



General Plan for Redevelopment

**ADOPTED BY THE COMMUNITY DEVELOPMENT
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Introduction

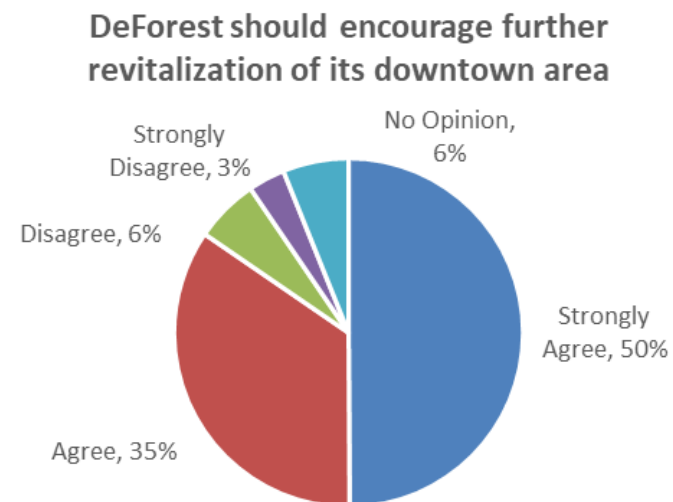
Redevelopment planning is an approach to chart the best long-term future of parts of DeForest that may benefit from some change. These are areas that developed a long time ago, have been “underdeveloped” compared to their surroundings (e.g., old farm buildings), have experienced some decline in property value or condition, or some combination.

Redevelopment can mean replacing existing buildings with new buildings—either for a similar use or a different use. It can also mean expanding, rehabilitating, or improving the appearance of existing buildings and sites. There is no “one size fits all.” Almost always, redevelopment happens through the actions of private owners interested in changing or selling their property. The Village and its Community Development Authority (CDA) can get involved by preparing a redevelopment plan that uncovers new opportunities for an area, promoting that plan with property owners and developers, securing grants and other funds to use for local loans or grants for activities like home improvements or commercial building façade improvements, and acquiring land for later resale for redevelopment.

Redevelopment planning can help the Village of DeForest achieve various community planning goals. These include securing a strong tax base; supplying goods and services through more shopping and restaurants; supporting high-quality housing and attractive neighborhoods; increasing the vibrancy of downtown DeForest; and promoting a land use pattern that contains a mix of land uses, grows the local economy, and enhances quality of life.

Achieving these goals through redevelopment planning is also a smart way for the Village to grow because it makes use of existing roads, utilities, and services; guides investments to where people already live and spend time; and helps preserve farmland and open spaces in nearby locations.

Redevelopment appears to be the top economic development desire of Village residents. As suggested by the 2020 community survey result to the right, 85% of Village respondents suggested that DeForest should encourage further revitalization of its downtown area. In community planning meetings since then, many Village residents have expressed interest in redevelopment or revitalization in places like the North/Main Street intersection area, the older parts of the commercial area east of the South/Main intersection, and the Holum Education Center site that is surplus property for the DeForest Area School District.



History and Future of DeForest's Redevelopment Planning

In 1994, the Village of DeForest adopted its first *General Plan for Redevelopment*. (It was then called the Village's *Comprehensive Plan of Redevelopment*, changed here to minimize confusion with a different Village's policy document called its comprehensive plan.) The 1994 redevelopment project area included the west part of central DeForest between Stevenson and Main Streets, lands that became the DeForest Business Park, generally undeveloped lands to its southeast, and generally undeveloped lands from the downtown south to Vinburn Road. The 1994 redevelopment plan generally coincided with establishment of the DeForest Redevelopment Authority (DRA), and that plan's geographic coverage generally overlapped with Tax Incremental District No. 1 (TID #1). The DRA and TID #1 provided much of the organization, infrastructure, and incentives to help make redevelopment happen.

The Village subsequently accomplished and observed significant redevelopment and new development in the 1994 redevelopment project area. This has been highlighted by the DeForest Towne Square downtown mixed use project (pictured to right), DeForest Area Public Library, DeForest Business Park, and High Field Terraces residential subdivision. These developments showed what is possible with concerted redevelopment planning and implementation, and provided inspiration for this new *General Plan*.



The 1994 redevelopment plan and its redevelopment project area have served their purposes. The permitted TID #1 spending period ended, and TID #1 was closed in 2016 after significantly increasing the Village's tax base. Redevelopment activity generally paused around that same time, even though portions of the 1994 redevelopment project area had yet to be redeveloped.

In 2020, the Village Board created the Community Development Authority (CDA), assigning it the prior functions of the DRA and DeForest Housing Authority. The Board charged the CDA to take a comprehensive look at redevelopment and housing needs in DeForest. In 2021, at the request of the CDA, the Board authorized this update of the Village's *General Plan for Redevelopment*, including establishment of and planning for new redevelopment project areas. Some of the land in these new redevelopment project areas overlap with the 1994 area. Still, except to provide contiguity, they do not include lands actually redeveloped as a result of the 1994 plan.

Statutory Authority and Plan Organization

This *General Plan for Redevelopment* has been prepared and adopted under the provisions of §66.1331 and §66.1333 of Wisconsin Statutes, and includes the required contents under those statutes. This *Plan* includes as appendices specific plans for redevelopment project areas, including those prepared simultaneously and others anticipated in later years. Together, these materials provide the statutory vehicle for the Village and its CDA to participate in redevelopment activities in designated areas.

This updated *General Plan for Redevelopment* covers the required contents for such a plan as specified in §66.1331(5), as follows:

- “A general plan...including the appropriate maps, charts, tables and descriptive, interpretive and analytical matter. The plan shall serve as a general framework or guide of development within which the various area and redevelopment projects under this section may be more precisely planned and calculated. The plan shall include at least a land use plan which designates the proposed general distribution and general locations and extents of the uses of the land for housing, business, industry, recreation, education, public buildings, public reservations and other general categories of public and private uses of the land.”
- “The redevelopment plan [which] shall conform to the general plan...and shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area. The plan shall include a statement of the boundaries of the project area; a map showing existing uses and conditions of real property in the area; a land use plan showing proposed uses of the area; information showing the standards of population density, land coverage, and building intensity in the area after redevelopment; present and potential equalized value for property tax purposes; a statement of proposed changes, if any, in zoning ordinances or maps and building codes and ordinances; a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in the area after redevelopment; and a statement of a feasible method proposed for the relocation of families to be displaced from the project area.”

These required contents are covered in the various sections of this *General Plan for Redevelopment* and in its appendices. Each appendix constitutes a project area redevelopment plan for a specific geographic area of the Village identified for redevelopment. The CDA and Village Board utilized the objectives and criteria on the following page to establish three redevelopment project areas at the same time this *General Plan for Redevelopment* was prepared, via CDA Resolution 2022-501 and Village Board Resolution 2022-028. The project area redevelopment plans for these three areas are included as Appendices A through C.

In the years following initial adoption of this *General Plan for Redevelopment*, the Village may establish one or more additional redevelopment project areas and adopt a specific plan for each area. If and when this occurs, the Village will follow the process and

contents required under the applicable Wisconsin Statutes. The current intent is to incorporate such specific plans as additional appendices to this *General Plan for Redevelopment*.

Redevelopment Purpose and Objectives

This *General Plan for Redevelopment* has been created for the purpose of promoting the orderly development and redevelopment within designated redevelopment project areas of the Village of DeForest. Such (re)development will be promoted by establishing a future vision for each project area and suggested private and/or public actions and investments to help implement that vision.

The objectives of this *General Plan for Redevelopment* include:

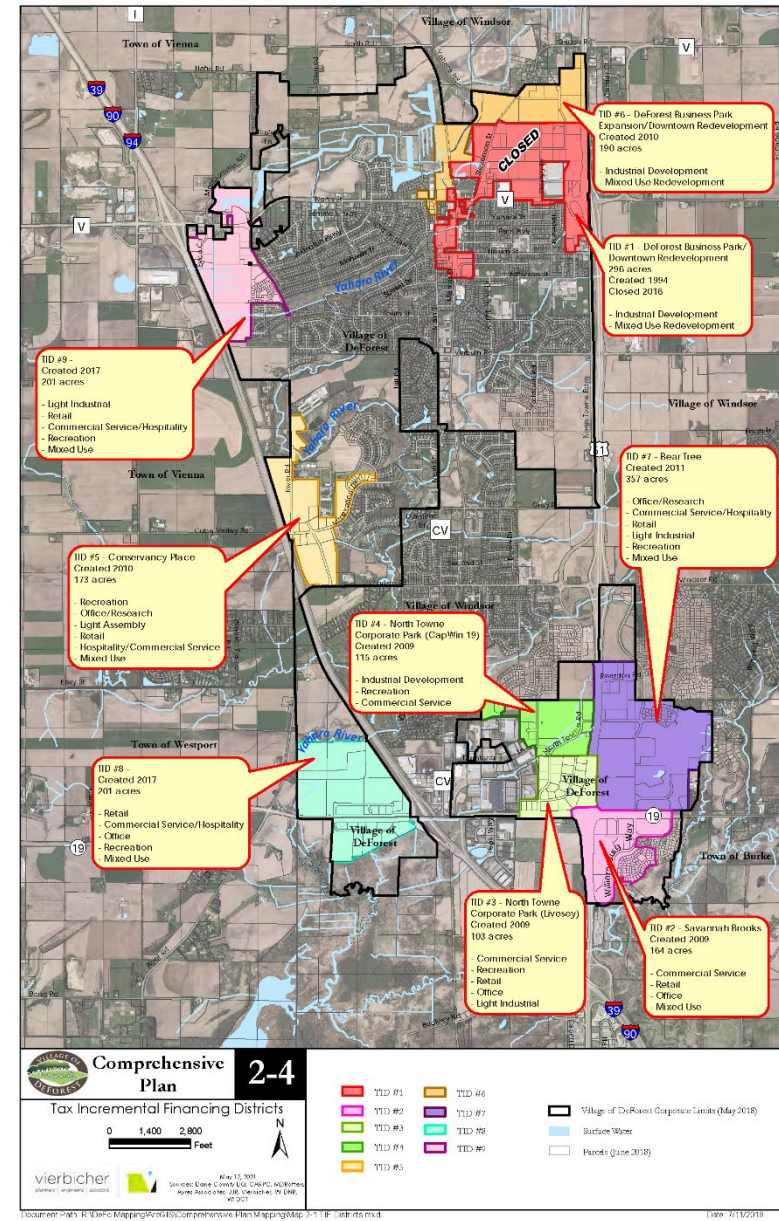
- Implementing goals and directions within the Village's *Comprehensive Plan*, particularly as they relate to economic development, redevelopment, and facilitating high-quality residential and commercial uses matching the needs of DeForest residents.
- Enhancing the vibrancy and activity in downtown DeForest and other older parts in the Village, with downtown enhanced to increasingly serve as a place of community gathering, commerce, and pride.
- Promoting the continued viability, retention, and expansion of existing small businesses that contribute to the objectives of the Village and for each redevelopment project area.
- Encouraging new uses that would serve retail, commercial service, hospitality, and employment needs in DeForest without the need for travel outside the community and without unduly affecting existing DeForest businesses.
- Supporting additional housing for various ages, abilities, and income groups; and promoting upgrades to existing housing to make or keep it decent, safe, appealing, and affordable.
- Increasing the tax base in areas of low and/or stagnant current property values.
- Enhancing the character, economic activity, and quality of life within each designated redevelopment project area, nearby properties, and the Village as a whole.
- Improving or removing blighted, underutilized, and outdated buildings and improvements in service of the above objectives.
- Increasing the range of financing and management options to encourage redevelopment, including expanded borrowing options and potential CDA land acquisition and management.

The project area redevelopment plans included as appendices may have additional objectives specific to the associated area. Further, not all of the above objectives may be fulfilled in each redevelopment project area. For example, a small project area may not be able to accommodate all of the desired uses and objectives listed above.

Process and Criteria for Establishing Redevelopment Project Areas

The CDA and its Redevelopment Technical Advisory Team (which included four CDA members) began by discussing 11 possible redevelopment project areas, and then through a process of deliberation, evaluation, and stakeholder feedback narrowed to the three areas described in Appendices A through C. Criteria to suggest, evaluate, narrow, and select redevelopment project areas were as follows:

- Probability of achieving redevelopment objectives listed in the previous section.
- Adopted Village plans that support reuse, revitalization, or redevelopment.
- Known or expected property owner interest in redevelopment or selling for redevelopment.
- Previously expressed public support for redevelopment or revitalization.
- Possible impediments for reuse/redevelopment by market forces alone, such the need to assemble smaller parcels or to make infrastructure improvements.
- Location in or within ½ mile of a tax incremental district, or possible appeal for grants or other outside funding, to support redevelopment.



- Opportunity for significant community impact, such as a highly-visible site, or probability to address an identified community need such as for housing, downtown revitalization, or retail, services, and/or hospitality development.
- Predominance of blighted property under the statutory definition, validated through inventories completed by the Village's planning consultant (see later section of this *Plan* for more information).

Not all of the above criteria had to be met for an area to be selected as a redevelopment project area. The Village intends to utilize these criteria when considering additional redevelopment project areas in the future.

Redevelopment Project Area Boundaries

Statutes require a map and description clearly representing the outer boundary of each redevelopment project area. Such materials are included in the associated appendix covering each area.

Existing Land Use and Conditions

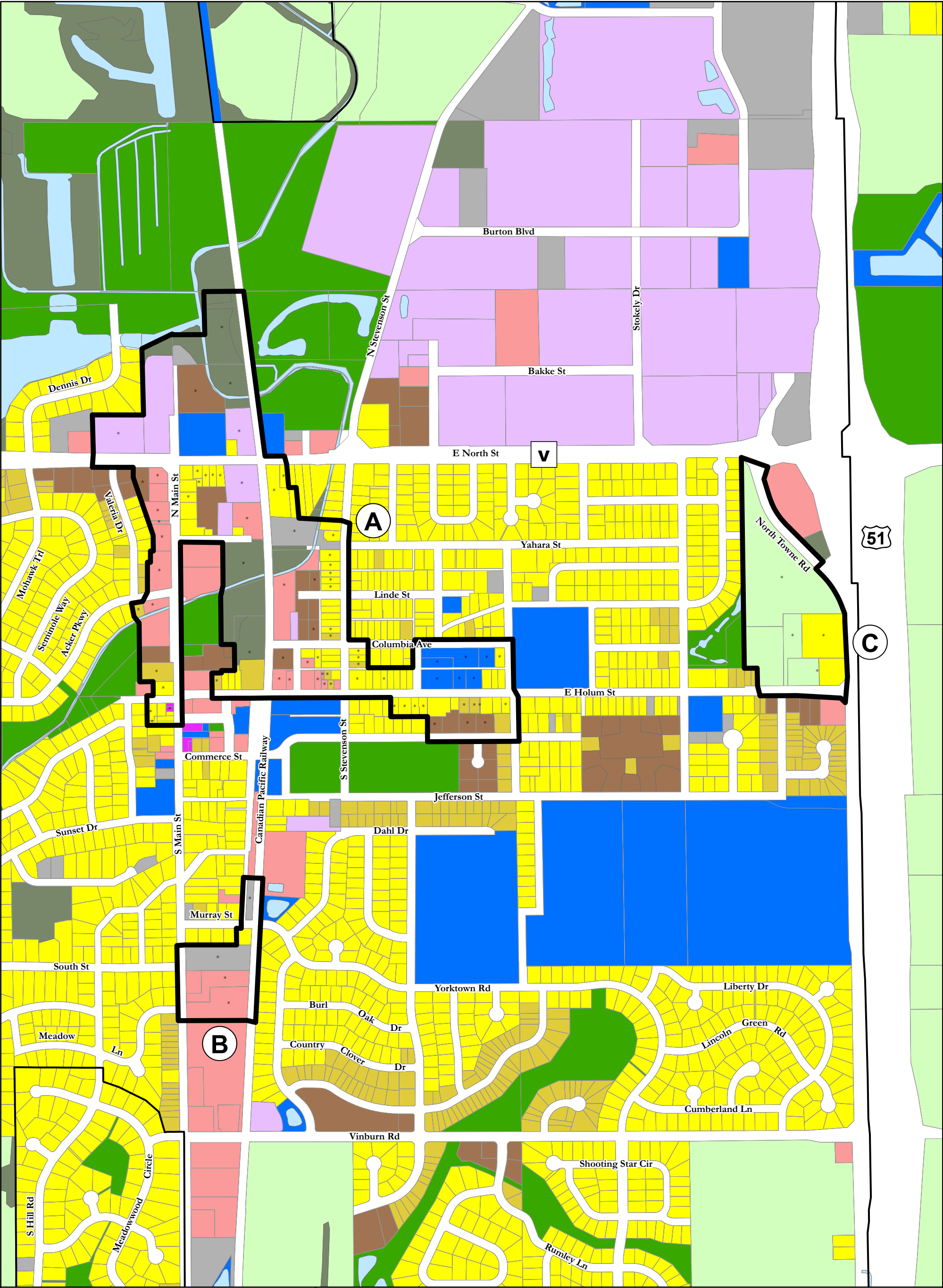
Statutes require a map showing existing uses and conditions of real property in each redevelopment project area. Map 1 depicts existing land uses in the Village as of 2020, within and outside of the initial redevelopment project areas established at the same time this *General Plan for Redevelopment* was prepared. Within each redevelopment project area, the Village has determined that the preponderance of real property has one or more statutory conditions of blight, as also indicated on Map 1 and described in a later section of this *General Plan*. Each appendix has a more detailed description of existing land uses and conditions in each redevelopment project area.

