



AMERY'S
TOMORROW TODAY



City of Amery, Wisconsin **2045 COMPREHENSIVE PLAN**

Adopted November 2025

ADOPTION ORDINANCE

Ordinance No. 20-2025

An Ordinance to Update and Adopt the 2045 Comprehensive Plan of the City of Amery, Polk County, Wisconsin.

The City Council of the City of Amery, Polk County, Wisconsin, do ordain as follows:

Section 1. Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the City of Amery is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. During the planning process to update the City's Comprehensive Plan, the City Council adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The City Council of the City of Amery assigned the Plan Commission to prepare an update to the City's Comprehensive Plan.

Section 4. The Plan Commission has recommended the draft 2045 Comprehensive Plan for adoption by the City Council.

Section 5. The Plan Commission of the City of Amery has adopted a resolution recommending to the City Council adoption of the document entitled "City of Amery 2045 Comprehensive Plan," containing all the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 6. The City's Plan Commission has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 7. The Comprehensive Plan may be used as the basis for, among other things, official mapping, local subdivision regulations, general zoning ordinances, shoreland/wetland zoning, and as a guide for approving or disapproving actions affecting growth, development, conservation, and recreation within the jurisdiction of the City of Amery and its extraterritorial plat review area.

Section 8. The City Council of the City of Amery adopts the "City of Amery 2045 Comprehensive Plan," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 9. This ordinance shall take effect upon passage by a majority vote of the members-elect of the City Council and publication as required by law.

Adopted by the Common Council this 5th day of November, 2025

By: Rick Van Blaricom
Rick Van Blaricom, Mayor

Attest: Taylor Larson
Taylor Larson, City Clerk Treasurer

Published: Nov. 11, 2025

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ACKNOWLEDGMENTS

City Council

Rick Van Blaricom, *Mayor*
Mike Manor, *Wards 1 & 2*
Sharon Marks, *Wards 1-5*
Frances Duncanson, *Wards 3, 4 & 5*
Eric Elkin, *Wards 1-5*
Roger Van Someren, *Wards 1 & 2*
Adam Honl, *Wards 3, 4 & 5*

Plan Commission

Rick Van Blaricom, *Mayor*
Eric Elkin
Pat Cahill
Paul Isakson
Scott Carlson
Paul Shafer
Brianna White

City Staff

Alex Mansfield, *City Administrator*
Taylor Larson, *Clerk-Treasurer/Zoning Administrator*

Prepared by:

This document was prepared by MSA Professional Services, Inc. with assistance from the Plan Commission, City Council, and Staff of the City of Amery, Wisconsin.

Project No.: 00528044



WHY PLAN?

Planning is important because it helps communities grow with intention rather than by chance. Thoughtful planning balances development with preservation, anticipates future needs, and ensures that infrastructure, housing, and public services evolve in harmony with community values.

PURPOSE AND INTENT

The Comprehensive Plan is a resource for managing the growth of the City of Amery. It is designed to be a working document that City staff and officials can use to direct community development decisions, assist with capital and operational budgeting, and stimulate private housing, business, and industrial investment.

Functioning as an umbrella document, the Comprehensive Plan covers nearly every aspect of municipal governance. It is not meant to replace other plans, ordinances, or regulations, but rather to complement and coordinate with them. Zoning ordinances, subdivision regulations, infrastructure plans, and neighborhood studies should all be interpreted and applied in harmony with this Comprehensive Plan.

COMMUNITY DATA

Unless otherwise noted, most data used in this Comprehensive Plan comes from the U.S. Census Bureau:

- The [U.S. Census](#) collects basic demographic data every 10 years, with the most recent taking place in 2020.
- The [American Community Survey \(ACS\)](#) is also used to collect more detailed insights over a shorter time span, using a relatively small sample size to estimate local conditions and trends over a five-year sampling period. The most recent ACS data provides estimates for 2019-2023.

What is a Comprehensive Plan?

The Comprehensive Plan is intended to guide decisions and actions affecting City budgets, ordinances, and growth. This plan looks up to 20 years into the future but focuses on action steps to guide the City's near-term efforts to help realize the long-term goal. As a broad based plan, it relies on other more detailed plans, budgets, and other processes that bring more clarity and specifics to everyday decisions.

This plan's recommendations are intended to:

- Create a collective vision for the future of the City of Amery;
- Establish priorities for public investment, including the City's Operating Budget, Capital Budget, and 5-year Capital Improvement Program;
- Inform policies that guide City decision-making;
- Align the work of City agencies around the issues that matter most to residents and stakeholders;
- Create a framework for topic-specific plans and initiatives that will expand on the Comprehensive Plan's recommendations;
- Guide private development through the Future Land Use Map and related policies;
- Foster partnerships with other entities to address shared goals.

Comprehensive Plan vs Zoning

Comprehensive planning and zoning are closely related tools to guide community growth and development, but they serve distinct purposes. A Comprehensive Plan is a long-range, visionary document that outlines the community's goals and aspirations for a broad range of elements such as land use, housing, and transportation. The Future Land Use Map is a crucial component of the plan, illustrating desired patterns of development that will support the City's overall vision into the future.

Zoning, by contrast, is a regulatory tool used to *implement* the Comprehensive Plan's vision. It establishes specific rules for how land can be used today, such as permitted uses, building heights, setbacks, lot sizes, and density. While the Comprehensive Plan is advisory in nature, zoning ordinances are legally binding and enforceable. For example, the zoning map is used to determine what can be built on a property now, but any changes to the map must be compared to the desired future uses detailed in the Future Land Use Map.

In essence, a Comprehensive Plan answers the question "What should go where in the future?" while zoning answers "What can go where right now?" Together, they ensure that proposed development is both strategic and consistent with the community's long-term goals.

Plan Adoption and the Consistency Requirement

Under Wisconsin's Comprehensive Planning statute (66.1001), a Comprehensive Plan must receive a public hearing and be approved by resolution by the Plan Commission, and adopted by ordinance by the City Council.

This statute requires that if a local government unit enacts or amends any of the following ordinances, the ordinance must be *consistent* with the Comprehensive Plan:

- Official maps, including the zoning map
- Local zoning and subdivision regulations
- Shoreland/wetland zoning ordinances

Though adopted by ordinance, the Comprehensive Plan itself is not an enforceable ordinance. Rather, it is intended to guide decision making in the years to come toward a unified vision developed by the community, for the community. Over the course of time, many factors will arise that will significantly influence the day-to-day decision making that occurs at the local government level and in the community in general. This plan should continue to be consulted to ensure that such decisions contribute to the City's established vision. As this is a living document, it may need to be amended from time to time to adapt to unexpected changes. See the Implementation chapter for more information.

Chapter Components

There are ten total chapters in this Comprehensive Plan, seven of which are related to specific community elements:

- Introduction
- Public Engagement & Feedback
- **Agricultural, Natural & Cultural Resources**
- **Utilities & Community Facilities**
- **Intergovernmental Cooperation**
- **Economic Development**
- **Housing**
- **Transportation**
- **Land Use**
- Implementation

These seven element-specific chapters contain the following information to establish a foundational understanding of existing conditions in the City of Amery, as well as goals and strategies to guide decisions moving forward:

- Community Snapshot – A brief overview of current conditions, data, and maps relevant to the applicable community element, providing a contextual foundation for the other components in the chapter.
- Issues & Opportunities – Identification of key challenges and potential areas for growth or improvement that the plan should address. These insights were primarily identified through public engagement and conversations with City staff, Plan Commission, and City Council.
- Goals – Aspirational, long-term outcomes that Amery aims to achieve, aligned with the plan's vision statement on page 3.
- Strategies – Specific approaches or themes designed to help achieve the stated goals. Some of the strategies in the plan could also be stated as actions, but have not yet been assigned to anyone to pursue action. All strategies are repeated in Chapter 10 (Implementation) with approximate deadlines and priority levels assigned.

INTRODUCTION

2045 Vision

The City of Amery's vision statement is intended to set the general framework for the rest of the plan:

“Amery will continue to be a thriving, welcoming community that preserves its small-town charm while embracing thoughtful growth.

We envision a city where families and businesses flourish, supported by affordable housing options, purposeful economic development, vibrant parks and gathering spaces, and quality infrastructure. By providing a high quality of life and a strong sense of belonging, Amery shall always be a desirable place to live, work, and visit.”



Regional Context

The City of Amery is located in Polk County, in western Wisconsin. It is bordered to the north by the Town of Lincoln and to the south by the Town of Black Brook. It is located 60 miles northeast of St. Paul, Minnesota, and 70 miles northwest of Eau Claire, Wisconsin.

As detailed in the following chapters, Amery’s regional significance is shaped by its abundant natural resources – namely the Apple River, numerous lakes, and two state trails – that support a range of outdoor recreation activities, as well as a strong local business community and wealth of cultural events and resources for residents. Highway 46 and nearby Highway 8 provides vital connectivity to the Twin Cities and surrounding communities.

Community History

Amery was named after William Amery, a carpenter and civic leader who helped shape the town in the 1870s. Early on, the town developed around the sawmill on the Apple River, which processed timber floating downstream from northern camps and shipped lumber by rail throughout the region.

In 1888, the construction of the Amery Dam on the Apple River created the Apple River Flowage, a 640-acre body of water that powered sawmills and later a gristmill. The dam was central to the town’s industrial activity and was even used briefly to generate electricity for the Amery Electric Light Company. Over time, the flowage became a recreational asset, supporting fishing, boating, and shoreline development.

Amery’s downtown began to take shape in the late 19th century, reflecting Amery’s transition from a resource-based settlement to a more diversified and community-oriented town that is enjoyed to this day.

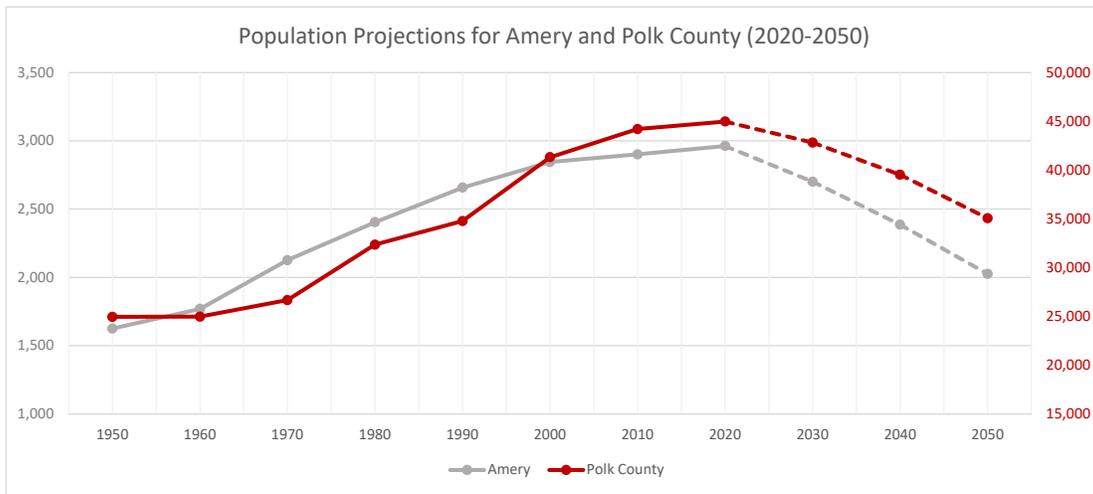
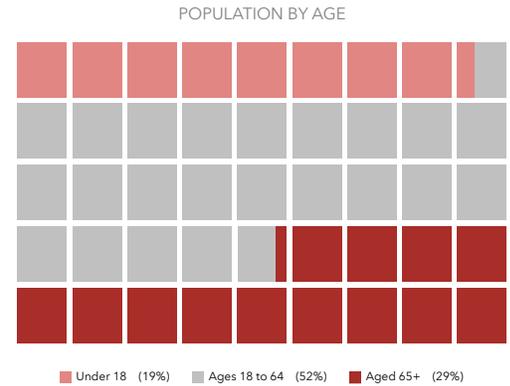
Source: Wikipedia and Apple River Protection and Rehabilitation District

Demographics

Demographic data is vital for comprehensive planning because it helps communities anticipate future needs and ensure services, infrastructure, and policies are aligned with population trends, age distribution, and cultural diversity.

Population

According to the U.S. Census, the City of Amery's total population was 2,962 in 2020. From 2010 to 2020, the City of Amery's population increased 2.1%, reflecting Wisconsin's total percentage growth of 3.6% in the same time frame. However, the City is expected to lose 937 residents between 2020 and 2050, representing a 31.6% decrease over a thirty-year period (Wisconsin Department of Administration). Decreases are also expected for Polk County (22%) and Wisconsin (3.1%).



Age Composition

About 13% of the City's population is considered youth (less than 18 years old), 61% is between the age of 18 and 64, and 26% are over the age of 65. The number of retirement-aged individuals is expected to grow as the Baby Boomer population continues to age, matching trends seen across the nation. The City of Amery's median age is 45.9, higher than that of 2010 (44.8) and the current State median (40.1).

Race and Ethnicity

The majority of Amery's population is white (98.1%), followed by "two or more races" (0.7%), American Indian and Alaska Native (0.5%), and Asian (0.4%). It is estimated that no residents identify as Hispanic or Latino, though the data's margin of error is 1.3%. Compared to 2013 ACS Estimates, Amery has gotten less diverse; demographics with the largest losses have been Black or African American (-1.4% of total population), "two or more races" (-1.4%), and Hispanic or Latino (-1.3%).

Households

There are approximately 1,325 households in Amery, 22.6% of which include at least one child under the age of eighteen. The total number of households has declined slightly over the last decade (1,336 in 2013 to 1,325 in 2023), as well as the number of households with children (337 in 2013 to 300 in 2023). This aligns with population decline resulting from the ongoing economic and social impacts of the 2008 nationwide recession and COVID pandemic. The average household size in 2023 was 2.11 individuals, which is higher than 2013 estimates (2.06). This may be explained by an increasing prevalence of multi-generational households, as the aging population moves in with younger family.

PUBLIC ENGAGEMENT & FEEDBACK

PLAN ENGAGEMENT OVERVIEW

This plan was drafted through collaboration between City staff, the Plan Commission and City Council, the MSA project team, and residents of the City of Amery and surrounding communities.

1 PROJECT KICKOFF & EXISTING CONDITIONS ANALYSIS

- Compile Community Snapshot data and review existing planning documents.
- Create a set of maps and a written summary of existing conditions.
- Create a vision statement for the City of Amery's future growth.



2 COMMUNITY ENGAGEMENT

- Solicit input from community members (through online survey, in-person events, etc.) to further develop a vision and goals & strategies.
- Review input with City staff and community decision-makers.



3 FINALIZE PLAN

- Draft the City of Amery's Comprehensive Plan based on the information gathered throughout the process.
- Receive frequent feedback from the Plan Commission, City Council, and community members.

Community engagement is a crucial part of the planning process, both to identify guiding priorities and to gather support for later implementation. Engagement for this Comprehensive Plan was conducted in tandem with the Comprehensive Outdoor Recreation Plan (CORP) and consisted of the following activities:

- An online input survey, promoted online and through print media;
- One-on-one interviews with key stakeholders;
- Discussions with the Plan Commission and City Council;
- Two community workshops, held at City Hall; and
- A pop-up event at Music on the River.

Stakeholder Interviews

The project team met one-on-one with key stakeholders from various sectors, including the Apple River & Lakes Protection and Rehabilitation Districts, Amery Area Public Library, Amery Hospital & Clinic, Amery Area Historical Society, Amery Community Club, Amery Woman's Club Board, Black Brook Town Board, and Amery School Board.

Primary findings included:

- Expanding access to affordable housing, childcare, and transportation;
- Enhancing parks and natural amenities with features like splash pads, accessible equipment, and public art;
- Adding inclusive spaces and programming for youth, seniors, and families;
- Exploring strategies to enhance residents' mental health, social connection, and community wellness;
- Additional collaboration between the City and local organizations to strengthen economic development initiatives, preserve Amery's small-town character, and promote civic engagement.



Amery's Tomorrow Today

Help us develop Amery's Comprehensive Plan and Comprehensive Outdoor Recreation Plan (CORP)

City of Amery, WI and MSA Professional Services
February 12, 2025

[Get Involved!](#) [Planning 101](#) [Project Schedule](#) [Meetings](#) [Resources](#) [Contact](#)

The City of Amery is updating its Comprehensive Plan and Comprehensive Outdoor Recreation Plan (CORP), which will guide the continual advancement of the community for years to come. This process has been nicknamed **Amery's Tomorrow Today**. Please check this website regularly for project updates and upcoming community engagement opportunities.

Get Involved!

Community Survey

The Community Input Survey is now closed. Thank you for your valuable feedback;

Comprehensive Plan and CORP's project website, which contained engagement opportunities and updates, meeting materials, and other pertinent information.

Community Survey

Early in the planning process, an online input survey was promoted to gather the public’s priorities and concerns about future growth in the City of Amery. In total, the online survey received 346 responses (between March–May 2025) from a wide cross section of the community, including residents of Amery/surrounding towns and households comprised of all age groups, household sizes, and length of tenure within the community. The most prevalent respondents were those in a two-member household, those that have lived in or near Amery for 20+ years, and those that live in a single-family home.

The key findings are listed below; the full survey results are located in Appendix A.

General Insights

- Residents were primarily drawn to Amery because of its proximity to family and employment, as well as safety and low crime rate.
- Amery’s strengths include its rural character, location (including proximity to the Twin Cities), healthcare access, and welcoming culture.
- Nearly two-thirds of respondents were “very satisfied” or “somewhat satisfied” with Amery’s quality of life.

Housing & Economic Development

- One of the most common concerns was the lack of affordable and diverse housing options for owners and renters, especially middle-income earners, families, young professionals, and seniors. Many cited this shortage as a primary reason for stagnating growth in the community.
- Commonly cited barriers to new development included high property taxes and limited land for development within Amery’s city boundary.
- There was strong support for economic development within the community, especially for small local businesses and larger employers that bring employment opportunities. However, the lack of housing and childcare may have repelled many prospective workers.

Mobility & Transportation

- There is general dissatisfaction with the condition of Amery’s roads and infrastructure – nearly 60% of respondents rated their condition as “fair” or “poor”.
- The highest-rated priorities for mobility infrastructure improvements were road repairs/upgrades and sidewalk improvements.
- Bike lanes were somewhat contentious, with many showing support for additional cycling infrastructure and others calling for the removal of the bike lanes along Keller Ave.

Beautification & Public Amenities

- Many respondents acknowledged Amery’s outdoor amenities as strong assets, including the Stower Seven Lakes/Cattail State Trails and access to numerous lakes.
- One of the most common concerns was the lack of free/low-cost activities for children, teens, and seniors, especially in winter. A large gap identified through the survey was a lack of water amenities, such as beaches, swimming pools, and splash pads.
- While respondents generally appreciated downtown Amery and the recent reconstruction of Keller Ave, many suggested pedestrian scale improvements (such as landscaping, street furniture, and public art) to make it feel less sterile.

PUBLIC ENGAGEMENT & FEEDBACK

In-Person Community Events



Visioning Workshop

Kick-Off + Visioning Workshop

A project kick-off was held at City Hall on the evening of April 22, 2025 to collect preliminary priorities and concerns from community members through a series of interactive stations. Activities included visual preference voting, SWOT (Strengths, Opportunities, Weaknesses, and Threats) prompts for a variety of categories, and an annotatable map of Amery. The results of this SWOT analysis, coupled with similar discussions with the Plan Commission and City Council, are detailed in the following section.



Pop-Up Engagement at Music on the River

Pop-Up Booth at Music on the River

On July 18, 2025, a pop-up engagement booth was hosted at Music on the River to gather community input on drafted elements in an informal, conversational setting. Activities included a future land use mapping exercise, in which participants placed sticky notes with preferred land use categories on a map of Amery, and park recommendation prioritization exercises using a visual preference board and thematic voting.

Draft Plan Open House

On September 23, 2025, draft versions of the Comprehensive Plan and Comprehensive Outdoor Recreation Plan (CORP) were presented to the public for comment before Plan Commission consideration in late October.

SWOT Analysis

SWOT (Strengths, Weaknesses, Opportunities, and Threats) discussions were conducted with the Plan Commission, City Council, and community members early in the planning process to identify preliminary needs and concerns. Input was sorted into three main themes: Beautification, Mobility, and Development.

BEAUTIFICATION

Strengths:

- Park amenities and access to lakes/Apple River
- Very aesthetic community
- Great community beautification efforts (e.g. public art, flower planting program)
- Recent Keller Ave reconstruction project

Weaknesses:

- Parks need a facelift, especially to address accessibility concerns
- Lack of signage to direct visitors to parks
- Few opportunities to “stop and smell the roses” in downtown Amery and some parks
- Vacant downtown buildings in need of remodeling
- Inconsistent property maintenance
- Lack of green spaces in southeast corner of Amery

Opportunities:

- Expand and promote Façade Loan program
- Additional placemaking opportunities in downtown (e.g. street furniture, public art, seasonal decorations)
- Better leverage water resources for tourism and recreation
- More community events to attract residents and visitors to parks/destinations
- Leverage grants and funding opportunities

Threats:

- Limited resources to fund maintenance and improvements
- Aging buildings, property, landscaping and foliage that can become a safety concern
- Swimmer’s itch in the lakes

MOBILITY

Strengths:

- Well-maintained streets and infrastructure
- Recent Keller Ave reconstruction project
- Easy to get around town and find parking close to destinations
- Amery Municipal Airport
- Good sidewalks downtown
- Good multi-modal routes for motor vehicles, bikes, ATVs, and other recreational vehicles
- Access to Stower and Cattail Trails

Weaknesses:

- Lack of sidewalk connectivity, maintenance, and accessibility
- Lack of public transport, especially for seniors and those with medical needs
- Challenging to reach some businesses with semi or box truck deliveries
- Poor wayfinding signage
- Some neighborhood streets are narrow and/or lacking regular maintenance
- Lack of safe pedestrian crossings on busy roadways

Opportunities:

- Expand safe routes to school
- Connect bike/pedestrian trails to the rest of Amery and enhance supportive infrastructure (e.g. more bike racks at key destinations)
- Expand public transport opportunities
- Clearly mark and promote existing City parking lots
- Bolster efforts and resources of existing organizations across all sectors

Threats:

- Limited resources for infrastructure maintenance and replacement, including money and personnel
- Wisconsin winters wreak havoc on paved infrastructure
- Undefined minimum standards for legacy infrastructure
- Contention surrounding bikes and ATVs on/near public roadways

DEVELOPMENT

Strengths:

- Current momentum for housing development
- Appropriate housing for high-income and subsidized low-income residents
- Existing housing initiatives that make it easier to develop in the City
- Utilities are in good condition
- Industrial park
- Quaint downtown character and community events draw people/developers to Amery

Weaknesses:

- Lack of alternative funding besides TIF
- Lack of affordable childcare options
- Shortage of middle-income housing and rental housing options
- Outdated and/or needlessly restrictive ordinances
- Limited historic preservation regulations/oversight
- Vacant buildings are allowed to depreciate

Opportunities:

- Explore extraterritorial zoning and annexation to increase housing stock in and around Amery
- Explore non-traditional housing options (e.g. tiny homes)
- Create incentives to reduce costs when establishing a business in Amery
- Expanding industrial areas, especially along major corridors
- Coordinate zoning requirements with Black Brook and Lincoln townships
- Establish vision for "ideal" development

Threats:

- Shortage of developable land within City limits
- Housing shortage limits economic growth and community development opportunities
- Resistance to growth/extraterritorial zoning
- Old buildings that are costly or infeasible to maintain
- Sketchy contractors/developers

Community Snapshot

Farmland

- **Active Farmland:** Though there is little active farmland in the City of Amery, there is substantial acreage within the City's 1.5-mile extraterritorial boundary. According to the 2017 Agricultural Census, the top agricultural products in Polk County were dairy, grains, and poultry and eggs.
- **Farmland Preservation Plan:** Polk County's Farmland Preservation Plan, adopted in October 2024, has identified land within Amery's extraterritorial zone – in both the Towns of Black Brook and Lincoln – as farmland preservation areas. These areas protect agricultural land from development and offer tax incentives to farmers who follow conservation practices.
- **Agri-tourism:** Amery and the surrounding area has a wealth of agriculture-oriented destinations offering farm stay opportunities, you-pick orchards and on-site sales, farm-to-table restaurants, and more. The City of Amery also hosts a Farmers Market twice a week (June – October) at the Soo Line Pavilion.

Physical Characteristics

- **Geology and Topography:** The majority of Polk County, including the City of Amery, is located within the WIDNR's Forest Transition landscape classification. This ecological landscape is entirely glaciated, identifiable through deposits of glacial outwash, lakes, wetlands, and uneven topography. Throughout most of the Forest Transition, the uppermost layer of bedrock is Precambrian volcanic and metamorphic rock; the underlying layer is likely majority dolomite or sandstone.
- **Fault Lines:** The City of Amery is not located near any major active fault lines.
- **Soils:** Polk County soils were formed from glacial and alluvial deposits under northern hardwood and conifer forest cover. Irregular topography and many depressions account for much of the local variability in soils. Although each soil type contains variations, soils within Amery are generally two types: Rosholt-Cromwell-Menhaga Association and Amery-Santiago-Magnor Association.

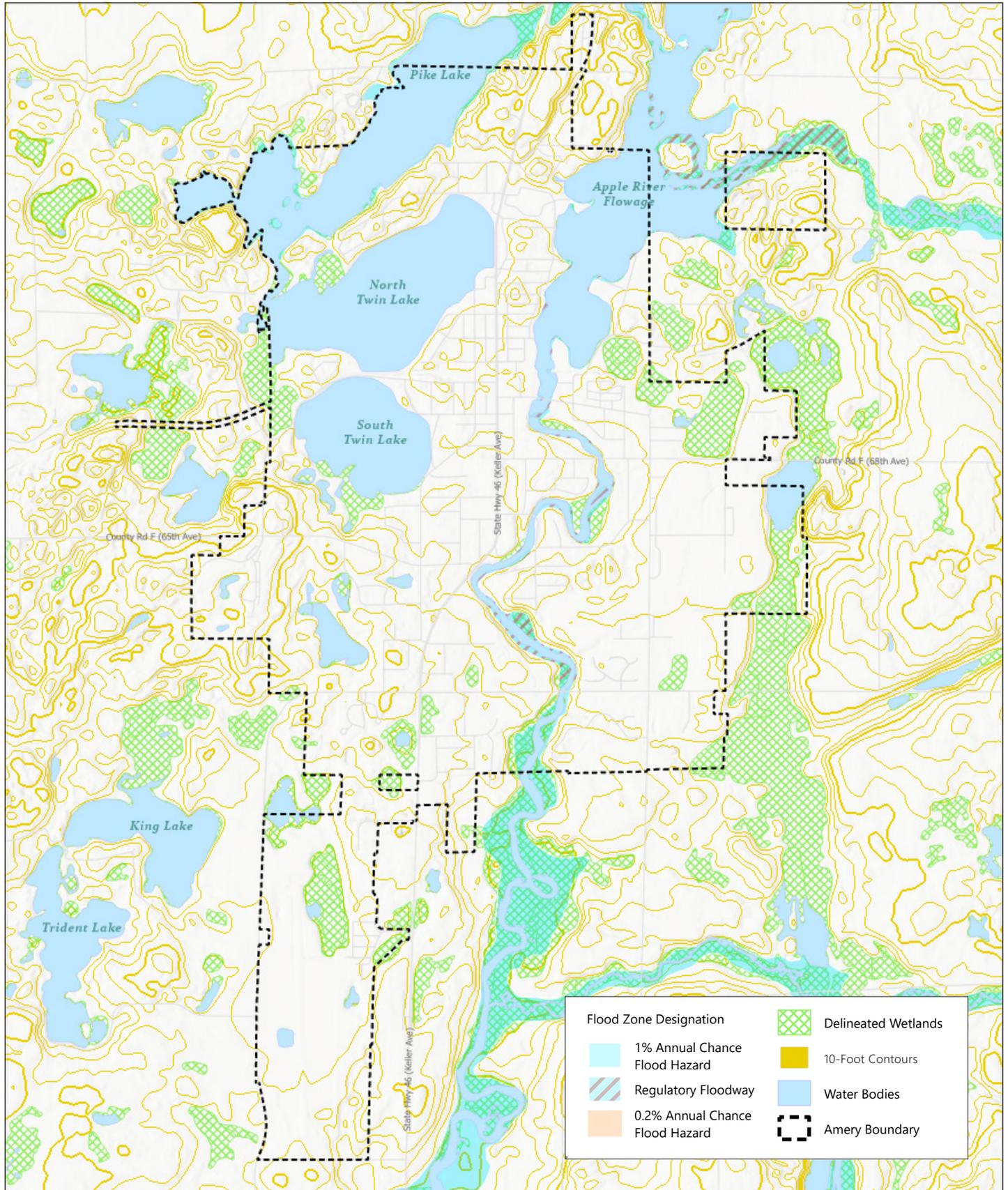
Water Resources

- **Rivers and Lakes:** Appropriately referred to as the "City of Lakes", the City of Amery is largely shaped by the presence of numerous water bodies, including the Apple River and its flowage, North Twin Lake, Pike Lake, South Twin Lake, and numerous other lakes just outside of City limits. These lakes serve as popular destinations for boating, fishing, and other recreational activities. As classified by the Wisconsin DNR (WIDNR), there are no Outstanding Resource Waters (ORWs), Exceptional Resource Waters (ERWs), or impaired waters within Amery.
- **Groundwater:** Groundwater is the only source of drinking water in Amery and plays a pivotal role in recharging the area's rivers, streams, and other surface water bodies. Development, uncontrolled stormwater runoff, and man-made contaminants continually threaten groundwater quality and should be closely monitored.
- **Watersheds:** The City of Amery is located within the Upper Apple River Watershed, which encompasses about 125,000 acres in east-central Polk County and feeds into the St. Croix River Basin.
- **Wetlands and Floodplains:** The Apple River and Pike Lake both have floodplains that lie within City limits, which are marked by a floodplain overlay on the City's existing zoning map. The Amery Dam, located on the Apple River just east of the main commercial corridor, is primary used to maintain flowage levels for recreational purposes but can also be used to control floodplain levels during heavy precipitation. Many areas of surface water within the City also have associated wetlands.

Cultural Resources

- **Historical Society:** The Amery Area Historical Society preserves and shares Amery's history through museum exhibits, educational programs, walking tours, genealogy resources, and community events.
- **Civic Traditions:** Annually recurring community events include the Amery Fall Festival, Music on the River, and Farmers Market.

Development Limitations Map



ISSUES & OPPORTUNITIES

AGRICULTURE PRESERVATION



Agriculture is a dominant land use in Polk County, and agri-tourism is a notable industry in Amery and the surrounding area. As the nature of the industry changes, with many workers transitioning to other industries and commodity prices rising, the City of Amery must accommodate these shifts and preserve its existing arable land.

ENVIRONMENTAL THREATS



As the “City of Lakes,” Amery has a deep reverence for its natural amenities, including numerous lakes, the Apple River flowage, and terrestrial green spaces. Ongoing efforts will be necessary to preserve water quality, remove invasive species, mitigate the threats of climate change, and effectively balance natural conservation with recreation and development.

Agricultural, Natural & Cultural Resources Goals

Goal #1: Preserve productive agricultural lands in balance with future City development.

Strategies

- Promote infill and redevelopment initiatives on under-utilized sites within the City of Amery as the preferred development type, reducing development pressure on agricultural lands in the extraterritorial boundary.
- If development does occur on agricultural parcels, discourage placement in the middle of parcels on agricultural cropland, or on prime agricultural land.
- Adhere to the Polk County Farmland Preservation Plan to ensure that future development in the extraterritorial boundary does not infringe upon valuable agricultural areas.

Goal #2: Balance the conservation of Amery’s aquatic and terrestrial resources with enhancing their accessibility for public enjoyment and use.

Strategies

- Support healthy ecosystems by minimizing polluted runoff, utilizing natural stormwater management techniques, removing invasive species, and engaging in broader biodiversity conservation efforts.
- Continue to collaborate with conservation entities, such as the Apple River/Amery Lakes Protection & Rehabilitation Districts and Wisconsin DNR, to address pertinent environmental threats in and around Amery.
- Raise public awareness of local conservation initiatives and recreational procedures such as the DNR’s “Clean Boats, Clean Waters” inspection program. Enhance infrastructure (e.g. boat or shoe cleaning stations) as needed to support these conservation activities.
- Ensure that recreational amenities – especially those in close proximity to water bodies, wetlands, and undeveloped forests – preserve sensitive features and natural character to the greatest extent possible.

