



Village of Mazomanie  
Comprehensive Planning Public Opinion  
Survey Report

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**Survey Research Center Report 2008/7**  
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## **Executive Summary**

In January 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to all 682 Village of Mazomanie households for which mailing addresses were available seeking their input on the future development of the Village. The surveys were followed up with post cards and a second mailing to non-respondents. The overall response rate was 54 percent (366 completed questionnaires). The estimates provided in this report should be accurate to within plus or minus 4.5 percent. Further, non-response bias (concern that non-respondents hold consistently different views than those who completed the questionnaire) does not appear to be a problem with this survey. In general, the sample aligns with the 2000 Census with the possible exception of a lower number of renters than would be expected. In short, we expect the sample to accurately represent the opinions of the population of the Village of Mazomanie.

The following are key observations from the survey results:

1. The top three reasons Mazomanie residents gave for choosing to live in the Village are to be near family and friends, affordable housing, and the rural atmosphere. Over six in ten Village residents rate the quality of life in Mazomanie as good or excellent.
2. Most community services and facilities were rated highly by a majority of residents. Their primary concerns were about the quality of the school system, repair and maintenance of streets, and snow removal.
3. Most Mazomanie residents placed a high level of importance on the protection of the groundwater and surface water resource base.
4. Majorities said there is a need in the Village for more single family housing, affordable housing, and housing options designed for senior citizens.
5. Mazomanie residents expressed a strong desire for a grocery store in the Village.
6. The majority of Mazomanie residents are satisfied with the new growth in the Village and support additional non-residential development.
7. Although many residents expressed a concern about repair and maintenance of the Village's streets, a majority believe the current condition is satisfactory.

## Survey Purpose

The purpose for this study was to gather opinions of residents about the future direction of development in the Village of Mazomanie. The survey serves as a key component of the public participation portion of the comprehensive plan for the Village. The Village chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to survey residents of the Village of Mazomanie about vital planning issues.

## Survey Methods

In January 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls 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. The SRC received a total of 366 completed questionnaires from residents for a 54 percent response rate. Based on the number of adults in the population of the Village (1,193), the estimates provided in this report are expected to be accurate to within plus or minus 4.5 percent with 95 percent confidence.

Any survey has to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. As appropriate, selected quotes will be used in some sections of this report to illustrate these comments. **Appendix B to this report contains the complete compilation of comments.**

**Appendix C contains a copy of the survey questionnaire with a quantitative summary of responses by question.**

## Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the survey. Where comparable data was available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the Village of Mazomanie. The data in Table 1 show that, in general, the sample matches the underlying population quite well. The sample contained slightly more respondents from the following groups than would be expected: over age 55 and annual income above \$75,000. The percentage of renters among the returned surveys was somewhat lower than would have been predicted by the data from the 2000 Census.

Table 1: Demographic Profile of Respondents								
<b>Gender</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>					
Sample	331	53%	47%					
Census (18+)	1,080	51%	49%					
<b>Age 18+</b>	<b>Count</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	
Sample	350	3%	13%	23%	23%	16%	22%	
Census	1,080	9%	21%	24%	21%	10%	16%	
<b>Household Size</b>	<b>Count</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5+</b>	
Number Adults	354		25%	62%	8%	3%	1%	
Number Children (<18)	366	65%	15%	13%	4%	1%	2%	
<b>Housing</b>	<b>Count</b>	<b>Own</b>	<b>Rent</b>	<b>Other</b>				
Sample	365	84%	15%	1%				
Census	594	73%	27%					
<b>Employment Status</b>	<b>Count</b>	<b>Full-Time</b>	<b>Part-Time</b>	<b>Self</b>	<b>Unemp</b>	<b>Retired</b>	<b>Other</b>	
Sample	349	60%	4%	9%	2%	25%		
Census (16+)	1,123	74% <sup>1</sup>		3%	2%	13% <sup>2</sup>		
<b>Annual Household Income Range</b>	<b>Count</b>	<b>&lt;\$15,000</b>	<b>\$15-\$24,999</b>	<b>\$25-\$49,999</b>	<b>\$50-\$74,999</b>	<b>\$75-\$99,999</b>	<b>\$100,000+</b>	
Sample	343	6%	10%	33%	25%	13%	13%	
Census	597	9%	9%	33%	33%	9%	7%	
<b>Length Residency</b>	<b>Count</b>	<b>&lt;1 yr.</b>	<b>1 - 5 yrs.</b>	<b>5.1 - 10 yrs.</b>	<b>10.1 - 15 yrs.</b>	<b>15.1 - 20 yrs.</b>	<b>20.1 - 30 yrs.</b>	<b>30+ yrs.</b>
Sample	357	6%	20%	15%	11%	7%	9%	33%

<sup>1</sup> Census employment data does not differentiate between full-time and part-time workers.

<sup>2</sup> Percentage based on the number of households with a person receiving retirement income.

## Quality of Life

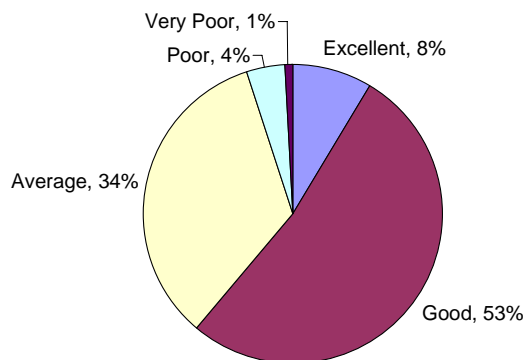
Respondents were asked to identify the three most important reasons they chose to live in the Village of Mazomanie. As shown in Table 2 residents have clear preferences for choosing to live in Mazomanie. Nearly half of the respondents included to be near family and friends in their top three reasons, while affordable housing was a close second. Rural atmosphere was chosen by slightly more than a third of the respondents. At the other end of the spectrum, fewer than 10 percent chose the following reasons among their top three: quality of the school district, property tax level, being close to recreational activities, community services, and recreational trails.

<b>Table 2: Reasons for Choosing to Live in Mazomanie</b>	
<b>Reason</b>	<b>Percentage</b>
Near family and friends	48%
Affordable housing	45%
Rural atmosphere	37%
Close to Madison	34%
Close to employment	28%
Natural beauty of the area	23%
Low crime rate	20%
Appearance of home	11%
Quality of school district	8%
Property tax level	7%
Close to recreational activities	5%
Community services	3%
Recreational trails	2%

There were relatively few significant differences of opinion among the demographic groups with respect to the reasons for choosing to live in the Village. Younger residents (under age 45) were more likely to choose affordable housing. Respondents who are employed or self-employed were more likely to include being close to employment among their top three, while those who are unemployed or retired are more likely to include being near to family and friends. Residents who have lived in Mazomanie fewer than 15 years were more likely to choose rural atmosphere among their top three.

Overall, respondents gave a positive rating to the quality of life in the Village of Mazomanie (Figure 1). The highest proportion rated it as good (53%), and another eight percent gave an excellent rating. About a third rated it as average. Only five percent rated the Village's quality of life as poor or very poor.

**Figure 1. Quality of Life Rating**



## Community Facilities and Services

Village of Mazomanie residents indicated a relatively high level of satisfaction with most local facilities and services. A majority gave ratings of excellent or good to twelve out of the eighteen services listed (Table 3). Trash collection and recycling services received particularly high ratings; both were rated good or excellent by over 80 percent of respondents. At least seven in ten residents gave excellent or good ratings to emergency medical services, fire protection, library service, parks and recreation, and police protection.

Respondents were less than positive in their rating of the school system. Fewer than half gave it a combined rating of good (38%) or excellent (8%), while 38 percent gave it a rating of fair or poor.

Village residents also appeared to have concerns about road repairs and maintenance and snow removal. Thirty-eight percent gave road repairs and maintenance a rating of fair, and 22 percent rated it poor. Nearly as many (30%) rated snow removal as fair, and 25 percent rated it poor. It is worth noting that this survey happened to be conducted in the midst of a winter that set a new record for snowfall and that Dane County is among a group of Wisconsin counties that were included in a federal disaster designation to help local governments whose resources have been stretched thin while coping with the difficulties inherent in managing snow removal in these circumstances. Given this situation, it is not known whether the relatively low ratings given by Mazomanie respondents are a restricted to the current challenges related to the extraordinary amount of snow during the past winter or whether this rating is an expression of a concern that goes back farther in time to years with “average” winter weather.

Although majorities gave good or excellent ratings to sewer service and water service, there were a noticeable number of comments in the open ended question at the end of the survey that were critical of the billing rates for these utilities (see Appendix B).

Within the overall pattern of relative satisfaction with local facilities and services in the Village, it should be noted that for some services a substantial percentage chose the “no opinion” option, particularly zoning administration and building inspection/permits. This is not surprising since a most village residents are not likely to have had direct experience with zoning or building inspection/permit issues unless they are among those who have recently built or remodeled or sought a variance.

