

## Q1 What do you love about downtown Middleton?

Answered: 15 Skipped: 4

#	RESPONSES	DATE
1	Compact, walkable, mix of retail and restaurants and services. I also like the human scale of especially the three story buildings. Bits of landscaping are also necessary.	8/20/2019 8:17 AM
2	I love the restaurants and the library. I like that it is a nice place to stroll to visit multiple interesting locations.	8/20/2019 6:06 AM
3	Easy access to library, City hall, lunch places. Free parking.	8/20/2019 5:44 AM
4	The walk-ability between restaurants, businesses, and government services. The small town feel with areas of higher density development.	8/20/2019 3:06 AM
5	Charm of historic buildings. Amenities: library, post office, churches, senior center.	8/20/2019 2:56 AM
6	Variety of retail and restaurants and services like City Hall, Library and Senior Center.	8/20/2019 1:24 AM
7	accessability	8/19/2019 3:58 PM
8	Size, walkability and small town feel.	8/19/2019 12:50 PM
9	Walkability, opportunities to meet friends, centrality of public spaces like the library.	8/19/2019 12:49 PM
10	The sense of community spirt	8/19/2019 12:37 PM
11	being a pedestrian	8/19/2019 12:03 PM
12	City services, restaurants and activities all in a compact urban setting.	8/19/2019 11:43 AM
13	The conversations taking place at tables and benches throughout downtown.	8/19/2019 11:30 AM
14	I love that there are so many small businesses that are within walking distance from each other.	8/19/2019 11:11 AM
15	Walkability, green spaces, the future plaza, eclectic mixture of homes and businesses.	8/19/2019 10:54 AM

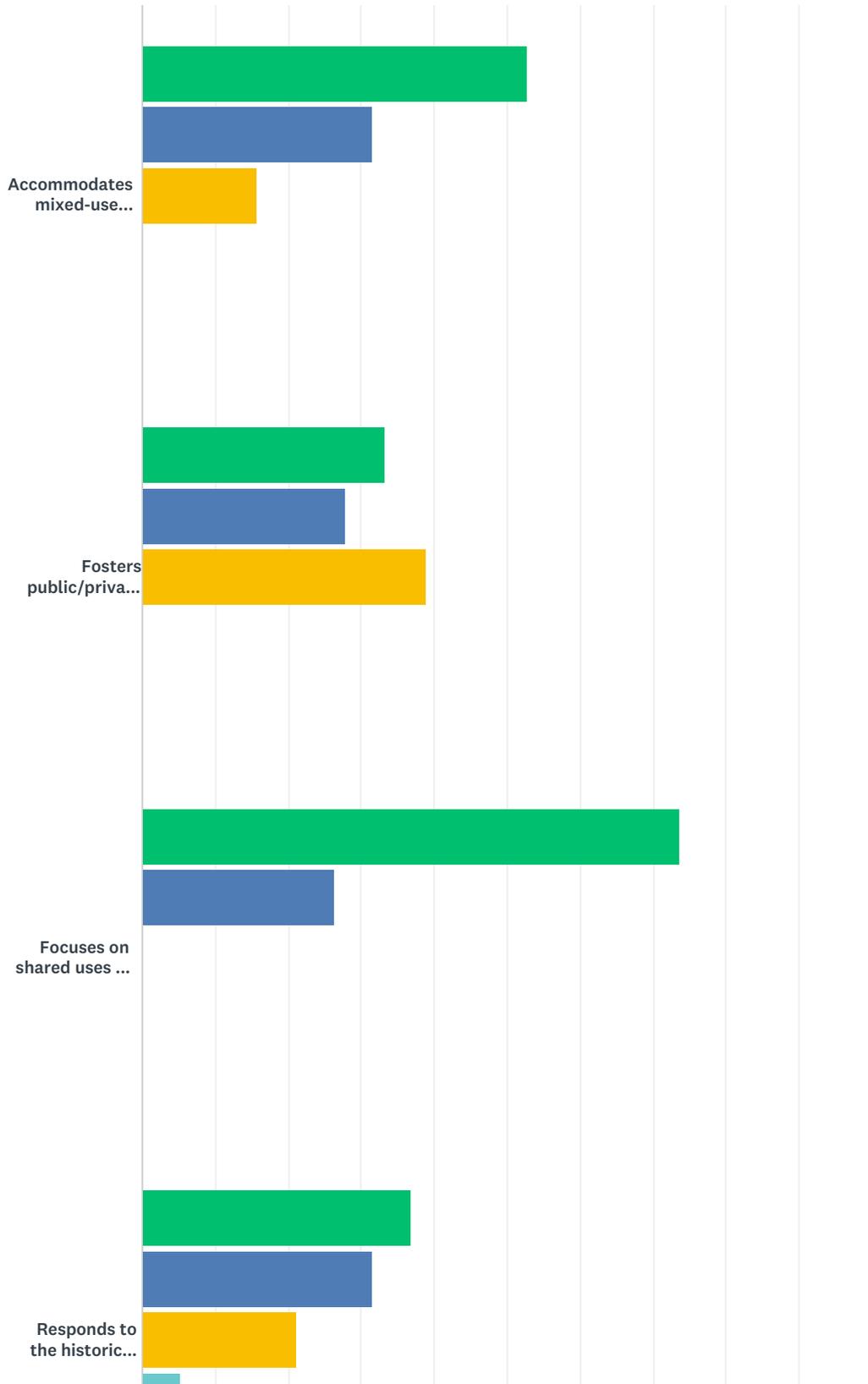
## Q2 What about downtown Middleton should be improved?

