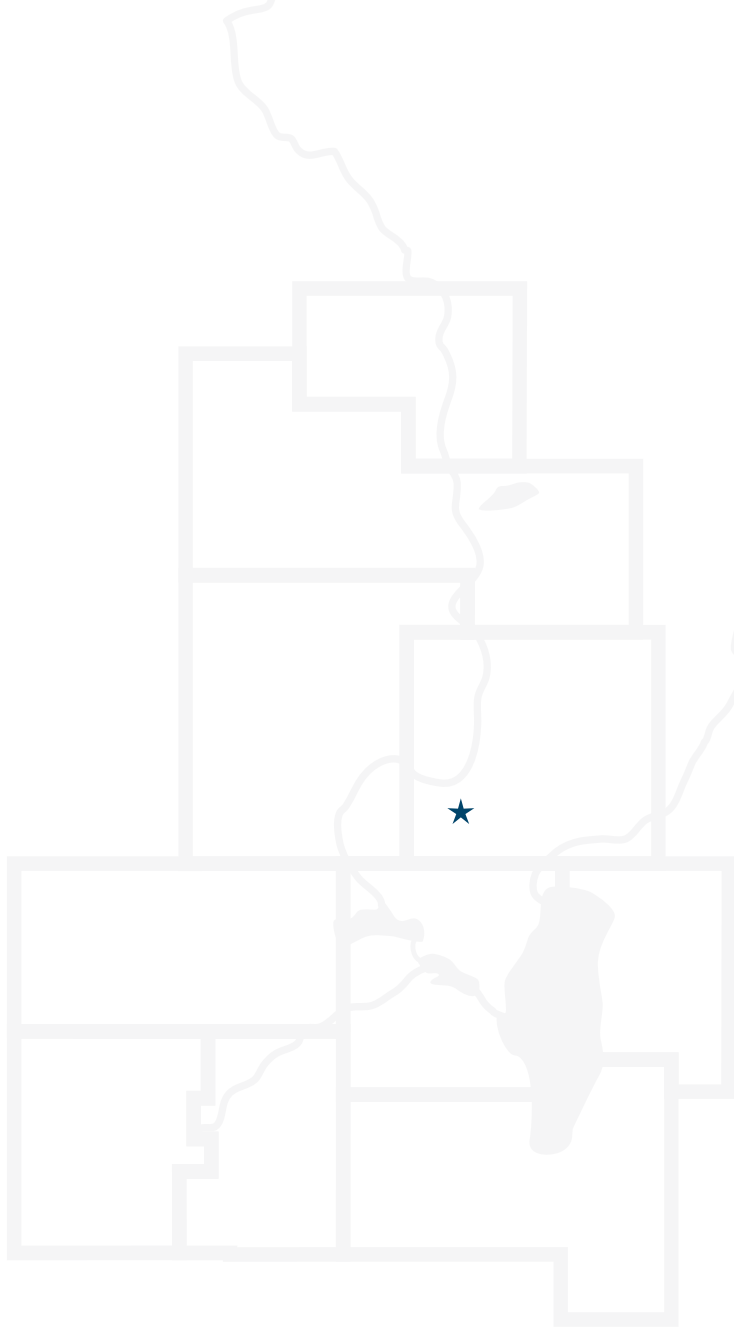


Hortonville Community & Neighborhood Visioning Workshop

May 4, 2013
Grand View Golf Club, Hortonville



East Central Wisconsin
Regional Planning Commission
ECWRPC

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June 2013

Hortonville Community & Neighborhood Visioning Workshop

June 2013

Prepared by the
East Central Wisconsin Regional Planning Commission

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Abstract

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Subject: Results from the Village of Hortonville, Outagamie County
Community Visioning Workshop

Date: June 2013

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This report describes the results from the Village of Hortonville Community Visioning Workshop.

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APPENDIX

PROCESS

A visioning workshop was held on Saturday, May 4, 2013 at the Grand View Golf Club in the Village of Hortonville (Neighborhood Workshop Brochure, Appendix Page A-1). It was developed and held in close consultation with Village staff/officials, as their cooperation and support was key to the effectiveness of the event. Twenty-four people participated in the two hour workshop (Sign-in Sheet, Appendix Page A-3). Participants were divided into four groups based on which quadrant of the Village they resided in. Prior to the workshop, the Village was divided into the following quadrants (Figure 1):

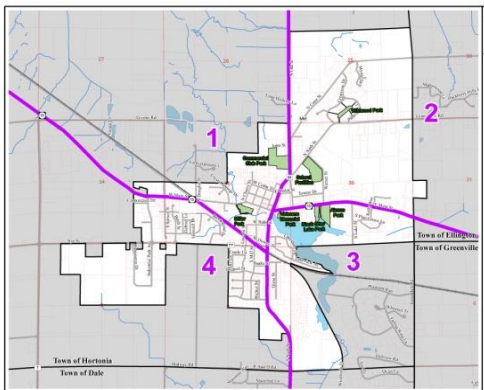


Figure 1

Quadrant 1: Group 1 - Northwest portion of the Village, bordered on the south by West Main Street (STH 15), the Canadian National Railroad and the Wiouwash Trail, and the east by North Nash Street (CTH M);

- Quadrant 2: Group 2 - Northeast portion of the Village, bordered on the south by East Main Street (STH 15) and the west by North Nash Street (CTH M);

- Quadrant 3: Group 3 - Southeast portion of the Village, bordered on the north by East Main Street (STH 15) and the west by South Nash Street (CTH M); and

- Quadrant 4: Southwest portion of portion of the Village, bordered on the north by the West Main Street (STH 15), the Canadian National Railroad and the Wiouwash Trail, and on the east by S. Nash Street.