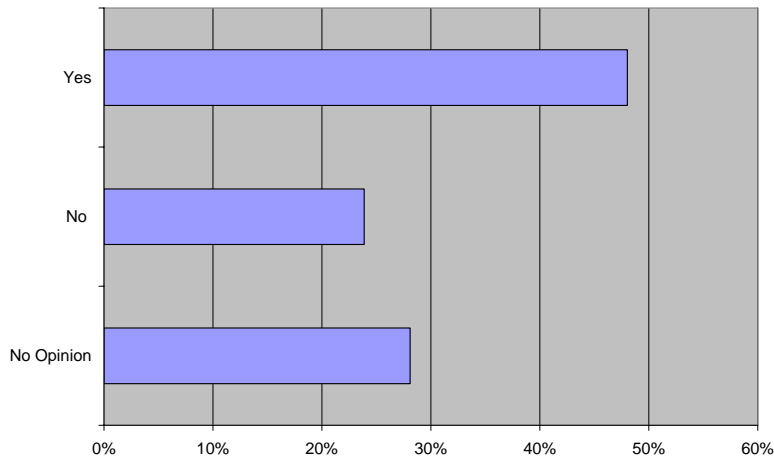
<b>Table 3: Opinions about the Quality of Local Facilities and Services</b>						
	<b>Count</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>No Opinion</b>
Emergency Medical Service	361	36%	41%	7%	2%	15%
Fire Protection	359	29%	47%	10%	1%	14%
Library Service	357	29%	45%	12%	2%	12%
Recycling	361	22%	59%	14%	3%	2%
Trash Collection	359	21%	61%	14%	3%	1%
Police Protection	358	20%	57%	17%	2%	5%
Parks & Recreation Service	354	18%	56%	16%	4%	6%
Swimming Pool	355	12%	52%	16%	2%	19%
Downtown Parking	354	10%	51%	26%	9%	5%
Electric Service	356	10%	52%	28%	6%	3%
Snow Removal	361	9%	33%	30%	25%	1%
Sewer Service	356	9%	47%	26%	10%	8%
School System	353	8%	38%	29%	9%	15%
Water Service	356	8%	48%	28%	10%	6%
Building Inspection/Permits	355	4%	32%	24%	8%	32%
Road Repairs and Maint.	358	4%	34%	38%	22%	1%
Storm Water Management	351	4%	32%	30%	13%	22%
Zoning Administration	352	2%	19%	23%	12%	44%

Older residents gave slightly higher ratings to electric service, emergency medical service, and fire protection, while younger residents gave higher ratings to the swimming pool. Homeowners were more satisfied with the emergency medical service and with fire protection than were renters. Longer-term residents gave higher ratings to the emergency medical service and to storm water management. Residents with children in the household gave slightly higher ratings to the swimming pool. Respondents without children in the household were more likely to say they have no opinion about the quality of the school district.

Residents were asked whether they believe that tax dollars should be used to repair the dam in order to preserve Lake Marion. As shown in Figure 2, a near majority (48%) said yes; the next largest proportion had no opinion (28%), and about one in four were opposed. The relatively large proportion of respondents without an opinion suggests that they need more information about the repair project before they are able to form an opinion.



**Figure 2. Tax Dollars to Repair Dam**



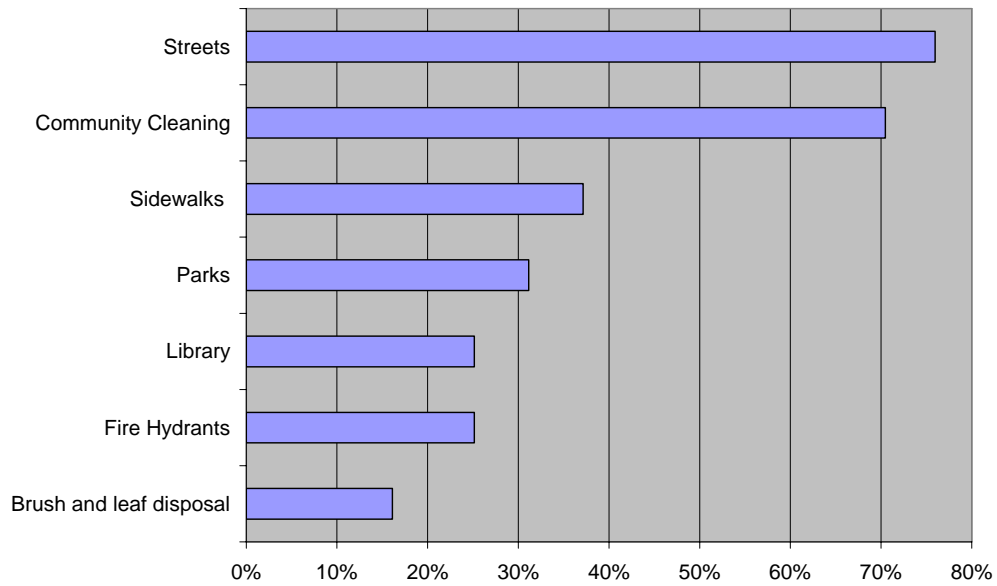
Residents of Mazomanie were overwhelmingly in favor of seeking agreements with neighboring local governments regarding land use and annexation issues and public services. Eight in ten said this was important or very important.

Residents also responded favorably to a similar question asking whether the Village should consider cooperating with other communities on an expanded trail/pedestrian system to other parts of Dane County. Nearly seven in ten said they agreed or strongly agreed. Respondents who are retired or unemployed, however, were slightly less supportive regarding the regional trail system.

When asked to pick their top three priorities to allocate tax dollars for maintenance items in the Village, respondents showed a strong preference for two items in particular: street repair and maintenance and community cleaning (litter pickup, tree trimming, mowing, snow removal, etc.). Over seven in ten chose these two items among their top three (Figure 3). The choice of these two items is consistent with the mediocre ratings that Village residents gave to road repair and maintenance and snow removal in Question 1 above. The Survey Research Center has found that citizen satisfaction with the quality of life in their community often has a positive correlation with their opinion about the quality of the streets. Thus is not unusual for citizens to assign a high priority to street maintenance.

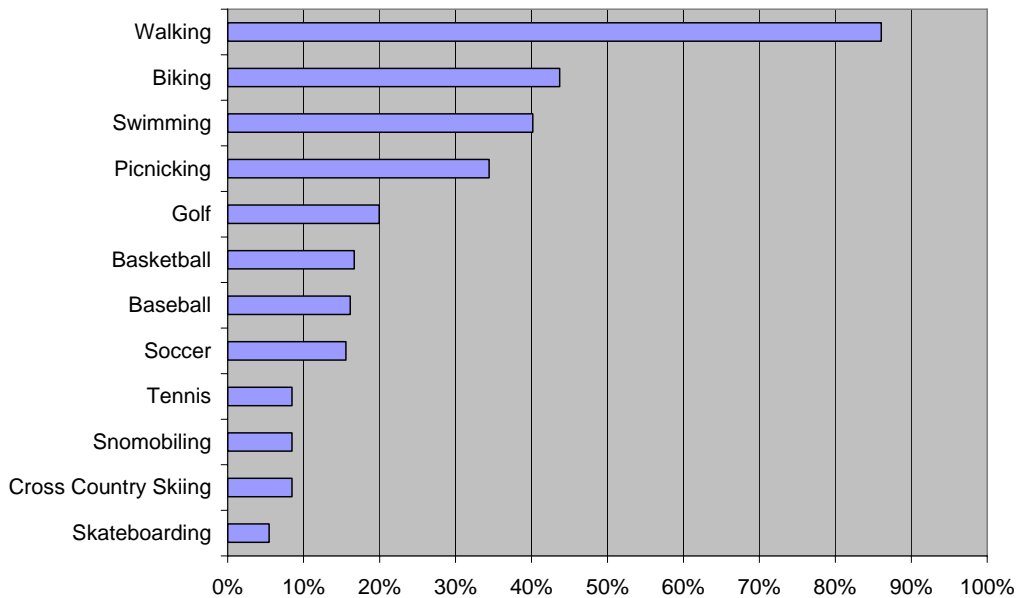
Respondents living in Mazomanie 15 years or less said that sidewalk repair and maintenance was a higher priority than did those who are longer term residents.

**Figure 3. Maintenance Priorities**



Another question in this section asked respondents to identify the recreational activities in which members of their household engaged. By far, the most popular activity chosen was walking, with 86 percent of households participating. Biking and swimming came in a distant second and third place with 44 percent and 40 percent respectively. Relatively few Mazomanie households have members who participate in cross-country skiing, skateboarding, snowmobiling, or tennis. (See Figure 4).

**Figure 4. Recreational Activities**



Younger respondents (less than 45 years old) were more likely to have household members who participate in biking. Respondents with household income above \$50,000 were more likely to have household members who participate in golf. Respondents with children in their household were more likely to have household members who participate in swimming, biking, and basketball.

## 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 4, Village of Mazomanie residents gave a high level of importance to the protection of both surface water and groundwater quality. More than nine in ten respondents said that it was important or very important to protect these two natural resources. Of the two, groundwater received a slightly higher level of importance; it received a larger percentage of responses in the “very important” category than did surface water.

The remaining two items in this question related to Black Earth Creek and its floodplain. A majority favored enhancing Black Earth Creek as a recreational amenity; only a quarter of the respondents said it was not important.

Respondents had split opinions about the importance of removing existing structures from the Creek’s floodplain. While the largest proportion (45%) said that it was important or very important, a third believed that it was unimportant or very unimportant. But nearly a quarter of respondents said they had no opinion. Like the earlier question about the repair of the dam, the relatively high proportion of respondents without an opinion may be an indicator that many Village residents felt that they do not have sufficient information to have an informed opinion regarding this issue.

