

# **BERLIN 2045 COMPREHENSIVE PLAN APPENDIX**

Refer to the Plan Appendices for additional information:

## **APPENDIX A PLAN ADOPTION & AMENDMENTS**

## **APPENDIX B ACTION PLAN**

## **APPENDIX C COMMUNITY ENGAGEMENT RESULTS**

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**BERLIN 2046 COMPREHENSIVE PLAN  
PLAN APPENDIX**

**APPENDIX A  
PLAN ADOPTION & AMENDMENTS**

**BERLIN 2046 COMPREHENSIVE PLAN  
PLAN APPENDIX**

**APPENDIX B  
ACTION PLAN**

# ACTION PLAN

GOALS & ACTIONS FOR SECTIONS 3-9		TIMEFRAME FOR COMPLETION			
		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>3. AGRICULTURAL, NATURAL, &amp; CULTURAL RESOURCES</b>					
<b>GOAL 3.1</b>					
<b>Ensure productive agricultural lands are preserved in balance with the City's development and growth.</b>					
A	Initiate meetings with adjacent townships to discuss items of mutual concern, particularly related to preserving productive farmland and agricultural practices that protect natural resources from runoff and chemical contamination.		X		
<b>GOAL 3.2</b>					
<b>Conserve, protect, and improve the City and its surrounding environmental resources.</b>					
B	Develop a stormwater management plan that pays particular attention to the areas adjoining development. The plan should also identify priority protection areas that are vital for the protection of the City's groundwater.			X	
C	Continue to partner with the counties and other municipalities to proactively address flood mitigation, especially in implementing county natural hazards mitigation plans.				
D	Consider purchasing properties within the floodplain as they become available and restore properties to natural vegetation for stormwater management and flood mitigation.	X			
E	Develop and make available public education materials discussing practices and strategies to minimize runoff, chemical pollution and contamination to protect ground and surface water.		X		
F	Develop and maintain a list of preferred native plants and trees for landscaping to be used for assistance in development review and project planning.			X	
G	Review and consider revising the stormwater management (SWM) ordinance to allow for prairie/natural plantings around the stormwater management facility.			X	

# ACTION PLAN

GOALS & ACTIONS	ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
H	Encourage all landowners to maintain and enhance natural buffers along waterways and wetlands. Enforce stream and river setback requirements.	X		
I	Encourage developers to recycle as much construction waste as possible.	X		
<b>GOAL 3.3</b>				
<b>Create and actively use community spaces/events that contribute to the identity of Berlin.</b>				
J	Adopt a zoning ordinance that will allow for adaptive reuse of buildings that cannot be used for their original purposes.	X		
K	Identify local organizations with whom the City can partner to support the promotion and funding of community-wide events.		X	
L	Maintain an inventory of historic, architecturally significant and culturally significant buildings.	X		
M	Use city funding tools to support restoration of blighted properties when possible.	X		
N	Pursue funds and assistance through both public and private sources, such as the State of Wisconsin's 'Main Street' program and other Wisconsin Historical Society programs, to support preservation work.		X	
O	Commission local artists to create murals, sculptures, and other public art installations that celebrate Berlin's cultural heritage.			X
<b>4. HOUSING GOALS &amp; ACTIONS</b>				
<b>GOAL 4.1</b>				
<b>Support a range of housing options to retain and attract City residents.</b>				
A	Review the Village's Zoning Ordinance, Future Land Use Map, and other land use regulation tools to ensure that sufficient sites are available for future housing development.	X		

## ACTION PLAN

GOALS & ACTIONS	ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
B	Update the City of Berlin Housing Study at least every 10 years to assess long-term changes in the local and regional housing market.			X
C	Address housing affordability through the following actions:			
	<ul style="list-style-type: none"> <li>i. Promote the availability of Wisconsin Housing &amp; Economic Development Authority (WHEDA) and other state and federal down payment assistance programs.</li> <li>ii. Review and amend the zoning ordinance as appropriate to enable development of housing formats that limit cost – such as smaller lots, smaller homes, ADU's, attached units (duplexes) and "cottage court" clusters of detached homes—and identify appropriate locations for these housing formats in the City.</li> </ul>		X	
<b>GOAL 4.2</b>	<b>Develop and maintain quality housing to ensure safe and healthy neighborhoods for all City residents.</b>			
D	Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies.		X	
E	Update and maintain the City's Architectural/Historical Survey Report as a method of determining which buildings should be preserved and recognized due to historic significance.		X	

# ACTION PLAN

GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
F	Investigate implementing programs and incentives to preserve and rehabilitate existing housing stock, particularly historic homes or buildings. Consider using Tax Incremental Financing (TIF) to offer financial assistance for repairs and renovations, especially for older homes with desirable character.	X			
	Encourage and support reinvestment in existing housing, including:				
	i. Work with developers experienced in rental housing renovation to pursue State and Federal 4% tax credit funded renovation of aging units to reinvest in units while protecting their affordability.			X	
G	ii. Apply for grants through State and Federal Programs including HOME Investment Partnership Program and WHEDA programs to support community development projects, including housing rehabilitation.			X	
H	Update the City website to promote local, neighborhood level events in support of neighborhood organizing.		X		
I	Continue to provide and regularly update the City's Capital Improvements Plan for maintenance of public utilities and services in all residential areas.		X		
<b>5. ECONOMIC DEVELOPMENT</b>					
<b>GOAL 5.1 Provide a robust local economy for residents and visitors through diverse employment opportunities in commercial, industrial, and recreational sectors.</b>					
A	Meet regularly with the counties and neighboring municipalities to ensure that efforts for economic development activities in the region are coordinated.	X			
B	Identify appropriate areas for additional industrial/manufacturing operations to expand the City's tax and employment base.		X		
C	Review and revise the City's Tax Increment Finance policy (as needed) to prioritize business attraction, retention and expansion; conduct further internal review of City codes and ordinances every five years to address economic/commercial concerns.	X		X	
D	Regularly (at least once per year) meet with industry leaders to ensure that existing businesses have tools and resources to expand and remain in Berlin.	X			

## ACTION PLAN

GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>GOAL 5.2</b>	<b>Prioritize the Downtown area as a pedestrian-friendly and attractive center of economic activity designed to meet community needs.</b>				
E	Create a Business Improvement District (BID) and improvement plan for the River District to fulfill a vital role in retail district success by organizing a professional management or volunteer structure for the commercial area. An improvement plan will provide funding mechanisms through special assessments for: <ul style="list-style-type: none"> <li>i. Upgrades for public utilities</li> <li>ii. Facade improvements</li> <li>iii. Established development criteria</li> <li>iv. Streetscape amenities such as benches, lighting, and other amenities.</li> </ul>				X
F	Work with local businesses and the counties to market the Berlin area as a tourist destination via brochures, websites, and signage.	X			
<b>6. TRANSPORTATION &amp; MOBILITY</b>					
<b>GOAL 6.1</b>	<b>Increase mobility and access for all through a well-integrated, multi-modal transportation system.</b>				
A	Biennially evaluate City roads using the Pavement Surface Evaluation and Rating (PASER) program.		X		
B	Annually review and update the City's Official Map, or as needed.	X			
C	Evaluate road performance and traffic concerns on a regular basis, considering need for narrow streets or other traffic-calming measures to slow traffic through neighborhoods, minimize construction, stormwater, and maintenance costs, and maximize safety.			X	
D	Work with the Berlin School District to provide bicycle education in grade schools and middle schools every year.			X	

# ACTION PLAN

GOALS & ACTIONS	ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
E Every 2-3 years, evaluate the availability of publicly provided parking (especially in Downtown and other commercial areas) to maintain a healthy supply of parking spaces. If the evaluation suggests an undersupply of parking, consider improvements such as short-term parking, compact car spaces, better signage to under-utilized parking lots, and expanding/building new parking lots.			X	
F Review the City's off-street parking requirements periodically (at least every five years) to assess their effectiveness in making efficient use of land for vehicle parking.			X	X
<b>GOAL 6.2</b> <b>A cost-effective transportation network that conserves resources and coordinates with other governing agencies to provide safe travel options to and from the Village.</b>				
G Work with the Town of Berlin and Green Lake and Waushara Counties to promote the addition of bicycle accommodations along town and county roads, including exploring funding opportunities through the Department of Transportation [e.g., Transportation Alternative Program (TAP)].				X
H Consider steps on an annual basis to complete connections with the regional bikeway network. Work with neighboring jurisdictions, WisDOT, Wisconsin DNR and other key stakeholders to plan, study and fund expansion of the regional network.				X
I Identify a system of truck routes throughout the City and mark them with unique signs to enable them to be easily identified.				X
<b>7. UTILITIES &amp; COMMUNITY FACILITIES</b>				
<b>GOAL 7.1</b> <b>Provide community facilities and services that create a safe, attractive, and healthy environment to meet the needs of current and future City residents.</b>				
A	Identify representatives from local organizations, such as sports clubs, churches, and youth groups, to foster collaboration and:			X
	i. Develop a unified parks and recreation program.			
	ii. Coordinate shared use of parks, recreational facilities, public buildings, and community spaces, along with programming accessible to all residents.		X	

## ACTION PLAN

GOALS & ACTIONS	ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
B Require fiscal impact analyses of all major capital projects considered for funding. Such analyses should include, but not be limited to, one-time capital costs, life cycle operating and maintenance costs, revenues from the project, and costs of not doing the project.		X		
C Make major project-specific capital decisions by the Common Council through the adoption of the City's operating budget and the Capital Improvement Plan.	X			
D Annually review the police, fire, and emergency medical services in the City and continue to review all options for providing services that meet the needs of residents. Meet with neighboring jurisdictions, as necessary, to review fire protection and ambulance service mutual aid and/or contractual intergovernmental services.	X			
E During the annual capital improvement planning process, consider budgeting for implementation of the recommendations in the City's Comprehensive Outdoor Recreation Plan.		X		
F Review subdivision ordinances for requirements of parkland dedication, considering dedication fees for all rezones that increase the number of dwelling units.		X		
G Update the City's Comprehensive Outdoor Recreation Plan every five years to maintain grant eligibility.		X		
H Develop a strategy to encourage and recognize community involvement in volunteer services by people of all ages.				X

# ACTION PLAN

GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>GOAL 7.2</b>	<b>Provide adequate water, sewer, and other infrastructure to support the orderly and cost-effective development of the community.</b>				
I	Require new development proposals be reviewed by all City departments to ensure that essential utilities can be provided to the subject area in a timely and efficient manner.		X		
J	Require new development to pay the full cost of new municipal services needed to support the development, so that the existing taxpayers are not burdened with inequitable taxes or service costs. Consider methods to recover the costs of utility facilities necessitated by new growth, such as impact fees.		X		
K	Annually review existing data relative to the conditions and capacity of municipally provided facilities (water and wastewater); repair/upgrade facilities as needed to serve both existing and future populations.	X			
L	Promote available incentives, energy audits and appliance recycling offered through Berlin Water/Sewer Utility, Focus on Energy, or other sources to assist individuals and businesses with energy efficiency and renewable energy measures.			X	
M	Conduct an Impact Fee Needs Assessment on all potential municipal utilities and facilities in order to impose impact fees on any new development which impacts the level of service within the system; review and potentially update every ten years, at a minimum.			X	

# ACTION PLAN

GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>8. INTERGOVERNMENTAL COOPERATION</b>					
<b>GOAL 8.1</b>	<b>Collaborate with neighboring communities and other government entities to achieve sustainable growth patterns in the Berlin area.</b>				
A	Meet annually with representatives from neighboring municipalities, Green Lake County, and Waushara County to discuss common issues related to planning, zoning, and land use	X			
B	Work with the Town of Berlin to develop an intergovernmental agreement that protects future growth areas and utilities extensions routes for the City, protects stormwater/environmental corridors, and defines the jurisdiction and maintenance of certain roads that serve both jurisdictions.			X	
C	Distribute development plans to contiguous local governments and the Berlin Area School District when there is mutual interest.		X		
D	Consider working with the town to develop extraterritorial zoning to manage growth, smooth transitions, and prevent conflicting land uses.				X
<b>GOAL 8.2</b>	<b>Enhance the efficiency and quality of public services by collaborating with other governmental entities in the region.</b>				
E	Meet annually with the Berlin Area School District involving elected officials and key City/district staff to discuss opportunities for collaboration and issues of concern.		X		
F	Review existing intergovernmental agreements at least every five years and amend the agreement as needed.	X		X	
G	Explore opportunities for state and federal grants to develop joint services with contiguous municipalities to reduce costs and improve services.		X		

# ACTION PLAN

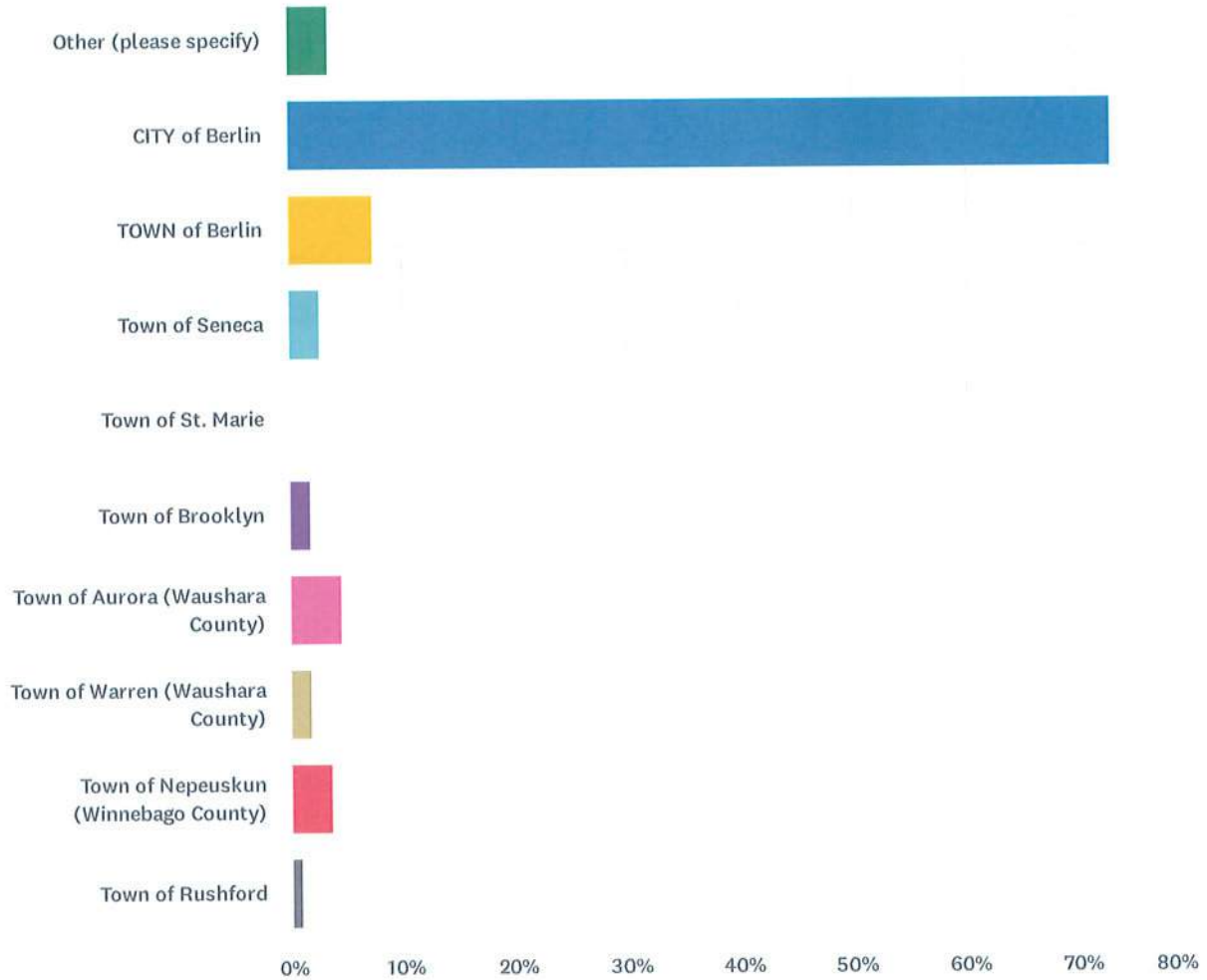
GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>9. LAND USE GOALS, STRATEGIES, &amp; ACTIONS</b>					
<b>Goal 9.1</b>	<b>An economically and environmentally sustainable development pattern.</b>				
A	Meet annually with representatives from contiguous government entities and Green Lake and Waushara County to discuss land use issues as needed.	X			
<b>Goal 9.2</b>	<b>Established, balanced neighborhoods throughout the City.</b>				
B	Review and update the City of Berlin's Zoning Ordinances (Section 13.1.30) as necessary to align with the land use goals as established in this Plan.		X		
C	Considering developing an interactive online zoning map for use by city staff and the general public.		X		
<b>Goal 9.3</b>	<b>Placemaking that is vibrant, attractive and unique, especially within Downtown.</b>				
D	Develop and implement a plan to make the City's entry corridors attractive and inviting through landscaping, lighting, etc.			X	
E	Implement streetscaping improvements, wayfinding signage, placemaking, and connectivity strategies to make Downtown unique, memorable, and attractive.		X		

**BERLIN 2046 COMPREHENSIVE PLAN  
PLAN APPENDIX**

**APPENDIX C  
COMMUNITY ENGAGEMENT RESULTS**

## Q1 Where do you live?

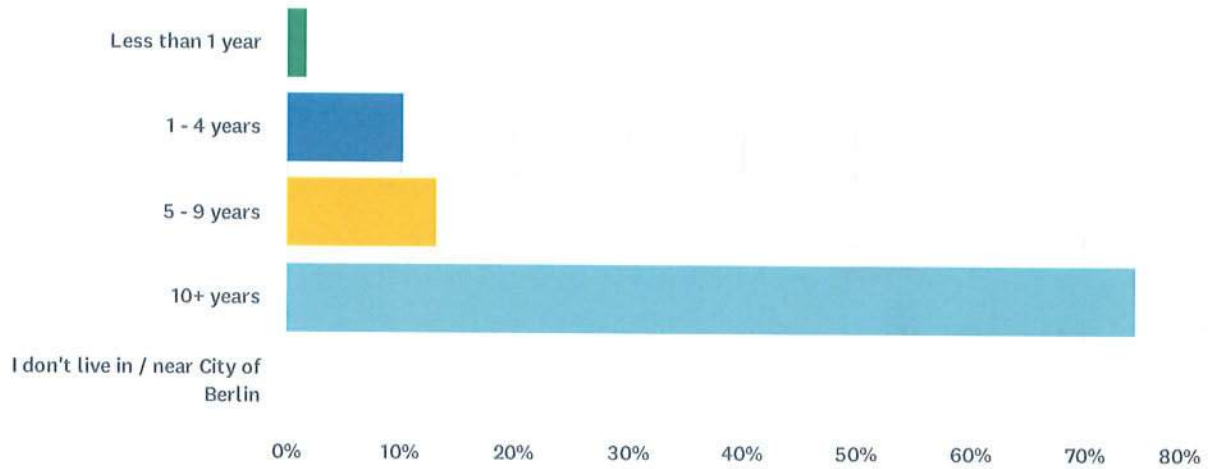
Answered: 107 Skipped: 1



#	OTHER (PLEASE SPECIFY)	DATE
1	Currently Oshkosh, but lived in Berlin for 47 yrs and it is still home to me	10/28/2025 10:13 AM
2	Town of ripon	10/5/2025 9:50 AM
3	Town of Poy Sippi (Waushara County)	10/2/2025 3:28 PM
4	Just moved out of town of Warren (to town of Oshkosh) but still have that property as a rental.	9/29/2025 10:38 PM

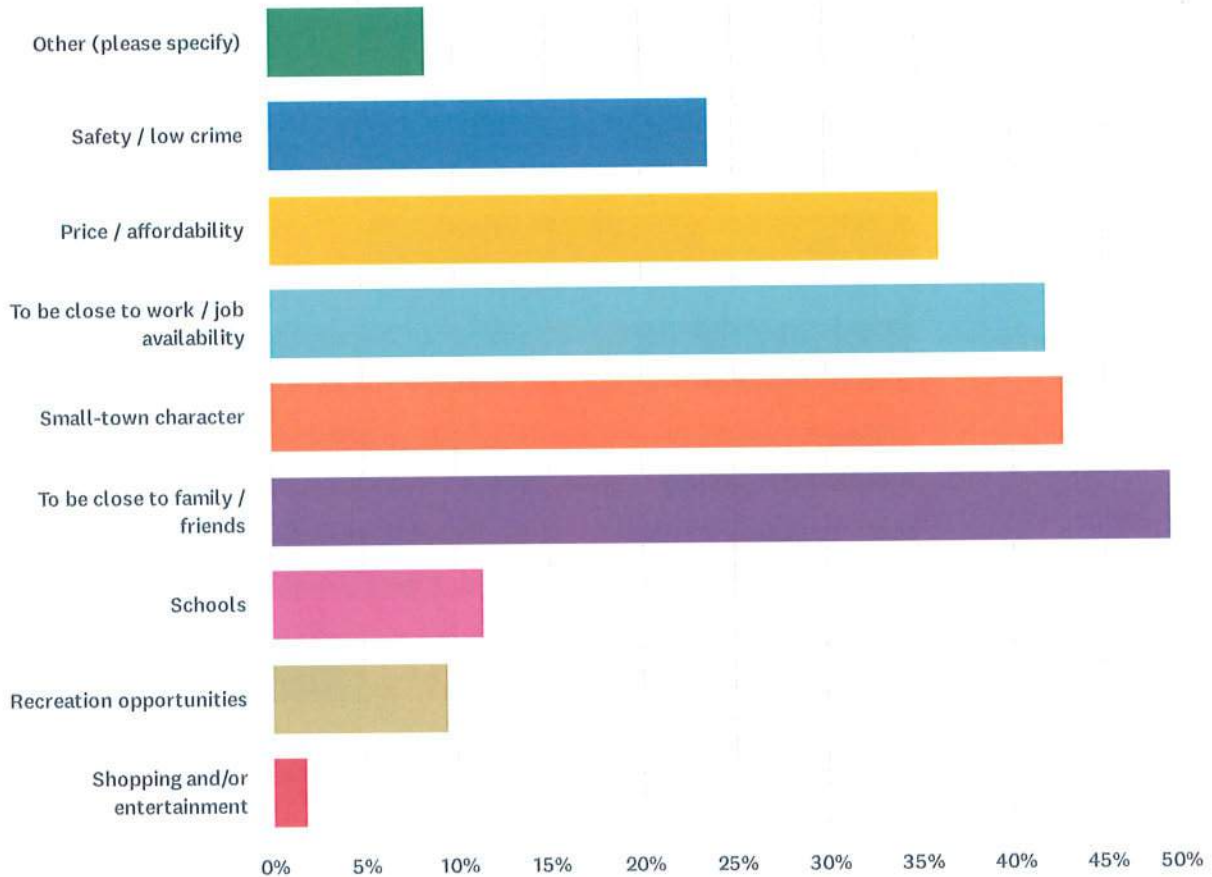
## Q2 How long have you lived in or near City of Berlin?

