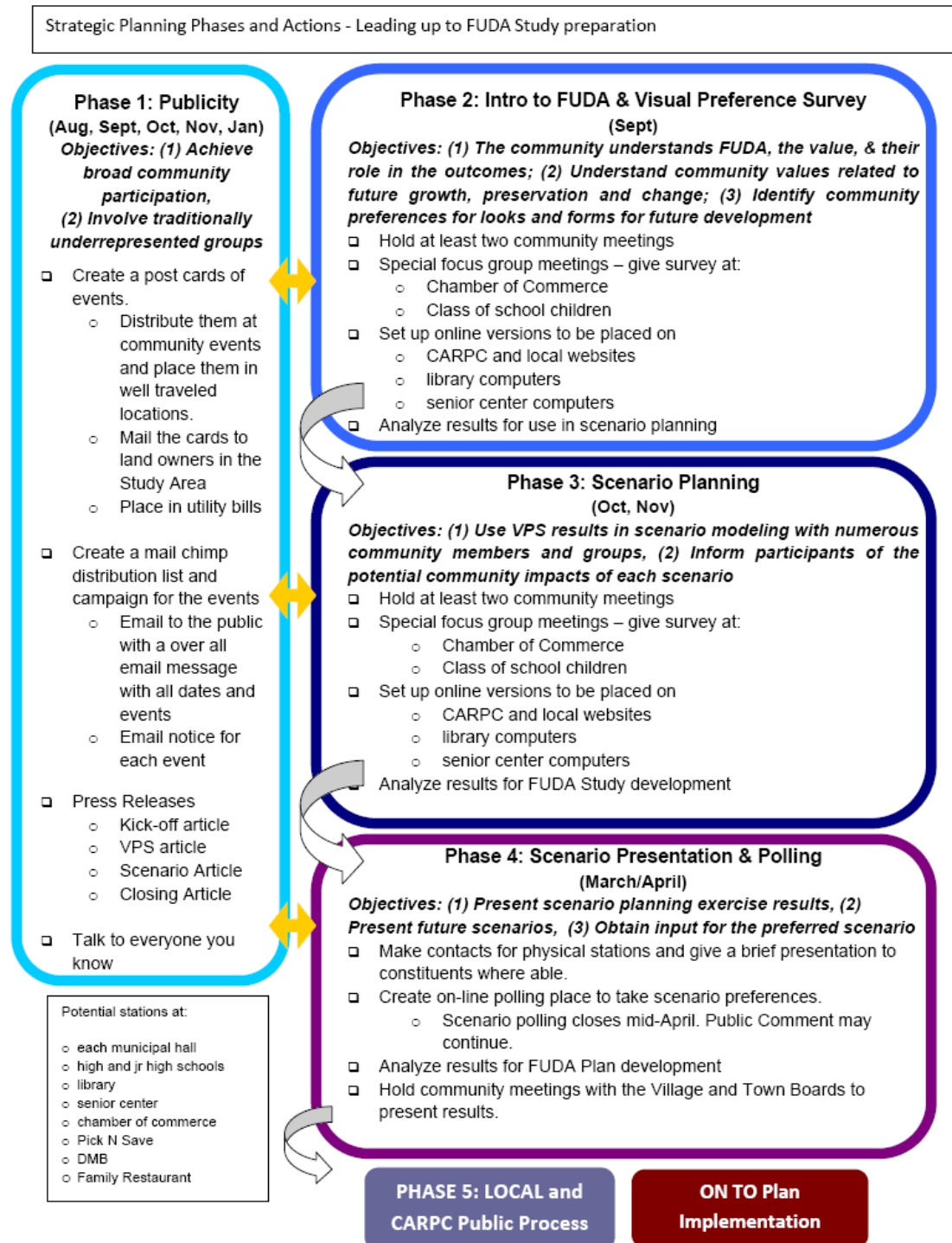


## Supplement B: North Yahara FUDA Public Participation Description

In accordance with the Wis. Stat. 61001 the North Yahara steering committee adopted a Public Participation Plan and a subsequent Strategic Engagement Plan outlining specific activities for outreach and engagement in four phases. A fifth phase will occur when the FUDA results are brought into local and regional processes.



Outreach included several methods feasible within the project timeline.

Below are some samples of outreach materials that include event details:

#### Phase 2 & 3

Postcard mailed directly to residents in Study Area and entire Town of Vienna. They were also distributed by hand to local businesses and at area football games. Additional meetings were later added for Oct. 4 and Nov. 3 at the DeForest Senior and Community Center.

#### **Outreach Materials:**

Postcard (mailed Sept.)

Press Release (Sept.)

Public Hearing Notice to local municipalities (Sept.)

Town Newsletter pieces (Sept.)

Poster for DeForest Senior Center (Nov.)

A-frame Ground Signs (for day of meetings)

Phase 4 “Coming Soon” Poster (Jan.)

(back)

Two rounds of meetings will be held this fall

Come to a community meeting near you!

**PHASE 1 – Take a visual survey and tell us how you want future development to look**  
Sept. 22 – DeForest (DeForest Area High School, Room C120)  
Sept. 28 – Vienna Town Hall (7161 County Hwy I)  
Sept. 29 – Windsor Town Hall (4084 Mueller Rd.)


**PHASE 2 – Create development scenarios to guide future growth**  
Oct. 13 – DeForest (DeForest Area High School, Room C120)  
Oct. 18 – Vienna Town Hall (7161 County Hwy I)  
Oct. 24 – Windsor Town Hall (4084 Mueller Rd.)

Can't make it to meeting? Visit the website to give your input online. You can use your home computer, or the computers at your library or senior center.

[www.capitalarearpc.org/ Northern\\_FUDA.html](http://www.capitalarearpc.org/Northern_FUDA.html)

(front)


**25 years from now...What will your community look like?**




*How will changes in your community affect your livability and quality of life?*

*You can help shape our community's future!*

*Add your voice as we work to keep ours a great place in coming years.*



FUDA is a joint planning process between the Village of DeForest, and the Towns of Windsor and Vienna with support from the Capital Area Regional Planning Commission.  
For more information visit <http://www.CapitalAreaRPC.org/FUDA.html>



#### Phase 4

The “insert” graphic created for distribution in community newsletters and as stand-alone flyers:



## Help decide our area's future 25 years from now!

Your participation is needed in the final round of Future Urban Development Area (FUDA) Planning from March 5 through April 10.

FUDA is a collaboration by the Village of DeForest, Town of Windsor, Town of Vienna and the Capital Area Regional Planning Commission.

**About the Project:** You can review and rank 3 scenarios for future development and environmental preservation in DeForest-Windsor-Vienna urban areas. Maps will be presented for each scenario along with scores that measure outcomes such as walkability, livability for people 65+, and tax revenue and expenses. FUDA planning serves as a check-in on existing community goals and will be a resource for future plan updates.

### Polling Stations are located at:

DeForest Library (203 Library St.)  
DeForest Area Community & Senior Center (505 N. Main St.)  
Vienna Town Hall (7161 County Hwy I)  
Windsor Town Hall (4084 Mueller Rd.)

OR take the survey at the PROJECT WEBSITE: [www.CapitalAreaRPC.org/Northern\\_FUDA.html](http://www.CapitalAreaRPC.org/Northern_FUDA.html)

Joint community meeting  
March 27, 7-9pm  
DeForest Community & Senior Center

The tri-fold pamphlet distributed through all local municipal offices, individual staff and steering committee members, and at every polling station:

**About the Project:** The purpose of FUDA planning is to protect vital natural resources, promote efficient development and preserve farmland through cooperative planning for long-term growth.

FUDA serves as a check-in on existing community development goals and is a resource for future plan updates.

The Village of DeForest, Towns of Windsor and Vienna, and the Capital Area Regional Planning Commission are working together on this project.



Thanks to everyone who came to meetings last fall and helped create these visions of the future!

**Where to find more information:**  
Steve (SteveS@CapitalAreaRPC.org) or Bridgett (BridgettVB@CapitalAreaRPC.org)  
Visit the project website:  
[www.CapitalAreaRPC.org/Northern\\_FUDA.html](http://www.CapitalAreaRPC.org/Northern_FUDA.html)

Participate in the final round of Future Urban Development Area (FUDA) Planning through April 10...

**Take the survey at the project website:**  
[www.CapitalAreaRPC.org/Northern\\_FUDA.html](http://www.CapitalAreaRPC.org/Northern_FUDA.html)

OR

**Visit a polling station near you:**

DeForest Library (203 Library St.)  
DeForest Community & Senior Center (505 N. Main St.)  
Vienna Town Hall (7161 County Hwy I)  
Windsor Town Hall (4084 Mueller Rd.)

**Joint Community Meeting**  
March 27<sup>th</sup>  
7:00 pm  
DeForest Community & Senior Center (505 N. Main St.)



**Help decide our area's future!**  
In 25 years, thousands of new people will need homes + jobs + schools + streets + sewer + water + parks + more



...Where will they be?

**Scenario B: Adopted Plans**  
The DeForest, Windsor and Vienna communities propose this scenario and new growth areas would be similar to:



What can we afford for roads and infrastructure?

Will we need more variety in housing?

How much farmland will be developed?

Will it be easy for kids and older residents to get around?

How many jobs will be available in the area?

You can attend the joint community meeting on March 27 to learn about the results and how they will be used.

Thank you for participating – and please tell your friends!

– the FUDA Team

## Public Participant Overview

Community members were engaged in phases 2-4. This section summarizes data collected about who participated in this FUDA project and how their demographics compare to those of the FUDA communities as a whole. A standard form with demographic questions was provided at most meetings,<sup>1</sup> and in all online and paper opinion polls. These questions were voluntary, and because 65 out of 343 participants left these questions unanswered, the following data do not fully depict the project's participants, but are the best data available.

In general, participants at meetings were representative of those in typical municipal planning processes (such as affected land owners) and did not represent the full breadth of the communities. To engage a greater variety of residents, the outreach targeted people typically underrepresented in planning and government processes, with varying success. The project engaged women, rural residents, especially in Windsor<sup>2</sup>, and the elderly more effectively than it did youth, renters, people from medium to low-income households, and residents of color. Attempts were made to organize special activities with youth and low-income households that did not come together in the outreach time period. Charts comparing these phase to the overall community demographics illustrate how these participants differed from the overall citizenry.

Phase 2: 231 individuals took a visual preference survey in this phase, either at a meeting (32) or online (199) on existing community goals and preferences for development and preservation.

Phase 3: Thirty-two participants used the survey results to brainstorm scenario options for future development, growth and preservation using large printed maps, markers and a variety of chips representing different building styles. So few participated in this phase that demographic comparison is not valid.

Phase 4: 112 participants ranked their favorite scenarios.

Below are pie charts comparing participant turn-out to overall community demographics.

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<sup>1</sup> Demographic forms were intended to be collected at every meeting, but in some Phase 3 meetings staff did not collect the forms before participants left. This is one area of improvement planned for future FUDA projects.

<sup>2</sup> The Town of Windsor, while mostly rural, does have urbanizing areas and it is likely that some participants indicating Windsor residence may live in more intensely developed areas.

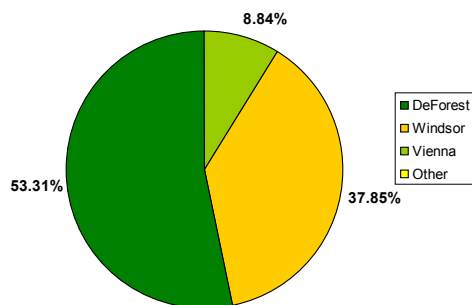


**DeForest, Windsor and Vienna**  
(2010 U.S. Census and 2005-2010 ACS data<sup>a</sup>)

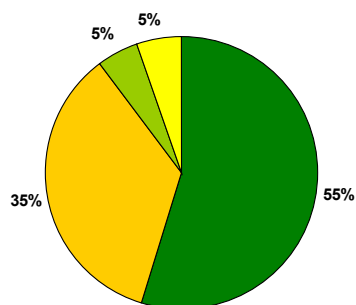
**Phase 2 Participants**

**Phase 4 Participants**

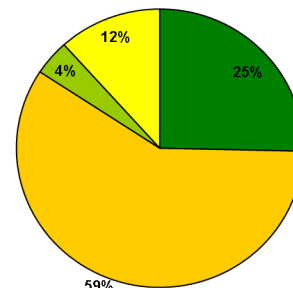
**DeForest, Windsor have largest share of area's residents**



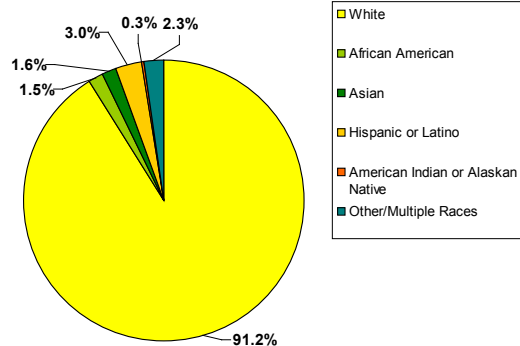
**Vast majority of Phase 2 participants from DeForest, Windsor**



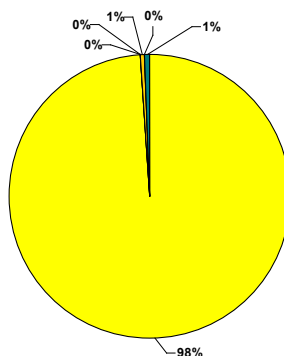
**Most Phase 4 participants from Windsor, 1/4 from DeForest**



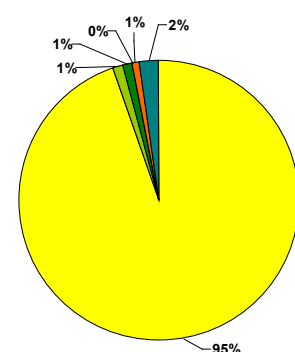
**Windsor, DeForest and Vienna currently show some racial diversity**



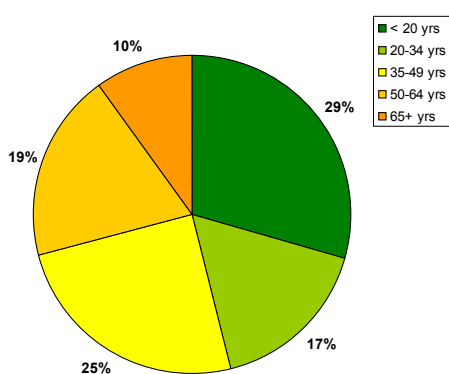
**Phase 2 participants less diverse than community as a whole**



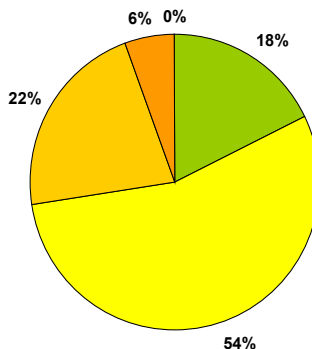
**Some minority participation in Phase 4, but room for improvement**



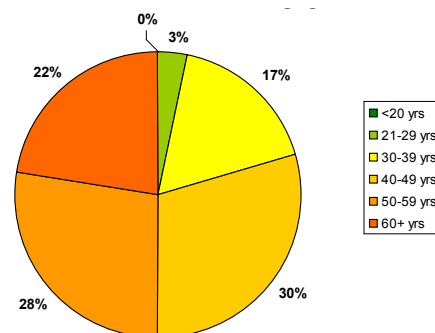
**Age distribution evenly spread for the three communities**



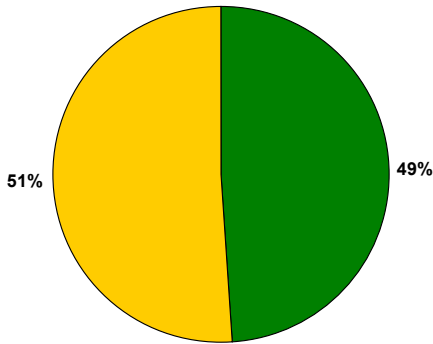
**Some seniors, no youth engaged in Phase 2**



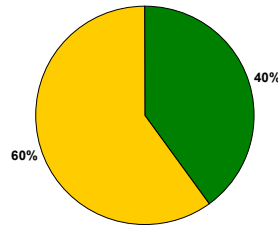
**Vast majority of online survey respondents over age 40, young residents not well-engaged**



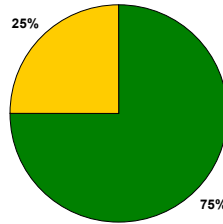
**Gender balance near even in the three communities**



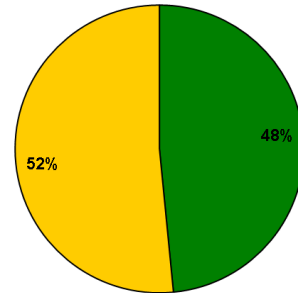
**More women participated online...**



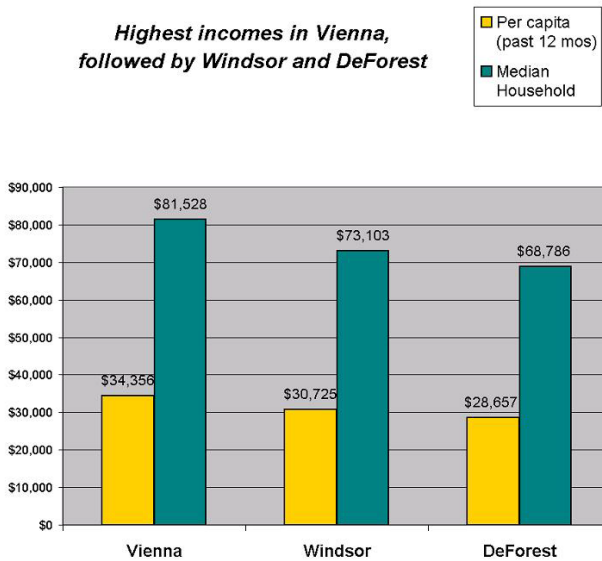
**... than in meetings**



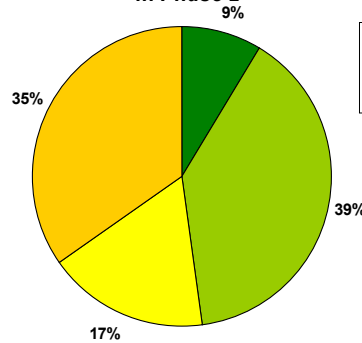
**Gender balance in Phase 4 also matches community**



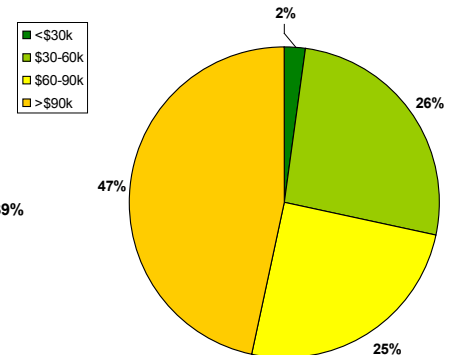
**Highest incomes in Vienna, followed by Windsor and DeForest**



**Good distribution of household incomes in Phase 2**



**1/4 of people surveyed in Phase 4 from low to medium income households**



- a. With the exception of income, all data is from the 2010 U.S. Census for each of the three communities and is aggregated where possible. Census data is not limited to the FUDA study area, due to data limitations and the need to presenting as complete a picture as possible of the participating communities. Income data is from the American Community Survey, and contains “5-year numbers” from data collected over the span of 2006-2010. It is important to note that income figures do not show incomes for any single year, due to recent changes in the way this data is collected. Also, note that phase 4 used multiple age breakdowns complicating comparisons.

