

# City of New London Comprehensive Outdoor Recreation Plan

2021-2025





**CITY OF NEW LONDON**

**COMPREHENSIVE**

**OUTDOOR RECREATION PLAN**

**2021-2025**

**Recommended December 1, 2020 by Park and Recreation Committee**

**Adopted December 8, 2020 by Common Council**

Prepared by the

City of New London Park and Recreation Committee

and the

East Central Wisconsin Regional Planning Commission  
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## **ACKNOWLEDGMENTS**

The preparation of the *City of New London Comprehensive Outdoor and Recreation Plan 2021-2025* was formulated by the Park and Recreation Committee with assistance from the East Central Wisconsin Regional Planning Commission.

## **CITY GOVERNMENT**

The Park and Recreation Committee is composed of seven members that meet monthly. The Committee works on planning trails and recreational improvements within the City of New London boundaries.

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Fred Zaug  
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## **CHAPTER 1**

### **INTRODUCTION & PLAN OVERVIEW**



## CHAPTER 1: INTRODUCTION AND PLAN OVERVIEW

### THE CITY OF NEW LONDON

The City of New London is located approximately 15 miles northwest of Appleton and 35 miles west of Green Bay. Most of the City is located in Waupaca County and the remainder is located in Outagamie County. US Highway 45, relocated as a bypass around the east side of the City several years ago, links New London with Oshkosh to south, Appleton to the east and Clintonville to the north. STH 54, an east-west route passing through the northern portions of the City, links New London with Green Bay to the east and Waupaca and Stevens Point to the west. Freight-only rail service is provided by the Wisconsin Central Ltd. Railroad (WCL).

The terrain in New London is relatively flat, with hilly areas located to the east and south. The average elevation within the City ranges from 800 feet above sea level in the central portion to 750 feet along the Wolf and Embarrass Rivers. Several areas east and south of New London reach elevations in excess of 950 feet and have been identified as significant slopes in east central Wisconsin. Outagamie County's Mosquito Hill Nature Center, located about a mile east of New London, occupies much of the area's most prominent topography.

Major developed land uses in New London are commercial, residential and industrial. Most of the commercial establishments are located in the downtown along North Water and Pearl streets and in the Wolf River Mall, which is located just north of North Water Street. Other clusters of commercial development are located along Business 45 north of STH 54 and near the southern entrance to the City.

Residential areas exist throughout the City, but most of the residential development is located south of the Wolf River. Most of the City's newer residential areas are found in the southern and southwestern portions of New London. With the construction of a new high school in this area, continued residential growth can be expected. Residential growth has also occurred in the extreme northwestern part of the City, where a mobile home park, single family homes and multi-family residences have developed. Pockets of multi-family development also exist in older residential areas in the southeastern and southern portions of New London.



*Hatten Park Stadium*

New London has long been known for its strong industrial base. Tyson Foods, which is located just to the southeast of the City in the Town of Horton, and most of New London's other larger industries, which are located in the City's nearby industrial park, are the backbone of its employment base. Older industrial development is found along the south bank of the Wolf River in the central portion of the City and along the WCL tracks on the City's north side

## RECREATION PLANNING IN NEW LONDON

Comprehensive recreational planning has guided the growth and development of New London's park system for some 35 years. The City's first plan, entitled *Comprehensive Plan for New London*, was prepared in 1964 by Candeub, Fleissig and Associates. General references to parks and recreation were also made in comprehensive plan updates prepared by Gary L. Peterson and Associates in 1974 and 1980. Other plans include the *New London Recreation Plan and Program* (1975), the New London component of the *Waupaca County Outdoor Recreation Plan* (1978), the *New London Rivers Beautification and Improvement Plan* (1978) and the *New London Open Space and Recreation Plan* (1985 and 1989). An updated draft copy of the Open Space and Recreation Plan was developed in 1999, however was never adopted. The last Comprehensive Outdoor Recreation Plan was adopted in 2009. Several of the plans were prepared with assistance from the East Central Wisconsin Regional Planning Commission.

These plans have provided New London with a useful tool to monitor changing recreational needs and undertake projects needed to maintain and upgrade its park system. In recent years, they have reflected the increasing awareness of local citizens in the value of protecting and utilizing the City's extensive riverfront. They have also provided the City with an opportunity to compete for matching funds through DNR-administered (Stewardship) grant programs, enabling the City to undertake park and open space acquisition and development projects. Over the years, the City has been awarded funds to help construct the softball diamonds and restroom building at Memorial Park, resurface the Pfeifer Park tennis courts, undertake shoreline improvements along the Embarrass River at Pfeifer Park (Golden Sands RC&D funds), upgrade the launching facilities at Riverside Park and to create a new riverside walking trail with handicap accessible fishing piers at Bernegger River Walk in 2009.

## PLAN PURPOSE AND PROCESS

The purpose of this plan is to develop an updated five-year and long-range action program that can continue to guide the growth of New London's park system as the community grows and changes. As a prelude for deriving the action program, the plan inventories existing parks and facilities, determines deficiencies and surpluses within the system, and identifies future recreational needs. These serve as the cornerstone for formulating general and site-specific recommendations, which provide the basis for all projects included in the action program. A second purpose of the plan is to satisfy the mandates of available funding programs. Among these mandates are requirements that all funded projects must be clearly identified and justified in current plans to qualify.



Krostue Park Sign

The success of any type of local planning effort is often dependent on the involvement, support, and active participation of community residents in the plan's preparation. To ensure that a diverse spectrum of citizen viewpoints and concerns contributed to the plan's development, a broad base of citizen support and input was solicited from individuals representing a variety of interests through an online survey. Among the groups contacted were Senior Citizens, Jaycees, Youth Athletics, and the physically handicapped. Persons representing the business community and educational systems were also involved in the plan's preparation. Within the City government, this plan was prepared and approved by the City of New London Park and Recreation Committee, and adopted by the Common Council.

## VISION

*New London's system of well-designed and maintained parks, waterway, and recreation facilities are central elements to the community's wellbeing, active lifestyles and identity.*

*These places and the experiences they offer provide wide ranging benefits for residents and visitors, while preserving green space and strengthening the local economy.*



*Wolf River Boat Launches*

## THE VISION FOR THE PARK SYSTEM

Throughout the park system planning effort, New London residents and employees made it clear how much they valued the parks, greenways and recreational resources the City already has in place, and how central these resources are to the City's identity. People also articulated many ideas about how the system could evolve into an even more vital component of livability, health, and economic competitiveness. Many people contributed to the development of the park system vision, participating over the course of the planning project through the online survey.

## PLAN DEVELOPMENT PROCESS

The CORP was developed in four phases, as depicted in Figure 1. The City of New London provided opportunities for the public to weigh in during each phase.

### Phase I - Where Are We Now?

Phase I provided a foundation for the planning process by documenting the condition of the existing park system, and getting feedback from the public and other entities on the strengths and challenges of the existing system through an online survey.

### Phase II - Where Do We Want To Be?

In Phase II, a variety of public involvement activities were designed to show community preferences and desires. These preferences were then incorporated into the technical analysis of needs, influencing the analysis factors. The results of these assessments were documented in the Needs Assessment Chapter 4, addressing the broader park system and facilities. In Phase II, a draft vision that captured the Phase I themes was also incorporated within this plan.



*Bernegger Trail Picnic Area*

### Phase III - How Do We Get There?

Building on the work of Phases I and II, ECWRPC began developing recommendations and plan elements in support of the community's vision. Throughout this phase, the Parks and Recreation Commission, City staff, and the general public were all involved in refining the plan elements.

### Phase IV - Documentation and Adoption

In the final phase, the full draft Comprehensive Outdoor Recreation Plan was refined through the City's adoption process, including public, and City Council review.

**Figure 1-1: Plan Development Process**

#### Four Phase Process Summary







## **CHAPTER 2**

### **GOALS AND OBJECTIVES**



## CHAPTER 2: GOALS AND OBJECTIVES

### GOALS AND OBJECTIVES

The following goals and objectives were developed to serve as a guide for the type of park and recreation system New London residents would enjoy. The goals are stated as desirable conditions to strive for in the future. They are common ideals of the community that can be achieved through the actions of government leaders, private organizations, and individual citizens. Objectives specify in greater detail how these desired goals can be achieved. Together, the goals and objectives provide a basis for establishing city policy regarding the planning, acquisition and future development of park and recreation facilities.

The following goals are developed from seven SMART Goal categories:

1. Health & Fitness
2. Variety of Activities
3. Conservation
4. Accessibility & Design
5. Partnerships
6. Cost Effectiveness
7. Quality of Life



The following goals and objectives were developed by reviewed support from the City of New London Parks and Recreation Committee and City staff at the November 2, 2020 Park and Recreation Committee meeting. A Smart Goal visioning session was initiated to develop new ideas and items that can better the overall parks system. They are intended to serve as a guide for creating the type of park and recreation system the City's residents would enjoy.

The goals are stated as desirable conditions to strive for in the future. They are common ideals of the community that can be achieved through the actions of government leaders, private organizations, and individual citizens. Objectives specify in greater detail how these desired goals can be achieved. The goals and objectives provide a basis for establishing City policy regarding the planning, acquisition and future development of park and recreation facilities and are correlated with the SMART Goal categories.

**GOAL #1: To establish a community-wide system of parks, open space, and park facilities that will provide all residents of New London with adequate recreational opportunities.** (*Health, Variety, Accessibility, Quality of Life, Partnership, and Cost*)

#### Objectives:

- Improve safe access to all parks and recreation facilities by complying (through redesigning) with ADA requirements. (pedestrians, bicyclists, and motorists)
- Develop multi-use recreational facilities when such uses are compatible or seasonal in nature so that benefits from expenditures for recreation can be maximized.
- Design active and passive recreational areas and facilities that can be utilized by elderly and handicapped citizens (recreation for all).

- Further develop the City's trail system and encourage the expansion of multi-use regional trails that connect into the City's trail system.
- Research a bicycle pump track for the space behind Floral Hill Cemetery.
- Establish a written plan for further major maintenance or facility improvements for all park facilities.
- The support (through donations, sponsorships or in-kind contributions) of community groups service organizations, businesses or individuals as a way of funding and/or undertaking improvements benefiting the City of New London.
- Develop a recreational opportunity in the northwestern part of the City to fill in the need of those residents not served by a park, particularly the nature area property.

**GOAL #2: To offer recreational programming and acquire services that meet the needs of all New London residents.** (*Variety, Health, Partners, Cost, Quality of Life*)

**Objectives:**

- Maintain program reciprocity with the surrounding communities.
- Whenever cost effective or practical, implicate program partnerships with neighboring recreation departments or like organizations.
- Annually evaluate recreational programs based on trends of the community.
- Add to the programs and market them to residents based on changing trends.

**GOAL #3: To facilitate and support the development of a comprehensive system of bicycle and pedestrian trails and routes through the City.** (*Health, Variety, Accessibility, Partners, Cost, Quality of Life*)

**Objectives:**

- Work jointly to develop recreational trails and on-road bicycle and pedestrian accommodations to achieve linkages within and on the outskirts.
- Seek the support (through donations, sponsorships or in-kind contributions) of community groups and service organizations as a way of funding and/or undertaking trail improvements benefiting the City of New London.
- Strategize for safe passage to schools and the parks within the City by offering clearly marked on-street and off-road routes. (Safe Routes to School and Safe Routes to Parks programs)

**GOAL #4: To facilitate and support the development of the public riverside green space and habitat restoration on the shorelines of the Wolf and Embarrass Rivers. (Conservation, Partners, Health)**

**Objectives:**

- Promote and endorse efforts to improve the rivers' water quality and navigability.
- Encourage efforts directed at improving both the visual and physical characteristics of the shorelines through sound environmental and engineering practices.
- Take advantage of opportunities to expand and develop public access and other facilities that further encourage boating, fishing, canoeing, kayaking and other water-related uses of the rivers.
- When developing river-oriented recreational facilities, recognize that the Wolf River plays an important role in attracting visitors to the New London area, who contribute significantly to the City's economy. Work with the Chamber of Commerce on marketing events and what the City has to offer. (tourism base)
- Develop water-oriented recreational based activities through the department to encourage fishing, tubing, canoeing and kayaking. (silent sports, water trails)

**GOAL #5: To encourage cooperation with adjacent municipalities, the New London School District, Local Groups and organizations to maximize the cost-effectiveness of providing open space and recreational facilities.**

**Objectives:**

- Work jointly to avoid unnecessary duplication of facilities and programs and see equitable ways of sharing the burden for acquiring, developing and maintaining parks and other recreational facilities.
- Work jointly with local sport/service clubs to improve and expand indoor and outdoor recreational facilities.
- Solicit the support of community groups and service organizations as a way of funding and/or undertaking improvements benefiting residents of the City.

**SMART GOAL BUILDING PROCESS**

In conducting the goal building exercise with the Park and Recreation Committee on November 2, 2020 members were asked to give their rating on a scale of 1-10 and also their rationale for the topics in the seven categories. An overall average score for all categories rated the City's Park System at a **7.9 with 10 being** the highest rating. The results are listed below:

**Table 2-1: Smart Goal Building**

<b>Topic</b>	<b>Average Assessment Score (1-10)</b>	<b>Reasons and Rationales</b>
<b>Health &amp; Fitness</b>	7.7	Variety of Adult and Senior Programs, great exercise programs, more on diet and mental health may be needed. Providing economical ways to stay active is important for community health. Lots of opportunities and ample facilities – pool, fitness center, sidewalks, need more trails many park spaces.
<b>Variety of Activities</b>	7.78	Summer season offers a great variety, need more for off season, lots of programming but weak marketing. Offerings to people with different interests. Lots of potential in our City Parks for both winter and summer months! Some activities are limited. Tennis, golf, baseball and fishing.
<b>Conservation</b>	7.86	Tree and Bird City USA, keep our eye on invasives and natural areas. More clean-up needed, replacing trees, important but not as prevalent in urban park settings. The rivers and Sturgeon Trail (county owned) have much to offer for education for our youth. Good but could do more for our land. Northwest part of city, nature area access.
<b>Accessibility and Design</b>	7.71	New playgrounds are great and do our best with our older facilities, accessible programming and utilization by variety of people with needs as well as age groups. Registration process could be reevaluated, great green spaces, ball fields, etc. Required through ADA to upgrade and create accessible facilities. Difficult to find advertisement for events. ADA is in progress, need a plan for behind Floral Hill Cemetery Central locations for most activities.
<b>Partnerships</b>	8.28	We have good relationships with all our service groups and clubs. Mosquito Hill is a great partner through Outagamie County, we have experienced great partnerships with our local nonprofits businesses that have made drastic improvements in our parks. Potential to coordinate more with our schools to get kids interested in the community, our green space, and rivers, e.g..DNR and county on Newton Blackmour Trail, ADA Playground build project.
<b>Financial / Cost Effectiveness</b>	7.86	All divisions are very aware of their budget. Important to keep balanced as costs go up. Need to find more private funding for niche activities. Utilize more community service volunteers to complete the work.

<b>Quality of Life (Leisure, Travel, Fun, Material)</b>	7.86	Chamber of Commerce was nominated for Quality of Life awards for at least 2 years running 2019-2020, boating, fishing, skiing, all season sports, again promotion of all needed. Important to keep attracting new residents and tourism for economic development. More activities and facilities focused on mental health because of COVID-19. Abundant natural resources, kayak and canoe launches, relaxed atmosphere, rural based city.
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\*Average scores for each category were calculated from the seven Park Committee Member responses on their vote from a 10 scale. 7.9 is the overall average for all categories.

