

**Appendix A**

**THE VILLAGE OF WALES  
COMMUNITY SURVEY REPORT, DECEMBER 2000**

**Appendix A-1  
VILLAGE OF WALES COMMUNITY SURVEY SALIENT FINDINGS**

**Most Favored Options and Policies:**

- 98%** Agree or strongly agree that it is important to **protect woodlands, wetlands, floodlands and other open spaces** in and around the Village.
- 98%** Agree or strongly agree that **traffic circulation, intersection control, and highway access should be managed for safety and reduced congestion.**
- 97%** Agree or strongly agree that it is important to **preserve rural character and agricultural land uses** surrounding the Village.
- 89%** Agree or strongly agree that **greenspace requirements should be increased** for all multi-family, business, and institutional development in the Village.
- 88%** Agree or strongly agree that **commercial land uses should be concentrated** rather than being spread out along Village highways.
- 85%** Agree or strongly agree that the Village should **encourage residential development that preserves open space** (conservation or cluster subdivisions).
- 85%** Agree or strongly agree that the Village should **encourage small professional offices or specialty businesses in the historic center.**
- 84%** Agree or strongly agree that **a few bikeways should be provided** linking residential areas to activity centers and recreational facilities.
- 81%** Agree or strongly agree that **a few walkways should be provided** on at least one side of busy streets.
- 82%** Agree or strongly agree that **a design theme should be used along Main Street** to create a more identifiable and attractive historic center.
- 79%** Agree or strongly agree that the development of **single family housing should be encouraged** in the Village.
- 76%** Say **tranquil residential areas are good**—they have the greatest positive influence on the quality of life in the Village.
- 75%** Agree or strongly agree that **low decorative streetlights should extend along Main Street** into the center/Village Hall area from Highway 83.

**Most Disfavored Directions:**

- 94%**     **Disagree or strongly disagree with multi-family housing** being encouraged for development in the Village.
- 92%**     **Disagree or strongly disagree that woodlands or other open spaces may as well be developed,** unless a productive use can be found for them.
- 89%**     **Disagree or strongly disagree that the Village should encourage industrial development** (given no public sewer or water presently).
- 83%**     Say **increasing traffic is undesirable**—it has the greatest negative influence on the quality of life in the Village.
- 83%**     **Disagree or strongly disagree with two-family housing** being encouraged for development in the Village.
- 81%**     **Disagree or strongly disagree that people should be able to do whatever they want with land** they own in the Village.
- 80%**     **Disagree or strongly disagree that walkways or bikeways would not be utilized** well enough to warrant establishing them around the Village.
- 77%**     **Disagree or strongly disagree with allowing free market forces to determine the development pattern,** rather than the Village encouraging particular types of development.

**Other Important Observations:**

- 47%**     **An impressive response rate,** especially given the effort to include tenants occupying rental property, whose tendency to respond is characteristically expected to be lower than owner-occupants.
- 95%**     **Most respondents who identified their background were residents** of the Village (88% of all respondents). Three percent of these were resident business operators, while 4% of respondents were business operators only.
- 0%**     **Virtually no respondents were under the age of 25** (1 person), while the 40 - 59 year age group comprised 57% of respondents.
- 20%-31%**     The four longevity categories represent **a balanced range of respondents in terms of years lived in the Village.** Neither relative “newcomers” or “old-timers” could thus dominate the response trends.
- 94%**     Of the responding households having more than one adult, **most indicate consistency in their survey responses** with the others present (87% of all responding households, with 5% unsure and 8% single-person).
- 96%-99%**     **Almost all respondents answered the questions** on general land use options and specific directions and policy options.

Village of Wales Comprehensive Development Plan

**10% or less** Respondents for certain questions on land use and policy options **seldom selected “neutral/no opinion” choices, revealing more strongly held views.**

These options included:

- Encourage multi-family housing
- Concentrated commercial land uses
- Highway/traffic management for safety and reduced congestion
- Preservation of rural character
- Protection of woodlands and other open spaces
- Develop woodlands and other open spaces unless a productive use is found
- People able to do whatever they want with the land they own.

