

**Stoughton Area
Future Urban Development Area (*FUDA*)
Planning Study**

Appendix D

Stakeholder Interviews and Summary

Stoughton Area FUDA Interview Questions:

1. Name, background, organization
2. Describe your favorite place in the Stoughton Area?
3. What makes this area unique?
4. Why do you think people move to this area from elsewhere in Dane County?
5. What are community assets that currently exists? Should be preserved/enhanced?
6. Describe your vision of the future of the Stoughton area? Are there places it should emulate?
7. Where are areas that the community should grow, avoid?
8. Do you perceive certain types of development needed? Too much of one kind?
9. What are barriers to seeing your vision, maintaining the assets and growing how you think the communities should grow? What caused this and how do you think this should be addressed?
10. Are there other significant issues facing the Stoughton area currently or in the future? What needs to be changed? What caused this and how do you think this should be addressed?
11. How important are issues of farmland preservation, sustainability, environmental, etc.?
12. The community is aging. Should the community respond and how so?
13. Do you think it's important for people to be able to walk or bike to commercial areas, parks, schools or destinations?
14. WI DOT is studying Hwy 51 for a potential expansion and/or bypass around downtown Stoughton? What are your thoughts on the Hwy 51 corridor expansion study?
15. Stoughton is a small community surrounded by rural areas. How do you think these distinct areas should jargon?
16. The relationship between Stoughton and the surrounding towns has not been the best. Why do you think this is? Do you see particular sticking points? Do you see a path you see to improved municipal relationships?
17. What outcomes would you like to see happen from this FUDA study?

Summary of Stakeholder Interviews

Stoughton Area Future Urban Development Area (FUDA) Planning Study

December 12, 2012



As one of the initial tasks of the Stoughton Area FUDA study, staff completed a series of stakeholder interviews for each of the participating communities. Each community was asked to select four to six individual that represented various segments of the community, such as business owners, property owners, developers and community leaders. It should be noted interviewees have not been received from the Town of Dunkirk. As a result, this summary may not reflect their opinions. The following people have participated in the interview process thus far.

Mark Asleson	Owner, Tru-Value Hardware
Gary Dvorak	Owner, Stoughton Garden Center
Jim Gerber	Owner, Stoughton Lumber
Bob Dvorak	Developer, Owner - RHD Plumbing
Greg Shaw	Owner, Shaw Builders
Brian Kahl	COO, Universal
Dave Phillips	Director, Stoughton Chamber of Commerce
Peter Sveum	Broker/Developer, Coldwell Banker
Oscar and Shirley Linnerud	Linnerud Development LTD Partnership
Charles Sweeney	Viking Village Campground
Terry Brenny	CEO/Public Relations, Stoughton Hospital
Marty Lamers	Chief, Stoughton Fire Department
Cindy McGlynn	Director, Senior Center
Steve Hlavacek	Club Manager, Stoughton Country Club
Bob Arndt	President, Friends of Lake Kegonsa
Steve Greb	Board member, Plan Commissioner, Dunn
Lorraine Gardner	Dunn Plan Commissioner
Darrell Meyer (scheduled)	Farmer, Town of Dunn
Roz Gausman	Farmer, former PC member, clerk/treasurer, Dunn
Keith Onsrud	Farmer, Rutland Plan Commission member
Bruce Sime	Farmer, Rutland Plan Commission member
David Nelson	Farmer
Amy Ketterer	Active community member

The participants were asked a series of open-ended questions addressing aspects of the community they value, current issues facing the community and their business/property, and other things to keep in mind as development occurs. The following pages contain a summary of comments heard to date during these interviews:

General Growth:

- **Community character/past growth:** Most participants said they like the overall character of the community, being a small self-contained city surrounded by rural areas. They liked the fact that the Stoughton area is not a bedroom community, has a sense of community/place and has assets including an attractive downtown, good schools and the hospital/clinics. Most thought past growth was generally good, though some exceptions were noted.
- **Most view growth as good for community:** Most people stated they felt that growth was a good thing, so long as it is well thought out and planned. Many felt growth will bring more commercial options and greater amenities to the community. It was also noted that growth provides additional revenue for municipal governments, which will help keep taxes affordable while allowing for better community services. Multiple interviewees stated new residents were often those most opposed to new development.
- **More families/children needed:** One of the most common replies for what is needed in future growth is more families with children. Families support local businesses and children are needed to curb declining enrollment at local schools. It was also mentioned that the Stoughton district has a net loss of students to other districts through open enrollment.
- **Stoughton community not viewed as wanting growth:** Many said there was/is a perception in the development community that the Stoughton area does not want to see new development. Reasons cited for this include the denial of the Walmart proposal, limits on new housing starts and the lengthy approval process. The lack of growth has not helped local business, many of which have seen significant decrease in sales since 2007.
- **Community needs a showcase/catalytic development:** Multiple people stated the community needs a project that will generate excitement and show the development community that the community wants to see growth, and will help facilitate. Some felt that Kettle West could be this development.
- **Continue redevelopment efforts:** Multiple people felt redevelopment should continue to be encouraged in and around the downtown and on underutilized parcels on Hwy 51. Specifically mentioned sites include the area south of Main Street on the river, along the rail corridor and the Dollar General site. Other reinvestment in the historic housing stock should also be encouraged.
- **Walmart:** Many, if not most/all, interviewees discussed the Walmart development proposal and how it divided the community. Opinions remain to this day, with some saying it would have helped the community and other saying it would not have benefited the community.
- **Kettle West/Mabie Property:** Most people stated they support the development of Kettle West and it would be good project for the community. Concerns mentioned about the project include the handling of stormwater, traffic impacts and some loss of town tax revenue due to annexation.

Housing:

- **New housing for families is important:** Some interviewees felt one way to attract families is to have new homes which are affordable to first time buyers. New homes around 1,000 square feet with prices near \$150,000 would help attract new families. Using foreclosure stock could be used to attract families with lower-cost housing.
- **High-end housing not available:** Multiple people stated the type of housing desired by those making higher incomes in the community is not available. There are many high-paying jobs in the community and employees who would like to live in Stoughton must look in other communities to find newer, high-end homes.
- **More options for an aging population:** Some participants stated they felt the Stoughton area, to some extent, attracts an older population because of the hospital, clinics, services and retail, all in a geographically small area. It would be good to have a variety of housing options that could accommodate an aging population at various stages of ability, health and age. This could include new affordable/accessible houses as part of larger developments, multi-family units in redevelopments or other options.

- **Perceptions of realtors:** One interviewee mentioned that their realtor discouraged them from considering the Stoughton area when they were looking for their home, saying you don't want to move there. The interviewee then continued that realtors from Madison have a tendency to look down on the Stoughton area.

