

# Community Growth and Change Workshop

---

Village of DeForest Comprehensive Plan Update  
August 18<sup>th</sup> and September 9<sup>th</sup>, 2021



# Welcome! Tonight's Agenda

- Part 1:
  - Purpose and Background
  - Land Use Planning 101
  - Description of Part 2 Exercise
  - Group Questions & Answers
- Part 2:
  - Small Group Land Use Planning Exercise
  - Share Results of Exercise with Large Group



# Ground Rules

- Be fully attentive.
- Seek to understand.
- Stay on topic and on time.
- Try not to debate or argue – in any case, be civil.
- Listen to, respect, and consider other points of view.
- Assume positive intentions.
- Everyone's voice is important, and no voice should dominate above others.
- Trust the process.



# Purpose and Background

---



# What is the Comprehensive Plan?

- Guides the Village's long-range growth, development, and preservation based on a 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
- Includes chapters covering topics like housing, land use, and transportation—tonight our focus is land use



# Why update the Comprehensive Plan now?

- Many 2015 Plan initiatives have been accomplished
- Others may be out of date or should be revisited
- Transitional period
- Many new Village residents and officials
- The Village is growing and aging →
- Update required at least once every 10 years

## Population

- 10,811 (2020)
- ▲ 21% increase since 2010

## Median Age

- 35.8 years (2018)
- ▲ Up from 32.9 years in 2010

## Average Household Size

- 2.71 people per household
- ◀▶ Little changed from 2010



# What are the plan chapters and the timeframe to update?

## GROUP 1—Winter-Summer 2021

**Introduction & Vision DRAFT**

**Economic Development DRAFT**

**Housing & Neighborhoods DRAFT**

## GROUP 2—Summer-Fall 2021

**Land Use**

**Transportation**

**Natural & Cultural Resources**

## GROUP 3—Winter 2022

**Community Facilities & Utilities**

**Intergovernmental Cooperation**

**Implementation**

### **Village of DeForest Comprehensive Plan Vision and Directions Volume**

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

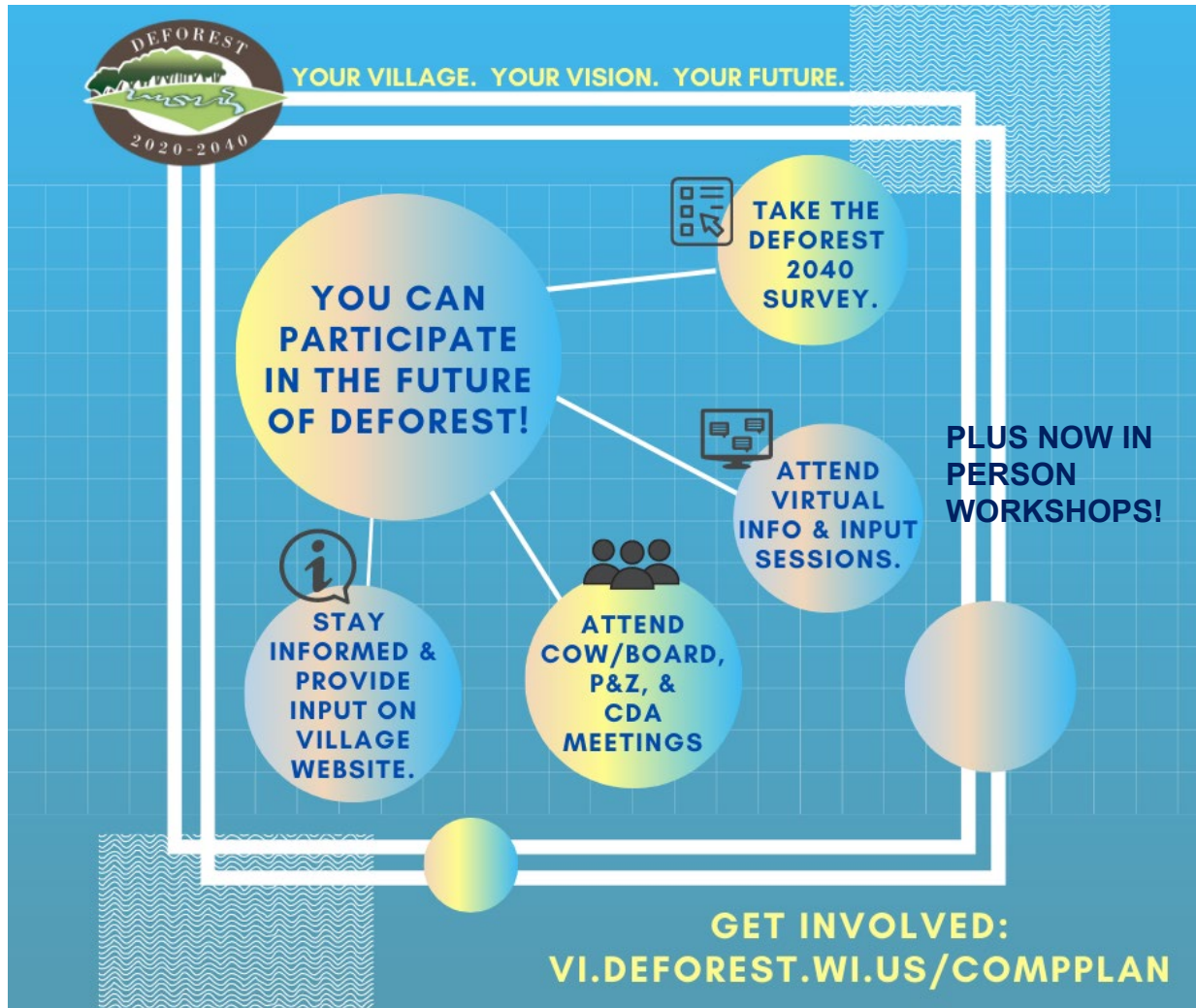
Adopted by Village Board: March 3, 2015 (Ord. 2015-011)



**Growing The Good Life**



# How is the community involved?





# Objectives for tonight's meeting

- Help us prepare the Land Use chapter of the Plan update
- Learn what goes into preparing a long-range guide for future land use in the Village
- Advise changes to the current version of the Future Land Use map



