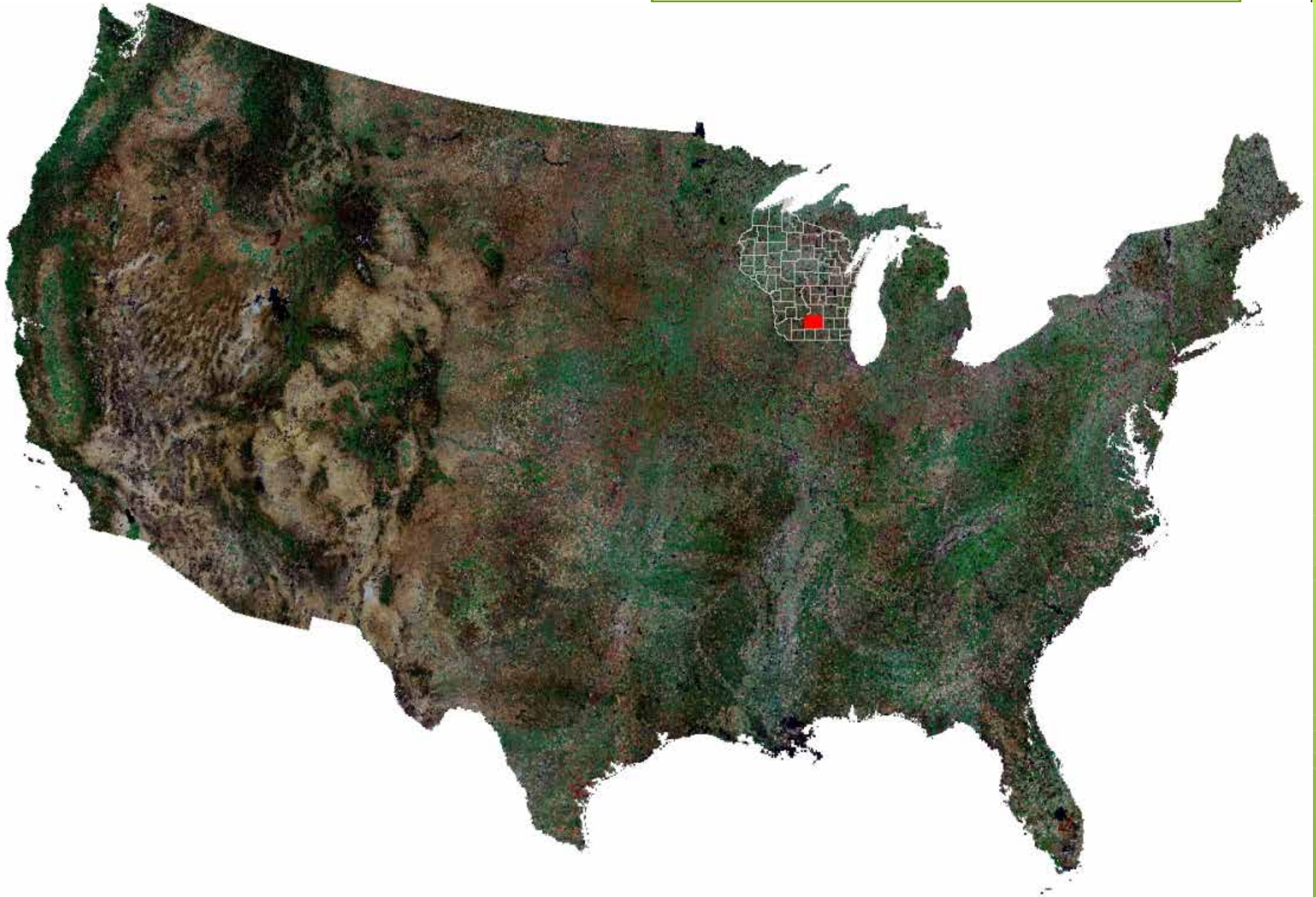


American Farmland Trust

2014 National Conference
Lexington, KY
October 21, 2014

Dane County, Wisconsin



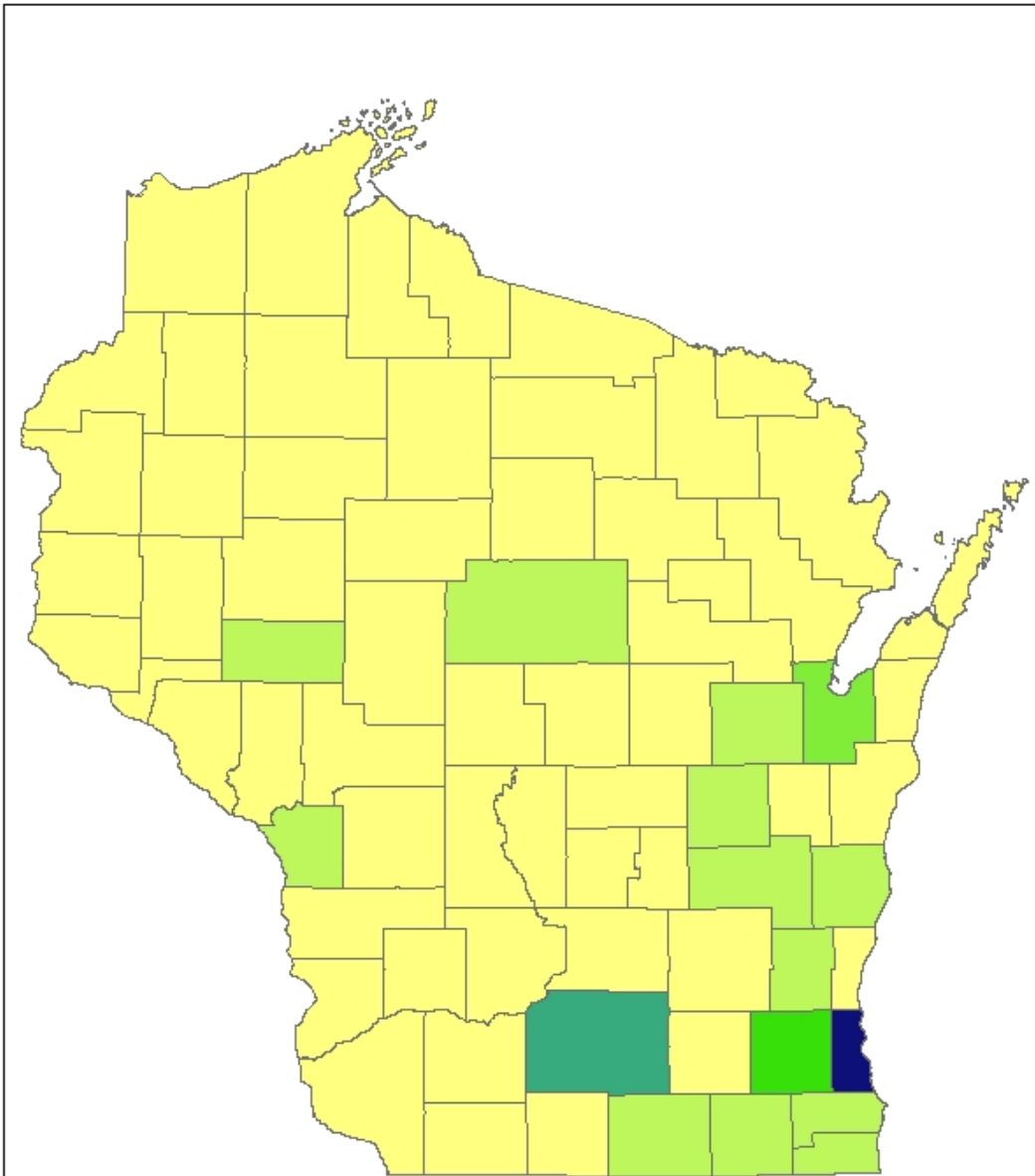
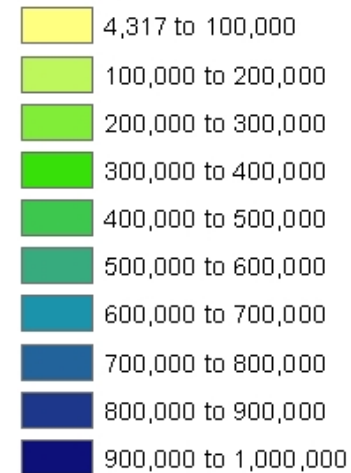
State of Wisconsin Estimated Population by County 2013

