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## 1.0 ISSUES AND OPPORTUNITIES

### 1.1 CHAPTER SUMMARY

The purpose of this section is to provide basic background information for the comprehensive planning process and general demographic characteristics for the Town of Bloomington. More specifically this section includes information from the community survey and visioning sessions, community profile and projection data including population trends, age distribution, and population projections.

### 1.2 GOALS, OBJECTIVES, POLICY AND PROGRAM RECOMMENDATIONS

The following are the Issues and Opportunities goals, objectives, policy, and program recommendations for Bloomington. The essence of these recommendations is reflected throughout the entire document.

1. **Protect and improve the health, safety, and welfare of residents in the Town of Bloomington.**
2. **Preserve and enhance the quality of life for the residents of the Town of Bloomington.**
3. **Protect and preserve the community character of the Town of Bloomington.**

Note: The above policy recommendations are further explained in other elements of this comprehensive plan. This section provides background information and overall direction. For example, the above recommendations may be carried out by implementing recommendations in other sections such as housing, economic development, and transportation.

**Wisconsin State Statute 66.1001(2)(a)**

**(a) Issues and Opportunities**

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

### 1.3 COMMUNITY VISION

A vision statement identifies both where a community intends to be in the future and how to meet the future needs of stakeholders: its citizens. The vision statement incorporates the community's shared understanding of its nature and purpose and uses this understanding to move together towards a greater purpose. SWWRPC, in conjunction with UWEX-Grant County, sponsored visioning sessions for each jurisdiction in the autumn of 2007. The Town Planning Commission utilized the visioning information from these sessions to create their formal vision statement:

*The Town of Bloomington is primarily an agriculture-focused environment with a strong rural heritage. As stewards of the land and that heritage, the Town government intends to maintain the area's emphasis on family farming and a clean environment, while encouraging diverse housing and business opportunities in a planned way.*

*Key areas of focus are*

- *Air and water quality (control of odors, airborne materials, water usage, and run-off)*
- *Preservation of agricultural land*
- *Management of the introduction, size and location of operations related to commercial and industrial activity, confinement farming, energy generation, and mining*
- *Recognition and protection of areas of natural beauty (i.e. Mississippi River and trout streams)*
- *Provision of quality services*

**1.4 BACKGROUND AND PLANNING AREA**

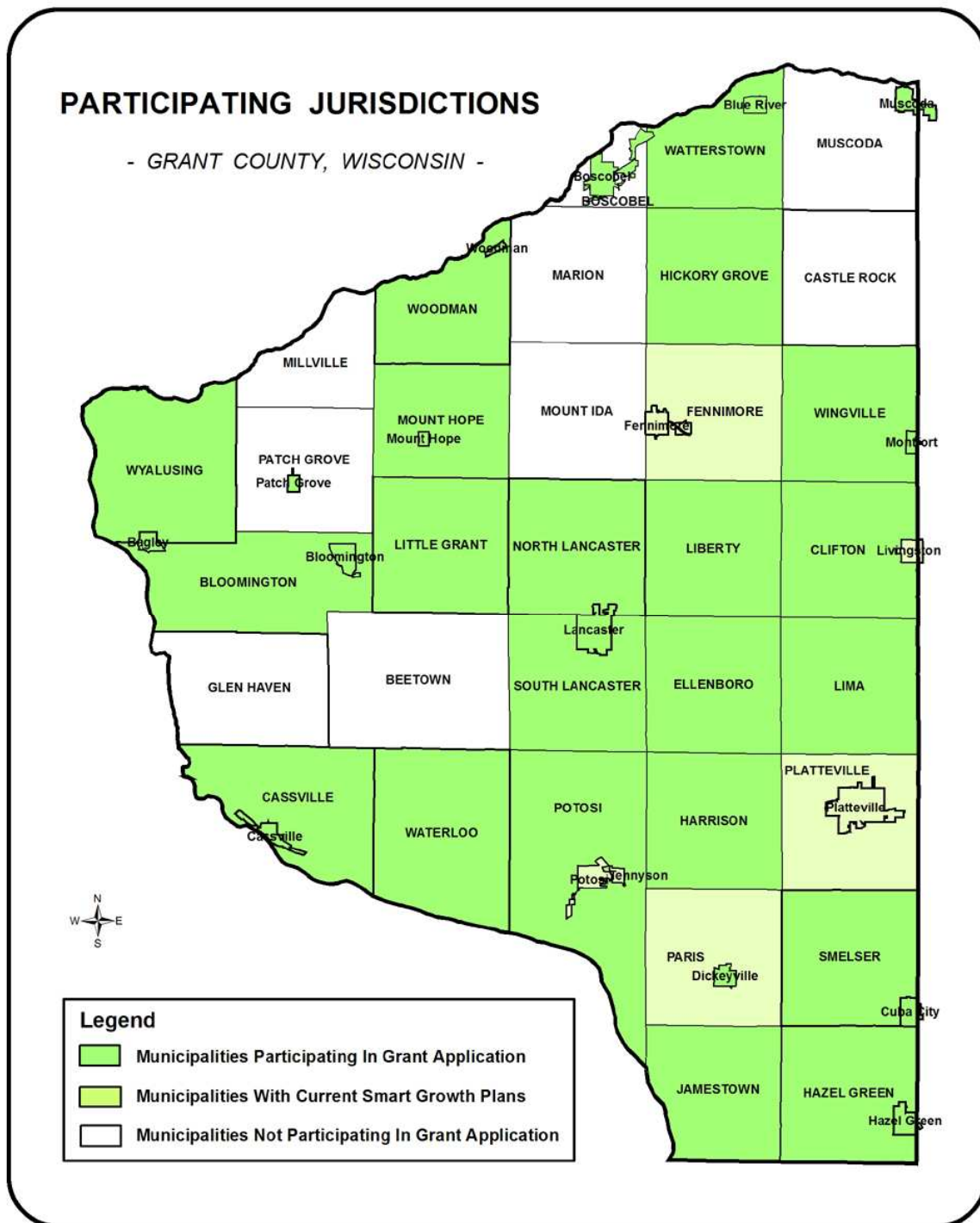
Under the Comprehensive Planning legislation, adopted by the state in October of 1999, beginning on January 1 2010, if a local governmental unit engages in any of the actions listed below, those actions shall be consistent with that local governmental unit’s comprehensive plan.

- Official Mapping
- Local Subdivision Regulations
- County, Town, Village or City zoning Ordinances
- Zoning of Shorelands or Wetlands in Shorelands

Comprehensive plans are a blueprint for how a community will develop and grow. Their purpose is to provide communities with information and policies that they shall use in the future to guide planning and community decisions. The Comprehensive Plan includes nine elements: Issues and Opportunities, Utilities and Community Facilities, Agriculture/Natural/Cultural Resources, Housing, Transportation, Economic Development, Intergovernmental Cooperation, Land Use, and Implementation. In addition, the Comprehensive Planning legislation establishes fourteen planning goals to guide planning efforts. The fourteen goals, along with other planning policies and objectives created during the planning process, appear throughout each chapter in this document.

Grant County, together with thirty-six (36) jurisdictions, including the Town of Bloomington, applied for a Comprehensive Planning Grant through the Wisconsin Department of Administration in the fall of 2006. In the spring of 2007, the thirty-month Comprehensive Planning Grant was awarded. Grant County and the jurisdictions within it contracted with the Southwestern Wisconsin Regional Planning Commission (SWWRPC) to complete individual comprehensive plans for each of the forty jurisdictions (Grant County, Cities, Towns, and Villages) in accordance with Wisconsin Statutes 66.1001. The only jurisdictions in Grant County that did not participate under the multi-jurisdiction grant were the towns of Beetown, Boscobel, Castle Rock, Fennimore, Glen Haven, Marion, Millville, Mount Ida, Muscoda, Paris, Patch Grove, and Platteville, the villages of Livingston, Potosi, and Tennyson, and the cities of Fennimore and Platteville. These jurisdictions either chose to complete their comprehensive plans using other resources or had already done so. The following is a list of all of the jurisdictions participating under the grant.

Grant County	Village of Bagley Village of Bloomington Village of Blue River Village of Cassville Village of Dickeyville Village of Hazel Green Village of Montfort Village of Mount Hope Village of Muscoda Village of Patch Grove Village of Woodman	Town of Mount Hope Town of North Lancaster Town of Potosi Town of Smelsor Town of South Lancaster Town of Waterloo Town of Watterstown Town of Wingville Town of Woodman Town of Wyalusing
	Town of Bloomington Town of Cassville Town of Clifton Town of Ellenboro Town of Harrison Town of Hazel Green Town of Hickory Grove Town of Jamestown Town of Liberty Town of Lima Town of Little Grant	City of Boscobel City of Cuba City City of Lancaster



According to state statute, Class 4 municipalities have extraterritorial jurisdiction to the area 1.5 miles outside of the corporate limits. During the course of this plan, this area shall be considered as part of the planning area. Conversely, the extraterritorial area will also be considered as part of the planning area for jurisdictions that border municipalities. The inclusion of the extraterritorial area in two separate plans underscores the importance of these lands and the importance of intergovernmental cooperation (see Chapter 8, Land Use). The purpose of the extraterritorial zone is essentially one of coordination with adjoining communities in an effort to anticipate and mitigate any impacts stemming from the development in that area.

**1.4.1 ROLES AND RESPONSIBILITIES**

The following indicates the roles and responsibilities of each entity involved in the comprehensive planning process.

- **Southwest Wisconsin Regional Planning Commission (SWWRPC)**
  - a. Provide staff services and project management for process.
  - b. Produce written plans and supplementary documents.
  - c. Plan, coordinate, and staff joint-jurisdictional meetings.
  
- **UW-Extension, Grant County**
  - a. Assist in developing and coordinating public participation plan, press releases, survey, visioning and education processes.
  
- **Grant County Zoning and Land Use Department**
  - a. Provide information, direction, and feedback to SWWRPC on process and plan development.
  
- **Town, Village, and City Planning Commissions**
  - a. Provide feedback and direction to SWWRPC in developing plan policies, information, and implementation measures.
  - b. Hold meetings to discuss comprehensive planning issues.
  - c. Develop comprehensive plan and recommend it to the governing body for adoption.
  - d. Represent the jurisdiction at joint-jurisdictional planning meetings.
  
- **County Zoning and Land Use Committee**
  - a. Provide feedback and direction to SWWRPC in developing the plan information, policies, and implementation measures.
  - b. Hold meetings to discuss comprehensive planning issues.
  - c. Develop comprehensive plan and recommend it to the governing body for adoption.
  - d. Represent the jurisdiction at joint-jurisdictional planning meetings.
  
- **Town, Village, City, and County Boards**
  - a. Appoint plan commission members.
  - b. Provide funds for the process.
  - c. Provide notice for and hold local meetings and hearings for the adoption of the plan and implementation measures via ordinance.

**1.5 PUBLIC PARTICIPATION PLAN**

As part of the Comprehensive Planning legislation, every community must develop a public participation plan at the beginning of the planning process. The Town of Bloomington Planning Commission has developed guidelines for involving the public as part of the requirements of the Comprehensive Planning Process (Section 66.1001(4)(a), Stats.). The goal of a public participation plan is to promote awareness of the planning process, to keep the public informed and educated, and to obtain input and participation from the public in order to create a plan, which reflects the vision and goals of the community.

Southwest Wisconsin Regional Planning Commission (SWWRPC) and UW-Extension were involved in a variety of outreach activities throughout the planning process. SWWRPC conducted informational meetings on each of the elements throughout the planning process. The variety of outreach methods either SWWRPC or UW-Extension used to publish the dates, times, and locations of informational meetings are listed below under the appropriate organization.

<b>SWWRPC</b>
<ul style="list-style-type: none"> <li>• Survey</li> </ul>
<b>UW-Extension</b>
<ul style="list-style-type: none"> <li>• UW- Extension Newsletter</li> <li>• UW-Extension Webpage</li> <li>• Press releases to appropriate news mediums for SWWRPC sponsored meetings.</li> </ul>

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The Planning Committee will use the following methods as ways for public participation throughout the planning process:

*1. Post agendas and meeting minutes in the local newspaper one week prior to meeting.*

Both community planning meetings and SWWRPC facilitated meetings served as the methods for public participation throughout the entire Town of Bloomington Comprehensive Planning Process. Methods of public participation used to notify the primary audiences are listed above along with any other community members including property owners and persons with a vested or leasehold interest in property allowing the extraction of nonmetallic mineral resources in which the intensity or use of the property may be changed by the comprehensive plan. The success of the public participation plan is measured by the extent to which progress has been made towards the achievement of this plan's goals.