Answered: 106 Skipped: 2



Q3 Please indicate why you live in or near City of Berlin. Select all that apply; if you don't live in or near the City, you may skip this question.

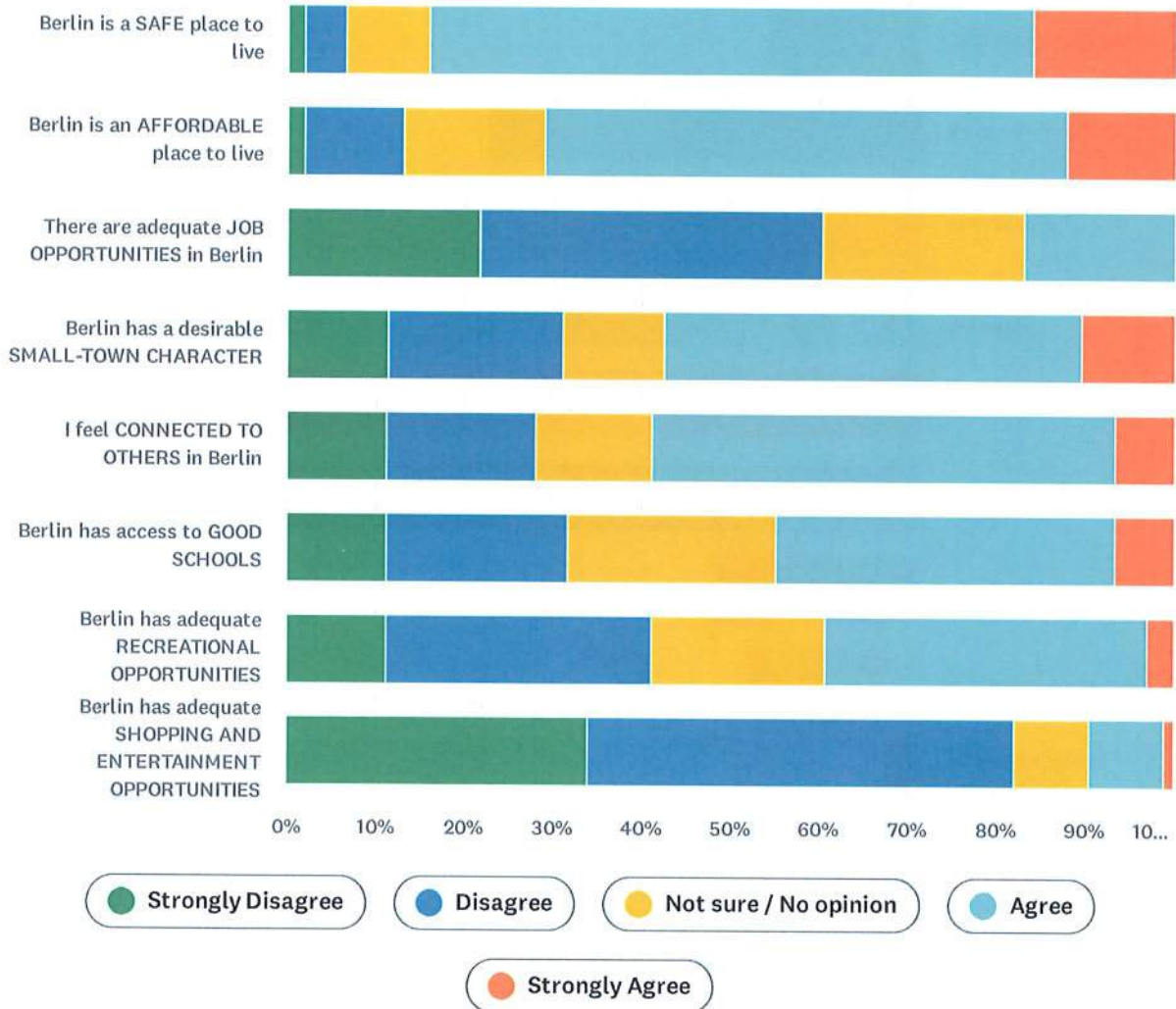
Answered: 105 Skipped: 3



#	OTHER (PLEASE SPECIFY)	DATE
1	I like country living .	10/28/2025 6:27 PM
2	When I did live in Berlin these were the drivers that kept me there	10/28/2025 10:13 AM
3	Neighbors and Friends and location and small town charm	10/9/2025 2:37 AM
4	we grew up here, raised our family and are still here.	10/7/2025 8:39 AM
5	Job/career	10/5/2025 8:56 PM
6	Still feels like home	10/5/2025 8:57 AM
7	Born and raised , now raised my family, who will soon have a family of their own. This is Home 50 years plus years for me with a whole generation before me .	10/4/2025 10:02 PM
8	Proximity to the Fox Valley and Central Wisconsin Amenities	10/2/2025 9:34 AM
9	Bought new construction	10/1/2025 10:43 AM

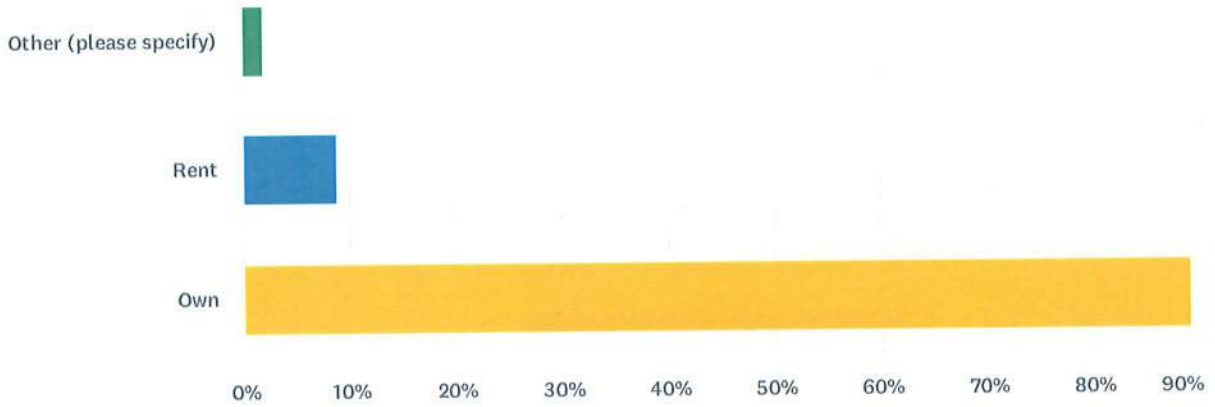
### Q4 Indicate your agreement or disagreement with each of the following statements.

Answered: 107 Skipped: 1



## Q5 Do you rent or own your current primary residence?

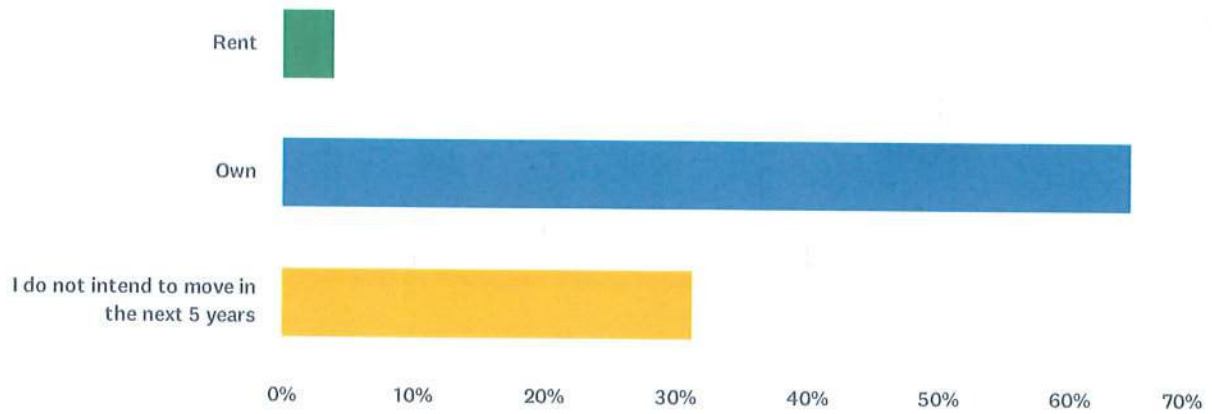
Answered: 102 Skipped: 6



#	OTHER (PLEASE SPECIFY)	DATE
1	Was a renter when living in Berlin	10/28/2025 10:14 AM
2	Own our home and have rental property	10/4/2025 10:04 PM

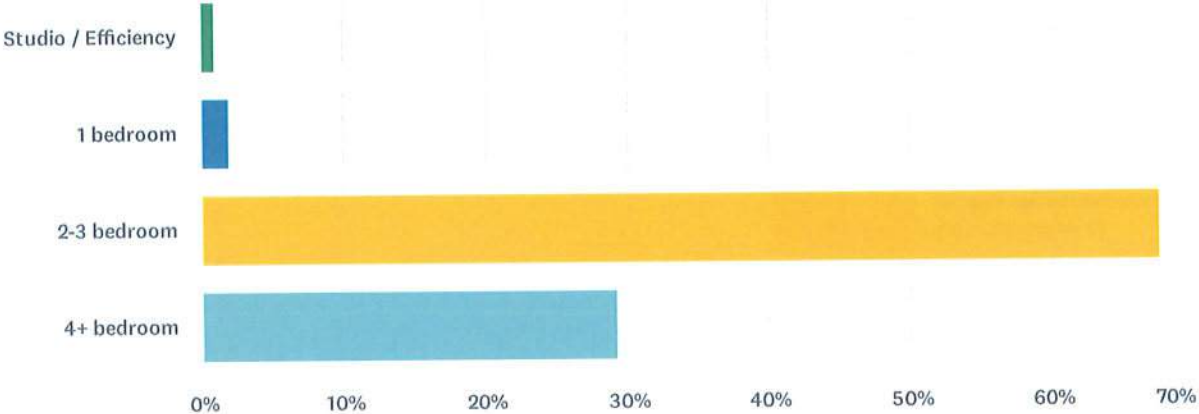
### Q6 If you were to move in the next 5 years, would you prefer to own or rent your housing?

Answered: 102 Skipped: 6



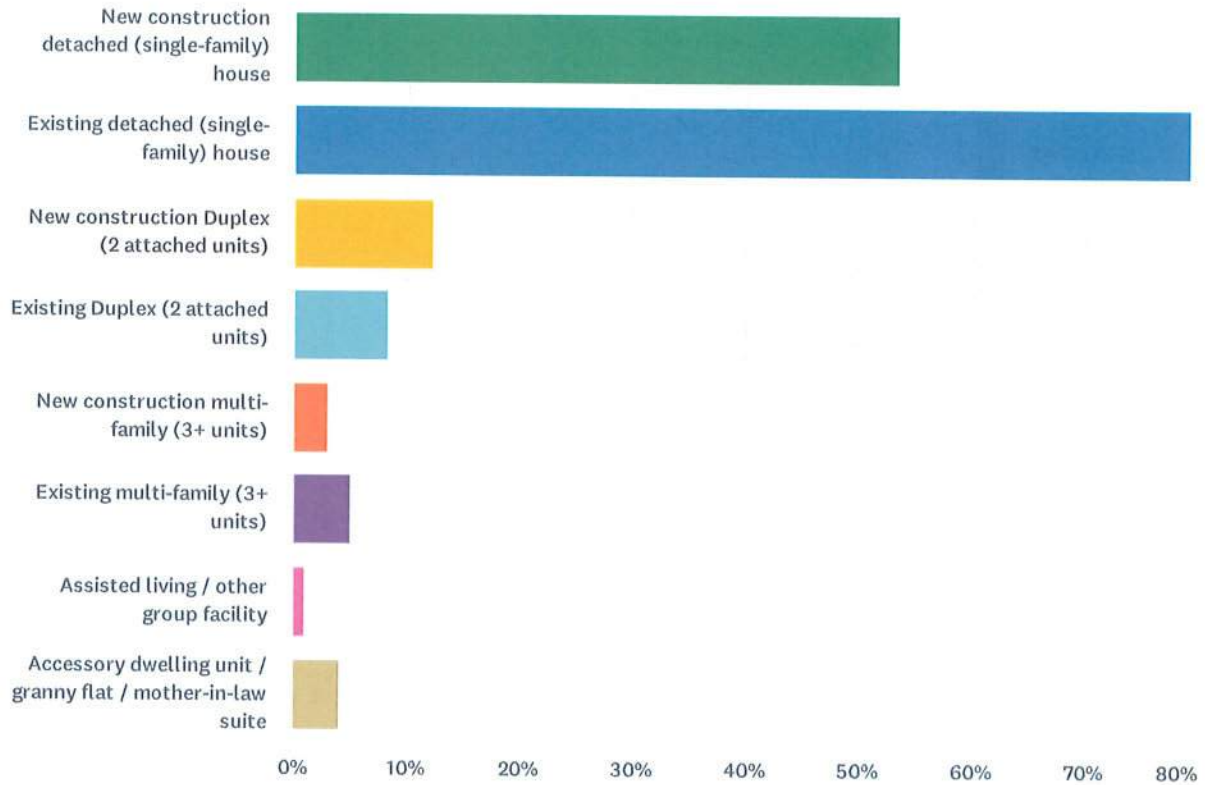
### Q7 If you were to move in the next 5 years, what size of residence would you most likely seek?

Answered: 99 Skipped: 9



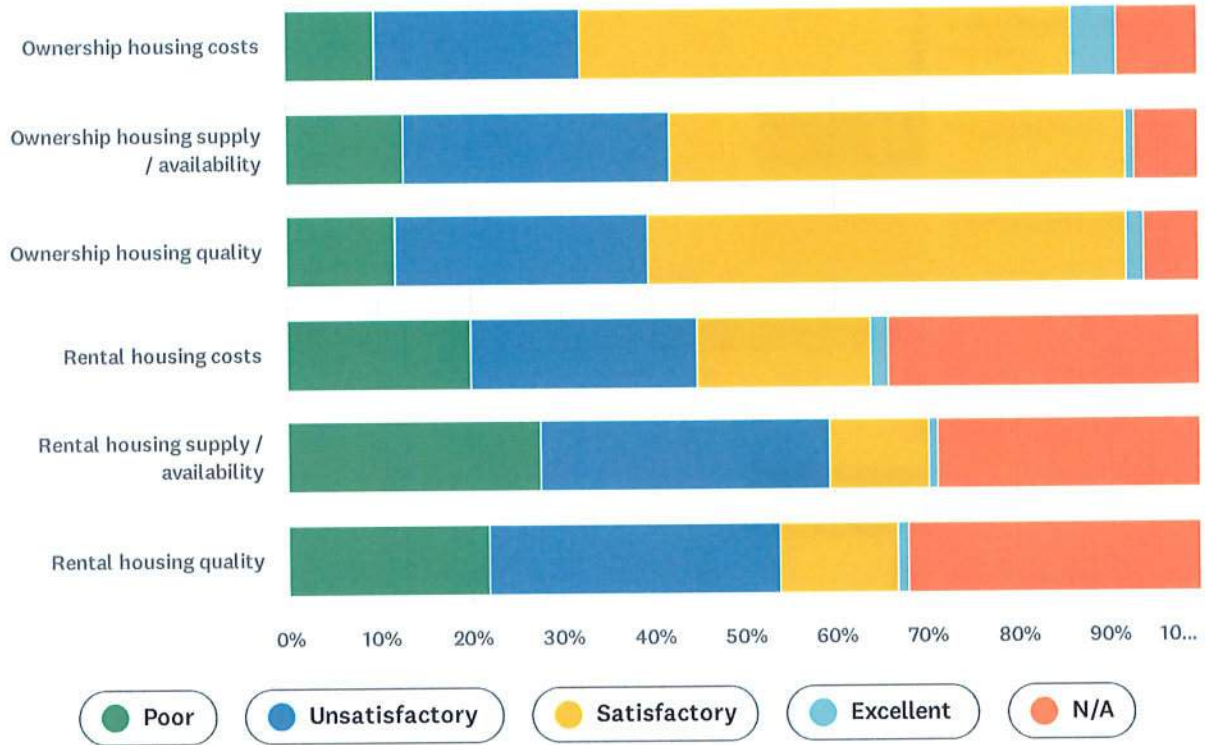
### Q8 If you were to move in the next 5 years, what form of residence would you consider? Check all that apply.

