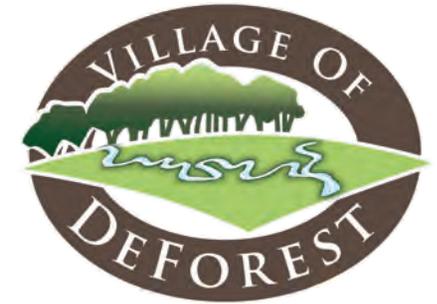


Village of DeForest Comprehensive Plan Conditions and Issues Volume

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

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



ACKNOWLEDGEMENTS

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CHAPTER 1: INTRODUCTION

GEOGRAPHIC DESCRIPTION & HISTORY

The Village of DeForest is located in northern Dane County, between U.S. Highway 51 and Interstate 39/90/94. The southern extent of the Village is within two north of Madison, 80 miles west of Milwaukee, 150 miles northwest of Chicago, and 258 miles southeast of the Twin Cities.

DeForest is mainly located in the Yahara River watershed on ground moraine created during the last Ice Age. Glacial deposits dammed large pre-glacial valleys, forming a chain of large lakes and wetlands, including Cherokee Marsh. The retreat of the glacier helped form the natural resources the Village enjoys today, including the Yahara River and its tributaries. The fertile soils deposited in the river valley contributed to the establishment of agricultural activities in the DeForest area during the mid-1800s. James Stevenson and Isaac DeForest helped to plat the woodlands that became DeForest in the 1850s. The Madison and Portage Railroad Company was formed and a depot was built in DeForest in the 1870s. In 1894 Ole Holum helped establish DeForest's first high school. The Village was incorporated in 1903. After 1930 the Village made the transition from rail to truck shipping. Following World War II, population and commerce began to grow rapidly.

PURPOSE OF THIS DOCUMENT

The Village's *Comprehensive Plan* has been divided into two volumes: Conditions and Issues, and Vision and Direction . This Conditions and Issues volume provides background and statistical information that corresponds with the goals, objectives, and initiatives set forth in the separate Vision and Directions volume. This background information covers the nine elements required by the State of Wisconsin's comprehensive planning legislation.

CHAPTER 2: DEMOGRAPHICS & PROJECTIONS

POPULATION

In 2010, per the U.S. Census, the Village's population was 8,936, which was a 21% increase from the 2000 population. DeForest's population nearly doubled in the 20 years from 1990 to 2010. The Village's growth rate has slowed in the 2010s, but its current growth rate still exceeds the average growth rates of Dane County and the State of Wisconsin.

Figure 2-1 shows the Village's growth over five decades. The Wisconsin Department of Administration's 2014 population estimate for the Village is 9,129, an average increase of 0.5% or 48 residents per year since 2010. Along with Windsor and Vienna, the area has been branded as the "DeForest-Windsor Area." The Town of Windsor's estimated 2014 population was 6,549 and the Town of Vienna's was 1,500. Therefore, the DeForest-Windsor Area population is over 17,000.

Figure 2-1: DeForest Historic Growth Trends

Census Year	Population	Population Increase from Previous Period	Percentage Increase from Previous Period	Average Annual Population Increase
1970	1,911			
1980	3,367	1,456	76.2	146
1990	4,882	1,515	45.0	152
2000	7,368	2,486	50.9	249
2010	8,936	1,568	21.3	157
2014*	9,129	137	2.1	48

*Source: US Census of Population and Housing 1970-2010, except * Wisconsin Department of Administration population estimate for 2014, increases based on previous 3 year period.*

Figure 2-2 shows populations trends from municipalities of comparable size in Dane County. DeForest's growth has been comparable to other communities across Dane County, including nearby towns.

Figure 2-2: Population Trends in Dane County

	1970	1980	1990	2000	2010	Population Change*	Change* (%)
Village of DeForest	1,911	3,367	4,882	7,368	8,936	1,568	21.3
Village of McFarland	2,386	3,783	5,232	6,416	7,808	1,392	21.7
Village of Oregon	2,553	3,876	4,519	7,514	9,231	1,717	22.9
Village of Waunakee	2,181	3,866	5,897	8,995	12,097	3,102	34.5
City of Verona	2,334	3,336	5,374	7,052	10,619	3,567	50.6
Town of Windsor	2,415	3,812	4,620	5,286	6,345	1,059	20.0
Town of Vienna	1,217	1,314	1,351	1,294	1,482	188	14.5
Dane County	290,272	323,545	367,085	426,526	488,073	61,547	14.4
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	323,311	6.0
<i>Source: US Census, 1970-2010</i>							
<i>* from 2000 to 2010</i>							

DEMOGRAPHIC TRENDS

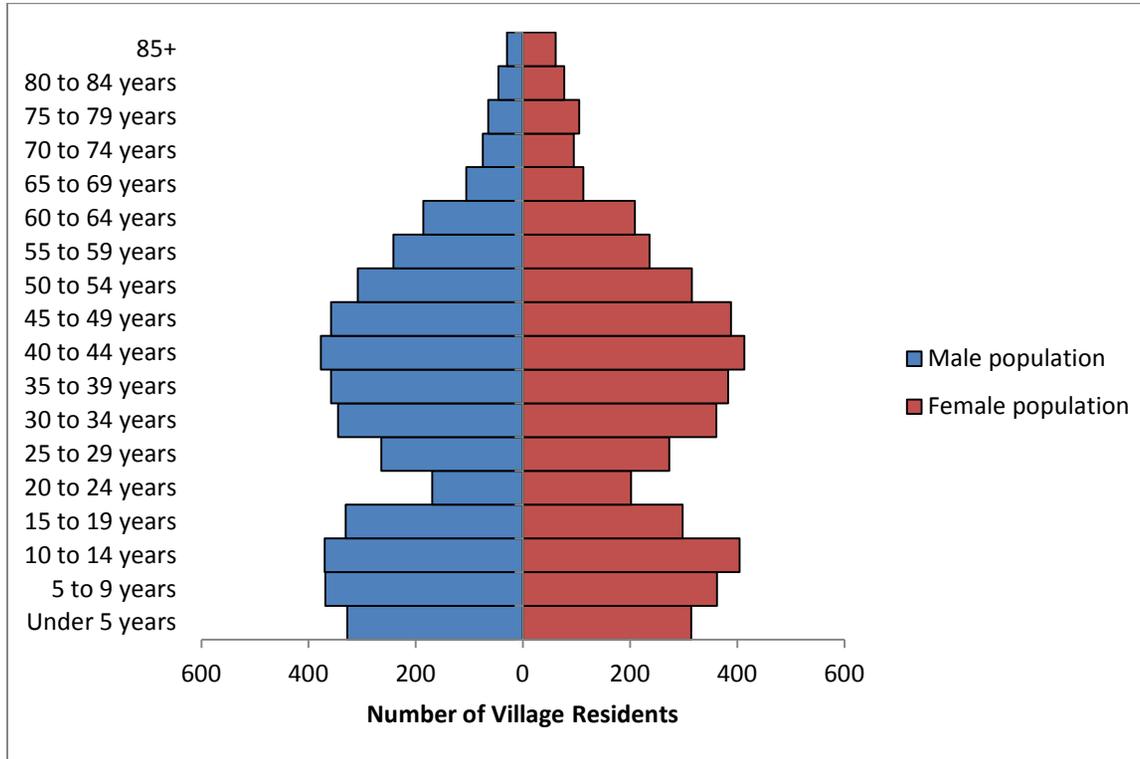
Age & Gender of Population

Trends in age distribution are an important factor when considering the future demand for housing, schools, park and recreational facilities and the provision of social services.

Following nationwide trends, the average age of DeForest's population has increased in the past twenty years. The 2010 median age of DeForest residents was 35.6 years, an increase of over three years from the median age as reported by the 2000 Census (32.6 years), but younger than the 2010 state or Dane County median ages (38.5 and 34.4, respectively). With a prolonged life expectancy and a trend toward declining birth rates, the median age will likely continue to rise. This suggests the need to consider different types of housing, transportation options, and other services in the Village.

Figure 2-3 is an age pyramid of the Village's residents in 2010, demonstrating the number of residents in each age cohort by sex. This pyramid clearly shows a population dominated by middle-aged persons and their children. The aging population may create more demands on Village services in the coming years.

Figure 2-3: Village Population Pyramid by Sex, 2010



The Village has seen a significant increase in the 45+ year old population between 2000 and 2010, and a decrease in those aged 25 to 44. In 2010, the percentage of the Village population under 19 (24%) was slightly higher than that in Dane County (19%), while DeForest’s population under the age of 5 (7%) was just higher than the County’s (6%).

Figure 2-4: Population by Age Group, 2010

Ages	DeForest	Percent	Dane County	Percent
Under 5	642	7.2	30,240	6.2
5-19	2,134	23.9	91,616	18.8
20-64	5,387	60.3	316,073	64.8
+65	773	8.7	50,144	10.3
Total	8,936	100	488,073	100

Source: US Census of Population and Housing, 2010

Race & Ethnicity

The racial composition of the Village of DeForest in 2010 was 91.1% white (non-Hispanic), 3.6% Hispanic, 2.0% African American, 1.6% Asian, and 2.0% American Indian, Asian, or Pacific Islander, and other races. While the total minority population made up 8.9% of the total Village population in 2010, there was still an 83% increase in minority population from 2000. This is similar to the experiences throughout Wisconsin, particularly with respect to Hispanic populations.

Income Levels

The median household income in DeForest, according to the American Community Survey in 2012, was \$69,898. This is 8.8% higher than the County median household income. 2012 estimates also put the Village's poverty rate at 2%, which is much lower than the County-wide rate of 12.3%. 4% of DeForest residents received assistance through FoodShare in 2012, again lower than rate of 7.8% for Dane County.

Education

The DeForest Area School District boasts statistics that speak to the quality of the education it provides, with a higher graduation rate (94.9%) than the State's (88%). The District's student/staff ratio is 9.3, which is slightly higher than the state average of 8.7. The District's per pupil total education cost (which includes instruction, administration, facilities, transportation, and pupil/staff services) was \$11,282 in FY 2012-2013. This is comparable with others school districts in the County, whose spending ranged from just over \$10,000 (Mt. Horeb) to over \$12,000 (Waunakee) per pupil.

Figure 2-5 shows statistics for educational attainment for Village residents over the age of 25. DeForest residents are well educated, with 92.1% of the population having completed high school or higher and 24.7% holding a bachelor's degree or higher.

Figure 2-5: Educational Attainment for Persons Aged 25+ years, 2010

Population 25 years and over	Village of DeForest (%)	Dane County (%)	State of Wisconsin (%)
Less than 9th Grade	1.4	2	3.5
9th - 12th Grade, No Diploma	3.6	3.3	6.4
High School Graduate	27.9	20.6	33.1
Some College, No Degree	21.7	18.9	21.3
Associate Degree	15.6	9.4	9.4
Bachelor's Degree	23	27	17.5
Graduate/Professional Degree	6.8	18.8	8.9

Sources: 2010 US Census; 2008-2012 American Community Survey 5-Year Estimates

PROJECTIONS

Population and Household Projections

Predicting future population growth is an inexact science. Actual future population growth will depend on market conditions, attitudes toward growth, and development regulations at the local, state, and national levels. Population projections are useful to project housing needs and land use demand to accommodate Village growth over the planning period.

Figure 2-6 shows a forecast for the future Village population and household increases generated by the Wisconsin Department of Administration in 2013. The Department's previous population estimate, as recorded in the 2006 DeForest *Comprehensive Plan*, was higher than the actual population by almost 300 people by 2010. Still, when projecting for the next 25 years, the Village believes the population projections generated by the Wisconsin Department of Administration may be lower than what the Village will actually experience.

Figure 2-6: Village Population and Household Projections, 2015-2040

	2010	2015	2020	2025	2030	2035	2040
Population	8,936	9,945	9,310	10,560	11,150	11,610	12,010
Households	3,400	3,607	3,900	4,181	4,455	4,682	4,873
Persons per Household	2.63	2.76	2.39	2.53	2.50	2.48	2.46

Source: Wisconsin Department of Administration, April 2014

CHAPTER 3: ECONOMIC DEVELOPMENT

LABOR FORCE AND EMPLOYMENT TRENDS AND FORECASTS

A community's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to the 2012 American Community Survey, the Village population of persons aged 16 and over was 5,284, with approximately 81 percent of those persons (5,108 people) engaged in the labor force. The Village labor force is predominately employed in management, professional, sales, and office occupations (see Figure 3-1), though much of that employment is not located in DeForest.

Figure 3-1: Occupation and Labor Force (DeForest's Population 16 and Over), 2012

Occupation	Number	Percent
Management, business, science, and arts occupations	1,659	32.5
Service occupations	729	14.3
Sales and office occupations	1,610	31.5
Natural resources, construction, and maintenance occupations	454	8.9
Production, transportation, and material moving occupations	656	12.8
<i>Source: 2012 American Community Survey</i>		

Private companies provided the majority of jobs for DeForest residents, as shown in Figure 3-2.

Figure 3-2: Class of Worker

Class of Workers	Number	Percent
Private Workers	2,884	74.6
Government	642	16.6
Self-employed in own un-incorporated business	91	2.4
Not-for-profit Workers	247	6.4
<i>Source: 2012 American Community Survey</i>		

Employment/Unemployment Levels

Within the Village's labor force, with the exception of 10 armed forces employees, only 183 of the remaining 6,486 workers in August 2013 claimed unemployment status (2.8%). This is a very low unemployment rate, particularly when compared to the County rate of 4.5%. The source is the U.S. Bureau of Labor Statistics.

Commuting Patterns

The average time DeForest residents spent getting to work was 22.6 minutes, suggesting that a substantial percentage of DeForest's labor force commutes into Madison for work each day. (It is about 25 minutes from Downtown DeForest to the State Capitol building.) Over 87% of commuters traveled alone to work, while 6.1% carpooled. Average commuting time dropped by 5 minutes between 2000 and 2010; this is likely indicative of both more local jobs and more jobs in the American Center and other northern parts of Madison.

ECONOMIC BASE ANALYSIS

The Village of DeForest has several large distribution and manufacturing facilities, but most area businesses have fewer than 25 employees. There are a number of industries clustered within the Village, including bio-agriculture, plastics, research, healthcare, metal manufacturing, and distribution. The top employers in the Village are shown in Figure 3-3.

Figure 3-3: Top Employers in DeForest, 2013

Company	Employee Range
American Girl	1000+
EVCO Plastics	250-499
DeForest Area School District	250-499
Ball Corporation	100-249
Clack Corporation	100-249
ABS Global	100-249
Sanimax	50-99
Neesvig's	50-99

Source: DeForest Chamber of Commerce and Department of Workforce Development, 2013

Figure 3-4 lists the top employers in Dane County. Each organization on this list employs more than 1000 people. Several of these have a significant presence in the DeForest area, including American Family, MATC, and American Girl.

Figure 3-4: Top Employers in Dane County, 2013

Establishment	Service or Product
University of Wisconsin - Madison	Colleges and universities
University of Wisconsin Hospitals	General medical and surgical hospitals
Epic Systems Corporation	Software publishers
American Family Mutual Insurance Co.	Direct property and casualty insurers
SSM Health Care of Wisconsin, Inc.	General medical and surgical hospitals
Madison Area Technical College	Junior colleges
Meriter Hospital	General medical and surgical hospitals
County of Dane	Executive and legislative offices, combined
William S. Middleton Memorial VA Hospital	General medical and surgical hospitals
American Girls Brand, LLC	Mail-order houses
<i>Source: WI DWD, Bureau of Workforce Training, OCEW, OEA special request, Sept. 2013</i>	

Key sectors of a regional economy can be identified by size, by growth or decline in employment, and by a concentration of the industry in the local area exceeding the national concentration. An industry that shows a higher concentration of employment than the national average is considered a “basic industry” and is identified by a technique called “Location Quotient” analysis. Basic industries are those sectors that export a product or service from the local community into the national or international economy. They are a critical part of the “economic engine” for a region, affecting the growth and health of many dependent sectors such as retail, transportation, construction, and local services. Top industry groups for the Madison Metropolitan Statistical Area (MSA) based on location quotients are in Figure 3-5. The Madison MSA includes Dane, Iowa, and Columbia counties. The MSA’s economic base was compared against the nation’s. A location quotient of 5, for instance, means that the industry in question is five times as concentrated in the area of analysis compared to the rest of the nation. The Madison MSA’s strongest industry, according to this standard, is Nonstore Retailers (NAICS 454), an industry that is 6 times stronger in the Madison MSA compared to the United States as a whole.

Figure 3-5: Top Industries by Location Quotient, Madison MSA, 2013

Industry	Location Quotient
Nonstore retailers	6.1
Animal production and aquaculture	2.22
Printing and related support activities	2.18
Machinery manufacturing	1.71
Private households	1.64
Membership associations and organizations	1.49
Food manufacturing	1.44
Furniture and related product manufacturing	1.4
<i>Source: Bureau of Labor Statistics 2013, WI Dept. of Public Instruction</i>	

Employment Projections

Forecasting employment growth for DeForest establishments alone can be difficult given the interrelationship with the larger Madison metropolitan area. Given the Village’s economic ties to the broader region, projections for Dane County and south central Wisconsin are reported. Figure 3-6 shows industry projections for south central Wisconsin from the Wisconsin Department of Workforce Development.

Figure 3-6: Projected Top Industries in South Central Wisconsin, 2020

Industry	New Jobs Added	% Increase from 2010
Natural Resources and Mining / Construction	4,279	27.25
Waste Management and Remediation Services	4,515	26.07
Professional, Scientific, and Technical Services	4,975	25.44
Accommodation and Food Services	7,960	21.85
Leisure and Hospitality	8,605	20.24
Health Care and Social Assistance	10,452	20.05
<i>Source: Wisconsin Department of Workforce Development, 2013</i>		

EXISTING INDUSTRIAL/BUSINESS PARKS AND SITE AVAILABILITY

The Village has a number of business and industrial parks within its limits, hosting a variety of businesses. These parks are described below.

DeForest Business Park & DeForest Business Park, Phase II

As a part of the Village's tax incremental finance district (TID #1), the Village developed a business park at the north end of the Village in 1995. The DeForest Business Park has been extremely successful in attracting manufacturing and distribution facilities including Firestone Building Products, American Girl, Inc., Metal Skills, Demco, Neesvigs, and the Ball Corporation. In 2010, the Village created a new Tax Incremental Financing district (TID #5) to spearhead business park expansion to the north of the current DeForest Business Park. The Village acquired 100 acres of land in this area for future resale for business park development. This area has been certified "shovel ready" by the State, meaning the site has the key reviews, documentations, and assessments most commonly required for industrial uses already done.

North Towne Corporate Park

North Towne Corporate Park is a private industrial park spanning the Village of DeForest and Town of Windsor. Due to its excellent access to transportation (junction of Interstate 90-94-39/ Highway 51 and Highway 19) and Foreign Trade Zone designations, it has been successful in attracting warehousing and distribution facilities. Major businesses include Walgreen's Distribution Center, Neesvig Purveyors, Inc., Coca Cola, Pepsi, Capitol Warehousing, and Bell Laboratories. The Corporate Park also includes 70+ acres near the interchanges of Highways 51 and 19 that is in a prime location for regional commercial development, and which already includes a bank and medical clinic. Sewer, water, and road infrastructure are installed throughout the North Towne Corporate Park.

