

Village of Kimberly, Wisconsin

Former NewPage Mill Property Redevelopment Strategy: Public Workshop Summaries, Results, and Recommendations

August/September, 2012

Report Date: November 12, 2012



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Outagamie County, Wisconsin

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The Village of Kimberly and East Central Planning also wishes to thank the following individuals for their time and support in the development of these workshops and summary report:

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Jeff McGlin	AIM Development USA
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Jim Resick	Outagamie County, UW-Extension
Kimberly School District	(Use of Mapview Intermediate School for Workshops)

ABSTRACT

TITLE: FORMER NEWPAGE MILL PROPERTY REDEVELOPMENT STRATEGY:
PUBLIC WORKSHOP SUMMARIES, RESULTS, AND
RECOMMENDATIONS

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A Community Opportunity

This report is the culmination of a lengthy and intense set of three public ‘neighborhood workshops’ held in August/September, 2012 by the Village of Kimberly, using the assistance of the East Central Wisconsin Regional Planning Commission. These workshops focused on a community wide (and perhaps regional) opportunity to provide meaningful input for the eventual redevelopment of what is now known as the former NewPage Mill site.

This prominent employer (by one name or another) had been a strong regional employer and icon for the community for over 100 years. Along with other recent paper mill closures in the Fox River Valley, it too had succumbed to the negative pressures of a growing global economy. The regional and local impact of NewPage’s closure were (and still are) being felt by many individuals as well as the community as a whole. In fact, a review of property valuation records indicates that the Village lost approximately \$40 million in assessed valuation, which is nearly 8 percent of its total valuation.

The Village of Kimberly, however, had the foresight to prepare for this economic and social disruption by planning ahead for the possibility that the facility might not be sold and that the demolition and salvage companies would be called in to raze the site. In hopes of re-using the riverfront site, the Village’s comprehensive plan contained a “Plan B” if you will – a vision that called for redeveloping the NewPage Mill site with ‘mixed-use’ development that would also strengthen its nearby downtown and connect its residents to the Fox River.

The overall size and scale of this opportunity was apparent, and the Village acted quickly to ensure that its disheartened residents had the chance to provide upfront and meaningful input for the sites’ redevelopment. The residents and stakeholders gladly obliged, as over 110 individuals participated in force to assist the Village in developing a vision that will breathe new life into the former manufacturing facility and employment center. As you will read, the results of the workshops and their exercises confirm that the community desires to take advantage of the sites’ fundamental opportunities, and use them to better connect ‘people’ and ‘place’. This document is therefore considered to be a more refined ‘guide’ for redevelopment of the site than is





contained within the comprehensive plan. These 'next level of details' should be considered and integrated into the ongoing planning and design process for the site(s).

Site History

The former NewPage Mill has a long and storied history associated with the Village of Kimberly and the sites that it occupied. A short timeline of events provided by AIM Development USA, (the site's current owner) provides an overview of its past, as well as present day activities related to the sites.

- **1889** – The Kimberly Mill was built by the Kimberly Clark Corporation to make newsprint.
- **1920's** – Mill started making coated paper and was noted for producing fine paper, magazine paper and specialty paper.
- **1976** – Mill sold to Repap Corporation.
- **1997** – Mill sold to Consolidated Papers.
- **2000** – Mill sold to Stora Enso.
- **2007** – Mill sold to NewPage Corp.
- **July, 2008** – NewPage announced its plans to close the plant in August 2008 and severs employment by September 30, 2008.
- **June, 2011** - NewPage sells property to AIM Demolition USA, LLC.
- **June-Oct, 2011:** AIM pursued multiple paper manufacturers for potential full or partial restart of papermaking.
- **Nov-Dec, 2011:** Equipment auctions and sales of equipment for paper machine support (motors, pumps, screens etc.).
- **Sept-Dec, 2011:** Demolition of the phase I (oldest and smallest machine) and phase II (boiler house) areas. Demolition of the western area (former wastewater treatment plant) was in order to pursue development opportunities in that area (riverfront / park access).
- **Jan-Feb, 2012:** Review with village the updated comprehensive plan for mixed residential in the west section of the property.
- **Feb, 2012 - Current:** Demolition of Phase III (2 large paper machines). Demolition activities should be completed on or near May, 2013.

Currently, a number of ongoing and continuing activities are taking place and being led by AIM Development USA:

- Marketing property at west side of site for mixed residential use (Grubb and Ellis).



- Reviewing input from developers.
- Reviewing potential for buildings on the river that will remain (scenic overlooks, commercial buildings, etc.).
- Advertising rental / lease space in the office areas and warehouse areas that will remain.

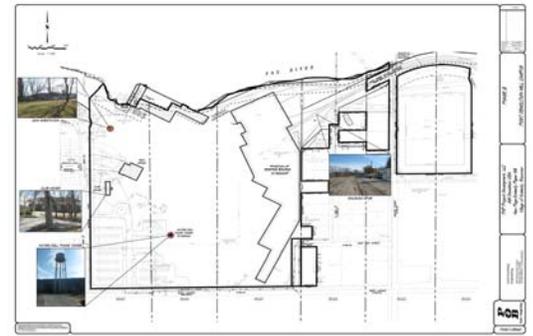
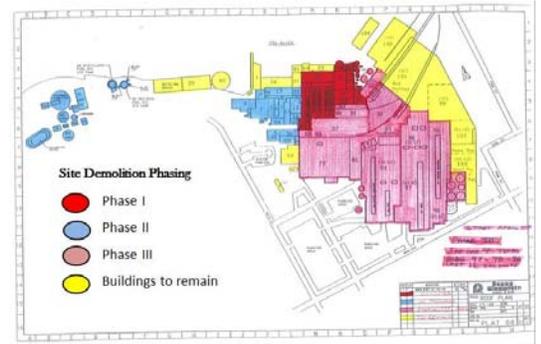
Site Description & Context

The former NewPage Mill site actually contains three distinctive areas covering approximately 98 acres, not including several small isolated parcels within adjacent residential areas. The main mill site in the center is approximately 41 acres in size and was comprised of manufacturing, warehouse, office and surface parking uses. The westernmost part of the site housed the mill's wastewater treatment facility and the easternmost, behind ShopKo, was used for surface parking and equipment and material storage. The warehouses are currently served by an active rail spur from the east (Canadian National Railroad) and the western most site surrounds a major power substation which is not planned for relocation as part of redevelopment activities. A second, abandoned railroad right-of-way also cuts through this part of the site. The Village continues to work with Canadian National Railroad to acquire the property for other uses.

The two diagrams on the right illustrate the demolition phasing of the main mill site and buildings planned for continued use/re-use, including warehousing, offices, and several riverfront structures.

Sense of Scale

The size and scale of the NewPage mill facilities is significant when considering future uses of the site. To better illustrate this, a number of visual comparisons were made to show the relative size of the main mill campus (center portion of the site)



Images courtesy of AIM Development, 2012.

with respect to other features that the community is familiar with.

The main mill campus is approximately 41 acres in size and is roughly 'square' in shape. As shown below, this 41 acre area is roughly the same size as 12 village blocks, the Kimberly High School campus, and the Fox River Mall.

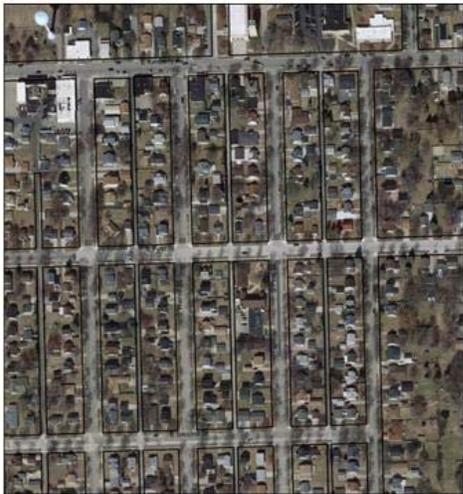
Site Context & Opportunities

Prior to embarking on the public workshop process, East Central staff developed a series of materials and maps that helped to illustrate the overall importance of the NewPage Mill site as a major redevelopment opportunity. Examining the context and associated opportunities at three different levels (community, Fox Cities metro area, and regional) allowed Village officials and

Former
NewPage Mill—
Central Site



Village of
Kimberly—
Traditional
Neighborhood



Kimberly High
School

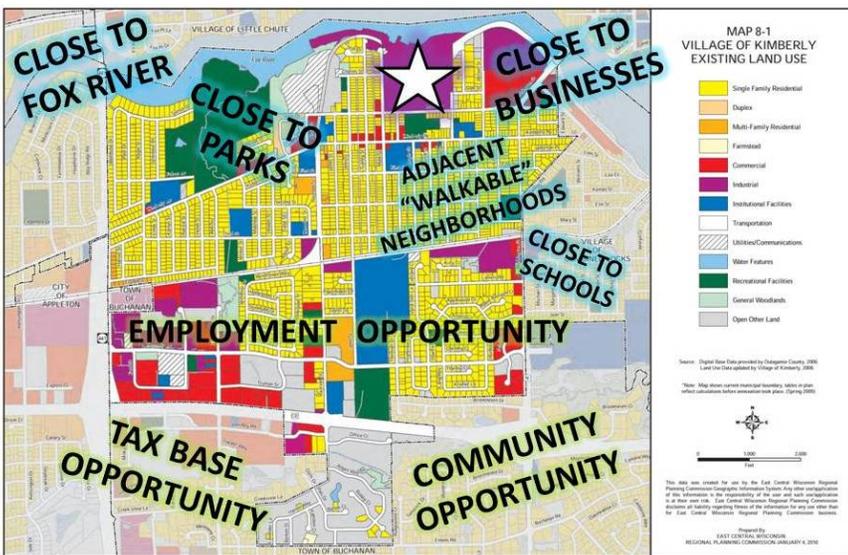


Fox River Mall



members of the public to better understand the qualities of the site.

Whether it is the site's unique location along the Fox River, its good accessibility to a major highway (USH 441/41), or the availability of a good workforce, the NewPage Mill site has a lot of positives associated with it. The contextual analysis of the site proved to be a major driver in determining the outcomes of the workshops.



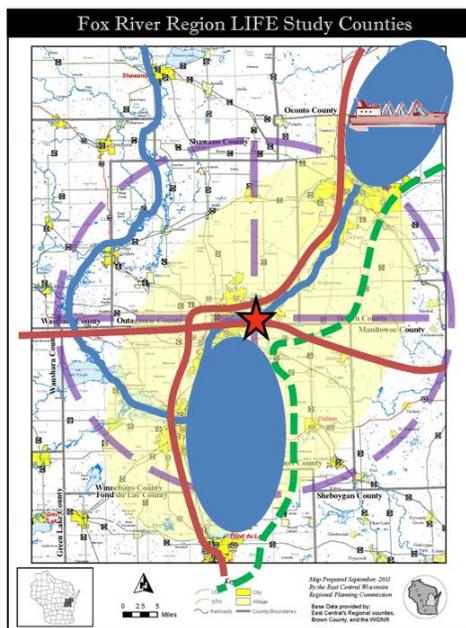
← COMMUNITY CONTEXT



↑ FOX CITIES METRO AREA

← REGIONAL CONTEXT

- CENTER OF POPULATION**
(Close to 1 Million w/in 60 miles)
- TRANSPORTATION:**
GREAT LAKES PORT,
RAIL, HWY (INTERSTATE!)
- WORLD CLASS RESOURCES**
- HIGH QUALITY OF LIFE**
- BUFFERED FROM EC. DOWNTURN**
- GOOD WORKFORCE**
- REGIONAL COOPERATION:**
COUNTIES / SERVICES
EC. DEV. ENTITIES
- IND. CLUSTERS / GLOBAL TRADE**



WORKSHOP PROCESS & OBJECTIVES



Process

A series of three separate workshops were held on the evenings of August 22nd, 28th, and September 5th at the Mapleview Intermediate School located in downtown Kimberly. These workshops were developed and held in close consultation with both Village staff/officials and with AIM Development USA, as their cooperation and support was key to the events' effectiveness.

Each workshop was developed as a 'stand-alone' two-hour event, meaning that a person did not have to attend Workshop #1 in order to attend Workshops #2 or #3, etc. Each workshop was divided into three main components: 1) background/introductory information; 2) presentation of key 'planning concepts' and examples, and; 3) active audience participation through interactive group exercises.

The three workshops were structured so as to touch upon some of the basic planning tenets and attributes of 'urban planning' or 'urban design.'

- *Workshop #1 - Site Context & Connections:* This workshop explored topics such as Regional Context/Physical Location; Economic Opportunities; Sense of Scale; Community Identity; Local and Regional Connections, and; Asset Identification Mapping.
- *Workshop #2 - Land Use, Density, & Intensity:* This workshop began to explore and assess major land use change characteristics such as 'what is mixed-use?'; land use intensity and density; urban morphology and street patterns.
- *Workshop #3 - Placemaking & Low-Impact Development:* The last workshop looked at the next level of detail with respect to urban design. This workshop covered topics such as architectural form and character; spaces for cars; spaces for people; natural stormwater management, and; activities and big ideas.

Results generated from the workshops were used to guide the development of the recommendations contained within this document.



By the Numbers

The series of workshops was well advertised by the Village and a local newspaper and television media helped to boost awareness of the event. Based on the best estimation of staff involved, the three workshops attracted a total of 113 active participants. The following list indicates the number of people that signed-in at the beginning of each workshop. However, several other people were also in attendance at each meeting, but chose not to participate in the exercises because of their stake in the site.

- Workshop #1 = 42
- Workshop #2 = 39
- Workshop #3 = 32

It should be noted that the results of the individual exercises cannot be stated as being statistically valid due to the rather small sample size given the Village's 6,000+ (6,468 as of 2010 census) residents. However, for a typical planning charette type of event like this, the participation rate is considered to be very

Public Workshop Participant Location Map





high and, with some level of confidence, Village leaders can assume that the workshop results are representative of the community's values and preferences. While not everyone in the community showed, a representative sample of passionate, visionary and caring residents and stakeholders from varying backgrounds and professions were in attendance.

In order to better gauge participant interests, viewpoints, and perspectives, each workshop began with a 'participant mapping exercise' which coincided with registration/sign-in at the door.

Workshop Objectives

The following objectives were identified by East Central and Village staff to help guide the format and topic areas for the workshops, as well as details of the interactive exercises that would be used to draw input and feedback from participants.

- Objective 1: Receive community input upfront and in a direct manner for the redevelopment of the former NewPage Mill properties.
- Objective 2: Build upon recommendations contained in comprehensive plan.
- Objective 3: Build awareness and recognition of the scale of the opportunity that this site provides for the community.
- Objective 4: Maximize the use of property(ies) by establishing a vision and framework for redevelopment of the NewPage Mill site. This is accomplished by identifying a framework for acceptable types, styles, and characteristics of new development or re-use.
- Objective 5: Increase tax base on the sites through the wise use of resources and with the long-term in mind.
- Objective 6: (Re)Create an identity for the Village of Kimberly.
- Objective 7: Identify additional planning and/or development regulation tasks and needs so as to ensure the ultimate vision for the site is met AND so that the site owners are profitable in their venture.
- Objective 8: Address potential land use conflicts before any new development occurs.



Workshop 1 – Exercise #1

“Who Are We?”

During Exercise #1, workshop participants were asked to individually create a list of qualities and characteristics that define the community of Kimberly and contribute to its “sense of place.” The initial focus was on Kimberly’s past/present identity. Then, each participant was asked to generate a list of desirable attributes for Kimberly in the future. Basically, what could or should Kimberly’s identity be moving forward? When the lists were complete, participants shared some key points in a “round robin” format with the small group at their table (approximately seven people each at six total tables). These points were written down by the group’s recorder and posted on the wall for everyone in attendance to see and discuss.

Results

Some past/present qualities, characteristics, and ideas that were discussed by several tables include:

- Sense of Community – 6 out of 6 tables
(family values, neighborhood pride, small town feel, etc.)
- Strong School System – 5 out of 6 tables
(high-quality education, etc.)
- Sports & Athletic Programs – 4 out of 6 tables
(tournaments, high school sports, competition, etc.)
- Open Space & Recreation – 4 out of 6 tables
(park system, YMCA, etc.)
- Common Traits – 3 out of 6 tables
(hard-working, welcoming, friendly, progressive, etc.)
- Safe Neighborhoods – 3 out of 6 tables
- Well-Maintained Community – 3 out of 6 tables
(clean, well-kept homes, etc.)
- Importance of Small Businesses – 2 out of 6 tables

Some future qualities, characteristics, and ideas that were discussed by several tables include:

- Connectivity & Multi-Modal Transportation – 5 out of 6 table
(trails, riverwalk, linking communities, transit system, etc.)
- Diversity & Culture – 4 out of 6 tables
(global focus, mix of cultures, ethnic heritage, etc.)
- River Access & Use – 4 out of 6 tables
(utilize riverfront, oriented to the river, waterfront entertainment, etc.)





- Balanced Land Uses – 4 out of 6 tables
(increase shopping, entertainment district, affordable housing, etc.)
- Business / Employment – 3 out of 6 tables
(nurture existing businesses, strong business park, possible corporate headquarters, etc.)
- Sustainability – 3 out of 6 tables
(new energy, green technology, innovation, etc.)
- A Destination – 3 out of 6 tables
(attract tourism)

Interpretation / Key Points

Although this exercise focused on the broader Kimberly community, many of the desirable future qualities could be incorporated into the redevelopment of the former NewPage Mill property. In fact, many of the characteristics and ideas discussed for the future lend themselves to planning-related recommendations.

- Increase access to and along the Fox River (i.e. multi-use trail, riverwalk, etc.) and capitalize on this site asset to create a unique destination.
- Provide a mix of land uses that meet the needs of Kimberly residents, as well as attract visitors (and spending power) from outside the community.
- Encourage business growth and job creation on-site.
- Promote sustainable development that utilizes “green” technology.

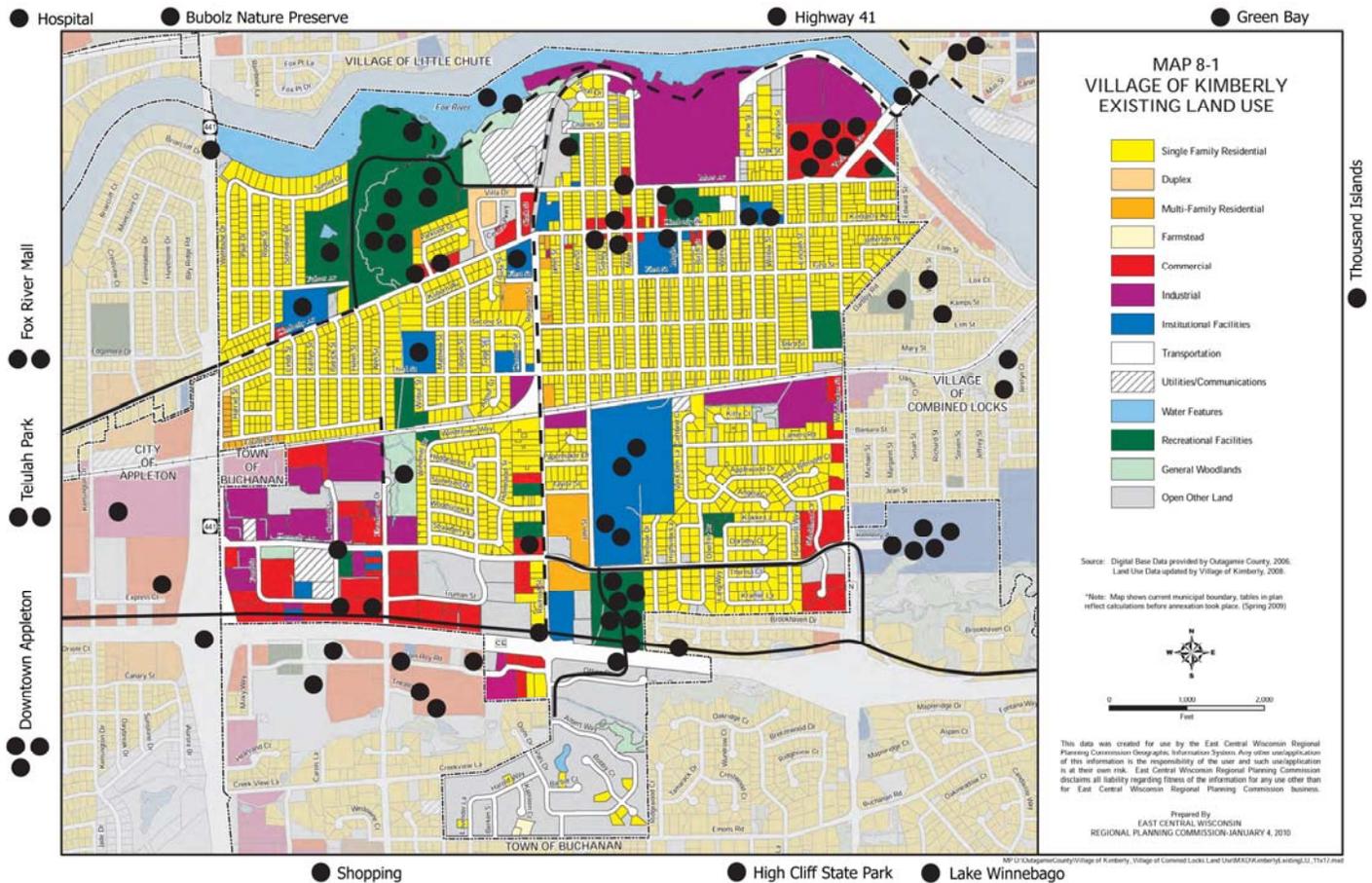
Workshop 1 – Exercise #2 “Moving Around”

Exercise #2 focused on site-level, community-level, and metro-level connections to/from the former NewPage Mill area. Participants worked in small groups (approximately seven people each at six total tables) to identify and map out key locations that future development should connect to by walking, biking, and/or transit. Automobile connections were assumed to be incorporated, and therefore, not the emphasis of this particular exercise. As a result, this exercise facilitated plenty of discussion on current and potential locations of sidewalks, multi-use trails, bike lanes, and bus routes.

Results

Please see the map on the following page, which is a compilation of the input gathered from all six tables.





Potential “Connections” with NewPage Site.

Interpretation / Key Points

The input gathered during this exercise helped identify a number of key locations that development on the site should connect to. Some of the closest places [walk] were Sunset Park, downtown Kimberly, and the Shopko / Pick ‘n Save Plaza. Other places within or near the Village boundaries [bike] include Kimberly High School, Heart of the Valley YMCA, and the “retail cluster” near the CTH CE / Eisenhower Drive intersection. Some metro-level places [transit] listed were downtown Appleton, Fox River Mall, and Green Bay. In addition, several potential connections to these locations were drawn on the map:

- Former NewPage Mill site to Sunset Park – along the Fox River.
- Former NewPage Mill site to Railroad Street / W. Kimberly Avenue intersection – along abandoned rail right-of-way.
- Railroad Street from W. Kimberly Avenue to the CE Trail – perhaps extend bike lanes.



Clubhouse



Dryer/Roller Monument



Decorative Fence

- Former NewPage Mill site to Washington Street bridge – along the Fox River – and across it into Little Chute.
- W. Kimberly Avenue from Village limits (USH 441) to Sunset Park – perhaps extend bike lanes from E. Newberry Street in Appleton.

Workshop 1 – Exercise #3 “Asset Identification”

Although the workshop series primarily concentrated on the future potential of the former NewPage Mill area, it was also recognized that there are a number of unique features already on-site. Therefore, Exercise #3 allowed workshop participants to identify and locate specific “pieces” of the former mill property that should be considered important. In doing so, these small groups (approximately seven people each at six total tables) helped determine certain things that might be preserved, enhanced, or incorporated into new development.

