



VILLAGE OF
..... **MAZOMANIE**

COMPREHENSIVE PLAN
AMENDMENT 2020



Acknowledgements

Mazomanie Village Board

Gary Harrop, President
Natalie Beil, Trustee
Jeff Dyreson, Trustee
Jim Marx, Trustee
Scott Mickelson, Trustee
Troy Ruland, Trustee
Ray Schlamp, Trustee & President Pro Tem

Village Plan Commission

Gary Harrop, Chair
Jim Craney
Chris Dietzen
Les Sander
Scott Mickelson
Pat Drager
Dick Royston

Village of Mazomanie Staff

Peter Huebner, Administrator

Focus Group Participants

Jennifer Martinez	Mary Beth Schall
Dan Viste	Natalie Beil
Renee Zaman	Marcia Miquelon
Jacob Mills	Jeff Valek
Peter Antonie	Maria Yelle
Koby Krause	Kathy Good
Dan Heffron Sr.	Larry Lichte
Kylan Bartel	Karyn Knaak
Gweneth Childs	

Planning Assistance

CCL Consulting, LLC
Christopher Long, Principal

Document prepared by CCL Consulting, LLC in association with Capital Area Regional Planning Commission and UW-River Falls Survey Research Center

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INTRODUCTION



Wisconsin “Smart Growth Law” and Village of Mazomanie Comprehensive Plan

The Wisconsin Legislature enacted a comprehensive planning law in 1999, set forth in Section 66.1001 of the *Wisconsin Statutes*. The requirements supplement earlier provisions in the Statutes for the preparation of county development plans (Section 59.69(3)) and local master plans (Section 62.23), and provide a framework for developing, adopting, implementing, updating, and amending comprehensive plans in Wisconsin. The law includes a “consistency” requirement, whereby zoning, subdivision, and official mapping ordinances adopted and enforced by counties, cities, villages, and towns must be consistent with the comprehensive plan adopted by the county or local unit of government.

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“A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for communitywide effort to achieve its vision.”

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In 2007, the Villages of Mazomanie and Black Earth and the Town of Black Earth received a multi-jurisdictional grant from the Wisconsin Department of Administration (DOA) to address the state comprehensive planning requirements. As a result, each local government partner adopted comprehensive plans to satisfy the statutes. The Village of Mazomanie’s original comprehensive plan is documented in the first edition of this report, *Village of Mazomanie, Wisconsin, Comprehensive Plan: 2009 – 2028*, which was adopted by the Village Board on October 27, 2009. The first edition of the Village’s comprehensive plan is documented in an extensive report that features a wide range of data and mapping and addresses the nine comprehensive planning elements and corresponding goals, objectives, policies, and programs required by the comprehensive planning law.

A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for communitywide efforts to achieve its vision. Village officials and staff use the comprehensive plan as a basis for coordinated decision-making on planning, zoning, platting, development, infrastructure, and budgeting issues. Others who may find the comprehensive plan useful include residents, property owners, business owners, community groups, and other units of government, such as the Wisconsin Heights School District. Each of these individuals and groups may have different interests in the plan—engaged with understanding and reading of particular elements.

The law requires that the comprehensive plan be updated no less than once every 10 years but does not specify what the update must include or how extensive the update must be. This update reflects changes

NINE ELEMENTS OF A COMPREHENSIVE PLAN

Issues and Opportunities	Transportation	Intergovernmental Cooperation
Agricultural, Natural, and Cultural Resources	Utilities and Community Facilities	Land Use
Housing	Economic Development	Implementation

in current conditions and to the community's vision for long-term growth since the first edition. It focuses on updating the land use map, which is a visual representation of the comprehensive plan and serves to support its stated goals, objectives, and policies that also are updated here as needed. It updates other elements of the first edition directly relevant to updating the land use maps.

Community Participation in the 2020 Comprehensive Plan Update Process

The Wisconsin comprehensive planning law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. The uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.

The Village Board, the Plan Commission, and Village staff oversaw the process to update the comprehensive plan. Restrictions on in-person public meetings imposed by state and county officials in response to the COVID-19 pandemic curtailed opportunities for face to face participation in the update process, which included the following major public engagement steps:

1. Village Board adopts Comprehensive Plan Update Public Participation Resolution (Appendix B) – January 2020
2. Village resident and property owner feedback gathered via public survey (Appendix B): January – April 2020
3. Community Visioning Meeting at Wisconsin Heights High School – February 2020

4. **Community stakeholder feedback gathered at Youth, Economic Development, and Housing “virtual” focus groups** – September 2020
5. **Comprehensive Plan Update presented in draft form at joint Village Board, Plan Commission public meeting** – October 2020
6. **Village resident feedback gathered via a Comprehensive Plan Update Open House** – October 2020
7. **Village resident feedback gathered via a Village Board/Plan Commission public hearing** – November 2020
8. **Village Plan Commission meeting to review, recommend Plan to Village Board for adoption** – November 2020
9. **Village Board adoption of the plan amendment at a public meeting (Appendix A)** – December 8, 2020

The Survey Research Center (SRC) at the University of Wisconsin – River Falls conducted the community survey for the Village as part of the Village's updating of both its Community Outdoor Recreation Plan and this Comprehensive “Smart Growth” Plan. In mid-January 2020, the SRC mailed surveys to 749 Village of Mazomanie households and non-resident property owners for which mailing addresses were available. The initial mailing contained a cover letter describing the purpose of the survey, a questionnaire, and a postage-paid return envelope. A URL to an identical online version of the mailed survey was provided in the cover letter for those who preferred to complete the survey electronically.

A postcard reminder was sent to non-respondents two weeks after the initial mailing and this was followed by a second questionnaire in mid-February. An informational flyer was included in the second mailing of the survey advertising a community visioning meeting held on February 26, 2020. The purpose of the community meeting was to provide general information about the Comprehensive Plan, explain why it is being updated, and invite people to get involved. The data collection time frame was 7½ weeks and was completed prior to the governor's March 12 declaration of the COVID-19 public health emergency.

The response exceeded expectations and surpassed the goal of 247 responses needed for a confidence interval of plus/minus 5 percent, which is a widely accepted standard for statistical analysis. Out of 693 delivered surveys, the SRC received 322 usable surveys which were completed by mail (293) or online (29). **The response rate was 46 percent.** With 322 completed surveys, the results provided in this report are expected to be accurate to within plus/minus 4 percent with 95 percent confidence. The full survey and results are included as Appendix C.

Village staff notified residents and property owners of the plan update project and opportunities to participate via the public opinion survey, the Village website, social media, news releases submitted to the local newspaper, and various other channels throughout the year-long amendment process. Village staff noticed step 7 above in accordance with Statute 66.1001, including a Class I Notice in *The Star News* local weekly newspaper.

PLAN-BASED FORECASTS

This chapter presents updates to each of the four 20-year forecasts that are fundamental to the preparation of the Village's comprehensive plan. The legislation requires that the Village plan be based on population forecasts over the 20-year planning horizon. The anticipated population base can then be translated into the number of additional housing units that will be needed over the planning period to accommodate the anticipated population base.

The legislation also requires a set of 20-year forecasts for employment. The final set of forecasts relate to future land use and arise out of the forgoing forecasts. The future land use plan must show additional land for development to accommodate the anticipated number of new households and to facilitate the addition of new employment opportunities.

The 20-year forecasts in the first edition of this plan, adopted by the Village in 2009, reflected a community decision to work toward a somewhat faster growth rate than was experienced from 1990 to 2000. The plan target growth rate of 1.0 percent was consistent with the Village's long-term vision as articulated in the plan and was considered a realistic assessment.

The impact of the global economic recession of 2008 and 2009 on the local and regional economy and area businesses and major employers rendered the forecasts in the first edition of this plan overly optimistic and resulted in substantially less growth in Village population growth, households, and employment opportunities than anticipated.

Figures 2.1-2.4 present the four 20-year forecasts and 2009 projections versus actual and currently anticipated growth rates prepared by the Wisconsin Department of Administration and other agencies.

A state of uncertainty with regard to the duration of the COVID 19 pandemic that began in Spring 2020 and the extent of its economic impact globally and locally presented the Village with a substantial challenge in preparing the plan-based forecasts for this plan update.

The Village selected a probable 2050 design year plan population level for this update to ensure that adequate and suitable land is available to accommodate anticipated future population growth in the Village. Assuming no change in Village boundaries, a continuation of recent trends would result in about 2,095 Village residents in 2050. Based on historic data and current projections, the Capital Area Regional Planning Commission (CARPC) developed a 2050 forecast growth scenario within the Village's planned sanitary sewer service area.

FIGURE 2.1 Population Projection Comparison

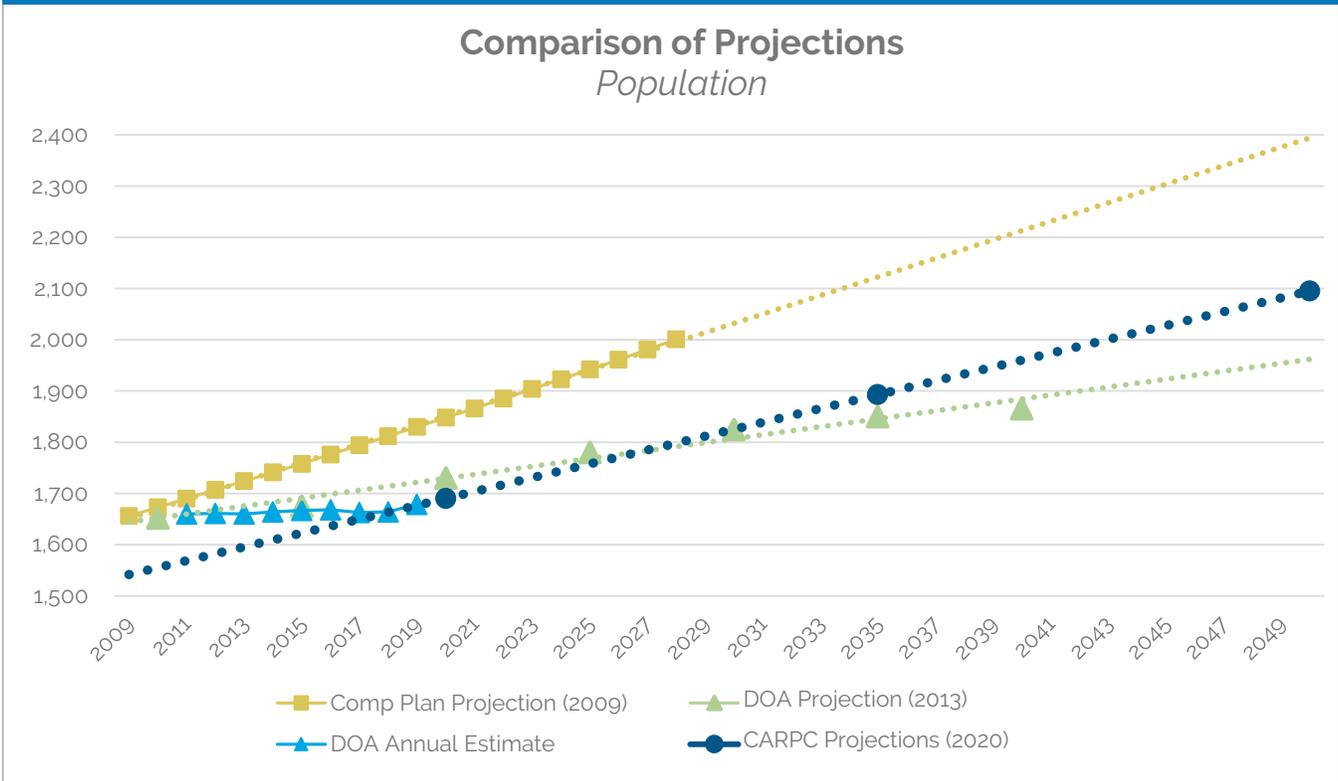


FIGURE 2.2 Household Projection Comparison

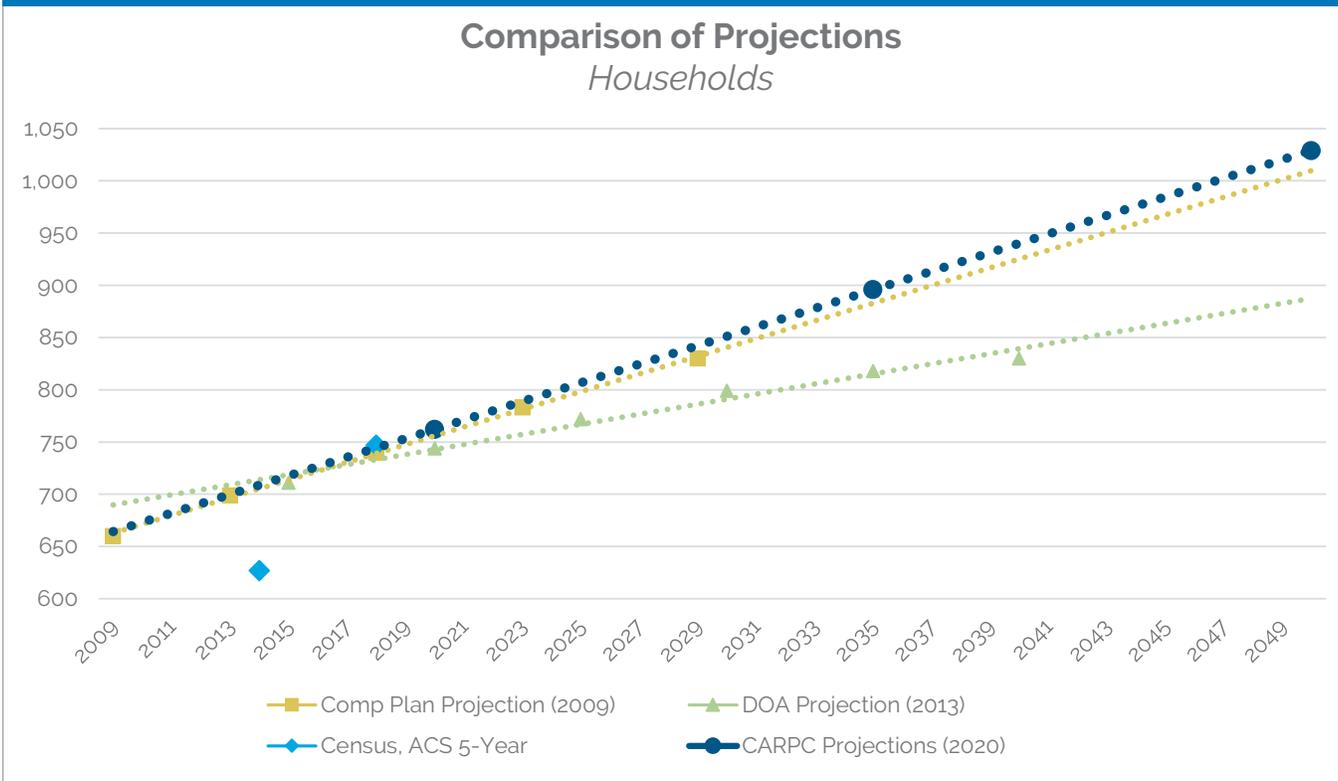


FIGURE 2.3 Employment Projection Comparison

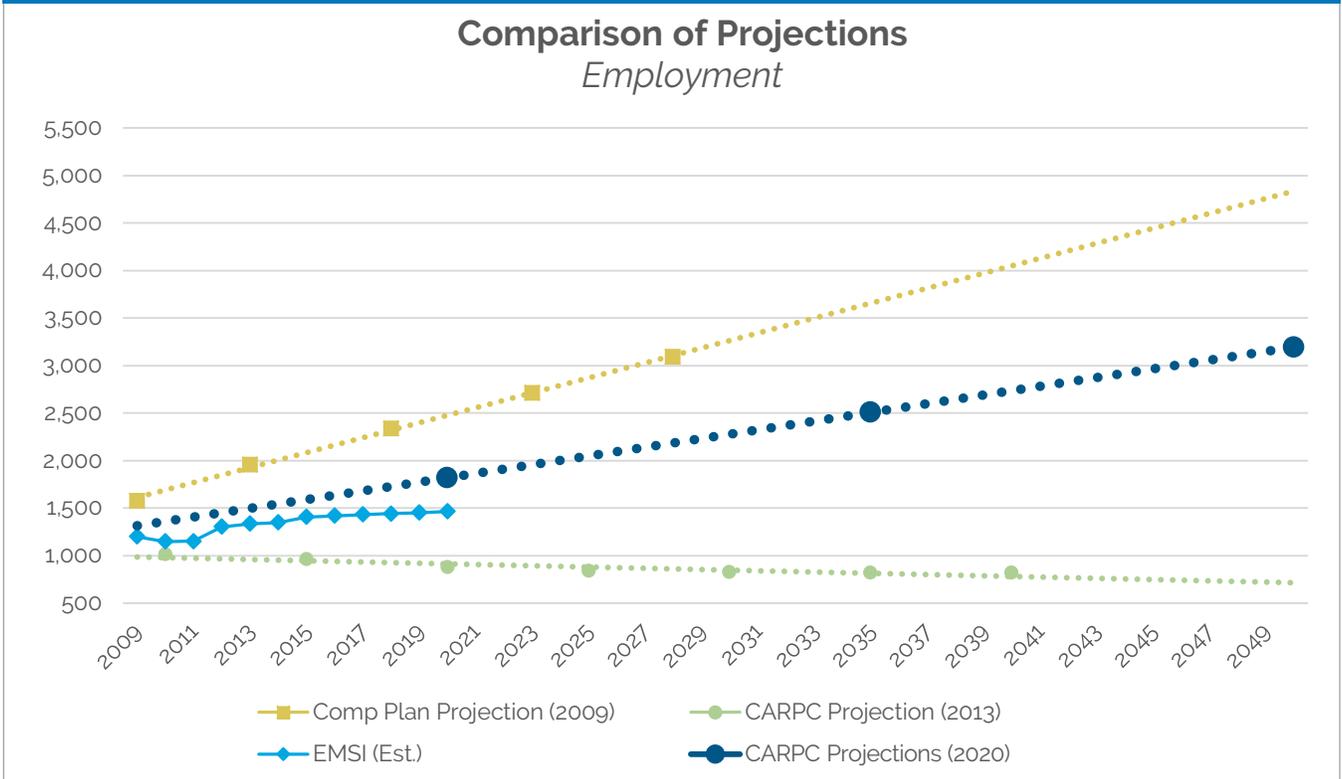
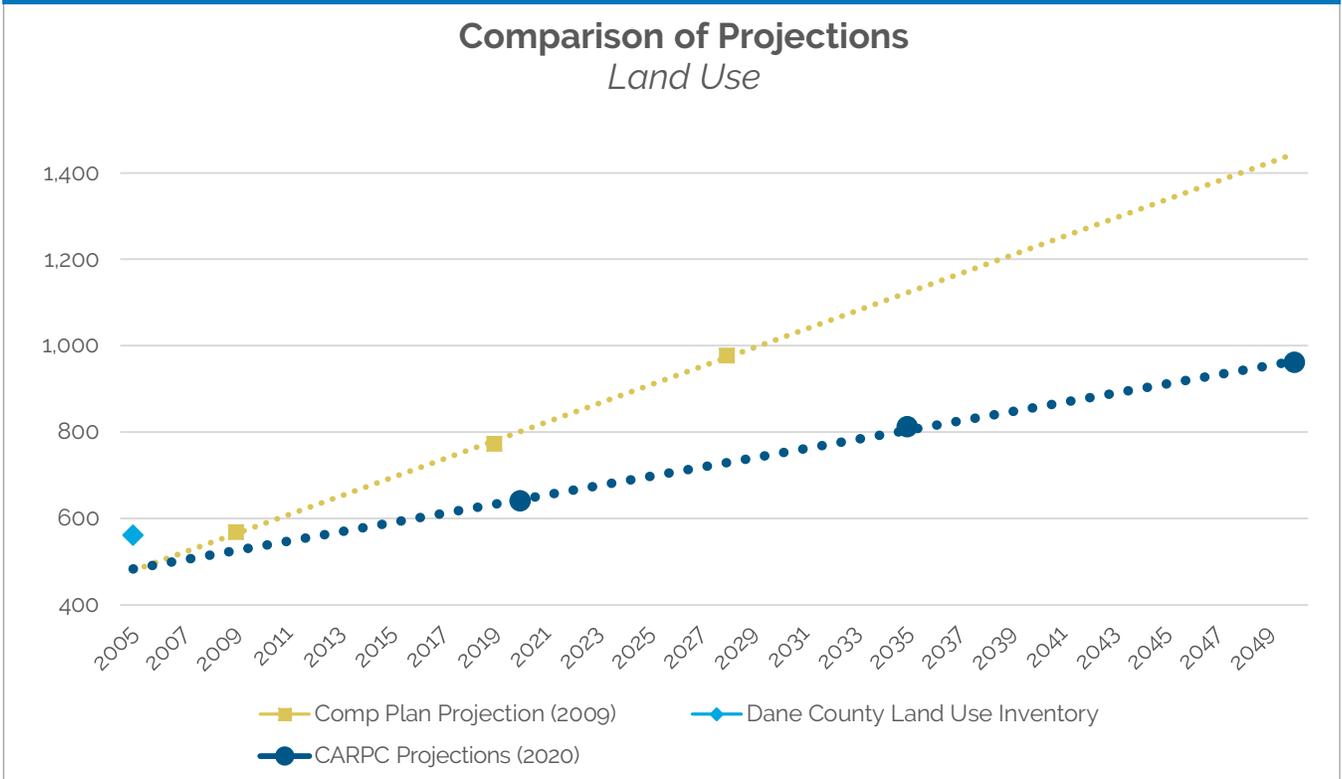


FIGURE 2.4 Land Demand Projection Comparison



The alternative projections provide a reasonable range for the Village's 2050 population. The Plan Commission and Village Board considered the projection range, past trends, and local knowledge and expectations regarding anticipated future growth and development in choosing CARPC's 2050 population projection for this plan update. The Plan Commission and Village Board chose to adopt the year 2028 population from CARPC's year 2050 projection because it was the basis for the land use map prepared for the first edition of this plan.

A continuation of recent trends results in approximately 1,029 households in 2050. Following county trends, household size is anticipated to decline. Household sizes resulting from the combination of the population and household projections equal 2.04 persons per household. Decreasing average household sizes also reflect anticipated increases within the Village of multi-family units and residents in group-quarters, e.g. nursing homes.

TABLE 2.1 2050 Forecast Summary <i>Capital Area Regional Planning Commission</i>					
	2020 Projection*	2035 Projection	2050 Projection*	% Change 2020 to 2035	% Change 2035 to 2050
Housing Units	762	896	1,029	17.6%	14.8%
Population	1,690	1,893	2,095	12.0%	10.7%
Household Size	2.22	2.11	2.04	-5.0%	-3.3%
Employment	1,819	2,506	3,194	37.8%	27.5%

*2020 projection of historical trend may differ from 2020 actual values.

VISION STATEMENT



Vision Statement Update

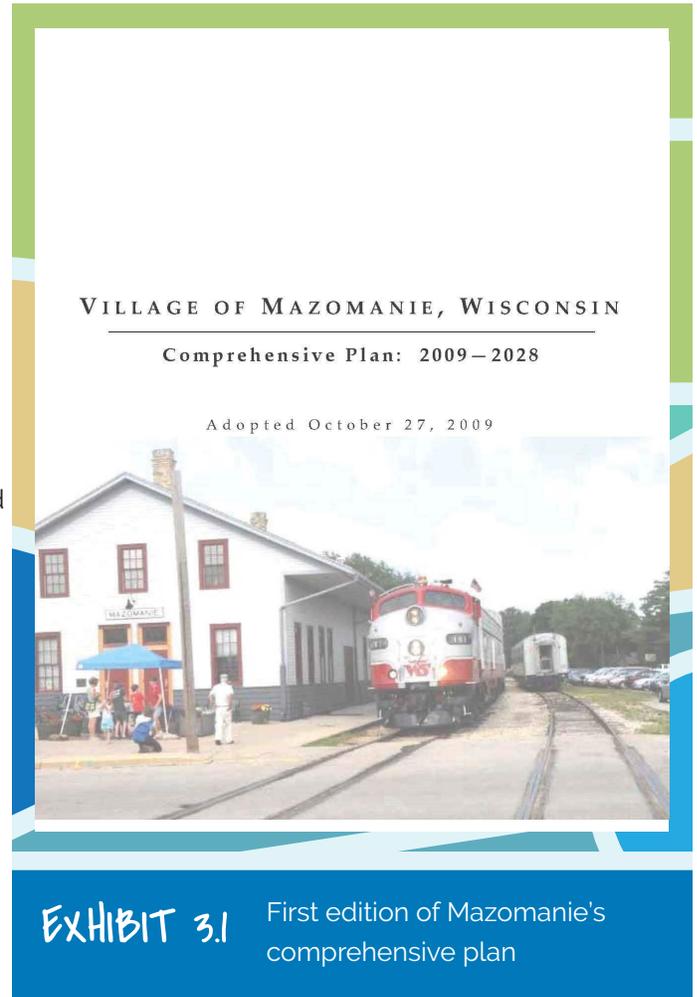
The Village of Mazomanie, established in 1855 as a regional rail and economic center, remains an authentic small town framed within the beautiful natural landscape of Wisconsin's Driftless region and the lower Wisconsin River valley, just 25 miles from downtown Madison and the State Capitol. The Village harkens back to an earlier era with its quaintly historic downtown district and is ideally located to become a vibrant "gateway" community connecting the state's fastest-growing urban center with the rural lifestyle and abundant natural resources of the Driftless region of southwest Wisconsin.

The first edition of this *Village of Mazomanie, Wisconsin, Comprehensive Plan: 2009 – 2028* articulated a 2030 vision of the Village with its small-town roots intact and sufficient residential, commercial, and industrial expansion to serve the needs of residents commuting to Madison for employment opportunities as well as employees of industries and businesses within the Village. As adopted in 2009, the long-term plan

anticipated an increasing population and labor force in the Downtown Historic District, highway commercial, and business park areas and envisioned the old downtown thriving with shoppers drawn off US Highway 14 to the attractive environment and a variety of specialty and gallery venues.

The global economic recession of 2008 and 2009 rendered that planning vision overly optimistic. The Great Recession's deep impact on the area economy and local businesses and industries resulted in substantially less growth in Village population, households, and employment opportunities than had been forecast. The shortfall in overall growth and halting pace of progress toward the plan's future vision, particularly the revitalization of downtown, in time became grounds for a reassessment of the Village's strategy for sustainable development.

As an outgrowth of the Village's five-year update of its *Community Outdoor Recreation Plan (CORP)*, adopted in Spring 2015, projects such as the historic Lake Marion improvements and the Wolf Run Trail were elevated as community development priorities. Other issues such as the sustainable use of Black Earth Creek and



recreational development of the Lower Wisconsin State Riverway and the extensive county and state public lands adjacent to Mazomanie became part of a community discussion of how to effectively leverage and enhance the area's natural resources and public places to support sustainable growth.

The Village-commissioned *"Mazo 2020" Village of Mazomanie Economic Positioning Strategy*, adopted in January 2016, was intended as a more comprehensive response to the stated economic need to attract employees and residents and presented a clear vision for the community that would help guide public and private decision-making toward a vibrant and sustainable future. In seeking a path for economic and community development, the Village sought a variety of local and professional inputs including major local institutions, recognizing the critical need of local employers to find ways to attract new workers, and for the Wisconsin Heights School District to remain on the path of growth and sustainability. "Mazo 2020" reflected growing appreciation of the role of the outdoors in building the community's quality of life, and of the strategic importance of developing new outdoor recreation opportunities to retain residents, attract visitors, and bring new business downtown.

The **"Mazo 2020 Vision"** statement from that 2016 document aligns area assets and activities to create a cohesive direction. The Vision focus and tone are resident- and visitor-targeted rather than specifically business-directed. Businesses are served with this positioning and vision via employee attraction and quality of life enhancement. This balance directly responds to the Mazo 2020 strategic goals of 1) attract workforce/school enrollment and 2) improve quality of life for residents and enhance as a visitor destination.

"MAZO 2020" VISION:

"Mazomanie is an authentic small town knit into abundant natural resources, sustainably growing as a vibrant hub for the Driftless area; an arts and recreation destination for visitors and residents offering the opportunity to venture outside the box and enjoy a 'live outside' lifestyle."



EXHIBIT 3.2 Mazomanie trailhead for the Wolf Run Trail
Photo by Christopher Long

This 2020 update of the Village's Comprehensive Plan is occurring amid the ongoing COVID-19 pandemic and a resulting state of deep uncertainty about its impact on the community, including short- and long-term effects on the global economy and local businesses and employers. However, should related socio-economic trends now being seen—increasing numbers of remote workers and workplaces, population shifts nationwide from urban centers to small-town and rural communities, and broad growth in outdoor recreation activity—augur more permanent changes in how Americans live, work, and play, the Village's Mazo 2020 vision and economic positioning strategy stand to be well-aligned with potential emerging opportunities for long-term community growth and sustainable economic development.

GENERAL COMMUNITY DEVELOPMENT



All of the information in this plan can be divided into two types. The first set of information is based on what has occurred in the past and on current conditions. The second type of information is designed to look forward, using the historical context and current conditions as a starting point. This chapter is forward-looking and serves to update the goals, objectives, policies, and implementation action plans contained in the first edition of this plan based on current conditions and community vision.

- » A **goal** is a long-term target that may or may not be achieved but describes a desired outcome.
- » **Objectives** are for the most part measurable and therefore achievable. When an objective is achieved, one can see or sense a difference – something has changed.
- » A **policy** is a statement describing a predetermined position on a particular issue or opportunity. Statements of policy are designed to help achieve one or more objectives.
- » **Implementation actions** are specific things that can be done to achieve these goals, objectives, and policies.

Of all the steps in the planning process, implementation has typically been the most problematic for the vast majority of communities with a comprehensive plan. Adoption of a comprehensive plan marks the beginning of a critical new phase – implementation. Without implementation, a plan is of little value.

The Village has a lot to do with the quality of life in the community. It however cannot and should not try to do it all alone. Many other local entities also can contribute to achieve the overall vision for the Village. Churches, civic organizations, the school district, community leaders, for example, can and do affect the quality of life for village residents. Given the limited resources these entities have, it will become very important for each to look for public/private partnerships wherever they can.

Given the number and range of public and quasi-public entities that can affect the daily lives of community residents, intergovernmental cooperation is a very important consideration in this plan. Cooperation can take many forms. Relationships may be informal, based on verbal agreements or other information arrangements. Or, cooperation may be more formal as expressed in a legally binding agreement. Most intergovernmental cooperation is done for the purpose of delivering services or exercising joint powers. Some cooperation is undertaken to receive services or make cooperative purchases.

Long-range regional plans provide background information on countywide issues and priorities and establish broad goals to be achieved through interorganizational collaboration. Regional plans serve as an important reference for local governments by highlighting trends and intermunicipal issues, describing future changes

that may affect local populations, identifying opportunities for intergovernmental partnerships, and providing a regional context for each community's local identity.

Review of Relevant Regional and Sub-regional Plans

Town of Mazomanie Comprehensive Plan Update (2014)

In this plan update the Town made permanent a two-year temporary change of policy regarding transfer of development rights. Transfers of permitted dwelling units between any two Agricultural Preservation Area parcels within the Town of Mazomanie may be allowed. Transfers will be allowed between parcels under single ownership or parcels owned by different parties subject to specified conditions. The goal of this policy is to preserve farmland, rural character, and natural areas.

Wisconsin Heights School District Long-Term Facilities Planning

The Board of Education has been involved in long-term facilities planning for the last three years and has completed a district-wide facilities study. The Board worked with Performance Services, Inc, to provide possible solutions and costing for each facility. The Board of Education and administrative team considered three building options:

- » Update the existing elementary schools in Mazomanie and Black Earth.
- » Become a one-campus district.
- » Update the Middle/High School.

Additionally, the district completed a UW-Madison Population Lab Enrollment Study. That study indicated slow growth. A Future Search process identified the community's priorities, including facilities. In the November 2020 general election voters passed a ballot referendum to add an elementary wing addition to the Middle/High School and thereby become a one-campus district, and also replace heating, ventilation, and air conditioning (HVAC) and update learning environments at the Middle/High School. This will result in the closing of the Mazomanie Elementary School building.

Capital Area Regional Planning Commission (CARPC)

» Regional Development Framework

The Capital Area Regional Planning Commission (CARPC) is responsible for preparing and adopting a master plan for the physical development of the Dane County region. The existing regional plan, *Vision 2020: Dane County Land Use and Transportation Plan*, is now past its useful life. An updated Regional Development Framework is currently being developed to replace the Vision 2020 plan in 2021. The updated framework will fulfill the region's statutory planning requirement and serve as a guide for local public and private entities to achieve a desired balance between physical development and resource preservation in the county. Drawing on the findings of the *A Greater Madison Vision* (AGMV) initiative, the framework establishes three overarching goals for the region: fostering community resilience to climate change, increasing access to jobs, housing, and services for all people, and conserving farmland, water resources and natural areas. Once the updated framework is complete, Mazomanie and other Dane County municipalities can incorporate its goals, objectives, and recommendations into local plans and

policies to align them with shared regional objectives. The Regional Development Framework will also serve as a source for data on historical trends and future projections that can inform local planning processes.

» Dane County Water Quality Plan

State statutes and the Federal Clean Water Act require the Wisconsin DNR to maintain Areawide Water Quality Management Plans to manage, protect, and enhance the state's ground and surface water quality. The Capital Area Regional Planning Commission (CARPC) is the agency appointed by the DNR to coordinate such a plan for Dane County. The Dane County Water Quality Plan is comprised of a summary plan plus technical appendices that provide a policy framework and guidance for federal, state, and local water quality protection programs. CARPC administers the plan by helping communities plan sanitary and storm sewer service areas and environmental corridors. Any future expansion of Mazomanie's current Urban Service Area boundary to accommodate additional development would require an amendment to the Dane County Water Quality Plan. The plan's appendices provide detailed information on the county's water resources that may be relevant to the Village's efforts to protect and preserve its local water resources. **Appendix B: Surface Water Conditions** characterizes the water quality of Black Earth Creek and recommends specific actions to help protect its trout stream and associated natural resources within the Black Earth Creek Valley. **Appendix G: Groundwater Protection Planning Framework** includes localized data on private well nitrate testing data, dwelling units with on-site wastewater, bulk fertilizer and pesticide storage, and a variety of other components with the potential to affect groundwater quality.

Dane County Comprehensive Plan (2016)

The Dane County Comprehensive Plan establishes countywide goals to guide local comprehensive planning and describes the County's role in supporting municipal planning efforts. Most recently updated in 2016, Dane County's comprehensive plan contains goals and objectives to guide planning primarily in the unincorporated areas of the county. The county plan also characterizes countywide trends and provides examples of objectives, policies, and programs that municipalities could partner with the county on or emulate in their own jurisdictions. The plan incorporates several other county and regional plans, including the Parks and Open Space Plan, Farmland Preservation Plan, and Water Quality Plan.

Greater Madison MPO Regional Transportation Plan 2050

The Greater Madison MPO's Regional Transportation Plan 2050 establishes goals and policies to guide investments in all modes of transportation. The Greater Madison MPO is the federally designated Metropolitan Planning Organization (MPO) for the Madison area, which encompasses most of Dane County although the Village of Mazomanie itself is not included. It is required to regularly update the Regional Transportation Plan in order to maintain Federal transportation funding eligibility. Multiple levels of government use the plan to coordinate multi-modal transportation projects. The current RTP identifies the Mazo-area Black Earth Creek Trail (formerly Good Neighbor Trail) and Highway 78 corridor as regional priority bicycle path projects to undergo improvement in the 2036 to 2050 time range. Additional information on current and future priorities

for the regional network of bikes and trails is available in the MPO's Bicycle Transportation Plan. The MPO is preparing an RTP update to be adopted in 2022. Maximizing equity and inclusivity in the public engagement process will be a major focus of the update. The updated plan will also look more closely at the land use-transportation connection, highlighting the link between things like affordable workforce housing and shorter commute distances. Offering a variety of land use and housing types in each municipality creates more opportunities for people to live and work in the same community.

Dane County Land and Water Resources Management Plan 2019-2028

The Dane County Land and Water Resources Management Plan is a state-mandated long-range planning document intended to guide the activities of the department in its efforts to protect and improve the natural resources in Dane County. It is a locally led 10-year plan designed to work toward goals of the department while maintaining grant eligibility. The plan addresses soil and water quality concerns and develops an implementation plan for integrating local, state, and federal conservation programs. While it does not reference Mazomanie specifically, the plan is a source of regularly updated information on land use trends, land and water resources, natural resource regulations, and funding opportunities. It can also serve as inspiration for best management practices the Village can adopt to achieve natural resources goals.

Madison Region Economic Partnership Advance Now 2.0

Advance Now 2.0 is the second iteration of the Madison Region Economic Partnership's (MadREP) comprehensive economic development strategy. Its relevant priorities include expanding broadband coverage and increasing regional collaboration. The strategy also provides data and analysis on regional economic trends and initiatives. In contrast to other regional plans, which focus primarily on Dane County, MadREP's planning region also includes the seven surrounding counties. Mazomanie can look to this plan for information on how to connect to the larger regional economy. Additionally, MadREP offers Economic Development 101 trainings to local elected officials as well as assistance to major local employers. MadREP's related publications provide data on workplace diversity and inclusion, COVID-19 impacts, and other timely topics gathered from recurring surveys of regional employers.