**25% or more** Respondents for a few land use and policy option questions **regularly selected “neutral/no opinion” choices, revealing some uncertainty in stating views.**

These options included:

- Encourage elderly housing
- Provide more parks/recreational facilities
- More parks/recreational facilities would not be utilized well enough
- Not encouraging small businesses in the historic district
- Extend low decorative street lights on Main Street.

# Village of Wales Comprehensive Development Plan

Following is the community survey form that was mailed, with collective data entered. The number of responses received for the optional choices at each question is shown. Because certain questions allowed the selection of multiple options, the response totals may exceed the 434 respondents who returned the survey.

## Appendix A-2 VILLAGE OF WALES COMMUNITY SURVEY NUMERIC CHECK-OFF RESULTS

Dear Village of Wales Residents and Business Operators,

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

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

**For your responses to be used in the planning process, please return this form by May 27, 2000.**

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

Jeffery Flaws, Village President

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

382 Resident of the Village 17 Business operator in the Village 11 Both 3 Neither No Response 21 Total Returns = 434

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

### PART A: QUALITY OF LIFE

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

8	Born/raised in the Village	9	Welsh heritage
90	Proximity to employment	86	Affordability
220	Safe/secure community	183	Quality of schools
215	Found a suitable residence	61	Friendly people
96	Parks and natural areas	197	Small-village atmosphere
163	Proximity to Waukesha-Milwaukee metro area	15	Don't live in the Village (local business operator)

1,343 (No Response = 25)

#### 2. What has happened to the quality of life in the Village over the past 5 to 10 years? **(Check only one)**

103	Improved	21	No opinion
88	Declined	67	Have lived or operated a business in the Village less than 5 years
132	Remained the same		

411 (No Response = 23)

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

103	Fire and police protection	22	Condition of roads
30	Community events/activities	62	Manageable traffic
330	Tranquil residential areas	61	Amount of development occurring (pace is right)
184	Parks and open spaces	140	Availability of shopping/retail services (appropriate)
93	Private wells and septic systems		

1,025 (No Response = 21)

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

24	Fire and police protection	98	Condition of roads
36	Community events/activities	358	Increasing traffic
4	Isolation of residences	189	Amount of development occurring (too much)
17	Parks and open spaces	29	Availability of shopping/retail services (inadequate)
55	Lack of public water and sewer services		

810 (No Response = 28)

### PART B: VILLAGE GROWTH

#### 1. From 1990 to 1999 the Village's population grew from 2,478 residents to an estimated 2,708 residents, or about 9 percent. The population of the Village should increase at what rate through the year 2020? **(Check only one)**

158	Present rate	122	Slightly slower rate
12	Slightly faster rate	69	Much slower rate
6	Much faster rate	39	No growth

406 (No Response = 28)

#### 2. From 1990 to 1999, total housing units in the Village increased from 736 units to about 850 units, or about 15 percent. Housing units in the Village should increase at what rate through the year 2020? **(Check only one)**

102	Present rate	142	Slightly slower rate
11	Slightly faster rate	101	Much slower rate
5	Much faster rate	46	No growth

407 (No Response = 27)

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

158	Present size	197	Somewhat larger
4	Much larger	48	Wish it were smaller

407 (No Response = 27)

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

168	A small village that should stay that way
213	A community that should add a few quality of life services and recreation/entertainment, which probably means some growth
58	An expanding "bedroom" community of primarily residences, whose occupants mostly work and obtain services elsewhere
21	A bustling business center adding local jobs and serving the greater Wales-Genesee area
11	No opinion

471 (No Response = 22)

# Village of Wales Comprehensive Development Plan

## PART C: GENERAL LAND USE OPTIONS FOR WALES

Please place an "x" in the box after each statement which best represents your opinion about the Village and its potential growth.

STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL/ NO OPINION	DISAGREE	STRONGLY DISAGREE	SUM/TOTAL RESPONSES*
<b>For statements 1, 2, and 3: The Village's housing mix presently consists of about 86% detached single-family units, 6% two-family units, and 8% multi-family units.</b>						
1. The development of <b>single-family housing units</b> should be encouraged in the Village.	134	163	51	53	25	426
2. The development of <b>two-family housing units</b> should be encouraged in the Village.	7	56	64	166	132	425
3. The development of <b>multi-family housing units</b> should be encouraged in the Village.	5	21	26	142	231	425
4. The development of elderly housing should be encouraged in the Village.	34	132	155	66	38	425
5. The development of small single-family housing units affordable to moderate-income families should be encouraged in the Village.	30	106	87	130	74	427
6. The Village should encourage residential development that preserves open space, sometimes called conservation or cluster subdivisions.	145	173	52	33	23	426
7. The Village should encourage the development of office-type businesses.	15	94	92	120	105	426
8. The Village should encourage industrial development. (Presently no public sewer or water services exist.)	11	31	46	162	179	429
9. The Village should encourage commercial (retail and service-oriented) development.	15	122	72	108	104	421
10. Commercial land uses should be concentrated, such as at the intersection of Hwys. 83 and 18, rather than being spread out along the length of Village highways.	140	201	42	27	17	427
11. The Village should not encourage particular types of development, but allow free market forces to determine the pattern.	16	56	98	150	102	422
12. The Village should discourage further development.	64	78	76	164	36	418
13. Traffic circulation, intersection control, and highway access to lands in the Village should be managed for safety and reduced congestion.	216	183	14	6	5	424
14. The Village should provide more parks, playgrounds, and other recreational facilities.	53	133	121	102	16	425
15. Parks and recreational facilities in the Village would not be utilized well enough to warrant providing more.	34	115	108	129	41	427
16. The preservation of rural character and agricultural land uses surrounding the Village is important.	223	157	31	13	1	425
17. The protection of woodlands, wetlands, floodlands, and other open spaces in and around the Village is important.	277	128	19	3	3	430
18. Unless a productive use can be found for woodlands or other upland open spaces in and around the Village, they may as well be developed.	9	24	34	133	228	428
19. Comments on land use options: <i>See note on question E.E.</i>						

\*The number of nonrespondents are represented by the difference between 434 total survey returns and the sum/total responses for each statement.

# Village of Wales Comprehensive Development Plan

## PART D: SPECIFIC DIRECTIONS AND POLICY OPTIONS

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

STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL/NO OPINION	DISAGREE	STRONGLY DISAGREE	SUM//TOTAL RESPONSES*
1. A design theme should be used to create a more identifiable and attractive historic center with, for example, the feel of a Welsh village along Main St. near the Village Hall and Glacial Drumlin Trailhead.	94	178	96	34	25	427
2. For its Main St. area historic center, the Village should encourage small professional offices or specialties such as antique stores, studios, trailside bike shop, bed & breakfast, or bakery, that would not need or generate high traffic.	116	206	49	33	24	428
3. The Village should not encourage additional small businesses to be located in the historic center.	33	77	115	158	41	424
4. To help unify the historic center and provide a sense of location from Hwy. 83, low decorative streetlights should extend along Main St. into the center/Village Hall area.	68	172	111	52	25	428
5. A few walkways should be provided on at least one side of busy streets connecting residential areas to activity centers such as schools, playgrounds, future community center, Glacial Drumlin Trail, and shopping areas.	114	195	50	42	28	429
6. A few bikeways should be provided that would link residential areas not only to key activity centers, but also to the Kettle Moraine State Forest, Lake Country Trail, and Lapham Peak and Nagawaukee Parks.	112	187	67	40	23	429
7. Walkways or bikeways around the Village would not be utilized well enough to warrant establishing them.	27	45	75	183	93	423
8. Greenspace requirements in the Village should be increased for all new multi-family, business, and institutional development.	125	163	95	26	10	419
9. Comprehensive landscape and architectural design standards should be established for all new multi-family, business, and institutional development in the Village.	132	170	65	39	18	424
10. People should be able to do whatever they want with land they own in the Village.	37	36	40	174	139	426

\*The number of nonrespondents are represented by the difference between 434 total survey returns and the sum/total responses for each statement.

