## TOWN OF ALGOMA WEST SIDE GROWTH AREA VISIONING WORKSHOP SUMMARY



# Town of Algoma West Side Growth Area Visioning Workshop Summary 

Town of Algoma, WI

## December, 2018

ABSTRACT

TITLE: Town of Algoma West Side Visioning Workshop Summary

CONTACT: Eric W. Fowle, AICP - Executive Director

AUTHORS: Eric W. Fowle, AICP - Executive Director

SUBJECT: Community Visioning

DATE: December, 2018

PLANNING AGENCY: East Central Wisconsin Regional Planning Commission
SOURCE OF COPIES: East Central Wisconsin Regional Planning Commission 400 Ahnaip Street, Suite 100
Menasha, WI 54952
(920) 751-4770
www.ecwrpc.org

This report summarizes the results of a public visioning workshop held in the Town of Algoma, Winnebago County, WI on May 23, 2018 regarding the future development of the West Side Growth Area.


## CHAPTER 1

INTRODUCTION

## CHAPTER 1: INTRODUCTION

## BACKGROUND

In late 2017, the Town of Algoma had requested assistance from the East Central Wisconsin Regional Planning Commission to host and facilitate a public visioning workshop which focused on their West Side Growth Area (Figure 1-1).

The Town of Algoma is part of the Oshkosh Urbanized Area and is located south of Lake Buttes des Morts and west of Interstate 41. While much of the commercial and employment activity occurs within the City of Oshkosh, along the I-41 corridor and within its downtown, the Town of Algoma has the opportunity to capitalize on its continued residential growth and its location along STH 21.

The West Side Growth Area (Figure 12) is about 790 acres in size and was identified in the Town's 2007 Comprehensive Plan as a primary for future residential and commercial development due to its exposure and accessibility to STH 21 and I-41.

With more growth projected to occur over the next twenty years, as well as planned improvements to the STH 21 corridor, and as available development sites north of STH 21 be the Town realized that planning for the West Side Growth Area should be initiated through this public workshop.

Figure 1-2: West Side Growth Area


## WORKSHOP GOALS

The overall goal of the workshop was to seek resident and user input/feedback which will be used to create a new, more detailed "master plan" for the West Side Growth Area.

The workshop exercises were designed to be simple, yet provide detailed insights, thoughts and ideas which help to identify key parameters for how the community wishes to accommodate future development. More importantly, since this was the first time the Town decided to move forward with discussing the concept of the West Side Growth Area.

In the master planning stage, some of the ideas and desires gathered during the workshop will be weighed against aspects of the development market, infrastructure locations, and methods to pay for these improvements. A vision will ultimately be established for the master plan and once developed and accepted, will be used as a guide for the preparation of the details which would more specifically identify potential changes in the uses or character of public and private properties over time.

This particular workshop was held in an "open house" style on Wednesday, May $23^{\text {rd }}$ from 6:00 to 8:00 p.m. at the Town Hall (Figure 1-3). The workshop was titled "Westward Ho!" in hopes that it would inspire the connection of this new growth area, to the rapidly expanding West prior to the industrial revolution. The workshop was well publicized prior to the event through a number of methods, including media releases, meeting announcements, physical and e-mail distribution of event flyers, and website and social media postings. A copy of various media and promotion materials are contained in the Appendix.

Figure 1-3: Workshop Participants


## WORKSHOP STRUCTURE AND EXERCISE DESCRIPTIONS

On the evening of the event, a total of 70 persons registered at the sign-in desk. This number may be slightly higher as some couples may have only put one name down on the form. The Appendix contains copies of the registration/sign-in sheets. This is a relatively high number of participants for such an exercise as typical workshops usually draw 25 to 40 participants. One potential reason for drawing more attendees is that in the weeks preceding the event, some facts and rumors had spread throughout the Town about a very preliminary development proposal which may include multi-family units near the Jones Park/Jones Farm in the Leonard Point Road area. Numerous workshop attendees had verbally shared their concerns about such a proposal with staff and elected officials at the on-set of the workshop, while staff diligently explained the status of the project noting that it was not a topic of the meeting, but they were free to voice any concerns within the context of the workshop exercises. These opinions, ideas and attitudes show up strongly in the data that collected that evening. Thusly, the reader and user of this information should consider that those strong opinions may have overshadowed more unbiased ideas.

As shown in Figure 1-4, a composite image of attendance geography shows that the distribution of participants was wholly within the Town of Algoma and distributed in a relatively even manner across the community, although a fair number of residents from areas north of STH 21 did show up to the event.

Figure 1-4: Workshop Participant Geography


The event was structured as an "open house" style meeting using 7 separate tables as workstations. Each workstation focused on a different topic that is directly or indirectly related to some aspect of future development within the West Side Growth Area. General
 instructions were provided (see descriptions) and East Central and Town staff were present to help answer questions or guide discussion. While guidance and structure were provided, no limitation was given with respect to their actual responses. No constraints were set - such as money, politics or regulation - in order to better seek out transformational (or 'game-changing') ideas from the public. The seven exercises are described briefly below with the exercise results being discussed in Chapter 2.

