

Village of Cross Plains Comprehensive Planning Survey

Summary and Results

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Summary of Results of the Village of Cross Plains Comprehensive Planning Public Opinion Survey

Some of the major findings of the Survey Research Center's land use planning survey done for the Village of Cross Plains include:

- The response rate (68%) was outstanding and provides results that are expected to be accurate to within plus or minus 3.5%.
- Homeowners are over-represented in the sample so for a small set of issues, mainly dealing with housing, the results may not adequately reflect the views of renters in Cross Plains.
- The features of Cross Plains that lead people to choose to live in Cross Plains are its small town atmosphere, being near friends and family, the natural beauty of the area and proximity to Madison and jobs.
- Cross Plains has a "portfolio" of assets that appeal to different demographic groups: younger citizens are attracted by reasonably priced homes, middle-aged residents note the quality of schools, and older age groups note the natural beauty of the area and proximity to friends and family, low crime rates appeal to families with children and those who've lived in the village for less than 10 years.
- Citizens of Cross Plains have strong interest in protecting the area's natural and cultural resources with particular concerns about groundwater, air quality, Black Earth Creek, the scenic views and small town character.
- Housing concerns focus on building more single-family homes, improving existing housing and expanding senior housing options.
- A very substantial majority (61%) favor cluster designs for new housing developments. There are distinct demographic divides on this issue with strong support for cluster (traditional) designs among younger (older) residents, wealthier (poorer) residents, and new (longer-term) residents.
- Residents indicate a preference for relatively modest rates of development and the accompanying population growth and for inclusion of open spaces in new developments.
- Preservation of farmland is important to a significant proportion of Village residents, particularly among older residents and those who've moved to the area relatively recently.
- There were no clear trends with respect to transportation issues from the overall sample. Longer-term residents were less supportive of changes to existing transportation assets (e.g. less supportive of walking and biking trails, improving pedestrian routes on County Roads P and KP or across Highway 14, or improving sidewalks). However, the high volume of written comments on transportation issues, particularly related to Highway 14, suggest a widespread level of concern about this topic.
- Community facilities and services seem to meet the needs of Village residents, though some concerns were expressed about the stormwater system. Older and longer-term residents were significantly more satisfied with most village services than were younger and newer residents, though as noted all groups were generally satisfied with them. Little support was noted for structural changes to police services in the Village.
- Residents indicated support for economic development focused on downtown Cross Plains and this was particularly strong among younger, newer and higher income residents. The single most popular site for a new business park was the option on the southwest edge of the Village but a majority of citizens favored locating it to the northeast of Cross Plains. Longer-term residents favor the southwest option and newer ones the most northeasterly option at statistically significant levels.

- The single most important general issue, in the opinion of these respondents, is controlling taxes. Other general issues on which there is broad agreement is the need to maintain or enhance environmental quality in Cross Plains, maintaining the Village's character, controlling development and building a high school.
- The preferred means of receiving communications from the Village varies by demographic group: older residents strongly prefer newsletters, long-term residents use newspaper articles as a source of information, and wealthier residents prefer to use the internet for such information.

Results of the Village of Cross Plains Comprehensive Planning Public Opinion Survey

In September and October 2004 the Survey Research Center (SRC) at the University of Wisconsin at River Falls completed a survey for the Village of Cross Plains to gather input from the citizens regarding land use planning.

A total of 800 households were randomly selected to receive the survey and 542 surveys were returned, giving us a margin of error of plus or minus 3.5 percent (meaning that we can be 95 percent certain that the true value lies within plus or minus 3.5 percent of the reported value on each question). The return rate, 68 percent, is an astonishingly high figure for this type of survey. Statisticians conclude that if the return rate is 70 percent or above, “non-response bias” will not be a problem.¹ Non-response bias is the concern that the people who failed to return the survey may have views that are systematically different than those who did. Even though the Cross Plains return rate approaches the 70 percent standard, the SRC tested for non-response bias. The standard approach to test for this type of bias is to compare the responses of those responding to a first mailing to those responding to a second mailing. The SRC received 454 responses to our first mailing and 90 responses to the second. We compared the two and found very few statistical differences between the two and conclude that non-response bias is not a systematic or serious problem.

The first portion of this report summarizes the statistical results of the survey. Where appropriate, the more qualitative data included in the open-ended questions asked in the survey are used to add context to the results. The appendix to this report contains a complete compilation of the written remarks. The written remarks contain a wealth of information and nuance that adds greatly to and reinforces the quantitative results summarized in this portion of the report.

Demographic Profile of Sample

Table 1 summarizes the demographic profile of the sample. Where comparable numbers are available from the 2000 Census of Population, they are also shown. As the table indicates, we had more male respondents than would have been expected, 56 percent of the sample. The SRC examined the responses of male and females and found only one statistical difference between the two; women were more likely to list affordable housing as one of their top three reasons for living in Cross Plains than were men. The slight gender imbalance in the sample, in short, has no effect on the overall conclusions.

We also see relatively few respondents in the under-35 age categories. The under-representation in the 18-24 category is partially explained by grown children living at home – in such cases one of the parents presumably was the person who responded to the questionnaire. In addition, this age group is more likely to rent and Table 1 indicates that respondents were overwhelmingly homeowners. The SRC analyzed the pattern of responses of homeowners and renters. Of the nearly 70 variables examined, we found 11 variables for which there were statistically significant differences between renters and owners. Perhaps not surprisingly, many of these had to do with housing concerns (improving existing homes, building duplexes, building apartments, affordable housing). The other variables are a mixed bag of environmental issues (preserving the bluffs, and which is the third most important natural resource to

¹ Bose, Jonaki, “Nonresponse Bias Analysis at the National Center for Educational Statistics,” Proceedings of Statistics Canada Symposium, 2001.

preserve), transportation (shared van service, railroad) and public services (garbage collection, quality of public facilities, where to locate a business park, and whether the police should direct traffic at the schools at peak times). The under-representation of younger citizens and renters is, in sum, a concern and may affect individual issues but the overall pattern of responses is not affected in a major way. In most other respects, the sample reflects the overall population of the Village reasonably well.