This outreach effort may have increased and broadened involvement in the community planning process; however, the participants are not a representative cross-section of the community. The

steering committee used the responses to guide the process and inform their recommendations, considering several additional sources of information.

## Results and Methodology

The following are the results that the steering committee drew upon from the community engagement activities. The methods used to get the information is explained in the text boxes complementing each section.

### Phase 2 Methods

- Public meetings and Survey Monkey online
- Presented “introduction to FUDA” concepts and process
- Conducted a survey on community goals stated in comprehensive plans
- Conducted a visual preference survey (VPS) showing various images of development types that could occur in the area, in 5 categories: single-family and multi-family residential, commercial along highways and arterials, downtowns or neighborhood centers, and open spaces. Images were selected to show a range of densities and forms, controlling where possible for aesthetic differences (such as building materials of landscaping). Out of nearly 100 images, 59 were included.
- Participants scored the images from -2 to 2
- Facilitated group discussion at meetings

### *Phase 2: Intro to FUDA and Visual Preference Survey*

Goals Affirmation Survey Results: Respondents generally supported existing goals especially (with a score from 3.5 to 5 (highest),

- Preserving agriculture (land and economy) and natural resources
- Maintain community separation from Madison
- Create more gathering spaces & expand recreational opportunities
- Offer range of neighborhood environments with 2/3 generally single-family
- Take advantage of superior transportation access; expand Highway 51; create appealing entryways
- Economic development: downtown, larger-scale job and shopping district, diversification (more white-collar and high tech), and more shopping/restaurant opportunities
- Pursue additional inter-governmental collaboration

Visual Preference Survey Results: A large number of participants supported images with lower density housing

than currently exists in the urban service areas. Respondents generally reacted to the:

- Character and overall “feel”
- Placement and proximity
- Design and streetscapes
- Automobile and pedestrian accessibility
- Variety of building types available
- Scale/Size
- Land use as single or mixed

Outcome

The steering committee learned respondents generally support existing community goals and used the visual preferences for development densities, layout and construction to develop and describe the scenarios presented to participants in Phase 4.

### Phase 3: Scenario Brainstorm Mapping

Four group brainstorm maps were created in 4 meetings, each illustrating a potential scenario based on the group's conversation. Staff analyzed the maps for the steering committee, identifying points of general agreement, stand-alone visions, and points of disagreement.

#### Outcomes

##### Areas of agreement:

###### *In and around Deforest*

- ALL maps show development along Highway 51 between Vinburn Road and Windsor Road. All have commercial, mostly medium-density. 3/4 show single-family residential, mostly 6-7 units per acre. Two maps suggest mixed-use near Highway 51, and 2 show low-density (duplex) multifamily to transition between mixed-use and single-family areas.
- ALL maps show some development in the area south of Windsor Road, along both sides of Highway 51. Most suggest medium or low density commercial development at Highway 51 and Windsor Road, and 2 suggest medium-density commercial at Highway 51 and Highway 19. Two maps suggest mixed use, though at different intersections.
- 3/4 maps show some type of development in the Three Bridges area; 2 show mixed-use development along the village edge.
- Two maps show substantial infill and redevelopment in downtown/north Deforest, as well as along County V heading west.

###### *Vienna/West of the Village*

- Two maps suggest agricultural preservation in this area
- Two maps suggest medium-density commercial development at the intersection of I-94 and County 19

###### *Windsor/East of the Village*

- Three maps suggest agricultural preservation areas.

##### Areas of disagreement or potential conflict:

###### *In and around Deforest*

- Along County V on west side of the village, one map suggests park to the west and high-density single-family housing (10 du/ac) on the eastern half. Another shows medium-density single-family and townhouse-style multi-family housing. A third map shows medium-density commercial and the general desire to "revitalize."

#### Phase 3 Methods

- Public meetings only
- Reviewed existing conditions for natural and agricultural resources, VPS image results, population growth, and land supply and demand data.
- In small groups, participants used the most popular VPS icons of different building types and densities and marked growth and preservation areas on a map. Scratch paper maps and discussion questions helped participants think through the options. They also helped convey residents' ideas to staff and steering committee.



- In the Three Bridges area, one map suggests a combination of multi-family senior housing, mixed-use and single-family housing. Another shows only single-family housing. Another shows a recreation area with some mixed-use development.
- In the area just north of Conservancy Place, known as the Knolls, across the E-corridor, one map shows a park; another suggests a general “redesign.”
- At the intersection of Highway 51 and North Street, one map suggests industrial uses for the northwest corner.

#### *Vienna/West of the Village*

- One map designates the entire area east of I-94 for agricultural preservation, within the Town of Vienna. Another suggests a preservation/separation area through much of the same area, but allows some neighborhood development at the northwest corner of I-94 and Highway 19.

#### *Windsor/East of the Village*

- South of Windsor Road to the east of Highway 51, groups’ suggestions may not necessarily conflict, but were somewhat different. One map shows “mixed-use redesign” between Windsor Road and Highway 19. Another suggests a combination of low-density single-family and townhome-style multi-family homes. A third shows low to medium-density single-family homes at the edge, and low to medium-density multifamily and commercial uses further in.
- By Rattman Road north of the E-corridor, one map suggests medium-high density single-family housing, another shows the same at low densities.
- At the intersection of I-94 and County 19, two maps show development including medium-density commercial. One proposes mixed-use, and the other a combination of low-density commercial and housing ranging from single-family to townhomes.

These areas of agreement and disagreement were used to inform the steering committee’s scenario alternatives developed for Phase 4.

### **Phase 4: Scenario Polling**

#### **Polling Results**

Majority Rules: Compact Scenario with 48%

Instant Runoff Voting (IRV): Adopted Plans Scenario with 64%

#### **Phase 4 Methods**

Scenario poll open for one month:

- 4 polling stations with large poster display (at DeForest Library, Community & Senior Center, Windsor and Vienna Town Halls); matching online survey.

Information included:

- Polling instructions and intent
- Scenario titles (“adopted plans,” “dispersed,” and “compact”) and brief descriptions
- Images and info-graphics to show new population, housing and commercial development, and environmental protection standards; corresponding images of development types from the VPS; a conceptual map showing land use mix and density
- Indicators/performance metrics for each scenario to compare outcomes
- A ballot box, ballots, pamphlets, and pens.

Additional outreach:

- Request and proposal for student outreach options at DeForest Area High School

According to IRV results, most respondents will be content if DeForest, Vienna and Windsor grow as planned for the next few decades. The majority of these selected the compact scenario as their first option, and in their comments made a strong case for more open/protected land and agricultural preservation, and land efficiency. Respondents also cited increased redevelopment, employment, and physical activity options in supporting a more compact urban area.

#### All Respondents Overall Rankings

	Dispersed	Planned	Compact
1st Choice	23%	32%	48%
2nd Choice	19%	64%	14%
3rd Choice	58%	4%	38%

Using an Instant run-off methodology, the Adopted Plan Scenario was the most preferred scenario presented. Instant run-off eliminated the lowest ranked scenario, then changed the first place votes of the eliminated scenario to those of its second place responses. In this case, nearly all of the respondents who chose Dispersed as their first choice selected the Adopted Plan Scenario as their second choice. This method of analysis gave the Planned Scenario more than 50% of the remaining first choice responses.

#### Instant Run-off Results

	Dispersed	Planned	Compact
1st Choice	-	<b>51%</b>	49%
	Dispersed	Planned	Compact

Most respondents in the scenario polling did indicate they would modify their preferred scenario somewhat. The most common modification was to increase the amount of open and protected land, followed by preserving farmland, decreasing the amount of development per person and increasing the number of jobs in the area.

#### Outcome

This phase concluded with a joint community meeting on March 27, 2012 with about 40 people in attendance including committee members, appointed and elected officials, staff and citizens. The rankings and comments informed the joint meetings' discussion and subsequent steering committee discussions developing the preferred scenario. They also inform implementation recommendations to their local plan commissions, councils and boards for future urban development.

## PUBLIC ENGAGEMENT STRATEGIC PLAN

### Future Urban Development Area (FUDA) Planning for the North Yahara Study Area

V. DeForest, T. Windsor, T. Vienna

#### Overview

The Towns of Windsor and Vienna, and the Village of DeForest, and the Capital Area Regional Planning Commission (CARPC) are preparing a combined Future Urban Development Area (FUDA) Plan. The purpose of FUDA planning is to protect vital natural resources, promote efficient development, and preserve farmland through cooperative planning for long-term growth. An outcome of FUDA planning is development of a FUDA plan to guide future urban growth and can be implemented through incorporation into local comprehensive and regional plans.

The FUDA Plan will interest residents, businesses, neighborhood groups, environmental groups, service clubs, school districts, public safety officials, developers, and other individuals affected by the plan. The FUDA Steering Committee and staff team will engage these groups through outreach and public input at all steps of the planning process. This document provides the strategic plan with desired outcomes and the actions to accomplish them in the processes leading to the creation of a draft FUDA Plan. Another strategic plan will be created to establish the FUDA Plan writing and approval processes that will follow these efforts.

#### Section 2: Public Participation Plan Goals

The FUDA Steering Committee and staff will work to:

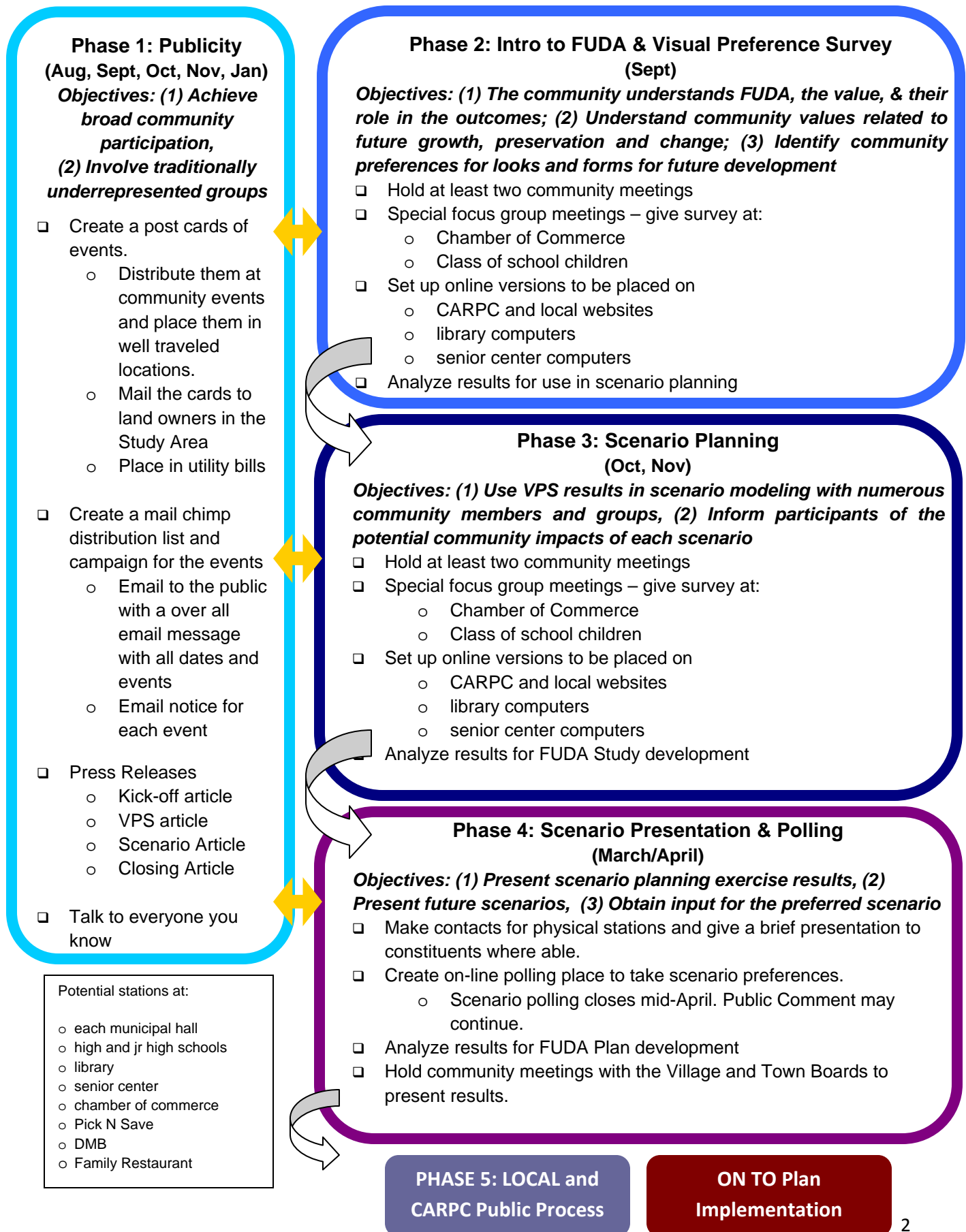
- Ensure that a broad range of interests are considered in FUDA activities and outcomes;
- Actively seek involvement from the general public;
- Ensure that planning process is as inclusive as possible and that perspectives of all interested parties including traditionally underrepresented populations influence the plan;
- Serve as liaisons to, and perform outreach to individuals and groups such as local Chamber of Commerce, neighborhood groups, environmental groups, service clubs, school district representatives, public safety officials, developers, and all Town, Village, and CARPC appointed and elected officials; and
- Engage representatives of each municipality so that the plan becomes a “living plan” with community buy-in.

*Excerpts from the Public  
Participation Plan*

#### Section 3: Policy Guidelines for Public Participation

The participating FUDA communities have adopted the following guidelines:

- The FUDA planning process will prepare alternative development scenarios for review, discussion and comment by stakeholders and the general public. Public participation may be sought for definition of alternative scenarios, evaluating alternatives, and will be sought for selecting the preferred development scenario(s).
- All comments gathered from the public during public input sessions, public meetings, telephone conversations, emails, letters, interviews, and focus groups will be documented and shared with the FUDA Steering Committee. The FUDA Steering Committee will also make reasonable attempts to incorporate and/or address all of the public comments submitted via email and USPS mail. To ensure fairness, all public comments will be recorded and made available as an appendix to the plan.
- Where feasible, FUDA planning will seek public participation and outreach guidance from representatives of traditionally under-represented groups.
- Create an email distribution list for dissemination of information to all interested parties.
- The websites of each of the participating communities will be utilized to disseminate information and encourage public involvement in the FUDA process. The CARPC website is: [http://www.capitalarearpc.org/Northern\\_FUDA.html](http://www.capitalarearpc.org/Northern_FUDA.html)





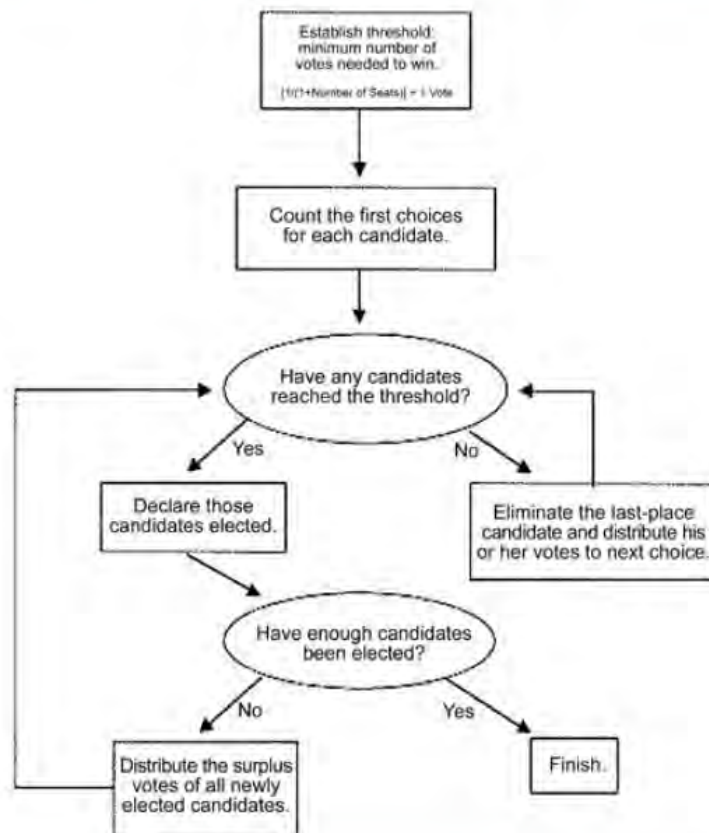
### Scenario Polling: Majority + Additional Proposed Voting Analysis Methodology

Instant-runoff voting (IRV): Also known as [preferential voting](#), the alternative vote and ranked choice voting, is a [voting system](#) used to elect one winner. Voters rank candidates in order of preference, and their ballots are counted as one vote for their first choice candidate. If a candidate secures a majority of votes cast, that candidate wins. Otherwise, the candidate with the fewest votes is eliminated. A new round of counting takes place, with each ballot counted as one vote for the advancing candidate who is ranked highest on that ballot. This process continues until the winning candidate receives a majority of the vote against the remaining candidates.