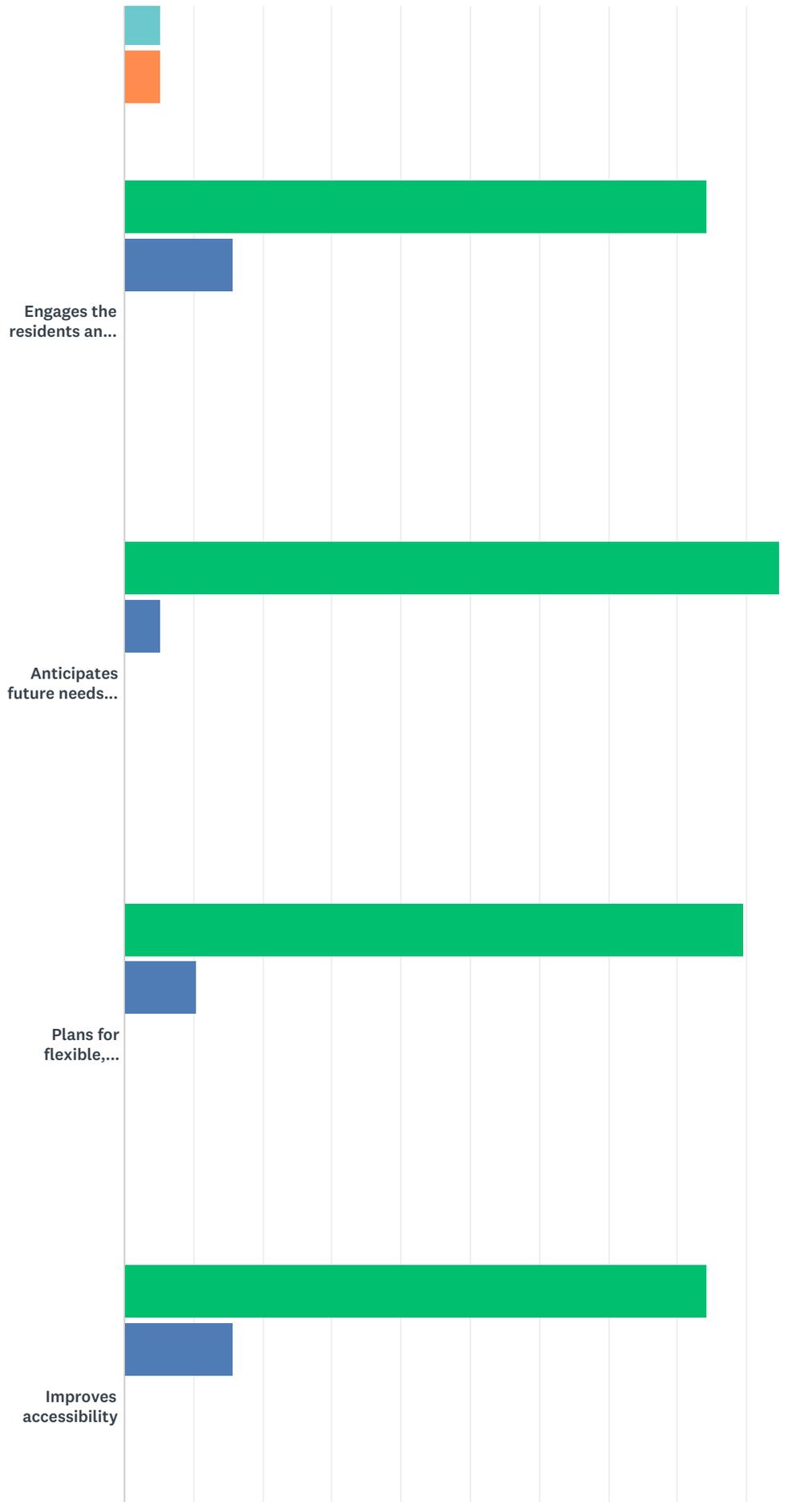
Answered: 16 Skipped: 3

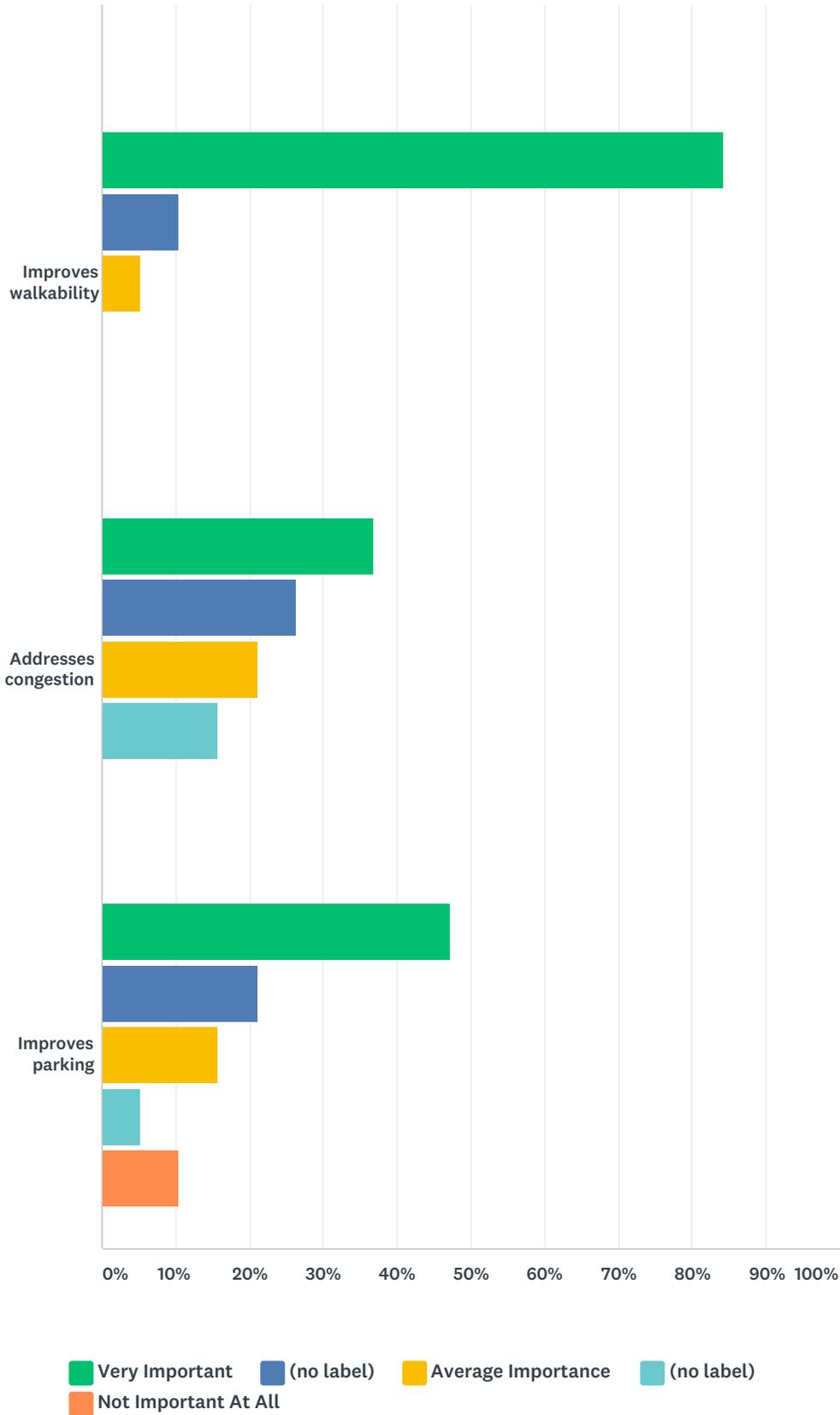
#	RESPONSES	DATE
1	Innovative stormwater solutions in curb reconstructions, more bike racks, safer ped crossing at Parmenter and Hubbard.	8/20/2019 8:17 AM
2	It is already quite walkable, but making it more walkable and bike friendly would be a good goal.	8/20/2019 6:06 AM
3	Better snow removal at the Senior Center for staff & the public. More parking.	8/20/2019 5:44 AM
4	Less land used for surface parking.	8/20/2019 3:06 AM
5	Better use of current surface parking lots. Consolidate city resources.	8/20/2019 2:56 AM
6	The flow of people and traffic need to be improved. More parking plus more handicap parking.	8/20/2019 1:24 AM
7	parking	8/19/2019 3:58 PM
8	Parking and visibility for drivers.	8/19/2019 12:50 PM
9	Traffic flow and parking can be a challenge. Green space.	8/19/2019 12:49 PM
10	Parking	8/19/2019 12:37 PM
11	retail	8/19/2019 12:03 PM
12	Completion of the plaza	8/19/2019 11:43 AM
13	Weeds are taking over many street terraces and parking lots. This conveys a lack of care.	8/19/2019 11:30 AM
14	I would love to see more activated spaces that invite people to spend time downtown, whether or not they are spending money or not.	8/19/2019 11:11 AM
15	Affordability (there is very little affordable housing nearby), reduce the number of surface parking spaces, public art(!).	8/19/2019 10:54 AM
16	City hall lawn!!!	8/19/2019 10:53 AM