Table 1: Demographic Profile

	Count	% Male	% Female				
Sample	516	56%	44%				
Census	3084	50%	50%				
Age							
	Count	18 - 24	25-34	35-44	45-54	55-64	65+
Sample	532	1%	14%	28%	26%	16%	15%
Census	2204	10%	22%	28%	20%	9%	12%
Employment							
	Count	Full-Time	Part-Time	Unemp	Selp-Emp	Retired	Other
Sample	528	66%	10%	1%	8%	15%	1%
Census	1834		79%	2%		19%	
Housing							
	Count	Own	Rent				
Sample	531	92%	8%				
Census	1199	65%	35%				
Adults in Household							
	Count	1	2	3	4	5	6+
Sample	528	21%	68%	8%	3%	0%	0%
Children in Household							
	Count	0	1	2	3	4	5+
Sample	508	52%	20%	20%	6%	2%	0%
Census	1199	29%					
Total in Household							
	Count	1	2	3	4	5	6+
Census	1199	23%	35%	16%	18%	6%	2%
Household Income (\$1,000)							
	Count	<15	15-24	24-49	50-74	75-100	100+
Sample	500	4%	6%	23%	29%	22%	15%
Census	1215	5%	5%	17%	47%	21%	5%
Years Resident in Cross Plains							
	Count	<1	1-4	5-9	10-24	25+	
Sample	529	4%	18%	13%	27%	38%	

Quality of Life Features

Table 2 shows the responses of the citizens to a question asking for the top three reasons for choosing to live in Cross Plains. By far the most common reason for choosing to live in Cross Plains is its “small town atmosphere” with 55 percent listing this feature. Being close to family and friends (40%), the natural beauty of the area (39%), proximity to Madison (39%), proximity to a job (35%) and quality schools (26%) were also key reasons for living in Cross Plains.

If we breakdown the top three reasons for living in Cross Plains as listed in Table 2 by age groups, interesting patterns emerge. Statistically, those under 35 are more likely to select the cost of homes as one of their top three features. Middle-aged citizens (35 to 54) are statistically more likely to select the quality of schools as one of their top features. The older age categories (55 or more) are drawn to the natural beauty and proximity of friends and family. Further, while nearly half of all age groups listed the small town atmosphere as important, nearly two-thirds of those 65 or more identified this feature.

Those who have been living in Cross Plains less than 10 years identified the low crime rate, attractive home prices, and proximity to Madison as key reasons for residing in the village. Those who've lived in Cross Plains for 10 years or more listed proximity to family in significantly higher numbers. Finally, those who've lived in Cross Plains for more than 25 years were significantly less likely to list the natural beauty of the area than were those who've lived their for shorter periods.

Table 2: Reasons for Choosing to Live in Cross Plains

	Average	Standard Deviation	Count	% No	% Yes
Affordable Housing	0.09	0.28	540	91%	9%
Appearance of Homes	0.05	0.26	541	96%	4%
Cost of Home	0.17	0.40	541	84%	16%
Culture/Community Events	0.02	0.20	541	99%	1%
Historical Significance	0.02	0.21	541	99%	1%
Low Crime Rate	0.19	0.39	541	81%	19%
Natural Beauty of Area	0.40	0.51	541	61%	39%
Family and Friends	0.40	0.49	541	60%	40%
Near Job	0.35	0.49	541	65%	35%
Property Taxes	0.03	0.18	541	97%	3%
Proximity to Madison	0.39	0.49	541	61%	39%
Quality Schools	0.27	0.45	541	74%	26%
Recreational Opportunities	0.03	0.19	541	97%	3%
Small Town Atmosphere	0.55	0.50	541	45%	55%
Village Services	0.03	0.16	540	97%	3%
Other	0.05	-	27	95%	5%

Income categories have fewer significant differences in terms of the features of life in Cross Plains that attract its citizens. Those earning less than \$50,000 are more likely to list proximity to family and friends as a reason for living in Cross Plains. Those earning more than \$75,000 are more likely to identify the natural beauty of the area as a key reason for this choice. Finally, those with children in the home were more likely to list low crime rate and quality of the schools as reasons for living in Cross Plains than those without children.

Natural and Cultural Resources

Table 3 summarizes the opinions of village residents with respect to natural and cultural resources. The scale in the top half of Table 3 ranges from -2 (very unimportant) to 2 (very important), so a positive average value means that a majority of the respondents indicated that protection of the resource is important. Clearly the citizens of Cross Plains feel that all of the natural and cultural resources about which we asked are important to protect. For only three features (protecting open space between Cross Plains and Black Earth or Middleton and preserving historic and cultural sites) did more than 20 percent of the citizens indicate that preservation was unimportant or very unimportant.

The natural and cultural resources about which the citizens of Cross Plains feel most strongly focus on the environment (groundwater (75% very important), air quality (65%), and protecting Black Earth Creek (47%)) and aesthetics (scenic views (56%) and small town character (46%)).

Again, different segments of the Cross Plains community have divergent opinions about what is important to protect. Those who are under 45 years of age and families with children are more likely to identify protection of wetlands and wildlands as important compared to older segments of the population. Those less than 55 and families with children are statistically more likely to be concerned about preserving the scenic beauty of the region. Those more than 65 are less likely to be concerned about preserving Black Earth Creek and its tributaries but more concerned about loss of farmland than are younger members of the community.

There is also a clear relationship between household income and concerns about natural and cultural resources. Those with incomes of less than \$25,000 are less concerned about groundwater contamination, preservation of wet or wild lands, Black Earth Creek, and scenic vistas. On the other hand those earning less than \$50,000 are more concerned about protecting farmland in the area.

Residents who have lived in Cross Plains for many years tend to be less concerned about protecting wet or wild lands, scenic views and undeveloped bluffs, forested land or Black Earth Creek but are more concerned about protecting open space. Those who've resided in the Village for less than 5 years are more concerned about protecting air quality than other residents. Those who've lived in Cross Plains for 25 years or more stand out as less concerned about groundwater contamination, though this is from a very high level of concern – 68 percent of 25+ year residents indicated they felt groundwater protection was very important compared to 79 percent of those who've lived in Cross Plains for less than 25 years.