During the implementation phase of the project, the Planning Commission adopts, by majority vote, a resolution that formally recommends the adoption of the comprehensive plan (and any future plan amendments) to the Town Board. CD copies of the recommended and adopted plan will be sent to the clerks of the towns of Patch Grove, Little Grant, Beetown, Glen Haven, Wyalusing, the villages of Bagley and Bloomington, Grant County, and the River Ridge School District Administrator (Section 66.1001(4)(b), Stats.) In addition, a CD and a paper copy of the plan will be sent to the Wisconsin Department of Administration and to the Public Library serving the jurisdiction. Paper copies will also go to the Planning Commission, Town Board, and Town Clerk.

In order to comply with Act 307 regarding nonmetallic mining, the Town of Bloomington will also send a copy of the plan, per a written request, to any operator who has applied for or obtained a nonmetallic reclamation permit; a person who has registered a marketable nonmetallic mineral deposit; and any other property owner or leaseholder who has an interest in property allowing the extraction of nonmetallic mineral resources.

Prior to adopting the plan, the Town of Bloomington Board will hold at least one public hearing to discuss the recommended plan (Section 66.1001(4)(d), Stats.) and provide an opportunity for written comments by the public and respond to such comments through review and discussion at a Town Board meeting. At least 30 days prior to the hearing, a Class 1 notice will be published that contains, at a minimum, the following:

- The date, time and location of the hearing
- A summary of the proposed plan or plan amendment
- The local government staff that can be contacted for additional information
- Where to inspect and how to obtain a copy of the proposal before the hearing

The Town Board, by a majority vote, shall enact the ordinance adopting the recommended plan (Section 66.1001(4)(c), Stats.). The adopted plan and ordinance shall be distributed to the aforementioned parties in Section 66.1001(4)(b), Stats. The plan shall contain all nine elements identified in Section 66.1001(2), Stats. If the Town Board asks the Planning Commission to revise the recommended plan, it is not mandatory that these revisions be sent to the distribution list. However, in the spirit of public participation and intergovernmental cooperation, revisions constituting a substantial change to the recommended plan may be sent to the distribution list.

## **1.6 COMMUNITY SURVEY**

In the fall of 2007, the staff from SWWRPC distributed a countywide survey to all property owners in Grant County. The purpose of the survey was to provide participating planning commissions with community feedback regarding key elements in the comprehensive plan. A total of 16,491 surveys were sent to property owners in Grant County. The University of Wisconsin River Falls (UWRF) Survey Research Center was responsible for tabulating and analyzing the survey responses. (See Issues and Opportunities Chapter Attachments for your jurisdiction's survey results.)

### 1.7 COMMUNITY PROFILE AND PROJECTION

The following displays the population statistics and projections that were prepared as part of the requirements of the Comprehensive Planning legislation. Other demographic data and statistics, such as employment characteristics, are in their corresponding chapters.

Table 1.1 Population Statistics (Source: DP-1,DP-2. 2000 U.S. Census)

Population	Town of Bloomington Number	Town of Bloomington Percent	Grant County Number	Grant County Percent	Wisconsin Number	Wisconsin Percent
Total Population (1970)	552	100.0%	48,398	100.0%	4,417,933	100.0%
Total Population (1980)	567	100.0%	51,736	100.0%	4,705,767	100.0%
Total Population (1990)	364	100.0%	49,264	100.0%	4,891,769	100.0%
Total Population (2000)	399	100.0%	49,597	100.0%	5,363,675	100.0%
<b>SEX AND AGE (2000)</b>						
Male	203	50.9%	25,164	50.7%	2,649,041	49.4
Female	196	49.1%	24,433	49.3%	2,714,634	50.6
Under 10 years	60	15.1%	5,738	11.6%	721,824	13.5%
10 to 19 years	93	23.3%	8,490	17.1%	810,269	15.1%
20 to 34 years	52	13.0%	9,995	20.2%	1,063,460	19.8%
35 to 44 years	51	18.8%	7,096	14.3%	875,522	16.3%
45 to 59 years	54	12.8%	8,533	17.2%	985,048	18.4%
60 to 74 years	49	12.3%	5,918	12.0%	560,306	10.4%
75+ years	19	4.8%	3,827	7.7%	347,246	6.5%
		100%		100.0%		100%
<b>Median Age (2000)</b>	<b>34.3</b>		<b>35.9</b>		<b>36.0</b>	

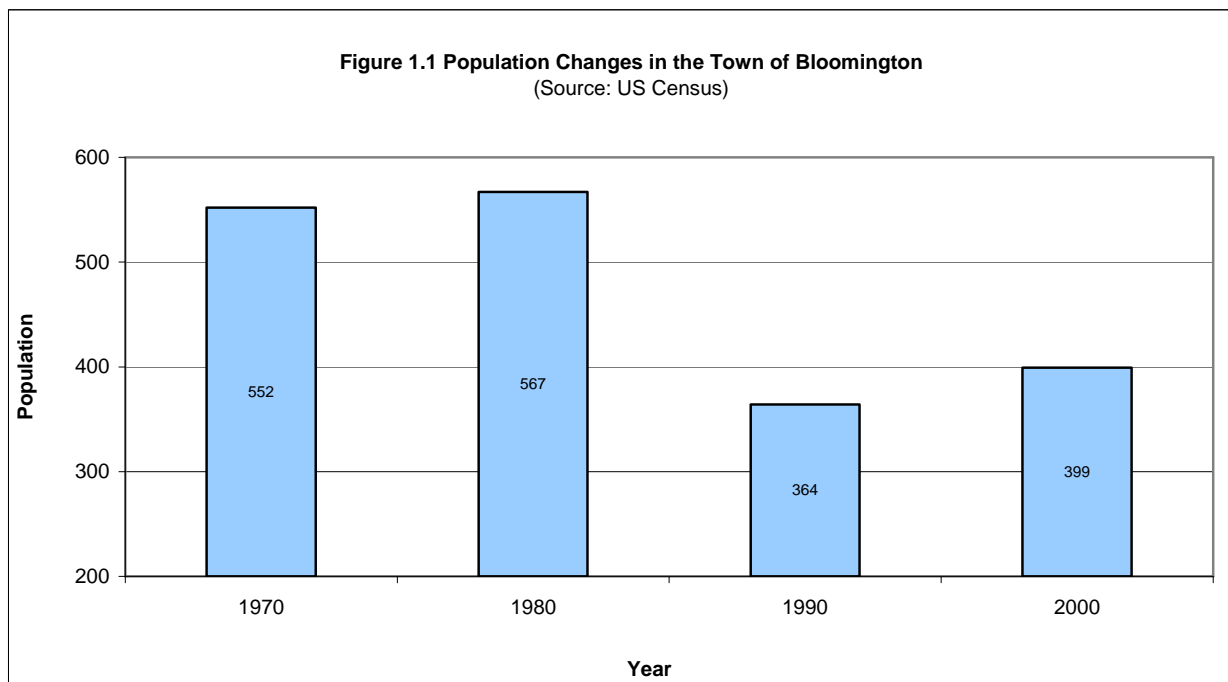


Figure 1.1 shows that the Town of Bloomington experienced an overall population decrease from 1970 to 2000 (28.0%).

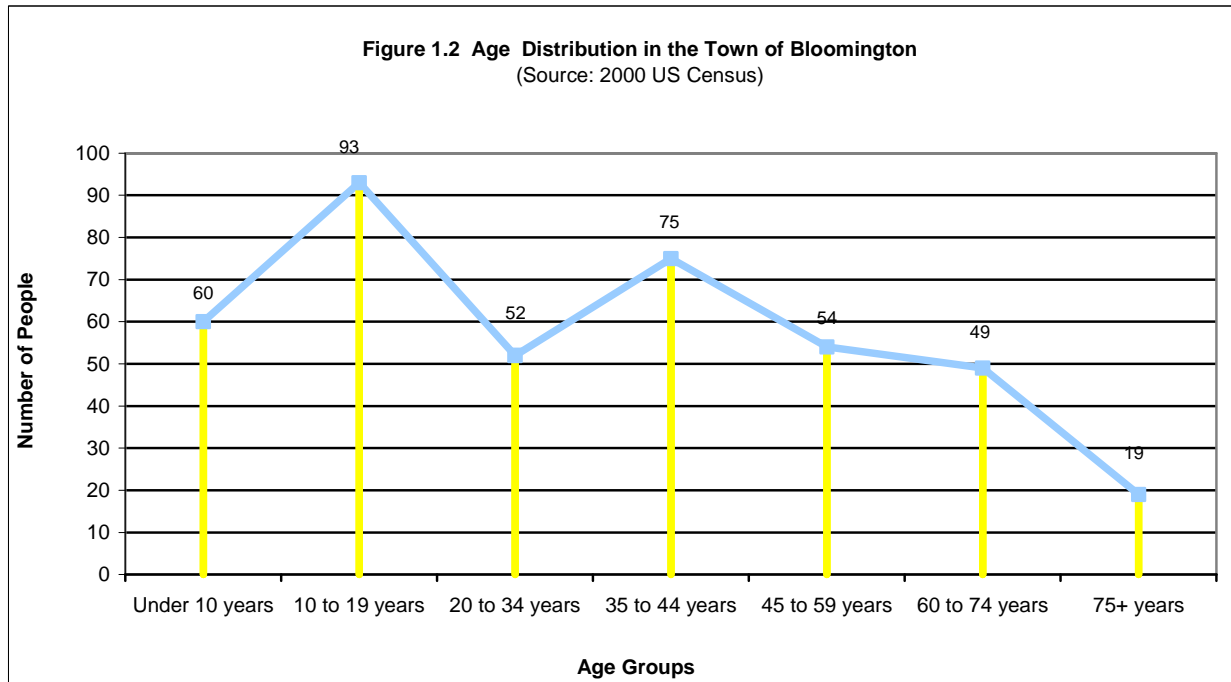


Figure 1.2 shows the population of the Town of Bloomington by age distribution for the year 2000. The largest group is people ages 10 to 19 (93 people) making up 23.3 % of the population. The second largest age group of 35 to 44 contains 18.8% of the population with 75 people. The town’s median age is 34.3.

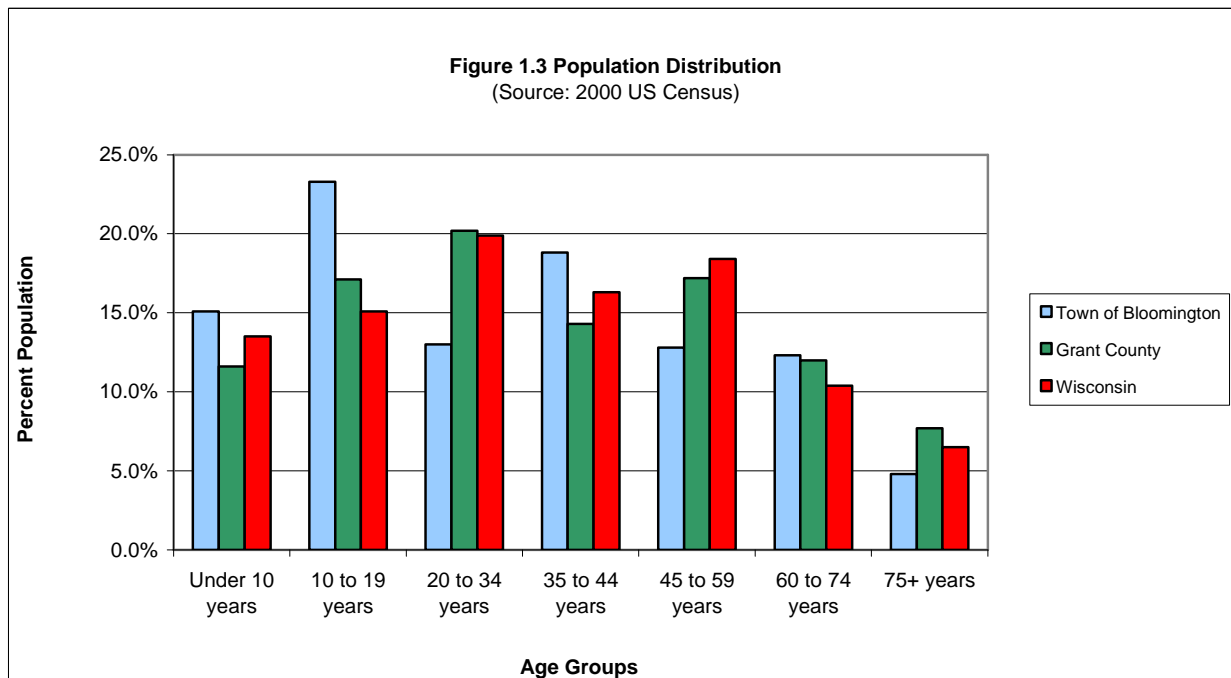


Figure 1.3 compares the population percentage by age group for the Town of Bloomington, Grant County, and the State of Wisconsin.