Dane County Parks & Open Space Plan 2018-2023 (See Page 39)

Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2019 (See Page 41)

Community Survey Results

The following is an excerpt from the Village of Mazomanie Public Opinion Survey Report, 2020, conducted and developed by the University of Wisconsin-River Falls Survey Research Center. Refer to Appendix C for the full report.

The percentage of respondents choosing rural/small-town atmosphere as a top reason to live in the Village of Mazomanie increased significantly since 2008. The percentage of respondents choosing natural beauty of the area increased significantly since the 2008 survey as well. Two reasons declined significantly as top reasons to live in the Village from 2008 to 2020: the appearance of homes and affordable housing.

TABLE 4.1 Reasons for Choosing to Live in the Village of Mazomanie: Comparison of 2008-2020 Survey Results

REASONS	2020	2008
Rural/small-town atmosphere	56%	34%
Family and friends/grew up here	44%	48%
Affordable housing	38%	45%
Close to Madison	37%	34%
Natural beauty of area	29%	23%
Close to employment	26%	28%
Low crime rate	17%	20%
Proximity to quality schools	12%	8%
Outdoor recreational opportunities	10%	5%
Close to lake/pond/stream	7%	5%
Property tax level	7%	7%
Appearance of homes	3%	11%
Community services	2%	3%
Local music and art scene	1%	---

Modifications. In 2020,

- >> Close to Recreational Activities was changed to Outdoor Recreational Opportunities
- >> Near Family and Friends was changed to Family/Friends/Grew up here
- >> Quality of School District was changed to Proximity to Quality Schools
- >> Rural Atmosphere was changed to Rural/Small-town Atmosphere
- >> Local Music and Art Scene was added

Overall, respondents gave a positive rating to the quality of life in the Village of Mazomanie. The highest proportion rated it good (63%), fifteen percent gave an excellent rating, one-fifth rated it as average, and two percent rated it poor; no one rated the quality of life in the Village as very poor. The proportion of survey respondents in 2020 choosing excellent and good quality of life ratings was significantly higher than 2008.

TABLE 4.2 Overall Quality of Life: <i>Comparison of 2008-2020 Survey Results</i>		
	2020	2008
Excellent	15%	8%
Good	63%	53%
Average	20%	34%
Poor	2%	4%
Very Poor	0%	1%

Goals, Objectives, & Policies Update

GOALS

1. To attain a pattern of community development that includes environments suited to a variety of needs, including privacy, productivity, convenience, beauty, and diversity.
2. To develop a compact urban community that is both visually and functionally distinct from surrounding agricultural areas.

OBJECTIVES

1. Encourage the development of a moderately growing, balanced community with sufficient business, residential and open space land to meet the needs of the residents, that will require a proportionate development of employment activities and commercial services.
2. Become a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling.
3. Encourage new development that is compatible with adjacent land uses, is served by adequate public services and transportation facilities and will not have a deteriorating effect upon the environment.
4. Encourage land use patterns that will increase the accessibility of public and private services for all people. New development should help improve employment opportunities, housing, and support services.

POLICIES

1. Target future growth areas in locations that can provide full Village services
2. Support development of a system of open spaces that would be multifunctional in nature, providing storm drainage, neighborhood recreational space, and a secondary circulation system for pedestrians and bicycles, and require that new development, wherever possible, link property to existing and/or planned recreational trail networks and circulation routes.
3. Foster a cooperative working relationship with adjacent municipalities, Dane County, regional planning entities, and the State of Wisconsin.
4. Protect and strive to enhance Black Earth Creek.
5. Encourage practices that mitigate potential flooding problems within the Village.

IMPLEMENTATION ACTION ITEMS	Schedule				Responsible Entity
	2021 to 2023	2024 to 2026	2027 to 2029	2030 to 2032	
1. Send a copy of the adopted Comprehensive Plan to the appropriate entities as required by 66.1001(4)(c), Wis. Stats.	X				Village Staff
2. Conduct a thorough review of all land development regulations to ensure they are consistent with the adopted plan and make revisions as necessary.	X				Village Staff; Village Board
3. Conduct a yearly review of the Implementation items outlined in this Plan and identify those that have been completed and those that should become a priority for the following year.	X	X	X	X	Plan Commission

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Implementation involves any action or activity following plan adoption that helps to achieve the vision outlined in this plan.

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HOUSING



One goal of a comprehensive plan is to provide an adequate supply of housing for individuals of all income levels throughout the community. The term housing refers not only to owner-occupied housing but also to rental, cooperative, and condominium ownership arrangements. The term refers not only to single-family detached units but also multi-family units, duplexes, townhouses, manufactured homes, and accessory apartments.

In addition to its importance for social reasons, housing plays a critical role in the state and local economies. It is likely the largest land use in the community and the community's largest capital asset. Housing is also a major source of revenue for local government in the form of property taxes.

Village of Mazomanie residents consistently cite affordable housing as a top reason for choosing to live in the community. The "Mazo 2020" *Village of Mazomanie Economic Positioning Strategy*, adopted in January 2016, identified the need for "landing pad" apartment housing attractive to young talent and linked revitalization of downtown to increased housing downtown. The study also noted that families residing in the Village had expressed the need for housing options that allow them to "age in place" in their chosen community to maintain quality of life in a rural community that has limited offerings for health care and other services needed by seniors.

The first edition of this plan observed that single-family homes dominated the Village housing stock and skewed toward aging units. That remains the case today, with homes built prior to 1940 accounting for nearly a third of the Village stock.

Local housing values had been increasing when the Village developed its comprehensive plan, from below

TABLE 5.1

Occupied Housing Units by Type: Village of Mazomanie
2018 ACS 5-Year Estimates

HOUSING TYPE	ESTIMATED UNITS	PERCENT
Single Family	573	75.3%
Duplex	26	3.4%
Multi-Family	162	21.3%
Mobile home	0	0%
Boat, RV, van, etc.	0	0%
Total Housing Units	761	



EXHIBIT 5.1 William Royston House, Built 1894
Photo by Christopher Long

median values and rent levels for the state in 1990 to above the state median by 2000. The market retreated as the result of the Great Recession of 2008 – 2009 but picked up again in 2012 and has continued to trend steadily higher in the years since, with a sharp move upward in 2020 as COVID 19 caused increased interest in remote-work friendly communities and small-town quality of life. The Zillow online real estate marketplace listed the median home value for single-family homes in Mazomanie as \$261,707 in October 2020.

“This is the most active real estate market I have seen in my 50 years.”

- Focus group participant

TABLE 5.2 Median Home Values (MHV) and Rent Levels
2018 American Community Survey 5-Year Estimates

	VILLAGE OF MAZOMANIE	DANE COUNTY	WISCONSIN
Median Home Value (dollars)	\$186,200	\$252,300	\$173,600
Median Gross Rent (dollars)	\$801	\$1,031	\$837

Vacancy rates were low then and remain so currently, with the local market especially tight for rental housing due to the combination of limited supply and high demand in the Village.

TABLE 5.3 Vacancy Rates: Village of Mazomanie
2018 American Community Survey 5-Year Estimates

	PERCENT
Homeowner vacancy rate	2.7%
Rental vacancy rate	0%

TABLE 5.4 Residential Building Permit Activity in the Village of Mazomanie
State of Cities Data Systems and Capital Area Regional Planning Commission

YEAR	SINGLE-FAMILY UNITS	MULTI-FAMILY UNITS	TOTAL UNITS
1997	8	0	8
1998	7	4	11
1999	7	0	7
2000	5	0	5
2001	3	2	5
2002	2	2	4
2003	3	2	5
2004	4	8	12
2005	10	8	18
2006	11	10	21
2007	6	2	8
2008	3	0	3
2009	7	0	7
2010	6	0	6
2011	1	0	1
2012	1	0	1
2013	3	0	3

YEAR	SINGLE-FAMILY UNITS	MULTI-FAMILY UNITS	TOTAL UNITS
2014	0	0	0
2015	1	0	1
2016	2	0	2
2017	2	0	2
2018	7	2	9
2019	7	2	9

Housing that costs no more than 30 percent of a renter's income is generally considered to be affordable. Income needed to afford the Fair Market Rent (FMR) in Dane County remains extremely high when compared to the statewide data, as shown below:

TABLE 5.5 Fair Market Rent by Number of Bedrooms
HUD 2019

	Efficiency	One Bedroom	Two	Three	Four
Dane County	\$776	\$931	\$1,093	\$1,519	\$1,844
Wisconsin	\$533	\$601	\$774	\$1,026	\$1,147

TABLE 5.6 Income Needed to Afford Fair Market Rent
HUD 2019

	Efficiency	One Bedroom	Two	Three	Four
Dane County	\$31,040	\$37,240	\$43,720	\$60,760	\$73,760
Wisconsin	\$21,320	\$24,040	\$30,960	\$41,040	\$45,880

Assuming that the income needed to afford FMR in the Mazomanie area is comparable to Dane County, and rents are at or above the fair market rate, more than 15 percent of the Village's population is unable to afford an efficiency apartment and more than 25 percent cannot afford a one-bedroom apartment.

The median age in the Village is slightly lower than the State and slightly higher than the County. The community has a population between the ages of 45 and 59, or 20.9 percent, that by 2030 will at or near retirement, necessitating a different level of service and housing. First-time home buyers between the ages of 25 and 34 make up 12.6 percent of the Village population.

TABLE 5.7

Age Structure by Percent of Total
2018 American Community Survey 5-Year Estimates

AGE GROUP	VILLAGE OF MAZOMANIE	DANE COUNTY	WISCONSIN
Under 5 years	5.8%	5.8%	7.3%
5 to 9 years	6.2%	5.7%	7.9%
10 to 14 years	6.4%	5.9%	4.3%
15 to 19 years	6.6%	6.6%	7.4%
20 to 24 years	7.0%	10.6%	4.7%
25 to 34 years	12.6%	15.6%	16.3%
35 to 44 years	12.0%	13.0%	11.6%
45 to 54 years	13.5%	12.3%	14.2%
55 to 59 years	7.4%	6.2%	7.1%
60 to 64 years	6.6%	5.6%	5.8%
65 to 74 years	9.1%	7.7%	7.6%
75 to 84 years	4.7%	3.4%	4.7%
85 years and over	2.2%	1.6%	1.0%

In response to growing demand for more senior housing options, the Village has been considering how best to achieve development of market-priced independent living, clustered housing that provides residents access to shared services.

Plan & Program Update

Dane County Housing Initiative (DCHI)

Established in 2014, DCHI is a public-private partnership of residents, elected officials, financial institutions, housing developers, school districts, private sector employers, local government staff, non-profit housing agencies and interested stakeholders. DCHI works to develop a network of information and resources, facilitate communication and learning, and help build strategies and decision-making capacity to expand housing options in Dane County. DCHI is a program of the Dane County Planning and Development Department. (<https://danehousing.countyofdane.com/>)



EXHIBIT 5.2 Heffron Subdivision, October 2020
Photo by Christopher Long

Community Survey Results

The following is an excerpt from the Village of Mazomanie Public Opinion Survey Report, 2020, conducted and developed by the University of Wisconsin-River Falls Survey Research Center. Refer to Appendix C for the full report.

Key findings:

- » When asked what types of housing are needed in the Village, strong majorities of survey respondents agreed or strongly agreed that there is a need for additional single family housing, and housing options for older citizens (senior condominiums and apartments, assisted living facilities, and nursing homes).

TABLE 5.8 Opinions About the Need for Additional Housing Types in the Village of Mazomanie

HOUSING TYPES	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Senior condominiums and Apartments	296	33%	43%	4%	2%	18%
Single Family Housing	287	26%	48%	5%	1%	20%
Assisted living facilities/Nursing homes	286	26%	39%	9%	3%	23%
Affordable Housing	291	31%	27%	15%	13%	15%
Duplexes and townhouses (2 units)	284	14%	44%	17%	5%	21%
Apartments (3 or more units)	279	15%	30%	24%	10%	22%

TABLE 5.9 Types of Housing Needed in the Village of Mazomanie “Strongly Agree and Agree” Responses: Comparison of 2008-2020 Survey Results

More of the following types of housing are needed in the Village of Mazomanie:	2020	2015
Single Family Housing	74%	65%
Duplexes and Townhomes (2 units)	58%	40%
Apartments (3 or more units)	45%	23%
Senior Condominiums and Apartments	76%	68%
Assisted living facilities/Nursing homes	65%	---
Affordable Housing	58%	64%

Modifications. In 2008, Assisting Living Facilities and Nursing Homes were listed as two separate housing types: assisted living facilities received 68% strongly agree/agree responses and nursing homes received 48% strongly agree/agree responses.

Goals, Objectives, & Policies Update

GOALS

1. To accommodate market demands for housing and to promote housing that will preserve the present character of the Village and not result in excessive public service costs.

OBJECTIVES

1. Encourage a broad range of housing types and densities so that a variety of housing is available to all area residents.
2. Economic development should include affordable worker housing.
3. Recognize the value of existing housing and established neighborhoods, and support rehabilitation efforts, both public and private, while maintaining the historic and cultural values of the community.

POLICIES

1. Except where site design can overcome development limitations, residential subdivision development will be prohibited on soils that are unsuitable for development due to flooding, the seasonal high water table, bedrock close to the surface, erodibility, low bearing capacity and high compressibility.
2. Promote the location of housing in areas that are served by full urban services, including sanitary sewers and public water within convenient access to community facilities, employment centers and to arterial highways.
3. Identify multifamily housing sites on the basis of their potential for providing a safe, attractive, and convenient living environment for the residents. Do not concentrate future multifamily residential development in one or two areas.

Goals, Objectives, & Policies Update

IMPLEMENTATION ACTION ITEMS	Schedule				Responsible Entity
	2021 to 2023	2024 to 2026	2027 to 2029	2030 to 2032	
1. Adopt a local housing policy that encourages any new rental residential development provide a 20% maximum of assisted units as part of the total R-4 zoning area. Assisted units include HUD Section 8, WHEDA, and the Low-Income Tax Credit program.	X	X			Plan Commission; Village Board
2. Review on a case-by-case basis projects that provide housing for special populations to determine if they follow policy and assist the Village in meeting goals.	X	X	X	X	Plan Commission

RECREATION, OPEN SPACE & ENVIRONMENTAL RESOURCES

The Village of Mazomanie is a moderately growing community in Dane County. As the Village continues to expand, additional park areas must be acquired and developed. Recreation planning has become an essential element of long-range community planning and part of a framework for local and regional economic development. Increased leisure time, renewed emphasis on physical fitness, and the need to find relief from the pace of life in urbanizing communities has underlined the need for expanded recreational facilities. In addition, parks serve the valuable function of providing green open space in an increasingly urbanizing environment. As a community grows and densities increase, parks function as the focal point for community aesthetics. They also serve as important habitats for urban wildlife and as laboratories for environmental and conservation education.

Development pressures facing the Village present unique requirements and opportunities for the community to provide a balance of traditional management concepts and the provision of urban-like facilities and services. The desire of the Village to maintain a “small-town character” dictates that development opportunities incorporate open space requirements and that significant land resources be devoted to parks, open space, and recreational facilities. The Village’s parks and open space system (**Map 1**) includes many parks and open space areas with a total of 128 acres.

TABLE 6.1 Recreation Facilities: Village of Mazomanie 2020

PARK/TRAIL	LOCATION	FACILITIES/CHARACTERISTICS	AREA
Lions Park	Intersection of Walter Rd. and West Hudson St.	<ul style="list-style-type: none"> • Three baseball diamonds • Two basketball courts • Two playground areas • Swimming pool • Splash pad • Two restroom facilities • Three shelters (one with own restroom facilities) • Four soccer fields • Kayak/canoe landing • Outdoor amphitheater • Dog park (2021) 	18.0 acres
Walking Iron County Park (Located in Town of Mazomanie)	636 Hudson Rd. (Village Entrance) 6064 Beckman Rd. (Parking Lot Entrance) Segebrecht Rd.	<ul style="list-style-type: none"> • Hiking and bridle trails • Access to snowmobile trails • Picnic area 	288.0 acres

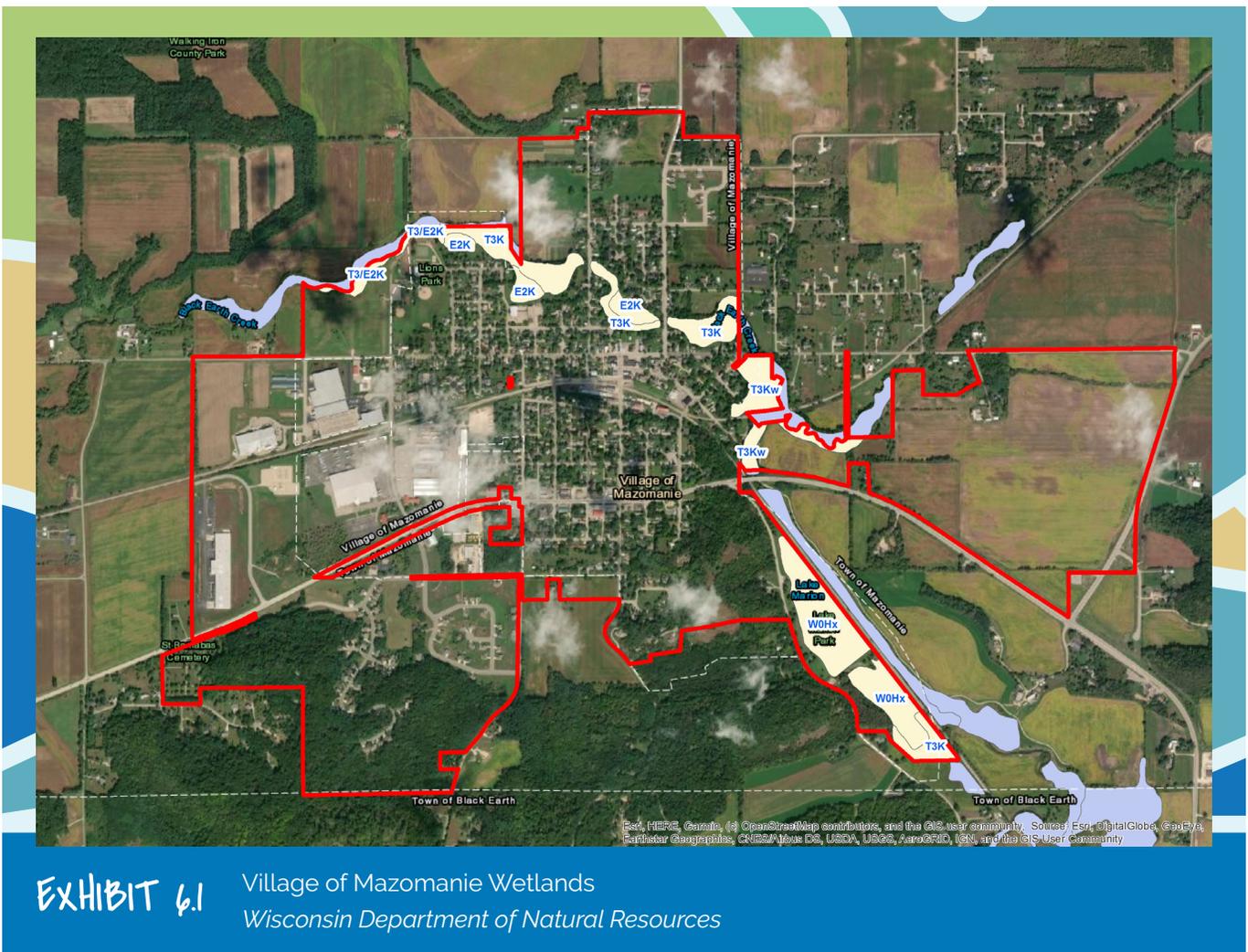
PARK/TRAIL	LOCATION	FACILITIES/CHARACTERISTICS	AREA
Westland Promenade	Downtown adjacent to railroad tracks	<ul style="list-style-type: none"> Picnic area and shelters Benches Lawn area Historical kiosks Walking paths Performing Arts Pavilion 	4.5 acres
Appleby Circle Park	Appleby Circle	<ul style="list-style-type: none"> Picnic tables Playground equipment Bench Slide 	1.3 acres
Lake Marion Park	Highway KP	<ul style="list-style-type: none"> Picnic shelter and tables Handicap-accessible fishing pier Benches 	17.0 acres
Lake Marion Trail	Brodhead St. Downtown to Lake Marion	<ul style="list-style-type: none"> Paved bike/ped trail Three season maintenance No motorized vehicles 	0.5 miles
Wolf Run Trail (Partly in Town of Mazomanie)	Crescent St. Trailhead Downtown to Wisconsin Heights MS/HS School Trailhead	<ul style="list-style-type: none"> Gravel bike/ped trail Seasonal snowmobile use Picnic shelter and tables Benches Fishing access 	2.0 miles
Whitechapel Greenway	E. Whitechapel Street	<ul style="list-style-type: none"> Part of snowmobile trail 	1.6 acres
Eva Wolf Conservancy	Wooded area between Black Earth Creek, Halfway Prairie Creek, Wisconsin & Southern Railroad	<ul style="list-style-type: none"> Undeveloped No public access currently 	6.2 acres
Conservancy Bluff	Adjacent to Lake Marion	<ul style="list-style-type: none"> Open space for scenic viewing Heavily forested with steep slopes 	13.5 acres
Pheasant Ridge Run Park	Pheasant Ridge Subdivision	<ul style="list-style-type: none"> Two playsets Benches 	2.0 acres
Enchanted Forest Conservancy	Enchanted Forest Subdivision	<ul style="list-style-type: none"> Dedicated open space 	22.6 acres

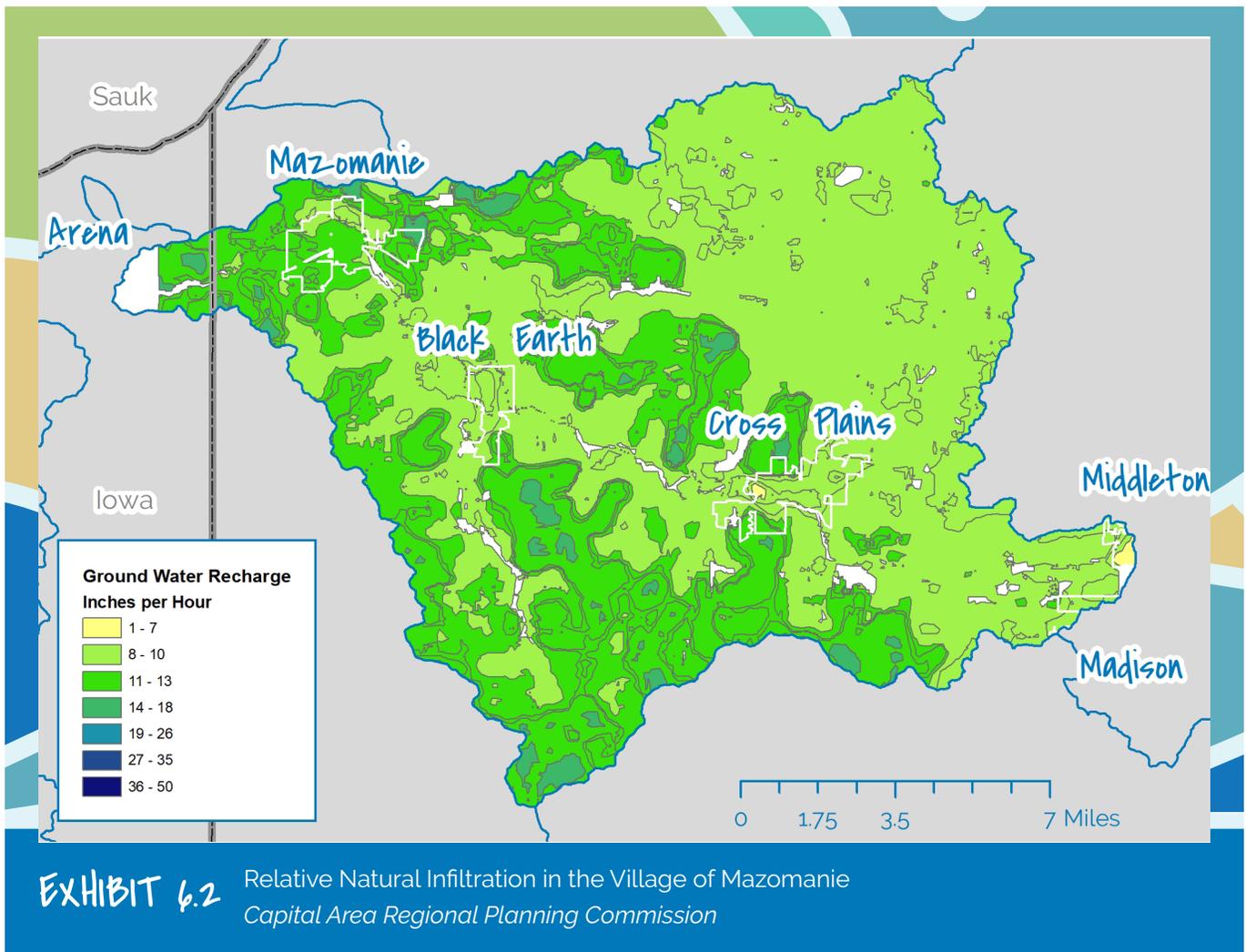
Floodplains & Wetlands

Black Earth Creek (Exhibit 6.2 Relative Natural Infiltration in the Village of Mazomanie) occasionally floods during heavy rain events and during the spring thaw. The Village last experienced major flooding August 21, 2018 when approximately a third of the Village was underwater. There was a moderate flood on March 14, 2019 with 3 street closures and water encroaching on some homes. Due to their limited development potential, floodplains are well suited for natural conservancy areas and passive outdoor recreation uses.

Map 2 Village of Mazomanie Floodplains shows the location of floodplains in the planning area, which are located primarily near Black Earth Creek and its tributaries.

Wetlands serve a variety of critical needs, providing wildlife habitat, holding water to prevent flooding, and protecting water quality. However, wetlands continue to be destroyed and degraded as they are drained and filled for agriculture, development, and roads, and impacted by pollutants. Like floodplains, wetlands can be suitable for natural areas and passive outdoor recreation uses. The Village of Mazomanie includes 72 acres of wetlands, comprising 3.4 percent of its land area (Exhibit 6.1 Village of Mazomanie Wetlands).





Groundwater

Although there are ample groundwater resources for the state as a whole, some portions of the state, including Dane County, are facing concerns about the availability of good quality groundwater for municipal, industrial, agricultural, and domestic use. Groundwater levels are affected by high capacity wells used for municipal water supplies, and by transferring water from one basin to another when wastewater is discharged from one basin to areas other than where the water was drawn. In a 2001 report, the USGS modeled the impact of high capacity wells and development on the groundwater in Dane County. This study found the simulated baseflow of Black Earth Creek to be 10 percent less than the simulated predevelopment baseflow rate. It has been recommended that pumping be moved closer to the Yahara River Chain to reduce the impact on the groundwater-fed streams in the area. The impact of development can also be mitigated through concentrated infiltration and preserving open space in areas with naturally high infiltration. Exhibit 6.2 Relative Natural Infiltration in the Village of Mazomanie represents relative infiltration as it occurs naturally.

Parks & Open Space Planning Standards

This section deals with minimum acreage requirements, and activity, accomplished by assigning a gross acreage requirement for each 1,000 persons in the community. The gross space standards serve as a general guide to the amount of park land and gross open space to be provided.

The previously adopted standard of the Village was 15 acres of park land per thousand residents based on previous Dane County standards. Dane County did not renew or establish any minimum goals for acres per 1,000 persons in subsequent POSPs adopted in 2006, 2012 and 2018. The Village, therefore, has had the option of establishing a standard suited to the Village's specific needs and wants for the future. Consistent with the results of the 2020 Community Survey indicating current community opinion that park space in the Village remains adequate, this plan renews that standard, and uses the Wisconsin DOA 2019 estimate of 1,679 as the base population.

Total acreage needs and supply are reflected in Table 6.2 Existing and Forecast Standard Park Acreage Minimums.

Policy & Program Update

2020 Village of Mazomanie Community Outdoor Recreation Plan (CORP)

Comprehensive Outdoor Recreation Plans (CORP) are required by the Wisconsin Department of Natural Resources in order to be eligible for grant programs, including the development of parks and trails. They must be updated every five years to maintain eligibility. With its proximity to the urban core of Madison, Milwaukee, and metro Chicago, the Village sees the potential to become a recreational hub to the region

TABLE 6.2 Existing and Forecast Standard Park Acreage Minimums

YEAR	POPULATION ESTIMATE	LAND NEEDED (acres)	LAND SUPPLY (acres)	NEW LAND REQUIRED (acres)
2000	1,485	49.6	49.7	-0.1
2008	1,624	54.2	54.2	0.0
2010	1,652	55.2	54.2	0.2
2014	1,664	55.6	54.2	1.4
2019	1,679	56	55.8	0.2
2025	1,780	59.5	55.8	3.7
2030	1,825	61	55.8	5.2

and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling. In the 2020 Village CORP, an attempt has been made in planning Mazomanie's parks to view outdoor recreation facilities as part of a system serving diverse functions for all community members and stakeholders. A park is not a single-use facility serving only limited groups in the community. Rather, there needs to be an emphasis on providing diverse outdoor recreational opportunities for all ages and social groups and to help foster local economic development. In viewing the parks as part of a system, such issues as access, neighborhood aesthetics, and multiple uses of environmental resources are elements of parks and recreation planning.

"Mazo 2020" Village of Mazomanie Economic Positioning Strategy (2016)

This document, adopted by the Village in January 2016 after consultation with major local institutions, presents a clear vision for the community that can help guide public and private decision-making toward a vibrant and sustainable future. Mazo 2020 recognizes the strategic importance of developing new outdoor recreation opportunities to retain residents, attract visitors, and bring new business downtown. It calls for community action to make Mazomanie a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling. Developed after construction of Wolf Run Trail in 2013-2015, Mazo 2020 urges development of additional trails and regional trail connections to Middleton as well as to Great Sauk State Trail and Devil's Lake State Park.

Dane County Parks and Open Space Plan (POSP) 2018-2023

The Dane County Parks and Open Space Plan is intended to identify "significant cultural, historical and natural resources" to be considered for possible protection, preservation, or restoration. The current Dane County POSP, adopted in 2018, pointed out population trends important to planning the future county recreation needs and relevant to the Village's CORP. From 2010-2017, the population in Dane County increased by 36,714 people (+7.52%), which was more than any other county in the state. The City of Madison was estimated to have the fastest proportional change (+7.23%) and the largest numeric change (+16,864 people) in population from 2010-2017 among large cities in Wisconsin. By 2040, the Wisconsin Demographic Service Center projects the population of Dane County to be 606,620*; an increase of approximately 24.3%, one of the highest expected growth rates in the state.

The Plan also identifies countywide recreational needs. The Plan primarily focuses on parks and trails owned by the County. Several of these facilities are located near the Village of Mazomanie. The Dane County POSP recommendations within or near the Village of Mazomanie include:

- » Continue working with Groundswell Conservancy on its identified priority areas within the project boundary, including acquisition of conservation easements from ridge top to ridge top between Cross Plains and Mazomanie.
- » Investigate allowing hunting on county lands adjacent to Wisconsin Department of Natural Resources public hunting grounds where compatible with other park uses.

- » Continue to foster planning of the future Black Earth Creek Trail (formerly known as the Good Neighbor Trail).
- » Prepare a Walking Iron County Park master plan to further investigate how recreation and stewardship activities at this park can be improved and enhanced.
- » Explore expansion of equestrian trails into newly acquired public lands as available and consider possible connection from Walking Iron County Park to the WDNR Lower Wisconsin State Riverway's Blackhawk Ridge equestrian area.
- » Continue to work with Friends groups and Wisconsin DNR on concepts of trail connections to the Lower Wisconsin Riverway.

Middleton to Mazomanie Trail and Mazomanie to Great Sauk State Trail

A long-term vision supported by Dane County is for a regional bicycle-pedestrian trail system connecting major population centers to County park facilities and other trails and allowing winter snowmobile use where appropriate. Two trails are envisioned to connect to the Village of Mazomanie as part of this plan: the Middleton to Mazomanie trail through the Black Earth Creek corridor and the Mazomanie to Great Sauk State Trail, via a Lower Wisconsin State River bridge crossing, and to Devil's Lake State Park. The first constructed Dane County segment, Wolf Run Trail, a two-mile, year-round multiuse recreational trail connecting the Village of Mazomanie to Wisconsin Heights High School, was funded in part by Dane County in partnership with Wolf Run Association, a local community nonprofit organization. In 2016 Dane County Executive Joe Parisi established a \$1 million county fund to support private property agreements for construction of new segments of the trail and in support of regional economic growth.

Dane County is now in active discussion with WDNR, WisDOT, and Wisconsin & Southern Railroad to develop the seven-mile rail corridor from Mazomanie to the Wisconsin River, trackage no longer used for through rail traffic, as a rails-to-trail conversion project sponsored by Dane County as the Walking Iron Trail. The rail corridor passes between the 2300-acre Mazomanie Recreation Area and 835-acre Black Hawk Ridge Area of the Lower Wisconsin State Riverway. In 2019, Sauk and Dane counties co-funded an engineering feasibility study of a new recreational bridge to replace the former rail bridge at Sauk City, dismantled in 2018, in order to connect Great Sauk State Trail and Walking Iron Trail for bike, pedestrian and snowmobile use. The study found the 500-foot span feasible from an engineering standpoint and estimated the total cost of construction at \$8 million.

Recommendations in the POSP for this trail network include:

- » Work with the Gateway to The Driftless regional economic development partnership and other community stakeholders to review existing plan and identify update opportunities.
- » Update trail vision and standards based on input from stakeholders and local units of government.
- » Consider renaming entire Middleton to Mazomanie trail segment to Black Earth Creek Trail to foster seamless identity and renewed planning environment, and

- » Prepare a phased implementation plan that includes land acquisition recommendations.

2019 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP)

The Wisconsin Department of Natural Resources prepares a 5-year outdoor recreation plan that includes significant planning information that is pertinent to the Village plan. This plan also includes valuable survey data pertaining to the amount and trends of outdoor recreation activities occurring across the state and south-central region. The 2019 SCORP survey identified the top five outdoor activities in Wisconsin as walking/hiking, fishing, hunting, bicycling, and camping. In terms of participation frequency, top 10 activities among survey respondents were: picnicking/tailgating/cookout (74%); hiking/walking/running on trails (68%); visiting a beach/beach-walking (65%); bird/wildlife watching at home (55%); swimming in lakes/ponds/rivers (54%); visiting a nature center (52%); motor boating (45%); lake fishing from shore or a pier (40%); bird/wildlife watching away from home (39%); lake fishing from a boat/canoe/kayak and nature photography (tied, 37%). The 2019 SCORP identified the following statewide outdoor recreation needs: places near population centers; trails; water access – shoreline and boat launches; camping opportunities; dog parks and exercise areas, and target shooting ranges. Needs identified for the Southern Gateways region, south-central part of the state and encompasses Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Richland, Rock and Sauk Counties were:

- » ATV/UTV riding
- » Bicycling – bicycle touring/road riding and mountain biking/off-road biking
- » Bird or wildlife watching
- » Camping – developed and primitive
- » Canoeing or kayaking
- » Fishing
- » Gather mushrooms, berries, etc.
- » Hiking, walking, trail running, backpacking
- » Motor boating (inc. waterski/tubing, personal watercraft)
- » Picnicking
- » Snowshoeing
- » Swimming in lakes and rivers

Western Coulees and Ridges Master Planning

WDNR owns or holds easements on more than 35,000 acres along trout and smallmouth bass streams in the Driftless Area. The department is conducting master planning at the regional level based on Ecological Landscapes. The Village of Mazomanie and its environs are part of the designated Western Coulees and Ridges eco-region. Master planning for this region, replacing the previous Driftless Area Streams Master Planning program, was scheduled by the agency to be one of the next regions planned but is likely to be delayed due to restrictions on field work as WDNR reevaluates work priorities and schedules in response to COVID-19. The WDNR's River Planning Grant program is a potential source of funding to the Village to develop a comprehensive, long term outdoor recreation development plan that would encompass lower Black Earth

Creek, Lake Marion, the regional trails, Lions Park, Walking Iron Park, etc., and create opportunities for project partnerships with WDNR, Dane County, and other sources of grant funding.

Lower Wisconsin State Riverway Master Planning

The Lower Wisconsin State Riverway (LWSR) stretches along the Wisconsin River from Prairie du Sac to the Mississippi River. The property includes miles of river shoreline and sandbars, and also includes acres of prairies, bluffs, woodlands, and wetlands. The Black Hawk Ridge, Ferry Bluff, Mazomanie, and Arena & Cassel Prairie units are included. Recreation opportunities range from hunting, trapping, and fishing to canoeing, kayaking, sandbar camping, bird watching, and berry picking. The department's master planning process focuses on the approximately 45,000 acres owned by the WDNR. The 2016 update to the master plan includes concepts--all supported by the Village of Mazomanie--for an enhanced trail network on state lands between the Village and the river and a riverside day use area in the Mazo Beach area; improvements to the Arena Boat landing serving paddlers, and further evaluation of an equestrian route envisioned to connect Blackhawk and Walking Iron County Park as well as a proposed target shooting range on LWSR land.