Answered: 97 Skipped: 11



## Q9 Rate the housing options in Berlin.

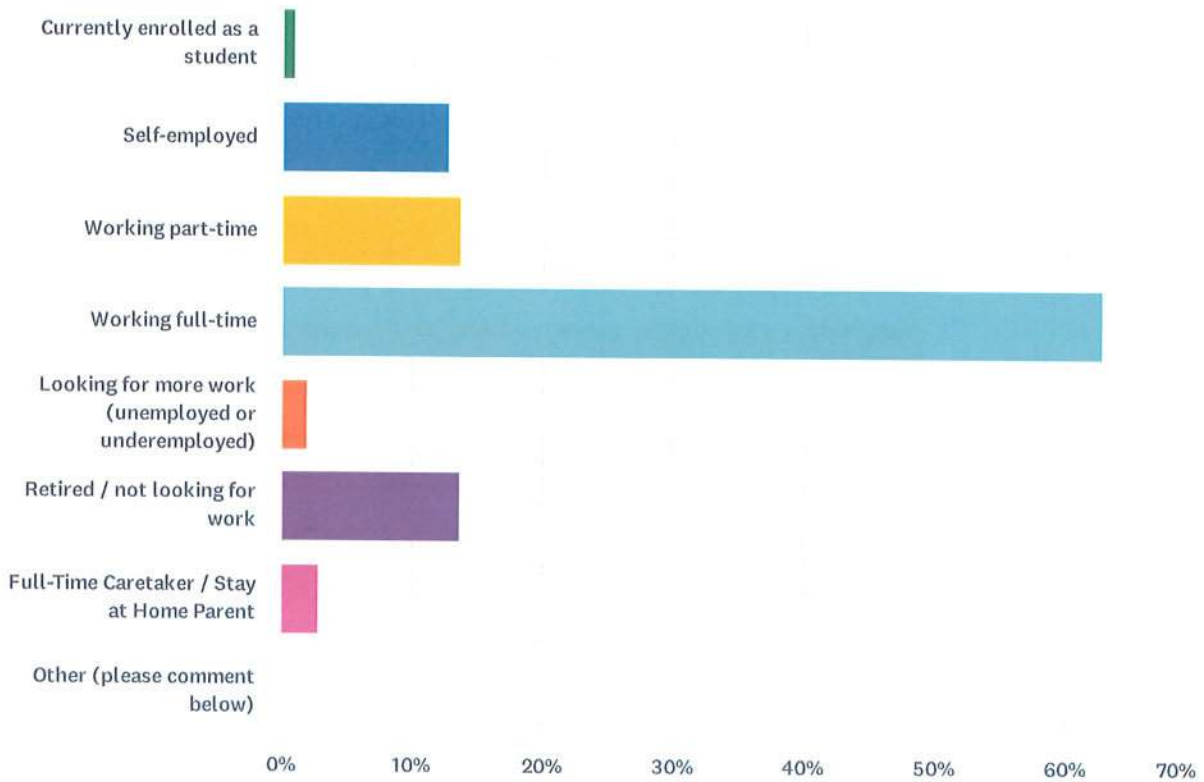
Answered: 102 Skipped: 6



#	COMMENT:	DATE
1	There is an oversupply of rental housing in this community. More rental housing will erode the small town charm that attracted me to this community. The decision to build multifamily housing in a single family housing area was not good city planning. Crime will go up. Not immediately but as the multifamily housing ages 20-40 years from now. I don't plan to stay here to see that happen especially if more multifamily housing is coming.	10/9/2025 2:51 AM
2	We have only two decent places to rent for a young professional. We need more decent apartments for old folks as well, so that they move out of their homes to free them up for younger families.	10/7/2025 4:00 PM
3	I find it really hard to answer housing option questions as we are not in the market for a new house so I honestly don't know what the market looks like currently.	10/4/2025 7:34 PM
4	People need to fix up their houses, even if it means just cleaning up the clutter outside and cutting grass. Take pride in where you live. That doesn't take money.	10/3/2025 5:04 PM
5	The costs of housing have skyrocketed in the past 6 years. It would be nice if there were grants to help people of moderate income levels to fix up their property and build equity.	10/2/2025 9:36 AM
6	Property prices have skyrocketed compared to wages. Rentals are ruled by slumlords like Blue Frog and Candlewood, who squeeze every penny and only do what's necessary to meet code requirements.	9/26/2025 10:59 AM

### Q10 Describe your current employment situation. Check all that apply.

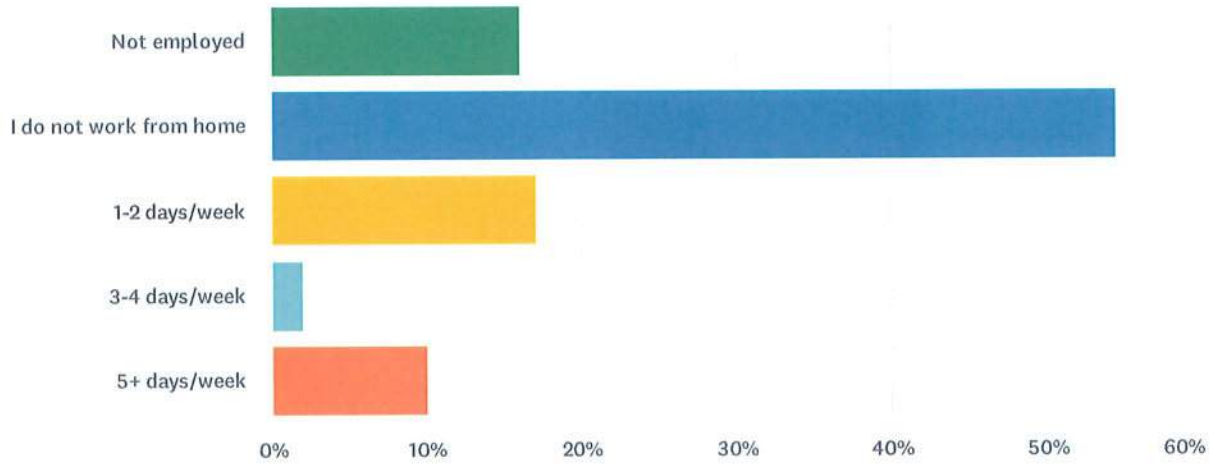
Answered: 102 Skipped: 6



# **OTHER:** DATE  
There are no responses.

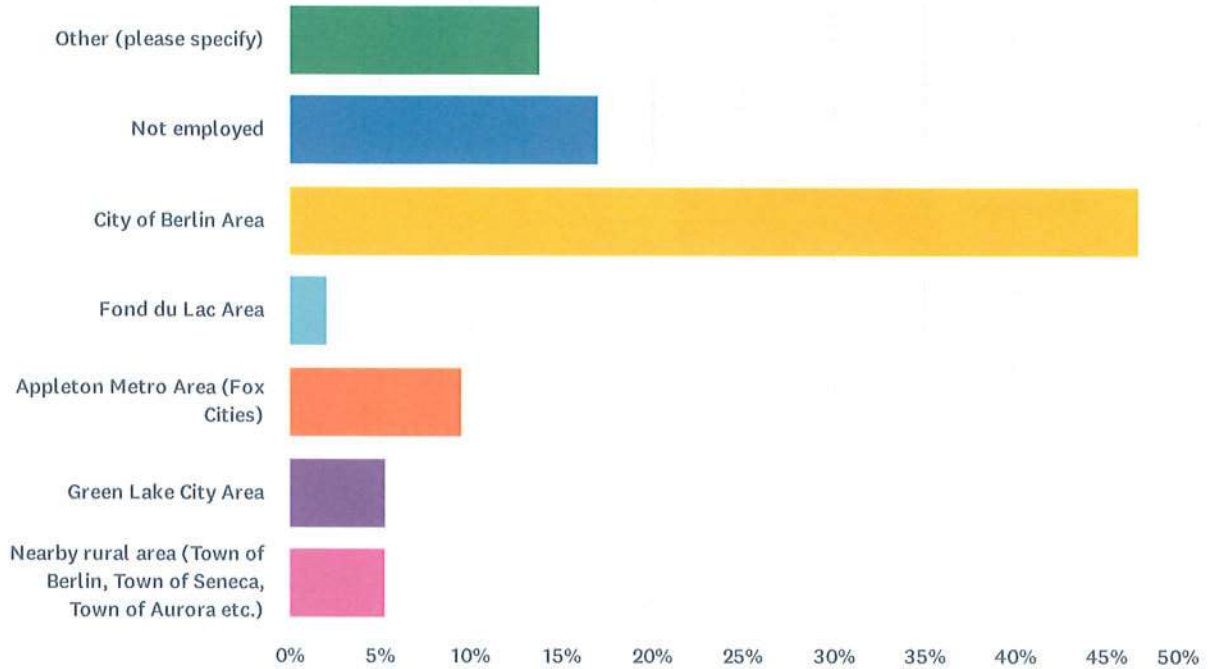
### Q11 If employed, how many days per week, on average, do you work FROM YOUR HOME?

Answered: 99 Skipped: 9



## Q12 If employed and working at least 1 day per week OUTSIDE YOUR HOME, where do you work?

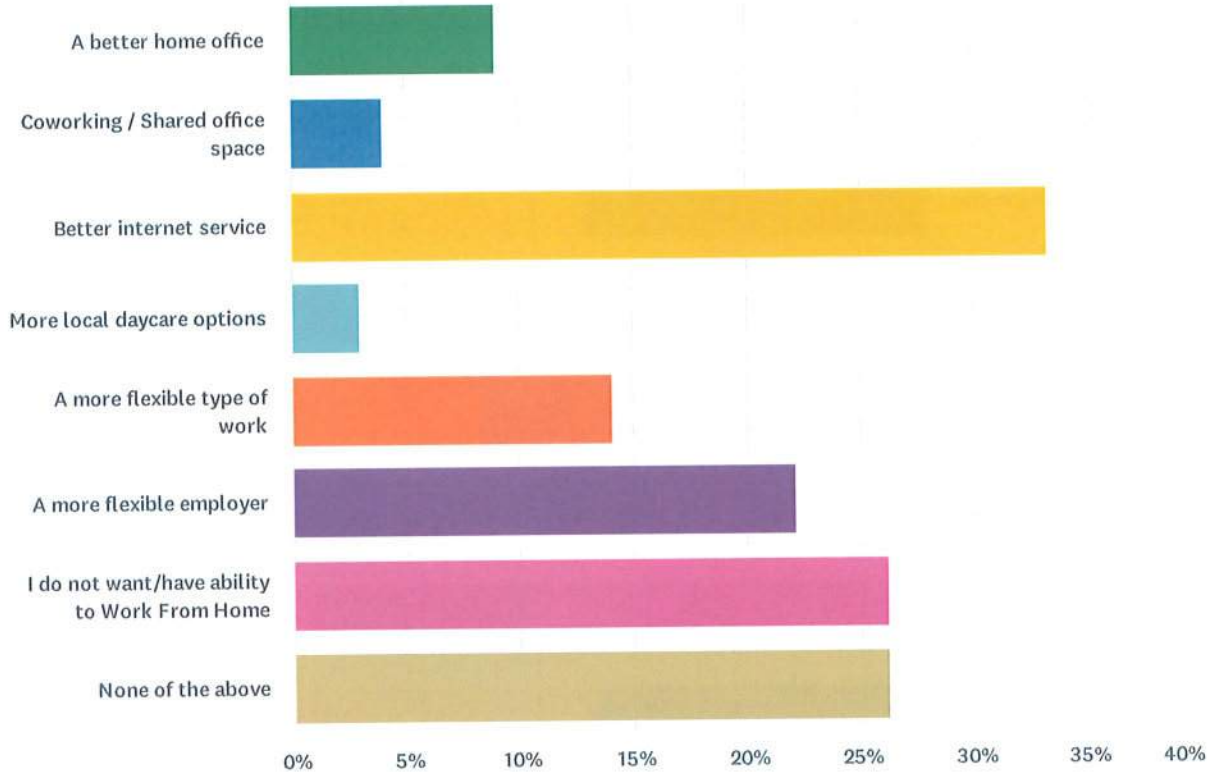
Answered: 94 Skipped: 14



#	OTHER (PLEASE SPECIFY)	DATE
1	portage WI	10/30/2025 2:37 PM
2	Oshkosh	10/28/2025 10:14 AM
3	Oshkosh	10/27/2025 6:15 AM
4	Madison Area	10/26/2025 3:28 PM
5	Ripon	10/15/2025 7:31 PM
6	City of Ripon	10/13/2025 5:01 PM
7	I'm employed by a company that has me working within 1-1/2 hours of Berlin. From Wausau to Green Bay to Milwaukee to Madison in construction building housing of all types.	10/9/2025 3:00 AM
8	Waushara Co area	10/6/2025 4:25 AM
9	Oshkosh	10/5/2025 9:00 PM
10	Wautoma	10/5/2025 8:59 AM
11	Oshkosh	10/4/2025 10:38 PM
12	Oshkosh	10/2/2025 12:03 AM
13	Ripon	9/29/2025 6:30 PM

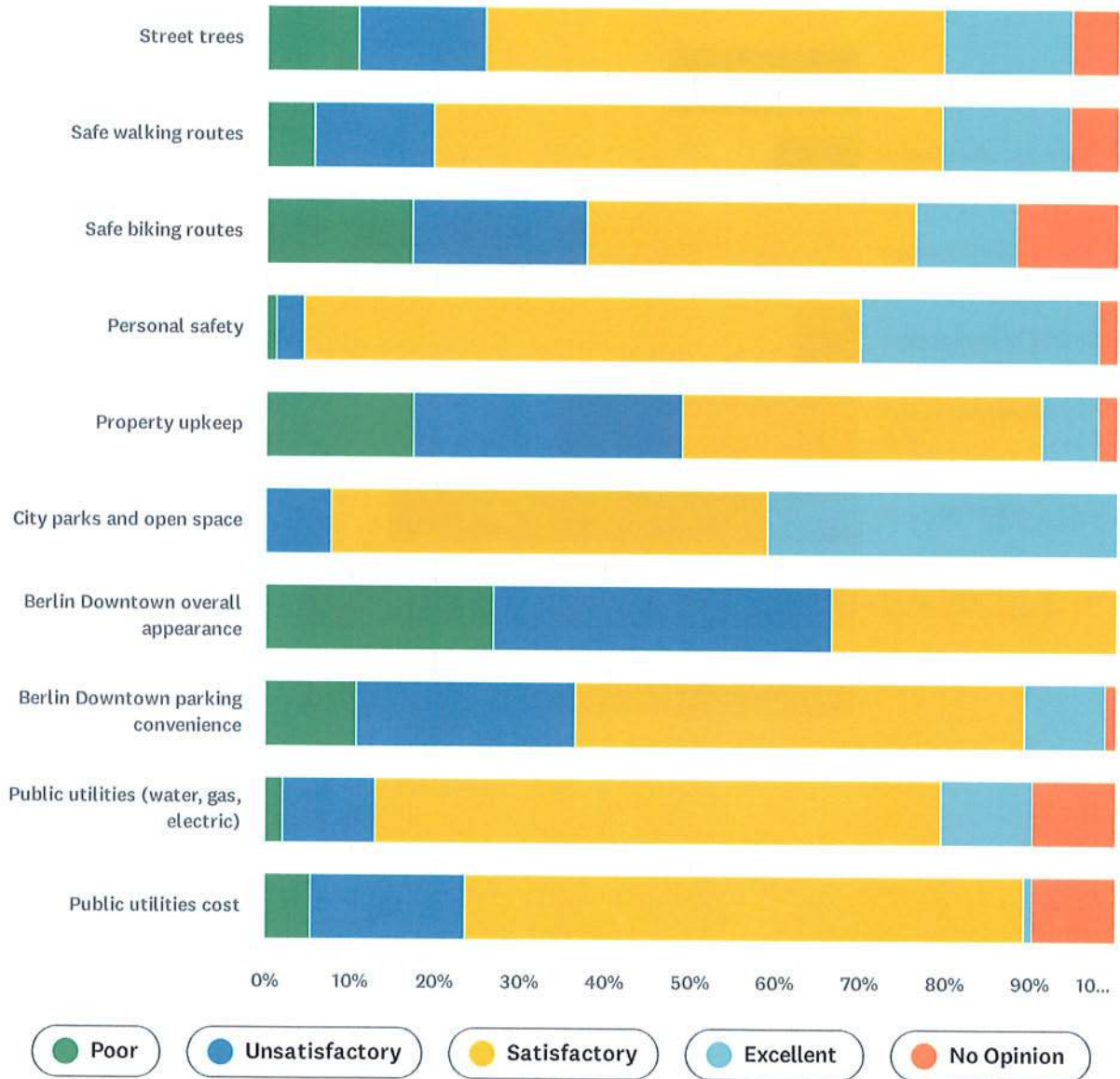
### Q13 Which of the following would improve your ability to work remotely from Berlin? Check all that apply.

Answered: 99 Skipped: 9



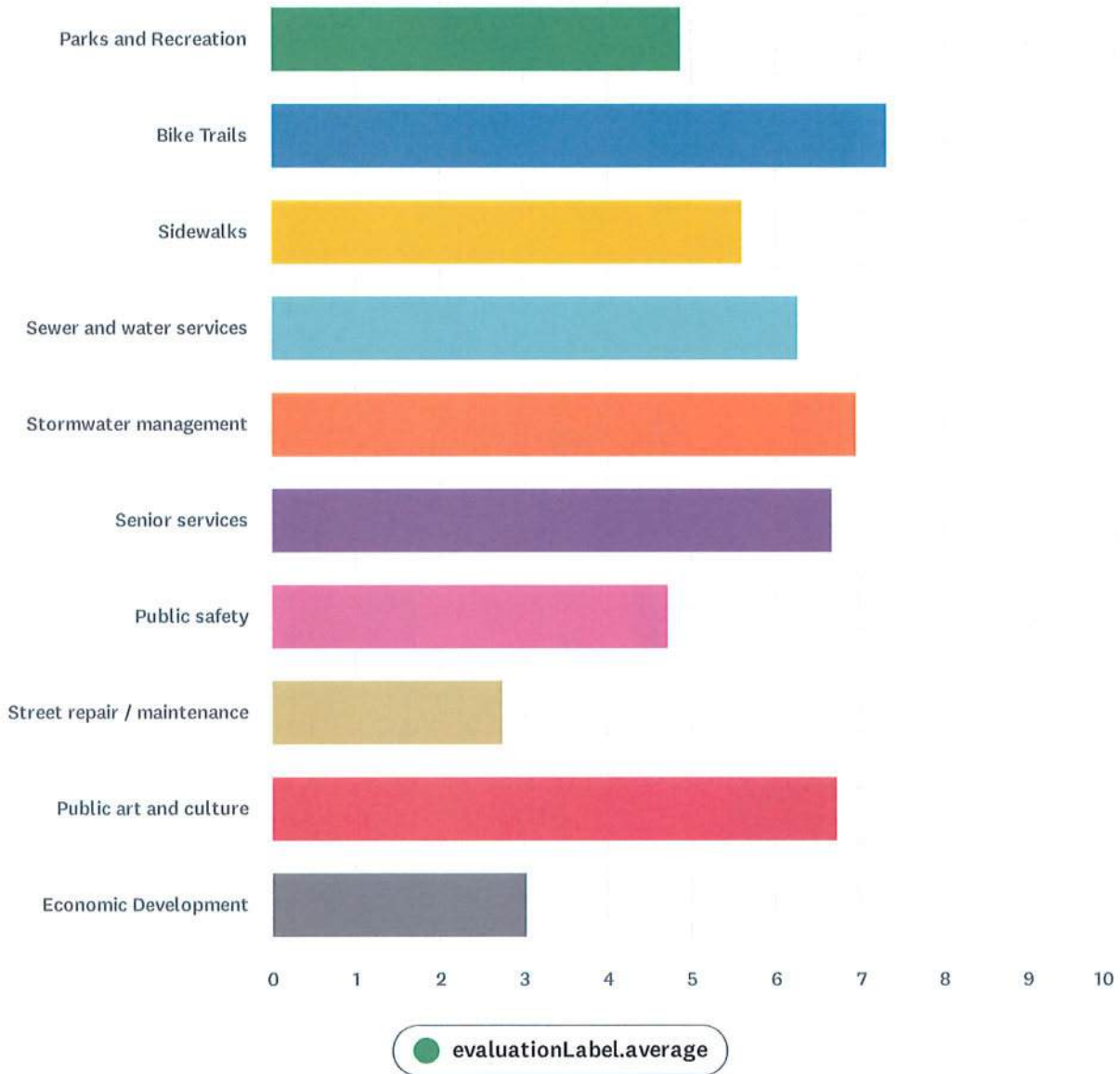
### Q14 Overall, how do you rate the following in the City of Berlin?