North Towne Trails Commercial Park

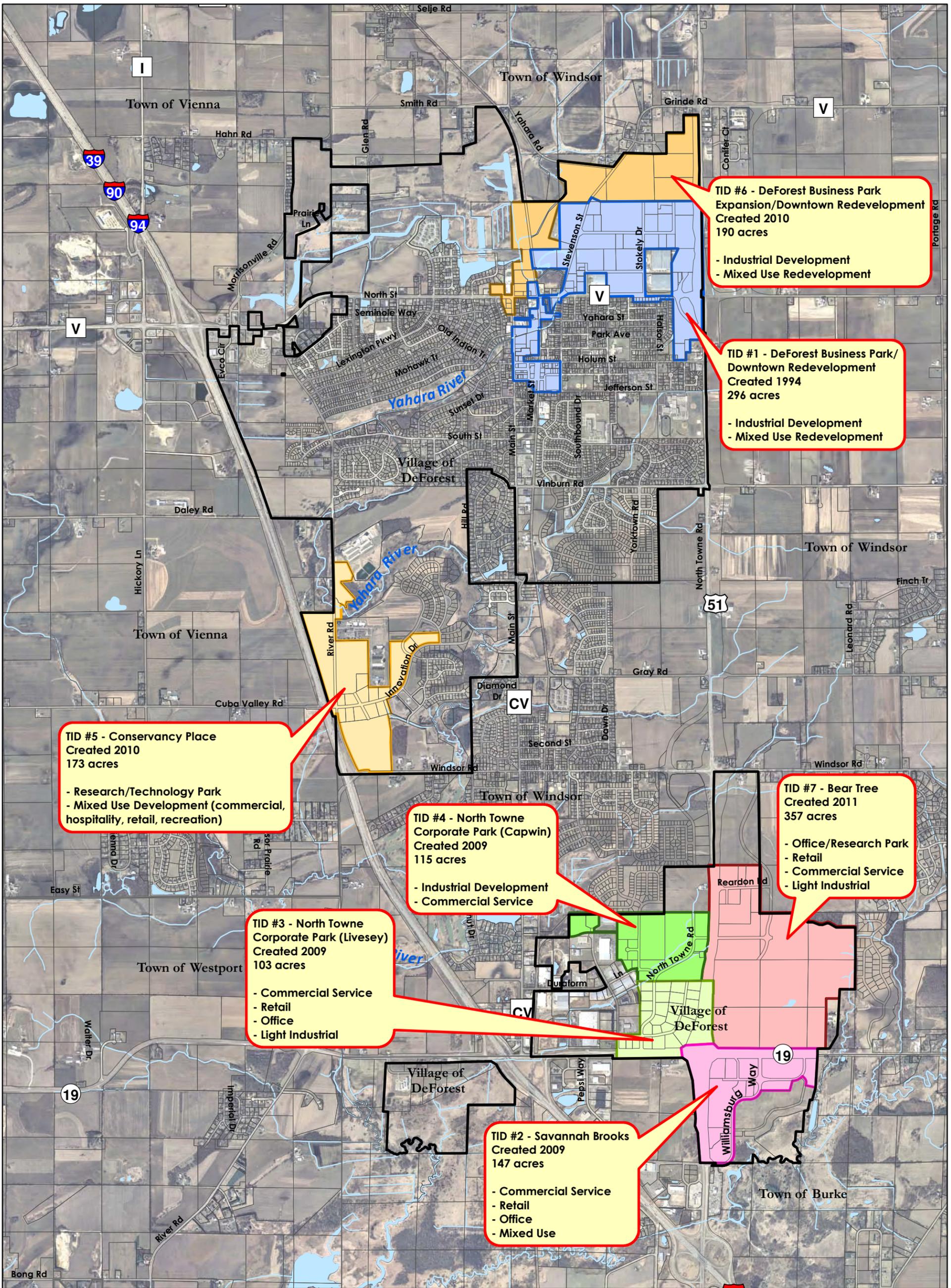
This office/research park was conceived in 2011; it is located just north of Highway 19 east of Highway 51. A tax increment district (TID #7) was created to encourage high quality growth, economic diversification, and redevelopment at this prominent location in the Village. Sites of various sizes are available for office, retail, restaurant, hotels, and other commercial services.

EVCO Business Park

The EVCO Business Park is home to EVCO Plastics, a worldwide producer of plastic injection molding, which started in the community in 1964. It is located southeast of the interchange of the Interstate and Highway V. The Business Park is home to the corporate headquarters with room for future expansions.

Innovation Springs Business Park

The Innovation Springs Business Park, on the Village's west side, is conceived as a mix of bio-based research, office, and support retail uses. The business park is a component of the broader mixed use Conservancy Place development, which includes high quality residential uses and natural resource preservation areas. The first phase of 20 acres is developed and ready for office and technology related businesses.



TID #5 - Conservancy Place
 Created 2010
 173 acres

- Research/Technology Park
- Mixed Use Development (commercial, hospitality, retail, recreation)

TID #4 - North Towne Corporate Park (Capwin)
 Created 2009
 115 acres

- Industrial Development
- Commercial Service

TID #3 - North Towne Corporate Park (Livesey)
 Created 2009
 103 acres

- Commercial Service
- Retail
- Office
- Light Industrial

TID #2 - Savannah Brooks
 Created 2009
 147 acres

- Commercial Service
- Retail
- Office
- Mixed Use

TID #7 - Bear Tree
 Created 2011
 357 acres

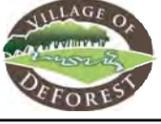
- Office/Research Park
- Retail
- Commercial Service
- Light Industrial

TID #6 - DeForest Business Park Expansion/Downtown Redevelopment
 Created 2010
 190 acres

- Industrial Development
- Mixed Use Redevelopment

TID #1 - DeForest Business Park/Downtown Redevelopment
 Created 1994
 296 acres

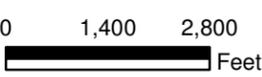
- Industrial Development
- Mixed Use Redevelopment



Comprehensive Plan

2-1

Tax Incremental Financing Districts



- TID #1
- TID #2
- TID #3
- TID #4
- TID #5
- TID #6
- TID #7

- Village of DeForest Corporate Limits (Jan 2014)
- Surface Water
- Parcels (2014)



November 20, 2014
 Sources: Dane County LIO, CARPC, MDRoffers, Ayres Associates, JJR, Verbicher, WI DNR, WI DOT, Vandewalle & Associates

Savannah Brooks

This land, at the southeast corner of the Highway 51/19 interchange, was opened for mixed use development in 2006, with commercial sites located closest to the two highways and planned residential development to their southeast. The Village created TID #2 for this area in 2009. Meriter placed a clinic in the area in 2010. Sewer, water, and road infrastructure are installed.

Union Conservancy Park

This area is southwest of the Interstate/Highway 19 interchange. It is already platted and zoned for development, and public infrastructure has been installed. The development includes the Wisconsin Laborer's District Council headquarters. Other lots are currently being marketed for highway-oriented commercial and office development.

TAX INCREMENTAL DISTRICTS

There are seven TIDs within Village limits, depicted on Map 2-1 and described as follows.

TID #1

TID #1 was initially created in 1994 for the purpose of promoting the orderly industrial and commercial development and redevelopment of the DeForest Business Park. The goals of TID #1 include:

- Creating new employment opportunities in the Village by promoting industrial development, commercial development, and downtown redevelopment.
- Providing essential infrastructure and create an environment to make the Village competitive as a location for industry.
- Continuing to revitalize the downtown to improve its appearance, attract new businesses, counter blight, and improve quality of life in the Village.
- Providing a central and convenient source of goods and services for area residents.

TID #2

TID #2 was created in 2009 for the purpose of promoting the orderly development of Savannah Brooks. The goals of TID #2 include:

- Encouraging types and quantities of non-residential development that are not presently in the Village, or are in short supply.
- Encouraging new uses that would serve retail, commercial, health care, and employment needs in DeForest without the need for travel outside the community.
- Implementing goals and directions within the Village's Comprehensive Plan, particularly as they relate to economic development and facilitating high-quality commercial uses matching the needs of DeForest residents.

- Drawing higher value commercial and office uses than the Village would otherwise be able to attract, such as restaurants, higher-end retailing, and health care related uses in quality developments. Emphasis will be given to encouraging new commercial enterprises that supplement, rather than directly compete, with businesses already located within the Downtown and other areas of the Village.
- Enhancing character and economic activity along the Highway 51/19 corridors.

TID #3

TID #3 was created in 2009 for the purpose of promoting the orderly development of the undeveloped commercial sections of the North Towne Corporate Park, immediately northwest of the Highway 51/19 interchange. The goals of TID #3 include:

- Encouraging types and quantities of non-residential development that are not presently in the Village, or are in short supply.
- Encouraging new uses that would serve retail, commercial, and employment needs in DeForest without the need for travel outside the community.
- Implementing goals and directions within the Village's Comprehensive Plan, particularly as they relate to economic development and facilitating high-quality commercial uses matching the needs of DeForest residents.
- Drawing higher value commercial and office uses than the Village would otherwise be able to attract, such as restaurants and higher-end retailing in quality developments. Emphasis will be given to encouraging new commercial enterprises that supplement, rather than directly compete, with businesses already located within the Downtown and other areas of the Village.
- Enhancing character and economic activity along the Highway 51/19 corridor.

TID #4

TID #4, directly north of TID #3, was also created in 2009 for the purpose of promoting the orderly development of the undeveloped industrial sections of the North Towne Corporate Park. The goals of TID #4 include:

- Encouraging types and qualities of non-residential development and the availability of improved industrial lots that do not presently exist in the Village, or are in short supply; and
- Promoting the development of clean industry, bio-based industry, and high-value transshipment uses to capitalize on DeForest's location in the region and the particular placement of this TID relative to major transportation facilities; and
- Implementing goals and directions within the Village's Comprehensive Plan and of the Dane County Regional Airport Foreign Trade Zone, particularly as they relate to economic development.

- Helping finance the infrastructure needed to serve anticipated industrial and supporting commercial development, in a location where purely private financing of infrastructure may not be feasible.
- Enhancing economic activity along the Highway 51/19 corridors, building on current and planned economic development activities outside of the TID. Encouraging new uses that would serve retail, commercial, and employment needs in DeForest without the need for travel outside the community.

TID #5

TID #5 was created in 2010 to promote the orderly development of commercial, office, and research uses in the Innovation Springs Section of Conservancy Place. The goals of the TID #5 include:

- Encouraging new uses that would serve research, technology, employment, and support commercial and recreational needs in DeForest without the need for travel outside the community.
- Implementing goals and directions within the Village's Comprehensive Plan, particularly as they relate to economic development and facilitating high-quality office and commercial uses matching the needs of DeForest residents.
- Drawing high value office, technology, and related uses that do not appear feasible for the area without public financial support.
- Improving regional transportation access to and through the TID area, while increasing traffic safety.
- Enhancing economic activity along the Interstate 39/90/94 corridor.

TID #6

TID #6 was created in 2010 to promote industrial development in Phase II of the DeForest Business Park. The goals of TID #6 include:

- Encouraging new uses that would serve employment and support commercial and recreational needs in DeForest, including the desire to create family-supporting jobs for area residents.
- Expanding upon the successful but "full" DeForest Business Park, within which the Village has no more lots for sale.
- Implementing the goals and objectives of the Downtown and Economic Development chapters of the Comprehensive Plan.
- Maximizing land values per acre by setting a minimum property value per acre threshold and enforcing high-quality building design standards.
- Promoting sustainable site and building designs and practices that promotes a desired "green" theme.

- Facilitating connections to existing bicycle trail network, creating a pedestrian-friendly environment, and facilitating joint recreational/economic development objectives for the area

TID #7

TID #7 was created in 2011 to promote the orderly development in the North Towne Trails development and adjacent developed and undeveloped lands. The goals of TID #7 include:

- Encouraging new uses that would serve corporate office, research and development, employment, and commercial and recreational needs in DeForest without the need for travel outside the community.
- Implementing goals and directions within the Comprehensive Plan, particularly as they relate to economic development and facilitating high-quality office, research, and commercial uses matching the needs of DeForest residents.
- Drawing high-value office, research and development, and related uses that are not feasible for the area without public financial support.
- Promoting sustainable site and building designs and practices to promote a desired “green” theme for the TID area.
- Promoting redevelopment and reinvestment in the Reardon Road area in a manner that enhances business prospects there and is compatible with the overall vision of the area per DeForest’s *Comprehensive Plan*.

BROWNFIELD DEVELOPMENT

The Wisconsin DNR’s Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or “brownfields,” in the state. The DNR defines brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

The sites represented on the DNR database in the planning area include areas contaminated through spills, leaking underground storage tanks and other contamination sources that require long-term monitoring of the soil and water. Specific locations, property ownership information, and status of remediation efforts for these sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

The Village has a history of successful site remediation and subsequent redevelopment. The only active brownfield remediation site is the former Town of Windsor dump, found just beyond the northern terminus of Main Street.

AGRICULTURAL DEVELOPMENT

The agricultural tradition of the DeForest-Windsor area has led to significant agricultural and bio- technology related development within and around the Village. Foremost, the area is home to many successful large-scale farming operations, which are critical to both the area's economy and character. In order to continue the success of this economic sector, it is necessary that large tracts of land are available to make agricultural practices feasible.

Additionally, ABS Global, a world-wide provider of bull semen, has its world headquarters in DeForest and has had several spin-off bio-technology companies as well. Expansion of companies producing and distributing bio-based products has also been important to the Village. The Village is well-positioned to continue this growth in bio-based businesses.

LOCAL ECONOMIC DEVELOPMENT EFFORTS

Recruitment and Retention

The Village is active in its pursuit and retention of businesses, utilizing state programs such as the Certified in Wisconsin program from the Wisconsin Economic Development Corporation (WEDC), which highlights and markets available and shovel-ready commercial sites to out-of-state businesses. There are unmet business needs in dining and retail for the area. The Village's location within the Madison MSA and along the interstate also means potential businesses can access 45,000 people within 10 minutes and 240,000 within 20 minutes. I-39/90/94 has a volume of nearly 60,000 vehicles per day while Highways 19 and 51 sees 20,000 vehicles per day. This makes DeForest's position a desirable one.

Chamber of Commerce

The DeForest Area Chamber of Commerce is an active association of individuals and businesses working toward furthering economic development in the region. Recently the Chamber has worked to create professional marketing materials for the DeForest-Windsor area, which are found later in this Chapter.

Tax Incremental Finance Districts (TID)

A funding mechanism available to municipalities, the Village has seven TIDs that are being used to drive the success of its business and industrial parks. See above and Map 2-1.

Chase Economic Development Loan Fund

Created with monies donated by Mr. Fred Chase, the funds in this account are targeted for redevelopment including commercial revitalization, commercial start-up or expansion, and "face-lifts" on buildings within the downtown district.

Community Development Block Grant Loan Fund (CDBG)

The Planning and Evaluation Unit of the Dane County Department of Human Services administers the County CDBG loan fund, which DeForest Area businesses have access to for job creation or expansion.

Dane County Economic Development and Commercial Revitalization Funds

The County has two revolving loan funds that have separate, on-going application cycles. The funds may be used to stimulate economic development and to provide loans for commercial revitalization.

Alliant Energy Economic Development Efforts

Alliant Energy's Economic Development staff provides a variety of technical and consulting services to economic and community development organizations, including: information resources, site and building evaluation, site location, marketing material development, community assessments, industrial marketing support, and workforce development assistance.

STATE AND FEDERAL ECONOMIC DEVELOPMENT PROGRAMS

Brownfield Program

The Wisconsin Economic Development Corporation's Brownfield Program provides grant funds to assist local governments, businesses and individuals with assessing and remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site. This program will help convert contaminated sites into productive properties that are attractive and ready for redevelopment.

Capital Catalyst Program

The Wisconsin Economic Development Corporation offers this program to provide seed grants typically ranging from \$50,000 to \$500,000 to approved organizations or communities that have existing seed funds in place or the ability to create such funds. These locally-managed funds may make grants, debt and/or investments in startups and early-stage and innovative small businesses that operate in their region. Loan repayments and returns on investment stay with the local partners to fund additional startups and create a supportive environment for entrepreneurs.

Foreign Trade Zone

Several parcels located within the Village are part of the Dane County Regional Airport Foreign Trade Zone. Foreign trade zones are areas around a port of entry where goods can be imported without going through formal customs procedures. Customs tariffs can also be deferred until the products are sold. In a foreign trade zone, imported components are not taxed until they are assembled into a product and the finished product is sold. The US Department of Commerce Foreign Trade Zones Board oversees the program. The US Customs office in Milwaukee audits imports.

Transportation Economic Assistance (TEA)

The goal of the TEA program is to attract and retain business firms in Wisconsin and thus create or retain jobs. The businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will materialize within three years from the date of the project agreement and remain after another four years.

U.S. Small Business Administration's Certified Development Company (504)

The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 loans can be used to fund land purchases and improvements, grading, street improvements, utilities, parking lots and landscaping, construction of new facilities, or modernizing, renovating or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community.

Other Wisconsin Economic Development Corporation Programs

The WEDC Wisconsin provides many programs to help communities spur local economic development. To help navigate the options, they also offer Community Account Managers (CAMs) to provide personalized support for the specific needs of communities, coordinating resources from various partner organizations.

State Infrastructure Bank (SIB) Program

WisDOT applied for federal seed money to create a revolving loan program. Communities can borrow the money to provide needed transportation infrastructure improvements to help preserve, promote and encourage economic development and/or promote transportation efficiency, safety and mobility. The Wisconsin SIB program is a revolving loan program providing capital for transportation projects from loan repayments and interest earned from funds remaining in the bank. SIBs can be used in conjunction with other programs to better facilitate the timing of economic development projects.

Freight Rail Infrastructure Improvement Program

The Freight Railroad Infrastructure Program, administered by WisDOT, provides loans to businesses and communities for the rehabilitation of rail lines, pursuit of economic development, establish industry connections to the national rail system.

ECONOMIC DEVELOPMENT ASSETS

DeForest's economic assets are defined in large part by its exceptional position within the region. Map 1-1 in the Chapter 1 of the Vision and Directions volume depicts the major influences on DeForest and its economy. The intersection of transportation access, metropolitan growth demand, and natural and farmland resources will be the major drivers of DeForest's economic health over the planning period.

Excellent access via Interstate 90/94/39, Highways 51, multiple major interchanges, and several state and county highways offers the Village opportunity for production for the Minneapolis, Chicago, and Milwaukee markets. The Village has industrial parks at both the north, south, and west ends of the Village. Current economic activities are geared towards production and distribution. In addition, recent economic development in the Village has capitalized on the link to the region's agricultural economy, through the promotion of bio-based products and technologies. The downtown area features a unique mix of retail and service oriented businesses geared toward the local community and tourism. Recent redevelopment has positioned the downtown to attract new businesses.

