

Village of Stockholm Comprehensive Plan 2021



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Chapter 1: History

A group of Swedish settlers from the area of Karlskoga Sweden arrived at the present-day location of Stockholm, Wisconsin in 1854- a location scouted and chosen in 1851 by Erik Peterson, who had been working in lumber camps in the pine woods regions of Wisconsin.

The group which left Sweden included a variety of individuals from different economic backgrounds, from well-to-do landowners and craftsmen to a farm laborer. Led by Erik Peterson, they had to receive permission and passports from their home country in order to travel to America; historic letters suggest an element of influence in this decision may have been intensive day-to-day scrutiny of their lives by the local Lutheran minister.

Travel to establish the new settlement was long and difficult, including an outbreak of cholera. The travels and travails of this group became the subject and title of a well-known Swedish folksong, and later play performed for the residents of Stockholm, "They Sold Their Homesteads".



Upon arrival in America, they traveled from New York by rail until they reached the terminus of the railroad at Quincy, Illinois. They left Quincy on steamboat up the Mississippi River to Lake Pepin, a natural lake formed on the upper Mississippi. At a south-facing location of the central portion of the lake, they departed to begin the new community.

The community was dependent for many years upon agricultural products and river commerce. Later development of a railroad depot and a Lake Pepin ferry to Lake City, Minnesota, combined with 20th Century highway development along the Mississippi expanded economic opportunities. Stockholm grew in size to reach a maximum size of 450 individuals, claiming among other businesses, a blacksmith shop, implement and car dealer, funeral home, barbershop, general store, physician, two hotels, a lumberyard and grain elevator.

Photo: Based upon stone artifacts found along the shore of Lake Pepin, the Stockholm area had been utilized by Indigenous inhabitants, with the village located near the site of an historic French trading post, Ft. St. Antoine.

Mississippi River resources also affected the economic activity surrounding the village. The harvesting of fresh water clams was significant industry in the early 20th century, with a button factory in Lake City, Minnesota, and a much smaller one in Stockholm producing mother-of-pearl buttons from Lake Pepin clamshell. Although the shell button industry had declined after the advent of plastic buttons, a brief resurgence of the clamming industry in the late 1980's was fueled by Japanese cultured pearl technology.

Commercial fishing was active on Lake Pepin from the mid-20th century until the early 21st century due to a fish market in Pepin which processed "rough fish" (non-sport species) for markets in Chicago and New York, as well as, a small processing plant and shipping point near the present-day Stockholm village park. A remnant of this industry survives in a small number of commercial fishermen using purse-sein nets who sell their catches to Eastern brokers.

After World War II, the national migration from rural communities to urban areas also affected Stockholm, creating a long, slow decline in its population.

Revitalization of the Village of Stockholm business district is credited to a reverse movement of individuals from the Twin Cities to Stockholm, seeded by a group of artists affiliated with the Minnesota College of Art and Design, and the Minnesota Renaissance Festival. Settling primarily in rural areas outside Stockholm, these artists were instrumental in the inception and durability of the Stockholm Art Fair, begun in the mid-1970's.

In 1987, six businesses were located in Stockholm- an art gallery, antique store, a shop selling Amish quilts and furniture, a plant nursery, and a small family-oriented bar/restaurant/convenience store with one gas pump. Within the following five years, there were 15 businesses established in the commercial district selling gift items, antiques, hand-crafted goods, food, or art.

Tourism became the mainstay of the economy, and has continued to be the dominant economic force for Stockholm businesses.

Stockholm has been declining steadily in population- the last thirty years have seen a decrease in the number of families with children living in the community, with a significant number of residences purchased or constructed as second and/or retirement homes, or short-term rentals.

The same period has seen several individuals purchase historic homes or commercial buildings with the idea of restoring or preserving them- there have been no historic structures torn down, although two older residences were moved from different locations. With no preservation ordinances or defined historic district, a preservation aesthetic has persisted; the appearance of Stockholm, as revealed in the Community Survey and public discussions, is very important to its citizens.

As chain migration likely brought some secondary migration of Swedish immigrants to Stockholm, a significant number of second homes in Stockholm have been purchased within a different sort of chain migration- that of individuals who have shared family connections, friendship, or business relationships in the Twin Cities of Minneapolis and St. Paul, Minnesota, and who were attracted to the beauty of the setting and the historic, small-town feel of the community.

Chapter 2: Setting

When the original Euro-American settlers of Stockholm stepped off the steamboat, they were standing in the floodplain of the Mississippi River. Beyond and above the river bottoms and stream drainages was visible a grass prairie with scattered trees, and open woodland with grass beneath. This savannah landscape had been kept open for the grazing of species such as bison by the fire management of Indigenous residents.

These upland “goat prairies” climbed the side of the Mississippi River bluffs above the river level, rising to the yellow and cream-colored limestone escarpments still visible today. They were used as grazing areas by early residents, and elimination of grazing in these areas after the mid-20th Century allowed the invasion of juniper, Eastern red cedar, to colonize these former prairie areas. Restoration of one these areas has occurred in recent years at the Maiden Rock Bluff State Natural Area.

The residential town site was built on an upland river terrace sheltered by the bluffs from northern winter winds, with the commercial district below. The water table came to the surface in year-round flowing springs located in the new commercial district which were “sweet” in taste due to the travels through limestone bedrock- Spring Street became a major thoroughfare through this district.

The landscape of Stockholm is altered today- trees and brush have grown into residential and roadside areas where livestock is no longer pastured, and large swatches of the dark green foliage of Eastern red cedar now mark the upland bluff-side prairies where bison and cattle once grazed.

The south-facing orientation of the village ensures a somewhat earlier spring and later freeze than the farmland above and behind the village- the open water of Lake Pepin also moderates temperatures until it is covered with winter ice.

The upland river terraces within the village and diversity of vegetation ensure a large number of migrating bird species along the Mississippi Flyway. Eagles and sandhill cranes nest within the village lowlands. Pelicans, tundra swans, and other waterfowl also make their appearance. The ecology of Lake Pepin, a lake with a river running through it, creates habitat for both lake and riverine fish species.

Stockholm is located near the northern edge of the Driftless, an unglaciated region with a deeply cut landscape of spring-fed streams and small valleys, within a transition zone between the Eastern Hardwood Forest and Northern Arboreal Forest. A wide diversity of hardwood trees exists with isolated patches of native pine and cedar. Birch and black walnut are both common, and the lumber industry cuts a great deal of oak annually in the surrounding townships. Other hardwood species include two types of hickory, several varieties of oak, basswood (linden), several types of elm, walnut, hackberry, butternut, aspen, cottonwood, maple(silver, red, and sugar), boxelder, black cherry, ash, and Kentucky coffee tree, with understory trees such as pagoda dogwood, chokecherry, wild plum, and hophornbeam,

Chapter 3: The Origin of Smart Growth

The original *Comprehensive Plan of the Village of Stockholm* was revised and completed after a public hearing held on February 23, 2008, recommended for adoption by the Village of Stockholm Plan Commission, and adopted March 3, 2008 after a unanimous vote by the Village of Stockholm Board of Trustees.

This *Smart Growth Plan*, as required by Wisconsin Statute 66.1001, was not only a definition of community identity by its residents, business and property owners, but of its future form. As such, it became a community directive for development, governmental action and goals, and was a community action template to be re-drawn every ten years.

The nine required elements of a Smart Growth Plan, as identified by Wisconsin statute:

- **Housing**
- **Transportation**
- **Utilities and Community Facilities**
- **Agricultural, Natural, and Cultural Resources**
- **Economic Development**
- **Intergovernmental Cooperation**
- **Land Use**
- **Issues and Opportunities**
- **Recommendations and Implementations**

In 2007, following a community survey based upon the nine required elements, these elements were combined into three categories which formed the basis for community discussion in a series of public meetings:

- **Social/Cultural**
- **Infrastructure**
- **Future Vision**

Chapter 4: Smart Growth Implementation: 2008-2019

Implementation of the original *Comprehensive Plan of the Village of Stockholm* varied in its application. Although actions of the village have almost always followed citizen preferences outlined by the original 2008 Smart Growth Plan, there was one notable exception- expansion of the commercial district. Contrary to an expressed desire to maintain zoning districts, it resulted in the expansion of the Commercial district on the north side of Highway 35, between commercial zoning eastward through former residential zoning to the A-1 district.

The construction of a community health clinic was the primary business development in this newly-formed commercial zone.

After the original *Comprehensive Plan of Village of Stockholm* was approved in 2008, a new Village of Stockholm Zoning Ordinance was drafted in 2009 to reflect the attitudes and desires of Stockholm citizens. It created a 2-acre lot size for transitional R-2 lots, connecting central residential lots with agricultural lots. The R-2 retained some characteristics of agricultural A-1 lots, including some agricultural uses and similar setbacks, and the ordinance defined agricultural A-1 lots at a minimum of 10 acres. Restricted and conditional uses of zoning areas were also defined.

In the area of transportation, train horn noise had long been an issue, with train traffic increasing yearly on the BNSF Railway tracks through the village. A newspaper posting for a DNR permit to fill Mississippi River wetland in Stockholm was brought to the attention of citizens, and revealed a plan by BNSF to install a series of high-speed switches within the village.

With the aid of attorney William Mavity, a Village of Stockholm team comprised of Mark Coronna, Jacque Foust, John Myklebust, and Harley Cochran met with BNSF engineering, legal, and public relation officials and notified them of the village's intent to impede the project. After repeated communication and negotiation, the Village of Stockholm reached an agreement with BNSF to allow the completion of this project. The settlement included a monetary settlement plus signal equipment installation by BNSF which facilitated the completion of a two-year effort by project manager John Myklebust to create a Quiet Zone designation granted by the Federal Railway Administration, with no train horns allowed.

The original Smart Growth Plan identified the village park as a valued asset, and efforts were begun to assess its infrastructure needs, income potential, and possible modernization.

In 2009, emerald ash borer, a devastating pest for white ash trees, was first identified in Wisconsin.

In an effort to mitigate ash borer, the village approved a Tree Species Diversification Project in late 2009, which stipulated the planting of diverse tree species to replace an aging tree canopy in the village park. In 2010, Jim Whiting, of Jim Whiting Nurseries, donated the original

planting of an 'Autumn Blaze' maple, river birch, and swamp white oak in the area by the park shelter and bandstand.

An Urban Forestry Grant was received and implemented in 2011 to create an annual tree planting and forestry maintenance program. A small drainage canal through the park which drained spring water from the high-water table of the commercial district was cleaned, contoured, and officially named Spring Creek. An overgrown adjacent area was cleared of crowded saplings; stone and earth debris piles were smoothed and contoured, and 21 trees were planted through the efforts of volunteers and donors. Over forty trees had been planted through the Urban Forestry program and Park Committee-sponsored plantings by 2019.

In 2011, the first map of the Stockholm village park was created, which allowed greater precision in park development planning and grant applications.

A Recreational Trail Act Grant in 2013-2015 allowed the construction of a wildlife viewing and walking trail, with a wildlife viewing platform at its terminus.

Park Host Don Pupera was hired to manage camping in the village park and oversee payment of camping fees- camping revenues noticeably increased after this hiring. Current Park Hosts Larry and Pam Horlitz replaced Mr. Pupera, and have become a valued addition to the community.

The 2008 Smart Growth meetings had revealed a desire for greater pedestrian access to the shore of Lake Pepin, and in 2019, four camping spaces were removed from the shoreline to allow the creation of a greenspace area with a community firepit.

The village park playground has also received new donated equipment.

Smart Growth in 2008 suggested the exploration of alternative emergency response providers in order to shorten time for emergency response. In 2014, the Lund Fire Department worked with the Village of Stockholm to adapt the village shed as an auxiliary fire station, with a pumper truck now stored at this fire substation. This provided not only shortened response times for the village, but was intended to decrease fire insurance rates for residents.

As a response to Smart Growth requests for improvement in broadband internet service, the Village of Stockholm in 2019 committed \$25000 to infrastructure investment which would allow Stockholm property owners to receive HBC broadband service, based upon a line-of-sight microwave signal from a tower located near Lake City, Minnesota.

By the fall of 2019, this broadband service had been established, approximately two months after the last of the Smart Growth public discussions.

Cultural efforts in the last decade have seen the development of the Wide Spot community center, Flyway Film festival, and Tour de Pepin bicycle tour. Park events included a three-year

Art + Fire event in fall, and approximately twice that number of Dog Days of Stockholm events in late summer.

Through the efforts of volunteer Deb Aune, a traditional Swedish fence graces the side of the Stockholm Institute and restored veteran memorials for former Stockholm residents have once again been placed by the museum.

A Premier Resort Area Tax (PRAT) was identified by resident Colleen Larson as a potential source of revenue for the village. Once village eligibility was determined, the Wisconsin Legislature was lobbied by residents Tom Ahlstrom, Pat Ament and Kathleen Royer for this status, becoming one of only five PRAT communities in Wisconsin.

This designation allowed the collection of a half-percent sales tax from the commercial district, from which a major portion returns to the village; an advisory PRAT committee was formed and tasked with providing direction to the village in the expenditure of those funds.

Flashing pedestrian crossing lights at the intersection of Highway 35 and Spring St. are a result of that tax, as well as, some roadway improvements.

Chapter 5: 2019 Smart Growth Organization

In 2019, Smart Growth planning was again undertaken. An organizational committee of three individuals was formed; Linda Herman, Char Harris-Scherer, and Harley Cochran.

Because of the extensive organizational efforts of the original Smart Growth committees, and in order to retain a means of measuring and comparing achievement of the nine mandated elements, the structure of the 2019 community planning was based upon the organization of the first.

The Village of Stockholm is a community unique in its geography, location, and population. One of the smallest incorporated communities in Wisconsin, 66 residents by 2010 census, its size allows community planning to reflect a significant portion of its population. Citizens were able to sit at tables in a church basement to discuss and direct the future of the community.

Smart Growth work in 2019 followed guidelines established in 2007- a *Community Survey* followed by three public discussion groups organized by *Socio-Cultural*, *Infrastructure*, and *Future Vision* topics.

From the community survey and public discussions would come recommendations for village action and implementation of Smart Growth.

A public planning meeting was held on March 30, 2019, in which organizers Linda Herman, Char Harris-Scherer, and Harley Cochran presented the background and origins of Smart Growth, the process and progression of public input, data collection and interpretation, and compilation into a Village of Stockholm Comprehensive Plan.

Attendees at this first planning session divided into committees:

Socio-Cultural: Chair Heidi Krause, Sarah Smith-Prokosch, and Mary Ellen West.

Infrastructure: Pat Ament, Tom Blanck, Co-Chair Mark Dube, Paul Erickson, Colleen Flynn, Cynthia Jara, Co-Chair John Myklebust, and Dan Prokosch.

Future Vision: Julie Allinson, Pat Ament, Co-Chair Alicia Dube, David Hanson, Larry Horlitz, and Co-Chair Mary Logue.

The committees were tasked with organizing meetings to review the 2007 Community Survey, in order to present revisions and/or additional questions for their topic area to be included in the *2019 Community Survey*. This revised *Community Survey* was then sent out to all Stockholm property owners in April 2019 by Village Clerk Cindy Fayerweather, with a mid-May deadline for their return.

The community questionnaire was based upon the survey conducted in 2007, but revised according to current conditions and concerns of the community suggested by the Smart Growth teams. After review by planning organizers and the Village of Stockholm Board of Trustees, the survey revisions were included in the new Community Survey. The 2019 Community Survey consisted of questions numbered 2 through 57, and was mailed to everyone on the property tax rolls in Stockholm.

Upon return, the data was compiled into a report by organizer Linda Herman and formatted with *Survey Monkey* software.

A new addition to Smart Growth planning in 2019 was the *Visitor Survey*, intended to add another dimension to the identity and perception of the community, an outside perspective. Char Harris-Scherer organized and implemented the survey so that visitors to the business community could relate their experiences in Stockholm.

This was also an attempt to allow Village of Stockholm future planning to have an understanding of the demographics and drivers bringing visitors to the village. The survey was to be conducted during the main tourist season, from Memorial Day weekend until Labor Day, and would provide an addendum to the data collected from Stockholm property owners.

A correlating *Park Survey* gave village park users the opportunity to provide additional visitor input.

Chapter 6: 2019 Community Survey Organization

The *Socio-Cutural, Infrastructure, and Future Vision Committees* formed at the March 30, 2019 Smart Growth planning meeting were tasked with organizing separate committee meetings to review the *2007 Community Survey*.

After reviewing the *2007 Community Survey*, the committees were to present revisions and/or additional questions for their topic area to be included in the *2019 Community Survey*. This revised *Community Survey* was then sent out to all Stockholm property owners in April 2019 by Village Clerk Cindy Fayerweather, with a mid-May deadline for their return.

The community questionnaire was based upon the survey conducted in 2007, but revised according to current conditions and concerns of the community suggested by the Smart Growth teams. After review by planning organizers and the Village of Stockholm Board of Trustees, the survey revisions were included in the new Community Survey.