Goal #3: Preserve and promote the City's architectural heritage and civic traditions.

Strategies

- Strengthen and promote the City's Downtown Façade Loan Program and provide supporting technical/financial resource guidance when needed.
- Develop historic preservation ordinances and/or overlays to protect notable areas within Amery, ensuring that requirements are reasonable and financially feasible. Integrate grants, tax credits, or recognition programs whenever possible.
- Continue encouraging civic engagement for all ages through small- and large-scale community gatherings such as the Amery Fall Festival.
- Continue to establish strong partnerships with local organizations and businesses in order to create a shared network of knowledge and financial, spatial, and personnel resources for current/future community initiatives.

ISSUES & OPPORTUNITIES

HISTORICAL ASSETS



Originally established as a lumbering town and a stop along the Soo Line Railroad, Amery has numerous historical structures and fixtures that remain to this day. Continuing efforts to preserve and promote this history will help foster a sense of community pride and belonging for years to come.



Cattail Trail bridge over the Apple River in central Amery

ISSUES & OPPORTUNITIES

PARKS & RECREATIONAL AMENITIES



Amery contains 11 parks of varying sizes, offering a variety of recreational amenities, water access, and community gathering areas. While these amenities are plentiful and well-distributed throughout the community, many survey respondents expressed a need for park fixture improvements that are safe, accessible, and engaging for users of all ages.

In particular, Amery currently lacks recreational opportunities for young children, teens, and seniors.

INTERNET QUALITY



16% of households in Polk County do not have internet, and some residents have reported poor connectivity in Amery. As telehealth and remote work options become increasingly common post-COVID, reliable internet will be critical to enable access to essential services and attract workers from a variety of industries.

Community Snapshot

Schools and Education

- **Public Schools:** The School District of Amery serves approximately 1,400 students across 162 square miles. The District includes four school buildings on one campus in eastern Amery: Lien Elementary School (which houses Early Childhood, Traditional and Montessori classrooms through grade 2, and the Clubhouse Childcare program), Amery Intermediate School (grades 3-5), Amery Middle School (grades 6-8), and Amery High School.
- **Private Schools:** Rivers Academy, an independent K-12 micro-school, is anticipated to open in Fall 2025 and will hold classes at YMCA's Camp Iaghowan, west of Amery.
- **Community Education:** Enrichment education is offered through the School District of Amery; class offerings often include arts and crafts, dance, cooking, recreation and sports leagues, and field trips to local destinations.

Community Facilities

- **Airport:** Amery Municipal Airport, located at the south end of the City, contains one runway, numerous hangar lots for aircraft storage, and a pilot lounge. In 2023, the airport had 13,900 airport operations and averaged 38 per day: 98% general aviation, 1% air taxi, and 1% military.
- **Senior Facilities:** Amery has multiple residential facilities that offer assisted living, memory care, and rehabilitation services.
- **Community Center:** The Amery Area Community Center offers weekly programming for seniors, rental spaces for private events, a fitness center, and gift shop/library for members.
- **Library:** The Amery Area Public Library offers print and digital resources, educational programs, and community events for all ages.

Public Safety, Health & Welfare

- **Police Department:** The City of Amery is served by its own police force and fire department. The Police Department, housed in City Hall, consists of the Police Chief, 6 full-time officers, and 1.5 administrative employees. It responds to law enforcement needs within City limits and the Polk County Sheriff's Department serves the surrounding area.
- **Fire Department and EMS:** The volunteer-run Amery Fire and Rescue serves Amery and parts of the Towns of Lincoln, Alden, and Black Brook. Northwestern Municipal EMS provides ambulance services.
- **Healthcare Facilities:** Amery Hospital & Clinic, part of the HealthPartners network, offers a range of services (including emergency care, family medicine, and specialty clinics) across three campuses in Amery.

Utilities

- **Sewer and Water:** The City of Amery operates the Amery Municipal Joint Water and Sewer Utility, which serves 1,169 households in the community. Amery has approximately 52 miles of sewer main and 9 lift stations; the City’s Wastewater Treatment Plant is expected to receive a significant update and expansion in the coming years. The water supply system relies on groundwater and consists of 2 operating wells and 53 miles of water main.
- **Refuse and Recycling Collection:** The City contracts with Waterman Sanitation for weekly garbage hauling and large-item waste disposal. Residents pay for these services through a quarterly utility bill.
- **Power:** Electricity is supplied by Xcel Energy; natural gas is provided by WE Energies.

Public Natural Areas and Outdoor Recreation Spaces

- **City-Owned Parks:** The City of Amery contains 11 public parks with a wide range of amenities: Triangle/Schumacher, Flagpole, North Twin, South Twin, Michael, North, Riverfront/Bobber, Soo Line, York, North Twin Boat Landing, and Amery Dog Park.
- **Trails:** Soo Line Park serves as a trailhead for two popular multi-modal trails: Cattail State Trail (runs 18 miles east to Almena) and Stower Seven Lakes State Trail (runs 14 miles west to Lotus Lake, near Dresser). Amery’s park system and the Amery School Forest also contain walking trails.
- **County Parks:** While not located within Amery’s boundaries, popular nearby parks include DD Kennedy County Park, Black Brook County Park, and Apple River Park.
- **Quasi-Public or Private Facilities:** Additional recreational facilities include Amery Golf Club, Amery Ice Arena, Little League baseball fields, and school owned/operated facilities.
- **Snowmobiling and ATV Routes:** In addition to the Cattail Trail, which is open to snowmobiles and ATVs, Amery Snowmobile Club maintains a portion of 370 miles of trails in southern Polk County. All City streets are also open to ATVs if the speed limit is under 25 mph.

ISSUES & OPPORTUNITIES

DOWNTOWN IMPROVEMENTS



In 2021, reconstruction along Keller Avenue added a central turn lane, curb extensions, and bike lanes through downtown Amery. While the project was generally well-favored by survey respondents, many indicated that this stretch now feels “sterile” (i.e. lacking in landscaping and color) and uninspiring as a shopping destination.

As the City continues to encourage economic growth, ongoing efforts to add greenery, public art, and other placemaking elements will further establish downtown Amery as a community gathering place.



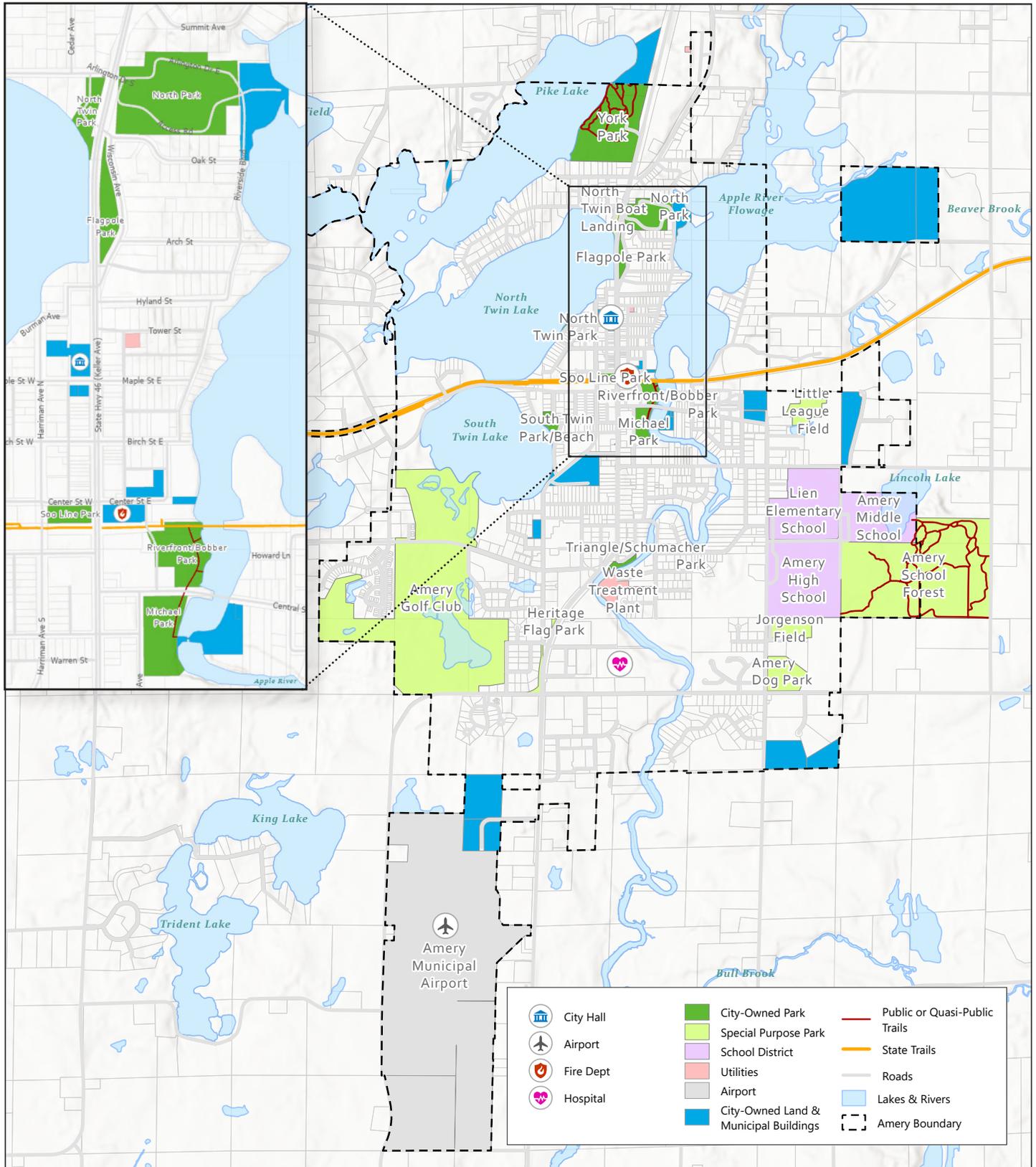
Amery Fire Station



Playground in North Park

UTILITIES & COMMUNITY FACILITIES

Community Facilities Map



Utilities & Community Facilities Goals

Goal #1: Maintain reliable and quality public services, utilities, and facilities to encourage growth and reinvestment.

Strategies

- Use annual capital improvement planning and budget processes to secure funding for regular facility/ infrastructure maintenance, replacement, and expansion.
- Conduct regular inspections and maintenance of existing utility systems (including water, sewer, and stormwater management) to ensure their integrity and reliability.
- Regularly engage with residents and businesses to ensure that services and facilities meet the needs of the community.

Goal #2: Continue to develop and enhance a comprehensive and engaging park system that meets the needs of all users.

Strategies

- Utilize the 10-minute walk principle to identify and address coverage gaps in the park system as future development occurs, ensuring that parkland acquisition and improvement is continuously fiscally reasonable.
- Evaluate and implement recommendations from recent recreation planning initiatives, such as the Comprehensive Outdoor Recreation Plan, Walkability Study, and Water Recreation Study.
- Continually plan for trail linkages to important community facilities, recreational assets, and neighborhoods throughout the community.
- Continue to leverage partnerships with local organizations and businesses for ongoing park maintenance and improvements.
- Perform regular safety compliance inspections to ensure the safety of users of the park facilities and equipment.
- Work with Polk County and WisDOT to integrate safe and logical ATV routes into the City's transportation network.

Goal #3: Continue to support and strengthen downtown Amery as a vibrant community hub.

Strategies

- Enhance streetscape elements (such as wayfinding signage, lighting, landscaping, street furniture, and public art) to make downtown more navigable and welcoming for all visitors.
- Develop signage to promote existing parking facilities in downtown Amery and in close proximity to key community destinations.
- Encourage resident and visitor engagement with downtown Amery through events, business promotions, and other interactive activities.
- For all new development within downtown Amery, encourage and prioritize mixed-use projects that accommodate a variety of commercial and residential uses.
- Continue to collaborate with the Amery Historical Society, the Community Club, and other local partners on historic preservation efforts to maintain a strong sense of character within downtown Amery.

INTERGOVERNMENTAL COOPERATION

Community Snapshot

Local Connections

- **Amery School District:** Most students living in the City of Amery attend the School District of Amery. Residential growth in the City will likely have a large impact on the school district's enrollment and necessary resources.
- **Surrounding Communities:** The City of Amery is flanked to the north by the Town of Lincoln and to the south by the Town of Black Brook. Amery has an agreement for shared fire protection services in Black Brook, Alden, and Lincoln, and shares dam maintenance responsibilities with Lincoln.

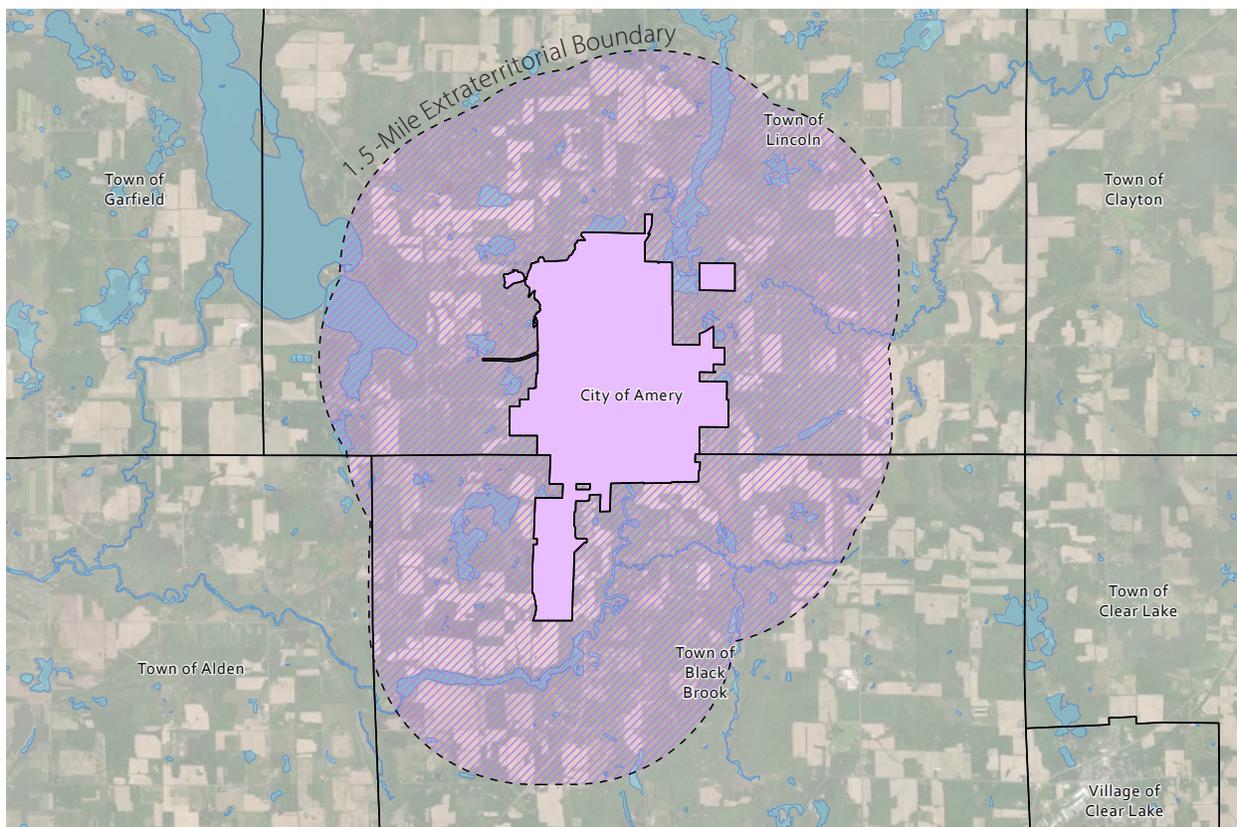
County and Regional Connections

- **Polk County:** While the City of Amery provides a full range of municipal services, it relies on Polk County for broader support including judicial services, maintenance of land records, trail management, and emergency management. The City of Amery has been included in numerous County plans, including the 2009-2029 Comprehensive Plan, and continues to collaborate with the County to implement those strategies.
- **Regional Planning Entities:** The City of Amery is located within the West Central Wisconsin Regional Plan Commission's jurisdiction, which maintains databases on community demographic, land use, and transportation data. The WCWRP completed a Housing Study and Needs Assessment for the City of Amery in 2020.

Extraterritorial Zone

- As a fourth class city (defined by the state as fewer than 10,000 residents), Amery has a 1.5-mile extraterritorial boundary around its corporate limits, which allows the City to regulate nearby land use and ensure that new development patterns are harmonious with those occurring within the City. The extraterritorial boundary extends into the Towns of Lincoln, Alden, and Black Brook.

Extraterritorial Zone Map



Intergovernmental Cooperation Goals

Goal #1: Enhance coordination and collaboration with local, regional, and statewide governmental organizations to promote City interests.

Strategies

- Enforce, abide by and maintain existing intergovernmental/cooperative agreements with neighboring townships to provide predictability for property owners, avoid municipal boundary disputes, and plan for efficient provision of public facilities and services.
- Regularly convene with neighboring officials to discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.
- Work closely with the School District of Amery to foster open communication and mutual support for planning and growth activities.
- Coordinate with adjoining jurisdictions, Polk County, and the State of Wisconsin during outdoor recreation planning efforts to seek complementary recreation investments where service areas overlap. Work to avoid duplication of unique amenities.
- Collaborate with WisDOT, Polk County, the State of Wisconsin, and local organizations and developers to review proposed changes to land uses, transportation systems, and utilities that will have an impact on Amery.
- Ensure information access to existing/prospective residents and businesses regarding community events, engagement opportunities, and pertinent projects in Amery and the surrounding area.

ISSUES & OPPORTUNITIES

PARTNERSHIPS WITH LOCAL ORGANIZATIONS



Amery has a wide variety of engaged, knowledgeable local organizations/institutions that support the continued wellness and enrichment of community residents. For all initiatives listed in this Comprehensive Plan and beyond, the City of Amery has the opportunity to partner with these organizations to explore creative solutions and support beneficial efforts already occurring within the community.

ECONOMIC DEVELOPMENT

Community Snapshot

Local Economic Development Entities

- **Amery Economic Development Corporation (AEDC):** AEDC is a non-profit corporation with a board of directors that focuses on promoting long-term business growth, job creation and training, coordination with developers and investors, and commercial/industrial development in and around Amery.
- **Amery Community Club (ACC):** The ACC serves as Amery’s “chamber of commerce,” supporting small businesses, tourism, and community events to enhance local engagement and visibility.
- **Polk County Economic Development Corporation (PCEDC):** PCEDC works to attract capital investment, create jobs, and support sustainable growth throughout Polk County, including Amery.

Industries By Growth in the City of Amery, 2013-2023

Industry	# of Jobs in 2013	# of Jobs in 2023	% Change
Management, business, science, and arts			
Management, business, and financial	148	299	102.0%
Computer, engineering, and science	80	99	23.8%
Education, legal, community service, arts, and media	137	34	-75.2%
Healthcare practitioners and technical	74	97	31.1%
Service			
Healthcare support	7	36	414.3%
Protective service	10	0	-100.0%
Food preparation and serving related	44	32	-27.3%
Building and grounds cleaning and maintenance	68	14	-79.4%
Personal care and service	12	16	33.3%
Sales and office			
Sales and related	154	127	-17.5%
Office and administrative support	159	172	8.2%
Natural resources, construction, and maintenance			
Farming, fishing, and forestry	38	0	-100.0%
Construction and extraction	16	81	406.3%
Installation, maintenance, and repair	10	67	570.0%
Production, transportation, and material moving			
Production	230	216	-6.1%
Transportation	33	102	209.1%
Material moving	45	79	75.6%

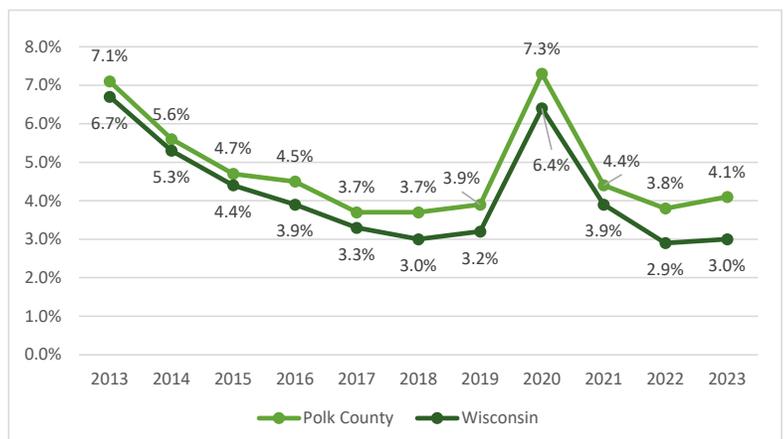
Average Annual Wage per Industry in Polk County, 2023

Source: Wisconsin Department of Workforce Development

Industry	Average Annual Wage
Agriculture, Forestry, Fishing and Hunting	\$40,160
Mining, Quarrying, and Oil and Gas Extraction	\$139,331
Utilities	\$85,020
Construction	\$60,299
Manufacturing	\$58,934
Transportation and Warehousing	\$72,225
Information	\$50,677
Finance and Insurance	\$75,817
Professional, Scientific, and Technical Services	\$54,194
Health Care and Social Assistance	\$54,733
Educational Services	\$42,526
Arts, Entertainment, and Recreation	\$24,155
Accommodation and Food Services	\$16,680

Unemployment Rate in Polk County, 2013-2023

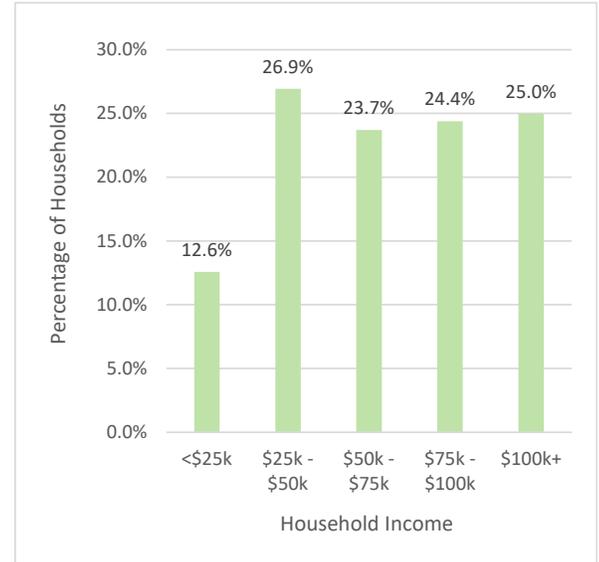
Source: Wisconsin Department of Workforce Development



Household Income, 2013-2023

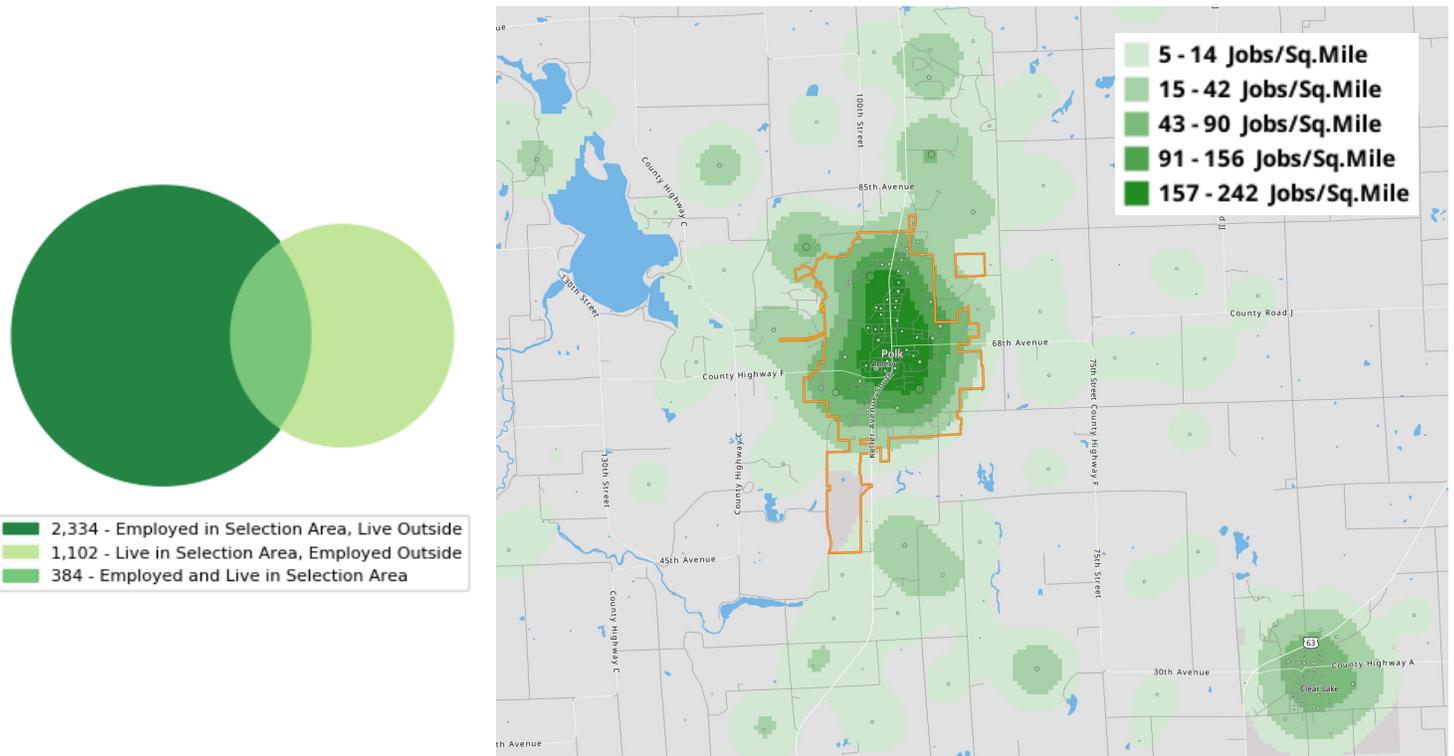
	2013	2023	% Change
Less than \$5,000	0.4%	7.1%	1675%
\$5,000 to \$9,999	2.2%	1.1%	-50%
\$10,000 to \$14,999	6.1%	0.0%	-100%
\$15,000 to \$19,999	6.4%	0.0%	-100%
\$20,000 to \$24,999	6.6%	3.0%	-55%
\$25,000 to \$34,999	22.1%	8.8%	-60%
\$35,000 to \$49,999	19.5%	15.1%	-23%
\$50,000 to \$74,999	15.6%	21.1%	35%
\$75,000 to \$99,999	8.9%	21.7%	144%
\$100,000 to \$149,999	7.0%	11.8%	69%
\$150,000 or more	4.9%	10.4%	112%
Median Income	\$38,464	\$71,290	\$32,826

Household Income, 2023



Employment Location, 2022

The map and venn diagram below illustrate where residents of the City of Amery work. The venn diagram shows that the largest group of people are employed in Amery but live elsewhere, the second largest group lives in Amery but commutes elsewhere, and the smallest group lives *and* works in Amery. Most local employment opportunities are concentrated within the City of Amery, likely serving major employers like the hospital and school district. While workers may live elsewhere for many reasons, this discrepancy may indicate a shortage of appropriate housing, childcare, and other factors in Amery that would allow households to live in the community in which they work.



ISSUES & OPPORTUNITIES

SUPPORT FOR ECONOMIC GROWTH



Nearly two-thirds of survey respondents indicated that it is “very important” for the City of Amery to attract new businesses and jobs, with many expressing excitement for growth in a variety of retail and industrial sectors.

The City of Amery has the opportunity to reinforce this widespread support through business assistance initiatives, commercial and industrial infrastructure enhancements, and partnerships with local business organizations.

TOURISM



Amery’s wealth of natural and man-made amenities – including multiple lakes, the Apple River flowage, and trailheads to the Stowor Seven Lakes/Cattail State Trails – make the City a prime candidate for tourism. Through effective marketing and infrastructure improvements, the City of Amery can position itself as a regional outdoor recreation destination and encourage additional engagement with the local economy.

Economic Development Goals

Goal #1: Develop and support a comprehensive approach to community development within the City of Amery that will expand and diversify the local economy.

Strategies

- Prioritize the enhancement of “quality of life” infrastructure that makes Amery more attractive for prospective workers. Efforts may include but are not limited to:
 - Partnering with local providers and regional agencies to increase the availability and affordability of childcare services, especially for working families. Revise City ordinances as needed to remove barriers to establishing and operating these services.
 - Developing and promoting entertainment, arts, and social spaces that appeal to all age groups, including youth centers, senior activities, and community events.
 - Supporting zoning updates, public-private partnerships, and funding mechanisms to encourage the construction of diverse housing options for all income levels (see “Housing” chapter for more strategies).
- Enhance collaboration with the Amery Community Club (ACC), Amery Economic Development Corporation (AEDC), and County/regional/state economic development entities to identify and address local business needs.
 - Regularly conduct “business retention visits” with existing business owners to evaluate current and future resource needs.
 - Work with the ACC and AEDC to better establish each entity’s roles and expectations regarding communication, collaboration, and financial support.
 - Ensure that businesses have adequate methods to voice concerns, receive assistance, and promote their services within the community.
- Develop and/or promote resources and funding opportunities for small businesses, including local/state/federal grants, loans, and tax incentives.
- Seek funding and support for community-wide infrastructure, workforce development and networking opportunities, and community enhancement projects that support economic diversification.
- Facilitate proactive communication between educational institutions (including the School District of Amery, local UW-Extension, and technical/community colleges) and area employers to accurately identify and meet local skill requirements. Promote diverse skill training programs and post-secondary career preparation opportunities.
- Develop standardized procedures to guide the City’s role in development partnerships, ensuring a more consistent, proactive, and transparent approach when working with developers.

Goal #2: Continue to develop Amery’s identity as a tourist destination and support a high-quality, welcoming environment for visitors to encourage participation in the local economy.

Strategies

- Work with the ACC and AEDC to develop a cohesive marketing campaign that highlights Amery’s natural beauty, recreational opportunities, and cultural events.
- Prioritize investment in streetscaping, public art, and façade improvements to make downtown Amery a memorable, pedestrian-friendly destination (see “Utilities and Community Facilities” chapter for more strategies).
- Develop a comprehensive system of tourism infrastructure including wayfinding signage, adequate parking, connective paths to prominent destinations, lodging and dining accommodations, public spaces, and multi-modal transportation options.

Goal #3: Continue to attract and retain industrial operations within the City of Amery.

Strategies

- Maintain an up-to-date inventory of industrial properties and promote them through regional and state economic development channels.
- Evaluate the usage of Amery Municipal Airport for additional commercial and industrial purposes.
- Ensure that Amery’s industrial parks have modern utilities, transportation access, and internet to meet the needs of a diverse range of industrial operations. Regularly consult with industrial park tenants to identify current and future needs.

ISSUES & OPPORTUNITIES

QUALITY OF LIFE INFRASTRUCTURE



Most survey respondents and key stakeholders indicated a significant need for affordable childcare, housing, and other lifestyle necessities/services to encourage households to live and work in Amery.

Enhancing the affordability and availability of this ancillary infrastructure will bolster economic development efforts because workers are more likely to settle long-term in Amery, support the local economy, and invest in community amenities.

ECONOMIC STAGNATION



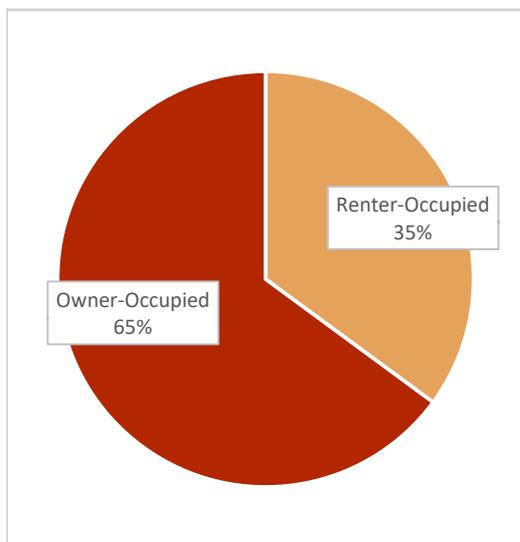
Local and state-wide wage stagnation has made it increasingly difficult for residents to keep up with the rising cost of living. Proactive investment in job creation, workforce development, and business support (at all levels of government) will be crucial to break this affordability crisis.

