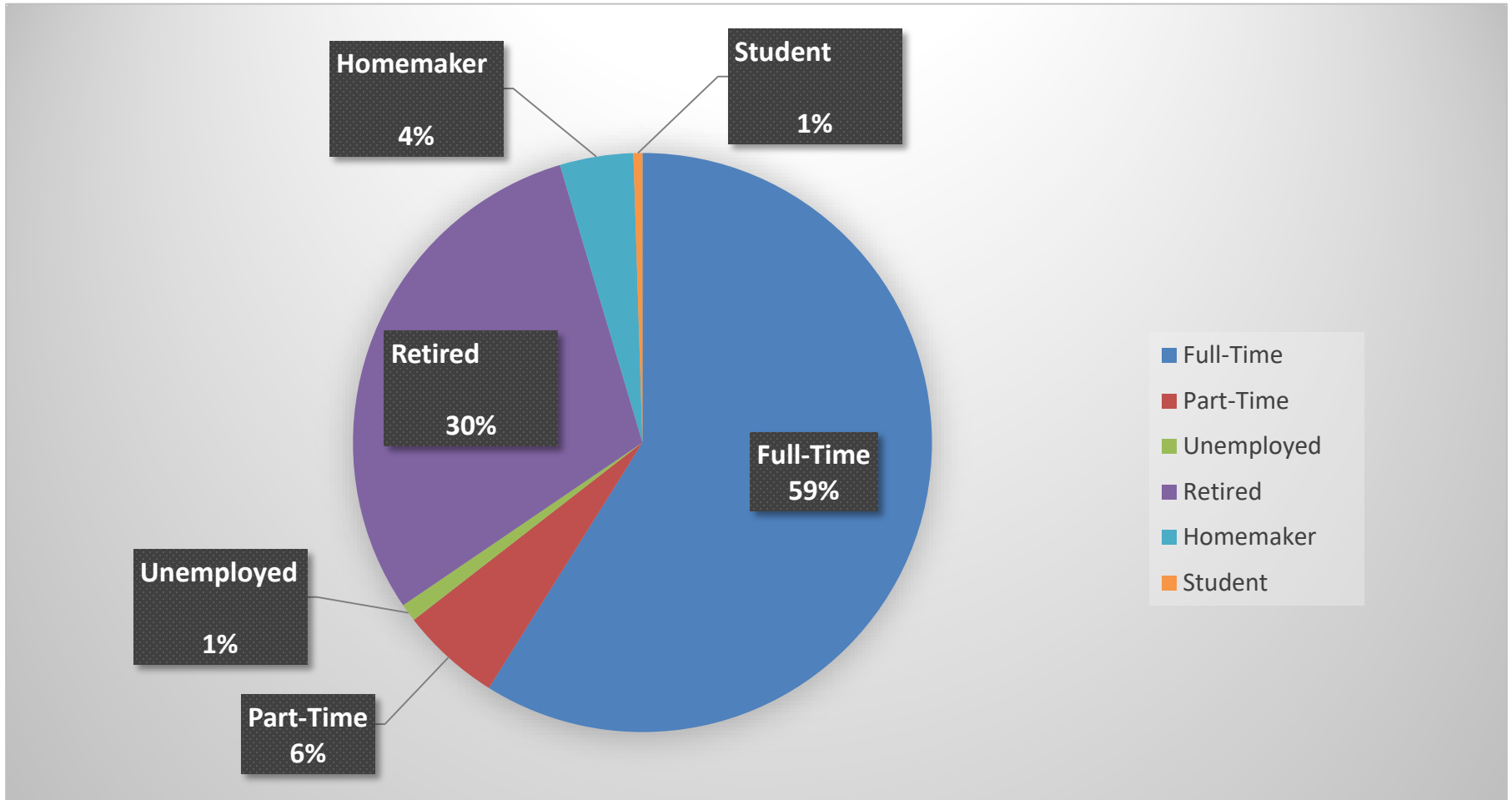
14) Your home: Do you?



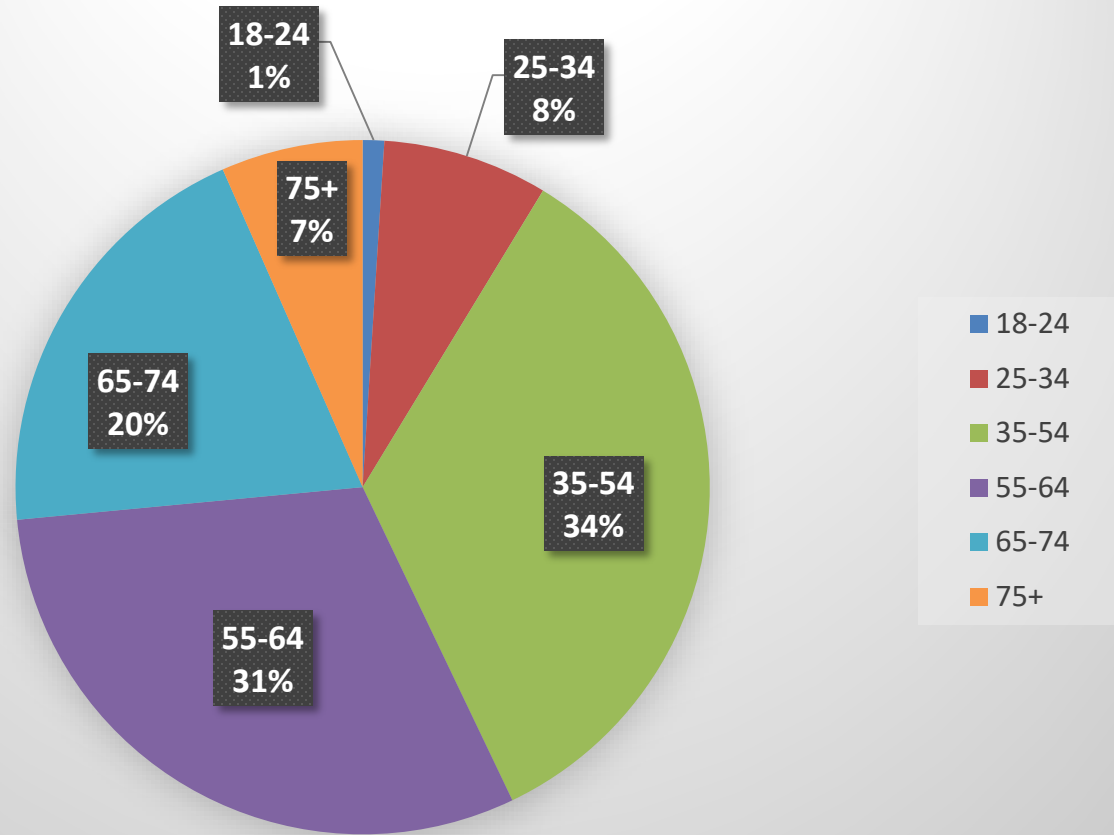
15) Level of Education: Which best applies to you?