**Table 2-2: Smart Goal Ranking Scores**

Topic	Scores						Avg
Health & Fitness	7	8	8	8		8	7.67
Variety of Activities	7	8	7	10	7.5	8	7.79
Conservation	7	8	6	10	7	8	7.86
Accessibility and Design	7	8	9	8	7	7	7.71
Partnerships	8	8	10	8	8	8	8.29
Financial / Cost Effectiveness	8	8			8	7	7.80
Quality of Life	7	8	8	8	8	9	7.86
Total average for all categories							7.9

## S.W.O.T. ANALYSIS RESULTS

A S.W.O.T Analysis (S = Strengths, W = Weaknesses, O = Opportunities, and T = Threats) was also performed with Park and Recreation Committee members to gather more insight on recommendations and what the goals and objective should entail for the next five years and beyond. Those results and compiled responses are shown below:

## **STRENGTHS**

**What unique recreational resources does the City have? What do others see as your City's recreational strengths?**

- The Wolf and the Embarrass Rivers are the main strengths and bring a great number of fishermen and weekend pleasure boaters to the area.
- Hatten Park, with its outdoor shelters and green space, disk golf, horse shoe pits, tennis courts, and walking trails is one of the prettiest hidden gems in the city.
- The community is fortunate to have the NL Community Pool.
- Cottrill Field at Hatten, Memorial Park and Pfeifer Park ball diamonds important for the Baseball leagues
- NL River Trail
- Strong park and rec system for the size of the city, many and well maintained
- Water access
- Indoor Municipal Pool
- Indoor Gymnasium and Senior Center
- Aesthetically pleasing areas
- Fishing and Boating
- Nature areas
- Extensive park system – good variety
- Surrounding options with waterways such as tubing (Little Wolf River at Fleese's and canoeing, fishing (Wolf River Trips Campground)
- Thern Farm gaining interest as a historic site and event space
- Aquatic and fitness Center
- Senior Center, Gym, Activity Room
- Variety of Adult and Senior programs
- Day Camp
- Senior Transport System

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## **WEAKNESSES**

**What could the City improve its parks, rec facilities, etc.?**

**Where do you have fewer facilities than others?**

**What are residents likely to see as recreational weaknesses?**

- The downtown area is in need of revitalization so that boaters, residents, and visitors will want to shop, eat, and hang out in the City and spend their money.
- Hatten Park needs some improvements:
- Walking trails in need of clean up and repairs
- Stone wall
- Volleyball Court
- X-Country Ski Trails could be groomed and advertised
- Space requirements for specific activities, e.g. soccer
- Tennis court refurbishment needed
- Restrooms
- ADA Improvements
- More silent sports biking, kayaking, etc.
- Programming scheduling conflicts
- Lack of facilities on the City's northside
- We are working on weaknesses with trails Newton Blackmour Trail extensions
- Could use a new common building in Hatten Park (Rec Center)
- No water or restrooms at Dog Park
- Vandalism causing parks to close
- Lack of Trails
- Program numbers low
- Need to show value of park system
- Better alternative to Ignite Building
- More space for programming at aquatic and fitness center
- Youth programs and instructors / day camp supervisors (expertise)



## **OPPORTUNITIES**

**What recreational opportunities does the City promote?**

**What recreational trends could you take advantage of? How can you turn your rec strengths into opportunities?**

- More biking trails that are safe and not on road connecting our parks, area schools and businesses in the north part of the City. Nature Area and behind Floral Hill Cemetery
- Need to market the pool more and get the community excited about the facility. Possibility of a Life Guarding class for high school students for credit?
- Community wide cleanup events get schools involved
- Community Service Opportunities
- Boating and Fishing areas
- Marketing and advertising of almost everything
- Adult team sports are declining but silent and individual activities are increasing
- Skatepark competitions – fun events
- Events to involve the community – scavenger hunts, contests
- Business promotions
- Program guide is seasonally promoted for all programs, facilities and rentals
- Tap into more of the natural resources in the area with highlighting the river and working with the tourism committee through the Chamber of Commerce Programming on the river, kayak lessons, water safety courses. More youth fishing events and programs.
- Silent sports are trending while team sports are declining right now. Look for options to offer for individual sports, events, or leagues. Kayaking course or competition.

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## **THREATS**

**What threats are harming the City's recreational areas?**

**What is your competition doing better in their parks?**

**How are the City's weaknesses being a threat to the parks and rec department?**

- Budget shortfalls
- Increasing Expectations
- Social Media Critics
- Unfunded Mandates
- Competition into private funds and sponsors
- Aging Facilities
- Nature areas and land that could be developed that are just sitting there because of access.
- Limited Trails
- Lack of winter activities
- Soccer net setups
- Failure to connect to all age groups with events
- Parks are located close together
- Limited Staff to accomplish maintenance
- Doing more with less staff and money
- Programs and facilities need to show the community the value of the what is being offered. Department priorities as far as tax payer dollars. (Economic Impact Study) to show worth.
- Need more or better trained part time staff as well as seasonal staff to run the variety of programs.

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## **CHAPTER 3**

# RECREATIONAL RESOURCES



## CHAPTER 3: RECREATIONAL RESOURCES

### RECREATIONAL RESOURCES AND FACILITIES

#### Current Recreational Facilities

Over 280 acres (280.60) of public parks and other open space areas are available to City of New London residents (Map 1). This acreage includes 16 parks/open space and over 4 miles of trails including the Bernegger Riverwalk operated and maintained by the City of New London Parks and Recreation, Department. This does not include the school sites maintained by the New London School District; parochial schools, and the Mosquito Hill Nature Area (403 A), Mukwa State Wildlife Area (1,118 A), and Wolf River Fishery (177 A) that serve the Greater New London community.

**Table 3-1: Existing Park and Recreation Acreage\***

Name	Acres	Class
Hatten Park	120.00	CP
Krostue Park	23.00	CP
Memorial Park	13.00	CP
Pfeifer Park	9.40	CP
Anchor Park	0.20	MP
Mini Park	0.20	MP
St. John's Park	0.40	MP
Taft Park	0.40	MP
New London Nature Area	94.00	NA
Abraham Park	3.30	NP
Franklin Park	1.30	NP
Bernegger River Walk	1.10	SF
Jaycee's Dog Park	3.00	SF
Old Settlers Park	5.50	SF
River Trail Park	1.80	SF
Riverside Park	5.00	SF
<b>TOTAL ACRES:</b>	<b>281.60</b>	

*\*Acreage calculations taken from Outagamie and Waupaca Counties parcels database GIS layer. Data includes full parcel ownership acreage with structures. Type Code: CP = Community Park, NP = Neighborhood Park, MP = Mini-Park, NA = Nature Area, and SF = Special Facility*

#### Existing Park Descriptions by Type

##### Community Parks (CP)

##### Hatten Park:

Park Type: Community  
Location: 801 Werner-Allen Blvd  
Acreage: 120.87



Hatten Park Stadium

**Features:**

Hatten Park is located west of Werner Allen Boulevard in the southwestern portion of the City. This 120+ acre site provides a broad range of both extensive/passive and intensive/active outdoor recreational opportunities. Among facilities providing intensive/active opportunities is a lighted stadium, which is used for baseball and occasional concerts/special events. The stadium complex also includes restrooms, storage space, a concession stand, and bleacher seats. Other park facilities include a second baseball diamond, a Little League diamond, a basketball court, four tennis courts, a disk golf course, a variety of conventional playground equipment, and running (walking)/snowmobile/cross country ski trails. Over half of the park's acreage has been left in its natural state with the only development being the trail system that runs through it. This area provides ample opportunity for extensive/passive recreation. Another area that can be used in this manner is the large open space located just north of two of the three shelter facilities. The three shelters all have restrooms and are available to the public from mid-April 15 to the end of October. Parking for approximately 250 vehicles is available in the park.

**Memorial Park:**

Park Type: Community

Location: 800 Montgomery Street

Acreage: 13.0

**Features:**

Memorial Park is a 13-acre site located between Montgomery Street and the Wolf River in the eastern portion of the City. This park was developed as a memorial to New London's Vietnam War veterans. Facilities include two lighted softball diamonds with bleachers, a sand volleyball court, skate park, as well as, conventional and modular playground equipment. Complimentary facilities include a concession stand and restrooms. Open space areas adjacent to the Wolf River provide opportunities for passive recreation. Parking for approximately 200 vehicles is available in the park. The New London Historical Village, which features several restored historical buildings and an old caboose, is also located in the park.



Skate Park

**Pfeifer Park:**

Park Type: Community

Location: 529 Burton Road

Acreage: 9.4

**Features:**

Pfeifer Park is located between Waupaca Street and the Embarrass River in the northern portion of the City. Intensive/active opportunities are provided by lighted tennis courts, a basketball court, three Little League diamonds and conventional playground equipment. Other facilities in the park include a paved pedestrian trail, two sitting areas, and a picnic area with shelter and restrooms (available from mid-April 15 to the end of October). The Embarrass River shoreline has been riprapped in the park to control erosion and facilitate streambank fishing and sitting. Parking for approximately 100 vehicles is available in the park. This park is a great community asset.

**Krostue Park:**

Park Type: Community  
Location: 411 Elm Street  
Acreage: 23.0  
Features:

Krostue Park located at the corner of Elm and North Street has a baseball diamond, playground equipment and picnic tables for neighborhood residents. Most of the 23-acre park however has been left in an undeveloped natural state.

**Neighborhood Parks (NP)**

**Abraham Park:**

Park Type: Neighborhood  
Location: 1801 S. Pearl Street  
Acreage: 3.3  
Features:

Abraham Park includes seasonal restrooms, playground equipment, picnic tables and benches a ball diamond, basketball courts, and 2 tennis courts to serve the southeast neighborhood.



Abraham Park

**Franklin Park:**

Park Type: Neighborhood  
Location: 500 Division Street  
Acreage: 1.3  
Features:

Off of Division Street Franklin Park offers seasonal restrooms, picnic areas, playground, shaded woods, flower garden, trails and handicap accessibility.

**Mini-Parks (MP)**

**Mini Park:**

Park Type: Mini  
Location: 521 N. Water Street  
Acreage: 0.2  
Features:

This park offers a small area to enjoy the shade and offers a flower garden as well handicap accessibility and benches.



**Taft Park:**

Park Type: Mini

Location: 400 N. Water Street

Acreage: 0.4

Features:

The square is a small green space parcel that has a flower garden, picnic area, and benches downtown by the river. It shows the history of the City and also hosts the memorial monument, military service flags, and veteran brick pavers.



Taft Park Veteran's Memorial

**St. John's Park:**

Park Type: Mini

Location: 112 N. Water Street

Acreage: 0.4

Features:

This small green space has a picnic area next to the river and is across from the 1<sup>st</sup> State Bank. It provides businesses a place to recreate downtown.

**Anchor Park:**

Park Type: Mini

Location: 100 W. N. Water Street

Acreage: 0.2

Features:

This green space is located downtown on the corner of Pearl and N. Water Streets and offers a link to the river walkway and handicap accessible dock.



Anchor Park

**Nature Area (NA)**

**New London Nature Area:**

Park Type: Nature Area

Location: 800 Partridge Drive

Acreage: 94.0

Features:

The area has plenty of woods and open space on its 94 acre plot. Cedar Creek flows through the undeveloped area with a private Trout Farm on the west side. This land is adjacent to the Wolf River State Fishery Area located in the northwest part of the City.



Nature Area



Table 3-2: Park Matrix of Facilities

City of New London Parks and Recreation Facilities*		Acres		Baseball Diamond	Basketball Court	Benches	Boat Docking	Boat Launch	Canoe \ Kayak Launch	Concessions Stand	Concerts \ Events	Disc Golf Course	Dog Park \ Pet Areas	Fishing Piers	Flower Gardens	Handicap Accessible	Hiking\X-Country Ski Trails	Historic Site	Horseshoe Pits	Ice Skating Rink	Natural Area \ Woods	Open Space	Parking Area	Picnic Area	Picnic \Events Sites (Reservable)	Playground	Restrooms	Skateboard Park	Shelter (Rental)	Shoreline Fishing	Sledding	Shade	Soccer Field	Tennis Court	Walk \ Bike Trails	Volleyball Court
Hatten Park	120.00	2	3																6							2	S		2				2	4		2
Krostue Park	23.00	1																									S		2				2			
Memorial Park	13.00	2L																									S	1								2L
Pfeifer Park	9.40	3																									S							2L		
Anchor Park	0.20																																			
Mini Park	0.20																																			
St. John's Park	0.40																																			
Taft Park	0.40																																			
New London Nature Area	94.00																																			
Abraham Park	3.30	1																									S							2		
Franklin Park	1.30																										S									
Bernegger River Walk	1.10																																			
Jaycee's Dog Park	3.00																																			
Old Settlers Park	5.50																																			
River Trail Park	1.80																																			
Riverside Park	5.00																			L											L					
Total Park Acres	281.6																																			
Trail System Miles	4.28																																			

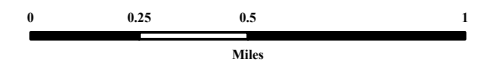
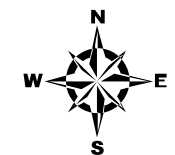
CP = Community Park, NP = Neighborhood Park, MP = Mini-Park SF= Special Facility L = Lighted Facility  
\*Does not include terraces, boulevards, and other green space throughout the City.

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# Map 1 Parks and Trails City of New London

- |                        |                           |
|------------------------|---------------------------|
| 1 Abraham Park         | 9 Mini Park               |
| 2 Anchor Park          | 10 New London Nature Area |
| 3 Bernegger River Walk | 11 Old Settlers Park      |
| 4 Franklin Park        | 12 Pfeifer Park           |
| 5 Hatten Park          | 13 River Trail Park       |
| 6 Jaycee's Dog Park    | 14 Riverside Park         |
| 7 Krostue Park         | 15 St. John's Park        |
| 8 Memorial Park        | 16 Taft Park              |

- Existing Trail
- - - Planned Facility
- Sidewalk
- Park



Source:  
Parks created from parcel data and trails provided by the City of New London.  
Boat access sites provided by Wisconsin DNR. Building footprints downloaded from OpenStreetMap. Base data provided by Regional Counties 2020.

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### **Special Use Parks and Facilities (SF)**

#### **Bernegger River Walk:**

Park Type: Special Facility

Location: 103 S. Pearl Street

Acreage: 1.1

Features:

The river walk has boat docking, shore fishing and fishing piers with green space.



River Walk

#### **New London Jaycee's Dog Park:**

Park Type: Special Facility

Location: 740 River Road

Acreage: 3.0

Features:

North of the river lies 3 acres of open area that allows for a dog park. The area is fenced off for small and large dogs and offers an agility training area with a parking lot. The New London Jaycee's sponsored the park.



Dog Park

#### **Old Settler's Park/New London Pool:**

Park Type: Special Facility

Location: 815 W. Washington Street

Acreage: 5.5

Features:

A green space is located in front of the indoor swimming pool building and is sometimes utilized as an ice-skating rink in winter. The pool and park are located just down the street from the middle school on the corner of Washington and Oshkosh Streets.

#### **Riverside Park:**

Park Type: Special Facility

Location: 1215 W. Wolf River Avenue

Acreage: 5.0

Features:

This park is located along CTH X next to the Wolf River and green space and parking. In the spring or during events this park gets lots of use by anglers. A small sledding hill and ice-skating rink is located across the street.

### **River Trail Park:**

Park Type: Special Facility

Location: 205 S. Shawano Street

Acreage: 1.8

Features:

The River Trail Park is located on the south side of the Wolf River. The trail extends down the shoreline and incorporates a gazebo, sitting areas and a flower garden. Shoreline fishing is available.

### **New London Trails System:**

New London's extensive 4 mile + trail system links many of the parks in the City. Connections are on-road, off-road paved, sidewalks, and limestone base, giving walkers and bicyclist a wide variety of choices. The Newton-Blackmour State Trail links the City northeast to Shiocton, Black Creek, and Seymour. This was a rails to trails initiative.

## **SCHOOL FACILITIES**

### **New London High School**

On just over 55 acres of land, the New London High School, is located just off of Klatt Road and County Highway W. Additional recreational facilities on the campus include a running track, football field, ball diamond and soccer field.

### **New London Middle School**

New London Middle School is located off of Paint Street next to the administration offices. It hosts students from 6<sup>th</sup> to 8<sup>th</sup> grade. The school has many athletic programs. Cross Country, Volleyball, Basketball and Wrestling are among the sporting activities. There are a little over seven acres of green space with a swing set area and obstacle course on the site.

### **Elementary Schools**

Four elementary schools exist within the New London School District. These are Lincoln, Parkview, Sugarbush, and Readfield. These schools have play yards, and green space for soccer and baseball.

### **Parochial Schools**

A limited range of recreational opportunities is available at each of the City's two parochial schools, Emanuel Lutheran and Most Precious Blood Catholic School. These sites can be considered as neighborhood rec lots, serving residents of the immediate area. Facilities typically include play equipment and hard surface play area.

## NATURAL RESOURCE AREAS

### State Owned

#### ***Mukwa State Wildlife Area<sup>1</sup>***

The Wildlife Area is managed by the Wisconsin DNR, and exhibits over 1300 acres of wooded marsh land. The property is located just west of the City of New London off of County Highway X. A small parking area is off of Jennings Road and on the south side of CTH X for boaters and anglers as well as trail walkers to access the Sturgeon Trail.

#### ***Wolf River Fishery Area***

The Wolf River Fishery Area is located in just west of New London and east of Northport. Current state ownership is 193.21 acres. The property consists of 3 small parcels on the north side of the Wolf River. State Hwy 54 and a railroad corridor traverse the site. Most of the property consists of floodplain forest of silver maple, green ash, and swamp white oak, with a terrace forest supporting some more mesic species such as basswood and red oak.

The FA provides spawning habitat for Northern pike, panfish, and suckers, as well as walleye, especially in high-water years. Currently no developed recreational facilities exist on the property and access is limited.<sup>2</sup>

### County Owned

#### ***Mosquito Hill Nature Area***

The Mosquito Hill Nature Center is open year-round with both indoor and outdoor opportunities on 441 acres adjacent to the Wolf River. Inside are natural history exhibits, hands-on displays, a gift shop, themed classrooms, meeting rooms, and a library. The facility is just east of New London, Wisconsin in Outagamie County.

A trail system for hiking or walking includes three miles of developed trails with a loop to scenic vistas on one of the highest elevation points in the area. The All People's Trail is a paved trail (.6 mile one-way) for more accessible wheelchair access.



Mosquito Hill Entrance

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<sup>1</sup> [https://dnr.wi.gov/topic/lands/WildlifeAreas/New\\_London.html](https://dnr.wi.gov/topic/lands/WildlifeAreas/New_London.html).

<sup>2</sup> <https://dnr.wi.gov/topic/Lands/fisheriesareas/2960wolfriver.html>.



### ***Wolf River Sturgeon Trail***

The Wolf River Sturgeon Trail is just west of the City and runs along CTH X and the Wolf River from Big Eddy Road to the Mukwa State Wildlife Area for about a half mile. Sturgeon spawning draws many visitors along the river in the spring.



