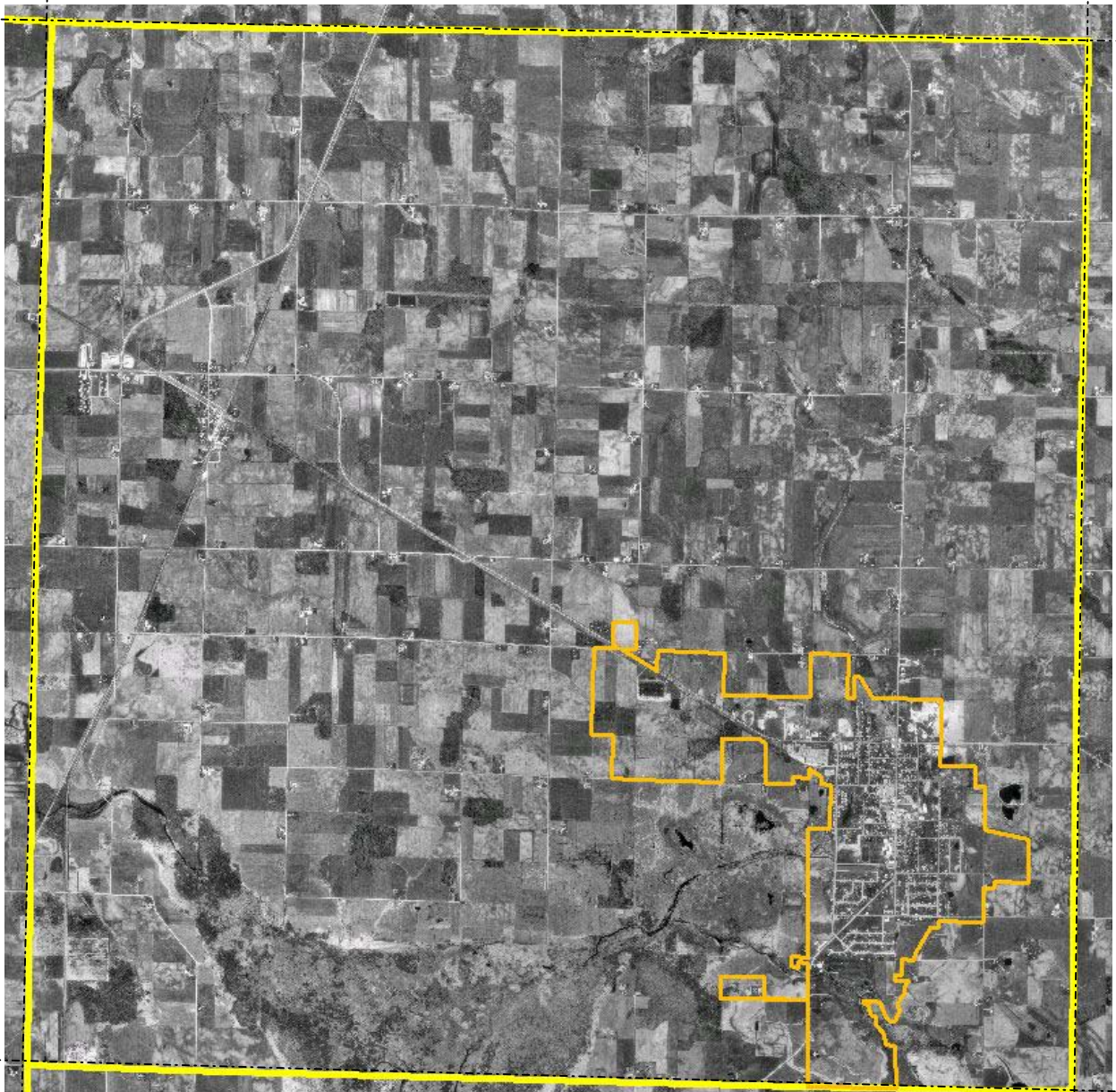


CITY OF BRILLION & TOWN OF BRILLION COMMUNITY SURVEY

Final Report
MAY 2002



(PHOTO: U.S. GEOLOGICAL SURVEY, 1992)

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ACKNOWLEDGEMENTS

The Brillion Community Survey was developed, administered, and analyzed under the direction of Dr. Kenneth Genskow, University of Wisconsin Cooperative Extension, Environmental Resources Center, with assistance from Joanne Vokoun and input from Dr. Robin Shepard. The Brillion Coordinated Planning Committee and a survey subcommittee were actively involved in the design and review of the survey questionnaire (both groups included representation from the City of Brillion, the Town of Brillion, and OMNNI Associates, the City and Town of Brillion's planning consultant). Ginger Murphy (NRCS Office and Farmland Protection and Community Planning) and Dr. Jeff Kenyon and Dr. Andrea Clarke (NRCS Social Sciences Institute) also helped review and clarify the survey. The Brillion Community Survey is part of a pilot community planning initiative funded by NRCS Office of Farmland Protection and Community Planning.

BACKGROUND AND PROCESS

The City and Town of Brillion, Wisconsin, initiated this survey to gather public input on local priorities and planning options as part of a joint comprehensive community planning project. The two local governments received assistance for survey design and implementation through a cooperative agreement with the Natural Resources Conservation Service (NRCS) as part of a community planning initiative of the NRCS Office of Farmland Protection and Community Planning; NRCS engaged the University of Wisconsin Cooperative Extension, Environmental Resources Center to develop and administer this survey of local residents.

The questionnaire was developed with extensive input and review from local participants and community planners (the Brillion Coordinated Planning Advisory Committee and OMNNI Associates, the City and Town of Brillion's planning consultant) and NRCS staff in the Social Sciences Institute and Office of Farmland Protection and Community Planning. The questionnaire addressed community resources, preferences regarding future development and conservation, and a variety of options for implementing community decisions.

Survey implementation involved a mailed survey to a random sample of 500 households in the City and Town of Brillion—approximately one-third of the total households in the two communities. Reflecting the population proportion between the City and Town, 67% of the households were from the City and 33% from the Town. The sample households were selected primarily from mailing lists provided by the City of Brillion utility records and Calumet County property ownership information for the Town. Recognizing that renters would be under-represented in the Town of Brillion, project partners attempted to obtain lists of renters from landlords in the Town. Also, anticipating that the survey could lose credibility if some residents felt excluded by not being selected as part of a sample group, project partners developed a separate process for other residents (those not selected as part of the random sample) to complete survey questionnaires. Nine residents from the City and two from the Town completed additional questionnaires; those results were summarized separately and provided to the Brillion Coordinated Planning Advisory Committee in a separate report.

The survey was conducted between October and December 2001. Two weeks before the survey began, articles ran in two community papers describing the community survey and encouraging those receiving surveys to participate. Surveys were mailed to the sample group using a delivery process that involved as many as five mail contacts. All 500 members of the sample group were sent advanced letters addressed to them and signed by local elected officials; the advance letters included information about the planning process and the survey, and asked for their participation. Within one week after the advance letters, all 500 households received an initial survey packet including a copy of the survey questionnaire, a pre-addressed postage-paid envelope, and a cover letter describing the questionnaire and restating how the information would be used. All respondents were assured of confidentiality. Those households that did not respond within the next ten-day period were sent a post card reminding them of the survey and again asking for their participation. The households that had not responded approximately ten days after the first postcard were sent another full survey packet, which included another copy of the survey, another stamped and addressed envelope, and another cover letter. Those who had still not responded two weeks after the second packet were sent a final post-card reminder.

Out of 500 surveys sent, 357 households returned usable surveys, 5 surveys were returned blank or largely incomplete, 2 surveys arrived too late for inclusion (March 2002), and 12 households were dropped from the list because the individuals had moved or were deceased; the response rate was 73 percent (357/488). The final sample size of 357 people yields data that has a statistical reliability of ± 5 percentage points at the 95% confidence level. This means that 95 out of 100 times, the results of this survey should differ by no more than 5 percent, in either direction, from what would have been obtained by interviewing all households in the City and Town of Brillion.

HIGHLIGHTS AND COMMENTARY

These two pages capture brief highlights from the detailed responses. Readers should be aware of two reporting conventions used throughout this document. First, the results are presented both as combined City/Town responses and as separate responses for City and Town residents. Many of the questions that allow for a range of negative to positive responses are presented in tabular form (as percentage of responses) as well as in graphical form. The graphs generally represent average values for City and Town residents based on numerical coding; in each case, the code ranges from -2 to +2 and includes 0 for neutral responses – this is first demonstrated in the responses to questions 16 and 17. Second, differences between City and Town responses were tested for statistical significance (to determine whether the responses indicated an actual difference between the two communities or whether any apparent difference could be attributed to this particular sample of residents). For the most part, the differences between communities were not statistically significant, indicating that the communities share many common opinions about the City and Town of Brillion. Differences that are not statistically significant (at the 0.05 level) are marked, generally in the graphical depiction of results.

You and Your Residence (Participant Demographic Information)

- 67% of the respondents were from the City of Brillion and 33% of the respondents were from the Town of Brillion (n*=357).
- For the City of Brillion respondents, 51% been residents for more than 25 years. For the Town of Brillion respondents, 46% have been residents for more than 25 years (n=351).
- 7% of the respondents own or operate a farm in the City or Town of Brillion (n=351).

Perspective on the Community

- 91% of the City of Brillion respondents were satisfied or very satisfied living in the City of Brillion. 86% of the Town of Brillion respondents were satisfied or very satisfied living in the Town of Brillion (n=351). Both groups place high value on the sense of safety and security, the small-town atmosphere, and the new economic & business development in the community.

Housing

- City and Town residents were fairly consistent in their opinions about current housing. 'Housing for people with disabilities' received the highest percentage of 'inadequate' and 'very inadequate' responses.

Recreation

- Some small differences emerged in the degree of perceived adequacy of park space, playgrounds, and sport fields between City and Town, although both groups are generally positive about current availability of facilities. 'Bicycle and pedestrian trails' received the highest percentage of 'inadequate' and 'very inadequate' responses in both the City and Town.

Natural Resources and Landscape

- City and Town residents are very consistent in the importance they place on natural resource and landscape features in and around Brillion. 'Wooded areas', 'water quality', and 'the area's scenic quality' received the highest percentages of 'important' and 'very important' responses.

Farmland

- Both communities reflect similar views of the effect of farmland on the area, and both communities feel that protecting farmland is important (87% of all respondents rated protecting farmland in the Town of Brillion as important or very important).

*Note: "n" refers to the number of respondents who answered the question.

Perspective on Future Development

New Housing

- Differences emerged between City and Town residents over the types of new housing to encourage. However, both groups encouraged 'housing for seniors' and 'housing for people with disabilities' most strongly.

New Recreation

- 'Bicycle and pedestrian trails' received the highest percentage of 'encourage' and 'strongly encourage' responses (80% of responses; n=347).

New Commercial Development and Services

- 'Child care facilities' received the highest percentage of 'encourage' and 'strongly encourage' responses (78% of responses; n=350).

New Industry Production

- There were no significant differences between City and Town residents over the types of new industry and production to encourage and discourage. Manufacturing and assembly received the highest percentage of 'encourage' and 'strongly encourage' responses; Large-scale livestock operations and mineral extraction received the highest percentage of 'discourage' and 'strongly discourage' responses.

Future Land Use

- City and Town residents both identified the City of Brillion and immediate surroundings as the best location for new housing development, new commercial/service development, and new non-agricultural industrial development. Other areas are mapped on pages 32-39.

Options for Implementing Community Decisions

Community Plans

- 81% of the respondents were supportive or strongly supportive of the use of a plan to guide decisions in the City and Town of Brillion (n=350).

Development and Conservation

- 40% of respondents indicated that when farmland is offered for sale in the Town of Brillion, the land should be used in accordance with a land-use plan (n=330).

Community Services

- 73% of respondents indicated that the City and Town of Brillion should consider regionalizing some services (n=344).

Preferred Methods of Interaction

- The preferred method of information dissemination was local newspapers.

Cross –Tabulation Results

- 96% of farmers indicated that protecting farmland in the Town of Brillion was either important or very important (n=25). 86% of non-farmers indicated that protecting farmland in the Town of Brillion was either important or very important (n=325).

DETAILED RESPONSES

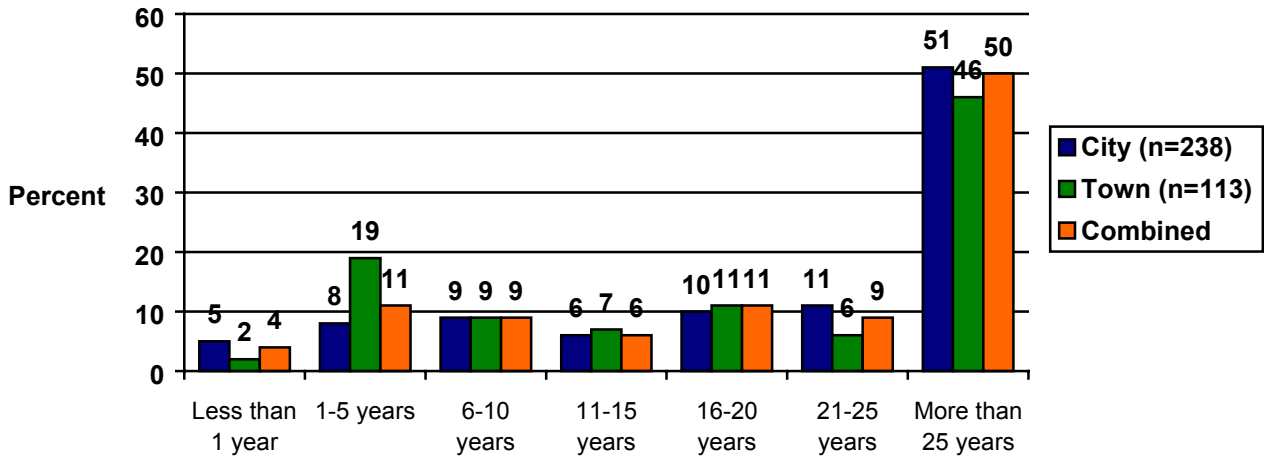
These are question-by-question responses for the Brillion Community Survey. A copy of the questionnaire is included starting on page 69.

You and Your Residence

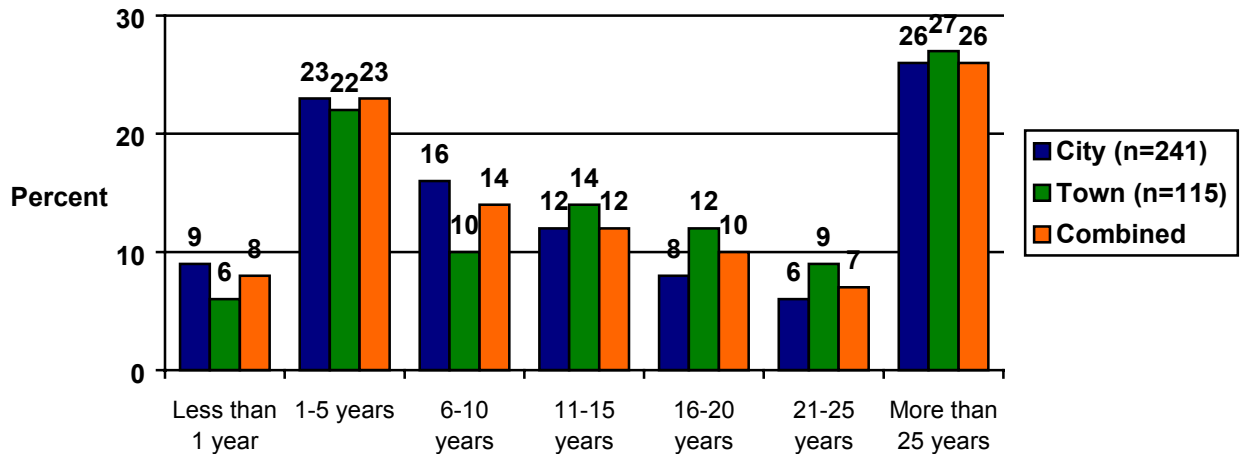
1. Where do you currently reside? (n=357)

City of Brillion 67%
Town of Brillion 33%

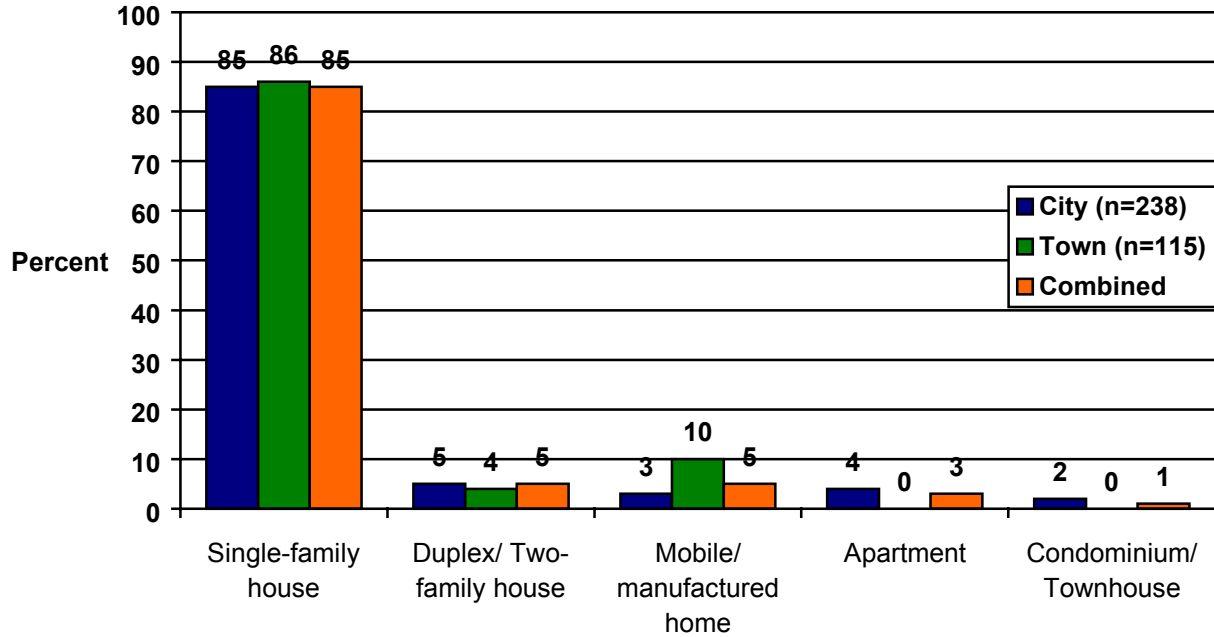
2. How long have you been a resident of the City and/or Town of Brillion?



3. How long have you lived at your current residence?



4. Which of the following best describes your current residence?

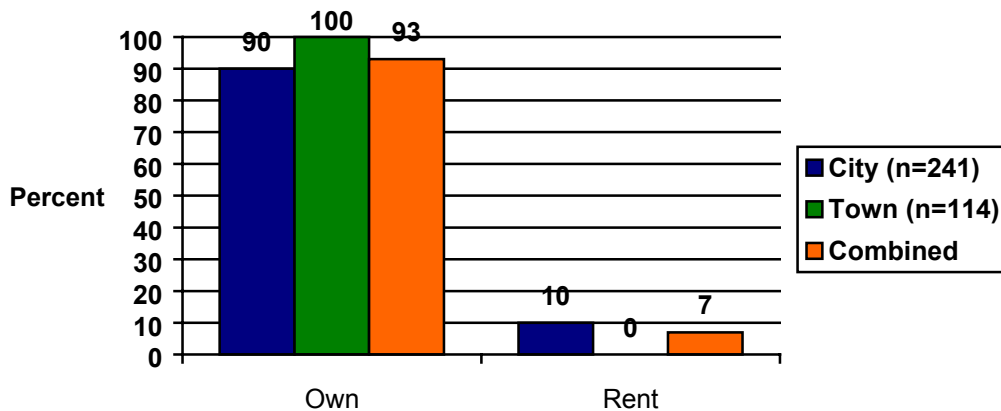


5. What year was your current residence built (approximately)?

	Average	Range	Total
City	1963	1840-2001	(n=195)
Town	1951	1800-2001	(n=95)
Combined	1959	1800-2001	

	Percent Don't Know	Total
City	18%	(n=42)
Town	16%	(n=18)
Combined	17%	

6. Do you own or rent your current residence?



7. How many adults and children currently live at this residence?

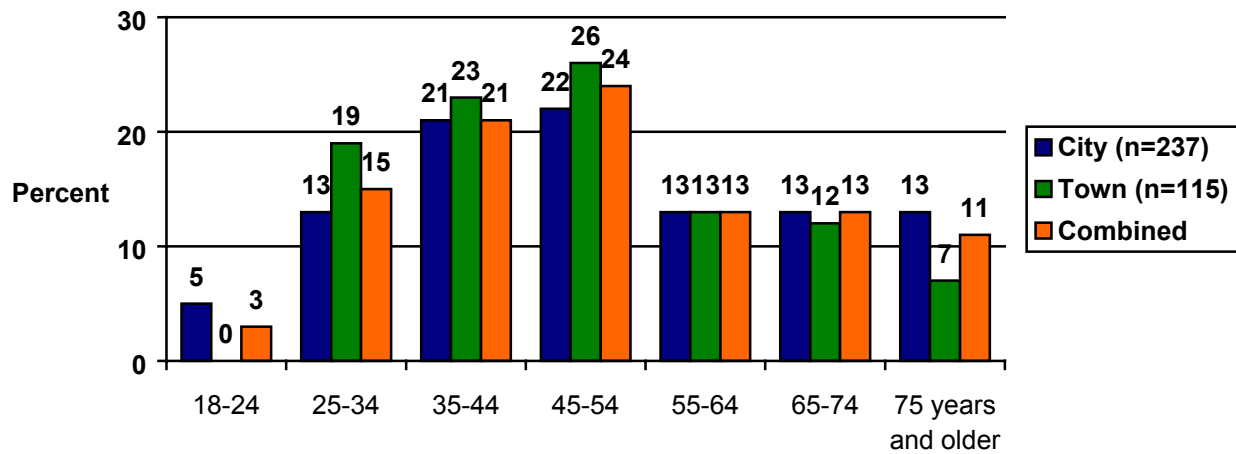
Adults (18 or older)

	Average	Range	Total
City	2	1-5	(n=238)
Town	2	1-4	(n=114)
Combined	2	1-5	

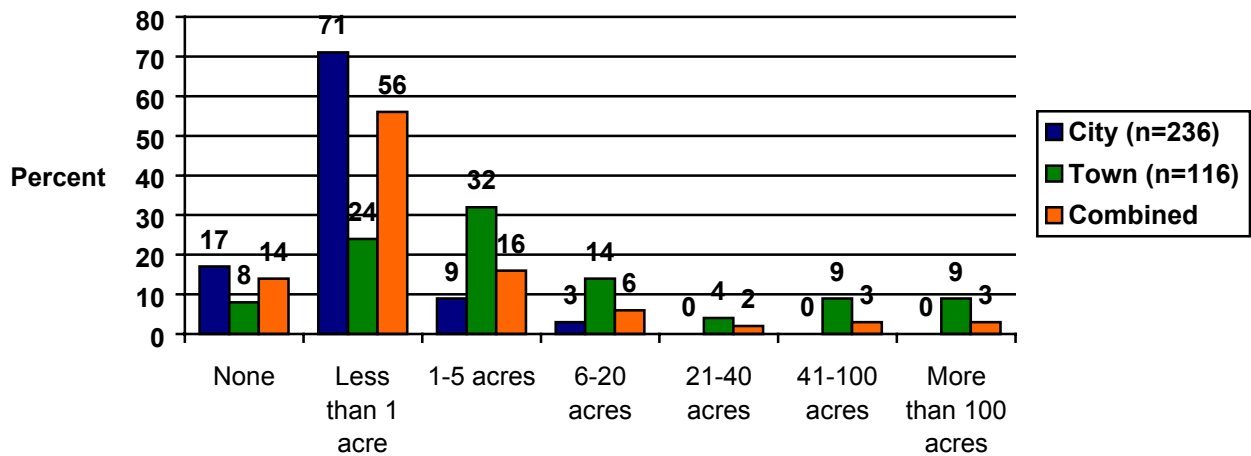
Children (17 or younger)

	Average	Range	Total
City	1	0-5	(n=238)
Town	1	0-4	(n=114)
Combined	1	0-5	

8. What is your age?



9. How many total acres of land, including your residence, do you own in the City and/or Town of Brillion?



10. Do you own or operate a farm in the City or Town of Brillion? (n=351)

no 93%
yes 7%

11. In the City and Town of Brillion, how many total acres of farmland do you:

	Average	Range	Total
Own	112	0-500	(n=24)
Operate	65	0-310	(n=24)

12. Of the total acres you **operate** in the City and Town of Brillion, how many acres are used for each of the following:

	Average	Range	Total
Pasture	4	0-20	(n=21)
Crop	102	0-280	(n=21)
Other	11	0-72	(n=21)

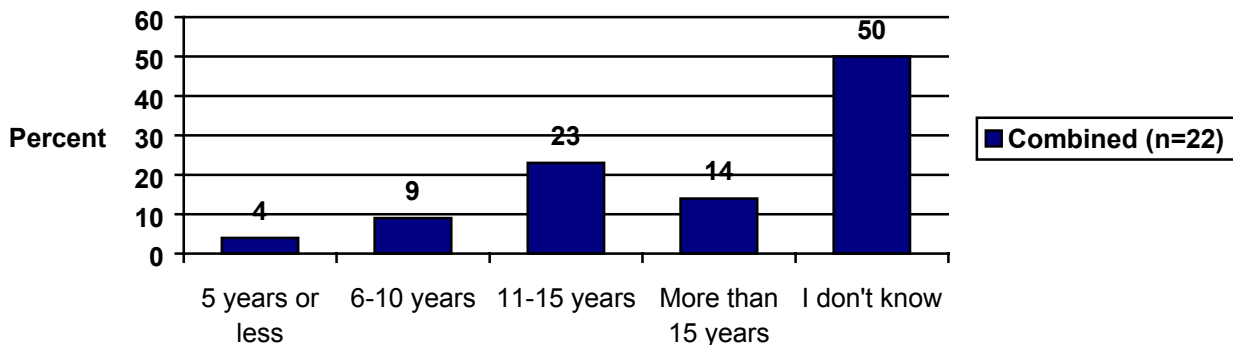
13. Approximately how many of the following types of animals do you have in your farm operation?

	Average	Range	Total
Dairy cattle	63	0-200	(n=14)
Beef cattle	7	0-35	(n=14)
Hogs	0*	0-2	(n=14)
Poultry	1	0-10	(n=14)

Note: '0' indicates the average was less than one, but greater than zero.

	Percent	Total
No animals	39%	(n=23)

14. If you own or operate an active farm in the City or Town of Brillion, how long do you plan to continue the farm operation?

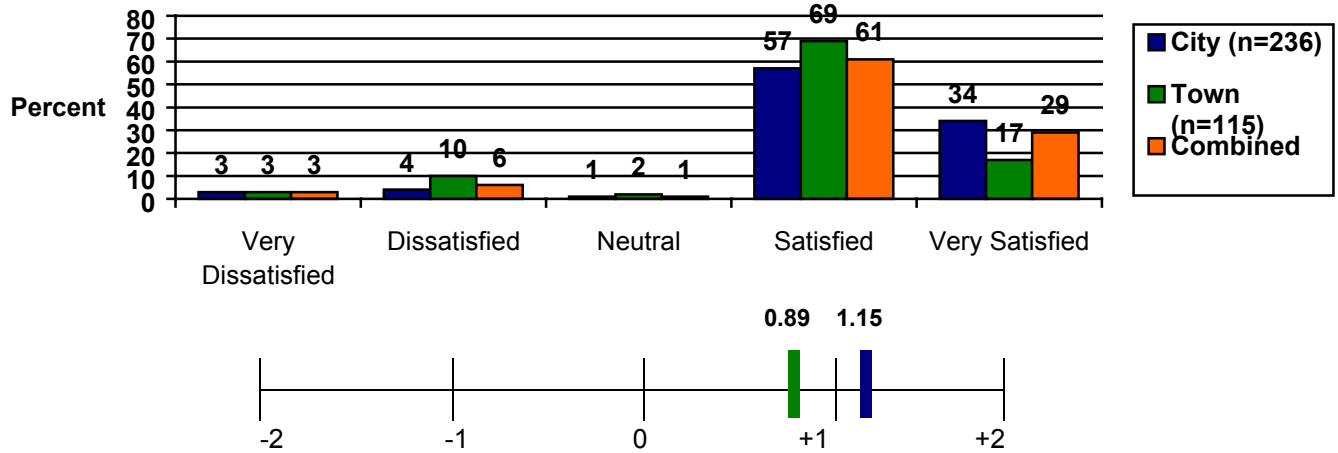


15. Approximately what percent of your household income comes from farming?

	Average	Range	Total
Combined	32%	0-100%	(n=23)

Perspective on Community

16. How satisfied are you with the City or Town of Brillion as a place to live?



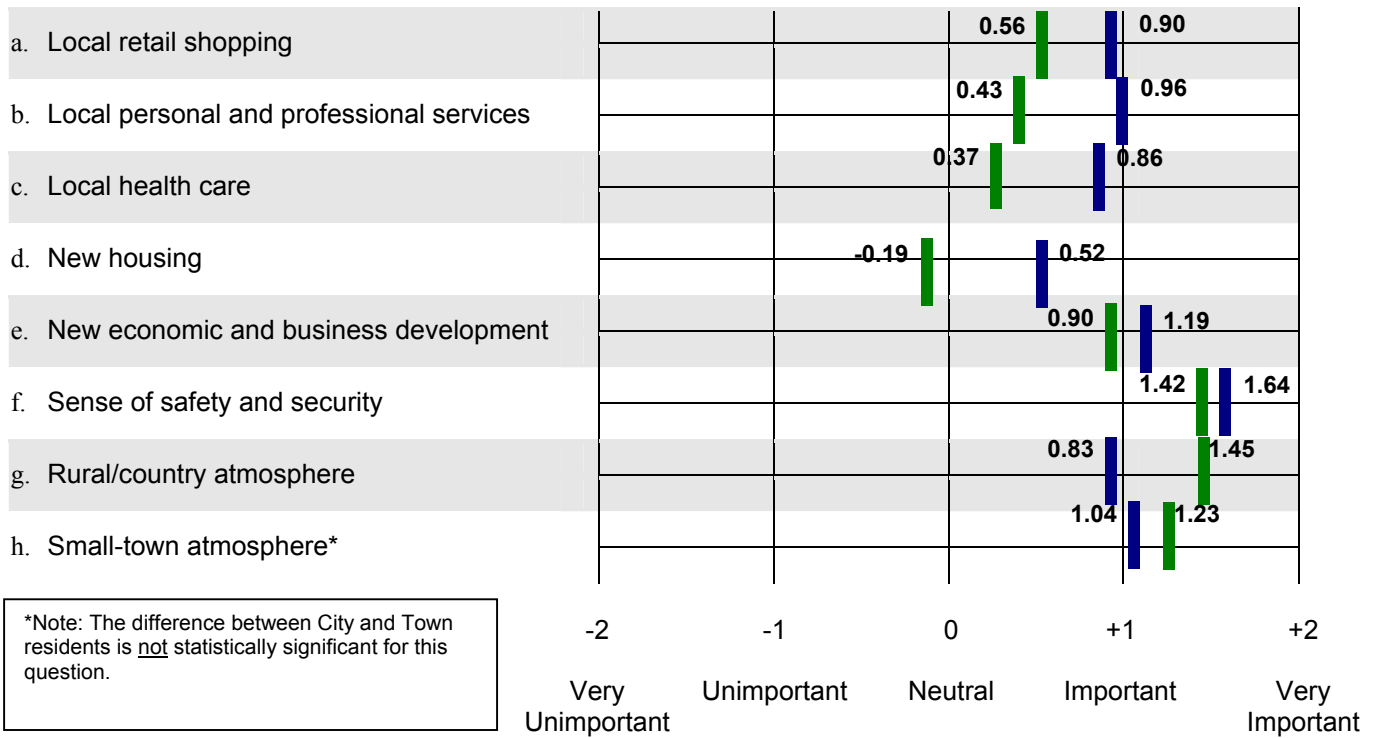
17a. What level of personal importance do you place on each of the following characteristics of the City and Town of Brillion? (Numbers represent percent of responses)

		Very Unimportant	Unimportant	Neutral	Important	Very Important	
a. Local retail shopping	City	3	12	2	60	24	n=237
	Town	2	26	2	56	15	n=115
	Comb.	2	17	2	59	21	
b. Local personal and professional services	City	2	11	2	60	26	n=235
	Town	3	28	3	53	13	n=116
	Comb.	3	17	2	57	21	
c. Local health care	City	3	13	6	50	27	n=237
	Town	4	31	3	47	15	n=116
	Comb.	4	19	5	49	23	
d. New housing	City	2	25	8	50	15	n=233
	Town	11	42	8	35	4	n=114
	Comb.	5	30	8	45	12	
e. New economic and business development	City	3	7	4	42	44	n=234
	Town	4	13	4	51	30	n=112
	Comb.	3	9	4	45	40	
f. Sense of safety and security	City	1	0*	0*	29	69	n=235
	Town	4	3	1	34	59	n=114
	Comb.	2	1	1	31	66	
g. Rural/country atmosphere	City	2	17	5	49	27	n=235
	Town	2	2	3	38	56	n=114
	Comb.	2	12	4	46	37	
h. Small-town atmosphere	City	1	13	2	48	36	n=235
	Town	2	6	3	47	43	n=116
	Comb.	1	11	2	48	38	

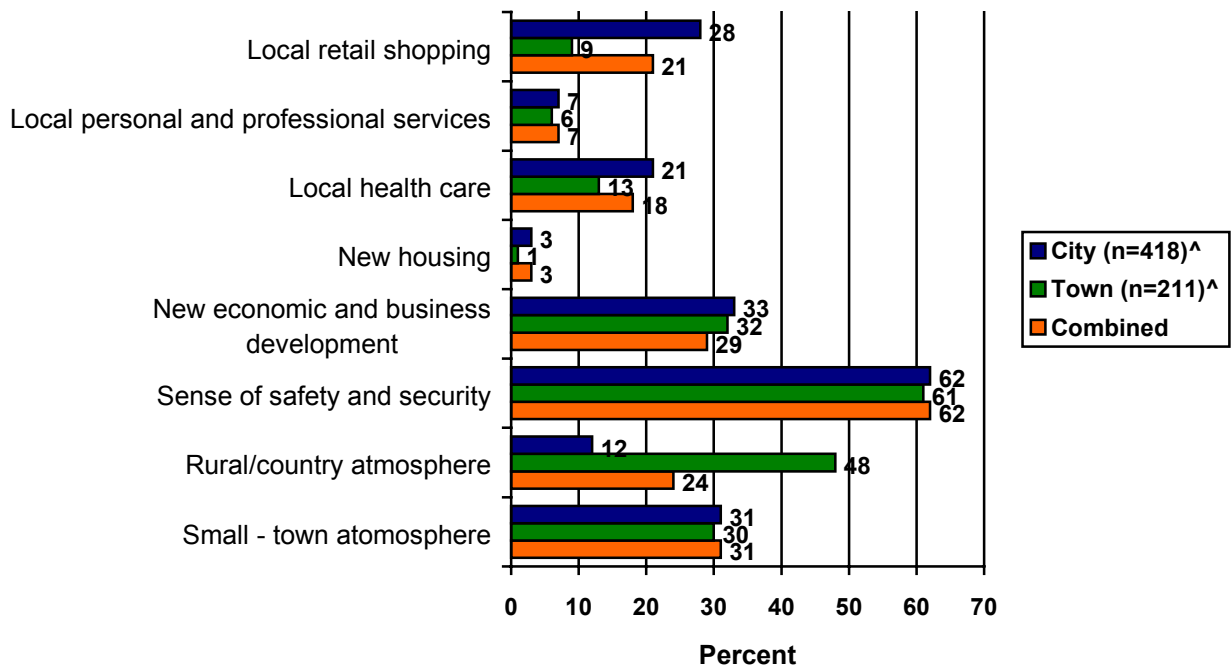
Note: '0' indicates the response was less than one percent, but greater than zero.