The *2019 Community Survey* consisted of 57 questions regarding topics of concern related to the nine elements of Smart Growth planning, and was mailed to everyone on the property tax rolls in Stockholm.

Of 101 surveys mailed, there were 54 responses. Answers were based upon the extent of agreement- ***Strongly Agree; Agree; Neither Agree nor Disagree*** (abbreviated to the term ***Neutral*** on the pie charts in *Appendix 3*); ***Disagree; Strongly Disagree***.

Organizer Linda Herman compiled results of the survey and utilized *Survey Monkey* software to summarize and illustrate these results.

The full *2019 Community Survey*, with associated pie charts and comments, is located in **Appendix 3: 2019 Community Survey** on page 33.

Chapter 7: 2019 Public Discussion Organization & Summary

Public Discussions each had a sub-committee that reviewed the survey questions for the three main survey categories and helped to shape the discussion format:

Socio-Cultural: Chair Heidi Krause, Sarah Smith-Prokosch, and Mary Ellen West.

Infrastructure: Pat Ament, Tom Blanck, Co-Chair Mark Dube, Paul Erickson, Colleen Flynn, Cynthia Jara, Co-Chair John Myklebust, and Dan Prokosch.

Future Vision: Julie Allinson, Pat Ament, Co-Chair Alicia Dube, David Hanson, Larry Horlitz, and Co-Chair Mary Logue.

Format for Public Discussions

- Meetings were an hour and a half in length, held in the church basement.
- Ground rules were established to keep conversations on track. Ground rules encouraged brevity, open minds, active listening, politely worded questions, deploying “agree to disagree” if necessary, and speaking up if you had something to say rather than engaging in post-meeting conversations or complaints.
- Attendees were broken into small discussion groups of no more than 10.
- Discussion guiding:
 - If a survey statement received 65% combined Strongly Agree/Agree or the opposite Strongly Disagree/Disagree, it was suggested that discussion time should not be spent on that item as the survey results were clear.
 - When survey respondents did not indicate agreement at that level, that item was noted for inclusion in the corresponding public discussion.
 - Each group assigned a facilitator, a scribe/recorder, and a timekeeper.
 - A one-hour time limit was established for the small group discussions followed by a 30–40-minute report back to the larger group.
- Reporting back to all attendees at each meeting from the small discussion groups included Findings, Issues and Concerns and Recommendations.
- Following each public discussion, notes were prepared for the sub-committees to use in their report to the Village Board.
- **Please note** that the reports below for the three categorical public discussions are captured in different formats. The conversations for each discussion flowed differently so this report is organized to best showcase meaningful dialog and data.

Summary of Public Discussion #1: Socio-Cultural (held June 29, 2019)

22 people attended this session. There were three break-out discussion groups.

Questions 25 through 31 of the *2019 Community Survey* addressed Socio-Cultural topics, with approximately ¾ of respondents or more indicating Swedish heritage, art, and community activities are significant identifiers for the village, with tourism an acknowledged driver of economic health for the community, and that a working relationship with the Township of Stockholm is important.

In discussion groups, at least two groups suggested the following actions related to the items above:

- Bring back Art + Fire
- Develop a walking tour of Stockholm
- A Swedish Meatball event
- A play in the park for a Midsummer celebration; a specific example was “They Sold Their Homesteads”, based upon the founding of Stockholm
- Establish a relationship with the American Swedish Institute

Summary of Public Discussion #2: Infrastructure

This meeting was held in the church basement on July 13, 2019.

Infrastructure discussion included the elements of Agriculture (transferred to Infrastructure category from Socio-Cultural in previous survey), Housing, Transportation, Public Utilities, and Economic Development. This section of the survey contained 22 statements.

Highlights of the survey responses:

- Support for maintaining our historic character as relates to infrastructure.
- Agreement that park is an important asset and should continue to operate as it has been.
- The shops and businesses in the village are clearly recognized as vital to the economic health of the community.
- Strong support was given (76%) for appropriateness of wells and septic systems as opposed to city sewer and water, although some interest in tracking water quality was brought up.
- Services provided to the village in relation to the amount of property tax collected had a high percentage of neutral responses (neither agree or disagree), but specific services of street maintenance and street lighting were seen as adequate.

- Concern about growth of commercial properties placing added stress on infrastructure. (Further analysis, discussion, and clarification is called for on zoning changes along with potential impacts of any proposed zoning changes to the village.)
- 50% of respondents disagreed or strongly disagreed with giving any consideration to multi-unit (up to six units) housing.

Discussion groups were asked to focus on eight selected questions from the survey where responses did not provide the 65% for either support or no support for a statement. Other survey questions of interest to the groups could be discussed if time permitted. Participants were divided into three small groups. The results of each discussion group are shown below using a pie chart, corresponding percentages and discussion highlights.

The following items come from either the discussions or survey items where there was strong support was indicated.

- Public toilets. There is support for having them, but how they are paid for and where they would be located needs further study. A possible issue is whether they would be viewed as serving the village or the merchants; however, with the strong support of the businesses in Stockholm shown in Survey Q7, support for this initiative appears to exist.
- Swedish Character. The historic Swedish character is valued and should be incorporated, when possible, such as in establishing standards for architectural changes in the village.
- Wells and septic systems. Although wells and septic systems/holding tanks are preferred to a sewer and water system, there is concern about water quality. Consider requirements for testing well water and septic systems. (This was also mentioned in the 2007 Smart Growth project.)
- Zoning. A study of current vs. possible future zoning changes could be done. Issues such as whether to allow non-pet animals in the village or allowing agricultural land to be allowed to be rezoned as residential were mentioned.

Summary of Public Discussion #3: Future Vision (held August 17, 2019)

26 people attended this session, held in the church basement on August 17, 2019.

The Future Vision category included one element, land use. Like Infrastructure, the Future Vision category consisted of 22 questions included in the *2019 Community Survey*.

This section was unique in that there were a lot of respondents who were neutral on several items. This level of response may either indicate a need for greater information or simply a low level of interest in the questions. Probing the ambiguous survey responses to survey statements may be necessary before priorities become clear.

The comments of groups in this public discussion of land use represented a range of personal preferences which did not always follow the majority community views as expressed in the *2019 Community Survey*.

Split into small groups initially, participants in this public discussion came together at the end of the meeting and submitted comments as one group pertaining to 11 survey statements of particular interest.

In general, there was agreement on the need to clarify some of the *Community Survey* questions, including the management of growth related to taxes, and the specific types of large-scale development mentioned in the survey. Aspects of a public water and sewer system were discussed, including its potential cost, and a need to monitor water quality.

Several suggestions were made regarding the development of walking or hiking trails and the protection of cemeteries. A wide range of topics were brought up in response to discussion of lot sizes in Agricultural and R-2 zoning, as well as, issues the village might address in relation to events related to climate change and extreme weather events.

Chapter 8: COVID

Smart Growth planning was to be summarized in winter 2019-2020, and result in a report draft to be revised and finalized at public hearing in early 2020; the appearance of coronavirus and its potential impacts delayed the production of the Smart Growth report.

By February 2020, the seriousness of the COVID-19 pandemic became evident, and a significant impact on the Village of Stockholm, its businesses and residents was apparent.

By March, Stockholm residents were in isolation, using care in public interaction, with many property owners who were not full-time residents choosing to shelter-in-place in Stockholm.

Village board meetings were cancelled for April and May due to concerns regarding public meetings, and ZOOM virtual meetings were begun by the village board in June 2020.

Tent camping was eliminated in the village park for 2020, the playground was taped off by the County Sheriff, and the village park restrooms were closed.

Camping, with self-contained RV units only, was designated as an essential service by the state of Wisconsin, upon inquiry by the village. RV camping was only allowed in May and June at half-capacity. The spacing of RV sites and self-contained nature of this camping allowed full capacity beginning in July.

As people were isolated at home, the business district suffered. There was notable vehicle traffic through the Stockholm Village Park, but a significant reduction in traffic in the business district.

Public events at Wide Spot community center, as well as, the Stockholm Art Fair, were cancelled.

As information expanded of COVID, its effects, contagion, and potential effects, businesses enacted mask requirements, social distancing, and limited the number of individuals within indoor spaces. This was despite Wisconsin Supreme Court rulings which limited the powers of municipalities to enforce restrictive health measures.

The infection numbers grew, and Pepin County Health Services instituted weekly COVID update meetings for municipal officials and school district officials.

Char Harris-Scherer took on the large task of providing frequent cleaning of a porta-potty provided for Stockholm visitors, and hand-washing stations were set up both in the commercial district and village park.

In 2020, there were no citizen COVID deaths reported to Stockholm officials, and the early months of 2021 showed promise in vaccine development. Due to the aggressive acquisition of vaccine, and efficient organization and notification by Pepin County Health Services, and the relative age of Stockholm citizens, many Stockholm residents and property owners were vaccinated by spring. This included owners of second homes who could get vaccinated more quickly in Pepin County than in more highly populated areas of Minnesota.

COVID relief grant monies were applied to the purchase of laptops for village trustees in response to virtual meetings, to be used only for village business and meetings, as well as, a contribution to the COVID-relief needs for Pepin Area Schools.

And while there may have been other factors besides COVID-19 such as low interest rates, the purchase of for-sale properties, both business and residential, quickened in pace within the village as there seemed to be a nation-wide movement from urban to less-populated areas. Notable in late 2020 and mid-2021, a shortage in the production, supply, and shipping of construction materials caused dramatic increases in the cost of remodeling and home building, and general shortages occurred in the production of industrial parts, service industries, and workers in food-related industries.

The response of the Village of Stockholm to COVID was transcendent. In 2021, new and existing businesses adapted strategies based upon high quality products and thoughtful marketing practices, and discussion has resumed of infrastructure and community development, including new community events, as well as, the return of the Stockholm Art Fair.

The Stockholm commercial district has maintained an average and consistent base of 15 tourist-oriented businesses since the mid-1990's, and continues its commercial development in recognition of the significance of this industry.

Chapter 9: 2019 Smart Growth Summary

This is a summary of the nine state-mandated categories of Smart Growth Planning, as reflected in the *Community Survey* and public discussions.

Because of the significant response of community members, the *Community Survey* will be regarded as the most accurate reflection of community majority values. ***While public discussion groups covered significant areas of interest in the community, they did not necessarily represent those same majority viewpoints.***

Smart Growth Elements

1) Housing

In response to questions regarding residential zoning, a majority of respondents and participants felt Stockholm has the right balance between the number of residential and commercial properties.

In regard to considering multiple housing of up to six units, a majority neither wanted to explore this type of housing for Stockholm, nor consider zoning which would allow higher density housing like apartments or condominiums. A majority of respondents and participants felt that zoning policies should remain in place to prevent large-scale development.

Question 45 of the *Community Survey* asked about a future goal of ensuring housing availability for people of all income levels. Although response numbers were somewhat similar between agreement and disagreement, the majority of responses fell into the neither category, with a seeming ambivalence in regard to this question.

The nature of Stockholm demographics may have been at the heart of this. In contrast to other area communities, only one of the 66 current residents spent any time in the village as a child. The population is predominantly comprised of migrants from urban areas, in particular the Twin Cities metropolitan area of St. Paul and Minneapolis, Minnesota.

A median age of 63 also correlates with a majority of residential properties purchased as second or retirement homes. At the time of this report, there is only one family with young children in the village.

For people without financial means to purchase property in the village, there are few places available for long-term rental, and it is difficult to acquire basic necessities without a car. Elderly property owners who find it difficult to drive are often assisted by family or other community members in travel to medical appointments or to acquire basic necessities.

While urgent care needs and other medical services are offered by the local community clinic, the nearest pediatric or emergency medical care is a minimum of eighteen miles away. Pepin Area Schools is located six miles to the east, while groceries and fuel are available in either in Pepin, or Maiden Rock, which is six miles to the west.

The majority of respondents and participants prefer the present nature and appearance of the village residential areas. While some citizens in public discussion groups have expressed a

desire for smaller lot sizes and greater housing density, the majority of participants in Smart Growth would prefer to keep the present lot sizes.

Although there are no historic preservation covenants or guidelines, civic pride in historic structures has almost always led to their restoration, both in residential and commercial areas.

2) Transportation

Transportation within the village is most commonly by foot or private vehicle, with a free “blue bike” system of bicycles provided for the use of visitors.

Because of intensive highway and pedestrian traffic during busy tourist periods, all-terrain vehicle (ATV) use is limited to volunteer help in the village park, with a single exception allowed as an ADA mobility-aided vehicle.

State Highway 35, the Great River Road, is the east-west thoroughfare through the village, with the other downtown business corridor, Spring Street, which becomes County J at the village limits, providing an artery into the Township of Stockholm.

Wide shoulders on Highway 35 and Spring Street provide parking lanes within the village, and are used also as bicycle and pedestrian lanes on the village outskirts.

Although 72% and 76% of respondents to the *Community Survey*, respectively, felt the village streets were well maintained and lighted, street infrastructure repair relies primarily on qualifying grant monies, specifically the Local Roads Improvement Program (LRIP) from the state of Wisconsin which does not include simple road maintenance as a qualifying factor.

While the village budget includes snow and sand removal, it is too limited to provide a large amount of major street work. Although maintenance and replacement of the State Highway 35 surface is a state obligation, the associated parking lanes within the approximate .75 mile village corridor are considered by the State of Wisconsin to be the responsibility of the Village of Stockholm.

The Highway 35 roadway is maintained by Pepin County, and the practice by the State of Wisconsin in having resident counties carry the maintenance of state highways results in maintenance workers who reside in the area, have local connections, and a personal accountability to influence the concern they take in their work.

Based upon an annual average daily traffic (AADT) count conducted on July 30, 2018, 1200 vehicles are expected to pass through Stockholm on an annual daily average.

Questions 23 and 50 of the *Community Survey* regarded the creation of more parking spaces within the commercial district, and the majority category was *Neutral*; 41% and 45% of respondents neither agreed nor disagreed.

New structures in the commercial district are required to provide a minimum two parking spaces for their businesses, but only two newer structures exist in the business area, with the

rest being restored or partially-restored historic buildings. Roadside parking along the state and county highways provides the primary source of parking areas.

In 2017, Village President John Myklebust supervised the replacement of a 100-year-old retaining wall along Spring St., creating 6 new parking spaces. Although LRIP (Local Roads Improvement Program) monies were involved, the village had to provide approximately 50% of the cost. A pedestrian sidewalk was also extended into this area.

A long-term concern in the Village of Stockholm has been the lack of transitional speed zones where State Highway 35 enters the village at its western and eastern extremities. While traffic from the east can see a distance into the village upon approach, traffic from the west, from the direction of the Twin Cities, drops quickly from a riverine terrace into the heart of the residential and commercial district which is out-of-sight from beyond.

The village has requested periodic reviews by the Wisconsin Department of Transportation, but the low number of traffic accidents and spacing of driveways have repeatedly been used as factors by DOT engineers to deny transitional speed zone requests.

Traffic noise during high volume use is a factor in the village. Although train horns are no longer sounded in the Quiet Zone through the village, the direct transition from 30 to 55 miles-per-hour speed limit at the edges of the village results in a “noise zone” from open exhaust systems as motorcycles accelerate quickly to highway speeds. This noise is exacerbated by the frequent large number of motorcycles traveling in recreational social groups.

Other recreational transportation is by boat from the Mississippi River at Lake Pepin, where the village can be accessed through a landing at the village park.

For bicyclists traveling through the area, the wide shoulders of Highway 35 provide travel lanes, and the village park offers a tent camping area for overnight stays.

A recurring theme in public discussion was a desire for more pedestrian areas within the village, as well as, development of hiking paths.

3) Public Utilities and Community Facilities

While 61% of *Community Survey* respondents felt the Village of Stockholm should assess the possibility and cost of improved public toilets for the commercial zone, 76% felt the use of private wells and septic was appropriate for the community.

This represents a divide in the community between residential and commercial zones.

Most of the residential areas occur on upland river terraces, old river benches with a deep sandy soil base, where water quality generally tends to be good, with a “sweet” flavor influenced by the limestone bedrock beneath these areas. This allows either drain field or mound systems where waste water can be filtered through a deep soil base, enhanced by the height of these benches above the Mississippi River, or their distance from the river due to

lower land projections, or *points*, protruding into Lake Pepin. Not only do these systems generally work well, but they can also provide a sense of independence from treated-water systems and the problems they can encounter.

The commercial district is located at a lower elevation, where the water table emerges in a series of springs or as a generally high-water table which emerges in the basements of commercial buildings. Septic systems primarily exist as holding tanks in this district, with frequent pumping required during the main tourist season.

As disposal sites licensed by the Wisconsin Department of Natural Resources become fewer and more distant, the number of septic haulers servicing the village has diminished to two in number, while the costs of holding tank pumping and hauling continue to rise.

Due to the age of many of the commercial buildings, their restroom facilities are not opened to public use, which creates stress on businesses, primarily restaurants, required to have public restroom facilities.