Source: U.S. Bureau of Census Estimates

Legend

2013 Estimated Population

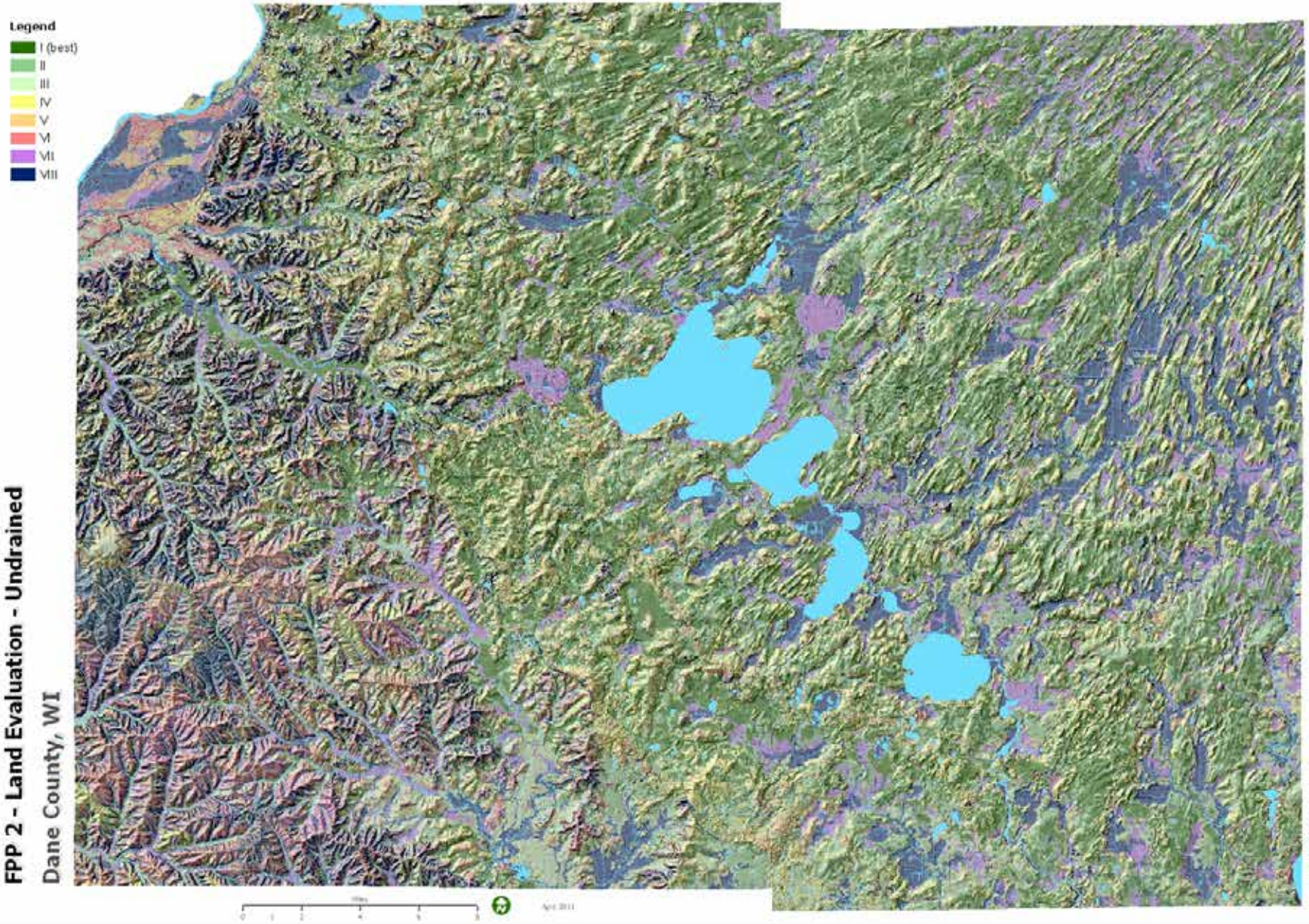
Est2013



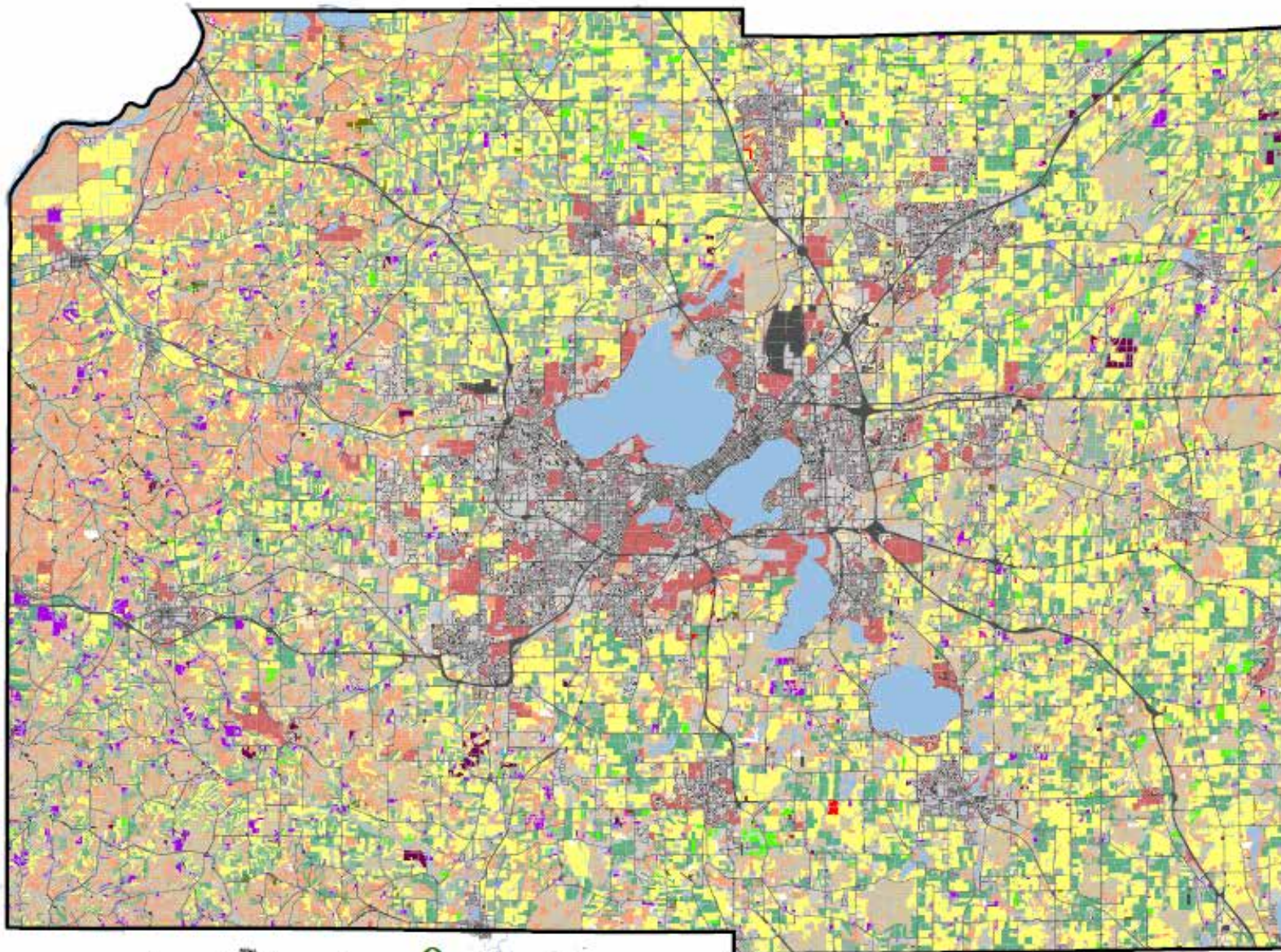
0 25 50 100 Miles

Land Evaluation

FPP 2 - Land Evaluation - Undrained
Dane County, WI



Rural Land Use

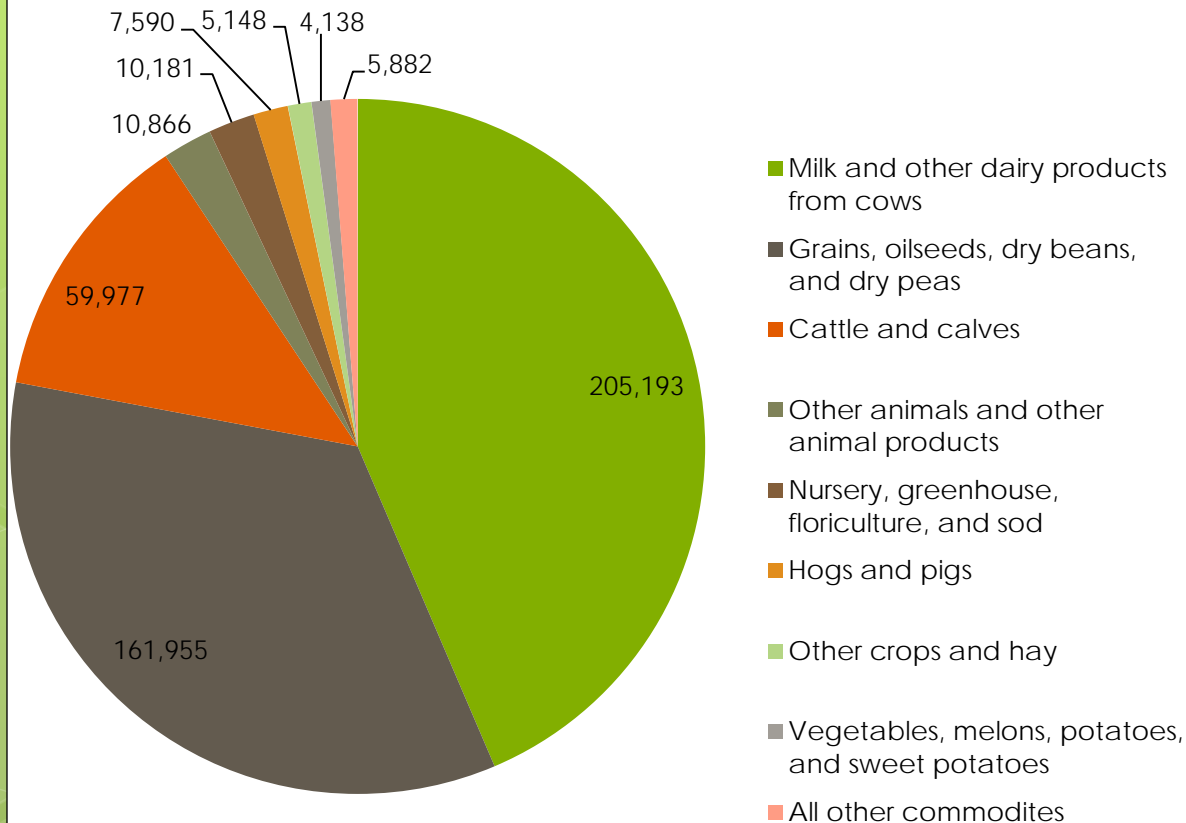


Source: CARPC 2012

FPP 1 - 2010 Land Use
Dane County, WI

Market Value of Agricultural Products

Market Value of Products Sold 2012 (\$1,000)



<i>Commodity Group</i>	<i>WI Rank in \$ value</i>	<i>U.S. Percentile in \$ value</i>
All products	1	96%
Crops	2	92%
Livestock, dairy & animal prods.	4	97%

Total market value:
\$471,599,000

Source: US Census of Agriculture, USDA

Economically Significant Products 2012

