



Comprehensive Plan Update

2023



What is the Village's Comprehensive Plan?

- Guides the Village's long-range growth, development, and preservation based on its community vision
- Addresses where different types and densities of buildings may develop, and where roads, trails, and parks will be
- Guides future development proposals and where the Village may invest resources



Why update DeForest's Comprehensive Plan?

- Update required at least once every 10 years
- Plan last updated in 2015
- Many 2015 Plan initiatives have been accomplished, while others out of date or due for a revisit
- Many new Village residents and officials since 2015 →

Population Trend

11,388 people in 2022
▲ 2,300 people increase since 2015

Household Projections

DeForest & neighboring Windsor
▲ 2,200-2,500 households in 2020s

Job Projections

Now ~7,000 jobs in DeForest & Windsor
▲ 1,500 jobs projected in 2020s



How was the Plan update prepared?

- Public process extending from October 2020 to April 2023
- Community survey and six workshops
- Numerous Planning & Zoning Commission and Village Board meetings
- Interaction with redevelopment planning process
- Maintenance of a project Web page



How is the Comprehensive Plan organized?

Village of DeForest Comprehensive Plan Conditions and Issues Volume

Recommended by Planning and Zoning Commission: January 27, 2015 (P&Z Res. 2015-903)

Adopted by Village Board: March 3, 2015 (Ord. 2015-011)



- 2015 version remains
- Background information

Village of DeForest Comprehensive Plan

Volume 2: Vision and Directions

Recommended by the Planning & Zoning Commission: March 28, 2023

Adopted by the Village Board: April 6, 2023



- Updated April 2023
- Policy direction



What does the updated Vision & Directions volume cover?

Nine topical chapters:

1. Introduction & Vision →
2. Economic Development
3. Natural & Cultural Resources
4. Housing & Neighborhoods
5. Land Use
6. Transportation
7. Community Facilities & Utilities
8. Intergovernmental Cooperation
9. Implementation

Our Vision: Growing the Good Life

DeForest is a part of the greater Madison area, yet a place apart, offering village charm, quiet and walkable neighborhoods, top schools, abundant parks and trails, soothing natural resources featuring the upper Yahara River, and attractive opportunities for business growth driven by exceptional transportation access and a supportive community



What does the Comprehensive Plan cover?

Initiative	Priority Rating
Attract new businesses in diverse industries	HIGH
Promote and assist existing DeForest Businesses	Moderate
Brand and market DeForest for economic opportunity	Moderate
Advance revitalization of Downtown DeForest and other redevelopment areas	TOP
Protect and evaluate environmental corridors	TOP
Help protect and improve water quality in the Yahara Watershed	TOP
Preserve, enhance, celebrate, and create memorable places	Moderate
Mitigate effects of natural hazards	HIGH
Achieve a housing mix that preserves DeForest's character while accommodating choice	HIGH
Promote thoughtful siting and design of higher density housing	HIGH
Support more housing for DeForest's seniors and workforce	HIGH
Advance neighborhood development planning	Moderate
Use the Future Land Use map and policies to guide land use decisions	HIGH
Phase new development in a way that advances Village objectives	Moderate
Advance development within the Northern Interstate Corridor	HIGH
Encourage economic and mixed use development in the Highway 19/51 District	HIGH
Maintain the function and condition of existing roadways	TOP
Upgrade arterial and collector roads to meet modern needs	HIGH
Develop a network of new and interconnected streets	Moderate
Expand bicycle, pedestrian, and transit options	TOP
Advance park and recreational projects with community development impacts	HIGH
Make the Village more energy smart	Moderate
Apply Village priorities to large-scale alternative energy development proposals	Moderate
Manage existing intergovernmental boundary and land use agreements	Moderate
Consider a new boundary and land use agreement with Westport	Moderate
Consider an updated boundary and utility agreement with Vienna	Moderate
Collaborate with the School District, Windsor, and Dane County	Moderate

- 27 separate initiatives spanning the chapters
- Prioritized by Board & Commission



What are the top priority initiatives?

- Maintain the function and condition of existing roadways
- Expand bicycle, pedestrian, and transit options
- Protect and evaluate environmental corridors
- Help protect and improve water quality in the Yahara Watershed
- Advance revitalization of Downtown DeForest and other redevelopment areas