Commercial/Economic Development:

- **Build employment base:** Many people stated the community should continue to build its employment base, complementing its existing balanced of professional and blue collar employment. More jobs will bring in more families and greater vitality to the community.
- **Expanding the business park should be a priority:** Multiple people were aware the current business park is at capacity, especially after the recent relocation of an orchard to accommodate the expansion of a local employer. The Stoughton area is attractive for business because of proximity to I39/90 and the availability of rail; however it is difficult or impossible to attract businesses when there are no sites available.
- **Support for local business:** Some stated support for local business has lessened, as more sales are shifting toward large national retailers and the internet. The community should work to address this issue and encourage greater support for local business. Others stated it can be difficult to support local businesses because hours at some businesses don't match when residents are available, including nights and weekends. Most felt the downtown is a major asset, however some felt the downtown did not have retail product offerings which would attract them and focused too greatly on antiques or similar specialty retail.
- **Second grocery store:** Many people would like to see a second grocery store developed in the community. Several people stated the quality, price and selection available at the existing Pick 'n Save is not comparable to that found elsewhere. The Yahara River Grocery Co-op is a good option but does not meet all needs.

Transportation:

- **Hwy 51 intersection improvements needed:** Many interviewees cited the need for improvement on Hwy 51 as a primary concern that should be addressed in the future. Several intersections were identified as unsafe, frequently causing accidents, injuries and on some occasions, deaths. Those specifically mentioned include the intersections of Hwy 51 and CTH B, Hwy 138, Roby/Deer Point Road and Brooklyn Road. On top of safety issues, multiple businesses reported have loss of sales due to difficulty in accessing their business. Signalization or other traffic control is strongly desired in these areas. Traffic in other areas exceeds posted speed limits, causing difficulty for pedestrians to cross at marked sidewalks.
- **Hwy 51 bypass study:** There were mixed feelings about the bypass currently under consideration by the DOT corridor study. While many thought it would be beneficial to remove the semi-truck traffic off the Main Street, some feared the loss of traffic could hurt existing businesses and the bypass would cause too great an impact on CTH B. Others felt the bypass would create short-term issues but be beneficial to the community over the long-term. Most felt if a bypass was built it would impact future growth patterns.
- **Public transit:** Some participants stated they would like to see transit service to Madison. This could reduce traffic on Hwy 51, and provide greater access for local residents and employees who commute into and out of Stoughton. This could also be beneficial to the communities aging population, some of whom have limited transportation options. A park-and-ride lot should also be considered as part of transit development.
- **Non-motorized transportation:** Several people mentioned the need for an expanded off-street trail network that would serve cyclists and pedestrians. This could connect with state and county trails and bicycle routes nearby.

Parks, Open Space and Natural Resources:

- **Protect natural resources:** Many interviewees stated it was important to ensure environmentally-sensitive areas are protected as the community grows. The Yahara River and Lake Kegonsa were identified as especially important assets and water quality should be maintained or improved. One interviewee asked what was being done to protect against the emerald ash borer.
- **Better connections to the river:** Some interviewees stated they would like to see better connections between the river and the community. In the downtown, the river isn't leveraged as an asset like in other communities. A riverwalk was suggested as a method to bring more people to the river and create more activity in this area.
- **Stormwater:** Ensuring stormwater is handled appropriately is a concern among many interviewees. Preventing or limiting impacts from neighboring properties and limiting phosphorus and construction run-off were specifically mentioned.
- **More athletic facilities:** The need for more and higher-quality athletic fields was discussed by multiple participants. The current facilities are heavily used and not of the quality seen in other communities. Sports programs with quality facilities are important to attract families with children to the community.

Agriculture

- **Land is retirement fund:** Some of the farmers stated they viewed their land as their retirement fund and need to be able to sell their land at the end of their career. Their options are generally another farmer or realtor and one interviewee stated the highest price is usually from someone unexpected. Another said the decision to take good land out of agriculture is a large and difficult one, but it's also difficult to limit one's options.
- **Agriculture should be buffered from development:** Multiple people stated it's difficult to farm land next to development. Neighboring residents often complain about manure spreading, have used fields for recreation without farmers consent and deposited yard waste in fields. Farmer's responsibility to maintain residential fences was also mentioned as causing additional burden on farmers. Some residential splits have been developed in a way that has made it difficult to farm the remaining ag land. One farmer stated it would be good to be able to transfer splits to certain locations in towns to keep ag land unencumbered.
- **Increased traffic volumes:** Some expressed concerns about traffic volumes increasing, especially on roads used by farming implements to reach other fields. Impatient drivers create unsafe conditions for oncoming traffic when trying to pass implements and this problem will only increase with added traffic unless addressed during development reviews.

Policy

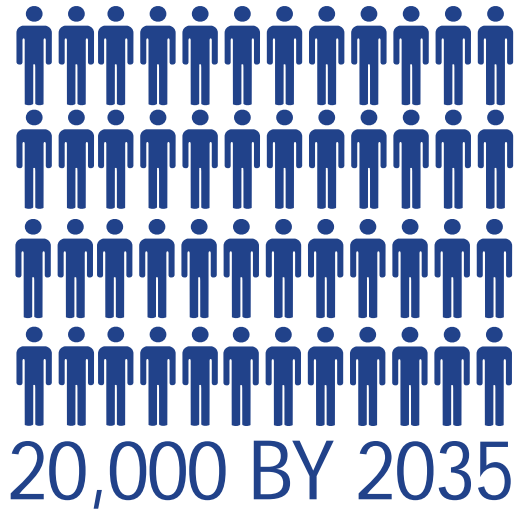
- **Intergovernmental relationships:** A number of interviewees stated they would like to see better relationships between the Stoughton and the towns. When asked how the communities should get to this point, most didn't know. A couple participants said communities should take a broader view and recognize the city and towns both have assets and provide benefits to each other. Some pointed to the Fire/EMS service provided by the city as a positive relationship, saying Fire/EMS providers are open about their plans and there is good communication between the entities.
- **Annexation and ETJ:** Multiple people said towns are generally not open to development and that, combined with economics of development on sewer vs. septic, will result in property owners seeking annexation. Some town property owners did not like fact they had to seek City approval for many things inside the ETJ area, even though the City had approved them.
- **Recent assessment/tax/fee increases:** Several property owners stated recent increases in taxes and fees are creating challenges for growth and businesses. One property owner in a town stated their assessment had tripled; another said it increased "significantly," and then was subject to a special assessment. The stormwater utility was mentioned as unpopular, and viewed as a method of raising revenue. Many said its important to keep taxes affordable, but it's ok not to have the lowest rates.

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Appendix E

Scenario Planning Survey and Results

SHAPE STOUGHTON'S FUTURE

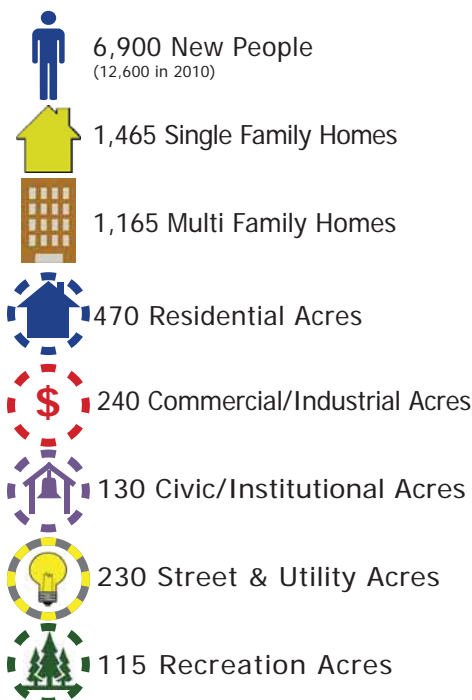


**7,000 new people could move to Stoughton in 25 years!
How should Stoughton grow?**

The Stoughton Future Urban Development Area (FUDA) planning study is evaluating different ways future growth could happen. The City of Stoughton and towns of Dunn, Dunkirk, Pleasant Springs and Rutland invite you to tell them how you would like Stoughton to be in 25 years. This is your opportunity to share how you think future growth should occur. You will be asked 13 questions across several topics and given trade-offs to consider before choosing one option over another. Responses will influence updates to community plans and future development.