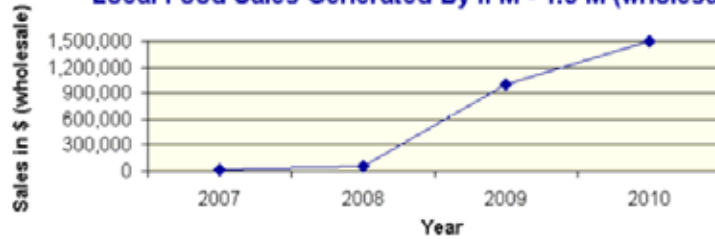
VALUE OF SALES BY COMMODITY GROUP (\$1,000)	Market Value	State Rank	US Percentile
Milk and other dairy products from cows	205,193	5	98.7%
Grains, oilseeds, dry beans, and dry peas	161,955	1	88.9%
Cattle and calves	59,977	4	92.6%
Other animals and other animal products	10,866	4	99.6%
Nursery, greenhouse, floriculture, and sod	10,181	5	90.3%
Hogs and pigs	7,590	3	83.0%
Other crops and hay	5,148	10	81.3%
Vegetables, melons, potatoes, and sweet potatoes	4,138	23	85.2%
Poultry and eggs	2,253	17	70.5%
Tobacco	1,460	1	64.7%
Fruits, tree nuts, and berries	1,111	20	83.5%
Cut Christmas trees and short rotation woody crops	555	7	96.1%
Sheep, goats, and their products	503	17	94.2%



