

City of Platteville Comprehensive Plan: Community Survey Summary

Survey Period: August 7, 2025 – October 13, 2025

Total Respondents: 876

Total Completed Surveys: 596

1. Mark all that apply. (876 responses)

- 71% (626) – I live in the City of Platteville.
- 45% (397) – I work in the City of Platteville.
- 36% (316) – I own property in the City of Platteville.
- 35% (307) – I visit the City of Platteville for shopping, etc.
- 22% (194) – My children attend school in Platteville.
- 19% (164) – I attend school in Platteville
- 8% (72) – I own a business in the City of Platteville.
- 1% (8) – None of the above.

2. For how long have you lived in Platteville? (876 responses)

- 21% (180) – 6-15 years
- 20% (176) – Over 30 years
- 18% (161) – 1-5 years
- 18% (161) – 16-30 years
- 17% (146) – I do not live in Platteville.
- 6% (52) – Less than a year

3. What do you value most about Platteville? Choose your top three. (876 responses)

- 39% (340) – University of Wisconsin-Platteville
- 35% (308) – Small-town feel
- 27% (238) – Good schools
- 27% (233) – Parks and recreation
- 25% (216) – Local businesses and services
- 24% (214) – Safety
- 20% (178) – Library
- 18% (159) – Friendly people
- 18% (154) – Community events and festivals
- 16% (144) – Affordability
- 13% (113) – Long-term home (born/raised, family)
- 11% (99) – Downtown area
- 10% (87) – Good commuting opportunities to nearby communities and amenities
- 7% (62) – Job opportunities
- 7% (60) – Senior Center
- 3% (23) – Mining & Rollo Jamison Museum

4. **Are there other aspects of Platteville that drew you to the community or made you stay in the community?** (274 responses)

- Answers repeated from question 3
- Came for school at UWP and stayed
- Came for a job and stayed
- Biking and walking trails
- Welcoming people

5. **What are Platteville's greatest strengths?** (489 responses)

Summarized open response answers (1-10 estimated ranking based on repeated responses):

1. Schools – UWP and Platteville School District
 2. Small town feel
 3. Friendly people
 4. Hospital – quality healthcare
 5. Sense of community
 6. Community groups and volunteerism
 7. Walking/biking trails
 8. Parks and rec (PIP mentioned)
 9. Library
 10. Community events – Music in the Park, Farmers Market, Dairy Days
- Downtown
 - The M
 - Safe – police, fire
 - Proximity to Dubuque and Madison
 - Driftless area/nature
 - Local small businesses
 - Diversity of people and thought
 - Great place to raise a family

6. **What are Platteville's greatest weaknesses?** (512 responses)

Summarized open response answers (1-9 estimated ranking based on repeated responses):

1. Not enough sit down restaurants
 - a. Supper club
 - b. Upscale dining for special occasions
2. Housing
 - a. Landlords not providing upkeep on rentals
 - b. Expensive
 - c. Affordable, quality rentals for students
 - d. Affordable housing for families

- e. Affordable housing for seniors
 - f. Conversion of single-family homes to rentals
 - g. Rundown homes are unappealing
3. Lack of job opportunities for professionals with degrees
 - a. Over dependence on the University as an employer
 4. High taxes
 5. Lack of intergenerational gathering spaces and events
 - a. Lack of activities for teens
 - b. Lack of winter activities
 6. Lack of shopping options
 7. Downtown looks unattractive and has a lack of diverse businesses
 - a. More arts and culture and small business shopping needed
 8. Lack of public transportation
 9. Lack of planning or vision for the future
- Daycare hard to come by
 - Lack of collaboration between the University and City
 - University events feel like they're only for students
 - Lack of support for newcomers or people who didn't grow up here
 - Income limits for housing authority (single mother making \$20/hour was told she makes too much)
 - School district comments:
 - Lack of support for school district
 - Mixed up priorities at the school district
 - Hard feelings over referendums and money spent
 - Hard water
 - Not enough parking
 - Losing tree canopy
 - Lack of bike parking
 - Small senior center
 - No YMCA or public gym
 - No pool right now
 - Internet access
 - Racism
 - Support for minorities and minority organizations
 - Not a safe space for people of color
 - Streets and sidewalks
 - Leadership focusing on the needs of a few instead of the needs of many
 - Everything geared toward the University
 - Accessibility across town but especially downtown businesses

