

**TO:** CITY OF TOWNSVILLE  
**FROM:** HOMES PROJECT TEAM  
**SUBJECT:** OUTREACH SUMMARY  
**DATE:** ##/##/####



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### **What is *Homes*?**

*Homes for a Changing Region* provides technical assistance to municipal leaders, charting future demand and supply trends for housing in communities and developing long-term housing policy plans. The communities of Townsville, Municipality 2, Municipality 3, and Municipality 4 were awarded assistance to complete a *Homes* plan through the Chicago Metropolitan Agency for Planning's (CMAP) local technical assistance (LTA) program in the summer of ####. Beginning in the spring of ####, CMAP, Metropolitan Mayors Caucus (MMC), Metropolitan Planning Council (MPC), and the County Development Department have worked with the four communities free-of-charge.

### **Outreach Efforts**

Public input is a critical component of producing housing plans that can be implemented through policy. The public must have a chance to assess and understand options, communicate their preferences, and then see those preferences reflected in the final document. Since initially meeting with both elected officials and City staff this past summer, the project team has undertaken the following two outreach efforts to gather input:

- Designed, planned, and facilitated one public workshop for the City on Thursday, November 7, where residents provided feedback on preferred types and locations for housing both throughout the City and in a focus area at the southeast corner of S Main St. and E Hill St. Approximately 26 residents and elected officials attended the workshop.
- To gather additional input, the project team created an interactive website to supplement responses from the public workshop. Through the website, 77 visitors left feedback.

### **Outreach Highlights**

This memo summarizes the feedback received at both the public workshop and through the website. The following pages contain a summary of the housing and image preference survey results and the community mapping exercise. Following the summary are charts that show the responses to the survey questions. At the end of the memo are a series of maps that synthesize the public workshop and interactive website feedback, showing where community members prefer various development types. Note that feedback on the focus area was gathered only through the in-person public workshop, and not through the website. Also note that not all participants chose to answer all survey questions or place chips on the map.

Outreach efforts reached predominantly single-family homeowners, thus all results should be viewed with the understanding that the community contains other groups whose opinions may differ from those who participated. In reviewing the responses, the following feedback particularly stands out:

### ***Housing Preference***

- While most respondents currently live in single-family homes, almost 40% expect to move to a different type of home in the future.
- Most respondents think that seniors and young people (under 30 years old) would prefer either apartments/condos or townhomes/duplexes.
- Nearly all respondents feel new growth and development should be accommodated only through redevelopment of previously developed areas, or a mix of redevelopment and vacant areas; very few would like to see only greenfield development.
- Less than half of respondents feel different housing types should be separated by neighborhood; the strongest support was for a variety of housing types within neighborhoods.

### ***Image Preference***

- Respondents expressed interest in all of the housing types; a majority of respondents indicated they would like to see each type of housing at least somewhere in the community.
- The strongest rated image was the small-scale, mixed-use retail structure with just 1% indicating it would not fit in the city.
- Respondents answered positively to all images of non-single family housing types. A majority of respondents would like to see townhomes, apartment buildings, duplexes, and quads either in their neighborhood or somewhere within the city. The strongest support was for the image showing a duplex, followed by townhomes.
- Respondents also answered positively to both the small-lot and large-lot single family housing types. However, a larger percentage would like to see the smaller-lot single family homes in their neighborhood than the large-lot.
- Over half of respondents believe the Transit Oriented Development image would fit in the city, possibly indicating public support for more TOD near the Townsville Metra station.