### Q3 Please rate the importance of the following factors in your evaluation of the Community Campus plan.

Answered: 19 Skipped: 0







	VERY IMPORTANT	(NO LABEL)	AVERAGE IMPORTANCE	(NO LABEL)	NOT IMPORTANT AT ALL	TOTAL	WEIGHTED AVERAGE
Accommodates mixed-use development	52.63% 10	31.58% 6	15.79% 3	0.00% 0	0.00% 0	19	4.37

Fosters public/private partnerships	33.33% 6	27.78% 5	38.89% 7	0.00% 0	0.00% 0	18	3.94
Focuses on shared uses and amenities	73.68% 14	26.32% 5	0.00% 0	0.00% 0	0.00% 0	19	4.74
Responds to the historic character of downtown Middleton	36.84% 7	31.58% 6	21.05% 4	5.26% 1	5.26% 1	19	3.89
Engages the residents and downtown businesses in the planning process	84.21% 16	15.79% 3	0.00% 0	0.00% 0	0.00% 0	19	4.84
Anticipates future needs and uses of the community	94.74% 18	5.26% 1	0.00% 0	0.00% 0	0.00% 0	19	4.95
Plans for flexible, multi-use facilities and spaces	89.47% 17	10.53% 2	0.00% 0	0.00% 0	0.00% 0	19	4.89
Improves accessibility	84.21% 16	15.79% 3	0.00% 0	0.00% 0	0.00% 0	19	4.84
Improves walkability	84.21% 16	10.53% 2	5.26% 1	0.00% 0	0.00% 0	19	4.79
Addresses congestion	36.84% 7	26.32% 5	21.05% 4	15.79% 3	0.00% 0	19	3.84
Improves parking	47.37% 9	21.05% 4	15.79% 3	5.26% 1	10.53% 2	19	3.89

#	OTHER (PLEASE SPECIFY)	DATE
1	Cutting edge sustainability that sets example for community	8/20/2019 8:17 AM
2	Create art pieces which defines Middleton	8/19/2019 11:51 AM
3	Exciting architectural statement	8/19/2019 11:30 AM

## Q4 Identify another community's downtown or municipal facility that you find pleasing. What is it that you are drawn to?