Chart of Question 17 average values:

City: █ Town: █



17b. From the list above, circle the letters next to the TWO community characteristics that are most important to you. (Percent selecting as one of two most important community characteristics):



^Note: each respondent could select 2 items on the list; the n-value indicates the total number of responses.

(17b. continued)

Two City of Brillion residents wrote-in the following 'other' issue:

- Local health care – can't use the closest Dr. due to HMO.
- Taxes are too high!

Housing

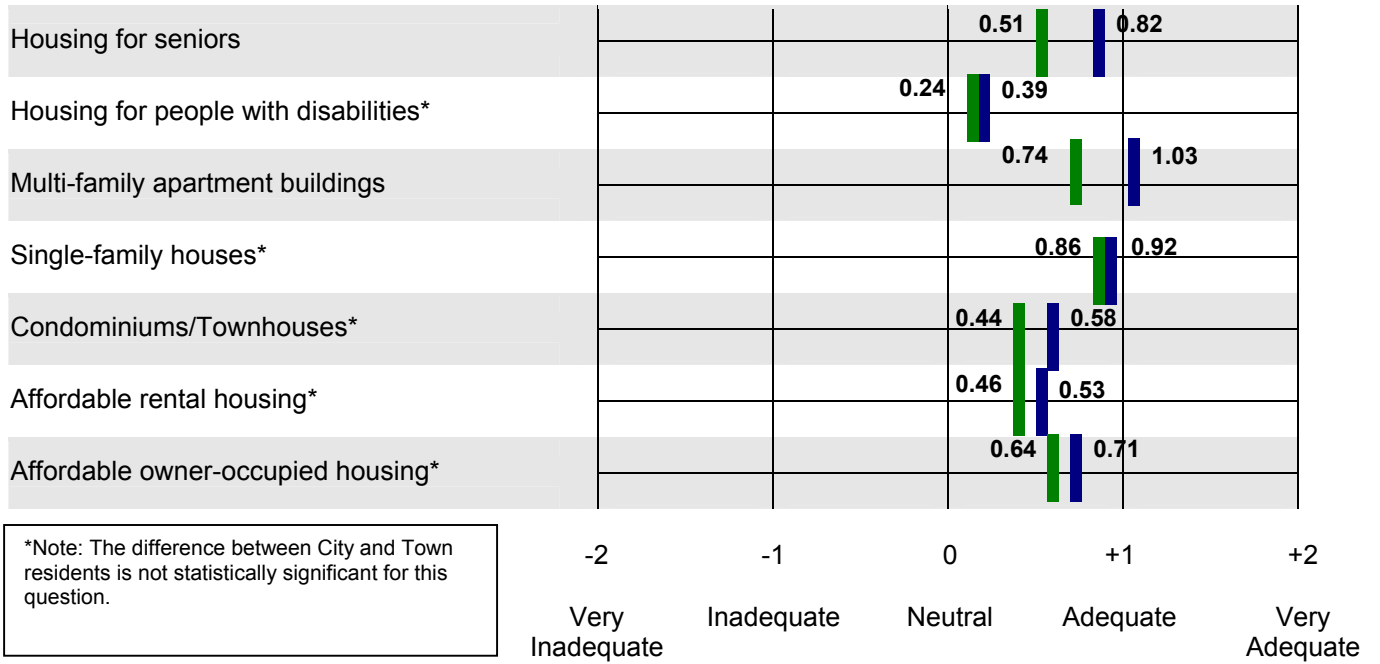
18. In your opinion, how adequate is the **current** availability of housing options in your community?
(Numbers represent percent of responses)

		Very Inadequate	Inadequate	Neutral	Adequate	Very Adequate	
Housing for seniors	City	0*	11	12	59	17	n=238
	Town	4	13	21	54	9	n=115
	Comb.	1	12	15	58	14	
Housing for people with disabilities	City	2	18	23	51	5	n=235
	Town	5	17	32	41	5	n=115
	Comb.	3	18	26	48	5	
Multi-family apartment buildings	City	0	6	9	60	25	n=237
	Town	4	6	18	54	18	n=114
	Comb.	1	6	12	58	22	
Single-family houses	City	0	9	6	68	17	n=237
	Town	1	6	10	71	11	n=115
	Comb.	0*	8	8	69	15	
Condominiums/Townhouses	City	0*	12	27	51	10	n=234
	Town	4	10	33	44	9	n=115
	Comb.	1	12	29	49	10	
Affordable rental housing	City	2	17	15	56	9	n=235
	Town	3	17	21	52	8	n=115
	Comb.	2	17	17	55	9	
Affordable owner-occupied housing	City	3	9	13	65	10	n=236
	Town	1	9	23	61	7	n=115
	Comb.	2	9	16	64	9	

Note: '0' indicates the response was less than one percent, but greater than zero.

Chart of Question 18 average values:

City: █ Town: █



Recreation

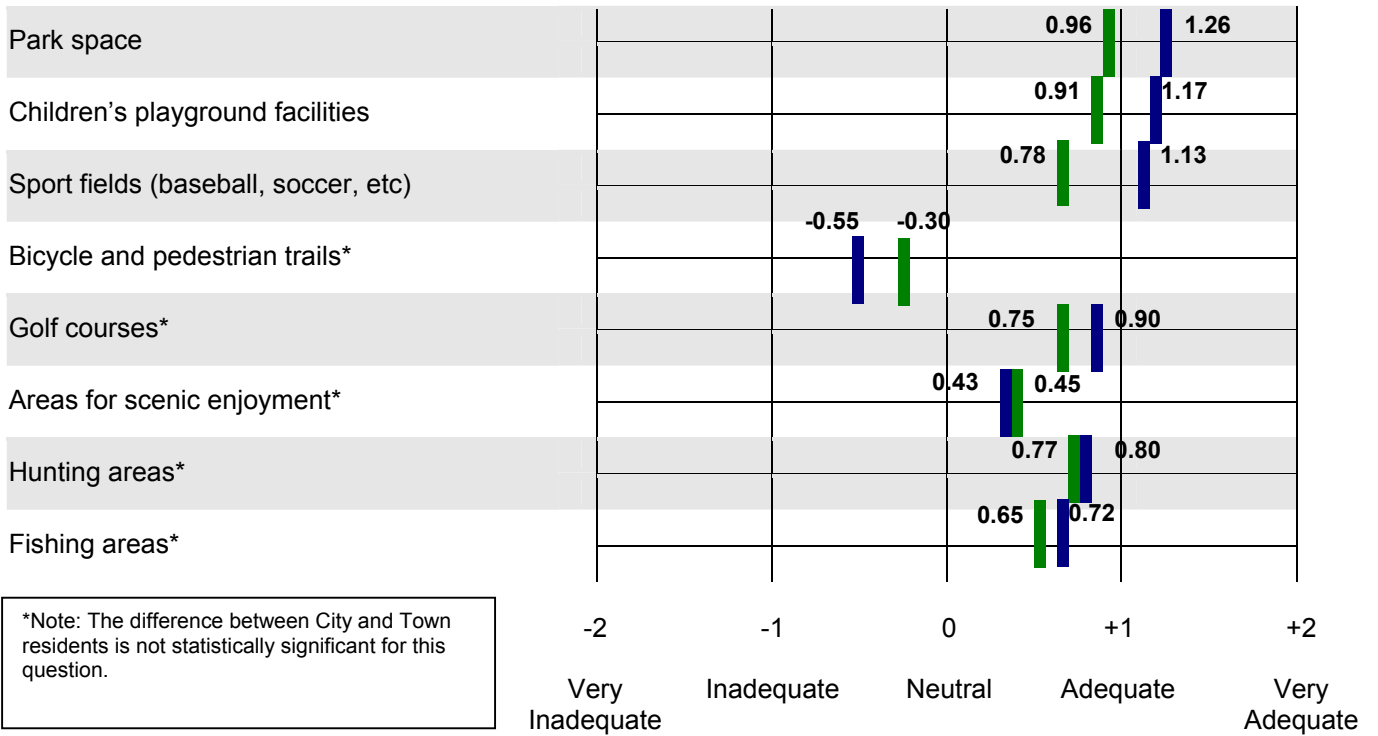
19. In your opinion, how adequate is the **current** availability of the following recreational areas in the City and Town of Brillion? (Numbers represent percent of responses)

		Very Inadequate	Inadequate	Neutral	Adequate	Very Adequate	
Park space	City	2	3	1	57	38	n=239
	Town	2	7	3	70	18	n=116
	Comb.	2	4	2	61	31	
Children's playground facilities	City	2	3	5	57	33	n=237
	Town	2	8	8	64	19	n=116
	Comb.	2	5	6	60	28	
Sport fields (baseball, soccer, etc.)	City	2	5	4	58	32	n=236
	Town	2	10	10	67	12	n=115
	Comb.	2	6	6	61	25	
Bicycle and pedestrian trails	City	17	47	13	20	3	n=238
	Town	13	44	9	28	6	n=115
	Comb.	16	46	11	22	4	
Golf courses	City	3	4	8	71	14	n=239
	Town	2	6	15	69	8	n=114
	Comb.	2	5	11	70	12	
Areas for scenic enjoyment	City	4	20	12	56	8	n=238
	Town	1	28	6	57	9	n=116
	Comb.	3	23	10	56	8	
Hunting areas	City	2	5	23	54	17	n=239
	Town	2	11	17	48	22	n=116
	Comb.	2	7	21	52	19	
Fishing areas	City	2	8	21	54	15	n=238
	Town	4	11	16	55	14	n=114
	Comb.	2	9	19	54	15	

One City of Brillion resident wrote-in the following 'other' issue:

- How about movies in the Endries Performing Arts Center for wheelchair bound people so we wouldn't have to go way to Appleton.

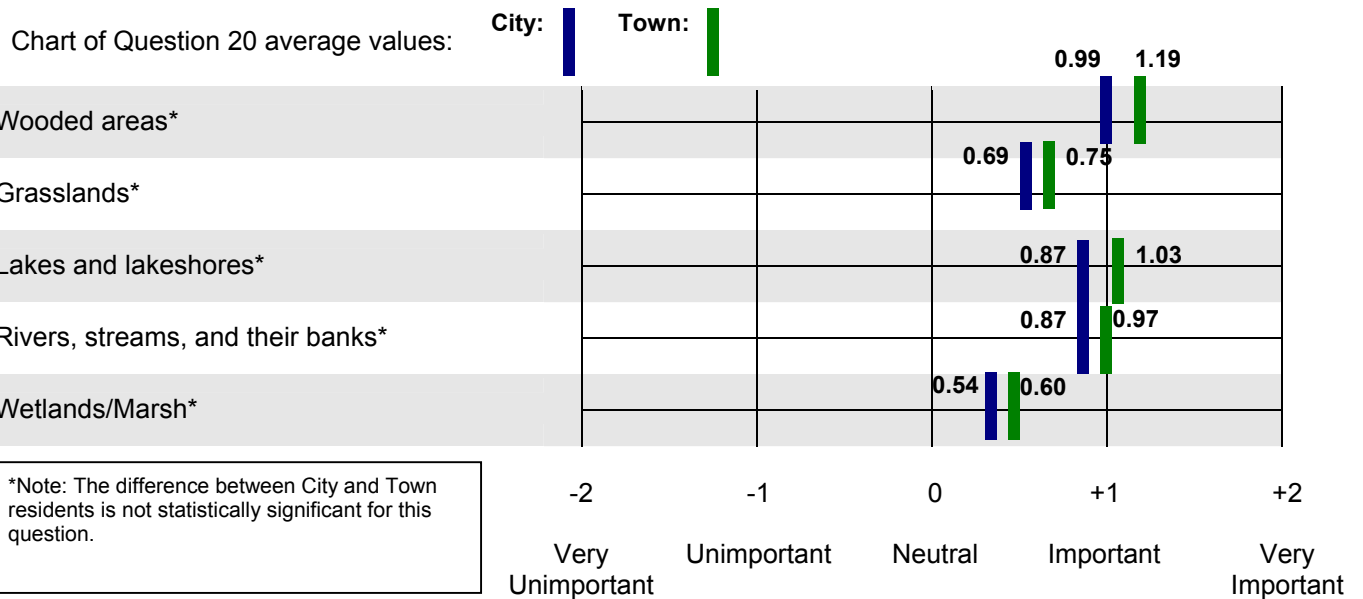
Chart of Question 19 average values: City: █ Town: █



Natural Resources and Landscape

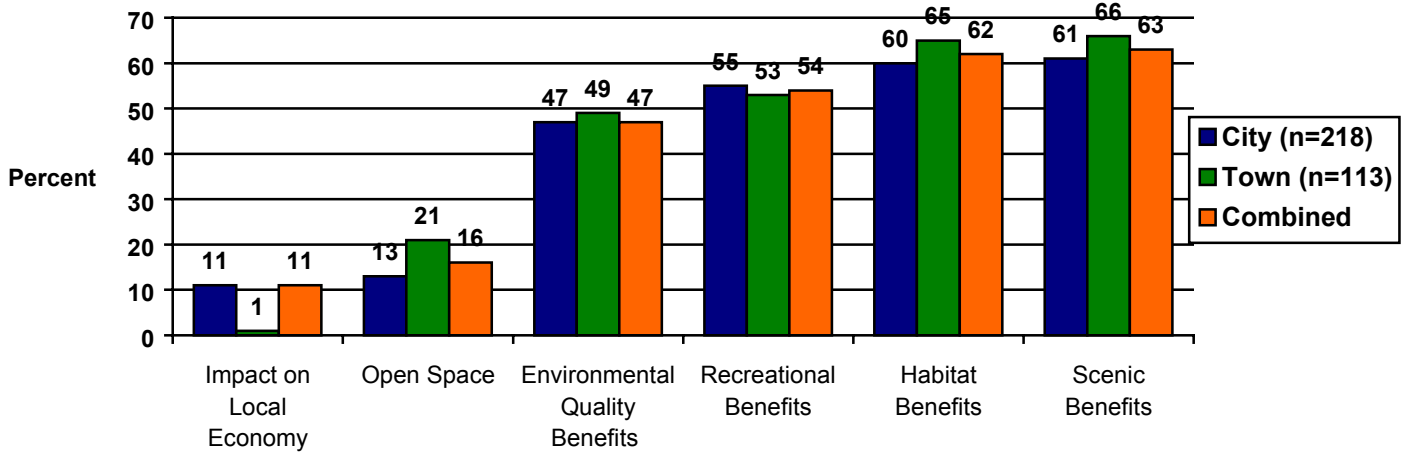
20. How important to you are the following natural resource and landscape features in and around the City and Town of Brillion? (Numbers represent percent of responses)

		Very Unimportant	Unimportant	Neutral	Important	Very Important	
Wooded areas	City	1	8	9	55	27	n=241
	Town	4	3	3	49	41	n=116
	Comb.	2	6	7	53	31	
Grasslands	City	1	15	14	53	17	n=240
	Town	5	15	4	52	24	n=116
	Comb.	3	15	11	53	19	
Lakes and lakeshores	City	2	11	10	54	23	n=239
	Town	5	6	6	47	36	n=116
	Comb.	3	9	9	52	28	
Rivers, streams, and their banks	City	1	11	11	52	25	n=239
	Town	5	9	5	47	35	n=116
	Comb.	3	10	9	50	28	
Wetlands/Marsh	City	3	21	14	45	18	n=240
	Town	8	21	6	35	31	n=116
	Comb.	4	21	11	42	22	

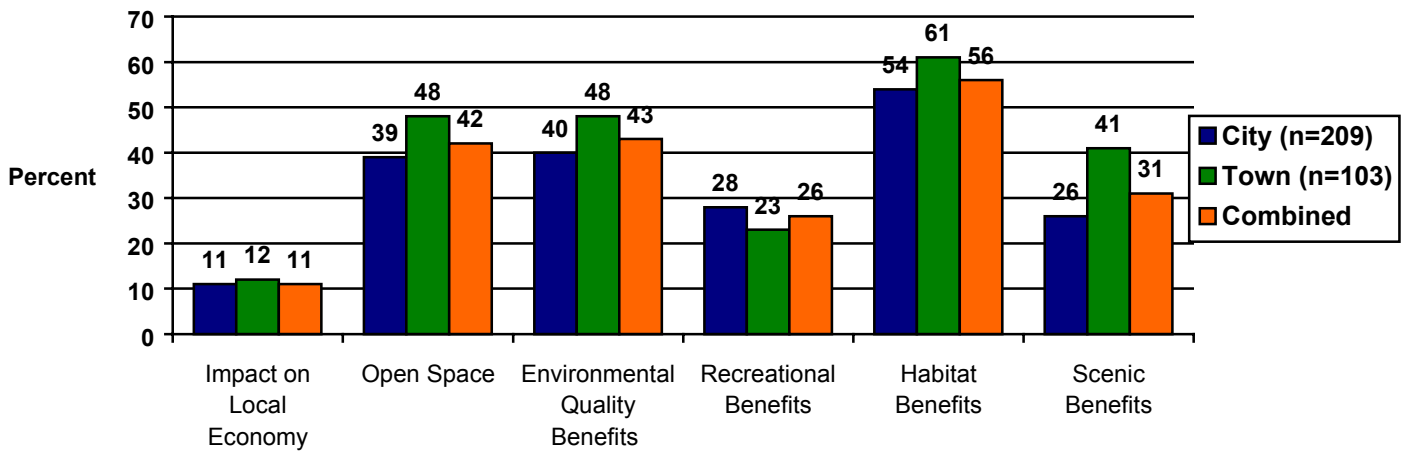


21. Which aspects associated with each natural resource and landscape feature in and around the City and Town of Brillion are important to you?

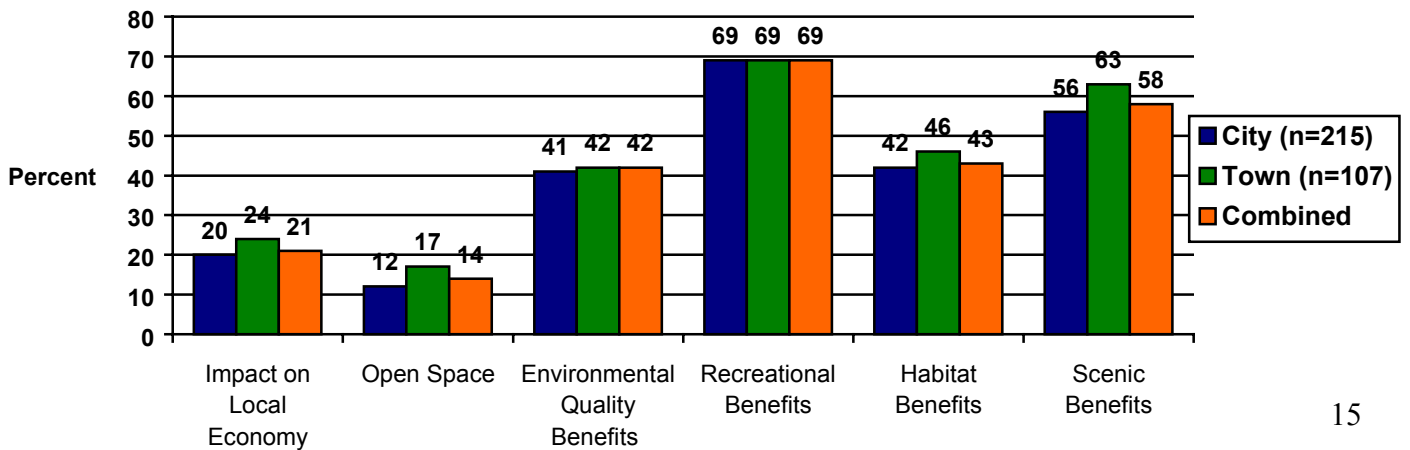
Wooded areas



Grasslands

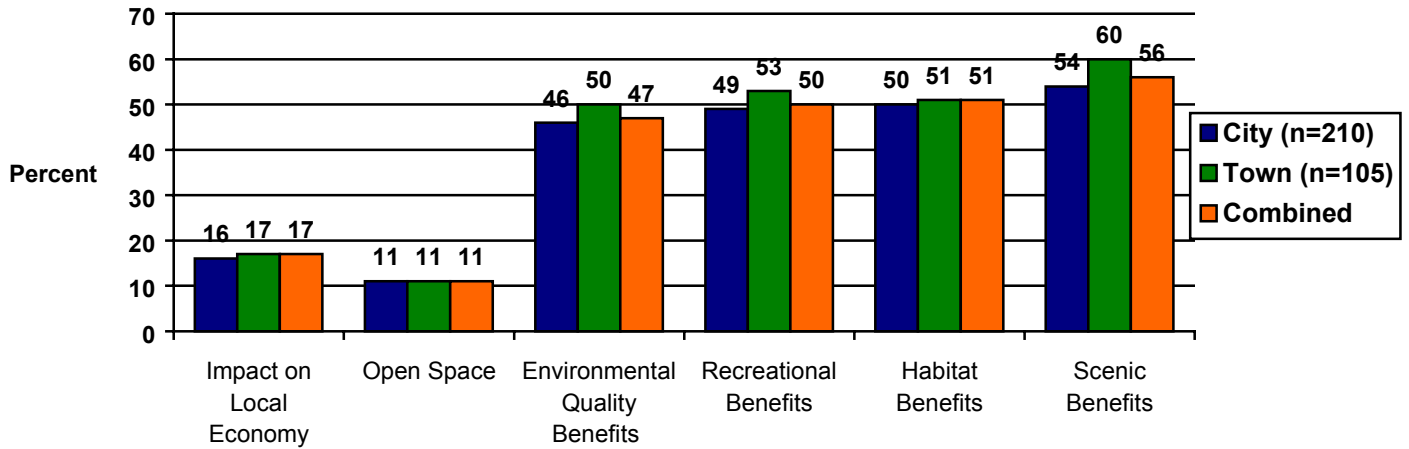


Lakes and lakeshores

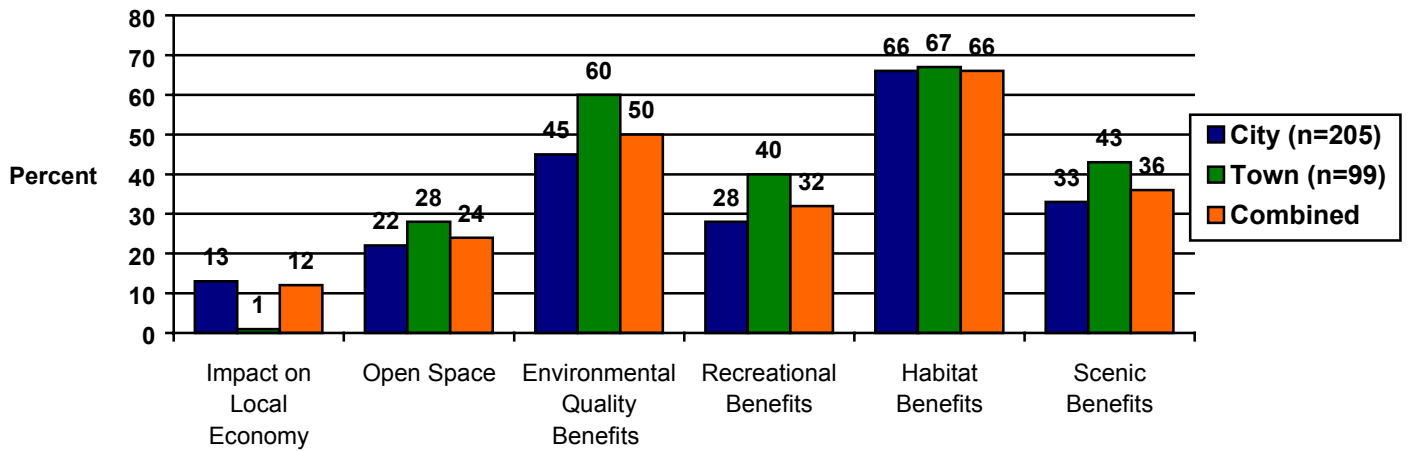


(21 continued)

Rivers, streams, and their banks



Wetlands/Marsh

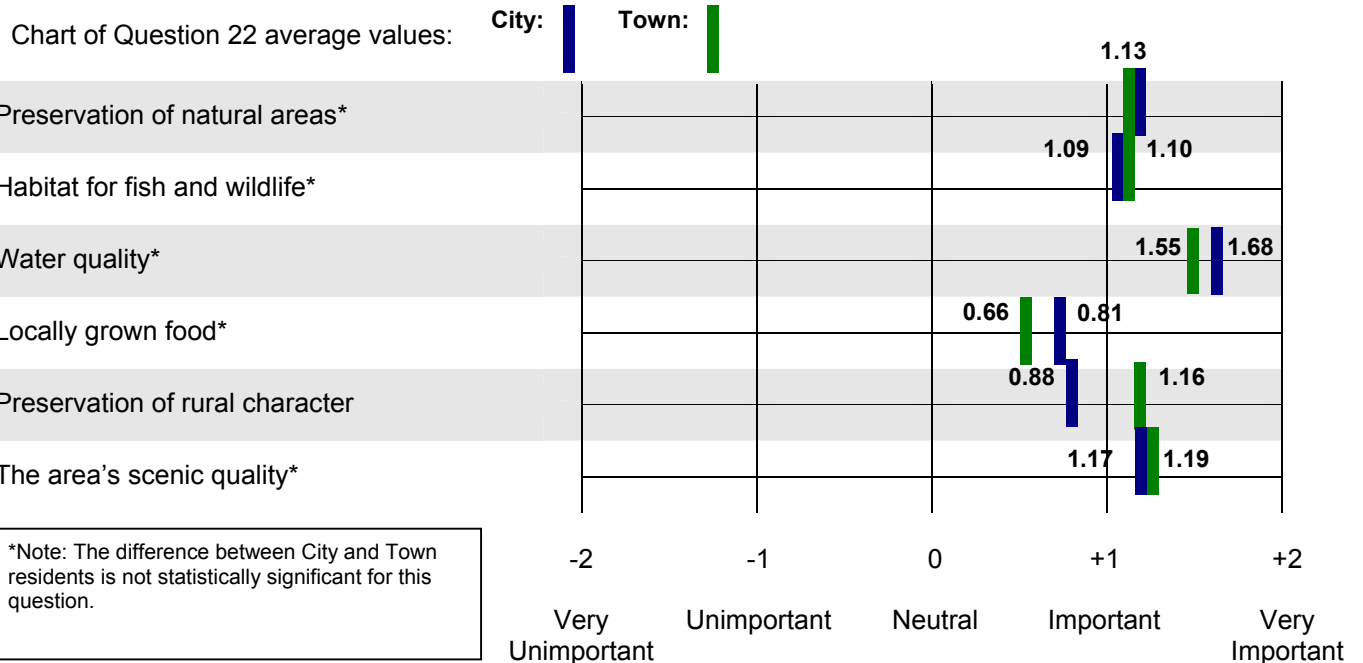


22. How important to you are the following for the area in and around the City and Town of Brillion?
(Numbers represent percent of responses)

		Very Unimportant	Unimportant	Neutral	Important	Very Important	
Preservation of natural areas	City	3	6	3	52	37	n=240
	Town	7	6	4	33	50	n=114
	Comb.	4	6	3	46	41	
Habitat for fish and wildlife	City	3	6	6	48	37	n=240
	Town	4	9	4	40	44	n=115
	Comb.	4	7	5	45	39	
Water quality	City	3	2	1	15	80	n=240
	Town	7	0	2	14	78	n=116
	Comb.	4	1	2	15	79	
Locally grown food	City	2	18	4	50	26	n=236
	Town	8	15	4	51	23	n=115
	Comb.	4	17	4	50	25	
Preservation of rural character	City	3	13	6	50	28	n=237
	Town	6	5	2	41	47	n=116
	Comb.	4	10	5	47	34	
The area's scenic quality	City	1	6	4	53	36	n=234
	Town	6	3	2	45	44	n=115
	Comb.	3	5	3	50	39	

Two Town of Brillion residents wrote-in the following 'other' issue:

- Don't want preservation of natural areas, don't want habitat for fish and wildlife.
- Flatland



Farmland

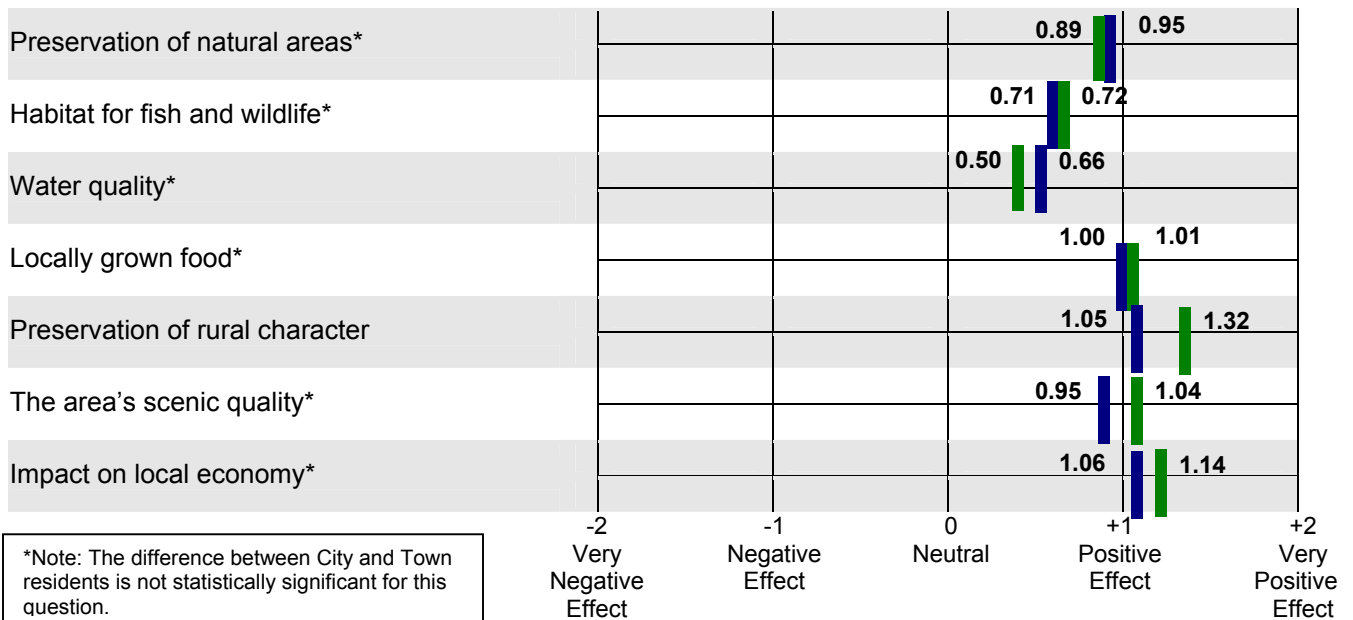
23. In your opinion, what effect does existing farmland have on the following for the area in and around the City and Town of Brillion? (Numbers represent percent of responses)

		Very Negative Effect	Negative Effect	Neutral	Positive Effect	Very Positive Effect	
Preservation of natural areas	City	1	3	16	59	21	n=233
	Town	5	8	10	46	30	n=115
	Comb.	2	5	14	55	24	
Habitat for fish and wildlife	City	2	11	20	48	19	n=231
	Town	5	12	14	43	26	n=115
	Comb.	3	12	18	46	21	
Water quality	City	2	17	25	26	31	n=236
	Town	7	20	16	30	27	n=115
	Comb.	3	18	22	27	29	
Locally grown food	City	0*	2	16	60	22	n=231
	Town	1	4	18	50	28	n=114
	Comb.	1	3	17	57	24	
Preservation of rural character	City	0*	3	13	58	25	n=232
	Town	1	2	8	44	46	n=114
	Comb.	1	3	11	54	32	
The area's scenic quality	City	1	5	12	61	21	n=233
	Town	2	7	12	44	35	n=116
	Comb.	1	6	12	55	26	
Impact on local economy	City	1	3	16	52	29	n=232
	Town	1	4	10	50	35	n=114
	Comb.	1	3	14	51	31	

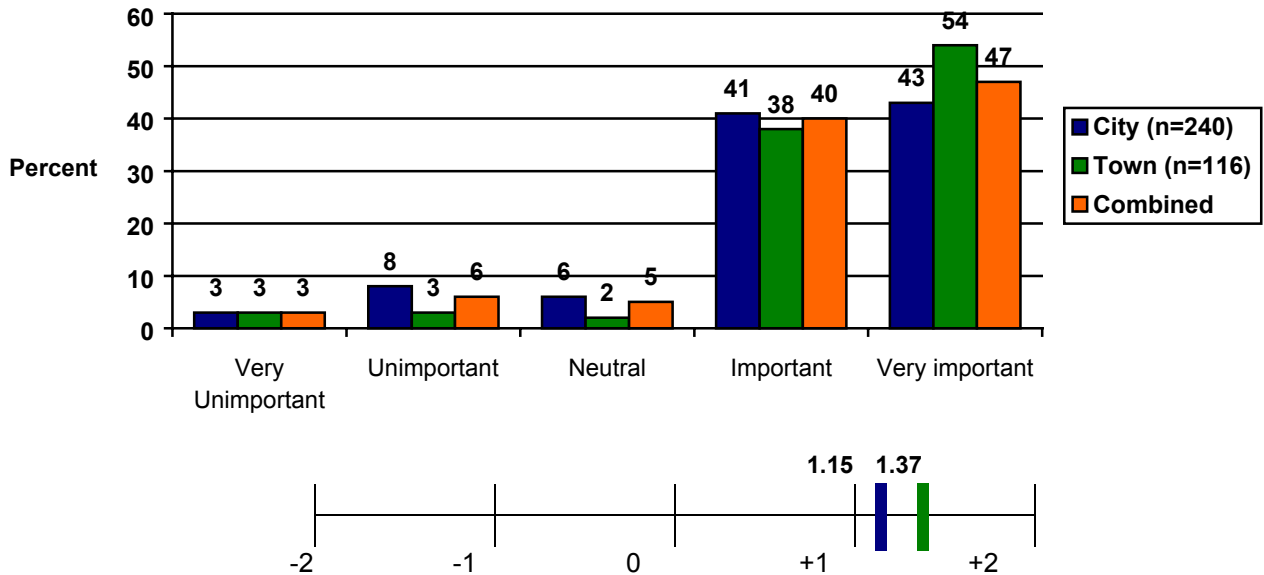
Note: '0*' indicates the response was less than one percent, but greater than zero.

