



THE TOWN OF CROSS PLAINS COMPREHENSIVE PLAN

2024 UPDATE

TOWN COMPREHENSIVE PLAN UPDATE PROCESS

DANE COUNTY PLANNING DIVISION

Provided as a free service to towns under Dane County zoning

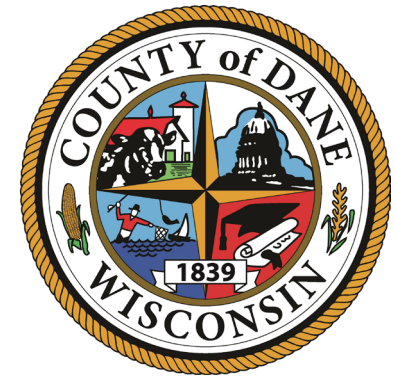
Provide standardized template for clarity and accessibility

Designed to meet statutory minimum standards in an easy-to-read format

Includes frequently updated, authoritative statistical background data

Flexibility to meet individual town needs

Best practices for a variety of policies, such as TDR, conservation design, solar power, rural housing, natural resource protection



DANE COUNTY
PLANNING & DEVELOPMENT

THE UPDATED PLAN

SAMPLE PAGE

Town of Cross Plains Comprehensive Plan AS ADOPTED BY TOWN BOARD
 Chapter 1: Issues & Opportunities April 11, 2024

continue at its present level, and provide employment within the town.

Table 1-C: Occupation
 Source: U.S. Census Bureau, 2020 Census

Employment by Industry
 2016-2020 5-Year Estimate

Industry	Cross Plains Town, Dane County	Dane County	Wisconsin
Educational services, health care, and social assistance	25%	28%	22%
Construction	12%	8%	5%
Retail trade	10%	12%	8%
Professional, scientific, management, administrative, and waste management services	10%	12%	8%
Arts, entertainment, recreation, accommodation and food services	8%	10%	6%
All other categories	30%	32%	38%

Data source: 2016-2020 American Community Survey 5-Year Estimates - DP03

II. Key Planning Issues and Overall Goals

Public Participation Process

At the very beginning of the planning process, the town adopted a public participation plan (see Appendix A). This plan included development of a plan steering committee, and various methods of ensuring participation, including a newsletter, website, community survey, an open house and a public hearing.

The survey generated useful input into the comprehensive planning effort. Surveys were distributed to 1,000 residents, and 575 responded, a 58% return rate. Residents were asked if they agreed with the overall goals identified in the 1981 Town of Cross Plains Land Use Plan. Results indicated strong majorities supported the original goals. Detailed results included:

- 84% agreed or strongly agreed that the town should seek to "Preserve the productive farmlands in the town for continued agricultural use."
- 86% agreed or strongly agreed that the town should seek to "Protect farms from

Chapter 1, Page 9

SAMPLE PAGE

Town of Cross Plains Comprehensive Plan AS ADOPTED BY TOWN BOARD
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Educational Attainment (for Population 25 Years and Over)
 2016-2020 5-Year Estimate

Attainment Level	Cross Plains Town	Dane County	Wisconsin
Bachelor's degree and above	17.9%	22.4%	30.8%
Some college or Associate's degree	24.7%	26.5%	31.5%
High school graduate	24.6%	17.3%	30.3%
Less than high school	2.8%	3.8%	7.4%

Data source: 2016-2020 American Community Survey 5-Year Estimates - S1501
 Image produced by Geofacts.wisc.edu, a product of "i2i" the Applied Population Lab

Income

Household income levels in the Town of Cross Plains are similar to other comparable towns in Dane County. The Town of Cross Plains' median household annual income in 2020 was \$116,936, substantially above the Dane County median of \$101,806, but comparable to neighboring towns. According to the U.S. Census data, 23 individuals or 1.7% of Town of Cross Plains' total population were living below the poverty level.

Table 1-C: Median Household Income, 2020

Municipality	Median Household Income
Town of Cross Plains	\$116,936
Town of Middleton	\$160,948
Town of Springdale	\$123,889
Town of Vermont	\$120,227
Town of Berry	\$101,830
Village of Cross Plains	\$106,500
Dane County	\$101,806

Source: APL: 2016-2020 American Community Survey 5-Year Estimates - DP03

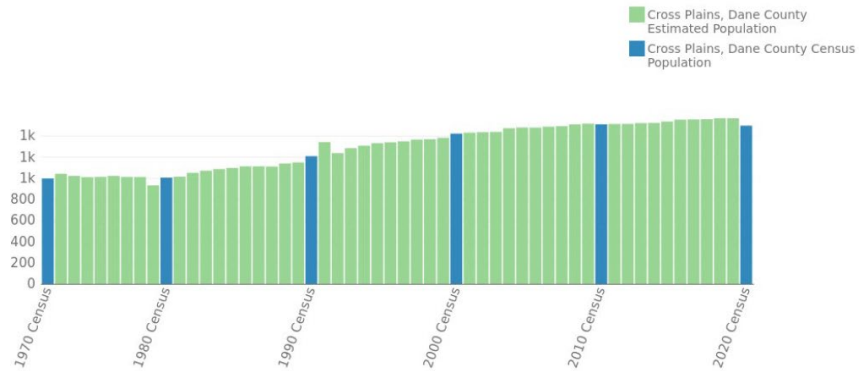
Chapter 1, Page 6

EXAMPLES

Chart 1-1: Population Growth

Population Estimates over Time

1970-2020



Data source: Wisconsin Population and Housing Estimates

Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

Table 1-A: 2013 Population Projections for Surrounding Communities

Municipality	2020 Census	2025	2030	2035	2040
Town of Cross Plains	1,494	1,630	1,670	1,695	1,710
Town of Middleton	6,792	7,180	7,635	8,000	8,330
Town of Springdale	2,056	2,205	2,315	2,400	2,470
Town of Berry	1,168	1,185	1,200	1,205	1,205
Town of Vermont	871	835	840	840	830
Village of Cross Plains	4,104	3,965	4,125	4,230	4,320

Source: Wisconsin Department of Administration

LAND USE POLICY CHANGES

- New policies to allow conservation subdivisions that meet specific criteria
- Minimum lot size in Farmland Preservation Area reduced from 2 acres to 1 acre.
- New policies for Renewable Energy Facilities
- Transfer of Development Rights policies clarified
- Data, trends and inventories updated to most current information
- References to county zoning updated to reflect new zoning code.