

City of Whitewater Comprehensive Plan Community Survey

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**Presentation and Data Analysis Prepared by:
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INTRODUCTION

As part of its comprehensive planning process, the City of Whitewater conducted a survey of its residents. The purpose of the survey was to allow residents to participate in the planning process by providing feedback on a number of different items. This report summarizes the residents' preferences and perceptions on a number of planning/development related issues. While the survey asked residents to provide input in a number of different areas, this report discusses the subset of questions most pertinent to the comprehensive plan.

The report includes discussion of resident responses related to the overall quality of life in Whitewater as well as resident preferences for future retail/commercial, industrial, and residential development. In regard to overall quality of life issues, respondents were asked to select the three most important reasons they choose to live in Whitewater and indicate how the city and their neighborhood have changed over the past five years. They were also asked to evaluate Whitewater as a place to live, raise children and retire. The items on future development cover several issues including where future development should take place, what that development should include, and what standards and features should be incorporated into that development. Finally, the report seeks to make linkages between the results of the survey and the recommendations in the comprehensive plan.

METHODOLOGY

Sampling Method

The City of Whitewater Comprehensive Plan Community Survey was designed and administered by City personnel. Questionnaires were mailed at the end of June, 2009, to all property owners and business owners who received water bills. Access to the survey was also made available on the City's website, and residents who did not receive utility bills could complete the survey by coming to the municipal building, or to the public library and filling one out in person.

In total, 3050 surveys were mailed. Residents were asked to complete and return the surveys by July 20, 2009. An incentive was provided to encourage survey participation. The introduction to the questionnaire included this inducement which stated that ten respondents would be selected at random to receive \$25.00 gift certificates from the City of Whitewater Chamber of Commerce. Responses to the survey were returned to the City as noted above, and the data entry was performed by a City intern (and recent UW-Whitewater political science graduate). The UW-Whitewater Center for Political Science and Public Policy Research (CPSPPR) was contracted by the City after the questionnaire was constructed to train the City intern to enter the survey data and to perform the data analysis. Analyses of the responses included in this presentation and handout were conducted and published at the CPSPPR.

The City chose to conduct its survey using a non-random sample selection of 3050 property and business owners as mentioned above. Thus, the survey includes a population rather than any random or stratified sample. Of the 3050 surveys mailed, 360 were returned. An additional survey was completed via the City website and emailed to the City intern. This brings the total number of completed questionnaires to 361. Thus, the response rate for this survey was approximately 12 percent. On average, the response rate for surveys conducted through the mails is between five and twenty-one percent; therefore, this response rate is within a normal range for this methodology.

Question Format

The survey instrument included a total of 27 questions which were all closed-ended in format except for one. Most of the closed-ended questions were presented in a matrix and required respondents to record their attitudes and opinions using a modified Likert scale or an index, question format.

Demographics

The method for mailing the instrument as well as the timing of the survey completion (mid-Summer), likely affected the demographic profile of respondents. For example, 5 percent of the survey respondents were between the ages of 18-24, 21 percent were between the ages of 25-44, 38 percent were between the ages of 45-64, and 36 percent were age 65 or older. As such, the data are skewed toward a much older age group within the actual population of the City¹. With respect to race and ethnicity, the data were less skewed and fairly representative when compared with U.S. Census data with 94 percent of the respondents identifying as White/Caucasian and the remaining six percent of the respondents fairly evenly distributed across the other five racial/ethnic response categories. With respect to education and income, the respondents were more educated and reported higher household incomes than that indicated in the U.S. Census Bureau data. However, like race and ethnicity, the gender of respondents was comparable to the census

¹ Comparisons were made to the 2000 U.S. Census and 2006 U.S. Census population projections. Full tables of comparisons will be made available as an appendix in the final report.

with 52 percent of the respondents identifying as female, and 48 percent of respondents identifying as male. Although the data are not representative with respect to age, education, or income, explanations for this include not only the method and timing of the survey administration, but also are likely a reflection of a general trend: older persons, and educated persons with higher incomes than average often feel most invested in where they live, and as such, are more likely to participate in survey research. The opinions and attitudes presented in these findings may not be generalizable to the City's population as a whole. Yet, it should be considered that these data likely represent the opinions and attitudes of persons who are most interested in the comprehensive plan and the City of Whitewater's future.

What are the THREE most important reasons you or your family chose to live in Whitewater?

Residents were asked to select their top three reasons for choosing to live in Whitewater from a list of 23 items. The list included location, service, safety and community-related options. From the list of items, there were seven that received considerably more support than the others. (Please see Figure and Table 1 for full results.)

One theme that emerged in these data had to do with Whitewater's location and proximity to family and employment. Fifty percent of respondents indicated that they chose to live in Whitewater because it was near their jobs. Moreover, 30 percent within this group also identified proximity to work as the most important reason for living in Whitewater. Thirty-nine percent stated that Whitewater's proximity to friends and relatives was one of the three most important reasons they chose to live in Whitewater, while 36 percent responded that the presence of UW-Whitewater was one of the three most important reasons for living here. A related item, Whitewater's convenient location, was one of the top three reasons cited for living in this city for 21 percent of residents responding to the survey.

Three additional items related to quality of life in Whitewater were found to be within the top seven choices selected by respondents. Forty five percent of those responding indicated that Whitewater's small town atmosphere was one of the three most important reasons for choosing to live in this city. In fact, small town atmosphere was the second most commonly identified reason given for choosing to live in Whitewater. While it was not the top choice for the greatest number of people, over one-fifth of respondents said that the small town atmosphere was the second most important reason they chose to live in Whitewater. The two other items that were identified by residents as important reasons were good schools (19 percent), followed by low crime (16 percent).

Clearly, Whitewater's proximity to employment, friends and relatives, and UW-Whitewater are the most important reasons why residents have chosen to live in the City, but in addition to these factors, respondents indicated that quality of life factors such as Whitewater's small town atmosphere, low crime, and good schools are important as well.

Figure 1.

What are the THREE most important reasons you or your family chose to live in Whitewater?