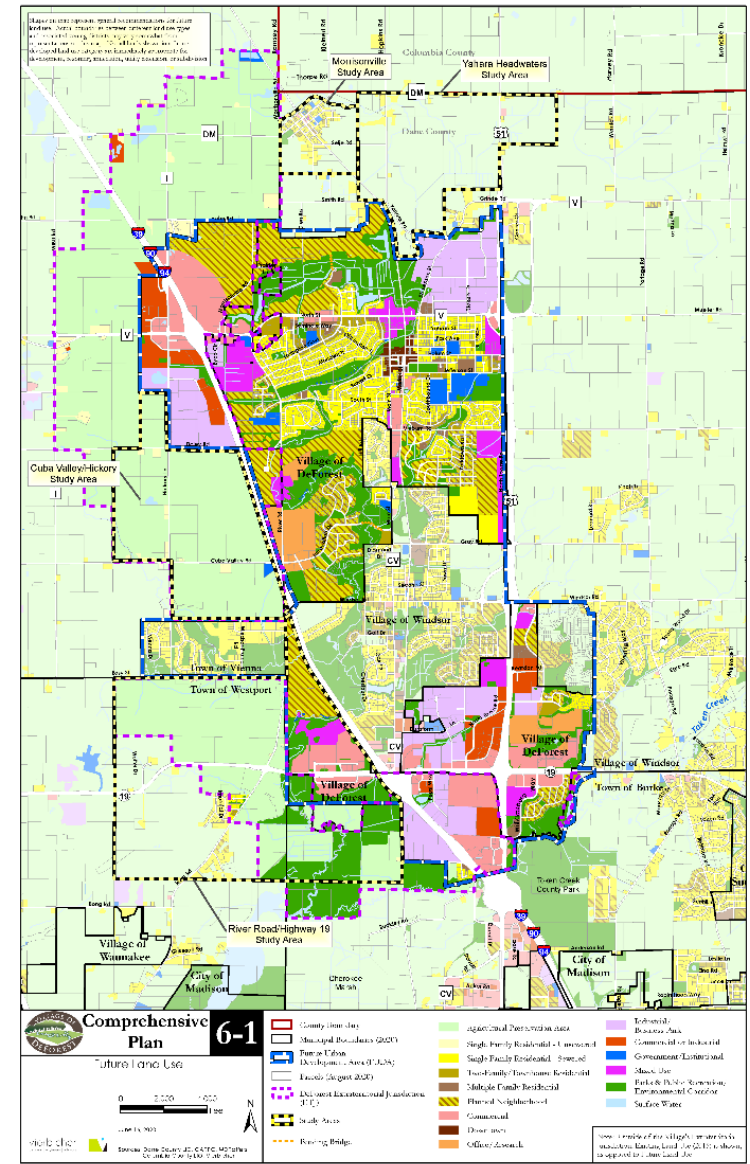
# Land Use Planning 101

---



# DeForest's current land use plan

- Last updated in 2015, and amended in 2018 and 2020
- Will be the starting point for our exercise tonight
- Is guided by a broad vision
- Identifies development and preservation areas over the ensuing 20+ years
- Divides Village into different categories of future land use
- Guides future community expansion & rezoning decisions



# An effective land use plan should...

1. Help achieve the community's vision. Here's DRAFT that you will help evaluate:

## 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



# An effective land use plan should...

2. Allow walking within and from neighborhoods to key destinations
3. Provide effective mixes of, and transitions between, different land uses
4. Avoid placing incompatible uses next to each other
5. Direct new development in and around areas of existing development
6. Promote redevelopment of older, obsolete sites
7. Preserve open spaces and recreational opportunities
8. Contain a balance of different land uses and activities
9. Work to direct more challenging uses, like higher density housing, based on the above and more specific principles tailored to the particular use



## 8. Contain a balance of land uses

Village has aimed towards a diversified tax base of residential, commercial, and industrial land uses, which spreads the tax burden and creates job, shopping, and dining opportunities