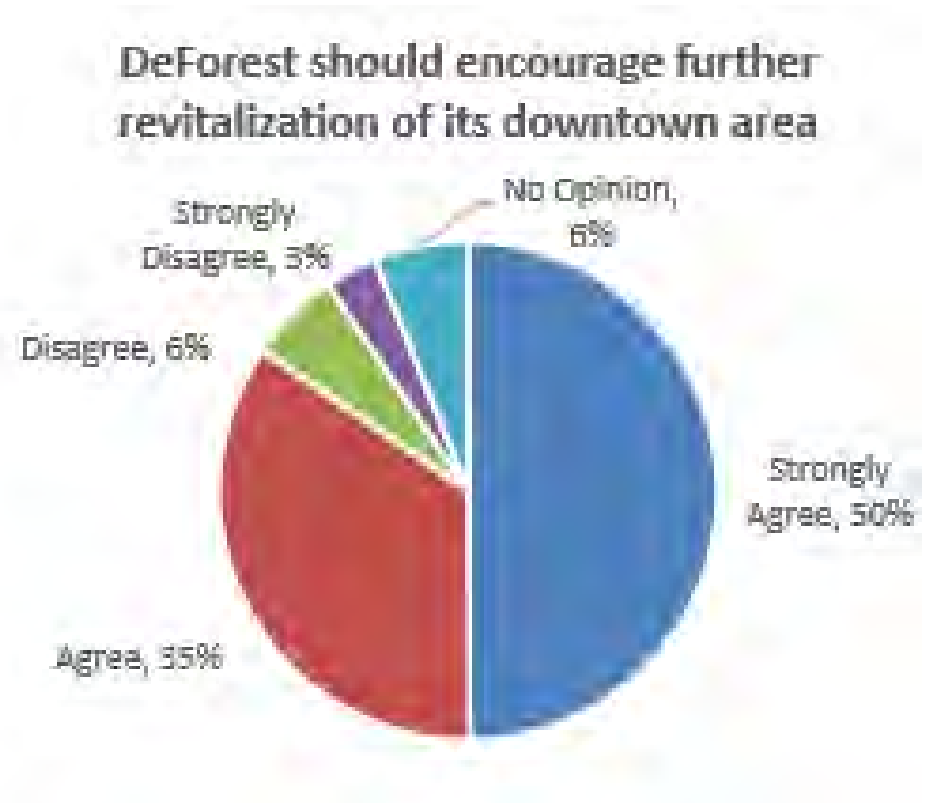
What's included in the top priority environmental initiatives?

- With respect to environmental corridors:
 - Work with CARPC and landowners to assure accurate and consistent environmental corridor boundaries
 - Enhance their quality and protection
- To improve water quality:
 - Continue to manage winter salt use
 - Emphasize leaf collection, street sweeping, and keeping storm drains clean
 - Promote stormwater infiltration
 - Install and promote green infrastructure
 - Implement recent Yahara River erosion control and habitat studies
- Explore a Northern Community or Regional Park and Natural Area →

