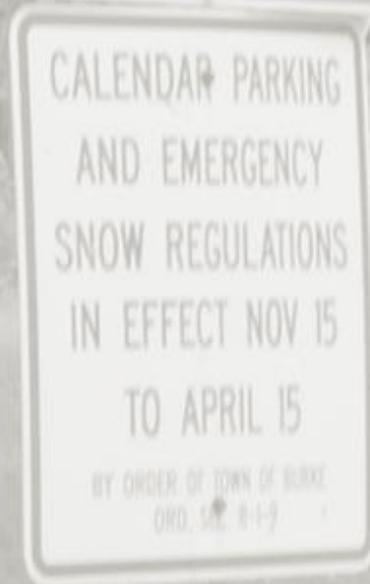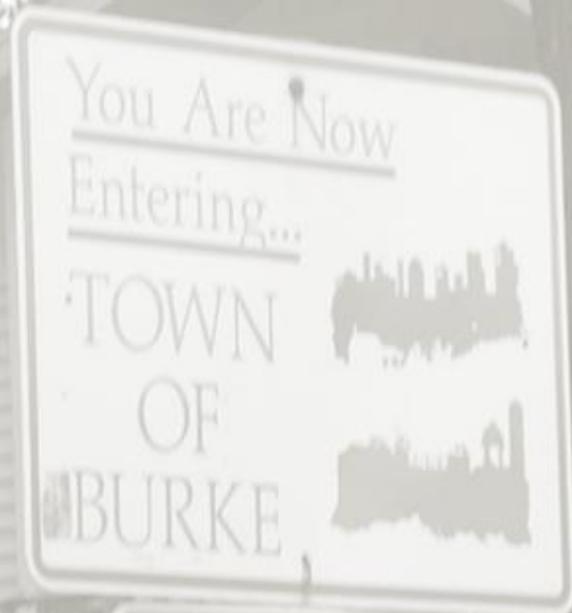# CHAPTER 1

ISSUES AND OPPORTUNITIES

ISSUES AND OPPORTUNITIES

This chapter of the Plan provides demographic trends and background information for the Town. The demographic information provides an understanding of how the Town has changed over the last several decades and how that change relates to surrounding municipalities. The information provided here includes population, household and employment trends and forecasts, age distribution, and education level and income characteristics.

This chapter also includes a statement of overall objectives, policies, goals, and programs for the Town based on the present and forecasted demographic information. These recommendations will guide the preservation, development, and redevelopment of the Town over the 20-year planning period.

POPULATION TRENDS AND FORECASTS

The Town of Burke has experienced modest population growth over the last 60 years. Table 1 shows the census populations of the Town from 1970 to 2010 compared to town and city and village populations for the same timeframe in Dane County. There has been steady population growth in the Town during the 50-year period. The Town saw a slower growth rate in the 1980s than the previous decade, and in the 1990s the Town population declined. According to the *2000 Census of Population and Housing*, between 1990 and 2000 the Town of Burke exchanged territory with the cities of Madison and Sun Prairie. Both Madison and Sun Prairie experienced population growth between 1990 and 2000, and the territory exchange likely impacted the population numbers for all municipalities. Since 2000 the Town has again experienced modest population growth.

The information in Table 1 paints the big picture of population distribution over the last five decades. The population trends show that the population of towns, villages, and cities is all growing. However, it also indicates that the population of towns is increasingly making up a smaller percentage of the total population of municipalities in Dane County.

TABLE 1: HISTORIC POPULATION, 1970 – 2010

Dane County	1970	1980	1990	2000	2010
Town of Burke	**1,742**	**2,967**	**3,004**	**2,990**	**3,284**
Town Populations	1,520 (17%)	2,190 (21%)	1,970 (14%)	2,199 (13%)	2,320 (11%)
Village and City Populations	7,271 (83%)	8,145 (79%)	11,851 (86%)	15,148 (87%)	18,548 (89%)

Source: Capital Area Regional Planning Commission, Regional Trends 2004 & 2010, Dane County

Table 2 provides a comparison of population trends for the last 40 years for the Town of Burke and surrounding municipalities. This comparison provides an understanding of the growth of the Town within

the Madison Metropolitan Area and sets a baseline for future development and redevelopment, and community facilities planning within and adjacent to the Town. From 1980 to 2010 the Town experienced a 10.7 percent population growth. Similarly, the Towns of Windsor (north), Sun Prairie (east), and Westport (west) have also seen steady population growth. The Town of Blooming Grove (south), which largely encompasses the City of Madison, was the only municipality to lose population during the 40-year period.