Results

Some specific features that were identified as important/unique by several tables include:

- Clubhouse (6 tables)
- Dryer/Roller Monument (4 tables)
- Decorative Fence (4 tables)
- Historic, Brick Buildings with Windows (3 tables)
- Cream-colored Brick (2 tables)
- Tree Line on the West Side of Site (2 tables)

Other notable features mentioned:

- War Monument
- Cherry Trees
- Trees Along Maes Avenue
- Water Tower
- Rail Tracks

Interpretation / Key Points

Participant feedback helped point out specific features on-site to possibly preserve, enhance, or work around/with. Some of these were most likely listed due to their aesthetic qualities, such as the “clubhouse,” cream-colored brick buildings, and trees. Others may have been mentioned for sentimental or historic reasons, including the dryer/roller monument, decorative papermaking fence, and war monument. Regardless, these



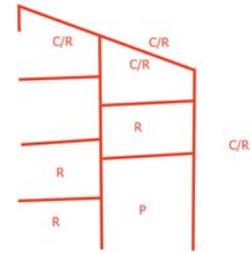
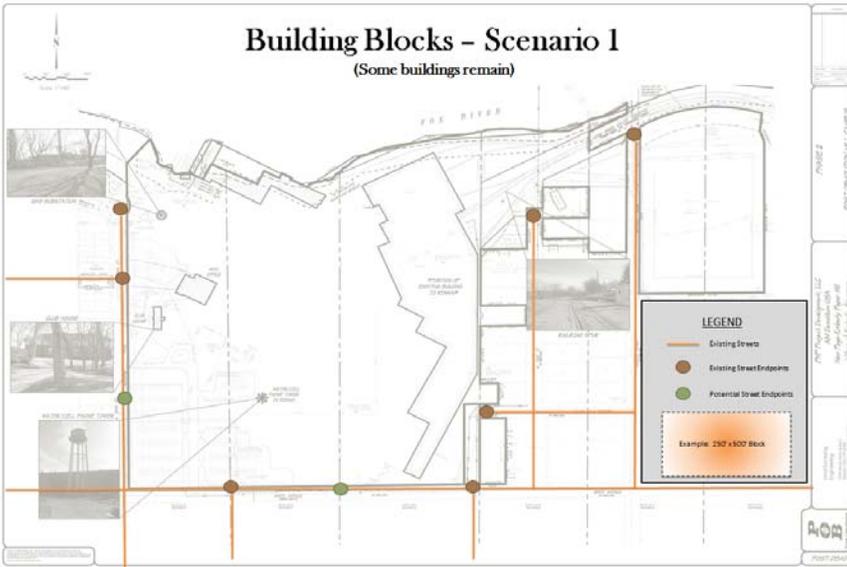


Table 1

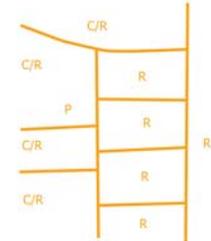


Table 2

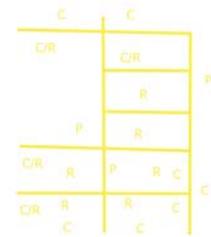


Table 3

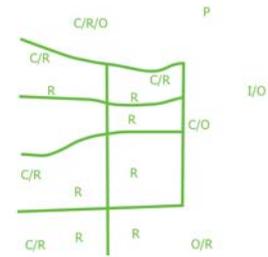


Table 4

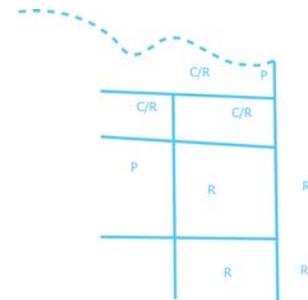


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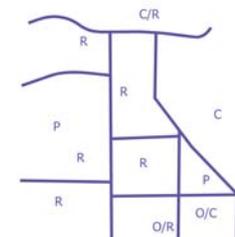


Table 6

features could be incorporated in the site redevelopment plans in a variety of ways, including:

- Featured in a recreation or civic space.
- Preserved/maintained as is.
- Adaptively reused.
- Materials or elements repurposed.

Workshop 2 – Exercise #4 “Building Blocks”

As explained during the “Sense of Scale” presentation, the central part of the former NewPage Mill site is quite large, consisting of about 40 acres of land. It was therefore understood that breaking the site up into different, smaller spaces would be likely as development occurs in the future. Exercise #4 focused on this issue, as participants worked in small groups (approximately seven people each at six total tables) to draw their street pattern concepts over two maps, each displaying a potential development scenario. With Scenario 1, the groups had to assume some buildings remained, including the large warehouse on the east end of the site. Scenario 2 allowed groups to look at the site as a “clean slate,” where nothing on-site had to stay. With both mapping activities, groups were encouraged to consider the surrounding neighborhood context and incorporate this into a concept that was agreeable for all its members.

Results

Please see the maps/diagrams on the following pages, which are

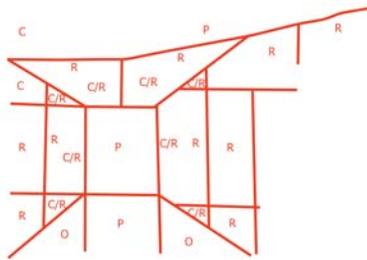


Table 1

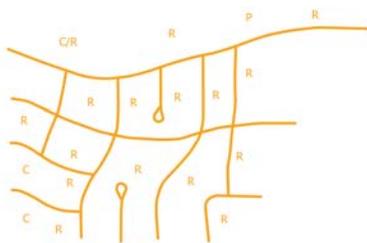


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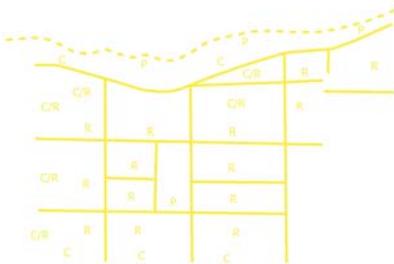


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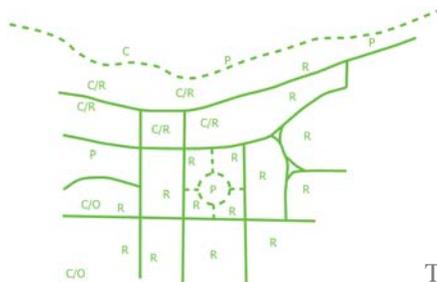


Table 4

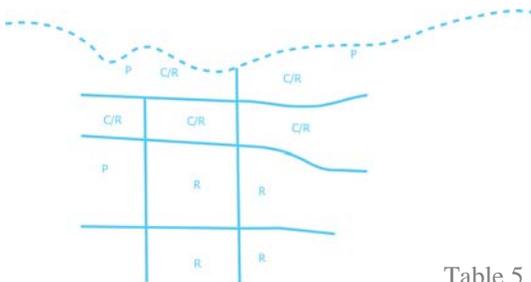
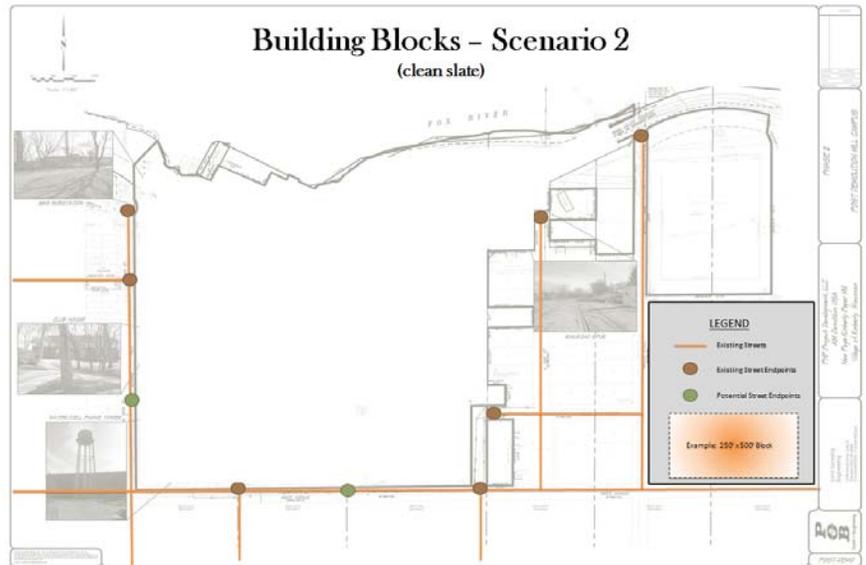


Table 5



a compilation of the input gathered for Exercises #4 and #5 from all six tables.

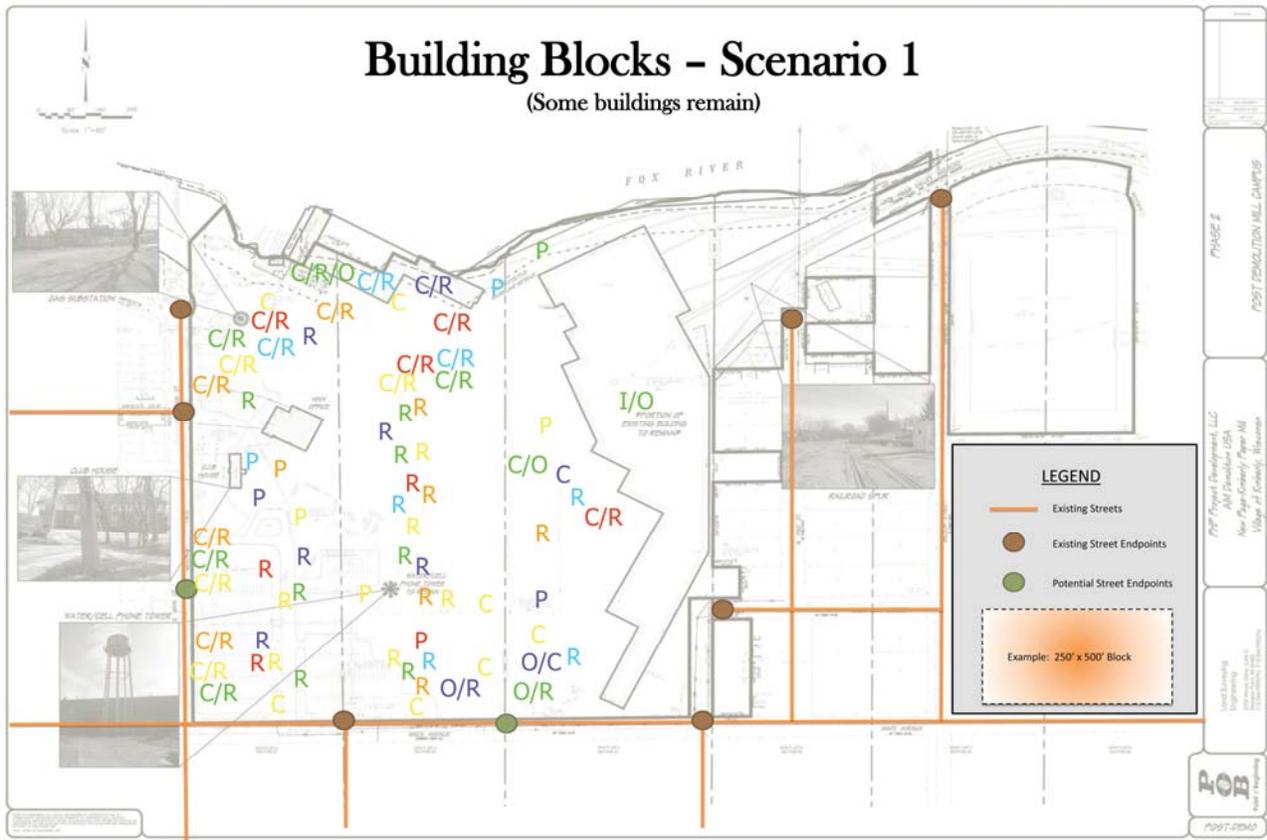
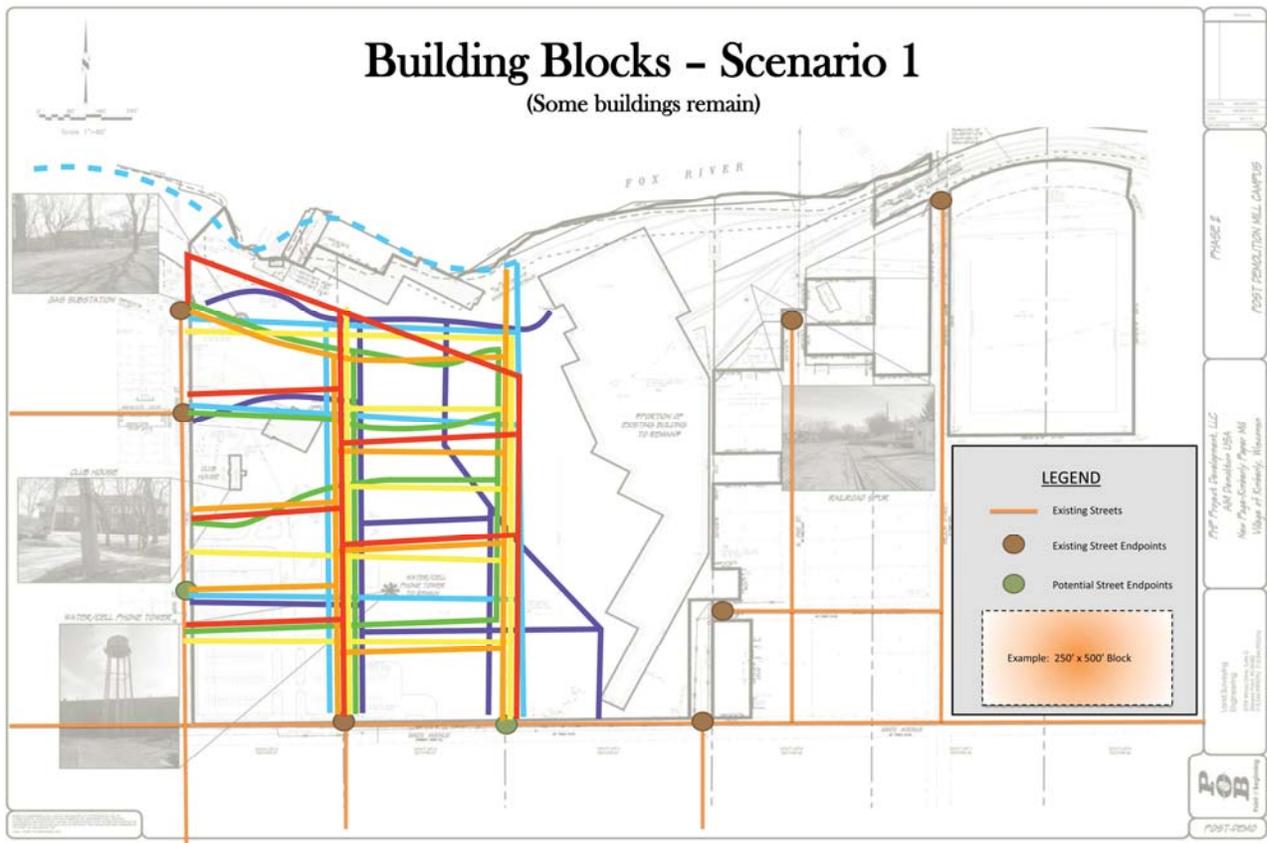
Interpretation / Key Points

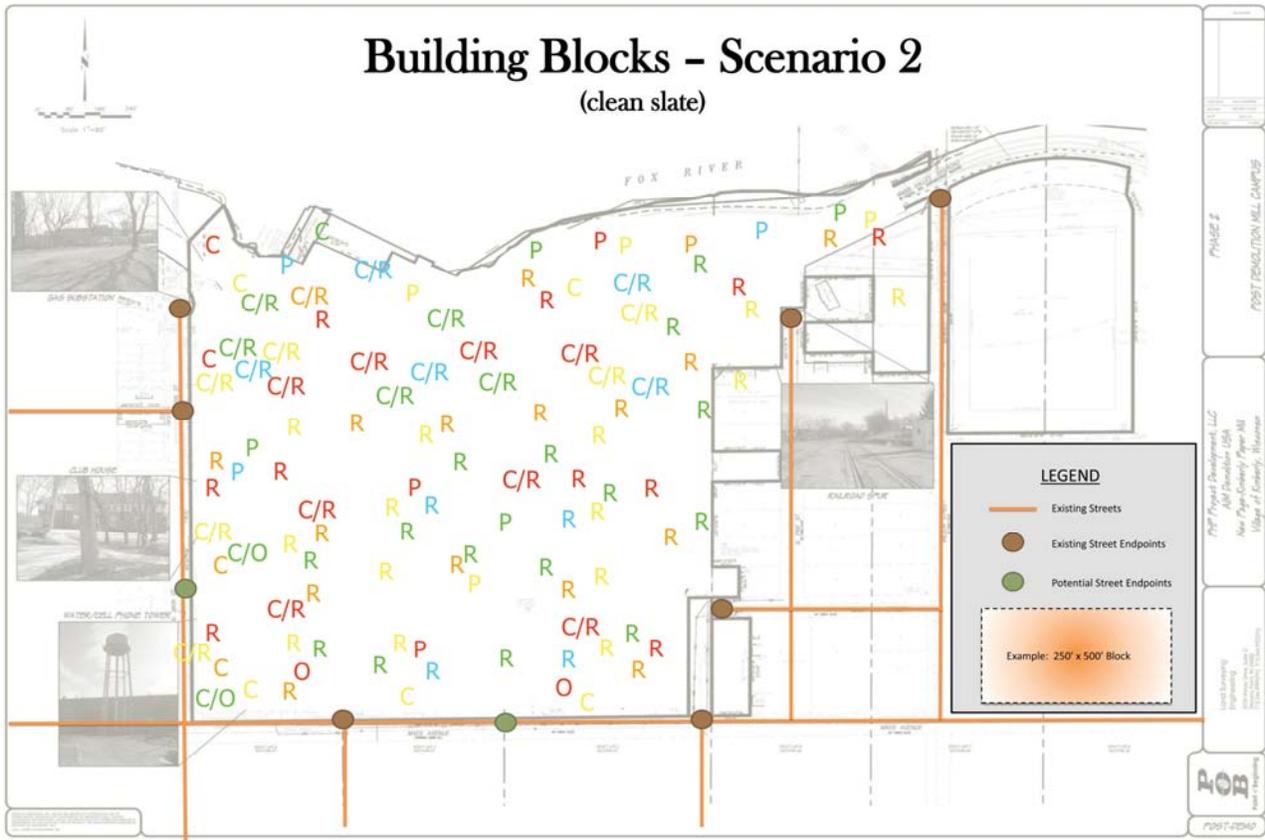
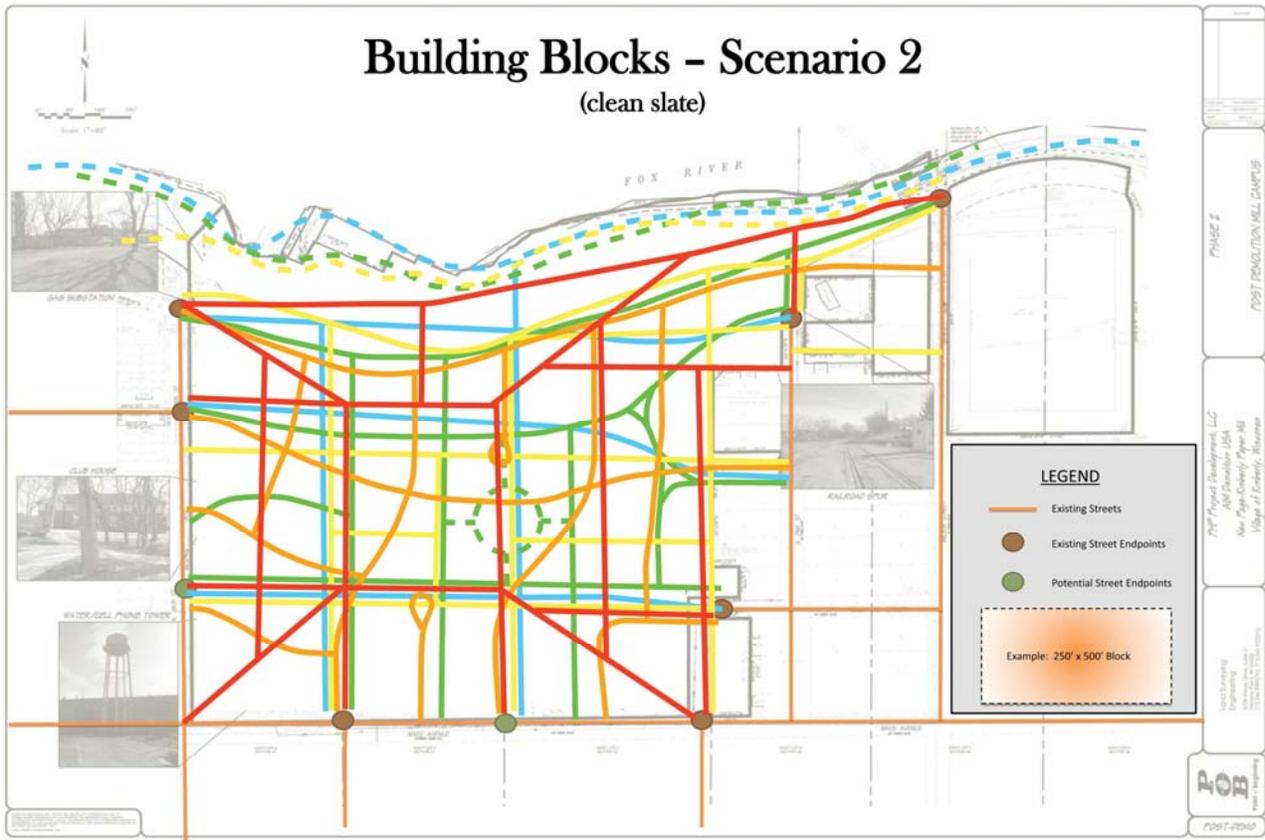
Although each of the six groups developed their own unique street pattern concepts, there were some general similarities between them. For example, many groups' concepts included (a) a continuation of the rectilinear street grid system, (b) strong connectivity throughout the site, (c) blocks of similar shape/size to those existing nearby, and (d) streets extending from existing endpoints. In addition, several groups incorporated the following in their Scenario 2 concepts: (a) a trail along the river, (b) some streets to define a centrally-located open space, and (c) one street following the curve of the river.

Workshop 2 – Exercise #5 "All Mixed Up"

As a follow-up to the previous "building blocks" exercise, Exercise #5 allowed participants to discuss the appropriate location and mix of different land uses (residential, commercial, industrial, recreation, etc.) for the former NewPage Mill site. With their recently-created conceptual street pattern maps to help define different spaces, the same small groups determined where they thought certain land use types were appropriate and how much of each belongs on the site overall. Once again, Scenario 1 had the groups assume some buildings remained, and Scenario 2 allowed groups to look at the site as a "clean slate."







Results

Please see the maps/diagrams on the previous pages, which are a compilation of the input gathered for Exercises #4 and #5 from all six tables.

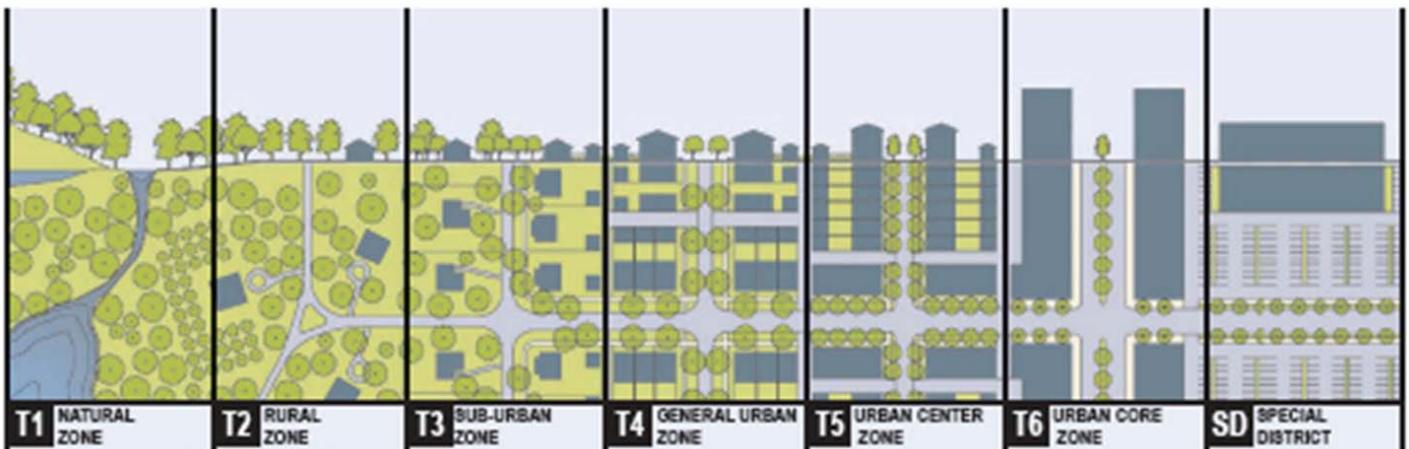
Interpretation / Key Points

Using their own unique street pattern concepts, each group sketched out their desired land use configurations. Although the location of different land uses varied slightly from group-to-group, some overlapping themes emerged. With Scenario 1 for example, many groups placed: (a) commercial/residential vertical mixed-use along N. Main Street, (b) residential at the interior of the site, and (c) park space around the “clubhouse.” Some common ideas across Scenario 2 concepts included: (a) park space at the center of the site and along the river, (b) commercial and/or residential near the northwest corner of the site, (c) commercial or office along E. Maes Avenue, and (d) residential near the eastern side of the site. In general, the concepts featured a healthy mix of land uses, with a relatively even split between commercial and residential, some park space, and a small amount of office or industrial.

Workshop 3 – Exercise #6 “How Dense Are You?”

Exercise #6 was aimed at identifying community preferences for future development patterns on the former NewPage Mill site (land use intensity and density, building type and style, etc.). All workshop participants were asked to complete three “spectrum of intensity/density worksheets,” each of which focused on a different land use – residential, commercial, and employment. Varying building types were shown/described on each worksheet,

Typical rural to urban transect model illustrating development type and intensity.



and participants were asked to rank each from 0 (none of this type) to 4 (more of this type) and provide additional comments, as appropriate. Overall, 12 different options were rated.

Results

Listed below are the average rankings for each of the following residential building types. Each was ranked from 0 (none of this type) to 4 (more of this type).

- **Housing A – Single-Family Housing:** 2.68
- Housing B – Attached Single-Family Housing: 2.20
- Housing C – Small Multi-Family Housing: 2.08
- Housing D – Larger Multi-Family Housing: 1.05

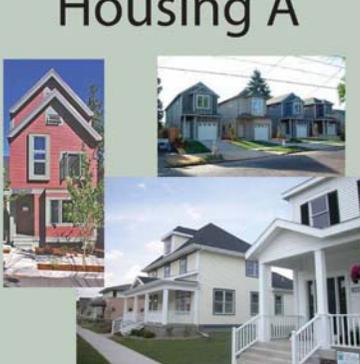
Some comments added to the Design Preference Survey sheets:

- “Place single-family housing next to existing residential.”*
- “Well-designed apartment units that take advantage of the parks and river.”*
- “A combination of A - C would provide housing opportunities for a range of incomes, lifestyles, etc.”*
- “With garages in center.”*
- “The other apartment buildings in the area look trashy.”*

Listed below are the average rankings for each of the following retail/commercial building types. Each was ranked from 0 (none of this type) to 4 (more of this type).