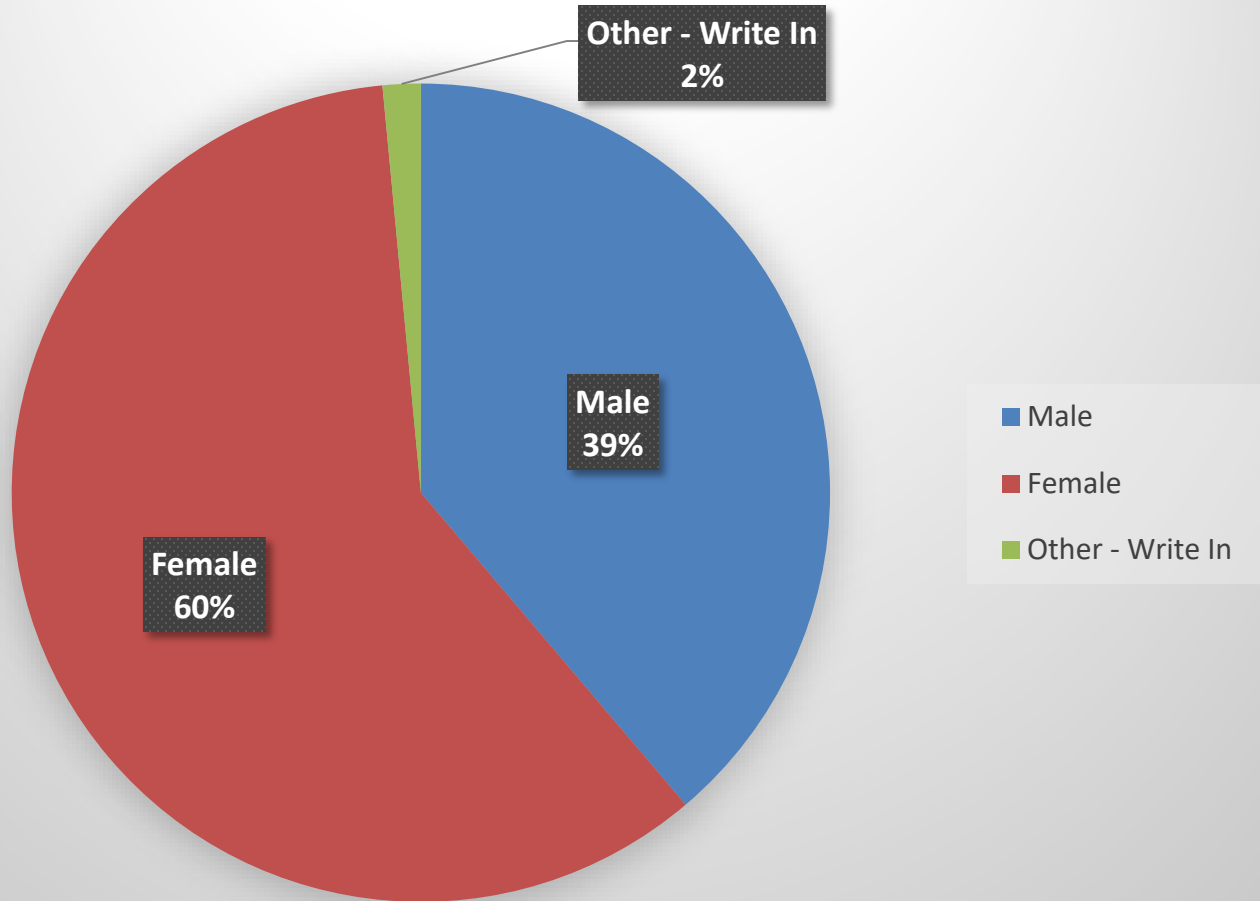
16) Employment Situation: Which best applies to you?



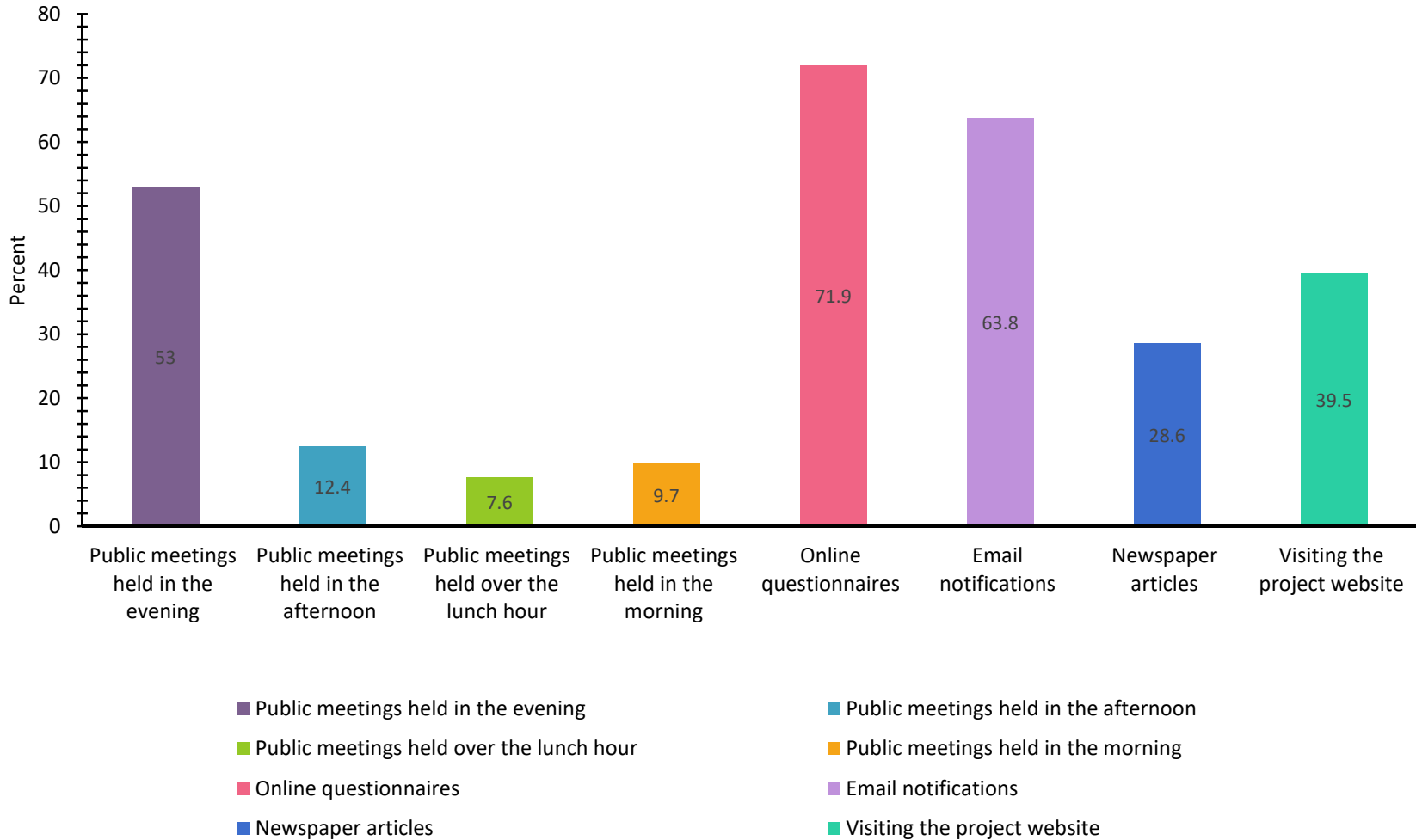
17) What age range are you in?



18) What is your gender?



19) How would you like to participate in this process?



Appendix D

Public Workshop Results

Village of Rochester, WI

2050 Land Use Plan Update

Public Involvement Workshop Results

July 23, 2019



Public Involvement Workshop

Strengths

Weaknesses

Opportunities

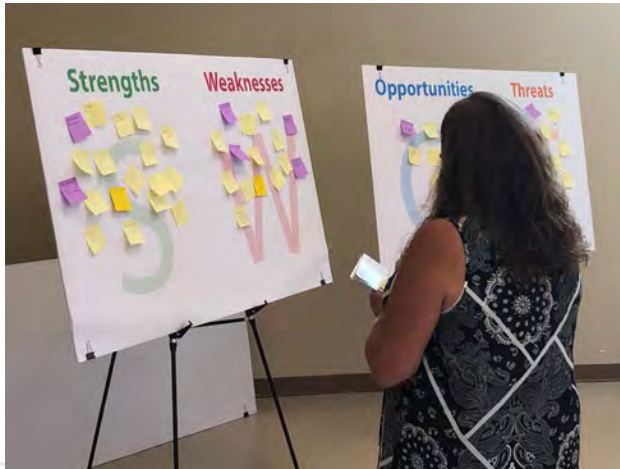
Threats

S

W

O

T



Community Strengths

Quaint
Good government, good streets
Small town, know your neighbor
Unique location
Small hometown feel
Parks and green space
Library, schools, nature
Small village atmosphere
Good, local government
Library
Village board
Village government

Excellent first responders
Small Town Feel
Neighbors quiet
Small town
Small village atmosphere
Parks and open space
Small town feel, low traffic (except while construction), workable board
Green space

Community Weaknesses

Fire and rescue services

Small size

Finances

Garbage services

Better community, visibility, nice signs

Too many permit fees

Regulation

More places to eat

More money into village

Lax enforcement, money

Restaurants

Lack of vision- concern with protecting the status quo without thinking of the future

No village water system

More parks

Too many rentals that look junky

Leaf burning! Why can we get a public compost?