TABLE 2: POPULATION TRENDS, 1980 – 2010

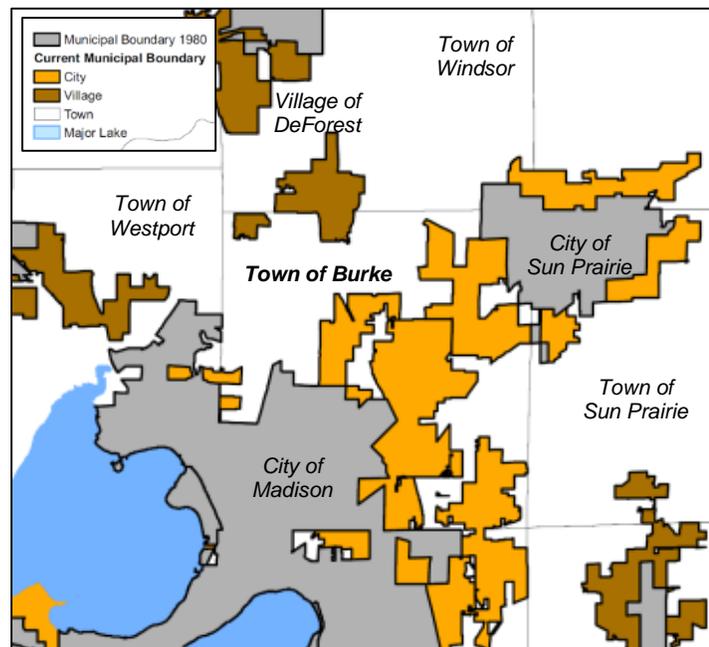|	1980	1990	2000	2010	Population Change*	% Change*
Town of Burke	**2,967**	**3,004**	**2,990**	**3,284**	**+ 317**	**10.7**
Town of Blooming Grove	1,965	2,079	1,768	1,815	- 150	- 7.6
Village of DeForest	3,367	4,882	7,368	8,936	+ 5,569	165.4
City of Sun Prairie	12,931	15,333	20,369	29,364	+16,433	127.1
Town of Sun Prairie	1,990	1,839	2,308	2,326	+ 336	16.9
Village of Waunakee	3,866	5,897	8,995	12,097	+ 8,231	212.9
Town of Westport	2,748	2,732	3,586	3,950	+ 1,202	43.7
Town of Windsor	3,812	4,620	5,286	6,345	+ 2,533	66.4
City of Madison	170,616	191,262	208,054	233,209	+ 62,593	36.7
Dane County	323,545	367,085	426,526	488,073	+ 164,528	50.9

* 2000 to 2010 population change

Sources: U.S. Census Bureau 2010, U.S. Census of Population and Housing, 1980-2000

The town population growth rates are significantly less than several surrounding municipalities, including the Village of DeForest (165%), the City of Sun Prairie (127%), and the Village of Waunakee (213%).

The significant growth of the villages and cities and the slower growth (and decline) of the surrounding towns in northeast Madison is one indication that the Town of Burke is experiencing heavy competition for land and resources from the increasing demands of cities and villages.

Map 1: Jurisdictional Boundaries shows the Town in relation to the surrounding

Municipal Boundary Changes, 1980-2011
Source: Dane County Farmland Preservation Plan

municipalities that make up the northwest Madison Metropolitan Area. The map indicates the physical encroachment of the Village of DeForest and the Cities of Sun Prairie and Madison into the Town of

Map 1: Jurisdictional Boundaries

Burke. Also evident is the encroachment of the City of Madison on the Town of Blooming Grove, which has created pockets of the town now physically separated from one another. As these cities and villages continue to increase in population, their demand for land and resources will also grow.

Table 3 provides population forecasts in five-year increments for the 20-year planning period for the Town of Burke as compared to surrounding municipalities. According to the U.S. Census, the population of the Town of Burke was 3,284 in 2010. Population forecasts indicate the Town is expected to continue to grow. The forecasted population, while positive, does increase at a slower rate than the previous 40-year period. Similarly, the villages and cities surrounding the Town are also forecasted to continue the growth trends experienced over the previous 40-year period.