## **Community Mapping**

### ***Community-wide Maps<sup>1</sup>***

- The first community-wide map shows the location of all development type chips placed throughout the Townsville study area during the public workshop and via the interactive website. Participants indicated they would like to see a variety of housing types downtown. They envision a “neighborhood center” style of development that includes multiple condominium/townhouse sites mixed in with the existing and future retail. There is also a large “neighborhood center” development sited on the East Main Street corridor. Participants showed interest in redeveloping sites along the river both north and south of Main Street. This is consistent with Townsville’s Downtown Plan. Participants are interested in more transit oriented

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<sup>1</sup> See Appendix for a description of the development type “chips” used in the exercise.

development near the Metra station. They are also interested in establishing transit oriented development on Bigbox Road, specifically where the train tracks pass under the existing overpass. This site is also nearby a Bigbox Road bus stop. Participants expressed a desire for housing at the existing E.H. Industries site, at the County Building and at the old County Hospital site. Participants envisioned eventual housing opportunities west of Dale Road near the County Forest conservation site and near the Township Recreation Center. Two larger sites near Bigbox Road were identified for housing. The first site is behind the Megamarket grocery store on Village Road where a “residential neighborhood” was envisioned. The second site is at the corner of Bigbox Road and Retail Parkway where a townhouse/condominium development was imagined. The map indicates interest in housing on the far east side of Townsville on Main Street near the planned West Trail project. There was also some minor interest in specific sites within the City’s Core Neighborhood Plan boundaries. The map indicates the desire for retail development on Route 11 as well as some additional retail on Bigbox Road.

- The second community-wide map shows the frequency that any development style chip was placed on a particular site. The majority of chips were placed in downtown Townsville and also along the East Main Street corridor. There was also frequent interest for development west of Dale Road near the intersection of Dale Road and Billings Road. The parcel on Village Road behind the Megamarket grocery store also appealed to many participants as a site for development. The current E.H. Industries site was a frequent target of attention as well as a site on Route 11 near the train tracks. There was also interest from multiple people for redevelopment at the old County Hospital and some sort of development/redevelopment near Green Park.
- The final community-wide map indicates the intention to revitalize or preserve certain areas of Townsville. This input was gathered only at the in-person public workshop. Downtown Townsville was definitively identified as an area of conservation; although the Main Street corridor was identified as an area of potential revitalization throughout downtown and extending all the way to the eastern boundary of the city. A large area in need of revitalization was identified east of Retail Road across the street from the Townsville East housing development. The County Forest conservation area was identified as a major area of preservation, while the area west of the Persinger Recreation Center was acknowledged as a potential revitalization site. All of Townsville west of the river and east of Retail Road was identified as an area of preservation, as was the historic district near the East Main Street corridor. The old County Hospital site was identified as a revitalization parcel.

### ***Focus Area Maps***

- The first focus area map identifies all of the chips placed during the in-person public workshop. Participants expressed their desire for commercial uses on the east and west side of Judson Street as well as on the west side of Madison Avenue on the south side of Main Street. Another parcel, on the western boundary of the focus area site, was designated for retail. Participants conceived multi-family/mixed use development for the majority of the focus area site. Although

not reflected on the map, at the workshop, participants discussed staggering development to contend with the site's significant slope.


## Housing Preference

Question	Response	Percent
What type of housing do you live in?	Single family	81%
	Apartment or condo	3%
	Townhome or duplex	14%
	Other	2%
Do you own or rent	Own	95%
	Rent	5%
In your next move, what types of housing do you see yourself living in?	Single family	61%
	Apartment or condo	11%
	Townhome or duplex	16%
	Other	12%
What type of housing do you imagine most seniors would prefer?	Single family	15%
	Apartment or condo	26%
	Townhome or duplex	52%
	Other	7%
What type of housing do you imagine most young people (under 30) would prefer?	Single family	33%
	Apartment or condo	36%
	Townhome or duplex	27%
	Other	5%
Where do you think new growth and development should occur?	Redevelopment	39%
	Vacant areas	5%
	A mix of the two	57%
How should housing be distributed in the city?	Mixed use buildings in neighborhoods	16%
	A variety of housing in neighborhoods	46%
	Separate housing types by neighborhood	38%




## Demographics

Question	Response	Percent
Age	<25	2%
	25-44	28%
	45-64	37%
	65+	33%
Ethnicity	American Indian	0%
	Asian	0%
	Black or African American	0%
	Native Hawaiian or Pacific Islander	0%
	Hispanic or Latino/a	2%
	White	96%
	Other or choose not to respond	1%
Live and Work	I live in the city	65%
	I work in the city	2%
	I live AND work in the city	27%
	Neither	5%