7. How satisfied are you with the following aspects of Platteville? (827 responses)

Summarized answers:

- **High satisfaction:**
 - Access to trails, bike routes, and natural areas
 - Healthcare (clinic/hospital)
 - Exercise and recreational opportunities
 - Public safety (police & fire)
 - Mining & Rollo Jamison Museum
 - Platteville Public Library's programs, service, and resources
 - Platteville Public Library's hours of operation
 - Quality and usability of City parks
 - Quality of schools and education
- **Low satisfaction:**
 - Availability of affordable housing options
 - Variety of shopping, dining, and services
 - Public transportation (taxi/bus)
 - Availability of childcare for working families
 - Variety of housing types to meet different needs (seniors, families, renters, etc.)
- **Mixed satisfaction:**
 - City communication and transparency
 - The City's efforts to meet the needs of all residents, regardless of age, income, or ability
 - Bicycle access and safety across the City
 - Pedestrian access and safety across the City
 - City environmental protection and sustainability efforts
 - Condition of City streets and sidewalks
 - Effectiveness and affordability of water utilities
 - Senior center
 - Arts & culture
 - Availability of good-paying jobs
 - Vibrancy and appearance of downtown area
 - Business upkeep and investment
 - Reliability & affordability of high-speed internet
 - Community culture that is welcoming to all people
 - Visual appeal of homes
 - Visual appeal of public spaces
 - Drinking water quality and reliability

9. (Optional) Would you like to explain or add detail to any of your selections? (196 responses)

Summarized answers:

- Lack of employment outside of University
- Need a camera at Harrison Park to prevent vandalism and allow bathrooms to be open

- Longer library hours
 - Open a couple of Sundays during the summer
 - Open earlier or later some days
- Poor water quality
- Return Main Street to one way
- Need more meeting spaces outside of the Library
- Lack of public transportation – bus routes changed
- Need a YMCA or community center
- Senior center too small
- Lack of internet providers makes it expensive
- Sidewalks need improvements – brick crosswalks downtown mentioned specifically

10. What types of new housing should be considered in Platteville? (680 responses)

- 64% (438) - Small single family homes
- 39% (263) – Condominiums or townhomes
- 37% (253) – Apartments
- 36% (243) – Senior living
- 30% (206) – Duplexes
- 29% (200) – Large single family homes
- 28% (193) – Assisted living
- 21% (141) – Transitional housing/shelter-type options
- 18% (125) – Accessory dwelling units/backyard cottages/mother-in-law suites
- 16% (110) – Nursing homes

11. What are the benefits of having the University of Wisconsin-Platteville in the community? Are there opportunities for additional benefits? (428 responses)

Summarized open response answers (1-9 estimated ranking based on repeated responses):

1. Economic impact of students, staff, faculty. Economic driver
2. Makes Platteville big enough for more amenities (shopping, services, etc.)
 - a. Support for businesses
3. Employment
4. Educational and cultural opportunities for all
 - a. Athletics and performing arts events
 - b. Access to recreation facilities, events, etc.
 - i. PAC, Huff Center
5. Adds to city's vibrancy & youthfulness
6. Volunteers for the community
7. Diversity of thought
8. Opportunities for students to stay in the community
9. Innovation