STOUGHTON GROWTH 2035

Stoughton is projected to add 7,000 new residents to its 12,600 (2010) residents by 2035. New residents could require developing new land, sewer, water, roads, and maintenance. New residents could support local businesses, provide tax dollars, and could help reverse declining school enrollment. Following recent trends, projected new development could replace 40 acres (30 football fields) of farmland a year.



1 How many new residents should Stoughton plan to accommodate in 25 years?

- Less than the 7,000 projected
- The projected 7,000 residents
- More than the 7,000 projected

2 How much land should Stoughton use for new development?

- No new land outside the 500 acres in the city/service area
- Less than the projected 1,200 acres
- The projected 1,200 acres
- More land than projected 1,200 acres








FUDA Planning is a joint effort between the City of Stoughton and the towns of Dunn, Dunkirk, Pleasant Springs and Rutland with assistance from the Capital Area Regional Planning Commission, and is intended to assist these communities achieve desirable and appropriate development and preserve nature and farmland as they take on these new residents.



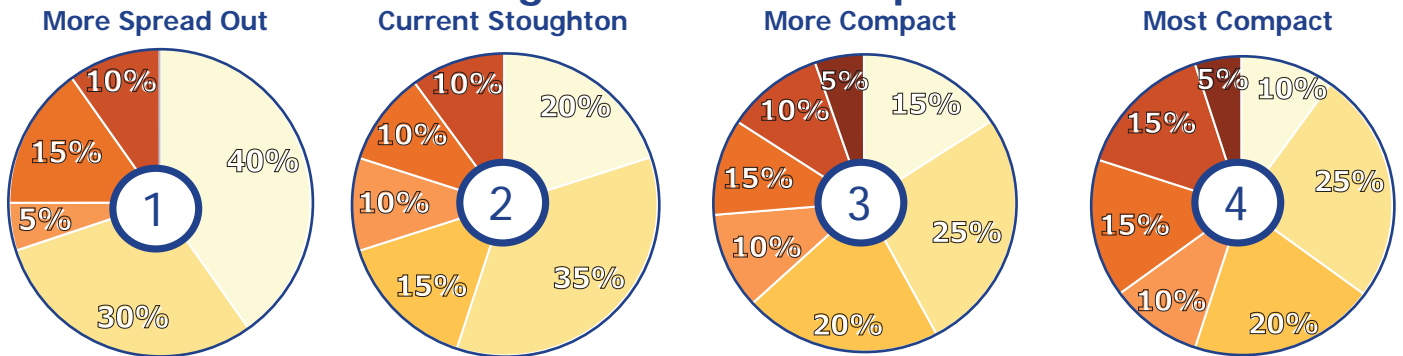
Thank you from the Stoughton Area FUDA Team

HOUSING AND NEIGHBORHOODS

Review the four neighborhood concepts with housing mixes below. Mixing housing types can accommodate people at different life stages and incomes. Concept 1 has the least diverse housing stock and is more spread out than Stoughton. Concept 2 is close to the current housing mix and layout in Stoughton. Concepts 3 and 4 are increasingly diverse in housing and less spread out, or more compact.

Single Family large lot	Single Family medium lot	Single Family small lot	Two Family	Townhouses/ Row Houses	Apartments Rental	Apartments Condo/Rental
						
3 homes/acre \$300,000 0% rental 2.5 people	4.5 homes/acre \$250,000 5% rental 2.5 people	7 homes/acre \$220,000 10% rental 2.5 people	12 homes/acre \$160,000 75% rental 2.3 people	18 homes/acre \$200,000 60% rental 2.3 people	24 homes/acre \$140,000 100% rental 1.8 people	32 homes/acre \$240,000 40% rental 1.8 people

Neighborhood Concepts



Acres needed



New Streets (miles)



Infrastructure Costs (millions)



Average Home Price



% Affordable Housing



Yearly Household Income (avg)



New Children



Assessed Value



3 What neighborhood concept do you prefer?

1
 2
 3
 4

COMMERCIAL

Adding 2-3 story commercial buildings generally yields higher property value and tax revenue. Multi-story buildings use less land for the same square footage. Having homes near stores and offices can encourage walking and reduce driving. At the same time, multi-story buildings will require careful site planning to avoid negative impacts to surrounding properties.

4 Should the city encourage increases in multi-story buildings and if yes, by how much?

	Acres Needed	Building Value
<input type="radio"/> No, keep existing commercial building scale	100	\$125,000,000
<input type="radio"/> Yes, slightly increase multi-story buildings	91	\$132,000,000
<input type="radio"/> Yes, moderately increase multi-story buildings	85	\$135,000,000

5 Considering the trade-offs, how should housing around commercial areas be built?

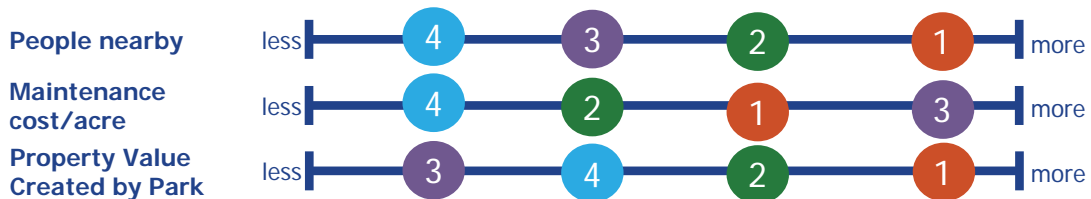


- ① Build the same as everywhere else (No Change)
- ② Build more homes near commercial areas and schools
- ③ Build significantly more homes near commercial areas and schools
- ④ Build fewer homes near commercial area and schools

PARKS

Parks are an important amenity for residents and visitors that have assets and costs. By 2035, several different park types will be built. What would you like to see most of?

1	2	3	4
Small Parks & Plazas	Medium Parks	Large Active Parks	Large Passive Parks
2-5 acres 32 @ this size	5-10 acres 12 @ this size	10-15 acres 8 @ this size	10-15 acres 8 @ this size



6 What park type will Stoughton need most in 25 years?

- Small Parks & Plazas
- Medium Parks
- Large Active Parks
- Large Passive Parks

7 Considering the added housing value, how should development occur around parks?

- ① Build homes the same as everywhere else
- ② Build more homes around parks
- ③ Build significantly more homes around parks
- ④ Build fewer homes around parks



REDEVELOPMENT

Redevelopment allows more efficient infrastructure use, improves property values and supports active places. However, redevelopment is unpredictable, challenging, and often requires public assistance.

8 Should Stoughton more aggressively encourage redevelopment by increasing public assistance? If yes, how much should redevelopment be publicly funded?