More complete by Sheriff

Community Opportunities

Growth opportunity

Case Eagle Park is underused

Controlled, thoughtful growth

Growth

Growth in way residents want it to

Slow growth

Limiting growth to preserve unique characteristics

Controlled growth

Growth, residential and commercial

To grow a closer community- public involvement- safe environment- community control

Community Threats

Neighboring communities

Trying to keep pace with other communities

Loss of farmland

Neighboring communities

Overdevelopment or uncontrolled small town feel

North, South communities interests

Lack of property maintenance

Trying not to keep pace with the rest of the communities

Leaf burning every fall

Neighboring communities

Losing too many old trees without replacement

People do not take care of their properties like they used to

No apartments, no more needed

Too much state land that pays no taxes

Opioid crisis- drugs in general

Loss of ag land and woodland and open space

What Makes a Successful Place?

- Great spaces...
 - where celebrations are held,
 - social and economic exchanges take place,
 - friends run into each other, and
 - cultures mix.
- They are:
 - the “front porches” of our communities
 - streets, libraries, field houses, parks, neighborhood schools
 - where we interact with each other.
- What makes some places succeed while others fail?

What Makes a Successful Place?

- Project for Public Spaces (PPS) has found that successful ones have four key qualities:
 - they are **Accessible**;
 - people are engaged in **Activities** there;
 - the space is **Comfortable** and has a good image;
 - and finally, it is a **Sociable** place: one where people meet each other and take people when they come to visit.

Place-Making Exercise

1. What would make Rochester a more **sociable** place?

*List three on your post-it

2. What types of **uses and activities** would make Rochester a better place?

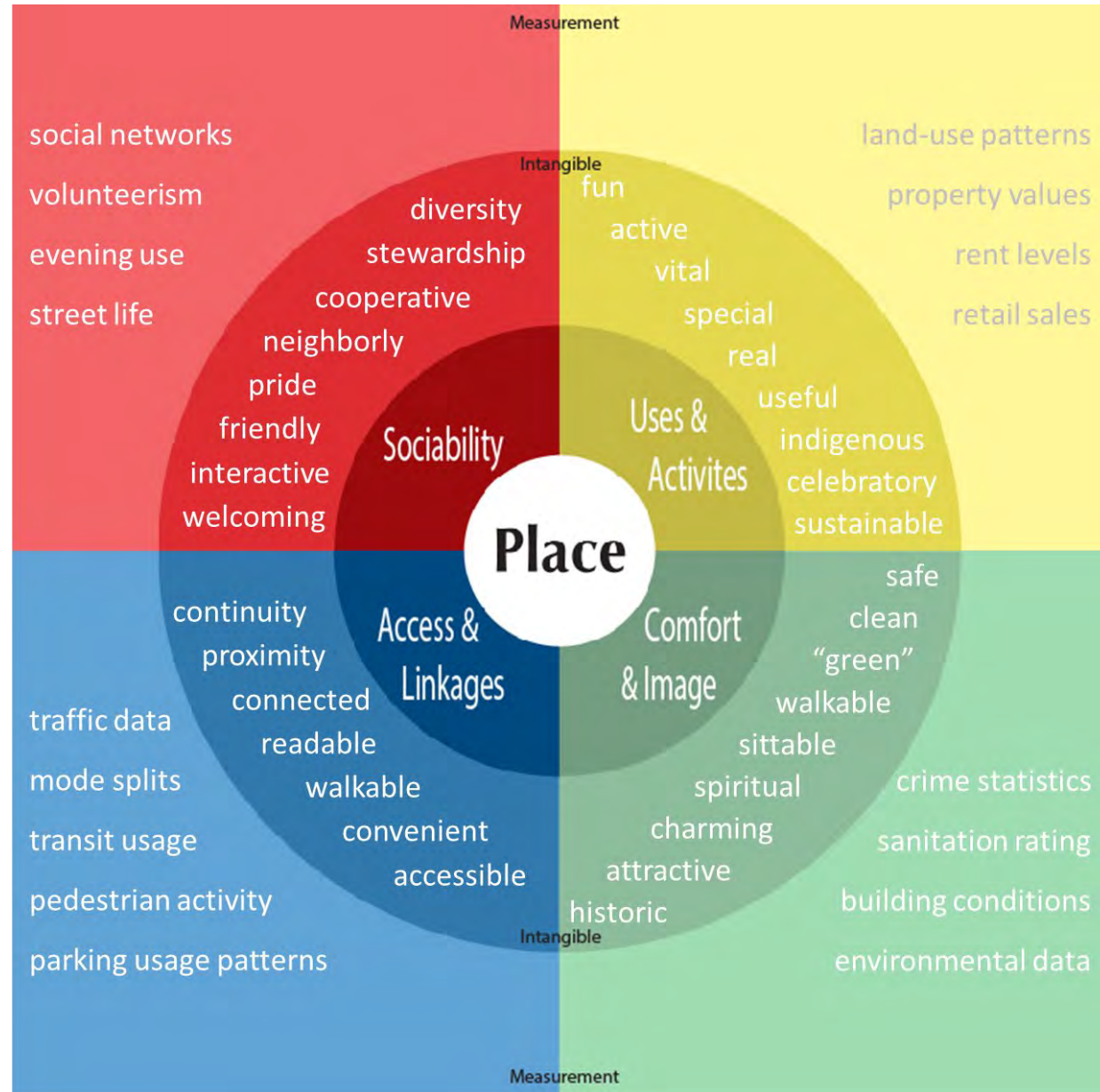
*List three on your post-it

3. What would improve the **comfort** and image of Rochester?

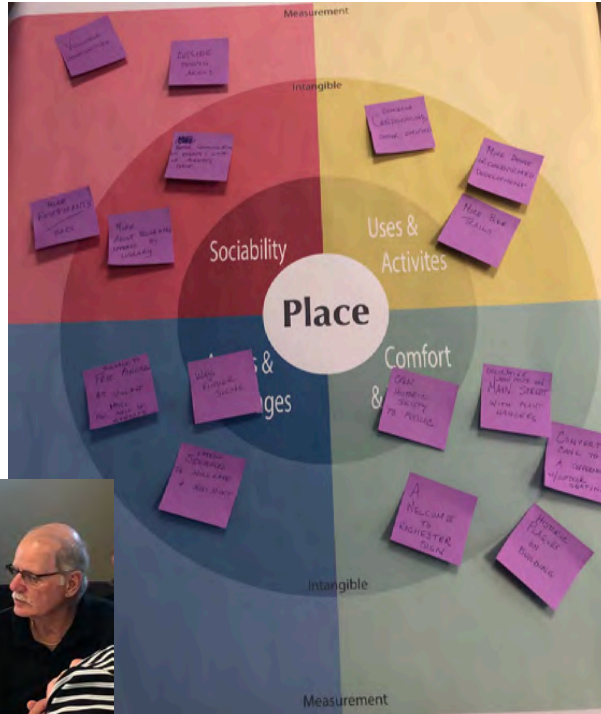
*List three on your post it

4. What types of **links and connections** would make Rochester more accessible?

*List three on your post-it



Community Place-Making Exercise



Community Place-Making Exercise: Sociability

Street Dances

Quality restaurants (not fast food)

Social events (a night in the park, art and craft shows)

Farmers market

Great library and not just for our size

Bank, post office, Chances-stay

Signage- tell others who and where we are

More civic clubs and activities

Rochester Village, community get together, potluck, etc.

Coffee shop/bakery, access to river, old coral reef site

Continue “Day in the Country”

Community Place-Making Exercise: Sociability

Beer garden

Farmers market

Farm to table dinners

Tree lighting event in winter

Neighborhood night or block party

Volunteerism road clean up

Coffee house

Music in park for summer event, river tug of war

Village time banking system (trading of skills- hour for hour)

Neighborhood competitions

Intergenerational network for help needed through church, historical society

Volunteer opportunities

Outside dining areas

Community Place-Making Exercise: Sociability

Better communication on events and what we already have

More adult programs offered by library

More restaurants and bars

I would like to see what we have kept healthy and stores full. They generate activities and we have 2 beautiful parks, great inviting hall and event hall. We have community day yearly. Yearly Parade

Coffee shops

More restaurants

Bing

More bars

Fireman's dance in the street

Community Place-Making Exercise: Uses & Activities

Something by the old Coral Reef

Local bike and hiking trails

Mixed business and residential uses in Hwy 20, Hwy D, Hwy 36 triangle

Move Fire Dept. and Post Office to triangle

Redevelopment of Coral Reef with mixed used, restaurant, meat market, wine shop or cider shop

Promote Rochester history

River access for canoes and kayaks

Promote usage of Case Eagle for tournaments for soccer or baseball

Let people know about fantastic park, low impact resources, hiking, biking, etc.

