



Community Growth and Change Workshop Results

September 9, 2021

COMPREHENSIVE PLAN UPDATE

Overview

On September 9, 2021, the Village of DeForest conducted an in-person community workshop associated with its Comprehensive Plan update. There were 33 community members in attendance (not including Village staff). The objective for this workshop plus a previous identical workshop on another date was to have community members assist the Village in the update of the Comprehensive Plan's Future Land Use map. The workshop began with a presentation and Q&A session with the Village Planner. Next, participants divided into small groups for a land use planning exercise in which they placed post-it notes, dots, and lines on large Village maps to identify preferences for land use change.

The following are questions and comments from workshop participants. The attached map represents a compilation of the map comments from all groups at this workshop. The larger the symbol on the map, the more often participants offered similar comments. For example, a large "MU" symbol on the map suggests that several participants at this workshop had a similar desire for mixed-use development in the indicated location. Digital copies of all maps are available upon request.

Questions/Responses During Opening Discussion

- *Do jobs pay enough for people that live here?* Some do, many do not. If participants want the Village to emphasize new businesses that pay higher wages, please offer that as a comment.
- *Any plans for entry-level housing for affordable income jobs?* Yes. The Village currently has a proposed development southeast of Highway 51 and Windsor road that would provide more affordable owner- and renter-occupied housing options.
- *What is the data source for the "best practice" list for an effective land use plan in the presentation?* The Department of Administration has a [land use planning guide](#) that was heavily referenced, but also the Village Planner's 30 years of experience was tapped.
- *Who sets the goal for Village residential mix split?* The Village Board, following recommendations from the Planning and Zoning Commission. The current policy is in the 2015 Comprehensive Plan.
- *What is the relationship between the Future Land Use Map and other chapters in the Comprehensive Plan?* There is a close relationship between this map and the Housing & Neighborhoods, Economic Development, and Transportation chapters in particular.
- *Housing affordability – it is nice to see an increase in tax base from non-residential uses.*
- *Concern about using tax increment financing to support housing proposals and negatively affect the land market. Suggestion that it be confined/focused on redevelopment areas as was original intent.*
- *What age is classified as "senior"?* Anywhere from 55+ to 65+. Housing programs usually use 55+, but common usage is 65+. The villages' recent affordable housing study used 65+.
- *We should focus on business attraction that is targeted towards aging resident needs for services (e.g., medical clinics).*

Small Group 1 Findings and Discussion

From Q&A form provided to each group

1. *Group comments on draft community vision statement:*

- Next door to Madison, our own place apart, we offer (small?) village charm, quiet walkable neighborhoods, top schools, abundant parks and trails, soothing natural resources featuring upper Yahara River, and attractive opportunities for growth with a supportive community.



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2. *What was the group's general approach for maintaining some balance among different future land uses in DeForest?*
 - Work towards vision of mixed-density, starter vs. established homes. Interstate – senior services.
3. *What key factors did the group use in recommending the siting of different land uses on the map?*
 - Interstate – visibility for businesses such as clinics and healthcare. Bike paths/recreation.
4. *What were the key outcomes from your small group?*
 - Balance! Provide opportunities for businesses mixed with demographic shifts (55+).
5. *Were there any differences of opinion among small group members? If so, what were they?*
 - None.

From small group's presentation near end of meeting:

- Vision Statement is off to a good start
- Next door to Madison
- Believe things have happened that conflict with the Comp Plan
- Highway 19 corridor should be planned for larger commercial
- Be respectful of existing residential trails when expanding to the west
- Highway V should be planned for technology and business and healthcare
- A lot of flooding/traffic concerns

Small Group 2 Findings and Discussion

From Q&A form provided to each group (see small group #1 above for questions)

1. None
2. Apartments – easier access to Highway 51 and Interstate 39, with higher density closer to Highway 51.
3. Traffic, safety. Need to keep corridors for open space. Need for entertainment areas. Need for more sit-down restaurants.
4. Development south of the eastern Kwik Trip. Additional grocery store near Fleet Farm area with high density residential. Development at Highway 51/CV at North Towne Road. Medical facility near where ABS is along River Road. Above North Street – recreation, open space, parks, trails. Like the existing 3 areas for industrial development. Improve the intersection of River Road and Windsor Road.
5. None.