Source: US Census of Agriculture, USDA

Emerging Products

Local Food Sales Generated By IFM - 1.5 M (wholesale)



Wisconsin Certified Organic
Farms and Processors/Handlers

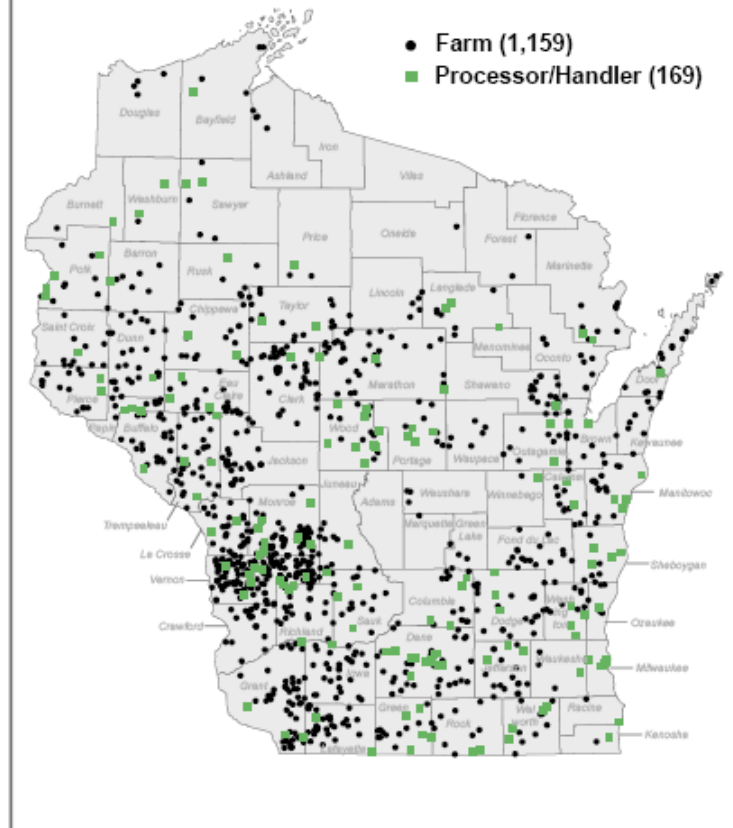


Figure 8. Wisconsin Certified Organic Farms and Processors/Handlers

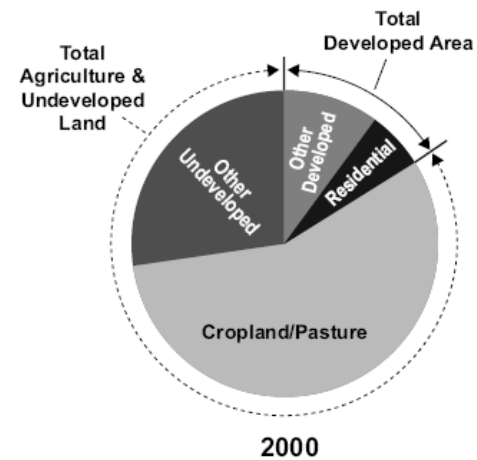
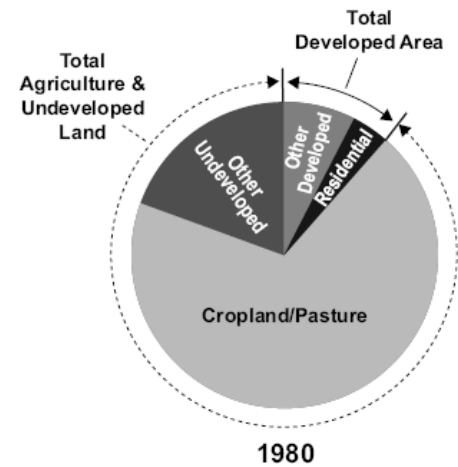
Source: USDA NOP data, 2011, unpublished.

Map by Lisa Morrison, DATCP, 12/19/2011.

Land Use Trends



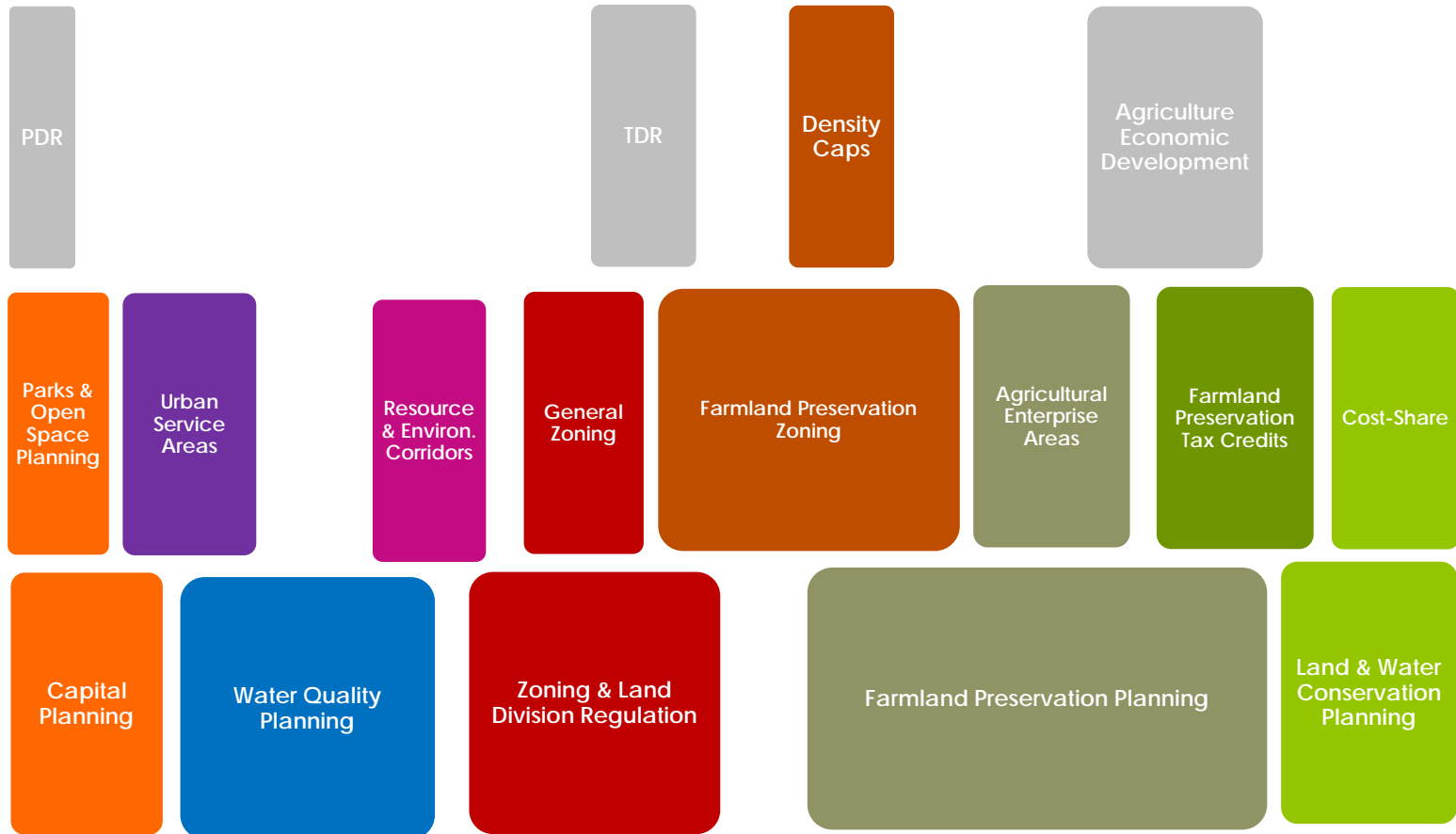
**Agriculture and Developed Land:
Land Use Changes**



