

COMPREHENSIVE PLAN

Community Survey

2020 RESULTS



Who Responded?

2020

614 Respondents

2012

372 Respondents

HOMEOWNERS

94% were homeowners, compared to 78% of DeForest's total population that lived in owner-occupied residences per a 2018 U.S. Census Bureau estimate.

CHILDREN

55% of all respondents reported having school-aged children in the house. About 40% of DeForest households had individuals under 18 per a 2018 U.S. Census estimate.

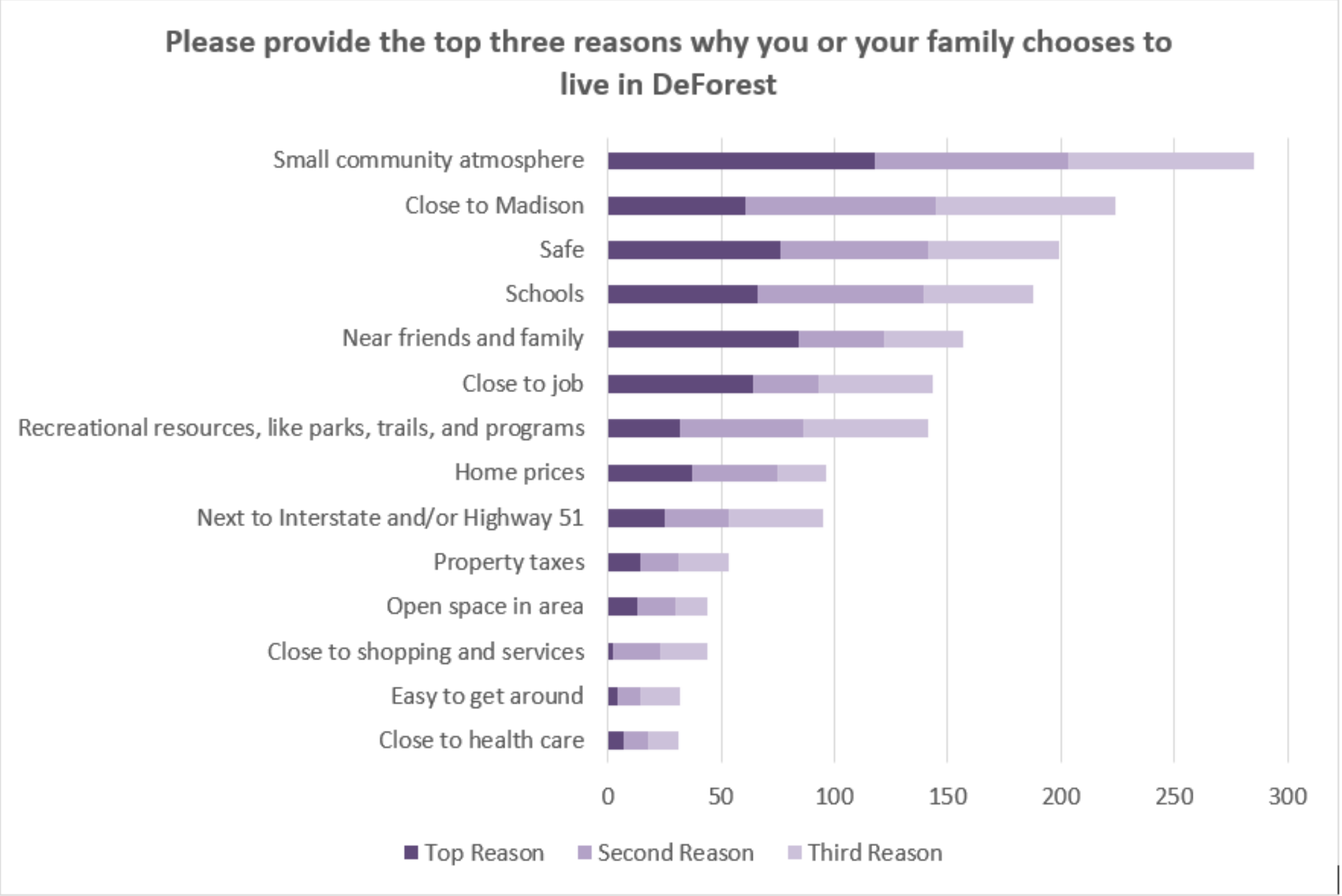
AGE

4% of respondents were between 19 and 29 years of age, 30% of respondents were between 30 and 39 years of age, 24% were between 40 and 49, 26% between 50 and 64, and 16% were 65 or over.

RESIDENCY

Respondents were mixed between long-term and shorter-term residents. 30% have been residents for less than 5 years, and 31% for more than 20 years.