The workshop was divided into three main components: 1) background of comprehensive planning and project approach; 2) presentation of key facts and findings, as well as regional context; and 3) active audience participation through interactive group exercises.

A series of five interactive group exercises were completed, each exercise was preceded by a short presentation. Input was sought on the following concepts: Community and Neighborhood Definition; Community Connections; Neighborhood Improvements; Downtown Revitalization; and New Development.



PURPOSE AND GOALS

The purpose of the workshop was to explore broad community and neighborhood level issues and opportunities in order to derive feedback from participants. Information gleaned from the workshop will be used to help guide future development and re-development opportunities in a manner that is beneficial for residents, businesses, property owners and the greater Hortonville community.

Four goals were identified and included:

1. Foster a positive, collaborative, community driven process for the Comprehensive Plan.
2. Cultivate a creative future outlook that capitalizes on the Village's context within the broader Fox Cities region.
3. Seek opportunities to connect and improve various neighborhoods and strengthen the downtown area.
4. Encourage the development of creative, catalytic new neighborhoods as we accommodate new development.

SUMMARY OF FINDINGS

Community Assets

Community assets contribute to the Village of Hortonville's identity. Numerous assets were recognized, assets identified by three or more of the groups are listed below:

- Industrial parks on the Village's west side
- Charlie's Drive-In Restaurant
- Black Otter Lake and Fishing Pier
- Otto Miller Athletic Field
- Grand View Golf Club/Course
- Wiouwash Trail
- Alonzo Park and Boat Landing
- Commercial Club Park
- Public School Campus Area



Alonzo Park

Barriers to Connectivity/Mobility

Barriers are restrictive or limiting. Many barriers were recognized; the following were identified by two or more groups:

- Congestion at the corner of West Main and Nash streets
- Access to East Main Street in the area of Kelly Way

-
- Limited parking on West Main Street in the downtown area
 - Right turns onto Warner Street from East Main Street
 - Congestion at the corner of North Nash Street and Warner Street
 - Blind exit from the Police Department/Library parking lot onto South Nash Street
 - Congestion due to school traffic at the corner of Warner Street and Towne Drive
 - Limited parking near Bob and Geri's Black Otter Supper Club
 - Dead end at the Wiouwash Trailhead

Neighborhood Improvements

Neighborhood improvements assist in maintaining or enhancing aesthetics, quality of life and/or services. While these items were addressed at the neighborhood level, some improvements along common boundaries were identified by two or more groups. The following improvements were recognized by two groups:

- Addressing the dilapidated house on West Main Street between Spruce Street and Douglas Street
- Addressing the parking and congestion issue on John Street during sporting events
- Addressing the former canning factory on South Lincoln Street
- Providing a park on the southwest side of the Village
- Providing additional senior housing

Downtown Revitalization

What is missing from the downtown, what improvements should be considered and what existing features should be preserved as Hortonville changes and grows.

- **Types of businesses, product lines or services lacking within the downtown/village include:**
 - Housing, both elderly and upscale
 - Retail Stores, especially a hardware store and pharmacy
 - Grocery Store, possibly specialty such as natural or meat
 - Restaurant, especially an additional fast food chain
 - Lodging, such as a hotel
 - Entertainment, such a movie theater
 - Other, such as a library book drop
- **Physical improvements to make the downtown more inviting and attractive include:**
 - Building improvements, such as restoring building facades

- Pedestrian improvements, such as providing seating areas, and designated areas to walk
 - Bicycling improvements, such as providing designated bike lanes
 - Retail improvements, such as adding more store
 - Transportation improvements, such as increasing parking
 - Recreational improvements, such as adding a new park
 - Other improvements include the addition of a town square and updating the downtown with trees and other vegetation
- **Downtown buildings and landscape that need to be preserved include:**
 - Buildings such as the community hall, Horton Inn and the historic character of the downtown area
 - Retail, walkability
 - Transportation, preserve existing parking
 - Recreation, the existing parks



Community Hall

EXERCISES

Exercise 1: Community Identity, Neighborhood Definition and Sense of Place.

Participants were asked to define their community and neighborhood or “sense of place”. In order to complete this exercise, they were invited to indicate their home or residence on the map. Utilizing the maps provided, they were then requested to identify community assets that contribute to Hortonville’s identity. Finally they were asked to define their neighborhood or areas of influence.