Figure 2.2: Valuation Categories and Change in DeForest

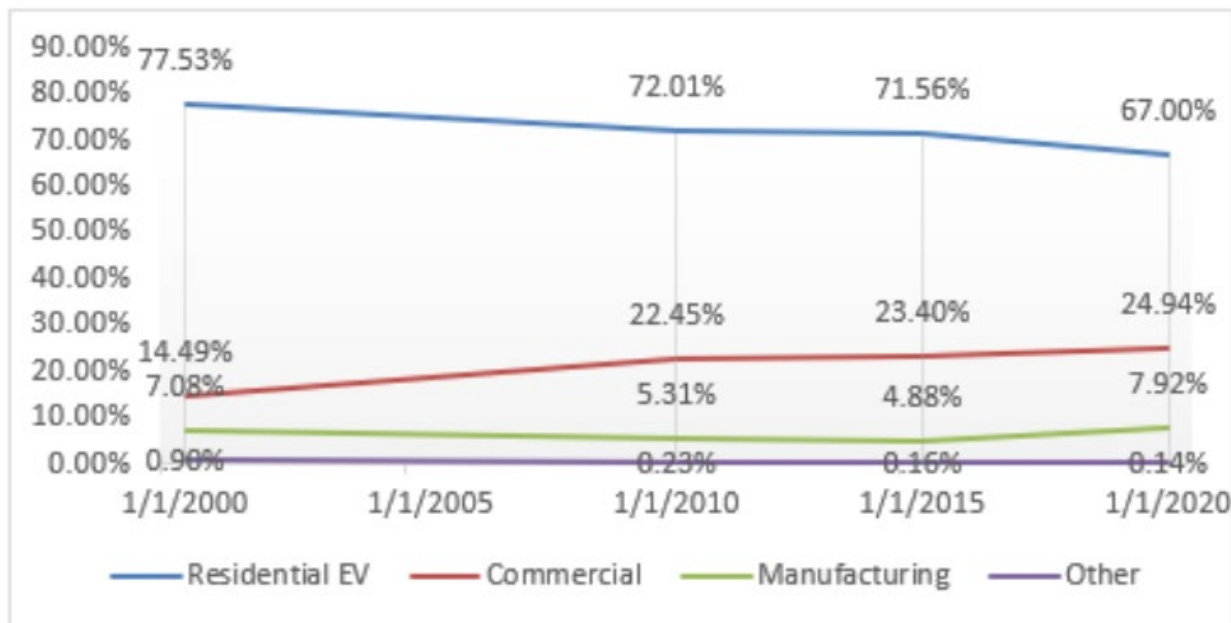


Figure 2.1: The Gears of Economic Growth



# 9. Direct challenging uses, like higher density housing

- Blend into the broader community
- Locate in a neighborhood or vibrant mixed use setting, like downtown
- Assure adequate road, utility, and service capacity
- Select sites and buildings for high public visibility and access, including to jobs and region
- Prioritize access to and facilities for bikes and pedestrians
- Site near parks, schools, shopping, and commercial and community services



# An effective land use plan should...

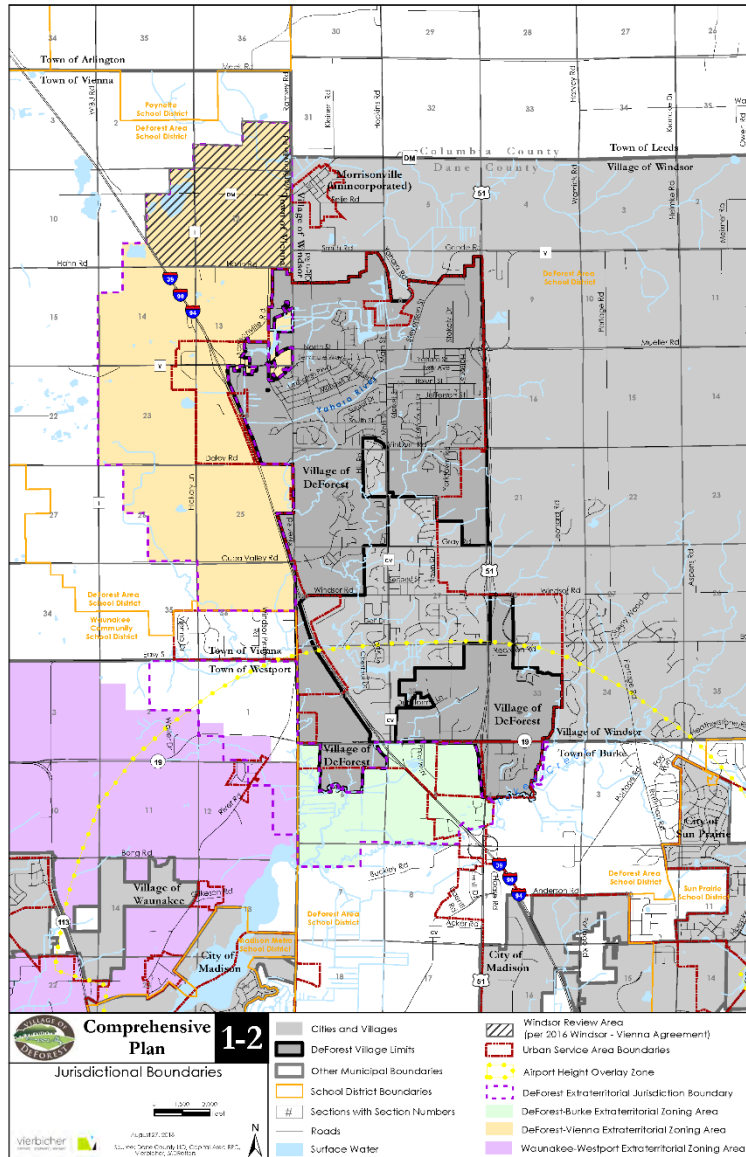
10. Meet State law requirements
11. Reflect regional position and opportunities
12. Understand service areas and municipal boundaries
13. Analyze natural resources & environmental corridors
14. Reflect road and utility investments and planning
15. Utilize demographic data and projections
16. Recognize current developed uses & zoning





