

1

ISSUES & OPPORTUNITIES

This chapter of the *Comprehensive Plan* provides an overview of the important demographic trends and background information for the Town of Dunn. This section also summarizes the public process and public input used to create the policies found in other chapters.

Overall Goals, Objectives and Policies

Overall goals guiding the town's comprehensive plan are:

- **Preserve the town's open space and agricultural areas**
- **Protect the town's natural resources**
- **Establish boundary agreements with neighboring municipalities**
- **Support nature-based recreation opportunities**
- **Continue the town's active land use policies**
- **Encourage compatible infill development**

Further detail about specific objectives and policies to help meet the overall goals as well as element specific goals are contained herein.

Trends Analysis

The goals and objectives developed in this plan are based on analysis of the issues and opportunities in this plan. This analysis contains two parts:

- a) Review of Public Participation
- b) Review of Demographic and Statistical Trends

A. Review of Public Participation

In order to ensure a high level of public participation and input in the comprehensive planning process, the town convened a Smart Growth Committee and passed public participation procedures.

The Smart Growth Committee consisted of 3 members of the Plan Commission, 1 Town Board member, 1 Parks Committee member, 1 Land Trust Commission member, and 3 town citizens. Throughout the planning process, the Smart Growth Committee served as an advisory board of town citizens to inform and guide the planning process.

Through the use of a variety of public participation techniques, the town gathered citizen opinion about the town's future land use and vision. Public participation procedures were approved by the Town Board on July 21, 2003 and are listed below.

- **Website:** The Town's website was used to publicize and promote the planning process, provide information on upcoming meetings, and supply the minutes of meetings and other participation techniques.
- **Newsletter:** The Town's newsletter provided updates on the planning process and publicized meetings. Also, articles were published explaining the Town's planning process and public participation procedures.
- **Focus Groups:** Focus groups were used to help develop questions for the community survey and to get in-depth input on issues in the Town. These focus groups also provided an opportunity to educate town residents on the Smart Growth planning process and its benefits. Focus groups included: lake residents, non-lake residents, farmers, business owners, and new lake residents.
- **Community Survey:** The survey was sent to all residents of the Town to assess the public's attitudes and opinions on the Town's quality of life, PDR program, land use policies, etc. The survey results were made available to the community on the Town's webpage and presented at the Community Visioning Workshop.
- **Community Visioning Workshop:** Used to discuss and develop a range of planning ideas generated by Town residents. Primary interests and goals that resulted from the process were used to guide the new comprehensive plan. A summary of the workshop was made available on the Town's webpage.
- **Draft Plan Open House:** Presented the draft version of the Town's new comprehensive plan to the community, and obtained feedback and input from the community on the draft.
- **Opportunity for Written Comment*:** Notice of the opportunity for written comment on the draft plan was posted on the Town's webpage and in the Town newsletter. Response to written public comments were as follows:
 - Plan Commission reviewed, commented and recommended Town Board action
 - Town Board sends written comments in response
- **Formal Public Hearing*:** The Town held a public hearing on the ordinance to adopt the new comprehensive plan. All members of the public had an opportunity to voice comments on the plan. The public hearing was noticed (class 1 notice under ch. 985) in three places (Christy's Landing, Quick Stop and Town Hall).

* denotes required activities by Wis. Stat. 66.1001

Community Input Summary

Community Survey

Using input from five focus groups and the Smart Growth Committee, the Town developed a community survey that was sent to all town residents. Two thousand one hundred and twenty-five (2,125) surveys were sent out, and 804 surveys were returned. This produced a 38% response rate. The survey asked opinions about current land use policies, level of service and issues in the town. A copy of the full survey results can be viewed on the town's webpage or obtained from the town's Land Use Manager. A summary of the primary issue categories are below.

- **Current Land Use Policies and Procedures:** 77.6 percent of survey respondents agree with the town's current ban on rezoning property to business, commercial or industrial zoning categories. Also, 63.0 percent of survey respondents agreed with the town's current level of regulation directing development.
- **Environment:** Protection of the town's natural resources is strongly supported by town residents. Of particular concern to survey respondents is the protection and improvement of the town's many waterways and wetlands.
- **Purchase of Developments Program:** A strong majority of survey respondents, 72.7 percent, support the town's PDR program. In response to, "Would you be willing to spend additional tax dollars to support this program?" respondents were divided. 50.8 percent answered "No", and 45.9 percent answered "Yes".
- **Transportation:** The transportation choices that more than half of the survey respondents supported the creation or expansions of were "Hiking Trails" (56.4 %), and "Biking Routes" (58.1%). The majority of survey respondents (84.0%) felt that the overall network of roads and highways meet the needs of town citizens.

