

**Report to the City of Appleton
Regarding the College & Lawe Neighborhood Survey
Conducted between February 19 & 28, 2014
Concerning the Proposed Development
Of the Foremost Factory Site on the Fox River**

Date: March 6, 2014

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1. Overview and Process

In early February, 2014, three neighbors in Appleton's College & Lawe neighborhood met to discuss the proposed development of the Foremost factory site on the Fox River and the process the City of Appleton is currently engaged in to decide on an appropriate proposal for that redevelopment. As a result of that meeting, they decided to clarify the neighborhood's input into the City's process by surveying their neighbors regarding their concerns about the development.

So on February 19, an email cover letter was sent out with a link to an electronic survey designed to assess the concerns that were raised at the October 29, 2013 public meeting of the Appleton Redevelopment Authority (ARA). Printed copies of the survey were also hand delivered. Over the next eight days, responses were received to the survey and the data was tabulated and compiled into this report.

Then on March 6, neighborhood residents met to discuss the survey results and the plans to present them to the city. At that meeting, many of our neighbors decided to endorse the survey and add their names to it. On the next page, we are pleased to include the names of our neighbors who both support the results of this survey and ask that it be given serious and careful consideration.

The survey expresses, as accurately and completely as we can determine, the concerns and suggestions of the College & Lawe neighborhood about the redevelopment of the Foremost factory site. It is our hope that these concerns will be addressed in any development proposal that is presented for further public comment, for consideration by city officials and the ARA, or for approval by the Appleton City council.

2. Endorsements by Our Neighbors

| | |
|-------------------|-----------------------|
| Khaldoon Alaswad | 316 South Court |
| Marijo Upshaw | 316 South Court |
| Tom Baumhardt | 330 South Court |
| Don Behm | 12 Brokaw Place |
| Albert Bellg | 8 Brokaw Place |
| Laurin Bellg | 8 Brokaw Place |
| Curtis Biggar | 1221 S. Van Dyke |
| Bonnie Buchanan | 14 Brokaw Place |
| Robert Buchanan | 14 Brokaw Place |
| Margaret Carroll | 910 E. College Avenue |
| Kelly Conrad | 831 E. South Street |
| Ken Johnson | 831 E. South Street |
| Mary Dieck | 219 S. Rankin |
| Anne Duncan-Welke | 921 E. Alton Street |
| Darrell Welke | 921 E. Alton Street |
| Kate Duncan-Welke | 921 E. Alton Street |
| Tami Elliker | 909 E. Alton Street |
| Peter Elliker | 909 E. Alton Street |
| Kristin Efthimiou | 804 E. South Street |
| Jim Evans | 903 E. Alton Street |
| Jack Fenlon | 207 N. Green Bay Road |
| Sharon Fenlon | 207 N. Green Bay Road |
| Ann Marie Gierl | 908 E. Alton Street |
| Joe Gregg | 908 E. Alton Street |
| Jackie Gonzalez | 803 E. Alton Street |
| Tony Gonzalez | 803 E. Alton Street |
| Martha Hemwall | 126 Alton Court |
| John Peterson | 126 Alton Court |
| Karen Jenson | 820 E. Alton Street |

| | |
|--------------------|--------------------------|
| Karen Laws | 818 E. College Avenue |
| Maury Laws | 818 E. College Avenue |
| Carol Lawton | 832 E. Alton Street |
| Jere Wickens | 832 E. Alton Street |
| Lois Lutz | 843 E. South Street |
| Vic Lutz | 843 E. South Street |
| Victoria McDougall | 802 E. John Street |
| Janet McIntyre | 6 Brokaw Place |
| Charles McKee | 217 N. Green Bay Road |
| Lesley McKee | 217 N. Green Bay Road |
| Margie Mevis | 214 S. Rankin |
| Mike Mevis | 214 S. Rankin |
| Lois Mueller | 400 South Court |
| Ross Mueller | 400 South Court |
| Leonard Nagler | 932 E. Commercial Street |
| Mike Ognacevic | 844 E. Alton Street |
| Susan Ognacevic | 844 E. Alton Street |
| Nick Proctor | 914 E. Alton Street |
| Dennis Quinlan | 322 South Court |
| Janice Quinlan | 322 South Court |
| Don Ruechel | 820 E. South Street |
| Jan Ruechel | 820 E. South Street |
| Ally Ruechel | 820 E. South Street |
| Leah Schoenbohm | 902 E. Alton Street |
| Paul Schreiter | 217 Alton Court |
| Joe Shockey | 4 Brokaw Place |
| Hillary Webster | 837 E. South Street |
| Tim Webster | 837 E. South Street |
| Liz Witek | 132 N. Green Bay Road |
| Tom Witek | 132 N. Green Bay Road |

3. Cover Letter and Survey

The following cover letter and survey were emailed to 52 people in the College & Lawe neighborhood on February 19, 2014. Several printed copies of the survey were also hand delivered. Overall, we received 41 responses to the survey.

Cover letter

Dear Foremost Neighbors –

We would like to thank the large number of you who attended the October 29, 2013 meeting of the Appleton Redevelopment Authority (ARA) to share your concerns regarding the development of the Foremost factory site on the Fox River. We had an impressive turnout for that meeting, with over two-thirds of the households in our neighborhood represented. The proposal for the site is currently under development and review, and as this process occurs, we would like to build on our impressive showing and make sure the city continues to be aware of what is important to us.

As we understand it, the ARA has been in negotiations with the developer, Vetter Denk & Ganther, to modify their proposal for 120 units to be more in line with our concerns. According to Karen Harkness, Appleton's Director of Community and Economic Development, a draft development agreement is currently under review by legal counsel and city government leaders, after which the proposal will again be reviewed with the developer. Then at some point after that, likely to be within one to two months, another meeting will be held similar to the one we attended in October to get comments from the public and possibly make a final round of revisions. After that, the proposal will go to city council for further comment and potential minor revisions, and be voted upon for approval or disapproval.

We believe, however, that the city will be more likely to take our concerns into account if we present them clearly *before* the next public meeting with the ARA. So we would like to ask you to participate in a three stage process to accomplish this.

First, we would ask you to fill out the attached survey that outlines the main issues we all raised at the October 29 meeting. The survey will ask you how concerned you are about each issue, and which issues are the most important to you.

Second, we would like to invite you to a neighborhood meeting on **Thursday, March 6, from 6:30 to 8:00 p.m.** We will meet at the Warch Center, Hurvis Room, 2nd floor. At that meeting, we will discuss the findings of our survey and give everyone in our neighborhood a chance to expand on the issues as you see them or add additional concerns.

Third, we will write up a report of the results of the survey and the meeting and present that report to Karen Harkness and other city officials involved in making the decision about developing the Foremost site. We want to present that report well in advance of any public meeting held by the city, so that if possible, the proposal for development that we see at the next ARA meeting will already incorporate a response to our concerns.

We also realize that nobody has appointed us to be in charge of this project and represent our

neighborhood – and we're quite willing to hear your thoughts about the fact that we've stepped forward and welcome anyone who would like to join us in this work.

So, with those thoughts in mind, we'd very much like you to click on <LINK>

Fill it out as soon as possible, and no later than Thursday, February 27 at 8:00 p.m. to ensure that your responses can be included in our report.

We look forward to seeing you at our neighborhood meeting at 6:30 p.m. on March 6.

Thank you!

Sincerely,

Albert Bellg
Janice Quinlan
Marijo Upshaw

College & Lawe Neighborhood Survey - February, 2014

Regarding development of the Foremost factory site

Thank you for participating in this survey. The purpose of the survey is to better understand the wishes of the residents of our neighborhood as the City of Appleton makes plans for development of the Foremost factory site.

As you likely know, the City of Appleton asked for proposals to develop the site, and development company Vetter Denk & Ganther has responded with a proposal for a 120 unit apartment complex. Based on the concerns of those in the neighborhood, the developer has said that they are resubmitting a proposal with a smaller number of units. Whatever the number of units may be, however, there will be more auto, truck and emergency vehicle traffic in the neighborhood, as well as increased pedestrian traffic. We will lose street parking on one side of John St. There will also be changes in the natural environment and the "feel" of the neighborhood, given that the current number of residences between Lawe St., College Ave. and the Fox River is about 70 and that the new development will substantially add to that number.

So, to make sure we understand your thoughts about this, we would like to ask you the following questions. Please fill in only one rating box indicating your level of concern on each issue (Very concerned, Somewhat concerned, A little concerned, Not concerned). You can also add your own brief comment about that issue below your rating. Also, although multiple adults in a household can fill out the survey, each person should fill out the survey only once.

Please also note that your survey responses will be anonymous, and you will not be identified as having responded to the survey. We will also be meeting at 6:30 p.m. on March 6 to discuss the results of the survey and other issues and concerns you might have.

So, here are the questions. In relation to the development of the Foremost factory site on the Fox River...