- Retail A – Free-Standing Convenience Retail: 1.21
- Retail B – Single-Story Strip Commercial: 1.96
- **Retail C – Street-Oriented Commercial & Mixed Use:** 2.68
- Retail D – Large Retail Developments: 1.14

Housing A



Single Family Housing:

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

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Some comments added to the Design Preference Survey sheets:

"Prefer commercial first floor with residential above – density and tax base."

"Town Square type of idea."

"Near riverfront and facing Maes Avenue."

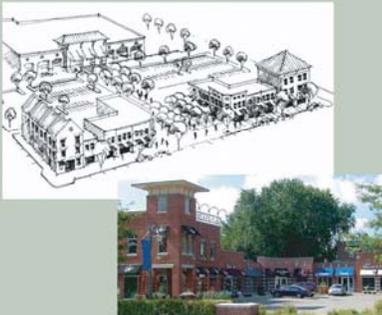
"Make a good buffer in front of warehouse."

"While this would be nice, would there be enough business to sustain it?"

Listed below are the average rankings for each of the following employment building types. Each was ranked from 0 (none of this type) to 4 (more of this type).

- Employment A – Small-Scale Flex Space & Business Condos: 1.13
- Employment B – Medium-Scale Business Offices & Incubator Buildings: 1.74
- **Employment C – Larger Light Industrial Research Buildings: 2.23**
- Employment D – Office Park: 1.76

Retail C



Street Oriented Commercial & Mixed-Use:

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

4 More of this type

↑

3

2

1

0 None of this type

↓

COMMENTS:

Employment C



Larger Light Industrial Research Buildings:

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

4 More of this type

↑

3

2

1

0 None of this type

↓

COMMENTS:



Some comments added to the Design Preference Survey sheets:

"Need for incubator businesses."

"Design aesthetic should match neighborhood."

"Brings in people – good for retail."

"More jobs created."

"We have underutilized industrial parks with better highway access."

Interpretation / Key Points

When tallied up and averaged together, individual participant input highlighted some preferences for the three building types presented. With residential types, "Housing A – Single-Family Housing" received the highest ranking at 2.68. The examples for this building type featured more traditional single-family homes, many with front porches and garages at the rear. "Housing B – Attached Single-Family Housing" and "Housing C – Small Multi-Family Housing" also received above average rankings at 2.20 and 2.08 respectively. For retail/commercial types, "Retail C – Street-Oriented Commercial & Mixed Use" was a clear favorite with a 2.68 ranking. The examples here included 2-3 story buildings, with attractive, pedestrian-friendly facades. The most popular employment building type was "Employment C – Larger Light Industrial Research Buildings," which earned a ranking of 2.23. Its example photos displayed buildings with a high-level of character and design.

Workshop 3 – Exercise #7a-7d "Visual Preference Survey"

Exercises #7a-7d looked at several urban design features in greater detail, including a focus on places for cars, places for people, architectural form and character, and natural stormwater management. To do so, all workshop participants were shown 13-20 images for each of the four themes. They had about 30-60 seconds to individually review each image, consider its appropriateness for the area, and rank it along a scale from -5 (Poor) to +5 (Great). This "Visual Preference Survey" exercise allowed participants to express their opinions for both appearance and function.



Results

Below are the top and bottom three images in the “Places for Cars” category, based on their average ranking from -5 (Poor) to +5 (Great).

Most Preferable

Image #18: **2.62**

Some comments:
“Save surface area.”
“Don’t have to look at cars.”
“Like for apartment and business.”



#18

Image #13: **2.57**

Some comments:
“Has room to park, walk, bike.”
“Efficient, cost-effective, and neat.”
“Nice – great appearance.”



#13

Image #6: **2.14**

Some comments:
“Great for riverfront street.”
“Like the boulevard, bike lane, and curb appeal.”
“Large terrace good.”



#6

Least Preferable

Image #16: **-2.91**

Some comments:
“Not too pleasant on the eyes.”
“No sidewalks or bike paths, yuck!”
“No good – won’t fit in with Village layout.”



#16

Image #2: **-1.86**

Some comments:
“Too busy, not friendly, noisy.”
“Dangerous.”
“Not right for a residential area.”



#2

Image #10: **-1.14**

Some comments:
“Pebble street; not in Wisconsin.”
“Bumpy, noisy, hard to manage.”
“Not practical.”



#10

Below are the top and bottom three images in the "Places for People" category, based on their average ranking from -5 (Poor) to +5 (Great).

Most Preferable



#16

Image #16: **4.28**

Some comments:
"Need to take advantage of river; big asset!"
"Absolutely necessary and opportune time to put in."
"Love the walkway along the river."



#8

Image #8: **3.69**

Some comments:
"Good for riverfront."
"Connect to Sunset."
"High interest; use likely."



#11

Image #11: **3.33**

Some comments:
"Have to have sidewalks."
"Trees – important."
"Great buffer, good for residential."

Least Preferable



#5

Image #5: **-3.64**

Some comments:
"Too busy, litter, not safe for walking."
"Need sidewalks for comfort."
"Dangerous."



#10

Image #10: **0.78**

Some comments:
"Would be better if we had more bus stops."
"Not right for neighborhood style-wise."
"More weather-tight for winter."



#3

Image #3: **0.80**

Some comments:
"Seems too extravagant, but still family-friendly."
"Already have the pool."
"Can it be used as an ice rink in winter?"

Below are the top and bottom three images in the "Architectural Design" category, based on their average ranking from -5 (Poor) to +5 (Great).

Most Preferable

Image #11: **2.31** Some comments:
"Nice to look at – like the mature trees."
"Love the front porch; inviting!"
"Traditional."



#11

Image #16: **2.17** Some comments:
"Good for 'Town Square' idea."
"Attractive front – parking not too bad."
"Really nice! Brick, paned windows, arches, varying façade depth."



#16

Image #8: **1.92** Some comments:
"Nice architecture."
"Older character."
"Favorite house in Kimberly."



#8

Least Preferable

Image #14: **-3.47** Some comments:
"Ugly; needs updating."
"Looks junky."
"No green space."



#14

Image #1: **-1.33** Some comments:
"Look the same."
"Lots too large."
"No character or trees."



#1

Image #15: **-0.56** Some comments:
"Update to original design."
"Needs a facelift!"
"With right rehab, could look good."



#15



#8

Below are the top and bottom two images in the “Stormwater” category, based on their average ranking from -5 (Poor) to +5 (Great).

Most Preferable

Image #8: **2.60**

Some comments:
“Great for plaza in denser structures.”
“Friendly, welcoming, neighborly.”
“Nice rain garden.”



#11

Image #11: **2.40**

Some comments:
“Great to make residential attractive and practical.”
“Nice growth; low maintenance.”
“Pretty and useful.”

Least Preferable

Image #4: **-0.26**

Some comments:
“Ugly use in public setting.”
“Cheap, cheap, cheap.”
“Unplanned look.”



#4

Image #3: **0.14**

Some comments:
“Ok, but looks rural.”
“Not a plus for real estate.”
“Along warehouse?”



#3

Interpretation / Key Points

After being compiled together and averaged, the rankings from workshop participants helped identify the most and least preferable images from each theme. Typically, the well-liked images shared some things in common, as did the disliked images.

In the “Places for Cars” category, the most preferable images displayed underground parking, on-street parking, and trees/landscaping along the street, while the least preferable images showed no sidewalks, an automobile-oriented intersection, and a difficult-to-maintain street surface material.

For the “Places for People” category, the most preferable images displayed a riverwalk, multi-use trail, and tree-lined sidewalk, while the least preferable image featured a street with multiple wide, vehicular travel lanes and without sidewalks. The next two lowest ranking images under this theme actually received positive scores, but were critiqued for not fitting in with the neighborhood stylistically.

In the “Architectural Design” category, the most preferable images displayed traditional houses, with front porches and garages around the back, and a two-story commercial property utilizing high-quality building materials. However, the least preferable images for this category showed a lack of green space, “cookie cutter” development, and lesser materials covering up an original façade.

For the “Stormwater” category, the most preferable images displayed stormwater infiltration included in a courtyard and a small, residential rain garden. The least preferable stormwater images showed a retention pond and a ditch behind several homes.

Workshop 3 – Exercise #8 **“Any Other ‘Big’ Ideas?”**

Exercise #8 served as a “catch-all” to wrap up the three-part workshop series. Each workshop participant received a half-sheet of paper with one intentionally open-ended question on it – “Any other ‘big’ ideas?” This allowed folks the opportunity to share additional ideas they had for the future of the former NewPage Mill site and specify certain uses/activities they would like to see there.

Results

Some unique uses/activities that were shared and/or reiterated are listed below.

- Small Businesses/Shops
- Canoe/Kayak Launch & Facilities
- Fishing Piers
- Entertainment District – A Destination
- Condos/Townhouses Accessible By Boat, Bike, & Foot
- Club/Spa
- Village Square – Retail/Commercial/Restaurant
- Marina – Active Waterfront
- Professional Office Space
- Something for Teenagers – Skate Park, Disc Golf
- Convention Center/Hotel
- Riverfront Housing
- Place for Music, Arts – Boardwalk
- Connection to Sunset Park
- Community Workshop (woodworking/metalworking)
- Permanent Indoor Public Market
- Community Garden





Interpretation / Key Points

A number of interesting ideas were revealed through this exercise, many of which align with and provide further detail on input gathered during previous exercises. The “future” qualities/ characteristics listed during Exercise #1, in particular, match up nicely with the uses and activities mentioned. For example, an emphasis on connections, cultural amenities, river access and uses, business development, and creating a destination are all reiterated here.



RECOMMENDATIONS FOR PLANNING & (RE)DEVELOPMENT

After review and consideration of the workshop results, along with professional knowledge related to the practice of urban and regional planning, the East Central Wisconsin Regional Planning Commission, in consultation with the Village of Kimberly, provides the following recommendations for consideration by the general public and site owners.

Future/Ongoing Planning Recommendations

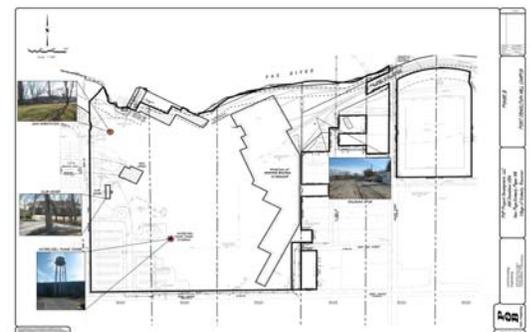
It is very important to understand that these workshop results are only the beginning of a very lengthy process to redevelop the former NewPage Mill site. Additional planning will be required to move from the 'visioning' stage to that of having a 'final site plan' for the properties. To that end, several broad recommendations are made to help ensure that proper comprehensive site planning takes place prior to hasty decisions being made based on a single development project on only a portion of the site:

- 1) **Presentation of this information should be given to the Village's Plan Commission, Board and general public during the remainder of 2012.**
- 2) **Work with East Central to coordinate a focus group consisting of local and regional 'industry professionals' (both public and private) to further flesh out concepts contained in this report and to better assess the market for the overall vision, redevelopment strategies, and recommendations.**
To date, a number of workshop participants and peripheral contacts have expressed interest in participating in such a meeting during 2012. Others should be added to the list as needed to ensure a representative sample of professions and stakeholders:

1. Walter Griesseier, President, AIM Development
2. Jeff McGlin, AIM Development
3. Chuck Kuen, Village President
4. Adam Hammatt, Village of Kimberly
5. (suggested), Kimberly Fire Department
6. (suggested), Kimberly Public Works
7. Scott VanSchyndel, Officer, Fox Valley Metro Police Department
8. Larry Burkhardt, Vice President, Fox Cities Chamber of Commerce

Redevelopment is any new construction on a site that has pre-existing uses. Variations on redevelopment include:

- Urban infill on vacant parcels that have no existing activity but were previously developed, especially on Brownfield land, such as the redevelopment of an industrial site into a mixed-use development.
- Constructing with a denser land usage, such as the redevelopment of a block of townhouses into a large apartment building.
- Adaptive reuse, where older structures which have outlived their uses are converted into new ones, such as an industrial mill into housing lofts. (Source: Wikipedia, 2012).



New Urbanism is an urban design movement which promotes walkable neighborhoods containing a range of housing and job types. It arose in the United States in the early 1980s, and has gradually reformed many aspects of real estate development, urban planning, and municipal land-use strategies. New Urbanism is strongly influenced by urban design standards that were prominent until the rise of the automobile in the mid-20th century; it encompasses principles such as traditional neighborhood design (TND) and transit-oriented development (TOD). It is also closely related to regionalism, environmentalism and the broader concept of smart growth - (*Source: Wikipedia, 2012*).



9. (suggested) Heart of the Valley Chamber of Commerce.
10. (suggested) Jerry Murphy, Executive Director, New North
11. (suggested) Naletta Burr, Wisconsin Economic Development Corporation
12. (suggested) Jim Engle, Wisconsin Economic Development Corporation
13. (suggested) Mike Hendrick, Outagamie County Economic Development
14. (suggested) Jennifer Sunstrom, NE Wisconsin Realtors Association
15. (suggested) Christine Shaefer, Valley Home Builder's Association
16. Candice Mortara, President, Fox-Wisconsin Heritage Parkway
17. Peter Stueck, Vice-Chair, Outagamie County Board
18. Randy Stadtmueller, Owner, Stadtmueller & Associates
19. (suggested) Tom Walsh, President, Fox Cities Greenways
20. Todd Plat, PHP Project Development, LLC
21. Tom Scheuerman, Grubb & Ellis / Pfefferle
22. Patrick O'Connor, Grubb & Ellis / Pfefferle
23. Jim Lundberg, Point of Beginning
24. Scott Groholski, Point of Beginning
25. Others as identified by Village Board & Plan Commission

3) **The Village should work with AIM Demolition and other partners as warranted to hire a national level planning/engineering consultant that has extensive practical experience in the creation of master plans using 'new urbanism' planning concepts and techniques (see sidebar).** The preliminary workshop analyses indicate a fair amount of support for some of the individual and combined elements which comprise a 'new urbanist' neighborhood. Currently, there are few good examples of this type of development within northeastern Wisconsin and, given the site location and size, the implementation of new urbanist concepts, such as the Ahwahnee Principles or HUD's new Livability Element (see sidebars on the following pages), could give the development a unique feel that exists nowhere else in the region, thereby tapping into an upcoming market (changing family structures, more singles desiring rentals vs. condos., etc.). Nationally, it is estimated that 2.5 million excess single family houses will exist by 2030! (see Appendix C for more information)



Typically, a Request for Proposals (RFP) would be prepared and solicited to a number of qualified consultants with the main task being: to take the 'vision' that was created, and use it as a guide to develop a Master Plan for the NewPage mill site. Various resources exist to identify potential consultants such as www.bettercities.net, www.planning.org, www.cnu.org or www.planetizen.com.

4) As part of any consultant work, the Village should give strong consideration for the inclusion of the following planning concepts/analyses:

- a) Sense of Place / Green Infrastructure: Further explore the concept of 'sense of place' and 'green infrastructure' (see sidebar) simultaneously in order to improve the overall character of the redevelopment site and better connect it to the landscape and community. For example, research and evaluate the settlement history of the site and its surroundings. What was it used for before the mill? What was its 'pre-settlement' condition? Were there natural ravines at one time? If so, what were they filled with? How has the site's drainage been altered over time and are there opportunities to revive some natural systems? Whether it is information on the history and heritage of the site, or a sense of its uses/alternations over time, such contextual information can be used to create/enhance community character, identify potential construction issues, or guide the restoration of certain natural functions or historical aspects of the property.

- b) Placemaking: As described by www.cityrepair.org, "*Placemaking is a multi-layered process within which citizens foster active, engaged relationships to the spaces which they inhabit, the landscapes of their lives, and shape those spaces in a way which creates a sense of communal stewardship and lived connection. This is most often accomplished through a creative reclamation of public space: projects which take the form of benches on street corners where neighbors can sit, rest and talk with each other, kiosks on sidewalks where neighbors can post information about local events, needs and resources and street paintings in the public right-of-way that demonstrate to all who pass through that this is a Place: inhabited, known and loved by its residents. In all instances, these projects are undertaken by local communities who come*

Sense of Place can be defined in many ways; however, the best definition simply states it as "all that is of a place," meaning its natural and cultural origins, historical use, generational, experiential or even emotional connections to a single place or an entire landscape. The use of hints or clues to the past and present cultural realms, as well as overall 'good design' can contribute to the creation of a 'sense of place'.

Green Infrastructure is strategically planned and managed networks of natural lands, working landscapes and other open spaces that conserve ecosystem values and functions and provide associated benefits to human populations. Healthy functioning natural or restored ecological systems are essential to ensure the availability of the network's ecological services. (Source: The Conservation Fund)





What Makes a Great Place?

- key attributes
- intangibles
- measurements



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Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover their needs and aspirations. This information is then used to create a common vision for that place. Placemaking capitalizes on a local community's assets, inspiration, and potential, ultimately creating good public spaces that promote people's health, happiness, and well being. (Source: www.pps.org).



together to discuss what it is they want in their neighborhood – what elements are lacking in the public sphere and how the community can work together with the resources they have to create their own place.”

- c) LEED Neighborhood Standards: The Congress for New Urbanism (CNU) has partnered with the U.S. Green Building Council (USGBC) and the Natural Resource Defense Council (NRDC) to lay out a coordinated and powerful environmental strategy: sustainability at the scale of neighborhoods and communities. The joint venture, known as LEED for Neighborhood Development (or LEED-ND), is a system for rating and certifying green neighborhoods. LEED-ND builds on USGBC’s Leadership in Energy and Environmental Design (LEED) systems, the well-known third-party verification that a development meets high standards for environmental responsibility. LEED-ND integrates the principles of new urbanism, green building, and smart growth into the first national standard for neighborhood design, expanding LEED’s scope beyond individual buildings to a more holistic concern about the context of those buildings. See www.cnu.org/leednd for more information.
- d) Resiliency / Climate Change: Resilient communities are capable of bouncing back from adverse situations, whether it is a natural disaster, or long-term impacts of climate change (i.e. more extreme temperature fluctuations, heavier rains, more severe drought, etc.). Communities can do this by actively influencing and preparing for economic, social and environmental change. When times are bad they can call upon the myriad of resources that make them persevere in times of difficulty. Logical thinking with respect to how development occurs and what it looks like on the former NewPage Mill site can improve both the resilience of the community that is created, and the Village as a whole.
- e) Crime Prevention Through Environmental Design (CPTED): CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts. Research into criminal behavior shows that the decision to offend or not to offend is more influenced by cues to the perceived risk of being caught than by cues to reward or ease of entry. CPTED relies on the

Ahwahnee Community Principles

1. All planning should be in the form of complete and integrated communities containing housing, shops, work places, schools, parks and civic facilities essential to the daily life of the residents.
2. Community size should be designed so that housing, jobs, daily needs and other activities are within easy walking distance of each other.
3. As many activities as possible should be located within easy walking distance of transit stops.
4. A community should contain a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.
5. Businesses within the community should provide a range of job types for the community's residents.
6. The location and character of the community should be consistent with a larger transit network.
7. The community should have a center focus that combines commercial, civic, cultural and recreational uses.
8. The community should contain an ample supply of specialized open space in the form of squares, greens and parks whose frequent use is encouraged through placement and design.
9. Public spaces should be designed to encourage the attention and presence of people at all hours of the day and night.
10. Each community or cluster of communities should have a well-defined edge, such as agricultural greenbelts or wildlife corridors, permanently protected from development.
11. Streets, pedestrian paths and bike paths should contribute to a system of fully-connected and interesting routes to all destinations. Their design should encourage pedestrian and bicycle use by being small and spatially defined by buildings, trees and lighting; and by discouraging high speed traffic.
12. Wherever possible, the natural terrain, drainage and vegetation of the community should be preserved with superior examples contained within parks or greenbelts.
13. The community design should help conserve resources and minimize waste.
14. Communities should provide for the efficient use of water through the use of natural drainage, drought tolerant landscaping and recycling.
15. The street orientation, the placement of buildings and the use of shading should contribute to the energy efficiency of the community.



Livability Principles (HUD -DOT-EPA Partnership for Sustainable Communities)

1. Provide more transportation choices. Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.
2. Promote equitable, affordable housing. Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.
3. Enhance economic competitiveness. Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.
4. Support existing communities. Target federal funding toward existing communities—through strategies like transit oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.
5. Coordinate and leverage federal policies and investment. Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy

theory that the proper physical design and effective use of the built environment can reduce crime, reduce the fear of crime, and improve the quality of life. The three most common built environment strategies are natural surveillance, natural access control and natural territorial reinforcement.

- 5) **Immediately seek out potential state or federal funding or programmatic assistance programs for planning and design needs.** This could include the Wisconsin Economic Development Corporation's (WEDC) new "Connect Communities" program which will be taking applications up until December 13, 2012. See Appendix C for program details. Also, contact WEDC to determine if any Community Development Block Grant (CDBG) - Planning funds are available and what criteria need to be met for this and other programs.
- 6) **Consider site development and marketing issues, strategies, and opportunities upfront and before/parallel to any future planning activities.** Basic questions need to be asked and considered by both the Village and the site owners/representatives. Will all parcels be available at once, or as they are made ready? Will this coincide/conflict with any development phasing considerations? Do parts of the site need more environmental work? Are parts of the site eligible for WEDC's "Certified Sites" program? Can the site be marketed nationally and specific project proposals submitted prior to going through any planning effort? (i.e., make the investment group do the planning!). There could be many more questions asked and addressed upfront in order to eliminate confusion or contention down the road amongst the parties involved. Knowing where you're headed and when is always a good thing. Be sure to share as much of this information as possible with the general public so as to keep them informed.
- 7) **Ensure that appropriate capacity exists amongst the Village to ensure oversight and 'community' management of the redevelopment process.** The Village may need to consider the creation of a new Redevelopment Authority, or another appropriate entity to better manage and oversee the Village's interests in the redevelopment of the site. Such an organization can also oversee many grant and financing opportunities associated with the site.



Redevelopment Vision & Site Design Priorities

General

The workshop exercise results showed a strong preference for creation of an entirely new, well-functioning neighborhood which contains a mix of land uses, thoughtfully placed and designed open spaces and is generally walkable in nature. Recommendations are provided in this section to further explore and guide the detailed planning which has yet to occur.

8) As continued planning/site design activities occur, keep in mind the overall 'identity' of the community and site. Items that were drawn out of Workshop Exercises #1 and #2 that could easily be incorporated include:

- a) Connectivity of site to other areas of the community and beyond, particularly fostering a better physical connection to the existing downtown area;
- b) Target uses that would diversify the cultural and ethnic heritage of the area, or bring in new cultures;
- c) Incorporation of small business opportunities;
- d) Destination uses;
- e) Provide ample open space and recreational areas;
- f) Safe development (see previous CPTED discussion);
- g) Riverfront access;
- h) Sustainability.

9) Specific features (assets) identified as part of Exercise #3 should be considered for preservation and/or relocation and incorporation into the redevelopment of the site. These features have direct relationships with the site and its history and can contribute significantly to making a "great place":

- a) Clubhouse
- b) Riverfront Brick Buildings
- c) Dry Roller Monument
- d) Decorative Fence
- e) Tree-line on Far West Side of Site (near Sunset Park)
- f) Trees along Maes Avenue

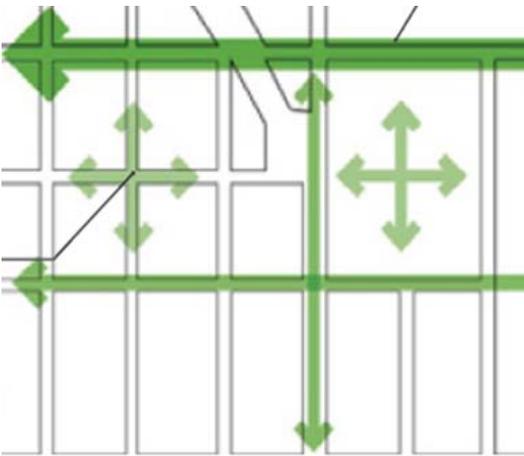




Street Patterns and Transportation

The future transportation system and street pattern for the main NewPage Mill site was discussed and explored thoroughly by the workshop participants. Based on the collective exercise results, street and block patterns that were generally rectilinear and walkable in scale were called for. A number of specific recommendations are provided in this section to assist in ensuring that a well-functioning and comprehensive transportation system is considered when conducting further planning exercises.

10) Establish an appropriate street grid pattern that maximizes access to the site, and promotes development and mobility consistent with the vision of this strategy. Based on the results of Exercise #4, as well as feedback from Exercise #7, several specific recommendations are made as follows:



- a) Align streets with existing adjacent street termini where possible;
- b) Limit cul-de-sacs or dead ends unless viewed as an absolute necessity;
- c) Consider the hierarchy of streets (i.e. local access, collector, arterial, etc.);
- d) Create 'walkable' sized blocks and consider mid-block pedestrian paths on longer blocks;
- e) Consider the use of single lane split boulevards with center median plantings where appropriate;
- f) Consider the creation of public spaces (central park, town square, plazas, etc.) as street designs are examined;
- g) Consider the use of 'narrow' streets and alleyways;
- h) Adopt a complete streets policy' and incorporate bike lanes on key thoroughfares within and adjacent to former NewPage Mill site properties;
- i) Require the construction of sidewalks or off-street paths on all developable properties to ensure pedestrian connectivity;
- j) Allow for reasonable street parking and discourage parking lots placed in front of buildings;
- k) Review parking requirements (number of stalls, stormwater provisions, shared-use accommodations, etc.);
- l) Identify absolute transit and trail connections within and adjacent to the development site(s).