In an attempt to ease this stress, portable toilets are placed seasonally in the commercial district. While this may reduce some stress, restaurant restrooms are heavily used, and the addition of gray water from dishwashing adds to the frequency of pumping.

A public restroom in the park, due to its location within the Mississippi River floodplain, also relies on a holding tank system, with no running water.

Although a desire for public water and waste treatment systems has been expressed by businesses since the development of the tourist industry in Stockholm, a lack of available space has been a critical obstacle.

In 2018, Village President John Myklebust initiated two project proposals as part of a *UniverCity* program partnered between municipalities in Pepin County and University of Wisconsin-Madison engineering students. Teams of students worked with clients such as the Village of Stockholm to present *capstone*, final-year civil engineering proposals. The two proposals for Stockholm included a storm runoff management system and an alternative waste-treatment system for the commercial district.

The initial student team presented a storm water management proposal in late 2019, but the alternative waste-treatment system request assigned to a second team, perhaps the most critical to the village, was interrupted by the COVID pandemic. Efforts to retrieve any information collected for this proposal have as yet been unsuccessful.

Question 43 of the *Community Survey* asked if Stockholm should explore nontraditional (eco-friendly) sewer systems. 37% respondents agreed, 32% disagreed, and 31% were neutral.

Asked if Stockholm should invest in a water and sewer system as an asset to the community, 15% of respondents agreed, 59% disagreed, and 26% were neutral.

In regard to other utilities, Xcel Energy currently provides electrical service to Stockholm. 50% of respondents to the *Community Survey* agreed Stockholm should explore renewable/alternative sources of energy to the village, with 21% in disagreement.

At the date of this report, one new residence has installed solar panels as a source of electricity.

In 2019 Smart Growth public discussion, the need for improved internet service was noted. That same year, the Village of Stockholm Board of Trustees approved a \$25,000 investment to support infrastructure to be installed by HBC corporation of Winona, Minnesota. This allowed the installation of structures to receive and transmit microwave signals from a tower located across Lake Pepin at Lake City, Minnesota, and the sign up for that service began in fall of 2019.

Community Survey respondents were largely neutral in response to a question of whether the village services were consistent with taxes. 37% disagreed, while 22% agreed. The nature of these services was not specified in the question.

A school bond referendum at the time of the original Smart Growth data collection in 2008 had raised the question of the importance of having a local high school. Question 11 of the 2019 *Community Survey* asked if having a high school in Pepin was important to Stockholm's community. 63% agreed, 9% disagreed, and 28% were neutral.

4) Agricultural, Cultural, and Natural Resources

In response to Question 53 of the *Community Survey*, 57% respondents agree that agricultural zoning is important to retain open spaces for things including food, fiber, botanical products, or energy products. 17% disagreed, while 26% were neutral.

Public discussion revealed a minority of individuals who would like to see smaller agricultural lot sizes, primarily in a desire to subdivide lots to produce more residential housing and personal income. Other factors which came into play in public discussion included the desire of a majority of residents to retain the historic, small-town feel of the village, as well as other individuals who used this open space for walking, and others who were concerned about the impact on wildlife.

An agricultural field also supports the Stockholm Art Fair by contributing needed parking space for that event.

In regard to wildlife, the Mississippi River and the deeply cut landscape near Stockholm provide much habitat for wildlife, with a large number of migrating songbird species utilizing the upland river terraces on which the residential area of the village is located.

Eagles have a long-term nest within the village of Stockholm, and migratory sandhill cranes nest near the park on the river bottoms. Wildlife sightings within the village in recent years include beaver, muskrat, timber rattlesnake, fox, black bear, many white tail deer, woodchucks, chipmunks, and squirrel, with bobcat also sighted. Black bear and cougar have shown up on trail camera video on agricultural lands at the edge of the village.

Agricultural crops in 2021 being grown within the village include ornamental horticultural crops, vegetable starts and crops, lavender, cherry trees, CBD, grapes, berries, and honey.

An interest in sustainable food production has also resulted in a permaculture planting established on a vacant residential lot.

In regard to natural resources, the unique environmental setting of the village and its access to Lake Pepin was important to 89% of the respondents in the *Community Survey*, with only 2% disagreeing.

73% percent of respondents felt the development of walking or hiking trails was important to the community, with 14% disagreeing, and 74% felt it was important to continue to improve access to Lake Pepin, with 9% disagreeing. 54% of respondents felt the development of a boat dock would be an asset to the community.

Although the *Visitors Survey* was not a required Smart Growth element for community planning, 11% of respondents visiting businesses in the commercial district stated a major purpose for their visit was wildlife viewing, hiking, or bicycling.

While 63% of *Community Survey* respondents felt that visitors came to Stockholm because of its historic nature, 74% agreed its historic Swedish heritage was very important, and 79% agreed its historic nature was key to its uniqueness as a village, with 78% agreeing its historic buildings and traditions should be preserved.

The historic nature of Stockholm was seen to be reflected in its cemeteries, and 76% believed zoning policies should protect them. The Old Stockholm cemetery is a reflection of its cultural pioneer past, and an archaeological surface survey is underway to map, record, and research burials. Initial feature survey, drone reconnaissance, plus a digital photogrammetric (three-dimensional) model of one grave monument has been undertaken at the time of this report.

The Oakwood Cemetery on County J had reference markers set in 2019 for future burials; a lot map and green burial guidelines are being developed at the time of this report.

78% of *Community Survey* respondents felt that the annual Stockholm Art Fair was critical to maintaining the community as a center for the arts, and 74% felt Stockholm has a unique culture because of its connection to the arts.

In association to this identification with cultural heritage and the arts, 78% also felt there were many opportunities for community activities and events.

5) Economic Development

Public interest in economic development seems to be tied not only to an interest in the arts and cultural heritage, but the unique environmental setting of Stockholm.

83% of *Community Survey* respondents felt the businesses of Stockholm are important in maintaining the economic health of the community. The appearance and nature of the business district have been a factor in drawing both visitors and area residents- residents of Stockholm Township also typically express an affinity for the community and businesses.

87% of respondents felt tourism was critical to the economic health of the community, and 54% felt the profile of future businesses should fit the current retail profile of galleries, hand-crafted items, shops, restaurants, and museums.

67% felt it was important to have sidewalks in all of the business district, and 46% felt it was important for Stockholm to comply with ADA requirements.

Different suggestions for economic development emerged in public discussion groups- community cultural events were a topic, as well as wildlife and hiking trails. As an illustration of the cultural and geographical orientation of the community, 59% of *Community Survey* respondents were opposed to industrial zoning as a means to expand the tax base and bring jobs to the community.

54% of respondents believed Stockholm should manage growth in line with its taxes, and 65% believed taxes should only grow at a low annual rate.

The significance of the village park to economic health of the community was revealed in a series of questions in the *Community Survey*. In separate questions, 96% and 89% of respondents agreed the village park was an important asset to the community, and 82% felt it was important to continue operating the park as a revenue-producing asset.

Aside from park event fees, recreational vehicle camping is a significant source of funding for the village. Although property taxes are relatively high, only a small portion of the total paid by individuals in the village, approximately \$21,000, returns to the village for its annual budget expenditures. Camping in the village park the years of 2020 and 2019 brought in approximately \$40,000 of gross revenue each year. When park maintenance costs are subtracted, which includes cemetery mowing, the park brings in net revenues comparable to those from property taxes.

Additionally, the Premiere Resort Area Tax brings in another approximate \$6000 annually for infrastructure expenditures.

Net annual revenues for the Village of Stockholm approximate the \$45,000 median income for an individual in the village.

6) Intergovernmental Cooperation

Intergovernmental cooperation is evident in different aspects of village life. 65% of *Community Survey* respondents felt emergency services were adequate for the community.

Emergency dispatch services are routed through the Pepin County Sheriff's Department in Durand, which provides public safety services to the village of Stockholm. Emergency care is provided by the Pepin Ambulance Service, and fire protection is provided by the Lund Fire Department, which operates a substation out of a building owned by the Village of Stockholm.

89% of survey respondents felt it was important to work with the Township of Stockholm on mutual concerns. These could include mutual zoning concerns, cooperation on storm runoff mitigation, and potential hiking trails connecting village and township lands. These types of projects would also rely upon individual landowner participation.

Intergovernmental cooperation also takes the form of grants administered through Pepin County, the State of Wisconsin, Department of Natural Resources, Department of Transportation. Grants received by the village have related to park resource development, public safety, and COVID relief.

7) Land Use

Land use, as directed by majority views during the Smart Growth data collection, would consist of the following critical elements:

- Maintain the nature of the village, its historic appearance, and its open spaces.
- Maintain lot size and low housing density within the village.
- Develop more areas for pedestrians.
- Continue to develop the village park for economic opportunity and improved access.

8) Issues and Opportunities

As new issues come to light with each Smart Growth decade, opportunities develop also.

2019 Smart Growth public discussion revealed a desire to see more community events, and COVID-related isolation of individuals may have strengthened this aspect of community life.

The potential return of unique historic events such as Art + Fire, a three-occasion annual event underwritten by artists Stanton Sears and Andrea Myklebust, was mentioned in public discussion, as well as, the potential development of events based upon the Swedish cultural heritage of the village.

Development of community events not only provide interaction for local citizens, but tie directly into the recognition of the importance of tourism to the area.

High property taxes were a concern in public discussion, as well as, a seeming lack of information in how village budgets were supported. Better communication of revenue sources may be required, and how the development of income sources such as park revenues, infrastructure grants, PRAT taxes and community fund-raising aid the community equally as much, or more, than the high property tax structure imposed by the state.

A community foundation for fund-raising has been proposed by an area resident to also aid in development.

The low amount of property tax income returning to the village, plus its limited size and the mandated low limits to annual property tax increases, indicate that higher density housing and industry would be less effective in generating village revenues than other sources. The question of how to support the cost of infrastructure for greater housing density also comes into play.

After the Village of Stockholm Comprehensive Plan was approved in 2008, an updated zoning ordinance was adopted, as suggested, in 2009. This zoning ordinance reflected concepts of land use very similar to those represented in the 2019 data collection.

Upon a decade-later examination by state zoning and planning officials, it became evident that the zoning ordinance, while reflecting the community ideals, needed additional language to reflect the adoption of an expanded commercial district and restructuring of certain language.

The purchase of properties within the village highlighted citizen areas of concern such as interest in the protection of village cemeteries, for example, and ordinance and Smart Growth-conforming use of Residential, Agricultural, Floodplain, and Bluffland zoning.

During the decade between 2009 and 2019, an ordinance was also passed regarding the regulation of food vendor trucks in the village.

An opportunity exists to review and update village ordinances after the approval of an updated Village of Stockholm Comprehensive Plan.

From the input of citizens into Smart Growth planning, it is evident that economic development should also include the development of outdoor experiences, particularly in terms of walking and hiking trails or pathways.

Climate change was recognized by citizens as a potential factor in future zoning and development; 59% of respondents to the *Community Survey* agreed to the statement, “Village investment and land use policy should reflect potential climate change events such as increased storm water runoff, flooding and soil erosion, as well as electrical and internet service outages”.

9) Implementation

Implementation of Smart Growth planning was outlined in the 2008 Smart Growth Comprehensive Plan. Although an ambitious outline of action was suggested, proactive implementation of Smart Growth seemed to wane after the development of the 2009 Zoning Ordinance.

This ordinance was a significant and time-consuming effort, which may have influenced the following lull in activity. In a community the size of Stockholm, with its limited budget, significant events rely upon a small and energetic core of volunteer labor.

Direction of Smart Growth implementation was heavily influenced by “concerns of the moment” and current events within the village.

A simple and workable Smart Growth implementation could be addressed by the required inclusion of agenda items for the Village of Stockholm Board of Trustees. A permanent agenda item of *Smart Growth Implementation* would direct and compel the village board to address a relevant component of Smart Growth planning each month. A guidance committee could help prioritize Smart Growth areas of development.

In addition to reviewing zoning ordinances, Smart Growth planning needs to be reviewed in any topic discussion within the Village of Stockholm Zoning and Planning Commission. This provides the direction for decisions and recommendations to the village board which are far-reaching in their consequences to the village.

Any application to the Zoning and Planning Commission for land use should address its reflection of Smart Growth policies.

In summary, for implementation of 2021 Smart Growth planning, a simple and consistent strategy is suggested- that the Village of Stockholm Board of Trustees address a component of *Smart Growth Implementation* at each monthly meeting, and that Smart Growth planning is a reference and basic component considered in each application or decision weighed by the Village of Stockholm Zoning and Planning Commission.

The *Village of Stockholm Comprehensive Plan* needs to be an electronic and/or physical reference sitting beside each village trustee, zoning and planning commission, or park committee member at every meeting.

Appendix 1: Visitor Survey Summary

As part of the 2019 Smart Growth data collection process, the Village Board embarked upon a fact-finding mission to explore and assess the impact of tourism in relation to the Smart Growth category of Economic Development. Stockholm's business economy is structured toward tourism, and a survey was developed to provide a visitor's viewpoint of the village.

A Visitor Survey was constructed by Char Harris-Scherer and approved by the Village of Stockholm Board of Trustees. It was administered in both electronic and written form, and conducted June, July, and August during the summer of 2019. Subscription software, "Survey Monkey" was used for tallying survey responses and data analysis. Business owners distributed the survey links and paper surveys. A total of 207 surveys were submitted by respondents, and results were presented to the Village Board in September 2019. A summary of the survey results follows:

Question one was designed to determine how far visitors came to visit Wisconsin. While the majority (86%) came from Minnesota and Wisconsin, 54% and 32%, respectively. Other visitors were from as far away as Texas, California, Florida, and Washington State.

To determine further demographics of visitors, Question Two asked the age of visitors. Roughly 58% of Stockholm's tourists were aged 55 and above, with only 7% aged 18-24.

Daytrips to Stockholm were decidedly the main type of excursion to the area, with over 77% of guests saying they did not stay overnight. Only 11% of people stayed 1-2 nights.

Question Four focused on the reasons out-of-towners drove to the region. Vacationing and spending leisure time in the area were the predominant reasons visitors travelled to Stockholm, while others mentioned dining, shopping, and camping.

Tourists visited and participated in a variety of activities while visiting the area, with a majority choosing shopping and dining out. Roughly 11% chose wildlife viewing, hiking and bicycling.

The purpose of Question Six was to determine how far in advance visitors planned their trip to Stockholm. About one-third planned to visit the same day, while another third planned their trip one to six days before arriving. About another 20% pre-planned their visit more than two weeks in advance.

Question Seven's objective was to decipher which planning resources were used by potential tourists when planning their vacation. While over 50% had visited before, 27% used the internet and social media to determine their itinerary, naming Google, the Stockholm Merchant website and the Village of Stockholm website. Only 4% named advertising (print, radio, or tv), and 0% used a travel agent.

Expectations of Stockholm's offerings were measured in Question Eight, with relaxation and rejuvenation the main reason most visitors chose, along with food and wine experiences.

Outdoor adventures and Mississippi River experiences and Art and Cultural were chosen equally as often. Children's activities were noted as the lowest expectation.

Question Nine was an open-ended question asking survey respondents to comment on how well their expectations were met. Overwhelmingly, visitors wrote they were very happy with Stockholm, there was a lot to do, and they enjoyed their stay.

Satisfaction with Stockholm amenities was the focus of Question 10, with Very Satisfied and Extremely Satisfied responses being the majority ratings for items such as Visitor Information, Directional signage, Shopping, and Dining.

A review of the overall survey shows a high number of one-day visitors, coming largely from Minnesota and Wisconsin, the majority aged 55 and above. The reasons for dining include shopping and dining, arts and cultural experiences, and outdoors and nature. Most tourists have been to the area before and usually don't plan more than a day or two in advance, using the internet and social media as a research tool. Using the survey results as a guide the Village Board will be better able to determine opportunities for expanding the area's appeal to visitors, and in future planning for economic development.

For anyone wishing to see the Visitors Survey in its entirety, with zip code list, charted responses and comments, it is available through the Stockholm Area Merchants Association.

Appendix 2: Park Visitors Survey Summary

A *Park Visitors Survey* was compiled in 2019, and park visitors were asked to respond to six basic questions regarding their use of the park.

In this survey, 91% of the total 23 respondents noted they were in the village park for camping, 22% for walking or dog walking, 13% for wildlife viewing, 9% for boating, and 4% for a special event.

39% of respondents noted varying reasons for park use, including kayaking, bicycling, tent camping with friends or family, beautiful scenery, and a local wedding. One response indicated they were in the park because of the Park Hosts, Larry and Pam Horlitz, and three responses indicated they were interested in shopping.

The shopping responses were linked with boating on the river, camping, and bicycling.

When asked whether this was their first time in the village park, 83% responded no, while 17% were first-time park users. Length of time for previous use included a range of 2-35 years, with new users indicating their desire to use the park again.

Two users indicated events had originally brought them to the park- the Stockholm Art Fair and Art + Fire, one that they had originally come by boat before camping there.