“Sense of Place”

A characteristic that some geographic places have and some do not. A feeling or perception held by people (not by the place itself). Often used in relation to those characteristics that make a place special or unique, as well as to those that foster a sense of authentic human attachment and belonging.

Results

Community Assets

Many of the community assets were identified by all four groups (Exhibit 1, Appendix Exercise 1: Tables 1a-e). For the purpose of this exercise, community assets were categorized into five

separate categories: community facilities, commercial/industrial, recreational/natural resources, historic/cultural resources and education. Over half of the assets that were identified by participants were recreational/natural resource based. Commercial/industrial assets accounted for approximately a third.



Hortonville-Hortonia FD

Community Facilities: Two of the groups identified the Hortonville-Hortonia Fire District, whose headquarters in the Village as an asset; other assets included the Hortonville Police Department, the public library and the new Village municipal building.

Commercial/Industrial: All four groups recognized the industrial parks on the Village's west side as a community asset. Other popular assets included Charlie's Drive-In Restaurant and Bob and Geri's Black Otter Supper Club. Kwik Trip, DQ (Dairy Queen) Chill and Grill Restaurant, Gilbert's Super Value and downtown businesses are additional assets that were identified.



Charlie's Drive-In Restaurant



Black Otter Lake

Recreational/Natural Resources: Recreational and natural resources was clearly a winning asset by all groups. All four groups reached a consensus on Black Otter Lake and Fishing Pier, Otto Miller Athletic Field, Grand View Golf Club/Course, and the Wiouwash Trail. Village parks were also considered a valuable asset by participants. Three of the groups specifically named Alonzo Park and Boat Landing and Commercial Club Park as an asset. Other assets included all parks, Miller Park, Veterans Park, boat landing/river and green space.

Historic/Cultural Resources: Two groups considered the Community Hall, a valuable asset, while one group felt that all churches should be included in the list.

Education: All four groups selected the school campus area, which includes the Hortonville Elementary, Middle and High Schools. Though, two of the groups specified schools (in general) as a community asset.



Hortonville High School

Neighborhood Boundaries

Participants looked at the entire Village, when deciding how to distinguish individual neighborhoods. Most people broke the Village into small areas and based decisions on such items as new developments versus older established areas. In some instances natural barriers such as Main and Nash Street, the Canadian National Railroad, the Wiouwash Trail and Black Otter Lake influenced decisions.

Groups A, B and C identified 10 neighborhoods within the Village, not all neighborhoods were contiguous, nor were the boundaries the same (Exhibit 2A, 2B and 2C). Group D recognized 8 neighborhoods, similar to the other 3 groups, not all neighborhoods were contiguous. All groups used the Wiouwash Trail as a natural border; two groups (1 & 3) identified three neighborhoods south of trail, utilizing Nash Street as a natural barrier. The other two groups (2 & 4) recognized only two neighborhoods. All groups recognized the Pine Grove Lane area on the Village's eastside as a neighborhood, though the boundaries varied. Again all four groups felt that the northern portion of the Village was also a distinct neighborhood, but differed on the identified boundaries. A summary of the neighborhoods, determined by the groups, are illustrated on Exhibit 2 (composite) and Exhibits 2A-2D (individual groups).

Exercise 2: Community Connections Barriers to Connectivity/Mobility

To look at community connections participants were asked to illustrate how they traveled from their place of residence to one of the community assets. Modes of travel encompassed motor vehicle, bicycle, walking and snowmobiles. Next participants were asked to identify barriers to travel such as inappropriate/unsafe speed limits, long waits for traffic, dangerous intersections and infrastructure needs (turn lanes, signage, sewer, water, parking, pedestrian or bicycle crossings, bike lanes, etc.). Finally, a visual preference exercise was performed to gain information about how new connections might

Connectivity

"The quality or condition of being connected or connective."

look as the Village continues to develop. People were asked to look at a series of 10 images and rank them on appropriateness in the Village of Hortonville on a scale of -5 (poor) to 5 (good). Space was also provided for comments.

Results

Pedestrian and Bicycling Routes

Exhibit 3 illustrates pedestrian and bicycling routes that were identified by participants. For the purpose of this report, pedestrian and bicycle routes were broken down into two categories: Major (streets utilized by others to get to a community asset) and neighborhood streets (street more likely used by people living in the specific area).

Major pedestrian routes:

- North Cress Street;
- North/South Nash Street from North Crest Street to Nye Street;
- Nye Street from South Nash Street to Commercial Drive;
- Lakeshore Drive;
- Lakeview Avenue to Wiouwash Trail;
- Dewey Street;
- South Mill Street;
- West Main Street from Mill Street to North Pine Street;
- North Olk Street;
- John Street (destination); and
- Warner Street.

Neighborhood streets used by pedestrians:

- Brookwood Drive;
- Emily Way;
- Hickory Street;
- Birch Street;
- South Lincoln Street; and
- Greenbriar Drive.

