

November 3, 2015

To: Karen Harkness, Director of Community and Economic Development, City of Appleton
Members of the Appleton Redevelopment Authority
Alderpersn Joe Martin, Appleton District 4

Dear Director Harkness, Members of the ARA and Alderpersn Martin,

I am pleased to hear that multiple proposals for developing the Foremost site are under review. On behalf of the College & Lawe neighborhood, I would ask that each proposal for development of the Foremost site be evaluated by the Appleton Redevelopment Authority in relation to the results of our College & Lawe neighborhood survey conducted in February, 2014. It is unlikely that the neighborhood's priorities have changed significantly since that time.

We ask you to determine which of these proposals...

1. Minimize the number of units, preferably keeping them to 60 or less (the maximum acceptable to even half of the neighborhood).
2. Minimize the increase in vehicular traffic.
3. Include elements to maximize safety of pedestrians and children.
4. Address environmental issues and noise and light pollution.
5. Provide public access to green space and the river.
6. Ensure adequate access for fire and safety vehicles.
7. Provide parking for all additional vehicles associated with the development, and if possible, improve the existing neighborhood parking situation.
8. Are compatible with the existing traditional architecture in the neighborhood.

In the proposal from the previous bidder in 2014 that was accepted by the City of Appleton, some of the neighborhood's goals were met. A notable failure of the previous proposal from the neighborhood's perspective, however, was that the number of proposed units (96), and the associated vehicular impact on the neighborhood, was higher than the neighborhood felt was acceptable. The neighborhood parking situation also was not adequately addressed.

With several proposals under consideration by the City of Appleton, I believe it is fair to expect that our neighborhood's priorities and goals can and will be met.

Thank you.

Sincerely,

Albert Bellg, Ph.D.
8 Brokaw Place
Appleton, WI 54911
920-734-8398

Note: Please review the following summary page from our February, 2014 neighborhood survey. Our complete report should be in your records, and is available upon request.

From the March 6, 2014 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.

3. 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.