1) Protect Me! This exercise uses a large map to gather opinions about areas within the West Side Growth Area that should NOT be developed, whether for environmental, recreation, or agricultural land protection reasons. Let us know your priorities for conservation in this area BEFORE development occurs.
2) Style is Everything. A series of simple worksheets portray and range of styles and intensities of various land uses. Your responses on your level of acceptance of these development styles will help to answer the ultimate question of "what is new development going to look like?"
3) Where do We Grow from Here? A large map of the West Side Growth Area is used to gather your opinions on exactly WHERE new residential and commercial development should be located.
4) Trails \& Tribulations. Using individual maps, illustrate three possible new routes that should be considered for on or off-road bicycle and pedestrian facilities within/through the West Side Growth Area.
5) Drive it Home. Using individual maps, illustrate three possible new road connections through the West Side Growth Area that would help to guide traffic through the area and provide access to lands.
6) Big Ideas! Using a large map, share your "big ideas" with us. What transformational, visionary, or 'game-changing' thoughts do you have for the West Side Growth Area that could position it well for the future? Anything goes with this one! If you didn't get a chance to say it, say it here!
7) Go Fund Me! A quick survey about your preferences for funding future infrastructure and amenity projects within the West Side Growth Area.

Town of Algoma West Side Growth Area Visioning Workshop Summary Chapter 1: Introduction

## Page intentionally left blank.



CHAPTER 2

## WORKSHOP SUMMARY RESULTS



APPENDIX A

## WORKSHOP PROMOTIONAL MATERIALS

## CHAPTER 2: WORKSHOP SUMMARY RESULTS

## BACKGROUND

Based on the number of attendees, it is felt that a fair amount of worthwhile information and ideas were obtained for consideration in any future master planning process for the West Side Growth Area. Even though a rather small group (as compared to the Town's total population) participated, a significant amount of 'data' was generated throughout the course of the two-hour event. This data is summarized and displayed in several ways in order to best identify common themes or ideas within the context of the exercise. The data takes on one of three distinct forms: tabular (lists and prioritized lists), survey results (rankings), and geographic (map-based) results. The data is arranged by individual exercise with a description and analysis provided for each one.

While this report and East Central's interpretations may provide some level of insight as to the information collected, the reader will need to apply their own knowledge of the community to develop their opinions on the validity of the data and which ideas are "good" ideas to move forward with. Given the small number of participants, the results of the workshop cannot be portrayed as being statistically valid, or that it represents the community as a whole, but it does represent the opinions of those who cared enough to actively participate that evening.

## WORKSHOP SUMMARY RESULTS

## Exercise \#1: Protect Me!

## Exercise Description

This exercise used a large aerial photograph of the area to gather opinions about which lands within the West Side Growth Area that should NOT be developed, whether for environmental, recreation, or agricultural land protection reasons. Participants were asked to take green sticky dots and green markers to identify and outline properties or features that they thought should be preserved, protected or integrated in plans as development occurs.

## Analysis and Observations

As shown in Figure 2-1, over 11x individual responses (dots) were placed on the large map during the open house. Participants generally identified existing forested wetland complexes, streams and drainage corridors, as well as some areas of farmland as the highest priority for conservation. Due to the nature of the crowd at the workshop, lands near Jones Park and the Jones Farm were also identified as being worthy of protection. Figure 2-2 illustrates the same data, but in a "heat map" form. This better shows the pattern of lands which should be considered for protection and management as the West Side Growth Area is developed.

Figure 2-1: Protect Me! Composite Responses


Figure 2-2: Protect Me! Heat Map of Responses


## Exercise \#2: Style is Everything

## Exercise Description

This individual survey exercise was designed to seek input on the types and styles of housing development that might be most appropriate for new growth in this suburban location. A series of simple worksheets portrayed a range of styles and intensities of various land use types, including residential, retail/commercial, employment, parks, and stormwater. Participants responded with their personal level of acceptance of these development styles using a ranking system of " 0 " (none/less of this style) to " 4 " (more of this style).

## Analysis and Observations

A total of 56 sets of surveys were completed and returned throughout the workshop. In some cases, not all of the land use rankings were filled out on each worksheet, so totals shown in the summary table (Table 2-1) are sometimes as low as 49 for some worksheets. A complete set of the data is contained in Appendix B .

In reviewing the results, a number of land use and density preferences were made clear as shown on Figures 2-3 through 2-7. Based on the participants at the workshop, an overwhelming number indicated that low-density single family residential development is their preference. But even so, there was some small level of acceptance for the incorporation of new higher density housing (Options B, C and D) within the West Side Growth Area as it develops. This may be due to the known needs/demands for different housing styles being generated by the millennial and retiree markets. Based on this, Town should cautiously consider opportunities during the master planning process for residential units that range from smaller, denser, detached single family housing, multi-story townhouses, or perhaps even a few 3-4 story high quality apartment units in several strategic locations identified later in this report.

Commercial and retail uses tended to have low scores in general, with the highest average score only being 1.88 . There is a clear preference for single story, strip commercial or highway commercial uses within strategic areas of the STH 21 corridor. Low scores were received on street-oriented, mixed use developments as well as "big box" types of stores, however; the Town may wish to consider some of these types of uses as some participants did indicate a desire or need for such facilities. Responses were similar in the Employment category, with small scale flex-space and business condos being the highest ranked use. Based on these rankings, as well as some of the written comments received (Table 2-2); there was an overall low preference for employment types of uses.

Parks and open space was generally highly ranked, regardless of the type of park. However, a strong desire for Neighborhood Parks (score = 2.89) was made throughout this exercise, as well as being mentioned in other exercises. Stormwater management preferences leaned towards Natural management approaches (score $=2.57$ ), but many also feel that traditional Retention/Detention Ponds are appropriate (score $=2.41$ ).