Community Snapshot

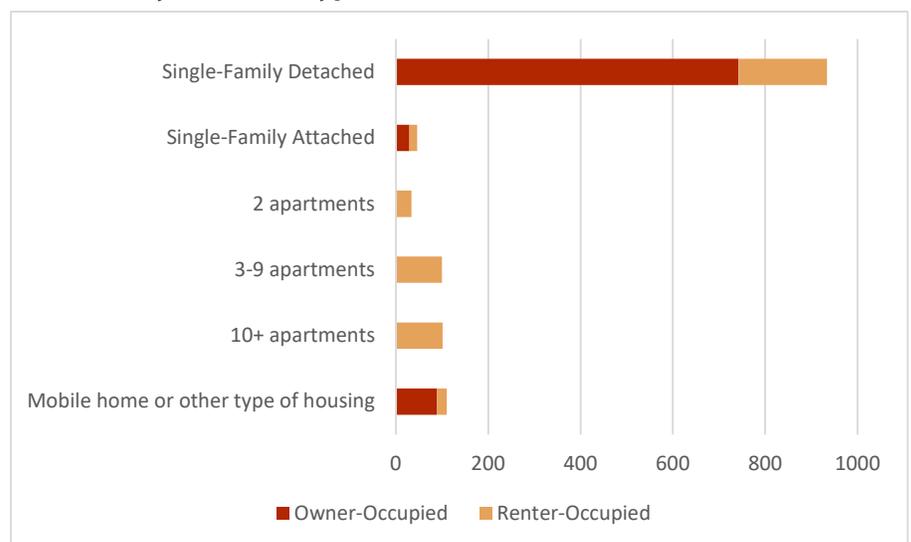
The following numbers illustrate those conditions in the City of Amery most relevant to the formation of housing goals and policies for the next 10-20 years. All data was obtained from the American Community Survey 5-Year Estimates.

- 1,544** – The number of housing units in the City of Amery in 2023. 1,325 housing units were occupied in 2023 – 860 owner-occupied units and 465 renter-occupied units.
- 70.5%** – The percentage of occupied units that are single-family detached housing. As costs continue to rise for new construction, this option may become unaffordable and cause households to look for new options in the housing market, both within the City of Amery and elsewhere.
- 64.9%** – The percentage of all occupied units that are owner-occupied. This has increased slightly in the last decade (from 63.1% in 2013), indicating that more owner-occupied units have been added to the City’s housing stock in recent years.
- 32.9%** – The percentage increase in the median owner-occupied home value since 2013, representing a strong sellers’ real estate market for homes within the City of Amery.
- 0.0%** – The estimated homeowner vacancy rate in 2023 (margin of error = ± 2.6), which is consistent with the vacancy rate recorded in 2013. While the renter vacancy rate is much higher – up to 20.3% – the margin of error is ± 20.6 and therefore not reliable. As the City of Amery’s population continues to grow in the coming decades, the housing market will experience further strain and competition if additional owner-occupied and rental units are not added.
- 26.6%** – The percentage of households that are considered “cost-burdened,” meaning they pay more than 30% of their income towards monthly housing costs. 30% is the generally-recognized “affordability limit” before households must sacrifice other essentials like food, healthcare, childcare, etc. Households making less than the area median income (\$71,290 in 2023) are much more likely to be cost-burdened than households above AMI.

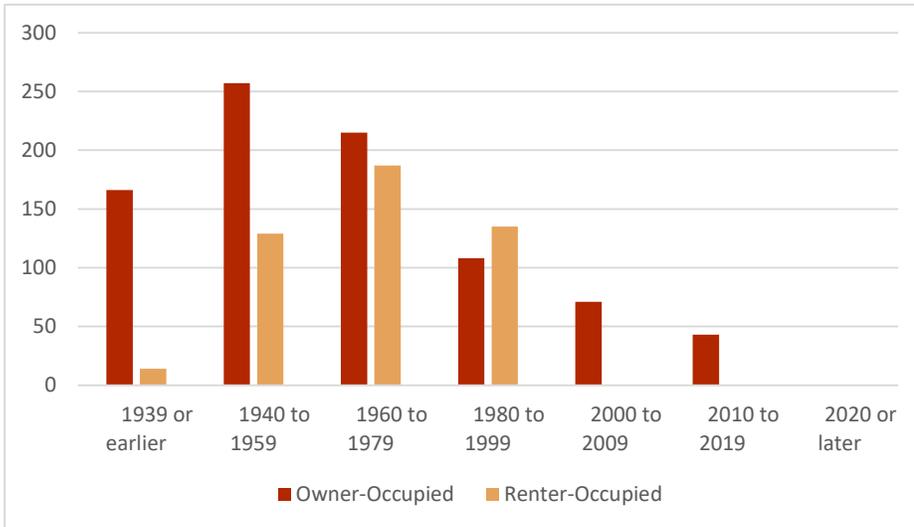
Tenure, 2023



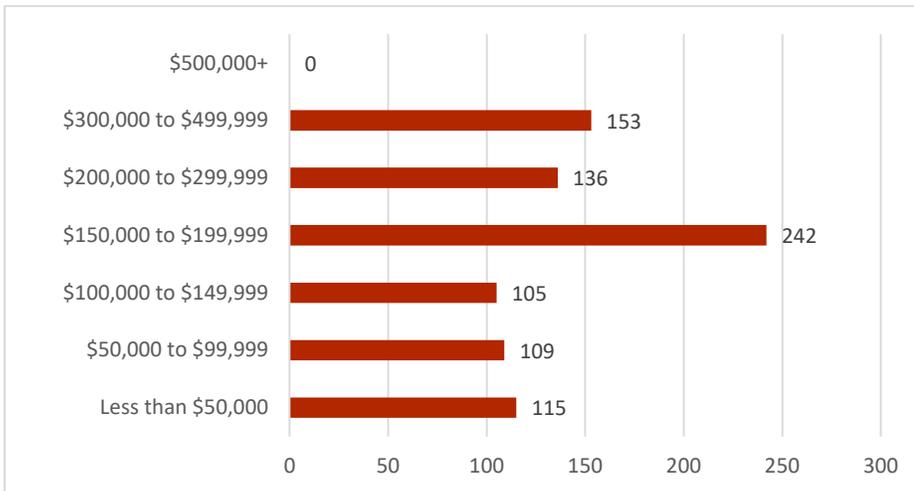
of Units by Structure Type, 2023



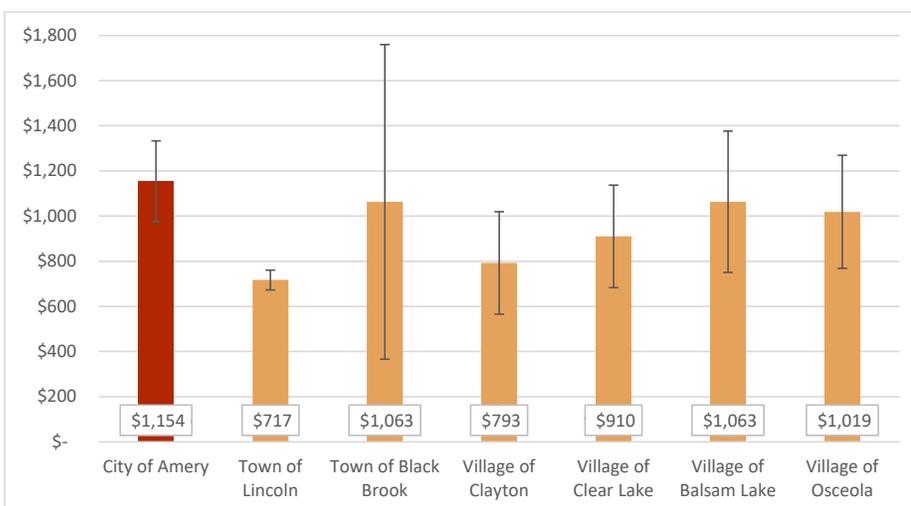
of Units by Structure Age, 2023



Housing Value of Owner-Occupied Units, 2023



Median Monthly Rent by Community, 2023



ISSUES & OPPORTUNITIES

AFFORDABLE & DIVERSE HOUSING



Over 50% of survey respondents ranked “expanding housing options and affordability” as a top priority for the next five years, with many expressing a significant need for affordable starter homes, senior housing, apartments, middle-income housing, and other diverse housing types to support Amery’s existing and future population.

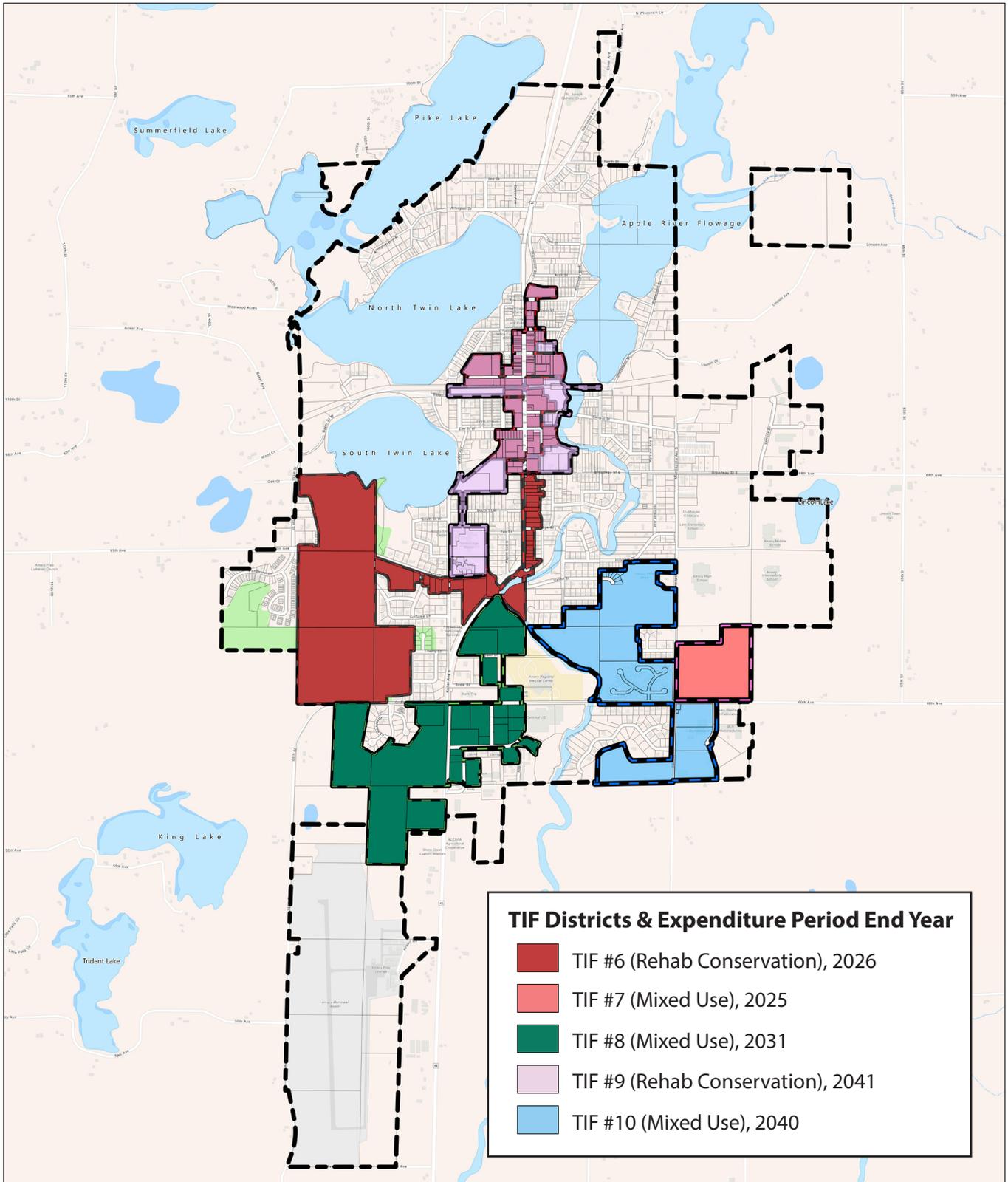
This presents an opportunity to explore creative solutions to housing development in Amery, such as mixed-use housing and development incentives.

PROPERTY MAINTENANCE



Survey responses and conversations with City committees revealed the importance of maintaining Amery’s charm and visual appeal, including improving run-down or nuisance properties.

TIF Districts Map



Note: Amery's Tax Incremental Financing (TIF) districts support housing growth and mixed-use development by funding infrastructure and incentivizing reinvestment. Recent efforts, such as those in TID District 10, have enabled construction of over 40 new homes and encouraged rehabilitation of aging properties, helping expand and diversify the City's housing options.

Housing Goals

Goal #1: Retain and attract residents by providing a range of affordable, accessible, and desirable housing options for owners and renters.

Strategies

- Review housing development proposals based on consistency with the Land Use chapter of this Comprehensive Plan, including the Future Land Use map and associated policies.
- Prioritize housing development on vacant or underutilized lots within City limits to reduce sprawl and leverage existing infrastructure.
- Assess development regulations of neighboring and peer communities to identify opportunities to enhance Amery's appeal to prospective housing developers.
- Refer to the recommendations outlined in the 2020 WCWRPC Housing Needs Assessment, including strategies to address the following goals:
 - *"Take action to "narrow the gap" by working both ends of the housing cost equation (i.e. reducing development costs and assisting households with housing costs)."*
 - *"Support diverse housing choices for special population groups, such as seniors and low- and moderate-income (LMI) households ."*
 - *"Evaluate and amend regulations as necessary to address barriers to affordable housing."*
 - *"Enhance housing-related education and collaboration efforts."*

Goal #2: Maintain a high standard of property maintenance and architectural cohesion for new development.

Strategies

- Implement regulatory tools as needed (such as development agreements, revisions to Amery's zoning ordinance, historic preservation regulations, and overlay districts) to establish and/or maintain reasonable community aesthetic standards .
- Promote State/Federal funding mechanisms and assistance resources to help property owners preserve and rehabilitate existing housing stock.

Goal #3: Complement Amery's housing policies with economic development goals, growing businesses and population in tandem.

Strategies

- Prioritize housing and mixed-use development near major employers to reduce commute times and attract workers.
- Improve "quality of living" infrastructure (such as childcare, housing, entertainment, and other lifestyle necessities) to encourage households to settle and work in Amery long-term.
- Collaborate with developers, employers, and non-profit organizations to fund and implement housing and economic initiatives.

Community Snapshot

Roads and Highways

- Federal & State Roads: State Highway 46 (a.k.a. Keller Avenue) runs north-south through the City of Amery and is under state jurisdiction.
- County Roads: The only County road within Amery's limits is County Road F (Deronda & Broadway St), which connects to STH 46 south of downtown. Other nearby County roads include C, H, and J.

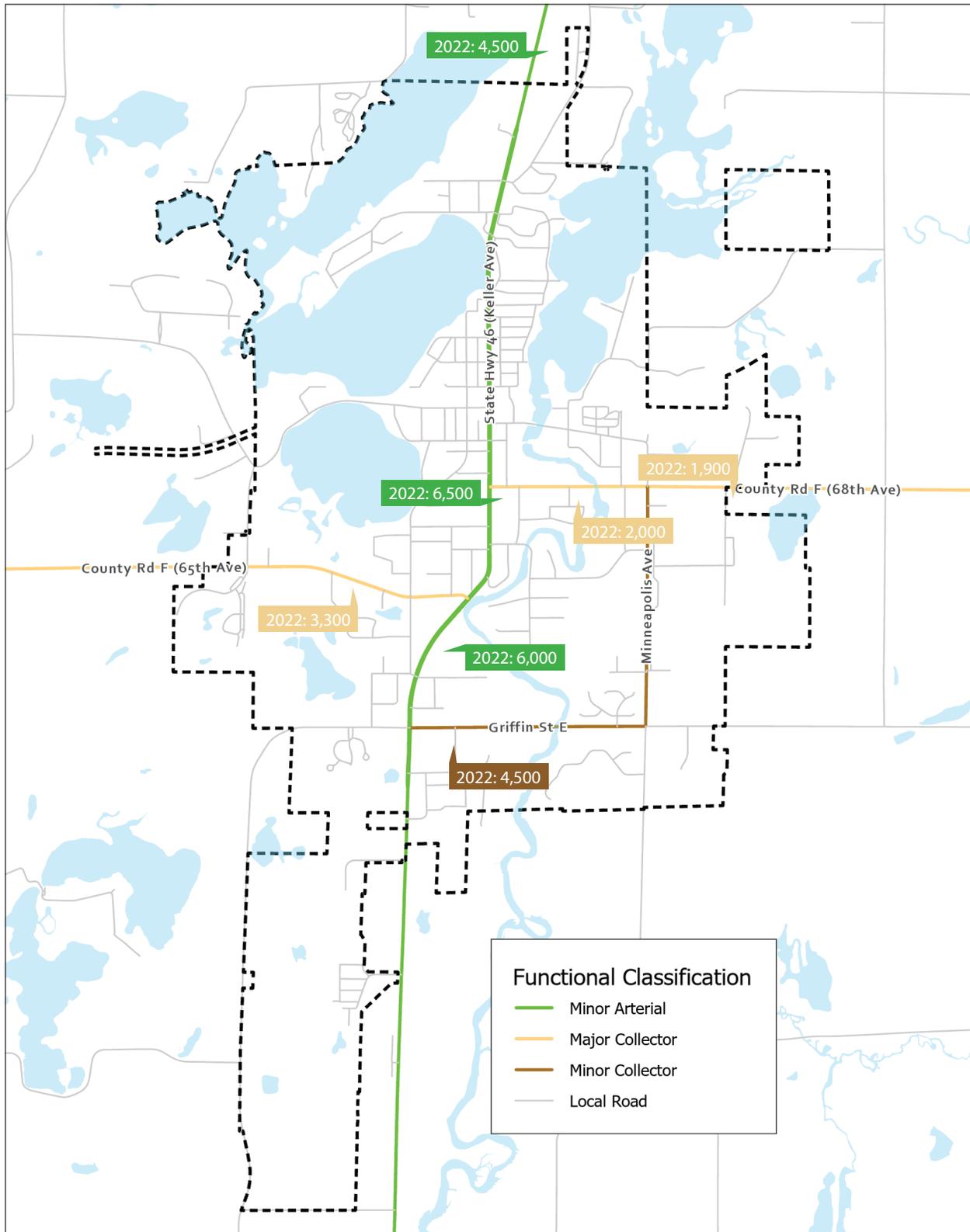
Other Transportation Options

- Air Facilities: The City of Amery contains the Amery Municipal Airport, a General Utility (GU) airport that has one runway and numerous hangar lots. Amery is also approximately 65 miles from the Minneapolis-Saint Paul International Airport.
- Trucking and Cargo: There are no freight terminals or distribution centers near Amery, though freight is trucked through the City using STH 46 and CTH F.
- Rail Transportation: Freight rail enters Polk County through Osceola on the Canadian National Railway and continues to Dresser, but does not enter the City of Amery. Amtrack operates three passenger rail routes in Wisconsin – Hiawatha Service, Empire Builder, and Borealis – though the closest stations to Amery are in the Twin Cities.
- Public Transportation: While there is no bus system in Amery, there are multiple programs in Polk County that provide transportation for seniors and people with disabilities.

Relevant Transportation Planning Documents

- WisDOT Connect 2050: Adopted in 2022, this plan addresses all forms of transportation through the year 2050. Its goals and policies aim to guide the development of an integrated, efficient, and safe state-wide multimodal transportation system.
- WisDOT Active Transportation Plan: This in-progress plan aims to supplement the Connect 2050 plan with goals specific to human-powered modes of transportation such as walking and biking. Goals include improving safety and enhancing infrastructure to encourage active transportation.
- 2009-2029 Polk County Comprehensive Plan: Transportation goals from this plan include developing additional medical transportation options, enhancing active transportation opportunities, and addressing commuter needs.

Traffic Counts Map



Note: The traffic data above comes from WisDOT's 2022 short-duration count sites. A recent WisDOT report outlines how seasonal fluctuations significantly affect traffic volumes, especially in rural and recreational areas like Amery. It notes that short-term traffic counts (e.g., 48-hour samples) can deviate by up to 40% in recreational zones due to seasonal factors such as tourism, weather, and local events.

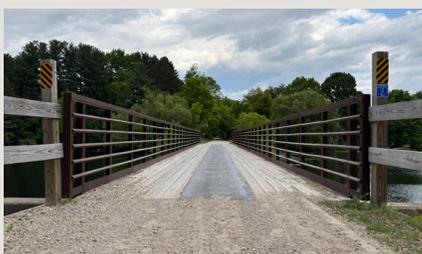
ISSUES & OPPORTUNITIES

LACK OF PUBLIC TRANSPORTATION



Amery currently lacks public transportation to local and regional destinations, making it difficult for those without personal vehicles – especially seniors and individuals with disabilities – to access amenities in a timely or financially reasonable manner. While these services are crucial to enabling access to healthcare and other community essentials, Amery’s rural location and wide geographic spread make sustainable implementation infeasible.

PROXIMITY TO STATE TRAILS



Amery contains the trailheads for two popular state trails – Stower Seven Lakes and Cattail – presenting a myriad of recreational opportunities for residents and visitors alike. This proximity presents an opportunity to boost tourism and engagement with Amery’s economy by connecting trail users to local amenities, businesses, and bodies of water.

Transportation Goals

Goal #1: Develop a comprehensive, safe, and accessible system of pedestrian spaces that support users of all ages and abilities

Strategies

- Incorporate findings and recommendations from the 2015 Walkability Study and other recent planning initiatives when planning for future sidewalk and roadway improvements.
- Incentivize sidewalk construction and maintenance to ensure a well-connected pedestrian network throughout the community, prioritizing separated or off-street paths where able. Ensure that maintenance standards and obligations of responsible parties are reasonable and clearly communicated.
- Identify gaps in ADA-compliant access by engaging the community and analyzing current conditions using strategies such as accessibility audits. Identify funding opportunities and partnerships to fix instances of ADA non-compliance throughout the community.
- Continue to work with Polk County and the State of Wisconsin to improve pedestrian infrastructure within and alongside busy roadways.
- Develop a consistent system of pedestrian-scale wayfinding and lighting to help users navigate the City easily and safely.
- Collaborate with the School District of Amery on safe transportation for students, including walking, biking, and busing, both in neighborhoods and near school sites.

Goal #2: Develop a local and regional transportation network that provides multi-modal options for traveling to, from, and within the City of Amery.

Strategies

- Enhance bicycling infrastructure throughout the community to improve cyclists’ enjoyment and safety, such as adding additional bike lanes, repair stations, and racks at notable destinations. Ensure that City ordinances support cycling and cycling-related infrastructure.
- Continue to promote existing transportation services for seniors and those with disabilities, including social/medical transportation and volunteer driver programs.
- Work with Polk County, regional planning commissions, and neighboring municipalities to align transportation goals and identify/address ongoing transportation needs.
- Adopt and implement a “Complete Streets” policy to ensure all new and reconstructed streets accommodate pedestrians, cyclists, and transit users of all ages and abilities.

Goal #3: Continue to maintain and enhance Amery's roads and transportation infrastructure.

Strategies

- Continue to plan for transportation infrastructure improvements through short-term and long-term budgeting processes such as the City's Capital Improvement Plan (CIP).
- Establish a consistent schedule for pothole repair, crack sealing, street sweeping, and signage upkeep.
- Leverage local, state (e.g. Wisconsin DOT LRIP), and federal funding sources to support infrastructure projects.
- Coordinate roadway improvements with land use plans, economic development zones, housing initiatives, and utility updates to minimize disruption and reduce costs.

ISSUES & OPPORTUNITIES

SIDEWALK IMPROVEMENTS



Many survey respondents acknowledged sidewalks as a primary mobility concern in Amery, citing poor maintenance, low visibility, unsafe crossings, connectivity gaps, and accessibility issues. By directly addressing these problems and improving streets with the pedestrian experience in mind, the City of Amery can create a safe and inviting environment for recreation throughout the community.



Source: Project for Public Spaces

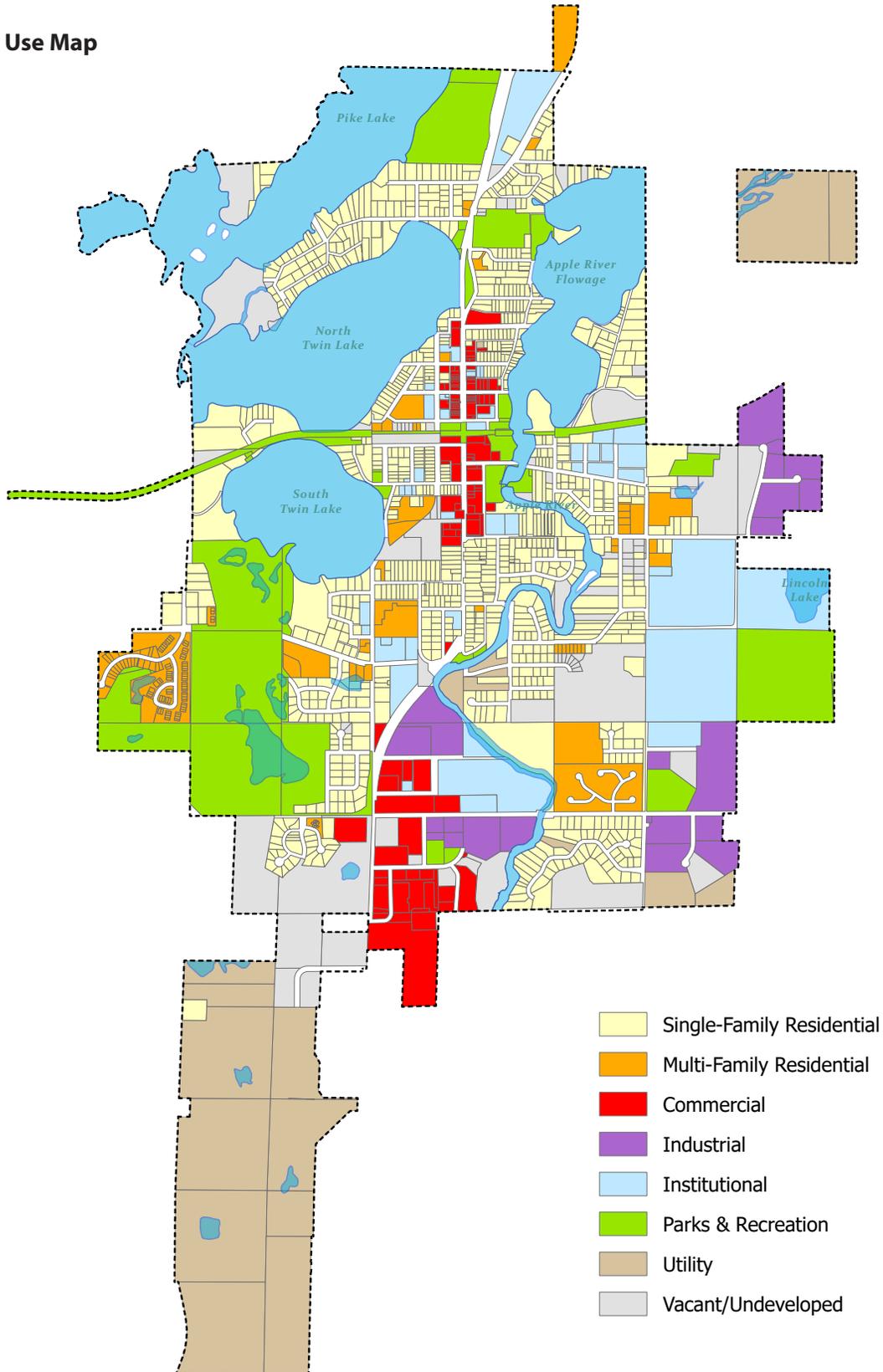
WHAT ARE COMPLETE STREETS?

"Complete Streets" is a transportation design approach that prioritizes safe, accessible, and efficient mobility for all users, regardless of age, ability, or mode of travel. It emphasizes the creation of roadways that accommodate pedestrians, cyclists, motorists, and public transit riders alike.

Key features often include sidewalks, bike lanes, accessible transit stops, pedestrian crossings, and traffic calming measures. By focusing on inclusive design, Complete Streets fosters safer travel, encourages active transportation, reduces environmental impact, and enhances the overall quality of life in communities.

Community Snapshot

Existing Land Use Map



Existing Acreage Calculations

ELU Land Use Category	# of Acres	% of Total Acres	# of Parcels
Single-Family Residential	463.49	18.8%	994
Multi-Family Residential	100.35	4.1%	147
Commercial	91.25	3.7%	123
Industrial	101.84	4.1%	23
Institutional	182.38	7.4%	40
Parks & Recreation	293.06	11.9%	48
Utility	328.54	13.4%	22
Vacant/Undeveloped	233.00	9.5%	80
Right-of-Way/Miscellaneous	666.73	27.1%	–
TOTAL	2460.85	100.0%	1477

Key Findings

- Besides Right-of-Way, Residential is by far the largest land use category by acreage percentage. Utility is the third largest category because of the Amery Municipal Airport and former landfill east of town. Parks & Recreation makes up the fourth largest category with 11.9% of the City’s total acreage.
- There does not appear to be significant conflict between land uses due to the separation of Residential, Commercial, and Industrial Uses throughout the City of Amery. Industrial uses are largely isolated from other uses by undeveloped land or less intense Commercial uses.
- Much of the City’s current stock of undeveloped land is due to wetlands and other environmental barriers to development. See the “Development Limitations” map in the Agricultural, Natural & Cultural Resources chapter for more information.
- Projections from the Wisconsin Department of Administration indicate that Amery’s population may decline over the next two decades. This decline could be a consequence of the development limitations within Amery’s existing City limits. To address this trend and support future growth, the City should consider strategies such as voluntary annexation and the use of extraterritorial zoning to expand its tax base and create new opportunities for development.

HOW DOES ANNEXATION WORK?

Annexation typically occurs through a voluntary, incremental process initiated by property owners. Wisconsin statutes authorize a number of different annexation methods, but unanimous approval and one-half approval of all affected property owners are the most common of these methods. This allows Amery to expand its boundaries gradually, often to provide municipal services like water and sewer to adjacent properties. The process ensures that annexed areas are contiguous to existing City limits and supports orderly growth aligned with local development goals.

ISSUES & OPPORTUNITIES

SHORTAGE OF BUILDABLE LAND



Nearly all of the suitable land within Amery’s current boundary has been developed, significantly restricting future growth and development in the community. Many survey respondents and key stakeholders acknowledged the strained housing market and increasing tax burden on existing residents, indicating a need for Amery to grow in various capacities to support current/future populations.

DEVELOPMENT IN THE ETZ



Amery’s development standards, such as minimum lot size and density requirements, differ from those of the Towns of Black Brook and Lincoln. This has resulted in incohesive development within the extraterritorial boundary and may cause future incompatibility if this land is annexed into the City of Amery.

Land Use Goals

Goal #1: Establish a cohesive land use pattern that ensures compatibility and functional relationships among activities, including cohesive development and thoughtful growth in the extraterritorial zone.

Strategies

- Support sufficient lot area and setback requirements for new development along major streets and highways to establish attractive street corridors, buffer yards and screening of adjacent land uses, natural noise barriers, and safe roadway intersections.
- Develop and/or revise design standards that encourage efficient development patterns, interconnected streets, and limited use of cul-de-sacs.
- Encourage industrial site designs that integrate the facility with natural features of the land and provide an aesthetically attractive appearance.
- Leverage extraterritorial zoning to ensure that new developments are compatible with Amery's character and can be efficiently served by City utilities and services in the future. Frequently collaborate with abutting townships to establish these standards and maintain consensus moving forward.
- If applicable, work with property owners in the ETZ who are interested in initiating annexation into the City of Amery, prioritizing growth on the west and south side when able. Continuously evaluate regulatory and/or procedural barriers to annexation into Amery.

Goal #2: Ensure that new development reinforces Amery's beloved small-town character and protects important natural/cultural resources.

