

Richfield ²⁰²⁵

Comprehensive Planning **COMMUNITY OPINION SURVEY**

In cooperation with the Washington County University of Wisconsin-Extension Office, the Town is distributing this survey in order to obtain your thoughts and opinions about a variety of community-related topics that will shape the future of the Town of Richfield. Whether or not you've attended one or many of the Richfield 2025 meetings or workshops, your help with this survey is extremely important. Results of the survey will be tabulated and made available for everyone to see in the coming weeks. used by the Plan Commission and staff when preparing the Town's comprehensive plan in the coming months and available for you to review in the coming weeks. Thank you!

COMMUNITY VISION

1. From 1990 to 2003 Richfield's population grew from 8,993 to about 10,700 or 19% (Washington County as a whole grew 28%). What population and growth rate would you like to see the Town have over the next 13 years? (check one) N = 1827

29% 10,700 (no change)
50% 11,609 (8.5% - half the growth rate since 1990)
16% 12,733 (19% - same as the growth rate since 1990)
3% 14,766 (38% - double the growth rate since 1990)
3% Other _____

2. If you could control the future, which ONE phrase would you select to describe the Town of Richfield? N = 1821

46% Predominantly open space, agricultural area with small "villages" like Richfield and Hubertus
20% Mixed agricultural/residential area
16% Predominantly open space, residential area with small "villages" like Richfield and Hubertus
7% Predominantly residential "bedroom" community
9% Mixed residential/business area
2% Other _____

3. What do you like MOST about the Town of Richfield? (check one) N = 1754

26% Small-town atmosphere 12% Quietness 9% Location
42% Scenic appearance .03% Good community services 6% Low crime rate/safety
.03% Effective government 2% Low cost of living
2% Other (please specify) _____

4. Maintaining the natural beauty of the Town of Richfield is important. N = 1840

78% Strongly Agree 19% Agree 2% Neutral .05% Disagree .03% Strongly Disagree

5. Aesthetically pleasing development in the Town of Richfield is important. N = 1817

58% Strongly Agree 29% Agree 9% Neutral 2% Disagree 1% Strongly Disagree

6. The Town should adopt and enforce a property maintenance or "eye sore" ordinance (prohibiting outside storage of junk cars, old appliances, building materials, etc.). N = 1838

53% Strongly Agree 26% Agree 11% Neutral 7% Disagree 4% Strongly Disagree

HOUSING

7. In the Town of Richfield, 96% of the existing housing stock is categorized as “single-family detached.” What different types of housing, if any, should the Town allow or encourage to develop in the future?
(Tell us if you “agree” or “disagree” for each type of housing listed below)

Housing Types	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Housing for seniors N = 1716	13%	35%	30%	8%	14%
Condominiums N = 1054	6%	23%	25%	45%	1%
Affordable housing N = 1312	10%	26%	31%	23%	10%
Low-income, subsidized housing N=1740	1%	2%	3%	21%	73%
Two-family (duplexes) N = 1745	2%	10%	18%	20%	49%
Multi-family rentals N = 1792	1%	2%	6%	22%	68%

8. Which of the following development strategies, if any, should the Town consider using to control residential growth?
(Check all that apply) N = 1850
- 62% Limit the number of parcels and/or amount of land being zoned for residential development
 - 29% Create large minimum lot sizes (i.e., ten acres or more)
 - 61% Limit new subdivision approval contingent upon the existence of adequate capacity of public services and facilities
 - 43% Limit the number of residential building permits issued each year
 - 5% residential development should not be limited or constrained in any way

TRANSPORTATION

9. What position should the Town of Richfield take regarding the design of future state and county highway improvements such as STH 164 and CTH Q?