Figure 3-7 on the following page reflects a collaborative effort between the Village of DeForest and the towns of Windsor and Vienna. Representatives from each community met in 2010 and 2011 to discuss ways to attract and retain not only businesses but residents. The results yielded these suggested approaches to

reach target markets, and marketing materials that followed. These included marketing brochure, titled "Growing the Good Life," which showcases the infrastructure, businesses, amenities, and natural qualities that make the area good for business.

Figure 3-7: Suggested Approaches to Reach Target Markets, 2011



1 TARGETS AND CURRENT MINDSETS What do they think of the area now?	2 SALES CHANNELS / INFLUENCERS Who can help carry the message?	3 GAME CHANGERS What changes need to happen first?	4 COMMUNICATION TOOLS What marketing pieces do we need?	5 DESIRED MINDSETS What do we ultimately want them to think about the area, and what action do we want them to take?
COMMERCIAL RETAIL TARGETS: "I think more momentum is needed here before I would move my store here. There is a perception of this community being difficult to work with, and the downtown is fairly underdeveloped to draw small niche retail. The area might be good for small businesses oriented to local residents and commuters."	Existing businesses. Brokers need tools to educate realtors and provide with sales tools. State and national organizations. Economic Development Director, local chamber. Developers. WI Restaurant Association.	Mindset change to work with developers as partners. Water supply study. Advertise intergovernmental agreement and benefits. Address business uncertainty. Unify message. Need community signage.	Branding. Web site. E-mailable info. Print info for new businesses locating here. Web survey for small businesses. Interactive web map. Economic Development Expos, Public relations firm.	"I could get in on the ground floor here, be a partner in the area's growth. There are a lot of business niches yet to be filled here, and the area has a deceptively large population. I can still be near Madison with all it offers, but locate somewhere easier to work with. They welcome good development and want to be my partner."
HEALTHCARE TARGETS: "With the transportation improvements the area will have great access to a number of population centers. There is a growing population here and a friendly community. Seems kind of like Mayberry to me."	Developers, local physicians & other health care providers. Existing businesses / employers. Area residents who work in health care here or elsewhere. Association groups.	Closing deals on the new clinics will be catalytic. New clinics will broadcast positive image. Also need rehab center. Branding for health care niche. Get Highway 51 rebuilt.	Quality of life brochure. Population stats brochure. Wayfinding signs. Meetings and presentations with companies. Promote existing facilities.	"We can see both building a facility here and our employees living here. This is a great place to live, work, recreate. There is a good and growing mix of housing, including executive level housing. Superior regional location and a growing community make the area a superior location to provide our services."
EXISTING BUSINESS TARGETS: "We like our community and workforce here, and are willing to step up and engage to make something happen, but are not sure how. We've had intergovernmental conflict, which we need to get past with proactive leadership. We need some kind of positive image to build from."	Existing businesses themselves. Organizations like Chamber & School District. Thrive. Other community groups such as Lions, Rotary.	Education about opportunities for existing businesses, like incentives, grants, contacts, promotions. Give municipalities consistent talking points and set go-to person. Take a look at Sun Prairie & Waunakee approaches. Communicate benefits.	Face to face, networking. Chamber presentations. Targeted e-mail blasts. Web site. Branding and common themes in communications and visuals. Newspaper ads. Public relations campaign.	"The intergovernmental fighting is over! This area has a clear vision and tools for business growth. I am active and understand what needs to get done. I know there are good resources available and how to get them, so I can help my business and direct other businesses. My customers, suppliers and workers know how to find me. I'm staying to grow my business right here."
BIO-AG AND AG CLUSTER TARGETS: "I haven't heard much about this area, but know it is suburban with lots of rich farmland. A good location on the rural edge of Madison. Will have good access to both suppliers and regional markets."	Farmers. Ag business leaders and networks. Government. Existing area operations: University Farms, Pioneer Seed, Seminus, ABS. Trade shows.	Need to define bio/ag targets and go after them. Consensus needed. Procedure changes—get good information and timely approvals.	Local paper. Chamber. Agricultural trade publications and media. Word of mouth/networking. UW resources.	"I am the kind of business this community wants here, so I'm locating here. The area has thought about and knows how to make ag-business happen. The area has a prime combination of rich farmland, strong connections to world-class UW and bio/ag education, shovel-ready places for business growth, local understanding and leadership, and access to a plentiful, quality workforce."
FAMILIES/HOUSING BUYERS: "This place seems like Mayberry. As a young person just starting out, it's appealing and safe—a nice commuter place to live. When I start a family, it might be a good place to grow. There are no clear focal points, entryways, or identity for the community. There should be more festivals and shopping opportunities."	Realtors. Developers. Builders. Lenders. Major employers. Current residents. Apartment owners. School District. Chamber.	Improve downtown. Highway 51 connections and improvements. Trails and amenities built. Lake Windsor Country Club golf upgrade. Farmland/natural preservation to guarantee future character. New community park. Communicate area benefits.	Parade of Homes sites. Virtual tour home search for realtors. Slogan, image. Community directional and entryways signage. Ads in paper.	"There is a wide variety of housing and neighborhood options here, from rural homes to walkable, mixed-use neighborhoods—all in quiet, comfortable places. It has great green spaces that make it really livable, like the Yahara River, Token Creek, farmland, and great trails and parks. It has super schools. I'd moving here/staying here. It feels like part of the greater Madison area, but also apart from Madison; comparing favorably to other communities like Waunakee, Sun Prairie and Westport."
QUALITY WORKFORCE: "This is not a population center, no shopping, and I haven't heard much about the area. I see it is conveniently close to Madison and might be an affordable place to live. Looks close to nature and recreation."	Realtors. Developers, Businesses. School District. Residents. Chamber.	Improve downtown. Better area coordination. More interconnected bike path system. Regional educational linkages. Change state of Wisconsin to be more business-friendly. Take look at Waunakee/Sun Prairie success.	Quality of life brochure. Inter-linked websites of different local governments and organizations. Community directional and entryways signage.	"There are good reasons to work and live here, and a well-managed School District. This is the kind of community that, if you grew up here, you'd come back here to stay or work. The area has a growing supply of continuing education opportunities. The businesses pay good salaries and provide a quality working environment in a clean, accessible business district."

Results of DeForest-Windsor-Vienna Area Joint Marketing & Communications Workshops: Revised January 2011.

CHAPTER 4: DOWNTOWN

This chapter provides background information and analysis for the downtown plan, as presented in Chapter 4 of the Vision and Directions volume. The information is adapted from the Village's 2009 Downtown Concept Plan and Implementation Strategy.

DOWNTOWN OPPORTUNITIES BASED ON REGIONAL POSITION

To begin to identify opportunities and strategies for the downtown, it is useful to take a step back and examine the regional context. Ultimately, the regional context of the Village strongly shapes what is possible, and what will be successful in the downtown.

Location Within the Metro Area Shapes Opportunities and Challenges

The Village's place in the Greater Madison Metropolitan area brings opportunities that come with growth. These include building and enhancing "north metro community" relationships, often through intergovernmental agreements with neighboring communities.

Many Transportation Assets

The Village has outstanding transportation access that not only makes it an attractive home to commuters to live, but also convenient accessibility and operations for workforce from outside the Village and for new businesses to locate.

World Class Farmland Can Help Create Identity and Activity

The high-quality farmland surrounding the Village is both a "quality of life" and an economic asset. As the bioeconomy initiative is gaining momentum statewide, within Dane County and the Madison Metro area, the Village is at a geographic and knowledge-based hub of this economy. The Village has an opportunity to capitalize on its agricultural heritage and proximity to agricultural land and inputs by encouraging companies in research and product development.

The Village is Part of the Northeast Regional Employment Center

The Village is located within a portion of the metro employment area that is recognized for its accessibility, receptiveness to new business, and growth potential. Examples of major northeast metro employment centers outside of DeForest include the American Center and Sun Prairie Business Park.

The Village Can Better Celebrate Regional Recreational Resources

The Yahara River system unites the north and south portions of the Village of DeForest, as well as connects to Madison and the region's chain of lakes. The Yahara runs through the heart of the Village's downtown. Some key opportunities that relate specifically to the downtown include:

- Creating opportunity for creating and enhancing land and water trails in and to the downtown area
- Generally enhanced trail connections between the River, schools, and library

- Land and water trailhead opportunities with launches, signage, informational kiosks, rest areas, parking and other amenities
- Enhancements to Veterans Park, including adding land and water trailheads and interpretive signs
- Redevelopment and repurposing of Fireman’s Park to serve as a community festival park, coupled with providing a community park focused on athletic fields elsewhere

Downtown DeForest Should “Serve Residents First”

By offering the range of services, shopping, dining, gathering places, and entertainment venues that residents seek on a regular basis, Downtown DeForest can more effectively serve Village residents. Residents will benefit from the convenience of having more of what they need and desire nearby, increasing a sense of community and reducing driving time and trips to other communities to fulfill their needs. Encouraging the types of businesses and activities that serve residents also re-circulates more spending within the Village. As a positive side effect, achieving a critical mass of businesses that support residents can also provide a draw for visitors and spawn businesses that will also attract tourists.

The Village Can Better Serve Consumer Markets from Surrounding Communities

As the northern gateway to Dane County, the Village has the opportunity to pull customers from rural areas, or communities outside of Dane County. Its good location and easy access provide this opportunity. Unique niche specialties in the Village would provide an even greater pull. Residents within 15-20 miles—particularly from the north—could travel to DeForest for goods and services instead of to Waunakee, Sun Prairie or Madison.

“Downtown DeForest” Can Be Marketed as a Destination

The downtown could be enhanced as a critical center-point for the Village – economically, socially, and culturally. Given recent redevelopment success and the public and private investment directed to the downtown in the last decade, the Village should continue to direct its efforts to achieve a more vibrant and active downtown.

DEMOGRAPHIC ANALYSIS

Pedestrian Area Analysis (½ mile radius)

- **Age.** Almost 30 percent of the population in the Pedestrian Area is younger than 18. As this large group is mainly dependent upon adults for transportation, the Village’s downtown could provide youth- and family-oriented destinations within walking or biking distance. Additionally, about one-fifth of the population in this area is considered “middle-aged” (35 to 45 years old). It is likely that these adults are parents as related children are present in three-quarters of households. Nearly eight percent of the population is 65 or older, the lowest percentage of all three comparison Areas.
- **Income.** The estimated median household income in 2006 was \$71,103, with 66 percent of household earning between \$50,000 and \$149,999 per year. After taxes, households in this area had a median disposable income of \$51,465. These figures indicate that this area’s earnings are slightly below the Village as a whole.

- **Education.** According to the U.S. Census Bureau, almost one-third of the population age 25 and older had attained a high school level education and nearly 20 percent of the same population had earned a bachelor's degree.

Village Area Analysis (5 mile radius)

- **Age.** Age distribution in the Village Area is similar to that of the Pedestrian Area, with nearly 30 percent of the population in the Village Area younger than 18 years old. Similarly, this suggests opportunities for youth- and family-oriented activities. Additionally, about 17 percent of the population in this Area is considered "middle-aged" (35 to 45 years old). Married-couple families are the predominant household type.
- **Income.** The estimated median household income in 2006 was \$74,069, with over 66 percent of household earning between \$50,000 and \$149,999 per year. After taxes, households in this area have a median disposable income of \$52,744. Both the median household income and median disposable income are slightly higher than that of the Pedestrian and Regional Areas suggesting significant spending power.
- **Education.** Similar to that of the Pedestrian Area, almost one-third of the population age 25 and older had attained a high school level education and over 20 percent of the same population had earned a bachelor's degree.

Regional Area Analysis (15 miles radius)

- **Age.** Age distribution in the Regional Area is slightly different than that of the Pedestrian and Village Areas. Nearly one fifth of the population in the Regional Area is younger than 18. Additionally, the 18 to 24 age group constitutes a significant percentage of the total population as a result of the large UW-Madison and MATC student body. This percentage is twice as large as the same age group in the Pedestrian and Village Areas. About 15 percent of the population in this area is considered "middle-aged" (35 to 45 years old), which is slightly lower than the other Areas.
- **Income.** The estimated median household income in 2006 was \$56,491, with almost half of household in the area earning between \$50,000 and \$149,999 per year. After taxes, households in this area had a median disposable income of \$40,784. Both the median household income and median disposable income are considerably lower than that of the Pedestrian and Village Areas.
- **Education.** According to the U.S. Census Bureau, about 22 percent of the population age 25 and older had attained a high school level education and over 24 percent of the same population had earned a bachelor's degree. These figures indicate that higher education attainment in the Regional Area is slightly higher than that of the Pedestrian and Village Areas.

CENTRAL AREA GEOGRAPHIC SECTORS

Commercial development in the central portion of the Village can be categorized into three geographic areas with distinct land uses and building form – North/Main Street Crossroads, South Main Street Commercial, and Historic Downtown.

North/Main Street Crossroads

This gateway commercial area, near the intersection of North Street and Main Street, offers infill and redevelopment opportunities. Existing commercial uses include a small grocery store, car wash, liquor store, bank, and two strip retail centers. EVCO also has a substantial industrial presence. All of these uses are designed for automobile access. Buildings are located away from the streets with parking in front. Sidewalk connections are limited and each business has its own parking lot.

Feasible future uses in this could include community and senior center expansion, office, drug store, neighborhood retail and services, another bank, restaurants, day care, family activity centers, or indoor recreation. As sites redevelop, site design should be more integrated to provide opportunities to share parking and roadway access. Buildings should be oriented toward Village streets with pedestrian connections to sidewalks. Off-street parking lots should be located to the side of or behind buildings wherever practical.

South Main Street Commercial Area

A large commercial district currently exists south of downtown in the Main/South/Vinburn intersection area. This auto-oriented district is comprised of two retail strip malls containing uses such as banks, grocery store, video store, coffee shop, dry cleaner, fast food restaurants, drug store and hardware store. This area is popular with patrons and serves both the Village and surrounding area. These uses should generally not be duplicated in the historic downtown area to the north.

Historic Downtown

Future uses in the historic downtown area, centered on the Main/Holum intersection, should be unique to the Village and build upon regional opportunities. Niche retail uses such as gift shops, hobby shops, bookstore, children's boutique, galleries, and artisan shops may be the focus here. These uses help define the downtown and Village identity, and fit well into a dense urban building form. Other uses that could concentrate in the historic downtown area include local services, food and entertainment, civic uses, urban housing, public spaces, indoor recreation and a potential transit stop.

POTENTIAL THEMES

Three strong "themes" in potential new uses may help cast to create a unique identity and niche for the Village and its central area, particular its Historic Downtown and North/Main Street Crossroads.

Agriculture and Food

The Village's agricultural context and some of the needs identified suggest that food could be a focus in the Downtown. Examples include specialty shops – a deli, butcher, popcorn, bakery, ice-cream; a "Blue Ribbon Steakhouse" drawing on the presence of ABS in the Village; a country-western bar; a farmers market and restaurants that promote locally grown foods –bolstering the surrounding area's agricultural economy.

Youth

The demographics in the Village support new development that is kid-focused and friendly. These may include new day care, year-round activity centers and activities, family restaurants (pizza parlor, diner), or an ice cream/soda fountain catering to pre-and post-high school athletic events and after-school.

Recreation

The Village's river and trails and access to the countryside suggest opportunities to create a recreational focus. The Village can serve as a trailhead to the River and the countryside – bicycle rental and supply stores to access area trails and roads; a paddling shop with canoe/kayak rental; and other active sporting goods.

DOWNTOWN AREA LAND USE OPPORTUNITIES

The following suggests categories of uses that may be feasible in the Historic Downtown and North/Main Street Crossroads areas.

Downtown Residential

- Central location for residents
- Adjacent to existing services
- Accommodate all markets within the downtown (young professionals, seniors & aging baby-boomers, Madison transplants)

Entertainment/Retail

- Capitalize on downtown character as asset
- Activities that complement existing retail and service businesses
- New businesses that capitalize on surrounding agriculture and recreation along Yahara River
- Higher density of agglomerated niche businesses to create a tourism destination
- Unique specialty retail and entertainment – draws patrons from surrounding communities
- Four-season activities (e.g., indoor recreation)
- Accommodate all markets and serve Village residents (families with young children and/or teens, students in close walking distance to the middle school and high school, singles and empty-nesters, seniors)

Employment – Knowledge Worker (Secondary Impact)

- Office space in second stories of new and existing buildings

- New start-up businesses in downtown
- Live-work opportunities, particularly in the Commerce Street area

Summary of Promising Future Uses for DeForest's Downtown

- Restaurant (family-friendly, supper club, diner, fish-fry, pizza, brewpub, banquet room, ethnic)
- Specialty food service (Ice-cream, dessert, deli, butcher)
- Hobby-oriented stores (crafts, electronics, yarn/fabric, scrapbooking)
- Office supplies, Bookstore, Music
- Niche shopping (galleries, jewelry, household specialty items)
- Sports and recreation shopping (bikes, paddling)
- Recreational activities (indoor sports, dance)
- Markets, shows, festivals (farmers market, flea market, kid friendly-festivals)
- Entertainment (neighborhood pub, places to listen to music)
- Services (IT, computer repair, photography, health related, barber)

CHAPTER 5: NATURAL, AGRICULTURAL, AND CULTURAL RESOURCES

In 2012, the Capital Area Regional Planning Commission released its Northern Yahara Future Urban Development Area (FUDA) study. This study included an Environmental Conditions Report (ECR), which is a detailed investigation of the physical and natural characteristics of the region. To both serve this Comprehensive Plan and meet statutory requirements, this Chapter references maps and data found in the [Environmental Conditions Report](#).

NATURAL RESOURCES INVENTORY AND ANALYSIS

Physiography and Topography

The physiography and topography of DeForest is characteristic of the rolling moraine terrain in the central portion of Dane County east of the “driftless” (unglaciated) area. DeForest is located in the Yahara River Basin, a ground moraine area consisting of relatively flat or undulating glacial deposits, including many wetland areas formed by the glaciers from 10,000 to 20,000 years ago. Topographic relief ranges from about 1,030 feet above sea level near Campbell Hill Park to 860 feet above sea level adjacent to Token Creek. The Village lies within the Upper Yahara portion of the Yahara River Basin and the Token Creek basin. The Yahara River and Token Creek provide the predominant surface drainage within the watershed. Both of these are regionally important watersheds.