Top 3 Reasons for Choosing DeForest



2020

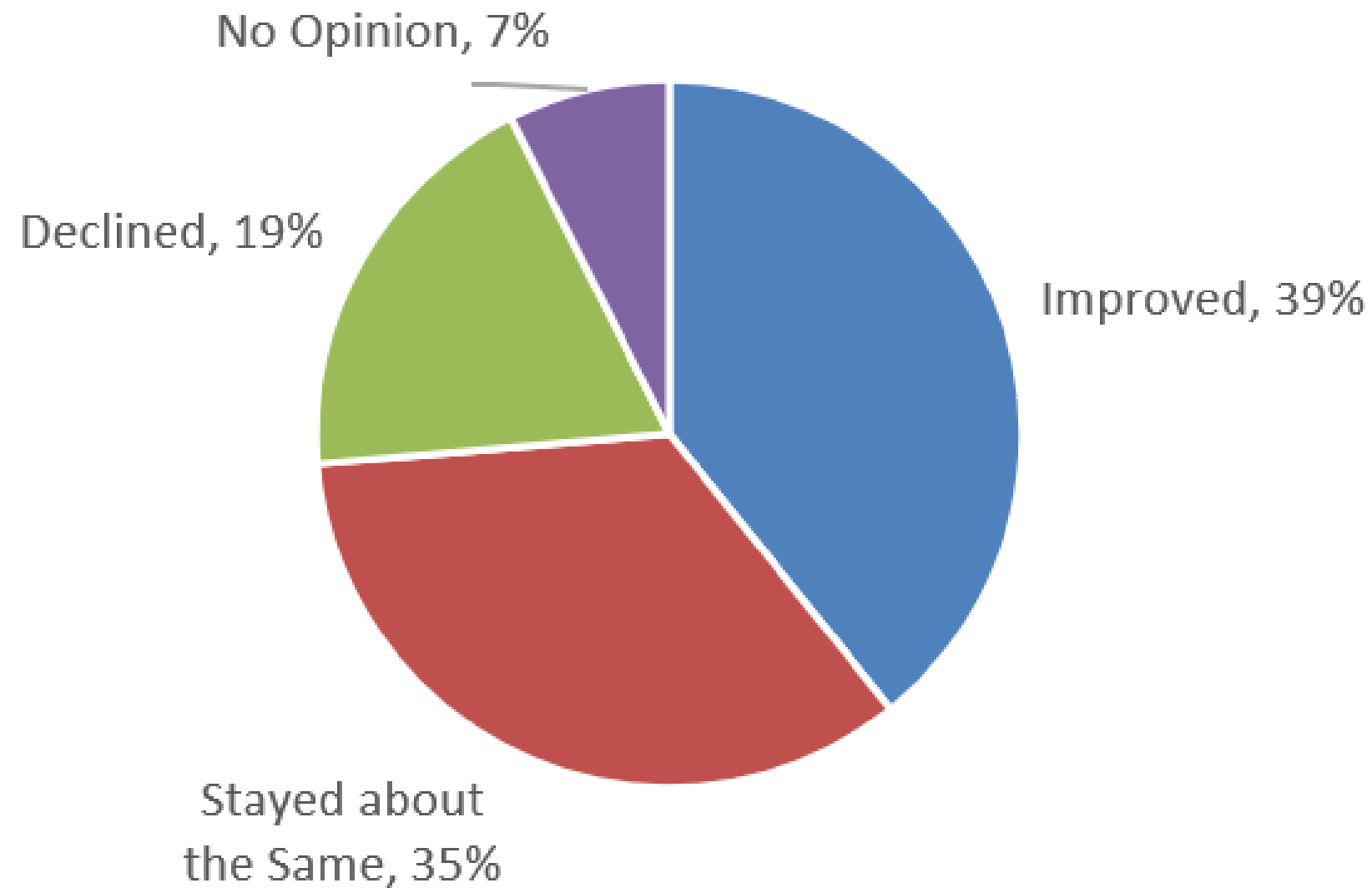
#1: Small Community Atmosphere

2012

#1: Good Schools

Change in Living Experience

How has the overall experience of living in the Village changed over the past five years?



IMPROVED: WHY?