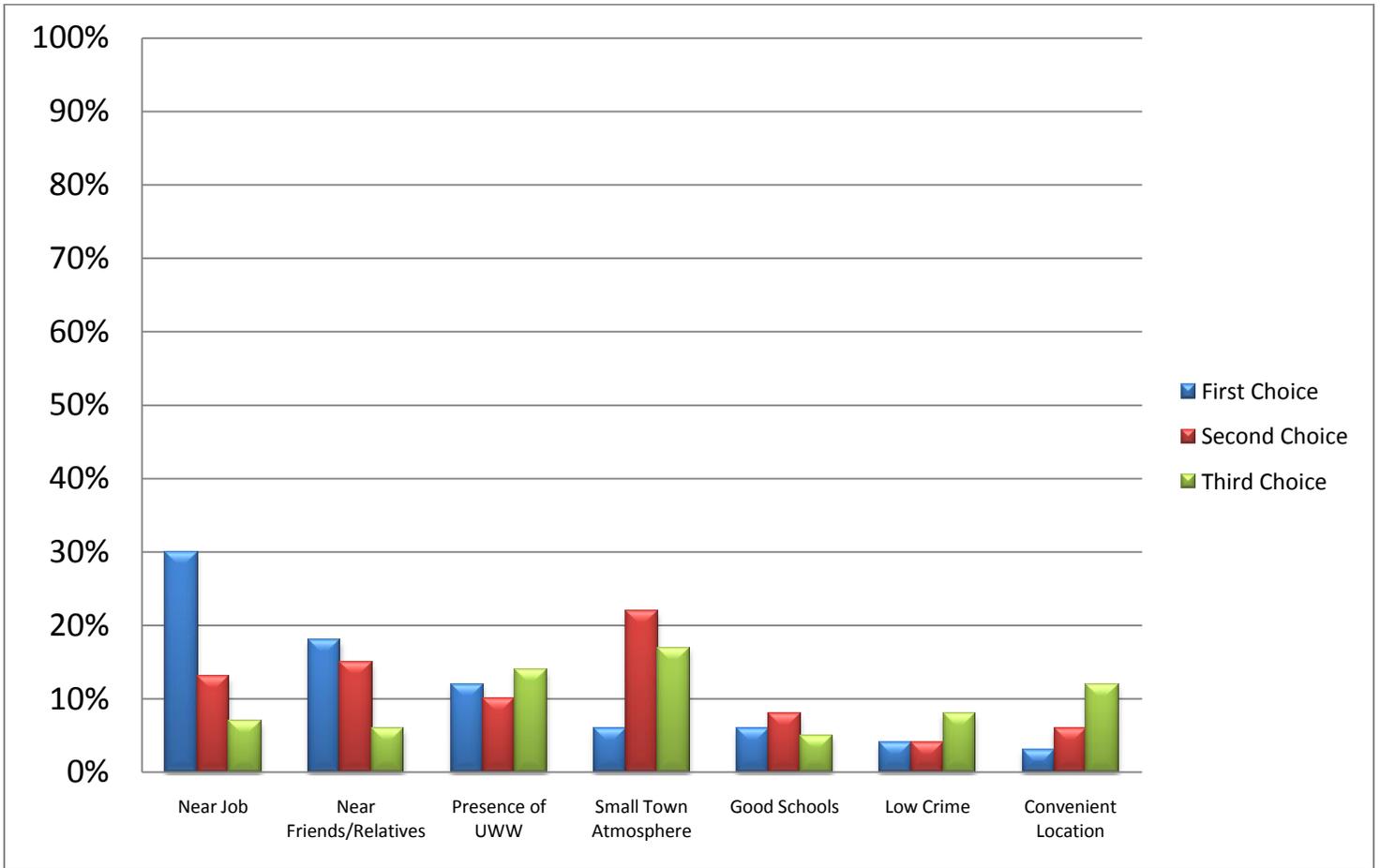


Table 1: Reasons for Living in Whitewater

Most Important Reason	First Choice	Second Choice	Third Choice
Near Job	30%	13%	7%
Near Friends/Relatives	18%	15%	6%
Presence of UWW	12%	10%	14%
Small Town Atmosphere	6%	22%	17%
Good Schools	6%	8%	5%
Low Crime	4%	4%	8%
Convenient Location	3%	6%	12%

Note: The data in Figure 1 and Table 1 include the top seven reasons respondents identified as their “first”, “second”, or “third” choices for living in the City of Whitewater. The survey instrument included a total of 23 possible reasons.

How would you rate the following characteristics about Whitewater?

How has Whitewater changed compared to five years ago?

Residents were asked to rate the overall quality of life in Whitewater, evaluate Whitewater as a place to live, raise children, and retire and to indicate whether they believe the city has stayed the same, improved, or worsened compared to five years ago. Overall, residents were very positive in their evaluation of the overall quality of life in Whitewater, and similarly positive with respect to several characteristics tied to overall quality of life. (Please see Figure and Table 2 for full results.) Respondents were also positive when it came to changes in the city and quality of life compared to five years ago. (Please see Figures and Tables 3 and 4 for full results.)

Eighty-four percent of respondents stated that Whitewater was a good or excellent place to live, with one third of residents describing it as excellent. Similarly, when asked to evaluate their neighborhood, 86 percent referred to it as good or excellent, with 38 percent stating that their neighborhood was an excellent place to live. In both cases, only a very small percent of respondents felt that the city (three percent) or their neighborhood (two percent) were poor places to live. These positive evaluations extended to other characteristics as well with significant percentages of residents stating that Whitewater was a good or excellent place to raise children (79 percent) and to retire (67 percent). It should be noted that while Whitewater as a place to retire was positively evaluated by two-thirds of residents overall, it also had the greatest percentage of respondents rating it as poor (nine percent), or fair (18 percent). However, when we exclude persons over 65, we find that the percentage who rate it as fair or poor decreases by 13 percent. In regard to overall quality of life, 86 percent responded that Whitewater's overall quality of life was good or excellent, and only two percent stated that it was poor. In fact, for each of the quality of life characteristics, two-thirds or more of residents rated Whitewater as either good or excellent. This clearly shows a high level of satisfaction among Whitewater residents.

When asked whether the quality of the city overall, and their neighborhood specifically, had stayed the same, improved, or worsened compared to five years ago, approximately two-thirds of respondents indicated that the city improved or stayed the same. Forty-four percent believed that the city has improved compared to five years ago, and 24 percent indicated that it has remained the same. Only 16 percent stated that they believe it has worsened. It should be noted that for this item, 16 percent of respondents did not live in Whitewater five years ago. This makes the finding that 45 percent felt that the city has improved, even more meaningful because over half of respondents who lived in Whitewater five years ago stated that things in the city have improved. In regard to respondent's own neighborhood, 42 percent stated that things had remained the same, and 20 percent felt the neighborhood had improved. Approximately one-fifth indicated that their quality of life in their neighborhood has worsened in the past five years, and another one fifth did not live in the neighborhood five years ago. While the level of neighborhood improvement was much lower than for the city as a whole, it is important to remember that 86 percent of residents responded in a previous question that their neighborhood was a good or excellent place to live. Clearly then, the findings presented in Figures and Tables 2-4 suggest a general satisfaction with the city of Whitewater and a sense that residents feel the city has improved in the last several years.

Figure 2.

How would you rate the following characteristics?

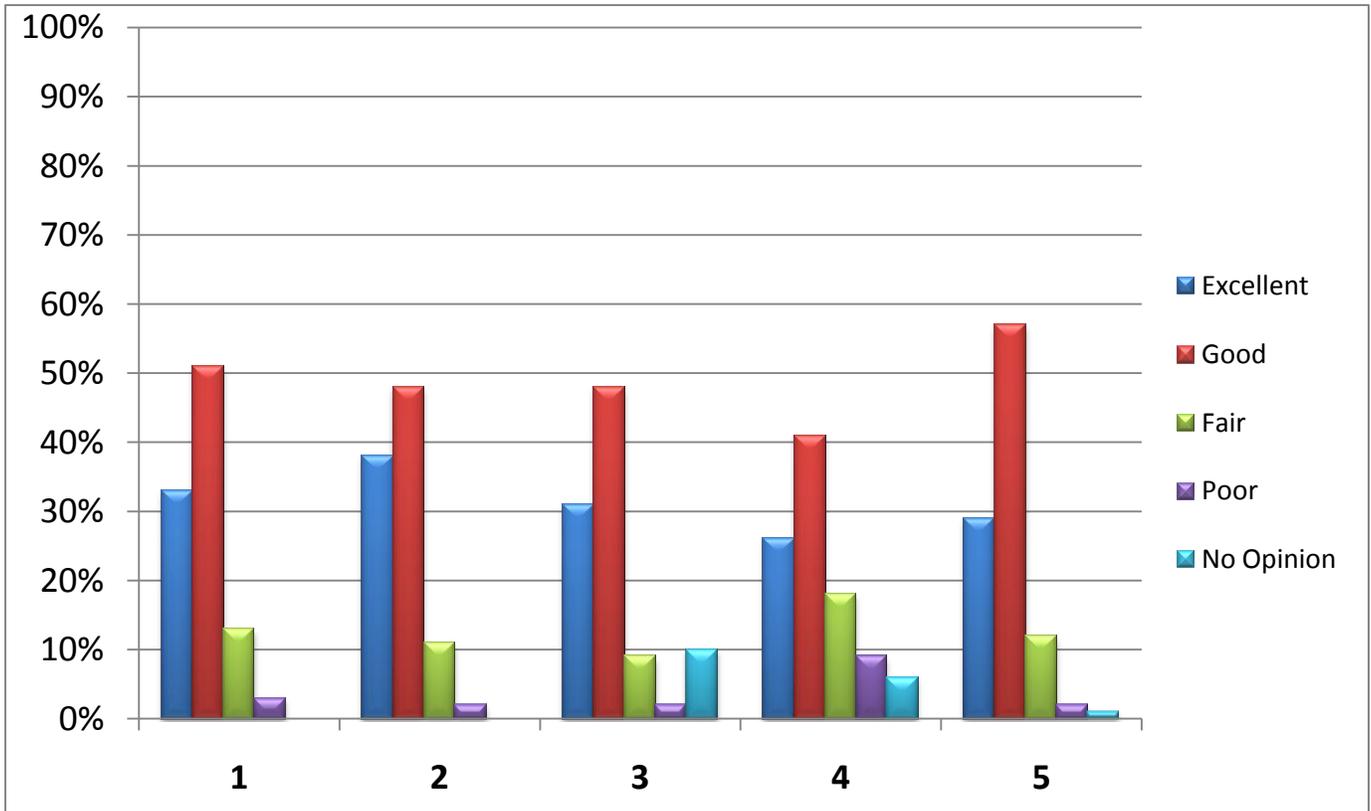


Table 2: Characteristics of Whitewater

	Reasons	Excellent	Good	Fair	Poor	No Opinion
1	Whitewater as a place to live	33%	51%	13%	3%	<1%
2	Your neighborhood as a place to live	38%	48%	11%	2%	<1%
3	Whitewater as a place to raise children	31%	48%	9%	2%	10%
4	Whitewater as a place to retire	26%	41%	18%	9%	6%
5	Overall quality of life in Whitewater	29%	57%	12%	2%	1%

Figure 3.

