



# Community Information & Input Meeting #1 Results

## October 13, 2020

### COMPREHENSIVE PLAN UPDATE

#### Overview

On October 13, 2020, the Village of DeForest conducted a virtual (Zoom) community meeting associated with its Comprehensive Plan update. There were 21 community members in attendance (not including Village staff). The objectives for the meeting were to have community members achieve a baseline understanding of the Village and its current comprehensive plan and gather public input on the future vision and general direction of the Village. This was accomplished through a series of polls and open-ended comments using the chat function in Zoom. Listed below are the questions, responses, and other participant input and advice from the meeting.

#### Poll Question #1: How long have you lived in the Village of DeForest?

- **47%** of respondents have lived in DeForest for less than 3 years
- **7%** of respondents have lived in DeForest for between 3 and 5 years
- **7%** of respondents have lived in DeForest between 11 and 20 years
- **40%** of respondents have lived in DeForest for more than 20 years

#### Poll Question #2: Which city or village in northern Dane County has had the greatest population growth since 2010?

- **53%** of respondents answered DeForest
- **27%** of respondents answered Sun Prairie
- **7%** of respondents answered Windsor
- **7%** of respondents answered Waunakee
- **7%** of respondents answered Dane
- The correct answer is Sun Prairie by total increase and Windsor by percentage increase.
- Participant comments related to poll question #2:
  - o "Population growth must take into consideration school needs, especially since the huge increase in school spending."
  - o "We have too much noise over the weekend, average my measurement ~60dB
    1. Stop noise from train at night hours, if it needs change status of village like in Windsor.
    2. Let's setup quiet hours for second half of Saturday and entire quiet Sunday"
  - o "I agree. Noise generally should be something that planners keep on their checklist of things to watch out for."

#### Poll Question #3: Which city or village in northern Dane County has had the greatest property value growth since 2010?

- **50%** of respondents answered DeForest
- **38%** of respondents answered Waunakee
- **13%** of respondents answered Windsor
- **0%** of respondents answered Sun Prairie or Dane
- The correct answer is DeForest, at least by percentage increase.



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**Poll Question #4: To what extent do you agree with the vision for DeForest's future included in the 2015 Comprehensive Plan? [Vision: Growing The Good Life. Just north of Madison among the Yahara River, productive farms, and major highways, DeForest provides quiet neighborhoods, top schools, parks and trails, and attractive opportunities for business expansion.]**

- **83%** of respondents answered 'mostly agree'
- **17%** of respondents answered 'completely agree'
- **0%** of respondents answered 'mostly disagree' or 'completely disagree'
- We then asked respondents who did not answer 'completely agree' to the chat function to tell us what about the Village's vision you think should change, and these responses were offered:
  - o "Suggest adding airport and rail into the broad vision"
  - o "Great vision, I just feel that the schools could use more improvement, in culture and the arts."
  - o "I don't mind some business expansion, but I definitely want DeForest to remain a small bedroom community in the greater Madison area."
  - o "Add conservancies to parks and lands"
  - o "More entertainment opportunities other than bars."
  - o "Update living communities for young professionals"
  - o "Arts – public art."
  - o "Quiet neighborhoods needs to be reimagined. How do we attract those not interested in owning homes, or like myself, prefer to rent in Downtown DeForest."
  - o "Yahara River runs smack through it... 'A River Runs Through It.'"
  - o "How is DeForest creating a resilient community, culturally, economically, socially, and environmentally."
  - o "In addition to identifying population growth goals, we should look at targeted areas for increased density goals"
  - o "Not to rock the boat, but disagree on a quiet bedroom community. DeForest needs more economical development to increase tax growth. The high taxes a household pays doesn't match what the village has to offer. None of my money (consumables) is spent here in this village. I leave DeForest for all shopping needs. Rather not spend a few hours to run errands making 'special' trips to town."

**Poll Question #5: Of everything that's gone on in DeForest over the past five years, what makes you the happiest or proudest?**

- **21%** of respondents answered 'school improvements'
- **21%** of respondents answered 'trail extensions'
- **14%** of respondents answered 'community growth'
- **14%** of respondents answered 'Innovation Drive bridge'
- **14%** of respondents answered 'Firemen's Park improvements'
- **7%** of respondents answered 'Municipal Campus upgrades'
- **7%** of respondents answered 'other' ("I just moved here a couple months ago, but have really enjoyed the trails so far and am very impressed.")



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- **0%** of respondents answered 'DeForest Athletic Complex', 'road improvements', or 'community gatherings'
- Participant comments related to poll question #5:
  - o "I didn't choose 'other', but another real high one for me is the cleaning of the Yahara River for kayaking, etc."
  - o "Agree on the river improvements. The Yahara is like a long, narrow jewel running through our village."
  - o "Would like more streets fixed! Finish Western Green Trail"
  - o "I recently moved into an apartment downtown DeForest and love how many amenities are within walking distance (parks, trails, library, food, recreation, businesses, community activities)"
  - o "Remember the library, anchor, center, architecture."
  - o "Highway V needs to be worked on!!"

#### **Poll Question #6: Of the Comprehensive Plan chapters that we will be updating, which holds the most interest to you?**

- **36%** of respondents answered 'Downtown'
- **21%** of respondents answered 'Community Facilities & Utilities'
- **21%** of respondents answered 'Land Use'
- **7%** of respondents answered 'Economic Development'
- **7%** of respondents answered 'Housing & Neighborhoods'
- **7%** of respondents answered 'Natural & Cultural Resources'
- **0%** of respondents answered 'Transportation', or 'Intergovernmental Cooperation'
- Comments related to poll question #6:
  - o "Hard to pick just one! I'm interested in Downtown, Housing/Neighborhoods, and Community Facilities & Utilities"
  - o "DeForest's natural resources are an incredible asset, I am interested in this topic as well."

#### **At the end, the following questions were asked: How can we improve future meetings? What ideas do you have?**

- "Small group discussions would be great."
- "Polls were great; small group discussion would be a nice way to engage people and get more input."
- "I'm not sure we can get as much retail here in DeForest as 10 minutes down Highway 19 is Target, Costco, Woodman's, Aldi, etc. [in Sun Prairie]."
- "Can you explain how the Comprehensive Plan influences the Park Plan?"