Dane County Farmland Preservation Milestones

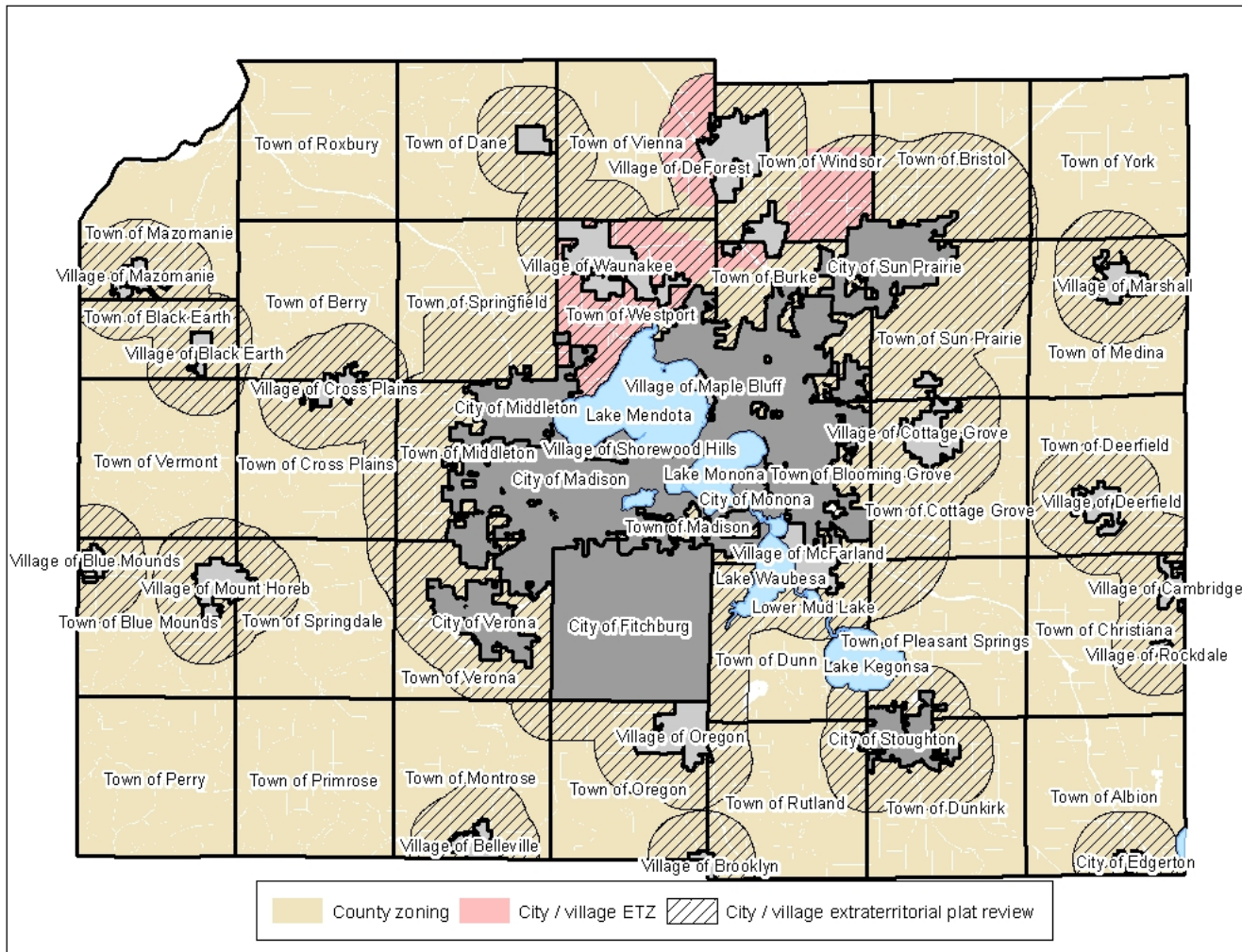
- › **1968:** Dane County RPC established
- › **1973:** *Dane County Land Use Plan* adopted, introduces Urban Service Areas and Environmental Corridors
- › **1977:** WI Legislature passes *Farmland Preservation Act*
- › **1978:** County Board adopts exclusive ag zoning; 6 towns adopt
- › **1979:** Dane County RPC designated water quality planning agency
- › **1982:** County Board adopts *Dane County Farmland Preservation Plan*; 26 towns have exclusive ag zoning
- › **1994:** Dane County Dept. of Planning & Development Established
- › **1995:** 29 towns w/ A-1(ex) zoning
- › **1995:** WI Legislature passes *Agricultural Use-Value Assessment Law*
- › **1997:** Town of Dunn adopts PDR program
- › **1999:** WI Legislature adopts *Comprehensive Planning Law*
- › **2005:** Town of Windsor adopts PDR program
- › **2007:** Dane County RPC dissolved by Governor, replaced by Capital Area RPC
- › **2007:** County Board adopts *Dane County Comprehensive Plan*
- › **2009:** WI Legislature adopts *Working Lands Initiative*
- › **2010:** County Board adopts TDR ordinance; all communities have comprehensive plans.
- › **2011:** WI Legislature eliminates FPZ rezone penalty; defunds state PACE grants
- › **2012:** County Board adopts revised *Dane County Farmland Preservation Plan*, certified by the state Department of Agriculture.
- › **2014:** Certification deadline for revised *Dane County Farmland Preservation Zoning* ordinance