1. **There will be additional auto traffic from a new development, as well as service vehicles. How concerned are you about the safety of pedestrians and children in our neighborhood?**
2. **How concerned are you about the new development providing green space available to the neighborhood and public access to trails and the river?**
3. **How concerned are you about fire trucks and other safety vehicles being able to access the new development without blocking traffic?**
4. **We live in one of Appleton's oldest, most historic neighborhoods. How concerned are you with the architectural design of a new development being compatible with our existing homes?**
5. **How concerned are you about environmental issues related to the development, including noise, light pollution, and potential displacement of wildlife (such as nesting eagles)?**
6. **With roughly twice as many cars needing to get in and out of the neighborhood, plus additional service vehicles, the new development will result in increased traffic. The city has conducted a traffic study and believes there will be no significant traffic problems or delays. How concerned are you about increased traffic in the neighborhood?**
7. **As the proposal currently stands, parking on one side of John St. will be eliminated to facilitate access in and out of the new development, and the parking lot at the bottom of John St. will be eliminated as well. The new development itself will likely have on-site parking available for its residents. How concerned are you about the new development affecting parking in the neighborhood?**
8. **The initial proposal called for 180 apartments on the Foremost factory site (the most recent proposal called for 120 units). How concerned are you about the number of housing units in the new development?**
9. **Based on what you currently know, what do you believe is the largest number of housing units that would be acceptable for the development on the Foremost site? (We want to give the planners a clear message about the upper limit that most of us would find acceptable.)**

(Possible responses: 120, 100, 80, 60, 40, 30, 20, None)

10. **Now, please check the issues that are most important to you. You can check more than one.**

(Participants could select any of the above issues (1-8) in response.)

4. Summary of Results

The survey was emailed or hand delivered to approximately 60 people, and 41 responses were received. This high response rate means that the survey has a good likelihood of accurately representing the opinions in the College & Lawe neighborhood.

All of the issues looked at in the survey gained a majority of “very concerned” responses. At the high end, over 80% of our neighbors indicated that they were “very concerned” about:

- The number of housing units in the new development – 88%
- Increased traffic due to the new development – 85%
- The safety of pedestrians and children – 83%

Then, in descending order of “very concerned” responses:

- Environmental issues, noise and light pollution, and wildlife displacement – 76%
- Green space and public access to trails and the river – 73%
- Access for fire trucks and safety vehicles without blocking traffic – 63%
- Neighborhood parking – 61%
- Architectural design compatible with existing homes – 56%

The top priorities were confirmed by the question asking for people to indicate the issues that were most important to them, with increased traffic (90%) and the number of units in the development (87%) being the most common choices.

Finally, in response to the question asking for the largest number of units that people would find acceptable based on what they currently know about the development and our neighborhood (and assuming that a smaller number would also be acceptable to them):

- 18% would find a development of up to 80 units acceptable
- 48% would find a development of up to 60 units acceptable
- 65% would find a development of up to 40 units acceptable
- 73% would find a development of up to 30 units acceptable

However, 22% of our neighbors believe that there should be no development on the site, and that it be kept as green space or used for another purpose.

In sum, given the “very concerned” response by the majority of people in our neighborhood to every issue on the survey, we would strongly recommend that *every* issue looked at in this survey be explicitly addressed in the development proposal for the Foremost factory site. Furthermore, the issue of the size of the development is seen as critical to almost everyone, and the largest number of units acceptable to even approximately 50% of the neighborhood is 60 or fewer units.

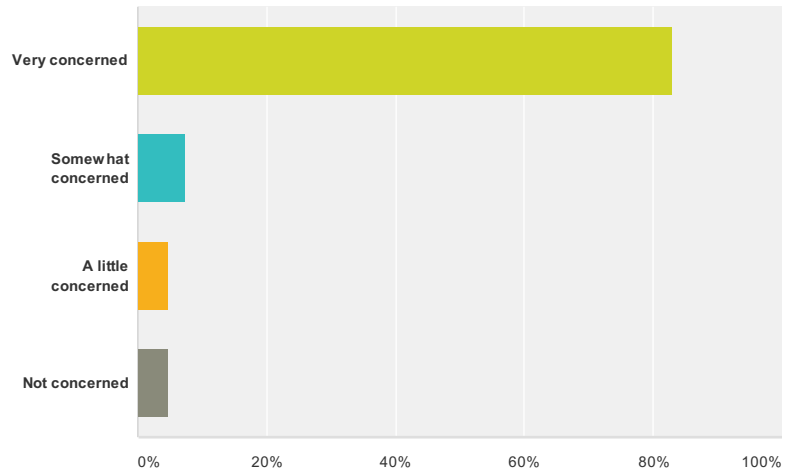
5. Complete Survey Results with Comments*

This section of our report contains the summary data from our survey and, more importantly, the specific comments made about each item. We hope you will take a detailed look at what we found, and particularly the thoughtful and heartfelt comments made by our neighbors about this project.

College & Lawe Neighborhood Survey - February, 2014

Q1 There will be additional auto traffic from a new development, as well as service vehicles. How concerned are you about the safety of pedestrians and children in our neighborhood?

Answered: 41 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Very concerned | 82.93% 34 |
| Somewhat concerned | 7.32% 3 |
| A little concerned | 4.88% 2 |
| Not concerned | 4.88% 2 |
| Total Respondents: 41 | |

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* We removed the names of people who identified themselves in their comments.

There are 21 comments from the 34 people who are “very concerned” about the safety of pedestrians and children in our neighborhood.

- It is already a very busy neighborhood with many pedestrians due to residents, Lawrence University and Church. Adding hundreds more people in this land locked neighborhood will create much greater potential for car and pedestrian accidents. We have observed several vehicle accidents in our 14 years living here. Many students walk in the streets and with increased walking pedestrians from blocks away to the Warch Center, we are concerned for everyone's safety.
- The Meade and Alton St. intersection can be difficult to navigate when many cars are turning south on Meade off of College Ave. This development will make this situation worse and will add more traffic coming from John St. headed north on Mead to College Ave. (and possibly turning east on Alton St. to get out to College at either Rankin or Alton Ct. -- unsafe for pedestrians and children. Also, I am concerned about the daycare center at the Presby. church. It is a very busy place in the a.m. and especially in the late afternoon when children are being picked up.
- I have two babies.
- The Warch Center's parking has already created daily stress on neighborhood parking.
- Events at L.U. already overwhelm parking, even without additional housing in the neighborhood.
- Traffic safety is already an issue in the neighborhood, especially when LU is in session. The streets are narrow, and there's only one main artery leading in/out of the neighborhood. The traffic study really didn't pick up the traffic nuances of the neighborhood like the dangerous turn Meade St. & South St. or parked delivery trucks that limit traffic flow. Adding more housing units will exacerbate the problem.
- Hope we can work together for a successful outcome.
- There are about 56 residents in the area bounded by College Ave and Meade St. south of College. If 28 have 1 car each and 28 have 1 1/2 car each, there would be 70 cars using Meade St. (mainly) to enter and exit College Ave. With 120 townhomes there would be 150 more cars. With 60 townhomes there would be 75 more cars. The effect on average traffic of having townhomes is self-evident.
- The recommended Stop signs at John and Meade is a nice thought, however I would suspect that they will be treated as a suggestion and not a requirement. Rolling stops will be an issue for pedestrian traffic.
- Pedestrian safety is already a huge issue, with traffic whizzing on and off of the bridge and visibility at crossings often limited. Any more traffic will only exacerbate these overall neighborhood safety problems.
- Crossing the intersection at Meade and Alton St. is very difficult due to parked cars limiting

visibility. Also, the College Avenue and Meade St. crossing corridor is already dangerous. The auto traffic from proposed development will only increase danger to pedestrians and children.

- At the very least we would like to see the intersection of Meade and John streets be converted to a four-way stop.
- It will take a tragedy to convince the city about the parking on John Street. There will be a time when emergency vehicles will not be able to get through.
- There will be more traffic combined with more children walking to Edison who have to cross Meade to get to the walkway. In addition, more traffic going in and out on Alton St toward Lawe will mean higher risks for Lawrence students.
- It's hard enough to watch for Lawrence students who cross in front of you when coming up the Lawe Street hill and then watching for students who cross in front of you between dorms and buildings from Lawe and Meade. With this new development, there will also will be more traffic on Alton Street and that is of major concern especially for the children who have to cross Meade to get to the crosswalk to get to the crosswalk on College. It's tough enough in good weather let alone winter where snow banks impede visibility.
- We fenced in our backyard to provide a safe play space for our young children and have taken precautions inside and outside to limit the possibility of them getting anywhere near the street. The speed at which cars travel on E John Street, as well as blind-spots created by parked vehicles, has always been a topic of concern for us. Increasing the population in an already congested area will only make this issue worse.
- The neighborhood goes through cycles of generational change. When there are many youngsters, they may tend to cross Meade Street whenever they feel it is safe, not waiting to get out to the light-controlled crossing at College Avenue.
- The current parking on Meade already makes it difficult for pedestrians on Alton.
- It is difficult today driving in and out of the neighborhood. Students walk in the road, the road is narrow because of the amount of snow we have had this winter and the choice of Appleton police not to enforce the parking rules. If we have 120 more units which could possible be 240+ more vehicles it would increase the possibility of an accident. There are numerous times where collisions have been close, both with pedestrians and other vehicles.
- The neighborhood is very busy with pedestrians and children already. More traffic will only add to the possibility of accidents for both populations.
- It is already very difficult to see around corners so that problem will increase with added traffic.

There are 2 comments from the 3 people who are “somewhat concerned” about the safety of pedestrians and children in our neighborhood.

- Noise is also a major issue with traffic increase.

- There should always be a crossing guard at College and Meade. Painted cross walks at all intersections would be great.

There were no comments from the 2 people who are “a little concerned” about the safety of pedestrians and children in our neighborhood.