Visioning Workshop

On April 28, 2004, approximately 35 people attended the town's visioning workshop to discuss the long-term vision of the town, and a boundary agreement with the Village of McFarland. The ideas of the whole group are listed below.

Question 1: How do you envision the town twenty years from now?

Common Themes Among the Five Small Groups:

- Maintain and improve PDR program
- Emphasis is placed on town's quality of water
- Multi-use trails (hike, bike, horse)
- Maintain open space and environmental corridors
- Boundary agreements
- Maintain agriculture (types could change) and limit/stop disappearance of farmland

Question 2:**What are 3 likes and 3 dislikes about the possible Village of McFarland boundary agreement?**

Common Likes Among the Five Small Groups:

- That McFarland won't grow south of the Yahara River
- That we should work as partners
- Their willingness to pursue infill development

Common Dislikes Among the Five Small Groups:

- We do not want to undo current PDR deals or give up the right to pursue future deals.
- Too much development
- Excessive loss of farmland
- Development negatively affects water quality
- Increase in taxes
- A twenty year boundary agreement is only a minimum

Open House

The Draft Plan Open House was held on May 17, 2006 in the Dunn Town Hall with an early session at 10:30 AM and an evening session at 7:00 PM. Both sessions were well attended and comments, both verbal and written, were encouraged. Four written comments were received. Many public comments focused on new proposed hilltop restrictions. After reviewing these comments, the draft was edited to remove language prohibiting building on hilltops. Edits were also made to several maps to make them fully representative of the current land uses and conditions in the Town of Dunn.

Public Hearing

The Town Board held a formal public hearing on the town's Comprehensive Plan on December 18, 2006 and was adopted by resolution. The plan was adopted as an ordinance February 19, 2007. Prior to the hearing, the town provided copies of the comprehensive plan to surrounding governments and other parties as per the requirements of the state's comprehensive planning law.

B. Review of Demographic and Statistical Trends

The following section provides a summary of the demographic and statistical trends. A more detailed analysis of existing conditions is found as an appendix to the report.

Historic Population Trends

During the 1970s the town of Dunn grew much faster than Dane County as a whole. However, after the town's two-year lot creation moratorium from 1977 to 1979 and the adoption of the Land Use Plan in 1979, population stabilized and has held steady until the present at an estimated 5,300 people (Figure 1.1). The county as a whole grew by 16.2% from 1990-2000 and average growth in Dane County towns during the same period averaged 13.2% (Figure 1.1). According to US census data, the town of Dunn's total population dropped slightly from 5,274 people to 5,270 people during the 1990-2000 period.

According to the 2000 census, 98.3 percent of the town's population is of white racial heritage, with the largest minority group being Hispanic or Latino at 1.7 percent. These percentages are almost identical to 1990 census figures.