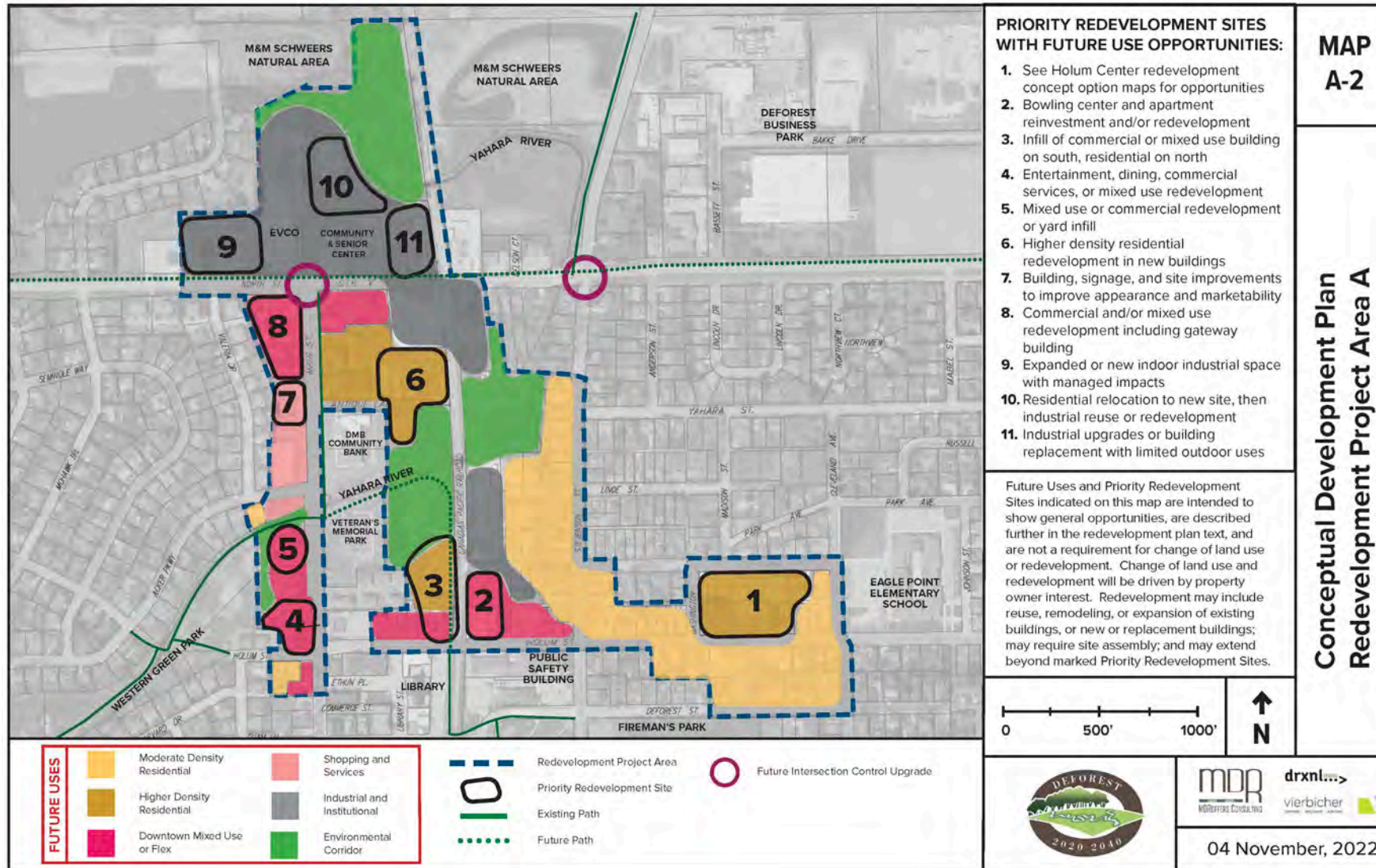


What is the Redevelopment Plan?

- A parallel effort guided by the Community Development Authority
- A response to widespread community support for revitalization (2020 survey →)
- A guide for future reinvestment within three targeted redevelopment areas in central DeForest (labeled A, B, and C), where some change would be beneficial



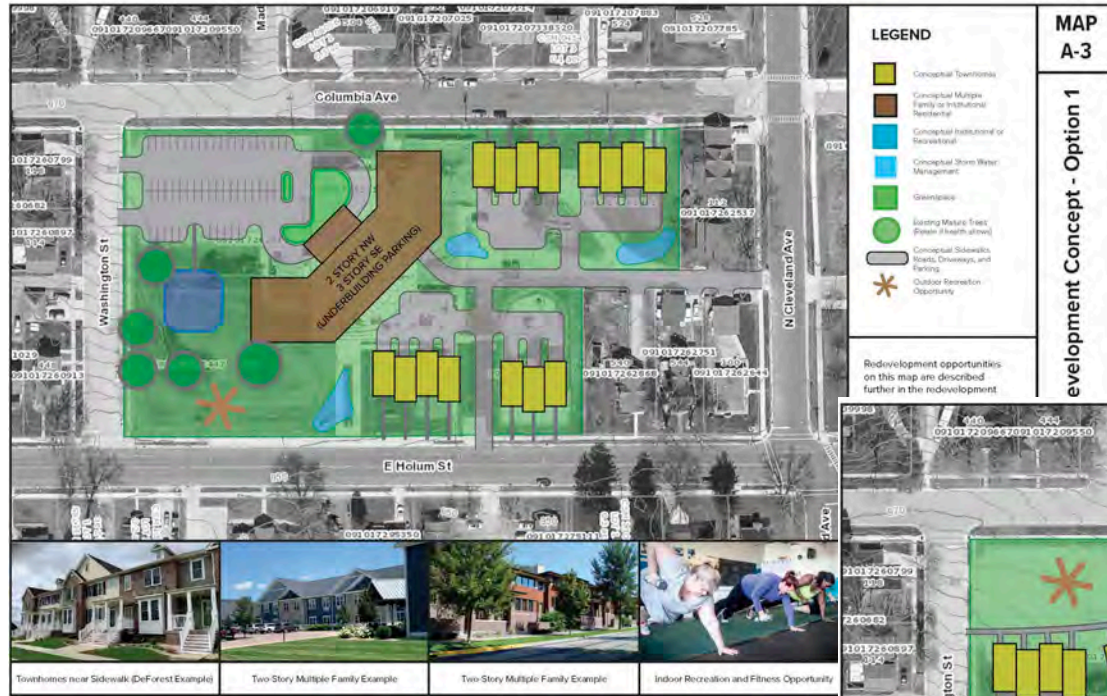
What is the plan for Redevelopment Area A?



- Continued mixed use revitalization of the north and east sections of the Village's downtown
- Maintain the downtown and surrounding neighborhoods as a comfortable place to live