Table 1.2 Population Projections (Source: 2007 SWWRPC)

Age Group	2010 Low	2010 High	2020 Low	2020 High	2030 Low	2030 High
Less than 10	50	61	42	61	38	67
10 to 19 Years	58	70	46	67	38	68
20 to 34 Years	79	95	71	104	48	85
35 to 44 Years	37	45	43	62	53	94
45 to 59 Years	77	92	47	69	36	64
60 to 74 Years	44	53	63	93	61	109
75+ Years	17	21	14	21	16	28
<b>Total</b>	<b>363</b>	<b>437</b>	<b>326</b>	<b>476</b>	<b>290</b>	<b>514</b>

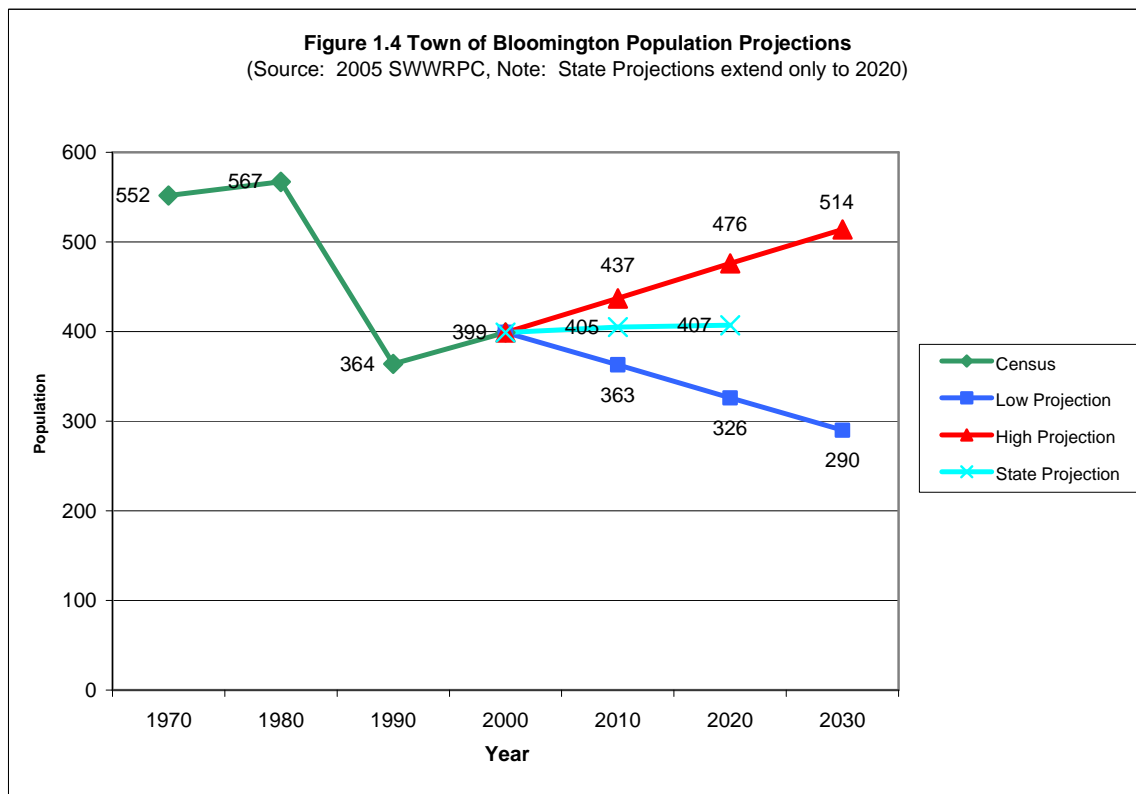


Figure 1.4 shows the projected populations for the years 2010, 2020, and 2030. The red line indicates a future high projection, while the blue line indicates a future low projection. The State projection lies directly between the two showing almost no change at all.

Table 1.3 Educational Attainments (Source: DP-1,DP-2, 2000 US Census)

Educational Attainment	Town of Bloomington Number	Town of Bloomington Percent	Grant County Number	Grant County Percent	Wisconsin Percent
Less than 9th Grade	14	6.0%	2,346	7.7%	5.4%
9th to 12th No Diploma	10	4.3%	2,713	8.9%	9.6%
HS Grad	126	54.3%	12,255	40.0%	34.6%
Some College	46	19.8%	5,828	19.0%	20.6%
Associate Degree	8	3.4%	2,230	7.3%	7.5%
Bachelor's Degree	22	9.5%	3,332	10.9%	15.3%
Graduate/Prof. Degree	6	2.6%	1,921	6.3%	7.2%
Percent High School Grad or Higher	89.7%		83.5%		85.1%

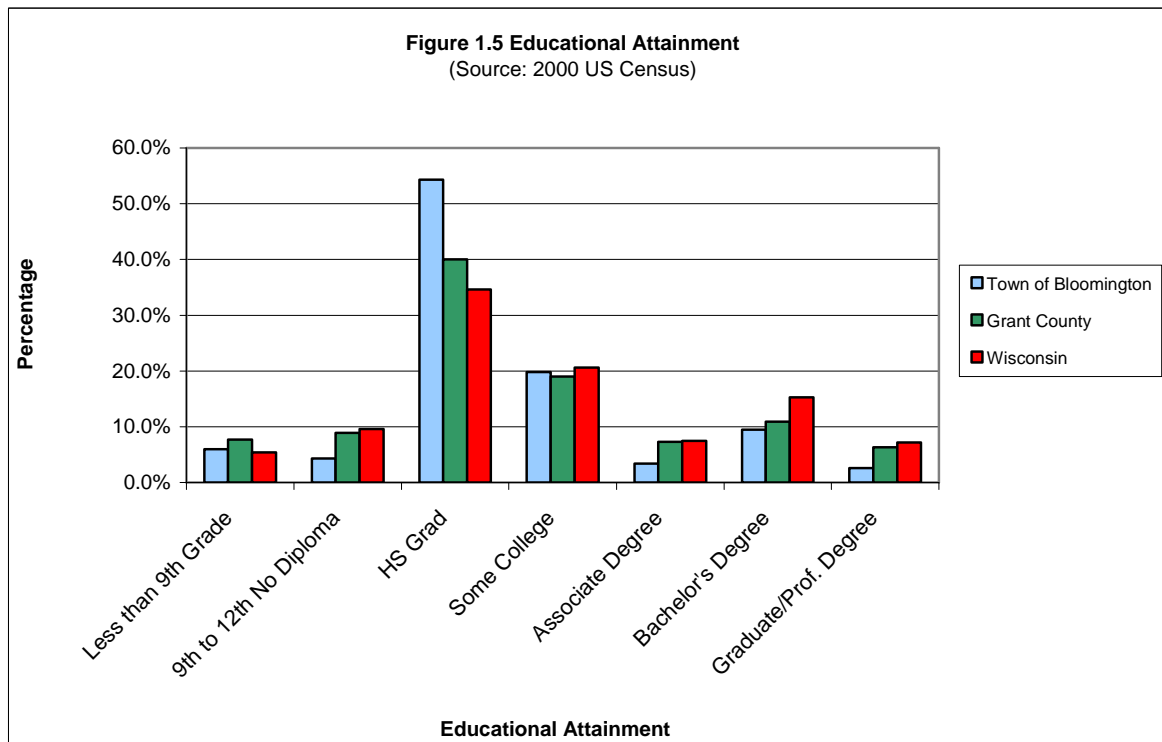


Table 1.4 Occupations (Source: DP-1,DP-2. 2000 US Census)

Occupations	Town of Bloomington Number	Town of Bloomington Percent	Grant County Number	Grant County Percent	Wisconsin Number	Wisconsin Percent
Prod, Trans & Mat. Moving	30	14.6%	4,981	19.9%	540,930	19.8%
Const, Extraction & Maint.	24	11.7%	2,294	9.1%	237,086	8.7%
Farm, Fishing & Forestry	18	8.7%	753	3.0%	25,725	0.9%
Sales & Office	39	18.9%	5,524	22.0%	690,360	25.2%
Services	27	13.1%	4,025	16.0%	383,619	14.0%
Mgmt, Prof & Related	68	33.0%	7,511	29.9%	857,205	31.3%
Total	206	100%	25,088	100%	2,734,925	100%

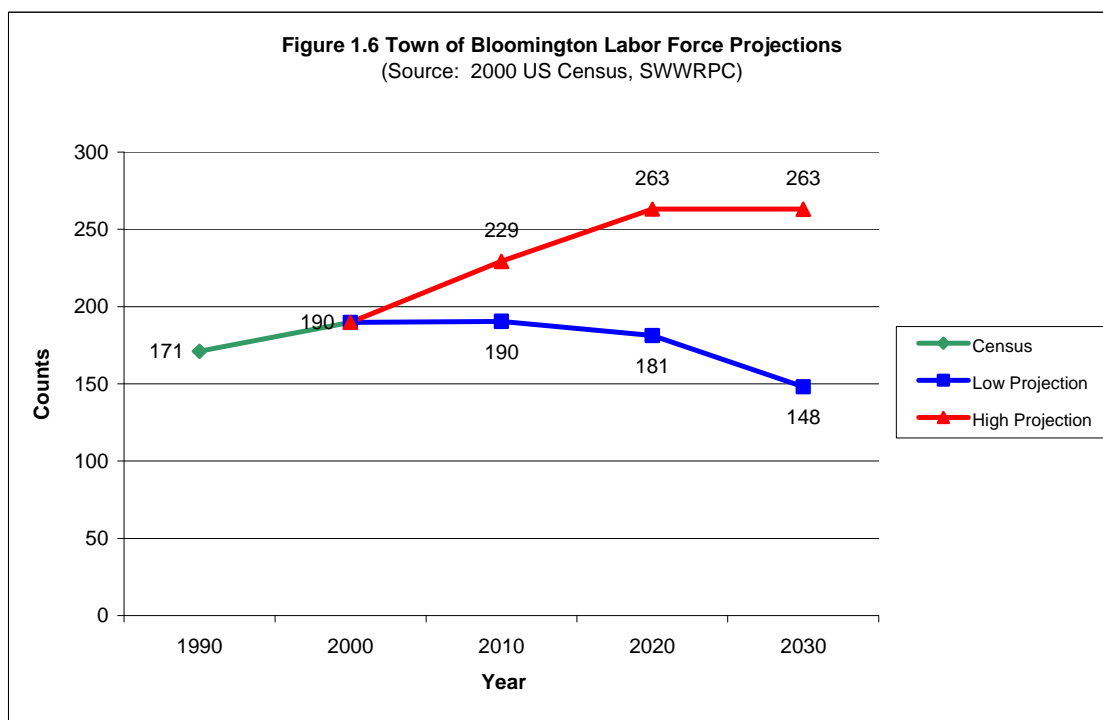


Figure 1.6 shows the projected labor force populations for the years 2010, 2020, and 2030. The red line indicates a high projection, while the blue line indicates the low projection. Labor data was not available for 1980 or 1970.

### 1.8 ISSUES AND OPPORTUNITIES AGENCIES AND PROGRAMS

At the end of each chapter of this comprehensive plan is a section that lists some of the state and federal agencies and programs that exist to help communities: it is not an exhaustive list. Many of these agencies and programs (a brief program description and contact information is given) can provide expertise or funding to help implement some of the recommendations of this comprehensive plan. Your community should contact the agency of interest to obtain the most up-to-date information. Grants.gov (see below) is one source that could be used to accrue funding for all types of projects.

#### GRANTS.GOV ([www.grants.gov](http://www.grants.gov))

Grants.gov allows organizations to electronically find and apply for competitive grant opportunities from all Federal grant-making agencies. Grants.gov is the single access point for over 900 grant programs offered by the 26 Federal grant-making agencies. The U.S. Department of Health and Human Services is the managing partner for Grants.gov.

**ISSUES AND OPPORTUNITIES  
CHAPTER ATTACHMENTS**

## Town of Bloomington

During September and October of 2007 a total of 224 questionnaires were sent to households in the town of Bloomington. A total of 51 questionnaires were returned for a return rate of 23 percent. This number of returned surveys will provide estimates that are expected to be accurate to within plus or minus 11 percent. Residents of Bloomington have very similar demographics to that of the County overall. However, a slightly higher percentage of Bloomington residents reported working only part-time or being self-employed which could be related to the fact that more residents from the Town were farmers than the County as a whole. Also, there were a greater number of households with 2 adults (18+) than was reported in the County.

