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MEETING NOTICE

Planning Commission Agenda

Thursday, September 15, 2022– 5:15 PM

Council Chambers – New London Municipal Building

1. Call to Order
2. Pledge of Allegiance
3. Adopt Agenda
4. *Approval of the August 25, 2022 meeting minutes*
5. Comprehensive Plan update: **A.** Results from Citizen Opinion Survey. **B.** Review draft of Chapter 6: Economic Development
6. First draft of Fee schedule proposal
7. Discuss upcoming agenda items
8. Review next meeting date: Tentative, October 27, 2022
9. Adjourn

Bob Besaw, Chairman: Planning Commission Chairman

*Agenda items are listed so as to accurately describe the actions or issue being considered instead of simply the document listing title or the parties to a contract. This is done as such titles or a list of parties to a contract conveys insufficient information to the public on whether a topic or project they are interested in is being considered. It is the policy of the City of New London to comply in good faith with all applicable regulations, guidelines, etc. put forth in the Americans with Disabilities Act (ADA). To that end, it is the City's intent to provide equal opportunity for everyone to participate in all programs and/or services offered, to attend every public meeting scheduled, and to utilize all public facilities available. Any person(s) in need of an alternative format (i.e. larger print, audio tapes, Braille, readers, interpreters, amplifiers, transcription) regarding information disseminated by the City of New London should notify the City 48 hours prior to a meeting, etc., or allow 48 hours after a request for a copy of brochures, notices, etc. for delivery of that alternative format. Contact ADA Coordinator Chad Hoerth by telephone through: (Relay Wisconsin) – 920/ 982-8500 or (Voice) – 920/982-8500 and in person/letter at 215 N. Shawano Street, New London, WI 54961.

City of New London
Planning Commission Minutes
Thursday, August 25, 2022

Roll Call

Meeting was called to order at 05:15 p.m. Those in attendance were Chairman Bob Besaw, Jason Bessette, Dona Gabert, Susie Steingraber, Mayor Mark Herter (via zoom) and Jamie Walbruck

Others in attendance: Building Inspector/Zoning Administrator: David Vincent, City Administrator: Chad Hoerth, Robert Garske (Public Service Director), Balynda Croy (District 2), John Haas (District 2), Tim Roberts (District 4), and Eric Fowle (representing Cedar Corporation (Comp. Plan facilitator).

The meeting was called to order by Chairman Besaw at 5:15 pm.

Group participated in the Pledge of Allegiance.

A motion was made by Bessette to “Adopt the Agenda” and seconded by Steingraber, carried by all.

The July 28, 2022 meeting minutes were reviewed. A motion to accept the minutes was made by Gabert and seconded by Steingraber, carried by all.

The first item on the agenda was a request for re-zoning at property located at 113 E. Hancock. Dave Vincent provided dialogue explaining reason for the request and information needed to allow the commission to decide based on the fact presented. Bessette made a motion to approve and to move the request to the council for final consideration. The motion was seconded by Steingraber, carried by all. The Public Hearing requirement for a re-zoning request is scheduled for publication to meet the public notification deadline.

The next item on the agenda was a site plan discussion for First State Bank. The Zoning Administrator reported that the information provided was adequate to meet the code requirements and recommended approval to allow for the project to continue. Gabert made a motion to approve to send to council for consideration, seconded by Steingraber, carried by all.

The third action item on the agenda was the Final Plat for the Retzlaff, Beckert Road Development. There are two considerations that were not on the final plat provided. The Zoning Administrator explained the two items and informed the Planning Commission that the two items would be added to update the state. A motion to approve the Final Plat w/ the two changes was made by Gabert, seconded by Steingraber, carried by all.

The next agenda item was a discussion and update of the Comprehensive Plan. Chapters 4 and 7 were discussed which dealt with Community Facilities and Intergovernmental Cooperation. The presented (Eric Fowle with Cedar Corp) led the discussion. Eric also gave an update on the Citizen Survey with over 90 respondents to date.

The last agenda item for discussion was an update from the Zoning Administrator and Building Official, Dave Vincent. He informed the board that the software for the Building Department was now being used to track all the cases for Building, Zoning and Code Enforcement for the city. The department is nearing completion of the fee schedule proposal and finishing up budget for Planning Commission discussion/approval.

The next meeting date has been moved from September 22, 2022 to September 15, 2022.

A motion was made to adjourn by Gabert, seconded by Steingraber, carried by all.

Meeting adjourned by Chairman Besaw at approximately 06:29 p.m.

Respectively submitted by David Vincent-Zoning Administrator

Note: **Blue highlighted** items to be filled in/provided at later date.

6. Economic Development

6.1 Economic Development Plan

Economic development planning is the process by which a community organizes, analyzes, plans, and then applies its energies to the tasks of improving the economic well-being and quality of life for those in the community. Issues and opportunities in the City of New London related to economic development include enhancing the community's competitiveness for attracting and retaining businesses, ensuring a vibrant downtown environment, establishing commercial and industrial development policies, encouraging sustainable development, creating jobs, increasing wages, enhancing worker training, and improving overall quality of life. All of these issues affect residents of the City of New London and are addressed directly or indirectly in the comprehensive plan.

The reason to plan for economic development is straight-forward - economic development provides income (wealth building) for individuals, households, farms, businesses, and units of government. It requires working together to maintain a strong economy by creating and retaining desirable jobs which provide a good standard of living for individuals. Increased personal income and wealth increases the tax base, so a community can provide the level of services residents expect. A balanced, healthy economy is essential for community well-being. Well planned economic development expenditures are a community investment. They leverage new growth and redevelopment to improve the area. Influencing and investing in the process of economic development allows community members to determine future direction and guide appropriate types of development according to their values.

Successful plans for economic development acknowledge the importance of:

- ◆ Knowing the region's economic function in the global economy.
- ◆ Creating a skilled and educated workforce.
- ◆ Investing in an infrastructure for innovation.
- ◆ Creating a great quality of life.
- ◆ Fostering an innovative business climate.
- ◆ Increased use of technology and cooperation to increase government efficiency.
- ◆ Taking regional governance and collaboration seriously.

The City of New London's plan for economic development is to continue to balance the retention and expansion of existing business with entrepreneurial development and new business attraction efforts. The City has a strong economic base for a community of its size. Existing private sector employers in the city include Amcor (food packaging), Wolf River Lumber, Granite Valley Forest Products, Wohlt Cheese Corporation, and Steel King Industries (metal fabrication) among others. Additionally, the New London School District and ThedaCare have significant employment bases which add to the local economy.

One of the largest employers in the area is Tyson (Hillshire and Jimmy Dean meat brands) which employs nearly 1,000 people. While it is not located inside the city limits, it is adjacent to the city and has a significant impact on the local economy. The Hillshire brand was started in the New London area, and it has continued to grow under several different ownerships throughout its history here.

The city is concerned with the design and appearance of future commercial and industrial development, particularly in/near the corridors which serve as an entrance to the community. The use of design review can help improve the aesthetic quality of the buildings and development sites and help maintain the small town atmosphere that New London residents value. This is achieved by developing design review procedures and standards. The city can then work with proposed development to gain improved building architecture, landscaping, lighting, signage, and other site design features that will maintain and enhance the character of the city.

The preservation and enhancement of the downtown and riverfront is another key economic development concern. It is the city's desire to maintain a viable city center and an attractive riverfront that offers amenities, helps define a sense of history, culture, and identity, and that contributes to the economic health of the area. This plan recommends seeking assistance and funding to support downtown and riverfront preservation and revitalization efforts.

In addition, new challenges have crept up over the past 5 years in the community which follow national trends. Workforce shortages resulting from demographic changes, immigration policies, and effects of the COVID 19 pandemic have affected nearly every business and even the City itself. Housing availability and the need for more workforce housing is also a prominent issue that the City and many other communities are wrestling with.

6.2 Economic Characteristics Summary

The examination of various types of data can help identify strengths, weaknesses, threats, and opportunities as they relate to economic development. Having knowledge about the workforce and its trends is key to creating strategies that will work for the City to maintain or increase its current economic activity.

Educational Attainment

Table 6-1 displays the educational attainment level of City of New London residents who were age 25 and older during the 2016-2020 ACS 5-Year Estimate period. The educational attainment level of persons within a community can provide insight into household income, job availability, and the economic well-being of the community. Lower educational attainment levels in a community can be a hindrance to attracting certain types of businesses, typically those that require highly specialized technical skills and upper management positions.

Table 6-1
Educational Attainment of Persons Age 25 and Over, City of New London, 2016-2020 ACS
5-Year Estimates

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Population 25 years and over	4,502	±483	4,502	(X)
Less than 9th grade	86	±82	1.9%	±1.8
9th to 12th grade, no diploma	280	±144	6.2%	±3.1
High school graduate (includes equiv.)	2,080	±332	46.2%	±5.7
Some college, no degree	882	±186	19.6%	±3.7
Associate's degree	480	±178	10.7%	±3.8
Bachelor's degree	593	±202	13.2%	±4.1
Graduate or professional degree	101	±75	2.2%	±1.7
High school graduate or higher	4,136	±466	91.9%	±3.4
Bachelor's degree or higher	694	±205	15.4%	±4.1

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Educational attainment for the City of New London as measured by the 2016-2020 ACS 5-Year Estimate shows that of the population 25 and older, nearly 92% have a high school or secondary school degree which shows that most residents are able to participate in all levels of the local and regional workforce.

Employment Status

The employment status of all working age residents in the City is a measure of the local and regional economy. Table 6-2 shows that for the 2016-2020 ACS 5-year period a total unemployment rate of 2.5% existed which illustrates great participation in the workforce. This rate has likely decreased based on national trends and the challenges that businesses are having finding an appropriate workforce. Without attracting new workers to the City, existing businesses may have a tough time maintaining or expanding their operations.

**Table 6-2
Employment Status, City of New London 2016-2020 ACS 5-Year Estimates**

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Population 16 years and over	5,496	±423	5,496	(X)
In labor force	3,610	±405	65.7%	±4.6
Civilian labor force	3,610	±405	65.7%	±4.6
Employed	3,520	±431	64.0%	±4.9
Unemployed	90	±70	1.6%	±1.3
Armed Forces	0	±13	0.0%	±0.4
Not in labor force	1,886	±274	34.3%	±4.6
Civilian labor force	3,610	±405	3,610	(X)
Unemployment Rate	(X)	(X)	2.5%	±2.0
Females 16 years and over	2,817	±287	2,817	(X)
In labor force	1,678	±253	59.6%	±6.3
Civilian labor force	1,678	±253	59.6%	±6.3
Employed	1,621	±260	57.5%	±6.2
Own children of the householder under 6 years	467	±183	467	(X)
All parents in family in labor force	328	±137	70.2%	±21.4
Own children of the householder 6 to 17 years	1,403	±382	1,403	(X)
All parents in family in labor force	1,132	±279	80.7%	±15.8

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Employment by Industry

The employment by industry within an area illustrates the structure of the economy. Historically, the State of Wisconsin has had a high concentration of employment in manufacturing and agricultural sectors of the economy. More recent state and national trends indicate a decreasing concentration of employment in the manufacturing sector while employment within the services sector is increasing. This trend can be partly attributed to the aging of the population and increases in technology.

Table 6-3 displays the number and percent of employed persons by industry group in the City of New London, Waupaca County, and the State of Wisconsin for the 2016-2020 ACS 5-Year Estimate period.

**Table 6-3
Employment by Industry, City of New London 2016-2020 ACS 5-Year Estimates**

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Civilian employed population 16 years and over	3,520	±431	3,520	(X)
Agriculture, forestry, fishing and hunting, and mining	61	±72	1.7%	±2.0
Construction	174	±97	4.9%	±2.8
Manufacturing	1,209	±227	34.3%	±5.9
Wholesale trade	158	±97	4.5%	±2.5
Retail trade	441	±170	12.5%	±4.4
Transportation, warehousing, utilities	239	±153	6.8%	±4.1
Information	17	±28	0.5%	±0.8
Finance and insurance, and real estate and rental and leasing	218	±92	6.2%	±2.6
Professional, scientific, and management, and administrative and waste management services	37	±35	1.1%	±1.0
Educational services, and health care and social assistance	440	±146	12.5%	±4.5
Arts, entertainment, and recreation, and accommodation and food services	282	±143	8.0%	±3.9
Other services, except public administration	177	±118	5.0%	±3.1
Public administration	67	±50	1.9%	±1.4

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Of the 3,520 residents employed in during the 2016-2020 ACS 5-year period, most worked in the manufacturing, the educational, entertainment and food service, and the retail trade sectors. The breakdown of employment by industry sector in the city is similar to that of Waupaca County as a whole. One notable difference is the larger proportion of the city’s employment in the manufacturing sector. As one of the largest employment centers in the county, it is anticipated that the City of New London will continue to have similar employment trends as the county.

Employment by Occupation

The previous section, employment by industry, described employment by the type of business or industry, or sector of commerce. What people do, or what their occupation is within those sectors provides additional insight into the local and county economy. This information is displayed in Table 6-4.

Table 6-4
Employment by Occupation, City of New London, 2016-2020 ACS 5-Year Estimates

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Civilian employed population 16 years and over	3,520	±431	3,520	(X)
Management, business, science, and arts occupations	820	±228	23.3%	±5.6
Service occupations	513	±185	14.6%	±5.9
Sales and office occupations	726	±234	20.6%	±5.5
Natural resources, construction, and maintenance occupations	334	±136	9.5%	±3.6
Production, transportation, and material moving occupations	1,127	±261	32.0%	±5.7

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

Place of Employment & Commuting Patterns

While the City of New London is an economic center that provides many jobs for its residents, the reality is that many residents work outside of New London, and many workers in New London reside outside of the City. Job commuting patterns can vary over time due to factors such as gas prices, housing availability and costs, as well as personal preference. In addition, the recent COVID-19 pandemic changed the landscape with respect to the number of people working from home. Recent data shows that during the initial stages of the pandemic in 2020, about 70% of people across the nation worked from home. This has since declined but has held steady at about 30% and is expected to continue at or near this rate for the foreseeable future.

Commute Mode

For those workers within the City of New London, the mode of travel to work can also be important. Table 6-5 shows the 2016-2020 ACS 5-Year estimates for the mode of travel for all workers 16 years and over. As suspected, a majority of workers (77%) commute using a vehicle, while 10.3% either walked, biked, or used some other means (perhaps motorcycle). The mean travel time to work for all employees was 23.2 minutes. Work from home was shown at 4.3% during this time-period but recognize that this data does not reflect the impacts of the COVID-19 pandemic.

**Table 6-5
Commute Mode, City of New London 2016-2020 ACS 5-Year Estimates**

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Workers 16 years and over	3,444	±404	(X)	(X)
Car, truck, or van -- drove alone	2,657	±400	77.1%	±5.0
Car, truck, or van -- carpooled	284	±150	8.2%	±4.1
Public transportation (excl. taxicab)	0	±13	0.0%	±0.6
Walked	264	±97	7.7%	±2.7
Other means	90	±73	2.6%	±2.1
Worked from home	149	±124	4.3%	±3.9
Mean travel time to work (minutes)	23.2	±2.6	(X)	(X)

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates

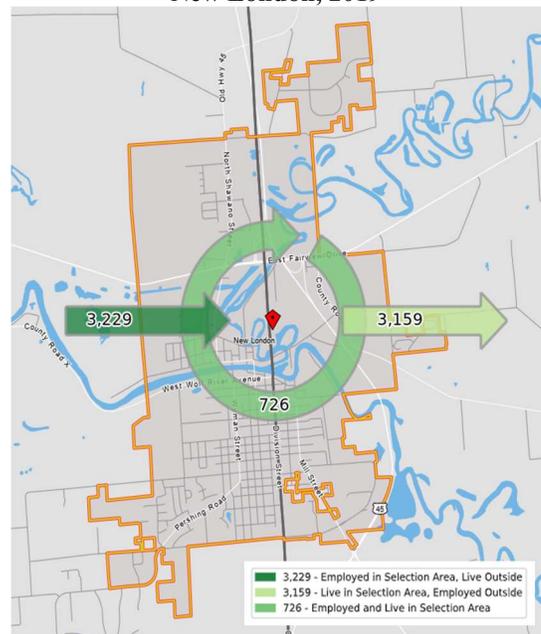
Worker Inflow/Outflow

When evaluating commuter patterns, it helpful to understand the general locations that workers commute to and from. According to the U.S. Census’s “On The Map” data and as shown in Fig. 6-1:

- 3,159 residents traveled outside the City to work in other locations.
- 3,229 workers traveled to their jobs from outside of the City.
- 726 residents both lived and worked within the City.

This data shows that while the existing businesses in New London are a draw for regional employment, the City is also losing a nearly equal number of workers to jobs in other communities.

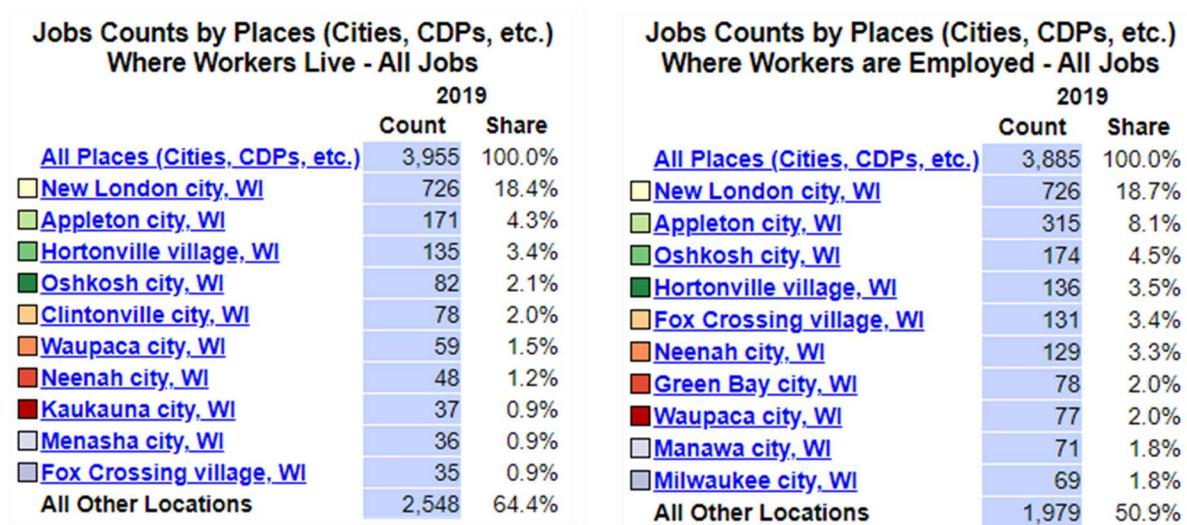
Fig. 6-1: Worker Inflow/Outflow, City of New London, 2019



In this case, it has a near net-zero effect on the local economy but may illustrate that there is a lack of housing to accommodate more people who desire to both live and work in the community.

Figure 6-2 shows a breakdown of workers who either live or work in the City of New London by place. The first table illustrates where people who work in the City live, while the second shows locations of work by people who commute to a job outside of the City.

Fig. 6-2: Worker Inflow/Outflow, City of New London, 2019



Source: U.S. Census Bureau, 2019.

6.3 Sites for Business and Industrial Development

The City of New London has a number of existing commercial and industrial use areas throughout the City that can be described as follows:

General

Downtown

The City of New London’s downtown is unique in that it is bisected by the Wolf River and consists of two areas (N. Water Street – about 6 blocks long, and S. Pearl Street – about 4 blocks long) each having their own flavor and feel. In addition, an area behind (to the north) of the N. Water Street portion of downtown houses additional retail and service uses in the form of a large grocery store, a strip mall, and expansive areas of surface parking.

The N. Water Street portion of downtown was built many years ago when the Wolf River was a “working river,” and therefore the backs of buildings abut the river, creating challenges for increasing the use of what is now a desirable amenity. Overall, the downtown environment is generally active and well-used with few building vacancies. Many buildings are historic in nature or somewhat dated, so there is a continued need for building maintenance and rehabilitation exists.

The City does have a Façade/Building Improvement Grant Program for eligible businesses which can assist with any rehabilitation needs. Additionally, in 2021 the

City was selected to be part of the WEDC’s Connect Communities Program. The Connect Communities Program participants receive operational assistance including access to educational workshops, webinars, and conferences; networking opportunities; and an online resource guide and discussion group—all designed to facilitate revitalization of downtowns and urban commercial districts. These programs benefit a diverse array of communities by size and geography, supporting the efforts of both emerging and established revitalization programs.