Geology

The surface geology in the Village consists primarily of moraine deposits from the most recent glaciation. The northwest portion of DeForest contains organic deposits, such as peat and muck, in combination with alluvium and colluvium material over sand and gravel. These materials were deposited by glacial meltwater. Three drumlins (elongated hills) are located on the Village’s west side. The subsurface geology consists of Cambrian sandstones deposited 400 to 600 million years ago. Most of the Village consists of Franconia, Galesville and Eau Claire formations, which are mainly fine to medium grained sandstones. These sandstones may extend up to 350 feet and are a significant source of groundwater for the Village water supply. (See Northern Yahara FUDA ECR, Map 7: Depth to Bedrock)

Metallic and Non-Metallic Resources

There are no mining facilities within the Village; however, there are mining facilities in the Village’s extraterritorial jurisdiction with the Town of Vienna and the Town of Windsor. These areas contain sandy deposits that are ideal for extraction sites. (See Northern Yahara FUDA ECR, Map 3: Mineral Resources)

Soils

The soils underlying the Village consist primarily of silt loams, including Plano, Ringwood, Otter, Virgil, St. Charles, Batavia, Dodge, McHenry, Hixton, Elburn and Pecatonica. These soils are generally suited for development and have 2% to 12% slopes. Kidder loam soils are found in very limited steep slope areas. These slopes range between 10% and 35% and pose severe limitations to development.

Soils within the floodplain of the Yahara River and Token Creek include Otter silt loam, Houghton muck and Wacousta silty clay loam. These soil types have very severe limitations to development due to high compressibility, very low bearing capacity, seasonal high water table and occasional flooding. In the Token Creek floodplain, soils are generally unsuitable for development due to high water tables and hydric conditions. Development is generally prohibited in these areas. (See USDA's [Web Soil Survey](#))

Groundwater

Groundwater resources are plentiful in the planning area at both shallow and deep levels. Water supplies are drawn from both the upper sandstone and unconsolidated aquifers, which provide water for shallow domestic wells in rural areas, and the deep sandstone (Mt. Simon) aquifer, which is a higher-quality source of water for nearly all of DeForest's municipal wells.

Groundwater is generally of good quality. However, there are known water quality problems in some areas due to the impacts of certain land use activities. In rural areas, nitrate-nitrogen is the most common and widespread groundwater contaminant. Nitrate-nitrogen is highly soluble in water and is not appreciably absorbed in the soil; thus it can seep readily through the soil and into the groundwater. Potential sources of nitrate pollution include on-site wastewater systems, animal feedlots, livestock waste applications and facilities, sludge and septic application, lawn and agricultural fertilizers, silage juice and decaying plant debris.

There are several areas within the Village that function as important locations for groundwater recharge. One important example is the eastern portion of the DeForest South Area, which provides the important function of infiltration to the Token Creek. (See Northern Yahara FUDA ECR, Map 9: Groundwater Recharge, Map 6: Depth to Water Table)

Environmental Corridors

Environmental corridors are continuous systems of open space that include environmentally sensitive lands requiring protection from disturbance and development. Environmental corridors in the DeForest area include wetlands, floodplains, drainageways, parks, wooded steep slopes, and proposed parks and greenways. Development is generally prohibited in environmental corridors, due to State and Federal regulations on development in wetland and floodplain areas, and Village policy. (See Northern Yahara FUDA ECR, Map 42: Natural Resource Composite Map)

Surface Water

The Yahara River, the Village's predominant surface water feature, links the southern and northern portions of the Village. The river flows through the Village from the north to the southwest, and has a relatively low gradient of 4.4 feet/mile. The Upper Yahara River and its upper watershed areas (including the headwaters in Columbia County and its tributaries) is one of the Wisconsin DNR's Land Legacy Study priority areas. The water quality of the Upper Yahara River is good relative to other monitored streams in Dane County. Portions of the Upper Yahara include cool to cold water trout fisheries. The river corridor through the Village south to Windsor Road includes floodplains and wetlands, some of which are high-quality sedge meadows with rare plant species.

With the southern expansion of the Village, the Village's planning area now includes the Token Creek. The Token Creek has been subjected to a concerted restoration effort in recent years, spearheaded by the non-profit Token Creek Watershed Association.

The Village considers the Yahara River, Token Creek, and their associated watersheds to be invaluable and irreplaceable resources. The Village takes its role as steward of these resources very seriously and intends to ensure that sensitive surface waters, wetlands, and groundwater resources within these watershed areas are maintained and enhanced. (See the [Surface Water Data Viewer](#) from the Wisconsin DNR)

Wetlands

According to a 2000 Land Use Inventory conducted by the Dane County Land Conservation Department, there are 257 acres of wetland . All the significant wetlands located in the DeForest area are associated with floodplains. Wetlands are found in the northwest, central and southwest parts of DeForest along the Yahara River. Many of the wetlands in the surrounding area have been drained through the use of drainage ditches for agricultural practices. (See Northern Yahara FUDA ECR, Map 12: Wetland Groups and Map 14: Internally Drained Areas)

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These general floodplain delineations represent the areas potentially subject to the 100-year flood event adjacent to navigable waters. All areas of the Village subject to flooding are not necessarily reflected in mapped floodplains. Development is strongly discouraged in flood plains, to avoid both on-site and up- and downstream property damage. FEMA and Dane County floodplain maps should be referenced for official delineation and elevations of floodplain boundaries. 2014-updated, detailed floodplain maps are available by contacting the Village Planning and Zoning Administrator.

OTHER NATURAL FEATURES

Woodlands

Small wooded areas are scattered throughout the Village and the surrounding area. There are several woodlots located in the Conservancy Place development area (east of River Road), in the Village and in the Town of Windsor east of Highway 51, around Cherokee Marsh, and in the Town of Vienna west of Highway I. (See Northern Yahara FUDA ECR, Map 4: Steep Slopes and Wetlands)

Steep Slopes

There are a few, minor areas of steep slopes (over 12 percent slope) in the Village and surrounding area. Many of these are glacial drumlins, located in the west side and further west (in the Town of Vienna and Burke) of the Village corporate boundaries. Areas of steep slopes should be considered and avoided when siting utilities and roads, and help to inform the type of development that is appropriate. (See Northern Yahara FUDA ECR, Map 4: Steep Slopes and Wetlands)

Rare Species Occurrence and Wildlife Habitat

There are several species or ecological communities that are sensitive or of special concern that are found in DeForest's planning area, either in the Village or the surrounding towns. These include one bird, four species of invertebrate, five types of plants, five types of ecological communities. For most of these, locations are considered to be sensitive, and therefore the locations cannot be disclosed at a detailed level. The Endangered Resources Planning and Protection Specialist at the WisDNR can provide further information. (See Northern Yahara FUDA ECR, Map 35: Endangered Resources)

Vegetation

Historic vegetation includes prairie, oak savanna, and sedge meadows. Many fragments of these vegetation types remain within developed portions of the Village. Larger expanses remain in publicly owned lands near Cherokee Marsh and Token Creek. (See Northern Yahara FUDA ECR, Map 36: Prairie, Savanna and Grasslands)

PROTECTED AND NATURAL RESOURCE STUDY AREAS

Token Creek County Park

Token Creek Park is owned and operated by the Dane County Parks Department. The 427-acre park is located south of STH 19 beyond the southern edge of the Village. The park features a sedge-meadow trail. This is a popular location for large group gatherings. The park also offers several recreational amenities including walking and equestrian trails, disc-golf, fishing access, a dog exercise area, and a campground.

Cherokee Marsh

The largest wetland in Dane County, Cherokee Marsh consists of over 4,000 acres of protected wetlands, fen and cattail marsh, woodlands, fields, prairie, glacial drumlins, kettle lakes, oak savannah, and a section of the Yahara River. The central wetland area was created by glacial Lake Mendota. The park is managed by the City of Madison. Cherokee Marsh is located southwest of the Interstate and south of Highway 19.

Arlington Prairie

The Wisconsin DNR's Land Legacy Study and the Nature Conservancy in its study of the Prairie-Forest Border Ecoregion have identified the Arlington Prairie Landscape as ecologically significant. It includes the lands immediately north, northwest, and west of DeForest and extends north into Columbia County. This former deep soil prairie is predominantly farmland; however scattered prairie remnants and prairie pothole remnants remain. Grassland restoration is a priority for this area, and could provide significant area-sensitive grassland bird habitat as well as promoting greater groundwater infiltration and water quality.

AGRICULTURAL RESOURCES

Agriculture continues to play a role in shaping the character and history of the DeForest area. Large tracts of land must be maintained and that conflicts between agriculture and other land uses are minimized. To accomplish this, cooperation between the Village and neighboring towns is paramount to guide land use decisions that provide opportunities for economic growth, while preserving a character and way of life that defines the region.

Map 56: Land Evaluation Classification, from the FUDA ECR, illustrates the abundance of high-quality agricultural soils in and around the Village of DeForest—some of the highest quality agricultural soils in the country. These lands include cultivated land, woodlands, and land used for resource extraction. Generally parcel sizes are a minimum of 40 acres, except for isolated rural lots that have been divided from farmlands for family residence construction. These high quality agricultural soils should be one key factor for determining areas planned for long-term agricultural and rural preservation.

Throughout Dane County, the number of farms (both dairy and non-dairy), land converted out of agricultural uses, and premiums on land value for non-agricultural uses are indicative of escalating pressure on agricultural lands that can result in the transformation of a rural to a developed landscape. These trends hold in both

the Towns of Vienna and Windsor. Despite the push for agricultural land to be converted to other types of land uses, farming and agriculture remain an important component of the livelihood and economy in the DeForest area. Through its intergovernmental agreement and zoning relationships, the Village has supported long-term farmland preservation in the DeForest area.

HISTORIC RESOURCES

The original plat of the Village, now considered the downtown, is the area bounded by and adjacent to Commerce Street, Main Street, Holum Street and Market Street. Major redevelopment in this area occurred from 1999 to 2002. Most of the original structures in the inner block were demolished, leaving three buildings along Commerce Street and the former WP&L Building. Some of the more notable buildings in the outer rim remain, including the Andrew Molstad House (1880), the Fred Boehm House (1910), and the Oswald Boehm House (1910). There is a mixture of architectural styles represented in the historic downtown. As part of the redevelopment, the Lyster House (1906) was relocated to a site adjacent to the train depot in order to preserve it. The structure now houses the DeForest Area Chamber of Commerce offices. Adjacent to the downtown, Market Street maintains several historic structures.

The Village has no structures listed on the State and National Register of Historic Places. The Village does have a collection of historic or architecturally significant buildings and sites. The State Historical Society's Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state—such as round barns, cast iron bridges, commercial buildings, schoolhouses, and turn-of-the-century homes—that create Wisconsin's distinct cultural landscape. The AHI includes 21 documented properties, including the Dahl house, the Hansen house, the DeForest Junior High School, the Anton Meland Building, the Depot, the DeForest Hotel (north of Rude's Lanes), the remodeled iron worker's house on Main Street, and the house just west of the railroad tracks on Holum Street.

ARCHEOLOGICAL RESOURCES

According to the State Historical Society and local sources, there were 39 known archaeological sites in DeForest's planning area as of September 2005. These sites include cemeteries (including unmarked graves, mounds, and effigy mounds), campsites and village communities, and cabin/homestead sites. Since only a small portion of the community has been surveyed, this does not include all of the sites that might be present in the Village.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land, and may not be viewed by the general public. Dane County ordinances require a 25-foot setback from Native American burial mounds.

CHAPTER 6: HOUSING & NEIGHBORHOODS

This chapter serves to provide background information and an analysis of the Village's housing stock. Together with the Town of Windsor, the Village regularly updates a housing analysis to stay on top of trends in the residential real estate market. Those results are included in this chapter as well.

2014 HOUSING ANALYSIS SUMMARY

1. The housing crisis that began in the late 2000s is over. The Dane County housing market continues to recover, as indicated by sales rates, rising home prices, fewer foreclosures, and very low rental vacancy rates
2. Dane County is in a “sellers’ market” once again. Sales are at high rates historically, and there is less than four months of inventory available. New subdivision activity is occurring for the first time in several years, particularly in the highest-value communities. The condominium market has been very slow to recover, particularly in suburban areas.
3. Builders have been responding to low rental housing vacancy rates through a number of large apartment projects. Most of these are focused in downtown Madison; along corridors such as University Avenue and East Washington Avenue; and in communities like Fitchburg and Verona. Many attribute the quantity and location of new multiple family rental housing to the effect of the dramatic growth of Epic Systems in Verona.
4. Sale prices of existing homes in the DeForest-Windsor area remain low compared to peer communities, but are similar to Sun Prairie home sales prices. Sales activity in the DeForest-Windsor area is rapidly increasing. This is indicative of the large stock of affordable single family housing in the DeForest-Windsor area.
5. Like its peer communities, the available inventory of single family homes for sale in the DeForest-Windsor area is quite low—only a four month supply. This supply shortage has yet to significantly increase home sale prices.
6. DeForest-Windsor continues to have a sizable inventory of approved and recorded lots for single family houses which have not yet been built upon. However, of that inventory, the number of lots actually on the market and available for sale is substantially smaller. Slow increases in vacant lot prices in the area may increase the supply of lots on the market, as may the continued release of existing foreclosed developments from bank hands.
7. The number of “for sale” lots in DeForest-Windsor is somewhat less than in Sun Prairie and Waunakee, where the supply has significantly increased in the past two years. The DeForest-Windsor area would benefit from more choice among neighborhoods in terms of single family lots actually on the market.
8. The asking prices of vacant single family lots in DeForest-Windsor are slightly higher than in Sun Prairie, but appreciably lower than in Waunakee. The differences in average lot sizes in the different communities appear to be one, but not the only, factor explaining this difference. Long-standing perceptions from consumers and the real estate market are likely another factor, as are 100+ year old migration trends and regional geographic and development factors (e.g., airport location).

9. DeForest and Windsor subdivisions with available vacant single family lots seem to have a reasonable range of lot sizes—averaging from about 1/5 to 1/3 acre in DeForest and from 1/4 to 1/2 acre in Windsor. Lot sizes in Sun Prairie are generally smaller and in Waunakee often larger. Nearly all approved DeForest-Windsor subdivisions have lots in the 1/3 acre range, at least on paper. The size of the market for such larger lots in the DeForest-Windsor area is unclear. Regionally, there is a trend towards smaller lots, even for larger homes. Larger lots are not a sure recipe for larger homes.
10. Approved neighborhoods in DeForest and Windsor offer a similar range of amenities compared to neighborhoods in Waunakee and Sun Prairie, and may as a whole offer better access to natural amenities like rivers and creeks. With recent marketing efforts and the Parade of Homes in Conservancy Place, the DeForest-Windsor community has begun to do a better job in promoting these assets in the broader Madison area market.
11. More stringent private covenants and planned unit development regulatory documents that have been applied to recent subdivisions in the DeForest-Windsor area positively impact future home values. Windsor's Design Review for Single- and Two-Family Dwelling ordinance is an example of such a regulatory document used to enhance future home values. Some of these standards require custom materials, establish architectural requirements, and set minimum house sizes. As an example, new home + lot values in the Conservancy Place neighborhood are typically between \$350,000 and \$400,000.

HOUSEHOLD CHARACTERISTICS & TRENDS

According to the 2010 Census, there were 3,400 total households in the Village. The average household size was 2.63. See Figure 6-1.

Figure 6-1: Households by Type, 2010

	Village of DeForest	Change from 2000 (%)	Dane County	Change from 2000 (%)
Total # Households	3,400	27.1	203,750	17.4
Family Households (%)	71.9	22.2	57.3	15.8
w/ own children <18 (%)	40.0	13.2	27.0	9.3
Married-couple family (%)	56.1	16.2	45.1	12.6
w/ own children <18 (%)	29.0	5.9	19.3	3.5
Female Household (%)	11.0	42.2	8.6	26.8
w/ own children <18 (%)	7.7	32.2	5.6	22.8
Non-family Households (%)	28.1	41.5	42.7	19.8
Householder alone (%)	21.6	42.0	30.5	21.9
Householder 65+ (%)	5.9	4.2	5.7	-4.8

Source: US Census Bureau, Census 2010

Tenure

The majority of the Village's housing is owner-occupied single-family residences; however, a mixture of different types of housing options is available. Homeownership in 2010 was estimated at 72%. The rates of home-ownership in the Village exceed those of Dane County, where owner-occupied housing accounts for 60% of units. The Dane County figures are due in large part to the high number of student households elsewhere. Homeownership has been steady over the decade from 2000 to 2010. The ownership percentage for the Village is comparable to communities of similar size including Oregon, Verona and Waunakee (72%, 69%, 76%, respectively).

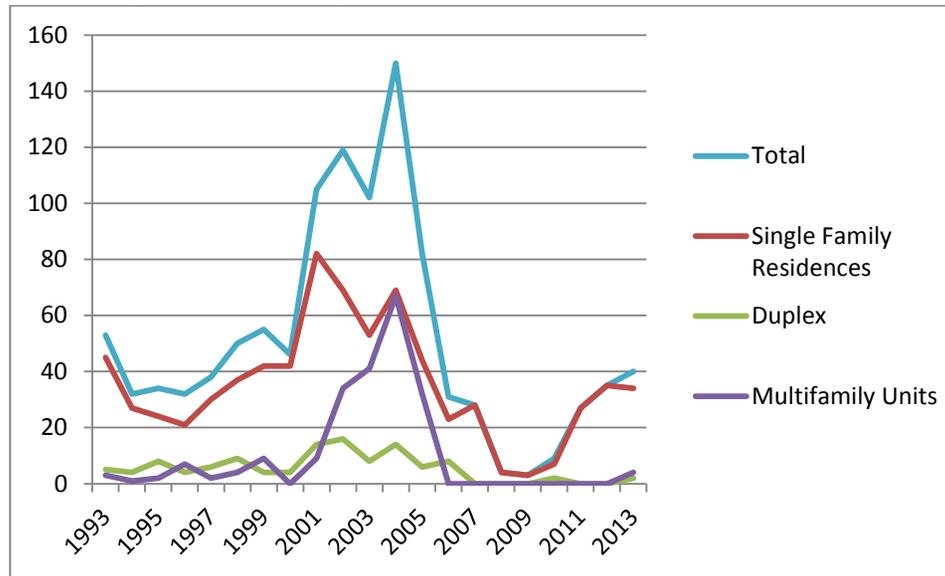
Housing Value

Owner-occupied housing in DeForest increased from a median value of \$136,700 in 2000 to \$226,200 in 2010. Median rents increased from \$664 to \$917, a 38% increase over the same 10 year period. 2000 home costs were slightly higher in the County (median value \$255,175), but rents were slightly lower (\$877 per month).

Housing Unit Construction

During the 1990s, the average number of housing units permitted per year in DeForest was 54. Over the period from 2000 to 2007, this average increased to 110 units annually. In 2008, the housing crash almost stopped new home construction and building remained low for three years. The building rate since 2010 reflects that of the mid-1990s. Figure 6-2 shows Village building permit history over the past two decades.

Figure 6-2: Housing Unit Construction in DeForest, 1993–2013



Source: Village of DeForest

DANE COUNTY HOUSING MARKET OVERVIEW

The Dane County housing market continued to rebound in 2013. Sales volumes for both single family homes and condominiums were 25 percent higher than in 2012, for a total of 7,397 transactions. Sales volume for 2013 was the 3rd busiest over the past 21 years, behind only 2005 and 2004.¹

Countywide, median home sales price rose four percent between 2012 and 2013, to \$226,500. The inventory of active listings for homes on the market has dropped. This means that buyers need to act quickly when favorable properties are put on market, and that Dane County has entered a sellers' market again. Demand in 2014 has generally reflected 2013 demand. Sales prices have continued to increase, even while planned new subdivision and housing development increases the available inventory of units.