Answered: 15 Skipped: 4

#	RESPONSES	DATE
1	I saw a municipal building in Iceland once that had a green wall, and served as a place where community gathered in winter for art openings, exhibits, gatherings, parties, etc. It felt like the people's building.	8/20/2019 8:17 AM
2	I can't identify a particular community, but I like when communities have a welcoming feel in the downtown area. Good for strolling in the evening. Pleasant lighting, central green areas, a gathering spot with a feature of interest (fountain, artwork, plaza, etc.). Many nice restaurants and interesting retail stores to visit.	8/20/2019 6:06 AM
3	Wauwatosa WI, Cedarburg WI, Galena IL,	8/20/2019 3:06 AM
4	Galena.	8/20/2019 2:56 AM
5	Few towns out east where the parking is always behind the building and the streets are open to walking only.	8/20/2019 1:24 AM
6	family-like atmosphere	8/19/2019 3:58 PM
7	Do not have experience with any other facility that comes to mind as pleasing.	8/19/2019 12:50 PM
8	Waunakee - mixed use.	8/19/2019 12:49 PM
9	Everything in one location shopping , food and activities	8/19/2019 12:37 PM
10	Stoughton is nicely defined by the Main Street	8/19/2019 12:03 PM
11	Stoughton has a great retail component.	8/19/2019 11:43 AM
12	Bloomington, Indiana. Outdoor seating around cafes, street performers, quality architecture.	8/19/2019 11:30 AM
13	The town I grew up in, Naperville, IL has a very cute and picturesque downtown. They have trees lining the terraces, and in the winter, they wrap them in lights which bring people to take pictures along the street. They also utilize alleys between businesses by painting murals with the town's history or important figures to engage the people walking by.	8/19/2019 11:11 AM
14	I like Madison's downtown because there is a lot to do (cultural amenities/restaurants/art). I like Stoughton's downtown because it contains a lot of historic buildings and covers a large area. Outside of Wisconsin, I like downtown Iowa City, which has an active pedestrian mall with a lot of interesting public art. Their library on the ped mall is a great way to create highly functional outdoor space. They have a playground for kids where parents don't have to worry about vehicles whizzing by.	8/19/2019 10:54 AM
15	The MOC as it is a 3 department shared facility.	8/19/2019 10:53 AM

## Q5 What are your goals for the downtown Middleton Community Campus planning project?

Answered: 16 Skipped: 3

#	RESPONSES	DATE
1	Sustainability built into every aspect - pushing the envelope on this to the highest possible level. And community involvement where people feel invested in its development and end-use. Cool design too. Multi- purpose. Able to meet changing needs and technologies into the future. Thought put to end use as well- life cycle analysis.	8/20/2019 8:17 AM
2	Expand the library to allow it to offer more programs and activities (not just a place to store books). This could include shared space between the library, the senior center, retail space, apartments, city hall, etc.	8/20/2019 6:06 AM
3	Create municipal buildings with a better flow and easier access for the public.	8/20/2019 3:06 AM
4	Maximize and consolidate like activities. Sustainable design and accessible by everyone.	8/20/2019 2:56 AM
5	Flow of people and traffic. More transportation that can take you from one area to another like the trolley. Buildings designed to have more space for use.	8/20/2019 1:24 AM
6	ease of accessibility	8/19/2019 3:58 PM
7	An accessible facility that can serve the needs of all age groups going into the future.	8/19/2019 12:50 PM
8	That it continues to be a community space - accessible and welcoming for all ages and abilities.	8/19/2019 12:49 PM
9	To meet the future demand for resources	8/19/2019 12:37 PM
10	Partnerships and better collaboration	8/19/2019 12:03 PM
11	Creative, visionary, flexible, anticipates technological changes, brings future to the present	8/19/2019 11:51 AM
12	Wise planning of City facilities for the next 50 years combined with private housing and perhaps retail.	8/19/2019 11:43 AM
13	To create an inclusive campus that appeals to many cultures--a place where all feel welcome as they interact with city and community resources.	8/19/2019 11:30 AM
14	I hope to see a campus that is welcoming and open to the public that not only addresses the most current and pressing needs of the community, but also anticipates for future challenges. I want flexible spaces that also encourages city government to break out of traditional silos.	8/19/2019 11:11 AM
15	Address the inefficient space use and outdated facilities in City Hall. Create one point of service so that residents can better understand where to go when they enter the building. Better utilization of land. Would love to see the Community Campus feel more integrated into the downtown.	8/19/2019 10:54 AM
16	Combined facility, covered employee parking. an actual break room, cafeteria,	8/19/2019 10:53 AM

