



2003 City and Town of Platteville Comprehensive Plan

Scoping Survey: Summary of Results

September 10th, 2008

Survey Background

A scoping survey was conducted to assess the relevance of goals and objectives in the City and Town of Platteville's current Comprehensive Plan, adopted in 2003. The survey listed each goal or objective included in the Comprehensive Plan and asked whether that goal or objective should be kept or revised. A vote for "keep" implies that the goal or objective is still relevant; a vote for "revise" signifies that the goal or objective may need to be edited or removed in recognition of changes within the community. A copy of the paper survey was given to everyone attending the August 13, 2008 Comprehensive Plan Committee Meeting and also was available for download from the City of Platteville's Website or pick-up at the Platteville City Hall. The required return deadline for the survey was August 27, 2008.

A total of (33) individuals responded to the survey: (5) Town of Platteville residents, (27) City of Platteville residents, and (1) respondent did not indicate his or her place of residence. More than one third (41%) of respondents agreed that the vision statement should be revised. Respondents additionally voted for the Transportation, Utilities and Community Facilities, and Economic Development vision statements also be revised.

Below is a summary of the survey results by topic. Later, the results are organized by respondent place of residency: town or city. Appendix A includes a complete list of the goals and objectives flagged for review with their vote percentages. To be considered for revision, each goal or objective must have had over 1/3 of respondents vote that they be revised.

Housing: The goals and objectives recommended for revision are **H-1a**, a policy about university housing, **H-5a**, a policy about housing on the edge of the City, **H-5e**, a policy recommending variations in residential development.

Land Use: The goals and objectives recommended for revision are **L-1a**, **L-1b**, **L-1c**, **L-1e**, **L-1f**, and **L-1g**. Each of these policies is related to the development of new

transportation corridors. **L-2c** also received enough votes to warrant review, this policy relates to enhancing Main Street.

Agricultural, Natural and Cultural Resources: The goal and objective recommended for revision is **A2-e**, a policy recommending enhancement of the Platteville Main Street Corridor from the museums to the bike trail.

Intergovernmental Cooperation: The goals and objectives recommended for revision are **I-1b** and **I-3a**. The first recommends expansion of the city newsletter with additional information, the second promotes revitalization of agricultural-related tourism.

Transportation: The goals and objectives recommended for revision are **T-1a** and **T-1b**, which recommend improvements in traffic circulation, **T-1c** which encourages capitalizing on the jurisdictional transfer of US-151 to the City. **T-3a** also received over 33% vote in favor of revision. This policy recommends the development of a safe, visually pleasing, and efficient transportation network.

Utilities: No goals or objectives were recommended for revision.

Economic Development: The goals and objectives recommended for revision are **E-3a** and **E-3b**, recommendations to improve appearance of the Main Street and downtown in general, **E-4**, which recommends improving cooperation with UW-Platteville, **E-6** and **E-6a**, which relate to leveraging Platteville's small town character to attract new families and visitors, **E-7**, which recommends strategic planning with other economic development authorities, and **E-7a** and **E-7b**, both of which relate to promoting development opportunities including the airport and recreation.

Recommendations sorted by place of residency

Town Recommendations: Goals and objectives recommended for revision by 33% or more of respondents from the Town were H-1a, H-2a, H-4a, L-1a, L-1b, L-1e, L-2d, I-1b, T-1c, T-1d, E-1b, and E-3a.

City Recommendations: Goals and objectives recommended for revision by more than 33% of respondents from the City were H-1a, H-5b, H-5e, L-1a, L-1b, L-1c, L-1d, L-1e, L-1f, L-1g, L-2c, A-2e, I-1b, I-1c, I-2c, I-3a, T-1a, T-1b, T-1c, T-3, T-3a, U-1c, U2-b, E-3a, E-3b, E-4, E-6, E-6a, E-7, E-7a, and E-7b.