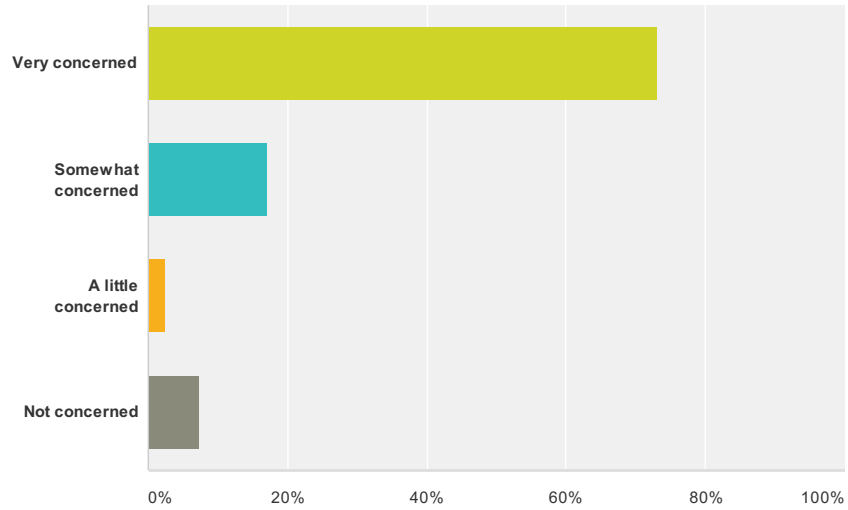
There is 1 comment from the 2 people who are “not concerned” about the safety of pedestrians and children in our neighborhood.

- This used to be a working factory with semi-trucks engine braking down John St hill and multiple shifts of workers coming and going every day. Bringing in an attractive development and allowing more people to enjoy the neighborhood cannot be worse than engine breaking semis coming and going from a dairy.

College & Lawe Neighborhood Survey - February, 2014

Q2 How concerned are you about the new development providing green space available to the neighborhood and public access to trails and the river?

Answered: 41 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Very concerned | 73.17% 30 |
| Somewhat concerned | 17.07% 7 |
| A little concerned | 2.44% 1 |
| Not concerned | 7.32% 3 |
| Total Respondents: 41 | |

There are 15 comments from 30 people who are “very concerned” about the availability of green space and public access to trails and the river.

- We live in a very small area surrounded by some immovable barriers (College Ave., College Ave. bridge, Lawe St. and the Lawrence campus), just east of our urban center - downtown Appleton, a primarily concreted area. We have no park in our neighborhood. The Fox river and its trails are the only greenspace we have. It is IMPERATIVE that we continue to be able to use these areas of greenspace. They should not be reserved for only those who pay rent or own property on the river.
- Green space is highly desired and fits the natural surroundings, yet the proposed development is focused on housing units.
- No matter what the developer may do to attempt to control it, people will always find a way to access site.
- I worry too that the quality and presence of wildlife will decrease.
- This property is effectively the last prime riverfront property in Appleton. Making this a high density residential development will permanently take away the potential benefit for all Appleton residents. Promises for public access are easy to make, however, who will be comfortable having a family outing in a stranger's "front yard"?
- Access to trails and the river is a great benefit of living downtown in this neighborhood. It should definitely be maintained.
- This is a rare, pristine and beautiful parcel of river front property in our city home to many species of birds and other wildlife. We need to consider the aesthetic value of this property preserving the natural habitat as much as possible while providing public access to trails and the river.
- As the housing development at the former Riverside has done, the developer should be required to build a park area for the residents -- especially if 120 units are built. There should be green spaces at the units, sight lines to the river, and a path along the river front. Unless it is a gated community, it will be public access..
- Love to walk the trail down by the river with my pets (pooper scooper in hand of course!)
- I am concerned that the owners will at some point in the future try and restrict access to the river.
- I feel Appleton doesn't have enough public access to the river area as it is, and what is available is not really
- I use the trails almost daily, so I was interested to see that Vetter Denk presented some term like "pedestrian friendly" as one of its main focus points in their introduction. Then there was no information given on how it would be so. What do they mean by that? How so? And for whom? Their residents or the public? If the public, where will parking be? How will their trails,

if any, hook up with existing trails? I have never gone walking on the private property of an apartment complex, and don't see how this would work if they meant the public would have access. I would feel like a trespasser unless the city is involved and signage welcomes all pedestrians.

- Lot lines between the development (public) and private property? Who will patrol the walkway?
- It's a hiking, bird-watching, and skiing area that many of us use.
- I have seen nothing so far from the developers showing that the development benefits our neighborhood. Green space around the development would be a start, but not nearly enough to justify the congestion that we will have to endure.

There are 4 comments from the 7 people who are “somewhat concerned” about the availability of green space and public access to trails and the river.

- Sprawling residents means less green space and public access to trails and the river
- We understand the need for development, taxes etc... but there needs to be a balance with the amount of units and good access to the river as well as maintain natural habitat for protected animals in our neighborhood.
- Green space in the middle of an apartment complex is not going to feel like public space regardless of the size. I don't see myself using the green space or public access to the river without feeling like I'm walking through someone's backyard.
- Having the development be a green space would definitely increase the attractiveness of living in the downtown area.

There is 1 comment from the 1 person who is “a little concerned” about the availability of green space and public access to trails and the river.

- The most I would require would be continuation of the riverside trails and access to them.

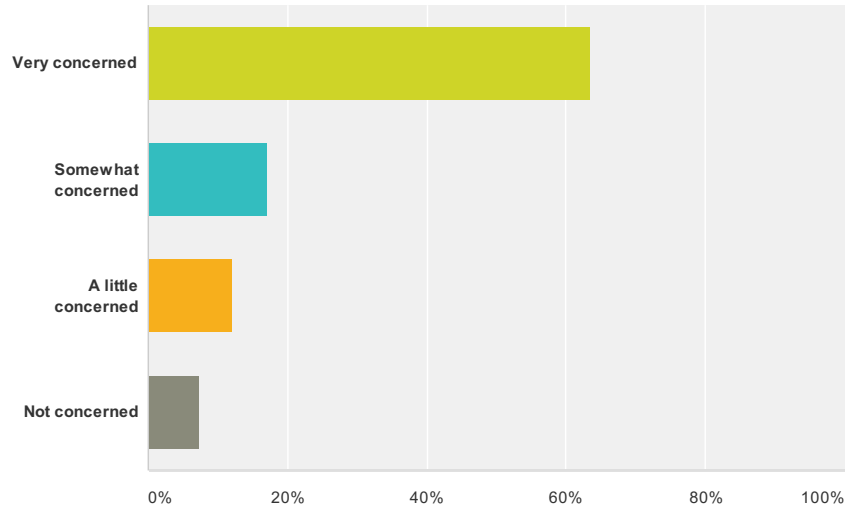
There are 3 comments from the 3 people who are “not concerned” about the availability of green space and public access to trails and the river.

- The city has mandated it.
- As I understand the developer's plans, there is likely to be more access to the river than there is now.
- The entire area used to be either a working factory or a parking lot. Then it was an abandoned factory and parking lot. Now it will be landscaped and have park space. What is not to like?

College & Lawe Neighborhood Survey - February, 2014

Q3 How concerned are you about fire trucks and other safety vehicles being able to access the new development without blocking traffic?

Answered: 41 Skipped: 0



| Answer Choices | Responses | |
|------------------------------|-----------|----|
| Very concerned | 63.41% | 26 |
| Somewhat concerned | 17.07% | 7 |
| A little concerned | 12.20% | 5 |
| Not concerned | 7.32% | 3 |
| Total Respondents: 41 | | |

There are 14 comments from the 26 people who are “very concerned” about fire trucks and safety vehicles accessing the site without blocking traffic.

- All traffic entering this neighborhood passes by our home and the street becomes very narrow and congested on many occasions. It will most definitely be safety issue if you add in hundreds of residents in such a small area. When school begins in the fall the alarms sound very regularly and the flow of traffic will be impacted. This year and other year's the past, snow accumulation in the roads cause the road to narrow. Consequently, Meade St. is literally down to 1 lane of traffic flow with cars parked on the west side of the road.
- I do not think there is enough room for fire trucks or ambulances to safely navigate Meade St., much less John St., with the number of cars that are parked along either of these streets when Lawrence is in session, much less when there is a special event at Lawrence in the Campus Center, Art Center, Chapel, etc. I am also very concerned the number of residents proposed to live in this development may mean that MULTIPLE vehicles will be needed - NO ROOM!
- The noise and blockage from ER vehicles will be a serious detriment and hazard to the area, especially the existing neighbors' safe entrance and egress to and from their homes.
- With potential additional traffic and parked cars it would be extremely difficult to access any new development.
- Only 1 street enters and exits the proposed development.
- Only one street provides access to the site. This alone should be of great concern for Appleton officials. The street is barely adequate for two lane auto traffic, let alone service and emergency vehicles. This is further complicated in the winter with snow accumulation.
- Outside of the new development I'd be concerned about blocking traffic, but if I lived in the development I'd be even more concerned that emergency help would be blocked and not arrive in time.
- This development site has very limited access. Fire trucks and other safety vehicles would definitely block traffic. As is, fire trucks have extreme difficulty navigating corner coming from South Street and turning west onto John St.
- The two times neighbors tried to close off Alton Ct. at College Ave. over the years, we were told by the city that couldn't be done because such vehicles MUST have 2 access points. For the development across the river, they are adding a road from the riverfront to Telulah Park for that very reason. Why should this development be an exception to all previous policies and precedents? If it's a safety issue for the handful of houses on Alton St. and Ct. to have two access points, why is it not an issue for 120 units?? Here's an example of why it's important: When Paul Schreiter's house at the end of Alton Ct. caught fire maybe six years ago, it happened to be on a Saturday morning in May when a race at the same time (the Sole Burner, I think) had runners going down the Lawe Street hill by the Lawrence library. Fire vehicles had trouble getting in, and the house was a total loss. The same conditions still exist.
- Fire trucks have a difficult time maneuvering our neighborhood today. This issue should be

addressed regardless of the Foremost project. Parking should be eliminated on corners and certain sections of our neighborhood streets. It's not safe for a small car, much less a fire truck, to drive around a blind corner with only enough road space for one vehicle. I also am concerned that there is only one way in and out of the site. I'm not sure how that can be legal and it certainly isn't safe.

