

To: Village Board
FROM: Mark Roffers, Village Planning Consultant
DATE: August 10, 2026
RE: Comprehensive Plan Annual Performance Evaluation



The Village Board adopted an updated Vision and Directions volume of the DeForest Comprehensive Plan in April 2023. That volume includes and prioritizes 27 initiatives that the Village intends to pursue over the ensuing 10-year planning period. That volume also has goals in seven categories (e.g., economic development, natural and cultural resources) and annual performance benchmarks to help gauge achievement.

The Vision and Directions volume also notes that “the Village Board and/or Plan Commission intend to devote at least one meeting annually to refresh itself on the Plan, review its prior year decisions and actions against the Plan, and consider priority implementation efforts for the following year. Each such annual review will include a public comment opportunity.”

Village staff have assembled the following documents to aid in this review effort. The first table describes activities that have been undertaken generally from June 2025 and 2026 to help implement each of the 27 Plan initiatives. Given the content volume, it is challenging to read. Therefore, the page right after this one reformats the same information. The second table describes performance over the mainly quantitative benchmarks in the Plan. These are focused particularly on how the Village is measurably improving in the direction of its goals, and is a bit easier to read. We hope to have a better overall reporting approach in 2027.

We welcome questions, discussion, edits, and insights on this information at your upcoming meetings. Your review may also assist in developing the 2027 budget or changes to (or reinforcement of) current priorities, programs, or plans.

Attachments:

Alternative Presentation of Information in “Plan Initiatives” Table

Implementation Progress Towards Achieving Comprehensive Plan Initiatives (2025-2026)

Performance Against Comprehensive Plan Goals and Benchmarks (2025-2026)

ALTERNATIVE PRESENTATION OF INFORMATION IN “PLAN INITIATIVES” TABLE

Economic Development

- Continued development of DeForest Yards and Legacy20, including a Marriott/sports-complex agreement.
- Hampton Inn & Suites neared completion.
- Porter Pipe & Supply, NAMI, and Frito-Lay occupied leased industrial space.
- Chamber partnership, Shop Local promotions, and small-business grants supported existing businesses.
- Downtown North/Main redevelopment advanced through demolition and utility coordination.
- Discover Wisconsin and new signage supported destination marketing.

Natural & Cultural Resources

- Environmental corridors were refined through development reviews and regional coordination.
- Road-salt reduction, stormwater controls, and habitat restoration supported Yahara River water quality.
- Partnerships continued with Friends of the Yahara River Headwaters, Trout Unlimited, and Clean Lakes Alliance.
- Native plantings and weed management continued in parks and natural areas.
- Yahara River streambank restoration entered two 2026 phases, with a third planned for 2027.
- Legacy20 Ice Arena opened for public use.

Housing & Neighborhoods

- Single-family development continued in Homestead Addition and other neighborhoods.
- Springs at DeForest and Terrapin Run introduced modern townhouse products.
- The 50-unit affordable senior Alice Place development was approved.
- HomeReach DeForest launched for workforce-income households and seniors.
- The CDA advanced affordable workforce and senior housing at North and Main.
- Planning for future development west of the Interstate is anticipated in late 2026 and 2027.
- Small-lot, zero-lot-line, and mixed-use housing amendments failed in July 2025.

Land Use

- The Future Land Use map and policies actively guided development decisions.
- A fiscal-impact tool was completed to support development-phasing decisions.

- Hampton Inn, Amazon, and additional industrial development advanced the Northern Interstate Corridor.
- Approximately 70 acres west of the Interstate were rezoned and a 182,000-square-foot industrial building approved.
- Kwik Trip's satellite campus added nearly \$67 million in tax base and committed to 300+ jobs.
- DeForest Yards continued opening in phases.

Transportation

- Road maintenance and resurfacing continued under the 10-year capital improvement program.
- Grant funding was obtained for Holum Street reconstruction in 2028.
- New signals opened at Highway 19/Williamsburg Way and Highway 51/Pepsi/Williamsburg Way.
- The Pederson Crossing/Williamsburg Way roundabout scheduled for fall 2026.
- Vinburn Road and Hickory Lane improvements advanced toward 2027 construction.
- Trail planning continued toward Madison through Token Creek Park and Pumpkin Hollow.