Strategies

- Preserve environmental corridor features including waterways, floodplains, wetlands, ground water recharge areas, steep slopes, wildlife habitat, scenic vistas, and mature woodlands through the enforcement of the City's Subdivision Ordinance, Zoning Ordinance, and Zoning Map.
- Ensure that new development within the City's jurisdiction efficiently uses public services and infrastructure. "Leapfrog" development that requires costly infrastructure extensions through undeveloped lands should be discouraged when avoidable.

Goal #3: Reduce the tax burden on residents by encouraging balanced growth in residential, commercial, industrial, and mixed-use development.

Strategies

- Foster collaboration between property owners and developers to encourage successful property development and investment. Provide support and resources, when necessary, to ensure sustainable and beneficial outcomes for both the community and developers.
- Regularly evaluate and update the development review process based on developer/resident feedback, ensuring that application procedures are as approachable and efficient as possible.
- Provide up-to-date guidance materials (online and at City Hall) outlining the City's development and application processes.
- Gradually close out existing Tax Increment Districts (TIDs) to restore the existing tax base and lessen restrictions on funds. If needed in the future, TIDs may be reinstated to spur development and revitalization of specific areas within Amery.
- Leverage impact fees or developer agreements to offset the cost of new development on City services.

Using the Future Land Use Map

The Future Land Use Map on pages 37-38 outlines land use categories that reflect the City of Amery’s vision for the next twenty years. This map, along with its associated policies, serves as a foundational guide for land development decisions and should be referenced whenever new development is proposed, particularly in cases involving zoning changes or land divisions. However, not all areas shown for future (re)development will be rezoned or developed immediately after the plan’s adoption. In some cases, (re)development may be delayed for years or even decades due to market conditions, property owner intentions, or limitations in the City’s capacity to support new growth.

Statement of Intent and Typical Use

The future land use categories identify areas by their primary intended uses, character, and ideal density. These classifications are *not* zoning districts; they do not establish binding performance criteria for land uses (i.e. setbacks, height restrictions, etc.) nor are they intended to list every possible use that may be permitted within the future land use class classification.

While parcels are designated by their intended use, some areas on the map remain unplatted or unsubdivided. Detailed site planning for these larger parent parcels is beyond the scope of this Comprehensive Plan. The City may choose to create neighborhood plans for these areas or require developers to prepare such plans, including park layouts, before submitting requests for rezonings or preliminary plats.

Potentially Acceptable Zoning Districts

Each future land use category includes a list of existing City of Amery zoning districts that align with that category, found in the “Potentially Acceptable Zoning Districts” table below. This is intended to help the City evaluate whether rezoning requests are generally in line with the Comprehensive Plan and the category’s intended usage. The categories are as follows:

- **Compatible** – The uses can coexist without significant issues, often because they share similar characteristics or are complementary. May be listed as an allowed or conditional use in the zoning ordinance.
- **Partially Compatible** – Potential conflicts exist, but they can be resolved through design, mitigation, or specific conditions to minimize impacts. Typically listed as a conditional use or uses that are close together in Amery but not similar in characteristics.
- **Incompatible** – The uses are inherently in conflict due to negative impacts like noise, odor, or traffic, requiring separation or significant measures to be supported.

Potentially Acceptable Zoning Districts

Land Use Categories C - Compatible PC - Partially Compatible [blank cell] - Incompatible	Zoning Districts									
	AT (Agricultural Transition)	R-1 (Single-Family Residential)	R-2 (Two-Family Residential)	R-3 (Two-Family Condo. Residential)	R-4 (Multi-Family Residential)	CD-1 (Conservancy)	C-1 (Neighborhood Shopping Commercial)	C-2 (Central Business)	I-1 (Light Industrial)	I-2 (Standard Industrial)
Agricultural-Residential	C	PC				PC				PC
Single-Family Residential	PC	C	C	C	PC	PC	PC			
Medium-Density Residential		PC	C	C	C	PC	PC	PC		
Downtown Mixed Use		PC	PC	PC	C	PC	C	C	PC	
Commercial		PC	PC	PC	PC	PC	C	C	C	PC
Industrial	PC							PC	C	C
Institutional		PC	PC	PC	C	PC	C	C		C
Recreation	C	C	C	C	C	C	C	C		
Conservation	C	C	C	C	C	C	PC	PC	PC	PC
Utility	PC	PC	PC	PC	PC	PC	PC	PC	C	C

Future Land Use Categories

The future land use categories identify areas of similar use, character and density. These classifications are not zoning districts, as they do not legally set performance criteria for land uses (i.e. setbacks, height restrictions, density, etc.).

The ten categories designated on the Future Land Use Map are as follows:



Agricultural-Residential

Intended to preserve the rural areas outside of the current City boundaries that are unlikely or infeasible for urban development prior to 2045. Preferred uses in these areas include open space, farming, farmsteads, agricultural businesses, forestry, and low-density residential on well and septic.



Single-Family Residential

Encompasses most residential lots in Amery, as most are intended for single-family detached housing units. As the City continues to grow, underutilized lots within current City boundaries should be prioritized for infill development, followed by areas within the anticipated growth area (depicted in the Future Land Use Map) that are adjacent to major roadways and/or deemed practical for utility extension.



Medium-Density Residential

Intended for townhomes, apartments, condominiums, senior living facilities and other multi-family dwelling options. These areas should be strategically located near employment centers and community destinations, as well as to create buffers between more intense uses (e.g. downtown mixed-use or commercial) and lower-density residential areas.



Downtown Mixed Use

Encapsulates Amery's "downtown core" along Keller Avenue, predominantly comprising of buildings with ground-floor retail uses and upper-floor residential uses. This category is intended to preserve the area's existing infrastructure and allow for its variety of uses to continue to work cohesively together.



Commercial

Includes a variety of commercial activities including retail, dining, offices, and services located outside downtown Amery. Development in this category is typically auto-oriented and may include larger building footprints and parking facilities.



Industrial

Intended for office, office-industrial, transportation, warehousing, storage, and other uses exhibiting industrial characteristics. This use type is reserved for development that wouldn't work well next to residential and pedestrian-business areas.



Institutional

Includes public or semi-public facilities including but not limited to governmental offices, police and fire facilities, hospitals and clinics, educational institutions, and places of worship.



Recreation

Includes active or passive parks such as playing fields, playgrounds, golf courses, campsites, and trails.



Conservation

Designates environmentally sensitive areas that are not intended for future development or recreation, such as wetlands, floodplains, steep slopes, and wildlife habitats.

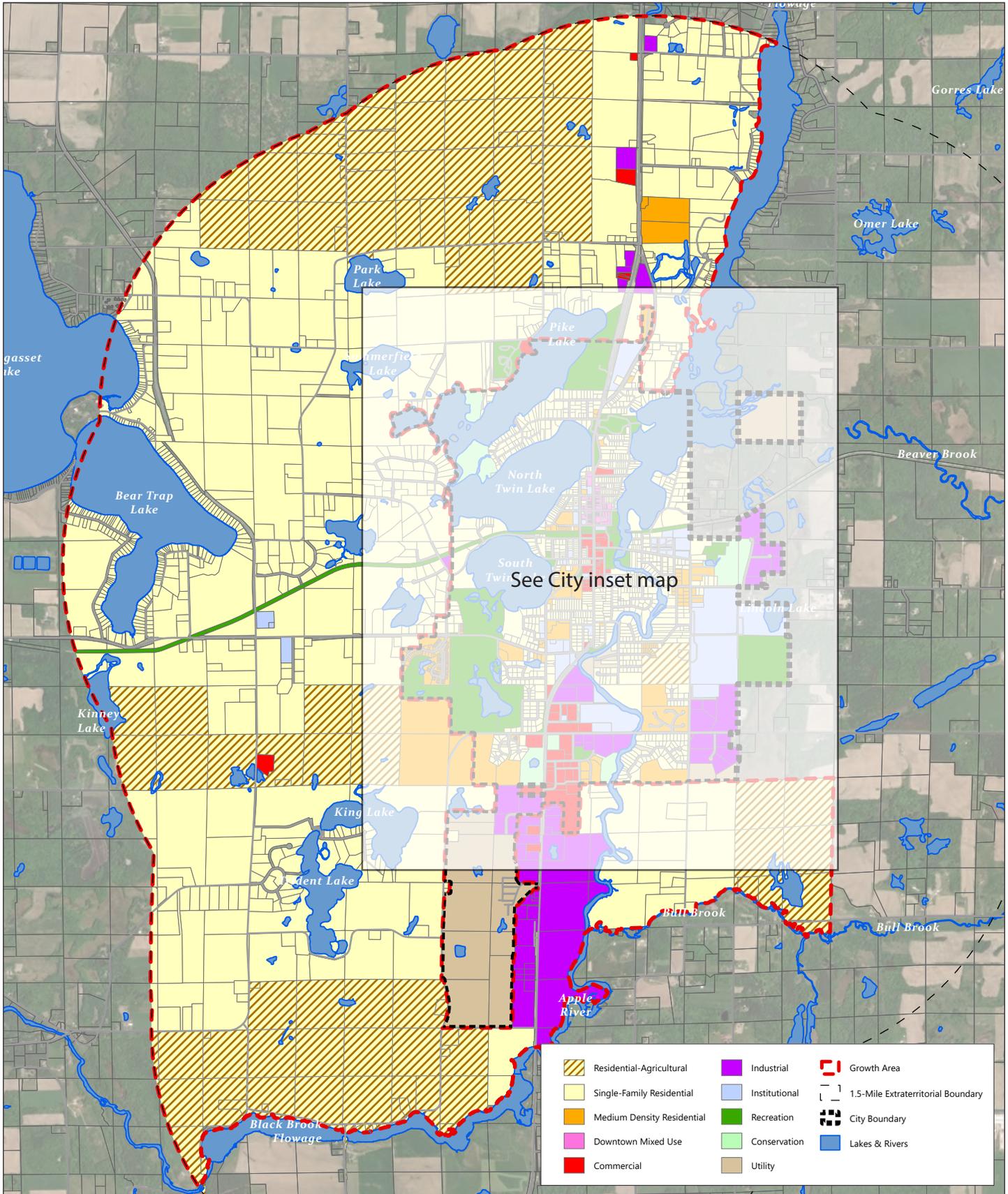


Utility

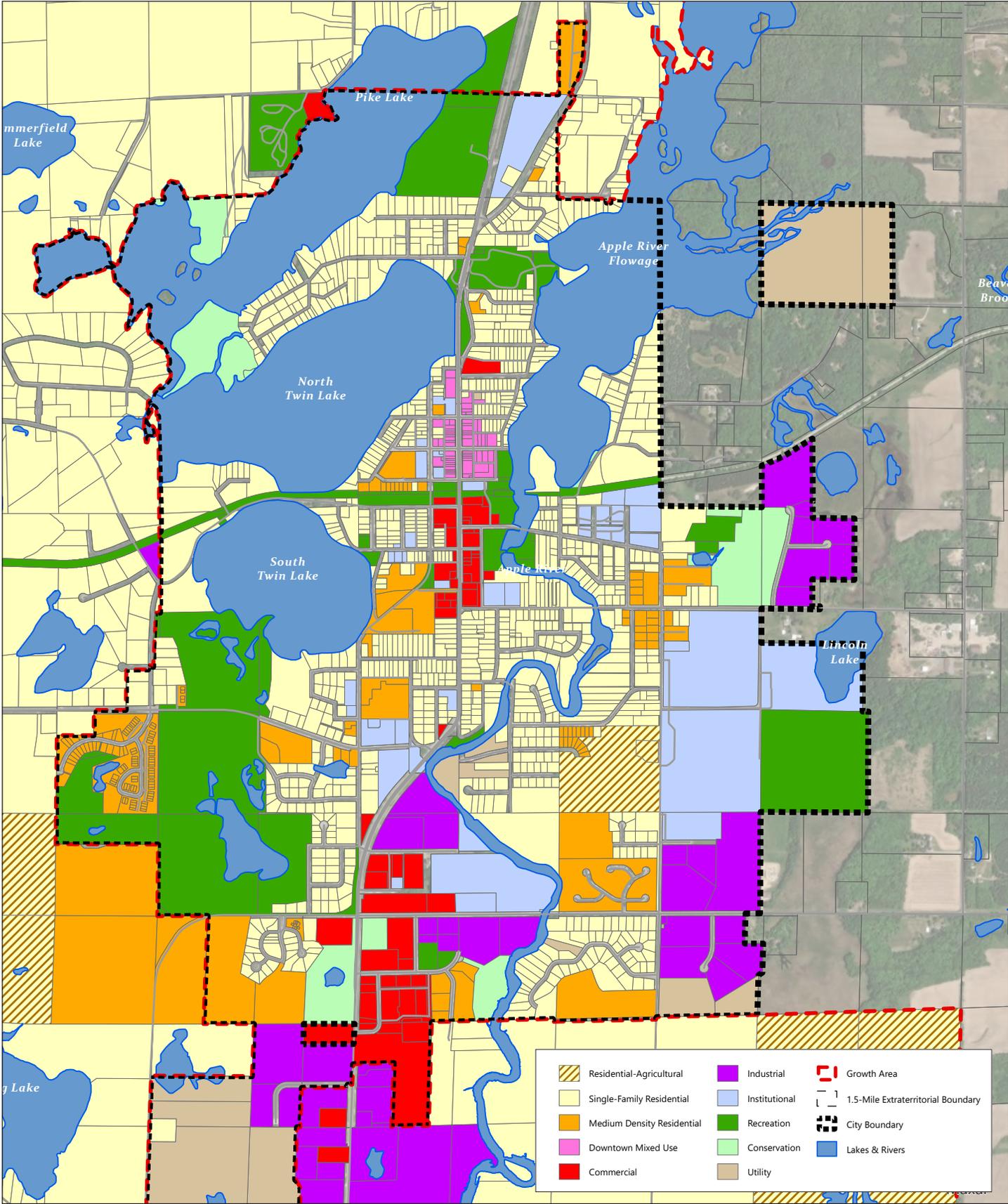
Includes land used for essential public infrastructure such as water treatment facilities, electrical substations, airports, and active/former landfills.

LAND USE

Future Land Use Map (ETZ)



Future Land Use Map (City Inset)



IMPLEMENTATION

Guiding Daily & Annual Decisions

Responsibility for implementing this plan lies primarily with the City Council, Plan Commission, and City staff.

City Roles and Responsibilities

City Council

The City Council sets priorities, controls budgets and tax rates, and typically has the final say on key aspects of public and private development projects. Each Council member should know where to find this plan and should be familiar with its major goals and priorities. Council members should anticipate that staff recommendations and actions will reference and remain consistent with this Comprehensive Plan.

Plan Commission

Land use and development recommendations are a core component of this plan, and the Plan Commission has a major role in guiding those decisions. Commission members must be familiar with its contents, especially the Land Use chapter, in order to ensure that decisions and recommendations are consistent with this plan. If a proposed action conflicts with the plan but is believed to benefit the City, the Plan Commission should gather public input before recommending any amendments, in accordance with the procedures outlined on the following page.

City Staff

City staff have a significant influence on capital projects, operational initiatives, and regulatory decisions. It is imperative that individuals in key roles understand, support, and actively work to implement the various strategies in this plan, referencing this document as appropriate in communications with residents and City officials. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to City functions.

Link to Annual Budget Process

The most important opportunity for this plan to influence the growth and improvement of the City is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the City, and so it is very important to integrate this plan into those processes every year.

The Action Plan at the end of this chapter is a resource to support decisions about how and where to invest the City's limited resources. The Annual Update should draw from these actions. Plan Commission should make formal recommendations for City Council consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this plan.

Amending the Plan

Although this plan is intended to guide decisions and actions by the City of Amery over the next 10-20 years, it is impossible to accurately predict future conditions in the community. Amendments may be appropriate from time to time, particularly if emerging issues or trends render aspects of the plan irrelevant or inappropriate. The City may face an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the City. Should the City wish to approve such an opportunity, it must first amend the plan so that the decision is consistent with the plan. Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threaten the integrity of the plan and the planning process and should be avoided.

All changes to plan text or maps require a formal amendment process, as outlined in the following subsections, which may be initiated by the City Council, Plan Commission, or by application from a landowner or developer.

Amendment Process

In the years between major plan updates, it may be necessary or desirable to amend this plan document. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed through the following process:

1. Amendments can be initiated by referral by the Plan Commission or City Council, or may be requested by application from a member of the public through a formal application process.
2. A Class 1 public hearing notice must be issued 30 days prior to the public hearing date. The notice must include the time, place, and purpose of the hearing and a summary of the proposed amendment.
3. Following the public hearing, the Plan Commission adopts a resolution recommending approval, modification, or denial of the amendment. The City Council then reviews the recommendation and votes on the amendment (adoption requires a majority vote of all elected officials).
4. Copies of the adopted amendment shall be sent to the following entities:
 - Wisconsin Department of Administration
 - Adjacent local governments
 - West Central Wisconsin Regional Planning Commission
 - Amery Area Public Library
 - Any other relevant governmental units

Amendment Considerations

Before proposing changes to the Comprehensive Plan and/or Future Land Use Map, the following criteria should be carefully considered:

- Agricultural Land Reduction – As Amery’s population grows, agricultural land may need to be rezoned in the extraterritorial zone to accommodate new development. This anticipated growth must be balanced against the goals of preserving agricultural land for the purposes of resource protection and maintaining agricultural contributions to the region.
- Compatibility – Proposed amendments or developments should not significantly disrupt adjacent properties or alter the character of the surrounding area, especially in existing residential neighborhoods. A petitioner may indicate approaches that will minimize incompatibilities between uses.
- Natural Resources – Development should avoid negatively impacting natural features such as wetlands, floodplains, steep slopes, scenic vistas, or mature woodlands. Proposed site modifications should comply with Shoreland, Wetland, and Floodplain regulations to the greatest extent possible.
- Transportation – The site must be suitable for constructing roads and driveways that allow safe access, including for emergency vehicles. Development should not degrade nearby transportation infrastructure or create safety hazards for drivers, cyclists, or pedestrians.
- Ability to Provide Services – New development should not impose an unreasonable financial burden on the City. Applicants should demonstrate that existing public services – such as schools, emergency services (police, fire, EMS), parks, libraries, and water/sewer infrastructure – are sufficient to support the proposed use, or propose alternative solutions to address any shortfalls.
- Public Need – The proposed change should meet a clear public need or respond to unforeseen circumstances, and offer positive social and fiscal benefits to the City.
- Adherence to Other Portions of this Plan – The proposed amendment or development must align with the City’s overall vision and be consistent with the broader goals, policies, and actions outlined in this Comprehensive Plan.

Action Plan

The following pages feature a compilation of actions identified in Chapters 3 – 9 to help the City of Amery achieve its various goals and objectives.

Priority

The Priority column identifies the relative importance or urgency of each strategy based on its potential impact, feasibility, and alignment with community goals. High-priority actions are those that address pressing needs, unlock future opportunities, or lay the groundwork for other initiatives. Medium- and low-priority actions are still valuable but are less time-sensitive or dependent on other steps being completed first.

Target Completion

The “Target Completion” column identifies the anticipated timeline for the City to initiate and/or address each strategy. These deadlines are not firm; rather, they are indications of when the City of Amery may choose to pursue an action based on its importance or difficulty. The categories are as follows:

- Short-Term (1–3 years): Actions that are ready for immediate implementation or respond to urgent needs.
- Medium-Term (4–7 years): Initiatives that require moderate preparation, coordination, or funding before execution.
- Long-Term (8+ years): Goals that depend on significant planning, infrastructure investment, or evolving conditions.
- Ongoing: Efforts that require continuous attention, monitoring, or maintenance throughout the life of the plan.

Action Plan

AGRICULTURAL, NATURAL & CULTURAL RESOURCES		Priority	Target Completion
Goal #1: Preserve productive agricultural lands in balance with future City development.			
1.1	Promote infill and redevelopment initiatives on under-utilized sites within the City of Amery as the preferred development type, reducing development pressure on agricultural lands in the extraterritorial boundary.	Medium	Ongoing
1.2	If development <i>does</i> occur on agricultural parcels, discourage placement in the middle of parcels on agricultural cropland, or on prime agricultural land.	Low	Ongoing
1.3	Adhere to the Polk County Farmland Preservation Plan to ensure that future development in the extraterritorial boundary does not infringe upon valuable agricultural areas.	Medium	Ongoing
Goal #2: Balance the conservation of Amery's aquatic and terrestrial resources with enhancing their accessibility for public enjoyment and use.			
2.1	Support healthy ecosystems by minimizing polluted runoff, utilizing natural stormwater management techniques, removing invasive species, and engaging in broader biodiversity conservation efforts.	High	Ongoing
2.2	Continue to collaborate with conservation entities, such as the Apple River/ Amery Lakes Protection & Rehabilitation Districts and Wisconsin DNR, to address pertinent environmental threats in and around Amery.	High	Ongoing
2.3	Raise public awareness of local conservation initiatives and recreational procedures such as the DNR's "Clean Boats, Clean Waters" inspection program. Enhance infrastructure (e.g. boat or shoe cleaning stations) as needed to support these conservation activities.	High	Medium-Term
2.4	Ensure that recreational amenities – especially those in close proximity to water bodies, wetlands, and undeveloped forests – preserve sensitive features and natural character to the greatest extent possible.	Medium	Ongoing
Goal #3: Preserve and promote the City's architectural heritage and civic traditions.			
3.1	Strengthen and promote the City's Downtown Façade Loan Program and provide supporting technical/financial resource guidance when needed.	Medium	Medium/ Long-Term
3.2	Develop historic preservation ordinances and/or overlays to protect notable areas within Amery, ensuring that requirements are reasonable and financially feasible. Integrate grants, tax credits, or recognition programs whenever possible.	Medium	Medium-Term
3.3	Continue encouraging civic engagement for all ages through small- and large-scale community gatherings such as the Amery Fall Festival.	Medium	Ongoing
3.4	Continue to establish strong partnerships with local organizations and businesses in order to create a shared network of knowledge and financial, spatial, and personnel resources for current/future community initiatives.	Medium	Ongoing

IMPLEMENTATION

UTILITIES & COMMUNITY FACILITIES		Priority	Target Completion
Goal #1: Maintain reliable and quality public services, utilities, and facilities to encourage growth and reinvestment.			
1.1	Use annual capital improvement planning and budget processes to secure funding for regular facility/infrastructure maintenance, replacement, and expansion.	High	Ongoing
1.2	Conduct regular inspections and maintenance of existing utility systems (including water, sewer, and stormwater management) to ensure their integrity and reliability.	Medium	Ongoing
1.3	Regularly engage with residents and businesses to ensure that services and facilities meet the needs of the community.	Low	Ongoing
Goal #2: Continue to develop and enhance a comprehensive and engaging park system that meets the needs of all users.			
2.1	Utilize the 10-minute walk principle to identify and address coverage gaps in the park system as future development occurs, ensuring that parkland acquisition and improvement is continuously fiscally reasonable.	High	Long-Term
2.2	Evaluate and implement recommendations from recent recreation planning initiatives, such as the Comprehensive Outdoor Recreation Plan, Walkability Study, and Water Recreation Study.	High	Long-Term
2.3	Continually plan for trail linkages to important community facilities, recreational assets, and neighborhoods throughout the community.	Medium	Ongoing
2.4	Continue to leverage partnerships with local organizations and businesses for ongoing park maintenance and improvements.	Medium	Ongoing
2.5	Perform regular safety compliance inspections to ensure the safety of users of the park facilities and equipment.	Medium	Ongoing
2.6	Work with Polk County and WisDOT to integrate safe and logical ATV routes into the City's transportation network.	Low	Long-Term
Goal #3: Continue to support and strengthen downtown Amery as a vibrant community hub.			
3.1	Enhance streetscape elements (such as wayfinding signage, lighting, landscaping, street furniture, and public art) to make downtown more navigable and welcoming for all visitors.	Medium	Medium-Term
3.2	Develop signage to promote existing parking facilities in downtown Amery and in close proximity to key community destinations.	High	Short-Term
3.3	Encourage resident and visitor engagement with downtown Amery through events, business promotions, and other interactive activities.	Medium	Ongoing
3.4	For all new development within downtown Amery, encourage and prioritize mixed-use projects that accommodate a variety of commercial and residential uses.	Low	Ongoing
3.5	Continue to collaborate with the Amery Historical Society, the Community Club, and other local partners on historic preservation efforts to maintain a strong sense of character within downtown Amery.	Medium	Ongoing

INTERGOVERNMENTAL COOPERATION		Priority	Target Completion
Goal #1: Enhance coordination and collaboration with local, regional, and statewide governmental organizations to promote City interests.			
1.1	Enforce, abide by and maintain existing intergovernmental/cooperative agreements with neighboring townships to provide predictability for property owners, avoid municipal boundary disputes, and plan for efficient provision of public facilities and services.	Medium	Ongoing
1.2	Regularly convene with neighboring officials to discuss intersecting community development goals, intergovernmental boundaries, and future cooperation on planning efforts.	Medium	Ongoing
1.3	Work closely with the School District of Amery to foster open communication and mutual support for planning and growth activities.	Medium	Ongoing
1.4	Coordinate with adjoining jurisdictions, Polk County, and the State of Wisconsin during outdoor recreation planning efforts to seek complementary recreation investments where service areas overlap. Work to avoid duplication of unique amenities.	High	Ongoing
1.5	Collaborate with WisDOT, Polk County, the State of Wisconsin, and local organizations and developers to review proposed changes to land uses, transportation systems, and utilities that will have an impact on Amery.	Medium	Ongoing
1.6	Ensure information access to existing/prospective residents and businesses regarding community events, engagement opportunities, and pertinent projects in Amery and the surrounding area.	High	Ongoing

IMPLEMENTATION

ECONOMIC DEVELOPMENT		Priority	Target Completion
Goal #1: Develop and support a comprehensive approach to community development within the City of Amery that will expand and diversify the local economy.			
1.1	<p>Prioritize the enhancement of “quality of life” infrastructure that makes Amery more attractive for prospective workers. Efforts may include but are not limited to:</p> <ul style="list-style-type: none"> • Partnering with local providers and regional agencies to increase the availability and affordability of childcare services, especially for working families. Revise City ordinances as needed to remove barriers to establishing and operating these services. • Developing and promoting entertainment, arts, and social spaces that appeal to all age groups, including youth centers, senior activities, and community events. • Supporting zoning updates, public-private partnerships, and funding mechanisms to encourage the construction of diverse housing options for all income levels (see “Housing” chapter for more strategies). 	High	Ongoing
1.2	<p>Enhance collaboration with the Amery Community Club (ACC), Amery Economic Development Corporation (AEDC), and County/regional/state economic development entities to identify and address local business needs. Activities could include:</p> <ul style="list-style-type: none"> • Regularly conduct “business retention visits” with existing business owners to evaluate current and future resource needs. • Work with the ACC and AEDC to better establish each entity’s roles and expectations regarding communication, collaboration, and financial support. • Ensure that businesses have adequate methods to voice concerns, receive assistance, and promote their services within the community. 	High	Ongoing
1.3	Develop and/or promote resources and funding opportunities for small businesses, including local/state/federal grants, loans, and tax incentives.	High	Ongoing
1.4	Seek funding and support for community-wide infrastructure, workforce development and networking opportunities, and community enhancement projects that support economic diversification.	High	Ongoing
1.5	Facilitate proactive communication between educational institutions (including the School District of Amery, local UW-Extension, and technical/community colleges) and area employers to accurately identify and meet local skill requirements. Promote diverse skill training programs and post-secondary career preparation opportunities.	High/Medium	Ongoing (Short-Term: strengthening relationships)
1.6	Develop standardized procedures to guide the City’s role in development partnerships, ensuring a more consistent, proactive, and transparent approach when working with developers.	High	Short-Term

ECONOMIC DEVELOPMENT (cont.)		Priority	Target Completion
Goal #2: Continue to develop Amery's identity as a tourist destination and support a high-quality, welcoming environment for visitors to encourage participation in the local economy.			
2.1	Work with the ACC and AEDC to develop a cohesive marketing campaign that highlights Amery's natural beauty, recreational opportunities, and cultural events.	High	Medium-Term
2.2	Prioritize investment in streetscaping, public art, and façade improvements to make downtown Amery a memorable, pedestrian-friendly destination (see "Utilities and Community Facilities" chapter for more strategies).	High	Medium-Term
2.3	Develop a comprehensive system of tourism infrastructure including wayfinding signage, adequate parking, connective paths to prominent destinations, lodging and dining accommodations, public spaces, and multi-modal transportation options.	High	Long-Term
Goal #3: Continue to attract and retain industrial operations within the City of Amery.			
3.1	Maintain an up-to-date inventory of industrial properties and promote them through regional and state economic development channels.	High	Ongoing
3.2	Evaluate the usage of Amery Municipal Airport for additional commercial and industrial purposes.	High	Medium-Term
3.3	Ensure that Amery's industrial parks have modern utilities, transportation access, and internet to meet the needs of a diverse range of industrial operations. Regularly consult with industrial park tenants to identify current and future needs.	High	Ongoing

IMPLEMENTATION

HOUSING		Priority	Target Completion
Goal #1: Retain and attract residents by providing a range of affordable, accessible, and desirable housing options for owners and renters.			
1.1	Review housing development proposals based on consistency with the Land Use chapter of this Comprehensive Plan, including the Future Land Use map and associated policies.	High	Ongoing
1.2	Prioritize housing development on vacant or underutilized lots within City limits to reduce sprawl and leverage existing infrastructure.	High	Ongoing
1.3	Assess development regulations of neighboring and peer communities to identify opportunities to enhance Amery's appeal to prospective housing developers.	Medium	Short-Term
1.4	Refer to the recommendations outlined in the 2020 WCWRPC Housing Needs Assessment, including strategies to address the following goals: <ul style="list-style-type: none"> • <i>"Take action to "narrow the gap" by working both ends of the housing cost equation (i.e. reducing development costs and assisting households with housing costs)."</i> • <i>"Support diverse housing choices for special population groups, such as seniors and low- and moderate-income (LMI) households ."</i> • <i>"Evaluate and amend regulations as necessary to address barriers to affordable housing."</i> • <i>"Enhance housing-related education and collaboration efforts."</i> 	High	Ongoing
Goal #2: Maintain a high standard of property maintenance and architectural cohesion for new development.			
2.1	Implement regulatory tools as needed (such as development agreements, revisions to Amery's zoning ordinance, historic preservation regulations, and overlay districts) to establish and/or maintain reasonable community aesthetic standards .	Medium	Medium-Term
2.2	Promote State/Federal funding mechanisms and assistance resources to help property owners preserve and rehabilitate existing housing stock.	Low	Ongoing
Goal #3: Complement Amery's housing policies with economic development goals, growing businesses and population in tandem.			
3.1	Prioritize housing and mixed-use development near major employers to reduce commute times and attract workers.	High	Ongoing
3.2	Improve "quality of living" infrastructure (such as childcare, housing, entertainment, and other lifestyle necessities) to encourage households to settle and work in Amery long-term.	High	Ongoing
3.3	Collaborate with developers, employers, and non-profit organizations to fund and implement housing and economic initiatives.	High	Ongoing

