



COMPREHENSIVE PLAN FOR THE VILLAGE OF

MONTICELLO WISCONSIN

2016-2036

PLANNING ASSISTANCE PROVIDED BY:



SOUTHWESTERN WISCONSIN
REGIONAL PLANNING
COMMISSION

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EXECUTIVE SUMMARY

The Monticello Comprehensive Plan Update was collaboratively developed by community members in order to create a unique, flourishing, and resilient Monticello for the 20 years to come. This Plan is the result of extensive public input, including Visioning Boards, a Visioning Kickoff Meeting, and four community public meetings. Together, over 55 unique participants provided their experience and expertise during these public meetings. Additionally, a Community Survey was distributed—gaining input from 84 people (7% of the total population, and roughly 35% of those that received the survey directly). Of these respondents, 79% did not attend a public meeting for the comprehensive plan.

This planning process resulted in Goals, Initiatives, and Actions organized around four topic areas: Community Resources (inclusive of Natural and Agricultural Resources, Parks and Recreation, Education, and Culture and Creativity), Infrastructure (inclusive of Transportation, Housing, Utilities including Waste Management, and Public Safety), Economic Development, and Land Use and Implementation.



The following are the Initiatives of the plan organized by their topic:

COMMUNITY RESOURCES

- Grow the student body in Monticello, while retaining its quality.
- Enable parks to be able to be used to their full potential.
- Protect the natural resources within Monticello.
- Increase the diversity of special events and community activities to attract more people.
- Improve communication between the Village Board, Monticello community members, and nearby communities.

INFRASTRUCTURE

- Create a comfortable and safe environment for pedestrians and cyclists.
- Increase the use of the nearby Badger State Trail and Sugar River State Trail.
- Increase public transit options, and increase awareness of the existing public transit services.
- Maintain the high quality police, fire, and emergency medical services in Monticello.
- Continue to ensure that Monticello schools are safe.
- Have fiscally sustainable utility rates.
- Increase the diversity and quality of the housing stock.
- Increase broadband service, including increasing current speeds in served areas.

ECONOMIC DEVELOPMENT

- Attract future residents, tourists, and businesses.
- Increase broadband service, including increasing current speeds in served areas and expanding the network to unserved or underserved areas.
- Bring new businesses into Monticello and expand current businesses.
- Reduce dependency on other municipalities for goods and services.

LAND USE AND IMPLEMENTATION PROJECTS

- Extend the Sidewalk around Lake Montesian.
- Mark a Clear Bike Lane around E. Lake St. and Pratt Rd.

- Marketing Monticello – “Put Monticello on the Map.”
- Beautification of Main Street.
- Lake Montesian Improvement.
- Plan and Create a New TIF District or Expand the Existing TIF District.
- Business Industry High-Speed Internet.
- Park Concession Replacement.
- Community Learning Center.
- Electrical Infrastructure Upgrade.
- Improved Internet Services.
- Provide Senior Resources.
- Open Waters.

Through these Goals, Initiatives, and Actions and the public meetings, three themes were recognized. These are issues that were continuously stated by community members as high priorities. The themes are discussed in more detail within the chapters of the plan. The themes are:

- **Need for High-Speed Internet:** High-speed internet is critical for business and organization vitality, and daily activities for residents. Monticello’s internet speeds are unsatisfactory, and must be improved.
- **Communication between the Village Government and the Community:** Clear communication is lacking between the Village government and the general community. This causes misunderstandings and hurts important relationships—hindering progress in the Village.
- **The Importance of the Park System:** The parks system is expansive and a major asset to Monticello. The parks have the ability to increase current residents’ health and well-being, and to attract visitors, future residents, and new businesses.

INTRODUCTION AND PROJECT SCOPE

Introduction

The Monticello Comprehensive Planning process is a grassroots effort that began in 2015 to bring together community stakeholders to collaboratively plan the future of Monticello through 2036. This planning process was completed by Southwestern Wisconsin Regional Planning Commission (SWWRPC) in coordination with the Village of Monticello.

This plan provides the most relevant data to support the proposed outcomes of the plan. It covers topics mandated by Chapter 66.1001 of the Wisconsin Statutes, and also reflects local issues and opportunities. This plan looks forward to the year 2036, but it will be reviewed annually and updated every ten years by the Village of Monticello.

Importantly, the Monticello Comprehensive is a *Community Plan* and, therefore, will be completed by the community as a whole – not solely by the Village government. This requires businesses, organizations, the Village government, and private community members to collaboratively work to create a vibrant and resilient community that they can continue to be proud calling “home.”

Project Scope

TOPIC GROUPS

There are four topics within the Monticello Comprehensive Plan. These topics each had a series of dedicated public meetings and extensive data collection. These topics correspond to required elements as identified by the Wis. Stats. 66.1001. The topics are:



Community Resources: Exploring Natural and Agricultural Resources, Parks and Recreation, Education, and Culture and Creativity.



Infrastructure: Exploring Transportation, Housing, Utilities (including Waste Management), and Public Safety.



Economic Development: Exploring a culture of development and growth, workforce training and quality of life, and tourism and attraction.



Land Use and Implementation: Exploring actionable projects and where the projects could be physically located, if they relate to land.

Through the Monticello Comprehensive Planning process, three themes emerged. These are issues that were continuously stated as high-priorities by community members in the public meetings and the Community Survey. The themes are:

- **Need for High-Speed Internet:** High-speed internet is critical for business and organization vitality, and daily activities for residents. Monticello’s internet speeds are unsatisfactory, and must be improved.
- **Communication between the Village Government and the Community:** Clear communication is lacking between the Village government and the general community. This causes misunderstandings and hurts important relationships—hindering progress in the Village.
- **The Importance of the Park System:** The parks system is expansive and a major asset to Monticello. The parks have the ability to increase current residents’ health and well-being, and to attract visitors, future residents, and new businesses.

The following table identifies the topics where these themes emerged. These are discussed in more detail in their corresponding chapters within the plan.

Table 1: Themes of the Monticello Comprehensive Planning Process

	 Need for High-Speed Internet	 Communication Between the Village Government and the Community	 The Importance of the Parks System
Community Resources		✓	✓
Infrastructure	✓	✓	✓
Economic Development	✓	✓	✓
Land Use and Implementation	✓		✓



PLANNING PROCESS

This planning process included stakeholder identification, data collection, a review of existing local plans, and extensive community outreach that incorporated visioning boards, stakeholder interviews, public meetings, and a Community Survey. The plan was a success largely due to the strong community participation, which included input from over 55 community members during public meetings and 84 people who completed a Community Survey. There were also key partners within Monticello that distributed meeting announcements and the Community Survey, provided data, and contributed community insight to help the plan succeed.

Stakeholder Interviews

A series of interviews were held with a diverse group of stakeholders to gain insight from their expertise. These interviews were used to discuss particular aspects of life in Monticello in a thorough and detailed manner. These interviews included discussions on the Public Library, the Monticello School District, and Village utilities.

Visioning Kick-Off

Two Visioning Boards and a Visioning Kick-off Meeting marked the beginning of the community outreach process for the Monticello Comprehensive Plan. The Visioning Boards asked community members to write down what they did and did not want to see in 2036. These were placed at the Monticello Public Library and the Monticello Schools for two weeks. Furthermore, during the Visioning Kick-Off Meeting, community members used the results from the Visioning Boards along with their own discussions to determine a clear and unified desired future state of Monticello. This Vision was used to guide the discussions of the following community public meetings by acting as the ultimate goal towards which they will work.

Community Public Meetings

Over 55 community members provided their input and expertise during four community public meetings. The meetings aimed to create a clear understanding of the current state of Monticello and develop Goals, Initiatives, and Actions to maintain or improve the assets of the community. In particular, the meetings discussed Community Resources, Infrastructure, Economic Development, and Land Use and Implementation. Community members provided thoughtful input through lively discussions during the meetings.

Monticello Planning Process Timeline:



Table 2: Public Meeting Schedule for the Monticello Comprehensive Planning Process

Public Meeting Schedule		
MEETING TOPIC	DATE	MEETING HOST
Visioning Kick-Off	December 3rd, 2015	Monticello School District
Community Resources	January 14th, 2016	Gabriella's Restaurant
Infrastructure	February 11th, 2016	Gabriella's Restaurant
Economic Development	March 17th, 2016	Gabriella's Restaurant
Land Use and Implementation	April 21st, 2016	Monticello School District

Monticello Community Survey

The Monticello Community Survey asked respondents to prioritize projects that came up during the previous public meetings and provide new ideas and input. It was open from March 28th to April 17th, 2016. The survey gained input from 84 people (7% of the total population, and roughly 35% of those that received the survey directly). Of these respondents, 79% did not attend a public meeting for the comprehensive plan. The complete survey can be found in Appendix C.

MONTICELLO AT A GLANCE



VILLAGE VISION STATEMENT: Monticello and the surrounding agricultural communities possess a wonderful history, with Lake Montesian as the center of our diverse and close-knit community. Our beautiful parks, natural areas and trails provide many outdoor recreation opportunities for all ages. Our ambitious, service-minded and forward-thinking attitude creates a safe, spirited and resilient community that welcomes people of all ages and backgrounds to continue growing together.

COMMUNITY SURVEY *SNAPSHOT!*

When choosing which aspect of life in the Village of Monticello is the most satisfactory, **“Small Town/Rural Atmosphere”** was chosen the most out of 13 options by survey respondents.

With flowering cherry tree lined parks and playgrounds and an engaged school district, Monticello is a Village that is often considered ideal for families. It also has many amenities to offer people at all stages of their lives, like water features for fishing and bike trails for cycling. Furthermore, Monticello is a ‘close-knit’ community. Community members have an appreciation and respect for one another and their home—frequently volunteering their time for the betterment of Monticello as a whole.

Monticello is located in Green County and in close proximity to many larger cities, making it easy to access additional products, services, and atmospheres. It’s a 45 minute drive to Madison, a two hour drive to Milwaukee, and a two and a half hour drive to Chicago.

Demographics

The total population of Monticello has increased 39.9% between 1970 (870 people) and 2010 (1,270 people) – with a 6.2% growth between 2000 and 2010¹. It is expected that the total population of Monticello will increase 8.5% between 2010 and 2040² – a low rate of growth compared to Wisconsin overall, which is expected to grow by 16%², as shown in Figure 2. Green County is also expected to have a higher rate of growth than Monticello between 2010 and 2014, with a growth of 16% as well (Figure 3).²

¹ U.S. Census Bureau. (1970, 1980, 1990, 2000, 2010)

² Wisconsin Department of Administration. (2013). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2030 - April 2040. Retrieved June 1, 2016, from <http://www.doa.state.wi.us/divisions/intergovernmental-relations/demographic-services-center/projections>

Figure 1: Location of Monticello in relation to Green County and Wisconsin.

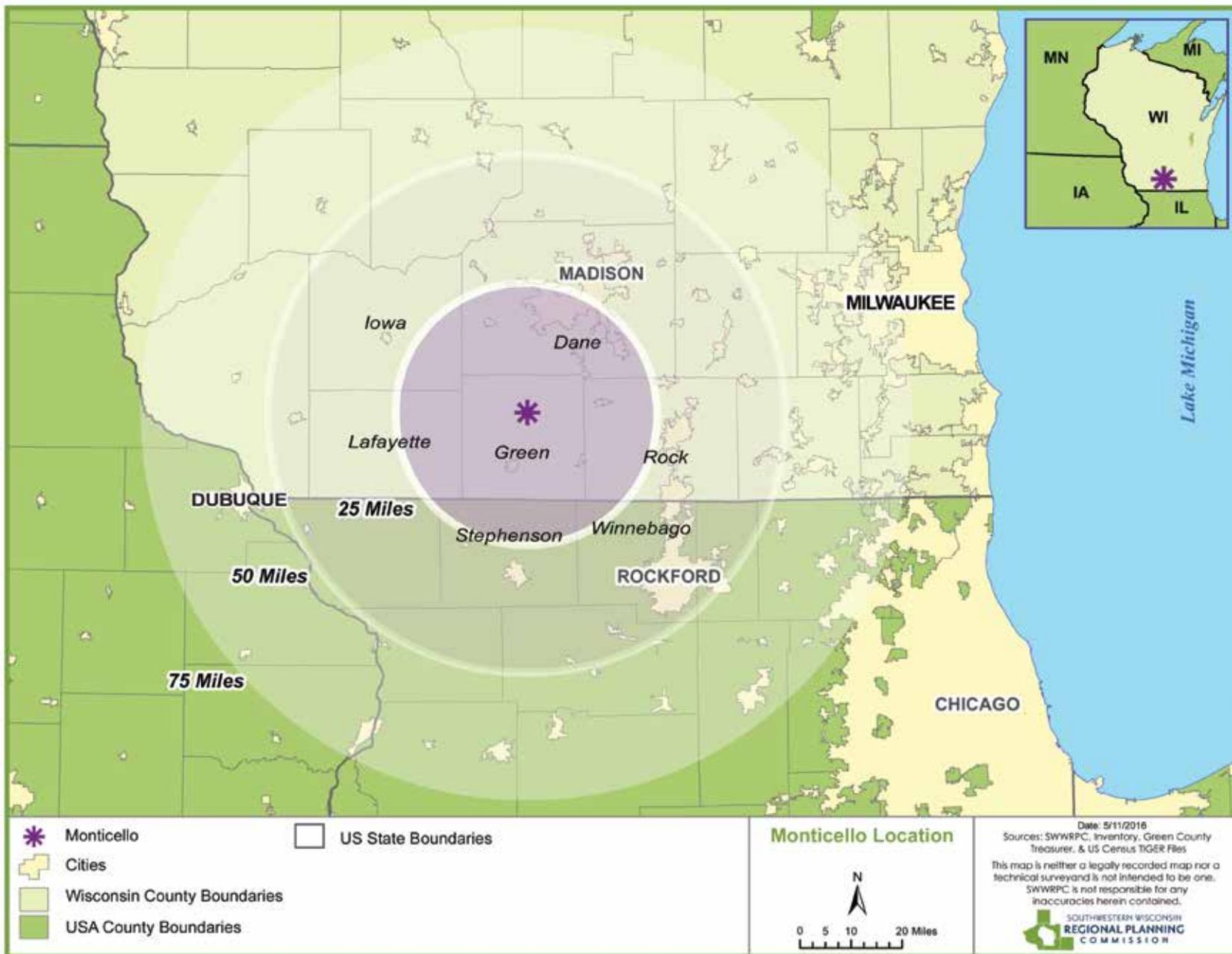


Figure 2: Population Trends of Monticello and Wisconsin, Actual 1970-2010 and Projected 2015-2040^{1,2}