Community Facilities & Utilities

- Plans were designed for 9 parks, with 3 projects being implemented in 2026.
- Approximately 36 acres were acquired for a future community park.
- Mountain Bike Park trails entered design and 2027 budgeting.
- Solar trail lighting and Library LED conversion advanced energy-efficiency goals.
- A sustainability action plan was developed with UniverCity Alliance.
- Industrial rooftop solar-promotion efforts have not yet succeeded.

Intergovernmental Cooperation

- Fire Station No. 2 construction was approved with Windsor.
- Regular coordination with Windsor covered infrastructure, fire and EMS, and community development.
- Collaboration continued with the School District and Windsor on growth planning.
- The Westport cooperative boundary plan was executed and awaits State approval.
- Outreach began with Vienna toward a new boundary agreement.
- Discussions continued with Burke and Madison regarding intergovernmental area.
- DeForest participated in the Dane County Regional Housing Strategy.



Implementation Progress Towards Achieving Comprehensive Plan Initiatives (June 2025-2026)

7/23/2026

Comprehensive Plan Initiative	Priority	Progress Report
Attract new businesses in diverse industries	HIGH	Continued work on opening/expansion of DeForest Yards/Legacy20, including agreement for Marriott/sports complex New occupants of leased industrial space: Porter Pipe and Supply, North American Mechanical (NAMI), Frito Lay Hampton Inn & Suites nearing completion near Highway V interchange
Promote and assist existing DeForest businesses	Moderate	Entered agreement with Chamber to use room tax funds to promote DeForest businesses and tourism industry Continued Shop Local campaign, event sponsorship opportunities, and other promotional activities Facilitated planned relocation of local Pomp's Tire facility and expansion to Wisconsin Laborers Union training center Provided small business grants through CDA and in cooperation with Windsor
Brand and market DeForest for economic opportunity	Moderate	Participated in Discover Wisconsin promotional tourism campaign (episode to air in October) Strategic marketing and improved information on pending developments through Communications Manager Planned new wayfinding and gateway signage in the DeForest Yards area; installation in fall 2026
Advance revitalization of Downtown & other redevelopment areas	TOP	Advanced CDA downtown mixed use redevelopment project at North/Main with demo, utility coordination, etc. Awarded grant to Habitat for Humanity for potential workforce housing at Holum Center site CDA's awarded small business grants to six small businesses within downtown and Redevelopment Area A
Protect and evaluate environmental corridors	TOP	Designated and refined environmental corridors as part of development approvals Participated in CARPC effort to refine environmental corridor designation and protection criteria
Help protect and improve water quality in the Yahara Watershed	TOP	Reduced road salt use by calibrating salters and using more salt brine Re-used tree rootwads for streambank habitat restoration Used sumps & separators to collect debris and sediment in stormwater drains; collaborated on murals near drains Donated to and participation with Friends of the Yahara River Headwaters and Trout Unlimited (TU), including Friends' water monitoring equipment acquisition and TU work days to remove invasive trees & shrubs along River Worked with Clean Lakes Alliance, including joining its Renew the Blue Council to protect/restore Yahara Watershed Worked with UniverCity Alliance on steps to prevent erosion & protect River near proposed Mountain Bike Park
Preserve, enhance, celebrate, and create memorable places	Moderate	Continued weed management and native plantings in the parks and natural areas like M&M Schweer's Park Began public use of Legacy20 Ice Arena; similar arrangement for pending outdoor space & 2nd rec building
Mitigate effects of natural hazards	HIGH	Completing Yahara River Streambank Restoration project in two phases in 2026; 3rd phase planned for 2027 Continued budgeting to replace and add trees in street rights-of-way and parks Implemented new County standard to hold 200 year storm in new stormwater basins
Achieve a housing mix that preserves DeForest's character while accomodating choice	HIGH	New single-family homes being built in new Homestead Addition to Savannah Brooks subdivision Actively working to expand single-family housing in Conservancy Place, Heritage Gardens, Buhler Farm, elsewhere Springs at DeForest and Terrapin Run bringing different (modern townhouse) product to Village Ordinance amendments to facilitate small-lot single family, zero lot line, and mixed use housing failed in July 2025
Promote thoughtful siting and design of higher density housing	HIGH	Used comp plan policies to direct and to inform design of recent and pending multiple-family proposals