Anticipated Changes to Zoning and Other Ordinances and Maps

Statutes require that the plan include a statement of proposed changes, if any, in zoning ordinances or maps and building codes. The Village does not anticipate any required changes to its building code to implement any redevelopment project area plan, but if warranted an associated appendix may address this matter further.

Map 2 depicts the current zoning of the Village as of June 2022. In many cases and places, rezoning of parcels will be required to achieve the redevelopment vision in each redevelopment project area. This is because current zoning typically represents the current land use, not a changed land use often envisioned by a plan. Further, the Village anticipates completing an update of its zoning ordinance in 2023, within which tools to better accommodate redevelopment will be incorporated. In the meantime, the current Village zoning ordinance has a range of zoning districts generally offering an appropriate mix of land uses, densities, and other standards to facilitate planned redevelopment.

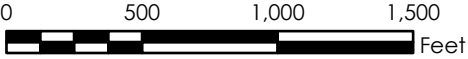
Each appendix may advise zoning ordinance and map changes to implement each project area plan.



General Plan for Redevelopment

April 5, 2023

Map 1: Existing Land Use and Conditions



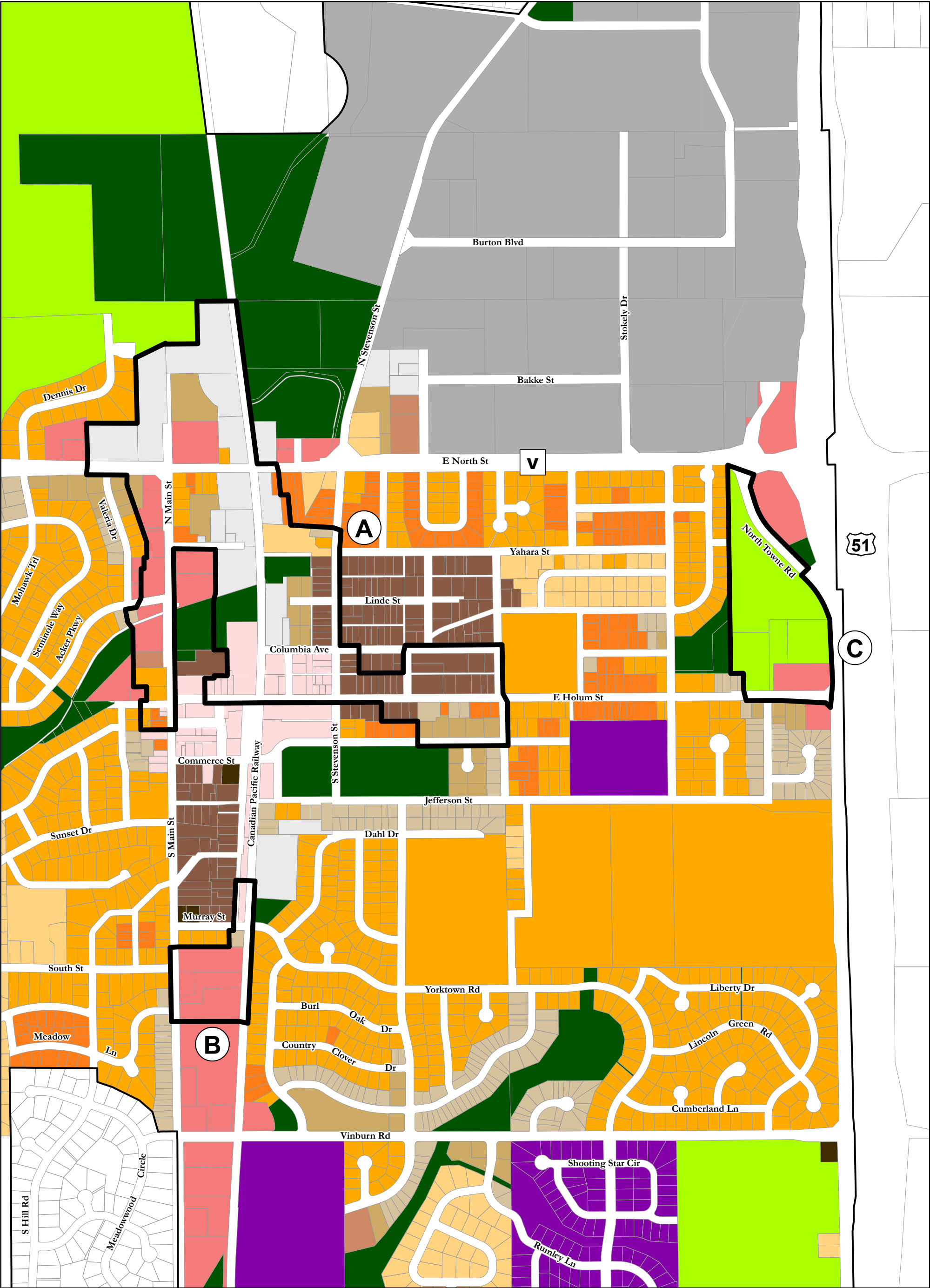
- Redevelopment Project Areas
- Village of DeForest Municipal Boundary
- Parcels (January 2023)


- | | |
|---------------------------|---------------------------------------|
| Single Family Residential | Mixed Use |
| Two Family Residential | Parks and Public Recreation |
| Multifamily Residential | Agricultural |
| Commercial | Woodlands/Other Open Land |
| Industrial | Developing and Vacant Subdivided Land |
| Government/Institutional | Surface Water |

Existing Conditions

* Parcel with one or more conditions signaling blight

Note: The Village's consultant completed condition evaluations within each redevelopment project area using the broad definition of blight described in Wisconsin Statutes and the General Plan text. For each parcel in each redevelopment project area without an asterisk, the consultant found no exterior condition signaling blight.





General Plan for Redevelopment


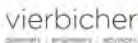
Map 2: Current Zoning

April 5, 2023



















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Feet

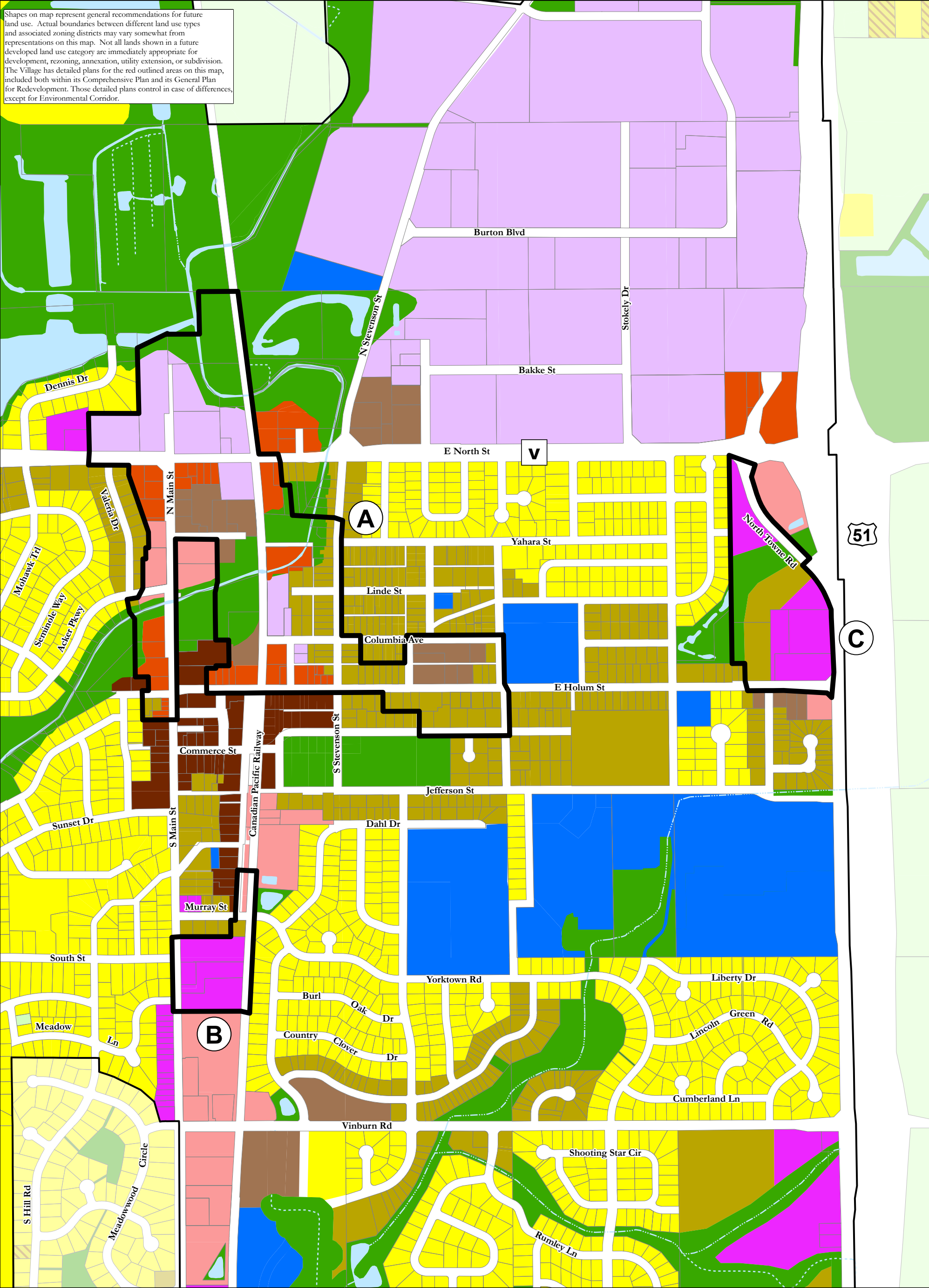
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Sources: Dane County LIO, CARPC, MDROffers, Vierbicher

 Redevelopment Project Areas	 A-1	 M-1	 RM-4	 RN-1
 Village of DeForest Municipal Boundary	 B-1	 M-2	 RM-5	 RN-2
 Parcels (January 2023)	 B-2	 PUD	 RM-6	 RN-2A
	 C-1	 RM-3	 RM-B	

Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types and associated zoning districts may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, annexation, utility extension, or subdivision. The Village has detailed plans for the red outlined areas on this map, included both within its Comprehensive Plan and its General Plan for Redevelopment. Those detailed plans control in case of differences, except for Environmental Corridor.







General Plan for Redevelopment


Map 3: Future Land Use


April 5, 2023



0 500 1,000 1,500 Feet





 Sources: Dane County LIO, CARPC, MDROffers, Columbia County LIO, Vierbicher


-  Municipal Boundaries (Dec. 2022)


 Parcels (January 2023)


 Redevelopment Project Areas
-  Agricultural Preservation


 Rural Density Residential


 Low Density Village Residential



 Moderate Density Village Residential


 Higher Density Village Residential


 Shopping and Services


 Downtown


 Office and Research


 Mixed or Flex Commercial/Residential
-  Industrial and Business Park

 Mixed or Flex Commercial/Industrial

 Government and Institutional

 Environmental Corridor

 Urban Reserve

 Surface Water

Consistency with Other Adopted Village Plans

This *General Plan for Redevelopment* is consistent with the recommendations contained in the *Village of DeForest Comprehensive Plan*, updated via a parallel planning process. The simultaneous preparation of both plan updates ensured their continued consistency. For example, the recommendations of each redevelopment project area plan in the appendices has been generalized and included in the future land use map in the updated *Comprehensive Plan*.

This *General Plan for Redevelopment* is consistent with other adopted Village plans, including the *Parks and Open Space Plan*, the DeForest annex to the *Dane County Natural Hazard Mitigation Plan*, and tax incremental district project plans for overlapping areas.

It is possible that amendments to other Village plans may be warranted to be fully consistent or advance the recommendations of specific redevelopment project area plans. Such amendments are and will be identified within the associated appendix where warranted.

Proposed Land Use and Redevelopment Standards

With regard to proposed land use and redevelopment standards, Wisconsin Statutes require:

- A land use plan showing proposed uses of each redevelopment project area, plus standards of population density, land coverage, and building intensity in each area after redevelopment. These characteristics will vary by redevelopment project area and are described in the associated appendix.
- Each project area plan to be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area. These characteristics will vary by redevelopment project area and are described in the associated appendix.
- That this *General Plan for Redevelopment* include a land use plan which designates the proposed general distribution and general locations and extents of the uses of the land for housing, business, industry, recreation, education, public buildings, public reservations, and other general categories of public and private uses of the land.

Map 3 is the future land use map for the Village, updated for the Village's *Comprehensive Plan* in concert with preparation of this *General Plan for Redevelopment* and cropped to focus on the redevelopment project areas. Map 3 generalizes the land use recommendations for each redevelopment project area included in Appendices A through C. The associated Land Use chapter of the *Comprehensive Plan* includes a description and standards for each future land use category shown on Map 3, including standards for recommended housing density.

In general, developers and contractors within each redevelopment project area will be expected to adhere to the provisions of applicable municipal ordinances including, but not limited to, the zoning ordinance (including site plan review regulations), subdivision ordinance, building and construction code, traffic ordinances, and deed restrictions.

Proposed Site Improvements and Utilities

The Village has determined that redevelopment of each project area will likely not happen of its own accord, but will require a concerted public commitment to lay the groundwork for private investment and redevelopment.

Statutes require a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in each project area after redevelopment.

Central to this *General Plan for Redevelopment* are utility and other public improvements for the redevelopment of underutilized properties, business stimulation and support, public circulation and safety, and private redevelopment. In general, redevelopment project areas have been and will be selected in parts of the Village that are well served by existing public utilities. Still, additional public sector project activities may include, but are not limited to:

- Public infrastructure improvements (e.g., utility construction and extension, street construction and site work, etc.)
- Aesthetic improvements (e.g., gateway features, landscaping, design work, etc.)
- Site assemblage, cleanup, demolition, and preparation
- Administration

Each associated appendix may include a more detailed description of utility and other public improvements that may be advised to implement each redevelopment project area plan. The associated appendix will identify proposed and potential improvements to and within sites within the associated redevelopment project area to successfully achieve the purpose and plan for that area.

Project Implementation and Financing

Potential redevelopment projects may require or warrant supportive public infrastructure projects, potential development incentive expenditures, and grant and loan support. Such incentive opportunities and/or private sector funding may be applied to demolition of existing structures, removal of materials, assistance with environmental clean-up, site preparation, and construction of new development. Public/private sector cooperative activities may take place to comprehensively implement this *General Plan for Redevelopment* and each project area plan. In the redevelopment process, development agreements will be negotiated in order to assure the quality of development and the fulfillment of the purpose and objectives of this *Plan*.

The Village and CDA may support project financing and funding in several different ways, including the following:

- CDA revolving loan program for façade improvements. At time of writing, \$50,000 in seed funding was available for low-interest loans to incentivize commercial property owners to upgrade their building facades.
- CDA bonding as provided in §66.1333 of Wisconsin Statutes. Principal and interest on the CDA bonds can be paid through revenues generated from the sale or lease of infrastructure or property, payments made to the CDA from tax increment revenues the Village receives from taxes on new development, and/or special assessments for public improvements.
- Village bonding for projects through its normal borrowing channels.
- Developer financed bonds. In such a scenario, a development agreement between the Village and the developer specifies the share of the tax revenue that the Village will reimburse the developer once the developer pays Village taxes. The developer then borrows the funds. Buildings and other improvements are then constructed and a tax bill stating the amount of property tax owed is sent to the developer/property owner. The developer would pay the taxes and the Village would reimburse the previously-agreed amount to the developer. This reimbursement would continue until the agreement has been fulfilled.
- Tax incremental financing, where authorized within an adopted tax incremental district (TID) project plan covering the affected area. At time of writing, the Village had eight active TIDs (depicted on page 6), but just one of them (TID #6) included or was within ½ mile of an initial redevelopment project area (Project Area A). Within limits and as authorized by the TID project plan, TIDs may incur expenses within ½ mile of the TID boundary for projects that would benefit the TID.
- Affordable housing TID extension. Wisconsin law enables municipalities to keep a TID open for an additional year after it is normally required to close. In return, the increment from that TID for that additional year can be used to support affordable housing anywhere in the community. Seventy-five percent of additional increment under such an affordable housing extension must be used to benefit affordable housing, with the remainder not limited to affordable housing but only to improving the local housing stock. This may be more of the mid-term approach in DeForest, as its current TIDs are not scheduled to close until at least the late 2020s.
- Potential reductions to Village impact fees, such as for developments that demonstrably guarantees affordable housing to low-income households. Wisconsin statutes allow impact fee waiver or reduction for “low cost housing”—a term that is not defined at the State level. Any such reduction would, ideally, be considered in response to a specific development proposal and tied to lower expected demand for the facility the impact fee is intended to support (e.g., public parks).