Bicycle routes followed similar routes. Major bicycle routes include:

- John Street (destination);
- North and South Nash Streets and the connection to the Wiouwash Trail via Lakeshore Drive and Lakeview Avenue;
- Nye Street; and
- North Olk Street.

Neighborhood streets used by bicyclists include;

- South Mill Street;
- Lincoln Street;
- Jacquot Street; and
- Honeysuckle Drive.

Barriers to Connectivity/Mobility

Many of the same barriers to connectivity/mobility were identified by multiple groups (Exhibit 4, Appendix Exercise 2 Tables 2a-e). For the purpose of this exercise, barriers were categorized by street: Main Street, Nash Street, Nye Street, Warner Street, Crest Street, Olk Street, Lakeshore Drive, John Street and Other. It should be noted that groups identified barriers through the placement of dots on the map. Sidewalks have been identified on the maps as a line, however it should be recognized that the extent of the needed sidewalk may not exactly illustrate where sidewalks are desired.

Main Street: More barriers to mobility were identified on Main Street, than anywhere else in the Village. In all, 12 barriers were singled out and essentially spanned the entire major thoroughfare from west to east. Three groups identified congestion at the corner of West Main and Nash streets as a barrier, while all four groups stated that access to East Main Street in the area of Kelly Way was an issue. The other barriers identified by multiple groups included the lack of parking in the downtown area and traffic problems near the school campus (Warner Street). Congestion/traffic problems were reported on West Main Street near N. Douglas Street and Pine Street. The lack of sidewalks on both the west and east sides of the Village were also identified. One group identified a building blocking the vision corner at an intersection in the downtown area.

Nash Street: The second highest number of barriers to mobility was identified on Nash Street. Congestion caused by school traffic at Warner Street was identified by two of the groups, while the third was concerned about how the new municipal center would affect the existing traffic problem in the area. Parking was a concern of two of the groups near the Black Otter Supper Club, while two groups also mentioned the dangerous exit from the Police Department and library parking lots. The lack of sidewalks and bicycling trail was a concern on South Nash Street by two of the groups. Finally one group felt that the Nash and Olk Street intersection was strange.

Crest Street: The lack of sidewalks reported as a barrier on North Crest Street most likely relates to the previous activity that identified the street as a location where people walked.

John Street: One group mentioned that traffic and driving down John Street was a barrier during baseball games.

Lakeshore Drive: Lakeshore Drive is one route used by people to access the Wiouwash Trail, therefore the lack of sidewalks along this route was identified as a barrier.

Nye Street: Two barriers were reported on Nye Street, the lack of sidewalks and bicycle trail and congestion/blind spot at the Hortonville-Hortonia Fire District headquarters.

Olk Street: The lack of sidewalks was identified as a barrier on North Olk Street in the John Street/North Crest Street area.

Warner Street: The Warner Street and Towne Drive intersection was identified as a barrier due to congestion before and after school.

Other: The Wiouwash Trail head dead end was recognized by two the groups as a barrier. Another barrier was the lack of parking near the dock on Black Otter Lake.

Exercise 2b: Visual Preference Survey “Places for Cars”

Below is a series of 10 images that participants ranked from -5 (poor) to 5 (good) (Appendix - Visual Preference Survey pages A-17 to A-36). Image 4 received the highest ranking of the 10, while image 1 received the most unfavorable ranking. The average rankings and summary of the comments are indicated below each image.

Exercise #2b- “Places for Cars”

1

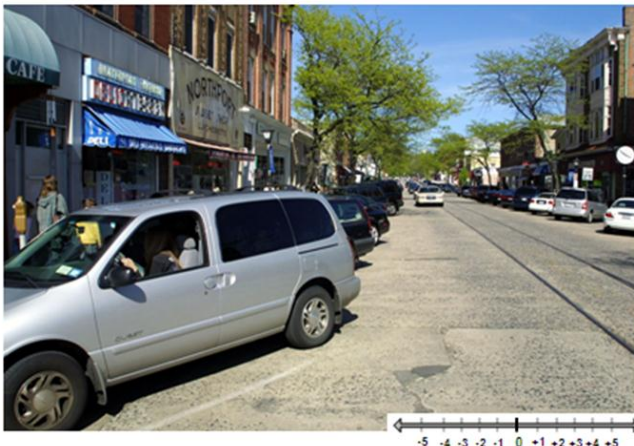


Image 1: Average Ranking = -2.14
Summary of Comments: Participants commented on the narrowness of the street and sidewalk, congestion, crowded, tight and a dislike of angled parking.

Exercise #2b- “Places for Cars”

2



Image 2: Average Ranking: -1.09
 Summary of Comments: Participants commented on the narrow street, parking on both sides of the road, darkness and poor visibility and emergency service problems. However a few commented favorable on the trees and sidewalks and thought it looked pretty and quaint.

Exercise #2b- “Places for Cars”

3



Image 3: Average Ranking: 0.18
 Summary of Comments: Participants had both positive and negative comments regarding this type of land use. Positives centered on the available off-street parking. Negatives addressed the visual plainness/aesthetics, lack of character and vegetation, no signage for parking, proximity of buildings to road, and not enough space for kids.