TRANSPORTATION		Priority	Target Completion
Goal #1: Develop a comprehensive, safe, and accessible system of pedestrian spaces that support users of all ages and abilities.			
1.1	Incorporate findings and recommendations from the 2015 Walkability Study and other recent planning initiatives when planning for future sidewalk and roadway improvements.	Medium	Long-Term
1.2	Incentivize sidewalk construction and maintenance to ensure a well-connected pedestrian network throughout the community, prioritizing separated or off-street paths where able. Ensure that maintenance standards and obligations of responsible parties are reasonable and clearly communicated.	High	Long-Term
1.3	Identify gaps in ADA-compliant access by engaging the community and analyzing current conditions using strategies such as accessibility audits. Identify funding opportunities and partnerships to fix instances of ADA non-compliant throughout the community.	High	Medium-Term
1.4	<i>Continue to work with Polk County and the State of Wisconsin to improve pedestrian infrastructure within and alongside busy roadways.</i>	High	Ongoing
1.5	Develop a consistent system of pedestrian-scale wayfinding and lighting to help users navigate the City easily and safely.	High	Short-Term
1.6	Collaborate with the School District of Amery on safe transportation for students, including walking, biking, and busing, both in neighborhoods and near school sites.	Low	Ongoing
Goal #2: Develop a local and regional transportation network that provides multi-modal options for traveling to, from, and within the City of Amery.			
2.1	Enhance bicycling infrastructure throughout the community to improve cyclists' enjoyment and safety, such as adding additional bike lanes, repair stations, and racks at notable destinations. Ensure that City ordinances support cycling and cycling-related infrastructure.	Medium	Long-Term
2.2	Continue to promote existing transportation services for seniors and those with disabilities, including social/medical transportation and volunteer driver programs.	Medium	Ongoing
2.3	Work with Polk County, regional planning commissions, and neighboring municipalities to align transportation goals and identify/address ongoing transportation needs.	Low	Ongoing
2.4	Adopt and implement a "Complete Streets" policy to ensure all new and reconstructed streets accommodate pedestrians, cyclists, and transit users of all ages and abilities.	Medium	Long-Term
Goal #3: Continue to maintain and enhance Amery's roads and transportation infrastructure.			
3.1	Continue to plan for transportation infrastructure improvements through short-term and long-term budgeting processes such as the City's Capital Improvement Plan (CIP).	High	Ongoing
3.2	Establish a consistent schedule for pothole repair, crack sealing, street sweeping, and signage upkeep.	High	Short-Term
3.3	Leverage local, state (e.g. Wisconsin DOT LRIP), and federal funding sources to support infrastructure projects.	High	Ongoing
3.4	Coordinate roadway improvements with land use plans, economic development zones, housing initiatives, and utility updates to minimize disruption and reduce costs.	High	Ongoing

IMPLEMENTATION

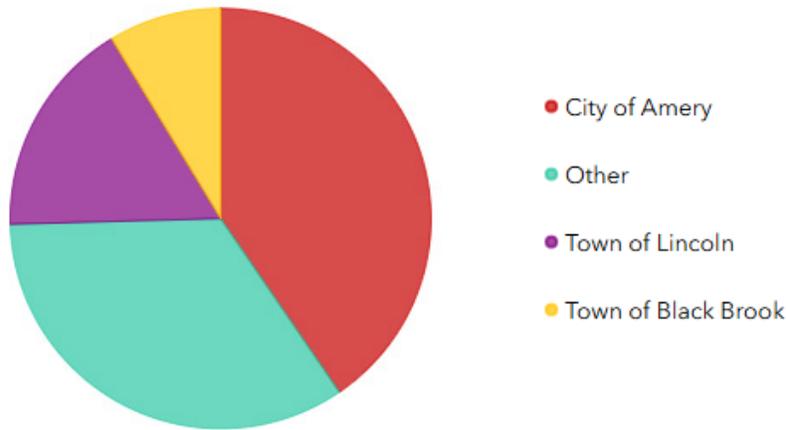
LAND USE		Priority	Target Completion
Goal #1: Establish a cohesive land use pattern that ensures compatibility and functional relationships among activities, including cohesive development and thoughtful growth in the extraterritorial zone.			
1.1	Support sufficient lot area and setback requirements for new development along major streets and highways to establish attractive street corridors, buffer yards and screening of adjacent land uses, natural noise barriers, and safe roadway intersections.	High	Ongoing
1.2	Develop and/or revise design standards that encourage efficient development patterns, interconnected streets, and limited use of cul-de-sacs.	High	Medium-Term
1.3	Encourage industrial site designs that integrate the facility with natural features of the land and provide an aesthetically attractive appearance.	Medium	Ongoing
1.4	Leverage extraterritorial zoning to ensure that new developments are compatible with Amery's character and can be efficiently served by City utilities and services in the future. Frequently collaborate with abutting townships to establish these standards and maintain consensus moving forward.	High	Ongoing
1.5	If applicable, work with property owners in the ETZ who are interested in initiating annexation into the City of Amery, prioritizing growth on the west and south side when able. Continuously evaluate regulatory and/or procedural barriers to annexation into Amery.	High	Ongoing
Goal #2: Ensure that new development reinforces Amery's beloved small-town character and protects important natural/cultural resources.			
2.1	Preserve environmental corridor features including waterways, floodplains, wetlands, ground water recharge areas, steep slopes, wildlife habitat, scenic vistas, and mature woodlands through the enforcement of the City's Subdivision Ordinance, Zoning Ordinance, and Zoning Map.	High	Ongoing
2.2	Ensure that new development within the City's jurisdiction efficiently uses public services and infrastructure. "Leapfrog" development that requires costly infrastructure extensions through undeveloped lands should be discouraged when avoidable.	High	Ongoing
Goal #3: Reduce the tax burden on residents by encouraging balanced growth in residential, commercial, industrial, and mixed-use development.			
3.1	Foster collaboration between property owners and developers to encourage successful property development and investment. Provide support and resources, when necessary, to ensure sustainable and beneficial outcomes for both the community and developers.	High	Ongoing
3.2	Regularly evaluate and update the development review process based on developer/resident feedback, ensuring that application procedures are as approachable and efficient as possible.	High	Ongoing
3.3	Provide up-to-date guidance materials (online and at City Hall) outlining the City's development and application processes.	High	Ongoing (Short-Term: developing initial materials)
3.4	Gradually close out existing Tax Increment Districts (TIDs) to restore the existing tax base and lessen restrictions on funds. If needed in the future, TIDs may be reinstated to spur development and revitalization of specific areas within Amery.	Medium	Long-Term (Ongoing: evaluating need to reinstate TIDs)
3.5	Leverage impact fees or developer agreements to offset the cost of new development on City services.	High	Ongoing

Community-Wide Input Survey

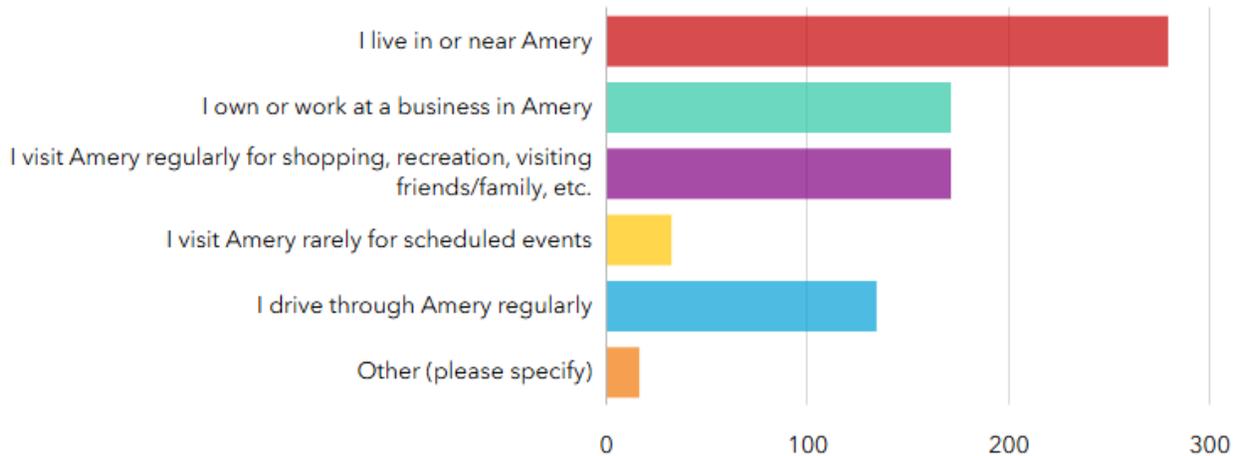
This community-wide input survey was hosted on the project website AmerysTomorrowToday.com, where community members could learn about the project, complete engagement activities, and review past meeting materials. The survey was open from March to June 2025 and collected a total of 346 responses.

The survey included questions for both the Comprehensive Plan and Comprehensive Outdoor Recreation Plan (CORP), which were developed concurrently. For recreation-related survey results, please see Appendix A of the CORP.

1) Where do you currently reside?



2) What connection do you have to the City of Amery?

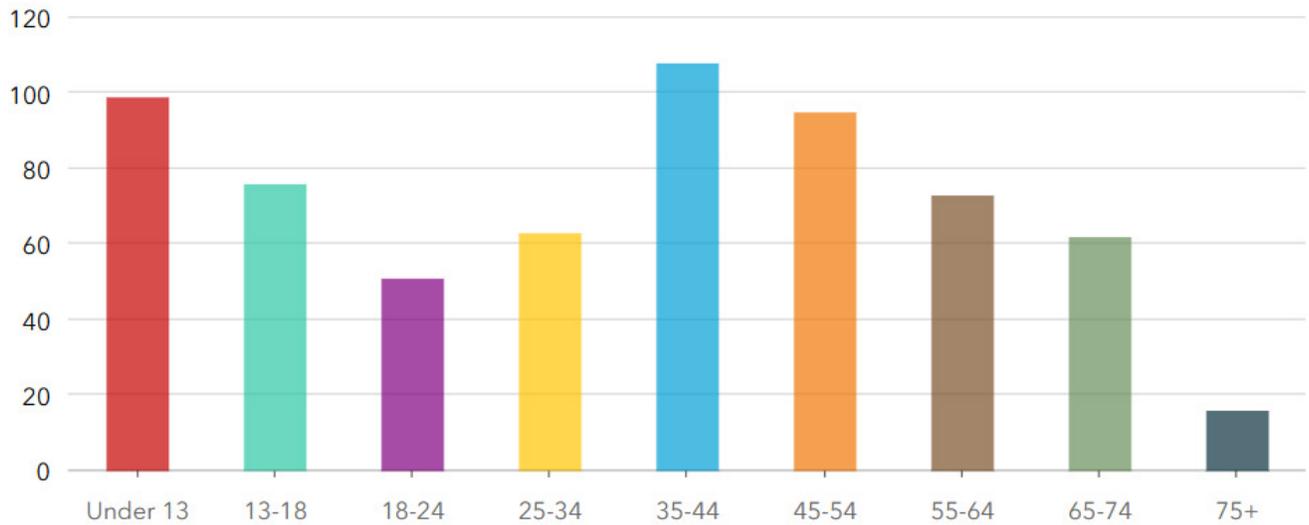


Other responses:

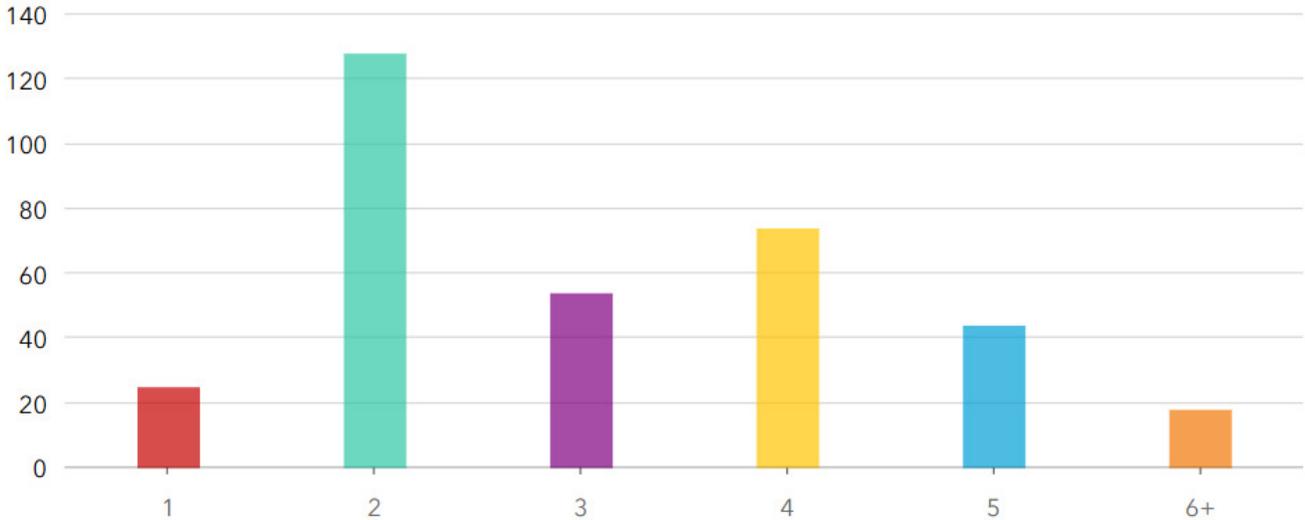
- Stower Trail
- Lived in amery limits for 27 years
- Board Chair of Farm Table Foundation in Amery
- Children attend school in amery, we doctor in amery, everything is within this city.
- Had lived her all my life
- School
- I was born and raised in Amery. I teach in Amery and have a
- business in Amery.
- I go to school here
- My children go to school here.
- My kids go school there
- I work in AMery
- work
- my kid goes to amery school

APPENDIX A: INPUT SURVEY RESULTS

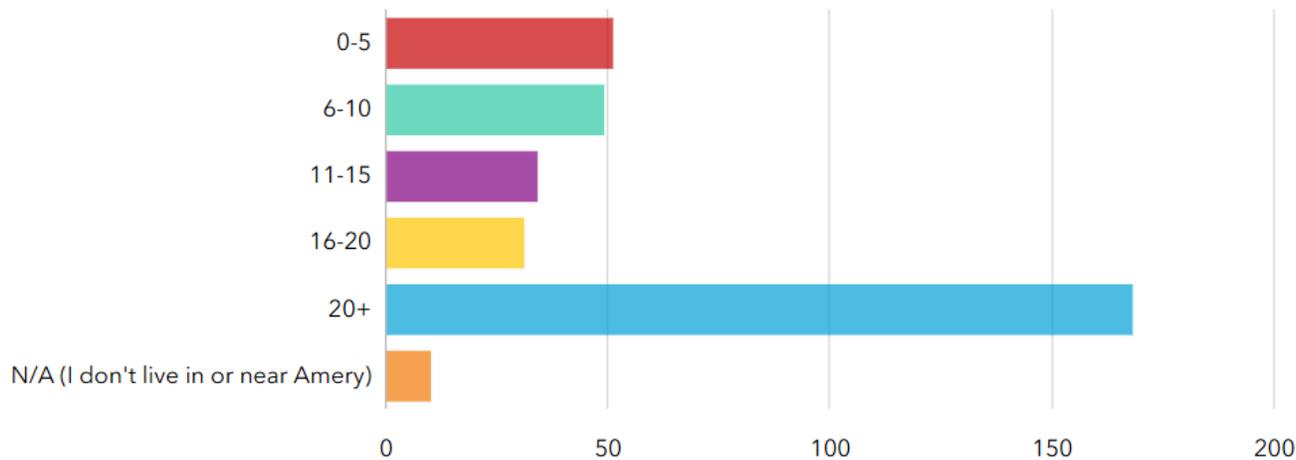
3) What age groups are currently represented by your immediate household?



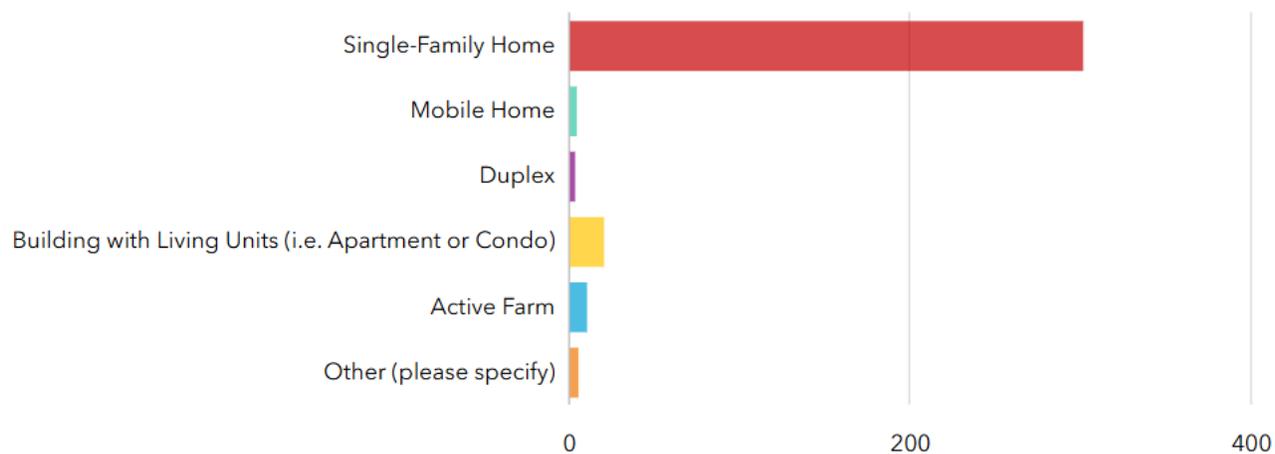
4) How many people are in your household?



5) How many years have you lived within or near Amery?



6) What type of dwelling do you live in?

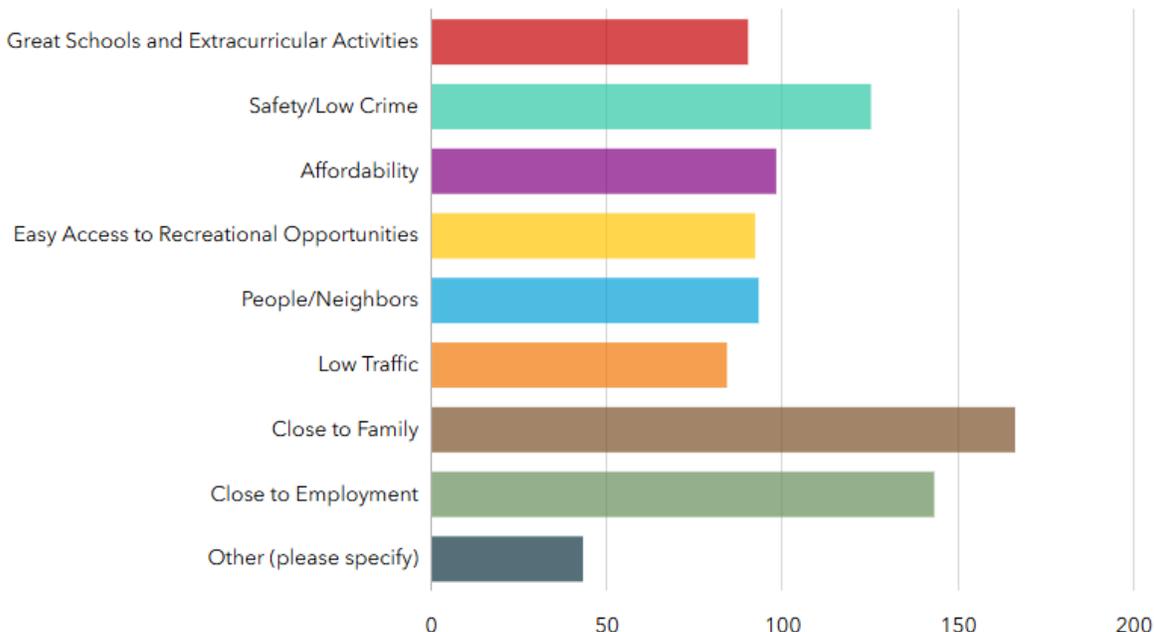


Other responses:

- Condo
- Apartment above my store
- Hobby Farm
- Apartment

APPENDIX A: INPUT SURVEY RESULTS

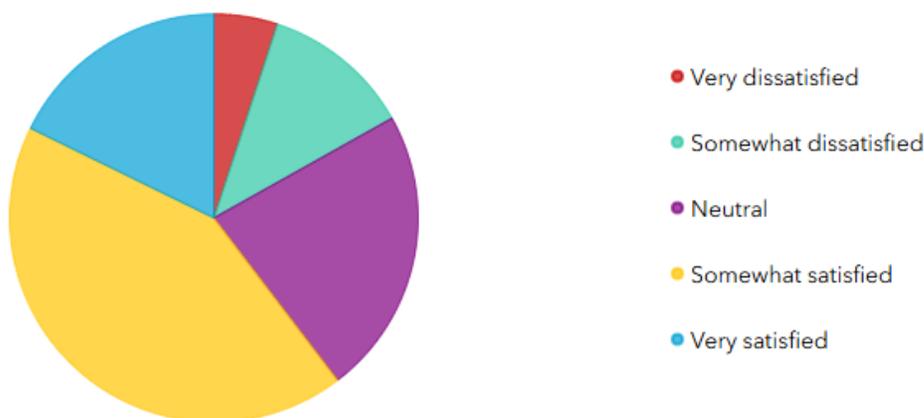
7) If applicable, select any of the following factors that influenced your decision to live in or around Amery.



Other responses:

- Small town!
- Parents/born here
- Operating my business
- Close to Twin Cities
- We moved here 40 years ago. We did not know anyone in Amery or the surrounding area. I came for a job. We ended up in Amery because it was close to my work and it offered the only housing option in our price bracket.
- Family has lived in amery before amery was amery
- My family has been farming here for 141 years
- I was hired to work in Amery
- It's where I built my home.
- Grew up here. Never moved sway
- Lakes and trails
- Inexpensive land- at the time
- Beautiful scenery, hospital and doctors
- Shopping
- close to Gillette hospital (1hr or less)
- Farming potential
- I was raised here and never left
- It's where I grew up. Land. Farm.
- We wanted to raise our kids in a smaller town like we grew up in
- setting & scenery: lakes, river
- Have live here for 65+ years. It's home.
- We don't live here we own a business
- No other choice at the time
- I do not live in Amery purely due to my significant others job location.
- My family lives here and I was born here, legally obligated to stay here
- Not the Twin Cities and NOT Minnesota!!!
- Affordability at the time
- My husbands work (Soo Line RR) brought us here in 1975 to live.
- Did not want to commute from another city to work every day anymore
- Outdoor activities
- Family members with Lake properties
- Lake and River
- Job here when we got married.
- Retired on property pwned
- I grew up here
- It was the best house we found when we were looking
- Moved here because family lives here
- Built a cabin and moved permanently into it
- Farming for many many years.
- Kids attended Amery
- Pretty area- Music in the Park
- I came to Amery as a kid and absolutely loved your town! I bought my first duplex in 2020 and am so impressed

8) How satisfied are you with the overall quality of life in Amery?



9) If applicable, what would improve your satisfaction with Amery's quality of life?

- Smaller tax burden
- Leave it small!
- More recreational and activities geared towards children.
- More variety retail.
- Better parks and water recreation for young families. More housing, better restaurants
- "Transparency. Less Taxes. A City Hall that is open 5 days a week ""for the people""
- More activities and places to play for children, better sidewalks along Highway 46 on the south end of the stoplights by Amery family restaurant, sidewalks on Hillcrest for kids walking to school, a pool or at least a clown beach where people can swim.
- Swimming opportunities, ATV thorough trail
- Less taxation would help our community
- Only issue I have is high taxes, as compared to Hudson where grandson owns more expensive home and pays half what we pay.
- I would like to see local government making more progress to keep up with neighboring towns who have beaches, theater/arts programs, recreational rentals etc.
- Improved access on the Stower Trail without having to fight for it in the Courts. We need a walking, biking, skiing trail. It would be nice if the city supported the trail in a more vocal/active way.
- More housing options! A better place for my kids to play and enjoy our beautiful summers whether it's a beach, pool, or splash pad.
- Cleaner beaches, better roads. Really overall it's not bad. Actually - a higher standard for the homes in Amery. It's really a turn off to come into town and see the unkept homes. It's a terrible look for the town, I cannot believe they're allowed to go on like that for so long.
- "Having an incredible beach, where both visitors and locals can enjoy the "City of Lakes". More community based events that bring people to town... farmers markets, winter fest, summer fest, etc."
- Bike trails.
- Prices everywhere need to come down, especially gas. Gas prices in Amery are higher than other cities three times its size. The city council needs to start focusing on the needs of the younger population in town, children and teenagers, and what the people want instead of the other way around.
- Lower real estate taxes (our MILL rate is way too high, so becoming unaffordable for most families causing people to leave the City), family friendly recreational activities (an outdoor City pool, more playground equipment, city access beach area without swimmer's itch, businesses with kids activities such as a YMCA, waterpark, etc) and tourist type things, improved roadways (less potholes and better street lights), more timely snow removal services on roadways, etc. I also wish stores would stay open later on Saturday and were open more on Sunday - it is hard to shop local when things are closed so much on the nights and weekends.
- "A park with a playground
- A stand-alone medical clinic, independent of the hospital"
- Activities for families!! Indoor playground, splash pad, a nice beach, better playground park, paved walking loop. Please, this is a huge need.
- maintained sidewalks, more things to do, more places to shop
- More support for local businesses to move to Amery. Too many empty storefronts. Homes on main st need facelifts to

APPENDIX A: INPUT SURVEY RESULTS

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

- improve the street view as people enter the town. Needs a beautiful, quaint appearance with lots of activity.
- More job opportunities, affordable homes, and another day care center!
- Times need to advance in Amery. The people who run the community are old white people.
- There is not enough for young people to do in Amery. Especially problematic is that we have no place to swim. We love all of the events that take place here, but what about on an average day? I am not sure how committed the City really is to really making Amery a place that many people want to visit and luring those people here.
- Amery schools
- More things for younger families to do, and more housing for younger families. The town is primarily a retirement town. As much as the town "tries" to create new activities for the younger generation to enjoy, it is still ran by older/elder generation, which is sometimes a deterrent for younger families as these people are extremely judgement and stuck in their ways. Also the town is very cliquy and if you aren't well known by certain families you are treated as an outcast.
- More things for kids to do
- Lower taxes
- City needs to bring in more employers and more housing for families
- Get rid of the policies that have crepped in with the people from our of state
- "I would love to see more safe ways to school bike and walking paths for children. I would also like to see updates to city parks and unique art around town! Selfie moments can draw more tourism! We would also benefit from having a city run recreational business/non-profit with rentals for bikes, snow shoes, kayaks or SUPs."
- More affordable grocers, more dining options, and more shops.
- Keeping low crime rate, affordability, and low traffic
- "Enforcement of municipal code.
Sidewalk repair, beaches we could actually use.
Communication, numerous emails and phone calls are not returned. Utilization of grants to improve area. Knowles Nelson stewardship grant EAB grants both can be secured through DNR with very little effort. Utilization of your community and its members. Reach out and seek help the community would love to be involved. Area canvas and door knock to find out what people actually want."
- Reduce speeding in town, especially on F heading west out of town.
- More to do for younger people and younger families.
- "Competitive store (Alco)
Pool/splash pad"
- DROP THE TAXES, TAXES ARE HORRIBLE on this town it's horrendous
- "Lowering the cost of living. Currently it is cheaper for me to drive 27 minutes away to buy necessities than to purchase in town.
Property taxes have gone way up, and there have been no improvements in Amery to reflect the price rise.
There are very few activities for younger people."
- Pool
- More opportunities for activities indoors during winter months. Maybe toddler play rooms, indoor playgrounds, teen hangouts, couples activities. Also, young business owners or for connection groups for young adults. We are a part of Amery Community club but are notably on the younger side of member ages. Group mingle time is focused on cocktail hour but would rather have something more interested and less alcohol focused. Investor groups could be good to to help younger or new people to make new investments in Amery.
- Amery really needs a youth center for kids under 18.
- "Lower property taxes or replace them with a county income tax capped at 5%. The past two years tax increases have been obscene and unjust.
The ordinance requiring residents to remove snow from sidewalks is unreasonable. Some people are unable to shovel snow, especially when most of the snow is from the snow plows.
Consider what people are already paying for taxes before running up publice bills that citizens have to pay."
- Better sidewalks, better street lighting, more entertainment options (axe throwing)
- "Getting New buisness
Watch the spending. Everything has become more expensive, but has Amery grown? Mostly designed for retired/elderly. Need to have places for families to take their children to, besides another park!!!! Pool. -- Splash pad --gymnastics with fun challenges to conquer. ! Families need reasons to want to live here
City is beautiful
Police - fire are tremendous
Hospital
Schools need work. Less students than when i graduated and support staff if crazy (mentioning this as a reason some may not want to move to Amery)
Thank you for letting outside the city limits add our input.
Lived all 67 years within 8 miles of Amery "
- More playgrounds/parks
- More family focused / kid friendly entertainment; splash pad or pool, indoor playground, more playgrounds/kid friendly parks
- Improved, quality green space and parks. It saddens me to see the parks and South twin so run down and not utilized.

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

These spaces could really help bring more families to our community. All the empty business' downtown is sad too but it's hard for businesses to flourish if there's no reason for families to come downtown. Better outdoor events, bring back the triathlon, encourage business to work together to host fun events!

- Have more exciting things to do other than bars.
- "Increased taxes and multiple utility rate increases. We feel as if we will be taxed out of our home. Very unhappy with the village boards lack of support and investment in downtown business growth."
- "Prioritize making Amery family friendly.
 - New playground at North Park. North Park is falling apart/ cracking even after last years repairs.
 - Outdoor fitness area like Osceola & their OMC partnership. Unused grassy land beside Amery hospital parking lot and the trail would be a great location.
 - Repair skate park. Learn from Osceolas fundraising model and partnerships to create their amazing new state park.
 - Form partnerships for outdoor rec. Use South Twin to start up outdoor rec rentals. Paddle boat rental for the lake since swimming is not realistic. Kayak rental. Optimize activities for Stower 7 Trail. Winter snow shoe, cross country ski rental in winter. Bike rental in summer.
 - Invite community to make a task force to help create outdoor rec fundraising opportunities.
 - Tramform Theatre into a kid friendly space. Video game arcade for older kids, Play space comparable to Happy Hive in Luck. Would be a great local venue for kid bday parties.
 - Form a chamber of commerce."
- I think Amery needs to put there money in making more walking trails like around the lakes
- availability of services
- A good clothing store, like Kohl's or t.j. Maxx or a target.
- More stores and services that serve actual needs. Don't need more bars.
- "A school district that is refocused on growth in education instead of being focused on whether they're on the proper side of social issues. Additionally one that's focused on being competitive with surrounding districts in regards to employment, which would boost employee retention. Focusing more on the education and retention of the quality educators would positively impact the declining enrollment numbers and make the Amery schools a place where people want to send their children rather than seeking alternatives.

In regards to the city, I think the improvements of the last several years have had a positive impact on the city, the way it presents to non-local visitors. It would be nice to see a fully revamped park in at least one area of the city that doesn't have dated equipment, and especially one that was

accessible to all. Osceola's park at the medical center is a great example of an incredible playground that is accessible for all and could be replicated."