TABLE 3: POPULATION FORECASTS, 2010 – 2030

	Census 2010	2015	2020	2025	2030	% Projected Change
Town of Burke	**3,284**	**3,322**	**3,408**	**3,484**	**3,546**	**+ 8.0**
Town of Blooming Grove	1,815	1,602	1,537	1,466	1,389	- 23.5
Village of DeForest	8,936	10,415	11,545	12,654	13,715	+ 53.5
City of Sun Prairie	29,364	30,885	34,327	37,709	40,948	+ 39.4
Town of Sun Prairie	2,326	2,615	2,739	2,855	2,961	+ 27.3
Village of Waunakee	12,097	13,409	14,976	16,517	17,996	+ 48.8
Town of Westport	3,950	4,308	4,595	4,871	5,129	+ 29.8
Town of Windsor	6,345	6,491	6,927	7,347	7,739	+ 22.0
City of Madison	233,209	245,913	259,712	272,891	284,978	+ 22.2
Dane County	488,073	523,818	559,005	592,917	624,500	+ 28.0

Source: Wisconsin Department of Administration, 2008

The population forecasts are useful for the long-term planning efforts related to land use, housing, transportation, and community facility planning for the Town. However, the population forecasts are based on historical growth patterns and the composition of the current population. In order to be both accurate and reliable, the Town must continue the growth trends of the past. In a similar fashion, the Town must also consider the projected population growth (or decline) of surrounding municipalities in planning for its own long-term well-being.

HOUSEHOLD TRENDS AND FORECASTS

According to the *U.S. Census Bureau*, a "household" consists of all people who occupy a "housing unit," which is recognized as a house, apartment, or other group of rooms. Households include related family members and all unrelated people who share a housing unit. A person living alone in a housing unit, or a group of unrelated people sharing a housing unit, such as partners, is also counted as a household. Table 4 present's household and housing unit characteristics for 2010 and compares the Town of Burke

to the municipalities surrounding it. In 2010 the average household size for the Town (2.60) was slightly higher than the average for the surrounding communities (2.55), excluding the city of Madison and Dane County.

TABLE 4: HOUSEHOLD CHARACTERISTIC COMPARISONS, 2010

	Total Housing Units (2010)	Total Households (2010)	Average Household Size (2010)	Median Value Owner Occupied Units	Median Rent (2010)
Town of Burke	**1,301**	**1,244**	**2.60**	**$ 242,500**	**$ 969**
Town of Blooming Grove	817	789	2.30	$ 211,500	$ 751
Village of DeForest	3,499	3,400	2.63	$ 190,800	$ 922
City of Sun Prairie	12,413	11,636	2.51	$ 212,500	$ 915
Town of Sun Prairie	861	826	2.81	$ 263,600	$ 1,082
Village of Waunakee	4,516	4,344	2.76	$ 309,700	$ 880
Town of Westport	1,929	1,782	2.20	$ 291,300	$ 870
Town of Windsor	2,548	2,432	2.61	$ 238,500	$ 846
City of Madison	108,843	102,516	2.17	$ 219,600	$ 878
Dane County	216,022	203,750	2.33	$ 231,400	$ 866

Source: U.S. Census Bureau, 2010

There are two major categories of households, "family" and "nonfamily." A family is a group of two or more people (one of whom is the "householder") related by birth, marriage, or adoption and residing together. A family household is a household maintained by a householder who is in a family, and includes any unrelated people who may be living there. A nonfamily household consists of a householder, or single person living alone or where the householder shares the home exclusively with people to whom he/she is not related. The Town had 1,301 housing units in 2010 with 1,244 total households. This indicates that approximately 96 percent of the total housing units were households, occupied by 2 to 3 people.

The median value of owner-occupied units in the Town of Burke in 2010 was $242,500. This was slightly above the average as compared to the surrounding municipalities and above both the City of Madison and Dane County's median value.

Table 5 presents a housing occupancy characteristic comparison for the Town and surrounding municipalities. Within the Town, the number of single-family units (93.1%) and the percent of owner occupancy (83.5%) are the second highest for all comparison municipalities. Alternatively, the City of Madison, which is home to a university enrolling more than 30,000 undergraduate students[2], contains

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[2] The Princeton Review. *University of Wisconsin – Madison*.
http://www.princetonreview.com/universityofwisconsinmadison.aspx

fewer than 50 percent single-family units and twice as many single-person households than the Town. The number of single-family units and high owner occupancy, coupled with the lower than average vacancy rate (4.4%), is indicative of single-family-oriented, low-density development in the Town.