Exercise #2b- “Places for Cars”

4



Image 4: Average Ranking: 1.14
 Summary of Comments: Participants remarked on the pedestrian and bike infrastructure; many liking or noting the infrastructure, while others raising concerns about the median by the crosswalk blocking drivers’ view or that the bike lanes had to be crossed by traffic. The lack of signage was noted by two people.

Exercise #2b- “Places for Cars”

5



Image 5: Average Ranking: -0.68
 Summary of Comments: Participants remarked unfavorable on this type of land use. Comments addressed the lack of curb and gutter, no sidewalks or walking path, no landscaping, mailboxes too close to the road, lack of parking, no bike lanes and no center lane.

Exercise #2b- “Places for Cars”

6



Image 6: Average Ranking = -0.5
 Summary of Comments: Responses from participants varied from great for vehicle movement, okay when done right, and well lit to bad idea, hate/dislike roundabouts, unsafe with two roundabouts together, and confusing.

Exercise #2b- “Places for Cars”

7



Image 7: Average Ranking = 1.45
 Summary of Comments: Participants responded mostly favorable to this type of land use. Comments included efficient, good use of land, expensive, clean, designated parking well marked, vegetation, and ADA access.

Exercise #2b- “Places for Cars”

8



Image 8: Average Ranking = 2.91

Summary of Comments: Most participants like this land use. Comments received included “love it”, “good design”, attractive, inviting, wide/good/designated parking, nice bike lanes, good sidewalks, good lighting, good all-around access and clearly marked. Two participants reacted unfavorably to the bike lanes feeling that they were unneeded and not liked.

Exercise #2b- “Places for Cars”

9



Image 9: Average Ranking = 0.18

Summary of Comments: Participants had mixed reactions. One person felt that the picture represented a safe intersection, while another questioned if this was a picture of a cul-de-sac or a roundabout. Other comments received included costs to maintain, not good – people do not slow down, poor land use, difficult to plow, useless, bussing nightmare and snow problems.

Exercise #2b- “Places for Cars”

10



Image 10: Average Ranking = 1.45

Summary of Comments: Participants commented on the aesthetics stating that there were no green spaces, no trees or landscaping. They also seemed resigned to this type of land use mentioning it was normal/standard/okay for retail/large businesses and needed/necessary.

Exercise 1 and 2: Community-Wide Concerns, Ideas, Issues.

Participants were encouraged to share community-wide concerns or other broad ideas or issues that applied to most or all neighborhoods in the Village on a separate sheet of paper during both Exercise 1 and 2 (Appendix Exercise 1 and 2: Community-wide Concerns, Ideas, Issues, Page A-37). Unlike many of the other activities, these sheets were filled out by individuals and multiple sheets were sometimes completed for each table.

Group 1: Participants identified concerns on specific streets and or intersections such as North Crest Street and CTH MM, Pine Grove Lane, John Street, North Olk Street and parking on Main Street. With the exception of Main Street, concerns on specific streets or intersections were not elaborated on by the groups. However in all probability these related to the barriers identified during Exercise 2. Other concerns included transportation for elders and finding the Wiouwash Trailhead.

Group 2: No response.

Group 3: Participants recognized reasons why people want to live in the Village of Hortonville and used terms such as rural, green space, small town living, everybody smiles and says hi and that not many big trucks use the roads. Concerns were expressed about commercialization and the feeling that if the community becomes more commercialized, the less it will feel like a small town. Other items such as maintaining the natural integrity, placing a priority on maintaining the Village as a bedroom community, allowing ATV's on the trail, adding bike paths, adding no more multi-family apartments and preserving the areas north and east of the proposed by-pass for residential development were also identified.

Group 4: Participants liked the smaller community size, and the parks and attention to landscaping. However a concern was raised about walking and biking. While nothing specific was mentioned on the sheet, this could include the areas without bicycle and pedestrian infrastructure identified in Exercise 2 (South Nash and Nye Streets).

Exercise 3: Neighborhood Improvements.

Participants were asked to utilize quadrant maps to identify neighborhood improvements which would assist in maintaining or enhancing the aesthetics, quality of life, property values and services offered by the Village. While the groups used the specific quadrant map that represented the neighborhood they lived in, in a few instances groups identified improvements in adjacent quadrants that were in close proximity. For the purpose of this exercise, improvements were categorized by street: Main Street, Cedar Street, Crest Street, Crestwood

Lane, John Street, Industrial Park Avenue, Lakeshore Drive, Lincoln Street, Nye Street, Pine Street, Towne Drive, Nash Street and Other (Exhibit 5, Appendix Exercise 3 Tables 3a – e).

