

Town of Cross Plains Comprehensive Plan 2021

2021 Survey, 25% return rate (2007 survey return rate = 53%)

Q1. Which of the following best describes your residency in the Town of Cross Plains?

<u>Answer Choices</u>	<u>Responses</u>		<b>2007</b>	
land and home owner	90.37%	169	84.8%	497
land owner non-resident	9.09%	17	7.7%	45
renter	0.53%	1	2.6%	15
	<b>Answered</b>	<b>187</b>	4.9%	29 "other"
	<b>Skipped</b>	<b>0</b>		586

Q2. If you are a resident, how long have you lived in the town?

<u>Answer Choices</u>	<u>Responses</u>		<b>2007</b>	
less than 5 years	13.90%	26	15.1%	81
5 to 10 years	17.11%	32	14.2%	76 6-10 years
11 to 20 years	16.58%	31	30.2%	162 11-25 years
more than 20 years	43.32%	81	40.6%	218 > 25 years
I am not a resident	9.09%	17		537
	<b>Answered</b>	<b>187</b>		
	<b>Skipped</b>	<b>0</b>		

Q3. Where is the primary place of work for all adults in your household? Check all that apply.

<u>Answer Choices</u>	<u>Responses</u>		<b>2007 - see Q#27</b>
In Town or Village of Cross Plains	21.39%	40	
In Middleton, Verona or Waunakee	16.04%	30	
In Mount Horeb, Black Earth, Mazomanie or Sauk	2.67%	5	
In Madison	35.83%	67	
Significant regular air or car travel within or out of state	3.21%	6	
Retired	39.57%	74	
Other (please specify)	14.97%	28	
	<b>Answered</b>	<b>187</b>	
	<b>Skipped</b>	<b>0</b>	

Q4. How would you rate efforts of the town to guide where development occurs?

<u>Answer Choices</u>	<u>Responses</u>	
Too much planning, policies and ordinances directing development	11.29%	21
About the right amount of planning, policies and ordinances directing development	44.09%	82
Not enough planning, policies and ordinances directing development	10.22%	19
Unsure	34.41%	64
	<b>Answered</b>	<b>186</b>
	<b>Skipped</b>	<b>1</b>

Q5. The following are several statements that suggest choices about future directions for the Town of Cross Plains. Please rate each.

Compare to Q#11 in 2007 survey

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total
Cross Plains should be a mostly rural town	62.03%	26.74%	8.56%	2.14%	0.53%	187
Cross Plains should promote more industrial and business development	6.56%	20.22%	25.68%	45.36%	2.19%	183
Cross Plains should promote the preservation of farmland	65.24%	24.60%	6.95%	2.67%	0.53%	187
Town land use policies should be strengthened to better guide growth	26.34%	34.41%	12.90%	10.75%	15.59%	186
Most new development should occur adjacent to areas which are already developed	44.62%	38.17%	9.14%	4.84%	3.23%	186
Farming is an important part of the Town's future	62.03%	24.60%	7.49%	1.60%	4.28%	187
Traffic is a growing problem in Cross Plains	29.57%	32.26%	20.43%	9.68%	8.06%	186
The town should promote more tourism and recreation oriented business.	22.04%	30.65%	19.35%	16.67%	11.29%	186
Agricultural businesses should be promoted	34.05%	42.16%	11.35%	3.78%	8.65%	185
Cross Plains should have regulations to control the appearance and clean-up of poorly maintained properties	39.78%	37.63%	11.83%	8.60%	2.15%	186
Farmers and other rural landowners should be able to sell their land for any type or amount of development	8.11%	12.43%	25.95%	48.65%	4.86%	185

Farmers and other rural landowners should be able to sell their land for a limited amount of development.	13.04%	24	38.04%	70	21.20%	39	19.57%	36	8.15%	15	184
Land use conflicts between agriculture and residential development are a problem in Cross Plains.	15.59%	29	30.65%	57	20.97%	39	5.91%	11	26.88%	50	186
Land use conflicts between commercial and residential development is a problem in Cross Plains.	9.24%	17	22.28%	41	23.91%	44	8.15%	15	36.41%	67	184
Housing affordability is a growing problem in Cross Plains.	11.29%	21	20.43%	38	24.19%	45	17.20%	32	26.88%	50	186
It is important to coordinate the Town's future land use plans with those of surrounding towns and the Village of Cross Plains.	30.65%	57	41.40%	77	12.90%	24	11.83%	22	3.23%	6	186
Residential subdivisions (5 or greater lots) should not be allowed in rural areas of the town.	43.55%	81	23.66%	44	18.28%	34	9.68%	18	4.84%	9	186
The Town should pursue High Speed Internet Service.	74.87%	140	16.04%	30	1.60%	3	3.74%	7	3.74%	7	187
										<b>Answered</b>	<b>187</b>
										<b>Skipped</b>	<b>0</b>

Q6. Much of the town of Cross Plains has a rural/agricultural character today, including farmland, outdoor recreational, marshes & wildlife habitat. How important is it to retain the Town's rural/agricultural character in the future?