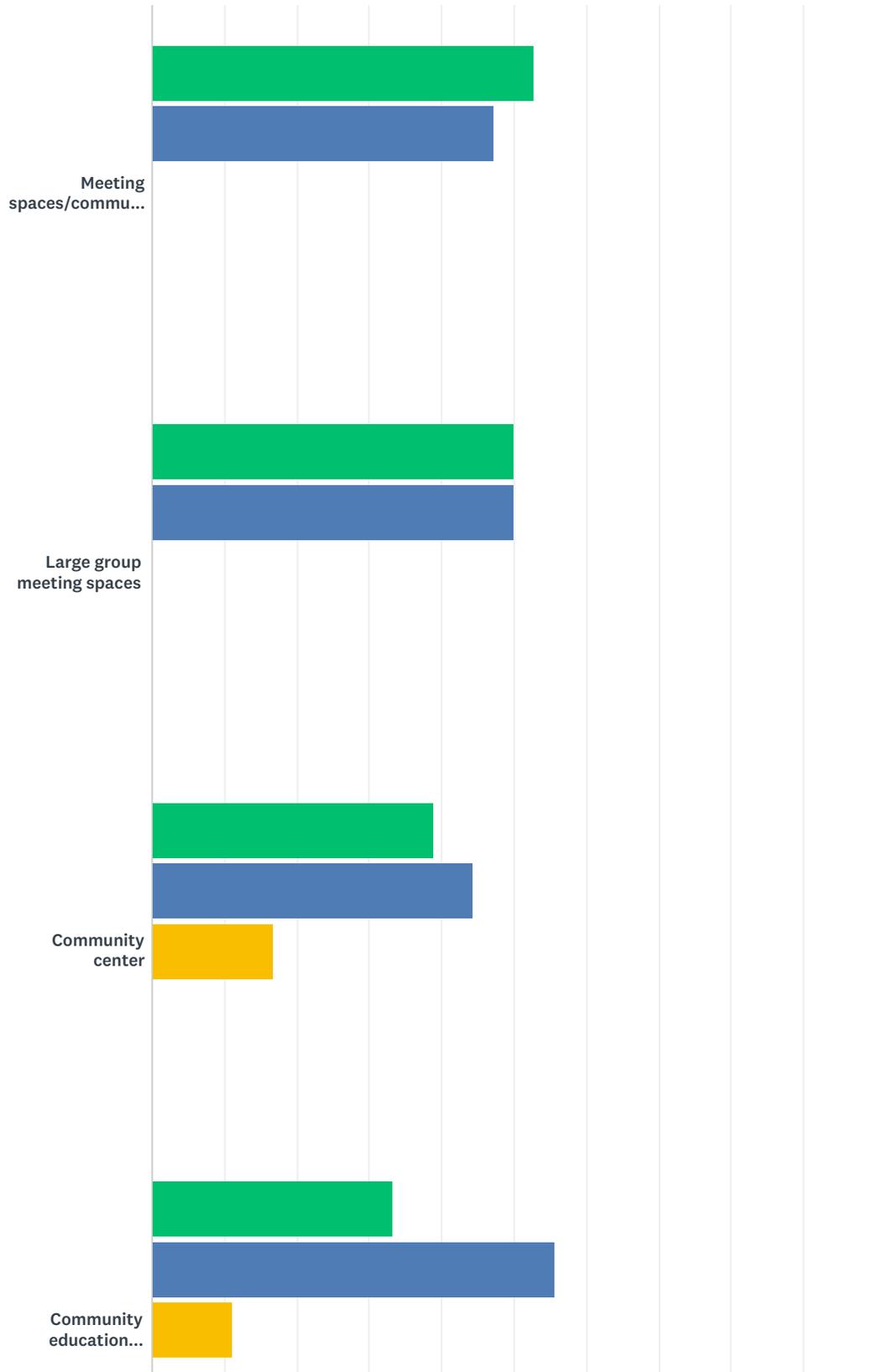
## Q6 Looking ahead 10 years what does downtown Middleton look like?