## PART E: RESIDENT PROFILE AND COMMENTS (Nonresident business operators, skip to question No. 6)

- Where do your main household income earners work? **(Check only primary or substantial employment locations)**
  - 39 At home
  - 20 Elsewhere in the Village
  - 241 Other locations in Waukesha County
  - 127 Locations outside Waukesha County
  - 24 Numerous locations on the road
  - 451 (No Response = 50)
- What is the occupation of your main household income earners? **(Check substantial employment categories only)**
  - 213 Professional/Admin.
  - 77 Skilled Trade/Craft
  - 43 Sales
  - 9 Factory 52
  - 7 General Labor
  - 486 (No Response = 24)
  - 19 Clerical/Office
  - 18 Services
  - 47 Education/Government
  - Retired
  - 1 Not employed
- What is your age group? **(Check only one)**
  - 1 Less than 25 years
  - 10425-39 years
  - 408 (No Response = 26)
  - 233 40-59 years
  - 7060 or more years
- How long have you lived in the Village? **(Check only one)**
  - 91 Less than 5 years
  - 81 5 to 9 years
  - 410 (No Response = 24)
  - 126 10 to 19 years
  - 11220 or more years
- Do you feel your responses in this survey are consistent with other adults who may be part of your household?
  - 353 Yes
  - 21 Unsure
  - 0 No
  - 33 Single person household
  - 407 (No Response = 27)
- Any other comments? (Insert sheets as needed) \_\_\_\_\_
  - 176 Surveys with comments
  - 325 Total comments

*Following is the community survey form that was mailed, with collective data entered. The total number of responses received for the optional choices at each question is the basis for calculating percentages. Because certain questions allowed the selection of multiple options, their response totals are higher and percentages corresponding to any given option appear lower than might be expected.*

**Appendix A-3**

**VILLAGE OF WALES COMMUNITY SURVEY RAW PERCENT RESULTS**

Dear Village of Wales Residents and Business Operators,

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

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

**For your responses to be used in the planning process, please return this form by May 27, 2000.**

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

Jeffery Flaws, Village President

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

**88%** Resident of the Village **4%** Business operator in the Village **3%** Both **1%** Neither **No Response 5%** **Total Returns = 434**

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

**PART A: QUALITY OF LIFE**

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

- 1% Born/raised in the Village
- 7% Proximity to employment
- 16% Safe/secure community
- 16% Found a suitable residence
- 7% Parks and natural areas
- 12% Proximity to Waukesha-Milwaukee metro area
- 1% Welsh heritage
- 6% Affordability
- 14% Quality of schools
- 5% Friendly people
- 15% Small-village atmosphere
- 1% Don't live in the Village (local business operator)

**1,343**

**2. What has happened to the quality of life in the Village over the past 5 to 10 years? (Check only one)**

- 25% Improved
- 21% Declined
- 32% Remained the same
- 5% No opinion
- 16% Have lived or operated a business in the Village less than 5 years

**411**

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

- 10% Fire and police protection
- 3% Community events/activities
- 32% Tranquil residential areas
- 18% Parks and open spaces
- 9% Private wells and septic systems
- 2% Condition of roads
- 6% Manageable traffic
- 6% Amount of development occurring (pace is right)
- 14% Availability of shopping/retail services appropriate

**1,025**

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

- 3% Fire and police protection
- 4% Community events/activities
- 0% Isolation of residences
- 2% Parks and open spaces
- 7% Lack of public water and sewer services
- 12% Condition of roads
- 44% Increasing traffic
- 23% Amount of development occurring (too much)
- 4% Availability of shopping/retail services (inadequate)

**810**

**PART B: VILLAGE GROWTH**

**1. From 1990 to 1999 the Village's population grew from 2,478 residents to an estimated 2,708 residents, or about 9 percent. The population of the Village should increase at what rate through the year 2020? (Check only one)**

- 39% Present rate
- 3% Slightly faster rate
- 1% Much faster rate
- 30% Slightly slower rate
- 17% Much slower rate
- 10% No growth

**406**

**2. From 1990 to 1999, total housing units in the Village increased from 736 units to about 850 units, or about 15 percent. Housing units in the Village should increase at what rate through the year 2020? (Check only one)**

- 25% Present rate
- 3% Slightly faster rate
- 1% Much faster rate
- 35% Slightly slower rate
- 25% Much slower rate
- 11% No growth

**407**

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

- 39% Present size
- 1% Much larger
- 48% Somewhat larger
- 12% Wish it were smaller

**407**

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

- 36% A small village that should stay that way
- 45% A community that should add a few quality of life services and recreation/entertainment, which probably means some growth
- 12% An expanding "bedroom" community of primarily residences, whose occupants mostly work and obtain services elsewhere
- 4% A bustling business center adding local jobs and serving the greater Wales-Genesee area
- 2% No opinion

**471**

# Village of Wales Comprehensive Development Plan

## PART C: GENERAL LAND USE OPTIONS FOR WALES

Please place an "X" in the box after each statement which best represents your opinion about the Village and its potential growth.

STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL/ NO OPINION	DISAGREE	STRONGLY DISAGREE	SUM/TOTAL RESPONSES
<b>For statements 1, 2, and 3: The Village's housing mix presently consists of about 86% detached single-family units, 6% two-family units, and 8% multi-family units.</b>						
1. The development of <b>single-family housing units</b> should be encouraged in the Village.	31%	38%	12%	12%	6%	426
2. The development of <b>two-family housing units</b> should be encouraged in the Village.	2%	13%	15%	39%	31%	425
3. The development of <b>multi-family housing units</b> should be encouraged in the Village.	1%	5%	6%	33%	54%	425
4. The development of elderly housing should be encouraged in the Village.	8%	31%	36%	16%	9%	425
5. The development of small single-family housing units affordable to moderate-income families should be encouraged in the Village.	7%	25%	20%	30%	17%	427
6. The Village should encourage residential development that preserves open space, sometimes called conservation or cluster subdivisions.	34%	41%	12%	8%	5%	426
7. The Village should encourage the development of office-type businesses.	4%	22%	22%	28%	25%	426
8. The Village should encourage industrial development. (Presently no public sewer or water services exist.)	3%	7%	11%	38%	42%	429
9. The Village should encourage commercial (retail and service-oriented) development.	4%	29%	17%	26%	25%	421
10. Commercial land uses should be concentrated, such as at the intersection of Hwys. 83 and 18, rather than being spread out along the length of Village highways.	33%	47%	10%	6%	4%	427
11. The Village should not encourage particular types of development, but allow free market forces to determine the pattern.	4%	13%	23%	36%	24%	422
12. The Village should discourage further development.	15%	19%	18%	39%	9%	418
13. Traffic circulation, intersection control, and highway access to lands in the Village should be managed for safety and reduced congestion.	51%	43%	3%	1%	1%	424
14. The Village should provide more parks, playgrounds, and other recreational facilities.	12%	31%	28%	24%	4%	425
15. Parks and recreational facilities in the Village would not be utilized well enough to warrant providing more.	8%	27%	25%	30%	10%	427
16. The preservation of rural character and agricultural land uses surrounding the Village is important.	52%	37%	7%	3%	0%	425
17. The protection of woodlands, wetlands, floodlands, and other open spaces in and around the Village is important.	64%	30%	4%	1%	1%	430
18. Unless a productive use can be found for woodlands or other upland open spaces in and around the Village, they may as well be developed.	2%	6%	8%	31%	53%	428
19. Comments on land use options: <u>See note on question E.6.</u>						

# Village of Wales Comprehensive Development Plan

## PART D: SPECIFIC DIRECTIONS AND POLICY OPTIONS

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

STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL/NO OPINION	DISAGREE	STRONGLY DISAGREE	SUM//TOTAL RESPONSES
1. A design theme should be used to create a more identifiable and attractive historic center with, for example, the feel of a Welsh village along Main St. near the Village Hall and Glacial Drumlin Trailhead.	22%	42%	22%	8%	6%	427
2. For its Main St. area historic center, the Village should encourage small professional offices or specialties such as antique stores, studios, trailside bike shop, bed & breakfast, or bakery, that would not need or generate high traffic.	27%	48%	11%	8%	6%	428
3. The Village should not encourage additional small businesses to be located in the historic center.	8%	18%	27%	37%	10%	424
4. To help unify the historic center and provide a sense of location from Hwy. 83, low decorative streetlights should extend along Main St. into the center/Village Hall area.	16%	40%	26%	12%	6%	428
5. A few walkways should be provided on at least one side of busy streets connecting residential areas to activity centers such as schools, playfields, future community center, Glacial Drumlin Trail, and shopping areas.	27%	45%	12%	10%	7%	429
6. A few bikeways should be provided that would link residential areas not only to key activity centers, but also to the Kettle Moraine State Forest, Lake Country Trail, and Lapham Peak and Nagawaukee Parks.	26%	44%	16%	9%	5%	429
7. Walkways or bikeways around the Village would not be utilized well enough to warrant establishing them.	6%	11%	18%	43%	22%	423
8. Greenspace requirements in the Village should be increased for all new multi-family, business, and institutional development.	30%	39%	23%	6%	2%	419
9. Comprehensive landscape and architectural design standards should be established for all new multi-family, business, and institutional development in the Village.	31%	40%	15%	9%	4%	424
10. People should be able to do whatever they want with land they own in the Village.	9%	8%	9%	41%	33%	426