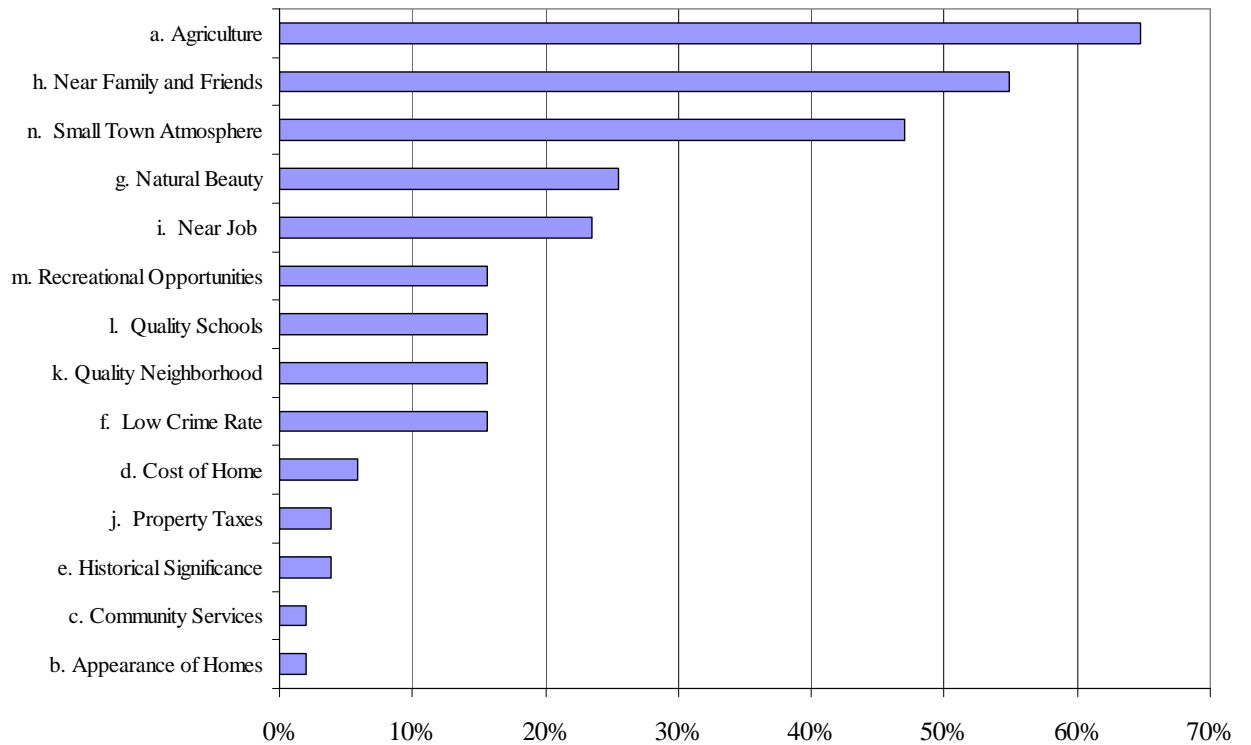
Key results of this survey include:

- Residents of Bloomington were more likely to have chosen to live in the Grant County because of the agricultural opportunities, to be near family and friends and the small town atmosphere. Agriculture is important to a substantially higher proportion of Bloomington residents than is true for Grant County.
- Protection of all natural and cultural resources is of great importance to the residents of Bloomington as is reflected by the fact that over 90% of the residents said that protection of groundwater, farmland, air quality, forested lands, and rivers and streams is “very important” or “important,” and none of the resources about which we asked had fewer than 72% supporting protection..
- Bloomington residents expressed a high level of satisfaction with ambulance and fire protection services and moderate satisfaction with most of the other public services and facilities available to them (park and recreation facilities, the public library, the schools, etc.). They are sharply divided over the quality of their police protection; there are several of the open ended comments recorded at the end of this summary report about police protection.
- When compared to Grant County, Bloomington residents are substantially less satisfied with garbage collection, police protection and the public school system.
- Unlike the County, Bloomington residents generally do not agree that there is a need for increases in any sort of housing units.
- A solid majority of Bloomington residents favor cluster design developments (those that preserve more open space by placing homes on smaller individual lots) over traditional development designs. This is consistent with their high level of concern with protecting natural and cultural resources, especially farmland.
- Bloomington residents support using agricultural land for agriculture and not for other purposes. They also agree that large farms (500+ animals) should be allowed to develop no closer than two miles from incorporated areas.
- Respondents from Bloomington reported that, in general, they own more acreage than the average county resident. This is consistent with the higher proportion of Town residents involved in agriculture.
- Much like the average County citizen, few Bloomington residents reported that they are satisfied with road maintenance and the overall road network within Grant County. Most other transportation options received few responses other than “no opinion.”
- Bloomington residents prefer to receive information regarding comprehensive planning through direct mailings and the newspaper.
- Respondents from Bloomington stated that they support the development of wind and solar power as alternative energy sources, however, they supported the idea of using solar energy less strongly than the county as a whole.
- Residents agree that there should be increased coordination in recruitment of new businesses to the area, and that development should occur near the city. Residents also agree that the businesses should be required to use the municipal water and sewer systems; however they do not agree that all jurisdictions should provide land with infrastructure to the new businesses.

SUMMARY OF KEY POINTS – Quality of Life

- Residents of Bloomington reported that agriculture, being near family and friends, and the small town atmosphere were the most prominent reasons for choosing to live in Grant County.
- On the other hand, the cost of homes, property taxes, historical significance of the area, community services, and the appearance of homes are relatively unimportant to Town residents.

Quality of Life Factors



**SUMMARY OF KEY POINTS – QUALITY OF LIFE (COUNTY COMPARISON)**

- Although the small town atmosphere was reported by Bloomington residents as one of the most significant drivers when choosing a place of residence, when compared to Grant County as a whole it was identified by a substantially lower percentage.
- Bloomington residents’ decision to live in Grant County was less influenced than for the County as a whole by the cost of available homes, distance from their job, and the small town atmosphere.

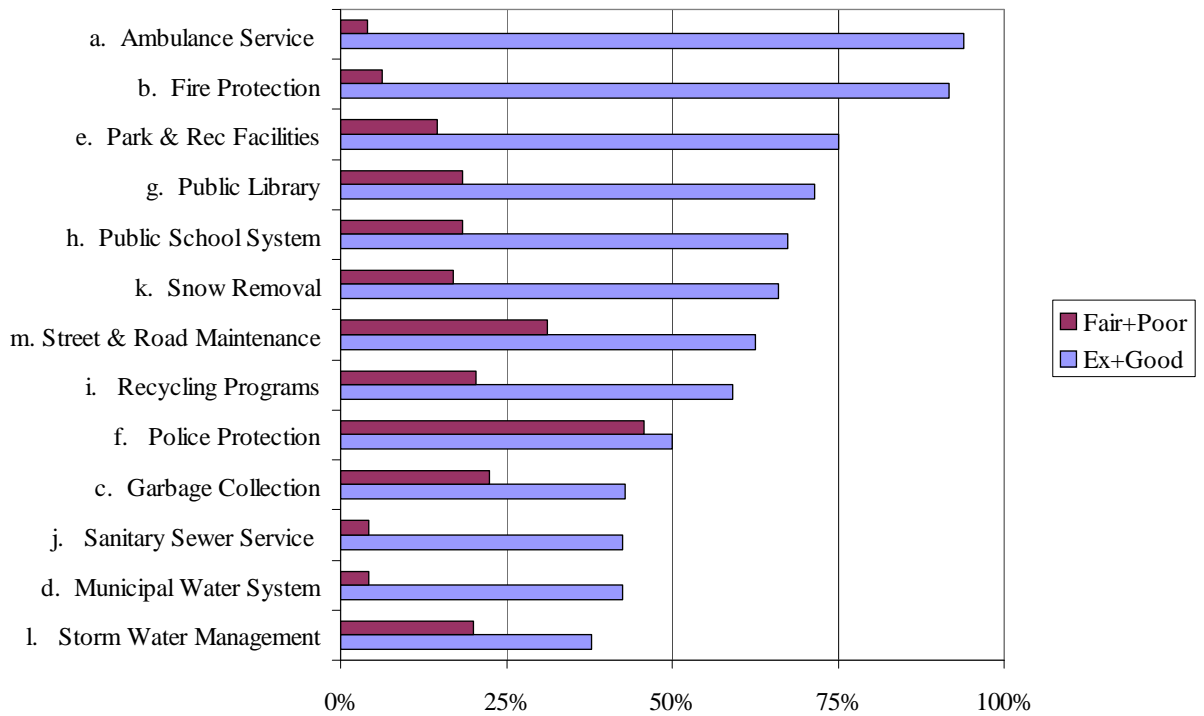
**1. What are the three most important reasons you and your family choose to live in Grant County?**

	<b>Bloomington</b>	<b>County</b>		<b>Bloomington</b>	<b>County</b>
<b>a. Agriculture</b>	65%	17%	<b>i. Near Job</b>	24%	40%
<b>b. Appearance of Homes</b>	2%	2%	<b>j. Property Taxes</b>	4%	6%
<b>c. Community Services</b>	2%	3%	<b>k. Quality Neighborhood</b>	16%	10%
<b>d. Cost of Home</b>	6%	17%	<b>l. Quality Schools</b>	16%	18%
<b>e. Historical Significance</b>	4%	2%	<b>m. Recreational Opportunities</b>	16%	9%
<b>f. Low Crime Rate</b>	16%	20%	<b>n. Small Town Atmosphere</b>	47%	58%
<b>g. Natural Beauty</b>	25%	24%	<b>o. Other</b>	8%	5%
<b>h. Near Family and Friends</b>	55%	56%			

**SUMMARY OF KEY POINTS – COMMUNITY FACILITIES AND SERVICES**

- Overall the residents of Bloomington are satisfied with the public services and facilities that are relevant to them. Large majorities of respondents reported satisfaction with ambulance services and fire protection. Solid majorities rated park and recreation facilities, the public library, the school system, snow removal, street and road maintenance, and recycling programs as either good or excellent.
- It is clear, based upon the close balance between excellent or good ratings and those that are fair or poor, that the residents of Bloomington have mixed feelings regarding the quality of police protection in their town.

Rating Community Facilities and Services



**SUMMARY OF KEY POINTS – COMMUNITY FACILITIES AND SERVICES (COUNTY COMPARISON)**

- Residents of Bloomington rated garbage collection, police protection, the public school system, and recycling programs as “excellent” or “good” in substantially lower percentages than the average county citizen.

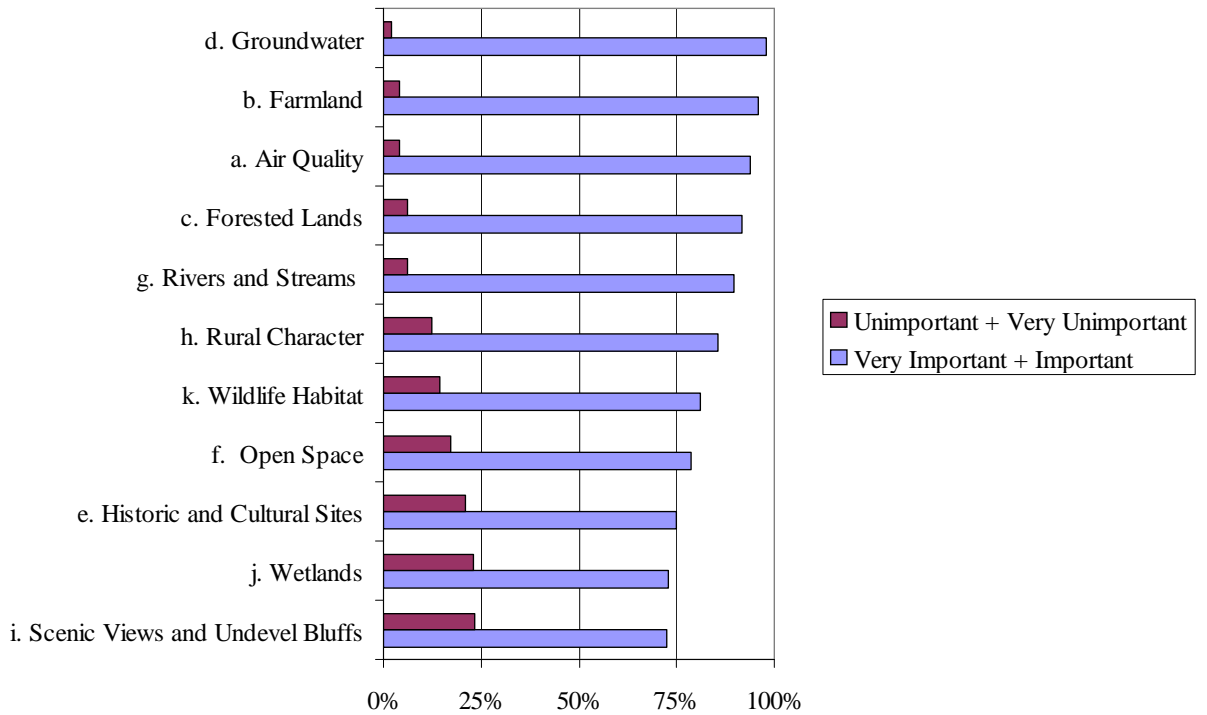
**2. Rate the following local services**