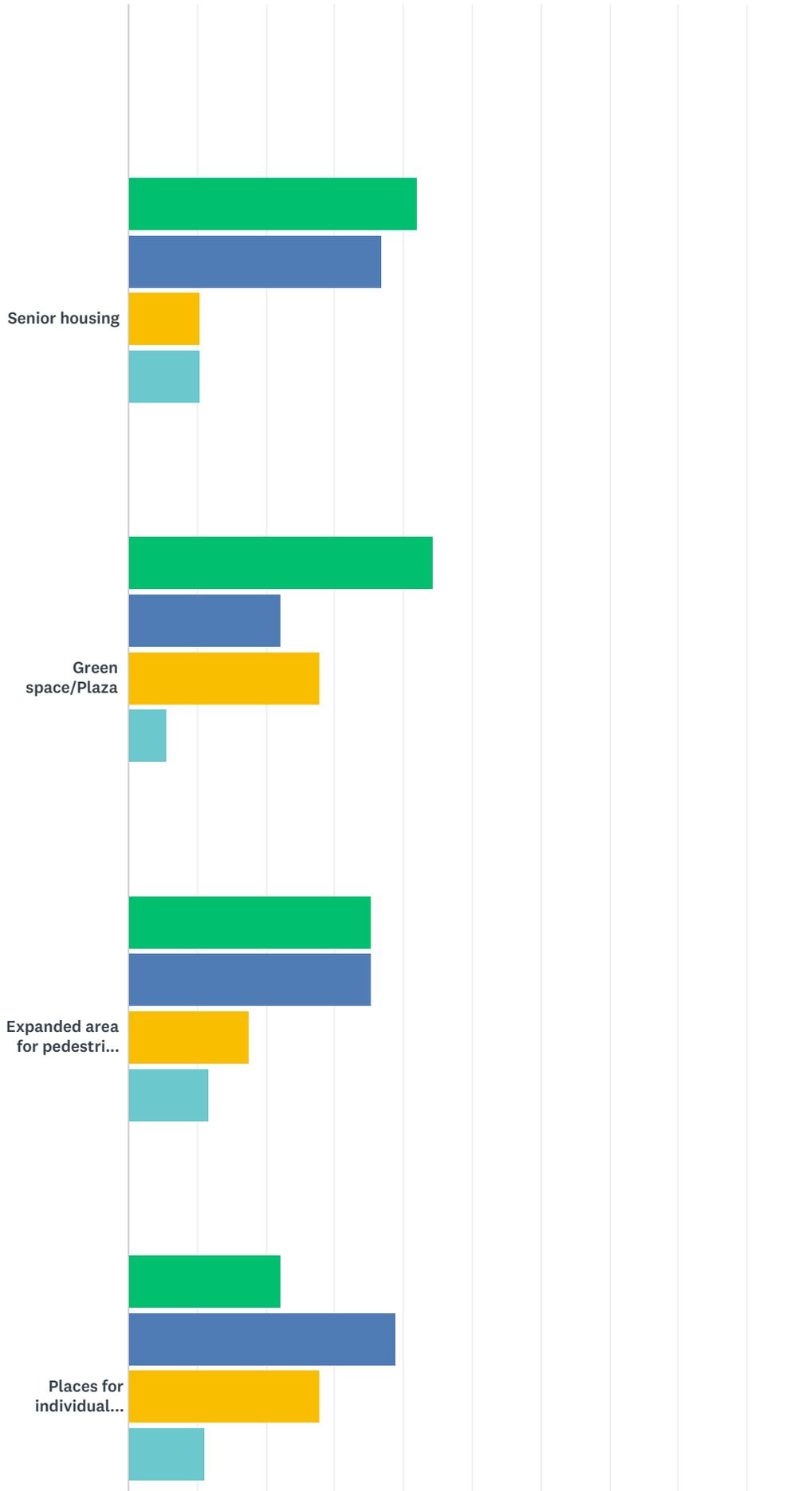
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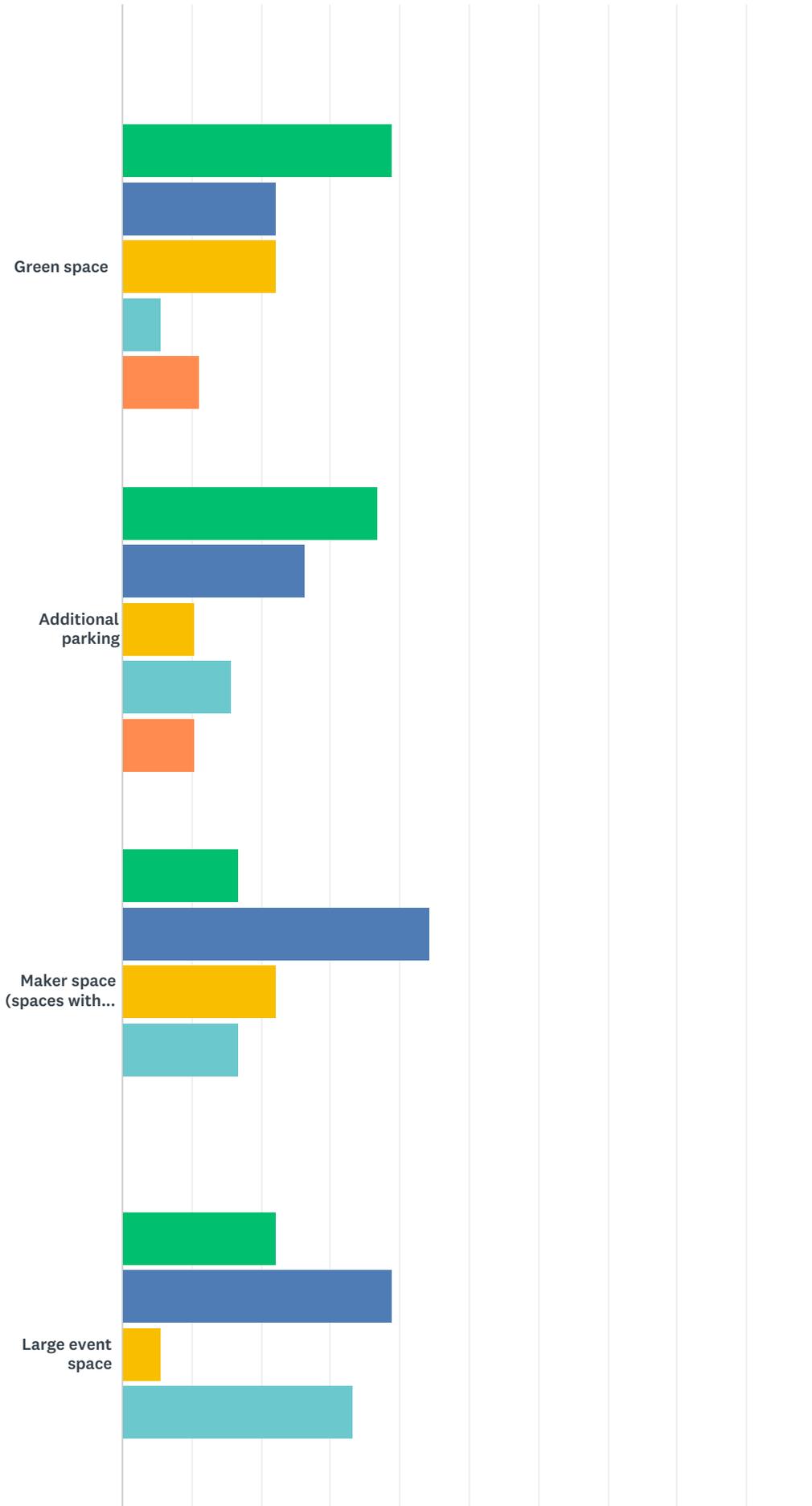
#	RESPONSES	DATE
1	Dense, walkable, human scale, a hub with great connections to other cities via regional transit links. Small green spaces embedded into plan. Like Olmsted's idea of green fingers extending out into the city. Beautiful street trees, multiple places to sit and gather. Vibrant business community that supports one another. A place where everyone feels welcome.	8/20/2019 8:17 AM
2	More walking paths and bike paths, easily accessible for people using wheelchairs and walkers. Possibly less parking and less roads for cars in the downtown area, but still need roads and parking on the outskirts.	8/20/2019 6:06 AM
3	Many small businesses, restaurants, same access to sidewalks, a completed and vibrant plaza, a new and improved library as a focal point, municipal buildings with good flow and easy access for the public.	8/20/2019 3:06 AM
4	Vibrant, family friendly, walkable.	8/20/2019 2:56 AM
5	Not congested but pleasant to move around in.	8/20/2019 1:24 AM
6	good question	8/19/2019 3:58 PM
7	Hopefully not a lot more 3 and 4 story condo buildings.	8/19/2019 12:50 PM
8	Vibrant community space with history, roots, and and a clear identity that serves local residents and is a destination for dining and other services.	8/19/2019 12:49 PM
9	Well planned spaces that take generational differences into account	8/19/2019 12:37 PM
10	More people, more cars, more demand for services.	8/19/2019 12:03 PM
11	Destination where folks from all over come to and tell their neighbors, friends, ... go to Middleton -- art, music, museum, meeting places, events	8/19/2019 11:51 AM
12	A thriving retail sector with many new residents in multi-family housing and a continued bevy of restaurants with a public plaza that is dynamic with many special events.	8/19/2019 11:43 AM
13	Highly active pedestrian zone with daily activities in and around the streets, with single-occupancy vehicle parking relegated to the periphery or underground.	8/19/2019 11:30 AM
14	A place bustling with people at all hours of the day. A place that not only attracts local residents, but their children as a place to spend time after school. Middleton can also be a place for young adults where they begin their careers and stay to build their families.	8/19/2019 11:11 AM
15	More people on the sidewalks because more people are living/working downtown. I would love to see Terrace Avenue be better connected as an extension of the downtown. I want to be sure that new redevelopment projects don't make Middleton into a downtown of large buildings - a lot of little things is what makes a downtown interesting. The Community Campus building (if it's one or two buildings) should be broken up to a more pedestrian scale.	8/19/2019 10:54 AM
16	Hopefully updated buildings that are as diverse in architecture as current. Recent reconstruction looks like most other new reconstructed areas. Waunakee, Prairie Du sac, Middleton, Madison (east wash) Sun prairie are all starting to look the same, with the same design elements.	8/19/2019 10:53 AM