As you think about the *City* as a whole compared to five years ago, do you think things have stayed about the same, improved, or worsened?

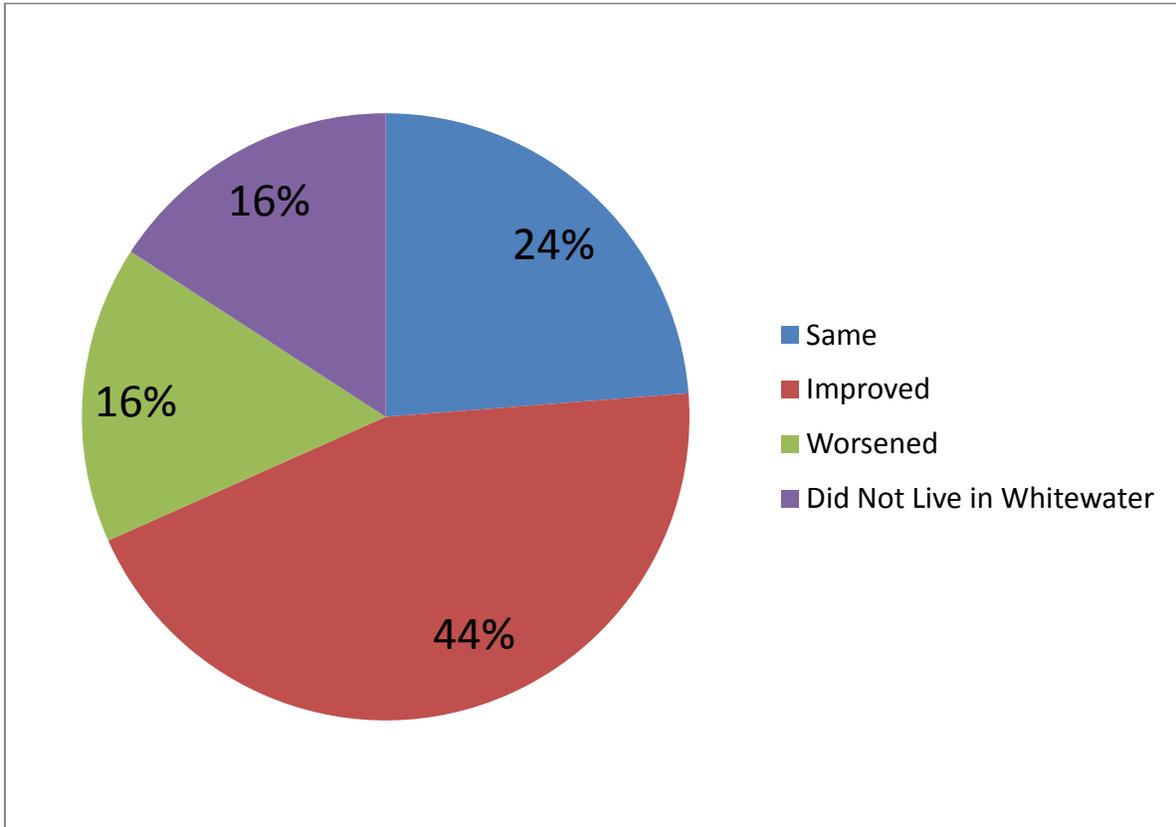


Table 3: Quality of the City

Compared to Five Years Ago	Percent
Same	24%
Improved	44%
Worsened	16%
Did Not Live in Whitewater	16%

Figure 4.

As you think about your *neighborhood* as a whole compared to five years ago, do you think that things have stayed about the same, improved, or worsened?

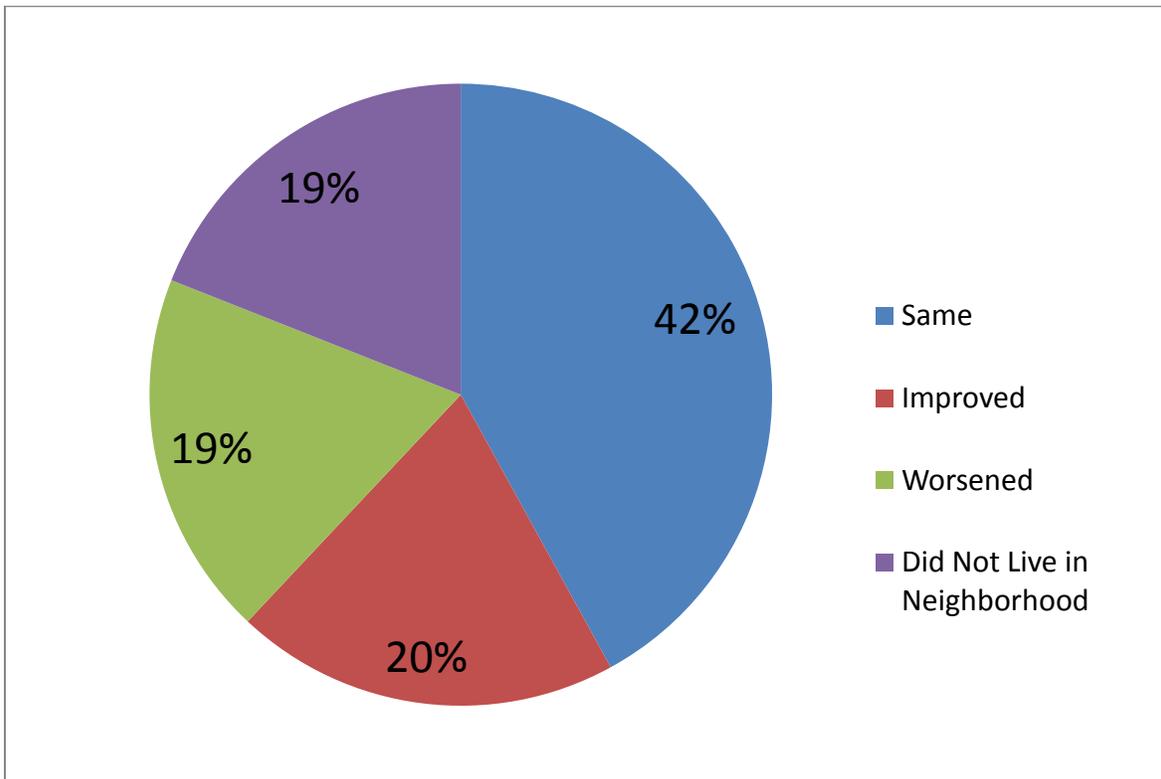


Table 4: Quality of Neighborhoods

Compared to Five Years Ago	Percent
Same	42%
Improved	20%
Worsened	19%
Did Not Live in Neighborhood	19%

Where should the City encourage future commercial/retail development?

Given that commercial and retail establishments are found throughout the city, residents were asked to identify locations where they thought the city should encourage further growth and development. The survey provided residents with a list of locations, and respondents were asked to indicate where they would like to see future commercial and retail development. Residents were able to choose as many locations from those provided as they wanted. (Please see Figure and Table 5 for full results.)