Sturgeon Trail

### ***Wolf River Shore Fishing Area***

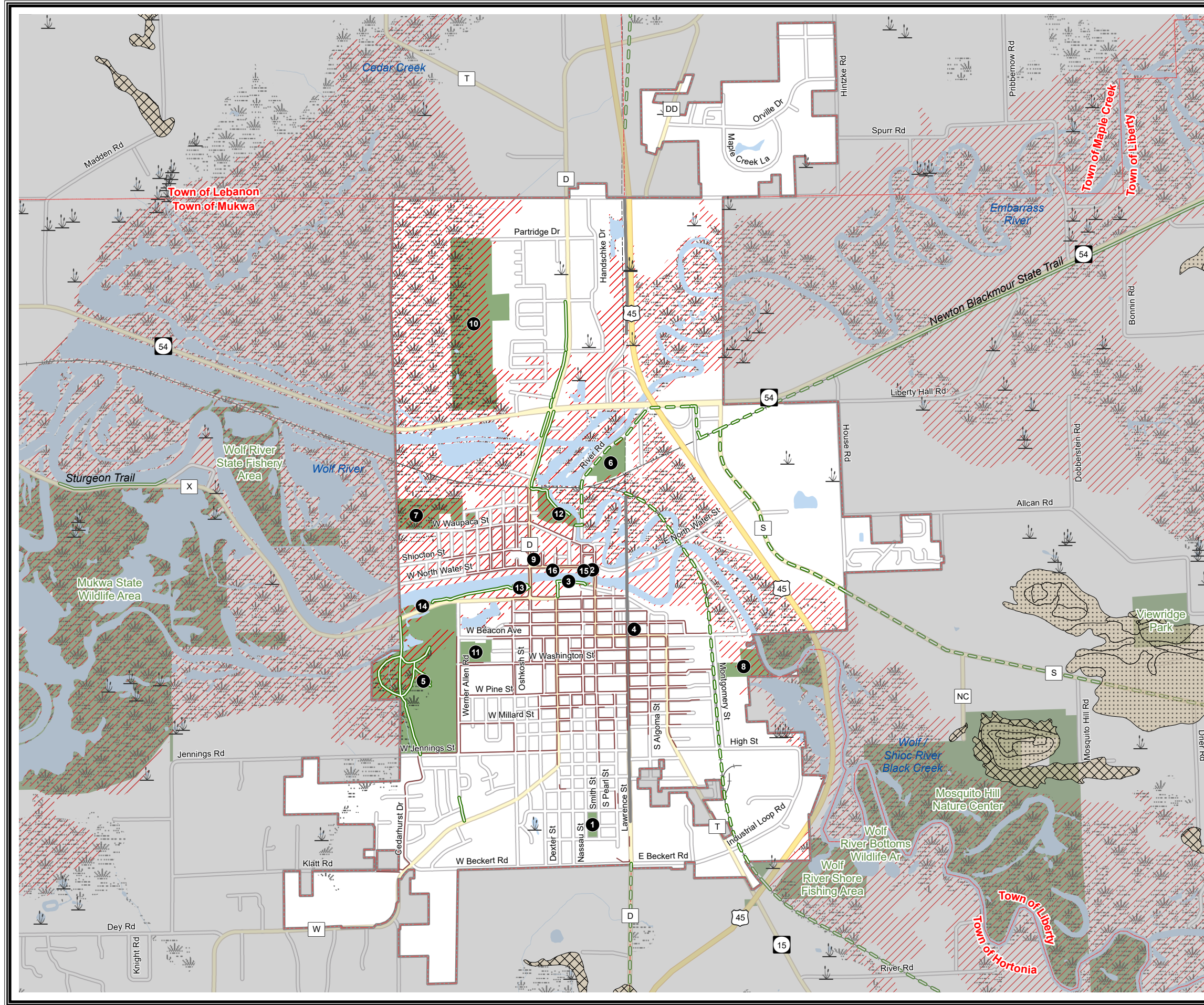
These 2 acres offer shoreline fishing at the Wolf River with a handicap fishing platform and small parking area. The site is located south of New London, Wisconsin on the Highway 45 bypass and is maintained by Outagamie County.



Fishing Dock

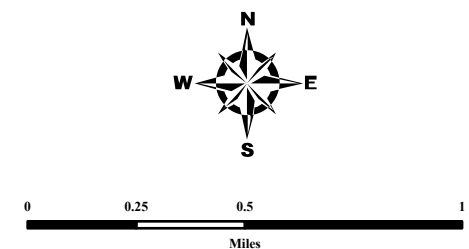


# Map 2 Environmental Factors City of New London



- 1 Abraham Park
- 2 Anchor Park
- 3 Bernegger River Walk
- 4 Franklin Park
- 5 Hatten Park
- 6 Jaycee's Dog Park
- 7 Krostue Park
- 8 Memorial Park
- 9 Mini Park
- 10 New London Nature Area
- 11 Old Settlers Park
- 12 Pfeifer Park
- 13 River Trail Park
- 14 Riverside Park
- 15 St. John's Park
- 16 Taft Park

- Wetlands (< 5 Acres)
- Existing Trail
- Planned Facility
- Sidewalk
- Wetlands (> 5 Acres)
- 100 Year Floodplain
- Steep Slope (>12%)
- High Bedrock (< 5 feet)
- Park



Source:  
Parks created from parcel data and trails provided by the City of New London.  
Soil data provided by NRCS-USA Web Soil Survey (WSS), accessed 2013.  
Wetland Data, WDNR 2015. Floodplain Data, FEMA 2017. Base data provided by Regional Counties 2020.

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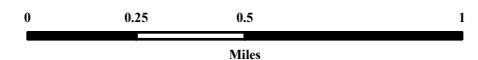
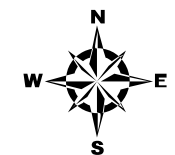




# Map 3 Existing Woodlands City of New London

- |                        |                           |
|------------------------|---------------------------|
| 1 Abraham Park         | 9 Mini Park               |
| 2 Anchor Park          | 10 New London Nature Area |
| 3 Bernegger River Walk | 11 Old Settlers Park      |
| 4 Franklin Park        | 12 Pfeifer Park           |
| 5 Hatten Park          | 13 River Trail Park       |
| 6 Jaycee's Dog Park    | 14 Riverside Park         |
| 7 Krostue Park         | 15 St. John's Park        |
| 8 Memorial Park        | 16 Taft Park              |

- Bike Lane
- Existing Trail
- - Signed Bike Route
- - Planned Facility
- Sidewalk
- Park
- Planted Woodlands
- General Woodlands



Source:  
Parks created from parcel data and trails provided by the City of New London.  
Land use data provided by ECWRPC 2015. Base data provided by Regional  
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## **CHAPTER 4**

# RECREATIONAL NEEDS



## CHAPTER 4: RECREATIONAL NEEDS

### RECREATIONAL NEEDS

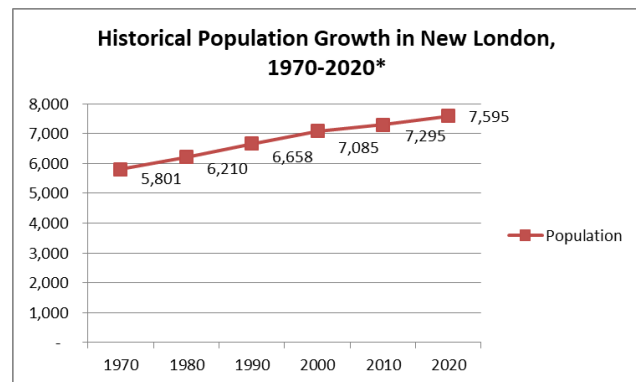
East Central Wisconsin Regional Planning Commission Standards:

As part of its *Long-Range Transportation/Land Use Plan for the Fox Cities, Oshkosh, and Fond du Lac Urban Areas* (October 2010, currently being updated), has identified a level of service standard for parks, which is 10 acres for every 1,000 residents. ECWRPC created residential standards based on density for various services such as sanitary sewer, water supply, street network, and parks. The high density category is defined as 3 or more residential units per acre.

*As a policy, park and recreation programs should have a five-year cycle update for the Comprehensive Outdoor Recreation Plans (CORP). This will make the City eligible to compete for Stewardship and other funding if so needed.*

Park and recreation needs may include the need for additional park land to accommodate new facilities, the need for additional parks in areas where new residential growth is occurring, or the need for new or improved park facilities and equipment. Generally, recreation standards are used to identify these needs. However, in communities the size of New London, citizen input is equally useful when identifying park and recreation needs.

**Figure 4-1: Historical Population Growth**



Source: U.S. Census, 1970-2010, WDOA 2020 Estimate

### POPULATION AND DEMOGRAPHICS

New London's 2020 population estimate of 7,595 reflected a 9.92% increase over its 2000 population of 7,085. During the current timeframe trend, the State of Wisconsin, and Waupaca County are expected to experience modest population gains, with Outagamie County exhibiting the most growth at over 23% most within the City of Appleton area.

**Table 4-1: Population Trends 1950-2019**

Year	New London	Outagamie Co.	Waupaca Co.	Wisconsin
1950	4,922	81,722	35,056	3,434,575
1960	4,066	101,794	35,340	3,951,777
1970	5,801	119,398	37,780	4,417,821
1980	6,210	128,730	42,831	4,705,642
1990	6,658	140,510	46,104	4,891,769
2000	7,085	161,091	51,825	5,363,675
2010	7,291	176,695	52,410	5,686,986
2015*	7,301	180,995	52,400	5,736,673
2019*	7,446	187,092	52,368	5,795,483
Percent Change				
2000-2019	5.10%	16.14%	1.05%	8.05%

Sources: US Census Fact Finder 2010 Data, and Department of Administration projections 2019\*.

**Table 4-2: Population Projections 2000-2040**

Year	New London	Outagamie Co.	Waupaca Co.	Wisconsin
2000	7,085	161,091	51,825	5,363,675
2005	7,212	170,680	53,351	5,563,896
2010	7,291	176,695	52,410	5,686,986
2015	7,301	180,995	52,400	5,759,744
2020	7,595	191,635	54,475	6,005,080
2025	7,825	200,630	56,220	6,203,850
2030	7,990	208,730	57,460	6,375,910
2035	7,955	213,500	57,120	6,476,270
2040	7,775	215,290	55,670	6,491,635
Percent Change				
2010 – 2040	6.64%	21.80%	6.20%	14.15%

Sources: 2010 Census data, DOA projections and estimates, 2019.

Future growth is based on DOA estimates where New London's population has fluctuated within a fairly narrow range for several decades now and likely will continue to do so in the future. Projections indicate that the City's population will increase steadily and then drop off slightly by 2040, reflecting Waupaca County trends.



## LAND NEEDS

Land demand standards of 10 acres of publicly owned open space for every thousand residents provides a useful barometer for determining whether a community has adequate parkland to meet the recreational needs of its residents. Based on this standard, New London's park and open space acreage will still have a surplus of 200+ acres by 2040 with the current population projections and parks land mass.

Based on a level of service defined by the needs of the customers (i.e. city residences) it is apparent that the City has an adequate number of parks and open spaces scattered throughout the City. With 94 acres of natural area (passive use), behind the Walmart 45 Business District there is plenty of open space available for its residents and visitors.

The State Wildlife and Fishery Areas as well as Mosquito Hill also offer ample opportunities for wildlife viewing and hiking activities. A combination of city amenities and the surrounding area enhance the current recreational climate.

**Table 4-3: New London Outdoor Recreation  
Demand, 2000-2040  
Population Demand Projection Surplus**

Year	City Park Acres	People	Demand 10 A / 1,000	Surplus in Acres
2000	281.6	7,085	70.85	210.75
2005	281.6	7,212	72.12	209.48
2010	281.6	7,291	72.91	208.69
2015	281.6	7,301	73.01	208.59
2020	281.6	7,595	75.95	205.65
2025	281.6	7,825	78.25	203.35
2030	281.6	7,990	79.90	201.70
2035	281.6	7,955	79.55	202.05
2040	281.6	7,775	77.75	203.85

*\* Includes recreational areas within the corporate limits that are owned and maintained by the City. Needs projection population calculations performed by ECWRPC.*



## LOCATIONAL NEEDS

The key consideration in meeting locational needs is to ensure that all community residents have safe and convenient access to a range of recreational facilities. Ideally, recreational facilities should be available within a quarter to one-half mile, unimpeded by natural and man-made barriers, such as open water, non-residential land use, and busy streets. For planning purposes, these barriers define neighborhood boundaries. It is desirable that recreational facilities be available within each neighborhood.

The present distribution of parks and schools within the City provides each of its neighborhoods with a good range of convenient recreational facilities. There is plenty of open space available for development in Duerrwachter Park. Both of these green spaces are connected and adjacent to the trails system.

## FACILITY NEEDS

Most of the facility needs revolve around continued provision of a well-balanced and maintained park system. Table 4-4 shows a barometer of what the City should have based on its current population. The City should continue to actively pursue its downtown redevelopment plans. New London has great water access off the Wolf and Embarrass Rivers. The Bernegger Riverwalk offers a unique opportunity to residents and visitors alike. Economic diversification that would transition the City towards a more water based, outdoor tourism destination likely holds the key to future inner-city vitality.

In short, New London should take advantage of its access to water potential. Employees, residents and tourists all look for vibrant and interesting activities such as walking, biking, shopping, dining, paddling, special events and the list goes on and on. Recreational paddling is one of the fastest growing sports and the City has already taken steps to welcome those enthusiasts. Other identified needs include the continued development of the city-wide system of bicycle trails/routes; additional areas which can be maintained primarily in their natural state to provide recreational opportunities such as cross-country skiing, hiking, and nature study.

**Table 4-4: Facilities by Population**

Facility type	Std 1 per pop	Have	Needed	Std +/-
Baseball Diamonds	10,000	11	1.34	9.66
Basketball Courts	5,000	3	0.67	2.33
Disc Golf Fields	5,000	1	0.67	0.33
Dog Park	4,000	1	0.54	0.46
Horseshoe Pits	1,000	6	0.13	5.87
Playgrounds	1,000	7	0.13	6.87
Picnic Shelters	500	5	0.07	4.93
Soccer Fields	10,000	2	1.34	0.66
Tennis Courts	2,000	8	0.27	7.73
Volleyball	5,000	4	0.67	3.33

**Table 4-5: Population Distribution by Age Group (2017)**

	New London		Outagamie County		Waupaca County		State of Wis.	
Age	Number	%	Number	%	Number	%	Number	%
0-4	344	4.39%	11,649	6.36%	2,549	4.94%	340,319	5.91%
5-14	883	11.26%	24,757	13.51%	6,239	12.08%	736,002	12.79%
15-24	1,161	14.80%	23,894	13.04%	5,778	11.19%	787,225	13.68%
<b>25-44</b>	<b>1,905</b>	<b>24.29%</b>	<b>47,580</b>	<b>25.96%</b>	<b>11,303</b>	<b>21.88%</b>	<b>1,421,007</b>	<b>24.69%</b>
45-54	843	10.75%	26,811	14.63%	7,679	14.87%	815,403	14.17%
55-64	1,594	20.32%	23,864	13.02%	7,964	15.42%	779,622	13.55%
65+	1,114	14.20%	24,733	13.49%	10,139	19.63%	875,220	15.21%
<b>TOTAL:</b>	<b>7,844</b>	<b>100.00%</b>	<b>183,288</b>	<b>100.00%</b>	<b>51,651</b>	<b>100.00%</b>	<b>5,754,798</b>	<b>100.00%</b>
<b>Med. Age</b>	<b>37.5</b>		<b>37.9</b>		<b>44.9</b>		<b>39.1</b>	

Source: 2017\* American Community Survey Factfinder data.

The median age (37.5) of New London is lower than its county counterparts but fairly (close to Outagamie County) and the State of Wisconsin. In planning future facilities for the City, the middle age group with younger children should be kept in mind. Sporting facilities, trails, playgrounds, fitness areas, picnic areas, and active green space serves the City well. Rural, yet traditional trends to embrace the outdoors and what it has to offer families would be pertinent.

## PROJECTED FUTURE HOUSEHOLDS AND DWELLING UNITS

The need for planning for parks and recreation facilities beyond the city limits is not necessary. In the next 10 years the City's population is expected to increase by approximately 500 people<sup>1</sup>. Using an average of 2.8 people per dwelling unit, it is estimated that 178 households/dwelling units will constitute new dwellings a total of 5.4% out of 3,288 currently. This 5.4% figure should be used as the basis for allocating future costs of parkland acquisition and capital costs to build, expand, or improve recreation facilities like the swimming pool, tennis courts, and trails.

## LEVEL OF SERVICE AREAS (LOS)

Level of service of parks is determined through standards by park size and type. It is used as a guide with the present and future population to determine need. Parks provided by a community should serve 100% of its residents if possible with the combination of parks offered. The service area provided today for community parks, natural area, and special facilities serve citizens beyond the municipal boundary as shown in the next table with a greater than 100%.

About 60% of New London's population base is within a half mile of a park (walking distance) today and tomorrow. The national average is 54%.



<sup>1</sup> DOA Housing Projections 2010-2040.

#### 4-6: Number of People Served by New London Parks Today and Tomorrow

Population in Service Area				Percent of Population Served	
				7,446	7,825
Park Type	Total 2010	CY 2019	FY 2024	% Today 2019	% Tomorrow 2024
Mini-Parks	668	667	665	8.97%	8.50%
Neighborhood Parks	4,744	4,616	4,589	63.71%	58.65%
Community Parks	7,777	7,680	7,654	104.45%	97.81%
Special Facilities	7,838	7,840	7,816	105.26%	99.88%
Natural Areas	7,957	7,850	7,823	106.86%	99.97%

Table 4-7: Park Service Areas by Type\*

Park Type	Miles	Avg. Size in Acres
Mini-Parks	0.25	.25-3
Neighborhood Parks	0.50	3-10
Community Parks	1.00	10-50
Special Facilities	1.50	50-100
Natural Areas	2.00	100+

\*The park service areas are provided by the National Parks Service and are to be used as a guideline in determining level of service provided within a community.