- I deplore the city's seemingly boundless deference to huge commercial trucks making wide turns, scarcely touching the brakes, yet does not seem to care so very much about access for fire trucks in confined residential areas.
- Look at John St. now with all the snow - it's only one lane.
- If there is a fire at the development, common sense says our neighborhood will be nearly inaccessible from College Ave until the majority of the safety vehicles leave. How about doing a trial run and bring all the fire trucks and ambulances necessary into the Foremost Neighborhood and see how far up they intrude into our neighborhood.
- This is one of my biggest concerns. Fire trucks block access when there is only one road in and out of so many parts of our neighborhood.

There are 3 comments from the 7 people who are “somewhat concerned” about fire trucks and safety vehicles accessing the site without blocking traffic.

- I am more concerned that reaching the development would be too difficult / slow for those vehicles to reach on time.
- I am also concerned about the service vehicles: increased garbage collection, Fed Ex etc traffic, Plus the traffic of a housing area that will double the number of homes: all those trips to work, to the doctors, to schools, to shops & groceries.
- Unsure how often this would occur. However, many of us only have 1 way to get into and out of our neighborhood and if there were blocked it would be a concern.

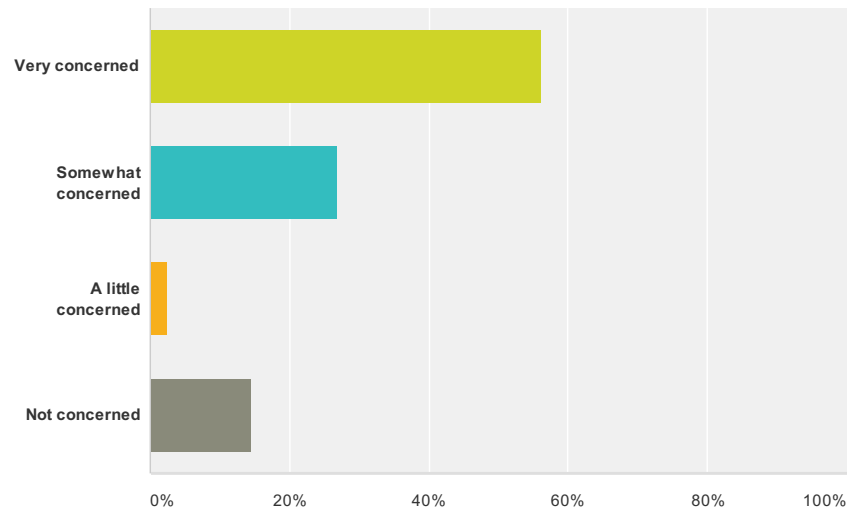
There are no comments from the 5 people who are “a little concerned” about fire trucks and safety vehicles accessing the site without blocking traffic.

There are 3 comments from the 3 people who are “not concerned” about fire trucks and safety vehicles accessing the site without blocking traffic.

- If someone's house is on fire or there is a medical emergency, a little inconvenience is of no consequence.
- Their problem!!
- This question seems to be asking if I am concerned about whether I will have a tough time running to Walgreens while the Fire Dept. responds to an emergency. Not sure I follow.

Q4 We live in one of Appleton's oldest, most historic neighborhoods. How concerned are you with the architectural design of a new development being compatible with our existing homes?

Answered: 41 Skipped: 0



| Answer Choices | Responses | |
|------------------------------|-----------|----|
| Very concerned | 56.10% | 23 |
| Somewhat concerned | 26.83% | 11 |
| A little concerned | 2.44% | 1 |
| Not concerned | 14.63% | 6 |
| Total Respondents: 41 | | |

There are 16 comments from the 23 people who are “very concerned” about the architectural design of the new development.

- I believe we should conserve the beauty of this old historical area. The new architectural design will ruin this beauty.
- We have worked very hard to maintain the integrity of our home and have invested considerable time and money into doing so. We have many beautiful and historic homes in this neighborhood and feel that a new development needs to be consistent with this historic part of Appleton. To add as many new apartments as possible compromises the integrity of this historic neighborhood.
- Area is filled with historically significant homes. Any development needs to fit in with the existing neighborhood, especially since if it is built, most of us will have to look at it out of our windows day and night.
- The historic architecture is but one aspect of the culture and lifestyle that would be diminished and even destroyed by doubling the population of the neighborhood. It's unconscionable that the one beautiful historic Lawrence neighborhood is not being actively preserved.
- In previous Vetter-Denk visual presentations I've seen nothing that would be compatible with our neighborhood.
- A large development project doesn't fit the character of the area either.
- Ideally, new construction would match existing.
- With all due respect for the abilities for the developer, a new development will be incongruent with the character of the neighborhood. Other underutilized river front developments should be maximized to meet any perceived demand for additional housing for any income strata.
- I'm concerned with the density of population in the new development more than I am with architectural design (although it should look nice, of course). Having a large number of dwellings piled on top of each other, and large numbers of people living in them, makes the whole beautiful neighborhood less desirable on all fronts.
- The architectural design of this development to suit the historic neighborhood is paramount!
- Would like it to have the same "feel" of our neighborhood.
- I have not seen a new development that will have the same look and feel of an historic building. They still look and feel new.
- How can a 70 or 120 unit complex ever fit in architecturally?
- The only nod to that fact that I saw in the plans was the use of yellow brick. But the design was modern and not especially attractive.

- New Apartments don't fit in Historic locations.
- I live in an older home, built in 1928. Improvements that I make to my home are kept in line with the original architect of the home. I would hope we could keep that in the neighborhood.

There are 4 comments from the 11 people who are “somewhat concerned” about the architectural design of the new development.

- The current developers seem to understand the importance of preserving architectural integrity.
- There is a mix of homes in the neighborhood, with a majority of an older style. This development should honor the prevailing understated style, and should be of the highest quality of construction.
- While the design doesn't necessarily fit the neighborhood, I feel that Vetter Denk's design is much better than the units being built on the other side of the river. Aside from the amount of units, the design is the least of my worries.
- They could very easily prepare inexpensive posters showing several proposed building designs and facades, to be on display for several weeks at City Hall or the library, if they are permitted to proceed with a project.

There is no comment from the 1 person who is “a little concerned” about the architectural design of the new development.

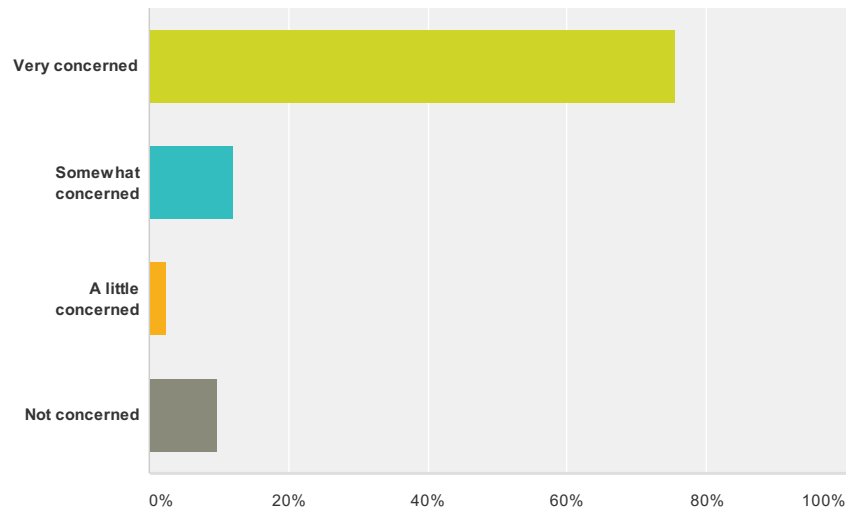
There are 4 comments from the 6 people who are “not concerned” about the architectural design of the new development.

- Present houses are a mixture of styles.
- In our neighborhood, houses vary in age and design, with several of the newest, least historical in terms of architecture, in that immediate neighborhood.
- Again, the development will be replacing a cinderblock and metal sheet-sided factory which was derelict until it was demolished. Well designed architecture has a place in the neighborhood--just see the new sustainable house built on S. Green Bay Rd.
- The development will not be a part of the neighborhood since it is down by the river. I think this concern is the weakest link in our argument against the development. It gives a ring of selfishness on our part.

College & Lawe Neighborhood Survey - February, 2014

Q5 How concerned are you about environmental issues related to the development, including noise, light pollution, and potential displacement of wildlife (such as nesting eagles)?

Answered: 41 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Very concerned | 75.61% 31 |
| Somewhat concerned | 12.20% 5 |
| A little concerned | 2.44% 1 |
| Not concerned | 9.76% 4 |
| Total Respondents: 41 | |

There are 17 comments from the 31 people who are “very concerned” about the environment, noise, light pollution and wildlife displacement.