Answered: 93 Skipped: 15



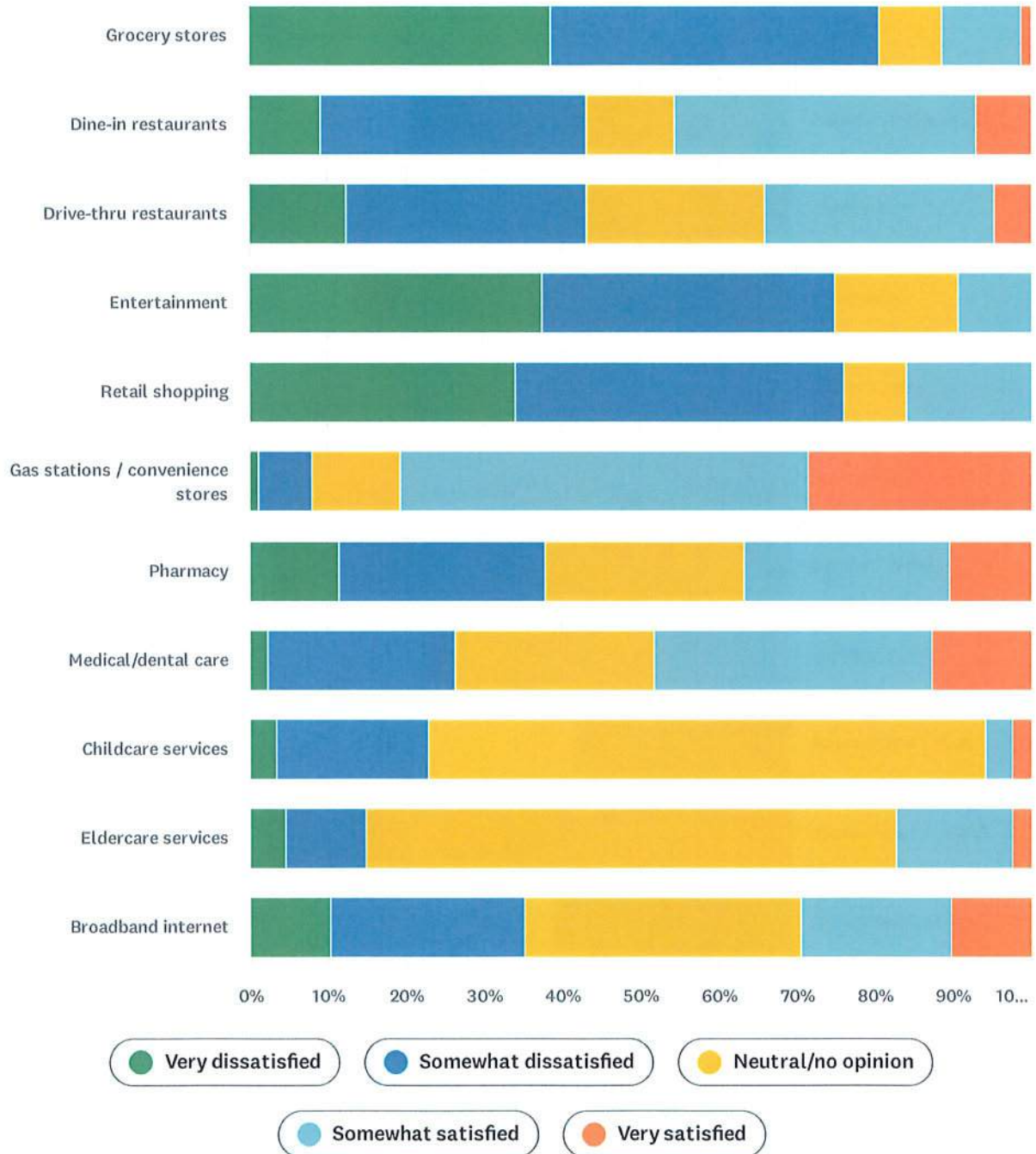
Q15 Rank the following items 1-10 based on your priorities for ADDITIONAL CITY INVESTMENT, where 1 is the highest priority and 10 is the lowest priority.

Answered: 93 Skipped: 15



## Q16 How satisfied are you with the following in Berlin?

Answered: 88 Skipped: 20



#

COMMENT:

DATE

1

Limited dining options, shopping. Would like to have a small mom and pop grocery downtown. I often go out of town for entertainment. Since Fields closed I now go out of town for pharmacy

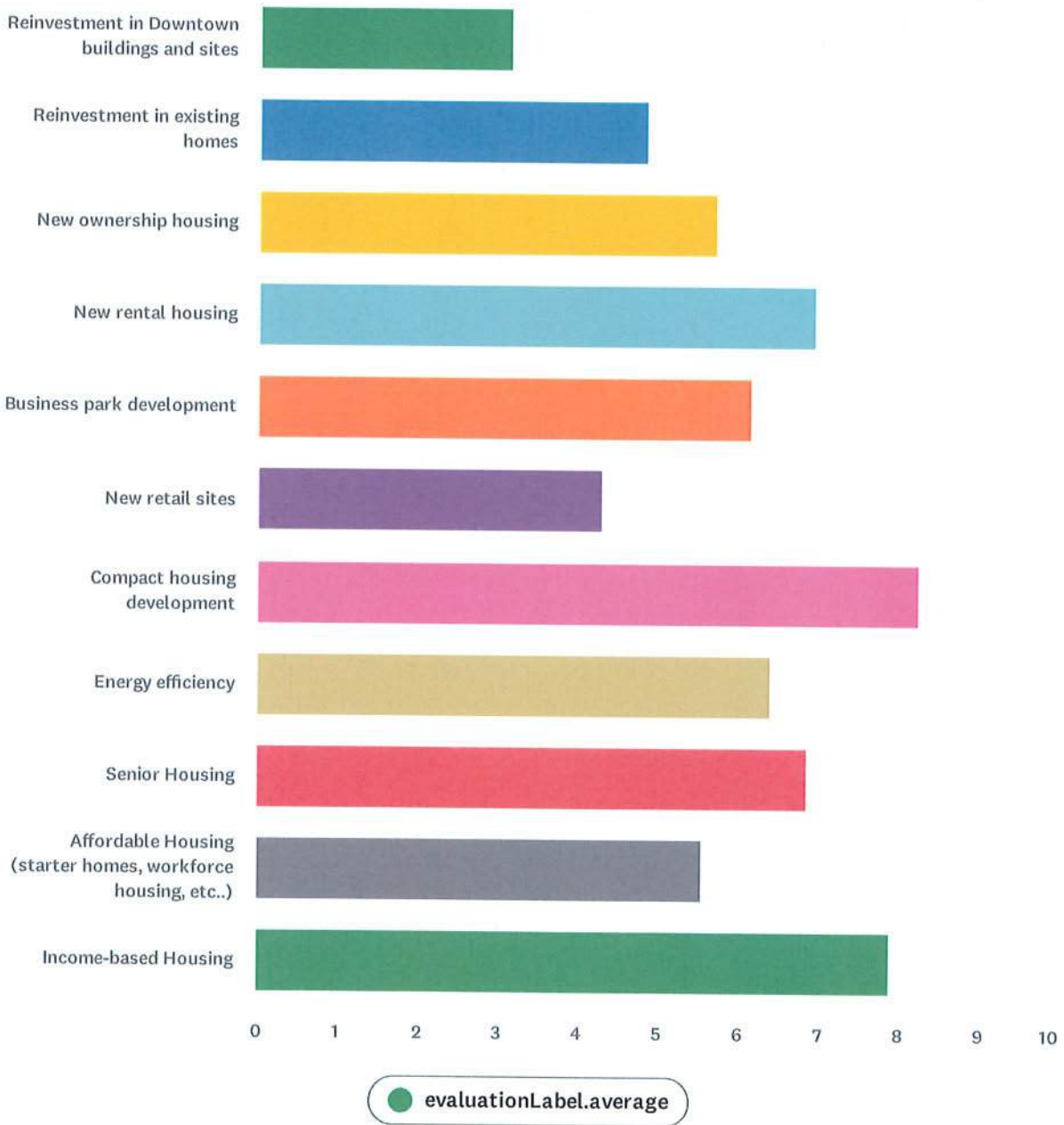
10/19/2025 6:51 PM

## City of Berlin Community Survey

2	Spectrum is too expensive, although their service is pretty reliable.	10/3/2025 5:16 PM
3	Downtown Berlin has too many second hand stores, a couple antique stores is nice but that is almost all there is. The town could use a few more locally owned shops. There is also a desperate need for better restaurants with higher quality food.	10/2/2025 10:09 AM
4	Basic needs are mostly met but nothing really stands out as excellent. Virtually all of these categories are one closure away from being non-existent.	10/2/2025 9:41 AM
5	Few afterhours social opportunities	10/2/2025 8:31 AM
6	Walmart really rules the local economy and has pushed out the small mom-and-pop shops. The restaurant scene is filled with old, worn-out dive bars, and downtown is full of empty storefronts that aren't being used or improved. Main Street is in awful shape, crowded, and feels unsafe. A lot of goods and services lack competition, which means they don't have to offer good prices or quality.	9/26/2025 11:06 AM

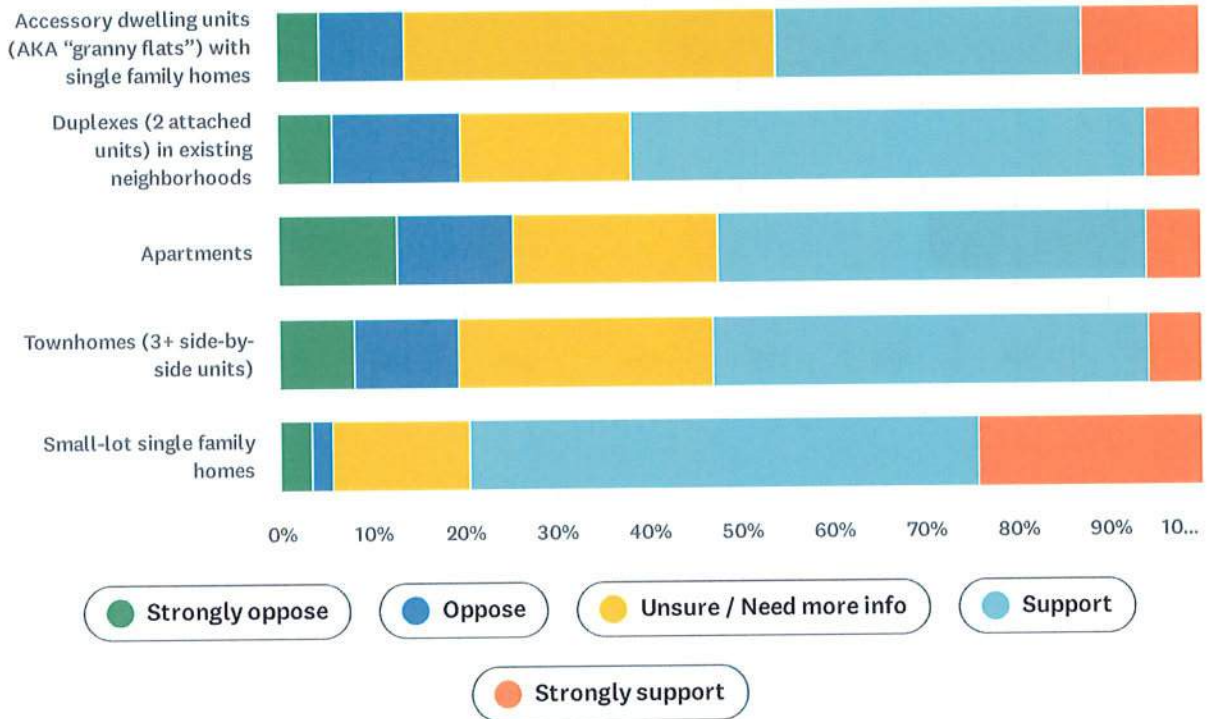
Q17 Rank the following items based on YOUR PRIORITIES for development and property improvement in the CITY, where 1 is the highest priority and 11 is the lowest priority.

Answered: 87 Skipped: 21



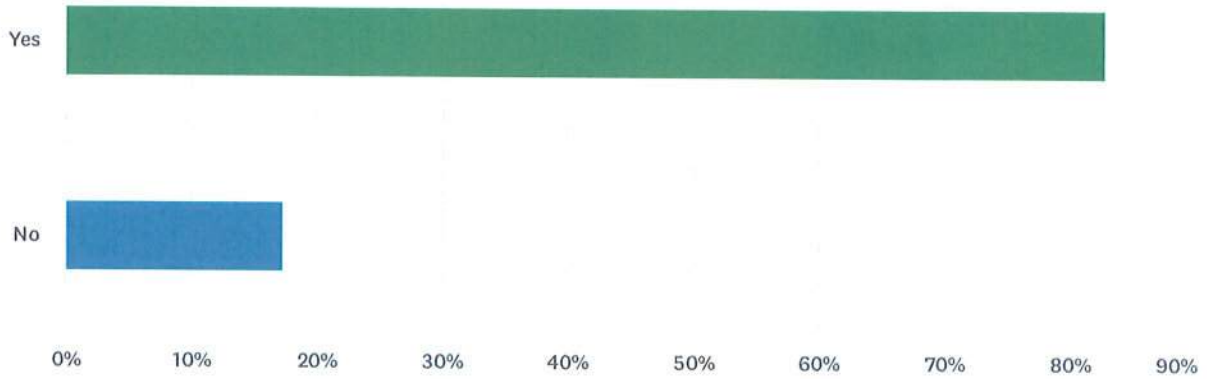
Q18 A common trend in development today is to accommodate growth while using land and utility resources more efficiently. Indicate your support for each of the following housing options related to future growth of the City.

Answered: 87 Skipped: 21



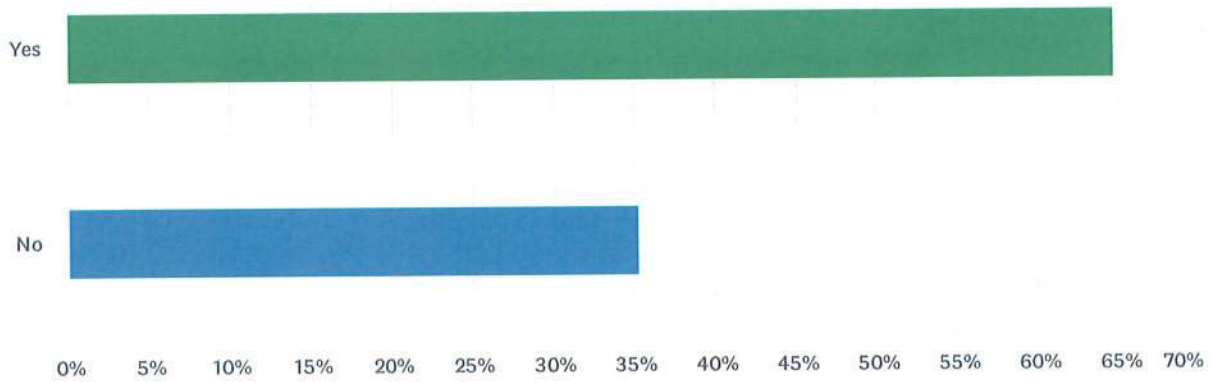
Q19 As the City grows over time, should it be required that a percentage of the newly added land area be dedicated to greenspace, conservation, or recreational activity?

Answered: 87 Skipped: 21



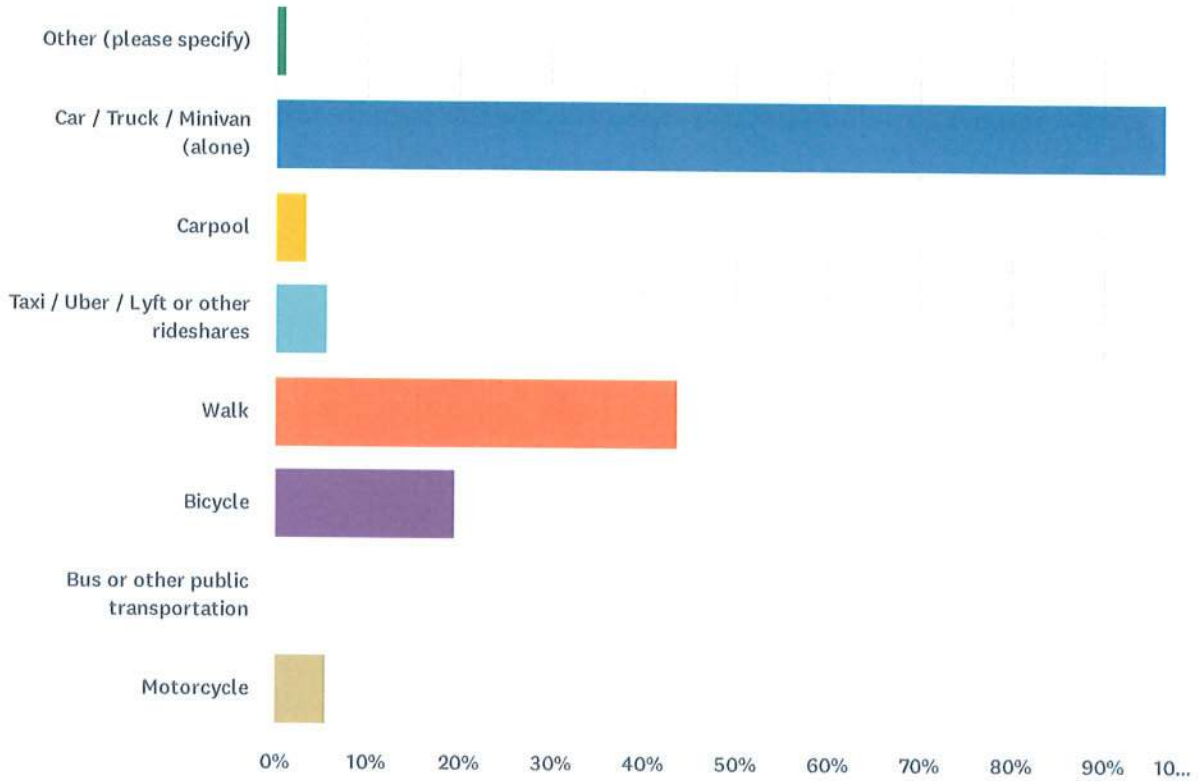
## Q20 Do you feel that the City of Berlin should allow raising of chickens within the City?