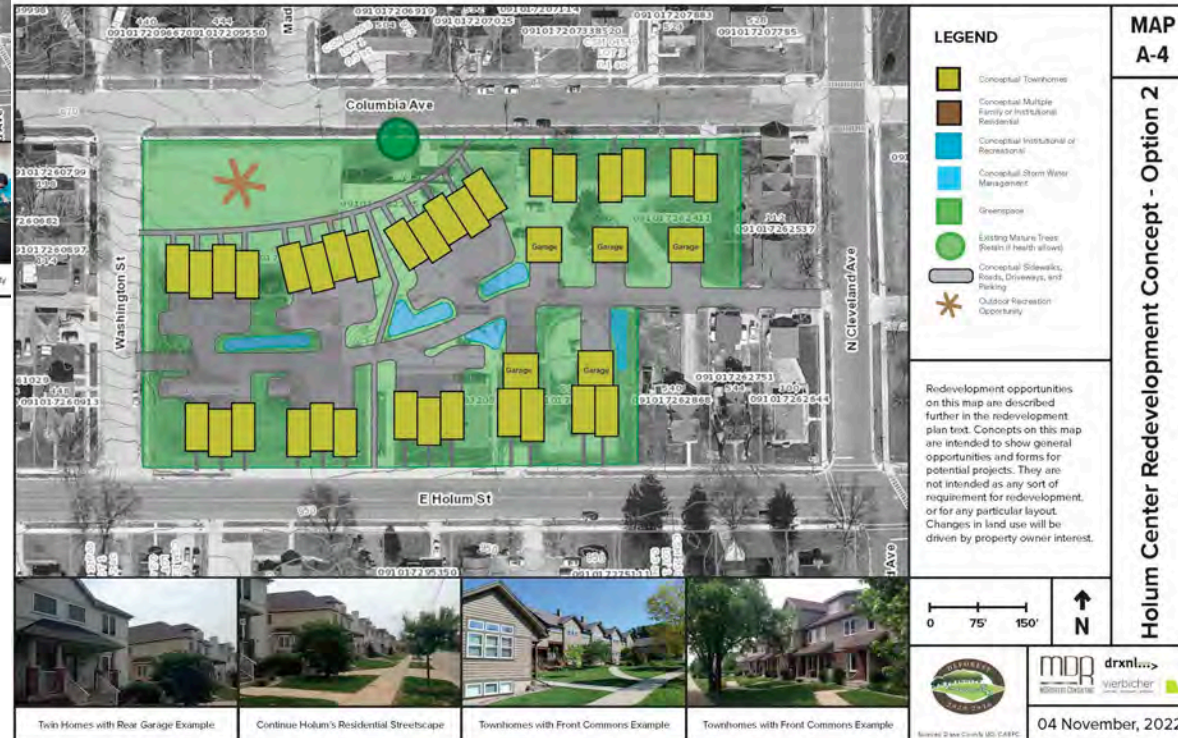


What is the plan for Redevelopment Area A?

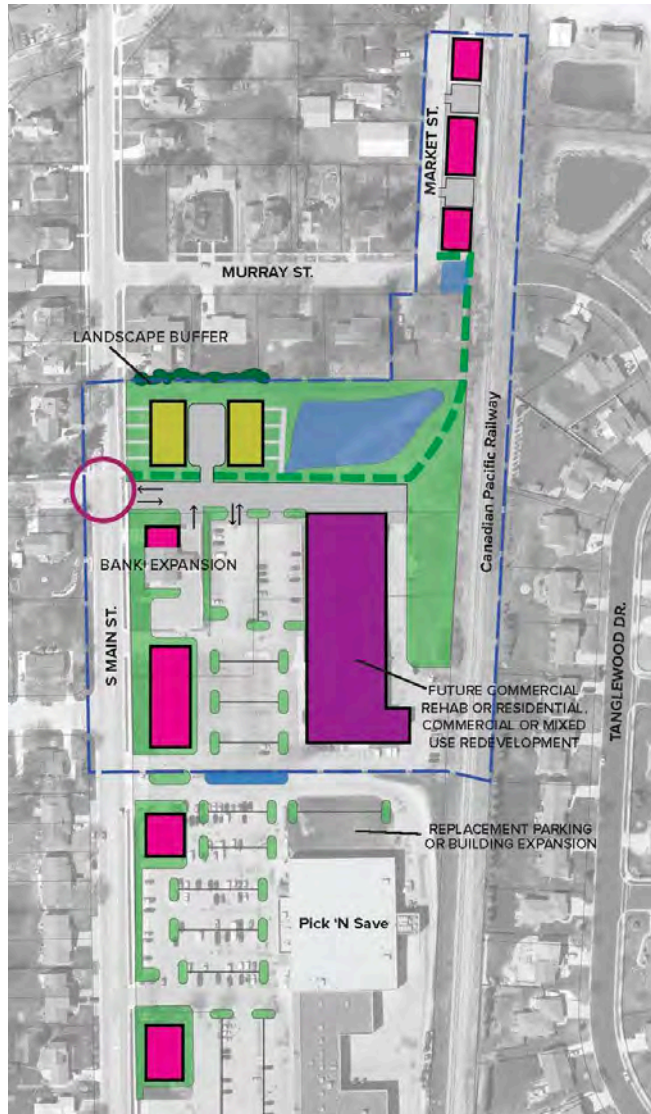


- Excess School District property = contribution to housing initiatives
- Options for redevelopment of the central Holm Center site