TABLE 5: HOUSING OCCUPANCY CHARACTERISTICS COMPARISON, 2010

	% Single Person Household	% Vacant	% Owner Occupied*	% Single Family Units**
Town of Burke	**19.5**	**4.4**	**83.5**	**93.1**
Town of Blooming Grove	27.1	4.9	77.8	78.1
Village of DeForest	21.6	1.5	71.5	74.5
City of Sun Prairie	26.1	6.3	62.0	67.1
Town of Sun Prairie	13.9	4.7	86.8	93.6
Village of Waunakee	19.5	3.1	75.1	78.8
Town of Westport	30.1	7.6	77.2	70.3
Town of Windsor	18.4	4.6	78.9	82.9
City of Madison	36.2	5.8	49.3	49.5
Dane County	30.5	5.7	59.6	60.9

Includes percentage of occupied units that are occupied by the owner. Occupied units may not include all housing units.
*** Includes both 1-unit, detached and 1-unit, attached*

Source: U.S. Census Bureau, 2010

Table 6 provides household projections for the 20-year planning period. These projections reflect the steady projected growth in population for the Town and all but one municipality. The projections are used to estimate future demand for additional housing units. A 14 percent growth in households indicates that the Town will need to plan for approximately 175 new households by 2030. Given the existing household and housing occupancy characteristics, there will also likely be demand for a wider range of household types based on various age, income, and lifestyle variables of future populations.

TABLE 6: HOUSEHOLD PROJECTIONS, 2010 – 2030

	Census 2010	2015	2020	2025	2030	% Change 2010-2030
Town of Burke	**1,244**	**1,317**	**1,358**	**1,391**	**1,421**	**+ 14.2**
Town of Blooming Grove	817	678	653	624	593	- 27.4
Village of DeForest	3,499	3,909	4,353	4,780	5,203	+ 48.7
City of Sun Prairie	12,413	12,358	13,799	15,187	16,559	+ 33.4
Town of Sun Prairie	861	943	993	1,037	1,080	+ 25.4
Village of Waunakee	4,516	4,941	5,545	6,127	6,704	+ 48.4
Town of Westport	1,929	1,918	2,056	2,184	2,308	+ 19.6
Town of Windsor	2,548	2,386	2,557	2,718	2,874	+ 12.8
City of Madison	108,843	109,118	115,780	121,881	127,802	+ 17.4
Dane County	216,022	219,624	235,170	249,624	263,732	+ 22.1

Source: U.S. Census Bureau, 2010 & Wisconsin Department of Administration, 2008

AGE AND GENDER TRENDS AND FORECASTS

The age and gender trends and forecasts for the Town and surrounding municipalities are helpful in understanding the demographic makeup of the population. This aids in determining what future needs the population might require from the Town and allows for long-term planning in order to address those needs. Table 7 provides the age and gender characteristics for the Town and surrounding area, while Table 8 presents age cohort forecasts through 2035. The Town's median age is among the highest when compared to the surrounding municipalities, and significantly greater than the City of Madison and Dane County. The Town displays an average percent of the population over 65 years old (11.8%) and an average gender distribution (50.4%).

TABLE 7: AGE AND GENDER CHARACTERISTICS, 2010

	Median Age	% under 18	% over 65	% Female
Town of Burke	**42.5**	**23.9**	**12.1**	**49.8**
Town of Blooming Grove	41.5	18.0	12.1	49.3
Village of DeForest	35.6	29.0	8.7	51.6
City of Sun Prairie	33.3	27.9	8.9	51.5
Town of Sun Prairie	41.6	26.8	10.3	48.5
Village of Waunakee	37.9	31.6	9.9	51.2
Town of Westport	49.8	18.2	23.9	50.6
Town of Windsor	39.8	24.8	12.0	50.6
City of Madison	30.9	17.5	9.6	50.8
Dane County	34.4	21.7	10.3	50.5

Source: U.S. Census Bureau, 2010

TABLE 8: DANE COUNTY AGE COHORT FORECASTS, 2010 - 2035

Dane County	Under 5	5 - 19	20 - 64	65 +
2010	30,809	91,777	316,897	50,229
2015	34,092	96,954	329,317	63,455
2020	36,871	106,213	335,280	80,641
2025	38,543	114,267	342,688	97,419
2030	39,904	121,844	350,110	112,642
2035	41,758	127,098	361,700	123,320

Source: Wisconsin Department of Administration, 2008

The age characteristics have important implications for education, service, housing, and transportation needs. The Town of Burke population is aging along with the surrounding towns, and more than surrounding villages and cities. This indicates a trend for younger populations to be located in more villages and cities than towns.

EMPLOYMENT TRENDS AND FORECASTS

The Town's labor force is the portion of the population age 16 and over that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. Table 9 shows the percentage of the Town's labor force employed by sector in 2010. Nearly one-third of the Town's labor force was employed in the educational, health care, and social services industries.