## Park Classifications and Descriptions

### **Community Parks (CP), LOS 1 Mile – Hatten, Krostue, Memorial, Pfeifer: 98-104% residents served**

These parks serve several neighborhoods within a one-two mile radius. Typically, these parks are twenty-five acres or more. Community parks address broad base community-wide needs. For example, community parks provide athletic fields while preserving areas for passive recreational uses. Amenities typically include:

- Athletic Courts, Fields, or Playfields
- Boat Launches
- Ice Rinks
- Landscaped/Natural Areas with Trails
- Parking
- Pavilion/Shelter with Kitchen
- Picnic Tables/Grills
- Playground Equipment
- Restrooms
- Sledding Hills/Tobogganing Runs
- Swimming Pools

Accessibility should be by vehicle, biking, and on foot. These parks should be linked to the public transportation system, existing and future trail networks and sidewalks.

### **Neighborhood Parks (NP), LOS 0.5 Miles**

– **Abraham, Franklin: 59-64% served** (typical walking distance)

Neighborhood parks serve residential areas within a half mile walking distance. The minimum desirable size varies from two – twenty acres. Neighborhood parks have a mix of active and passive uses. Usually, 50 percent of the area of a neighborhood park is used for active recreation and fifty percent is passive recreation, such as undeveloped natural areas. This limits problems such as noise, overuse, and congestion. Development and amenities typically include:

- Playground Equipment
- Play Fields/Open Space
- Picnic Tables
- Landscaping
- Sport Field/Court
- Pedestrian Path/Trail
- Parking



Franklin Park Playground

Access by foot should be made possible, especially since these parks are designed for children. One should not have to cross a collector or arterial to access the park. Ideally, trails, sidewalks, or low volume minor streets should be used as a linkage from the residential area to the neighborhood park.

**Mini-Parks (MP) and Green Space (GS), LOS 0.25 miles Anchor, Mini, St. John's and Taft:  
8-9% served**

Mini-parks are those that service a limited population or specific group such as tots or senior citizens. They have a quarter mile or less service area, and are usually less than an acre in size, sitting spaces. These parks are generally situated in neighborhoods, apartment complexes, downtown developments, or senior housing complexes. Green space is a grassy area in the City to accommodate benches, picnic area, and shade trees, usually less than half an acre. It is also referred to sometimes as a Rec-Lot or Pocket Park.

Development and amenities typically include:

- Playground Equipment
- Landscaped Sitting Areas
- Picnic Tables
- Open / Wooded Areas

Access to those parks should be located centrally within a neighborhood or housing development to provide easy access.

**Special Facility, Large Urban, or Nature Area (UP, LOS 1.50-2.00 miles) – Bernegger, Jaycee's Dog Park, Old Settlers Park and Pool area, River Trail, and Riverside, NL Nature Area 100-105% served**

Purpose: To provide a year-round area for diversified multi-use recreation with a considerable amount of undeveloped land for people of all ages.

- Description: A park of good environmental quality greater in area than a community park with good accessibility by auto serving a large urban area or portions of a county.
- Maximum Service Radius:
  - ❑ Large Urban Parks: One-half hour driving time or ten miles.
  - ❑ County Parks: One-half hour driving time or 15 miles.
  - ❑ Special Facility: One-half hour driving time, 2-15 miles.
- Typically developed in conjunction with a unique environmental, historical, etc. feature of the urban area or county.
- General Facilities:
  - ❑ 30 to 50 percent extensive/passive recreation area
  - ❑ Individual and group picnicking (shelters and pavilions are desirable to accommodate large groups or gatherings)
  - ❑ Play apparatus (creative and/or conventional)
  - ❑ Senior citizens area
  - ❑ Sand volleyball courts
  - ❑ Open play areas
  - ❑ Night lighting
  - ❑ Shelter and restroom facilities

- ❑ Water impoundment or swimming facility
- ❑ Park pavilion
- ❑ Special events or attractions (i.e., amphitheater, caves, viewing tower, other unique attractions/facilities)
- ❑ Boating and/or fishing access (launching/mooring facilities desirable)
- ❑ Bicycle trails
- ❑ On-site parking adequate to accommodate demand

Recommended Population Standard: Ten acres per 1,000 population

There is an overlap of these service areas (Map 3) reiterating the fact the City has adequate parks and recreational facilities to support its residents. With population numbers increasing by 2040, there will still be a +200 acre surplus available in addition to the surrounding community's offerings.

The typical park and recreation agency offers one park for every 2,266 residents served, with 9.6 acres of parkland per 1,000 residents. New London has 11 "traditional parks" for 7,595 residents. This means that one park can serve 3.3 residents with plenty of room for more patrons when looking at the special facilities as well.

Park and recreation agencies are as diverse as the communities that they serve, and what works well for one agency may not be best for your agency. Therefore, a benchmark is needed to best identify the best practices to optimally serve your community. With a city the size of New London, 10 acres per 1,000 residents works the best in determining the need of additional park spaces.

Site quality can also be categorized to look at type of use as well as improvement issues:

CLASS A:

High level of service: fine ornamental lawns, golf and lawn bowling greens, and irrigated sports fields

\*CLASS B:

Moderate level of service: general park areas, residential and commercial lawns, boulevards, recreational fields, and golf fairways

\*New London falls within the Class B category.

CLASS C:

Low level of service: meadows, picnic areas, rough grass, undeveloped and natural areas

## PARK IMPACT FEE LAW

Park and recreation needs may include the need for additional parkland to accommodate new facilities, the need for additional parks in areas not adequately served by existing facilities, or where new residential growth is occurring. This also may include the need for new or improved park facilities and equipment. Wisconsin Statute Section 66.0617 pertaining to park impact fees states:

*“A needs assessment that justifies why a fee should be imposed is required under section 66.017(4)a. A municipality may not impose a park fee in its subdivision ordinance as a condition of subdivision plat approval. Municipalities have authority under section 66.0617 to impose a fee on new land development for capital costs to construct, expand, or improve park facilities. This includes the cost of land for, among other things, parks, playgrounds, and athletic fields needed as the result of new development.”*

## TRENDS

### Local Trends

When looking at trends, we also look at livability measures and destination of the offerings. You consider “Sense of Place” and why you want to move or live there. New London has many activities to offer its residents. Here are the top 10 recreational needs based on the City On-line Citizen Survey:

1. Restroom Upgrades
2. Trails
3. Canoe/Kayak Access
4. Nature Areas
5. Fitness Stations
6. Picnic Shelters
7. Tennis Courts
8. Rec Programming
9. Playgrounds
10. Pet Friendly Areas



Trendy predictions for the City of New London may show an increase in trails usage as well as dog areas. Silent sports add to the overall recreation for summer months, but more programming needed during the winter.

In the surrounding areas there has been a growth of Pickleball as a sport but swimming, using trails for bicycling, running, and walking are still the most popular within the regional area. Nature Based activities have been on the rise as well with bird watching, hunting, camping, and fishing. Silent water sports such as kayaking, canoeing, and paddle boarding are also high on the list of what enthusiasts are doing with their free time. In the winter month, snow shoeing, sledding, ice skating, and cross country skiing rounds out the list of popular activities.



Youth sports and programming such as baseball, soccer, and tennis are still popular within the local communities. So how does New London measure up to the state? The City is consistent with the use of trails and water sports as shown in Table 4-8.

## Statewide Trends

To effectively provide the right type of recreational activities and facilities, the City needs to better understand broader recreational trends. The following tables reflect the statewide recreational trends from the 2019-2023 *Wisconsin Statewide Comprehensive Outdoor Recreation Plan* (SCORP) and identify trends in outdoor recreational preferences. Table 4-8 that represents the trends and activities for the state as a whole.

The top five state trends that are adding participants are:

1. Birding/Wildlife Watching from Home
2. Picnicking, Tailgating, and Cookout
3. Visiting a Nature Center
4. Hiking/Walking/Running on Trails
5. Visiting a Beach and Beach Walking

Source: 2019-2023 Wisconsin Statewide Comprehensive Outdoor Recreation Plan, Wisconsin Department of Natural Resources, January, 2019.

**Table 4-8: Wisconsin Recreation Trends**

Activity group	% of WI residents that participated at least once in last 12 months
<b>Hiking</b> Hiking/walking/running on trails	<b>68%</b>
<b>Nature observation</b> Bird/wildlife watching Nature photography Gathering berries, mushrooms, etc.	<b>66%</b>
<b>Boating-related</b> Motor boating Canoeing/kayaking Personal water craft (jet-ski) Sailing Stand-up paddle boarding Waterskiing	<b>61%</b>
<b>Bicycling</b> Bicycling on roads Bicycling on rail-trails or other developed trails Mountain biking Fat-tire biking/snow biking	<b>50%</b>
<b>Fishing</b> Lake fishing Stream/river fishing Ice fishing	<b>49%</b>
<b>Camping</b> Tent camping RV/pop-up camping	<b>41%</b>
<b>Dog-related activities</b> Walking/running dog on trails Visiting a dog park	<b>38%</b>
<b>Hunting</b> Big game hunting Turkey hunting Small game hunting Migratory bird hunting	<b>27%</b>
<b>Motorized trail-based activities</b> ATVs/UTVs on trails-routes Snowmobiling 4-WD vehicles on trails-routes Motorcycles on trails-routes	<b>25%</b>

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# Map 4

## Level of Service Areas

### City of New London

- 1 Abraham Park

2 Anchor Park

3 Bernegger River Walk

4 Franklin Park

5 Hatten Park

6 Jaycee's Dog Park

7 Krostue Park

8 Memorial Park

9 Mini Park

10 New London Nature Area

11 Old Settlers Park

12 Pfeifer Park

13 River Trail Park

14 Riverside Park

15 St. John's Park

16 Taft Park
- Bike Lane

Existing Trail

Signed Bike Route

Planned Facility

Sidewalk

Park

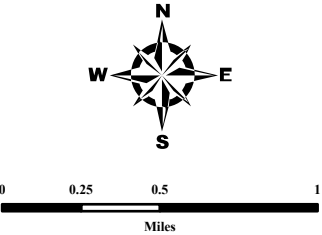
Mini Park .25 Mile Service Area (667 people)

Neighborhood Park .5 Mile Service Area (4,616 people)

Community Park 1 Mile Service Area (7,680 people)

Special Facility 1.5 Mile Service Area (7,840 people)

Nature Area 2 Mile Service Area (7,850 people)



Source:  
Parks created from parcel data and trails provided by the City of New London.  
Building footprint downloaded from OpenStreetMap. Level of Service  
population from ESRI Business Analyst 2019. Base data provided by Regional  
Counties 2020.

This data was created for use by the East Central Wisconsin Regional Planning  
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PREPARED JUNE 2020 BY:







# Map 5 Level of Service - Residential Buildings City of New London

- 1

Abraham Park

2

Anchor Park

3

Bernegger River Walk

4

Franklin Park

5

Hatten Park

6

Jaycee's Dog Park

7

Krostue Park

8

Memorial Park

9

Mini Park

10

New London Nature Area

11

Old Settlers Park

12

Pfeifer Park

13

River Trail Park

14

Riverside Park

15

St. John's Park

16

Taft Park
- Bike Lane

Existing Trail

Signed Bike Route

Planned Facility

Sidewalk

Park

Residential Buildings

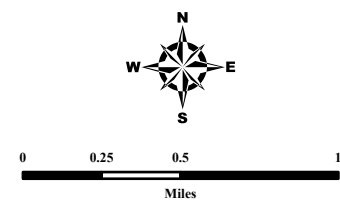
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Source:  
Parks created from parcel data and trails provided by the City of New London. Building footprints downloaded from Microsoft Bing. Base data provided by Regional Counties 2020.

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## **CHAPTER 5**

# HEALTH NEEDS ASSESSMENT





## CHAPTER 5: HEALTH NEEDS ASSESSMENT

### 2020 COUNTY HEALTH COMPONENTS AND STATISTICS

With obesity rates on the rise, Outagamie and Waupaca County's need to promote active communities should be a top priority. From the 2020 Outagamie and Waupaca County Health Rankings\*, (with 1 being the best), Outagamie is rated 20 with Waupaca County rated 43 overall out of 72 in the state for healthy outcomes (today).

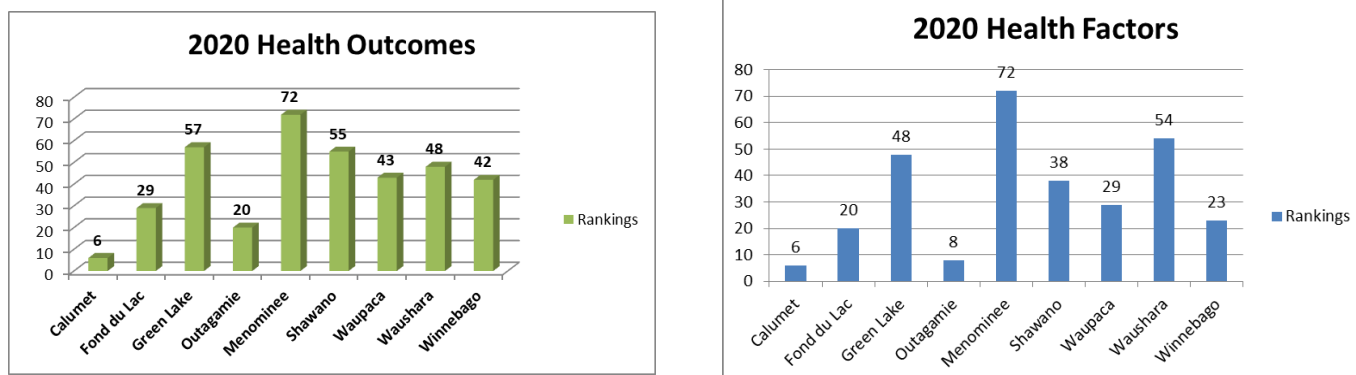
For health factors (tomorrow), values showed Outagamie also at 8 and Waupaca County at 29 for Health Factors. The counties overall are getting healthier. When compared to the other counties in the state, these County Health Rankings illustrate what we know when it comes to what's making people sick or healthy, but understanding Outagamie and Waupaca through the County Health Rankings is only one component of improving the community's health. The "*Roadmaps to Health*" Action Center provides tools to help groups work together to create healthier places to live, learn, work and play.

Improving community health requires people from multiple fields to work collaboratively on an ongoing cycle of activities. Communities may be at different points in this process. Still within the recommendations for active living, the county has developed a bicycle and pedestrian plan to help guide this process. A plan of this nature will help fill in those voided connections residents are asking for while still planning for future active communities.

**Table 5-1: County Overall Health Rankings**

COUNTY	2020 Health Outcomes	2020 Health Factors
Calumet	6	6
Fond du Lac	29	20
Green Lake	57	48
Outagamie	20	8
Marquette	64	62
Menominee	72	72
Shawano	55	38
Waupaca	43	29
Waushara	48	54
Winnebago	42	23

**Figure 5-1: Health Ranking Graphs**



To enable and encourage the citizens of New London to be physically active, a strengthening of the support and funding for the City’s Park and Recreation Department facilities, and recreational programming should be looked at. “Park Prescriptions” should be written so to speak to encourage active use and enjoyment of what the City has to offer. Improvements that would positively benefit public health and recreation and look at updating the mostly used parks such as Belitz, City, and Hingiss parks, adding new play equipment to neighborhoods and adding more multi-use trail connections in general. Careful attention should be given to areas of people with lesser means so they have at least an equal level of opportunity for physical activity. This goes back to the Goal 1 and Objectives of making the facilities ADA accessible. In many large cities, low income neighborhoods can often lack quality recreational programs, playgrounds and parks. They can also be hindered in accessing nearby facilities by physical and land use barriers (i.e. transportation, water corridors and industry).

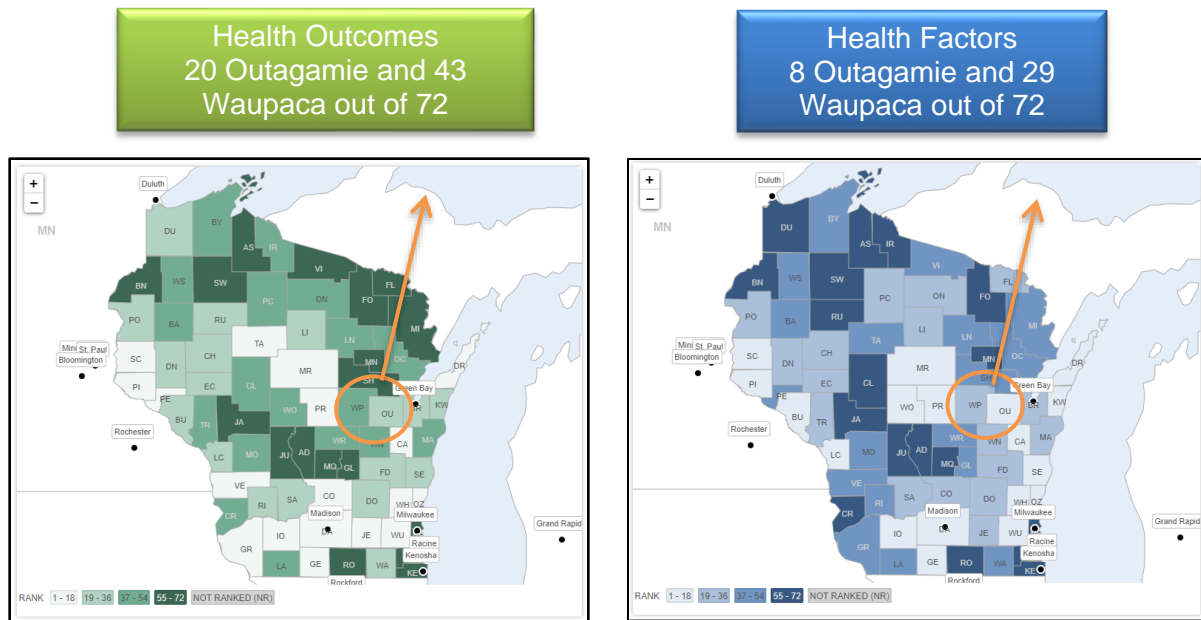
Continued support with community partnerships such as sport clubs, organizations, non-profits, citizen groups, companies, and other interested parties to develop, fund and operate recreation programs, leagues, and events are key. These partnerships are invaluable to help provide the opportunities for people to be physically active.