Farmland Preservation: The Building Blocks



Comprehensive Planning

Intergovernmental relations



- State of WI
- Dane County
- 34 towns
- 19 villages
- 8 cities

63 units of gov't

Go for it!
 Some.
 Not much.
 Not a chance.
 Bonus points for farmers

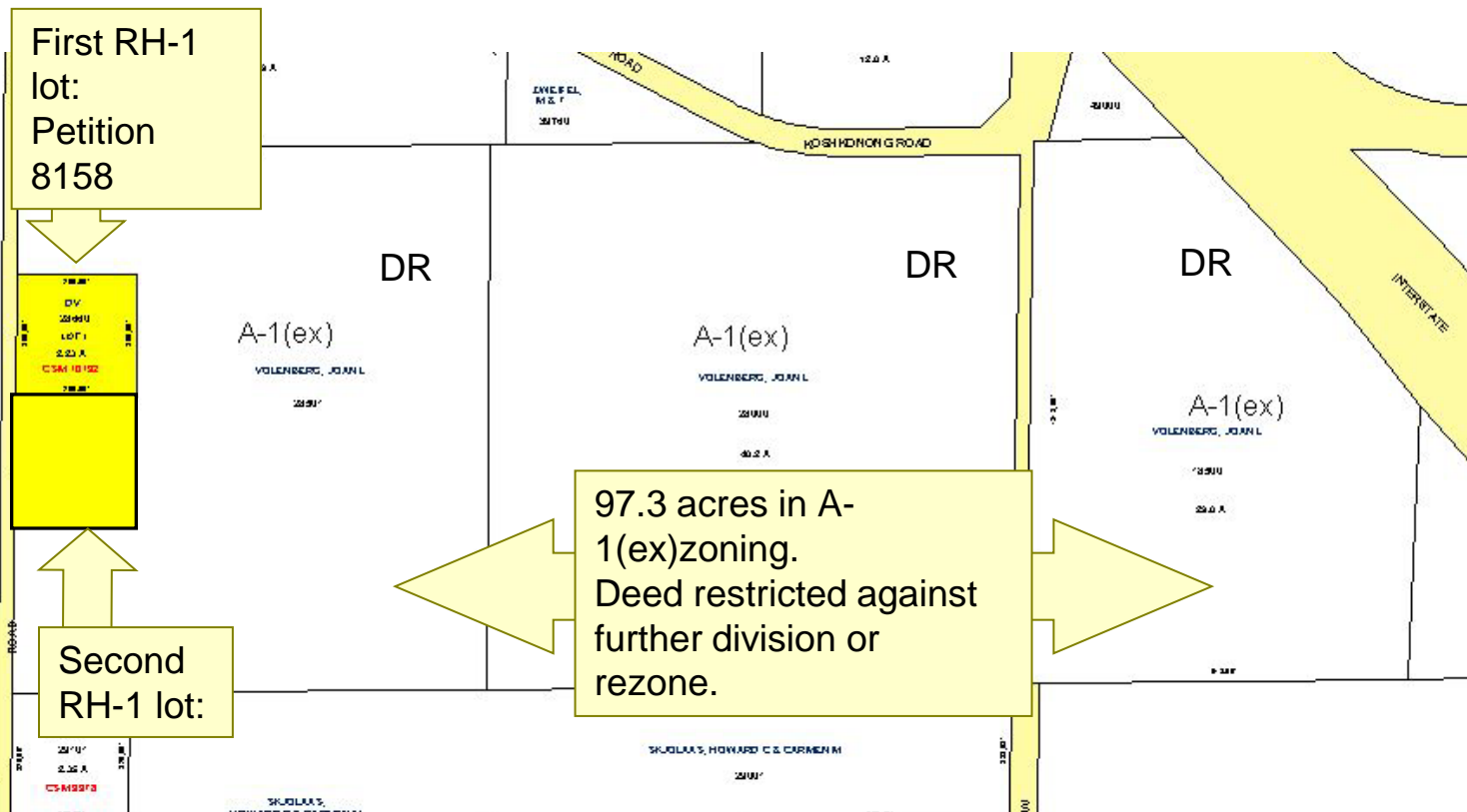
- › **Districts:**
 - › A-1 (exclusive agriculture) > 35 acres
 - › A-4 (small acreage agriculture) < 35 acres
 - › A-B (agricultural business)
- › **Permitted Uses:**
 - › Agricultural uses
 - › Agricultural accessory uses
 - › Agriculture-related businesses (A-B only)
 - › Natural resource uses
- › **Prohibited Uses:**
 - › **Any nonfarm development**
- › **Total acres zoned:** 466,514 acres