Regarding facilities in the village park, a number of respondents suggested an upgrade in camping facilities, from electrical upgrades to camping pad upgrades, to shower and flush toilets in the public restroom.

One respondent indicated a desire to see an upgrade in facilities not related to camping.

When asked what type of events they would prefer to see in the park, 8 respondents suggested music, and 4 mentioned the Stockholm Art Fair. Suggestions included revival of Art + Fire, a local food event, a car show, geocaching, and 6 responses indicated the users liked the village campground without any events.

Asked if the village park had a balance between pedestrian walking areas, camping, and motorized access, 87% responded yes, while 13% responded no.

With park hosts acting as liaisons with the public, the survey asked to rate their helpfulness. 91% said excellent, with 4% rating them as good, with a total of 95% responding to this question.

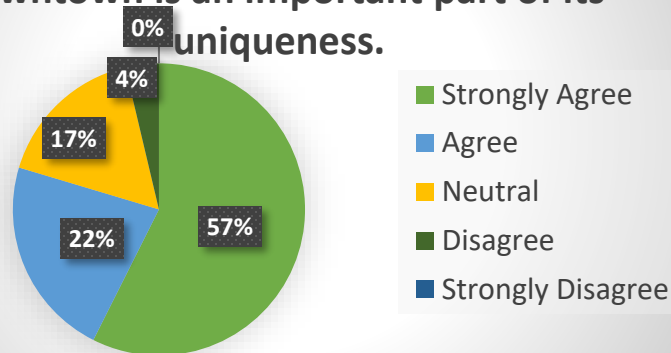
To see the *Park Visitor Survey 2019* in full, with associated comments, please contact the Village of Stockholm Park Committee.

Appendix 3: 2019 Community Survey

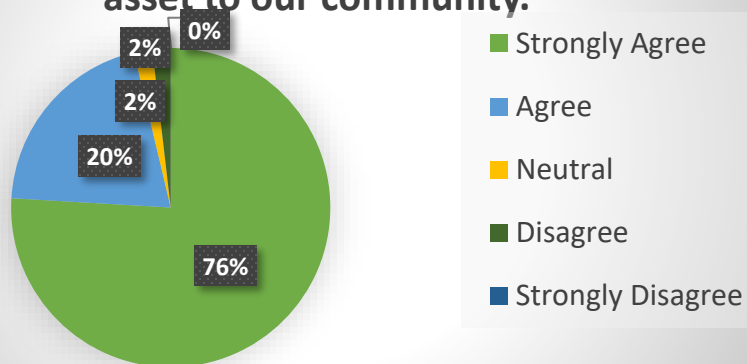
Please note that due to software parameters, the first question begins with number two(Q2). The responses from *Strongly Agree* to *Strongly Disagree*, are shown by percentages read clockwise on the pie charts, beginning at the twelve o'clock position:

Section 1: Infrastructure

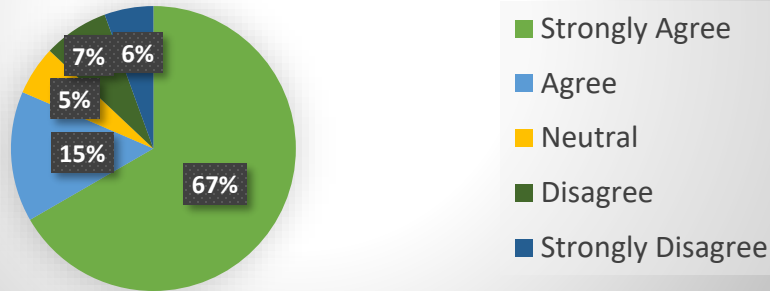
Q2: The historic character of Stockholm's downtown is an important part of its uniqueness.



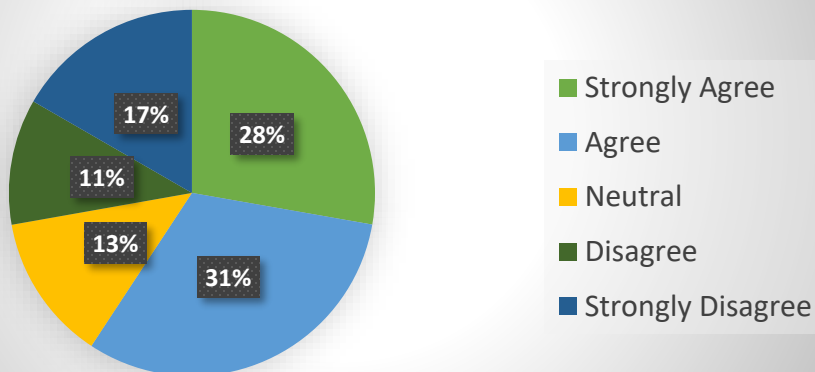
Q3: Stockholm's village park is an important asset to our community.



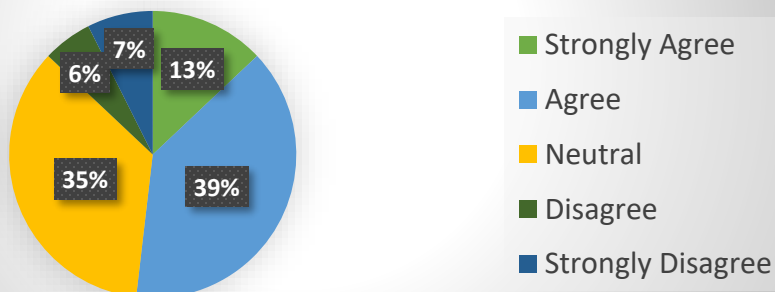
Q4: The village park produces 35-45% of annual village revenue; it is important to continue operating the village park as a revenue producing asset.



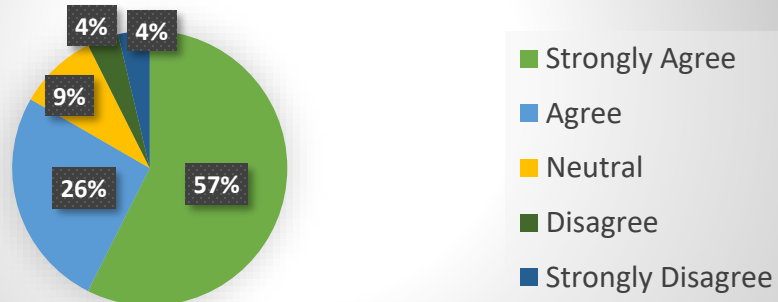
Q5: Waterfront in the park is adequately shared by all park users.



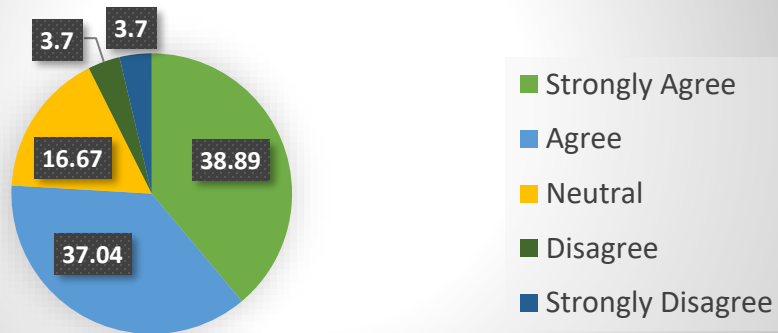
Q6: Stockholm has the right balance between residential and commercial properties



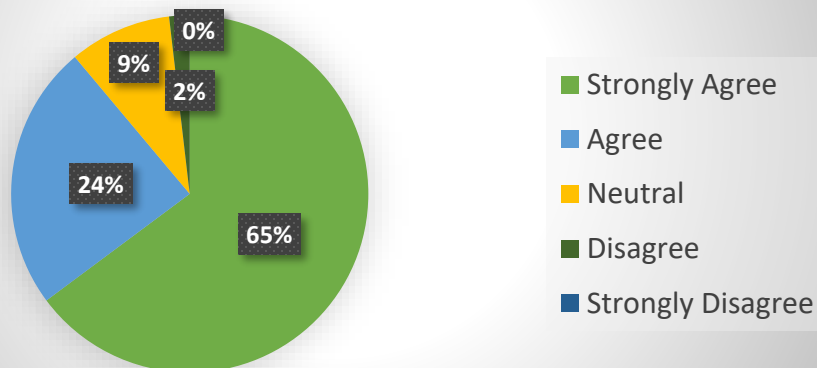
Q7: The businesses in Stockholm are important to maintaining the economic health of the community



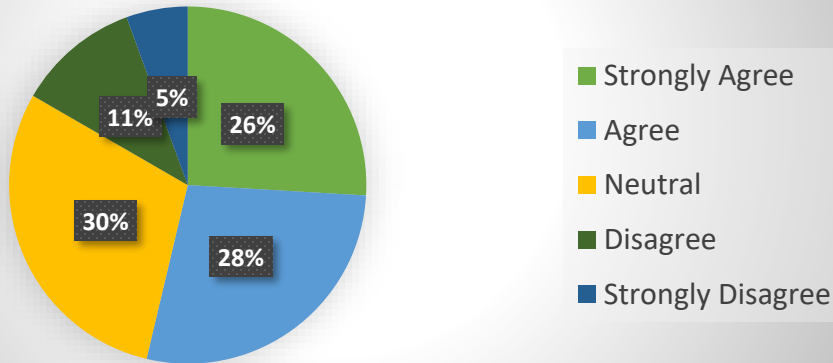
Q8: Stockholm's use of wells and septic systems is appropriate for the size of the community.



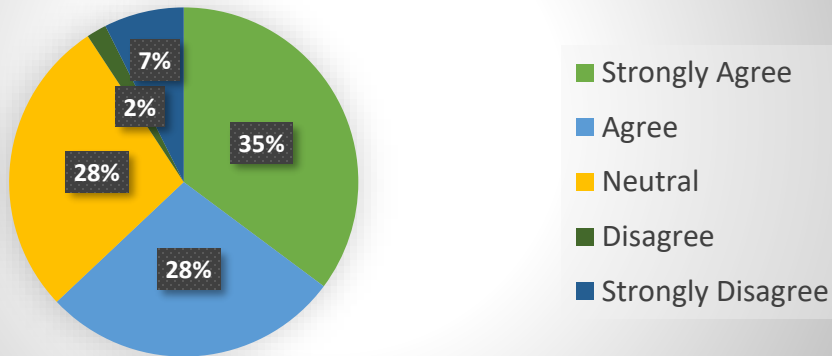
Q9: Stockholm's geographical setting and access to Lake Pepin makes it unique



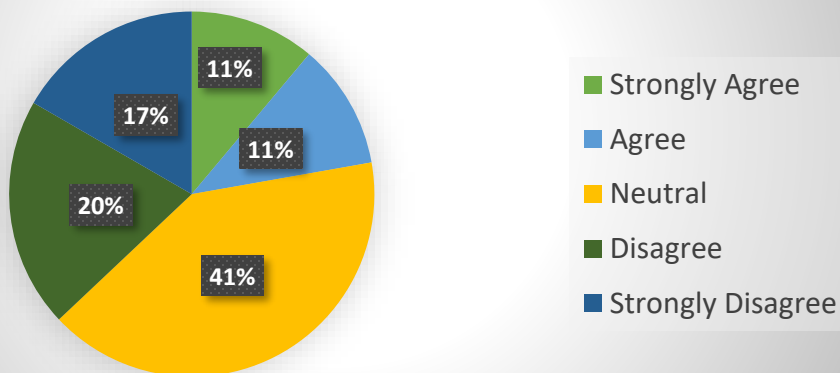
Q10: Stockholm has an appropriate amount of commercially zoned space.



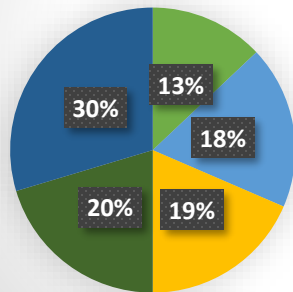
Q11: Having a high school in Pepin is important to Stockholm's community.



Q12: Stockholm's services are consistent with the amount of taxes collected.

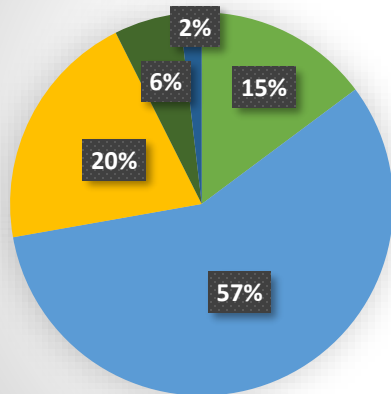


Q13: Stockholm should explore the option of housing projects up to six units and allow if in character with the rest of the community.



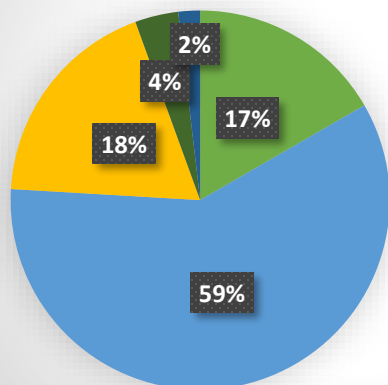
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Q14: The village streets are well maintained



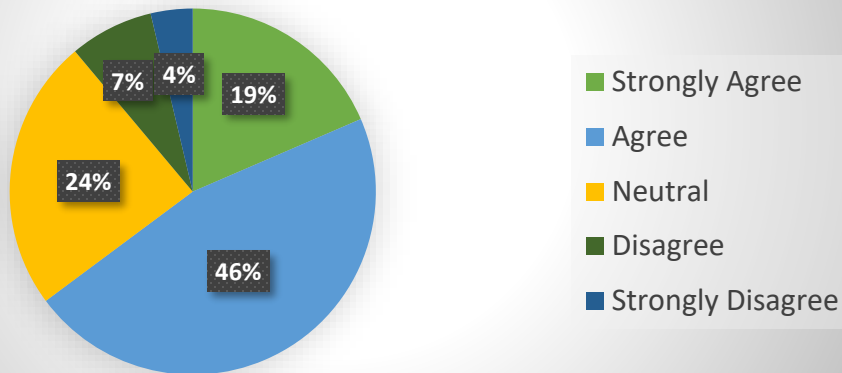
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Q15: The village streets are adequately lighted.

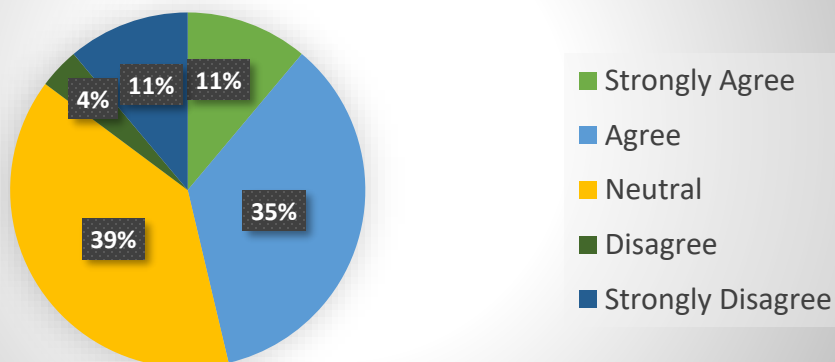


Strongly Agree
Agree
Neutral
Disagree
Strongly disagree

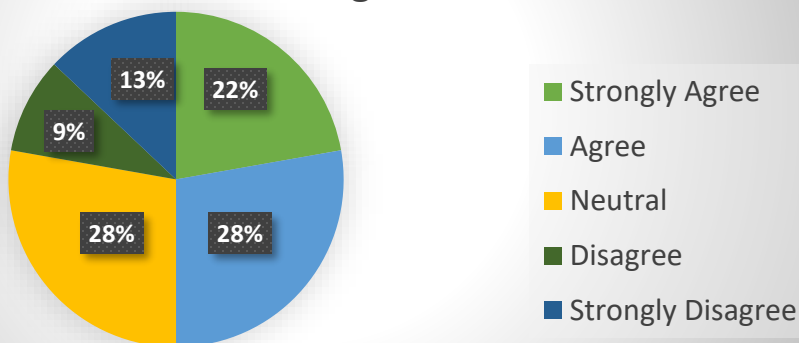
Q16: Emergency services (ambulance, police, fire) are adequate for the village.



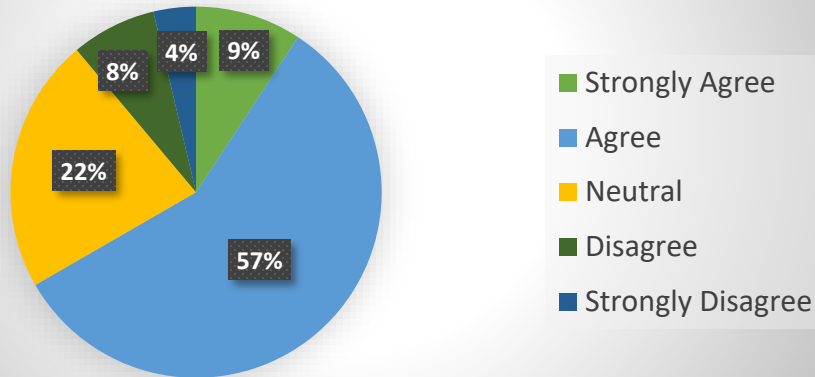
Q17: Properties in Stockholm should not be restricted in agricultural use.