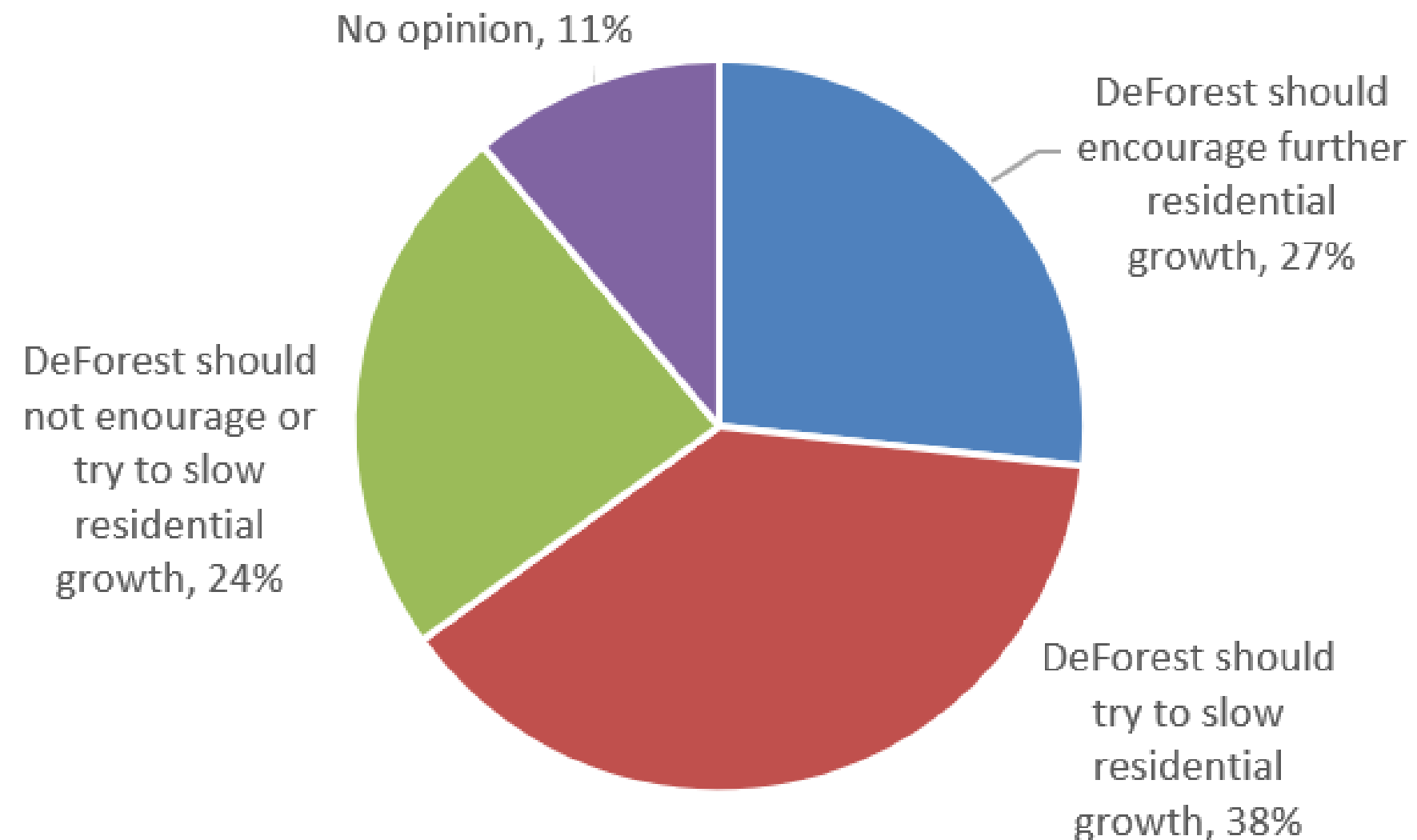
- Added schools & facilities
- Increased and expanded recreational opportunities and amenities
- Increased property values

DECLINED: WHY?

- High property taxes
- High housing costs
- Too much growth too quickly

Future Residential Growth

Which of the following statements best reflects your attitude on future residential growth?

