

# Town of Deerfield Comprehensive Plan Update

## KICKOFF MEETING

5:30 PM - 6:30 PM

July 8, 2019

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1. Introduction and Meeting Purpose/Overview – 5 min
2. What is a Comprehensive Plan? (p.2) – 5 min
3. Proposed Project Schedule (p.3) – 5 min
4. Review of 2007 Comprehensive Plan (p.4) – 5 min
5. 2019 Data Trends/Changes (p.5) – 5 min
6. Discussion and Questionnaire (p.6) – 30 min
7. Next Steps – 5 min
  - a. July = Town Plan Commission and Board Review of 2007 Plan and Maps
  - b. August-September = Draft Plan #1
  - c. September-November = Plan Commission Work Sessions (3 total)
  - d. December = Draft Plan Open House
  - e. Winter/Spring 2020 = Anticipated Adoption

## WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a document that helps guide the type, location, and appearance of preservation, growth, and development, generally over the next 20 years. It is not the same as a zoning ordinance or zoning map, which are tools to help implement the Comprehensive Plan. The Town of Deerfield is now preparing a ten-year update of its Comprehensive Plan, as required by state statutes. Building on the Town's 2007 Comprehensive Plan, the Comprehensive Plan Update for the Town of Deerfield will:

- Contain a series of maps and graphics, with accompanying text, describing the Town's current conditions and desired future.
- Indicate town-wide goals, objectives, and policies for future preservation, growth, and development.
- Detail existing conditions and background information, including existing land uses, natural features, transportation facilities, economic conditions and population trends.
- Propose generally where future development should or should not occur, including a Future Land Use Map to plan for future preservation and land use.
- Offer recommendations for future roads, utilities, parks, and community facilities.
- Contain detailed strategies for farmland, forest, and natural area preservation.
- Include strategies for job and tax base growth.

### **A Comprehensive Plan can . . .**

- Lead to consistent decision making on land development issues. Local officials, residents, and developers can refer to the Plan in making day-to-day decisions.
- Help preserve the character and natural resources of the Town of Deerfield.
- Manage preservation and growth so that it does not occur in a haphazard pattern.
- Help the Town spend money wisely and grow effectively so that service costs do not result in a heavy tax burden on property owners.
- Provide a sound basis to update land use regulations, such as the zoning ordinance.

### **Consistency Requirement**

According to state statutes, beginning in 2010, if a town, village, city, or county enacts or amends a zoning ordinance, local subdivision, or official map, the enactment or amendment ordinance must be consistent with the community's comprehensive plan. Consistency means that the change does not contradict the goals, objectives, and policies in the comprehensive plan.

### **Overlapping Jurisdictional Plans**

The Town of Deerfield, Village of Deerfield, Dane County, and Capital Area Regional Planning Commission all have Comprehensive Plans that overlap the Township in some way. The Town can plan for its own future through this process however it chooses, but the overarching goal of this process is to align the plans (where applicable). Previous planning processes by each entity have sought to do the same.