- If you add such a large volume of rental homes in such a small space there will be no chance for wildlife to exist peacefully with us. They will disappear. It is such a lovely experience to walk by the river and listen to nature. The sheer volume of people, cars and pollution will make it undesirable to all. We are afraid animals will make their homes elsewhere and so may those of us that have lived here because we love the variety our historic neighborhood offers.
- Extremely concerned! I live just above the proposed development area and hear everything that goes on down there. Sounds are amplified (I am aware even now of night noises - cars being moved along John St. since we do have a window open for ventilation while we are sleeping). Since the Foremost factory closed, I have appreciated not having light pollution but I am very worried that this might be an issue. Every morning I can see eagles flying up and down the riverbank and pausing in the trees on the hill above the eastern area of the proposed development. I watch them fly to the nest. I cannot believe that the developers and the City of Appleton would be so short-sighted as to disrupt these creatures. Even the most careful development will be destructive to the ecology and its fauna.
- The City has an obligation to preserve and protect the wildlife and neighborhood environment. We didn't move into a quiet riverfront neighborhood to see it become an environmental tragedy.
- At significant cost the entire area had to be capped with clay due to significant, long-term soil contamination.
- Currently the river area is relatively natural and I don't want that destroyed.
- It is easy for anyone that does not live in the neighborhood to state that these are not significant issues. All of these are real issues for the local residents. Currently the lights on the east side of the river reach into my home. Once the wildlife leaves, it is unlikely it will return. Construction activity will encourage them to leave.
- Additionally, an intermittent sewer gas smell has been a continuing issue within some basements of South Rankin Street and John Street neighbors. The emergence of this smell seems to coincide with the building of the Warch Center. Would this current development proposal worsen this situation?
- These factors (lighting, noise, traffic well into the evening, parties) will impact wildlife as well as the life style of the neighborhood: quiet now prevails.
- We are avid wild life advocates and love to see the eagles and, in season, the pelicans that call our area their home.
- In my years here I have seen deer, a fox, a pheasant, a wild turkey, an opossum, and raccoons. Migratory birds use the river corridor every spring and fall. And nesting eagles!
- There is a Federal Law NOT to build within 1000 ft of a nesting Bald Eagle. This is right from the

WI DNR. This should be pushed!

- They should also plan to build above the level of the wave height of the pulse of fast-moving water if the upstream dam should ever fail. The city should avoid all conceivable flood plain issues. Many places are sadly learning that 100-year levels are not conservative enough. And dams can fail.
- See question 2 above. That many cars in a confined area will add considerably to air pollution.
- I fell in love with our neighborhood because it is a small quaint quiet neighborhood. For me, it would be a quality of life change.
- If there is an environmental impact study somewhere, I haven't seen it.
- The sewer lines are also an issue, also added exhaust in the low area rising up.
- This will change the whole nature of our neighborhood unless carefully done.

There is 1 comment from the 5 people who are “somewhat concerned” about the environment, noise, light pollution and wildlife displacement.

- It was a good try but I think the eagles will be just fine.

There is 1 comment from the 1 person who is “a little concerned” about the environment, noise, light pollution and wildlife displacement.

- Wildlife will stay but will be reduced at the actual site. Eagles - not a problem.

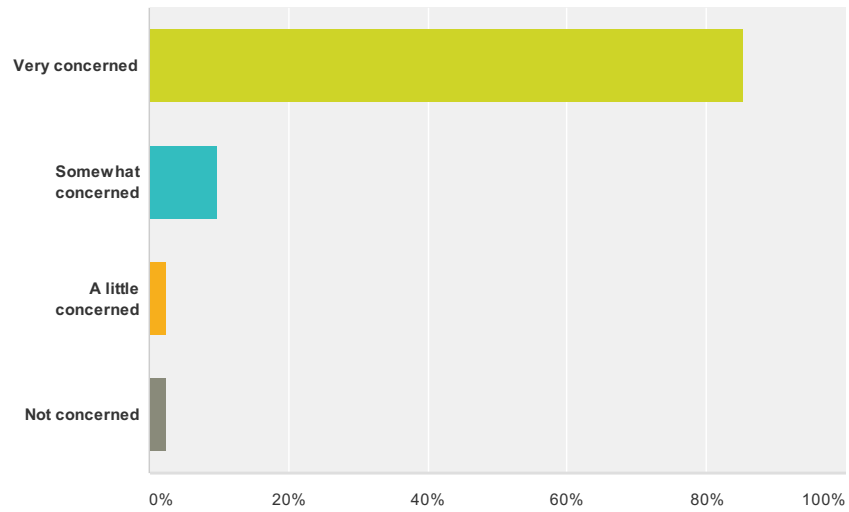
There are 2 comments from the 4 people who are “not concerned” about the environment, noise, light pollution and wildlife displacement.

- I assume city noise ordinances will apply. Light pollution is a problem but that can also be controlled by the developer -- and much of the present light pollution comes from existing homes that have yard and porch lights that are left on. I do not think the complex will displace wildlife and I am not aware of any eagles nesting in that area.
- Again, I've been in the neighborhood long enough to remember when the whole site was a working factory/parking lot being served by semi-trucks and multiple shifts of workers. Residential development is certainly less impactful than industrial. Also, it is illegal to disturb nesting eagles under 16 USC 668, so this development already has to take their existence into account. Additionally, these housing units will have to go somewhere to match demand. This is brownfield infill development, literally the most environmentally friendly development available. Forcing more units out of the downtown core will just place more pressure on undeveloped and agricultural land on the periphery of Appleton, and increase the total traffic miles driven.

College & Lawe Neighborhood Survey - February, 2014

Q6 With roughly twice as many cars needing to get in and out of the neighborhood, plus additional service vehicles, the new development will result in increased traffic. The city has conducted a traffic study and believes there will be no significant traffic problems or delays. How concerned are you about increased traffic in the neighborhood?

Answered: 41 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Very concerned | 85.37% 35 |
| Somewhat concerned | 9.76% 4 |
| A little concerned | 2.44% 1 |
| Not concerned | 2.44% 1 |
| Total Respondents: 41 | |

There are 22 comments from the 35 people who are “very concerned” about increased traffic in the neighborhood.

- Increased traffic means increased noise and more hazards.
- Extremely concerned. We may not likely get out of our driveway. As it is, it is a challenge. Common sense tells you that traffic will be a big problem for all involved. This is a pedestrian neighborhood that already has an issue with parking due to narrow streets, campus, campus catering business, events etc.. It makes no sense to add hundreds more people, vehicles etc. to such a small piece of land. We can picture sitting and waiting to get out of our driveway and then waiting in line to get across College Avenue when you add hundreds more cars. It will not be a positive experience in a historic neighborhood that we love. With the traffic study, people can enter the neighborhood off of College Ave. and Rankin St. They can and do park on Rankin and Alton St. east of Meade St. and walk to the Warch Center. These people were not counted in the traffic study as the equipment for the study was placed on Meade St. south of Alton St. and on Alton St. west of Meade St. Also, it appeared that during the last 2-3 days of the study, some of the equipment on Meade St. was pulled off the road and placed on the terrace.
- VERY CONCERNED!! As I write this on February 26th, there are cars parked opposite my driveway at the end of Alton St. It is very difficult for me to maneuver my car back out of the driveway now with the current parking situation. I think the situation will become intolerable should the traffic increase (as it inevitably will), since I know people will turn east on Alton to get out to College on Rankin or Alton Ct. The happened when College Ave. was repaved and also when Lawe St. was un-usable because of bridge replacement.
- The City is naive.
- I think city administrators are whistling in the dark concerning the impact of heightened area traffic.
- There are already parking problems, especially when there is an event at the University.
- The opinion that "traffic would not be a problem" is held only by those who would not have to endure it = people who don't live in that area.
- I am concerned if the study is even accurate. Traffic counters were disabled during the test period. For me it is suspect that the "study" results in what was presented and promoted by the City.
- The traffic survey was flawed--Lawrence was just about closed at that point, so numbers of people counted were greatly understated. They should trust the neighborhood on this of all questions.
- After living in the neighborhood almost 30 years, we find it impossible to accept the results of the city's traffic study. We anticipate significant traffic challenges and delays negatively impacting the neighborhood. We are very concerned.
- That traffic study was flawed with limited hours of counting, with broken wires, with only

selected parts of intersections involved. The access to College is already very limited, and access to Meade at Alton is already very dangerous.

- Mead street south of College is virtually a one lane street. Two cars must slow to avoid a collision with parking and snow build up.
- The traffic light at College and Meade is a problem NOW, as it gives us barely enough time to even think about crossing college before the green light turns to yellow. When the students are in session the streets become quite congested, and I have narrowly missed a head-on collision at the curve where Meade turns into South street more than once. Parking is atrocious!
- Get your head out of the sand. How can anyone possibly think this is not going to have an impact?
- One issue not mentioned is that the parking on west side of Meade between Alton and John blocks views for traffic on Alton coming from Lawe when crossing over Meade. More traffic=more issues.
- Frankly I don't think the study was an accurate study. Just counting cars shouldn't be the only factor. Count parking for Lawrence students who commute, professors or other people who work at Lawrence, the church, and just parking for guests of residents in the neighborhood and it adds to a lot of vehicles in a little space. Winter snow banks don't help the situation!
- The Foremost workers, when they got off their shifts, used to speed east down Alton St. as a shortcut to the bridge and to avoid the light on Meade and College. I can see that starting up again. However, back when Foremost was there, not nearly as many Lawrence employees parked on Alton St. This has been a new development in the last five to ten years. They now park halfway own the 900 block of Alton daily. Add increased cars traffic, and it's not a good scenario.
- Will NOT work. The traffic study was not completed. It was a guess on the City's part.
- All you need to do is visit our neighborhood at different times of the day and during different seasons to see that we already have MAJOR issues. Most of our streets only allow for one vehicle to pass at a time, parking is allowed on blind corners, cars park past aprons, Lawrence students cross in front of cars and walk oblivious down the middle of the street, and fire trucks circle the neighborhood frequently. I'm not sure how the traffic studies were conducted but the conclusions baffle me. I think someone has to come out and actually take a look instead of counting cars. Increasing the population in an already congested, dysfunctional space WILL have a negative impact...we don't need a traffic study to tell us that.
- They studied for vehicle traffic, not pedestrians. Cars will overwhelm Alton to get to College at rush hour. There are LU students and day-care kids to worry about.
- I believe there would be a major impact on our daily life with the additional traffic. It would be a great concern for families with young children. In the Oct meeting it was brought up about how much traffic there was when Foremost was running full capacity. There may have been significantly more traffic, but for many of us that was long before we invested in the

neighborhood. It was before families choose to make their homes there and raise families. The decisions these families made were made with the more recent traffic flow in the neighborhood.