Table 2-1: Style is Everything Summary Scores

| Housing |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | A | B | C | D |
| Response Count | 54 | 56 | 56 | 56 |
| Total Score | 195.1 | 74.5 | 37.4 | 15.7 |
| Average Score | 3.61 | 1.33 | 0.67 | 0.28 |
| Retail |  |  |  |  |
|  | A | B | C | D |
| Response Count | 55 | 55 | 55 | 54 |
| Total Score | 103.3 | 96.2 | 77.6 | 51.8 |
| Average Score | 1.88 | 1.75 | 1.41 | 0.96 |
| Employment |  |  |  |  |
|  | A | B | C | D |
| Response Count | 54 | 54 | 55 | 53 |
| Total Score | 82.7 | 81.2 | 71.0 | 53.6 |
| Average Score | 1.53 | 1.50 | 1.29 | 1.01 |
| Parks |  |  |  |  |
|  | A | B | C | D |
| Response Count | 54 | 53 | 55 | 54 |
| Total Score | 151.1 | 117.2 | 158.7 | 111.8 |
| Average Score | 2.80 | 2.21 | 2.89 | 2.07 |
| Stormwater |  |  |  |  |
|  | A | B | C | D |
| Response Count | 50 | 49 | 48 | 49 |
| Total Score | 120.5 | 113.1 | 98.6 | 145.6 |
| Average Score | 2.41 | 2.31 | 2.05 | 2.97 |

Figure 2-3: Housing Preference Survey Results

| DESIGN PREFERENCE SU |  |  |
| :---: | :---: | :---: |
| Residential Types <br> Housing A |  | Average <br> Score = <br> 3.61 |
|  |  | Average <br> Score = <br> 1.33 |
|  |  | Average <br> Score = <br> 0.67 |
|  |  | Average <br> Score = <br> 0.28 |

Figure 2-4: Retail/Commercial Preference Survey Results


Figure 2-5: Employment Preference Survey Results


Average


Figure 2-6: Parks Preference Survey Results

NEED PREFERENCE SURVEY:
Park Types

Please indicate your preference for each park type by placing an ' X ' on the ranking from $0-4$ on the arrow scale. Also, feel free to add explanations/comments in the space provided.

Figure 2-7: Stormwater Preference Survey Results

NEED PREFERENCE SURVEY:
Stormwater Mgt. Types

Please indicate your preference for each SW type by placing an ' $X$ ' on the ranking from 0-4 on the arrow scale. Also, feel free to add explanations/comments in the space provided.

| Type A |  | Average <br> Score = <br> 2.41 |
| :---: | :---: | :---: |
| Type B |  | Average <br> Score $=$ <br> 2.31 |
|  | Rain Gardens / Rain Barrels <br> Rain gardens are small depressions in private yards which collect and receive rain water from gutters, roofs and paved areas. Often planted with native prairie plants, rain gardens can infiltrate water into the soil. Rain barrels collect water in a similar way, but with the intent of being reused for watering, etc. | Average <br> Score = <br> 2.05 |
| Type D | Natural Stormwater Management <br> This is an approach to land development (or redevelopment) that works with nature to manage stormwater as close to its source as possible. Using Low Impact Development principles such as preserving and recreating natural landscape features which effectively contain, treat and manage stormwater. | Average <br> Score $=$ $2.57$ |

Table 2-2: Style is Everything, Written Comments

| Housing | Retail |
| :---: | :---: |
| A | A |
| However, large lots needed to reduce \# of houses, rainwater \& flooding | Have enough nearby |
| Like single family | In the right location |
| No apartments | No drive thru's |
| No sidewalks!(2) | None of this fits with our rural community! |
| No storage units also | only on main roads |
| Oakwood school is at max capacity. Apts. Will result in the families on the east side of our town not being able to go to their neighboring school. Please contact me to discuss this matter more. | B |
| Please keep apartments out of the town. | In the right location |
| Please keep our town as it is | only on main road |
| This is in keeping with the character of the town which is why we moved here. | Strip malls are a blight |
| We liver here because of the natural beauty and low taxes. We like the quiet and don't want sidewalk assessments that will kill property value | C |
| Yes! (2) | If it would work this would be nice for town atmosphere |
| B | In the right location |
| Duplexes ok,Townhouses OK. Better than below | No rentals! |
| No commercial | No rentals! |
| No rentals! | Nor unban architecture |
| No sidewalks! | D |
| Not happy with alleys | Have enough nearby |
| not sure | In the right location |
| Please no | Kohl's! |
| Rent or own? | Trader Joe's! |
| This type is City Zone, not Farm | Employment |
| c | A |
| Depends on location | This feels in keeping with the character |
| Don't need large buildings | B |
| No thank you! | Not by residential |
| No! (3) | Not next to residential |
| no multi-family | C |
| Not in a residential areas | Limited along 21 - residential to the south |
| This is not a positive for our town. We should remain rural | Not by residential |
| D | D |
| better suited for cities with the infrastructure to service the units | minus 5 |
| Increased traffic | where? |
| no multi-family |  |
| No! (4) |  |
| Not in residential area |  |
| Please not in Algoma! |  |
| This is for the City - no need in Town |  |