Rank any number of options in your order of preference.

- ☐ Joe Smith
- ☒ 1 John Citizen
- ☒ 3 Jane Doe
- ☐ Fred Rubble
- ☒ 2 Mary Hill

#### HOW CHOICE VOTING WORKS



fairvote.org

## CRANES

### Preliminary Requests for NUSA Pilot Sub-FUDA ~ 15 SEP 2011

Below are requests submitted by CRANES and staff responses (indented).

1. There should be an effort within the NUSA Sub-FUDA study area to identify the larger remaining unfragmented or roadless parcels of natural lands

Staff: this was done in the Scenario Base Map showing the Corridor, Stewardship and Amenity areas, although the presence of roads within these areas was not identified specifically on the map itself, these areas can be pulled out and discussed for preservation in the FUDA plan.

Within and near the FUDA study area, there are three largely roadless areas. One is the Cherokee Marsh area, just southwest of the study area, which is largely protected. The second is generally between Highway 51, Morrisonville, the Grinde Road area, and the northern edge of the FUDA study area—an area that contains the Yahara River and other lowlands and relatively isolated uplands. The third is just west of the study area in the Town of Vienna.

And their potential for expansion to achieve ecological stability or sustainability, as well as an analysis of how to protect the viewsheds and soundscapes of these areas.

Staff: Staff is conducting an ecological investigation of the entire planning area. If something looks like it needs to be protected ecologically, staff will flag it. We do not have the capacity for further analysis for the first ecological inventory of FUDA areas. More detail may be possible with updates of these FUDAs.

There should also be an analysis of infiltration/recharge areas, similar to the micro-mesh study done for Pheasant Branch. I.e., for natural areas, there should be analyses similar to the effort by the RPC Pilot Sub- FUDA staffers to analyze and map agricultural lands for basic soils, farming types (e.g., appropriateness for row crops vs livestock) and contiguity.

Staff: A detailed, telescoped study such as was done for the Pheasant Branch springs is beyond the scope of our current work. With the update of the groundwater model, better modeling capability will be available. However, a detailed study would only be justified for specific resources, and that would be contingent on the availability of funds and someone to do this study as a research project.

2. Similar to #1, there should be an analysis of cultural landscapes and protection of their viewsheds/soundscapes. During the public participation phase, there should be an invitation to nominate additional areas of the study area for protection of their viewsheds/soundscapes. Local Example: Mt. Horeb (Vandewalle Associates).

Staff: We will try to incorporate viewshed identification into scenario workshop. GIS Specialist is assessing resource requirements for conducting a GIS-based viewshed analysis, similar to that of Mt. Horeb or New Glarus before it.

3. Public participants should be offered a scenario that accommodates the DOA's 2010 USA census-based population forecasts for 2035 within the existing NUSA footprint.

Staff: This will be done for scenario planning.

Similarly, there should be another scenario accommodating the predicted population for 2050. Both of these backcasting scenarios should include the resulting residential and commercial densities, as well as cost/benefit analyses with data broken out for both municipalities and household.

Staff: A build-out scenario will be more useful than using highly uncertain 2050 population projections. Staff will try to incorporate a build-out scenario within the current NUSA footprint and study area.

4. There should also be an analysis of foreclosures and shadow stock, as well as realty demand by type, based on demographics trends and market studies.

Staff: Current foreclosure data is available from MLS. Foreclosure data can also be retrieved by identifying a time period (like how many foreclosures over the last 30 days) in a search of Wisconsin Court records in a couple hours. Vacancy rate comparisons can be made between 2000 and 2010. We are unaware of a source for local shadow stock information. Comparisons over time and between other areas may be needed to determine significance of local numbers, which would require further time and investigation.

Presumably, the purpose of examining foreclosure and shadow rates is because they may indicate a lower growth rate than projected. However, there are many factors that could influence the rate of future development in either direction that should also be considered if the question of growth trends influences is considered.

Regarding realty demand by type, staff has conducted a demographic analysis for Dane County of housing demand by age groups. A white paper on this topic is available.

Additionally it should established whether or not fuel prices are affecting residential realty or commercial/business site decisions in the outlying municipalities of the Capital region, such as DeForest.

Staff: This is beyond staff -capacity and FUDA scope.

Additionally, there should be a USA 2010 census-based analyses of commuter traffic flow to/from the NUSA, for Dane and counties.

Staff: Staff can ask MPO for most recent commuting data as relevant to FUDA areas.

5. There should be a cost/benefit analysis of the proposed expansion of HWY 51 when compared with transit options (e.g., commuter rail, BRT, etc.) including the commuter rail option from DeForest to the Airport to Downtown, as proposed in the Dane Transportation 2030 study.

Staff: This is beyond staff capacity and FUDA scope. Further, the Highway 51 project through DeForest-Windsor is in detailed engineering design, with construction slated to begin in 2012. Therefore, the timeliness of such an analysis is questionable. The participating communities have incorporated the potential for commuter rail in their plans.

# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



This document contains the final results from the Visual Preference Survey (VPS), held as part of the public outreach efforts for the North Yahara Future Urban Development Area (FUDA) plan. The purpose of the VPS is to gain a better understanding of the types of development the public feels are appropriate and desirable over the next 25 years. The VPS addresses single family and multifamily residential, development on highways and arterials, development in downtowns or neighborhood centers, and open spaces. A total of 59 images were scored by participants and the average scores and ranks of images are provided for each community. Comments that were made at public meetings or online were also compiled and summarized for each image.

Public outreach sessions were held on the following dates to reach participants of each community.

Sept. 22 – Village of DeForest (DeForest Area High School)

Sept. 28 – Town of Vienna (Town Hall)

Sept. 29 – Town of Windsor (Town Hall)

An additional meeting was held at the DeForest Senior Center on October 4. A web-based survey was also available between September 22 and November 22.

Nearly 200 participants completed the VPS at these meetings or online. The individual community response is as follow:

Village of DeForest: 101

Town of Windsor: 65

Town of Vienna: 9

Other participants (non-residents): 13

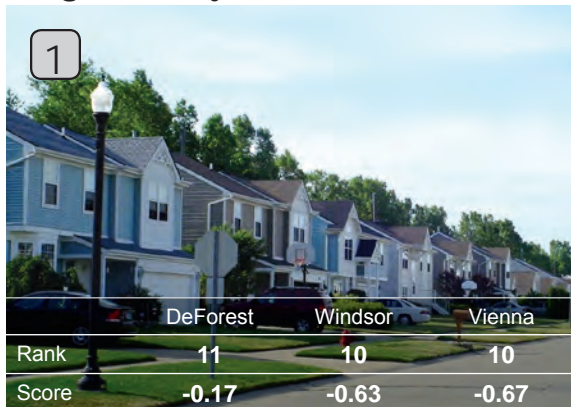


# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011

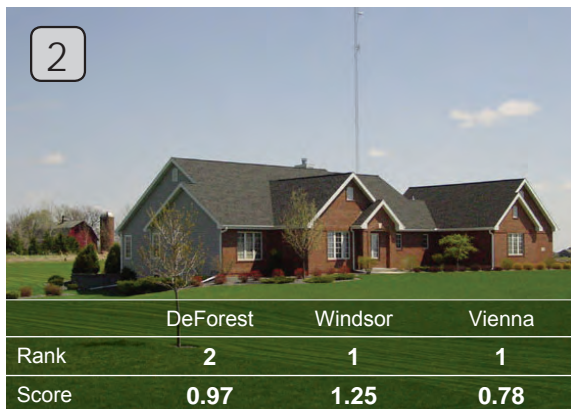


## Single Family



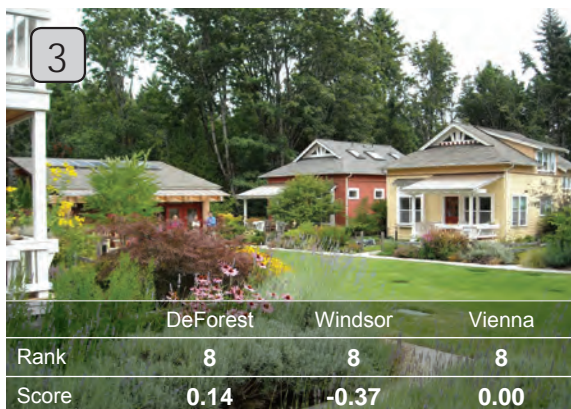
### Summary of comments:

- Too “cookie cutter” with homes are very similar with like colors; monotonous.
- Homes too close together; too dense, crowded.
- Lacks identity; which house is mine?



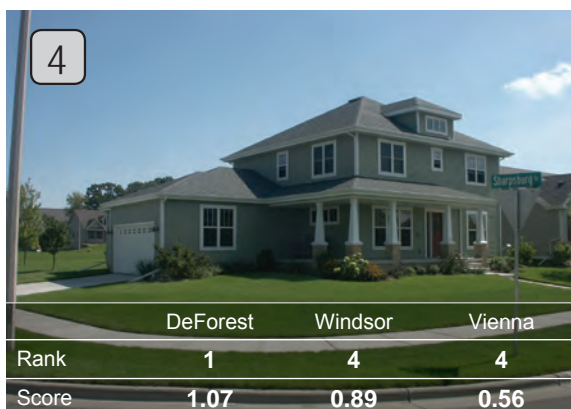
### Summary of comments:

- Liked the openness, space and privacy offered by this type of development.
- Attractive home; visually appealing.
- Open space of lot nice, but seems inconsistent with preservation goals of the community.



### Summary of comments:

- Homes too close together; too cluttered.
- Colors, designs look like vacation homes, not residences.
- Potentially ok for senior housing.
- Like landscaping, open space.



### Summary of comments:

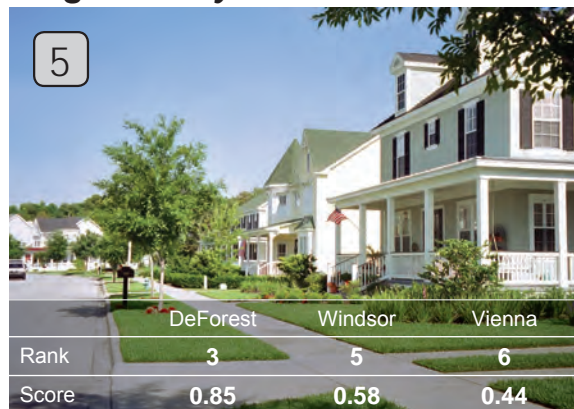
- Like the open space on the lot while being part of a neighborhood.
- Timeless style of home attractive.
- Housing should be mixed, but this is a good example to be included.

# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011

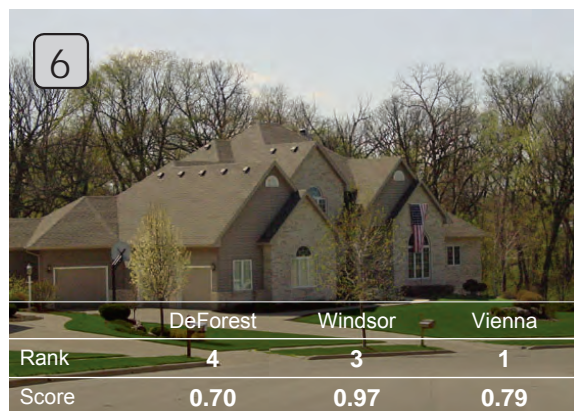


## Single Family



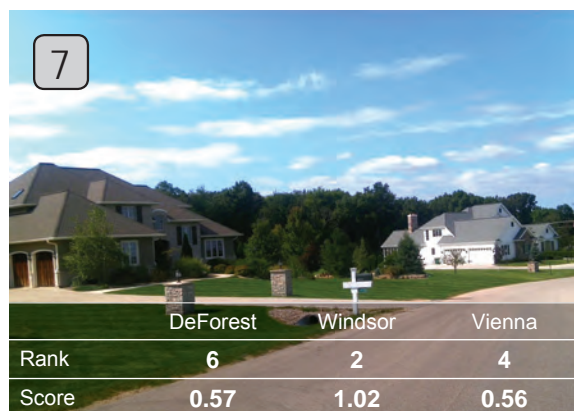
### Summary of comments:

- Homes are too close together.
- No space for children to play, needs larger yard.
- Reminiscent of housing in Madison; this community should be unique.



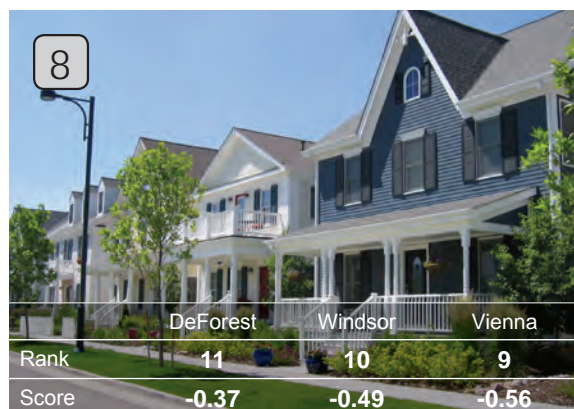
### Summary of comments:

- Openness of lot and wooded area next to home creates nice environment
- Too big of a home on too small of a lot - McMansion.
- High-end homes are good to have in the community.



### Summary of comments:

- Nice to have space for each home.
- Not efficient use of land; not dense enough.
- Sidewalks are important and should be included in development.
- Homes too far apart to create neighbors.



### Summary of comments:

- Homes too close together; people should not be able to touch the neighbor's house.
- Homes similar but have some variety.




# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011




## Single Family

9			
			
	DeForest	Windsor	Vienna
Rank	5	6	7
Score	0.54	0.48	0.33


### Summary of comments:

- Preserved open space nice, but results in development of farmland
- Should have trees along the street; sparse landscaping detracts from neighborhood.

10			
			
	DeForest	Windsor	Vienna
Rank	0.41	0.15	0.78
Score	7	7	1

### Summary of comments:

- Single level homes will be good for aging population; important for accessibility.
- Older style of homes doesn't fit with new development types.

11			
			
	DeForest	Windsor	Vienna
Rank	9	8	11
Score	-0.14	-0.37	-0.78

### Summary of comments:

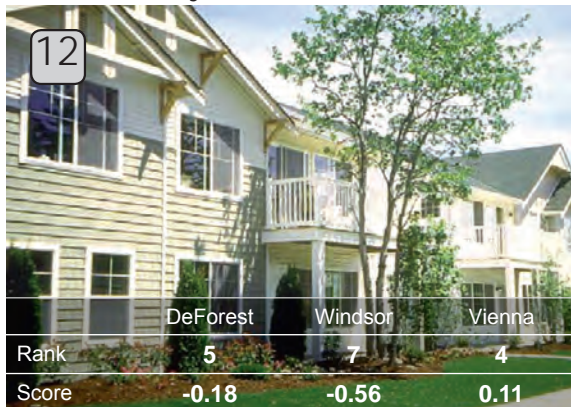
- Could be good for affordable housing.

# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011

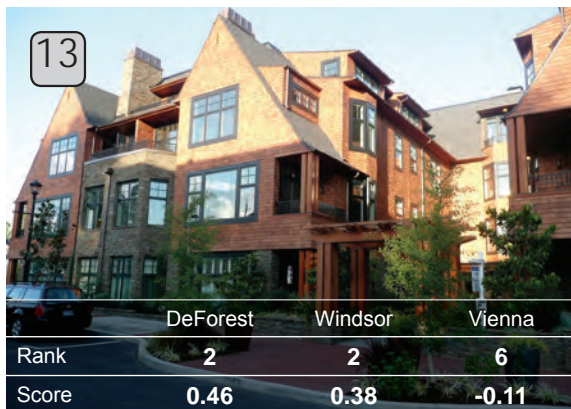


## Multi-Family



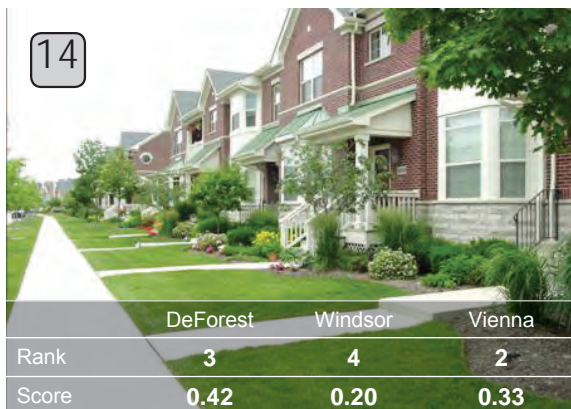
### Summary of comments:

- Building appears cheap; too much vinyl siding.
- Multi-family should be a mixture of attractive buildings, this could be a part of that mix.



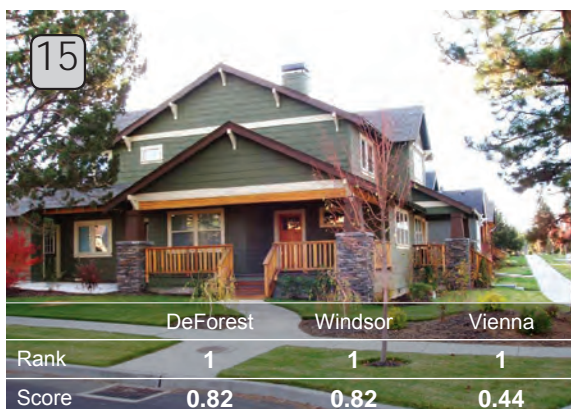
### Summary of comments:

- Unique architecture, high quality materials makes building attractive.
- Pitched roofs create more residential character, which is important for multi-family.
- Greenspace would be a good addition to the building.
- Seems a bit urban but would fit in small town environment.



### Summary of comments:

- Attractive materials and building design.
- Scale and design of building doesn't create a bulky or blocky apartment character.
- Small lawn adds to the attractiveness.
- Good compromise between increased density and blending in with surrounding neighborhoods.
- Sidewalks and residential character of buildings are attractive.



### Summary of comments:

- Multi-family with a single-family character most desirable.
- Better fit for neighborhoods than large apartment buildings.
- Could use more yard, greenspace, landscaping.
- Too many duplexes in the community already; townhomes would be a better option.