<input type="radio"/> No, market-based	Project value	Public assistance
<input type="radio"/> Yes, moderately assisted	\$14.5 mill	\$1.7 mill
<input type="radio"/> Yes, significantly assisted	\$57.5 mill	\$13.3 mill
	\$115 mill	\$39.9 mill

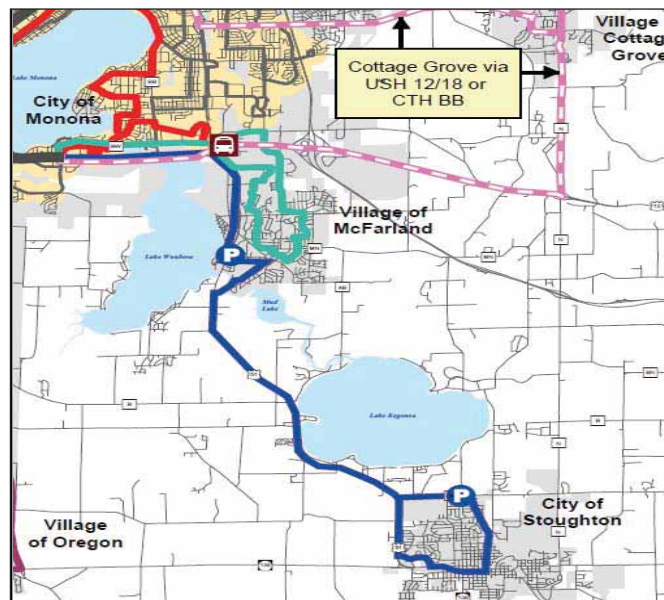
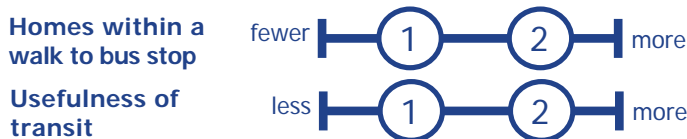


FUTURE TRANSIT

Express bus service from Stoughton to central Madison is possible in 25 years.

9 Considering the trade-offs, how would you build in areas with planned transit service?

- ① Build the same as everywhere else
- ② Build more homes and destinations near transit routes



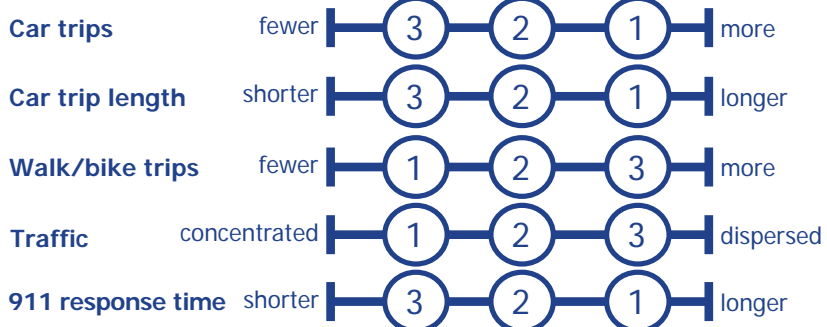
STREETS & WALKWAYS

Street networks can influence how much people walk, bike, or drive, impact traffic congestion and affect emergency response time differently depending on how they are designed.

10 Considering the trade-offs, what street network do you prefer?

- ①
- ②
- ③

Common Street Networks



ENVIRONMENTAL PROTECTION

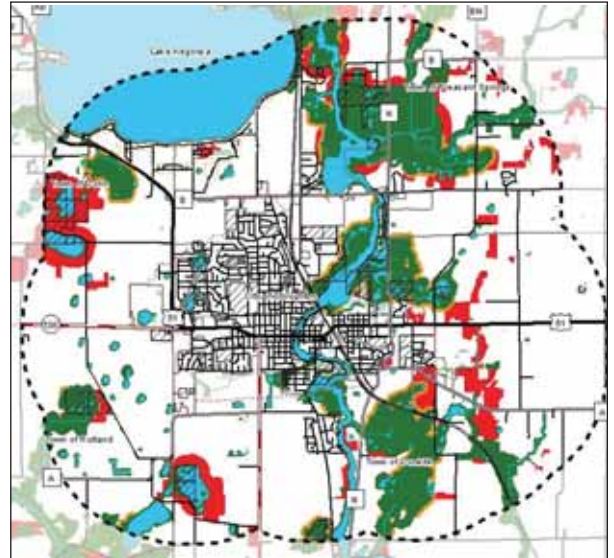
Environmental functions, such as absorbing and cleaning water, are critical and warrant protecting. Environmental protection can cost taxpayers and home buyers money.

11 Considering the trade-offs, what protection level do you think best?

- Base Level**
Legally protects wetlands, slopes, floodplains, woods and shores. 145 acres at base cost.
- Medium Level**
Expands buffers 35 acres around sensitive areas for \$10.50/person over base cost.
- High Level**
Protects sensitive habitat with 225 more acres for \$65/person over base cost.

12 Homes near protected areas are highly valued, at the same time, human activity can degrade them. Weighing this, how would you develop near these areas?

- Build the same as everywhere else
- Build some more homes near natural areas
- Build many more homes near natural areas
- Build fewer homes near natural areas

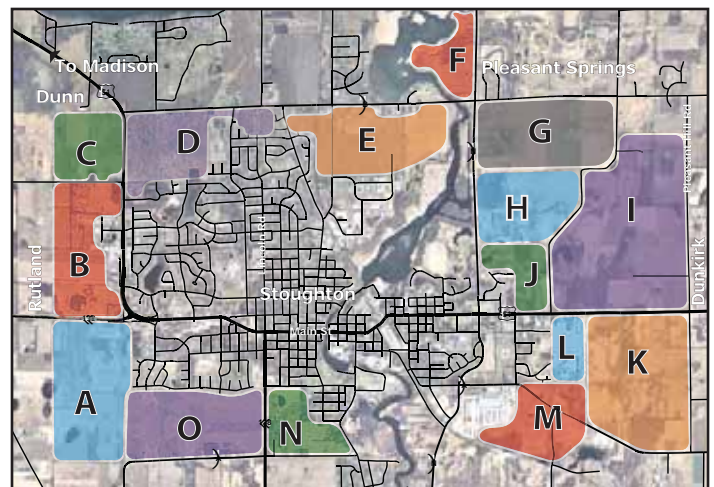


LOCATION

Stoughton's Future Land Use Map shows areas that could develop in the next 25 years. Consider how building up these areas could impact the city, surrounding towns and citizens.

13 Considering the trade-offs from the topics covered, choose your top 5 development areas from A-O?

1st ____ 2nd ____ 3rd ____
4th ____ 5th ____



Tell us a bit about yourself! Please answer the following to help us ensure we are getting a good sampling of participants. This information will be kept confidential.

14. Where do you live? Stoughton Dunn Dunkirk Rutland Pleasant Springs Other

15. Own or Rent Own Rent

16. Do you own other property or business in Stoughton? Own a Business Own Property Own Both No

17. Gender Male Female Other

18. Age Under 18 18-29 30-44 45-59 60-74 75+

19. Race/Ethnicity White Black/African American Asian Hispanic/Latino Native American Other/2 or More

20. Household Income Under \$25,000 \$25,000-49,999 \$50,000-74,999 \$75,000-99,999 \$100,000 or more

Any other comments?