¹ King, Kevin. "Strong Finish Propels 2013 to Third Best." South Central Wisconsin MLS Corporation. January 14, 2014.

Adopted: March 3, 2015

Foreclosures are dropping. There were 871 foreclosures in Dane County in 2013, down 34 percent from 2012.² DaneCountyMarket.com, an online real estate search resource created and managed by realtors, publishes the “Dane County Distressed Property Index.” The November 2013 Distressed Property Index was 12.9 percent—meaning a little over a tenth of the home sales in Dane County involved distressed properties. The Distressed Property Index in November 2012 was 21.6 percent, and over 30 percent as recently as 2011.³

The rental housing market—which didn’t suffer as badly as owner-occupied housing during the late 2000s crisis—has also shown new strength. Countywide, the 2013 fourth-quarter rental vacancy rate was 2.05 percent, which is down from 4.21 percent in 2007.⁴

DEFOREST-WINDSOR AND PEER COMMUNITY HOUSING TRENDS

Figure 6-3 shows the averages sales price of single family homes (combined value of lot and house) in peer suburban communities from 2008 through 2013. From 2012 to 2013, home prices increased in Dane County and in most peer communities. Since 2011, the Cottage Grove, DeForest, Monona, Oregon, and Verona areas all saw more than a 10 percent increase in single family home sales prices. While the average sale price of a DeForest area home is comparable to Sun Prairie, it is lower than all other peer communities except for Stoughton.

²Rivedal, Karen. “Dane County Foreclosures Down 34% in 2014.” Wisconsin State Journal. January 24, 2014. http://host.madison.com/wsj/business/real-estate/property-trax-dane-county-foreclosures-down-in/article_cd32085e-876e-11e3-920f-001a4bcf887a.html

³Rivedal, Karen. “Dane County Distressed Property Sales Down Nearly 13%.” Wisconsin State Journal. January 3, 2014. http://host.madison.com/business/real-estate/property-trax-dane-county-distressed-property-sales-down-nearly/article_7c1412a4-215b-53cf-82d6-cf9aa427b6c0.html

⁴Madison Gas & Electric Third-Quarter 2013 report. http://www.mge.com/customer-service/multifamily/vacancy-rates/rv_2013Qtr3.htm

Figure 6-3: Average Sale Price of Single Family Homes

Peer Communities	2008	2009	2010	2011	2012	2013	% Change 2012-2013
Cottage Grove	\$246,016	\$248,791	\$254,019	\$235,851	\$244,799	\$266,232	8.76%
DeForest	\$210,592	\$193,517	\$226,200	\$193,006	\$213,239	\$216,320	1.44%
Fitchburg	\$310,079	\$294,533	\$278,495	\$296,443	\$304,793	\$310,672	1.93%
McFarland	\$236,530	\$234,660	\$278,727	\$247,190	\$232,614	\$241,187	3.69%
Middleton	\$401,387	\$359,749	\$323,058	\$329,393	\$315,976	\$333,511	5.55%
Monona	\$286,252	\$245,392	\$267,313	\$212,226	\$260,831	\$250,666	-3.90%
Oregon	\$265,254	\$262,394	\$249,707	\$256,678	\$250,720	\$290,337	15.80%
Stoughton	\$191,158	\$187,190	\$168,208	\$173,513	\$176,466	\$189,096	7.16%
Sun Prairie	\$229,200	\$213,883	\$217,245	\$213,126	\$210,848	\$218,198	3.49%
Verona	\$305,701	\$278,509	\$284,187	\$284,860	\$285,872	\$318,520	11.42%
Wausaukee	\$370,828	\$336,324	\$334,360	\$343,551	\$328,289	\$353,082	7.55%
Dane County	\$267,587	\$244,307	\$255,175	\$255,951	\$256,302	\$268,203	4.64%

Source: South Central Wisconsin Multiple Listing Service. Data compiled February 9, 2014. Does not include any type of condominium unit. Data reported by area realtors; data for unincorporated towns is often combined with the adjacent city or village. Therefore, it is likely that the "DeForest" area includes Windsor statistics in the DeForest-Windsor area as well.

Figure 6-4 presents the number of single family home sales in the peer communities. Most communities began to have more robust sales starting in 2012. McFarland, Middleton, Stoughton, and Cottage Grove had the biggest increase in sales from 2012 to 2013, while Middleton, Fitchburg, and Sun Prairie had the highest total number of sales in 2013. The DeForest area had a 99 percent increase in number of homes sold from 2011 to 2013.

Figure 6-4: Sales Volumes for Single Family Homes

Peer Communities	Number of Homes Sold						% Change
	2008	2009	2010	2011	2012	2013	2012-2013
Cottage Grove	108	74	60	60	68	92	26.09%
DeForest	73	83	66	78	119	155	23.23%
Fitchburg	180	167	163	173	213	221	3.62%
McFarland	65	70	50	59	69	100	31.00%
Middleton	188	160	146	125	157	216	27.31%
Monona	60	72	68	67	99	96	-3.13%
Oregon	112	98	85	84	106	118	10.17%
Stoughton	114	126	130	99	127	177	28.25%
Sun Prairie	279	280	302	241	357	420	15.00%
Verona	117	97	105	117	161	181	11.05%
Waunakee	126	119	131	119	154	180	14.44%
Dane County	3,627	3,620	3,791	3,469	4,723	5,715	17.36%

Source: South Central Wisconsin Multiple Listing Service; Data collected February 9, 2014. Data reported by area realtors; data for unincorporated towns is often combined with adjacent city or village.

Figure 6-5 presents the listing success rate of single family home sales in the same peer communities. The listing success rate measures the number of listings that sell divided by the total number of listings that either sell or expire during a given time period. A success rate above 50 percent suggests a sellers' market. Success rates are strong throughout Dane County, with all peer communities posting rates over 60 percent in 2013.

Figure 6-5: Listing Success Rate

Peer Communities	Listing Success Rate						% Change
	2008	2009	2010	2011	2012	2013	2012-2013
DeForest	38.40%	51.20%	31.60%	45.40%	64.98%	67.16%	3.35%
Cottage Grove	54.00%	50.70%	47.60%	47.20%	60.71%	72.52%	19.45%
Fitchburg	46.80%	55.30%	50.30%	56.20%	59.74%	72.03%	20.57%
McFarland	52.00%	50.00%	41.00%	42.50%	46.38%	66.42%	43.21%
Middleton	50.80%	51.10%	55.70%	49.20%	58.92%	75.95%	28.90%
Monona	52.20%	57.60%	53.10%	47.20%	68.87%	79.07%	14.81%
Oregon	44.40%	47.30%	42.90%	41.40%	50.29%	67.76%	34.74%
Stoughton	42.10%	50.80%	39.60%	35.80%	49.04%	65.33%	33.22%
Sun Prairie	40.50%	49.00%	51.10%	49.80%	58.97%	71.03%	20.45%
Verona	49.20%	61.80%	48.60%	55.20%	72.54%	74.15%	2.22%
Waunakee	38.30%	45.80%	43.80%	45.40%	53.00%	61.92%	16.83%
Dane County	48.80%	57.00%	50.00%	52.50%	61.65%	73.20%	18.73%

Source: South Central Wisconsin Multiple Listing Service; Data recorded February 9, 2014. Data reported by area realtors; data for unincorporated towns is often combined with adjacent city or village.

Figure 6-6 presents available months of single family home inventory, based on sales rates and current inventory of “for sale” homes. In all peer communities, the inventory is low. The DeForest area has a four month inventory of available single family homes, down dramatically since 2011. This is a result of increasing sales volumes and the relative lack of new homes on the market since 2011.

Figure 6-6: Months of Inventory

Peer Communities	Months of Inventory			% Change
	2009	2011	2013	2011-2013
DeForest	10.2	20.8	3.9	-81%
Cottage Grove	11.1	12.5	3.4	-73%
Fitchburg	6.9	10.3	3.5	-66%
McFarland	8.9	18.9	4.3	-77%
Middleton	10.7	8.5	3.2	-62%
Monona	7.1	8.5	3.9	-54%
Oregon	13.7	15.8	4.8	-70%
Stoughton	11.2	13.3	4.3	-68%
Sun Prairie	10.4	8.8	3.6	-59%
Verona	10.4	13.4	3.5	-74%
Waunakee	8.6	11.5	4.2	-63%
Dane County	8.6	9.6	3.9	-59%

Source: South Central Wisconsin MLS

DEFOREST-WINDSOR HOUSING STOCK OVERVIEW

There were 3,240 housing units in the Village in 2010, per the U.S. Census. About 60 percent were single family (1,937 units), about 20 percent were in duplex buildings (663 units), and about 20 percent were in 3+ unit multiple family buildings (640 units). The Village’s single family unit percentage by the end of 2013 increased to over 60 percent. In the years 2010 through 2013, 150 new housing units received building permits in the Village, including 142 single family units. In 2013, the Village of DeForest issued building permits for 35 single family residential units, two duplex units, and four multiple family units.

There are approximately 2,580 housing units in the Town of Windsor as a whole, according to the 2012 American Community Survey. Of these, 71 percent (1,827 units) were single family, 12 percent were duplex (309 units), and 17 percent were multiple family (439 units). In 2013, the Town of Windsor issued building permits for 51 single

family units and 10 duplexes. (These statistics are Town-wide, and not just within the DeForest-Windsor area—some are more accurately described as either rural homes or in the Sun Prairie-Windsor market.)

DEFOREST-WINDSOR INVENTORY OF APPROVED BUT UNBUILT HOUSING

In March 2014, DeForest and Windsor staff updated inventories of the number of housing units enabled by approved and recorded plats and other developments, but not yet built. Figure 6-7 depicts the inventory of housing by unit type and subdivision in the DeForest-Windsor community (an area which overlaps with the DeForest Area School District). A total of 2,156 housing units are approved but not yet built in the DeForest-Windsor area. Of this total, 845 are future single family units, 114 are future duplex units, and 1,197 are future multi-family units including condominiums, apartments, and attached senior housing. It is highly unlikely, however, that all of these multiple family units will ever be built, as these totals generally reflect the maximums authorized with moderate regard to regulatory requirements and market demand.

As a basis of comparison, the City of Sun Prairie Department of Planning reports that Sun Prairie had 2,975 approved but unbuilt housing units as of January 2014.

As of January 2014, there were about 1,287 approved-yet-unbuilt units in DeForest alone. About 43% of these unbuilt housing units are single family (556 units), 4% are duplex (56 units), and 52% are multiple family (675 units). About 70 percent of the unbuilt multiple family units are in the Conservancy Place neighborhoods of Rivers Turn and Hawthorn Point. That being said, since 2012, the Village has approved the conversion of three blocks that were previously zoned for multiple family use to single family use. These approvals have resulted in a projected decrease of between 165 and 208 multiple family units and an increase of 40 single family units in Conservancy Place.

Assuming that all of the Village's supply of unbuilt housing units were built as approved and that the Village approved no other housing developments, the totals and percentages would shift as follows: single family (2,635 units—56%), duplex (723 units—17%), multiple family (1,319 units—28%).

Figure 6-7: Inventory of Approved But Unbuilt Housing Units, January 2014

	Single Family Homes	Duplex Units (Renter and Owner)	Multi-Family Units (Renter and Owner)	Total Unbuilt Housing Units
DeForest Subdivisions				
Campbell Hill	3	0	0	3
Chapel Green	61	0	0	61
Hawthorn Point (w/ Conservancy Place)	6	8	136	150
Heritage Gardens	264	24	202	490
Rivers Turn (w/ Conservancy Place)	98	0	337	435
Savannah Brooks	124	0	0	124
Tuscan Ridge	0	24	0	24
DeForest Subtotals	556	56	675	1,287
Windsor Subdivisions (in DeForest Area School District)				
Holland Fields	12	0	45	57
Pleasant Hill	53	38	68	159
Prairie Creek	5	4	12	21
Revere Trails	39	0	0	39
Windsor Corners	13	10	24	47
Windsor Crossing	79	0	313	392
Windsor Gardens	139	0	0	139
Wolf Hollow	68	6	60	134
Windsor Subtotals	422	58	522	1,002
DeForest-Windsor Area Totals	978	114	1,197	2,289
<i>Sources: Village of DeForest Planner, Town of Windsor Engineer</i>				

INVENTORY OF VACANT SINGLE FAMILY LOTS

Figure 6-8 shows the estimated number of single family home lots actually on the market as of March 2014 in DeForest, Windsor, Sun Prairie, and Waunakee. For this analysis, “on the market” means that lots are served by existing streets and utility infrastructure and are actively being marketed for sale. As indicated below, 111 single family lots from the DeForest-Windsor area inventory reported in Figure 5 are actually on the market and available for purchase. This is down from 124 lots in December 2011.

Sun Prairie and Waunakee are other comparable “North Metro” communities. Sun Prairie’s inventory of single family lots on the market is 183 lots—slightly higher than in DeForest-Windsor but down from the 196 lots available in Sun Prairie in December 2011. Waunakee’s inventory has increased substantially since December 2011, growing from 27 vacant single family house lots on the market to 163 today.

Figure 6-8: Vacant Single Family Lots on the Market, March 2014

Subdivision	Community	Lots on the Market, March 2014
Heritage Gardens ⁴	DeForest	30
Hawthorn Point	DeForest	6
Rivers Turn	DeForest	33
Vacant single family lots in...	DeForest	69
Holland Fields ³	Windsor	9
Prairie Creek ¹	Windsor	3
Revere Trails	Windsor	12
Windsor Corners	Windsor	13
Windsor Gardens	Windsor	12
Wolf Hollow ³	Windsor	17
Vacant single family lots in...	Windsor	66
Gehrke's Knoll	Sun Prairie	1
Liberty Square ¹	Sun Prairie	10
Meadow Crossing ³	Sun Prairie	65
Norway Road Estates ²	Sun Prairie	10
The Oaks	Sun Prairie	2
Providence	Sun Prairie	3

Subdivision	Community	Lots on the Market, March 2014
Savannah Valley	Sun Prairie	9
Smith's Crossing ³	Sun Prairie	28
Scenic Point ⁷	Sun Prairie	4
The Uplands ⁵	Sun Prairie	3
West Prairie Village	Sun Prairie	44
Winfield Estates ²	Sun Prairie	4
Vacant single family lots in...	Sun Prairie	183
Kilkenny Farms ⁶	Waunakee	81
North Ridge Estates	Waunakee	12
Savannah Village ⁶	Waunakee	2
Southbridge ⁶	Waunakee	2
Tuscany Ridge	Waunakee	3
Westbridge ⁶	Waunakee	62
Westview Meadows ⁷	Waunakee	22
Vacant single family lots in...	Waunakee	184

Sources: ¹WisconsinHomes.com, ²DaneCountyHomesites.com, ³Veridian Homes, ⁴ Neumann Company February 14, 2014, ⁵Wisconsin Partnership for Housing Development, ⁶ Livable Communities by Don Tierney, ⁶ScenicPointSunPrairie.com, ⁷GanserConstructionInc.com. All accessed March 4, 2014.

SIZES AND PRICES OF LOTS ON THE MARKET

Figure 6-9 presents an inventory of lot sizes and prices in some neighborhoods. This information comes from developer listings when available and from a MLS search when not.

In the "North Metro" urban areas below, single family lot sizes range from 4,356 square feet (1/10 acre) to over 78,844 square feet (1.8 acres), and list prices from \$31,900 to \$174,000. The DeForest-Windsor area provides middle-of-the-road options for purchasers. DeForest-Windsor listed lot prices range from \$54,900 to \$119,900, which is slightly higher than in Sun Prairie but certainly lower than in Waunakee.

Figure 6-9: Characteristics of Single Family Lots on the Market, 2014

	Range of Lot Sizes (sq. ft.)	Average Lot Square Footage	Lot Listing Price Ranges	Average Lot Listing Price
DeForest-Windsor Subdivisions				
Heritage Gardens ⁴	9,957 to 22,410	13,136	\$69,900 to \$84,900	\$76,479
Rivers Turn ³	10,131 to 28,068	16,150	\$59,900 to \$119,900	\$85,865
Holland Fields	12,763	12,763	Home/lot bundled	Bundled
Prairie Creek ⁶	9,583 to 13,068	11,325	\$54,900	\$54,900
Sun Prairie Subdivisions				
Liberty Square	4,356 to 9,148	5,576	\$31,900 to \$38,900	\$34,500
Norway Rd Estates ²	33,170 to 43,630	39,000	\$64,900 to \$79,900	\$74,900
The Oaks ¹	21,780	21,780	\$79,900 to \$84,900	\$82,400
Providence ¹	7,841 to 17,860	11,761	\$43,900 to \$44,900	\$44,567
Savannah Valley ¹	22,216 to 36,155	27,007	\$64,900 to \$99,000	\$75,456
Scenic Point ⁷	10,566 to 33,976	21,241	\$63,900 to \$81,900	\$76,150
The Uplands ⁵	4,350 to 5,639	6,970	\$35,000	\$35,000
Winfield Estates ²	33,010 to 33,0220	33,015	\$54,900 to \$69,900	\$62,567
Waunakee Subdivisions				
North Ridge Estates ¹	9,583 to 20,037	13,939	\$87,900 to \$105,900	\$97,466
Savannah Village ¹	15,682 to 17,424	16,553	\$96,000 to \$107,000	\$101,500
Southbridge ¹	19,602 to 20,473	20,038	\$144,900 to \$145,000	\$144,950
Tuscany Ridge ¹	19,602 to 22,216	20,073	\$159,900 to \$179,900	\$166,567
Sources: ¹ WisconsinHomes.com (Accessed March 4, 2014), ² DaneCountyHomesites.com, ³ ConservancyPlace, ⁴ Neumann Companies, ⁵ Wisconsin Partnership for Housing Development, ⁶ Gorman Company, ⁷ ScenicPointSunPrairie.com. All accessed on March 4, 2014.				

AMENITIES WITHIN APPROVED NEIGHBORHOODS

New homebuyers look for certain amenities when shopping for a new home, neighborhood, and community. Figure 6-10 demonstrates the types of amenities available in several subdivisions in each community. Nearly all subdivisions with available lots in DeForest, Windsor, Sun Prairie, and Waunakee include parks and recreational trails. Many, including those in DeForest, are located near unique environmental areas. These neighborhoods have been designed to take advantage of unique natural features, such as rivers, wetlands, and prairies. Wooded lots and lots that allow for exposed basements are also included among the amenities in subdivisions like Hawthorn Point, Rivers Turn, Prairie Creek, Windsor Gardens, Savannah Village, Southbridge, and Westview Meadows.

Neighborhoods such as Conservancy Place in DeForest and Providence in Sun Prairie feature a range of lot sizes, housing types, parks, trails, and future neighborhood retail opportunities. Several subdivisions have prominent focal points or gathering places that are unique to the neighborhood, such as a gazebo, covered bridge, or swimming pool. These can be found in Windsor and Waunakee, in particular. Large-scale community-serving parks or schools can also be selling points for new neighborhoods—such as those planned in the Rivers Turn neighborhood in DeForest and North Ridge Estates in Waunakee.