<b>Table 4: Opinions About Natural Resource Issues</b>						
	<b>Count</b>	<b>Very Important</b>	<b>Important</b>	<b>Un-important</b>	<b>Very Unimportant</b>	<b>No Opinion</b>
Protect groundwater quality	358	60%	34%	1%	1%	4%
Protect surface water quality	348	49%	43%	2%	1%	5%
Enhance Black Earth Creek as a recreational amenity	352	19%	40%	20%	5%	15%
Remove existing structures from within floodplain of Black Earth Creek	348	15%	30%	25%	7%	23%

Respondents with household income above \$50,000 placed a slightly higher level of importance on enhancing Black Earth Creek as a recreational amenity.

## Housing

As shown in Table 5, a majority of Mazomanie residents said that there is a need for more affordable housing, single family housing, and housing options for senior citizens (condominiums and apartments and assisted living facilities). Solid majorities agreed or strongly agreed that there is a need for additional housing of these types.

Respondents were less sure, however, about the need for other types of housing. Although a near majority (48%) said there is a need for more nursing homes, more than a quarter of the respondents had no opinion. Mazomanie residents had split opinions about the need for more duplexes and two-unit townhomes (40 percent agreed or strongly agreed and 40 percent disagreed or strongly disagreed). One in five said they had no opinion about the need for duplexes and two-unit townhomes.

Respondents were more definitive regarding their opinions about the need for apartments. Fifty-eight percent disagreed or strongly disagreed that there is a need for more apartments in the Village.

It is particularly noteworthy that this group of housing questions had an unusually high proportion of responses in the no opinion category. All had no opinion responses that were in the double digits, and four of the eight had no opinion responses exceeding 20 percent.

<b>Table 5: Opinions About the Need for Additional Housing Types</b>						
	<b>Count</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
Affordable housing	352	34%	30%	14%	11%	11%
Single family housing	344	25%	40%	13%	4%	17%
Senior condominiums and apartments	349	25%	43%	11%	3%	18%
Assisted living facilities	348	19%	49%	9%	3%	20%
Nursing homes	335	11%	37%	18%	6%	28%
Duplexes and townhomes (2 units)	340	7%	33%	30%	10%	20%
Apartments (3 or more units)	338	5%	18%	39%	19%	20%

Male respondents were slightly more likely to see a need for more single family housing in the Village. Not surprisingly, older respondents saw a greater need for senior condominiums and apartments and assisted living facilities. Older respondents were also more likely to say there is a need for more affordable housing. Retired or unemployed respondents were more likely to say there is a need for more assisted living units. Respondents with household incomes below \$50,000 were more likely to say there is a need for additional affordable housing.

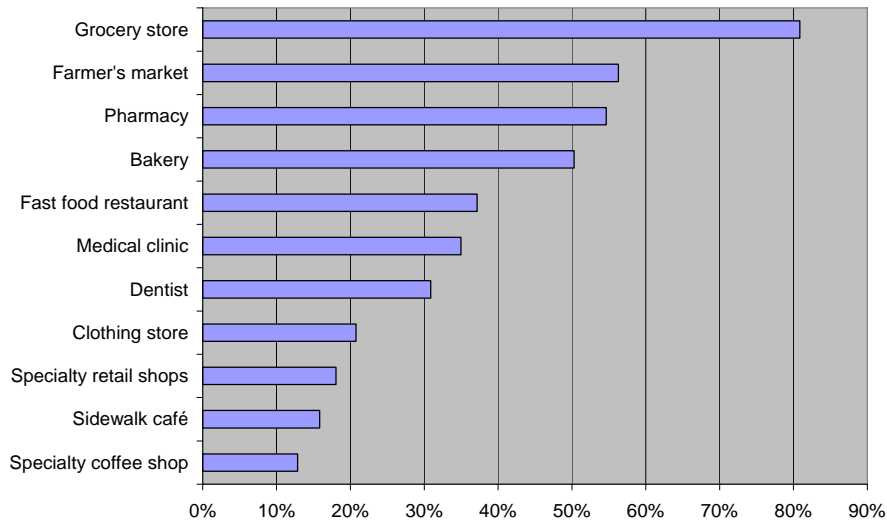
Respondents with children living in their household were more likely to see a need for more single family housing in the Village. On the other hand, respondents with no children in their household were more likely to see a need for housing options for senior citizens (senior condominiums and apartments and assisted living facilities).

## **Economic Development**

In this section, respondents were asked what types of new retail and service businesses they would use if available in Mazomanie. As shown in Figure 5, a grocery store was the overwhelming choice, with more than 80 percent responding affirmatively. This desire for a grocery store is also evident in the written responses to the open ended question asking respondents to list one change they would like to see in the Village; thirty respondents identified a grocery store as their single most desired change in the Village.

Other establishments receiving support from half or more of the respondents include a farmer’s market (56%), pharmacy (55%), and a bakery (50%). Fewer than one in five said they would patronize a sidewalk café, specialty coffee shop, or specialty retail shops.

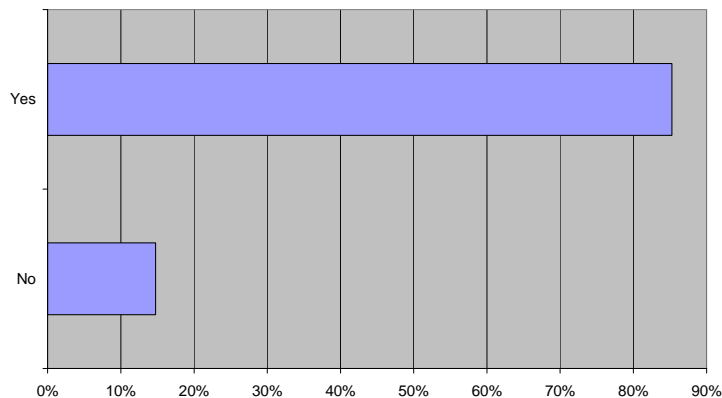
**Figure 5. Preferred New Businesses**



Female respondents were slightly more likely to say they would patronize a bakery and farmer’s market. Retired or unemployed respondents were more likely to say they would patronize a farmer’s market.

By a large margin (85%), Mazomanie residents said they support additional non-residential development in the Village. (See Figure 6). When asked where they prefer additional non-residential development to be located in the Village, respondents’ strongest preferences were along Highway 14 (59%) and in the industrial park (51%), although nearly half (46%) favor the downtown business district as well.

**Figure 6. Support for Additional Non-Residential Development**



Retired or unemployed respondents and older respondents were less supportive of locating additional businesses along Highway 14. In contrast, households with children and higher income households (those reporting more than \$50,000) were more likely to support locating businesses along Highway 14.

Mazomanie residents agreed that new non-residential development should be regulated by aesthetics and design standards; sixty percent said yes. At the same time, a substantial minority (21%) had no opinion on this issue.

Respondents from households with over \$50,000 annual income were more likely to agree that the Village should apply aesthetic and design standards to new non-residential development.

When asked their level of satisfaction with various types of growth that has occurred in the Village, Mazomanie residents indicated they are generally satisfied with the types and location of new development. Their level of satisfaction is highest for residential development and commercial highway development. Sixty-nine percent said they were satisfied or very satisfied with residential development, and nearly as many (68%) expressed a similar level of satisfaction with commercial highway development. (See Table 6).

Growth in downtown received mixed reviews. Although half are satisfied or very satisfied with the new growth in downtown, there is a substantial minority totaling 38 percent who are dissatisfied or very dissatisfied with recent changes.

Although over half said they are satisfied or very satisfied with industrial development, one in four had no opinion. The relatively high proportion of people without an opinion may present an opportunity for leaders in the business community and the village government for an information program about development in the industrial sector of Mazomanie.

<b>Table 6. Opinions Regarding New Growth in Mazomanie</b>						
	<b>Count</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>No Opinion</b>
Commercial along highway	346	6%	62%	15%	4%	13%
Commercial downtown	342	8%	42%	25%	13%	13%
Industrial development	335	6%	49%	16%	4%	25%
Residential	335	5%	64%	12%	5%	14%

Male respondents gave higher levels of overall satisfaction to residential development. Respondents less than 45 years of age were more satisfied with commercial highway development, while those who have lived in Mazomanie for 15 years or longer indicated lower levels of satisfaction with recent downtown commercial development.

