

TOWN SURVEY

June 2006

Town of Holland
W7937 County Road MH
Holmen, WI 54636

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The Town Survey was mailed to 1079 households on January 29, 2006.
The last returned survey was received on March 28, 2006.
Of those mailed, 406 were returned.

1079 = households
406 = surveys returned
37.6% return rate

To see detailed survey responses, a master copy is available in the Town Clerk's office.

***Due to rounding, some totals may not equal 100%.**

Town Survey Evaluation

The Town of Holland assembled questions about a variety of topics that exist within the community including housing, transportation, and land use. These questions were then incorporated into a Town Survey for two reasons: 1) to facilitate a community discussion about long-term issues related to these topics; and 2) to collect community sentiment concerning these topics. The survey was performed as part of the Town of Holland Comprehensive Plan. Results of the survey will be incorporated into the Plan, and used to help generate goals and objectives for future policy development.

The Town Survey was mailed to 1,079 households on January 29, 2006. Surveys were accepted until March 28, 2006. During this time, 406 surveys were returned for a 37.6% return rate.

The remainder of this evaluation will discuss the primary findings of the survey. It is important to note, however, that percentages listed were determined by calculating individual responses for each question. This means that the survey population (n) for each question may vary throughout the analysis as some respondents didn't answer all of the questions within the survey. Analyses for the Town Survey are presented below after the question for which they were provided, and by topic.

Quality of Life

What are the 3 most important reasons for you and your family to live in the Town?

Respondents listed "rural atmosphere" (18.7%) as their primary reason for residence within Holland. The second highest response was "like the property / site" (18%), and the third highest response was "natural beauty" (8.2%). All of these responses seem interrelated, specifically, they identify perceived qualities of the environment as the most desirable attributes for town living.

Public Services

How do you rate the following public services and facilities?

All of the public services listed ranked a response of "satisfied" (schools, police, fire, etc.). This would indicate that residents are happy, or at least not unhappy, with the current provision of services provided at both the town, and county level. The only topic to rank "very dissatisfied" was an open-ended "Others" category that was not tabulated. Still, only 12 respondents selected this ranking, and while cause for some concern, should not be perceived as a major public shortfall on a local, or regional scale.

Transportation

For the following questions please provide your opinions. Your choices are Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO).

Respondents were asked about the quality and importance of current and future transportation options within the township. The greatest percentage of respondents selected "Agree" to each of the sub-questions. Namely, they agree that the current road network meets local needs (70%), the current condition of Town roads is adequate (72%), biking and walking are important modes of transportation in the Town (47.2%), and there should be expanded transportation services for the elderly (40.6%). The lowest ranking response for "Agree" was the last sub-question about elderly transportation, it also rated the highest "No Opinion" ranking (28.6%). These responses indicate an acceptable level of local road maintenance has been achieved, and there may be a need for increased multi-modal transportation in the future (bike, pedestrian, transit).

Please identify dangerous intersections in the Town and explain why each is dangerous.

There were 35 locations identified as dangerous for this question. The intersection of "MH & Briggs" received the most responses (32/121). The second most common response was "53 & Sylvester" (10/121). The third most common location was the "35/53 interchange/overpass" (7/121). There were a number of responses that numbered less than seven, with many "1's" and "2's". The clear indication is that the "MH & Briggs" location presents the most problems for individuals who responded to the question.

Would you support the inception or expansion of the following transportation opportunities? (check all that apply)

Trail development for snowmobiles, hiking, biking, and ATV use, along with rail, air, and shared-ride options were all listed for selection. The clear favorites were “Hiking Trails” (28.3%), and “Biking Routes” (28%). The next highest percentage of response was for expansion of “Town/County Roads” with 12.7%. Clearly, there is a call for increased recreation/transportation facilities for dedicated hiking or biking travel.

Land Development

How would you rate current efforts by the Town to regulate and guide development – how much development occurs, where it is built, and the types of development (residential, commercial, industrial)?

The highest percentage of respondents (31.6%) replied there was “about the right amount of planning and regulations directing development”. There were relatively equal percentages of respondents who either felt there was “not enough planning” (26.5%), or who had “no opinion” (27.5%). Only 13.9 percent of respondents felt there was “too much planning, regulations” within the Town. The responses seem to indicate the realization that at least some level of planning and regulation is important for the development of land.

How would you describe how fast development is occurring in the Town?

A majority of respondents (53%) indicated the rate of development in the Town was “Too fast”. Another 39.1 percent of respondents feel the rater of growth is occurring “About right”. Only 2.3 percent of respondents think development is occurring “Too slowly”. These results seem to indicate many residents of Holland would be interested in exploring methods to slow the rate of land development.

Which of these statements best describes how you want the Town to look 20 years from now?

161 (39.5%) respondents selected “As it looks now, but with some more business & residential”. An additional 23 percent selected “As it looks now”. This would seem to indicate most residents would like to see the Town maintained, though it is unclear if they are referring specifically to the density of uses, or the ratio of differing land uses, though there seems to be a demand for increased business activity.