Great Sauk State Trail

The Great Sauk State Trail is the most prominent investment in outdoor recreation for all of Sauk County. In 2007, the Sauk County Board of Supervisors first pledged their support of a multi-use trail through the Villages of Sauk City and Prairie du Sac. It took another seven years before the next resolution passed, this time authorizing an Intergovernmental Agreement creating a trail development commission. The expansion of the trail has progressed at a rapid pace but still cannot keep up with the demand to see the Great Sauk State Trail bisect the entirety of Sauk County. To date, over \$3.25 million has been allocated for the trail. Funding has been provided from traditional State and local agencies along with over \$650,000 from the Friends of the Great Sauk State Trail and another \$560,000 from proceeds of the sales of salvaged trail material. The current trail system in Sauk County is comprised of two segments. On October 19, 2017, the first segment of the Great Sauk State Trail was officially opened. The Prairie du Sac | Sauk City Segment (5.17 miles) begins at the southern boundary of the former Badger Army Ammunition Plant, traverses downtown Prairie du Sac, continues through Sauk City and concludes at the site of the proposed Wisconsin River Recreation Bridge to Walking Iron Trail in Dane County discussed above. This segment represents an urban section of trail that can coincide with downtown place-making and economic development initiatives. Just over one year later, on October 26, 2018, the second segment of the Great Sauk State Trail, the Badger Segment, was opened. The Badger Segment (6.75 miles) begins just south of Devil's Lake State Park and concludes at the southern boundary of the former Badger Army Ammunition Plant. Construction will begin on the expansion of this segment through what is known as the Wye, a portion of rail line that was used to transfer loads moving from north to south. Once complete through the Wye, the Great Sauk State Trail will be at the foot of Devils Lake State Park, ensuring a huge bump in usage.

Community Survey Results

The following is an excerpt from the Village of Mazomanie Public Opinion Survey Report, 2020, conducted and developed by the University of Wisconsin-River Falls Survey Research Center. Refer to Appendix C for the full report.

Quality of Life

- » The top reasons Village of Mazomanie respondents give for choosing to live in the Village are the rural, small-town atmosphere, to be near family and friends, affordable housing, being close to Madison, and the natural beauty of the area.
- » Seventy-eight percent of respondents rate the overall quality of life in the Village of Mazomanie as good (63%) or excellent (15%).

Recreation

- » When asked to identify the recreational activities in which members of their household engaged, the most popular activities chosen by respondents were running or walking.
- » Eight in ten respondents said they agreed or strongly agreed that the Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.
- » More than three-fourths of respondents (78%) believe the number of parks and the amount of open space in the Village is about right. When respondents were asked what areas of the Village, if any, need more parks and open space areas, a substantial minority of respondents (38%) believe that the Village doesn't need more parks or open space.

Natural Resources

- » Most Mazomanie respondents place a very high level of importance on the protection of groundwater and surface water (at least 90% rated the protection of these two resources as very important or important).

Goals, Objectives, & Policies Update

GOALS

1. To provide adequate permanent open space throughout the Village for outdoor recreation, environmental protection, and to provide better pedestrian, bicycle, and vehicular access to all parks and recreation facilities.
2. To take full advantage of the Village's abundance of natural resources as a basis for sustainable growth and continued quality of life, realizing that these are for the most part finite and irreplaceable assets.
3. To recognize the natural environment of the Black Earth Creek watershed and ensure that the health and stability of this resource system is maintained.

OBJECTIVES

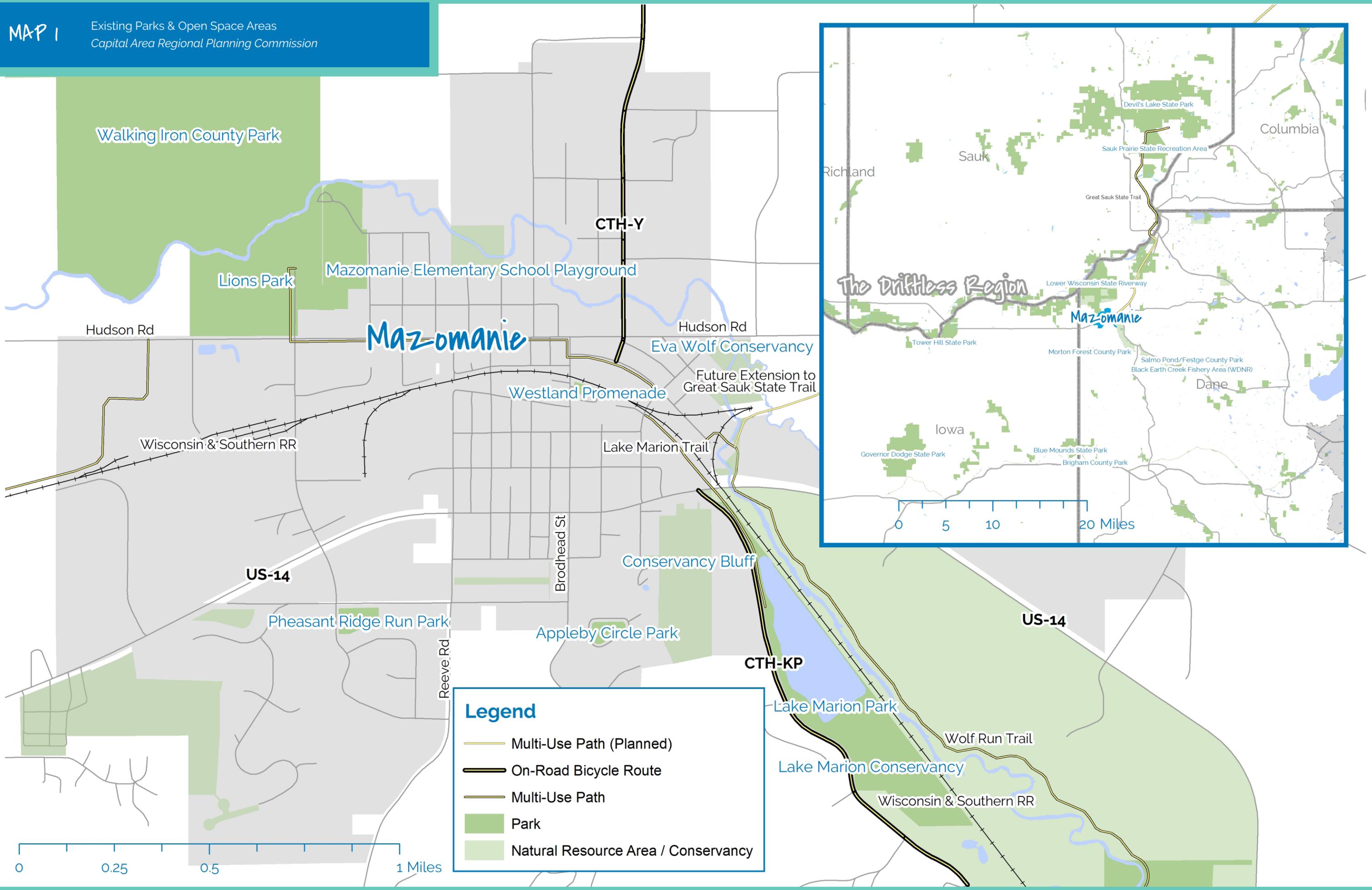
1. Provide park areas and recreation facilities which meet the needs of the community and are accessible to all residents.
2. Act to become a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, equestrian, camping, cross country skiing, and snowmobiling.
3. Guide the location and design of urban development in order to prevent potential adverse impacts on the quality of ground and surface waters, especially Black Earth Creek.
4. Preserve the role of wetlands and woodlands as essential components of the hydrologic system as well as valuable wildlife habitat.
5. Protect floodplain and bluff areas throughout the Village and emphasize their value to the community as potential focal points of natural beauty and recreation.
6. Create a central greenspace and conservancy corridor which works to preserve Lake Marion, Black Earth Creek, and the recreational trails.
7. Increase public access to Black Earth Creek and attempt to make connections on both sides of the Creek.

POLICIES

1. Participate in county, state, and federal grant programs for parks and open space and update the Village's Community Outdoor Recreation Plan (CORP) every five years.
2. Work with other communities to develop the regional four-season, multiuse outdoor trail envisioned from Middleton to Mazomanie and Mazomanie to Devil's Lake to improve quality of life for residents and foster downtown revitalization.

3. Incorporate natural drainage patterns and stormwater detention measures in the design of urban development to minimize pollutants before they enter surface waters.
4. The location and size of park and open space sites should correspond to recommendations of the Outdoor Recreation Plan and Future Land Use Map.
5. Require dedication of park land or fees-in-lieu-of dedication in new subdivisions consistent with the Future Land Use Map.
6. Do not approve development in areas designated as environmental corridors on the Future Utilities map, except for public infrastructure and park facilities.
7. Work with other communities on mitigating flooding and flood damage in the Black Earth Creek Watershed.

IMPLEMENTATION ACTION ITEMS	Schedule				Responsible Entity
	2021 to 2023	2024 to 2026	2027 to 2029	2030 to 2032	
1. Implement the Village's CORP recommended actions for parks and open space development and update the Plan every five years.	X	X	X	X	Parks & Recreation Committee
2. Pursue funding from county, state, and federal grant programs for parks and outdoor recreation planning and infrastructure development projects.	X	X	X	X	Parks & Recreation Committee
3. Participate with other local communities and the Capital Area Regional Planning Commission (CARPC) to mitigate flooding in the Black Earth Creek Watershed.	X	X	X	X	Village Board
4. Prepare a stormwater management plan and provisions for the Village, including water quality protection measures. Require that new development efficiently and appropriately handle stormwater.	X	X	X	X	Utilities Commission; Village Engineer; Village Board



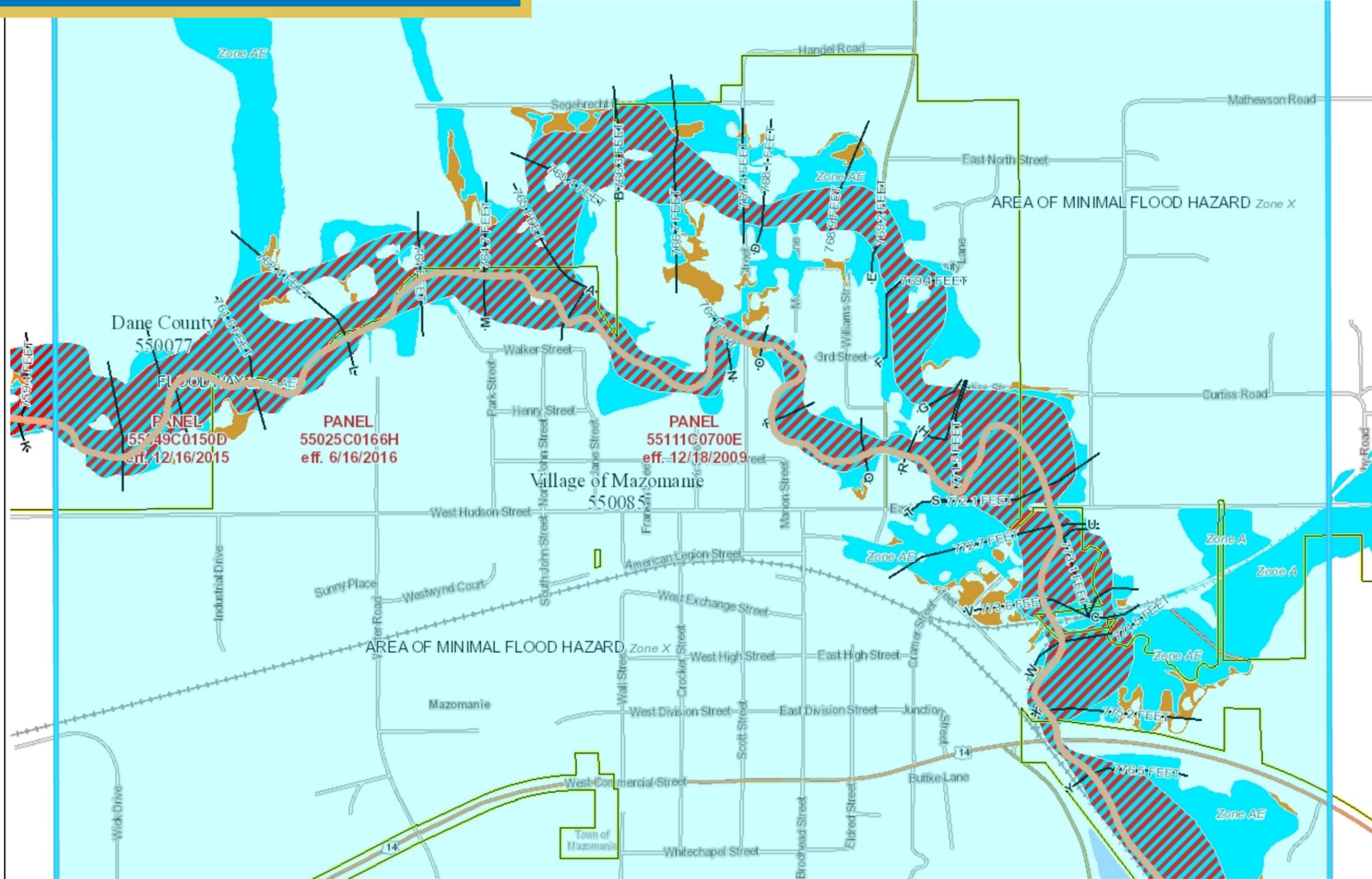
Legend

-  Multi-Use Path (Planned)
-  On-Road Bicycle Route
-  Multi-Use Path
-  Park
-  Natural Resource Area / Conservancy

0 0.25 0.5 1 Miles

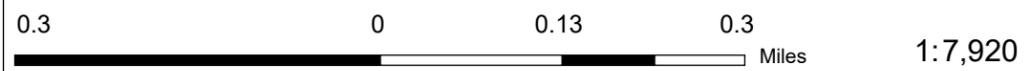
0 5 10 20 Miles

Village of Mazomanie Floodplain



Legend

- Floodplain Analysis Lines**
 - Other
 - Flood Insurance Study
 - Letter of Map Revision
 - Case By Case Analysis
 - Bridge
- Floodplain Analysis Points**
 - Other
 - Flood Insurance Study
 - Letter of Map Revision
 - Case By Case Analysis
 - Bridge
- Cross Sections**
- Floodplains**
 - Flood Fringe
 - Floodway
- FIRM Panels**
- Cross-Sections**
- Political Jurisdictions**
- Flood Hazard Boundaries**
 - Other Boundaries
 - Limit Lines
 - SFHA / Flood Zone Boundary
- Flood Hazard Zones**
 - 1% Annual Chance Flood Hazard
 - Regulatory Floodway
 - Special Floodway
 - Area of Undetermined Flood Hazard
 - 0.2% Annual Chance Flood Hazard
 - Future Conditions 1% Annual Chance Flood Hazard
 - Area with Reduced Risk Due to Levee
- Municipality**
- State Boundaries**
- County Boundaries**
- Major Roads**
 - Interstate Highway
 - State Highway
 - US Highway
- County and Local Roads**
 - County HWY
 - Local Road
- Railroads**
- Tribal Lands**
- Rivers and Streams**



1:7,920

NAD_1983_HARN_Wisconsin_TM

DISCLAIMER: The information shown on these maps has been obtained from various sources, and are of varying age, reliability and resolution. These maps are not intended to be used for navigation, nor are these maps an authoritative source of information about legal land ownership or public access. No warranty, expressed or implied, is made regarding accuracy, applicability for a particular use, completeness, or legality of the information depicted on this map. For more information, see the DNR Legal Notices web page: <http://dnr.wi.gov/legal/>

Notes

CULTURAL RESOURCES



The Milwaukee & Mississippi Railroad established the Village of Mazomanie in July 1855 for the purpose of developing a regional rail operations and agricultural commerce center. By the time the first train arrived in 1856, the Village contained more than 80 buildings, and 20 years later had grown to be the second largest municipality in Dane County.

The National and State Register of Historic Places gives honorary recognition to places that retain their historic character and are important to understanding local, state, or national history. These are official listings of properties that are worthy of preservation or significant to Wisconsin's heritage. The Village is fortunate to have a Downtown Historic District listed on the National Register of Historic Places. There are 29 buildings within the District, with the oldest building dating back to the 1850s. Most of the buildings are of commercial vernacular styles. The Mazomanie Railroad Depot is one of the oldest surviving wood-framed depots in the state.

The Wisconsin Architecture & History Inventory is a collection of information on historic buildings, structures, sites, objects, and historic districts that illustrate Wisconsin's unique history. The database is maintained by the Wisconsin Historical Society and is comprised of written text and photographs of each property, which document the property's architecture and history. Most properties become part of the Inventory as a result of a systematic architectural and historical survey, and inclusion in this inventory conveys no special status, rights, or benefits to owners of these properties. These sites are in addition to those on the National and State Register of Historic Places. The Village of Mazomanie has 154 sites listed in the Architecture & History Inventory.

Cultural Resources

A. Gandy Dancer Festival is an annual summer daylong celebration downtown of the rail history of the Village with live bluegrass music and food. The Mazomanie Charitable Alliance presents the event with public and private funding.

B. Wild West Days is an annual three-day weekend family event at the Village's Lions Park featuring carnival rides, live music, food, beer tent, petting zoo, horseshoe tournament, fireworks, tractor pull, demolition derby, and helicopter rides. The Wild West Days Association is the organizer of the event sponsored by local businesses that is a fundraiser for local nonprofit organizations.

C. Mazomanie Music Conservancy is a local, not-for-profit organization of local musicians and music fans formed in 2010 to promote live music performance in the community. The donor-supported group hosts free community concert series throughout the year featuring area folk and country musicians at the Village's Community Center and Lake Marion Park. The group also operates WISY, a low-power community radio station broadcasting at 92.5 FM and online that features a wide range of musical genres.



EXHIBIT 7.1 Bird's Eye View of Mazomanie ca. 1875
 Wisconsin Historical Society Collection

D. Westland Promenade downtown at the Brodhead Street rail crossing is a Village parks facility that features shelters and picnic tables and an open-air performing arts pavilion designed by the Taliesin School of Architecture and built in 2019. The Promenade is open to the public and also available for fee-based activities.

E. Mazomanie Free Library. The mission of the local public library, located at 102 Brodhead St., is to serve all by providing materials and services to meet their educational, recreational and informational needs.

F. Mazomanie Community Building, located at 9 Brodhead St. and owned and operated by the Villlage, can accommodate a variety of uses and includes a stage, hall and kitchen in addition to small meeting rooms.

G. July 4 Annual Celebration at Lions Park features food, music, games, and a fireworks display at dusk.

H. Wisconsin Heights Players is a community theater group with a variety of programs for various ages. It is organized by local volunteers who work to bring theater experience to the community.

I. **Iron Horse Band** is a community band playing swing, jazz, military marches, pop, and show tunes. Concerts are performed throughout the area during the summer and at an annual winter concert.

Policy & Program Update

Historic Preservation Ordinance (1996)

The stated policy of the Village is the protection, enhancement, perpetuation, and use of improvements or sites of special character or special architectural or historic interest or value, is a public necessity and is required in the interest of the health, prosperity, safety and welfare of the people. The stated purpose of the ordinance is to:

- » Effect and accomplish the protection, enhancement, and perpetuation of such improvements, sites and districts which represent or reflect elements of the Village's cultural, social, economic, political, and architectural history
- » Safeguard the Village's historic and cultural heritage, as embodied and reflected in such historic structures, sites, and districts
- » Foster civic pride in the notable accomplishments of the past
- » Stabilize and improve property values
- » Strengthen the economy of the Village
- » Protect and enhance the Village's attractions to residents, tourists, and visitors and serve as a support and stimulus to business and industry
- » Improve and enhance the visual and aesthetic character of the Village
- » Promote the use of historic districts and landmarks for the education, pleasure, and welfare of the people of the Village
- » Educate the public regarding the need and desirability of the Village's historic preservation program and its enhancement of the quality of life.

Historic Preservation Plan (1996)

The plan's stated multiple rationale and benefits to be derived from historic preservation include:

- » **Sense of place.** Perhaps the most important rationale is the desire of the community to regain and protect a "sense of place." Much of the American landscape has gone the way of billboards, standardized housing projects, franchise businesses and other indistinguishable building projects. Many of the features that distinguish one community from another have been lost to new construction, destruction, and remodeling. The uniqueness of our community or those things that make downtown Mazomanie what it is must be protected. The buildings and landmarks within the Downtown Historic District provide us with our "sense of place" or belonging.
- » **Economic benefit.** Preservation can be a significant economic benefit. As more people are placing a value on uniqueness and ties with our various heritages, business and property owners are realizing clear financial advantages in maintaining and protecting historic structures. Americans are searching

out those places that can provide a connection to the past. The Downtown Historic District is a drawing card to shoppers and tourists. Furthermore, changes in tax regulations as embodied in the Economic Recovery Tax Act of 1981 provide financial incentives for preserving historic buildings and sites. Also, rehabilitation of old buildings is often more economical than building anew.

- » **Resource conservation.** Preservation of older buildings and districts is one of the most cost-effective ways of conserving resources. Frequently, the quality of construction in older buildings cannot be matched by newer construction practices. Extending the life of these older buildings not only retains the quality built into them but also reduces our reliance on new materials.
- » **Individual accomplishment.** Finally, one of the most rewarding rationales for preservation is the fostering or awakening of community pride as individuals become involved in projects to save their heritage. In Mazomanie, individuals who have already participated in preservation either through the protection and maintenance of individual sites or through participation in various committees have derived a feeling of pride and accomplishment in contributing to the community in a manner which may be handed down to future generations. Many residents have a strong personal commitment to preserving values which are symbolized in the structures we have built.

“Mazo 2020” Village of Mazomanie Economic Positioning Strategy (2016)

This document, adopted by the Village in January 2016 after consultation with major local institutions, presents a clear vision for the community that can help guide public and private decision-making toward a vibrant and sustainable future. It recognizes the Village as an authentic small town located in Wisconsin's fastest-growing county and thus ideally located to become a vibrant “gateway” community connecting the expanding urban core with the rich heritage, abundant natural resources, and quality of life of the Driftless region of southwest Wisconsin. A key topic identified was the historic but disconnected downtown, described as a “movie set with no movie,” and the problem of new shops failing to thrive despite a program of historic preservation and renovation of downtown buildings. Recommendations focused on developing public-private sector partnerships to add affordable housing and new shops and restaurants downtown, working with the local arts community to make the Village an “Americana Music” destination, and connecting with the area's large agricultural base to grow the farm market concept in a central destination.

Community Survey Results

The following is an excerpt from the Village of Mazomanie Public Opinion Survey Report, 2020, conducted and developed by the University of Wisconsin-River Falls Survey Research Center. Refer to Appendix C for the full report.

- » The top reasons Village of Mazomanie respondents give for choosing to live in the Village are the rural, small-town atmosphere, to be near family and friends, affordable housing, being close to Madison, and the natural beauty of the area.
- » Seventy-eight percent of respondents rate the overall quality of life in the Village of Mazomanie as good (63%) or excellent (15%).

- » Eighty-five percent of survey respondents agreed or strongly agreed that downtown revitalization is key for local economic development. Two-thirds agreed/strongly agreed that outdoor recreation opportunities are key to the Village of Mazomanie's future development. One-half of the survey respondents believe the essence of the Village has been tied to agriculture and the railroad and these should be the pillars of future development. About one-quarter of the respondents said the Village should develop the infrastructure to be an Americana Music destination.
- » Longer-term residents of the Village (10+ years) were more likely to agree that the Village should focus on being a business-friendly community. Shorter-term residents (10 years or less) were more likely to agree that the key for local economic development is downtown revitalization.
- » Respondents under the age of 45 were more likely to agree that outdoor recreation opportunities are key to the Village's future development.
- » Respondents with at least a bachelor's degree were more likely to agree that the Village should become a recreational hub for the region. Respondents with less than a bachelor's degree were more likely to agree that the essence of the Village has been tied to agriculture and the railroad and these should be the pillars for future development.

Goals, Objectives, & Policies Update

GOALS

1. Protect and preserve the Village's historic and archaeological resources.
2. Capitalize on the area's rich heritage by expanding opportunities for tourism linked to the Village's history as a regional rail and agricultural commerce center.
3. Make the community a destination for "Americana Music" and the arts and a farm-to-table food venue.

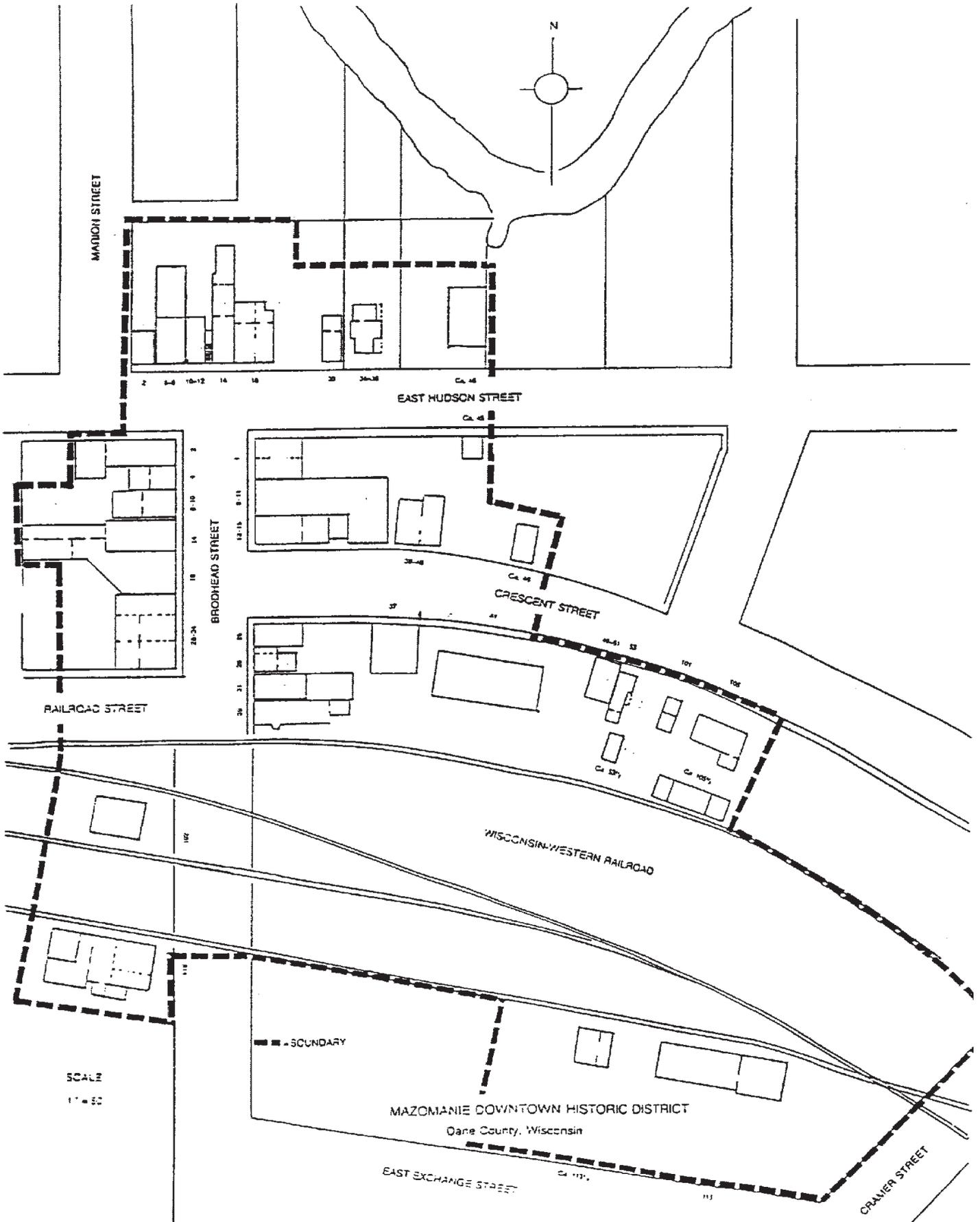
OBJECTIVES

1. Develop capacity to institute and manage a heritage tourism effort.
2. Develop local active bluegrass and folk music venues and signature events.
3. Develop the farm market concept in a central destination.
4. Maintain and expand the historic, cultural, aesthetic, and architectural values of the community.

POLICIES

1. Implement relevant priority recommendations of Mazo 2020 Economic Positioning Strategy.
2. Create policies which will serve to protect and manage cultural and historic resources in order to perpetuate Village history and heritage resources in order to perpetuate Village history and heritage and also support sustainable long-term community growth.
3. Support community-based agricultural activities.
4. Support community-based music, art, and theater activities.

IMPLEMENTATION ACTION ITEMS	Schedule				Responsible Entity
	2021 to 2023	2024 to 2026	2027 to 2029	2030 to 2032	
1. Continue efforts to preserve identified historic and culturally significant neighborhoods, buildings, and landmarks.	X	X	X	X	Village Staff, Village Board, and Historic Preservation Commission
2. Develop potential local music and food events and venues with community groups and private sector/entrepreneurs.	X	X	X	X	Village Staff, Village Board, and Mazo 2020 Committee



LAND USE



In developing the first edition of this plan many aspects of land use were analyzed with an eye toward developing a future land use plan that made sense for the Village. Existing land development patterns were considered along with the existence of any so-called "brownfield" sites. Local real estate forces were also used in creating the future land use map and supporting goals, objectives, and policies. This update to the plan is intended to reflect any significant changes in existing land use, land supply and demand, current conditions, community opinion and vision, and supporting goals, policies, and objectives since then.

Existing and Projected Land Use

When the Village adopted its first comprehensive plan it had completed some long-term planning for growth on the east side, which was to include residential and commercial use and a variety of residential lot size and types to accommodate a large range of incomes, price points, and household types. The envisioned new neighborhood was expected to provide housing for the substantial job growth forecast in the Village's business park during the 20-year plan period.

As discussed elsewhere in this update to the first edition, the global economic recession of 2008 and 2009, and its impact on the local economy and businesses, rendered that planning vision overly optimistic and the anticipated east side development has not occurred. The Village currently anticipates that growth in employment and population forecast for the remaining plan period (see Plan-Based Forecast Update, page 9) can be accommodated by new housing in existing subdivisions, property redevelopment downtown, and development of vacant land within and around the Village where municipal services could be provided cost-effectively. There are no current plans for development of the east side neighborhood.

The "*Mazo 2020*" *Village of Mazomanie Economic Positioning Strategy*, adopted in January 2016, recommended increased housing downtown in support of revitalizing the old downtown area and adding a mix of downtown business uses to provide both community services for residents and workers and help develop the Village as a regional visitor destination. The Village anticipates that its business park can accommodate forecast job growth for the remaining plan period.

The areas identified on the future land use map as planned residential accommodate parcels that are already platted in existing subdivisions. These parcels are currently vacant but will be developed as residential in coming years,

The existing and future land use maps included in this plan update incorporate revised flood plain information issued in 2016 by the U.S. Federal Emergency Management Administration (FEMA).

TABLE 8.1

Observed Land Use Changes: 2005 to 2020
Capital Area Regional Planning Commission

Land Use Type	2005 Land Use (acres)	2020 Land Use (acres)	% Change 2005 to 2020
Commercial	15.7	31.1	98.3%
Industrial/Manufacturing	52.6	112.2	113.4%
Institutional/Governmental	4.7	9.9	110.8%
Recreation	57.9	92.5	59.7%
Single-Family Housing	195.5	201.8	3.2%
Duplexes and Townhomes (2 units)	4.7	8.4	78.5%
Apartments (3 or more units)	8.4	8.1	-3.8%
<i>Residential Subtotal</i>	<i>208.6</i>	<i>218.3</i>	<i>4.6%</i>
<i>Developed Area Subtotal</i>	<i>561.9</i>	<i>640.4</i>	<i>14.0%</i>
Agriculture	141.7	222.5	57.0%
Transportation, Communications and Utilities	145.2	176.3	21.4%
Open Land	99.9	120.9	21.0%
Water	31.5	33.0	4.8%
Woodlands	85.0	121.3	42.7%
Other	77.2	-	-
<i>Undeveloped Area Subtotal</i>	<i>326.6</i>	<i>464.7</i>	<i>42.3%</i>
Total Area	920.1	1,138.1	23.7%

TABLE 8.2**Projected Future Land Use Changes: 2020 to 2050***Capital Area Regional Planning Commission*

Land Use Type	2020 Land Use (acres)	2035 Land Use (Estimated Acres)	% Change 2020 to 2035	2050 Land Use (Estimated Acres)	% Change 2035 to 2050
Commercial	31.1	42.9	37.8%	54.7	27.5%
Industrial/Manufacturing	112.2	154.6	37.8%	197.0	27.5%
Institutional/Governmental	9.9	11.1	12.0%	12.3	10.7%
Recreation	92.5	103.6	12.0%	114.7	10.7%
Residential	218.3	256.7	17.6%	294.8	14.8%
Transportation, Communications and Utilities	176.3	243.3	38.0%	288.0	18.4%
Total Developed Area	640.4	812.1	26.8%	961.4	18.4%

Community Survey Results

The following is an excerpt from the Village of Mazomanie Public Opinion Survey Report, 2020, conducted and developed by the University of Wisconsin-River Falls Survey Research Center. Refer to Appendix C for the full report.

TABLE 8.3 Non-Residential Development Should Be Located:
Comparison of 2008-2020 Survey Results

<i>Where should additional non-residential development be located?</i>	2020	2008
Industrial Park	68%	51%
Highway 14	52%	59%
Downtown	44%	46%
I do not support additional non-residential development.	6%	15%

TABLE 8.4 Types of New Growth in the Village “Very Satisfied and Satisfied” Responses:
Comparison of 2008-2020 Survey Results

<i>How satisfied are you with the following types of new growth in the Village?</i>	2020	2008
Residential	64%	69%
Industrial development	61%	55%
Commercial along highway	53%	68%
Commercial downtown	24%	50%

TABLE 8.5 Number of Parks and Open Space Areas in the Village:
Comparison of 2008-2020 Survey Results

<i>How do you feel about the number of parks and open space areas in the Village?</i>	2020	2015
Too Few	10%	24%
About Right	78%	75%
Too Many	3%	0%
No Opinion	9%	----

This question was not included in the 2008 survey. “No Opinion” was added to the 2020 survey.

Goals, Objectives, & Policies Update

GOALS

1. Establish new residential development that protects the Village's rural character and preserves its heritage as an authentic small town where people can live, work, and play.
2. Promote land uses and densities that result in efficient development patterns.

OBJECTIVES

General

1. Encourage a balance of future land uses which encourage long term sustainability.

Residential

1. Develop future residential at density levels which both maintain the Village character and promote efficient use of land.
2. Ensure that future residential developments function for a variety of potential users and for a variety of transportation options.
3. Provide sufficient housing opportunities for existing and future residents as the commercial and industrial opportunities expand.

Commercial

1. Encourage cohesive commercial development which links different retail nodes.
2. Create a commercial environment with common aesthetic qualities.

Industrial

1. Integrate industrial development into the fabric of the Village in a manner which minimizes negative externalities on all land uses.

POLICIES

General

1. Require development to locate within areas designated on the Future Land Use Map for that specific land use.
2. Prohibit development within areas designated as Park and Open Space. The non-buildable portion of parcels may be included in floodplain or steep slope areas.

Residential

1. A mix of average-sized lots and smaller-sized lots should be encouraged in each larger subdivision. Encourage use of the R-2 zoning district to make single-family development more affordable by providing for small-lot, single-family (8,700 square feet). Small portions of residential areas should be reserved for R-2 zoning.
2. Low-density residential development (one to five units per acre) located adjacent to more intensive land uses (such as multi-family or commercial development) should utilize design which integrates the uses while minimizing negative impacts on the neighborhood.
3. Medium-density residential developments having a density of six to nine housing units per acre should include two-family, rental or single-family attached (zero lot line) developments.
4. High-density residential development, usually apartment or townhouse housing, should have a density of 9 to 15 housing units/acre. In most cases, developments at densities of more than 12 housing units/acre are one-bedroom units for persons age 55 or older.
5. Use site plan approval for all buildings in the R-4 district so that no building permits will be granted until a site plan is approved. This process assures that all new multifamily developments will be treated equally with an emphasis on site design to fully address density, landscaping, drainage, traffic, parking and open space issues.
6. Discourage the development of un-sewered subdivisions (5 or more lots) in the 1 1/2 mile extraterritorial jurisdictional area of Mazomanie that are not consistent with town land use plans.