Parks, playgrounds, and open spaces provide opportunities for physical activity. However, the presence of facilities is not enough to make sure they are being used for the greatest benefit of all. Factors such as location, accessibility, programming, connectivity, safety and aesthetics all play a role in the use of public facilities. By incorporating natural and design elements that have cultural or homeland meaning, will also help represent minority populations. Investing in consistent/uniform signage that aids people in identifying trails, places to be active, and other rec opportunities, should be considered. Promoting and marketing concepts should be developed along with the funding resources identified such as studies done through UW-Health Wisconsin grant program. ECWRPC has recieved the Heathly Communities Designation in 2018 where the City of New London falls within.<sup>1</sup>

Below are 2 maps that demonstrate where the county stands in the state as compared to the other 72 counties with 1 being the healthiest. Factors such as smoking, obesity rates, drinking excessively, STD’s and motor vehicle crashes make up the first map, while outcomes such as premature death, poor to fair health, poor physical days, low birth weight, and poor mental days are shown on the second map.

<sup>1</sup> <https://www.wihealthycommunities.org/>.

**Figure 5-2: Health Ranking Maps**



Multi-modal transportation such as walking, biking, and public transportation can also help enhance the health and overall physical activity of all residents, by improving air quality and the environment, and reducing overall traffic congestion. Numerous New London residents choose to walk, bike, and/or utilize public transportation as a primary means of transportation due to cost of vehicle ownership and maintenance, environmental choice, healthy lifestyle choice, etc. These types of initiatives are recognized at the state, national, and international-level to create safe, convenient, affordable, and fun opportunities for residents to walk, bike, and/or utilize public transportation as a primary means of transportation. Health and safety should be a priority concern to the citizens of New London. Safe Routes to School programs can assist communities and encourage children to walk and bike to school.

## SAFE ROUTES TO PARKS

Safe Routes to Parks is the National Recreation Park Association's (NRPA) campaign to implement environmental, policy, and program strategies that create safe and equitable access to parks for all people. These strategies align with the goals of the 10-Minute Walk campaign and are great tools and resources to increase access and safe walking connections to parks.

New London should develop an Action Strategy Plan to promote safer routes to the parks within its community. Along with neighborhood analysis, police liaisons, and park audits this program aims at getting citizens out to the parks and back safely.

The NRPA has created an Action Framework, guide, and toolkit on how to implement Safe Routes to Parks Strategies. Community input and involvement in the process is key to the success of the program.



## THE PARKS AND HEALTH CONNECTION

Lastly, according to a publication from the Trust for Public Land, there are 8 ways parks can improve your overall health:

1. Parks increase exercise. People who live closer to parks are shown to exercise more as the opportunity is there and people who regularly use parks get more exercise than people who don't.
2. Most moderate exercise takes place in parks, approximately 12%. Parks are where people get the kind of exercise their bodies need most.
3. Parks reduce stress and clear the mind. Outdoor areas boost focus and promote relaxation as the term being one with nature implies.
4. A park makeover with aesthetically pleasing spaces encourages use and promotes public health habits.
5. A variety of amenities can attract different users, i.e. skateparks, basketball and tennis courts, baseball, paths, and therefore encourage fun activities.
6. Dedicated fitness zone exercise areas encourage exercise and increase park use. Outdoor adult fitness equipment where parents can get in reps while watching their kids play on the playground. Body fitness stations are becoming popular to encourage adults to workout outdoors.
7. Supervised activities and programming maximize a park's public health benefit. Getting people out and moving in a fun active setting is the best medicine.



Exercise is one of the cheapest ways to stay healthy. By promoting healthy habits, parks can help reduce health care costs.

## **PARKS AND COVID-19<sup>2</sup>**

With the recent events in the pandemic of 2020, visiting parks and health risks have been a concern for users. The main thing to remember is common areas can spread viruses. Visitors need to be cognizant of playgrounds, shelters, restrooms, swimming areas, etc. by keeping proper hygiene and distancing in mind. Local services follow the CDC recommendations as the spread of the virus slows. Here are some things the City should consider when looking at reopening park spaces and in the future to keep users healthy according the CDC guidelines:

### **1. Post information to promote everyday preventive actions.**

Park administrators should consider displaying posters and signs throughout the park to frequently remind visitors to take steps to prevent the spread of COVID-19. These messages may include information about:

- Staying home if you are sick or do not feel well, and what to do if you're sick or feel ill.
- Using social distancing and maintaining at least six feet between individuals in all areas of the park.
- Covering coughs and sneezes with a tissue, then throwing the tissue in the trash.
- Washing hands often with soap and water for at least 20 seconds, especially after going to the bathroom, before eating, and after blowing your nose, coughing, or sneezing.
- Using hand sanitizer that contains at least 60% alcohol if soap and water are not available.
- Avoiding touching eyes, nose, and mouth with unwashed hands.

### **2. Maintain restrooms that remain open. Ensure they have functional toilets, clean and disinfected surfaces, and handwashing supplies.**

If possible, restrooms should remain open if a park remains open for public visitation. If restrooms will be closed, notify visitors ahead of time so they can prepare appropriately. Ensure that open restrooms are:

- **Operational with functional toilets.**
- **Cleaned and disinfected regularly**, particularly high-touch surfaces such as faucets, toilets, doorknobs, and light switches. Clean and disinfect restrooms daily or more often if possible. The EPA-registered household disinfectants listed here are recommended. Ensure safe and correct application of disinfectants and keep products away from children.
- **Regularly stocked with supplies for handwashing**, including soap and materials for drying hands or hand sanitizer with at least 60% alcohol.

Oftentimes restroom facilities without running water, such as portable toilets and vault toilets, are not stocked with hand hygiene products. Encourage visitors to be prepared to bring their own hand sanitizer with at least 60% alcohol for use in these facilities.

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<sup>2</sup> CDC Guidelines 2020, <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/visitors.html>.

### **3. Keep swimming pools properly cleaned and disinfected.**

Proper operation, maintenance, and disinfection (with chlorine or bromine) of swimming pools should kill the virus that causes COVID-19.

- Maintain proper disinfectant levels (1–10 parts per million free chlorine or 3–8 ppm bromine) and pH (7.2–8).

### **4. Be prepared to cancel or postpone large events and gatherings.**

- Monitor and adhere to guidelines issued at the national, state, and local levels related to limiting the size of gatherings.
- Continually assess current conditions and engage with the National Park Service, state, and local public health officials when deciding whether to postpone, cancel, or significantly reduce the number of attendees (if possible) for mass gatherings.

### **5. Make sure people are social distancing in popular areas of the park.**

During periods of sustained community transmission, park administrators should:

- Monitor areas where people are likely to gather and consider temporary closure to support social distancing practices. These areas might include sports fields, playgrounds, skateparks, basketball courts, tennis courts, and picnic areas. In the event of facility closures, park administrators might want to place physical barriers in these areas and post signs communicating that the area is closed.
- Post signs discouraging groups from gathering in larger numbers than are currently recommended or allowed.

If organized sports activity has been suspended within the park, communicate with sports team coaches that unofficial sports practices are also prohibited within the park.

### **6. Postpone or cancel organized activities and sports.**

In general, most organized activities and sports such as basketball, baseball, soccer, and football that are held on park fields, open areas, and courts are not recommended during times in which individuals are encouraged or required to practice social distancing. These activities and sports typically require coaches and athletes who are not from the same household or living unit to be in close proximity, which increases their potential for exposure to COVID-19.

### **7. Use flexible sick-leave and telework policies, especially for staff at higher risk for severe illness.**

- Be as flexible as possible with staff attendance and sick-leave policies.
- Remind staff to stay at home if they are sick.
- Identify staff whose duties would allow them to work from home and encourage teleworking when possible.
- Consider offering revised duties to staff who are at higher risk of severe illness with COVID-19.

## **8. Keep your park staff informed about COVID-19 and preventive actions.**

When there is ongoing transmission of COVID-19 in the community where the park is located, consider implementing the following strategies:

- Provide staff with up-to-date information about COVID-19 and park policies on a regular basis.
- Communicate to park staff the importance of practicing healthy hygiene habits such as washing hands often, covering coughs and sneezes, and social distancing to prevent the spread of COVID-19.
- If staff develop a fever, cough, or shortness of breath while at work, have them immediately put on a face mask (if available), isolate them, and have them return home from the park as soon as possible, and ask them to quarantine for 14 days until cleared.
- If a staff member has a confirmed COVID-19 infection, inform other staff about their possible exposure to the virus, while maintaining confidentiality as required by the Americans with Disabilities Act.

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## **CHAPTER 6**

# RECOMMENDATIONS



## CHAPTER 6: RECOMMENDATIONS

Although New London currently has enough land set aside for recreational use to accommodate its population, some recreation facilities are in short supply or are simply not available in all portions of the community. In addition, many existing facilities are in need of renovation or refurbishing if they are to continue providing quality recreational opportunities. To more accurately assess the needs as they relate to the City of New London, the Parks Committee and the Director of Public Services conducted a thorough analysis of its parks and recreational facilities. The needs they identified focused on specific recreational facilities currently not available, in limited supply, or in need of additional improvement or expansion. The public survey also assisted in what the residents are asking for. They determined that adding or upgrading these facilities will help achieve the City's goal of providing residents with a wide variety of recreational opportunities.

The recommendations proposed in this plan are intended to serve as a guide for the future development of park and recreation areas in the City. Although some of the proposals may not be feasible in the near future, they represent courses of action that should be taken if the opportunity or need arises. Proposals that are feasible for implementation within the next few years are included in the community's five-year action program. Plan proposals should be reviewed annually by the general public to accommodate changing needs of the community.

### IDEAS AND SUGGESTIONS

The following ideas and suggestions are intended to serve as a guide for future development of park and recreation areas in the City of New London. **Some are more conceptual than others and would require further analysis before implementation.**

### GENERAL RECOMMENDATIONS

- Continue with the video and social media marketing plan.
- Create more kayak launches as well as updating existing ones, pick up and drop off locations. (i.e. launch near dog park)
- Have a map of a kayaking water trail with mile markers to destination points such as other parks and businesses along the paddling route. Portages and picnic spots.
- Encourage renting of kayaks to increase economic viability "Kayak Korral".
- Create more pet friendly and walkability areas within the parks system trails and facilities.
- Consider a shared use agreement with the school district and other clubs on maintenance of tennis courts.
- Designate an ATV/UTV route within the City per ordinance standards.

The City has many green spaces and mini-park-lets that create accessible sitting areas and add to overall beautification of the City itself. This represents the idea of “Placemaking”. New London should consider a *Placemaking* Plan done for its downtown area to incorporate these greenspace areas as well as wayfinding to the parks.

*“Placemaking is turning a neighborhood, downtown, or community from a place you can’t wait to get through to one you never want to leave. It requires residents to view public spaces where people gather (e.g., streetscape, park, civic building, retail center) through a new lens.”<sup>1</sup>*



The City has been a Tree City USA member for the last 28 years. This assists the City in grants with protecting the urban forest<sup>2</sup>.

New London is well connected to the overall park system with trails and walking connections. In doing so, this creates the concept of an “Emerald Necklace”, greenway jewels of the City! Landscaped areas and Arboretums add mixed greenspace within developmental areas as well as play zones and walkways.



New London is also a Bird City USA member with the “High Flyer” status rating. With the assistance from the City Gardner and Mosquito Hill Nature Center, there are many monitoring sites set up within the greater New London area as well as within the park system. Habitat control and clearing out of invasive species has aided in the success of bird nesting areas. Many area youth groups and volunteers assist with the effort and provide educational signage and public bird watching areas.

<sup>1</sup> <https://www.pps.org/category/placemaking>.

<sup>2</sup> <https://www.arborday.org/programs/treecityusa/standards.cfm>.

## EXISTING PARK IMPROVEMENT PROPOSALS

*CP = Community Park*  
*NP = Neighborhood Park*  
*MP = Mini-Park*  
*NA = Natural Area*  
*SF = Special Facility*

### Community Parks

#### **Hatten Park**

1. Add an on-road marked bike route as well as trail markers through the park from Werner-Allen Road to Jennings Street.
2. Playground equipment should be updated and replaced as needed. The sand base should be maintained free of weeds. Sand is not conducive to disability accessibility so other surfacing such as turf or a poured in place surface should be investigated.
3. Create a plan for the wall, such as living plants and greenery. Could add an outside patio area or a concession area.
4. Clear out brush for trail on the perimeter of the park for cross-country and other users. Mulch is ready to be spread and grant obtained for improvements. Back of park needs some maintenance. Get volunteers to assist.
5. Fix the surfacing on the tennis courts.
6. Consider hiring out experienced instructors to assist with the Youth Programs at Camp Hatten.
7. Update the restroom facilities at all shelters throughout the park per public survey.



#### **Memorial Park**

1. Update the play equipment next to the volleyball court and restrooms.
2. Promote the Historic Village and Railroad “Ties” to how the City formed.

#### **Pfeifer Park**

1. Thinking long-term on the southside of park, an over the Embarrass River pedestrian bridge to River Road to link the Newton-Blackmour Trail and the Jaycee’s Dog Park would be a great connection to the park system.

2. Consider adding a kayak/canoe launch to the park.

## Neighborhood Parks

### ***Abraham Park***

1. Clean base from playground area consider a poured in place surfacing for ADA accessibility.
2. Work with the Chamber of Commerce on marketing the park.
3. Add benches next to playground.
4. Add a bike rack.

### ***Franklin Park***

1. Consider a poured in place surfacing for ADA accessibility under playground.
2. Keep up the routine maintenance as the park is a central location for visitors.
3. Work with the Chamber of Commerce in marketing the area.
4. Consider adding a bicycle rack and repair station.
5. Consider new activities. (bean bag toss, park pong, or gaga pit)

### ***Krostue Park***

1. Maintenance of weeds around playground should be cleaned out and old unsafe equipment should be replaced.
2. Add a few parking spaces by the sand lot ball field.
3. Add more landscaping to the park sign, clean out the weeds.
4. Add a small open shelter.

(\$10,000 donation given for improvements)



## Mini-Parks

### ***Mini Park***

1. Add a sign consistent with the park system.

### ***Taft Park***

1. Work with veterans on landscaping and weed control.
2. Add LED lighting to large monument.
3. Continue with the memorial bricks and donations to the site.



### **St. John's Park**

*None at this time – routine maintenance, keep sign free of tree branches.*

### **Anchor Park**

1. Freshen up landscaping next to building.

## **Nature Areas**

### **New London Nature Area**

1. Convert the Open Space for trails and a nature based learning area such as a story walk.
2. Provide access to the site through easements, etc., as this would fulfill a void in the northwest part of the City for open space.
3. Add a small Natural playground and shelter picnic area once established.

## **Special Facilities**

### **Bernegger River Walk**

1. Create destination signage pointing to where trail goes from parking area and points of interest along the trail.

### **New London Jaycee's Dog Park**

1. Consider adding a water line so patrons don't have to bring in their own.
2. Update and pave the parking area.
3. Add in doggie bag posts to the fenced areas.
4. Consider a permanent restroom facility.

### **Old Settler's Park/New London Pool and Splashpad**

1. Consider heated water for the splashpad area.
2. Continue with aquatic programming.

### **Riverside Park and Boat Launch**

1. Install electronic fee collector stations.
2. Consider adding in security cameras for vandalism.
3. Make the launch area safer by adding more rigging and docking options.

4. Consider replacing the boat launches with newer facilities as they are getting worn from use.

### **River Trail Park**

1. Add and improve the parking area improvements.
2. Add an open picnic shelter for shade.
3. Consider wayfinding and mile markers along trail.

## **Trails**

### **Newton-Blackmour State Trail**

1. Continue with the extension of the trail utilizing the CDBG Block Grants program.
2. Coordinate with the WIDNR on connection options.

### **New Trails**

1. Consider a pump track or other trails behind the Floral Hill Cemetery. There is currently an entrance off of Beckert Road.
2. An on-street bike route to provide direction and access to the trails should be considered once developed.

## **MULTIMODAL CORRIDOR REVIEW**

The City has constructed many trail/route segments in recent years. These facilities provide a healthful recreation transportation option and are a vital tourism amenity. Multimodal accommodations in a community must serve various user groups, such as bicyclists, in-line skaters, wheelchair users, and pedestrians making it necessary to assume various points of view when addressing bicycle and pedestrian plans.

The recommendations in this plan are based on several widely recognized publications.

The primary publications used include the following:

- *Americans with Disabilities Act Accessibility Guidelines* (ADAAG)
- *Guide for the Development of Bicycle Facilities*, The American Association of State Highway and Transportation Officials (AASHTO)

### **What's the Difference?**

**Trail:** Off-street paths that accommodate bicycles and pedestrians.

**Bicycle Route:** Facilities for bicycle travel associated with street right-of-way, including signed bicycle routes, striped and signed bicycle lanes and separate bicycle paths within a road right-of-way. Bicycle routes generally accommodate bicycle travel only. Pedestrian use of these areas is discouraged.