## **Transportation**

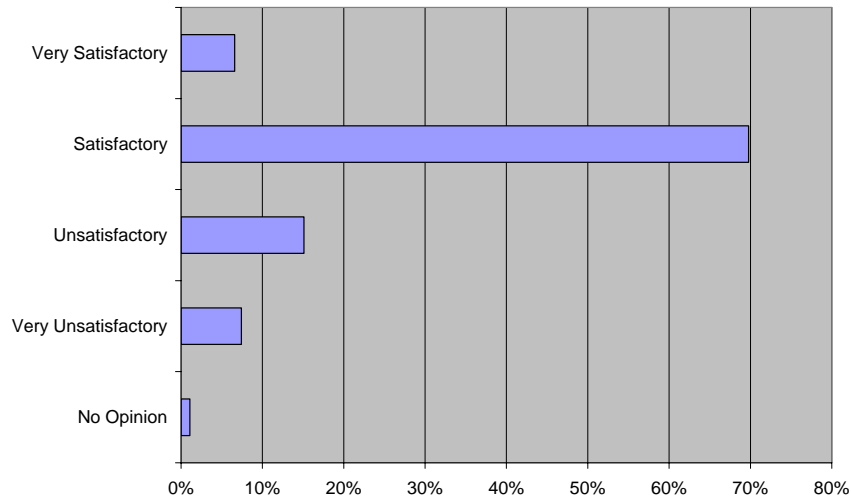
The final section of the survey asked respondents three questions about transportation issues in the Village of Mazomanie. The first question asked respondents to rate the condition of the streets in the Village, and the responses are shown in Figure 7. Unlike some earlier questions in the survey that elicited a substantial percentage of no opinion responses, nearly every respondent had an opinion about the condition of the Village’s streets. Mazomanie residents are generally pleased with the condition of the community’s streets; over three-fourths said the condition is satisfactory (70%) or very satisfactory (7%).

While the responses to this question indicated that Mazomanie residents are relatively satisfied with the condition of their streets, in Question 3 they stated a significant level of dissatisfaction with street repairs and maintenance (60 percent said maintenance was only fair or poor). Similarly in Question 6, respondents chose streets as their first priority for allocating the Village’s repair and maintenance budget. Thus, it appears that Mazomanie residents are fairly satisfied with the current condition of the Village’s streets, but have significant concerns about preventative maintenance issues and street repair when problems develop.

Dissatisfaction about street maintenance was also evident in the open ended responses near the end of the survey.

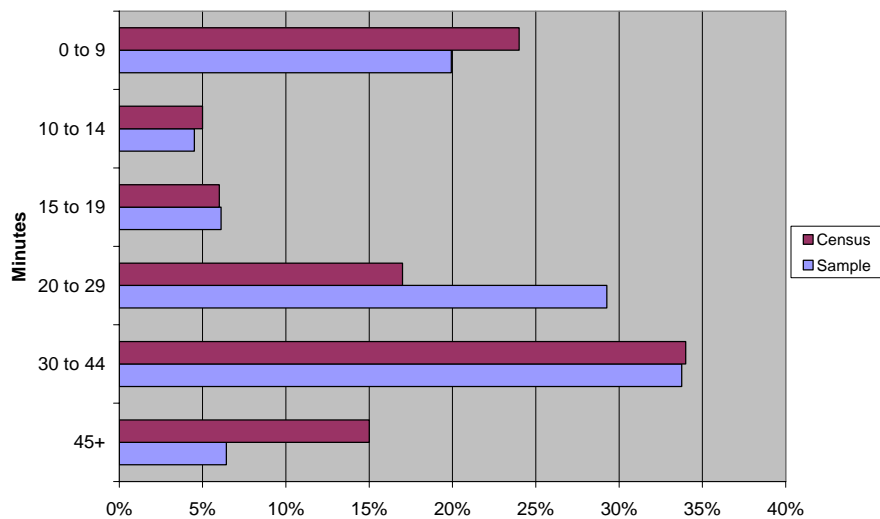
The open ended responses also contain a pattern of specific suggestions for a stop-and-go light at the intersection of Highway 14 and Broadhead Street.

**Figure 7. Satisfaction with Condition of Streets**



The remaining two transportation questions pertained to commuting issues. The majority of Mazomanie residents have a one way commute time between 20 and 45 minutes. Only one in five respondents drive less than 10 minutes to work; on the other hand just 6 percent drive more than 45 minutes to their place of employment. Thus, few respondents have a short commute and few have an extraordinarily long drive to work. In comparison to the 2000 Census, the sample had fewer workers that commute over 45 minutes and more workers that commute 20 to 29 minutes one way. (See Figure 8).

**Figure 8. One Way Commute Time**



When asked the best way to get commuters to Madison and back from the outlying portions of Dane County, respondents had mixed opinions. The largest portion preferred using highways rather than rail; of this group the larger proportion (34%) preferred to expand the highway system, while about a quarter indicated a preference for van or car pools. Of the mass transit options, the development of a commuter rail service was clearly the more popular choice, with 29 percent choosing the development of a

commuter rail line. Only eight percent favored extension of the Madison Metro bus lines to serve the outlying portions of Dane County.

### Additional Comments

Respondents were asked two open ended questions. The first question asked residents to identify one thing they would like to change about Mazomanie, and respondents provided 281 comments. The comments were grouped into various topics and subtopics and are listed in Appendix B.

As shown in Table 7 topics related to economic development issues elicited the greatest proportion of responses (35%). Nearly a quarter of the responses stated suggestions for various types of new businesses in the Village; as previously noted a grocery store was most frequently mentioned type of retail business (see page 13). An additional 11 percent made comments that were specifically related to downtown.

Typical comments include:

*“Full size grocery store”*

*“Improve street conditions, including snow plowing and removal”*

*“Just more variety than we currently have downtown”*

*“The cost of the water and sewer is too high”*

Lastly, Mazomanie residents were then asked if they had any additional comments about land use and comprehensive planning in the Village.

A total of 104 comments were received, and the category receiving the largest percentage of comments dealt with planning and development (40% of all comments). The second topic with the most comments is economic development, which includes business development and downtown issues. Typical comments include:

*“I love the historical development and our parks and library. They are the heart of the community.”*

*“Supply some “big town” amenities, but keep the “small town” atmosphere.”*

*“The village needs to promote itself in a way that brings jobs to the area.”*

*“Bringing a quality grocery store will help all growth areas.”*

<b>Table 7: Change One Thing About the Village of Mazomanie</b>		
	<b>Count</b>	<b>%</b>
Economic Development (business development and downtown issues)	98	35%
Utility Rates and Property Taxes	36	13%
Transportation	32	11%
Public Services	23	8%
Village Government	17	6%
Schools	15	5%
Parks and Recreation	13	5%
Housing	11	4%
Natural Resources	6	2%
Miscellaneous	30	11%
<b>TOTAL</b>	<b>281</b>	<b>100%</b>

<b>Table 8: Additional Comments About Land Use and Comprehensive Planning in the Village</b>		
	<b>Count</b>	<b>%</b>
Planning and Development	42	40%
Economic Development	14	13%
Transportation	11	11%
Natural Resources	10	10%
Utility Rates and Property Taxes	8	8%
School System	7	7%
Governance Issues	6	6%
Parks and Recreation	5	5%
Sewer	1	1%
<b>TOTAL</b>	<b>104</b>	<b>100%</b>



## Conclusions

Mazomanie residents consider the Village to be a good place to reside and value living in Mazomanie because they are able to be near their relatives and friends, live in affordable housing, and experience a lifestyle based on a small town rural atmosphere.

Mazomanie residents were satisfied with most of the community services and facilities in their the Village, but expressed concerns about the repair and maintenance of their streets, snow removal, and the quality of the schools. Concerns about the current utility rates for sewer and water service were also apparent in the open ended responses. In fact, complaints about utility rates were listed more frequently than dissatisfaction with the overall property tax rate. It is unusual in surveys of this sort for dissatisfaction about property taxes to be eclipsed by other fiscal issues.

The appeal of the rural small town atmosphere of Mazomanie is expressed in the frequent participation in outdoor recreation activities by its residents and their desire to enhance Black Earth Creek as a recreational amenity as well as to protect the groundwater and surface water resources of the area.

Residents of Mazomanie take pride in the appearance of the community in which they live as indicated by their strong support for “community cleaning” events and belief that new non-residential development should be regulated by aesthetics and design standards.

At the same time Mazomanie residents expressed a desire for additional shopping/retail opportunities in their small community. Several types of businesses were among residents’ desires, but a grocery store stands out at the top of the list. This strong desire for a grocery store was expressed in answers that specifically asked respondents to identify the types of new businesses they would patronize in the Village and was repeated in the open ended question asking respondents to list one thing they would like to change about Mazomanie. Leaders from the Village government and the business community may wish to study the opportunities for additional retail business development through the Downtown and Business District Market Analysis program offered by UW-Extension. For more information see [www.uwex.edu/ces/cced/downtowns/](http://www.uwex.edu/ces/cced/downtowns/).

## Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose non-respondents support additional non-residential development in the Village (Question 12), whereas most of those who returned their questionnaire said they are against additional non-residential development. In this case, non-response bias would exist, and the raw results would overstate the public’s support for additional non-residential development in the Village of Mazomanie.

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, 320 people responded to the first mailing, and 46 responded to the second mailing.

