



Joint Committee Meeting Results October 20, 2020 COMPREHENSIVE PLAN UPDATE

Overview

On October 20, 2020, the Village of DeForest held a joint meeting of its Committee of the Whole (Village Board), Planning and Zoning Commission, and Community Development Authority. The objectives for the meeting were to review the process to complete the comprehensive plan update, share initial outreach results and approaches, and gather Joint Committee member thoughts on the vision and priorities for the comprehensive plan update. This was accomplished through responses to Zoom poll questions, verbal comments at the meeting, follow up email comments requested of members.

Poll Question #1: Which of the following is NOT a chapter of the Village's current Comprehensive Plan?

- **44%** of committee members answered 'Community Health and Safety' [This was the right answer.]
- **38%** of committee members answered 'Intergovernmental Cooperation'
- **13%** of committee members answered 'Introduction and Vision'
- **6%** of committee members answered 'Community Facilities and Utilities'

Poll Question #2: To what extent do you agree with this vision for DeForest's future included in the 2015 Plan?

- **25%** of committee members answered 'Completely Agree'
- **75%** of committee members answered 'Mostly Agree'
- Follow-up comment from a 'mostly agree' respondent:
 - o "I don't like [the] 'productive farms' [component]. I don't think of DeForest as a farming community, I think of it as a great place to raise a family, safe, small town feel close to Madison."
 - o "Reference to agriculture seems out of place because there hasn't seemed to be a strong emphasis on this over the past five years."

Poll Question #3: Of everything that's gone on in DeForest over the past five years, what makes you the happiest or proudest?

- **24%** of committee members answered 'community growth'
- **18%** of members answered 'trail extensions'
- **12%** answered 'community gatherings'
- **12%** answered 'Innovation Drive bridge'
- **12%** answered 'Firemen's Park improvements'
- **12%** answered 'Municipal Campus upgrades'
- **6%** answered 'DeForest Athletic Complex'
- **6%** answered 'School Improvements'
- **0%** answered 'Road improvements' or 'Other'



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Poll Question #4: Of the following potential Economic Development initiatives, which is the most important to you?

- **37%** of committee members answered 'enhance opportunities in Downtown DeForest and other redevelopment areas'
- **32%** of members answered 'attract new businesses in targeted areas'
- **16%** answered 'market DeForest for increased economic activity'
- **5%** of committee members answered 'assist existing businesses to grow and thrive'
- **11%** answered 'other – please tell us in the chat'
- Follow-up comment from one of the 'other' respondents:
 - o "Establish a 'downtown south' either in Savannah Brooks or Fox Hill Estates/Hooper"

Poll Question #5: Of the following potential Housing & Neighborhood initiatives, which is most important to you:

- **30%** of committee members answered 'address workforce, senior, and affordable housing'
- **30%** of committee members answered 'better advise development layout in emerging neighborhood development areas'
- **20%** of committee members answered 'potentially adjust the Village's housing mix policy'
- **20%** of committee members answered 'maintain and enhance existing neighborhoods'

Poll Question #6: Which of the following statements best reflects your current position on how the Village should manage housing mix in new neighborhoods?

- **45%** of committee members answered 'require minimum of single-family percentage in each new neighborhood'
- **45%** of committee members answered 'promote a mix of new housing in each neighborhood featuring single-family, but without any pre-set percentages'
- **10%** of committee members answered 'allow the private market to decide the housing mix in each new neighborhood'

The following comments were also offered by members, both verbally at the meeting and through follow-up responses from committee members:

- Reach out to the renter population, for survey responses and otherwise, such as through postings in apartment complexes or other outreach.
- Explore other ways to get input, such as smaller group meetings and possibly direct mailing. Don't depend only on the internet.
- "I agree with the comments last night that a mailing would have been good to include people who have problems with QR codes or online forms. I realize it's too late for that now, but maybe offer paper copies of the survey that could be picked up at Village Hall?"
- Explore ideas for reinvestment in older neighborhoods in the Village, such as east of the downtown, that may need TLC without relocation.
- Smaller residential lots, some duplex and multi-family development, and techniques like underbuilding parking may help preserve agriculture and provide more affordable housing.
- We should think about accommodating more affordable and diverse housing choices in all neighborhoods, appropriately scaled to the neighborhood and respecting DeForest's village character.