The statements that follow suggest choices about future directions for growth and development in the Town. Please let us know if you agree, disagree, or have no opinion on each statement by placing a check in the appropriate box next to the statement.

Most respondents agreed that the town should be mostly rural, it should promote preservation of farmland, new development should occur near existing development, natural resources should be protected, intergovernmental cooperation is important, and agricultural business should be promoted. Most also feel small family non-farm businesses should be allowed in Holland, historic homesteads should be preserved, signage ordinances should be adopted, there should be programs that purchase natural areas, and the Town should work on projects to improve water quality.

Most respondents disagreed with reducing regulations so that homeowners can more easily develop land. They also did not feel traffic is a problem in the Town. There seemed to be an approximately similar amount of residents who either favored (43.7%), or opposed (41.5%) industrial development, and those who felt land use conflicts between agricultural and residential areas was a problem (33/29/37, Agree/Disagree/No Opinion).

Economic Development

Which types of new businesses would you like to see developed in the Town in the future?

A variety of options were listed for this question. Overwhelmingly, there seems to be a call for increased commercial development within the Town. Uses including “Retail Sales”, “Restaurants/Taverns/Bar”, “Tourism Related...”, and “Lodging” all received “Yes” responses of over 50 percent. The highest percentage of response was for “Quarrying/Sand & Gravel pit operations” where over 63 percent of respondents selected “No”.

Housing

Housing is an important part of how a community grows. We would like your opinion about the development of housing in our community. For the following questions your choices are: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), No Opinion (NO).

The highest percentage of respondents agreed, or strongly agreed, with the following statements or housing types: “your local jurisdiction should focus on maintaining existing housing quality”; “single-family housing is needed”; “affordable housing is needed”; “elderly (senior) housing is needed”; “starter (first time) homes are needed in the Town”. A majority of respondents either disagreed, or strongly disagreed, with the following statements: “duplexes (2 units) are needed”; “apartments (3 or more) needed”. These statements indicate residents of Holland are more favorable to single-family housing as the preferred residential building choice, although they also realize there needs to be some affordable housing available for first-time homebuyers or senior citizens.

Which of the following options best describes your ideas of where new housing should be located in the Town?

Respondents were asked to rank desirable housing locations on a scale from “1” to “5”, where “1” is the most desirable location, and “5” the least desirable. The majority (64.9%) of respondents ranked “In and near the developed areas” as their first choice for new housing locations. The second-ranked selection (44.8%) was “In and near existing, rural concentrations of homes”. “Scattered on large lots (35+ acres)...”, and “Directed to newly proposed rural subdivisions (4 or more lots)” were both ranked least desirable by the highest percentage of residents. Responses seem to indicate the desire for development to occur in established residential areas.

Would you prefer housing build in a traditional layout of one house per 35 acres, or a “cluster design” of houses?

There was a pretty even distribution between those who preferred 1 unit/35 acre development (32%), those who thought clustering homes was a better idea (38%), and those who did not know or needed more information (29.2%).

If you believe the Town should retain its rural character, what steps do you think the Town should take to keep this rural character?

Respondents were asked to choose between a number of alternative methods of rural preservation, including purchase of development rights (PDR), encouraging large-lot zoning, encouraging cluster development, etc. The highest percentage of votes (18%) was for “Encourage large lot zoning”, followed by “Have Town purchase green space for preservation” (17.6%). “Encourage cluster development” received the next highest percentage of responses with 109 (15.3%). It would appear there is a desire to maintain the “open” characteristics of the rural environment present in Holland today. How to do that, however, seems a tougher match. As previous responses have shown, there is a relatively even split between those who feel large-lot zoning will preserve rural character, and those who feel clustering development and maintaining open spaces as part of that development is a better method.

Rural Preservation (PDR)

Do you support the Town’s purchase of development rights (PDR) from willing landowners for agricultural, preservation and/or recreation purposes?

The majority of respondents (55%) selected “yes”. Approximately similar percentages of response were tallied for respondents answering “No”, “Unsure”, or “Depends”. For those who thought it would “depend”, many were wondering about the specific costs of the program. The answers suggest there is interest, but that interest is tempered by the possibilities of high program implementation costs.

If you would support spending additional tax dollars for a PDR program, how much per \$1,000 of land value would you be willing to pay in additional taxes toward such a program?

As indicated in a separate question about support for a PDR program, most (55%) of the respondents supported this concept. As a follow up, when asked how much they would be willing to spend to support the PDR program, over 62% of respondents indicated they would be willing to contribute some monetary support. Contributions ranged from \$0.10 to over \$1.00 per \$1,000 of assessed value. The remainder of respondents to this spending question reported that they would prefer not to pay anything for the program, or \$0 (37.8%). Most successful PDR programs require \$0.50 to \$1.50 per \$1,000 assessed valuation for program administration and purchase funds.

Natural and Cultural Resources

Please indicate, in your opinion, about the importance of natural and cultural resource in your community. How important is it to protect the follow resources?