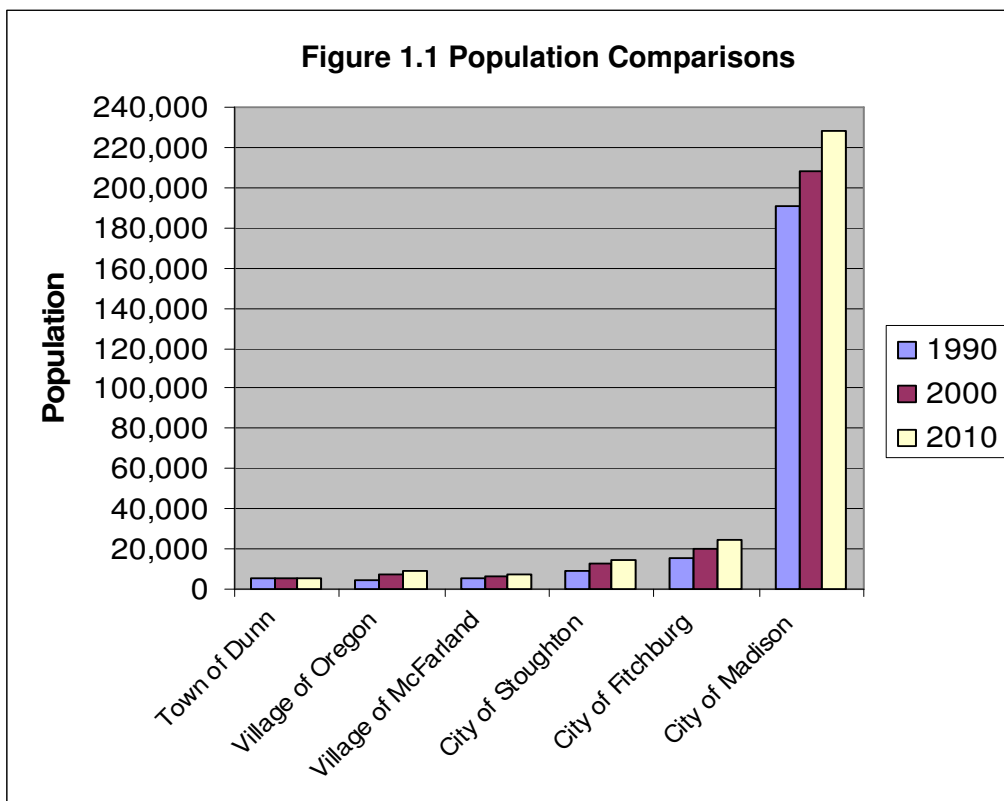


Table 1.1 Historic Population Trends 1970-2000

	Census 1970	% Change	Census 1980	% Change	Census 1990	% Change	Census 2000	% Change
Dunn (T)	3,391	46.4	4,966	6.2	5,274	-0.1	5,270	0.5
Oregon (V)	2,553	51.8	3,876	16.6	4,519	66.3	7,514	23.4
McFarland	2,386	58.5	3,783	38.3	5,232	22.6	6,416	19.2
Stoughton	6,096	24.5	7,589	15.8	8,786	40.6	12,354	15.2
Fitchburg	4,704	154.5	11,973	30.7	15,648	31	20,501	19.8
Madison	172,007	-0.8	170,616	11.8	190,766	9.1	208,054	9.7
Dane Co	290,272	11.5	323,545	13.5	367,085	16.2	426,526	12.7

Source: US Census

Population Forecasts

The Wisconsin Department of Administration projects flat population growth in the town over the next twenty years. By comparison, population projections for neighboring municipalities are typically forecasted to increase around ten percent.

Table 1.2 Population Forecasts

	U.S. Census	WI DOA Projections				
	2000	2005	2010	2015	2020	2025
Dunn (T)	5,270	5,307	5,294	5,264	5,262	5,292
Oregon (V)	7,514	8,441	9,273	10,052	10,865	11,731
McFarland	6,416	7,071	7,650	8,187	8,755	9,366
Stoughton	12,354	13,370	14,229	15,019	15,867	16,798
Fitchburg	20,501	22,659	24,569	26,348	28,220	30,234
Madison	208,054	219,242	228,154	236,094	245,079	255,391
Dane Co	426,526	455,927	480,573	503,017	527,534	554,848

Demographic Trends

Age & Gender

In 2000, the median age in the town of Dunn was 40.4 years. This is older than Dane County's median age of 33.2 years. Both the town and county populations have seen increases in their median ages over the last decade. The town's 1990 median age was 35.1 years, compared with 30.7 years for the county.

The gender breakdown in the town continues to be approximately equal, with males comprising 51.3 percent of the population and females comprising 48.7 percent.

Table 1.3: Age Distribution, 2000

Age	Number	Percent of Total
Under 5 years	287	5.3
5-9	338	6.3
10-14	425	7.9
15-19	380	7.0
20-24	191	3.5
25-34	546	10.1
35-44	1077	19.9
45-54	1057	19.6
55-59	417	7.7
60-64	224	4.1
65-74	305	5.6
75-84	96	1.8
85 years and over	63	1.2
Total	5,406	100%

Note: 1990 data not included due to different age breakdowns

Source: U.S. Census Bureau 2000

Educational Attainment

According to the 2000 census, 91.9 percent of town's population that is age 25 or older hold high school diplomas, and 30.9 percent of town residents hold a bachelor's degree or higher. These percentages are slightly higher than the 1990 census figures which indicated that 89.9 percent of the town's population were high school graduates, and 24.2 percent of town residents held a bachelor's degree or higher.