Chart of Question 23 average values:

City: █ Town: █



24. In your opinion, how important is protecting farmland in the Town of Brillion?



Perspective on Future Development in Your Community

New Housing

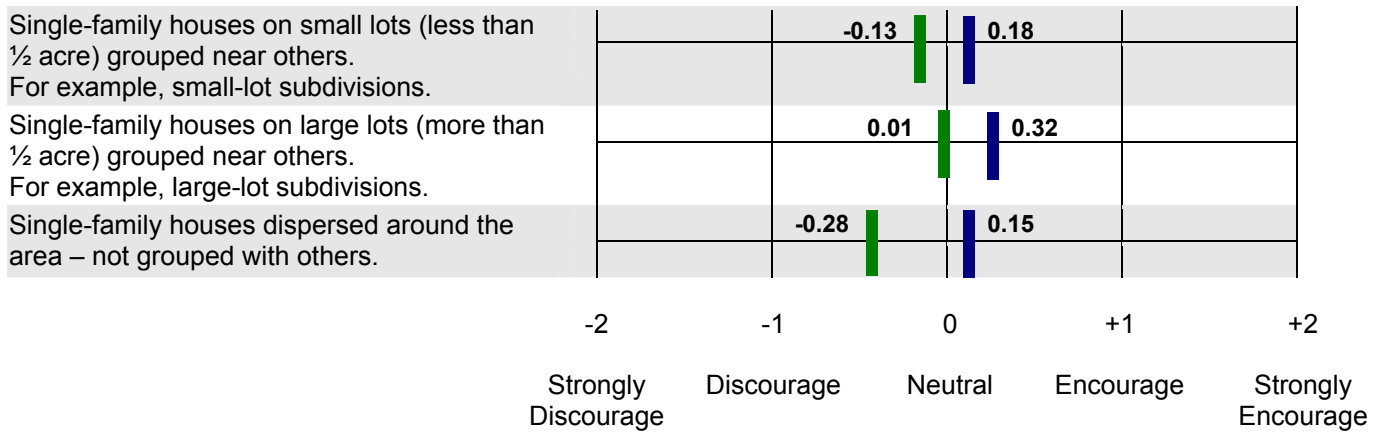
25. To what extent would you encourage or discourage the following kinds of **future** single-family housing development in the City and Town of Brillion? (Numbers represent percent of responses)

		Strongly Discourage	Discourage	Neutral	Encourage	Strongly Encourage	
Single-family houses on small lots (less than ½ acre*) grouped near others. For example, small-lot subdivisions.	City	10	26	14	36	14	n=234
	Town	20	23	16	33	8	n=112
	Comb.	13	25	15	35	12	
Single-family houses on large lots (more than ½ acre*) grouped near others. For example, large-lot subdivisions.	City	6	23	19	41	12	n=235
	Town	16	21	20	33	11	n=112
	Comb.	9	22	19	38	12	
Single-family houses dispersed around the area – not grouped with others.	City	10	22	24	29	15	n=234
	Town	24	19	25	27	5	n=113
	Comb.	15	21	25	28	12	

* Note: ½ acres = 21, 780 square feet: a square, ½ - acre lot would be about 148 feet x 148 feet.

Chart of Question 25 average values:

City:  Town: 



26. To what extent would you encourage or discourage the following kinds of **future** multi-family and special-needs housing development in the City and Town of Brillion? (Numbers represent percent of responses)

		Strongly Discourage	Discourage	Neutral	Encourage	Strongly Encourage	
Multi-family apartment buildings	City	11	29	21	37	2	n=233
	Town	14	35	17	33	1	n=113
	Comb.	12	31	20	36	2	
Mobile/manufactured home parks	City	31	41	14	15	0*	n=233
	Town	38	35	16	11	0	n=112
	Comb.	33	39	15	13	0*	
Duplexes/Two-family houses	City	4	12	18	58	8	n=232
	Town	9	18	20	53	1	n=113
	Comb.	6	14	18	57	6	
Condominiums/Townhouses	City	5	21	20	46	8	n=232
	Town	13	26	24	36	2	n=110
	Comb.	8	22	21	43	6	
Housing for seniors	City	2	3	12	60	23	n=235
	Town	3	4	12	66	15	n=113
	Comb.	2	3	12	62	21	
Housing for people with disabilities	City	0*	5	15	58	22	n=236
	Town	3	3	18	65	12	n=114
	Comb.	1	4	16	60	19	

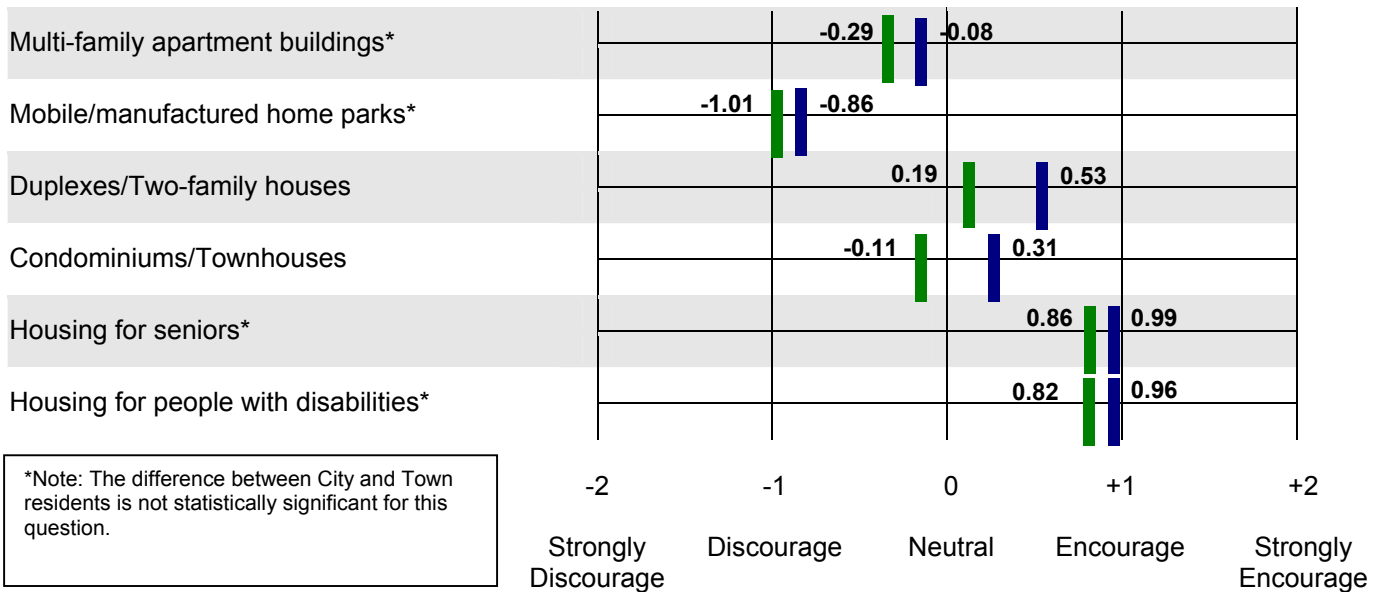
Note: '0' indicates the response was less than one percent, but greater than zero.

One City of Brillion resident wrote-in the following 'other' issue:

- Housing for seniors: At least 1 more.

Chart of Question 26 average values:

City: █ Town: █

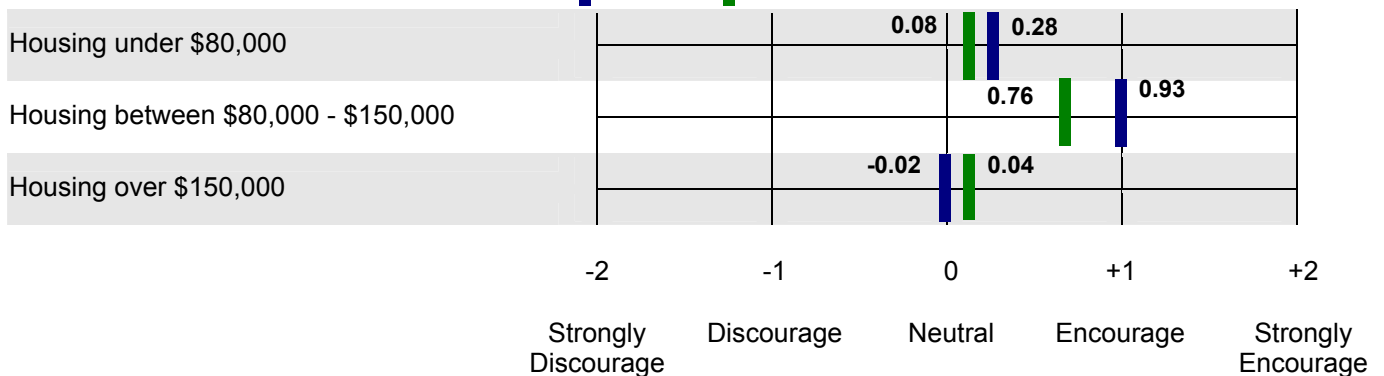


27. To what extent would you encourage or discourage the following price ranges for **future** housing development in the City and Town of Brillion? (Numbers represent percent of responses)

		Strongly Discourage	Discourage	Neutral	Encourage	Strongly Encourage	
Housing under \$80,000	City	7	24	15	42	12	n=230
	Town	15	21	23	28	13	n=112
	Comb.	10	23	18	37	12	
Housing between \$80,000 - \$150,000	City	1	7	12	56	23	n=232
	Town	4	5	19	55	17	n=114
	Comb.	2	7	15	56	21	
Housing over \$150,000	City	10	28	22	34	6	n=226
	Town	15	15	30	29	11	n=112
	Comb.	12	24	25	32	8	

Chart of Question 27 average values:

City: █ Town: █



New Recreation

28. To what extent would you encourage or discourage the following kinds of **future** recreational developments in the City and Town of Brillion? (Numbers represent percent of responses)

		Strongly Discourage	Discourage	Neutral	Encourage	Strongly Encourage	
Park space	City	3	21	20	47	9	n=234
	Town	4	13	17	50	16	n=113
	Comb.	4	18	19	48	11	
Children's playground facilities	City	3	13	24	48	13	n=237
	Town	3	10	19	53	16	n=113
	Comb.	3	12	22	50	14	
Sport fields (baseball, soccer, etc.)	City	3	22	23	41	11	n=236
	Town	6	27	24	36	8	n=109
	Comb.	4	24	23	39	10	
Bicycle and pedestrian trails	City	3	6	9	39	43	n=234
	Town	4	12	11	43	32	n=113
	Comb.	4	8	10	40	40	
Golf courses	City	5	29	32	29	6	n=235
	Town	10	26	34	27	4	n=112
	Comb.	7	28	33	28	5	
Areas for scenic enjoyment	City	2	8	17	47	27	n=234
	Town	2	7	15	51	25	n=112
	Comb.	2	8	17	48	26	
Hunting areas	City	3	18	31	34	15	n=236
	Town	7	17	23	36	17	n=113
	Comb.	4	18	28	35	16	
Fishing areas	City	1	12	29	41	17	n=237
	Town	4	9	21	46	20	n=112
	Comb.	2	11	27	42	18	

Two City of Brillion residents wrote-in the following 'other' issue:

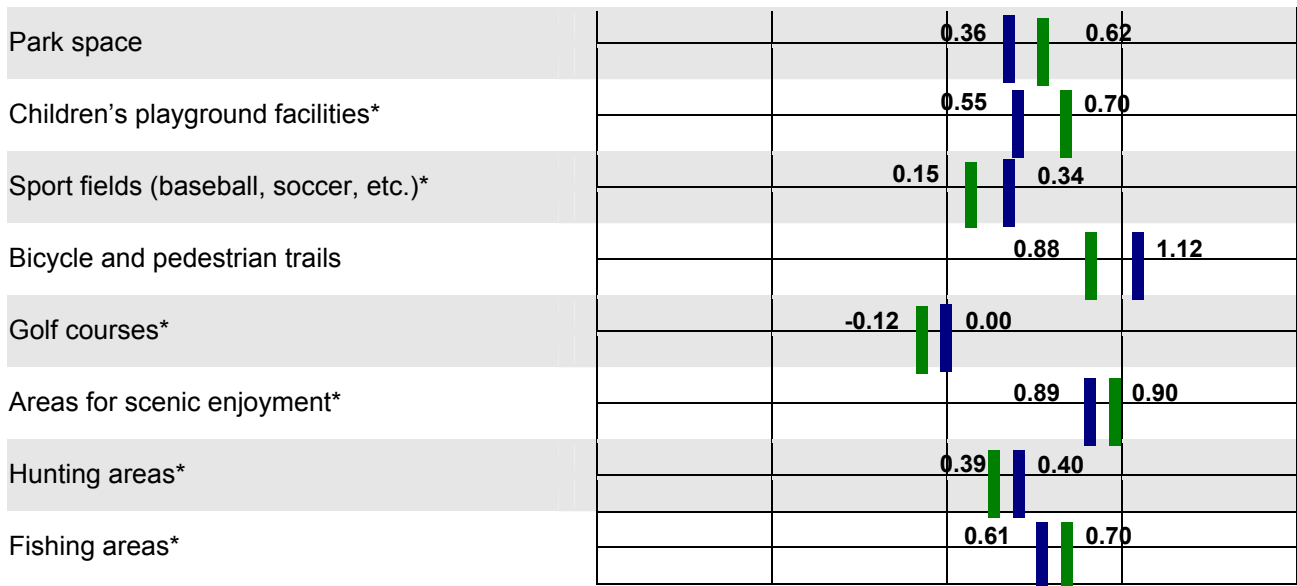
- Park space, children's playground facilities, sport fields (baseball, soccer, etc.): My opinion is we have plenty – I'd hope improvements could be made to existing parks, playgrounds, and ball fields – especially at Horn Park.
- Maybe churches could have activities for young people.

One Town of Brillion resident wrote-in the following 'other' issue:

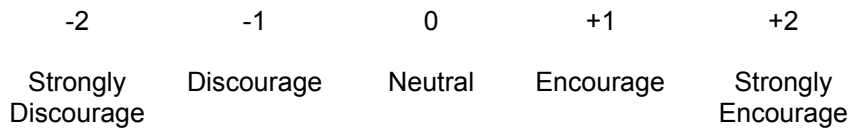
- Fishing areas: In city.

Chart of Question 28 average values:

City: █ Town: █



*Note: The difference between City and Town residents is not statistically significant for this question.



New Commercial Development and Services

29. To what extent would you encourage or discourage the following kinds of **future** commercial and service-related development in the City and Town of Brillion? (Numbers represent percent of responses)

		Strongly Discourage	Discourage	Neutral	Encourage	Strongly Encourage	
Convenience stores/ Gas stations	City	7	37	21	27	8	n=238
	Town	6	37	23	30	4	n=111
	Comb.	7	37	22	28	6	
Antique, craft, and specialty stores	City	2	12	19	56	11	n=233
	Town	6	18	24	43	10	n=114
	Comb.	3	14	20	52	11	
Shopping centers	City	3	16	12	45	25	n=233
	Town	4	25	17	40	14	n=114
	Comb.	3	19	13	44	21	
Grocery stores	City	2	27	18	39	15	n=237
	Town	5	23	21	39	12	n=114
	Comb.	3	25	19	39	14	
Restaurants	City	0	12	13	50	25	n=235
	Town	2	7	18	58	15	n=114
	Comb.	1	11	15	52	22	
Child care facilities	City	0*	4	17	51	28	n=236
	Town	4	4	16	54	24	n=114
	Comb.	1	4	17	52	26	
Office facilities	City	0	15	31	45	9	n=232
	Town	5	18	33	36	8	n=113
	Comb.	2	16	32	42	9	
Health facilities (doctor, dentist, etc.)	City	0*	7	17	51	24	n=238
	Town	3	8	24	50	16	n=113
	Comb.	1	7	19	51	22	

Note: '0' indicates the response was less than one percent, but greater than zero.

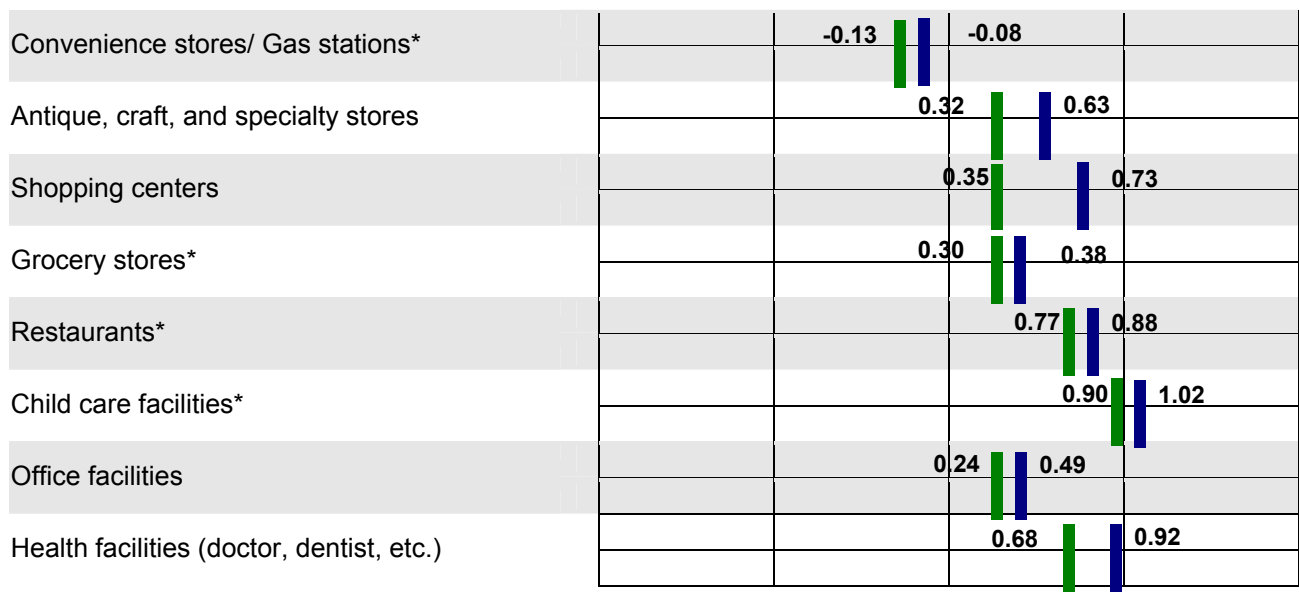
One City of Brillion resident wrote-in the following 'other' issue:

- Women who hire out to come into ones' home to cook and bake.

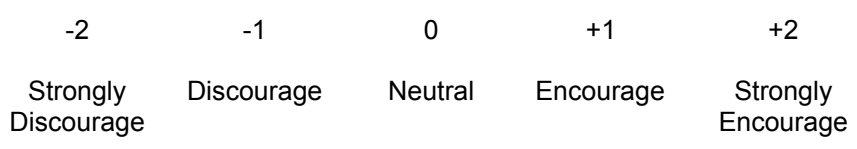
One Town of Brillion resident wrote-in the following 'other' issue:

- Restaurants: 24 hours or 12 hours after 6 pm.

Chart of Question 29 average values: City: █ Town: █



*Note: The difference between City and Town residents is not statistically significant for this question.



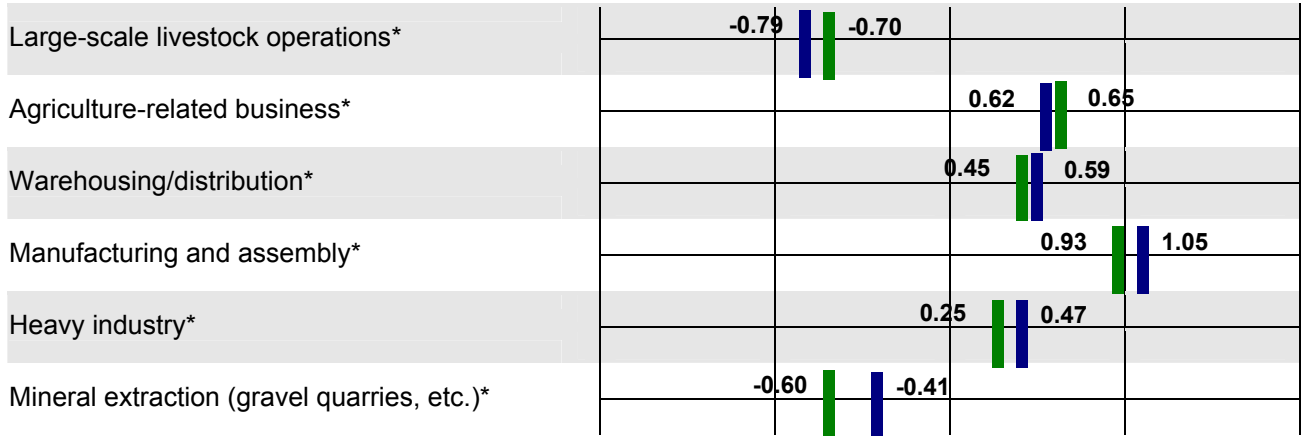
New Industry and Production

30. To what extent would you encourage or discourage the following kinds of **future** industrial development in the City and Town of Brillion? (Numbers represent percent of responses)

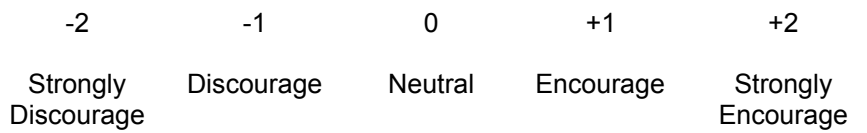
		Strongly Discourage	Discourage	Neutral	Encourage	Strongly Encourage	
Large-scale livestock operations	City	27	42	18	11	3	n=234
	Town	27	34	21	17	1	n=114
	Comb.	27	39	19	13	2	
Agriculture-related business	City	2	11	23	54	11	n=233
	Town	2	11	16	63	8	n=112
	Comb.	2	11	21	57	10	
Warehousing/distribution	City	2	12	23	51	12	n=233
	Town	5	16	20	50	10	n=112
	Comb.	3	13	22	51	11	
Manufacturing and assembly	City	1	5	10	57	27	n=237
	Town	2	7	12	56	24	n=113
	Comb.	1	6	11	56	26	
Heavy industry	City	4	21	16	41	17	n=235
	Town	8	25	17	34	16	n=112
	Comb.	6	22	16	39	17	
Mineral extraction (gravel quarries, etc.)	City	14	39	27	17	4	n=235
	Town	25	31	27	15	3	n=113
	Comb.	17	36	27	16	4	

Chart of Question 30 average values:


City: █ Town: █



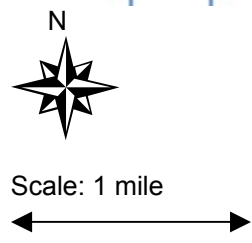
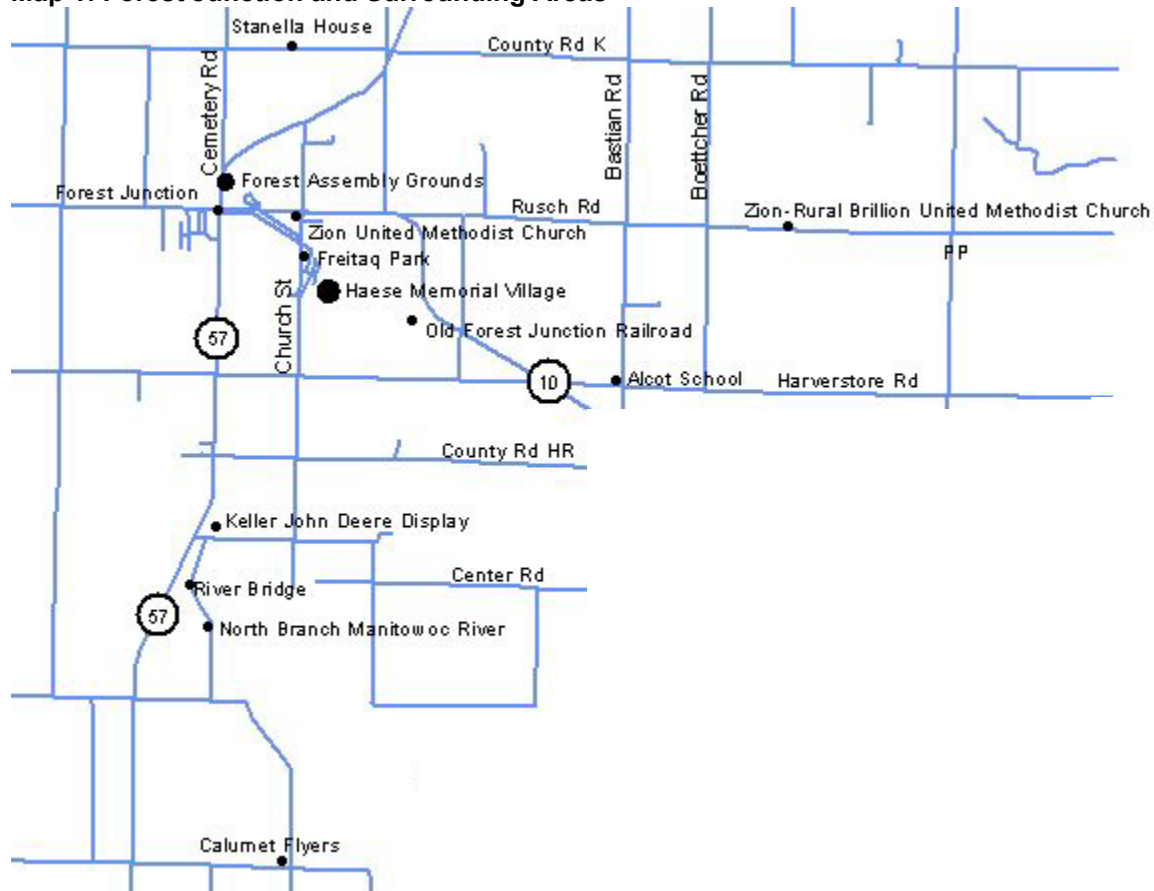
*Note: The difference between City and Town residents is not statistically significant for this question.



Future Land Use

31. Draw a small dot with a circle around it  at the approximate location of your residence. (Not graphed)
32. Identify up to THREE places on the map that you believe have cultural or historic significance for your community or region. These places could be either natural or man-made. Place an "X" at the approximate location for each place, and write a name or description that identifies the place you are marking. Total responses: 219. Presented on two maps: 1) Forest Junction and Surrounding Areas and 2) City of Brillion and Surrounding Areas.

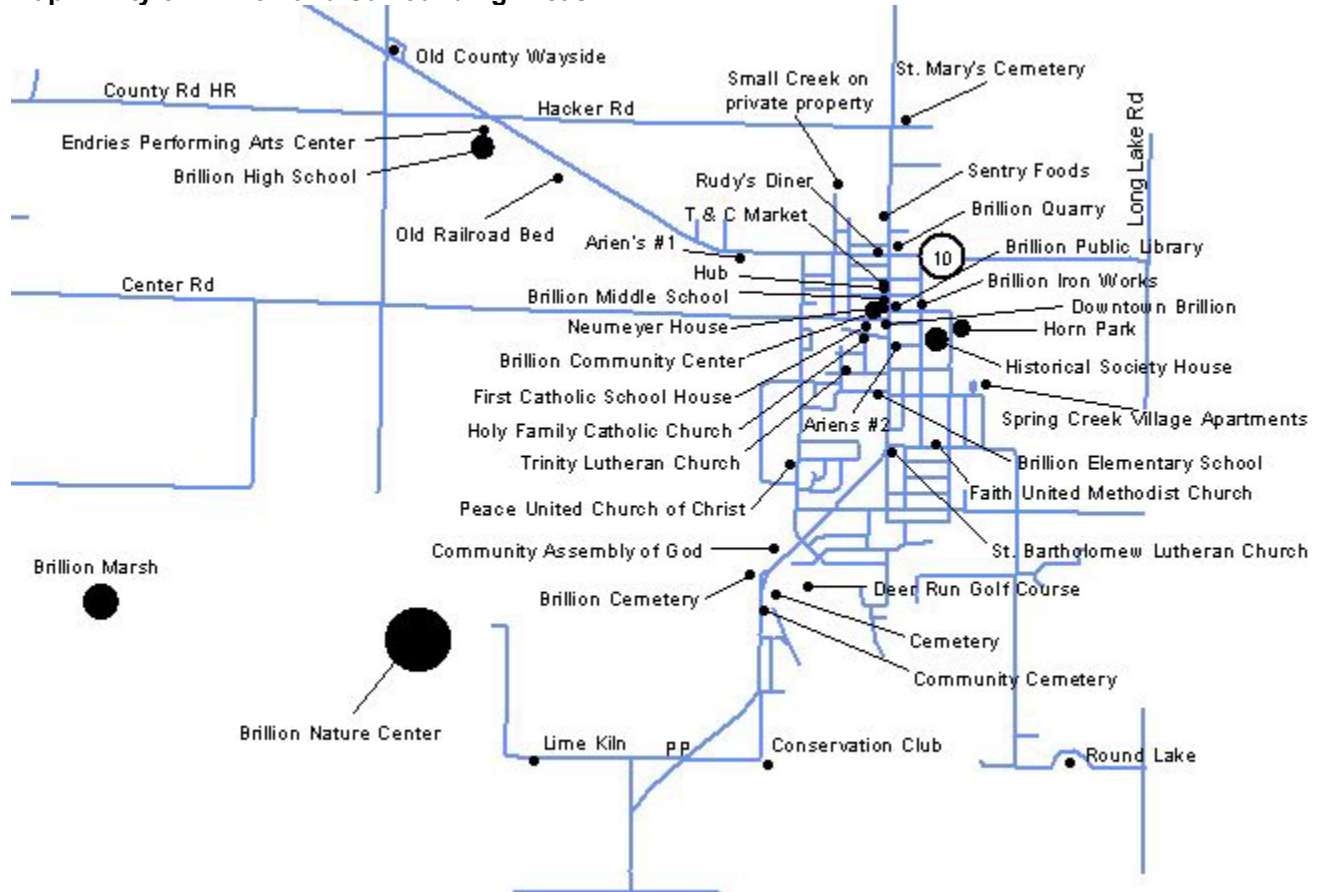
Map 1: Forest Junction and Surrounding Areas



Number of people identifying location

1-5	•
6-10	#
11-20	#
20-40	None
>40	None

Map 2: City of Brillion and Surrounding Areas



Scale: 1 mile



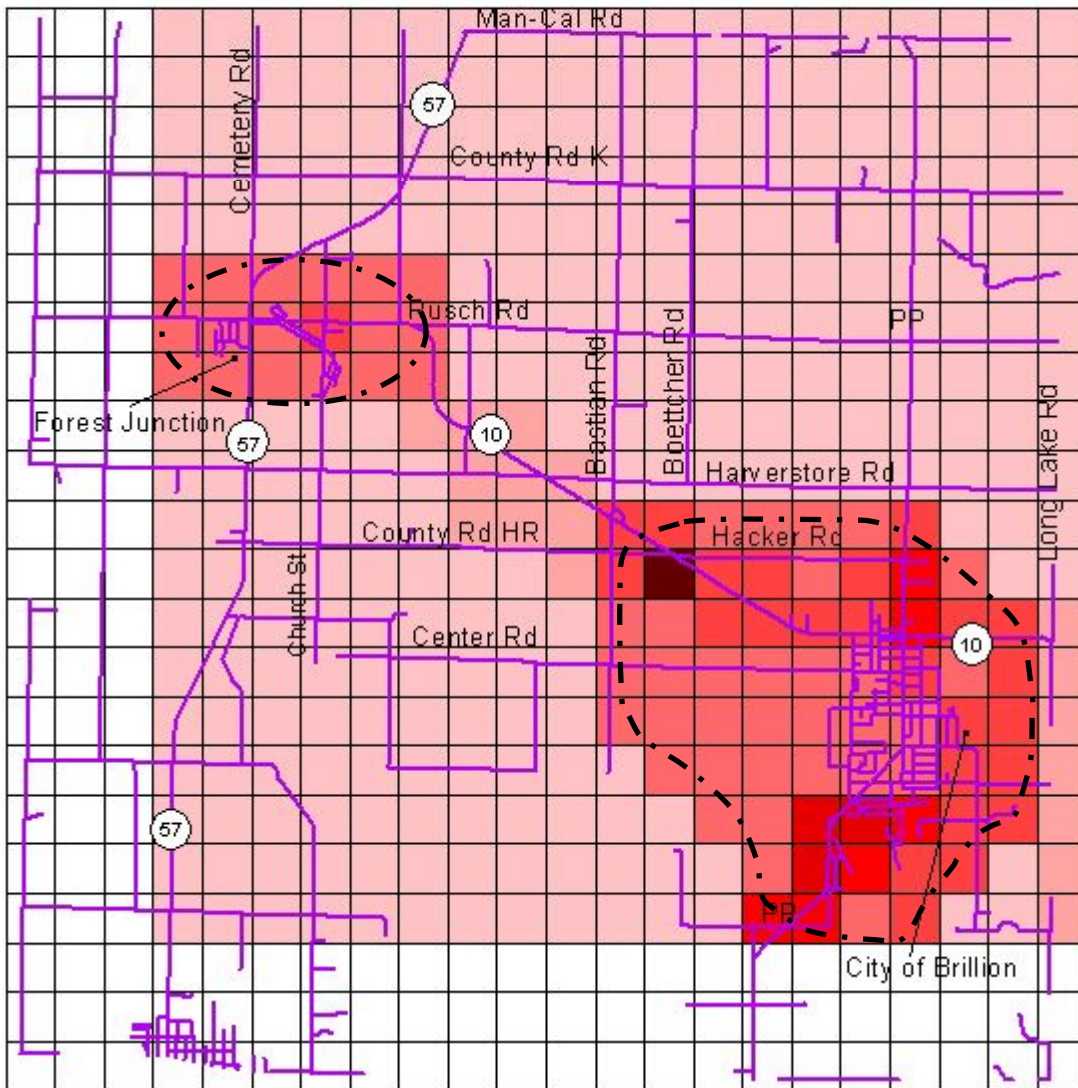
Number of people identifying location

1-5	•
6-10	#
11-20	#
20-40	#
>40	#

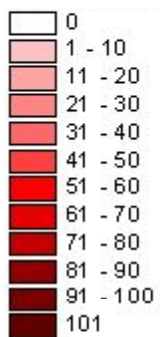
Responses not included in maps:

- Small lakes
- Historical homes in Brillion
- Long Lake

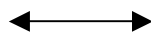
33a. Where within the City and Town of Brillion would you direct **new housing development**?
Total responses: 177 **Number of responses for no growth:17**