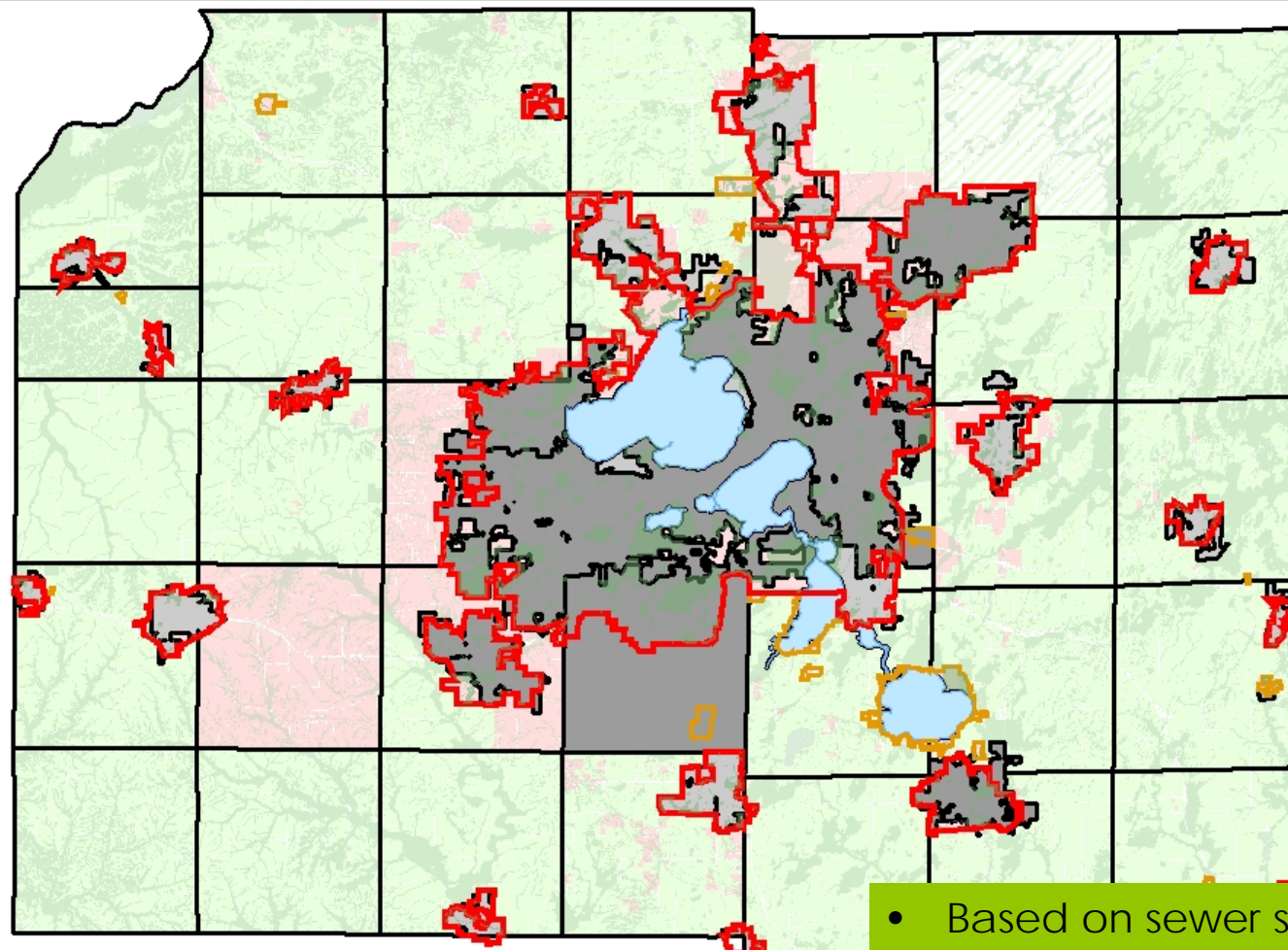
Density Caps

- › How many times can I rezone for nonfarm development?
- › Established in town/county comprehensive plans
- › Varies from town to town: **1: 35**, 1: 40, 1: 75
- › Baseline date for farm acreage, usually 1970's or 1980's
- › **Not** a minimum lot size
- › Enforced with deed restrictions

$$103.95 \text{ acres} / 35 = 2.97$$



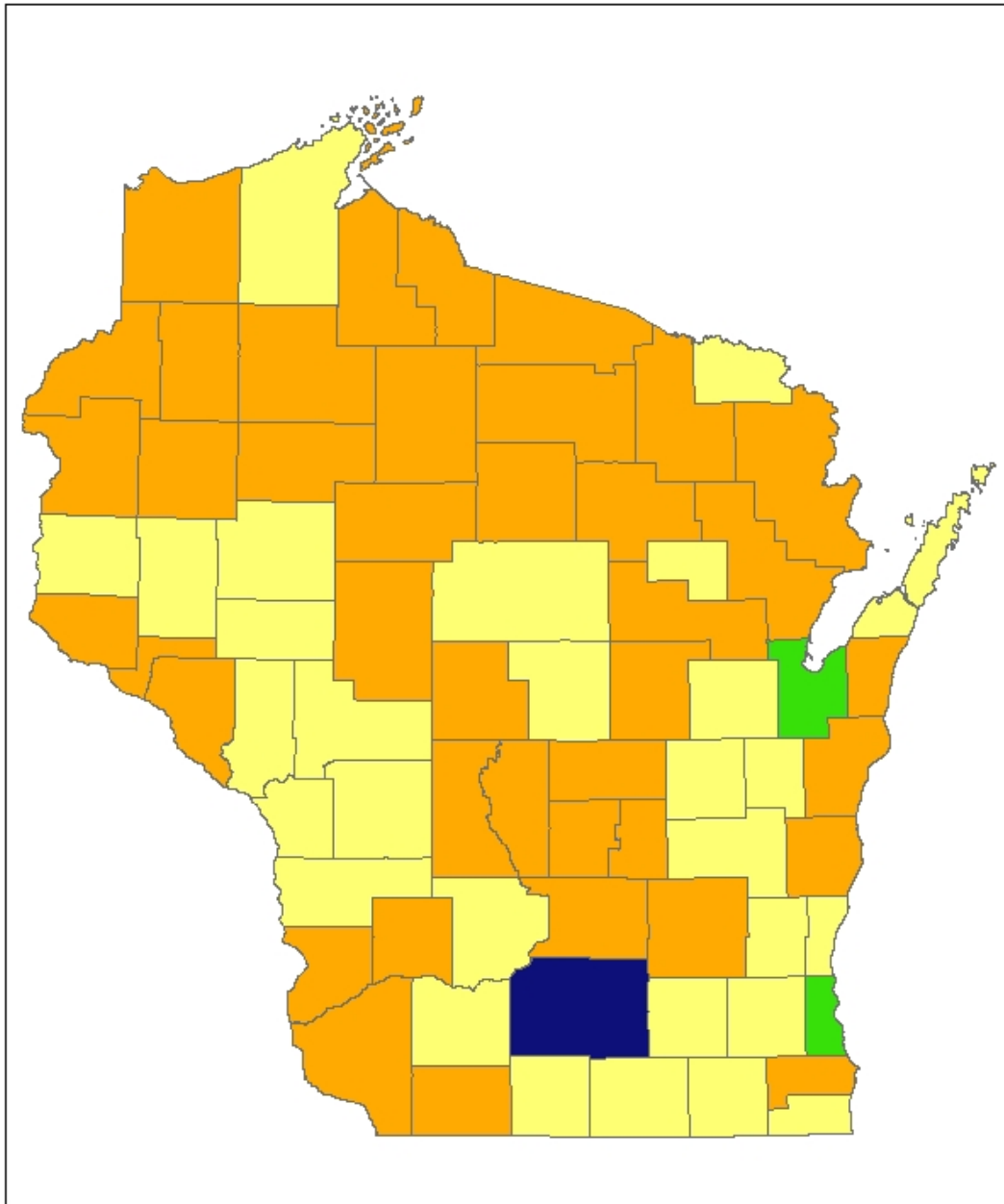
Urban Service Areas



- Based on sewer system expansion
- Part of *Water Quality Plan*
- Approved by CARPC & WI DNR

State of Wisconsin Population Change by County 2010 - 2013

Source: U.S. Bureau of Census Estimates



Legend

Population Change 2010 - 2013

POPCHG10_13

- Lost population
- + 0 to 4,000
- + 4,000 to 8,000
- + 8,000 to 12,000
- + 12,000 to 16,000
- + 16,000 to 20,000
- over 20,000



0 25 50 100 Miles

City of Madison

- › **#1 Greenest City in America**
[Nerdwallet, April 2014](#)
- › **#1 Most Compact Mid-Sized City in U.S. (13th in U.S. Overall)**
[Smartgrowthamerica.org](#)
- › **Madison Ranked #6 Bike-Friendly City**
[Bicycling Magazine, June 2012](#)
- › **Dane County Farmer's Market #1**
[The Huffington Post, July 24, 2009](#)
- › **Madison Ranked #8 in Happiest, Healthiest Cities in America**
[Prevention.com, September 2013](#)
- › **#1 Best College Football Towns**
[NCAA, September 2014](#)
- › **#7 in Top 50 U.S. Swim Cities**
[USA Swimming, August 2014](#)
- › **#1 in Top 100 Places to Live**
[Livability.com, September 2014](#)
- › **#7 in 2014's Gayest Cities in America**
[Advocate.com, January 2014](#)
- › **Madison Named 3rd Best City for Young Professionals**
[Forbes, July 2011](#)
- › **Madison #4 in Top 10 Midsize US Metro Areas for Quality of Life**
[Portfolio.com, June 2010](#)
- › **UW-Madison Ranks #13 Nationwide in Public Universities**
[U.S. News & World Report](#)
- › **Best American Beer Fest**
[Esquire Magazine, August 2011](#)
- › **Finest Farm-to-Table Dining**
[Four Seasons of Food Blog, February 2011](#)
- › **#8 Best City to Raise a Family**
[Parenting Magazine, July 2012](#)