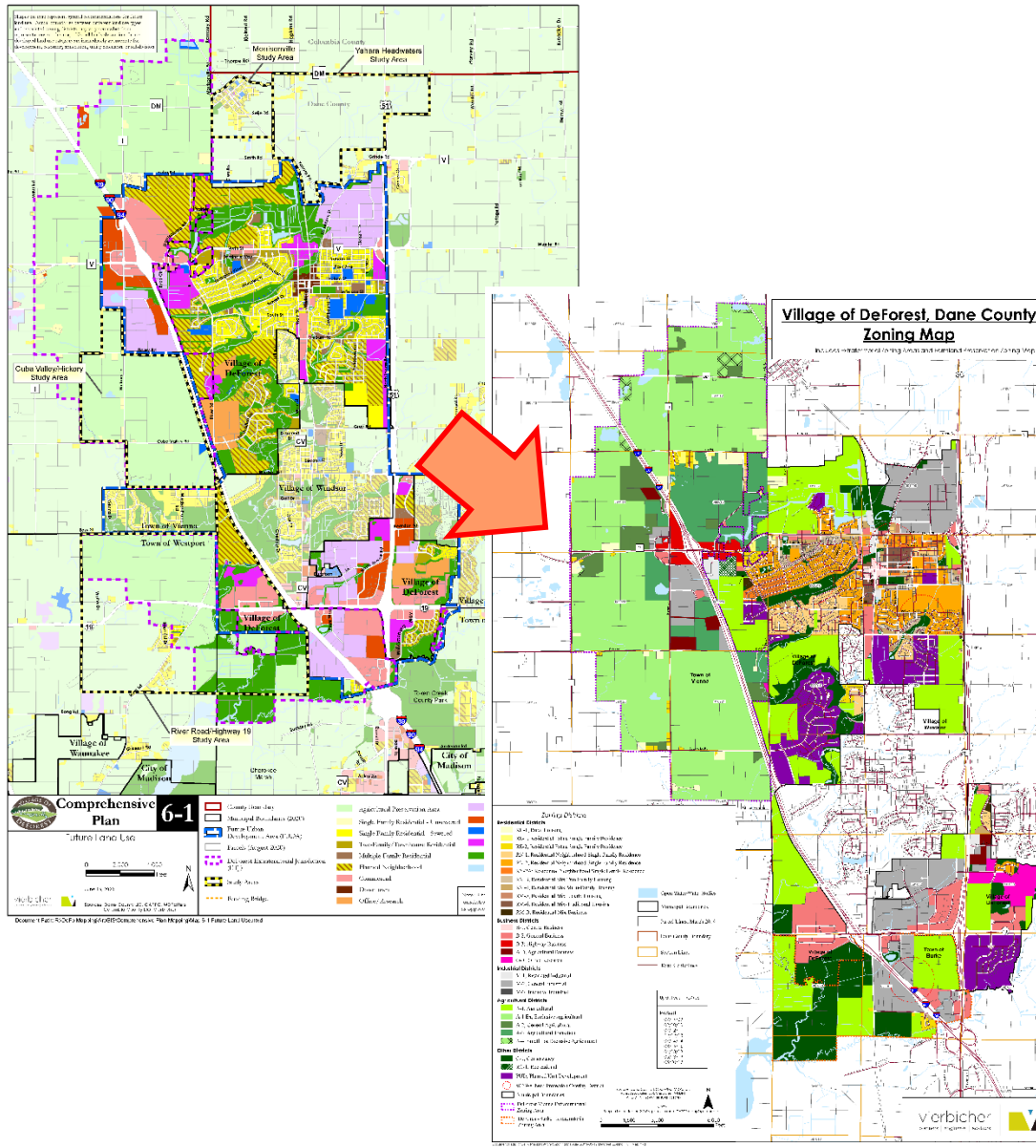
# 11. Reflect regional position and opportunities