“Essential” was the selected level of importance for most resources listed. These include farmland, woodlands, wetlands, floodplains, hillsides, streams, wildlife habitat, scenic views, rural character, and air quality. Resources that recorded “Important” or “Very Important” rankings included historic sites, parks, and open space. No resources were selected as “Not Important” by a high percentage of respondents. Overall, it is apparent that residents value all natural or cultural resources present within the Town of the Holland.

Biggest Issues

In a word or two, what do you believe are the 2 biggest issues, in order of priority, facing the Town?

Respondents supplied a wide range of responses to this question including thoughts on rural character, the farming economy, land use control, schools, and population growth. However, there emerged two primary concerns: 1) too much “uncontrolled” development/growth outpacing infrastructure; and 2) high taxes/property taxes/tax base. Residents seem concerned about the future of the Town, especially as it concerns growth and increased costs of service provision.

TOWN SURVEY RESULTS

1. What are the 3 most important reasons for you/your family to live in the Town?

19%	Rural atmosphere
18%	Liked the site/property
8%	Natural beauty
8%	Near quality schools
7.5%	Liked the house
7%	Near family & friends
5%	Close to natural resources (bodies of water, bluffs, etc)
5%	Near job
5%	Quality residential areas
4%	Close to metropolitan area
4%	Cost of home
3.5%	Property tax level
3%	Nature-based recreation opportunities
2%	Farming opportunities
1%	Other (Born & raised here/Church/Rural but natural gas, cable/Near school already attending)
>1%	Community services

Total responses: 1090

2. How do you rate the following public services and facilities?

	<u>Very Satisfied & Satisfied</u>	<u>No Opinion</u>	<u>Very Dissatisfied Dissatisfied</u>	<u>#Responses</u>
Trash Collection	95%	3%	3%	400
Road Maintenance	89%	4%	7%	391
Snow Removal	84%	7%	8%	406
Police/Sheriff	76%	18%	6%	391
Schools	76%	18%	6%	402
Parks & Rec. Facilities	75%	17%	8%	397
Fire Protection	75%	27%	>1%	397
Town Government	64%	26%	10%	383
County Government	55%	31%	14%	372
Others (# responses):	4	4	19	27

3. For the following questions please provide your opinions.

	<u>Strongly Agree/ Agree</u>	<u>Strongly Disagree/ Disagree</u>	<u>No Opinion</u>	<u>Responses</u>
The overall road network (roads, highways) meets the needs of the citizens	91%	9%	1%	396
The condition of Town roads is adequate for intended uses.	90%	9%	2%	374
Biking and walking are important modes of transportation in the Town	68%	21%	10%	375
There should be expanded transportation services for the elderly.	56%	16%	29%	357

**4. Please Identify dangerous intersections in the Town and explain why each is dangerous:
(top 10 answers)**

<u># responses</u>	<u>problem</u>
32	MH & Briggs
10	53 & Sylvester
7	35/53 interchange/overpass (poor visibility, poor lighting, bad angle etc.)
6	XX & Old NA
5	XX & MH
5	MH & Sunrise & Bice
4	53 & Old 93
4	53 & Council Bay
4	35 & XX or Amsterdam Prairie Rd
4	XX & Holland Drive
4	V & TT

Total # responses: 126

**5. Would you support the inception or expansion of the following transportation opportunities?
(respondents could check more than one option)**

28%	Hiking Trails
28%	Biking Routes
13%	Town/County Roads
11%	ATV trails
8%	Snowmobile Trails
6%	Regional Rail Transp.
3%	Regional Airport
3%	Other (bus to/from La Crosse (5), Park & Ride, Taxi service, walkways, horse trails (2), river transportation, sidewalk to Co Rd XX, elementary schools, 11 boxes checked with nothing indicated)

Total # responses 771

6. How would you rate current efforts by the Town to regulate and guide development – how much development occurs, where it is built, and the types of development (residential, commercial, industrial)

32%	About the right amount of planning and regulations directing development
28%	Do not know/no opinion
27%	Not enough planning and regulations directing development
14%	Too much planning and too many regulations directing development
>1%	Other