Commercial

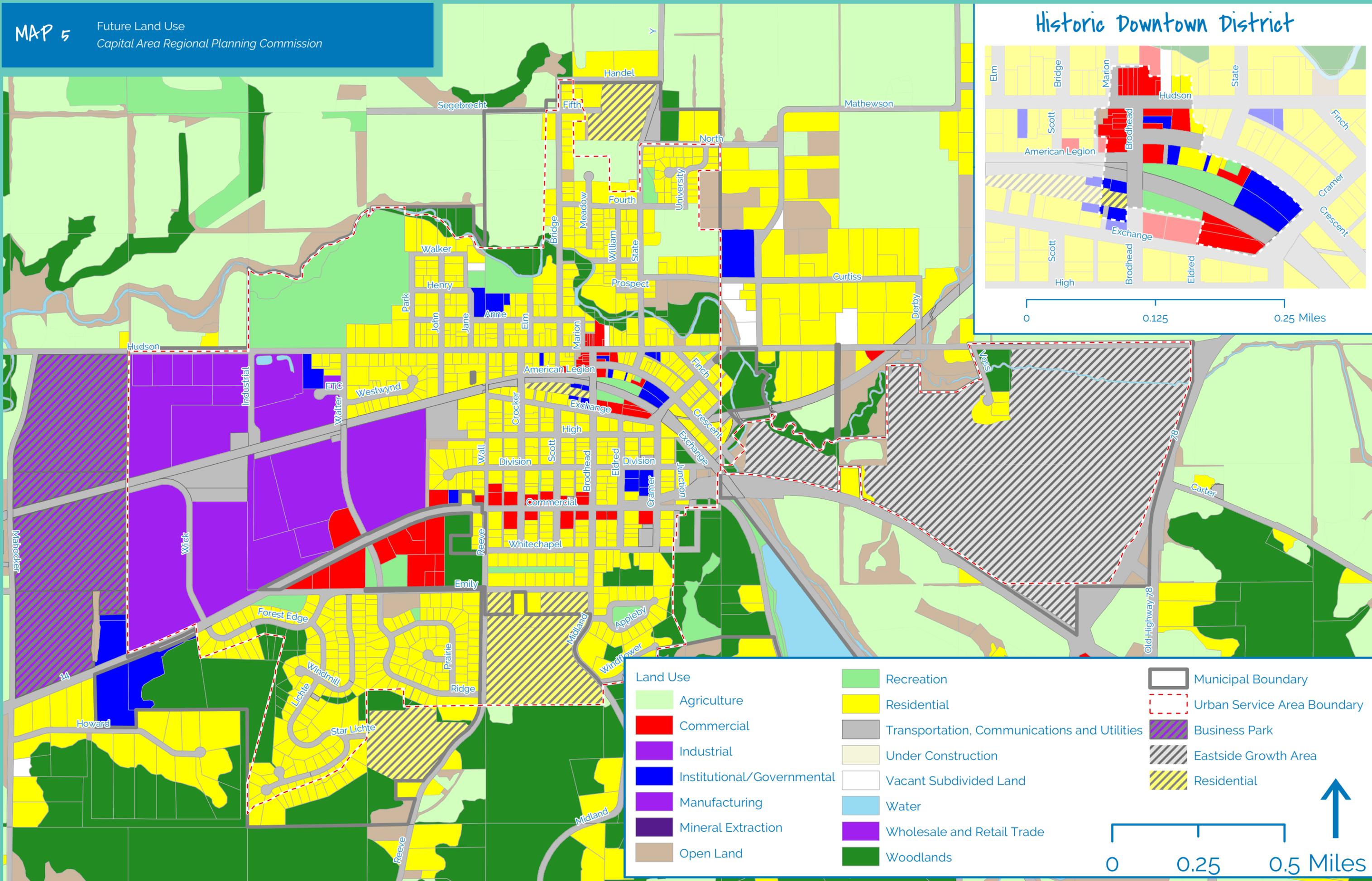
1. Require all new commercial development to be subject to design review, which addresses on-site traffic, parking, landscaping, drainage and lighting.
2. Continue to follow the historic design theme for the downtown district.
3. Encourage "heavy" non-retail commercial uses, which are not dependent on visual exposure or direct access to the highway, to locate on a site adequately screened from other land uses.
4. Use site plan approval for commercial zoning districts to improve design along USH 14 and Brodhead Street. Site planning requirements include highway access control, parking lot landscaping and site design review.

Industrial

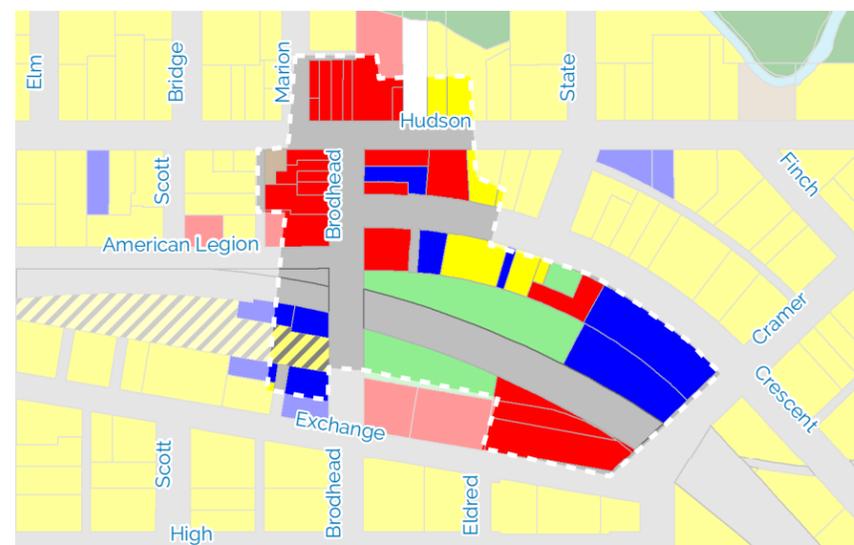
1. The periphery of future industrial areas adjacent to currently existing residential or commercial areas should be screened to provide quality aesthetics and avoid audio nuisances.

Goals, Objectives, & Policies Update

IMPLEMENTATION ACTION ITEMS	Schedule				Responsible Entity
	2021 to 2023	2024 to 2026	2027 to 2029	2030 to 2032	
Establish a process for site plan and design review within the Village. The Plan Commission shall review and make a recommendation to the Village Board for all new R-4 development as a condition of receiving their permit. Likewise, all new commercial development must undergo and pass design review as a condition of receiving their permit.	X	X	X	X	Plan Commission



Historic Downtown District



0 0.125 0.25 Miles

Agriculture	Residential	Recreation	Municipal Boundary
Commercial	Transportation, Communications and Utilities	Wholesale and Retail Trade	Urban Service Area Boundary
Industrial	Under Construction	Woodlands	Business Park
Institutional/Governmental	Vacant Subdivided Land		Eastside Growth Area
Manufacturing	Water		Residential
Mineral Extraction			
Open Land			

0 0.25 0.5 Miles



ECONOMIC DEVELOPMENT



The economic development element of a comprehensive plan explores the relationship between economic activity and land use. Through the vision, goals, and objectives of this element, the community establishes guidelines for making decisions about where economic activity may occur, what types of economic activity are acceptable within the community, what constraints should be imposed on economic activity for the benefit of the community, and how the community should be involved in promoting development of appropriate types of economic activity.

The Village of Mazomanie has a distinctive heritage as a master plan-driven community from inception. First platted by the Milwaukee & Mississippi Rail Company in 1855, the community was literally built from the ground up as a regional operations and economic center by the railroad then building its transcontinental link from Milwaukee to the Mississippi River. The rail company gave the new community the name Mazomanie, after a native American chief that translated means “Iron Horse” or “Iron that Walks.” From its commercial beginning, Mazomanie was envisioned as a regional economic hub where people could live, work, and play in a small-town atmosphere, near family and friends, and enjoy a full life amid the natural beauty of the area. That quality of authentic small-town life has remained central to the community and to Village residents.

At the time the Village adopted the comprehensive plan in 2009, the railroad was still an active presence in the community but not the economic engine it once was. Being situated next to an economically strong metropolis has its benefits. Many residents were commuting to government or private sector jobs in the City of Madison or working at manufacturing and service jobs available in the Village and its expanding business park with its access to transcontinental rail service. The first edition of the plan anticipated an increasing population and labor force in the downtown historic district, highway commercial, and business park areas.

The global economic recession of 2008 and 2009 rendered that planning vision overly optimistic. The Great Recession's deep impact on the area economy and local businesses resulted in substantially less growth in Village population, households, and employment opportunities than had been forecast. In the years of economic recovery that followed, Dane County became the state's fastest-growing county and Madison its fastest-growing city. The growth of the metropolis provided a solid base of jobs and education for the southern Wisconsin region and contributed to the economic health of the Village while also creating an increasingly competitive job market for local employers.

The Village-commissioned “*Mazo 2020*” *Village of Mazomanie Economic Positioning Strategy*, adopted in January 2016, was intended as a comprehensive response to the stated economic need to attract both employees and residents. The consultant study presented a clear vision for the community that would help guide public and private decision-making toward a vibrant and sustainable future that would also preserve the community's heritage as an authentic small town.

In seeking a path for economic and community development, the Village sought a variety of local and professional inputs including major local employers and institutions, recognizing the critical need of local employers to find ways to attract new workers, and for the Wisconsin Heights School District to remain on the path of growth and sustainability. "Mazo 2020" reflected growing appreciation of the role of the outdoors in building the community's quality of life, and of the strategic importance of developing new outdoor recreation opportunities to retain residents, attract visitors, and bring new business downtown.

This plan update incorporates the Mazo 2020 community vision for sustainable development and continued quality of life for the Village. The findings and recommendations of that study continue to be implemented by the Village's Mazo 2020 Committee and thus are included in the goals, objectives, and policies of this new edition where appropriate.



"If more companies become open to remote work, the commute becomes less important."

- Focus group participant



A state of uncertainty with regard to the duration of the COVID 19 pandemic that began in Spring 2020 and the extent of its economic impact globally and locally presented the Village with a substantial challenge in preparing this plan update. However, it is likely that, when economic recovery begins, the local economy will continue to stand to benefit from the Village's close proximity to the urban core of Madison, Milwaukee, and greater Chicago, its small-town quality of life, and its wealth of natural beauty and family outdoor recreation opportunities. Analysts also see the possibility of permanent changes at the national level in where people choose to live and work and retire, making small, work-from-home communities with good schools and abundant outdoor recreation, but close to urban amenities, increasingly attractive to a broad demographic. In any scenario the railroad, today owned and operated by Wisconsin & Southern Railroad (WSOR), will continue to support local industry and business development as it always has done.

Plan & Program Update

Tax Increment Districts

The Village of Mazomanie has two active Tax Increment Districts (TIDs). TID #4 is a mixed-use TID created in 2005 and includes the business park and a section of the USH 14 corridor on the far west side of the Village. It is due to expire in September 2025. TID #5, also created in 2005, includes the majority of downtown and is a blight-elimination TID to assist with creation of new infrastructure, amenities, and property redevelopment as part of revitalizing the downtown. It is due to expire in September 2032. The Wisconsin Department of Revenue calculates the Village's 2020 TID increment at \$13,958,500 and the unofficial equalized value at \$172,681,000, which means the Village currently has 8 percent of its equalized value in a TID.

Madison Region Economic Partnership (MadREP)

In 2013, Thrive, the eight-county regional economic development group, rebranded itself as the Madison Region Economic Partnership (MadREP). Representing the counties of Dane, Rock, Green, Iowa, Sauk, Columbia, Dodge and Jefferson, MadREP's organizational mission is to help pursue a comprehensive

regional approach to economic development, the strategic pursuit of job creation and business growth in target clusters, and the development of a coordinated talent pipeline. MadREP describes its role as serving as a partner and collaborator to the Wisconsin Economic Development Corporation (WEDC) and other state agencies, as well as economic development initiatives within counties, municipalities, chambers of commerce, and the private sector. (<http://madisonregion.org/>)

Wisconsin Economic Development Corporation (WEDC)

In 2011, the state created a new Wisconsin Economic Development Corporation (WEDC), a public-private corporation to replace the state Department of Commerce (DOC) and lead Wisconsin's economic development efforts. WEDC provides technical assistance to communities in the planning, management, and implementation of strategic development projects in downtowns and urban neighborhoods. This includes Main Street support and Connect Communities, which is aimed at supplementing the Main Street program by expanding services to more downtowns across the state. WEDC will maintain partnerships and develop new ones with other state and local public and private entities such as the Wisconsin Downtown Action Council, UW-Extension and USDA Rural Development to provide services to municipalities undertaking downtown revitalization projects. (<https://wedc.org/>)

USDA Rural Development

The 2018 federal Farm Bill enhanced USDA Rural Development's ability to support and promote rural American prosperity. The current program provides assistance to rural communities for improving rural health outcomes, particularly in the areas of rural broadband; community and economic development program planning, coordination, and implementation; water and waste disposal and wastewater treatment facilities; as well as rural energy, electrification and cybersecurity. The Wisconsin state office of USDA Rural Development is located in Stevens Point. (<https://www.rd.usda.gov/wi>)

TABLE 9.1

Village Employment
EMSI, QECW 2020 Q3 for Mazomanie (53560)

YEAR	JOBS
2009	1,184
2010	1,129
2011	1,135
2012	1,288
2013	1,319
2014	1,331
2015	1,391
2016	1,405
2017	1,415
2018	1,427
2019	1,433
2020	1,444

TABLE 9.2

Occupation for Civilian Employed Population 16 Years and Over
2018 ACS 5-Year Estimates

EMPLOYMENT CATEGORY	VILLAGE OF MAZOMANIE	DANE COUNTY	WISCONSIN
Management, business, science, and arts occupations	32.2%	50.6%	36.1%
Service occupations	18.7%	15.3%	16.7%
Sales and office occupations	20.6%	19.6%	21.0%
Natural resources, construction, and maintenance occupations	10.7%	5.6%	8.5%
Production, transportation, and material moving occupations	17.8%	8.8%	17.7%
Total Civilian Workforce	978	302,391	2,964,540

Community Survey Results

The following is an excerpt from the Village of Mazomanie Public Opinion Survey Report, 2020, conducted and developed by the University of Wisconsin-River Falls Survey Research Center. Refer to Appendix C for the full report.

Key findings:

- » Most Village of Mazomanie residents agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce (89% agree or strongly agree), and that downtown revitalization is key for local economic development (85% agree/strongly agree).
- » When asked where they prefer additional non-residential development to be located in the Village, respondents' strongest preferences were in the industrial park (68%), and along Highway 14 (52%).
- » A slight majority (54%) of respondents agreed that new non-residential development should be regulated by aesthetics and design standards established by the Village.

TABLE 9.3 Opinions about Economic Development

<i>Please provide your level of agreement to the following statements:</i>	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Village needs to focus on being a business-friendly community with the ability to attract and retain workforce	298	39%	50%	5%	1%	6%
Downtown revitalization (housing, restaurants, shops, etc.) is key for local economic development	295	38%	47%	6%	2%	6%
Outdoor recreation opportunities are key to the Village of Mazomanie's future development	295	20%	46%	14%	3%	18%
Village needs to develop more opportunities for its children (enhance soccer fields, additional after school activities, etc.)	295	18%	43%	15%	4%	20%
Village of Mazomanie should become a recreational hub for the region (biking, hiking, climbing, hunting, fishing, camping, etc.)	296	18%	38%	17%	4%	24%
The essence of the Village of Mazomanie has been tied to agriculture and the railroad and these should be the pillars for future development	297	9%	41%	21%	3%	26%
Village should develop the infrastructure to be an "Americana Music" destination	294	8%	20%	28%	8%	36%

TABLE 9.4 Minutes to Work: Comparison of 2008-2020 Survey Results

	2020	2008
0 – 9 minutes	20%	20%
10 – 14 minutes	7%	5%
15 – 19 minutes	10%	6%
20 – 29 minutes	25%	29%
30 – 44 minutes	30%	34%
45+ minutes	7%	6%

Goals, Objectives, & Policies Update

GOALS

1. To locate new business uses in planned commercial and industrial districts in a convenient, safe and attractive manner to provide goods and services for the Mazomanie area.

OBJECTIVES

1. Recognize and maintain the downtown business district as the center of government services and convenient commercial activities. Support preservation and revitalization of the historic downtown. Discourage new development which conflicts with the goals of downtown revitalization.
2. Recognize the need for new business and employment opportunities.
3. Become a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling.
4. Encourage continued rehabilitation and revitalization of the downtown business district.

POLICIES

1. Encourage the clustering of commercial uses in planned, compact commercial areas in order to maximize consumer safety and convenience, improve traffic safety and flow, and enhance economic viability.
2. Create downtown trailhead, connection to Lions Park.
3. Add "Gateway" enhancements and signage, visually connect USH 14 to Brodhead/ Downtown.
4. Explore regional economic positioning opportunities for creek and river communities.
5. Require site planning review for industrial development to assure that new development allows for adequate parking, storage, vehicular movement, and landscaping.
6. Encourage industrial areas to be readily accessible from residential areas but visually and functionally compatible with them.

7. Encourage the expansion of industrial uses in planned areas, adjacent to existing centers of development, where access can be provided to highways and/or railways.
8. Provide for industrial site development utilizing a Tax Increment District or other funding mechanisms, such as TEA grants or CDBG funds.

IMPLEMENTATION ACTION ITEMS	Schedule				Responsible Entity
	2021 to 2023	2024 to 2026	2027 to 2029	2030 to 2032	
1. Pursue recommendations identified in TID project plans.	X	X	X	X	Village Staff, Plan Commission
2. Pursue recommendations in Mazo 2020 Economic Positioning Study.	X	X	X	X	Village Board, Mazo 2020 Committee, Plan Commission
3. Participate in Dane County CDBG partnerships to pursue economic development efforts.	X	X	X	X	Village Staff, Village Board, Plan Commission
4. Develop commercial and industrial site planning standards.	X	X	X	X	Plan Commission

APPENDIX A

Adoption Ordinance

Ordinance No. 2020-15
Village of Mazomanie

**AN ORDINANCE TO ADOPT AN AMENDMENT AND
UPDATE TO THE VILLAGE OF MAZOMANIE
COMPREHENSIVE PLAN**

The Board of Trustees of the Village of Mazomanie, Wisconsin, does ordain as follows:

Section 1. Pursuant to Sections 60.10(2)(c), 62.23, 61.35, and 60.22(3) of the Wisconsin Statutes, the Village of Mazomanie is authorized to prepare, adopt, and amend a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Statutes.

Section 2. The Village Board, by the enactment of an ordinance, formally adopted the document titled, "*Village of Mazomanie, Wisconsin, Comprehensive Plan: 2009 – 2028*," on October 27, 2009.

Section 3. The Village Plan Commission, by a majority vote of the Plan Commission at a meeting held on November 30, 2020, adopted a resolution approving the amendment and recommending adoption of *Village of Mazomanie Comprehensive Plan Amendment 2020* by the Village Board as the 10-year update to the Village comprehensive plan required by Section 66.1001(2)(i) of the Wisconsin Statutes.

Section 4. The Village published a Class 1 public notice and held a public hearing on November 23, 2020, to obtain public comments regarding the comprehensive plan amendment and update.

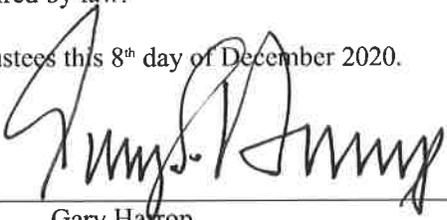
Section 5. The Village Board hereby adopts this Ordinance adopting *Village of Mazomanie Comprehensive Plan Amendment 2020* as the 10-year update to the Village of Mazomanie comprehensive plan.

Section 6. The Village Clerk is directed to send a copy of the plan update to the parties listed in Section 66.1001(4)(b) of the Statutes.

Section 7. This Ordinance shall take effect upon passage by a majority vote of the full membership of the Village Board and publication or posting as required by law.

Adopted by the Village of Mazomanie Board of Trustees this 8th day of December 2020.

Ayes 6 Noes 0 Absent 1



Gary Harrop
President, Village of Mazomanie

Date Published/Posted: 10-22-2020

Attest:


Susan Dietzen
Clerk, Village of Mazomanie

APPENDIX B

Public Participation Resolution

RESOLUTION 2020-1
VILLAGE OF MAZOMANIE

**A RESOLUTION ADOPTING PUBLIC PARTICIPATION PROCEDURES TO
ENCOURAGE AND FACILITATE PUBLIC INPUT INTO THE AMENDING OF THE
COMPREHENSIVE PLAN**

WHEREAS, pursuant to Section 66.1001 of the *Wisconsin Statutes*, all units of government which enact or amend zoning, subdivision, or official mapping ordinances on or after January 1, 2010, must adopt a comprehensive plan; and

WHEREAS, the Village of Mazomanie adopted a comprehensive plan under the authority of and procedures established by Section 66.1001 of the *Wisconsin Statutes* on October 27, 2009; and

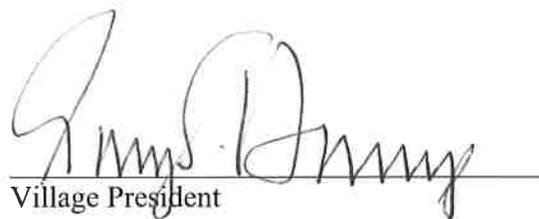
WHEREAS, Section 66.1001(4)(a) of the *Wisconsin Statutes* requires that the Village Board adopt written procedures designed to foster public participation during the preparation or amendment of a comprehensive plan; and

WHEREAS, the Village Board of the Village of Mazomanie believes that regular, meaningful public involvement in the comprehensive planning process is important to assure that the comprehensive plan continues to reflect input from the public; and

WHEREAS, public participation procedures have been developed to foster public participation in the comprehensive plan amendment process.

NOW, THEREFORE, BE IT RESOLVED that the Village Board of the Village of Mazomanie hereby adopts the Public Participation Procedures for Amending the Comprehensive Plan attached hereto as Exhibit A to fulfill the requirements of Section 66.1001(4)(a) of the *Wisconsin Statutes*.

ADOPTED this 14th day of January, 2020.



Village President

Attest: 

Village Clerk

EXHIBIT A

PUBLIC PARTICIPATION PROCEDURES FOR AMENDING THE COMPREHENSIVE PLAN: VILLAGE OF MAZOMANIE

Introduction

On October 27, 2009, the Village Board adopted a Village comprehensive plan under Section 66.1001 of the *Wisconsin Statutes*, which is documented in a report titled "Village of Mazomanie, Wisconsin, Comprehensive Plan: 2009-2028." The comprehensive plan was prepared in accordance with a public participation plan adopted by the Village Board on November 13, 2007, that included activities to foster public participation in the preparation of the comprehensive plan. Under Section 66.1001(4)(a) of the *Wisconsin Statutes*, future amendments to the comprehensive plan must also be carried out in accordance with a public participation plan, adopted by the Village Board, designed to foster public participation in the amendment process. The balance of this document describes the process to be followed by the Village to foster public participation in the consideration of amendments to the comprehensive plan.

Part 1: Public Participation Activities and Procedures for Comprehensive Plan Amendments

1. *Background Materials*

The Village will provide opportunities for public review of materials describing all proposed amendments to the comprehensive plan, including the following:

- Printed copies of materials describing a proposed plan amendment will be made available at the Village Office.
- Electronic copies of materials describing a proposed plan amendment may be posted on the Village website.

2. *Public Informational Meetings*

The Village of Mazomanie Village Board and Plan Commission realize the importance of including the public in the development and amendment of a comprehensive plan. To encourage public input, various methods of public education and participation will be utilized throughout the plan amendment process.

The primary means of public input and participation will be public meetings held by the Village Board and Plan Commission. All meetings will be properly noticed, and public attendance will be encouraged. The public meetings will include discussion of each of the aspects of a comprehensive plan. Some meetings can cover several aspects of the plan at one time. The aspects of a comprehensive plan that will be discussed are housing, issues & opportunities, utilities and commercial facilities, economic development, transportation, agriculture, culture and natural resources, intergovernmental cooperation, implementation, and land use. Public input into these topics is invaluable.

The Village will seek to establish a community vision for amendments to the comprehensive plan. It will utilize a community survey early in the planning process to gain public input on issues related to community development. It will hold a community visioning meeting to educate, inform, and get feedback from residents about the comprehensive plan. Also, focus groups will be conducted with various interest groups within the community to gain input. Examples of focus groups include senior citizens, high school students, business owners, commuters, workers, etc. The intent of these focus groups is to identify the specific issues and needs associated with populations.

Input from these various opportunities for public participation will help form the basis for establishing the Village's vision and identifying the needs and desires of the community in the future. The Village will hold a community open house to present the draft amended plan and receive public comments. At the end of the planning process, a public hearing will also be held to obtain public input on the final draft of the amended plan.

The Village will utilize various forms of media and communication tools to effectively involve the community in this process. Electronic communications will be an important aspect for public involvement. All meeting agendas as well as information related to the planning process will be posted on the Village website as well as the regular posting places Village of Mazomanie meetings. Promotional materials and drafted documents will be available on the Village's website for public review and comment. The Village will utilize public media, including the Star News, to publicize all public events and meetings, and send out letters to property owners and other residents as needed to educate and inform community members of plan development and progress.

3. *Public Hearing*

As required by Section 66.1001(4)(d), the Village will hold a public hearing on each proposed amendment to the comprehensive plan. The hearing will be held jointly by the Plan Commission and Village Board. The hearing will include a presentation of the proposed plan amendment followed by an opportunity for the public to comment on the proposed amendment. The Plan Commission and Village Board will consider public testimony provided at the hearing and any written comments submitted to the Village Clerk prior to the hearing during their deliberations on the proposed plan amendment.

4. *Notice of Public Hearing*

The public hearing will be preceded by a Class 1 notice that is published or posted at least 30 days before the hearing is held. In accordance with Section 66.1001(4)(d), the notice will include the date, time, and place of the hearing; a brief summary of the proposed comprehensive plan amendment and/or a map illustrating the proposed amendment; a local contact who may be contacted for additional information on the proposed plan amendment and to whom written comments regarding the plan amendment may be submitted; and information regarding where and when the proposed plan amendment may be inspected before the hearing and how a copy of the proposed plan amendment may be obtained.

5. *Notification to Interested Parties*

The Village Clerk will provide a copy of the public hearing notice and the proposed amendment at least 30 days prior to the public hearing to any person who submits a written request to receive notice of a proposed amendment under Section 66.1001(4)(f). The Village may charge a fee to cover the cost of providing such notice. In accordance with Section 66.1001(4)(e), the Village Clerk will also provide notice to nonmetallic mining operators within the Village; to persons who have registered a marketable nonmetallic mineral deposit within the Village; or to persons who own or lease property on which nonmetallic minerals may be extracted, if such person has requested notification in writing. The Village Clerk will maintain a list of persons who have submitted a written request to receive notices of public hearings under Section 66.1001(4)(e)(3) and Section (4)(f).

6. *Plan Commission Recommendation*

Following the public hearing, the Plan Commission will make a recommendation to the Village Board to approve, deny, or modify the proposed amendment. The Plan Commission's recommendation will be in the form of a resolution approved by a majority of the full membership of the Plan Commission.

7. *Village Board Action*

Following Plan Commission action, the Village Board will consider the amendment and the Plan Commission's recommendation and approve, deny, or refer the proposed amendment back to the Plan Commission. If approved, Village Board approval will be in the form of an ordinance adopted by a majority of the full membership of the Board.

8. *Distribution of Plan Amendment*

If approved by the Village Board, printed or electronic copies of the amendment will be sent by the Village Clerk to the parties listed in Section 66.1001(4)(b). Plan amendments may be distributed by e-mail to the required parties.

Part 2: Additional Procedures for Comprehensive Plan Amendments Associated with a Rezoning

In some cases, an amendment to a comprehensive plan may be needed for a proposed rezoning to be consistent with the plan. In such cases, the Village Board may allow the public notice and public hearing for the proposed plan amendment and rezoning to be combined, if a combined hearing is acceptable to the applicant. In such cases, the following procedures shall apply in addition to or in combination with those set forth in Part 1:

The notice of the public hearing shall be published and distributed in accordance with the procedures set forth in paragraphs 4 and 5 in Part 1; however, the public notice will include notification that the proposed rezoning will also be considered at the hearing. The notice will include any information required in a public notice for a rezoning by the Village zoning ordinance. The combined notice will constitute the first of the two (Class 2) public notices required for rezoning under the *Statutes*. The public notice will be published a second time one week after the first notice is published, unless a later time is specified in the zoning ordinance. The Village will also notify parties-in-interest as required by the zoning ordinance, and any parties that have filed a written request for rezoning notifications under Section 62.23(7)(d)(4) of the *Statutes*.

The Plan Commission will consider and act on a proposed plan amendment before considering the requested rezoning, and a separate motion will be made for a recommendation to the Village Board on the plan amendment, followed by a motion to make a recommendation to the Board on the rezoning.

The Village Board will consider and act on a proposed plan amendment before considering the requested rezoning. A separate motion will be made for action on the plan amendment, followed by a motion to act on the rezoning. If approved, separate ordinances will be adopted for the plan amendment and for the rezoning.

APPENDIX C

Public Opinion Survey Report



UNIVERSITY OF WISCONSIN
River Falls
GLOBAL. INNOVATIVE. EXCELLENT.

Village of Mazomanie Public Opinion Survey Report, 2020

**Shelly Hadley
David Trechter
Denise Parks**

**Survey Research Center Report 2020/5
March 2020**

Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Jacqueline Campbell, David Foerster, Luke Spaeth, Hannah Nelson, Ana Spinler, and Tyler Schmidt. We gratefully acknowledge their hard work and dedication.

The SRC would also like to thank Christopher Long, CCL Consulting, LLC and Village of Mazomanie representatives for their assistance throughout the study.

Finally, we would like to thank the Village of Mazomanie residents and property owners who took the time to complete their questionnaires.

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Executive Summary

The Village of Mazomanie's current comprehensive plan, adopted in 2009, is a local government's guide to a community's physical, social, and economic development and, under Wisconsin law, provides the basis for local land use decisions with a long-term vision for future planning and community decisions. State law calls for public participation in the 10-year plan update process.

The Village of Mazomanie is also updating its five-year Community Outdoor Recreation Plan (CORP) which is a requirement for the Village to be eligible for state grant programs, including the development of parks and trails.

A key component in both the comprehensive plan and community outdoor recreation plan processes is public awareness and involvement. Surveys are generally completed in the early phases of the planning process to provide guidance for the later phases of research, public engagement, and drafting the goals and recommendations for the plans. The Survey Research Center (SRC) at the University of Wisconsin – River Falls was chosen to implement a survey (in printed form sent by mail and online) of Village of Mazomanie residents for the Village. CCL Consulting, LLC is managing the Comprehensive Plan and Community Outdoor Recreation Plan update projects on behalf of the Village.

In mid-January 2020, the SRC mailed surveys to 749 Village of Mazomanie households and non-resident property owners for which mailing addresses were available. The initial mailing contained a cover letter describing the purpose of the survey, a questionnaire, and a postage-paid return envelope. A URL to an identical online version of the mailed survey was provided in the cover letter for those who preferred to complete the survey electronically. A postcard reminder was sent to non-respondents two weeks after the initial mailing and this was followed by a second questionnaire in mid-February. The data collection time frame was 7½ weeks.

The response exceeded expectations and surpassed the goal of 247 responses needed for a confidence interval of plus/minus 5%, which is a widely accepted standard for statistical analysis. **Out of 693 delivered surveys, the SRC received 322 usable surveys which were completed by mail (293) or online (29).** The response rate was 46%. With 322 completed surveys, the results provided in this report are expected to be accurate to within plus/minus 4 percent with 95 percent confidence.

The questionnaire contained seven topical sections related to the update of the Village's comprehensive plan: quality of life, community facilities and services, natural resources, housing, transportation, economic development, and recreation. The recreation section of the survey was an expanded section created to help inform the Village's CORP update.

The following are key observations from the survey results:

Quality of Life

- The top reasons Village of Mazomanie respondents give for choosing to live in the Village are the rural, small-town atmosphere, to be near family and friends, affordable housing, being close to Madison, and the natural beauty of the area.
- Seventy-eight percent of respondents rate the overall quality of life in the Village of Mazomanie as good (63%) or excellent (15%).

Community Facilities and Services

- Substantial majorities rated all but two of the local facilities and services as good or excellent. Storm water management and road repairs and maintenance had slightly less than one-half of respondents rating these services as excellent or good.

Natural Resources

- Most Mazomanie respondents place a very high level of importance on the protection of groundwater and surface water (at least 90% rated the protection of these two resources as very important or important).

Transportation

- Village of Mazomanie respondents are largely satisfied with the overall road network in the Village (75% rate street conditions as satisfactory or very satisfactory).
- When asked to choose the best way to get commuters to Madison and back from Mazomanie, the largest portion of respondents preferred using highways rather than mass transit options (light rail or bus lines).

Economic Development

- Most Village of Mazomanie residents agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce (89% agree or strongly agree), and that downtown revitalization is key for local economic development (85% agree/strongly agree).
- When asked where they prefer additional non-residential development to be located in the Village, respondents' strongest preferences were in the industrial park (68%), and along Highway 14 (52%).
- A slight majority (54%) of respondents agreed that new non-residential development should be regulated by aesthetics and design standards established by the Village.

Housing

- When asked what types of housing are needed in the Village, strong majorities of survey respondents agreed or strongly agreed that there is a need for additional single family housing, and housing options for older citizens (senior condominiums and apartments, assisted living facilities, and nursing homes).

Recreation

- When asked to identify the recreational activities in which members of their household engaged, the most popular activities chosen by respondents were running or walking.
- Eight in ten respondents said they agreed or strongly agreed that the Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.
- More than three-fourths of respondents (78%) believe the number of parks and the amount of open space in the Village is about right. When respondents were asked what areas of the Village, if any, need more parks and open space areas, a substantial minority of respondents (38%) believe that the Village doesn't need more parks or open space.

Report and Analysis

Survey Purpose

The purpose of this study was twofold: first, to gather opinions of residents and non-resident property owners about land use and other planning issues as the Village of Mazomanie updates its Comprehensive Plan; and secondly, to gather opinions about outdoor recreation as the Village updates its Community Outdoor Recreation Plan. Christopher Long of CCL Consulting, LLC in collaboration with representatives from the Village of Mazomanie chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to conduct the survey.

Survey Methods

Data collection began in mid-January 2020 and extended through the end of February. The SRC mailed surveys to 749 Village of Mazomanie households and non-resident property owners for whom mailing addresses were available. The initial mailing contained a cover letter describing the purpose of the survey, a questionnaire, and a postage-paid return envelope. A URL to an identical online version of the mailed survey was provided in the cover letter for those who preferred to complete the survey electronically.¹ Approximately two weeks after the initial mailing, a postcard reminder was sent to non-respondents. Approximately two weeks after the postcard, non-respondents received a second survey with a postage-paid envelope.² The goal of 247 responses needed for a confidence interval of plus/minus 5% was surpassed. **Out of 693 delivered surveys, the SRC received 322 usable surveys which were completed by mail (293) or online (29).** The response rate was 46%. With 322 completed surveys, the results provided in this report are expected to be accurate to within plus/minus 4% with 95% confidence.

Survey Design

In November 2019, the SRC worked with Christopher Long of CCL Consulting, LLC and Peter Huebner, Village of Mazomanie Administrator to construct the 2020 Village of Mazomanie Public Opinion Survey with the goal of gaining input from the community in order to inform the comprehensive planning process and maintaining enough similarity with earlier survey instruments from 2008 and 2015 to allow for meaningful comparisons of survey results over time. The 2020 survey instrument contains large matrix questions (multiple questions presented on a grid) consisting of Likert-type scales (examples: an agreement scale of strongly agree, agree, disagree, or strongly disagree, a quality scale of excellent, good, fair, or poor, and an importance scale of very important, important, unimportant, and very unimportant). No opinion options were included for most questions in the survey. Due to survey design, the results in this report are shown mostly in table format for effective data presentation.

¹ The online version was created using the online software platform Qualtrics and was accessible through a survey link contained in the survey mailing's cover letter.

² An informational flyer was included in the second mailing of the survey advertising a community visioning meeting held on February 26, 2020. The purpose of the community meeting was to provide general information about the Comprehensive Plan, explain why it is being updated, and invite people to get involved.

Statistical Analysis

Analysis by Demographic Subgroups. In the analysis to follow, the SRC will summarize the 2020 Village of Mazomanie Public Opinion Survey results and note any statistically significant results among different demographic groups.

To facilitate the analysis, the SRC compared the following demographic groupings:

- those under 45 versus those 45 and above
- those identifying themselves as male versus female
- those reporting annual household incomes of \$75,000 or more versus those with annual household incomes of less than \$75,000. *The median household income in the Village of Mazomanie according to U.S. Census Bureau 2017 American Community Survey 5-Year estimates was \$62,396.*
- those who've resided in the Village of Mazomanie for more than 10 years versus those with 10 years or less residency
- those who are resident landowners versus renters
- those with higher levels of formal education (at least a 4-year degree) versus those with less than a 4-year college degree
- those employed (full or part-time, or self-employed) versus those retired or unemployed
- those with children (<18) in their household versus those without children in their homes

Comparisons with Earlier Surveys. In the analysis to follow, the SRC will also determine if responses varied significantly between:

- **2020 and 2008** when a similar Comprehensive Planning (COMP) Public Opinion Survey was conducted for the Village. 2008 Mail-Only Survey Summary: In January 2008, the SRC mailed surveys to all 682 Village of Mazomanie households for which mailing addresses were available. After two weeks, the SRC mailed postcards to those from whom a completed questionnaire had not been received. A second questionnaire was sent to remaining non-respondents in February 2008. The SRC received a total of 366 completed questionnaires for a 54% response rate with estimates accurate to within +/- 4.5% with 95% confidence.
- **2020 and 2015** when a Mazomanie Community Outdoor Recreation Plan (CORP) Survey was conducted for the Village. 2015 Online Survey Summary: The Village announced the survey in an enclosure sent with local property tax bills to both Village and Town of Mazomanie residents. In the announcement, recipients were directed to a link to complete the survey. The survey was also advertised in a news release to the local newspaper and paper copies were available at the Village office. The survey was available online for approximately 3½ weeks. The feedback received from the 2015 survey should probably be viewed as, at most, representative of the opinions of people who have a higher than average level of interest in outdoor recreation in the Village of Mazomanie. Further, the number of respondents to the 2015 CORP survey is relatively small ($n = 150$). Therefore, the SRC has concerns about the representativeness of the 2015 data and believe the comparisons made between the 2020 Public Opinion Survey and the 2015 Community Outdoor Recreation Plan survey should be used cautiously.