Table 2-2: Style is Everything, Written Comments, continued

| Parks | Stormwater |
| :---: | :---: |
| A | A |
| My son plays travel baseball and compared to other cities, we are way behind. We need more parks | Dangerous for kids |
| The Oshkosh are in general, including Algoma are dramatically below State standard for park /recreation space | If done correctly |
| where? | if needed consider child safety measures |
| Yes! | The stormwater management system needs to be improved |
| Yes! | Think these are all reasonable |
| B | Yes, anything to help drainage/stormwater |
| No camping | B |
| Where? | Yes, anything to help drainage/stormwater |
| Yes! | C |
| Yes! | Yes please! |
| C | Yes, anything to help drainage/stormwater |
| Universal Design! | D |
| We have Jones Park! | Yes, anything to help drainage/stormwater |
| Yes please, ANY PARK IN THIS TOWN AT ALL! |  |
| Yes! |  |
| D |  |
| We need sports facilities! |  |
| Yes! |  |
| Yes! |  |

## Exercise \#3: Where do We Grow from Here?

## Exercise Description

A large aerial photograph of the West Side Growth Area was used to ask opinions on exactly WHERE new residential and commercial development should be located. Participants used either yellow or red sticky-dots to identify areas that they felt would be appropriate for such uses as the area begins to develop.

## Analysis and Observations

A total of 90 "residential" responses (yellow dots) were placed on the maps as shown in Figure 2-9. A majority of these dots (49) were place south of STH 21, within the West Side Growth Area. Many of these were clustered to the eastern portion of the Growth Area, primarily adjacent to existing residential development, but with some notion of a greenspace buffer being created using natural features in the area. Figure 2-10 shows the data in a "heat map" form, thereby giving a better idea of the patterns formed by the data. It should also be noted that based on the crowd which attended the workshop, a high level of support for residential development (presumably single family) was given for the Jones Park / Jones Farm area, north of STH 21.

Sixty-one responses (red dots) were placed on the maps to indicate preferences for commercial/retail types of uses (Figure 2-10). A majority of these responses were kept within the West Side Growth Area, particularly being clustered along the south side of STH 21, near the potential intersection that would be created if Clairville Road were extended. Looking at the "heat map" in Figure 2-11, this pattern is emphasized. There is also a desire to perhaps look at some retail/commercial uses on the north side of STH 21 in various areas. This may be due to STH 21 created a large physical barrier for walking or bicycling and the desire to have some commercial establishments within a safe walkable distance from residential developments in this area.

Figure 2-12 is a composite map of both the residential and commercial preference maps overlain on the data from the previous exercise dealing with protecting natural lands. As one can see, there is generally consistency amongst the three data sets. This information will be of great use as a guide to further examine the specific location and uses of lands within the West Side Growth Area.

Figure 2-8: Where do we Grow From Here? Residential Composite Responses


Figure 2-9: Where do we Grow From Here? Residential Heat Map


Figure 2-10: Where do we Grow From Here? Commercial Composite Responses


Figure 2-11 Where do we Grow from Here? Commercial Heat Map


Figure 2-12: Where do we Grow From Here? Overall Composite Heat Map


## Exercise \#4: Trails \& Tribulations

## Exercise Description

This individual mapping exercise was designed to seek opinions on the location and placement of new trails within or near the West Side Growth Area (Figure 2-13). Using individual 11x17 maps, participants were asked to illustrate three possible new routes that should be considered for on or off-road bicycle and pedestrian facilities within/through the West Side Growth Area.

Figure 2-13: Trails \& Tribulations Mapping Worksheet


Trails \& Tribulations
Using this map, identify no more than three (3) new routes that should be considered for new on or off-road bicycle and pedestrian facilities (i.e. "trails"). Where do you want to travel as the West Side Growth Area develops?

## Analysis \& Observations

A total of 41 maps were completed and submitted that contained 80 separate line features (Figure 2-14). Examining the collective patterns of line-work (Figure 2-15), one can clearly see that a trail network is desired along and within natural areas that are still present within the Growth Area. Figure 2-16 shows a conceptual system of primary and secondary trails based on this data. A few written comments were also made on the maps as shown below:

- A trail west to Omro along Leonard Pt Rd
- WE CAN'T AFFORD THESE
- None - leave things the way they are - don't want tax increase
- Not willing to pay increased taxes for these.
- No need w/the Wiouwash trail and Oshkosh Riverwalk!
- Need connection to current Oshkosh trails from all neighborhoods
- Trails to connect these neighborhoods (north of 21)
- Trails along both sides of creek
- Trail to Omro - low traffic area best

Figure 2-14: Trails \& Tribulations, Composite Responses


Figure 2-15: Trails \& Tribulations, Generalized Responses


Figure 2-16: Trails \& Tribulations, Consensus Map


## Exercise \#5: Drive it Home.

## Exercise Description

Using individual maps (Figure 2-17), participants were asked to illustrate three possible new road connections through the West Side Growth Area that would help to guide traffic through the area and provide access to lands.

Figure 2-17: Drive it Home Worksheet


Drive it Home
Using this map, identify no more than three (3) new road corridors through the West Side Growth Area. What existing streets should be extended? How should adjacent areas be connected to this area? Where should new intersections be placed? How would you access interior lands?