Lane configuration (check one) N=1771

- 42% Two lanes
- 31% Four lanes
- 27% Three lanes (with continuous center turn lane)

Enhancements (check all that apply) N = 1850

- 37% Bike/pedestrian lanes
- 12% Landscaped medians
- 38% Center left-turn lane
- 32% Traffic signals
- 31% Shoulder widening
- 58% Separate turn lanes at intersections
- 24% Lighting

10. Please rate the quality of the roads and highways in the Town of Richfield (check one column for each characteristic)

ROADWAY CHARACTERISTICS	MAJOR PROBLEM	MINOR PROBLEM	NOT SURE	NO PROBLEM
Amount of traffic N = 1786	14%	48%	7%	31%
Excessive speeds N = 1787	22%	38%	9%	31%
Condition of roadways N = 1768	4%	37%	9%	50%

(OPTIONAL) What and where is the “worst” existing road or highway problem in the Town?

Road Location: _____ Problem: _____

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

11. Have you personally noticed a change in the quality or quantity of the groundwater that supplies your well?
(Check all that apply) **N = 1795**

- 6% I'm considering special maintenance and/or chemical treatments for my well
- 9% I've already had special maintenance and/or chemical treatments for my well
- 1% I'm considering a deeper existing well
- 1% I've already had to drill my existing well deeper
- 1% I'm considering an entirely new well
- 1% I've already had to dig an entirely new well
- 79% No problems
- 5% Other _____

12. Since the groundwater used by Town of Richfield's businesses and residents originates from within the same general area, which of the following do you think are the biggest threats to local groundwater resources?
(Check no more than three) **N = 1850**

- 36% Lack of information and education about groundwater
- 21% Increased impervious surfaces (pavement, roofs, etc.) that prevent rainfall from soaking into the ground
- 60% Increased numbers of groundwater users in and around Richfield
- 37% Pesticides, fertilizers, waste oil, etc.
- 14% Weak or non-existent regulations
- 23% Poorly maintained septic systems
- 7% No threats
- 3% Other _____

13. How important to YOU is protection and preservation of the following environmental features in the Town?
(Check one column in each row)

FEATURE	VERY IMPORTANT	IMPORTANT	NEUTRAL	UNIMPORTANT	VERY UNIMPORTANT
Wetlands N = 1823	52%	31%	12%	3%	2%
Habitat for fish & wildlife N = 1822	54%	34%	9%	2%	1%
Ground water quality N = 1828	79%	17%	2%	.01%	1%
Scenic views & vistas N = 1822	59%	31%	7%	1%	1%
Woodlands N = 1820	59%	33%	6%	1%	1%
Preservation of farmland N = 1822	44%	33%	17%	4%	2%

14. The Town of Richfield should actively pursue the preservation of historic barns, buildings, and places within the Town (through ordinances, incentives, etc.). N = 1835

29% Strongly Agree 36% Agree 24% Neutral 8% Disagree 4% Strongly Disagree

15. I would pay additional taxes or a special fee to preserve prime farmland, critical open spaces, and scenic views in the Town of Richfield (through public purchases of land, easements, development rights, etc.) N = 1802

- 41% Yes, up to \$50 per year
- 16% Yes, up to \$150 per year
- 6% Yes, up to \$300 per year
- 37% Under no circumstances would I want to pay extra for this purpose

ECONOMIC DEVELOPMENT

16. Which of the following would you like to see develop or expand in the Town of Richfield? (check all that apply)

- 13% A new major retail area (grocery, fast-food, etc.) along STH 164
- 8% A new major retail area (grocery, fast-food, etc.) along CTH Q
- 29% Small tourist-oriented businesses (antique & gift shops, coffee shops, specialty retail, etc)
- 31% Small retail shops and stores primarily serving local residents
- 3% Superstores (Home Depot, Wal-Mart, OfficeMax, Menards, etc.)
- 6% Mixed-use developments (that include both residential dwellings and commercial buildings on same property)
- 17% Small home-based businesses
- 18% Manufacturing/Industries with less than 25 employees
- 17% Manufacturing/Industries with between 25 and 100 employees
- 5% Manufacturing/Industries with more than 100 employees
- 22% Professional/office/service firms
- 10% Fast-food restaurants
- 32% None of the above
- 5% Other _____

17. Where, if anywhere, should commercial, office, and/or manufacturing development be located within the Town?

(Check no more than two)