<u>Answer Choices</u>	<u>Responses</u>	
Very important	82.89%	155
Somewhat important	11.76%	22
Not so important	4.28%	8
Not at all important	1.07%	2
	<b>Answered</b>	<b>187</b>
	<b>Skipped</b>	<b>0</b>

Q7. Which of the following statements best describes how you want Cross Plains to look 20 years from now?

<u>Answer Choices</u>	<u>Responses</u>	
Mostly agricultural and open lands	30.48%	57
Mix of agricultural, open lands and residential	49.73%	93
Mix of agricultural, business and residential	17.65%	33
Mostly residential and limited agriculture	1.60%	3
Mostly residential and business with limited agriculture	0.53%	1
	<b>Answered</b>	<b>187</b>
	<b>Skipped</b>	<b>0</b>

Q8. The approximate population of the town is 1,570, and has grown at a rate of 2% every 5 years. What would be the ideal town population growth be 20 years from now?

<u>Answer Choices</u>	<u>Responses</u>	
Less than today	15.51%	29
Same as today, at a rate of 2% every 5 years	50.27%	94
More than today, at a rate of more than 2% but less than 5%, every 5 years	14.44%	27
Much more than today, at a rate of more than 5% every 5 years.	5.35%	10
No opinion	14.44%	27
	<b>Answered</b>	<b>187</b>
	<b>Skipped</b>	<b>0</b>

Q9. Which type of non-farm commercial development would you support in the town?

	Support		Oppose	Total	
Business related to farming	86.11%	155	13.89%	25	180
Large livestock operations	19.23%	35	80.77%	147	182
Agriculture related manufacturing (for example, fertilizer or ethanol plants)	13.19%	24	86.81%	158	182
Mineral extraction (mining and quarries)	17.03%	31	82.97%	151	182
Industrial parks	21.02%	37	78.98%	139	176
Smaller stores and shops servicing mostly local residents (for example, coffee shops, restaurants)	88.04%	162	11.96%	22	184
Small home business operations	91.21%	166	8.79%	16	182
Commercial development located near Highway 14	64.67%	119	35.33%	65	184
Commercial development located along county road S and P	31.84%	57	68.16%	122	179
Renewable energy generation - solar	74.46%	137	25.54%	47	184
Renewal energy generation - wind	54.89%	101	45.11%	83	184

Answered  
Skipped

186  
1

Q10. If farming is the primary use of your land, what type of agricultural products are produced?

<u>Answer Choices</u>	<u>Responses</u>	
Community supported agriculture (CSA)/local food supplier/value added product	2.91%	5
Dairy	1.74%	3
Meat or egg production	2.33%	4
Cash crops (for example corn or soybeans)	22.09%	38
Farming is not the primary use of my land	70.93%	122
<b>Answered</b>		<b>172</b>
<b>Skipped</b>		<b>15</b>

Q11. If you farm, how many acres do you own?

<u>Answer Choices</u>	<u>Responses</u>	
Less than 25	57.14%	52
25 to 100	29.67%	27
101 to 300	6.59%	6
301 to 500	3.30%	3
Over 500	3.30%	3
<b>Answered</b>		<b>91</b>
<b>Skipped</b>		<b>96</b>

Q12. What is the primary use of the land you own in the town?

<u>Answer Choices</u>	<u>Responses</u>	
Traditional agriculture	16.22%	30
Residential	43.24%	80
Business commercial	0.54%	1
Small scale "personal" agriculture - multiple animals, large scale gardening	8.11%	15
Wooded residential	27.57%	51
Community supported agriculture (CSA)/local food supplier/value added product	0.00%	0
None of the above	4.32%	8
<b>Answered</b>		<b>185</b>
<b>Skipped</b>		<b>2</b>

Q13. What do you believe is the viability of agriculture business in the Town over the next 20 years?

<u>Answer Choices</u>	<u>Responses</u>	
Strong	37.30%	69
Weak	14.59%	27
I don't know	48.11%	89
<b>Answered</b>		<b>185</b>
<b>Skipped</b>		<b>2</b>

Q14. What agricultural activities do you believe are most viable?

<u>Answer Choices</u>	<u>Responses</u>	
Community supported agriculture (CSA)/local food supplier/value added product	43.33%	78
Dairy	9.44%	17
Meat or egg production	0.56%	1
Cash crops	45.00%	81
Alternative fuels	1.11%	2
Other	0.56%	1
<b>Answered</b>		<b>180</b>
<b>Skipped</b>		<b>7</b>

Q15. What amount of land is needed to make farming viable for your uses?