Table 3: Importance of Natural and Cultural Resources

	Average	Standard Deviation	Count	Very Unimp	Unimp	Neutral	Imp	Very Imp
Air Quality	1.59	0.61	534	0%	1%	1%	33%	64%
Groundwater	1.73	0.51	534	0%	0%	1%	24%	75%
Wetlands	1.02	1.04	535	2%	12%	5%	44%	37%
Wildlife Habitat	1.09	1.01	530	1%	12%	4%	44%	40%
Black Earth Creek	1.20	1.00	532	2%	9%	3%	39%	47%
Open Space	1.12	0.97	531	1%	11%	3%	45%	40%
Farmland	1.00	1.03	533	2%	13%	4%	47%	35%
Forested Land	1.11	0.98	533	2%	9%	4%	46%	39%
Black Earth Open Space	0.80	1.19	533	4%	18%	4%	41%	33%
Middleton Open Space	0.77	1.25	531	5%	20%	3%	37%	35%
Small Town Character	1.14	1.07	536	2%	13%	1%	38%	46%
Historic/Cultural Sites	0.58	1.14	534	4%	21%	7%	49%	19%
Scenic Views	1.29	1.04	537	2%	9%	2%	31%	56%
Other	2.00	-	13	0%	0%	0%	0%	100%

Most Important Natural and Cultural Resources to Protect

	Most	2nd Most	3rd Most	Sum
Groundwater	124	101	41	266
Air Quality	88	89	31	208
Scenic Views	52	49	48	149
Small Town Character	46	40	54	140
Black Earth Creek	33	26	51	110
Farmland	20	21	33	74
Open Space	11	21	33	65
Wildlife Habitat	13	13	36	62
Middleton Open Space	19	15	26	60
Black Earth Open Space	13	18	13	44
Forested Land	4	18	19	41
Wetlands	4	13	20	37
Historic/Cultural Sites	2	2	8	12
Other	1	3	4	8

Housing and Development

As in Table 3, the scale for values in Table 5 range from -2 (very unimportant) to 0 (neutral) to 2 (very important). The average values in the first column are all between -1 and 1, meaning that, on average, the citizens have relatively weak opinions about housing issues. Looking at the frequency data, only expanding senior housing, improving existing housing and building more single-family homes received strong endorsements from the respondents with 71 percent, 70 percent, and 68 percent respectively saying these categories were important or very important.

There is also less variation in the views of different demographic slices of the sample when it comes to preferences with respect to housing development. Those under 55 years of age and families with kids are significantly more supportive of single-family home development than are other residents. Senior housing is favored by those over 55 and long-time residents of Cross Plains. Affordable housing is important to those earning less than \$75,000 per year but significantly less important to new residents (less than a year).

A very substantial majority of the respondents favored the cluster design option (61 percent) for new developments in the city over the traditional design (39 percent). The cluster design provides for smaller lot sizes and a larger open commons space.

Looking at the demographic breakdown of who supports traditional and who cluster designs suggests this is likely to be a contentious and divisive issue. The lines of support for each design are extremely clear. While there are no differences between men and women on this issue, it is the only demographic variable at which we looked that didn't show systematic differences. Families with children favored the cluster design (70 percent) significantly more than those without children (52 percent in favor of the cluster design). Table 4 shows the percentage support by age category for traditional and cluster designs. The conclusion is pretty clear, the younger you are the more favorably disposed to a cluster designed development. Similar sorts of division of opinion exist with respect to income levels (the higher the income the more favorable to cluster designs), and years resident in Cross Plains (the shorter your time as a village resident, the more favorable to cluster design).

Table 4: Cluster versus Traditional Housing Development Design by Age Category

	<35	35-44	45-54	55-65	65+
Traditional	26%	37%	34%	44%	64%
Cluster	74%	63%	66%	56%	36%

The final portion of Table 5 examines issues associated with the pace and nature of development in Cross Plains (size of proposed developments, homes constructed per year, etc.). The results suggest that the Village is most comfortable with modest rates of growth (developments with up to 50 homes, building homes at about 20 per year, and adding between 500 and 1,000 residents). There is substantially greater openness to developments with open space than for developments with golf courses

Table 5: Housing and Development Opinions

	Average	Standard Deviation	Count	Very Unimp	Unimp	Neutral	Imp	Very Imp
Improve Existing Housing	0.70	1.05	524	2%	17%	11%	48%	22%
Need More Single- Family Housing	0.59	1.17	521	6%	19%	8%	47%	21%
Need More Duplexes	- 0.22	1.22	525	17%	32%	11%	35%	5%
Need More Apartments	- 0.75	1.12	523	26%	45%	9%	17%	2%
Need More Town Homes	- 0.09	1.26	527	15%	31%	11%	34%	9%
Need More Mixed-Use	- 0.09	1.29	523	17%	29%	9%	37%	9%
Need More Affordable Housing	0.18	1.32	530	13%	25%	11%	35%	17%
Need More Senior Housing	0.77	1.03	534	3%	11%	14%	48%	23%
	Average	Standard Deviation	Count	Trad.	Cluster			
Preferred Devel Design	1.61	0.49	540	39%	61%			
	Average	Standard Deviation	Count	None	50	100	200	400
Preferred Devel Size	2.21	1.42	525	14%	46%	21%	13%	6%
	Average	Standard Deviation	Count	None	20	50	100	No Limit
Preferred Homes Built/Year	2.51	0.97	520	8%	52%	28%	6%	7%
	Average	Standard Deviation	Count	Very Support	Support	Neutral	Oppose	Very Oppose
Golf Course Development	(0.14)	1.25	535	13%	28%	13%	23%	23%
Open Space in Developments	1.17	1.05	532	43%	42%	6%	7%	2%
	Average	Standard Deviation	Count	None	1-499	500- 1,000	1,001- 3,000	Any Amount
Preferred Pop Growth, 10 Years	2.86	0.91	529	4%	31%	47%	11%	7%

Older Village residents tend to want slower housing development and population increases and are less supportive of developments with open spaces or golf courses. Long-time residents share the preference for slower population increases and relative coolness toward open spaces but indicated a preference for larger sized developments. Higher incomes are associated with being supportive of more homes being built per year, more rapid population growth, golf course development and open spaces in developments.

Agriculture and Land Use

Table 6 again uses the scale –2 (very unimportant) to 2 (very important). The residents of Cross Plains are relatively strong in their opinion that agricultural uses should be allowed for farmland but not for other purposes. They feel that visual impacts should be considered when developments are being proposed, that new developments should include parks or open space, and that stricter environmental standards should govern developments affecting Black Earth Creek. They are skeptical about allowing developments on bluffs or slopes.

Table 6: Agriculture and Land Use

	Average	Standard Deviation	Count	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Use Farmland for Farming	1.61	0.58	526	0%	1%	2%	32%	65%
Use Farmland for Residential	(0.20)	1.25	511	16%	35%	5%	38%	5%
Use Farmland for Commercial	(0.42)	1.29	508	23%	36%	6%	29%	6%
Use Farmland for Anything	(0.80)	1.23	496	36%	33%	12%	14%	6%
Allow Any Use by Landowners	(0.74)	1.23	527	30%	43%	3%	18%	6%
Consider Visual Impact	1.34	0.83	535	1%	5%	2%	43%	49%
Allow Bluff/Slope Developments	(0.96)	1.21	535	44%	33%	4%	15%	4%
Maximize Open Space in Design	0.84	0.99	528	2%	11%	10%	53%	23%
Encourage Compact Devel in Towns	0.03	1.14	524	11%	24%	24%	34%	7%
Stricter Standards in Black Earth Creek Watershed	1.01	1.14	529	4%	12%	6%	36%	42%
New Developments Include Open Space/Parks	1.20	0.91	529	1%	7%	4%	45%	43%

Older residents are less likely to support use of farmland for residential or any purpose other than farming than are younger residents. Residents more than 65 years of age are significantly less likely to support open space or parks in new developments. Wealthier residents are more supportive of allowing productive farmland to be used for housing and of parks in new developments. The starkest demographic differences come when we look at length of residence in Cross Plains. New residents are substantially more likely to support requirements to consider visual impacts of new developments, parks in new developments and stricter environmental standards on developments affecting Black Earth Creek. Newer residents are also less supportive of allowing productive farmland to be used for commercial purposes.