Number of responses for area

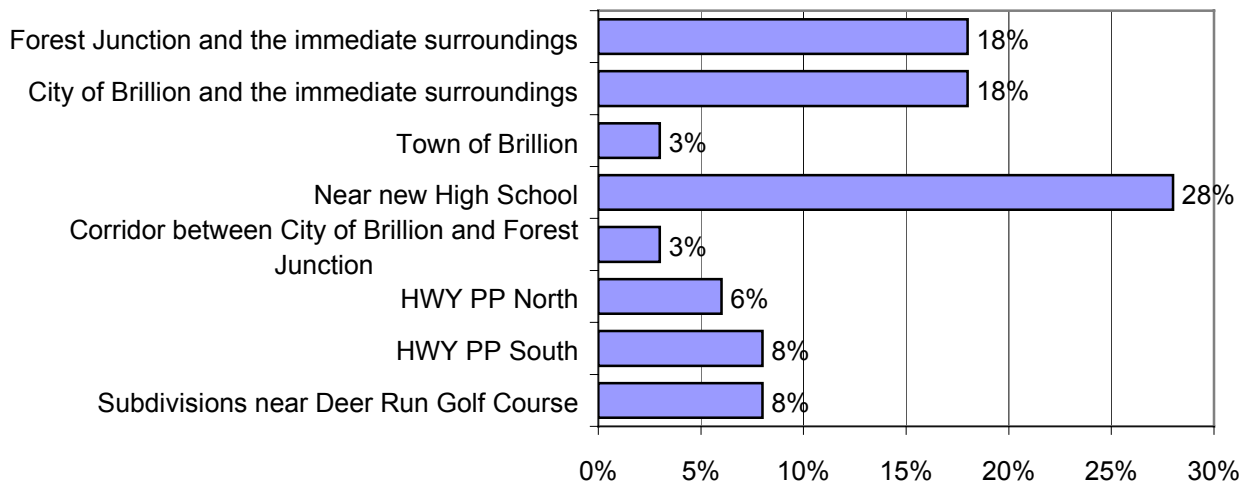


Scale: 1 mile

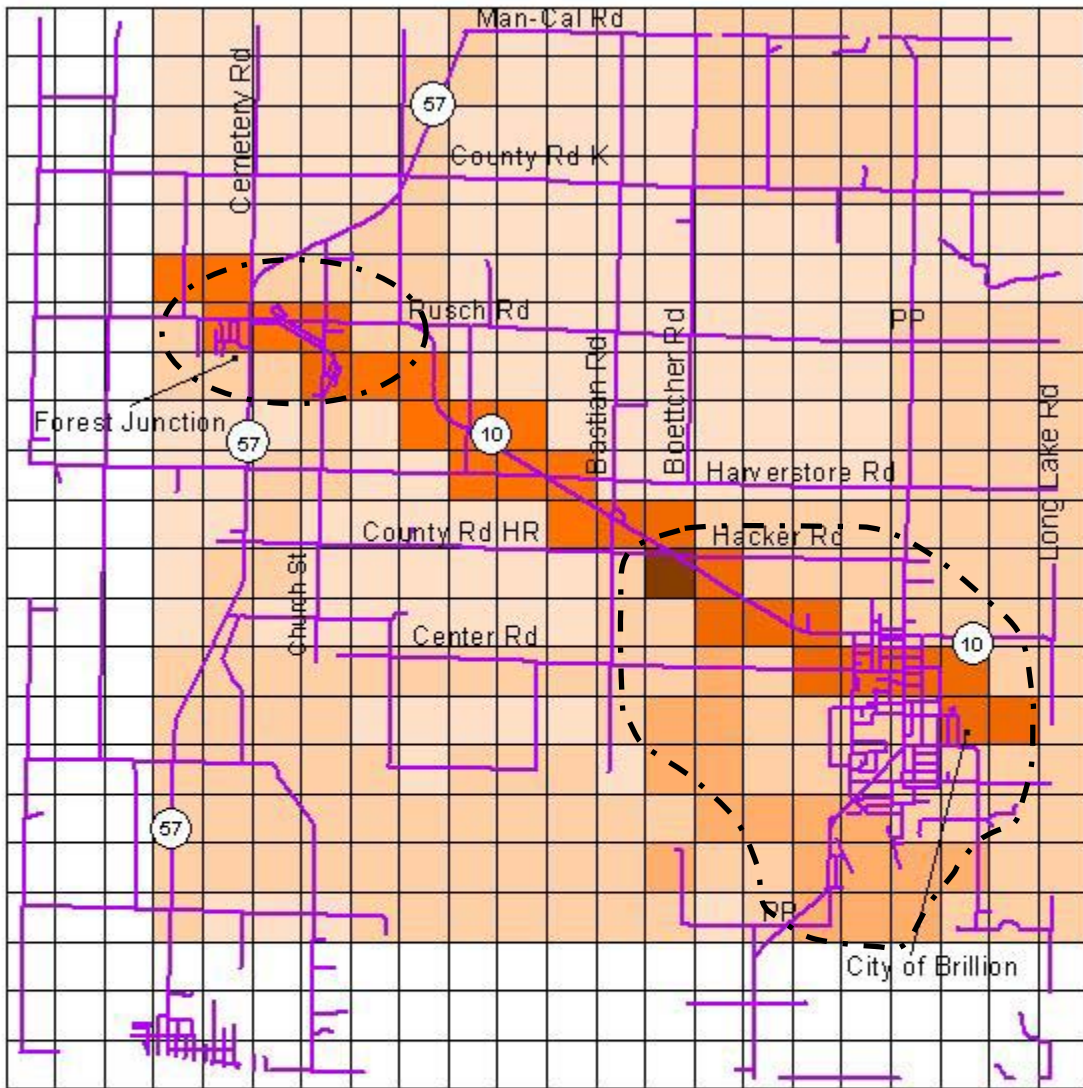


33a. Where within the City and Town of Brillion would you direct **new housing development**?

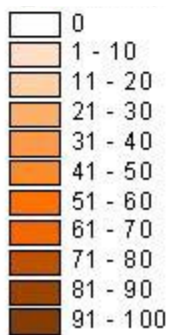
Comments:



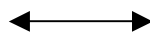
33b. Where within the City and Town of Brillion would you direct **new recreational development**?
Total responses:145 **Number of responses for no growth:33**



Number of responses for area

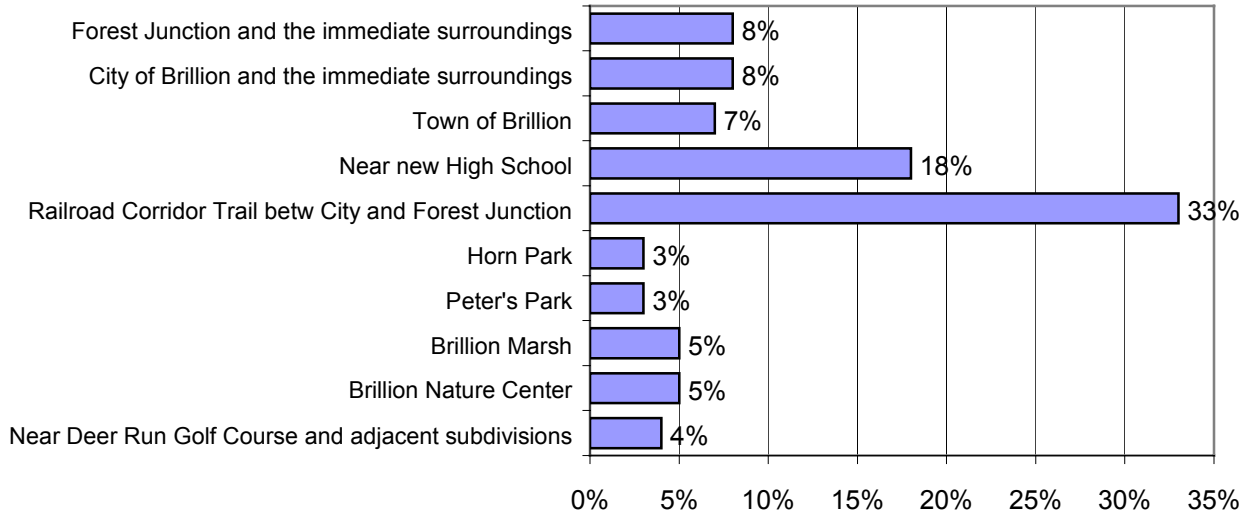


Scale: 1 mile

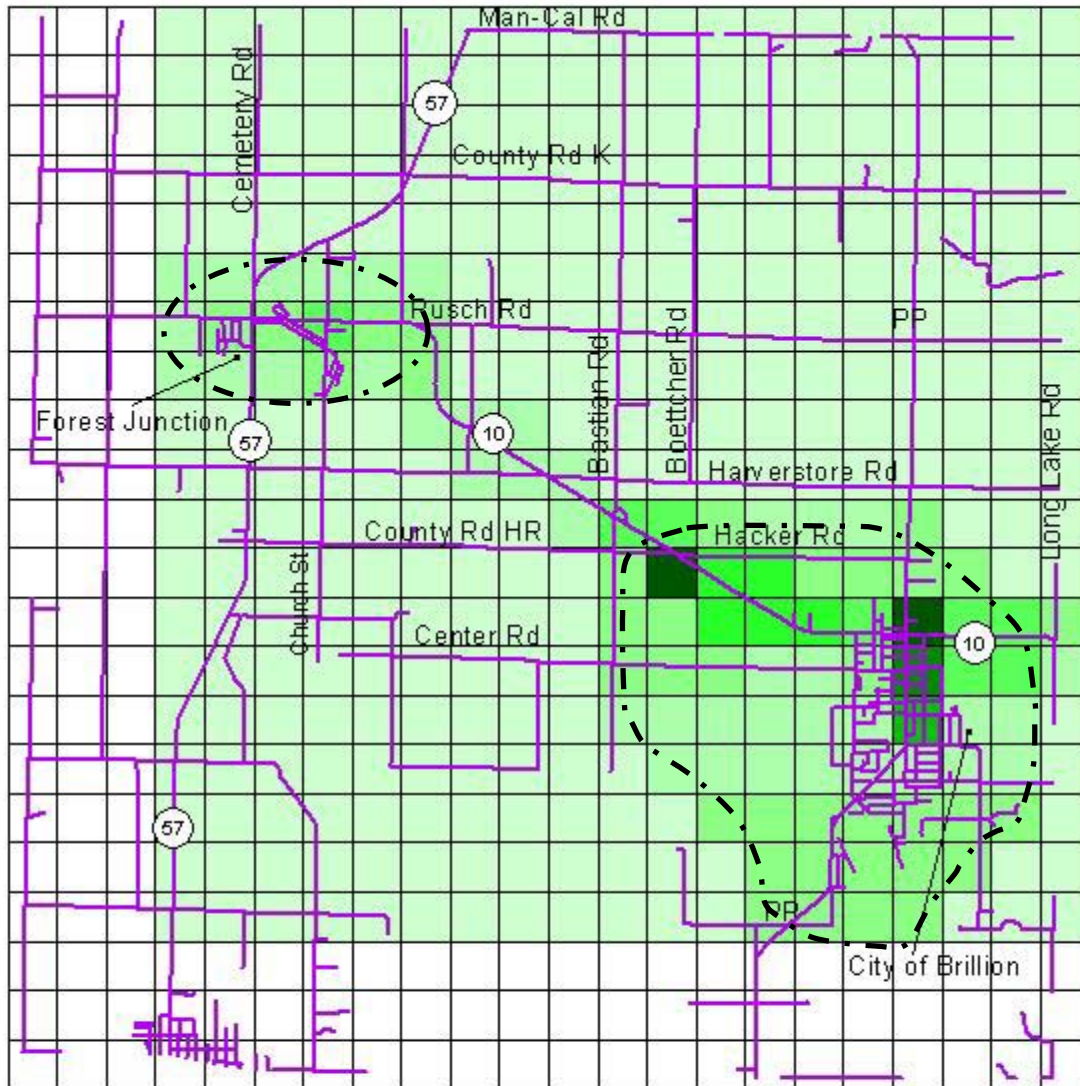


33b. Where within the City and Town of Brillion would you direct **new recreational development?**

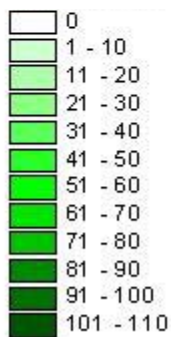
Comments:



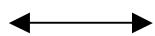
33c. Where within the City and Town of Brillion would you direct **new commercial and service-related development?** Total responses:185 Number of responses for no growth:9



Number of responses for area

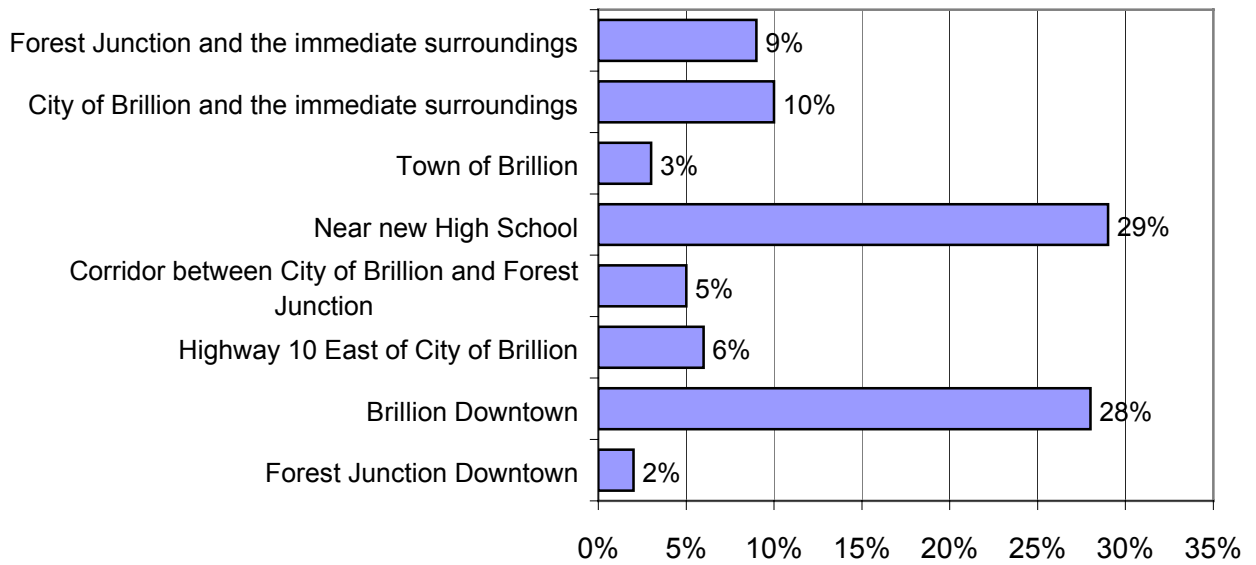


Scale: 1 mile

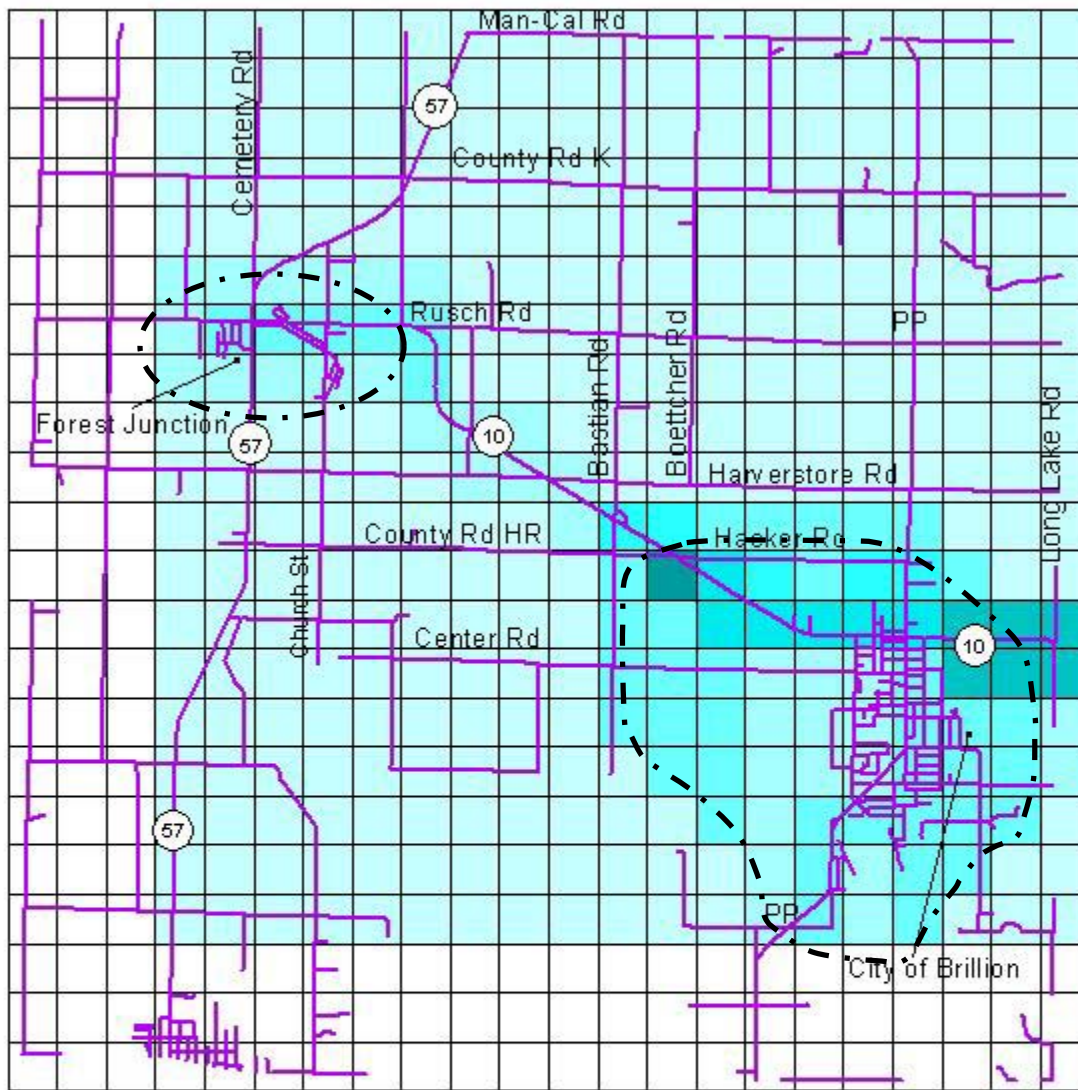


33c. Where within the City and Town of Brillion would you direct **new commercial and service-related development?**

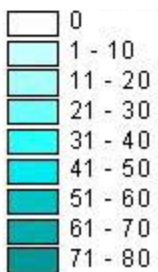
Comments:



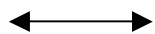
33d. Where within the City and Town of Brillion would you direct **new industrial and production development?**
Total responses:155 **Number of responses for no growth:10**



Number of responses for area

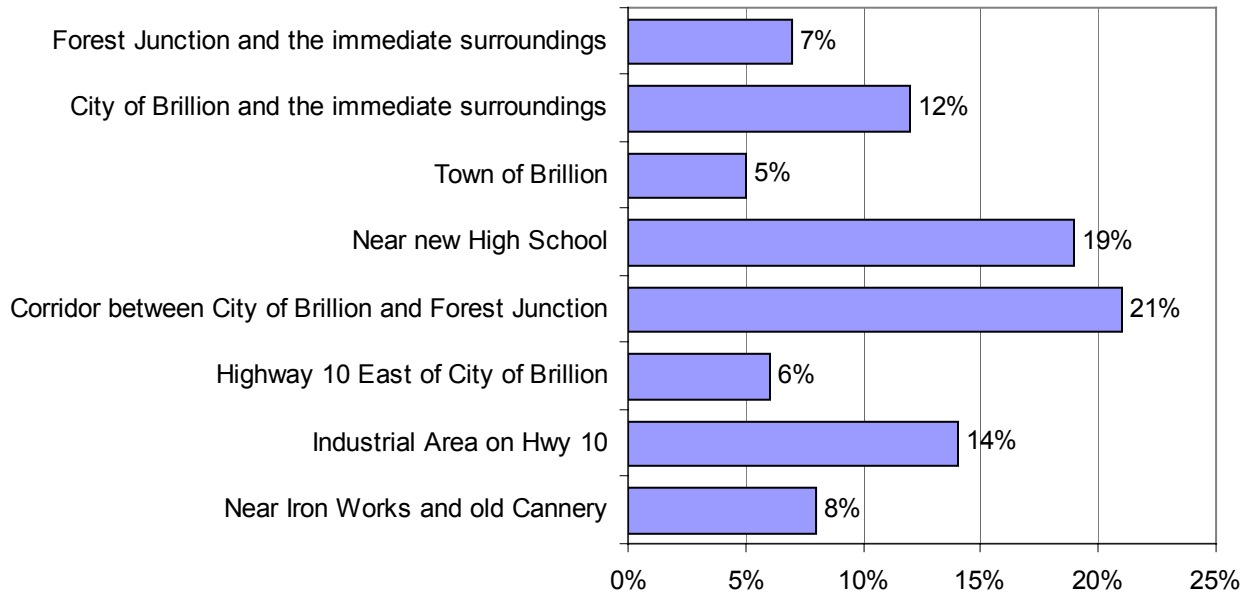


Scale: 1 mile

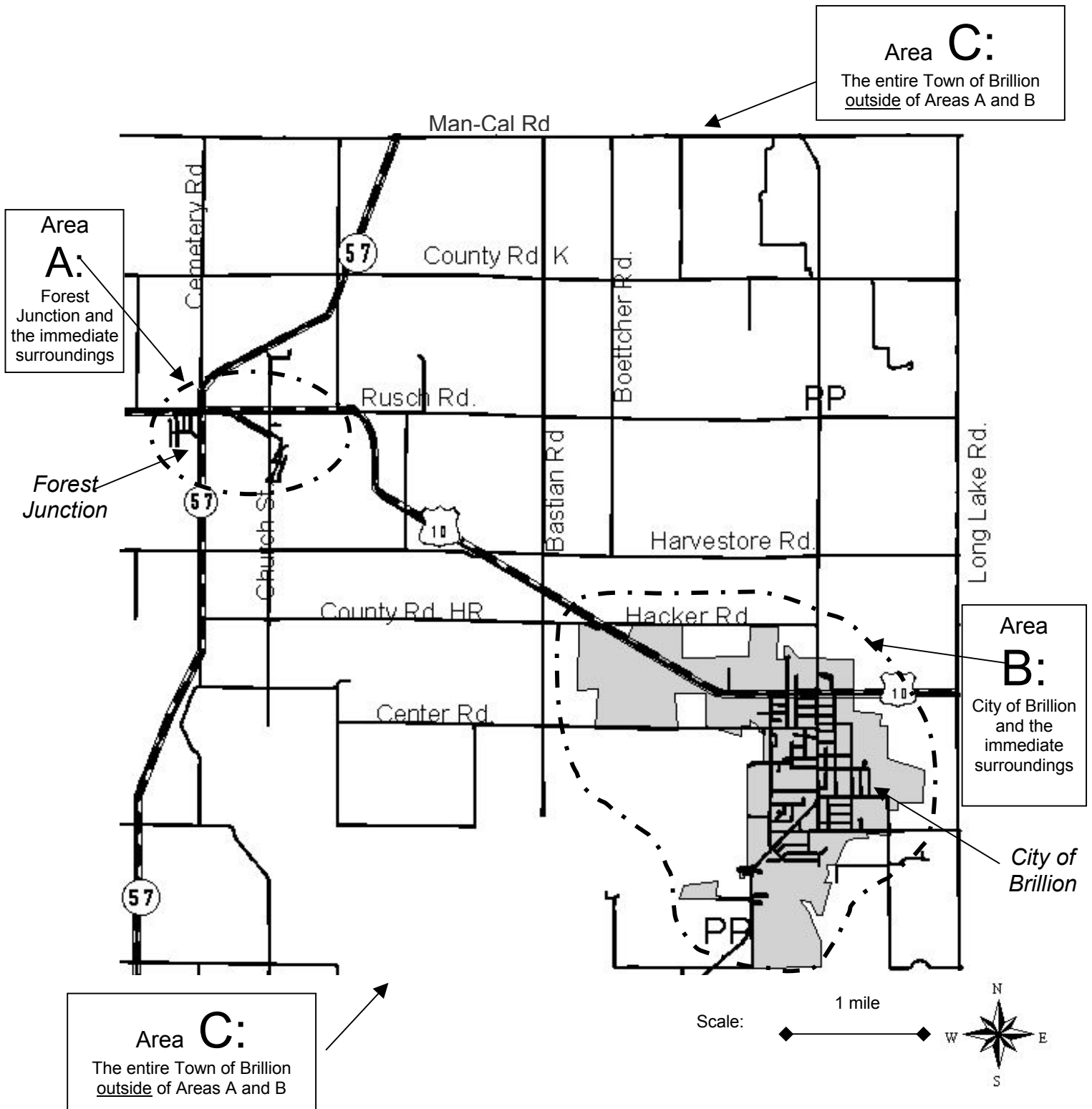


33d. Where within the City and Town of Brillion would you direct **new industrial and production development?**

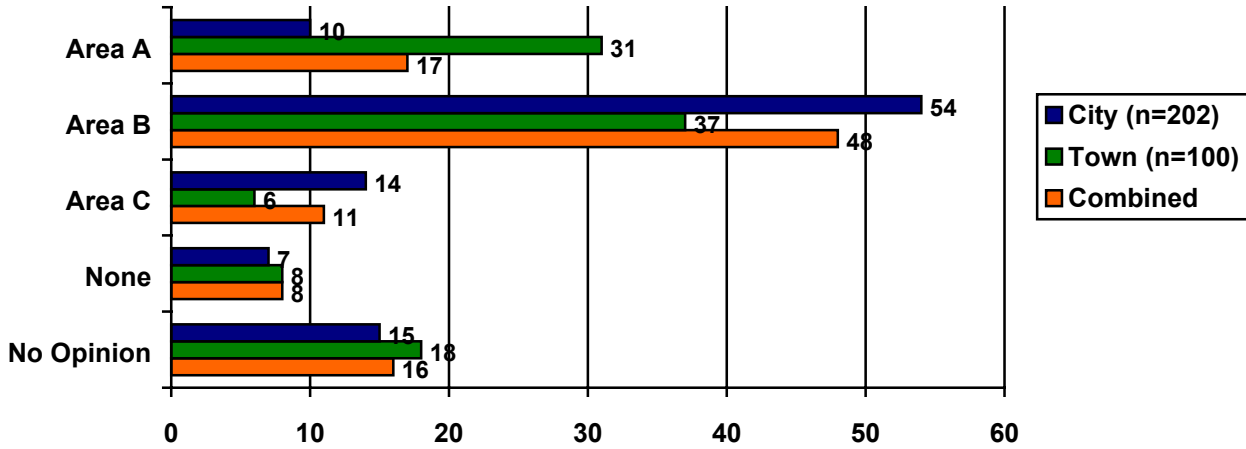
Comments:



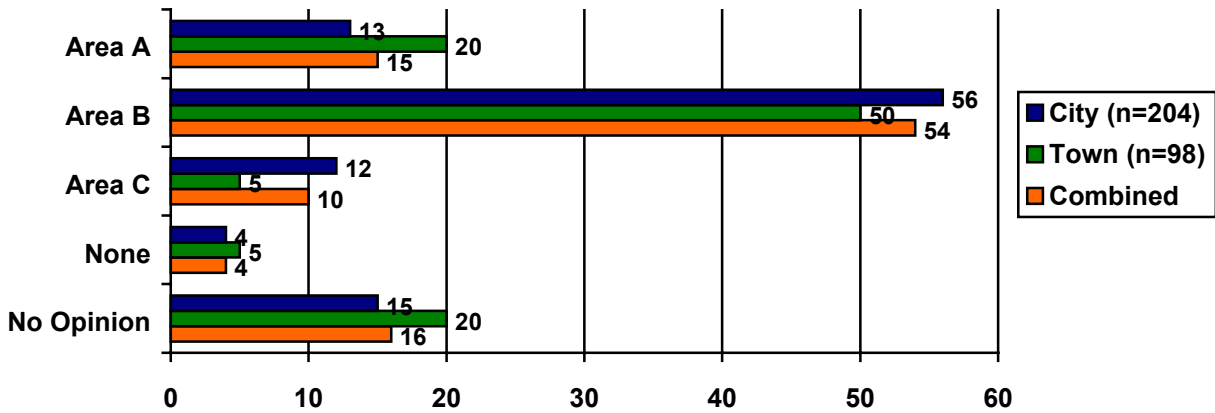
33e. The map includes three areas, marked Area A, Area B, and Area C. In which one of those three areas would you **most** like to see the following categories of new development occur?



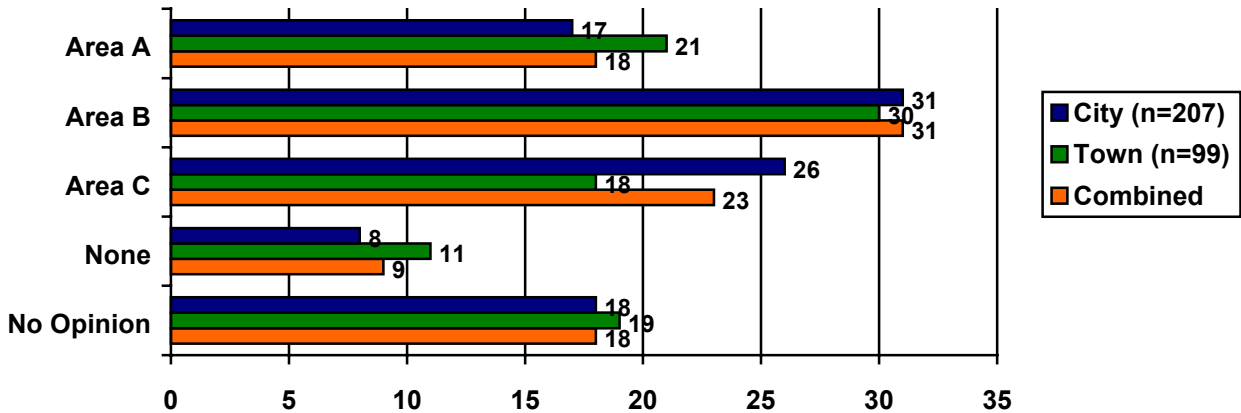
33e. New housing development*



33e. New commercial/service development*



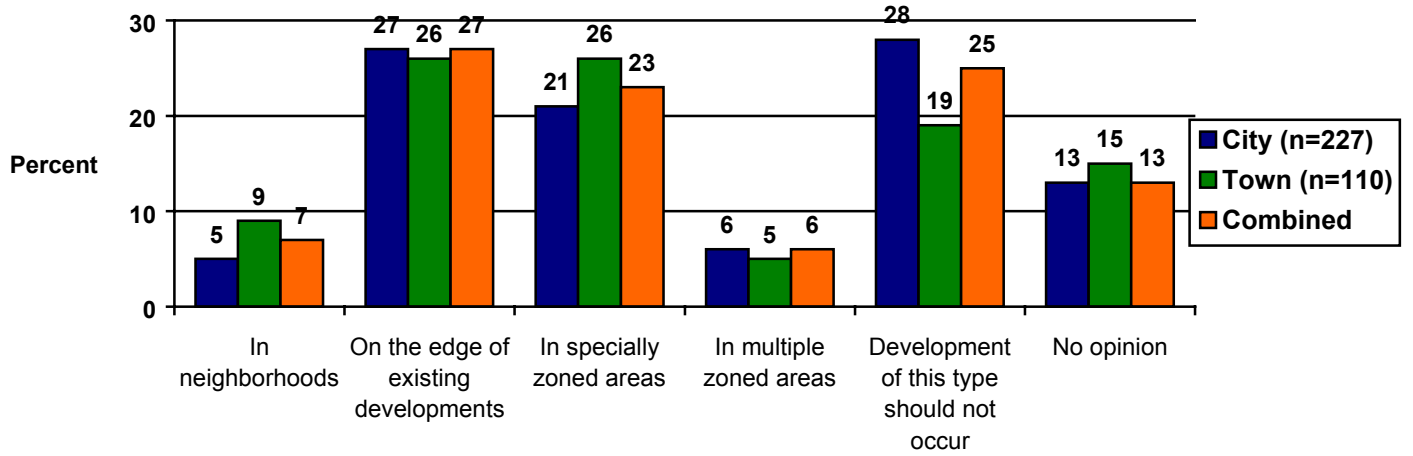
33e. New non-agricultural industrial development*



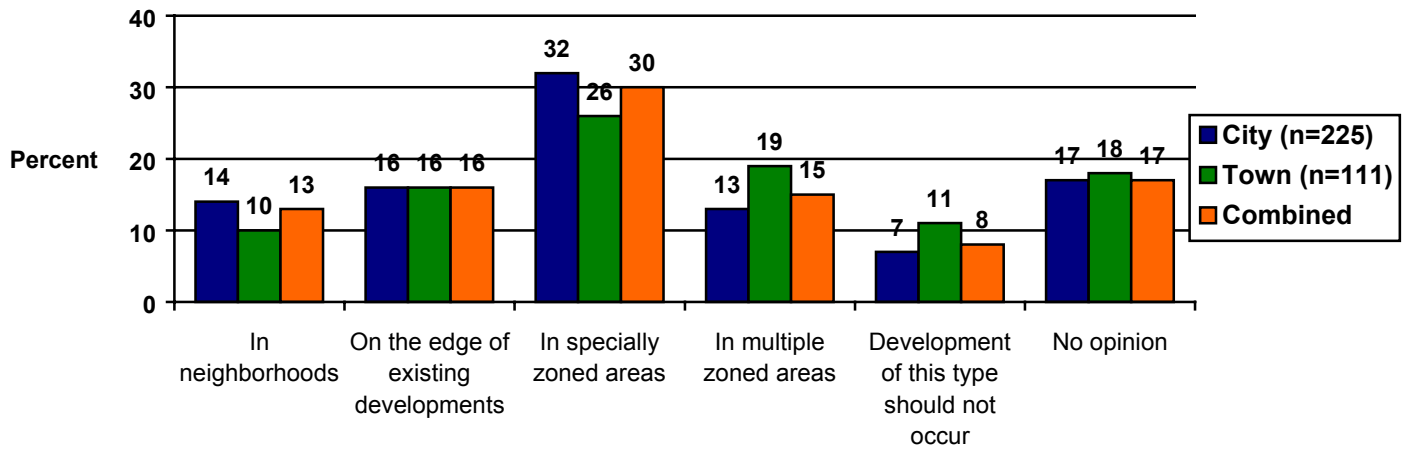
*Note: The difference between City and Town residents is not statistically significant for this question.