## PART E: RESIDENT PROFILE AND COMMENTS (Nonresident business operators, skip to question No. 6)

- Where do your main household income earners work? **(Check only primary or substantial employment locations)**  
 9% At home  
 4% Elsewhere in the Village  
 53% Other locations in Waukesha County  
 28% Locations outside Waukesha County  
 5% Numerous locations on the road  
451
- What is the occupation of your main household income earners? **(Check substantial employment categories only)**  
 44% Professional/Admin.                      4% Clerical/Office  
 16% Skilled Trade/Craft                      4% Services  
 9% Sales                      10% Education/Government  
 2% Factory/11%                      Retired  
 1% General Labor                      0% Not employed  
486
- What is your age group? **(Check only one)**  
 0% Less than 25 years                      57% 40-59 years  
 25% 25-39 years                      17% 60 or more years  
408
- How long have you lived in the Village? **(Check only one)**  
 22% Less than 5 years                      31% 10 to 19 years  
 20% 5 to 9 years                      27% 20 or more years  
410
- Do you feel your responses in this survey are consistent with other adults who may be part of your household?  
 87% Yes                      0% No  
 5% Unsure                      8% Single person household  
407
- Any other comments? (Insert sheets as needed) \_\_\_\_\_  
176 Surveys with comments  
41% of total respondents

# Village of Wales Comprehensive Development Plan

Following is the community survey form that was mailed, with collective data entered. The portion of respondents actually selecting the optional choices at each question is generally the basis for calculating percentages, in addition to revealed preferences which exclude "No Opinion". Where multiple options could be selected, the total respondents available to make choices governed the calculations.

## Appendix A-4 VILLAGE OF WALES COMMUNITY SURVEY ANALYZED PERCENT RESULTS

Dear Village of Wales Residents and Business Operators,

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

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**For your responses to be used in the planning process, please return this form by May 27, 2000.**

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

Jeffery Flaws, Village President

**RESPONDENT STATUS:** Are you completing this survey as a... **(check only one)**  
92% Resident of the Village 4% Business operator in the Village 3% Both 1% Neither *Sum of responses = 413 (of 434 total returns)*

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

### PART A: QUALITY OF LIFE

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

- |     |  |     |   |
|-----|--|-----|---|
| 2%  | Born/raised in the Village                 | 2%  | Welsh heritage                                      |
| 21% | Proximity to employment                    | 20% | Affordability                                       |
| 51% | Safe/secure community                      | 42% | Quality of schools                                  |
| 50% | Found a suitable residence                 | 14% | Friendly people                                     |
| 22% | Parks and natural areas                    | 45% | Small-village atmosphere                            |
| 38% | Proximity to Waukesha Milwaukee metro area | 3%  | Don't live in the Village (local business operator) |

434 (Total respondents available to choose items for %)

2. What has happened to the quality of life in the Village over the past 5 to 10 years? **(Check only one)**

- |     |                   |     |  |
|-----|-------------------|-----|--|
| 26% | Improved          | *   | No opinion (Omitted for %)   |
| 23% | Declined          | 17% | Have lived or operated a business in the Village less than 5 years |
| 34% | Remained the same |     |  |

390

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

- |     |                                  |     |  |
|-----|----------------------------------|-----|--|
| 24% | Fire and police protection       | 5%  | Condition of roads                                   |
| 7%  | Community events/activities      | 14% | Manageable traffic                                   |
| 76% | Tranquil residential areas       | 14% | Amount of development occurring (pace is right)      |
| 42% | Parks and open spaces            |     |  |
| 21% | Private wells and septic systems | 32% | Availability of shopping/retail services appropriate |