Total # responses: 396

7. How would you describe how fast development is occurring in the Town?

53%	Too fast
30%	About right
6%	Do not know/no opinion
2%	Too slow

Total # responses: 389

8. Which types of new businesses would you like to see developed in the Town in the future.

	<u>Yes</u>	<u>No</u>	<u>Maybe</u>	<u># responses</u>
Retail Sales	60%	22%	18%	371
Health Services/Medical Facilities	56%	22%	22%	378
Restaurants/Taverns/Bars	55%	26%	19%	380
Tourism Related Commercial Develop.	52%	21%	28%	378
Lodging	52%	28%	20%	370
Arts & Entertainment	50%	22%	29	379
Businesses related to farming	47%	19%	34%	376
Professional Offices	44%	32%	24%	374
Manufacturing	43%	35%	22%	377
Grocery Stores	40%	38%	22%	376
Gas Stations	40%	37%	23%	369
Developments with mix residential/office/retail	37%	38%	25%	375
Industrial Parks	35%	41%	24%	374
Commercial services directed to attract travelers from major highways	29%	43%	28%	379
Warehousing	23%	47%	30%	365
Wholesale Trade	30%	36%	34%	360
Quarrying/Sand & Gravel pit operations	11%	64%	25%	355
Other	>1% (each)			30
(no bars/taverns but restaurants ok, better library, no trailer courts, no fast food joints, no home business, maybe RV park, services provided are adequate/no growth is ok, separation of business and residential/farm, no trucking, no heavy manufacturing, outdoor adventures, nature stores, nature foods, school indoor pool open to public, KFC, need to do what we can to get business to help with tax base, yes to churches, no apartments in industrial parks, discount retail store, bowling center & banquet bar, new business always good)				

9. Which of these statements best describes how you want the Town to look 20 years from now?

40%	As it looks now, but with some more business & residential*
23%	As it looks now
19%	Mostly residential and some more business
10%	It depends on how people want to develop their properties
5%	I don't know
2%	As it looks now, but with some more residential
1%	Other (regulate & limit sprawl, more modern, more thought out, I hope I'm not here 20 years from now, as it is now but with more business only)

Total responses: 406

* NOTE: A number of surveys had the word "residential" crossed off on this statement (a count was not taken of how many...rough guess would be 15-20 surveys).

10. Housing is an important part of how a community grows. We would like your opinion about the development of housing in your community.

	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion	# responses
Your local jurisdiction should focus on maintaining (up keep) existing housing quality	92%	4%	5%	380
Single family housing is needed	63%	26%	11%	382
Elderly (senior) housing is needed	63%	19%	18%	387
Affordable housing is needed	51%	35%	14%	373
Starter (first time) homes are needed	50%	32%	18%	379
Multiple family housing is needed	17%	66%	17%	383

11. Which of the following options below best describes your ideas of where new housing should be located in the Town? Please write “1” next to the most desirable location for new housing, “2” next to the second most desirable location, “3” next to the third most desirable location, “4” next to the fourth most desirable area, and “5” next to the least desirable location.

	1	2	3	4	5	# responses
In and near the developed areas	65%	17%	10%	4%	5%	345
In and near existing, rural concentrations of homes	14%	45%	24%	10%	7%	339
In clusters on small ‘rural’ lots (cluster being defined as 1 to 3 lots)	8%	15%	25%	32%	20%	338
Scattered on large lots (35 + acres) through-out the Town	14%	10%	12%	22%	42%	333
Directed to newly proposed rural subdivisions (4 or more lots)	8%	13%	23%	24%	32%	331

12. Would you prefer housing built in a traditional layout of one house per 35 acres (the house may be built anywhere on the property) or a “cluster design” of houses (houses are built on smaller lots and closer together but surrounded by permanent open space that may be used for farming, natural resource protection, etc.)? (Please check one option)

39% Cluster
 32% Traditional
 29% Do not know/need more information

Total responses 387

13. If you believe the Town should retain its rural character, what steps do you think the Town should take to keep this rural character?

- 19% Have Town purchase green space for preservation
- 18% Encourage large lot zoning
- 15% Encourage cluster development (a developer plots homes on smaller lots adjoining large tracts of land permanently protected as open space)
- 14% Development moratorium (no development or new land divisions for a certain amount of time)
- 10% Stop development
- 10% Don't know how this can be accomplished
- 7% Encourage purchase of development rights on farmland or natural resource lands by the private or non-profit entities
- 6% Encourage purchase of development rights on farmland or natural resource lands by the TOWN
- 3% Other comments: impact fee for schools, require min 15 acres beyond 1 mile metro, fill in what is developed, landowners should be able to subdivide however they want, limit residential/promote business, keep housing in areas that would not affect farming, let owners who've been here longer make the decision, zoning/land use plan, one house per 10 acres, have a plan, don't build industrial out nowhere aka Beaver Builders, money talks, you're going to do whatever the guy with money wants to, consider planned environmental communities, no new trailer parks, need more information, let people have their own choice, often you need 3-5 acres to rezone for residential (then owners build, later parcel off, this promotes irregular development with unsightly driveways), large lots = 35 acres

14. Do you support the Town's purchase of development rights (PDR) from willing landowners for agricultural, preservation and/or recreation purposes? This would allow the land to be used for farming, conservation, recreation and open space purposes, but not allow development for either residential or non-farm business purposes.

- 55% Yes
- 18% No
- 15% Unsure – need more information to answer
- 13% Depends On what?
(cost to taxpayers / residents, only if we as taxpayers are paying for it, location & quality of land, for use by all – like prairie, depends on how many acres, what is land used for: farms & recreation ok, storage warehouses NO, fair price, the business or proposal, if there is a need, not ATV, follow through commitment, town should have nothing to do with it, taxes are high and don't even have Holmen "residence" status, need to address cats running loose, for parks, no specifics (25 respondents)

Total responses: 406

15. If you would support spending additional tax dollars for a PDR program, how much per \$1,000 of land value would you be willing to pay in additional taxes toward such a program?