34. Where should the following types of development occur within the City and Town of Brillion?

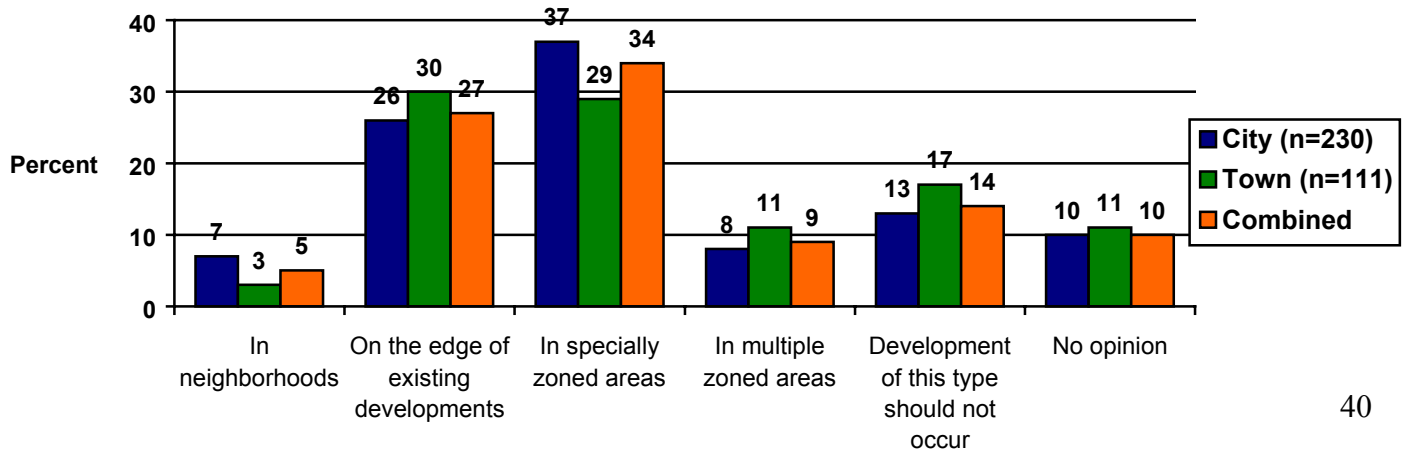
Convenience stores/Gas stations



Antique, craft, and specialty stores

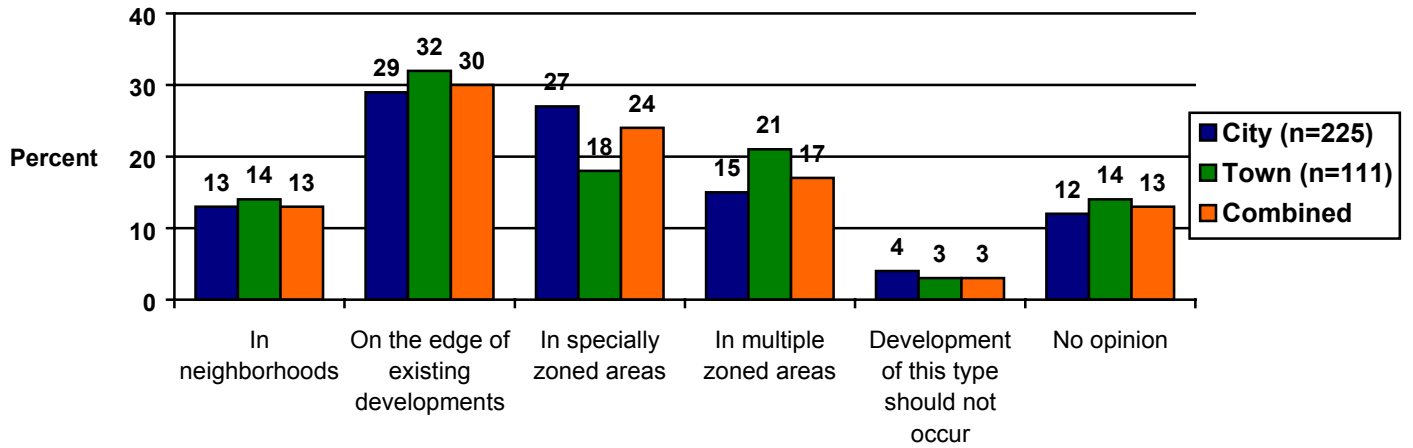


Shopping centers

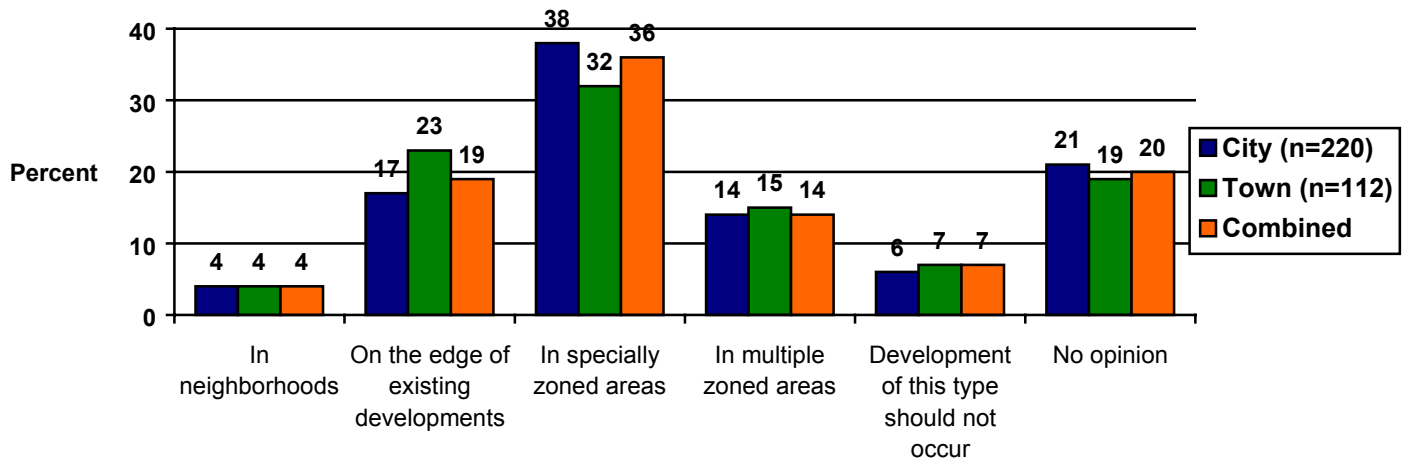


(34 continued)

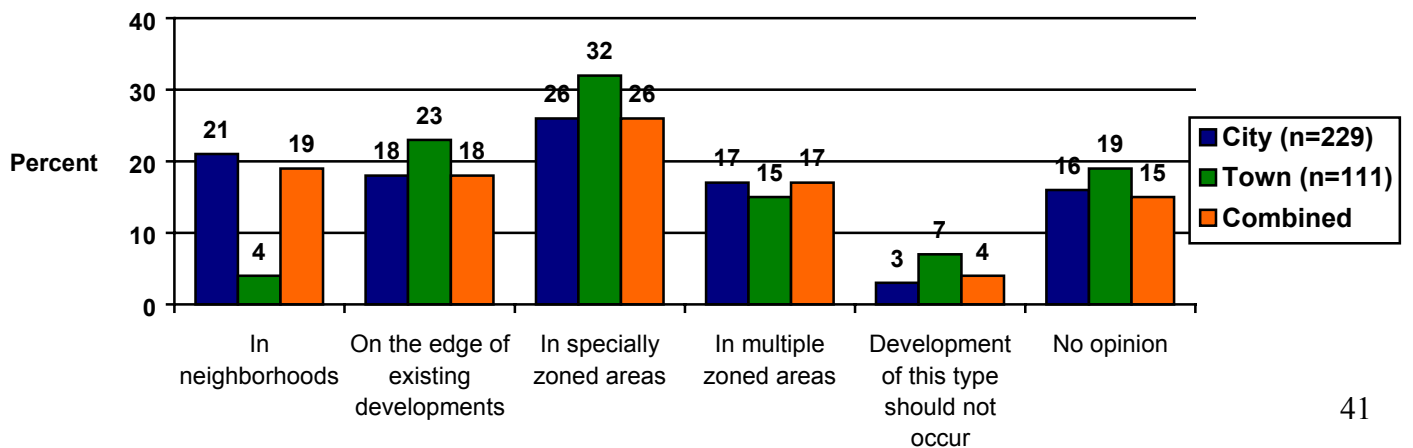
Restaurants



Office facilities

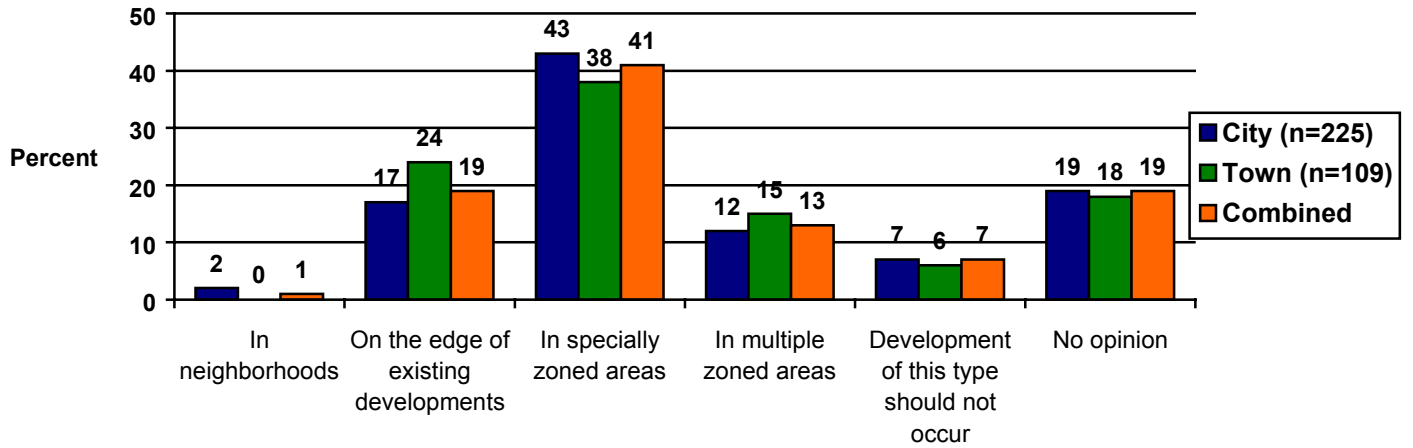


Health facilities (doctor, dentist, etc.)

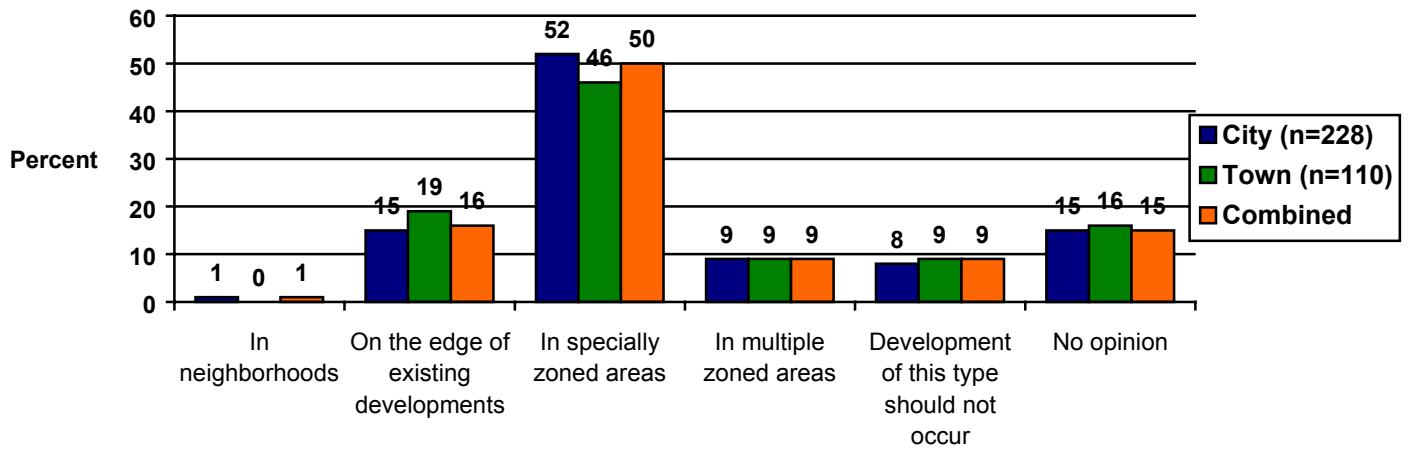


(34 continued)

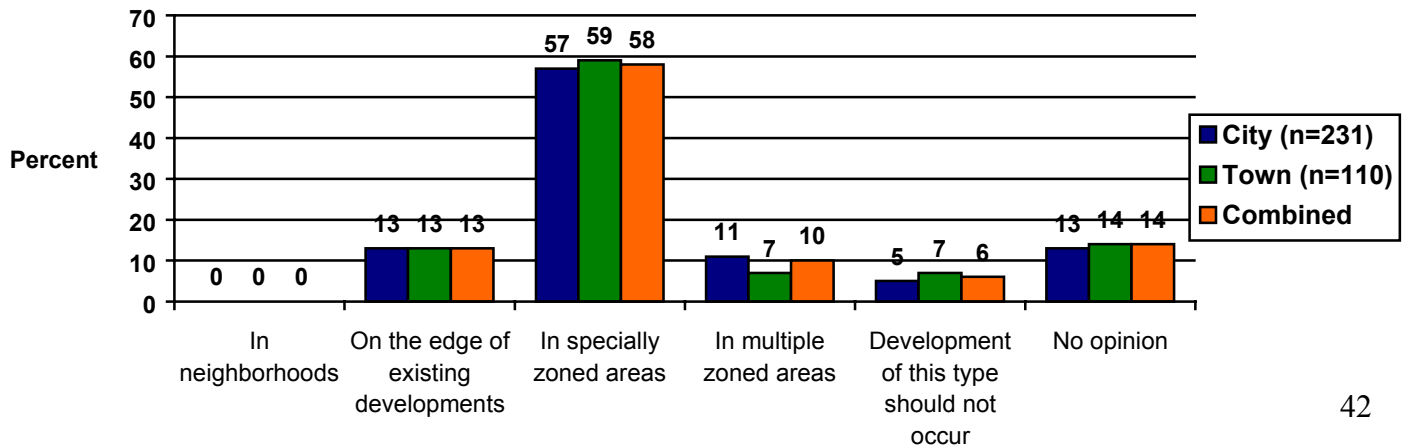
Agriculture-related business



Warehousing/distribution

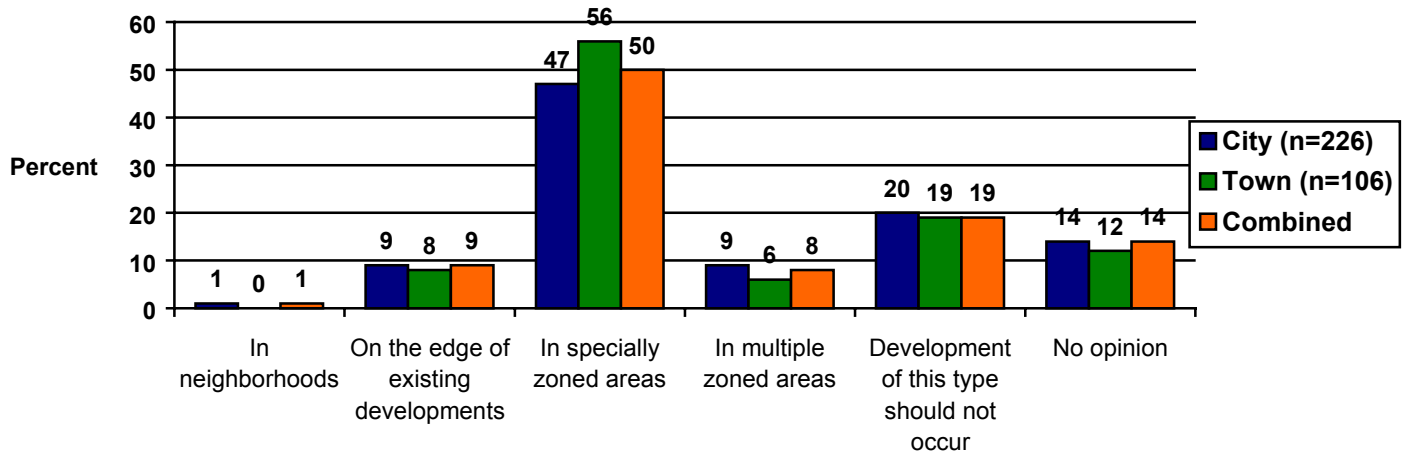


Manufacturing and assembly



(34 continued)

Heavy industry

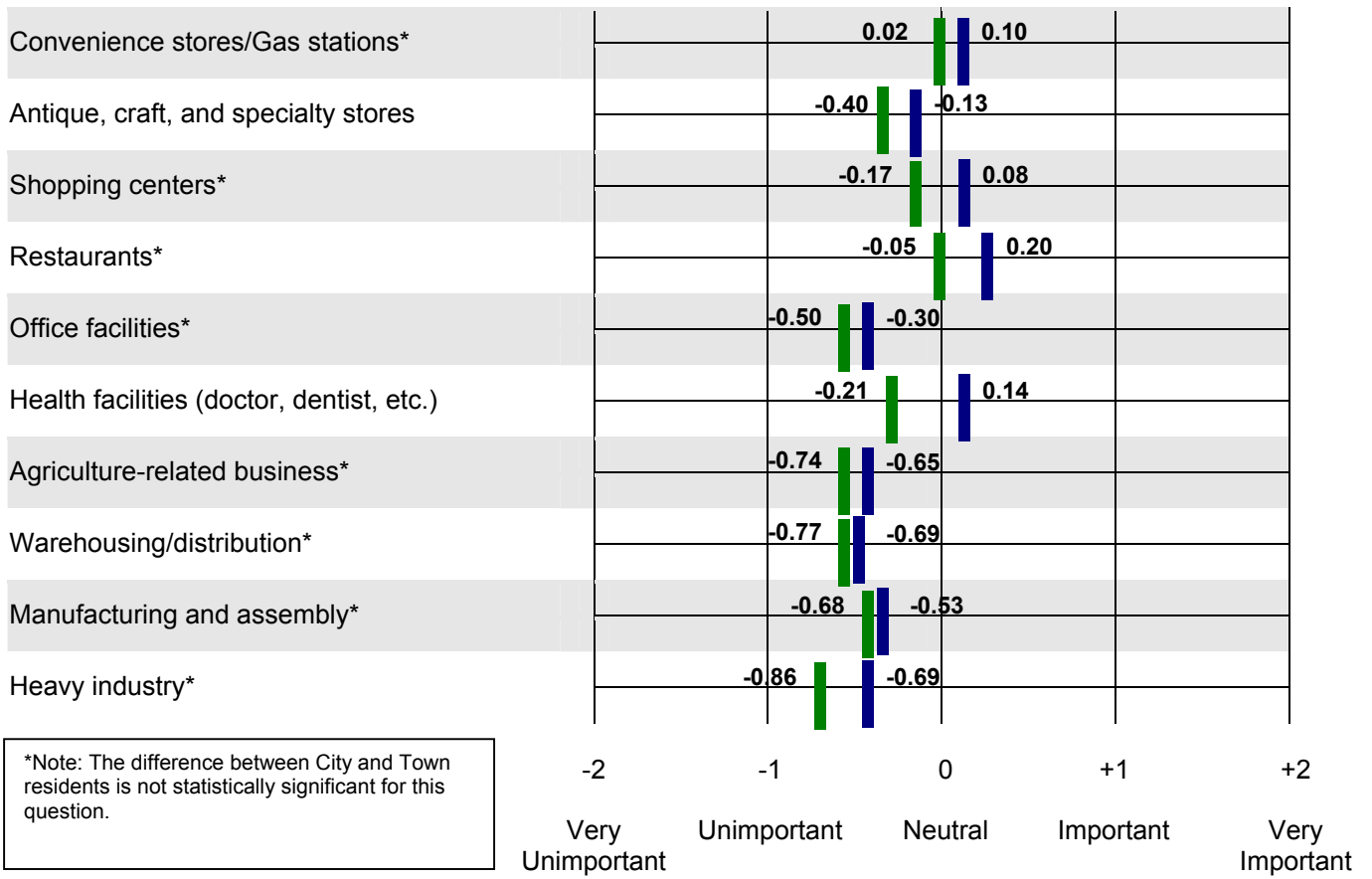


35. How important to you is the ability to access each of the following types of services/employers in the City and Town of Brillion **by walking or riding a bicycle**? (Numbers represent percent of responses)

		Very Unimportant	Unimportant	Neutral	Important	Very Important	
Convenience stores/Gas stations	City	10	31	9	36	13	n=233
	Town	7	35	14	34	9	n=111
	Comb.	9	33	11	35	12	
Antique, craft, and specialty stores	City	11	36	18	27	9	n=229
	Town	12	46	16	21	5	n=110
	Comb.	11	39	18	25	7	
Shopping centers	City	9	32	15	31	13	n=232
	Town	11	38	14	32	5	n=111
	Comb.	9	34	15	31	11	
Restaurants	City	7	30	15	35	14	n=231
	Town	10	34	13	38	5	n=111
	Comb.	8	31	14	36	11	
Office facilities	City	9	46	18	21	6	n=225
	Town	11	52	15	20	2	n=111
	Comb.	10	48	17	21	5	
Health facilities (doctor, dentist, etc.)	City	7	32	13	35	13	n=232
	Town	8	46	14	23	9	n=112
	Comb.	7	37	14	31	12	
Agriculture-related business	City	20	45	19	12	4	n=230
	Town	19	52	15	11	3	n=111
	Comb.	20	47	18	11	4	
Warehousing/distribution	City	23	42	20	11	4	n=230
	Town	23	48	16	12	2	n=111
	Comb.	23	44	19	11	3	
Manufacturing and assembly	City	22	38	16	20	4	n=230
	Town	20	48	15	14	3	n=111
	Comb.	21	41	16	18	4	
Heavy industry	City	25	39	18	13	4	n=226
	Town	25	49	16	9	2	n=105
	Comb.	25	42	18	12	3	

Chart of Question 35 average values:

City: █ Town: █



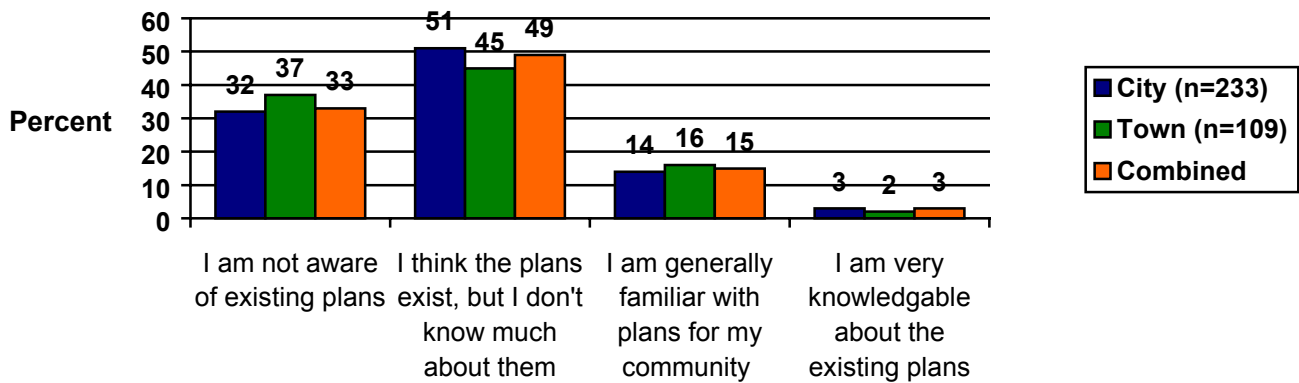
Options for Implementing Community Decisions

Communities use a variety of approaches to implement community decisions regarding land use and other community issues. This section asks for your reactions to several tools that could be used or expanded in your community.

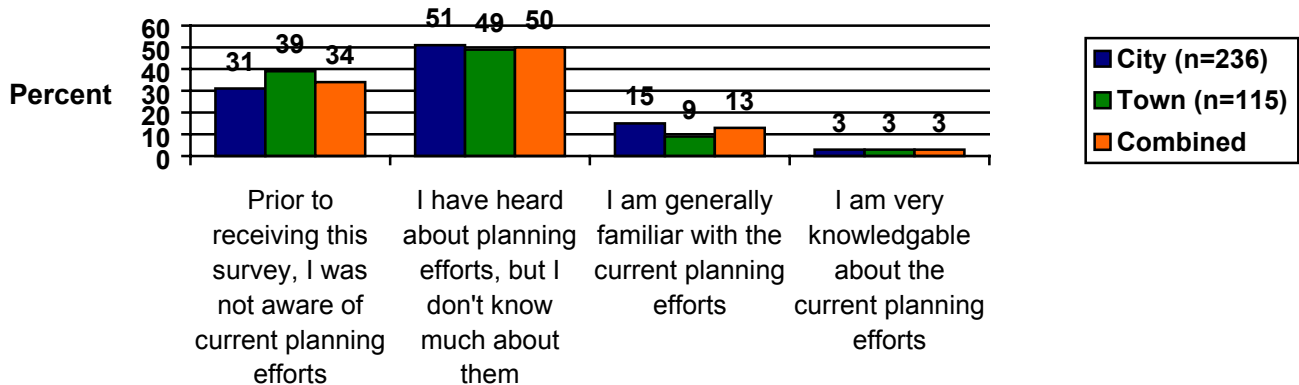
Community Plans

Municipalities in Wisconsin are developing comprehensive plans to guide their future decisions.

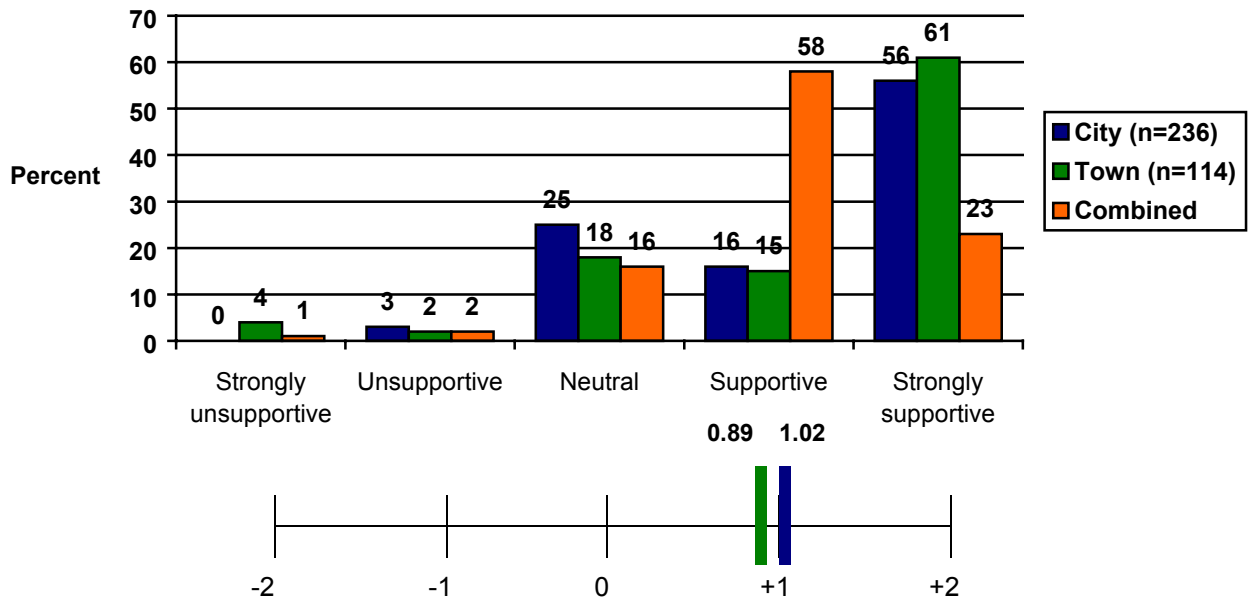
36. Which of the statements below best describes your level of knowledge about existing land-use and related planning documents for the community in which you reside?



37. Which statement best describes your level of awareness about current efforts to develop a plan for the City and Town of Brillion?



38. To what extent would you support the use of a plan to guide decisions in the City and Town of Brillion?

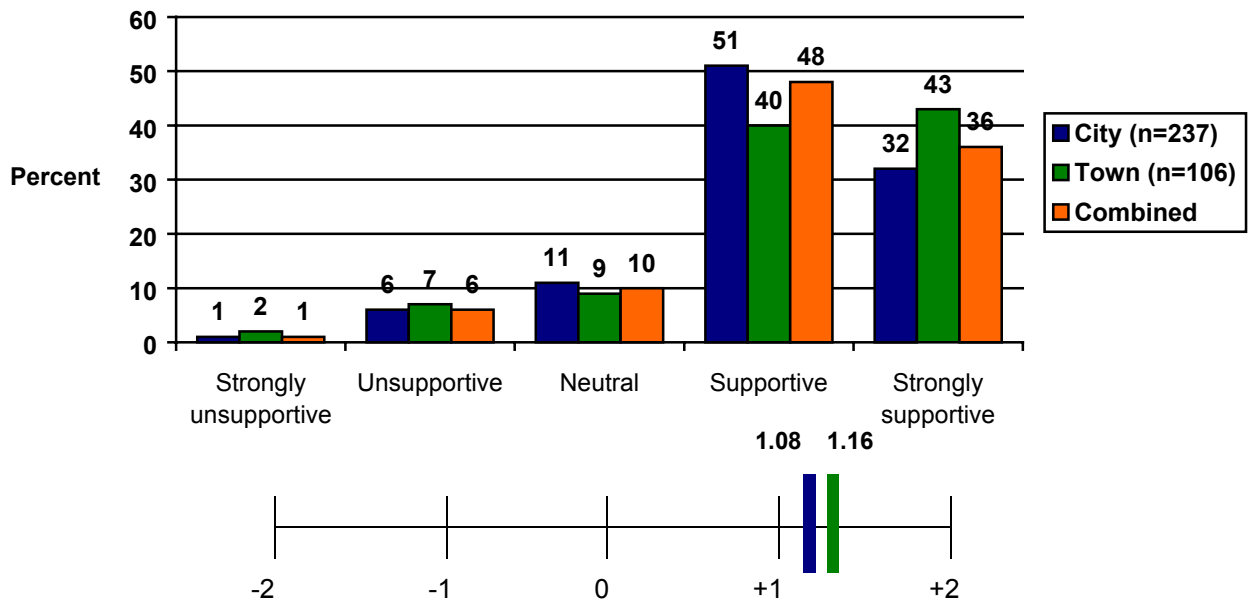


Note: The difference between City and Town residents is not statistically significant for this question.

Development and Conservation

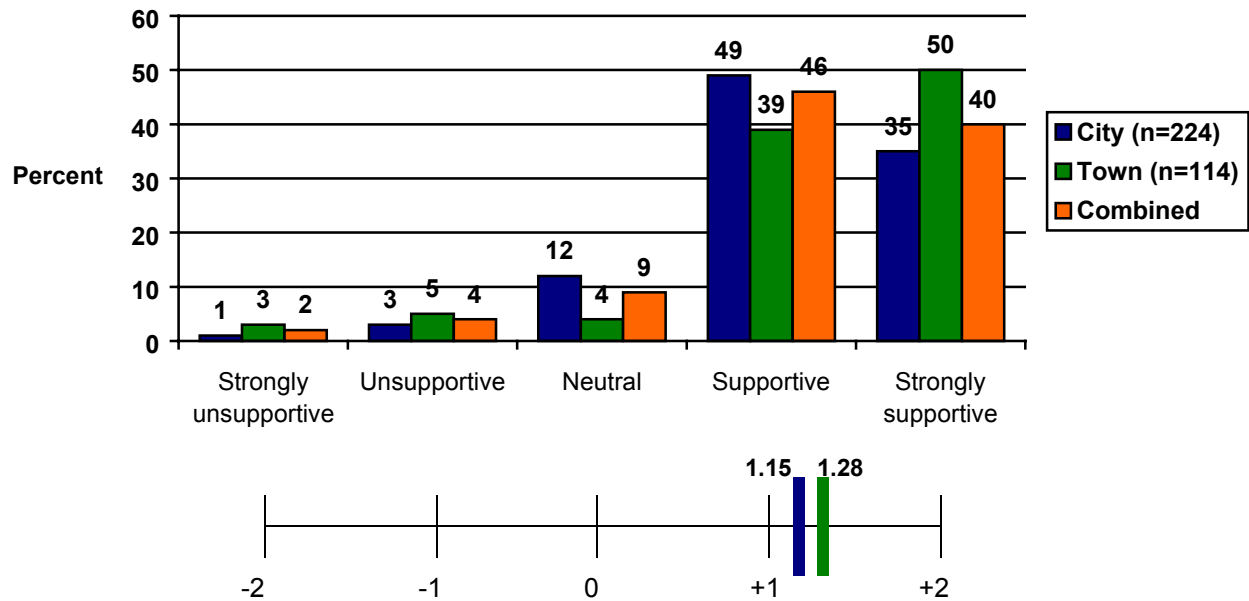
Ordinances (developed by local governments) can define the types of activities permitted in different areas within a municipality.

39. To what extent would you support ordinances to protect natural resource areas such as wetlands, woodlands, and land adjacent to lakes and streams in the City of Brillion?



Note: The difference between City and Town residents is not statistically significant for this question.

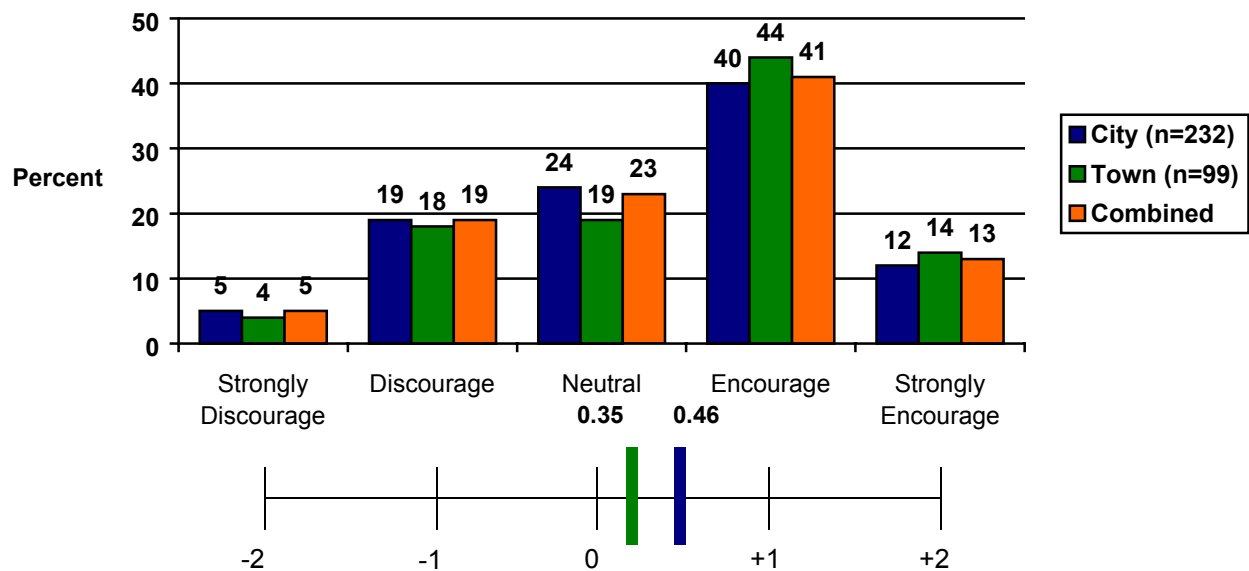
40. To what extent would you support ordinances to protect natural resource areas such as wetlands, woodlands, and land adjacent to lakes and streams in the **Town** of Brillion?