Answered: 85 Skipped: 23



### Q21 What type of transportation mode(s) do you regularly use? Select all that apply.

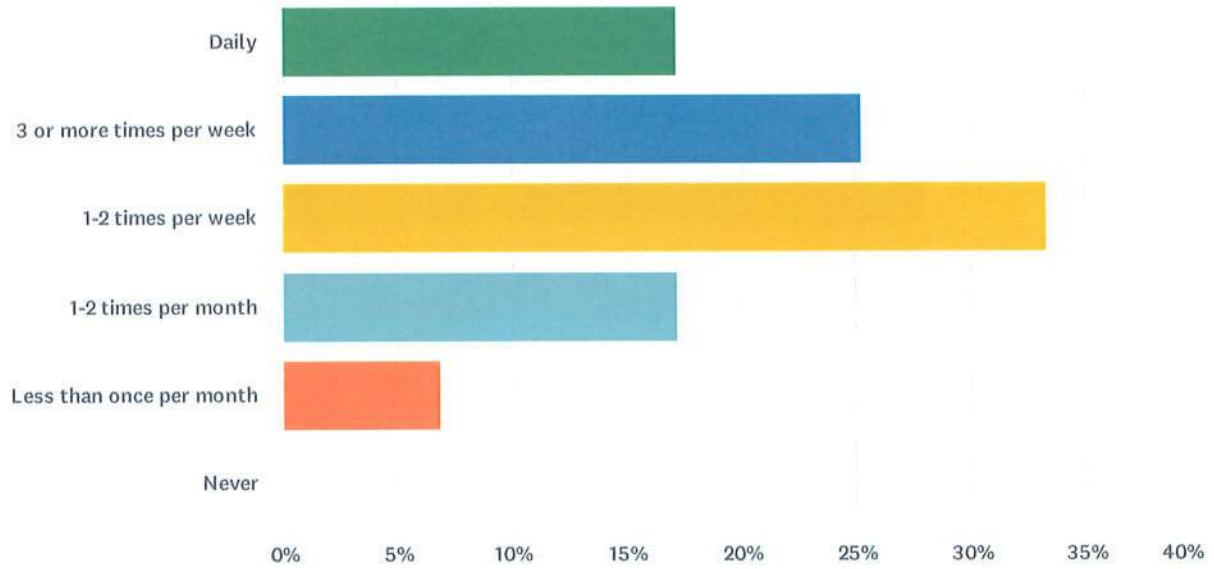
Answered: 87 Skipped: 21



#	OTHER (PLEASE SPECIFY)	DATE
1	Atv	10/1/2025 6:40 PM

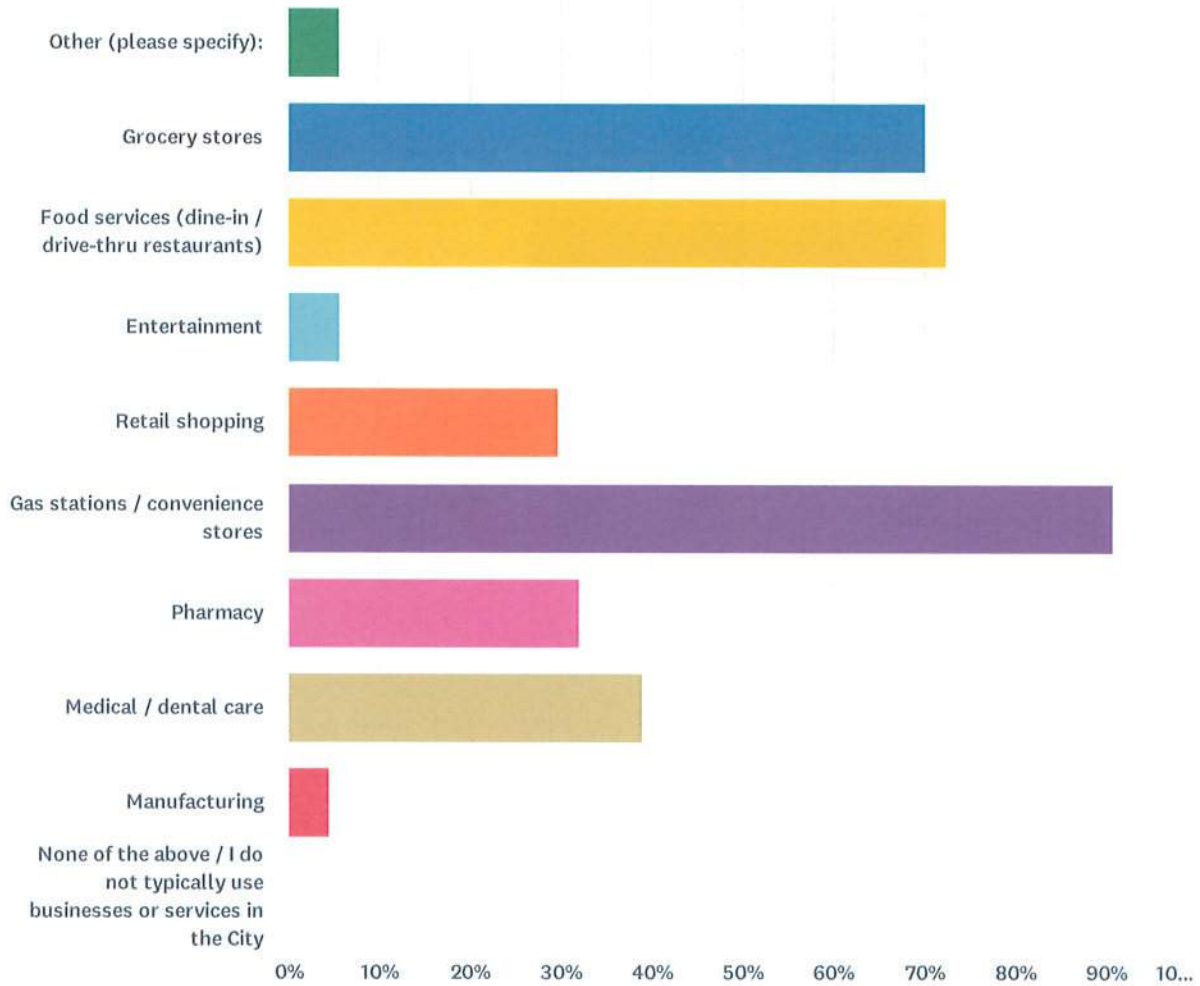
### Q22 How often do you visit the local businesses in the City of Berlin?

Answered: 87 Skipped: 21



### Q23 What types of local businesses or services do you typically use in the City of Berlin? Check all that apply.

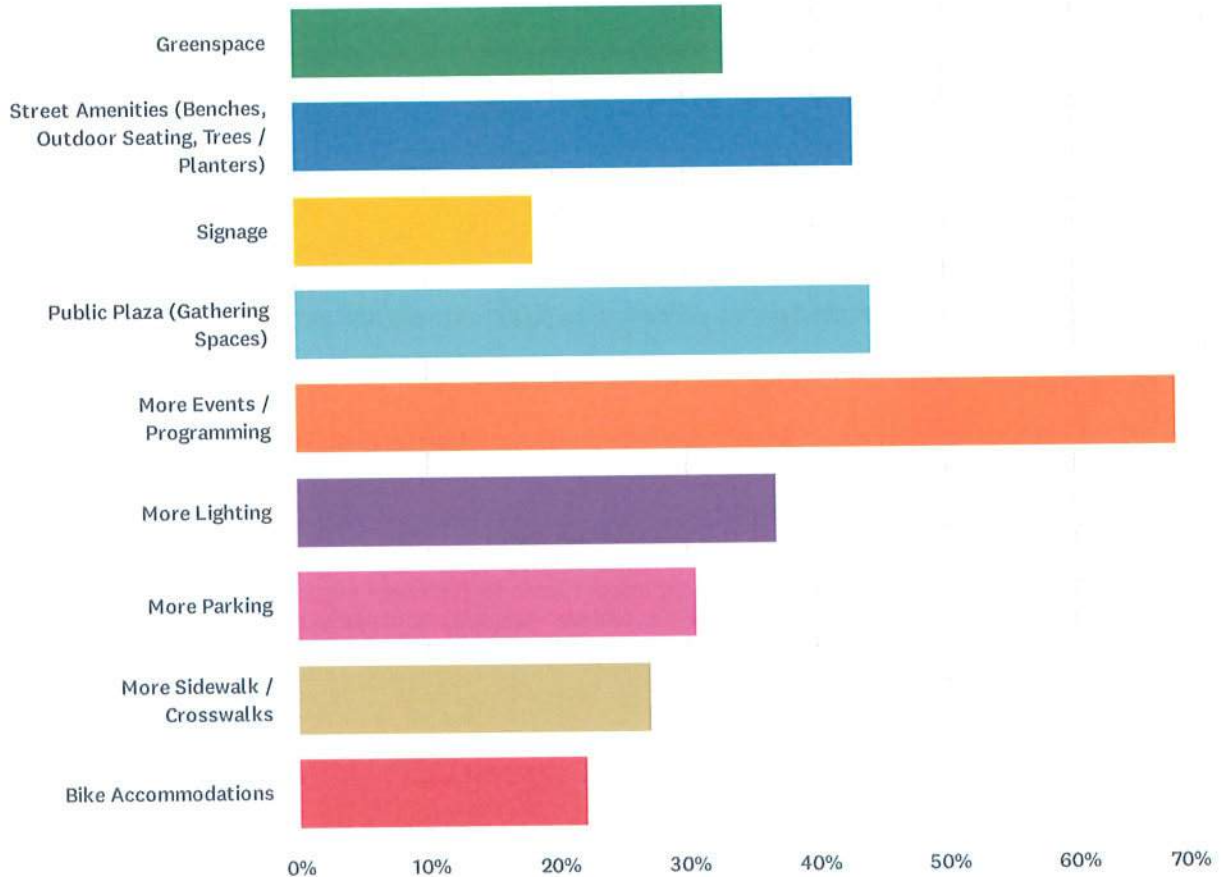
Answered: 87 Skipped: 21



#	OTHER (PLEASE SPECIFY):	DATE
1	Big box store	10/26/2025 3:37 PM
2	Anyique Stores	10/9/2025 3:23 AM
3	Library	10/4/2025 7:14 AM
4	Gym	9/29/2025 4:14 PM
5	BANKING	9/29/2025 10:35 AM

Q24 What types of amenities or improvements would you want to see along the City of Berlin Downtown Area. Check all that apply.

Answered: 81 Skipped: 27



#	ADDITIONAL NEEDS:	DATE
1	Please emphasize the lighting	10/30/2025 8:51 AM
2	Less pubs and bars	10/28/2025 7:19 PM
3	Need adequate street repair	10/28/2025 6:57 PM
4	Spruce up business faces	10/28/2025 6:05 PM
5	side note: The Nathan strong lights are too bright. Walking through at night, I cannot see in front of me, which is a safety concern, also makes viewing the christmas trees less enjoyable. Would ask city to consider a shade to direct light downwards or a tinted clear covering to tone it down. Brighter isn't better.	10/19/2025 6:56 PM
6	Refacing of existing buildings (they are an eyesore)	10/16/2025 2:04 PM
7	More businesses to fill the empty store fronts	10/14/2025 10:27 PM
8	The town is charming. The facades of the buildings would benefit in reverting them back to	10/9/2025 3:23 AM

## City of Berlin Community Survey

period architecture and not modernizing them but properly maintaining them. Attract needed businesses. Better restaurants for starters. The Italian restaurant that existed when we first moved here was excellent food and service. Good initial chef. A local grocery would be nice.

9	As long as large trucks are forced to drive through downtown it will never be as nice as we would like. Who wants to sit around when trucks are driving through. Maybe we need to focus less on the spaces right off of main street and instead move it to the south.	10/7/2025 11:34 AM
10	The downtown needs to look better. The shops are all junk stores that use the retail space as cheap storage.	10/6/2025 3:15 PM
11	The downtown IMO is NOT handicap accessible. There should NOT be tables & chairs on the sidewalks! Snow is not removed well from the crosswalks either.	10/6/2025 11:24 AM
12	Requiring business owners to clean up their property to make the Main Street attractive.	10/6/2025 9:17 AM
13	Downtown needs to attract businesses that we all can utilize. Enough with antique stores, bars and rental units.	10/6/2025 4:35 AM
14	fix the roads	10/2/2025 4:21 PM
15	MORE ROAD/STREET IMPROVEMENTS	10/2/2025 4:13 PM
16	A new playground at Nathan Strong Park	10/2/2025 10:11 AM
17	Not so much more parking but parking more adjacent to the public areas and high trafficked businesses.	10/2/2025 9:42 AM
18	Businesses	10/2/2025 12:20 AM
19	The sidewalks are terrible to a point where they are dangerous and walking at night is barely an option because half of every block isnt lit up so your likely to take yourself out on the uneven sidewalks in the dark	9/29/2025 6:37 PM
20	Clean up storefronts. Gym downtown has looked horrible for years	9/29/2025 4:14 PM
21	Berlin needs parks that are great for meetings and indoor spaces for gatherings beyond just dive bars. The riverfront has incredible potential that remains untapped and honestly looks really bad. There's nothing in downtown that makes me want to visit and spend my money, so I prefer to go to nicer spots in the valley.	9/26/2025 11:09 AM

## Q25 Please provide any additional feedback you feel is important for the City of Berlin to consider while developing this Comprehensive Plan.

Answered: 45 Skipped: 63

#	RESPONSES	DATE
1	summer activities for children, like the pool, not only improve lives but lessen illicit activities youths do	10/30/2025 2:43 PM
2	Set up a "Tree Program." To replace the many diseased trees that had to be cut down.	10/30/2025 8:51 AM
3	While it is good to make a city you are living in a better place, there is a hidden agenda with this plan. With this slick wording it sounds really good, but its a lie.	10/28/2025 7:26 PM
4	I do not believe one's individual constitutional rights should come second to the needs of the community. That is an egregious violation of our Constitutional Rights.	10/28/2025 7:04 PM
5	Please fix the streets	10/28/2025 6:34 PM
6	It's not enough to create a place to live, but we need a reason to stay and play here too. I'd recommend adding entertainment-type businesses as well.	10/28/2025 6:07 PM
7	Fundraising comps	10/28/2025 5:56 PM
8	Bring back the Chamber of Commerce. Chambers represent the interest of small and large businesses, they help shape legislation that affects business operations, taxes, zoning and workforce development. Provide support for entrepreneurs, attract investment, credibility, community engagement and support.	10/28/2025 10:22 AM
9	Please more manufacturing options w unions, sidewalks, retail options like harbor freight, menards, parks near water, bar restaurants near water	10/27/2025 6:32 AM
10	Collaborate regionally to allow rail access in the north industrial park and develop towards Highway 21	10/26/2025 3:48 PM
11	Strong supporter of the city continuing to support the Aquatic Center, with the help of the Friends of the BAC. If you do agree to keep the pool, would suggest an oversight committee like the Library or Cemetery Board to make sure it is being run well. Love the Compost site- such a great amenity for the residents. The farmer's market , library are really well run. The park spaces, including Oakwood Cemetery are beautiful spaces we are lucky to have. Thank for having this survey!	10/19/2025 7:00 PM
12	City government needs to improve their support of local civic organizations. - Additionally, higher ranking government officials should be required to a) live within the city limits, or b) be required to actively participate in local civic organizations. These things build a better community, as well as, keeps the small town "vibe".	10/14/2025 10:33 PM
13	The attraction to this town is the small town charm along with natural surroundings and proximity to other areas of the state. The people are another huge enjoyment of living here. I know there is a want to bring more revenue to the town by creating housing the gives a bigger tax base but I have seen where this type of growth if not properly done leads to an erosion of community and erosion of what first attracts and keeps people in the town. I want to live in a place where others have a stake in the community. Rental properties do not provide that. Home Ownership does. The last town we lived in was awesome when we first lived in it for 25 years It eroded rapidly the last years we were there to the point that my entire family left the area never to return. Multifamily housing was a huge contributor to that erosion of community. Go back there today and you find high chrome, unsafe communities, eroding property values, An appearance of a third world country. Eroding schools. This after having been the top public schools in the state in terms of academic performance.	10/9/2025 3:37 AM
14	Please use this upcoming redo of main street to develop a roadway we WANT, not just a redo of the existing road. This is a once in a generation opportunity for Berlin.	10/7/2025 4:07 PM

## City of Berlin Community Survey

15	The landlords and home owners who don't take care of their homes and yards is a big problem. The city not taking care of trees, sidewalks, road, and fording home owners and landlords to care for their property is making the whole city look trashy and will never lead to positive growth.	10/7/2025 11:36 AM
16	PLEASE ENFORCE UPKEEP OF HOMES	10/7/2025 11:34 AM
17	Downtown needs to improve, the potholes are out of control, and there needs to be some investment in affordable housing and a requirement to keep up existing housing.	10/6/2025 3:16 PM
18	Please be mindful of those that have mobility challenges. It is virtually impossible to navigate downtown in a wheelchair unassisted. Try it sometime - very eye opening!	10/6/2025 11:26 AM
19	Establish an identity for Berlin that uses the Fox River and Main Street as its focal points.	10/6/2025 9:18 AM
20	I think residents of Berlin are a bit on the lazy side. I feel many are hesitant of change. We should strive to mimic what Ripon and Wautoma are doing. Get good retail into town. Also, consider partnering with the school district or boys and girls club or library to fund a parks and rec dept/ community health specialist. It's a real shame we don't have recreational opportunities for youth and adults. If we do and I'm not aware the city should at least post these rec opp on their website. A 1 stop shop for all things rec/ community events. Next, I think our PD, and maybe our FD, could take advantage of Facebook more to talk about issues in the community and give praise where its due. Wautoma PD does a fine job of this. Focus on community outreach and educating the public. Next, yes the streets are in horrible shape and that our city is in financial uncertainty but commissions and councils need to consider funding less equipment and focus more on infrastructure. It's difficult when equipment alone will blow a budget but how important is it to have the equipment or can we hang onto something a little longer.	10/6/2025 5:22 AM
21	Rerouting heavy truck traffic from downtown. Make new employment opportunities a priority. Bring in more industry.	10/5/2025 9:18 PM
22	Berlin has a demographics problem. All future decisions should be primarily focused on improving the demographics/quality of citizens in the community and in the schools.	10/5/2025 8:58 PM
23	I think it's important for the city to invest in the upkeep of the pool it brings many people to the area and there really isn't anything else for kids to do.	10/5/2025 8:40 PM
24	Downtown is dead. Berlin has turned into city of gas stations and 2nd hand shops. Use to have events downtown but no more. We also have a lot of income based housing. Need different direction. Need new blood in government. Ripon seems to be doing it right. I have call and talked to city hall about my neighbors collection of junk for 5 years, just need it cleaned up but nothing was done. City government in action.	10/5/2025 4:33 PM
25	I feel Berlin's focus should be geared towards improving the downtown and less towards low income housing and rentals. Berlin needs to focus on making the downtown more appealing like Ripon or Princeton. Also, Berlin needs to focus on less subsidized housing and rentals which tend to draw a less than desirable population, while pushing desirable citizens towards Green Lake and Ripon.	10/5/2025 10:03 AM
26	Save the pool	10/5/2025 9:53 AM
27	You should make the people who own empty storefronts clean them up . For example Eskimo Comfort. We do NOT need anymore low income housing. City need more Events to draw people to town.	10/4/2025 10:52 PM
28	Remove the two hour parking. We want to encourage visitors to stay. Or patrons to use services without having to rush to move their car.	10/4/2025 10:12 PM
29	Rec Department funding and further investment in Riverside Park including the baseball diamonds and volleyball courts	10/4/2025 7:28 PM
30	More things for children to do.	10/4/2025 7:15 AM
31	People need to get a decent education, graduate high school, get skills and abilities and either go to a trade/technical school (we need one around Berlin) or go to college in order to get better paying jobs and improve housing.	10/3/2025 5:23 PM
32	i'm surprised no question about repairing the pool. the city needs to take the lead here and actively search out grants and donations. here is a state grant tailor made for our pool:	10/3/2025 2:27 PM

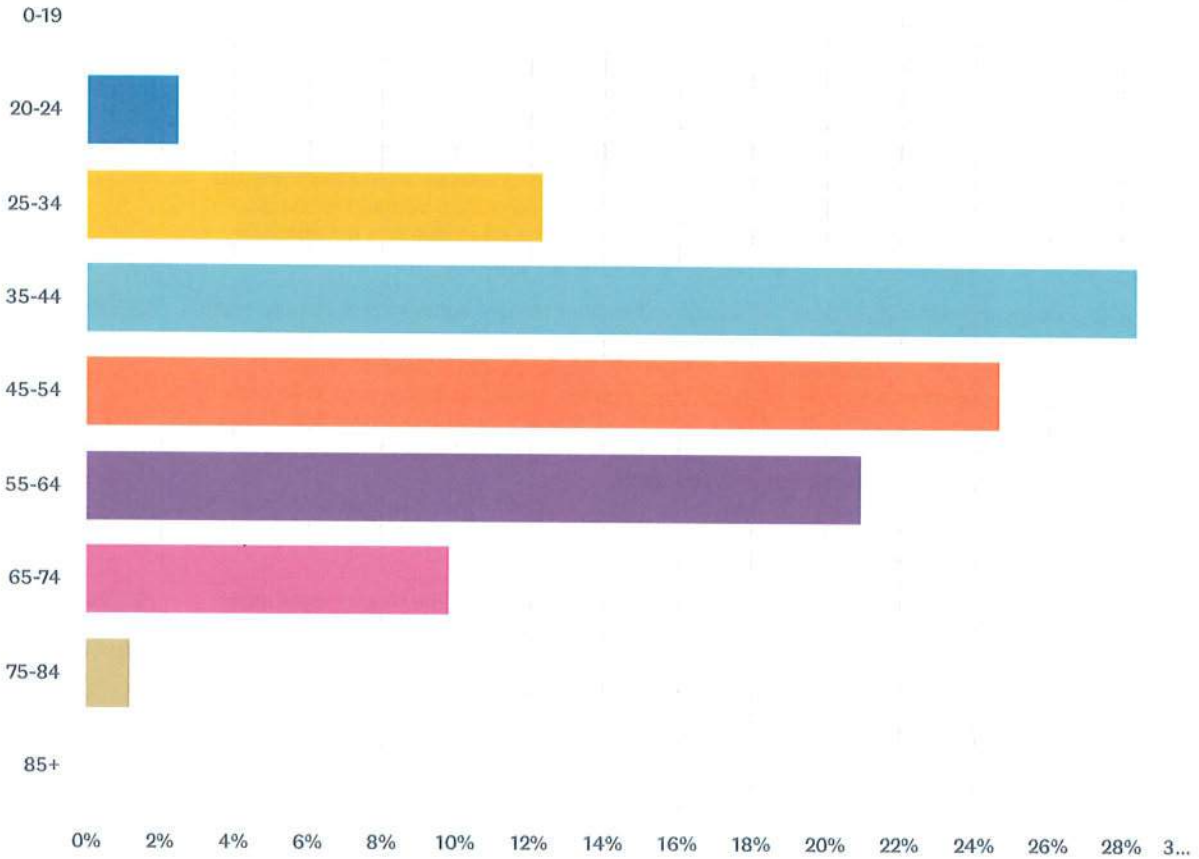
## City of Berlin Community Survey

someone in city hall just has to take the lead: DOA Grants for Local Projects (Non-State Grant Program)