Support more housing for DeForest's seniors and workforce	HIGH	Approved 50-unit affordable senior rental housing development (Alice Place) in Buhler Farm; DMK project pending Launched HomeReach DeForest Housing program including targeting "workforce" incomes and seniors CDA advances downtown affordable workforce and senior housing at corner of North and Main
Advance neighborhood development planning	Moderate	Anticipate planning for future urban development area(s) west of Interstate in late 2026 and 2027
Use Future Land Use map and policies to guide land use decisions	HIGH	P&Z and staff actively using map and policies to guide decisions; no map amendments in June 2025-26 period
Phase new development in a way that advances Village objectives	Moderate	Used development phasing policy to support Urban Service Area expansions, approved annexations, and rezonings Completed fiscal impact tool to provide additional analysis for development phasing and land use decisions
Advance development within the Northern Interstate Corridor	HIGH	Hampton Inn scheduled to open in 2026; development allowed extension of Village sewer west of CTH I/Hickory New last-mile Amazon distribution facility approved; includes substantial funding for off-site road improvements 70 acres between Interstate & Hickory rezoned for additional industrial development; 182,000 sf building approved Work advances to improve Interstate/CTH V interchange to facilitate Buc-ee's and other planned developments
Encourage economic/mixed use development in Hwy 19/51 District	HIGH	Phased opening of DeForest Yards mixed use development continuing; hotel approved; phase 2 rec center planned Kwik Trip satellite campus opens, adding nearly \$67 million in tax base and committing to 300+ jobs Enklov at DeForest Yards set to jump-start additional development north of Highway 19
Maintain the function and condition of existing roadways	TOP	Scheduled road maintenance and resurfacing projects in 10-year capital improvement program Obtained grant for Holum Street reconstruction project in 2028
Upgrade arterial and collector roads to meet modern needs	HIGH	Signalized intersections installed at Hwy 19/Williamsburg Way and Hwy 51/Pepsi/Williamsburg Way Design done and bid awarded for Pederson Crossing/Williamsburg Way roundabout construction in fall 2026 Completed Highway V/North Street improvements east of Main Street Obtained grant obtained for Vinburn Road upgrade/urbanization in 2027, including signalization at North Towne Planning and preliminary design for Hickory Lane improvement and Hickory/CTH V/CTH I signalization in 2027
Develop a network of new and interconnected streets	Moderate	Worked with WisDOT on planned River Road interstate bridge upgrade, including separated bike/ped path Amazon and Dickman Company projects include street extension, realignment, and interconnection Ongoing work to secure street & emergency connections for planned residential developments near River Road Updated standards for design, interconnection, emergency access, and locational suitability for private roads
Expand bicycle, pedestrian and transit options	TOP	Approval of Enklov development will enable over 1/2-mile of new trail in environmental corridor to north Planning/discussion with DOT to plan trail from DeForest to Madison through Token Creek Park and Pumpkin Hollow
Advance recreational projects with community development impacts	HIGH	Designed plans for 9 parks in 2025, with 3 being implemented in 2026, including new Riversbend Park Working to design and budget (for 2027) trails in Mountain Bike Park north of Windsor Road Acquired 36-acre Lainberger land NW of North Towne and Gray Roads to include future community park
Make the Village more energy smart	Moderate	Installing solar lighting along trails Converting Library lights to new LED and with funding support from Focus On Energy Worked with UniverCity Alliance program on sustainability action plan Have attempted to promote solar installations with large industrial projects with no success to date
Apply Village priorities to large-scale alternative energy development	Moderate	No such proposals pending in area
Manage existing intergovernmental boundary & land use agreements	Moderate	Regular discussions with Windsor on infrastructure improvments, fire and EMS, and community development Regular discussions with Town of Burke and City of Madison for projects in intergovernmental planning area
Consider a new boundary and land use agreement with Westport	Moderate	Executed cooperative boundary plan with Westport in early 2026; awaiting State approval
Consider an updated boundary and utility agreement with Vienna	Moderate	Began outreach with Vienna aimed towards a new boundary agreement
Collaborate with the School District, Windsor, and Dane County	Moderate	Served as staff on Executive Committee for Dane County Regional Housing Strategy Participated with School District in School Resource Officer, career days, senior presentations, and housing study Collaborated with Windsor to approve construction of DeForest-Windsor Fire Station No. 2



Performance Against Comprehensive Plan Goals and Benchmarks (June 2025-2026)