## Town of Deerfield 2019 Comprehensive Plan Update Proposed Project Schedule

Task	Projected Timeframe	Role
<b>1 Public Participation Plan</b> <ul style="list-style-type: none"> <li>• V&amp;A provides documents to the Town</li> <li>• Town Plan Commission Recommends the 2019 Comprehensive Plan Public Participation Plan</li> <li>• Town Board Adopts the Public Participation Plan for the 2019 Comprehensive Plan</li> </ul>	June	Town
<b>2 Joint Town Board and Plan Commission Kickoff Meeting</b> <ul style="list-style-type: none"> <li>• V&amp;A presents the planning process, timeline, and data updates</li> <li>• V&amp;A holds an interactive working session with Town Board, Plan Commission, and the public to generate feedback on overarching changes and priorities</li> </ul>	July 1	Town/V&A
<b>3 Town Internal Plan Review</b> <ul style="list-style-type: none"> <li>• Town Plan Commission and Town Board thoroughly review the 2007 Comprehensive Plan and Maps</li> <li>• Town compiles a list of changes and sends it to V&amp;A</li> </ul>	July	Town
<b>4 Draft #1</b> <ul style="list-style-type: none"> <li>• V&amp;A creates Draft #1 of the plan and maps in a redline version</li> </ul>	August-September	V&A
<b>5 Work Session #1 with Plan Commission</b> <ul style="list-style-type: none"> <li>• V&amp;A presents Draft #1 and gathers input on the changes</li> <li>• V&amp;A makes the appropriate changes to Draft #1 following the meeting</li> </ul> <b>Work Session #2 with Plan Commission</b> <ul style="list-style-type: none"> <li>• V&amp;A presents Draft #2 and gathers input on the changes</li> <li>• V&amp;A makes the appropriate changes to Draft #2 following the meeting</li> </ul> <b>Work Session #3 with Plan Commission</b> <ul style="list-style-type: none"> <li>• V&amp;A presents Draft #3 and gathers input on the changes</li> <li>• V&amp;A makes the appropriate changes to Draft #3 following the meeting</li> </ul>	September-November	Town/V&A
<b>6 Public Open House Draft Review (Could be same night as Task 7)</b> <ul style="list-style-type: none"> <li>• V&amp;A hosts a 1-hour open-to-the-public event to give residents a chance to review the draft plan, maps, and changes</li> </ul>	December	V&A
<b>7 Joint Town Board and Plan Commission Meeting to Review the Draft</b> <ul style="list-style-type: none"> <li>• V&amp;A presents the latest draft and public input received</li> </ul>	December	Town/V&A
<b>8 Final Draft</b> <ul style="list-style-type: none"> <li>• V&amp;A makes all changes and creates the Final Draft document</li> <li>• 30-day public notice of public hearing per state statutes</li> </ul>	January 2020	V&A
<b>9 Joint Town Board and Plan Commission Public Hearing and Adoption Meeting</b> <ul style="list-style-type: none"> <li>• V&amp;A presents the final draft document for recommendation and adoption</li> </ul>	February 2020	Town/V&A
<b>10 Adopted Final Plan</b> <ul style="list-style-type: none"> <li>• V&amp;A provides the Final document</li> </ul>	February 2020	V&A

# Town of Deerfield Comprehensive Plan

## 2007

### **2007 Overall Goal Statement:**

Preserve farming, rural character, and quality of life in the Town of Deerfield, in part through responsible growth management and planning.

### **Biggest topics from 2007 Plan:**

- Focus development near already developed areas
- Preserve farming and rural culture
- Cooperatively plan with all jurisdictions
- Regulate large-scale livestock operations and CAFOs
- Protect open space, water quality, and woodlands
- Assessment of private on-site wastewater treatment systems
- Rural housing lot layout and design guidelines
- Coordination between the Town and the Village of Deerfield

## 2019

### **2019 Data and Trends**

- The Town's Population increased by 9% since 2000, the fastest among surrounding towns, but much slower than nearby incorporated areas. Dane County as-a-whole has grown by 18% over that same time period.
- Town Population projections for the year 2040 range from a possible 90-580 new residents.
- The Town's population is aging with over 17% of residents over the age of 65. Additionally, Town household size is decreasing, both trends that most Wisconsin communities are experiencing.
- The Median household income in the Town is over \$90,000, which is comparable to surrounding towns, but much higher than nearby incorporated areas (Village of Deerfield is \$75,625), the county (\$67,631), and the state (\$56,759).

**Town of Deerfield Comprehensive Plan Update  
KICKOFF MEETING QUESTIONNAIRE**

**Name:** \_\_\_\_\_

**Circle One:**    Town Board                      Plan Commission                      Community Member

1. What has changed in the Town over the past 20 years? (like or dislike)

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2. What trends or changes do you think could affect the Town over the next 20 years?

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3. What are the most important topics for the Town to include in the update of the Plan?

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See the following page for the priority survey.

Please provide feedback on the following issues that will be addressed in the update of the plan. Prioritize your **top 5 issues** for the Town to focus on and address over the next 20 years by placing a check mark next to the issue.

- Cooperation and collaboration between governments
- Stormwater management/flooding
- Retaining businesses
- Housing availability
- Groundwater and surface water protection
- On-road bicycle infrastructure
- Large-scale agricultural operations (CAFOS, etc.)
- Growth management/agricultural land preservation
- Open space and habitat conservation
- New or expanded recreational facilities
- Transportation infrastructure planning/funding
- Housing affordability
- Adapting to new technology
- Attracting new employers
- Utility infrastructure
- Other (please explain) \_\_\_\_\_

Is there anything else that you think this planning process should consider?

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If you need more time, please send your responses via email or mail to **Ben Rohr**:  
[brohr@vandewalle.com](mailto:brohr@vandewalle.com) OR  
Vandewalle & Associates, 120 E. Lakeside Street Madison, WI 53715