12. Which comes closer to your view on density and growth, even if neither is exactly right? (636 responses)
- 76% (485) – The City of Platteville should grow its tax base through **new development**, even if that means higher-density or mixed-use projects.
 - 24% (151) – The City of Platteville should **limit new development** to preserve its current feel, even if that puts more strain on City finances.
13. Which comes closer to your view on development focus, even if neither is exactly right? (631 responses)
- 61% (386) – The City of Platteville should prioritize **redevelopment and infill development**, even if redevelopment of older properties is costly.
 - 39% (245) – The City of Platteville should prioritize **development on undeveloped land**, even if it requires building new infrastructure like roads and utilities.
14. Which comes closer to your view on demographic focus, even if neither is exactly right? (634 responses)
- 75% (474) – The City of Platteville should focus more services and amenities that attract and retain **young families**.
 - 25% (160) – The City of Platteville should focus more on services and amenities that support the **growing older adult population**.
15. Which comes closer to your view on housing variety, even if neither is exactly right? (637 responses)
- 63% (399) – The City of Platteville should allow more **diverse housing types** (e.g., duplexes, accessory units), even if it changes the look of some areas.
 - 37% (238) – The City of Platteville should have mostly traditional **single-family zoning** even if it limits affordability and choice.
16. What new programming would you like to see offered through the Parks Department? Select all that apply. (643 responses)
- 50% (323) – Adult fitness (ex. yoga, Pilates, etc.)
 - 45% (290) – Day trips (ex. cultural, arts, or historical sites)
 - 20% (131) – Gymnastics/tumbling (<5th grade)
 - 17% (112) – None
 - 16% (105) – Disc golf league (adult)
 - 16% (101) – Other
 - 12% (80) – Kickball (adult)
 - 10% (66) – Ultimate frisbee
 - 9% (58) – Dodgeball (adult)
 - 9% (56) – Skateboard competitions
- Other responses: walking or running groups, pickleball league, adult programming (swim classes, soccer league, dance classes)

17. What Parks and Recreation amenities or improvements would you like to see? Select all that apply. (643 responses)

- 50% (320) – Splash pad (water spray feature)
- 32% (203) – Indoor gymnasium (multi-use court)
- 23% (150) – Natural playful features (ex. rocks, logs, etc.)
- 19% (124) – Sensory/interactive play features (improvements or provided in other parks)
- 19% (123) – Dog park (additional park)
- 18% (118) – Rock climbing boulder
- 16% (106) – Other
- 15% (97) – Accessible play features
- 15% (96) – None
- 14% (90) – Soccer field improvements
- 13% (81) – Skate park (redesign)
- 8% (51) – Baseball/softball fields (additional field)

Other responses: pool, indoor/winter activities (walking, playground for kids), butterfly/pollinator gardens, native plants, trees, expand trails, groomed trails for winter sports (cross country skiing), we can't maintain what we already have

18. Overall, how would you rate the existing parks and recreational facilities in terms of quality? (643 responses)

- Westview Park – Acceptable to Good
- Smith Park – Good to Excellent
- Legion Park – Good to Excellent
- Mound View Park – Acceptable to Good
- Indian Park - Acceptable
- Highland Park - Acceptable
- City Park – Acceptable to Good
- Jenor Park – Acceptable to Good
- Sherman Park - Acceptable
- Valley View Park – Acceptable to Good
- Harrison Park – Acceptable to Good
- Knoll Wood Park – Acceptable
- Skate Park – Needs Improvement
- Swiss Valley Park – Acceptable to Good
- Prairie View Park – Acceptable to Good
- David Canny Rountree Branch Trail – Good to Excellent
- Platteville Armory – Needs Improvement to Acceptable
- Senior Center – Acceptable to Good

Respondents most familiar with Smith, Legion, and City Parks and David Canny Rountree Branch Trail.

19. What are your greatest concerns for the City of Platteville over the next ten years? Choose your top three. (601 responses)

- 50% (298) – Retaining and attracting young people/families
- 40% (243) – Housing options
- 38% (231) – Job availability or wages
- 33% (200) – Aging infrastructure (roads, utilities, buildings)
- 26% (158) – Financial stability of the City
- 25% (148) – School enrollment and educational quality
- 22% (131) – Downtown vacancies
- 21% (127) – Aging/declining population
- 15% (89) – Access to childcare
- 13% (78) – Transportation options

- 9% (53) – Other
- 8% (47) – Environmental threats

Other responses: too much low income housing, safety, parking, drugs, high taxes

20. Which future opportunities do you think should be top priority for the City of Platteville? Choose your top three. (601 responses)