TABLE 9: LABOR FORCE CHARACTERISTICS, 2010

Occupational Group	Burke % of Labor Force	Dane County % of Labor Force
Agriculture, Forestry, Fishing, Hunting, & Mining	2.6	1.3
Construction	7.6	4.8
Manufacturing	9.8	9.2
Wholesale Trade	3.6	2.5
Retail Trade	9.9	10.1
Transportation, Warehousing, & Utilities	8.1	3.2
Information	1.6	2.9
Financial & Insurance, Real Estate, Rental, & Leasing	6.4	8.8
Professional, Scientific & Management, Administrative, & Waste Management Services	6.7	11.8
Educational Services, Health Care, & Social Assistance	28.6	27.6
Arts, Entertainment & Recreation, Accommodation, & Food Services	6.3	8.4
Other Services, Except Public Administration	5.2	4.0
Public Administration	3.6	5.3

Source: 2007 – 2011 American Community Survey

The Town's labor force is fairly reflective of Dane County's labor force. Commonalities exist in that the educational, health care, and social services are the highest percentage of both labor forces. This can likely be attributed to several factors, including the proximity of the University of Wisconsin (the second largest employer in the State[3]), the Madison Area Technical College, and the culmination of the Madison Metropolitan, DeForest, and Sun Prairie school districts within the Town. Both the Town and the County's primary economic activity is in employment groups related to educational services, health care, and social assistance.

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[3] WorkNET, Wisconsin's Largest Employers. http://worknet.wisconsin.gov/worknet/largemp.aspx. Accessed 9 May, 2013

The County has slightly more of its labor force in the professional and management services than the Town. The Town has a higher percentage of its labor force in the transportation, warehousing, and utility sector, indicating that the Town might serve, socially and physically, as a support community for the central city of Madison. The higher percentage of labor force in transportation, warehousing, and utilities is also reflective of Burke's location and proximity to several State Highways and the Interstate.

The top employers in the Town of Burke include Badger Utility, Vannguard Utility Partners, and Little Explorers Preschool. The top employers in Dane County include the University of Wisconsin – Madison, University of Wisconsin Hospitals, Epic Systems, and the Madison Metropolitan School District. Of the top 12 employers in Dane County, two are Educational Services and six are Health Care Services.[4]

EDUCATION AND INCOME LEVELS

Educational attainment is a variable used to measure a community's labor force potential. According to the 2010 U.S. Census, 93.8 percent of the Town's population age 25 and over attained a high school diploma or higher. This is the lowest percent as compared to the surrounding municipalities. However, the percent of the population who received a bachelor's degree or higher matches the average for surrounding municipalities (36.2%), when the City of Madison and Dane County are excluded. Table 10 presents education-related statistics for the Town and surrounding area.

TABLE 10: EDUCATIONAL ATTAINMENT, 2010

	% High School Graduate or Higher	Bachelor's Degree or Higher
Town of Burke	**93.8**	**35.5**
Town of Blooming Grove	94.6	31.7
Village of DeForest	96.3	28.7
City of Sun Prairie	94.4	40.0
Town of Sun Prairie	97.0	30.0
Village of Waunakee	96.1	46.9
Town of Westport	95.4	46.8
Town of Windsor	96.6	29.6
City of Madison	94.5	52.9
Dane County	94.4	45.4

Source: U.S. Census Bureau, 2010

Table 11 presents the income characteristics for the Town and surrounding municipalities. According to the 2010 U.S. Census, the Town's median household income was significantly higher than Dane County.

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[4] WorkNET, Wisconsin's Large Employer Search, Burke http://worknet.wisconsin.gov/worknet/largemp.aspx. Accessed 9 May, 2013

Additionally, this Town's median household income was higher than all but two neighboring municipalities: the Village of Waunakee and the Town of Westport. The per capita income for the Town was lower than most surrounding communities. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population, and indicates that the Town's residents are not as wealthy as much of the rest of the County.

TABLE 11: INCOME COMPARISON, 2010

	Median Household Income	Per Capita Income
Town of Burke	**$ 74,500**	**$ 30,990**
Town of Blooming Grove	$ 60,682	$ 32,692
Village of DeForest	$ 66,673	$ 29,625
City of Sun Prairie	$ 66,395	$ 32,091
Town of Sun Prairie	$ 69,375	$ 30,503
Village of Waunakee	$ 82,099	$ 37,073
Town of Westport	$ 80,588	$ 45,811
Town of Windsor	$ 73,023	$ 32,500
City of Madison	$ 54,093	$ 30,595
Dane County	$ 61,913	$ 33,118

Source: U.S. Census Bureau, 2010

PUBLIC INVOLVEMENT

A critical part of any planning process is the incorporation of public input. Several techniques were used to involve the public in the preparation of the Plan.