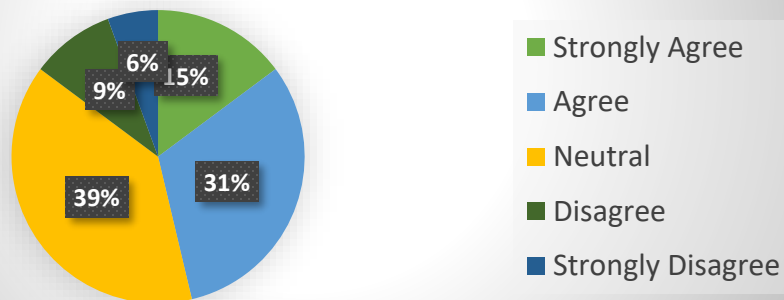
Q18: Stockholm should explore renewable/alternative sources of energy for the village.



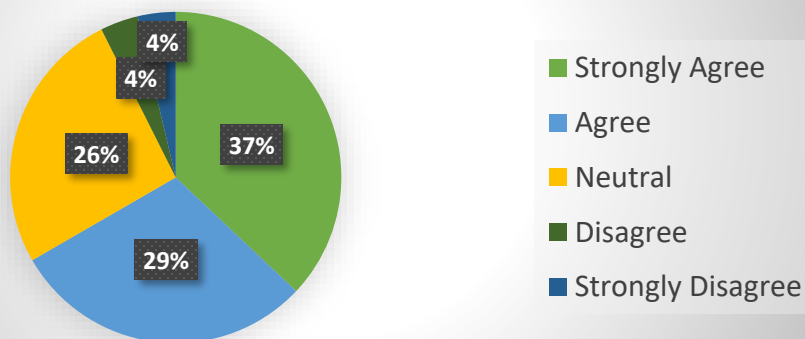
Q19: Stockholm's compliance with building codes for safety is adequate.



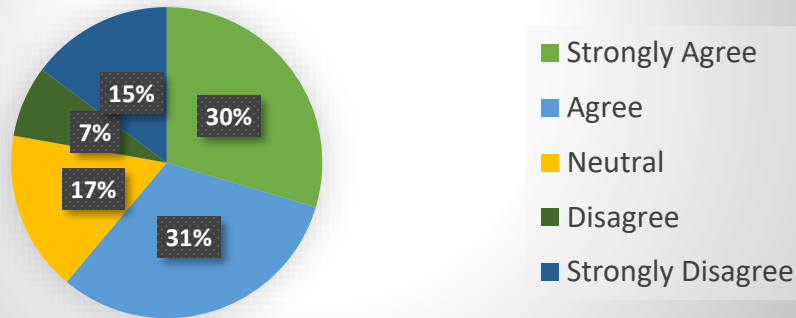
Q20: Stockholm should encourage compliance with ADA requirements for accessibility.



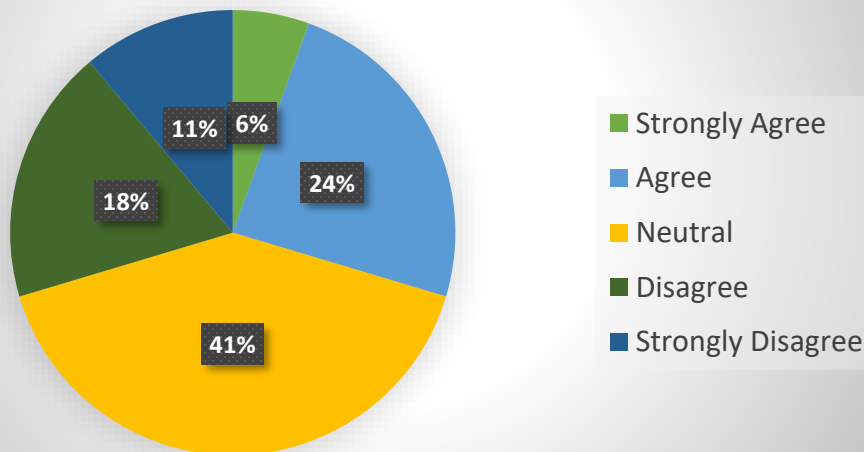
Q21: Stockholm should support the development of broadband internet service.



Q22: Stockholm should assess the possibility and cost of improved public toilets for the commercial zone.



Q23: Stockholm should create more parking for the commercial zones.

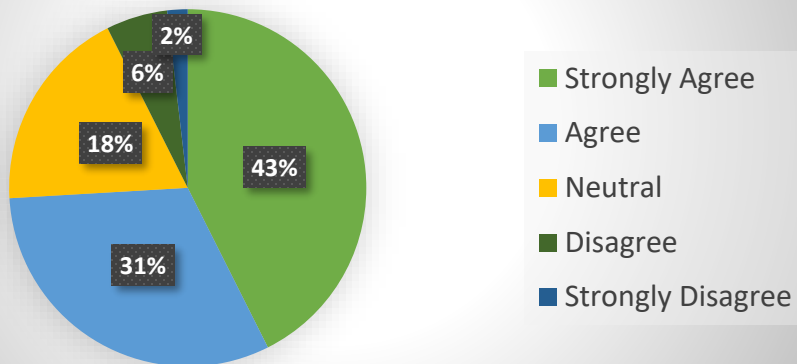


Q24: Comments

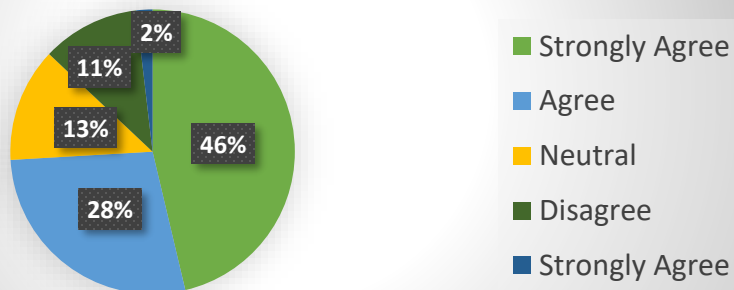
These were varied, from comments on high taxes and lack of services provided by the community, to differing views on municipal sewer and water systems, for and against. Poor appearance of some properties was mentioned, as well, as comments both for and against multi-unit housing. There were comments regarding a need for broadband internet service, as well as, a question of what broadband actually was. There were comments both for and against maintaining agricultural zoning within any part of the village, and concerns regarding the amount of RV camping in the park.

Section 2: Socio-Cultural

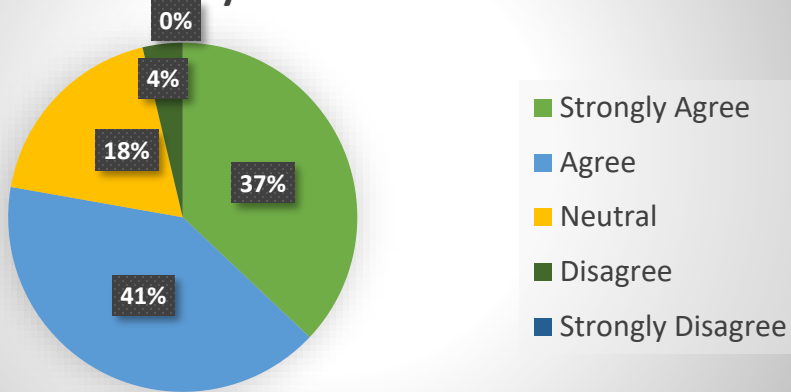
Q25: The original Swedish heritage of Stockholm is still important today.



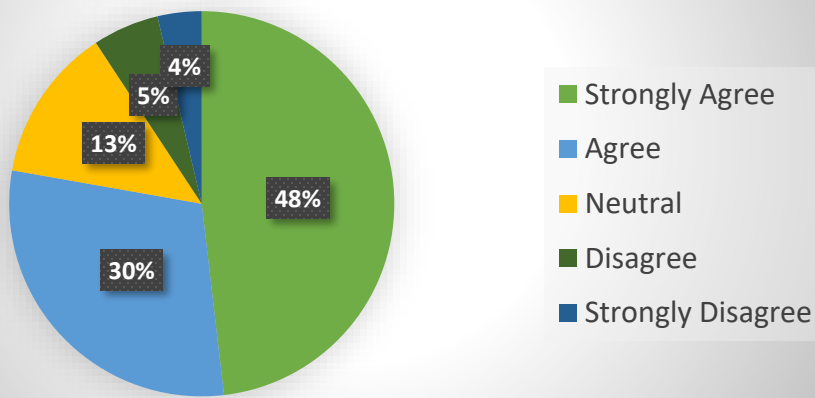
Q26: Stockholm has a unique culture because of its strong arts community.



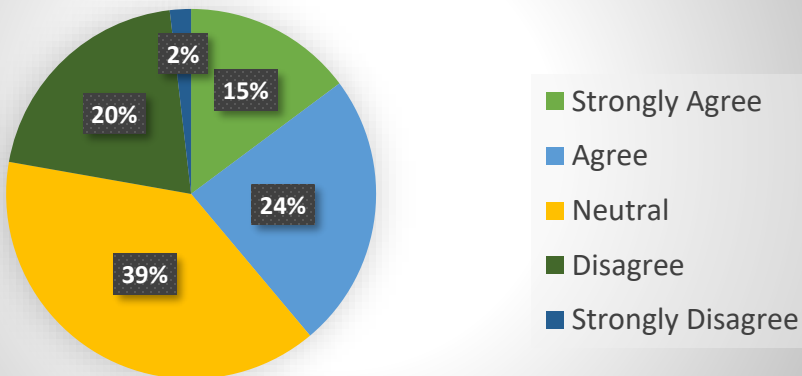
Q27: There are many opportunities for community activities and events.



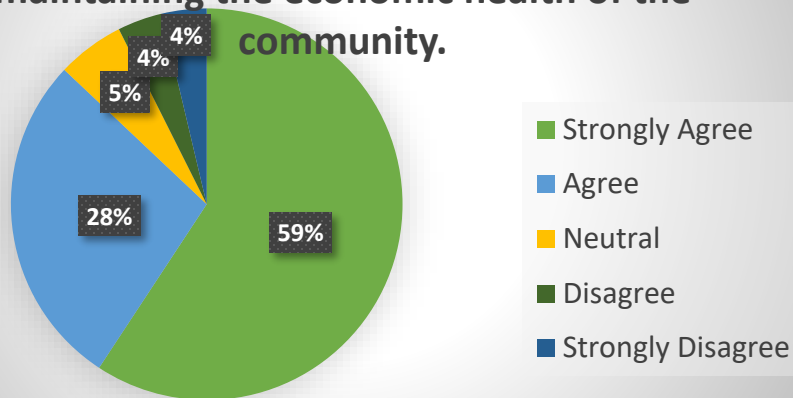
Q28: The Annual Art Fair is a critical part of maintaining Stockholm as a center for arts.



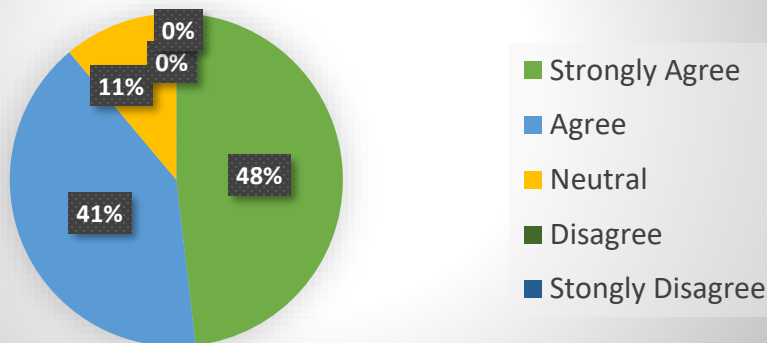
Q29: Visitors come to Stockholm because they are seeking an historic experience.



Q30: Tourism is very critical to maintaining the economic health of the community.



Q31: It is important that the village works with the Township of Stockholm on mutual concerns.



Q32: Comments

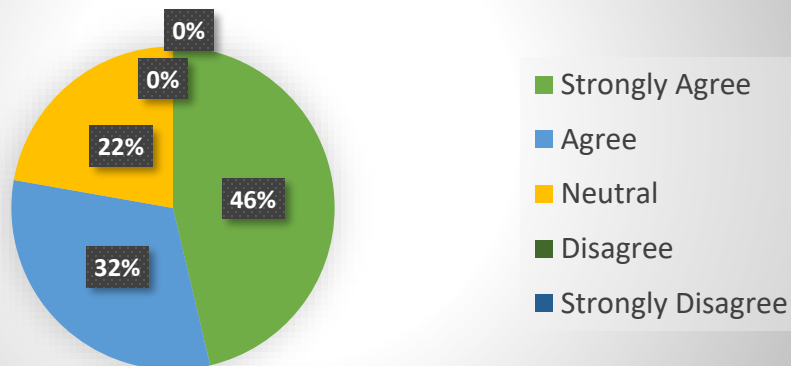
Although one respondent suggested things needed to be left alone, there were suggestions for activities such as an annual music event, and more community events in general. In regard to art, one suggestion was that a market economy should determine the significance of art in Stockholm, and another that perhaps art in Stockholm needs wider participation of more individuals.

In terms of Swedish heritage and history, there were comments of approval, as well as a suggestion to highlight this to a larger degree in order to limit the feel of Stockholm as a “tourist trap”; a visitor center was suggested in another comment to enhance tourism.

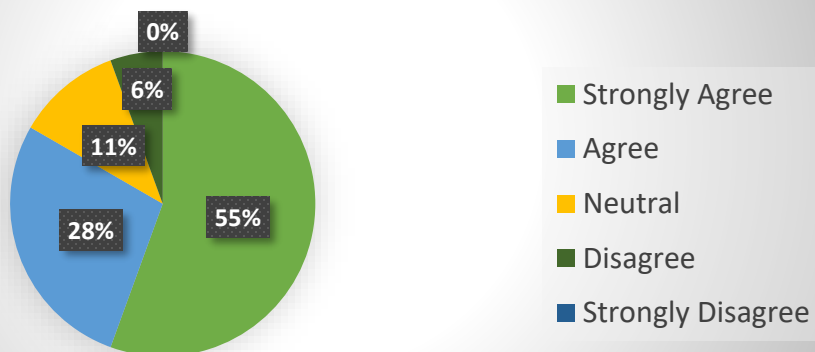
One comment was an appeal for the village and residents to provide some support for the lone church in town, Calvary Covenant, the basement of which serves as a community center and storm shelter for the village.

Section 3: Future Vision

Q33: Stockholm's Swedish heritage (historic buildings & traditions) should be preserved.



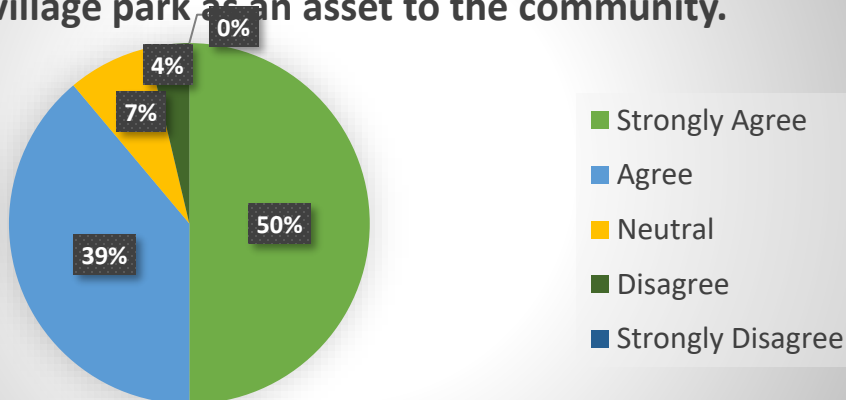
Q34: It is important Stockholm retains its "small town" feel.