Table 7: Transportation

	Average	Standard Deviation	Count	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Roads Meet Needs	0.61	1.04	534	5%	16%	1%	67%	10%
Road Conditions Acceptable	0.57	1.02	531	5%	18%	1%	69%	7%
Biking/Walking Important	1.00	0.96	537	3%	8%	5%	54%	30%
Biking/Walking Facilities Needed	0.51	1.29	538	6%	25%	11%	31%	28%
Hwy 14, 4-Lanes to Madison	0.06	1.36	536	13%	33%	7%	29%	18%
Hwy 14, By-Pass Downtown	0.12	1.37	534	12%	31%	10%	26%	21%
Hwy 14, Improve Ped Crossings	0.96	1.05	537	2%	12%	9%	42%	35%
Improve Sidewalks on P and KP	0.42	1.14	531	4%	23%	18%	37%	18%
Traffic Light, Hwy 14 & KP	0.47	1.21	535	4%	24%	14%	35%	22%
Importance of:	Average	Standard Deviation	Count	Very Unimp	Unimp	Neutral	Imp	Very Imp
Shared-Ride Vans	0.37	1.13	535	5%	24%	12%	46%	13%
Rail Service	(0.14)	1.21	528	11%	39%	13%	27%	9%
Bus Service	(0.02)	1.16	529	8%	37%	12%	34%	8%
Sidewalks	0.80	1.18	530	4%	18%	2%	46%	30%
Other	1.95	0.22	40	0%	0%	0%	5%	95%

Transportation

Table 7 suggests that the people of the Village are fairly neutral about transportation issues; all of the average values fall in the “neutral” to “agree” range. On the other hand, the relatively large standard deviations and the values in the frequency distributions indicate a diverse set of opinions about these transportation issues.

Older residents are significantly less supportive of contention that biking and walking are important modes of transportation in Cross Plains, that more biking and hiking trails are needed, that pedestrian crossings of Highway 14 need to be improved, or that sidewalks are important and should be improved. Younger residents are less interested in shared-ride van or bus services.

Respondents with higher incomes were significantly more supportive of more trails and improved sidewalks but less interested in shared-ride van pools. Longer-term resident preferences are more pronounced. They are not supportive of biking and walking as a means of transportation, in expanding bike and hiking trails, improving pedestrian routes on the major County Roads or across Highway 14, or in improving sidewalks. The oldest category, 65 and more, are not supportive of shared-use vans.

When given an opportunity to provide specific comments (questions 2, 32, 44, 47 & 48) respondents mentioned transportation issues 160 separate times, half (80X) of which were specific to Highway 14. Most of the comments about highway 14 focused on traffic volume and safety concerns. The second (26X) most mentioned transportation issue is the need for more biking and hiking trails, followed by (19X) the desire to improve pedestrian safety through improved/increased crosswalks and sidewalks. Transportation issues were commented on more than any other issue.

Community Facilities and Services.

Table 8 summarizes opinions regarding community facilities. Overall, the citizenry of Cross Plains seem well satisfied with the services provided by the village. Sixteen percent of the respondents indicated that stormwater systems were poor or very poor and 13 percent rated the public library similarly. At least 80 percent indicated that all services other than the stormwater system were good or very good.

Despite this general level of satisfaction the demographic segments we have been discussing do have significantly different assessments of these services. Bear in mind that the general level of satisfaction with community services is high for all groups so the variations we will discuss are from these high levels. Older respondents and those who have lived in Cross Plains for longer periods were statistically more satisfied with ambulance services, fire services, garbage collection, public facilities such as the water system, the quality of schools and the sewer system. In addition, longer-term residents were more satisfied with the library and the stormwater system. Higher income respondents tend to be less satisfied with ambulance and fire services.

Of note, 30% (57X) of written comments (questions 2, 32, 44, 47 & 48) about Community Facilities and Services are specifically about the Village Board and/or staff. Strong feelings, both pro and con, about the board were expressed. Associated with comments about the board and several other issues, was a somewhat frequently (12X) expressed concern about divisions between newer- and longer-

term residents. Given the frequency with which we found statistically different results in the opinions of newer and longer-term residents, these comments are not surprising.

The final segment of Table 8 focuses on several issues specific to police protection in Cross Plains. The citizens are neutral to slightly negative to the idea of merging the Village police department with those of surrounding communities, more negative to the idea of paying more taxes to have 24-hour police service from the Village, and slightly negative to the idea of having police directing traffic at schools during peak times. The citizens are in favor of keeping the police department separate.

The demographic analysis shows only one statistical difference. Older respondents are more supportive of using police to direct traffic at schools during peak times.

Table 8: Community Facilities and Services

Quality of:	Average	Standard Deviation	Count	Very Poor	Poor	Neutral	Good	Very Good
Ambulance Service	1.42	0.75	538	0%	0%	15%	27%	58%
Fire Protection	1.50	0.69	537	0%	0%	10%	28%	61%
Garbage Service	1.34	0.77	540	1%	5%	0%	49%	45%
Public Facilities	1.09	0.83	536	1%	7%	4%	59%	30%
Park/Rec Facilities	1.13	0.79	535	1%	6%	2%	61%	30%
Police	1.14	0.91	538	2%	6%	6%	49%	38%
Public Library	0.95	1.09	533	2%	11%	7%	56%	25%
Public Schools	1.20	0.83	536	1%	4%	11%	43%	41%
Recycling Program	1.21	0.73	538	0%	5%	2%	59%	34%
Sewer Service	1.05	0.83	536	2%	5%	6%	61%	26%
Snow Removal	1.06	0.85	535	2%	6%	2%	63%	27%
Storm Water System	0.72	1.01	532	4%	12%	10%	57%	17%
Village Staff	0.95	0.89	536	1%	7%	12%	54%	25%

	Average	Standard Deviation	Count	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Merge Police Dept	(0.03)	1.27	535	9%	41%	10%	25%	15%
Keep Police Separate	0.34	1.25	534	7%	26%	12%	36%	19%
24-Hour Policing	(0.86)	1.09	536	28%	51%	7%	10%	5%
Police Direct Traffic at Schools	(0.26)	1.06	532	8%	44%	21%	22%	6%

Economic Development.