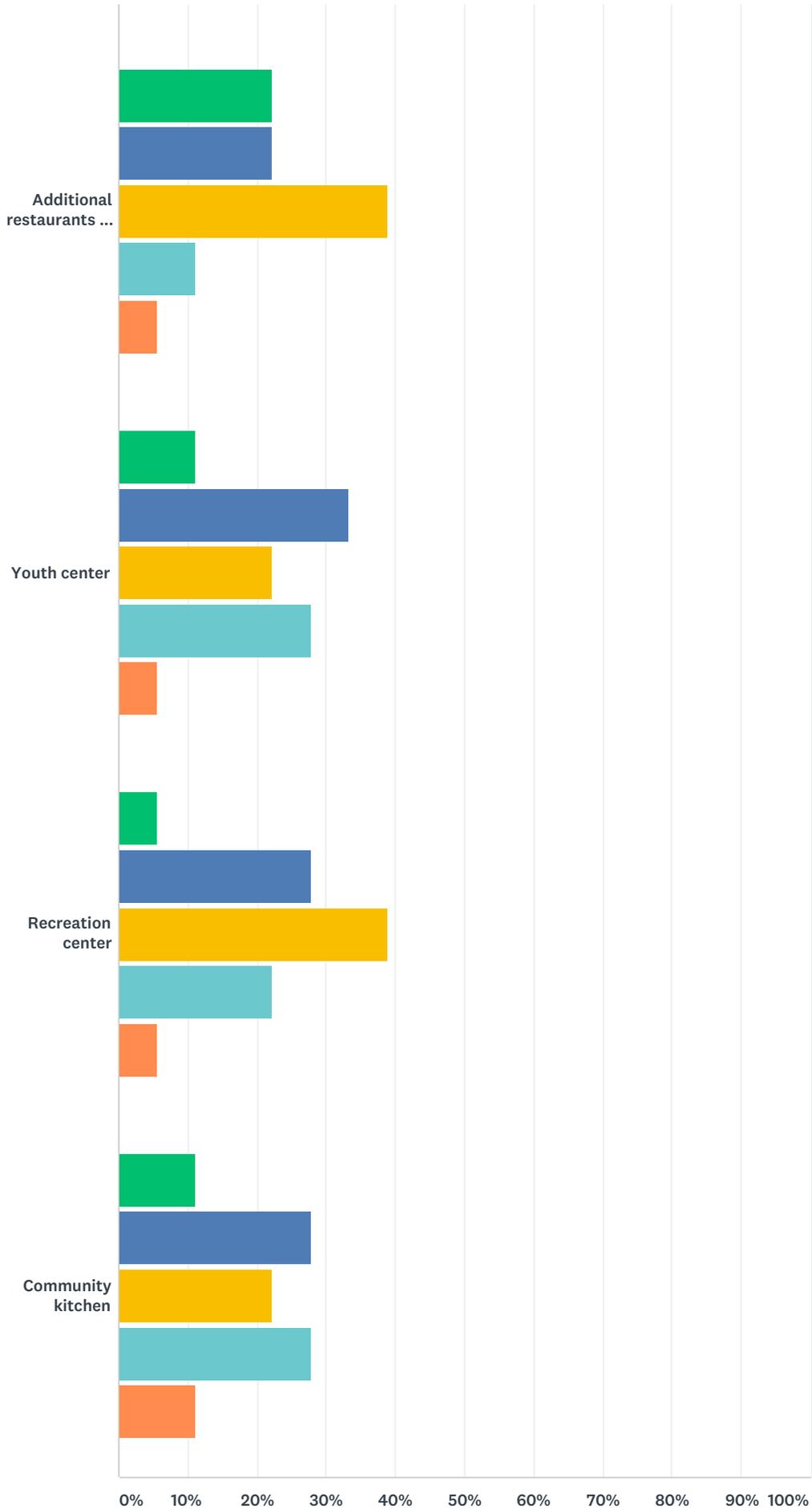
# Q7 Please rate the importance of the following facilities in Downtown Middleton.