Of the six locations listed, the levels of support varied from 71 percent to 22 percent and clustered into three pairings. The two areas selected by most residents were Downtown (71 percent), and the East Side/Elkhorn Road Area (66 percent). These areas clearly had the greatest support for future commercial and retail development. There was considerable drop-off to the next level of support with Highway 59 N (Industrial Park) (42 percent) and West Side/W. Main Street (37 percent) being chosen by far fewer residents. Finally, the areas receiving the least support from residents for future commercial and retail development were the Walworth Avenue/U.S. 12 Bypass Intersection (23 percent) and Hwy 59/89 intersection (22 percent).

On this question a clear preference was shown for commercial and retail development downtown and on the East Side/Elkhorn Road Area with over two-thirds of respondents indicating support for development in these locations. No other area received support from a majority of residents responding, and two areas (Walworth Avenue/U.S. 12 Bypass Intersection and Hwy 59/89 intersection) received support from less than one-quarter of all respondents.

The City's Comprehensive Plan proposes varying levels of development at each location. Elkhorn Road and downtown development are priorities for residents and are also featured prominently in the Plan's policy recommendations. The Plan also promotes development at the two locations where resident support was very low, the U.S. 12 Bypass Intersection, and the Highway 59/89 intersection. Overall then, resident preferences for development are not always consistent with the Plan.

Figure 5.

Where should the City encourage future commercial/retail development?

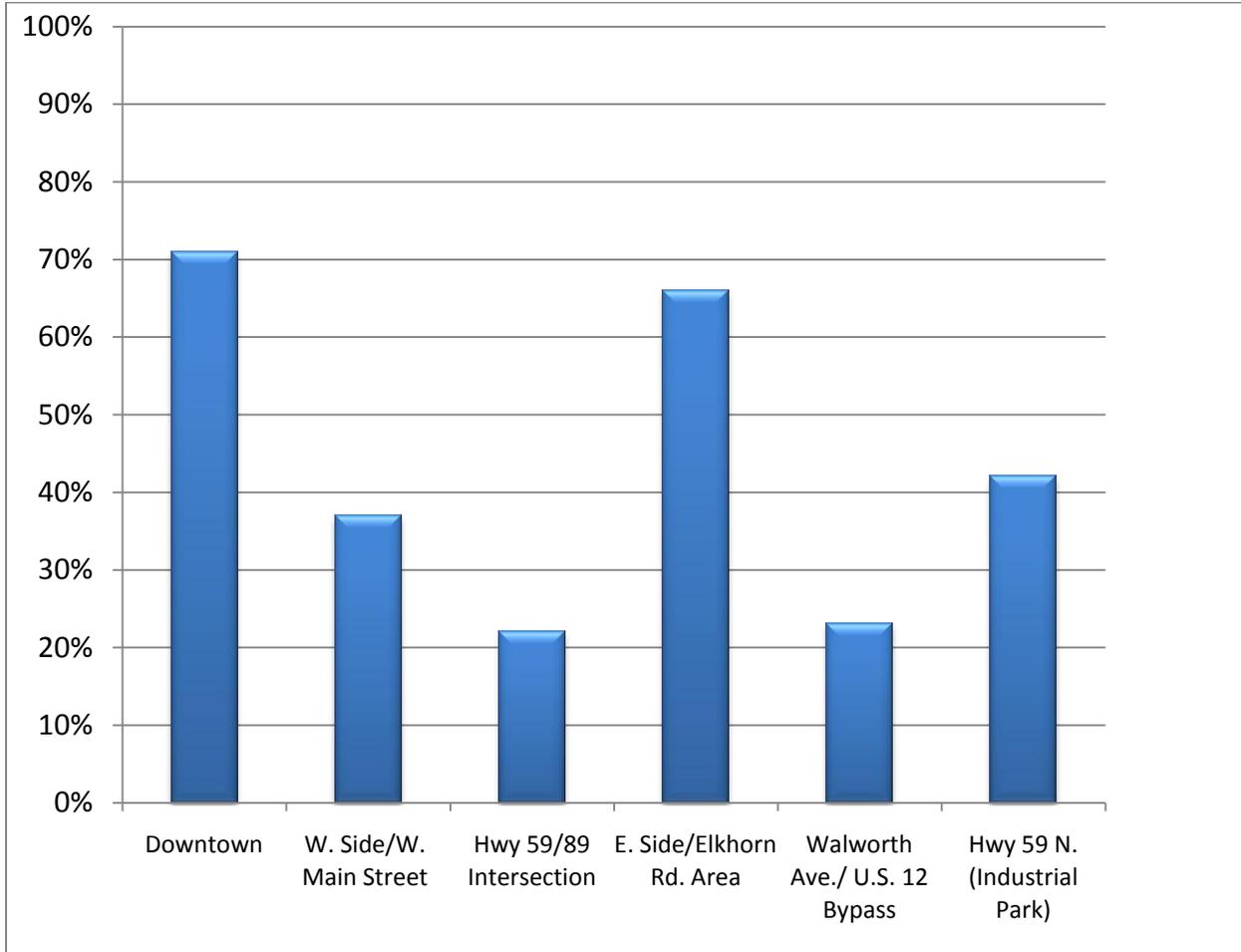


Table 5: Future Commercial/Retail Development

Area/Location	Percent
Downtown	71%
W. Side/W. Main Street	37%
Hwy 59/89 Intersection	22%
E. Side/Elkhorn Rd. Area	66%
Walworth Ave./ U.S. 12 Bypass	23%
Hwy 59 N. (Industrial Park)	42%

Which additional forms of non-residential development should the City encourage?

In addition to asking residents where they would like to see additional commercial and retail development, the survey measured respondent preferences for additional forms of non-residential development. A list of six different forms of non-residential (and non-retail/commercial) development were provided in this survey question and respondents were asked to indicate which type of development they believed the city should encourage. (Please see Figure and Table 6 for full results.)

Two forms of non-residential development, research and technology (80 percent), and light industrial (78 percent), were identified by considerably more residents as areas where they would like to see the city encourage greater development. Another area garnering significant support was health care facilities (64 percent), while small-scale offices and corporate or other larger-scale offices received the support of just over half of respondents (51 percent). Finally, the only item that received less than majority support was heavier industrial development with only 20 percent of respondents supporting its expansion in the city.

Clearly, residents are in favor of development with a majority of respondents encouraging all forms of non-residential and non-retail/commercial development with the exception of heavy industry. There is also a very strong preference for research and technology, and light industrial development. In addition, residents indicated that additional health care facilities would enhance the city. Relatively low-impact development in the form of small and large office complexes was also favored by a majority of residents. When taken with the findings discussed earlier in Figure and Table 5, a trend is evident. Residents are generally in favor of attracting economic development opportunities to Whitewater in many forms including retail/commercial, light industrial, corporate, and research and technology-oriented. The recommendations in the City's Comprehensive Plan for non-residential development are in line with resident preferences.

Figure 6.

Which of the following additional forms of non-residential development should the City encourage?