Both N. Water Street and S. Pearl Street within the downtown areas are planned for major road reconstruction over the next several years and the City has been working with WisDOT and other design consultants in conjunction with businesses and residents on details of the road cross-section, pedestrian and bicycle usage, safety, and character details.

One additional item to note is the community’s embracement of ‘the arts’ as a driver for community pride, but also for tourism and economic development. Of particular note is the concentration of building murals within the downtown area. The Wolf River Art League with their “Start Art Project” have painted/installed over 50 murals throughout the city with many of them being in the downtown area.

North Shawano Street Corridor (CTH D)

This corridor is about 1.6 miles long, extending from N. Water Street in downtown to Spurr Road which connects to USH 45. The corridor is centered on the heavily traveled east-west oriented WIS 54 which leads to Waupaca and Green Bay. The area serves as a major retail hub accommodating most of the fast-food and ‘big box’ or other national chain stores to the north of WIS 54. Several national hotel chains are also located in this area. Future expansion of the corridor could occur to the north as well as to the east, between N. Shawano Street and USH 45. More detailed plans for this corridor could be beneficial to ensure that its overall ‘mixed use’ vision is appropriately designed for functionality, attractiveness, safety, and marketability prior to approving new developments.

Fig. 6-3: Façade/Building Improvement Grant Area



Mill Street Corridor (Bus. 45 / CTH T)

This corridor is just under 1 mile in length lying between Douglas Street on the north and USH 45 on the south. The corridor contains a number of service and retail businesses, as well as the ThedaCare medical facility and other medical clinics. It is also in close proximity to three of the City's existing industrial parks, all of which generate significant amounts of traffic. Mill Street also serves as a major entrance to the community for traffic coming off of USH 45 or WIS 15. While a few vacant pieces of land exist along the corridor, new economic activity would likely result from redevelopment of the corridor over time. The overall appearance of the corridor could be enhanced using design standards which address the visual quality of both public and private lands as development and redevelopment occurs. A more specific redevelopment plan could be considered and prepared for this corridor, particularly knowing that it will only increase in use after the new USH 15 expansion project is completed.

Environmentally Contaminated Sites

Brownfields, or environmentally contaminated sites, may also be good candidates for clean-up and reuse for business or industrial development. The WDNR's Bureau of Remediation and Redevelopment Tracking System (BRRTS) has been reviewed for contaminated sites that may be candidates for redevelopment in the community. For the City of New London, as of August, 2022, there was a total of only 3 sites identified by BRRTS as being located within the city and as being open or conditionally closed (indicating that further remediation may be necessary). The status of both open and closed (and potentially underutilized) sites should be further evaluated by the city for potential reuse or redevelopment.

Business & Industrial Parks

The City of New London has created four separate business and industrial parks over the years to accommodate manufacturing, warehousing, distribution, and other business uses. These areas can be described as follows and are shown on Map 6-1.

Tews Industrial Park

Located in the western portion of the City, along either side of USH 45, this industrial park consists of approximately _____ acres of land that house a variety of businesses including Granite Valley Forest Products, Hilker Trucking and Country Visions Cooperative.

Lyons Industrial Park

Located along Industrial Loop Road, between USH 45 and CTH T, this park consists of approximately _____ acres and houses major industries such as Amcor, Ort Trucking, Titan Industries as well and several smaller manufacturers. This park is nearly full, but some limited opportunities for business expansion do exist.

Beckert Industrial Park

The park lies north of E. Beckert Road and west of CTH T and consists of approximately _____ acres. The park houses manufacturers such as Steel King and Mill-Tech, as well as several smaller service and sales businesses. Several vacant lots exist to accommodate new industrial and business development.

INSERT MAP 6-1 – INDUSTRIAL PARKS & TIF DISTRICTS

North East New London Business Park

The City's newest industrial park encompasses approximately [redacted] acres and is located in the northeastern portion of the City, east of USH 45 and north of the Embarrass River. Wohlt Creamery, Northland Electrical Services, and EJ Metals are a few of the recent tenants for this park. Additional lots are available for new business and is considered one of the primary industrial expansion areas for the City.

Tax Increment Finance Districts (TIF/TID)

TIDs are used as a financing option (referred to as Tax Increment Financing) that allows a municipality (town, village, or city) to fund infrastructure and other improvements, through property tax revenue on newly developed property. A municipality identifies an area, the Tax Incremental District (TID), as appropriate for a certain type of development. The municipality identifies projects to encourage and facilitate the desired development. Then as property values rise, the municipality uses the property tax paid on that development to pay for the projects. After the project costs are paid, the municipality closes the TID. This creates a larger tax base for the municipality and the overlying taxing jurisdictions (ex: schools, county, technical colleges). Generally, when the tax base grows and spending is stable, tax rates go down, decreasing property taxes for everyone. The City of New London has three active Tax Increment Districts (TIDs) in place throughout the City (Map 6-1) which can be described as follows:

- TID #4 was created in August, 2021 as a “Mixed-Use District” comprising approximately 27.4 acres located in the southern portion of the City along W. Beckert Road. The District was created support a new housing development. The multi-family portion of the proposed development will be within the TID boundaries with the single-family development occurring outside the TID.
- TID #5 was created in October, 2021 as a “Mixed-Use District” comprising approximately 10.6 acres located in the City's downtown and surrounding area. The District was created to support both downtown businesses and a proposed multi-family complex on the riverfront by SC Swiderski. The TID was recently expanded to incorporate the First State Bank project and additional parcels to the north in order to facilitate redevelopment.
- TID #6 was recently approved in 2022 as an “Industrial District” and encompasses approximately [redacted] acres in/along Industrial Loop Road with the Lyons Industrial Park. TID #6 was created based on Titan's \$2 million expansion to their facility as well as to encourage some growth on some vacant parcels within the TID boundary.

The State Legislature recently recent modified the TIF rules to allow for an “Affordable Housing Extension” which allows use of a final year's increment for affordable housing. At least 75% of the final increment must benefit affordable housing in the municipality, whether within or outside of the TID. A resolution must specify how the municipality will improve housing stock. The City should utilize these extensions when the time comes for a District's closure.

6.4 Programs and Support Entities

Many entities have a role in community economic development. A listing of the major entities, their roles and support programs are listed below:

New London Area Chamber of Commerce

The New London Area Chamber of Commerce has a Mission to promote the community's economic growth and the success of its member businesses and organizations. The Chamber plays a large role in the promotion of its businesses and economic opportunities within the City. The Chamber is also instrumental in a variety of event planning as well as facilitating business involvement in local and state grant and support programs.

City of New London

The City of New London plays a lead role in addressing economic development opportunities or concerns through its existing four-person Economic Development Committee which meets regularly to discuss and act on various economic development matters and activities. The City also has an established Façade/Building Improvement Grant Program that is overseen by the Administrator for eligible properties in and near the downtown area.

Waupaca County Economic Development Corporation

The Waupaca County EDC has been in existence for many years and supports the economic development needs of all Waupaca County communities, including New London. The County EDC oversees a successful County Business Revolving Loan Fund and more recently, a new workforce-focused Mobility Management project to improve transportation for workers.

East Central Wisconsin Regional Planning Commission

The ECWRPC serves as the designated Economic Development District and Planning Agency for the U.S. Dept. of Commerce's Economic Development Administration. The Commission prepares regular updates to the region's Comprehensive Economic Development Strategy (CEDS) using local input and can help in matching community needs to EDA's funding programs.

New North, Inc.

New North is a nonprofit, regional marketing and economic development Corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. New North is a regional partner to the Wisconsin Economic Development Corporation (WEDC) and the State of Wisconsin, as well as local economic development partners and represents more than 100 private Investors. The New North brand unites the region both internally and externally around talent development, regional brand development, and business development, signifying the collective economic power behind the 18 counties of Northeast Wisconsin. Of particular note is the New North's Gold Shovel Ready Program which certifies eligible industrial site and offers numerous promotional opportunities.

Wisconsin Economic Development Corporation

The WEDC supports all community economic development efforts by offering numerous programs target at communities and businesses in order to foster growth and expansion of the State’s key industry clusters. Infrastructure grants, planning grants, rehabilitation programs, and downtown revitalization programs are just some of the areas by which WEDC can potentially assist a community in its local efforts.

6.5 Desired Business and Industry

Similar to most communities in Waupaca County, the City of New London would welcome most economic opportunities that do not sacrifice community character or require a disproportionate level of community services per taxes gained. The categories or particular types of new businesses and industries that are desired by the community are generally described in the goals, objectives, and policies, and more specifically with the following. Desired types of business and industry in the City of New London include, but are not necessarily limited to:

- ◆ Business and industry that retain the small town character of the community.
- ◆ Business and industry that utilize high quality and attractive building and landscape design.
- ◆ Business and industry that utilize well planned site design and traffic circulation.
- ◆ Business and industry that revitalize and redevelops blighted areas of the community.
- ◆ Businesses that provide essential services that are otherwise not available within the community, such as retail stores, personal services, and professional services.
- ◆ Home based businesses that blend in with residential land use and do not harm the surrounding neighborhood.
- ◆ Business and industry that provide quality employment for local citizens.
- ◆ Business and industry that support existing employers with value adding services or processes.
- ◆ Business and industry that bring new cash flow into the community.
- ◆ Businesses that enhance existing and planned retail shopping areas.
- ◆ Businesses that do not cause or contribute to the deterioration of the downtown.
- ◆ Businesses that do not compete with the downtown.
- ◆ Business and industry that capitalize on community strengths.
- ◆ Business and industry that do not exacerbate community weaknesses.

6.6 Strengths and Weaknesses Analysis

A determination of the strengths and weaknesses of the City of New London as it relates to its economy were derived from the initial SWOT analysis done with the Plan Commission and can provide some initial direction for future economic development planning. Strengths should be promoted, and new development that fits well with these features should be encouraged. Weaknesses should be improved upon or further analyzed, and new development that would exacerbate weaknesses should be discouraged. The economic strengths and weaknesses of the city are as follows:

Strengths

- Electric grid / capacity available for business and industry
- River / water resources
- Outdoor recreation opportunities
- Utilities are proactive and responsive
- Park system (recreation, trails, ballfields)
- Ability to grow on lands adjacent to City
- Active Chamber of Commerce
- Variety of business types / strong manufacturing
- Regional location (access to Fox Valley / Highways / Development potential / workforce)
- Irish Festival / other events
- Population tenure (desire to stay and/or come back)
- Hospital/clinic
- Good schools
- Existing industry (draws people)
- Large business attraction (ability to have big box stores)
- Downtown businesses

Weaknesses

- Blight in some areas
- Housing costs and availability
- Highway 15 usage / underachieving in business attraction
- Downtown structures (awkward size/orientation/old)
- Too close to Fox Valley (easy to leave for shopping and entertainment)
- Not using river to full advantage (seasonality, commercial opps.)
- Need more space (land and buildings) for business and industry (ready and available)
- Wetland and floodplain amounts / barrier to growth
- Quality employee shortage
- Population size (smaller limits opportunities)
- Limited commercial and recreation opportunities

6.7 Economic Development Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Support the organizational growth of economic development programs in the community and region.

Objectives

- 1.a. Increase cooperation between communities regarding comprehensive planning and economic development issues, *such as the recent need for affordable housing*.
- 1.b. Promote dialogue and continue to strengthen relationships between the community and local businesses.
- 1.c. Support the efforts of the *New North*, Waupaca County Economic Development Corporation, the local chamber of commerce, and other supporting

Goal 2 Maintain the utility, communication, and transportation infrastructure systems that promote economic development.

Objectives

- 2.a. Maintain a vital downtown and provide adequate pedestrian areas and aesthetic features which encourage consumer activity and enhance community character.
- 2.b. Improve economic development opportunities along highway and utility corridors.
- 2.c. Support the development of regional facilities, cultural amenities, and services that will strengthen the long-term attractiveness of the community, Waupaca County, and the region.
- 2.d. Monitor the infrastructure needs of established businesses in order to meet their expansion and facility needs when they are consistent with the community's comprehensive plan.
- 2.e. Maintain a fair and equitable user fee system that supports existing infrastructure without hindering economic development.

Goal 3 Balance the retention and expansion of existing business with entrepreneurial development and new business attraction efforts.

Objectives

- 3.a. Maintain and support agriculture, manufacturing, tourism, and related support services as strong components of the local economy.
- 3.b. Promote business retention, expansion, and recruitment efforts that are consistent with the community's comprehensive plan.

- 3.c. Monitor opportunities to support existing businesses by establishing public-private partnerships.
- 3.d. Support the pursuit of local, state, and federal funding and assistance that will help entrepreneurs start new businesses.
- 3.e. Distinguish and promote features unique to the community in order to compliment neighboring communities and create a unique identity within the County.

Goal 4 Maintain a quality workforce to strengthen existing businesses and maintain a high standard of living.

Objectives

- 4.a. Support local employment of area citizens, especially efforts that create opportunities for local youth.
- 4.b. Accommodate home-based businesses that do not significantly increase noise, traffic, odors, lighting, or would otherwise negatively impact the surrounding area.
- 4.c. Support area high schools, technical colleges, and universities, in their workforce development efforts.
- 4.d. ***Formally incorporate the expansion of affordable workforce housing creation into the City’s existing economic development structure and activities.***

Goal 5 Support opportunities to increase and diversify the community’s tax base.

Objectives

- 5.a. Balance the need for community growth with the cost of providing public services.
- 5.b. Ensure that there are sufficient prime commercial and industrial lands to accommodate desired economic growth in the community.
- 5.c. Support business development that will add to the long-term economic stability of the community.
- 5.d. Work to maintain an effective and efficient government to reduce the tax burden on local businesses.

6.8 Economic Development Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the city is concerned about. Policies and recommendations become primary tools the city can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a

guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The city’s policies are stated in the form of position statements (City Position), directives to the city (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the city should be prepared to complete. The completion of these actions and projects is consistent with the city’s policies, and therefore will help the city fulfill the comprehensive plan goals and objectives.

Policies: City Position

- ED1 The community shall pursue economic development efforts which strengthen and diversify the existing economic base before pursuing time consuming, and often expensive, business recruitment efforts
- ED2 The community shall support new business development efforts, and existing business expansion and retention efforts, which are consistent with the comprehensive plan
- ED3 In order to save on development costs and allow maximum flexibility in meeting developer needs, subdividing of industrial parks should not take place until developments are approved that are compliant with the community’s conceptual industrial park plan or master layout.

Policies: City Directive

- ED4 The community shall maintain prime commercial and industrial lands adequate to encourage the desired types and amounts of such development .
- ED5 The community should pursue the development of a more detailed plan for land use, infrastructure, and economic development near *the USH 45 and USH 15 corridors*.
- ED6 The community shall work with the Waupaca County Economic Development Corporation *and other entities such as New North, ECWRPC, and WEDC* as resources to achieve its economic development goals and objectives
- ED7 The community shall encourage economic development efforts through public-private partnerships (such as revolving loan funds, city TIF districts, etc.)
- ED8 The community shall support and participate in the organization of apprenticeship, on-the-job training, student touring and visitation, and student work-study programs with local industry, schools, and government
- ED9 The retention and expansion of existing businesses and attraction of new businesses shall be encouraged through utility improvements and the implementation of improved communication technology.

ED10 The City should promote the development of new affordable workforce housing which aligns with the needs of current employers.

Policies: Development Review Criteria

ED11 New development and redevelopment projects shall be required to utilize high quality building and site design.

ED12 New commercial and industrial development shall employ site and building designs that include:

- ◆ Attractive signage and building architecture;
- ◆ Shared highway access points;
- ◆ Screened parking and loading areas;
- ◆ Screened mechanicals;
- ◆ Landscaping;
- ◆ Lighting that does not spill over to adjacent properties;
- ◆ Efficient traffic and pedestrian flow.

ED13 Large, bulky, box-like commercial structures shall be avoided.

ED14 Commercial and industrial development proposals will provide an assessment of potential impacts to the cost of providing community facilities and services

ED15 Commercial and industrial development proposals should provide an assessment of potential impacts to economic health and markets including interactions with the existing local and regional economy, community service impacts, job creation, job retention, and worker income.

ED16 Future economic development should include export businesses that produce goods and services within the community but are sold primarily to outside markets

ED17 The community shall encourage industries that provide educational and training programs, require skilled workers, and provide higher paying jobs.

Recommendations

- ◆ Require major land divisions, conditional uses, and other substantial development projects to submit an assessment of potential impacts to economic health and markets as part of the development review process. The assessment includes, as applicable, interactions with the existing local and regional economy, community service impacts, job creation, job retention, and worker income.
- ◆ Explore ways to use the riverfront to attract and seek out programs to help market the city, particularly riverfront development, public trails, and public access

- ◆ Establish a relationship with local businesses and industry to determine the types of training programs needed in the high school and technical school to provide a skilled work force.
- ◆ The development of economic area plans (e.g., business park plans, TIF district plans, highway commercial corridor plans, riverfront plans, *affordable housing plans*, etc.) will be pursued within the planning period.
- ◆ Identify lands on the zoning map and the preferred land use map of the comprehensive plan adequate to attract new business and job growth, *as well as to accommodate workforce housing*.
- ◆ Explore incentives and sources of funding to improve buildings and support small business owners.
- ◆ Explore and promote opportunities for tourism.

**City of New London
Comprehensive Plan 2045**

Citizen Opinion Survey - Results Summary

DRAFT - September, 2022



Survey Overview

The City of New London is in the process of updating its Comprehensive Plan, a long-range planning document that addresses a variety of subjects including land use, transportation, community facilities, economic development, housing, and more. As part of this public process, this Citizen Opinion Survey was developed to gather up-front information and perspective from residents on these and other topics. Citizen engagement has been a priority of the City during this process and the opinions of its residents and businesses are important to evaluating the past and future trends that have, or will, shape the community.

The survey was developed with significant input from the Plan Commission and contained a total of 28 questions. The survey was made available between July 22 and September 2, 2022 and was put into an on-line format using Survey Monkey, linked to directly from the homepage of the City's website. Paper copies were made available at City Hall if residents weren't comfortable with the on-line format. The survey was promoted through using the City's website, direct emails, meeting announcements, local newspaper articles, and a direct mailing to all residential and business customers of the New London Utilities, ensuring wide coverage across the community.

Summary of Results

Overall, the survey garnered a total of 221 responses with a 75% completion rate and an average time of 11 minutes to complete the survey. A broad summary of the survey results are discussed below with the detailed response information comprising the remainder of this document.

Demographics

- Nearly 80% of respondents were 36 years of age and older, with an equal split (40% apiece) between the ages of 36-55 and 56 and older. Just over 20% of respondents were between 18 and 35. No responses were received from anyone under 18 years of age.
- 58% of respondents have lived in the City for more than 20 years, with an additional 8% living in the City for 11 to 20 years. Nearly 25% of respondents have lived in the City for 10 years or less, with 15% responding that they are "new" residents of 5 years or less. Only 8% of respondents said they did not live within the City.
- Nearly 58% of respondents did not have children.

Housing

- Nearly 85% of respondents lived in a traditional single-family detached dwelling unit, with about 11% living in a duplex or apartment.
- Just over 61% of respondents felt that they live in affordable housing (defined by not exceeding 30% of their gross income on housing costs), while 28% were spending more than this standard. Just over 10% were not sure of their housing expenditures.
- Nearly 52% of the responses felt that traditional detached single-family homes are needed in the City over the next 10 years.
- 33% of the responses felt that new "small" single family homes are needed. S
- Senior living options garnered nearly 36% of the responses.
- Significant interest in new duplex, apartments and even tiny homes existed with around 15% of the responses for each.

- Just over 8% of the responses desired Accessory Dwelling Units (ADUs) for consideration in the future.
- Just over 27% of respondents thought they will desire/need to “downsize” their housing in the next 10 years with 15% not being sure.

General Growth

- A majority of responses (54%) indicated that they felt the City has had very little new growth and development, with 24% stating they felt an adequate amount has occurred.
- Nearly 60% of respondents would like to see ‘moderate’ levels of growth in the future, with nearly 20% desiring ‘slow growth’. Only 2.9% desired ‘no growth’ and 15.8% desiring ‘fast growth.’
- Over 77% of respondents agreed or strongly agreed that natural resource areas should be protected and over 84% felt the same about protecting the City’s historic and cultural resources.