- More support for small business. Work from home coffee shops. Road maintenance. More patrol for speeding on unlined roads.
- Better schools.
- Activities, Stores
- More retail opportunities
- Affordable housing.
- Amery is a nice place to live overall, though I feel there is more to be done that can improve the quality of life and longevity of people and families in the area. We need to attract young families to the area and a large limiting factor is housing. There are limited options to rent a decent place in Amery for young professionals or young families. If they happen to work in Amery, they are likely looking to New Richmond and other areas for housing. We need a modern, mixed used apartment complex with retail spaces or daycare on the main level and modern apartments above. Preferably on Riverside Blvd and south of Birch St on the river with a trail that connects Birch St to Bobber Park. In a perfect world, the city would buy up additional land north of Birch St E and Riverside Blvd to develop into a river walk. Additional ideas is to develop a proper beach in town - whether at South Twin or elsewhere - because there is not a decent option for public swimming in Amery.
- "It would be of great economic value to the city to open up the stower trail for snowmobiles and motorized vehicles. This would connect a corridor for people to come from Dresser/Osceola/ St. Croix Falls. More equipment for the beaches in town for recreation. Even used or old playground equipment at a reduced price for more opportunities for kids. Expanding on Disc golf and their course, having small but fun recreational tournaments for tennis, pickleball and even disc golf to facilitate more traffic through town. Having multiple fishing tournaments on separate lakes throughout town. If planned in conjunction with Music on the River, it will draw even more people to the event and the city as a whole."
- "Affordable access to childcare. Affordable housing. Indoor recreation for families such as swimming pool or playground or skating rank. Someplace to shop that AFFORDABLE such as a Walmart Dollar General or Target. Where might we take yard waste? Fix the creek and flooding issues!"
- Need more things for young children to do
- my satisfaction would greatly improve if the attitude

APPENDIX A: INPUT SURVEY RESULTS

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

- towards motorized recreational trail use in and around Amery wasn't so negative. The Stower trail is a primary example of the narrow-minded thinking prevalent among a small but vocal group.
- Less drugs in the schools. Woman's clothing shop. Lower rent so businesses will come to our community and stay. POlice visibly...speeding is awful. More businesses coming to our community
 - A pool, employment not through employment agencies
 - Being part of a comprehensive plan to bring together municipal administrations to organize the community and small businesses towards maximum resilience.
 - More community wide events. Improve parks and walking paths. Increase diversity.
 - Lower prices, more options for quality goods, more options t eat out
 - Pool
 - Things to do for families, and youth. More affordable housing for Amery to grow.
 - More activities, more stores
 - More opportunities for families with young children. We love all of our outdoor options but instead of bringing a hotel to Amery I feel like a more reasonable choice that would help our current residents would be a better option.
 - There are many streets in Amery that need repairs. There are a lot of yards in Amery, that need some maintenance/ cleaning.
 - Lower prices on everything.
 - School taxes and spending are too high!
 - Better superintendent for the school. Limit on how long someone can serve on the school board. Parks need to be fixed up. Amery is very clicky
 - Property Taxes were reasonable when i bought my house, now it has doubled in a couple of years! Lower property taxes!!!!
 - Taxes are extremely high compared to neighboring towns
 - A splash pad for kids.
 - Quit trying to stay a retirement community and grow the business aspect of this town so the younger generation wants to stay and contribute
 - More variety in businesses being opened. Yes this is Wisconsin but do we really need this many bars/liquor establishments? We need more variety in restaurants, affordable housing options for ALL AGES and working class people with and without families. Things to do without having to go to Minnesota.
 - I feel Amery needs bigger business.
 - Entertainment for family like a comedy show
 - sidewalks need to be fixed in alot of areas,there is grass growing over several sections and people are parking on them
 - Less bars and more family style restaurants. Most roads in Amery are in terrible condition, including Hwy.46 leaving Amery going North. Property taxes are extremely high and becoming unaffordable.
 - More options for the kids in summer- pool, splash pad, something water related.
 - Business owners working together to benefit all of us and the community.
 - Taxes are much too high.. We are the city of Lakes but can't use our beach..
 - More senior housing. Public swimming pool like New Richmond. Not getting robbed at the grocery store with their high prices. Better city managers
 - "They overspend and raise taxes too much Trying to big a big town and losing the small town feel"
 - Property tax in Amery is getting too high. Because we live on a fixed income, we may be forced to move.
 - 1 or 2 less bars, better shopping, recreation for teens, clean beach and water, better seasonal options.
 - "Things to do for my children. Three boys, 8-12. We have to travel for activities. No pool or water things. The parks in town are for small kids or straight walking. Movie theater"
 - The Amery politics is ridiculous! If you don't have the right name, your family doesn't matter. I had heard it from a patient I had before moving here 20+ years ago. I didn't believe him. He was right.
 - It is not affordable to live here anymore. Hence the reason I am looking to relocate. I think lots of areas can improve. We don't really have much here to draw people into the town. We have horrible spending habits, which is making the taxes go up and up.
 - Removing those ridiculous stop lights in town.
 - More trees, garden spaces to enjoy picnics, wildlife and natural surroundings.
 - Community pool, shopping for something other than gifts (like clothing or shoes), a high quality/local food/natural/ organic dining experience
 - "Working remotely from a coffee shop or cafe is becoming increasingly popular, highlighting the need for more places where people can escape, work productively, and support small businesses at the same time. A community pool or a clean, monitored beach "
 - More things for families to do
 - I love this town. I would like to see some fun activities for the youth. A pool ,skating rink ,or Gocart track put put golf!!
 - We are small business owners and would love to see more life in the downtown community. Driving activities and events to this area on a monthly basis.
 - A beach for swimming within Amery.
 - More opportunities for young people to move here and send their kids to school here. This means good paying jobs.

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

- There is not much things for children to do would be nice to have a nicer park for little kids or some sort of pool or splash pad as well as a community center focused on littles
- I want to see down town Amery brought back to Life like Balsam Lake.
- Tell people not to pass any monies requested by the school district. Sure, if you do not have regular schedule for maintain building, you can claim the need of massive amounts of levies on taxes.
- There is nothing to do here for people with families that don't drink. Everything is geared towards those who want to get drunk and party. Multiple bars, beaches that are not groomed, old skatepark equipment, etc.
- Lowering my monthly escrow that you just raised 200\$ a month...
- High quality well kept facilities for recreation and activities for our family and kids. Things that keep us in town vs having to find those amenities in other communities. Like a pool for leisure and swimming lessons. Possibly a splash pad. Another park with a modern (nicer) pavilion that can be utilized for gatherings. Maybe Soldier's Field property could be transformed into a new park since it can't facilitate housing or structures due to the recent assessments? (Consider moving the dog park to this location as well? Get the park funding on a regular rotation in the budget for upkeep and upgrades.
- "I wish the grocery store owners thought more about the people they serve and not their own significant wealth. I wish they found more joy in feeding people than tax write-offs for throwing food away. I wish they did not capitalize on holidays and crises as an opportunity to INCREASE prices. The ""Save A Lot"" store is even more depressing and outright shameful. The food is rotten and subpar. They ought to be ashamed of themselves for tricking low-income families into believing they are getting a deal or opportunity. This practice is insulting, maddening and overall cruel, actually. I take my large grocery trips elsewhere. "
- Growth
- Would love to see more things to do, theater, bowling alley with more than a few lanes, also clothing stores, jewelry store, more massage therapy options.
- "The tax situation really needs to be looked at in this city because many folks are beginning to not be able to afford to live here. The skatepark could use new surface wood. Specific wood called ""Skatelite"" is what is on the ramps currently and is better than plywood or Masonite wood for holding up through extreme weather. There's an even better type of ramp wood called ""Gator Skins"" that would hold up even longer than the current wood on the ramps did. That skatepark is very important to me and so many others and would love to see it still being enjoyed by people of all ages. Those are my 2 complaints. Otherwise I love Amery!"
- Main Street the way it was. More reasonable places to shop instead of thrift and junk stores. Less town politics involving big name people making stupid decisions based on their beliefs or how it lines their pockets more. Better city crew that know how to plow and are actually out during the day doing the work they are supposed to do! Will be moving out of Amery soon so my opinion since it doesn't line up with most of the others won't count.
- Indoor pool for year round exercise and recreation. Also would stop the bussing of our kids to other communities.
- Affordable Grocery store. More industrial. Better signage and parking
- Better park facilities, more public art.
- More things to do around town. Shops businesses parks etc
- Community pool
- "Recreation Center
Indoor Pool
Outdoor Pool
Indoor Farmer's Market (during the winter months)"
- The housing/taxes have skyrocketed and have become out of control. My wife and I can't afford our mortgage payment anymore. Our taxes have gone up consistently over the past three years. I'm not sure who's in charge/to blame, but this is ridiculous.
- More places to rent for young couples/families to get the city to grown rather than just retirement/assisted living or low income. It's tough to find anywhere to live in this area since the housing market is so competitive.
- Housing affordability.
- ROADS.
- "More restaurants
Walking trails around the city"
- more stuff to do more restaurants or coffee places like starbucks
- More acceptance.
- The city of Amery needs more hiking biking trails that are designated for that. The stower is great, but it is a out and back type of trail. Something that showcases the town and the lakes in this town. We also have many parks, but the parks that we have are not good for kids. I drive with my kids to the Washington County Parks all summer to have a fun and safe playground and beach. We need to invest in a beach that is nice and staffed with a splashpad and other amenities to bring people to Amery. It seems to me if you have a lot of money Amery is a great place, but there isn't a great amount of opportunity if you don't have money to use the resources.
- More fun opportunities for the youth during the winter and

APPENDIX A: INPUT SURVEY RESULTS

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

- better parking lots at the places in town
- We need some sort of community center with a gym, daycare, activities, pool, etc.
- Better weight room at Amery Schools.
- fixing roads and having less opinionated writers on our newspaper
- I'm pleased with the schools. I would move out of the town if it weren't for the schools. Taxes are high. Amenities are low. Affordable, decent housing is non-existent. There always seems to be plans for housing or business that never come to fruition (e.g., housing where the dog park is, housing development off Sundance, business park off of 46, a hotel...). The city makes a big deal of things but doesn't follow through (e.g., the "Walkability Study"). The City government has seemed to be a mess for quite a while, which does not instill confidence. We are the City of Lakes, but none of them are useable due to swimmers itch.
- North Park upgrades
- We need an affordable grocery store like Aldi. Dicks is way to expensive.
- The downtown area leaves much to be desired. No decent shopping or restaurants.
- More things for young people to do.
- Find more in town activities for youth or youth ran organizations, most of the time if you're looking for a good time your hoping you can find someone with a car and enough gas to get to Walmart and back.
- I am very concerned about the rising cost of property tax and declining population in the city and the county.
- Better options for grocery stores (think Whole Foods, Trader Joe's, or River Market community co-op in Stillwater), better post office service, more childcare options, a beach on one of the lakes or a pool (where kids can take swim lessons), pickleball courts (looking forward to the new courts), more and/or improved playgrounds for children (including skate park).
- Amery needs more things to do, for example more outside activities or pop up festivals when weather permits. or indoor areas too. I think that is what people talk about most when the town of Amery comes up, is the limited amount of activities there are around here.
- More restaurants.
- LOWER TAXES
- More retail with an emphasis on Natural. I miss Farm Table! I LOVE Art Z Gallery and Z Orchard and Bittersweet Homestead <3
- More activities. More single family housing. Less catering to elderly and low-income. The community is not growing.
- Lower taxes.
- I would like to see Amery become a fun destination place. A place I could invite friends and family to visit. I LOVE the summer music, Amery's Price is Right and Fall Festival. Thank you for all the work that goes into that, but what can we offer on the daily?
- "Clean up parks, landscape, stain and paint buildings, we have great facilities, keep them that way. More police traffic at parks in summer. The kids run and cause trouble without more supervision. Hold them more accountable for behavior and curfews. Improved roads (cleanup pot holes) We need more housing and day care for families."
- Shops open later for working families. Less drive to factory stores
- Public beach or public pool
- As an employer, having affordable housing is key to continuing to attract new employees.
- Property taxes are very high and continue to increase. It makes affordability more difficult and likely prevents new families from moving to Amery. It's also hard for small businesses to thrive in our city. I'd love for downtown to have more thriving businesses. Grocery costs are outrageous.
- I have always felt we needed to improve our parks in Amery. North park is really the only option and it is lack luster compared to nearby towns. My children are older now but a splash pad and nicer play park would be a huge improvement. Also a better skate park for youth and/or the installment of a pumptrack for bicycles. Similar to one in Cable or Eau Claire. Osceola(through grants and donations) just put in an amazing skate park last year. All would give young families and youth more to do outdoors in Amery.
- "Parks for kids, maybe a splash pad. I believe that furnish the summer either pike lake or north twin should be no wake, so people can use their boats in one while the other people can chill in the other lake without waves."
- It would be nice if Amery had more opportunities to purchase condos or townhomes (other than HUD Housing apartments) to live in when they feel their large family home is no longer doable and want to downsize after they have retired out.
- More affordable housing.
- Taxes are incredibly high for a small town. I feel that the trade-off for what I pay is incredibly low. The city has a ton of potential--it's location on the water and friendly, hardworking people and great schools are all wins. However, the lack of businesses downtown, the fact that in the city of lakes there is no good place to swim, rent a kayak/canoe or sit by the water and have a meal or coffee keeps people from really enjoying the city. Also, there seems to be a lack of planning to expand the town--I lived outside of Amery for a decade because there was no quality rental available for me to live in. In the nearly 15 years that I have worked in Amery,

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

- the city has seemingly made no effort to fix this problem.
- More activities for kids (pool, splash pad, another playground for younger kids)
 - "Clothing shops
Ethnic foods
Kids activities
Vibrant downtown"
 - When I was enrolled in Amery School District, bullying was a major problem. Many many many people in the area know Amery is known for its high levels of bullying amongst kids. The schools need to do better with teaching kids how to be good human beings.
 - There is very little for families to do in Amery and we are constantly driving to other towns for entertainment. Specifically, we drive elsewhere to swim because the beaches in Amery are very gross, filled with goose poop, and have chiggers. We love in the city of lakes and Jane to drive elsewhere to swim. It's insane. Also the parks are severely lacking and sometimes dangerous because they are not maintained. For parks we also drive elsewhere taking our business to other towns which is a huge shame
 - Clean up the drug problem. Meth seems to be a recreational hobby.
 - The need to stop raising taxes!! They are greedy and it is hurting the community! I no have respect for amery schools district due to current administrations of how they are treating the concerns parents when it come to curriculum that is not appropriate for education, the administration ignores the taxpayers of their concerns and no consideration. The enrollment continues to declined. The people in amery needs to wake up!
 - Road quality, less stop lights
 - Better trails and outdoor use. Take back the land around the lakes and river. What a waste for the city. Amery could have been a top destination but the city has no ownership of the water they advertise this city to be about. We need walking trails.
 - I wish that Amery had a clean safe beach for the public to use.
 - stower trail should be open to snowmobiling
 - "1) Attract businesses that need to hire employees. Not service but manufacturing.
2) Improve sidewalks. Put side walk all the way to mall/south end of town.
3) Improve snowmobile access by making Stower snowmobile friendly.
4) Slow down/stop out of control spending at school districts which causes are taxes to go up."
 - Need more industry and shopping options
 - "As an avid snowmobile and UTV user, it would be a huge advantage to have the Cattail Trail expend beyond Amery to the West. As it stands now, we have two trails, one motorized and the other non, that dead end in Amery. Poor planning.
We travel all over the Midwest and almost all the trails we ride are multi-use and there are no issues.
Having these great two trails travel through the City would bring more tourism to the area. Most do not understand the nature of the motorized sports, the trials are not just for local travel, but for long distance; and the repurposed rail beds provide the main arteries for such travel, bringing welcomed business to the community; restaurants, fuel and lodging.
In my 30+ years of residing in Amery, it is clear the community is satisfied with the status quo and has little interest to grow. During this time, we've seen the population of the City increase by 200, while surrounding areas are exploding. This is the sign of a dying community."
 - "Rec center similar to new Richmond. Access to ALL trails with snowmobile and ATV.
Swimable beach on north twin or pike lake."
 - Keeping taxes low. Allowing business to operate in a way that sets them up to thrive. Heard that the Town of Lincoln severely restricted Waterside/Mixed up due to a few comments outside of the town hall and did not take into account the overwhelming opinion of those attending the meeting. Music was one topic.
 - Ability to make a big loop on atv and somewhere close to swim
 - Less after bar noise in the street
 - "Embrace Side-by-Side and Snowmobile friendly tourism more
Also, your Community Club is more of an exclusive secret club..... I don't think you realize it but it could use some improving in regards to who it communicates to/with."
 - Less bars and more youth programs
 - By allowing more businesses in to add competitiveness to the already monopolized businesses.
 - Opening the stower to motorized vehicles. Make Amery a destination for utvs atvs and snowmobiles. Cater to the people bringing money to spend in our town.
 - If the stower trail was open to snowmobiles so we could ride from nye to Amery to eat out.
 - make a safe multi use trail that goes west from downtown so I and my grandchildren have safe access to / from Amery downtown businesses. One that can be used by all including ATV, UTV, snowmobile and horses.
 - More things for families to do
 - A hotel, large shopping center, more recreational trails for connecting trails
 - There are wonderful trails in the area that I have snowmobiled on. It would be great if there were walking or biking trails that connected to the existing trail system. As

APPENDIX A: INPUT SURVEY RESULTS

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

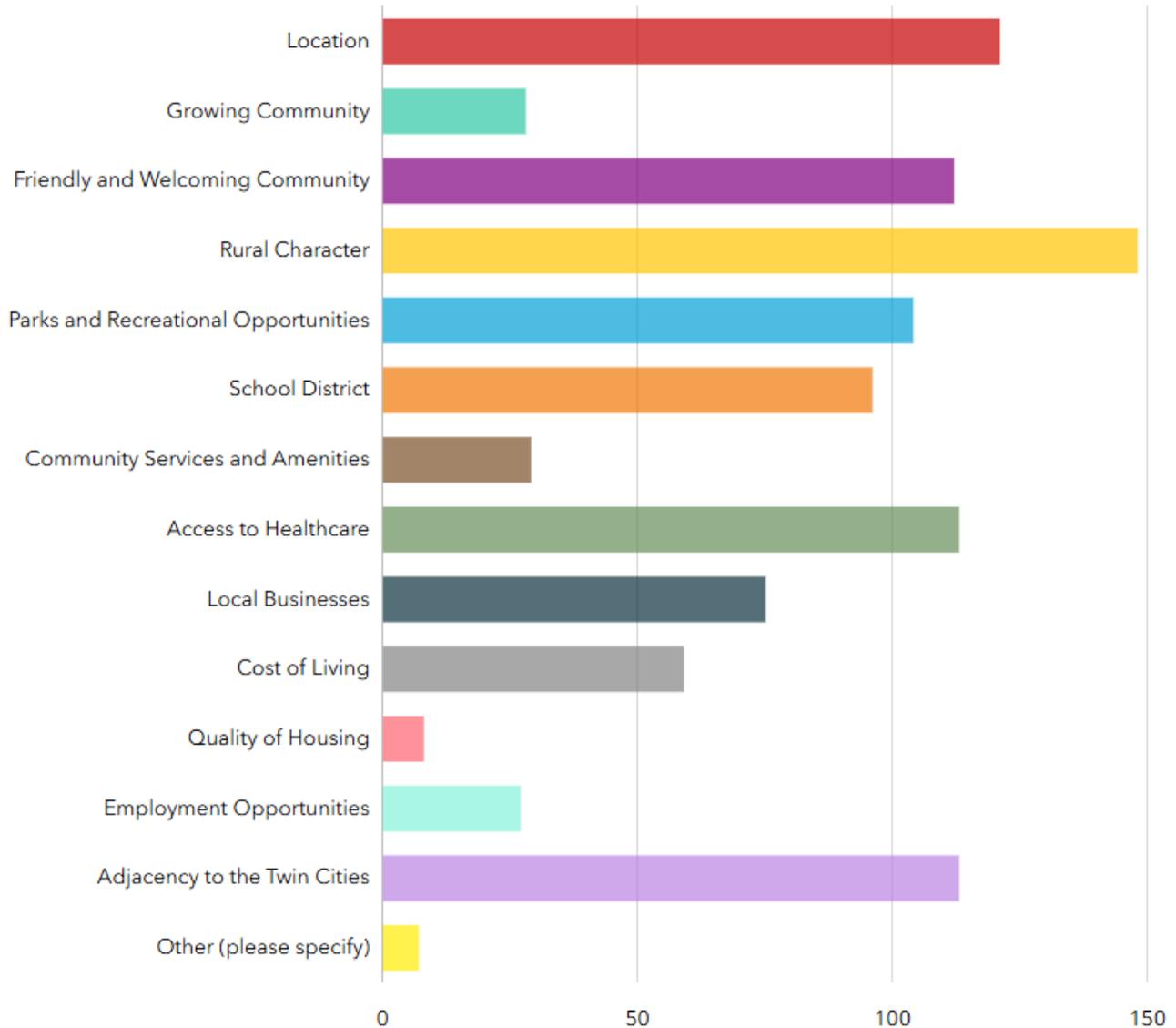
- it is now, I have to drive to a trail access point or walk on the shoulder of the highways (like F or 65). I don't always feel safe walking on the shoulders due the speed of vehicles on the road.
- "Pickleball courts
Access to Stower trail for ATV/UTVs
Improved sidewalks/more sidewalks throughout town
More restaurants
Swimming pool in school system"
 - Lower taxes
 - Not so conservative. And something easier to accomplish—a swimmingpool
 - More activities and recreation, more diverse population
 - More outdoor recreation on the lakes and rivers. More shopping and entertainment opportunities. More restaurants.
 - the cost of living is to high and rent is to high
 - Amerry needs a pool and/or a splash pad. We have to travel outside of amry frequently to utilize this.
 - I live in Turtle Lake and work in Amery.
 - more things for residents to do year-round. trails, pool, activities, more daycare options
 - "1. Affordable public transportation option
2. Somewhere to swim or a splash pad. "
 - "I have young kids, and I wish there were more opportunities for parks and activities for them. The only public playground is at North Park, and it is in rough shape. I wish there was a splash pad or some other outdoor water activity. We often bring our kids to the playground in Deer Park because it is way nicer than anything in Amery, even if it is smaller. We are the City of Lakes, and yet there is only 1 public beach that I'm aware of for swimming, and no one uses it because they get chiggers. It's a bummer. Also, we need better internet."
 - More activities for children, adults, etc. Limited sidewalks which prohibit walking safely. Limited outdoor activities during long winter. Limited sports centers and spaces. No pool.
 - Have more things for families to do for activities. Have a place to shop for groceries and other necessities later at night.
 - more shopping, affordable clothing/food
 - It would be beneficial to have increased & improved family friendly activities available. Aside from extra-curricular activities through the school, Amery doesn't have much to offer families, especially those with young children; most have to drive to surrounding cities to go have fun. North park is in desperate need of an upgrade, especially when you compare it to Mary's Park in New Richmond. Would be nice to see more options at the playground for children with disabilities or sensory needs. A splash pad or community pool would be ideal for residents that don't have access to water sports or water that is clear of swimmer's itch.
 - better things for families to do with little kids.
 - I would appreciate more outdoor activities for children.
 - Lower property taxes. The amount property taxes has increased over the last several years is despicable. I am sure this is a huge deterrent for younger couples and families moving into the area.
 - Pool
 - Restaurants, Theaters, and smooth paved paths for biking and jogging.
 - More activities for kids to do especially during the winter months. An indoor pool would be great.
 - Improved public playgrounds and areas for families with small children. Especially indoor options for the long winter season.
 - Amery NEEDS more daycares and young family amenities!!!! Glad to hear that a larger hotel for out of town guests & sports teams is coming, but when? Amery NEEDS a large fitness center with an indoor pool (similar to the Centre in New Richmond). We do not need an outdoor pool, needs to be indoors so it can be enjoyed year round, not just for 2-3 months out of the year. The fitness center must have child care provided so that parents can get healthy. In addition to a fitness center with pool - Amery needs to focus on improving their sidewalks so that they can be used with strollers. Amery is a beautiful town!! Please note, we don't need anymore bars on main street!
 - More accepting on diversity and inclusion
 - "Hate what they did to main street. No right turn lane by family resturant to go to school. Loved the 2 lanes in each direction, hate that it's only one lane now."
 - Although I love this community, I have found it is becoming expensive to live here! My property taxes have almost doubled, utility rates (water, sewer, garbage) have increased significantly despite my efforts to conserve, and local grocery shopping is costly. There are no fixes for the first two problems but getting an Aldi in this community would be great.
 - No Uber here? no taxi service? need a car repaired? or a plumber? Good Luck you'll have to go out of town for that. internet service severally lacking, power goes out of the wind blows. big meth problem in this town, crime, general sketchy atmosphere. I feel like people live in poverty here as where is there to work? The houses on keller need repair.... gives city an overall junk vibe. I'm not trying to be mean here.....this is what I see as an outsider who moved here for work.
 - Grocery prices are unnecessarily high
 - Improvement with the school district. The school board is a

9) If applicable, what would improve your satisfaction with Amery's quality of life? (cont.)

- puppet for the district administrator. Stop wasting taxpayer dollars that are in say, the police department budget to build pickleball courts for the mayor to play a game.
- "Better affordability of everything :)
- Access to more basic shopping needs in Amery. Do not like going out of town to shop"
- Eliminate the bicycle lanes in town. They're a nuisance.
- Improved parks, access to a pool
- "Fewer chemicals in city water
- Lower city tax
- A school that encompasses the cares of local parents"
- A lot of the roads in the area are in poor condition d/t weather & traffic. Improving those would be helpful.
- I'd love to see more local enthusiasm with regard to the very unique qualities of Amery: rural setting with great roads; welcoming businesses; scores of nearby family farms; homes and farms nestled among rivers, streams, lakes and hillsides; easy access to Stillwater and Twin Cities; great library; terrific art gallery; growing number of restaurants; new bakery.
- More things to do
- "More support for active community members. Walking trails. Keep sidewalks clear and safe in the winter. Most of them are hazardous at best in the winter months. Swimable beaches."
- Amery needs a pulse. The parks are weak and underutilized- and the area is not geared for younger families. Franchises other than McDonald's would be outstanding. A Little Caesars would be PHENOMENAL.
- I was hoping to have a place to rental bicycles and paddle boards and now you have it! I only stay in my furnished rental in between tenants but I sure enjoy the local activities and bars and restaurants. The people are amazing. The tenants I've worked with, the local contractors and stores that help me run my business,, I can't say enough good.
- "A splash pad
- A swimming pool"

APPENDIX A: INPUT SURVEY RESULTS

10) Please select the top three (3) CURRENT qualities that you believe positively contribute to Amery's quality of life.



Other responses:

- Great library! Great drug store!
- All of the special events.
- Lakes and river
- Sorry I couldn't pick just 3
- Great local hospital

11) If you could change one thing about Amery, what would it be?

- reduce the cost to live in Amery
- To have it not grow!
- A recreational facility for youth
- Amery is very welcoming, but not really open to new ideas. Too much of an “old boy” network.
- The school district
- “1.MAINSTREET- absolutely a joke. It has made winter maintenance an absolute disaster.
1.1 Willingness and more open to change“
- Use the money raised over the years for a pool or splash pad.
- We seem to cater to the ageing members, need to focus on family and youth.
- Cost of living in Amery is high.
- The mindset Amery should not grow.
- Restaurants. Not fast food, but something like a Supper Club
- Same as above! Adding a recreational space for families to enjoy would be amazing.
- There seems to be a lot of disconnect between age groups, interest groups etc. I came from a smaller town of 10,000 people and I’ve never seen anything like this. From the stower trail dispute with snowmobiles, the past mayor issue and employee, judgement about liquor licenses, etc. I’m surprised it’s not more of a community all around.
- I would turn Hwy 46, as it goes by North Twin, into the best swimming beach and park in Polk County. If you go back far enough, Wisconsin Ave in that area, used to be Hwy 46, so it’s not impossible. Start with a simple beach, then raise the funds for a pool and/or splash pad. This would make it very visual from the Hwy, and be a major draw to town in summer. Businesses would also reap rewards by increased traffic to the area.
- Smart growth. Lower taxes.
- I would lower or eliminate property taxes for anyone living here longer than 10 years.
- I wish the City was more fiscally responsible - spend their money better for needed and wanted services, etc rather than “waste” it on things that do not help the entire community (recent “waste” example - Pickle Ball courts - only benefit a small part of the community). Over-spending (what appears to be) has caused an excessively high mill rate, which has eroded the affordability to reside in Amery. Also, it seems like they should not have purchased the former Bremer Bank building - it had known mold/water issues so building new (for the City Center) would have been most cost effective in the long run.
- Address bigotry in the community and schools
- Lack of family friendly activities
- taxes
- Another daycare center similar to The Clubhouse that can take many children and are affordable for families working in the area.
- We need a pool. And more options for food.
- I wish it had more things to attract people to visit here.
- Stop the growth in low income housing and liberal leaning tactics
- Change the way the schools operate
- More housing, job opportunities and activities for younger generation families
- Wanting to expand and take away small community. More stuff for kids to do
- City needs to bring in more employers and more housing for families
- Cut down on all the parks that shower created and update the sewer do we could get more factories
- How frequently businesses over turn. How can the city help more? How can we get the theatre sold?! No empty buildings!
- Lower property tax and more affordable business rentals.
- Main Street! I absolutely hate the new layout of the main drag! I wish they never would’ve gotten rid of the 2 lane system.. the new layout is completely incontinent and the bike lane is completely useless!
- Utilization of grants to improve parks and waterways.
- Stability in government.
- More to do for young families.
- Cost of taxes
- The fucking TAXES being to high
- More affordable housing for families.
- Build a community pool
- The adverse push back against change
- Eliminate bump out sidewalks, they obstruct driving and parking.
- More housing and employment
- Kid activities (not another park!)
- Indoor pool
- Improved green spaces, parks and recreational areas. They all look run down, not cared for or kept up. Perennial beds, splash pad, more picnic space, swimming again in South Twin.
- If I could change one thing there would be more shopping
- Keep our tax and utility increases in check!
- Better internet services
- New playground at North Twin.
- Provide alternative services.
- Speed limit from dragonfly greenhouse into city. 40 mph from dragonfly to where co. road F goes west, that area should be 25 mph
- Too much petty whining about schools and city council.
- Negative attitudes. Witch hunt towards school and city members.
- “A nice, affordable small biz coffee shop!
Lower priced groceries“

APPENDIX A: INPUT SURVEY RESULTS

11) If you could change one thing about Amery, what would it be? (cont.)

- “Better schools.
The poor welcoming of families from other places.”
- Sidewalks
- I wish there was more focus on young families. Many of the choices made do not take their perspective into mind.
- The good old boys club needs to go away.
- Change the small town thinking and attitude.
- Again, affordable housing.
- Housing. Housing. Housing. Amery needs to heavily invest in bringing housing to the area - multi-family housing. Townhomes, duplexes, and apartment complexes. This will no doubt change the fabric of Amery but incredibly important and it can be done responsibly. A great example of this is River Prairie Park in Altoona - it is a mix of apartments, retail, outdoor space, and parks and is beautiful and blends in great with the natural environment. Walking trails, art, gathering spaces, etc all while honoring the history of the area.
- Being more open to folks coming in from outside of the city to help build and promote the things going on here. IE. a twin cities business looking for a new, affordable spot for business ventures.
- Creek and flooding
- Bring in more Apartments not for elderly or low income. For everyone.
- The attitude towards shared use of the Cattail and Stower recreational trails. These trails both have much unrealized positive benefits for the city of Amery. Better cooperation between the various user groups and better cooperation between Amery and Polk County on the management and security of the trail heads.
- More housing opportunities for middle income
- the roads suck, and cost so much \$ in damage to vehicles
- I would change Polk County's restrictive stance and policies around farm stays, camping on ag/recreational property, and what type of short-term rental(ie AirBnB) is possible. Despite having 130 acres with almost 1 mile of Apple River frontage, going through the conditional-use process with the county seems cost-prohibitive.
- More diverse population.
- School district that works within a more realistic budget. Right now its too expensive.
- “Out of this list sadly I can only chose 1!
Activities for families and the youth.”
- home taxes
- Addiction of family friendly options for play and fun. We are an amazing community but a pool or a better park or indoor park center would be incredible.
- More transparency in the City Council.
- Stop school spending
- Less corrupt city council, school board members. Stop doing things in the area without the knowledge of the residents. Put the residents needs and wants first not the personal feeling of city council or board members. Get rid of the red coat group.
- Fix the side walks!
- Don't do any more low cost housing projects
- Go back to 2 lanes in both directions. Planning and execution of the new road system is terrible
- City government and department heads not being adaptable. This is 2025, we need to think like that. Things can be done digitally now, we're not mainly a retirement community now. Think of the younger generations and how they live these days.
- Business industry needs to grow.
- We need more jobs to attract families
- the tax and spend attitude of our city and school needs to be stopped
- Businesses never stay.
- Take care of your neighbors and support each other. Not for the good of one but for all.
- Quit spending money we don't have and then putting it back on the taxpayers..
- More responsive city council
- Scale it back!
- Lower property tax by implementing stricter cost controls the city and school district
- More variety
- See above. Young people activities.
- Look at everything and everyone around you. Decisions need to be made that benefit all. Your sidewalks are crap! But hey you've got bike lanes. It's not safe for kids to cross the street downtown or walk to school. So where are our priorities? Bringing outsiders in to stop in Amery once or twice, or to the families who live here. The library is a joke and a dungeon
- High taxes
- Remove stoplights
- To have a community pool/ splash pad or somewhere clean to swim. It would also be nice to have a real bakery open again for donuts/ breads, not just fancy dessert.
- Create garden & water feature/duck pond and to North Park with more trees, native plants for locals and visitors to enjoy.
- Adding a community pool/rec center
- clean beach on north twin and a pedestrian side walk adjacent with deronda street from Golfview lane up to 105th st
- Better grocery store and more restaurants
- More family and kid activity opportunities - beach, pool, indoor play space, etc
- More available affordable shopping options. Stores other

11) If you could change one thing about Amery, what would it be? (cont.)