We found 10 variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 103 tested. These variables are fairly randomly distributed throughout the questionnaire and show no clear pattern. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

<b>Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings</b>			
<b>Variable</b>	<b>Mean First Mailing</b>	<b>Mean Second Mailing</b>	<b>Statistical Significance</b>
Q1e Most important reasons to live in Mazomanie: Near family and friends	.46	.63	.027
Q3h Rate local services: Police protection	2.12	2.41	.050
Q5 Importance of seeking agreements with neighboring jurisdictions	2.05	2.58	.009
Q7l Recreational activities: Walking	.88	.76	.037
Q9b Importance to protect groundwater quality	1.50	1.84	.013
Q9d Importance to protect surface water quality	2.52	2.96	.033
Q13b Where to locate new non-residential development: Highway 14	.61	.41	.010
Q15b Satisfaction with new types of growth: Commercial downtown	2.76	3.17	.033
Q16 Rate condition of streets	2.23	2.50	.021
Q24 Residential status	1.13	1.31	.001

## Appendix B: Village of Mazomanie Written Comments

### Q1. What are the three most important reasons you and your family choose to live in the Village of Mazomanie?

#### 'Other' responses (42)

- Born/Raised in area (14x)
  - Born here (4x)
  - Ancestors were original settlers
  - Born and raised here
  - Grew up here
  - Grew up here in Mazo
  - Grew up in Black Earth
  - Have been over sixty years here
  - I've lived here most of my life
  - Mazomanie has been my home since 1940
  - Moved here as a child when my father quit farming
  - We have lived here all of our lives
- Family/Friends (7x)
  - Closer to parents who are now just 1¼ hours away Family
  - Family residence
  - Friend moved here
  - My church
  - Near our church and family
  - Parents home
- School (3x)
  - Location of school
  - School system
  - We didn't want to change schools
- Small town (2x)
  - Size of village
  - Small town friendliness
- Affordable lot prices
- Caring close knit community
- Civic spirit displayed by residents, especially by village clerk (1977)
- Close to WI river
- Cute downtown strip
- Dane County
- Do not live in village ourselves
- Hunting
- Inherited property
- Knew people in Mazomanie
- Laid back town
- New Wisconsin River
- Pool
- Unique, quiet, secluded setting
- Unreadable (2x)

### Q6. From the following list, mark the THREE most important items for which to allocate Village tax dollars for maintenance.

#### 'Other' responses (26)

- Better electric service - power outages are too frequent
- Crime
- EMS
- Existing park maintenance-not the Westland park
- Fenced in dog park

- Flat [unreadable] on community building
- Flood mitigation
- Historical society
- How can I choose, all are necessary
- Improved sewer and water
- Main Street appeal
- More police
- More recycling efforts
- Own police force
- Salt for snow removal
- Schools
- Sewer
- Stop mowing so much at Lake Marion, Appleby Circle and other parks
- Storm sewers
- Storm water management
- Street cleaning
- Tax Mr. XXXX for the tax increasing "pet" projects
- Town is lame, nothing to do in it
- Village building, i.e., library, community center
- Village buildings
- Water from bluff controlled

**Q7. In which of the following recreational activities do members of your household participate?  
'Other' responses (55)**

- Hunting and Fishing (20x)
  - Hunting and fishing (8x)
  - Fishing (7x)
  - Fly fishing
  - Hunting Fishing and camping
  - Fishing, hiking
  - Fishing/biking
  - Fishing/photography
- None/NA (6x)
- Snow sports (6x)
  - Snowshoeing (3x)
  - Downhill skiing
  - Snowboarding
  - Snowshoeing and sledding
- Running/Jogging (4x)
  - Running (3x)
  - Running and jogging
- Dog exercise (3x)
  - Dog walking (2x)
  - Having a place for our dog to run around in-dog park
- Equestrian (2x)
  - Horseback riding
  - Horses
- Hiking (2x)
  - Hiking
  - Hiking on trails
- ATV/ Dirt bikes/ORV
- Basketball, softball
- Bird watching and reading
- Card playing
- Disc golf
- Horseshoe

- Library
- Motorsports
- Play grounds
- Rollerblading
- Sportsman club
- Wish all sidewalks were shoveled so I can walk by the park

**Q11. From the following list, mark the types of additional businesses you would USE in Mazomanie.**

**'Other' responses (52)**

- General Merchandise (8x)
  - 5 & 10 type of store like a dollar store or Walgreens
  - Department store
  - Dime or Dollar store
  - Dollar Store
  - General store
  - K-Mart
  - Variety store
  - Wal-Mart
- Pizza (7x)
  - Pizza restaurant (2x)
  - Good pizza place
  - Italian/Pizza Restaurant
  - Pizza delivery
  - Pizza Hut
  - Pizza-local owner
- Hair care (6x)
  - Barber (5x)
  - Hairdresser
- Laundromat (5x)
- Specialty Food Store (5x)
  - Food co-op
  - Healthy food store/exercise/spa
  - Local natural organic meat/butcher
  - Natural/organic food store
  - Organic food store
- Video store (3x)
- Fitness/Exercise facility (2x)
  - Good downtown fitness center
  - Sports center, indoor pool
- Tavern (3x)
  - Main Street bar/sports
  - Microbrewery
  - Taverns
- Youth activities (2x)
  - Something for kids
  - Somewhere kids can go and hang out
- Any type of store
- Automotive/ATV/Parts store
- Better daycare
- Book store
- Craft/hobby
- Metro transit to Madison
- None of the above are in this town
- Restaurant
- Second hand store
- Stores that are actually open unlike most downtown now!
- These are all good ideas but they to be competitive to places in Madison or they won't work

**Q13. Where should additional non-residential development be located?**

**'Other' responses (12)**

- Faga development (2x)
- New development area (2x)
- Along west Hudson past park, i.e. farmers market, grocery store, pharmacy
- Any of the above
- Anywhere
- Commercial/residential development set back from highway 14 and east of the bridge seems to be a solid idea
- Get a theme for highway 14 so it doesn't become trashy. We did it for downtown
- More buildings in similar design like the bank. It looks great. This is what people see passing by
- Quit using TIF money for commercial businesses
- Wherever applicable to get

**Q15. Are you satisfied with the following types of new growth in the Village??**

**'Other' responses (1)**

- More land developed for grocery stores, etc.

**Q18. What is the best way to get commuters to Madison and back from the outlying parts of Dane County?**

**'Other' responses (3)**

- Drive your own
- More tours
- No opinion

**Q19. If you could change one thing about the Village of Mazomanie, what would it be? (282)**

**New Business (66 responses)**

***Grocery Store (30 responses)***

- Add a grocery store (5x)
- Grocery store (5x)
- Add grocery store that is affordable
- Affordable grocery
- Better supermarket
- Build a good grocery store
- Build and support a full service grocery store (Like Millers Superstore)
- Develop stores (grocery, etc.) on Hwy.
- Full service grocery store
- Full size grocery store
- Get a grocery store
- Grocery
- Have a real grocery store
- I believe we would benefit by having our own grocery store in town (Piggly Wiggly, Copps, Sentry, etc.) to keep the money in our community
- I would add a Piggly Wiggly grocery store
- Larger grocery store
- Put in a grocery store, to far to drive
- Someplace to buy groceries
- That there would be a grocery store
- To have a bigger, nicer grocery store, not the highway
- We need a grocery store down here
- We need a grocery store

***General Business (23 responses)***

- Affordable healthy food place with all around health-based enhancements (massages, etc.)
- Barber shop
- Better business places to serve all people of Mazomanie
- Capitalize on beautiful surroundings! Invest efforts on "branding" Mazomanie, small bus. incentives, well planned seasonal events
- Clothing, maybe a bakery or cafe
- Create more mainstream businesses and fewer specialty shops
- Develop stores (grocery, etc.) on Hwy
- Expand business
- Have businesses that accommodate the needs of the community
- I feel we need more development along highway 14
- Increase diversity of business
- Like earlier stated. I believe any new building along highway 14 is needed and also needs to be for real architectural quality. Great examples would be the bank and Subway and the flower store.
- Make stores for elderly
- More amenities like grocery, pharmacy, etc.
- More business places
- More convenient stores
- More daycare options and cheaper daycare
- More industrial development in the industrial park and more recreational activities
- More industrial employment
- More places to shop
- Seniors live downtown. Bank, grocery. Think about our senior citizens please.
- We'd have more places to shop
- Work for more commercial development

***Pharmacy (5 responses)***

- Pharmacy (3x)
- Add a local pharmacy
- Also a drug store

***Department Store (4 responses)***

- Department store (2x)
- Instead of the second hand stores, a small department store
- There would be more convenient and department stores

***Laundromat (2 responses)***

- Build a laundromat
- Laundromat

***Restaurant (2 responses)***

- Dairy Queen would be nice
- Restaurants

**Utility Rates and Property Taxes (36 responses)**

***Utilities (20 responses)***

- Lower utility costs (4x)
- Cost of housing
- Electric bill is outrageous compared to others
- Get rid of fixed sewer, water, electric. Cost more than what we actually use.
- High utility costs
- Lower surcharges on sewer, water, and electric bill
- Lower the water and sewer bill
- Lower water and sewer charge
- Lower water utility bills

- Reduce cost of utilities
- Reduce costs of taxes and utilities
- Reduce the high cost of sewer & water
- The cost of the water and sewer is too high
- The cost of water and sewer
- The price of sewer and light bills, the snow removal
- The rate of sewer system
- Utility costs are too high

***Taxes (16 responses)***

- Lower taxes (6x)
- Taxes (2x)
- High cost of living here
- Keep taxes low
- Lower property taxes
- Lower taxes, especially for 2-unit condos in one lot
- Real estate taxes are way too high
- Reduce costs of taxes and utilities
- Taxes are way too high for my duplex - just my side is \$4000
- The property taxes would be lower