- The 2nd traffic study is as inadequate and sparse as the first study. I am not convinced at all that there will be no impact during the morning rush hour to access College Avenue. The only way we will ever know until it is too late, is to stage 100 cars out of the development to College during rush hour 7:00 to 8:00 A.M. when Lawrence is in session.

There is 1 comment from the 4 people who are “somewhat concerned” about increased traffic in the neighborhood.

- Don't lose sight of the very short-range commuter traffic between College Avenue and Project Bridges at morning and evening peak times. I was not persuaded when we were told that the traffic light would not need retuning, e.g., to break peak time flow along College Avenue for left turns into Meade Street.

There is 1 comment from the 1 person who is “a little concerned” about increased traffic in the neighborhood.

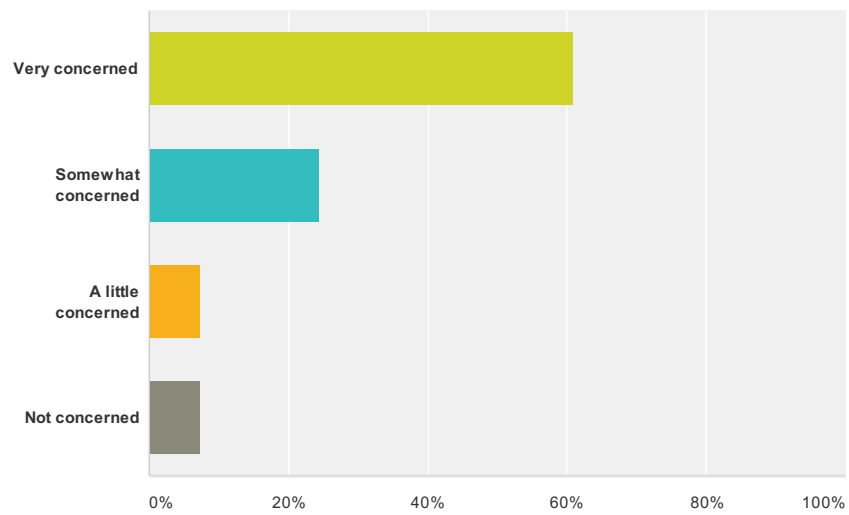
- I am not at all concerned about traffic delays. Increased traffic can be handled with traffic calming measures. The real issue is whether Appleton's traffic engineer is competent enough to understand how such calming measures are created.

There is 1 comment from the 1 person who is “not concerned” about increased traffic in the neighborhood.

- We live in downtown Appleton.

Q7 As the proposal currently stands, parking on one side of John St. will be eliminated to facilitate access in and out of the new development, and the parking lot at the bottom of John St. will be eliminated as well. The new development itself will likely have on-site parking available for its residents. How concerned are you about the new development affecting parking in the neighborhood?

Answered: 41 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Very concerned | 60.98% 25 |
| Somewhat concerned | 24.39% 10 |
| A little concerned | 7.32% 3 |
| Not concerned | 7.32% 3 |
| Total Respondents: 41 | |

There are 20 comments from the 25 people who are “very concerned” about the new development affecting parking in the neighborhood.

- There is such limited parking currently. The parking for the development will hopefully accommodate the people that live there but what about visitors? Where will they all park as we will now have less space than we had before but many more people. With the addition of the Warch Center events, the decrease in parking will be a significant problem for Lawrence alone. You cannot keep increasing demands on parking and then reduce parking space. This is again compromising the integrity of an historic part of our city!
- Lawrence students, John St. residents and their visitors, Lawrence campus visitors will have nowhere close to Warch to park. It is inevitable that overflow will come down Alton St. It already is in the 900 block and will get worse. There are events held at LU both during the school year and summer (weddings) that draw many visitors to campus. You cannot penalize the neighbors and LU residents and visitors because you want this new development to happen on the City's terms.
- Again, the City traffic study is off-point and naive. Does anyone really believe that 180 units won't generate a serious traffic and especially parking problem there? The neighbors can't park on their streets NOW due to the Warch Center.
- The L.U. "parking lot" would be eliminated, thereby increasing students on-street parking which is already very congested.
- Already there are too many cars and too few parking spaces.
- Limited parking is already an issue in the neighborhood.
- Unless there will be adequate parking within the development, there will be more congestion on street parking
- Parking is a problem NOW! Loss of John St. and the Foremost lot (I counted 26 cars in this lot) would make it much worse. LU students might start leaving their cars north of College - LU may need a parking structure somewhere. Now it is bad enough that an event at the Warch Center requires shuttle buses between the Methodist church and the Warch center.
- Parking currently is inadequate at best. It should be expected that the Lawrence students and employees will migrate to the street parking in the "development".
- Parking is way too scarce already, especially for Lawrence-related vehicles. Even if parking is provided for residents of the development, there still will be congestion in the surrounding areas.
- This new development will cause major parking challenges considering the very limited parking options currently available!
- The development must be required to provide parking for its residents, and not just one car per unit. And there will need to be parking for residents' guests -- which we are unable to have

because Lawrence has not provided parking for its staff at the Warch Center and for its students in the existing dorms. And LU is considering adding more residential units at this east end of its campus.

- Since Foremost will now be a public site, will parking be made available for the public to enjoy the waterfront?
- What happens when I have company. It is rare to find a daytime parking space during the weekdays.
- Where will cars which currently park on John park if this happens? Alton and Meade are already parked full when Lawrence is in session.
- There isn't any parking now.
- On any given day, regardless of the season, when cars are parked on either side of John Street only one car can pass at a time. Reducing parking to one side of the street year-round will not make the street wider so I don't see the benefit. Lawrence students already have very few parking spots causing them to get "creative" at times. Reducing the number of spots and increasing the population is obviously going to cause more issues.
- Parking has been an issue as long as I have lived on Brokaw Place. It is magnified when LU is in session.
- This does not take into account the cars of visitors to occupants in the Development. Where will they park? One guess is they will park as close in our neighborhood to the Foremost Development as they can get. This is a very big unanswered question.
- Parking already is a huge problem and there is nothing I have heard that suggests a solution is being pursued.

There are 4 comments from the 10 people who are "somewhat concerned" about the new development affecting parking in the neighborhood.

- I believe parking should be removed from both sides of Meade (south of College), but the city has so far not agreed. However, that can be easily fixed at any time if a problem arises.
- Will there be parking for the visitors of the residents also, or will they need to park on our neighborhood streets also? I am certain that Lawrence kids have used that parking lot for their vehicles, so eliminating that may have an impact.
- Isn't the parking already limited to one side? I had a friend on John St. who found it extremely difficult to host a dinner or party because there was no parking, and improperly parked vehicles got towed promptly.
- I'm more concerned about the traffic.

There is 1 comment from the 3 people who are “a little concerned” about the new development affecting parking in the neighborhood.

- Lose the sense of the "neighborhood"...

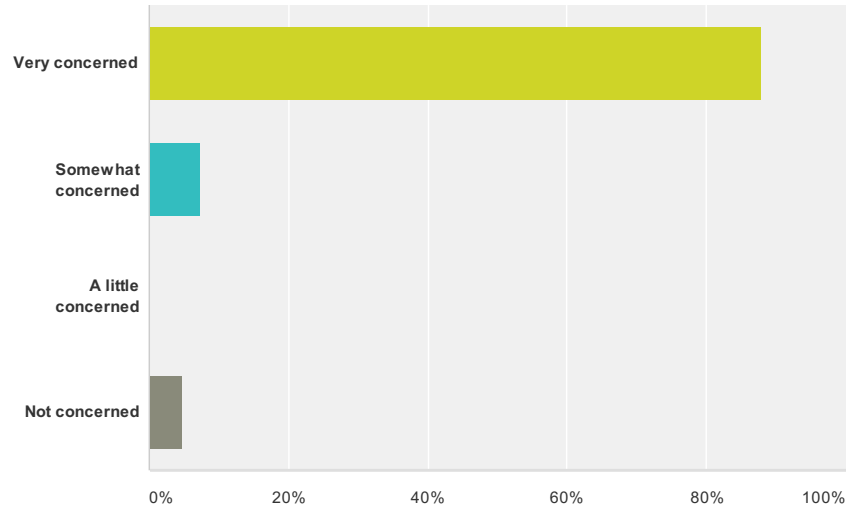
There are 2 comments from the 3 people who are “not concerned” about the new development affecting parking in the neighborhood.

- It will have an effect on Lawrence students, not on neighborhood residents.
- Street parking is a luxury, not a right. It takes up street space better used for transportation-- from cars to bikes.

College & Lawe Neighborhood Survey - February, 2014

Q8 The initial proposal called for 180 apartments on the Foremost factory site (the most recent proposal called for 120 units). How concerned are you about the number of housing units in the new development?

Answered: 41 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Very concerned | 87.80% 36 |
| Somewhat concerned | 7.32% 3 |
| A little concerned | 0% 0 |
| Not concerned | 4.88% 2 |
| Total Respondents: 41 | |

There are 19 comments from the 36 people who are “very concerned” about the number of housing units in the new development.