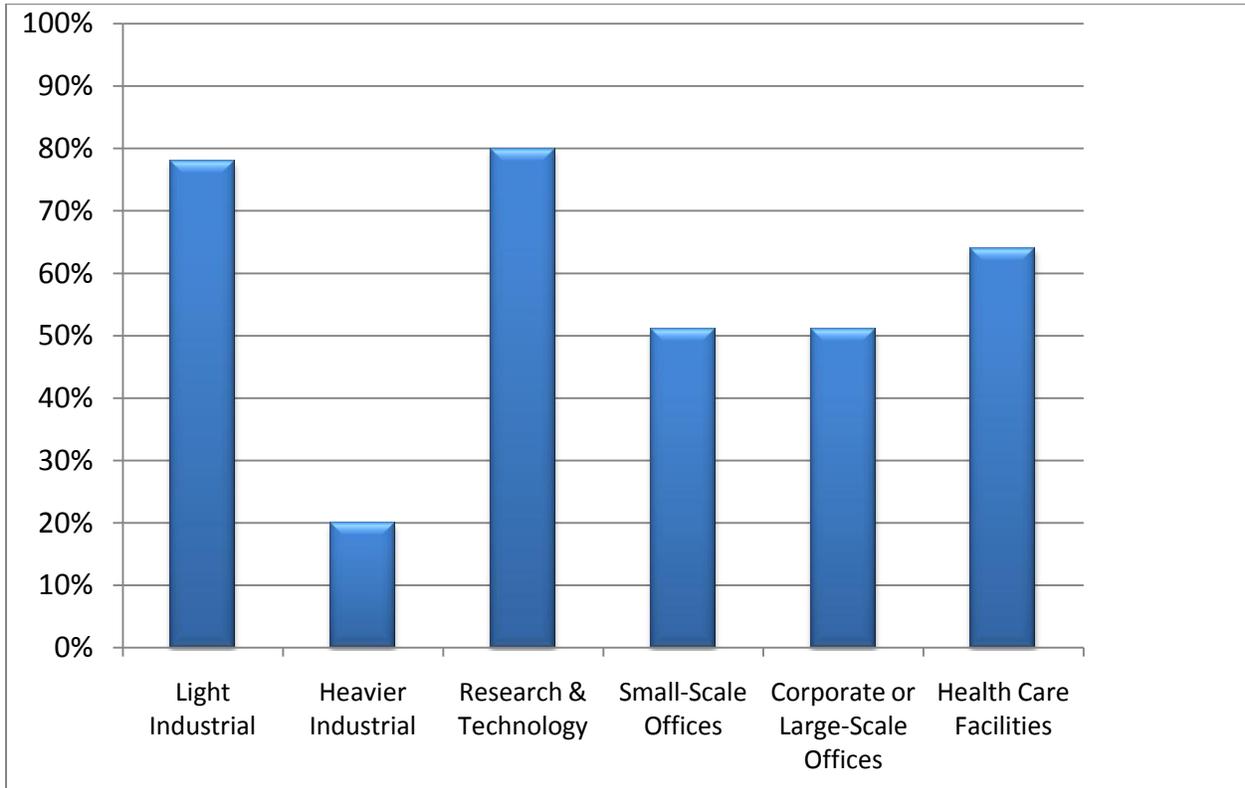


Table 6: Non-Residential Development

Additional Forms	Percent
Light Industrial	78%
Heavier Industrial	20%
Research & Technology	80%
Small-Scale Offices	51%
Corporate or Large-Scale Offices	51%
Health Care Facilities	64%

What are your long-range planning preferences for the City of Whitewater?

Business/Cultural Development

Respondents were asked to indicate to what extent they agree or disagree with a number of potential long-range development objectives for the city. The thirteen items were dividing into two categories: business/cultural development and infrastructure/green space related development. (Please see Figure and Table 7a for full results.)

In regard to business/cultural development, the greatest support was for downtown revitalization and expansion of the business park. Eighty-three percent of respondents strongly agreed or somewhat agreed that downtown revitalization should be part of the City's long-term planning with 55 percent of those respondents agreeing strongly. Also receiving significant support was expansion of the business park with 42 percent of residents strongly supporting its inclusion in long-range planning and 78 percent both strongly and somewhat agreeing. The support shown here for downtown revitalization, and an expansion of the business park, is consistent with findings discussed earlier in this report and with the City's Comprehensive Plan recommendations. Both downtown revitalization and expansion of the business park are prominently featured in the Plan's policy suggestions for economic development.

A clear majority of respondents also agreed that two other business/cultural development items, the arts (69 percent), and the library addition (62 percent), should be part of the City's long-range planning and are in fact included in the City's Comprehensive Plan. Promotion of the arts through existing activities, partnerships, and new initiatives is prominent in the Plan. Also, a Plan recommendation is to continue to look into ways to expand the library to meet community needs.

Only one business/cultural development item, a tourist/visitor information center, received less than 50 percent support (44 percent). It also had the highest percent of respondents indicate a neutral stance (36 percent) and disagreement with its inclusion in long-term planning (21 percent).

For the most part, there is congruence with the Comprehensive Plan and resident's long-range planning preferences for business and cultural development.

Figure 7a.

The City of Whitewater will be conducting long-range planning for the future of our community. Please indicate to the degree to which you agree or disagree with the future development of the following:

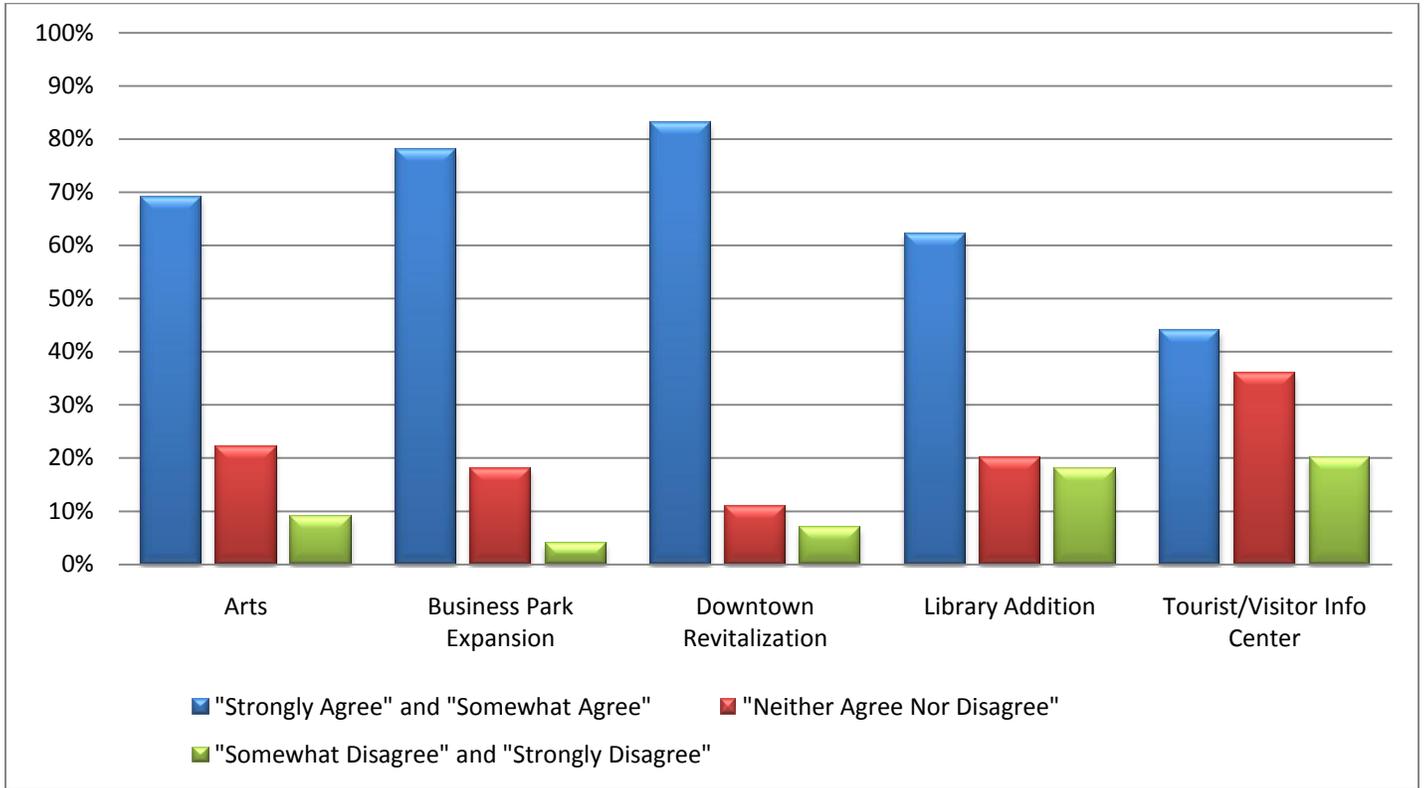


Table 7a: Long-Range Planning Preferences

Business & Cultural Development	Strongly Agree	Somewhat Agree	Neither Agree/ Nor Disagree	Somewhat Disagree	Strongly Disagree
Arts	37%	32%	22%	6%	3%
Business Park Expansion	42%	36%	18%	3%	1%
Downtown Revitalization	55%	28%	11%	4%	3%
Library Addition	35%	27%	20%	13%	5%
Tourist/Visitor Info Center	17%	27%	36%	13%	7%

What are your long-range planning preferences for the City of Whitewater?