## Analysis \& Observations

A total of 36 maps were completed and submitted that contained 58 separate line features (Figure 2-18). Examining the collective patterns of line-work (Figure 2-19), one can clearly see that there is a strong desire to extend Clairville Road to the north with a connection at STH 21. In fact, over 25 of the 58 responses noted this as a primary connection route for automobiles. Some acknowledgement of a north-south connector was also made near the Horseshoe Road/Miller Drive area. East-west connections are also illustrated very prevalently, particularly in the eastern portion of the Growth Area. Overall, a general 'grid system' pattern can been seen in the results and the potential to develop a local road system to match ideas shown here is completely possible with sufficient planning and forethought. Written comments were minimal, with several participants suggesting roundabouts at certain locations, as well as the potential removal of a segment of Omro Road to improve safety.

Figure 2-18: Drive it Home, Composite Responses


Figure 2-19: Drive it Home, Generalized Responses


Figure 2-20: Where do we Grow From Here? Composite Responses


## Exercise \#6: Big Ideas!

## Exercise Description

Using a short individual form (Figure 2-21) and large map participants were asked to share their "big ideas". While comments about virtually anything could be put on the form, this exercise was really about identifying transformational, visionary, or 'game-changing' thoughts that could be considered for the West Side Growth Area that could position it well for the future.

Figure 2-21: Big Ideas Summary of Response Topics


No limitations were set on the nature, scale, or cost of the ideas as the purpose was to simply generate a list of possibilities. The exercise was intentionally designed to inspire the community member to think outside of the box and bring forward any idea that they feel is important.

## Analysis and Observations

This exercise generated a fair number of responses. A total of 51 forms were completed by participants which generated a total of 157 separate responses. While a large map of the West Side Growth Area was provided for participants to write on, there were only four general comments written upon it and no geography specific data was generated. The general written comments on the map were incorporated with the rest of the data.

Overall, as shown in summary Table 2-3, the highest number of comments were related to people's feelings about high density residential development. Many of these comments were likely made by the contingent of participants who have concerns about the Jones Farm development proposal, outside of the Growth Area. Ranking second were ideas about future trails and parks ( 25 comments each). Desires for new commercial uses, transportation safety improvements and stormwater management rounded out the top six topics. Detailed comments can be reviewed in Appendix $B$.

Table 2-3: Big Ideas Summary of Response Topics

| Response Topic |  |
| :--- | :---: |
| \# of Responses |  |

Exercise \#7: Go Fund Me!

## Exercise Description

This exercise involved only a simple survey form (Figure 2-22) which asked participants about their preferred methods for funding future infrastructure and amenity projects within the West Side Growth Area. The survey provided six typical funding mechanisms as asked participants to pick their top three, in rank order using the numbers 1,2 , and 3.

Figure 2-22: "Go Fund Me" Survey Form

Westward Ho! Visioning Workshop Exercise \#7 - "Go Fund Me"<br>PURPOSE: To gather opinions on how future improvements to the West Side Growth are should be funded and financed by the community.



Pick your top three (3) responses regarding funding methods / mechanisms that should be considered for infrastructure and amenities within the West Side Growth Area. Use the numbers 1, 2, and 3 to show your rank order of importance, with 1 being the most important.

Local property taxes (including state and federal funding)
__ Special assessments made to property owners benefitting from improvements
__ Tax Increment Financing (TIF District) - a method whereby improvements are paid for based on increases in property values resulting from new development within a specified area over time.

A new Business Improvement District (BID) - a 'self imposed' tax on businesses which reside within a specific area that is yet to be defined.
__ Fundraising by Non-profit organization(s)
__ New Public / Private partnerships

## Analysis \& Observations

A total of 53 survey worksheets were completed and returned during the workshop. Based on these responses (Tables 2-4 and 2-5), Property Tax and TIF were tied as the options which received the most general votes ( 33 each) out of the six options provided. When looking at the value of each ranking, Property Tax rose to the top with a total score of 70 versus TIF (and BID) coming in at 56.

Working with, or relying on, Non-profit entities were generally considered a low value option, receiving only 14 votes and a total score of 26 . Public/Private Partnerships also ranked fairly low with 25 votes but with a higher total score of 55 .

When looking at the overall average ranking for each option (1 being more important than 3), TIF settled in at the top with an overall average rank of 1.7. Based on this method of evaluation, the options were ranked accordingly:

1 - TIF
2 - Nonprofit
3 - BID
4 - Special Assessments
5 - Property Tax
6 - Public/Private Partnerships

Table 2-4: Go Fund Me Ranking Responses

| Response \# | Category \& Ranking |  |  |  |  |  | OtherlComments |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Property Tax | Special Assessments | TIF | BID | Nonprofit | Pub/Priv Partnership |  |
| Response 1 | 1 |  |  |  | 2 | 3 |  |
| Response 2 | 1 |  |  |  | 2 | 3 |  |
| Response 3 | 3 | 1 |  | 2 |  |  |  |
| Response 4 | 1 |  | 3 |  |  | 2 |  |
| Response 5 | 2 |  | 1 |  |  | 3 |  |
| Response 6 |  |  |  |  |  | 1 |  |
| Response 7 |  |  | 3 |  | 1 | 2 |  |
| Response 8 |  |  | 1 | 2 | 3 |  |  |
| Response 9 |  |  | 1 |  | 2 | 3 |  |
| Response 10 | 3 | 3 | 3 | 2 | 1 | 1 | This is scary and depressing and expensive. Why are you doing this? |
| Response 11 |  |  |  | 1 | 2 | 3 |  |
| Response 12 | 2 | 3 | 1 |  |  |  |  |
| Response 13 |  | 2 |  | 3 |  | 1 |  |
| Response 14 | 1 | 2 |  | 3 |  |  |  |
| Response 15 |  |  |  |  | 1 | 2 | I'm not opposed to raising taxes if the increase is going directly to improvements the town wants! Similar to a school tax increase for referendums to better our schools. |
| Response 16 | 3 | 3 | 3 | 3 | 2 | 1 |  |
| Response 17 | 1 |  | 3 |  |  | 2 |  |
| Response 18 | 1 |  |  |  | 3 | 2 |  |
| Response 19 | 1 |  | 3 |  |  | 2 | More directly to town versus small portion they currently receive (noted under property tax) |
| Response 20 | 3 | 2 | 1 |  |  |  |  |
| Response 21 | 1 |  | 2 | 3 |  |  |  |