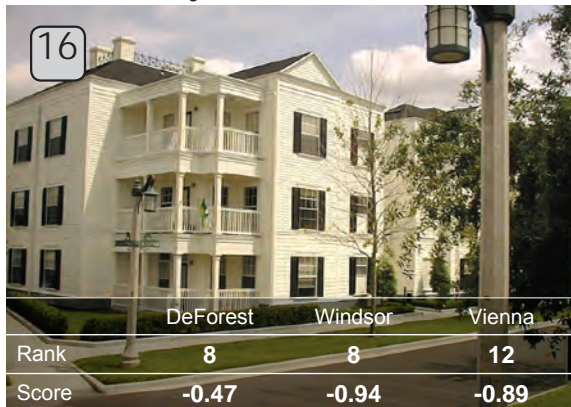


# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011

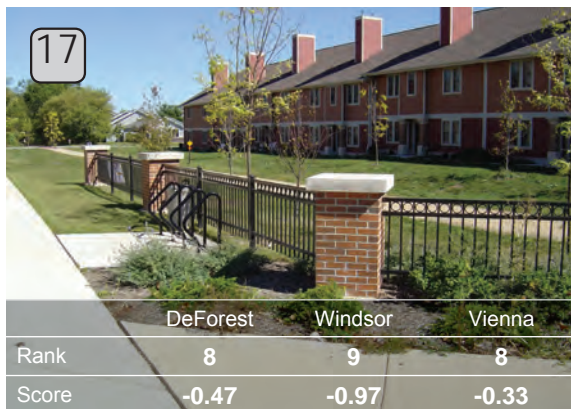


## Multi-Family



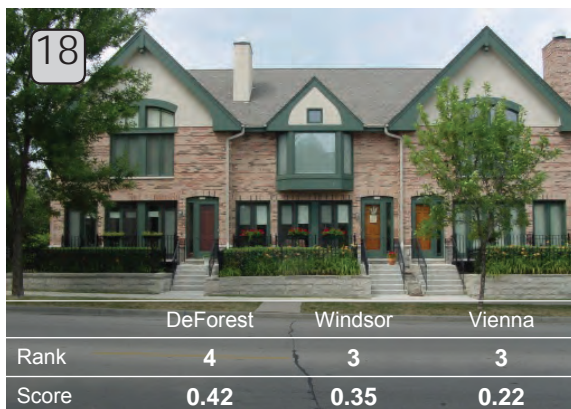
### Summary of comments:

- Building can compliment its surrounding and not dominate it.
- Too bulky/block.
- Character of building is too urban for the community.



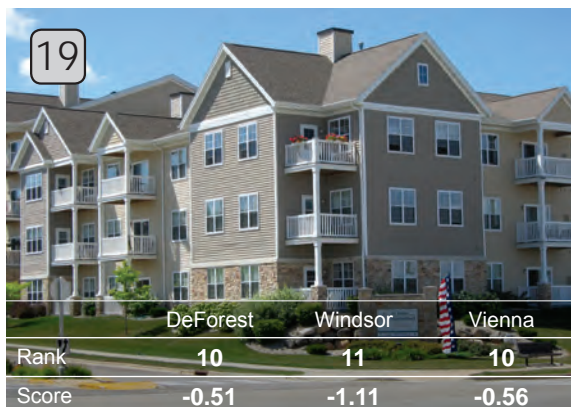
### Summary of comments:

- Open space in front adds to the appeal of the design.
- Building facade looks like a back - not attractive.
- Building design look cheap; resembles low-income housing.



### Summary of comments:

- Like style of building, materials and variety of colors; attractive.
- Like smaller scale, better fit with residential neighborhoods and the community overall.



### Summary of comments:

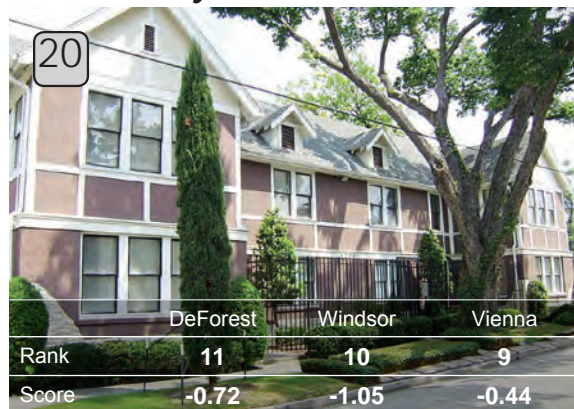
- Bulky, too tall and too massive.
- Too urban; not appropriate for this community.
- Too big; dominates its surroundings instead of complimenting it.
- Cheap materials with no variation make for a boring facade.
- Lacks distinction.

# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011

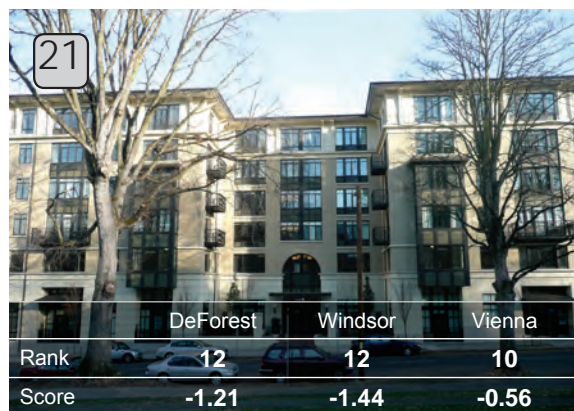


## Multi-Family



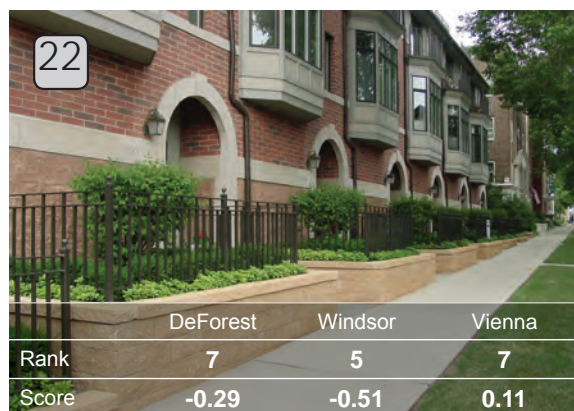
### Summary of comments:

- Building facade is flat, unattractive.
- Materials don't convey quality/attention to detail.
- Could use more greenspace/landscaping but mature tree is a nice addition.



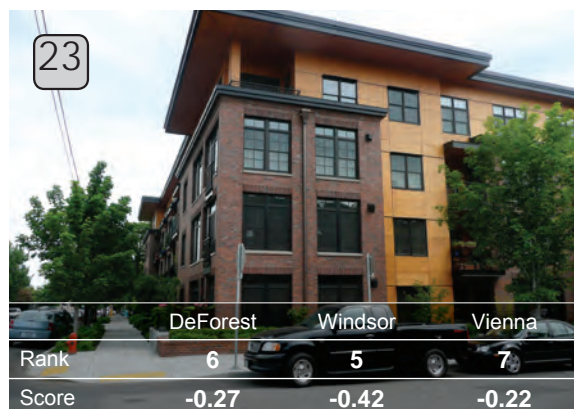
### Summary of comments:

- Too tall, too large for community.
- Design is stark, sterile and not attractive.
- Urban character not appropriate for area.
- May be nice but its expensive; would be difficult to find people willing to spend this kind of money.



### Summary of comments:

- Attractive design and high quality materials.
- Like the planters and landscape between the building and sidewalk, but could use a little more space.



### Summary of comments:

- Building blends well with its surroundings.
- Like materials and quality of construction; appears high-end.
- Mature street trees help create pleasant environment
- Too urban; more appropriate for Middleton or Madison.



# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



## Highway/Arterial Districts

24

	DeForest	Windsor	Vienna
Rank	4	3	4
Score	0.57	0.47	0.33

### Summary of comments:

- Good for a corner site; easy access.
- Building design adequate but would prefer pitched roof.
- Parking in front ok with landscape buffer.

25

	DeForest	Windsor	Vienna
Rank	1	1	1
Score	0.76	0.56	0.67

### Summary of comments:

- Nice materials; attractive for a grocery store.
- Would be a good fit along a major road or highway.
- Fits our community best.
- Plenty of space for snow storage in winter.

26

	DeForest	Windsor	Vienna
Rank	7	5	6
Score	0.33	0.28	0.22

### Summary of comments:

- The building is too close to the street.
- Nice architectural character/materials; the design will age well and not need refreshing in 10 years.
- Good example of how commercial development could blend into the community.
- Pedestrian friendly and walkable; sidewalks are important.
- Limited room for trees - could be bigger.

27

	DeForest	Windsor	Vienna
Rank	12	11	11
Score	-0.42	-0.64	-0.11

### Summary of comments:

- Like the variety of setbacks in the buildings and the open space it creates.
- Buildings are not too clusters which creates a comfortable environment.
- Environmental/natural areas appealing.
- Looks over-grown, like weeds.
- More appropriate for a urban/city location.


# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



## Highway/Arterial Districts

28



	DeForest	Windsor	Vienna
Rank	9	9	6
Score	-0.02	-0.11	0.22

### Summary of comments:

- Smaller scale and design make it unobtrusive and fit in well.
- Too much roof in the design of the building and fake dormers are simply tacked on.
- Like parking hidden by garden wall.

29




	DeForest	Windsor	Vienna
Rank	11	12	11
Score	-0.14	-0.65	-0.11

### Summary of comments:

- Unattractive strip mall design not good for the community.
- Would be better if it was all brick. Stucco unattractive.
- Building too long and too close to the street
- Landscaping at building base not well designed and not enough room for trees on street.

30




	DeForest	Windsor	Vienna
Rank	5	6	4
Score	0.43	0.27	0.33

### Summary of comments:

- Nice scale and attractive materials makes the building appealing.
- Like small setback of building with well-maintained landscaping present.
- Could be appropriate but depends on the location.

31



	DeForest	Windsor	Vienna
Rank	2	2	6
Score	0.61	0.52	0.22

### Summary of comments:

- Building appears to match the surrounding context nicely, could be appropriate in certain locations.
- Building design is too tall, too busy and unattractive.
- Clock on corner tower creates hometown character, sense of place.

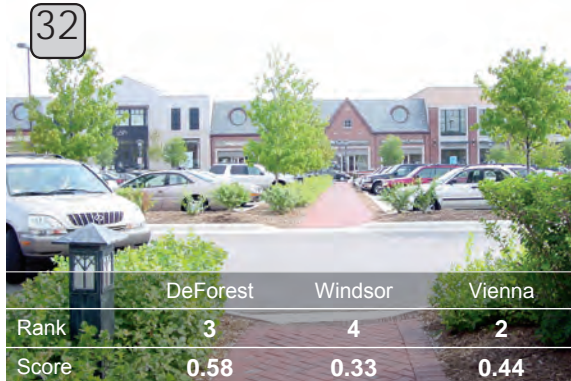


# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



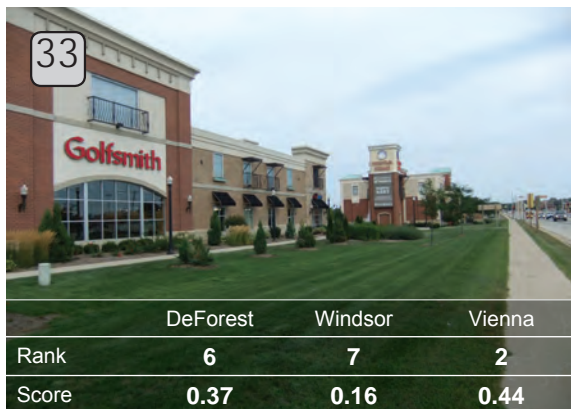
## Highway/Arterial Districts



	DeForest	Windsor	Vienna
Rank	3	4	2
Score	0.58	0.33	0.44

### Summary of comments:

- Varied architecture is attractive and appropriate for the area.
- Attractive development, until it is not maintained.
- Development appears congested; too much traffic.
- Like having the walkway; makes the area accessible to pedestrians.
- Pedestrian walkways in parking areas are a waste of space.



	DeForest	Windsor	Vienna
Rank	6	7	2
Score	0.37	0.16	0.44

### Summary of comments:

- Space in front of the building creates a nice open character.
- Parking behind the building and not visible from the street is a good design strategy.
- Building design is attractive and pleasing to the eye.



	DeForest	Windsor	Vienna
Rank	10	10	9
Score	-0.12	-0.32	0.11

### Summary of comments:

- Large window in building are attractive.
- Building doesn't have curb appeal; not interesting.
- Stormwater pond should not be right next to the building.
- 



	DeForest	Windsor	Vienna
Rank	8	8	10
Score	0.09	0.11	0.00

### Summary of comments:

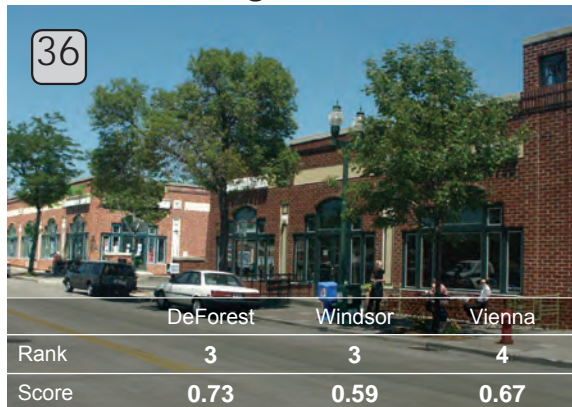
- Like mixed-use and the scale is reasonable.
- The building too tall for this area.
- Like materials and cohesive building design which has a lot of character but blends well with the context.
- Distinct unique design; not something found everywhere else.
- Landscaping, trees along road provide good buffer for the building and sidewalk.

# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



## Downtown/Neighborhood Centers



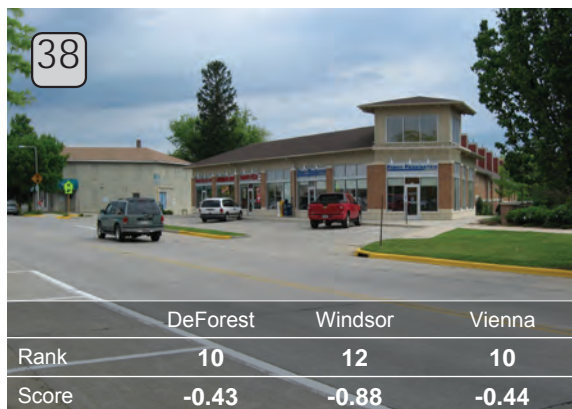
### Summary of comments:

- Building design good but a bit repetitive.
- Trees and decorative lighting add to the appeal of the building.
- Small parking area to the side of the building a better design than in front.



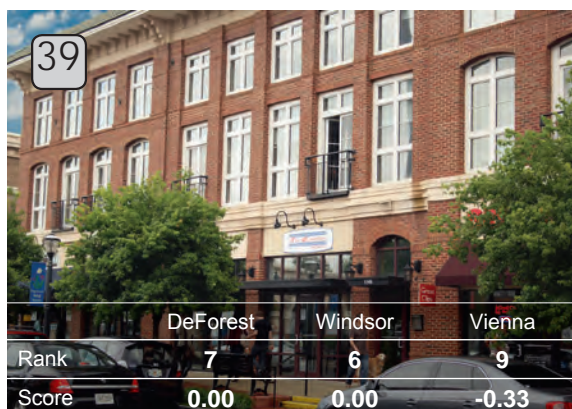
### Summary of comments:

- Plaza, landscaping and tables create inviting character.
- Two to three story mixed-use buildings are an appropriate scale but would prefer fewer units.
- Hometown character, with a small and friendly design.
- Attractive materials, timeless design with cohesive storefronts blends well with rest of downtown and maintain a community feel.



### Summary of comments:

- Not downtown-like; single story buildings are too short/not dense enough.
- Building not interesting or inviting; just concrete and a front door.
- Parking in front makes pedestrian connectivity difficult and detracts from the appearance of the development.



### Summary of comments:

- Scale of building is too large for this area; feels like downtown Madison.
- Building design and materials are attractive and timeless,
- Trees are important and enhance the appearance.



# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011

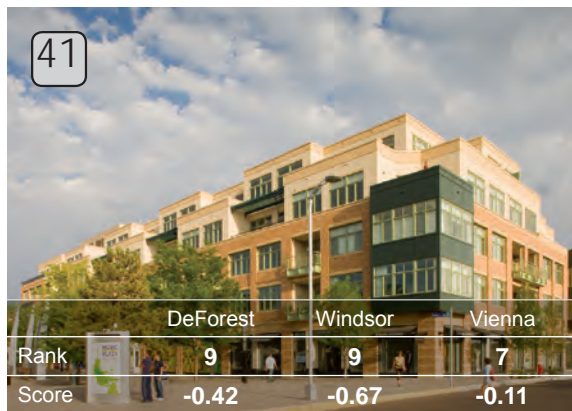


## Downtown/Neighborhood Centers



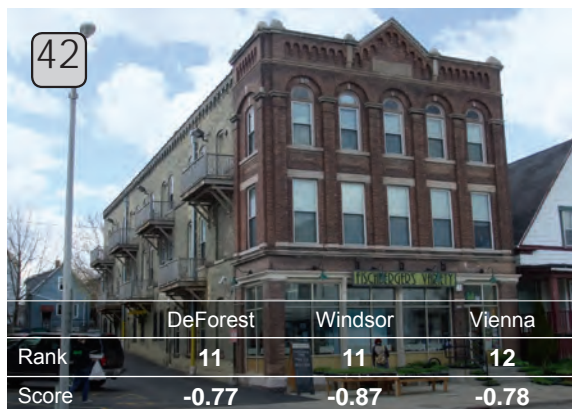
### Summary of comments:

- Renovations for commercial use should be better; not visually appealing and appears haphazard and unplanned.
- Houses converted for commercial uses may be practical; acceptable if close to downtown areas.