Results

Main Street: More neighborhood improvements were identified on Main Street, than anywhere else in the Village. In all, 16 improvements were recognized and essentially spanned the entire major thoroughfare from west to east. Eight structures were identified as unsightly; people felt that some needed to be removed, while others would benefit from renovations or other modifications. These locations included two homes on West Main Street (the Fulcer House and another house near W. Crystal Springs Drive), the Toy Factory (Senior Housing), the Community Hall, the current library and police department, Piette Enterprises, Mid-Con and Schmidt's Auto Salvage. Minimum landscape and appearance standards would benefit a business on East Main Street and a request was made that the new retail develop proposed on the Village's east side incorporate design standards as well. Additional parking was identified on West Main Street near Miller Park, in the downtown area and near the Community Hall. Crosswalk improvements were requested at the corner of Main and Nash streets to improve safety. Finally one group thought that bike routes and lanes should be added.

Cedar Street: It was suggested that aesthetic improvements be made to an apartment building on East Cedar Street.

Crest Street: A junkyard on CTH MM was identified as unsightly.

Crestwood Lane: Participants requested that Wildwood Park be better utilized.

John Street: Two groups requested that parking and congestion during sports events at Otto Miller Athletic Field be addressed.

Industrial Park Avenue: Aesthetics in the Village of Hortonville Industrial Park should be dealt with, in particular concealment of product.

Lakeshore Drive: Designate sidewalk for walking to trail.

Lakeview Avenue: Provide access for snowmobiles through lake and trail.

Lincoln Street: Two groups requested that the condition of the old canning factory be address one group also felt that the house near the canning factory was dilapidated.

Nye Street: Provide a sidewalk on the northside of Nye Street, west of South Nash Street.

Pine Street: Improve parking/street visibility at the Post Office.

Towne Drive: Improve parking and traffic issues near the school campus.

Nash Street: Provide recreational opportunities/access from South Nash Street to Black Otter Lake. For example a canoe and/or kayak launch area.

Other: Five other items were also identified. Two groups felt that a park was needed on the southwest side of the Village possibly in the open area by Gabriel Lane. This area was also selected as a potential area for additional senior housing by two groups as well. Other suggestions included a swimming pool, addition of speed bumps on neighborhood streets to slow traffic, increase the utilization of Black Otter Lake and to better manage the vegetation.

Exercise 4: Downtown Revitalization

Participants were asked to answer three questions regarding the Village's downtown area (Appendix Exercise 4: Downtown Revitalization pages A-45 to A-56, Tables 4a – 4c). What is missing from the downtown, what improvements should be considered and what existing features should be preserved as Hortonville changes and grows. A total of 19 people responded to the three questions; a summary of the responses are shown below.

Results

4a: What types of businesses, product lines or services are lacking within the downtown/village? In order to summarize the data, responses from individual participants were divided into seven categories: housing, retail stores, grocery stores, restaurants, lodging, entertainment and other (Appendix Exercise 4: Downtown Revitalization pages A-45 to 47, Table 4a).

Retail: This category garnered the greatest number of suggestions from participants. In all, 32 suggestions were received. The most popular suggestions by far were for the addition of a hardware store (14) and pharmacy (9) in the downtown/village. Other suggestions made by more than one participant included a discount store and lumberyard. Suggestions receiving one response included: clothing store, art/gift shop, small engine repair, auto parts store, and sporting goods store.

Restaurants: Participants also suggested types of establishments for food or in some instances a specific chain. Eight suggestions were received; the addition of a fast food restaurant was the only category receiving more than one vote. Other ideas for eating establishments included upscale restaurant, sandwich shop, ice cream shop, pizza parlor and larger coffee shop/restaurant.

Housing: Additional elderly housing was requested by four participants, while more upscale housing was suggested by 3 participants.

Lodging: One participant suggested that a hotel be established in the Village.

Entertainment: One participant wanted to see a movie theater in the Village.

Other: One person thought it would be nice to add a few library book drop locations, while another suggested that, if possible, industry be moved off of Main Street.

4b: What kinds of physical improvements should be considered for the downtown that will make it more inviting and attractive? While the question stated in the downtown area, some participants included suggestions for other areas of the Village as well. In order to summarize the data, physical improvements were divided into six categories: building improvements, bicycle/pedestrian improvements, retail space, transportation improvements, recreational improvements and other (Appendix Exercise 4: Downtown Revitalization pages A-48 to 50, Table 4b).

Bicycle/Pedestrian Improvements: Participants suggested more improvements under this category, than under any remaining five. Walking infrastructure garnered 10 suggestions and included places to sit and relax such as bench (3), designated walking routes/trails or walkways (4), sidewalks (1) and providing an extension from the Wiouwash Trail to the downtown area or maybe providing connection to other areas in the Village as well (2). Bicycle infrastructure was also suggested and included adding designated bike lanes (3) and a bicycle trail (1).

Building Improvements: Participants had numerous suggestions for improving the look of the downtown area. Some suggestions were more general such as improving the building façade (5) or building maintenance (1), while other ideas were more specific such as developing uniform historic building design standards (2), sandblasting the stone store fronts (2), developing design standards to address aesthetics (2) and adding signage (1).

Transportation Improvements: The addition of more parking in the downtown area came through very clearly in this and other exercises. In all, 8 participants requested additional parking. Other ideas included improved signage (1) and curtailing parking on lawn areas (1).