**Multi-Use Trail:** Designed for use by bicyclists and pedestrians. The Newton-Blackmour Trail is a good example.



- *Pedestrian Facilities Users Guide, U.S. Department of Transportation, Federal Highway Administration*
- *The Manual on Uniform Traffic Control Devices (MUTCD)*
- *Wisconsin Bicycle Planning Guidance, Guidelines for Metropolitan Planning Organizations and Communities in Planning and Developing Bicycle Facilities, Wisconsin Translink-21*
- *Wisconsin Pedestrian Planning Guidance, Guidelines for Metropolitan Planning Organizations and Communities in Planning and Developing Bicycle Facilities, Wisconsin Translink-21*

The goal of a bicycle route system is to provide bicyclists with mobility and access within major transportation corridors. Mobility is defined as, the ability to move from one place to another in the most direct route and with the fewest interruptions. Access is defined as, the ability to get where you want to go once you have reached the general area of your destination.

To meet these goals, various criteria have been used to determine route placement and what facilities will be used on these routes. Three general approaches are used to determine route placement:

- Space bicycle routes  $\frac{1}{4}$  to  $\frac{1}{2}$  mile apart throughout the urbanized area. This method has the advantage of consistency but does not lend itself well to areas that have a large number of barriers to transportation like lakes, rivers, hills, or freeways. Transportation barriers force a deviation in the grid and may leave key areas unserved (Wisconsin Translink-21, 19-20).
- Ensure that important trip generators and destinations are connected by bicycle routes. This has the advantage of serving the most bicyclists, though it may leave some areas unserved.
- Attempt to provide all arterial streets with wide curb lanes or bicycle lanes. This approach addresses the observation that bicyclists tend to have the same desired destinations as motorists and tend to use the same transportation corridors. However, because of right-of-way and other limitations this may not always be possible. It is advised that any newly constructed street follow a “Complete Streets” policy, which municipalities are encouraged to adopt.
- Other factors for consideration include safety (actual and perceived), cost and route system integration with other modes of transportation.

Due to the unique characteristics of individual sites, a combined approach employing components from all of the above approaches is used to best serve bicyclists.

## Bicycle Facilities<sup>3</sup>



### Shared-Use Path or Trail

A shared-use path can be located along a road (called a “sidepath”) or in an independent right-of-way such as a greenway, along a utility corridor, or an abandoned railroad corridor. Paths as part of county corridors should be at least 10 feet wide and 12 feet or wider where higher use is expected.



### Bike Lane

A bike lane designates a portion of a street for use by people on bicycles, usually in cities and villages on slower, low-traffic streets. Bike lanes are minimum 4 feet wide but are typically 5 feet wide. Wider bike lanes and/or painted buffers can be beneficial when traffic volumes or speeds are higher.



### Paved Shoulder

Paved shoulders should typically be 4 or 5 feet wide to serve as a bicycle accommodation. Many roads in the county have paved shoulders but lack continuity through intersections. Climbing lanes are a variation that provides a paved shoulder in the uphill direction, but not the downhill direction.



### Wide Paved Shoulder

Higher traffic roads can be improved for bicycling through the provision of wide (6-8 feet) paved shoulders. Some roads in the county have wide paved shoulders but lack continuity through intersections. Wider shoulders can be achieved via “lane diets,” which means narrowing travel lanes to 11 feet.



### Minor Enhancements

Low-cost, strategically-placed pavement markings and signage can enhance bike routes and existing trails. Shared lane markings (see image) can increase awareness of bicyclists presence, indicate lane positioning, and aid in wayfinding. Consistent signage can aid in wayfinding and raise awareness of the rules of the road.

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<sup>3</sup> <https://www.rethinkwinnebago.org/2017/03/wc-bike-ped-plan-2017/>.

## Pedestrian Facilities<sup>4</sup>



### Shared-Use Path or Trail

A shared-use path can be located along a road ROW (called a "sidepath") or in an independent right-of-way such as a greenway, along a utility corridor, or an abandoned railroad corridor. Paths as part of county corridors should be at least 10 feet wide and 12 feet or wider where higher use is expected.



### Sidewalk

A sidewalk is a paved path along the side of a roadway. Sidewalks are commonly installed along urban roadways with a curb and gutter, but can also be installed along rural roadways. Sidewalks provide a dedicated space for pedestrians that is removed from motor vehicle traffic.



### Shoulder

Roadway shoulders can provide space for pedestrians on rural roads, but they are not a legal pedestrian facility under state law. Paved shoulders better serve pedestrians than aggregate shoulders as they provide a more stable surface. Pedestrians walking or running on roadway shoulders should always face traffic.



### Crosswalk

Crosswalks are areas of a roadway where pedestrians may cross the road. Crosswalks may be marked or unmarked; unmarked crosswalks exist at intersections where a sidewalk terminates on at least one side of an intersection. In Wisconsin, motorists must yield to pedestrians in crosswalks. Pedestrians may cross roadways at locations other than crosswalks, but must yield the right-of-way to vehicles on the roadway.

Trail connections are needed to Belitz Park, from Cemetery Road, behind Stoelting, connection to Thielman Dog Park from Rockville Road and Waack Park.

<sup>4</sup> <https://www.rethinkwinnebago.org/2017/03/wc-bike-ped-plan-2017/>

## CITY BEAUTIFICATION AND REDEVELOPMENT

Several recent projects point to the positive results that can be achieved through community beautification efforts. These have not only improved the image of the City of New London in the eyes of visitors, they have also increased community pride among local residents. There are a number of opportunities for furthering these recent efforts.

1. With its enviable waterfront location, the core of New London is ideally suited for economic revitalization. The City is a kayaking and canoeing destination which is very marketable for tourism.

*Economic diversity needs to be part of New London's future. A water based, ecotourism type of economy is key to this transformation.*

Kayakers, walkers, and bicyclists are being seen in greater numbers. Along with the river trail, residential development, new Boy Scout Park, restaurants, and quality shopping have all improved the identity of New London and with it has drawn people to the downtown area. The City should do whatever it can to continue fostering this transformation.

2. Visually prominent locations and other major features that serve as important focal points should be identified and steps taken to make them aesthetically pleasing. Particular attention should be given to creating attractive entrances into the City, not only through public projects such as signing plazas but also through beautification efforts undertaken by private investment.
3. A system of “wayfinding” signs directing people to prominent park destinations should be improved for the visitor coming to the area.
4. Research the area behind Floral Hill Cemetery as a possible Pump Track.

## PARK DEPARTMENT POLICY AND MANAGEMENT

1. Opportunities for participating in various funding components of the Stewardship Program (i.e., Urban Rivers, Urban Green Space, Safe Route to Schools, and Acquisition of Development Rights) should be identified and pursued.
2. The City should continue to maintain a strong working relationship (i.e., reciprocity agreements) with the New London School District and the surrounding townships.



## **CHAPTER 7**

### **ACTION PROGRAM**



## CHAPTER 7: ACTION PROGRAM

### FIVE YEAR ACTION PLAN, 2021-2025

The projects listed below, comprise the action program set forth by the New London Park Committee for implementation during the next five years and beyond. This action program is based on priority level by year to serve as a guide in planning for future facilities. These were formulated to see where the City should be expending its resources from 2021-2025. This will also assist service clubs and organizations to select potential park improvement projects. As updates and development nears, costs should be researched to assist in project budgeting and be included within the estimated Capital Improvement Program.

*Estimated priorities are meant to serve as a guide to local officials as they further develop the City's park system. Many of these are categorized as long-range activities and may not be realistic in the short term. At the same time, because unforeseen needs and opportunities may cause priorities to change, some can be expected to be targeted for earlier implementation than indicated while others may never prove to be feasible, even in the long term. These uncertainties point to the value of assessing the action program on an annual basis.*

Many of the projects identified in the action program are potential candidates for receiving cost sharing monies available through DNR while others could be developed through the efforts and/or monetary support of volunteers and community organizations. Riverfront projects in the downtown area, for example, may be more likely to be funded by the City with monetary support from the business community.

This plan works to develop and manage a working system of park and recreational facilities for the City of New London. It has been prepared to respond to expressed desires of its residents and to conform to the comprehensive plan of the City as accepted standards for provision of facilities. It provides the basic information and direction for future actions of the City's Boards, Plan Commission and the City Council. Much work remains to implement the plan. This requires a critical investigation of all proposals, acquisitions, and development to examine their consistency as the City Council approves all acquisition/selling of parklands, easements and trails, either by purchase or donations.

The parks budget for 2020 from the general fund was \$2,022,776 to maintain the existing facilities. This is the total budgeted for Culture and Recreation for the City which includes the library, pool, parks, senior center, and events.

When looking at the amount of population base we can calculate the amount of money spent per resident per year if the budget stays approximately the same. Most of the funding went to maintain and improve existing facilities. Over the past three years, the City's park budget has increased to accommodate for improvements by a little over a quarter in its budgeting. (26.97%) The survey results show that most residents rated 4.27 out of 5 stars that funding should be obtained from Grants and Donations over a tax increase or user type fees. Shared use facilities were ranked neutral at 3.01 stars.



**Table 7-1: Parks and Recreation Spent by Year per Resident**

Year	Population*	2018 Actual	2019 Actual	2020 Actual	Avg. for 3 Years	3 Yr % Chg
		\$ 1,944,232	\$ 1,983,422	\$ 2,022,776		4.04%
2010	7,291	\$ 266.66	\$ 272.04	\$ 277.43	\$ 272.04	A 4% increase over the last 3 years per resident
2015	7,301	\$ 266.30	\$ 271.66	\$ 277.05	\$ 271.67	
2020	7,595	\$ 255.99	\$ 261.15	\$ 266.33	\$ 261.16	
2025	7,825	\$ 248.46	\$ 253.47	\$ 258.50	\$ 253.48	
2030	7,990	\$ 243.33	\$ 248.24	\$ 253.16	\$ 248.24	
2035	7,955	\$ 244.40	\$ 249.33	\$ 254.28	\$ 249.34	
2040	7,775	\$ 250.06	\$ 255.10	\$ 260.16	\$ 255.11	
<b>Average Spent per resident</b>		<b>\$ 253.60</b>	<b>\$ 258.71</b>	<b>\$ 263.85</b>	<b>\$ 258.72</b>	

Year	2018	2019	2020
Rec Budget	\$ 1,944,232	\$ 1,983,422	\$ 2,022,776
City Total	\$ 7,355,081	\$ 7,430,326	\$ 7,789,991
Percent of GF	26.43%	26.69%	25.97%

The regional average spent on parks for tax payers is approximately \$13-\$14 per year. Each community and county are different in what they offer as well as the population growth within each entity. Needs and trends of the community also guide how much is spent as well as the tax base and budget.

The action table (Table 7-2) below correlates with Chapter 6: Recommendations and suggests items for the City to consider as they bring the parks system into the 2020's. These are also based off the results of the public survey and wishes of the users in the area as well as desired goals and objectives.





**Table 7-2: Five Year Action Plan – List of Priorities**

<i>Needed Now 2021-22</i>	<i>Short-Term 2023</i>	<i>Long Term 2024-25</i>	<i>Rationale</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>	<i>2025</i>
<b>GENERAL IMPROVEMENTS FOR ALL PARKS</b>								
ADA Accessible Compliance for all facilities			<i>Goal 1</i>	x		x	x	x
Play apparatus assessment for all parks - update/phase out unsafe pieces			<i>Goal 1</i>	x	x	x	x	x
Continue with the video and social media marketing plan			<i>Goals 1 &amp; 2</i>	x	x	x	x	x
Create a map of kayaking launches and routes and rentals			<i>Goal 5 Recommendation</i>		x			
Develop a lighting plan (includes ball diamonds)			<i>Recommendation</i>				x	x
Develop an Economic Impact Study to measure the value of parks			<i>Recommendation</i>			x		
Create more pet friendly and increase walkability in the City			<i>Recommendation Survey</i>			x	x	
Consider a schedule to update all restrooms within the parks system			<i>Survey</i>		x	x		
Add a new programs and activities for all age groups			<i>Survey</i>	x				
<b>Subtotal of General Priorities: (number of projects)</b>				<b>4</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>4</b>
<b>TRAILS</b>								
Create a City Bicycle and Pedestrian Plan			<i>Goal 3 Recommendation</i>	x	x			
Consider low maintenance trail linkages to all parks throughout the City – connecting the parks system (fill in gaps)			<i>Survey</i>			x	x	x
Add mile markers/directional arrows to next destination where pertinent (Newton-Blackmour Trail, inner city routes, Hatten Park)			<i>Recommendation Goal 3</i>		x	x		
Work with surrounding communities to create regional connections			<i>Goal 5 Recommendation Survey</i>	x	x	x	x	x
Consider adding a pump single track trails to the area behind the Floral Hill Cemetery			<i>Recommendation</i>	x	x			
<b>Subtotal of Trail Priorities: (number of projects)</b>				<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>

<i>Needed Now 2021-22</i>	<i>Short-Term 2023</i>	<i>Long Term 2024-25</i>	<i>Rationale</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>	<i>2025</i>
<b>MINI-PARKS (MP)</b>								
<b>MINI PARK</b>								
Add signage to park – hub to the downtown business district kiosk map	<i>Recommendation</i>				x			
<b>Subtotal of Priorities: (number of projects)</b>					<b>1</b>			
<b>TAFT PARK (VETERAN’S MEMORIAL)</b>								
Work with the veterans for landscaping and weed control	<i>Recommendation</i>			x	x	x	x	x
Remove any worn out, old bricks, and new ones	<i>Survey</i>							x
Add LED lighting to large monument	<i>Goal 1 Survey</i>				x	x		
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>ST. JOHN’S PARK</b>								
Add a sign along the walkway	<i>Recommendation</i>				x			
Maintain the shoreline	<i>Recommendation</i>			x	x	x	x	x
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>ANCHOR PARK</b>								
Freshen up landscaping next to building	<i>Recommendation</i>				x			
Replace the sign and add a bench with landscaping	<i>Recommendation</i>					x		
<b>Subtotal of Priorities: (number of projects)</b>					<b>1</b>	<b>1</b>		
<b>Total of MINI-PARKS Priorities: (number of projects)</b>				<b>2</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>3</b>
<b>COMMUNITY PARKS (CP)</b>								
<b>HATTEN PARK</b>								
Designate a marked bicycle route with markers through the park	<i>Recommendation Goal #3</i>			x	x			

<i>Needed Now 2021-22</i>	<i>Short-Term 2023</i>	<i>Long Term 2024-25</i>	<i>Rationale</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>	<i>2025</i>
Phase in replacement of old playground equipment and base for accessibility concerns – considered poured in place where possible			<i>Recommendation Goal #1</i>		x	x		
Add benches near the playgrounds			<i>Recommendation</i>	x				
Create a plan for the wall and refurbish, could be a living wall with plants and a concession area			<i>Recommendation Survey</i>		x			
Clear out brush on perimeter trail and freshen up the base, solicit volunteers to aid in the effort			<i>Recommendation Goals #3 and #5 Survey</i>	x	x			
Fix the surfacing on the tennis courts			<i>Recommendation</i>		x	x		
Phase in restroom improvements throughout the park			<i>Recommendation Survey</i>			x	x	x
<b>Subtotal of Priorities: (number of projects)</b>				<b>3</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>MEMORIAL PARK</b>								
Update play equipment next to volleyball court			<i>Recommendation Survey</i>		x	x		
Promote and market the Historic Village			<i>Recommendation</i>	x				
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>1</b>	<b>1</b>		
<b>PFEIFER PARK</b>								
Pedestrian bridge to Dog Park River Road (long-term)			<i>Goal 3 Recommendation</i>					x
Consider a Kayak / Canoe Launch or portage			<i>Goal 4 Recommendation</i>				x	x
<b>Subtotal of Priorities: (number of projects)</b>							<b>1</b>	<b>2</b>
<b>Total of COMMUNITY PARKS Priorities: (number of projects)</b>				<b>4</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>3</b>
<b>NEIGHBORHOOD PARKS (NP)</b>								
<b>ABRAHAM PARK</b>								
Phase in replacement of old playground equipment and base for accessibility concerns – considered poured in place where possible			<i>Survey Recommendation</i>			x	x	

<b>Needed Now 2021-22</b>	<b>Short-Term 2023</b>	<b>Long Term 2024-25</b>	<b>Rationale</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Work with the Chamber of Commerce on a marketing strategy for the park			<i>Recommendation Survey</i>	x	x			
Add benches next to the playground			<i>Recommendation</i>		x	x		
Add a bicycle rack			<i>Goal 3 Recommendation</i>		x			
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	
<b>FRANKLIN PARK</b>								
Consider a poured in place surfacing for the playground for ADA			<i>Goal 1 Recommendation</i>			x	x	x
Work with the Chamber of Commerce on promoting the park and the City as this is a central place for visitors. Highlight the history of the City.			<i>Recommendation</i>		x			
Add a bicycle rack and repair station			<i>Goal 3 Recommendation Survey</i>		x	x		
Consider new activities (bean bag toss, park pong, or gaga pit)			<i>Recommendation</i>			x	x	
<b>Subtotal of Priorities: (number of projects)</b>					<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>KROSTUE PARK</b>								
Replace worn out playground equipment and a new ADA base			<i>Goal 1 Recommendation Survey</i>			x		
Add a few parking spaces by the sand lot ball field			<i>Recommendation</i>				x	x
Refresh the landscaping by sign			<i>Recommendation</i>	x	x			
Add a small Open Shelter			<i>Recommendation</i>					x
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>Total of NEIGHBORHOOD PARKS Priorities: (number of projects)</b>				<b>2</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>3</b>