Selected Techniques to Involve the Public

▪ **Smart Growth Steering Committee Meetings**

Monthly Smart Growth Steering Committee meetings were held over the course of the planning process. All Committee meetings were noticed and held as open public meetings, and provided for a public comment period. Some Committee meetings were specifically intended to solicit public input throughout the meeting, while others were Committee work sessions with a limited public comment period.

▪ **Direct Notification to Property Owners**

The Town sent a letter to property owners informing them of the planning process and how to provide input. The letter also clearly explained that areas covered by existing plan(s) will not be changing as a result of the updated Comprehensive Plan. A map was included that clearly depicted which areas are covered by existing plans.

- **Use of Internet**

  The Town shared information and materials on its Web page (www.townofburke.com) throughout the planning process. In addition to legal posting and publishing requirements, the Town also publicized and promoted the planning process, provided information on upcoming meetings, and supplied the results of meetings, along with draft plan documents and maps.

- **Intergovernmental Cooperation**

  As the Town is completely surrounded by other incorporated municipalities and there is a significant amount of infrastructure that is the responsibility of other agencies, the Town will incorporate the 2007 Cooperative Plan with the City of Madison, City of Sun Prairie, and Village of DeForest without change. As required by statute, the Town will provide draft plan materials to adjacent and overlapping governments for review and comment.

- **Public Comment at Plan Commission Meeting**

  The Plan Commission formally acted on the completed draft Comprehensive Plan near the end of the planning process. This was done through a public meeting and provided an opportunity for written public comment to be reviewed by the Plan Commissioners.

- **Formal Public Hearing**

  The Town held one formal public hearing on the draft Comprehensive Plan and the adopting ordinance prior to adoption. All members of the public had an opportunity to present testimony and offer comments at that public hearing. The public hearing was noticed and held per the requirements of Wisconsin Statutes, Section 66.1001.

Town Board and Plan Commission Key Planning Issues Survey

A survey on key planning issues was provided to members of the Town Board and Plan Commission. The survey asked Town officials to answer a series of questions related to existing conditions in the Town and the growth, development, or redevelopment potential for the Town. Responses are summarized below. The verbatim results of the survey can be found in Appendix B.

The results of the survey suggest that the Town has been utilizing its adopted 1999 Land Use Plan and the 2007 Cooperative Plan as decision-making tools. However, it is also evident that those mechanisms lack the guidance and comprehensive approach the Town desires. Additionally, extraterritorial land use decisions made through the Cooperative Plan by the Cities of Sun Prairie and Madison and the Village of DeForest are putting pressure on the Town. As a result, the Town has been somewhat handcuffed in its authority to make decisions because of the lack of a comprehensive plan.

The key planning issues survey has provided the Town an opportunity to develop a comprehensive guide for its future. The lack of a comprehensive plan has been an issue in Burke because the existing adopted plans lack the guidance the Town needs to make joint planning decisions with surrounding municipalities. This manifests itself when development proposals are brought to Town officials and County zoning is changed to reflect desired development instead of aligning with the long-term plan.

The Burke – DeForest extraterritorial zoning committee has been a model of intergovernmental cooperation and development, but thus far has not prompted the Cities of Sun Prairie or Madison to work with the Town on development efforts. Because of its juxtaposition to surrounding municipalities, the Town does directly benefit from shared services like Fire/EMS and snow plowing, which are outlined by the Cooperative Plan.

The community character is derived from its agricultural heritage. The influence of agriculture is reflected in the Town by its small, isolated pockets of development, low density, and rural nature. The character of the community is slow paced and exurban, although all the services and benefits of the larger City of Madison are at the Towns doorstep. The Town favors the single-family housing typology currently prevalent in the community. This single-family, low-density development creates an auto dependency that the Town acknowledges and embraces. The pace of development in the Town has generally been slow. While development, both residential and non-residential, seems in large part to be driven by developers, the location and type of development has been generally compatible with the County's land use plan.