The residents were asked where developmental efforts should be focused and the results of their opinions are summarized in Table 9. The results suggest a preference for centralized, compact developments. The citizens have a relatively strong preference for downtown development and nearly as strong for requiring municipal services (water and sewer) in developments on the village’s boundary. There is less interest in development along highways or in other areas. There is a fairly strong rejection by the citizens of Cross Plains of the idea of no more development in Cross Plains.

There are relatively few demographic differences with respect to these development issues. Older and long-time residents are less supportive of downtown development. Older citizens are more likely (though still at relatively low levels) to support the idea of no more development and to require municipal services in developments on the edge of Cross Plains. Higher income respondents are significantly more supportive of downtown developments.

The preferred location of a business park is, at one level, quite clear Option A, which is in the southwest portion of the city. On the other hand, there are slightly more who opted for locations north and east of the city, each of which had roughly equal numbers of “votes”. People who’ve lived in Cross Plains for more than 10 years are more likely to opt for Option A, while those resident less than 5 years are more likely to select Option D.

Table 9: Economic Development

	Average	Standard Deviation	Count	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Focus development on:								
Downtown	1.06	0.93	521	2%	8%	4%	54%	32%
Along highway	0.17	1.21	522	9%	28%	10%	43%	11%
Other areas	0.02	1.10	510	9%	26%	23%	36%	5%
No development	(0.66)	1.17	488	25%	41%	15%	12%	7%
Require muni services on edge of Cross Plains	0.78	0.97	503	2%	9%	19%	47%	22%
	Option A	Option B		Option C	Option D			
Locate Business Park at:	229	78		77	92			
For a Business Park:	Average	Standard Deviation	Count	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Village pay land and services	(0.83)	1.09	531	28%	47%	7%	14%	3%
Village identify land only	1.11	0.96	531	1%	10%	7%	44%	39%
Village use TIF	(0.02)	1.32	527	17%	23%	18%	28%	13%

In terms of the services provided by the village to a business park, the length of residence is positively related to willingness to cover land and services and to pay this with tax increment financing.

General Issues.

In looking at general issues facing the Village of Cross Plains (Table 10), three jump out: controlling taxes, maintaining and enhancing environmental quality, and maintaining Cross Plains’ character. Further, the distribution of “votes” makes it clear that for these three features there is relatively little controversy, with nearly 90 percent identifying these three as important or very important. Interestingly, when asked to identify their three most important general issues, which is shown in the bottom part of Table 10, the issue of maintaining small town character drops relatively far down the list. Controlling taxes emerges as by far the most important of these general issues, followed by maintaining environmental quality, controlling development and a high school for the Village.

On the other end of the spectrum, there is relatively less interest in home-based businesses, industrial or manufacturing development, a business park or tourism development. The issue of a high school in the Village appears to be the most divisive issue in this set with nearly equal percentages in each of the five categories.

Table 10: General Issues

	Average	Standard Deviation	Count	Very Unimp	Unimp	Neutral	Imp	Very Imp
Business Park	0.45	1.28	527	9%	21%	5%	44%	20%
Control Development	1.10	0.93	535	1%	10%	2%	52%	35%
Control Taxes	1.61	0.62	535	0%	2%	0%	31%	66%
Coordinating Services	0.64	1.04	525	1%	20%	10%	50%	18%
Downtown Devel	0.94	1.01	529	2%	14%	3%	53%	29%
High School	0.47	1.47	532	14%	20%	8%	24%	34%
Hwy 14 Issues	0.86	1.10	528	2%	16%	5%	46%	30%
Home-Based Businesses	0.04	1.09	521	5%	34%	19%	35%	7%
Ind/Man Devel	0.21	1.28	525	11%	27%	6%	42%	14%
Environmental quality	1.32	0.95	533	2%	8%	2%	34%	55%
Small Town Character	1.21	0.91	529	1%	8%	4%	44%	43%
Rec Facilities	1.07	0.96	532	1%	11%	3%	49%	36%
Retail Devel	0.77	1.73	525	2%	17%	6%	59%	17%
Tourism Devel	0.48	1.15	523	3%	26%	8%	46%	17%
Other	2.00	-	26	0%	0%	0%	0%	100%

	Most	2nd Most	3rd Most	Sum
Control Taxes	195	83	57	335
Environmental quality	75	60	59	194
Control Development	39	77	45	161
High School	55	53	50	158

Small Town Character	28	48	70	146
Business Park	53	42	27	122
Hwy 14 Issues	28	38	34	100
Downtown Devel	20	45	31	96
Rec Facilities	7	17	40	64
Ind/Man Devel	6	20	27	53
Coordinating Services	1	20	24	45
Retail Devel	3	7	22	32
Tourism Devel	2	1	13	16
Home-Based Businesses	4	3	6	13
Other	4	3	6	13

In terms of demographic differences older respondents were statistically more likely to support a business park, coordination of municipal services with other municipalities, a high school in the Village, and home businesses. Younger members emphasized highway 14 issues, downtown development and recreational facilities. As incomes increased, so did interest in downtown development and recreational facilities but support for home-based businesses declined. Longer-term residents were more supportive of coordinating services with other municipalities, maintaining environmental quality, recreational facilities and tourism development. More recent arrivals were more supportive of industrial or manufacturing development and on a high school for the Village.

Table 11: Communications

	Average	Standard Deviation	Count	Don't Use	Use
Direct Mailings	0.59	0.49	536	41%	59%
Internet	0.19	0.40	536	81%	19%
Newsletters	0.72	0.45	536	28%	72%
Public Meetings	0.14	0.35	536	86%	14%
Newspaper Articles	0.29	0.45	536	71%	29%

Communications

Newsletters are the preferred means gaining information about the Village for the respondents. There is very little support for the internet, public meetings, or newspaper articles. Older residents strongly prefer the newsletter for information from the Village and are not interested in the internet or direct mail. Similarly longer-term residents are not supportive of the internet or direct mail but are supportive of newspaper articles as a source of communication from the Village. The preferences of wealthier residents of the Village do prefer the internet and don't like newsletters. The conclusion seems to be that the Village will be best served by an array of communication tools. Each tool will appeal to a different group of residents.