Infrastructure/Green Space Development

Respondents were asked to indicate to what extent they agree or disagree with a number of potential long-range development objectives for the city. The thirteen items were dividing into two categories: business/cultural development and infrastructure/green space related development. (Please see Figure and Table 7b for full results.)

Another area where residents were asked about their long-range planning preferences was infrastructure and green space-related issues. Respondents indicated strong support for green-space related development with significant percentages of residents agreeing that pedestrian/bike trail development (73 percent), park and open space acquisition (64 percent), and park and open space development (64 percent) were all things the city should pursue in the future. The City's Comprehensive Plan includes a number of policy recommendations related to green-space issues that are consistent with the preferences of city residents stated above.

In regard to infrastructure, majorities of respondents agreed that the city should include neighborhood sidewalks (70 percent), Main Street pedestrian improvements (65 percent), and downtown parking (59 percent) in its long-range planning. These items are addressed in the Plan.

The two items that received the least support, and also had the strongest opposition, were the Indian Mound parkway extension and the Starin Road extension. Only 41 percent of residents agreed that these should be part of the City's future planning while approximately one-fifth (21 percent for Indian Mound and 18 percent for Starin Road) disagreed. Both of these road extensions are recommended in the City's Plan.

The consensus that emerged in these data was strong support for green space acquisition and development and infrastructure improvements and a much less support for the Indian Mound parkway and Starin Road extensions. The latter represents a divergence from the Comprehensive Plan.

Figure 7b.

The City of Whitewater will be conducting long-range planning for the future of our community. Please indicate to the degree to which you agree or disagree with the future development of the following:

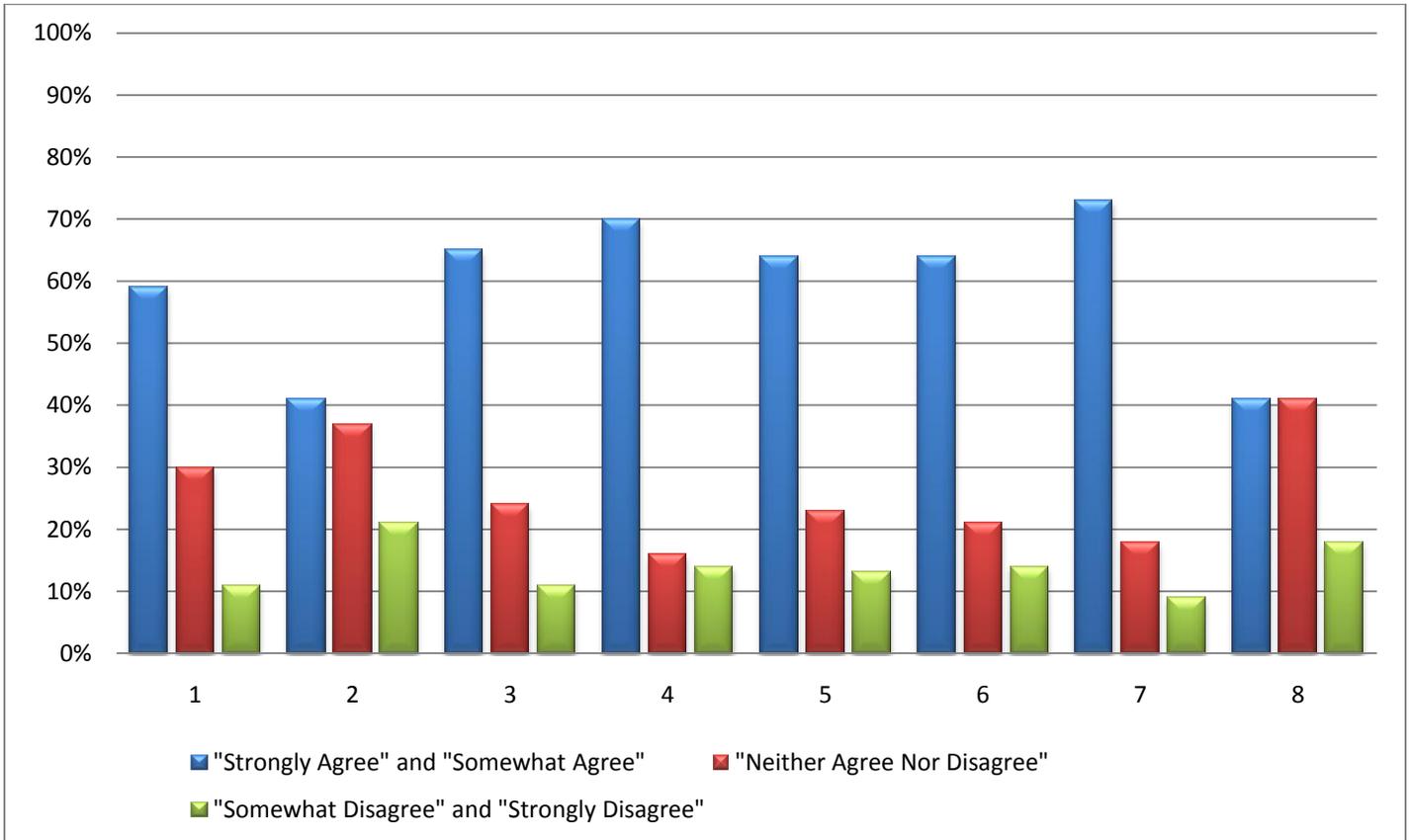


Table 7b: Long-Range Planning Preferences

	Infrastructure & Greenspace Development	Strongly Agree	Somewhat Agree	Neither Agree/ Nor Disagree	Somewhat Disagree	Strongly Disagree
1	Downtown Parking	27%	32%	30%	9%	2%
2	Indian Md. Pkwy. Ext.	12%	29%	37%	11%	10%
3	Main St. Ped. Improvement	33%	32%	24%	9%	2%
4	Neighborhood Sidewalks	38%	32%	16%	8%	6%
5	Park and Open Space Acquisition	34%	30%	23%	9%	4%
6	Park and Open Space Development	31%	33%	21%	9%	5%
7	Ped./Bike Trail Development	43%	30%	18%	4%	5%
8	Starin Rd. Extension	18%	23%	41%	9%	9%

What design standards should the City of Whitewater use for future commercial/retail and industrial development?

Several design standards for future commercial/retail and industrial development were included in the survey to gauge resident attitudes regarding requirements for such development. Overall, residents support the implementation of design standards for future development with some standards receiving more support than others. (Please see Figure and Table 8 for full results.)

In keeping with the strong support found earlier in the report for consideration of green-related issues, residents most strongly supported sustainable building/construction requirements that reduce the impact on the natural environment (73 percent), and landscaping requirements (72 percent). The City's Comprehensive Plan is replete with recommendations regarding sustainability and resource protection, and in this regard is very much in line with resident preferences. Limits on signage and lighting also had strong support from respondents (70 percent) and is found in the Plan.

Residents indicated support for other design standards as well, but the support was less strong than it was for the items discussed above. Fifty-eight percent of respondents supported payment for off-site impacts (e.g. roads or sewers), and improved architectural design standards for new buildings. Half of the residents supported maximum building size limitations and building material requirements (49 percent). The Plan addresses these and other design standards issues in its recommendations for economic development and land use.

Overall, residents support the implementation of design standards for future development that are consistent with the recommendations found in the Comprehensive Plan. Further, standards related to sustainability and green space received the greatest support.

Figure 8.

Which of the following design standards for future commercial/retail and industrial development do you support?