<i>Needed Now 2021-22</i>	<i>Short-Term 2023</i>	<i>Long Term 2024-25</i>	<i>Rationale</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>	<i>2025</i>
<b>NATURE AREAS (NA)</b>								
<b>NEW LONDON NATURE AREA</b>								
Develop this area with access trails to add park space to the NW part of the City			<i>Goals 1 and 3 Recommendation</i>					x
Provide access to the site through easements, etc.			<i>Recommendation</i>					x
Add trails and a small picnic area with a natural playground			<i>Goals 1 and 3 Recommendation</i>					x
<b>Subtotal of Priorities: (number of projects)</b>								<b>3</b>
<b>SPECIAL FACILITIES (SF)</b>								
<b>BERNEGGER RIVER WALK</b>								
Create destination signage pointing to where trail goes from parking area and points of interest along the trail			<i>Goal 3 Recommendation</i>		x	x		
<b>Subtotal of Priorities: (number of projects)</b>					<b>1</b>	<b>1</b>		
<b>NEW LONDON JAYCEE'S DOG PARK</b>								
Parking area improvements – pave and stripe			<i>Recommendation</i>			x	x	
Add water to site if feasible			<i>Recommendation</i>				x	x
Consider a permanent restroom			<i>Recommendation</i>					x
Add in doggie bag posts to the fenced areas			<i>Recommendation</i>	x	x			
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>OLD SETTLER'S PARK AND NEW LONDON POOL</b>								
Consider heated water for the splashpad area			<i>Recommendation</i>			x		
Continue with aquatic programming			<i>Recommendation</i>	x	x	x	x	x
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>

<i>Needed Now 2021-22</i>	<i>Short-Term 2023</i>	<i>Long Term 2024-25</i>	<i>Rationale</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>	<i>2025</i>
<b>RIVERSIDE PARK AND BOAT LAUNCH</b>								
Install electronic fee collector stations			<i>Recommendation</i>	x				
Consider adding in security cameras for vandalism			<i>Recommendation</i>	x	x			
Make the launch area safer by adding more rigging and docking options and replace worn out launches			<i>Recommendation</i>	x	x			
<b>Subtotal of Priorities: (number of projects)</b>				<b>3</b>	<b>2</b>			
<b>RIVER TRAIL PARK</b>								
Expand and improve parking for the park			<i>Recommendation</i>			x	x	x
Add an open picnic shelter for shade along the trail			<i>Recommendation</i>				x	x
Consider wayfinding and mile markers along trail			<i>Goals 3 &amp; 5 Recommendation</i>		x			
<b>Subtotal of Priorities: (number of projects)</b>					<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>Total of SPECIAL FACILITIES: (number of projects)</b>				<b>5</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>
<b>TRAILS</b>								
<b>NEWTON BLACKMOUR STATE TRAIL</b>								
Complete the connection into the City			<i>Goals 3 &amp; 5</i>	x	x	x	x	x
<b>Subtotal of Priorities: (number of projects)</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>PRIORITY SUMMARY: (Number of Projects by Year)* Some overlap in years will exist for a particular project.</b>				<b>21</b>	<b>33</b>	<b>29</b>	<b>21</b>	<b>21</b>

**Summary of projects by year:**

2021 = 21   2022 = 33   2023 = 29   2024 = 21   2025 = 21

Approximate total number of projects for the 5 year period = 123



## **CHAPTER 8**

### **RESOLUTION OF ADOPTION**





## CHAPTER 8: RESOLUTION

### RESOLUTION NUMBER: 1405

#### ADOPTION OF THE CITY OF NEW LONDON COMPREHENSIVE OUTDOOR RECREATION PLAN 2021-2025

WHEREAS, the City of New London has requested that the East Central Wisconsin Regional Planning Commission provide assistance in updating its Comprehensive Outdoor and Recreation Plan, and

WHEREAS, the Comprehensive Outdoor Recreation Plan is intended to serve as an ancillary component of the City's community development and comprehensive plan, and

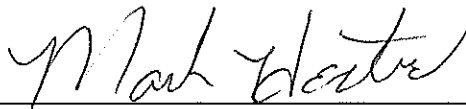
WHEREAS, the City of New London Park and Recreation Board and East Central Planning have worked closely to encourage active public participation in the preparation of this plan, and

WHEREAS, adoption of the plan is required for the City of New London to become eligible for cost sharing aid programs administered by the State of Wisconsin.

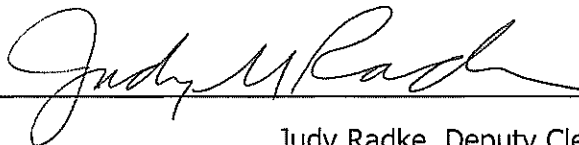
NOW, THEREFORE, BE IT RESOLVED BY THE NEW LONDON CITY COUNCIL THAT:

the City of New London Comprehensive Outdoor Recreation Plan be adopted as the approved recreation plan for the City of New London.

Signed this 11 day of December, 2020.



Mark Herter, Mayor



Judy Radke, Deputy Clerk





## **APPENDICES**





## **APPENDIX A**

### **DETAILED SURVEY RESULTS**



## APPENDIX A: DETAILED SURVEY RESULTS

### SURVEY SUMMARY AND ANALYSIS

A public survey was conducted in the summer of 2020 (May-September) and asked 25 questions conducive to residential satisfaction, needs and wants, and overall facility use. Safety concerns in walking and biking was also included as well as a questions for supporting the funding, new or expanded facilities, quality, programming, and demographics. Below is a summary of the findings.

Survey Response rate: 58%, 192 completed the survey: (332 started)

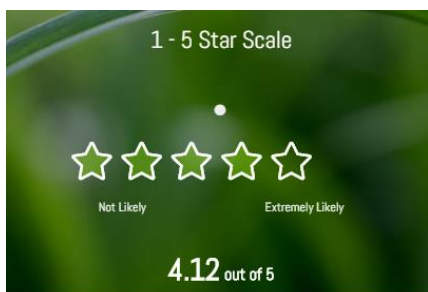
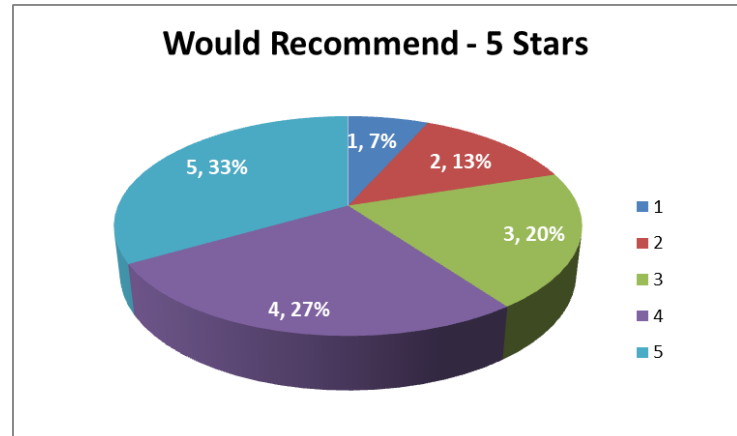
### USAGE AND SATISFACTION

#### Top 5 most visited city parks/facilities:

1. Hatten Park 92%, 174
2. Memorial Park 57%, 108
3. Pfeifer Park 52%, 99
4. Bernegger River Walk 43%, 82
5. New London Pool, 43%, 81

**Recommendations / Satisfaction:** On a scale of 1 to 5 Stars, with 5 being the highest score, most visitors said they would recommend the parks in New London to a friend with the overall rating of 4.12. Satisfaction came in at 3.83 out of 5 stars.

Stars	Recommend	Satisfaction
1	4	0
2	7	8
3	47	168
4	74	122
5	95	40



## AMENITIES NEED

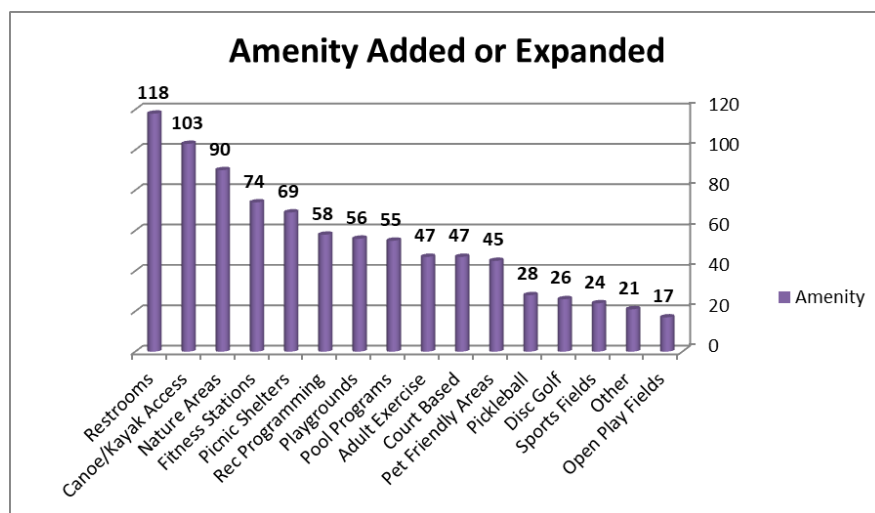
Activities that would like to be expanded or added to the parks system:

### Top 5:

Restrooms 62%  
Canoe/Kayak Access 54%  
Nature Areas 48%  
Fitness Stations 39%  
Picnic Shelters 37%

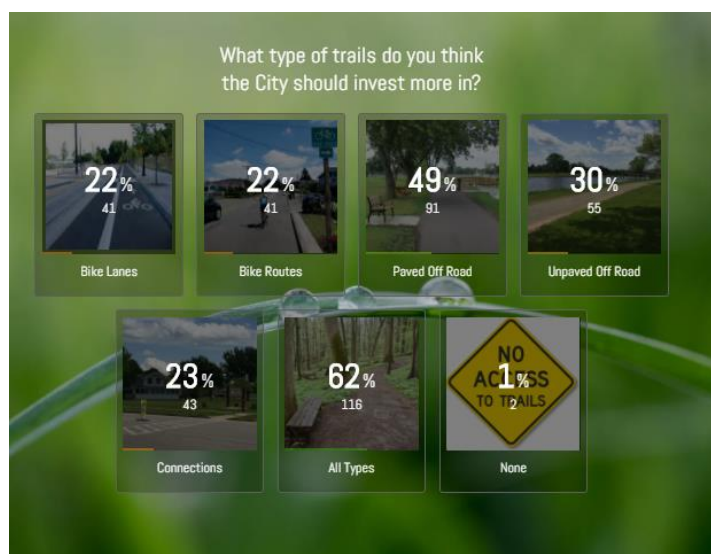
### Other Comments:

Bicycle Trails, Tennis Courts



## TRAIL TYPES

Number 1 answer was all types at 62% with a preference for Paved Off Road accommodations, 49%.



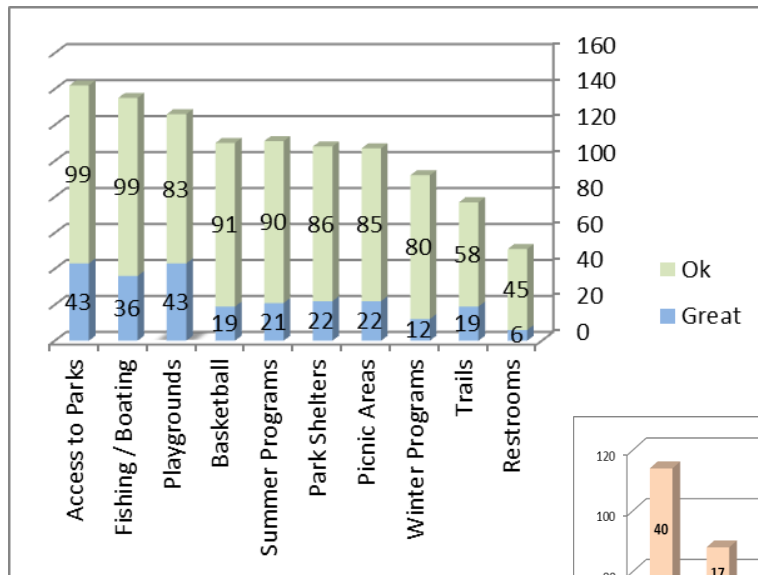
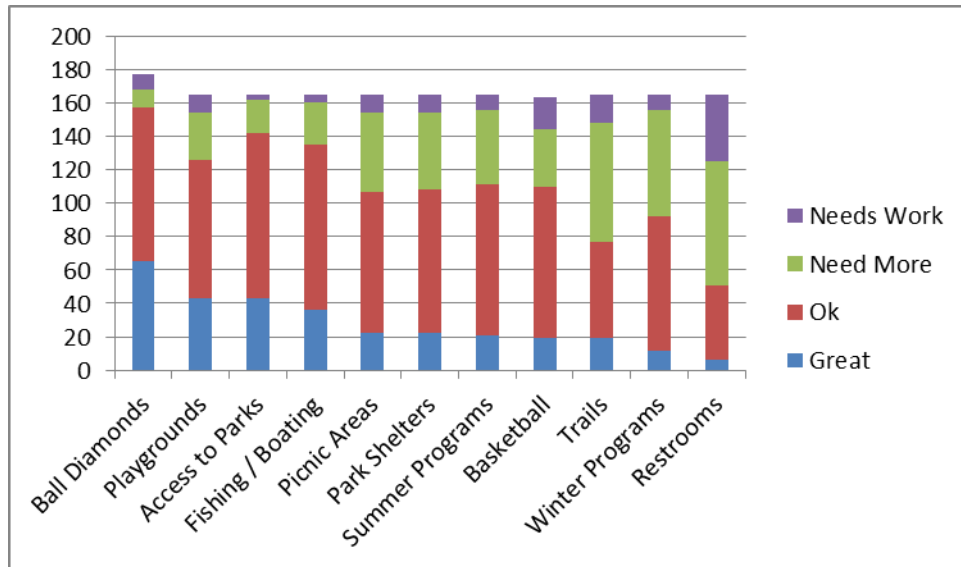
## QUALITY AND MAINTENANCE

### Quality Rankings by Amenity Type – Top 3

**Great** - Ball Diamonds, Playgrounds, Access to my Park  
**Ok** – Access to my Park, Fishing/Boating, Ball Diamonds  
**Need More** - Restrooms, Trails, Winter Programs  
**Needs Work** - Restrooms, Basketball Courts, Trails