Potential sources of outside funding for project financing or support *beyond* CDA, TID, and other Village sources include those listed in Table 1 on the following page. The actual range of financing and support sources and tools used to promote redevelopment within designated redevelopment project areas will vary by the area and project. Often more than one source is important or desirable to facilitate a project. The appendices may provide more detail and direction where warranted.

Table 1: Overview of Non-Village Redevelopment Financing Tools

Category	Description	Funding Sources and Programs		
		Dane County	State of Wisconsin	Federal
Economic Development	Promote business and community development, often funding projects that result in new business start-up and acceleration and/or job creation and/or retention	Micro-Business Loan (MBL) program ¹ , Economic Development Revolving Loan Fund (ED-RLF) ² , other project-specific Community Development Block Grant (CDBG) funding opportunities	Wisconsin Economic Development Corporation (WEDC) Business Assistance program ³	American Rescue Plan Act funding
Housing	Increase the supply and/or improve the quality of housing, particularly that oriented or limited to low- and moderate-income households	Affordable Housing Development Fund (AHDF) ⁴ , Mortgage Reduction Assistance Program, Home Rehabilitation Program, other project-specific CDBG and Home Investment Partnership Program (HOME) funding opportunities ⁵	Because DeForest participates in the Dane County Urban Consortium, its federal CDBG and HOME funding opportunities are generally not available through the State.	Low Income Housing Tax Credit (LIHTC) program ⁶ ; block grant funding funneled through County via CDBG/HOME programs
Redevelopment and Infill	Reduce costs and other barriers affecting the redevelopment or infilling of vacant or underutilized parcels already served by public infrastructure	Better Urban Infill Development (BUILD) program ⁷ , Commercial Revitalization Loan Fund (CRLF) ⁸ , Commercial Façade Program	WEDC Brownfield and Brownfield Site Assessment grants ⁹ , WEDC Community Development Investment Grant ¹⁰	EPA brownfield assessment, and clean-up grants, AARP Community Challenge Grant ¹¹
Natural Hazard Mitigation	Reduce the risk to individuals and property from natural hazards, such as flooding		Municipal Flood Control Grant Program (MFCGP) ¹² , Urban Nonpoint Source & Storm Water Management Grant ¹²	Hazard Mitigation Grant Program (HMGP) ¹³ , Flood Mitigation Assistance (FMA) ¹³ , Pre-Disaster Mitigation (PDM) ¹³ , Building Resilient Infrastructure Communities (BRIC) ¹³
Parks and Recreation	Support acquisition of parks and open space, and restoration or recreational development of such lands	Conservation Fund Grant Program ¹⁴ , PARC & Ride Grant Program ¹⁵	Knowles-Nelson Stewardship grant program ¹⁶	Recreational Trails Program (RTP) ¹⁶ , Land & Water Conservation Fund (LWCF) ¹⁶
<p>Notes:</p> <p>¹ MBL provides loans to eligible small businesses (≤5 employees) in Dane County outside of Madison for the purpose of establishing a new business or creating jobs for low- and moderate-income County residents.</p> <p>² ED-RLF provides gap financing to businesses that create jobs, 51% of which must go to low-and moderate- income persons.</p> <p>³ WEDC Business Assistance program includes direct business loans, tax credits, employee training grants, industrial revenue bonds, and technical support.</p> <p>⁴ The AHDF encourages development of affordable housing by using the fund for tax credits, private financing, grants, and other sources to address the shortage of affordable housing in Dane County.</p> <p>⁵ CDGB and HOME programs allow Dane County to provide financial assistance to municipalities for affordable housing and community development that benefit low- and moderate-income residents.</p> <p>⁶ The LIHTC program, administered by the Wisconsin Housing and Economic Development Authority (WHEDA), provides federal income tax incentives to increase the availability of low- and moderate-income rental housing.</p> <p>⁷ The BUILD program partners with Dane County communities to plan and implement infill development through planning grants.</p> <p>⁸ The CRLF program provides financing to businesses and real estate development projects that help revitalize downtown and commercial districts.</p> <p>⁹ State brownfields grant programs generally help municipalities assess and remediate brownfields, which are abandoned, idle, or underused non-residential properties where redevelopment is hindered by contamination.</p> <p>¹⁰ The CDI Grant program supports municipal redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts.</p> <p>¹¹ The AARP Community Challenge Grant provides funding to create vibrant public spaces, deliver a range of transportation and mobility options, and to encourage the availability of a range of housing.</p> <p>¹² These programs provide grants for communities for urban stormwater management plans, ordinance development, land acquisition, steam bank and shoreline stabilization, flood proofing, and overall flood mitigation.</p> <p>¹³ These programs provide funding for communities to reduce flood risk, retrofit infrastructure, and increase resilience and public safety or education of flood hazards.</p> <p>¹⁴ The Conservation Fund Grant Program offers grants to nonprofit organizations and local governmental units for the purchase of land or land interests identified in the County Parks & Open Space Plan.</p> <p>¹⁵ The PARC & Ride Grant Program provides matching funds to develop new regional bicycle playgrounds or regional bicycle/pedestrian trails</p> <p>¹⁶ These grants, administered through the WDNR, provide funding for land acquisition, development of nature-based recreation facilities and trails, maintenance and restoration of existing trails, and support facilities.</p>				

Relocation of Displaced Persons and Businesses

Statutes require a statement of a feasible method proposed for the relocation of families to be displaced from each project area.

Any persons and businesses displaced by public project activities will be relocated in accordance with applicable federal and state laws and regulations. Relocation plans associated with any project activities will be filed with the Department of Administration, Relocation Assistance, Division of Energy, Housing and Community Resources. These plans will be the basis for all relocation payments made as part of such project activities.

In addition to paying the fair market value for the property, state and federal (for federally-funded projects) law have several applicable requirements for residential tenants when public agencies like the Village or CDA acquire property. The Village or CDA would have to provide at least 90 days' notice before any move and sufficient relocation assistance, which may include finding suitable replacement housing, aiding with moving arrangements, and making relocation payments.

Also, for business renters, the Village or CDA would have to provide at least 90 days' notice before any move and sufficient relocation assistance including relocation payments associated with moving, searching, incidental, business replacement, and business reestablishment expenses.

Land Acquisition and Disposition

It is possible that either the Village or the CDA will acquire land as a result of implementation of project area plans. All negotiations will follow the legal requirements imposed on the Village and CDA for land acquisition. Private entities may also acquire land for redevelopment or other purposes within each redevelopment project area. They are not subject to the same legal requirements as the Village or CDA.

Blighted Area Findings and Conclusions

Urban redevelopment is done to effect removal of blight, promote economic development, enhance community character, and increase the overall quality of life in a community.

MDRoffers Consulting LLC, a Madison-based urban planning and economic development consulting firm, in consultation with Village Planning and Development Department staff, evaluated each property in each redevelopment project area described in Appendices A through C. The consultant subsequently found that each of these redevelopment project areas met statutory requirements. In other words, the consultant found that a predominance of parcels within each redevelopment project area, both in terms of number

of parcels and land area, described and mapped in the appendices, are blighted and in need of rehabilitation within the meaning of the criteria set forth in §66.1333 of Wisconsin Statutes.

Conditions that signal “blight” by Statute emphasize deteriorated buildings or site improvements; public health, safety, welfare, fire issues; obsolete platting or faulty lot layout; diversity of ownership; inadequate provision of air or sanitation; high population density or overcrowding; defective or inadequate street layout; tax or special assessment delinquency; defective or unusual conditions of title, and/or open land with inadequate access. The specific criteria for defining conditions of blight used in the consultant’s analysis are included in the statutory definition of “blighted area” in §66.1333 (2m) and of “blighted property” in §66.1333 (2m)(bm).

Based on the above findings, it is determined that:

- Sufficient properties within each redevelopment project area in the appendices are blighted and in need of rehabilitation within the meaning of the criteria set forth in Wis. Stat. §66.1333.
- Physical and economic conditions exist that, if left unattended, would continue to impair and impede the sound and safe growth within each of these redevelopment project areas.
- Only through comprehensive redevelopment in each area will the deterioration of the subject properties substantially slow down and reverse, thereby contributing to the overall vitality of the community.

Properties that are in good physical condition, are properly maintained, and meet the land uses appropriate for each redevelopment project area may still be included in a redevelopment project area. The purpose for inclusion of these “non-blighted” properties is to comprehensively address redevelopment in the long-range planning process and encourage other property owners to upgrade their properties to accomplish the purpose and objectives of this *General Plan for Redevelopment* and the associated project area plan, or due to the necessity of the entire area being contiguous.

Implementation of each redevelopment area plan—including activities like appraisals and environmental examinations—may identify additional information that will substantiate or enhance the consultant’s blight findings. The Village anticipates using similar analyses before establishing any further redevelopment project areas beyond those identified in Appendices A through C at time of initial adoption of this *General Plan for Redevelopment*.

Plan Amendments

This *Plan* may be amended at any time in accordance with the provisions of §66.1333(11) of Wisconsin Statutes. These amendments may include new or amended redevelopment project area plans, or amendments to the contents of the main body of this *General Plan for Redevelopment*. Prior to any amendment or termination, the CDA must conduct a public hearing and recommend the amendment to the Village Board. The Village Board may approve each amendment by a two-thirds majority.

Appendix A: Redevelopment Area A Project Plan

Statutory requirements for Redevelopment Project Area A are met through this appendix and the *General Plan for Redevelopment*.

Purpose and Boundary

The focus in Redevelopment Project Area A is for continued mixed use revitalization of the north and east sections of the Village's downtown, while maintaining the downtown and surrounding neighborhoods as a comfortable place to live for DeForest residents.

As depicted on Map A-1, Redevelopment Project Area A encompasses 100.9 acres and 132 different tax parcels. Area A generally includes lands bounded by the North/Main Street intersection area on the north, the Holum Educational Center site on the east, and Holum and DeForest Streets on the south.

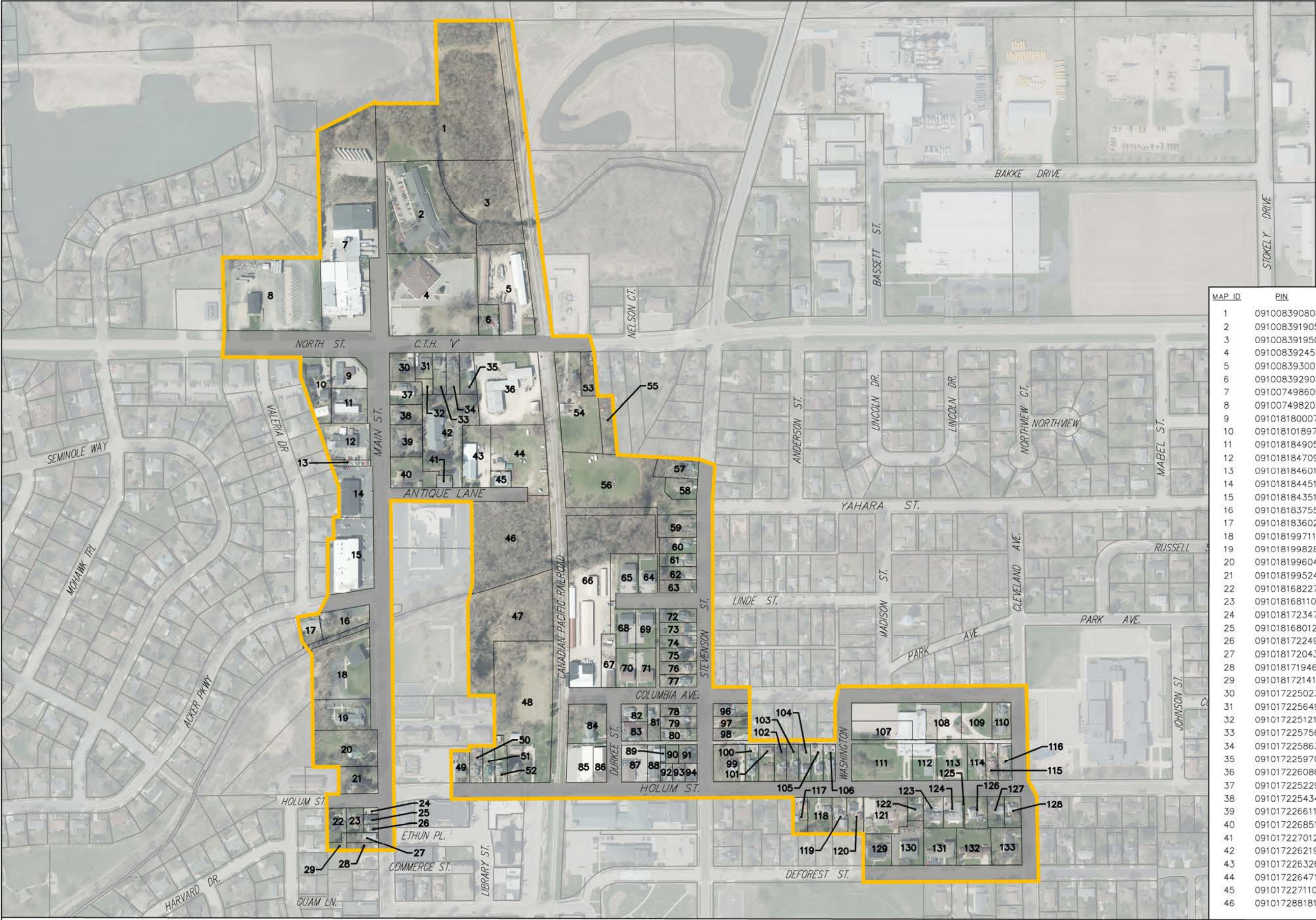
Existing Uses and Conditions

As illustrated on Map 1 in the body of this *General Plan for Redevelopment*, Redevelopment Project Area A currently contains a variety of land uses and property conditions indicative of its service as much of the Village's compact, historic center. Most areas within Redevelopment Project Area A developed in the early-1900s due to proximity to the railroad and DeForest Depot.

Commercial service and retail uses within Area A are focused towards its west and northwest sides along and near North Main Street and East Holum Street. These include a range of shops and services such as hair salon, restaurant, bowling alley, liquor store, and auto body shop, among others. Industrial and institutional uses characterize the northern edge of Area A, particularly near the North Main Street and East North Street intersection and adjacent to the Canadian Pacific Railway.

The eastern part of Area A is characterized mainly by single-family, two-family, and moderate-scale multiple-family residences, with the notable exception of the 3.8 acre Holum Educational Center site, depicted to the right. The DeForest Area School District (DASD) has designated this site as surplus. At time of writing, this site contained two buildings originally intended for educational and office use (see photo to right).





GRAPHIC SCALE FEET
0 100 200 400

LEGEND

- REDEVELOPMENT PROJECT AREA A
- RIGHT-OF-WAY
- PARCEL BOUNDARIES WITH PARCEL REFERENCES NOTED (SEE TABLE FOR LIST OF PARCEL NUMBERS)

MAP_ID	PIN	MAP_ID	PIN	MAP_ID	PIN
1	091008390808	47	091017291401	93	091017241210
2	091008391905	48	091017246261	94	091017241327
3	091008391950	49	091017246662	95	N/A
4	091008392451	50	091017246555	96	091017260011
5	091008393001	51	091017246448	97	091017260119
6	091008392904	52	091017246151	98	091017260217
7	091007498605	53	091017285503	99	091017261798
8	091007498203	54	091017285601	100	091017261574
9	091018180007	55	091017285411	101	091017261467
10	091018101897	56	091017288322	102	091017261350
11	091018184905	57	091017288644	103	091017261243
12	091018184709	58	091017288966	104	091017261136
13	091018184601	59	091017289287	105	091017261029
14	091018184451	60	091017230231	106	091017260913
15	091018184351	61	091017230348	107	091017262019
16	091018183755	62	091017230455	108	091017262215
17	091018183602	63	091017230562	109	091017262411
18	091018199711	64	091017230820	110	091017262537
19	091018199828	65	091017230713	111	091017263447
20	091018199604	66	091017231161	112	091017263205
21	091018199524	67	091017231401	113	091017262984
22	091018168227	68	091017233247	114	091017262868
23	091018168110	69	091017233130	115	091017262751
24	091018172347	70	091017232917	116	091017262644
25	091018168012	71	091017233023	117	091017296359
26	091018172249	72	091017232211	118	091017296251
27	091018172043	73	091017232328	119	091017296051
28	091018171946	74	091017232435	120	091017291801
29	091018172141	75	091017232542	121	091017295467
30	091017225023	76	091017232659	122	091017295350
31	091017225649	77	091017232766	123	091017275014
32	091017225121	78	091017240015	124	091017275061
33	091017225756	79	091017240122	125	091017275111
34	091017225863	80	091017240239	126	091017299231
35	091017225970	81	091017240346	127	091017299356
36	091017226086	82	091017240453	128	091017299409
37	091017225229	83	091017240560	129	091017298357
38	091017225434	84	091017241710	130	091017298464
39	091017226611	85	091017241943	131	091017275238
40	091017226851	86	091017242166	132	091017275345
41	091017227012	87	091017240801	133	091017275452
42	091017226219	88	091017240917		
43	091017226326	89	091017241023		
44	091017226471	90	091017241532		
45	091017227110	91	091017241434		
46	091017288181	92	091017241103		



MAP A-1: REDEVELOPMENT PROJECT AREA A BOUNDARY AND PARCELS
VILLAGE OF DEFOREST
MARCH 3, 2022

vierbicher
planners | engineers | advisors



The current population of Area A is estimated at 475 persons, meaning that its current population density is approximately 4.7 persons per acre (including lands that are used for housing and lands that are not).