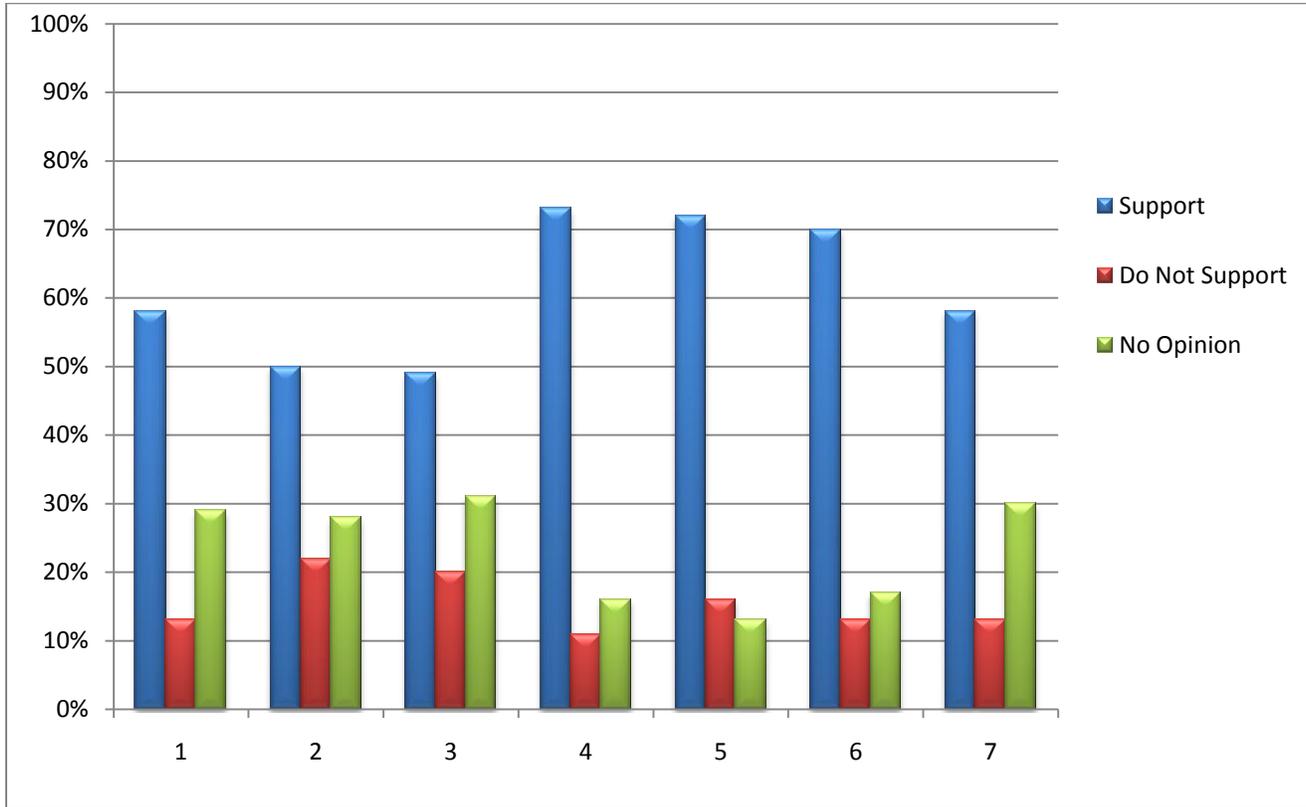


Table 8: Future Commercial/Retail and Industrial Development

	Design Standards	Support	Do Not Support	No Opinion
1	Improved architectural design standards for new buildings	58%	13%	29%
2	Maximum building size limitations	50%	22%	28%
3	Building material requirements	49%	20%	31%
4	Sustainable building/construction requirements that reduce the impact on the natural environment	73%	11%	16%
5	Landscaping requirements	72%	16%	13%
6	Signage limitations/Lighting limitations	70%	13%	17%
7	Payment for off-site impacts	58%	13%	30%

What design features should the City of Whitewater promote for future residential neighborhoods?

Residents were asked to indicate what design features they would like to see in future residential neighborhood development. Strong support was evident for some design features such as neighborhood parks and bicycle paths while other features like narrower streets and alleys had considerable opposition. (Please see Figures and Tables 9a and 9b for full results.)

In regard to planning for residential neighborhoods, respondents indicated the strongest support for street lights (83 percent), neighborhood parks (79 percent), sidewalks (76 percent), and off-street bicycle/pedestrian paths (76 percent). A majority of residents also supported inclusion of neighborhood schools (63 percent), shopping within walking distance (62 percent), on-street bike lanes (56 percent), and greenway corridors (52 percent). About half of the respondents favored decorative street lighting (50 percent), architectural standards for houses (50 percent), and front porches (47 percent). Finally, only a very small percentage of residents supported alleys (19 percent), and narrower streets (11 percent), in future residential neighborhoods.

Some of the policy recommendations made in the City's Comprehensive Plan are consistent with the design features supported by residents. For example, the Plan recommends that neighborhoods be organized around community gathering places like schools and parks. As the survey results illustrate, residents support neighborhood parks and schools, as well as greenway corridors. Respondents also indicated strong support for sidewalks and bicycle/pedestrian paths, and the Plan calls for creating safe and comfortable places for residents to walk and bike. In regard to retail/commercial development in close proximity to new neighborhoods, 62 percent of residents support shopping that is within walking distance, and the Plan recommends that new neighborhoods include shops and services that residents may reach on foot.

The two items that residents were least supportive of for future residential neighborhoods, alleys and narrower streets, are also policy recommendations in the Plan. These items are recommended in the Plan as ways to reduce and calm traffic, and establish street activity.

Generally, resident opinions regarding future residential neighborhood development are consistent with the policy recommendations in the Comprehensive Plan.

Figure 9a.

Which of the following design features for future residential neighborhoods do you support?