Note: The difference between City and Town residents is not statistically significant for this question.

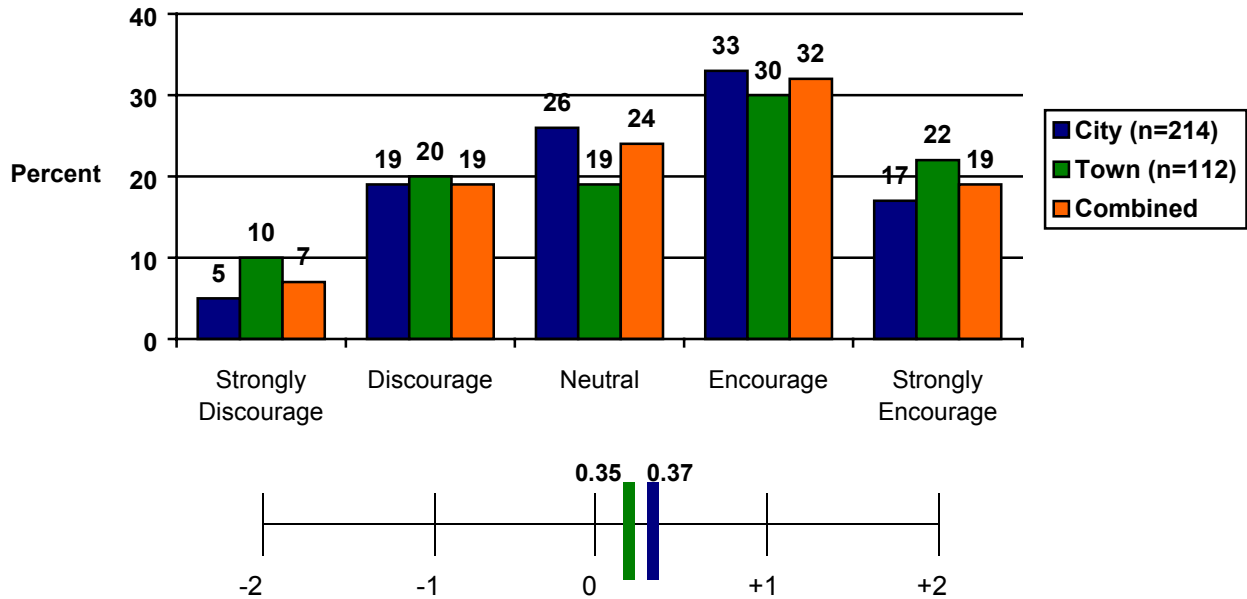
Some new housing developments protect land by clustering houses or other buildings together on part of a parcel of land leaving the remainder of the parcel permanently undeveloped. Using this approach, just as many homes can be built on a parcel, but they are built on smaller lots so that environmentally sensitive areas, farmland, or other special features are left undeveloped.

41. To what extent would you encourage or discourage this type of development in the **City** of Brillion?



Note: The difference between City and Town residents is not statistically significant for this question.

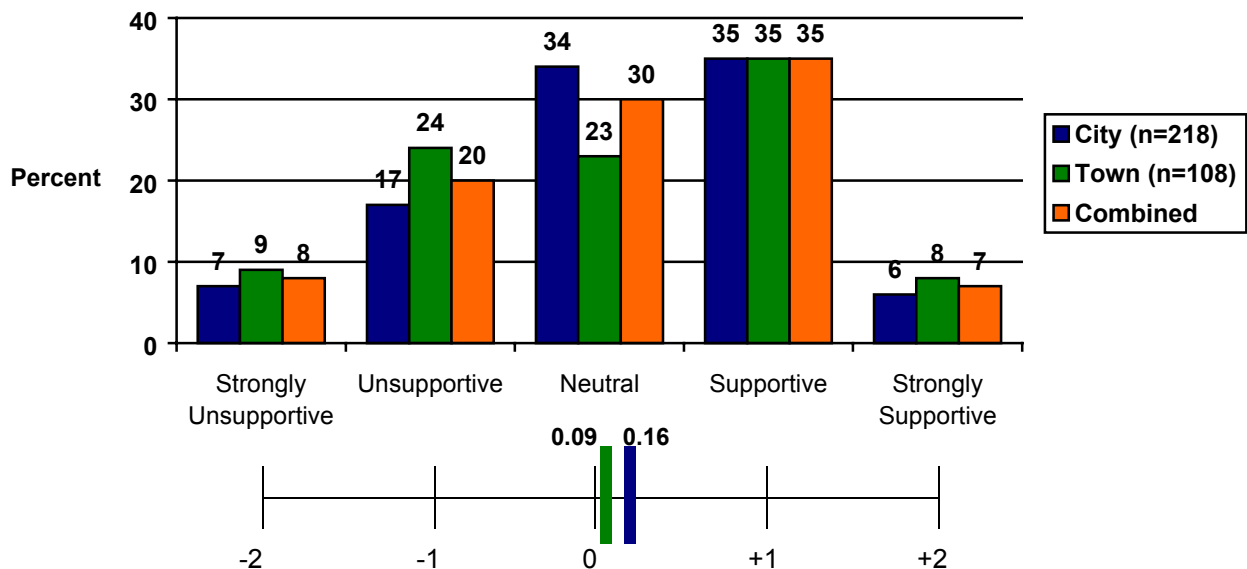
42. To what extent would you encourage or discourage this type of development in the **Town** of Brillion?



Note: The difference between City and Town residents is not statistically significant for this question.

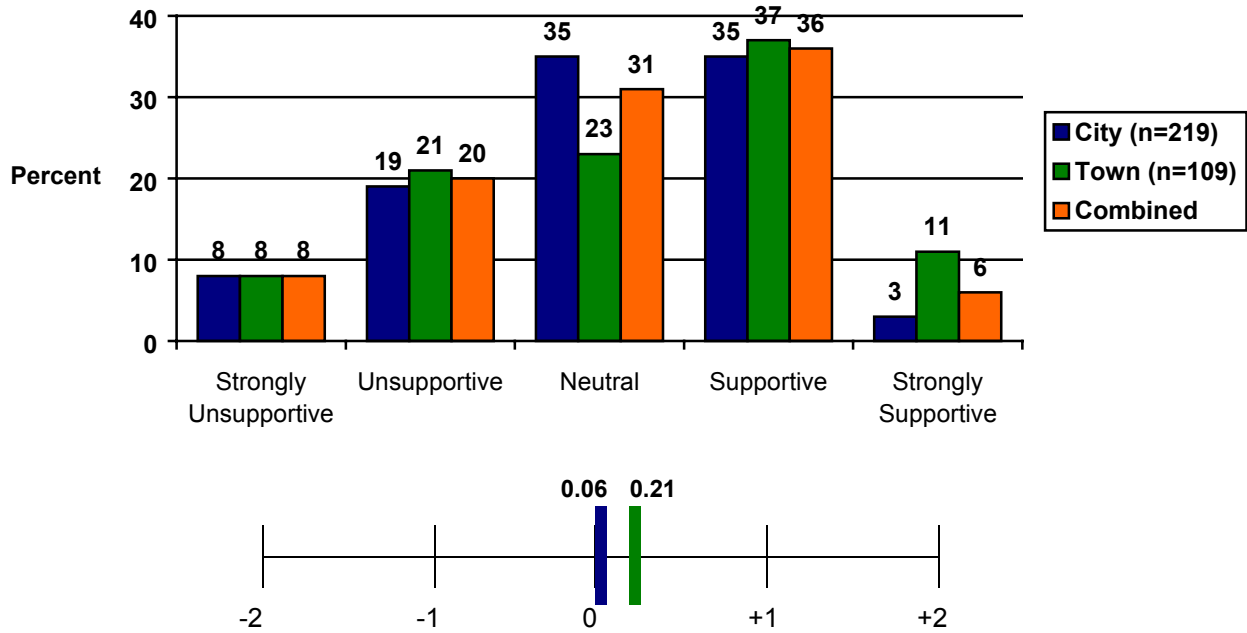
Purchasing temporary or permanent development rights is another approach that some communities use to protect land. In this type of transaction, a landowner voluntarily sells the right to develop a land parcel to an organization that will not develop the land. The landowner sells the development right but retains all other existing ownership rights like farming and hunting.

43. To what extent would you support your municipal government protecting land by purchasing **permanent** development rights for land in the **Town** of Brillion?



Note: The difference between City and Town residents is not statistically significant for this question.

44. To what extent would you support your municipal government protecting land by purchasing **temporary** (for example, 10- to 20-year) development rights for land in the **Town** of Brillion?

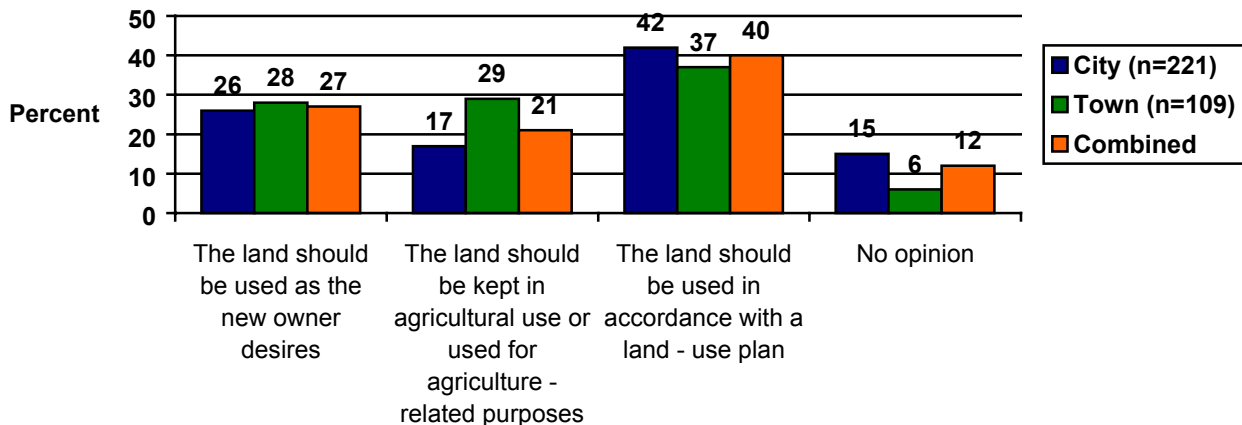


Note: The difference between City and Town residents is not statistically significant for this question.

45. If you own land in the **Town** of Brillion, would you consider taking advantage of opportunities to protect your land by selling development rights? (n=327)

- 68% I do not own land in the Town of Brillion
- 2% Very likely to consider giving up development rights for compensation
- 5% Likely to consider giving up development rights for compensation
- 5% Unlikely to consider giving up development rights for compensation
- 9% Very unlikely to consider giving up development rights for compensation
- 11% Don't know/No opinion

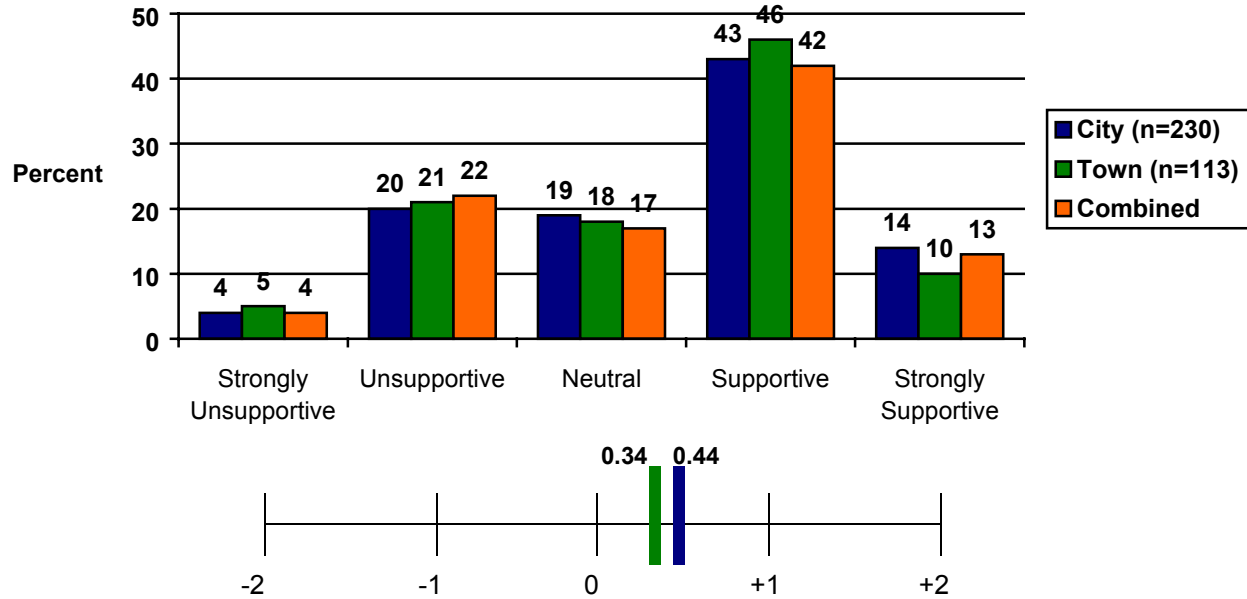
46. When farmland is offered for sale in the Town of Brillion, which ONE statement best describes how you would like to see the land used after the sale?



Community Services

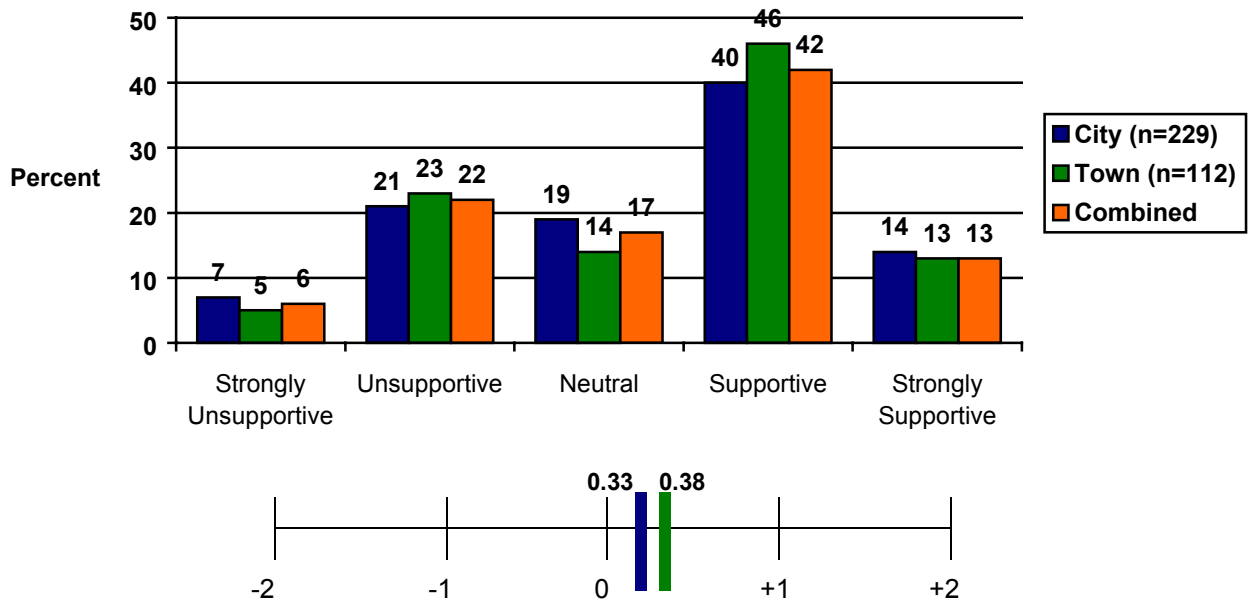
To encourage economic development and historic preservation, some communities provide funds to local businesses and homeowners to rehabilitate and improve their homes and places of businesses.

47. To what extent would you support the development of community-funded programs to help local businesses maintain, rehabilitate, and improve their places of business?



Note: The difference between City and Town residents is not statistically significant for this question.

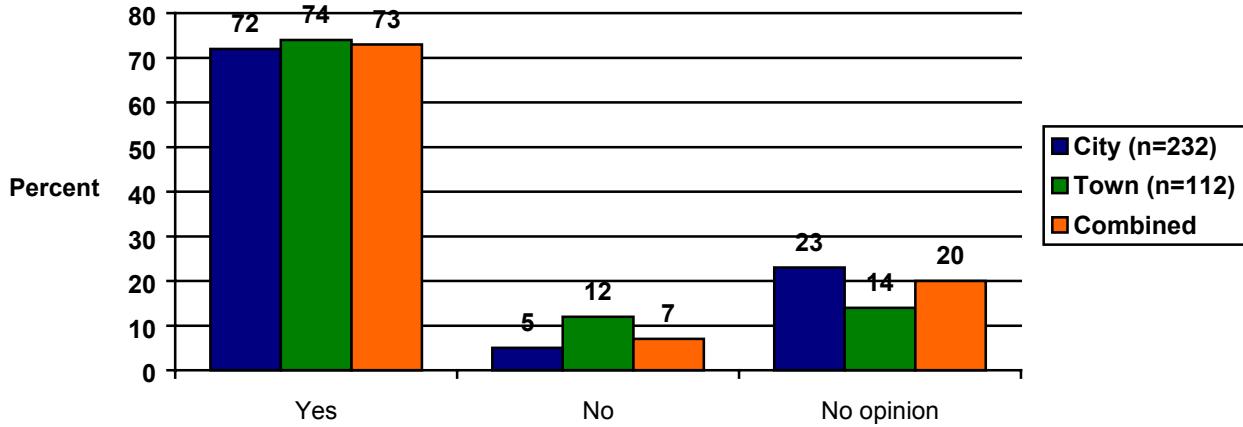
48. To what extent would you support the development of community-funded programs to help eligible local residents maintain, rehabilitate, and improve older homes?



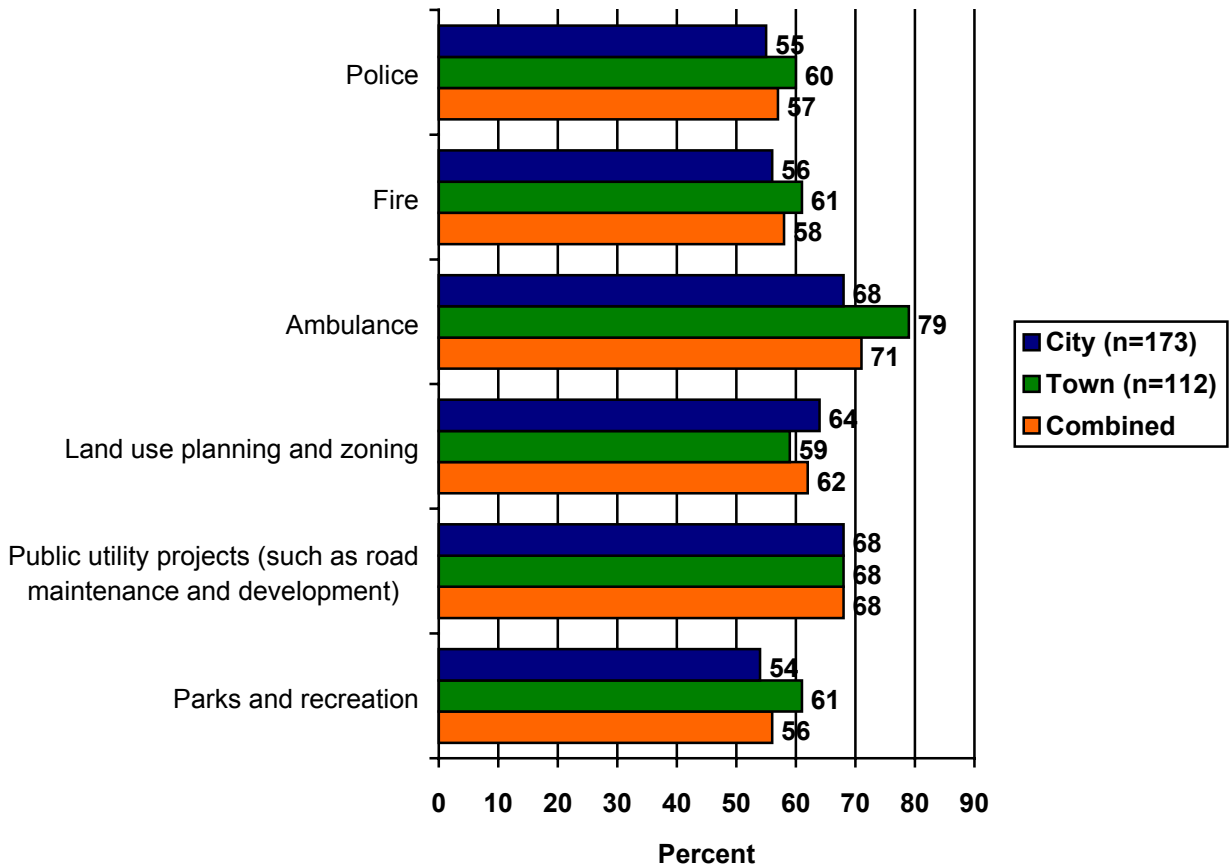
Note: The difference between City and Town residents is not statistically significant for this question.

49. The City and Town of Brillion could cooperate to provide joint or “regionalized” services, which could reduce duplication and overall costs associated with various community services.

Should the City and Town of Brillion consider regionalizing some services?



If yes, which services should the City and Town consider regionalizing?



(49 continued)

If no, what are your concerns about regionalizing services?

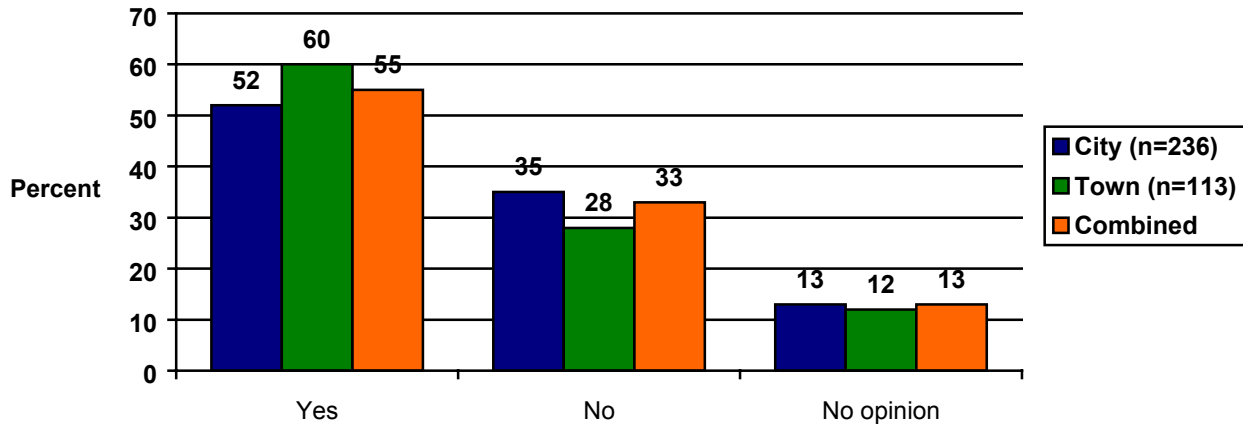
Comments from City of Brillion residents:

- Less effective, who knows the needs better than the people in the community?
- I would need to know more about this. I'm not sure what is all involved. I can't form an opinion on this.
- I am concerned that the quality of service would deteriorate if regionalized.
- Each entity has different needs.
- If there would be another huge tax raise in this town. I don't want anything.
- I could not make specific comments until I would know how service, costs, etc. are divided.
- 1. Who should bear the majority of the cost if one city or town is larger in size (population); 2. Who uses the service more – and should they bear the tax benefit or burden!
- We have too many police in town already.
- You really don't need more than 6 police for size of Brillion.
- Too many on the police force.
- The taxes are too high in the city. The town doesn't need to share this.
- Response time.
- We already service Town of Brillion.

Comments from Town of Brillion residents:

- City would try to take over.
- Keep two fire departments for public safety.
- Will the cost of these services become a burden to Town residents beyond the burden of city residents or beyond current costs?
- City and town are different and should stay different.
- Taxes are high enough.
- Increased taxes, militarized city police force pervading the town, infiltration of city's policies and government into the town. The management style demonstrated by city government is indicative of the culture they are trying to cultivate – a culture that appears, to me, to be antithetical to the way of life we enjoy in the town. I believe, therefore, that this city government body needs to be sequestered to within the city limits.
- Things such as snow plowing not done in timely manner.
- No to police, department is unqualified and unprofessional, lacks competent leadership. I also question city leadership given above response.
- Most of our services (public services) are regionalized already. I do not see a need until there is some growth.
- There has long been the feeling that the city does not need the town or country residents.
- Present system adequate.
- The roads in Town of Brillion need to be better maintained. Not just patch up jobs, fix right the first time instead of half way.
- City would be favored. Just ask service groups – all city benefit.

50. Rather than the City or Town, should Calumet County provide road maintenance and snow removal services to your community if it would reduce your costs?



Comments from City of Brillion residents:

- The road put in on Fairway Drive took a lot longer than expected and the workmanship on the landscaping and seeding was very poor. The city paid way too much for it, even if it was free.
- Only if it would reduce cost but still maintain or have better quality service.
- Would need to know if the level of service would be the same to make an opinion.
- Our tax money would cover these services even if the county would provide these services.
- I somewhat satisfied with what we have if Cal County comes in would they do a better job?
- I don't think that this would solve a problem. If some city or village will have to wait to have their streets cleared of snow, there will be friction. Costs I don't believe will be lowered.
- We pay taxes.
- I would support it if it were done quickly and efficiently – not having to wait hours and hours to have your road plowed.
- We should not surrender local control of these services – the risk would be loss of quality and lack of accountability.
- Quality of service would suffer. Also timeliness of service would slip.
- We have the equipment and workers in the city.
- City needs to do a better job but if we depend on city, it would not be done until city roads are done.
- I would be concerned about the timing of such services, i.e. reaction time to emergency services.
- If the funds to do this are offered by Calumet City.
- If it would reduce your costs.
- Would reduce timely snow removal because of larger area to cover. Should keep local dept. service level.
- Somewhere we're going to have to pay for this service. I'd like to see what I pay for half the time we don't get plowed.
- But they were not available or busy elsewhere the city or town should do it.
- Leave as it is.
- Yes for town, no for city.
- If the response time is the same or less.
- If the service is quality service.
- If it was as effective, timely, or better than the current service.
- Snow plowing in city – dire need of attention. Poorly done.
- No, if we had to wait for county to clear our local streets, it would take too long. The city does a good job!
- Travel time and time to do will be important.

(50 continued)

- I am afraid that the assignment of service could be delayed in some areas as area is too large and subject to bureaucratic foul up.
- It would take too long for the county to do by self.
- It would take too long our streets to get plowed.
- County would not be as quick to clean roads as the Local City Service.
- Don't know much about regionalizing.
- Either way, they are going to get their money. Save on one thing and pay more on another.
- Many times – time is a factor and I feel the service wouldn't be as good!
- Anytime services can be combined, they should.
- If quality of service is equal or better than what is now provided.
- What would our full time city employees do? If they would have enough to do full time then yes.
- When would it get done, cost would be the same or greater.
- But only if quality service and timeliness is not jeopardized.
- If we waited for the county to do our streets we sure would have to wait a long time. Too much area to cover.
- We need to reduce costs. Our taxes are some of the highest in the state and snow removal is already poor.
- Don't think the level of service would match current.
- But would this service still be provided in a reasonable amount of time with the county?
- Where would the city and town and employees go to work?
- The county could do a better job. The city forgets to put the plow down.
- Where would Brillion be on priority list?
- Yes, if the level of service stays the same or get better.
- We get better service when provided by local government.
- Too large an area for the county to cover – service may be poor, especially snow removal.
- Undecided.
- Only if it could be done in a timely manner.

Comments from Town of Brillion residents:

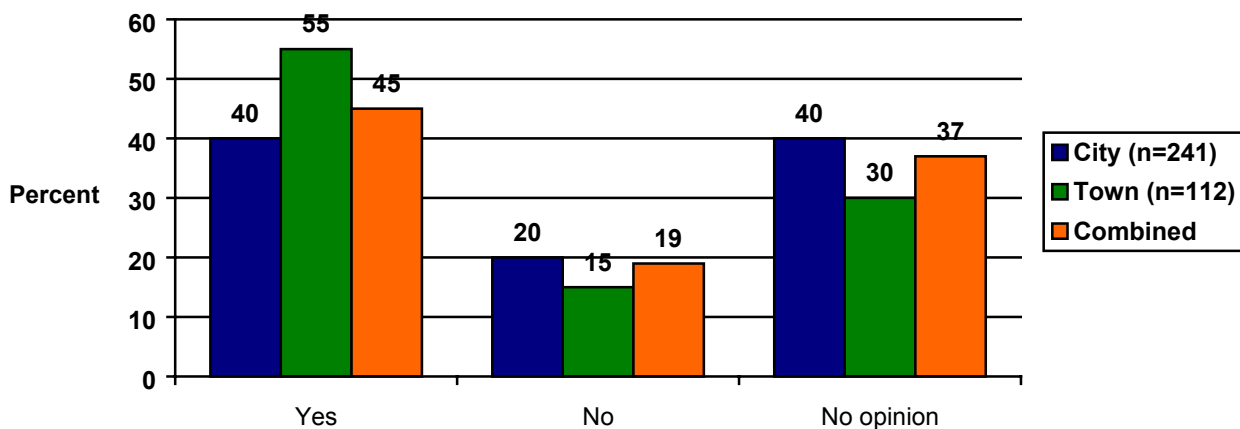
- More personable with more local people.
- If they give the same service with the same quality or better only.
- I think the Town of Brillion's road staff is not necessary when we could use private contractors to handle our roadwork in most cases at the reduced cost of labor, equipment, and maintenance. Other towns, like Berlin, have even privatized their snow plowing.
- Would have to be timely and as good of quality.
- No local voice or control.
- If it actually would continue to reduce costs.
- Yes if, and only if, it would reduce overall cost to provide same services. (As opposed to "my" cost) i.e. we should use the most efficient means available startling concept.
- The roads in the winter need to be maintained more. And I mean more!!!
- Depends on how fast we get service, not if we are last to be plowed out.
- I'm happy with the services we have. I'd love to reduce cost just not at the expense of service.
- Because our roads would be the last to be plowed or repaired.
- It would take the county too long to remove snow. The county could help provide road maintenance with shared cost.
- If it would definitely reduce cost, but do we know that.
- That would probably mean that roads would not be maintained or cleared as quickly if Calumet County had to take care of everything.
- The roads would be cleaned faster if we had our own equipment.
- County Board is too unpredictable. Can't be trusted to keep level of services.

(50 continued)

- Cost may go down, I see service going down as well.
- If it would reduce the need for the purchase of large equipment.
- Provided equipment would be kept locally for snow removal and easy access by local workers during “snow emergency.”
- Key would be to reduce costs. Concerned about timely service.
- Town of Brillion road maintenance dept are very inefficient.
- Would fear poor service to rural areas.
- What so we can build another new school. Put the money back into the community. Fix roads.
- Too ... slow in snow to clear for school buses.

51. Cities and towns occasionally disagree about annexation actions (actions which expand the city or village boundaries). Some communities have reduced their level of conflict regarding these actions by developing “boundary agreements” to establish their future borders. Boundary agreements can also define the level of services that each community will provide to the other over a set period of time.

Should the City and Town of Brillion consider developing a boundary agreement? (p=0.019)



Comments from City of Brillion residents:

- Don't know enough about it.
- I would need more information to agree or disagree.
- I'm sure there are advantages here buy I don't know that anything about this so for now I'll say no to till I know exactly what is involved.
- Yes it could benefit both city and town in more ways than one. Then again, who knows?
- It already seems to be like one entity already, the city in town blend together well.
- There should be no problem.
- Waste of effort. Expand the boundaries when necessary.
- The City and the Town of Brillion needs to work in alliance for development – we need to progress to enhance our community and generate revenue.
- Leave things as they are.
- No need.
- I believe it is important for the city to expand as needed.
- Don't know enough about it to make an informed decision.
- Anyone who lives in the city knows it's the highest taxed in the State. Until Brillion changes no one wants to be part of the city.

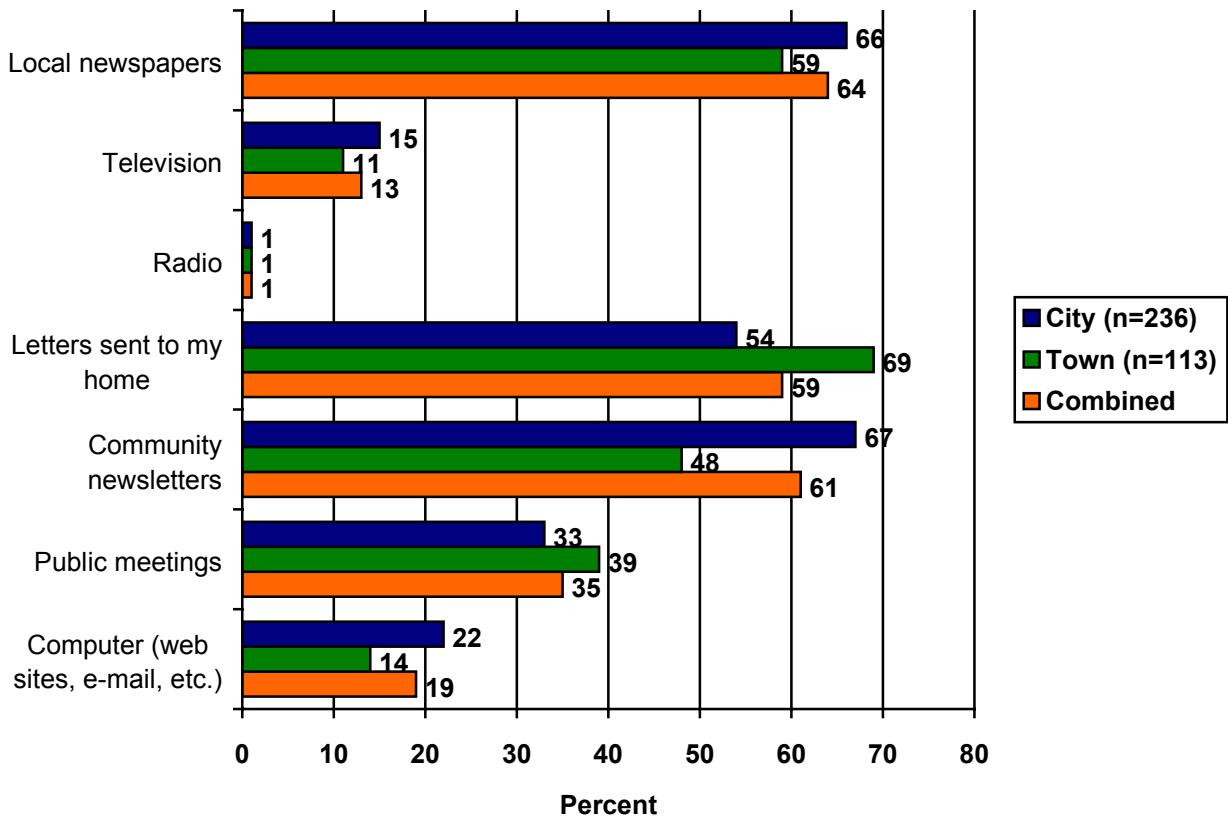
(51 continued)

Comments from Town of Brillion residents:

- City being more populated will want more control over town residents.
- It can be a loose agreement at the onset.
- How will this affect taxes?
- Why? We should know why they would even want to.
- The City of Brillion has gotten ½ of the towns land already.
- At present, the city can acquire land and then the Town of Brillion loses this property as tax base.
- Don't really know that much about it to give an opinion.
- Too limiting, conflict is there for a reason, in some communities. I do not see any competition for services.
- That way both city and town can have clear areas of control over environment and development.
- The city would like to keep annexing/taking away the tax base of the town.
- From what I've seen they generally don't work, or they do until the first big issue or conflict arises.