	Excellent		Good		Fair		Poor		Not Applicable	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>a. Ambulance Service</b>	56%	54%	38%	35%	4%	6%	0%	0%	2%	5%
<b>b. Fire Protection</b>	54%	54%	38%	39%	6%	4%	0%	0%	2%	3%
<b>c. Garbage Collection</b>	18%	39%	24%	39%	16%	9%	6%	2%	35%	11%
<b>d. Municipal Water System</b>	15%	23%	28%	38%	4%	10%	0%	2%	53%	26%
<b>e. Park &amp; Rec Facilities</b>	25%	30%	50%	47%	15%	13%	0%	2%	10%	7%
<b>f. Police Protection</b>	13%	27%	38%	45%	29%	20%	17%	4%	4%	4%
<b>g. Public Library</b>	24%	33%	47%	46%	14%	11%	4%	2%	10%	8%
<b>h. Public School System</b>	20%	30%	47%	49%	16%	13%	2%	2%	14%	6%
<b>i. Recycling Programs</b>	8%	31%	51%	51%	10%	12%	10%	2%	20%	3%
<b>j. Sanitary Sewer Service</b>	15%	25%	28%	42%	4%	8%	0%	1%	53%	24%
<b>k. Snow Removal</b>	30%	27%	36%	47%	15%	17%	2%	2%	17%	7%
<b>l. Storm Water Management</b>	13%	16%	24%	43%	11%	16%	9%	3%	42%	22%
<b>m. Street &amp; Road Maintenance</b>	19%	16%	44%	46%	23%	28%	8%	8%	6%	2%

**SUMMARY OF KEY POINTS – NATURAL AND CULTURAL RESOURCES**

- Residents of Bloomington reported that groundwater, farmland, air quality, forested lands, as well as rivers and streams are of the highest importance to them based on the fact that in all of these categories 90% or more of the respondents indicated that it is very important or important to protect these resources.
- It is clear that Bloomington residents acknowledge the importance of protecting all cultural and natural resources in their area as nearly 75% or more of all respondents reported that it is very important or important to protect these resources as opposed to unimportant or very unimportant.

Importance of Protecting Natural & Cultural Resources



**SUMMARY OF KEY POINTS – NATURAL AND CULTURAL RESOURCES (COUNTY COMPARISON)**

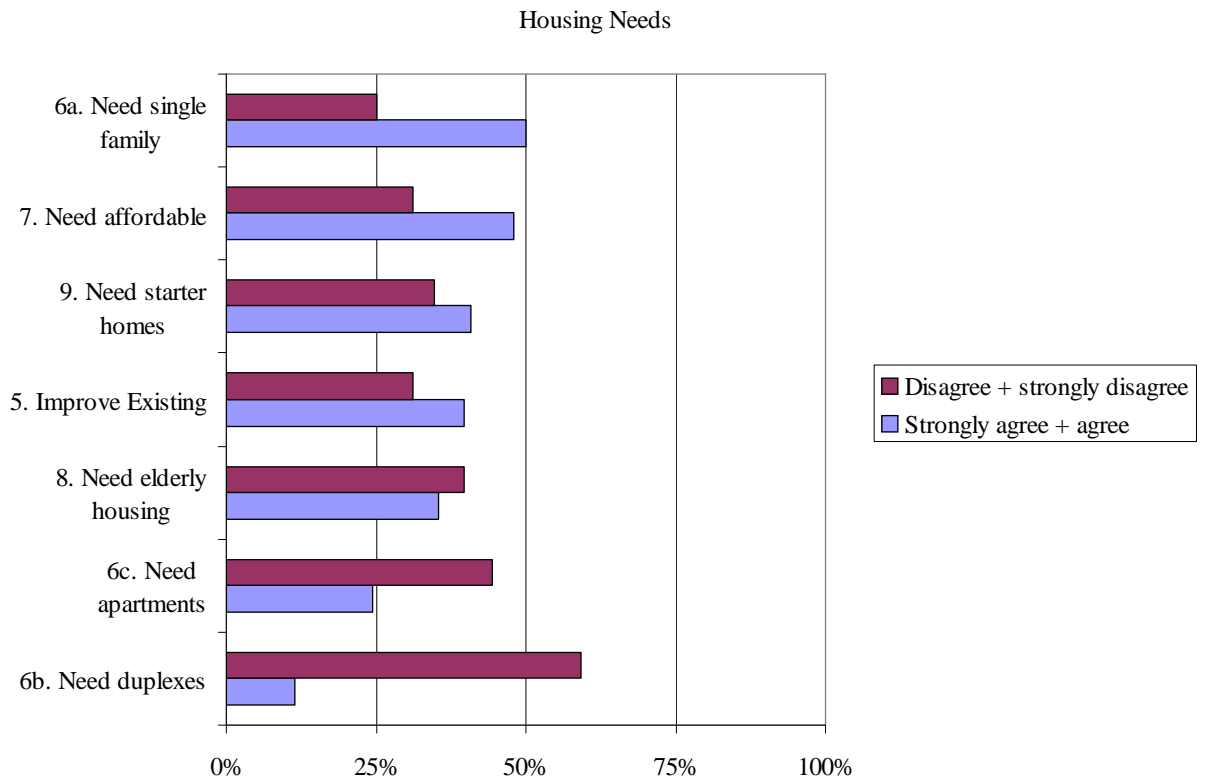
- With the exception of scenic views and undeveloped hills and bluffs, the residents of Bloomington, compared to the county as a whole, shared a common level of concern about the importance of protecting the natural and cultural resources within their county.

**4. It is important to protect the following:**

	Very Important		Important		Unimportant		Very Unimportant		Not Applicable	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>a. Air Quality</b>	61%	68%	33%	29%	4%	2%	0%	1%	2%	1%
<b>b. Farmland</b>	67%	59%	29%	37%	4%	3%	0%	1%	0%	1%
<b>c. Forested Lands</b>	54%	54%	38%	40%	6%	3%	0%	1%	2%	2%
<b>d. Groundwater</b>	70%	73%	28%	25%	2%	1%	0%	0%	0%	0%
<b>e. Historic and Cultural Sites</b>	25%	27%	50%	57%	17%	13%	4%	1%	4%	2%
<b>f. Open Space</b>	34%	34%	45%	53%	13%	10%	4%	1%	4%	2%
<b>g. Rivers and Streams</b>	63%	64%	27%	34%	6%	2%	0%	0%	4%	0%
<b>h. Rural Character</b>	38%	39%	48%	47%	13%	12%	0%	1%	2%	2%
<b>i. Scenic Views &amp; Undevel Bluffs</b>	32%	46%	40%	42%	17%	9%	6%	2%	4%	1%
<b>j. Wetlands</b>	31%	40%	42%	41%	19%	12%	4%	2%	4%	4%
<b>k. Wildlife Habitat</b>	48%	47%	33%	43%	8%	7%	6%	1%	4%	2%

**SUMMARY OF KEY POINTS – HOUSING**

- Residents of the Town of Bloomington appear to be relatively unenthusiastic about the need for additional housing units in their town.
- About one half of all Bloomington respondents agree that their town is in need of affordable and single family homes.
- There are substantial proportions of Bloomington residents who disagree or strongly disagree that additional units of any of the housing types in the Housing Needs figure below are needed. Opposition is particularly strong with respect to additional apartments or duplexes in the Town.



**SUMMARY OF KEY POINTS – HOUSING (COUNTY COMPARISON)**

- When compared to the County, residents of Bloomington were less supportive of the need for any of the types of housing included in the following table.
- By almost a 2 to 1 ratio Bloomington residents agree with the county as a whole that cluster development designs (smaller lots with larger amounts of commonly-owned open space) were preferred to traditional designs (larger individual lots with no commonly-owned open space). This is consistent with Bloomington residents' high interest in protecting natural and cultural resources as discussed earlier.

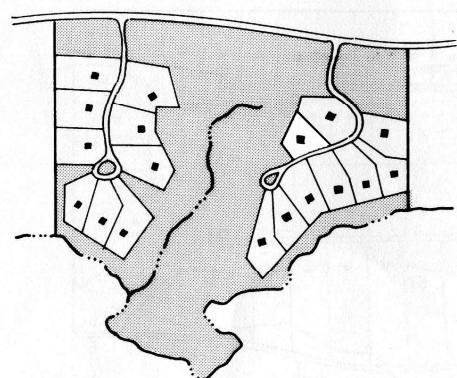
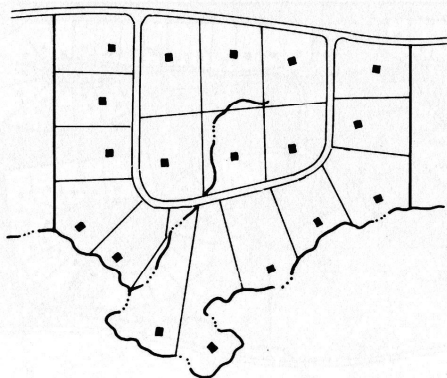
	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>5. Improve existing housing quality.</b>	10%	24%	29%	44%	27%	16%	4%	3%	29%	13%
<b>6. Need following housing types:</b>										
<b>a. Single Family Housing</b>	15%	19%	35%	40%	17%	15%	8%	5%	25%	21%
<b>b. Duplexes (2 units)</b>	2%	8%	9%	33%	34%	25%	25%	9%	30%	25%
<b>c. Apartments (3 or more units)</b>	4%	7%	20%	24%	20%	31%	24%	12%	31%	26%
<b>7. Need affordable housing</b>	8%	31%	40%	36%	19%	14%	13%	6%	21%	13%
<b>8. Need elderly housing</b>	6%	20%	29%	43%	31%	19%	8%	4%	25%	14%
<b>9. Need starter homes</b>	10%	19%	31%	37%	27%	23%	8%	4%	24%	16%

**10. Would you prefer housing built in a traditional design (Option A) or a cluster design (Option B)?**

**OPTION A**

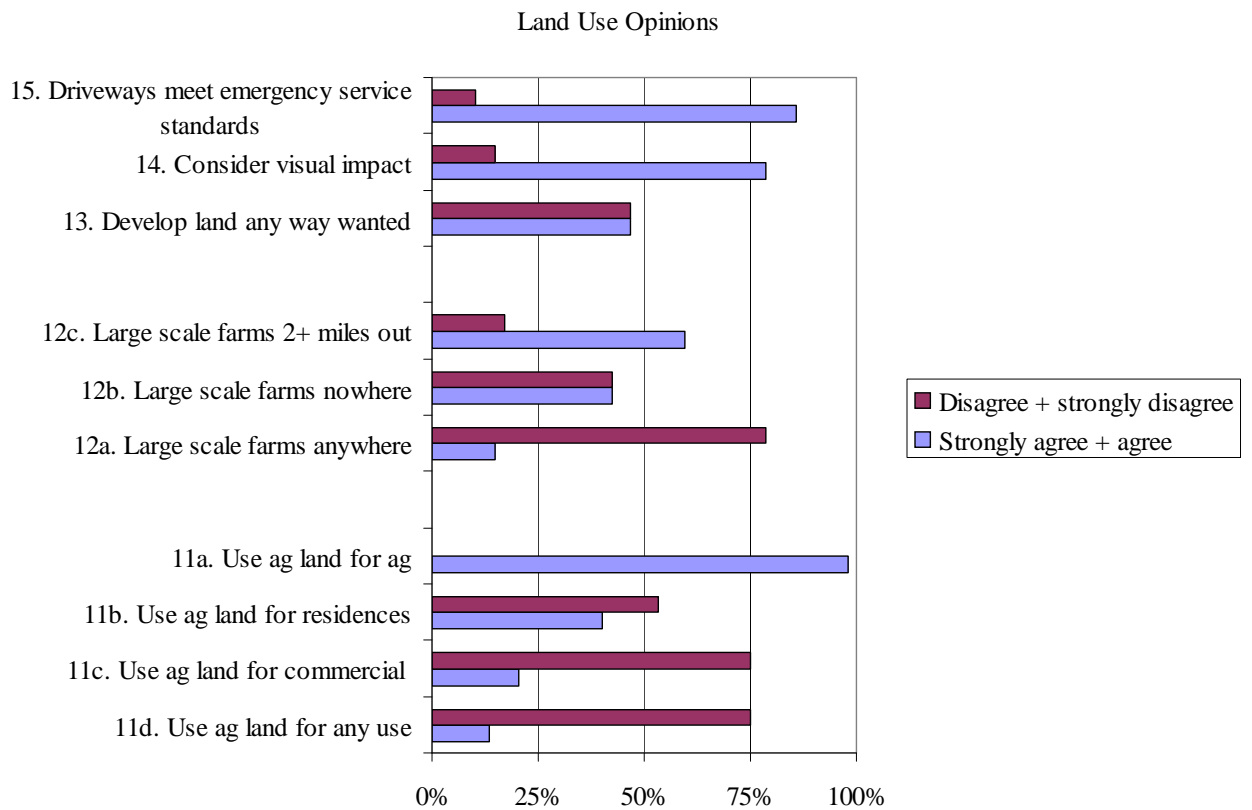
**OPTION B**

Traditional Design		Cluster Design	
Bloomington	County	Bloomington	County
37%	39%	63%	61%