Testing Methodology

The testing methodology used to look at statistically significant differences is discussed below.

*The SRC used statistical tests to identify questions with statistically significant differences across demographic groups and identify questions with statistically significant differences across responses from different survey years. In statistics, a result is **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the observed difference between two groups' averages is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the average values for the two groups are actually equal. Such a result does not mean the difference is necessarily large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. **Response patterns that vary at statistically significant levels ($p < .05$) are noted in the report.***

Appendices

Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center concludes that there is little evidence that non-response bias is a significant concern for this survey. In addition to numeric data, respondents provided additional written answers. **Appendix B** contains respondents' written comments. **Appendix C** contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the 2020 Village of Mazomanie Public Opinion Survey. Where comparable data was available from the Census,³ they were included to indicate the degree to which the sample represents the underlying adult population in the Village of Mazomanie, as is the demographic profile of respondents from the 2008 Village of Mazomanie Comprehensive Planning Public Opinion Survey.⁴ Demographic questions were intentionally placed at the end of the survey, with more engaging questions placed first, to minimize survey fatigue and optimize response rates.

Gender	Count	Male	Female	Other	Don't Care to Answer		
Sample - 2020	311	49%	44%	0%	7%		
Sample - 2008	331	53%	47%	---	---		
Census (18 ⁺)	1,340	49%	51%	---	---		
Age 18+	Count	<25	25-34	35-44	45-54	55-64	65+
Sample - 2020	312	1%	10%	15%	18%	22%	34%
Sample - 2008	350	3%	13%	23%	23%	16%	22%
Census (18 ⁺)	1,340	9%	23%	15%	18%	19%	15%
Children	Count	0	1	2	3	4	5+
Children (<18) - 2020	307	66%	15%	11%	6%	1%	2%
Children (<18) - 2008	366	65%	15%	13%	4%	1%	2%
Residential Status	Count	Resident Landowner	Renter	Non-Res Landowner	Other		
Sample - 2020	314	83%	14%	2%	1%		
Sample - 2008	365	84%	15%	1%	<1%		
Census (Housing Units)	722	68%	32%				
Household Income⁵	Count	<\$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000+	
Sample - 2020	234	7%	24%	18%	19%	32%	
Sample - 2008	343	16%	33%	25%	13%	13%	
Census (Total Households)	722	15%	27%	23%	15%	20%	
Length of Residency	Count	Non-Res	<1 Year	1-5 Years	5.1-10 Years	10.1-20 Years	20+ Years
Sample - 2020	315	2%	1%	16%	12%	17%	52%
Sample - 2008	357	---	6%	20%	15%	18%	42%
Highest Level of Educ	Count	Less than high school	HS Diploma /GED	Some College	2-Year College	4-Yr Degree	Grad/Prof. Degree
Not asked in 2008							
Sample - 2020	310	2%	25%	22%	17%	24%	11%
Census (25 ⁺)	1217	6%	35%	24%	11%	19%	6%
Employment Status	Count	Employed Full-time	Self-Employed	Un-employed	Employed Part-time	Retired	Other
Sample - 2020	307	51%	8%	1%	7%	33%	1%
Sample - 2008	349	60%	9%	2%	4%	25%	<1%

³ Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates.

⁴ Two demographic questions were included in the 2015 CORP Survey: age (classifications did not align with Census groupings) and gender (male, 43% and female, 57%), so these data are not included in Table 1.

⁵ 25% of 2020 survey respondents chose the "Don't care to answer" option for household income. The percentages shown in Table 1 for household income show only those who provided an income range.

Demographic Information from 2020 Respondents.

- Most survey respondents were long-term residents: 69% have resided in the Village for 10 years or more.
- Most were middle-age or older. Seventy-four percent were 45 and older. More than one-third were 65 and older. Only 1% (2 respondents) were under the age of 25.
- Most own their homes. Fourteen percent rent.
- Two-thirds have no children living with them.
- Two-thirds have less than a bachelor's degree.
- Working full-time (51%) and being retired (33%) were the most common answers about employment status.

Deviations from the Village of Mazomanie Census. Demographic questions were asked in order to see how survey respondents reflected the general adult population of the Village of Mazomanie through comparisons with the Village's Census data for certain traits, such as age. Younger age groups (<35) are under-represented in the 2020 sample and older groups (>55) are over-represented. The sample contains more respondents with a four-year degree or higher and more respondents with household incomes of \$75,000 and above. However, it should be noted that a substantial proportion of the sample (25%) declined to share their income. There is a higher proportion of homeowners (resident landowners) and a lower proportion of renters in the Mazomanie sample than is true for the Village as a whole.

Comparisons to 2008 Respondents. Compared to 2008, the 2020 sample contains more:

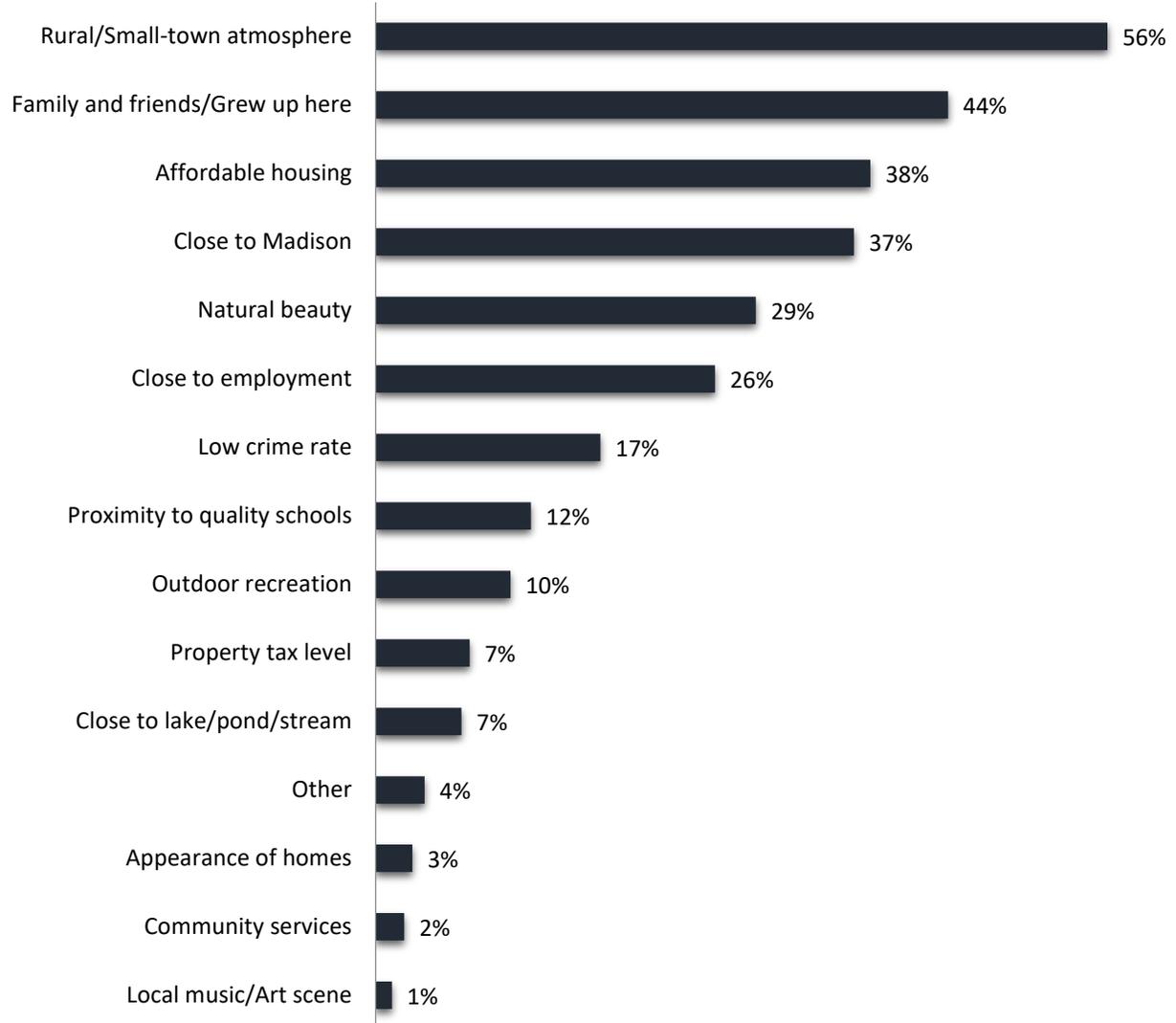
- older respondents (55+),
- very long-term residents (20+ years),
- respondents living in households without children,
- retired respondents, and
- respondents with higher incomes (75K+)

Quality of Life

Reasons for Living in the Village of Mazomanie. Respondents were asked to identify the three most important reasons they and their family chose to live in the Village of Mazomanie. As shown in Figure 1, at least one-half of the respondents chose the rural/small-town atmosphere in their top three reasons, while family and friends/growing up in Mazomanie, affordable housing, and being close to Madison are in the top three for more than one-third of the respondents. At the other end of the spectrum, fewer than ten percent indicated that property tax level, being close to lakes/ponds/streams, the appearance of homes, community services, or the local music/art scene were among the most important reasons to live in the Village.

Figure 1: Most Important Reasons Respondents Choose to Live in the Village of Mazomanie

Asked to Choose Three Most Important Reasons



Statistically significant differences of opinion among demographic groups with respect to the reasons for choosing to live in the Village of Mazomanie:

- **Respondents younger than age 45** were more likely to include affordable housing in their top reasons for living in the Village.
- **Respondents with higher levels of formal education (at least a 4-year degree)** were more likely to include affordable housing and proximity to quality schools in their top reasons to live in the Village. **Respondents with less formal education** were more likely to include being near family and friends, and a low crime rate in their top reasons for living in the Village.
- **Respondents with children in their household** were more likely to include affordable housing in their top choices for living in the Village. **Those without children in their homes** were more likely to say that the natural beauty of the area was a top reason for living in the Village.
- **Employed respondents (full, part, or self-employed)** were more likely to include being close to employment as a top reason to live in the Village. **Unemployed or retired respondents** were more likely to choose family and friends as their top reasons for living in the Village.
- **Respondents living in the Village of Mazomanie for 10 years or less** were more likely to include affordable housing and being close to Madison as their top reasons to live in the Village. **Longer-term residents (10+ years)** were more likely to include being near family/friends as one of their top reasons for living in the Village.
- **Male respondents** were more likely to include being near lakes, ponds, and streams, and outdoor recreation as top reasons for living in the Village. **Female respondents** were more likely to include living close to Madison as a top reason to live in the Village.
- **Resident landowners** were more likely to include the rural/small-town atmosphere as a top reason for living in the Village than renters.

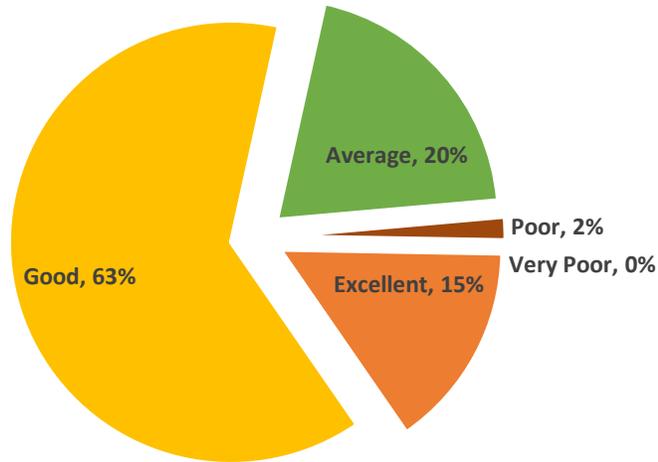
2008/2020 Comparisons. There were slight alterations to some of the question’s options in the 2020 survey, so comparisons to 2008 are not exact in some cases. Survey modifications are provided at the bottom of Table 1a.

The percentage of respondents choosing rural/small-town atmosphere as a top reason to live in the Village of Mazomanie increased significantly since 2008. The percentage of respondents choosing natural beauty of the area increased significantly since the 2008 survey as well. Two reasons declined significantly as top reasons to live in the Village from 2008 to 2020: the appearance of homes and affordable housing (Table 1a).

Table 1a: Reasons for Choosing to Live in the Village of Mazomanie: Comparison of 2008-2020 Survey Results		
Reasons	2020	2008
Rural/Small-town atmosphere	56%	34%
Family and Friends/Grew up here	44%	48%
Affordable housing	38%	45%
Close to Madison	37%	34%
Natural beauty of area	29%	23%
Close to employment	26%	28%
Low crime rate	17%	20%
Proximity to quality schools	12%	8%
Outdoor recreational opportunities	10%	5%
Close to lake/pond/stream	7%	5%
Property tax level	7%	7%
Appearance of homes	3%	11%
Community services	2%	3%
Local music and art scene	1%	---
Modifications. In 2020, <ul style="list-style-type: none"> • Close to Recreational Activities was Changed to Outdoor Recreational Opportunities • Near Family and Friends was changed to Family/Friends/Grew up here • Quality of School District was changed to Proximity to Quality Schools • Rural Atmosphere was changed to Rural/Small-town Atmosphere • Local Music and Art Scene was added 		

Overall Quality of Life. Overall, respondents gave a positive rating to the quality of life in the Village of Mazomanie (Figure 2). The highest proportion rated it good (63%), fifteen percent gave an excellent rating, one-fifth rated it as average, and two percent rated it poor; no one rated the quality of life in the Village as very poor.

Figure 2: Overall Quality of Life Rating in the Village of Mazomanie
n = 298



There were no statistically significant differences in the quality of life ratings among demographic groups.

2008/2020 Comparisons. The proportion of survey respondents in 2020 choosing excellent and good quality of life ratings is significantly higher than 2008 (Table 2a).⁶

Table 2a: Overall Quality of Life: Comparison of 2008-2020 Survey Results		
	2020	2008
Excellent	15%	8%
Good	63%	53%
Average	20%	34%
Poor	2%	4%
Very Poor	0%	1%

⁶ It is important to note that the 2008 survey occurred during the Great Recession and the 2020 data were collected before COVID 19 was affecting the U.S. economy in a serious way. These differences in the economic situation almost certainly influenced survey responses.

Community Facilities and Services

Rating the Quality of Local Services. Village of Mazomanie respondents indicated a relatively high level of satisfaction with the community facilities and services listed on the survey. Substantial majorities rated all but two of the facilities and services in Table 3 as good or excellent. For most facilities and services, the most frequently marked rating was “good.” Particularly high ratings were shown for fire protection (combined good/excellent rating of 89%), emergency medical services (88%), recycling/trash collection (85%), parks and recreation (84%), and electric service (84%). Storm water management had slightly less than one-half of respondents rating it excellent or good. Fewer than one-half of survey respondents gave road repairs and maintenance a combined rating of good (37%) or excellent (9%), while 50% gave it a rating of fair or poor.

Table 3: Opinions About Community Facilities and Services in the Village of Mazomanie

Facilities and Services	Count	Excellent	Good	Fair	Poor	No Opinion
Emergency Medical Services	317	51%	37%	4%	0%	8%
Fire Protection	317	47%	42%	3%	0%	8%
Library Service	318	34%	44%	9%	2%	12%
Police Protection	318	33%	45%	15%	3%	5%
Recycling/Trash Collection	316	32%	53%	12%	2%	2%
Parks and Recreation	318	28%	56%	10%	2%	4%
Electric Service	319	24%	60%	12%	2%	3%
Swimming Pool	314	21%	47%	13%	3%	16%
Downtown Parking	320	21%	51%	20%	3%	5%
Sewer Service	316	20%	50%	19%	4%	6%
Water Service	317	18%	54%	18%	4%	6%
Snow Removal	317	17%	43%	30%	9%	2%
Storm Water Management	316	10%	39%	30%	9%	13%
Road Repairs and Maintenance	319	9%	37%	37%	13%	3%

Although there were a few statistically significant differences among the ratings from the various demographic groups, the most frequent differences were between the responses of those living in the Village for 10 years or less versus those living in the Village for more than 10 years.

Statistically significant differences regarding the rating of community facilities and services,

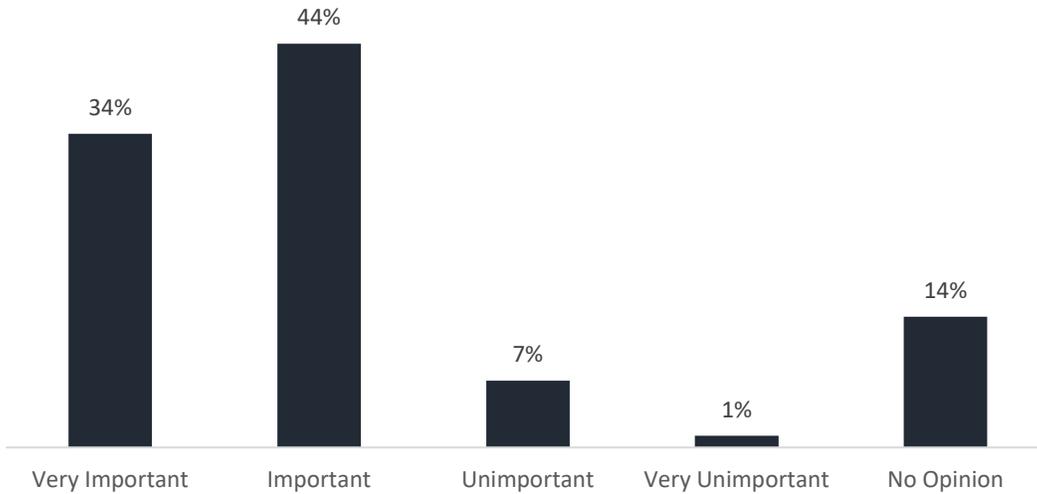
- Longer-term residents of the Village (10+ years) gave higher ratings to emergency medical services, fire protection, and police protection.
- Male respondents rated emergency medical services higher than female respondents.
- Residents land-owners rated library services higher than renters.
- Retired or unemployed respondents rated snow removal higher than employed respondents.
- Respondents with children in their household rated the swimming pool higher.

2008/2020 Comparisons. Other than library services (the ratings increased, but not significantly), all facilities and services listed on the survey in 2020 showed statistically significant increases in excellent/good ratings when compared to 2008 results (Table 3a). Of particular note are the increases found in the ratings given to snow removal, electric service, and sewer services.

Table 3b: Quality of Local Services “Excellent or Good” Responses: Comparison of 2008-2020 Survey Results		
Services	2020	2008
Emergency Medical Services	89%	77%
Fire Protection	88%	76%
Police Protection	85%	77%
Recycling/Trash Collection	84%	---
Parks and Recreation	84%	74%
Electric Service	78%	62%
Library Service	78%	74%
Swimming Pool	72%	64%
Downtown Parking	72%	61%
Sewer Service	70%	56%
Water Service	68%	56%
Snow Removal	60%	42%
Storm Water Management	49%	36%
Road Repairs and Maintenance	46%	38%
Modifications. In 2008, recycling and trash collection were listed as two separate services: recycling received 81% excellent/good ratings and trash collection received 82% excellent/good ratings.		

Agreements with Neighboring Jurisdictions. Most respondents believe it is important (44%) or very important (34%) that the Village seek agreements with neighboring local governments regarding land use and annexation issues and public services.

Figure 4: Importance For Village to Seek Agreements with Neighboring Jurisdictions on Future Land Use, Public Services, and Annexations
n = 319



There were no statistically significant differences among demographic groups regarding opinions about seeking agreements with neighboring jurisdictions.

2008/2020 Comparisons. The percentage of 2020 respondents in favor of seeking agreements with neighboring local governments regarding land use, public services, and annexations is similar to 2008; the differences are not statistically significant (Table 4a).

Table 4a: Importance of Agreements with Neighboring Jurisdictions: Comparison of 2008-2020 Survey Results		
	2020	2008
Very Important	34%	35%
Important	44%	45%
Unimportant	7%	6%
Very Unimportant	1%	1%

Natural Resources

Residents were presented with a list of four natural resource items and asked how important it is to use planning and regulations to address each item. As shown in Table 5, Village of Mazomanie residents gave a high level of importance to the protection of both surface water and groundwater quality. Approximately nine in ten respondents said that it was important or very important to protect these two natural resources.

The remaining two items in this question related to Black Earth Creek. A majority favored enhancing Black Earth Creek as a recreational amenity and said it was important to remove existing structures from the Creek’s floodplain. The relatively high proportion of respondents without an opinion for the two Black Earth Creek questions may be an indicator that many Village residents felt that they do not have sufficient information to have an informed opinion regarding these issues.

Table 5: Opinions about Natural Resource Issues						
<i>How important is it for local planning and zoning to address the following?</i>	Count	Very Important	Im- portant	Un- important	Very Un- important	No Opinion
Protect groundwater quality	298	61%	30%	1%	0%	7%
Protect surface water quality	297	53%	37%	2%	1%	8%
Enhance Black Earth Creek as a recreational amenity	294	23%	40%	14%	5%	18%
Remove existing structures from within floodplain of Black Earth Creek	292	23%	40%	12%	3%	23%

There were no statistically significant differences among demographic groups and opinions about the natural resource issues asked about in the survey.

2008/2015/2020 Comparisons.⁷ When compared to both the combined average of 2008 and 2015 and when comparing only the two COMP surveys of 2008 and 2020, there is a statistically significant increase in 2020 in the percentage of respondents saying that it is important or very important to remove existing structures from within the floodplain of Black Earth Creek (Table 5a).

Table 5a: Importance Given to Natural Resource Issues “Very Important and Important” Responses: Comparison of 2008-2015-2020 Survey Results			
	2020	2015	2008
Protect groundwater quality	91%	98%	94%
Protect surface water quality	90%	98%	92%
Remove existing structures from within floodplain of Black Earth Creek	63%	30%	45%
Enhance Black Earth Creek as a recreational amenity	63%	77%	59%

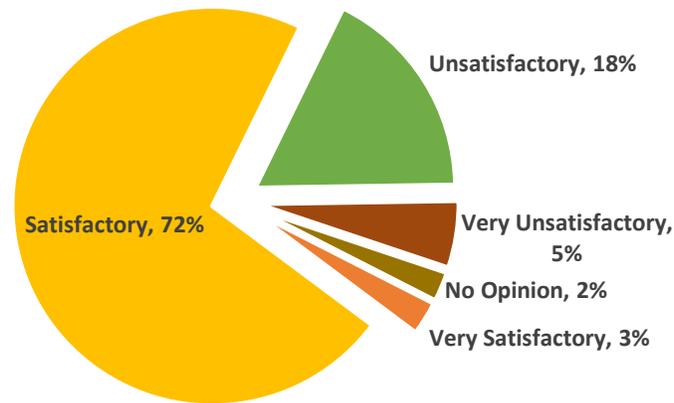
⁷ This set of Natural Resources questions was included in the 2015 Community Outdoor Recreation Plan (CORP) Survey, so comparisons between the two COMP surveys of 2008 and 2020 and the 2015 CORP survey are shown in Table 5a.

Transportation

A section of the survey asked respondents three groups of questions regarding transportation issues in the Village of Mazomanie.

Street Conditions. The first question asked respondents to rate the conditions of streets in the Village of Mazomanie (Figure 6). Village of Mazomanie respondents are largely satisfied with the overall road network in the Village (75% rate street conditions as satisfactory or very satisfactory). Although not an exact comparison, these results diverge from the tepid ratings given to road repairs and maintenance asked about in a previous survey question (Table 3).

Figure 6: Street Conditions in the Village
n = 297



Only one statistically significant difference was found in the results among demographic groups,

- Respondents 45 and older rate street conditions in the Village higher than respondents under the age of 45.

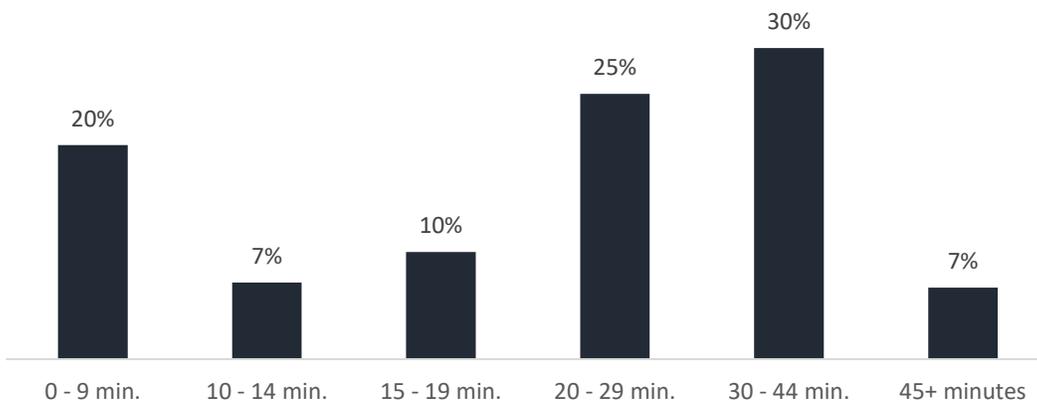
2008/2020 Comparisons. The relative satisfaction shown in 2020 for street conditions in the Village is similar to the ratings shown in 2008; the differences are not statistically significant (Table 6a).

Table 6a: Rating Street Conditions in Village: Comparison of 2008-2020 Survey Results		
	2020	2008
Very Satisfactory	3%	7%
Satisfactory	72%	70%
Unsatisfactory	18%	15%
Very Unsatisfactory	5%	7%
No Opinion	2%	1%

Transportation to Work. The second question related to transportation asked respondents how many minutes it normally takes, one-way, for a respondent to get from their home to their primary work place (Figure 7).⁸ Many respondents said the question was not applicable to them because they are not working outside their home or that they work from home. Of those driving to work (excluding the “NA/Not Working and Work from Home” responses), a majority of Mazomanie respondents have a one way commute time between 20 and 45 minutes. One in five respondents drive less than 10 minutes to work, and 7 percent drive more than 45 minutes to their place of employment. (Figure 7).

Figure 7: Minutes, One-Way, From Home to Work Place

n = 205, excludes those working from home



There were no statistically significant differences among demographic groups and the mileage driven to work for survey respondents who drive to work.

2008/2020 Comparisons. The mileage reported to work is similar in 2008 and 2020; differences are not statistically significant (Table 7a).

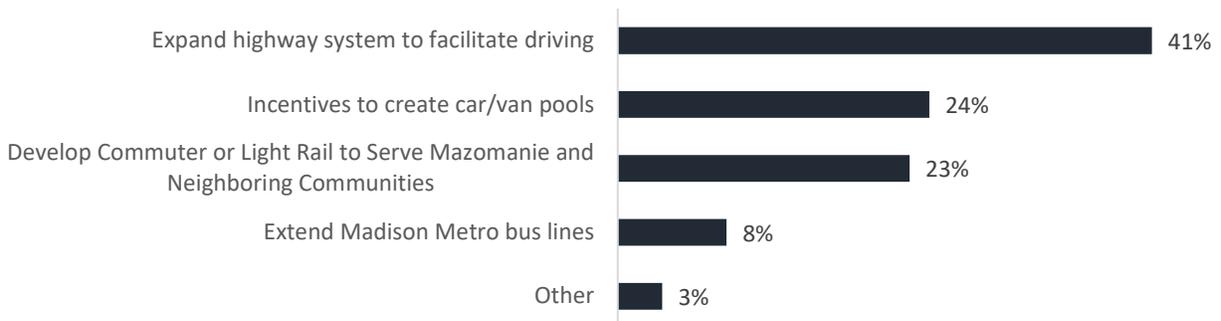
Table 7a: Minutes to Work: Comparison of 2008-2020 Survey Results		
	2020	2008
0 – 9 minutes	20%	20%
10 – 14 minutes	7%	5%
15 – 19 minutes	10%	6%
20 – 29 minutes	25%	29%
30 – 44 minutes	30%	34%
45+ minutes	7%	6%

⁸ The Village of Mazomanie 2020 Public Opinion Survey was conducted prior to the mandatory work-from-home policies instituted by many businesses amid the spread of COVID-19.

Commuting. The third question relating to transportation asked respondents to choose the best way to get commuters to Madison and back from Mazomanie (Figure 8). The largest portion of respondents preferred using highways rather than rail; of this group the larger proportion (41%) preferred to expand the highway system, while 23% indicated a preference for incentives to create van or car pools. Of the mass transit options, the development of a commuter or light rail service was the more popular choice, with 23% choosing the development of a commuter rail line. Only 8% favored an extension of the Madison Metro bus lines.

Figure 8: Best Way to Get Commuters to Madison and Back from Mazomanie

n = 261



There were no statistically significant differences among demographic groups and the preferred method of commuter transportation to and from Madison. There were also no statistically significant differences based on length of commute (Figure 7) and respondents’ opinions about the best way to get commuters to Madison and back from Mazomanie.

2008/2020 Comparisons. There were slight changes to the question’s wording and options in the 2020 survey, so comparisons to 2008 are not exact. Survey modifications are provided at the bottom of Table 8a. There is a statistically significant increase in 2020 in the percentage of respondents favoring the expansion of the highway system when compared to 2008.

Table 8a: Best Way to Get Commuters to Madison and Back from Mazomanie: Comparison of 2008-2020 Survey Results		
<i>What is the best way to get commuters to Madison and back from Mazomanie?</i>	2020	2008
Expand the highway system to facilitate driving	41%	34%
Incentives to create car/van pools	24%	26%
Develop commuter/light rail transit to serve Mazomanie/neighboring communities	23%	29%
Extend Madison Metro bus lines	8%	8%
The wording for the question and the wording for each of the commuter options were slightly different over the two survey years. The differences are shown below.		
2020	2008	
<i>What is the best way to get commuters to Madison and back from Mazomanie?</i>	<i>What is the best way to get commuters to Madison and back from the outlying parts of Dane County?</i>	
Expand the Highway System to Facilitate Driving	Expansion of the Highway System	
Incentives to Create Car/van Pools	Car/Van Pool	
Develop Commuter or Light Rail Transit to Serve Mazomanie and Neighboring Communities	Develop Commuter or Light Rail Transit on Existing Tracks or Abandoned Rail Right-of-Way	
Extend Madison Metro bus lines	Extension of Madison Metro bus lines	

Economic Development

A section of the survey contained four groups of questions focused on economic development in the Village of Mazomanie.

In the first group of questions, respondents were asked their level of agreement to a series of statements about economic development (Table 9). Village of Mazomanie residents overwhelmingly agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce (89% agree or strongly agree). Another statement receiving considerable support (85% agree or strongly agree) is that downtown revitalization is key for local economic development. Two-thirds of the survey respondents agree/strongly agree that outdoor recreation opportunities are key to the Village of Mazomanie’s future development. Approximately six in ten respondents agree/strongly agree that the Village needs to develop more opportunities for its children and that the Village should become a recreational hub for the region. One-half of the survey respondents believe the essence of the Village has been tied to agriculture and the railroad and these should be the pillars of future development. Only about one-quarter of the respondents said the Village should develop the infrastructure to be an Americana Music destination.

With the exceptions of focusing on being a business-friendly community and downtown revitalization, the relatively high proportion of Village respondents without an opinion about these economic development issues indicates that many Village residents felt that they do not have sufficient information to have an informed opinion regarding these issues.

Table 9: Opinions about Economic Development						
<i>Please provide your level of agreement to the following statements:</i>	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Village needs to focus on being a business-friendly community with the ability to attract and retain workforce	298	39%	50%	5%	1%	6%
Downtown revitalization (housing, restaurants, shops, etc.) is key for local economic development	295	38%	47%	6%	2%	6%
Outdoor recreation opportunities are key to the Village of Mazomanie’s future development	295	20%	46%	14%	3%	18%
Village needs to develop more opportunities for its children (enhance soccer fields, additional after school activities, etc.)	295	18%	43%	15%	4%	20%
Village of Mazomanie should become a recreational hub for the region (biking, hiking, climbing, hunting, fishing, camping, etc.)	296	18%	38%	17%	4%	24%
The essence of the Village of Mazomanie has been tied to agriculture and the railroad and these should be the pillars for future development	297	9%	41%	21%	3%	26%
Village should develop the infrastructure to be an “Americana Music” destination	294	8%	20%	28%	8%	36%

Statistically significant differences among different demographic groups regarding the economic development issues asked about in the survey:

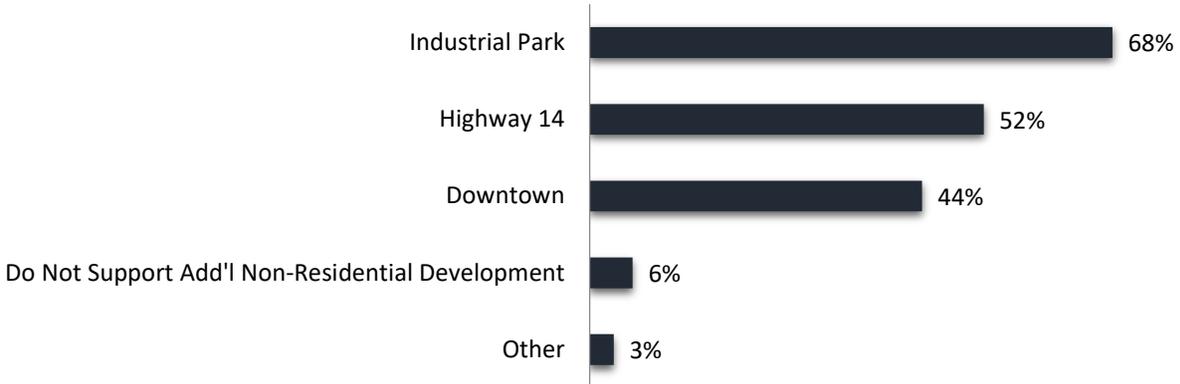
- Longer-term residents of the Village (10+ years) were more likely to agree that the Village should focus on being a business-friendly community. Shorter-term residents (10 years or less) were more likely to agree that the key for local economic development is downtown revitalization.
- Respondents under the age of 45 were more likely to agree that outdoor recreation opportunities are key to the Village's future development.
- Younger respondents (<45), respondents with children in their households, and respondents with at least \$75,000 in household income were more likely to agree that the Village needs to develop more opportunities for its children.
- Respondents with at least a bachelor's degree were more likely to agree that the Village should become a recreational hub for the region. Respondents with less than a bachelor's degree were more likely to agree that the essence of the Village has been tied to agriculture and the railroad and these should be the pillars for future development.

2008/2020 Comparisons. The group of questions shown in Table 9 were not included in the 2008 survey, so comparisons are not possible.

Non-Residential Development. When asked where they prefer additional non-residential development to be located in the Village, respondents' strongest preferences were in the industrial park (68%), and along Highway 14 (52%).⁹ Forty-four percent favor downtown non-residential development. Six percent do not support additional non-residential development.

Figure 9: Where Non-Residential Development Should be Located

Multiple Choices Allowed



Statistically significant differences in the responses to these questions among the demographic groups:

- Male respondents and longer-term residents (10+ years) were more likely to support non-residential development in the industrial park.
- Younger respondents (<45) were more likely to say that additional non-residential development should be located downtown.

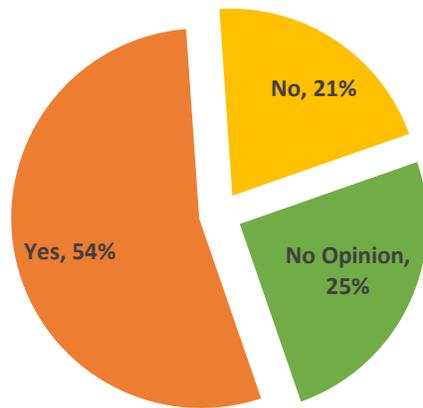
2008/2020 Comparisons. 2020 survey respondents were much more likely to say that additional non-residential development should be located in the industrial park and less likely to support such development on Highway 14 than was the case in 2008. More respondents in 2020 support additional non-residential development (in general) than was the case twelve years ago. The differences described above are statistically significant (Table 9a).

Table 9a: Non-Residential Development Should be Located: Comparison of 2008-2020 Survey Results		
<i>Where should additional non-residential development be located?</i>	2020	2008
Industrial Park	68%	51%
Highway 14	52%	59%
Downtown	44%	46%
I do not support additional non-residential development	6%	15%

⁹ This question allowed respondents to select multiple responses since the various locations presented are not exclusive of each other.

Regulation of Non-Residential Developments. A slight majority (54%) of Mazomanie respondents agreed that new non-residential development should be regulated by aesthetics and design standards established by the Village; 21% said no. At the same time, a substantial percentage of respondents (25%) had no opinion about this issue (Figure 10).

Figure 10: New Non-Residential Development Should be Regulated by Aesthetics and Design Standards Established by the Village
n = 299



Statistically significant differences in responses among the demographic groups:

- Male respondents and respondents with higher levels of formal education were more likely to agree that the Village should apply aesthetic and design standards to new non-residential development.
- Female respondents were more likely to not have an opinion about this topic.

2008/2020 Comparisons. The percentage of 2020 respondents that believe the Village should apply aesthetic and design standards to non-residential development is lower (-6%) since the 2008 survey; the difference is not statistically significant (Table 10a).