<u>Answer Choices</u>	<u>Responses</u>	
Less than 50 acres	15.73%	28
50 to 150 acres	10.67%	19

151 to 300 acres	4.49%	8
Over 300 acres	5.62%	10
Not applicable	63.48%	113
<b>Answered</b>		<b>178</b>
<b>Skipped</b>		<b>9</b>

Q16. Should the following land use plan goals be continued or strengthened?

	yes	no	unsure	Total			
Preserve productive farmland and agricultural businesses	84.24%	155	3.80%	7	11.96%	22	184
Protect agricultural uses from incompatible uses	82.80%	154	2.69%	5	14.52%	27	186
Manage residential housing development	86.41%	159	8.70%	16	4.89%	9	184
Protect Town's natural resources	94.62%	176	2.69%	5	2.69%	5	186
Maintain rural character	91.40%	170	4.30%	8	4.30%	8	186
<b>Answered</b>				<b>187</b>			
<b>Skipped</b>				<b>0</b>			

2007						
yes	no	no opinion	TL			
86.0%	497	8.5%	49	5.5%	32	578
91.4%	523	5.1%	29	3.5%	20	572
87.6%	503	7.7%	44	4.7%	27	574

Q17. Should the following land use plan goals be continued or strengthened?

	yes	no	unsure	Total			
Range of affordable housing opportunities	41.76%	76	36.81%	67	21.43%	39	182
Senior housing	51.37%	94	28.42%	52	20.22%	37	183
Commercial or business development	39.01%	71	43.41%	79	17.58%	32	182
Value added agricultural production (meat processing, vegetable processing & other)	61.41%	113	24.46%	45	14.13%	26	184
Encourage permanent agricultural land preservation	79.89%	147	9.78%	18	10.33%	19	184
Encourage permanent natural resource preservation	94.02%	173	3.26%	6	2.72%	5	184
Encourage clustering residential housing and smaller lots when agricultural land is available	63.59%	117	19.02%	35	17.39%	32	184
Town financing and acquisition of development rights when agricultural land is available	45.36%	83	20.22%	37	34.43%	63	183
Town financing of broadband improvement and expansion	75.68%	140	14.59%	27	9.73%	18	185
<b>Answered</b>				<b>187</b>			
<b>Skipped</b>				<b>0</b>			

Q18. Broadband services are used for streaming, email, web browsing, video conferencing and educational instruction. How is your broadband service?

Answer Choices	Responses
Not adequate	26.09% 48
Slow but useable	42.39% 78
Very good	31.52% 58
<b>Answered</b>	<b>184</b>
<b>Skipped</b>	<b>3</b>

Q19. Although the town does not have direct control over broadband services, how would you use high speed Internet if it were available? Check all that apply.

Answer Choices	Responses
For my local business	20.97% 39
As part of my farm operations	9.68% 18
For telecommuting for my job	50.00% 93
My kids would use it for their school work	23.66% 44
General research and entertainment	77.42% 144
I do not have a need for high speed Internet	5.38% 10
Other (please specify)	10.22% 19
<b>Answered</b>	<b>186</b>
<b>Skipped</b>	<b>1</b>

Q20. Rate the following Town services, with 1 being excellent and 5 being terrible:

	1	2	3	4	5	Total					
Road maintenance and condition	22.70%	42	44.86%	83	25.41%	47	5.95%	11	1.08%	2	185
Snow plowing	36.96%	68	38.59%	71	20.65%	38	3.80%	7	0.00%	0	184
Trash and recycling	33.70%	61	28.73%	52	23.76%	43	10.50%	19	3.31%	6	181
Town website	11.18%	19	35.29%	60	41.18%	70	9.41%	16	2.94%	5	170
Accessibility and assistance of the Town Clerk and Town Officials	37.91%	69	34.62%	63	23.63%	43	3.30%	6	0.55%	1	182
Ease of access to information on Town meeting agendas and action items	27.32%	50	41.53%	76	24.59%	45	5.46%	10	1.09%	2	183

EMS and fire services	46.89%	83	38.98%	69	10.73%	19	3.39%	6	0.00%	0	177
										<b>Answered</b>	<b>186</b>
										<b>Skipped</b>	<b>1</b>

Q21. Should the Town increase taxes for weekly trash and recycling services?

<u>Answer Choices</u>	<u>Responses</u>	
Yes	19.79%	37
No	59.36%	111
Unsure	20.86%	39
	<b>Answered</b>	<b>187</b>
	<b>Skipped</b>	<b>0</b>

Q22. Should ATV and UTV uses be allowed on all or some town roads?

<u>Answer Choices</u>	<u>Responses</u>	
Yes	37.97%	71
No	46.52%	87
Unsure	15.51%	29
	<b>Answered</b>	<b>187</b>
	<b>Skipped</b>	<b>0</b>

Q23. Should ATV and UTV uses be allowed on all or some town roads if insurance cannot be required?

<u>Answer Choices</u>	<u>Responses</u>	
Yes	16.04%	30
No	67.38%	126
Unsure	16.58%	31
	<b>Answered</b>	<b>187</b>
	<b>Skipped</b>	<b>0</b>