- 45% (270) – Business attraction
- 39% (237) – Increasing housing supply
- 30% (182) – Upgrading City infrastructure
- 27% (160) – Engaging younger adults in local government
- 23% (144) – Redevelopment of existing sites
- 20% (122) – Arts, events, and culture
- 19% (116) – New development
- 18% (109) – Walkability and bike access
- 17% (104) – Community health opportunities and improvement
- 16% (95) – Improving parks and recreation opportunities
- 15% (92) – Renewable energy or sustainability projects
- 11% (66) – Other
- 8% (50) – Community engagement with non-English speakers
- 7% (41) – Expanding public library hours and services
- 3% (15) – Incorporating new technology like AI (Artificial Intelligence)

Other responses: senior housing, restaurant options, maintain services without high increases in taxes, parking

21. What do you personally want to do to help improve the City of Platteville? (601 responses)

Summarized open response answers:

- Volunteer
- Participate in community organizations
- Donate money to projects
- Vote
- Pay taxes
- Maintain property
- Shop local
- Be friendly and welcoming
- Serve on committee or common council
- Attend community events
- Pick up trash
- Start a club
- Help develop a sustainability plan
- Encourage people to visit and live here
- Be better informed of city meetings
- Don't know or don't know what the opportunities are

22. Would you like to stay involved in the Comprehensive Plan process? (601 responses)

77% (462) – No

23% (139) – Yes (Please click this link to share your email anonymously, detached from your responses to this survey.)

23. (Optional) Is there anything that you did not yet have the opportunity to share, and which you feel is important to consider in this update to the City of Platteville Comprehensive Plan? (148 responses)

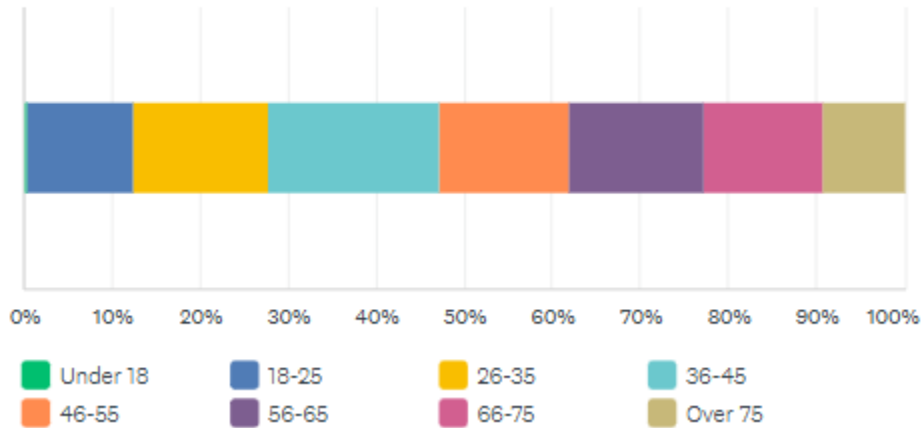
Summarized open response answers:

- Need affordable childcare during summer
- Walking/biking path linking current paths to Smith Park and city pool
- More streetlights for safety
- Apartment options for folks other than students and low income
- Larger senior center
- Additional funding for the library so they can retain full time staff
- Water runoff issue from high school through Water Street properties
- What will happen with old fire station?

Respondent Demographics

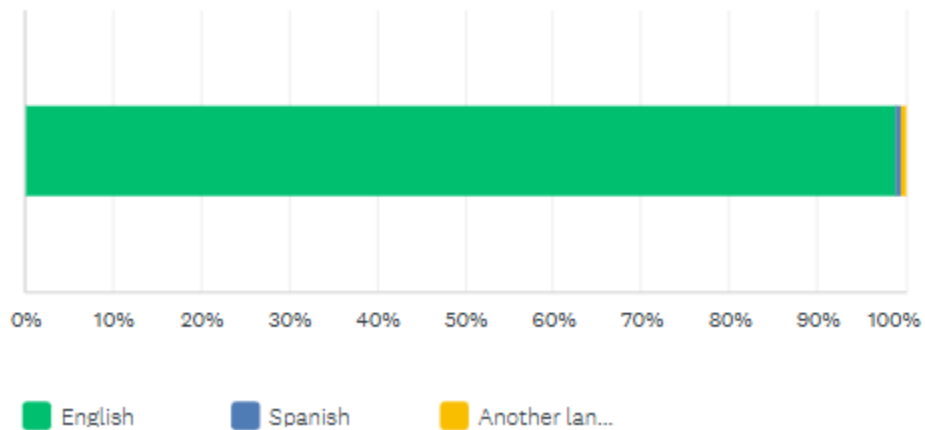
What is your age?