- 38% \$0
- 24% \$0.10
- 13% \$0.25
- 11% \$0.50
- 2% \$0.75
- 8% \$1.00
- 4% More than \$1.00

Total responses: 336

16. Please indicate, in your opinion, about the importance of natural and cultural resources in your community. How important is it to protect the following?

	<u>Essential</u>	<u>Very Important or Important</u>	<u>Not Important</u>	<u>No Opinion</u>	<u># responses</u>
Air Quality	55%	42%	2%	>1%	377
Scenic Views/Undeveloped Hills/Bluffs	51%	43%	4%	2%	381
Woodlands	50%	49%	1%	1%	388
Streams	48%	48%	1%	2%	386
Wildlife Habitat	48%	49%	2%	2%	386
Wetlands	43%	52%	4%	2%	395
Farmland	41%	53%	5%	>1%	383
Rural Character	38%	57%	4%	>1%	385
Hillsides/Steep Slopes	35%	53%	8%	5%	380
Floodplains	33%	52%	9%	6%	375
Open Space	29%	63%	6%	2%	381
Historic sites	28%	60%	7%	5%	378
Parks	27%	66%	6%	2%	393
Other (number of responses):	10	3	3	1	17

17. The following are several statements that suggest choices about future directions for growth and development in the Town. Please let us know if you agree, disagree, or have no opinion on each statement by placing a check in the appropriate box next to the statement.

	<u>Agree</u>	<u>Disagree</u>	<u>No Opinion</u>	<u># responses</u>
Natural resource protection should be a high priority for the Town	89%	4%	7%	376
The Town should participate in environmental improvement projects to maintain and improve water quality	84%	6%	10%	375
The scenic beauty and rural appearance of the Town should be preserved through sign and other appearance regulations	79%	11%	10%	384
The Town should be mostly rural	78%	15%	7%	378
It is important to coordinate the Town's future plans with surrounding towns, cities and villages	77%	13%	9%	380
Most new developments should occur adjacent to areas which area already mostly developed	76%	14%	9%	372
The Town should promote the preservation of farmland	73%	13%	14%	378
The Town should support programs that purchase open space lands, such as wetlands, floodplains, woodlands for preservation and reaction purposes	71%	16%	14%	376
The Town should adopt signage (billboard) regulations along roads and highways	70%	17%	12%	388
The Town should encourage the preservation of historic homesteads and other historic sites	69%	13%	19%	379
Small family non-farm businesses should be allowed din the rural areas	64%	18%	18%	379
Agricultural businesses should be promoted	59%	16%	25%	381
Development should mostly occur in cities and villages – not in the Town	55%	31%	14%	386
The Town should consider night lighting requirements to preserve the Town's 'night skies'	51%	20%	29%	378

	<u>Agree</u>	<u>Disagree</u>	<u>No Opinion</u>	<u># responses</u>
The Town should promote more tourism and recreation-oriented businesses	47%	27%	27%	381
Farmers/Landowners should be allowed to sell lots of less than 35 acres for housing development	45%	39%	17%	383
The Town should promote industrial development	44%	42%	15%	378
Housing subdivisions should be allowed in the rural areas of the Town.	36%	49%	15%	371
Any business development should be promoted	35%	49%	16%	358
Land use conflicts between agriculture and residential areas is a problem	33%	29%	37%	385
Housing affordability is a problem	25%	46%	29%	378
Regulations should be reduced so that landowners can more easily develop however they wish	22%	68%	10%	388
Traffic is a problem in the Town	12%	77%	11%	374

18. In a word or two, what do you believe are the 2 biggest issues, in order of priority, facing the Town? (Top 11 responses)

<u># responses</u>	<u>issue</u>
93	– too much (uncontrolled) development/growth outpacing infrastructure
70	– high taxes/property taxes/tax base
27	– need business/industrial/commerce
18	– development & use of ag land
14	– school tax/school costs
14	– annexation by Holmen/village coming too close/stop giving land to Village
13	– urban sprawl
13	– preserve natural beauty/bluffs
11	– water quality/contamination
8	– rural character
8	– losing too much farm land

Total responses: 368

TOWN SURVEY "COMMENTS" SUPPLEMENT

The following are additional comments made throughout the survey.

1. What are the 3 most important reasons for you/your family to live in the Town?

- Answered based on conditions now, but things were different decades ago when we moved here – might then have circled #7, 13 & 14 (jobs)

2. How do you rate the following public services and facilities?

- Thank you for taking the time to read this and for putting together such a complete and "informative" survey. I want to address the issue of trash collection: I think it is unfair for everyone to pay the same "flat-rate" for trash and recycling pick-up for two reasons. (1) some homes produce a very small amount of trash. Our home puts our trash can out for pick-up once every 3-4 weeks. Other homes/farms put out 1-3 trash cans (as well as other items that won't fit in trash cans) each week! I understand that farms and larger families will produce more trash, but why should those that generate such small amounts of trash have to pay more because of it? (2) The current "system" also does not encourage recycling. If people had to pay more based on the amount of trash they produced, they maybe would cut down on what they threw into the trash. My solution is to leave it to the homeowners to choose their own refuse hauler. (This would also stimulate more business for local trash haulers). The Town may keep one hauler for recycling, but to include plastics as well! Thanks again.