From small group's presentation near end of meeting

- Group 2 contained a good mix of new residents, residents that have lived in DeForest for 7-10 years, and long-time residents
- "Keep special spaces special"
- Highway 19 should be planned for commercial expansion (including a grocery)
- North Towne Road/Highway 51 Corridor planned for multiple-family, trails, and medical services
- Downtown needs to be expanded and made more vibrant
- The Pick and Save area needs to be improved and made more vibrant



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Small Group 4 Findings and Discussion

From Q&A form provided to each group (see small group #1 above for questions)

1. Remove Madison, safety.
2. Communities, balance with use.
3. Safety, noise, densities, traffic.
4. Walkable communities, content with industrial locations.
5. None

From small group's presentation near end of meeting

- Vision Statement: moved here to get away from Madison, remove Madison from the vision statement
- Took a safety approach by adding sidewalks/trails
- Redevelop the Sunset Drive area to a commercial area
- Fleet Farm area planned for a mixed-use/commercial area
- Multiple-family units should be planned along Highway V
- Balance Village amenities for all age groups
- No pool at Fireman's Park

Small Group 6 Findings and Discussion

From Q&A form provided to each group (see small group #1 above for questions)

1. Emphasize protection and conservation of Yahara River and wildlife ecosystems associated with it.
2. Filling holes in commerce and housing while maintaining green space and community feel.
3. Accessibility to amenities (stores, healthcare), preservation of natural resources, housing access.
4. Diverse housing, healthcare needed, more grocery, shops, preserve green space.
5. Not really – we listened to diverse viewpoints and tried to take all groups into account.

From small group's presentation near end of meeting

- Vision Statement: Protection/Conservation of Yahara River and other ecosystems
- Goal is to fill housing needs/maintain existing housing
- Highway 19 corridor should be planned for senior housing with commercial opportunities
- Redevelop the Holum Education Center
- Emergency center/healthcare development should be planned at Hwy V and Interstate 39/90/94
- Highway V is problem area for traffic

Small Group 7 Findings and Discussion

From Q&A form provided to each group (see small group #1 above for questions)

1. Overall, good. Consider mentioning: balancing diversity of housing and people integrated throughout community. Social element: neighborliness, welcoming, tight-knit.
2. Connections between uses (connecting North Towne Road completely); thinking about who would live there/use a facility and their needs and how they would access.
3. Accessibility via bike/walking. Location of planned and existing developments/compatibility.
4. Siting ideas for: redevelopment areas, multi-family housing, importance of development quality and mitigating potential negative impacts.



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5. Siting of community pool – ultimately found mutually agreeable options.

From small group's presentation near end of meeting:

- Balance and increase diversity throughout community
- Connectivity and accessibility
 - Problem area: connecting North Towne Road
 - Connections between uses and the means to access services
- Outcomes: siting areas for redevelopment
 - Post office area
 - Hwy V & Main Street
- Community Pool: Land west of Club 51

Small Group 8 Findings and Discussion

From Q&A form provided to each group (see small group #1 above for questions)

1. Language regarding “exceptional transportation” is misleading.
2. Community focus – keep it small and unique for growth.
3. Aging demographics. Concerns about ensuring any one area is overpopulated and high traffic businesses.
4. We feel that there is a balance between growth and uniqueness so many want.
5. Not really, in full transparency we are all in Conservancy Place.

From small group's presentation near end of meeting

- The exceptional access portion of the vision statement was confusing
- Focus on community, and making Deforest unique
 - Community of choice for the people
 - Community of activity
 - Revitalize downtown
 - Dog Park with bar/coffee shop

Note: Space was set up for two more groups, labeled group #3 or group #5, but these groups were not required.

Meeting Evaluation and Comment Form Responses

On a scale from 1 to 10 (10 is best), how did the workshop go? (Average workshop score – 8.56)

What aspects of this workshop were particularly useful or productive?

