



CHAPTER #2

VISIONING AND ISSUE IDENTIFICATION

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CHAPTER 2: VISIONING AND ISSUE IDENTIFICATION

INTRODUCTION

Two different visioning efforts were held at the onset of the comprehensive plan process in order to provide an opportunity for residents and others to provide input and direction into the comprehensive plan process. This chapter provides a summary of the input from both visioning opportunities. Detailed information is provided in Appendix B.

PUBLIC VISIONING

A public visioning open house was held on Thursday March 9, 2017 at the Buchanan town hall (Poster and Press Release, Supporting Documents Visioning Open House). It was developed and held in consultation with Town staff/officials, as their cooperation and support was key to the effectiveness of the event. Due to the informal format, people were able to drop in anytime between the hours of 5:00 p.m. and 7:00 p.m. They were able to stay for a little or as long as they wanted. There was no set order to the six activities set up on the tables around the room, nor was there any requirement that people complete all activities. Staff from East Central was available to answer questions and to guide participants through activities. Six people participated in the public visioning open house (Sign in Sheets, Supporting Documents Visioning Open House). Four of the participants lived on the west side of the Town and two participants lived on the east side of the Town (Visioning Open House, Power Point Presentation).



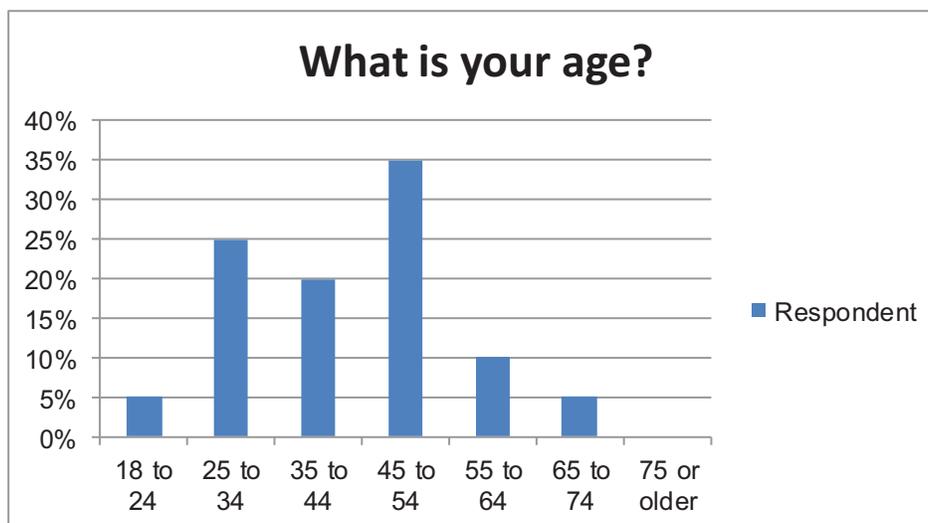
Public Visioning Session

To allow an opportunity for additional input, a web portal was created using ESRI's Story Map tool (<https://storymaps.arcgis.com/en/>) which allows for web-based GIS maps to integrate with other information and survey capabilities in a user friendly, highly graphical format. This technology allowed for a variety of input from a variety of users.

Individual Story Maps (or exercise tabs) were developed in a manner which allowed users to help identify key features and characteristics related what residents see, how they perceive the community, and how they use various aspects of the community (which is primarily dictated by land use and infrastructure). These broad questions help to provide context but also give insights to land use functions, connectivity, and the need for change. The web portal information is gathered and used to generate a better picture of what the future could be for the community.

The web-portal was publicized through various methods including the Town’s webpage, postcards and a press release (Postcard, Supporting Documents Visioning Portal). The web-portal was made available to the public between late April and June 2, 2017. All data was collected digitally. People were able to provide input through 9 separate tabs. A total of 20 separate people provided input into the on-line portal (Table 2-1). 17 or 85 percent lived in the Town. Slightly over half (55%) were male (9), while the remaining 9 (45%) were female. About half were between the ages of 35 to 54.

Table 2-1: Age of Respondents



Purpose and Goals

The purpose of the public visioning exercises was to explore broad community level issues and opportunities in order to derive feedback from participants. Information gleaned from the visioning workshop and web-portal was used to help guide future development and redevelopment opportunities in a manner that is beneficial for residents, businesses, property owners and the Town of Buchanan.

Who Are We?