### Image Preference Survey

Question	Response	Percent
1. How does this building fit the village/city: 	I'd like to see this in my neighborhood	32%
	Not in my neighborhood, but elsewhere in the community	47%
	It wouldn't fit in the city	21%
2. How does this building fit the village/city: 	I'd like to see this in my neighborhood	43%
	Not in my neighborhood, but elsewhere in the community	56%
	It wouldn't fit in the city	1%
3. How does this building fit the village/city: 	I'd like to see this in my neighborhood	69%
	Not in my neighborhood, but elsewhere in the community	29%
	It wouldn't fit in the city	2%
4. How does this building fit the village/city: 	I'd like to see this in my neighborhood	21%
	Not in my neighborhood, but elsewhere in the community	49%
	It wouldn't fit in the city	30%
5. How does this building fit the village/city: 	I'd like to see this in my neighborhood	11%
	Not in my neighborhood, but elsewhere in the community	53%
	It wouldn't fit in the city	35%
6. How does this building fit the village/city: 	I'd like to see this in my neighborhood	34%
	Not in my neighborhood, but elsewhere in the community	49%
	It wouldn't fit in the city	16%

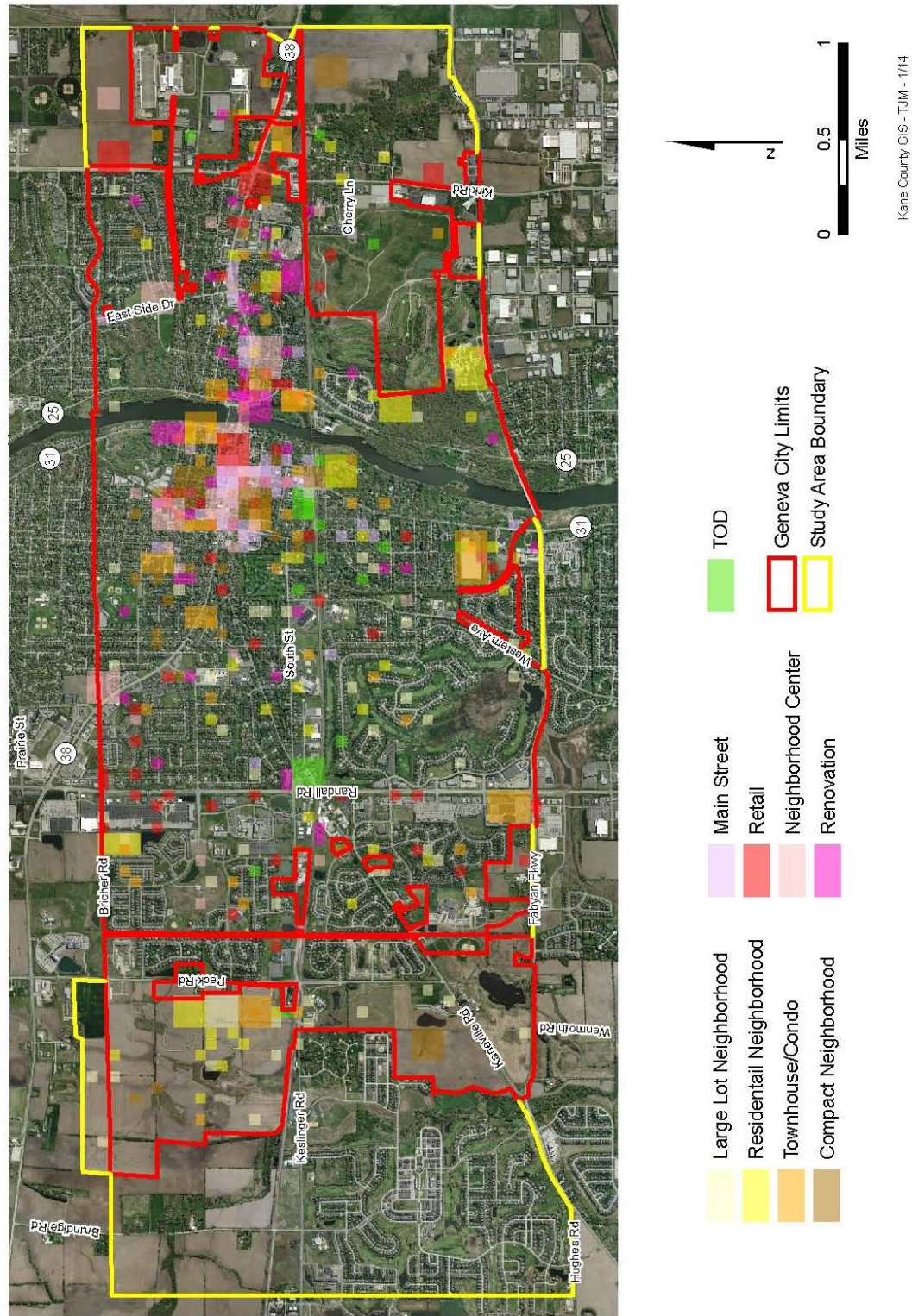
**Image Preference Survey (cont.)**

Question	Response	Percent
7. How does this building fit the village/city: 	I'd like to see this in my neighborhood	28%
	Not in my neighborhood, but elsewhere in the community	53%
	It wouldn't fit in the city	19%
8. How does this building fit the village/city: 	I'd like to see this in my neighborhood	17%
	Not in my neighborhood, but elsewhere in the community	49%
	It wouldn't fit in the city	34%
9. How does this building fit the village/city: 	I'd like to see this in my neighborhood	35%
	Not in my neighborhood, but elsewhere in the community	50%
	It wouldn't fit in the city	15%