- This is a huge number of apartments. If each family in every apartment equals 4, it means the residents will increase by 720. This is unacceptable in this part of the area.
- Way too many units. That is adding about 200 more people in a very small space. Why not go back and re think about 30 units/condos in which people can become invested in their neighborhood rather than a transient neighborhood. It would be a shame to have our neighborhood become one in which people come and go. We want neighbors who will stay living here. People cannot build equity in a rental unit so we know most likely they will leave. We want people to take pride in ownership and also feel like they are not on top of each other.
- Way too dense a population - like trying to fit a 500 lb. hog in a silk ball gown - you can jam it in, but it won't be pretty, won't ever fit right, and will make everyone unhappy (including the hog)!
- The density of the proposal is disturbing in light of the current culture and lifestyle of the historic homeowners who will lose their way of life if 120 units are shoe-horned into the neighborhood.
- Every morning I look out and in winter I can see the entire area and I can't see any reasonable development there.
- It still seems like a very high volume for such a small space.
- 120 is a non-starter because of the effects on neighborhood and traffic.
- It is amazing that the City would even accept a proposal that violated its own zoning ordinances. It appears that the uniqueness of the existing neighborhood is being completely discounted.
- Very concerned about the addition of 120 units!
- The comparisons used by the developers at the meeting were based upon a much larger land parcel than the current proposed site.
- The initial Pfefferle proposal was for a dozen homes, and the neighborhood received that very well. The concern with apartments is the turnover of residents, the commitment to the neighborhood, the quality of the construction, the maintenance of the buildings. Banks are not now lending to condo construction, but apartment construction is reaching saturation, and then the banks will lend to condos.
- Still way too many.
- Is it necessary to even have 50? Quite honestly River Heath isn't even completed and the condos on the east side of the river aren't even full, why is there a need for that many units?

- It's just too many for the site and for the area's ability to handle such a huge increase in traffic.
- 120 is still way too high for the space and the neighborhood...
- As a matter of principle, I do not favor a high-density situation located where there is only one traffic path in and out. I think that is bad civic design.
- It's way too many. That's potentially several hundred cars at rush hour.
- The concern I have is not what the development will look like once it is built or for the first few years. If you drive around Appleton or any community you will find run down complexes, these complexes were new once and I suspect very nice. What will this complex look like in 10 or 20 years?
- 120 units still overwhelms the area. I could see 80 units being the maximum.

There is 1 comment from the 3 people who are “somewhat concerned” about the number of housing units in the new development.

- 120 units is still a lot: we are concerned that this size of a development would negatively impact the character of the neighborhood.

There are 0 comments and 0 people who are “a little concerned” about the number of housing units in the new development.

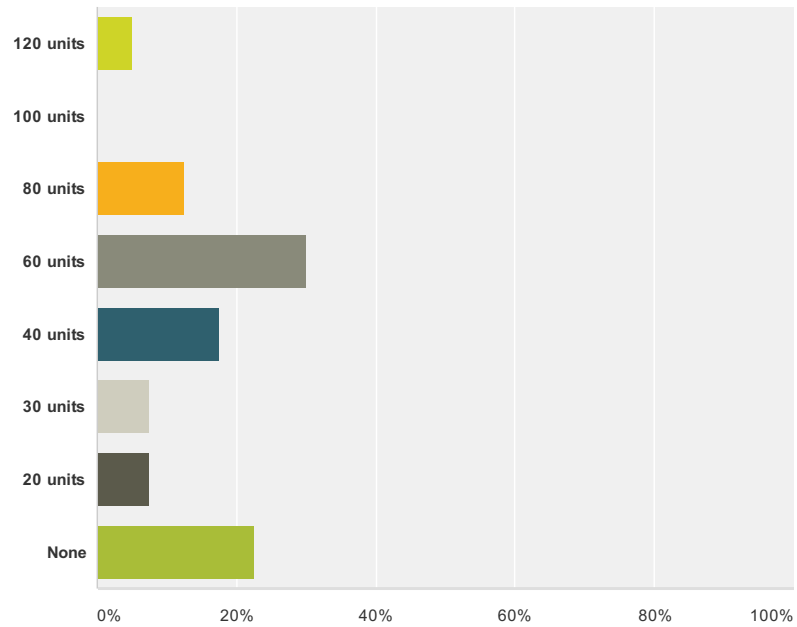
There are 2 comments from the 2 people who are “not concerned” about the number of housing units in the new development.

- Appleton needs more high quality rental housing in the central city area. This development seems appropriate to meet that need and is much preferable to more sprawl on the edges of town.
- I wish it were more units, to be honest. Appleton needs more density in its downtown core to ensure a livable district. A quick Google search will show you that well-designed density will raise property values. There is little empirical evidence suggesting that the opposite is true.

College & Lawe Neighborhood Survey - February, 2014

Q9 Based on what you currently know, what do you believe is the largest number of housing units that would be acceptable for the development on the Foremost site? (We want to give the planners a clear message about the upper limit that most of us would find acceptable.)

Answered: 40 Skipped: 1



| Answer Choices | Responses | Count |
|------------------------------|-----------|-------|
| 120 units | 5% | 2 |
| 100 units | 0% | 0 |
| 80 units | 12.50% | 5 |
| 60 units | 30% | 12 |
| 40 units | 17.50% | 7 |
| 30 units | 7.50% | 3 |
| 20 units | 7.50% | 3 |
| None | 22.50% | 9 |
| Total Respondents: 40 | | |

There is 1 comment from the 2 people who believe 120 units would be acceptable.

- The developer has the right under the zoning to develop 120 units, and the city has already sunk money into site remediation that they are planning on returning via property tax revenue, so my guess is this is what will be built. Also, its important to note that in order to justifying building on the site at all the developer needs to have a certain number of units. I think there was an RFP sent to something like 50 developers, and Vetter Denk was the only one to return a bid. That should tell you something about the low return for building on this site.

There are 0 comments and 0 people who believe 100 units would be acceptable.

There is 1 comment from the 5 people who believe 80 units would be acceptable.

- As I said before, 120 units is like trying to jam 100 pounds of sausage into a 5 pound box.

There are 5 comments from the 12 people who believe 60 units would be acceptable.

- This will even cause congestion but it will hopefully be manageable. We firmly believe they should be condos and not rental units.
- If the development is forced on us, the maximum units should be equal to the number of units necessary for a financial breakeven plus a small profit.
- I still think there is a market for high quality attached housing, or town houses. Look at Fox Landings, or at Timber Row near the ball park, or at Lawrence Court.
- Even that's a high number considering the lack of access, but I'm trying to work with the city here.
- Prefer to see fewer units, condos owned by people who have a vested interest in preserving the neighborhood.

There are 3 comments from the 7 people who believe 40 units would be acceptable.

- If it must be done, limit it to 40 units.
- Ideally I prefer none but I'm realistic enough to realize that will never happen.
- This is assuming the other considerations and issues are adequately addressed, which might be doubtful.

There are 2 comments from the 3 people who believe 30 units would be acceptable.

- The neighborhood previously survived the two "Executive House" apartment buildings, now used by Lawrence University. Since the last time I was inside, I have forgotten the capacity, but it was probably a total of about 20 units in all.
- I believe that condos would be the best choice for this development. With condos there is an ownership. In speaking with people there are at least two families who would be interested in owning a condo in that area. There are enough, in my opinion, apartments available in the local area.

There is 1 comment from the 3 people who believe 20 units would be acceptable.

- Either the development should be very small and respectful of the area's nature and residents, or it should not be there at all.

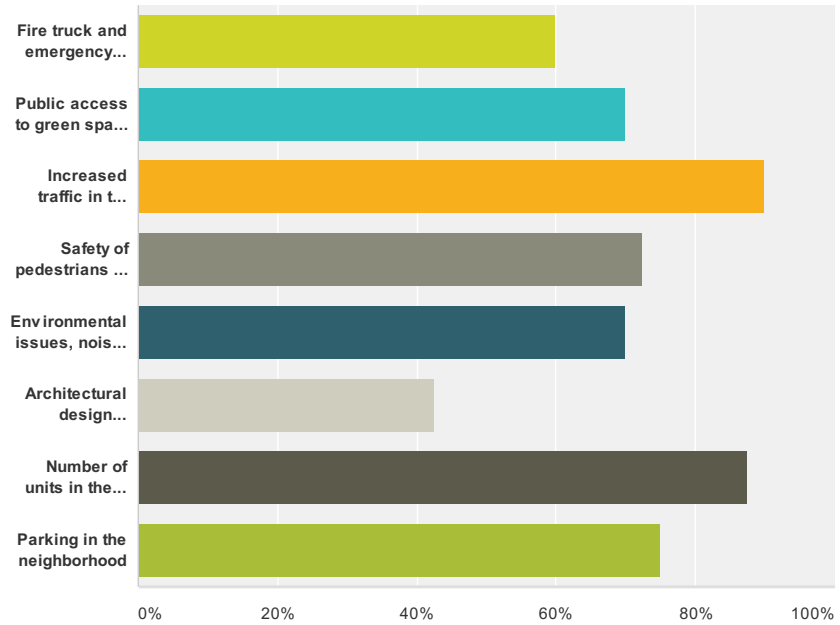
There are 6 comments from the 9 people who believe no units would be acceptable and something else should be done with the property.

- Ideally, I would like to see this remain greenspace available for the public, protected and valued for its wildlife, flora and riverfront. If it is developed, it will never return to greenspace and Appleton will have shown itself to be more concerned about financial gain than about improving the city both for current residents and future citizens. (I was not happy with the PHP proposal of 8 stand-alone houses but might have been able to live with it had it been handled sensitively.) Also, Richmond Terrace is not fully occupied. River Heath is being built almost directly opposite the proposed development area. Are we really certain that we need another development like this? Or is it just about financial considerations?
- While some would find 60-80 units or more acceptable, they should remember that each unit will be a "mini-house" with the potential to double (or triple) the size of the neighborhood population. The development is a terrible idea when viewed in that light. A business would be a better option.
- I'd prefer none, but if a few units--probably not as many as 20--were built as two-story townhouse-style homes that might be an acceptable alternative.
- I do not support the idea of a housing project on the Foremost site AT All. I like our neighborhood just the way it is.
- If it's going to have public space then let's make a park. There is a huge amount of buildings going up across the river. Do we really need to litter the river with transient renters in high rises and not respect owners?
- Convert it to green space!