- Overview of the planning process and getting to know others.
- Input from citizens – small groups were less intimidating.
- Group activity was very productive.
- Sharing among different community areas (e.g., Conservancy Place vs. other areas).
- The group workshop being able to discuss future planning and community needs with others.
- Looking carefully at maps and sharing.
- Large group sharing of ideas.
- Having a map to notate.



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- Loved the idea of a dog park beer garden. Dogs are great facilitators, it would be great to meet people at the beer garden. Maybe with food carts.
- Hearing other views and ideas.
- Very interesting – great insight into the process!
- Opening presentation – clean, accessible maps/materials, high quality, active participation of attendees, very engaged planning team, Village staff and officials were very helpful, coordinated effort. Questions handled well.
- Collaboration of community – will see how productive depending on if Planning/Zoning adheres to any recommendations.
- Group work and Comprehensive Plan.
- Ability to see large map. Hearing ideas of others.
- I enjoyed the presentation – learning more about where we are now. I also like seeing the map.

How can future similar workshops be improved?

- Send information ahead of time so we can come ready. Share data.
- Maybe more information on future plans for developments that are already planned for our discussions.
- I liked the approach.
- Get into how many single-family residential, duplexes, and multi-family will be added on the new plan.
- Reminder email – I almost forgot the meeting!
- Divide people so they aren't all from the same area in the community.
- This was pretty good.
- Village employees help facilitate small groups.
- More clearly define topics of focus at the start/workshop promotions.
- More explanation on being mindful of placement for industrial/commercial next to residential. Share more on what is proposed new businesses, etc.
- More group work time – felt rushed and didn't discuss everything we wanted.
- Maybe break it down into smaller areas, NW, SW, NE, etc. Focus on individual projects/neighborhoods. The entire Village is such a large area for one meeting.
- Perhaps have a two part session. More time was needed, but people work, so a second day would be acceptable.

Please share any additional comments that you were not able to share during the meeting regarding the workshop or the Comprehensive Plan update process?

- Keep the community involved – we are invested, we are ready to make DeForest a better place to work and play! Get a dog park and a beer tent.
- Compatibility to future development/growth. Highly recommend focus on commercial properties that are sitting empty.
- I'm not sure if this is the spot, but a community pool needs to go to referendum. Avoid TIF for any residential or mixed-use projects. Any TIF used for commercial should bring higher paying jobs.
- Ensure that TIF funding of nonresidential projects provides the tax base and job income so that the new employees can afford homes/rentals that are not subsidized by TIF or any other means. Avoid TIF for any residential or mixed-use projects. They must stand on their own. Commercial focus near Highway 19. Business/industrial near CTH V and Highway 51. Residential near natural features. Keep commercial and entertainment away from residential uses.