Answered: 19 Skipped: 0









■ Very Important  
 ■ (no label)  
 ■ Average Importance  
 ■ (no label)  
■ Not Important At All

	VERY IMPORTANT	(NO LABEL)	AVERAGE IMPORTANCE	(NO LABEL)	NOT IMPORTANT AT ALL	TOTAL	WEIGHTED AVERAGE
Meeting spaces/community rooms	52.63% 10	47.37% 9	0.00% 0	0.00% 0	0.00% 0	19	4.53
Large group meeting spaces	50.00% 9	50.00% 9	0.00% 0	0.00% 0	0.00% 0	18	4.50
Community center	38.89% 7	44.44% 8	16.67% 3	0.00% 0	0.00% 0	18	4.22
Community education classrooms	33.33% 6	55.56% 10	11.11% 2	0.00% 0	0.00% 0	18	4.22
Senior housing	42.11% 8	36.84% 7	10.53% 2	10.53% 2	0.00% 0	19	4.11
Green space/Plaza	44.44% 8	22.22% 4	27.78% 5	5.56% 1	0.00% 0	18	4.06
Expanded area for pedestrians and cyclists	35.29% 6	35.29% 6	17.65% 3	11.76% 2	0.00% 0	17	3.94
Places for individual study	22.22% 4	38.89% 7	27.78% 5	11.11% 2	0.00% 0	18	3.72
Green space	38.89% 7	22.22% 4	22.22% 4	5.56% 1	11.11% 2	18	3.72
Additional parking	36.84% 7	26.32% 5	10.53% 2	15.79% 3	10.53% 2	19	3.63
Maker space (spaces with tools and technology for creating)	16.67% 3	44.44% 8	22.22% 4	16.67% 3	0.00% 0	18	3.61
Large event space	22.22% 4	38.89% 7	5.56% 1	33.33% 6	0.00% 0	18	3.50
Additional restaurants / retail	22.22% 4	22.22% 4	38.89% 7	11.11% 2	5.56% 1	18	3.44
Youth center	11.11% 2	33.33% 6	22.22% 4	27.78% 5	5.56% 1	18	3.17
Recreation center	5.56% 1	27.78% 5	38.89% 7	22.22% 4	5.56% 1	18	3.06
Community kitchen	11.11% 2	27.78% 5	22.22% 4	27.78% 5	11.11% 2	18	3.00

#	OTHER (PLEASE SPECIFY)	DATE
1	Green infrastructure in streetscapes and in the guts of the city under the roads and buildings. Geothermal that could be stubbed to other businesses.	8/20/2019 8:17 AM
2	Library and City Hall	8/20/2019 3:06 AM
3	The Library, Senior Center and City Hall all need more space. If you combine them with shared space, you would definitely have sharing issues due to all three places service alot of people.	8/20/2019 1:24 AM
4	a bigger library!	8/19/2019 12:03 PM

## Q8 Can you identify another community that you have visited which you found to be particularly pleasing? What was it about this community that resonated with you?

Answered: 14 Skipped: 5

#	RESPONSES	DATE
1	Denver, Cole Valley in San Francisco, parts of South Congress in Austin, Sebastopol, CA. What I liked was the colorful vibrancy of the streetscape, paving patterns, scale that felt comfortable- not super tall buildings, but dense with multiple businesses (coffee shop, hardware store, clothing store, drugstore, restaurant all close together), farmer's market. Locally owned businesses- no chains. Multi-use spaces for festivals, markets, special events, etc. Part of the vibrancy was design and mix of uses, but a lot of it was the programming and community led use of the space - farmer's markets, Thursday night flea markets with outdoor fireplaces and food carts, bands playing, businesses open late. GOOD PUBLIC TRANSPORT.	8/20/2019 8:17 AM
2	I can't identify a particular community, but I like when communities have a welcoming feel in the downtown area. Good for strolling in the evening. Pleasant lighting, central green areas, a gathering spot with a feature of interest (fountain, artwork, plaza, etc.) Many nice restaurants and interesting retail stores to visit.	8/20/2019 6:06 AM
3	Cedarburg WI. The area is very walkable with lots of small businesses, restaurants, a library, and governmental services all within a few blocks. There is easy access to a bike trail system.	8/20/2019 3:06 AM
4	Galena, preservation of historic buildings.	8/20/2019 2:56 AM
5	The ones out in Maine. They are roomy and easy to get around in. The City Halls, Libraries and Senior Centers are at the end of the towns. They are designed in two pieces. Parking and flow for retail and restaurants and parking for the community buildings. Each by each other but both designed to accommodate their needs of people.	8/20/2019 1:24 AM
6	no opinion	8/19/2019 3:58 PM
7	No.	8/19/2019 12:50 PM
8	not off the top of my head	8/19/2019 12:49 PM
9	Wauakee wonderful community center with a separate program for seniors who don't want to mixed in with the younger people	8/19/2019 12:37 PM
10	Stoughton's downtown retail	8/19/2019 11:43 AM
11	Bloomington, Indiana. Outdoor seating around cafes, street performers, quality architecture.	8/19/2019 11:30 AM
12	Another community that I loved living in was Copenhagen, Denmark, specifically the Vesterbro neighborhood. I loved that I could leave my apartment and walk across the street to the grocery store, or a thai restaurant, or a cafe, or a park. I also loved the bike lanes that were separated by grade from the street, and that families with small children could even ride in the middle of a busy intersection without worry.	8/19/2019 11:11 AM
13	Ann Arbor, Michigan because of the number of interesting small shops (lots of locally-owned bookstores).	8/19/2019 10:54 AM
14	Stoughton Old school charm	8/19/2019 10:53 AM

## Q9 Thank you so much for participating! If you have any additional comments, feel free to share them below.

Answered: 4 Skipped: 15

#	RESPONSES	DATE
1	Attention to sustainability for every public works project.	8/20/2019 8:17 AM
2	Thanks for the opportunity for feedback!	8/20/2019 3:06 AM
3	When planning for the future don't cut corners.	8/20/2019 2:56 AM
4	Thank you for asking. Have fun meetings.	8/19/2019 11:51 AM