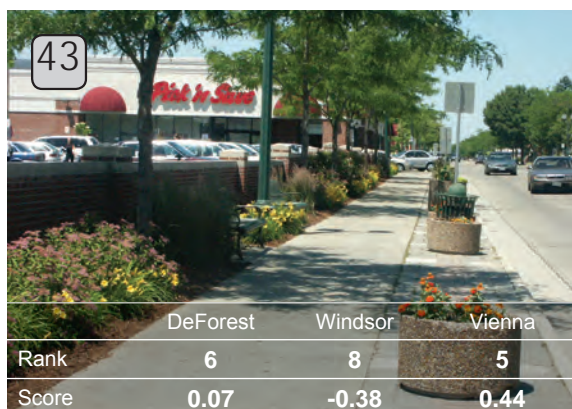
### Summary of comments:

- Building is too tall and the design is too modern, sterile, industrial and out of place.
- The building is imposing and not appropriate for our community.



### Summary of comments:

- Renovating/re-using of older building good in downtown areas.
- New buildings should not be designed to look old.
- Side of the building and parking area seem run down a bit.
- Building design too urban and not appropriate.



### Summary of comments:

- Contains lots of parking for downtown area.
- Wall, planters and trees improve the appearance of the area and do a good job of screening the parking lot.

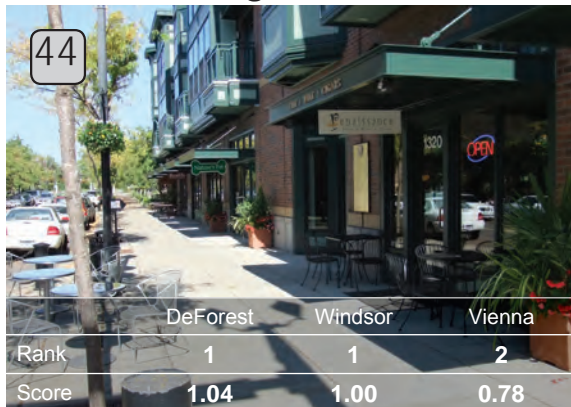


# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



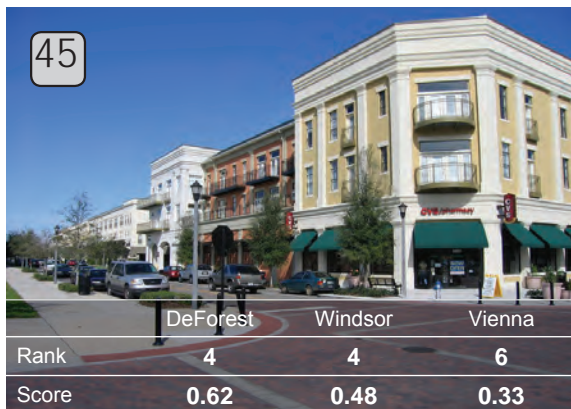
## Downtown/Neighborhood Centers



	DeForest	Windsor	Vienna
Rank	1	1	2
Score	1.04	1.00	0.78

### Summary of comments:

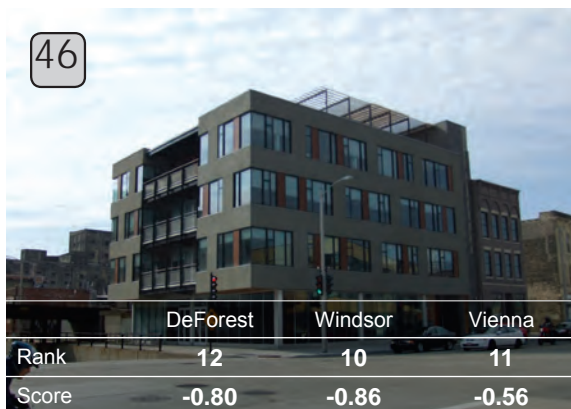
- Attractive building appropriate for downtowns.
- Wide sidewalks with tables and nice storefronts create an attractive character.
- Mixed-use multi-story buildings good for downtowns.
- Parking for this type of building is important and must be addressed.



	DeForest	Windsor	Vienna
Rank	4	4	6
Score	0.62	0.48	0.33

### Summary of comments:

- Has the best downtown feel/character.
- Streetscaping with brick pavers is a nice addition.
- Variety of design between buildings is cohesive and attractive.
- Buildings could use a bit more space from the street, could be used for a small seating area.



	DeForest	Windsor	Vienna
Rank	12	10	11
Score	-0.80	-0.86	-0.56

### Summary of comments:

- Contemporary design is stark, cold and unattractive.
- Building design is interesting but not for everyone.
- Needs some landscaping or trees at the street.



	DeForest	Windsor	Vienna
Rank	5	5	2
Score	0.62	0.30	0.78

### Summary of comments:

- Like the trees and lighting; creates an attractive street appearance.
- Hometown character very appealing and inviting.
- Mixture of one to three stories creates a comfortable scale.
- Good blend of traditional character with new improvements and additions.
- Narrow streets and on-street parking helps make the area walkable.



# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



## Open Space

48

	DeForest	Windsor	Vienna
Rank	4	3	3
Score	0.97	0.84	1.00

52

	DeForest	Windsor	Vienna
Rank	8	3	8
Score	0.72	0.84	0.44

49

	DeForest	Windsor	Vienna
Rank	10	3	11
Score	0.54	0.84	0.00

53

	DeForest	Windsor	Vienna
Rank	7	9	7
Score	0.83	0.42	0.56

50

	DeForest	Windsor	Vienna
Rank	11	11	10
Score	0.22	0.17	0.22

54

	DeForest	Windsor	Vienna
Rank	9	10	8
Score	0.57	0.22	0.44

51

	DeForest	Windsor	Vienna
Rank	2	7	5
Score	1.13	0.78	0.78

55

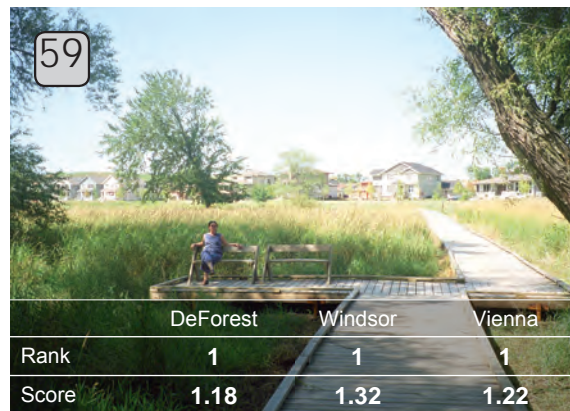
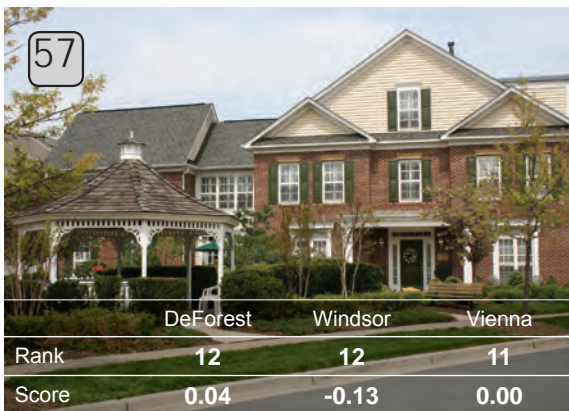
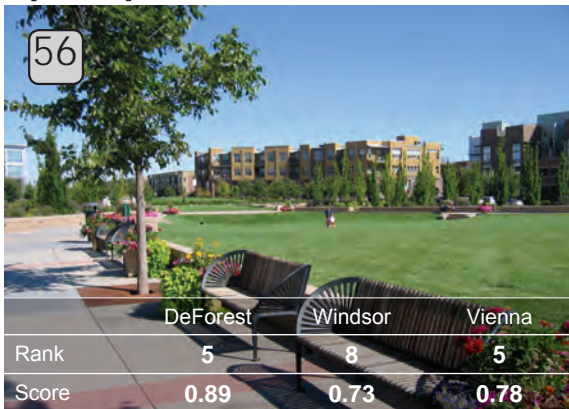
	DeForest	Windsor	Vienna
Rank	6	6	3
Score	0.85	0.81	1.00

# North Yahara Future Development Area (FUDA)

Visual Preference Survey Final Results: Nov. 23, 2011



## Open Space



## **North Yahara Visual Preference Survey: Community Meeting Comments**

### **DeForest – September 22, 2011**

#### **Single Family**

- 1      Least favorite, cookie cutter
- 3      Least favorite, looks like old style row housing; Construction of older styles of housing undesirable
- 6      Favorite for mature trees; Looks like high end housing
- 7      Least favorite, waste of land
- 10     Least favorite, looks older and doesn't fit this day & age; Like it because of one-story accessibility

Other: Nice to have sidewalks, especially for kids.

#### **Multifamily Housing**

- 13     Like architecture, pitched roofs, variety; Needs more green/landscaping
- 14     Front lawn good; Ok, is airy and has lawn space, looks like existing DeForest development
- 15     Most favorite
- 17     Least favorite, lack of brick
- 18     Most favorite (x2)
- 20     Least favorite, too flat across façade
- 21     Least favorite (x2), looks sterile & too big for DeForest
- 22     A favorite, the bay windows give depth to wall

#### **Highway/Arterial**

- 27     Like variety in setbacks
- 28     Like scale, setback
- 29     Too close to road; Too straight/long



## **North Yahara Visual Preference Survey: Community Meeting Comments**

- 31 Like architecture and landscaping; Like the clock tower
- 34 Creative stormwater pond; Don't like stormwater pond - a "goose dump collector" by the building
- 35 Like the interesting materials; Like greenery/landscape; Mixed use good
- Other: Should have more buildings backing onto trails and parks, for more access/transportation options

### **Downtown**

- 40 A least favorite but ok if it occurs as area intensifies, a necessary step
- 43 Too much parking in front, street frontage is important in downtown areas
- 44 Like storefronts; Outdoor seating good – draws more people in
- 45 Attractive building, variety in design
- 47 Like for mature trees, building design
- Other: Should encourage wider multi-use paths that could accommodate small electric vehicles; Don't think mixed use is always good/successful
- 

### **DeForest Senior Center: October 4, 2011**

#### **Single Family**

The preference was for unique architecture, use of color and texture, ease of access (walkability as well as ease of parking for mobility challenged seniors), privacy, ease of maintenance (lawn mowing, snow shoveling, etc.), handicapped access within the units (single story).

The not-so-desirable cases were 1 (not unique), 3, 11 (too close together/lack of privacy), 8, and 2 (too large). The favorites were 4, 5, 6, 10.

#3 may be OK for seniors. If there is only street parking, this may be a problem for seniors.

Sidewalks are a liability and maintenance problem. Should have them only in dense neighborhoods and downtown areas.

#### **Multifamily**

## **North Yahara Visual Preference Survey: Community Meeting Comments**

Preferences were based on good design, good landscaping, good maintenance, defined spaces to provide ownership and privacy, and for those developments that don't look like multifamily.

Favorites were 15 (good design), 13 (good landscaping and not looking like multifamily), 17 (well maintained, fence provides privacy), 20, 21 (good design), and 18 (design interest, upscale, individual entrances and townhouses).

The rest were not "too terrible", but they only got 1 point.

### **Downtown Neighborhoods**

Preference was given to development that is welcoming, human scale, good access to parking, nice usable landscaping with seating and activity areas. Use of texture in crosswalk designs is good, brings visual interest. Large parking lots need markings so you can find your car. The size of the parking should be based on the size of the business.

The best examples were 37 (welcoming, nice size, human scale), 38 (adequate parking), 44 (nice outside seating), 47 (landscaping is nice).

The least favored were 39 (too close to the street), 41 (the color is not good, and it is too big for DeForest), and 42 (too run-down, needs refurbishing).

### **Highway District**

Preferences were based on good accessible parking with good landscaping, visual interest and unique identity, and proper scale for the context (we have plenty of land in and around DeForest, and there is no need to go to four floors).

The best liked examples were 25 (good parking), 32 (good parking and landscaping).

The worst examples were 29 (too blah), 33 (green space is wasted because it lacks landscaping...put flowers in there!), and 34 (hole in the ground for stormwater is ugly! Pond needs good design so it looks like a landscape water feature!).

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## **Windsor: September 29, 2011**

### **Single Family**

- 1 Too dense, problems down the road (least favorite); Chapter 8 Housing; Identity issues; Concern for low income housing; High density leads to poverty and crime; Too close
- 2 Like most open and quality of building; A favorite (x4), open space (on lot)

## **North Yahara Visual Preference Survey: Community Meeting Comments**

- 3      Terrible if senior housing ok, looks like summer homes; Least favorite, too close, do not like looks even if senior housing
- 4      Want space between neighbors; A favorite (x3), open space (on lot)
- 5      Reminds of Madison; Alley behind home is a crime problem; Too close, no place to play
- 6      A favorite (x2), open space (on lot); Favorable, nice trees, house style
- 7      Favorable; Favorable, open space
- 8      Too close
- 9      No problems
- 10     Not as nice as 9
- 11     Affordable housing

### **Multifamily Housing**

- 12     Too cheap to move it
- 13     Favorable, architecture unique; Does not like blocking look; Architecture nice, building materials
- 14     Not favorable, town house not welcome here; Move lawn
- 15     Favorable, architecture unique; Does not like blocking look; Open more room; Prairies style
- 16     Too sterile
- 17     Likes open feel; Open more room
- 18     Favorable, architecture unique; Does not like blocking look; Highest rating because of brick and style of structures
- 19     Downtown Deforest and Windsor
- 21     Too sterile; Worst
- 23     Middleton Hills, not here, belongs in Madison; No



## North Yahara Visual Preference Survey: Community Meeting Comments

### Highway/Arterial

- 24 A favorite, good for a corner; Easy access to parking; Prefer pitched to flat roofs; Prefers gas pumps and parking behind building, some parking in front ok
- 25 A favorite (x2); Good lighting, off-street parking, good building size
- 26 A favorite, good for fitting a building into a tight space
- 27 A favorite (x2), good setback, environmentally neutral areas ; Comfortable for driving because it's not too tightly clustered; Mixed feelings, too tall
- 28 A least favorite
- 29 Least favorite (x3), too close to the road, no on-street parking; Bad landscaping – the mulch looks bad
- 30 Better setback than 29 and better landscaping (green); Could be appropriate, depends what is nearby; Least favorite, bad design
- 31 Like sidewalks, curbs, architecture; Could be appropriate, depends what is nearby
- 32 Ok, appealing; Good until landscaping is not taken care of, then bad
- 33 Least favorite, too much traffic; A favorite, pleasing to the eye with nice setback/green in front and parking in back
- 34 Least favorite, no curb appeal and dull looking
- 35 A favorite (x2)

Other: Parking should depend on how much space the owner/developer needs

### Downtown

- 36 Ok but a bit too monotonous in design
- 37 A favorite; Looks ok, fewer units (appropriate size); Hometown feel, small and friendly
- 38 A least favorite (x2), appearance is just concrete and a front door; Mixed feelings
- 39 Too big for Windsor/DeForest; A least favorite, not downtown, maybe Bear Tree

## North Yahara Visual Preference Survey: Community Meeting Comments

- 40 A least favorite
- 41 A least favorite (x3); Not downtown, maybe Bear Tree
- 42 A least favorite (x3); Side of building looks junky; Looks too big-city; Inappropriate for new development
- 43 A least favorite (x2); Doesn't look accessible; Looks like elsewhere (California) not here
- 44 Good outdoor seating; A favorite, good for DeForest!; Good for Windsor Crossing, but some mixed feelings on that; Ok for here, looks like Sun Prairie
- 46 A favorite (x2); A least favorite (x3); Looks like a factory, cold in appearance; Not downtown, maybe Bear Tree
- 47 A favorite (x5); Looks "townsy", homey, walkable streets, multiple shops; Like 1-lane traffic and on-street parking; Like low roofs, appropriate size; Hometown feel, small and friendly; Don't like, kind of "blah" design
- Other: Downtown development should have a lot of "pizzazz", really special; These pictures don't quite show what we need here, can't explain what's missing; Do not want to look like Madison. Want to keep identity
- 

### **Vienna: September 28, 2011**

#### **Single Family Residential**

##### General Comments:

- Single-family housing needs to take into consideration automobile parking. Housing should accommodate at least two vehicles per household.
- In the slides where a driveway is now explicitly shown, participants had concerns over vehicle parking.
- Large homes on large lots were a waste of land and unnecessary. Given the economy, large homes may fall into disrepair because their previous owners cannot afford the mortgage and the property may go into foreclosure.
- Homes on lots should have at least some front yard between the home and the street. Homes built right up to the street are not ideal because they make the neighborhood look too condensed. Likewise, homes with very large setbacks are a waste of space.
- In general, single-family housing should have a moderately -sized yard, not too large, and not too close to other houses.

## North Yahara Visual Preference Survey: Community Meeting Comments

- The fact that the Town of Vienna is primarily a rural, agricultural community needs to be considered when determining the density of community. Town residents typically do not support higher density developments.
  - For the single-family residential slides, there was not a general consensus on all types of housing. Some participants appreciated and would support more “traditional neighborhood” housing styles. Particularly, some participants noted that they grew up in small single-family homes in relatively dense neighborhoods and would support the same in Vienna.
- 1 Generally positive reaction and considered a favorite; Lot had a large enough yard; Not too close to the street.
  - 2 Participants generally thought this lot wasted too much land; Too much effort would be needed to maintain yard; Attractive home, but not an efficient use of space.
  - 3 Participants showed concerns over parking and privacy; Too small for a family; May be appropriate in some settings, particularly as elderly housing; No general consensus on this slide. Some participants considered this a favorite while others considered this slide a least favorite; Safety concerns in terms of fire jumping from one house to another; Concerns over where snow would be stored during the winter.
  - 4 Considered a good middle-ground; Amount of green space is nice.
  - 5 No general consensus on this slide. Some participants felt this was a good compromise in terms of density compared to developments like 8; Generally positive comments on the quality of the housing, but concerns over where the residents are going to park vehicles.
  - 6 Too big. Too expensive; No person or family needs that large of a house; More likely to fall into disrepair due to financial constraints and/or foreclosure; Vienna does not support mansions that waste land.
  - 8 Too dense. Gives a congested feel; Not enough privacy; “You better like your neighbor because their window is 10 feet from your window.”; Generally considered a least favorite slide; Safety concerns in terms of fire jumping from one house to another.
  - 9 Participants appreciated the green space, but some thought that type of development wasted too much land; Houses too big.
  - 10 Stuck out to many participants as good, affordable living; Housing that is not too fancy and fits into what is already in Vienna; Simple. Not too fancy. Has a large enough yard; Single-story homes are preferable for elderly residents.
  - 11 Participants generally felt this type of development is an acceptable density; Houses may be a little too close together.