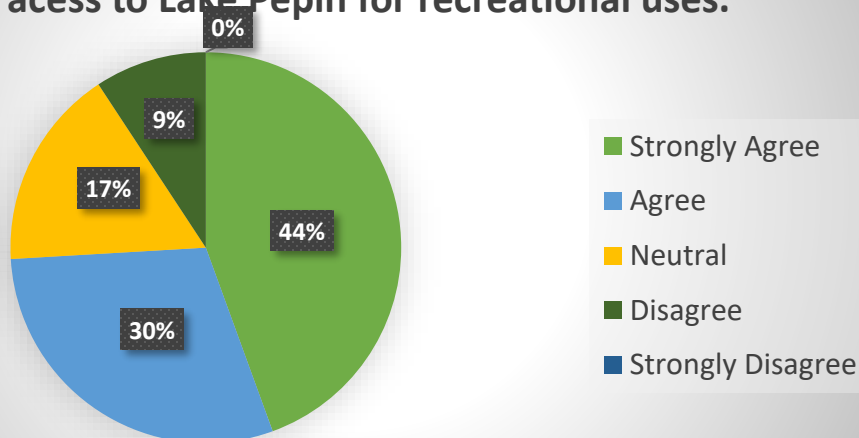
Q35: Future new businesses should fit the retail profile of current businesses (galleries, hand-crafted items, shops, restaurants, museums)



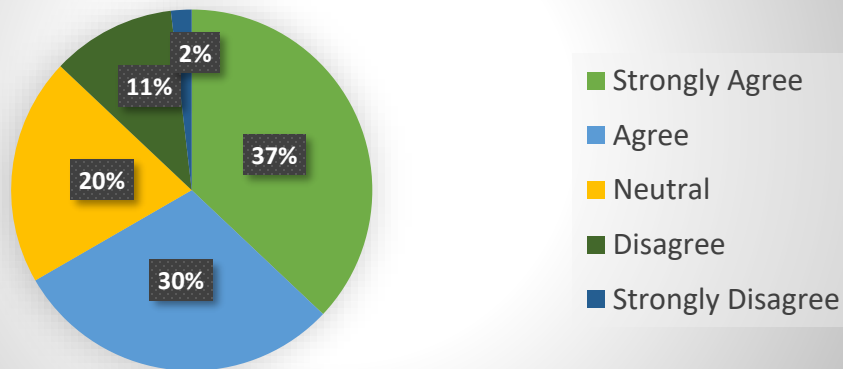
Q36: It is important to continue to develop the village park as an asset to the community.



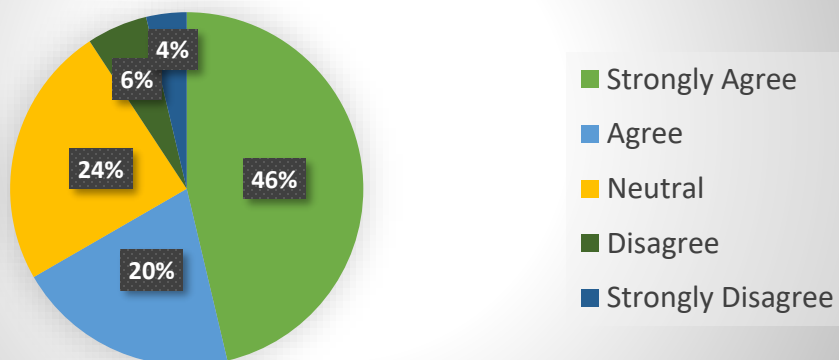
Q37: It is important to continue to improve access to Lake Pepin for recreational uses.



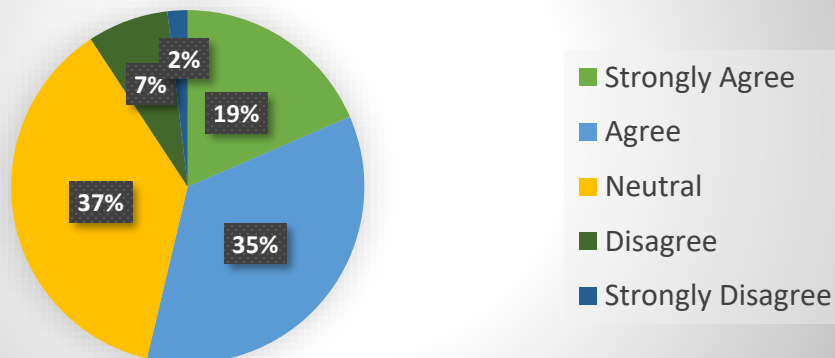
Q38: A boat dock would be an asset to the community.



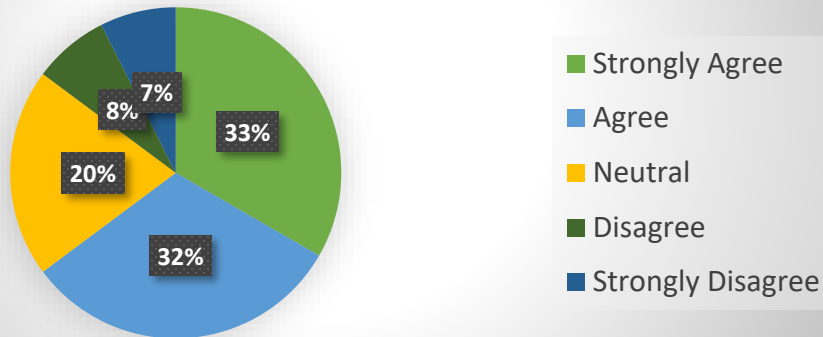
Q39: Stockholm property owners would benefit from high-speed internet access.



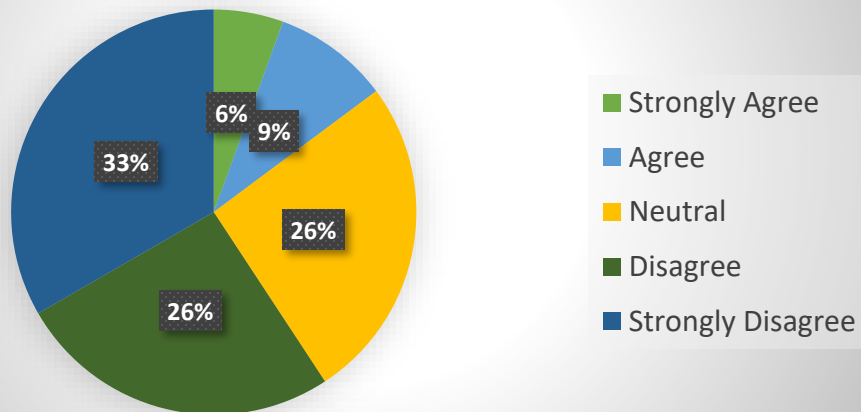
Q40: Stockholm should manage growth in line with its tax base.



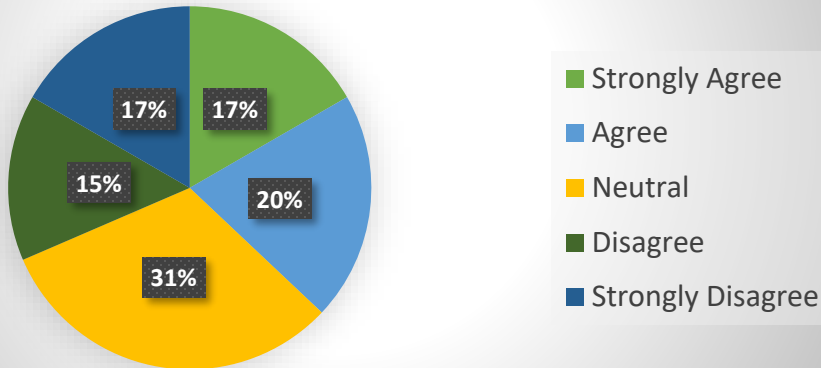
Q41: Stockholm's taxes should be managed to grow only a small percentage on an annual basis.



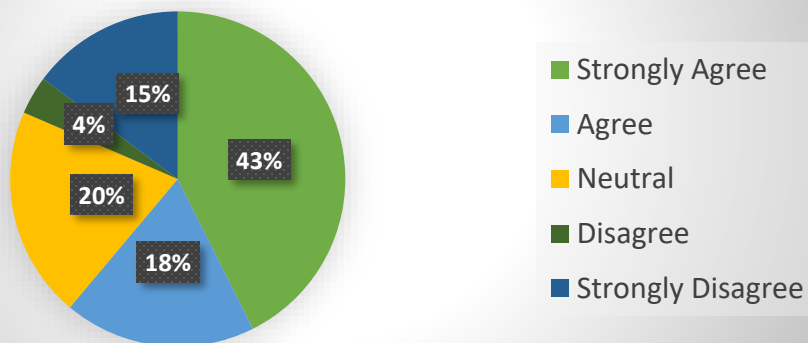
Q42: Stockholm should invest in a water and sewer system as an asset to the community.



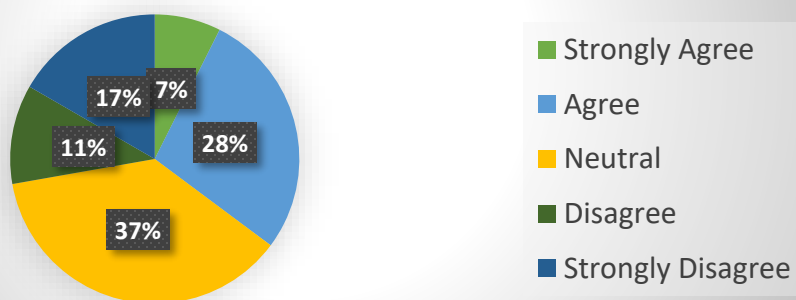
Q43: Stockholm should explore non-traditional (eco-friendly) sewer systems.



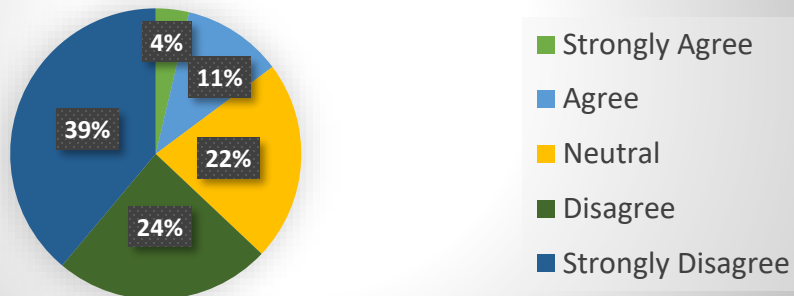
Q44: Stockholm should ensure its zoning policies prevent large scale developments.



Q45: A future goal should be to ensure the availability of housing for people of all income levels.



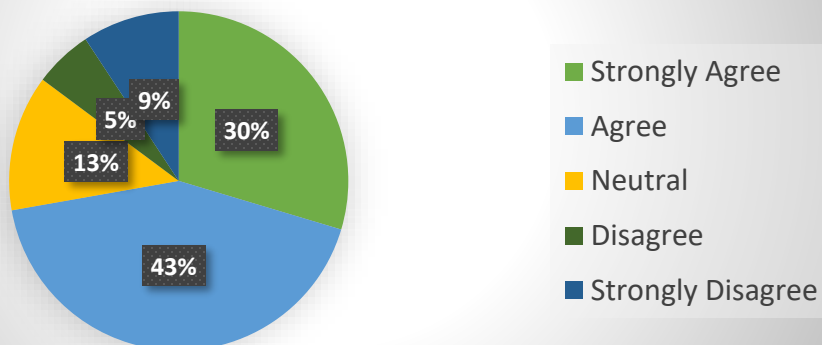
Q46: Village zoning should allow for higher density housing like apartments and condominiums.



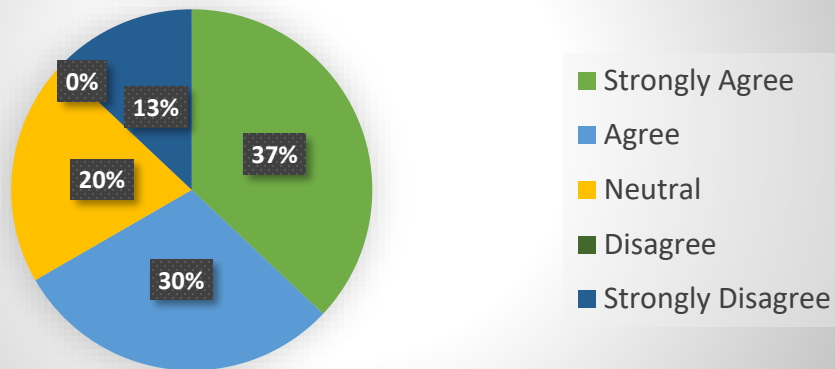
Q47: Stockholm should consider the formation of an industrial zone to help its tax base and jobs.



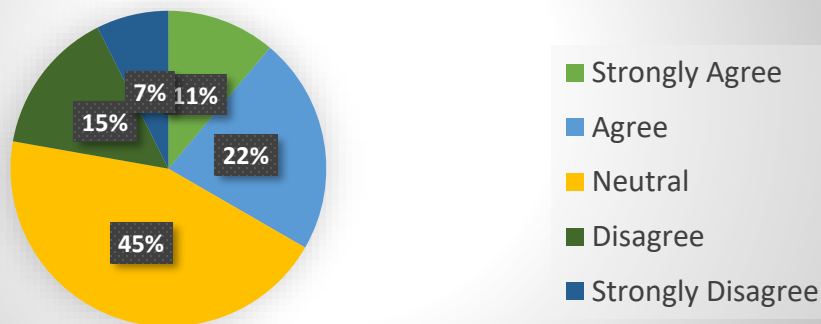
Q48: Walking/hiking trails would be an asset to the community.



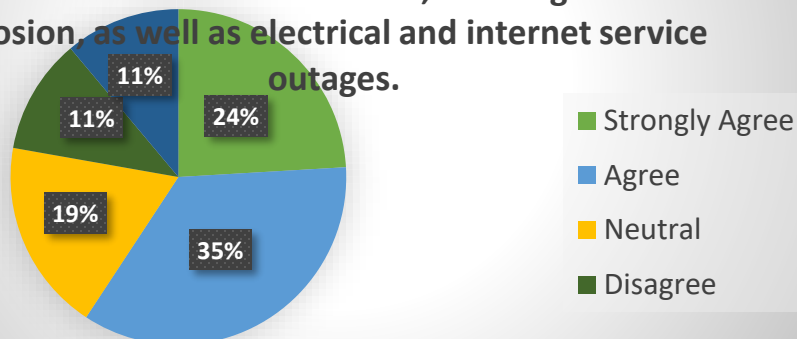
Q49: It is important to have sidewalks in our business district.



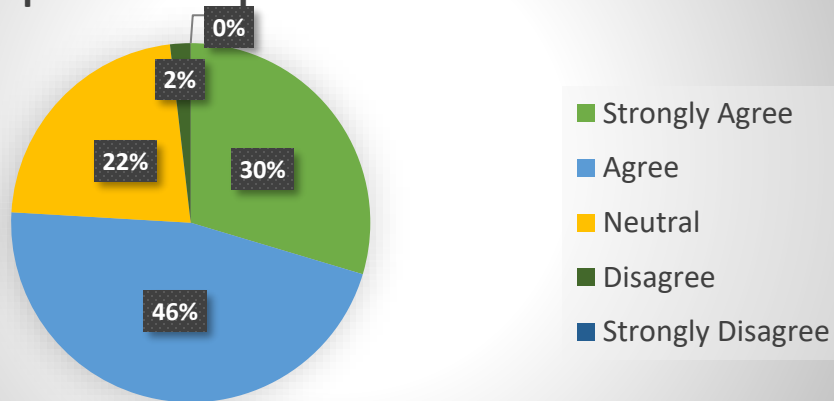
Q50: Stockholm should explore opportunities to create additional parking areas in the business district.



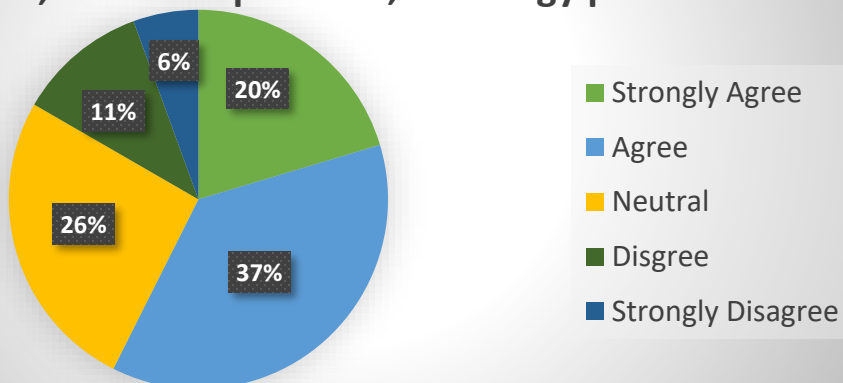
Q51: Village investment and land use policy should reflect potential climate change events such as increased storm water runoff, flooding and soil erosion, as well as electrical and internet service outages.



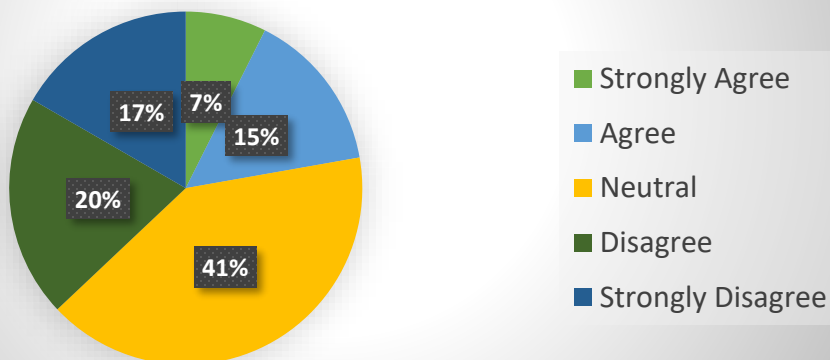
Q52: Stockholm should ensure that its zoning policies will protect our cemeteries.