Two excellent resources that could help the Village on street design issues are CNU's "Sustainable Street Network Principles" and the Institute of Transportation Engineers' (ITE) "Designing Walkable Urban Thoroughfares" reports.

Land Use, Intensity and Density

Based on the workshop results for Exercise #6, it appears that there is a general level of acceptance for land uses that are more 'mixed' in nature, and a bit more intensive than those in the surrounding neighborhoods. This means that the Village can take advantage of the economies of scale associated with multi-story buildings as a method to recoup the approximate \$40 million loss of tax base from the mill's demolition. Appendix C contains information on the concept of communities 'thinking like farmers' when it comes to the 'production of crops' on their land. Based on the site conditions, the Village should also consider using the height aspect of multi-story building to not only increase density, but also to screen site features (such as the warehouses), or to create skylines, corridors, and other visual clues that contribute to the new community's sense of place.

11) The Village should set minimum targets for residential development density on the former NewPage Mill site(s) to ensure that the overall mix and intensity of uses is further defined. Surrounding residential neighborhoods near the main NewPage mill site are developed at approximately 5.5 du/ac, net density. Indications were given in the workshops that participants supported generally higher levels of density on all or portions of the site. In order to maximize tax base generation and opportunities for creation of a diverse and lively new neighborhood, density minimums should be set through zoning regulations for the entire site, and portions of the site as necessary. Site-wide, an overall residential density of at least 10-16 units per net acre should be considered, remembering that 'typical' 4-plex, 8-plex, 16-plex, etc. apartment styles should be discouraged unless they are of exceptional design.

12) On the residential end, a majority of development should be single-family detached and should replicate some of the vernacular architectural styles of surrounding neighborhoods. Workshop data analysis shows some support for higher density, multi-story 'attached' single-family uses (i.e. condos, townhouses, etc.) exists. Small multi-family apartment structures would also be acceptable if well placed and well-designed. These

Front porch revival hints at market shift

In October, 2012 consider that USA Today reported that two-thirds of new houses on the market in 2011 included porches. That is more than an indication that New Urbanism, which helped to bring about the front porch revival, is having an impact on the mainstream market. "The rise in the number of new homes with porches hints at a shift in the way Americans want to live: in smaller houses and dense neighborhoods that promote walking and social interaction," says USA Today. Houses without garages or carports also are on the rise — 13 percent of the market in 2011 up from 8 percent of the market in 2004. Some analysts link that trend to a rising desire to live near public transportation. – *Source: Better! Cities & Towns* (www.bettercities.net)



The workshop participants favored perimeter commercial/retail development which could generally be illustrated like this....



An alternative development pattern could offer better connectivity to the existing downtown, more functional greenspace, increased mobility, as well as provide for a 'gateway' to the site. The central corridor concept could look like this....



types of housing will better accommodate future market needs and will allow for better economies of scale when doing development planning. The Village should also consider other styles of housing, including: lofts, accessory units, and garden apartments. Variety is a key component of neighborhood design, both in terms of the buildings use/type and its design/architecture. Variations in the size of homes can also contribute to a neighborhood's character as well as meet various market demands. For example, small – 1,000 sq. ft. or less – homes that are efficiently designed can attract young professionals as well as independent elderly persons. Look to existing 'good' examples for inspiration and discourage 'cookie-cutter' housing units made of inferior or 'out of place' materials (i.e. limited or no use of vinyl siding or 'dry-vit' stucco, etc.)

Amongst the myriad of design issues associated with residential development projects, a number of items were clearly noted during the workshop exercises as being critical to the future development of residential uses on the site(s):

- a) Minimize the placement of garages in the fronts of buildings. Rather, consider side, rear, or alley access placements;
- b) The planting of street trees in public terraces is a must. Not only to provide shade and stormwater benefits, but also to enhance neighborhood character over time;
- c) Front porches and shallow front yards. These elements are being demanded more so as to create a personal space that has some interaction with the public realm (see sidebar).

13) Allow for true 'mixed-use' structures that would house neighborhood oriented retail/commercial uses on the first floor and perhaps offices or residential uses (i.e. live/work arrangements) on upper floors. High-quality construction retail and commercial uses were found to be generally accepted as part of the redevelopment effort. The siting and design of such structures is critical to creating a 'sense of place.' For examples, building right up to the sidewalk helps to compose a 'street wall' that can have more pedestrian scaled elements. Remember that the street grid is the setting for all commerce, as well as the development of social and cultural life. Development needs to add value to this expensive infrastructure.



14) The Riverfront should be the main focus and attraction of the site. Approximately 5,085 feet of riverfront property exists across the entire former NewPage Mill site (all properties). Of this, approximately 3,815 feet are not developed. Existing riverfront buildings should be preserved and converted to a variety of suitable uses which cater to both neighborhood residents and water-based users. Making the riverfront 'the destination' is key to the site's overall development. Suitable amounts of open space, trails, canoe/kayak launches, cafes, restaurants and artist spaces should all be considered when conducting detailed planning for the site. Assistance should also be sought from the Fox-Wisconsin Heritage Parkway group and other river stakeholders (Fox River Navigation Authority, Friends of the Fox, Wisconsin Department of Natural Resources (WDNR), Power Companies, etc.) on opportunities that exist along this portion of the corridor.



15) Consider neighborhood commercial uses generally along the perimeter of the site. Based on the workshop exercises, most commercial development was placed somewhere near the perimeter of the site (see sidebar image). Maes Avenue offers good visibility and traffic; Main Street has several current structures on it and some room exists on the mill property's frontage to accommodate more. On the interior of the property, commercial uses were also noted along the western edge of the remaining warehouses. Such uses could act as a visual buffer to the sheet metal structures and varying heights of buildings could be considered to negate views of this facility.



16) East Central would also recommend the consideration of other commercial use placement. One idea that was supported in concept, but not identified on the exercise maps is that of creating a central greenspace/commercial district that extends in a corridor fashion from downtown (Kimberly Avenue), through the existing Memorial Park, and connects to the Fox River through the former Mill property (see sidebar image).

17) Provide space for larger employers on the eastern end of the site. Larger, more intensive employment opportunities were identified as being important to the workshop participants. A slight preference appears to be made for 'light industrial/research buildings' and/or 'office park' type of environment. While not ranking highly, there was some limited support for the creation of a business

Whom Does Design Really Serve?

“Ask most people what makes a great place, and they will talk primarily about what happens there: the mix of activities, the favorite spots for sunbathing, the best benches for people-watching. But ask most architects and designers what makes a great place, and you'll usually hear all about what the place looks like. It is sadly unsurprising, then, to see that the public spaces praised by people from within the design professions--the "award-winning" spaces--are often some of the least lively. They were designed as works of art, not great places for people.” - *(excerpt from Cities & Towns article, Sept., 2012)*



incubator/accelerator/innovation center which could foster entrepreneurship and the growth of start-up businesses. These uses may be best served by locating on the eastern perimeter of the site, adjacent to the existing warehouses.

- 18) **Open space & recreation uses should be well-thought out, functional and prominently planned for in the context of the entire site and broader community.** The notion that 'any space left over' after development is where the parks go is absurd in this situation. These public/quasi-public uses and spaces can and will drive much of the 'character' and marketability of the newly created community and, as such, should be contemplated deeply. In a more urban development setting, these spaces should be varied in size and use. Do not think only about a riverfront promenade and a square parcel of more 'active' uses, but also consider the potential for smaller public and quasi-public spaces, squares, plazas, parkways, pathways, green corridors and gardens which help to create unique places and spaces.
- 19) **The Village should examine all existing infrastructure and services (sewer, water, stormwater, police, fire, etc.) to further identify potential deficiencies and short/long-term costs for the NewPage sites.** In parallel to the preparation of a Master Plan for the site, an evaluation of all infrastructure and services being provided to the site should be prepared and, upgrades or improvements should be considered up-front in subsequent planning and financing.
- 20) **Tap into UW-Madison's Landscape Architecture Program and/or UW-Milwaukee's School of Architecture & Urban Planning (SARUP)** by seeking assistance from students who need a 'capstone project'. Various alternatives for a system of open spaces, unique riverfront uses, diverse building types, etc. could be drafted by these very talented students to provide further clarification on the concepts listed within this document.
- 21) **The Village should pursue grant funding for all open space and recreational uses.** The WDNR' Stewardship Program, Urban Rivers Program and other funding sources should be sought for future open space purchases and improvements. Funding applications may be more competitive by developing a master plan for a 'system' of parks and open spaces that also accommodates natural



functions to preserve water quality and access to the Fox River.

22) The Village should consider options and opportunities for major projects or ‘destination uses’ within the site, including, but not limited to those suggested during the workshop. One or more of these types of uses/facilities could spur development on the site and provide services, jobs, or recreation opportunities for residents village-wide. Examples of such projects that may be feasible for consideration include (in no particular order of preference):

- a) Permanent Indoor Market (a first in NE Wisconsin?!)
- b) Business Accelerator/Incubator
- c) Corporate Offices (look at Epic in Verona!)
- d) Sculpture Garden
- e) Small Businesses/Shops
- f) Fishing Piers
- g) Entertainment District – A Destination
- h) Riverfront Condos/Townhouses Accessible By Boat, Bike, & Foot
- i) Club/Spa
- j) Village Square – Retail/Commercial/Restaurant
- k) Marina – Active Waterfront / Boardwalk
- l) Something for Teenagers – Skate Park, Disc Golf
- m) Place for Music, Arts
- n) Connection to Sunset Park
- o) Community Workshop (woodworking/metalworking)
- p) Community Garden

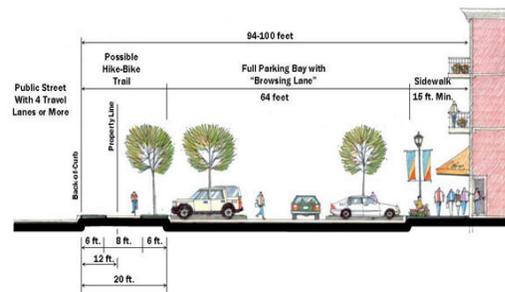
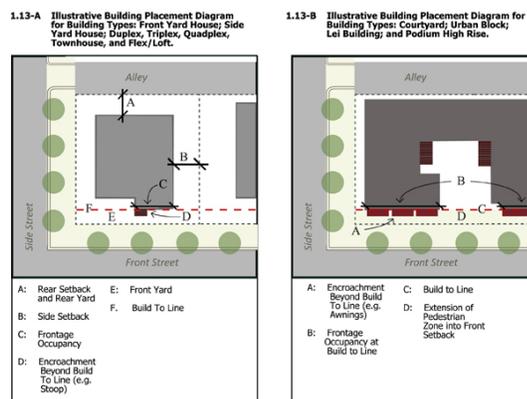


FIGURE 1.13 BUILDING PLACEMENT AND ENCROACHMENTS



1.13-C Encroachments

Stormwater

Stormwater management and water quality are important issues that need to be addressed upfront in any redevelopment activity. In this case, ample space should exist to accommodate these needs; however, the manner in which stormwater is addressed can have a huge impact on the overall redevelopment of the site. Not only from a functional standpoint, but an aesthetic one as well. A number of recommendations were gleaned from the workshops exercises and can be summarized as follows:

23) The Village should require the use of ‘natural’ stormwater management techniques and facilities where possible. The visual preference survey indicated less favoritism towards traditional detention/retention pond facilities and more favoritism towards ‘small-scale



distributed controls'. Such facilities / techniques could include:

- a) Reducing Impervious Cover (street widths, parking areas)
- b) Created Wetland Systems
- c) Bioswales (particularly in parking lots and medians)
- d) Tree Planting
- e) Rain Gardens & Rain Barrels
- f) Green Roofs



Facilities such as these can also provide additional benefits such as habitat creation or aquifer recharge. Numerous sources of information exist about these types of facilities. The challenge to the Village will be how such facilities are managed, monitored and maintained, however; many successful examples exist within our state and nation.

Tools and Tasks

Based on the workshop results and established vision for the redevelopment of the former NewPage mill properties, the Village will need to consider the development and adoption of several new ordinances and/or building/development regulations.



24) Develop a 'form-based zoning code' (village-wide or as an overlay) to better define development parameters which will occur on the NewPage Mill site(s). Form-based codes foster predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. They are regulations, not mere guidelines, adopted into city or county law. Form-based codes offer a powerful alternative to conventional zoning.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes are presented in both words and clearly drawn diagrams and other visuals. They are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than only distinctions in land-use types.

This approach contrasts with conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and



uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS), to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory. They are drafted to implement a community plan. They try to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes depends on the quality and objectives of the community plan that a code implements. (Source: www.formbasedcodes.org).

25) Review and modify all existing ordinances and regulations to better incorporate Low-Impact Development (LID) techniques. Such techniques, as described earlier, should allow for more cost-effective treatment of stormwater which also improves on the aesthetics of the facilities. See www.lid-stormwater.net/background.htm for more information on LID.

26) Review and modify existing street standards/regulations and develop a Complete Streets Policy for the Village. 'Complete Streets' is a concept which ensures that new or re-constructed roads have appropriate accommodations for all users (cars, bikes and pedestrians). Adoption of a formal policy by the Village Board would help to ensure that a thorough process for evaluation of each new street project is conducted and, where needed, facilities are constructed in a manner which accommodates these three main modes of transportation. For more information, see <http://www.smartgrowthamerica.org/complete-streets>.

27) The Village should not develop a Tax Increment Finance (TIF) district too prematurely for this site. While the Village should consider TIF financing for the redevelopment of the site, it should wait until a master plan is completed and approved and appropriate re-zonings or other code modifications are completed. By doing so, sufficient information on infrastructure projects, timing, and costs should be available to better assess the impacts of the overall development on existing services.

28) Depending on the type of projects ultimately developed, the Village should seek out grant funding as appropriate. Various land uses and specific project proposals may be eligible to receive state or federal grant program funding (i.e. CDBG dollars, tax credits, etc.).





Looking into all opportunities for grant funding and public investment opportunities that leverage significant private investment can help the Village reach its goal of replacing lost tax base without having a significant impact on services.



Workshop Brochure & Sign-In Sheets

POSTAGE

REGISTRATION & QUESTIONS

There is no cost to attend, but pre-registration is required. To pre-register, please contact the Village at 920-788-7500, or send your name, address, phone number, and email address to reception@vokimberly.org.

- + Wednesday, August 22, 2012
- + Tuesday, August 28, 2012
- + Wednesday, September 5, 2012



VILLAGE OF KIMBERLY NEIGHBORHOOD VISIONING WORKSHOPS

What is your vision for the future of the former New Page Mill site and its surrounding neighborhoods?

A three-part series, from 6:00-7:30 p.m. each of the following evenings:

- + Wednesday, August 22, 2012
- + Tuesday, August 28, 2012
- + Wednesday, September 5, 2012

Held at: Mapleview Intermediate School-125 E. Kimberly Avenue
Kimberly, WI 54136



Village of Kimberly
515 W. Kimberly Avenue
Kimberly, WI 54136

WORKSHOP LOCATION







In the future...

HOW WILL THIS NEIGHBORHOOD LOOK, FUNCTION, AND FEEL?

Hosted by the Village of Kimberly & ECWRPC to gather your input.



Please join us for a series of three public workshops, which will cover different topics associated with the former New Page Mill site and its surrounding neighborhood. These workshops will be structured in nature, each featuring 2-4 presentations and 2-4 group exercises, as described below. The workshops are set up to be independent of one another (you do not need to come to #1 in order to be a part of #2 and #3).

WORKSHOP #1:

Site Context & Connections

Wednesday, August 22 from 6:00-8:00 p.m.

- Regional Context
- Physical Location / Economic Opportunities
- Establish Sense of Scale
- Explore Community Identity
- Village Comprehensive Plan Guidance
- Explore Connections:
 - + Bicycle, Pedestrian, and Transit
 - + Adjacent Land Uses
 - + Fox-Wisconsin Heritage Parkway
 - + Memorial Park / Downtown

WORKSHOP #2:

Land Use, Density, & Intensity

Tuesday, August 28 from 6:00-8:00 p.m.

- What is Mixed-Use?
- Land Use Intensity
- Land Use Density
- Street Grids / Site Access

- + Shopko / Pick'n Save Plaza
- Asset Identification Mapping – What to preserve or re-use on the site?

WORKSHOP #3:

Placemaking & Low-Impact Development

Wednesday, September 5 from 6:00-8:00 p.m.

- Concept Overviews
- Environmental & Stormwater
- Architectural Form & Character
- Spaces for Cars (Streets / Parking)
- Spaces for People
- Activities & Businesses

PURPOSE OF WORKSHOPS

To address broad, community and site-level, issues and opportunities in order to derive feedback from participants, which will help guide future development in a manner that is beneficial for the property-owners and the Kimberly community.

VILLAGE GOALS FOR WORKSHOPS

1. Foster a positive, collaborative, community-driven process for the redevelopment of the former New Page Mill site.
2. Cultivate a creative future outlook that capitalizes on the sites' context within the broader community and region.
3. Seek opportunities to connect the site with the existing downtown area.
4. Encourage the development of creative, catalytic projects that work well as a whole and represent the identity of the Village of Kimberly and its residents.

diverse

walkable

active

safe

welcoming

special

historic

useful

convenient

sustainable

connected

charming

PLEASE SIGN IN



NAME	STREET ADDRESS
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Shannon Huss	130 Central Pkway -
Chuck Rundquist	222 Joseph
Brad Werner	McMahon
Dennis Hooyman	354 W. house Dr
Jason Weber	720 Wind Flower Way
Duane Biese	725 Wind Flower Way

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Rose VanderVelden	427 S. John St
Tyler+Lacey Reinhard	409 E maes Ave
Paul H	wind flower
Eileen	Markwell
Brad Bothun	617 E oak St

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Beth Carpenter	515 W. Kimberly Ave (Library)
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Doug Secor	137 W. Wilson St.
LEE HAMMEN	232 So. WASH. ST Kimb.
D.J. BURNS (Former Resident)	1105W7585 CHATHAM ST, CEDARBURG, WI. 53012
CAROLYN KELIHER	333 BIRCH - KIMB.

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Dave Opsteen	540 Villa Dr.
MAKE HANECK	245 S Birch
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Geant Pangenhuizers	131 Louise St,
ERIK MISSELT	APPLETON
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DAVID RHODA	702 Eisenhower DR

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Jane Hoogman	354 Welhouse Dr.
Steve HERMES	7 Floral Drive
Al Lamen	122 W. Kimberly AVE.
Dean Schiet	314 S. Walnut St.
Scott VanSchydel	FVM PD
Erin Russ	221 Helen Street.
Chuck Kuen	132 S Willow St

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Brad Bothun	617 E oak st
Megan Christensen	416 E. Kimberly Ave.

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Bob Van Thiel	618 Homestead
Scott Vanschiedel	FUMPD
Rose VanderVelden	4275 John St
Noel Karver	515 CAMERS RD
Sharon Huse	130 Central Pkwy

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Chuck RONDQUIST	222 JOSEPH ST KIMBERLY
Richard Van Handel	5 Floral Dr. Kimberly
Lacey Reinhard	409 E Maes Ave
D.J. BURKS	1105 W 7505 CANTHAM ST. GEORGBURG, WI 53012
DAVID RHODA	702 Eisenhower Kimberly,

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NAME	STREET ADDRESS
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Erin Russ	224 S. Helen St.
Tyler Reinhard	409 C. Maes
Dave Ops teen	540 Villa Dr
Carolyn Kelih	333 Birch
DAVE VANDEE VELDEN	427 S JOHN
Arne VanHandel	5 Floral Dr.

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Rick Kitchew	316 S Joseph St.
Amanda Seax	137 N Wilson St
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NICK REIDER	101 E. Kennedy AVE
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SIGN-IN SHEET

Workshop #3
09.05.12

<u>NAME</u>	<u>ADDRESS</u>
Quin & Gale olds	323 S James st Kimb
Ken Washburn <small>GENEVA HARBOR COMMS</small>	2170 S. Gladys Ave Appleton
Marcia Prentage	728 Thebesen Dr. Kimberly
Bryan Edwards	850 E. Maes Ave CRICKEN
Tyler Reinhard	409 E. Maes Ave
Alan Dietzler	506 STONEGATE DR
Rose Vander Velden	427 S. JOHNST Kim.
Tony + Lori VanGomfel	126 S Willow St. Kim.
Bob Van Thiel	618 Homestead
Chuck Rundquist	222 JOSEPH
Dick Vander Broegard	308 S Willow Kimberly



SIGN-IN SHEET

Workshop #3
09.05.12

<u>NAME</u>	<u>ADDRESS</u>
Al Schaefer	1338 w. 4th St
Christopher Schaefer	1338 West 4th Street
Peggy Weber	726 Apple Blossom Ct Kimberly
John Jim Resick	UW-Extension
Mike Horneck	2455 Birch St
Brad Werner	McMahon
Anne Van Handel	5 Floral
Dick Van Handel	5 Floral
Amanda Seew	137 N Wilson St
Doug Seew	137 N Wilson



SIGN-IN SHEET

WORKSHOP #3
09.05.12

<u>NAME</u>	<u>ADDRESS</u>
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Sharon H. Huss	130 Central Parkway
Norb KARNER	515 Laners Rd
Jim Lundberg - Point of Beginning	5709 Windy Drive, Suite D Stevens Point
Pat Vanduhuy	147 Jefferson Rd Kimb
Mary Zahner	726 Thelover Dr Kimb.
Karl Argall	W8574 Skyview Ct.
Leri Van Gompel	126 S Willow St
Tony Van Gompel	126 S Willow St.

LOCAL & STATE

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THE POST-CRESCENT

Friday, August 10, 2012



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BRIEFS

Input sought on NewPage mill site

KIMBERLY — The village is seeking public input on the future of the former NewPage paper mill site and its surrounding neighborhood.

Three free workshops will be held from 6 to 7:30 p.m. Aug. 22 and 28, and Sept. 5 at Mapleview Intermediate School, 125 E. Kimberly Ave.

Each workshop will feature presentations and will involve group exercises. Residents do not need to attend one workshop to participate in the others.

To register, call the village at 920-788-7500 or send your name, address, phone number and email address to reception@vokimberly.org.

For more information

Online school opens headquarters

Focus will be on instilling 'love of God and Country'

By Megan Nicolai
Post-Crescent staff writer

GRAND CHUTE — Following years of growing enrollment, FreedomProject Education, an online school that offers homeschooling families classes with conservative curriculum, opened the doors

of its new headquarters Thursday.

The company was founded by Appleton's American Opinion Foundation, a constitutionalist group, and began operating around 2008, said FreedomProject Executive Director Alan Scholl. Homeschooling families across the country have signed up with the school, and it now employs about 260 teachers.

The new site houses administrative offices

ON THE WEB

www.fpeusa.org

and classrooms. The school offers classes for pre-kindergarten through high school that focus on "instilling a love of God and Country" in students, according to its website. Students who live in the area can attend some in-person classes, but most are taught online.

"The only thing we

don't teach is physical ed," Scholl said.

The company receives no government funding, Scholl said. Debts incurred from opening the school have already been paid off through donations.

Classes cost \$150 a semester, or \$1,600 for a full year of instruction.

State Rep. Michelle Litjens, R-Vinland, said she is excited about the school's commitment to teaching a more tradi-

tional view of the country's Founding Fathers, who are so often "demonized," and trying out a new educational system that encourages critical thinking.

"I think we've stopped tinkering and exploring in our schools, and I think public education is sorely missing something because of that," Litjens said.

Laurie Benoit, of Me-

See **SCHOOL**, Page A4



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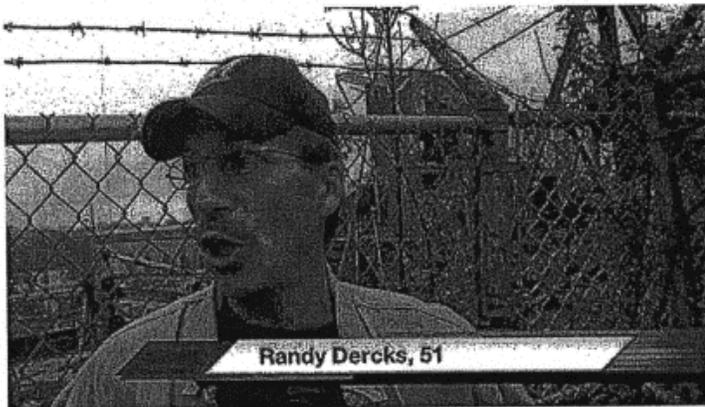
Kimberly gets say on development of former NewPage mill site

10:32 PM, Aug 24, 2012 | Comments

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A A



Randy Dercks, 51

Demolition continues at NewPage paper mill: MAY 7, 2012: Former workers of the Kimberly paper mill regularly stop by the site to watch demolition crews knock down various structures.

Written by
Kyle Daly
Post-Crescent staff writer

FILED UNDER
Local News

KIMBERLY — Nearly four years after the NewPage paper mill closed its doors and brought an end to more than a century of paper making, village residents have a chance to write the next chapter of their community's future.

In conjunction with site owner AIM Development USA, village leaders are opening their ears to ideas residents have for future development of the former mill site. A series of workshops hosted by the village and the East Central Wisconsin Regional Planning Commission are planned for this month and next.

"We want the input of our citizens and our residents so that when a plan comes to place, we've got tremendous buy-in," said Village Administrator Adam Hammatt. "Because then they can look back 15, 20 years down the road and say, 'I had a part in that. That was my idea.'"

Attend a workshop

- When: 6 p.m. Tuesday and Sept. 5
- Where: Mapleview Intermediate School, 125 E. Kimberly Ave., Kimberly
- Register: Call 920-788-7500 or email your name, address and phone number to reception@vokimberly.org.