The 2022 equalized value for property tax purposes within Area A is \$27,012,669, including land and improvement values.

Redevelopment Project Area A contains many small lots – the average lot size is less than an acre – which challenge private land assembly and redevelopment. Many priority redevelopment sites listed below and shown on Map A-2 are spread across two or more parcels, often requiring land assembly and consolidation for successful redevelopment. Also, Area A is a current source of affordable housing in the Village, which has been and will be considered in redevelopment planning and implementation.

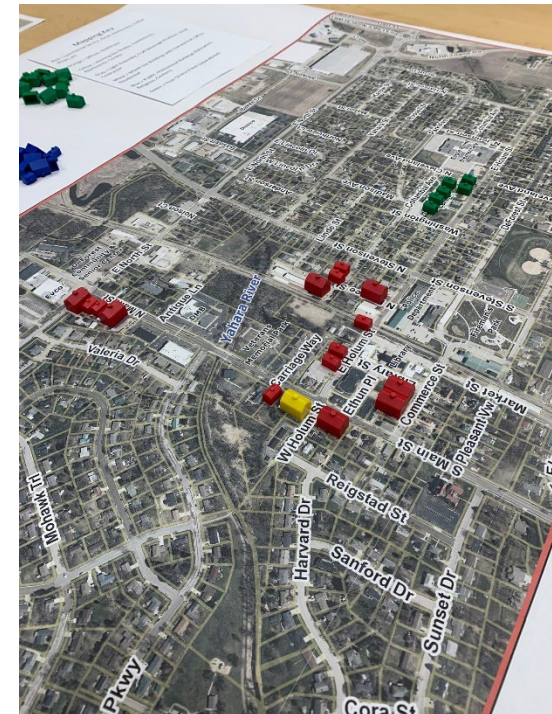
The Village consultant's fall 2021 blight determination showed that 56 percent of parcels and 60 percent of the real estate land area within Area A demonstrated at least one condition of blight. Most frequent conditions within Area A that signaled blight included deteriorated buildings, other deteriorated site improvements, and obsolete platting or faulty lot layout.

Stakeholder Input

In January 2022, the Village conducted a public open house through which area property owners, residents, and other community stakeholders become aware of this redevelopment planning effort and assisted the Village in preparing this *Redevelopment Area A Project Plan*. The open house was followed by an on-line input opportunity later that winter with similar input opportunities.

Participants listed the strengths, weaknesses, opportunities, and threats to the Village's Downtown, and helped map areas and types of desired redevelopment (see photo to right). Responses helped to provide direction for this *Project Plan* and for the priority redevelopment sites described below. These responses generally highlighted interest in more businesses and activity downtown, additional downtown housing, repurposing of the Holum Center site in a manner that would benefit the community and fit with surrounding land uses, protection and enhancement of existing homes and businesses, better capitalizing on the Yahara River for redevelopment, and improved pedestrian connections including along North Street.

Participants also completed a "visual preference survey" to grade presented images of buildings and land uses that could feasibly be located in the downtown in the future. Several highly-rated images populate this *Project Plan*, helping to illustrate redevelopment concepts for priority redevelopment sites.



Proposed Future Redevelopment Pattern—Overall

The Village has, since its original redevelopment plan in 1994, designated much of Redevelopment Project Area A plus other downtown lands to its south and along North Main Street for redevelopment or upgrade. Over the ensuing two decades, redevelopment has focused in this southern area (DeForest Towne Square, Library, Municipal Campus) and certain North Main Street parcels that are not in need of further redevelopment and are therefore not in Area A.

Within the 101 acres of Area A, eleven different suggested “priority redevelopment sites” are shown on Map A-2. For these and others, the “priority” designation and suggested future use opportunities are intended to stimulate interest and discussion. As with the maps for the other areas, designations on this draft Area A map will not compel any owners to redevelop, change the use, or sell their land. Efficient and meaningful redevelopment of some of these sites will require assembly of two or more tax parcels. In addition, future redevelopment proposals may emerge outside of the priority redevelopment sites, or some of the identified sites may flex in size and shape. Any required relocation of families displaced from the project area will follow statutory requirements, and in any case this *Project Plan* was prepared to minimize any displacement.

Several suggested priority redevelopment sites are clustered along Main Street, where commercial and employment uses are generally emphasized. Owing to the traffic volume and weight (many trucks), current uses, and access challenges, the redevelopment emphasis along and near North Street generally does not emphasize housing, but could include housing incorporated within mixed-use buildings, particularly south of North Street.

A handful of other priority redevelopment sites are positioned along the railroad line, where a broader mix of land uses including housing is contemplated. There, transportation impacts associated with the railroad are far more sporadic. It is advised that the north side of Antique Lane fully transition to housing over time. The Holum Center site is also identified for additional housing (see more detail below). More housing on these and other downtown sites will address a clear community need plus provide more customers for area businesses.

Project Area A is well served by existing roads, paths, utilities, and community facilities. Still, also identified on Map A-2 are future transportation enhancements, including future intersection upgrades at the North Street and North Main Street intersection as well as the North Street and North Stevenson Street intersection, and projects that would interconnect existing multiuse paths. These transportation enhancements will occur over time as opportunities present. For example, path and intersection improvements along North Street between Main and Stevenson Streets may be realized with a road reconstruction project planned for 2024.

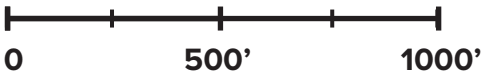
If and when all priority redevelopment sites shown on Map A-2 are redeveloped (including enhancements to existing buildings where appropriate), within all of Area A:

- The future population is projected at 765 persons, meaning that Area A's future population density may be up to 7.6 persons per acre (including lands that are used for housing and lands that are not).
- The future equalized value for property tax purposes is projected at \$51,300,000 in 2022 dollars, assuming that there is no change in equalized value in parts of Area A that are outside of the priority redevelopment sites on Map A-2.

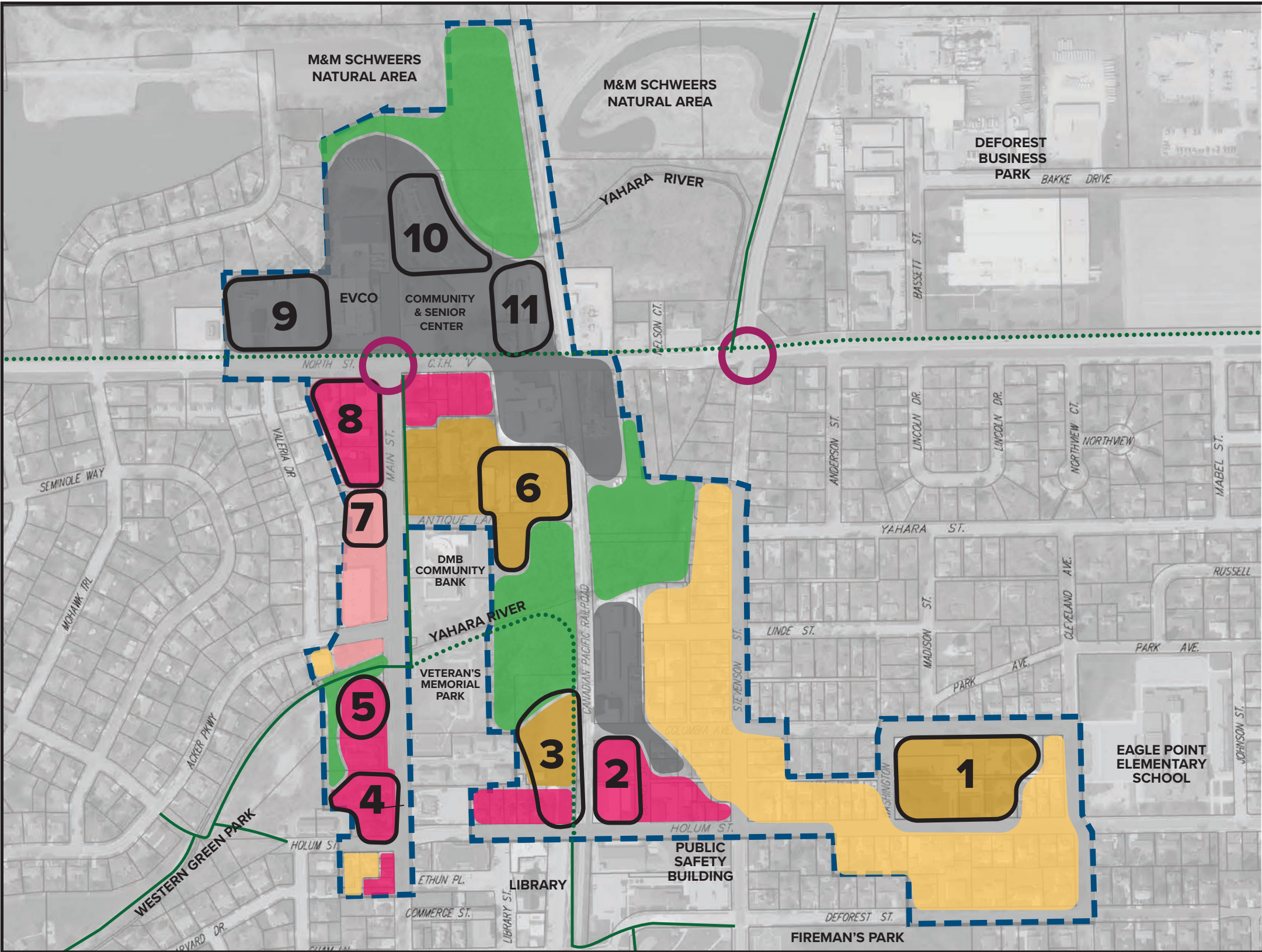
PRIORITY REDEVELOPMENT SITES
WITH FUTURE USE OPPORTUNITIES:

- 1. See Holum Center redevelopment concept option maps for opportunities
- 2. Bowling center and apartment reinvestment and/or redevelopment
- 3. Infill of commercial or mixed use building on south, residential on north
- 4. Entertainment, dining, commercial services, or mixed use redevelopment
- 5. Mixed use or commercial redevelopment or yard infill
- 6. Higher density residential redevelopment in new buildings
- 7. Building, signage, and site improvements to improve appearance and marketability
- 8. Commercial and/or mixed use redevelopment including gateway building
- 9. Expanded or new indoor industrial space with managed impacts
- 10. Residential relocation to new site, then industrial reuse or redevelopment
- 11. Industrial upgrades or building replacement with limited outdoor uses

Future Uses and Priority Redevelopment Sites indicated on this map are intended to show general opportunities, are described further in the redevelopment plan text, and are not a requirement for change of land use or redevelopment. Change of land use and redevelopment will be driven by property owner interest. Redevelopment may include reuse, remodeling, or expansion of existing buildings, or new or replacement buildings; may require site assembly; and may extend beyond marked Priority Redevelopment Sites.



04 November, 2022



FUTURE USES

Moderate Density Residential

Higher Density Residential

Downtown Mixed Use or Flex

Shopping and Services

Industrial and Institutional

Environmental Corridor

Redevelopment Project Area

Priority Redevelopment Site

Existing Path

Future Path

Future Intersection Control Upgrade

Recommended Future Development Pattern—Priority Redevelopment Sites

The following are recommended future redevelopment concepts for each of the eleven priority redevelopment sites shown and numbered on Map A-2. These are not the only possible concepts for these sites. Still, redevelopment should generally follow the recommended use pattern shown on Map A-2 and the design principles later in this *Redevelopment Area A Project Plan*.

Priority Redevelopment Site 1

This is the Holum Center site, generally identified on Map A-2 for future “Medium Density Residential” land use, and further described and illustrated below.

Priority Redevelopment Site 2

This site is located northwest of the East Holum Street and North Durkee Street intersection and contains an older bowling alley and a multiple-family residential building to its north. The site is identified on Map A-2 for future “Downtown Mixed Use or Flex” use, which may consist of future reinvestment of existing buildings or replacement with commercial, residential, or mixed uses and/or buildings.

Entertainment uses like a bowling alley create activity and vitality in the downtown. Therefore, the reinvestment option encourages upgrade and expansion of the current facility. This may include more interactive lanes, other games, trendy dining and drinking options, and ideally façade improvements to open the bowling alley building more and create greater invitation to visit from Holum Street. To the right is an example of an open street façade—or an example of what may be possible with a “replacement” option. The replacement option would ideally increase the number and quality of housing units on the site, as well as maintain some sort of entertainment use along Holum Street.



Priority Redevelopment Site 3

Site 3 is north of East Holum Street and west of the railroad tracks, and at time of writing was in the same ownership as Site 2. Site 3 is 2.9 acres, has a small area of floodplain and wetland associated with the Yahara River near its north edge, and contains one single-family home and one duplex residence. The duplex is in an older building with historic character along Holum Street. As shown on Map A-2, the southern portion of Site 3 is identified for future “Downtown Mixed Use or Flex” use. This means that the conversion of the existing duplex for commercial or mixed residential/commercial uses is possible, and new or additional mixed use or commercial building(s) could be developed. The northern portion of Site 3 is identified for “Higher Density Residential” use on Map A-2, which would accommodate multi-story apartment or condominium development. The character could reflect that of the Carriage Way condominium development to its west, the development image to the right, or other concepts. On-site stormwater management would need to be provided. Redevelopment should also accommodate driveway and public path access from Holum Street, with the path connecting through Veteran's Memorial Park.



Priority Redevelopment Site 4

Site 4 is located at the northwest corner of the West Holum Street and North Main Street intersection, just south of the DeForest Place senior living development. This 1.3 acre site contains two lots, each with a single-family home, and some floodplain and open space views near its northwest corner. As shown on Map A-2, Site 4 is designated for future “Downtown Mixed Use or Flex” use. Commercial service, retail, office, or mixed residential/commercial uses would be appropriate within a new building. Entertainment use, dining use, or other services would be ideal for the first floor, with office or residential uses on upper floors. The site affords pleasant views of DeForest’s downtown and the Yahara River corridor. The building (and not a parking lot) should anchor the intersection. The image to the right provides a reasonable model. Such redevelopment in conjunction with prior redevelopment activity and the “Landmark” tavern would go a long way toward enhancing this intersection as a key “four corner” activity center.



Priority Redevelopment Site 5

This 1.4 acre site is occupied by an older office building (called The Professional Building) just south of the Yahara River and west of Main Street. The existing building occupies just a small portion of the site, with the remainder occupied by a surface parking lot, large yard area, and Yahara River frontage including a recently-resurfaced public path along its north edge. Site 5 holds significant opportunity. It perhaps best connects the more historic parts of the Village's downtown to the south with more modern commercial uses closer to the North/Main intersection. It is also the only priority redevelopment site with direct frontage on the Yahara River.



As shown on Map A-2, Site 5 is identified for future "Downtown Mixed Use or Flex" use. There are at least two

options for realizing this future land use vision. The first would be to infill the large yard area on the site with either a second commercial or office building, or with an addition to the existing building, ideally in conjunction with parking lot expansion. This first option would ideally coincide with façade modernization to the existing building. The second option would be to replace the existing building with a new commercial or mixed commercial/residential buildings. This option would appear most viable if occupancy of The Professional Building were to decrease. A restaurant or brewpub with outdoor dining/drinking and entertainment along the Yahara River would create a unique opportunity for DeForest and its downtown, as one example frequently mentioned through public input. The images on this page provide an example of what may be possible with redevelopment of Site 5.



Priority Redevelopment Site 6

Site 6 is located near the east end of Antique Lane and contains four parcels under different ownership. Existing uses include older metal buildings occupied by a machine shop, warehousing, similar uses, and seemingly vacancy north of Antique Lane. Developable portions of Site 6 that are south of Antique Lane and east of DMB Community Bank are wooded and undeveloped. Much of the land to the south and east are in the Yahara River floodplain.

Map A-2 shows Site 6 as most appropriate for future “Higher Density Residential” use. The Forest Run apartments at 112 Antique Lane are already developed in this manner. This future use opportunity could include townhouses or apartments, like the images to the right, and would involve the removal and replacement of existing buildings. Housing appears to be the most viable future use along Antique Lane. Lower visibility from Main Street and other heavily traveled routes would seem to limit commercial development prospects, and additional or more intensive industrial uses may conflict with nearby residences.



Priority Redevelopment Site 7

This site is located west of the Antique Lane and Main Street intersection and contains a multi-tenant retail building. The current range of retail and commercial service occupants remain appropriate. As such, this site continues to be designated on Map A-2 for future “Shopping and Services” use. Building façade, site/landscaping, and signage improvements would enhance appearance, property value, and long-term marketability of the site and surrounding area. The separate multi-tenant retail building and site immediately south of Site 7 received such treatment several years ago.