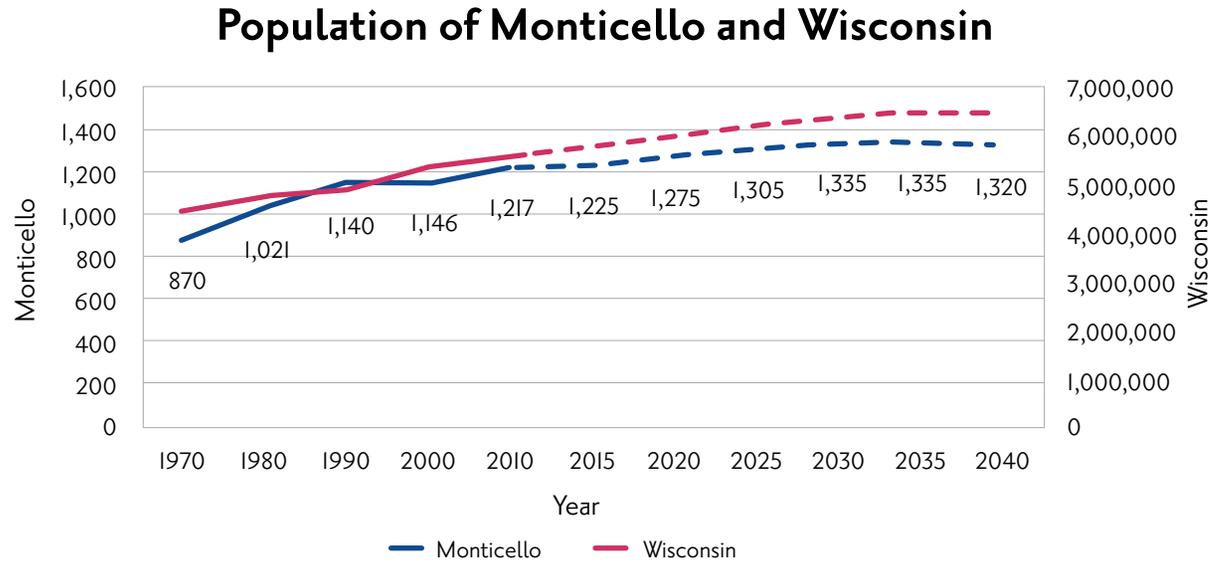
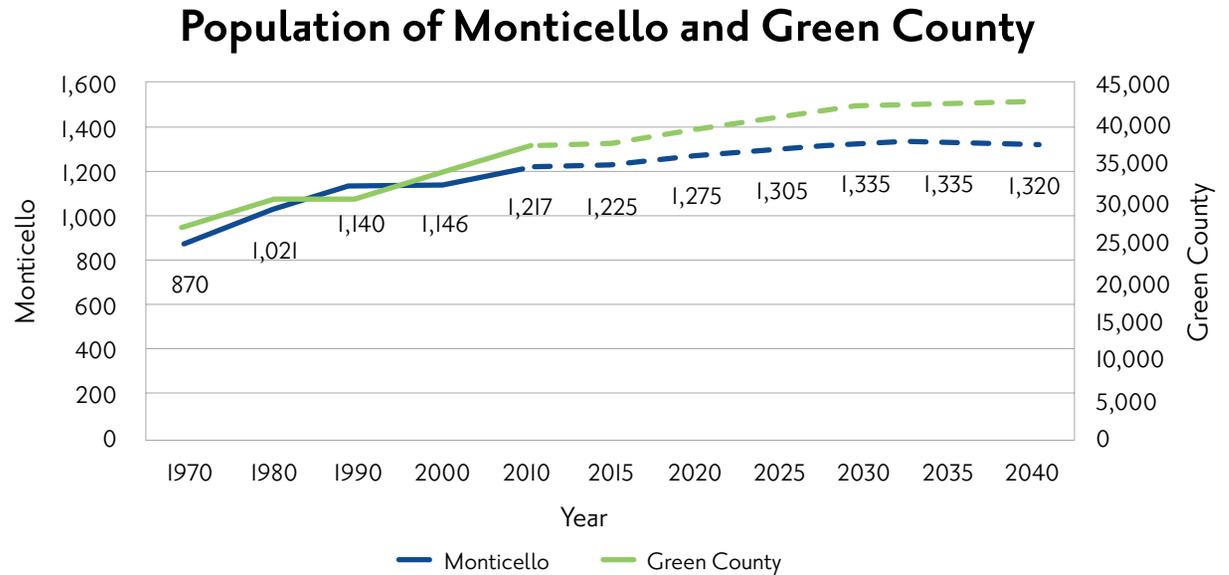


Figure 3: Population Trends of Monticello and Green County, Actual 1970-2010 and Projected 2015-2040^{3,4}



³ U.S. Census Bureau. (1970, 1980, 1990, 2000, 2010)

⁴ Wisconsin Department of Administration. (2013). Wisconsin Population & Household Projections, Projected Components of Population Change for Wisconsin Counties: April 2030 - April 2040. Retrieved June 1, 2016, from <http://www.doa.state.wi.us/divisions/intergovernmental-relations/demographic-services-center/projections>

Monticello generally lacks racial and ethnic diversity, although this has been changing slightly in recent years. For example, between 2000 and 2010, there was a 275% increase in the Hispanic or Latino population (from 12 to 33 people)⁵, still accounting for only 2.71% of the total population. The full changes in race and ethnicity are shown in Figures 4 and 5.

Figure 4: Race in Monticello, 1990-2010⁵

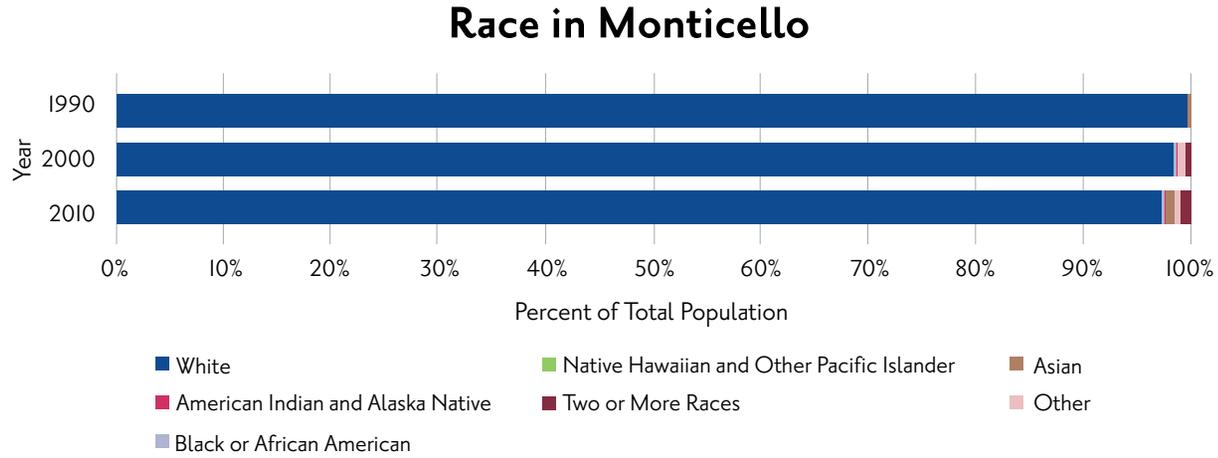
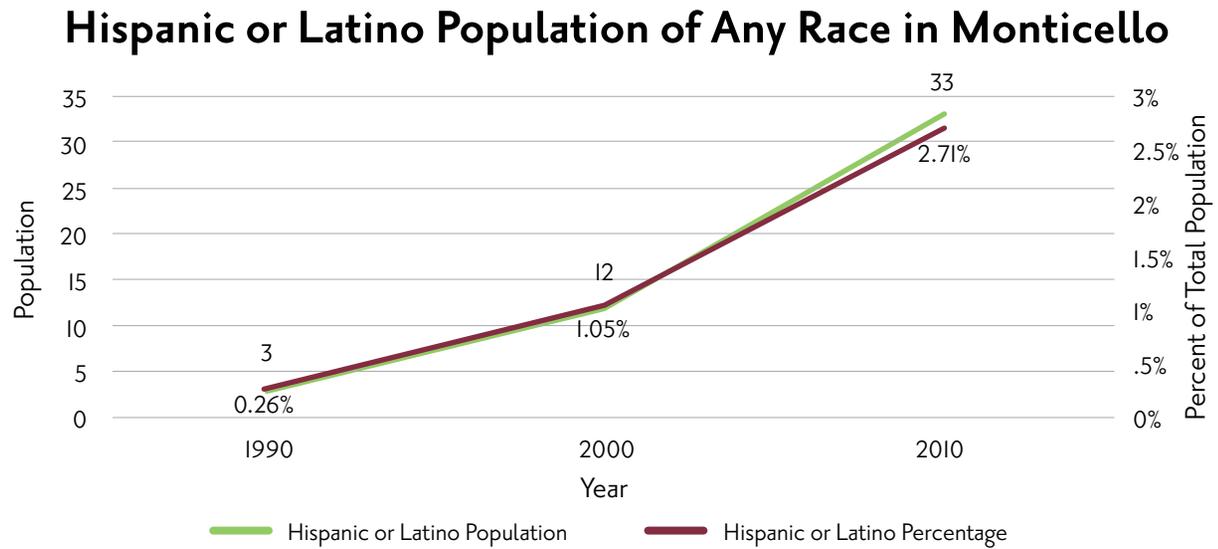


Figure 5: Hispanic or Latino Population of Any Race in Monticello, 1990-2010⁵



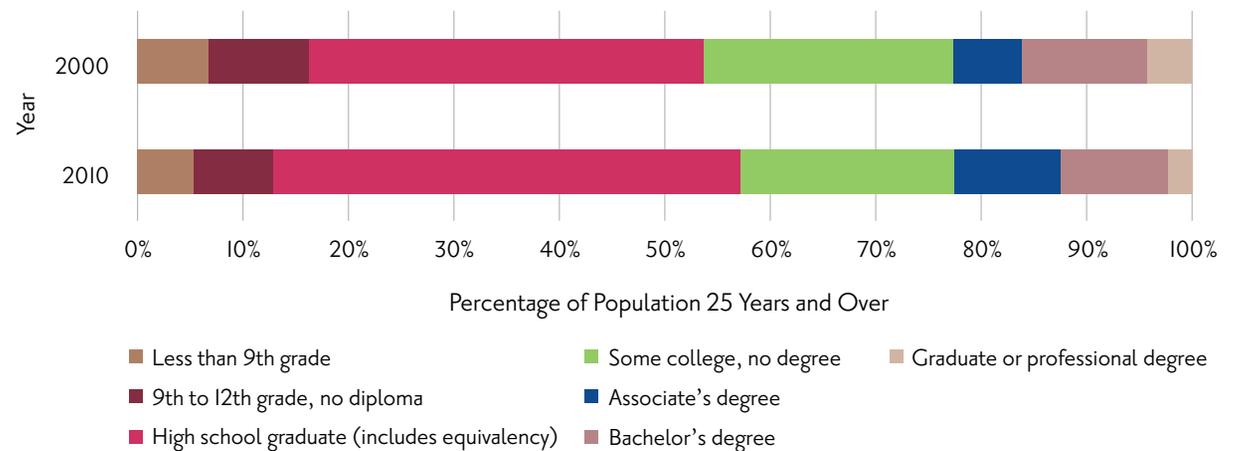
⁵ U.S. Census Bureau. (1990, 2000, 2010)

Additionally, the age distribution in Monticello has remained fairly constant over the last decades. For instance, there were 301 people under the age of 18 in 2000, and 327 people in 2010.⁶ On the other side of the age spectrum, there were 176 people over the age of 65 in 2000, and 163 people in 2010.⁶ The largest change between 2000 and 2010 was between the ages of 45-54 years old, which accounted for 166 people in 2000 and 187 people in 2010 – a 12.7% change.⁶ While little change has occurred, public meeting participants expressed the desire for population growth in Monticello. Specifically, they noted the importance of attracting and retaining youth in order to sustain Monticello in the years to come.

The level of education being attained by Monticello residents over the age of 25 years old has been changing through the years. The population over 25 years old with an associate degree as their highest level of education has increased—being 6.7% of this population in 2000, and 10.1% of this population in 2010.⁶ Conversely, the percentage of people over 25 years old with a bachelor’s degree and graduate or professional degree has decreased (Figure 6).⁶ More information on employment trends is found in the Economic Development chapter.