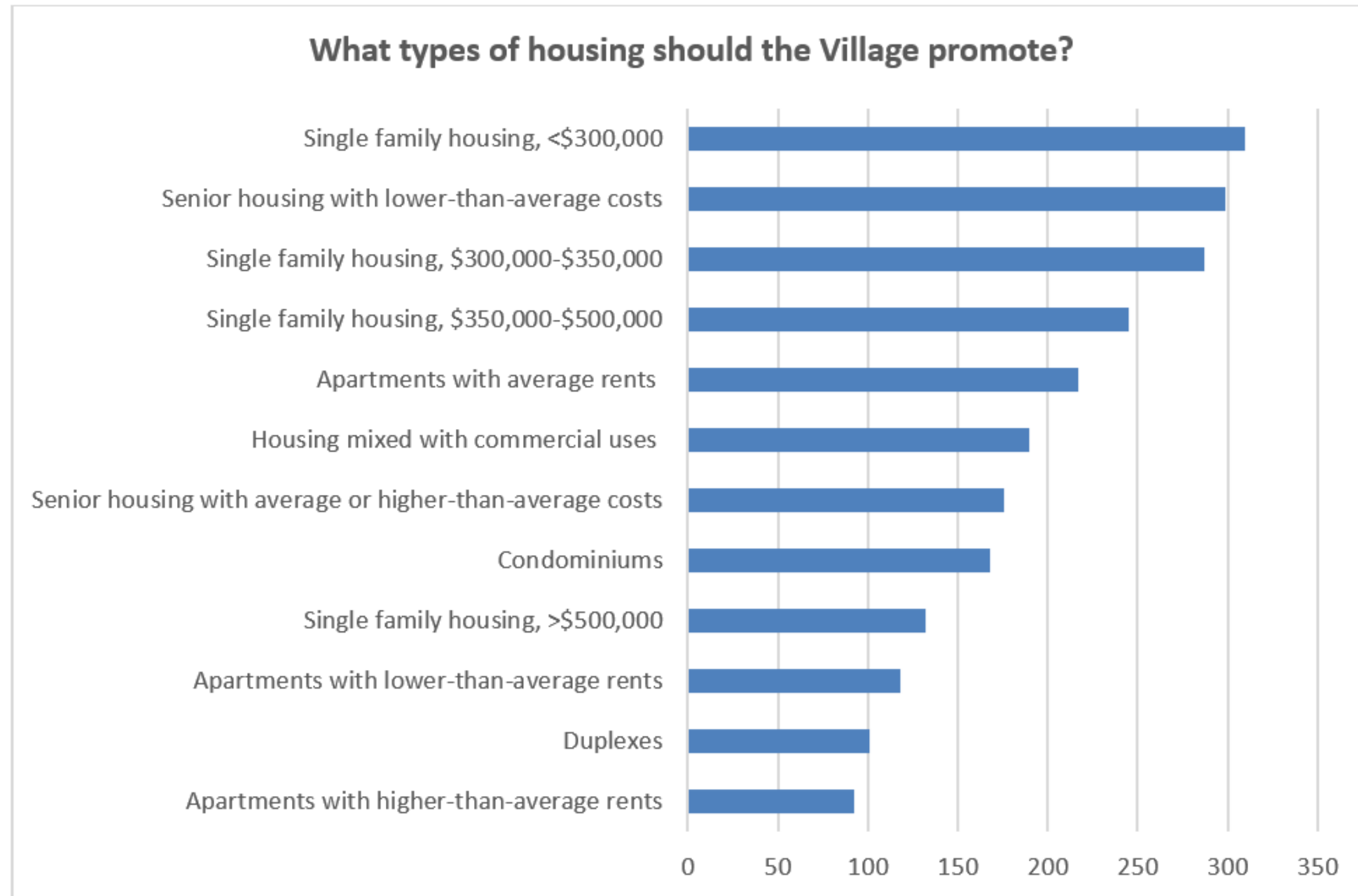


REVERSAL FROM 2012

39% - Village should encourage further residential growth

25% - Villages should try to slow residential growth

Housing Preferences

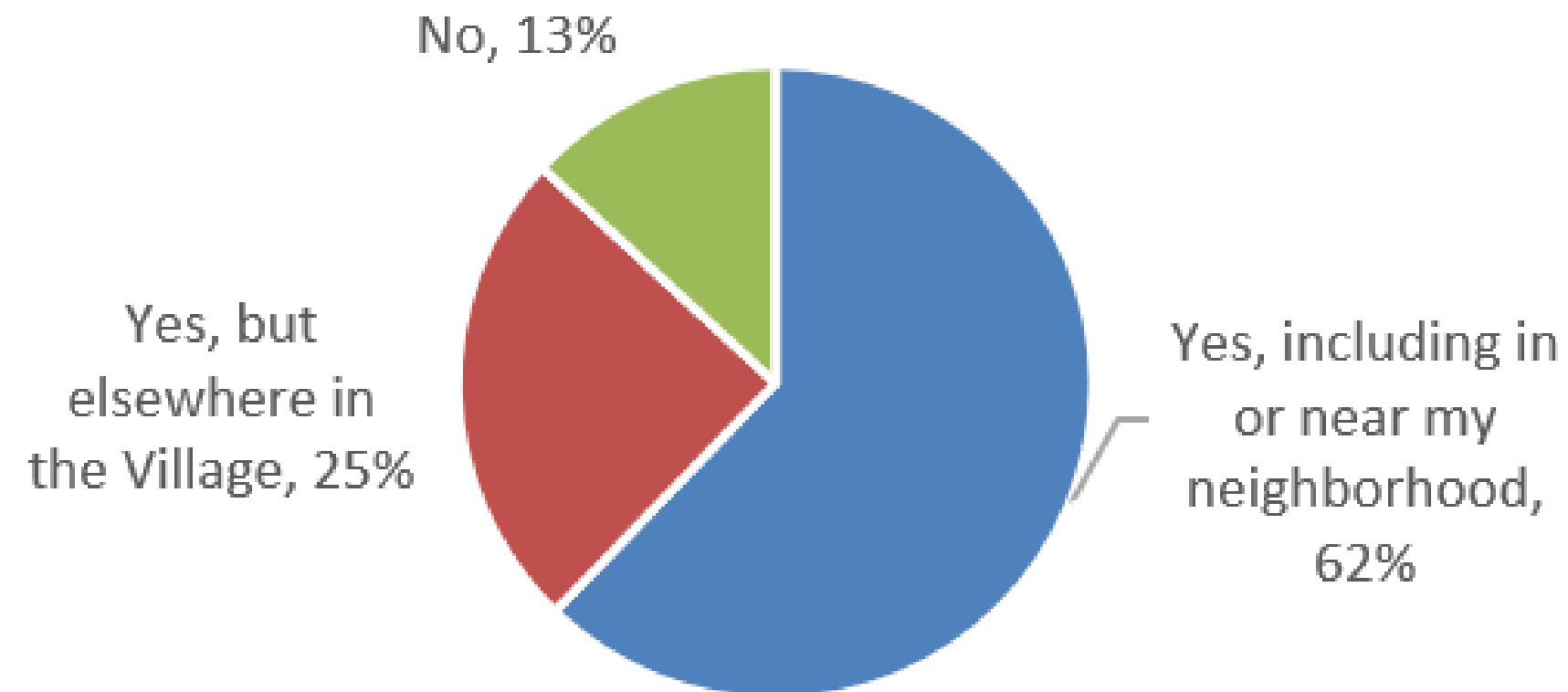


HIGHLY RANKED

- Single family housing of different costs (except over \$500,000)
- Senior housing with lower-than-average costs
- Apartments with average rents

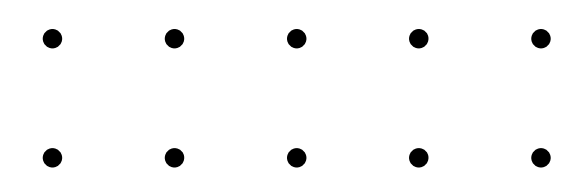
Affordable Senior Housing

Would you support construction of more housing that is affordable for senior citizens with less-than-average incomes?