- Intended to spur interest and conversation
- Actual changes may differ



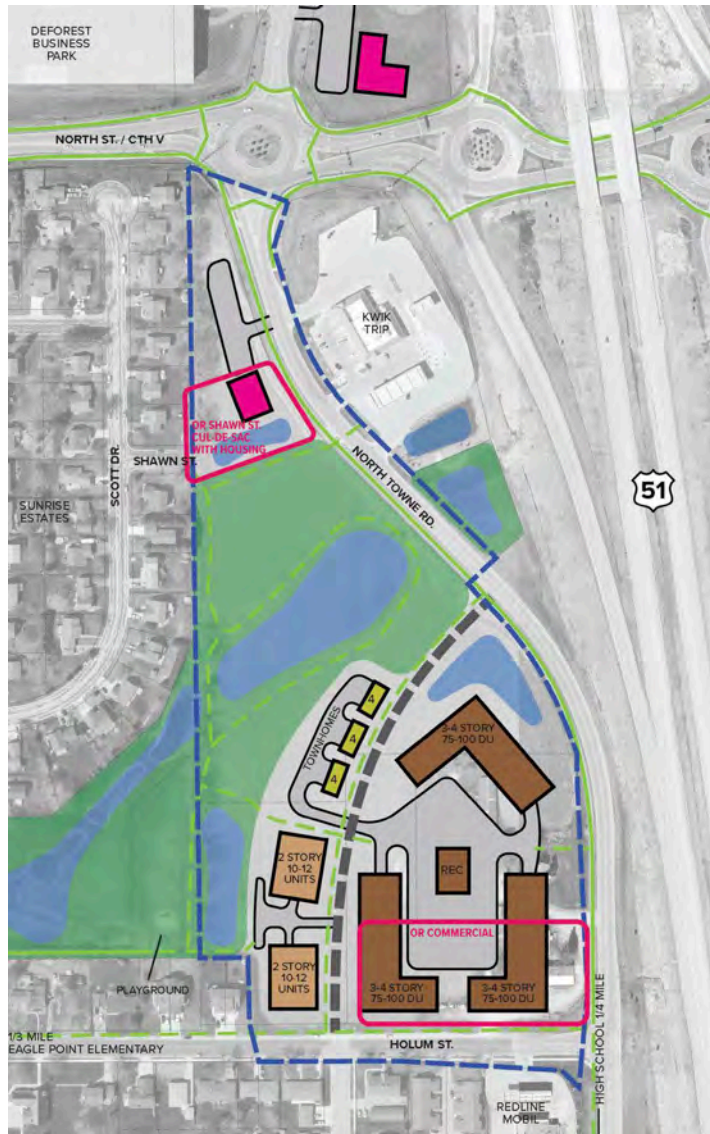
What is the plan for Redevelopment Area B?



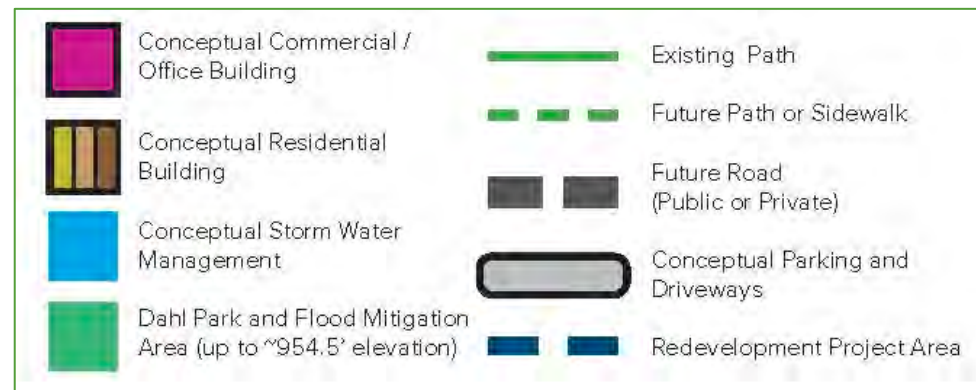
- Located east of South Main Street, in a 40+ year old commercial district
- Focus is to upgrade aging commercial properties, enhance and modernize business activity, and provide transitions
- Secondary opportunities are stormwater management/flood control and better pedestrian access and safety



What is the plan for Redevelopment Area C?



- Located southwest of Highway 51/V interchange
- Focus is to provide housing at various densities, ideally targeted to the local workforce, seniors, or both
- Of almost equal focus is to effectively manage stormwater and provide flood storage during rare events such as what occurred in March 2019



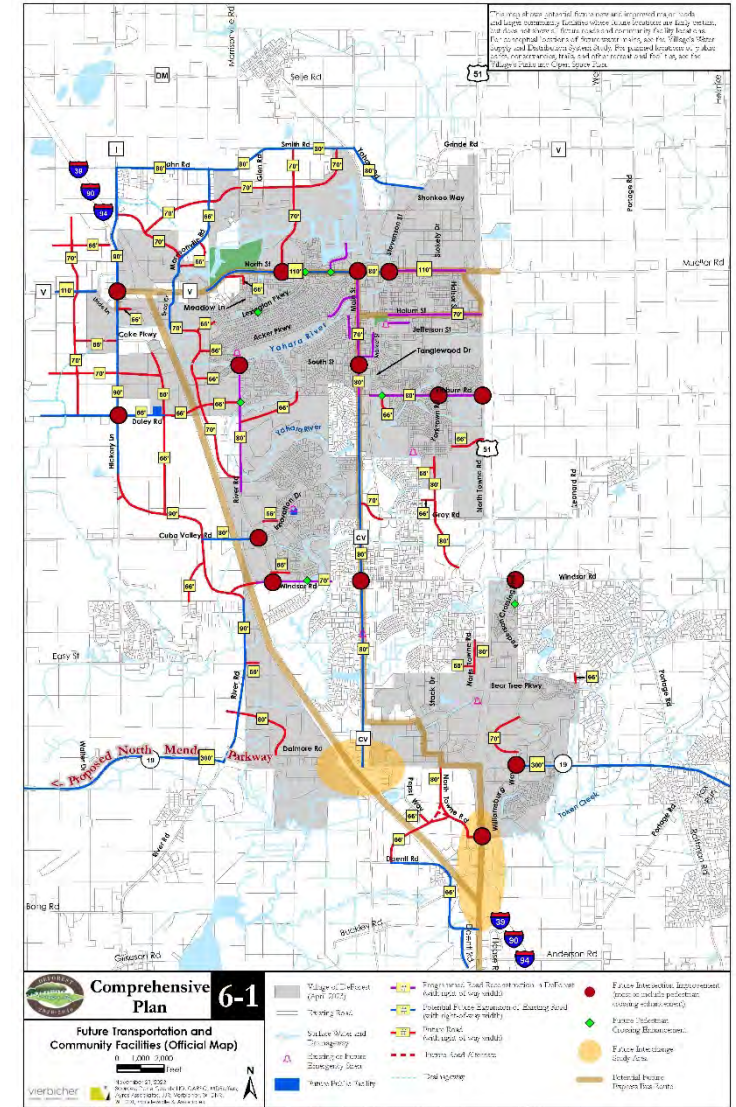
What are the HIGH priority initiatives?