The results of this exercise offer insights to the overall positive or negative impressions of the community and can provide ideas that can be explored and considered during the comprehensive plan update process. Participants were asked to define the identity of the Town of Buchanan from a variety of perspectives - past, present and future (Power Point Visioning Open House and Supporting Documents, and Power Point Visioning Portal and Supporting Documents). This question was asked in both the visioning open house and via the visioning portal.

Historic. Historically, participants generally described the Town as a rural agricultural community (6 responses). Darboy was named after a French Archbishop, and people commonly refer to the

community as Darboy (3 responses). The Darboy Club (3 responses – located in the Village of Harrison), Holy Spirit Catholic Church (3 responses), Wisconsin International Raceway (WIR) (2 responses) also received multiple responses.

Current. The “Current” or present category garnered a variety of responses regarding the current culture of the Town. Participants describe the Town as being a mix of residential and farms with strong schools and excellent emergency services and law enforcement. In addition, people defined the Town as having too many houses and being car centric, congested and not pedestrian friendly.

Future. Looking toward the future some people would like to see more bicycle and pedestrian infrastructure, community events, reasonable priced housing, recreational opportunities.

Hidden Gems

Hidden Gems or community assets contribute to the Town’s identity (Visioning Open House, Power Point Presentation, and Visioning Portal Power Point Presentation). This information can be used to identify areas for preservation or enhancement, ideas for replication in other parts of the community, creation/reinforcement of community identity, guidance of overall development themes and relationship of property uses and amenities. While this question was asked in both the visioning open house and via the visioning portal, only one response was received from the visioning portal.



Garners Creek

People identified a mixture of community assets ranging from the CE Trail, Garners Creek, the Historic Bridge Park and a beautiful vista to the commercial/shopping area in the western part of the Town and Sprangers Orchard. Other things included Holy Spirit and the CTH CE viaduct by Buchanan Road.

Connect the Dots

This exercise asked participants to identify routes and paths that they travel using a variety of means within or near the Town (Visioning Open House Power Point Presentation, and Visioning Portal Power Point Presentation). This information can be used to access the level of connectivity within the Town and its focus areas. This question was asked in both the visioning open house and via the visioning portal.

Pedestrian Routes. Participants indicated that they walked along the CE trail, Emons Road, Buchanan Road, DeBruin Road, Woodstock Lane – Pats Drive - Railroad Street (YMCA and Lowes destinations), Springfield Road, Eisenhower Drive, Block Road and routes to various

residences in the Town. In addition, the visioning portal asked people to identify routes that they would like to use in the future. Future routes included: CTH ZZ (Kaukauna to Outagamie Road), CTH N (Emons to CTH KK), CTH CE (Weiler Road to Outagamie Road), STH 55, DeBruin Road south to CTH KK, CTH KK (DeBruin Road to CTH N), Hopfensperger Road (CTH KK to Block Road). Finally one person would like to see trails that link existing trails together.

Bicycle Routes.

Bicycle routes used by participants were similar to routes used for walking. Routes included: the CE trail, Emons Road / Buchanan Road, Woodstock Lane – Railroad Street – CTH CE/YMCA, CTH GG, Marion Avenue, Pinecrest Boulevard, Lodenbauer Road, CTH KK, DeBruin Road and Block Road. In addition, the visioning portal asked people to identify routes that they would like to see in the future. Future routes include: Block Road (Hopfensperger to Buchanan Road), Buchanan Road (Block Road to CTH N), Emons Road (CTH N to Westowne Court), Hopfensperger Road to CTH KK. Finally one person commented that they would like to see safe bike lanes or trails.



CE Trail

Besides bicycle and pedestrian routes, the public visioning workshop also asked participants to identify routes they regularly travel by car. Again, similar routes were identified and included: CTH CE, Emons / Buchanan Road, Block Road, Hopfensperger Road, CTH KK, CTH GG, CTH ZZ, CTH Z, Stoney Brook Road, Creekview Lane, DeBruin Road and Speel School Road.

Let's Fix This!

This activity allowed participants to mark points on a map of the Town which they feel had some feature that needed improvement, fixing or repair (Visioning Open House Power Point Presentation, and Visioning Portal Power Point Presentation). This information can be used to consider physical and social improvements within the community. While this question was asked in both the visioning open house and via the visioning portal, only one response was received from the visioning portal.