Municipal water for development and health

Future reclamation of gravel pits

Grills at picnic pavilion and Case-Eagle

Community Place-Making Exercise: Uses & Activities

Capitalize on revenue potential along Highway 36 corridor

Tiny houses

Child care facilities

Commercial 36 corridor

Aging in place

Quality education readily available, what is quality education

Fire Dept., Fire Districts, not so many little fire dept.

Triangle developer put in sewer, get infrastructure to that corner

Cluster housing, less 5 acre lots

No cookie cutter homes

Encourage condominiums/owner occupied

More dense or concentrated development

More parking near downtown

Community Place-Making Exercise: Uses & Activities

Improve housing stock, oldest Memorial Day celebration in USA, 150 Years

Continue community gardens

Music in park

Farmers Market

Fireman's dance fundraiser

The village is small and tight, can't make more land

Community Place-Making Exercise: Comfort and Image

Landscaping downtown area

Main Street sitting area, update old style lighting

Better visibility and security at Case Eagle

Replanting trees and add more

Extend sidewalks from J to Millgate

Business opportunity, street sweep, leaves pickup

Compost, no more burning

Adaptability

Maintain historic, keep old aesthetic

Whatever it takes to avoid crime

Solar farm, green electrical plug-ins for cars

Open Historic society to public

Decorative lamp posts on Main St. with plant hangers

Community Place-Making Exercise: Comfort and Image

Convert bank to coffee house w/ outdoor seating

A “Welcome to Rochester” sign

Historic plaques on buildings

Wonderful park gazebo

Historical society, community garden

We have a historical society, some buildings need work, property owners, drugs are a problem

Music in park?

Grill and benches by community garden

Community Place-Making Exercise: Access & Linkages

Signage to invite people to historical downtown either on Hwy 36 or Main St.

Downtown parking to open up street parking or street sorting for businesses

How about bed and breakfast houses?

Bike trail signage

Improve boundaries identification

Better signage in downtown, connect bike trails through village

Enforcement of current regulations

Maintain traffic on Hwy 36

Ability to expand road to Racine, Hwy 20

WiFi community

Volunteer or someone to keep bike paths clear

Safety patrol parks

Keep paved bike paths

Community Place-Making Exercise: Access & Linkages

Signage to free parking at Village Hall for Main St. events

Wayfinding signs

Extend sidewalks to Millgate and Mini Mart

More parking

Plenty of bike paths, parking tight but navigate sidewalks fine

Sidewalk to Millgate

Appendix E

Water and Sanitary Sewer Analysis



Building a Better World
for All of Us®

MEMORANDUM

TO: Village of Rochester

FROM: Randy Sanford, P.E. (WI)
Eric Davenport

DATE: January 21, 2020

RE: Land Use Planning
Utility Analysis
ROCHV 150617

This memo is meant to serve as an update to our current Land Use Planning project as it relates to both municipal water and sanitary sewer expansion. The new Land Use Plan being developed by the Village includes a revised Planned Urban Service Area that could benefit from drinking water supply, and sanitary sewer services. Currently, the Village is not a municipal water utility, nor does it treat its own wastewater. Throughout this memo, we will go into detail as to how much additional water/wastewater demands the Village will incur as a result of their new Land Use Plan and the revised Planned Urban Service Area.

The analysis was performed to serve as a guidance for the Village, to inform a decision about how to approach these utility expansions. We have analyzed the existing and future water demands for the Village, and the neighboring municipal utility's capacity to handle these increases. The alternatives we have considered include establishing the Village of Rochester as a municipal water utility, connecting to neighboring municipal water utilities, as well as the effects of expanding existing sanitary sewer agreements with Western Racine County Sewerage District.

Water Demand: Existing and Future

Currently, the Village of Rochester does not provide drinking water to any of its residents, nor businesses in the Village. Everyone residing or working within the Village is operating off of their own private wells. Our team was tasked with determining water demand for an area that may serve as a site for future mixed-use developments located between STH 36, CTH D, and STH 20. You can find this triangular parcel outlined in Attachment 1.

In order to map out this future development area's water demand, our team utilized existing and future Land Use Plans to estimate the projected water usage. We broke down the acreages associated with each type of land use, and then used typical water use rates for each land use designation to retrieve average day demands for the Village. These results are in Attachment 2.

Our team also estimated the maximum day water demand for the Village. In order to make an accurate assessment, we evaluated nearby water utilities of similar size for comparison. We used the last 10 years of records from the Public Service Commission to weigh the ratio of utilities' average day demand to their maximum day demands. We then took an average of these ratios to estimate the Village of Rochester's maximum day demand. These results and our data are in Attachment 3.

Wastewater Utility/Sanitary Sewer

Currently the Village of Rochester does not have its own wastewater treatment facility. Wastewater from the Village is sent to the Western Racine County Sewerage District (WRCSD) in southern part of Rochester. WRCSD treats wastewater from several smaller communities, and in the case of Rochester, WRCSD performs all operation and maintenance of the collection system. The Superintendent of this Utility has been consulted regarding a potential increase in demand due to the new Land Use Plan. The Utility is aware of the future needs of the Village of Rochester, and explained that the Utility has had a similar conversation with the Village of Waterford. In response to the Village's anticipated future demand on the Utility, WRCSD has begun working with their consulting engineering firm to upgrade their wastewater facility to account for this future growth. This project also includes a new interceptor line that is proposed to run along the west side of State Trunk Highway 36 (STH 36). The process by which the Village of Rochester's future development area could connect to this new interceptor was also discussed. This process includes coordinating public hearings whereby WRCSD would accompany the Village when addressing the Southeastern Wisconsin Regional Planning Commission (SEWRPC), who is the governing body whose approval is needed. Their Superintendent also identified that their wastewater customers have already been notified of the ongoing project, and they are aware that they will be expected to contribute to the associated costs.

Municipal Water Utility

As previously mentioned, the Village of Rochester is not a municipal water utility. Their residents and business owners all operate off private wells. As part of our land use planning project, our team reviewed the Village's options for providing municipal water. According to our team's water demand analysis, the future development area's water demand is roughly between 0.13 – 0.33 MGD (million gallons per day). Below you will find the different options available to account for this water demand.

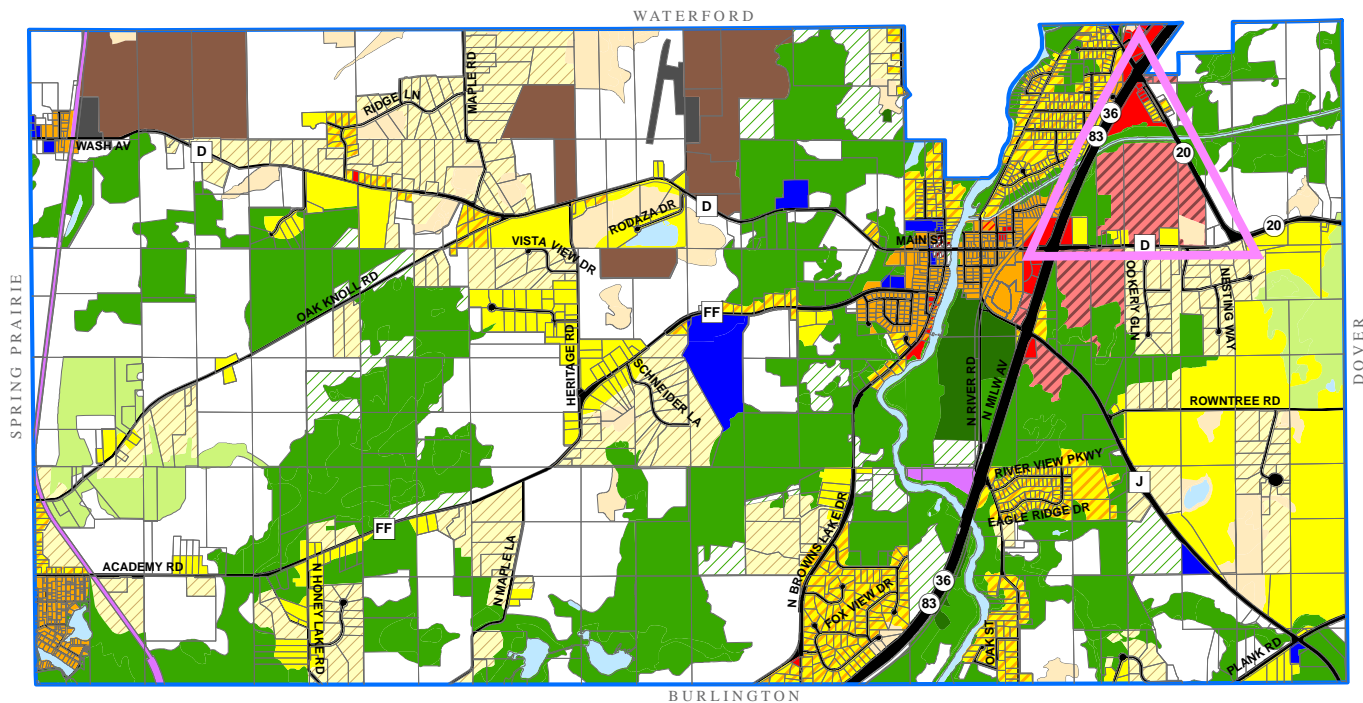
1. Do nothing. The Village could simply continue as is, and have their residents/business owners continue to operate private wells.
 - **Disadvantages:** This approach include the environmental and public health risks pertaining to poor water quality. Additionally the Village would miss an opportunity to actively encourage the development of the STH 36, STH 20, and CTH D area with higher intensity land uses that require/depend on municipal water and sewer infrastructure. Typically these higher intensity land uses include higher density residential or commercial/industrial developments with a larger number of jobs, customers, and assessed valuation. As these types of developments typically bring a higher assessed valuation, it provides a higher tax base for the Village.
 - **Advantages:** This option does not incur the upfront capital costs of establishing a municipal water utility.
2. Become a municipal water utility.
 - **Disadvantages:** This option would more than likely incur the largest capital investment of all these options.
 - **Advantages:** The upside is that the property values would increase, and the Village would recoup some costs by the rates charged to water utility customers. Lands served by the municipal water utility would also be more marketable for new development and would be assessed at a higher value, thereby growing the Village's tax base.
3. Connect to a neighboring municipal water utility. Most likely, the Village would become a wholesale customer of the water utility they are connecting to.
 - **Disadvantages:** Upfront capital costs would have to be incurred during the initial connection.