Table 10a: Non-Residential Development Should be Regulated by Aesthetics and Design Standards Established by Village: Comparison of 2008-2020 Survey Results

<i>Should new non-residential development be regulated by aesthetics and design standards established by the Village?</i>	2020	2008
Yes	54%	60%
No	21%	19%
No Opinion	25%	21%

Satisfaction with New Growth in Village. When asked their level of satisfaction with various types of growth that has occurred in the Village, Mazomanie respondents' highest level of satisfaction is for residential development and industrial development. Sixty-four percent said they were satisfied or very satisfied with residential development, and nearly as many (61%) expressed a similar level of satisfaction with industrial development. (Table 11).

Growth along the highway received mixed reviews. Although approximately one-half of respondents are satisfied or very satisfied with the new growth along the highway, there is a substantial minority totaling 32 percent who are dissatisfied or very dissatisfied with such growth.

Only 24% said they are satisfied or very satisfied with downtown development, and about three in five were dissatisfied or very dissatisfied. Relatively high proportions of respondents had no opinion about the new growth being asked about in the survey.

Types of Growth	Count	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Residential	289	6%	58%	13%	2%	21%
Industrial Development	290	7%	54%	12%	3%	24%
Commercial Along Highway	289	3%	50%	27%	5%	15%
Commercial Downtown	289	2%	22%	46%	13%	17%

Statistically significant differences in responses among the demographic groups:

- Longer-term residents, and respondents 45 and older were more satisfied with industrial growth.
- Male respondents were more satisfied with commercial growth along the highway.
- Residents landowners were more satisfied with residential development than renters.

2008/2020 Comparisons. 2020 respondents were much less satisfied with downtown development and development along the highway than 2008 respondents and these results are statistically significant. Conversely, although not statistically significant, 2020 respondents were more satisfied with industrial development and less satisfied with residential development than 2008 respondents (Table 11a).

How satisfied are you with the following types of new growth in the Village?	2020	2008
Residential	64%	69%
Industrial development	61%	55%
Commercial along highway	53%	68%
Commercial downtown	24%	50%

Housing

As shown in Table 12, strong majorities of survey respondents agreed or strongly agreed that there is a need for additional single family housing (74%), and housing options for older citizens (senior condominiums and apartments (76%), and assisted living facilities and nursing homes (65%)).

Respondents were less sure, however, about the need for other types of housing. Although a majority (58%) said there is a need for more affordable housing, more than a quarter of the respondents disagreed or strongly disagreed. Survey respondents also had split opinions about the need for more duplexes and two-unit townhomes (58% agreed or strongly agreed, and 22% disagreed or strongly disagreed).

Respondents were also less sure about the need for more apartments. A plurality (45%) agreed or strongly agreed more apartments are needed in the Village, but more than one-third (34%) disagreed or strongly disagreed.

This group of housing questions had a high proportion of responses in the no opinion category.

Housing Types	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Senior condominiums and Apartments	296	33%	43%	4%	2%	18%
Single Family Housing	287	26%	48%	5%	1%	20%
Assisted living facilities/Nursing homes	286	26%	39%	9%	3%	23%
Affordable Housing	291	31%	27%	15%	13%	15%
Duplexes and townhouses (2 units)	284	14%	44%	17%	5%	21%
Apartments (3 or more units)	279	15%	30%	24%	10%	22%

Statistically significant differences in responses among the demographic groups:

- Respondents with lower levels of formal education were more likely to see a need for more single family housing.
- Renters and shorter-term residents were more likely to see a need for more apartments.
- Respondents 45 and older, retired respondents, longer-term residents, and respondents with household incomes below \$75,000 were more likely to see a need for more senior condominiums and apartments.
- Respondents 45 and older and longer-term residents were more likely to see a need for assisted living facilities/nursing homes.
- Female respondents, respondents with less formal education, unemployed or retired respondents, longer-term residents, and respondents with household incomes below \$75,000 were more likely to see a need for more affordable housing.

2008/2020 Comparisons. With the exception of more affordable housing (-6% decline from 2008 to 2020), all the housing types listed on the survey, for which comparisons can be made, show statistically significant increases in the proportion of survey respondents who believe there is a need for more such housing types in the Village: apartments (+22% increase from 2008 to 2020), duplexes and townhomes (+18% increase), single family housing (+9%), and senior condominiums and apartments (+8%)(Table 12a).

Table 12a: Types of Housing Needed in the Village of Mazomanie “Strongly Agree and Agree” Responses: Comparison of 2008-2020 Survey Results		
<i>More of the following types of housing are needed in the Village of Mazomanie:</i>	2020	2008
Single Family Housing	74%	65%
Duplexes and Townhomes (2 units)	58%	40%
Apartments (3 or more units)	45%	23%
Senior Condominiums and Apartments	76%	68%
Assisted living facilities/Nursing homes	65%	---
Affordable Housing	58%	64%
Modifications. In 2008, Assisting Living Facilities and Nursing Homes were listed as two separate housing types: assisted living facilities received 68% strongly agree/agree responses and nursing homes received 48% strongly agree/agree responses.		

Additional Comments Regarding Land Use and Comprehensive Planning

Respondents were asked to provide additional comments about land use and comprehensive planning in the Village. A qualitative analysis was completed by using emergent themes to sort and tally 68 responses into 11 categories. Comments relating to parks and recreation, transportation/roads, and economic development received the greatest proportion of the total comments, with 53%. Based on the comments from survey respondents who answered this question, Village of Mazomanie survey respondents are interested in bike trails and wish for a variety of improvements to Hwy 14, specifically the need to have more passing lanes to Madison, more stoplights, and better aesthetics.

Comments include:

“Black Earth Creek needs to remain untouched and quiet, leaving it a pristine fishing destination. This is the reason why so many people already travel to the area.”

“Connect bike trail to Sauk City bike path.”

“I wish there was a bike trail off the road that connected Mazo to Black Earth's downtown area.”

“The railroad going to Sauk needs to be changed to a walking/biking path, not a railcar storage area.”

“Enforce traffic laws, especially speed and turn only lanes on 14 in town. Stop lights!”

“Commercial development on Hwy 14 is abhorrent in its lack of aesthetics.”

“The downtown area and Hwy 14 corridor is not very inviting to a visitor. Cow tanks and flowers didn't do it for me.”

The complete list of comments to this question is included in Appendix B, Question 21.

	Count	%
Parks and Recreation	13	19%
Transportation/Roads	12	18%
Economic Development	11	16%
Housing	7	10%
Downtown	6	9%
Multiple Topics	5	7%
Representatives/Leadership	5	7%
Leave as Is	4	6%
Village Facilities/Services	3	4%
Daycare/After School Care	1	1%
Events	1	1%
TOTAL	68	100%

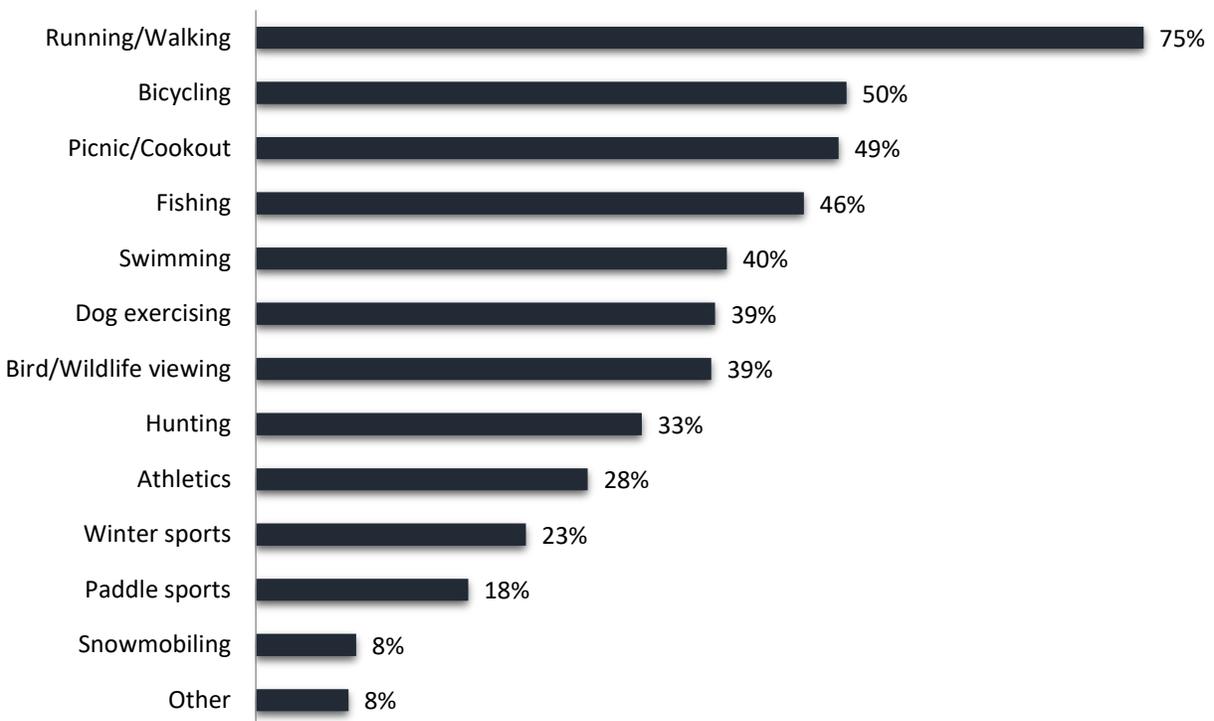
Recreation

The recreation section of the Village of Mazomanie 2020 Public Opinion Survey was expanded to help inform the Village’s Community Outdoor Recreation Plan (CORP) update.¹⁰

Recreational Activities. Respondents were asked to identify the recreational activities in which members of their household engaged. By far, the most popular activities chosen were running or walking, with 75% of households participating. Biking and picnicking/cookout came in a distant second and third place with 50% and 49% respectively. Slightly fewer than half the respondents said their family includes someone who fishes. Relatively few survey respondents have household members who participate in snowmobiling. (Figure 14). In addition to the categorical activity options, respondents could specify “other” recreational activities that they/members of their household participate in. Written responses included ATV, hiking, golf, and tennis. The complete list of “other” activities provided by respondents is included in Appendix B, Question 5.

Figure 14: Household Recreational Activities Participation

Multiple Choices Allowed



¹⁰ As noted earlier in the report, the data collection process was quite different in 2015 when the previous CORP survey was conducted and likely resulted in more people who are invested in recreation being in the sample. Further, some of the questions were worded somewhat differently, so comparing those results to those obtained in 2008 and 2020 is difficult.

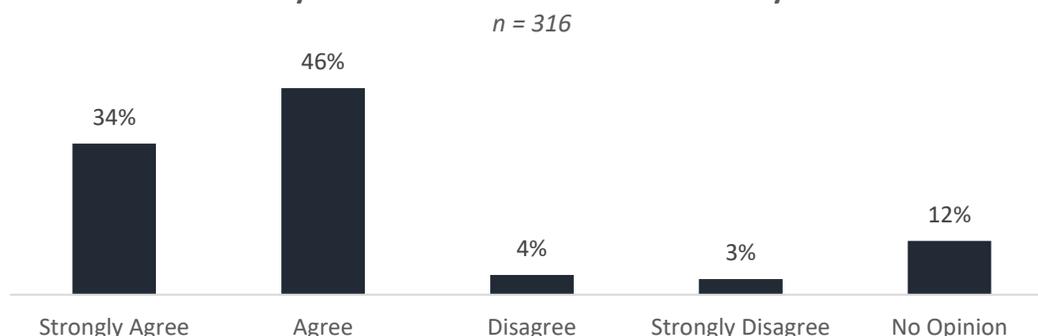
For ease of presentation, Table 14 highlights the many statistically significant differences among the demographic groups and the recreational activities members of respondents' households participate in. *In most cases, younger, employed respondents with higher levels of education, with children in their household, and with household incomes of at least \$75,000 were more likely to participate in recreational activities.*

Table 14: Statistically Significant Differences Among Demographic Groups and Recreational Activity Participation in Household	
Recreational Activity	More Likely to Participate
Athletics (e.g. softball, basketball)	<ul style="list-style-type: none"> • Younger respondents (less than 45 years old) • Employed respondents • Respondents with children in their households • Respondents with household incomes of \$75,000⁺
Bicycling	<ul style="list-style-type: none"> • Younger respondents • Respondents with at least a bachelor's degree • Employed respondents • Respondents with children in their homes • Respondents with household incomes of \$75,000⁺
Dog Exercising	<ul style="list-style-type: none"> • Female respondents • Respondents with at least a bachelor's degree • Employed respondents • Resident landowners (renters often restricted from having pets)
Fishing	<ul style="list-style-type: none"> • Younger respondents • Employed respondents • Male respondents • Respondents with children in their homes
Hunting	<ul style="list-style-type: none"> • Male respondents • Respondents with children in their homes
Paddle Sports	<ul style="list-style-type: none"> • Respondents with at least a bachelor's degree • Employed respondents • Resident landowners • Respondents with household incomes of \$75,000⁺
Picnic/Cookout	<ul style="list-style-type: none"> • Younger respondents • Employed respondents • Respondents with children in their homes • Respondents with household incomes of \$75,000⁺
Running/Walking	<ul style="list-style-type: none"> • Respondents with at least a bachelor's degree • Employed respondents • Respondents with household incomes of \$75,000⁺
Snowmobiling	<ul style="list-style-type: none"> • Male respondents • Shorter-term residents (<10 years)
Swimming	<ul style="list-style-type: none"> • Younger respondents • Employed respondents • Respondents with children in their homes • Shorter-term residents • Respondents with household incomes of \$75,000⁺
Winter Sports (e.g. skating, skiing)	<ul style="list-style-type: none"> • Younger respondents • Respondents with at least a bachelor's degree • Employed respondents • Respondents with children in their homes • Respondents with household incomes of \$75,000⁺

Historical Comparisons. Due to survey modifications over time to the recreational activities question, comparisons between the 2008 Village of Mazomanie Comprehensive Plan Survey, the 2015 Mazomanie Community Outdoor Recreation Plan Survey, and the 2020 Village of Mazomanie Public Opinion are not possible.

Expanded Trail/Pedestrian System. Respondents generally agree (eight in ten agreed or strongly agreed) that the Village should consider cooperating with other communities on an expanded trail/pedestrian system to other parts of Dane County (Figure 15).

Figure 15: Village Should Consider Cooperating with Other Communities Regarding An Expanded Trail/Pedestrian System to Other Areas of Dane County



Statistically significant difference in responses among one demographic group:

- Respondents with at least a bachelor’s degree were more supportive of cooperation between the Village and other communities to expand a trail/pedestrian system.

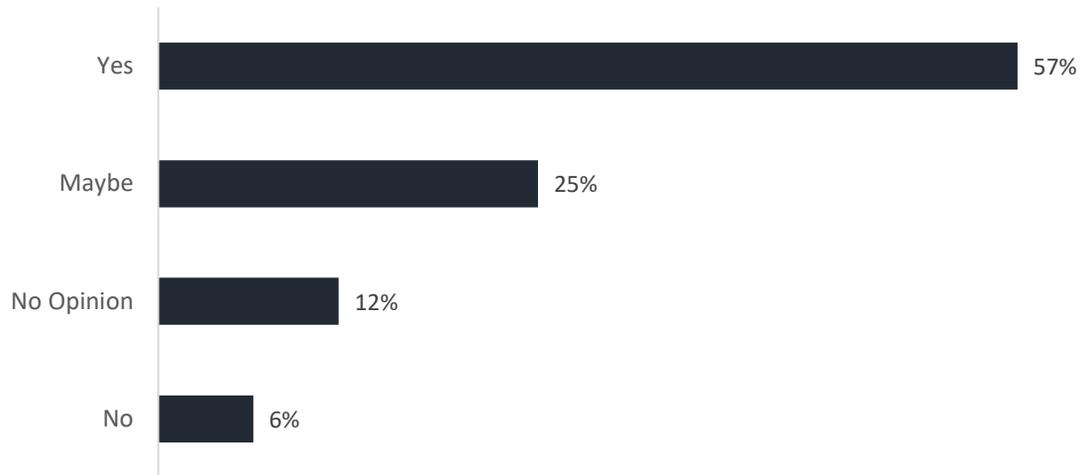
2008/2015/2020 Comparisons. The question’s wording in the 2015 CORP survey was slightly different than the 2008 and 2020 COMP surveys, so comparisons are not exact (Table 15a). When comparing only the two COMP surveys of 2008 and 2020 (identical wording), the increase shown over time (12% increase) in the level of support for Village cooperation with other communities regarding an expanded trail system is statistically significant. The comparison between 2020 COMP survey results versus the 2015 CORP survey results is more tenuous because of survey modifications and differences in how the data were obtained, but the level of decline shown from 2015 to 2020 for such cooperation is substantial (-10%).

Table 15a: Village Should Cooperate with Other Communities Regarding Expanded Trail/Pedestrian System to Other Areas of Dane County “Strongly Agree and Agree” Responses: Comparison of 2008-2015-2020 Survey Results		
2020	2015*	2008
80%	90%	68%
The wording for this question was slightly different in 2015. The difference is shown below.		
2008 and 2020		2015
“The Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.”		“Should the Village consider cooperating with other communities regarding an expanded multiuse recreational trail system for this region?”

Trails on Public Lands Adjacent to Village. Respondents were asked if Dane County and the Wisconsin Department of Natural Resources should be encouraged to develop trails on public lands adjacent to the Village. Figure 16 indicates that 57% of respondents believe this development should be encouraged, 25% said maybe, 12% had no opinion, and only 6% believe this type of development should be discouraged.

Figure 16: Should Dane County and the WI DNR be Encouraged to Develop Trails on Public Lands Adjacent to the Village?

n = 319



Statistically significant difference in responses of one demographic group:

- Respondents with at least a bachelor’s degree were more supportive of cooperation between Dane County and the Wisconsin Department of Natural Resources to develop trails on public lands adjacent to the Village.

2015/2020 Comparisons. When compared to the 2015 Community Outdoor Recreation Plan (CORP) respondents, 2020 COMP plan survey respondents were much less likely to wholly agree that Dane County and WI DNR should be encouraged to develop trails on public lands adjacent to the Village. However, 2020 respondents were not more likely to say that this should not occur at all, they were, instead, more likely to say “maybe” it should occur or they had no opinion about the topic at all (Table 16a). This likely reflects differences in the underlying sample respondents in the two surveys.

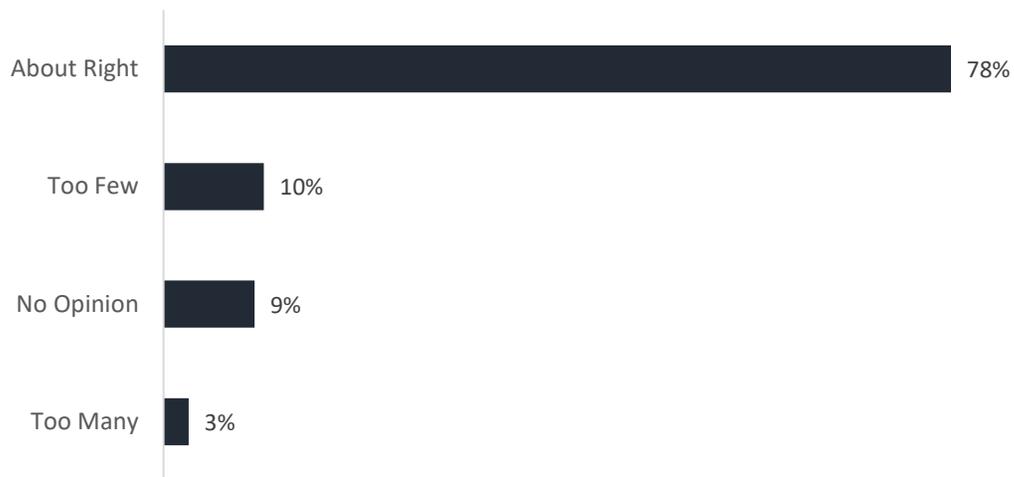
Table 16a: Dane County and WI Dept. of Natural Resources Should Be Encouraged to Develop Trails on Public Lands Adjacent to Village: Comparison of 2015-2020 Survey Results

<i>Should Dane County and the Wisconsin Department of Natural Resources be encouraged to develop trails on public lands adjacent to the Village?</i>	2020	2015
Yes	57%	74%
Maybe	25%	16%
No	6%	5%
No Opinion	12%	5%
This question was not included in the 2008 survey.		

Parks and Open Space Area in Village. Respondents were asked how they feel about the number of parks and the amount of open space in the Village. Figure 17 indicates that 78% of respondents believe the number of parks and amount of open space in the Village is about right, 10% believe there are too few, 9% have no opinion, and only 3% believe there are too many.

Figure 17: How Do You Feel About the Number of Parks and Open Space in the Village?

n = 320



There were no statistically significant differences among demographic groups with respect to their opinions about the number of parks and open space in the Village.

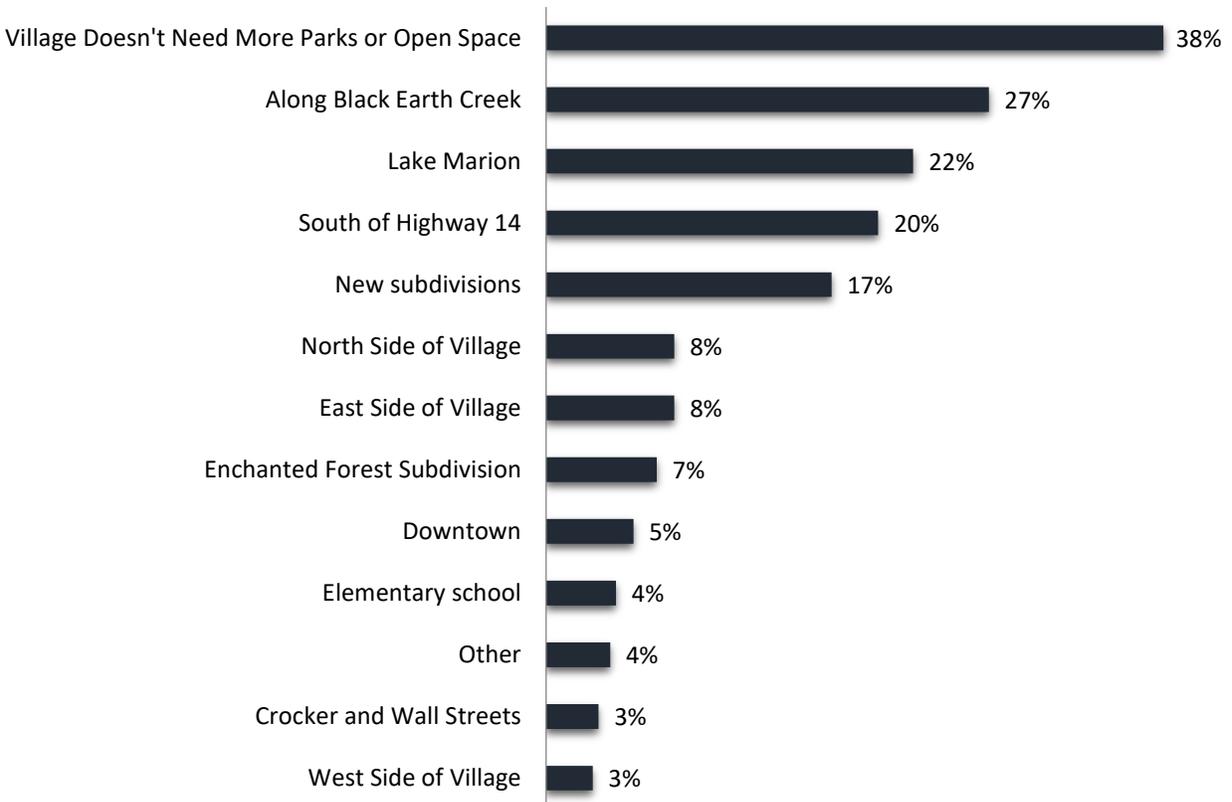
2015/2020 Comparisons. Due to survey modifications made in 2020, comparisons to the 2015 CORP survey are not exact. However, when the “no opinion” responses from 2020 are excluded from analysis, there is a statistically significant decline in 2020 in the percentage of respondents who believe there are “too few” parks and open space in the Village and a significant increase in the percentage who believe the amount of parks and open space in the Village is “about right.”

Table 17a: Number of Parks and Open Space Areas in the Village: Comparison of 2015-2020 Survey Results		
<i>How do you feel about the number of parks and open space areas in the Village?</i>	2020	2015
Too Few	10%	24%
About Right	78%	75%
Too Many	3%	0%
No Opinion	9%	----
This question was not included in the 2008 survey. “No Opinion” was added to the 2020 survey.		

Areas Where More Parks and Open Space Are Needed in Village. Respondents were asked what areas of the Village, if any, need more parks and open space areas.¹¹ A substantial proportion of respondents (38%) believe that the Village doesn't need more parks or open space. Along Black Earth Creek, Lake Marion, South of Highway 14, and new subdivisions are the areas respondents believe are most in need of new parks and open space (Figure 18).

Figure 18: Areas Where More Parks and Open Space Are Needed

Multiple Choices Allowed



Statistically significant differences in responses among demographic groups:

- Male respondents, respondents 45 and above, respondents with less formal education, and longer-term residents were more likely to say that the Village doesn't need more parks or open space.
- Younger respondents (<45), and shorter-term residents (10 years or less) were more likely to say that more parks and open space are needed in new subdivisions.
- Respondents with higher levels of formal education were more likely to say that more parks and open space are needed along Black Earth Creek.
- Younger respondents, respondents with children in their households, and shorter-term residents were more likely to say that more parks and open space are needed by Lake Marion.

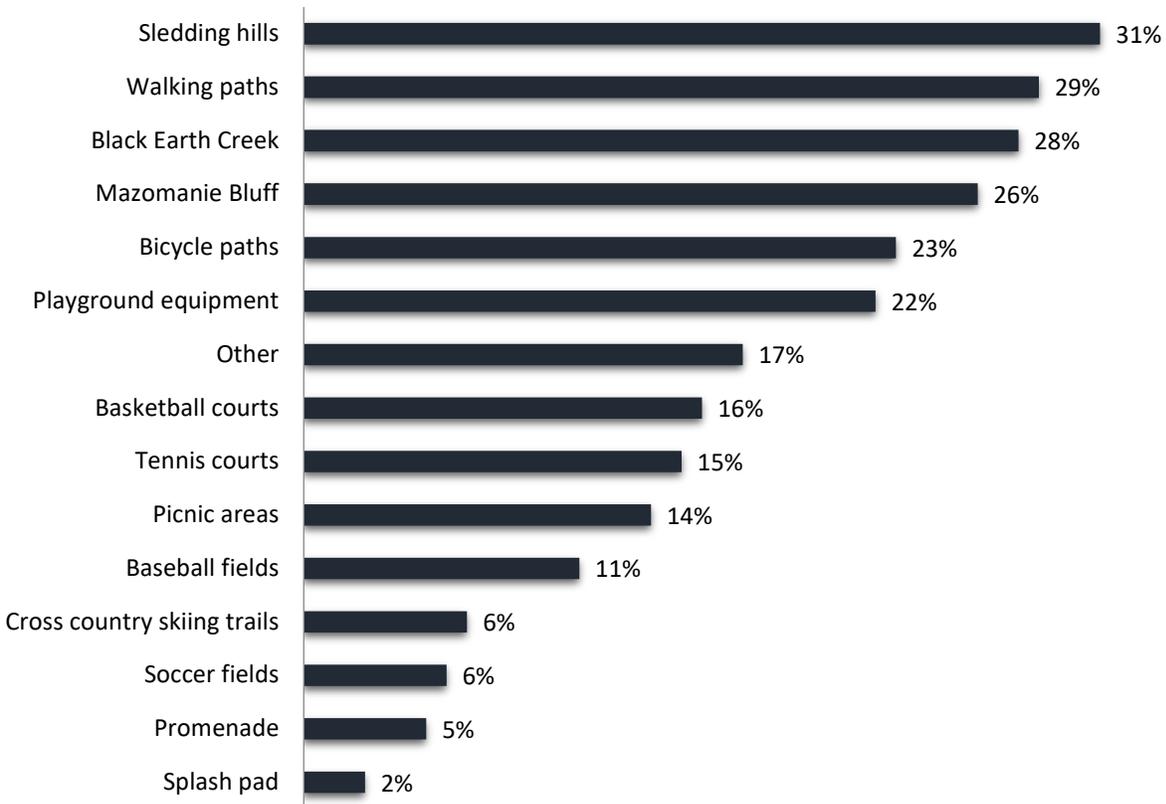
¹¹ This question allowed respondents to select multiple responses since the various areas presented are not exclusive of each other.

2015/2020 Comparisons. When comparing the 2015 CORP survey results and the 2020 COMP survey results there are statistically significant declines in the percentage of respondents who believe more parks and open space should be located along Black Earth Creek (-31%), downtown (-11%), on the east side of the Village (-10%), by the elementary school (-11%), and Lake Marion (-9%) (Table 18a).

Table 18a: Need More Parks and Open Space: Comparison of 2015-2020 Survey Results		
<i>In your opinion, what areas of the Village, if any, need more parks and open space areas?</i>	2020	2015
Village doesn't need more parks or open space	38%	35%
South of Highway 14	20%	26%
Downtown	5%	16%
East Side of Village	8%	18%
West Side of Village	3%	9%
North Side of Village	8%	---
New Subdivision	17%	23%
Along Black Earth Creek	27%	58%
Crocker and Wall Streets	3%	9%
Lake Marion	22%	31%
Enchanted Forest Subdivision	7%	8%
Elementary School	4%	15%
This question was not included in the 2008 survey. Modification. In the 2015 survey, Northwest Side of Village was included.		

Improvement of Recreational Facilities. Respondents were asked which recreational facilities in the Village need improvement.¹² As shown in Figure 19, fewer than one-third said any of the facilities listed on the survey needed improvement. Sledding hills, walking paths, Black Earth Creek, and Mazomanie Bluff had had between about one-third to one-fourth responding affirmatively to the need for improvement.

Figure 19: Recreational Facilities Needing Improvement
Multiple Choices Allowed



Statistically significant differences in responses among the demographic groups:

- Respondents with less formal education and employed respondents were more likely to see a need for improvements to basketball courts.
- Respondents with higher levels of formal education were more likely to see a need for improvements made to cross country skiing trails.
- Renters and respondents with less than \$75,000 annual household income were more likely to see a need for improvement to picnic areas.
- Younger respondents (<45), renters, shorter-term residents, and respondents with children in their households were more likely to see a need for improvement to playground equipment.

¹² This question allowed respondents to select multiple responses since the various recreational facilities presented as choices are not exclusive of each other.

2015/2020 Comparisons. Due to survey modifications made in 2020, comparisons to the 2015 CORP survey are not exact. When comparing the 2015 CORP survey results and the 2020 COMP survey results there are statistically significant declines in 2020 of the percentage of respondents who believe improvements should be made to walking paths, Black Earth Creek, bicycle paths, tennis courts, picnic areas, cross country skiing trails, and the splash pad (Table 19a).

Table 19a: Need Improvements: Comparison of 2015-2020 Survey Results		
<i>Which of the following recreational facilities need improvement?</i>	2020	2015
Sledding Hills	31%	32%
Walking Paths	29%	43%
Black Earth Creek (open space, trails)	28%	45%
Mazomanie Bluff	26%	33%
Bicycle Paths	23%	44%
Playground Equipment	22%	22%
Basketball Courts	16%	13%
Tennis Courts	15%	27%
Picnic Areas	14%	26%
Baseball Fields	11%	9%
Cross Country Skiing Trails	6%	21%
Soccer Fields	6%	11%
Promenade	5%	---
Splash Pad	2%	42%
Modifications. Promenade was not included in the 2015 survey. The wording for this question was different in 2015. The question's wording for 2020 and 2015 is shown below.		
	2020	2015
	<i>"Which of the following recreational facilities need improvement?"</i>	<i>"Which of the following facilities need improvement (or new construction)?"</i>

Additional Comments Regarding Outdoor Recreation in the Village

Respondents were asked to provide additional comments about outdoor recreation in the Village of Mazomanie. Response was similar to the number of comments submitted relating to comprehensive planning in the Village; 68 recreation comments were collected.¹³ Comments were sorted into 13 categories plus a miscellaneous category summarized in Table 20.

	Count	%
Parks and Facilities	17	25%
Trails	12	18%
Swimming Pool	5	7%
Lake Marion	4	6%
Need More Information	4	6%
Kayaking	3	4%
Natural Areas	3	4%
Positive Sentiments	3	4%
Flood Control	2	3%
Ice Rink	2	3%
Outdoor Opportunities	2	3%
Restrooms	2	3%
Small Town Atmosphere	1	1%
<i>Miscellaneous</i>	8	12%
TOTAL	68	100%

Comments relating specifically to parks, facilities, and trails elicited the greatest proportion of the total, with a combined 43 percent. Generally, there were only a few percentage points separating the other categories. Based on the comments from survey respondents who answered this question, Village of Mazomanie respondents are interested in a variety of court facilities (tennis, basketball, etc.), and are particularly interested in a dog park. Survey respondents also expressed a wish for trail access improvements and noted a lack of continuous sidewalks in the Village.

Examples of written comments include:

“A dog park would be great next to Lake Marion. Public bathroom on the promenade

would encourage use of the space.”

“Access to 90% of our outdoor recreation is difficult to access from south of Highway 14. No continuous sidewalks to Lake Marion without crossing 14 and going under the bridge.”

“If you want to walk around this village, it is dangerous because of lack of continuous sidewalks - you are often in the street.”

“Keep making the natural areas beautiful and healthy. That's what makes the Driftless area so amazing.”

“The swimming pool is a huge asset to this village! It needs updating.”

The complete list of comments to this question is included in Appendix B, Question 11.

¹³ Responses to the two open-ended questions in the survey were relatively low when compared to the overall survey response (approximately 1/5 of respondents provided comments to each open-ended question). The response to the qualitative questions in the survey could have been due to survey fatigue and/or question format.

Conclusions

A theme from the results of this survey is the desire to preserve Mazomanie's rural character. The appeal of the rural atmosphere of the Village of Mazomanie and its natural surroundings is expressed in various ways in the responses to questions throughout the survey. Mazomanie respondents value living in Mazomanie because of its rural, small town atmosphere, its natural beauty, and to be near their family and friends. Mazomanie respondents expressed a strong desire to protect the natural resources of the Village that are the basis for the natural beauty so important to them.

Although the appeal of living in a rural, small town atmosphere is a prominent theme of the survey, respondents, at the same time, believe strongly that the Village needs to focus on being a business-friendly community with the ability to attract and retain its workforce. In addition, downtown revitalization, according to this group of respondents, is key for local economic development. However, when asked where non-residential development should be located, a minority, 44% favor downtown.

There was consensus among survey respondents that single-family homes and housing options for older citizens are the highest priority.

Mazomanie respondents were satisfied with most community services and facilities. Very few services or facilities received poor ratings. Fire protection, emergency medical services, recycling/trash collection, parks and recreation, and electric services were rated particularly high among the community services listed on the survey. When asked to rate the condition of streets in the Village, respondents were largely satisfied; however, road repairs and maintenance was the local service with the highest percentage of fair and poor ratings.

Comparing Results Over Time

The SRC determined, when possible, if response patterns varied at statistically significant levels when comparing the 2020 Village of Mazomanie Public Opinion survey results to the 2008 Village of Mazomanie Public Opinion survey and the 2015 Village of Mazomanie Community Outdoor Recreation Plan survey. Due to survey modifications over time, some questions are not comparable. Further, differences in how data were obtained in 2015 compared to 2008 and 2020, make comparisons less exact. In particular, the 2015 data are likely going to come from people who are more interested in recreation than the average resident of the Village.

It is also important to bear in mind that 2008 was in the midst of the "Great Recession" and the 2020 data were collected before COVID 19 was affecting the U.S. economy in a serious way. These differences in the economic situation almost certainly influenced responses.

Given these provisos:

- Results show a substantial increase in 2020 in the percentage of respondents choosing rural, small-town atmosphere as a top reason to live in the Village of Mazomanie when compared to 2008. The percentage of respondents choosing the natural beauty of the area as a reason to live in the Village increased significantly as well.
- The proportion of survey respondents in 2020 who rated the overall quality of life in the Village as excellent or good increased significantly when compared to 2008 ratings.
- Other than library services (the ratings increased since 2008, but not significantly), all local facilities and services listed on the survey in 2020 showed statistically significant increases in excellent/good ratings when compared to 2008.
- When compared to the combined average of survey results from 2008 and 2015, there is a statistically significant increase in 2020 in the percentage of respondents saying that it is important or very important to remove existing structures from within the floodplain of Black Earth Creek.
- There is a statistically significant increase in 2020 in the percentage of respondents favoring the expansion of the highway system to facilitate driving when compared to 2008.
- 2020 survey respondents were much more likely to say that additional non-residential development should be located in the industrial park and less likely to support such development on Highway 14 than was the case in 2008.
- 2020 respondents were much less satisfied with downtown development and development along the highway than 2008 respondents.
- When comparisons were possible to the 2008 survey, 2020 respondents were statistically more likely to say there is a need for most of the housing types listed on the survey (single family housing, duplexes and townhomes, apartments, senior condominiums and apartments) with the exception of affordable housing.
- When comparing only the two public opinion surveys of 2008 and 2020 (in which the wording of the question was identical), the increase shown over time (12% increase) in the level of support for Village cooperation with other communities regarding an expanded trail system is statistically significant.
- When compared to the 2015 Community Outdoor Recreation Plan survey, there is a statistically significant decline in the percentage of 2020 respondents who believe there are “too few” parks and open space in the Village and a significant increase in the percentage of respondents who believe the number of parks and open space in the Village is “about right.”
- The proportion of Mazomanie respondents believing there should be more parks and open space downtown, on the east side of the Village, along Black Earth Creek, Lake Marion, and by the elementary school fell considerably from 2015 to 2020.