33	Keeping the pool and keeping the berlin taxi service for years to come.	10/3/2025 10:29 AM
34	Work on lower property taxes. Berlin has a lot of seniors that are getting taxed out of their homes.	10/2/2025 7:45 PM
35	Bring back the Chamber of Commerce and fix the roads and sidewalks	10/2/2025 4:22 PM
36	More choices in fast food and grocery store options. More retail stores. A better appearance of downtown like Ripon. If it was nicer maybe we could get more mom and pop stores in downtown instead of window after window of antiques.	10/2/2025 3:33 PM
37	Ideally the city should have more entertainment options, possible turn one of the old buildings in to a small movie theater. New playgrounds - maybe start fundraising for a new playground at Nathan Strong Park. Now there are nice bathrooms there and the farmers market draws a lot of people, a new playground would complete it. A couple less antique/second hand/junk stores - replaced with a couple locally owned boutiques. (Keep a few nice antique stores there are just too many) A new restaurant or two, or another grocery option other than Walmart Berlin is a cute town with a lot of charm and with some adjustments to the downtown has the absolute potential to be a destination that people would come to for the day.	10/2/2025 10:15 AM
38	The City needs to find ways to grow and sustain. Quality of life and some kind of identity/niche have to be developed to stand out among the competition in the region. Currently, there is no outstanding aspect known about Berlin and the general public can only associate negative aspects like the terrible main street condition, tired signage, neglected buildings, a mediocre school district, reactive administration and a perception of covert management by the major institutions. The relationships with the County and neighboring towns must be repaired and optimized if the City is going to be achieving its goals.	10/2/2025 9:47 AM
39	Great place to live, not many job opportunities or afterhours places for gathering, but love the small town feel and being close to family and nature	10/2/2025 8:33 AM
40	Ok...so we're waiting on the state to help fix the main drag but there's too many empty store fronts & dilapidated buildings on said main drag. Green space, rec areas and bike access aren't going to attract people to move their business here. Stop allowing out-of-town investors from buying up real estate and jacking up the housing prices!!!!	10/2/2025 12:27 AM
41	We need more activities to bring the community together! When I grew up in Berlin there was SO MANY activities. We need things for kids to do that don't involve sports. A gathering center, video game room, etc SOMETHING!	9/30/2025 9:57 PM
42	Need things for older kids, keep the pool and get a dog park. More affordable rental options that aren't apartments and fix the sidewalks	9/29/2025 6:42 PM
43	Wish outsiders felt welcome as well. Very clicky town with people born and raised here.	9/29/2025 4:16 PM
44	Save the pool before worrying about other maybe changes. It's literally the only public pool for the entirety of Green Lake and Waushara counties.	9/29/2025 1:54 PM
45	Berlin has to find a way to juggle the needs of both the old and young, the wealthy and the less fortunate, while also being more open to newcomers. There's a prevalent 'not in my backyard' mindset, and if you have a certain name or connection, it seems like you can avoid being held responsible for your property.	9/26/2025 11:11 AM

## Q26 What is your age?

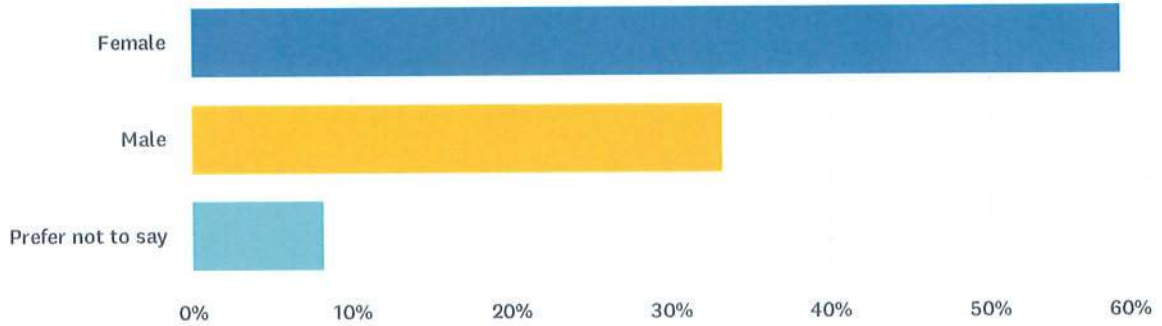
Answered: 81 Skipped: 27



## Q27 What gender do you identify with?

Answered: 84 Skipped: 24

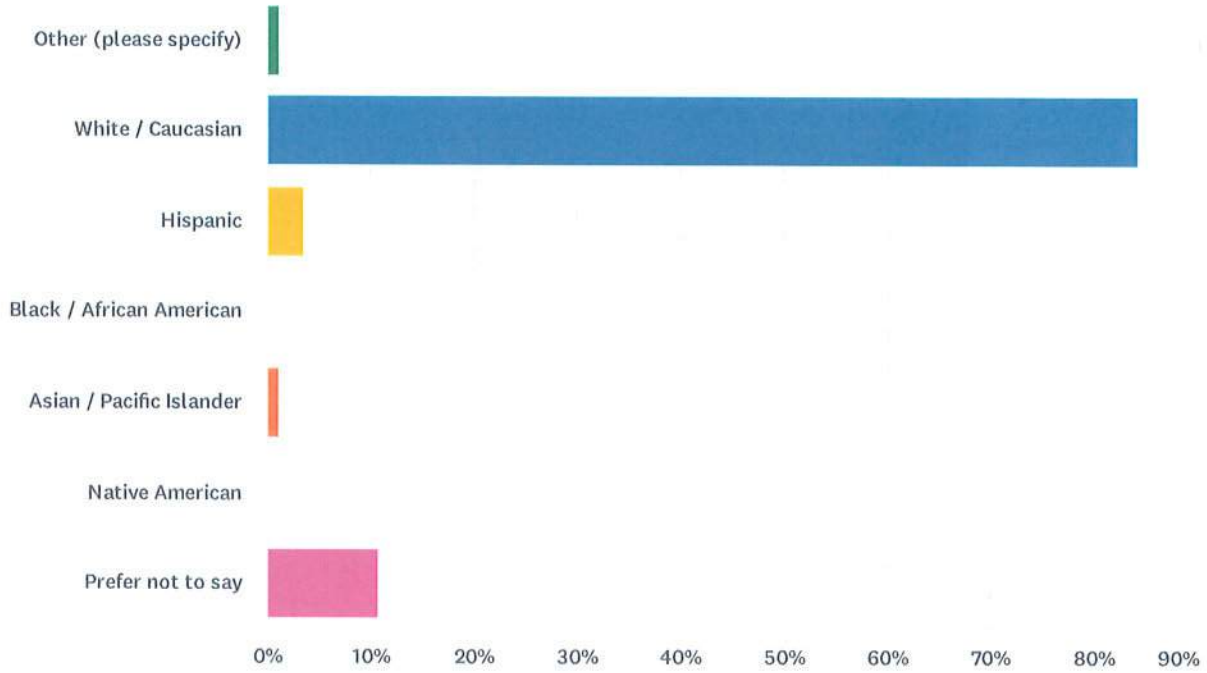
Other (please specify)



#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q28 Which race / ethnicity do you identify with? Choose all that apply.

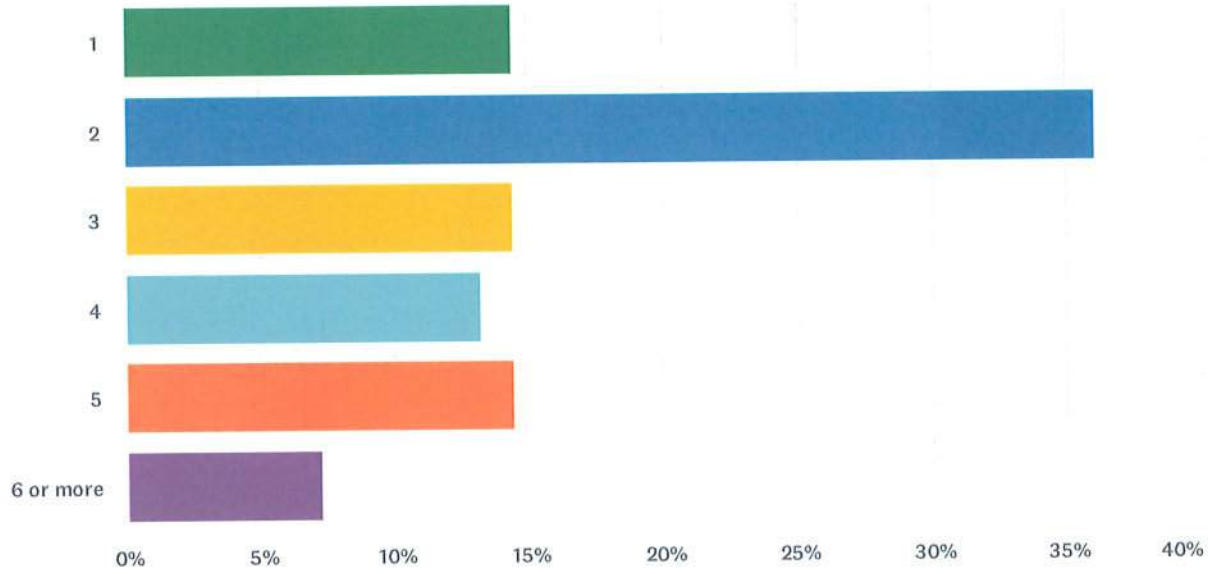
Answered: 83 Skipped: 25



#	OTHER (PLEASE SPECIFY)	DATE
1	Human	10/28/2025 7:27 PM

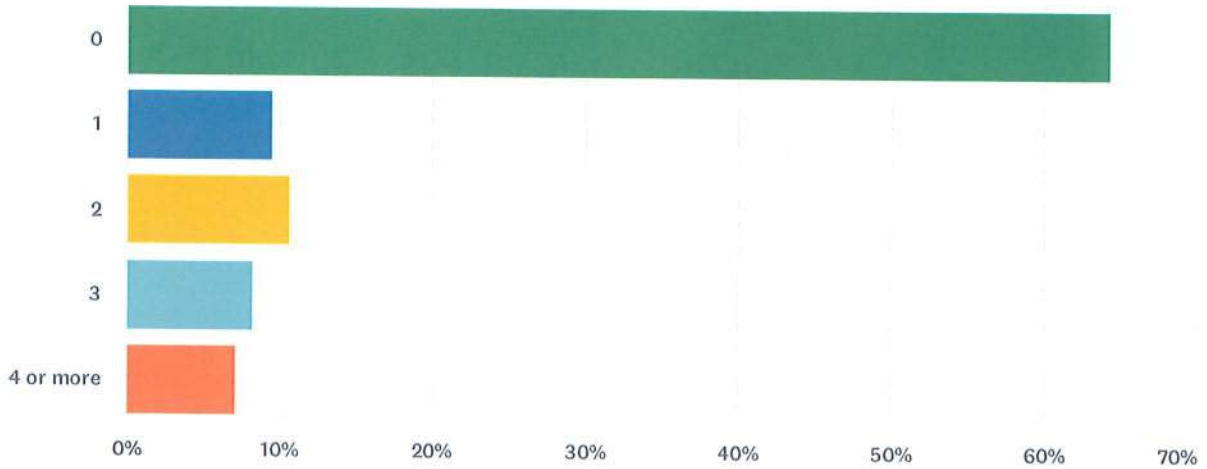
## Q29 How many people live in your home, including yourself?

Answered: 83 Skipped: 25



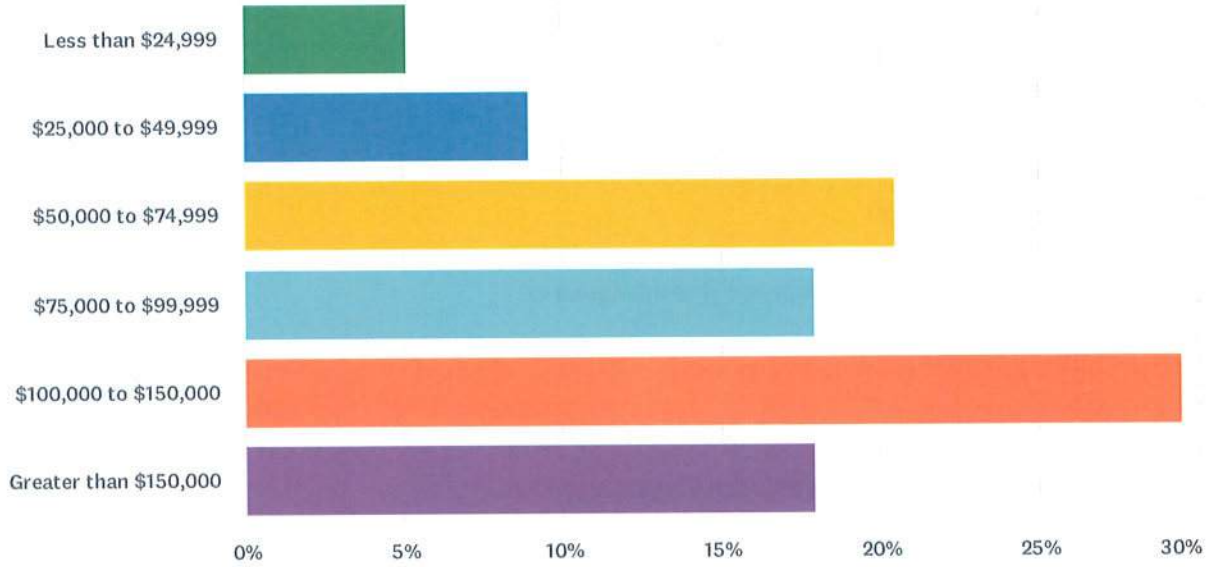
### Q30 How many members of your household are under the age of 18?

Answered: 84 Skipped: 24



### Q31 What is your annual household income?

Answered: 78 Skipped: 30



## ISSUES (What You Want to Change in Berlin)

Better interaction with public

More affordable housing options-senior and low income and multi-family

Lack of recreational programming-need things for kids

Affordable housing needed to bring young families here

Loss of parks programming

Need a way for truck traffic to bypass Huron if just passing through

Lack of support for youth rec programs and senior center

Childcare availability

Street repair

No park & rec activities. Years ago so many kids had to pick & chooses. Now if you aren't Boys/Girls member you have

Need more homelessness support

City trees (plant new, cut old/dead)

Enforce ordinances re: house deterioration and yard maintenance

Need more things for kids to do

Losing the pool and parks and rec programs for kids

Trees

Losing the chamber of commerce

Transportation-longer commutes-difficult for seniors/disabled folks

Retail and restaurant options limited

Too many pot holes

Public transportation

Do not direct apartment traffic up Oak St.

Newcomers/outsideers may find it hard to "feel like they belong"

Revamp ordinances-Ex. Curfew, cruises, cruising, etc... youth is future

Landlords need to be held accountable to improve care for property

Attract better paying jobs/companies

Limit same-type businesses. We have too many junk dealers

Lack of activities for all ages-esp. middle & high school

Too much multifamily

Adult and youth rec and enrichment

Positive self perception

Streets need lots of work

Teen/kid opportunities & activities outside of the Boys & Girls Club

Better employee interaction with community

Deteriorating Main St.

Grant writer

Lacking summer recreation activities

Funding opportunities-look into opportunities. Be creative

Ordinance violations not addresses. Affects appearance of community

Code violation fees increase to hold property owners to the law

Too much low income housing & not enough jobs. We need companies to invest in Berlin

## OPPORTUNITIES (Your Ideas to Make Berlin Better)

Local grocery needed

Have the outdoor pool remain open

Youth sports programs

Grocery store

Need more trees in the terraces

Work with the middle and high school to make events happen. They could volunteer & bring attention to events

Healthy business parks

Restore storefronts to be more historical on Huron

More things for kids to do. Skate park

Law enforcement involvement in community events/create positive relationships

More downtown activities w/ food trucks & pop-up shops

Small housing options for elderly-small row houses/small homes

Improved downtown area-more business-beautification-etc...

If we're a bedroom communitiy, we need housing, childcare, shopping

Partnerships-tend to work in sibs-need to collaborate more (ie County-schools, other towns)

Open store space downtown to attract different businesses

Kayak rentals-some way to use & showcase the river

Adult education

Enhanced senior center

Ice rink? Rent skates...Eventually hockey...

Local grocery option

Partner w/ community to revitalize the B.A.C.

Food co-op (Might hold up better against WalMart vs. regular grocery)

City supported/advertised school/BGL/rec/library partnerships for youth

Winter activity options-cross country ski-skating-shoesnow

More arts culture-music. Example: Thrasher

Pool renovation necessary infrastructure there

Multi-use industrial park(s)

Stuff to appeal to young and young at heart crowd (Game/hobby store?)

Collabotation w/ Ripon College

Need to attract pass-through drivers to stop & buy from stores & restaurants

Increase housing options/more flexibility with zoning

Make recreational programs and opprotunities for the youth

Attract people because of centrality. 1 1/2 hours to Madison/GB/Wausau/Milwaukee

Roads & surroundings coming into town need to be inviting & attractive

Post 2 degree education opprtunities

Take advantage of river with more events & possibly structures that aid in use

## STRENGTHS (What You Want to Preserve in Berlin)

Senior center

Good school & facilities

Hospital and emergency services

Library!

Safe community

Fantastic library with fun activities

A lot of community members do care and will assist if asked

Excellent library

Farmers market

Parks-green space

Changes in coding created to allow small acreage farmettes

Excellent library

Neighorly, friendly, relationships, history

City compost keep it open and free

No roundabouts please

Boys & (Girls) Club

Easy access hiking & biking trails

Old school community. We need our youth to join us!!

Amazing volunteer groups. ABC Group Friends of Parl etc...

Variety of library programs is great

Schools, facilities (schools/city) hospital, some stores

Food pantry

Family events

Farmer's market!