AIM Development is in the process of demolishing structures on the mill property. The company, previously known as AIM

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Flash mob converges on Fox Cities PAC Aug 18, 2012

PHOTO GALLERIES



Kimberly mill timeline

- September 2008: Miamisburg, Ohio-based NewPage Corp. closes paper mill in Kimberly, eliminating 600 jobs.
- June 2011: Montreal-based scrap metal specialist American Iron & Metal Co. Inc. announces the purchase of the Kimberly mill.
- July 2011: New North Inc., an 18-county regional economic organization for northeastern Wisconsin, actively seeks redevelopment ideas for the mill.
- August 2011: AIM takes out a demolition permit to remove a 75,000-square-foot section of the 1.1 million-square-foot mill.
- October 2011: AIM begins removing and dismantling some of the mill's internal components. Assorted tools and equipment once used in the mill is sold at auction.
- October 2011: Village leaders and the New North Inc. confirm that after nearly nine months of negotiations, Forrest Resources LLC, an Illinois-based packaging and paper company, withdrew plans to reopen the mill, citing the weak economy and changing market conditions.
- February 2012: AIM representatives reveal a redevelopment proposal for the property to the village, which includes the creation of AIM Development to oversee a project that could include riverfront condominiums and multi-tenant housing on the mill site's west side now occupied by its wastewater treatment plant.

Demolition USA, purchased the site from NewPage in June 2011. After a brief attempt to revive the mill for paper-making use, the company commenced tearing down on-site structures as well as auctioning off and selling mill equipment.



Republican National Convention, Monday, Aug. 27, 2012, Aug. 27

Early this year, the village updated its comprehensive plan, designating a former mill site area west of John Street as a future location for residential development. At a public meeting held Wednesday — the first of three meetings where residents will be able to voice their opinion on the site's future — AIM General Manager Jeff McGlin said the company has hired real estate firm Grubb & Ellis to market the property on the site's west end.

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Several developers have looked at the property, McGlin said, and there's been positive feedback about the location because of the river and nearby park. But the messy piles of metal and garbage left over from demolition has been an issue in attracting developers.

"It's been slow in being able to give us, and Grubb & Ellis, and the developers coming to look, a complete finished product," he said.

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Village President Chuck Kuen said the village has discussed with AIM the possibility of creating a tax incremental district on the west end of the property to help stimulate development if necessary.

A TID is a financial tool that allows communities to funnel tax dollars intended for other taxing entities, such as the county and schools. The districts exist for a limited time, and once they expire, the tax money flows again to its original target. The purpose is to build the tax base for long-term benefit.

Kuen said the TID could be expanded to other parts of the former mill property depending on developmental needs.

Demolition on the western portion of the site is already complete, and the remaining structures scheduled to be razed are within the former mill site's main campus — an area east of Main Street, north of Maes Avenue and west of Pine Street. McGlin estimates all demolition to be finished by May 2013.

Residents' wallets also will feel the rumble from the destruction. Earlier this month, Hammatt told *The Post-Crescent* that the value of the former mill property will drop as a result of the demolition and it will be the village taxpayers who'll have to dish out more money to make up the loss of revenue for the various taxing districts.

Kuen, the village president, mentioned the need to increase the tax base at Wednesday's meeting.

"We took a heck of a hit with (the mill's) closing," he said. "We can't hide that. That's just the reality of what happened."

AIM Development doesn't plan to tear down every building at the mill site under its ownership. McGlin said some buildings directly on the riverfront have the potential for commercial use. There's also office and warehouse spaces that can be leased. In addition, the nearby railroad access and truck dock attachments make the warehouse space an attractive site for manufacturing tenants.

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Eric Fowle, executive director of the East Central Wisconsin Planning Commission, said from an economic perspective, the site has a lot of potential with its location — on a river, next to a park and just a walk away from the village's downtown area. But no decision will be made until residents have a chance to weigh in.



Republican National Convention, Monday, Aug. 27

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"It's a community opportunity," Fowle said. "And by that I mean it's something of a scale which could alter the identity of Kimberly entirely depending on how it's done."

Kimberly resident Jean Langenhuizen, 43, thinks both commercial and residential development is possible at the site.

"I'd like to see some sort of business in the area that provides job opportunities for some people," Langenhuizen said.

She pointed to the river frontage as a big asset for attracting developers, but also said some of the structures that can't be touched — like a facility owned by Kaukauna Utilities — could be "detrimental" to making a sale.

Doug Secor, 53, also of Kimberly, is doubtful any type of manufacturing company will move into the site, saying he thinks that era is over. He hopes the river will be used in some way and that residential properties pop up alongside entertainment venues.

Secor praised the site's owners and the village for giving community members a say in the development of the property.

"It seems like they're really looking at this in a positive way and bringing a lot of people into it," he said. "It kind of gives you a little sense of confidence that it's being handled as best as possible considering the circumstances."

Hammatt, the village administrator, said after the public meetings are held, village officials will sift through the feedback and identify any overarching themes. They will then report the information to the planning commission and village board, and a decision will be made on how to proceed.

— Kyle Daly: 920-993-1000, ext. 430 or kdaly@postcrescent.com; on Twitter [@kyledaly2](https://twitter.com/kyledaly2)

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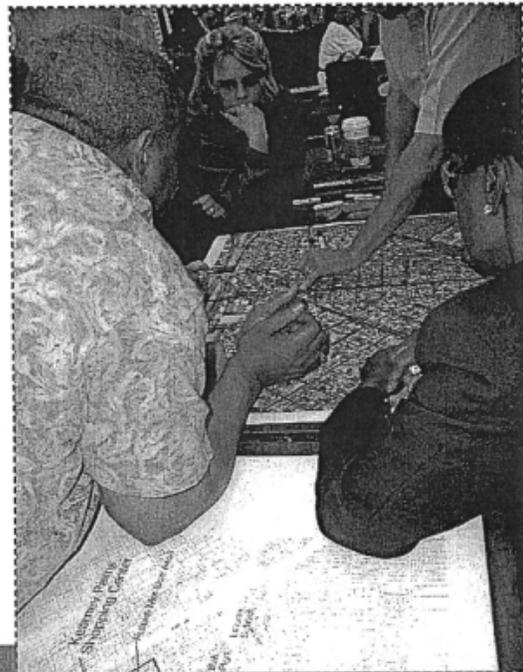


Planning Proactively with Neighborhood-Scale Planning Tools

The Ahwahnee Principles encourage local governments to prepare neighborhood-scale plans that refine general plan policies and plan proactively for new development. All too often, however, these neighborhood-level plans – whether specific plans, precise plans or master plans – are simply glorified versions of the broader comprehensive plans and fail to provide sufficient detail about the overall design of the community – the location and width of streets, sidewalks and parking, the location and massing of buildings, and the relation of buildings to the street and to one another. To implement smart growth concepts, these plans need to establish standards and guidelines to provide elected officials, residents and developers with a clear picture of how future development will look and feel.

The process of producing a neighborhood-scale plan also provides an important opportunity to engage stakeholders in a more detail-oriented planning process. When prepared and administered effectively, neighborhood-scale planning tools can help to:

- Create old-style walkable neighborhoods with nearby retail, pedestrian-friendly, shaded streets and a variety of housing types.
- Ensure that large greenfield sites are developed in a coherent manner.
- Make certain that new development complements and enhances the existing community.
- Identify and address contentious planning and design issues at the neighborhood scale.
- Plan for future infrastructure financing.



Community design charrettes and workshops can help build consensus. ►

Case Study

A “master” strategy for smart growth

The City of Turlock requires all newly annexed lands to be subject to specific plans or master plans in an effort to implement smart growth goals and produce plans for “logical, orderly, and quality growth.” The City crafts master plans in much the same way they do their specific plans but using a master plan avoids the necessity of conforming to state mandated rules, regulations and annual reports.

► For more information: City of Turlock Planning Manager Michael Cooke, (209) 668-5640 or www.ci.turlock.ca.us/citydepartments/communityplanning/index.asp

Planning Proactively

The process of producing a neighborhood-scale plan provides an important opportunity to engage stakeholders in a more detail-oriented planning process.

These tools are useful for refining and implementing the general plan at the neighborhood scale:

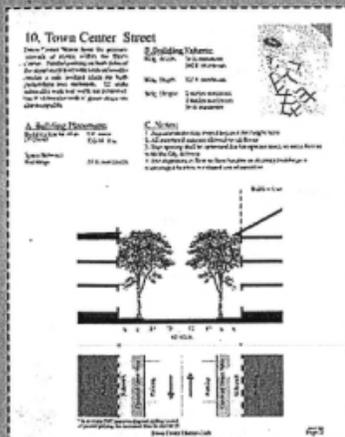
Area and Community Plans

Area and community plans are optional components of the general plan that are used to refine general plan policy and resolve conflicts at the neighborhood scale.

Specific Plans

Unlike area and community plans, specific plans are adopted separately from the general plan and focus heavily on implementation. Specific plans allow local governments to take a proactive approach

▼ Winter Springs, FL: Form-based codes are based on graphics and are more user-friendly.



▲ Pedestrian-oriented street in Hercules' new Waterfront District.

to planning and implementation. State law requires specific plans to include a land use plan, an infrastructure development and financing plan, and development standards. While these required elements are useful, they can make specific plans costly and time consuming to prepare.

Master Plans

Some communities employ the master plan as a simpler and less expensive alternative to the specific plan. Master plans can be cost effective especially for planning areas that are less contentious.

Planned Unit Developments

Planned Unit Developments are changes in land use zoning which allow for the adoption of a unique set of development standards for a single development. Unlike specific plans, Planned Unit Developments are usually initiated by developers rather than local government.

Form-Based Zoning Codes

In the last few years, a new zoning tool has emerged to help local governments implement their plans and ensure that the physical form of new development is consistent with the community's vision.

Form-based zoning codes clearly establish what is desired in new neighborhoods by specifying the massing, height and location of buildings, as well as their relationship to the street. These codes also pay special attention to the location of parking, the width of streets and the design of public spaces.

Unlike conventional zoning codes that can be lengthy and difficult for the average person to read, form-based codes are based on graphics and are more user-friendly. Form-based codes are highly specific and can be set up to allow developers to build "by right."



Tips for Effective Neighborhood-Scale Planning

Starting Off

- Make sure the general plan establishes a clear and representative vision that is based on livable community concepts.
- Define a clear intent for developing a neighborhood-scale plan.
- Choose the neighborhood-scale planning tool that best suits your community's needs and constraints.

Consensus Building

- Identify key stakeholders and hold public workshops and design charrettes to involve the public in establishing a vision for the plan area.
- Consider forming a committee with a broad representation of community groups and organizations. Such a committee can help build consensus and minimize conflicts.

- Make sure the initial intent of the plan remains clear and focused throughout the planning process.
- Secure broad political support for the neighborhood planning process.

Planning - Information Gathering

- Assess the current social, environmental, and economic conditions in the area. This can include a wide range of issues including jobs/housing balance, housing affordability, historic buildings, traffic congestion, and the local business climate.
- Identify development constraints and opportunities.
- Interview property and business owners to understand their needs.

- Employ a market study to set realistic targets for the amount of new retail, office, and residential development a given area can support.
- Consider how the elements in the plan affect the block, street, building, neighborhood, district and corridor scales simultaneously.

Planning - Suggestions

- Require shared parking arrangements to facilitate compact development.
- Don't let the plan get watered down. If major opposition arises, perhaps more education, visioning, and consensus building is required. In particular, do not compromise on density, mixing of uses and parking standards.
- Try to conduct environmental analysis (CEQA) concurrently with the plan. This helps to avoid surprises down the road and can allow for the mitigation of some environmental impacts through design.



◀ Sacramento's R St. Market includes a grocery store, restaurants, retail shops and loft apartments.

Case Study

Transit-oriented plan fulfills community vision

The Milpitas, CA Midtown Specific Plan advances a cohesive vision for the future development of this Northern California city. The plan, informed by more than 25 hours of public meetings, interviews and workshops, establishes design standards for future mixed-use and higher density transit-oriented development around light rail and future Bay Area Rapid Transit stations. A network of parks, plazas and bicycle trails are also included to help unify new neighborhoods within the site.

Finally, the plan employs a Program EIR which helps to relieve additional environmental analysis by incorporating mitigation measures into the plan's policies. In this way, the program EIR can help expedite the environmental review process for individual projects and encourage private investment in the area.

➤ For more information: James Lindsay, City of Milpitas, (408) 586-3274 or www.ci.milpitas.ca.gov/midtown/default.asp

Design

- Utilize form-based zoning to provide a clear vision for future development and simplify the process.
- When possible, incorporate natural features such as trees, creeks and habitat into the design rather than defaulting to mitigation.

Administration

- Change the zoning code to ensure that the new vision is



codified. This can be achieved by overhauling the existing code, or by adding a reference requiring compliance to the criteria stated in the specific or master plan.

- Create more certainty in the development process. Provide expedited processing for projects that meet predetermined design requirements or allow developers to build "by right" if they follow the form-based zoning code.
- Streamline the entitlement process.
- If appropriate, use redevelopment powers to acquire land, improve infrastructure, and add amenities to the plan area.
- When appropriate employ a Negative Declaration or a Program Level EIR to help streamline the environmental review process for the desired types of development in a given area.

◀ Well-designed compact housing, like these townhouse condos, can enhance existing neighborhoods and provide a mix of housing types.

ADDITIONAL RESOURCES

Active Living By Design
www.activelivingbydesign.org

California Governor's Office of Planning and Research
www.opr.ca.gov

Duany Plater-Zyberk – SmartCode™
www.dpz.com/pdf/3000_Smartcode.pdf

Form Based Codes Alliance
www.formbasedcodes.org

Local Government Commission – The Ahwahnee Principles
www.lgc.org/ahwahnee/principles.html

Smart Growth Network – Smart Growth Principles
<http://smartgrowth.org/about/principles/default.asp>

Congress for the New Urbanism and the American Planning Association – *Codifying New Urbanism*
www.planning.org/apastore





▲ Before: Redevelopment area adjacent to downtown Petaluma. (see case study below)



▲ After: Future development as envisioned by Petaluma's form-based zoning code.

Case Study

Form-based development down by the river

The City of Petaluma struggled for seven years to achieve consensus on a specific plan for a 400-acre redevelopment site adjacent to its downtown (see photos above). Despite extensive public outreach, political battles continued between residents, developers and environmentalists. The proposed zoning code was full of legalese and numbers and did not assure the stakeholders that new development would mimic the existing historic downtown. In an effort to move forward, the city hired a consultant who introduced an innovative form-based zoning code called SmartCode™. The new code focused less on separating uses and more on describing the building forms that would realize the community's vision of a pedestrian-oriented, mixed-use theater district.

Residents have been assured by the clarity and relative simplicity of the new code, and developers appreciate its clear rules and expedited permitting process. After only nine months of community visioning and consensus building, political adversaries agreed on the new form-based zoning code breaking the seven-year logjam. The Central Petaluma Specific Plan was adopted in June 2003, and has given a jump start to the construction of a new, mixed-use theater district.

➤ For more information: City of Petaluma, (707) 778-4345, or <http://cityofpetaluma.net/cdd/cpsp.html>



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CITIES & TOWNS

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The five Cs of neighborhood planning

Blog post by [Howard Blackson](#) on 30 Aug 2012

[community planning](#) [urban design](#)

Howard Blackson, Better! Cities & Towns

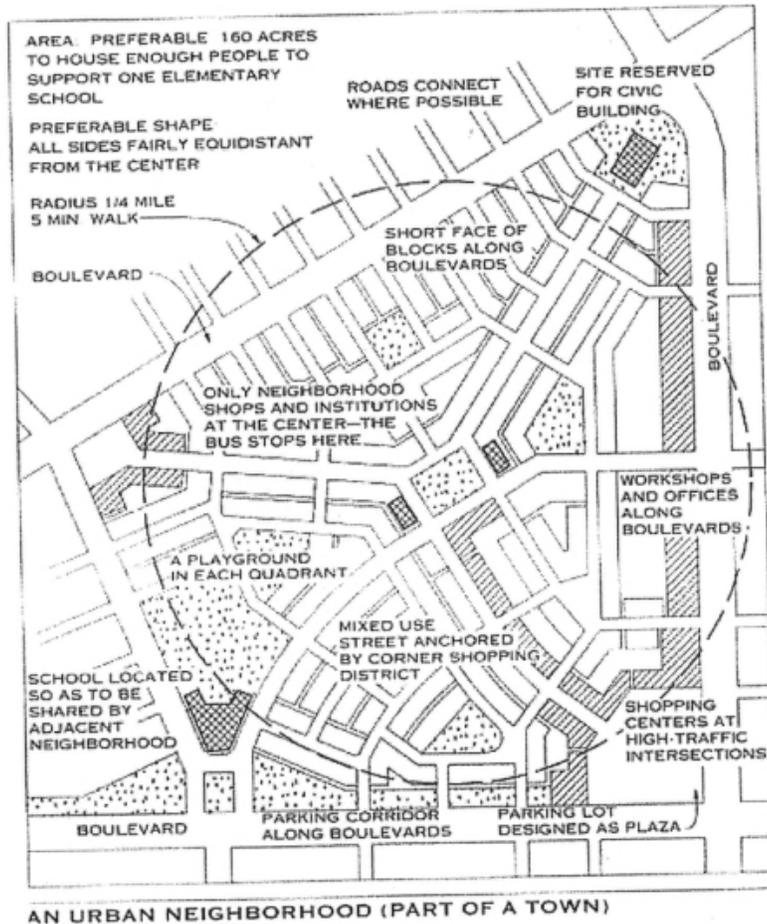
I live in a city that is currently updating its Community Plans. This is an historically difficult planning job because Community Plans transcends both broad policy statements (such as the amorphous “New development should be in harmony with surrounding development...”) and specific development regulations (“Front yard setbacks shall be 25 feet deep from property line...”). An issue with updating Community-scaled plans is the personal sentiment people feel for their homes and the difficulty we have in expressing such emotion within conventional 2D planning documents. The source of most conflicts and confusion I see occurring during these updates is due to the confusion over the scale and size difference of a ‘community’ versus a ‘neighborhood’ unit.

A community is defined as, “a group of people living in the same place or having a particular characteristic in common.” Many places have different communities inhabiting them, such as an elderly, or arts, or ethnic community living and/or working in close proximity to each other. Even the Internet can be considered a place inhabited by many diverse communities. So the scale, parameters, and character of a community-scaled planning effort is difficult to define.

Usually, community planning areas are defined by political boundaries, or historic development plats and, in some deplorable cases, old insurance red-lining practices that gave a city its initial zoning districts. This being the case, I contend that the neighborhood unit is a better tool to define, plan, and express policies and regulations necessary to preserve, enhance and, yes, build great places.

<http://bettercities.net/news-opinion/blogs/howard-blackson/18813/five-cs-neighborhood-pl...> 9/18/2012





The neighborhood is a physical place — varied in intensity from more rural to more urban — that many different communities inhabit. At its essence, whether downtown, midtown or out-of-town, its health and viability (in terms of both resilience and quality of life) is defined by certain basic characteristics. Easily observable in neighborhoods that work, these characteristics have been articulated a variety of ways over the years — most notably for me by [Andrés Duany](#) and [Mike Stepnor](#). Combined, they form what I like to call *the 5 Cs*:

1. Complete

Great neighborhoods host a mix of uses in order to provide for our daily need to live, work, play, worship, dine, shop, and talk to each other. Each neighborhood has a center, a general middle area, and an edge. The reason suburban sprawl sprawls is because it has no defined centers and therefore no defined edge. Civic spaces generally (though not always) define a neighborhood's center while commerce tends to happen on the edges, on more highly traffic-ed streets and intersections easily accessible by two or more neighborhoods. The more connected a neighborhood is, the more variety of commercial goods and services can be offered, as not every neighborhood needs a tuxedo shop or a class 'A' office building.

<http://bettercities.net/news-opinion/blogs/howard-blackson/18813/five-cs-neighborhood-pl...> 9/18/2012

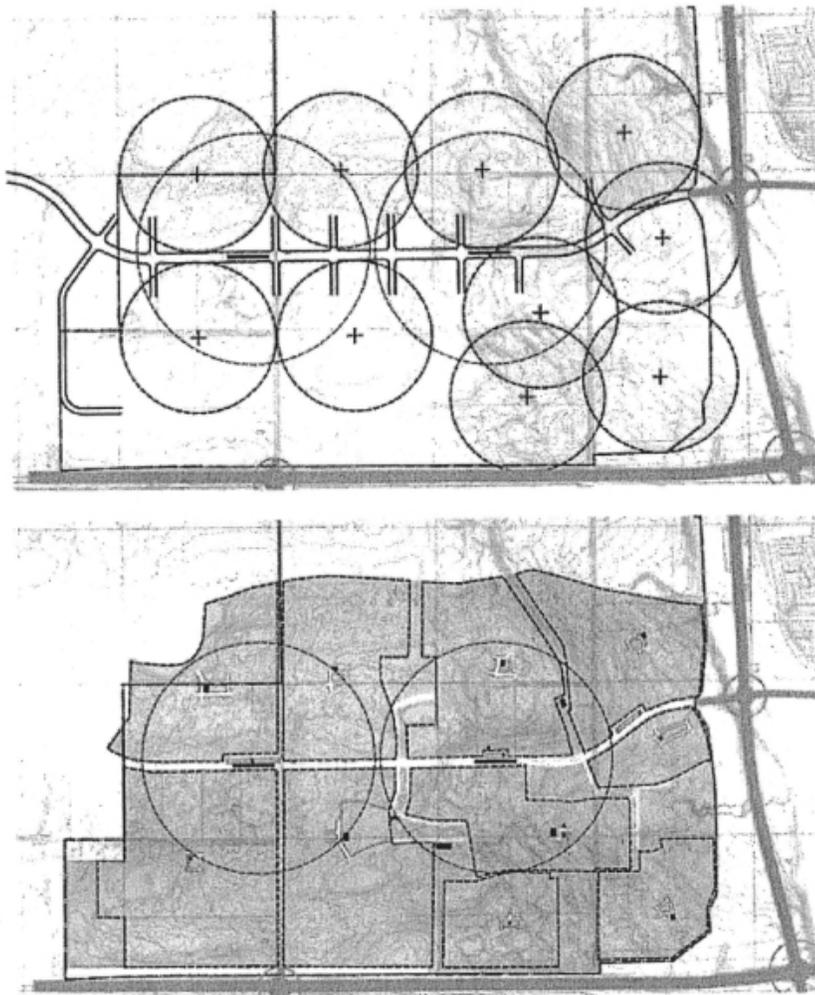


2. Compact

The 5-minute walk from center to edge, a basic rule-of-thumb for walkability, equates to approximately 80 to 160 Acres, or 9 to 18 city blocks. This general area includes public streets, parks, and natural lands, as well as private blocks, spaces and private buildings. This scale may constrict in the dead of winter and/or heat of summer, and expand during more temperate months. Compactness comes in a range of intensities that are dependent upon local context. Therefore, more urban neighborhoods, such as those found in Brooklyn, are significantly more compact than a new neighborhood located, for example, outside Taos, New Mexico. Remember, the ped-shed is a general guide for identifying the center and edge of a neighborhood. Each neighborhood must be defined by its local context, meaning shapes can, and absolutely do, vary. Edges may be delineated by high speed thoroughfares (such as within Chicago's vast grid), steep slopes and natural corridors (as found in Los Angeles), or other physical barriers.

<http://bettercities.net/news-opinion/blogs/howard-blackson/18813/five-cs-neighborhood-pl...> 9/18/2012





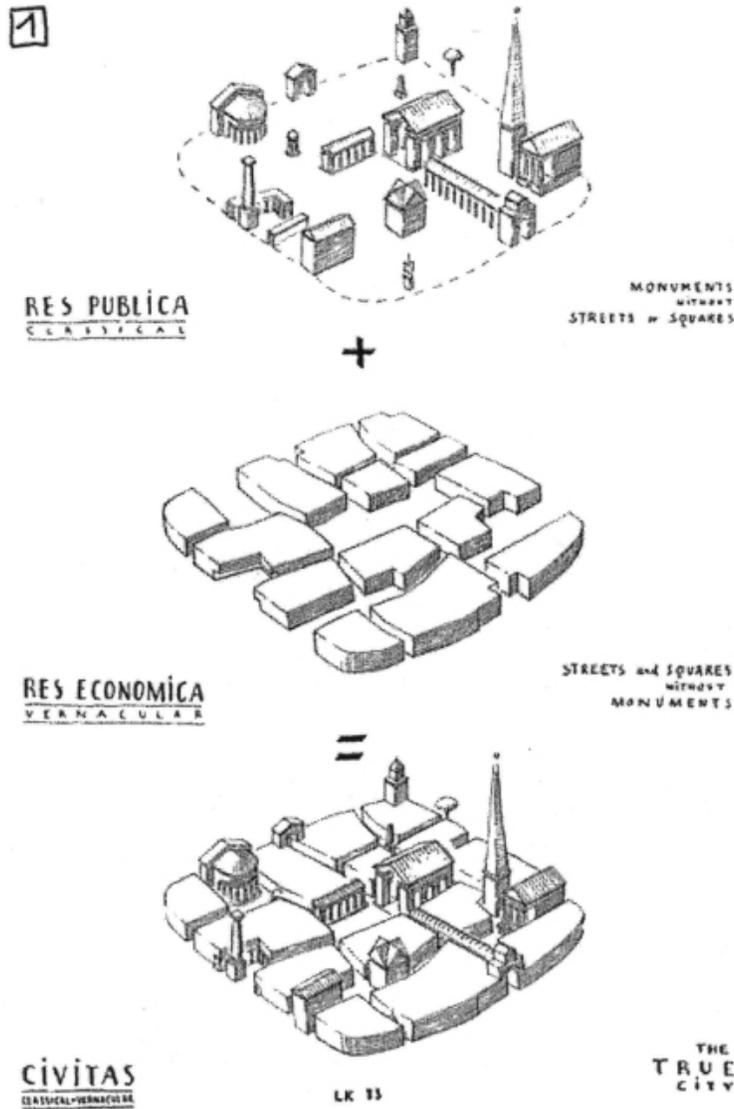
3. Connected

Great neighborhoods are walkable, drivable, and bike-able with or without transit access. But, these are just modes of transportation. To be socially connected, neighborhoods should also be linger-able, sit-able, and hang out-able.