Figure 6: Educational Attainment in Monticello, 2000-2010⁶

Educational Attainment in Monticello of Population 25 Years and Over



⁶ U.S. Census Bureau. (2000, 2010)



COMMUNITY RESOURCES

Including Natural Resources, Parks and Recreation, Culture and Creativity, and Education.



POP QUIZ!

Q. A lovable whale water fountain lives in Lake Montesian. **What is the whale's name?**

- A.** Sophia **C.** Millie
- B.** Mikie **D.** Corkie

Please find the answer on page 20.



COMMUNITY RESOURCES GOAL: Capitalize on Monticello's strong sense of community support to maintain the Village's unique green spaces and create more public gathering spaces.

Table 3: Community Resources Public Meeting Participants

Community Resources Public Meeting Participants	
Name	Affiliation
Mike Aquino	Community Member
Dale Atkinson	Community Member
Al Brokopp	Monticello School District and Chamber of Commerce
Lori Brokopp	Community Member
LaVerne Crooks	Village President
Brenda DiCristi	Community Member
Sue Finn	Green County Leaders
Mike Klassy	Green County Development Corporation
Harvey Kubley	Monticello Industrial Development Corporation
Katy Loursbury	School District Resident
Jacob Marty	Community Member
Ron Paris	Sugar River Dairy
Mike Rufener	Farmer and American Legion Member
Dan Salas	Community member
Stephen Scanlan	Monticello Planning Commission
Tony Strenz	Monticello Planning Commission
Lorri Stueber	Community Member
Dennis Thoman	Community Member
Janet Willman	Monticello Planning Commission

Natural and Agricultural Resources

Natural and agricultural resources encompass the amenities that are fundamental to the survival of people and the environment at large, including plants and animals. Specifically, community members discussed air quality, water quality, wildlife habitat, the health of prairies and forests, and the quality of agriculture land.

Assets:

Water Features

Monticello's water features create a beautiful landscape, while also providing its residents and visitors unique recreational opportunities. Specifically, Monticello is home to the Little Sugar River and Lake Montesian. Lake Montesian is a 10 acre lake that reaches depths of 15 feet. Fish that call the lake their home include Panfish, Largemouth Bass, and Northern Pike. The lake and river are popular places for residents and visitors to fish, kayak, canoe, have picnics, and enjoy the great outdoors.

While the lake is beautiful, there is concern about the amount of algae it possesses. Some of the solutions suggested by community members included a chemical treatment and geese mitigation.

Fence Row Preservation

Public meeting participants stressed the importance of maintaining the fence rows within and on the periphery of Monticello due to the habitat the rows provide. Fence rows are the spaces that divide agricultural fields, which often have trees, small bushes, and grasses. Many mammals and insects live and feed on fence rows—making fence row preservation critical for their survival. Preservation will need to be completed by private owners of the land where fence rows are located. Therefore, public meeting participants suggested increasing education explaining the importance of the fence rows so community members will be more likely to preserve the rows on their own.

Parks and Recreation

The wandering trails through expansive parks, several water features, and flowering cherry trees create a scenic place for community members and visitors to relax and enjoy the outdoors. Furthermore, if one is looking for a more active experience, Monticello offers sporting fields and playgrounds to satisfy the need for excitement. The parks, trails, and other recreational features are shown in Figure 7. This map also shows the areas of Monticello that are within a quarter mile from Village parks and trails—generally considered to be a five minute walk. As demonstrated, much of Monticello households and businesses are in very close proximity to the parks, though not all. It is recommended that any new parks be placed near those households and businesses that are not within a quarter mile from the existing parks, in order to ensure equity of resources in the community.

POP QUIZ!

Q. How many slides does the Monticello Swimming Pool have?

- A.** Zero **C.** Three
B. One **D.** Five

Please find the answer on page 28.



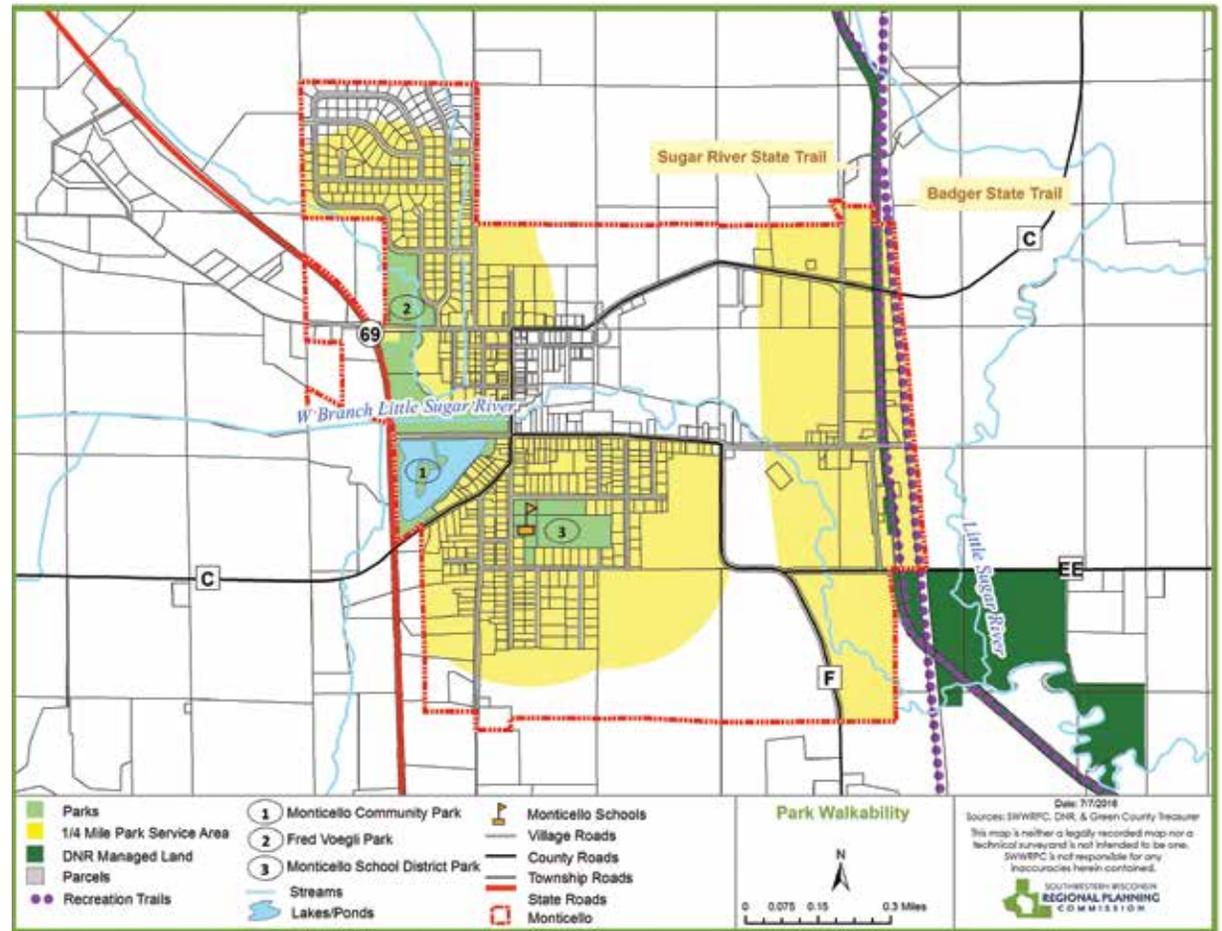


COMMUNITY SURVEY
SNAPSHOT!



68% of survey respondents wanted more investment in a treatment to remove algae from Lake Montesian.

Figure 7: Parks in Monticello and Locations within a Quarter Mile Distance from the Parks.



Assets:

Park Fun for All Ages

Monticello is home to two large parks: the Monticello Community Park and the Fred Voegli Park. These offer a wide variety of amenities including a basketball court, playground, volleyball court, softball field, several shelters, and a Vietnam Veterans Memorial. There are also recreational sports leagues that take place in the summer in these community parks. The recreational leagues are run by the Monticello School District, which is a partnership between the Village and School that exemplifies the true community spirit in Monticello. Furthermore, the park system has the Montesian Gardens. The gardens have a diverse range of flowers that bloom

spring through fall. There are also benches and a gazebo along a brick path to allow visitors to stay and enjoy the park for a longer period of time.

These parks are important for the general wellness and quality of life for community members and visitors. They create opportunities for exercising, interacting with neighbors, experiencing nature, and much more. With these benefits in mind, they are an asset to attract new residents and businesses, and retain current residents and businesses.

Swimming Pool

The Public Swimming Pool is a source of community fun during the hot summer days in Monticello. The pool is open during the summer for open swim and swimming courses. Currently, the Village hires trained lifeguards from other communities. Community members feel that Monticello should begin providing lifeguard training, in order to increase the pool's revenue and provide job opportunities for locals.

Trails for Miles and Miles

Two regional multi-purpose trails pass through Monticello: the Sugar River State Trail (23.5 miles) and the Badger State Trail (40 miles). These two trails connect to the larger Wisconsin Trail System, which includes a total of 2,008 miles of trail. Community members acknowledge that these trails are major opportunities for Monticello. The trails provide exercise and outdoor opportunities for community members—improving the physical and mental health of its residents. Furthermore, the high traffic of the trails could bring visitors into Monticello and, in turn, patrons of restaurants and other tourists spots in the village. Public meeting participants recommended creating a designated path from the trails into Monticello's downtown to encourage trail users to experience all that Monticello has to offer.



POP QUIZ!

Q. How many miles of multi-purpose trail are accessible from Monticello?

- A.** 63
- B.** 80
- C.** 110
- D.** 205

Please find the answer on page 27.





ANSWER POP QUIZ!

Q. A lovable whale water fountain lives in Lake Montesian. What is the whale's name?

Answer: **C. Millie**

Make sure to tell her “Hi” when you pass by!

Source: *The Monroe Times*



Needs:

Geese Overpopulation

A large population of geese surround the many water features of Monticello. While community members noted that they are happy geese have found a habitat, there is a concern about the number of geese. The amount of geese makes it difficult to relax in parks and makes having a picnic or other activities less enjoyable or even impossible at times. Because of this, public meeting participants suggested implementing humane geese mitigation practices, like particular sound makers.

Culture and Creativity

The culture and creative spirit in Monticello are what makes the Village a unique and comforting place to live, work, and visit. It's what makes it special. With a strong school spirit, many of Monticello's community events, activities, and organizations are centered on, or related to, the Monticello School District. This includes school fundraisers and fundraising organizations, Homecoming, sporting events, and more. There are also many events, activities, and organizations, however, that focus more broadly on the community as a whole.

Assets:

Unique Events

Spring Fling, Small Businesses Saturday, Lions Club Pancake Breakfast, the Homecoming Variety Show, and the Fisheree/Chickaree are just some of the fun events that take place in Monticello. Often, these events are attended by locals and are cherished opportunities for people to spend time with one-another and celebrate their community. Participants of the planning meetings noted that these events could be used to draw in more visitors and business, however, and should be marketed accordingly.

New amenities and events that were inclusive of all ages were also discussed by public meeting participants. These included holding a Euchre tournament, having a Farmers Market, building and ice skating rink, and establishing a campground.

A Treasured Library

Adults and youth can find plenty of unique activities to do year-round at the Monticello Public Library. The library has a weekly youth story time, summer programs that include crafts and more, and after school or school cancellation activities—providing youth a place to relax and be creative. Adult programs are very popular in Monticello, as well, and include art and craft evening classes (watercolor, beading, and more), a book club that has a strong following, and guest speakers whose discussions range from wine making to gardening to historical events.⁷

⁷ Seaver, C. Monticello Public Library. Personal Communication. (2015, October 15).





The library is also an important source of technology with no user fee. There are three computers that are highly used—often for applying for jobs, using email, and other important activities. Free Wi-Fi is also available, along with Nook rentals and document services like scanning, printing, and faxing.⁷

Public meeting participants spoke very highly of the library and see it as a source of community pride. They suggested making the space larger, in order to fit all of the activities that take place in the library and potentially increase the number of computers.

Healthy Community Organizations and Volunteers

Community organizations and their volunteers make an immense impact on the quality of life in Monticello. For example, The American Legion Post 256 built an expansive community shelter with a full kitchen—ideal for community gatherings and celebration.⁸ This shelter is a source of pride for the Village. The Monticello Community Club, which began in 1939, is another notable organization. This group has raised over \$126,000 over the last ten years that have contributed to the playground equipment, basketball court, the sidewalk through Montesian Park, picnic tables, the High School Prom, school drug programs, and much more.⁸ Many other community organizations exist. For example the Monticello Excellence in Education Fund is a community organization that provides grants to the Monticello School District staff for classroom initiatives.⁸

Ensuring that these organizations continue to exist is imperative for Monticello, and volunteers play a key role in this longevity. Public meeting participants suggested that organizations advertise their volunteer needs through multiple forms of media, like the newspaper, flyers, Facebook, and local websites. Additionally, they noted the potential to include nearby communities for volunteering efforts and to attend local events and activities. This would create a larger population to gather volunteers from, increase the overall patronage of events, and potentially increase the amount of donations. To accomplish this, the multi-media advertising, previously discussed, could be done in nearby communities, as well.

Needs:

Desire for a Community and Senior Center

Community members consistently stated the importance of creating a Community Center or Senior Center for Monticello, which would be open to those that live within or near the Village. This center could have open spaces for community members to relax and interact with one another, conference rooms for meetings, and a banquet hall for special events. Furthermore, it was suggested that continued education could be held at the Community Center or Senior Center, like courses focusing on financial management, technology literacy, business planning, and more.