Priority Redevelopment Site 8

Site 8 is located at the southwest corner of the Main Street and North Street intersection. Assembly of more than one property in this area is probably necessary for effective redevelopment. In its largest form, Site 8 comprises 2.3 acres and includes three commercial properties along Main Street and one adjacent residential property to their west—all in marginal repair. The corner serves as a key downtown gateway—likely the most common entry point for regional visitors. The corner also experiences heavy truck traffic on weekdays associated with the nearby DeForest Business Park and Interstate and Highway 51 interchanges.

Site 8 is identified for future “Downtown Mixed Use or Flex” use, as shown on Map A-2. An attractive, prominent “anchor” building on the corner of the site would better announce this gateway compared to current uses. Quality architecture and materials should be encouraged, such as stone and brick. This redevelopment area would be ideal for a standalone commercial building or a mixed-use building, with retail, service, or office use on the first floor with residential units above. Minimizing residential exposure along North Street is advised. The images on this page provide some examples of future opportunities for Site 8.



Priority Redevelopment Site 9

This site is comprised of a 2.8 acre parcel northwest of the Main Street and North Street intersection, and was formerly a bus yard and at time of writing was owned by EVCO Plastics and sparsely used for trailer storage. As shown on Map A-2, the site is identified for future “Industrial or Institutional” use. The most appropriate future use would appear to be expanded or new indoor industrial space, managing any impacts on nearby residential uses and the Yahara River. Any future outdoor trailer or material storage should be screened from residential and public view. In the event that EVCO does not ultimately require this space for expansion, some other commercial or lower-impact employment use would be appropriate for Site 9

Priority Redevelopment Site 10

Site 10 is located at the northern end of N. Main Street, immediately north of the DeForest Area Community and Senior Center. It is currently occupied by “509 North Main” housing development, which is owned and managed by the Village of DeForest Housing Authority under the Community Development Authority (CDA). At time of writing, the CDA was exploring alternate locations for a replacement to 509 North Main, which would free Site 10 and potentially the existing building there for an alternative use. Given surrounding uses and the site’s relative isolation and low elevation, Site 10 is identified as being more appropriate for future “Industrial and Institutional” use. This may include reuse by an existing nearby business, or some other low-intensity use likely involving storage.

Priority Redevelopment Site 11

This site is located north of North Street, just west of the railroad tracks, and contains a building materials supplier shop and a single-family home. Site 11 is also identified for future “Industrial or Institutional” use on Map A-2. The Village encourages future industrial upgrades and/or replacement, with limited and screened outdoor uses. With the impact of nearby industrial and utility uses, and adjacency to the busy Main Street and railroad tracks, Site 11 and adjacent parcels appear best suited for continued light industrial use—but with upgrades advised at Site 11.



Recommended Future Redevelopment Pattern—Priority Redevelopment Site 1 (Holum Center)

Following voter approval of a successful building referendum, the DeForest Area School District (DASD) ceased all active use of the 3.9 acre O.S. Holum Education Center site in June 2022. This site was the former home of DASD’s administrative offices, and several different configurations of schools. The site currently contains two buildings—one is an older (not original) school building with many additions, a parking lot, and significant topographic change from northwest to southeast. Site 1 shares the block bounded by Holum Street, Washington Street, Columbia Avenue, and Cleveland Avenue with four existing residences on its east end. The block is surrounded by residential and educational uses, including the modern Eagle Point Elementary School directly to the east.

The Holum Center property/Priority Redevelopment Site 1 is located at the east edge of Redevelopment Area A, centrally positioned in DeForest, and just a block or two east of commercial uses and opportunities in downtown DeForest. It provides a rare opportunity for transformative and community-enhancing redevelopment.

This *Plan* includes two options for the redevelopment of the Holum Center site, called Options 1 and 2 and included as Maps A-3 and A-4. The maps suggest the removal and replacement of current buildings, rather than the reuse of existing buildings. The Village and CDA believe that the long-term reuse of existing buildings is not viable or desirable for the following reasons:

- The main building exhibits significant wear, needed repairs, and a fairly cobbled up building layout reflective of years of use and additions. The boiler appears to be decades old, for example. See photos on Figure A-1 on the following page.
- The DASD’s architect in 2018 estimated that more than \$9 million would be required for necessary repairs and upgrades to retrofit the building for DASD use.
- While possible that all or parts of the building(s) could be reused in the short-term, immediate investments would be needed plus it seems highly likely that hundreds of thousands if not millions in maintenance and repairs will eventually be needed. This suggests that, if a reuse option were pursued, in a few years the community may end up in the same place as today.
- None of the existing buildings have any particular historic or architectural significance. This situation is not like some other communities where it would make sense to restore a lovely old brick schoolhouse to housing or another use.
- Provided that the sale price works for them—and they could afford the necessary building and site upgrades—the most market-viable users of the existing buildings may be storage, contractor, and/or light industrial uses. This seems incompatible with this neighborhood setting. There are many residences on all four sides with trucking routes through neighborhoods.
- The DASD appears interested in selling the property for something approaching its market value based on an appraisal—rather than donating the site for some type of public or non-profit use.
- Redevelopment options—like those shared on the conceptual option Maps A-3 and A-4—would address a documented community need for more housing in a neighborhood location that is highly accessible to a range of services and jobs.

Figure A-1: Interior Images of Holum Educational Center Building (December 2021)



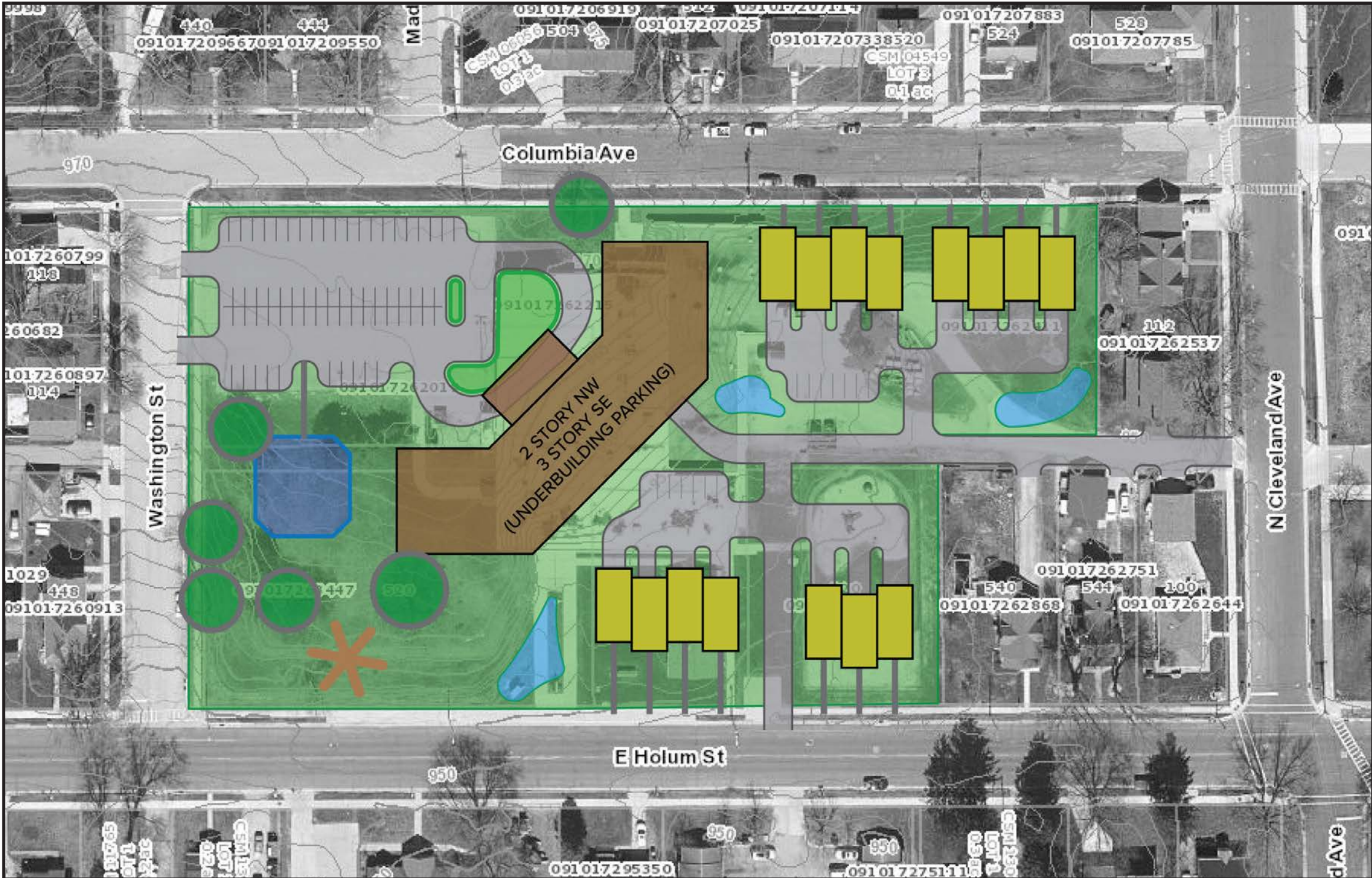
Therefore, the two options in this *Plan* suggest the removal of existing buildings—but not all existing site improvements or landscaping—to enable full redevelopment of Site 1. This substantial size of Site 1 suggests the possibility of multiple new buildings and even different land uses for different parts. Regardless of whether one of these options or another is ultimately advanced, all buildings would be subject to high-quality building design and material standards. Further, opportunities for new landscaping and stormwater management are available where none exists today. Public recreational opportunities can also be provided.

Existing improvements and topography also suggest different opportunities and challenges. The northwest part of the site is about 20 feet higher than the southeast part of the site. This creates interesting opportunities for buildings with different perceived levels including lower profiles near the site perimeter, and for underbuilding parking. The southwest corner of the site is currently the most open, has a handful of mature deciduous trees, and *may* have underground foundational components of the original school building on the site. These factors, too, create opportunities and challenges.

Overview of Option 1 (Map A-3)

The focus of Option 1 is to provide a range of different housing opportunities and perhaps indoor recreational space to serve the development and/or community. No one particular housing market is suggested, but the larger building may be suitable for senior living (see, for example, the Home Again Assisted Living Community in Waunakee, pictured with Map A-3) and the townhouse units for the local workforce, families, and/or empty nesters desiring to relocate from their single-family home (see, for example, townhouse units located around Conservancy Commons Park in DeForest, also pictured with Map A-3).

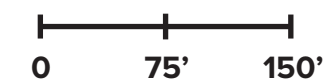
Option 1 seeks to preserve most of the current topography, as well as green space and trees near the southwest corner of the site. This green space preservation also minimizes excavation in parts of the site that might present challenges; this is the original school site with possible foundation materials remaining. The layout also would enable the reuse of the existing Holum Center parking lot—with resurfacing and restriping. Access would be from multiple points, with the main access proposed via a new driveway from Holum Street serving townhouse units and possibly underbuilding parking for the larger suggested building. Like other housing in the neighborhood, the proposed townhouse units would be oriented to the street, enhancing the fabric of the existing streetscape and buffering the tallest part of the larger building from its surroundings.



LEGEND

- Conceptual Townhomes
- Conceptual Multiple Family or Institutional Residential
- Conceptual Institutional or Recreational
- Conceptual Storm Water Management
- Greenspace
- Existing Mature Trees (Retain if health allows)
- Conceptual Sidewalks, Roads, Driveways, and Parking
- Outdoor Recreation Opportunity

Redevelopment opportunities on this map are described further in the redevelopment plan text. Concepts on this map are intended to show general opportunities and forms for potential projects. They are not intended as any sort of requirement for redevelopment, or for any particular layout. Changes in land use will be driven by property owner interest.



Sources: Dane County LIO, CARPC

04 November, 2022

MAP
A-3

Holum Center Redevelopment Concept - Option 1



Townhomes near Sidewalk (DeForest Example)



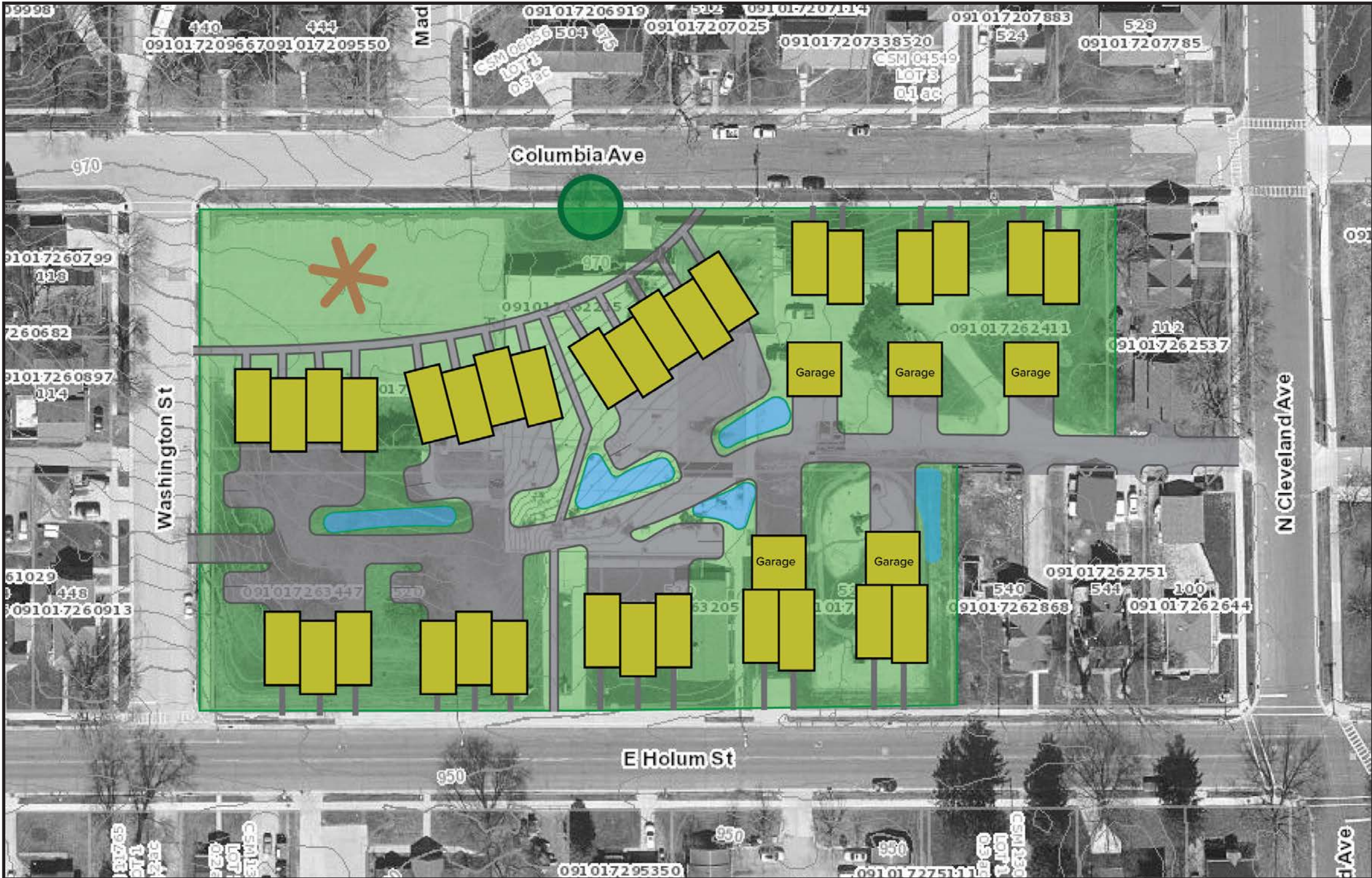
Two-Story Multiple Family Example



Two-Story Multiple Family Example



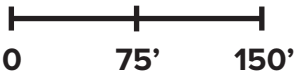
Indoor Recreation and Fitness Opportunity



LEGEND

- Conceptual Townhomes
- Conceptual Multiple Family or Institutional Residential
- Conceptual Institutional or Recreational
- Conceptual Storm Water Management
- Greenspace
- Existing Mature Trees (Retain if health allows)
- Conceptual Sidewalks, Roads, Driveways, and Parking
- Outdoor Recreation Opportunity

Redevelopment opportunities on this map are described further in the redevelopment plan text. Concepts on this map are intended to show general opportunities and forms for potential projects. They are not intended as any sort of requirement for redevelopment, or for any particular layout. Changes in land use will be driven by property owner interest.



Twin Homes with Rear Garage Example

Continue Holum's Residential Streetscape

Townhomes with Front Commons Example

Townhomes with Front Commons Example



04 November, 2022

Sources: Dane County LIO, CARPC

Option 1 has more development—but not less green space—than Option 2. This suggests that Option 1 may be more market-viable (i.e., greater chance for a developer to make money) than Option 2. This being said, it is likely that either option would require some sort of subsidy, if for no other reason than to fund the proper removal of existing buildings and improvements—an expense not required for a “greenfield” site. A package of more than one financing option is likely, drawn from the sources identified in the *General Plan for Redevelopment*.