Infrastructure

- Over 73% of respondents desired future investments by the City in additional off-street biking/hiking trails and paths.
- Nearly 40% of respondents would like additional on-street bike lanes and 63% desire sidewalks in key areas.
- Interest in ‘micro mobility’ options, such as bike and scooter rental ranged from 10-16% of the responses.
- The following rankings were given for various types of infrastructure and the quality/availability:
 - Streets – 70% of respondents indicated poor to adequate, with 18.8% stating they were very poor.
 - Parking – 53.7% stated as adequate, with over 32% stating poor or very poor.
 - Storefronts – 48.4% felt they were adequate, with over 41% stating poor or very poor.
 - Sidewalks – 62.5% stated adequate, with 15.6% stating they are good.
 - Lighting – 67.3% stated adequate
 - Seating – 53.6% stated adequate, with 28% stating poor
 - Public Gathering Spaces – nearly 39% stated adequate, but 31.5% stating poor
 - Events/Programming – 39.9% stated adequate, with 27.22 stating poor.
- The following rankings were given to 13 different services provided by the City. The summary below indicates the percentage of votes for including the service in the top three ranked spots:
 - Police Protection – 91%
 - Fire Protection – 62%
 - Street Maintenance – 50%
 - Utilities – 27%
 - Parks & Recreation – 22%
 - Snow Plowing – 17%
 - Library – 13%
 - Planning/Zoning – 12%
 - Code Enforcement – 9%
 - Building Inspection – 6%
 - Stormwater Management – 5%
 - Public Museum – 4%
 - Cemetery – 3%
- Over 74% of respondents agreed or strongly agreed with the City conducting crisis planning in partnership with other communities for natural disasters, homeland security, emergency management, etc.

Economic Development

- Over 90% respondents felt that more work/job opportunities in the City were somewhat to very important.
- Over 57% of respondents desired more industry (manufacturing, distribution, warehousing) in the City. 21% weren't sure this type of growth is needed.
- Nearly 56% of respondents did $\frac{3}{4}$ or more of their shopping outside of the City of New London, with another 26% indicating that about $\frac{1}{2}$ of their shopping occurred outside the City.
- Over 84% of respondents stated that if more commercial businesses existed in the City it would reduce their amount of shopping outside the community.
- Business types that were felt to be inadequate in terms of the number/choice included: Groceries/Food (87.7%), Clothing/Shoes (92.6%), Restaurants (66.3%), Entertainment/Social Establishments (65.6%), Sporting Goods (81.1%), Downtown Shops (77.4%). Banks, Auto Service, Medical, Pharmacy, and Hardware Stores were all felt to be adequate by a majority of respondents.
- An overwhelming majority of respondents felt that the City should concentrate on redevelopment efforts in the following areas: Downtown (90.6%), City Entrances/Highway Corridors (74.3%), and Lands on the Edge of the City (72%).

Recreation

- Over 77% of respondents felt that there were sufficient recreation space and facilities within the City.
- Nearly 78% felt the City should invest more in improvements along the Wolf River to increase recreational and leisure opportunities.

Communications

- Most respondents felt that the City communicates best when using their social media (78% of responses), website (60%), printed quarterly newsletters (40.2%), direct email announcements (37.1%), emailed quarterly newsletters (33.3%), public meetings (30.2%), and newspaper notices (25.2%).

Strengths & Weaknesses

Two open ended questions were used to ask respondents about the City's greatest strengths and suggested areas for improvement. Over 275 comments (raw comments included with question results) were received for these two questions with some of the top mentioned items being as follows:

Strengths (not in any type of priority order):

- Small town/community feel
- Friendly / Caring / Neighborly
- Accessibility to Fox Valley area / Location
- Healthcare access
- Recreation/water/natural resource access
- Good schools

Improvements (not in any type of priority order):

- Road maintenance and repair
- Affordable housing needs
- Another grocery store / more retail and restaurants

- Downtown revitalization
- Code enforcement
- More sidewalks/trails

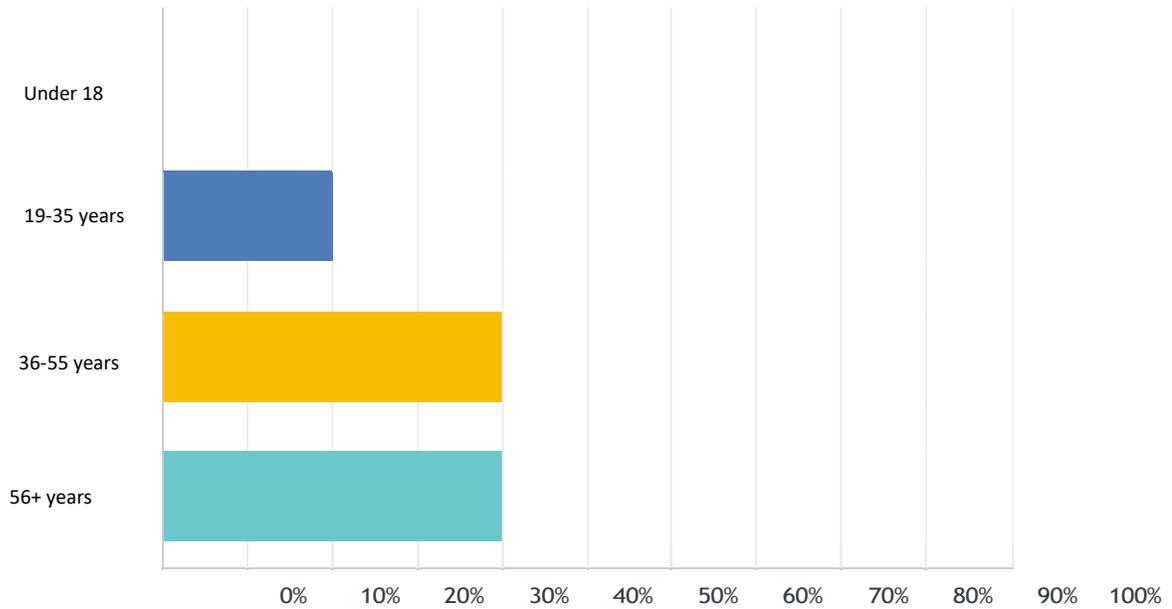
Other Comments

Over 40 additional comments were made in the last open ended question which asked for any additional thoughts. Some of the most mentioned items include (not in priority order):

- Need for another grocery store and more retail
- Need for vision and leadership
- Invest in the downtown
- Invest in the riverfront
- Maintain quality parks and trails
- Traffic and safety concerns

Q1 What is your age range? (please check one)

Answered: 212 Skipped: 7

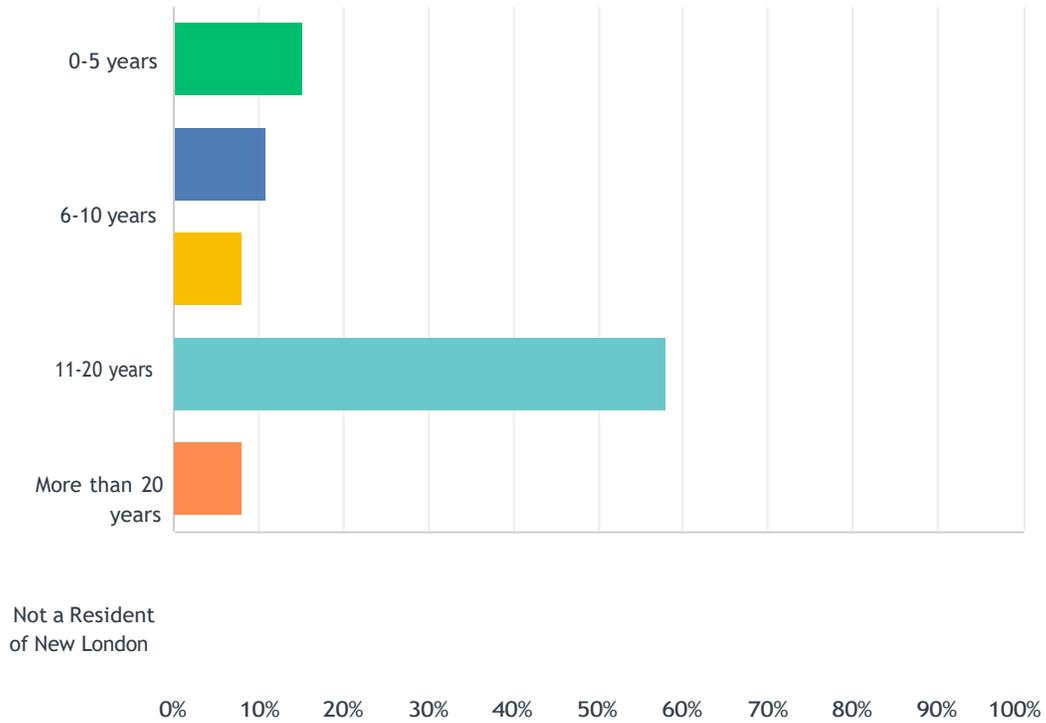


ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-35	20.28%	43
36-55	39.62%	84
56 years or older	40.09%	85

TOTAL212

Q2 How long have you lived in New London? (please check one)

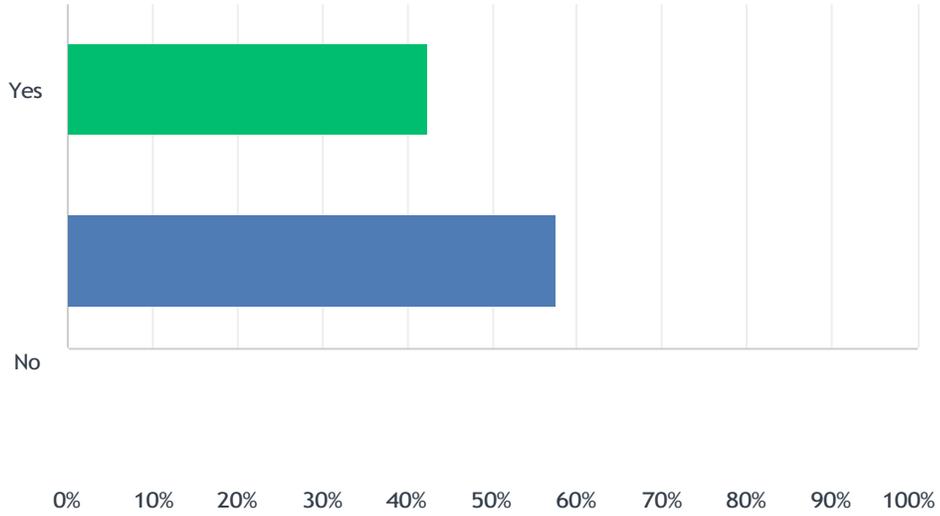
Answered: 212 Skipped: 7



ANSWER CHOICES	RESPONSES	
0-5 years	15.09%	32
6-10 years	10.85%	23
11-20 years	8.02%	17
More than 20 years	58.02%	123
Not a Resident of New London	8.02%	17
TOTAL		212

Q3 Do you currently have children living in your household? (please check one)

Answered: 212 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	42.45%	90
No	57.55%	122
TOTAL		212

Q4 In your opinion, what are the greatest strengths of the City of New London?

Answered: 143 Skipped: 76

The following raw comments were submitted by respondents for this question:

- 2 Kwik Trips. Anytime Fitness. Ultimate Sports Complex.
- A great community to raise kids, small town
- A small community close to the valley.
- Access to healthcare such as dentists, doctors, and a hospital.
- Access to water for recreation, close to major roads.
- Accessibility. You can walk almost everywhere you need to go, schools, parks, pool, grocery store.
- Affordable
- Amenities offered for town size
- Chamber and chamber events, the river and fishing
- Churches, schools, library, museum, closeness to many things I use, can find most of my needs locally, appreciate not having up drive miles for my needs
- City Parks, Riverfront,
- Coming together as a community to support one another
- (2) Community
- Community events, local business offerings
- Community pool Art murals Being on the river Hatten Park New Dublin activities New London Utilities
- Community strength when a project is in need the residents help
- Community, friendliness, love our New London swimming pool which is very unique and appreciated
- Currently the location and the potential to be a nice place to live again .
- Decent park/recreation system. Reasonable cost of living.
- Easy to find business, and close to where I live..
- Fairly safe city to live in. The river activities. Close to other cities such as Appleton, etc.
- Feels safe, easy access to schools, healthcare, outdoors
- Fire Dept. Police Dept . N L utilities ,and other city depts. School systems ,city hall
- Fishing, parks
- Food/entertainment
- Friendly & quiet (most of the time).
- friendly blue collar people who are willing to help others. The Art League is also doing things to make NL a bit more aesthetic
- Friendly people Natural resources with river Parks
- Getting information out to the community via social media
- Good business options
- Good schools, lots of parks and recreational activities for all ages, great history, small businesses
- Great public works and utilities.
- Growing businesses and opportunities for the community
- Having our own utility
- How close it is to the valley, yet a small town feel; great utility company and police/fire departments; hospital with specialist services and great care; pick up for disposing of fall leaves and storm damage debris; maintenance of parks and tree service around electrical lines (at no charge to residents); winter plowing is always done quickly and well.
- I love the parks and the many options for enjoying nature.
- I think New London cares about us.
- I think we have a nice variety of parks, a river, a charming downtown (especially Water Street Vintage for a shopping draw), an easy to navigate new part of town (Shawano Street), Industrial Park.
- It feels like a welcoming community.
- It's a nice little city nice people and nice scenery
- It's a safe town with lots of parks and outdoor spaces.
- It's Citizens and their families.
- It's waterways. Good public schools.
- Land and parks
- Library
- Local Recreation and amenities for families, city parks and green space
- Located on the water Easy access on hwy45 and 54
- Location
- Location - small town but close to lots of larger cities for universities, shopping, entertainment.
- Location near Fox Cities, parks, pool, library, access to water, restaurants, murals
- Location, River, schools.
- Location. Community involvement. Atmosphere
- Lots of good people live here.
- Many activities/sports available through the rec department.
- Many positive community activities and involvement.
- NATURAL RESOURCES
- need more time to think on that question
- New London has always been a deep rooted community with many families that have been in this town since the beginning. That sense of pride and belonging has always been a strength for our community.
- Nice flowerpots
- Nice sense of community. Great parks. Also love all the fantastic murals!
- (3) None/Noting
- Not a lot of people. 30 minutes away from Appleton, Neenah, Oshkosh, Waupaca, etc.
- numerous green spaces, strong fire and police departments, numerous education opportunities (for young and old), variety of religious organizations
- On the Wolf River
- Our festivals and community activities. Oh & our parks.
- (3) Park system and the river
- Parks and churches
- Parks are great, city staff is amazing, underpaid from what I've heard, which is incredibly sad! Hate to see them all leave, and this place crumble, events and activities are great, location is awesome
- Parks, Museum, close to the valley
- Parks, natural resources (I.e., the Wolf), and layout of the city
- Parks, park, and rec dept, small community close to larger cities, walkability
- Parks, the Wolf River, the schools
- Passionate people who want New London to progress forward.
- People seem to stick together, and our police and fire dept do

City of New London Citizen Survey

- wonderful honorable jobs
- Placement - along the wolf river
- police department
- Pool. Restaurants
- River
- River access and number and variety of parks
- River front property, the two rivers themselves, and its small town atmosphere.
- River use, downtown buildings being brought back to use, New bank going up, library moving to downtown.
- River, Industry,
- River. Small town
- school system
- Schools
- Schools and hospital
- Schools and our Hispanic community
- Schools, police, and fire protection.
- Sense of community for those who want to be involved, we have wonderful parks, and our community pool is a great asset.
- Sense of community, access to nature, the well maintained parks system
- Sense of community. Safe place to live. Committed city employees and elected officials.
- Sidewalks and number of parks. Parks could use some investment, but grateful for what is there.
- Small businesses.
- Small city with a big heart and we have great Location.
- Small city, the river, library
- Small close community. I
- Small size
- Small tight community
- Small town atmosphere
- Small town feel
- Small town feel, but not much to offer for family activities or family type restaurants.
- Small town, but with amenities close
- Small Town, great people.
- Small with major amenities
- Smaller city, lots of parks, the Wolf River
- Strong community - great programs and opportunities for all ages!
- Strong sense of community
- The ability for growth, and to adapt to the changes of the world around us. This city could pioneer and lead the way to a brighter and more sustainable future.
- The ability to come together to support community members in need.
- The area is beautiful.
- The artwork around town make it inviting, school system
- The city has a feel of unity.
- The community seems to be able to get together and help those in need
- The location and potential
- The park layout in this town is great, plenty to choose from and all kept up very nicely.
- The people and location to the Fox Valley. We have a great variety of blue and white collar workers in town with a great variety of professional backgrounds and education. In addition, we are a comfortable distance from the Fox Cities to have them be accessible and still far enough away for the community to be quiet and cozy.
- The residents and all workers in the city that work hard and people customer friendly
- The River
- The rivers that run through our community are a huge strength.

New London also has lots of excellent parks and a great school system.

- The size! It's wonderful to be small!
- The stores are close by especially for winter
- The upkeep of the city in general, clean, feels safe. Friendly. I love the pool.
- the Wolf River
- The wolf river is huge
- There are many great parks, and community events! There is amazing potential for a historic downtown as well as the historic home district.
- Trees Pet friendliness Swimming pool Hatten and other parks Accessibility
- utilities, wastewater treatment
- Water access, proximity to other cities, parks, library, pool, museum, schools.
- We have a great school district and many water features. Many delicious local restaurants and sweet small businesses.
- We really do have a good community
- We stand with one another when we need help
- (3) Wolf River
- Wolf river, schools
- Residents who are long-time residents and want to remain in New London

Q5 In your opinion, what aspects of the City of New London need improvement?

