


Implementation Progress Towards Achieving Comprehensive Plan Initiatives (2024-2025)

Plan Chapter	Initiative	Priority	Progress Report
Economic Development	Attract new businesses in diverse industries	HIGH	DeForest Yards/Legacy 20 - pending ice arena, outdoor rink/summer market, commercial space, and tap room Kwik Trip satellite campus, Lake City Glass, Skidloaders Plus, First Choice Dental, Beans and Cream Four leased-space industrial buildings constructed, totaling nearly 15 acres in building area! (5th building started) Have attracted following tenants so far: Frito Lay, Big Joe's Forklifts, Porter Pipe and Supply, Merck Animal Health Hampton Inn & Suites approved near Highway V interchange
Economic Development	Promote and assist existing DeForest businesses	Moderate	Cars and Coffee event - local business sponsorships and local business partnership CDA received grant through WEDC's Small Business Development Grant program Continued Shop Local campaign, event sponsorship opportunities, and other promotional activities Hooper parking/yard expansions; Aranda's 2nd location in DeForest Yards, Bell Labs Expansion
Economic Development	Brand and market DeForest for economic opportunity	Moderate	Agreed to participate in Discover Wisconsin promotional tourism campaign Strategic marketing and promotions of development by Community Ambassador - increased social media presence North Towne Corporate Park gateway sign installed
Economic Development	Advance revitalization of Downtown DeForest and other redevelopment areas	TOP	Town Square mixed use development received CDA revolving loan financing for business signage CDA downtown mixed use redevelopment project at North/Main obtains preliminary Village approval JT Klein mixed residential redevelopment project at Holum Center site obtains preliminary Village approval
Natural & Cultural Resources	Protect and evaluate environmental corridors	TOP	Adopted Comprehensive Outdoor Recreation Plan update Adopted ordinance related to the preservation of natural areas, including bike-appropriate areas Acquired 16.6-acre future park and environmental corridor on east side of Yahara River, north of Windsor Road Acquired land at Diamond Drive and Bakke Conservatory for future parks Parkland dedicated as part of multifamily development along River Road considered for future Disc Golf Course along interstate. Designated and refined environmental corridors in Urban Service Area expansions and development approvals
Natural & Cultural Resources	Help protect and improve water quality in the Yahara Watershed	TOP	Reducing road salt use by calibrating salters and using more salt brine Re-using tree rootwads for habitat restoration along streambanks. Donation and participation with Friends of the Yahara River Headwaters Using sumps to suck debris from stormwater drains keeping sediment from Yahara River
Natural & Cultural Resources	Preserve, enhance, celebrate, and create memorable places	Moderate	Since Special Events Coordinator hired, increasing planned events from 13 to 23 in 2025, including new events Park and Connects effort to meet residents and collect feedback on different park concepts
Natural & Cultural Resources	Mitigate effects of natural hazards	HIGH	Completing Yahara River Streambank Restoration project in two phases in 2025
Housing & Neighborhoods	Achieve a housing mix that preserves DeForest's character while accommodating choice	HIGH	New single-family phases underway in Savannah Brooks/Homestead Addition and Conservancy Place/Rivers Turn. Springs at DeForest and Terrapin Run townhouses slated to bring different products; groundbreaking summer 2025 Introduced zoning ordinance amendments to facilitate small-lot single family, zero lot line, and mixed use housing
Housing & Neighborhoods	Promote thoughtful siting and design of higher density housing	HIGH	Using comp plan policies to direct and inform design of recent and pending multiple-family proposals
Housing & Neighborhoods	Support more housing for DeForest's seniors and workforce	HIGH	Pending CDA, JT Klein, and Buhler Farm housing developments slated to serve these markets Iceberg Development received Federal Housing Tax Credit allocation from WHEDA for Buhler Farms senior housing Board adopted resolution extending TID 3 with the final year's increment for affordable housing throughout Village
Housing & Neighborhoods	Advance neighborhood development planning	Moderate	Pre-planning for future urban development areas west of Interstate and b/t Morrisonville Rd and I-90 has begun
Land Use	Use the Future Land Use map and policies to guide land use decisions	HIGH	P&Z and staff actively using map and policies to guide decisions, and bring amendment proposals forward