## North Yahara Visual Preference Survey: Community Meeting Comments

### Multi-Family Residential

#### General Comments:

- Most participants did not like any of the multi-family slides. Some participants strongly believed that multi-family housing does not belong in Vienna at all.
- Some participants did not appreciate multi-family housing, but understood that some multi-family housing, particularly apartments, are inevitable and should be allowed because the market is demanding it.
- Communities will need to be more flexible in their development approvals.
- Generally, more homes for the elderly are needed, whether small detached homes or condominiums.
- Participants expressed some concerns of Village annexing Town land and developing multi-family housing on that land. The Town should not have “the Village’s multi-family housing.”
- Some strong concerns over parking. Participants asked on several occasions where the parking was located.
- Where multi-family is located, there should be at least a little green space between the sidewalk and the building.
- Multi-family will lead to the concentration of low-income residents. Vienna does not support low-income multi-family housing.
- Several participants voiced support of high-quality, townhouse-style housing.

12 Generally considered acceptable in some circumstances; Participants acknowledged that this type of housing is common and can be attractive. Some concerns over parking.

13 Similar comments as slide 12.

14 Similar comments as slides 12 and 13. Some participants expressed support of townhouse-style multi-family housing if it is of high-quality. Supported having some green space between the sidewalk and the building. Supported individual entrances into building.

15 Generally considered the favorite multi-family slide. Does not look like multi-family housing. Would be appropriate on corners of development areas where an entrance could be located along different streets. Most participants felt this type of multi-family housing would be tolerable in Vienna.

18 Positive response to this slide from several participants. Participants felt this was attractive housing and voiced their acceptance of some townhouse-style multi-family housing. Supported individual entrances into building.

19 Some participants supported this type of multi-family housing and acknowledged that DeForest already has similar housing. Participants expressed some concern regarding the lack of building variation. Flat, plain walls should be minimized.

## North Yahara Visual Preference Survey: Community Meeting Comments

- 20 Few comments were made regarding this slide. Some participants expressed moderate support, while others indicated this type of housing was too dense and too close to the street.
- 21 Universally considered inappropriate development for the DeForest/Vienna area. Participants felt that this type of development doesn't belong outside of downtown Madison, Chicago, or Milwaukee. Looks like a hotel. Too many housing units.
- 23 Some participants felt this type of multi-family housing could be appropriate in some settings, particularly downtown DeForest. Not appropriate for Vienna. Some participants felt this type of housing would be too dense. Concern over where residents will park vehicles.

### Highway/Arterial

#### General Comments:

- Need connecting paved bike paths in all areas
  - Big box needs to have more parking underground
  - Size of buildings in these areas depends on what will be in it
  - Sidewalks in these areas depends on the class of highways
- 24 Like it, looks nice (x2)
- 25 Like it along highways. Like it, looks nice (x2). Like that it has room to put snow
- 26 Don't like, buildings too close to road. Like it.
- 27 Don't like weeds and power lines. Plantings look like weeds.
- 28 Wasteful fake 2nd story. Like it
- 29 Don't like, not worth a hoot. Too close to street.
- 30 Right amount of green space, better than #33. Like architecture. Too close to highway
- 31 Looks congested, don't like height. Like it.
- 32 Looks congested, don't like height. Pedestrian walkway a waste of space. Like the trees/landscaping.
- 33 Has too much green space in front.
- 34 Like the windows and retention pond, attractive overall

## North Yahara Visual Preference Survey: Community Meeting Comments

35 Too high. No design

### Downtown/Neighborhood Center

Other

- Has to be enough parking downtown
- Underground parking needed for apartment buildings
- Most images the buildings are too big, but in 25 years they may not be!

36 Like trees and old-fashioned lighting.

37 Downtown neighbors – things are going that way (might refer to mixed use?).

38 Like the trees and layout (parking in front?)

39 Like trees and old-fashioned lighting

40 Like it

41 Too tall. Too modern. Inappropriate for this area

42 Too old, looks like a slum. Too big. Parking on side detracts from the look, seems dangerous. Good to keep old historic buildings, but don't build new ones like it

43 A favorite. Like it

44 Like outdoor seating. Neutral. For mixed use you need to handle parking issues

46 Too modern

47 Like trees and old-fashioned lighting. Like it

## North Yahara Visual Preference Survey: Web-based written comments

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Respondant Community	Single Family Residential	Multi-Family Residential	Highway/Arterial Development	Downtown/Neighborhood Center Development	Open Space
DeForest	I think in our area we need more "dense" communities fostering togetherness (1, 5, 8, 11).	Mix "good looking" multi-family buildings (2, 7, 11) into more dense single family neighborhoods.	No strip malls, even "pretty" ones! What about high end outlet stores, or large office space?	We should continue to build a downtown area around our distinctive and well used library, as well as greenspace near the river. The existing development does not get much traffic because the focus is on residential options and retail hasn't taken foot.	Conservancy place water park is very well used in the summer. We could probably consolidate our sporting areas into one large multi-use area and recapture existing areas for development or green space.
DeForest		I prefer multi-family residential that still looks small town/homey.	I'd like development to still feel like a small town. Even if there are chain businesses, walking along the street it should feel like all are connected and working together.		Open space is where nature belongs! Just some comfortable place to sit and enjoy the outdoors. Favorites #56 & 59.
DeForest	Variation in communities is key to drawing in a diversity of families.	Make it so families will have to be responsible for the upkeep of their dwellings so as to keep out those who do not (broken windows theory).	Have a modern facility with the look of it being there for a while as to give it a look of stability. This will draw new business as well as customers.	The current course seems to be doing well.	Have open space that people will use (bike paths, walking trails, athletic fields etc.).
DeForest	I like homes with some spacing between them, but I also like sidewalks.		I like developments that have a quaint feel (interesting sidewalks, places to sit, trees and landscaping).	I like nice sidewalks and parking areas, but also pretty areas full of trees/landscaping with outdoor seating.	Trails and parks are a big draw! Again, landscaping should be a priority.
DeForest					Would like to see creation of a community pool/aquatic center.
DeForest	LEAST LIKED #3-JUST DON'T LIKE LOOKS CHEAP #7 HOUSES TOO BIG, NO SIDEWALKS, NO NEIGHBORS. MOST LIKED #1 UNIFORMED AND SIDEWALKS #2 SPACIOUS WITH NEIGHBORS AND SIDEWALKS	LEAST#10-TOO URBAN #6 LOOKS LIKE THE PROJECTS MOST#3 SIDEWALKS, GRASS LOOKS LIKE A HOME NOT APTS.			
DeForest	2;3;4;6;7;9;10;11	2;4;3;7;	3;7;	1;2;5;9;12	48;54;55;56;59
DeForest					#49 - like open space but when it's "overgrown" it tends to look sloppy and is typically a magnet for blowing garbage....
DeForest	I think the homes in Image 1 are too homogeneous and prefer 5 or 8. I also like the green space in 2 and 3.	Image 2 is really unique in a good way. I also like 11 and 12.	Image 9 is great because of the pedestrian walkway through the parking lot. 3 also looks pedestrian friendly.	I love the outdoor seating of 9. 10 and 12 have the best "downtown" feel. I like the brick crosswalks. 3 is not inviting at all and looks isolated.	I love the trails in 49 and 59! 50 and 55 look like good places to relax downtown.
DeForest	I'd like to see larger lot sizes				
DeForest	There are no "bad" images here. Everything is neat and clean and orderly.... and safe. I really think those are traits everyone can agree on, but are also traits that are difficult to enforce.	Again.... There are no "bad" images here. Everything is neat and clean and orderly.... and safe. I really think those are traits everyone can agree on, but are also traits that are difficult to enforce.	I'm a little confused on what exactly it is I'm supposed to be liking or not liking here. Sometimes I looked at a picture and thought - "well, there's no parking there!" or "why are there weeds grown up along that pond?" I'm doubting that's what you wanted me to notice. Am I supposed to be looking at the buildings or the streets or what?		



## North Yahara Visual Preference Survey: Web-based written comments

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Respondant Community	Single Family Residential	Multi-Family Residential	Highway/Arterial Development	Downtown/Neighborhood Center Development	Open Space
DeForest	I lived in a suburb of Denver for several years and the houses were stacked on top of one another. One of the great joys about the Midwest is SPACE!! We need to have plenty of space for yards and for kids to play. Houses stacked on top of one another take away that space and freedom most people want when they buy a house. Please don't over build!	NO MORE APARTMENTS HERE PLEASE! There are more than enough and also MORE than enough duplexes around here. Let's bring back the single family homes to encourage growth around here!!!	DeForest needs to make up it's mind if it wants to be urban or country....	DeForest did once have a vibrant downtown, which was torn down to make way for apartment buildings, which are half full and businesses that can't stay in business. ....	SPACE PLEASE!! Once you loose this, you'll NEVER get it back!!
DeForest	I think DeForest/Windsor area needs a nice mix of different housing. While I can appreciate the trend to densification, I do not like neighborhoods where all the houses are the same except for color, it looks too cookie cutter and generic.	I think smaller scale multifamily housing is more appropriate to DeForest/Windsor. Very high densification multi-family housing is more big city, not DeForest/Windsor.	We need more businesses in DeForest/Windsor, especially along the highways that lead into our community!	Downtown can be densified, but buildings should fit with DeForest/Windsor and not be too big city like.	I love a mix of open space. Everyone has a different preference and a nice mix of trails, parks and viewing areas allows something for everyone. Also some types may be more appropriate for the location than others.
DeForest	3. Looks "old" and "crowded". 1 and 8 are too crowded.	5 and 10 are too big and bulky. 9 is not attractive	4 is weedy and looks overgrown.	11 is too sterile and industrial as is 6. 7 looks old, run-down. 3 seems sterile	49 is weedy, not attractive. It appears overgrown.
DeForest	Of course large, expensive homes look nice and are more desirable. If someone wants to buy this house, thats great. As a taxpayer, I shouldnt have bailout the bank which is "funding" this residential development. All of these photos and discussion about residential is pointless. The village and town has already approved a hefty supply of residential development. At this stage, you can't stop it. Citizen input was not wanted then and has no meaning now.				
DeForest	#3 looks like a small town and I like that already about DeForest/Windsor - it would be great to continue that way.	#2 seems very urban but I think would fit the 'small-town' feeling; seems like somewhere single, urban workers would live.	I like having the convenience of mini-malls near highway intersections, but these are good examples of how that development could blend into the community better; mainly #'s 3, 8 and 9.	#'s 2, 4, 5, 9 and 12 - I would want to hang out/shop in these places!	A variety of open spaces are needed, for sports, play, rest and relaxation. These are all appealing in the right location.
DeForest	#9 looks to be a new development area. It may look different once built out, but appears that there is no municipal landscaping (street trees). The intent of #1 and #11 appears to be the continuity of similar housing styles next to each other. However, pictures of only one house (#6, #4) may have that same problem if more of the neighborhood was shown, so it'll be difficult to compare results from #11 to #6, or comparable matches.	The biggest determinant is market. #12 and #10 may be great, but only if there are people willing to pay the higher prices. #8 is standard, a big part because it's more affordable to the end user and thus a market for it.			It's important to have a balance of active recreation, passive recreation and playground features, allowing all citizens to benefit. I'm assuming that efforts close to structures are likely privately funded, like #57, #55, and #50. Important to draw a distinction (or at least consider the difference) between privately and publicly funded and/or maintained.

## North Yahara Visual Preference Survey: Web-based written comments

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Respondant Community	Single Family Residential	Multi-Family Residential	Highway/Arterial Development	Downtown/Neighborhood Center Development	Open Space
DeForest					Our society is already too sports-driven in DeForest. I can't tolerate the thought that we use even more taxpayor money to promote football in DeForest, without equally supporting other (less abusive) sports or activities...such as soccer, tennis, golf, ultimate frisbee, or track.
DeForest					We need more area for baseball and soccer fields. We don't need parking lots.
DeForest	I would like to see all single family.	I do not want to see multi-family		No more than two story buildings	
DeForest	I think that large (acre plus) lots are a waste of valuable farmland and building those neighborhoods (especially when they have sculpted lawns with lots of chemicals) is not very environmentally friendly. I think that the prairie style is better.	I think that apartments and town homes are a great use of space. However, DeForest seems to have an over abundance of duplexes in inappropriate places. Try to name 5 streets in DeForest that don't have duplexes, and we wonder why housing prices are lower here. I would never risk building here in a new development, it seems like every time a new development goes in, duplexes get put in the middle of it.	I think developers should be able to build the style they want, as long as it looks nice and is high quality construction.	Again, any style is fine, as long as our tax dollars are not being wasted on poor design like the library with its massive wasted space and expensive windows that face a brick wall. Also, allow businesses to have outdoor seating (DeForest blew it with Trees not letting them have outdoor seating in the summer), we need to make it look like people are here and support local business.	More prairie and bike trails, especially bike trails that go to Madison.
Windsor					59 is by far my favorite
Windsor	Single family mixed, not cookie cutter homes.	Don't want this in Windsor Crossing at all, leave it as a field!!	Don't want at Windsor Crossing, I want my field. I live in Wolf Hollow. I bought the house to get away, take it some where else.	Don't want it in Windsor Crossing.	I you have to do something, just make it a park. Leave the businesses out.
Windsor			Traffic flow (ease) would have a significant influence on how well I would like the development.		Nice to have a combination not just one type.
Windsor	Such awful choices. I wouldn't want to live in any of these places.	We have no coherent architectural style in our towns. most of these look like rabbit warrens with the exception of 12, 4 and 2.	Most of these make me cringe with the exception of 3 and 12. Do we really want to look just like every other place in the US?		The more bike paths we have that go through downtown areas, the more bikers we attract who will spend their money in our towns. Also, children should be able to bike to school. Kids in Windsor have no safe route to DMS or DHS.
Windsor	Moderate lot sizes are preferred. Small lots lend the appearance of row housing and lack distinction				designated bike and walking paths to connect communities and schools is critical and badly needed
Windsor	1 and 8 don't like because houses are too similar	like the look that shows each home as individual rather than same layouts stacked next to and on top of each other			open space is great, but something to do such as playground equipment or trails is needed
Windsor	5 most 2 least	10 lease 2 most			
Windsor	Like larger lots with mature trees. Like variety of home styles within a neighborhood.	Liked 4 and 12 best. Don't really like typical apartment buildings.	Hate strip malls. Like unique buildings.	Like downtowns that invite me to walk the street looking in shop windows, and has somewhere to sit and enjoy coffee or food.	Like mature trees and natural areas better than wiped clean cement playgrounds.

North Yahara Visual Preference Survey: Web-based written comments

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Respondant Community	Single Family Residential	Multi-Family Residential	Highway/Arterial Development	Downtown/Neighborhood Center Development	Open Space
Windsor	I'ts all about mixed materials, and facades that are not in line with each other. Vary the depth.	Again, vary the depth of "fronts" by significant footage. Quality and mixture of finish materials is critical.	Create area icons within architecture. Attention to detail is key.		Connectivity between neighborhoods and communities should be priority. Allow walkers / bikers to actually go places.
Windsor	Hate the idea of more "McMansions" crowded onto tiny lots.	Taller or wider buildings look so crowded.	Would rather have a "view" to look at along the road rather than more buildings.		The bigger, the wilder, the better.
Windsor	Prefer space between neighbors and room to move with a more classic look to the housing.	I don't like multilevel apartment building style housing. Give it soem character. Make it a nice place to live.	I don't like the multi level "big city" look. Keep it simple, classy, homey and preserve the semi rural character.	I don't like the multi level "big city" look. Keep it simple, classy, homey and preserve the semi rural character.	We need a variety to fit different lifestyles and life stages but I prefer lots of open space and trails to explore.
Windsor	I would prefer houses actually have substantial lawns and you can't touch the neighbors house from your own window. I also like having varying designs instead of a bunch of cookie cutter homes.	If you have to do multi-family, at least try and mask the fact that they are there. I don't want to emulate the monstrosities off 90/94 in Madison.	Brick is more aesthetically pleasing than whatever that cream colored stuff is.	Seems silly to go ultra modern in an area of this size.	You have to keep in mind that just because there may just be grass, that's not necessarily wasted space.
Windsor	Neighborhoods should be kept with larger green ways between homes. 12 ft is to close. Parks are needed for baseball, softball and soccer + other sports. Rentals should be kept to a limited unit size as large rental appartments will become run down with age and then will become see sores. Token Creek part is un-utilized! This space should be looked at for baseball, football, La Crosse and softball, soccer fields! Great place if you know where it is at... learned about Token Creek park after I have lived here 6 years. That is sad as it is beautiful. The town of Windsor and the Village of Deforest needs a rec department. The schools need to be involved as the community has imploded and people would leave if they could sell there homes. However, people are moving to Waunakee/ Sun Praire because of the issues in Deforest/ Windsor.	Keep units to a minimum...	Make sure the buildings have businesses in them. Many spaces are open in surrounding towns and it looks terrible.		Much needed... Parks are needed with facilities for families.
Windsor	I prefer to have single family residences. The size does not matter to me.	I do not want multi-family residences UNLESS they are condos.			We definitely need more areas for families with children to go to. Not like Fireman's Park which contain A LOT of people that are scaring away families because of their activities