The key planning issue associated with transportation is the increase in traffic volume resulting from development related to the ETZ areas of Madison and Sun Prairie. Specifically, Reiner Road near Nelson was mentioned as an intersection that has increased in traffic since the development around the American Family Insurance Company site. Burke has not been aggressive to plan for its transportation infrastructure, but rather embraced the benefits of being located adjacent to the City of Madison and within Dane County, and adjacent to several state and federal highways. Highway development within ETZ areas has made it necessary for the Town to react to increasing traffic demands, often before intergovernmental planning has occurred.

Development and transportation go hand in hand. The results of surrounding municipalities exercising extraterritorial jurisdiction has provided opportunities for Burke to develop and redevelop portions of its community. One specific area mentioned for redevelopment is the vacant Skelly Gas station/truck stop on US Highway (US) 51, south of the interchange with Interstate 39/90/94. Areas with the most potential for development include vacant parcels adjacent to existing development. Some redevelopment of older business parks is also possible. The Town prefers the agglomeration type development to help preserve the natural and scenic assets and exurban character.

The Town's key environmental features are its wetlands and the Token Creek and associated parks. Stormwater and flooding issues have arisen because of development patterns, driven by the Cooperative Plan, which seem to bypass Town review until late in the development process. The Town emphasizes protection and preservation of its park system and feels like the Parks and Open Space Plan is an adequate mechanism for this.

Key Planning Issues

- *Community character and feel is exurban*

- *Extraterritorial jurisdiction putting the squeeze on Burke*

- *Intergovernmental relationships could be better*

- *Development is slow, scattered, and mostly in ETZ areas*

- *Token Creek and community parks/wetlands are key environmental assets*

- *Low-density, single-family housing is prevalent and preferred*

- *Auto dependent community is reactive to ETZ development and WisDOT*

REGIONAL AND COUNTY OPPORTUNITIES

According to the *2010 US Census of Population and Housing*, Dane County was the third fastest growing Wisconsin County in terms of population between 2000 and 2010, increasing by 14 percent. The Town of Burke is situated in central Dane County in the Madison Metropolitan Area. This location in the State's capital city offers unique regional opportunities based on proximity to a growing urban area like transportation accessibility, abundant, and unspoiled natural resources for recreation, and pockets of regional tourist destinations.

Madison Metropolitan Area

The City of Madison is the second largest city by population in the State of Wisconsin. Madison lies within a one- to three-hour drive of Wisconsin's other largest cities including Milwaukee, Eau Claire, Green Bay, La Crosse, and Wausau. Additionally, the cities of Chicago and Rockford, Illinois, and Dubuque, Iowa, are all within this same driving timeframe. Proximity to the major population and employment centers in the southern Wisconsin/northern Illinois region is a critical asset for the Town from both an urban and a rural perspective. The Town is likely to benefit from the exchange of people, money, commodities, and information found in urban areas.

Transportation

Interstates 39, 90, and 94 all converge on the eastern side of the City of Madison along the southern boundary line of the Town. These highways connect Madison to the major urban areas of Milwaukee, Chicago, Minneapolis, and Rockford, and various others, as mentioned above. U.S. Highways 51 and 151 also provide access to and from adjacent municipalities and regional markets such as the Fox Valley area. Access to regional markets supports traditional forms of economic development and continued tourism growth. The Town of Burke also lies adjacent to the Dane County Regional Airport. In 2012 the airport served an average of more than 67,500 passengers a month.[5]

Driving for pleasure continues to be listed as one of the top 10 most popular recreational activities for the Dane County region according to the 2012-2017 Dane County Park and Open Space Plan and the 2011-2016 State Comprehensive Outdoor Recreation Plan. Development of a county scenic roads program is an initiative of the Dane County Park and Open Space Plan that could link local, county, and state park facilities and include pull-off areas that offer scenic views and interpretive signage.

Bicycling, on and off road, is extremely popular in both rural and urban areas of Dane County. The Madison area bicycle network includes 187 miles of streets with bicycle lanes or paved shoulders and 181 miles of off-street multi-use paths. Countywide, there is a total of 237 miles of paths and trails, including the unpaved Military Ridge and Glacial Drumlin Trails.[6] The 2013 Dane County Bicycle Budget for bicycle projects, programs, and maintenance is more than one million dollars. Connecting the Town through bicycle infrastructure will provide transportation and economic benefits for the community.

Outdoor Recreation Areas

During the decade between 2000 and 2010, the Dane County park system nearly doubled in size from approximately 6,600 acres in 2001 to over 12,000 acres in 2012.[7] The Dane County park system uses a classification system to divide county park lands into five categories: recreation parks, natural resource areas, forests, historical/cultural sites, and wildlife areas. As a whole, this system provides active and passive recreation areas, protection of valuable natural habitats and greenbelt corridors, land management and economic resources, and protection and preservation of historically or culturally significant sites. The Dane County parks provide excellent economic and health benefits, and improves the general quality of life for the regions residents.