- Achieve a housing mix that preserves DeForest's character while accommodating choice
- Promote thoughtful siting and design of higher density housing →
- Support more housing for DeForest's seniors and workforce



What are the high priority initiatives?

- Upgrade arterial and collector roads to meet modern needs →
- Mitigate effects of natural hazards
- Advance park and recreational projects with community development impacts
- Use the Future Land Use map and policies to guide land use decisions
- Advance development within the Northern Interstate Corridor
- Encourage economic and mixed use development in the Highway 19/51 District

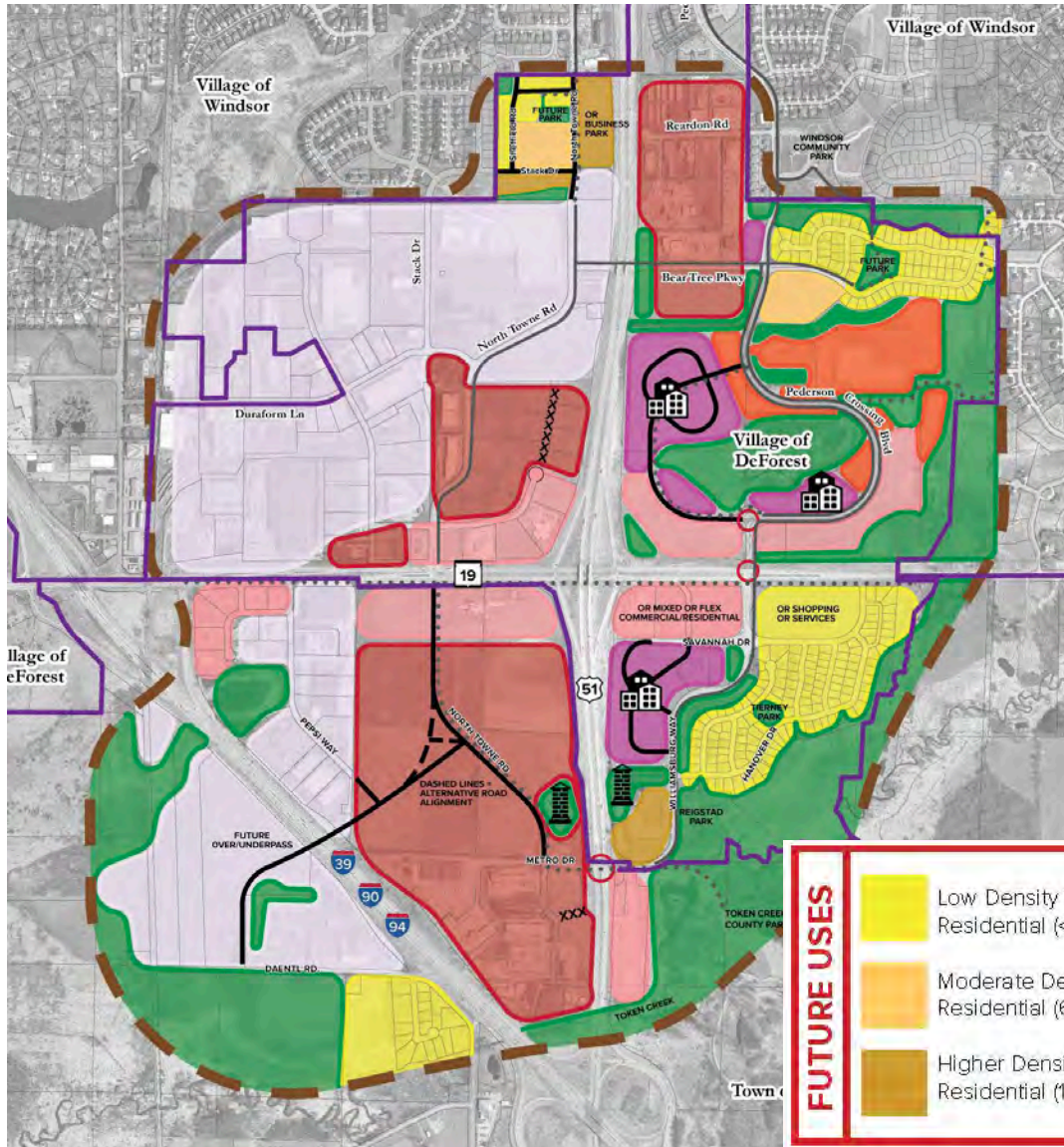


What is the Highway 19/51 District Plan?