Respondant Community	Single Family Residential	Multi-Family Residential	Highway/Arterial Development	Downtown/Neighborhood Center Development	Open Space
Windsor	Community development should be attractive and timeless. In several of these images, the individual houses look nearly identical which cheapens the overall appearance of the neighborhood. I enjoy the more timeless styles exhibited in images 4, 5 and 8--houses like these are less likely to appear dated in just a few years. While the house and lot sizes exhibited in images 2, 4, 7 and 9 are impressive, they seem a bit inconsistent with a community which touts land preservation as one of its key values. In otherwords, space should not be needlessly wasted when the loss of farmland is the price to pay!	I have mixed feelings towards multi-family residences. I understand that they are vital to a community's health. Nonetheless, they tend to appear as out-of-place, imposing heaps with little architectural value. I appreciate that these images show a variety of styles and sizes, so that areas offering multi-family residences will remain attractive in their surroundings. I especially enjoy images 2, 3 and 7, as they are smaller and classic in appearance. Image 10 seems too "big city" for our community. Image 8, while decently attractive in style, is far too imposing as an overall complex. Apartment complexes should complement their surrounding neighborhoods, not dominate them. Images 3, 5 and 12 offer a compromise between overall number of units and the ability to blend in with their surroundings.	When traveling around the state, I am often surprised at how run down area shopping complexes are. As with any development, it is important to choose a style which will stand the test of time (i.e. images 3, 9 and 12), so that our community does not feel the need to architecturally revitalize an area in just a decade or two. In contrast, our community is semi-rural. Accordingly, these developments should not be too large or looming (i.e. something that would feel more appropriate in a city, such as image 4). I do support multi-use structures, such as image 12, as such development maximizes the utility of a land parcel--something that should be encouraged given our community's commitment to land preservation.	An attractive downtown is vital to the longevity of any community. The size and scope of a Windsor/Deforest downtown should keep in mind that we are a semi-rural area--not a large city. That being said, we should encourage economic development in our community, as Sun Prairie has done. It is important that our downtown be attractive, multi-purpose and not too sprawling. Architecture should be timeless and diversified. I most prefer the styles represented in images 1, 4, 9 and 10. Image 6 is attractive, but would feel too imposing in our community given existing structures. Historical downtowns--although a tad frumpy in image 7--are generally well-received. However, as DeForest sadly eliminated all historical downtown buildings years ago and therefore has no existing properties to restore.	No two community members are alike in their preferences for open spaces. As a result, we should promote multi-use spaces, or a variety of single use spaces. While preserving existing farmland should be a number one priority, all new developments should include some sort of open space plan--whether it is as small as the gazebo in image 57 or as large as the park in image 49 and the sports fields in image 58. Our communities should also invest in our existing resources--including the Token Creek and Yahara River projects. Such projects should focus on the dual goals of conservation and recreation by preserving natural habitats for native plants and animals but also including biking/hiking trails. I would love to see the construction of boardwalks to make the Token Creek area more accessible while at the same time minimizing the human footprint by ensuring access is restrained to designated areas.
Windsor					Please, please, please, please, PLEASE SAVE OUR FARMLAND!!!!!!
Windsor					I feel strongly we need to keep up our parks and create more opportunities and field space for our kids and adults
Windsor				Major renovation on Windsor's downtown on Windsor Road would be an excellent attraction point to the area. A combination of appropriate housing (not multiple rental properties) and retail would really revitalize the area.	I feel an immediate priority needs to be placed on completing the DeForest/Windsor connection trail. Unfortunately, I have seen many people (adults and kids alike) riding their bicycles and walking on unsafe roads. These more recreational trails and paths need to be completed. The plans have been in place for decades, it is time to move forward with them.
Windsor	This area is drowning in multi-family residential development. Future development of residential areas should ONLY be for single family, mid-upper income level.	Too much of this already located in DeForest-Windsor area. Put a halt to this. Focus on single-family homes in mid to upper income level.	Commercial development is a must for our area. Look at Waunakee. We need a better commercial tax base. Middle income families cannot afford all the village services alone.	We do NOT want this look for DeForest and Windsor.	Athletic fields are needed! We need to ask ourselves, for example, how come these communities DO NOT have a baseball park like most communities our size around Dane County? Instead of accepting marshland from developers as park space, as in photo #59, accept land that can be used for athletic field use.

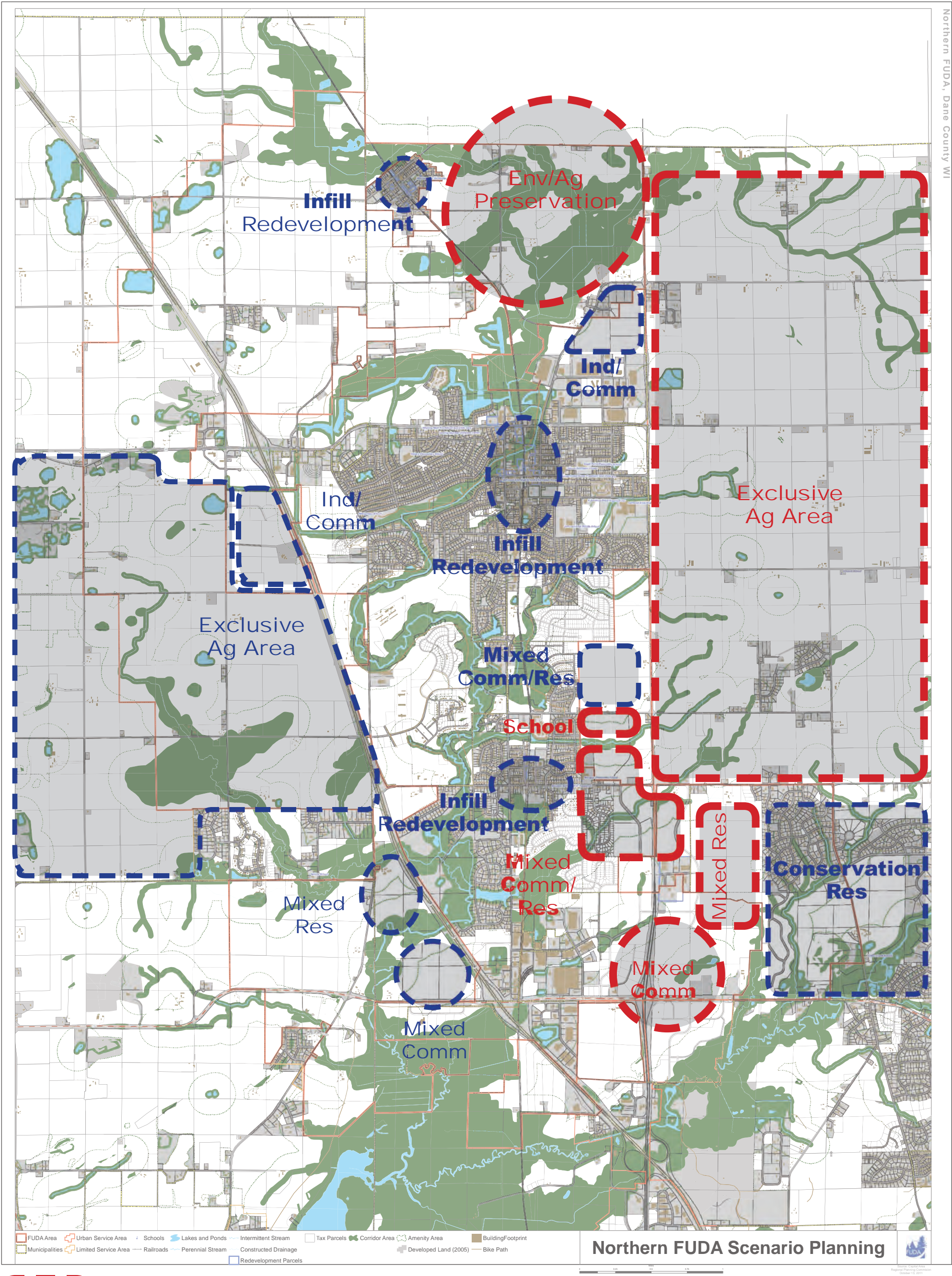
North Yahara Visual Preference Survey: Web-based written comments

6 of 6

Respondant Community	Single Family Residential	Multi-Family Residential	Highway/Arterial Development	Downtown/Neighborhood Center Development	Open Space
Windsor		Buildings should not be more than 3 stories high. Two story preferred.	Area should draw your attention to the businesses and neighborhood, not just advertisements. It should also appeal to the character of the surrounding property.	Area should draw your attention to the businesses and neighborhood, not just advertisements. It should also appeal to the character of the surrounding property. Buildings should not be more than two stories.	Multiple recreation opportunities should be considered.
Vienna	As a local Realtor, I can suggest that Praire style homes with garages behind the homes and no yards are not very desirable in certain areas and tough for re-sale. I'd advise a bit larger yard (enough for a childs swingset or sandbox at least)	Multi-family should not be townhouses with 3 levels -- just 2 levels since very difficult for resale and undesirable, especially if no elevator present.			
Vienna	2/3 single family homes doesn't seem like enough. At least 3/4 single family homes would be nice.		I like #2 the most. It seems to fit our community the best.		Anything that enourages our families to be outdoors would be great. I rated the paths the highest because everyone could use them - regardless of age.
Vienna	The market directs what will work, not a FUDA or CARPC Plan	All look good if marketable	yes, build them all- great!	Windsor crossing is a scam- when did Windsor Township get into the developmet business? Anti-competition	
Vienna					Good job
Other			Do not like Pick N Save.		
Other	Offer mixed housing like a combination of 3, 4, 7, 8... Yuck to number 1, 11, 9, 8	Mixed options should include #'s 4, 3, 2, 1 Don't like businesses underneath apartments.	Mixed options should include #'s 7, 3, 11, 12, 2 None like #'s 9, 4, 5	Mixed options should include #'s 2, 12, 9, 1 None like 5, 7, 11, 6, 3	Mixed options include #'s 54, 59, 58, 49, 51, 53, 54, on #55 build chess boards into the tables. None like #'s 57 - artificial and won't be used.



North Yahara FUDA Public Scenario  
Planning Summary Map



 Areas of Agreement  
Between Public Scenarios

 Other Identified Development  
Areas in Public Scenarios



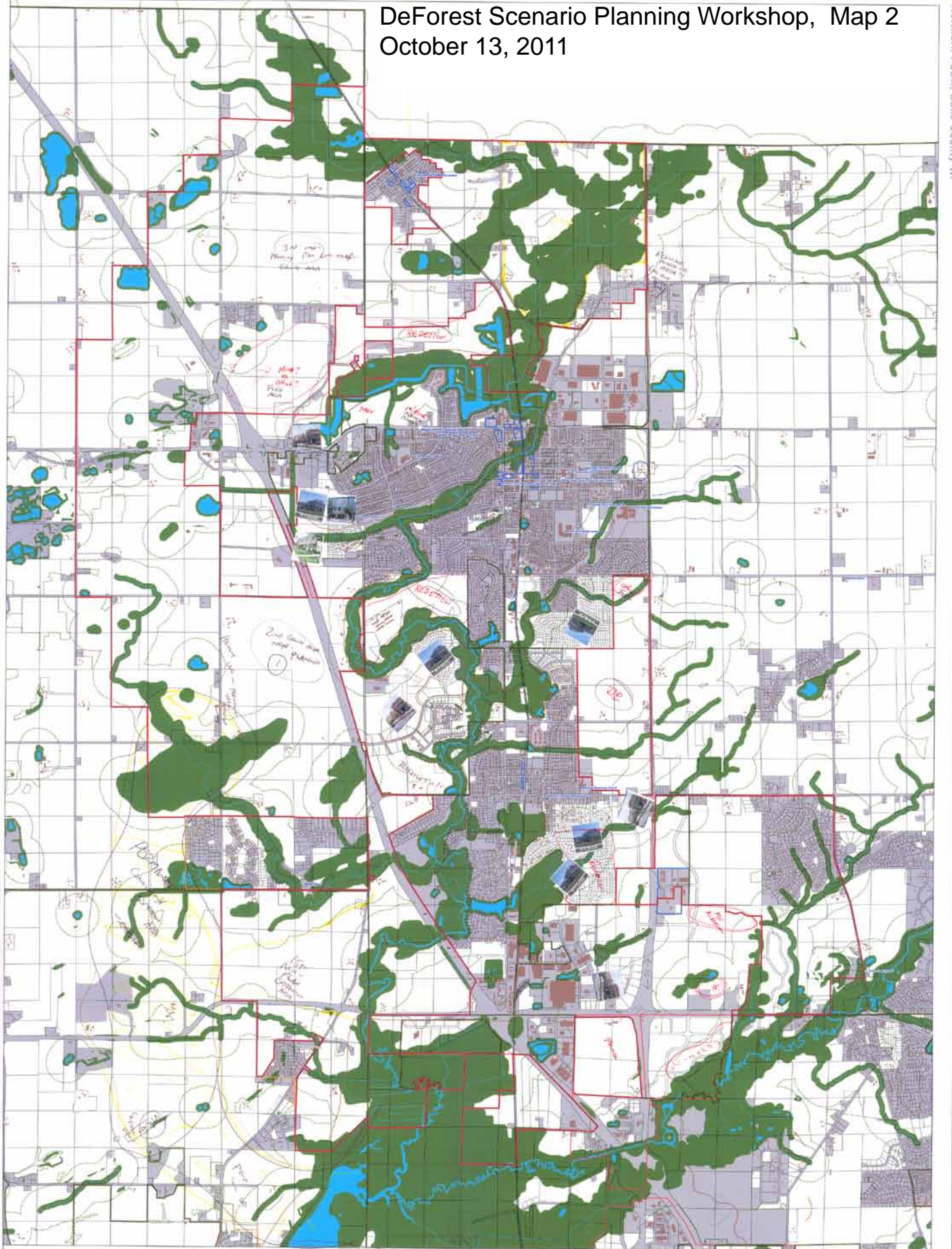
## Northern FUDA, Dane County WI





# DeForest Scenario Planning Workshop, Map 2 October 13, 2011

Northern FUDA, Dane County WI



FUDA Area    Urban Service Area    Schools    Lakes and Ponds    Intermittent Stream    Corridor Area    Amenity Area    Tax Parcels    Building Footprint  
 Municipalities    Limited Service Area    Railroads    Perennial Stream    Constructed Drainage    Developed Land (2005)    Redevelopment Parcels    Bike Path