- than gifts, antiques, and junk stores.
- More activities put on by the community and no more offices in downtown area ... drive business interactions.
- Outside dining
- Make 4 traffic lanes through 46. Put bike lanes on Harriman and Riverside
- Get more people on board with making Amery better for the betterment of all, not just for their own selfish reasons. I would like to be able to get all of the things that I need here and I am willing to pay a little more for the convenience of getting it here.
- More little kid friendly some sort of water feature
- I would create a community center with an indoor pool, indoor playground for the long cold winter months for families.
- "Find a new editor for the Free Press. Print information regarding election at least four weeks before elections Dsyop boring got the best. (Doctor, teacher, drug store, etc. this is a divisive, bias, activity."
- I've heard Amery referred to as the town that businesses go to die. Take a look at towns like Balsam Lake that offer nice restaurants on the water, fun axe throwing activities, cute coffee shops, etc.
- Lowering the cost of living
- Cheap mentality due to poor Budget planning for the future. Infrastructure and items aging, everything has a projected life cycle, this is pre-known and therefore can be budgeted into the future. Examples are endless: Parks: Playground equipment, Skate Park, Basketball court, Tennis courts, Pickleball courts, Park benches, Picnic tables, pavilions. The life cycle of our city includes Fire Trucks, Waste Water Treatment Plant, Roads, Bridges, City street lights, and the list can go on. This all needs to be scheduled into the budget...it can be projected out many years to know when items need to be scheduled into the budget so that we as a city are not scrambling and having to raise taxes or look for million/billion dollar loans!!
- "I wish they would stop trying to be like larger communities. We are not New Richmond or Osceola or Hudson. We don't have the same kind of people. The desire for change does not match the reality of what it takes to do that. This community could stop comparing. Instead, they could actually embrace what is here. We are not growing, so let's make what we have the BEST. Celebrate our old buildings, historical areas (not tear them down); Be clear with people who want to start a business here who their demographic is! Tell them what works and what doesn't - stop with false hope. Make better, what is already here. Our Main Street is where the focus has to be. Anything outside of that does not make it. Let it go. Please, please clean up the empty stores on Main Street. Please cover the windows or rid the windows of garbage, piles and otherwise visually unbecoming storefronts. It's embarrassing. "
- Growth—more useable stores (not craft/second hand stores), less taxes, more employment opportunities.
- More recreational opportunities
- Lower taxes somehow.
- More things for kids to do
- Needs a community indoor pool and other indoor recreation for the winter months (a dome over the new football field would be a great addition
- Politics and taxes
- More affordable housing
- Severe shortage of housing rentals and homes
- I would change how our city is run and managed. Our city council needs overall better leadership and transparency. I'm sure Elon and DOGE would be absolutely mortified with how our city has been run. Also, the people on the Women's Club board are difficult to work with. They have mistreated the people who want to bring pickleball into Amery. They need to be replaced with people who actually will listen to others who want to enhance the town.
- Become more friendly for the younger population.
- Stronger, welcoming, and positive community
- More businesses
- more stuff to do
- the roads
- The people
- Access to hiking, biking, and being active (paved trails not on the roads and not a out and back). Parks that are more geared for kids with splashpads. A beach that all can use.
- school
- school
- Adding a raisin canes
- We need some sort of community center with a gym, daycare, activities, pool, etc.
- Fix the road (46) coming into Amery by the ToGo (used to be Speedway) gas station - it is quite a rough ride
- I would like to see Amery expand to include younger families. Our community is based around retirement, which is great, but we need more for young families. One example would be walking paths or better sidewalks and parks or recreational activities. My children were very young when we moved here and I had to go elsewhere to find a pool, community center, parks, paths etc. for us to be outside.
- having better schools and also more things to do outside
- Cost of living is very high for the amenities.
- better north paaark
- The library has a very liberal selection of books. It would

APPENDIX A: INPUT SURVEY RESULTS

11) If you could change one thing about Amery, what would it be? (cont.)

- be nice to have books written by Thomas Sowell, and other great American authors who are conservative.
- More affordable housing. Taxes have gotten out of control.
 - The people
 - The people in charge. Don't spend money on stupid stuff. Paying officers more.
 - "I would put a focus on family opportunities and assistance, things like resources for new or struggling families. Taking opportunities to not only educate youth but turn them into active members of the community, lots of kids don't even know half the stuff that they could be doing or could have done here in Amery."
 - Amery really needs to invest in it's housing. The city and surrounding areas need to start getting serious about creating housing developments. At this point there is no place to build a home if one wanted to move here. This problem has been around since we moved here in 1996.
 - The grocery stores
 - If in a world i was the mayor, I would suggest they add a playground or something at danielson park, their is so much open space that could be utalized for a great big functional playground with maybe more to offer. The park is very scenic and i think that people often overlook it or do not spend enough time their since their isnt much for activities. Playground or weither its another idea, the space their should be utalized!!
 - Kayak launch for lakes.
 - LOWER TAXES
 - Affordable yet nice apartments. NOT government subsidized! I know 5 single women in the past 12 months who tried to stay in Amery. There was NOTHING. To me, that is a travesty! They went to New Richmond, Clear Lake, Clayton, and Star Prairie. Their kids were in the Amery School system and they had to either switch schools (doubly traumatic because the move was due to their parents getting divorced) or open enroll and have the burden of providing transportation while having a full time job AND the extra gas cost of commuting to Amery. This situation is actually discriminatory against divorced mothers; a real blot against Amery's reputation. I've been told that is because of zoning laws. Well...change the zoning laws, please!
 - Less catering to elderly and low-income. Amery has always been known as a place for old and poor people.
 - Let more business in and let it grow. Rejecting Walmart and etc won't help no one.
 - More affordability, lower property taxes, etc.
 - It seems some current business owners get crabby about new businesses coming to town. We need to be welcoming and grow!
 - "More housing.
Improved day care
- Clean up beach
More things for kids and families to do."
- More modern
 - get rid of the chiggers in South Twin so you could have a public beach there
 - A more robust and vibrant downtown. We need just a few more options for retail, restaurants, hotel and a community pool.
 - Enhance North Park. It's such a great location and hub for families but it lacks presence of law enforcement which makes it feel unsafe to bring children alone. A splash pad would be a great addition for little ones in the hot summer.
 - Mostly what I stated above. Just more opputunity for our youth to be outside that doesn't include a basketball, pickleball or tennis court.
 - I belive the town has a lot of potential but I believe that a lot of people isn't up for a change, see balsam lake, is smaller and has better infrastructure, wich leads into visitors. I don't belive amery has that much to offer, and I say this a foreign person that travels year round.
 - Make it more attractive to industry that would have well paying jobs and be attractive to young families.
 - More affordable housing
 - More activities for children and updated infrastructure like better cable/internet.
 - Resources, growth oppotunities, activities for youth
 - More vibrant town
 - More housing oppportunity for young citizens
 - Make it more family friendly. Growing families are the future if this town and they're being neglected
 - A competing grocery store, uber, Lyft, less meth, less crime
 - Decrease the taxes and stop ripping off people! The school districts need to be investigated
 - I'd remove the stop lights on Main Street
 - "It's the city of lakes
Enhance some of the lake front areas for more family type gathering and for families to enjoy the water. Usable Beaches, picnic areas, kids play areas."
 - The dump hotel by the stoplights. It is an eyesore and makes Amery look ghetto.
 - For a town that's referred to as "City of Lakes" it would be really nice to have a clean and safe beach for the public to use.
 - property taxes are too high, should be about 1/2 of what they are.
 - provide more housing for lower middle class families.
 - A large business development park that's sitting ready for new private sector business
 - The Red Coats would be replaced with a Chamber
 - More school choices.
 - Re-open composting area.

11) If you could change one thing about Amery, what would it be? (cont.)

- Add pool
- more daycare opportunities
- Better political climate
- Have it be more supportive of motorized recreational vehicles.
- Allow businesses to flourish in this town by reinstating the Gandy dance trail to motorized.
- Clean up the properties along Keller coming into town from the south
- The roads
- make a safe multi use trail that gives access from downtown to the West. We now have one that goes to the east - Turtle lake and beyond but no safe multi-use trail to the West
- Be more open to all people access to the Stower
- Better housing opportunities
- Minimizing wasteful spending ch
- Keep taxes as low as possible.
- Better restaurants
- The lakes need to be cleaned up so that they can actually be enjoyed. The parasites/swimmer's itch makes it until the lake cannot be enjoyed.
- Fix roads
- More options for housing and affordability
- Offer more opportunities for recreation and entertainment , particularly for young families.
- Add a pool or a lake appropriate to swim in. A dog friendly beach and keep the dog park.
- Highway 46 north of town
- More affordable housing for young, single people and families that do not qualify for any income-based housing assistance.
- I wish that our businesses didn't turn over so quickly. Thankfully some of them have survived more than a year, but it's always sad when so many go out of business.
- clean up the water ways
- Add a pool
- Have more community engagement
- Add more options for shopping.
- Swimming beach - it was such a fun beach back in the day - even with water itch. It would be nice to have the beach area open again and swimmable. Even if the beach was cleaned up to sit and watch the water. It is just so gross with goose poop everywhere that it isn't even enjoyable to sit at without planning on swimming.
- mroe parks
- Find a way to incorporate more family friendly activities/ businesses, so residents don't have to seek entertainment & activities outside of our city.
- Indoor pool!
- splash pad
- I would like to see the city take better care of there back roads and sidewalks, a lot of them are cracked or very small. Also the drainage system is very bad and there are some storm drains that are completely full of sand and other debris.
- More affordable business for Amery residents. IE we miss a store like ALCO-a walgreens or something similar would be nice
- More community activities.
- More affordable housing for young families
- More affordable housing. More apartment complexes for people who cannot buy. Housing in general is a major issue. Fewer bars in town. Community center for youth would be nice, something with a pool and gym.
- The bridge by the hospital needs repairs E. Griffin St.
- More opportunities for family and children activities
- More housing developments, New Richmond is constantly building and I believe if Amery started building more housing developments it would bring more people to Amery to help grow the community and nicer areas for families in the area to purchase. It would also attract more businesses.
- An area where teenagers can join together
- More areas for families with young children (especially indoor areas for long winter season).
- Less focus on retirement age needs and more focus on young families!
- "More open to people of color
More homeless shelters
More funding for alcohol treatment"
- residents who have garbage laying in the yard, this should be enforced.
- the main street
- Amery needs more affordable housing. This would encourage people to move here and work here which in turn would boost the local economy. We are becoming somewhat stagnant. Some new businesses struggle because there aren't enough people living and working in the area to support them. It's fine to promote tourism to bring dollars to our community but give people an opportunity to live here.
- the drug problem
- The narrative of being a retirement community.
- Stores stay open past noon on saturday
- Stop trying to be like the Twin Cities. Amery is unique for a reason. Keep it that way. Stop wasting taxpayer money. Maybe try to attract people that spend money in the community like ATV/UTV riders and snowmobile riders/ owners. A group of 10 snowmobilers would spend more money in one day stopping in town if the stower was open to snowmobiles than the Pickleballers probably do all summet.
- The negativity of many residents in the area.

APPENDIX A: INPUT SURVEY RESULTS

11) If you could change one thing about Amery, what would it be? (cont.)

- Road conditions need work
- Less suburbanization/urbanization
- “Put two traffic lanes through Amery, like it was before. Really idiotic now. Don’t need Bicycle lanes.”
- Eliminate the desirable characteristics that appeal to all the swampies that keep moving here and driving up the costs of local property.
- I think people would love it if there was a web cam put up to watch the Osprey nest by the hospital. The patients and/or people around town would like to watch chicks growing up. Maybe with enough cameras, more wildlife could be enjoyed by all on a TV channel.
- More focus on attracting young families - affordable but desirable housing (not multi-family units), access to childcare.
- “The current structure of city government We need transparency and accountability”
- Options for transportation like a cab for last minute or late night needs.
- More diverse housing for all income levels
- Have more opportunities for kids/teens like an arcade or something for them to do without getting into trouble
- That there would be more transparent cooperation among the city’s businesses and local farms.
- better side walks
- South Twin Beach. It looks so sad, like a memory of what once was and what could have been.
- Renovate the vacant bakery on main street.
- I would love to see the movie theater developed Comedy Night? Local plays? That would be fun

12) How would you describe your vision for Amery in 10 years?

- We are an island between Hwys 8 & 63 leaving the Twin Cities. It is a good place to be.
- Hopefully still small town friendly!
- A community that thrives like it used to 20 years ago bringing everyone together for the common good.
- We need to do something for the people who already live here as well as new housing and businesses. The parks need attention!
- “Return the Stower trail back to motorized use- trail it opens the connection to and from other communities. Which would create a lot more revenue than what it is used for currently. Welcoming and comforting to new businesses.”
- I would hope we finally have a pool and place where kids and teens can safely hang out...similar to The Centre in New Richmond
- Family friendly, options for shopping,
- My vision would see Amery with more businesses bringing in more workers to help with our tax debt
- Consolidation of schools. Not enough students to justify 4 buildings.
- Thriving downtown with identifiable aspects (art installs, attractions), more community involvement, affordable housing and daycare offerings, and bustling gathering spaces.
- Work on Tourism. Inviting people to the area to support area businesses, and trails.
- More housing!
- Growing and improving! Young happy families able to choose our small town and feel supported.
- Amery needs permanent businesses who can stay here and stay open. This town has really awesome offerings for our community and the surrounding. I think better collaboration about what Amery has to offer, and the marketing of it, would be nice.
- As a recreation destination. We have so many possibilities, and are an escape from the big cities. Covid showed us this is where people want to “escape” to!
- Additional housing options, additional childcare, and add industry in a way that keeps our smalltown charm. I would like to see better playground areas for our young folks. Somewhat of a WOW factor perhaps modeled after the school district. If we could add a water feature that would be great. Pool perhaps or a splash pad.
- Unfortunately, Amery is a dying community. Prices are too high, wages are too low, making it impossible for young adults to live here. With the city and school councils not listening to what the people want, lack of good employment opportunities, and very little for young people to do, most people are currently seeking other more affordable or more convenient areas with better school systems.
- Preserving a rural lifestyle while having good access to local amenities both natural and business types. Amery could be a tourist destination with our natural resources, but has never been built upon that historically / promoted - lacking both by local businesses and the City.
- A thriving, multi-cultural community, with a variety of stores, restaurants, and social events.
- Have small businesses thrive and increasing family & community options/activities

12) How would you describe your vision for Amery in 10 years? (cont.)

- To grow but keep small town feel
- More businesses, a clean and well kept main st- great street appeal. The town has a run down look.
- As a lifelong resident of Amery, I am hopeful that the next generations can stay or come back to Amery and continue to create the community feeling we've had for so many years.
- Progress. One word.
- A nice place to live, but also a touristy type town. A place that has put it's mark on the map before it dwindles down to nothing. A pool would be nice, but so would a swimable beach. Kayaking, canoing, more eating options. Unique stores. A place we are proud to call home and want to promote people to visit!
- If it continues on the track its on I will be leaving
- Hopefully still a quaint and quite area
- Growing and thriving hopefully. The town has a lot of potential and if taken in the right direction could really become a great place for families to reside and raise more generations to come.
- Keeping the small town vibes
- ntgood if it keeps going the way it us
- Major focus on tourism, building good quality fare, music, and arts venues.
- Growth - I hope!
- Same small town with a few more businesses/shopping opportunities.
- An upcoming suburban area that has been well maintained and family friendly.
- Increased food and shopping options
- More to do for younger families.
- I would love to see this community grow, more in the direction of Hammond. If Amery doesn't attract more families to this area, I am afraid to see what happens. When I started to work in Amery there were 7 classrooms of each grade level, now we are looking at 4 and next year 3.
- It will be empty if property taxes continue to rise, the roads need to be improved, and the city needs to improve on how they are spending tax payers money
- "Referendums from the school that reflect necessities. For example, the High School desperately needed to update the HVAC system, but the add-on to the elementary school was unnecessary. The amount of children attending the Amery School District is decreasing. Minimal rise in property taxes. The recent rise in property taxes is inaccurate and the city does not reflect the rise. More affordable housing for families and low-income families. "
- A community where everyone can thrive
- A slight modernization that would help bring in more young families, new investors and fresh leadership. Always something going on in every season with a great sense of community that is willing to try new things and accept new ideas.
- Continue with small town that's not a bedroom community for the Twin Cities
- Remain small
- "Younger families wanting to live here More industrially jobs available Pool i have helped raise money for that the city took"
- More playgrounds/parkw
- Growing with more young professionals
- Thriving, bustling & beautiful with a small town feel.
- More family friendly spaces and businesses. More affordable and low income housing to meet needs of increasing financial hardships of community members. Fix the sidewalk going down Keller past Amery Family restaurant. It's terrible and so hard to push a stroller on because it's uneven.
- it will never change with current people in charge.
- Growing, with more apartments needed. More low cost housing.
- More outdoor activities and filled empty buildings.
- Main thing would be the improved school district with a focus on education rather than social issues. The community deserves a district focused on growth in education and economic opportunity instead of social hot buttons. More open mindedness to truly listen to an issue rather than discrediting it completely due to disagreement and the simpler road.
- Still small town, no or very few big box store like businesses.
- Living somewhere else.
- More parks
- I would love to continue to see it grow and improve. A large amount of the city infrastructure needs to be updated much like the sewer plant needed to be updated.
- Expanded housing and retail.
- More affordable housing and nicer senior independent living facilities. Higher public school enrollment by bringing in livable wage jobs and affordable housing. Keeping the hospital and our independent pharmacy is very important to this.
- Ample housing, outdoor recreation opportunities, rejuvenated downtown, outdoor dining options, growing school district, and strong infrastructure.
- I would like to see it continue to grow and become affordable. Rent from \$1,200 - 2,000 in this small of a city is counterproductive to keeping people in the area for work or to live. Especially if the twin cities are within an hour and people are having to pay that price anyway for city living.
- Amery needs growth! Needs to have indoor area for families and affordable housing and affordable shopping. Needs affordable daycare.

APPENDIX A: INPUT SURVEY RESULTS

12) How would you describe your vision for Amery in 10 years? (cont.)

- Small town feel but still has medium city amenities
- Steady growth, improved housing options, and increased job opportunities. These can only be realized with a positive and forward-thinking attitude.
- affordable housing available, and free things to do. We are surrounded by lakes full of algae blooms making it unsafe to swim. An indoor pool would be great
- At Farm Table Foundation, we are working to support small agricultural producers, food product manufacturers, and value-added processors to increase the potential take-home income for those who value agricultural endeavours.
- More diversity, more cultural events including the arts, music, literary opportunities.
- I feel it will go downhill and will eventually only have thrift shops downtown. Need to get quality shops in town. There is no reason to go to Amery to shop or spend a day.
- I'd like to see a huge change in the growth of Amery but sadly I don't see that happening. We need more affordable housing and we can't get people to want to move here if there is nothing for them to do. What's keeping them. I've lived here my whole life and once our son graduated I'm not sure we will be staying here any longer. It's heartbreaking.
- grow but keep small town feel
- Continuing to grow our new young families and keeping the residents we have by not continuing to raise our taxes so that it's no longer affordable for mid income families.
- Folding or becoming a place to retire in an assisted living as businesses dry up.
- Putting the wellbeing of the community and nature first. Pay more attention to what is happening with the school and the board. Find leaders who are not about having the title but are there to actually make a positive change and be there for the people not their own personal agenda. Put more into parks for kids and areas for children. More childcare with higher standards than the clubhouse. All public employees including the school district must drug test.
- Entice company's to come to Amery. Which produces more jobs.
- Stays small community, not being a bedroom community for the Twin Cities
- It would have a rental place for kayaks and bikes by the Stower trail or the Apple River. A splash pad for kids. A beach without water itch.
- Bring business and recreation into this city to keep younger people here. This should not be just a retirement community with the same 5 big name, wealthy families running the show to their desires. I've lived here my whole life and very little has changed. The infrastructure of the streets and sidewalks are horrible throughout many areas of the city.
- Bigger. Still a great community however! More variety in businesses.
- If Amery doesn't allow businesses to grow and flourish, I fear the town will fall behind neighboring communities.
- Apartments that are nice for younger people with jobs that make it affordable
- People being taxed out of their homes and moving where you get more amenities for the property taxes you pay .
- A kind, thriving community.
- Increase housing, childcare. Hopefully those 2 things will keep young people in Amery or bring them back to Amery or attract new residents.
- If we don't quit spending money, we don't have and keep raising taxes. There won't be anybody living in Amery.
- Not doing anything
- Too big and I will move
- Amery is facing a growing housing crisis, with middle-income and starter homes becoming increasingly scarce. This widening gap between low-income and high-end housing is placing a heavy burden on homeowners across the spectrum. High-value properties face rising property taxes, while elderly residents—many of whom own their homes outright—are struggling to keep up with unsustainable tax increases on fixed incomes. As a result, many are forced to delay essential home maintenance or, worse, leave Amery altogether. If this trend continues, the very fabric of our community is at risk.
- Affordable housing, variety of shops, choice of recreation
- It's never going to change. Same bs because we only cater to a certain group. Oh lord we need to make sure we have pickleball courts...but what about our children?
- Affordable, more things to draw people in to get more money vs high taxes,
- Slightly more developed
- Having all the businesses thriving and with little to no empty spaces, and seeing the community be welcoming to everyone, not just catering to the cabin folk, as we have real families living here too.
- A spruced up area around Downtown and near river with shops, restaurants, trees, gardens, decks, tables and benches to enjoy the view. Parking areas to access the Downtown and boat landing on Apple River ..
- Growing in size with more businesses, more housing opportunities, more outdoor recreation space such as adding another boat landing on North Twin on the east side of the lake or adding more public dock space,
- Community pool, splash park, more businesses and restaurants
- More thriving main street and strong sense of community.
- Campground, take advantage of nice area, make it inviting to travelers passing through. There's more lakes to Amery

12) How would you describe your vision for Amery in 10 years? (cont.)

- than Wapo, make it more inviting to enjoy the in-town lakes/river.
- I think it will be grown with more housing and people. I think it be a better place with more things for kids to keep them grounded and busy.
- A New Richmond vibrancy for community interactions.
- “Close the airport and develop housing. Refurbish main Street fix up old buildings and push for affordable housing”
- I don’t see much changing in the next 10 years. Without new businesses and industry that provides good paying jobs the place will continue to stagnate.
- More family oriented
- Vibrant and growing.
- “Cameras watching the Danielson pavilion, North Pak and any other areas during the weekend and summer weeks when school is not in session. In the past years there seems to be a “pack” of boys riding their bicycles. They are a variety of ages, with the oldest, the leader. They sometimes ride on the sidewalks.
When children have no supervision, and have no cone quenches, they seldom become great citizens. The same behaviors of not following rules can be seen at football games. No one seems to be in charge. Change the rules. You sit in the stands. Any horseplay gets you expelled. If it happens again, banded for the current season. We need citizens who will be leaders in the future.”
- Pricing out the elderly community with massive tax hikes due to poor financial oversight and school finance mismanagement.
- “Amery is a beautiful, quaint community - but also growing and active. Volunteerism has fallen off in recent years, and we need to get younger adults active in the “community”. More apartment-living options for both young adults with or without families, but also the aging population where assisted living is not needed yet.”
- If they keep raising our monthly prices probably a decline in people living here. I may plan to move in a couple years if it does not change
- It needs a refresh. So many things are dated, old, and in desperate need of simply being replaced. Much of the city was refreshed in the late 1990s and early 2000s during the Ten Years of Mayor Harvey Stower. Amery is losing students in the school district. The City needs to annex more land into town to enable the tax revenue to increase to relieve the recent increased burden and bring in more younger families.
- “The community rallies around their educators, not against them.
Each store on Main Street is filled.
An increase in outdoor seating for restaurants and coffee shops.
Another gift shop in town. The tourists are what kept
- Outside In alive for over 50 years! Tourists. NOT locals. Not a gift shop/pharmacy. A real gift shop.
A town that meets all my needs, so I don’t want to go elsewhere: Affordable groceries, affordable daycare, shopping options, meeting places, outdoor events, winter events.”
- The same as it is now.
- Increased housing opportunities especially reasonable priced housing, increased recreational activities, better shopping opportunities, improve face of downtown
- Twice as big.
- Kept small town. Quaint and quiet. But that won’t happen.
- Tourist town, but not so much that it’s not a place to truly live and call home.
- I think it will grow in population
- Increased access to housing (rentals and home)
- My vision for Amery is for housing costs to go down, while bringing more recreational opportunities, and small businesses into town.
- Hopefully growing with the number of young families and getting the school enrollment back up.
- Plateauing. Without housing development, Amery will decline.
- More businesses, walking trails around city, more single family homes
- Community with growing ideas and things to help each other
- good but some of the people aren’t the nicest
- idk
- Be bold and make this a destination place (build a Dome and sports complex to get sporting events going on constantly in the town).
- I can see the town flourishing, and more and more families from all around will enjoy the city.
- better school
- better school
- Less good than it is now
- I hope it grows a gosh darn lot.
- Similar to now - the part of 46 that I just talked about (by ToGo) in better condition - a more diverse community as well.
- I would love to see a pool/splash pad for kids. Maybe an arcade/soda fountain . . . something that will bring others to the city to spend money plus gives a positive activity, away from video games, for our children.
- to have the city have better roads and less leadership drama.
- I would like Amery to have affordable mid-range housing and jobs. I would like to see us back to building on our roots with the arts in our area rather than losing all the arts to other local communities. I would like to see more safe places for kids AND teens to play.

APPENDIX A: INPUT SURVEY RESULTS

12) How would you describe your vision for Amery in 10 years? (cont.)

- cool north park
- Amery will always be a landing strip of a town that rolls up the rugs at 5pm unless bigger businesses are welcomed instead of shut down by nepotism politics.
- Vibrant downtown area and more housing options.
- Drug den.
- More opportunities for young kids.
- Thriving, but not to the point of constant traffic and the concern of people.
- Needs more housing; nicer apartments, single family homes, etc.
- Clean, Healthy, Homey, and Welcoming
- Amery's vision must include developing land for housing. These guys walking around with their little red jackets need to spend less time drinking beer at music on the river and more time working with contractors to create housing developments not only in the city proper but in the surrounding townships. Just take a look at what is going on around New Richmond.
- More and better housing options, a lively South Twin with a beach that offers swim lessons and a beautiful park across from our glorious pickleball courts. Many thriving small businesses with local cafes, boutiques, art galleries, with a lively and clean main strip. I want to see music and events on the river, watersport rentals, recreational rentals right off the trails, lots of community gatherings, a bigger and better farmer's market, winter sports being promoted and supported with local rentals and offerings, and a library that feels less like a hospital and is more comfortable. A grocery store that has more healthy and organic options that are more affordable for families.
- slowly becoming a town for older folks to come enjoy peace and quiet, but also less and less activities for younger people.
- Growing comfortably, but not exploding to become a suburb of New Richmond/cities.
- I would like to see lower taxes. Also less money given to the schools especially since the quality of our education system (not just Amery, but state and nationwide) is decreasing. Even though more money is being poured into it.
- See above
- Make it a destination that people want to bring their families because there are things to do. New homes for mid-income families. Somewhere for high schoolers to go to engage. Amery has too many unused parks. Either do something with them so they are maintained and useable or do something else with the land.
- Staying the same. I know no changes will happen because it never changes
- Focus on being a place that is friendly for families to live and grow.
- A mini vacation area!
- "Be prepared for growth. Be smart and careful but plan ahead. We should be a tourist type suburb that will be a wonderful place to live."
- Larger community locations like stores or fitness or community parks.
- would like to have a community indoor pool
- The previous answer probably answers this question.
- Enhanced walkability, thriving downtown filled with local successful businesses, and a place every local young family wants to be.
- Become more young family and youth orientated.
- Oh I believe it will be the same.
- More business's coming in such as manufacturing companies.
- Less of a retirement community and more of a prosperous growing community of young families.
- It would be amazing to see this town actually grow! Getting more people living here, having more businesses downtown, having quality ways and places to enjoy the water would be a good place to start.
- Thriving downtown with unique businesses that stay open and more outdoor activities for children and families.
- Destination town with vibrant business and family activities
- A town based around families that compliments the great school district. Families will help support our town for decades to come. The baby boom retirees are a dying breed and the next largest generation are millennials which have families and want a family friendly town
- Clean up the main road, add some better restaurants
- I hope they sink! They are bunch of good ole boy jerks!
- Hopefully more restaurants
- "Enticements and benefits for manufacturing to want to come to Amery. Jobs bring families, families bring growth and sustainability. Fill the empty stores on Main Street. Offer incentives or grants to businesses owners to revitalize the closed store fronts. the Movie theater and bakery are two examples. Amery has a number of community sports that seem to be outgrowing current opportunities. Causing families to play and practice out of town, lack of parking. Practice at late hours due to lack of fields, they could serve to have up to date little league /soccer fields."
- "Better drug enforcement. It seems prevalent. A better boat landing to launch into the river. Poor location. Change winter parking restriction system. Spring and fall leaf pickup. Give us a reason to say the city is good to its residents."
- Perfect summer getaway
- slow growth, we need manufacturing to provide jobs, no jobs, people drive elsewhere to work. School district and

12) How would you describe your vision for Amery in 10 years? (cont.)