- Advantages: The Village would likely see increase property values and potential new development of lands newly served by the utility. The Village would also recuperate costs through rates charged to utility customers, as well as increased property tax revenues.
 - a. The Village of Waterford is perhaps the most viable option for the Village of Rochester's municipal water supply. We spoke with their Director of Public Works (DPW), and he explained that they are in the process of designing a new deep well to account for industrial development along STH 36. He mentioned that the Utility had offered water to the Village of Rochester prior to the new Casey's gas station development, but the talks did not go very far. He is still very open to talks, and can see the two Villages working together in the future. With this connection, the Village of Rochester and Waterford would have to come to an agreement on cost sharing and operations/maintenance. Rochester could either operate and maintain their portion of the system, or they could opt to have Waterford's Department of Public Works maintain their water distribution network.
 - b. The DPW for the City of Burlington was also contacted for information related to the Village of Rochester. However, our team was unable to get in touch for further comment.

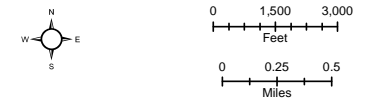
Recommendations:

1. Wastewater: Through our conversations and internal analysis, our team feels comfortable recommending that the Village of Rochester work with WRCSO to go through the proper channels of increasing their Sanitary Sewer Area, and connecting proposed developments to the STH 36 Interceptor. SEWRPC is the governing body, and regulatory guidance, design, and implementation to serve these new developments with sanitary sewer can be accomplished. A report presented by the Village's previous consultant outlines options available to this sector. Our team feels comfortable with this report's recommendation to connect to the 36-inch trunk sewer near CTH J, should WRCSO decide not to pursue a new interceptor along STH 36.
2. Water: Earlier in this report our team laid out the three options available to the Village of Rochester in order to provide future development areas with water. The three options discussed were to do nothing, become a municipal water utility, or to connect to a neighboring community's municipal water supply. After careful evaluation, our team is recommending the latter. As we list above, this option will allow the Village of Rochester to increase their revenue through property taxes and water billing from its customers. There are some associated costs (both upfront and continuing), however the Village will be able to recoup a significant amount of these costs through their increased revenue. The Village of Waterford has been forthcoming in their willingness to partner with the Village of Rochester, and we believe that the two Villages should discuss how they can move forward together.

ROCHESTER WISCONSIN YEAR 2050 LAND USE PLAN (DRAFT)



- VILLAGE BOUNDARY
 - PARCEL BOUNDARY
- ROCHESTER LAND USE PLAN 2050**
- RURAL DENSITY RESIDENTIAL AND AGRICULTURAL LAND (3 TO 30 ACRES PER DWELLING UNIT)
 - SUBURBAN RESIDENTIAL (1.5 TO 2.99 ACRES PER DWELLING UNIT)
 - LOW DENSITY RESIDENTIAL (19,000 SQUARE FEET TO 1.49 ACRES PER DWELLING UNIT)
 - MEDIUM DENSITY RESIDENTIAL (6,200 TO 18,999 SQUARE FEET PER DWELLING UNIT)
 - HIGH DENSITY RESIDENTIAL (LESS THAN 6,200 SQUARE FEET PER DWELLING UNIT)
 - COMMERCIAL
 - MIXED-USE DISTRICT
 - DOWNTOWN MIXED-USE DISTRICT
 - INDUSTRIAL
 - TRANSPORTATION, COMMUNICATION, AND UTILITIES
 - STREETS AND HIGHWAYS
 - GOVERNMENTAL AND INSTITUTIONAL
 - AGRICULTURAL LAND
 - EXTRACTIVE
 - RECREATIONAL
 - PRIMARY ENVIRONMENTAL CORRIDOR
 - SECONDARY ENVIRONMENTAL CORRIDOR
 - ISOLATED NATURAL RESOURCE AREA
 - OTHER PUBLIC OPEN SPACE
 - SURFACE WATER



**FUTURE LAND USE
DRAFT
2050 Plan
Village of Rochester
Racine County, WI**

MAPPING ASSISTANCE
AND DATA BY:
Short Elliott Hendrickson, Inc.
Racine County
Updated 3/5/2020

Attachment 2 - Water Demands Based on Land Use Designation

Land Use	Acres	GPCD			Demand Rate (GPM/ACRE)		Demand Added (GPM)	
		Demand	Avg Day	Max Day	Avg Day	Max Day	Avg Day	Max Day
AGRICULTURAL LAND	7.72	0.00	0.00	0.00	0.00	0.00	0.00	
COMMERCIAL	17.75	1000.00	0.69	1.70	12.32	30.20		
ISOLATED NATURAL RESOURCE AREA	8.05	0.00	0.00	0.00	0.00	0.00		
LOW DENSITY RESIDENTIAL (19,000 SQUARE FEET TO 1.49 ACRES PER DWELLING UNIT)	4.38	0.00	0.00	0.00	0.00	0.00		
MIXED-USE DISTRICT	111.30	1000.00	0.69	1.70	77.29	189.36		
PRIMARY ENVIRONMENTAL CORRIDOR	36.23	0.00	0.00	0.00	0.00	0.00		
STREETS AND HIGHWAYS	1.24	0.00	0.00	0.00	0.00	0.00		
SUBURBAN RESIDENTIAL (1.5 TO 2.99 ACRES PER DWELLING UNIT)	13.03	85.00	0.06	0.14	0.77	1.88		
SURFACE WATER	3.23	0.00	0.00	0.00	0.00	0.00		
TOTAL	202.93							
					MGD	0.130155	0.31888	

Average Day Demand calculated using typical water usage per land use designation. Maximum Day Demand was calculated by multiplying Average Day Demand by 2.45. Attachment 3 displays how we came to 2.45 for our ratio by using neighboring municipal water utility water demand data.

