

Appendix B

SUMMARY OF THE VILLAGE OF HARTLAND COMMUNITY SURVEY RESULTS

Appendix B-1

VILLAGE OF HARTLAND COMMUNITY SURVEY NUMERIC RESULTS- RESPONSES WITH PREFERENCES

Following is the community survey form that was mailed, with collective data entered. The portion of respondents actually selecting the optional choices of each question is shown, in addition to revealed preferences which exclude "No Opinion".

Dear Village of Hartland Residents and Business Operators,

The Village Plan Commission, assisted by the Southeastern Wisconsin Regional Planning Commission (SEWRPC), is updating our land use and traffic circulation plan to help guide growth and development through the year 2020. The plan will provide a basis for the Village Board and Plan Commission to make informed land use and zoning decisions for the next couple of decades. This survey is being conducted jointly with the University of Wisconsin-Extension and SEWRPC to obtain your opinions on important related issues. Your comments will help to shape the development of the plan.

Please take a few minutes to read through the survey, then answer the questions as best you can. Responses from individual surveys will remain confidential. Written comments are welcome where space provides. When you have completed the survey, please refold and seal the form so that the return address is showing. As a service to the Village, UW-Extension staff working with SEWRPC will tabulate the returned surveys and report back to the Plan Commission with their findings.

For your responses to be used in the planning process, this form must be returned by April 30, 1999.

The Village of Hartland thanks you for your cooperation and assistance in this very important matter.

David Lamerand, Village President

RESPONDENT STATUS: Are you completing this survey as a . . . **(check only one)**

596 Resident of the Village 31 Business operator in the Village 32 Both 4 Neither

Note: If you neither live in the Village, nor operate a business there, please stop now and return the survey.

PART A: QUALITY OF LIFE

1. Why do you live in the Village? **(Check up to four items)**

64 Born/raised in the Village	117 Affordability
138 Proximity to employment	291 Quality of schools
134 Proximity to metro area	16 Government services
353 Safe community/ feeling of security	139 Friendly people
381 Found a suitable residence	386 Small-village atmosphere
<u>184</u> Parks and natural areas	25 Don't live in the Village (local business operator) 2,228

2. What has happened to the quality of life in the Village over the past five years? **(Check only one)**

134 Improved	* No opinion (Omitted)
174 Declined	114 Have lived or operated a business in the Village less than 5 years
<u>173</u> Remained the same	
645	

3. Which items have the greatest **positive** influence on the quality of life in the Village? **(Check up to three)**

296 Fire and police protection	63 Condition of roads
133 Water and sewer services	149 Availability of shopping/ retail services
63 Traffic	55 Amount of development occurring
202 Community events/activities	20 Other: _____
348 Quality of schools	
373 Parks and open spaces	
1,702	

4. Which items have the greatest **negative** influence on the quality of life in the Village? **(Check up to three)**

24 Fire and police protection	111 Condition of roads
37 Water and sewer services	118 Availability of shopping/ retail services
338 Traffic	451 Amount of develop- ment occurring
15 Community events/activities	42 Other: _____
35 Quality of schools	
<u>21</u> Parks and open spaces	
1,192	

PART B: VILLAGE GROWTH

1. From 1990 to 1997 the Village's population grew from 6,906 residents to 7,825 residents, or about 13 percent. The population of the Village should increase at what rate through the year 2020? **(Check only one)**

153 Present rate	350 Slower rate
<u>18</u> Faster rate	116 No growth
637	

2. From 1990 to 1997, total housing units in the Village increased from 2,374 units to 2,919 units, or about 23 percent. Housing units in the Village should increase at what rate through the year 2020? **(Check only one)**

116 Present rate	370 Slower rate
<u>14</u> Faster rate	137 No growth
637	

3. What size, physically, would you like to see the Village in 10 - 20 years? **(Check only one)**

227 Present size	284 Somewhat larger
<u>6</u> Much larger	121 Wish it were smaller
638	

4. What best describes your vision of or for the Village? **(Check any that apply)**

295 A small village that should stay that way
318 A community that should add quality of life services and recreation/entertainment, which probably means some growth
101 An expanding industrial and commercial center for north western Waukesha County's "Lake Country", that provides a destination and employment for residents and non-residents alike
* No opinion (Omitted for this presentation)
<u>27</u> Other: _____
753

PART C: GENERAL LAND USE OPTIONS FOR HARTLAND

Please place an "x" in the box after each statement which best represents your opinion.