Participants identified the following issues and wants:

- Ability to safely walk and bike to shopping near STH 441
- Main Street bike lane
- Addressing roundabout safety issues at CTH CE/Eisenhower Drive and at CTH N and Emons Road
- Congestion/speed/pedestrian-bicycling infrastructure on CTH N
- Extension of the CE trail east to Outagamie County line

- Address safety issues at the following intersections: CTH N and CTH KK, CTH KK and State Park Road, CTH CE and Buchanan Road
- Potential industrial/commercial uses near Stoney Brook Road
- Extension of public sewer to Killian Drive
- Focus on crumbling infrastructure on primary transportation routes

Where's Your "Hood"?

This activity asked participants to delineate boundaries which they feel reflect their "neighborhood" (Visioning Open House Power Point Presentation, and Visioning Portal Power Point Presentation). This information can be used to better identify community identity, design themes, small-scale improvement programs and participatory budgeting. This question was asked in both the visioning open house and via the visioning portal.

The size of the neighborhoods varied to quite a degree, ranging from encompassing a few blocks to some encompassing the entire larger area. About 16 neighborhoods were identified; 14 in the western portion of the Town and 2 in the eastern part. In some instances it is difficult to determine exactly which neighborhoods were delineated, though generally 2 were identified in Breezewood Drive/Rogers Lane area, 8 neighborhoods were identified in the Buchanan Road area, 1 neighborhood in Kimberly, 1 in the Village of Combined Locks, 1 in the DeBruin Road area, 1 near State Park Road and 2 in the eastern part of the Town.

Priorities

Participants were given a map with delineated growth areas and were asked to identify where new growth and development priorities should be (Visioning Open House Power Point Presentation, and Visioning Portal Power Point Presentation). This exercise included a series of visual preference surveys for different types of development styles, densities and intensities. Within the visioning portal, the visual preference surveys were a separate titled "Style is Everything". While this question was asked in both the visioning open house and via the visioning portal, only one response was received from the visioning portal for the priority mapping exercise.

Mapping Exercise. Participants were asked to indicate the timing of new development by labeling the areas using a ranking system of (1) High Priority (<5 years), (2) Medium Priority (5 – 10 years), (3) Low Priority (10 – 20 years) and (4) Not Important. Average rankings were calculated for each area based on the responses. The two remaining undeveloped areas in the western part of the Town near DeBruin Road received the highest priority (1.5 from the visioning workshop and 1 from the visioning portal). Lower priorities were given to areas in the northern part of the eastern portion of the Town.

Visual Preference Surveys. Using images and descriptions, this exercise asked participants to provide a preference ranking for different styles/intensities of development in four categories: housing, retail, employment and parks. The rankings were provided on a spectrum scale of zero (meaning none of this) to four (meaning more of this). As shown in Table 2-2, between 6 to 8 responses were received for each ranking question. For the purposes of illustrating the results shown in Appendix B (Visual Preference Survey Summary), the average was calculated based on a four point system.

Based on the rankings, it appears that single family development is still the strong preference at 2.73. However some relative interest in attached single family development is shown with a ranking of 1.75. This may be indicative of the growing need for differing housing types that cater to both the aging population and millennials. In the retail area, a desire for single story strip commercial (2.31) coincides with the more rural landscape, though large retail developments such as Kohls and Lowes were also desired (2.01). Larger employment accommodated by light industrial and research buildings was the favorite (2.17), though the other three categories also received relatively favorable rankings. For parks and recreation, respondents felt “neighborhood park” was the most important, though other park options were also very positively received.

Table 2-2: Development Preference Summary and Rankings

Development Type	Option	Description	# Responses	Average Ranking (4 pt. System)
Housing	A	Single Family	8	2.73
	B	Attached Single Family	7	1.75
	C	Small Multi Family	7	1.58
	D	Larger Multi-Family	8	0.73
Retail	A	Free Standing Convenience Retail	8	2.22
	B	Single Story Strip Commercial	8	2.31
	C	Street Oriented Commercial & Mixed Use	8	1.98
	D	Large Retail Developments	8	2.01
Employment	A	Small Scale Flex Space/Business Condos	8	1.79
	B	Medium Scale Business Offices & Incubators	8	1.84
	C	Larger Light Industrial Research Buildings	8	2.17
	D	Office Park	8	1.73
Parks	A	Community Park	6	2.97
	B	Sports Complex or Other Specialty	6	2.58
	C	Neighborhood Park	6	3.50
	D	Linear Park	7	2.76

KEY ISSUES

During the comprehensive planning process a number of issues were identified, below is a listing of some of the key issues that were identified.