Answered: 155 Skipped: 64

The following raw comments were submitted by respondents for this question :

- Street downtown needs major
- (12) Roads
- (3) All/Everything
- ability of residents to maintain their homes
- Aesthetics are generally poor - may be a deterrent for potential residents: Upkeep of homes, lawns Downtown Parking of vehicles, campers, and boats in yards throughout the year Absentee landlords
- Affordable housing, public transportation, roads
- Affordable rent, shopping, need more than one grocery store; would love Aldi here. Also, would love Culvers.
- All the roads are terrible. Oshkosh St for example
- Another grocery store, more groomed walking trails for people /pets, more pet friendly activities
- As a city it seems to lack focus -- aside from its claim to fame as "New Dublin" once a year.
- as far as I can see I think the several of the streets and I know the city has a plan of attack on it, but my biggest concern is the streets and hoping they can be fixed as soon as the city has plans for them
- Attitude of city hall employees, hiring of qualified people to work in city positions,
- Better fast food options - Culver's, Arby's. Too many dollar stores plus a dirty Walmart - so better, cleaner shopping options. Would LOVE an Aldi, can't afford Festival food anymore. NL isn't doing anything to update a cleaner, higher income living, especially with all the dollar stores, thrift stores, low income living every end of town, the rainbow motel, and homeless shelter.
- Blight, Our Downtown is rather embarrassing, and homeowners don't keep up their property. Hold them accountable to the ordinances, and attracting business
- Citizen involvement and awareness. Actually, understand what's happening in the city and why. Streets of course, I know that is being worked on. More local businesses in needed segments.
- City government should be willing to take more financial chances.
- City planning and management.
- City streets need repair bad !
- Code enforcement, speed enforcement on roads , community growth and communication, getting a handle on the drug problems in this city, handling the growing issue of drunks and drugged out people wandering the streets at all hours of the night
- Communication between leadership and citizens, dilapidated/vacant residential properties are an eyesore; downtown revitalization; maximizing riverfront for community use and recreation
- Communication that is not Facebook - common council activities, construction projects, budget info.
- Community pride/retention of young people. The addition of more events, entertainment, and gathering places would help keep people from driving out of town to eat/play/explore.
- Continue to work to have another grocery store, continue to support our businesses, road improvement
- Continuing to grow and branch out to more businesses
- cosmetic - the appearance of private residences and apartments is detrimental to attracting potential new residents The streets are in terrible shape The north, south and downtown retail / business districts need cosmetic work as well. Need more retail in addition to the service businesses already there. Only one grocery store is detrimental. Absentee landlords Attention from the building inspector and enforcement of laws relating to blighted areas including upkeep of lawns and buildings
- Downtown revitalization & beautification. More community events and activities.
- Downtown roads
- Downtown Water
- Events for all ages, childcare options, activities for children
- fixing the streets
- For the sake of going green and helping prevent climate change, could there be some way to have a place for composting perhaps? I rent and do not have a garden to utilize what's composted. I already have a dumpster by my back door for garbage I wouldn't want another dumpster to hold stinky stuff near me, but I wonder if there could be some public place where it wouldn't be a big deal to dump say potato peelings etc. instead of all that going into the regular garbage.
- Grant opportunities to improve and build on the city for locals
- I believe we are making steady progress... but it would be nice to attach a Dining guide - available at the HS or MS for out of town families visiting for school events- the town is difficult to get around if you don't live here and families visiting have no idea where to eat after attending a sporting event etc. other than McDonald's or subway. I know the school likes to promote its concessions for youth events - but this would help draw more people back to town as well. If I'm dreaming - An all encompassed rec center - like a YMCA wd be nice. Everything we currently have is in separate locations. If mom and dad want to work out while the kids shoot hoops or play tennis/pickleball we have to drive into the fox valley. Having an outdoor aquatic center would definitely be a huge draw for families of any age. We have a gorgeous waterfront- grants to help those business clean up the alley and expand waterfront dining would be much easier on the eyes- As well as draw more ppl to dine here.
- I feel the road need to be improved much fast then they have been. It would have been much cheaper to do road repair when the Feds rate was at Zero, now the residents will pay more for repairs and rebuilds due to higher interest rates which will allow less borrowing. We need to promote business to come to this community. I do not feel we do enough in this area. We have a business park and many empty building and rental spaces.
- I feel there is no follow up once a building permit is issued no one checks if the homeowner followed the guidelines. There are a lot of "rules" not being enforced.
- I like it the way it is. Depends what improvements they have in mind !
- I think the leadership of the city should think a little more "outside the box". I feel this town will perpetually be "following" other

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- towns and that the leadership is weak. Especially the Mayor. He seems to take credit for anything good, whether it's his idea or not while being a bit of a coward and hiding behind difficult decisions.
- I think we need to fix our roads (for residents and visitors - is this not one of the first impressions of a City? Who wants their car to bottom out as they are trying to find the shops/restaurants we have to offer no matter what road they take?) I also think that our downtown needs a facelift (which you have scheduled for 2024). I am also going to state, even though I know it is mostly out of your control, we need more restaurants and a super center Walmart. We can draw from Shiocton, Clintonville, Waupaca, Weyauwega, Manawa, Hortonville, Hortononia, Mukwa, Fremont, Readfield, Sugar Bush, Bear Creek, Lebanon etc.
 - I would love an Aldi, Culver's, and an Arby's.
 - Shopping options, clothing, grocery
 - I would love more active/community classes available outside standard working hours for adults (after 5pm on weekdays). Also, community events like Farmers Markets would be nice to see more frequently. I very much enjoyed the Bazaar After Dark- more of these events would be very fun in New London.
 - improve downtown businesses, need more than just bars and craft stores
 - Infrastructure and road repair. Enforcing speed limits and ordinances. New London is a city. As such residents need to respect community. If people want to do whatever they want, go live in the country. Only the people like that, can't afford to live in there.
 - Just about every road and the riverfront area should be much more developed/happening.
 - Lack of mixed use zoning especially downtown
 - Looks of downtown, streets need improvement, more affordable housing
 - Lower taxes, less spending, fix streets.
 - Main street
 - Make sure our water is safe, work needed on our roads, take time to make our community and children are safe
 - Modernization: seems like we're really close to having a lot of great things. I've been really hoping the councilman and woman would just all get on board and spend the extra to make it all above average for a while. This place could go above average once and draw people in and get back to a very strong "small town." Don't worry about what the keyboard warriors and naysayers think and spend all of the monies and more and make other communities jealous of what we have. Hortonville's about to go down the same road we did with the bypass, let's jump way ahead of that and have more developments in place not just talked about
 - Money spending.. You need a watchdog
 - More affordable grocery alternative, greater communication regarding upcoming changes, i.e., use of UTVs on streets, better transparency of meeting minutes to the community.
 - More appeal to river traffic. Improved public parking downtown.
 - More bubblers, street trees, need a beach
 - More businesses to keep shopping local.
 - More businesses. Fast food another grocery store
 - More clothing retail stores for options besides Walmart. Develop river walk and businesses on south side of river
 - More community engagement, encourage new small downtown businesses
 - More grocery stores, more doctors larger chain restaurants and department stores. Find a way to make New London more attractive to raise families.
 - More restaurants
 - More restaurants (Culver's??) and shops- particularly in the downtown area, as well as an overall facelift to the downtown Many road surfaces need improvement
 - More retail space. Something needs to happen with old wolf river plaza. Going to waste. No more churches in good commercial areas taking those away from retail space and off our tax rolls.
 - More retail stores like Aldi, and a supercenter Walmart. walking trails for recreation
 - More shopping choices, especially for groceries Pool management Better use of the river front properties, such as outdoor seating at businesses More things for young adults to do
 - More sidewalks,
 - More thinking outside of the box. What could be may not be what will be. The industrial park north of town. A gem that until a few years ago I did not know about. Get the word out. No excuses why some things did not get put on the to do list..
 - Moving forward faster with ways to brings new families into the community to help with diversity and increase population.
 - Need another grocery store or a super Walmart would be great. Additional stores to purchase Clothing and shoes.
 - Need another store where Piggly Wiggly use to be or expand Walmart to a super center
 - Need clothing and grocery stores .
 - Need more options for shopping & businesses. Use of the riverfront to draw in more revenue. Fix the streets.
 - Need more than one major grocery store
 - Needs more voting on what is being done in the city (included in the voting should be people that utilize the city such as are in the school district). More grocery stores such as maybe getting an Aldi's, so people don't have to go to Appleton or Waupaca, thus keeping our money in town. Better overall communication with the citizens of the community and surrounding areas.
 - No promising usage of waterfront area. Huge potential for using it either for recreation or entertainment. I understand lots of these are longstanding businesses, but overall, the view of the city is a bit rough
 - No public transportation, especially as I get older. Political signs up after the election makes the comment look uneducated
 - Obviously, the roads but I would love nothing more than the Hatten park walls around the park to be fixed, I remember when I was young playing Saturday morning soccer and enjoying walking the wall to and from soccer. I drive by it every day and saddens me to see the wall falling apart every year
 - Our downtown needs attention. The revitalization efforts of other similar size towns/cities in our area are outpacing us. We are not a destination on Pearl or Water Street for our community members or for visitors.
 - Parks & rec offerings and ways it's run, more things for kids/teens to do, more non-drinking things for adults to do, roads, bigger sense of community/connection, MORE LIBRARY - we want that teen space ASAP!
 - Police enforcement for speeders, loud cars, and trucks. REALLY BAD IN TOWN!! Roads - use any money for improvement of roads, not beautifying downtown. If people can't drive around without BIG potholes and sink holes, they won't be impressed by beautification of downtown!
 - Public transportation, the road conditions, and the sanitary sewers.
 - residential street conditions, business street conditions, thru street conditions
 - Retail, restaurants
 - Riverfront is underused and dilapidated
 - Road repairs, especially Oshkosh St.
 - Road repairs: building up downtown businesses with funds to help businesses renovate and utilize historic buildings; more "beautification" projects and updating (painting/replacing bridge rails on Shawano St, etc.); drainage and water flow for rain and storms (streets and corners flooding, etc.).
 - Roads and pickle ball

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- Roads are really beat up in some places. We also need more draw to start younger people moving here. School district numbers continue to decline every year. We would also love to see more business pop up- fast food, chains, more things that draw a crowd. An Aldi would be amazing for many surrounding communities.
- Roads are some of the worst around. Empty property along the river downtown needs to be utilized for something that can be used recreationally by the community.
- Roads need to be updated and other parts of town need to be cleaned up. We also need more things to attract people to the town. More food options, groceries, and department store for clothing
- Roads school crossing
- Roads, a Recreation Center, more grocery options
- Roads, downtown needs a facelift. Needs to be more welcoming. More community events.
- roads, entertainment
- Roads, family entertainments out of the elements (i.e., an arcade or indoor skate rink, available year round), farmers market!!
- Roads, lack of in town options for shopping and groceries
- Roads, renovating the downtown area, building a big park or recreational area in the unused space by hilker warehouse, add another grocery store
- Roads, we pay the wheel tax, but roads are awful
- Run down houses or burnt-out house not getting taken care of. Trashy yards not being mowed. Need another grocery store!! And more fast food restaurants. Maybe Culver's or Burger King 🍔
- Safe rides
- Schools. Recreation opportunities. Variety of businesses
- Senior center needs many more activities. Check and compare what we have compared to Waupaca!! We lose in that comparison.
- Shawano St is practically a highway at the park, roads need work, we almost never actually know when community events are happening. I'd like to see the downtown buildings cleaned up! As well as potentially code enforcement, many houses look borderline abandoned.
- So many run down houses that make the city look terrible
- Some better places to shop. At least another grocery store
- street department
- Street repair, more inviting downtown with more use of waterfront and more food options.
- Streets Utilities need to more aggressive in collecting bills instead of making the landlords pay. Also stop making the landlords pay for garbage.
- Streets, another grocery store, general cleaning up of the community, more opportunities for businesses to come in and grow
- Streets, downtown parking, retail, and grocery
- Streets, especially in winter Filth, debris on both the streets and private lawns
- Streets... there honestly in terrible condition. Pearl St. is one for example, the further south u take it the worse it gets. The other day I took Dexter St. On the south end, that one was terrible. The road by N.L. utilities under the train tracks has a huge hole, which has been a problem for years.
- TAXES ARE TOO HIGH
- The ability to rely on renewable forms of energy. Sources of entertainment for children, like an arcade. Better shopping resources for both food and non-food. New eating attractions. With the highway being built this town can be a hub for everything.
- The appearance of our businesses (especially Water and Shawano Streets). So many shabby buildings. Also, private homes with overgrown yards, dilapidated buildings.
- The business district could use some TLC and cohesive look to the businesses. We have some really lovey old buildings.
- The city taxes are very high, and I don't see that roads are being fixed, our new library isn't started, and a lot of other needed improvements just aren't happening.
- The condition of the streets throughout the city are an embarrassment. Also, the water and sewer system need attention. The police department needs to do a better job of patrolling for speeders, loud vehicles, and other offenders that enjoy disturbing the peace. In the six plus years I've lived here, I have yet to see ANY offender pulled over by a city cop!
- The distances to area communities that have services that NL lacks, along with lack of public transportation, make it a challenge at times. I am facing health problems and often need to go to Appleton or Waupaca regularly, sometimes three or four times a week. It is a challenge when I'm ill and having to either drive myself or find family to help. We do not have dialysis access in town, and I am considering moving to be closer to access. I am also concerned about the drama around the library. I am a frequent reader and am worried about having to cross Pearl Street in the traffic it has, especially for kids going between buildings. The donation of the old First State Bank building gives greater and safer access all in one place, and the building is beautiful. It would be a great place to read, meet, and study.
- The downtown tenants and / or whoever else is leaving their garbage behind. I understand this isn't something the "City" needs improvement on, but this issue will stand in the way of quality of life downtown. Stronger enforcements? Giving the owners more of an opportunity to renovate so they can raise rent and expectations.
- The Fire Department needs to have exterior improvements . It presently looks like a warehouse with very little indication that it is actually a Fire Dept. Equipment and manpower is ok yet. New full view doors are extremely needed
- The litter
- The local people are being priced out of our homes and community to accommodate for the "newbies" from out of town to move here. We are a hidden gem - let's stop trying to be a Door County. The disconnect between the City and the residents is unreal. There are a select few making the decisions and not listening to the community and what the people want. Residents are fed up and have basically given up trying because like they say you don't matter to them, and you can't fight city hall.
- The New London community could benefit from more restaurant and grocery store options (Aldi would be fantastic).
- The potential of the waterfront is not adequately tapped. We should have a marina to draw more tourism .I believe both of the companies brought into taxpayers expense have wondered why the city hasn't done more to take advantage of our natural potential.
- The road conditions are horrible.
- The roads are horrendous
- The roads, another grocery store, more restaurants. A paved walking trail that leads out of town.
- The roads...not just the "main" roads either. A place for teens to have fun and just be kids.
- The streets are a major concern! They are terrible. Also, ATV and UTV noise restriction.
- The way it runs. Parks and rec is outdated with crappy technology for registration & the pool is run ineffectively. We need more entertainment/things to do, more activities for kids. More family activities. Better shopping -especially an affordable grocery store like Aldi's. NL needs to find ways to get residents to spend money in NL instead of running to Appleton/Waupaca/Clintonville for everything. Utilize the water aspect better. Better walking/bikability of town, especially connecting to the high school. Less gov't drama in the news & more actual improvement.

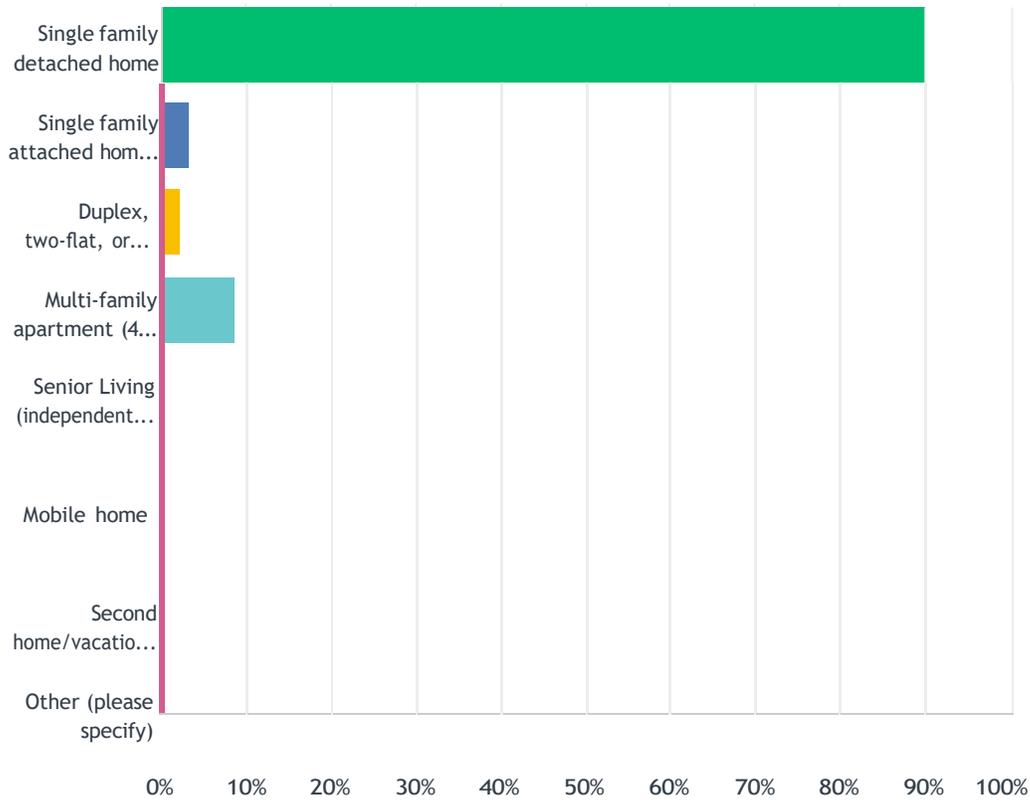
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- Finish the library expansion - that's VERY exciting.
- Update downtown to play off strength of wolf river and tourism. Then market it. Need another grocery for competition.
 - Utilizing our river frontage bringing opportunities other than housing on that precious river frontage.
 - Waterfront and schools
 - Way too many abandoned buildings.
 - We love the mix of city and country living that New London offers - we wish we did not have to travel so far for the basics. more businesses and store offerings in the area would be nice!
 - We need a bigger variety of businesses. Places kids can hang out at besides a park or a bowling alley that seems too never be open
 - We need a larger variety of businesses to keep people shopping in town. NL has 1 grocery store, Waupaca has 3. You cannot even get a decent pair of shoes in NL you have to drive to Appleton.

- Waupaca has downtown events and farmers markets nearly every week, getting people downtown, in the businesses. We need to get people into businesses in NL. Not just driving by or standing in front of one watching a parade
- We need an Aldi and a Culver's!
 - We need another grocery store bad. Rumor is that the elected city officials don't want another one? If this is true that's bad. We also need a library which hopefully the project will be completed.
 - We need another grocery store to compete with Festival Foods.
 - We need to highlight our natural resources including the rivers and parks to help bring more tourism to the city.
 - Wolf River Development, behind the buildings More focus on local attractions
 - Would like to see More restaurants/fast food places, a bigger Walmart would be nice, a lot of the roads need to be fixed as well

Q6 I currently live in a (please check one)

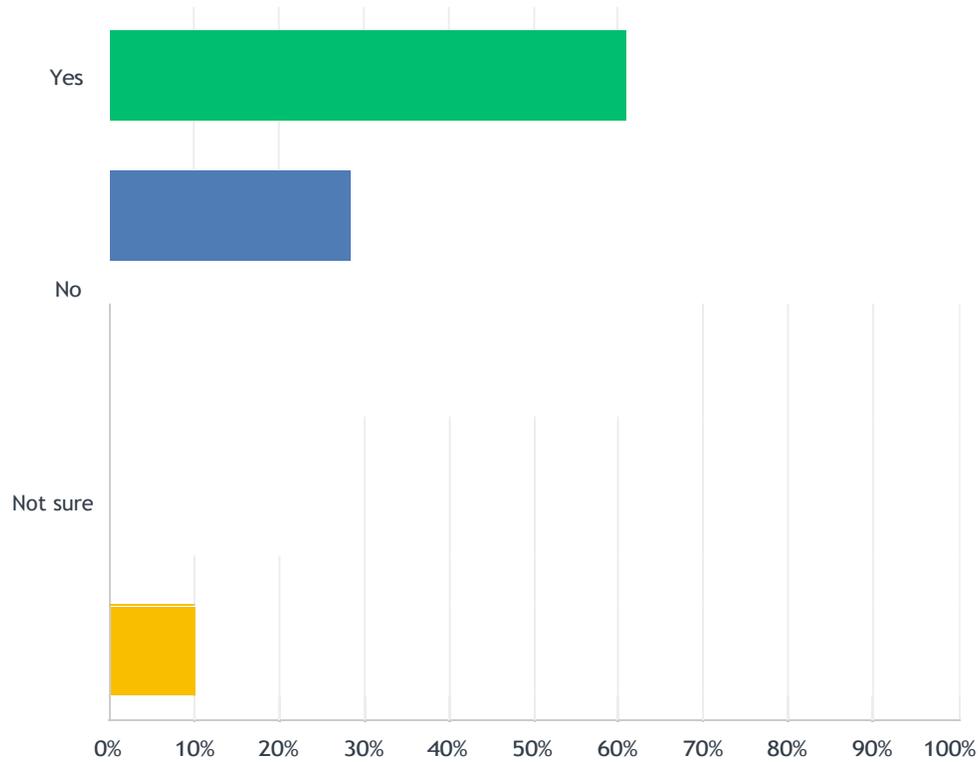
Answered: 173 Skipped: 46



ANSWER CHOICES	RESPONSES	
Single family detached home	84.97%	147
Single family attached home (townhouse, condominium, etc.)	3.47%	6
Duplex, two-flat, or tri-plex	2.31%	4
Multi-family apartment (4 or more units)	8.67%	15
Senior Living (independent or assisted)	0.00%	0
Mobile home	0.00%	0
Second home/vacation home	0.58%	1
Other (please specify)	0.00%	0
TOTAL		173

Q7 Do you spend more than 30% of your household’s gross income on housing expenses (includes, rent/mortgage, insurance, maintenance, and utilities)? (please check one)