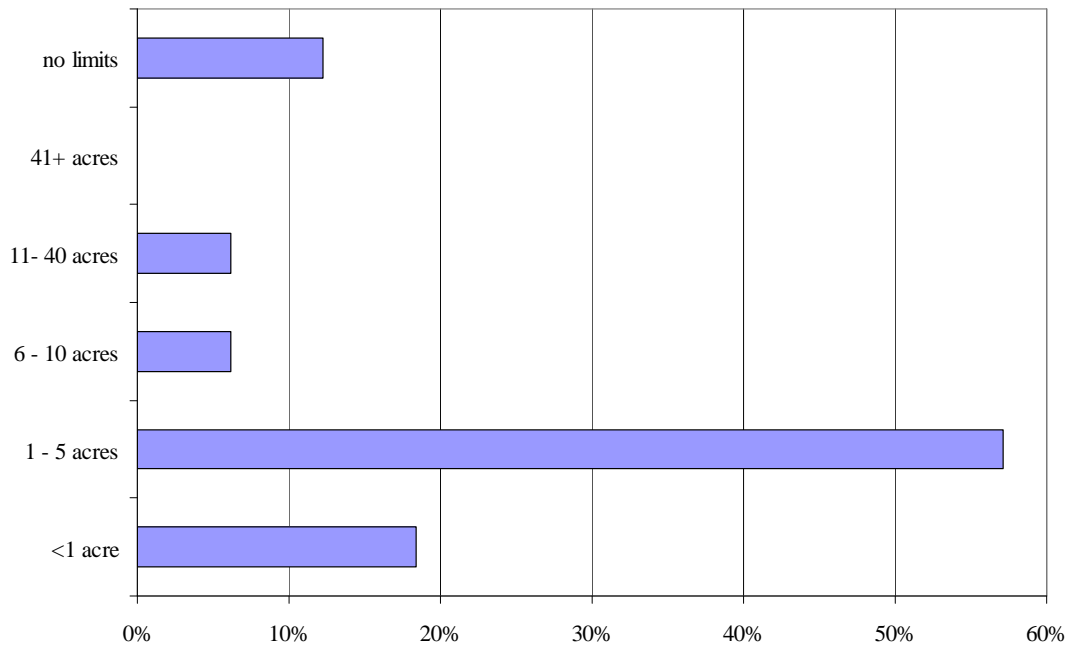


**SUMMARY OF KEY POINTS – AGRICULTURE AND LAND USE**

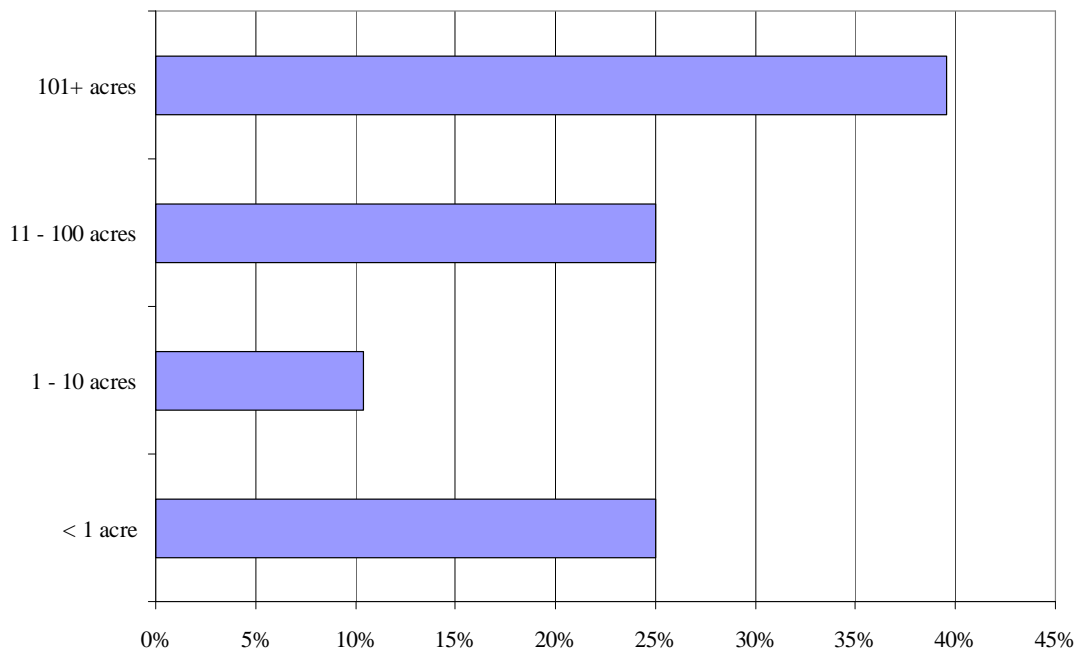
- Residents of Bloomington agree that driveways should meet emergency service standards.
- A majority of Bloomington residents, again consistent with their interest in protecting natural and cultural resources, agree that visual impact should be considered during developmental proposals. The residents are closely divided on allowing land to be developed in any way wanted.
- Bloomington residents quite strongly agree that large scale farms (500 or more animal units) should only be allowed at a distance of 2 miles from incorporated areas. By a slightly larger margin they agree that such farms should not be allowed to develop anywhere in Grant County. They are closely divided on whether such landowners should be allowed to develop their land in any way they want.
- Bloomington residents are nearly unanimous in their agreement that agricultural land should be used in agriculture. Large majorities disagree that agricultural land should be used for commercial developments or for any use. While slightly smaller percentages disagree that agricultural land should be used for residences.
- 40 percent of Bloomington residents own 101+ acres, and the majority feels that the minimum lot size should be 5 acres or less. This is not too surprising considering the high interest in protecting farm land and resources.



Preferred Minimum Lot Size



Acres Owned in Grant County



**SUMMARY OF KEY POINTS – AGRICULTURE AND LAND USE (COUNTY COMPARISON)**

- Bloomington residents, as well as County residents, agree that agricultural land should be used for agriculture rather than being developed for residential or commercial use, and that large farms (500+ animal units) should be allowed to develop outside of a 2 mile radius from incorporated areas. They also agree that it is important to consider visual impact during the development process, and that driveways need to meet the EMS standards set forth.
- When compared to the County as a whole, Bloomington residents reported that they own more acreage, and that they actively farm their land, which is consistent with their interest in having smaller lot sizes and preserving farmland for agricultural use.

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>11a. Use ag land for ag</b>	79%	76%	19%	21%	0%	1%	0%	0%	2%	2%
<b>11b. Use ag land for residences</b>	11%	4%	29%	28%	31%	44%	22%	17%	7%	7%
<b>11c. Use ag land for commercial</b>	7%	3%	14%	19%	39%	45%	36%	26%	5%	7%
<b>11d. Use ag land for any use</b>	2%	4%	11%	8%	55%	40%	20%	36%	11%	12%
<b>12. Expand lg farms (500+ an. units):</b>										
<b>a. Anywhere in Grant County</b>	4%	9%	11%	17%	45%	42%	34%	23%	6%	8%
<b>b. Nowhere in Grant County</b>	23%	12%	19%	14%	34%	44%	9%	19%	15%	12%
<b>c. 2 miles outside inc areas</b>	15%	23%	45%	39%	15%	17%	2%	9%	23%	12%
<b>13. Develop land any way wanted</b>	9%	11%	38%	17%	36%	52%	11%	18%	6%	2%
<b>14. Consider visual impacts of devel</b>	15%	28%	64%	57%	11%	9%	4%	2%	6%	5%
<b>15. Driveways meet EMS standards</b>	14%	38%	71%	52%	10%	6%	0%	0%	4%	4%

**16. There should be a minimum lot size on residential development in rural areas.**

Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
21%	24%	43%	48%	23%	16%	4%	5%	9%	8%

**17. In your opinion, what should the minimum lot size be for rural residential development?**

Less than 1 acre		1 to 5 acres		6 to 10 acres		11 to 40 acres		41 or more acres		No Limitation	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
18%	19%	57%	49%	6%	13%	6%	5%	0%	4%	12%	11%

**18. How many acres of land do you own in Grant County?**

Less Than 1 acre		1-10 acres		11-100 acres		101 acres or more	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
25%	60%	10%	17%	25%	10%	40%	13%

**19. Do you actively farm the land you own?**

Yes		No		Not Applicable	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
44%	14%	44%	55%	13%	31%

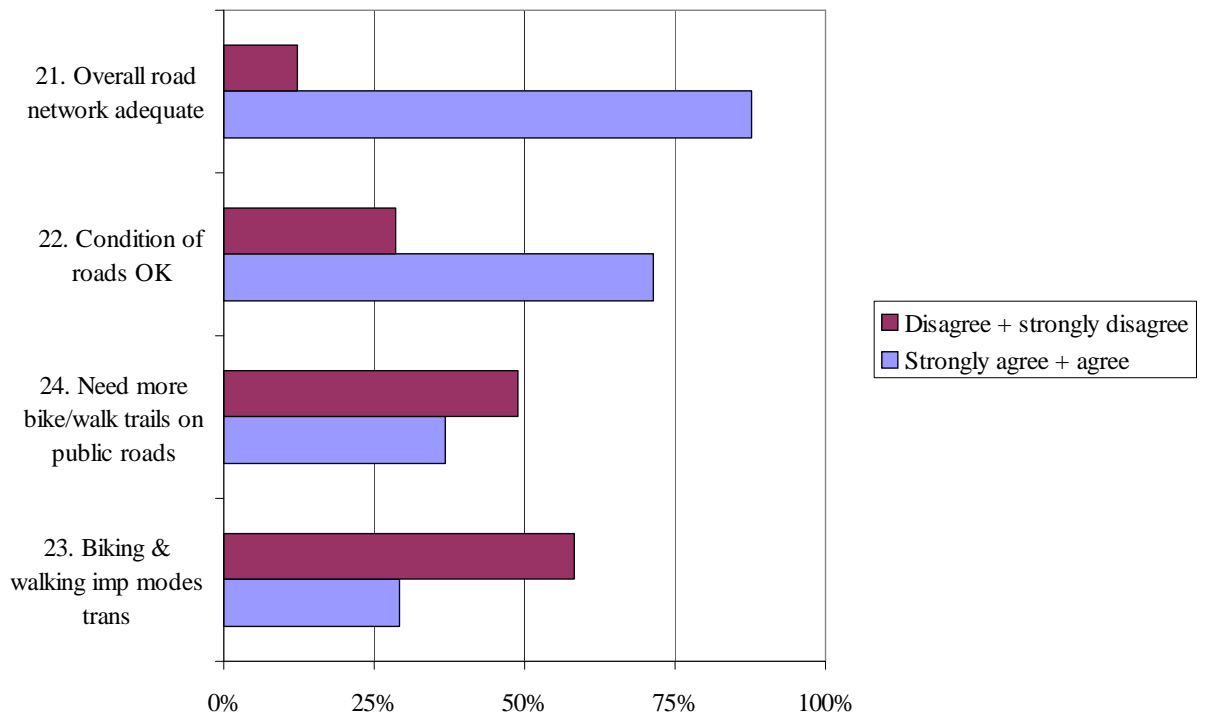
**20. Do you think your land will be actively farmed (by you or someone else) in the next:**