⁷ Seaver, C. Monticello Public Library. Personal Communication. (2015, October 15).

⁸ Monticello Chamber of Commerce. (2013). Retrieved June 14, 2016, from <http://www.monticello-wi.com/>





Did you know?

In 2013, the Monticello Excellence in Education Fund awarded the School District of Monticello funds for 13 projects, including the After School Homework Club and Lake Montesian Clean Up.

Source: Monticello Chamber of Commerce

Education

The Monticello School District Ponies (their mascot) are a focused, yet spirited, group and often a center of community activity—including sports games, holiday luncheons, Veterans’ Day ceremonies, Homecoming, and more. The School District consists of the Monticello High School, Middle School, and Elementary School, all of which are located in the same building. In the 2013-2014 school year, the schools had 374 enrolled students.⁹

Assets:

Quality Education Opportunities

The Monticello School District had a perfect graduation rate of 100% in the 2013-2014 school year, which is consistent with prior years. This was well above the state average graduation rate of 87.5%. The school district received a School Report Card score of 68.5 meaning “Meets Expectations” for the 2013-2014 school year from the Wisconsin Department of Public Instruction.

Out of the 374 enrolled students in the 2013-2014 school year, 16.6% had a disability, and 0.8% had limited English proficiency.⁹ Additionally, 36.1% were economically disadvantaged, which encompasses students that qualify for free or reduced school lunches. The district employs roughly 75 people.¹⁰

Additionally, Blackhawk Technical College has a campus in Monroe, a 13 minute drive from Monticello, and provides education and training that is highly fitting for the careers available in the region. There are four programs offered exclusively at this location: Laboratory Technician Assistant, Medical Laboratory Technician, Agribusiness Specialist, and Medical Coding.¹¹ Many other associate degrees, technical diplomas, and certificates are offered at this location. Blackhawk Technical College also provides college credits to high school students – creating an opportunity for Monticello high school students to get a head start on college.

Technology in Schools

The advanced use of technology within the Monticello School District has allowed students to continue to take a wide range of courses despite the school district’s relatively small size. This is done through a partnership with nearby school districts known as PBJAM: Parkview, Broadhead, Juda, Albany and Monticello (Figure 8).¹² These schools provide distance learning courses with each other—where a teacher in one school is broadcast-

⁹ Wisconsin Department of Public Instruction. 2013-2014 District Report Card. (n.d.). Retrieved June 14, 2016, from <http://dpi.wi.gov/accountability/report-cards>

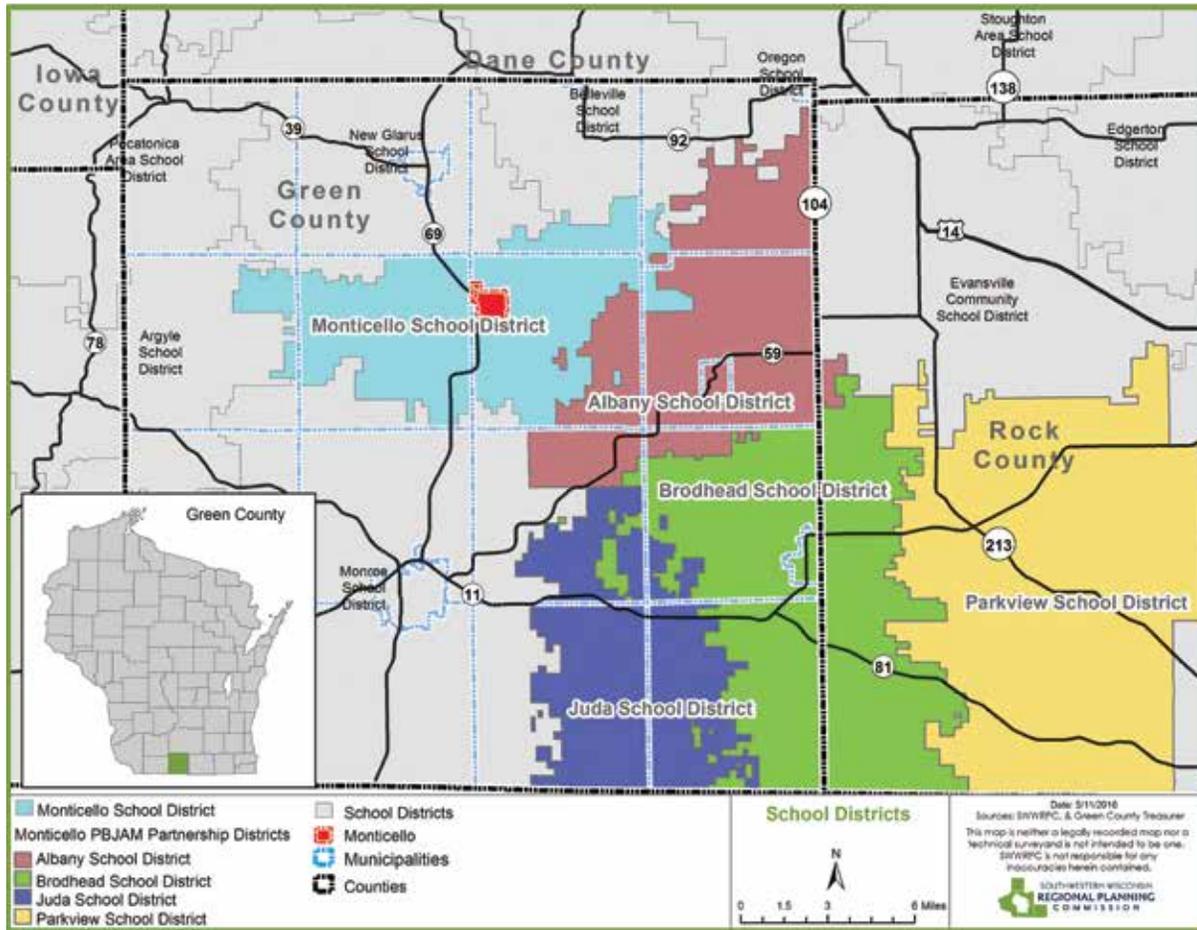
¹⁰ Brokopp, A. Monticello School District. Personal Communication. (2016, March 18).

¹¹ Blackhawk Technical College. Monroe Campus. (2014). Retrieved June 14, 2016, from <http://www.blackhawk.edu/locations/monroe-campus.aspx>

¹² Brokopp, A. Monticello School District. Personal Communication. (2016, March 18).

ed live to other schools and can teach and interact with students through technology, despite their distance. This creates major efficiencies in the region and ensures that students are capable of taking advanced courses if they wish. At the public meetings, community members expressed the importance of continuing this emphasis on technology—especially as school budgets are tight and efficiencies become more critical.

Figure 8: The Monticello School District in Relation to Partnership School Districts



COMMUNITY SURVEY SNAPSHOT!



58% of survey respondents wanted more investment in technology for education.





Needs:

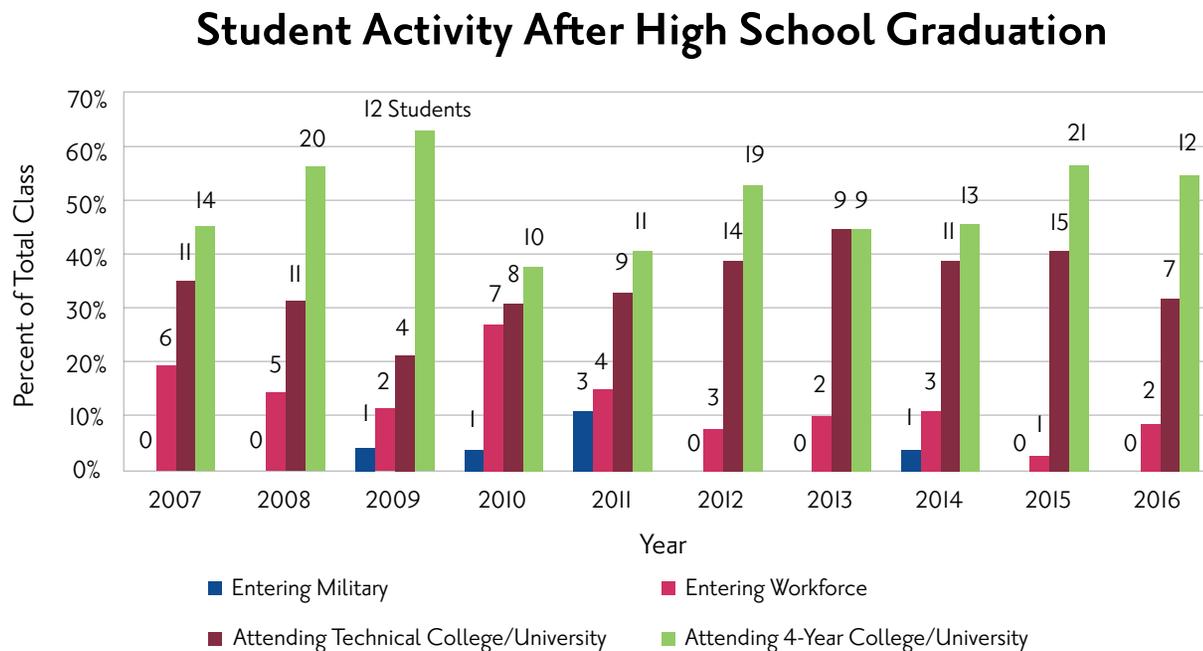
Work Experience for High School Students

Monticello community members feel that many students lack the opportunity for “real-world” job experience while in high school. Specifically, they expressed the need for internships, work-studies, and on-the-job trainings. With this experience, students would be able to discover what type of work they like and don’t like – leading to more informed decisions during the next stage of their life. In order to accomplish this, the Monticello School District could partner with local businesses and organizations to ensure there are a specific amount of work opportunities reserved for students.

Opportunities for Youth to Stay in Monticello

Many youth leave Monticello after high school to live, work, and study in other metropolitan areas. This is problematic, because the Village of Monticello will need youth in order to have a diverse, surviving community; youth provide new perspectives, can take over jobs from retirees, and much more. Community members feel that if high school students had work opportunities in Monticello at a young age, they would build a foundation and career in Monticello and have a higher likelihood of choosing to stay after high school. Therefore, a strategy of designating specific jobs for students, as described in the “Work Experience for High School Students” section, is suggested.

Figure 9: Student Activity after High School Graduation from Monticello School District, 2007-2016¹³



The following are the Community Resources related Initiatives and Actions determined by Monticello community members during the Community Resources public meeting:

Community Resources Initiatives and Actions

Initiative: Grow the student body in Monticello, while retaining its quality.

Action: Maintain the expanded educational opportunities provided through the Parkview, Brodhead, Juda, Albany and Monticello (PBJAM) partnership to share staff and other resources.

Action: Hold fundraisers for the Monticello Foundation and the Monticello Excellence in Education Fund, to increase student scholarship and grants provided to school district initiatives.

Action: Develop partnerships between the school and local businesses to provide internships and on-the-job training opportunities to students.

Action: Increase events and activities that bring awareness and understanding to people of other cultures and ethnicities.

Action: Investigate providing breakfast to students, to ensure all students are fed in the morning.

¹³ Brokopp, A. Monticello School District. Personal Communication. (2016, March 18).

ANSWER POP QUIZ!

Q. How many miles of multi-purpose trail are accessible from Monticello?

Answer: D. 205

Time to explore beautiful Wisconsin!

Source: Rails to Trails Conservancy



ANSWER POP QUIZ!

Q. How many slides does the Monticello Swimming Pool have?

ANSWER: C. Three

That's three chances to show off your super sliding skills!

Source: Monticello Chamber of Commerce

Initiative: Enable parks to be able to be used to their full potential.

Action: Decrease the amount of geese in the parks in a humane manner.

Action: Ensure that parks are accessible to mobility challenged visitors.

Action: Host events on Lake Montesian, like fishing, paddling, and ice skating.

Action: Continue to stock water features with fish.

Action: Provide public restrooms in one of the parks.

Initiative: Protect the natural resources within Monticello.

Action: Hold clean-up days for the Hefty Creek stream bank.

Action: Post "No Dumping" signs along the stream bank on Greenwood Ave.

Action: Enforce the Village Ordinance Sec. 5-2-10 that prohibits burning solid waste, like household garbage and plastics.

Action: Complete a treatment to remove algae from Lake Montesian.

Action: Determine a solution to prevent algae from growing on Lake Montesian in the future.

Action: Create a volunteer program to strengthen the Muralt Bluff Prairie and to add additional locations for prairie grass restoration.

Initiative: Increase the diversity of special events and community activities to attract more people.

Action: Investigate creating a Community Center or Senior Center.

Action: Hold events that celebrate and bring awareness to other cultures, potentially in partnership with the Monticello School District.



Action: Hold a Farmer’s Market during the summer months.

Action: Create a space to watch movies, like playing movies outdoors in the park.

Action: Encourage more art classes through the library, and hold art events.

Initiative: Improve communication between the Village Board, Monticello community members, and nearby communities.

Action: Create a communication strategy between the school and Village.

Action: Create a page in the School Newsletter that discusses upcoming public events and Village activities.

Action: Place a website link on the utility bills to see the Village board and committee meeting minutes or other important local information.

Action: Encourage organizations and businesses to promote events and activities on diverse media—including flyers, the radio, Facebook, the Village website, the Chamber of Commerce website, the School District website, and more.

Action: Spread local event information to nearby communities (New Glarus, Monroe, Albany, and more) through diverse media outlets.





