



# Community Growth and Change Workshop Results

## August 18, 2021

### COMPREHENSIVE PLAN UPDATE

#### Overview

On August 18, 2021, the Village of DeForest conducted an in-person community workshop associated with its Comprehensive Plan update. There were 14 community members in attendance (not including Village staff). The objective for this workshop plus a second 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

- *Have there been any efforts for joint planning between DeForest and Windsor?* Yes. The two Villages have recently collaborated on a joint housing study and have collaborated on joint trail planning, as two examples. The Villages have not had a shared comprehensive plan.
- *Where are these people moving to DeForest coming from? What brought them here?* Many people moving to DeForest come from Madison and other urban and rural areas. The Village completed a 2020 survey, which suggested that small community atmosphere, proximity to Madison, safety, and schools were the top reasons respondents chose to live in DeForest.

#### Small Group 1 Findings and Discussion

##### From Q&A form provided to each group

1. *Group comments on draft community vision statement:*
  - In general happy with the draft. Replace soothing with "resilient".
2. *What was the group's general approach for maintaining some balance among different future land uses in DeForest?*
  - Focus development, create connections.
3. *What key factors did the group use in recommending the siting of different land uses on the map?*
  - Close to amenities, accessible, commercial development within community.
4. *What were the key outcomes from your small group?*
  - Identified areas of opportunity.
5. *Were there any differences of opinion among small group members? If so, what were they?*
  - We built on one another's comments.

##### From small group's presentation near end of meeting

- Focus on areas already within DeForest, opportunities for growth/redevelopment/infill
  - Enhance spaces to connect commercial, residential, other uses



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- Focus on medium and high density residential - connections to parks, grocery, services
- Main Street corridor, turning down North Street, lots of opportunities for redevelopment, infill, and to enhance connectivity
  - Near Pick and Save
  - Near Highway V and Main
- Preserve historic downtown (or what is left of it)
- Traditional Main Street corridor
- Holum/51 intersection - mixed-use
- Interstate/V - commercial/mixed-use, connections off interstate
- Solar farm - forward thinking
- Highways 19/51 Corridors - more commercial, grocery, multiple-family housing, more retail, higher end restaurants
- 2nd “downtown” - Highway 19/51 area

#### Small Group 2 Findings and Discussion

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

1. Like – Village charm, hit all key points (walkable, trails). Dislike – “A part of greater Madison”. Make it shorter. Remove “soothing” – filler word. Woods, trails, nature is almost a false statement.
2. Like items together – a little bit to fit everybody’s needs.
3. Location – organize like items. Value to neighborhood. Safety.
4. Keep trails, green spaces. We need to talk to landowners. Communication. Developers should not be able to overstep the Planning and Zoning Committee.
5. N/A.

From small group’s presentation near end of meeting

- Higher density residential along Highway 51
- Fleet Farm - we like it, it is placed in right area, want more big box stores there (Target, Costco)
- Breweries/wineries west of Interstate, ties in with entertainment district (with athletic fields, Pinseekers, etc.)
- Flooding of the Yahara near Woods Glen, S. Main Street
- Town Square feel... marketplace, trails, walking; we should relocate the auto body shop with redevelopment near V and Main
- North Street and Main Street need sidewalks/trails, it is currently not safe for walking
- Morrisonville Road near Culvers - smaller, low density residential
- Industrial west of Interstate and V
- Starbucks near Interstate, redevelop Burger King
- "Right Thing in the Right Place"

#### Small Group 3 Findings and Discussion

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

1. Fine.



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2. Keep small town feel. Move new shopping and businesses to edges.
3. Convenience. High and low traffic areas and availability for high density housing.
4. Shopping, restaurants that keep us from driving to Madison/Sun Prairie (deli, bakery, grocery store, high end grocer, butcher).
5. None.

#### From small group's presentation near end of meeting

- One participant moved 4 weeks ago from Tallahassee due to family, job proximity, but like trails/walking/nature of DeForest
- Fleet Farm area, more high-end grocery, higher density residential north of Fleet Farm
- Conservancy Place - Ideal location for coffee shop, need more sit down restaurants
- Extend downtown area, more boutique shops that people want to visit from outside of the Village
  - Walkable; walk from downtown to Pick and Save area
- We would like to not have to go to Sun Prairie for shopping or entertainment
- DeForest: "Small-town America"

#### **Small Group Map Presentation to Entire Workshop**

- Village Planner observed following common elements
  - DeForest is big enough to handle a mix of uses
    - Larger-sized development (i.e., big box stores) in the southern part of the Village
    - Smaller-sized development in the northern part of the Village
  - More uses/activity desired downtown
  - Connectivity between uses
  - Higher density and mixed use desired along Highway 51 corridor
- Final comments from individual participants:
  - Conservancy Place is a gold mine with nature; serious concern with development in that area; "Put the right thing in the right area"
  - We need to have a real downtown - have boutiques and shops in a walkable corridor. Some people don't know where downtown is; library = center of downtown.

#### **Meeting Evaluation and Comment Form Responses**

*On a scale from 1 to 10 (10 is best), how did the workshop go? (Average workshop score – 9.5)*

*What aspects of this workshop were particularly useful or productive?*

- Love the exchange of ideas during the small group exercises.
- Great job guys!
- Please have more of these, they are so informative.

*How can future similar workshops be improved?*

- Make the work group session longer.
- Time went so fast, shorten up the intro.
- A little more time in the groups.

# Compilation of Future Land Use Mapping Results

## 8/18/21 Community Workshop

## 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

[illegible]








# Comprehensive Plan
















# 6-1

June 16, 2020

**vierbicher**  
planners | engineers | advisors

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

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-  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/<br>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/<br>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