Want Updates? Give us your e-mail address:

SUBMIT YOUR SURVEY

Electronically: Click the "Submit" button to right (a pop-up may appear; click "Allow")

By Mail: 210 Martin Luther King Jr. Blvd. Rm 362, Madison, WI 53703

Local collection points: Stoughton City Hall, Library and Senior Center, Dunn Town Hall, Pleasant Springs Town Hall

Thank you for participating

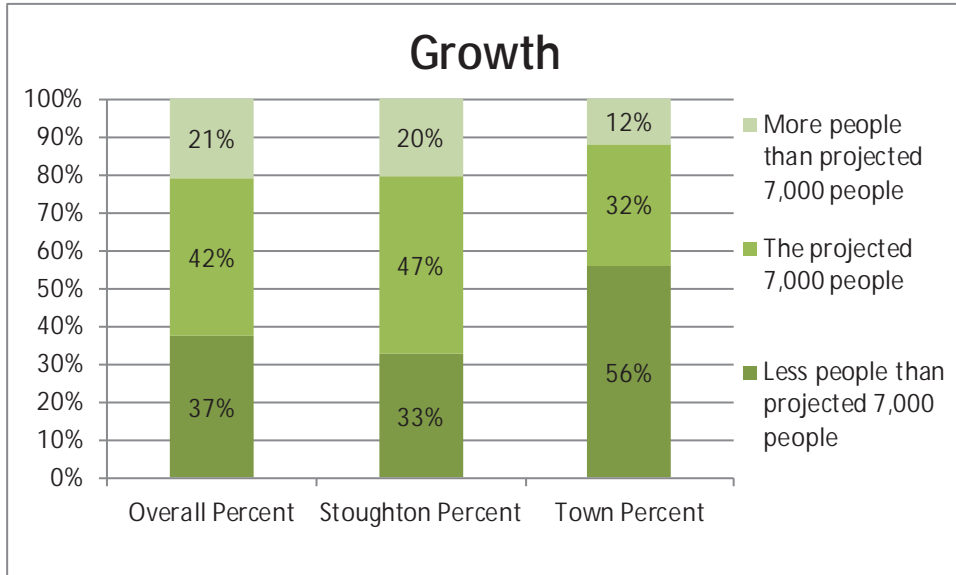
http://www.capitalarearpc.org/Stoughton_FUDA.html



Stoughton Area Future Urban Development Area Planning Study

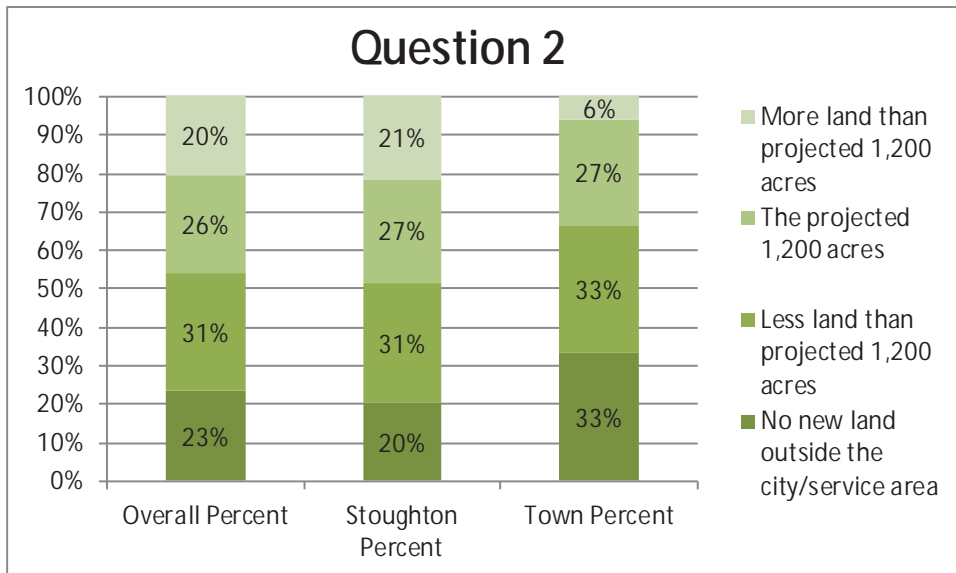
Top Level Survey Results

QI—How many new residents should Stoughton plan to accommodate in 25 years?



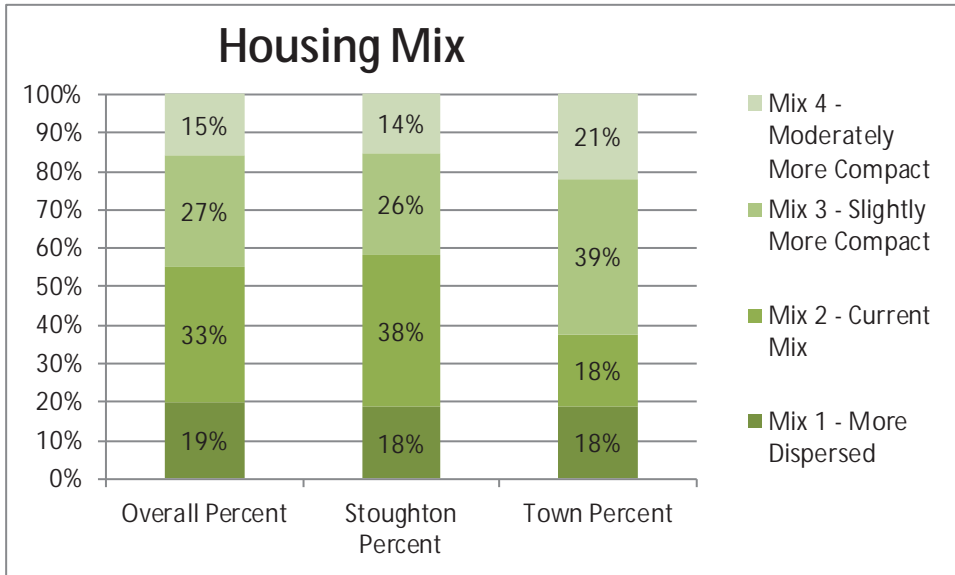
Response Rate: Total-134, Stoughton-89, Towns-34

QII—How much land should Stoughton use for new development?