- Refreshed guide for future development, preservation, and transportation for an ~1,800-acre economic center on the Village's south side
- Effort to put forward market-responsive yet community-sensitive land uses for remaining vacant, transitional parcels
- Tool for place-making outside of a redevelopment context and on south side
- Opportunity to calibrate final activities in tax incremental districts



What is the Highway 19/51 District Plan?

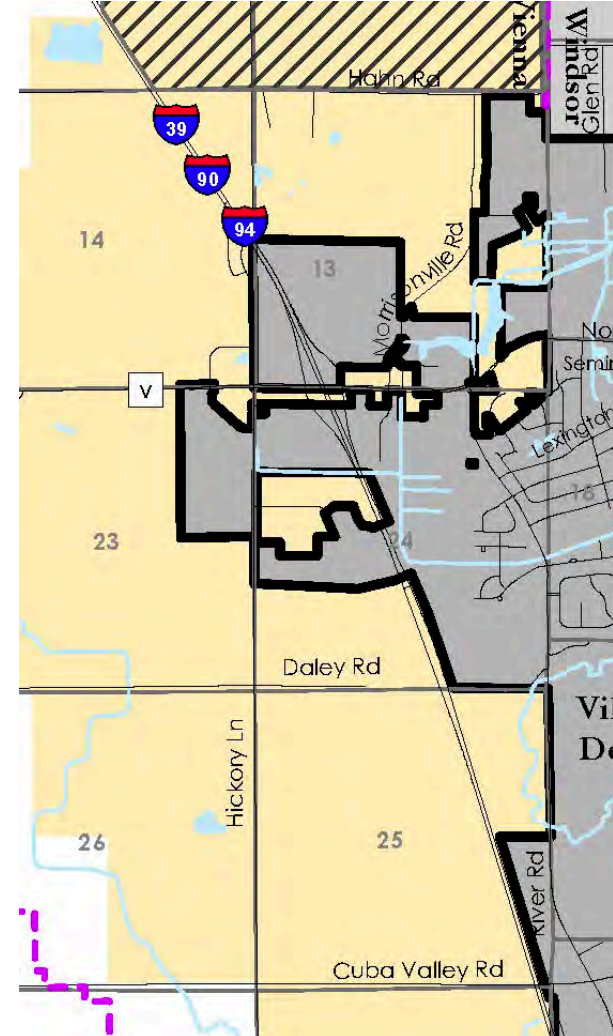


- Current and future job center and corporate headquarters
- Thoughtful transitions from existing industry and highways to low-density housing
- Road and path connections with safe highway crossings
- New gathering place for southern DeForest



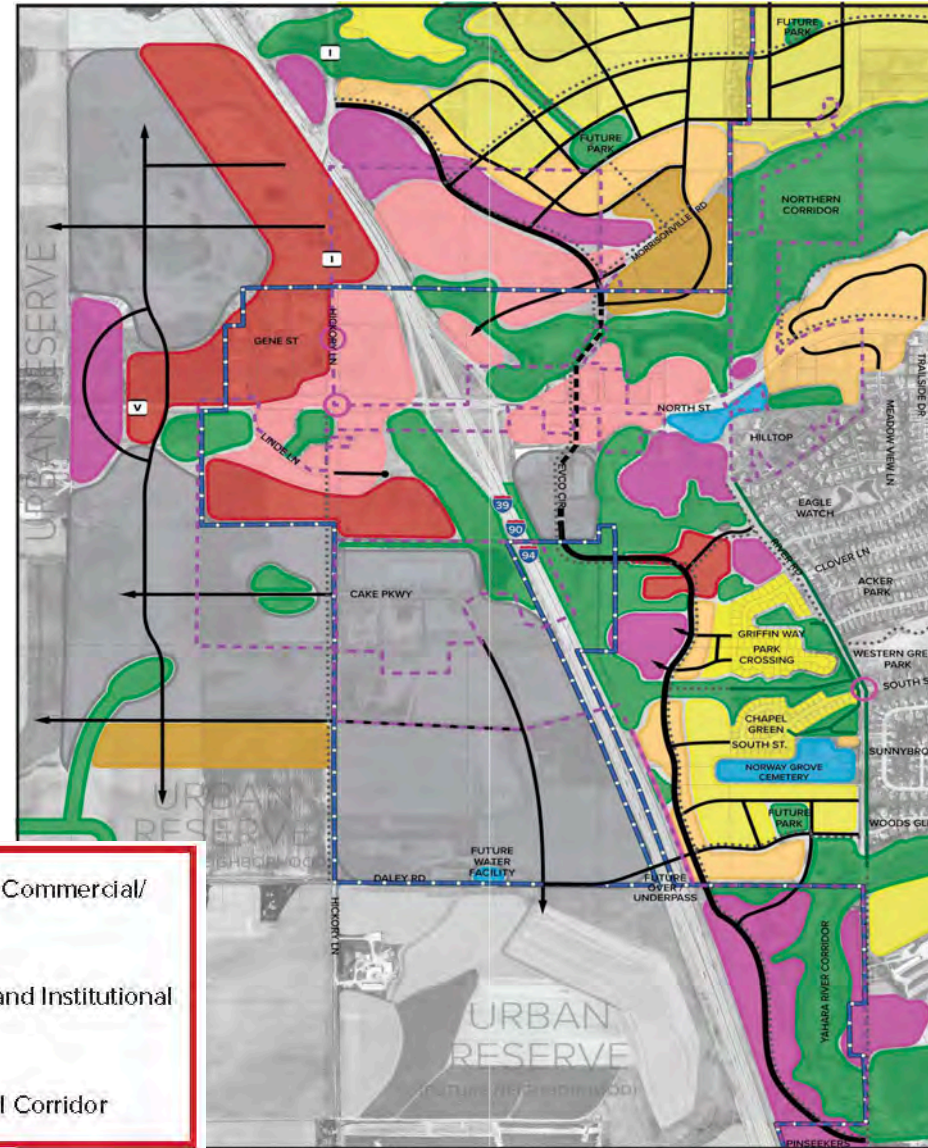
What is the Northern Interstate Corridor Plan?