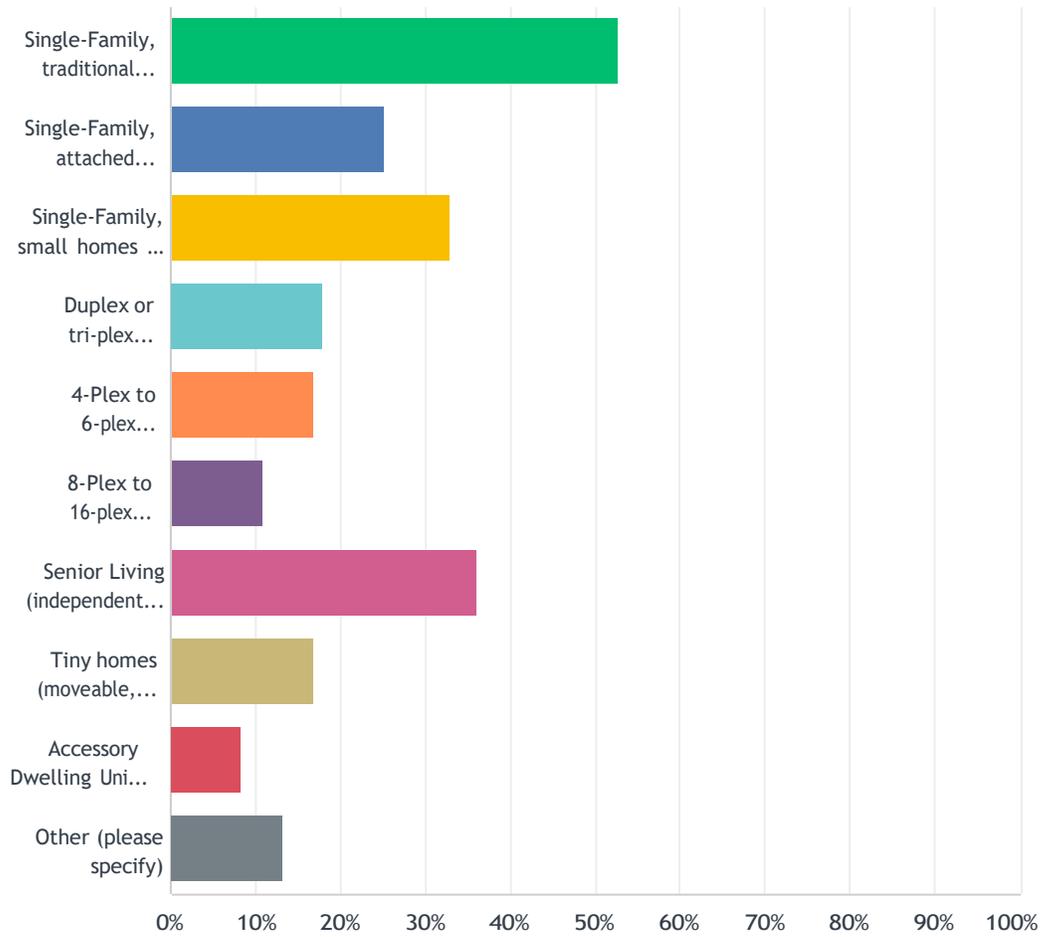
Answered: 172 Skipped: 47



ANSWER CHOICES	RESPONSES	
Yes	61.05%	105
No	28.49%	49
Not sure	10.47%	18
TOTAL		172

Q8 What types of housing development do you think are needed in the City over the next 10 years? (please check all that apply)

Answered: 167 Skipped: 52



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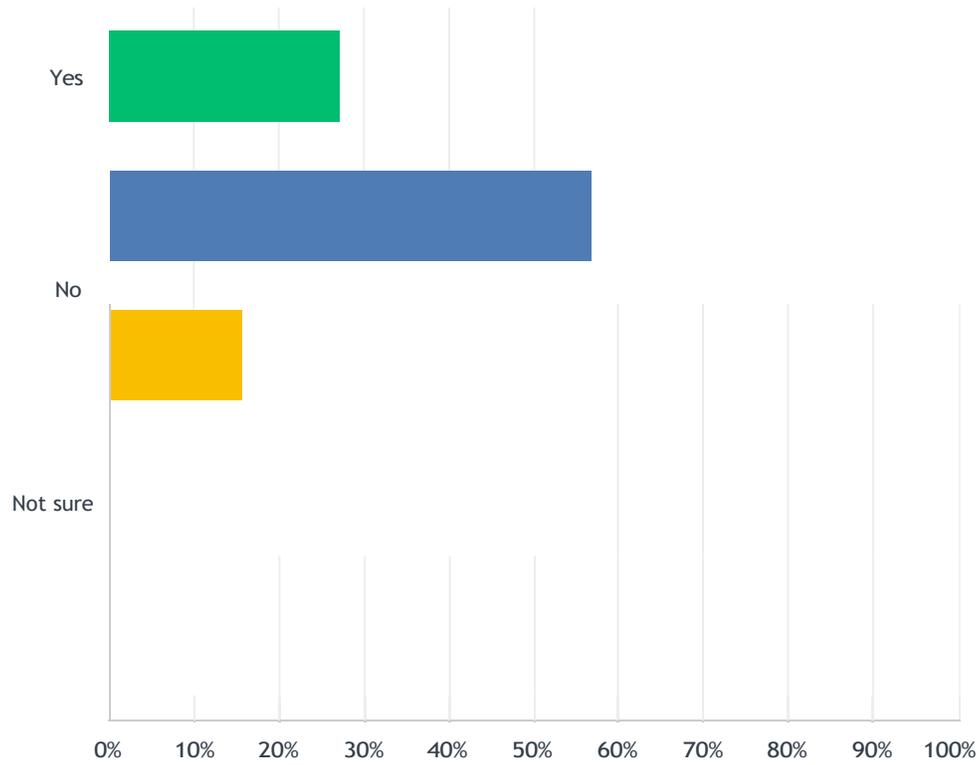
ANSWER CHOICES	RESPONSES	
Single-Family, traditional detached (>1,300 sq. ft.)	52.69%	88
Single-Family, attached (townhouse/condominiums)	25.15%	42
Single-Family, small homes < 1,300 sq. ft. (cottage style, etc.)	32.93%	55
Duplex or tri-plex residential	17.96%	30
4-Plex to 6-plex residential (small apartment building)	16.77%	28
8-Plex to 16-plex residential (moderate to large apartment buildings)	10.78%	18
Senior Living (independent or assisted)	35.93%	60
Tiny homes (moveable, 300-450 sq. feet on individual lots)	16.77%	28
Accessory Dwelling Units (700-900 sq. feet on existing residential lots)	8.38%	14
Other (please specify)	13.17%	22
Total Respondents: 167		

The following written comments were submitted in response to the “other” (please specify) question:

- Affordable for young first time homeowners
- All of the above
- Any Housing that allows pets!
- every type of housing for every income level
- Explore possibilities of investment in homes that already exist - restoration, remodeling, etc. Bring the older neighborhoods back up to par.
- I own a duplex and rent the other half.
- Housing that is within walking/biking distance to high school and middle school
- I heard someone speak of yesterday to me of living in a camper and having some sort of backup solar energy. I wonder if there would be a demand for people who are in a predicament and can't afford rent but would rather buy a camper but have a place to permanently hook up such? I know lot rent is expensive in a trailer court not sure
- (2) Low income housing
- Mixed use single family attached
- More affordable housing options
- More lots available in mobile home parks.
- No more building apartments or houses
- No more low income housing!
- No more senior living, if we want to attract and retain young families to support our workforce
- (2) None
- not sure
- Perhaps a mobile home park within the area..
- Small homes
- With the new apartments going up I think housing is good already.
- Would be great to check out incentives and programs to encourage renovation and investment in existing homes and neighborhoods

Q9 Do you envision downsizing (living in a smaller dwelling) your housing in the next 10 years? (please check one)

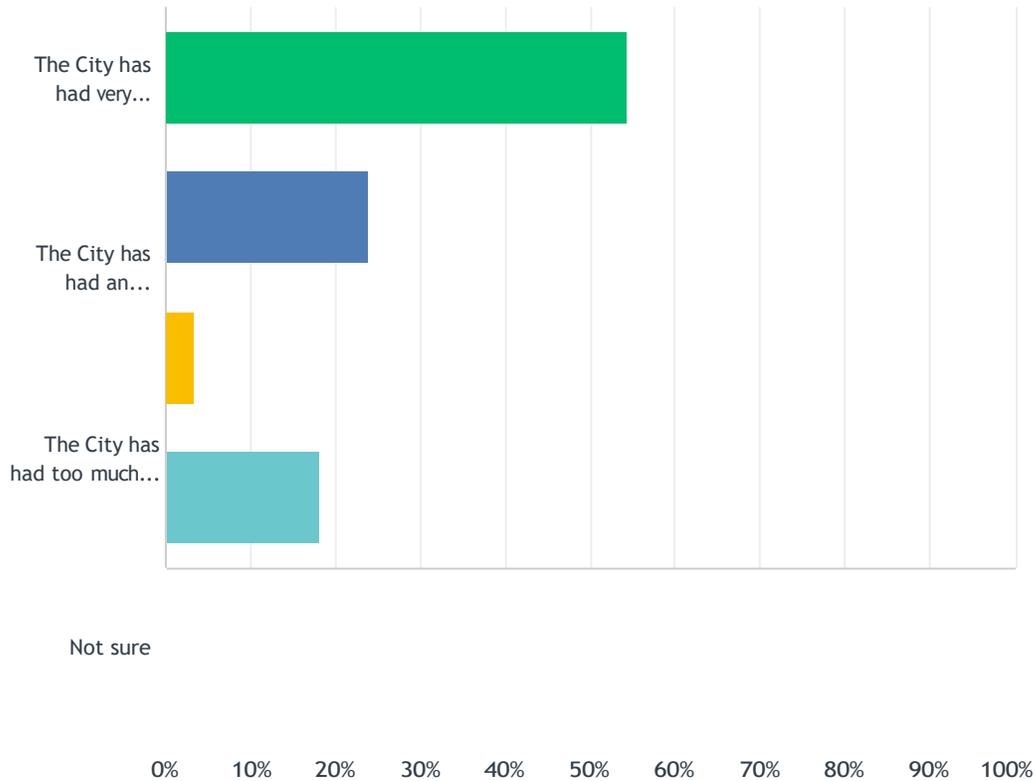
Answered: 172 Skipped: 47



ANSWER CHOICES	RESPONSES	
Yes	27.33%	47
No	56.98%	98
Not sure	15.70%	27
TOTAL		172

Q10 What is your perception of the amounts of recent growth and development in the City of New London over the past 5 years? (please check one)

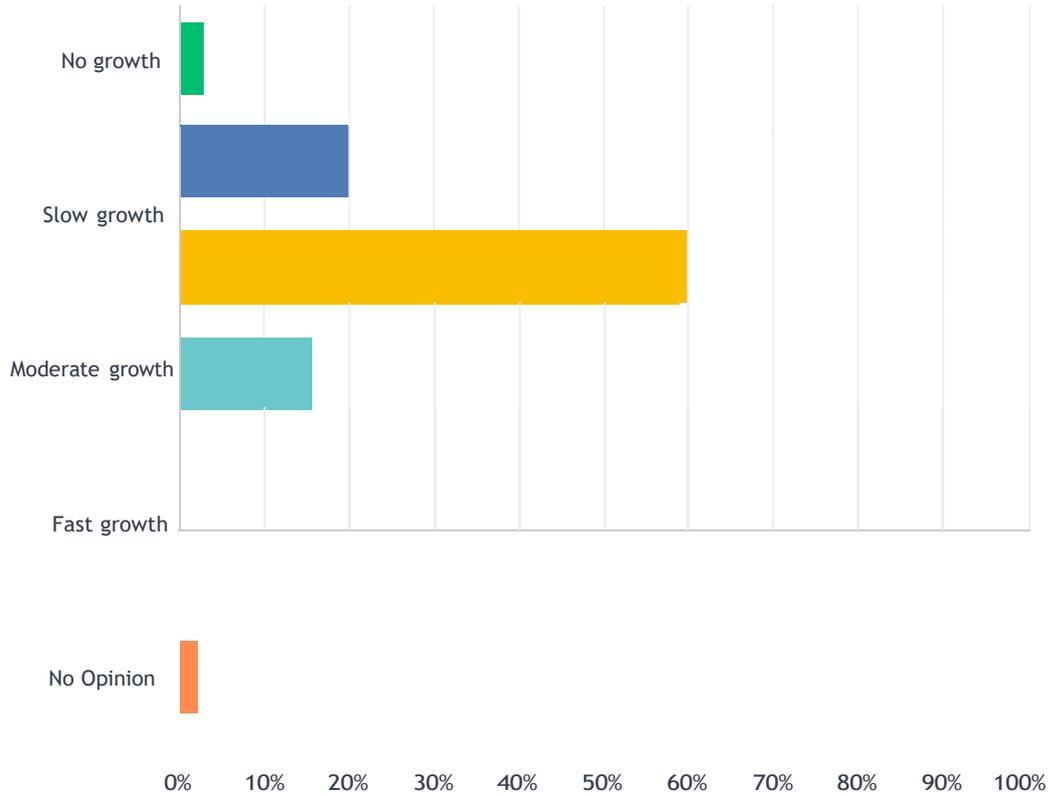
Answered: 171 Skipped: 48



ANSWER CHOICES	RESPONSES	
The City has had very little, if any new growth and development	54.39%	93
The City has had an adequate/sufficient amount of new growth and development	23.98%	41
The City has had too much new growth and development	3.51%	6
Not sure	18.13%	31
TOTAL		171

Q11 At what rate would you like to see New London’s overall growth and development in the next 10 years? (please check one)

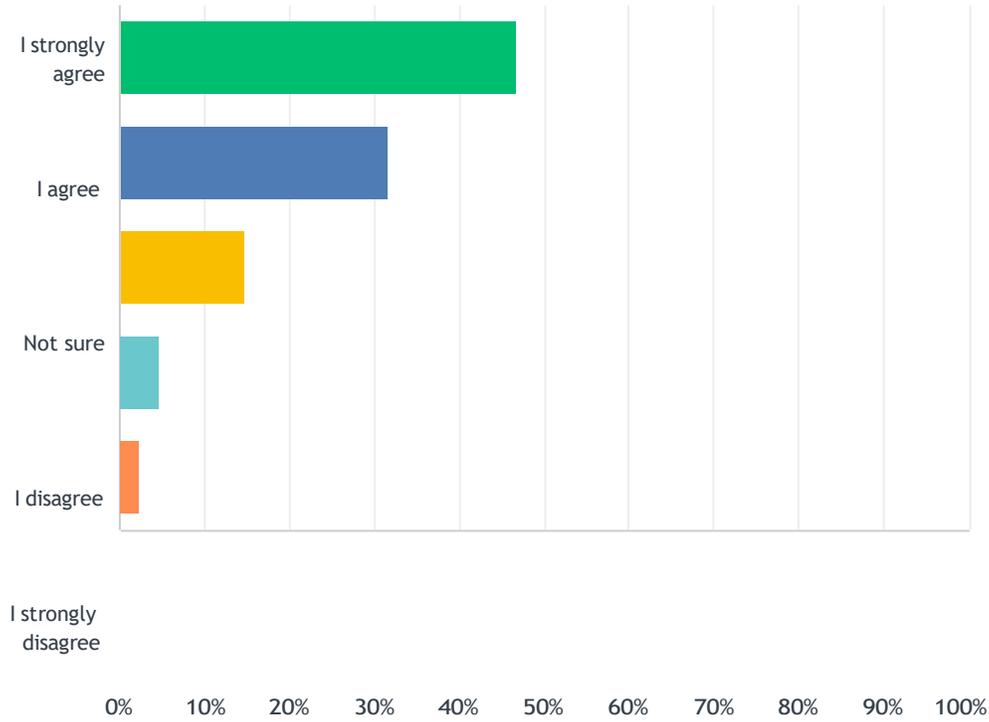
Answered: 171 Skipped: 48



ANSWER CHOICES	RESPONSES	
No growth	2.92%	5
Slow growth	19.88%	34
Moderate growth	59.06%	101
Fast growth	15.79%	27
No Opinion	2.34%	4
TOTAL		171

Q12 The City of New London should increase efforts to protect sensitive natural resource areas such as wetlands, floodplains, woodlands, and critical wildlife habitat? (please check one)

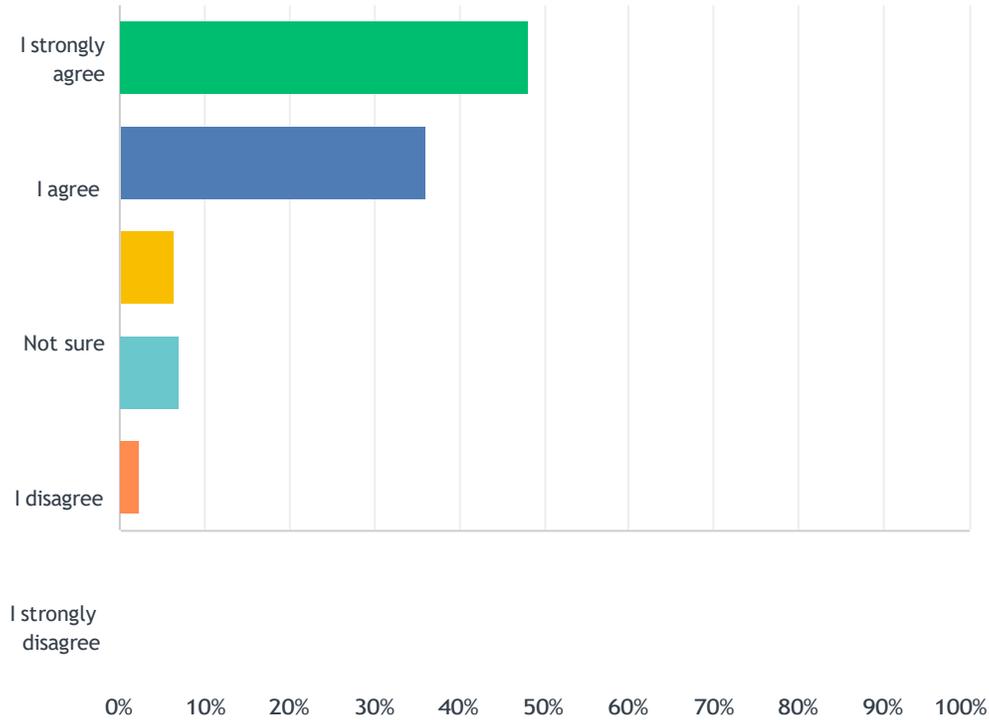
Answered: 171 Skipped: 48



ANSWER CHOICES	RESPONSES	
I strongly agree	46.78%	80
I agree	31.58%	54
Not sure	14.62%	25
I disagree	4.68%	8
I strongly disagree	2.34%	4
TOTAL		171

Q13 The City of New London should invest more efforts into the protection, restoration, and re-use of buildings, sites, and artifacts of historical importance. (please check one)

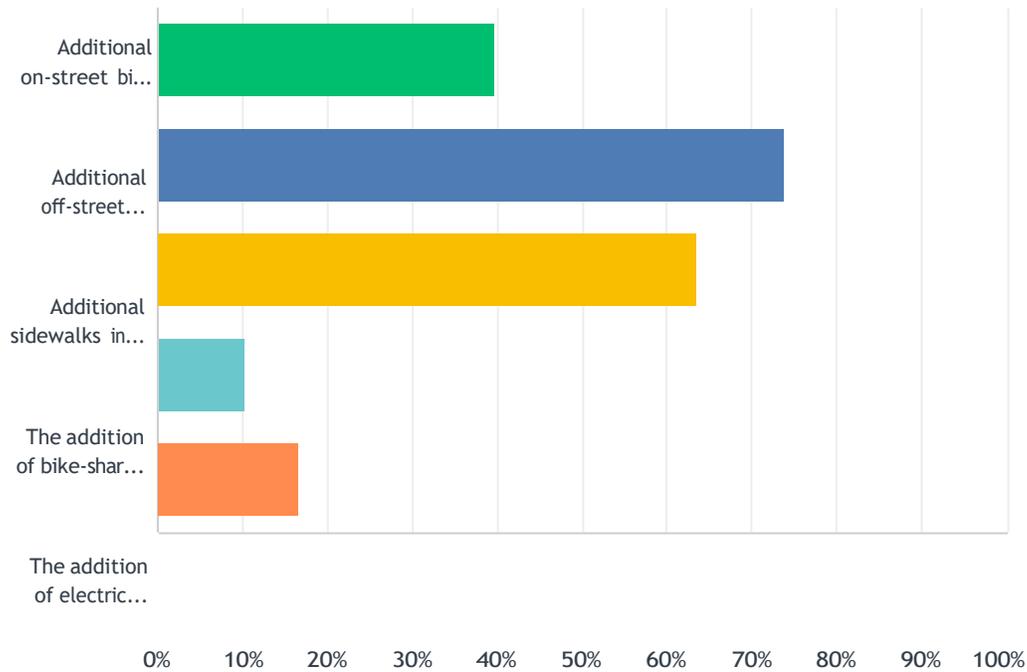
Answered: 172 Skipped: 47



ANSWER CHOICES	RESPONSES	
I strongly agree	48.26%	83
I agree	36.05%	62
Not sure	6.40%	11
I disagree	6.98%	12
I strongly disagree	2.33%	4
TOTAL		172