Appendix A – Non-Response Bias Test

Any survey must be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, one of the sections in the survey asked respondents to rate community facilities and services in the Village of Mazomanie. If those who failed to return their survey were more dissatisfied with such services, the estimates included in this report would overstate the satisfaction of respondents regarding community facilities/services.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 268 people responded to the first mailing, and 54 responded to the second mailing.

In the Village of Mazomanie dataset, there were 7 of 101 variables tested with statistically significant differences between the mean responses of mail 1 and mail 2 respondents. These variables are fairly randomly distributed throughout the questionnaire and show no clear pattern. Late responders were slightly more likely to say that they choose to live in the Village due to the natural beauty of the area and have members in their household who hunt. Early survey responders rate downtown parking and fire protection higher. Early responders were more likely to agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce. Early responders were more likely to agree that more single family housing and senior condominiums/apartments are needed in the Village.

Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for the Village of Mazomanie Public Opinion Survey dataset.**

Variable	Mail 1	Mail 2	Sig.	Meaning
Q1j. Reasons to live in Village: natural beauty	.27	.41	.042	Mail 2 more likely to choose
Q3a. Rate: Downtown Parking	2.18	2.64	.002	Mail 1 higher ratings
Q3d. Rate: Fire Protection	1.74	2.25	.003	Mail 1 higher ratings
Q5f. Participates: Hunting	.29	.44	.026	Mail 2 more likely to participate
Q13g. Village needs to focus on being business-friendly	1.80	2.23	.004	Mail 1 more likely to agree
Q17a. More single-family housing is needed	2.32	2.82	.021	Mail 1 more likely to agree
Q17d. More senior condos/apartments are needed	2.21	2.72	.023	Mail 1 more likely to agree

Appendix B – Village of Mazomanie Public Opinion Survey, 2020 - Comments

Written comments from survey respondents were transcribed verbatim. In some instances, the SRC corrected misspelled words, but have generally not modified comments for grammar or clarity. There were instances where survey respondents wrote “N/A” or “No Opinion” as a written response. The SRC has excluded N/A and No Opinion comments from the compilations shown below.

Q1: From the following list, mark the three most important reason you and your family choose to live in the Village of Mazomanie? “Other” responses (12 Responses)

- Lived here for years (x2)
- Close to business
- Close to family
- Could afford it at the time
- Ease of involvement
- Great neighborhood
- Live in Township
- Lot size
- School
- Village swimming pool
- Where my boyfriend lives

Q5: In which of the following recreational activities do members of your household participate? “Other” responses (26 Responses)

- ATV (x5)
- None (x4)
- Hiking (x3)
- Golf (x2)
- Tennis (x2)
- Camping
- Dance class
- Disc golf
- Equine trail riding
- Four wheeling
- Gardening
- Motorcycling
- Pokémon
- Splash Pad
- 4 wheeling

Q9: In your opinion, what areas of the Village, if any, need more parks and open space areas? "Other" responses (9 Responses)

- Dog park (x2)
- Easier access to Mazo Bluff
- Flooded area should be new park- open space
- Get rid of the brush dump, should be a wildlife area
- Hwy/RD 18
- Improve elementary space
- Lake Marion playground area needed!
- Walking Iron Park is underdeveloped

Q10: Which of the following recreational facilities need improvement? "Other" responses (37 Responses)

- Swimming pool (x10)
- Ice skating rink (x4)
- Dog park (x2)
- Sidewalks (x2)
- Access to bike trail
- ATV trails
- Bars/Taverns
- Basketball court needed south of Highway 14
- Beginning of trail at the end of Crescent
- Forest
- Golf courses!
- Hunting area
- Need sidewalks on S. Brodhead
- Need to replace tennis court
- Park could use updating. Younger families are coming.
- Parking for Wolf Run
- Pool needs expanding exercise lane that is separate
- Roads for biking
- Schools!
- Skate park
- Softball fields/youth teams
- Tractor pull, Flood area?
- Walking Iron

Q11: Is there anything else you want to say about outdoor recreation in the Village? 68 Responses

In some instances, respondents wrote about multiple topics regarding outdoor recreation related to the Village. When possible, each comment associated with a respondent is categorized based on what was determined to be the predominant theme of the comment.

Parks and Facilities (17 Responses)

Dog Park (9 Responses)

- We need a dog park. (x3)
- A dog park would be great next to Lake Marion. Public bathroom on the promenade would encourage use of the space.
- Add a playground and/or dog park in Coventry Meadows area where housing can't be built.
- Desperately in need of a large, fenced in dog park.
- More development by the promenade-across. Also, a dog area would be nice.
- Perhaps activities or facilities designed for older or disabled people. many people would like to see a dog park-which would be a rather low-cost addition.
- We really need a large dog park! Bike trails that connect to larger systems.

Parks and Recreation - Miscellaneous (8 Responses)

- Bring back the tennis court.
- Having a park w/basketball court across the highway (new subdivision).
- Need large park.
- Put park (basketball court, playground, ice rink, etc.) in open village lot off State St. at 4th Street.
- Regarding the Mazomanie Bluff: At the top there should be a little area cleared so you can see the town from the top. The flag on the Bluff should be replaced as it is in very bad condition as well.
- The parks are well kept and need a few small updates.
- The Village need to maintain these spaces better by enforcing rules.
- You need to put more money into the parks (not Lake Marion) Concession stand - not the building. Lights for ballpark kids will benefit more from this than Lake Marion. Exercise.

Trails (12 Responses)

ATV/4-Wheel Trails (5 Responses)

- Open more ATV Trails (x3)
- ATVs and snowmobiles should not be allowed on city/town streets, walking/bicycle paths, or nature area or preserves.
- It would be good to have trail for 4-wheeling and dirt track.

Walking Paths/Trails (4 Responses)

- Access to 90% of our outdoor recreation is difficult to access from south of Highway 14. No continuous sidewalks to Lake Marion without crossing 14 and going under the bridge. A sidewalk along the south side of Highway 14 and down KP would be great. Crossing Highway 14 is a must to access other parks like Wolf Run and Walking Iron and traffic rarely stops for pedestrians. When they do, cars behind them drive around them in turn lanes. It's not safe.

- If you want to walk around this village, it is dangerous because of lack of continuous sidewalks- you are often in the street.
- Needs to be more easy access, walk to, trail heads.
- Providing a walk path with no parking area is ridiculous.

Biking Trails (3 Responses)

- Black Wolf Trail can be a bit rough for biking (loose gravel) it would be great if it was paved.
- I want Dane County to create a bike trail from Mazo to Sauk Trail.
- No easy way for young children on bikes who live south of Hwy 14 to get to Wolf Run (or no safe passage to pool and ball fields).

Swimming Pool (5 Responses)

- Improve the equipment at the park by the splash pad. Those old slides are not safe!
- Keep weeds out of swimming pool deck area, paint pool.
- My family and I believe that if we made a pool then more people would want to move to the village.
- The splash pad is a huge plus.
- The swimming pool is a huge asset to this village! It needs updating.

Lake Marion (4 Responses)

- Allow bikes on Walking Iron Trail, playground at Lake Marion allow swimming in Lake Marion (don't need a beach or formal setting).
- Is Lake Marion a reflecting pool or will it be used someday- who looks out there? Fill a sandy bottom tell the lake Nazis to lighten up to launch.
- Lake Marion is a waste of taxpayers' money and would have been better served as ball field or something else. Spend the money on fixing Lion Park and putting a tennis court back.
- Would be nice if dog could at least swim in Lake Marion.

Need More Information (4 Responses)

- Advertise more for what's available, if new to area feel very left out, don't know a lot in area.
- More info readily available.
- We haven't lived here for long and I didn't grow up here, therefore, I am not familiar with all the locations. Please list the names.
- We just moved here. We don't know much about the town yet.

Kayaking (3 Responses)

- Keep Black Earth Creek free/open, remove fallen trees, etc. Available for kayaks without obstructions in the water.
- The Black Earth Creek needs to be kept clear of obstruction (or fuller trees) for kayaking and flood control.
- The village need to clean the creek for kayaking.

Natural Areas (3 Responses)

- Keep making the natural areas beautiful and healthy. That's what makes the Driftless area so amazing.
- Leave natural

- There has been some good work within "Green Spaces" within Mazomanie, but there is a serious problem with the types and methods of trees/plants planted within those areas. Some plants/trees planted are going to outgrow their present location in under 5 years.

Positive Sentiments (3 Responses)

- Fine!
- Very good considering size of the Village!!
- We really enjoy it.

Flood Control (2 Responses)

- Flood mitigation should be considered in all new park's projects.
- I could see an advantage to create open space doing the Black Earth Creek that could double as flood control area.

Ice Rink (2 Responses)

- Ice skating rink at park-Lake and open gym. Also, skateboarding area.
- We have several locations that could easily support being converted to an ice rink. The old spot the tennis courts were on for example. West of Lions Park soccer field for another example. Below Elementary school for another.

Outdoor Opportunities (2 Responses)

- There are outdoor opportunities.
- There is plenty of outdoor recreation areas within and surrounding the Village.

Restrooms (2 Responses)

- Closer bathroom facilities would be great! Handicap accessibility.
- There could be a porta-potty at Wolf Run Trail head.

Small Town Atmosphere (1 Response)

- It is what young families and old folks want. Make it accessible. Keep our small-town atmosphere.

Miscellaneous (8 Responses)

- Do not waste any more money on cow tanks for flowers.
- Don't waste money. Went to <illegible> 4 years ago. Oldest housing and no <illegible>
- Enough! is Enough!
- Preserve the Driftless!!
- Snow removal is horrible. The Village truck that plows the roads goes right through stop signs and only does one pass.
- Stop mosquito spraying - let individuals maintain their own property.
- Summer Day Camp for kids would be nice.
- The 4th of July and other community activities are great here. We need a stop light by Dollar General and 14 and 92.

A respondent enclosed a one-page letter along with their completed survey. The scanned letter, in its entirety, is included below.

Mazomanie doesn't need more parks, pools, recreation facilities nor do we need to become a recreational hub – what we do need are more incentives for the elderly to stay living in our homes.

Affordable Transportation – Most of the businesses are located across busy Highway 14 – (no stop lights) with no full grocery store, pharmacy, dentist. We have 1 doctor whose office is also across the highway. The Sauk Prairie Clinic is convenient to people with their own transportation. They have a \$2 or \$3 taxi service for elderly living in their communities.

Dentist ---Several dental offices are located in nearby towns, but for our Dean Advantage insurance we need to drive over an hour to Madison for appointments.

Affordable Housing for the elderly that includes a maintenance person to help fix problems within the retirement complex -- (lights go out, fuses need to be checked, water leaks, lawn care, etc.)

If Mazo had a “helping hands” group that could be called for simple projects – i.e. when a light bulb needs to be replaced, or a if a bag of salt needs to be carried to the water softener. Our local hardware store charges \$10 delivery charge for only 2-3 blocks plus \$10/bag of salt. – too costly for retirees.

Another very helpful project for elderly living alone is a “daily phone connection” – just a quick “hello – just checking in to make sure you're OK' -- I believe there was a small monthly charge.

Snow removal – not everyone has a neighbor who volunteers. We pay \$30 to clear our driveway and then the village plow drives by and fills it in again.

Shame on Mazomanie! Mazomanie has drastically cut their donation to Dane County Senior services, Unfortunately, they have moved farther away from Mazo, but the exercise programs are available to us, some equipment loans, meals on wheels, and a place for people to get together for an afternoon of bingo or cards. We should support this organization –more, not less.

Lastly, when a long-time resident retires, why can't their property taxes be frozen as long as they continue to reside in their home? Then, the village can re-assess the property and update the valuation when the property is sold.

I realize my suggestions will probably fly out the window, but Mazo needs to think about the elderly and less about the recreational, playgrounds and other opportunities for people who are probably not planning to stay here.

Q14: Where should additional non-residential development be located? “Other” responses (5 Responses)

- A place a grocery store can fit
- Corner of Hwy 14 and 78
- New residential population
- Outside Village
- 14/78

Q16: How satisfied are you with the following types of new growth in the Village? “Other” responses (10 Responses)

- Elderly housing (x5)
- Downtown apartment
- New business
- New housing growth is needed
- No grocery
- \$

Q20: What is the best way to get commuters to Madison and back from Mazomanie? “Other” responses (8 Responses)

- Better Highway 14
- Bypass this one-horse town
- Create local jobs
- Fix the roads
- H lane
- More passing lanes on Hwy 14
- Parking for car or van pool riders, saving money from not having to drive oneself should be incentive enough
- Four lanes to Madison

Q21: Is there anything else you want to say about land use and comprehensive planning in the Village? 68 Responses

In some instances, respondents wrote about multiple topics regarding land use, comprehensive planning, and other topics related to the Village. When possible, each comment associated with a respondent is categorized based on what was determined to be the predominant theme of the comment. In some instances, a main theme could not be determined, so the comment was placed into a “multiple topics” category.

Parks and Recreation (13 Responses)

- A dog park would be great and low cost.
- Black Earth Creek needs to remain untouched and quiet, leaving it a pristine fishing destination. This is the reason why so many people already travel to the area.
- Connect hiking trail with Sauk Trail, expand Wolf paving instead of gravel would increase use. Walking Iron Park is under developed and under-utilized maybe disc golf course.

- Develop quality green spaces for public gathering and events. Lake Marion is a nice place but PLEASE stop dumping resources into it. Develop and enhance the downtown area and what it can offer. Connect bike trail to Sauk City bike path.
- Fenced-in, off-leash, dog recreation areas.
- I wish there was a bike trail off the road that connected Mazo to Black Earth's downtown area. I would like to see pet waste stations along Hudson St. Two of them. One on the west side, one by the flag pole. We have one by Wolf Run Trail.
- Lake Marion needs more trees. Some comfortable. Add grill to Lion Park.
- More ATV friendly areas
- Need Star Park at old nude beach. Link town to park with trails. Connect to (in process) rail bridge to Sauk! Land above sign should have a Driftless viewing/welcome picnic center. Trails should connect to Wolf Run. Extend Wolf Run (Convert tracks on 78) to Sauk.
- Redevelopment of the Mazo beach area into a picnic area is also a great project to support.
- Replace the tennis court, replace basketball court, more trails. Creek cleanup support by the Village.
- The railroad going to Sauk needs to be changed to a walking/biking path, not a railcar storage area.
- There should absolutely be no addition of ATV or snowmobile trails added anywhere in the area. They are annoying and disruptive to those enjoying nature and the outdoors.

Transportation/Roads (12 responses)

- Be nice if traffic was direct more through downtown instead of Hwy 14. Get a more prominent downtown.
- Do not put pea gravel on streets in Mazo
- Enforce traffic laws, especially speed and turn only lanes on 14 in town. Stop lights!
- Fix roads
- Hwy 14 road needs work. Local roads have been improving nicely for the last couple of years.
- More sidewalks
- Our alley gravel was rarely added since it was flooded it completely washed away and has not been replaced. Know the rain fills up the alley and becomes a creek. Please replace the gravel in the alley please!
- Passing lane option on Hwy 14 From Mazo to Madison
- Please consider installing a stoplight at the Hwy 14 and Walter Road intersection and/or pedestrian crosswalks with flashing lights similar to Cross Plains at several intersections on Hwy 14 in town.
- Safer easier way into Sauk City
- The railroad crossings on Brodhead and Cramer Streets are hard to wheel a stroller or children's bike over because they are disintegrating. It's a small thing but there's many young families in town.
- We need stop light by Mobil gas station. It is very dangerous for kid and bikers.

Economic Development (11 Responses)

- Additional housing of all sorts and exploiting our natural beauty of the area and recreational opportunities will drive economic and commercial development of our town. We can be a magnet for tourism if done right.
- Attraction of businesses a must, more worker opportunities, will draw more home buy to area too.
- Commercial development on Hwy 14 is abhorrent in its lack of aesthetics. Question 20 requires two responses- light rail and car pools.
- For village growth there need to be more business manufacturing to attract new residents, resulting in a growth in the tax base.
- I haven't noticed any non-residential growth along the highway, and very little anywhere else.
- If doing anything that doesn't bring or promote retail business, don't waste taxpayer money.
- Most people don't know they have been through Mazomanie because it's just a pass through for them on their way to Madison. I think we should make it more evident (not just through signage) that they have entered a community. Make Mazomanie's Hwy 14 a destination. We need inviting lighting, building facades, walkable spaces, landscape, and businesses all along 14 so people slow down, stop and visit business here.
- Private investment needs to be encouraged to bring any apartment or businesses.
- Q16 is misleading to me, as I'm not aware of any new growth recently. My initial observation is the village does not encourage nor support new growth/businesses. Regardless of location (i.e. Hwy 14, downtown, industrial park), we need businesses in the community to thrive. Revitalizing downtown would be nice, however, getting people to turn off of Hwy 14 is the problem. Mazo is a pass through village, and it seems the Board is interested in keeping it that way, a sleepy suburb of Madison. Lastly and more importantly, having a 4-lane Hwy to Madison is the missing link.
- The downtown area and Hwy 14 corridor is not very inviting to a visitor. Cow tanks and flowers didn't do it for me. Local developers have kept lot prices high. We have given them tax breaks for years. Time to make them pay up and move on.
- We can't expect growth by micro managing policy about what growth has to look like. Any growth plan needs to be flexible in order to accommodate the needs and desire of people spending the money.

Housing (7 Responses)

- I prefer to stay a small community. I don't wish to expand new housing in subdivisions.
- Need senior citizen housing and perhaps an assisted-living facility so that older people do not have to move away from the village.
- New subdivision residents are treated like out of towners.
- No more duplex units.
- No more low-income housing.
- Over 55 housing is very necessary in our small community.
- Please, no affordable housing units, (Section & Housing), or more apartment complexes. We don't need the noise or crime!

Downtown (6 Responses)

- Business owners should weed by their property. Downtown is horrible with weeds. Not a very good attraction!
- Downtown is in need of major revision. Many people on Hwy 14 are not even aware there is a downtown.
- Grants to improve- maintain downtown storefronts- front entrances. Deteriorating front steps all need help, old sandstone steps falling. Restore the "over the street" Christmas lights.
- That commercial development downtown-there is none.
- The village needs to consider if they put more business downtown, they need better parking, so it doesn't affect the apartment residents' parking rights. They need to plan building better in regard to flooding.
- Would love to see more of the downtown commercial spaces used for community business that are actually open. What is preventing businesses from being here? Is it rental price? Village politics?

Multiple Topics (5 Responses)

- Define question 12a. Remove structures/floodplain/Black Earth? Question 20- why mark one only? Extending bus lines- easy to do incentives for car pools also easy to do. People want options and we have the infrastructure in place.
- Hwy 14 is ugly- poor intro to town (not talking industrial park) is zoning hurting new housing? Where can new families live? Restaurants are a big draw- there are very few here and what are, poorly attended- little variety- where are WI fish - need entrepreneur help. You've got a good school, promote it - who knows? Look at Spring Green or Sauk. Incubators. Taverns.
- More apartment buildings and more chain restaurants
- Renewable resources, solar panels, wind power, give senior citizens a break on real estate taxes. That are on fixed incomes.
- The village should plan for the future growth of the community and take steps to promote business environment, take action to control the flooding (tributaries, dams, water diversions, alternate flows) paths as we got all the run off from the creek watershed starting cause the flooding.

Representatives/Leadership (5 Responses)

- Get a qualified village administrator who can do the job and is more than a figurehead pencil pushing yes man!
- Thanks for improving storm drain/roads/and water admins. Continue to be pro-active! After a decade of neglect, it's starting to look like taxes are doing some good!
- The need to attract people to come here. There is nothing in this town to justify the high taxes. We are not happy with the direction that the village board has been taking.
- There needs to be more cooperation between different groups instead of political fighting to get progress done the politics of the town board get in the way of progress.
- Until the recent past, Mazo has suffered leadership. It is refreshing to see the positive change as taking place the past few years.

Leave as Is (4 Responses)

- Leave alone
- I like that Mazomanie has quiet charm, with a small village atmosphere. Mazomanie is nestled in nature and that makes it beautiful. I would hate to see it developed to be a "Madison-suburb", or an REI "Weekend Warrior" destination. The people that live here are very different than people that live in Madison. I would hate to see Mazomanie strive to emulate or connect us to Madison.
- I think it's very important that we maintain the small town feel- this is why we live here but continue to offer the best schools, activities and culture to keep people coming back.
- We are an agricultural community. I enjoy the fact that fields and farms are very closely intertwined with our homes.

Village Facilities/Services (3 Responses)

- An auditorium would be nice (not at the school).
- Disagree with bandshell need and location. It takes away large open space in town and I doubt it will be used a lot. Promenade is nearly never used.
- More lighting in the subdivisions for better safety.

Daycare/After School Care (1 Response)

- It would be great to establish more options for daycare/after school care outside of Lifecycle Kids.

Events (1 Response)

- I used to go to the Gandy Dancer Festival when it was a free event. You could bring your own beverages and come and go as you pleased. Now you have to pay for everything and are fenced in. I am not sure if I will ever go again.

Q25: Employment Status: "Other" (4 Responses)

- Disabled (x2)
- Homemaker
- Side Jobs

Q26: Residential Status: "Other" responses (3 Responses)

- Business
- Homeowner
- Live in the town of Black Earth (1 mile south of Mazomanie)

Appendix C – Quantitative Summary of Responses by Question

2020 Village of Mazomanie Public Opinion Survey

Sample, n = 322

QUALITY OF LIFE

1. From the following list, mark the **THREE** most important reasons you and your family choose to live in the Village of Mazomanie. (● Mark top three only)

38%	a. Affordable housing	17%	i. Low crime rate
3%	b. Appearance of homes	29%	j. Natural beauty of area
26%	c. Close to employment	10%	k. Outdoor recreational opportunities
7%	d. Close to lake/pond/stream	7%	l. Property tax level
37%	e. Close to Madison	12%	m. Proximity to quality schools
2%	f. Community services	56%	n. Rural/Small-town atmosphere
44%	g. Family and friends/Grew up here	4%	o. Other, specify: See Appendix B
1%	h. Local music and art scene		

2. How would you rate the overall quality of life in the Village of Mazomanie?	Excellent	Good	Average	Poor	Very Poor
	15%	63%	20%	2%	0%

COMMUNITY FACILITIES AND SERVICES

3. Rate the quality of the following local services:	Excellent	Good	Fair	Poor	No Opinion
a. Downtown Parking	21%	51%	20%	3%	5%
b. Electric Service	24%	60%	12%	2%	3%
c. Emergency Medical Services	51%	37%	4%	0%	8%
d. Fire Protection	47%	42%	3%	0%	8%
e. Library Service	34%	44%	9%	2%	12%
f. Parks and Recreation	28%	56%	10%	2%	4%
g. Police Protection	33%	45%	15%	3%	5%
h. Recycling/Trash Collection	32%	53%	12%	2%	2%
i. Road Repairs and Maintenance	9%	37%	37%	13%	3%
j. Snow Removal	17%	43%	30%	9%	2%
k. Storm Water Management	10%	39%	30%	9%	13%
l. Swimming Pool	21%	47%	13%	3%	16%
m. Water Service	18%	54%	18%	4%	6%
n. Sewer Service	20%	50%	19%	4%	6%
4. How important is it for the Village to seek agreements with neighboring jurisdictions on future land use, public services, and annexations?	Very Important	Important	Unimportant	Very Unimportant	No Opinion
	34%	44%	7%	1%	14%

RECREATION

5. In which of the following recreational activities do members of your household participate? (● Mark all that apply)
- | | | | | | |
|-----|------------------------------------------|-----|--------------------|-----|------------------------------------------|
| 28% | a. Athletics (e.g. softball, basketball) | 33% | f. Hunting | 40% | k. Swimming |
| 50% | b. Bicycling | 18% | g. Paddle Sports | 23% | l. Winter sports (e.g. skating, skiing) |
| 39% | c. Bird/Wildlife Viewing | 49% | h. Picnic/Cookout | 8% | m. Other, specify: See Appendix B |
| 39% | d. Dog Exercising | 75% | i. Running/Walking | | |
| 46% | e. Fishing | 8% | j. Snowmobiling | | |

6. The Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.

Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
34%	46%	4%	3%	12%

7. Should Dane County and the Wisconsin Department of Natural Resources be encouraged to develop trails on public

Yes	Maybe	No	No Opinion
57%	25%	6%	12%

8. How do you feel about the number of parks and open space areas in the Village?

Too Few	About Right	Too Many	No Opinion
10%	78%	3%	9%

9. In your opinion, what areas of the Village, if any, need more parks and open space areas? (● Mark all that apply)

- | | | | |
|-----|--------------------------------------------------|-----|------------------------------------------|
| 38% | a. Village doesn't need more parks or open space | 27% | h. Along Black Earth Creek |
| 20% | b. South of Highway 14 | 3% | i. Crocker and Wall Streets |
| 5% | c. Downtown | 22% | j. Lake Marion |
| 8% | d. East Side of Village | 7% | k. Enchanted Forest Subdivision |
| 3% | e. West Side of Village | 4% | l. Elementary School |
| 8% | f. North Side of Village | 4% | m. Other, specify: See Appendix B |
| 17% | g. New Subdivisions | | |

10. Which of the following recreational facilities need improvement? (● Mark all that apply)

- | | | | |
|-----|-------------------------------------------|-----|------------------------------------------|
| 11% | a. Baseball Fields | 31% | i. Sledding Hills |
| 16% | b. Basketball Courts | 6% | j. Soccer Fields |
| 23% | c. Bicycle Paths | 2% | k. Splash Pad |
| 28% | d. Black Earth Creek (open space, trails) | 5% | l. Promenade |
| 6% | e. Cross country skiing trails | 15% | m. Tennis Courts |
| 26% | f. Mazomanie Bluff | 29% | n. Walking Paths |
| 14% | g. Picnic Areas | 17% | o. Other, specify: See Appendix B |
| 22% | h. Playground Equipment | | |

11. Is there anything else you want to say about outdoor recreation in the Village? **See Appendix B**

NATURAL RESOURCES

12. How important is it for local planning and zoning to address the following?	Very Important	Important	Unimportant	Very Unimportant	No Opinion
a. Remove existing structures from within the floodplain of Black Earth Creek	23%	40%	12%	3%	23%
b. Protect groundwater quality	61%	30%	1%	0%	7%
c. Protect surface water quality	53%	37%	2%	1%	8%
d. Enhance Black Earth Creek as a recreational amenity	23%	40%	14%	5%	18%

ECONOMIC DEVELOPMENT

13. Please provide your level of agreement to the following statements:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Outdoor recreation opportunities are key to the Village of Mazomanie’s future development	20%	46%	14%	3%	18%
b. The Village needs to develop more opportunities for its children (enhance soccer fields, additional after school activities, etc.)	18%	43%	15%	4%	20%
c. Downtown revitalization (housing, restaurants, shops, etc.) is key for local economic development	38%	47%	6%	2%	6%
d. The Village should develop the infrastructure to be an “Americana Music” destination	8%	20%	28%	8%	36%
e. The Village of Mazomanie should become a recreational hub for the region (biking, hiking, climbing, hunting, fishing, camping, etc.)	18%	38%	17%	4%	24%
f. The essence of the Village of Mazomanie has been tied to agriculture and the railroad and these should be the pillars for future development	9%	41%	21%	3%	26%
g. The Village needs to focus on being a business-friendly community with the ability to attract and retain workforce	39%	50%	5%	1%	6%

14. Where should additional non-residential development be located? (● Mark all that apply)

- 6% a. I do not support additional non-residential development
- 44% b. Downtown
- 52% c. Highway 14
- 68% d. Industrial park
- 3% e. Other, specify: **See Appendix B**

15. Should new non-residential development be regulated by aesthetics and design standards established by the Village?	Yes	No	No Opinion
	54%	21%	25%

16. How satisfied are you with the following types of new growth in the Village?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
a. Commercial along highway	3%	50%	27%	5%	15%
b. Commercial downtown	2%	22%	46%	13%	17%
c. Industrial development	7%	54%	12%	3%	24%
d. Residential	6%	58%	13%	2%	21%
e. Other, specify See Appendix B	2%	5%	5%	7%	81%

HOUSING

17. More of the following types of housing are needed in the Village of Mazomanie:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Single Family Housing	26%	48%	5%	1%	20%
b. Duplexes and Townhomes (2 units)	14%	44%	17%	5%	21%
c. Apartments (3 or more units)	15%	30%	24%	10%	22%
d. Senior condominiums and apartments	33%	43%	4%	2%	18%
e. Assisted living facilities/Nursing homes	26%	39%	9%	3%	23%
f. Affordable Housing	31%	27%	15%	13%	15%

TRANSPORTATION

18. How would you rate the condition of streets in the Village of Mazomanie?	Very Satisfactory	Satisfactory	Unsatisfactory	Very Unsatisfactory	No Opinion
	3%	72%	18%	5%	2%

19. How many <u>minutes</u> , one-way, is it normally from your home to your primary work place?							
NA/Not Working	Work from Home	0 – 9 minutes	10 – 14 minutes	15 – 19 minutes	20 – 29 minutes	30 – 44 minutes	45+ minutes
26%	5%	14%	5%	7%	18%	21%	5%

20. What is the **best way** to get commuters to Madison and back from Mazomanie? (● Mark one only)

23%	a. Develop commuter or light rail transit to serve Mazomanie and neighboring communities	24%	d. Incentives to create car/van pools
8%	b. Extend Madison Metro bus lines	3%	e. Other, specify: See Appendix B
41%	c. Expand the highway system to facilitate driving		

21. Is there anything else you want to say about land use and comprehensive planning in the Village? **See Appendix B**

DEMOGRAPHICS

Please answer the following questions about yourself. All personal and individual information will remain confidential. Your responses will be combined with those from other participants for statistical analysis only.

22. Gender:	Male	Female	Other	Don't Care to Answer				
	49%	44%	0%	7%				
23. Age:	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65+		
	1%	10%	15%	18%	22%	34%		
24. Highest Level of Education:	Less than high school	High school diploma/GED	Some college/tech/trade school	2-year College/tech/trade school	4-year College degree	Graduate or Professional degree		
	2%	25%	22%	17%	24%	11%		
25. Employment Status:	Employed Full-time	Self Employed	Unemployed	Employed Part-time	Retired	Other: See Appendix B		
	51%	8%	1%	7%	33%	1%		
26. Residential Status:	Resident Landowner	Renter	Non-Resident Landowner			Other: See Appendix B		
	83%	14%	2%			1%		
27. Number of Children (<18) in household:	0	1	2	3	4	5	6+	
	66%	15%	11%	6%	1%	1%	1%	
28. Length of residency in Mazomanie:	Non-Resident	Less than 1 year	1 to 5 years	5.1 – 10 years	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years	Over 30 years
	2%	1%	16%	12%	10%	7%	13%	39%
29. Household Income Range:	Don't care to answer	Less than \$25,000	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$\$99,999	\$100,000 or more		
	25%	5%	18%	14%	14%	24%		

APPENDIX D

Mazo 2020 Economic Positioning Strategy



Mazo 2020

Village of Mazomanie Economic Positioning Strategy



Document Prepared by:



January 20, 2016

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Ad Hoc Committee:

Julie Cymbalak
Mark Elworthy
Gary Harrop
Andre Kliczak
Ben Lubchansky
Erin Mitchell
Mary Beth Schall

Subconsultants:

Vandewalle & Associates, Inc.
CCL Consulting, LLC

Document prepared by:
Vandewalle & Associates, Inc. in association with
CCL Consulting and the Village of Mazomanie

1. Introduction

The Village of Mazomanie, established in 1855 as a regional rail and economic center, remains an authentic small town framed within the beautiful natural landscape of Wisconsin's Driftless region and the lower Wisconsin River valley. Located in the state's fastest-growing county, 25 miles from downtown Madison and the State Capitol, the Village has a quaintly historic downtown district and is today ideally located to become a vibrant "gateway" community connecting Dane County's expanding urban center with the rural lifestyle and abundant natural resources of the Driftless region of southwest Wisconsin.

The Village brings a wealth of assets to leverage future community growth and new economic opportunity—a genuine "open door" quality of life, top-rated schools, and a business-friendly attitude. In recent years, there also has been a growing appreciation of the role of the outdoors in building the community's quality of life, and of the strategic importance of developing new outdoor recreation opportunities to retain residents, attract visitors, and bring new business downtown. In seeking a path for economic and community development, the Village also has consulted with major local institutions, recognizing the critical need of local employers to find ways to attract new workers, and for the Wisconsin Heights School District to remain on the path of growth and sustainability. This planning effort is an outgrowth of the stated economic need to attract employees and residents.

Purpose of the Document

This document summarizes the process, findings, and recommendations of the Economic Positioning Strategy effort. It presents a clear Vision for the community that can help guide public and private decision-making toward a vibrant and sustainable future. The Vision presented is an achievable, place-based goal for a future Mazomanie around which residents, local entrepreneurs, and other interested parties can structure their own efforts from now to 2020 and beyond.

The recommendation section of the document offers a pull-out Framework outlining key projects that the community should pursue in the next five years to begin the process of becoming a vibrant and unique Mazomanie; a Framework that understands Mazomanie's abundant natural resources is vital to the community's future, and that is attractive to residents, job-seekers, families, visitors, and businesses.

Strategic Goals

Three strategic goals were established for the project, to guide and evaluate the economic strategies and activities:

1. **Attract Workforce/School Enrollment**
2. **Improve Quality of Life for Residents and Enhance Destination for Visitors**
3. **Help Ensure the Community gets ROI on Past Efforts**

Inputs and Study

Topics at the Forefront

During an upfront scoping session, the Ad Hoc Committee discussed the community's marketable qualities and assets and identified several broad themes and questions for further exploration by special focus groups.

- **Historic but Disconnected Downtown.** Downtown Mazomanie has been described as a “movie set with no movie.” After shifts in consumer habits and growth of the highway commercial corridor, Downtown Mazomanie has been bypassed for local and visitor activity. Great efforts to restore and preserve historic building facades have resulted in a variety of new shops attempting to make a start over the years, yet failing to thrive. The question arises: how can these historic structures be better utilized? How can the downtown support a healthy mix of restaurants, shops that would boost activity?
- **Highway Rebuilding & Streetscaping.** With the approval of the future Highway 14 improvements and streetscaping project, it is essential to examine highway improvements that will enhance the community and sense of place, and what other related issues could be addressed in order to incorporate these into an efficient plan. High on the list was the need to tie a disconnected downtown to the Highway 14 traffic corridor and bring people back downtown. Specifically, what improvements can be made at the intersection of the Highway and Broadhead to project the essence of Mazomanie and improve downtown access? How can the Village control unplanned, continuous strip commercial development along high-speed corridors?
- **Vital Natural Resources.** As an outgrowth of the 2015 Comprehensive Outdoor Recreation Plan, projects such as the Lake Marion improvements and the Wolf Run Trail were elevated to highest priority. Other issues such as the sustainable use of Black Earth Creek, conflicting uses of the River and other recreational areas, and potential uses of the extensive county and state public lands adjacent to Mazomanie provide the opportunity to further shape the Mazomanie of the future. Knowing how essential Mazomanie's abundant natural resources and recreational opportunities are to the character and quality of life in our community, how do we leverage and enhance the area's natural resources and public places?
- **Positioning Mazomanie amidst Surrounding Communities and in the Region.** How does Mazomanie talk about its best assets and make them part of its identity? How does Mazomanie differentiate itself in the eyes of residents, visitors, and businesses? Does it compete with, or complement the markets in Black Earth and Cross Plains for residents, tourists, and business? How does it compete with larger area communities such as Mt. Horeb and Spring Green that have lively downtowns with growing destination “mojo?” Does it want to position for the kind of growth seen in Sun Prairie or Middleton?
- **Regional Branding.** How can we work together to market Western Dane County; the rail and river communities in this subregion of the Driftless area?

Focus Groups: October 12, 2015

Community members and thought leaders representing a broad cross-section of community demographics and interests were recruited for a series of 90-minute conversations moderated by the consultant team. The discussions were broken into four topics areas. Summaries of those discussions were provided to the Committee and can be found in the Findings section of this document.

Youth, Families, and Community Participants

Cora Gullickson, Teacher
Dale Green, Elementary Principal
Dick Royston, Lion's Park
Dennis Schafer, Friends of L. Marion
Jim Wick, Local resident

Craftsmen, Creatives, and Music Participants

Marcia Miquelon, Rumpus Room
Don Meyer, Gandy Dancer
Jacob Mills, Rumpus Room
Jennifer Ogorek, Pickled Pottery
James and Deb Schroeder, Mazo Music Conservancy

Natural Resources/Outdoor Recreation Participants

Ted Marthe, Hoofbeat Ridge
Dale Reeve, Hunter
Scott Stokes, Wolf Run Association
Jeff Valek, Biker

Local & Regional Food/Food Destination Participants

Mike Lohre, Mike's Mix
Mary Beth Schall, Base Camp
Nancy Viste, Old Feed Mill
Jeff & Nancy Wirth, Wall St. Bistro

2. Summary of Findings

Overall Identified Issues

Following broad-based discussion, community input and focus groups, the Committee identified several key areas of opportunity for improving quality of life for local residents and to begin creating a new framework for local economic development.