Northern FUDA Scenario Planning





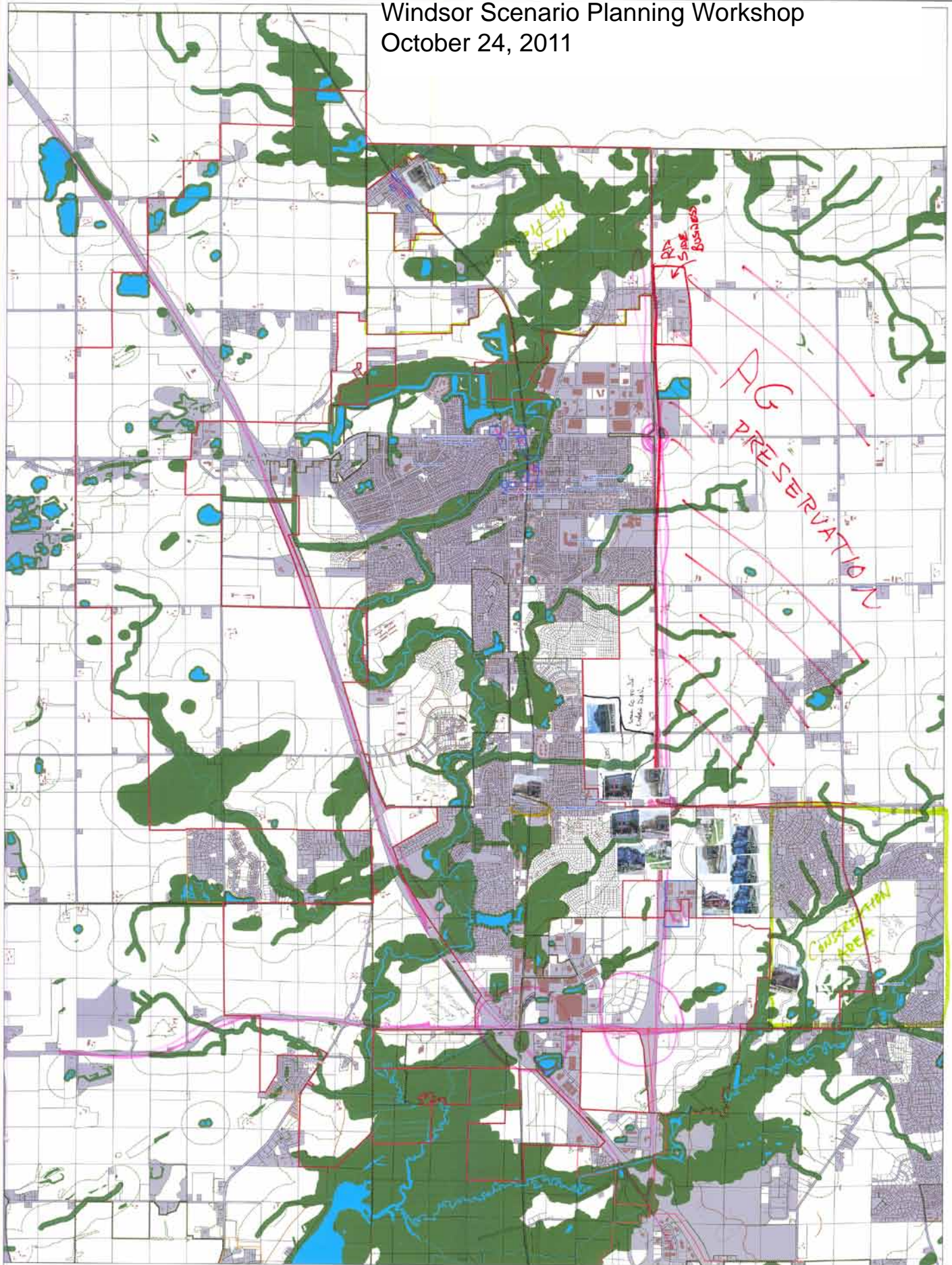
## Northern FUDA, Dane County, WI





# Windsor Scenario Planning Workshop October 24, 2011

Northern FUDA, Dane County WI



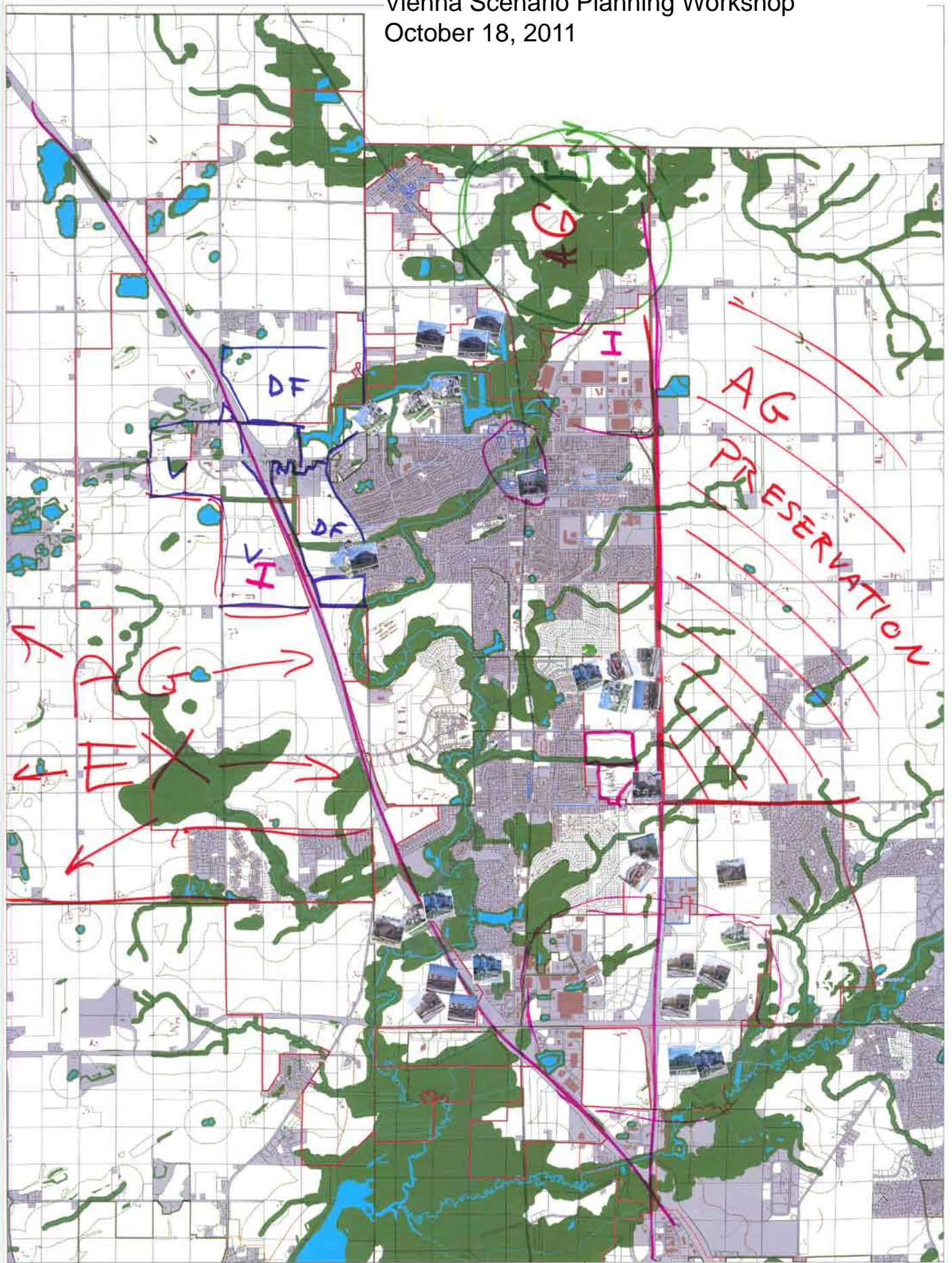
FUDA Area Urban Service Area Schools Lakes and Ponds Intermittent Stream Corridor Area Amenity Area Tax Parcels Building Footprint  
 Municipalities Limited Service Area Railroads Perennial Stream Constructed Drainage Developed Land (2000) Redevelopment Parcels Bike Path

Northern FUDA Scenario Planning





Vienna Scenario Planning Workshop  
October 18, 2011



## Northern Yahara Summary of Scenario Polling:

Below is a summary of polling results compiled April 11, 2012, for the North Yahara FUDA Scenario polling, held between March 5 and April 10. Additional analysis can be generated, however time limitations prevented staff from completing a more detailed summary in time for the April 11 Steering Committee Meeting

### Total Respondents: 112<sup>1</sup>

DeForest: 38  
 Windsor: 39  
 Vienna: 6  
 Other or location given: 29  
 Surveys completed online: 73  
 Surveys collected from polling stations: 39

### Overall Rankings: All Areas

The overall rankings show the compact scenario has the highest rate of first choice responses from participants, followed by the Adopted Plan Scenario and Dispersed. The Adopted Plan Scenario had the most second choice responses and lowest third choice responses. The Dispersed Scenario had the highest rate of third choice responses.<sup>2</sup>

#### All Respondents Overall Rankings

	Dispersed	Planned	Compact
1st Choice	23%	32%	48%
2nd Choice	19%	64%	14%
3rd Choice	58%	4%	38%

Respondents who had the Dispersed Scenario as their first choice typically chose the Adopted Plan Scenario as their second choice and Compact Scenario as their third choice. A similar pattern was observed for respondents who chose the Compact Scenario as their first choice. Nearly all chose the Adopted Plan and Dispersed Scenarios as their second and their choices respectively.

#### Dispersed Scenario as first choice

	Dispersed	Planned	Compact
1st Choice	100%	4%	0%
2nd Choice	0%	91%	4%
3rd Choice	0%	4%	96%

#### Compact Scenario as first Choice

	Dispersed	Planned	Compact
1st Choice	0%	0%	100%
2nd Choice	6%	94%	0%
3rd Choice	94%	6%	0%

<sup>1</sup> Not all respondents answered the survey completely

<sup>2</sup> Scenario response rates may not add to 100% because a limited number respondents who chose multiple first choice scenarios.

Respondents who chose the Adopted Plan Scenario as their first choice were relatively equally divided between the Compact and Dispersed Scenarios for their second choice.

#### Adopted Plan Scenario as first choice

	Dispersed	Planned	Compact
1st Choice	3%	100%	0%
2nd Choice	52%	0%	45%
3rd Choice	45%	0%	55%

#### Instant Run-Off Rankings: All Areas

Using an Instant run-off methodology the Adopted Plan Scenario is the most preferred scenario presented. Instant run-off eliminates the lowest ranked scenario, then changes the first place votes of the eliminated scenario to those of its second place responses. In this case nearly all of the respondents who chose Dispersed as their first choice selected the Adopted Plan Scenario as their second choice. This shift in votes gave the Planned Scenario more than 50% of the remaining first choice responses.

#### Instant Run-off Results

	Dispersed	Planned	Compact
1st Choice	-	51%	49%

#### Scenario Modifications: All Areas

Most respondents in the scenario polling did indicate they would modify their preferred scenario somewhat. The most common modification was to increase the amount of open and protected land, followed by preserving farmland, decreasing the amount of development per person and increasing the number of jobs in the area.

#### Most Common Scenario Modifications

Indicator	Direction	Responses
Open/protected land acreage	Increase	23
Farmland acres & revenue preserved	Increase	10
Acres developed/new resident	Decrease	10
Jobs	Increase	10
Amount of redevelopment	Increase	9
Physical activity	Increase	8
Acres developed/new resident	Increase	6
Residential build-out date	Increase	5
Stores	Decrease	5
Yearly tax revenue/person	Decrease	4

**Individual Area Responses:**

Below are tables showing the responses for each community and their preferred scenario via the instant run off methodology:

**DeForest:**

Total Rankings 37

	Dispersed	Planned	Compact
1st Choice	24%	32%	43%
2nd Choice	22%	62%	14%
3rd Choice	54%	5%	43%

Instant Run-off	-	<b>57%</b>	43%
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**Windsor**

Total Rankings 39

	Dispersed	Planned	Compact
1st Choice	27%	30%	47%
2nd Choice	11%	65%	18%
3rd Choice	62%	5%	34%

Instant Run-off	-	<b>53%</b>	47%
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**Vienna**

Total Rankings 4

	Dispersed	Planned	Compact
1st Choice	0%	50%	50%
2nd Choice	50%	50%	0%
3rd Choice	50%	0%	50%

Because of the low number of responses from Vienna residents, instant run-off polling is not possible

**Non-resident or No Response**

Total Rankings: 24

	Dispersed	Planned	Compact
1st Choice	17%	30%	57%
2nd Choice	22%	70%	9%
3rd Choice	61%	0%	35%

Instant Run-off	-	43%	<b>57%</b>
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### Who Responded?

Below is a summary of the demographic information collected as part of scenario polling.

Male	48%
Female	52%

Homeowner	95%
Renter	5%

#### Race/Ethnicity

White	95%
African American	1%
Asian	1%
Hispanic	0%
American Indian or Alaskan Native	1%
Other/Multiple Races	2%

#### Income

<\$30,000	2%
\$30-60,000	26%
\$60-90,000	25%
>\$90,000	47%

## North Yahara Scenario Polling Comments

1 of 3

Respondent's Community	First Choice Scenario	What do you like about your first choice scenario?	Are there additional changes you would like to see?
DeForest	Dispersed	I believe it would feel less crowded.	
DeForest	Dispersed	Keeps farmland, population not as dense and more green space all over.	Most likely impossible but commercial & industrial areas along interstate easy access frontage road to interstate.
DeForest	Dispersed	More space, peopel who want to live in a more urban area stay closer to Madison.	
DeForest	Dispersed	small town feel	
DeForest	Dispersed	I would warn the planners to be very careful of growth and development. I have lived in a city where the growth was out of control and the brakes were put on the growth when it was almost too late. De Forest may someday be a "suburb" of Madison, but part of the allure is that it is far enough in the "country" to not have big city problems. Also, there doesn't really seem to be a lot of interest in any of these plans. De Forest has yet to develop any further and the building boom of the early 2000's seemed to have passed it by.	I think before you start building more houses, maybe you should sell the ones that are sitting empty in all the abandoned subdivisions from the housing boom. I don't see where DeForest needs to keep building houses when they are having trouble filling the ones that exist. It also seems to me that not a lot of people are rushing to live here. Also, please look at the land you want to develop. A lot of it is swampland and lowland that was never meant to be developed. When you try to build where you don't belong, you will end up with a lot of trouble. There are reasons why certain areas of DeForest were never devolped and a lot of it has to do with the topography of the area.
DeForest	Dispersed	More appropriate structure for Villages and Towns.	
DeForest	Dispersed	The non-Madison rural feeling. Lets not try to be Madison or any other large city.	
DeForest	Adopted Plan	It's well planned, delivers what I look for in my housing choice.	
DeForest	Adopted Plan	We already had input to create this.	
DeForest	Adopted Plan	Good mix of preserving farmland and growth. unrealistic to stop growth on STH 19 west of IH39 in 'C'. Too much farmland conversion in 'A'. 'B' good separation from Madison.	Wecolme more development. Don't stop development but keep water clean with engineering and reasonable buffers. Good planning, more marketing, more incentives, less prohibitions, less fees.
DeForest	Adopted Plan	Balance	
DeForest	Adopted Plan	Good balanced mix between residential, commercial and environmental use.	
DeForest	Compact	I'm typing some comments here...	
DeForest	Compact	Community green space is a quality of life issue.	Preserving agriculture (as long as it's family farms and not CAFOs) is important to the culture and character of Wisconsin. More local jobs means less driving and infrastructure costs.
DeForest	Compact	I like the "feel" the residential & commercial areas have, and the efficient land use. Also, the environmental protections are better. More green space is good for everyone.	None really, the compact character is a winner overall!

## North Yahara Scenario Polling Comments

2 of 3

Respondent's Community	First Choice Scenario	What do you like about your first choice scenario?	Are there additional changes you would like to see?
DeForest	Compact		Sidewalks needed in all new residential areas and parks/env cor, need senior housing
DeForest	Compact	Less apartments	
DeForest	Compact	I want to be able to safely walk around my town.	
DeForest	Compact	I feel it is better for the environment. In my humble opinion, what is good for the Earth is good for people.	
DeForest	Compact	Preservation of open land, less sprawl.	
Windsor	Dispersed	Least congested, more character retained	Restrict industrial sprawl
Windsor	Dispersed	Individual freedom, market vs controlled by govt.	
Windsor	Dispersed	More of a rural character, lower density, higher property values, less crime. Rural subdivisions allow for more water infiltration, less potential for poor quality water run off. Quality of life has a greater potential for success with dispersed character.	
Windsor	Dispersed	Wider spaces and fewer multi family dwellings.	
Windsor	Dispersed	No More Multifamily Housing! Bring Families into the Area they are much more stable!	
Windsor	Adopted Plan	Balance	lighted baseball field for adult play
Windsor	Adopted Plan		less multifamily
Windsor	Adopted Plan		less multifamily
Windsor	Adopted Plan		less multifamily
Windsor	Adopted Plan	I like the compact character due to the population growth given the amount of space. The more compact development provides us with more opportunities for outdoor spaces and recreational facilities. With the dispersed character I like the reference picture to the Pabst Farms Development and i believe that in the future the land on the opposite side of the interstate from Conservancy Place would be an ideal place for a larger regional shopping area higher class than the east town west town malls. given the appropriate circumstances demographically of course.	I like the benefits of having a more dense urban area however i do not want to see that standards of education to drop or the types of people that urban areas tend to attract i.e. homeless people running around. As it stands i guess option B is the standard middle ground.
Windsor	Adopted Plan	C is way too compact and too many people. I like A, but a balance between all three choices is probably the best way to go.	
Windsor	Compact	More environmental protections for our sensitive area, less sprawl and farmland/greenspace preservation.	Stop insisting rapid development is required. If you want to live in a heavily populated metropolis, move to one!

# North Yahara Scenario Polling Comments

3 of 3

Respondent's Community	First Choice Scenario	What do you like about your first choice scenario?	Are there additional changes you would like to see?
Windsor	Compact		less Multifamily homes (too many rentals in #3) Comm. Space (do we really need this much comm. Space? What would it be?)
Windsor	Compact	enviromental impact, cost, taxes, more efficient overall	
Windsor	Compact	Less land used.	
Vienna			I am not in favor of any growth that will have significant impact on my property taxes; Developers and people who buy homes need to pay impact fees. People on fixed incomes cannot afford higher taxes
Vienna			Not in favor of any unless there is a plan in place to pay for schools an other expenses without raising our property taxes; ie impact fees
Other	Dispersed	No development proposed along STH 19 in Westport. Most development EAST of the INT corridor rather than on both sided bisected and cut off.	
Other	Adopted Plan	Homes are on smaller lots, but not on top of each other like in scenario c.	
Other	Adopted Plan	Not too drastic - middle impact	
Other	Compact	Pretty much everything. Compact development patterns are necessary for vibrant communities.	
Other	Compact	Keeping growth from spreading into the ag land.	
Other	Compact	Preserves the most land. The least amount of development on the least amount of land.	Less commercial and residential development. More parks, open space and farmland.
Other	Compact	Saves natural resources and money. Wish there was a Scanrio D, with even greater density, and no HWY 51 expansion (just safety enhancements)	
Other	Compact	Expanded environmental protection	
Other	Compact	It meets the need for development with less environmental impact.	
Other	Compact	Reduced traffic and maximized environmental protection	
Other	Compact	It seems to be a win/win between protecting the environment and adding jobs to our community. I think the loss of housing lot space would be worth that cost.	
Other	Compact		improve education and make more parking

## **North Yahara FUDA Steering Committee Meetings: Public Comments**

### **September 14, 2011**

Jon Becker of CRANES appeared to speak. He shared a document with five requests for analysis and visioning in the “NUSA Pilot Sub-FUDA study area” (attached).

There was brief discussion of the CRANES recommendations, and what resources currently exist on environmental protection for use by villages and residents.

Mr. Simpson asked how the Steering Committee might follow up on the CRANES proposal. Mr. Steinhoff said because it was submitted as public comment, the committee can decide if they want to send it to staff for a recommendation. Mr. Richardson said it remains public comment today and if the committee wants further discussion it could go on the next meeting’s agenda. Mr. Stravinski said if it is on the next agenda staff could prepare an analysis and recommendations, then the committee could make a decision then.

### **December 14, 2011**

Jon Becker of CRANES thanked the committee for including the scenario that CRANES had requested. Also staff has agreed to do a build-out scenario for 50 years, and they would like to see a 50-year scenario with population accommodated within the Urban Service Area. He recognized it is harder to project population out to 50 years than to 20 years, and would like staff and committee members to reconsider that.

### **January 12, 2012**

Bill Suik, Denafrio Krock Associates, and Chris Evans, property owner in DeForest/Vienna are interested in the work and the potential outcomes of the committee.

### **February 8, 2012**

Mr. Becker stated he would like current and historic spring locations identified on environmental mapping contained as part of the FUDA project. He also stated he would like a scenario developed that contained a commuter rail system in place of the planned expansion of Highway 51. Further, Mr. Becker requested a scenario be developed that would accommodate 25 years of growth inside the existing USA boundary. Mr. Becker stated that in discussions with an “planning expert” he learned that economic activity is still primarily occurring in downtown Madison and not expanding outward. Because of this, the potential expansion of a 5<sup>th</sup> lane on I-39/90/94 is misguided. Mr. Becker left the meeting after making his comments.

### **February 29, 2012**

Mr. Becker stated that staff has responded to many of the requests made by CRANES, including accommodating the future population inside the existing urban service area. Mr. Becker mentioned some potential participants find the process difficult to be a part of. He specifically cited one person who wished to remain anonymous and is well-known in the area. Mr. Becker stated he hopes the Steering Committee gives some in-depth thought to scenarios and looks at the indicators from all viewpoints. He mentioned how in Traverse City, highway safety improvements were made without harming nearby trout streams. Mr. Becker continued that a planning consultant has told him that if commercial development occurs along the highways as planned, all the work that has been put into Main Street goes away. He stated economic benefits are emanating from Madison’s downtown, where places like Verona are facing the highest foreclosure rates in the area. The high costs of gasoline in the future must be considered. Mr. Simpson responded he was unclear what was meant by an expert that was intimidated with the process. Mr. Becker stated people don’t feel like they can be heard. The expert does a lot of work with county and does not want to jeopardize this. Mr. Becker added it can be hard to be heard in a small town, as its very intimidating when everyone knows each other. Mr. Simpson thanked Mr. Becker for his comment. Mr. Simpson responded the communities are open to all comments and participants and he hopes those who would like to participate in the process do so.