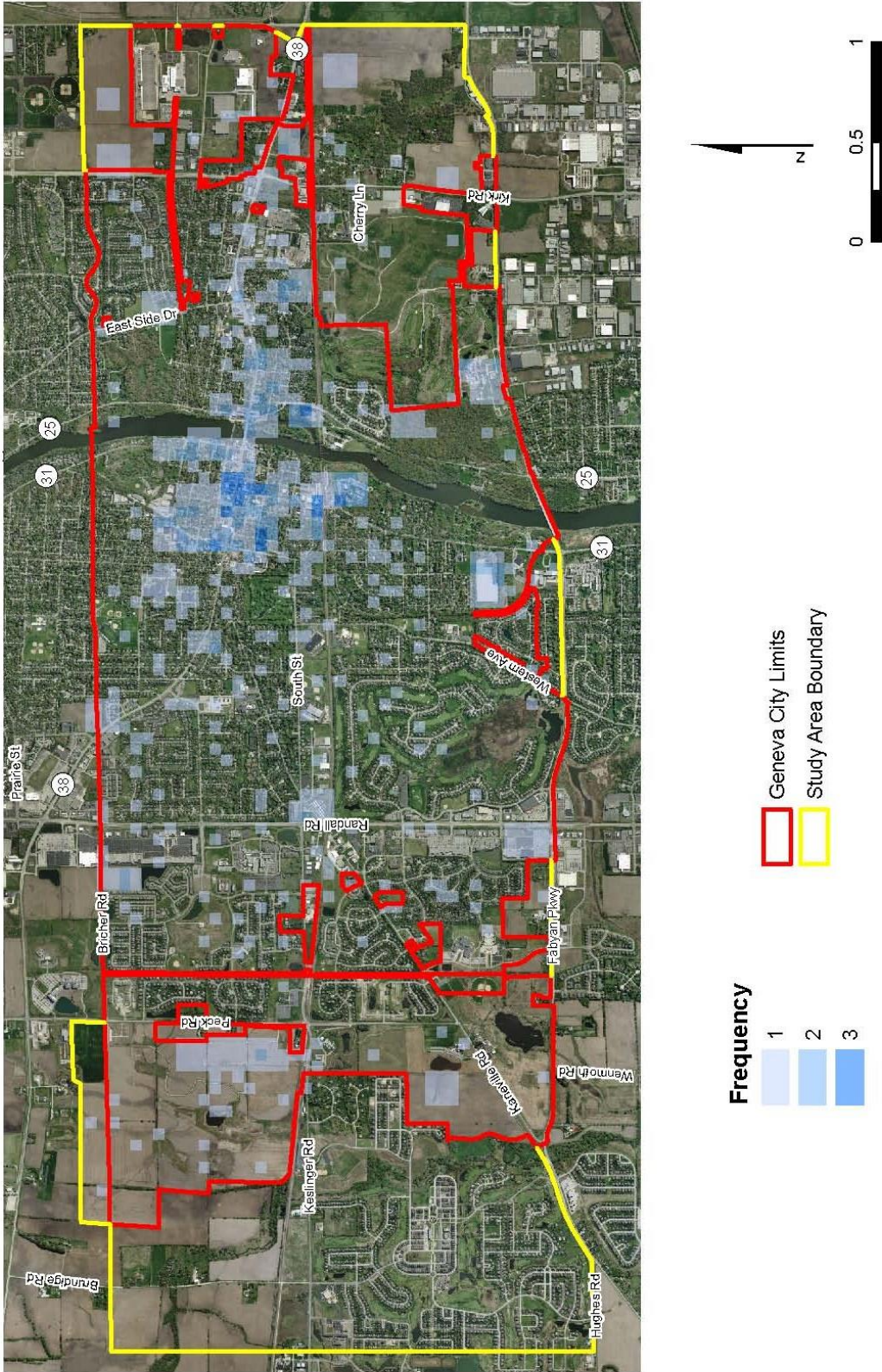
Community-wide Maps

Geneva Study Area - All Chips Placed



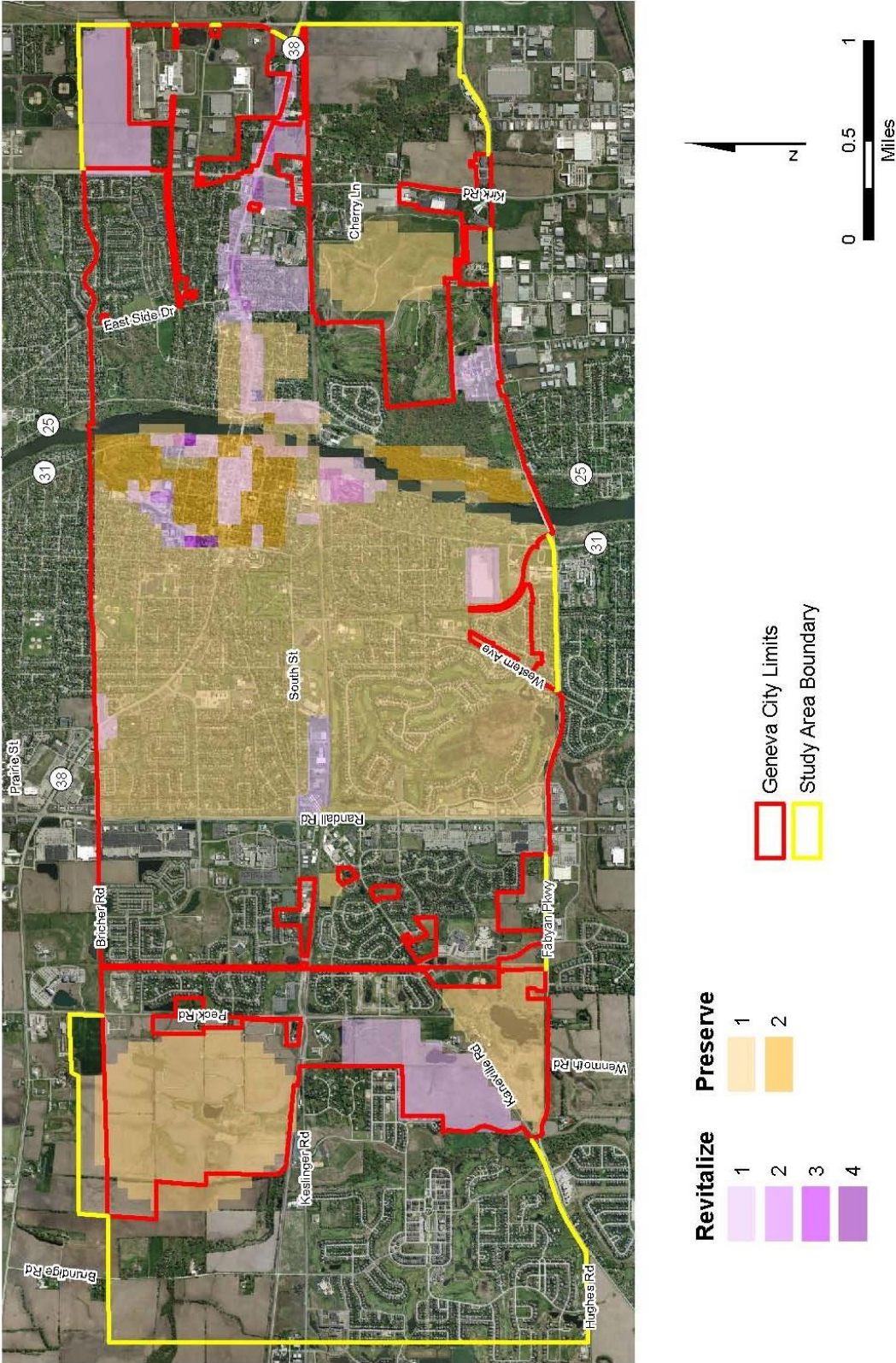


Geneva Study Area - Frequency





Geneva Study Area - Preserve and Revitalize





Focus Area Map

Geneva Focus Area - All Chips Placed



**APPENDIX 1- Development Type Descriptions**

- **Large Lot Neighborhood-** Entirely single-family, detached homes. Large lot neighborhoods are typically isolated or far from employment and retail services. One acre lots and larger characterize this development of very large residences without sidewalks. Travel to and from destinations is usually by automobile travel.
- **Residential Subdivision-** A mix of large and small lot single-family, detached homes and duplexes. Street networks include many cul-de-sacs. Residential subdivisions are designed for automobile travel. Street connectivity and walkability are generally low.