4. Complex

Great neighborhoods have a variety of civic spaces, such as plazas, greens, recreational parks, and natural parks. They have civic buildings, such as libraries, post offices, churches, community centers and assembly halls. They should also have a variety of thoroughfare types, such as cross-town boulevards, Main Streets, residential avenues, streets, alleys, bike lanes and paths. Due to their inherent need for a variety of land uses, they provide many different types of private buildings such as residences, offices, commercial buildings and mixed-use buildings. This complexity of having both public and private buildings and places provides the elements that define a neighborhood's character.

<http://bettercities.net/news-opinion/blogs/howard-blackson/18813/five-cs-neighborhood-pl...> 9/18/2012



5. Convivial

The livability and social aspect of a neighborhood is driven by the many and varied communities that not only inhabit, but meet, get together, and socialize within a neighborhood. Meaning “friendly, lively and enjoyable,” convivial neighborhoods provide the gathering places — the coffee shops, pubs, ice creme shops, churches, clubhouses, parks, front yards, street fairs, block parties, living rooms, back yards, stoops, dog parks, restaurants and plazas — that connect people. How we’re able to socially connect physically is what defines our ability to endure and thrive culturally. It’s these connections that ultimately

<http://bettercities.net/news-opinion/blogs/howard-blackson/18813/five-cs-neighborhood-pl...> 9/18/2012



build a sense of place, a sense of safety, and opportunities for enjoyment... which is hard to maintain when trying to update a community plan without utilizing the Neighborhood Unit as the key planning tool.

Howard Blackson is principal, director of planning with Placemakers, a planning, coding, marketing, and implementation firm. This article was also published on [PlaceShakers and NewsMakers](#).

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Comments

6 comments

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Howard Blackson · Top Commenter · Director of Planning at Placemakers

Jennifer and Abe, I whole-heartedly disagree. Mine is a general discussion and I took the middle-ground, not talking about the great complexity of downtown neighborhoods and the simplicity of more rural neighborhoods. The difference is between single-use districts and 3-dimensional place making applied at a variety of intensities. Take a look at the Codes Study on www.placemakers.com and see just how many 'small' rural towns have adopted 3D Form-based codes to allow for mixed-use.

Reply · 3 · Like · August 31 at 9:35am



Anthony Mendiola · Top Commenter · San Diego State University

Howard is right about the neighborhood approach. Its like we have forgotten how to design at the human scale... we can do it but we need to bring in the theme park people to design it, whereas in Europe its still real...see:<http://youtu.be/pYsoMQNfVVo>

Reply · Like · August 31 at 12:54pm



Brian DiSabatino

Howard Blackson, reading Jennifer and Abe's comments made me think of the 6th C...Catalyst. Codes are just words on paper, but a catalyst to allow the organic development is essential. Sometimes the catalyst is a person (getting code changes, inspiring urban infill or facilitating greenfield development requires a leader with infectious vision), sometimes it is demand in the marketplace (haven't we all seen a mediocre plan that would normally suffer, work simply because the market made it happen?). And sometimes the catalyst is decay and decline.(eventually, neighborhoods and municipalities that don't adapt to your 5 C's could suffer in such a way that their demise creates a catalyst that results in renaissance.)

Reply · 2 · Like · August 31 at 10:22am



Jennifer Kenny · Berserker for Planning Department at City of Olympia

I agree with the "5 Cs" but they primarily apply to larger cities that have larger neighborhoods. Smaller cities do not have the possibility of civic space, ice cream shops etc... all within their neighborhood. There are many more challenges to creating gathering places, neighborhood scale business etc... Most Codes restrict commercial uses and there's little likelihood of new civic spaces. We need different solutions for smaller cities and suburban sprawl in need of retrofitting.

Reply · 1 · Like · August 30 at 3:22pm

abesffljeff (signed in using yahoo)

Agreed. Trying to retrofit into an existing single family neighborhood is just about impossible. That's why what I have seen done is to retrofit the commercial areas to add

<http://bettercities.net/news-opinion/blogs/howard-blackson/18813/five-cs-neighborhood-pl...> 9/18/2012

Placemaking Chicago

A neighborhood guide to placemaking in Chicago



11 principles of placemaking

PPS has developed 11 principles that can be used to evolve public spaces into "community places." Although similar words, "spaces" and "places" have very different meanings. A space is a physical description of a piece of land, whereas a "place" connotes an emotional attachment to the piece of land.

1. The community is the expert.

People who use a public space regularly provide the most valuable perspective and insights into how the area functions. They also can help identify issues that are important to consider in improving the space. Uncovering and incorporating their ideas and talents is essential to creating a successful and vital community place.

2. You are creating a place, not a design.

Design is an important component of creating a place, but not the only factor. Providing access and creating active uses, economic opportunities, and programming are often more important than design.

3. You can't do it alone.

A good public space requires partners who contribute innovative ideas, financial or political support, and help plan activities. Partners also can also broaden the impact of a civic space by coordinating schedules for programming and improvement projects.

4. They'll always say, "It can't be done."

Every community has naysayers. When an idea stretches beyond the reach of an organization or its jurisdiction and an official says, "It can't be done," it usually means: "We've never done things that way before." Keep pushing. Identify leaders in the community who share your vision and build support. Talk to your alderman and get him or her engaged.

5. You can see a lot just by observing.

People will often go to extraordinary lengths to adapt a place to suit their needs. A raised curb can be used as a place to sit, sort mail, and even—believe it or not—cook clams. Observing a space allows you to learn how the space is used.



6. Develop a vision.

A vision for a public space addresses its character, activities, uses, and meaning in the community. This vision should be defined by the people who live or work in or near the space.

7. Form supports function.

Too often, people think about how they will use a space only after it is built. Keeping in mind active uses when designing or rehabilitating a space can lower costs by discouraging unnecessary and expensive landscaping and monuments, as well as potentially eliminating the need to retrofit a poorly used public space.

8. Triangulate.

The concept of triangulation relates to locating elements next to each other in a way that fosters activity. For example, a bench, trash receptacle, and coffee kiosk placed near a bus stop create synergy because they are more convenient for waiting bus passengers and pedestrians than if they were isolated from each other.

<http://placemakingchicago.com/about/principles.asp>

7/16/2012



9. Start with the petunias.

Simple, short-term actions such as planting flowers can be a way of testing ideas and encouraging people their ideas matter. These actions provide flexibility to expand the space by experimenting, evaluating and incorporating results into the next steps and longrange planning.

10. Money is not the issue.

A lack of money is often used as an excuse for doing nothing. Funds for pure public space improvements often are scarce, so it is important to remember the value of the public space itself to potential partners and search for creative solutions. The location, level of activity, and visibility of public spaces—combined with a willingness to work closely with local partners—can elicit resources from those involved to activate and enhance these spaces.

11. You are never finished.

About 80 percent of the success of any public space can be attributed to its management. This is because the use of good places changes daily, weekly and seasonally, which makes management critical. Given the certainty of change and fluid nature of the use of a place at different times, the challenge is to develop the ability to respond effectively. A good management structure will provide that flexibility.

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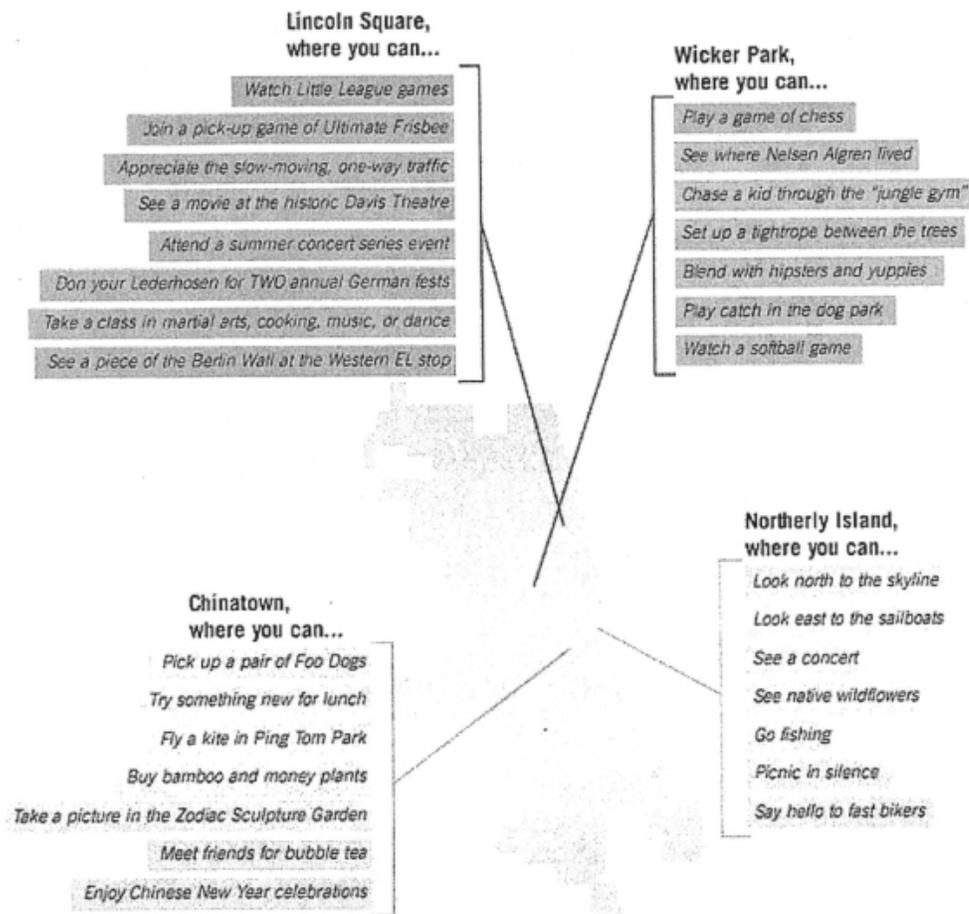


Project for Public Spaces

Power of 10 Process:

A great place needs to have at least **10 things to do** in it or **10 reasons to be there**. But, don't get fixated on a particular number. It's really a matter of **offering a variety of things to do in one spot**—whose quality as a place then becomes more than the sum of its parts.





<http://placemakingchicago.com/cmsimages/10-things-example2.jpg>

7/16/2012



A city/region needs 10+ MAJOR DESTINATIONS

Example: Chicagoland region

Brookfield Zoo Museum Campus Forest preserve bike trail Navy Pier Ravinia Festival Frank Lloyd Wright houses
Baha'i Temple Lake Michigan lakefront path St. Patrick's Day Parade Soldier Field Second City Apple picking
Chicago Botanic Garden Indiana Dunes National Lakeshore Historic Pullman District Downtown Chicago Chinatown

A Destination needs 10+ PLACES

Example: Downtown Chicago

Navy Pier Crown Fountain Ice rink Taste of Chicago Popcorn shops Shopping "The Bean," aka Cloud Gate
Harold Washington Library Grant Park Sears Tower Gene Siskel Film Center Daley Plaza Chicago Riverwalk
Green City Market Chicago Theatre Mies buildings World-class restaurants Looptopia Buckingham Fountain

Each place needs 10+ THINGS TO DO

Example: Daley Plaza, Downtown Chicago

Go to the farmer's market Sit on the Picasso statue Meet up for Chicago's Critical Mass ride Join ethnic celebrations
Put your feet in the fountain Read the newspaper Take a break after getting your driver's license Eat lunch outside
Catch the El or a bus, within a block Listen to free lunchtime music Visit two churches and a synagogue within a block

<http://placemakingchicago.com/cmsimages/10-things-example.jpg>

7/16/2012



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CITIES&TOWNS

ONLINE

Places that pay: Benefits of placemaking

Blog post by [Hazel Borys](#) on 13 Sep 2012

[feature](#) [research](#) [bicycling](#) [codes](#) [energy](#) [environment](#) [market trends](#) [transportation costs](#) [walking](#)

Hazel Borys, Better! Cities & Towns

When we updated and republished the [Codes Study](#) last week, I was deeply encouraged by all of you who expressed support. Thank you! From Rome to Finland to the UAE and across North America, I enjoyed the conversations and online exchanges regarding this group of towns and cities that are using character-based land use laws to guide proactive, locally-driven efforts to improve quality-of-life and become more economically competitive.

Others of you were asking for insights for how to get this change rolling at home, looking for value capture. Many reports quantify the value of the sorts of livable, walkable places that a form-based code generates. Here is a selection of studies that help make the case for walkability.

These are gathered from many sources, including [Kaid Benfield](#), [Strong Towns](#), and [Center for Neighborhood Technology](#). If you make it through this whole list, you're definitely a candidate for next week's [Placemaking@Work](#) with Lee Sobel on [Market-Driven Smart Growth](#). Or the week after, Andrew Burleson will be talking about [How Urban Design Affects Property Values](#), a Strong Towns online event. I'm interested to hear your favourite studies and statistics in the comments section.

Building Equity: Commercial and Home Values

Over time in D.C. metropolitan neighborhoods, "each step up the walkability ladder adds \$9 per square foot to annual office rents, \$7 per square foot to retail rents, over \$300 per month to apartment rents, and nearly \$82 per square foot to home values," according to Chris Leinberger and Mariela Alfonzo in a Brookings Institution study. ([New York Times](#), 2012)

Homes in walkable urban neighborhoods have experienced less than half the average decline in price from the housing peak in the mid-2000s. (Brookings Institution, 2011)

A 10-point increase in Walk Score increases commercial property values by 5% to 8%. (University of Arizona & Indiana University, 2010)

A one-point increase in [Walk Score](#) (based on number of destinations within a short distance) is associated with between a \$700 and \$3,000 increase in home values. (CEOs for Cities, 2009)

Building City Coffers: Increased Tax Base and Decreased Costs

Emotional connection to community = highest rates of GDP growth. ([Soul of the Community](#), Knight Foundation & Gallup, 2011)

<http://bettercities.net/news-opinion/blogs/hazel-borys/18875/places-pay-benefits-placemak...> 9/18/2012

Urban mixed-use mid-rise is 25 to 59 times more revenue per acre than its suburban counterparts (PlaceMakers on [Woodstock, GA](#), 2012; [Minnicozzi](#) on Sarasota, FL, 2011)

An EPA [study](#) indicates compact infrastructure is up to 47% less expensive than conventional development patterns. (Morris Beacon,

Calgary [estimated](#) compact development will save the City \$11 billion in infrastructure costs, making it 33% less costly to build the roads, transit, water, recreation, fire, and schools that it expects to need over the next 60 years.

Building Health: Cycling and Walking

Walkscore's new [Bikescore](#) offers up some strong reasons to cycle: "\$10 saved for each 10 mile commute. One pound CO₂ saved for every mile pedaled. 30 minutes per day of riding cuts odds of stroke and heart disease by 50%." (Walkscore, 2012)

Forbes' [Pedaling to Prosperity](#) lays out the ways that biking saves U.S. riders billions a year. Average annual operating cost of a bicycle: \$308. Average annual operating cost of a car: \$8,220. Between 2000 and 2010, the number of bicycle commuters grew 40% in the US. The average American household spends more on transportation (16%) than on food or healthcare. Low-income families may spend up to 55% of income on transportation when they live in auto-centric environments. (Forbes, 2012)

[Copenhagen's Bike Account](#) values one mile on a bike is a \$.42 economic gain to society, one mile driving is a \$.20 loss, after which it's no trouble to get political buy-in for balanced, results-oriented investment. (Bike Account, 2012)

[2012 Benchmarking Report](#) for Bicycling and Walking in the United States:

- Cycling and walking levels fell 66% between 1960 and 2009, while obesity levels increased by 156%.
- Percent of children who walk or bike to school fell 75% between 1960 and 2009, while childhood obesity rose 276% during that same period.
- Canadians walk or bike for 12% of daily trips. Americans are the same. Netherlands 51%; Denmark 34%.
- While biking and walking comprise 12% of all US trips and 14% of fatalities, facilities get less than 2% of US federal transportation funds.
- Cycling and walking investments return up to \$11.80 for every \$1 invested.

As a result of these cycling trends, Bicycle-Friendly Business Districts (BFBDs) are popping up. ([Transportation Issues Daily](#), 2012)

Regular walking increases memory (hippocampus size) and decreases risk of dementia. ([National Academy of Sciences](#), 2011)

Risks of death from breast and uterine cancer were reduced 19% in those who walked 1 to 3 hours per week, by 54% for walking 3 to 5 hours / week. (Harvard University Women's Health Study, 2012)

Retired men who walked less than 1 mile/day had nearly twice the mortality rates of those who walked more than 2 miles/day. (Harvard University, Brigham & Women's Hospital, ongoing)

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Among the more than 72,000 women in the Nurses' Health Study, those who walked 3 or more hours/week reduced their risk of a coronary event by 35% compared with women who did not walk. (JAMA, 2000)

If one in ten Massachusetts adults started a regular walking program, the state would save \$121 million in heart disease expenditures annually. (MA Dept. of Public Health, 2008)

Men and women age 50–71 who took a brisk walk nearly every day had a 27% reduced death rate compared to non-exercisers. Adding 20 minutes of vigorous exercise, 3 days a week resulted in a 32% reduced death rate. Combining vigorous exercise and walking each week produced a 50% reduced mortality. (Arch Internal Medicine, 2007)

A study of over 3,200 overweight adults found that a good diet and walking 2.5 hours/week reduced their risk of developing diabetes by 58%. Participants aged 60 and older reduced their risk by 71%. (New England Journal of Medicine, 2002)

Exercise affects learning, memory and cognition. College students showed improved performance on recognition memory tasks after exercise. (NYU current research)

Sedentary men who began exercising after the age of 45 have a 24% lower death rate than those who remain inactive. On average, sedentary people who became active later in life improved their life expectancy by about 1.6 years. (Harvard Alumni Study, 2000)

The average white male living in a compact community weighs 10 pounds less than his counterpart in a low density subdivision. (British Columbia School of Planning)

Every 1% rise in the urban sprawl index increases the risk of obesity by 0.5%. (Boston University School of Public Health)

The medical costs to treat obesity in the US for 2008 is estimated at \$147 billion.

Building Connections: Social Capital

People living in walkable neighborhoods trust neighbors more, participate in community projects and volunteer more than in non-walkable areas. (University of New Hampshire, 2010)

Building Supply: Market Preference

Fewer young people want cars. In 1995, people age 21 to 30 drove 21% of all miles driven in the U.S.; in 2009 it was 14%, despite consistent growth of the age group. Living car-free in walkable areas fits younger lifestyles. (Advertising Age, 2010)

Decreasing Emissions: VMT and Gas Pump Bills

New Yorkers' emit far less carbon than those of residents of comparable U.S. cities and about a third as much carbon as the activities of the average American. New Yorkers emit 6.5 metric tons of CO₂ per capita annually. (PlaNYC, 2011)

Walkable communities can quell the effects of global warming and peaking oil with mixed use, compact urban design. An average family in auto-dependent community drives 24,000 miles per year, while a

<http://bettercities.net/news-opinion/blogs/hazel-borys/18875/places-pay-benefits-placemak...> 9/18/2012

family in a walkable community of 16 dwelling units per acre and compact mixed use drives 9,000 miles per year. ([Sustainable Urbanism](#), 2007)

The Transportation Research Board's "[Driving and the Built Environment](#)" details the effects of land development patterns and vehicle miles traveled (VMT) on petroleum use and greenhouse gas (GHG) emissions. Doubling residential density while increasing nearby employment, transit, and mixed use can decrease VMT by 25%, along with reductions in energy consumption and GHGs. (2010)

Sustainable urbanism strategy changes energy demand, efficiency and generation. Decreasing demand via transit-rich compact development patterns, increasing efficiency with high performance infrastructure and green architecture, and increasing generation with renewable energy sources, on-site generation, district energy, and integrated agriculture.

While the average person on North America still spends 6.25 weeks every year in their car, we're starting to resist what that means to our wallet with rising fuel prices, and to our lifespans with rising obesity. We're starting to redefine livability in terms of quality of life (community amenities, active transportation, family time, social capital) instead of standard of living (size of house, number of cars, size of lot, earnings).

Hazel Borys is principal and managing director of Placemakers, a planning, coding, marketing, and implementation firm. This article originally appeared on [PlaceShakers and NewsMakers](#).

For more in-depth coverage:

- **Subscribe** to *Better! Cities & Towns* to read all of the articles (print+online) on implementation of greener, stronger, cities and towns.
- See the **September 2012** issue of *Better! Cities & Towns*. Topics: Artists energize places, Parking and transit-oriented development, the sprawl culture war, Complete Streets, Pocket neighborhood in Illinois, European-style street, Treating people and nature better, Highway teardown and New Haven, Sustainable Urbanism and Beyond, Too Much Magic, Advice from a pioneering source
- Get **New Urbanism: Best Practices Guide**, packed with more than 800 informative photos, plans, tables, and other illustrations, this book is the best single guide to implementing better cities and towns.

Comments

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Great civic space: It ain't the size, it's what you do with it

Blog post by [Howard Blackson](#) on 24 Sep 2012
feature [civic](#) [community](#) [public space](#)

Howard Blackson, Better! Cities & Towns

While hanging out in the street last Friday, against my Mother's better childhood advice, I felt an affirmation of my belief in why we, PlaceMakers, do what we do.

A group of us neighborhood advocates, [San Diego Urbanist](#), participated in the annual [PARK\(ing\) Day](#) event by creating a temporary civic space, a Parklet, in a parallel parking spot on a local Main Street. We reframed this worldwide event as a **Pilot PARK(ing) Project** (repeat this three times) because we have two local Business Improvement Districts and a [city council member](#) working to allow for more bikeable and walkable facilities. This change from an auto-oriented business improvement model is in direct response to our community morphing into a world-class hipster destination, as we are currently positioned #13 on Forbes' list of [America's Best Hipster Neighborhoods](#).



In 2005, San Francisco design firm, Rebar, transformed a single metered parking space into a temporary public park for 2-hours. An image of this transformational act went viral and changed the way we 'see' public spaces. This lone 'parklet' led to PARK(ing) Day, informing the [Tactical Urbanist](#) toolbox, and being formally adopted by [San Francisco](#), [Long Beach](#), [Boston](#), and [New York](#).

Sitting there in the street, watching the buses, cars, motorcycles, and bicycles pass us by with everybody cranking their necks to see what we were up to, these lessons were (re)learned:

<http://bettercities.net/news-opinion/blogs/howard-blackson/18891/great-civic-space-it-ain...> 9/28/2012

1) **The Street did not feel as 'dangerous' as we tend to expect.** Our Main Street is a major north/south thoroughfare connecting our most urban streetcar neighborhoods, with every conceivable type of automobile passing through. We would only pause our many conversations when the bus, trash truck, and fire truck drove by. Being near an intersection, the cars moved slower, as well as more quietly, which conveyed a greater sense of safety. Granted, our potted planter box wouldn't have slowed any runaway car but, as this is a nation of laws, we trusted that people would behave safely. And they did.

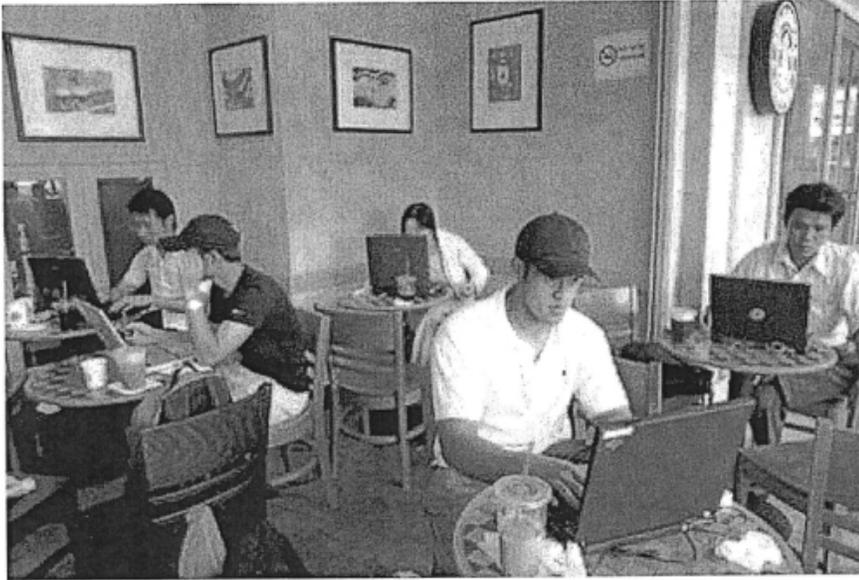
2) **Place matters.** I say this because our Parklet was visited by an interested Parking Enforcement Officer who sat with us and discussed the conundrum of city design — something ideally in pursuit of our highest public aspirations — playing out in response to fear of the midnight drunk. Importantly, the Officer offered this sage design advice: "I believe you should design these by their individual context and not a one-size-fits-all approach." Indeed, and we should be applying this same logic to our thoroughfares and neighborhoods.



3) **Civic space really does connect people.** We had several pedestrians, neighbors, bicyclists and drivers stop, sit down and talk to each other. Not just small talk either. Rather than going to a coffee shop or bar and securing a space, paying the fee (\$4 per cup/pint), then providing just enough body language to keep people from bothering or hitting on you... in the more public parklet, they simply sat down and engaged one another.