Q53: Agricultural zoning is important to retain open spaces for various things such as food, fiber, botanical products, or energy products.



Q54: Stockholm should reduce housing lot sizes in current R2 (2 acres) and Ag (10 acres) zoning.



Q55: What comments would you like to add related to the Future Vision aspects of Stockholm?

There were a few comments about consumerism or market forces- how these might determine the types of businesses in Stockholm, or the type of housing allowed in zoning districts, but several comments were against large-scale housing or industrial development.

One comment suggested experiential activities in the village in addition to retail sales, another suggested an effort to create more artisan businesses in the commercial district.

Some suggested the creation of greater housing density- one in favor of a higher tax base to provide more village services, another on different types of housing being accessible to different age and income groups. Other suggestions stated a desire to keep current lot sizes in order to maintain the character of the community, as well as, maintaining its character through an emphasis on arts and its historic buildings.

A dock or pier on Lake Pepin was favored by three respondents; questions were asked regarding the potential location(s) of this and walking trails and sidewalks.

Q56: What other topics do you think should be addressed by the Smart Growth Planning Process?

- Public river transportation
- Commercial zoning along Highway 35
- Tiny houses
- Balance in zoning and village planning
- Ground water quality improvement plans
- Non-compliant wells and septic systems
- Free market and demand issues as a direction for zoning and development
- Beautification ordinances to aid in maintaining property values
- Fenced dog park
- Revitalization of Swedish traditions
- Water as a primary issue- drainage infrastructure through the village, public water and sewer
- Sustainability
- Taxation inequalities
- Smart development with adequate & safe access roads
- Recreational tourism for biking, hiking, nature.
- Use Smart Growth planning to create a structured list of objectives for village action.

Q57: What do you like best and least about being a property owner in Stockholm?

There were many comments favoring the natural setting, small town atmosphere, and beauty of Stockholm.

Topping the list of least-favorite aspects of Stockholm was high property taxes.

Other comments involved a perceived lack of balance in village ordinance enforcement, differences of stated opinion regarding an inclusive and welcoming vs. restrictive nature of the village, and unattractive and deteriorating properties.

Perceptions of the quality of life in Stockholm varied in the recorded comments- for a few respondents, the people surrounding them in the community were either their favorite or least-favorite aspects of life in the village.

Appendix 4: 2019 Public Discussions

Summary of Public Discussion #1: Socio-Cultural (held June 29, 2019)

22 people attended this session. There were three break-out discussion groups.

Elements included under the Socio-Cultural category included Natural and Cultural Resources and Intergovernmental Cooperation. Agricultural issues were moved to the Infrastructure category. There were seven specific questions related to the Socio-Cultural Category. There was only one question that had less than a 65% response.

The survey indicated that Swedish heritage, art, and community activities are seen as important and unique aspects of the village. There is agreement that tourism is critical to economic health of the community and that working with the township of Stockholm on mutual concerns is important. The only survey statement NOT supported at the 65% level addressed visitors coming to Stockholm looking specifically for a historic experience.

	STATEMENT	COMBINED STRONGLY AGREE AND AGREE
25	The original Swedish heritage of Stockholm is still important today.	74%
26	Stockholm has a unique culture because of its strong arts community.	74%
27	There are many opportunities for community activities and events each year.	78%
28	The Annual Art Fair is a critical part of maintaining Stockholm as a center for arts.	78%
29	Visitors come to Stockholm because they are seeking a historic experience.	39%
31	Tourism is very critical to maintaining the economic health of the community.	87%
31	It is important that the village works with the township of Stockholm on mutual concerns.	89%

Actionable Socio-Cultural Items

In terms of **actionable items for the Village Board** to consider in support of the collective Socio-Cultural mindset, the items below were specifically mentioned in more than one of the small, break-out discussion groups:

1. Art and Fire (Bring it back!).
2. Develop a walking tour of homes.
3. Swedish Meatball (Day?).
4. Do a play in the Park for a “Midsummer Fest”; suggested the play from Sweden.
5. Establish a relationship with the American Swedish Institute (ASI)
 - Pop-ups
 - Exchanges.

Other intriguing suggestions that support the village’s heritage and affinity for community events:

1. Have a “last name” event.
2. Golf cart transportation.
3. Raise money by charging \$1 for Art Fair parking.
4. Swedish wedding day (Stockholm, Sweden now offers one day to get married for free).
5. More Swedish colors in the village.
6. Celebration of the Driftless Area.
7. Father’s Day Vintage Car show in the Park.
8. Movies in the Park.
9. History of Art Fair posters in book with artist bios.
10. A Birding Event (we are on a major Flyway).

Summary of Public Discussion #2: Infrastructure

This meeting was held in the church basement on July 13, 2019.

Infrastructure discussion included the elements of Agriculture (transferred to Infrastructure category from Socio-Cultural in previous survey), Housing, Transportation, Public Utilities, and Economic Development. This section of the survey contained 22 statements.

Highlights of the survey responses:

- Support for maintaining our historic character as relates to infrastructure.
- Agreement that park is an important asset and should continue to operate as it has been.
- The shops and businesses in the village are clearly recognized as vital to the economic health of the community.
- Strong support was given (76%) for appropriateness of wells and septic systems as opposed to city sewer and water, although some interest in tracking water quality was brought up.
- Services provided to the village in relation to the amount of property tax collected had a high percentage of neutral responses (neither agree or disagree), but specific services of street maintenance and street lighting were seen as adequate.
- Concern about growth of commercial properties placing added stress on infrastructure. (Further analysis, discussion, and clarification is called for on zoning changes along with potential impacts of any proposed zoning changes to the village.)
- 50% of respondents disagreed or strongly disagreed with giving any consideration to multi-unit (up to six units) housing.

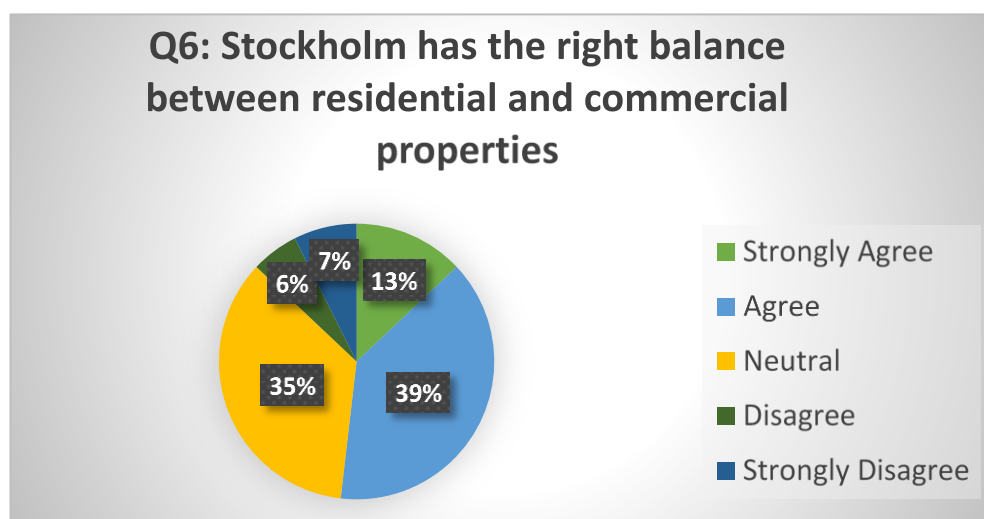
Discussion groups were asked to focus on eight selected questions from the survey where responses did not provide the 65% for either support or no support for a statement. Other survey questions of interest to the groups could be discussed if time permitted. Participants

were divided into three small groups. The results of each discussion group are shown below using a pie chart, corresponding percentages and discussion highlights.

The following items come from either the discussions or survey items where there was strong support was indicated.

- Public toilets. There is support for having them, but how they are paid for and where they would be located needs further study. A possible issue is whether they would be viewed as serving the village or the merchants; however, with the strong support of the businesses in Stockholm shown in Survey Q7, support for this initiative appears to exist.
- Swedish Character. The historic Swedish character is valued and should be incorporated, when possible, such as in establishing standards for architectural changes in the village.
- Wells and septic systems. Although wells and septic systems/holding tanks are preferred to a sewer and water system, there is concern about water quality. Consider requirements for testing well water and septic systems. (This was also mentioned in the 2007 Smart Growth project.)
- Zoning. A study of current vs. possible future zoning changes could be done. Issues such as whether to allow non-pet animals in the village or allowing agricultural land to be allowed to be rezoned as residential were mentioned.

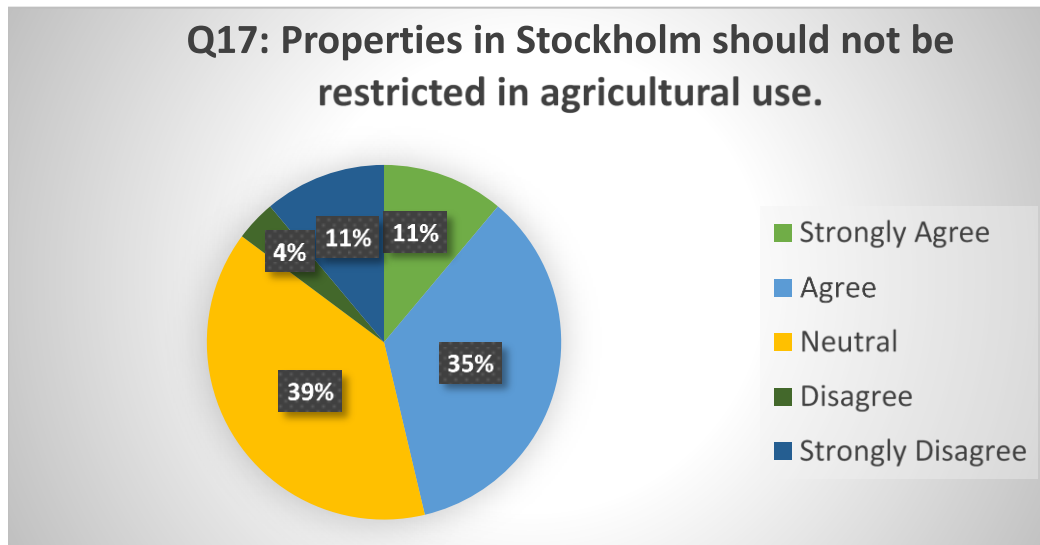
Infrastructure Discussion Group I was assigned survey items #6, #17, and #22. Below are survey results and discussion highlights:



Q6: Small Group Discussion Highlights

Group I participants drew the conclusion that the balance between commercial and residential is appropriate at this time. The group felt that this question needed clarification before any

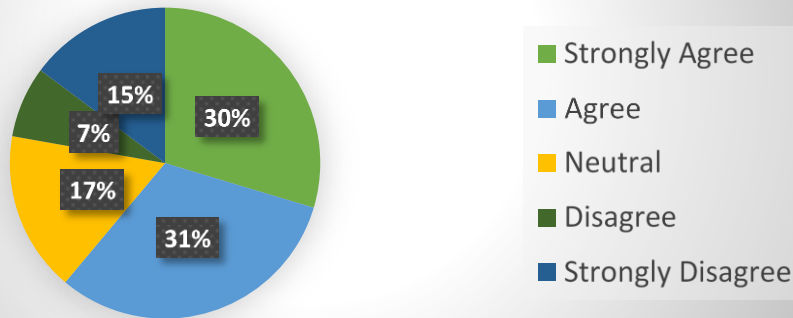
decisions affecting the current balance are made. There was concern that more commercial properties would tax the infrastructure.



Q17: Small Group Discussion Highlights

The discussion on Item 17 concluded that agriculture should be restricted to conditional use. Again, the question itself needed clarification such as “this is how agriculture is viewed/defined today...” with some clearly stated alternatives. Future agricultural uses such as self-sustaining food production could be a consideration. Another discussion group questioned the reason for the 10-acre A1 requirement.

Q22: Stockholm should assess the possibility and cost of improved public toilets for the commercial zone.

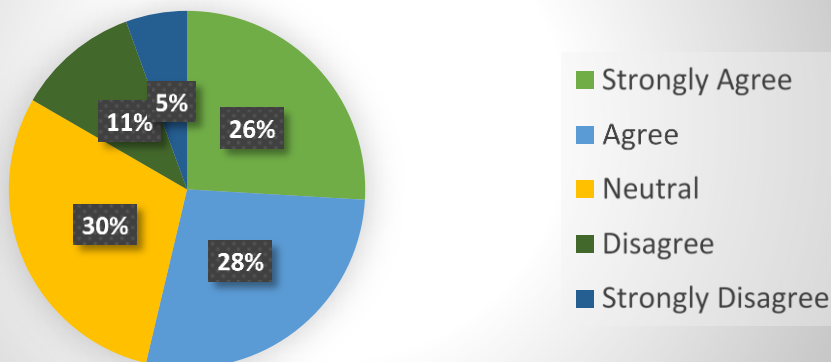


Q22: Small Group Discussion Highlights

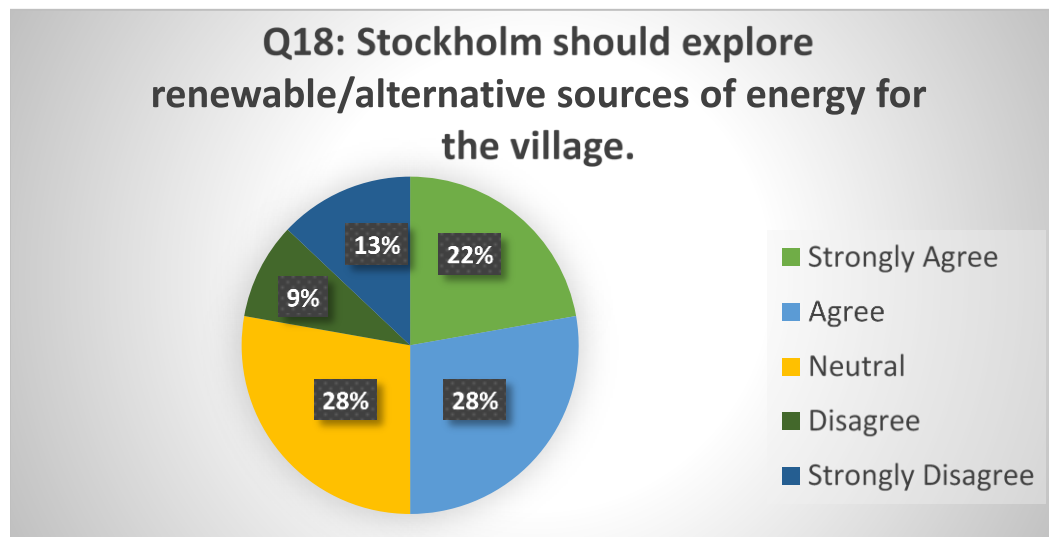
The group considered public toilets “absolutely necessary”. A key observation was that improving toilet facilities should be spearheaded by SMA with the village as a facilitator/lender. Group II also discussed this issue and felt that flush toilets and showers could be built in the park. People felt that clarification was needed regarding the responses of Disagree/Strongly (need to know why). There was a suggestion for a design competition and interest in eco-sustainable facilities.

Infrastructure Discussion Group II was assigned survey items #10, #18, and #19. Below are survey results and discussion highlights.

Q10: Stockholm has an appropriate amount of commercially zoned space.

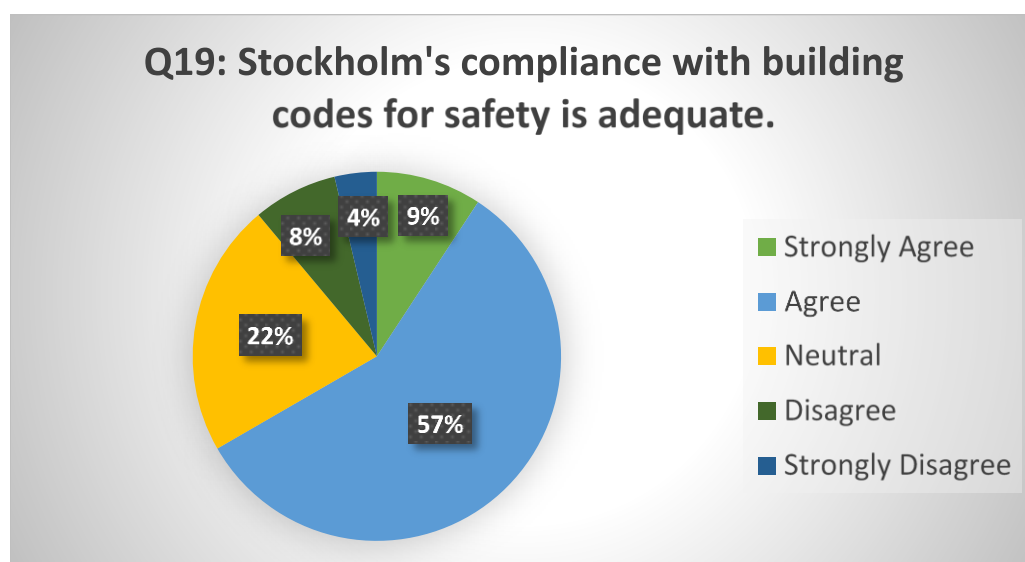


Q10: Small Group Discussion Highlight : Group II felt that development along Hwy. 35 or County J would be “OK” for expanded commercial use.