Stepping further back from the individual neighborhoods, though, the DeForest-Windsor area has some challenges in the area of community aesthetics. These include lands along key “gateways” like Highway 51 from the south and Highway 19/CTH CV from the south. These “curb appeal” challenges, coupled with the presence of three large highways in the area, may suggest to some potential homebuyers that the area is not the best place to find a quiet, attractive residential neighborhood. This negative image may unfortunately be formed before prospective buyers have a chance to see the area’s residential neighborhoods. The DeForest-Windsor area community marketing program and Parades of Homes are efforts to change this image.

Figure 6-10: Neighborhood Amenities

	Neighborhood Park or Playground	Walking/Hiking/Biking Trails	Conservancy (Prairie, Wetland, Marsh)	Prominent Neighborhood Focal Point	Larger lots (1/3+ acre)	Varying Terrain (Exposed Basements)	Community Park w/in Subdivision	Community /Botanical Garden	Wooded Lots	Rivers or Streams	Neighborhood Retail and Jobs	Existing or Proposed School
DeForest												
Chapel Green		x	x			x						
Heritage Gardens	X	x	x		x	x		x			x	
Rivers Turn	X	x	x	x	x	x	x		x	x	x	x
Windsor												
Holland Fields	X	x	x	x			x					
Prairie Creek	X	x	x	x	x	x						
Revere Trails		x	x		x				x	x		
Windsor Gardens	X			x	x	x	x					
Wolf Hollow	X	x	x		x							
Sun Prairie												
Liberty Square	X	x			x						x	
Meadow Crossing	X	x			x							x
Norway Rd Estates					x	x			x			
Providence	X	x	x	x							x	x
Smith's Crossing	X											
Scenic Point	X		x		x	x						
The Uplands	X		x									
Winfield Estates					x	x			x			
Waunakee												
Kilkenny Farms	X	x		x		x					x	
North Ridge Est.	X	x			x		x					x
Savannah Village	X	x	x	x		x			x		x	
Southbridge	X	x	x	x	x	x						x
Westbridge	X	x	x	x	x	x						
Westfield Meadows												x

HOUSING PROGRAMS

Housing programs are available to meet the needs of groups who might otherwise find difficulty in acquiring adequate housing.

DeForest Housing Authority

The De Forest Housing Authority provides housing assistance to low income residents through the management of Low Rent Public Housing. This program is income based and the eligibility guidelines are set by HUD.

DeForest Area Community and Senior Center

The DeForest Area Community and Senior Center provides confidential case management for area residents age sixty and over. These case managers can assist and refer residents to low income and assisted living housing. This service is provided through the United Way of Dane County.

Dane County Housing Authority

The Dane County Housing Authority administers the Section 8 Housing Choice Program, which provides eligible families and individuals the opportunity to rent housing of their choice on the private market. The Housing Choice Voucher Program is a major federal government program helping very-low income families, the elderly, and disabled afford decent, safe, and sanitary housing. The Dane County Housing Authority also manages a Conventional Public Housing Program for areas outside the City of Madison.

Wisconsin Housing and Economic Development Authority (WHEDA)

WHEDA administers programs that offer tax credit programs for home ownership and multifamily rental housing construction by offering tax credit programs to interested parties.

CHAPTER 7: LAND USE

The Village has increased in population in recent decades, following county and regional trends in growth. While the Village began traditionally, with neighborhoods radiating from a small downtown, its current pattern of growth has developed around its major transportation arteries.

EXISTING LAND USE

Map 59 in the [North Yahara FUDA Environmental Conditions Report](#) shows land uses in 2005 for the Village and parts of the Towns of Vienna and Windsor. All of its business and industrial parks are on the Village's periphery, adjacent to either Highway 19 or 51, or to Interstate 39/90/94. Residential areas mostly cluster around the Yahara River or Vinburn Road corridors.

Table 7-1 breaks down the different developed land uses in DeForest. There are a total of 4,808 acres within the Village of DeForest, of which 2,422 acres (or 50%) is developed. Of the developed land, the greatest percentage of area is devoted to single family residential use (27%).

Figure 7-1: Existing Land Uses in Developed Area, Village of DeForest, 2010

Land Use	2000	2005	2010	% of Developed Area	% of Total Area
Residential	645.5	764.3	821.6	33.9%	17.1%
Single Family	525.5	623.3	664.2	27.4%	13.8%
Two Family	64.8	72.8	76.3	3.2%	1.6%
Multi-Family	53.3	66.1	75.8	3.1%	1.6%
Group Quarters	2.2	2.2	5.4	0.2%	0.1%
Mobile Home	0	0	0	0.0%	0.0%
Industrial	130.1	343.1	284.2	11.7%	5.9%
Manufacturing	87.5	193.7	169.9	7.0%	3.5%
Wholesale	35.6	118.2	114.3	4.7%	2.4%
Extractive	7	31.2	0	0.0%	0.0%
Transportation	351	529.5	619.5	25.7%	12.7%
Right-of-Way	333.2	494.5	591	24.4%	12.3%
Railroads	14.5	26.3	18.5	0.8%	0.4%
Other	3.3	8.7	10.1	0.4%	0.2%

Land Use	2000	2005	2010	% of Developed Area	% of Total Area
Communications/Utilities	4.7	3.9	57.9	2.4%	1.2%
Generating Processing	0.4	0.6	30.9	1.3%	0.6%
Transmission	2.7	2.6	0	0.0%	0.0%
Waste Processing	0.7	0.7	27	1.1%	0.6%
Other	0.8		0	0.0%	0.0%
Commercial Retail	35.1	73.4	58.4	2.4%	1.2%
Repair and Maintenance	1.2	1.2	4.5	0.2%	0.1%
Transportation Related	6.3	6.3	6.5	0.3%	0.1%
Other	27.7	65.9	47.4	2.0%	1.0%
Commercial Services	24.5	24.5	58.3	2.4%	1.2%
Lodging			0	0.0%	0.0%
Other	24.5	24.5	58.3	2.4%	1.2%
Institutional/Governmental	106.8	128.1	161.1	6.7%	3.4%
Education	82.4	92.4	96	4.0%	2.0%
Administrative	0.6	0.7	2.8	0.1%	0.1%
Cemetery	3	12.4	32.2	1.3%	0.7%
Other	20.8	22.6	30.1	1.2%	0.6%
Outdoor Recreation	103.2	103.4	357.8	14.8%	7.4%
Under Construction			2.8	0.1%	0.1%
Total Developed Area	1400.9	1970.2	2421.6	100	50.4%
<i>Source: Capital Area Regional Planning Commission, 2014</i>					

Figure 7-2 shows the different existing land uses of the undeveloped lands in the Village. Half the undeveloped acreage is pastured cropland.

Figure 7-2: Existing Land Uses in Undeveloped Area (2010)

Land Use	2000	2005	2010	% of Undeveloped Area	% of Total Area
Woodland	106.4	103.4	142.9	5.99	2.97
Other Open Lands	372.7	457.3	309.6	12.98	6.44
Vacant Unused Lands	292.9	291.2	537.3	22.52	11.18
Water	36.4	46.2	74.6	3.13	1.55
Cropland Pasture	946.1	1644.8	1321.8	55.40	27.49
Total Undeveloped Area	1790.2	2542.9	2386.1	100	49.63
<i>Source: Capital Area Regional Planning Commission</i>					

Overview of Residential Uses

Residential development is focused in the north part of the Village. The type of development ranges from historic residential areas in the central part of “DeForest North” to new residential development at the edges of the Village. Clusters of two-family residential development (duplexes) are located throughout the Village. In addition, there are several mixed residential (multi-family) developments, primarily small to mid-sized apartment buildings and condominiums.

Commercial Uses

Commercial development is widely scattered throughout the Village. Highway-oriented commercial uses are located at the northwest corner of the Interstate interchange with Highway V, focused on convenience food and service-oriented uses. Main Street stretching from south of Vinburn Road to North Street also has several service-oriented commercial areas, including hardware, grocery, and food. The revitalized downtown has space available for commercial users. The Highway 51/19 interchange area is an emerging commercial area.

Industrial Uses

The Village of DeForest’s two largest industrial areas are the DeForest Business Park (near the Highway 51/V interchange) and North Towne Corporate Park (located in the “DeForest South” area near the Highway 51/19 interchange. See the Economic Development chapter for further information.

Other Land Uses

DeForest Area School District facilities, churches, and municipal buildings are generally located in the central portions of the older, northern part of the Village. The major school campus area is bounded by Jefferson Street, Southbound Drive, and 51. Municipal facilities are located primarily in the downtown area along Holum and Commerce Streets.

There is dedicated Village parkland located throughout the Village. A system of community, neighborhood and mini parks serve the central portion of the Village.

LAND SUPPLY

Supply of land available for development includes areas of the Village that have been planned or approved for development, but not yet built-out; vacant areas within the Village that have not been planned for development; and land in the peripheral area that is not within the corporate limits of the Village, but is potentially available for future inclusion in the Village's portion of the Urban Service Area.

Land supply, or lands potentially available for development, relate primarily to vacant areas. Of these vacant areas, the land actually available for development is determined by several factors. The area available for development is limited by any environmental corridors, areas of wetlands, floodplains, public ownership, conservation easements or other characteristics that make it un-developable. Other potential building limitations (infiltration area, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence how much of vacant areas are actually appropriate for development. Building limitations will need to be measured and assessed by the developer and Village when a specific development proposal is being considered.

The available supply of land and lots for residential use is described more fully in the Housing and Neighborhoods chapter.

FUTURE LAND USE DEMAND

Local and regional growth will continue to drive population change, household size, the balance of residential to non-residential uses, and the density of development in DeForest. These factors determine the demand for land development.

Figure 7-3 summarizes the estimate rate of growth for different developed land uses in DeForest. These calculations were made assuming a residential density of 4.14 units per acre (based on 2010 figures) and assuming that the proportion of residential to other types of land uses would remain the same. From 2000 to 2010, the Village has maintained a balance of 60% residential/40% other uses for developed land uses. This calculation estimates that the total demand for new land uses would result in 2,300 to 2,800 additional acres needed by 2040. Currently the Village has over 2,300 acres within the Village limits that are undeveloped. However, some of these lands will not be available for development due to environmental constraints.

Figure 7-3: Village of DeForest, Projected Future Land Demand, 2010-2040

	2010	2015	2020	2025	2030	2035	2040	Projected Increase	2010-2040
Total Population in Households	8,936	9,945	9,310	10,560	11,150	11,610	12,010	3,074	people
Households/Occupied Housing Units	3,400	3,607	3,900	4,181	4,455	4,682	4,873	1,473	
Average Household Size (persons/HH)	2.63	2.76	2.39	2.53	2.5	2.48	2.46	-0.17	
Total Housing Units (occupied & vacant)	3,400	3,932	4,251	4,557	4,856	5,103	5,312	1,912	units
Residential Land Use Demand (acres)	821.6	950	1,027	1,101	1,173	1,233	1,284	462	acres
Commercial Land Use Demand (acres)	116.7	135	146	156	167	175	182	66	acres
Industrial Land Use Demand (acres)	284.2	329	355	381	406	427	444	160	acres
Demand for Other Developed Land Uses (acres)	219	253	317	424	606	910	1,421	1,202	acres
Subtotal Land Use Demand (acres)	1,442	1,667	1,845	2,063	2,352	2,745	3,331	1,890	acres
Public Right of Way Demand (acres)	316.5	366	405	453	516	603	731	415	acres
Total Land Use Demand (acres)	1,758	2,033	2,250	2,516	2,869	3,347	4,063	2,305	acres
Total Land Use Demand w/ Flexibility	2,198	2,541	2,813	3,145	3,586	4,184	5,078	2,881	acres

Source: WI Department of Administration 2013, Dane County GIS

CHAPTER 8: TRANSPORTATION

TRAFFIC VOLUMES

Figure 8-1 illustrates the traffic volumes on some of DeForest’s key principal and minor arterial streets. These counts are taken from the statewide WisDOT “Wisconsin Highway Traffic Volume Data” for 2002 and 2012. It should be noted that 2012 coincided with the start of reconstruction of Highway 51, which could account for some of the decrease in traffic volumes seen in that time. Also, due to rising fuel costs and travel trends, vehicle miles traveled did not increase much in this 10-year period.

Figure 8-1: Traffic Volume Data

Street or Highway	2002 ADT	2012 ADT	% Change
US 51 - north of STH 19	16,800	16,600	-1.2
US 51 - north of CTH V/ Mueller Road	11,700	9,600	-17.9
STH 19 -east of US 51	14,400	14,500	0.7
STH 19 -west of US 51	14,200	18,600	31.0
North street (CTH V) -- west of Main Street (CTH CV)	9,000	8,000	-11.1
North Street (CTH V) - west of US 51	5,200	5,000	-3.8
Holum Street (CTH DV) - west of US 51	5,900	3,100	-47.5
<i>Source: Wisconsin Department of Transportation</i>			

The Madison Area Transportation Planning Board (Madison MPO) maintains a long-range transportation plan and shorter term transportation improvement program for its planning area. As a result of the 2010 Census, all of DeForest is now within the MPO planning area. At time of writing, there were no DeForest transportation projects listed in the long-range transportation plan.

ROAD CONDITIONS

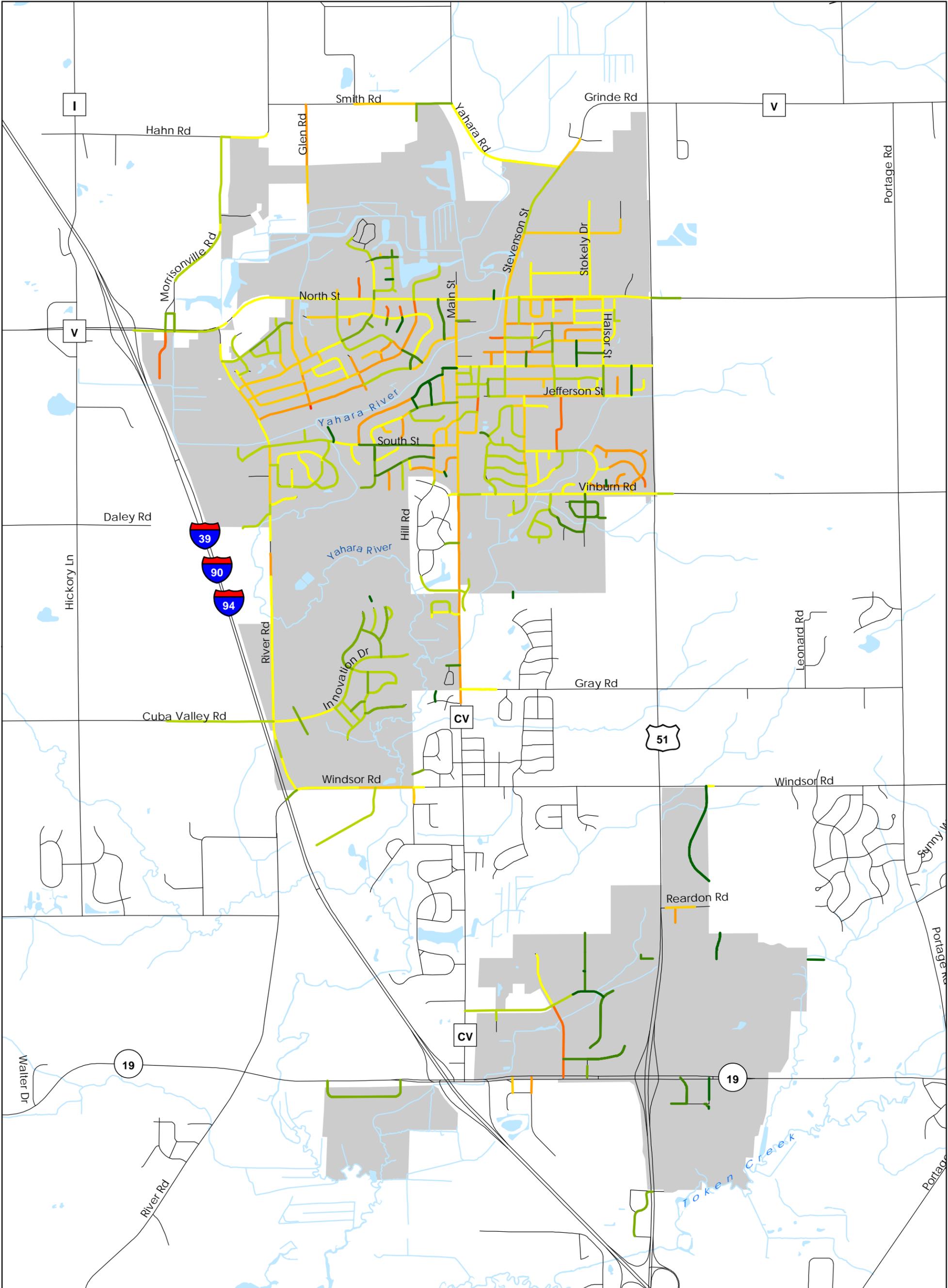
The Village regularly evaluates the conditions of its roads. The results of recent evaluations suggested that the majority of Village roads are ranked “7” or higher. The percentage of Village roads with PASER ratings of “7” or higher increased in recent years. Figure 8-2 shows the different PASER ratings used. The majority of the Village’s roadways are in good condition, needing minimal maintenance.

Figure 8-2: Village PASER Ratings

Rating	Rating Description	Miles
1	little or no maintenance required	0
2		0.02
3	structural improvement and leveling (overlay or recycling)	1.59
4		6.60
5	preservative treatments (seal coating)	10.14
6		14.68
7	routine maintenance, crack sealing and minor patching	14.94
8		4.58
9	little or no maintenance required	3.84
10		2.22

Source: Village of DeForest Director of Public Works

Map 8-1 shows the roads of the Village, highlighted by their corresponding PASER rating.



Comprehensive Plan 8-1

Existing Road Pavement Ratings



September 17, 2014
 Sources: Dane County LIO, WisDOT,
 UW-TIC, MDROffers, Ruekert-Mielke,
 Vierbicher, Vandewalle & Associates



- Village of DeForest
- Surface Water and Drainageways
- Unrated Road

- PASER Pavement Rating*
- 2 - Very Poor
 - 3 - Poor
 - 4 - Fair
 - 5 - Fair
 - 6 - Good
 - 7 - Good
 - 8 - Very Good
 - 9 - Excellent
 - 10 - Excellent

- Level of Necessary Maintenance:
- Rating 1 & 2 - Reconstruction
 - Rating 3 & 4 - Structural improvement and leveling (overlay or recycling)
 - Rating 5 & 6 - Preservative treatments (sealcoating)
 - Rating 7 - Routine maintenance, cracksealing and minor patching
 - Rating 8 - Little or no maintenance
 - Rating 9 & 10 - No maintenance required

*Ratings range from 1 (Failed) to 10 (Excellent).
 No rated roads within the Village of DeForest were found to have a rating of 1.