0-5 years		6-10 years		11-15 years		16-20 years		Not Applicable	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
20%	10%	20%	6%	14%	6%	41%	13%	43%	74%

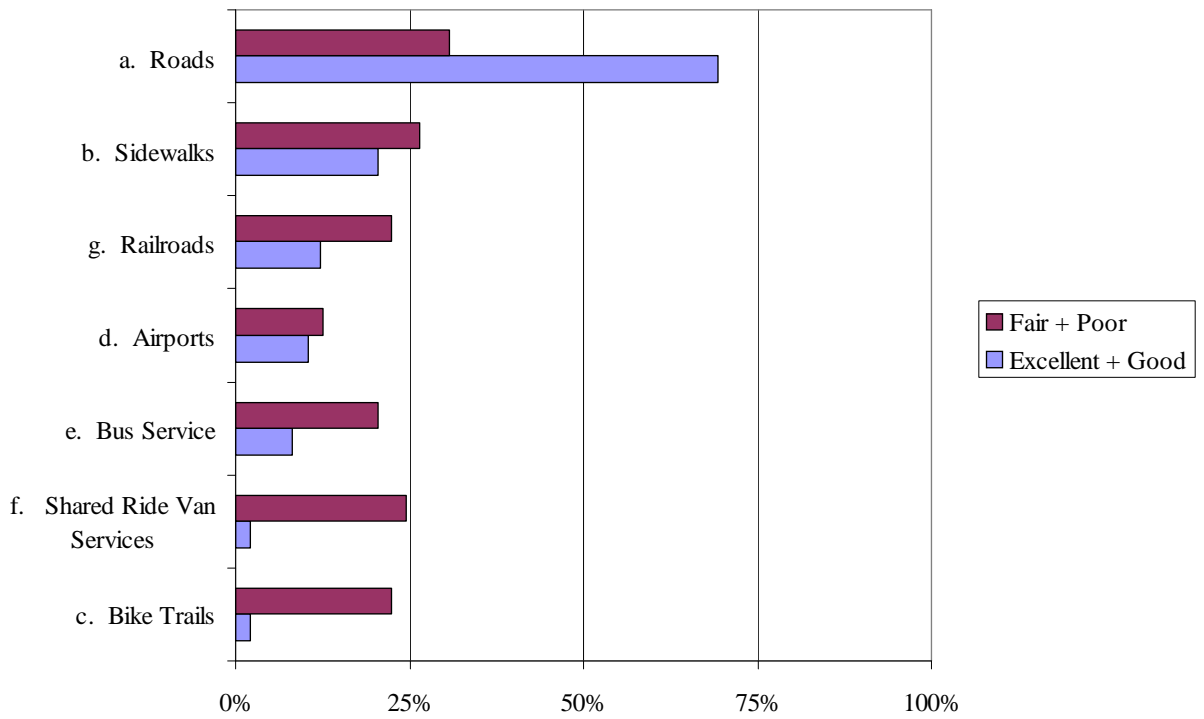
**SUMMARY OF KEY POINTS – TRANSPORTATION**

- Bloomington residents agree that the overall road network meets their needs and that the roads are adequate for the intended uses.
- Respondents disagree that walking and biking are important modes of transportation and feel that there is a need for more walking and biking lanes on public roads.

Transportation Opinions



Transportation Quality in Local Jurisdiction



**SUMMARY OF KEY POINTS – TRANSPORTATION (COUNTY COMPARISON)**

- The views of Bloomington residents are very similar to the overall opinions of the County as a whole regarding the adequacy of road networking and the overall condition of the roads. However, residents of Bloomington were more likely to disagree with about the importance and need of walking and biking trails.
- Respondents from both Bloomington and the County seem to be quite satisfied with the road conditions in Grant County.
- Most other forms of transportation are not relevant to Town or the average County resident.

**21-24. Transportation issues**

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>21. Road network meets needs</b>	12%	14%	76%	74%	8%	9%	4%	2%	0%	1%
<b>22. Condition of roads adequate</b>	12%	11%	59%	64%	22%	20%	6%	3%	0%	1%
<b>23. Biking &amp; walking imp modes trans</b>	2%	18%	27%	44%	44%	22%	15%	5%	13%	11%
<b>24. Need more bike &amp; walk lanes on pub roads</b>	8%	24%	29%	34%	29%	23%	20%	9%	14%	10%

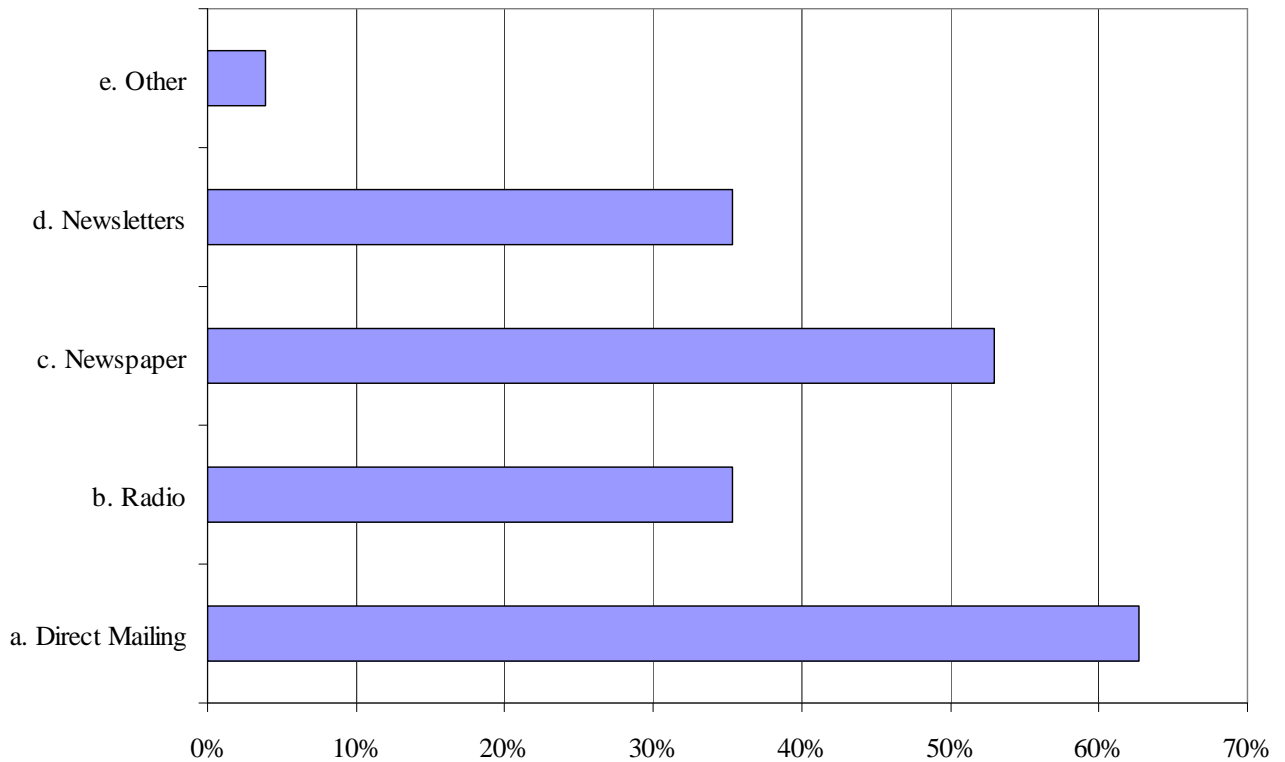
**25. Rate the following for your local jurisdiction**

	Excellent		Good		Fair		Poor		Not Applicable	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>a. Roads</b>	14%	12%	55%	59%	20%	22%	10%	6%	0%	0%
<b>b. Sidewalks</b>	0%	6%	20%	39%	22%	28%	4%	6%	53%	22%
<b>c. Bike Trails</b>	0%	3%	2%	17%	10%	19%	12%	16%	76%	44%
<b>d. Airports</b>	0%	6%	10%	30%	8%	16%	4%	4%	77%	43%
<b>e. Bus Service</b>	2%	1%	6%	4%	8%	3%	12%	20%	71%	72%
<b>f. Shared Ride Van Services</b>	0%	0%	2%	9%	8%	11%	16%	16%	73%	64%
<b>g. Railroads</b>	0%	2%	12%	11%	12%	10%	10%	13%	65%	64%
<b>h. Other</b>	0%	3%	0%	9%	10%	1%	20%	12%	70%	75%

**SUMMARY OF KEY POINTS - COMMUNICATION**

- Residents of Bloomington rated direct mailings as their preferred way to receive information related to comprehensive planning. A majority of the residents also consider the newspaper as an appropriate means of distributing information.

**Communication Preferences for Comp Plan Info**



**SUMMARY OF KEY POINTS – COMMUNICATIONS (COUNTY COMPARISON)**

- Compared to Grant County, Bloomington residents are similarly interested in receiving information via direct mailings, and slightly less interested in newsletters.

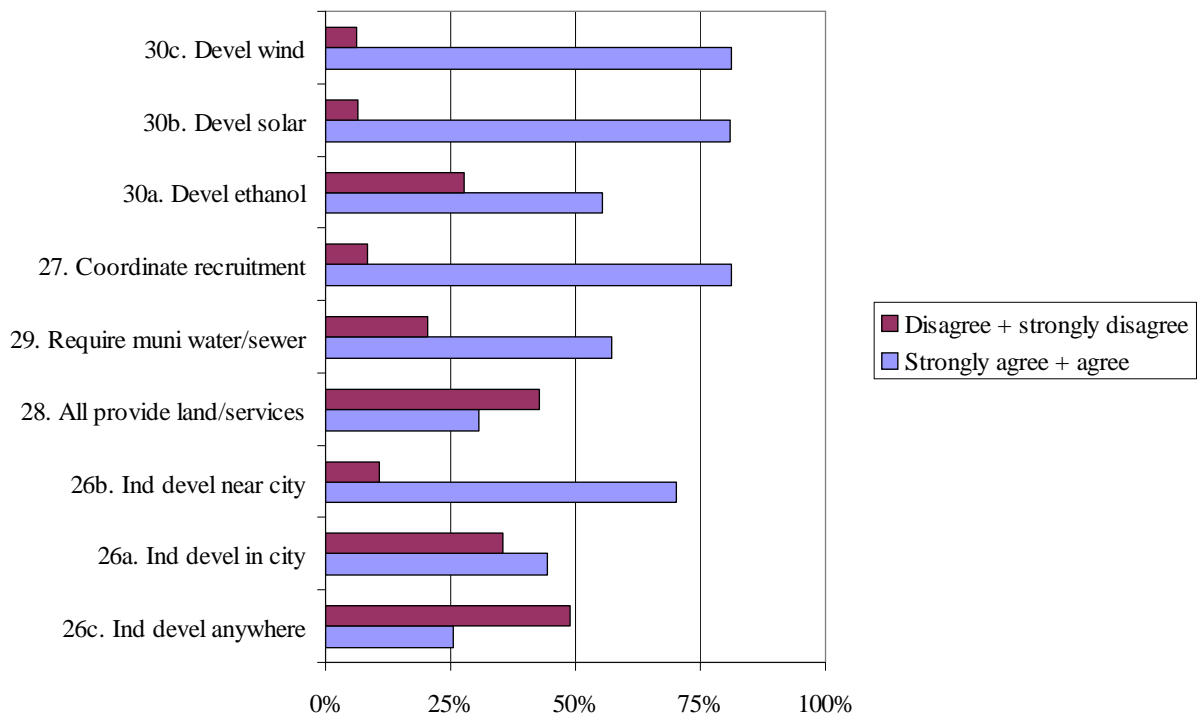
**3. What are 2 most effective ways your jurisdiction could provide Comprehensive Planning information to landowners and residents?**

	<b>Bloomington</b>	<b>County</b>
<b>a. Direct Mailing</b>	63%	70%
<b>b. Radio</b>	35%	21%
<b>c. Newspaper</b>	53%	44%
<b>d. Newsletters</b>	35%	56%
<b>e. Other</b>	4%	4%