- New guide for future development, preservation, and transportation for a ~2,200-acre corridor at the Village's northwest edge
- Effort to put forward market-responsive yet community-sensitive land uses for remaining parcels between River Road and the Interstate



What is the Northern Interstate Corridor Plan?

- Next larger neighborhood development opportunity between Morrisonville Road and the Interstate, north of Highway V
- Next larger industrial and commercial development opportunity west of the Interstate



How does Plan relate to Regional Development Framework?

- Interacted with CARPC staff in winter 2022, then again in winter 2023, on RDF consistency and advancement
- Areas of RDF advancement in DeForest's plan:
 - Encouraging development in centers (e.g., downtown) and corridors (e.g., South Main Street)
 - Increasing housing options including to workforce
 - Increasing access to jobs, including transit exploration
 - Continuing land and water conservation initiatives
 - Prioritizing growth in already developed areas
 - Planning for complete neighborhoods
 - "Making the Village more energy smart" initiative



What comes next?

- Continue to share the new Plan
- Implement top and high priority initiatives and integrate with strategic plan
- Evaluate performance and possible amendments to keep Plan relevant



How does implementation and evaluation work?

Figure 9.2: Benchmarks in Achieving Comprehensive Plan Goals

Goal	Annual Benchmarks
Economic Development: Enhance DeForest as a place where people want to run a business, work, visit, and live to increase business opportunities and choice, jobs, and tax base	<ul style="list-style-type: none"> At least three business expansions or additions Non-residential property value increase of at least 5% Private sector jobs increase Redevelopment of at least one redevelopment site initiated
Natural & Cultural Resources: Continue to be a steward of land, water, and natural resources; enhance and celebrate special places and events; and protect residents against natural hazards like flooding	<ul style="list-style-type: none"> At least one waterway, environmental corridor, or flood protection effort Increased participation at community events At least one new historical marker, entryway sign, or other visual reminder of history or community installed
Housing & Neighborhoods: Support opportunities for residents and workers to have decent, safe, affordable housing in attractive neighborhoods	<ul style="list-style-type: none"> Permits issued for at least 100 new housing units No significant change in single family housing as a percentage of total housing units At least one new housing development targeted or marketed to seniors or workforce
Land Use: Promote a land use pattern that builds on community strengths; contains a mix of land uses; grows the local economy; and enhances quality of life by providing places for retail, restaurant, jobs, and housing	<ul style="list-style-type: none"> Population increase by at least 120 persons New development density higher than historic density At least one new local retail, commercial service, or restaurant use opens
Transportation: Enable residents, workers, and employers should be able to get around safely, efficiently, and by their mode of choice consistent with a suburban environment	<ul style="list-style-type: none"> Complete transportation projects in capital improvement program in recommended timeframe Maintain streets to a PASER rating of 4 or greater At least one mile of new or substantially updated bike and pedestrian facilities
Community Facilities & Utilities: Meet resident and business expectations for providing quality public services, while maintaining affordable rates, fees, and taxes and reducing energy consumption	<ul style="list-style-type: none"> Complete project(s) in Figure 7.1 in recommended timeline Secure at least one grant to complete a community development related project Complete at least one project designed to make DeForest more energy smart
Intergovernmental Cooperation: Maintain and build relationships with other governments for mutual benefit	<ul style="list-style-type: none"> New/updated boundary and land use agreement with Westport, Vienna, or another At least one intergovernmental success with Windsor, School District, or Dane County

- Annual review against benchmarks, towards implementation of initiative, for consideration of possible Plan amendments
- Integration with capital improvement program, economic development, and zoning decisions