Overview of Option 2 (Map A-4)

The focus of Option 2 is to provide a lower-density plan for redevelopment that may blend even better with the existing scale of the neighborhood than Option 1. Option 2 may focus more on housing for the local workforce—line workers, teachers, protective service personnel—both to serve a critical need and likely unlock opportunities for greater financial support. (As an aside, redeveloping the site for single-family housing instead would require an exceedingly large subsidy and serve fewer households than Options 1 or 2.)

Option 2 includes a range of duplex/twin home and townhouse options, with the lowest densities near the existing three homes at the east end of the same block. The new housing would be served by a drive extending from Cleveland Avenue to Washington Street, with either integrated or detached rear garages. More site grading and use of the southwest corner of the site are envisioned, compared to Option 1. The largest area of green/outdoor recreational space in Option 2 is near the northwest corner of the site—in the area of the current parking lot—which also serve as an expanded front yard for adjacent new townhouses in Option 2. This is an increasingly common design idea.

Zoning, Design, and Other Standards

Many, but not all, of the Priority Redevelopment Sites identified on Map A-2 will require rezoning in advance of development following the recommendations of this *Plan*. Sites 2 and 3 may be able to be improved or redeveloped under their current B-1 Central Business zoning, Sites 5 and 7 under their current B-2 General Business zoning, and Sites 9 and 11 under their current M-1 Restricted Industrial zoning. For other sites, rezoning options include several standard zoning districts in the Village’s collection, including additional B-1 or B-2 zoning for intended mixed use or commercial sites; RM-3, RM-4, or RM-5 residential zoning for intended townhome or other multiple-family sites; and M-1 zoning for sites north of North Street. Planned Unit Development (PUD) zoning will also be considered where appropriate; the PUD district allows for specific zoning standards on a site-by-site basis.

At time of writing, the Village was preparing to re-commence an effort to fully update its zoning ordinance. This timing provides an opportunity to assure that the zoning ordinance calibrates fully with this *Redevelopment Area A Project Plan*. As part of this zoning ordinance update, the Village will consider a form-based zoning option, which if established may also be a rezoning option for parts

of Area A. In form-based zoning, the focus is much more on the physical form and layout of buildings and sites than on the types of land uses allowed and not allowed.

The maps and descriptions presented earlier in this *Redevelopment Area A Project Plan* include design standards for specific sites. In general, particularly where involving new buildings, redevelopment in Area A should adhere to the following design standards:

- Maintain a compact form to buildings and sites consistent with historic development patterns, instead of suburban design (e.g., limit deep setbacks, front yard parking, and tall signs).
- Each new building should express its own identity but respect the mass, proportion, and materials of nearby buildings.
- Each new building should be designed to the human scale, which includes modest setbacks and active facades (e.g., windows, entry doors) along the street.
- If occupying the width of more than one historic downtown lot, divide architecture into historically sized units that have distinct but complimentary design.



Projected population density, land coverage, and building intensity in the project area after redevelopment will be guided by the standards for each priority redevelopment area described above and by quantitative standards prescribed in the Village's zoning ordinance. For example, within the Village's RM-4 Residential Mix Multi-Family Housing zoning district, maximum housing density (building intensity) is 17.4 units per acre (equating to about 35 persons per acre) and at least 40 percent of each development site must remain in green space. Other potential zoning districts for Area A have different standards.

Consistency with Other Village Plans

The Village updated its *Comprehensive Plan* at the same time as it prepared this *General Plan for Redevelopment*. During this process, the Village assured consistency between these two plans, including making sure that future land use recommendations were consistent. This *Redevelopment Project Area A Plan* is also consistent with other Village plans, such as its *Parks and Open Space Plan* with respect to public open space and trails and with its *Tax Incremental District (TID) #6 Project Plan*. As evidenced by Map A-5, TID #6 encompasses Priority Redevelopment Sites 8 through 11 on Map A-2, and is within ½ mile of almost all of the rest of Area A. This is significant in that State law enables TID projects within ½ mile of the TID boundary within defined limits.

Proposed Road, Utility, Stormwater, and Site Improvements

Redevelopment Project Area A is well served by existing Village roads and utilities with sufficient capacity to accommodate redevelopment. Planned road (and often underground utility and storm sewer) reconstruction in Project Area A will improve traffic flow further. Per the Village's capital improvements program, programmed road projects include the following:

- In 2024, North Street/Highway V is scheduled to be urbanized from Main Street to at least the eastern extent of Project Area A. This project will include a multi-use path on the north side of North Street.
- In 2026 and 2027, Holum Street is scheduled to be reconstructed between Stevenson Street and North Towne Road, including utilities and storm sewer.
- In 2028, DeForest Street is scheduled to be reconstructed between Stevenson Street and Cleveland Avenue, including utilities.

There is currently no public transportation service in DeForest. As described in its *Comprehensive Plan*, the Village may consider extension of express bus service to DeForest, which could serve Area A.

In conjunction with site redevelopment, certain utility, stormwater management, and public recreational improvements may also be advised or required to serve each particular site. All site redevelopment and infill will have to comply with applicable requirements of the Village's stormwater management and erosion control ordinance.

Recommended improvements for each priority redevelopment site are described earlier in this *Redevelopment Project Area A Plan*.

Outside of the above improvements, no other public improvements are anticipated as being required to support the new land uses in Project Area A after redevelopment.

Proposed Infrastructure Project Names

- 1. New business park street and utility construction
- 2. Stevenson Street reconstruction including utilities and trail
- 3. Individual lot improvements and stormwater basin for business park expansion
- 4. Landscaped berm at north edge of business park
- 5. New well house, pumps, and reservoir (not shown, project deleted with amendment)
- 6. M&M Schweers Dog Park trailhead parking lot (not shown, project deleted with amendment)
- 7. Stevenson Street trail segment
- 8. Stevenson/North intersection improvements
- 9. North/Main intersection improvements
- 10. North Street trail
- 11. Technology enhancements (not shown)
- 12. Gateway improvements
- 13. Yahara Road reconstruction (project deleted with amendment)
- 14. Private utility extensions
- 15. Madison Metropolitan Sewerage District fees (not shown)
- 16. Renewable energy investments (not shown, project deleted with amendment)
- 17. Agriculture-to-development conversion fees (not shown)
- 18. Business park land acquisition
- 19. Potential purchase of area properties for redevelopment (other locations also possible)
- 20. Potential business relocation expenses
- 21. Potential environmental remediation
- 22. Downtown business incentives
- 23. Burton Blvd resurfacing & lighting

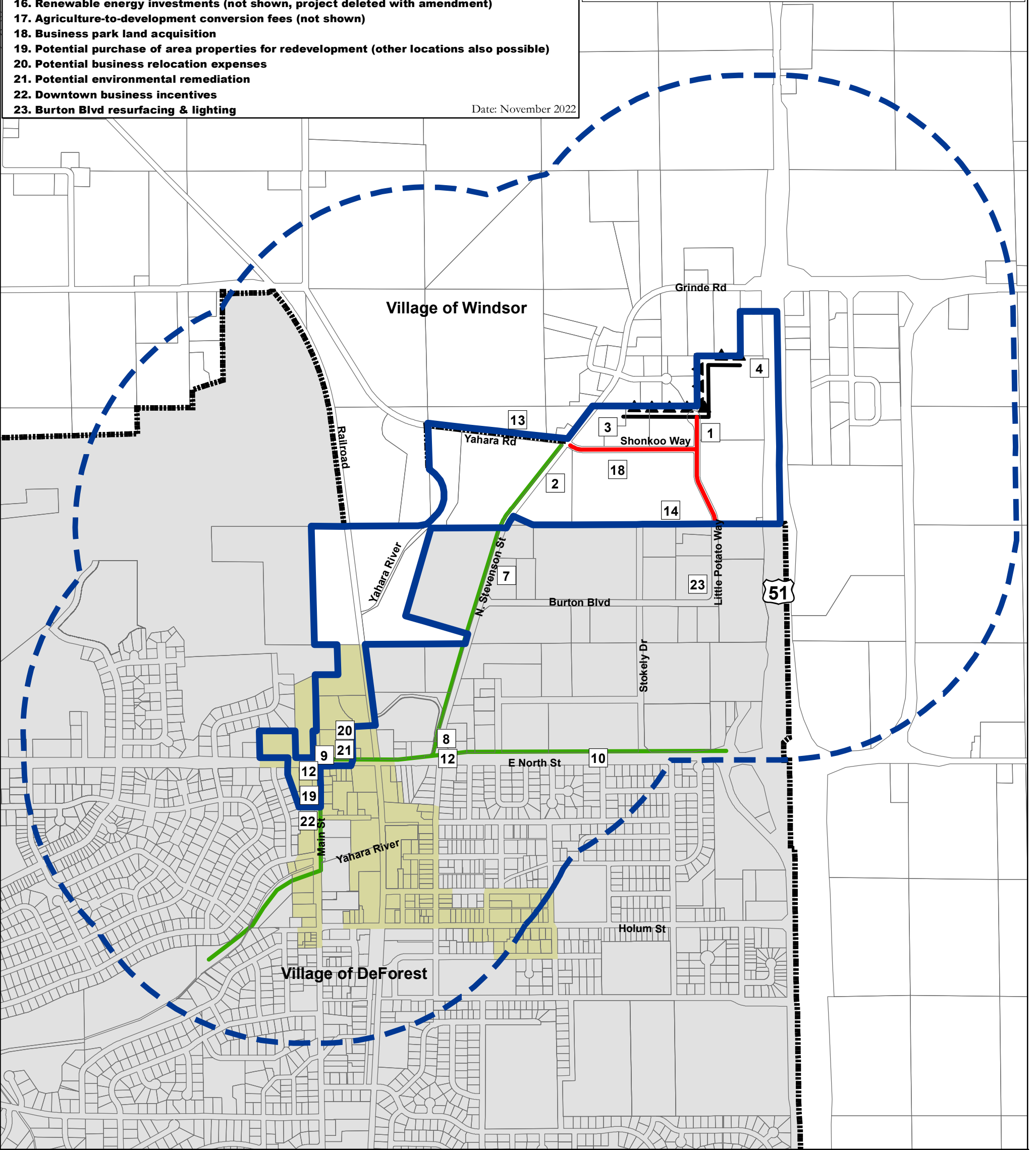
Date: November 2022



0 650 1,300 2,600 Feet

Legend

- Existing Trails
- New Roads
- Landscaped Berm
- Project ID Number
- Parcels (April 2022)
- TID #6 Boundary
- 1/2-mile Radius from TID Boundary
- Village of DeForest (2022)
- Redevelopment Project Area A



Map A-5: TID #6
Boundary and Proposed Projects

vierbicher
planners | engineers | advisors



Implementation Strategy

The Village will promote redevelopment with Project Area A through a variety of means, including the following:

- Assuring that Area A property owners, local and regional developers, and business prospects are aware of this *Redevelopment Project Area A Plan*, including potentially repackaging the *Plan* or its key ideas in a more digestible format.
- Further refining, articulating, and illustrating site-specific redevelopment opportunities, such as through one or more projects with UW-Madison Planning and Landscape Architecture students.
- Assisting developers with site consolidation to facilitate redevelopment, potentially via the CDA or Village acquiring and temporarily holding individual parcels within priority redevelopment opportunity sites for future transfer and redevelopment.
- Collaborating with owners on developer recruitment and requests for proposals (RFPs) for redevelopment of priority sites identified on Map A-2, and potentially others as new opportunities emerge.
- Offering incentives and facilitating access to grants to close financing gaps, such as through TID #6 to the extent authorized under its project plan. See the body of the *General Plan for Redevelopment* for an overview of funding opportunities.
- Promoting retention and expansion of existing residents and businesses that contribute to the redevelopment planning objectives, and aiding in the recruitment of new residents and businesses that make similar contributions.
- Continuing to enhance infrastructure and public places within and adjacent to Redevelopment Project Area A, including Fireman's and Veteran's Parks, to enhance the project area as a community gathering place and as a place to do business.
- Assuring that the Village's zoning ordinance—scheduled to be updated—aligns with land use, design, density, and dimensional standards outlined within this *Plan*.

For each priority redevelopment opportunity site, the general approach to encourage redevelopment will include:

1. Assembling a package of likely public funding sources to aid in redevelopment of each site, which for Redevelopment Project Area A may focus on funding from TID #6 (most likely for northern and eastern sites), the CDA's façade improvement program, Dane County Affordable Housing Fund (AHDF), Community Development Block Grant (CDGB), Better Urban Infill Development (BUILD), and Wisconsin Economic Development Corporation (WEDC) programs such as Business Assistance, Community Development, and Community Development Investment Grants. These and other funding sources are described further in the *General Plan for Redevelopment*.
2. Communicating redevelopment opportunities to current property owners and prospective developers and businesses, with the approach differing based on the unique characteristics of each site and its ownership. For some, the owner (or one of them for

multi-lot sites) may become the developer. For others, the Village or CDA may be able to match a prospective developer to the site or project, an RFP may be required to seek out the right developer, or the Village or CDA could play an even more active role potentially including ownership.

3. Engaging with each prospective developer and nearby property owners and neighbors on conceptual plans and processes before site-specific redevelopment plans are finalized and formal zoning approval applications are made.
4. Seeking appropriate grants and approving incentives where practical.
5. Rezoning and offer site plan approvals for site redevelopment, using the updated Village zoning ordinance as the guide once adopted.
6. Assisting the developer with successful construction of project, which may require temporary parking or traffic adjustments or off-site stormwater, road, and other improvements.

Appendix B: Redevelopment Area B Project Plan

Statutory requirements for Redevelopment Project Area B are met through this appendix and the *General Plan for Redevelopment*.

Purpose and Boundary

The focus within Redevelopment Project Area B is to upgrade aging commercial properties and enhance and modernize business activity in this project area. Still, in Area B and elsewhere, the market for “bricks and mortar” commercial uses is not what it used to be, and perhaps never will be. So, opportunities for drive-through and take-out commercial uses and for residential conversion will be considered. More housing would have the added benefit of bringing more customers for area businesses.

As depicted on Map B-1, Redevelopment Project Area B encompasses 10.4 acres and six different tax parcels. Area B generally includes lands between the South/Main Street intersection and the Canadian Pacific Railroad tracks.

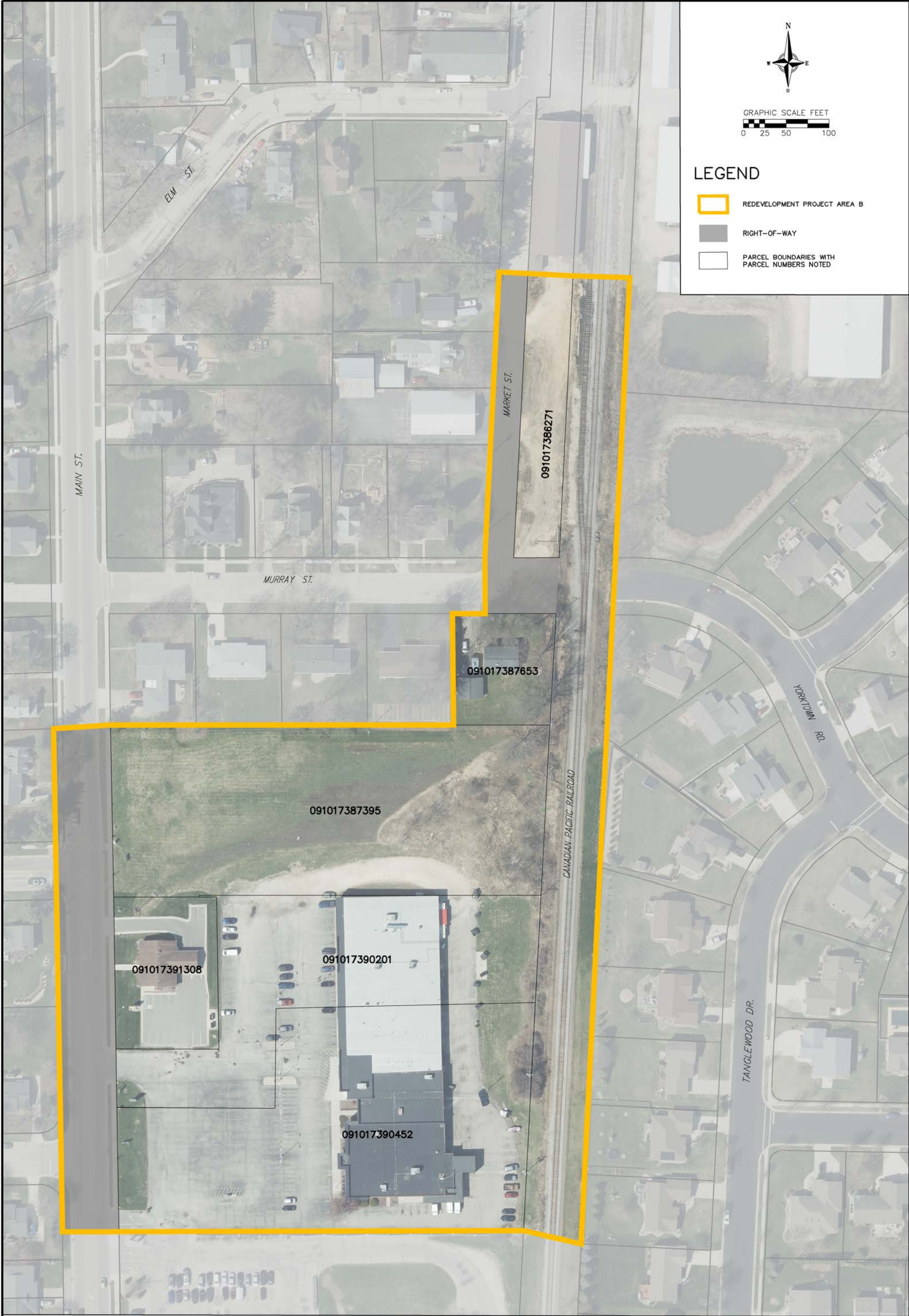
Existing Uses and Conditions

As illustrated on Map 1 in the *General Plan for Redevelopment*, Area B is characterized by mostly commercial uses on its south side and mostly vacant lands on its north side. One residential property connects the bulk for Area B to its northern extent along the east side of Market Street. This northernmost parcel is owned by Chase Lumber, which occupies its business to the immediate north. Its parcel in Area B had until recent years been occupied by a building and outdoor storage but is now vacant.