INFRASTRUCTURE

Including Housing, Transportation, Utilities, and Public Safety.

INFRASTRUCTURE GOAL: Ensure proactive maintenance of Monticello’s utility infrastructure through thoughtful leadership and financial planning. In addition, guarantee the Village has diverse, affordable housing options for people at all stages of life.

Table 4: Infrastructure Public Meeting Participants

Infrastructure Public Meeting Participants	
Name	Affiliation
Lita Appel	Community Member
Sharon Blohawiak	Community Member
Al Brokopp	Monticello School District and Chamber of Commerce
Bob Carlson	Community Member
Cindy Carlson	Community Member
LaVerne Crooks	Village Board
Teresa Dunlap	Village Board
Tom Erb	Monticello Police Department
Ken Evenhauser	Community Member
Brian Gossen	Town of Mount Pleasant
Eldon Gossen	Town of Washington
Steph Hafez	Green County Aging and Disability Resource Center
Parker Havens	Community Member
Mike Johnson	Green County Development Corporation
Kevin Kombrood	Fire and Public Works
Bill Loveland	Community Member
Jacob Marty	Community Member
Chris Paris	Work in Town
Ron Paris	Sugar River Dairy
Dan Salas	Community Member
Stephen Scanlan	Monticello Planning Commission
Chris Smith	Community Member
Dan Stenbrotten	Monticello Industrial Development Corporation
John Stenbrotten	Community member
Larry Strause	Monticello Village Board
Tony Strenz	Monticello Planning Commission

**COMMUNITY SURVEY
SNAPSHOT!**



81% of survey respondents wanted more investment in developing a community that attracts young professionals.



Housing

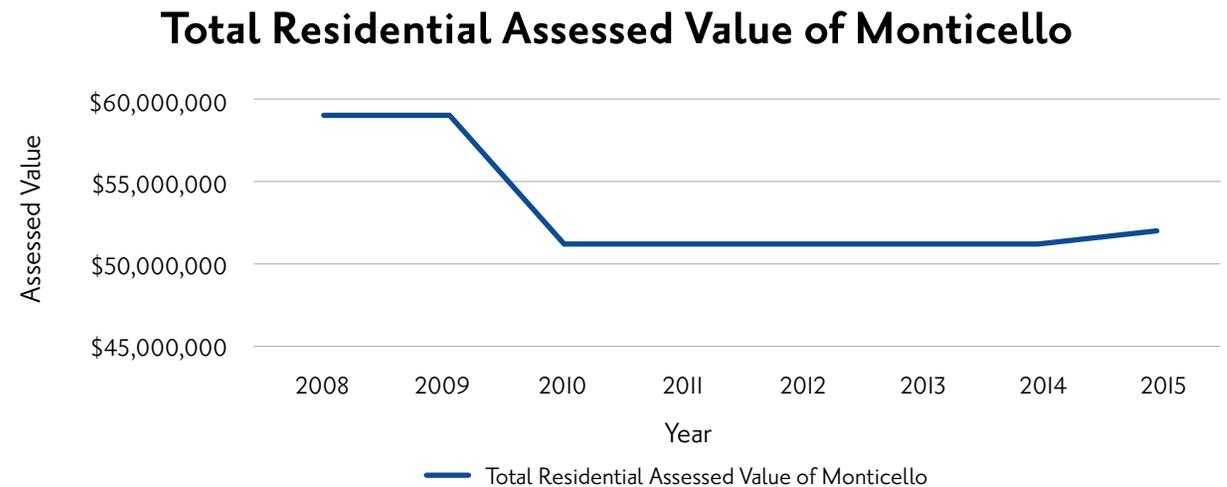
Housing is a fundamental human need. It's essential for a person to feel secure, be healthy, be part of a community, and have self-worth. When a person has quality housing, they are able to focus on fulfilling desires in their life like raising a family, gaining an education, progressing in their career, artistic expression, and more. For these reasons, Monticello community members have expressed the need for increased senior housing and rental properties geared towards millennials.

Assets:

Quality Housing

As with much of the country, the assessed value of housing in Monticello decreased dramatically after 2008 and has slowly been working its way back since 2011 (Figure 8).¹⁴ While the assessed values are lower than in the past, public meeting participants expressed satisfaction with the quality of most of the housing in Monticello. Many homes are thought to be safe, well kept, and aesthetically pleasing with features like flower gardens and welcoming porches. There are still, however, portions of Monticello that require housing improvements or repairs – including tasks like adding new siding, fixing porches, and more. Therefore, public meeting participants suggested that the Village investigate creating a small loan housing rehabilitation program. This program would pay for small housing improvements, with the expectation of being paid back within a reasonable time period (to be determined by the Village).

Figure 8: Total Residential Assessed Value of Monticello, 2008-2015¹⁴



¹⁴ Wisconsin Department of Revenue. (2008-2015). Equated Statement of Assessments. Retrieved June 1, 2016, from <https://www.revenue.wi.gov/report/a.html>

Needs:

Rental Properties are in High Demand

The need for more rental property was discussed during the public meetings. Rental property is often attractive to young professionals, who may not be interested in buying a home at this stage of life. Given that young professionals are employed at the Monticello School District and some other businesses in Monticello, providing desirable housing is necessary to have the employees live in Monticello and hopefully stay with their Monticello employer for a long period of time. Additionally, even if young professionals do not work in Monticello, they could still rent housing in Monticello and commute to nearby communities for work.

Increased Senior Housing

As residents of Monticello age, having appropriate senior housing is a priority. Public meeting participants noted the lack of senior housing and resources, especially compared to nearby Monroe, which has a nursing home. Senior housing is often characterized as quality housing units that are either single level or have an elevator, small and easy to maintain, and affordable. Senior housing also includes assisted living and nursing homes. While there are existing housing units that fit this description in Monticello, there is a consensus that the total amount needs to increase dramatically to meet the changing demographics of the village.



POP QUIZ!

Q. Which of these animals live along the Sugar River State Trail?

- A.** Beaver **C.** Mink
B. Otter **D.** All of the above

Please find the answer on page 34.

Transportation

Transportation comprises how people get to work and school, meet with friends, receive freight, run for exercise, walk their dog, and many more activities that are necessary to a full life. Therefore, transportation is not just providing infrastructure and services, but also ensuring that community members are aware of the infrastructure and services in Monticello and make good use of them. Specifically, many community members are calling for a heightened focus on active transportation, including walking and biking infrastructure instead of the traditional focus on infrastructure for motorized vehicles.

Assets:

Bike Infrastructure and Resources

The Badger State Trail and Sugar River State Trail traverse near Monticello creating immense local recreational opportunities and a potential for the Village to attract tourists who are cycling on the trail. Furthermore, these trails allow community members to easily experience nature, creating opportunities for improved mental health through relaxation and tranquility. Public meeting participants felt that the trails are not being used to their full potential by Monticello residents primarily for two reasons: (1) people are not aware of the trails, and (2) there is not a route connecting the trails to downtown Monticello. A handheld map showing the trail network and a laminated map at the trail head could increase awareness. Additionally, a clearly marked route from the trail head to downtown was suggested.

Community members also noted the importance of bike safety. Many people, including drivers and cyclists, do not understand the rules of the road regarding cyclists. Therefore, public meeting participants suggested that an entity hold bike safety courses for community members and visitors.

Public Transportation Awareness

The Aging and Disability Resource Center of Green County provides a shuttle bus service in Monticello that travels from New Glarus to Monticello to Monroe every Wednesday at scheduled times. There are also trips to Madison and Janesville on the first and third Thursday of every month, respectively.¹⁵ This is the only public transportation option in Monticello and many community members do not know that this service exists. Therefore, increased marketing was suggested.

ANSWER *POP QUIZ!*

Q. Which of these animals live along the Sugar River State Trail?

Answer: **D. All of the above**

Better pack your camera to catch a photo of these cute critters!

¹⁵ Aging and Disability Resource Center of Green County. Transportation. (n.d.). Retrieved June 15, 2016, from <http://adrcgreencounty.org/transportation/>

Needs:

Sidewalk Access

Public meeting participants noted that many people walk throughout Monticello. The community has many locations in close proximity, and residents or visitors can quickly get to from the downtown to the parks to the school other destinations. While the close proximity is ideal, many locations are missing sidewalks and lighting. For example, the school is missing sidewalks on two sides of the building making it difficult for students, parents, and visitors to feel safe walking near the school.

Public meeting participants suggested determining a school walking route, then repairing the damaged sidewalks and building new sidewalks along this route. Once the school route is complete, sidewalks in other areas in the Village can be addressed. The Federal Highway Administration recommends that all residential roads have sidewalks at least five feet wide, with sidewalks as much as 10 feet wide in heavy pedestrian areas like school zones and downtowns.¹⁶

Parking and Line-of-Sight

The location of parking stalls in Monticello can hinder drivers' ability to see oncoming traffic properly—therefore, making some community members feel unsafe when driving.

For example, both sides of Main St. have angled parking. When people back out of the angled parking their line-of-site is blocked by other parked cars, causing community members to be unable to see moving vehicles traveling down Main St. While angled parking was initially chosen to accommodate more parking spots, public meeting participants suggested reviewing whether the angled parking is actually necessary.

There are also locations throughout Monticello where on-street parking is very close to intersections, causing people to pull forward past the stop sign to see traffic. It was suggested that the Village could eliminate parking spots next to intersections, in order to alleviate this problem.

Utilities

Utilities are the backbone for Village life and essential for daily functions, including water services, waste collection, electrical services, and internet. Therefore, it is imperative that utilities are working effectively on a regular basis. This requires constant maintenance and updates of infrastructure and services that adapt to meet the needs of residents, businesses, and visitors. For these reasons, public meeting participants expressed the need for strong, proactive leadership when making decisions about utilities in Monticello.

¹⁶ Axelson, P., Chesney, D., Galvan, D., Kirschbaum, J., Longmuir, P., Lyons, C., & Wong, K. (n.d.). Designing Sidewalks and Trails for Access, Part I of II: Review of Existing Guidelines and Practices. Retrieved from http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/sidewalks/sidewalks.pdf



Table 5: Utility Services and Providers in Monticello, 2015

Utility Services and Providers in Monticello	
Utility Service	Provider
Water, Wastewater, and storm water	Village of Monticello
Solid Waste (garbage, recycling, yard and bulky waste)	Village of Monticello
Electric	Alliant Energy
Natural Gas	We Energies
Telephone, Cable, Internet, and Fiber	Utelco, Telephone and Data Systems, Inc. (TDS Telecom), Lightwire, and Charter
Cellular Services	Sprint, US Cellular, and Verizon

Needs:

An Aging Sewer System

Much of the sewer system in Monticello was last updated in 1994. Equipment is consistently failing and is being repaired or replaced as-needed, with no formal long-range plan in place. Currently, these repairs or replacements have created minor to moderate expenses. However, there is concern that soon large pieces of equipment will fail leaving the Village with an unexpected high cost burden. To address this, community members supported replacing the equipment before it breaks and keeping track of the equipment lifespans to ensure the next replacements are completed on time. The Village, as with all municipalities in Wisconsin, are also required to meet phosphorus treatment standards—a process that requires substantial investments to the wastewater treatment plant.

Predictable Utility Rate Increases

Public meeting attendees stated that predictable utility rate changes are important to Village residents. In the past 15 years, there have been no changes in the utility rates¹⁷, despite the cost of service increasing and aging equipment not being replaced. This has made it necessary for the Village to increase sewer rates by 75% from 2015 to 2016.¹⁷ To ensure this doesn't happen again, community members recommended that the Village analyze the costs of services annually and make utility rate changes accordingly. This will allow residents and businesses to budget for the changes and refrain from being surprised or unable to cover their utility bills.

¹⁷ Murphy, K. (2016, March 29). Monticello to raise water rates Friday. The Monroe Times. Retrieved March 30, 2016, from <http://themonroetimes.com/Main.asp?SectionID=2&SubSectionID=2&ArticleID=52423>

Lack of High-Speed Internet

The need for high-speed internet in Monticello was discussed by community members during the entire planning process, most notably in the context of Economic Development. Currently, the Village of Monticello is receiving internet service primarily from TDS Telecom. Many believe that competition for internet service would create more reliable service and potentially lower costs for users. The lack of high-speed internet is discussed further in the Economic Development chapter.

Public Safety

The Village of Monticello is provided emergency response and public safety services from the Monticello Police Department, Monticello Fire and Rescue, and the New Glarus Area Emergency Medical Services (EMS). An overview of these organizations is shown in Table 6.

Table 6: Overview of Monticello’s Public Safety Services, 2015.

Monticello Public Safety Services Overview	
Monticello Police Department	The Police Bureau is staffed by a Police Chief, Full-Time Officer, and three Part-Time Officers.
Monticello Fire and Rescue	The Monticello Fire and Rescue has on average 32-35 members, with over half of these being either Certified First Responders or Emergency Medical Technicians. It responds to on average 110-140 calls a year.
New Glarus Area Emergency Medical Services (EMS)	The New Glarus Area EMS is a private, non-profit, volunteer community service organization with over 30 volunteers and staff. It is the primary “911” ambulance service for Monticello.

Assets:

A Robust Police Service

The Monticello Police staff are held in high regard in Monticello and considered a “community-minded” organization, generally having a strong relationship with the public. There is a low turnover of staff, making the police officers familiar faces and adding to the relationships between the police and residents.

Police are occasionally understaffed, however, during special events that have large attendance. For this reason, hiring part-time staff to be called-in on specific occasions was suggested. These staff members could be funded through the event holder who would have a special fee to cover the increased police coverage.



Did you know?