- #C (Schools), they need to reduce costs. Their portion of our property taxes is too high.

- As new to Town we received little to no information on public services/facilities. This is very dissatisfying.

- Other: recycling program.

3. For the following questions please provide your opinions (road work & transportation).

- Dissatisfied with Large Item Drop.

4. Please Identify dangerous intersections in the Town and explain why each is dangerous:

- New Hwy 35/53 all overpasses when salted, freeze immediately creating black ice. Every year since I've lived here I could 8-10 cars in ditches on my way to work. Need to windbreak to block wind from freezing the dew and salted roads.

- The intersection at V and TT. When you are coming up the hill on V, intending to make a left onto TT, it is difficult to see an oncoming car, if it is close, because it can be hidden by a slight rise on V, just past the intersection. A truck may not have the problem, but a lower car does.

- When roads were covered in gravel (seal coated) which has never been absorbed into the roads, the quality of the paved roads was reduced to a gravel trail.

- Not an intersection but would not mind seeing a warning sign or speed bumps near my driveway at N7004 Pine Lane. Our vehicles have nearly been struck several times by vehicles traveling southbound on Pine Lane while we were backing out of our driveway because of the hill. Also, dangerous hill area is Windmill & Garden. Need speed bumps.

- Road maintenance concerns center on the resurfacing project, where existing streets were coated I pea gravel and oiled. In some areas, the gravel never "stuck" cause danger for bikes and skaters.

- McHugh & Briggs intersection during early morning arrival of students and afternoon dismissal. We either need a stop light or someone to direct traffic. There have been too many accidents at this intersection! (theme repeated throughout survey responses)

- Amsterdam Prairie Road speed limit is very rarely followed. Need more monitoring or signs posted for new residential area.

- The hill on Bice Avenue going into Fieldstone Terrace is still very dangerous even with speed ramps. One speed ramp was broke within a month and was in the middle of the road causing additional hazards.

- Hwy XX and CTH NA, in larger trucks and equipment, tree makes it hard to see. Signs obstructing view when driving larger trucks.

- Bottom of the hill before Hunter Bridge, there's no lane for traffic to go around when someone is turning into the trailer court.

- When coming off the exit ramp facing North on to McHugh Road and turning left, there is a rise in the road (McHugh) traffic going west, that can't be seen until it is very close to traffic coming off that ramp.

- XX & MH, the hill was slightly altered which helped some but people cut the corner turning left onto MH. And it's fairly steep in bad weather.
- XX & Holland Drive, the hill is too steep for everyone to drive up when it's icy. There's no room to pull off on XX or Holland if you can't make it up. If you slide going down and can't stop at the bottom, you "pull in front of" cars on XX.
- Walking along MH no path at all. Highly walked especially at school times. Very dangerous for children.
- A Johnson Rd by T, anyone turning left onto A Johnson is in danger of getting rear-ended. Cars don't realize the turn and when they do they pass on the right in the gravel.
- The work crew likes to put gravel instead of quick patch by most intersections. Then it just gets spread all over and is dangerous to stop or ride bikes on.
- The road that runs parallel to McHugh that intersects with Sunrise Lane: I've encountered many drivers existing Bice and not seeing cars coming from east and turning right onto Sunrise.
- Intersection of TT and V: traffic from Sour Creek side of V is not visible to traffic turning left onto TT from Long Coulee side of V.
- Hwy 53 & Amsterdam Prairie Road/or Old 93: people do not slow to 55 speed limit as road narrows moving north. This makes it difficult and dangerous to turn left on these roads. Amsterdam Prairie Road is poorly monitored for speeding and often people are going over 35 MPH.
- Bice Avenue in from to fN7081 and N7090 is very dangerous. People drive too fast by here, the temporary speed bumps worked for a while, now they just go over them fast. Permanent speed bumps like the ones on PH in Onalaska need to be put in the slow people down before someone gets hurt.
- Sunrise Land corner of Park and Meadow Way. No one stops at the stop signs, speed daily exceeds 40 MPH. It's bull****. Kids can't even ride bike or walk by themselves.
- Old 93/53 intersection – when they did reconstruction here several years ago they should have made a turning lane.
- End of my driveway. Too many city folk moving to the country.
- Hwy 53 is busy at 4:30 when I got to get my mail.
- County V, the curve by Keppel Rd. Can't let kids (or won't myself) ride a bike into Holmen. Dangerous curve with no shoulder and a large ditch. Also, corner of V and Casberg Coulee when it snows. Always very icy and slick. Intersection of V and TT not so good.
- None. You corrected the only one I could think of by cutting down the trees at the intersection of Hanson Drive and Amsterdam Prairie Road.