Appendix A: goals and objectives recommended for review

		% Voting "Revise"		
		City	Town	Total
		n=27	n=5	n=33
Vision Statement	In 2021, the Platteville community will continue to provide and maintain a safe, small town atmosphere and a scenic rural environment. The community will respect and preserve its historic origins and agricultural heritage, while promoting planned growth, affordable housing, economic development and diverse recreational, cultural and educational opportunities for all ages.	48%	0%	41%
Transportation Vision Statement	Create a community friendly, multi-modal transportation network by realigning through traffic, linking the campus to the larger community and developing a bike network, better senior transportation and improved parking.	52%	0%	42%
Utilities and Community Facilities Vision Statement	Platteville will provide park and recreational opportunities in proximity to residential development. Our community will have adequate facilities for emergency and government agencies to promote health and education for all age groups. Growth of all facilities and utilities will be coordinated to match growth of the City and Town. Transit service (bus) will transport people to and from our facilities (downtown, parks, etc.).	54%	40%	50%
Economic Development Vision Statement	Platteville has a diverse economic base and builds on its assets, such as a strong school system, a safe environment and downtown history, to stimulate economic development.	40%	40%	40%
H-1a	Encourage the University to add more dormitories or get involved in providing additional rental housing.	37%	60%	39%
H-2a	Encourage private developers to provide additional rental housing.	28%	40%	32%
H-4a	Provide more affordable housing.	33%	40%	33%
H-5a	Consider alternate residential forms for the planning area periphery to create edges to the community.	56%	20%	50%
H-5e	Consider alternate residential forms such as cluster development and neo-traditional neighborhoods.	52%	0%	45%
L-1a	Develop Commercial/Retail on 80-81 Corridor (80/81 will be the gateway to the City).	38%	60%	41%
L-1b	Locate present development (>10yrs.) north of Hwy 151.	42%	40%	41%
L-1c	Provide a tourist information center near the new bypass.	58%	20%	53%
L-1d	Improve streetscaping, landscaping and provide park-like settings.	35%	0%	31%
L-1e	Develop alternate routes off of Hwy 80/81 to take pressure off of truck stop at intersection.	59%	40%	58%
L-1f	Recruit businesses with high employee needs.	46%	20%	41%
L-1g	Develop promotional marketing efforts in health care, schools, and community life.	44%	0%	36%

L-2c	Preserve and enhance Main Street as the civic, retail core of the community.	35%	20%	34%
L-2d	Discourage unplanned development along major corridors.	20%	50%	27%
A-2e	Enhance the Main Street corridor from east to west, linking the museum block to Main Street and eastward to the bike trail.	42%	20%	38%
I-1b	Expand the City newsletter with updates and information from other governments.	42%	40%	41%
I-2c	Governmental entities will work together to coordinate efforts and prevent duplication, and identify gaps in services and areas of need.	35%	0%	29%
I-3a	Revitalize Ag-Tourism.	42%	20%	38%
T-1a	Improve traffic circulation downtown and between downtown and UW-Platteville.	46%	20%	41%
T-1b	Improve traffic circulation between the new bypass and downtown, UW-Platteville and existing USH retail.	40%	20%	37%
T-1c	Capitalize on opportunities regarding the jurisdictional transfer of 151 from the State to the City.	42%	40%	42%
T-1d	Minimize downtown truck traffic.	26%	40%	28%
T-3	Create user friendly transportation network	38%	0%	31%
T-3a	Develop a visually pleasing, safe and efficient network to meet the needs of all residents.	56%	0%	48%
U-1c	Avoid development in areas not easily served by City utilities.	37%	0%	31%
U-2b	Coordinate new facilities with areas of future growth in the community (north and south growth areas).	35%	0%	30%
E-1b	Plan for a sufficient supply of land for new businesses.	31%	50%	33%
E-3a	Improve the appearance of Main Street through streetscape design.	48%	50%	48%
E-3b	Improve the appearance of the entrances into the downtown.	36%	25%	34%
E-4	Achieve better cooperation with UW-P regarding their opportunities, which are underused by the community.	38%	25%	35%
E-6	Maintain a small town, safe, friendly environment and use this to attract and encourage families to move to Platteville.	44%	0%	37%
E-6a	Emphasize City Park, downtown historic atmosphere and rural character as attractions.	36%	25%	34%
E-7	The City should hold a strategic planning session with the PAIDC board every 3 to 5 years, or coordinate with the GDEDC planning sessions. Use the assets of the region to stimulate growth.	52%	0%	42%
E-7a	Make better use of the airport by expanding its use and extending the runway to allow for jets.	56%	20%	50%
E-7b	Promote recreational opportunities, including winter sports.	52%	20%	47%