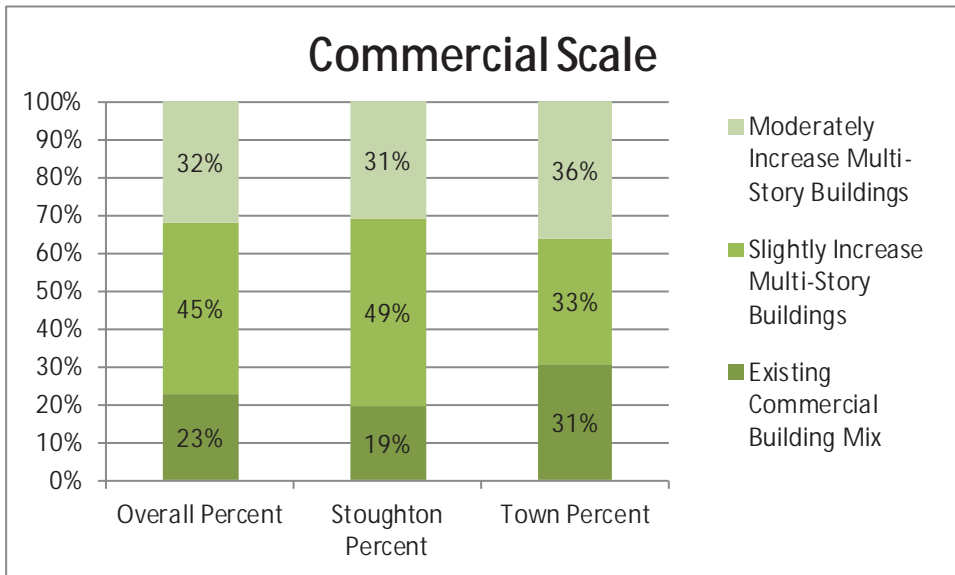
Response Rate: Total-133, Stoughton-89, Towns-33

QIII—What neighborhood concept do you prefer?



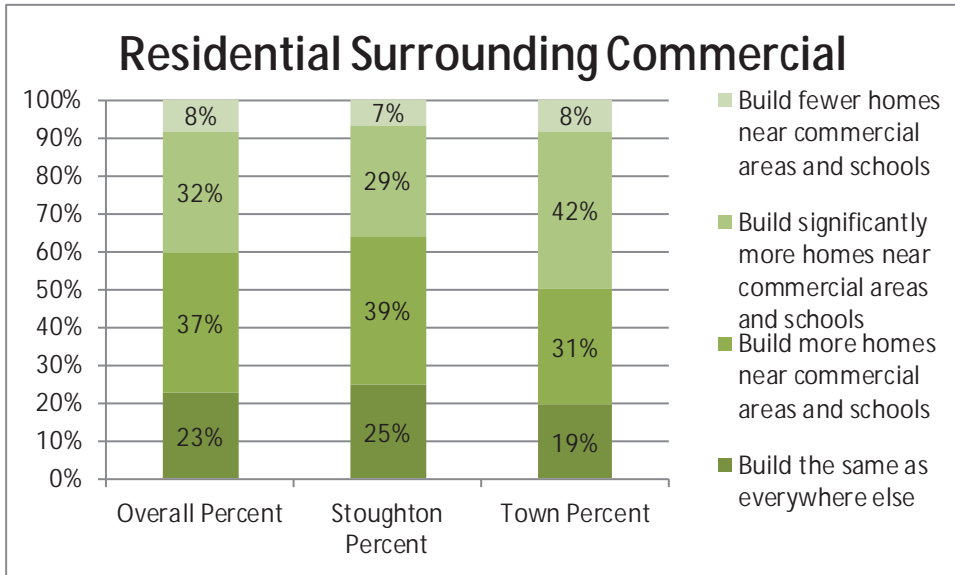
Response Rate: Total-132, Stoughton-90, Towns-33

QIV—Should the City encourage increases in multi-story buildings and if yes, by how much?



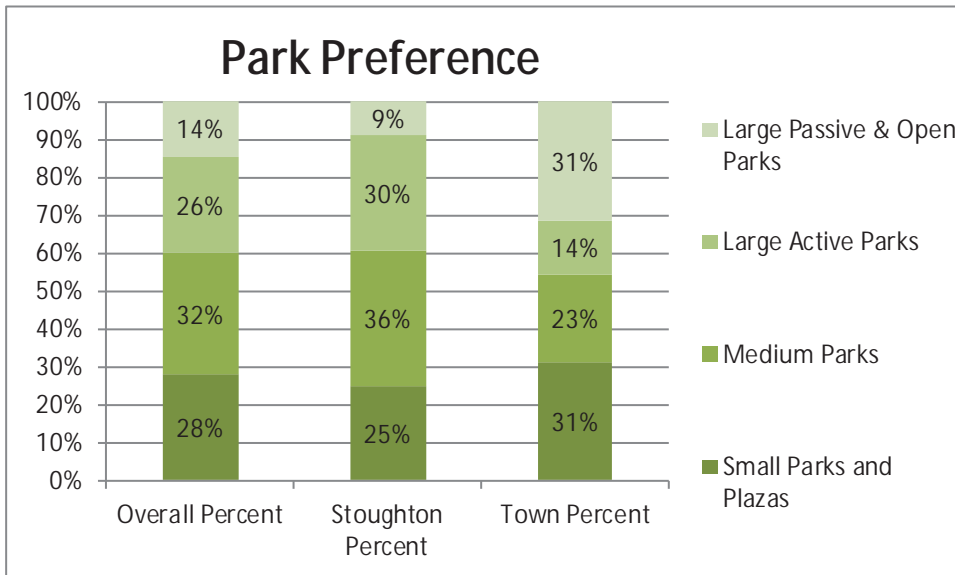
Response Rate: Total-132, Stoughton-88, Towns-36

QV—Considering the trade-offs, how should housing around commercial areas be built?



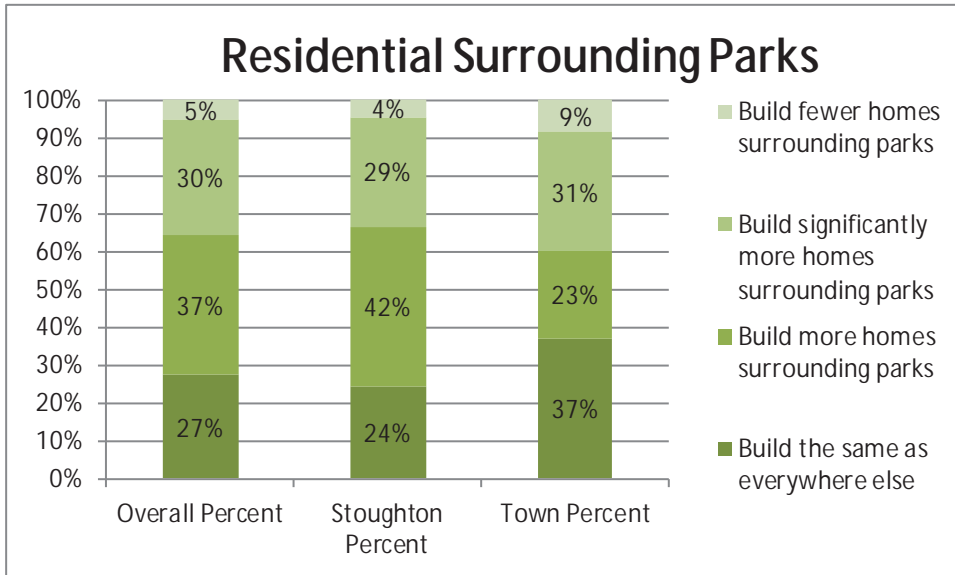
Response Rate: Total-133, Stoughton-89, Towns-36

QVI—What park type will Stoughton need most in 25 years?