Q18: Small Group Discussion Highlights

Discussion on renewable energy concluded that renewable is “great as long as it is affordable”.



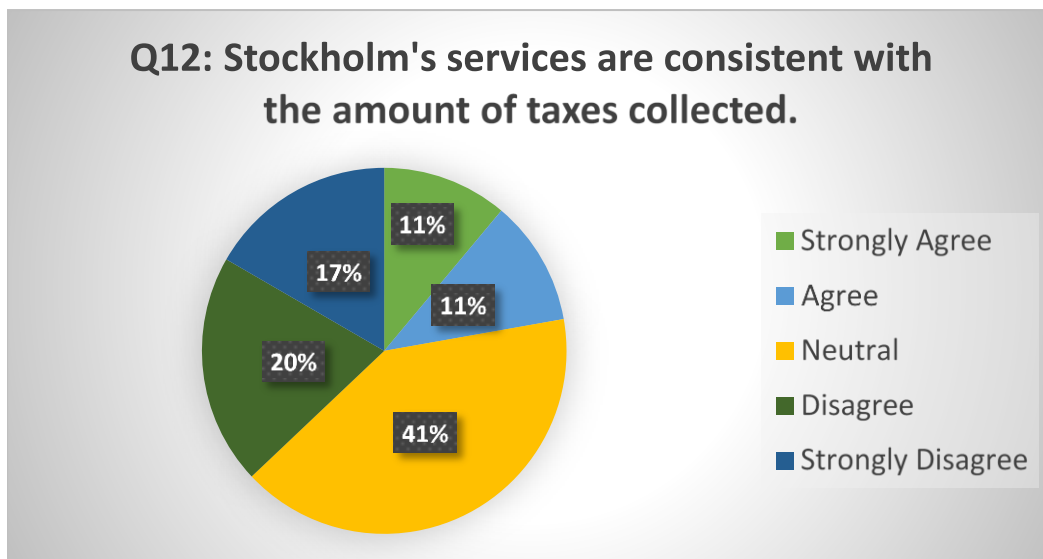
Q 19: Small Group Discussion Highlights

Even though this item did receive 66% combined Agree/Strongly Agree in the survey, it was added for more input because it is related to other infrastructure issues such as the existence of some outdoor plumbing in the village, water quality and the high number of visitors coming to

Stockholm. The group felt that, in general, compliance should be encouraged, but that ADA compliance (addressed in Item #20) should not be mandated.

Group II also contributed comments on other infrastructure items:

- Concern about nitrates in well water due to fertilizers; suggested water testing, watershed study.
- Adding a dock and restoring access to the river.
- **Infrastructure Discussion Group III** was assigned survey items #12 and #13. Below are survey results and discussion highlights.



Q12: Small Group Discussion Highlights

The high number of neutral responses (41%) and Disagree/Strongly Disagree responses (37%) could have been due not providing enough information in the item (neutral) or lumping all services together in item #12. Survey items later in the survey regarding specific services received high degree of approval. Item #14 related to satisfaction with street maintenance showed 72% Strongly agree/Agree. Item #15 on adequacy of street lighting showed 76% Strongly agree/Agree. Item #16 on adequacy of emergency services showed 65% Strongly agree/Agree. The survey does not give further insight into what might have elicited the somewhat higher percentage of Disagree/Strongly Disagree.

The group would like to have seen additional information on the portion of their tax bill that is used by the village, how much revenue comes from the park, and how our taxes are spent now. The group listed possible additional services that could be added such as a dock, park septic pump station, community center, improved heat and air conditioning in the Village Hall, improved access to Village ordinances, minutes and notices.

Q13: Stockholm should explore the option of housing projects up to six units and allow if in character with the rest of the community.



Q 13: Small Group Discussion Highlights

Currently, Stockholm does allow two dwellings under one roof. The survey results do not support housing with more than two units under one roof.

Group III provided observations on several other survey items:

- They recognized the fact that the businesses in Stockholm vitalize the community.
- Regarding wells and septic systems, it was suggested that the village track water quality.
- Agreement that the school in Pepin is important as it keeps younger families in the area.
- Impacts to the village for any zoning changes would need extensive study before presenting for a vote.

Actionable Infrastructure Items (all groups)

The following items come from either the discussions or survey items where there was strong support was indicated.

- Public toilets. There is support for having them, but how they are paid for and where they would be located needs further study. A possible issue is whether they would be viewed as serving the village or the merchants; however, with the strong support of the businesses in Stockholm shown in Survey Q7, support for this initiative appears to exist.
- Swedish Character. The historic Swedish character is valued and should be incorporated, when possible, such as in establishing standards for architectural changes in the village.
- Wells and septic systems. Although wells and septic systems/holding tanks are preferred to a sewer and water system, there is concern about water quality. Consider requirements for testing well water and septic systems. (This was also mentioned in the 2007 Smart Growth project.)

- Zoning. A study of current vs. possible future zoning changes could be done. Issues such as whether to allow non-pet animals in the village or allowing agricultural land to be allowed to be rezoned as residential were mentioned.

Summary of Public Discussion #3: Future Vision (held August 17, 2019)

26 people attended this session, held in the church basement on August 17, 2019.

The Future Vision category included one element, land use. Like Infrastructure, the Future Vision category also contained 22 statements. However, this section was unique in that there were a lot of respondents who were neutral on quite a few items. Generally, actionable items are those where there is clear support. Stockholm may want to probe some of the issues with a high number of neutral responses. These respondents could be people who simply do not have a firm opinion about the survey statement or people who need more information to decide. Probing the ambiguous survey responses to survey statements may be necessary before priorities become clear.

40. Stockholm should manage growth in line with its tax base.

- Question needs to be clarified. (More than one group mentioned this.)
- More housing would increase the tax base.
- Premiere resort tax is not part of this question.

41. Stockholm's taxes should be managed to grow by only a small percentage on an annual basis.

- State sets taxes so the village has no control.

42. Stockholm should invest in a water and sewer system as an asset to the community.

- Public needs to understand cost.
- Lack of facilities in the commercial district might impact the negative responses. They don't understand how expensive this is.

43. Stockholm should explore non-traditional (eco-friendly) sewer systems.

- Very important to explore this question.
- Septic---Non-traditional system is crucial.
- Water quality is important, a threat to the future.
- How do we investigate an alternative to pumping?
- Contact the state to see if there are resources available.

44. Stockholm should ensure that its zoning policies prevent large scale developments.

- One group's discussion centered around Senior housing.

- Does the question mean cluster housing or franchises or industrial? If so, the responders disagree, as do our committee members. We should oppose large-scale developments, but what does that mean?
- Senior housing—large development. Cluster houses? What does that mean?

48. Walking/hiking trails would be an asset to the community.

- Create walking path near dry run from park to cemetery.
- Walking tour of town with highlights of historical background.
- Stagecoach trail.
- Model T road at the backside of town.
- Convert snowmobile trails into walking paths.
- The old RR depot has historical interest.
- How do you obtain right-of-way (i.e., snowmobile trails)?
- Legalities.
- Maps for existing hiking trails through town and park.

50. Stockholm should explore opportunities to create additional parking areas in the business district.

- Build parking lot in park area.
 - What are floodplain/DNR requirements?
- Use class 5 gravel engineered soil.
- Train station?
- Railroad depot map of past use and location.

51. Village investment and land use policy should reflect potential climate change events such as increased storm water runoff, flooding and soil erosion, as well as electrical and internet service outages.

- Incentivize clean-up of blocked drain way. Should be free flowing. Contact county and State. Use Railroad money.
- Utilize Americorps volunteers for clean-up.
- Ask Board to prioritize: Climate change/flooding.
- Protect park: Identify/commit RR funds for Q51 issues. Start with clean-up of drain way, fill in lower end of park, high priority.
- Investment of \$xxx from railway. Check land use policy for county, state, DNR, Army Corps of Engineers.
- Farms: Dams to address flooding, by county to private property owners.
- Concern about handling crisis. Crisis cell phone list for residents.
- Be prepared for extreme weather events.
- Climate change/flooding:
 - Board should look into what the county and state have in place for flooding.

- Trees are important in climate change.

52. Stockholm should ensure that its zoning policies will protect our cemeteries.

- Ensure protection of cemeteries.
- Survey and set boundaries.
- Set-back from cemetery at least 30 feet.

53. Agricultural zoning is important to retain open spaces for various things such as food, fiber, botanical products, or energy products.

- 50 acres downriver, 40 acres upriver (?).
- Define agricultural use.
- Ask board to clarify which animals are allowed and the number of animals per acreage/village lot.
- Board could clarify what small animals can be used for (?).
- What are the consequences of changing zoning—it would eliminate green spaces.
- Energy products will be an important potential use of larger properties.

54. Stockholm should reduce housing lot sizes in current R2 (2 acres) and Ag (10 acres).

- One group requested 5-acre agriculture lots.
- One group asked the board to outline what the options are for the reduction of lot sizes.
- Spot zoning creates restrictions and access issues.
- One group thought the village should continue with current lot size for wildlife habitat and uncongested feel.
- Too many septic systems if lots are smaller.
- Adverse effect on taxes (LH comment: Not sure if the group meant that more smaller lots would mean more infrastructure, which could result in higher taxes, or if they felt that fewer, larger lots would generate less tax revenue for the village.)
- Regulate zoning changes; 5-acre, access issues. Has current zoning made Stockholm an unsustainable small village?
- There should be full disclosure of zoning. People investing in property don't get information on how the zoning works and what they can and can't do with the property. (Some felt that it was the buyer's responsibility to find out.)
- There is a need to have a serious review of the current zoning. Possible opportunities and changes need to be offered.

Actionable Future Vision Items:

This report provides ***potential*** planning priorities as indicated by the respondent percentages provided with each item in the first chart. Further analysis for setting these important priorities is needed.

The 11 items in the chart below in **red** were the items that the group, as a whole, chose to discuss. Comments from the group discussion for items in **red** are listed in the discussion notes that follow the tables.

65% or more people Strongly agree/Agree (or same combination of disagreeing) in descending order:

Q36	89% clearly see the village park as an asset.
Q34	83% want to preserve the "Small town feel".
Q33	78% feel that our Swedish heritage should be preserved.
Q52	76% want to ensure that our zoning ordinances protect our cemeteries.
Q37	74% agree with improving access to Lake Pepin.
Q48	72% support walking trails (could correlate with Q31 which addresses working with the township and county).
Q49	67% agree that there should be sidewalks throughout the business district.
Q39	67% of respondents were in favor of high-speed internet (now installed).
Q41	65% of respondents, not surprisingly, desired that taxes grow by a small percentage annually, but 21% were neutral.

Less than 65% of the people fit into the Combined Strongly Agree/Agree (or same combination of disagreement) AND there is a high % of neutral responses:

Q44	61% do not want large scale developments, but again there were 20% of the people that were neutral.
Q46	63% of the respondents are against higher density apartments and condominiums (four or more units), but 22% are neutral.
Q51	59% supported the idea of having land use policy and village investment reflect concerns about climate change events such as increased storm run-off water, flooding and soil erosion and power and internet outages.
Q42,43	59% of respondents DO NOT want to invest in water and sewer, either conventional or eco-friendly, but 26% of the people are neutral.
Q47	59% are NOT in favor of forming an industrial park, but 28% are neutral.

Q53	57% supported a statement on retaining open space (zoned agricultural) for food, fiber, botanical or energy products was supported, but 26% were neutral.
Q40	54% felt that growth should be in line with the tax base; however, 37% were neutral.
Q45	35% agreed that a good future goal would be ensuring housing for people of all income levels, with 37% remaining neutral.

Strongest response was Neutral:

Q50	44% are neutral about creating additional parking. Big issue is where?
Q54	41% of respondents were neutral on reducing housing lot sizes in current R2 (2 acres) and Agriculture (10 acres) and 37% DISAGREED with this item.

Future Vision Group Discussion

This discussion group, although split into small groups initially, came together at the end of the meeting and submitted comments as one group pertaining to 11 survey statements of particular interest.

40. Stockholm should manage growth in line with its tax base.

- Question needs to be clarified. (More than one group mentioned this.)
- More housing would increase the tax base.
- Premiere resort tax is not part of this question.

41. Stockholm's taxes should be managed to grow by only a small percentage on an annual basis.

- State sets taxes so the village has no control.

42. Stockholm should invest in a water and sewer system as an asset to the community.

- Public needs to understand cost.
- Lack of facilities in the commercial district might impact the negative responses. They don't understand how expensive this is.

43. Stockholm should explore non-traditional (eco-friendly) sewer systems.

- Very important to explore this question.

- Septic---Non-traditional system is crucial.
- Water quality is important, a threat to the future.
- How do we investigate an alternative to pumping?
- Contact the state to see if there are resources available.

44. Stockholm should ensure that its zoning policies prevent large scale developments.

- One group's discussion centered around Senior housing.
- Does the question mean cluster housing or franchises or industrial? If so, the responders disagree, as do our committee members. We should oppose large-scale developments, but what does that mean?
- Senior housing—large development. Cluster houses? What does that mean?

48. Walking/hiking trails would be an asset to the community.

- Create walking path near dry run from park to cemetery.
- Walking tour of town with highlights of historical background.
- Stagecoach trail.
- Model T road at the backside of town.
- Convert snowmobile trails into walking paths.
- The old RR depot has historical interest.
- How do you obtain right-of-way (i.e., snowmobile trails)?
- Legalities.
- Maps for existing hiking trails through town and park.

50. Stockholm should explore opportunities to create additional parking areas in the business district.

- Build parking lot in park area.
 - What are floodplain/DNR requirements?
- Use class 5 gravel engineered soil.
- Train station?
- Railroad depot map of past use and location.

51. Village investment and land use policy should reflect potential climate change events such as increased storm water runoff, flooding and soil erosion, as well as electrical and internet service outages.

- Incentivize clean-up of blocked drain way. Should be free flowing. Contact county and State. Use Railroad money.
- Utilize Americorps volunteers for clean-up.
- Ask Board to prioritize: Climate change/flooding.
- Protect park: Identify/commit RR funds for Q51 issues. Start with clean-up of drain way, fill in lower end of park, high priority.

- Investment of \$xxx from railway. Check land use policy for county, state, DNR, Army Corps of Engineers.
- Farms: Dams to address flooding, by county to private property owners.
- Concern about handling crisis. Crisis cell phone list for residents.
- Be prepared for extreme weather events.
- Climate change/flooding:
 - Board should look into what the county and state have in place for flooding.
 - Trees are important in climate change.

52. Stockholm should ensure that its zoning policies will protect our cemeteries.

- Ensure protection of cemeteries.
- Survey and set boundaries.
- Set-back from cemetery at least 30 feet.

53. Agricultural zoning is important to retain open spaces for various things such as food, fiber, botanical products, or energy products.

- 50 acres downriver, 40 acres upriver (?).
- Define agricultural use.
- Ask board to clarify which animals are allowed and the number of animals per acreage/village lot.
- Board could clarify what small animals can be used for (?).
- What are the consequences of changing zoning—it would eliminate green spaces.
- Energy products will be an important potential use of larger properties.

54. Stockholm should reduce housing lot sizes in current R2 (2 acres) and Ag (10 acres).

- One group requested 5-acre agriculture lots.
- One group asked the board to outline what the options are for the reduction of lot sizes.
- Spot zoning creates restrictions and access issues.
- One group thought the village should continue with current lot size for wildlife habitat and uncongested feel.
- Too many septic systems if lots are smaller.
- Adverse effect on taxes (LH comment: Not sure if the group meant that more smaller lots would mean more infrastructure, which could result in higher taxes, or if they felt that fewer, larger lots would generate less tax revenue for the village.)
- Regulate zoning changes; 5-acre, access issues. Has current zoning made Stockholm an unsustainable small village?
- There should be full disclosure of zoning. People investing in property don't get information on how the zoning works and what they can and can't do with the property. (Some felt that it was the buyer's responsibility to find out.)

- There is a need to have a serious review of the current zoning. Possible opportunities and changes need to be offered.

Actionable Future Vision Items:

This report provides ***potential*** planning priorities as indicated by the respondent percentages provided with each item in the first chart. Further analysis for setting these important priorities is needed.