- 9% Scattered in small areas at multiple locations throughout the Town
- 29% Concentrated in larger “activity centers” at or near major highway intersections
- 8% Concentrated along major highway corridors (like Brookfield’s Bluemound Road)
- 15% Concentrated in the “villages” or “hamlets” of Richfield, Colgate, and Hubertus
- 25% In new business or industrial parks with municipal water and sewer
- 37% At current locations only
- 3% Other _____

COMMUNITY SERVICES AND FACILITIES

18. How satisfied are you with each of the following community services or facilities?

(Tell us if you are “satisfied” or “dissatisfied” for each listed below)

SERVICE/FACILITIES	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED
Police protection N = 1818	20%	59%	17%	3%	1%
Fire protection/emergency medical service	29%	55%	14%	1%	.001%
Waste disposal N = 1787	17%	49%	22%	9%	3%
Town recycling program N = 1792	12%	45%	30%	11%	3%
Recreational opportunities N = 1811	13%	50%	28%	8%	1%
Parks N = 1811	16%	54%	22%	7%	.01%
Cable television N = 1769	8%	34%	39%	13%	7%
Public transportation (county taxi) N = 1721	6%	20%	69%	4%	1%
Snow removal N = 1817	30%	57%	7%	4%	2%
Road signage & lighting N = 1810	16%	58%	14%	10%	1%
Town Hall government services N = 1806	13%	52%	29%	5%	2%
Road maintenance & striping N = 1819	16%	60%	16%	7%	2%

19. The Town of Richfield currently relies on a town constable and the Washington County Sheriff's Department to provide police protection. Should the Town consider increasing this level of protection?

- 20% Yes, contract for more service with the County Sheriff's Department
- 4% Yes, contract with an existing police department in a neighboring community
- 8% Yes, create a Town of Richfield police department
- 62% No, don't increase level of protection
- 6% Other _____

20. What new or additional recreational facilities would you like to see available to Town of Richfield residents? (Tell us what you think for each facility)

FACILITY	YES — IN THE TOWN AND PRIMARILY FOR TOWN RESIDENTS	YES — BUT SHARE COSTS AND USE WITH NEARBY COMMUNITY	NOT NEEDED
Tennis courts N = 1587	14%	13%	73%
Basketball courts N = 1585	17%	15%	68%
Soccer fields N = 1580	16%	18%	66%
Baseball / softball fields N = 1631	17%	20%	60%
Volleyball courts N = 1563	14%	15%	71%
Picnic areas/scenic areas N = 1648	37%	24%	39%
Sledding hill N = 1626	27%	20%	53%
Band shell N = 1593	8%	13%	79%
Skate park N = 1595	10%	15%	75%
Dog park N = 1592	11%	11%	78%
Swimming pool N = 1639	15%	19%	66%
Children's playground N = 1571	28%	18%	54%
Motorized trails (snowmobile, ATV)N=1601	9%	18%	73%
Non-motorized trails (hiking, biking)N=1634	30%	33%	37%
Horse riding trails N = 1586	10%	20%	69%
Boat launch/fishing pier N = 1600	22%	20%	57%
Community Center N = 1616	21%	17%	62%
Library N = 1631	14%	23%	63%
Other _____			

21. Though the Town of Richfield currently provides and maintains park lands, the Town does not have a department or employee responsible for coordinating town-sponsored recreational activities. Should the Town create a new position (e.g., recreation director) responsible for organizing and running various recreational programs and activities for local residents of all ages? N = 1823

- 7% Strongly Agree
- 18% Agree
- 30% Neutral
- 22% Disagree
- 23% Strongly Disagree

22. The Town of Richfield currently collects a “park acquisition fee” (\$600 per lot) from developers whenever residential land is developed. This money is put into a separate account for the purchase of land for future parks. By law, the Town can also establish and collect development “impact fees” from developers to offset the cost for other facilities and services (e.g. fire protection, road improvements, government buildings, etc.) that are needed as a result of new development. Should the Town establish and collect “impact fees”? N = 1814