Answered: 595 Skipped: 281



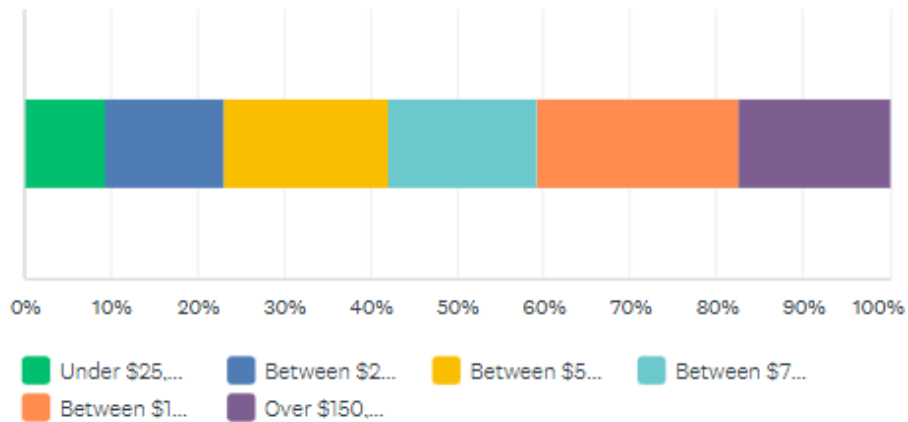
Which language do you primarily speak at home?

Answered: 594 Skipped: 282



What is your total household income before taxes for the past year?

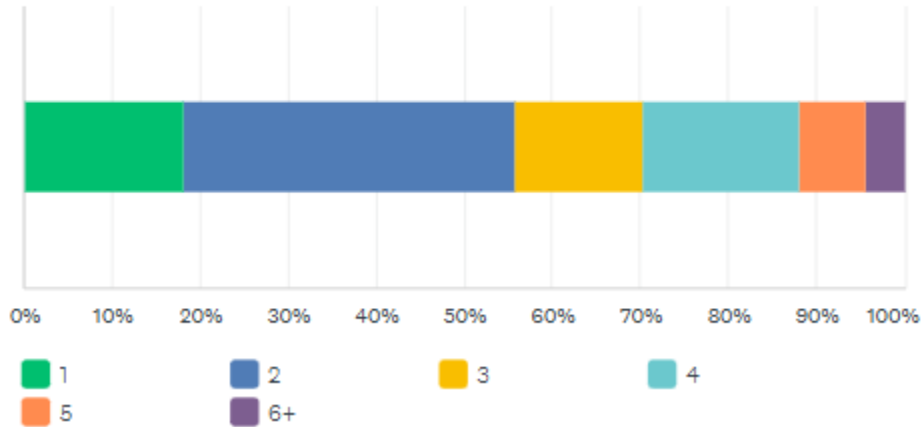
Answered: 569 Skipped: 307



ANSWER CHOICES	RESPONSES	
Under \$25,000	9.49%	54
Between \$25,000 and \$49,999	13.53%	77
Between \$50,000 and \$74,999	19.16%	109
Between \$75,000 and \$99,999	17.05%	97
Between \$100,000 and \$149,999	23.37%	133
Over \$150,000	17.40%	99
TOTAL		569

How many people currently live in your household?

Answered: 585 Skipped: 291



How many children under the age of 18 years old live in your household?

Answered: 585 Skipped: 291