**Downtown (33 responses)**

***Development (31 responses)***

- A dynamic anchor to the development downtown - the bike shop is a great addition. It seems like one more strong, unique "destination" retail business would really help establish those efforts AND a grocery store.
- Bring life to downtown again. Everything is on the Hwy.
- Change the downtown back to stores instead of all the art galleries & antique shops. Something more for kids to do.
- Develop businesses in the downtown area that people would actually use
- Encourage restoration of historical buildings in the downtown area
- Get different kinds of stores downtown
- Get rid of all this art stuff downtown and have our Mazomanie Village down here
- Get rid of XXXX's ideas. They think the downtown should be specialty shops.
- Just more variety than we currently have downtown
- Less art galleries, more business
- Less art galleries, more useful shops
- Less specialty shops more important item-store clinic pharmacy
- Make the village a "destination" like Mineral Point/Galena
- More activity downtown
- More benches. More Flowers downtown. Clean up the pool area and terrace.
- More downtown development
- More owner occupied businesses downtown would bring more stability to this very good concept
- More stores downtown
- Negativity toward downtown development. We need more of the same and more. It is nice to see some business and activity downtown and historic buildings maintained and utilized.
- Not art galleries and antique shops
- Quit putting money into the down town area. It's a waste of tax payers' money.
- Quit spending money in dead downtown area. Put lights at park.
- Realistic and useful business downtown that people would really use
- Stop allowing Mr. and Mrs. XXXX the say of downtown
- The downtown area, it is full of useless shops that do not offer much as far as useful services (i.e. Dentist, Health Clinic, Auto Service, Grocery Store, Pharmacy. Laundromat, Discount Store)
- There are too many buildings that are vacant. Mazomanie needs to keep businesses in these buildings or rezone them.
- To have a clothing store for all ages downtown
- Up scale motel in downtown Mazomanie for visiting family and guests; bed and breakfast are too expensive here in town.
- Waste our money downtown



- We need other businesses downtown other than galleries and coffee shops, there is no draw for people to come into town
- We need stores downtown that are variety

***Clean Up (2 responses)***

- Clean up old buildings in downtown
- Downtown areas - both public and private - need to be kept cleaner, too much trash everywhere.

**Transportation (32 responses)**

***Stop Lights (9 responses)***

- A stop light on highway 14 and Brodhead
- Addition of stop light with turn signals at the intersection highway 14 and Brodhead Street
- At least one stop light on hwy 14
- Get a stoplight at Broadhead and Hwy 14
- Stop and go lights at Brodhead and Commercial
- Stop and go lights on highway 14 at East entrance of the Village
- Stop light at Brodhead and 14
- Traffic lights at highway 14 and Brodhead Street
- We need a stop light

***Snow Removal and Sanding (7 responses)***

- Alternate parking enforced only when snow events are forecast
- Better sanding of streets on slippery roads. Better snow removal from intersections - creates hazardous situations.
- Better snow removal
- Don't wait for the 10 inches of snow to fall before plowing
- Improve street conditions, including snow plowing and removal
- In winter, better snow removal!
- Snow plowing is ridiculous

***Streets (6 responses)***

- Better upkeep on streets
- How they repair the streets
- Repair Streets
- Since I have been in Mazomanie I have noticed that there is standing water in some of your streets. There is no drainage in curbs for the water to go. It would help with the mosquito problem, if water could go down the drains.
- To pave or gravel the alley ways since the only place I have to park on the alley way and it turns to mud and they don't plow the alley
- Village maintenance of streets and sidewalks

***Parking (3 responses)***

- Additional parking near the library
- More parking downtown
- Provide more parking for the library

***Rail Lanes (2 responses)***

- Bus and train (metro) routes
- Commuter rail line to Madison and Spring Green

***Miscellaneous (5 responses)***

- Improve highway
- Improve appearance of Highway 14
- Make Hwy 14 a Frontage Rd with a bypass around town like Mt. Horeb has
- Stricter more restrictive use of signage on highway 14. I think that the signs should be more professional looking. Not those lighted cheap "Sam's club" signs with flashing lights reminding me of a "red light" district in some urban cities. They are ugly and make the village look unprofessional.
- The horrible new street lights

## **Public Services (23 responses)**

### ***Employees (6 responses)***

- A village crew that does its job. Get the work done and get out of the coffee shop!
- Have some strong oversight of Public Works
- I think the village workers spend more time sitting around. Lunch one hour. Break one hour, and nothing gets down if you want something it has to be bring it to their attention. That is their job, snow plowing is ridiculous.
- I would replace street and water crews with more productive individuals
- More responsive and caring public works personnel with pride in maintaining the Village's infrastructure.
- New village work staff

### ***Police and Fire (5 responses)***

- Downtown apartment housing has dramatically increased police calls, increasing personal safety concerns/questionable "drug" transactions. Help find a solution
- Having 24/7 police covering the village
- Minimize corruption, prevent fire trucks from blasting their horns at 3 a.m., reduce crime basically new leadership.
- Police patrolling
- To have less drugs in the area

### ***Flooding Problems (3 responses)***

- Do not allow water to run off land onto highway.
- Flooding
- Improve the flow of the creek as flooding is a problem and will continue until something is done

### ***Water and Sewer (4 responses)***

- Better sewer and water
- Fix the pure water quality, put a filter on, we need to get rid of the rust in the water. Quit letting XXXX and XXXX run this town, they do very good for anyone but themselves.
- Frozen city water pipes in winter-pain to resident. City solution is to run garden hoses from neighbors for water. Let mother nature thaw pipes is the city's response.
- Water quality- taste and rust free

### ***Leaf Removal (2 responses)***

- Leaf pickup
- Leaf removal

### ***Library (1 response)***

- Spend more village money to develop and upgrade the library and its facilities (including better snow shoveling and parking).

### ***Recycling (1 response)***

- Better recycling program (i.e. John's recycling of Whitewater has a good system)

## **Village Government (17 responses)**

- Administrative village building personnel
- Better communication between residents and the municipality
- Bickering of Village committee who seem to have blinkers on their eyes as to new ideas
- Get people on the Village board that have common sense
- Get people working on the village officer on the village board that know what they are doing
- Get the town board to stop kowtowing to XXXX and others like him
- How the village spends its money and how they operate. Find ways to get more people involved. Listen to outside opinions.
- I would add people with some vision to the village board, too much focus in small issues by board. Better use of committees
- I would like to see someone in charge who cares about the village we live in
- I would like to see the village board more supportive of the library and its services to all the residents
- Limited terms on the village board, three terms max.

- Members of village board
- Remove village board members who have personal conflicts and who use the conflicts in swaying their voted and being open minded.
- To have the city be fair and kind to new residential building houses. It is our belief they are not fair or kind.
- Treat everyone the same when it come to building in the flood plain and flood way. Not happy about new house on Tenth Street!
- Village board needs to balance maintenance of village assets and quality of life with effective use of tax dollars. It doesn't pay to always do things the cheap way and to delay maintenance spending.
- Village staff should be more friendly, and village board should be fair to all instead of having their personal agenda be a priority.

### **Schools (15 responses)**

- Population increases so school system flourishes (2x)
- Community needs to support education. Our divided school board is a joke. The village needs to realize that our public education system is our future.
- Create more mainstream businesses and fewer specialty shops. More to the school of River Valley School District. This school is the laughing stock of the county.
- Get people here to buy lots, build homes on them and hope they have kids for the school district.
- Higher ranking schools with more to offer
- Improve public education
- Improve school and funding for them
- Improve school district - academics. Downtown apartment housing has dramatically increased police calls, increasing personal safety concerns/ questionable "drug" transactions. Help find a solution.
- More money towards school district
- More positive talk about our school system. I'm tired of hearing about how much money is wasted in our schools. They've cut enough. Families will not move here with the negative attitude about Heights.
- Quality teachers are held accountable for their teaching-better school system
- Resources of the school district explore a cross plains, Black Earth and Mazomanie boundary
- The school district should be truly consolidated (one school)
- The school. We need a better school to keep our kids in school

### **Recreational Activities (13 responses)**

- Youth/Young Adult Activities (6x)
  - Activities for couple (young) and singles to do that are not interested in going to the bar. Nothing to do in the area other than driving to Madison!
  - Add mini golf and games for outdoors
  - Have more family entertainment
  - Having more options for things for kids to do
  - Make it a younger person atmosphere
  - We need places for kids to go. Keep them off the streets.
- Bike Trails (4x)
  - A bike path to the school and on to Black Earth would be nice
  - Bike path from Mazomanie to Lake Marion and Black Earth, and Cross Plains
  - Bike path on the tracks going towards Sauk City
  - Bike trails
- Parks (3x)
  - Quit wasting money on new parks (Westland) and use the money to fix the old ones
  - Removal of skateboard park. It is a magnet for miscreants and criminals
  - Spend too much money on things for recreation

### **Housing (11 responses)**

- Low Income Housing (7x)
  - Get rid of welfare housing area
  - Less low income brought in from Chicago and Madison. Take care of our own citizens first.
  - No more low income housing
  - No more low income housing-spring clean up day
  - Sure would be nice of the people in the government rentals pay their bills. No more government housing - too much crime.