| Response \# | Category \& Ranking |  |  |  |  |  | Other/Comments |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Property Tax | Special Assessments | TIF | BID | Nonprofit | Pub/Priv Partnership |  |
| Response 25 | 2 |  | 3 |  | 1 |  | community led effort (noted under non-profit) |
| Response 26 |  |  |  | 1 | 3 | 2 |  |
| Response 27 | 1 |  |  | 2 |  |  | only if projects are supported by a plurality vote (noted under property tax) |
| Response 28 | 1 |  | 2 |  |  | 3 |  |
| Response 29 |  | 2 |  | 1 |  | 3 |  |
| Response 30 | 3 |  | 1 | 2 |  |  |  |
| Response 31* |  |  |  | x | x |  | state grants, lotteries (*DATA NOT COUNTED IN CALCULATIONS AS IT WAS NOT RANKED) |
| Response 32 | 3 |  | 2 | 1 |  |  | relationship building is good but I don't want Walmart telling us what to do and not to do. |
| Response 33 | 3 |  | 1 | 2 |  |  |  |
| Response 34 |  | 1 | 3 | 2 |  |  |  |
| Response 35 |  | 1 | 2 |  |  | 3 | rain gardens (noted special assessments) |
| Response 36 |  | 1 | 2 | 3 |  |  |  |
| Response 37 | 1 | 2 |  |  |  | 3 |  |
| Response 38 |  | 3 | 1 | 2 |  |  |  |
| Response 39 | 3 |  | 2 | 1 |  |  |  |
| Response 40 | 3 | 1 | 2 |  |  |  |  |
| Response 41 | 3 |  | 1 |  |  | 2 |  |
| Response 42 | 3 | 1 | 1 | 1 |  |  |  |
| Response 43 | 2 | 3 | 1 |  |  |  |  |
| Response 44 | 2 |  | 1 | 3 |  |  |  |
| Response 45 | 3 | 2 | 1 |  |  |  |  |


| Response \# | Category \& Ranking |  |  |  |  |  | Other/Comments |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Property <br> Tax | Special <br> Assessments | TIF | BID | Nonprofit | Pub/Priv <br> Partnership |  |
| Response 46 |  | 3 | 1 | 2 |  |  |  |
| Response 47 |  | 2 | 1 | 3 |  |  |  |
| Response 48 | 2 | 3 |  |  |  | 1 |  |
| Response 49 | 4 |  | 1 |  | 2 | 3 |  |
| Response 50 | 3 |  | 1 | 2 |  |  |  |
| Response 51 |  | 2 |  | 3 |  | 1 |  |
| Response 52 | 3 |  |  | 2 | 1 |  | only state and federal funding (noted under <br> property tax) |

Table 2-5: Go Fund Me Summary Results (Red text indicates highest result)

| Response \# | Category \& Ranking |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Property Tax | Special <br> Assessments | TIF | BID | Nonprofit | Pub/Priv <br> Partnership |
| Response Count | 33 | 22 | 33 | 27 | 14 | 25 |
| Total of Response Count Ranking <br> Values | 70 | 46 | 56 | 56 | 26 | 55 |
| Percent pf Response Count in Top 3 <br> - What proportion of the 50 valid <br> responses selected this preference as <br> one of their top 3? | $66.0 \%$ | $44.0 \%$ | $66.0 \%$ | $54.0 \%$ | $28.0 \%$ | $50.0 \%$ |
| Average Rank of Response Count <br> (low rank indicates higher preference) | 2.12 | 2.09 | 1.70 | 2.07 | 2.86 | 2.20 |
| Overall Preference Rank of 6 <br> Funding Categories | 5 | 4 | 1 | 3 | 2 | 6 |

Town of Algoma West Side Growth Area Visioning Workshop Summary Chapter 2: Workshop Summary Results

Page intentionally left blank

APPENDIX A - WORKSHOP PROMOTION MATERIALS

Page intentionally left blank.


## Newsletter Article

The Town of Algoma invites residents, landowners and other interested persons to attend an open-house style workshop on Wednesday, May $23^{\text {rd }}$ between 6:00 P.M. and 8:00 P.M. entitled "Westward Ho!" Working with the East Central Wisconsin Regional Planning Commission, the Town is hosting the workshop to gather input and ideas about how the Town's West Side Growth Area should look, function, and feel. What will the area look like in terms of land use, infrastructure and amenities as the area develops over the next 10 to 20 years? Where will roads be located to provide access to lands as it develops? What areas should be preserved for open space, recreation, environmental or other purposes? What styles of housing and business uses should be considered and at what density? A series of interactive, visual exercises will challenge you to envision what this part of our community could look like in the future. The open-house nature of this event allows you to give input in as little as 15 minutes, or you can stay for the entire two hours if you have enough ideas! Your feedback is important, so tell your friends and neighbors to participate!