STATEMENT					
For statements 1, 2, and 3: The Village's housing mix presently consists of about 50% detached single-family units, 12% two-family units, and 38% multi-family units.	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	SUM OF THOSE GIVING AN OPINION*
1. The development of single-family housing units should be encouraged in the Village.	216	287	76	45	624
2. The development of two-family housing units should be encouraged in the Village.	27	169	246	171	613
3. The development of multi-family housing units should be encouraged in the Village.	12	52	212	348	624
4. The development of elderly housing should be encouraged in the Village.	112	345	104	34	595
5. The development of single-family housing units affordable to moderate-income families should be encouraged in the Village.	143	313	108	63	627
6. The Village should encourage the development of office-type businesses.	67	281	161	75	584
7. The Village should encourage industrial development.	47	199	219	125	590
8. The Village should encourage commercial (retail and service-oriented) development.	81	244	172	100	597
9. The Village should not encourage particular types of development, but allow free market forces to determine the pattern.	40	150	246	132	568
10. The Village should discourage further development.	108	153	257	73	591
11. The Village should provide more playgrounds, parks, and recreational facilities.	126	268	169	24	587
12. Village parks should be linked to one another with a system of bikeways and recreational trails that may also be linked with County trails.	214	253	87	43	597
13. Residential areas within the Village should be linked to one another and to key activity centers like the library, schools, community center, and parks with a system of bikeways and walkways.	191	239	132	31	593
14. Parks, bikeways, or walkways in the Village would not be utilized well enough to warrant more.	50	117	269	139	575
15. The protection of woodlands, wetlands, floodlands, and other open spaces in and around the Village is important.	461	165	7	5	638
16. Unless a productive use can be found for woodlands or other upland open spaces in and around the Village, they may as well be developed.	13	38	172	415	638
17. Comments on land use options: _____ _____ _____ _____					

*"No Opinion" responses were omitted for this presentation.

PART D: SPECIFIC DIRECTIONS AND POLICY OPTIONS

Please place an "x" in the box after each statement which best represents your opinion.

STATEMENT	STRONGLY FAVOR	FAVOR	OPPOSE	STRONGLY OPPOSE	SUM OF THOSE GIVING AN OPINION*
1. The Village should encourage compatible small businesses and specialty shops to locate Downtown.	237	345	19	8	609
2. The Village should encourage mixed-use development of commercial (lower level) and residential (upper level) uses in the Downtown area.	62	247	152	42	503
3. The Village should further improve the Downtown/Village Center with streetscaping and building revitalization.	169	301	90	16	576
4. The Bark River through Downtown should be better protected, better utilized, and/or made more visible.	235	281	57	9	582
5. Businesses should be encouraged or improved in other areas of the Village, not just Downtown.	146	343	80	21	590
6. Traffic circulation and intersection control within and through the Village should be improved for safety and to reduce congestion.	182	271	91	19	563
7. A parkway and nature preserve along the Bark River should continue to be established through the Village.	312	262	32	15	621
8. Greenspace requirements in the Village should be increased for all new multi-family, commercial, institutional and industrial development.	299	216	50	18	583
9. Comprehensive landscape and design standards should be established for all new multi-family, commercial, industrial, and institutional development in the Village.	284	228	60	23	595
10. People should be able to do whatever they want with land they own/purchase in the Village.	38	73	260	233	604

*"No Opinion" responses were omitted for this presentation.

PART E: RESIDENT PROFILE AND OTHER PREFERENCES

(Nonresident business operators, please skip to Question No. 6)

- | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------|------------------|----------------------|-----|--|-------------------------|--------------------|------------------------|-------------|----------|-------------------------|------------|-------------|------------------------|-----------------|-----|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. How long have you lived in the Village of Hartland?
(Check only one)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">163 Less than 5 years</td> <td style="width: 50%;">159 10 to 19 years</td> </tr> <tr> <td>114 5 to 9 years</td> <td>196 20 or more years</td> </tr> <tr> <td colspan="2">632</td> </tr> </table> <p>2. What best describes your place of residence?
(Check one only)</p> <p>478 Single-family residence: owner-occupied
 9 Single-family residence: rented
 28 Two-family residence: owned, occupy one unit
 14 Two-family residence: rented
 64 Multi-family residence
 <u>35</u> Other: _____
 628</p> <p>3. What is the occupation of your <u>main</u> household income earners?
(Check substantial employment only)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">284 Professional/Admin.</td> <td style="width: 50%;">19 Clerical/Office</td> </tr> <tr> <td>69 Skilled Trade/Craft</td> <td>17 Services</td> </tr> <tr> <td>49 Sales</td> <td>29 Education/Government</td> </tr> <tr> <td>22 Factory</td> <td>107 Retired</td> </tr> <tr> <td><u>8</u> General Labor</td> <td>21 Other: _____</td> </tr> <tr> <td colspan="2">625</td> </tr> </table> | 163 Less than 5 years | 159 10 to 19 years | 114 5 to 9 years | 196 20 or more years | 632 | | 284 Professional/Admin. | 19 Clerical/Office | 69 Skilled Trade/Craft | 17 Services | 49 Sales | 29 Education/Government | 22 Factory | 107 Retired | <u>8</u> General Labor | 21 Other: _____ | 625 | | <p>4. Where do your main household income earners work?
(Check only primary or substantial employment locations)</p> <p>39 At home
 91 Elsewhere in the Village
 84 Other locations in the "Lake Country" area
 199 Other locations in Waukesha County
 175 Locations outside Waukesha County
 <u>44</u> Numerous locations on the road
 632</p> <p>5. Where does your household make its purchases of goods and services? (Check up to three locations reflecting most of your purchasing)</p> <p>256 Downtown Hartland
 158 Hartland, north of Hwy. 16
 328 Elsewhere in Hartland
 353 Other "Lake Country" communities
 376 Elsewhere in Waukesha County
 <u>71</u> Outside Waukesha County
 1,542</p> <p>6. Any other comments? (Insert sheets as needed)</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| 163 Less than 5 years | 159 10 to 19 years | | | | | | | | | | | | | | | | | | |
| 114 5 to 9 years | 196 20 or more years | | | | | | | | | | | | | | | | | | |
| 632 | | | | | | | | | | | | | | | | | | | |
| 284 Professional/Admin. | 19 Clerical/Office | | | | | | | | | | | | | | | | | | |
| 69 Skilled Trade/Craft | 17 Services | | | | | | | | | | | | | | | | | | |
| 49 Sales | 29 Education/Government | | | | | | | | | | | | | | | | | | |
| 22 Factory | 107 Retired | | | | | | | | | | | | | | | | | | |
| <u>8</u> General Labor | 21 Other: _____ | | | | | | | | | | | | | | | | | | |
| 625 | | | | | | | | | | | | | | | | | | | |

Appendix B-2

VILLAGE OF HARTLAND COMMUNITY SURVEY RESULTS- PREFERENCES AS A PERCENT OF RESPONDENTS

Following is the community survey form that was mailed, with collective data entered. The portion of respondents actually selecting the optional choices at each question is generally the basis for calculating percentages, in addition to revealed preferences which exclude "No Opinion".

Dear Village of Hartland Residents and Business Operators,

The Village Plan Commission, assisted by the Southeastern Wisconsin Regional Planning Commission (SEWRPC), is updating our land use and traffic circulation plan to help guide growth and development through the year 2020. The plan will provide a basis for the Village Board and Plan Commission to make informed land use and zoning decisions for the next couple of decades. This survey is being conducted jointly with the University of Wisconsin-Extension and SEWRPC to obtain your opinions on important related issues. Your comments will help to shape the development of the plan.

Please take a few minutes to read through the survey, then answer the questions as best you can. Responses from individual surveys will remain confidential. Written comments are welcome where space provides. When you have completed the survey, please refold and seal the form so that the return address is showing. As a service to the Village, UW-Extension staff working with SEWRPC will tabulate the returned surveys and report back to the Plan Commission with their findings.

For your responses to be used in the planning process, this form must be returned by April 30, 1999.

The Village of Hartland thanks you for your cooperation and assistance in this very important matter.