Safe! Kids can walk to school

History

Parks/tree lighting-brings people from afar to Berlin

Library classes & events

Nice compost/refuse area for residents

Beautiful-cemetery city run

Schools-size allows kids to participate in many activities you don't have to be a superstar to participate

Town charm retail & older style homes

Small town feel-feels safe

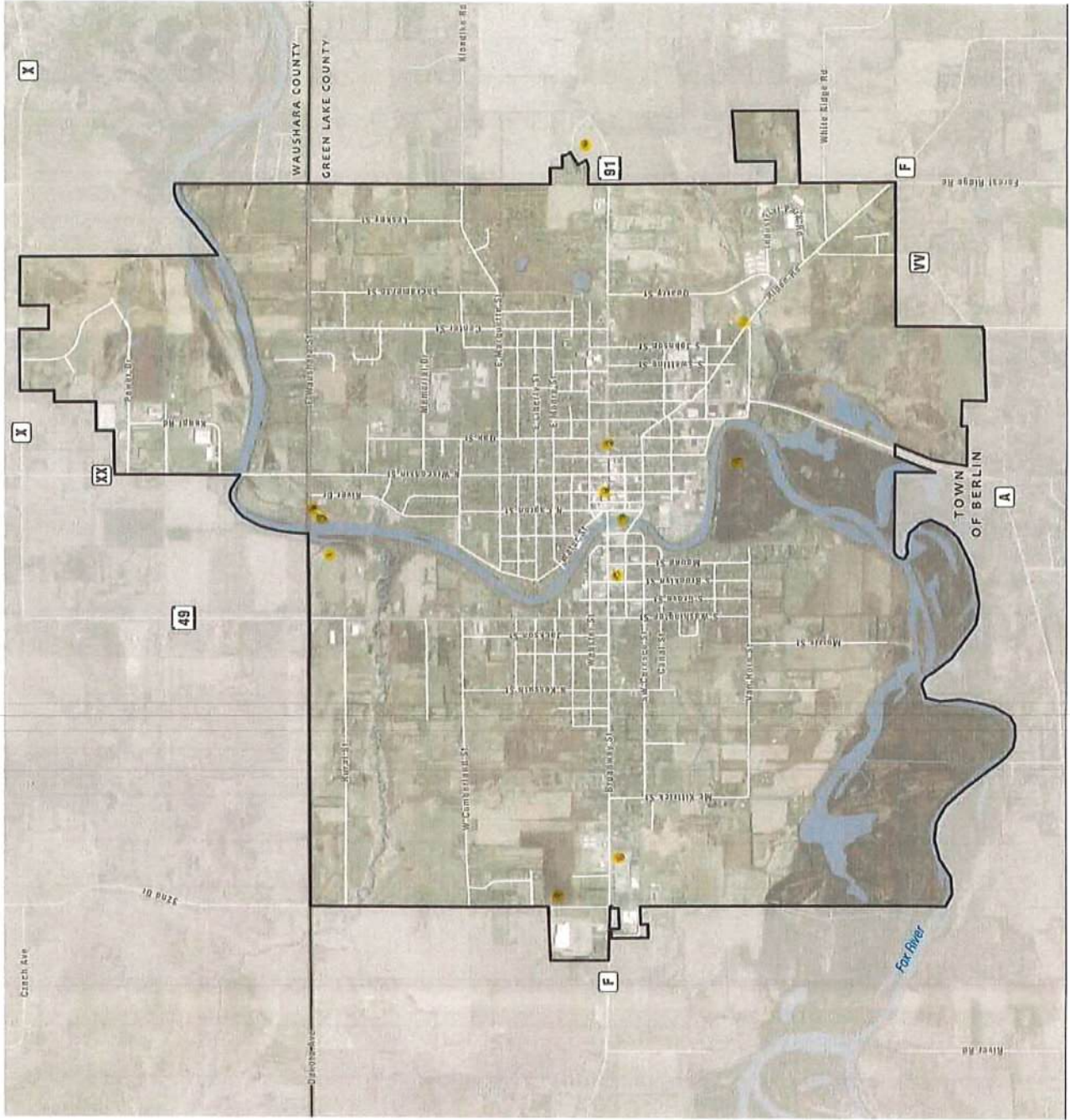


## GIVE YOUR INPUT ON THE COMPREHENSIVE PLAN UPDATE!

Place a numbered sticker dot on the map location you wish to identify, then write the dot's corresponding number in the circle on the comment form.

### Potential areas to highlight:

- Redevelopment Opportunities
- Housing Needs
- Public Service Improvements
- Safety & Accessibility Concerns
- Business/Retail Opportunities
- Outdoor Recreation Opportunities



9

Berlin Area School District is selling this land.  
May be rezoned for housing development.

10

Footpath to DMV/Theda Care Ridgely connecting  
to downtown/city sidewalks

**GENERAL COMMENTS.** Please use this space to add any general comments you have concerning the City of Berlin Comprehensive Plan Update.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name (optional): \_\_\_\_\_

Contact Information (optional): \_\_\_\_\_

\_\_\_\_\_

We appreciate your comments. Please leave them with us today. Thank you!



To provide additional feedback for the project planning team, please scan the QR code and complete the Community Survey: or visit <https://www.surveymonkey.com/r/Berlin2045>



4

Walking/Biking Trails to complement the snowmobile trail

5

Game/Hobby store. Could go in strip mall area or in large green space to the right of Walmart parking lot. Retail/Dining - possibly bring back Grocery store in strip mall area possibly Farmers market/Co-op

GENERAL COMMENTS. Please use this space to add any general comments you have concerning the City of Berlin Comprehensive Plan Update.

Blank lines for general comments.

Name (optional): \_\_\_\_\_

Contact Information (optional): \_\_\_\_\_

We appreciate your comments. Please leave them with us today. Thank you!



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# City of Berlin Comprehensive Plan Update PIM Comment Form



Use this form to provide feedback and comments you would like City to consider within its comprehensive plan update on:

- Community assets – things you want to preserve
- Community challenges – issues (short and long-term) to be addressed
- Opportunities for growth or redevelopment

**INSTRUCTIONS:** Use the space below for location-specific comments concerning the themes listed above. Place a numbered sticker onto one of the printed City maps, then write the sticker's corresponding number and your comment below.

Sticker Dot # | Comment:

7 Downtown riverwalk / boat mooring / multiple river-based events / tourism

8 More downtown-based events. Could liven up downtown area. (Ex: Cocoa walk)  
Development incentives to diversify businesses / property use

11 Please Make the Entrance to the Masscockton Trail more visible & promote it to the citizens of Berlin. Everyone gets lost finding it the first time.

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- Community assets – things you want to preserve
- Community challenges – issues (short and long-term) to be addressed
- Opportunities for growth or redevelopment

**INSTRUCTIONS:** Use the space below for location-specific comments concerning the themes listed above. Place a numbered sticker onto one of the printed City maps, then write the sticker's corresponding number and your comment below.

Sticker Dot # | Comment:

1 Berlin needs a dog park and I would like the City to look at the Park Covenants to see how some of our extensive park lands could be used for that

2 IDEAL FOCAL POINT COMING FROM GREEN GREAT PARK LOCATION

3 OPEN camping sites longer. Berlin in spring & later in Fall

4 Possible Dog Park location!  
City Owned (maybe?)

# City of Berlin Comprehensive Plan Update PIM Comment Form



Use this form to provide feedback and comments you would like City to consider within its comprehensive plan update on:

- Community assets – things you want to preserve
- Community challenges – issues (short and long-term) to be addressed
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**INSTRUCTIONS:** Use the space below for location-specific comments concerning the themes listed above. Place a numbered sticker onto one of the printed City maps, then write the sticker's corresponding number and your comment below.

Sticker Dot # | Comment:

12 Consolidate new downtown buildings = businesses south of Broadway. Include new city park / green space off Broadway = Fox River. Tear down some older buildings to create space for new buildings / businesses.

\_\_\_\_\_

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**BERLIN 2046 COMPREHENSIVE PLAN  
PLAN APPENDIX**

**APPENDIX D  
MAPS**

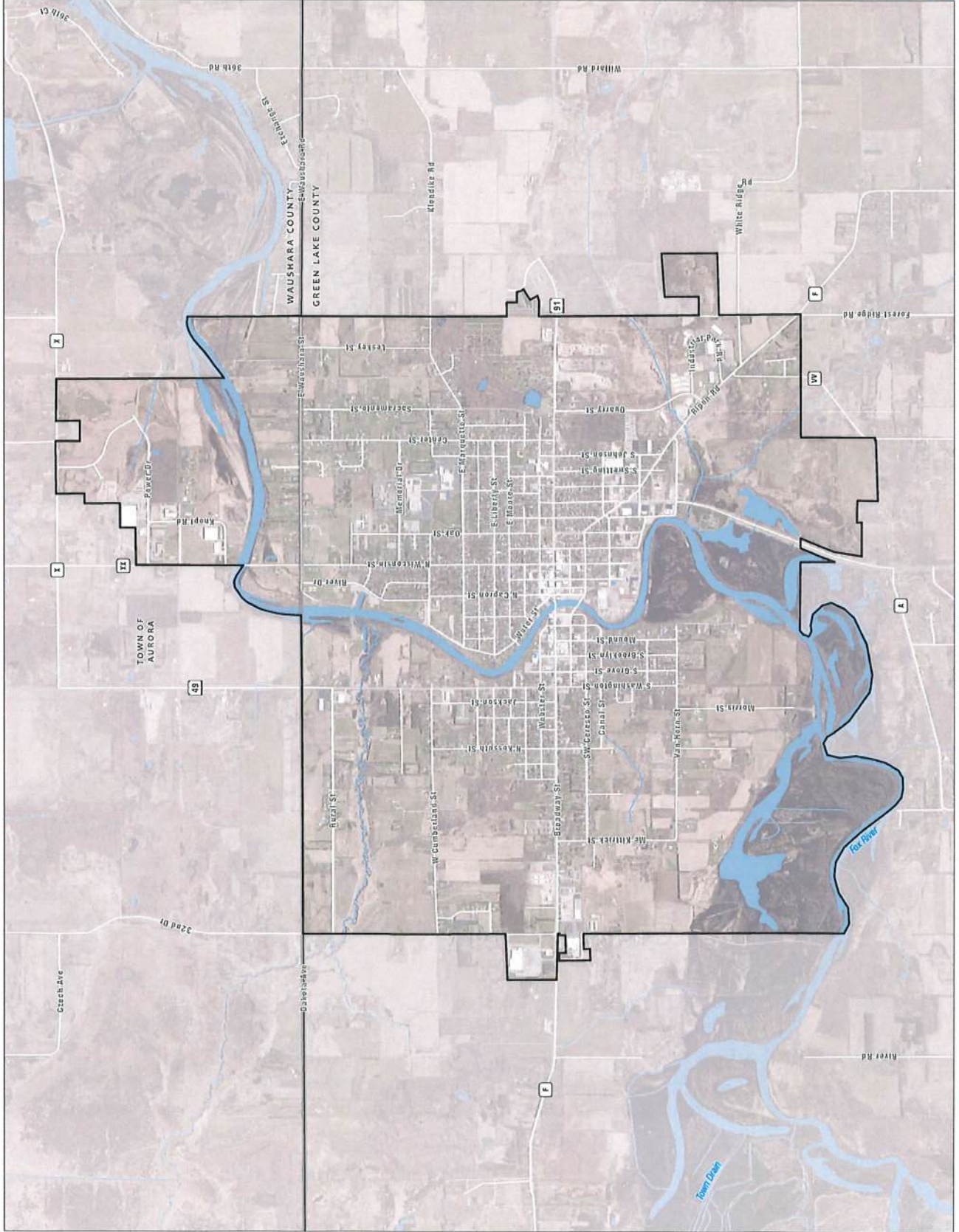
# CITY LIMITS

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  City of Berlin
-  Surrounding Municipality
-  County Boundary

Data Sources:  
Green Lake County GIS (2022)  
WisDOT (2025)  
Aerial: WDNR Aerial (2018-2020)



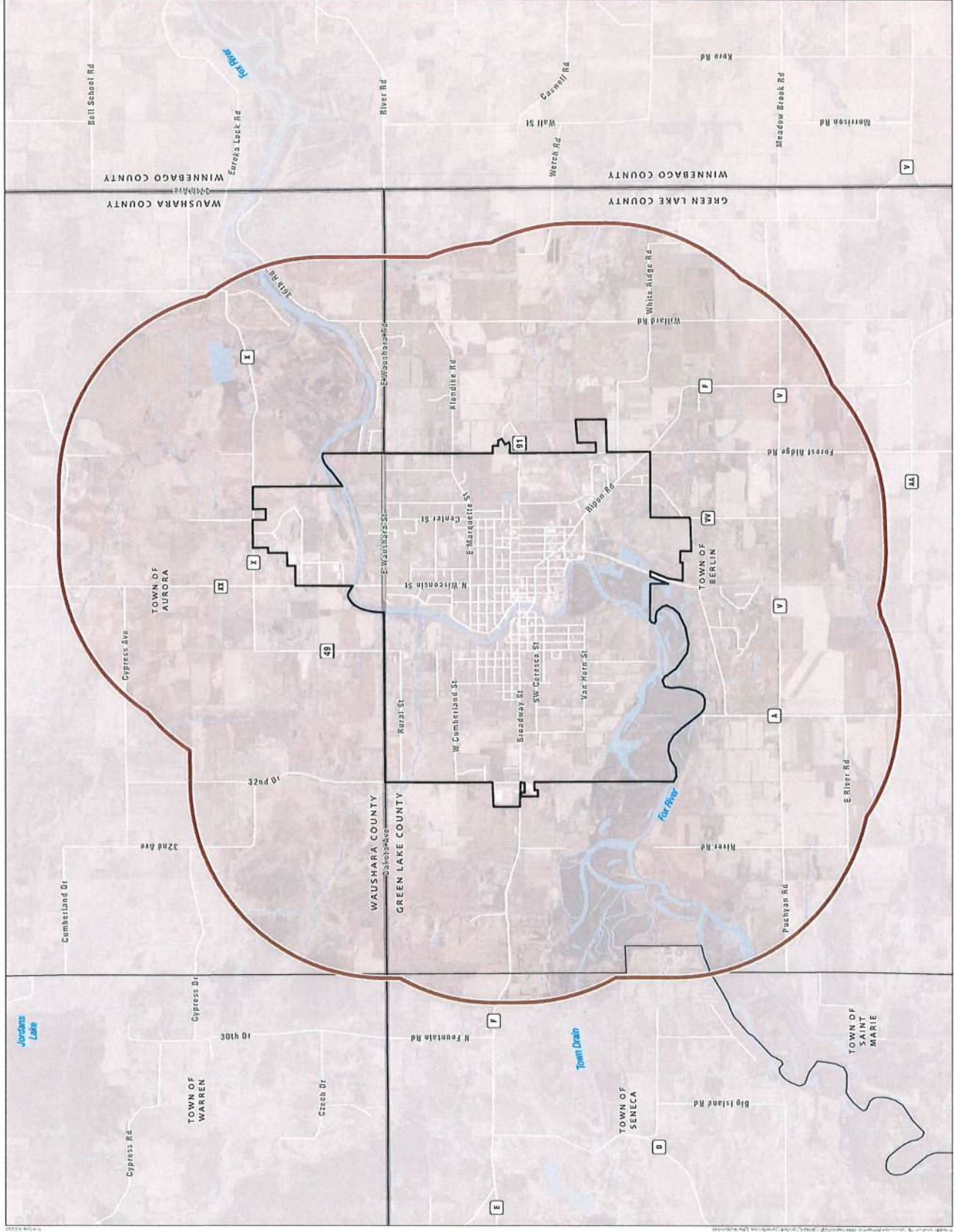
# PLANNING AREA

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  Planning Area (1.5 Miles)
-  City of Berlin
-  Surrounding Municipality
-  County Boundary









Data Sources:  
Green Lake County GIS (2022)  
WisDOT (2025)  
Aerial: WDNR Aerial (2018-2020)



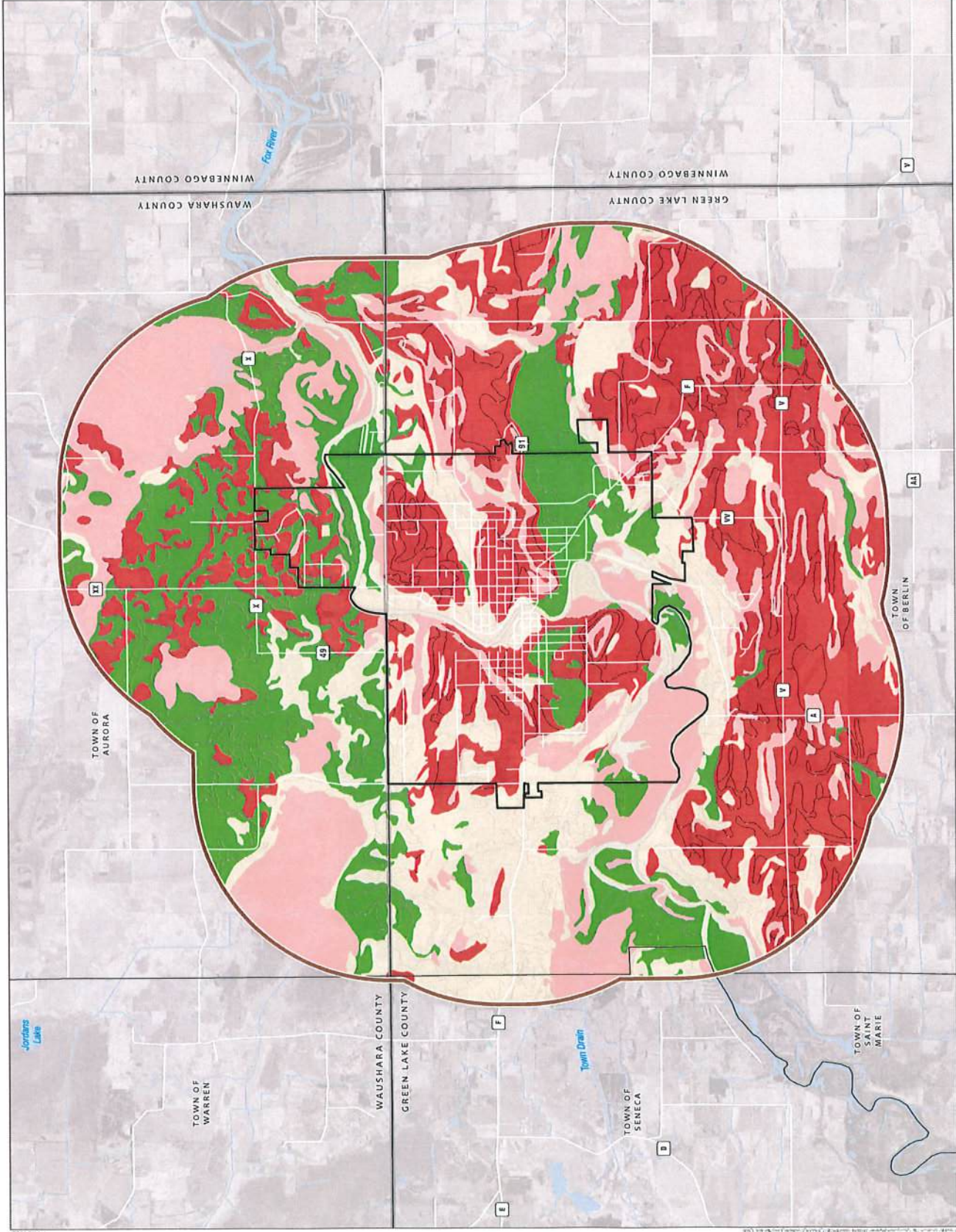
# NRCS SOILS

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  Planning Area (1.5 Miles)
-  City of Berlin
-  Surrounding Municipality
-  County Boundary
- NRCS Farmland Classification**
-  All areas are prime farmland
-  Prime farmland if drained
-  Farmland of statewide importance
-  Not prime farmland

Data Sources:  
Green Lake County GIS (2022)  
WisDOT (2025)  
Aerial: WDNR Aerial (2018-2020)