Appendix – Written Comments - Village of Cross Plains Planning Survey

Question 1: Most important reasons you and your family choose to live in the Village of Cross Plains?

1p. Other comments:

Born and raised here	12
Church and Catholic School	3
Long time resident	2
Tolerable traffic	1
Bought house from parents	1
Quiet Neighborhoods	1
Half way between families	1
A high school	1

Question 2: Is there anything about living in Cross Plains that you don't like?

High taxes 42

Traffic 28

- Comments specific to HWY 14 X10
 - HWY 14 (no specific comments) X4
 - Getting on HWY 14 (during rush hour) X2
 - Too much traffic on HWY 14 X1
 - HWY needs to be four lanes X1
 - waiting to turn left from US 14 X1
 - Crossing traffic on HWY 14 X1
- On main street X7
- Excessive speeding, speed limits not enforced X3
- School drive-ins X1
- Need more stop lights X1
- Creamery trucks X1
- Truck/heavy machinery traffic is excessive on Church St X1
- Traffic (no specific comments) X4

High cost of sewer & water 16

Downtown: 16

- Appearance X7
- No downtown/community look and feel X3
- Looks depressed/outdated X2
- Buildings need to be spruced up/no architectural interest X2
- Buildings are in bad condition X1
- Don't like having a gun shop on main street X1

Village board comments: 15

- Ineffective, every issue turns into a fight, petty bickering X3
- Some village board members X2
- Village spending X2
- Micro managing X1
- Important issues take too long to solve X1
- Seems to be split between two groups serving each other's agenda instead of the people of the village X1
- Lack of consistency in local government X1
- Conflict between village leaders and businesses X1
- Members resistance to smart growth X1
- Some of the decisions X1
- Group of environmental activists have taken control of local village government X1

No high school 14

Housing development: 11

- Growing too big X4
- Growing too rapidly, losing the small town charm X2
- Too many subdivisions X1
- No more new houses X1
- New housing developments are ugly X1
- The number of apartment buildings X1
- New housing not able to have clotheslines X1

Comments about "newcomers": 10

- "us" vs. "them" between long time residents and newcomers X4
- People who move in and then want to stop the community from growing X2
- Too many people moving here and trying to make it a suburb X1
- People moving in and think they have all the answers X1
- Lack of tolerance for different views, anything new, or diversity X1
- Too much townie vision, not enough new vision of what town could be X1

Police comments: 9

- Overhead X3
- Unfriendly police X1
- Service X1
- Circling businesses to see who is there & pick them up when they leave X1
- Has a do nothing approach X1
- Decisions made by local police department X1
- Police X1 (no specific comment)

Community facilities/recreation 8

- Not enough recreation for teens/older kids X2
- Library outdated/hours X2
- Would like a community center or that the schools were more available for community use X1
- Lack of biking/hiking trails X1
- Would like a small movie theater X1
- Recreational opportunities (no specific comments) X1

No yard waste or disposal areas 7

Walkways/Pedestrian safety: 7

- No sidewalks X4
- Not pedestrian friendly X1
- Hard to cross Main St. X1
- No crosswalks for handicap/stroller accessible X1

Resident & business relations 6

- Anti industry/business atmosphere X3
- Residents support businesses in many ways/businesses do not support residents willingly X2
- Poor relations between residents and local business people X1

Noise 6

- From traffic X2
- Train X1
- Firecrackers X1
- Barking dogs X1
- When the pool is open after 10:00pm, loud music & screaming X1

Lack of employment opportunities 5

Lack of retail & restaurants 5

Housing costs: 5

- High cost of property/housing X3
- High mill rates/assessments X2

Lack of businesses 4

- Not enough small business X3
- Lack of variety X1

Village services: 4

- Garbage pick-up does not take everything & I don't know why X1
- Allowance of burning leaves X1
- Village services (no specific comment) X1
- Sewers are not great this will only get worse X1

Zoning & dev decisions: 4

- Poor zoning and development decisions X1
- Poor building restrictions X1
- Building the apt/condo complex in a shopping mall. Space could have remained green X1
- I don't like the big, ugly bldg that was built 13 ft. too tall X1

Poor water quality 3

Public Transportation: 2

- Lacks transportation to Madison (for disabled) X1
- No transportation to Madison

Road Conditions 2

Bourbon Rd/St: 2

- Corrugated bldg X1
- Owners don't clean up their property X1

Misc.: 11

- Threat to hills and farmland X1
- Recent increase in disruptions (house shaking) due to blasting in surrounding quarries X1
- CP doesn't seem to have a strong sense of community (social, cultural, political) X1
- The opinion that a high school will make the village better X1
- I would rather live closer to Madison X1
- Park Elementary School is overcrowded X1
- Located in Dane County X1
- Out of town businesses trying to occupy residential areas X1
- Great neighbors X1
- Groceries are expensive X1
- Too expensive to live CP since retirement X1

Question 3: Your opinion about the importance of natural and cultural resources in the Village of Cross Plains and surrounding area.

30. Other comments:

Parks 2

Noise (pollution) 2

Low crime 1

Place for teenagers 1

Main street restoration 1

Need an industrial park 1

Quality schools 1

Conservancy/preservation 1

Library 1

Question 32: How important are the following to the Village of Cross Plains?

32e other comments:

Bike trails/lanes 19

HWY 14 comments: 8

- Safe pedestrian crossing X6
- Turn signals at HWY P X1
- Reduce traffic through town X1

Park and Ride 3

Taxi service 1

Handicap accessible crosswalks	1
Grass/leaf pick up	1
Good restaurants with -no smoking	1
Less cops	1
Parking restrictions	1
Fix current access to Kwik Trip	1
Industrial park	1

Question 44: General issues

44o Other comments:

Parks/bike path	2
Quality of ground water	2
Tennis courts/repair	2
Stay with MCPASD	2
Separate from Middleton	1
Friendliness	1
Cultural/Arts development	1
Residential development	1
Better education in schools	1
Price of homes	1
Leaf pick up	1
Moderate growth	1
Soccer fields/complex	1
Provide adequate village services to growing village	1
Improving character of village	1
HWY bypass route	1
Preservation of historic bldgs on main street	1
Restaurants that deliver	1
Baseball & softball fields	1
Keeping agriculture	1
Medical	1
New library	1

Question 46: Most effective ways the Village of Cross Plains could provide information to residents.

46f other comments:

Newsletter	1
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* Two additional comments were not legible

Question 47: If you could change one thing about the Village of Cross Plains, what would it be?