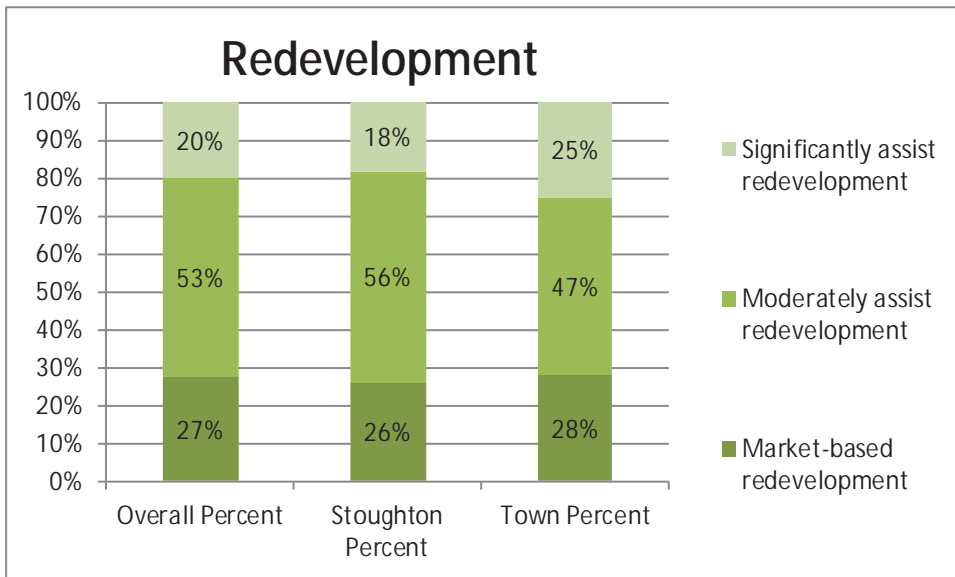
Response Rate: Total-132, Stoughton-90, Towns-35

QVII—Considering the added housing value, how should development occur around parks?



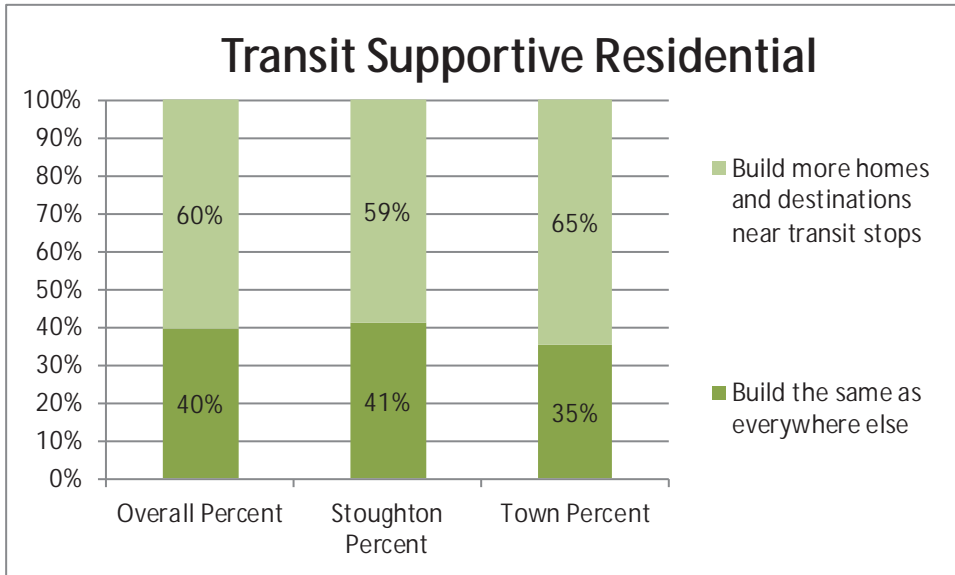
Response Rate: Total-132, Stoughton-90, Towns-35

QVIII—Should Stoughton more aggressively encourage redevelopment by increasing public assistance? If yes, how much redevelopment should be publicly funded?



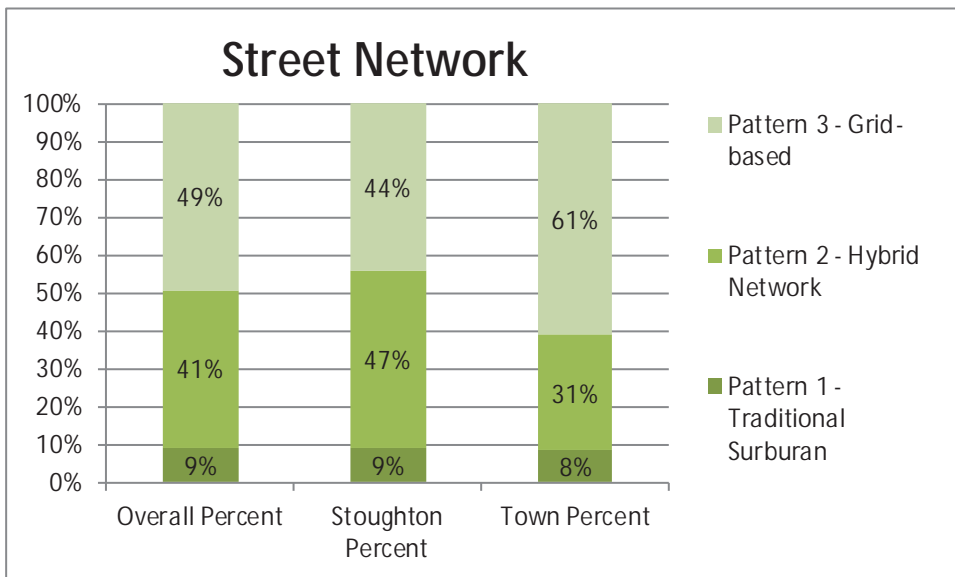
Response Rate: Total-131, Stoughton-88, Towns-36

QIX—Considering the trade-offs, how would you build in areas with planned transit service?



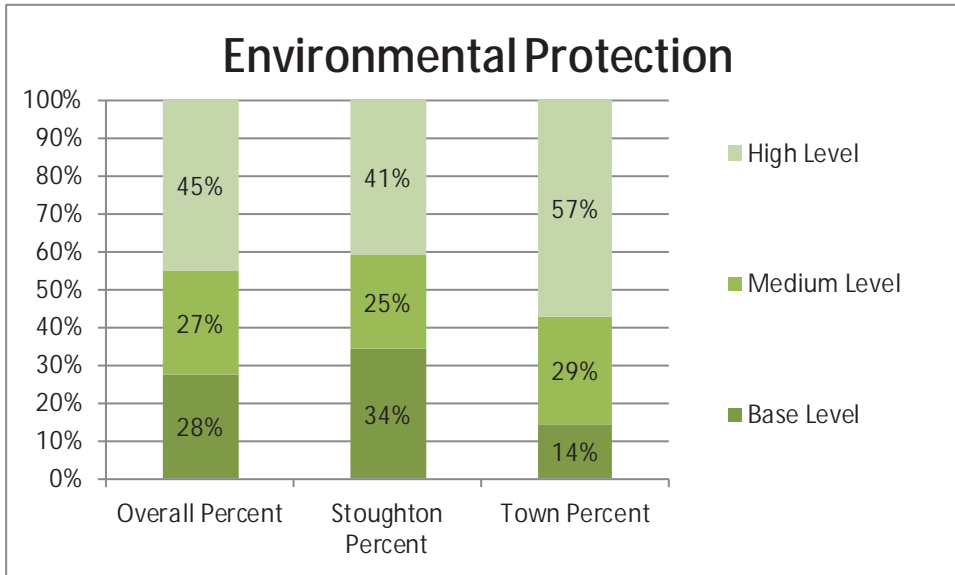
Response Rate: Total-131, Stoughton-90, Towns-34

QX—Considering the trade-offs, what street network do you prefer?