David Lamerand, Village President

RESPONDENT STATUS: Are you completing this survey as a . . . (check only one)

59 Resident of the Village 31 Business operator in the Village 32 Both 4 Neither

Note: If you neither live in the Village, nor operate a business there, please stop now and return the survey.

PART A: QUALITY OF LIFE

1. Why do you live in the Village? (Check up to four items)

10% Born/raised in the Village	18% Affordability
21% Proximity to employment	44% Quality of schools
20% Proximity to metro area	2% Government services
54% Safe community/ feeling of security	21% Friendly people
58% Found a suitable residence	59% Small-village atmosphere
28% Parks and natural areas	4% Don't live in the Village (local business operator)

2. What has happened to the quality of life in the Village over the past five years? (Check only one)

23% Improved	* No opinion (Omitted)
29% Declined	19% Have lived or operated a business in the Village less than 5 years
<u>29</u> % Remained the same	
100%	

3. Which items have the greatest **positive** influence on the quality of life in the Village? (Check up to three)

45% Fire and police protection	10% Condition of roads
20% Water and sewer services	23% Availability of shopping/ retail services
10% Traffic	8% Amount of development occurring
31% Community events/activities	3% Other: _____
53% Quality of schools	
57% Parks and open spaces	

4. Which items have the greatest **negative** influence on the quality of life in the Village? (Check up to three)

4% Fire and police protection	17% Condition of roads
6% Water and sewer services	18% Availability of shopping/ retail services
51% Traffic	68% Amount of develop- ment occurring
2% Community events/activities	6% Other: _____
5% Quality of schools	
3% Parks and open spaces	

PART B: VILLAGE GROWTH

1. From 1990 to 1997 the Village's population grew from 6,906 residents to 7,825 residents, or about 13 percent. The population of the Village should increase at what rate through the year 2020? (Check only one)

24% Present rate	55% Slower rate
<u>3</u> % Faster rate	18% No growth
100%	

2. From 1990 to 1997, total housing units in the Village increased from 2,374 units to 2,919 units, or about 23 percent. Housing units in the Village should increase at what rate through the year 2020? (Check only one)

18% Present rate	58% Slower rate
<u>2</u> % Faster rate	22% No growth
100%	

3. What size, physically, would you like to see the Village in 10 - 20 years? (Check only one)

36% Present size	44% Somewhat larger
<u>1</u> % Much larger	19% Wish it were smaller
100%	

4. What best describes your vision of or for the Village? (Check any that apply)

46% A small village that should stay that way
49% A community that should add quality of life services and recreation/entertainment, which probably means some growth
16% An expanding industrial and commercial center for north western Waukesha County's "Lake Country", that provides a destination and employment for residents and non-residents alike
* No opinion (Omitted for this presentation)
4% Other: _____

PART C: GENERAL LAND USE OPTIONS FOR HARTLAND

Please place an "x" in the box after each statement which best represents your opinion.

STATEMENT					
For statements 1, 2, and 3: The Village's housing mix presently consists of about 50% detached single-family units, 12% two-family units, and 38% multi-family units.	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	SUM OF THOSE GIVING AN OPINION*
1. The development of single-family housing units should be encouraged in the Village.	35%	46%	12%	7%	100%
2. The development of two-family housing units should be encouraged in the Village.	4%	28%	40%	28%	100%
3. The development of multi-family housing units should be encouraged in the Village.	2%	8%	34%	56%	100%
4. The development of elderly housing should be encouraged in the Village.	19%	58%	17%	6%	100%
5. The development of single-family housing units affordable to moderate-income families should be encouraged in the Village.	23%	50%	17%	10%	100%
6. The Village should encourage the development of office-type businesses.	11%	48%	28%	13%	100%
7. The Village should encourage industrial development.	8%	34%	37%	21%	100%
8. The Village should encourage commercial (retail and service-oriented) development.	14%	41%	29%	16%	100%
9. The Village should not encourage particular types of development, but allow free market forces to determine the pattern.	7%	27%	43%	23%	100%
10. The Village should discourage further development.	18%	26%	44%	12%	100%
11. The Village should provide more playgrounds, parks, and recreational facilities.	21%	46%	29%	4%	100%
12. Village parks should be linked to one another with a system of bikeways and recreational trails that may also be linked with County trails.	36%	42%	15%	7%	100%
13. Residential areas within the Village should be linked to one another and to key activity centers like the library, schools, community center, and parks with a system of bikeways and walkways.	32%	41%	22%	5%	100%
14. Parks, bikeways, or walkways in the Village would not be utilized well enough to warrant more.	9%	20%	47%	24%	100%
15. The protection of woodlands, wetlands, floodlands, and other open spaces in and around the Village is important.	72%	26%	1%	1%	100%
16. Unless a productive use can be found for woodlands or other upland open spaces in and around the Village, they may as well be developed.	2%	6%	27%	65%	100%
17. Comments on land use options: _____ _____ _____					