Attachment 3 - Historical Data from Nearby Municipal Water Utilities:
 Maximum Day Demand : Average Day Demand Ratios

Year	Pleasant Prairie	Racine	Union Grove	Bristol	Waterford	
2007	2.78	1.56	1.99	1.36	1.74	
2008	2.18	1.62	2.81	2.49	1.66	
2009	3.85	1.48	2.42	1.76	2.13	
2010	3.14	1.49	2.13	1.96	1.82	
2011	2.90	1.68	5.86	2.00	1.61	
2012	2.30	1.86	1.75	1.74	1.79	
2013	2.29	1.77	1.69	1.62	1.41	
2014	2.28	1.86	1.81	2.77	2.00	
2015	2.22	1.59	2.20	1.56	1.55	
2016	2.06	1.68	1.80	1.56	2.15	
2017	1.99	1.59	1.88	1.57	1.56	
2018	2.19	1.59	2.13	1.46	2.25	Average
90th Percentile	3.11	1.85	2.78	2.44	2.14	2.45
Average	2.52	1.65	2.37	1.82	1.81	

The average of 2.45 was used to determine Maximum Day Demand from our calculated Average Day Demand

Appendix F

Public Open House Results

Village of Rochester, WI

2050 Land Use Plan Update

Public Open House Comments & Exercise Results

March 11, 2020



Contents

- Boards
Displayed at
Open House
 - Vision & Values
 - Goals, Objectives,
and Policies

Public Open House



Village of Rochester
Land Use Plan Update

Village of Rochester Land Use Plan Update
Rochester Village Hall
300 West Spring Street, Rochester, WI 53167

March 11, 2020, 6pm – 8pm



- Written Public Comments
- Locate It Mapping
Exercise Results
- Pictures
- Sign-In Sheet



Rochester's Values and Vision

Village of Rochester
Racine County, Wisconsin



The Village of Rochester's core community values explain the basis for our vision.

- We value and will protect our agricultural economy and rural sense of place.
- We value our natural resources including environmental corridors, wildlife areas, rivers and forests.
- Active recreation is important to our community and our parks, trails, and the Fox River provides many opportunities to participate in diverse recreational activities.
- We cherish our charming and historic downtown because our local businesses, history and culture is important to us.
- We have a strong sense of community comprised of neighbors we know and trust.
- Our employers and businesses provide valuable services to our community and contribute to the economic success of our Village.
- Our community lies in a unique location which makes it accessible to regional job markets and local farming opportunities.
- As we plan for our future, we value sustainable growth and the investment in quality infrastructure to support our residents and businesses.
- We are proud of our small and connected community.

Our vision for Rochester in 2050 is rooted in these values and our desire to plan for Rochester's future. Our vision statement is:

In 2050, we envision the Village of Rochester as an engaged community that embraces its rural and regionally connected character, supports its local businesses and is welcoming to new employers and community members who are attracted by our charming and historic downtown, our proximity to regional markets and our agricultural base. We envision an active community that participates in the wide-range of recreational opportunities provided by the Fox River, our trails, parks and natural wildlife areas. We celebrate and are proud of who we are as a community and our decisions to provide sustainable infrastructure and a way of life for our citizens and businesses.



Goals, Objectives, and Policies



The Village of Rochester has identified a number of goals, objectives, and policies that when implemented together will help achieve Rochester's community vision for 2050. These goals, objectives, and policies will help guide accomplishments and priorities for future investment both for publicly maintained local systems and for property owners who will invest in and change Rochester's landscape over time.

Goals are general statements of desired outcomes of the community or what is to be achieved. Objectives are more specific and are a subset of goals, providing measurable strategies towards achieving a goal. Policies are operational actions that a community will undertake to meet the goals and objectives.

Goal: Periodically update and maintain Rochester's Land Use Plan so that it is reflective of community values and identifies existing areas for growth and redevelopment.

Objectives:

1. Guide future growth in a manner that preserves and enhances the quality of life and character of Rochester.
2. Promote the coordination between land use and housing design that supports a range of transportation choices.
3. Continue to maintain our transportation infrastructure that is well-connected to Racine County.
4. Continue to evaluate and support municipal infrastructure expansions that serve new development, allowing planned new development that grows the Village tax base.
5. Ensure new developments are compatible with surrounding land uses.

Policies:

1. Review and update the Land Use Plan annually including any zoning changes or text amendments.
2. Review the Village's Official Map and identify changes that may be necessary to achieve this Land Use Plan's goals, objectives, and policies, and initiate amendments as necessary.
3. Continue to encourage public participation that provides equity and fairness to landowners and other stakeholders, balanced with responsible land use.
4. Continue to strengthen connections to regional neighbors and economy.

Goal: Preserve productive farmland for continued agricultural use.

Objectives:

1. Support Rochester's agricultural economy and the preservation of productive farmlands.

Policies:

1. Discourage the rezoning of land zoned for exclusive agriculture uses.

Goal: Promote the protection and enhancement of the Fox River and other natural amenities within the Village.

Objectives:

1. Ensure new development is guided to protect investments from flood hazards.
2. Encourage environmentally sensitive development to minimize negative impacts on the environment including water and soil integrity.

Policies:

1. Continue to provide access, facilities, and unique opportunities for recreational activities along the Fox River for community members and visitors.
2. Review existing trail and sidewalk networks and develop a medium-range plan for connecting bicycle and pedestrian linkages to parks and other Village destinations.
3. Support long-range planning which factors into consideration changes in local and regional climate conditions.

Goal: Strengthen Rochester's downtown as a vibrant place and community gathering space.

Objectives:

1. Encourage the co-location of businesses in the downtown.
2. Encourage the use of historic tax credits.

Policies:

1. Review the zoning code to ensure regulations encourage downtown reinvestment with mixed land uses and property upkeep.
2. Consider policies and programs that encourage a live-work environment.
3. Consider development of a downtown and Fox River Master Plan.
4. Develop programming for Rochester's downtown and Pioneer Park along the Fox River that emphasizes uses and activities for all ages.

Goal: Maximize expansion of existing water and sanitary sewer infrastructure to highly accessible locations that will provide an economic and social benefit to the community and its tax base.

Objectives:

1. Continue to work cooperatively with the City of Burlington and Village of Waterford to explore the expansion of regional water and sanitary sewer services and to evaluate physical, financial, and political constraints.

Policies:

1. Work closely with the City of Burlington and Village of Waterford to ensure adequate capacity is available where new development will benefit.
2. Update, maintain, and follow a Capital Improvements Plan to ensure long-range financial planning for anticipated public improvements.

Goal: Encourage cluster developments and other land division tools to meet the minimum 3-acre density goals/requirements for the Rural Density Residential and Agricultural Land Use Category and keep a larger amount of undeveloped land as open space/green space/park/environmental corridor to connect a green space network to reduce the amount of mowed lawns in neighborhoods.

Objectives:

1. Consider land regulation tools such as conservation easements and public or neighborhood maintained parks.

Policies:

1. Encourage new developments to be planned on a larger scale to keep environmental corridors connected for wildlife, flora, fauna, and human recreation/trail network.
2. Prioritize infill and/or redevelopment of blighted properties within the core of the village.

Goal: Maintain Rochester's high quality of life as a safe, friendly, and engaged community that embraces its rural and regionally connected character.

Objectives:

1. Maintain the quality of Rochester's air, water, and natural resources.
2. Maintain the village as a safe community where neighbors know each other.
3. Provide an adequate and efficient level of governmental services and facilities to Village residents.
4. Provide adequate police and fire protection and emergency services to all areas of the Village.
5. Promote health and medical facilities and social services to meet the needs of all residents.
6. Promote opportunities for active recreation within Rochester's robust natural environment.

Policies:

1. Evaluate and prioritize upcoming Village needs and necessary infrastructure improvements.
2. Village Board should review and consider regulating leaf burning and creating a compost area.
3. Continue to support routine Sherriff patrol and regular communications between Racine County Sherriff's Department and the Village Board.

Goal: Work to ensure current local employers remain viable and competitive in Rochester.

Objectives:

1. Promote regional conglomeration of local businesses. Market availability of sites to critical support or service chain businesses.
2. Work with local businesses to proactively support their expansion potentials.

Policies:

1. Continue to foster an atmosphere that encourages and supports local business start-ups and entrepreneurial activity.
2. Work with local Rochester organizations, including churches and non-profits, to organize events and make available otherwise underutilized facilities to small businesses for entrepreneurship.
3. Continue to work closely with Racine County Economic Development Corporation to promote business development in Rochester that aligns with the Village's vision for 2050.

Written Public Comments

comment on the Rochester Land Use Plan

Goal: Preserve productive farmland for continued agricultural use

Comment: I am glad for this Goal in the land use plan

Comment: I am glad for this Goal in the land use plan

Objectives: Support Rochester's agricultural economy and the preservation of productive farmlands.