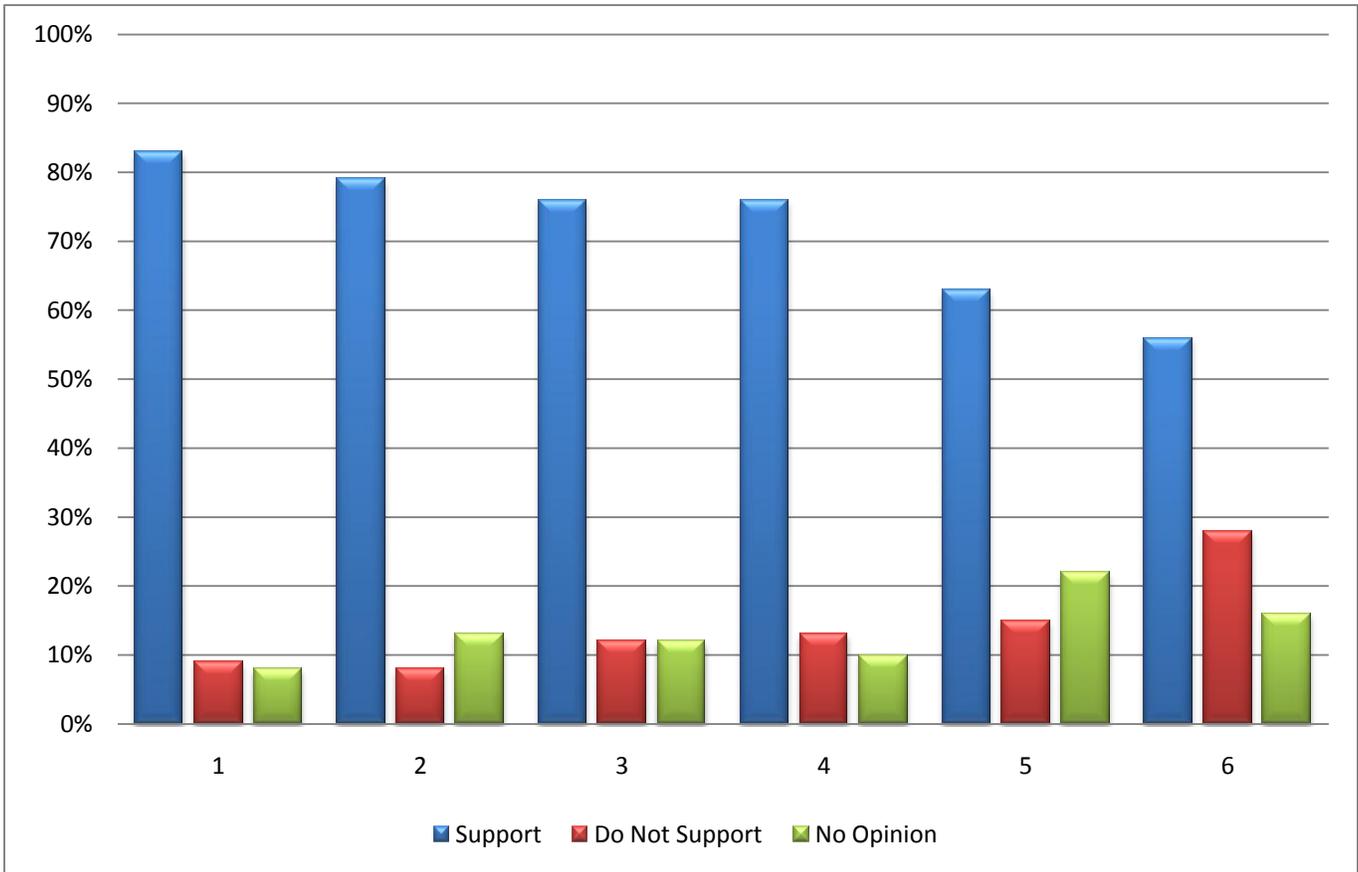


Table 9a: Future Residential Neighborhood Development

	Design Features	Support	Do Not Support	No Opinion
1	Street Lights	83%	9%	8%
2	Neighborhood Parks	79%	8%	13%
3	Sidewalks	76%	12%	12%
4	Off-Street Bike/Ped. Paths	76%	13%	10%
5	Neighborhood Schools	63%	15%	22%
6	Shopping w/i Walking Distance	62%	12%	26%
7	On-Street Bike Lanes	56%	28%	16%

Figure 9b.

Which of the following design features for future residential neighborhoods do you support?

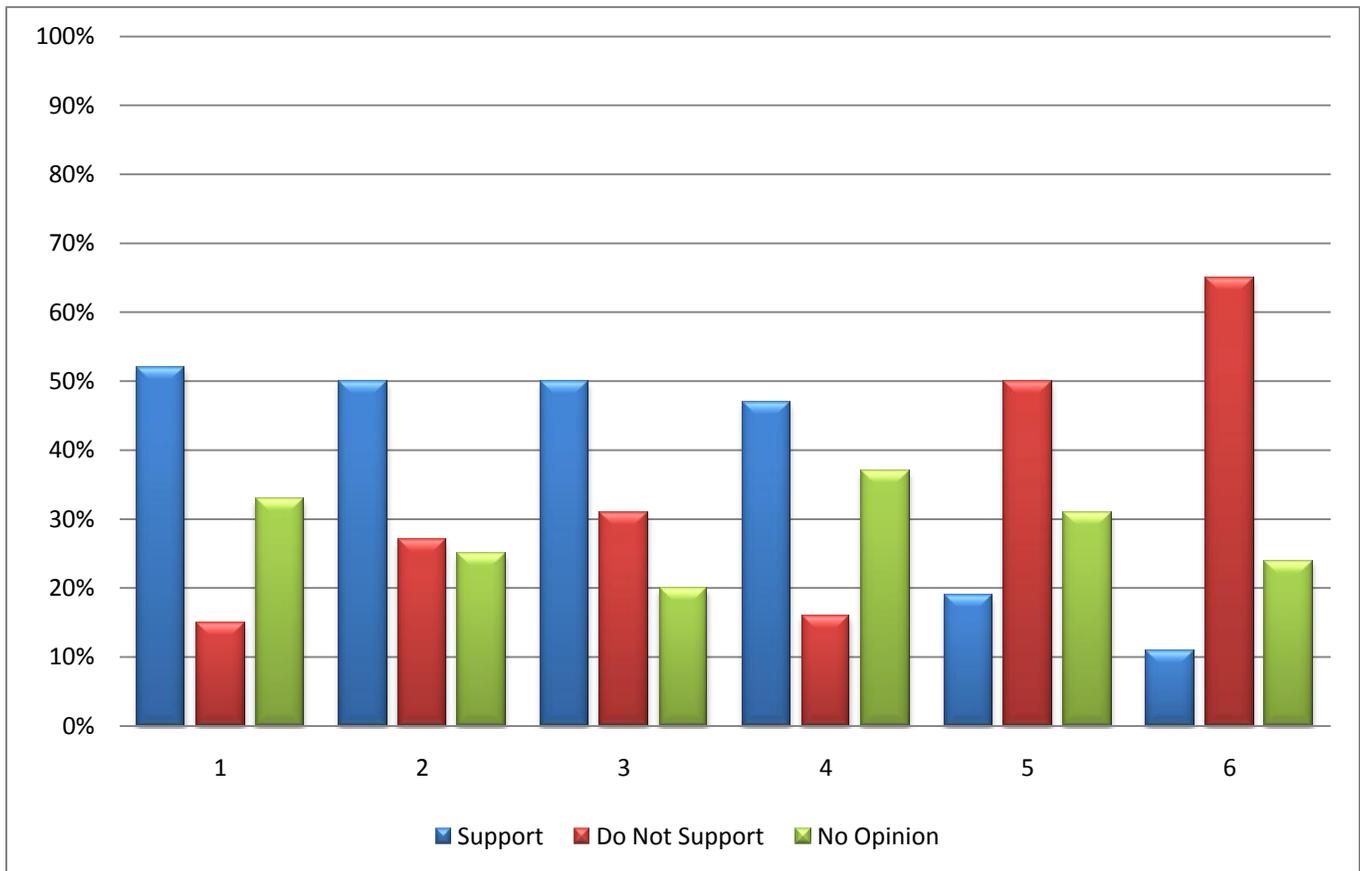


Table 9b: Future Residential Neighborhood Development

	Design Features	Support	Do Not Support	No Opinion
1	Greenway Corridors	52%	15%	33%
2	Decorative Street Lighting	50%	27%	23%
3	Architectural Standards for Houses	50%	31%	20%
4	Front Porches	47%	16%	37%
5	Alleys	19%	50%	31%
6	Narrower Streets	11%	65%	24%

CONCLUSION

The City of Whitewater Comprehensive Plan Community Survey sought to measure resident preferences on a number of items being considered for inclusion in the City's Comprehensive Plan. Overall, there is significant congruence between resident preferences and the policy recommendations offered in the Plan.

Residents were first asked to indicate the reasons they chose to live in Whitewater and rate the overall quality of life in the city. Whitewater's proximity to employment, friends and UW-Whitewater are main reasons why residents have chosen to live in the City. Additionally, residents reported that Whitewater's small town atmosphere, low crime, and good schools are important factors. Respondents evaluated the quality of life in Whitewater very favorably. Eighty-four percent stated that Whitewater was a good or excellent place to live, and 86 percent responded that Whitewater's overall quality of life was good or excellent. In another positive evaluation, forty-five percent believed that the city has improved compared to five years ago. Clearly, all of these findings are very positive.

The survey asked residents to indicate their opinions on a number of questions related to future planning and development in the City. When asked about future development, respondents were generally in favor of residential, retail/commercial, and other types of development with a few exceptions. A majority of respondents supported all forms of non-residential and non-retail/commercial development except heavy industry. The results also indicate a very strong preference for research and technology, and light industrial development. In regard to retail and commercial development, respondents showed a strong preference for further downtown revitalization and development efforts.

Support for the promotion of green-space and sustainability initiatives was found throughout the survey. When asked about long-range planning priorities, significant percentages of residents agreed that pedestrian/bike trail development, park and open space acquisition, and park and open space development were all things the city should pursue. Additionally, when asked about design standards for future development, respondents most strongly supported sustainable building/construction requirements that reduce the impact on the natural environment and landscaping requirements.

Overall, when comparing the policy recommendations of the Plan, and resident attitudes and preferences, there is considerable overlap between the two in regard to proposed initiatives and areas for future planning and development.