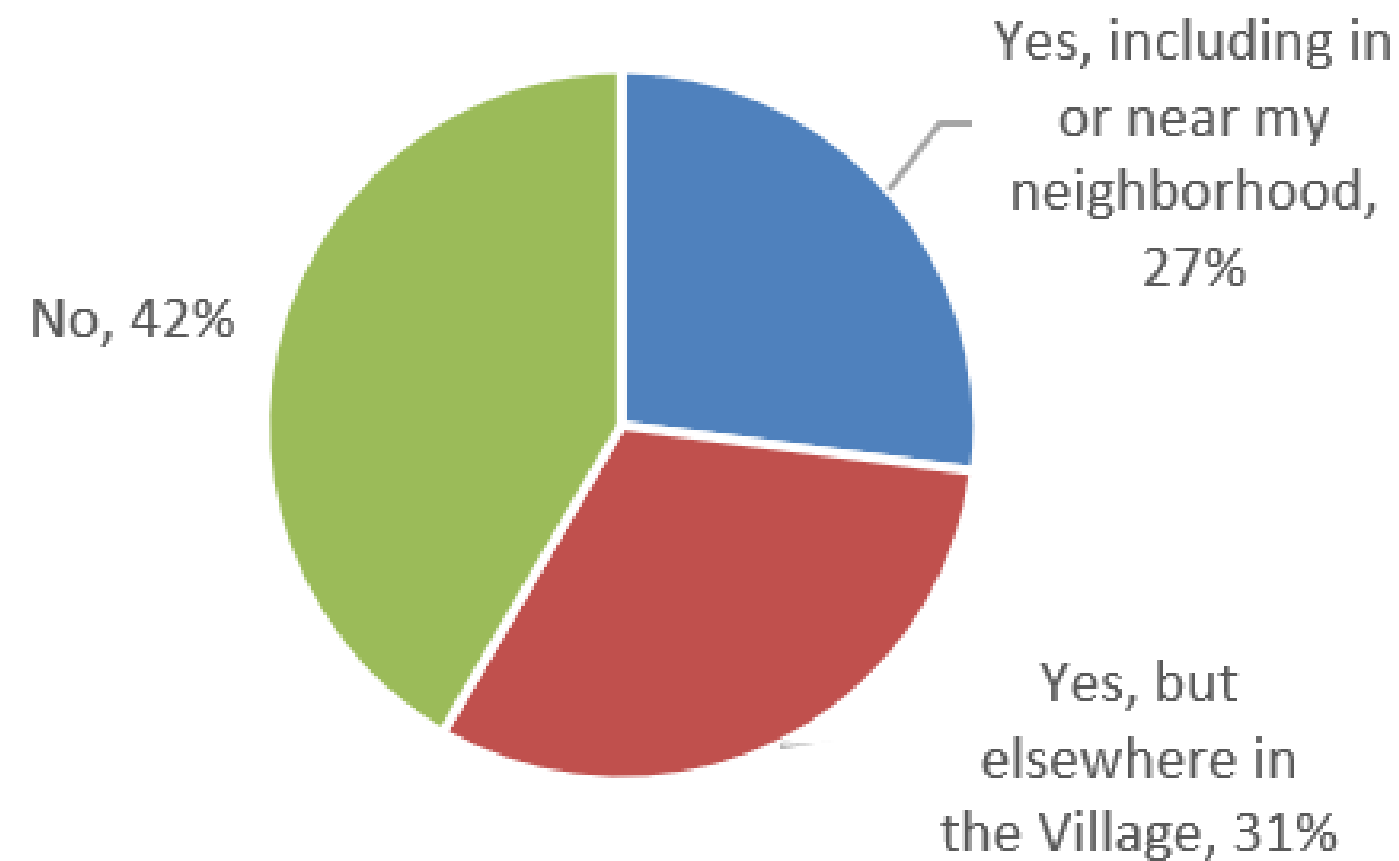
STRONG SUPPORT

9 out of 10 respondents supported construction of more housing that is affordable for senior citizens with less-than-average incomes.



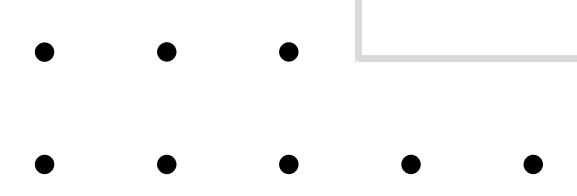
Other Affordable Housing

Would you support construction of more housing that is affordable for all persons with less-than-average incomes?



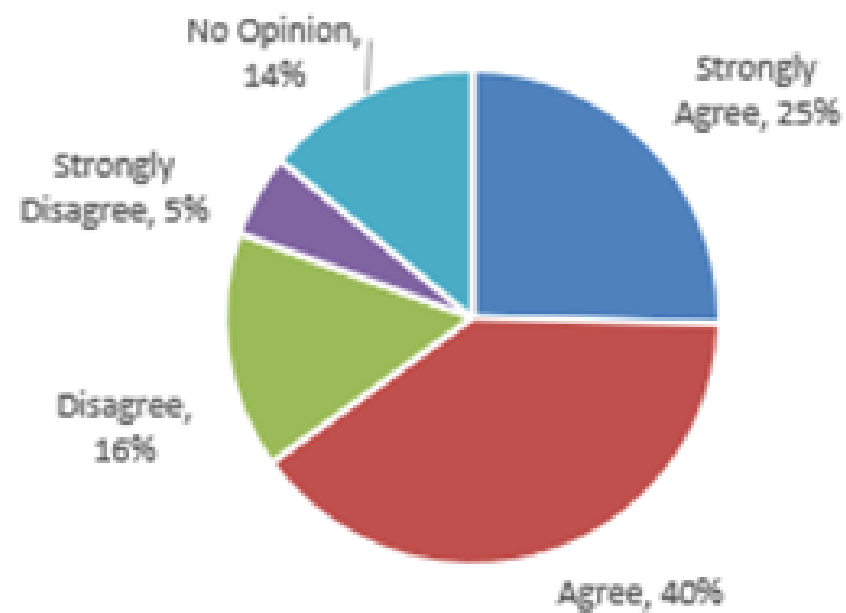
NO: WHY? CONCERNS OVER:

- Increased property taxes due to increased service demands
- Decreased values of existing homes
- Increased crime

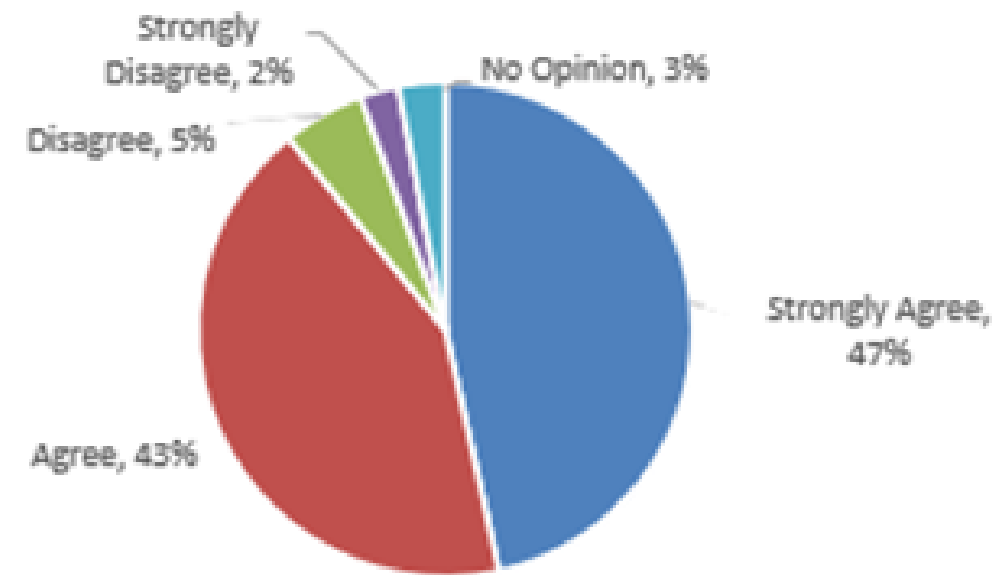


Economic Development Support

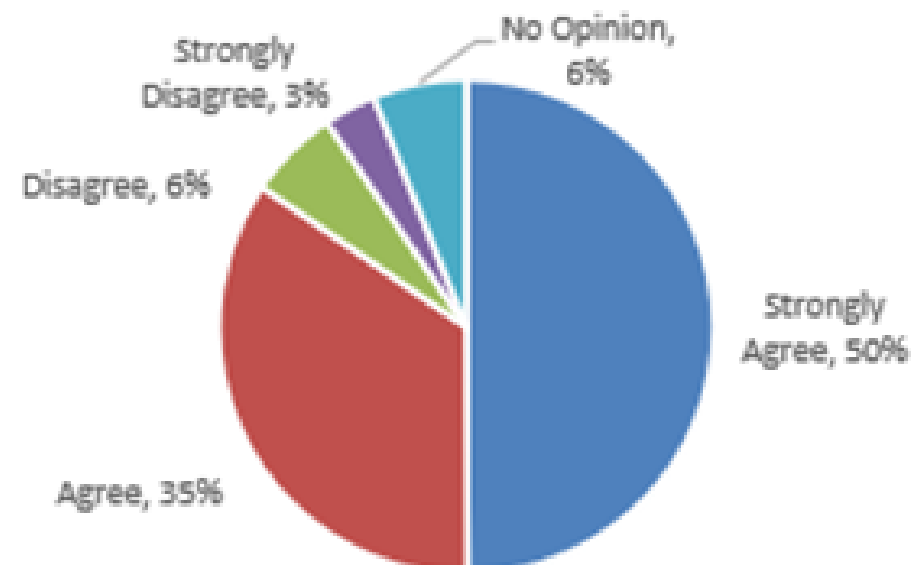
DeForest should encourage more industrial businesses to locate here