- **After school activities for kids** are needed in the community.
- **New employees** need 'landing pad' apartment housing attractive to young talent.
- **Mazomanie lacks a suitable music venue** to host its active existing music scene.
- **More restaurants** are needed: "the more the better."
- **Downtown needs shops and restaurants;** it has quality historic buildings and authentic character, but lack of activity or reasons to go there.
- **Downtown needs people;** currently it lacks both new housing to bring residents there, as well as new restaurants, shops, and entertainment destinations to serve them.
- **The vibrancy cycle:** A Downtown without shops doesn't draw people; without people it cannot sustain shops, service businesses, and restaurants.
- **The community's image** from highway and gateways does not show off the community's assets or provide a sense of community pride.
- **Mazomanie's many rec opportunities** should get greater emphasis.
- **Black Earth Creek** is a valuable asset and Class A fishing stream, but should be used lightly.

"Every new business thinks it wants to be located on the highway."

"We are more than just the Mazo beach."

"Winter comes and the (downtown) shop goes under."

"There is no group to drive community events or promote the Driftless area."

Identified Key Assets and Opportunities

The following Key Assets and Opportunities were identified during the course of the four Community Focus Groups: Youth, Families, and Community; Craftsmen, Creatives, and Music; Natural Resources, Outdoor Recreation; and Local and Regional Food.

Youth, Families, and Community

Opportunities:

Enhance Soccer Fields to best in class for west county region. Soccer is a growing sport in the region and draws families from around the region to Mazomanie for games. Often it is these visitors' first introduction to Mazomanie.

Safe Crossing Points on Hwy 14. In a community known as a safe place to raise kids and foster their love of the outdoors, it is important for families to be able to safely allow kids the "freedom" to walk or bike around the community for play, getting to school, or attending events. Highway 14 currently creates a notable barrier to safe crossing at points beyond the bike trails. Completing the trail connections and adding multiple safe crossing points along Highway 14 can help unify the community and foster additional safe activities for kids.

Additional K-6 After-School Activities for Kids. Many Mazomanie parents commute to their jobs, and are eager to find additional after-school activities for their kids. There is an opportunity to expand on program activities such as those offered by the Rumpus Room, area horseback riding camps, visual and performance activities, outdoor skills groups, and more. A coordinated public and private effort and sharing of resources can help extend the available area resources to more families.

Housing for Young Professionals and Seniors. Area businesses have suggested that Mazomanie has the opportunity to add additional quality market-rate apartment housing to accommodate young professionals. This would help make recruitment of young talent easier for area companies. Families residing in Mazomanie have expressed the need for housing options that allow them to "age in place" in their chosen community. This is particularly important in a rural community that has limited offerings for health care and other services needed by seniors.

Key Assets:

- Quality school system
- Safe, small town
- Pool
- Drama and music
- Soccer fields
- Lake Marion and Parks
- Kids camps
- Affordable housing
- Bike trail near schools

Craftsmen, Creatives, and Music

Opportunities:

Music Venue Opportunity. With Mazomanie's active bluegrass and folk music talents and events, and its unique and varied performance groups, the community has the potential to create an "Americana Music" destination venue.

Expand to become a Recreational Hub to Region.

Mazomanie is ideally located in the Driftless region. With the completion of its trail connections and leverage/enhancement to other resources, Mazomanie will become a land and water recreational crossroads with potential to serve as a hub for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddlesports, horseback riding, and camping. Mazomanie’s current “Base Camp” cafe is aptly named, and this or another entity/entities could be expanded to become a regional resource that offers residents and visitors extended trail, rental, and/or overnight accommodation information, equipment, and other support.

Gandy Dancer Festival Expansion in Square. Now in its 10th year, the Gandy Dancer Festival has become a popular annual event in Mazomanie, drawing thousands of local residents and out of town visitors to two outdoor stages featuring bluegrass, folk, and roots music. The Village currently closes down the streets in the main Downtown district to accommodate overflow from the Festival. Originally produced by a regional railroad museum, the Festival is now sponsored by a community nonprofit. There is an opportunity to move more of the activity from the Park to the Downtown Village “square” to create a more unique and authentic home-grown experience that will mutually benefit the image and energy of both the Downtown and of the Festival.

Themed Train Excursion Opportunity. Excursion trains have been successful in bringing large numbers of new visitors here in the past, and were part of the success of the Gandy Dancer Festival. With that service no longer available, Gandy Dancer will have to rework its configuration if it is to continue into the future. Bringing the train back for themed tours such as the Christmas train from Middleton, Gandy Dancer Festival, bike and other organized events, local food tour, can help draw day and weekend visitors from the Madison metro area in a memorable experience.

Key Assets:

- Mazomanie Music Conservancy
- Artists/Craftsmen
- Gandy Dancer bluegrass festival
- Car Museum
- Local “Americana” bands and musicians
- History Museum
- Circus history and Rumpus Room activities

Natural Resources and Outdoor Recreation

Opportunities:

Connect/Expand Trail System. The Village hosts a number of popular multi-use recreational trails serving walkers, bicyclists, and seasonal snowmobilers. There is opportunity to create additional trails and make connections between trails that will create new routes and activities and further enhance the value of these unique community assets. The recently completed Wolf Run Trail is the first link of the planned regional recreational trail from Mazomanie to Middleton.

Key Assets:

- Trails
- Black Earth Creek
- Wisconsin Riverway
- Canoe/Kayak trips on Wisconsin River
- Horseback riding
- DNR/County land
- Proximity to Devil’s Lake and Governor Dodge
- Driftless landscape

The Lake Marion Trail planned for construction in summer 2016 will link the county's on-road County Highway KP bicycle trail to Downtown Mazomanie. Planning is now underway for the Great Sauk Trail envisioned for bike and pedestrian use between Devil's Lake State Park and Mazomanie.

Low-Impact Local Use of Black Earth Creek. A recently completed series of restoration projects on lower Black Earth Creek at Mazomanie has opened up this picturesque spring-fed creek to new angling and family recreational paddling opportunities, easily accessed from local roadways and by Wolf Run Trail. There is an opportunity for the Village to work with local user groups, the Wisconsin Department of Natural Resources, and other partners to add amenities such as parking areas, handicapped access, and put-in and take-out points while recognizing this relatively small stream's limitations in terms of multiple recreational uses and overall capacity issues in order to maintain a quality experience for all users.

Winter Sports Expansion. The rolling countryside and open expanses of the Driftless region make the Mazomanie area popular for snowmobiling, cross-country skiing, and snowshoeing. The Village should seek to work with local snowmobiling and skiing clubs to identify opportunities to expand the winter trail system and serve as a base for winter recreational events.

Position as Hub for Many Outdoor Activities; Fishing, Hunting, Biking, Kayak/Canoeing, Rock climbing. The Village is emerging as a "hub" for a variety of outdoor pursuits available in the immediate area as well as within easy driving distance. The Lower Wisconsin State Riverway, Devil's Lake State Park, and Governor Dodge State Park each offer multiple outdoor recreation opportunities. There is an opportunity to draw both new residents and visitors attracted to the community's proximity to these amenities, positioning the Village and its Downtown business district to serve as a "base camp" offering facilities and services in support of this remarkable range of outdoor pursuits.

Camping and Picnicking. The network of land and water trails in the immediate vicinity of the Village creates opportunities for new family camping and picnicking facilities. With Dane County preparing to begin work on a new long-term master plan for Walking Iron Park--a 320-acre facility located directly across Black Earth Creek from Lion's Park--the Village will have an opportunity to provide input about further development, including family camping and picnicking facilities. A similar opportunity may exist with the Eva Wolf Conservancy, the 6-acre undeveloped wooded property that lies in the Village between Black Earth Creek, Halfway Prairie Creek, and Wisconsin & Southern Railroad.

Encourage Additional Active Uses of Adjacent County and State Public Lands. There are thousands of acres of mostly undeveloped county and state public recreation lands that lie to the north between the Village and the lower Wisconsin River. These public lands hold exciting potential for developing multiple compatible outdoor recreational uses and facilities and a direct trail connection from the Village to the Lower Wisconsin State Riverway (LWSR). The Village should seek opportunities to become an active participant in county and state long-term master planning initiatives for these vast tracts of public land located so close at hand. Development of new recreational facilities and expanded public use of LWSR lands at the Mazomanie Beach area may in future influence state policy regarding public access to the scenic natural beach.

Local and Regional Food

Opportunities:

Explore Grocery Store. A number of Focus Group participants said they routinely shop in Sauk City or in Madison at large grocery destinations like Costco on a weekly or bi-weekly basis. While most agree it would be convenient to have a local grocer, most express being “used to it” and have found they can source basic staples such as milk and bread at local convenience stores. Neighboring Black Earth, Berry, and Arena also share this challenge. Looking at a store serving a combined market would make a grocer more feasible. Local producers, farm stands, and CSAs could be tapped for their interest in participating in creation of a larger local food presence. There is also opportunity to expand local grocery delivery services.

APT Connection Opportunity. Visitors already come through Mazomanie on the way to the American Players Theatre in Spring Green. However, there is opportunity to get them to make Mazomanie much more of a weekend destination experience of its own. Mazomanie could complement a visit to Spring Green by offering dining, lodging, and even train transport to grow this business in Mazomanie dramatically. It could also position and create additional entertainment amenities to capture tourism traffic between the Dells and Spring Green.

Additional Dining Downtown. By offering additional dining downtown, Mazomanie could be more of a weekend destination. There is potential to offer local fare, and to expand into “gastropub” food offerings as the market is built over time.

Demand for Lodging/Niche. Guests to weddings and other celebrations held in the Mazomanie area are currently directed to seek overnight accommodation at the only B&B in the community, or look to Middleton as their closest option. At such times (largely seasonal) there is a demonstrated need for local lodging. There is also potential for getting visitors to stop in Mazomanie and stay a while on the way to the Dells or Spring Green, or make Mazomanie a multi-day recreation destination, with the addition of new lodging options for families. This becomes more feasible if the lodging market is expanded to include Black Earth and Cross Plains.

Local Food Destination Opportunity. With the community’s large agricultural base and several active farm stands, Mazomanie has the potential to grow the farm market concept in a central destination, possibly taking advantage of the currently underutilized Promenade facility. The addition of parking adjacent to the Promenade would facilitate the ease of access and set-up for farm market vendors. The successful Carr Valley Cheese is an example of a local business occupying a highly visible position on Highway 14. Mike’s Mix, currently located in the Downtown, makes protein foods for sports enthusiasts. There is potential to make local offerings like these into more of a destination by expanding the venue and creating an expanded tour, gift shop, and/or on-site dining.

Key Assets:

- Local restaurants
- Local food producers and CSAs
- Food processing(?) businesses
- Roadside farm stands
- B&B

3. Recommendations

Vision

The following Vision for Mazo 2020 grew out of a variety of community and professional inputs. This is a Vision for Mazomanie that can be used to guide future decision-making and align area assets and activities to create a cohesive direction. The focus and tone of the Vision are resident- and visitor-targeted rather than specifically business-directed. Businesses are served with this positioning and vision via employee attraction and quality of life enhancement. This balance directly responds to the original **Strategic Goal 1: Attracting Workforce/School Enrollment, and Strategic Goal 2: Improve Quality of Life for Residents and Enhance Destination for Visitors.**

Economic Positioning Vision:

“Mazomanie is an authentic small town knit into abundant natural resources, sustainably growing as a vibrant hub for the Driftless area; an arts and recreation destination for visitors and residents offering the opportunity to venture outside the box and enjoy a ‘live outside’ lifestyle.”



Heart of the Brand

“Live Outside” has been crafted to be a positioning line that serves as the heart of the Mazomanie Brand. It quickly captures and expresses the essence of Mazomanie’s Vision and the core ideas around which it is positioning itself in the minds of new employees, residents, and visitors.



“Live Outside”

Mazomanie is an authentic small town knit into abundant natural resources, sustainably growing as a vibrant hub for the Driftless area; an arts and recreation destination for visitors and residents offering the opportunity to venture outside the box and enjoy a “live outside” lifestyle.

Positioning Platform

How do we talk about the brand?

Below is a set of benefit-oriented talking points that can be used throughout marketing efforts and materials. Once the brand is launched and some of the key projects in this Economic Positioning Strategy are implemented, these points can guide how Mazomanie should view and talk about itself. They add a back story to the Mazomanie brand, answer some of the most common questions asked by new employees, potential residents, or visitors, and offer “proof” to claims in the positioning that may alter the audience’s past experiences with or perceptions of Mazomanie.

Why live here? Mazomanie offers young workforce and families the freedom to pursue a genuine quality of life--with easy access to a wide range of prime outdoor recreation, top-notch schools, easy access to culture both in nearby Madison and region, and the close knit community and safety that are associated with being outside the “big city.”

Why work or grow a business here? The Village’s “open, business friendly” attitude and policies are attractive to small business. Mazomanie is flexible and ready to help anyone who wants to live and work “outside the box” or be their own boss, including small businesses, fledging retail, entrepreneurs, artists, and craftspeople.

Can we find a good quality of life here? Mazomanie is defined by its friendly, authentic downtown, top rated schools, and stunning landscape. Its synergistic natural resources can become a part of living, working, and playing here. This helps give Mazomanie residents of all ages opportunities for an excellent quality of life, with the area’s assets easier than ever to incorporate into daily living.

What makes Mazomanie more than a place to go through? As today’s Mazomanie comes into its own, it is generating a growing regional buzz and becoming a naturally defined visitor destination for unique and authentic outdoor experiences. Mazomanie’s businesses attract top talent with these abundant recreational assets and quality of life. Commercial and retail enterprises here embrace a genuine, home-grown and “outside the box” flavoring in their offerings, and work together to create, complement, and enhance a full palette of unique area experiences for residents and visitors.

What is changing to make this brand authentic and real? The Village is working to connect the dots: adding the right mix of amenities/projects that will support an “outside” orientation for the community, filling in the gaps, creating a synthesized new vibrancy Downtown and on the highway, all while protecting and promoting appropriate uses of natural resources.

How are we securing this unique brand for Mazomanie? The Village is helping the community’s businesses find ways to utilize and complement area assets and amenities, market themselves with authenticity, grow and connect to create a critical mass, and work together to generate a larger buzz.

Economic Positioning Strategy Framework

At right is a four-page fold-out Economic Positioning Strategy Framework that can help prioritize project implementation, outline actions, assign lead roles and responsibilities, and suggest partners for implementation. It is organized by page into four project/activity categories:

- **Workforce and Family Attraction**
- **Downtown Revival**
- **Image and Community Building**
- **Driftless Region Building**

Quick Moving Projects

Several of the projects listed in the full Framework are either already underway or are slated to begin implementation in 2016. A quick summary of these first projects is provided below.

1. Implementation Committee:

- Create Implementation Committee with makeup similar to Project Committee
- Helps spearhead and advance key projects
- Reports to the Village Board

2. Marketing:

- Web Site, logo, and poster/trail map
- Explore regional economic positioning - partners

3. Streetscaping, Trails, and Enhancements:

- Complete Lake Marion Trails and connection to Lions Park
- Create Downtown trailhead
- Visually connect Brodhead/Downtown to Hwy 14
- Hwy 14 safety improvements
- Gateway enhancements and signage

4. Redevelopment:

- Investigate downtown housing project opportunities
- Explore music venue Tap House with private sector/interested parties

Strategic Development Plan – Mazomanie Implementation Framework

PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017 - 2018	2019 - 2020+			
1. WORKFORCE & FAMILY ATTRACTION	W.1	After school programs & outdoor skills WHSD programming niche	Work w/schools & partners to develop niche programming	2016			high	Implementation Committee (IC), WHSD	WHSD admin/faculty, Dane County Parks, Private providers
	W.2	Lake Marion trails	Secure grants, determine alignment and design, and construct	2016			medium	IC, DPW	Friends of Lake Marion, Dane County Parks, WSOR, WDOT
	W.3	Connection to Lion's Park	Secure grants, determine alignment and design, and construct		2017-2018		medium		Lion's Club, Dane County Parks, WSOR, WDOT
	W.4	Soccer fields	Create dedicated parking, improve fields, add signage and wayfinding to downtown	2016			medium	P&R, DPW	Soccer clubs, Lion's Club
	W.5	Safe crossing points on Hwy 14	Integrate into Highway 14 DOT reconstruction		2017-2018		medium	DPW	IC, WDOT
	W.6	Quality apartments for workforce	Work with property owners, recruit developers aligned with vision	2016			medium	IC	Developers
	W.7	Active Senior housing	Develop niche concept, secure site, recruit developer	2016			medium	IC	Developers
	W.8	Grocery service	Meet w/current & potential providers, pilot small-scale model		2018		medium	IC	Providers, private sector grocers (Regional or state economic development agency role here?)
	W.9	Support Community Splashpad Effort	Work with community on Wisconsin Heights Splashpad as they secure financing resources	2016			low	Splash Pad Committee	Splash Pad Committee, Mazomanie Charitable Alliance, DPW
	W.10	Improve Broadband/High Speed Internet Service for towns in School District	Develop strategy and work with potential providers to improve service in Towns of Mazomanie & Black Earth	2016			low	IC, WHSD	WHSD, Providers, State Agencies
	W.11	Support Eva Wolf Run Conservancy Property Enhancement	Partner with Wolf Run Association to develop long-term physical and financial plan and agreements for improvements and maintenance of this property as part of Mazo 2020 effort	2016			low	Wolf Run Association	Village, Wolf Run Association
	W.12	Investigate a community-led bike sharing program	Investigate low-cost, small town models and work with local partners to implement		2017		low	IC, Chamber	Wolf Run

Strategic Development Plan – Mazomanie Implementation Framework

PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017 - 2018	2019 - 2020+			
2. DOWNTOWN REVIVAL	D.1	Connect Highway 14 to Downtown	<i>Develop design plans for 14/Broadhead gateway signage and Broadhead streetscape</i>	Early 2016				IC, DPW	Chamber of Commerce
	D.2	Link downtown to creek/enhance as amenity	<i>Investigate with property owners, prepare concept plan, and determine financial approach and potential grants</i>		2017		high	IC, DPW	Property owners, Friends of Lower Black Earth Creek, Mazomanie Community Foundation, Madison Community Foundation
	D.3	Create a central music destination such as a tap house, etc.	<i>Investigate with potential private sector / entrepreneurs</i>	2016			medium	IC	Mazo Music Conservancy, Selected Developer, Chamber of Commerce
	D.4	“Connect the dots” music / arts events (walks)	<i>Map key creatives and arts destination places in community</i>	2016			low	IC, Chamber of Commerce	Arts Community, Mazo Music Conservancy, Chamber of Commerce, DPW
	D.5	Public “Square” (signature flex/closed-off streets/space for events like Gandy Dancer)	<i>Investigate potential options for key downtown events with organizers</i>	2016			low	IC, Chamber of Commerce	Arts community, organizers, providers, vendors, DPW
	D.6	Increase downtown housing	<i>Test market potential and interest with credible apartment developers</i>		2017		high	IC	Developers, Chamber, Property Owners
	D.7	Target specific synergistic mix of business uses	<i>Develop desired use mix target list and use vision for community services and regional destination</i>		2016		medium	IC	Chamber
	D.8	Create downtown trailhead and streetscaping	<i>Develop signage and site plan for improvements, determine budget</i>	2016			medium	IC, DPW,	Chamber, Dane County Parks
	D.9	Explore potential connection from Brodhead to Cramer	<i>Work with property owners on long term plan</i>		2017		medium	IC, DPW	Chamber, private property owners on South side of RR corridor

Strategic Development Plan – Mazomanie Implementation Framework

PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017 - 2018	2019 - 2020+			
3. IMAGE & COMMUNITY BUILDING	I.1	Highway 14 image and safety improvements	<i>Ensure pedestrian and aesthetic improvements incorporated into DOT Highway 14 reconstruction plans</i>		2017		medium	IC, DPW	WDOT, Chamber
	I.2	Develop and apply brand and unique selling points	<i>Create a working framework of unique selling points, and benefit-oriented messages for residents, tourists, business audiences; roll out in web site</i>	2016			Low	IC, Marketing subcommittee or consultant TBD	
	I.3	Local marketing: “Live Outside” poster or trails map	<i>Create poster with trails, destinations that can be displayed at local businesses (poster) or given out at kiosks (map)</i>	2016			low	IC, Marketing subcommittee or consultant TBD	Chamber, Friends groups,
	I.4	Logo and Web site upgrade	<i>Develop logo that captures key benefits and forward vision of community. Upgrade website with new positioning vision and format, ensuring site is able to accommodate new features in future</i>	2016			medium	IC, Web workgroup, Marketing subcommittee or consultant TBD	Chamber
	I.5	Community Image Celebration and Participation Event	<i>Plan a summer community event to roll out positioning, celebrate Mazomanie’s unique assets, and empower community members to use the positioning to advance their own aligned businesses and activities</i>	2016			Low	IC, Chamber of Commerce. Web workgroup, Marketing subcommittee or consultant TBD	
	I.6	Enhance community gateways	<i>Identify key sites and improvements to be completed over time</i>			2019 and beyond	medium	IC, DPW, Marketing subcommittee or consultant TBD	Arts community. Maybe Dane County Arts Council grant.
	I.7	Grow signature events (Gandy Dancer etc)	<i>Plan for a larger marketing effort for 2017 event. investigate community organization to help organize/manage</i>		2017		medium	IC, Chamber of Commerce, Marketing subcommittee or consultant TBD	Arts community, organizers, providers, vendors, State Tourism Dept
	I.8	Leverage existing food enterprises to create a local food destination	<i>Continue to investigate potential entrepreneurial role in local food industry</i>		2017		medium	IC, Marketing subcommittee or consultant TBD	
	I.9	Marketing Mazomanie	<i>Determine simple, low-cost tactics to tell the Mazo story to the broader region</i>		2017			Marketing subcommittee or consultant TBD	Local providers

Strategic Development Plan – Mazomanie Implementation Framework

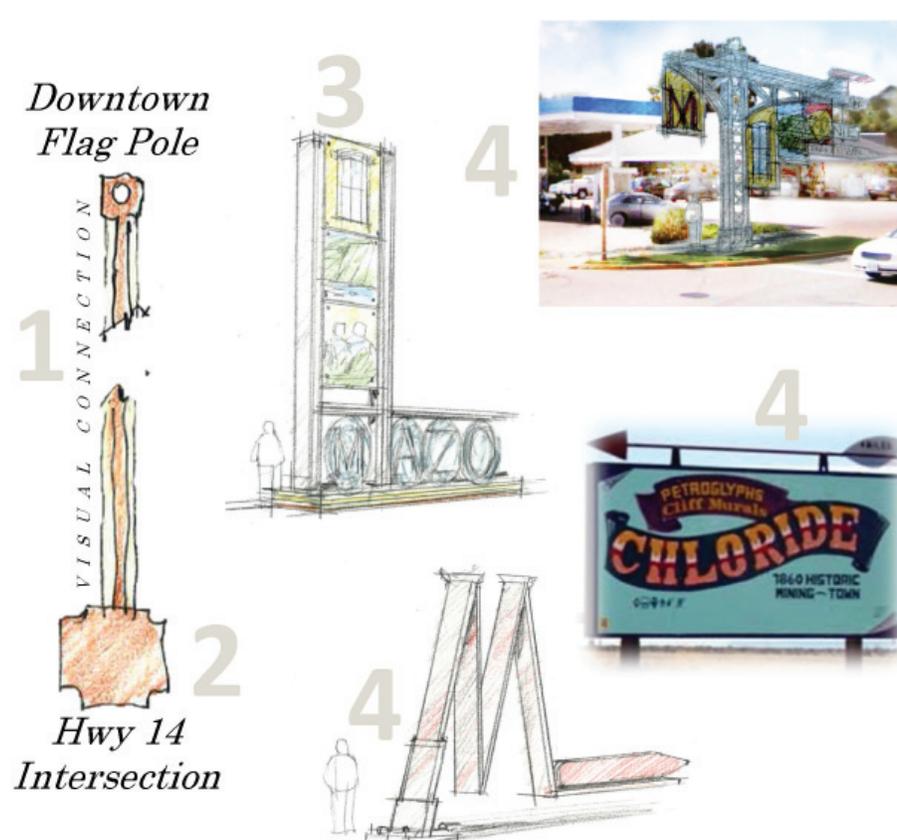
PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017 - 2018	2019 - 2020+			
4. DRIFTLESS REGION BUILDING	R.1	Create Regional Recreation Hub resources	<i>Determine unique ways to grow and market as a hub including map and private or public facilities</i>		2017		short	IC, Marketing subcommittee or consultant TBD	Chamber, State Tourism Dept
	R.2	Investigate market demand and niches for Lodging	<i>Private sector discussion to determine potential demand and niche</i>		2017		low	IC	Area Destinations/Employers State Tourism Dept, WEDC
	R.3	Complete trail connections	<i>Prepare master trail/resources master plan with regional partners</i>		2017		high	IC. DPW	Wolf Run Association, Friends of Lower Black Earth Creek, Dane County Parks, Department of Natural Resources, etc.
	R.4	Investigate excursion rail with operator	<i>Meet with rail operator to discuss opportunities</i>		2017		medium	IC, Chamber of Commerce	Chamber, Operator
	R.5	Explore regional economic positioning opportunity for creek and river communities	<i>Hold private/public event to share common opportunities and gauge interest</i>	2016			low	IC	Vandewalle, Chamber, State Tourism Dept., WEDC

Additional Detail for Downtown Revival Projects

The revival of the Downtown is a highly complex issue that will take involvement of many parties over the short and long term. Below is additional detail on the suggested Projects and Activities to supplement those provided in the Framework chart.

D.1 Connect Highway 14 to Downtown. The historic Downtown “Square” is not clearly visible from the main traffic route on Highway 14, due to distance, topography, and lack of visual cues. There are several potential strategies for achieving a stronger connection from Highway 14 to the Downtown Square. They include:

1. **Connect the Downtown to Hwy 14 visually with “bookend” features,** (i.e. two towers) and streetscaping, or create linear connection (art or bricks, etc.) from Highway 14 down Brodhead
2. **Emphasize crossing at Hwy 14 and Brodhead Intersection** with paver pattern at crossings
3. **Bring elements of style/materials from the Downtown out to Hwy 14**
4. **“Point” to Downtown** with a large public art piece on Highway 14 and Brodhead



D.2 Link Downtown to Creek/enhance as an amenity. Black Earth Creek is literally steps from the Downtown “Square,” yet is not visible from any Downtown vantage point. Making the Creek a visible and usable public feature of the Downtown could quickly add much-needed new energy and activity to the Downtown district. Several parcels along Hudson Street touch both the Downtown and the Creek, and could be enhanced to take advantage of the opportunity. (See Figure 1 at right.)

D.3 Create a central music destination such as a tap house, etc. A small-scale music venue in a central location would bring new activity Downtown

while leveraging Mazomanie’s existing Americana/ folk music scene. The venue could be anchored by a tap house that operates 3 to 4 days a week, which could open for performances on weekends or for scheduled music events into a separate yet attached music venue with capacity of 100 to 250 people.



D.4 “Connect the Dots” music/art events/walks. To very quickly create a greater whole from the individual members of Mazomanie’s existing art scene, existing artists could be mapped, and organized “gallery walk” open house events could be created to familiarize residents and visitors with arts amenities. This would be an easily implemented way to generate awareness and energy for what is unique about Mazomanie, and could be organized in the first year of implementation.

D.5 Public “Square” (signature flex/closed-off streets/space for events like Gandy Dancer).

Another quick project that could receive immediate implementation is to begin closing the Downtown “Square” formed by the streets of Hudson and Brodhead to automotive traffic during events such as Gandy Dancer, and making them open to pedestrian oriented gathering activities, booths, bands etc. (See Figure 1 at right.)

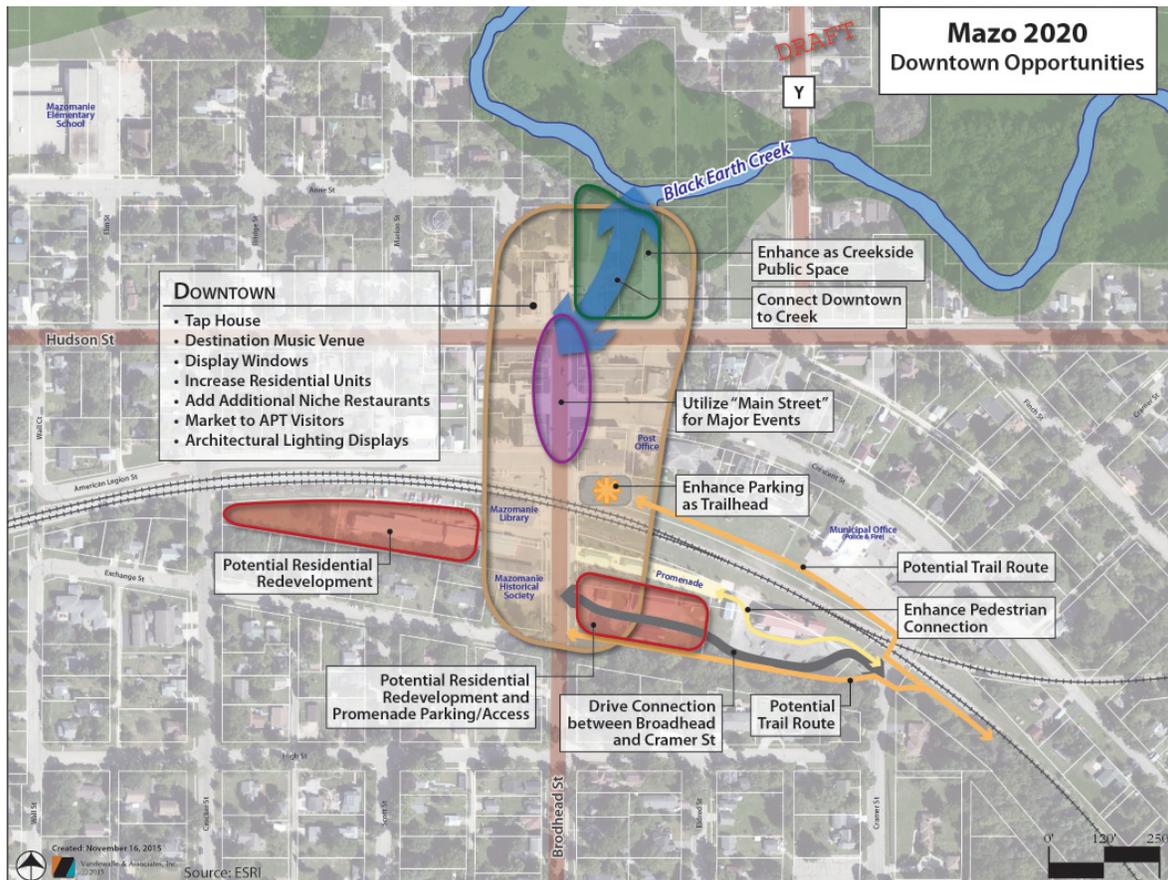
D.6 Increase Downtown housing. The task of bringing new Downtown housing should happen simultaneously with other projects that add new business mixes to the Downtown. This helps ensure that there will be people to support new business, and business services to support new Downtown residents. The implementation committee should begin work with developers and Downtown property owners to explore options for redevelopment with high quality residential apartments on one or two key sites. (See Figure 1 at right.)

D.7 Target specific synergistic mix of business uses. Downtown Mazomanie is not likely to again become a major retail destination for residents. However, it should anchor some basic services (dining, shopping, and other services) to locals as new residential units are added, along with a layer of a niche businesses to make it a destination for unique entertainment, arts, or other creative uses. These niche opportunities uses should be carefully cultivated as the next round of physical improvements are completed (trail, connection to Creek, etc.). As the market evolves it can examine successes and opportunities to foster an integrated combination of uses that create related synergies, expanding on some of the things that make it unique such as its recreational focus, Driftless area location, music, or arts focus.

D.8 Create Downtown trailhead and streetscape enhancements. A trailhead facility should be added Downtown, with public parking added. Two potential options exist for creating a recreational trail route in the Downtown area that would bring new activity to Downtown; one option located to the north of the rail line with public crossing at Brodhead, and one option to the south with public crossing at Cramer. These alternatives should be the subject of future study. The trail alternatives and trailhead location are shown in *Figure 1* below.

D.9 Explore potential connection from Brodhead to Cramer. A stronger connection should be established between Brodhead and Cramer in order to more fully realize the potential of the Promenade. *Figure 1* shows a potential drive connection to the east of and aligned with the existing W. Exchange Street. Additional pedestrian enhancements are also suggested to create a stronger connection. These options should be considered in conjunction with the trailhead enhancements.

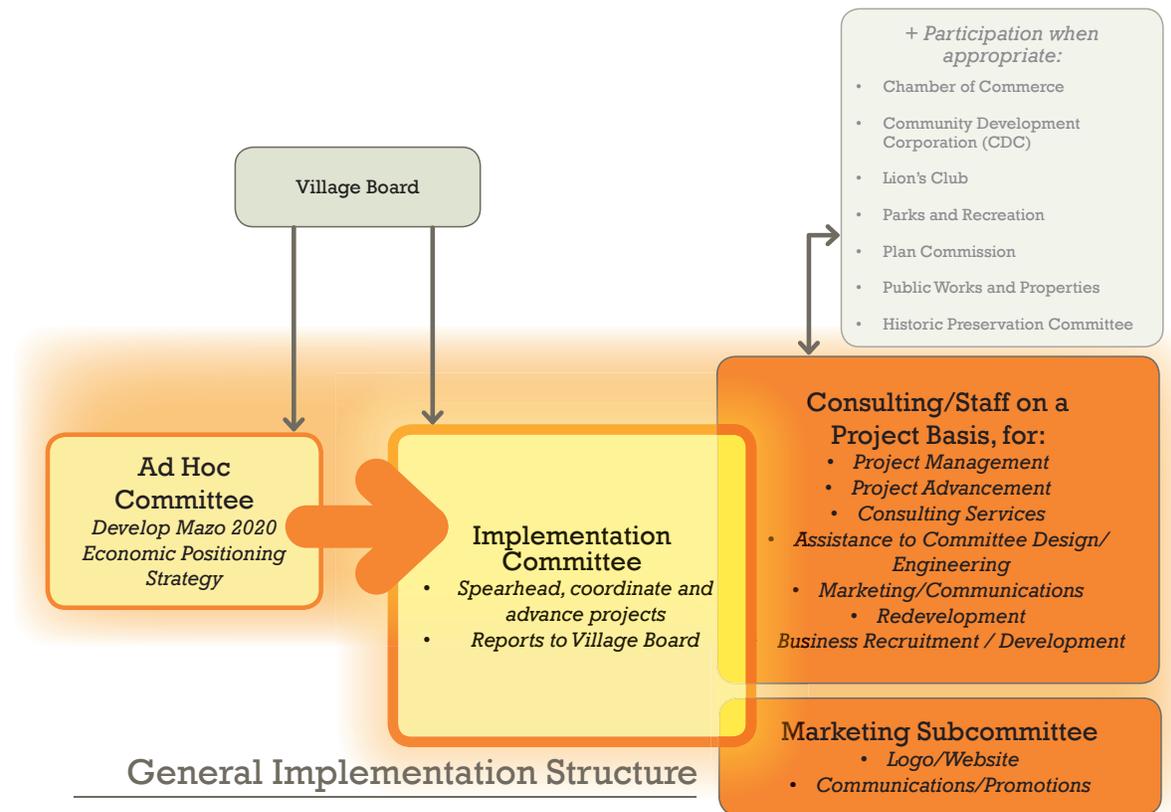
Figure 1.



Strategic Implementation

Implementation Committee

The multifaceted project opportunities identified in this strategy will take implementation efforts from a broad cadre of public and private partners. The strategy, while driven by the Village Board, should offer numerous opportunities to empower individuals, volunteers, and self-organized groups to take active roles in community projects and new business opportunities that are consistent with the Vision. To ensure the momentum generated during the planning process is leveraged to advance the implementing of the initial projects, it will be critical to have a committed group of leaders who can help coordinate and advance the projects. It is recommended that a Mazo 2020 Implementation Committee be appointed to drive implementation. This committee should be small and nimble (8-10 members) and could be largely made up of members of the Strategy Planning Committee. This group would be charged with advancing projects, and would report to the Village Board.



Implementation Assistance on a Project Basis

As the Implementation Committee works to advance projects, various tasks will likely need additional consulting capacity and professional skill sets to develop, design, and facilitate projects. At times for efficiency and productivity, the committee will likely need a project manager/facilitator role to help move efforts between meetings, coordinate with various agencies, develop and manage detailed task lists, write grants, develop agreements, work with community partners and committees, and manage sub-contractor efforts.

Village Committees, Community Development Corporation, and CDA

Due to the diverse nature of the projects in the strategy including physical improvements, signage, property acquisition and redevelopment, park and trail improvements and marketing, various Village committees will be involved. During 2016, clarity of roles and powers of the CDA, CDC, and others should be refreshed to ensure efficient project advancement.

Marketing Subcommittee

Positioning Mazomanie to help attract employees, residents, and investment will take external communications that highlight Mazomanie's successes, destinations, and events. Specific communication tactics and vehicles will need to be determined and executed when the time is right and in a cost effective manner. A Marketing Subcommittee of the Implementation Committee should be established to be deployed when needed utilizing local talent. There may be efforts when additional marketing consultants may be necessary to help tell the Mazo story and promote major events and new developments and successes.