The existing southern commercial uses include an approximately 43,000 square foot multi-tenant commercial building and a smaller bank building, both constructed in the mid-1970s. The multi-tenant building and parking lot were not built to modern standards and are evidencing signs of age, wear, and deferred maintenance. To the north of these buildings is a vacant site that includes some developable land along Main Street, and significant lowland on its east side. This lowland is along a drainageway bisecting Area B and is prone to flooding during storm events and/or snow melt.

The current population of Area B is estimated at 2 persons, meaning that its current population density is approximately 0.2 persons per acre (including lands that are used for housing and lands that are not).

The 2022 equalized value for property tax purposes within Area B is \$3,671,877, including land and improvement values.



GRAPHIC SCALE FEET
0 25 50 100

LEGEND

- REDEVELOPMENT PROJECT AREA B
- RIGHT-OF-WAY
- PARCEL BOUNDARIES WITH PARCEL NUMBERS NOTED



MAP B-1: REDEVELOPMENT PROJECT AREA B
BOUNDARY AND PARCELS
VILLAGE OF DEFOREST
MARCH 3, 2022

vierbicher
planners | engineers | advisors



Stakeholder Input

Village staff connected with Area B commercial and vacant land property owners in winter 2021-22 to discuss the purpose of this *Redevelopment Project Area B Plan* and future use and redevelopment opportunities. In summer 2022, a preliminary version of Map B-2 was shared with these same owners with an invitation for input. The Village also received some public comment on redevelopment within Area B at a January 2022 public open house. Ideas included improving the quality of this shopping area and better connecting it to DeForest's historic downtown (i.e., to Redevelopment Project Area A).

Proposed Future Redevelopment Pattern

The southern portion of Area B was identified for potential future redevelopment in the 2015 edition of the Village's *Comprehensive Plan*. That concept anticipated the introduction of housing and mixed use buildings within the area, and provided some inspiration for this *Redevelopment Project Area B Plan*.

This *Area B Plan*—visually represented in Map B-2—features the potential infill of new, primarily commercial buildings within Area B. These are envisioned in spots along South Main Street that are either undeveloped or in underutilized sections of parking lot. These new commercial buildings could be single-use and/or contain multiple tenants. They could provide places for relocation of popular businesses in the large, aging commercial building near the west end of Area B. Such relocation may facilitate, in time, the rehabilitation of that large building for continued commercial use, or redevelopment within that same spot for a new mixed commercial/residential or multiple-family residential building(s). The fact that the existing commercial building is approaching 50 years in age, coupled with the uncertain commercial market and a housing shortage, suggests that preparation for the latter option may be wisest. In



this case, additional site improvements and a different building arrangement than what is shown on Map B-2 may be warranted.

The vacant site at the northwest corner of Area B is a transitional site to single-family housing to the north and west. It would be appropriate for moderate density housing like townhomes or for neighborhood-sensitive commercial/office use. Map B-2 better represents a potential layout for the townhome option. However, the site is currently zoned for commercial use.

To upgrade current aesthetics, parking lot rehabilitation including landscaped islands is identified on Map B-2. Also advised are potential circulation and parking space reconfiguration, and potentially fewer driveways to South Main Street. These changes would improve traffic safety and allow for clearer and more appealing entrances to the shopping center. Intersection improvements at Main and South Streets are also generally advised, with design to be resolved through more detailed engineering advised to follow adoption of this *Plan*. Multi-use path access from the Market/Murray Street intersection is also suggested to better connect Area B to the downtown and nearby neighborhoods. Stormwater management is also critical, and so general locations for new stormwater basins are indicated in Map B-2. These can also provide an aesthetic boost and increase value and safety for neighboring properties.

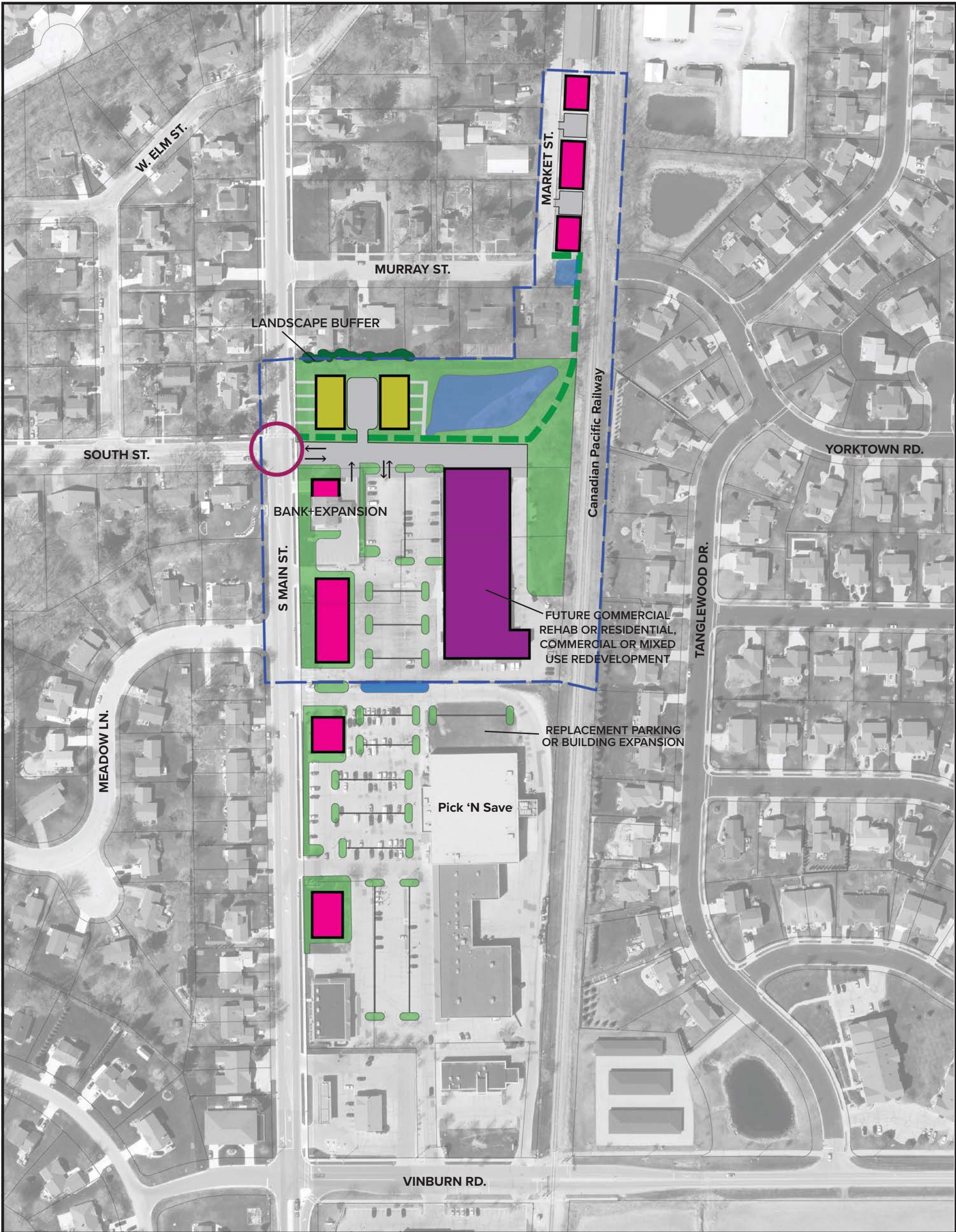


Finally, Map B-2 includes a concept for small business buildings along Market Street, on vacant lands owned by Chase Lumber and currently zoned for commercial use. As represented, these could provide indoor sales, storage, and workspace for contractors, artisans, and craftspeople, and possibly even live-work space.








If and when all redevelopment suggested in Map B-2 is completed (assuming residential redevelopment in the area of the large building colored purple on that map), within all of Area B:


- The future population is projected at 110 persons, meaning that Area B's future population density may be up to 10.6 persons per acre (including lands that are used for housing and lands that are not).
- The future equalized value for property tax purposes is projected at \$9,800,000 in 2022 dollars.

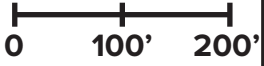
Implementation of this *Project Plan* will require no displacement or relocation of any families.



Redevelopment opportunities on this map are described further in the redevelopment plan text. Concepts on this map are intended to show general opportunities and forms for potential projects. They are not intended as any sort of requirement for redevelopment, or for any particular layout. Changes in land use will be driven by property owner interest.

- | | |
|---|---|
|  Conceptual Townhomes (or Compatible Commercial) |  Conceptual Storm Water Management |
|  Conceptual Commercial / Office Building |  Conceptual Parking and Driveways |
|  Conceptual Mixed Use, Commercial, or Residential Building |  Future Path or Sidewalk |
| |  Redevelopment Project Area |


N



Zoning, Design, and Other Standards

At time of writing the southern part and majority of Area B was zoned B-2 General Business, which enables a range of commercial service and business uses and building setbacks as close as 15 feet from Main Street. These standards should adequately satisfy requirements for commercial infill and redevelopment proposals. If some of this southern part is instead repurposed for residential or mixed residential/commercial use buildings, rezoning would likely be required. The Village's RM-3, RM-4, RM-5, or PUD residential zoning districts may be considered, and/or the Village could amend B-2 district standards to enable mixed use buildings. For the Chase Lumber site at the north edge of Area B, current B-1 Central Business zoning is probably adequate, though it is possible that rezoning to another district may be required if small contractor shops are proposed.

At time of writing, the Village was preparing to re-commence an effort to fully update its zoning ordinance. This timing provides an opportunity to assure that the zoning ordinance calibrates fully with this *Redevelopment Area B Project Plan*. As part of this ordinance update, the Village will consider a form-based zoning option, which if established may also be a rezoning option for parts of Area B. In form-based zoning, the focus is much more on the physical form and layout of buildings and sites than on the types of land uses allowed and not allowed.

Map B-2 and the description presented earlier in this *Redevelopment Area B Project Plan* include design standards for this area. Particularly where involving new buildings, redevelopment in Area B should emphasize new commercial buildings relatively close (e.g., 15-25 feet) to Main and Market Streets, with modest scale (1-2 stories) and parking lots generally to the sides and rear of buildings. If the site of the large commercial building is redeveloped, a larger scale building ideally with underbuilding parking is possible.

Projected population density, land coverage, and building intensity in the project area after redevelopment will be guided by the standards described earlier in this *Project Plan* and by quantitative standards prescribed in the Village's zoning ordinance. For example, within the Village's RM-4 Residential Mix Multi-Family Housing zoning district at time of writing, maximum housing density (building intensity) was 17.4 units per acre (equating to about 35 persons per acre) and at least 40 percent of each development site must remain in green space. Other potential zoning districts have different standards.

Consistency with Other Village Plans

The Village updated its *Comprehensive Plan* at the same time it prepared this *Project Plan*. During this process, the Village assured consistency between these two plans, including among their future land use recommendations.

This *Redevelopment Project Area B Plan* is also consistent with other Village plans. Notably, the stormwater management recommendations identified on Map B-2 are consistent with the 2022-adopted DeForest annex to the *Dane County Natural Hazard Mitigation Plan*. Through such annex, the Village indicates that it will direct development away from flood prone areas, including

one in Area B, and work with adjacent property owners to design and implement stormwater management best practices in conjunction with development. Those practices are advised to both address the impacts of additional impervious surfaces plus regional conveyance and storage needs to mitigate potential flooding. State or federal grants and/or stormwater utility funds may be sought to assist with such efforts.

At time of writing, no tax incremental district (TID) overlapped with or influenced Area B, and the Village did not have capacity to add or expand TIDs. This may change within the ensuing five to ten years.

Proposed Road, Utility, Stormwater, and Site Improvements

Redevelopment Project Area B is well served by existing Village roads and utilities with sufficient capacity to accommodate redevelopment.

Per the Village's capital improvements program, Market and Murray Streets (and likely underground utility and storm sewer) are scheduled to be reconstructed in 2029. As reflected on Map B-2, reconstruction or reconfiguration of the South/Main intersection is also advised, with timing likely coinciding with the (re)development of lands in Area B and construction of an eastern spoke of that intersection. Through engineering analysis and design, careful attention will be paid to safe bike and pedestrian crossing, turning movements, and acceleration and stopping requirements for emergency and other vehicles particularly in icy conditions. Main Street decreases in elevation from the north as it approaches this intersection.

There is currently no public transportation service in DeForest. As described in its *Comprehensive Plan*, the Village may consider extension of express bus service to DeForest, which could serve Area B.

Stormwater management improvements will be required in conjunction with site (re)development in Area B. All site redevelopment and infill will have to comply with applicable requirements of the Village's stormwater management and erosion control ordinance. Stormwater management and flood control objectives identified in the DeForest annex to the *Dane County Natural Hazard Mitigation Plan* will also be addressed, as summarized above.

Recommended site improvements are further described earlier in this *Redevelopment Project Area B Plan* and on Map B-2.

Outside of the above improvements, no other public improvements are anticipated as being required to support the new land uses in Project Area B after redevelopment.

Implementation Strategy

The Village will promote redevelopment with Project Area B through a variety of means, including the following:

- Assuring that Area B property owners, local and regional developers, and business prospects are aware of this *Redevelopment Project Area B Plan*. For some sites, the current owner may become the developer. For others, the Village or CDA may be able to match a prospective developer to the site or project, a request for proposals (RFP) may be used to seek out the right developer, or the Village or CDA could play an even more active role potentially including ownership.
- Further refining, articulating, and illustrating site-specific redevelopment options, including a residential/mixed use redevelopment option for the site of the current large commercial building. This may be achievable through one or more projects with UW-Madison Planning and Landscape Architecture students.
- Offering incentives and facilitating access to grants to close financing gaps, which in Area B could include natural hazard and water quality grants and loans from the CDA's façade improvement program. See the body of the General *Plan for Redevelopment* for an overview of funding opportunities.
- Assuring that the Village's zoning ordinance—scheduled to be updated—aligns with land use, design, density, and dimensional standards outlined within this *Plan*.
- Continuing to enhance infrastructure and public places within and adjacent to Redevelopment Project Area B, including a recommended multi-use path connector and safer Main Street crossings, to enhance the project area as a community gathering place and as a place to do business.
- Engaging with each prospective developer and nearby property owners and neighbors on conceptual site-specific plans and processes before formal zoning approval applications are made.
- Rezoning and offering site plan approvals for site redevelopment, using the updated Village zoning ordinance as the guide once adopted.

Appendix C: Redevelopment Area C Project Plan

Statutory requirements for Redevelopment Project Area C are met through this appendix and the *General Plan for Redevelopment*.

Purpose and Boundary

The focus within Redevelopment Project Area C is to provide housing at various densities, ideally focused on the local workforce, seniors, or both, and to effectively manage stormwater and provide flood storage during rare events such as what occurred in March 2019. See below for more discussion of that event and its impact on planning for Area C.

As depicted on Map C-1, Redevelopment Project Area C encompasses 23.5 acres and five different tax parcels. At time of writing, all parcels were held by a single landowner. Area C generally includes lands bounded by Highway 51, Holum Street, North Street, and the east line of the Sunrise Estates subdivision.

Existing Uses and Conditions

As illustrated on Map 1 in the *General Plan for Redevelopment*, Area C is mostly undeveloped. At time of writing, its southeast corner included a collection of buildings associated with a former farmstead in marginal repair plus construction equipment and other outdoor storage.