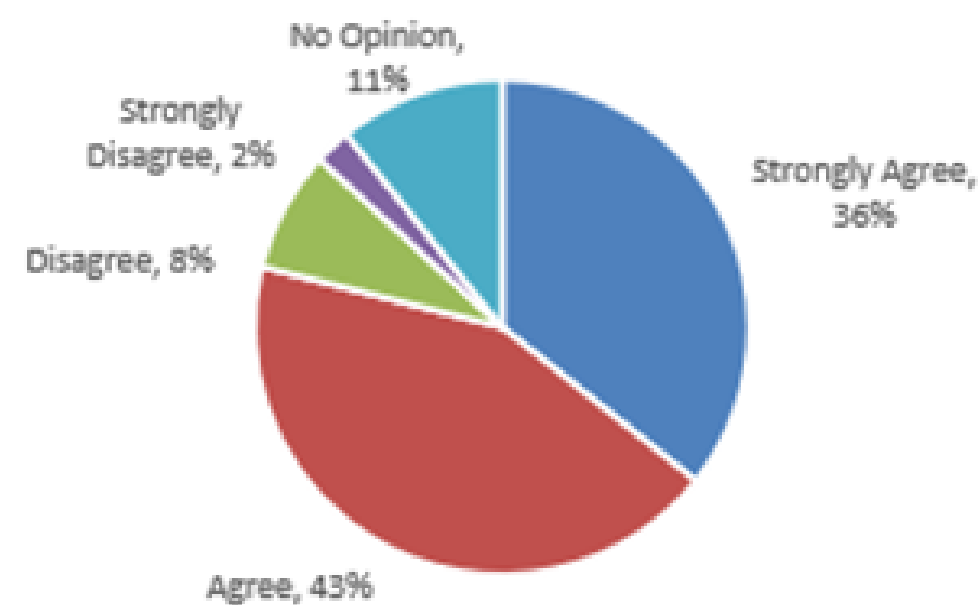
DeForest should encourage more retail and commercial service businesses to locate here



DeForest should encourage further revitalization of its downtown area



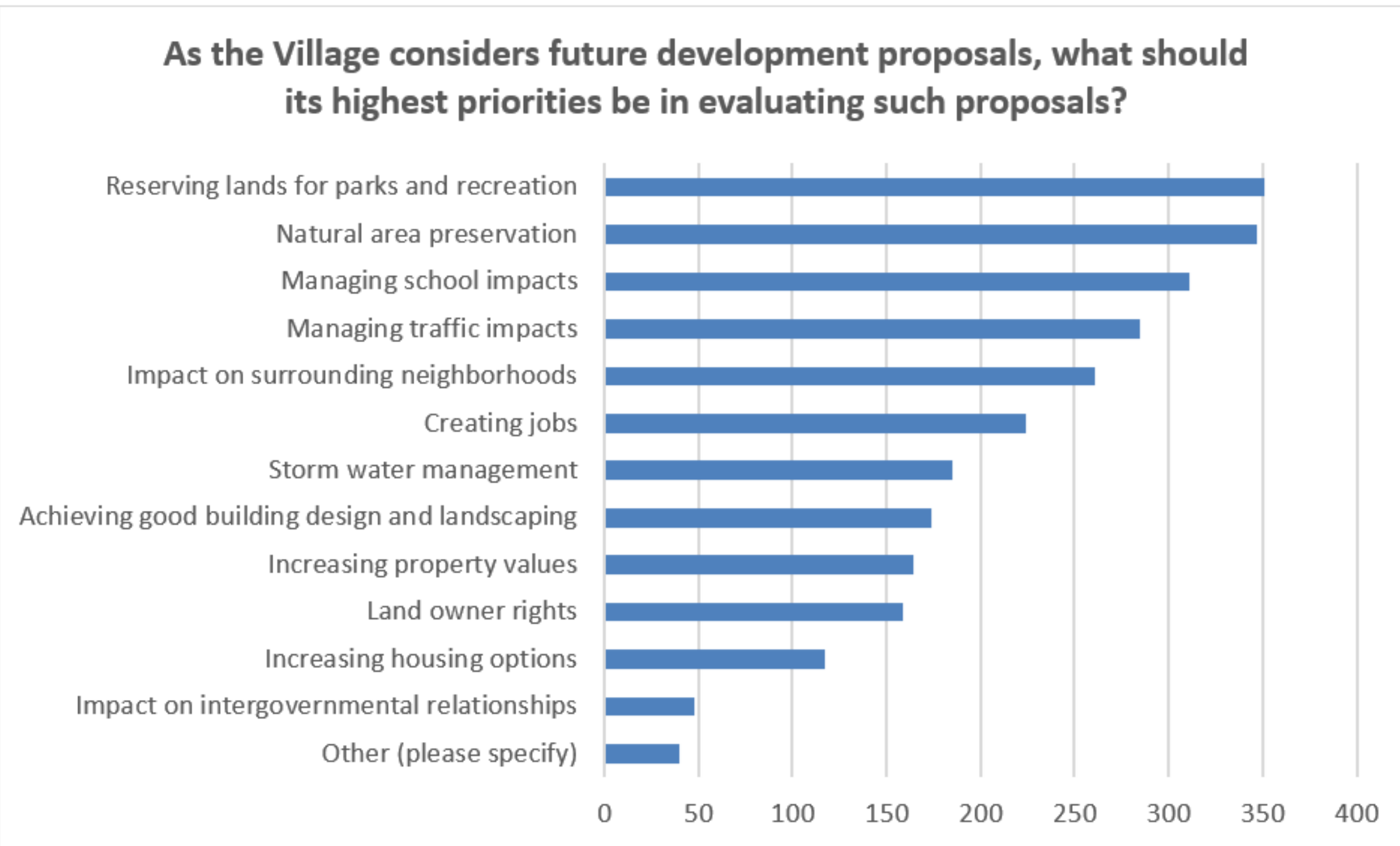
DeForest should encourage more office and research businesses to locate here



MOST HIGHLY RANKED

- More retail and commercial service businesses
- Downtown revitalization

Development Priorities



HIGHEST PRIORITIES

- Reserving lands for parks and recreation
- Natural area preservation
- Managing school, traffic, and neighborhood impacts