Q14 The City of New London should support... (please check all that apply)

Answered: 156 Skipped: 63

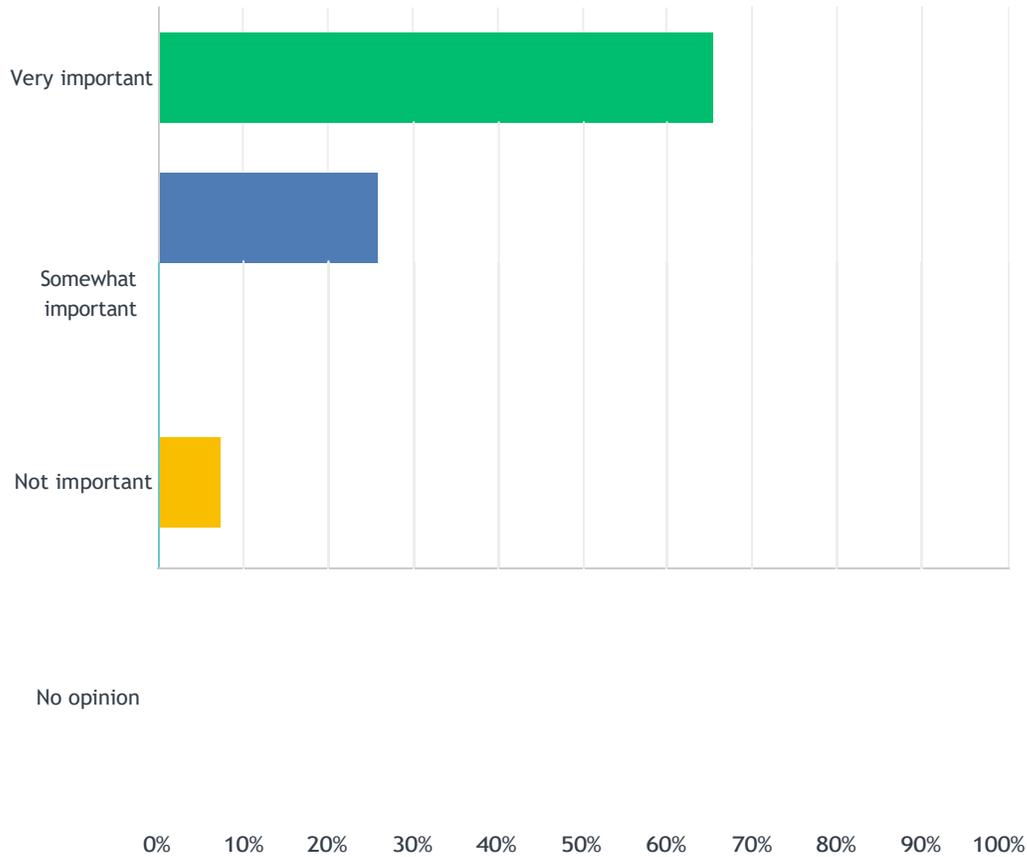


ANSWER CHOICES	RESPONSES	
Additional on-street bike lanes	39.74%	62
Additional off-street bike/hiking paths/trails	73.72%	115
Additional sidewalks in key areas	63.46%	99
The addition of bike-share facilities (Bubler, BCycle, Lime, etc.)	10.26%	16
The addition of electric scooters sharing (Bird, Lime, etc.)	16.67%	26

Total Respondents: 156

Q15 How important is it to you to see more work/job opportunities provided in the New London area? (please check one)

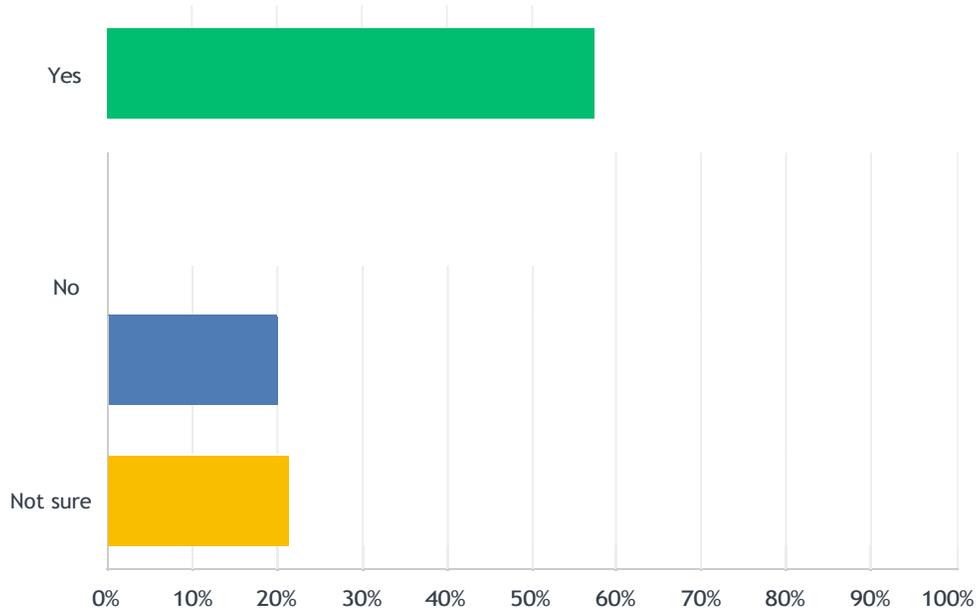
Answered: 162 Skipped: 57



ANSWER CHOICES	RESPONSES	
Very important	65.43%	106
Somewhat important	25.93%	42
Not important	7.41%	12
No opinion	1.23%	2
TOTAL		162

Q16 Do you think there is a need for more industry (manufacturing, distribution, warehousing, etc.) in the City of New London? (please check one)

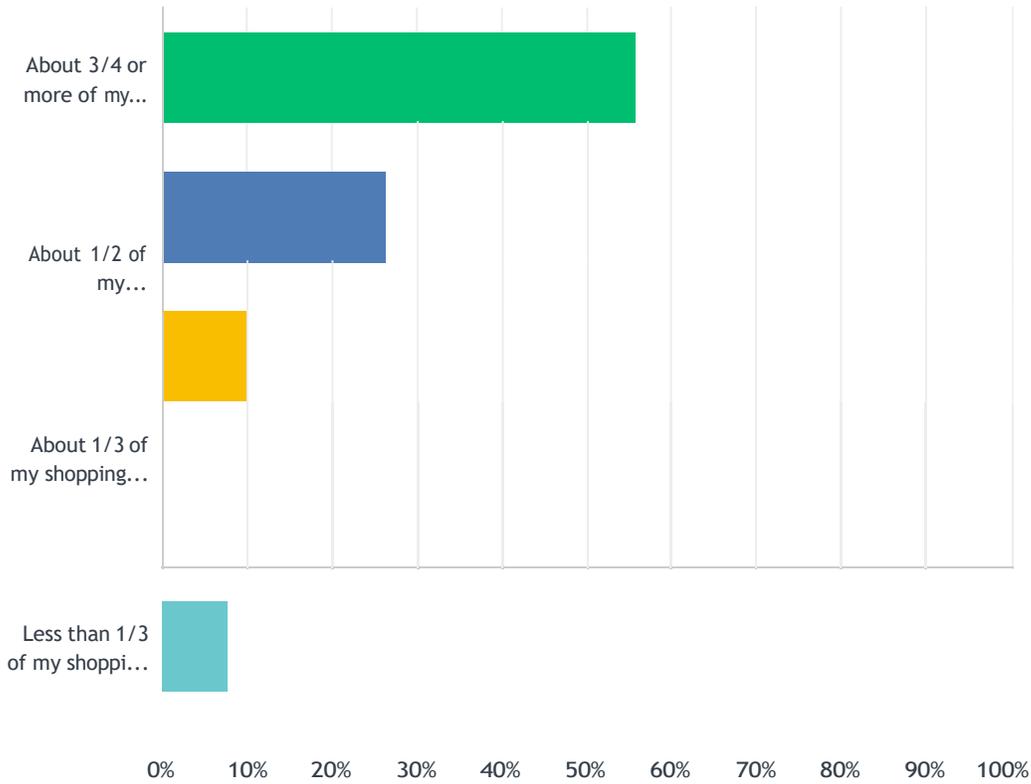
Answered: 163 Skipped: 56



ANSWER CHOICES	RESPONSES	
Yes	57.67%	94
No	20.86%	34
Not sure	21.47%	35
TOTAL		163

Q17 How much do you travel outside of the City (Fox Cities, Waupaca, etc.) for retail and service needs? (please check one)

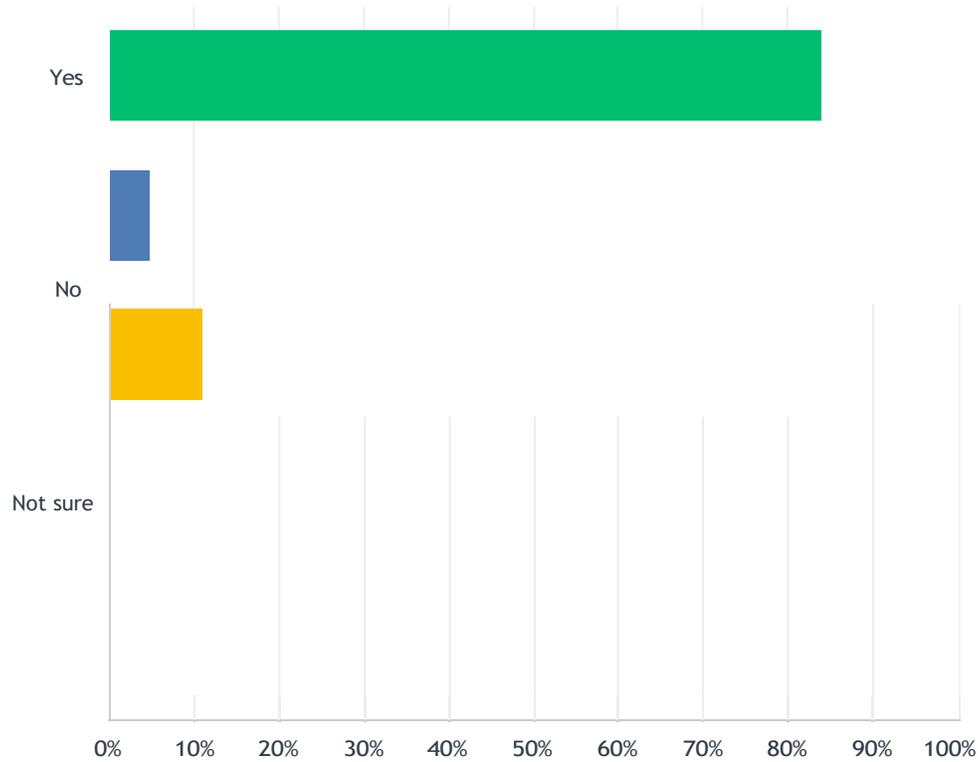
Answered: 163 Skipped: 56



ANSWER CHOICES	RESPONSES	
About 3/4 or more of my shopping/service needs are met outside of City	55.83%	91
About 1/2 of my shopping/service needs are met outside of the City	26.38%	43
About 1/3 of my shopping needs are met outside of the City	9.82%	16
Less than 1/3 of my shopping are met outside of the City	7.98%	13
TOTAL		163

Q18 If New London had more commercial (retail/service) businesses, would it reduce the amount of times that you do shopping outside of the City?

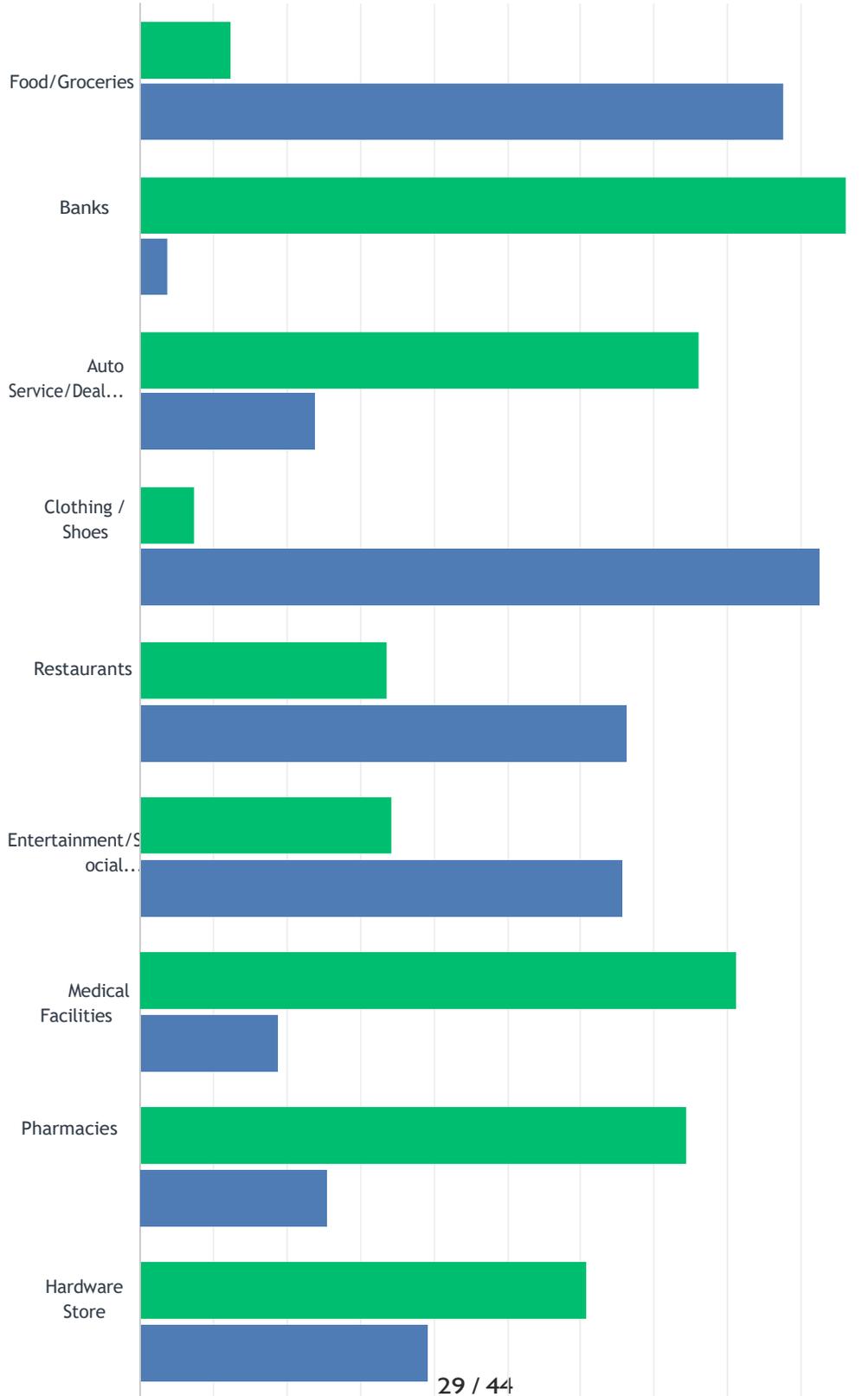
Answered: 163 Skipped: 56



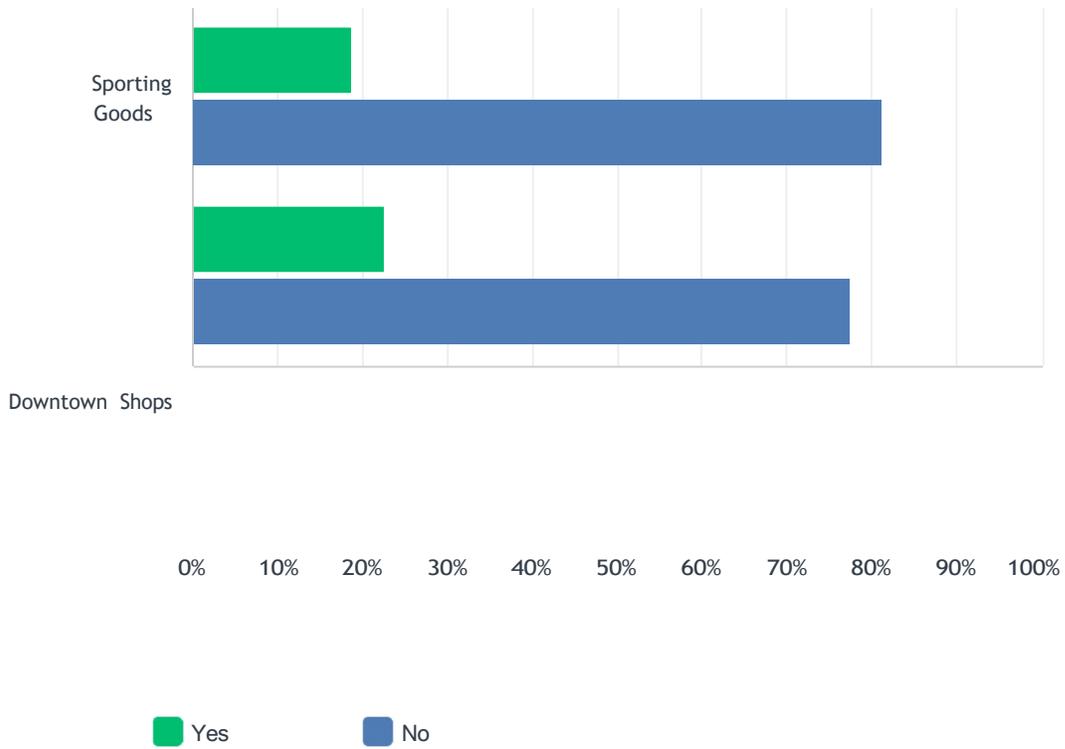
ANSWER CHOICES	RESPONSES	
Yes	84.05%	137
No	4.91%	8
Not sure	11.04%	18
TOTAL		163

Q19 Do you feel shopping facilities in New London are adequate for the following?