Retail Space: None of the ideas under this category received more than one vote. Suggestions included reducing the number of bars, adding a place to sit and eat, adding an ice cream store, adding more stores in general and filling vacant store fronts.

Recreational Improvements: Most suggestions under this category were probably not made with the downtown area in mind. Again, no idea obtained more than one vote. Suggestions included: better utilization of the lake, a walking trail around the land and the addition of a park facilities such as a south side park, a small park and a dog park.

Other Improvements: Three participants suggested that a Town Square be developed; possibly in the location of the existing library. The addition of vegetation was also a popular idea (4). Other people felt that it was important to provide a new look to the downtown to ensure that it was well positioned when the by-pass is complete.

4c: What existing features of the downtown landscape and buildings need to be preserved as downtown Hortonville changes or grows? Participant had a number of ideas on what features should be preserved as the Village changes or grows. Ideas put forth by participants were split into five categories; buildings, retail, transportation, recreation and other (Appendix Exercise 4: Downtown Revitalization pages A-51 to 52, Table 4c).

Buildings: People suggested preserving specific buildings such as the Community Hall (4) and the Horton Inn (2) as well as preserving the character of the downtown through facade and roofing improvements(4).

Retail: One person suggested creating a walkable area of complementary businesses.

Recreation: One participant suggested that the parks should be preserved.

Other: Ideas suggested under "other" included vegetation and landscaping, historical appearance, closeness and compactness, bumpouts and perhaps instituting a Main Street Program.

Exercise 5: New Development

Participants were directed to consider "Place Making" as they contemplated future development in the Village and surrounding areas. Place-making is a term that describes the process of creating squares, plazas, parks, streets and waterfronts that will attract people because they are pleasurable or interesting. Utilizing a map of the Village of Hortonville and land use within 1.5 miles, they were asked to identify undeveloped land that could accommodate new residential, commercial and industrial development in future. In lieu of specific future uses, some groups chose to identify priorities for development instead.

In order to determine people's visual preferences, three separate design preference surveys were completed. Residential addressed single (detached and attached) and multi-family (small and large). Retail/commercial looked at different types free standing convenience stores, single

story strip, street oriented commercial and mixed use and large retail. While employment explored small scale flex space and business condos, medium scale business offices and incubator buildings, larger light industrial research buildings and office parks.

Results

Mapping Exercise

As stated above, participants utilized a map of Hortonville that included a 1.5 mile buffer to visually show future land use preferences. Exhibit 6 illustrates future development as defined by the four groups. A brief description of the information follows:

East: All four groups felt that the area in the vicinity of the proposed roundabout to the east of the Village should be developed. Two groups felt that the area immediately surrounding the roundabout should be developed as commercial; one group also thought that the area to the north of the commercial should ultimately be residential. The other two groups did not indicate a specific land use, instead one felt it should be annexed into the Village and the other gave this a low priority as far as when it should develop.

South: All four groups felt that the Village should continue to develop along its southern border. Groups targeted two areas for specific development. Two groups believed that the area bounded by the Wiouwash Trail should continue develop as residential. A consensus was not reached on the second area, south of Nye Street and east of the Village's Industrial Park. Two groups felt the area should develop as residential, while the third felt it should develop as mixed use. One group gave the southwest corner of the Village a high priority for development, while the final group felt the Village should even out its limits.

Southwest: Two groups believed that area immediately west of the southernmost industrial park should be developed as residential. One group did not specify how it should be developed; only indicating that it should be given a higher priority for development.

Northwest: Three groups looked at this area for expansion. One group thought mixed use and commercial, and another commercial/industrial. The third group did not designate specific land use, but instead chose to give this a high priority for development.

Design Preference Survey

Residential Types

Below is a series of four residential types (images) that participants ranked from 4 (more of this type) to 0 (none of this type) (Appendix - Design Preference Survey pages A-57 to 64).

Overwhelmingly participants favored single-family housing. Single-family housing could include one or two story houses and attached or detached garages. Images of the different residential types, average rankings and a summary of the comments are indicated below each image.

Housing A



Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages accessed off of streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of duplexes, or townhouses in appropriate locations

Housing A

Average Ranking = 3.19 (0 = less to 4 = more)

Summary of Comments: Only two comments were received. One felt that the picture depicted a new subdivision; while another thought it could bring up the tax base.

Housing B



Attached Single-Family Housing:

- Most buildings are 2 -3 stories
- Includes duplexes & townhouses (rowhouses)
- Garages accessed by either streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or small multi-family housing
- May be adjacent to commercial uses

Housing B

Average Ranking = 1.98 (0 = less to 4 = more)

Summary of Comments: Only one comment was received; tough to sell.

Housing C



Small Multi-Family Housing:

- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

Housing C

Average Ranking = 1.64 (0 = less to 4 = more)

Summary of Comments: Only one comment was received; Elderly housing, Executive Town homes, nice duplexes.