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- Tiny house village – maybe at the end of North South swamp area, would need to be built up. We should have tiny houses!
- Conservancy Place residents are very concerned about much higher expected traffic demands along River Road.
- Would love the pool to go somewhere other than Fireman's Park. it would be nice to see something for older generations to enjoy at Fireman's Park.
- Maybe relocate senior center to Holum School and repurpose the senior center as a health clinic or urgent care (we need) or put urgent care on Main Street or on V where Burger King is. Maybe replace strip mall (with post office/North and South) with apartment building, 2-3 stores and those same businesses underneath.
- Context/verbiage of Comprehensive Plan. What does before/after look like in recommended changes? Would like review and input here. Need more vibrancy along Main Street and downtown.
- Common themes of presenting greenspace while building up commercial and more density residential.
- Nothing else to add. Thanks.
- I do not feel there was adequate time to get all of my ideas expressed during the meeting. Although I agreed with the other three people in my group that more diversity is needed in Deforest, I felt like they were focusing on that topic in relation to the vision statement far too long. (And when I mean diversity, I mean based on class, race, ethnicity, etc.). It would have been more helpful to have that discussed in a separate session or given a dedicated amount of time to discuss alone.
- A desire by some community members for a drive through coffee establishment on Highway V. This would get a lot of commuter traffic. (I do not drink coffee, but I have heard from many people that this is needed).
- We need to have more recreation for our youth if you don't want to be just a bedroom community.
 - An outdoor/indoor community pool would be great. If there is an indoor portion, you could get swim lessons and aqua exercises year round. Even though there is a pool at the high school, we do not have access to the pool for recreation programs during the school year. The pool would almost pay for itself with all of those fees! I know of many families who go to Sun Prairie, Waunakee, Middleton and Madison for their children to have swim lesson during the school year. We should find a way to keep them here! And there is enough room near Club 51 and the Heritage Gardens community for such a dual use pool.
 - Another idea would be some kind of Skate park to get the teenagers outside doing healthy activities. We want to attract diversity, but not attract any gang activity. Nor do we want the kids to be bored and turn to a life of crime and drugs because it is the only thing to do.
- Public transportation within Deforest should be addressed. If you want people to work and live here, they need to be able to access all areas of the community without being required to own a car. If we want to attract active seniors, we need to give them a way to get to the pharmacy or grocery store (or future indoor pool) on their own timeline. Things like Uber and Lyft are better for younger, smart phone literate people.
- There is a serious lack of shopping options in Deforest, especially downtown. There are such a variety of stores in the Prairie Lakes area of Sun Prairie, that our family frequently would drive there instead of having to zig zag all over Deforest. Our grocery store is small and lacks the option of a similar store in Sun Prairie. Since we have only one option for groceries here, we go elsewhere. That is just one example.



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- I don't feel like Mark Roffers' comment that there are enough upper middle class jobs within Deforest to sustain the high end housing boom is correct. All the teachers my child has had so far live outside of Deforest. And all the people in my immediate neighborhood work outside of Deforest. I think this is something that needs to be explored further. The housing market/prices are far exceeding the average wage earner in Deforest. And with a lack of affordable apartments or condos, we are setting ourselves up for a bigger class divide than what we have already. *(Mark does not recall making such a comment.)*

Compilation of Future Land Use Mapping Results

9/9/21 Community Workshop

Group #: ALL
Date: 9/9/21

LEGEND

-  Low-density residential
 -  Medium-density residential
 -  High-density residential
 -  Open Space/Natural Areas
 -  Shopping & Services
 -  Mixed-Use
 -  Industrial
 -  Special Places
 -  Redevelopment Areas
 -  Problem Areas

NOTE: The size of each icon reflects the support for a specific land use in a specific area. Larger icons mean more public support for a specific use in a specific area during the 9.9 workshop.

Cuba Valley/Hickory
Study Area

Village of DeForest

Village of Windsor

Village of DeForest

Village of Windsor

Town of Burke

Comprehensive Plan








6-1
















Future Land Use
(Base Map is Adopted 2020 Plan)



June 16, 2020

Sources: Dane County LIO, CARPC, MDROffers, Columbia County LIO, Vierbicher

-
-  County Boundary
 Municipal Boundaries (2020)
 Future Urban Development Area (FUDA)
 Parcels (August 2020)
 DeForest Extraterritorial Jurisdiction (ETJ)
 Study Areas
 Pending Bridge

- | | | | |
|---|---------------------------------------|---|--|
|  | Agricultural Preservation Area |  | Industrial/ Business Park |
|  | Single Family Residential - Unsewered |  | Commercial or Industrial |
|  | Single Family Residential - Sewered |  | Government/Institutional |
|  | Two-Family/Townhouse Residential |  | Mixed Use |
|  | Multiple Family Residential |  | Parks & Public Recreation/ Environmental Corridor |
|  | Planned Neighborhood |  | Surface Water |
|  | Commercial | | |
|  | Downtown | | |
|  | Office/Research | | |
- Note: Outside of the Village's Extraterritorial Jurisdiction, Existing Land Use (2015) is shown

Note: Outside of the Village's Extraterritorial Jurisdiction, Existing Land Use (2015) is shown, as opposed to Future Land Use