434 (Total respondents available to choose items for %)

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

- |     |   |     |   |
|-----|---|-----|---|
| 6%  | Fire and police protection              | 23% | Condition of roads                                    |
| 8%  | Community events/activities             | 83% | Increasing traffic                                    |
| 1%  | Isolation of residences                 | 44% | Amount of development occurring (too much)            |
| 4%  | Parks and open spaces                   |     |   |
| 13% | Lack of public water and sewer services | 7%  | Availability of shopping/retail services (inadequate) |

434 (Total respondents available to choose items for %)

### PART B: VILLAGE GROWTH

1. From 1990 to 1999 the Village's population grew from 2,478 residents to an estimated 2,708 residents, or about 9 percent. The population of the Village should increase at what rate through the year 2020? **(Check only one)**

- |     |                      |     |                      |
|-----|----------------------|-----|----------------------|
| 39% | Present rate         | 30% | Slightly slower rate |
| 3%  | Slightly faster rate | 17% | Much slower rate     |
| 1%  | Much faster rate     | 10% | No growth            |

406

2. From 1990 to 1999, total housing units in the Village increased from 736 units to about 850 units, or about 15 percent. Housing units in the Village should increase at what rate through the year 2020? **(Check only one)**

- |     |                      |     |                      |
|-----|----------------------|-----|----------------------|
| 25% | Present rate         | 35% | Slightly slower rate |
| 3%  | Slightly faster rate | 25% | Much slower rate     |
| 1%  | Much faster rate     | 1%  | No growth            |

407

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

- |     |              |     |                      |
|-----|--------------|-----|----------------------|
| 39% | Present size | 48% | Somewhat larger      |
| 1%  | Much larger  | 12% | Wish it were smaller |

407

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

- |     |   |
|-----|---|
| 37% | A small village that should stay that way   |
| 46% | A community that should add a few quality of life services and recreation/entertainment, which probably means some growth |
| 13% | An expanding "bedroom" community of primarily residences, whose occupants mostly work and obtain services elsewhere       |
| 5%  | A bustling business center adding local jobs and serving the greater Wales-Genesee area                                   |

\* No opinion (Omitted for calculating percentages and analysis)

460

# Village of Wales Comprehensive Development Plan

## PART C: GENERAL LAND USE OPTIONS FOR WALES

Please place an "x" in the box after each statement which best represents your opinion about the Village and its potential growth.

STATEMENT					
<b>For statements 1, 2, and 3: The Village's housing mix presently consists of about 86% detached single-family units, 6% two-family units, and 8% multi-family units.</b>	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	SUM OF THOSE GIVING AN OPINION*
1. The development of <b>single-family housing units</b> should be encouraged in the Village.	36%	43%	14%	7%	375
2. The development of <b>two-family housing units</b> should be encouraged in the Village.	2%	16%	46%	37%	361
3. The development of <b>multi-family housing units</b> should be encouraged in the Village.	1%	5%	36%	58%	399
4. The development of <b>elderly housing</b> should be encouraged in the Village.	13%	49%	24%	14%	270
5. The development of small single-family housing units affordable to moderate-income families should be encouraged in the Village.	9%	31%	38%	22%	340
6. The Village should encourage residential development that preserves open space, sometimes called conservation or cluster subdivisions.	39%	46%	9%	6%	374
7. The Village should encourage the development of office-type businesses.	4%	28%	36%	31%	334
8. The Village should encourage industrial development. (Presently no public sewer or water services exist.)	3%	8%	42%	47%	383
9. The Village should encourage commercial (retail and service-oriented) development.	4%	35%	31%	30%	349
10. Commercial land uses should be concentrated, such as at the intersection of Hwys. 83 and 18, rather than being spread out along the length of Village highways.	36%	52%	7%	4%	385
11. The Village should not encourage particular types of development, but allow free market forces to determine the pattern.	5%	17%	46%	31%	324
12. The Village should discourage further development.	19%	23%	48%	11%	342
13. Traffic circulation, intersection control, and highway access to lands in the Village should be managed for safety and reduced congestion.	53%	45%	1%	1%	410
14. The Village should provide more parks, playgrounds, and other recreational facilities.	17%	44%	34%	5%	304
15. Parks and recreational facilities in the Village would not be utilized well enough to warrant providing more.	11%	36%	40%	13%	319
16. The preservation of rural character and agricultural land uses surrounding the Village is important.	57%	40%	3%	0%	394
17. The protection of woodlands, wetlands, floodlands, and other open spaces in and around the Village is important.	67%	31%	1%	1%	411
18. Unless a productive use can be found for woodlands or other upland open spaces in and around the Village, they may as well be developed.	2%	6%	34%	58%	394
19. Comments on land use options: <i>See note on question E.E.</i>					

\*"Neutral/No Opinion" responses omitted for calculating percentages and analysis.