76% Yes 9% No 15% Not sure

23. How do you feel about the future of public schools in the Town of Richfield? N = 1668

(Check one)

9% I would like to see the current number of school districts (five) in the Town reduced
26% I would like to see the Town of Richfield have its own, single school district
72% I am reasonably satisfied with the current situation

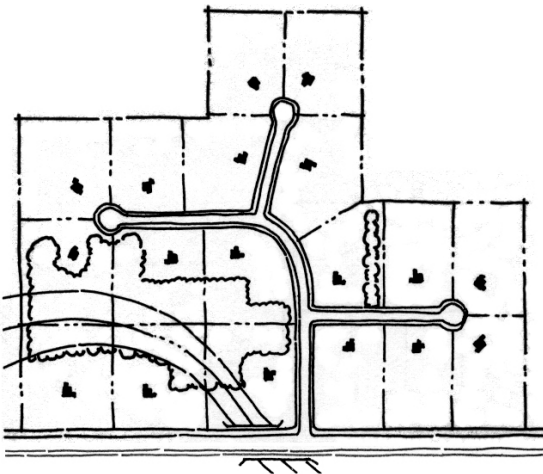
LAND USE

24. What characteristics should future residential subdivisions have in the Town of Richfield ?

(Check one) N = 1797

9% Traditional subdivision with full-size lots and no open space (see Figure A below)
16% Open Space Conservation subdivision with clustered lots and 40+ % open space preserved (see Figure B below)
12% Mostly traditional subdivisions but with some open space conservation subdivisions
37% Mostly open space conservation subdivisions but with some traditional subdivisions
23% No subdivisions; only scattered estate-size lots (5-10 acres or larger)
2% Other _____

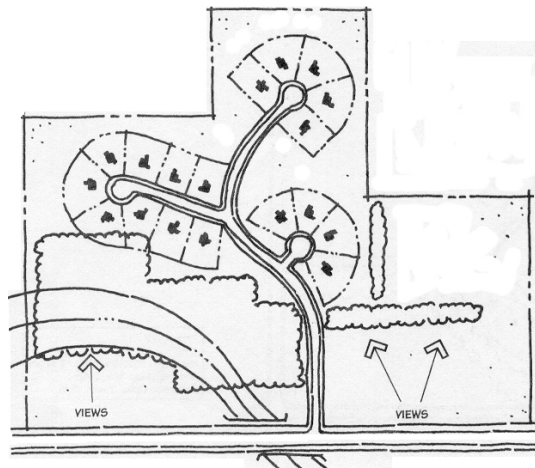
FIGURE “A”



Traditional Subdivision

(EXAMPLE: 18 full-size lots, NO open space)

FIGURE “B”



Open Space Conservation Subdivision

(EXAMPLE: 18 “clustered” lots, 40+ % open space)

25. What minimum lot sizes and maximum densities should future residential subdivisions have in the Town?

(Check one) N = 1806

29% The current 1.25 acre minimum lot size and a 3-acre density (i.e. no more than one lot for every 3 acres of land)
23% 3 acre minimum lot size (larger lots) and a 3-acre density
10% 10 acre minimum lot size (larger lots) and a 10-acre density
34% A combination of the above depending on land suitability and geographic location in the Town
4% Other _____

INTERGOVERNMENTAL COOPERATION

26. To maintain The Town's current boundaries and prevent the annexation of town land by adjoining municipalities without the Town of Richfield's consent, which of the following strategies should the Town pursue? (Check one)
N = 1762

- 29% The Town should try to incorporate as a city or village, which would prevent any future annexations
- 17% The Town should negotiate cooperative boundary agreements, which would still allow annexations but only those specified in the agreements
- 5% The Town should challenge annexations in court to discourage future petitions and annexations
- 5% The Town should "buffer" itself by purchasing land and/or the development rights of properties along its borders
- 5% If local property owners want to petition for annexation, the Town should let them do so without legal challenges
- 38% Not sure
- 1% Other _____

STATISTICAL INFORMATION

The following questions are intended for statistical purposes only. All responses will remain confidential.