Land Use	Phase new development in a way that advances Village objectives	Moderate	Development phasing policy used to support Urban Service Area, annexation, and rezoning proposals Began fiscal impact analysis tool development with consultant to better understanding development impacts
Land Use	Advance development within the Northern Interstate Corridor	HIGH	2024-25 annexations, Urban Service Area expansion, & utility extensions led to industrial and hotel proposals
Land Use	Encourage economic and mixed use development in the Highway 19/51 District	HIGH	DeForest Yards and Kwik Trip campus construction well underway; Hooper and Bell Labs expansions underway
Transportation	Maintain the function and condition of existing roadways	TOP	Scheduled road maintenance and resurfacing projects in updated 10-year capital improvement program; Strategic coordination of TIDs for the provision of public infrastructure
Transportation	Upgrade arterial and collector roads to meet modern needs	HIGH	Signalized intersections being installed at Hwy 19/Williamsburg Way and Hwy 51/Pepsi/Willy Way in 2025
Transportation	Develop a network of new and interconnected streets	Moderate	Last segment of North Towne Road between Highway 19 & North Street completed via Buhler Farm development Planning for Daley Road Bridge and Zier Lane Bridge by preserving future Rights of Way with development proposals Kwik Trip and Likewise approvals promote further extension of North Towne Road and future Interstate overpass Tierney Crossing extended north with Springs at DeForest/Bollig Addition developments
Transportation	Expand bicycle, pedestrian and transit options	TOP	2024-25 approvals will lead to 1.1 miles of new developer-installed off-street trail, including thru Hooper area Hwy 19/Williamsburg Way signalization will result in 1st controlled bike/ped crossing of Hwy 19 in area
Community Facilities & Utilities	Advance park and recreational projects with community development impacts	HIGH	New collaborative park opportunities in Terrapin Run, Homestead Addition, and Hidden Valley developments Village now manages 4th of July Celebration and Dragon Arts Fair After land acquisition in 2024, Village will begin planning for mountain bike course in fall 2025.
Community Facilities & Utilities	Make the Village more energy smart	Moderate	Installing solar lighting along trails Sustainability action plan undertaken by UniverCity Alliance program Working with Focus On Energy to help reduce Library lighting/heating costs and rebates for LED lighting projects
Community Facilities & Utilities	Apply Village priorities to large-scale alternative energy development proposals	Moderate	No such proposals pending in area
Intergovernmental Cooperation	Manage existing intergovernmental boundary and land use agreements	Moderate	Addressed minor boundary issues with Windsor in Conservancy Place and along Pederson Crossing
Intergovernmental Cooperation	Consider a new boundary and land use agreement with Westport	Moderate	Westport's interest in incorporating as a village has led to likely boundary agreements with DeForest and others
Intergovernmental Cooperation	Consider an updated boundary and utility agreement with Vienna	Moderate	No progress to date, but continued staff-to-staff communication on extraterritorial zoning, boundary matters
Intergovernmental Cooperation	Collaborate with the School District, Windsor, and Dane County	Moderate	Serve as staff on Executive Committee for Dane County Regional Housing Strategy Participate in School Resource Officer program Growth and participation in career days and senior presentations with School District Participate in Fire/EMS new 20 year IGA, negotiating cost share for Fire Station Two Expanded IGA associated with Cornerstone Community Center Collaborated on housing study update and development consultation with Windsor and School District

Performance Against Comprehensive Plan Goals and Benchmarks (2024-2025)

 Comprehensive Plan Goals	Annual Benchmarks Established in Plan	2024-2025 Performance
<p>Economic Development: Enhance DeForest as a place where people want to run a business, work, visit, and live to increase business opportunities and choice, jobs and tax base</p>	<ol style="list-style-type: none"> At least three business expansions or additions Non-residential property value increase of at least 5% Private sector jobs increase Redevelopment of at least one redevelopment site initiated 	<ol style="list-style-type: none"> Aranda's Restaurant; Bell Labs; Hooper Corporation; Ultimate Leap Dance Academy 1/1/23 to 1/1/24 non-residential value increase of 10.2% (1/1/25 value not yet equalized) LightCast reports increase of 114 jobs from 2024 to 2025 in area including most of DeForest Preliminary Village approvals for redevelopment of two priority site in Redevelopment Plan