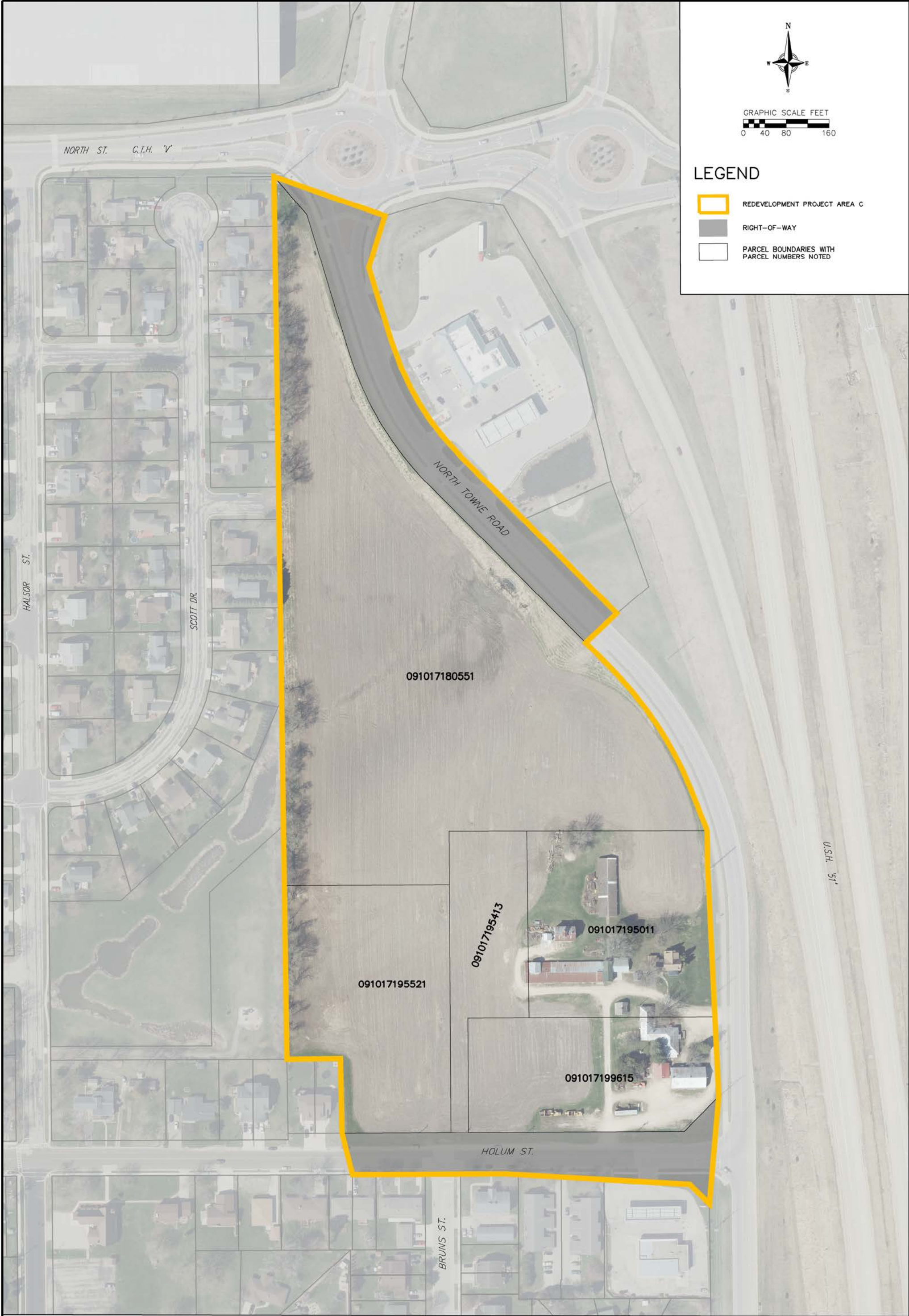
The owner has attempted to finalize development approvals over the past two decades. To date, what has occurred is construction of a convenience store just northeast of Area C, and extension of utility lines and North Towne Road through Area C. Otherwise, development has been impeded in large part by stormwater management and flooding concerns through the center of the area. This central area drains large swaths of agricultural land to the east of Highway 51, with the drainageway narrowing and being transmitted through storm sewer as water works through the Village to the west. These concerns culminated in March 2019, when rapid snow melt coupled with rain inundated central parts of Area C. Map C-2 sets aside those parts for permanent green space.

The current population of Area C is estimated at 0 persons.

The 2022 equalized value for property tax purposes within Area C is \$296,537, including land and improvement values.

Stakeholder Input

Village staff connected with the Area C property owner in winter 2021-22 to discuss the purpose of this *Redevelopment Project Area C Plan* and future use and redevelopment opportunities. In summer 2022, a preliminary version of Map C-2 was shared with the owner with an invitation for input. The Village also received public comment on desired future uses within Area C as part of its parallel *Comprehensive Plan* update process, with several participants suggesting it as a location appropriate for higher density housing in DeForest.



MAP C-1: REDEVELOPMENT PROJECT AREA C
BOUNDARY AND PARCELS
VILLAGE OF DEFOREST
MARCH 3, 2022



Proposed Future Redevelopment Pattern

This *Area C Plan*—visually represented as Map C-2—features proposed housing development in moderate to higher densities. The highest proposed densities are close to North Towne Road and Highway 51, with more moderate densities envisioned to the west transitioning to single family neighborhoods in the general vicinity. A combination of rental and owner housing is preferred.

Area C is excellently suited for higher-density residential housing, for which there is considerable demand in the DeForest area, for the following reasons:

- Enables developer(s) to cluster density in “high and dry” parts of Area C in exchange for greater open space preservation elsewhere in the area—see further discussion of this matter below.
- Situates higher-density housing a significant distance from existing low density housing, thereby minimizing neighborhood impacts and concerns that can influence support in other settings.
- Positions such housing within walking distance of three schools, the DeForest Business Park, Dahl Park, and current and potential convenience retail—making the area appropriate for workforce and family housing in particular.
- Regionally located along a U.S. highway next to an interchange, and along or near three collector streets.
- The proposed road connecting North Towne Road with Holum Street shown on Map C-2, plus adjacent open spaces, would provide a relatively quiet and appealing “front door” to different multiple-family housing types.



- The Highway 51 corridor has been widely supported as a location for higher-density housing through public input during this and the *Comprehensive Plan* update processes.

Map C-2 also suggests an alternative for commercial use near the southeast corner of Area C, on land currently zoned for this purpose. This alternative would require reconfiguration and reduction of the multiple family residential development opportunity that is represented on Map C-2.

Opportunities for “four corners” commercial development are also suggested at the North Towne Road/North Street intersection. This would include the current Kwik Trip, a smaller scale commercial or office opportunity site to its west (with proper buffering for the Sunrise Estates neighborhood), and commercial use on Wisconsin Department of Transportation excess and for-sale land just north of the redevelopment area. The east end of the large industrial building at the southeast edge of the DeForest Business Park might also be repurposed for some sort of commercial or hybrid use—such as a beverage production facility with a tap room (see example to right).

As shown on Map C-2, no development is advised in Area C on lands at or below the flood level during the March 2019 event (about 954.5 feet in elevation). Further, the map suggests that, to the extent practical, stormwater management for new development be kept above this level. As a result, a large portion of Redevelopment Project Area C would remain in permanent green space. Much of that space would likely be available for non-structural, generally passive recreational use (e.g., trails, possibly disc golf) except during wet conditions. Open space, flood mitigation, and water quality grants may be available to aid with securing this space. Some discount towards park impact fees on the proposed residential development may also be possible in exchange for this additional open space.



If and when all redevelopment suggested in Map C-2 is completed, within all of Area C:

- The future population is projected at 380 persons, meaning that Area C's future population density may be up to 16.2 persons per acre (including lands that are used for housing and lands that are not).
- The future equalized value for property tax purposes is projected at \$37,635,542 in 2022 dollars.

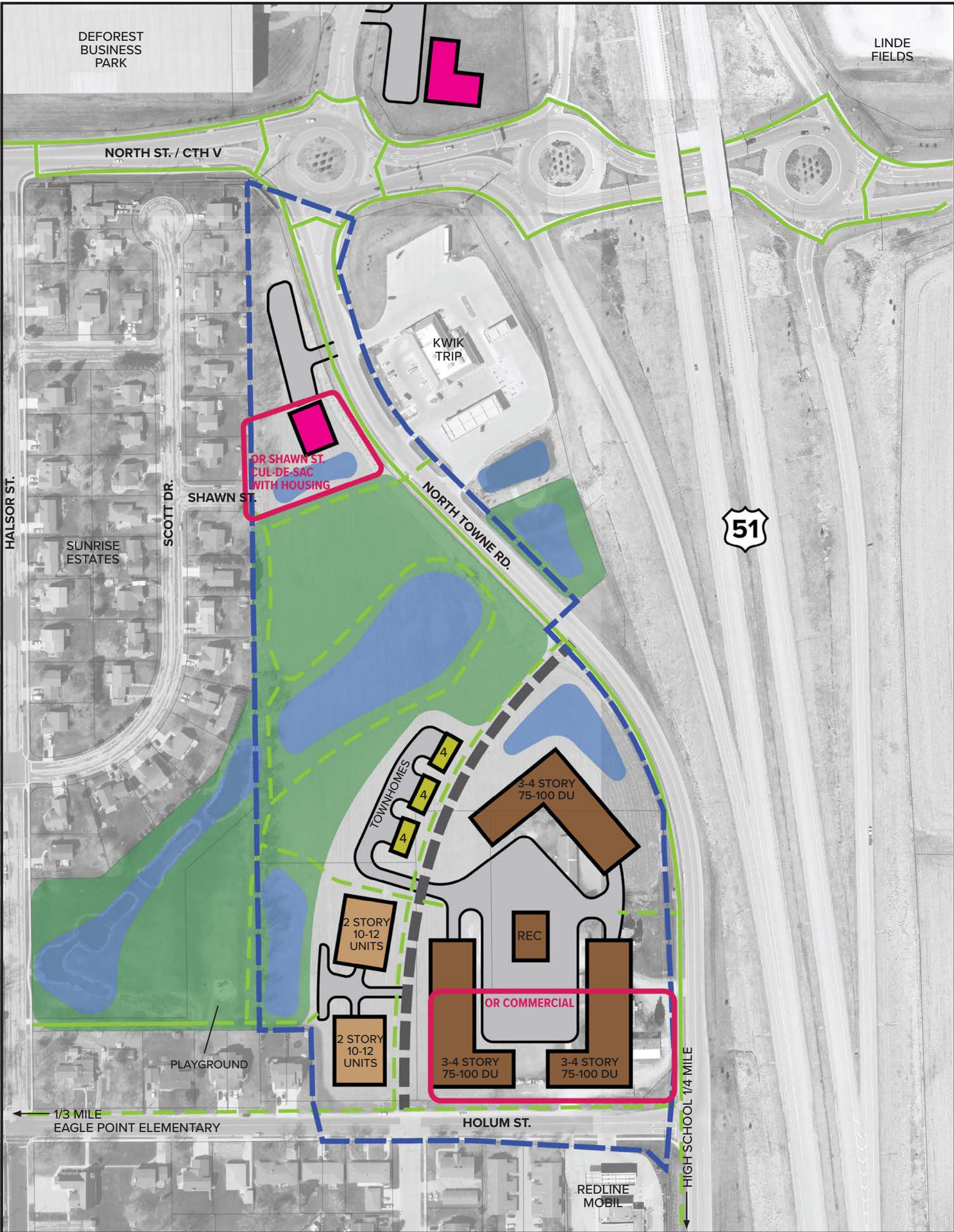
Implementation of this *Project Plan* will require no displacement or relocation of any families.

Zoning, Design, and Other Standards

The majority of Area C is currently zoned A-1 Agriculture, which is a holding district pending future development. The southeastern 2.3 acres is currently zoned B-2 General Business, which enables a range of commercial service and business uses. The B-2 district would be appropriate for the alternative future use for the southeast and north corners of Area C, as described above and represented on Map C-2. For areas identified for future residential use, the Village's RM-3, RM-4, RM-5, and/or PUD zoning districts will be used. Lands planned for "flood mitigation area" on Map C-2 would most appropriately be zoned C-1 Conservancy.

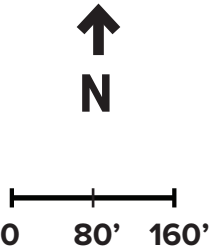
Map C-2 and the description presented earlier in this *Redevelopment Area C Project Plan* include design standards for this area. Otherwise, the Village's zoning ordinance includes adequate design standards. At time of writing, the Village was preparing to re-commence an effort to fully update its zoning ordinance. This timing provides an opportunity to assure that the zoning ordinance calibrates fully with this *Redevelopment Area C Project Plan*. As part of this ordinance update, the Village will consider a form-based zoning option, which if established may also be a rezoning option for parts of Area C. In form-based zoning, the focus is much more on the physical form and layout of buildings and sites than on the types of land uses allowed and not allowed.

Projected population density, land coverage, and building intensity in the project area after redevelopment will be guided by the standards described earlier in this *Project Plan* and by quantitative standards prescribed in the Village's zoning ordinance. For example, within the Village's RM-4 Residential Mix Multi-Family Housing zoning district at time of writing, maximum housing density (building intensity) was 17.4 units per acre (equating to about 35 persons per acre) and at least 40 percent of each development site must remain in green space. Other potential zoning districts have different standards.



Redevelopment opportunities on this map are described further in the redevelopment plan text. Concepts on this map are intended to show general opportunities and forms for potential projects. They are not intended as any sort of requirement for redevelopment, or for any particular layout. Changes in land use will be driven by property owner interest.

- | | | | |
|--|---|--|----------------------------------|
| | Conceptual Commercial / Office Building | | Existing Path |
| | Conceptual Residential Building | | Future Path or Sidewalk |
| | Conceptual Storm Water Management | | Future Road (Public or Private) |
| | Dahl Park and Flood Mitigation Area (up to ~954.5' elevation) | | Conceptual Parking and Driveways |
| | | | Redevelopment Project Area |



CONCEPTUAL DEVELOPMENT PLAN
REDEVELOPMENT PROJECT AREA C



MAP C-2
04 November, 2022

Consistency with Other Village Plans

The Village updated its *Comprehensive Plan* at the same time it prepared this *Project Plan*. During this process, the Village assured consistency between these two plans, including among their future land use recommendations.

This *Redevelopment Project Area C Plan* is also consistent with other Village plans. Notably, the flood mitigation recommendations identified on Map C-2 are consistent with the 2022-adopted DeForest annex to the *Dane County Natural Hazard Mitigation Plan*. Through such annex, the Village indicates that it will direct development away from flood prone areas, including one in Area C, and work with adjacent property owners to design and implement stormwater management best practices in conjunction with development. Those practices are advised to both address the impacts of additional impervious surfaces plus regional conveyance and storage needs to mitigate potential flooding. State or federal grants and/or stormwater utility funds may be sought to assist with such efforts.

At time of writing, no tax incremental district (TID) overlapped with or influenced Area C, and the Village did not have capacity to add or expand TIDs. This may change within the ensuing five to ten years.

Proposed Road, Utility, Stormwater, and Site Improvements

Area C is particularly well served by existing Village roads and utilities with sufficient capacity to accommodate redevelopment. Still, per the Village's capital improvements program, Holum Street (and underground utility and storm sewer) is scheduled to be reconstructed through Area C in 2027. Map C-2 also anticipates construction of a new road through the planned housing area. This road would enhance resident, public, and protective service access to the housing, and overlays with an existing utility line.

There is currently no public transportation service in DeForest. As described in its *Comprehensive Plan*, the Village may consider extension of express bus service to DeForest, which could serve Area C.

Stormwater management and recreational improvements will be required in conjunction with site development. All site redevelopment will have to comply with applicable requirements of the Village's stormwater management and erosion control ordinance. Stormwater management and flood control objectives identified in the DeForest annex to the *Dane County Natural Hazard Mitigation Plan* should also be addressed, as summarized above.

Recommended site improvements are further described earlier in this *Redevelopment Project Area C Plan* and on Map C-2.

Outside of the above improvements, no other public improvements are anticipated as being required to support the new land uses in Project Area C after redevelopment.

Implementation Strategy

The Village will promote redevelopment with Project Area C through a variety of means, including the following:

- Assuring that the Area C property owner, local and regional developers, and business prospects are aware of this *Redevelopment Project Area C Plan*. The current owner will probably not be the developer. The Village or CDA may therefore assist matching a prospective developer(s) to the site or a project, a request for proposals (RFP) may be used to seek out the right developer, or the Village or CDA could play an even more active role potentially including ownership.
- Facilitating access to grants to close financing gaps, which in Area C could include natural hazard mitigation, water quality, and open space acquisition grants. See the body of the *General Plan for Redevelopment* for an overview of funding opportunities.
- Assuring that the Village’s zoning ordinance—scheduled to be updated—aligns with land use, design, density, and dimensional standards outlined within this *Plan*.
- Continuing to enhance infrastructure and public places within and adjacent to Redevelopment Project Area C, including and expanded Dahl Park and Conservation Area, to enhance the project area as a gathering place and as a place to live.
- Engaging with each prospective developer and nearby property owners and neighbors on conceptual plans and processes before formal zoning approval applications are made.
- Rezoning and offering site plan approvals for site redevelopment, using the updated Village zoning ordinance as the guide.