# Village of Wales Comprehensive Development Plan

## PART D: SPECIFIC DIRECTIONS AND POLICY OPTIONS

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

STATEMENT	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	SUM OF THOSE GIVING AN OPINION*
1. A design theme should be used to create a more identifiable and attractive historic center with, for example, the feel of a Welsh village along Main St. near the Village Hall and Glacial Drumlin Trailhead.	28%	54%	10%	8%	331
2. For its Main St. area historic center, the Village should encourage small professional offices or specialties such as antique stores, studios, trailside bike shop, bed & breakfast, or bakery, that would not need or generate high traffic.	31%	54%	9%	6%	379
3. The Village should not encourage additional small businesses to be located in the historic center.	11%	25%	51%	13%	309
4. To help unify the historic center and provide a sense of location from Hwy. 83, low decorative streetlights should extend along Main St. into the center/Village Hall area.	21%	54%	16%	8%	317
5. A few walkways should be provided on at least one side of busy streets connecting residential areas to activity centers such as schools, playfields, future community center, Glacial Drumlin Trail, and shopping areas.	30%	51%	11%	7%	379
6. A few bikeways should be provided that would link residential areas not only to key activity centers, but also to the Kettle Moraine State Forest, Lake Country Trail, and Lapham Peak and Nagawaukee Parks.	31%	52%	11%	6%	362
7. Walkways or bikeways around the Village would not be utilized well enough to warrant establishing them.	8%	13%	53%	27%	348
8. Greenspace requirements in the Village should be increased for all new multi-family, business, and institutional development.	39%	50%	8%	3%	324
9. Comprehensive landscape and architectural design standards should be established for all new multi-family, business, and institutional development in the Village.	37%	47%	11%	5%	359
10. People should be able to do whatever they want with land they own in the Village.	10%	9%	45%	36%	386

\*"Neutral/No Opinion" responses omitted for calculating percentages and analysis.

## PART E: RESIDENT PROFILE AND COMMENTS (Nonresident business operators, skip to question No. 6)

1. Where do your main household income earners work?

(Check only primary or substantial employment locations)

- 9% At home
  - 4% Elsewhere in the Village
  - 53% Other locations in Waukesha County
  - 28% Locations outside Waukesha County
  - 5% Numerous locations on the road
- 451

2. What is the occupation of your main household income earners? (Check substantial employment categories only)

- |                         |                          |
|-------------------------|--------------------------|
| 44% Professional/Admin. | 4% Clerical/Office       |
| 16% Skilled Trade/Craft | 4% Services              |
| 9% Sales                | 10% Education/Government |
| 2% Factory              | 11% Retired              |
| 1% General Labor        | 0% Not employed          |
- 486

3. What is your age group? (Check only one)

- |     |                    |     |                  |
|-----|--------------------|-----|------------------|
| 0%  | Less than 25 years | 57% | 40-59 years      |
| 25% | 25-39 years        | 17% | 60 or more years |
- 408

4. How long have you lived in the Village? (Check only one)

- |     |                   |     |                  |
|-----|-------------------|-----|------------------|
| 22% | Less than 5 years | 31% | 10 to 19 years   |
| 20% | 5 to 9 years      | 27% | 20 or more years |
- 410

5. Do you feel your responses in this survey are consistent with other adults who may be part of your household?

- |     |        |    |                         |
|-----|--------|----|-------------------------|
| 87% | Yes    | 0% | No                      |
| 5%  | Unsure | 8% | Single person household |
- 407

6. Any other comments? (Insert sheets as needed) \_\_\_\_\_

176 Surveys with comments  
4% of total respondents