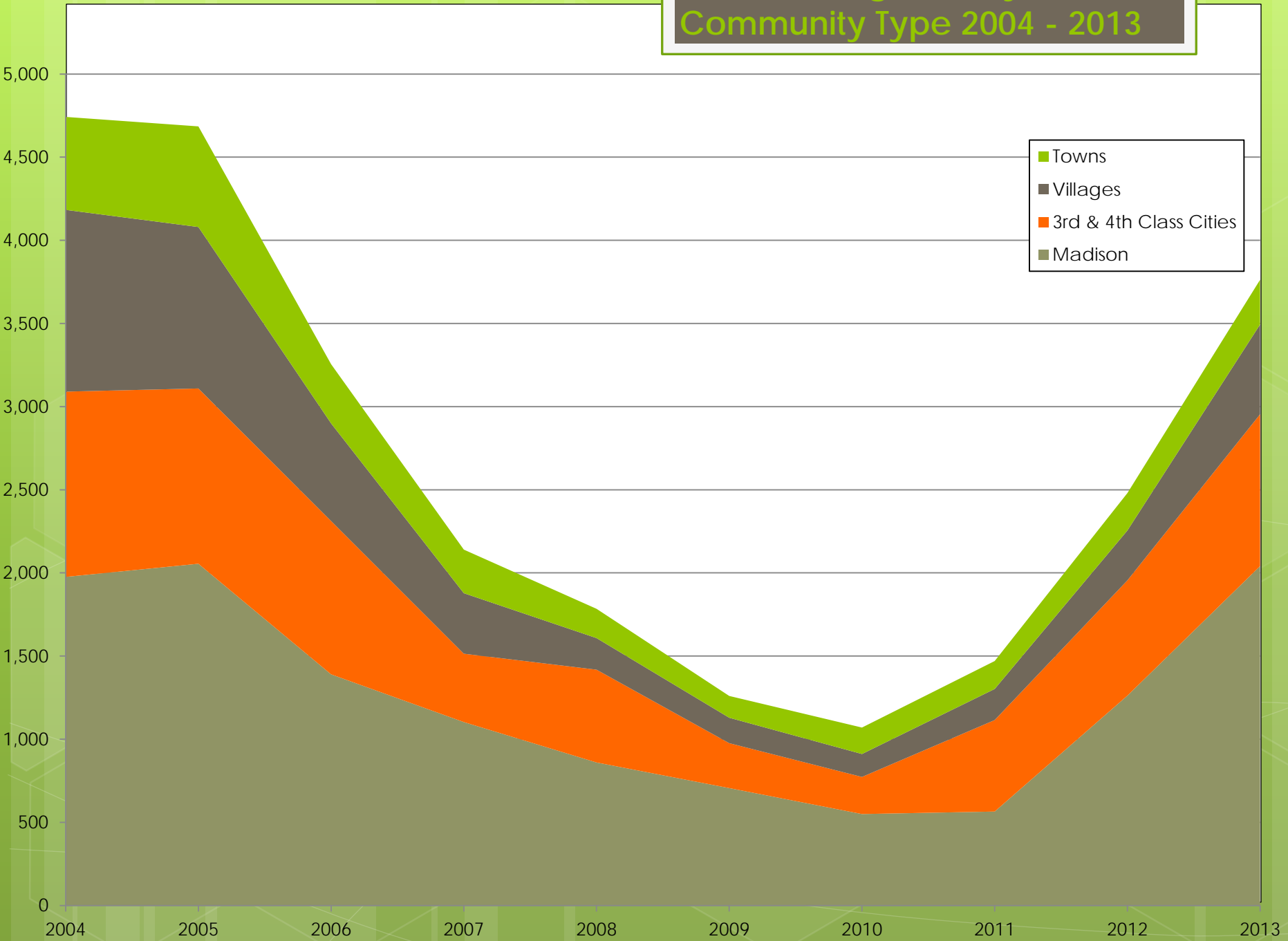
Epic Systems



- Medical records software firm
- Originally a Madison start-up
- Moved to outskirts of Verona
- 950-acre campus with real estate holdings of perhaps \$1 billion
- 8,100 employees and growing



New Housing Units by Community Type 2004 - 2013



New Housing Units by Type 2004 - 2013

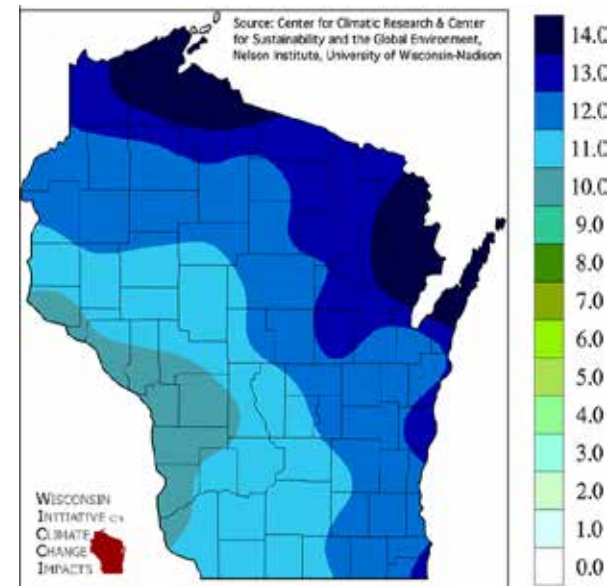


Challenges and Risks

- › Future of Regional Planning / Urban Service Areas
- › Water Quality – phosphorus is the enemy
 - › Manure runoff
 - › Urban runoff
 - › Treatment vs. carrying capacity limits
- › Climate Change
 - › More floods
 - › More droughts
 - › Exacerbation of water quality and other environmental issues
- › Changes in farming practices and markets
 - › CAFO's
 - › Displacement of family farms
 - › Maintaining "critical mass" of farm acreage
 - › Commodity prices
- › A Return to Sprawl?
- › Can Madison and Dane County maintain its quality of life?
 - › State and Local government, University and School District budget cuts
 - › A company town? As goes Epic...
 - › Affordable housing / homelessness
 - › Persistent racial and socioeconomic inequities
- › State law changes
- › Who are the farmers of the future?
- › Making new programs work
 - › AEA's
 - › PACE
 - › TDR



Projected Change in Frequency of 1"
Precip. Events
(days/decade) from 1980 to 2090 (A2)



- › On the web:
 - › www.countyofdane.com

- › Brian Standing

Senior Planner

Room 116, City-County Building
Madison, WI, 53714

standing@countyofdane.com

608-267-4115