5. Would you support the inception or expansion of the following transportation opportunities?

- bus/mass transit to LaCrosse.
- lighting and shoulder pavement on McHugh Rd for safe walking and biking.

6. How would you rate current efforts by the Town to regulate and guide development – how much development occurs, where it is built, and the types of development (residential, commercial, industrial)

- Nice lot sizes to ensure country atmosphere & space.
- What happened to the long range plan that was in place?
- Not enough planning, too many regulations.

7. How would you describe how fast development is occurring in the Town?

8. Which types of new businesses would you like to see developed in the Town in the future.

- Outdoor adventures, nature stores, natural foods, library, school indoor pool open to public.
- Bowling center/banquet/bar.
- Promote better land use planning such as you before you build, there are things to consider if you subdivide after (included a drawing)
- #C several responses indicated restaurants were ok but not taverns or bars.
- Note for A-H, yes in business area not residential or farmland.
- Other: services provided are adequate for area. No growth is ok.
- We need to do what we can to get businesses to help with a tax base to help everyone. That would keep farmland and residential more affordable.

9. Which of these statements best describes how you want the Town to look 20 years from now?

- I hope I'm not still here 20 years from now.
- I like the look of farm land around here.
- Please limit sprawl. Traffic congestion, energy losses. Regulate development to limit sprawl.

10. Housing is an important part of how a community grows. We would like your opinion about the development of housing in your community.

11. Which of the following options below best describes your ideas of where new housing should be located in the Town?

- Person should be able to build where and the amount of land they want (no you) [sic].

12. Would you prefer housing built in a traditional layout of one house per 35 acres (the house may be built anywhere on the property) or a "cluster design" of houses (houses are built on smaller lots and closer together but surrounded by permanent open space that may be used for farming, natural resource protection, etc.)? (Please check one option)

- We have more in clusters. Where do we have 35 acres per house left?
- How do you make open space permanent?

13. If you believe the Town should retain its rural character, what steps do you think the Town should take to keep this rural character?

- Please don't lock the farmers from their land.
- Have a plan. Don't just building "industrial" out in the middle of no where i.e. Beaver Builders. Industrial and single family should not be mixed.
- We moved in the rural and now I see all these beautiful country areas turning into so called clusters. I think it's a shame we won't have any country side left.
- Hard to see moratorium on farms where owner has put life savings into farm and needs development to receive what rest of towns people have. Example new house, car, savings, pension. Greens pace is nice, but so is standard of living.
- don't believe the Town has a rural character. There isn't any other place but here to expand. Take advantage of the increase tax base to create more.
- Most open land in the Town has been owned by the same people for years, they have kept the taxes paid, plus have probably purchased it from someone. This is their investment. They must be able to sell it.
- Land owners should be able to divide and sell/develop their land as they wish. Sounds like the Town is trying to take away the land owner's rights.
- Work with the people who have owned the land for years and what they want and not every body that just moved to town and think they can tell you want to do with your land.
- Require a minimum of 15 acres per house (not 35) outside of the metro area (beyond 1 mile from the city limits).
- Limit residential building and promote industrial business.
- Property rights – let owners decide.

14. Do you support the Town's purchase of development rights (PDR) from willing landowners for agricultural, preservation and/or recreation purposes? This would allow the land to be used for farming, conservation, recreation and open space purposes, but not allow development for either residential or non-farm business purposes.

- It would be great to have open space, recreational land, etc. but taxpayers can't afford it.
- "Depends" on if there is a need.
- "Depends" on price, fair market (not overpriced)
- How can the Town afford to buy and maintain without more expense to current owners? Farmers own their farmlands. If they can't afford it, does that mean they aren't business minded to keep it or sell it or are you asking us to support the farmland owners to keep their land when no one helps the homeowner to keep their property when our taxes keep increasing.
- When a landowner is not willing, how will he/she be persuaded to become willing? Too many times government forces them to become willing.
- Not ATV!!!
- "Depends" who is paying for this land purchases.
- "Depends" expense to taxpayers. (repeated various times)

- "Depends" for parks.
- "Depends" taxes are high right now and we don't even have Holmen "residence" status!
- Federal funds?
- Yes Big Time
- "Depends" on the word "willing"
- "Depends" on how much it will cost me. (repeated various times)
- "Depends" on purpose and cost.
- "Depends" I agreed with the sand marsh purchase.
- "Depends" only if land is not taken off the tax roll.
- "Depends" on location and quality of the land.

15. If you would support spending additional tax dollars for a PDR program, how much per \$1,000 of land value would you be willing to pay in additional taxes toward such a program?

- Development of new business and residential should provide enough to purchase PDR based on 50/50 set up.
- .50 maybe more, depending on plan.

16. Please indicate, in your opinion, about the importance of natural and cultural resources in your community. How important is it to protect the following?

- #1 (Parks): we're fine with what we have now.
- Other: control highway/road development. Control mining. Control communication towers and windmill power stations.
- Other: land owners rights.