Interaction With You

52. How would you prefer to receive information about local community planning?



(52 continued)

Using the space below, please identify specific community newspapers or other information sources where you would notice information about local community planning efforts.

Combined Comments* from City of Brillion and Town of Brillion residents:

Frequently mentioned

- Appleton Post Crescent
- Brillion News
- Chilton Times
- Brillion Lake to Lake Shopper
- Calumet Sunday
- Calumet Shopper
- City newsletter
- Herald Times

Mentioned

- Charter Local News Channel
- Community Newsletters
- Chilton Times Journal Web
- City of Brillion website
- Cable TV
- Channel 2
- Letters from the mayor and/or city council
- Bulletin Boards
- By mail and radio
- Tempo
- Information channel on TV
- Letters or email would be best for me
- Sander Press
- Word of mouth

*Note: All of the 'newspapers' and 'other information sources' were combined into the above comments.

Comments from City of Brillion residents:

- Each resident needs to receive the mailings. Currently some residents do not get the city newsletters. Articles ... be put in the paper in a timely manner. City council meeting minutes need to be put in the paper on a more timely basis. They currently are sometimes a month behind.
- I think website would be the most cost effective form of information, but which ever is used, I would like in depth and unbiased information to make good decisions.
- Some people don't get newspapers, cable TV, or attend public meetings. Many don't own a computer or listen to the radio at home. I like the newsletter, but should be bi-weekly to keep current.
- Since I consider local community planning a waste of money, I would clearly view communicating about local planning an even bigger waste of money.
- Not everyone gets the local newspapers. A community letter would go to every household and people would be informed.
- Brillion News – unbiased reports, Community Newsletter rather than individual letters sent to homes will be less costly.
- Brillion News – front cover. On the Information Channel with the events of Brillion. In an addressed letter sent to all residents of Brillion. Newsletters sent to schools and sent home with the children.
- Time schedules prevent busy people from attending public meetings. If we don't overdo the cost factor, I would like a newsletter sent to my home quarterly or whenever necessary.
- It doesn't matter. Brillion built a school in an Industrial Park, and on a dangerous intersection. It doesn't matter because money talks, and ... has it.

(52 continued)

Comments from Town of Brillion residents:

- Discussions with Board Members (i.e. word of mouth).
- The Brillion website. That they should have everything on it. On what's all going on.
- Brillion News, newsletters placed at checkout counters of gas stations, etc. I would not send out letters – save your money! People who want to know will find a way to get the information!

Additional Comments

Comments from City of Brillion residents:

- I don't think surveys or referendums mean much in Brillion. For instance, the High School was voted down twice and the majority of the people wanted it on site, but look what happened. Then with a phone poll, on site wasn't a choice, so the chosen people got the east side of Brillion to build it. That wasn't good enough for the administration, so they took it upon themselves to put it on the west side. (Why have a referendum in the first place?)
- Brillion's biggest eyesore is the DNR's ugly weeds and thistles and ugly parking lots they keep making. Cannot grow a tree or plant a garden because deer damage everything.
- I believe the City of Brillion is a good place to live. The only major complaint I have is that property taxes and utilities are too high. I believe that citizens should have less tax and put some tax burden on the larger manufacturing companies to compensate for certain sacrifices citizens have to make (Iron dust in the air, heavy trucking on the roads, pollution, and noise).
- I feel that when cities try to "plan" for economic development, they end up doing more harm than good. The best thing a community can do is provide a good economic environment: lower taxes, lower fees on businesses, lesser regulations on business while still providing good basic services (i.e. get to roads plowed before noon on the day after a snowstorm).
- Why is Brillion so High taxed? 6 to 10 dollars per thousand higher than any city in the valley. We need tax relief. Build a new High School and enrollment is down? We need to attract new business. Take a lesson from Chilton. A Wal-Mart in Brillion would have been huge. Nobody is moving to Brillion they are moving out because it is too expensive to live here. Very cliky. If BIW or Ariens close-up so will Brillion.
- As a place to live, Brillion is a nice community. However, there id too much double standards be set up by certain members of police force and city officials. For instance, when town people wanted to be able to run snowmobiles thru town, it was a No. But when a police officer wanted to be able to do it, the standard was changed. I believe the city officials need to listen to the people not just the police officers. Not to set precedence for some, but for all.
- I believe the City Council and committee's are overly manned by upper middle-aged people. To keep ideas fresh and in touch with the young professional couples Brillion needs to attract. An effort by the city should be made to add these to the city government. If people don't run for public office, look to nominate younger people to committees or form a special committee to get this input.

(Additional comments continued)

- Questions 25, 26, and 27: Would discourage housing development if there is not a need based on available houses available for sale, property available for sale by property owners for private parties to build on. I discourage housing developments that are not based upon sound judgment or concrete evidence (based upon a study or plan that needs exist). Questions 41 – 45: Once again, I would discourage new housing developments that are not based upon a plan and sound judgment. Furthermore, there needs to be a plan based upon sound evidence that people who can afford this housing will opt to live in the City/ Town of Brillion and employment is stable. I believe too much development may be dangerous considering unstable employment in an unstable economy in which we are now experiencing. Questions 47 and 48: I strongly support historic preservation and maintenance.
- Should be consider frontage roads along Hwy 10?
- I feel that we have an outstanding school system and facility. We need to attract young people to our community for it to keep growing. I would like to see more utilization of school auditorium for the community – maybe even a weekly movie? (Don't know if equipped for it). This small Town of Brillion offers many good things. Lets work together with Forest Junction to promote the total community. We need a variety store to come back, perhaps a clothing store again. Need more information in small business funding. Need affordable single – family or duplex housing for 22-32 year range. Too many high-priced lots and high-priced houses. Not everyone can afford to live on a golf course.
- Lower taxes would be nice – WI is too heavily taxed!
- I am 78 years old and lived, farmed, and worked for BIW Farm Eq. Manufacturer all my workable years. Thanks.
- If we're paying for this survey, it's a waste of good money. You aren't going to settle anything by it.
- Keep the public informed in a timely fashion and relay information several times per issue.
- Tourism – Brillion's German Heritage – rather than “Welcome neighbor days.” Along with Christmas Fest/ Old World Theme.
- Becker's Lake needs a new dock – maybe even 2 and more space to park and turn vehicles around, 2) I would like to see Hardees go and get a McDonalds instead. They would have 10 times more business. I even bet if you take a survey on it – others would agree too. Or even a Taco Bell Express, 3) Also would like to see a Wal-Mart or other store come to our area. Target? Something, 4) Brillion True Value is nice, but prices are higher in Brillion. I'd rather travel to Appleton – Chilton – or Manitowoc to get what I need then pay higher prices here. Same goes with grocery stores.
- I have one suggestion: I think we Senior Citizens, when we reach the age of 70, should have our property taxes cut in half. We would be able to stay in our homes and take care of ourselves much longer. With the high taxes we are being forced to sell our homes and leave them.
- We, meaning City of Brillion and Town of Brillion have to get it together and make this “the Best Small Community”. And all services we pay for should be checked and double-checked. I believe we have a chance to save tons of monies here.

(Additional comments continued)

- Our taxes are far too high. We don't make good enough use of the things we have. The library should have been combined with the new High School to create a better library and lower cost. Our Community Center isn't used nearly enough to require so much cost. The police force is also needlessly large. We have to cut the fat and get some property tax relief. We didn't need the leaf vacuum truck either. We have a nice, new compost site and people can take care of their own property. Questions 47 and 48 – I like the idea of fixing up or eliminating some of the poorer buildings in Brillion. There shouldn't be any "bad part of town" (i.e. North Main St. and houses around the BIW). I would like to know where the funding for such projects would come from. Tax issues should be # 1 on the list for community planning issues. Even if we didn't get lower taxes, they definitely shouldn't go up anytime soon and we could make much better use of the money we have now. Very little of my property tax money goes to things that benefit me personally. LOWER TAX.
- Whatever happened to monetary conservation? U.S. citizens are being taxed in massiveness.
- I would like the Town of Brillion to expand economically but careful in how and where expansion will take place in the City/Town. We picked the area mainly due to small town atmosphere and safety. I would miss this and more is taken away by poor planning and too much development taking away from small town/country atmosphere. There is room for economic opportunities if done correctly.
- I don't feel that I can give an honest answer to these questions cause I'm legally blind and my children take care of me and the questions are presented in one way and the next twisted to get the answer that is wanted as for new school referendums.
- As a landowner, I am aware of land-use ordinance just north of Brillion. I find this to be terrible! What is the point of owning your own land, if someone else is going to tell you what you can and/or cannot do on/with your own property. In my case, you are required to own at least 35 acres to build a house, unless you can get a smaller amount rezoned. Rezoning is next to impossible! If you make people have 35 acres, all you are doing is wasting land. No one is going to farm 35 acres, so all they end up doing is letting weeds grow up! What a waste! This isn't Russia or China! We should be able to do what we want with our own property!
- Priorities in regional development must be 1) to preserve productive agricultural lands and 2) to protect and improve our natural environment.
- I do not drink Brillion's water. There is entirely too much plastic being used. Whatever happened to the use of paper bags? Couldn't all that crap what the garbage men pick up go out of town some place and be burned under controlled supervision.
- Before you talk about the future, the city needs to get its' act together today. Ordinances that are ridiculous are being made. Then they aren't being enforced. Services provided are kept private. No public dates posted on leaf pick up. Forget the future, correct the now. We had a robbery last year. Cops could have cared less. Unhappy resident.
- Two of the last four annexation expansions to the City of Brillion have been annexation by Darstin and were not considered in any plan developed by the Planning Groups within the city. If the city wants to grow orderly they cannot annex helter-skelter regardless of political or religious pressure. How can the town have any confidence or respect the city when they (the city) have no regard for the integrity of the town nor do they respect the plans for growth developed by the city itself.

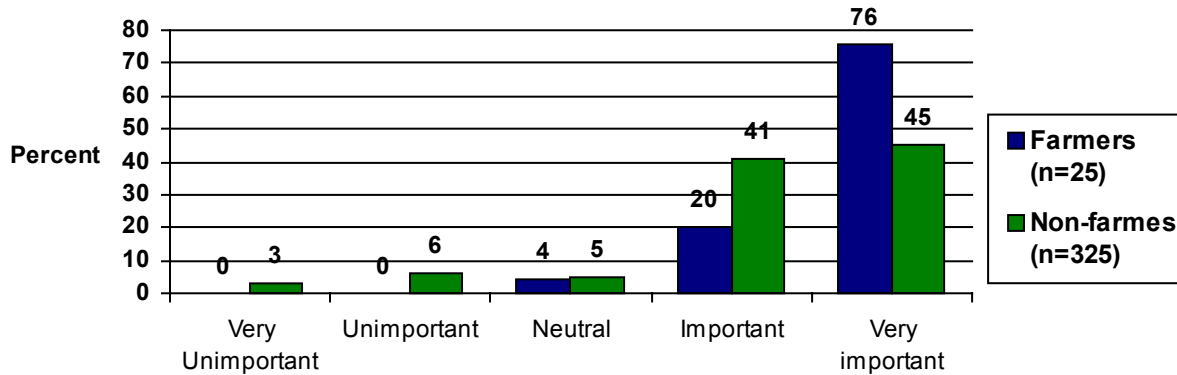
Comments from Town of Brillion residents:

- The city is expanding too far into the town. The center of the city is becoming a ghost town because everybody wants to build or move their business to the outskirts.
- I live on Irish Rd. and this road is not maintained. It is full of potholes and the sides are crumbling.
- We would like all the culverts between Campground Rd. and all the way down Church St. to be fixed. And we don't feel it should be our expense to fix them. The reason is because when it rains hard, the water all sits in ditches until they overflow. Thank you.
- Questions about the City of Brillion and the Town of Brillion should have been separated.
- Hello. Thanks for asking my opinion of different developments. But I am probably not the type of person you were really looking for on such opinions cause I am kind of a loner person and I like my solitude. That's why I built where I did years ago. Development is not my thing. I am afraid the bigger Brillion gets or any city the more problems develop and I like the way Brillion is, there aren't enough towns or cities like Brillion's atmosphere around. Look at large cities and their problems. I don't want it to become that. Thanks I was asked and this is my opinion.
- Even though it would be convenient to have retail shopping, professional services, etc. in the City/ Town of Brillion, it's not realistic since the Fox Valley is so close by. I would hate to see development of these services and 6 months later the building is vacant. I very much promote the maintaining, rehabilitating, and improving the existing structures that are in the City/Town of Brillion. I would also support that structures that are not able to be rehabilitated to be raised to provide opportunity for new structures or parks. Lets improve what we have instead of expanding. If the city and town can cooperate together, we should avoid duplicating services and have one service that is exceptional.
- We moved out here for peace and quiet, we have the most un-thoughtful people you want to meet for neighbors. They let their dogs bark constantly, everything they do is noisy. When we talked to them their worse! What happen to small town friendliness and being thoughtful? We were told by them that we can do what we want, there is no noise ordinance. With all the new homes being built, you need a noise ordinance like in town. We were better off in Appleton where they wont let people get away with being like that, such as fines for barking dogs!
- Rather than looking for new sources of revenue (taxes in 1 form or another), do a Nancy Regan and (Just say no to spending) more.
- The questionnaire is very likely going to be used to make small towns or cities disappear and investors information on where to build and where the most money can be made.
- Couple of comments on TDR and PDR (Questions 43-45): very expensive; generally only covers limited areas; has not really worked in WI, look at Winnebago Co.; No substitute for a good, tightly administered eg. protection zoning ordinance – low cost too. Comments on questions 41 and 42 (Cluster Subd.): Works good in cities and urbanizing areas; Is ok in rural area, but only if you've made the decision to allow rural development; Custer subdivisions should not be considered if the decision is made to not allow rural development.

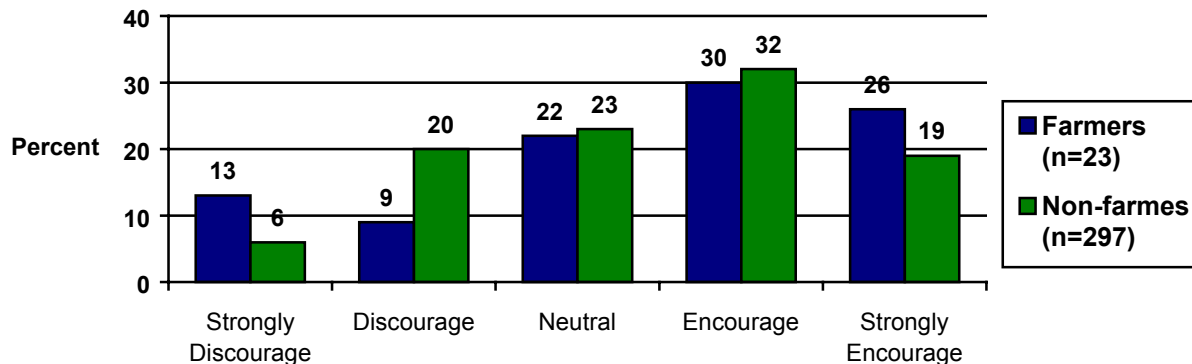
CROSS-TABULATION TABLES

Break-outs Based on Whether or Not Respondents Own Farmland

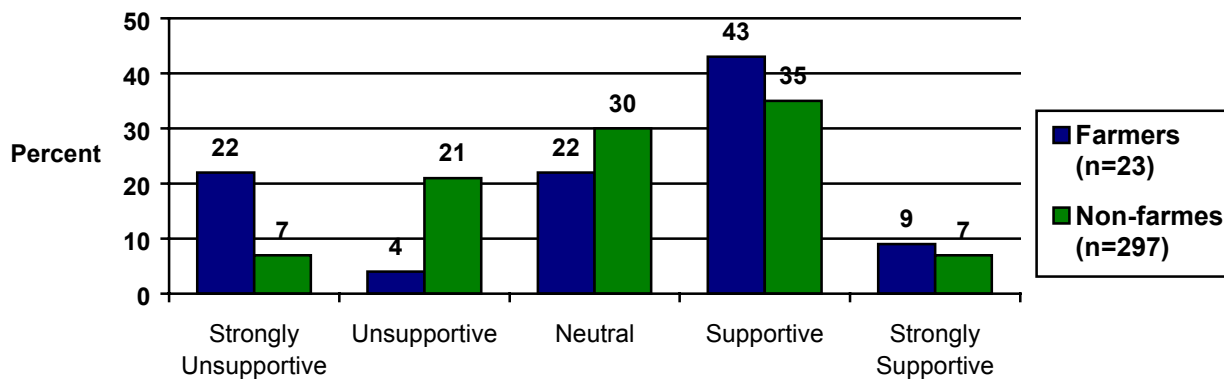
1. Q.24. How important is protecting farmland in the Town of Brillion? X Q.10. Do you own or operate a farm in the City or Town of Brillion? (p=0.045)



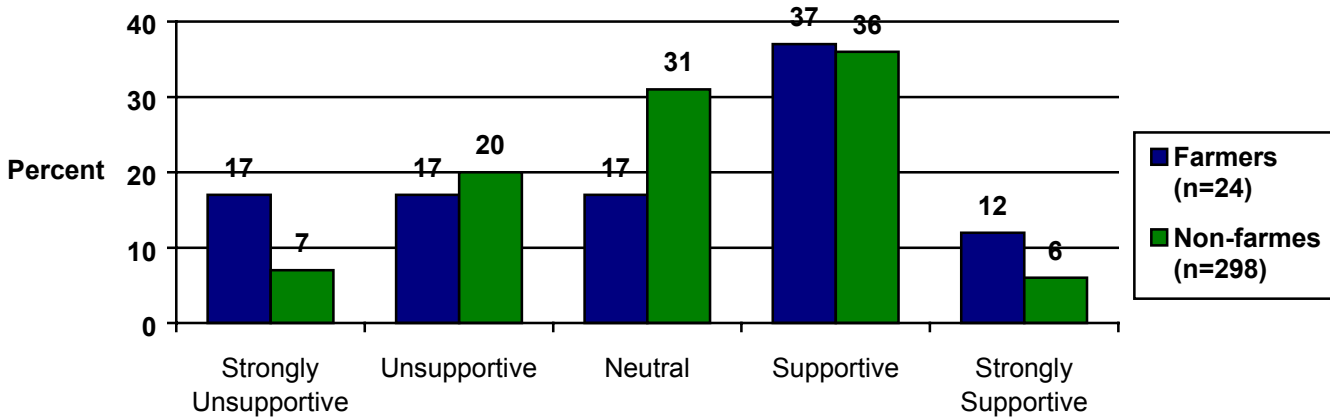
2. Q. 42. To what extent would you encourage or discourage this type of (cluster) development in the Town of Brillion? X Q. 10. Do you own or operate a farm in the City or Town of Brillion?



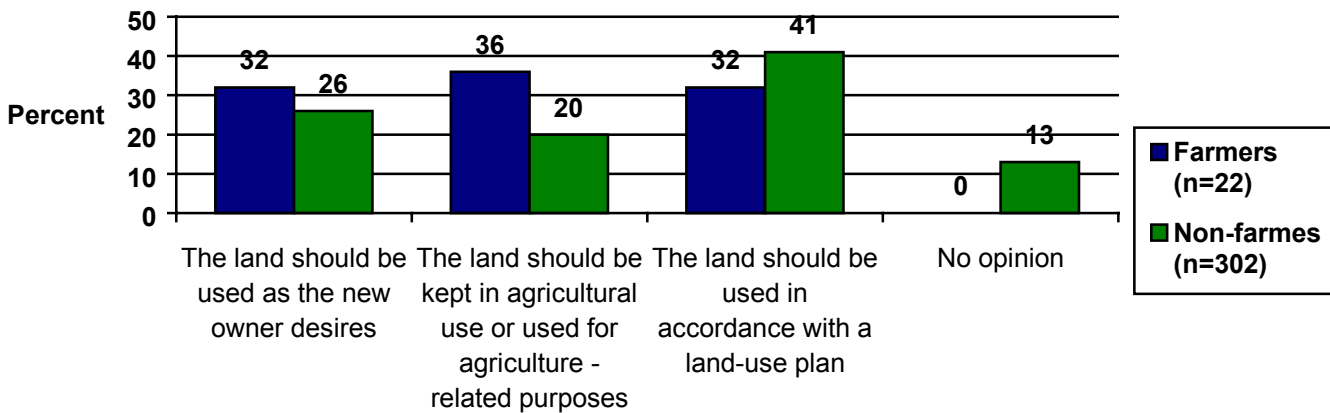
3. Q.43. To what extent would you support your municipal government protecting land by purchasing permanent development rights for land in the Town of Brillion? X Q.10. Do you own or operate a farm in the City or Town of Brillion? (p=0.039)



4. Q.44. To what extent would you support your municipal government protecting land by purchasing temporary (for example, 10-to 20-year) development rights for land in the Town of Brillion? X
 Q.10. Do you own or operate a farm in the City or Town of Brillion?

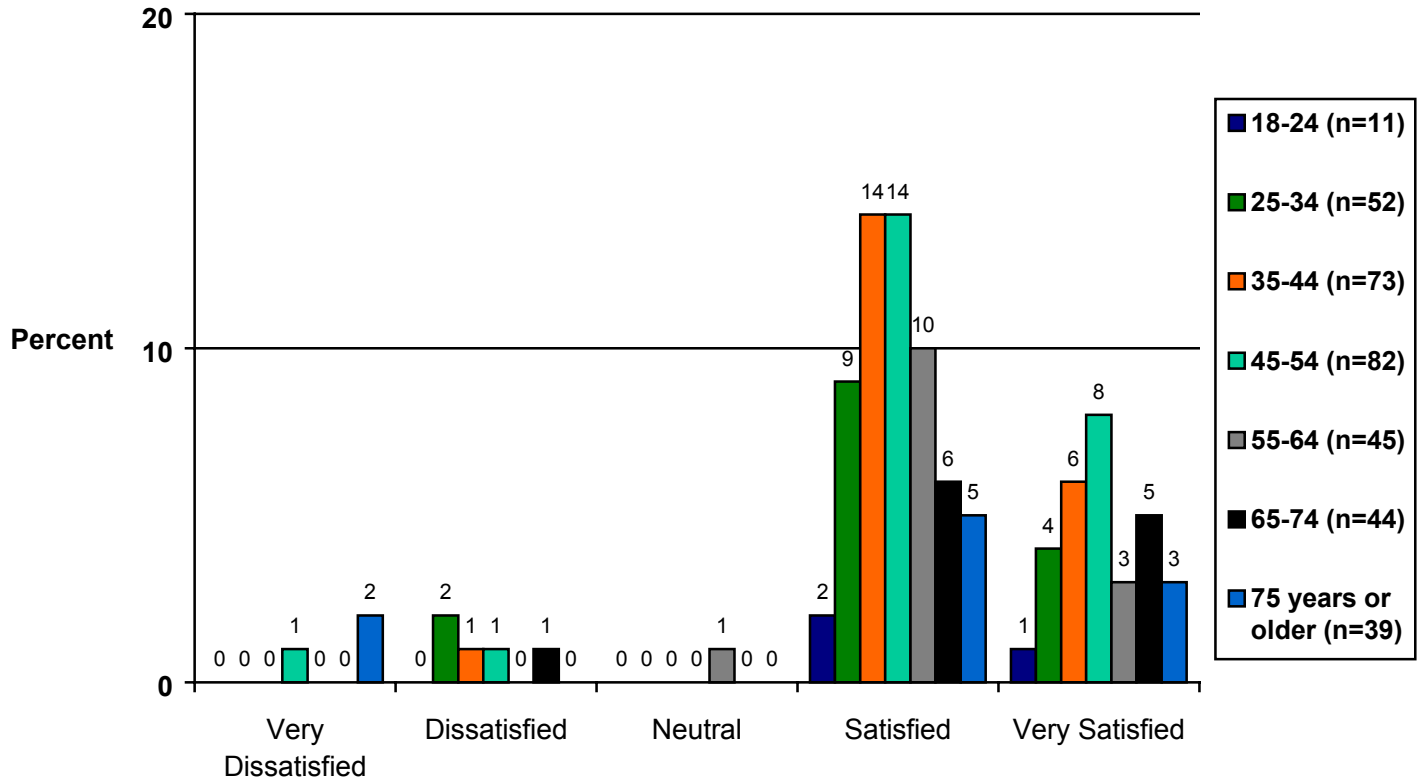


5. Q.46. When farmland is offered for sale in the Town of Brillion, which ONE statement best describes how you would like to see the land used after the sale? X
 Q.10. Do you own or operate a farm in the City or Town of Brillion?



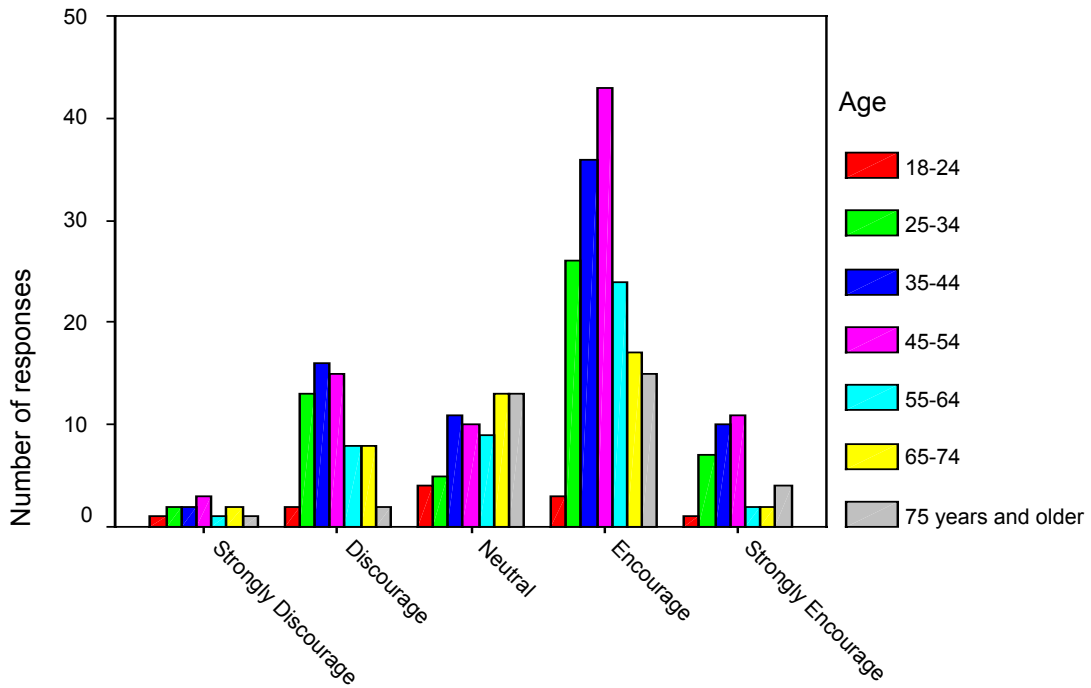
Break-outs Based on Age

6. Q. 16. How satisfied are you with the City or Town of Brillion as a place to live? X Q.8. What is your age?

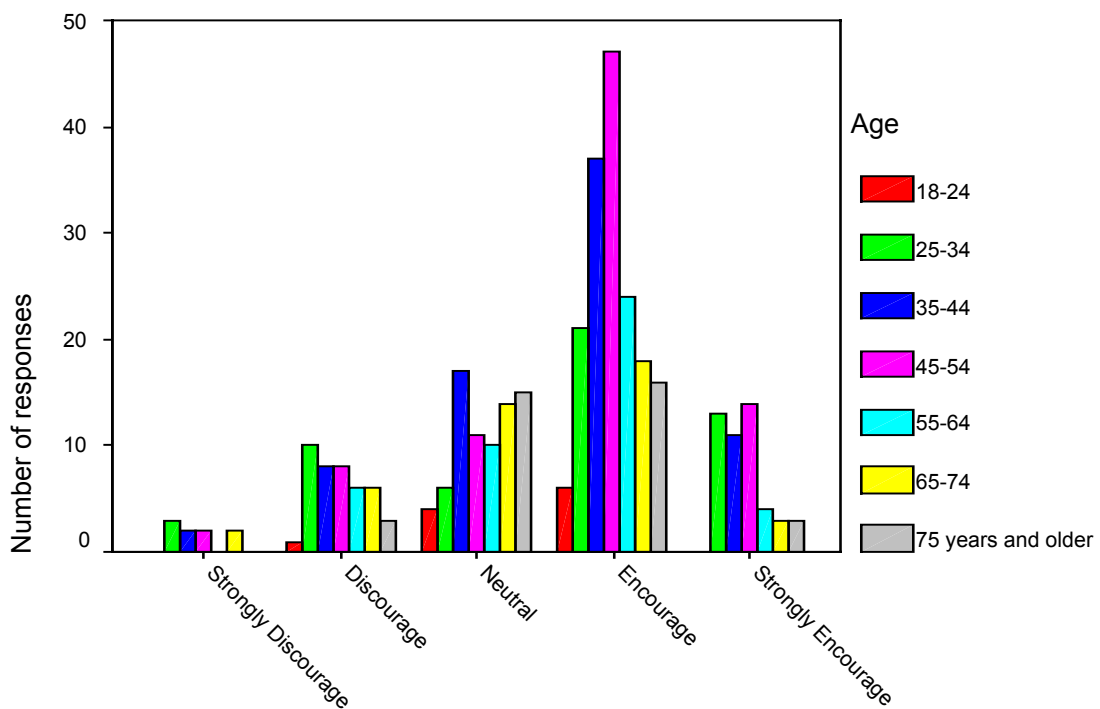


7. Q.28. To what extent would you encourage or discourage the following kinds of future recreational developments in the City and Town of Brillion? X Q.8. What is your age?

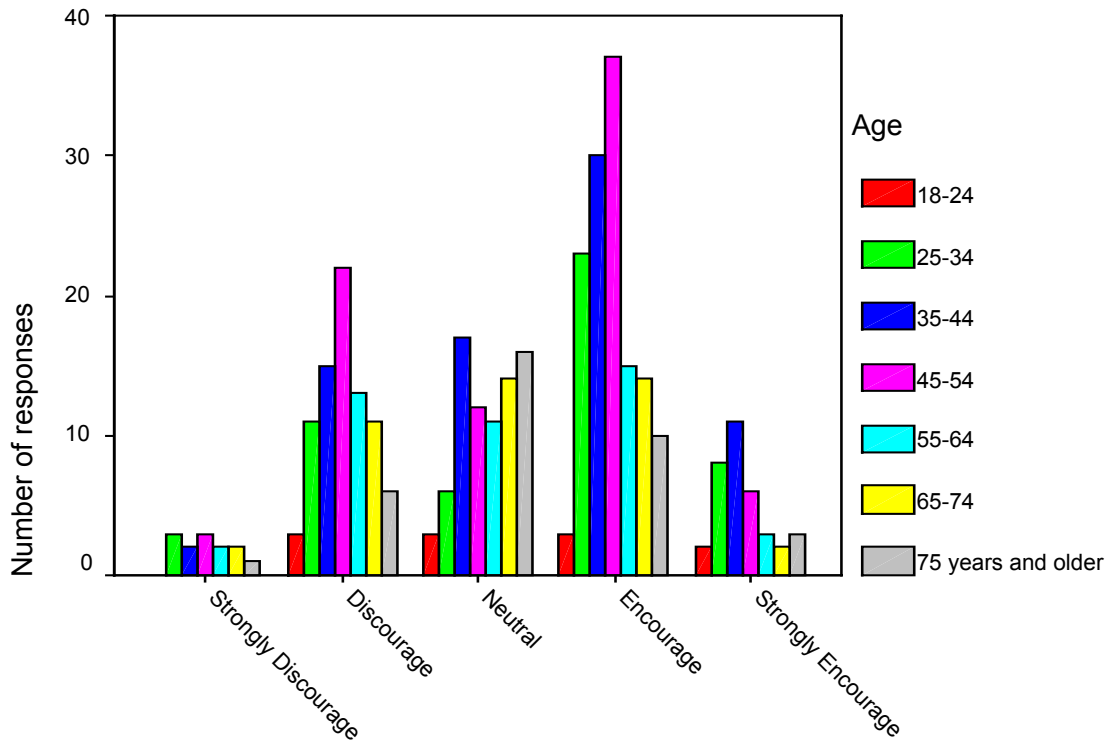
Park Space



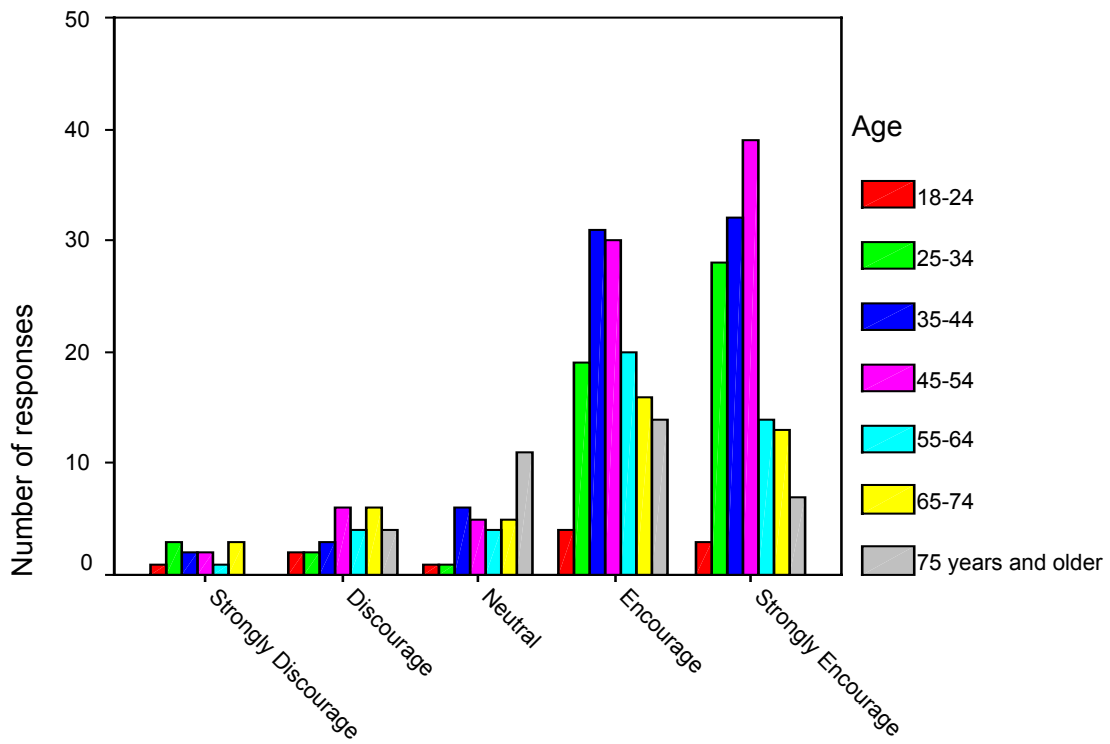
Children's playground facilities



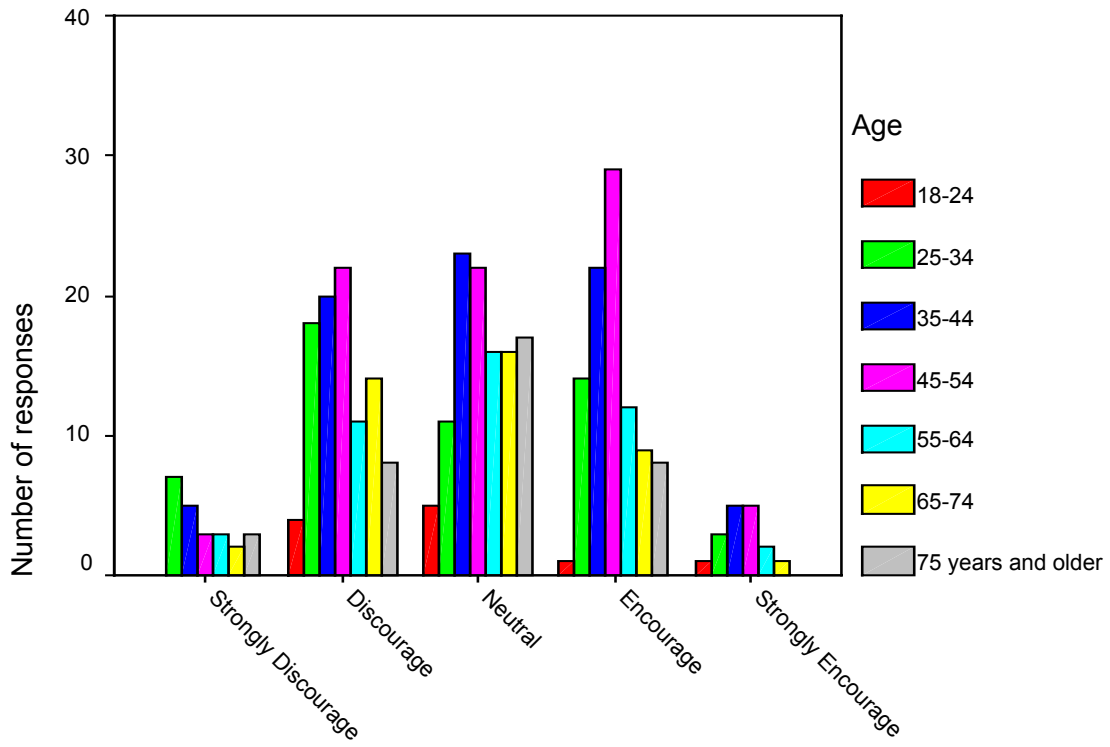
Sport fields (baseball, soccer, etc.)