- The amount of low income housing should be reduced for such a small town
- The availability of low income housing in the downtown area. There is too much of it.
- Get an assisted living establishment started
- Need more apartments with washers and dryers in the apartments under the steps, built for the elderly and affordable-up to date
- More affordable rentals/housing/apartments. More stores and things to do.
- Stop all new housing developments

### **Natural Resources (6 responses)**

- Black Earth Creek and Lake Marion (5x)
  - Better and more aesthetic management of Black Earth Creek that runs southeast and part of village (better ecological)
  - Improve Lake Marion, clean it out and make the banks better instead of long grass, use stone. Improve all the ponds next to Lake Marion.
  - Make Lake Marion deeper.
  - Protect and appreciate Black Earth Creek make it an integral and valuable part of Lions Club Park, not a dumping ground
  - Remove the dam to restore the natural cycle of the creek
- That they be more concerned with environmental factors and how to better coexist with the natural areas

### **Miscellaneous (30 responses)**

- Allow new growth, new people, new ideas
- Back the way it use to be 30+ years ago
- Ban cul du sacs in all new developments. Build housing on the grid system.
- Eliminate dogs in town
- Get more people in town to come to the Wild West Days event to make it a success for all the clubs involved that do all the work.
- Get the flags out of the "promenade" and turn off those silly lights
- Houses are sitting empty - less residential. Add more businesses to get people visiting.
- Increase the village population to achieve the benefits of economy of scale
- Keep people informed on what the village can offer each and everyone.
- Let private enterprise flourish with private financing not public funds
- Location of post office
- Make it more modern looking
- Medical services
- More community involvement to improve our town
- More historical emphasis
- Move it closer to Madison
- Move it closer to Middleton so the wife will stop bitching about the commute and trying to get us to move closer
- No comments
- No FAGA development!!!!
- Offer more community activities
- Parental supervision of minor children
- People should keep their places looking nice
- People's attitudes - The name of the game is cooperation
- Population. We need more people to support the infrastructure
- Remember its still Dane County
- Tell the former village president XXXXXX that he also needs to obey the rules of the village and to stop making the village look bad!
- The public state of mind towards change
- The town is split right in half and I'm in the middle
- There needs to be some new zoning done in my neighborhood because there are ally-ways between the lot lines that no one is responsible for maintaining.
- To have the village board village associates and the chamber work together as a team improving Mazomanie as a whole. It appears these units work independent and are individually working for self satisfaction-keep personalities out of elections. Mazomanie has great potential but the units are not getting it done.

## Q20. Other comments about land use and comprehensive planning in the Village: (105)

### Planning/Development (42 responses)

- Valuable resource in land along creek.
- A lot of senior apartments downtown.
- Do not allow people to build a pile of dirt to get out of flood plain.
- Faga development is a good thing.
- I am encouraged with the land developments.
- I am in favor of industrial expansion to bring in the jobs.
- I believe the current land use and planning in the village is adequate.
- I like the direction Mazomanie has taken in recent years. However, it's important to stay the course and not to lose the vision quality.
- I love the historical development and our parks and library. They are the heart of the community.
- I think an attitude of preservation should go hand in hand with any new development projects.
- I think the plans to develop to the east of the Village for an additional 200-300 unit is down right stupid.
- I'd like to see some small home developments with neighborhood for singles and small families.
- Increase the unique historical aspects of the village when looking at expansion. Maintain charm and do not compromise with newer industrial looking businesses (i.e. businesses on hwy 14). Need more of the charm of downtown renovation.
- It is very important to maintain and capitalize on the historic structures and history of the village.
- It's probably too late, but there should be zoning regulation for the Highway 14 business district to provide nice looking buildings. No tin sheds.
- Just because an empty space doesn't mean it should be filled with a house like the ugly one on Tenth Street.
- Keep developing and restrict cookie cutter housing.
- Land planning committee is doing a good job.
- Land use and planning should be done at the Village level and not from other communities, CARPC, Dane County and Kathleen Falk.
- Land use and planning should bring back old world charm
- New housing lots should be bigger, and reasonable size houses built. \$400 to \$500 thousand homes are too big for this area and hard for new families to buy.
- New residential lots would be wonderful.
- No affordable housing
- No comprehensive plan! Village board just reacts to whatever happens. If a developer like FAGA comes along-out the window go environmental protection, agricultural conservation, aesthetics, and the rights of current residents
- No filling of flood plain areas. Force removal of all filling already done. Even destroy the houses on Finch Street.
- Not condos you have to buy into
- Planning commission is hostile to new houses going up. They know this and they could care less. Reason and common sense mean nothing to the planning commission. The city and neighbors own and control our land.
- Please do not allow developers to build large tracts of land.
- Provide village buyouts for current homes on flood plain. Limit low income housing.
- Question 14. Yes, except in the industrial park.
- Questions 10, 11, 15 none of these are needed but if someone wants to build them they shouldn't be discouraged.
- Require developers to assist in maintenance of local/city services as in the dwellings we added.
- Residential area development is best investment as it would increase the tax base. Industrial development is good, but only if they contribute to tax base (No TIFS) or employ people locally and stimulate the local economy. No sub standard wages.
- Say no to development east of the villages
- Stop new developments in good farm land.
- Stupid to put up new EMS, already have a good one
- Supply some "big town" amenities, but keep the "small town" atmosphere.
- The downtown is dying or DEAD. Bring like back to Mazo.
- Too much development (as in the Faga Development) will cripple our infrastructure and damage the environment. All new developments should include about 50% low cost and moderate cost housing.
- Village wide voting on annexes and additions.
- We should concentrate on the areas we have already started Hwy 14, downtown, not adding new locations
- We shouldn't be planning for more sub-divisions until the ones we have are filled and people stay in them.

### **Economic Development (14 responses)**

- A grocery store is needed.
- And I appreciate local businesses like Hardware Hank so I can buy here in town rather than drive to Madison or Sauk.
- Bringing a quality grocery store will help all growth areas.
- Definitely more shops - grocery store, Starbucks, McDonalds, Pharmacy, etc.
- Do more to attract a variety of business. Improve parking in downtown. Find ways to get customers downtown on daily basis. More events to attract people of all ages. Spend money more wisely.
- I moved here from Madison - primarily drawn to the affordable housing market but also because of its huge potential as a unique business area - like Spring Green - to showcase artisan shops etc. Encourage native plantings in green space and preserve green
- It would be great to see more regular people getting a chance to have a say in downtown development rather than catering to the whims of one or two select individuals. Art shops only generate so much interest in an area!
- More restaurants
- More stores for elderly
- Need to get down town back. Groceries and bank.
- Please no big box stores!
- Promote downtown, artist's efforts decent pizza place.
- The village needs to promote itself in a way that brings jobs to the area.
- We need a mall for grocery shopping and other dry good needs, also a Laundromat and a "World of Variety" type store.

### **Transportation (11 responses)**

- Salt/sand intersections
- A few more sidewalks on ends of streets
- All new residents must have sidewalks. East Hudson to 78 and State Street to the edge of town.
- Bike paths
- Bring commuter rail!
- Easier access to Highway 14.
- Expand 14, commuter rail and bus lines aren't horrible but make them available and effective.
- Not much parking downtown and just what is the new addition by the railroad tracks supposed to benefit?
- Now no way for seniors to walk up to highway
- Solicit bike tours! Submit rural routes for "rustic roads"
- Some of the streets need to be repaired.

### **Natural Resources (10 responses)**

- As a village tax payer I would like to know what the price of repairing the dam will be. It should have been in the question pertaining to the dam
- Complete assessment of all DNR and Village land use. Test water to be sure that there will be no pollution from home or business buildings.
- Destroy the lake Marion dam. Return black earth creek to its natural beauty
- Do not expand. It will destroy the environment.
- Fix what we have before adding - Fix the dam.
- Gain respect from naturalists by removing the dam & getting wind power
- Need to work more with neighbors to be more environmentally friendly to ensure the best future for Mazomanie.
- Plan for the creek!
- Please keep green areas and woods untouched!
- Protection of waterways and wetlands

### **Utility Rates and Property Taxes (8 responses)**

- Property taxes are too high for senior citizens. They made Mazomanie and still make up Mazomanie. Help Them.
- Do not give XXX any tax breaks or utility discounts on property he operates. Treat him like everyone else.
- Fix the way we are billed for sewer water
- I think my house is over assessed in value.
- Make the new development on Hudson hook into sewer and water, maybe more houses on line and we could drop sewer rates.

- Residential area development is best investment as it would increase the tax base. Industrial development is good, but only if they contribute to tax base (No TIFS) or employ people locally and stimulate the local economy. No sub standard wages.
- The present system of taxing lots in developments keeps the taxes artificially low and does not encourage the realtors to sell their lots. This results in lower revenue for the village, the school
- We need to fix the way we are taxed on property. Our assessed value keeps going up but the housing market is going way down, yet we are paying taxes on an assessed value that we could never get in this market.

**School System (7 responses)**

- Continue to support the school system
- Develop what we have and fill up the homes to strengthen the school district.
- Get as much money coming in as you can, so we can afford our school system in 10 years and beyond
- Improve school system, library
- Make education priority!
- There will be no WHSD if the quality is not addressed
- They have to get the school program fixed before anyone will move to this village.