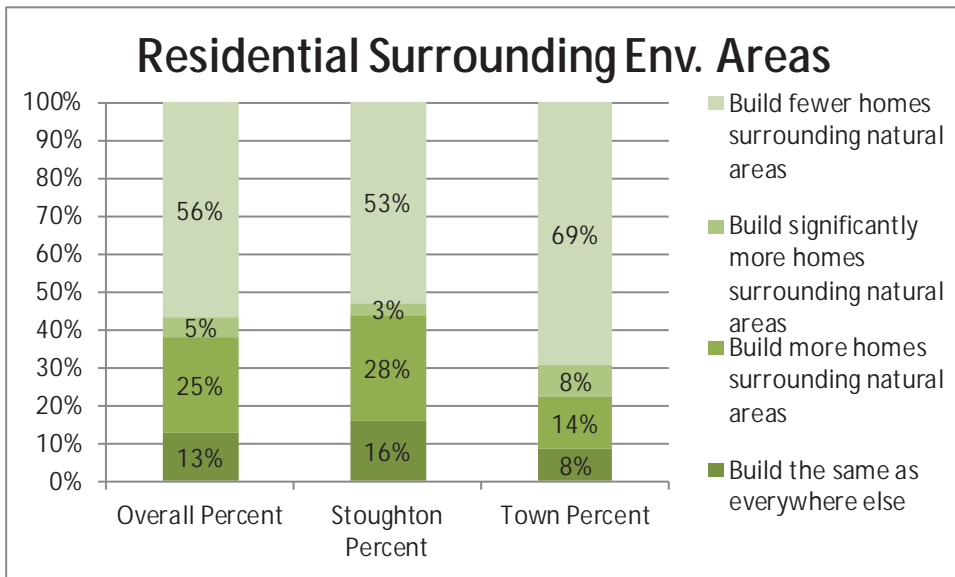
Response Rate: Total-131, Stoughton-88, Towns-36

QXI—Considering the trade-offs, what protection level do you think is best?



Response Rate: Total-130, Stoughton-88, Towns-35

QXII—Homes near protected areas are highly valued, at the same time, human activity can degrade them. Weighing this, how would you develop near these areas?



Response Rate: Total-133, Stoughton-89, Towns-36

Data Reliability

The figures below indicate that survey respondents can be expected to represent the residence, sex, and race of the Stoughton area as a whole. Conversely, these figures also indicate that the sample is likely **not predictive** of the age, income, or tenure of residents. Both age and income are heavily skewed toward older residents and household incomes exceeding \$100,000 per year. Residents under 18 or those making less than \$50,000 per year (and especially those making less than \$25,000 per year) are **heavily underrepresented** by this sample. This survey utilized convenience polling, polling that represents those citizens available at a given time and place (Library, Senior Center, City Hall, etc.) and/or reachable by a specific media i.e. the “ballot boxes” placed throughout the area or by email notices. As such, these data are not—strictly speaking—statistically valid. However, they are insightful as a starting point for on-going, detailed discussion about growth between City and Town citizens and officials.

Future efforts should be made to solicit more and better input from those who are underrepresented in this survey. Direct polling in apartment buildings, engaging school-aged children and young adults where they spend their days, and engaging through additional electronic media may be ways to garner more interest and response from these groups.

Despite the disconnect between the observed and expected populations, the overarching sentiment expressed by this survey of moderate to strong support of elements of “New Urbanist” style development will likely find similar, if not stronger, support in younger cohorts. Numerous recent publications and preference surveys suggest a stronger support for these kinds of development among younger people.ⁱ

QI-Residence					
	Observed	Expected	Deviation	O-E ²	Chi Squared
Stoughton	74	69	5	30	0.44
Dunn	15	11	4	15	1.33
Dunkirk	16	27	-11	121	4.48
Rutland	13	17	-4	18	1.02
Pleasant Springs	15	11	4	15	1.32
$\chi^2 (4, N = 135) = 8.60, p > .10$					8.60

QIII-Sex					
	Observed	Expected	Deviation	O-E ²	Chi Squared
Male	76	67	9.22	84.98	1.27
Female	57	66	-9.22	84.98	1.28
$\chi^2 (1, N = 133) = 2.56, p < .10$					2.56

QIV-Age					
	Observed	Expected	Deviation	O-E^2	Chi Squared
Under 18	1	29	-28.24	797.58	27.28
18-44*	40	41	-1.04	1.07	0.03
45-59	47	35	11.91	141.83	4.04
60-74	40	19	20.87	435.63	22.77
75+	6	10	-3.50	12.27	1.29
$\chi^2 (4, N = 134) = 55.41, p > .005$					55.41 ¹

QV-Race					
	Observed	Expected	Deviation	O-E^2	Chi Squared
White	127	123	4.23	17.87	0.15
Black	1	1	0.40	0.16	0.26
Asian	1	1	-0.07	0.00	0.00
Hispanic	0	3	-3.09	9.58	3.09
Native Am.	0	0	-0.18	0.03	0.18
Other, Two or more	2	3	-1.28	1.65	0.50
$\chi^2 (5, N = 131) = 4.19, p < .10$					4.19

QVI-Income					
	Observed	Expected	Deviation	O-E^2	Chi Squared
Under \$25,000	2	17	-14.98	224.47	13.22
\$25,000-49,999	15	29	-13.98	195.55	6.75
\$50,000-74,999	21	27	-6.14	37.73	1.39
\$75,000-99,999	33	24	9.17	84.09	3.53
\$100,000+	58	32	25.94	672.81	20.98
$\chi^2 (4, N = 129) = 45.87, p > .005$					45.87

QVII-Tenure					
	Observed	Expected	Deviation	O-E^2	Chi Squared
Own	119	99	20.25	410.12	4.15
Rent	11	31	-20.25	410.12	13.12
$\chi^2 (1, N = 130) = 17.28, p > .005$					17.28

¹ The 2013 National Association of Realtors Community Preference Survey (released last November) indicated that there may be a slight preference nationally for more walkable, compact, mixed use developments. Half of those surveyed said that they preferred a walkable, mixed-use neighborhood with access to transportation compared to 45% who preferred more conventional, single-family subdivisions where driving was a necessity and transportation was unavailable.* These preferences vary by demographic and socio-economic categories but show their strongest support among those under 40 years of age. For more detailed summary of survey findings visit: <http://www.realtor.org/sites/default/files/reports/2013/2013-community-preference-analysis-slides.pdf>

¹ *It should be noted that this age category is a combination of multiple Census categories: 20—24, 25—29, 30—34, etc. As such, the expressed Chi Squared value likely obscures greater deviation in the younger age groups which were strongly underrepresented in this sample