The Monticello Police Department participates in the “Shop with a Cop” Program. This is a program where children shop with a Police Officer to buy Christmas presents for their family that they would have otherwise been unable to afford.

Source: Village of Monticello

Emergency Medical Services, Fire, and First Responders

Strong community support and adequate budgets help the Emergency Medical Services (EMS), Fire Department, and other First Responders thrive in Monticello. These entities exist due to the many volunteers that dedicate their time and expertise for the well-being of the community. Furthermore, adequate budgets allow these entities to have well-maintained and up-to-date equipment and uniforms, ensuring a high quality of service.

While these entities do their part to ensure strong service, it is important that the community does their part, as well. Specifically, residents need to ensure that their house numbers are clearly visible from the street. Staff and volunteers of the EMS and Fire Department have expressed the need to spread information through an education strategy stating the importance of visible house numbers when finding people in emergency situations.

Continuing School Safety

Safety at the Monticello Schools is a top priority and many updates and procedures are being completed at the school to ensure this. For example, new outdoor LED lighting was installed outside the schools, along with video surveillance.¹⁸ Furthermore, mass casualty and other drills are done on a regular basis.¹⁸

There are pedestrian safety concerns when school begins and ends due to high volume of traffic around the school and many children walking home. Adding more crossing guards is a potential solution to this issue.

The following are the Infrastructure related Initiatives and Actions determined by Monticello community members during the Infrastructure public meeting:

Infrastructure Initiatives and Actions

Initiative: Create a comfortable and safe environment for pedestrians and cyclists.

Action: Analyze the sidewalk network and build where they are missing or improve where they are damaged.

Action: Ensure that all new roadways have sidewalks built with them.

Action: Add lighting along sidewalks, especially on the north side of town.

Action: Hold bike safety courses for all ages, including how drivers should interact with bicyclists.

Action: Distribute information to visitors and residents related to bike safety, including the DNR’s Wisconsin Trail Etiquette and Safety Guidelines—potentially through the Chamber of Commerce, Village Hall, and School District.

Action: Determine bike routes through Monticello and mark accordingly.

¹⁸ Brokopp, A. Monticello School District. Personal Communication. (2016, January 14).

Initiative: Increase the use of the nearby Badger State Trail and Sugar River State Trail.

- Action:** Create a website showing the trail routes and points of interest in Monticello.
- Action:** Designate a route connection between the trails and downtown Monticello.
- Action:** Create and install a laminated trail map at the trailhead by Monticello.
- Action:** Host biking events, like monthly group bike rides.

Initiative: Increase public transit options, and increase awareness of the existing public transit services.

- Action:** Spread information about the volunteer driver program through the Green County Aging and Disability Resource Center - through Village Hall, the Chamber of Commerce, and other organizations.
- Action:** Investigate the opportunity for a bus service to provide recreational day trips to other cities, like Madison, Milwaukee, and Chicago.
- Action:** Investigate the opportunity for a shuttle service between Monticello, New Glarus, and Monroe.

Initiative: Maintain the high quality police, fire, and emergency medical services in Monticello.

- Action:** Maintain the funding for these services.
- Action:** Investigate hiring part-time staff for special events.
- Action:** Investigate charging event holders to cover the security needs for events, such as extra staff.
- Action:** Continue to hold practice drills.
- Action:** Inform homeowners and businesses that they need to keep house numbers visible and their driveways clear of debris.



Initiative: Continue to ensure that Monticello schools are safe.

Action: Hire and train more crossing guards at the school.

Action: Build sidewalks with lighting on the two sides of the school where they are missing.

Action: Designate school sidewalk routes.

Action: Continue to provide staff training and run drills for emergency situations.

Action: Maintain the lights and video surveillance on the outside of the school.

Initiative: Have fiscally sustainable utility rates.

Action: Evaluate the utility rates annually to determine if they are appropriate for the utility costs.

Action: Meet with nearby cities and Villages to learn about their rate increase models.

Initiative: Increase the diversity and quality of the housing stock.

Action: Encourage the development of rental apartments.

Action: Enforce building codes on all properties.

Action: Market the availability of open lots for single family and multi-family housing.

Action: Investigate the opportunity for housing grants, including for senior and affordable housing.

Action: Investigate creating a small loan housing rehabilitation program.

Initiative: Increase broadband service, including increasing current speeds in served areas.

Action: Analyze the current service being provided and create a clear understanding of where improved service is needed and why it is needed.

Action: Create an advocacy group for Monticello, to discuss the need for higher-speed internet with providers and legislators.

Action: Apply for State and Federal grants and programs related to broadband.

Action: Become certified as a “Broadband Ready Community” through the State of Wisconsin.





ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT GOAL: Brand Monticello’s unique assets to ensure the community grows in multiple facets including population, school enrollment, business development, and tourism.

Table 7: Economic Development Public Meeting Participants

Economic Development Public Meeting Participants	
Name	Affiliation
Sharon Blohawiak	Community Member
Kay Freitag	Kay Freitag Financial
Marques Hicks	Monticello Police Department
David Parr	Parrfection Produce
Stephen Scanlan	Monticello Planning Commission
Chris Smith	Community Member
Tony Strenz	Monticello Planning Commission
Mark Tallman	Wisconsin Economic Development Corporation
Dennis Thoman	Community Member
Barbara Unke	Community Member
Ed White	Southwestern Wisconsin Regional Planning Commission
Janet Willman	Monticello Planning Commission

A Culture of Growth and Development

Attaining growth in Monticello is a priority to community members, with “growth” being defined to include growth in the total population, number of businesses, and school enrollment. To accomplish this, the Village must build off of the existing industries succeeding in the area. This includes industries centered on agriculture and other businesses or entities, like car dealerships, educational institutions, and packaging facilities.

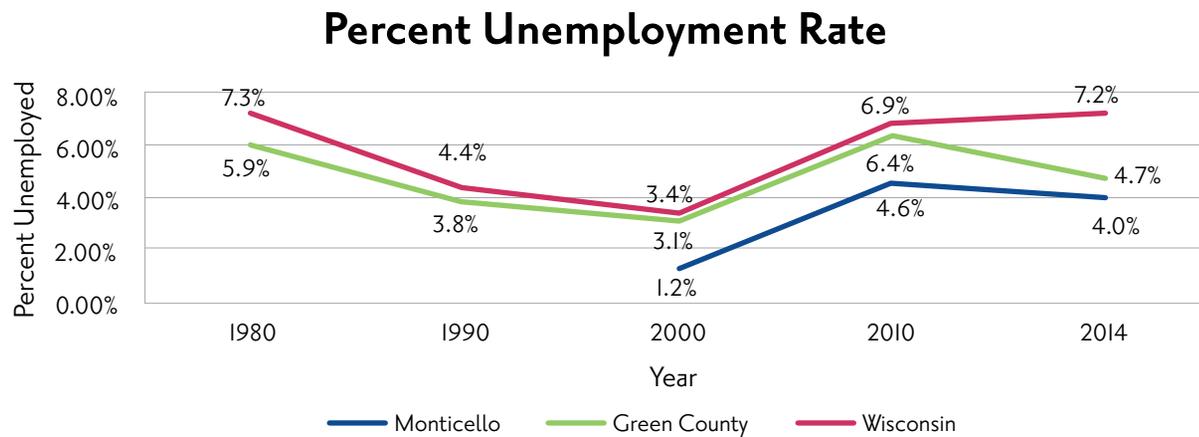
Assets:

A Highly Employed Workforce

Monticello’s unemployment rate has consistently been lower than Green County and Wisconsin between 2000 and 2014. In 2000, the unemployment rate in Monticello was as low as 1.2%—a remarkably low rate.¹⁹ As with the majority of the country, Monticello’s unemployment rate increased dramatically by 2010 during the great recession to 4.6%¹⁹, still well below Wisconsin as a whole. These rates are shown further in Figure 9.

¹⁹ U.S. Census Bureau. (1980, 1990, 2000, 2010, 2014)

Figure 9: Percent Unemployment Rate in Monticello, Green County, and Wisconsin 1980-2014²²



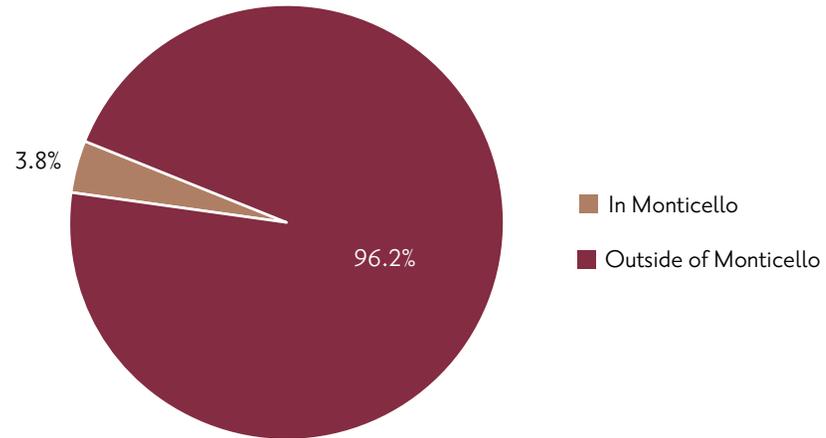
While the unemployment rate of Monticello residents is low, the overwhelming majority of Monticello’s working residents do not work in Monticello. In fact, according to U.S. Census Bureau estimates, in 2014 only 3.8% of Monticello residents worked in Monticello; 96.2% of Monticello residents worked outside of Monticello²⁰, as shown in Figure 10. Often a community with this dynamic is considered a “bedroom community”: one where people live, but do not work.



²⁰ U.S. Census Bureau, Center for Economic Studies. On the Map Application. (2014). Retrieved from <http://onthemap.ces.census.gov/>

Figure 10: Employment Location of those that Live in Monticello, 2014²¹

Employment Location of those that Reside in Monticello, 2014



The highest paying industries in the Monticello zip code (53570) vary widely, with the highest paid employees working in Mail Order Houses (\$51,950), and followed by Local General Freight Trucking (\$50,716), New Car Dealers (\$49,869), and Miscellaneous General Purpose Machinery Manufacturing (\$46,198).²² The median household income in 2000 was \$44,087 with a slight decrease to \$43,875 in 2010.²³

Industry Clusters Centered on Agriculture

The importance of agriculture on Monticello's economy is clear by the Monticello zip code's high concentration of cheese manufacturing; animal production and aquaculture; and soil preparation, planting, and cultivating²⁵, compared to the nation (Table 8). Location quotients are determined by comparing the industry's share of regional employment with its share of national employment. The higher the location quotient, the higher the local concentration of an industry is compared to the nation. These clusters related to agriculture may be expected given the large agricultural presence in Green County, which, in turn, impacts the work opportuni-

²¹ U.S. Census Bureau, Center for Economic Studies. On the Map Application. (2014). Retrieved from <http://onthemap.ces.census.gov/>

²² Economic Modeling Specialist Intl. Industry Pay - All Industries in Monticello, WI (in Green county) (ZIP 53570). (2015). Retrieved from <https://w.economicmodeling.com/analyst/>

²³ U.S. Census Bureau. (2000, 2010)

ties in Monticello. In 2014, agriculture provided jobs for 6,979 Green County residents and contributed \$484 million to the county’s total income.²⁴

Table 8: Industries in the Monticello Zip Code with the Highest 2015 Location Quotient and Number of Jobs²⁵

Industries in Monticello Zip Code with the Highest 2015 Location Quotient and Number of Jobs		
Industry	Location Quotient	Number of Jobs
Cheese Manufacturing	100	97
Animal Production and Aquaculture	66	63
Soil Preparation, Planting, and Cultivating	66	18
Mail-Order Houses	58	43
General Freight Trucking, Local	52	44
Specialized Freight Trucking, Local	52	28

Many of these industries with a high location quotient are expected to grow between 2014 and 2024. For example, according to Economic Modeling Specialists Intl. (EMSI), Local Specialized Freight Trucking is predicted to grow by 16 jobs, Cheese Making is predicted to grow by ten jobs, and Crop Production is expected to grow by five jobs.²⁶ Other industries that Monticello does not have a high location quotient for are also expected to grow. Two of these, Specialty Trade Contractors and Custom Computer Programming Services, are expected to add 11 and eight jobs, respectively.²⁶

A Future of Cheese and Specialty Agriculture

Cheese Manufacturing was highlighted by public meeting participants as an especially important industry to Monticello. It was labeled as important due to its ability to both provide jobs to local residents as well as attract visitors who are interested in eating the cheese and learning about the cheese making process. The appeal of cheese making applies to other types of specialty agriculture, as well. For example, community members discussed the opportunity for a winery in Monticello. This type of specialty agriculture could bring in people who are interested in seeing the facilities and the wine making process (like tours and tastings), which could lead to hotel stays, restaurant patronage, and gift purchases within Monticello.

²⁴ Green County University of Wisconsin Extension. Green County Agriculture: Value & Economic Impact. (2014). Retrieved June 10, 2016, from <http://green.uwex.edu/files/2010/05/Green-County-Ag-Impacts-2014-FINAL-HR1.pdf>

²⁵ Economic Modeling Specialist Intl. Cluster Identification - All Industries in Monticello, WI (in Green county) (ZIP 53570). (2015). Retrieved from <https://w.economicmodeling.com/analyst/>

²⁶ Economic Modeling Specialist Intl. Industries and Number of Employees - All Industries in Monticello, WI (in Green county) (ZIP 53570). (2015). Retrieved from <https://w.economicmodeling.com/analyst/>

COMMUNITY SURVEY SNAPSHOT!