PEDESTRIAN AND BICYCLE TRANSPORTATION

The Village of DeForest has a system of pedestrian and bicycle paths, lanes and/or routes. The Village has made great strides over the past decade to enhance this system to provide greater connectivity between existing segments, neighborhoods, and destinations within the Village. The existing and proposed path system is illustrated within the Village's Parks and Open Space Plan. The existing street network serves both automobiles and bicyclists, without specified bike lanes. New residential subdivisions are required to provide sidewalks and/or paths, along with interconnected streets.

AIRPORTS

Dane County Regional Airport, located approximately eleven miles from the Village of DeForest, is the nearest airport with full commercial and general aviation service and facilities. Numerous national and regional passenger carriers serve the airport with connections to major hub and destination airports. Air express and freight services are also available. The Airport's proximity is a tremendous local asset.

RAIL

There is currently no passenger rail service to DeForest; the nearest passenger train stops are in Portage or Columbus. The Canadian Pacific Railroad owns an existing rail corridor that runs north-south through the center of the Village. This route is designated as an active route in the long-range rail plans of the WisDOT. Additionally, a short rail spur exists within DeForest Business Park.

TRANSIT SERVICE

Public transit service to the Village of DeForest is currently limited to school bus transportation. As the potential demand for transit service increases, the Village may encourage connection to a regional transit service, such as commuter or express bus service.

PARA-TRANSIT SERVICES

Transportation services for those without access to, or those that choose not to use their auto for certain trips, is an important element in the Village's overall transportation system and a mobility need that will continue to grow. In that light it is important that the Village work with both existing and potential users as well as existing and potential service providers. Although there is currently no regularly scheduled public transportation similar to the bus service provided by Madison Metro in the Village or any of its surrounding towns, a fair number of groups do provide valuable service. Following are some of those services coordinated through the Dane County Department of Human Services:

- The Senior Group Access Service (GAS) provides regularly scheduled weekday routed group trips for seniors and persons with disabilities. Service is provided within five senior coalition areas. This service is neighborhood-based and connects residential areas to nearby nutrition sites, shopping areas, farmers markets, pharmacies, and libraries. Within each coalition area, shopping trips are provided mid-day and mid-afternoon, with meal-site trips in mid-day.
- Rural Senior Group Transportation Program

- Specialized Transportation Services (STS) for Adults with Disabilities
- Retired Senior Volunteer Driver Escort Program (RSVP)
- Education and recreational transportation is provided for student activities through the DeForest Area School District and service is provided by area churches and other groups not coordinated by the County.

There is one park and ride facility in the area, located west of the Interstate on the south side of CTH V. At time of writing, WisDOT was exploring other potential park and ride locations in the area.

STATE AND REGIONAL TRANSPORTATION PLANS

This section reviews regional, county, and State transportation plans and studies relevant to DeForest. WisDOT's Southwest Region office is primarily responsible for Interstate, U.S., and State highways in DeForest. DeForest is within the jurisdiction of the Madison Area Transportation Planning Board, a metropolitan planning organization. Except where otherwise indicated below, there are no known conflicts between the policies and recommendations set forth in this Comprehensive Plan and those of these regional, county, and State transportation plans.

2035 Regional Transportation Plan Update

The Regional Transportation Plan (RTP), prepared by the Madison Area Transportation Planning Board, is a multimodal system plan that provides the overall framework for transportation planning and investment decision making in the future. It identifies transportation projects, strategies, and actions to be implemented. The RTP is further refined and detailed through area or corridor studies, mode-specific plans such as the bicycle transportation plan and transit development plan, and other short- to mid-range planning efforts such as the MPO's new congestion management process.

The RTP also calls for study of future planning and implementation of high-capacity rapid transit service, namely through bus rapid transit. This Transit Corridor Study would be an exploration of mass transit options, limited to the Madison Urbanized Area. The study would include having a look at proposed express service to locations beyond the Madison Urbanized Area, such as DeForest. As a technical study, it would not result in a plan that will be adopted necessarily by local communities. Instead, it will provide information that may be included in the Transit Development Plan and other plans like the Madison Transportation Master Plan. Should this study evolve into a plan, the Village may need to contract with Metro Transit.

2015-2019 Transportation Improvement Plan

The Madison Area Transportation Planning Board also produces the Transportation Improvement Plan (TIP), a coordinated listing of short-range transportation improvement projects anticipated to be undertaken in a five-year period. The 2015-2019 TIP calls for two major pedestrian improvements, namely the North Street Corridor path, a new 4,500 foot path on north side of North St. connecting with existing paths on Main and Stevenson Streets, with a planned path across USH 51 to the Linde Fields soccer complex, and the River Road Multi-use Trail, which extends the current trail from Brooks Street to CTH V. The TIP also highlights a bridge reconstruction at North Street/CTH V over the Yahara River.

Bicycle Transportation Plan for the Madison Urban Area and Dane County

The Madison Area Transportation Board will complete an update to this plan by 2015. The new plan's primary goals involve increasing usability of the area's existing system and reducing accidents. The previous plan, written in 2000, incorporated DeForest's and Windsor's plan for a path system, recognizing the importance of planning to connect with this system as area bicycle path systems expand.

Connections 2030: Long-Range Multimodal Transportation Plan

Connections 2030, adopted by WisDOT in 2013, begins with a vision to create and maintain "an integrated multimodal transportation system that maximizes the safe and efficient movement of people and products throughout the state." The plan includes recommendations for highways, rail, air, port, and bike and pedestrian movement. The plan identifies trends and challenges, including aging transportation infrastructure, increased use, and declining revenues. The plan positions relatively general recommendations around seven themes:

- Preserve and maintain Wisconsin's transportation system
- Promote transportation safety
- Foster Wisconsin's economic growth
- Provide mobility and transportation choice
- Promote transportation efficiencies
- Preserve Wisconsin's quality of life
- Promote transportation security

The plan identifies 37 statewide system-level priority corridors, which includes the Interstate 39/90/94 corridor and Highway 51 that runs through DeForest. The Connections 2030 plan is available at: <http://www.dot.wisconsin.gov/projects/state/2030-background.htm>.

Wisconsin Bicycle Transportation Plan 2020

The *Wisconsin Bicycle Transportation Plan 2020* presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. The plan map shows existing state trails and future "priority corridors and key linkages" for bicycling along the highway system.

US 51 Corridor Studies

The 2012 US 51 Corridor Study covers the stretch of Highway 51 between the south edge of DeForest at the Interstate/Highway 51 interchange to the north edge of McFarland. This is an Environmental Impact Study (EIS) that will examine long-term alternatives to address the safety and congestion issues along the corridor. It will also develop alternatives to address the significant gaps in bicycle and pedestrian facilities along the corridor.

The 2011 US 51 Corridor Study covers the stretch of Highway 51 between the north edge of DeForest and the south edge of Portage. The purpose of that Study was to identify options to preserve and improve the function of Highway 51 in that stretch, now and in the future. Highway 51 was expanded to a four-lane freeway through DeForest in 2014, significantly affecting commuting and business traffic north of this stretch. The Study also looked at accident data. One of the interesting findings was that nearly ½ of all crashes involve deer, and 1/5 of the crashes have injuries. There are, therefore, higher crash rates than the State average, but these are in large part driven by deer crashes. Future improvements to this stretch of Highway 51 will be focused at intersections where there are current or projected safety or traffic flow concerns. These may include medians, left-turn lanes, and realignment, depending on the intersection.

Southwest Region Park-and-Ride System Study

Initiated in 2013, the Southwest Region Park-and-Ride System Study is intended to guide WisDOT's Southwest Region's future park-and-ride system planning and investments, improve public information on park-and-ride facilities, and establish ongoing coordination with local officials on park-and-ride system planning.

Interstate 39/90/94 Corridor Environmental Impact Study

In 2012, WisDOT initiated a two-stage study to provide a comprehensive analysis of the need for and impacts of a capacity expansion for Interstate-39/90/94 between the Beltline in Madison to the interchange of Interstate 39 and Interstate 90/94 in Columbia County. The first stage, completed in 2013, was a traffic impact analysis for segments close to Madison. The second stage is an Environmental Impact Analysis for the entire corridor. The Environmental Impact Study, scheduled to be completed by 2019, will propose new concepts to add capacity on the Interstate.

As part of the process, WisDOT's consultants will hold meetings with various stakeholders to identify concerns and to establish goals and objectives. The consultants will also develop, analyze, and obtain input on a range of different alternatives.

Dane County Comprehensive Plan

The transportation chapter of the Dane County Comprehensive Plan was updated in 2007. The goal of this chapter of the Dane County Comprehensive Plan is to coordinate land use and transportation plans and decisions to ensure that transportation facilities are compatible with planned development while maintaining a multimodal transportation network that meets the needs of all users and provides safe and efficient movement of people and goods. The goals and objectives of this plan tie into other County- and municipal-level planning initiatives.

CHAPTER 9: COMMUNITY FACILITIES AND PUBLIC INFRASTRUCTURE INVENTORY

VILLAGE MUNICIPAL BUILDING

The primary administrative facility, the municipal building, is a former bank building built downtown around 1964. The building houses the administrative, financial, economic development, planning and building functions. The basement is used by the DeForest Area Fire District for sleeping quarters for fire and EMS volunteers.

The building was remodeled in 2004, replacing heating and air handling units and improving energy efficiency. The Village undertook another remodeling project in 2006. In 2014, the Village began a significant Village Campus planning effort, but Village Municipal Building space needs was not driving this study.

PUBLIC SAFETY BUILDING

Built in 1998 at a cost of \$2.1 million, the Public Safety Building downtown houses the DeForest Police Department, the Municipal Court, and the DeForest Area Fire and EMS District. The single story facility has office and meeting areas for the Police and Fire/EMS Departments and the Municipal Court and a large garage area for the Fire/EMS vehicles that is leased by the DeForest Area Fire District. The Fire/EMS District occupies 3 offices, a training/meeting room and the fire garage. The garage has 7 bays, 5 of which are double deep and drive through. The DeForest Police Department occupies the remainder of the space in the facility.

The DeForest Police Department is a full service police department operating 24 hours a day, seven days a week. The Department operates under the state statute governing mutual aid, providing assistance to other departments when requested. Additionally, the Dane County Sheriff's Department provides assistance to DeForest when requested if their officers are available. The DeForest Area Fire and EMS Department serves the communities of DeForest, Windsor, Vienna, Leeds, Hampden and surrounding communities. In 2013, the Department responded to approximately 1,100 calls annually with 81 percent of those calls being EMS related. The Department has 12 apparatus, including a heavy rescue vehicle, ambulance, and command vehicle.

The burgeoning size of the Village's police and fire departments have led to space constraints within the building. The Village is exploring the option of building a separate facility east of nearby Village Hall that would include a new police station, extra community and meeting rooms, as well as more space for Village staff and service. The DeForest Area Fire and EMS services would remain at and expand into the remainder of the Public Safety Building under this plan.

PUBLIC SERVICES FACILITY

Completed in 2000, the Public Services Facility is home to the Village's public works, streets, utilities, parks and recreation, and public property maintenance functions. The facility is located in the Village's downtown on the south side of Commerce Street. The facility has two levels in the office area and a large garage area for vehicle and equipment storage. A detached salt shed was constructed on the same site in 2000. The building was constructed with anticipation to meet the needs of these Village functions for at least a 15 to 20 year timeframe.

DEFOREST AREA PUBLIC LIBRARY

Completed in 2002, the 22,500 square foot multi-use building downtown houses the DeForest Area Public Library, the DeForest Area Historical Society, the alternative education program of the DeForest Area School District and space for the Dane County public nurse. There are also several meeting rooms and computer stations available for public use. The current facility was built with a 20 year time horizon for the library functions. The library is part of the Wisconsin South Central Library System, offering programs for children and adults. No expansion needs are anticipated.

DEFOREST AREA COMMUNITY AND SENIOR CENTER

The Center was built in 1984, with a generous contribution of land and materials by Fred Chase. The Center is located at the northeast intersection of Main and North Streets. A community organization whose primary purpose is to provide services and support for older adults and their families, the Center promotes independence and self-reliance, while making available a facility for all members of the DeForest, Vienna and Windsor communities to meet, volunteer and participate in activities. The Center provides case management support and services for residents age 60 and over to help with issues such as transportation, medical, legal, financial, care and housing. A noon meal and home-delivered meals are available through the Center and a wide range of activities for the entire community take place each month (e.g., Chamber of Commerce, Rotary meetings). The facility was remodeled in 2006, and additional land was obtained in 2013 near North Street for parking. There is discussion of expanding hours and programs to attract a wider demographic of users, and possibly acquiring additional adjacent land for parking or future expansion.

DEFOREST AREA SCHOOL DISTRICT

The DeForest Area School District serves the communities of Hampden, Leeds, Bristol, DeForest, Burke, Windsor, and Vienna – an area covering 100 square miles. The District operates 7 facilities and has 380 employees. During the 2013-2014 school year, total enrollment was 3,522 students. Existing facilities include the following:

- The Holum Education Center is the main administration facility, housing the district office and classrooms for Early Childhood and 4K kindergarten, with an enrollment of 252.
- Eagle Point Elementary was built in 1957; school year 2013-2014 enrollment was 281.
- Yahara Elementary was built in 1992; Morrisonville Elementary was built in 1975. The two schools merged for administrative purposes but retained their separate facilities. School year 2013-2014 enrollment for both locations was 439.
- Windsor Elementary was built in 1956; school year 2013-2014 enrollment was 531.
- DeForest Middle School was built in 1987 and expanded to a 5-8 facility in 2000; school year 2013-2014 enrollment was 1,097.
- DeForest High School was built in 1969 with expansion in 2000, housing grades 9-12. In school year 2013-2014 enrollment was 983.

→ The District also utilizes the lower level of the DeForest Area Public Library for its alternative education program with the students counted in the high school.

The School District began a facilities study in 2013 to determine the specific needs and constraints of its current facilities. The study separated various needs into three priorities. Priority 1 includes recommended upgrades/replacements in the near future due to life safety, code compliance, or security. Priority 2 includes recommended upgrades/replacements due to maintenance, energy, or end-of-life. Priority 3 recommendations involves infrastructure upgrades/replacements should renovations occur. There were 61 total recommendations presented by the consulting firm conducting the study. While no school facility was labeled deficient, many of the buildings were at or approaching capacity and were aging. The District now has a 45-member committee to address space and related operational needs for the District for the next 10 years.

CHILD CARE

There are several privately operated child care providers operating in the Village, who can be found in the Chamber of Commerce's Business Directory. As the number of larger employers (office/business parks) increases, on-site facilities would be desirable.

HEALTH CARE

There are three medical clinics in DeForest: Meriter, UW Health, and Group Health Cooperative. The medical clinics are associated with large regional HMOs that provide urgent care and access to area hospitals. Three regional hospitals are located approximately 20-30 minutes from DeForest, including University Hospital and Clinics, Meriter, and St. Mary's.

CEMETERIES

There are two cemeteries located in the Village, and several additional located in neighboring towns.

WATER SUPPLY AND DISTRIBUTION SYSTEM PLANNING ACTIVITIES

The Village of DeForest is served by the DeForest Municipal Water Authority. The Village initiated a Water Supply and Distribution System Study in spring 2006. The previous Water Supply and Distribution System Study was done in 1993, and updated in 2001 to include the 600 acre ABS expansion/Conservancy Place area and the area north of CTH V to Smith Road. Another update occurred in 2001 to analyze options for servicing the CapWin19 annexation (approximately 2,200 acres extending south to STH 19).

In February of 2003 the Village, Town of Burke, and Token Creek Sanitary District entered into a cooperative agreement to service the CapWin19 annexed area with a Joint Utility Service District. The Joint Utility Service District Water Supply & Distribution Report followed in March of 2003. In September of 2003, the Town of Burke requested the Village to consider accepting dedication of the Token Creek Sanitary District system. The Village performed a cost analysis of merging the Token Creek Sanitary District with the DeForest Water and Sanitary Sewer Utilities in October of 2003, and subsequently agreed to the merger which took effect in 2006.

In 2010, the Village, the Town of Windsor and the Town of Windsor Sanitary District No. 1, determined that an evaluation was needed to evaluate any potential advantages of combining elements of the respective water supply systems for the two communities. A report was published in March 2011. In 2012, the three parties entered into an intergovernmental agreement addressing services in the area east of Highway 51, between Windsor Road and Highway 19.

Current Usage

Over 287 million gallons were pumped by the DeForest Municipal Water Authority in 2012. Highest usage occurred in July, averaging 1.15 million gallons pumped per day, and the lowest usage was reported in February, with 664,500 gallons pumped per day.

Storage

The Village has three elevated water storage towers:

- The Madison Street Water Tower, 519 Linde St, constructed in 1968 and repainted in 1999, has a maximum storage capacity of 300,000 gallons.
- The River Road Water Tower, 103 River Road. Constructed in 1995, this tower has a maximum storage capacity of 600,000 gallons.
- Token Creek Sanitary District #1 (off Hwy 51 just south of I-39/90/94) was built in 1994, acquired by the Village in 2006, and repainted in 2014. This facility can house 200,000 gallons.

Municipal Wells

The Village has currently has five operating wells and three abandoned wells, represented in Figure 9-1.

Figure 9-1: DeForest Municipal Wells

Well Number	Site/Address	Wellhead Capacity
Well #1	225 E. Holum St	Abandoned
Well #2	408 Yahara St.	350 gpm
Well #3	609 Acker Parkway	1,000 gpm
Well #4	515 Yorktown Road	1,400 gpm
Well #5	6434 North Towne Road	1,500 gpm
Well #6	Conservancy Place	1,500 gpm (Anticipated)
Well # 7	Badgerland	1,500 gpm (Anticipated)
Former TCSD #1:	6907 Pepsi Way	n/a
Sources: Village of DeForest Water Annual Utility Report, 2012 Village of DeForest Wellhead Protection Plan, 2010		

Sanitary Sewer Collection System

The Village had approximately 290,422 feet of sanitary sewer main serving over 3,228 customers in 2012t. The Village also has 50,674 feet of sanitary sewer serving 63 residents in the Town of Burke and 21 residents in the Town of Vienna. Collection pipes within the Village range in size from 8 inches to 15 inches in diameter. The pipes making up the collection system are constructed of a number of different materials. The older sections of the Village were typically made of clay with some sections constructed of concrete and cast iron pipes. Sewer pipes installed in the last 15 years have been constructed with polyvinyl chloride (PVC). PVC is now required for all collection pipe extensions within the Village.

Wastewater Treatment

Wastewater from DeForest is conveyed and treated by the Madison Metropolitan Sewerage District (MMSD) wastewater collection and treatment system, which has a treatment plant (Nine Springs), located in the southeast part of Madison. In 2013, DeForest produced 710,000 gallons of wastewater, or about 1.73% of the facility's total. The DeForest Extension of the Northwest Interceptor extends to the Village along the Yahara River and consists of a 24-inch and 21-inch diameter reinforced concrete pipe. The Towns of Vienna, Windsor and Burke also discharge to this interceptor. The capacity of this interceptor has been estimated to be about 10 million gallons per day.