- Exceptional transportation access
- Within 1 mile of fastest growing City in State
- Larger future expansion areas generally limited to west and northwest
- Development tied to “urban service area” boundaries and possible expansions



# 16. Recognize current uses and zoning

- Zoning map must be “consistent” with future land use map, but not identical
- Zoning map = what can do with land today
- Future land use map = how might be able to change land use “tomorrow” through development approvals like rezonings

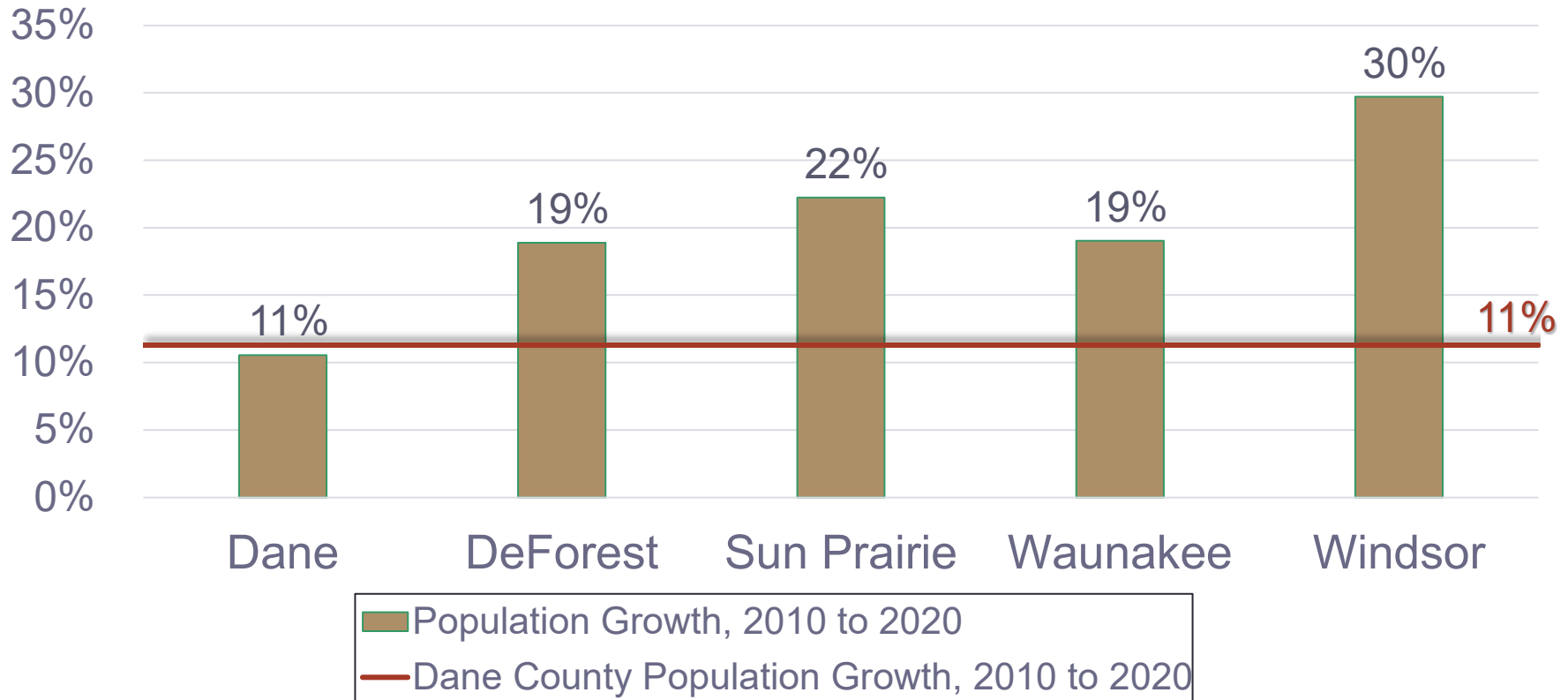


# 10. Meet State law requirements

- Promote the development of housing for residents and provide a range of housing choices that meet the needs of persons of all incomes, ages, needs.
- Include maps and programs to promote retention and expansion of the economic base and quality employment opportunities.
- Show the general location of future land uses by net density or other classifications, based on 20-year projections of future growth.



# Data point: recent population growth



Sources: WI Dept. of Administration for 2020; U.S. Census Bureau for 2010



# Data point: housing and job projections

+2,200 to  
+2,500

Additional households projected in DeForest & Windsor between 2020-2030, with nearly ½ of them seniors

75%

Of households moving to new housing units move from outside of the DeForest-Windsor area

+1,500

Additional jobs projected in DeForest & Windsor between 2020-2030, on top of the 7,000 that are already here



# Group Questions and Answers

---



# Small Group Land Use Planning Exercise

---





# What will we do next?

- Take a break
- Reconvene in small groups, 5-6 people per table
- Attend a group that does not include family, friends, and neighbors if possible
- Introduce yourself to group, and what encouraged you to come this evening
- Within each small group, assign a facilitator, reporter, and recorder
- Take stock of the materials you have





# Exercise #1: Review and Discuss Draft Community Vision

- What do you like about it?
- What would you change or add?
- How might it inform how and where you map future land uses?

## 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



# Exercise #2: Future Land Use mapping

- Study the poster-sized base map at your table