PLEASE PRINT CLEARLY
Westward Ho! T. Algoma Visioning Workshop - May 23, 2018 please sicn in Algomina $\square-$

${ }^{3}$
PLEASE PRINT CLEARLY

PLEASE PRINT CLEARLY
Westward Ho! T. Algoma Visioning Workshop - May 23, 2018 please sicnin Algofna
4328 RHVINE WAY

PLEASE PRINT CLEARLY

PLEASE PRINT CLEARLY
Westward Ho! T. Algoma Visioning Workshop - May 23, 2018

Emails removed for participant privacy
purposes
1683 Lake Breeze Rel.
PLEASE PRINT CLEARLY

PLEASE PRINT CLEARLY
Westward Ho! T. Algoma Visioning Workshop - May 23, 2018 please sicnin Algowna

PLEASE PRINT CLEARLY

PLEASE PRINT CLEARLY


Emails removed for participant privacy
purposes
PLEASE PRINT CLEARLY

Page intentionally left blank


APPENDIX B
WORKSHOP DATA

## APPENDIX B - WORKSHOP DATA

Exercise \#2 - Style is Everything, Complete Data Set


## Exercise \#6 - Big Ideas! Complete Data Set

Safer bike trails, connect Leonard Point Road to Omro Road, safe trail.
I would like to keep the Town of Algoma a single family home neighborhood. I am strictly opposed to development of high density housing in our town.
21/Leonard stop/go light vs. roundabout
keep wetlands "wet"
bike path Terrell's Island
bike path to downtown
safer/bike access to cross Hwy 21
safer/bike access to cross Leonard's Point Rd
Retention pond safety for kids
Restaurant/shopping areas
Roundabout/ stop \& go light at intersection of Hwy 21 \& Leonard's Point
Bike trail to Terrell's island
Bike path from Algoma to Oshkosh
Connect both sides of 21 with bike paths/trails
Concentrate Commercial to Hwy 21 areas
slow traffic on 21
more community areas in neighborhoods, Central Park
Put playground equipment at water pump stations.
Keep as a more rural feel with single or duplex housing
Pedestrian bridge over 21 at/toward west end of town
Make office park along 21 but not too deep, just along 21
Eliminate housing in Jones Park - Allow only a Park!
Eliminate the Eye Soar Storage Units
Maintain the rural feel of the town
Nice park for families
Maintain larger lot sizes so people are not on top of each other
Easy way to get across Hwy 21 for pedestrians
We moved here because of the nature and slower-paced, neighbor-friendly area. We didn't want to live in Oshkosh. Please preserve natural areas, forests, wetlands \& don't develop. More parks for kids \& bridge over 21 connecting Honey Creek Rd. would be awesome. :)
We live in the town because of the relaxed, natural beauty and low taxes. If we wanted "wild and crazy" we would live in Oshkosh. We don't want development here or ruining the beautiful trees, land and wildlife that make our town a special place to live. There are so few places left that are reserved for "quiet living". Bike trails, etc. (including sidewalks) are such a financial burden on homeowners. We just finished paying a well assessment (\$10,000). Why is the town pushing for development when Oshkosh already has all these things and the costs \& problems too?

Leave the town the way it is - that's why we moved from the city to the Town of Algoma. We don't want changes or increased taxes.
Trails
Parks
Commercial on Hwy 21 \& Leonard Point Rd.
Walkable amenities (grocery, coffee, etc.)
Community beach/pool? (Quarry property?)
a softball field with underground dugout
water slid
zip line
candy park

## Bring Kohls to Oshkosh

Improve intersection at Hwy 21 \& Honey creek.
Add more parks w/ playgrounds
Add some high quality rental properties such as town houses.
Safe biking trails
A way to connect across highway safety for kids
Keep residential areas residential. People bought lots with the impression it was residential with a park. Storage units were approved last year despite strong opposition from neighbors. Now we hear apartments will be built. We did not purchase the lot on Nelson Road to live next to storage units \& apartments. WHY DID IT TAKE 4 YEARS TO BUILD A PARK WHERE IS OUR TAX MONEY GOING
Finish Jones Park
Add walking \& biking trails
Keep it residential...no apartments
Families in Algoma came here to attend their neighborhood school (Oakwood). Keep it that way. Apartments will cause a boundary shift. Natural growth (single family homes) will keep boundary lines in tack.

No apartments
No more storage buildings
more single family housing
bike/walking trails
More bike \& pedestrian paths/trails. Needed along Leonard Pt \& Old Omro \& can connect to the new westward expansion
Small town community/"Downtown" area w/ street lights. Destinations: coffee shops/storefronts/yoga/fitness/brewery/etc.
No apartment buildings in Town of Algoma this should be left for city limits
Sewer system for drainage/stormwater versus ditches
More complete streets