2012 VS. 2020

- Managing traffic impacts was a greater concern in 2020 vs. 2012
- Increasing property values was a lesser concern in 2020

Future Village Vision

....increase commercial options, especially restaurants and grocery stores with mixed opinions on larger-scale retail uses (103 responses)

....manage or lower property taxes (52 responses)

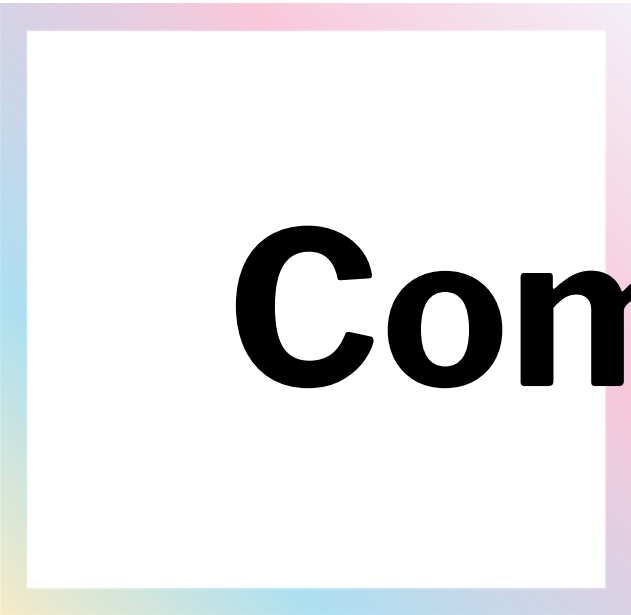
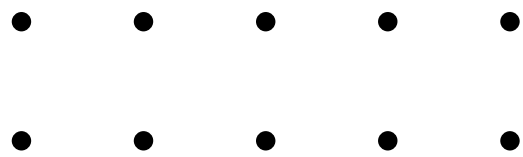
....invest in the downtown and other older parts of the Village (38 responses)

...retain its "village" or "small community" character (37 responses)

....build community recreational facilities, such as a community pool, community center, and/or additional paths and parks (56 responses)

....slow growth (45 responses)

....invest in and or improve existing infrastructure, such as roads and highways (22 response)



Community Amenity Wishes

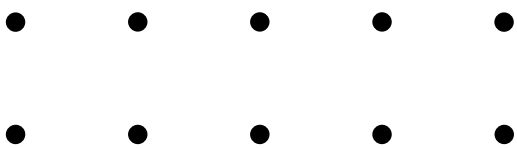
...increase trails throughout the Village, connecting to existing local trails and to trails in nearby communities (60 responses)

....a community center, recreation center, or youth center (26 responses)

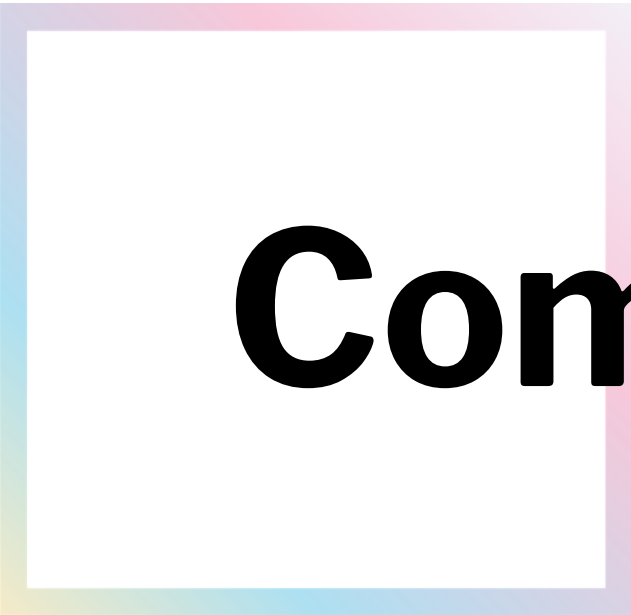
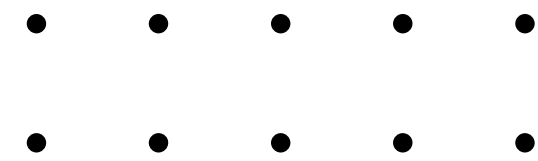
...pickleball courts or tennis courts (19 responses)

....skate park (14 responses)

...none; instead, maintain and improve existing infrastructure (10 responses)



Note: Respondents were asked to look beyond the current community pool initiative.



Common Final Comments

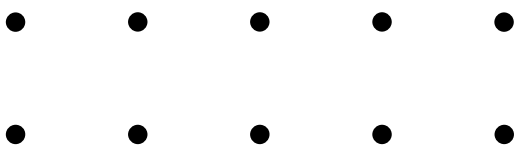
Slow growth, particularly apartments but also larger single-family home subdivisions

Decrease the tax burden on residents

Encourage and promote commercial and retail development

Continue to promote and expand DeForest's trail system and park system

Retain DeForest's roots as a small-town, family-friendly, safe community



Comprehensive Plan Update

**YOUR VILLAGE.
YOUR VISION.
YOUR FUTURE.**

GET INVOLVED:

WWW.VI.DEFOREST.WI.US/COMPPPLAN