College & Lawe Neighborhood Survey - February, 2014

Q10 Now, please check the issues that are most important to you. You can check more than one.

Answered: 40 Skipped: 1



| Answer Choices | Responses |
|---|-----------|
| Fire truck and emergency equipment access | 60% 24 |
| Public access to green space, trails and the river | 70% 28 |
| Increased traffic in the neighborhood | 90% 36 |
| Safety of pedestrians and children | 72.50% 29 |
| Environmental issues, noise, light pollution, wildlife displacement | 70% 28 |
| Architectural design compatible with existing homes | 42.50% 17 |
| Number of units in the new development | 87.50% 35 |
| Parking in the neighborhood | 75% 30 |
| Total Respondents: 40 | |

Finally, there are 23 comments from people who responded to the following statement:

“If you have any additional comments about the Foremost factory site development, or other issues you would like to raise about the development, please let us know below.”

- It's obvious that the main goal of this Foremost factory site development is profitability (180 apartments) regardless of destroying the unique nature of this part of Appleton. I believe that the choice of the location is totally wrong in the first place. If we cannot convince the city to stop this venture, I wish the city would choose the minimum number of apartments to be built. I would suggest to build houses or condominiums for sale, not for rent instead of apartments.
- I have recently taken photos of Meade St. outside my home (near Alton) with the narrowing of the street due to snow accumulation. For weeks now, traffic is basically down to one lane. Cars nearly hit one another and beep at each other when they travel in both directions down Meade St. I also took a photo of students walking in the narrowed Meade St. adding to the congestion and concern.
- I grew up in this neighborhood - in this house. My family has lived here for over 45 years. I have seen many changes - I remember the Foremost factory (and its trucks and smells), suffered through two re-dos of College Ave. (1968 and the most recent re-do), the bridge replacement, the Foremost factory teardown, the building of the new River Heath apartments, the condos under the bridge on John St. I live in a 150+ year old house - I chose to stay here near the downtown of the city I grew up with. Though all of this, the Fox river has been the constant. I chose to stay in Appleton, in this neighborhood, because of who we are as a neighborhood - tolerant of differences, respectful of the past, and wise enough to preserve all that makes this such a great place to live. I have no wish to be exclusive and I know that all parties must be flexible where this development is concerned, but every morning when I look out over the river and see the sunrise or watch the eagles fly to and from the nest I think what a loss this will be and I wonder if Appleton will listen to its neighborhood. The decision that is made will have permanent repercussions. I hope that the decision is made carefully, with an eye toward the health and happiness of all.
- The missing issue here is the destruction of the existing neighborhood and the homeowners' way of life, our culture and our right to continue to preserve a way of living in the quiet manner the original families created and loved. If this development goes through, it will be a severe blow to the American life we believed we were supporting when we moved to the neighborhood. These sorts of back-room, ram-it-through, cold-hearted developments are the reason taxpayers lose faith in their elected officials. Save our neighborhood!
- When Foremost was still active they were a very smelly neighbor emitting a sour milk stench. I was awakened nightly by beeping, backing milk transport trucks. We endured several months of dirt, dust, and noise when the plant was demolished and I don't look forward to heavy traffic noise and light pollution that would be the result.

- Another issue that has not been touched on in this survey is the actual demand for these units and whether it is realistic to expect that they could all be filled or that people who might want to be in them could afford it. The Richmond Terrace project has not been excessively successful or filled either, so I have doubts as to the practicality of this development. Consider, too, the addition of more housing in the form of the River Heath project, which is already adding additional living space that may or may not be used to its full potential. The Foremost development may or may not be practical / economically viable if existing and similar units are not filled.
- I believe the city is not respecting this old neighborhood. ANY development will affect the intangibles of living in the neighborhood. THE CITY SHOULD EAT THE COST AND MAKE THIS AREA INTO A PARK.
- I would encourage the City to re-think how this jewel of a property is utilized for the benefit of all the Appleton residents...not just maximizing the taxable base. Introducing new architecture into this community will permanently destroy the eclectic, historical character. I have serious reservations how children would safely get to Edison School.
- The reason a lot of us, I think, chose to live downtown was the quality of life, especially the ability to walk or bike everywhere--downtown, Lawrence, along the river on the trails. Whenever the prospect of losing that quality arises, it seems like a threat to our life patterns and enjoyment. I hope the decision makers will keep that very valuable quality in mind and be sure to preserve it for us.
- All of the above indicated issues are extremely vital with regard to the development of the Foremost site.
- How will run-off from a large parking lot be handled? Hopefully the run-off will not be directed straight into the river.
- The city has any number of projects that have higher priority than this development, yet the planning department insists on pressing for more and more development in this historic neighborhood. There are already several completed high density developments at Eagle Flats, and an older one at the Historic Mills. And the River Heath project is well underway. It would be better for the city to focus on development in other areas, and let this area along the Fox absorb and adjust to the existing development -- and then seek proposals to fill in gaps. The city should also consider what development LU is planning in this same neighborhood.
- I think this area would make an excellent spot for a parking structure to be built for Lawrence students. This would hopefully keep them from parking up our neighborhood streets, and hopefully, the public would still have access to the river. The students would no longer have to worry about parking tickets or being towed. Sounds like a win-win solution to me!
- What if anything will be done about the sewage issue? The odor is already horrible during the summer months.
- By and large, none of these are of particular concern (please see my comments above). Change is always difficult and I certainly cherish this neighborhood. However, I do not think this

development posed any threat to the aspects of this neighborhood that make it such a good place to live. I do hope you will report to the ARA that there are people in the neighborhood who support the project as planned and presented.

- The city is doing a disservice by relying on one proposal. A hallmark of good management is to develop good options on which to make smart decisions. There is only one option that has been developed and that's Vetter Denk. There's no competition. What is the hurry?
- THANK YOU for stepping forward and organizing us in an articulate and intelligent way! I very much appreciate your efforts and know everyone else does, too.
- I checked "number of units in the new development" because I am concerned there will not be enough to meet demand. The Eagle Flats development was fully leased a couple weeks after coming online, and there is currently a waiting list. There is huge demand for rental units on the river and very limited supply. Green Bay and Oshkosh--our regional competitors--are busy building on their river front. If we want to retain the competitive advantage we have over these cities, we need to support what the modern economy requires--high quality rental living in walkable urban areas. Also I am concerned about how hard you are working to sink this project. If you really want to see fewer units renting at a high price point, you are going to have to make that development work for the developer. They want lots of units--with some affordable units--because they can sell the Low Income Housing Tax Credits allocation upfront. My suggestion is raising equity yourselves to plug into the development. More equity in the pro forma will reduce financing costs and allow them to take a hit with their vacancy rate, which will (probably) increase as the units rise in price. Also, as an equity investor, you would have a stronger influence on the scope of the project, and you'll make money when the project is (inevitable) refinanced after leasing has stabilized. Something will be built on that site. As long as the developer submits plans that adhere to established zoning laws and building ordinances, they had a legal right to build. I know the Common Council may still have to sell the land to the developer, but every Alderperson outside of our district will be more concerned about the cost of holding the property vacant and reducing tax revenue than the preferences of a vocal minority of one Aldermanic district. Lastly, there is evidence suggesting that people overestimate the negative impacts and underestimate positive impacts of development. As intelligent, rational professionals, I hope this neighborhood can see past their emotions.
- To be clear, we are happy the city is doing something with the site. That being said, an apartment complex was the VERY last thing we wanted to see built at the site. We would have preferred a park, small shops and restaurants, or condos. Is it possible to recommend another traffic study? A study involving observation by actual people or at least involving cameras would be much more accurate than counting cars.
- I question whether there is sufficient demand for rental units at this price.
- What is missing is a study of the rental units in Appleton along the river and nearby. Is there a real demand for more rental units in the area? What is the occupancy rate of the existing Developments? If there is not a demand for more rental units, then why are more units being build at the Foremost Site? What percent occupancy is needed for the Foremost Development to be a viable business? What happens when the Foremost Development cannot meet their rental quota to stay in business, because there is a glut of rental units along the River? Is it then

sold to some other business which has no sensitivity to the concerns of our neighborhood? Given all these unanswered questions, why build the Development in the first place. I'll bet if the whole question were put to the Appleton Citizenry, most would prefer a new City Park at the Foremost Site even if it cost everyone another \$25.00 of property tax. Do we have a duty to preserve the pristine nature of the River environment, or do we just let the commercial interests make it into a commercial zone and harvest as much money for themselves and tax-money for the City as possible? This is not private land, it is public land. By the way, we have never seen an in-depth financial analysis of who is making money on this project, and how much money are they making? Appleton Citizens deserve to know these facts.

- Who will cover the cost of replacing John Street after it is broken from building the development. When it is discovered John will not handle the traffic do they plan on widening it, and where does that money come from. What is the impact on property values in the area, have they addressed it and how. Is there an environmental impact statement needed to move forward, this is a big change to existing land.
- For me, the sheer number of issues raised above, and how important each is to our neighborhood and the whole Appleton community - is the reason we have such a consensus of concern by those who live here. Comprehensive planning for our community includes economic development, yes, but so much more should also be considered.