Housing D



Larger Multi-Family Housing:

- 3 to 8 story buildings
- Large scale buildings on large lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

Housing D


Average Ranking = 0.71 (0 = less to 4 = more)

Summary of Comments: Two unfavorable comments were received; no and not enough infrastructure and sites to allow for this at this time.

Retail/Commercial Types

Below is a series of four retail/commercial types (images) that participants ranked from 4 (more of this type) to 0 (none of this type) (Appendix - Design Preference Survey pages A-65 to 72). Participants favored free standing convenience retail over other types of retail/commercial uses. This type of use could include corporate and franchise architecture with one-acre lots unrelated to surrounding uses with parking on all sides of the building and drive thru's. Also receiving more positive ratings were single story strip commercial and street oriented commercial and mixed use. Large retail developments were the least desired type. Images of the different retail/commercial types, average rankings and a summary of the comments are indicated below each image.

Retail A



Free Standing Convenience Retail:

- Corporate and franchise architecture
- One-acre lots unrelated to surroundings
- Parking often on all sides of building
- Buildings often include a "Drive-thru"
- Often next to strip commercial retail
- Usually located on heavily traveled streets
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter, in parking lots and next to building

Retail A

Average Ranking = 2.55 (0 = less to 4 = more)

Summary of Comments: Two comments were received; along Main St. and at eastern edge or roundabouts, and based on building analysis.

Retail B



The architectural plan shows a long, narrow strip of buildings with a central green space. The photos show a 'STARBUCKS COFFEE' building and a 'LANDS' END INLET' building, both examples of single-story strip commercial developments.

Single Story Strip Commercial:

- One story strip commercial development of adjoining stores
- Parking placed between building and street
- Usually located on heavily traveled streets
- Often next to free standing commercial uses
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter of parking lots and adjacent to building

Retail B

Average Ranking = 2.17 (0 = less to 4 = more)

Summary of Comments: Two comments were received; only on the outskirts and in the east retail plaza.

Retail C



The architectural plan shows a multi-story building complex with a central plaza and surrounding streets. The photos show a multi-story building and a 'FREMONT place' building, both examples of street-oriented commercial and mixed-use developments.

Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More "urban" architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

Retail C

Average Ranking = 2.17 (0 = less to 4 = more)

Summary of Comments: Two participants provided comments: near Warner and Main streets or on Main Street on the outskirts; bike / Pedestrian access; and good historic style downtown.

Retail D





Large Retail Developments:

- Large single story buildings on large lots (includes "Big Box" Retail)
- Corporate architecture and design
- Building oriented towards large surface parking lot for maximum visibility from street
- Auto-oriented design
- Serves community-wide market
- Some landscaping around perimeter, in parking lot and adjacent to building



Retail D

Average Ranking = 1.19 (0 = less to 4 = more)

Summary of Comments: Two comments were received: maybe near roundabouts and centralized.

Employment Types

Below is a series of four employment types (images) that participants ranked from 4 (more of this type) to 0 (none of this type) (Appendix - Design Preference Survey pages A-73 to 80). Participants responded favorable to all four employment types. They slightly favored medium scale business offices and incubator buildings over the other three. This type of employment includes one to three story buildings, containing a variety of office and commercial uses in one building such as research, production, office technology, and incubator businesses. Emphasis is placed on architectural design, on street or surface parking is typical and this use may be adjacent to residential or other uses. Small scale flex space and business condos received a slightly lower score. Images of the different employment types, average rankings and a summary of the comments are indicated below each image.

Employment A



Small Scale Flex Space and Business Condos:


- Typically single story buildings
- Little emphasis on architecture, urban character or building materials
- Buildings often have few windows, oversized loading doors and surface parking lots
- Developments made up of many individual buildings or may be grouped in clusters
- Buildings may house a combination of warehouse, yard storage, production, contractor space, and some office uses
- No intermixed residential development

Employment A

Average Ranking = 2.48 (0 = less to 4 = more)

Summary of Comments: One comment was received; mixture of service and product based.

Employment B



Medium Scale Business Offices & Incubator Buildings:

- 1-3 story buildings
- May contain a variety of office and commercial uses in one building including research, production, office, technology, and incubator businesses
- More emphasis on architecture design
- A mix of surface lots and on-street parking is typical
- May be adjacent to residential or other uses.

Employment B

Average Ranking = 2.62 (0 = less to 4 = more)

Summary of Comments: No comments were received.

Employment C



Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

Employment C

Average Ranking = 2.02 (0 = less to 4 = more)

Summary of Comments: Both responses indicated that the employment type should be in Industrial parks, while one also stated "more research facilities".

Employment D



Office Park:

- Large buildings are a minimum of two stories
- Buildings contain primarily office uses, and similar facilities including medical, financial and high-tech research uses
- May have a high level of character and design
- Buildings are arranged in a campus like setting on larger lots
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.
- May include pedestrian amenities and public spaces such as plazas, greens and squares

Employment D

Average Ranking = 2.02 (0 = less to 4 = more)

Summary of Comments: Two comments were received; Employment type may be near roundabouts and industrial / commercial centers that are integrated in style and location.