<p>Natural and Cultural Resources: Continue to be a steward of land, water, and natural resources; enhance and celebrate special places and events; and protect residents against natural hazards like flooding</p>	<ol style="list-style-type: none"> At least one waterway, environmental corridor, or flood protection effort Increased participation at community events At least one new historical marker, entryway sign, or other visual reminder of history or community installed 	<ol style="list-style-type: none"> Acquired environmental corridor east of Yahara/North of Windsor Rd; streambank restoration; acquired 4.3 acres on Diamon Drive and 8 acres at Bekke Conservatory 6,100+ persons at Dragon Arts Fair (1 of highest ever); rec. program participation similar to 2024 DeForest gateway sign at Highway 19/North Towne Road installed
<p>Housing and Neighborhoods: Support opportunities for residents and workers to have decent, safe, affordable housing in attractive neighborhoods</p>	<ol style="list-style-type: none"> Permits issued for at least 100 new housing units No significant change in single family housing as a percentage of total housing units At least one new housing development targeted or marketed to seniors or workforce 	<ol style="list-style-type: none"> 443 total housing units permitted in 2024; 28 units in 2025 thru 5/31/25 (short single-family lots) EOY 2023--57% of all housing units single family; EOY 2024--53% of all housing units single family Diamond Village had 2024 median home sale price of \$406,000; median DeForest-Windsor sale price for all other new homes was \$630,000. Buhler Farm potential for similar. Recently completed and under/pending construction multiple-family geared to professional workforce.
<p>Land Use: Promote a land use pattern that builds on community strengths; contains a mix of land uses; grows the local economy; and enhances quality of life by providing places for retail, restaurant, jobs and housing</p>	<ol style="list-style-type: none"> Population increase by at least 120 persons New development density higher than historic density At least one new local retail, commercial services, or restaurant use opens 	<ol style="list-style-type: none"> 1/1/23 to 1/1/24 population increase of 490 persons per DOA (1/1/25 estimate due in August) 2020 net residential density was 4.3 units/acre; 2024-25 approved residential developments above (e.g. Terrapin Run, 12.8; Springs at DeForest, 14.7; Buhler Farm and Homestead Addition with smaller single-family lots) First Choice Dental, Beans and Cream, Bonsai Cards and Collectibles, Wooly's Snack Hut, Wisco Realty, Skidloaders Plus
<p>Transportation: Enable residents, workers, and employers to be able to get around safely, efficiently, and by their mode of choice consistent with a suburban environment</p>	<ol style="list-style-type: none"> Complete transportation projects in capital improvement program in recommended timeframe Maintain streets to a PASER rating of 4 or greater At least one mile of new or substantially updated bike and pedestrian facilities. 	<ol style="list-style-type: none"> All road and path projects listed in CIP for 2024 and 2025 have been or will be completed No paved road in DeForest has a PASER rating of 3 or lower 0.57 mile of new bike and ped trails constructed in 2024; Paved last of limestone trails (Paradise)
<p>Community Facilities and Utilities: Meet resident and business expectations for providing quality public services, while maintaining affordable rates, fees, and taxes and reducing energy consumption</p>	<ol style="list-style-type: none"> Complete project(s) in Figure 7.1 of Comprehensive Plan in recommended timeline Secure at least one grant to complete a community development related project Complete at least one project designed to make DeForest more energy smart 	<ol style="list-style-type: none"> Continuing to expand sanitary sewer west of Interstate Grants received for business development, road projects, and streambank restoration Installing and converting to LED lights where practical
<p>Intergovernmental Cooperation: Maintain and build relationships with other governments for mutual benefit</p>	<ol style="list-style-type: none"> New/updated boundary and land use agreement with Westport, Vienna, or another At least one intergovernmental success with Windsor, School District, or Dane County 	<ol style="list-style-type: none"> No new/updated agreement yet, but agreement with Westport likely in 2025 or 2026 DeForest and Windsor CDAs executed intergovernmental agreement to administer Small Business Development Grant program