Income Data

According to the 1990 Census, the town's median household income was \$40,839, which was more than Dane County's median income of \$32,703. This trend continues in 2000, when the median household income in the town rose to \$66,250, an increase of 62.2 percent. The town's median household income exceeds the Dane County median household income in 2000 which equaled \$49,223, up 50.5 percent from the 1990 county median. As shown in Table 1.4, the town of Dunn's median household income is comparable to other surrounding municipalities.

The number of persons below poverty in the town fell from 189 persons in 1990 to 89 persons in 2000.

Table 1.4 Median Household Income Comparison

	1990	Percent Increase	2000
Town of Dunn	40,839	62.2%	66,250
Town of Oregon	50,337	43.5%	72,250
Town of Pleasant Springs	44,338	55.5%	68,958
Town of Dunkirk	37,062	68.4%	62,426
Town of Rutland	41,759	55.0%	64,740
Village of McFarland	41,090	53.2%	62,969
City of Fitchburg	35,550	41.9%	50,433

Source: U.S. Census Bureau & Demographics Center, Wisconsin Department of Administration, April 1, 2000

Housing and Household Trends

Household Number and Size

Nationwide and regionally the number of persons per household have declined due to fewer children per household, as well as, increases in divorces and family separations. The town of Dunn has seen a decline in average household size since 1990 from 2.73 to 2.53 persons per household.

Conversely, the number of households in the town has increased slightly from 1,932 total households in 1990 to 2,079 total households in 2000.

Housing Tenure

In 1990 there were a total of 2,122 housing units in the town of Dunn. Housing units increased by 6.5 percent to 2,259 total units by 2000. The majority of housing units in the town continue to be owner-occupied. However, rental units in 1990 comprised 17.0 percent of the town's housing stock and by 2000, the percentage of the town's rental units dropped to 11.1 percent. According to the 2000 Census, the total housing vacancy rate which includes owner-occupied, as well as, rental units was 7.9 percent.

Parcel Creation and Housing Construction

Housing construction in the town from 1990 to 2000 averaged 34.1 dwelling units per year (Table 1.5). This number includes new houses built on existing, as well as, new lots. The number of new parcels created has remained relatively constant, and averaged approximately 5.3 parcels created each year during 1995-2002 period (Table 1.6).

Table 1.5: Year Structure Built

Year Structure Built	Number	Percent
1999 to March 2000	20	0.9
1995 to 1998	101	4.5
1990 to 1994	220	9.7
1980 to 1989	385	17.0
1970 to 1979	591	26.1
1960 to 1969	290	12.8
1940 to 1959	330	14.6
1939 or earlier	329	14.5

Source: U.S. Census Bureau 2000

Table 1.6: Parcels Created

Year	Number
2002	3
2001	6
2000	2
1999	6
1998	2
1997	4
1996	8
1995	11

Source: Town of Dunn records, annual town meeting minutes

Labor Force and Employment Trends

The labor force in the town is comprised of residents who are employed or available for work. This includes those over the age of 16 who are in the armed forces, employed, unemployed, or actively seeking employment. In 2000, 75.4 percent of the town's population was in the labor force and the census recorded a total of 3,086 persons in the labor force. This is a decline from 1990 when the town had 3,257 people in the labor force.

The bulk of the town's labor force is employed in the management, professional and related occupations sector (Table F). Most town residents are employed outside of the town of Dunn. According to 1990 Journey to Work statistics, 55.8 percent of the workers in the town of Dunn worked in the city of Madison, and 27.3 percent worked elsewhere in Dane County (comparable data from 2000 could not be found). The median travel time to work according to the 2000 census was 21.1 minutes (comparable 1990 data could not be found).

Table 1.7: Occupation and Labor Force, 2000

Occupational Group	Number Employed
Management and Professional	1,374
Service	200
Sales and Office	847
Farming, Fishing and Forestry	12
Construction, Extraction and Maintenance	331
Production, Transportation and Material Moving	322

Note: 1990 data not included due to different occupation breakdowns

Source: U.S. Census Bureau & Demographics Center, Wisconsin Department of Administration, April 1, 2000