**No Opinion" responses were omitted for this presentation.

PART D: SPECIFIC DIRECTIONS AND POLICY OPTIONS

Please place an "x" in the box after each statement which best represents your opinion.

STATEMENT	STRONGLY FAVOR	FAVOR	OPPOSE	STRONGLY OPPOSE	SUM OF THOSE GIVING AN OPINION*
1. The Village should encourage compatible small businesses and specialty shops to locate Downtown.	39%	57%	3%	1%	100%
2. The Village should encourage mixed-use development of commercial (lower level) and residential (upper level) uses in the Downtown area.	12%	49%	30%	9%	100%
3. The Village should further improve the Downtown/Village Center with streetscaping and building revitalization.	29%	52%	16%	3%	100%
4. The Bark River through Downtown should be better protected, better utilized, and/or made more visible.	40%	48%	10%	2%	100%
5. Businesses should be encouraged or improved in other areas of the Village, not just Downtown.	25%	58%	13%	4%	100%
6. Traffic circulation and intersection control within and through the Village should be improved for safety and to reduce congestion.	32%	48%	16%	4%	100%
7. A parkway and nature preserve along the Bark River should continue to be established through the Village.	51%	42%	5%	2%	100%
8. Greenspace requirements in the Village should be increased for all new multi-family, commercial, institutional and industrial development.	51%	37%	9%	3%	100%
9. Comprehensive landscape and design standards should be established for all new multi-family, commercial, industrial, and institutional development in the Village.	48%	38%	10%	4%	100%
10. People should be able to do whatever they want with land they own/purchase in the Village.	6%	12%	43%	39%	100%

**No Opinion" responses were omitted for this presentation.

PART E: RESIDENT PROFILE AND OTHER PREFERENCES (Nonresident business operators, please skip to Question No. 6)

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. How long have you lived in the Village of Hartland?
(Check only one)</p> <p style="margin-left: 20px;">26% Less than 5 years 25% 10 to 19 years
18% 5 to 9 years 31% 20 or more years
100%</p> <p>2. What best describes your place of residence?
(Check one only)</p> <p style="margin-left: 20px;">76% Single-family residence: owner-occupied
1% Single-family residence: rented
4% Two-family residence: owned, occupy one unit goods
2% Two-family residence: rented
most 10% Multi-family residence
6% Other: _____
100%</p> <p>3. What is the occupation of your <u>main</u> household income earners?
(Check substantial employment only)</p> <p style="margin-left: 20px;">45% Professional/Admin. 3% Clerical/Office
11% Skilled Trade/Craft 3% Services
8% Sales 5% Education/Government
4% Factory 17% Retired
1% General Labor 3% Other: _____
100%</p> | <p>4. Where do your main household income earners work?
(Check only primary or substantial employment)</p> <p style="margin-left: 20px;">6% At home
14% Elsewhere in the Village
13% Other locations in the "Lake Country" area
31% Other locations in Waukesha County
28% Locations outside Waukesha County
7% Numerous locations on the road
100%</p> <p>5. Where does your household make its purchases of goods and services? (Check up to three locations reflecting of your purchasing)</p> <p style="margin-left: 20px;">39% Downtown Hartland
24% Hartland, north of Hwy 16
50% Elsewhere in Hartland
54% Other "Lake Country" communities
57% Elsewhere in Waukesha County
11% Outside Waukesha County</p> <p>6. Any other comments? (Insert sheets as needed)</p> <p>_____</p> <p>_____</p> <p>_____</p> |
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Appendix B-3

VILLAGE OF HARTLAND COMMUNITY SURVEY SALIENT FINDINGS

RESPONDENT PROFILE:

596	Village residents	90%
31	Resident business operators	5%
<u>32</u>	Business operators only	5%
659		9 others without data

RESIDENTIAL STATUS:

487	Single family	77%
42	Two family	6%
64	Multifamily	10%
506	Owners	81%
78	Renters	12%

MAIN OCCUPATIONS:

284	Professional/Administrative	45%
107	Retired	17%
69	Skilled Trade/Craft	11%

MAIN EMPLOYMENT LOCATIONS:

199	Waukesha County outside of "Lake Country"	31%
175	Outside of Waukesha County	28%
130	Somewhere in Hartland 2	0%
84	Other locations in "Lake Country"	13%

QUALITY OF LIFE

WHY LIVE IN THE VILLAGE?

Small village atmosphere	59%
Suitable residence	58%
Safe community/security	54%
Quality of schools	44%

QUALITY OF LIFE IN LAST 5 YEARS:*

Declined	29%
Remained the same	29%
Improved	23%
Been in Village less than 5 years	19%

POSITIVE INFLUENCES:

Parks and open spaces	57%
Quality of schools	53%
Fire and police protection	45%
Community events/activities	31%

NEGATIVE INFLUENCES:

Amount of development	68%
Traffic	51%

*Percents for this question are calculated based upon the actual number of responses, less those offering no opinion. Other questions in Part A (and a few elsewhere) allowed multiple responses, thus, those percentages are calculated based on the ratio of times selected over maximum respondents available (X/659).

VILLAGE GROWTH

PREFERRED POPULATION INCREASE:

Slower rate	55%
Present rate	24%
No growth	18%
Faster rate	3%

PREFERRED HOUSING INCREASE:

Slower rate	58%
No growth	22%
Present rate	18%
Faster rate	2%

VILLAGE SIZE IN 10 - 20 YEARS:

Somewhat larger	45%
Present size	36%
Wish it were smaller	19%
Much larger	1%

PREFERRED VISION:

Grow somewhat/add services	49%
Stay a small village	46%
Expanding industrial and commercial center	16%

DEVELOPMENT PREFERENCES

HOUSING OPTIONS:

	Yes	No
Encourage single family	81%	19%
Encourage two-family	33%	68%
Encourage multi-family	10%	90%
Encourage elderly housing	77%	23%
Encourage affordable single-family housing	73%	27%

COMMERCIAL AND INDUSTRIAL DEVELOPMENT

Encourage office-type businesses	59%	41%
Encourage industrial development	42%	58%
Encourage retail and service development	55%	45%
Encourage/improve businesses in other areas, not just downtown	83%	18%

DOWNTOWN ISSUES

Encourage small businesses and specialty shops	96%	4%
Encourage mixed-use development of commercial (lower level), residential (upper)*	61%	38%
Improve village center with streetscaping and revitalization	81%	19%
Bark River should be better protected, better utilized, more visible	88%	12%
Traffic circulation and intersection control should be improved**	80%	19%
Household purchases of goods and services made downtown	39%	--

*A substantial 156 persons did not respond or had no opinion regarding this statement (24% of possible respondents).

**Also applies elsewhere traveling through the Village.

PARKS, THE ENVIRONMENT AND QUALITY CHECKS

PARKS AND RECREATIONAL FACILITIES	Yes	No
Provide more playgrounds, parks and recreational facilities	67%	33%
Link parkways with bikeways and recreational trails	78%	22%
Link residential areas together and to activity centers with bikeways and walkways	72%	27%
Parks, bikeways, walkways not utilized enough to warrant more	29%	71%
 ENVIRONMENTAL ISSUES		
Protection of woodlands, wetlands, floodlands, open spaces is important	98%	2%
Unless productive uses found for woodlands or open spaces, may as well develop	8%	92%
Continue establishing parkway and nature preserve along Bark River	92%	7%
Increase greenspace requirements for new multi-family, commercial, industrial, institutional development	88%	12%
 QUALITY OF GROWTH “TRUTH” CHECKS		
Don't encourage types of development/allow free market to determine	33%	66%
Discourage further development	44%	55%
Establish comprehensive landscape and design standards for new multi-family, commercial, industrial, institutional development	86%	14%
People should be able to do whatever they want with land they own	18%	82%