Answered: 162 Skipped: 57



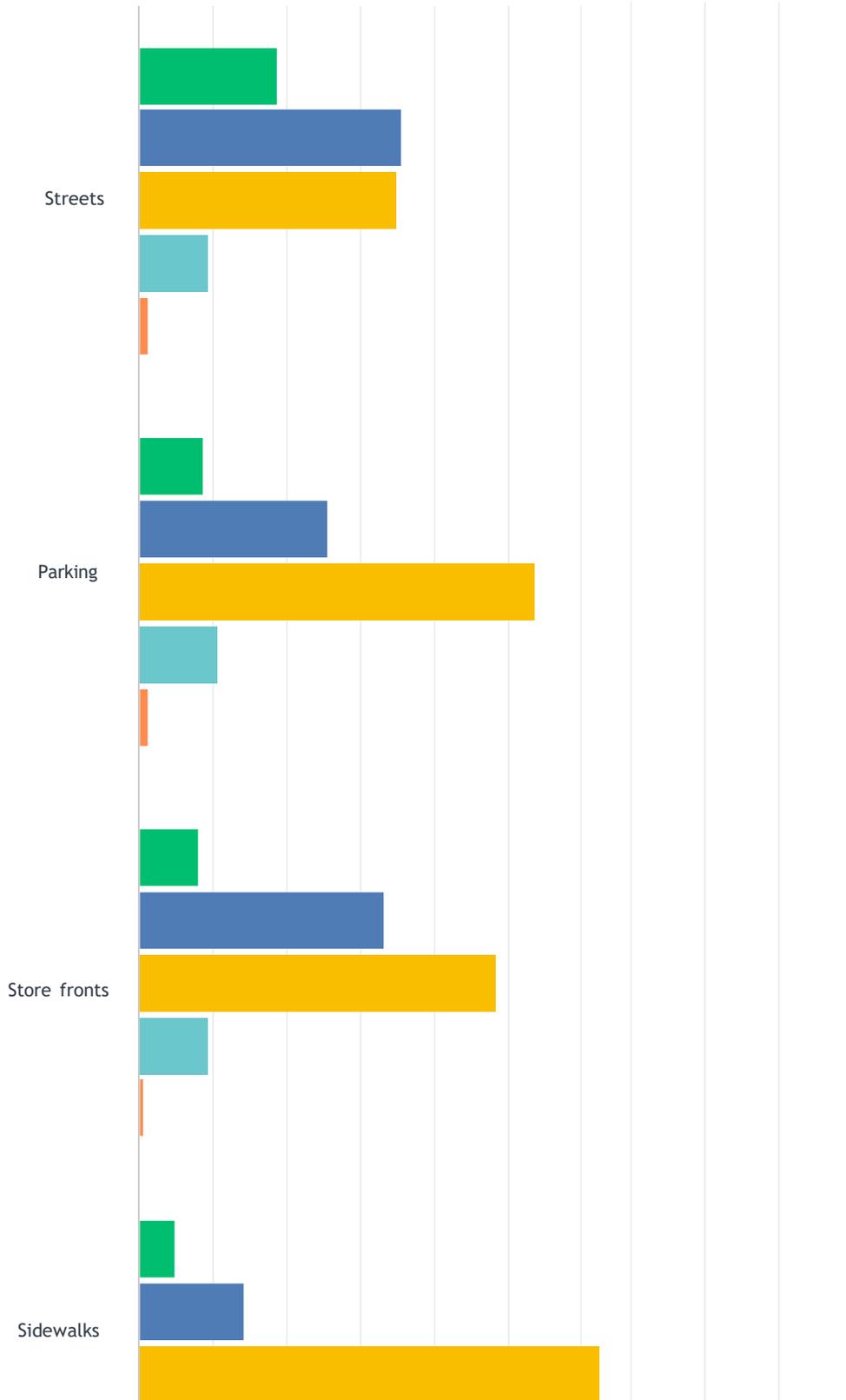
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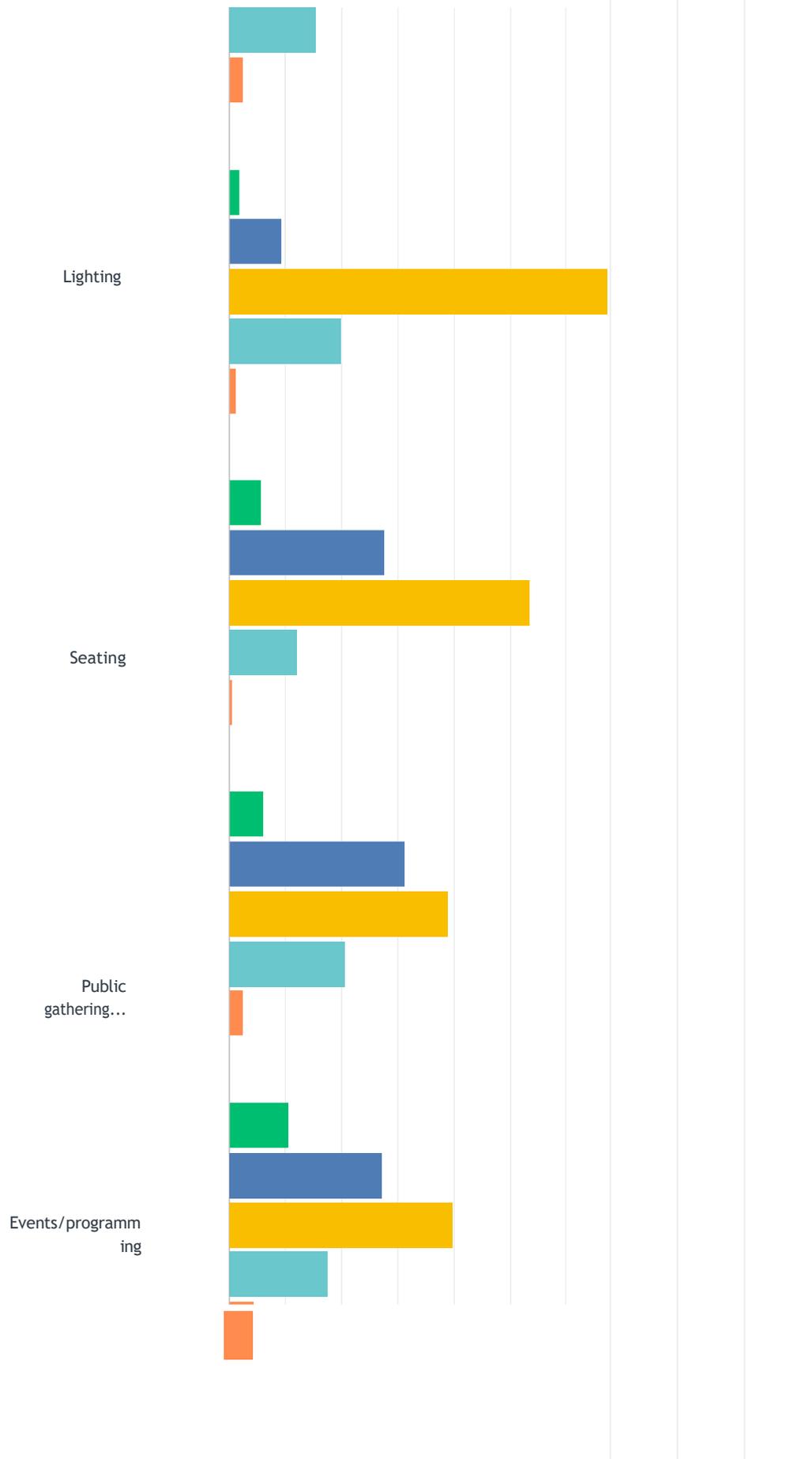
	YES	NO	TOTAL
Food/Groceries	12.35% 20	87.65% 142	162
Banks	96.23% 153	3.77% 6	159
Auto Service/Dealer	76.10% 121	23.90% 38	159
Clothing / Shoes	7.45% 12	92.55% 149	161
Restaurants	33.75% 54	66.25% 106	160
Entertainment/Social Establishments	34.38% 55	65.63% 105	160
Medical Facilities	81.25% 130	18.75% 30	160
Pharmacies	74.38% 119	25.62% 41	160
Hardware Store	60.87% 98	39.13% 63	161
Sporting Goods	18.87% 30	81.13% 129	159
Downtown Shops	22.64% 36	77.36% 123	159

Q20 Please rate the quality/availability of infrastructure in the City of New London's downtown using a scale of 1 (very poor) to 5 (very good):

Answered: 161 Skipped: 58



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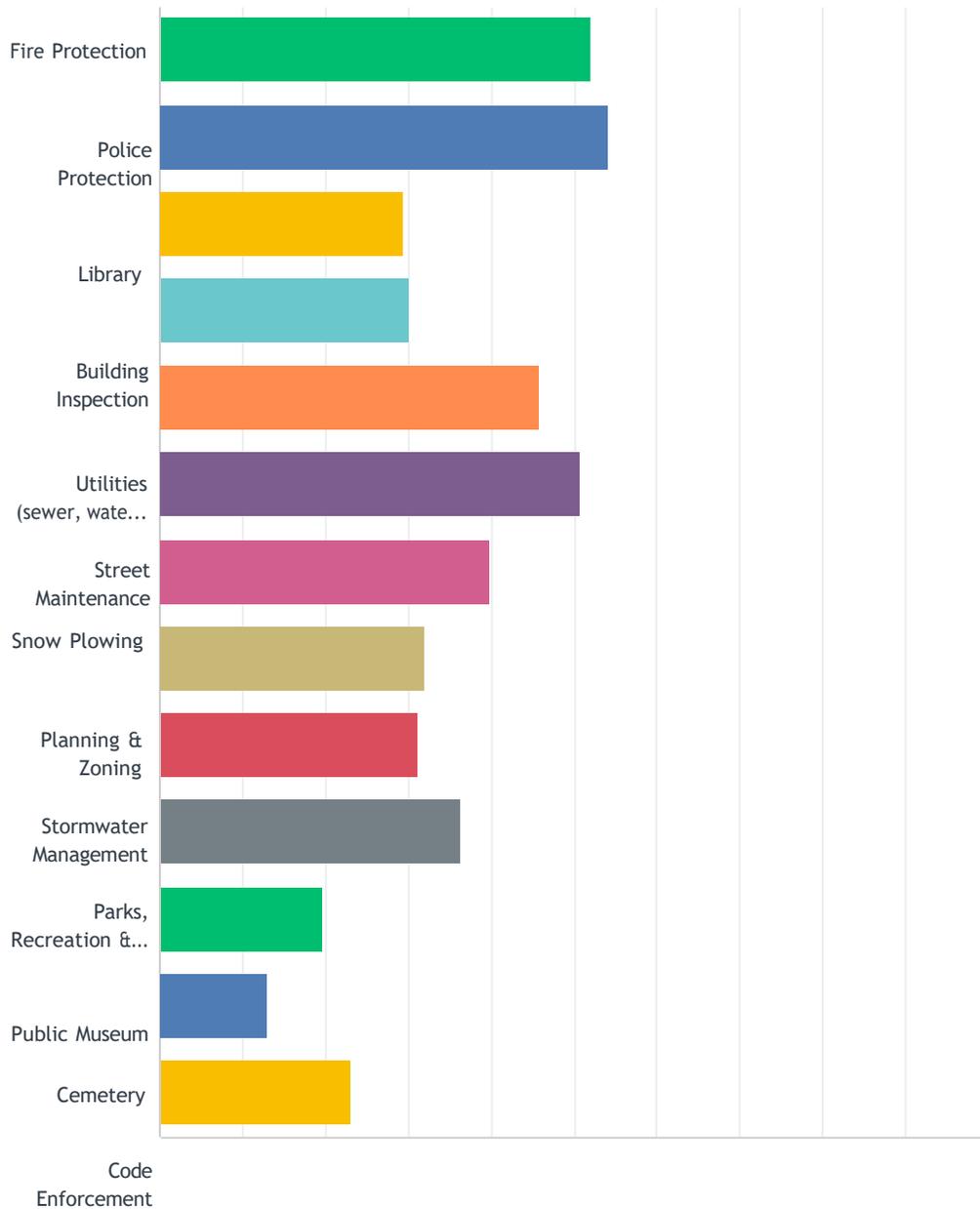


Category	Very Poor (%)	Poor (%)	Adequate (%)	Good (%)	Very Good (%)	Total	Average Score
Streets	18.75%	35.63%	35.00%	9.38%	1.25%	160	2.39
Parking	8.75%	25.62%	53.75%	10.63%	1.25%	160	2.70
Store fronts	8.18%	33.33%	48.43%	9.43%	0.63%	159	2.61
Sidewalks	5.00%	14.37%	62.50%	15.63%	2.50%	160	2.96
Lighting	1.89%	9.43%	67.30%	20.13%	1.26%	160	2.96
Seating	5.81%	27.74%	53.55%	12.26%	0.65%	159	3.09
Public gathering spaces	6.29%	31.45%	38.99%	20.75%	2.52%	155	2.74
						159	2.82
Events/programming	10.76%	27.22%	39.87%	17.72%	4.43%	158	2.78

Q21 Using each number only once, please rank the following city-wide services in terms of importance to you as a resident of New London.

Where do you feel the City should invest most routinely? (1-13 with 1 being top priority)

Answered: 166 Skipped: 53

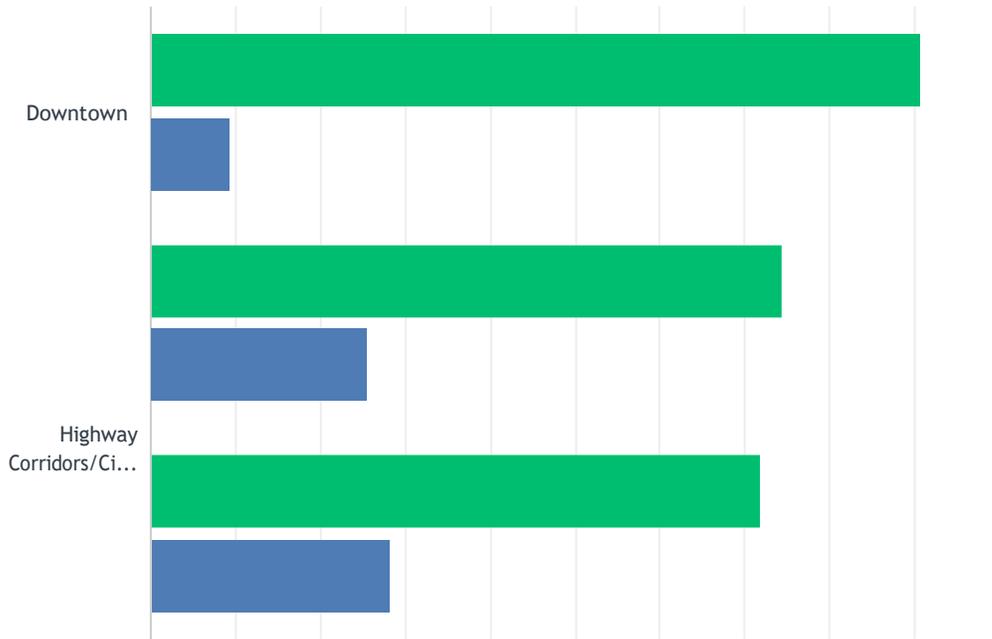


City of New London Citizen Survey

Fire Protection	14.56% 23	35.44% 56	12.66% 20	11.39% 18	6.33% 10	5.06% 8	5.70% 9	3.80% 6	0.00% 0	1.90% 3	0.00% 0
Police Protection	33.95% 55	24.07% 39	12.96% 21	7.41% 12	6.79% 11	1.85% 3	2.47% 4	3.09% 5	3.09% 5	0.00% 0	1.23% 2
Library	3.14% 5	3.14% 5	7.55% 12	8.18% 13	5.66% 9	6.92% 11	7.55% 12	6.92% 11	10.69% 17	6.29% 10	10.06% 16
Building Inspection	2.52% 4	0.63% 1	3.14% 5	8.81% 14	9.43% 15	5.03% 8	9.43% 15	14.47% 23	11.95% 19	13.21% 21	9.43% 15
Utilities (sewer, water, electric)	9.26% 15	8.02% 13	12.35% 20	17.28% 28	17.90% 29	14.20% 23	10.49% 17	1.23% 2	3.70% 6	1.85% 3	2.47% 4
Street Maintenance	22.84% 37	7.41% 12	19.75% 32	12.35% 20	12.35% 20	12.35% 20	5.56% 9	2.47% 4	3.70% 6	1.23% 2	0.00% 0
Snow Plowing	3.11% 5	6.83% 11	6.83% 11	11.80% 19	17.39% 28	12.42% 20	13.66% 22	8.70% 14	8.70% 14	4.97% 8	3.73% 6
Planning & Zoning	1.86% 3	2.48% 4	6.83% 11	4.35% 7	6.21% 10	6.83% 11	9.94% 16	19.88% 32	18.63% 30	11.80% 19	5.59% 9
Stormwater Management	0.63% 1	3.75% 6	1.25% 2	5.63% 9	6.88% 11	13.13% 21	11.88% 19	14.37% 23	13.75% 22	16.88% 27	6.88% 11
Parks, Recreation & Trails	8.07% 13	3.73% 6	11.18% 18	6.21% 10	3.73% 6	8.70% 14	11.80% 19	6.83% 11	13.66% 22	17.39% 28	7.45% 12
Public Museum	0.00% 0	3.07% 5	1.23% 2	1.23% 2	2.45% 4	5.52% 9	3.68% 6	6.13% 10	3.07% 5	12.88% 21	24.54% 40
Cemetery	0.00% 0	1.25% 2	1.25% 2	0.63% 1	0.00% 0	1.25% 2	2.50% 4	1.25% 2	3.75% 6	4.38% 7	18.75% 30

Q22 The City should place more efforts into the redevelopment of underutilized and blighted lands in the following areas. (check one for each area):

Answered: 161 Skipped: 58



Lands on the edge of the...

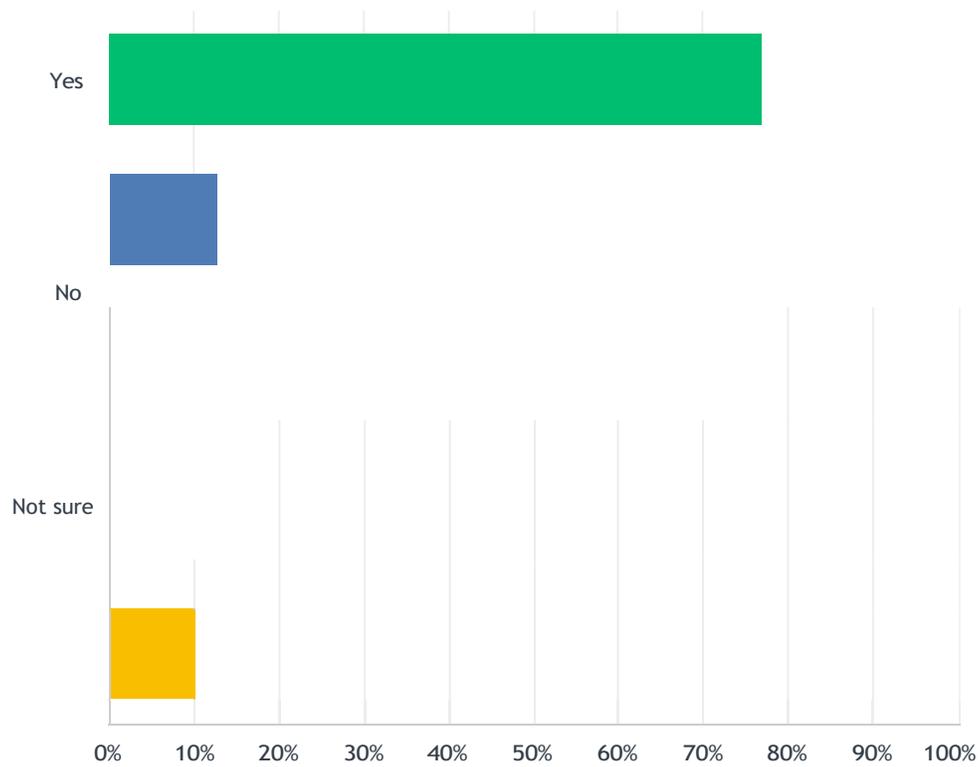
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes No

	YES	NO	TOTAL
Downtown	90.63% 145	9.38% 15	160
Highway Corridors/City Entrances	74.38% 119	25.62% 41	160
Lands on the edge of the City	71.88% 115	28.13% 45	160

Q23 Does the City have sufficient public park and recreation space to accommodate community recreation activities? (please check one)

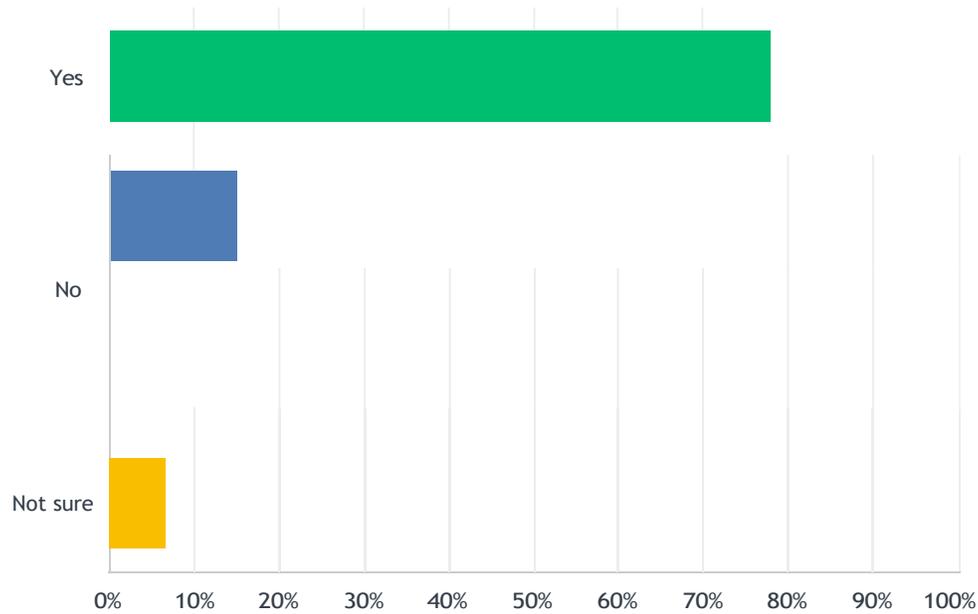
Answered: 157 Skipped: 62



ANSWER CHOICES	RESPONSES	
Yes	77.07%	121
No	12.74%	20
Not sure	10.19%	16
TOTAL		157