### All Amenity Ratings



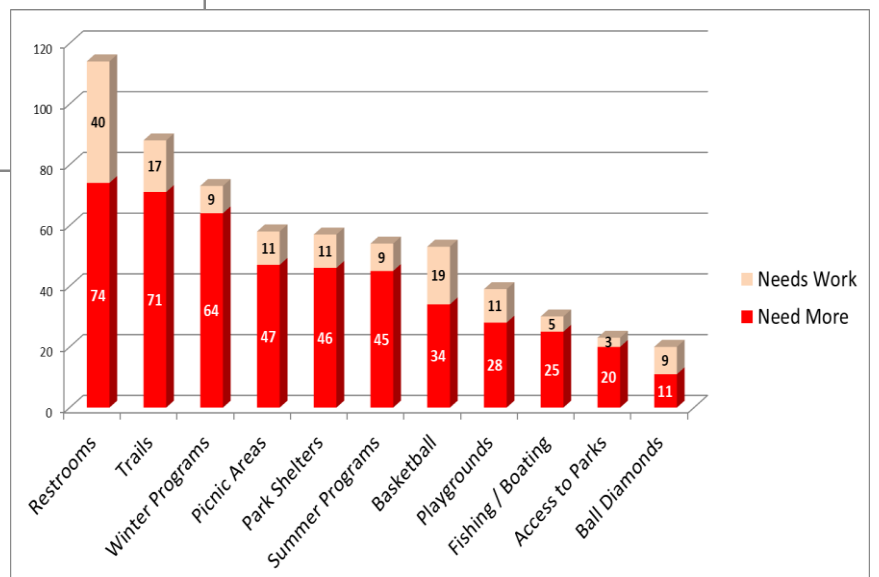
### Amenity Ratings Today

#### Highest ratings were:

- Access
- Fishing/Boating
- Playgrounds

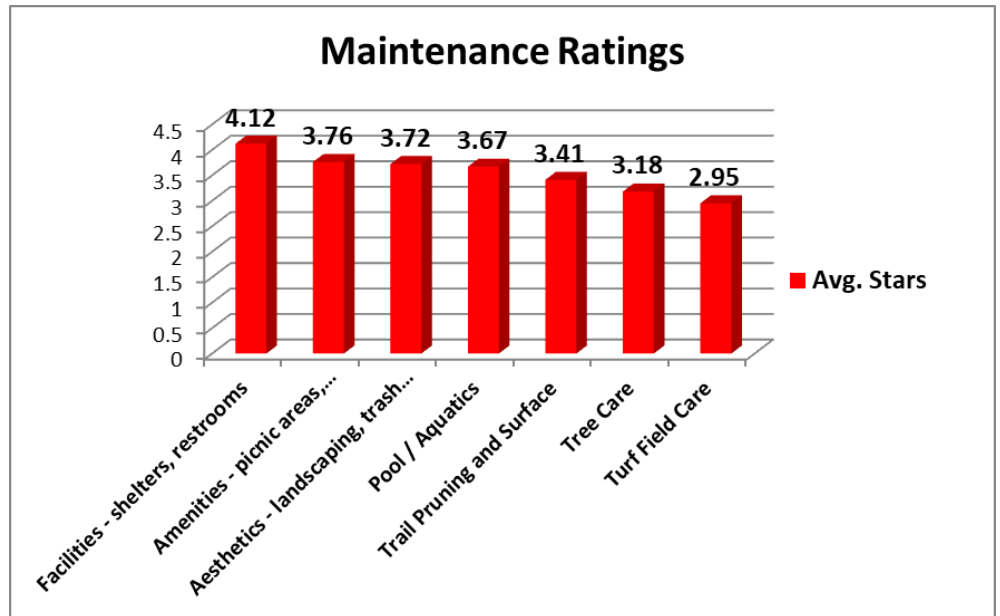
### Amenity Ratings Tomorrow

- Restrooms
- Trails
- Winter Programs need work



## Maintenance Priorities

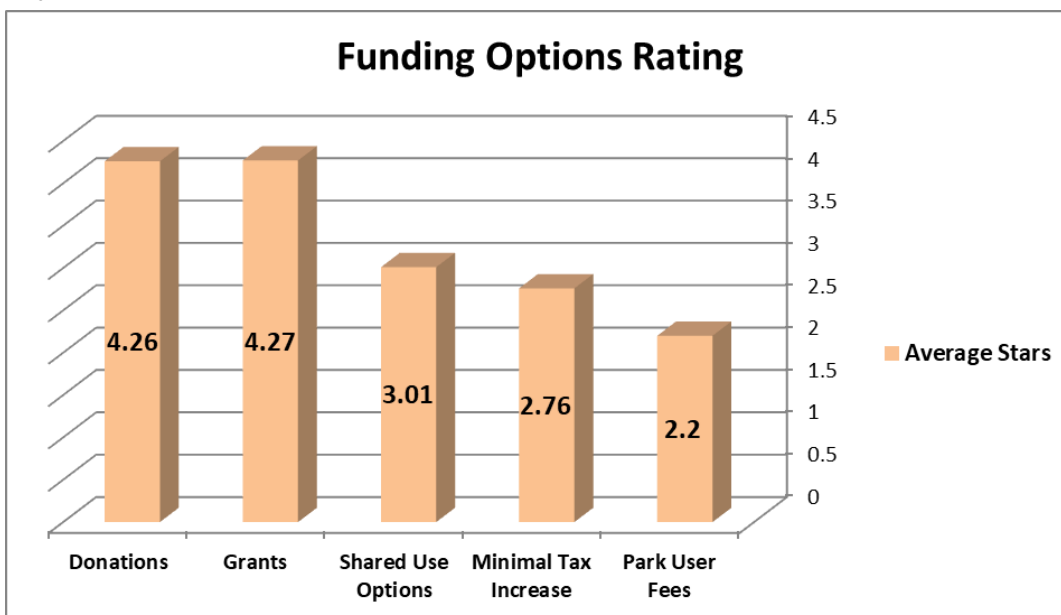
Trail conditions were ranked on a scale of 1-5 stars with 5 being high for priority by the public: Trails were rated at 3.41 Stars overall. Park users were most concerned with maintenance of the facilities such as shelters and restrooms.



## FUNDING OPTIONS

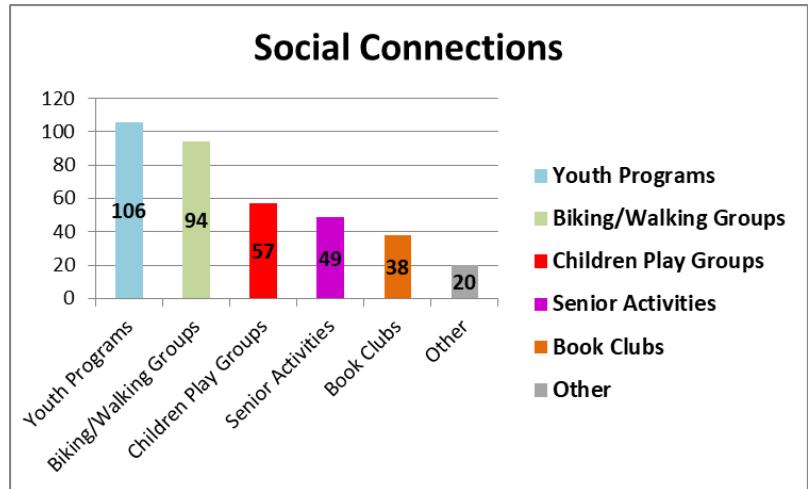
Participants were asked what and where funding for parks should come from. They were asked to rate according to strongly agree, somewhat agree, somewhat disagree, and strongly disagree.

*Most users thought the money should come from grants or donations and should be spent on to maintain the facilities currently in place but also to add new facilities to the system.*



## CITY SOCIAL CONNECTIVENESS

Participants were asked to select what groups in New London they would like to see to connect better with their friends and neighbors. Youth Programs 60% and Biking/Walking Club 53% got the most selections. Other options were connecting at city events, festivals, farmer's markets, etc.



## INFORMATION OBTAINED FOR PROGRAMS

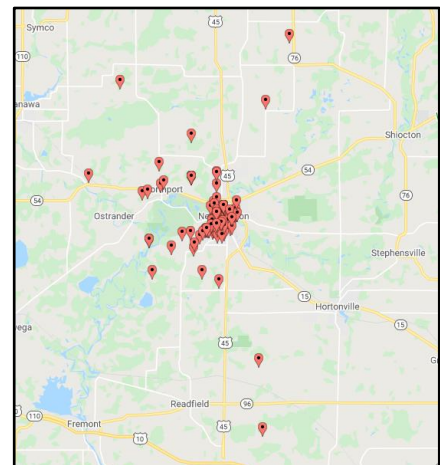
Facebook/Social Media: 82%  
City Website 48%

The City also recently hired a new video marketing person to show videos of the parks and city highlights to residents and other visitors, via YouTube.



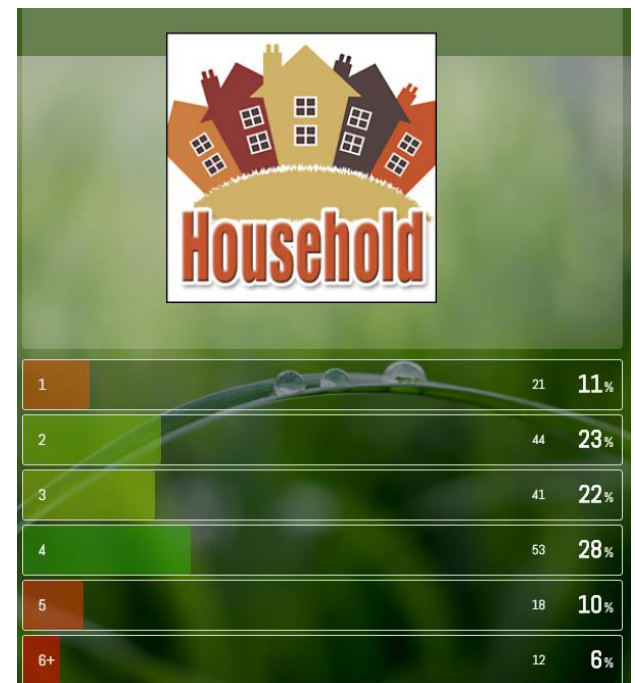
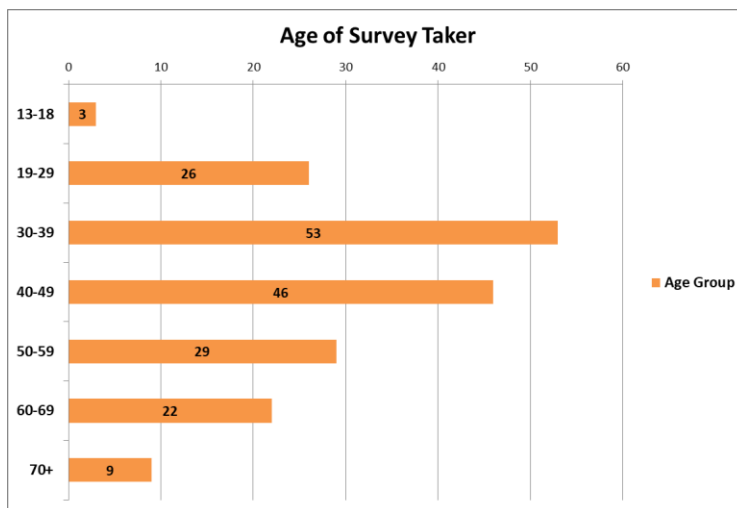
## DEMOGRAPHICS

Most participants were from the City of New London, but did have visitors that came from the surrounding area to utilize the parks system. A few users traveled as far as Manawa and Fremont areas as shown by the map.



## Age Groups

Age of Participant ranged from 12 to 75+, largest age group was 30-39 and were either a couple or a family of 3 or 4. Activities and programming should be targeted to this type of user.

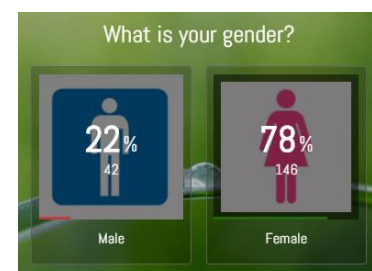


## Children Ages

Of the survey takers, 43% did not have children, but the other 67% are growing families. Activities and facilities should be planned and updated with this in mind.



Most of the survey participants were Female, 78% vs. 22% Male.



### Common Survey Comments

- Maintenance concerns of clearing trails within Hatten Park, create a volunteer group to help
- Parkour type gym or Obstacle Course for older kids and young adults
- Urban playgrounds
- Flowers and Landscaping are great!
- Repair Tennis Court surfacing correctly
- Concentrate on maintaining what we have, broken play equipment, court surfaces
- Pool needs more programming/ better resource management
- Pet friendly walking trails and areas
- Official size basketball court
- Add an outdoor fitness area by river downtown
- Consider an ATV/UTV designated route ordinance through the City. Place restrictions on speed and travel areas.
- More kayak/canoe launches
- Boat Launch Upgrades
- Connect the Newton-Blackmour Trail to City
- More programming for seniors and youth
- Cleaner Restrooms
- Make sure all parks are ADA accessible

**To view all the comments please visit:** <https://www.getfeedback.com/s/9Q8SDPVt/17>

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**APPENDIX B**  
GRANTS & FUNDING  
OPPORTUNITIES





## APPENDIX B: GRANTS AND FUNDING OPPORTUNITIES

<b>Program</b>	<b>Purpose</b>	<b>Details</b>	<b>Deadlines</b>	<b>Notes</b>	<b>Agency</b>	<b>Contact</b>
<b>Wisconsin Stewardship Programs</b>						
Acquisition of Development Rights	Acquire development rights for nature-based outdoor recreation areas and activities	\$1.6 M available per year  50% local match	May 1	Funds available for areas where restrictions on residential, commercial & industrial development  May include enhancements of outdoor recreation	WDNR	Jessica Terrien Northeast District 920-662-5137  <a href="https://dnr.wi.gov/Aid/Staff.html">https://dnr.wi.gov/Aid/Staff.html</a>
Aids for the Acquisition and Development of Local Parks (ADLP)	Acquire or develop public, nature-based outdoor recreation areas and facilities	\$4 M available per year 50% local match	May 1	A comprehensive outdoor recreation plan is required  Priority for land acquisition Projects must comply with ADA	WDNR	Jessica Terrien Northeast District 920-662-5137
Urban Greenspace Program (UGP)	Acquire land to provide natural space within or near urban areas, or to protect scenic or ecological features	\$1.6 M available per year 50% local match	May 1	A comprehensive outdoor recreation plan is required.  Projects must comply with ADA	WDNR	Jessica Terrien Northeast District 920-662-5137
Urban Rivers Grant Program (URGP)	Acquire land, or rights in lands, adjacent to urban rivers for the purpose of preserving or restoring them for economic revitalization or nature-based outdoor recreation activities	\$800,000 available per year 50% local match	May 1	A comprehensive outdoor recreation plan is required.  Projects must comply with ADA	WDNR	Jessica Terrien Northeast District 920-662-5137
Land & Water Conservation Fund (LAWCON)	Acquire or develop public outdoor recreation areas and facilities	50% local match per project	May 1	A comprehensive outdoor recreation plan is required	WDNR	Jessica Terrien Northeast District 920-662-5137
Recreational Trails Act (RTA)	Provide funds for maintenance, development, rehabilitation, and acquisition of non-motorized multi-trails	50% local match per project	May 1	Funds may only be used on trails identified in or that further a goal of a local, county or state plan Funds may be used on trails that are in SCORP a state park plan	WDNR	Jessica Terrien Northeast District 920-662-5137

<b>Program</b>	<b>Purpose</b>	<b>Details</b>	<b>Deadlines</b>	<b>Notes</b>	<b>Agency</b>	<b>Contact</b>
Wisconsin Main Street Community Program	Comprehensive downtown revitalization program, which includes Streetscape improvements	Wisc. Dept. of Commerce	No Date	General downtown Program  May benefit trail enhancements through streetscaping	National Main Street Center	Bureau of Downtown Development 608-266-7531
Surface Transportation Environment Cooperative Research Program	Evaluate transportation control measures. Improve understanding of transportation demand factors. Develop performance indicators that will facilitate the analysis of transportation alternatives.	20% local match per project	No Date	Money available for: development of national bicycle safety education curriculum grants to a national not-for-profit organization engages in promoting bicycle and pedestrian safety study of the safety issues attendant to the transportation of children to and from school by various transportation	FHWA	US Dept. of Transportation 202-366-4000
Urban Forestry Grants	Assistance for tree maintenance, planting, and public awareness	\$1,000 to \$25,00 of grants awarded with a 50% local match	October 1	Funding is prioritized for communities needing to develop an urban forestry plan, needing worker training, and needing to conduct a street tree inventory	WDNR Urban Forestry	Alexandria Elias Urban Forestry Grants Manager 608-261-8455  <a href="https://dnr.wi.gov/topic/UrbanForests/grants/index.html">https://dnr.wi.gov/topic/UrbanForests/grants/index.html</a>

Program	Purpose	Details	Deadlines	Notes	Agency	Contact
<b>Transportation Grants</b>						
MultiModal Local Supplement Grant Program (MLS)  New Program	Provide facilities for pedestrians and bicyclists. Provides funding for rehabilitating and operating historic transportation buildings and structures as well as "Main Streets"	Funded with TE-Map 21  10% required minimum match	December	Not a grant program. 80% of funds are reimbursed if all federal guidelines are met. Project must relate to surface transportation.  Construction projects must be over \$250,000	WisDOT	Sandy Carpenter <a href="mailto:sandra.carpenter@dot.wi.gov">sandra.carpenter@dot.wi.gov</a> Phone: (920) 492-5681 Fax: (920) 492-5711
Surface Discretionary Grant Program (STP-D)	Provides flexible funds that can be spent on a wide variety of projects, including roadway, bridges, transit facilities, and bike and pedestrian facilities	Funded with TE-Map 21  20% match required	February	Any project that fosters alternatives to single-occupancy vehicle trips  Facilities for pedestrians and bicyclists  System-wide bicycle planning  Construction projects must be over \$100,000  Non-construction projects must be over \$25,000	WisDOT	Sandy Carpenter <a href="mailto:sandra.carpenter@dot.wi.gov">sandra.carpenter@dot.wi.gov</a> Phone: (920) 492-5681 Fax: (920) 492-5711
Safe Routes to School Grant Program (SRTS)	Intended to combat childhood obesity and reestablish walking and biking to school	Funded with TE-Map 21	December	Funding for bicycle and pedestrian facilities  Funding for pedestrian and bicycle safety and programs	WisDOT	<a href="http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx">http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx</a>
Section 5309 (old Section 3 discretionary funds)	Transit capital projects; included intermodal facilities such as bicycle racks on buses and bicycle parking at transit stations	20% local match per project	Early Spring	Funding for this program is allocated on a discretionary basis  Congress reserves money each year  Administration can pick the projects	WisDOT Bureau of Transit	Ron Morse  608-266-1650

**Community Grants:**

Wisconsin Community Fund: These are for non-profits groups.

<http://www.forwardci.org/wisconsin-community-fund>

<http://www.cffoxvalley.org/page.aspx?pid=873>

**Sports Field Grants:**

<https://www.responsiblesports.com/programs/grants/rules>

<http://www.hksportsfields.com/sports-complex-financing/>

**Playground Grants:**

<http://www.bciburke.com/grants.html>

<http://www.miracle-recreation.com/purchase-options/playground-grants.html>

<http://www.playlsi.com/Research-Plan/Playground-Planning/Financing/Playground-Grants/Pages/Playground-Grants.aspx>

<http://korkatblog.com/playground-grants/>

<http://www.letsplay.com/get-involved/about-playground-grants?gclid=CJzZ2N792bgCFZA-Mgod6AsA6Q>

**Educational:** (Could be used for landscaping also)

<http://eeinwisconsin.org/core>

**National:** The National Parks and Recreation Association has fundraising ideas and resources along with grants for parks.

<http://www.nrpa.org/fundraising-resources/>

**Other:**

Fitness Equipment - [www.exo.fit/grant](http://www.exo.fit/grant) Will match 50% for 2018.

Amazon Smile Program - <https://smile.amazon.com/>



## EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

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Jeff Nooyen, Vice-Chair  
Melissa Kraemer Badtke, Secretary-Treasurer

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