17. The following are several statements that suggest choices about future directions for growth and development in the Town. Please let us know if you agree, disagree, or have no opinion on each statement by placing a check in the appropriate box next to the statement.

18. In a word or two, what do you believe are the 2 biggest issues, in order of priority, facing the Town? (see survey for top responses... below are additional, longer version responses)

- Follow the bi-laws set down when the Township was first developed.
- For myself I moved out here to escape rate race and enjoy space. Since moving here within two years there are houses popping up all over (I understand that you need tax base but it is disappointment.) Stop all the wealthy realtors from making money out of destroying beautiful areas. We can't bring these hills and valleys and farmland back.
- If you keep raising the road, then you should raise my yard, so we don't have to live with sitting water and mud when it rains.
- When I shovel my driveway and sidewalk, I don't like the snowplow filling it back in.
- Lack of sidewalk from Country Estates area to sidewalk at Briggs Road/McHugh Road.
- As our population increases we need to insure we have adequate police protection as well, and enough streets, lights, whatever needed for traffic control. Also enough staff, counselors, aides whatever to keep the schools safe as well as providing good education.
- To preserve land to be used for farming, conservation, open spaces and not allow the development of residential and non-farm businesses all over the land.
- Promote agriculture business. Stop city people from building in the country and then complaining about the farm smell. Where do they think their steaks and bacon come from?
- Side note: clean up village appearance when coming into Town from the South on Hwy 35. It's disgusting.
- Too much development too fast. If we must have development keep lots large enough to keep the rural quality of our Town of Holland without making lot prices too high to raise taxes of long time residents.
- Thank you for asking our opinions! Not like the Village of Holmen just doing what they want.
- The County ordinance on size of outbuildings is too restrictive regarding only using 20% of back yard and maximum height of 15'. The building should be large enough to put motor homes, trailers, vintage cars inside. Large enough so that nothing sits out such as snowmobiles, boats or other recreational vehicles.
- The Town should promote business of most types to create more job opportunities locally. Businesses pay school taxes and send no kids to schools.
- Annexation of homes, NO! I want my own well and septic! (repeated on various surveys)
- Traffic control in subdivisions. The County could make a small fortune writing speeding tickets in the Pines subdivision on Bice Ave alone.

- Population & loitering.
- A better approach to zoning regulations. It appears to be very haphazard. An area might have ½ acre lots and directly adjacent to it you may need 5 or more acres to build on. There is no reasoning to some of the zoning requirements.
- Being fair to the original land owners of the Town and their rights.
- Requiring teacher responsibility.
- The only negative I have is the developments that are so close to the highway. There should be cement walls and lots of trees for noise control.
- Preserving the rural beauty without government greediness.
- Are costly annexation battles worth the cost?
- Consider development on a case-by-case basis. Some land lots can be parceled without impacting farms.
- Plans for growth – dealing with increase population and maintaining controlled growth.
- Continued excellence in education.
- Obviously, land use is an issue. Must allow farmers leeway to some development to have same quality of life that those in town enjoy. Most farmers have no pension, savings, etc. to fall back on, just land. Other issue is businesses. Small family business seem to do okay with out disturbing much and keep larger employers and commercial in town.
- Small lots sold in rural areas (why move to the country and sit on a small lot next to dozen of other homes?)
- Development is quickly overtaking the schools enrollment projections and capabilities.
- Rapid growth, the ability of landowners to have any say in how they use their land. More flexibility for small home based businesses and less building restrictions as long as they are within reason; case-by-case.
- Lack of Board knowledge on rules and regulations.
- Tax base, need manufacturing.
- Not enough regulations for developers. They are not concerned about anything but money. There is no balance. Many of the questions cannot be answered by yes or no because of the need for specifics. This is a beautiful place to live – and it should stay that way. When the beauty is gone it becomes just another town.
- Stop liquid manure pig spray on windy days.
- Maintaining growth to keep lots larger and housing developments open. More green space. Preventing commercial business from entering and promoting local business and nature.
- Preserving the rural beauty which we have. It is priceless! We have to be careful in future development to try and preserve this treasure which, unfortunately, is vanishing in so many other areas. Thank you for allowing me the opportunity to voice my opinion.
- Allowing more than 2 dogs per household, like it used to be.
- Keeping the Town as beautiful as it is now.
- Too many homes being built. Look like cookie cutter village.
- Preserve and protect our rural scenic town and protect wildlife.
- Working with surrounding communities. Levels of some cooperation has been evident.
- Development pressures for residential housing, communication towers, wind energy towers, protection of natural resources.
- Continued growth in the town could lead to problems with roads; maintenance and repairs.
- To fund future needs, the lack of an industrial sector could cause the homeowners to increasing property taxes.
- By this survey, issues exist for some people who view the Town of Holland as an entity depending on governmental protectionism. Common sense, reviewing existing regulations should prevail and rule. Everyone has freedom to utilize their own purchased land for their own good, under current laws. Issues of how to “conform” to La Crosse County regulations exist. The Town needs to perhaps better prepare in order to maintain a voice.