<http://bettercities.net/news-opinion/blogs/howard-blackson/18891/great-civic-space-it-ain...> 9/28/2012

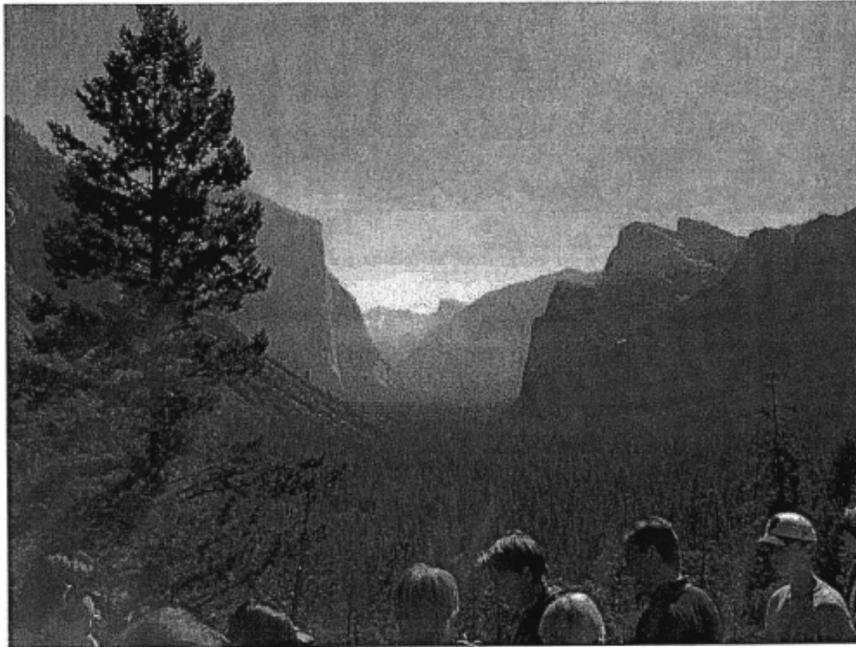




We spoke freely about local issues, politics, what we did for a living, and how we were connected. While the conversations were provocative, informative and, at times, humorous, the best part was that they were continuous. This reinforced the self-evident value of civic space in the United States of America.

4) **America's greatest idea, "that all men are created equal," is realized in public space.** This revolutionary rebuttal to the 'Divine Right of Kings' was invoked again during President Lincoln's Gettysburg Address to begin rebuilding our nation after the Civil War. At that time, the great landscape architect, Frederick Law Olmsted, proposed Yosemite valley to be our first National Park in order to manifest this very democratic ideal and use of civic art to heal our nation.

<http://bettercities.net/news-opinion/blogs/howard-blackson/18891/great-civic-space-it-ain...> 9/28/2012



Our little Parklet on Friday was a temporary, simple place and, while it appeared to be antithetical to the beauty and grandeur of our great Civic Spaces, its democratic spirit was still intact. As I often, perhaps too often, write, it's the degree to which we physically bring people together to share ideas and experiences that will define our ability to not only endure but thrive in the 21st century.



<http://bettercities.net/news-opinion/blogs/howard-blackson/18891/great-civic-space-it-ain...> 9/28/2012



Thinking like a farmer highlights mixed-use value

Calculations per acre reveal that dense, mixed-use development pays more.

An analysis by Joseph Minicozzi of Urban3 in Asheville, North Carolina, shows that on a per-acre basis, dense, mixed-use development far outstrips the value of lower density, single-use development — even profitable big box stores.

City officials tend to think of tax yield on a parcel-by-parcel basis. That's like analyzing agricultural yield "per farm." When analyzed per acre, the differences in types of urban development become very clear, says Minicozzi.

Minicozzi looked at the county property taxes paid on various kinds of development in 12 communities across the US. (County taxes are generally paid even in cities, and are more consistent than, say, school taxes in various states.)

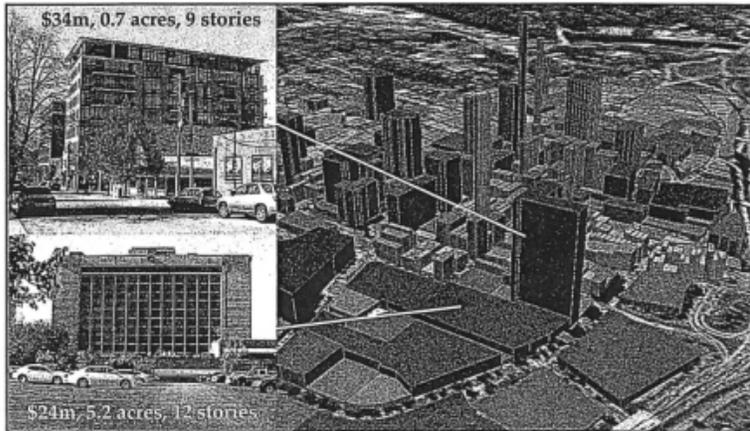
In the dozen communities, a Walmart on a large outlying site generated \$7 per acre in property taxes, while a shopping mall or strip center produced slightly more: \$7.80 per acre. By contrast, denser, more urban kinds of development provided much greater financial returns for their communities. Two-story, mixed-use development generated \$53.70 in property taxes per acre. Three-story mixed-use generated \$105.80 in taxes per acre. Six-story mixed-use was best of all: \$415 per acre.

Single-family residential development generated the least: \$3.70 if situated in a city and \$1 per acre if it was outside the city.

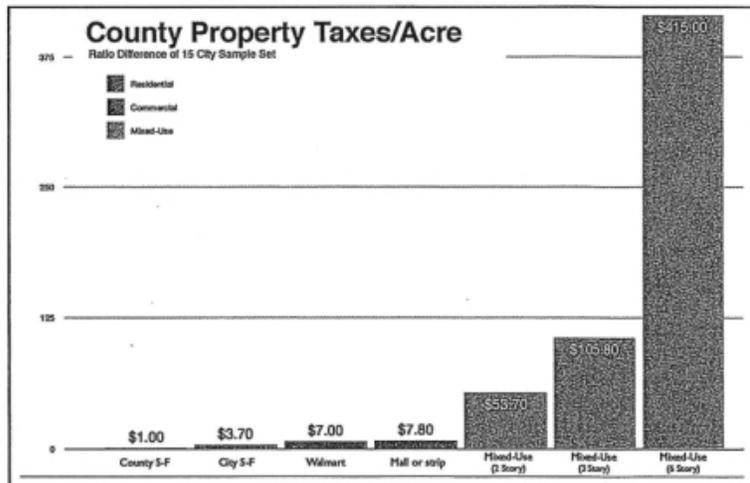
LOOKING AT LARGE PARCELS CRITICALLY

The lesson, as Minicozzi sees it, is that governments should encourage dense, mixed-use development — common in downtowns — and take a critical view of lower, large-acreage projects farther away from the core. Governments, in his view, should evaluate development on *tax revenue per acre* rather than on the value of the individual property.

The 12 communities that Minicozzi examined are Asheville; Sarasota, Florida; Columbia, South Carolina; Billings and Bozeman, Montana; Cheyenne, Sheridan, and Laramie, Wyoming; Driggs, Idaho; and Grand Junction, Glenwood Springs,



The 3-D map of downtown Asheville, NC, above, shows not the height of buildings but the tax yield per acre, which is highly variable. Two buildings of similar value, adjacent to each other, yield hugely different tax revenues per acre. The building on bottom, a hotel, has a large surface parking lot and much lower revenue per acre, revealing the public loss from parking. The graph below shows property tax revenue from different kinds of development.



and Rifle, Colorado. Some of the studies were of areas only within the city limits, while others extended into the surrounding counties.

Though most of those are in the Rocky Mountain states (where studies were commissioned by the Sonoran Institute, an environmental organization), and though the sample did not include some regions, such as the Northeast, Minicozzi believes the conclusions apply nationally.

Urban3's parent company is Public Interest Projects (PIP), a for-profit development company in Asheville that

concentrates on multi-story buildings downtown. Earlier studies of tax revenue per acre in Asheville and Sarasota County, Florida, were reported in the September 2010 *New Urban News*. Some readers have pointed out that large-acreage big-box stores sometimes generate substantial amounts of sales tax, a revenue category not covered in the latest report. Minicozzi noted in response that the revenue from a six-story downtown building is so great that on a per-acre basis, it surpasses the sales tax revenue from a typical large-acreage store. ♦

APRIL-MAY 2012

3



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Missing middle housing: Responding to demand for urban living

Blog post by [Dan Parolek](#) on 03 Apr 2012
[development](#) [infill](#) [market trends](#)

Dan Parolek, Better! Cities & Towns

The mismatch between current US housing stock and shifting demographics, combined with the growing demand for walkable urban living, has been poignantly defined by recent research and publications by the likes of Christopher Nelson and Chris Leinberger and most recently by the Urban Land Institute's publication, *What's Next: Real Estate in the New Economy*. Now it is time to stop talking about the problem and start generating immediate solutions! Are you ready to be part of the solution?

Unfortunately, the solution is not as simple as adding more multi-family housing stock using the dated models/types of housing that we have been building. Rather, we need a complete paradigm shift in the way that we design, locate, regulate, and develop homes. As *What's Next* states, "it's a time to rethink and evolve, reinvent and renew." Missing Middle housing types, such as duplexes, fourplexes, bungalow courts, mansion apartments, and live-work units, are a critical part of the solution and should be a part of every architect's, planner's, real estate agent's, and developer's arsenal.

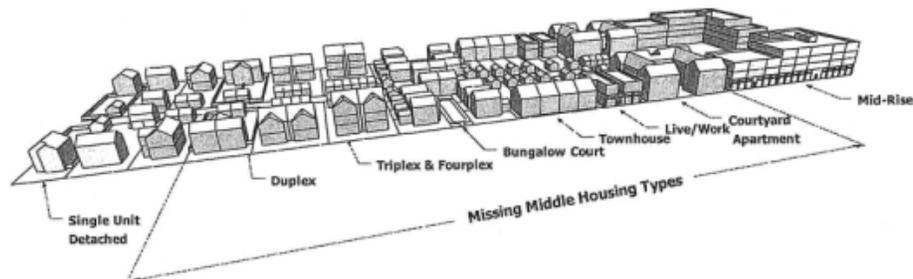


Diagram of missing middle housing types illustrating the range of types and their location between single-family homes and mid-rise buildings

Well-designed, simple Missing Middle housing types achieve medium-density yields and provide high-quality, marketable options between the scales of single-family homes and mid-rise flats for walkable urban living. They are designed to meet the specific needs of shifting demographics and the new market demand and are a key component to a diverse neighborhood. They are classified as "missing" because very

<http://bettercities.net/news-opinion/blogs/dan-parolek/17698/missing-middle-housing-resp...> 6/17/2012



few of these housing types have been built since the early 1940's due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership.

The following are defining characteristics of Missing Middle housing:

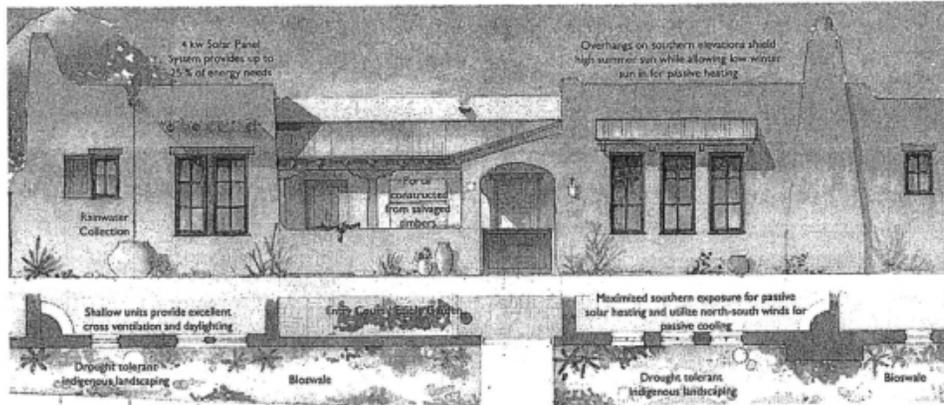
A walkable context. Probably the most important characteristic of these types of housing is that they need to be built within an existing or newly created walkable urban context. Buyers or renters of these housing types are choosing to trade larger suburban housing for less space, no yard to maintain, and proximity to services and amenities such as restaurants, bars, markets, and often work. Linda Pruitt of the Cottage Company, who is building creative bungalow courts in the Seattle area, says the first thing her potential customers ask is, "What can I walk to?" So this criteria becomes very important in her selection of lots and project areas, as is it for all Missing Middle housing.

Medium density but lower perceived densities. As a starting point, these building types typically range in density from 16 dwelling units/acre (du/acre) to up to 35 du/acre, depending on the building type and lot size. It is important not to get too caught up in the density numbers when thinking about these types. Due to the small footprint of the building types and the fact that they are usually mixed with a variety of building types, even on an individual block, the perceived density is usually quite lower—they do not look like dense buildings.

A combination of these types gets a neighborhood to a minimum average of 16 du/acre. This is important because this is generally used as a threshold at which an environment becomes transit-supportive and main streets with neighborhood-serving, walkable retail and services become viable.

Small footprint and blended densities. As mentioned above, a common characteristic of these housing types are small- to medium-sized building footprints. The largest of these types, the mansion apartment or side-by-side duplex, may have a typical main body width of about 40-50ft, which is very comparable to a large estate home. This makes them ideal for urban infill, even in older neighborhoods that were originally developed as single-family but have been designated to evolve with slightly higher intensities. As a good example, a courtyard housing project in the Westside Guadalupe Historic District of Santa Fe, New Mexico sensitively incorporates 6 units and a shared community-room building onto a ¼ acre lot. In this project, the buildings are designed to be one room deep to maximize cross ventilation/passive cooling and to enable the multiple smaller structures to relate well to the existing single-family context.

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This courtyard housing project in Santa Fe, NM incorporates 6 units on a ¼ acre lot (24 du/acre) in a form that is compatible with adjacent single-family homes.

Smaller, well-designed units. One of the most common mistakes by architects or builders new to the urban housing market is trying to force suburban unit types and sizes into urban contexts and housing types. The starting point for Missing Middle housing needs to be smaller-unit sizes; the challenge is to create small spaces that are well designed, comfortable, and usable. As an added benefit, smaller-unit sizes can help developers keep their costs down, improving the pro-forma performance of a project, while keeping the housing available to a larger group of buyers or renters at a lower price point.

Off-street parking does not drive the site plan. The other non-starter for Missing Middle housing is trying to provide too much parking on site. This ties back directly to the fact that these units are being built in a walkable urban context. The buildings become very inefficient from a development potential or yield standpoint and shifts neighborhoods below the 16 du/acre density threshold, as discussed above, if large parking areas are provided or required. As a starting point, these units should provide no more than 1 off-street parking space per unit. A good example of this is newly constructed mansion apartments in the new East Beach neighborhood in Norfolk, Virginia. To enable these lower off-street parking requirements to work, on-street parking must be available adjacent to the units. Housing design that forces too much parking on a site also compromises the occupant's experience of entering the building or "coming home" and the relationship with its context, especially in an infill condition, which can greatly impact marketability.

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A new mansion apartment in the East Beach project successfully integrated into a neighborhood with mostly single-family homes

Simple construction. The days of easily financing and building complicated, expensive Type-I or II buildings with podium parking are behind us, and an alternative for providing walkable urban housing with more of a simple, cost-effective construction type is necessary in many locations. What's Next states, "affordability—always a key element in housing markets—is taking on a whole new meaning as developers reach for ways to make attractive homes within the means of financially constrained buyers." Because of their simple forms, smaller size, and Type V construction, Missing Middle building types can help developers maximize affordability and returns without compromising quality by providing housing types that are simple and affordable to build.

Creating Community. Missing Middle housing creates community through the integration of shared community spaces within the types, as is the case for courtyard housing or bungalow courts, or simply from the proximity they provide to the community within a building and/or the neighborhood. This is an important aspect, in particular within the growing market of single-person households (which is at nearly 30% of all households) that want to be part of a community. This has been especially true for single women who have proven to be a strong market for these Missing Middle housing types, in particular bungalow courts and courtyard housing.

Marketability. The final and maybe the most important characteristic in terms of market viability is that these housing types are very close in scale and provide a similar user experience (such as entering from a front porch facing the street versus walking down a long, dark corridor to get to your unit) to single-family homes, thus making the mental shift for potential buyers and renters much less drastic than them making a shift to live in a large mid-rise or high-rise project. This combined with the fact that many baby boomers

<http://bettercities.net/news-opinion/blogs/dan-parolek/17698/missing-middle-housing-resp...> 6/17/2012

likely grew up in similar housing types in urban areas or had relatives that did, enables them to easily relate to these housing types.



Fourplexes like this one in the Midtown neighborhood of Sacramento are highly sought after.

This is a call for architects, planners, and developers to think outside the box and to begin to create immediate, viable solutions to address the mismatch between the housing stock and what the market is demanding—vibrant, diverse, sustainable, walkable urban places. The Missing Middle housing types are an important part of this solution and should be integrated into comprehensive and regional planning, zoning code updates, TOD strategies, and the business models for developers and builders who want to be at the forefront of this paradigm shift.

The market is waiting. Will you respond?

Dan Parolek is principal of [Opticos Design](#), an architecture and urban design firm with a passion for vibrant, sustainable, walkable urban places. This article originally appeared on [Logos Opticos: Composing Vibrant Urban Places](#)

For more in-depth coverage on this topic:

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Now coveted: A walkable, convenient place

Blog post by [Robert Steuteville](#) on 30 May 2012
[feature](#) [research](#) [development](#) [economy](#) [mixed-use](#)

The New York Times

Across the US, real estate values in top urban neighborhoods significantly outperform the best auto-oriented suburban neighborhoods, according to a Brookings study.

This finding points to growing market demand for walkable, urban places, writes Christopher Leinberger in a *New York Times* op-ed. The trend is playing out in both the cities and the suburbs, and developers need to get on board — even though the creation of new mixed-use places is more difficult and demanding than churning out single-use suburban subdivisions, he says. "The market gets what it wants, and the market signals are flashing pretty brightly: build more walkable, and bikable, places." Leinberger explains:

Until the 1990s, exclusive suburban homes that were accessible only by car cost more, per square foot, than other kinds of American housing. Now, however, these suburbs have become overbuilt, and housing values have fallen. Today, the most valuable real estate lies in walkable urban locations. Many of these now pricey places were slums just 30 years ago.

Mariela Alfonzo and I just released a [Brookings Institution study](#) that measures values of commercial and residential real estate in the Washington, D.C., metropolitan area, which includes the surrounding suburbs in Virginia and Maryland. Our research shows that real estate values increase as neighborhoods became more walkable, where everyday needs, including working, can be met by walking, transit or biking. There is a five-step "ladder" of walkability, from least to most walkable. On average, each step up the walkability ladder adds \$9 per square foot to annual office rents, \$7 per square foot to retail rents, more than \$300 per month to apartment rents and nearly \$82 per square foot to home values.

Leinberger offers further examples of how this trend has affected metro areas:

In Columbus, Ohio, the highest housing values recorded by Zillow in 1996 were in the suburb of Worthington, where prices were 135 percent higher than in the struggling neighborhood of Short North, adjacent to the city's center. Today, Short North housing values are 30 percent higher than those of Worthington, and downtown Columbus has the highest housing values in that metropolitan area.

Comments

<http://bettercities.net/news-opinion/blogs/robert-steuteville/18034/now-coveted-walkable-co...> 6/3/2012

formerly New Urban Network

CITIES & TOWNS

ONLINE

Urban walkability: the new driver in real estate values

Property values in Redmond, Washington, and Seattle's Capitol Hill used to be equal. The desire for urban density, walkability, and access to parks has now tilted values decisively in city neighborhoods' favor.

Blog post by [Mark Hinshaw](#) on 30 May 2012
[development](#) [walking](#)

Mark Hinshaw, Better! Cities & Towns

In this past Sunday's *New York Times*, Christopher Leinberger reported on the Brookings Institute research that has shown a distinct correlation between high house values and walkability of neighborhoods. [His article](#) bore the headline: "Now Coveted: A Walkable, Convenient Place." The research showed a dramatic flip-flopping of a multi-decade trend in which suburban and exurban houses were valued by the marketplace significantly higher than their urban counterparts. The reversal has occurred in just one decade and has been startling in its geographic and social scope.

Throughout the country, since the recession, house values have lost as much as 35 percent. That is clear, regardless of location. But what was happening quietly, it seems even before the recession took hold, was that home values within city location were escalating faster than outlying locations. Both have declined, but the decline is not nearly as pronounced within more urban locations.

Moreover, the difference in value between some inner and outer neighborhoods, even with similar household incomes and demographics, is remarkable. To be clear, the research did not compare a "poorer" neighborhood in the suburbs with a "richer" neighborhood in the city. They were careful to compare those with similar social characteristics. The differences can be astonishing when looking not at the up and downs of the last five years but the changes over the last 15-16 years.

The research included the Seattle area, which reflects national data. For example, a neighborhood in Redmond was compared with one on Seattle's Capitol Hill. Both had average home values in 1996 that were the almost identical. Now in 2012, the average value per square foot in Capitol Hill is \$300, while the Redmond average is \$200 per square foot. During the 15-year period, the Seattle neighborhood's home values increased by almost 80 percent, while the Redmond values increased by less than 25 percent.

Street with pedestrians and dining



Photo credit: [Eric Fredericks](#)

Apartments in Capitol Hill, Seattle



Photo credit: [Don Fels and Patricia Tusa Fels](#)

<http://bettercities.net/news-opinion/blogs/mark-hinshaw/18031/urban-walkability-new-drive...> 6/3/2012



Something quite transformational is going on here, something that belies the “American Dream.” The dream for many is no longer the house surrounded by a big lawn with a two (or three) car garage. That dream for many, is a nightmare. For many others, the ideal has shifted massively.

One of the fascinating new tools that has served to educate buyers about the type and quality of neighborhoods is the scoring system called Walk Score, which was created by a Seattle-based company called walkscore.com, and has spread across the country. The site evaluates neighborhoods by using a complex algorithm involving proximity to supermarkets, restaurants, medical services, and other things that people need on a daily basis. The methodology has been improving and now takes into account geographic discontinuities like freeways and ravines that make proximity more difficult.

So fast has Walk Score been brought into the mainstream that real estate agents across the country now advertise homes with their Walk Score indicated. The Brookings study made us of this mapping analysis to conduct its comprehensive assessment of various neighborhoods. High Walk Score neighborhoods are consistently coming out on top with respect to value per square foot. (To be fair, raw values in many suburban locations are still higher, but that is due mainly to the size of outlying properties.)

To be sure, many people are still choosing outlying areas and homes to live in, although by some estimates we have a sufficient supply of detached, single family houses in outer areas to last at least a decade, without building a single additional subdivision.

Clearly we are experiencing a huge sea change. But the interesting aspect of it is not so much about house preferences or locational decisions, but the value that Americans have been placing on the public realm – our collectively shared streets, sidewalks, parks, plazas, and public spaces. The massive shift in attitude has had to do with a fundamental move by many away from placing the quantity and price of private spaces at the top of every wish list. It is now public places that have high value. People are buying not just houses but places.

This has been recently reinforced by a new scoring system called parkscore.org. A system developed by the trust for Public Lands, after years of research and analysis, parkscore recently rated the largest 40 American cities. The rating system involves its own complex mathematical process of looking at quantity, distribution, spending per capita, and availability of playgrounds.

The ten top rated cities, in order, are: San Francisco, Sacramento, New York City, Boston, Washington, D.C., Portland, Virginia Beach, San Diego, Seattle, and Philadelphia. Once again, Seattle is upstaged by our neighbor to the south. But really, all of the top ten were only a handful of points apart with scores ranging from 66 to 74, out of a theoretical total of 100. The loser in the pack is Fresno, California, with a score of 21.5.

Parkscore is intended as a both a reporting tool and a planning tool. It can help policy makers and planners to identify neighborhoods that are not served well by parks and how to make existing parks even better. This usually requires a combination of public funding and private funding. Rarely can any city provide everything people desire by themselves. Organizations like the Seattle Parks Foundation are critical. But so are citizens who vote to tax themselves for benefit of themselves and their neighbors.

<http://bettercities.net/news-opinion/blogs/mark-hinshaw/18031/urban-walkability-new-drive...> 6/3/2012

That attitude of collective responsibility and leaving a legacy for our grandchildren now drives many Americans to live differently. A high regard for the public realm is now the hallmark of healthy and successful cities.

Mark Hinshaw, FALA, is an architect and urban planner at LMN Architects in Seattle. He was an architecture critic for The Seattle Times and is the author of many articles and books, including Citistate Seattle (1999). He can be reached at editor@crosscut.com.

This article originally appeared on Crosscut.com.

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- **Subscribe** to *Better! Cities & Towns* to read all of the articles (print+online) on implementation of greener, stronger, cities and towns.
- See the **April-May 2012** issue of *Better! Cities & Towns*. Topics: Urban freeway teardowns, Plan El Paso, Gated developments, Value of compact, mixed-use development, Changing land-use culture, Cost of living in sprawl, Ohio form-based code, Bicycle-friendly culture, Transit-oriented development and value capture, Affordability for artists.
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CITIES & TOWNS ONLINE

Front porch revival hints at market shift

[research](#) [building](#) [market trends](#)

Better! Cities & Towns



A little over a week ago *USA Today* [reported](#) that two-thirds of new houses on the market in 2011 included porches. That is more than an indication that New Urbanism, which helped to bring about the front porch revival, is having an impact on the mainstream market. "The rise in the number of new homes with porches hints at a shift in the way Americans want to live: in smaller houses and dense neighborhoods that promote walking and social interaction," says *USA Today*. Houses without garages or carports also are on the rise — 13 percent of the market in 2011 up from 8 percent of the market in 2004. Some analysts link that trend to a rising desire to live near public transportation.