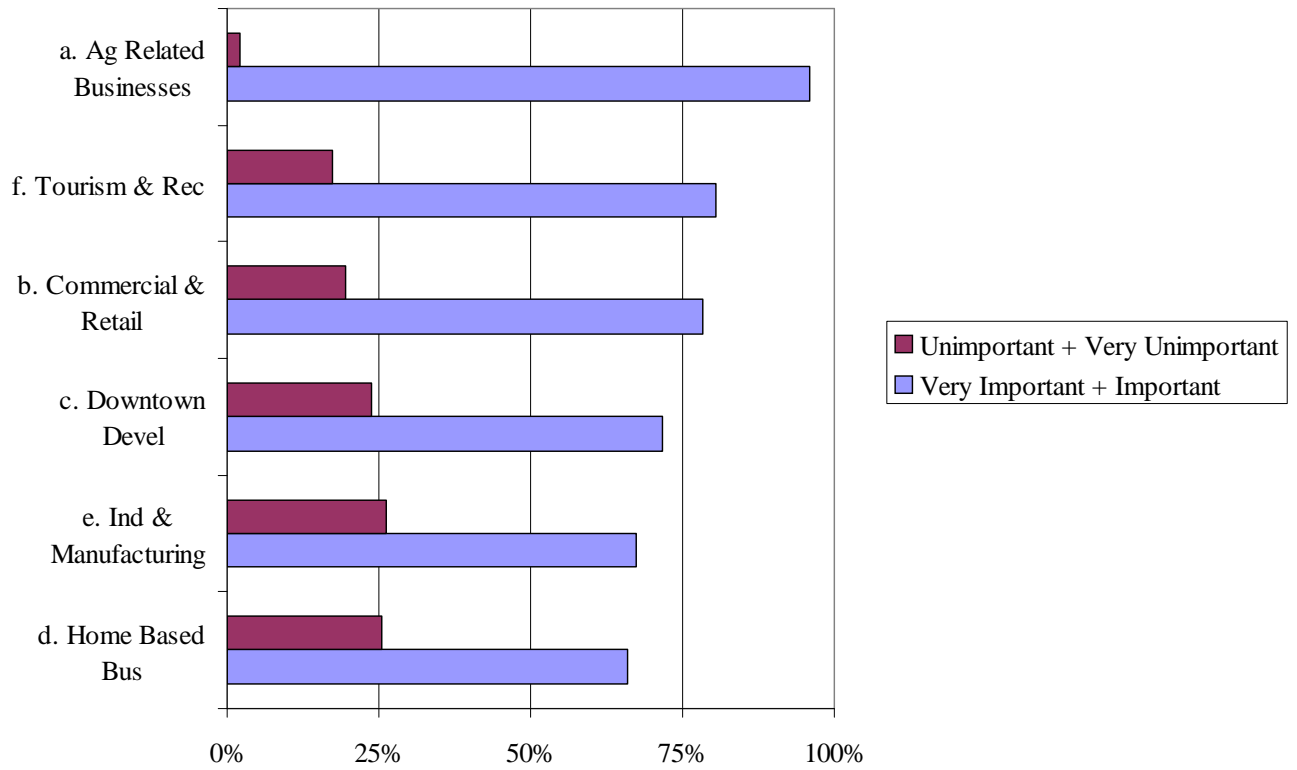
**SUMMARY OF KEY POINTS – ECONOMIC DEVELOPMENT**

- Residents of Bloomington support the development of wind and solar power as economic development options for the County. Respondents favor ethanol development by a 2 to 1 margin but, compared to the other alternative energy options, ethanol generates much greater opposition.
- Respondents from the Town agree that there needs to be coordination in the recruitment of new businesses and industry, and that developments on the edge of incorporated areas should be required to use municipal water and sewer services. They disagree however, that land with infrastructural improvements should be provided for business developments by all jurisdictions in the County.
- Bloomington residents feel strongly that industrial development should occur near a city or village and are evenly divided on whether or not it should occur within an incorporated area. A majority strongly disagrees that such development should be allowed anywhere in the County.
- Residents are strongly supportive of all types of business and economic development in Grant County. More than 90 percent are in favor of developing agricultural related businesses (96%), while nearly 80 percent are in favor of developing tourism and recreation as well as commercial and retail establishments.

Economic Development Opinions



Importance of Business Development



**SUMMARY OF KEY POINTS – ECONOMIC DEVELOPMENT (COUNTY COMPARISON)**

- While both Bloomington and Grant County agree that business recruitment should be coordinated, County residents tend to agree more strongly.
- When compared to the County as a whole, Bloomington residents disagree that land with infrastructure should be provided for industry and commerce.

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>26. Commercial or industrial buildings and activities involving truck traffic and manufacturing should be located:</b>										
<b>a. In an existing city or a village</b>	7%	14%	38%	39%	31%	28%	4%	7%	20%	12%
<b>b. Near a city or village</b>	6%	16%	64%	63%	11%	8%	0%	3%	19%	10%
<b>c. Anywhere in Grant County</b>	4%	7%	21%	19%	36%	38%	13%	20%	26%	16%
<b>27. Coordinate business recruitment</b>	29%	53%	52%	40%	8%	2%	0%	2%	10%	3%
<b>28. Provide land &amp; infrastructure for industry/commerce</b>	8%	16%	22%	43%	39%	19%	4%	7%	27%	15%
<b>29. Required muni water &amp; sewer</b>	10%	26%	47%	45%	16%	11%	4%	4%	22%	14%

- Both Bloomington and Grant County agree that energy alternatives are important forms of economic development, County residents, however, tend to agree more strongly regarding solar energy
- County respondents reported slightly greater interest in downtown development, industry and manufacturing, and tourism and recreation, however, these developments were generally considered quite important by both Bloomington and Grant County residents as a whole.

**30. Grant County jurisdictions should pursue the following energy alternatives as a form of economic development:**

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>a. Ethanol Plants</b>	17%	22%	38%	33%	26%	23%	2%	9%	17%	13%
<b>b. Solar Energy</b>	28%	39%	53%	45%	4%	5%	2%	1%	13%	10%
<b>c. Wind Energy</b>	38%	48%	44%	43%	2%	2%	4%	2%	13%	6%
<b>d. Other</b>	29%	28%	0%	8%	0%	0%	0%	0%	71%	63%

**31. Rate the importance of the following:**

	Very Important		Important		Unimportant		Very Unimportant		Not Applicable	
	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
<b>a. Ag Related Business</b>	63%	59%	33%	38%	2%	2%	0%	0%	2%	1%
<b>b. Commercial &amp; Retail</b>	15%	33%	63%	59%	20%	7%	0%	1%	2%	1%
<b>c. Downtown Devel</b>	15%	31%	57%	52%	22%	11%	2%	2%	4%	4%
<b>d. Home-Based Bus</b>	13%	17%	53%	54%	21%	22%	4%	3%	9%	4%
<b>e. Ind &amp; Manufacturing</b>	20%	40%	48%	50%	26%	8%	0%	1%	7%	1%
<b>f. Tourism &amp; Rec</b>	22%	36%	59%	55%	13%	7%	4%	1%	2%	1%

**SUMMARY OF KEY POINTS – DEMOGRAPHICS**

- Residents of Bloomington have very similar demographics to that of the County overall. However, a slightly higher percentage of Bloomington residents reported working only part-time or being self-employed, which could be related to the fact that more residents from the Town were farmers than the County as a whole. Also, there are a greater number of households with 2 adults (18+) than was reported in the county.

**35. Gender**

Male		Female	
Blmt	Cnty	Blmt	Cnty
60%	53%	40%	47%

**36. Age**

18-24		25-34		35-44	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
2%	0%	8%	7%	12%	13%

45-54		55-64		65 and older	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
29%	23%	14%	22%	35%	35%

**37. Employment Status**

Emp Full Time		Emp Part Time		Self Employed	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
37%	44%	13%	6%	17%	10%

Unemployed		Retired		Other	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
4%	1%	28%	37%	0%	1%

**38. Place of Residence**

Own		Rent		Other	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
100%	99%	0%	1%	0%	0%

**39. Number of Adults (18+) in Household**

0		1		2	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
		8%	20%	84%	71%

3		4		5+	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
6%	7%	0%	2%	2%	1%

**40. Number of Children (under 18) in Household**

0		1		2	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
58%	67%	14%	14%	19%	11%

3		4		5+	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
5%	7%	2%	1%	2%	0%

**41. Household Income**

Under \$15,000		\$15K - \$24,999		\$25K - \$49,999	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
12%	7%	14%	14%	32%	33%

\$50K - \$74,999		\$75K - \$99,999		\$100,000+	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
26%	25%	6%	15%	10%	6%

**42. Years Lived in Grant County**

Less than 1		1-4		5-9	
Blmt	Cnty	Blmt	Cnty	Blmt	Cnty
2%	1%	4%	5%	2%	9%

10-24		25+	
Blmt	Cnty	Blmt	Cnty
16%	14%	76%	71%

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**Comments****Q32. Is there anything about living in Grant County that you don't like?****Transportation (2 comments)**

- We have no public transportation.
- Also, our roadways into a pasture and fields are not maintained properly. Come visit sometime. Very poor road maintenance.

**Economic Development (1 comment)**

- Wal-Marts

**Taxes (5 comments)**

- High taxes
- Paying taxes
- Taxes – 2X
- High property taxes. The taxes are ridiculous.

**Environmental/Cultural/Recreational Issues (1 comment)**

- We live next to a rock quarry. Our water ways (creeks) are filling with runoff from this. Our water is now contaminated with large amounts of lime deposits. This is an on going issue.

**Job Issues (1 comment)**

- Limited job opportunities

**Police/Safety Issues( 3 comments)**

- Police protection is too far away.
- There are not enough strict laws on sex offenders and where they can live. We have one living a block from school and the bus stop where children traffic daily and we can't do anything about it!
- Rural road traffic violations-speed.

**No (5 comments)**

- N/A
- No – 4X

**Like it (3 comments)**

- I love beautiful Grant County and its rural feeling!
- Like living here.
- We love it here. We have chosen to raise our family here. There is opportunity in the area if you are willing to look and if you are willing to support your local business! We choose to support our local businesses on a regular basis.

**Lack of Shopping (1 comment)**

- Lack of affordable commercial stores.

**School Issues (2 comments)**

- Minimal school funding and declining enrollment which leads to the constant threat of consolidation or closure.
- Schools do not get enough funding compared to city schools.

**Land Use (3 comments)**

- Smart Growth. We don't need any more laws that tell me what I can do with my own land.
- The allowing of large farms. The smell is terrible.
- Yes, allowing big, so called, Super Farmers to come in and destroy the land then also raise land price so high that no small guy can star up or make it.

**Miscellaneous (2 comments)**

- 85 and doing one day at a time.
- Stray dogs.

**Q33. If you could change one thing about your local jurisdiction, what would it be?****Transportation (3 comments)**

- Road conditions
- Road state, weeds destroyed before going to seed
- Seal coat all gravel roads.

**Governance (2 comments)**

- 
- Excessive spending by county and especially state government. Go back to fiscal responsibility-don't spend money you don't have!
  - New township officers and worker.

**Taxes (3 comments)**

- Lower property taxes
- Taxes
- I would lower property taxes.

**Environmental/Cultural/Recreation Issues (1 comment)**

- Amish should clean up after their own animals on the roads.

**Job Issues (1 comment)**

- More high paying jobs.

**Police/Safety Issues (2 comments)**

- Traffic enforcement. Too much speeding.
- Sex offender laws.

**No (1 comment)**

- Nothing

**Housing Issues (1 comment)**

- Better housing for first time buyers. People just can't afford housing in places like Lancaster and Platteville.

**Medical Issues (1 comment)**

- Paid ambulance service with increased skills. Volunteers becoming shorter and hard to find. They only have basic life saving skills. Should be able to provide advanced cardiac life support since nearest hospital is 14 to 17 miles away.

**School Issues (1 comment)**

- Inept management of school system.

**Land Use (4 comments)**

- I would eliminate the large farms with manure pits.
- Need zoning regulations in place to limit residential building in wooded areas.
- Now that the quarry is re-opened, we have had our property damaged from the company over shooting their blasting in the quarry. We have yet to be paid for damages to our house, barn, and vehicles including camper. When we purchased this property, we had been informed the quarry would not be an issue because it was a closed site.
- Put a minimum on land size and cattle herd size for farms. Within reason.

**Miscellaneous (1 comment)**

- More support from the community itself. Let's try to make our community a show place, but we have to do the work. Let's get rid of some of the loopholes for the big guy and support our own.

**Q34. Other Comments****Taxes (1 comment)**

- Farmland should be taxed according to actual profit, not according to market prices.

**Land Use (1 Comment)**

- We also lost a farm animal due to blasting. We are less than 200 ft from said quarry and I have been informed it is illegal to blast this close to a residence.

**Miscellaneous (1 comment)**

- Be careful of what is free. Don't take too much of it, work for what is yours. Raise an honest family, make an honest living, and work hard every day with a smile.