7/23/2026

Comprehensive Plan Goals	Annual Benchmarks Established in Plan	June 2025-2026 Performance
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	<ol style="list-style-type: none">1. At least three business expansions or additions2. Non-residential property value increase of at least 5%3. Private sector jobs increase4. Redevelopment of at least one redevelopment site initiated	<ol style="list-style-type: none">1. NAMI expands its footprint in new leased building on Cake Parkway; DeForest Yards expands2. 1/1/24 to 1/1/25 non-residential value increase of 18.8% (1/1/26 value not yet equalized)3. LightCast reports increase of 50 jobs from 2025 to 2026 in 53532 Zip Code (does not include Kwik Trip distribution center)4. Demolition completed for CDA's Yahara Crossing redevelopment project at North and Main
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	<ol style="list-style-type: none">1. At least one waterway, environmental corridor, or flood protection effort2. Increased participation at community events3. At least one new historical marker, entryway sign, or other visual reminder of history or community installed	<ol style="list-style-type: none">1. Acquired 4.3 acres on Diamond Drive and 8 acres at Bakke Conservatory; see Yahara River efforts2. Increased participation in Summer Series Events/Night Markets. Greater movie attendance resulting from rented LED movie screen for earlier show times.3. Installed high-visibility community mural on Public Services Building.
Housing and Neighborhoods: Support opportunities for residents and workers to have decent, safe, affordable housing in attractive neighborhoods	<ol style="list-style-type: none">1. Permits issued for at least 100 new housing units2. No significant change in single family housing as a percentage of total housing units3. At least one new housing development targeted or marketed to seniors or workforce	<ol style="list-style-type: none">1. 755 total housing units permitted in 2025. This year thru 6/29/26, 15 single-family homes, 22 duplex condo units, and no multiple-family units permitted.2. EOY 2024--53% of all housing units single family; EOY 2025--47% of all housing units single family3. 50-unit affordable senior Alice Place permitted in Buhler Farm development
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	<ol style="list-style-type: none">1. Population increase by at least 120 persons2. New development density higher than historic density3. At least one new local retail, commercial services, or restaurant use opens	<ol style="list-style-type: none">1. 1/1/24 to 1/1/25 population increase of 937 persons per DOA (1/1/26 estimate due in August)2. 2020 net residential density was 4.3 units/acre; 2025-26 approved developments generally above (e.g., Enklov-30.5 units/acre; FDG-21.4; Hidden Valley Condos--3.3; Bollig Addition Single-Family--5.2)3. Legacy20 Ice Arena, Young Blood Taproom, Asian Hut, Wisco Real Estate, Country Financial, New Tech Golf Carts
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	<ol style="list-style-type: none">1. Complete transportation projects in capital improvement program in recommended timeframe2. Maintain streets to a PASER rating of 4 or greater3. At least one mile of new or substantially updated bike and pedestrian facilities.	<ol style="list-style-type: none">1. All road and path projects listed in CIP for 2025 and 2026 have been or will be completed2. No paved road in DeForest has a PASER rating of 3 or lower3. 2.0 miles of new bike and ped trails constructed in 2025 (per MPO). New trail wayfinding signs.
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	<ol style="list-style-type: none">1. Complete project(s) in Figure 7.1 of Comprehensive Plan in recommended timeline2. Secure at least one grant to complete a community development related project3. Complete at least one project designed to make DeForest more energy smart	<ol style="list-style-type: none">1. Acquired 36.7-acre Lainberger parcels for future consolidation of Public Services functions and community park; assisted with Community Center parking expansion; continuing to expand Northern Urban Service Area (Thur/Pomp's) and sanitary sewer (Hampton Inn) west of Interstate2. WEDC Small Business Development Grant (\$250,000) & Site Assessment Grant (\$150,000; CDA)3. Three year plan implemented to replace all lighting at the Library with LED fixtures
Intergovernmental Cooperation: Maintain and build relationships with other governments for mutual benefit	<ol style="list-style-type: none">1. New/updated boundary and land use agreement with Westport, Vienna, or another2. At least one intergovernmental success with Windsor, School District, or Dane County	<ol style="list-style-type: none">1. Executed cooperative boundary plan with Westport in early 2026; awaiting State DOA approval2. Construction of Fire & EMS Station #2 commenced. DeForest and Windsor CDAs completed first year of administering Small Business Grant program & contributed \$10,000 each to continue in 2026.