**Government Issues (6 responses)**

- Although difficult, decisions need more input from residents.
- Do not over govern (i.e. Back off RPC!)
- Less government interference.
- Lower township operating expenses
- May be too much police protection. Might want to possibly stop thinking about sharing with Black Earth to save money.
- Treat all residents in the village alike. No more favorites.

**Parks and Recreation (5 responses)**

- Create an advisory group for the park and recreational experiences in Mazomanie. Put the unused but beautiful land in Lion's Park along the BE creek to recreational use (small golf course, picnicking area, wild flower area, etc.) It is an eye sore now.
- Expand park walking area
- It would be great to have horse trails. There are many horses in this area
- Make sure that park areas are protected to keep the area from overdevelopment.
- Plan outdoor recreation better its beautiful around here.

**Sewer (1 response)**

- Sewer drains need to be fixed

**Q23. Employment Status:**

**'Other' responses (2)**

- Part-time self-employed
- Student

**Q24. Which of the following best describes your residential status in Village of Mazomanie?**

**'Other' responses (3)**

- 10 years
- None
- Over 50 years

## Appendix C: Quantitative Summary of Responses by Question

### VILLAGE OF MAZOMANIE PLANNING PUBLIC OPINION SURVEY

#### 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)

45%	a. Affordable housing	23%	i. Natural beauty of area
11%	b. Appearance of home	48%	j. Near family & friends
28%	c. Close to employment	7%	k. Property tax level
5%	d. Close to lake/pond/stream	8%	l. Quality of school district
34%	e. Close to Madison	2%	m. Recreational trails
5%	f. Close to recreational activities	34%	n. Rural atmosphere
3%	g. Community services	11%	o. Other, specify See appendix B _____
20%	h. Low crime rate		

2. How would you rate the overall quality of life in the Village of Mazomanie?	Excellent 8%	Good 53%	Average 34%	Poor 4%	Very Poor 1%
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#### COMMUNITY FACILITIES AND SERVICES

3. Rate the quality of the following local services:	Excellent	Good	Fair	Poor	No Opinion
a. Building Inspection and Permits	4%	32%	24%	8%	32%
b. Downtown Parking	10%	51%	26%	9%	5%
c. Electric Service	10%	52%	28%	6%	3%
d. Emergency Medical Services	36%	41%	7%	2%	15%
e. Fire Protection	29%	47%	10%	1%	14%
f. Library Service	29%	45%	12%	2%	12%
g. Parks & Recreation Service	18%	56%	16%	4%	6%
h. Police Protection	20%	57%	17%	2%	5%
i. Recycling	22%	59%	14%	3%	2%
j. Road Repairs and Maintenance	4%	34%	38%	22%	1%
k. School System	8%	38%	29%	9%	15%
l. Snow Removal	9%	33%	30%	26%	1%
m. Storm water management	4%	32%	30%	13%	22%
n. Swimming Pool	12%	52%	16%	2%	19%
o. Trash Collection	21%	61%	14%	3%	1%
p. Water Service	8%	48%	28%	10%	6%
q. Sewer Service	9%	47%	26%	10%	8%
r. Zoning Administration	2%	19%	23%	12%	44%
4. Should Village tax dollars be used to repair the dam in order to preserve Lake Marion?	Yes 48%	No 24%	No Opinion 28%		



**COMMUNITY FACILITIES AND SERVICES (cont.)**

5. How important is it for the Village to seek agreements with neighboring jurisdictions on future land use, public services, and annexations.	Very Important 35%	Important 45%	Unimportant 6%	Very Unimportant 1%	No Opinion 13%
6. From the following list, mark the <b>THREE</b> most important items for which to allocate Village tax dollars for <u>maintenance</u> (● <u>mark top three only</u> )					
70% a. Community “cleaning” (litter pickup, tree trimming, mowing, snow removal, etc.)	31%	e. Park maintenance			
25% b. Fire hydrants	37%	f. Sidewalk repair and maintenance			
16% c. Brush dump/leaf composting	76%	g. Street repair and maintenance			
25% d. Library	6%	h. Other, specify See Appendix B _____			
7. In which of the following recreational activities do members of your household participate? (● mark all that apply)					
16% a. Baseball	20% e. Golf	8% i. Snowmobiling			
17% b. Basketball	34% f. Picnicking	40% j. Swimming			
44% c. Biking	5% g. Skateboarding	8% k. Tennis			
8% d. Cross Country Skiing	16% h. Soccer	86% l. Walking			
		14% m. Other, specify See Appendix B ____			
8. The Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.	Strongly Agree 28%	Agree 40%	Disagree 10%	Strongly Disagree 5%	No Opinion 16%

**NATURAL RESOURCES**

9. 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	15%	30%	25%	7%	23%
b. Protect groundwater quality	60%	34%	1%	1%	4%
c. Protect surface water quality	49%	43%	2%	1%	5%
d. Enhance Black Earth Creek as a recreational amenity	19%	40%	20%	5%	15%

**HOUSING**

10. 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	25%	40%	13%	4%	17%
b. Duplexes and Townhomes (2 units)	7%	33%	30%	10%	20%
c. Apartments (3 or more units)	5%	18%	39%	19%	20%
d. Senior condominiums and apartments	25%	43%	11%	3%	18%
e. Assisted living facilities	19%	49%	9%	3%	20%
f. Nursing homes	11%	37%	18%	6%	28%
g. Affordable housing	34%	30%	14%	11%	11%

**ECONOMIC DEVELOPMENT**

11. From the following list, mark the types of additional businesses you would USE in Mazomanie. (● mark all that apply)

- |     |                         |     |  |
|-----|-------------------------|-----|--|
| 50% | a. Bakery               | 35% | g. Medical clinic                      |
| 21% | b. Clothing store       | 55% | h. Pharmacy                            |
| 31% | c. Dentist              | 16% | i. Sidewalk cafe                       |
| 56% | d. Farmer’s market      | 13% | j. Specialty coffee shop               |
| 37% | e. Fast food restaurant | 18% | k. Specialty retail shops              |
| 81% | f. Grocery store        | 11% | l. Other, specify See Appendix B _____ |

12. Do you support additional non-residential development in the Village?	Yes (Go to 13)	No (Go to 14)
	85%	15%

13. If yes, where should additional non-residential development be located? (● mark all that apply)

- |     |  |
|-----|--|
| 46% | a. Downtown                            |
| 59% | b. Highway 14                          |
| 51% | c. Industrial Park                     |
| 3%  | d. Other, specify See Appendix B _____ |

14. Should new non-residential development be regulated by aesthetics and design standards established by the Village?	Yes	No	No Opinion
	60%	19%	21%

15. Are you satisfied with the following types of new growth in the Village?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
a. Commercial along highway	6%	62%	15%	4%	13%
b. Commercial downtown	8%	42%	25%	13%	13%
c. Industrial development	6%	49%	16%	4%	25%
d. Residential	5%	64%	12%	5%	14%
e. Other, specify See Appendix B ____	11%	0%	11%	33%	44%

**TRANSPORTATION**

16. How would you rate the condition of streets in the Village of Mazomanie	Very Satisfactory	Satisfactory	Unsatisfactory	Very Unsatisfactory	No Opinion
	7%	70%	15%	7%	1%

17. How many minutes, one-way, is it normally from your home to your primary work place?

- |       |         |         |       |       |     |
|-------|---------|---------|-------|-------|-----|
| 0 - 9 | 10 - 14 | 15 - 19 | 20-29 | 30-44 | 45+ |
| 20%   | 5%      | 6%      | 29%   | 34%   | 6%  |

18. What is the best way to get commuters to Madison and back from the outlying parts of Dane County? (● mark one only)

- |     |   |
|-----|---|
| 29% | a. Develop commuter or light rail transit on existing tracks or abandoned rail right-of-way |
| 8%  | b. Extension of Madison Metro bus lines   |
| 34% | c. Expansion of the highway system  |
| 26% | d. Car/van pool   |
| 3%  | e. Other, specify See Appendix B _____  |

19. If you could change one thing about the Village of Mazomanie, what would it be?

See Appendix B

20 Other comments 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.

21. Gender:	Male	Female	22. Age:	18–24	25–34	35–44	45–54	55–64	65+
	53%	47%		3%	13%	23%	23%	16%	22%

23. Employment Status	Employed full-time	Self employed	Unemployed	Employed part-time	Retired	Other: See Appendix B _____
	60%	9%	2%	4%	25%	<1%

24. Which of the following best describes your residential status in Village of Mazomanie?

Resident Landowner	Renter	Non-Resident Landowner	Other, specify	See Appendix B _____
84%	15%	1%		<1%

25. Number of adults (over 18) in household:	0	1	2	3	4	5	6+
		25%	62%	8%	3%	1%	0%

26. Number of children (under 18) in household:	65%	15%	13%	4%	1%	2%	0
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27. If you are a Village resident, how long have you lived in Mazomanie?

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
6%	20%	15%	11%	7%	9%	33%

28. Household Income range:	Less than \$15,000	\$15,001 - 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or more
	6%	10%	33%	25%	13%	13%

**Thanks for completing the survey!**

Please return the completed survey in the postage-paid envelope provided to:

Survey Research Center  
 124 Regional Development Institute  
 University of Wisconsin - River Falls  
 410 S. 3rd St.  
 River Falls, WI 54022-9989