27. Please specify the number of school-age children in your household:

- ___ Pre-school
- ___ Kindergarten to 12th grade

28. What is your age? **N = 1807**

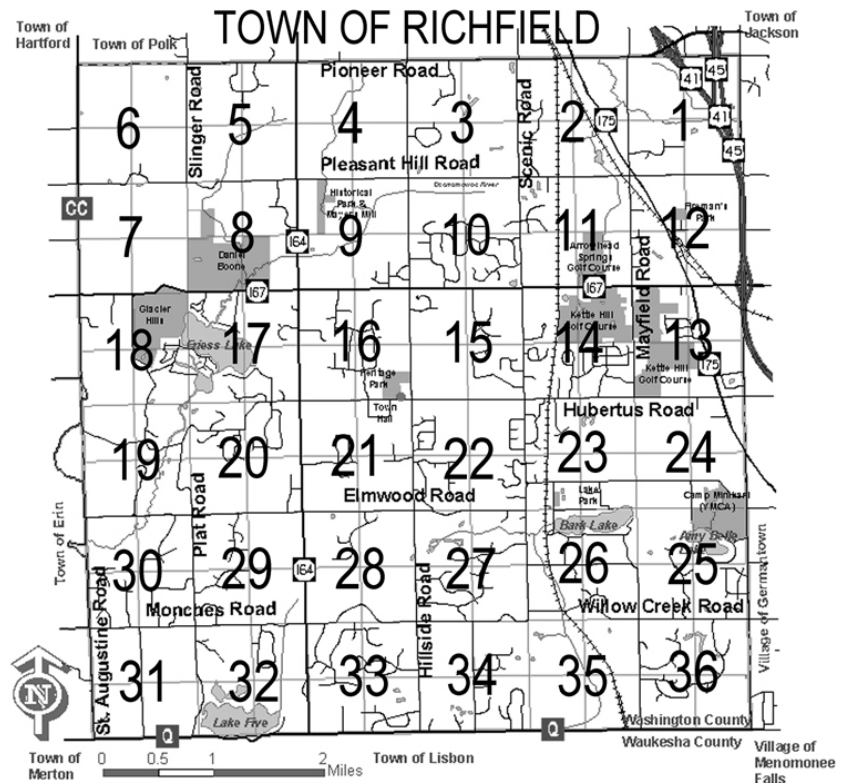
- 0 Under 18
- 0 18-24
- 7% 25-34
- 24% 35-44
- 30% 45-54
- 22% 55-64
- 12% 65-74
- 5% 75 or older

29. How many years have you lived in the Town of Richfield?

- 18.9 years-average
- 39 I own property but don't live in the Town

30. Do you have access to email or the Internet? (Check all that apply) **N = 1850**

- 17% No e-mail or internet access
- 44% Yes, at work
- 75% Yes, at home



31. Referring to the map above, please identify the section number where you live and/or own property.

Section Number _____

The Richfield Town Board and UW-Extension Staff
thank you for your cooperation and participation.

PLEASE RETURN ON OR BEFORE

MAY 20, 2004

RETURN OPTIONS:

HAND DELIVER

Drop off at the Town Hall during normal business hours, 7:30 am to 4:00 pm, or, use
the 24-hour Drop-Box located at the front door.

MAIL POSTAGE PAID

Fold your survey in half, put it in the return envelop provided and mail.
No postage required!

Additional copies of this survey are available at the Town Hall, 4128 Hubertus Road.
Please contact Pam Spranger, Town Clerk at: (262) 628-2260, or, Clerk@Town-Richfield.com.

Results will be available on the Town's website and at the Town Hall in early June.
Stop by and check it out!

Please take a few minutes to complete and return this questionnaire in the envelop provided.
Whether or not you or other members of your family plan to participate in all, some, or none of
the other community planning activities being held in 2004, by completing this questionnaire,
you will provide an invaluable contribution to the Richfield 2025 planning project and your
community. Thank you for your assistance and participation.

COMMUNITY OPINION SURVEY

Comprehensive Plan

Richfield
2025