No sprawl
Complete streets please!
Keep it country
More walking/biking trails, Old Omro Rd. - Separate from Road, Trail on 1 side of the street.
Leonard's Pt. - Safe way for kids to get to school.
Access to water
More restrictions to buildings (make them look nicer) - to give overall better appearance to town.
Having a downtown area. Putting electrical wires in ground. Nice street signs etc.
Art
I am glad to see the town is having a listening session, I feel we only have one change to get the infrastructure right. Once we start changing zoning we are committed to a new direction.
We need to set aside land and resources to support a school if we have significant growth.
The infrastructure of the town doesn't seem to support any housing options other than low density residential. (Police, fire, schools, roads, \& sewer)
I am very disappointed in the amount of resources that are dedicated to the community such as parks \& trails. Consider hiring a professional fundraiser to help fund more resources.
Please protect our rural community with regards to density of population and height of buildings. I would be happy to pay more taxes in order to improve our community resources.
Update \& enlarge school
Trails
No apartments
Instead of apartments on LPR
Assisted living
soccer fields
community pool
Town of Algoma and Oshkosh area in general is dramatically below the WI state standard for parks/recreational open space per capita. PLEASE add trails (especially a trail network) and recreational open space.
Please do not bring in apartment buildings to west side of township especially off Leonard Pt Rd. People saved up their money to graduate out of apartments and "starter" homes to buy spacious lots off Leonard Pt Rd because we wanted to live in rural area. Leonard Pt Rd is already dangerous to drive on so adding apartments will make it significantly worse, plus they'd probably want public bus transportation. Oakwood school is already at capacity to the point that classrooms are placed in library so adding high density residential will compound that problem.
Lighting for parks
Lighting around the school
Reduce speed limit on Omro Rd.
More walking/bike trails please.
Absolutely O(zero) apartments
Trails-please
No fast food

Single family dwellings - only
Single family housing
No apartments
No rental housing
NO rentals
NO multi family homes/dwellings
This town needs almost any kind of park! Honestly, I think "big ideas" is missing the mark on this town; we are a "progressive rural community". Farms, single family homes, and basic commercial to support the immediate area are all that are needed.

No dinning \& breakfast restaurants, no fast foods
Entertainment - theatre, band shell
Nice bike \& walk paths
Bunny ski hill \& toboggan runs
Skateboard \& mini-golf
Please, no apartment buildings or any other multifamily dwellings.
Single family community residences
No apartments/rentals
Bike/walk trails - safe
Retain rural nature to the town

## NO RENTALS

Bring in more rest.
Grow \& clean up downtown area, connect this with Town of Algoma - clean \& accessible Absolutely no multi housing

While this workshop is appreciated, older, established areas are already subject to flooding.
Do not let finalized plans pit one area of the Town against another.
Water barrels and rain gardens work!
An environmental protection plan should be a planner's FIRST Priority!
Fix Drainage Issues
Fix Drainage Issues
Fix Drainage Issues
Fix Drainage Issues
Fix Drainage Issues
We need a community center (secular)
Better storm mgt.
More social/place connectedness!

More trails, tree canopy
For development road between Hwy 21 \& Witzel
Owner occupied condo associations - single free standing or duplex style
More parks with trails to connect them
Stormwater management!
Don't let developers bully the community
Identify a future location to develop a new town hall/community center/fire station
west side arterial south from Leonard Pt \& 21 to CTH E
recreational area tied to trails \& west side arterial to buffer residential \& commercial
Economic development we need a local pub/eatery!
Extend Clairville Rd. to Leonard Pt.
At the intersection area have mixed commercial restaurant/bar; coffee shop; gas station...
Along Clairville Rd. extended make a 55+ condo community with recreation, trails, etc.
Along Honey Creek near that area develop paved biking and walking trails.
Fix Omro Rd Speeding
Roundabouts Hwy 21 Oakwood Leonard Pt
More business
Place to Eat or Drink on Way Home
Change/fix drainage on Charlie Anna Dr. Water is strong year round cuz it never flows to corner of Snowden \& Charlie Anna.
Green space \& parks. Need not be large, many small rather than 1-2 big.
Retention/flood control ponds are critical. They are most important for the eastern neighbors who have lived here many years and are often negatively impacted by western development.

Finish Phase 3 in Sheldon Nature Area before investing more money elsewhere.

## Business along Hwy 21

Become a Village

## Proper water drainage

Businesses along 21 \& ...
Residential
Coffee shop
restaurant

Jerry Erdmann, Chair
David Albrecht, Vice-Chair
Eric Fowle, Secretary-Treasurer
COMMISSION MEMBERS

## CALUMET COUNTY

Alice Connors
Ed Kleckner
Merlin Gentz
FOND DU LAC COUNTY
Martin Farrell
Brenda Schneider
Lee Ann Lorrigan
(Joseph Moore, Alt.)
Allen Buechel
Charles Hornung

## MENOMINEE COUNTY

Ruth Winter
Elizabeth Moses
(Jeremy Johnson, Alt.)
James Lowey

## OUTAGAMIE COUNTY

Thomas Nelson
Daniel Rettler
Timothy Hanna
Jeff Nooyen
Michael Thomas
Kevin Sturn

## SHAWANO COUNTY

Jerry Erdmann, Chair
Thomas Kautza
Chuck Dallas
WAUPACA COUNTY
Dick Koeppen
Gary Barrington
Brian Smith
DuWayne Federwitz

## WAUSHARA COUNTY

Donna Kalata Larry Timm
Neal Strehlow

## WINNEBAGO COUNTY

Mark Harris
David Albrecht
Ernie Bellin
Steve Cummings
Ken Robl
Robert Schmeichel
EX-OFFICIO MEMBERS
Jill Michaelson
Ronald McDonald