Issues and Opportunities

- Community Identity: Intertwined boundaries between the Town and its neighbors, the unincorporated community of Darboy, and a lack of consistent signage and community entrances have resulted in confusion and a need to establish a unique identity for the Town of Buchanan.
- Aging Population: Between 2000 and 2010, the median age of Buchanan residents increased from 32.5 years to 38.8 years. Population projections by age cohort for Outagamie County indicate that the population of the county will continue to age over the life of the plan. It is likely that the population of the Town will so continue to age. As the population ages, what services and amenities will be needed to accommodate an aging population?

Housing

- Housing Choice: Single family, owner occupied homes are the main type of housing in the Town. However, some people are not able to own a home, prefer an alternative style of living or are not physically able to maintain a home and yard. Therefore the Town encourages alternative forms of housing to meet the needs of a growing and also aging population.
- Rural Residential Housing: Allow opportunities for rural residential housing, while protecting the right to farm and the rural character of the community.
- Residential Development: Provide opportunities for higher density residential development to occur on public sewer and water.

Transportation

- Bicycle and Pedestrian Infrastructure: Enhance the ability to walk and bike within the Town by providing safe pedestrian and bike connections to residential neighborhoods; existing and proposed local and regional trails and bicycle routes; adjoining communities, and local and regional destinations.
- Safety and Congestion: Congestion along CTH KK and CTH N and safety at some intersections such as CTH CE and Eisenhower, CTH N and Emons Road /Buchanan Road, Buchanan Road and CTH CE and Eisenhower and Emons Road were identified during the visioning process.
- Road Network Connectivity: Increase road connectivity by ensuring that east-west and north-south road connections are maintained and created. Cul-de-sacs and dead end roads decrease connectivity.
- Public Transit: Public bus service is limited in the Town, though other public and private transportation options are available. The elderly and other transportation dependent rely on alternative transportation options.

Utilities and Community Facilities

- Extension of Public Sewer and Water: Limited undeveloped areas exist within the Darboy Sanitary District and extension of public sewer and water to other areas of the Town are needed.
- Stormwater Management: The Town is required to have an MS4 permit and comply with the standards set by the Lower Fox TMDL (Total Maximum Daily Load). A stormwater utility provides funds for stormwater management. While a stormwater utility exists, it does not cover the entire Town.
- Deficiency in designated park and recreation areas. Based on population projections, the Town will face a deficiency of about 3 acres at the end of the planning period. If the Town no longer participates in funding for the Darboy Community Park, these needs will be higher.

Agricultural, Natural and Cultural Resources

Agricultural Resources

- Right to Farm: Viable farming operations exist in the eastern portion of the Town. Rural residential development threatens the continued viability of existing farm operations.
- Protection of Productive Farmland: Contiguous blocks of productive farmland exists the eastern part of the Town. However, fragmentation of these areas by rural residential development will decrease the viability of existing farming operations.

Natural Resources

- Stormwater Management: Much work has been completed on the western part of the Town in terms of controlling storm water and streambank erosion. However, work still needs to be done, especially on the eastern portion of the Town.
- Protection of the Town's Natural Resource Base: Environmentally sensitive areas and corridors, including the adjoining ravines, riverbank and woodlands and wetlands associated with the Fox River, Garners Creek and Kankapot Creek corridors, other wetlands and floodplains should be protected from development.

Cultural Resources

- Cultural Resources: Historical and cultural resources help define the community and provide an insight into the past. It is important to inventory these resources and utilize local expertise to protect these resources.
- Allison Drive Stone Arch Bridge: The Allison Drive Stone Arch Bridge is deteriorating as a result of stream bank erosion. Continued inaction will result in a loss of this historic resource.

Economic Development

- Walkable Development Options: Getting to local businesses from Buchanan neighborhoods can be challenging for pedestrians and bikers. During visioning, residents expressed a desire to be able to safely bike and walk to business destinations.
- Economic viability of Existing Farming Operations: Residential encroachment and fragmentation of agricultural lands have a negative effect on the ability to continue to operate an economically viable farming operation.
- Business and Industrial Expansion: Ideally, business and industrial expansion should occur with access to public water and sewer. However limited access is affecting new business development in the Town.

Intergovernmental Cooperation

- Annexation: One of the more pressing issues is annexation. Since 2001, the Town has lost about 806 acres due to annexations to the cities of Appleton and Kaukauna and the villages of Kimberly and Combined Locks. Without a boundary agreement, it is likely that erosion of Town lands will continue.