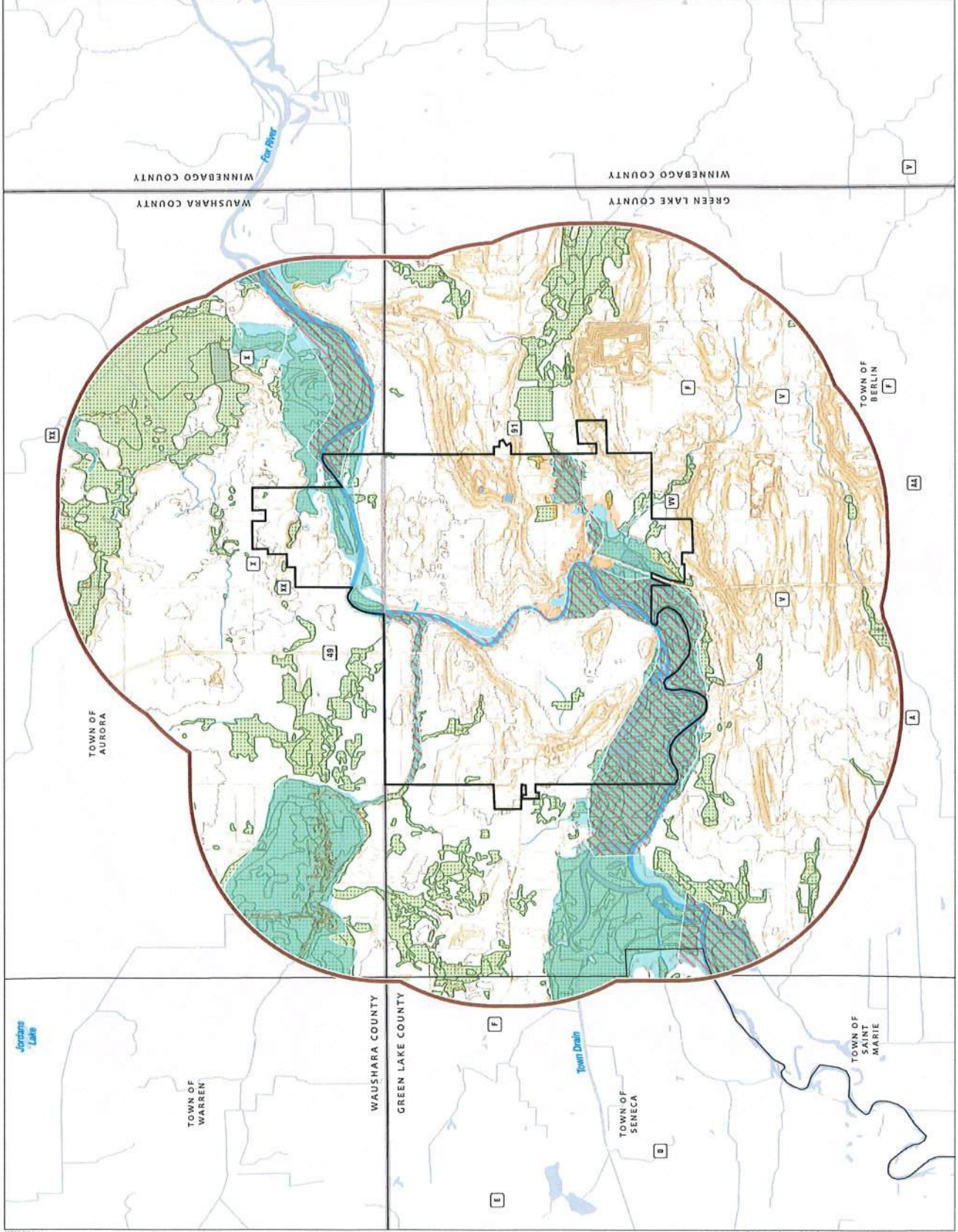
# DEVELOPMENT LIMITATIONS

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  Planning Area (1.5 Miles)
-  City of Berlin
-  Surrounding Municipality
-  County Boundary
-  20-ft Contour
-  Slopes Greater than 20%
-  Wetland Areas (WDNR)
-  Flood Zone Designation
-  1% Annual Chance Flood Hazard
-  Regulatory Floodway
-  0.2% Annual Chance Flood Hazard







Data Sources:  
Green Lake County GIS (2022), Waushara County GIS (2025)  
MUSDOT (2025), WDNR SVPD (2025)  
FEMA Data (recent FIRM available)  
Topography: 2019/2018 County LIDAR



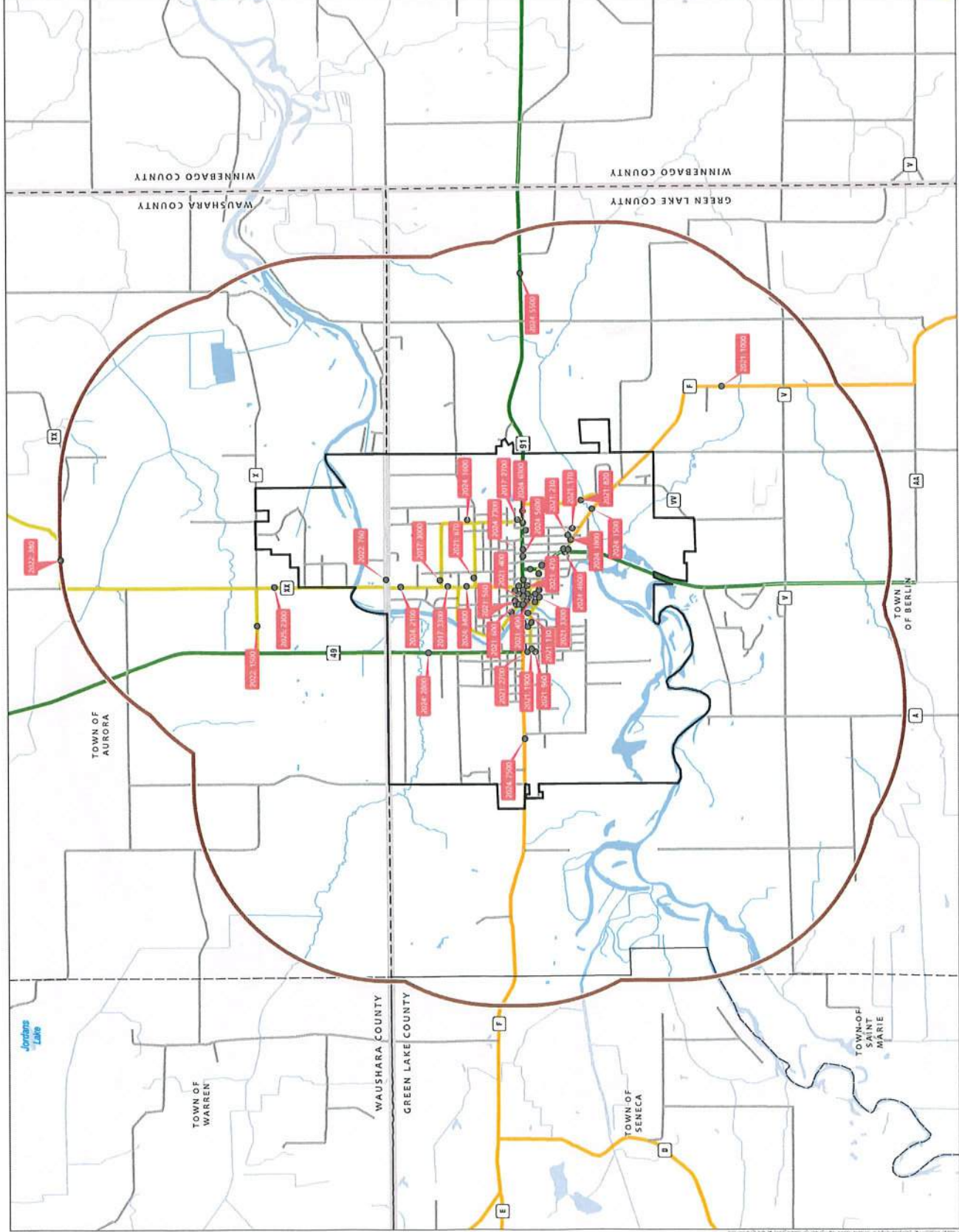
# Transportation

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  Planning Area (1.5 Miles)
-  City of Berlin
-  Surrounding Municipality
-  County Boundary
-  Traffic Count Site (YEAR: AADT)
- Functional Classification (WisDOT)**
-  Major Arterial
-  Major Collector
-  Minor Collector
-  Local Street
-  Not Classified/No Data











Data Sources:  
Green Lake County GIS (2022), Waushara County GIS (2023)  
WisDOT (2023), WIDNR SWDVI (2023)  
FEMA Data (recent FIRM available)  
Topography: 2018/2018 County LIDAR

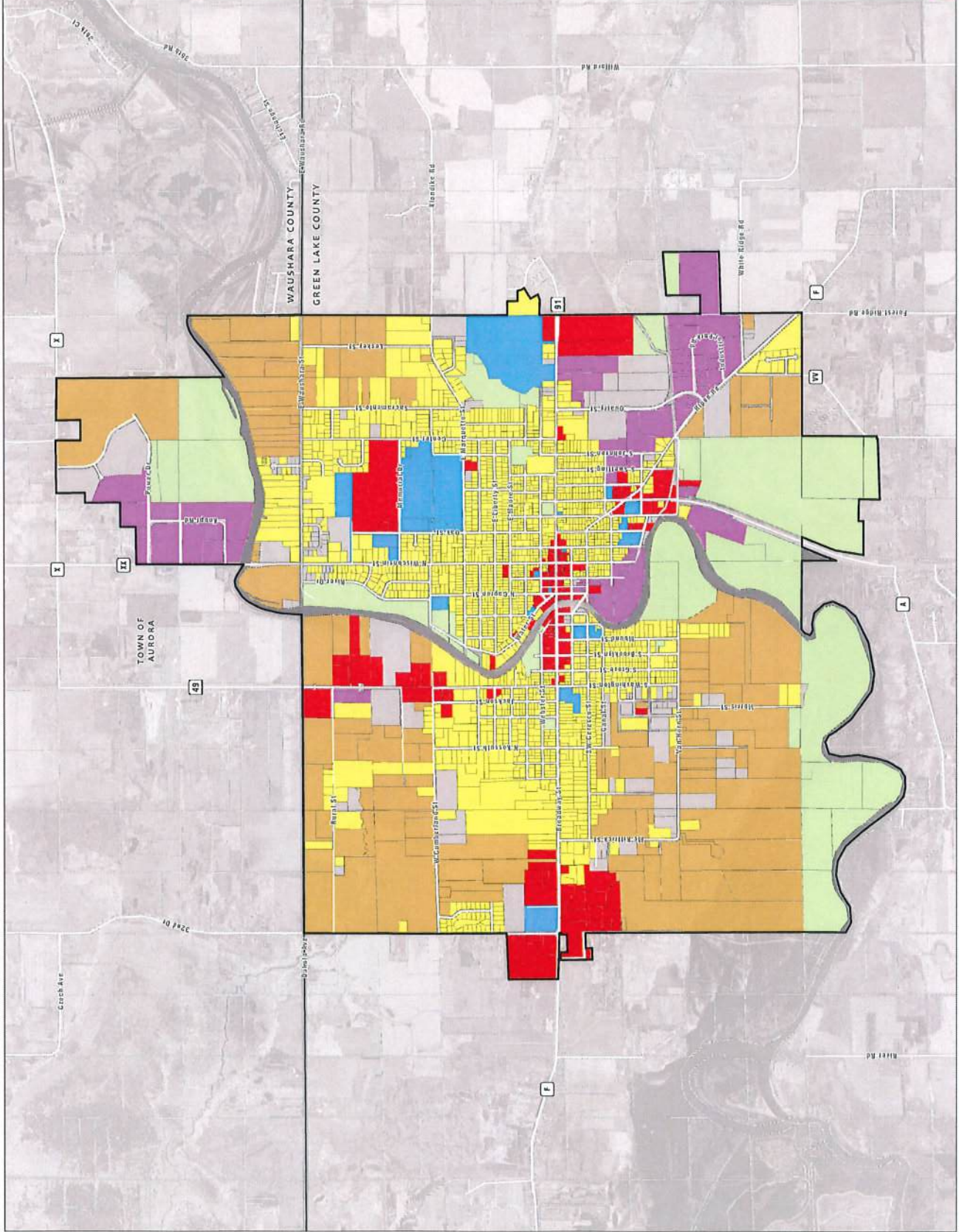


# EXISTING LAND USE

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  City of Berlin
-  Surrounding Municipality
-  County Boundary
-  Parcel Boundary
-  Residential
-  Commercial
-  Industrial
-  Park
-  Institutional
-  Agriculture & Rural
-  Vacant Land
















Data Sources:  
Green Lake County GIS (2022), Waushara County GIS (2025)

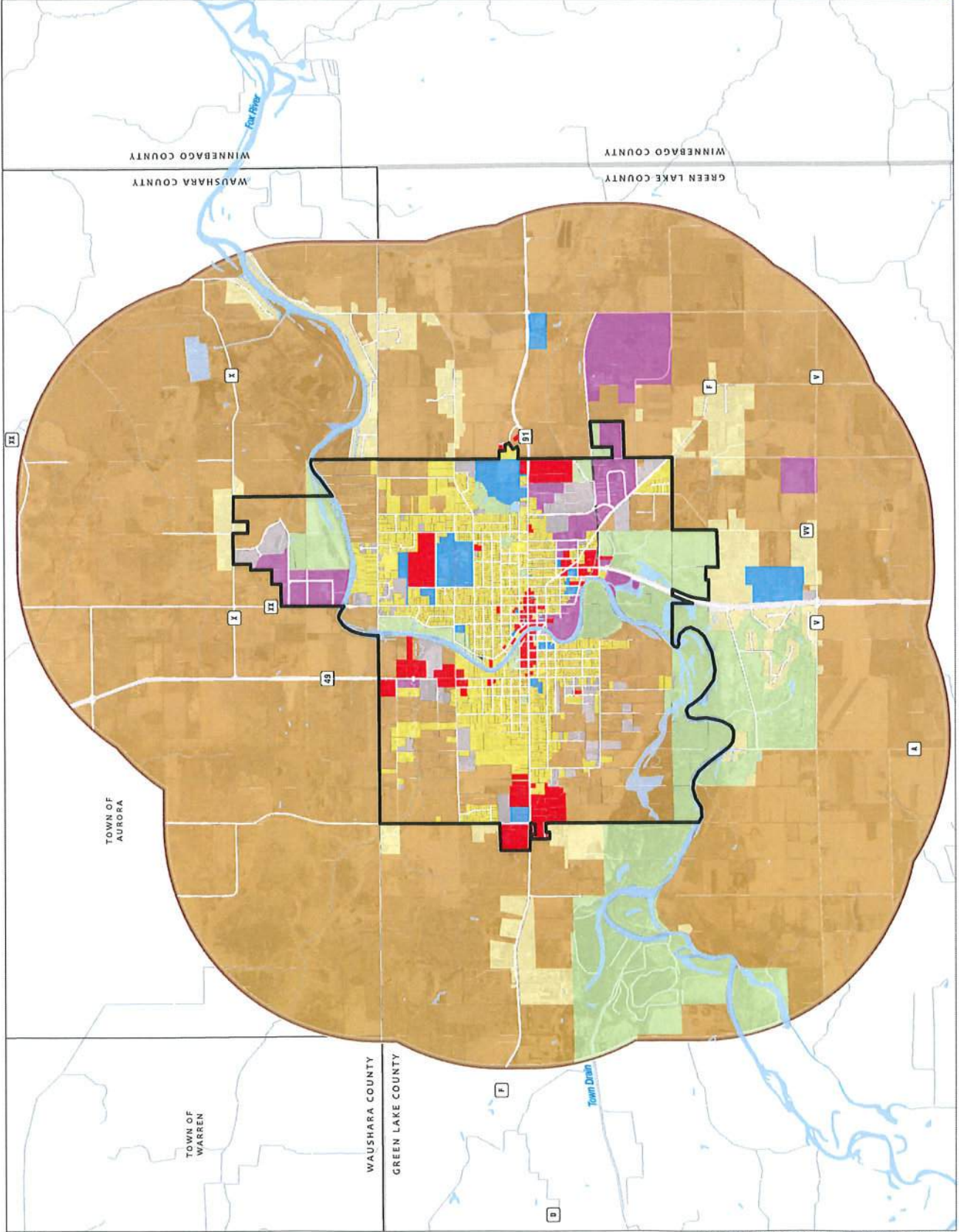


# EXISTING LAND USE

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin

-  City of Berlin
-  Planning Area (1.5 Miles)
-  Surrounding Municipality
-  County Boundary
-  Residential
-  Commercial
-  Industrial
-  Park & Open Space
-  Rural Land
-  Public
-  Vacant Land
-  Transportation
-  Water



Date Source:  
Green Lake County GIS (2022), Waushara County GIS (2025)

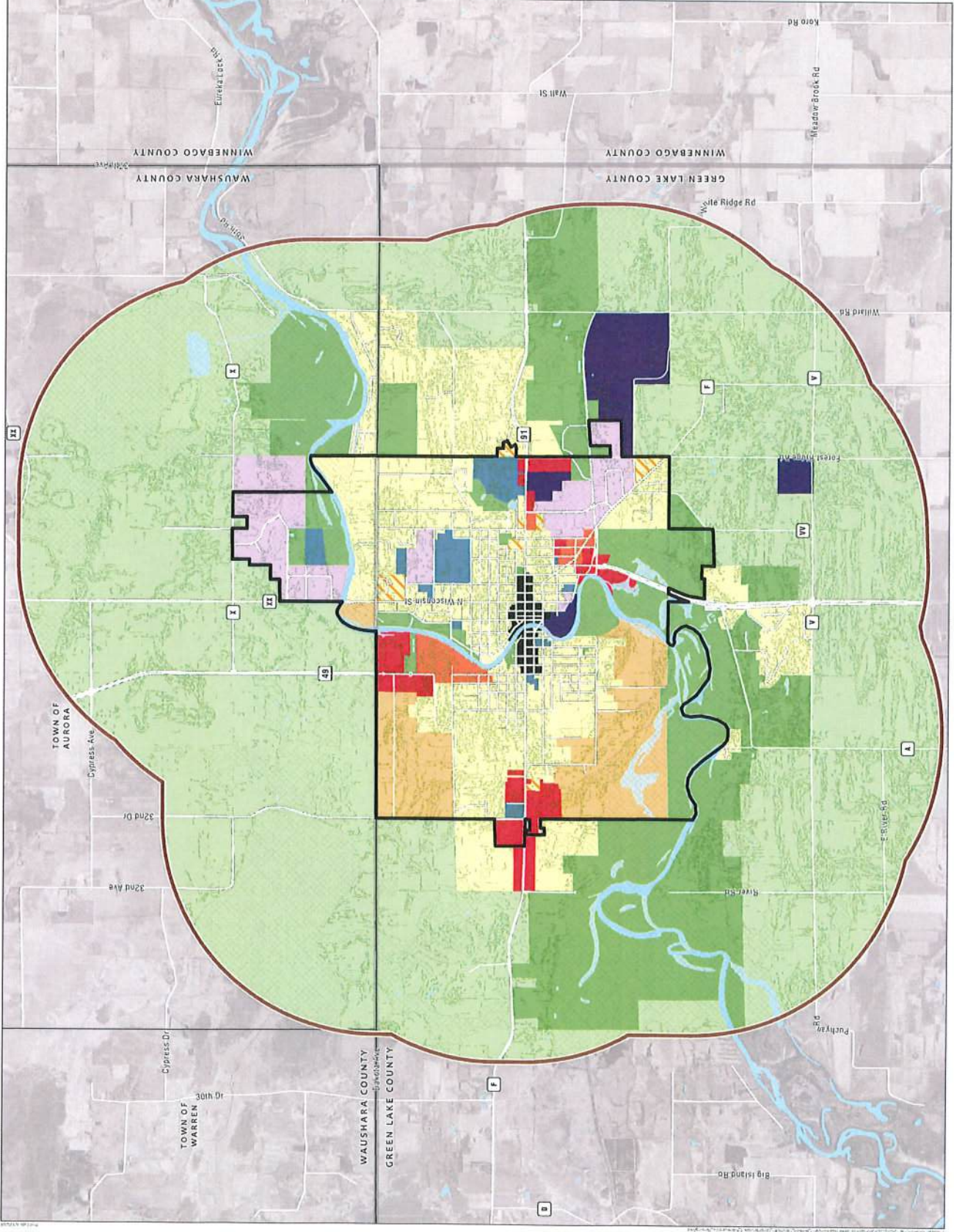
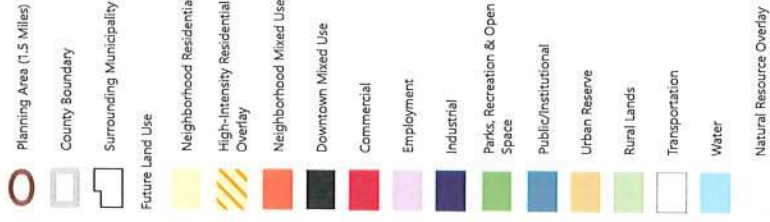




# FUTURE LAND USE

## Comprehensive Plan Update

City of Berlin  
Green Lake County, Wisconsin



Data Sources:  
Green Lake County GIS (2022), Waushara County GIS (2023)