Q24 The City should invest in more improvements along the Wolf River to increase access and recreational/leisure opportunities? (please check one)

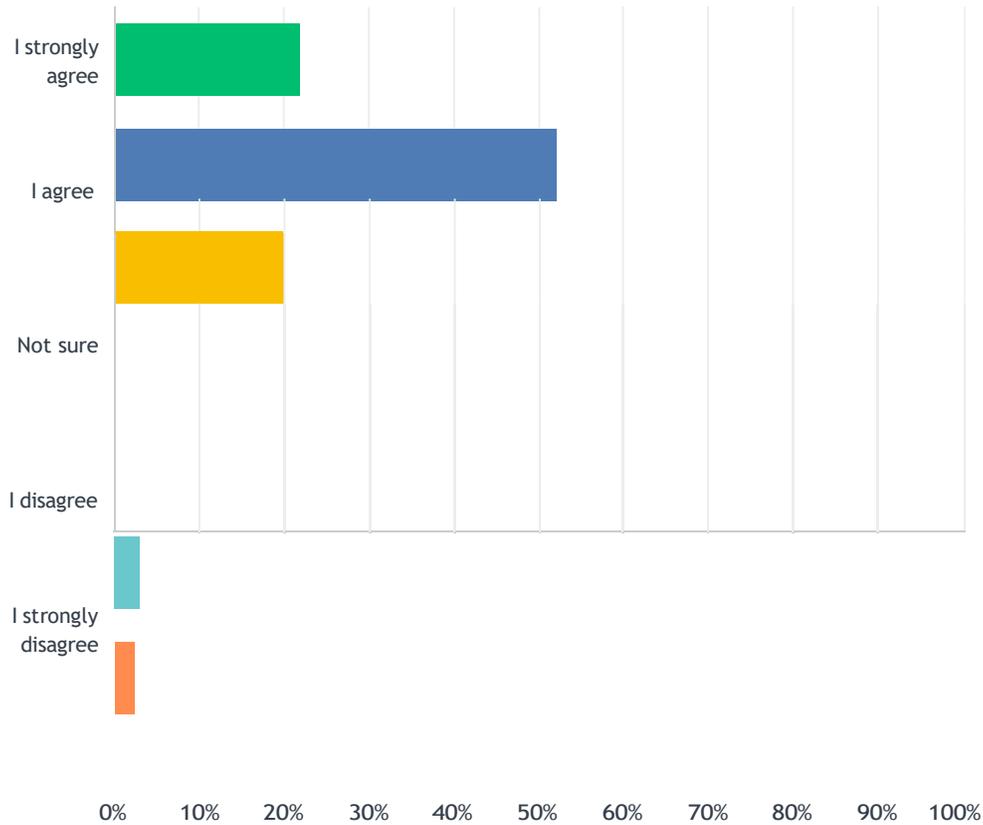
Answered: 159 Skipped: 60



ANSWER CHOICES	RESPONSES	
Yes	77.99%	124
No	15.09%	24
Not sure	6.92%	11
TOTAL		159

Q25 Do you feel crisis planning (natural disasters, Homeland Security, emergency management) in partnership with other communities should be a priority in the City? (please check one)

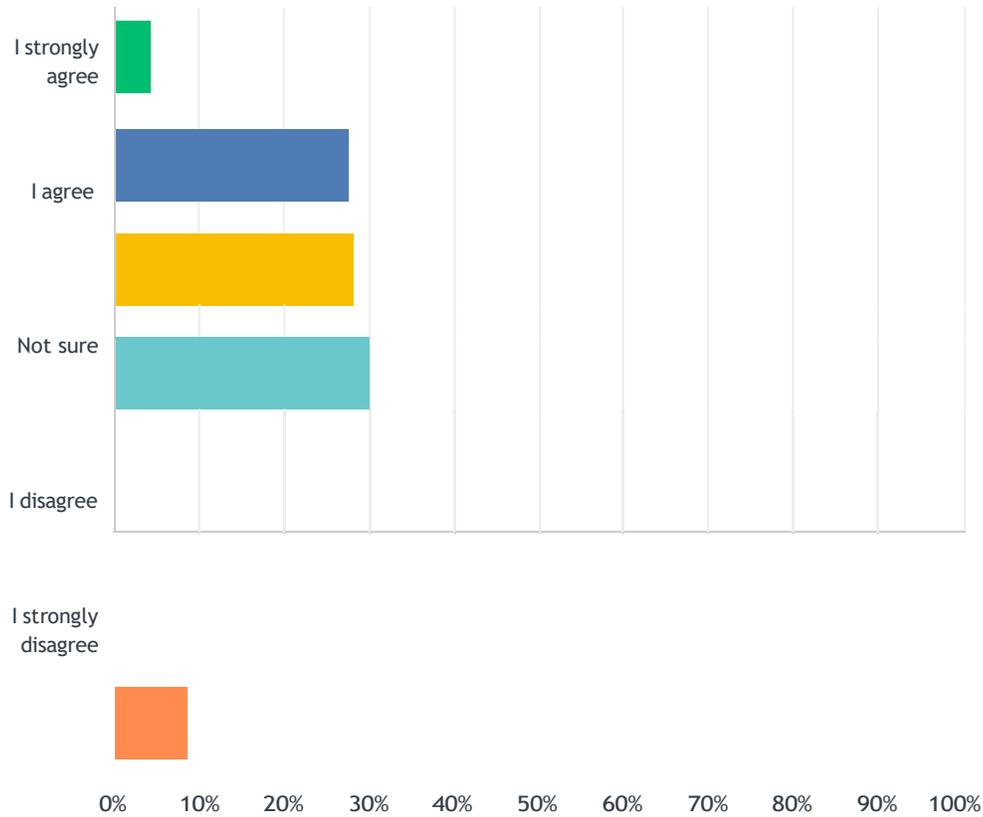
Answered: 159 Skipped: 60



ANSWER CHOICES	RESPONSES	
I strongly agree	22.01%	35
I agree	52.20%	83
Not sure	20.13%	32
I disagree	3.14%	5
I strongly disagree	2.52%	4
TOTAL		159

Q26 Do you feel the City of New London communicates adequately with residents? (please check one)

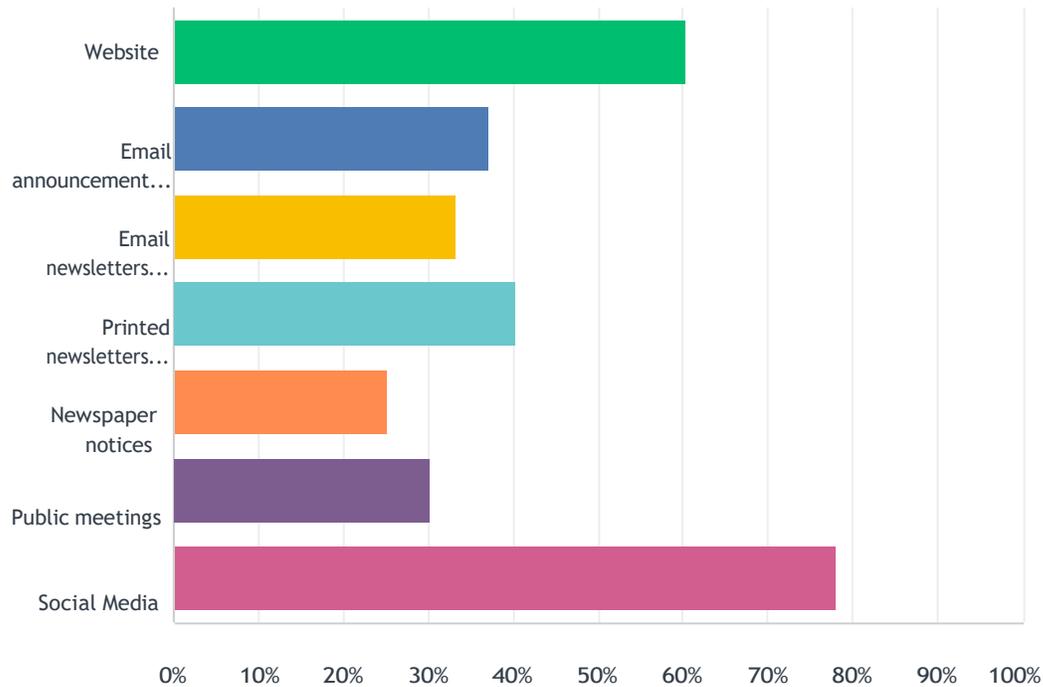
Answered: 159 Skipped: 60



ANSWER CHOICES	RESPONSES
I strongly agree	4.40% 7
I agree	27.67% 44
Not sure	28.30% 45
I disagree	30.82% 49
I strongly disagree	8.81% 14
TOTAL	159

Q27 What is the best way for the City to keep residents informed? (please check all that apply)

Answered: 159 Skipped: 60



ANSWER CHOICES	RESPONSES	
Website	60.38%	96
Email announcements (as needed)	37.11%	59
Email newsletters (quarterly)	33.33%	53
Printed newsletters (quarterly)	40.25%	64
Newspaper notices	25.16%	40
Public meetings	30.19%	48
Social Media	77.99%	124

Total Respondents: 159

Q28 Other Comments?

Answered: 41 Skipped: 178

The following raw comments were submitted by respondents for this question:

- City needs to learn how to plow the streets. They need to get closer to the curb
- Community interaction and communication needs to be improved.
- Everything we do as a community absolutely needs to take into account the impacts of climate change. We need a climate resilient community.
- Feel that New London needs to grow utilizing what we have existing and careful planning for expansion
- get rid of the drug dealers and addicts
- How much did it cost the taxpayers to have a consulting firm draw up this survey? And will the results be posted in full and available to the public?
- I feel like for the size, we should have more than one grocery store, if the Walmart could expand to do groceries that would help. We only have one hardware store, and there not even open on Sundays, the plumbing stuff I needed, they had, not Walmart or tractor supply, so I had to run to Hortonville hardware store. Be nice to have more fast food choices, bring Burger King back. All we have is Mc Donald's or Taco bell. Subway doesn't have drive thru.
- I feel the City of New London gaining momentum and traction with new partners on council and different leads in the office. I feel confident with this team, and I cannot wait to see what the downtown development and housing development brings to our future.
- I have lived here most of my life and work in the Valley. I doubt that I will live here when I am elderly with my family living in other communities. Not enough resources to maintain my lifestyle.
- I hope that New London can be a place where people want to live. It's slowly becoming worn out and rundown. It needs a jolt to put us back on the map!
- I like the fact that we can drive ATV/UTV in town. Be nice if we could use them in winter too.
- I live right outside of the city limits. I have worked in town for almost my whole working career. I would love to see our river front used for entertainment purposes other than housing drawing more people into our community.
- I really like the website and refer to it daily. Great job with this!
- I think downtown is a priority project. I can imagine there are tough decisions between the "we only get one chance" vs. "we need to spend within our means." My only opinion is to not invest so much in ornamental lighting downtown, and instead stick to traditional LED lighting (less fixtures and cheaper).
- I think it was an extremely poor decision to turn down First State Bank's offer of its building to the City for a new library. Your current plan of keeping the old library building and then building across the street from it is going to be dangerous for children & others wanting to cross the street to get to the library and/or museum. I also question the design of the planned new library building. It looks as though you are planning a large meeting room. Are there going to be any bookshelves or more computers? I was disappointed when I saw the floor plan for the new library.
- I would love to see more businesses on the south side of town. It's just as close to go to businesses in Hortonville than New London. Then just 10 more min to Appleton.
- I'd like to see changes, but keep it's Small, friendly hometown atmosphere, not many of those left. But others in the area perhaps don't agree. Yet they want to move from overcrowded area's..
- I'd like to see downtown be more presentable, invest in logical businesses, storefronts, grants for historic buildings. Much of the 20-45 demographic appreciates saving the history of the city, walkability,

presentation. So many buildings around town look like they're falling apart. The bar scene as well tends to get out of hand on weekends, people are stumbling and even driving home loudly.

- If there was an easy way to just text to know when to look at the website or check the chamber of commerce to read on important updates that would be cool
- If this city moved to solar power not only would you attract energy conscious citizens, you could create a passive income that allows for the better purchase of childcare, food, and amenities for your people.
- Main street needs more green space. The new apartments on the ort land is a waste of precious green space downtown. Apartments should not be there. S pearl street should remain as is. Main street could be on the order of Waupaca with angle parking and one way street. Then could have wider sidewalk on north side. Need vision
- Many of the intersections in this city do not have stop signs. I'm not sure how this has never been addressed . Also, there should be a crosswalk by the chamber of commerce . We consistently see children trying to get across the street and people do not stop or are speeding well beyond 25mph . Almost every evening we will see people drugged out of their minds wandering the streets . Usually coming from the motel or the shelter . This city could be beautiful again, but we have so many properties with broken down cars in the yards or houses falling in on themselves that I completely understand why no one would want to move here . At some point a standard needs to be set . This area was once beautiful and prosperous, and it is currently a fast sinking ship . We do not need an entire city where over half the businesses are bars. When this town is brought up to out of town people , it's thought of as a town full of drunks . It's very sad . We moved our business here and are hoping to make the city better and offer services people would need. Since moving here, we have invested in our property and improved its appearance and structure in hopes that the surrounding properties will do the same . Which two on our block have . I want my children to feel safe and not have to avoid people on drugs talking to themselves and hanging out at the parks yelling at nothing, walking around like zombies . We're better than that here and I for one am tired of it . I don't normally rant but something needs to be done .
- Most if not all of my information about the city comes via social media (Facebook, etc.) but I believe that older people still find newspaper notices and public meetings important.
- Needs much more variety and options for things to do, see, eat and most of that starts with the river. That downtown area could be a gold mine in the summer on the river front. I realize that would involve the state as well however the local government has done little to help increase the economic viability of that river to the downtown area.
- New London has come a long way
- New London could be a great city to live in with enforcement of existing ordinances and laws such as speed enforcement (never have I seen this enforced, and it is a HUGE problem in the City), keeping up property in the City (cars parked in yards for years without moving).
- New London has a lot of potential, and it has very slowly improved, but this survey will hopefully move this in the right direction. The art/ mural installations were much needed and well done. I was very happy to see that when I moved back. I have a family now, hoping to see more 24 hour facilities and a focus on our parks and fishing areas, as well as a weekly farmers market. We like it here because it doesn't have a big city feel, and there a big fishing community. Thank you for this survey!!
- Not sure
- Overall, an excellent small city
- Passing ATV and UTV through a referendum was great. There were rules and restrictions in place. Now addendums have been written to those laws which allow just about anything at any time and in any streets. Referendums are there for a purpose! The city looks like crap with all the utility vehicles and cars and trucks parked in front yards. The 48 hour law for trailers and campers parked on the streets are not being enforced. Why bother having laws and ordinances?
- Please work with the county to provide walking/biking trails to connect schools to outskirt communities.

Specifically, kids NEED safe routes to bike/walk to school, especially the High School. If a kid could bike to the high school/middle school from Readfield along Hwy W for summer school, they might also take parks and rec courses or go to the pool or buy food at restaurants in town. It opens up a lot of opportunities for families and makes the city friendlier and brings in money.

- Put up a fence in the downtown back alley for safety
- Some of the questions were ambiguous. In regard to the downtown, I feel that if the city wanted to create a viable downtown they should start by getting rid of ALL of the buildings that are along the riverside. Those buildings are old and shabby. Most of them are vacant anyways. I realize it would be expensive but most communities that have a resource such as the river strive to make it a focal point.
- SPEND MORE MONEY AND MAKE THIS PLACE OUR HOME STAND OUT!!!!!!
- Use the areas the city already have better to draw in tourism. Update the downtown and improve shopping competition so residents don't have to go to the valley for groceries that are affordable or in stock. Shawano that is same size has 3 grocery stores.
- We desperately need clothing stores , shoe stores and grocery stores .
- We have a good community and people need to appreciate what we have and take time to learn the resources available instead of making judgments about items they have not researched I.e., complaining about streets while not informed about actual costs to make those improvements and realize taxes are needed to fund improvements needed. If we don't invest in our community resources, we cannot make uninformed judgments.
- We have a great community love the art on buildings keep it up 😊
- We need people leading this community with a forward looking vision. We need young energetic people with a vision moving forward. If you're too old and out of touch with what is really happen around us and not wanting to help this community grow and prosper please hand in your resignation immediately!
- Why do the survey you only do what you want anyways
- Would really love to see another grocery store and the downtown area updated and utilized better we are missing a lot of great business not using the river more like Fremont does in the summer.
- Need another grocery store
- Add a Culver's by highway 45
- Update downtown, and river area – looks like the slums
-

COMMERCIAL	Old Permit Fee	2022 Permit Fee
Sewer connection fee	\$500.00	\$500.00
Sign Permits		
Ground, pole or wall (per sign)	\$50.00	\$50.00 + \$0.50/sq.ft. (both sides if finished)
Temporary signs	\$25.00	\$25.00 + Zoning
Commercial Buildings		
New Buildings	\$500 + \$.06 — Sq. Ft.	\$500.00 + \$0.08/sq.ft
Additions	\$400 + \$.06 — Sq. Ft.	\$400.00 + \$0.08/sq.ft.
Alterations	\$300 + \$.06 — Sq. Ft.	\$300.00 + \$0.08/sq.ft
Multi-Family Dwellings	\$650 + \$75 per unit	\$650.00 + \$75.00/unit
Commercial HVAC—		
New Installations	\$50.00 + \$.05 — Sq. Ft. Minimum \$100.00	
Replacement units	\$50.00 per unit	
Commercial Electric	\$50.00 + \$.06 / Sq. Ft. Minimum \$100.00	
(Work valued at \$1000 or less)	No Permit	
Commercial Zoning	\$50.00	\$75.00
Commercial:		
Early start		\$100.00
Demolition		Up to 10,000 sq.ft. - \$300.00
		Over 10,000 - \$500.00
Roof		\$100.00 + \$6.00/thousand valuation w/\$150.00 minimum
Driveway		\$300.00/opening (after initial building)
Decks/Patios		\$100.00 + \$0.15/sq.ft. w/\$150.00 minimum
Fence		\$150.00
Erosion		\$100.00
Plumbing		\$35.00 + \$7.00/thousand valuation w/\$75.00 minimum
Electrical		\$35.00 + \$7.00/thousand valuation w/\$100.00 minimum
Electrical: Service upgrade / move		\$75.00
HVAC (new install)		\$50.00 + \$7.00/thousand valuation w/\$100.00 minimum
Replace furnace, A/C or boiler		\$100.00
Certified Survey Map		\$150.00
Variance requested		\$50.00 + \$125.00 D.S.P.S fee
Pipe bursting		\$35.00 + \$5.00/thousand valuation

Tank removal		\$100.00
Laterals		\$75.00
Storage tank		\$100.00
Sprinkler		\$100.00 + \$1.00 a head
Zoning amendment change		\$300.00 - Non-refundable
Comp plan change		\$300.00 - Non-refundable
Change of use		\$150.00
Commercial lateral: repair, replace, relocate		\$100.00/lateral
Temporary structures		\$30.00 + zoning
A.D.A. temporary ramp		\$25.00 + zoning
Commercial exterior: façade awning		\$75.00 + \$0.10/sq.ft.
Air BNB		
Performance bond		
Special Planning Commission meeting (can be waved)		\$100.00
Day Care:		\$75.00
Zoning: Public hearing		
Zoning: Site plan review		\$150.00
Razing		\$1,000.00
Zoning - Board of Appeals		\$200.00 (non-refundable)