Economic Development: 81

- Downtown “appearance” & improvements X40
- More small business, retail, restaurants X12
- Need more support/appreciation for local business from village (residents) X10
- Planful development X6
- More businesses to increase tax base X5
- Business park development X4
- Improve existing vacant business/retail spaces X3
- Eliminate TIF X1

General Issues: 78

- Controlling Taxes X32
- High school in the Village X29
- Be fiscally responsible X6
- Lower taxes for seniors X5
- Long time residents vs new comers X4
- Be happy with the great school district we have and get over the high school issue. We can’t afford it X1
- TV reception is poor X1

Community Facilities and Services: 69

Village Board Comments X27

- Make up of the board and subcommittees(remove all CCCP X2) X7*
- Politics, Divisive nature, polarized X5*
- Village Board (no specific comments) X3*
- Quit micro managing X2*
- Ineffective/incompetent X3*
- Add PT village mgr to oversee directors and clerk X1*
- Board needs to be more proactive X1*
- Concerned everything in the village is controlled by an extremely small minority X1*
- Need improved attitude of board towards the business community X1*
- Eliminate people from becoming village president without first being on the board X1*
- Improve image of local politics X1*
- The village board has a better long-term vision and does what has most beneficial impact 10 - 20 years from now regardless of what a vocal minority with short-term focus say X1*

Park & Recreation facilities X18

Police Services X16

- Turn services over to Dane County X4*
- Disband current local police dept, contract with the sheriff’s dept X3*
- Enforce traffic laws X2*
- New police chief X2*
- Merge police X1*
- Police provided by city. Present police hired by city. Sheriff has control X1*
- Over emphasis on harassment of tavern owners and patrons (except for the overly obvious violators) X1*
- More interaction between schools and police dept X1*
- Have a metropolitan police force X1*

Village Staff Comments X4

Cut staff/too many X3

Term employment X1

Improve snow removal X2

Sewer system X1

Buy land and build a new sewer plant with room for expansion X1

Transportation: 73

HWY 14 comments X52

Should by-pass downtown X18

HWY 14 - no specific comments X10

Pedestrian routes across X8

Heavy traffic X6

Improve flow X2

Expand to Madison X2

More signals needed (location not specified) X2

Signal needed at KP X1

Safety X1

Improve X1

Better intersection at P X1

More sidewalks X3

Put turn arrows on the stop n go light x1

Streets in the St. Francis Development require developer to redo them X1

Streets run in grid format in town, but I know the terrain prevents that X1

Return it to the way it was when we moved here 8 years ago (we were on a dead end, now it is a busy speedy through street) X1

A yellow lane divider on airport rd X1

Left hand turn signal - or arrow at Kwik trip intersection X1

More use of the railroad X1

Intersection at Thinnes and Brewery rd X1

Drivers need to quit running the stop signs on Bourbon St by the daycare X1

Build a pedestrian path connecting Airport rd area to the rest of the village X1

Public transportation to Madison X1

Natural and Cultural Resources: 33

Lower cost of sewer & water X15

Leaf removal X6

Ban leaf burning X4

Water quality X2

Develop hilltops while protecting bluffs X1

Filling BE creek that runs through CP or piping the water so that other communities can the BE creek X1

Better use of the BE creek running through the village X1

Businesses should not be built along creeks & watershed areas. These areas should be preserved to limit damage & run-off X1

Better erosion control on construction sites X1

Keep bluffs free from development X1

Housing and Development 16

Limit rate of growth X11

More single family housing X2

More affordable housing X2

More senior housing X2
Include open, natural space X2
Less growing pains X1
Keep small town atmosphere X1
Separate residential/commercial zoning for loan purposes X1
Stop all housing development X1

Quality of life: 4

Maintain small town charm X4

Question 48: Other comments.

Community Facilities and Services: 40

Village officials comments X11

Don't give village officials such large raises X1
Wish board and trustees worked better together instead of seeming to agree to disagree.X1
Would like them to take a stand on something X1
Board has to be more committed to how developments and other commercial things are done, too many times the ball gets dropped X1
Make sure the village board actually uses the results of this survey in their planning efforts. X1
We need good, honest board members not only thing of their interests X1
It was very upsetting during the last election when certain board members used TIF scare tactics to get elected. A TIF district would breath fresh life into our struggling economy. We need 3 things to help boost our village. 1. High school 2. Business park 3. Recreation parks - a soccer complex like the Reddan park in Verona would do a great job for our economic development. X1
We're on the right track with a more diverse village board, making decisions that are more carefully thought through X1
Board needs to focus on the big issues. 1 1/2 years to sell old fire station way too long. Too much wasted resources about how tall the Glaciers bldg should be... X1
Would love to see governing officials we elect work for good and better the village and residents, new, old and future. For village employees to show the respect that employees should to their employers- the residents of the village of CP X1
We need more political competition X1

Sewer and water: 6

Lower sewer & water X2
Enhance the sewage treatment plant
Village should pursue joining the Black Earth sewer district X1
Sewer should be paid for by users - a dollar amount per gallon of water used, not by a charge every quarter X1
A little water plant should be built X1
Sewage treatment plant issue/improvements have been short sighted. Look at the long term and start with adequate development fees now! X1

Need a means for yard/organic waste (possibly with garbage) pick up X4

EMS/Fire department X5

EMS should move into fire station, they need to hire 1-3 full time people X1
We have a very good fire department, but some people don't think they do their job X1
Having a separate fire dept. & ems facility is not a good use of resources. All emergency services should share facilities. Protect & increase police staffing. Enhance training for full time village employees, they are 1st (by far) to emergency scenes X1
There seems to be several people complaining about our joint fire station, which is now 2.5 years old. I think firemen are using the station in manner it was built. The only suggestion would be to sell EMS

building and merge with fire dept. Seems EMS is using fire station more than they are using their building, which we just remodeled at a great amount of money. X1
Fire protection and E.M.T services must be responsive to community needs. They should consolidate to reduce expense of seperate/redundant facilities and systems. Their costs should be covered in a manner that reflects the services provided. x1

Parks and recreation X5

Expand parks and nature trail system X1
Parks could be maintained better X1
Place sports parks and recreation fields in Option A #40 X1
Our tennis courts are a disgrace. Need to be resurfaced X1
Softball/teeball team organization is very poor. New rec activities (yoga, kids, gardens) are Awesome!
Want more open access to school gyms.X1

Library X4

New library X1
Library should not become a significant tax burden X1
Library is a priority X1
A new library is unnecessary for the size of the village due to the close proximity to larger facilities X1
We did not need a new fire station. Now that we have it, use it for a library and senior citizens X1

Postal service won't deliver mail because of cars parked on Main St. X1

Old line business interest and new developers must place community good above self-interest X1