75% of survey respondents wanted more investment in increasing communication channels between the Village and the general public.



51% of survey respondents prefer to receive information about the Village through email and

44% prefer to be informed through social media.

COMMUNITY SURVEY
SNAPSHOT!



81% of survey respondents
wanted more investment in
high-speed internet
infrastructure.

Needs:

Falling Behind Without High-Speed Internet

The lack of high-speed internet in Monticello is a major concern for the Village. Community members report their service at around 3 Mbs (download) on a regular basis, and at times even as low as 1 Mbs (download) when tested. This lack of high-speed internet makes it difficult for Monticello residents to accomplish daily tasks, like banking and streaming videos, and makes it nearly impossible to work from home. Additionally, given technology's large role in the business world, businesses' operations are severely limited without high-speed internet, making it a deterrent for new businesses to come to Monticello and existing businesses to stay.

Public meeting participants suggested creating an advocacy group for Monticello to speak strongly about the need for high-speed internet with service providers and legislatures in the region. Additionally, there are State and Federal grants and programs available which Monticello could apply for in order to acquire high-speed internet.



Communication between the Village Government and the General Public

During public meetings, participants frequently discussed the lack of clear communication between the Village government and the general public, as well as the frequently strained relationship between the two entities. Some community members feel that their ideas are often not considered and that the Village is not willing to invest in creating a growing and changing community—often relying on what’s worked in the past instead of trying something new. Conversely, some on the Village Board feels that they are open to new ideas, but that community members fail to be proactive and participate. To reestablish a positive relationship between the Village Board and the community, public meeting participants suggested opening a dialogue between the two groups on this specific issue and working to understand the perspectives of both parties.

Attraction and Tourism

Monticello truly is an asset-rich community. It has expansive parks, well maintained sports fields, delicious restaurants, and many more features. Public meeting participants discussed ways to build upon the already strong community to attract outsiders, including rejuvenating Main Street and creating a walkable environment. Furthermore, the Village’s success is dependent not only on creating amenities, but also expressing these amenities to potential visitors of Monticello and potential residents and business owners through a branding and marketing strategy.

Assets:

Accentuating a Beautiful Community

The Village of Monticello is generally thought to be very attractive. Amenities like cherry blossoms and water features create inviting natural spaces for visitors and residents. Furthermore, Monticello is one of the few small towns that have a very attractive entrance with a plethora of greenery and an attractive sign coming from Highway 69. However, community members discussed the need to improve the aesthetics of downtown, which does not match the beauty of the surrounding area. In particular, multiple buildings are vacant on Main St. and are blighted. Filling these buildings is a complex issue, but a priority nonetheless. There are less complex changes that can be done immediately to improve the look of Monticello, as well. For instance, community members suggested taking the cords off of the light polls on Main Street so that they look cleaner and simpler; this is a change that could conceivably happen in a single day.

Needs:

Monticello’s Unique Brand

Community members noted the need to create a clear brand for Monticello based on the strengths of the Village. Once the brand is created, businesses, organizations, and the Village can play off this brand in all things



COMMUNITY SURVEY SNAPSHOT!



85% of survey respondents wanted more investment to fill vacant buildings on and near Main St.



that they do, like events and promotions. In doing so, there will be a consistent message to draw in visitors from places like Madison and Chicago. This brand could relate to the extensive parks system, including the lake and bicycle trails, that Monticello enjoys, which is a feature that many small towns do not possess.

Attracting Young Professionals and Seniors through Higher-Density, Mixed-Use Development

Higher-density, mixed-use, infill development in the next 20 years – especially near Main Street – is a potential solution to the lack of rental apartments and senior housing, as well as businesses in Monticello. This type of development is trending nationwide as it creates a more walkable and engaging urban environment, which is highly desired by young professionals, seniors, and families. In particular, a high-density downtown is often desired by millennials who are looking to live in locations where they can easily walk to their work, dining, and other recreational destinations. Furthermore, as seniors age they may not be able to drive or travel far distances, making a walkable neighborhood with amenities close to one-another ideal. This type of development also inhibits suburban sprawl, protecting the rural environment that surrounds Monticello from unnecessary development. The Village of Monticello’s zoning code would need to be rewritten to allow this mixed-use development.

The following are the Economic Development related Initiatives and Actions determined by Monticello community members during the Economic Development public meeting:

Economic Development Initiatives and Actions

Initiative: Attract future residents, tourists, and businesses.

Action: Create a brand for Monticello based on its strengths.

Action: Develop a marketing strategy to express and share the Monticello brand.

Action: Contact the Department of Transportation to discuss putting a sign on Highway 69 showing where Monticello is located.

Action: Maintain the existing landscaped entrance to Monticello from Highway 69.

Action: Improve the façade of some deteriorating buildings in downtown.

Action: Remove the cords from the street lights on Main St.

Initiative: Increase broadband service, including increasing current speeds in served areas and expanding the network to unserved or underserved areas.

Action: Analyze the current service being provided and create a clear understanding of where improved service is needed and why it is needed.

Action: Create an advocacy group for Monticello, to discuss the need for higher-speed internet with providers and legislators.

Action: Apply for State and Federal grants and programs related to broadband.

Action: Become certified as a “Broadband Ready Community” through the State of Wisconsin.

Initiative: Bring new businesses into Monticello and expand current businesses.

Action: Purchase industrial land and create a new Tax Increment Finance District.

Action: Investigate the potential for specialty agriculture in Monticello, like a winery.

Action: Provide resources for entrepreneurs, like investors and possibly an incubator.

Action: Provide resources for beginning farmers, including a mentorship program between experienced farmers and beginning farmers.

Action: Fill vacant stores on Main St.

Initiative: Reduce dependency on other municipalities for goods and services.

Action: Continue to use the Monticello Money and expand the number of businesses involved.

Action: Spread information about the benefits of shopping locally.

Action: Research where the money of Monticello residents is currently being spent to gain a better understanding of what goods and services may not be available in Monticello.

Action: Encourage new businesses to fill needs of community members not currently met in Monticello, like a coffee shop.

Action: Investigate getting a doctor from a nearby community to provide medical services in Monticello part-time.





LAND USE AND IMPLEMENTATION

LAND USE AND IMPLEMENTATION GOAL: Identify and enable project champions to implement community goals that incorporate land use best practices.

Table 9: Land Use and Implementation Public Meeting Participants

Land Use and Implementation Public Meeting Participants	
Name	Affiliation
Mike Aquino	Community Member
Al Brokopp	Monticello School District and Chamber of Commerce
LaVerne Crooks	Village Board President
Parker Havens	Resident
Mike Johnson	Green County Economic Development Corporation
Mike Klassy	Green County Economic Development Corporation
Todd Kriebs	Family Fresh Pack
Jacob Marty	Community Member
Mike Rufener	Farmer and American Legion Member
Rich Rufer	Washing Township
Dan Salas	Resident
Stephen Scanlan	Monticello Planning Commission
Carolyn Seaver	Monticello Public Library
Doug Seaver	Resident
Chris Smith	Parent
Dan Stenbrotten	Voegeli Chevrolet Buick
Jack Stenbrotten	Resident
Tony Strenz	Monticello Planning Commission
Lorri Stueber	Resident
Mark Tallman	Wisconsin Economic Development Corp
Barbara Unke	Community Member
Marv Vender	Resident



Implementation marks the transition from “planning” to “doing,” and ensures that the Monticello Comprehensive Plan is not a just a document, but a guide for action. This “action” was the focus of the Land Use and Implementation Public Meeting. It was here that community members determined future project ideas and the stakeholders and funding sources that could help these projects succeed. These projects align with the Goals, Initiatives and Actions of the Monticello Comprehensive Plan Update, but differ in that they are highly tangible and not conceptual.

Furthermore, public meeting participants agreed that land use impacts nearly all aspects of life in Monticello and should be thoughtfully considered in the future. Therefore, land use was also discussed while determining projects during the Land Use and Implementation Public Meeting.

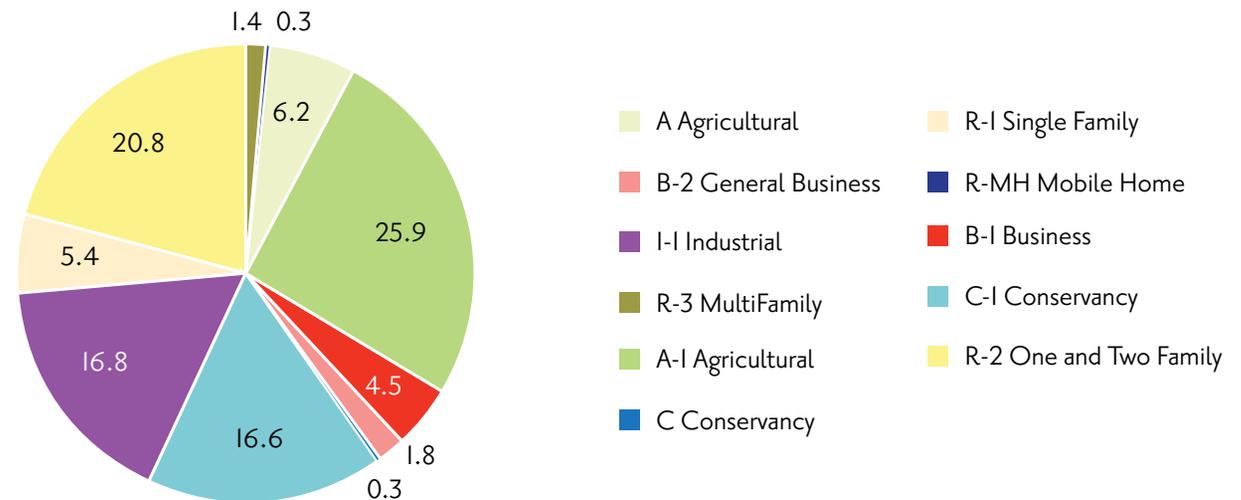
Existing Zoning

The Village of Monticello uses a traditional zoning code, which allows development based on particular uses, such as commercial, manufacturing, and more. Agriculturally zoned land makes up the highest percentage of the land (25.9%) in Monticello, followed by One and Two Family Residential (20.8%). Multi-Family Residential only accounts for 1.4% of the land in Monticello.²⁷ The Village does not currently have Mixed-Use Zoning, which allows residential and commercial units on the same parcel. The full Zoning Percentages (based on total land in Monticello) are shown in Figure 11 and the full Zoning Map of Monticello is shown in Figure 12.

Figure 11: The Percentage of Total Land per Zoning Type in Monticello.

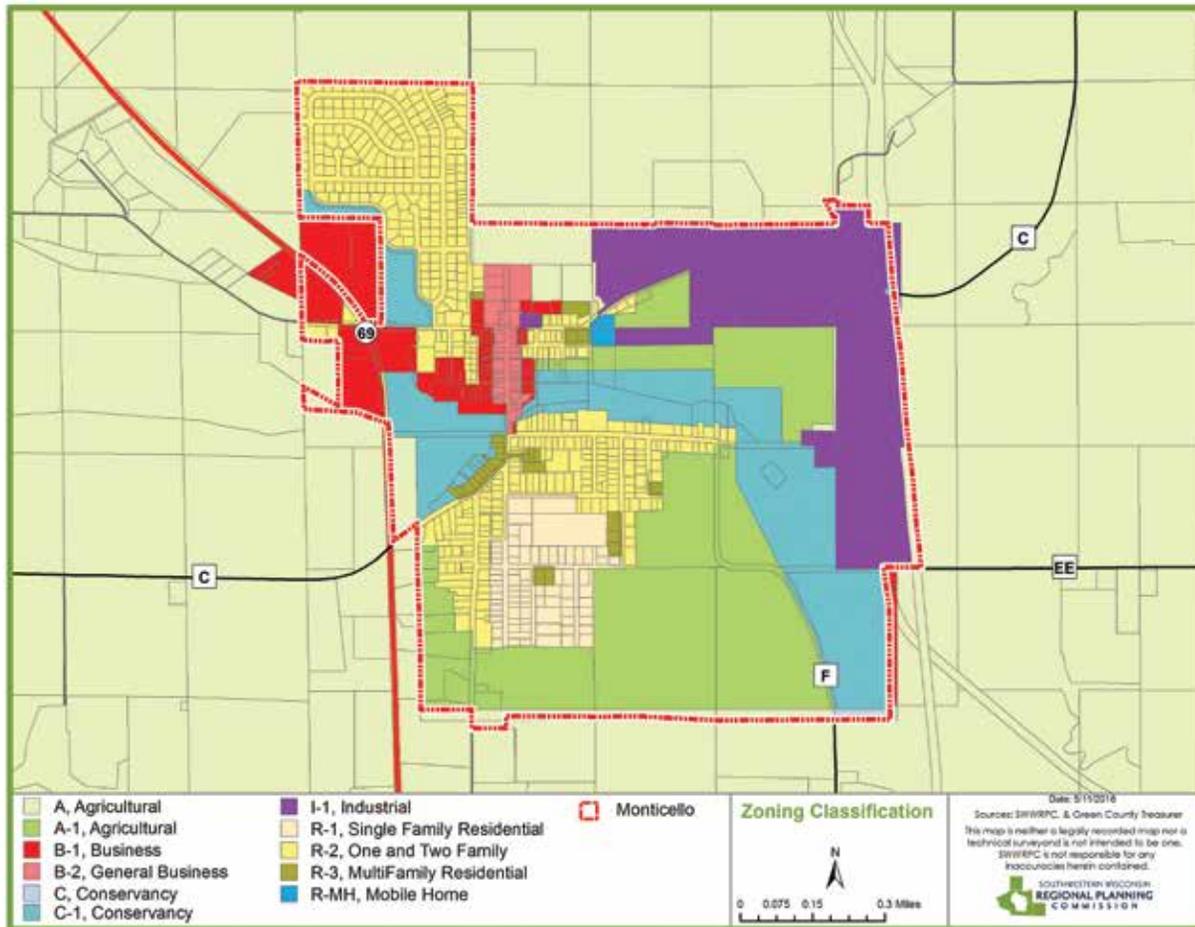


Percentage of Land by Zoning Type in Monticello



²⁷ Green County GIS Specialist, Green County Treasurer. Personal Communication. (2016, January).