- Reflect on the various principles, information shared, and questions on sheets to think about how and where land use should change in DeForest area over next 20+ years
- Each individual should place post-it notes, dots, and lines in areas where you think land use change ought to occur, and how
- Each group should identify areas of agreement and disagreement on the map, and attempt to understand and reconcile where possible (feel free to remove/consolidate)
- Recorder should fill-in responses to remaining questions on the back of the sheet (1 per group)



# Each table has the following materials

- Two copies of small group instruction sheets, which include questions on the back for the group to answer
- Poster-sized 2020-version of Future Land Use map, annotated with instructions for mark-ups
- Post-it notes of different colors/sizes, with each color representing a different general future land use category
- Sticky dots of different colors, which can be used to mark special places, redevelopment opportunity sites, and problem areas
- Markers to mark future roads and trails
- Copy of this presentation, 2020 future land use categories, current zoning map, 2015 vision statement
- Tape to post your results when complete



# Future Land Uses to Map

Low density residential:  
< 5 units per acre



Moderate density residential:  
~6 – 12 units per acre



Higher density residential:  
~13+ units per acre



# Future Land Uses to Map

Mixed Use  
(Commercial/  
Residential)



Shopping &  
Services



Industrial



Open Space/Natural  
Area Preservation





# Other Features to Map

- Special Places: May include parks, quiet places for reflection, fun restaurants, etc. Places that make DeForest special. Can be current or future.
- Redevelopment Opportunity Areas: Mainly developed places in DeForest that you feel need some TLC, perhaps including a new use in a spruced-up existing building, or demolition and new construction
- Problem Areas: These could be areas where there is heavy traffic, safety concerns, flooding or other natural hazards, or other areas of particular concern
- Roads and Trails: Mainly think about future roads and trails to serve future land use areas

**LABEL ALL FEATURES AS BEST AS YOU CAN.  
DON'T GET HUNG UP ON PERFECTION.**



# Final Questions before Small Groups?

---