According to the 2012-2017 Dane County Parks & Open Space Plan, high demand and participation rates are consistently shown for camping, biking, fishing, and most trail activities in county and local recreation

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[5] Dane County Regional Airport. http://www.msnairport.com/parking_transportation/default.aspx

[6] The Regional Transportation System Part 3, 2035 Regional Transportation Plan Update, 2012

[7] Dane County Parks & Open Space Plan 2012-2017

Map 2: Regional Influences

surveys. The highest rated recreation demands of the Dane County Park system in the five-year planning period were trails (particularly mountain biking, snowshoeing and multi-use regional), wildlife viewing opportunities, water access for fishing and kayaking, and camping. Devil's Lake State Park, Blue Mounds National Natural Landmark, and the Ice Age National Scenic Trail are a few of the State's most popular outdoor recreation areas that provide a regional drawn to the Madison area. Locally, the 890-acre Token Creek Natural Resource Area and 427-acre Token Creek County Park provide key environmental assets for the Town. These will be explored in more detail in Chapters 3 and 6.

Tourism

Opportunities for tourism in the County and Region are centered on two things: natural and recreational opportunities and the City of Madison and the amenities associated with being a state capital. As discussed above, Dane County is flush with outdoor recreational opportunities including regional attractions like Devil's Lake State Park and the Ice Age National Scenic Trail. The City of Madison is no exception when it comes to outdoor recreational opportunities. Centered between Lake Mendota and Lake Monona, Madison is home to 260 public parks ranging in size from 0.1 acre to over 900 acres.[8]

Significant tourist attractions within an hour drive of Burke include Devil's Lake, the Wisconsin Dells, Frank Lloyd's Taliesin, House on the Rock, the Fireside Dinner Theatre, and the Kettle Moraine State Forest Southern Unit.

Madison is also home to a variety of urban based tourist attractions including a collegiate summer league baseball team, the University of Wisconsin – Madison, State Street, the Henry Vilas Zoo, the Monona Terrace Convention Center, the UW-Madison Arboretum, Olbrich Gardens, the Overture Center, and many more. Being a state capital, Madison also provides tourism opportunities for sightseeing the Capitol building and grounds and the governor's mansion. The IRONMAN Wisconsin triathlon and Dane County Fair are yearly events which support the region and boast Madison as a major tourism destination.

Located just 10 minutes north of Madison, the DeForest area also offers a wide variety of indoor and outdoor recreation. Several historical sites, outdoor trails, and community events make the DeForest area a tourist attraction for its immediate neighbors and regional visitors.

OVERALL GOALS, OBJECTIVES, POLICIES, PROGRAMS AND RECOMMENDATIONS

Each chapter of this Comprehensive Plan includes goals, objectives, policies, programs, and recommendations that will provide a framework and policy guidance for the Town Board and Plan

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[8] City of Madison 2012 – 2017 Park and Open Space Plan

Commission members, town residents and staff members, and other stakeholder groups for the next 20+ years. Goals, objectives, policies, programs, and recommendations are defined as follows:

Goals are broad and general expressions of the Town's aspirations, towards which this Comprehensive Plan is directed. Goals tend to be ends rather than means.

Objectives are more specific targets, derived from goals and necessary actions to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals.

Policies are rules or courses of action necessary to achieve the goals and objectives they are derived from. Policies are precise and measurable.

Programs are a system of projects or services necessary to achieve plan goals, objectives, and policies.

Recommendations provide detailed information regarding how to implement objectives policies, and programs.

Town of Burke Vision Statement

The Town of Burke envisions that it will sustain the exurban town character of the community by prudent planning and intergovernmental cooperation. The Town will preserve its natural environmental features and housing stock by guiding new development towards planned and existing development areas. By recognizing and utilizing community resources, the Town aims to foster sense of place and leave a legacy of responsibility and community service.

❖ Maintain the Protected Areas of Burke through the Towns existence

❖ Protect the Town's natural and environmentally sensitive areas from future development

❖ Preserve the low-density, single-family housing majority in Burke

❖ Guide new development through intergovernmental and stakeholder collaboration

❖ Maintain and expand efficient transportation networks that meet the needs of multiple users

❖ Preserve the abundance of commercial and business services located in the Town's backyard