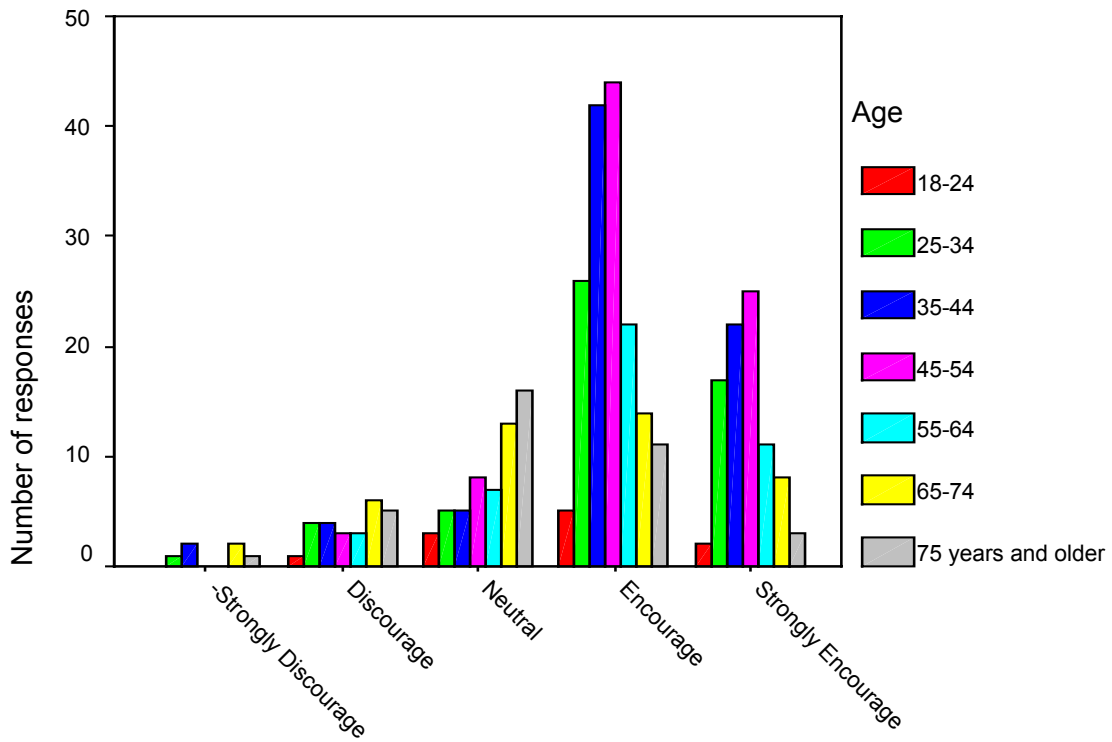
Bicycle and pedestrian trails



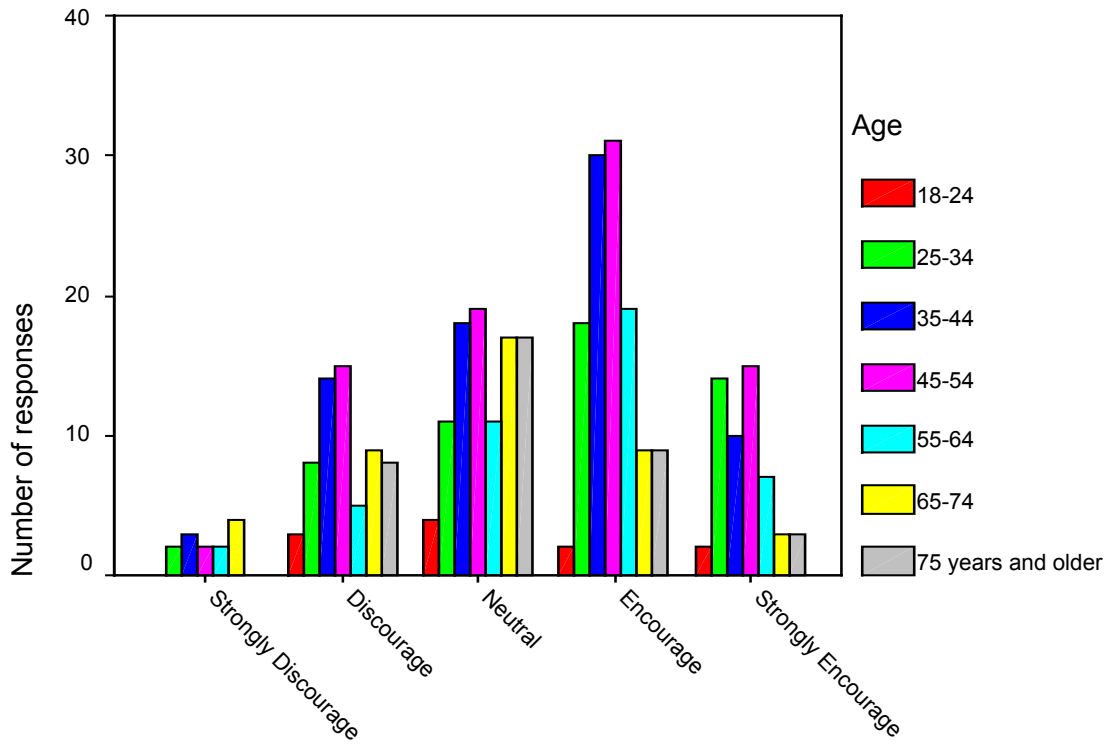
Golf courses



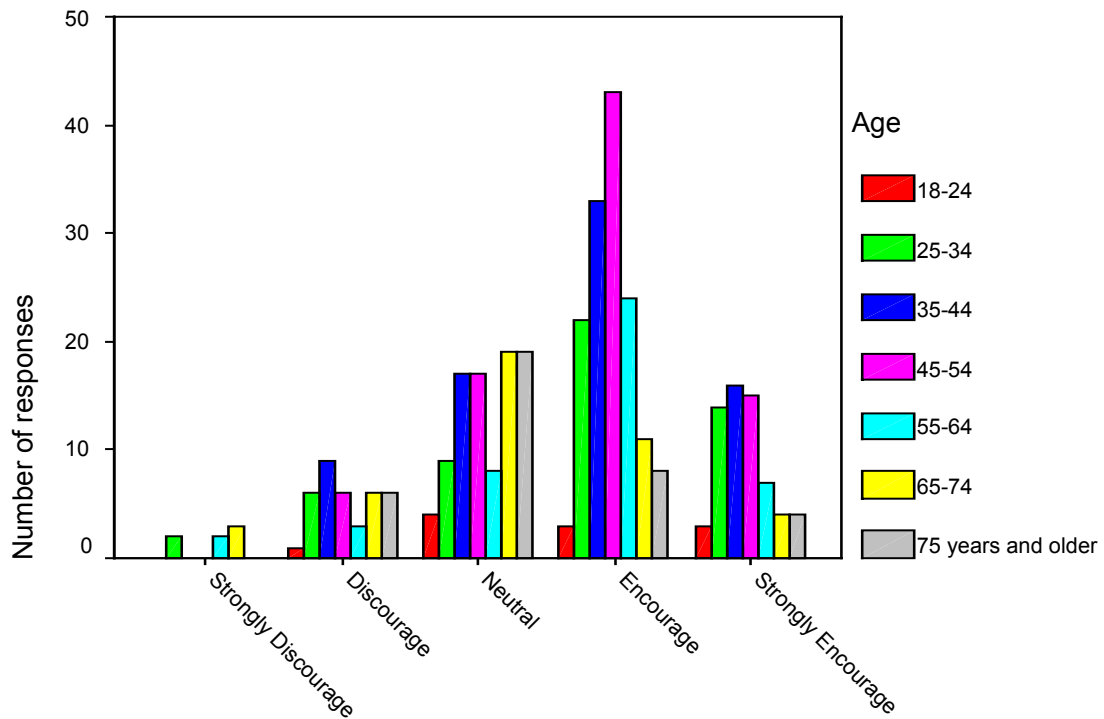
Areas for scenic enjoyment



Hunting areas



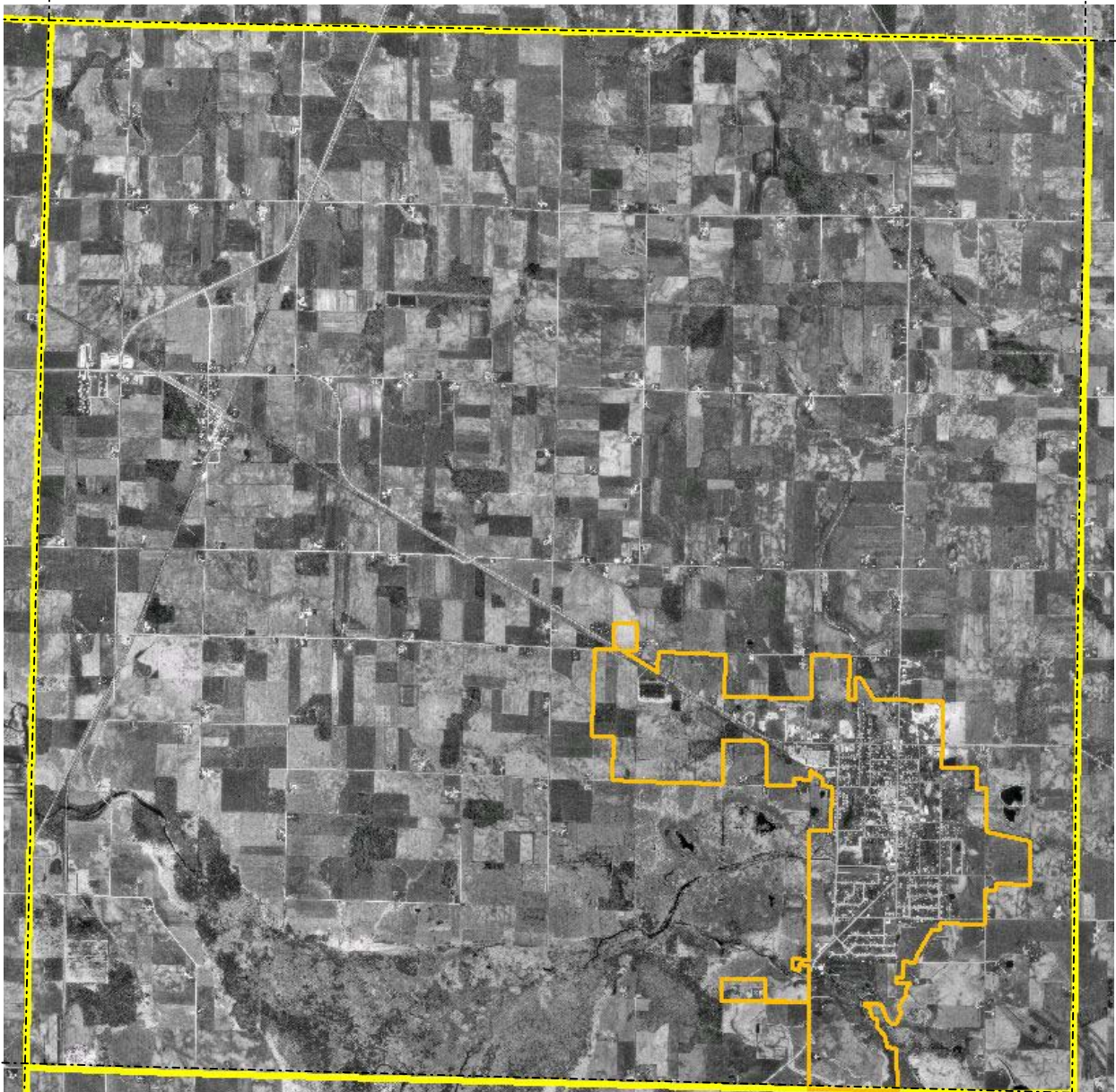
Fishing areas



SURVEY QUESTIONNAIRE

CITY OF BRILLION & TOWN OF BRILLION COMMUNITY SURVEY

Sharing Your Views About the Future



(PHOTO: U.S. GEOLOGICAL SURVEY, 1992)

These questions address community planning issues in both the City of Brillion and the Town of Brillion.

Questions are divided into four main sections dealing with: 1) you and your residence; 2) your perspective on your community; 3) your preferences regarding future development in your community; and 4) your perspective on options for implementing community decisions.

Please answer all questions completely. Your responses will help guide the City and Town of Brillion Coordinated Planning Committee as they develop a joint comprehensive plan for the area.

All of your responses will remain confidential.

If you would like to share additional comments or suggestions as you complete this questionnaire, please include them in the space on this page or insert additional pages as necessary.

Thank you for helping with this important community initiative!

Use this space for written comments or suggestions:

YOU AND YOUR RESIDENCE

1. Where do you currently reside?

City of Brillion

Town of Brillion

2. How long have you been a resident of the City and/or Town of Brillion?

Less than 1 year

1-5 years

6-10 years

11-15 years

16-20 years

21-25 years

More than 25 years

3. How long have you lived at your current residence?

Less than 1 year

1-5 years

6-10 years

11-15 years

16-20 years

21-25 years

More than 25 years

4. Which of the following best describes your current residence?

Single-family house

Duplex/Two-family house

Mobile/manufactured home

Apartment

Condominium/Townhouse

Other: _____

5. What year was your current residence built (approximately)? Year: _____

Don't know

6. Do you own or rent your current residence? Own Rent

7. How many adults and children currently live at this residence?

_____ Adults
(18 or older)

_____ Children
(17 or younger)

8. What is your age?

18 – 24

25 – 34

35 – 44

45 – 54

55 – 64

65 – 74

75 years and older

9. How many total acres of land, including your residence, do you own in the City and/or Town of Brillion? (Select one.)

- None
- Less than 1 acre
- 1-5 acres
- 6-20 acres
- 21-40 acres
- 41-100 acres
- More than 100 acres

10. Do you own or operate a farm in the City or Town of Brillion?

- no → if no, please skip to question 16.
- yes → if yes, please continue with the next question.

11. In the City and Town of Brillion, how many total acres of farmland do you:

- a. **own**? _____ acres
- b. **operate**? _____ acres

12. Of the total acres you **operate** in the City and Town of Brillion, how many acres are used for each of the following:

Pasture? _____ acres Crops? _____ acres Other? _____ acres

13. Approximately how many of the following types of animals do you have in your farm operation?

- None
- _____ Dairy cattle
(including heifers and young stock)
- _____ Poultry
- _____ Beef cattle
- _____ Other: _____
- _____ Hogs

14. If you own or operate an active farm in the City or Town of Brillion, how long do you plan to continue the farm operation?

- 5 years or less
- 6 – 10 years
- 11 – 15 years
- More than 15 years
- I don't know

15. Approximately what percent of your household income comes from farming? _____%

YOUR PERSPECTIVE ON YOUR COMMUNITY

These questions ask you to think about the City and/or Town of Brillion as they are today.

16. How satisfied are you with the City or Town of Brillion as a place to live?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	No Opinion

17a. What level of personal importance do you place on each of the following characteristics of the City and Town of Brillion? (Select one for each row.)

	Very Unimportant	Unimportant	Important	Very Important	No Opinion
i. Local retail shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Local personal and professional services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Local health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. New housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. New economic and business development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Sense of safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Rural/country atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. Small-town atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17b. From the list above, circle the letters next to the TWO community characteristics that are most important to you. (Circle only two letters.)

Housing

18. In your opinion, how adequate is the **current** availability of housing options in your community?

	Very Inadequate	Inadequate	Adequate	Very Adequate	No Opinion
Housing for seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-family apartment buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-family houses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condominiums/Townhouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable rental housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable owner-occupied housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Recreation

19. In your opinion, how adequate is the **current** availability of the following recreational areas in the City and Town of Brillion?

	Very Inadequate	Inadequate	Adequate	Very Adequate	No Opinion
Park space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's playground facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport fields (baseball, soccer, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle and pedestrian trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Areas for scenic enjoyment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Natural Resources and Landscape

20. How important to you are the following natural resource and landscape features in and around the City and Town of Brillion?

	Very Unimportant	Unimportant	Important	Very Important	No Opinion
Wooded areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grasslands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lakes and lakeshores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rivers, streams, and their banks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wetlands/Marsh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Which aspects associated with each natural resource and landscape feature in and around the City and Town of Brillion are important to you? (Check all that apply.)

	Impact on Local Economy	Open Space	Environmental Quality Benefits	Recreational Benefits	Habitat Benefits	Scenic Benefits
Wooded areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grasslands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lakes and lakeshores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rivers, streams, and their banks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wetlands/Marsh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. How important to you are the following for the area in and around the City and Town of Brillion?

	Very Unimportant	Unimportant	Important	Very Important	No Opinion
Preservation of natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Habitat for fish and wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally grown food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of rural character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area's scenic quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Farmland

23. In your opinion, what effect does existing farmland have on the following for the area in and around the City and Town of Brillion

	Very Negative Effect	Negative Effect	Positive Effect	Very Positive Effect	Don't Know
Preservation of natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Habitat for fish and wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally grown food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of rural character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area's scenic quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact on local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. In your opinion, how important is protecting farmland in the Town of Brillion?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very Unimportant	Unimportant	Important	Very Important	No Opinion

YOUR PERSPECTIVE ON FUTURE DEVELOPMENT IN YOUR COMMUNITY

The questions in this section ask you to consider the types of future development you would encourage or discourage in the City and Town of Brillion. **Answer these questions for the combined City and Town of Brillion area.**

Additional questions at the end of this section prompt you to consider **where** within the City and Town of Brillion you would prefer different types of development to occur, if at all.

New Housing

25. To what extent would you encourage or discourage the following kinds of **future** single-family housing development in the City and Town of Brillion?

	Strongly Discourage	Discourage	Encourage	Strongly Encourage	Neither Encourage Nor Discourage
Single-family houses on small lots (less than ½-acre*) grouped near others. For example, small-lot subdivisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-family houses on large lots (more than ½-acre*) grouped near others. For example, large-lot subdivisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-family houses dispersed around the area – not grouped with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* Note: ½ acre = 21,780 square feet: a square, ½-acre lot would be about 148 feet x 148 feet.

26. To what extent would you encourage or discourage the following kinds of **future** multi-family and special-needs housing development in the City and Town of Brillion?

	Strongly Discourage	Discourage	Encourage	Strongly Encourage	Neither Encourage Nor Discourage
Multi-family apartment buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile/manufactured home parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duplexes/Two-family houses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condominiums/Townhouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing for seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. To what extent would you encourage or discourage the following price ranges for **future** housing development in the City and Town of Brillion?

	Strongly Discourage	Discourage	Encourage	Strongly Encourage	Neither Encourage Nor Discourage
Housing under \$80,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing between \$80,000-\$150,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing over \$150,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

New Recreation

28. To what extent would you encourage or discourage the following kinds of **future** recreational developments in the City and Town of Brillion?

	Strongly Discourage	Discourage	Encourage	Strongly Encourage	Neither Encourage Nor Discourage
Park space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's playground facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport fields (baseball, soccer, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle and pedestrian trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Areas for scenic enjoyment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

New Commercial Development and Services

29. To what extent would you encourage or discourage the following kinds of **future** commercial and service-related development in the City and Town of Brillion?

	Strongly Discourage	Discourage	Encourage	Strongly Encourage	Neither Encourage Nor Discourage
Convenience stores/ Gas stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antique, craft, and specialty stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child care facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health facilities (doctor, dentist, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

New Industry and Production

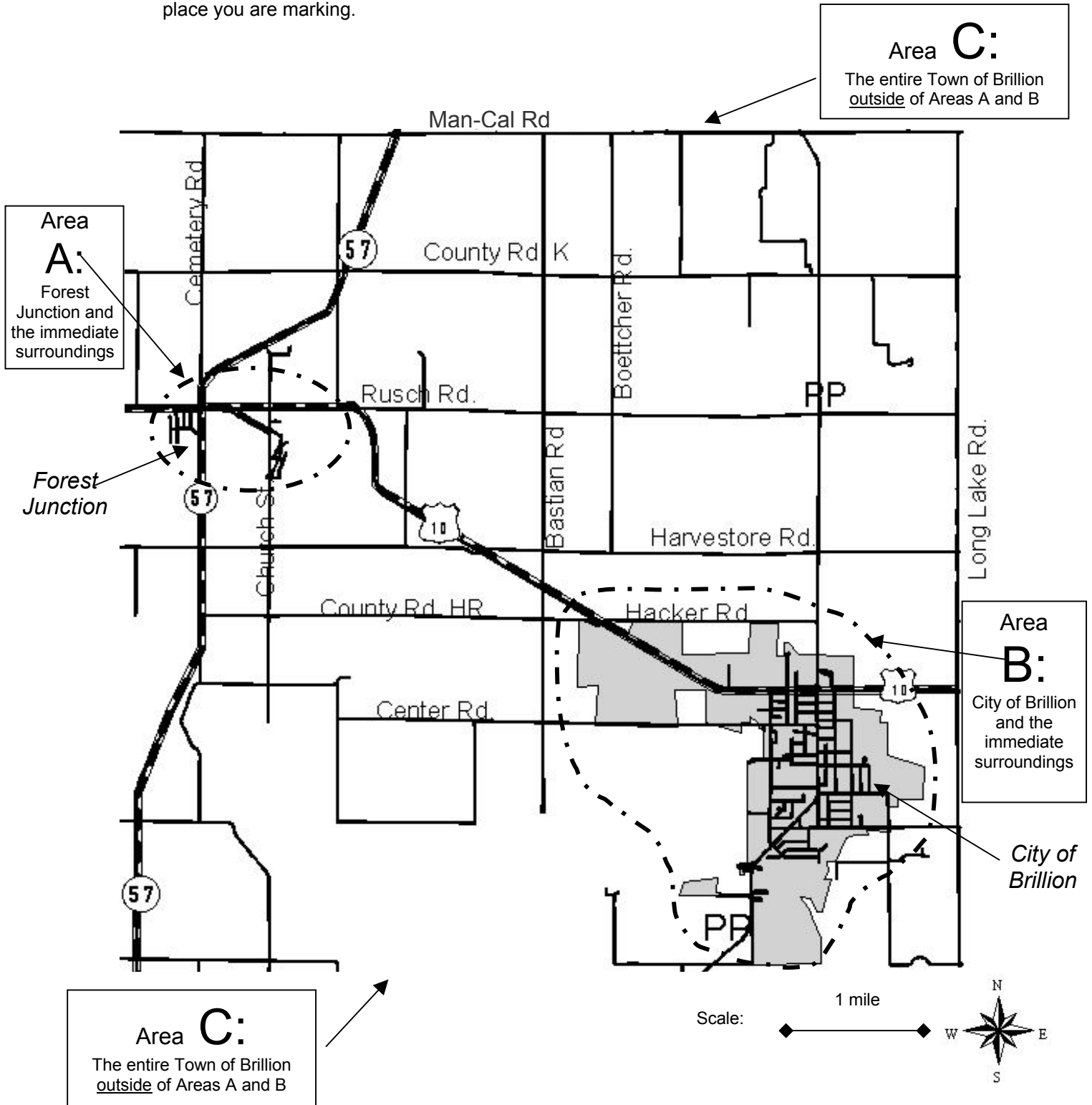
30. To what extent would you encourage or discourage the following kinds of **future** industrial development in the City and Town of Brillion?

	Strongly Discourage	Discourage	Encourage	Strongly Encourage	Neither Encourage Nor Discourage
Large-scale livestock operations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture-related business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehousing/distribution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manufacturing and assembly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heavy industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mineral extraction (gravel quarries, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Future Land Use

The map below shows the City of Brillion and the Town of Brillion. Please use the map to answer questions 31-33.

31. Draw a small dot with a circle around it (●) at the approximate location of your residence.
32. Identify up to THREE places on the map that you believe have cultural or historical significance for your community or region. These places could be either natural or man-made. Place an "X" at the approximate location for each place, and write a name or description that identifies the place you are marking.



33. Questions 25-30 asked your opinions regarding specific types of future development that were grouped into four categories (housing, recreation, commerce & services, and industry & production). This question asks where you think that development should occur.

Using the spaces below, describe the type and extent of development that you think should occur in the City and Town of Brillion over the next 20 years. Use the lettered areas on the map, street names, or other landmarks to be as specific as possible in describing the location of different types of development. If you feel that development should not occur in certain areas, include that information as well. You may add notes directly to the map as needed.

a. Where within the City and Town of Brillion would you direct new housing development?

b. Where within the City and Town of Brillion would you direct new recreational development?

c. Where within the City and Town of Brillion would you direct new commercial and service-related development?

d. Where within the City and Town of Brillion would you direct new industrial and production development?

e. The map includes three areas, marked Area A, Area B, and Area C. In which one of those three areas would you **most** like to see the following categories of new development occur? (Select one area for each row.)

	Area A	Area B	Area C	None of these	No Opinion
New housing development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New commercial/service development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New <u>non-agricultural</u> industrial development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. Where should the following types of development occur within the City and Town of Brillion?
(Select one option for each row.)

	In Neighborhoods	On the edge of existing developments	In specially zoned areas	In multiply zoned areas	Development of this type should not occur	No Opinion
Convenience stores/Gas stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antique, craft, and specialty stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health facilities (doctor, dentist, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture-related business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehousing/distribution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manufacturing and assembly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heavy industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. How important to you is the ability to access each of the following types of services/employers in
the City and Town of Brillion **by walking or riding a bicycle?**

	Very Unimportant	Unimportant	Important	Very Important	No Opinion
Convenience stores/Gas stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antique, craft, and specialty stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health facilities (doctor, dentist, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture-related business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehousing/distribution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manufacturing and assembly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heavy industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OPTIONS FOR IMPLEMENTING COMMUNITY DECISIONS

Communities use a variety of approaches to implement community decisions regarding land use and other community issues. This section asks for your reactions to several tools that could be used or expanded in your community.

Community Plans

Municipalities in Wisconsin are developing comprehensive plans to guide their future decisions.

36. Which of the statements below best describes your level of knowledge about existing land-use and related planning documents for the community in which you reside? (If you live in the City, answer for the City; if you live in the Town, answer for the Town.)

- I am not aware of existing plans
- I think that plans exist, but I don't know very much about them
- I am generally familiar with plans for my community
- I am very knowledgeable about the existing plans

37. Which statement best describes your level of awareness about current efforts to develop a plan for the City and Town of Brillion? (Select one.)

- Prior to receiving this survey, I was not aware of current planning efforts.
- I have heard about planning efforts, but I don't know very much about them.
- I am generally familiar with the current planning efforts.
- I am very knowledgeable about the current planning efforts.

38. To what extent would you support the use of a plan to guide decisions in the City and Town of Brillion?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

Development and Conservation

Ordinances (developed by local governments) can define the types of activities permitted in different areas within a municipality.

39. To what extent would you support ordinances to protect natural resource areas such as wetlands, woodlands, and land adjacent to lakes and streams in the **City** of Brillion?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

40. To what extent would you support ordinances to protect natural resource areas such as wetlands, woodlands, and land adjacent to lakes and streams in the **Town** of Brillion?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

Some new housing developments protect land by clustering houses or other buildings together on part of a parcel of land leaving the remainder of the parcel permanently undeveloped. Using this approach, just as many homes can be built on a parcel, but they are built on smaller lots so that environmentally sensitive areas, farmland, or other special features are left undeveloped.

Example:

Instead of building 8 homes on 5-acre lots in a 40-acre parcel of land, a developer following this approach might develop 10 homes on 1/2 - acre lots and preserve the remaining 35 acres.

41. To what extent would you encourage or discourage this type of development in the **City** of Brillion?

- | | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Discourage | Discourage | Encourage | Strongly
Encourage | Neither
Encourage Nor
Discourage |

42. To what extent would you encourage or discourage this type of development in the **Town** of Brillion?

- | | | | | |
|------------------------|-----------------------|-----------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Discourage | Discourage | Encourage | Strongly
Encourage | Neither
Encourage Nor
Discourage |

Purchasing temporary or permanent development rights is another approach that some communities use to protect land. In this type of transaction, a landowner voluntarily sells the right to develop a land parcel to an organization that will not develop the land. The landowner sells the development right but retains all other existing ownership rights like farming and hunting.

43. To what extent would you support your municipal government protecting land by purchasing **permanent** development rights for land in the **Town** of Brillion?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

44. To what extent would you support your municipal government protecting land by purchasing **temporary** (for example, 10- to 20-year) development rights for land in the **Town** of Brillion?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

45. If you own land in the **Town** of Brillion, would you consider taking advantage of opportunities to protect your land by selling development rights? (Select one.)

- I do not own land in the Town of Brillion
- Very likely to consider giving up development rights for compensation
- Likely to consider giving up development rights for compensation
- Unlikely to consider giving up development rights for compensation
- Very unlikely to consider giving up development rights for compensation
- Don't know/No opinion

46. When farmland is offered for sale in the Town of Brillion, which ONE statement best describes how you would like to see the land used after the sale? (Select one)

- The land should be used as the new owner desires
- The land should be kept in agricultural use or used for agriculture-related purposes
- The land should be used in accordance with a land-use plan
- No opinion

Community Services

To encourage economic development and historic preservation, some communities provide funds to local businesses and homeowners to rehabilitate and improve their homes and places of businesses.

47. To what extent would you support the development of community-funded programs to help **local businesses** maintain, rehabilitate, and improve their places of business?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

48. To what extent would you support the development of community-funded programs to help eligible **local residents** maintain, rehabilitate, and improve older homes?

- | | | | | |
|--------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strongly
Unsupportive | Unsupportive | Supportive | Strongly
Supportive | No Opinion |

49. The City and Town of Brillion could cooperate to provide joint or “regionalized” services, which could reduce duplication and overall costs associated with various community services.

Should the City and Town of Brillion consider regionalizing some services?

- Yes
- No
- No opinion

If yes, which services should the City and Town consider regionalizing? (Select all that apply).

- | | |
|--|--|
| <input type="radio"/> Police | <input type="radio"/> Public utility projects (such as road maintenance and development) |
| <input type="radio"/> Fire | <input type="radio"/> Parks and recreation |
| <input type="radio"/> Ambulance | <input type="radio"/> Other: _____ |
| <input type="radio"/> Land use planning and zoning | |

If no, what are your concerns about regionalizing services?

50. Rather than the City or Town, should Calumet County provide road maintenance and snow removal services to your community if it would reduce your costs?

- Yes
- No
- No opinion

Use this space to expand your answer if necessary:

51. Cities and towns occasionally disagree about annexation actions (actions which expand the city or village boundaries). Some communities have reduced their level of conflict regarding these actions by developing "boundary agreements" to establish their future borders. Boundary agreements can also define the level of services that each community will provide to the other over a set period of time.

Should the City and Town of Brillion consider developing a boundary agreement?

- Yes
- No
- No Opinion

Use this space to expand your answer if necessary:

Interaction With You

52. How would you prefer to receive information about local community planning? (Select all that apply)

- | | |
|---|--|
| <input type="radio"/> Local newspapers | <input type="radio"/> Community newsletters |
| <input type="radio"/> Television | <input type="radio"/> Public meetings |
| <input type="radio"/> Radio | <input type="radio"/> Computer (web sites, e-mail, etc.) |
| <input type="radio"/> Letters sent to my home | <input type="radio"/> Other: _____ |

Using the space below, please identify specific community newspapers or other information sources where you would notice information about local community planning efforts.

Please return the completed survey in the envelope provided; include any additional comments or suggestions on the inside of the front cover or on additional sheets of paper.

Thank you for your time and assistance!