Sanitary Sewer Lift Stations

The Village currently has only one lift station remaining. Savannah Brooks, a new development at the extreme south of the Village, is served by a lift station.

Storm Water Conveyance System

The Village instituted a stormwater utility that began operating in 2005. The Village's storm water system currently consists of approximately 25 miles of storm sewer, 550 storm inlets and 300 storm manholes, 150 outfalls, and 11 storm water detention basins.

ELECTRICAL SERVICE

Alliant Energy is the electrical provider for the DeForest area. Alliant has two substations within the Village (North Street and Blanchar's Crossing).

NATURAL GAS SERVICE

Madison Gas and Electric (MG&E) provides natural gas service to the Village. MG&E is an investor-owned public utility located in Madison.

TELEPHONE SERVICE/TELECOMMUNICATIONS

Centurylink provides local telephone and DSL services. Charter Communications provides cable services, local telephone, and DSL services.

SOLID WASTE AND RECYCLING CENTER

The Village of DeForest contracts services with Advanced Disposal Services for automated trash and recycling collection. The Village operates a composting site from April through November where residents can dispose of yard waste. The waste is then taken by a contractor to the County compost site.

CHAPTER 10: INTERGOVERNMENTAL COOPERATION

EXISTING REGIONAL FRAMEWORK

Over the past several years, the Village and neighboring towns have worked to advance positive intergovernmental relationships, established compatible land use directions, and entered long-term intergovernmental and boundary agreements. These agreements are included in this Comprehensive Plan by reference. The area also has several intergovernmental organizations and public investment efforts that have endured for many years. The following is a description of the plans and agreements with other local, county, school, and state jurisdictions operating within or adjacent to the Village of DeForest. The parallel chapter in the Vision and Directions volume provides more information on intergovernmental agreements.

TOWN OF VIENNA

The Town of Vienna, located west of the Village of DeForest, is primarily focused on preserving its agricultural economy and land base. One notable exception is the portion of the Town that is near the Interstate 39/CTH V interchange, where commercial, industrial, and office development is planned. In 2005, the Town adopted its most recent comprehensive plan. That plan aims to continue this established pattern of development and preservation, and is largely in line with Village plans and aspirations for areas of overlapping concern. The Village and the Town have arranged an extraterritorial zoning area in locations that fall within the Village of DeForest's extraterritorial jurisdiction, and in 2014 updated an intergovernmental land use, boundary, and utility agreement.

TOWN OF WINDSOR

The Town of Windsor is located east and north of the Village, and also in between the northern and southern sections of the Village. East of Highway 51 and north of Windsor Road, Windsor has committed to agricultural preservation. In several other areas, the Town envisions commercial, residential, and mixed-use development. The Town's adopted comprehensive plan moves these recommendations forward. DeForest is supportive of the farmland preservation, growth management, and natural area preservation directions that the Town's plan reflects, particularly as it was amended in 2010 as part of a major intergovernmental initiative. In particular, the Village is supportive of the Town's long-term farmland preservation goals.

In 2010, the Village of DeForest and the Town of Windsor participated in extensive and amicable intergovernmental discussions to develop a "cooperative (boundary) plan" pursuant to section 66.0307, Wisconsin Statutes. This new cooperative plan replaces prior settlement agreements between the communities, which began in 2004 and continued in 2009 and 2010. This collaborative intergovernmental process has yielded numerous positive outcomes, including:

- Establishment of police protection service standards for each community and acceptance by each municipality of those standards.
- A follow-up agreement to determine how to most efficiently serve lands in DeForest and Windsor with public water and sewer.
- An approach to enable Village approval of pending development proposals in the Town that the Town has determined are important to address in the short-term.

→ Proposed 20- to 30-year Village and Town municipal boundaries, including boundary change areas.

Concurrent with the cooperative planning process, both communities agreed to amend their comprehensive plans in an order to eliminate material inconsistencies and potential future conflicts. The Town and Village collaborated on comprehensive plan amendments incorporated into both plans. The two communities have determined that there are no material inconsistencies between the two comprehensive plans.

The Village and Town also have a cooperative agreement with the City of Sun Prairie, which is described below.

TOWN OF BURKE

The Town of Burke, located south of DeForest, has been largely developed over the past 40 to 50 years. This has occurred both as a result of annexations from nearby cities and villages and through development of land that remained in the Town. Unlike Vienna and Windsor, the Town of Burke does not envision long-term agricultural preservation for any part of that Town.

The Village of DeForest executed a cooperative plan, following Wisconsin statutory requirements, with the Town of Burke, Village of Sun Prairie, and City of Madison on January 5, 2007. This cooperative plan addresses the future dissolution of the Town of Burke into neighboring jurisdictions by 2036. The cooperative plan also establishes a final municipal boundary line between the Village of DeForest, City of Sun Prairie, and the City of Madison once the complete dissolution of the Town has occurred. As generally reflected on the Future Land Use map and other maps in this Comprehensive Plan, the long-term community edges will be defined by the major regional environmental corridors formed by the Token Creek and Cherokee Marsh.

The Village and Town also collaborated on utility system provision. On January 1, 2006, the Village assumed ownership and management of the former Token Creek Sanitary District. Sanitary sewer and water facilities managed by that former district (now part of the DeForest Utility District) serve the “DeForest South” area and lands on either side of the Interstate 39/Highway 51 interchange in the Village and Town.

Finally, in 2008, the Village and Town instituted collaborative extraterritorial zoning for the area encompassing all lands that remain in the Town, but will eventually be attached to the Village.

CITY OF SUN PRAIRIE

Sun Prairie, a city of over 20,000 people, is located southeast of DeForest. While the two communities do not share a common municipal boundary, their extraterritorial jurisdictions overlap. Sun Prairie was involved in the development of the cooperative plan, adopted in 2007, between the Town of Burke, the Village of DeForest, and the City of Madison. This plan is described in greater detail above. In 2012, the City entered a cooperative boundary agreement with the Town of Windsor and the Village of DeForest, which among other provisions established a commonly understood extraterritorial jurisdiction.

CITY OF MADISON

Madison, a city of 240,000+ people and the central city of the region, is located to the south of the Village of DeForest. While the two communities do not share a common municipal boundary, their extraterritorial jurisdictions overlap. The overlap issue was resolved through the 2007 cooperative plan, described above.

As outlined in the cooperative plan, public water and sanitary sewer service will continue to be provided by the DeForest Utility District to existing customers located within the boundary adjustment area for Madison. DeForest will also provide water service to new customers in parts of the Madison's boundary adjustment area, even after that land is attached to the City of Madison, as provided in the cooperative plan.

Finally, also as part of the cooperative plan, Madison agreed to a residential development phasing program for lands slated to remain within the DeForest Area School District.

TOWN OF WESTPORT

The Town of Westport is located to the southwest of the Village, positioned along the STH 19 corridor and the southern extension of the River Road Corridor. The Town Comprehensive Plan identifies long term agricultural preservation for lands near the Village of DeForest. The Village does not presently have a boundary agreement with Westport.

VILLAGE OF WAUNAKEE

Located to the southwest of DeForest, the Village of Waunakee has experienced steady growth over the past several decades and in particular since the 1990s. Waunakee's planned expansion areas are primarily to the south of the existing developed portion of the Village. A large economic focus area is planned for the south side of STH 19, with expansions of industrial, business, and office uses recommended for this area. There are no known conflicts between Waunakee's and DeForest's plans.

DANE COUNTY

At the time of writing, Dane County was undergoing a d comprehensive plan update of its own. The previous plan had been updated and adopted in 2007. That plan advocates strong growth management, with a focus on concentrating non-farm development in existing developed urban areas and in historic hamlet locations. Since growth has continued to be robust and continues to expand into rural areas, it is likely that the new plan will continue to advocate for similar management.

REGIONAL PLANNING JURISDICTIONS

Capital Area Regional Planning Commission (CARPC)

The Village of DeForest falls under the regional planning jurisdiction of the Capital Area Regional Planning Commission (CARPC), which was established on May 2, 2007. CARPC serves as the regional planning and area-wide water quality management planning entity for the Dane County region, consistent with §66.0309, Wis. Stats. and State Administrative Code NR 121. CARPC has worked closely with the Village in the recent past, publishing in 2012 the North Yahara Future Urban Development Area Study, a comprehensive look at land use trends and environmental conditions that affect the future outward expansion of housing and commercial uses.

Madison Area Transportation Planning Board

The Madison Area Transportation Planning Board is the metropolitan planning organization (MPO) responsible for transportation planning in the Madison metropolitan area. The northern boundary of the Madison Area MPO's jurisdiction is Highway 19 in the DeForest area. The Madison Area MPO completed the 2035 Regional Transportation Plan: 2030 in 2012. This is a long-range plan for the improvement and maintenance of all transportation modes within the MPO's planning jurisdiction. Several of the recommendations of this plan affect roads and rails within the DeForest area and are described in Chapter 8.

IMPORTANT STATE AGENCY JURISDICTIONS

The Wisconsin Department of Transportation's (WisDOT) District 1 office in Madison plans and manages access and improvements to state and federal highways in DeForest. WisDOT plans are summarized in the Transportation chapter. The Wisconsin Department of Natural Resources (WisDNR) provides service to the Village out of its South-central Wisconsin office located in Fitchburg. There are no known conflicts between these state agencies policies and programs and the Village of DeForest Comprehensive Plan.

DEFOREST AREA SCHOOL DISTRICT

The Village has a long-standing relationship with the DeForest Area School District, as most of the school facilities are within the Village limits. The District maintains an ongoing system of projecting future student enrollment, and capacity and condition reports for each of the schools. More information on District planning is included in the Community Facilities and Utilities chapter. There are no apparent incompatibilities between Village plans and those of the District. The Village continues to work with the District on issues such as school siting and residential development phasing.

Other joint efforts between the Village and School District are summarized below.

Police Liaison Officer

The Village has an agreement with the District to provide a Police School Liaison, who provides a combination of youth education and delinquency prevention services. The officer serves as a resource to school staff and students with unique responsibilities involving community resource, education, liaison, preventive patrol, investigation, constructive referral, and community relations. The School District pays for the officer during the school year and the Village pays during the summer months.

Collaboration on Recreational Programming

The Village of DeForest maintains a Recreation Department that provides programs to residents and non-residents. The School District provides use of several of its facilities within which the programs take place.

Alternative Education Program

The Village has an agreement with the School District to provide space for the Alternative Education Program within the DeForest Area Public Library.

DEFOREST AREA FIRE AND RESCUE DISTRICT

The DeForest Area Fire and Rescue District serves the communities of DeForest, Windsor, Vienna, Leeds, Hampden, and surrounding communities. The Village of DeForest constructed the Public Safety Building in 1998, and leases space to the District. The Fire Board has representatives from each of the participating communities and provides the direction for the District. Each community contributes to the operating budget of the District proportionate to its equalized value. Dispatch is handled through the Dane County 911 Center.

DEFOREST AREA COMMUNITY AND SENIOR CENTER

Constructed in 1984, the Center is a community organization whose primary purpose is to provide services and support for older adults and their families. The Center promotes independence and self-reliance, while making available a facility for all members of the DeForest, Vienna and Windsor communities to meet, volunteer and participate in activities. The board of directors is made up of representatives of the three communities and provides leadership and direction for the Center. Each community contributes to the operating budget of the Center proportionate to their population.

MADISON REGIONAL ECONOMIC PARTNERSHIP (MADREP)

MadREP (formerly Thrive) is the lead economic development agency for the eight-county Madison Region with a vision to create a dynamic environment where people and businesses thrive through analysis on the region's top industries and their trends. MadREP writes a yearly State of the Madison Region and other applicable reports, most recently an industry sector analysis of agricultural and food products. This regional area includes Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties.

CHAPTER 11: IMPLEMENTATION

The Village will regularly evaluate its progress towards achieving the recommendations of the Comprehensive Plan, and amend and update the Plan as appropriate. This section suggests recommended criteria and procedures for monitoring, amending, and updating the plan.

PLAN ADOPTION

The Village of DeForest Comprehensive Plan must be adopted in a manner that supports its future use for more detailed decision-making. The Village has included all necessary elements for this *Plan* to be adopted under the State’s comprehensive planning statute. This has included a Village Planning and Zoning Commission recommendation, distribution of the recommended Plan to affected local governments, a formal public hearing, and Village Board adoption of the Plan by ordinance.

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this Plan were prepared simultaneously, and have been revisited on an annual basis, there are no known internal inconsistencies between the different elements or chapters of this Plan. Still, there may be challenges and tensions among certain recommendations.

This Plan will be used by government officials, developers, residents, and others interested in the future of the Village to guide growth, development, redevelopment, and preservation. The Village intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan.

PLAN ADMINISTRATION AND ADDRESSING CONSISTENCY

The State comprehensive planning statute requires that new and amended zoning ordinances (and rezonings), subdivision regulations, and official maps be “consistent” with the associated local government’s comprehensive plan. The comprehensive planning statute does not provide guidance about how to determine if zoning and land division actions are “consistent” with the *Plan*. Many of the individual decisions under this *Plan* will revolve around zoning, land divisions, public investments, and intergovernmental relations. The Village’s approach for addressing each of these types of decisions—and evaluating consistency of subsequent decisions with this Comprehensive Plan—is as listed below:

- **Zoning.** Proposed zoning text and map amendments (rezonings) must be consistent with this Plan. The Future Land Use map in the Vision and Directions volume and the policies proposed zoning map amendments (rezonings) should be consistent with this Plan. Specifically, the Future Land Use map should be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Planning and Zoning Commission and Village Board. Departures from the exact land use boundaries depicted on the Future Land Use map may be particularly appropriate for planned unit development district projects, mixed use projects, properties split by zoning

districts, conditional use permits, and/or properties located at the edges of future land use areas. In their consideration of zoning map changes, the Planning and Zoning Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and planned land uses, the current availability of public infrastructure and services, and the details of the proposed development. Therefore, this Plan allows for the phased timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, planned development, and land division processes. Where the Village wishes to amend its zoning map in a manner that differs from this Plan, the Village will first need to amend the Plan to resolve the difference(s).

- **Land Division.** Proposed land divisions should be generally consistent with the recommendations in this Plan. In their consideration of land divisions, the Planning and Zoning Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the land division process for certified survey maps, preliminary plats and final plats. This Plan allows for the phased timing and the refinement of the precise recommended development pattern through the land division process, as deemed appropriate by the Planning and Zoning Commission and Village Board.
- **Official Map Actions.** Map 5: Future Transportation and Community Facilities (Official Map), found in the Vision and Directions volume, will be used to guide the general location and design of both existing and new public streets, public parks, and utilities, as depicted on the Village's Official Map. However, in their consideration of Official Map amendments, the Planning and Zoning Commission and Village Board will also evaluate the specific timing of the amendment request, its relationship to the nature of both existing and future land uses, and the details of the proposed amendment and its relationships to a proposed development. Departures from the exact locations depicted on these maps will be resolved through the Official Map and platting processes, both within the Village limits and the Village's extraterritorial jurisdiction.
- **Public Investments.** Proposed public investment decisions will generally be guided by the recommendations in this Plan. In many cases, the Plan indicates that the Village will "consider" or "explore" the possibility of certain identified public investments. Further, the timing and precise location of public investments may vary, as judged appropriate by the Village Board, often following recommendations from appropriate committees. This Plan allows for the phased timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Village Board.
- **Intergovernmental Relations.** Proposed intergovernmental relation decisions will generally be guided by the recommendations in this Plan, as deemed appropriate by the Village Board. However, in its consideration of intergovernmental decisions and agreements, the Village Board will also evaluate a wide variety of other factors, including specific provisions of the recommended agreements. Departures from the recommendations in this Plan shall be resolved by the Village Board through intergovernmental processes.

PLAN AMENDMENTS

Amendments to this Comprehensive Plan may be appropriate in the years following initial plan adoption and in instances where the plan becomes irrelevant or contradictory to emerging policy or trends. “Amendments” are generally defined as minor changes to the plan maps or text. As a dynamic community that is facing myriad opportunities for growth and change, the Village is likely to receive and wish to entertain several requests for plan amendments every year. To provide a more manageable, predictable and cost-effective process, the Village has determined to hold a single plan amendment consideration cycle every year to handle the majority of these requests.

This annual process may be adjusted or enhanced through Plan amendments in other parts of the year if one or more of the following situations are present:

- The Village is approached with a unique economic development opportunity, such as a new business that would help achieve the Village’s vision or economic development goals, as expressed through this plan.
- The Village is faced with a particular challenge or problem that, in its determination, needs more immediate attention than waiting for the normal plan amendment cycle would allow.
- The Village enters into or amends an intergovernmental agreement that directs Plan changes on a different cycle.

PLAN UPDATE

The State comprehensive planning law requires that the Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. Further, all amendments to zoning, subdivision, and official map ordinances must be consistent with locally adopted comprehensive plans. Based on these two deadlines, the Village should update its *Comprehensive Plan* before the year 2025 (i.e., ten years after 2015). The Village should continue to monitor any changes to the language or interpretations of the State law over the next several years.

SPECIFIC IMPLEMENTATION TOOLS

The Village has several ordinances to affect the development in the Village. In order to meet the goals, objectives and fulfill the policies established in this Plan, these may need to be amended from time to time to achieve the desired future for the community. The following are particularly relevant to implementing this Plan.

Zoning Ordinance

The Village Zoning Code should continue to be evaluated annually to respond to issues or new circumstances not anticipated with drafting or previous amendments. The Village’s Zoning Code went through a significant amendment process in 2006 and again in 2012-13.

Subdivision Ordinance

The Village Subdivision and Development Code will be evaluated to respond to issues or circumstances not anticipated with ordinance drafting or previous amendments. These include refinement of road widths standards to carry out recommendations included in the Transportation chapter. A fairly significant set of amendments were adopted in 2006 and again in 2013.

Building Code

The Village has adopted the state building code through ordinance. This will be amended as necessary.

Property Maintenance Codes

The Village has a Minimum Housing Ordinance dealing with the upkeep of rental properties; however, enforcement is primarily on a complaint basis. In order to prevent deterioration of rental as well as owner occupied housing, the Village may consider a more inclusive and assertive housing and property maintenance code.

Official Map

The Village has prepared and adopted an official map, which is the same as the Future Transportation map in the Vision and Directions volume of this Comprehensive Plan.

Erosion Control and Stormwater Management Ordinance

The Village updated its erosion control and storm water ordinance in 2002 and amended it in 2004 to incorporate the creation of a stormwater utility. Further amendments will be considered as necessary.

Floodplain, Shoreland, and Shoreland-Wetland Zoning Ordinances

Under state and federal mandates, the Village has and enforces these environmental and property protection ordinances. They will be amended as directed by state and federal law and map changes.

Historic Preservation Ordinance

Adoption of an historic preservation ordinance is not presently being considered. The Village certainly does support the preservation of historic buildings, but would like to pursue other means to support their preservation and upgrade.