Policies:

1. Discourage the rezoning of land zoned for exclusive agricultural uses.

Comment:

This one policy statement alone has little effective value toward achieving the goal of preserving productive farmland.

If this goal is serious, (It is in the vision statement), **policies need to be included which have some means of achieving the Goal.**

Last I knew there was just one farm that had A-1 exclusive ag zoning in Rochester so the one policy statement is limited at best.

Most of the agricultural land in Rochester is zoned A-2 which allows significant development of residential units as well as agricultural use.

How will farmland that is zoned A-2 be preserved/maintained when there is desire/pressure to build residential units on it?

The Land Use plan, to have substance, needs a deeper consideration of how people will be encouraged to preserve productive farmland and discouraged from building residential units on agricultural land. Residential units on ag land effectively destroy the agricultural use of the land forever and so are not compatible with this Goal.

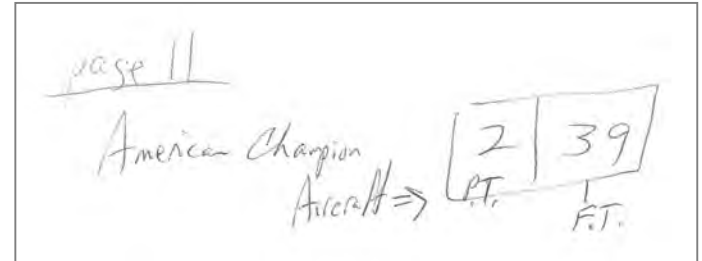
This question of how to preserve agricultural land and also allow for "sustainable" growth seems a major issue in a Land Use Plan.

Different tools and methods have been tried:

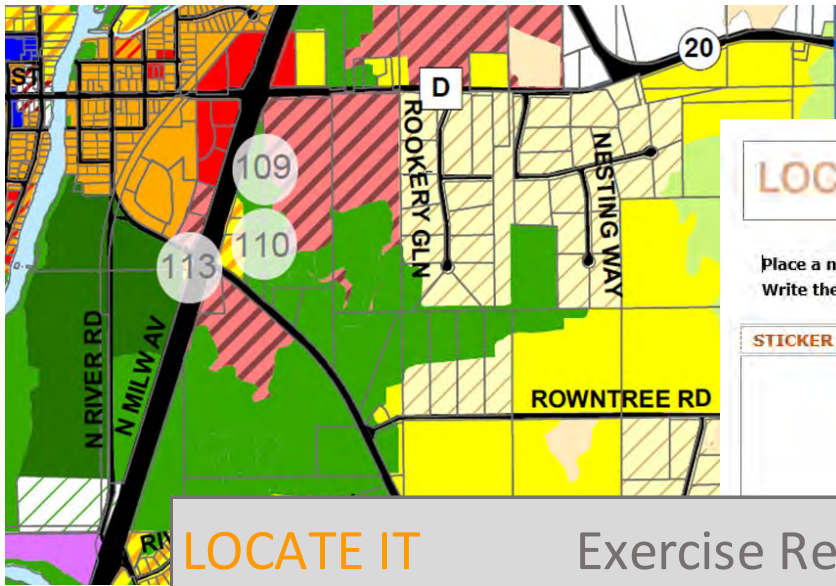
More exclusive Ag zoning, Conservation easements, average density calculations and cluster building, etc. Nothing has been ideal or easy. Perhaps there are new approaches to be included.

Without some policies under the goal of preservation of agricultural land, I fear the Goal will be unattainable.

Bob Willard



Locate It Mapping Exercise Results



LOCATE IT Land Use Map Comments

Place a numbered sticker on the map to identify areas you have comments about.
Write the sticker number in the box and your comment in the adjacent space.

STICKER NUMBER	COMMENT

LOCATE IT Exercise Results

Sticker Number	Public Comment	SEH Action Item
109	Environmental corridors seem to expand too far in this location.	Review current GIS data & ensure mapping on Land Use Map aligns; current environmental corridor in this area matches with the 2035 map.
110	Parcel lines seem off in this area.	Review County GIS parcel lines & ensure Land Use Map reflects current boundaries.
113	This is a very dangerous intersection.	Suggest language to be incorporated into the Land Use Plan to address this intersection.

Pictures



Sign-In Sheet



Land Use Plan Update
Public Involvement Meeting
Village of Rochester, Racine County, WI



DATE:	TIME:	LOCATION:	PURPOSE:
3/11/2020	6:00 PM- 8:00 PM	Rochester Village Hall, 300 West Spring Street, Rochester, WI 53167	Public Open House

ATTENDANCE RECORD

NAME (Please Print)	ADDRESS	CITY/STATE/ZIP CODE	PHONE NUMBER	EMAIL
Pete Grant	2700 N. River Rd.	Watford, WI 53185	858-335-7321	pete.grant@gmail.com
Tranck Guy			262-307-5636	Tguy@hotmail.com
Russ Kumbier	500 Ryan Ave	Burlington 53185	262-210-7299	r.k.kumbier
KEN DAHLSTROM	1301 N. ENGLISH SETTLEMENT AVE	BURLINGTON 53105	262-534-2346	KRDAHLSTROM@TDS.NET
Nick + Amy Kohn	2768 Fox Run Drive	Watford 53185	651-729-0465	Nick.Kohn@mlc.com
Tom Hwee	7511 TICHMAN	WARREND 53185	262-945-1015	thwee@wi.rr.com
KEN SCHMIDT	507 MARK RANCH ROAD	BURLINGTON 53105	262-534-4265	kenskmidt@tds.net
Leslie Kinsey	3107 WASHINGTON AVE	Burlington 53105	262-492-2447	LSKinsey@gmail.com
STEVE KNURK	33253 OAK KNOLL RD.	BURLINGTON 53105	262-470-4098	sknurk@wi.rr.com
Mary Pat + LARRY PAULSKAVEN	1531 N. English Settlement	Burlington 53105	262-514-2418	Larrynp@yaho.com
Amy Biesindy	32229 Academy Rd	Burlington 53105	262-206-7474	ajbiesindy@Gmail.com
Bill Czajka	409 E. Main St	" "	262-210-0068	Czajka@TDS.net
Carl Czajka	" " "	" "	262-210-1393	" " "
SCHEMPT HAMILTON	404 WADE ST	Rochester	534-2781	
DICK BOSWORTH	509 FOX KNOLL DR	WATFORD 53185	262-210-3706	DBOSWORTH59@GMAIL.COM
David + Diana Benavides	2930 Burna Park Road	Burlington, WI 53105	262-903-1504	dbenavides63@gmail.com



Appendix G

Adoption Documents

PLAN COMMISSION RESOLUTION NO. 2020- 1

**A RESOLUTION RECOMMENDING APPROVAL OF AN AMENDMENT TO
THE VILLAGE OF ROCHESTER'S LAND USE MAP AND MULTI-
JURISDICTIONAL COMPREHENSIVE PLAN FOR RACINE COUNTY: 2035
AS IT PERTAINS TO THE PROPOSED 2050 LAND USE PLAN**

The Village Plan Commission of the Village of Rochester, Racine County, Wisconsin resolves as follows:

WHEREAS, on June 17, 2009, the Village approved an ordinance adopting the Multi-Jurisdictional Comprehensive Plan for Racine County: 2035 as the Village's Comprehensive Plan which now constitutes the Village of Rochester's Comprehensive Plan pursuant to Wis. Stat. Section 66.0213(2); and

WHEREAS, the Village of Rochester is amending the existing Comprehensive Plan to take into consideration current community, economic, and land use trends, and Village infrastructure conditions and has developed the proposed "2050 Land Use Plan" which includes a recommended future Land Use Map, future development recommendations, and a revised Sanitary Sewer Service Area; and

WHEREAS, the Village Board will hold a duly noticed public hearing on the proposed amendment, following the procedures in Section 66.1001(4) of the *Wisconsin Statutes* and the public participation plan for the Land Use Plan amendment adopted by the Village Plan Commission and Village Board; and

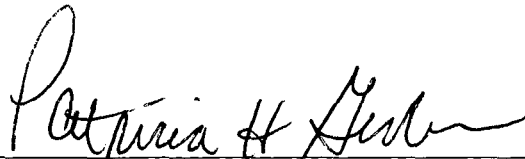
WHEREAS, the Plan Commission finds that the Comprehensive Plan, with the proposed amendment (the 2050 Land Use Plan), contains all of the required elements specified in Section 66.1001(2) of the *Wisconsin Statutes* and that the comprehensive plan, with the proposed amendment, is internally consistent.