- **Compact neighborhood-** Medium density residential areas comprised of small lot single family dwellings and duplexes. Street connectivity allows for a walkable environment and transit options.
- **Townhome/condo-** Single-family homes with shared walls that may be one or multiple stories. Townhomes and condos may be located on the edges of residential neighborhoods and along major roads.
- **Neighborhood Center-** Small scale, 1 to 3 story mixed-use areas intended to serve nearby neighborhoods with retail, dining, and services. They provide employment, entertainment and housing options such as apartments, condos and townhomes, with small lot single-family homes near the edges.
- **Main Street-** A mix of uses and a connected (“grid”) street network. Main streets are pedestrian oriented. Shared parking allows users to park once and walk to several destinations. Buildings typically stand 2 to 3 stories tall and include townhomes or apartments above storefronts.
- **Retail-** Retail centers provide shopping and services. Buildings are typically located away from the street, with entrances oriented toward surrounding parking lots. Smaller scale retail can be more oriented toward the street or can be arranged like an outdoor shopping mall.
- **Transit Oriented Development (TOD)-** TOD refers to new, usually infill development, along transit lines. Transit development areas are usually pedestrian oriented with a mix of housing, retail and office amenities.
- **Renovation-** Areas with great potential for reinvestment and redevelopment. Infill development will create new small lot single family homes, duplexes and townhomes. Storefronts are improved to create walkable main streets with retail and offices connected to neighborhoods.

**APPENDIX 2- Development Type Chips Placed**

Total Chips Placed 770  
(Excluding Preserve & Revitalize)

Large Lot Neighborhood	62
Residential Neighborhood	86
Townhouse/Condo	148
Compact Neighborhood	85
Main Street	75
Retail	98
Neighborhood Center	93
Renovation	75
TOD	48