Garbage service - too early pickup, radio too loud, are very picky about what they take - throw it in the middle of driveway if they don't pick it up. X1

Village seems unwilling to issue citations to clean up unsightly property, and if they do are unwilling to enforce X1

Better snow removal X1

General Issues: 26

Retail development 6

An arts and crafts store would be nice. X1
Small movie theater X1
Would use more of the retail services in town if they were available: dry cleaning, bakery, cafe X1
There needs to be an incentive to get retail to occupy the area X1
More retail X1
Small retail business development should continue to support locally owned operations. References to business development in this survey should be further defined so citizens are informed about the intentions of business developers & whether this development includes national franchises or other big-box sites.X1

Keep (property) taxes down X4

A high school in the Village X3

Planful development X3

Village must coordinate space needs for present & future growth X2
Don't mix commercial buildings in residential neighborhoods, and don't allow any more tin buildings to be built X1

Business/resident relations X3

I wish it was understood that the people in CP should determine the future of Cross Plains not the businesses X1
In order to have a healthy local economy the people of C. P. must take advantage and shop the local retail stores. Too many people invest time and money into traveling to Madison to spend dollars on items that could be obtained locally. But when someone needs a donation it is the local business asked to donate, not the one in Madison.X1
Polarization of business community vs. other residents is grid locking the village X1

The life long residents of C.P. have their heads in the sand. They need to wake up & move into the new century. Other communities are embracing progress & trying new ideas while the old guard of C.P. sits on their thumbs, protect status quo and line their pockets X1

There seems to be a conflict between the farmers and businesses X1

Cross Plains would be nicer if it weren't for the Dane Cty tax burden. X1

Cross Plains is a great little community but we need to get away from Middleton and establish our own identity X1

Residents should be supportive of a high school. Weekend football games, events would be social interaction for all ages. Businesses would be supportive of school events & activities. Families would be able to participate. Keep that small town feeling. X1

Would like to see ordinances improved or dead, restrictions implemented for all neighborhoods similar to new developments. We should not have boats parked in lots along Main St. or construction stored in yards, garages along Main St. X1

The younger generation only knows how to spend. Bigger and bigger houses with 3 car garages. All the toys go with it. Only know how to spend. X1

I remember when the property owner swept the street in front of their houses X1

Economic Development: 17

In favor of a business/industrial park X3

More businesses (will help lower taxes) X2

We need jobs in town X2

Yes we need to control growth within the limits of our infrastructure but a town without enough growth is a dying town..X2

Communities tend to steadily grow or wither. Being static or stable is not a realistic goal. Growth requires jobs i.e. business park, retail, even industrial. Growth requires additional neighborhoods with a variety of home costs. Controlled growth allows management of infrastructure in a way. This should include school planning proactively. Uncontrolled growth creates problems easily noted in other Dane County towns X1

All development should be done with the goal being to attract new residents to the village and thereby ensuring our own high school. X1

We need competition in the community business X1

Commercial growth without TIF funding - we taxpayers don't ever get % of their profits - only paying for companies growth X1

We need tax relief by letting company/business in. Companies with good paying jobs to pay for all the things young people want X1

Any discussion of economic development or protecting from tax increases has to include expansion of business opportunity through a business park. Any business park planning should promote business park(s) sufficient for 10-20 years of growth. (I am discouraged by the bias of some of these questions)

Example #21- the key word is "impacting" without definition this can be used to restrict development near the B.E. Creek, there is strong disagreement that development "impacts" the B.E Creek yet all of us would likely agree that if there was sufficient negative impact that would be bad. So how are the results to be interpreted X1

Forget new commercial/business park. Not needed and constantly controversial. Focus business development in existing commercial zones within Cross Plains. "Big Business" belongs in Middleton Business Park, which is readily available to Cross Plains residents for work X1

A committee is needed to ensure improvements to structures are in line with the historical architecture and are aesthetically pleasing X1

Transportation: 15

More biking and walking lanes/trails X4

Need public transportation to Middleton/Madison X1

Sidewalk is needed on Thinnes St. From Ackers St. down X1

HWY 14 Comments: X9

I disagree with library making a one-way street in front of the library, more traffic to HWY 14 to get around library X1

Hwy 14 decision has significant impact on almost all other decisions confronting the village (business and residential development environment etc). X1

Bypass HWY 14 X1

HWY 14 (no specific comments) X1

Relocate HWY 14 between Main St. & Bourbon Rd. along side railroad tracks X1

Keep HWY 14 going through the town X1

Need crossing lane HWY 14 X1

Left turn arrow to turn onto CTHP from USH 14 X1

Concerned for public safety X1

Quality of life: 14

School comments X5

Satisfied w/ current system X3

CP should have its own school dist X1

School is overcrowded X1

Keep small town atmosphere X3

Historical significance X2

Improvements to structures need to be inline with the historical architecture X1

As we expand highlight historical aspects X1

Extremely expensive to live in Cross Plains X1

We are with what might take the place of the Zandy Creamery. The amount of semi-traffic the creamery generated was ridiculous. Another large operation would belong in a business park X1

Safety, pollution and noise levels are a great concern now and will continue to be X1

Cultural activities X1

Housing/Development: 14

Control growth/build more plan fully X3

Affordable housing (including taxes) X2

Support smaller/single family home development X2

Village must grow X1

Too many people have moved to CP and are against future development X2

Cross Plains is way out of balance when it comes to development issues. Too many people have moved to Cross Plains that are against any future development. They seek to control land they don't even own or pay taxes on. In this day and age land is the farmers retirement-not the sale of his farm to someone who wants to farm. It is too cost prohibited. X1

Village must grow X1

New developments should front the costs for roads water, sewer, curbs, gutters, street signage, transportation plan issues and utilities installation X1

While I encourage & support protection of environment in future development I do not like seeing mass-produced homes crammed to close together. I would rather see larger lots to preserve the "small town life" X1

Natural and Cultural Resources 8

Maintain bluffs, hills natural beauty as is. Once the hills are developed, nature's beauty is lost forever X2

The natural beauty must be protected, if it is destroyed we will never get it back X1

There are places where the natural system is vulnerable. Cross Plains is in such a place. X1

For the community to be healthy economically, we have to have a clean environment. X1

We need to be forward thinking and preserve for the future...X1

Is development at the expense of the environment & the character of the village X1

The natural resources base of the village is its single most important asset X1

Police: 4

We don't need more police at this time X1

Change police department - merge with Dane Cty (Biggest problem in Cross Plains) X1

This department is not a public servant X1

We don't need 24-hour police protection X1