For more in-depth coverage:

- **Subscribe** to *Better! Cities & Towns* to read all of the articles (print+online) on implementation of greener, stronger, cities and towns.
- See the **September 2012** issue of *Better! Cities & Towns*. Topics: Artists energize places, Parking and transit-oriented development, the sprawl culture war, Complete Streets, Pocket neighborhood in Illinois, European-style street, Treating people and nature better, Highway teardown and New Haven, Sustainable Urbanism and Beyond, Too Much Magic, Advice from a pioneering source
- Get **New Urbanism: Best Practices Guide**, packed with more than 800 informative photos, plans, tables, and other illustrations, this book is the best single guide to implementing better cities and towns.

Posted by Robert Steuteville on 03 Oct 2012

<http://bettercities.net/article/front-porch-revival-hints-market-shift-18903>

10/5/2012

A MARKET-BASED ARGUMENT FOR

Higher Density

BY ERRIN WELTY



Higher density in individual neighborhoods of Middleton Hills, Middleton, Wisc., allows more amenities in surrounding areas while creating a walkable community.

THE FUTURE OF THE HOUSING MARKET

is currently at a rare crossroads where both short- and longer-term development trends are pointing in the same direction. In contrast to much of the land speculation over the past decade, future demand is shifting, driven by multiple economic and demographic trends, including retiring baby boomers, smaller household sizes and more stringent home loan underwriting. Adapting to this emerging market is critical for communities that hope to retain an aging population base and provide adequate housing stock to support business and industrial growth.

However, political change is always slow moving, and many municipalities and their residents are unprepared to accept new demand patterns as the permanent reality. These municipalities struggled over the last few decades

just to keep up with surging demand for new residential development. Because of this, they had little incentive or ability to alter existing comprehensive plans and local ordinances that required large lot or traditional single-family development, despite mounting evidence that future residential demand will require a mix of housing types.

Today, however, changed circumstances make it clear that communities need to rethink their policies and re-envision their futures to accommodate physical and economic growth. Many developers are shifting short-term focus toward apartments and other multifamily units, which offer several advantages, including available financing and immediate demand. This shift is a function of current market realities, but overall trend lines also point toward increased demand for a variety of multifamily product types in both the short and mid-term. Convincing communities to embrace this trend is a challenge for today's developers. But several strategies exist for combating perceptions as well as the ordinances that limit the ability to accommodate increased need for mixes of housing densities.

EDMAN DEVELOPMENT GROUP

National Association of Home Builders LAND DEVELOPMENT WINTER 2012 1



THE SITUATION:

THE CONVERGENCE OF SHORT-TERM economic needs and long-term demand is driven by a number of factors. First is a shift in demand caused by baby boomer and Millennials. Boomers, having influenced the nation's progress since their births in the mid 1940s to 1960s, are now asking for housing that allows them to live an active, independent lifestyle while staying in their current community into later years.

A 2010 study by the American Association of Retired Persons, for example, found that 67 percent of boomers intend to retire in the same community where they currently live (largely suburban). These boomers also express a strong desire for a neighborhood where it is easy to walk and a place with convenient access to church and social organizations. Similar surveys also frequently identify as highly desirable post-retirement amenities such as the increased availability of maintenance for homes, good transportation services and proximity to health-care and retail amenities.

Meanwhile, older adults, as with all demographic groups today, are increasingly cost conscious. The 2011 MetLife Housing Trends Update found that over half of home buyers over 55 purchased a home valued at less than their previous residences. Combining this increased demand for amenities with more limited budgets of home buyers will require greater densities than

most suburban communities allow. At the same time, the millennial generation, who are choosing to remain single longer, are experiencing a housing mismatch—their single-person households do not require the average square footage (1,800 square feet and greater) of homes that have been the norm since the mid-1980s. A March 2011 study funded by the National Association of Realtors illustrates the impending housing mismatch—it found that while 38 percent of Americans report wanting to live in an attached unit, only 28 percent actually do so at present.

While demographic trends evolve in the direction of higher density, simple economics also will be a significant driver in the near term. The post-recession economy has brought threats of \$5 per gallon gas, tighter lending restrictions and disillusionment with jobs and homeownership opportunities.

The 1.3 million households that “disappeared” during the recession because families were forced to double up or children had to return to the nest are likely to reappear. And they will be joined by an increase in both the 18- to 24-year-old and minority populations over the next five years. All of these people will likely have a significant preference for rental and entry-level homes. Add to this pool former homeowners who no longer qualify for a mortgage and an increasingly older adult population, and the scope of this change is significant and far-reaching, potentially impacting most communities.



Hawks Landing apartment homes, Madison, Wis., show what individual entrances to multi-residences can do towards incorporating a development into a traditional single-family area.





Front porches and smaller front yards give this Middleton Hills street the feel of an established community.

To accelerate this shift and accommodate new growth in communities today, a campaign of education and information is needed. The four strategies below can help developers or municipalities sell communities on a different model by emphasizing municipal needs and allowing developers to address primary areas of community concern in a proactive fashion.

ELIMINATE MISCONCEPTIONS: Not all multifamily is created equal and this needs to be pointed out to communities. While many people picture "density" as a block of college-style apartments, others today think in terms of their favorite community areas such as a historic downtown or a vacation destination. Those favorite places have significantly greater density than people realize. Relating plans on paper to a real world location with similar characteristics can be essential in overcoming the stigma of density.

Visual preference surveys are one way to accomplish this feat. In basic terms, a visual preference survey provides the audience with a series of images (in this case various densities of neighborhoods or neighborhoods with and without commercial uses integrated within) which audience members rate according to preference. Frequently, this type of activity will illustrate the disconnect between what people desire and where they would actually prefer to live by illustrating what various density ratios look like in real life.

Still, first-hand experience can be an even more compelling illus-

tration. An example occurred in Wheat Ridge, Colo., a community that had a one-story height restriction citywide for decades. Following a failed attempt to pass a new ordinance, local economic development groups conducted a number of best practices tours with busloads of residents and politicians. The groups invited these visitors to view regional best practices and sample developments to get local perceptions to change. A new zoning ordinance encouraging multistory and mixed-use development passed in 2010, two years after the first failed attempt. Similarly, images of multifamily developments with separate entrances, such as Hawks Landing, Haen Real Estate, Madison, Wisc. (see image on previous page) can change people's perception of two-story development, while smaller lots, such as those in Middleton Hills, Middleton, Wisc. (see images on page 15 and this page) represent a significantly different view of density than commonly perceived.

CONTROL THE CONVERSATION: Local community aspects should be an emphasis in a development plan. A project tailored to the local community not only provides a unique selling point, it also removes the focus from the style of the development and places it on placemaking. This is because true placemaking isn't about lot sizes and home types, but about the community of people that will ultimately live there.



Bishops Bay, T. Wall Properties, Middleton, Wisc. maximizes the site's natural features by clustering homes within themed neighborhoods.



Higher Density

One example of successful concept-based planning is the second phase of the Bishop's Bay development in Middleton, Wisc. (see site plan on page 17), which features distinct neighborhoods centered around existing natural features such as woods, prairie and farmland. These features appear in the site plan as distinct pockets of landscape and lot configurations, which emphasize the natural characteristics of the site topography.

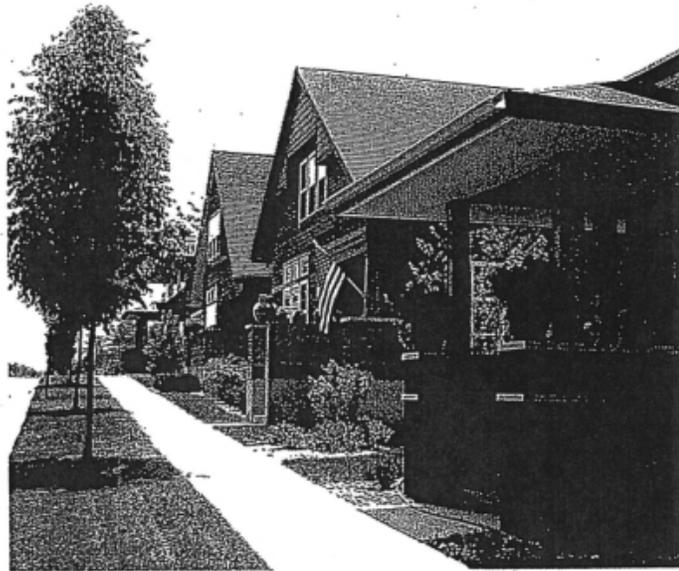
The Bishop Bay development has higher densities than the community historically supported, with cluster home developments within each of the neighborhoods creating density on the platted lots while preserving more natural areas in surrounding acreage. This type of creativity allows for a flexible approach to incorporating local farmland preservation zoning, which is common in rural communities, as well as meeting open space requirements in a less structured way that is more suited to rural neighborhoods. The farm neighborhood of Bishop's Bay development is envisioned as the future home of a Community Supported Agriculture provider (an arrangement whereby residents can buy shares or blocks of produce or other farm products from local farmers) or other local agricultural operation. This involves residents directly in the area's farming heritage while providing a community amenity.

PROVIDE COMMUNITY-DESIRED BENEFITS:

The community amenities that can be provided through higher density plans carry weight with both residents and people who live nearby. Plans should address both on-site amenities such as open space, trail networks, interactive water features or other modern recreational amenities as well as overall advantages such as the ability to attract higher-quality or new retail based on increased head counts.

One way to stack the deck is to survey residents in advance of a project to gauge the desire for additional amenities, then incorporating specific recommendations in the finished plan based on survey results. Providing a community with long-desired programmed recreational spaces, local arts or desirable retail space is a small price to pay for community support and streamlined municipal review.

In the Middleton Hills development, for example, increased density allowed for a significant increase in residential amenities over more traditional developments. Out of the 150 total acres, 44 have been dedicated as open space, including parks



The broad range of lot sizes necessitated by a higher-density site plan provided opportunities in Middleton Hills that allowed the developer to market to a broader audience.

and conservancy land. The smaller lots also created a more walkable neighborhood (see image above), creating an additional selling point with increased accessibility to neighborhood schools and a grocery store, which are all within walking distance. From a financial standpoint, the broad range of lot sizes necessitated by a higher density site plan provided opportunities for homes ranging in size from 950 to 6,000 square feet, which allowed the developer to effectively market to a broader audience. Common design tied homes large and small together to create a unified neighborhood.

Another distinct option for accommodating community desires is to use density as a key to eliminating blight and spurring redevelopment. Communities that desire a change in uses within a particular area may be willing to allow for some areas of density in excess of current plans in exchange for near-term development activity. The Movin' Out project in Stoughton, Wisc. (see site plan on opposite page), kicked off the rail corridor redevelopment with the introduction of townhome-style residential units in a former industrial area, breathing new life into a key redevelopment corridor for the city.

EMPHASIZE FISCAL RESPONSIBILITY:

In today's political climate, few municipalities are eager to commit to projects that will require significant public improvements and investment. However, many are desperate to spur new development to recoup earlier funds lost in trying to support or attract developments that then disappeared during the recession. Offering a higher-density development that takes advantage of the investments already made and provides an added boost to property taxes can help a community's budget.

formerly *New Urban Network*
CITIES & TOWNS ONLINE

The dreaded density issue

Blog post by [Susan Henderson](#) on 31 May 2012
[development](#) [planning](#) [urban design](#)

Susan Henderson, Better! Cities & Towns

A number of recent conversations with [Stefanos Polyzoides](#), [Howard Blackson](#), and [Matt Lambert](#) regarding density and residential types has me thinking about building typology as one solution to visualizing and embracing density.

The Lincoln Institute has done a good job of making the touchy subject more approachable on their [website](#) and the wonderful aerial photography of [Alex S. MacLean](#) goes a long way to clarifying the difference between similar densities that ultimately prove more or less desirable in their final built form. For example, compare the similar densities from San Francisco and Boston below. The narrow buildings around Louisburg Square are human scaled and very approachable from the view of the pedestrian. In contrast, the monolithic buildings in San Francisco create a canyon at the street level and contribute very little to the effort to promote sustainable densities.



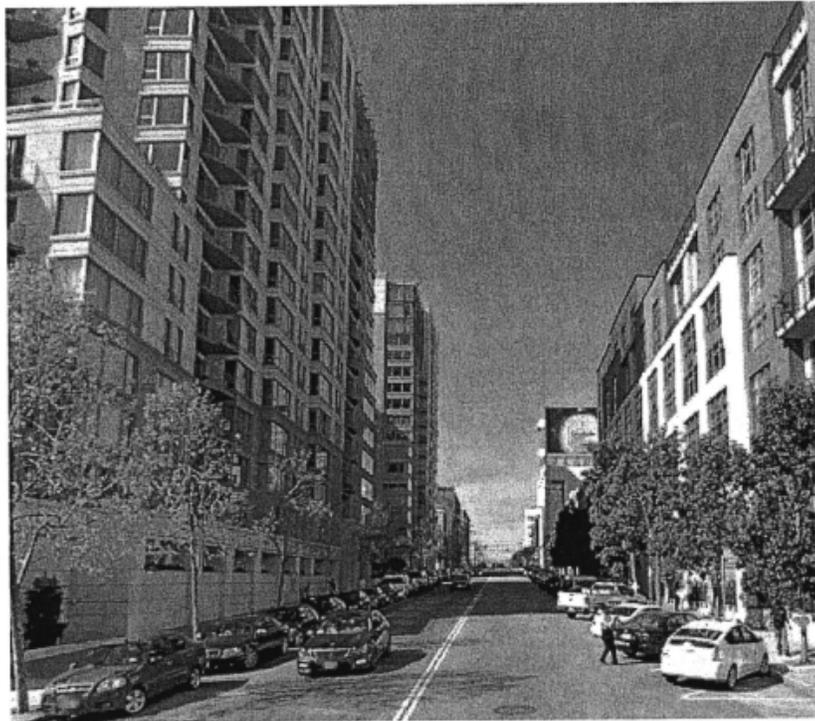
San Francisco – South Beach neighborhood at 52.5 units per acre: Bing Maps

<http://bettercities.net/news-opinion/blogs/susan-henderson/18035/dreaded-density-issue>

6/3/2012



Boston – Louisburg Square at 52.9 units per acre: Bing Maps



San Francisco – South Beach neighborhood street view: Google Maps

<http://bettercities.net/news-opinion/blogs/susan-henderson/18035/dreaded-density-issue>

6/3/2012





Boston – Louisburg Square street view: Google Maps

Instead of debating the number of units per acres, planners and city staff should consider addressing types of buildings that are permitted within different zoning categories. Not only is this the most understandable approach for the lay person, it's the most predictable for the builder and the city. This method of addressing density is supported by the latest zoning technologies including the SmartCode and a number of other Form Based Codes, particularly those authored by Moule & Polyzoides Architects & Urbanists. The units per acre on the basic housing types for a mid-size U.S. city are as follows:

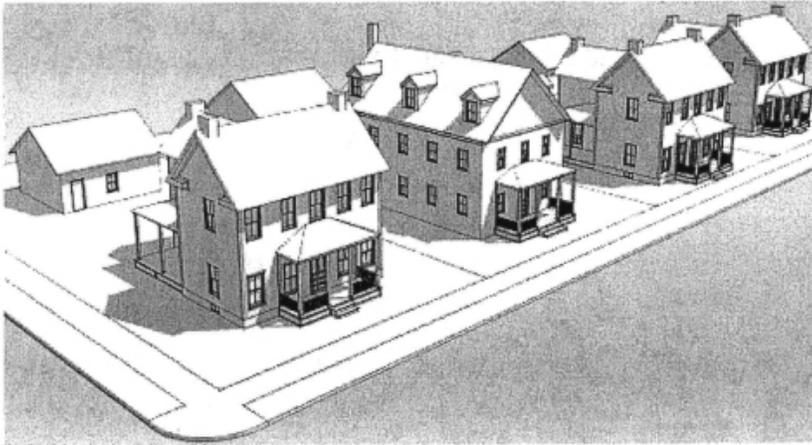
DESCRIPTION

Single family house 50' x 100' lot

DENSITY

8.5 DUA

TYPE



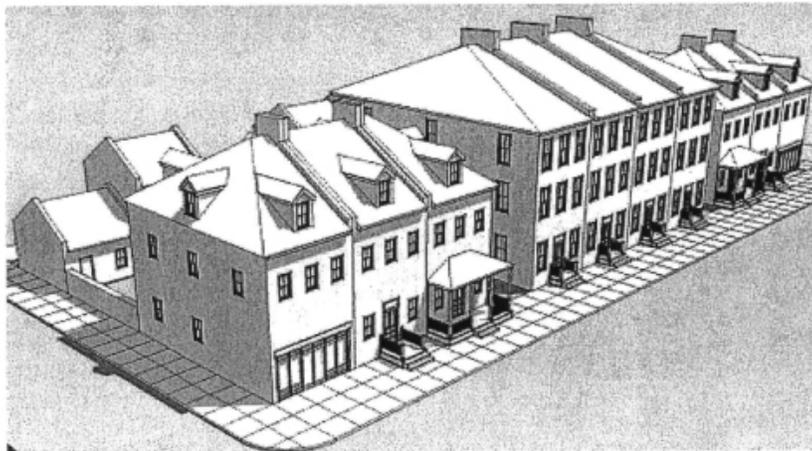
DESCRIPTION

Townhouses with 2 car garage

DENSITY

18 DUA

TYPE



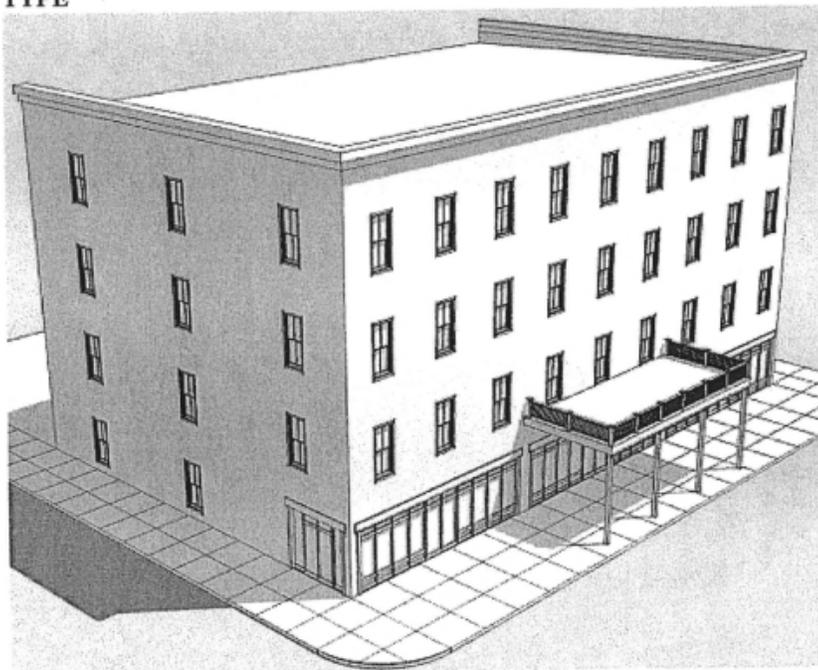
DESCRIPTION

Walk up flats parking 1.5 cars per unit

DENSITY

36 DUA

TYPE



Andrés Duany makes a good case for considering density at the scale of the neighborhood rather than the individual building. He states that the types listed above, in the context of a neighborhood reflecting the average United States market for need and choice results in roughly thirds: or one acre of apartments per two acres of townhouses per four acres of single family houses. This delivers a net density of 10 units per acre for a complete neighborhood. Next time you're faced with a frightened crowd of density opponents, try turning the conversation to *types* of buildings, and allow that discussion to evolve into addressing the neighborhood as a whole, rather than simply a sum of its individual parcels.

Susan Henderson is principal, director of design, Placemakers, a planning, coding, marketing, and implementation firm. This article originally appeared on PlaceShakers and NewsMakers.

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Comments

<http://bettercities.net/news-opinion/blogs/susan-henderson/18035/dreaded-density-issue>

6/3/2012



MAKING CONNECTIONS

Downtowns and urban commercial districts play an important role in their communities and in Wisconsin's overall economy, functioning not only as prominent employment and business centers, but oftentimes standing as the historic foundation of the municipalities they serve. They are the center of local government, providing a meeting place for the community. These places where people congregate to do business, attend events, or simply enjoy contact with their neighbors add vitality to an area that improves the quality of life for residents and visitors.

Successful commercial districts don't just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the community. Where do you start? Who needs to be involved? What resources will be required to succeed?

These questions and more form the basis of the Wisconsin Economic Development Corporation's (WEDC's) Connect Communities Program.



201 West Washington Avenue
PO Box 7970
Madison, WI 53707-7970
(608) 210-6840
inwisconsin.com

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION >

CONNECT COMMUNITIES

RESOURCES FOR YOUR DOWNTOWNS AND URBAN COMMERCIAL DISTRICTS



SHARED GOALS

Connect Communities offers technical assistance and networking opportunities to local leaders interested in revitalizing their downtown or urban commercial districts. It also provides access to additional financial and technical assistance programs.

Because no two districts are identical, Connect Communities, like all WEDC programs, is adaptable to downtowns and urban commercial districts of all sizes. Connect Communities complements WEDC's very successful Main Street Program. In fact, successful Connect Communities may choose to apply for Wisconsin Main Street status.

Connect Communities helps local planners leverage the unique assets of their downtowns and urban districts. While the characteristics of each community may differ, Connect Communities participants share an interest in creating economic vibrancy within their districts. The goal is to reduce sprawl while spurring business and residential growth.

AVAILABLE SERVICES

Communities selected to participate in the Connect Communities Program will have immediate access to resources that will help them get started with a commercial revitalization effort. You will also benefit from interaction with WEDC's experienced staff and the leaders in the Connect Communities network. Connect Communities services include:

- A ListServ/Network Group to get new ideas from staff and other participating Connect Communities
- Participation in one Main Street Executive Director Workshop each year with a focus on a downtown revitalization topic. Past topics have included business recruitment, volunteer development and branding
- An on-site visit from one of WEDC's community development staff to assist in identifying needs and offering assistance
- An on-line open house to get your questions answered by experts
- Training for your downtown director or board president
- Roundtable discussion groups on pertinent topics held once every year
- Possible opportunities to link college/university student projects to your downtown/urban commercial district needs
- Access to WEDC's downtown development library
- Access to resources and training materials that have been developed for Wisconsin Main Street communities
- Invitation to the annual Main Street Awards Program, plus eligibility to nominate a project for a Connect Communities award
- Webinars/Regional Training

PROGRAM REQUIREMENTS

- Must have an organization that focuses on downtown/urban commercial district issues
- Signed agreement with WEDC
- Reporting (twice a year)
- Must have access to computer with required software
- Must commit to majority of training opportunities
- Annual fee: \$200

APPLICATION AND SELECTION

- Up to 20 communities selected each year
- Renewal application every two years
- Scoring based on:
 - Strength of committee/organization
 - Need for assistance
 - Clearly defined downtown/urban commercial district
 - Local resources available
 - Potential
- If your community is interested in learning more, please contact us at (608) 210-6840.
- To apply to be one of our Connect Communities visit www.inwisconsin.com/connectcommunities





CERTIFIED SITES IN WISCONSIN

The new normal for development projects is a fast turnaround time, quick approval, and low risk. All of these demands are met by Wisconsin's Certified Sites Program.

WEDC's review process ensures that your site presents minimal risk to investors and that it will move quickly through the approval process. Perhaps most importantly, as a Certified Site your property will reach the proper target audience.

And rest assured—the program makes economic sense. Because of WEDC's investment in this program, the cost of certification is significantly less than it would be if you chose to hire your own consultant. Wisconsin's Certified Sites Program is a true win-win-win for the State of Wisconsin, developers, and participating communities.

STATE ECONOMIC DEVELOPMENT BENEFITS

- Fills a gap in Wisconsin's economic development strategy, as identified by *Be Bold*
- Increases Wisconsin's competitiveness relative to other states seeking to draw major projects
- Provides a portfolio of sites to include in business attraction efforts

DEVELOPER AND COMMUNITY BENEFITS

- Delivers a development-ready site for major attraction or expansion projects
- Leverages the state's resources and contacts for site marketing
- Achieves credibility for developer and community through a globally-recognized site selection practice
- Involves local officials in site selection process
- Educates community leaders on site development best practices

"There is a lot of work that goes into the program on the front end; the benefit is that when a site is certified we will be able to quickly react with a comprehensive marketing package." — Kyle Adams, Ruedebusch Commercial Investments

For more information on WEDC's Certified Sites Program, contact Graham Callis at (608) 210-6837 or graham.callis@wedc.org.

HOW WILL YOUR SITE BE MARKETED?

Certified Sites receive **exclusive billing in LocateInWisconsin.com**, WEDC's one-stop site selection resource listing available sites and buildings throughout the state along with demographic information for surrounding communities. Certified Sites are labeled as such and can be searched separately from all other sites listed, giving them special prominence within LocateInWisconsin.com.

WEDC will also **create a unique landing page for each Certified Site** on InWisconsin.com. These dedicated site pages will include links to all site-related documentation and mapping.

WEDC will **create and distribute a one-page site overview** for each certified site. These marketing materials will list online resources and contacts where prospects can receive more specific information relating to the site. Information about Certified Sites will be included in all of WEDC's outreach to site selectors and in relevant business attraction marketing nationally and globally. Information relating to Certified Sites will also be supplied to companies and consultants that contact WEDC for information on available sites.