NOW, THEREFORE, BE IT RESOLVED, that pursuant to Section 66.1001(4)(b) of the *Wisconsin Statutes*, the Village of Rochester Plan Commission hereby recommends approval of the above amendment to the Multi-Jurisdictional Comprehensive Plan for Racine County as it pertains to the Village of Rochester.

BE IT FURTHER RESOLVED that the Plan Commission does hereby recommend that the Village Board hold a public hearing and enact an Ordinance adopting the Comprehensive Plan amendment.

ADOPTED this 2nd day of June, 2020

Ayes 7 Noes 0 Absent 0



Patricia Gerber, Plan Commission Chairperson

ATTEST:



Lynn Spleas, Plan Commission Secretary

ORDINANCE NO. 2020-01

ORDINANCE TO ADOPT A COMPREHENSIVE PLAN AMENDMENT
FOR THE VILLAGE OF ROCHESTER PURSUANT TO APPLICABLE
WISCONSIN STATUTES

WHEREAS, the Village of Rochester has by ordinance established a Plan Commission for the Village of Rochester pursuant to Sections 61.35 and 62.23, Wisconsin Statutes; and

WHEREAS, the Village Plan Commission is empowered to recommend to the Village Board the adoption of a Comprehensive Plan for the physical development of the Village, pursuant to Sections 62.23(1), (2) and (3), and Section 66.1001 of the Wisconsin Statutes; and

WHEREAS, Section 62.23(2) and (3) of the Wisconsin Statutes provide that it is the duty of the Plan Commission to adopt a master plan for the physical development of the Village which, together with the accompanying maps, plats, charts, and descriptive and explanatory matter, shall show the Plan Commission's recommendations for such physical development; and

WHEREAS, Section 62.23(3)(a) of the Wisconsin Statutes provides that the master plan shall be made "with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development"; and

WHEREAS, in 1999, the Wisconsin Legislature enacted a comprehensive planning law, which is set forth in Section 66.1001 of the Wisconsin Statutes, that requires that master plans (which are referred to under Section 66.1001 as "comprehensive" plans; referred to herein as "comprehensive master plan") be completed and adopted by local governing bodies in order for a town, county, city, or village to enforce its zoning, subdivision, or official mapping ordinances; and

WHEREAS, Section 66.1001(2) of the Wisconsin Statutes sets forth specific requirements affecting the contents and procedures for adoption of a comprehensive master plan under Section 62.23(2) or (3) of the Wisconsin Statutes; and

WHEREAS, as of January 1, 2010, Sections 62.23(3)(b) and 66.1001(3) of the Wisconsin Statutes require, in part, that Villages engaging in any of the following actions take such actions in accordance with their comprehensive master plan:

- Official mapping established or amended under Section 62.23(6) of the Wisconsin Statutes;
- Local subdivision regulation under Section 236.45 or 236.46 of the Wisconsin Statutes;
- Zoning ordinances and shoreland zoning ordinances enacted or amended under Section 61.35, 62.23(7) and 61.351 of the Wisconsin Statutes and other laws; and

WHEREAS, the Village of Rochester intends to continue to engage in the foregoing activities and, therefore, desires to have a comprehensive master plan that fully complies with Sections 62.23 and 66.1001 of the Wisconsin Statutes; and

WHEREAS, on June 17, 2009, the Village approved an ordinance adopting the Multi-Jurisdictional Comprehensive Plan for Racine County: 2035 as the Village's Comprehensive Plan which now constitutes the Village of Rochester's Comprehensive Plan pursuant to Wis. Stat. Section 66.0213(2) and other laws; and

WHEREAS, the Village of Rochester is amending the existing Comprehensive Plan to take into consideration current community, economic, and land use trends, and Village infrastructure conditions and has developed the proposed "2050 Land Use Plan" which includes a recommended future Land Use Map, future development recommendations, and a revised Sanitary Sewer Service Area; and

WHEREAS, the Village of Rochester engaged the services of the consulting firm Short Elliott Hendrickson, Inc., to assist in the preparation of a comprehensive master plan amendment for the Village of Rochester; and

WHEREAS, the Village Board adopted written procedures designed to foster public participation in every stage of the preparation of amendments to the comprehensive master plan for the Village of Rochester, which included provisions for wide distribution of the proposed elements of the Comprehensive Plan, and provided an opportunity for oral and written comments to be received from the public and for the Village to respond to such comments; and such procedures have been followed in consideration of this matter; and

WHEREAS, the Plan Commission, in conjunction with its consultant and Village Staff, has prepared the Comprehensive Plan amendment attached hereto and incorporated herein by reference as Exhibit A, which complies with the requirements of Sections 62.23 and 66.1001 of the Wisconsin Statutes; and

WHEREAS, on or about June 2, 2020, the Village of Rochester Plan Commission recommended the Comprehensive Plan attached hereto to the Village Board, by Resolution adopted by a majority vote of the entire Plan Commission of the Village of Rochester; and

WHEREAS, on or about July 13, 2020, the Village Board of Trustees held a public hearing to consider public comments regarding adoption of the Comprehensive Plan, following due notice being provided in compliance with the requirements of Wisconsin Statutes Sections 66.1001(4)(b), 66.1001(4)(c), 66.1001(4)(d), 66.1001(4)(e) and 66.1001(4)(f); and

WHEREAS, pursuant to the public participation plan adopted by the Village Board, the Village Board has allowed public comments to be submitted in writing prior to the public hearing; and

WHEREAS, the Village Board for the Village of Rochester, having carefully reviewed the recommendation of the Village Plan Commission, having considered all public comments received, having determined that all procedural requirements and notice requirements have been satisfied, having given the matter due consideration, including consideration of the plan components related to issues and opportunities, housing, transportation, utilities and community facilities, agricultural, natural and cultural resources, economic development, intergovernmental cooperation, land use, and implementation, has determined that the comprehensive plan will serve the general purposes of guiding and accomplishing a coordinated, adjusted and harmonious development of the Village of Rochester which will, in accordance with existing and

future needs, best promote public health, safety, morals, order, convenience, prosperity and the general welfare, as well as efficiency and economy in the process of development.

NOW, THEREFORE, the Village Board of the Trustees of the Village of Rochester, Racine County, Wisconsin by a majority vote of the members-elect of the Village Board, do hereby ordain as follows:

SECTION 1: The Village of Rochester Comprehensive Plan amendment attached hereto and incorporated herein as Exhibit A is hereby adopted.

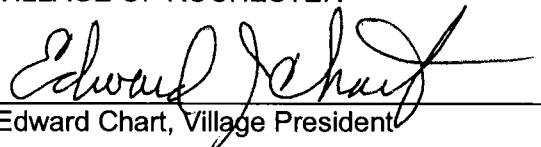
SECTION 2: Filing. The Village Clerk is directed to provide a copy of this ordinance and a copy of the Village of Rochester Comprehensive Plan that is hereby adopted to the persons and entities described in Wisconsin Statutes Section 66.1001(4)(b), as required by Wisconsin Statutes Section 66.1001(4)(c).

SECTION 3: Severability. The several sections and portions of this ordinance are declared to be severable. If any section or portion thereof shall be declared by a court of competent jurisdiction to be invalid, unlawful or unenforceable, such decision shall apply to the specific section or portion thereof directly specified in the decision, and shall not affect the validity of any other provisions, sections or portions thereof of the ordinance. The remainder of the ordinance shall remain in full force and effect. Any other ordinances whose terms are in conflict with the provisions of this ordinance are hereby repealed as to those terms that conflict.

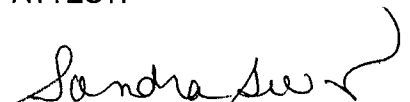
SECTION 4: Effective date. This ordinance shall be in full force and effect from and after its passage and posting or publication as provided by law.

ADOPTED THIS 13 day of July, 2020.

BY THE VILLAGE BOARD,
VILLAGE OF ROCHESTER


Edward Chart, Village President

ATTEST:


Sandra J. Swan, Village Clerk

Published and/or posted this 21st day of July, 2020.

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Building a Better World for All of Us[®]

Sustainable buildings, sound infrastructure, safe transportation systems, clean water, renewable energy and a balanced environment. Building a Better World for All of Us communicates a company-wide commitment to act in the best interests of our clients and the world around us.

We're confident in our ability to balance these requirements.

Join Our Social Communities