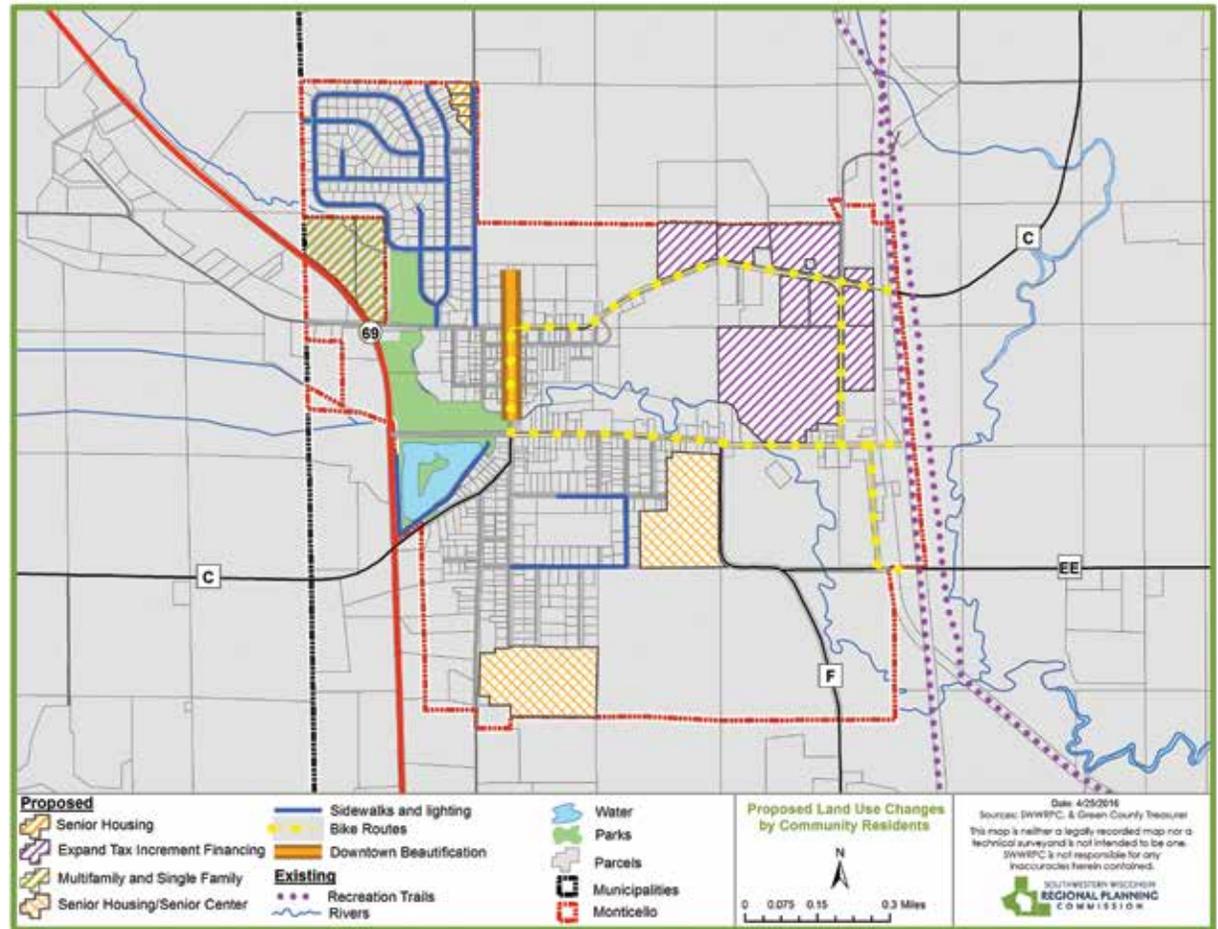
Figure 4: Zoning in Monticello by Parcel.



Project Ideas and Future Land Use

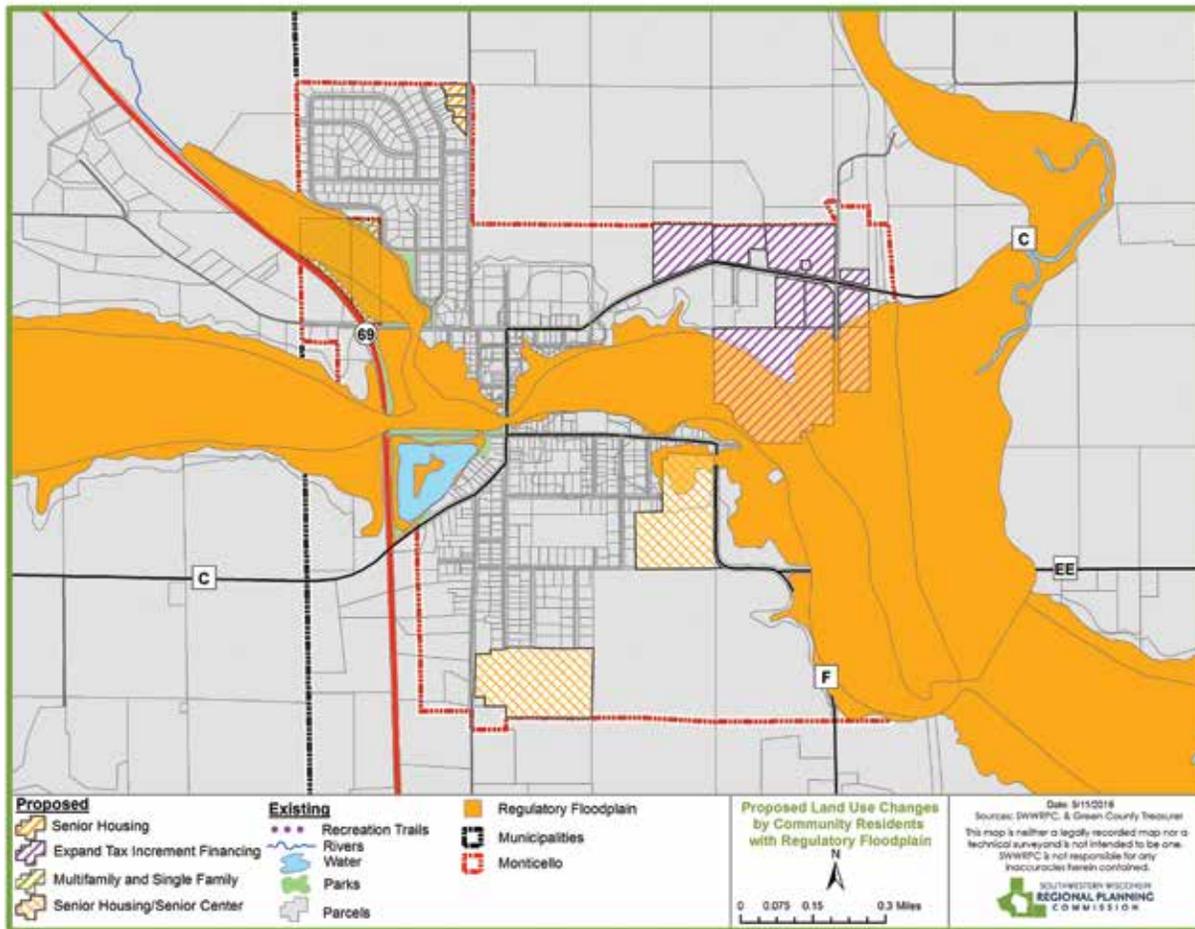
The Land Use and Implementation Public Meeting focused on actionable projects and their potential location within the Village. Participants of these meetings generated project ideas based on the Goals, Initiatives and Actions of the plan and the Monticello Community Survey results. Participants also identified assets, funding sources, and stakeholders that can make these ideas a reality. They then drew these ideas onto a map of Monticello. A digitized version of these drawings is shown in Figure 13.

Figure 13: Desired Future Land Use by Public Meeting Participants.



A digitized version of these drawings with an overlay of the regulatory floodplain is shown in Figure 14. Due to the severe damage and personal danger that floods can cause, State and Federal regulations prohibit new development within the floodplain.

Figure 14: Desired Future Land Use by Public Meeting Participants, with an Overlay of the Regulatory Floodplain.





Project Ideas

The following are project ideas created by community members during the Land Use and Implementation Public Meeting, broken into the topics of Economic Development, Community Resources, and Infrastructure. The progress of these projects will be measured by the Village of Monticello.

Table 10: Economic Development Related Projects

Economic Development		
Project Name	Project Description	Timeframe of Completion
Marketing Monticello - "Put Monticello on the Map"	<p>Improve public knowledge of Monticello through installation of signage on Highway 69 and other highways in the region.</p> <p>Install marketing materials about Monticello assets at the bike trails.</p> <p>Increase the amount of special events like festivals, bike-a-thons, and 5k walk/runs.</p>	0-5 years
Beautification of Main Street	<p>Complete decorative improvements to Main Street, including hanging banners or décor along light poles, replacing lighted wrap on light poles, and adding benches. One could encourage donations from the community to support this.</p>	0-5 years and ongoing
Plan and Create a New TIF District or Expand the Existing TIF District	<p>Plan for future development of the new industrial park (or expansion of the existing industrial park), including identify interested parties and businesses, determining utility and infrastructure needs, and improving internet connectivity to the park.</p> <p>Create a zoning committee.</p>	0-5 years for planning, and 6-10 years for implementation
Business Industry High-Speed Internet	<p>Expand broadband services to businesses in Monticello.</p>	0-5 years

Table 11: Community Resources Related Projects

Community Resources		
Project Name	Project Description	Timeframe of Completion
Lake Montesian Improvement	Improve the quality of Lake Montesian, including controlling animal waste, creating a family friendly area, and providing fish and game resources.	0-5 years
Park Concession Replacement	Replace the existing concession stand and get new equipment for inside the concession stand.	0-5 years
Open Waters	Open Sugar River for navigation, including canoeing and kayaking.	0-5 years
Community Learning Center	<p>Create an adult learning partnership, for adults to learn skills like CNA, welding, and more. An addition to the southeast of the Monticello Schools could be built to create a room for this learning space.</p> <p>There could also be a fitness and wellness center near this learning space.</p>	0-5 years



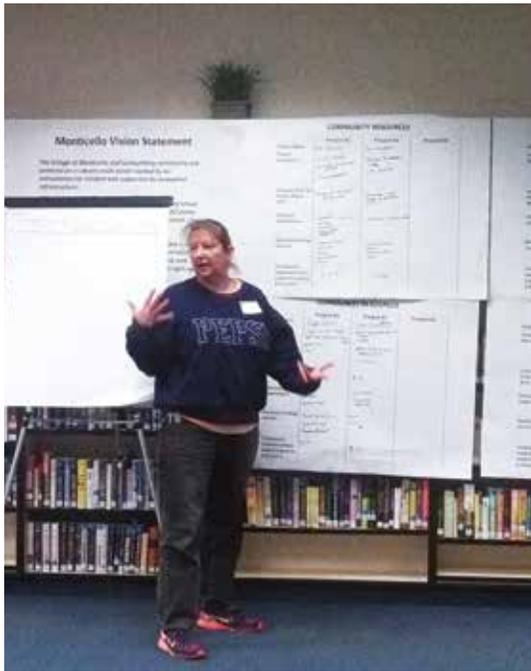


Table 12: Infrastructure Related Projects

Infrastructure		
Project Name	Project Description	Timeframe of Completion
Electrical Infrastructure Upgrade	Upgrade electrical infrastructure through Alliant Energy.	0-3 months for a survey of electrical infrastructure
Improved Internet Services	Gain higher speed internet throughout the Monticello area for residential and business customers.	0-5 years
Provide Senior Resources	Build senior housing (independent living single story houses/apartments with no need to mow or have snow removal). Build a Senior Center.	0-5 years
Extend the Sidewalk around Lake Montesian.	Add a concrete or plank walkway to complete a circle around Lake Montesian, building off of the existing walkway around the lake.	0-5 years
Mark a Clear Bike Lane Around E. Lake St. and Pratt Rd.	Improve signage and road marking. Repair Pratt Rd. and Lake Ave. and maintain or re-build roads between trails and downtown.	0-3 years
Build Bike Trails to Downtown	Determine a bike route to connect the existing nearby regional bike trails to downtown Monticello.	0-3 years
Sidewalks and Lighting Around the School and Subdivisions	Improve or add sidewalks and lighting around the Monticello Schools and the subdivisions in Monticello. Specifically, this includes adding sidewalks and lighting on Wisconsin Ave., South Main St., S. Garfield St., and Park Ave.	0-7 years

In order to accomplish the Goals, Initiatives, and Actions, and project ideas within the plan over the next 20 years, a collaborative effort of individuals, families, businesses, and other organizations is necessary. Of particular focus will be the reoccurring themes: communication between the Village government and the community, need for high-speed internet, and the importance of the parks system. Doing so will lead to a growing and resilient community – one that builds off of the achievements of its unique past to create a promising future.





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