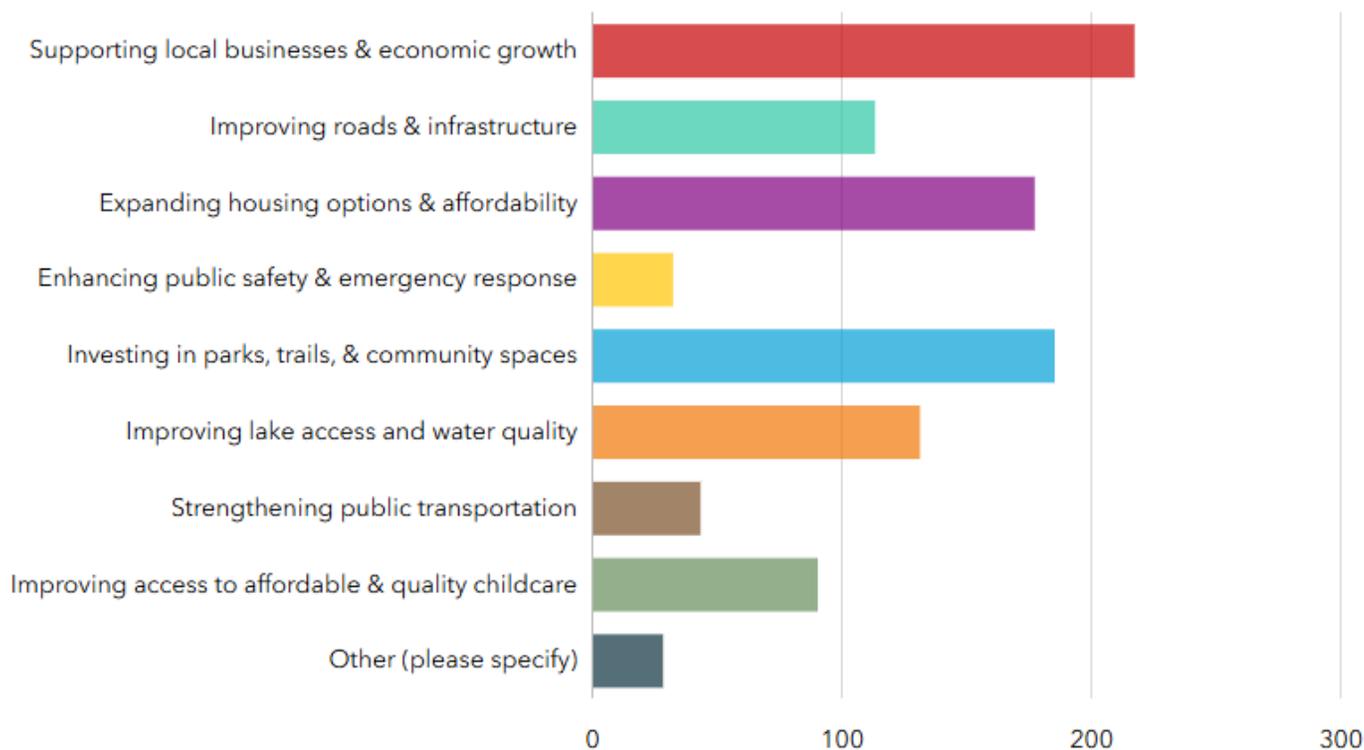
- Healthcare should not be the two largest employers, i could be wrong, but seems like it. Lot of service jobs, but where is the money coming from?
- A thriving, vibrant, community embracing change and doing things that promote population increase and injection of new citizens that bring energy and income to our town
 - More industry
 - Get rid of half the parks and invest in a swimming facility, both indoor and outdoor for one. Second, bring larger shopping stores into the community. Third, there is a need to graduate beyond bar food and family restaurants (which are all great) with some upscale dinning options.
 - Population will continue to decline without the current efforts taken by the city council
 - More safe play space for children.
 - more affordable housing for all ages to encourage growth....
 - More local support and less businesses bought by twin cities people. More support for seniors.
 - I hope that this town continues to grow in a positive direction, and brings more great businesses to downtown amery.
 - I believe it's a growing community and I see many new families moving to Amery because of all the great things to do.
 - safe multi use trails leaving downtown to all four directions. East, North, South and to the WEST.
 - To have a completed hotel and a 200 site campground.. it will bring tons on people to town
 - New industry and new housing to spur growth
 - Very little growth
 - Center for culture and recreation. Restaurants. Pickleball. Activities. Clubs. Community - ways to connect with more people.
 - Larger with more amenities and employment opportunities.
 - Keep small town atmosphere
 - More small business independent....farm to table... sustainable services...plans to protect environment.... remove dams
 - A growing and vibrant community that has plenty of recreational and entertainment opportunities.
 - "I like the idea that Amery wants to continue to grow, but there is something extra special about the close nit community, the people and location to the metro. I think that it's important to have more senior living facilities, low income facilities."
 - I would hope that it would grow in amenities.And uh parks that are updated to be utilized appropriately.
 - a growing community welcoming newcomers seeing more and more are moving to western WI. expand on tourism, promoting local businesses and assist locals to open businesses, affordable housing and senior living
 - I would love to see a little bit of growth in industry and main street shopping but like small town living. New Richmond has grown in leaps and bounds, and I would hate for Amery to get that big but understand there is a need to continually grow and sustain our community.
 - A thriving, bustling main street with plenty of tourism in both the summer and winter.
 - More opportunities for growing families
 - More outdoor events/community events
 - Have more availability to attract young, growing families.
 - Hopefully more job opportunities with the new industrial park.
 - In 10 years, I would like to see more young adults choosing to stay in Amery or more families deciding to move to Amery due to having a reputation of being a "family friendly city."
 - I would like to have more coffee shops and maybe more grocery options (Walmart, Target, Menards)
 - more family orientated
 - Pretty similar to what it is now just needs a facelift.
 - A growing, safe community
 - I home more families move into Amery. Otherwise, I'm afraid it will be a dying community.
 - "Access to pool for kids to learn how to swim
Access to affordable childcare"
 - I would like to see a city of lakes actually have a beach or 2. Not having a nice swimming beach is a major downer. A rec center with a pool and gym (like New Richmond)
 - I hope to see housing developments and more family activities in the winter months. I would also like to see the Stower trail open to ATV/UTVs. This is such a popular hobby in our area and brings more business to restaurants and bars, more trails are needed.
 - A safe place for teens to hangout
 - Having lived in Amery my entire life, I haven't seen much change/growth in Amery. Unfortunately, my expectation is that Amery will remain mostly unchanged in 10 years. If I could choose changes Amery would have in 10 years: more affordable grocery options (like an Aldi) and more areas for families with young children (especially indoor areas for long winter season). A community center similar to New Richmond's Centre would be a fantastic addition to the area, potentially the city, county, local school districts, and Hospital could partner on this project.
 - Amery pride flourishing! Give young families a town to be proud of!
 - More active downtown, more restaurants
 - Hope it keeps the hospital/clinic
 - I would like to see affordable housing for young families. Those families would bring more children to our schools. Those families would probably shop locally and participate

APPENDIX A: INPUT SURVEY RESULTS

12) How would you describe your vision for Amery in 10 years? (cont.)

- in community events thus boosting the local economy. It would be great to see community theater start up again. It would be great to have a local pool for swimming lessons and recreation.
- Clean up the downtown, cute little touristy town, get rid of your meth problem, bring in some industry, lower the property taxes, let Uber or Lyft come in, welcome businesses with open arms.
 - More businesses
 - More middle aged and younger families.
 - More clothes shopping!! More fast food.....
 - "Having a hotel will be nice.. Rental opportunities need to improve. Transportation options are important for all ages."
 - Continue to grow business opportunity, however we like the small town feel.
 - Honestly, I am looking to leave the area in the next 2-3 years d/t the school district wasteful spending and increases in property taxes as a result of mismanagement of resources.
 - Construct housing availability. Hard for incoming families and/or employees to find housing in Amery. This is causing them to find housing outside of Amery and having to drive a longer distance to work. This results in children being in a different school district and parents potentially finding new work in the city they find housing.
 - Maintain rural community
 - Would Not be an Old Folks Home everywhere.
 - Thriving rural farm community.
- I feel that Amery would benefit more for tourist attraction by doing more murals around town. It spruces up buildings. There are a good number of artists in the area, be they professionals or high school budding artists. It would give tourists more to want to come look at.
 - A thriving downtown, improved public spaces
 - A great community, a thriving town that businesses strive to be a part of. A community with plenty of affordable housing options.
 - A rural town the retains the small-town feel, that has the current amenities in good condition. A thriving fire department, solid police department and improved EMS. No more bike lanes, no one uses them.
 - Unfortunately, it will probably turn into another New Richmond. Growing out of control because people want small town feel but able to commute to the cities.
 - Vision: that Amery is a place, a "hidden valley", people are eager to visit again and again.
 - Growing while keep small town charm
 - Better utilization of parks- less bars- more franchises- more activities
 - Stillwater MN but much smaller, slower paced, but fun and exciting
 - "A hotel with supper club style dining Mainstreet businesses filled Support for the school district Support for the hospital"

13) What are the top three (3) priorities the City of Amery should focus on over the next five years?



Other responses:

- Community pool. If Wells MN can do it we can. Time for change.
- Cutting waste within the city government and reducing taxes
- Bring in new businesses and/or employers
- Cut excess government spending and make a plan to actually help deal with really high property taxes.
- Get City spending under control.
- Above
- More stores
- Our wonderful community center
- Schools
- Entertainment and things to do.
- Budget and affordability. Schools
- get a community outdoor and indoor pool
- get a community pool and better school system
- The school and what they are spending it on.
- Focus on housing developments
- Increase tourism
- The school district need to fire Doelfer and rest of school board members!
- More competitive pricing on everyday goods and fuel
- Adding a splash pad, dog wash stations, safe bike -and dedicated routes to schools from north end of town
- Reinstating the Gandy dance to motorized splash pad or community pool
- A place where teens can get together, play basketball, do homework, play pool etc.
- The cost of owning a home in town is becoming unaffordable.
- I responed above to improve parks and trails, this includes motorized trails, NOT walking trails.!
- A safe community for children and a city government that knows how to keep spending at a minimum until the tax burden of Amery is less
- Establishing a chamber of commerce
- Pool for the public
- Tax reduction- optimization of parks and resources- bringing in franchises

APPENDIX A: INPUT SURVEY RESULTS

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities.

- They both kind of go hand in hand. At least the minimum to have more summer/ winter activities for kids that are safe. A indoor pool would be great!!
- Sidewalks and parks need attention. It is not the City's job to do everything, and can't afford to!
- Fix beaches and parks more public spaces
- "I opened a new business in this community and it wasn't very welcoming. I wouldn't do it again. Although I believe we have enough parks and what not. Let's enhance them. Give people a reason to stay in Amery. Child care is a huge issue as a whole. My thoughts are connect it to the school system. But that doesn't work so well when it closes when school isn't in session- parents(most) need to work to pay for the child care."
- "Finding childcare is a nightmare. So many people are looking but can't find anything local. Lakes and river access points in town are gross with goose poop, water itch, and decaying amenities. New business and a full downtown would be great to see"
- "Swimming area Family focused."
- Great area for recreation, continue in this area, Stow trail needs better surface, biking not good on it.
- Main Street improvements and thriving businesses this great for tourism and locals alike. Outdoor spaces specifically for young families is important. Bring back the beach (in a meaningful way) and improve North Park for families. Young families need child care in order to take those industrial job that the town wants to bring in. If young families can't find affordable local child care they will more than likely chose to not work and stay in poverty to raise their children.
- Bike rental. Kayak rental. Food trucks at Soo Line on Friday or Saturday nights.
- We need more child care! Young families are not moving here or are not accepting jobs here due to lack of housing and child care.
- I believe I touched on those before.
- "Housing to draw those people being priced out by developing Hudson and New Richmond. Parks and rec to give people a reason to come and enjoy themselves. Business development to keep the quaint downtown feel, but also build a strong manufacturing and industrial based businesses for living wages."
- Housing and childcare go hand in hand. We need housing if we are to grow and have successful main street businesses. We need to have an available workforce if we are to maintain and grow our manufacturing base. We have a number of parks and that is great. The question is, do we maximize the potential of those parks? Adequate number of benches, clearly marked frisbee golf layout, good and longer bike trails connecting businesses, playgrounds in good shape with interesting equipment. How welcoming are our parks?
- I feel like I've covered this topic thoroughly. Amery's priorities are all wrong right now.
- I included 4, rather than 3, as they all seem very important to Amery's success. Other areas seem to be already a strength of the City.
- Make a nice beach area that is swimmable and have a nice play area for kids nearby (maybe fenced since it will be by water)
- Helping new business come into town, fixing sidewalks to make them walkable and building more homes and lowering taxes
- Public transportation to msp airport and/ or the vicinity.
- Many people who work in Amery cannot find affordable homes or day care for children, this also makes it hard to support local businesses in the fact that it's hard to find employees who cannot live where they work.
- There is a shortage of affordable housing, affordable food, and there are no fun activities in town.
- By having fun, unique and quality places to visit, visitors and community members will spend money in Amery, which will assist with growth.
- I am glad to see the police and fire as well as emts are doing great improvements
- N/A
- Just making it a more friendly and open place for younger families would be a great start.
- The bridge on griffin by hospital is terrible. We are the city of lakes without a good swimming spot, kinda lame
- Amery needs more businesses and employers. This will encourage more families to live here, further making Amery's future more sustainable
- Amery EMS is a joke... There are not many options for shopping for clothing/other household goods. There has always been a housing shortage in Amery along with a shortage of townhouse/apartment units.
- Drop property taxes should be number one priority
- "Amery needs more affordable housing options for families. I follow the Amery Facebook Group, and at least twice a week, there is someone looking for housing. Amery needs more community spaces for younger people. We have several opportunities for older people, but nothing for younger people. I enjoy hiking, but we are limited to the Cat Tail Trail and York Park. York Park is, at the most, a 30-minute walk to cover all the trails. For a young female, both options cut through wooded areas, making it feel uneasy. The only options for childcare in Amery are the clubhouse and 2 individually run small out-of-home daycares. Both are not affordable for most families, especially single-income

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

- families.”
- Indoor pool, larger / more childcare options
 - I think we should be looking at how we can bring up the next generation of investors, business owners and leaders for the community. Focus on areas of business and making housing affordable so people can invest beyond just their primary residence. Wishful thinking on my part that property taxes could ever go down but all efforts should be made to make that happen.
 - The upper categories sound nice, but budgets need to get in control before looking for more ways to increase spending.
 - Amery needs more places to work, and housing for families
 - Need to enhance more than 1 to see growth and positive impact
 - Business' can't succeed in this town if it continues to remain a retirement community, & community for low income families. Quality housing developments are needed badly. Many people want to move to AMERY but buy elsewhere b/c there's no decent houses. Young families would be attracted to our community more if the parks all got a good make over!
 - We need more places to shop the closest Walmart is 35 mins away
 - As a small business owner, we have poor overall internet quality in Amery. I have businesses in other smaller communities in the area and it is drastically different. Internet quality and access has been a major problem for as long as we have been in the community when we opened in 2021.
 - “The economy is more expensive, but minimum wage is staying the same, so more people are in poverty. We need to expand access to affordable housing to support the struggling community. Cheaper housing means extra \$\$ for people to spend at businesses.
Invest in Amerys natural beauty and prioritize outdoor spaes so locals can engage their families and the area can entertain tourists, which brings in more money.”
 - You need a strong business base to attract people to visit or live here. We need a new wider, pedestrian friendly bridge east of the hospital. Water quality should always be a priority
 - Seniors need more daytime activities during daytime hours- inside and outside.
 - “Sidewalks not on the business stretch of Keller are very poor. Having formerly lived in the middle of town, going on walks was something we enjoyed doing as a family; however, many of the sidewalks are so poorly maintained that you have to walk in a single file line due to over growth, and the extreme cracks and heaving make them difficult to navigate for small children. Having a son with mobility issues, this was very frustrating and we often just had to walk in remote neighborhoods so we could walk on the street
- Parks and playgrounds referenced above
 - Docks at boat landings are very old and could be vastly improved upon “
 - “The school system is out of touch with what kids need to learn. Decline in motor coordination due to too many computers and cut and paste activities. Why are the schools so nanny like and take away basic freedoms from children to aid their development?
Why are kids learning keyboards when they can barely write their names?
Coding? So ten years ago. Time to get the schools in a place when young people can develop and reach milestones. Stop wasting time with DEI. It is actually not helping anyone.”
 - “New and more businesses
Fix sidewalks
Lower Taxes “
 - We need to cover the basics before we can tackle larger visions.
 - Amery's infrastructure needs attention. We need more and affordable housing, more shopping options.
 - To entice new families to move here and to encourage college educated Amery alumni to return, we need better housing and job opportunities.
 - Housing brings people to town, child care makes them stay, and they are happy about it due to the parks, trails, and community spaces. All of this strengthens local businesses and justifies infrastructure improvements. Housing should be the main priority. There are places to live in Amery if you are low income or old - that is about it.
 - “- If there is nothing to do for young couples, families, and young children it will be hard to keep them here unless they are fine driving outside of the city.
- Improving the lake access and quality will quiet people down about a pool. Having different things, like a raft in the water, would go far in getting people to the lake. Or some showers onsite for the water itch.
- Affordability within the city for renting is becoming a joke. As it stands, if people are paying twin city prices fro renting, why would they come to Amery? There would be better opportunities and higher-paying jobs in the twin cities that would allow them to afford to rent and not struggle. If you do not work at the hospital, and because the city is smaller, people would be hard-pressed to afford the inflated rental prices for people hoping to make more profit. Rent-controlled spaces based on income would be beneficial. “
 - “Amery needs to welcome growth!
Fix the creek and flooding issue
Need a place to dump yard waste”

APPENDIX A: INPUT SURVEY RESULTS

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

- Housing goes hand in hand with business, jobs, and schools. If we are going to have growth in these, we must also pay attention to recreational opportunities. The Amery area and Polk County offer a wide variety of under-utilized recreational gems. Partnering with Polk County to advertise and improve tourism in the area is a great way to expose our areas treasures to a wider audience, thereby increasing local financial rewards.
- I believe small business is the lifeline of any community, especially those in rural areas. Allowing easier access to small business opportunity is what brings new people/ perspectives into industries, and provides stability for the community through meaningful work and good paying jobs.
- People come for the natural environment but stay because of the friendly atmosphere!
- We are a community that is continuing to grow as many of its residents have children. The biggest things that will drive a family out is lack of family options/affordable housing ect.
- Many of the roads need repairs, local businesses are important, and residents want to feel safe. Many elderly people need help with transportation.
- Acknowledge that you are part owner in the Ambulance service. It doesn't even show in the new Amery brochure!
- The water has been an issue for awhile. People should never be afraid to drink water. Our parks lack in entertainment for the children. They falling apart and are super outdated causing it to become dangerous. Housing is to expensive. The needs of the people never seem to be top priority. As someone who has been in childcare for a decade we not only need more childcare but there needs to be more strict rules of who qualifies to be around children. Drug testing needs to happen. The school does not drug test and there are many under the influence outside of work and during work Including pain medication that can severely impact ones judgement. ALL daycare need to follow state regulation. There needs to be a limit of city council members and school board members. People who do not have children in the district should not get a vote on school board members. We should also be able to vote in a superintendent and they should only be allowed a limited term
- Alleyways are in need of major repair and sideways.
- Don't think of major expansion, keep the small town atmosphere
- "There is not a great swimming beach. The beach on North Twin by First Lutheran & the pickleball courts always has water/duck itch and that's no good for anyone. Affordable housing for younger people doesn't seem readily available. How do we grow if we don't have affordable housing?
- Local business keeps our town going. It's important to shop local when given the opportunity."
- Build business and improve curb and gutter, along with sidewalks. The people on cemetery road can mow their walks, but are expected to shovel them for the mail man. Any city planner can see this and shouldn't need a survey!
- I've had trouble recently with having a ride to places I need to go but we don't have public transit. And people are charging an outrageous amount to do it personally. Also getting to the Twin Cities is even more difficult. I'd love to move from my current living situation with family to somewhere on my own, but I can't. We don't have anything available for a single adult without kids. Plus finding pet friendly apartments is even harder.
- Without families you have no future with them moving away to find a place to live you also have no future
- Amery had the opportunity to have a Walmart and passed on it. I feel they aren't doing anything to allow this town to grow.
- we need more affordable housing
- Swimming pool
- "Amery's lack of public transportation isolates many residents, making it difficult for workers, seniors, and lower-income individuals to access jobs and services. At the same time, the absence of affordable middle-income and starter homes threatens the city's ability to sustain a strong workforce. Yet, one of the most pressing issues is the growing burden of property taxes. Without expanding the city's boundaries to increase the number of taxable properties, the cost of maintaining essential services falls on a shrinking tax base. Compounding this problem is increased school district spending at a time when the student population is declining. As enrollment drops, so does state aid, shifting more of the financial responsibility onto local taxpayers. The result is a perfect storm: rising property taxes that make homeownership less affordable, push long-time residents out, deter new families from moving in, and threaten to stall both economic growth and community vitality."
- I already mentioned clean beach/ water, support a variety of shops/ recreation, and affordable housing.
- "City of Lakes...but you can only look at them. Drive to clear lake, Pike lake, balsam lake, etc if you want to enjoy water with your family. It's a huge issue and should be addressed. We need something to bring and keep younger families in. The parks need some major upgrades if they are going to be a destination. We spend money on them, but not for practical reasons. The soo line ones are very odd. The roads are tough to drive on, many of them."
- If you work for Amery get out and really see Amery. Walk our sidewalks, look at the lack of crosswalks on Keller and at

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

times poor lighting. South Twin Park is a joke! Has been for years...but we love our kids. Really? Can you see the single moms fighting to do what's right and working with lack of childcare? Look at the big picture. Hey! We've got a nice road downtown with a few nice sidewalks.

- Support the children, if possible take some economic load of locals. (That's a near impossible thing to do though). Child care is a demand in almost every household and there is a shortage of care providers. We need more than the clubhouse.
- "I think what were spending on upgrading schools we could really put that monry to use in other areas besides sports. Budget is crazy. 2.8 m in thr whole and taxes go up and up. My taxes are more than double and that is stupid. Amery has nothing to offer to make it that high. The roads are horrible. They just keep filling holes. Bumpy and no need. We spend a ton on taxes "
- As stated above, I would like to see more to do in the community for young children. There is also a shortage in affordable trustworthy childcare, I had to quit my job to be a stay at home mom.
- "Economic incentives to help with building improvements for small business. In town housing with accessible walkways to Downtown. Beautification throughout City properties that make visitors want to stop and see."
-
- "Adding a second boat landing on the east side of North Twin Lake or increasing public dock space would make the lake more accessible, supporting activities like boating, fishing, and water sports. Coffee shops and cafes are increasingly popular for remote work, providing an inviting atmosphere for both locals and tourists. Encouraging the development of these work-friendly spaces would support small businesses while catering to the growing trend of hybrid and remote work. A community pool could offer swim lessons, water aerobics, and a safe environment for families and individuals to enjoy. Meanwhile, a monitored beach would provide a natural gathering spot, promoting wellness and relaxation while maintaining safety standards with lifeguards and clear guidelines. These enhancements would strengthen the community by attracting visitors, supporting local businesses, and creating a vibrant, active, and enjoyable environment for all."
- We need more draw to bring families to our rural community.
- "As I stated above:
Outdoor dining and swimming with a beach (and good water quality.)
Having a beach within Amery is a popular concern among

residents by what I've heard and read.

Also, more in Farmer's Market- if that is possible.

Lastly, creative activities outside of library and Community Education. Those are great, but we need a variety - especially outdoors."

- We have plenty of parks and places to walk and run. We need affordable housing and safe streets.
- Our local businesses need to be able to compete as it is just to easy to run to places that are considerably cheaper. Our roads and infrastructure need a lot of work. Main street is good, now let's deal with the rest. We need more housing and housing that is affordable. We need to expand our tax base so that those that own homes here are taxed out of having to move.
- Small businesses are important as well as child care and community spaces
- We need to think about the future. We need a place for families to gather and play and laugh together. We need to be thinking strongly of the future AI and automation will be taking jobs sooner rather than later and we need to be prepared for fewer jobs and more people who need support. We need to train and provide education for these new roles and positions.
- "The dog park in Amery was created with over \$20,000 raised in donations to purchase ALL the fending. The land was said to have water issues so that it was not a dutiful le building site. Many towns are proud to have a dog park. The city of Amery seems only interested in selling the land. Do they place any value in having a dog park?"
- The lakes are not clean and my children have gotten parasites and duck itch every year. Give new businesses incentives for opening in Amery, but require a 5-10 year business plan. Storefronts that are empty or full of junk look trashy.
- Amery has many options for recreational activities, but has not capitalized on any of them to the degree it could/should. Having the non-motorized/bike trailhead in town should be a destination for outdoor enthusiasts, but it has not been marketed strongly enough to make it such. Same goes for quiet water sports, kayak, fishing, birding, etc - these all go together. Promoting boat launches, locations, etc.
- "- There needs to be a plan to annex more land to help grow the tax revenue to relieve the tax burden on current homeowners.
- There needs to be a plan to upkeep and upgrade the amenities that bring young families into this community and encourage visitors to come and return again. (case in point: people drive to Shell Lake, Hudson, and Balsam Lake to swim at their beaches. People drive to New Richmond, Baldwin, Eau Claire, and Unity to use their pools. People

APPENDIX A: INPUT SURVEY RESULTS

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

- settle to live in other communities in Western Wisconsin that can accommodate their child care needs for a two-income family.”
- “Housing/Rental Properties: If we can't find a place to live, we can't stay. If we settle somewhere else temporarily, we will leave. We lose a lot of really good, young professionals this way. No where to live, so they leave our District/Clinic/Elderly care.
Parks, Trails, etc: Stop the fighting over the Stower. It needs to end. Exhaust lovers can lobby and fundraise to create new trails if there is a perceived shortage. What a fun endeavor! Creating something yourself!
Celebrate and advertise events on the trails (outside of Amery, too).
Childcare: If I don't have a place for my children to go, I can't live or work here. Clubhouse is monumentally successful. It is understaffed, staff are underpaid. Behaviors in daycares are INCREASING - serious, challenging behaviors. “If the other kids at the daycare have awful behavior, I will not bring my kids there anymore.” It is true, but no one talks about it. We need a solution - training, fair wage, enough staff. “
 - I've included comments already
 - Nature's a big thing here so keeping up with parks and trails along with lake access and water quality is crucial. And if economic growth can be a win win for everybody, then I say let's focus on that.
 - More things for the kids to do
 - we need more winter/all season recreation opportunities for those young and old
 - City of Lakes but none of them easily accessible or inviting.
 - People can't move here if there is not affordable housing
 - Small businesses come and go quite frequently. It is an absolute eyesore to see businesses boarded up. I'm not sure what the city can do to support the small businesses. For the Parks and Rec committee, I would like fair treatment across the board from everyone involved. Currently, there are people on the Women's Club committee who have been very rude/disrespectful toward those who simply want to bring pickleball to the city. They need to learn how to get along and work with others. The city needs to figure out how to lower taxes. It seems like hardly anyone can afford housing with the recent tax increases.
 - All three of these are tailored to have younger families come in to make this city more livable. Better housing so people can actually move in, affordable daycare (or any) so young families don't have to travel to find daycare and lastly supporting small businesses that should be own/operated by the families. If we don't want Amery to die as a town we need to focus on gaining more people here who will be apart of the community for a long time, not retired people who only come here to keep to themselves and don't want to see our actual community thrive.
 - Small family help.
 - We need more quality housing, and businesses to attract more people
 - It is hard shopping local when these small businesses throw their political views in your face. Incredibly annoying and disrespectful. I don't think the city should enable those business
 - Access to hiking, biking, and being active (paved trails not on the roads and not a out and back). Parks that are more geared for kids with splashpads. A beach that all can use.
 - We have had many businesses come and go withing short amounts of time due to them not being supported enough - 46 by the ToGo (used to be Speedway) gas station needs to be redone - housing is always a struggle and more people in town can also help economic growth for our businesses.
 - Our school district enrollment is declining. I believe it is because we do not have many younger families who have small children coming to Amery. There are more opportunities for younger families in surrounding cities and those cities are flourishing.
 - Speaking of roads and such - what happened to the infamous “Walkability Study”? The city spent tons of money on it and nothing happened. Will the same thing happen to this survey? Past experience tells me...
 - park
 - More housing is certainly needed. The City of Amery is failing to retain much of their young population, similar to much of rural WI. There are no nice and relatively affordable places for young people/families to live, even in Polk County. The current options for young college graduates who aren't looking to buy just yet are neglected, old apartment buildings and rental houses.
 - I've had many conversations with young adults in the area and big topics we always circle back to is the health of the environment, cost of living, and the pro's and con's to starting a family right now. Building a community with a healthy environment, affordable living, and access to child care with a reasonable charge will draw in new families or young couples who want to start a family which would be great for a town whose population has been averaging over 50 forever.
 - The community has shown it's support for public school in Amery. Now the focus needs to be to attract families and living wage jobs to support those families. If something doesn't change the community will be saddled with a public school campus with no students.
 - “If we do not have more and quality housing options, how can we grow? If we don't have more, better, and stronger local business, it is not as enticing to live here knowing you

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

will have to go to the cities or farther away for all groceries, quality dining, and have to send their guests 30 minutes away in order to get a decent hotel.

We need a local and thriving beach in this town. We have so many children and we are shipping them to new Richmond or the cities for swimming lessons. We used to have a hopping south twin beach."

- Lowering taxes. Can not afford to live in town
- more things to do would mean alot more people would come to visit, as well as the community getting together and outside more.
- Life/safety very important. I believe the city should focus on "the basics". Infrastructure, roads, utilities.
- Some roads need improvement. Potholes, rough areas improved.
- See first lengthy response
- Amery needs childcare and housing for moderate income families. If they can't find those, they won't come to Amery.
- We are in a perfect spot for people to visit, play and stay, spend money, get out and return again later. We just need to make it happen!
- Lots of focus is already on improving the small things of Amery but larger businesses could be used. Amery known for lakes but cannot swim. Childcare is a huge issue
- Continue to improve the water quality on the Apple River Flowage. More time spent on weed removal. More community bike and walking paths. Build a community indoor pool.
- Affordable housing is desperately needed in order to attract new people to the area. A robust downtown is the perfect backdrop to parks, trails and community spaces.
- "As I stated above some additions to the north park area. Add a waiting dock at the boat launch on north twin."
- Offering locals and visitors infrastructure and nice recreation areas will bring a positive economic growth
- Until the city finds a way to actually get more housing built, the city is never going to grow.
- It seems like small businesses on Main Street have been struggling and could potentially need more support from the city, etc. We also need to cater to young families to enhance our growth by increasing the availability of rentals and newer homes (not just low income housing) and adding to and improving our outdoor activities for kids whether through a pool, splash pad, and or a playground for younger children that is safer and fenced in like other communities around us.
- Amery can't grow if businesses and community members are not resourced with effective and helpful tools and needs to thrive directly in the area. Our growth is restricted when members have to source their needs and affordability outside of the community.
- We need a variety of business downtown that attracts tourists. That would include the lakes having decent beach with safe water. We need uber
- I had to move here for work. I'm not really impressed with the city. It's ok but plan to move
- The school district and the city councils need to be change! They are greedy and very inconsiderate of people's concerns
- Amery is price gouging badly.
- "We need to keep the next generation in Amery they need jobs, affordable housing and opportunities for their families. Bring back the small town charm and reason not to want or need to go to larger cities for their needs: affordable groceries, shopping, building supplies, entertainment and food.
Roads are an obvious issue not within city limits but Polk county commissioner needs to address all roadways in the county- they are terrible!"
- I just would love to see a clean safe beach and a nice size park for kids.
- seems like we already have enough parks, plenty, we already have a few bike trails, can ride every road as well... and mainstreet.. sure don't see that other than Rodney and Chris. Don't need more bike trails.. keep them in the cities for them. I bet they wish bike riders would travel there to use them??? child care, we have expanded the school for this with referendum, taxes we all pay already, every year. the private sector could step up if there is a need, someone should have capitalized on it already. Boat landing on North Twin already reworked. Tax incentives for new businesses to move into industrial park? Why does city need to be involved in low cost housing? You build they will come? If it was a great investment wouldn't the private investor do it? Try to keep Amery less like St. Croix county and growth in every farm field.
- Amery is an aging community-people die, graduates move away, and we are not back filling that population loss with ne members that add diversity, economics, and youthfulness to the community
- Get jobs and all else will follow.
- "I'm encouraged that the City is conducting this survey, it may mean they are finally realizing improvements are needed. The City needs to find ways to create more housing opportunities and not city owned. That only attracts Riff Raff. Every time land has opened up in the city, it's turned into a park. Parks are great but does not serve the grown potential. We need condos, town houses, apartment buildings for a work force that is today mobile. Not developing these spaces erodes the tax base, driving people away.
Lastly, the quality of many of the residential sidewalks are either non-existent or in very poor condition. You don't

APPENDIX A: INPUT SURVEY RESULTS

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

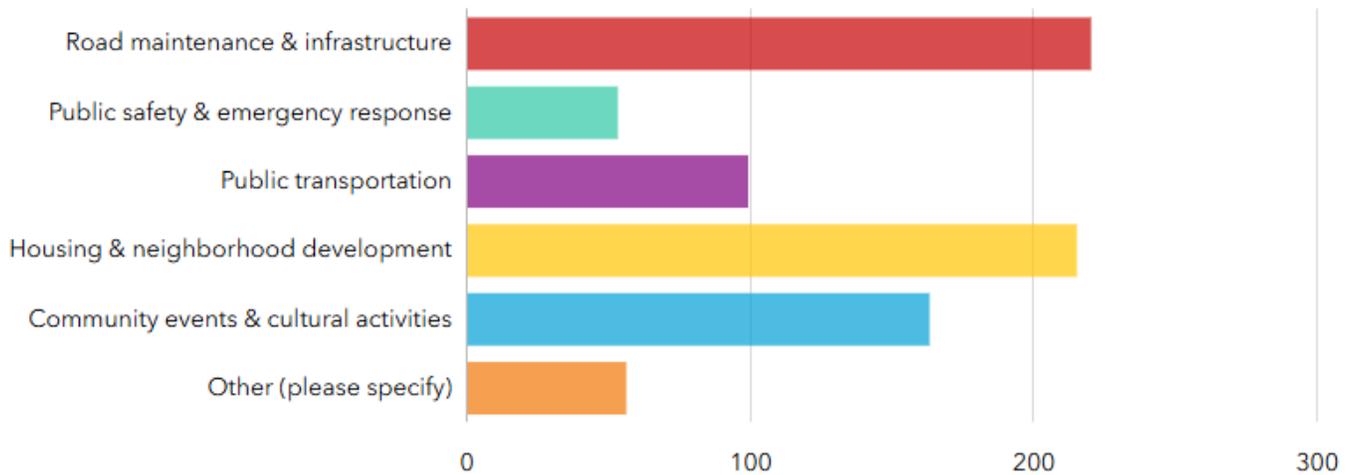
- need as many walking trails if you have decent sidewalks.”
- Invasive species have entered the lakes and rivers. Stay vigilante and do what we can to remove. Another community improvement needed is for recycling. The entire drop off area could be improved.
- Without affordable family housing population won't increase. Without quality businesses, people won't move here for lack of resources and lack of jobs. We really do have lack of public transportation in this area.
- I don't drive and was trapped there unless friends would pick me up to go to medical appointments and shopping in st.croix falls. I can't afford to do my grocery shopping at Dickson. The prices are ridiculous
- We need more daycare opportunities - people post on facebook that they are willing to let their children stay with strangers! Businesses need their employee's to have affordable daycare available to them and not just one that closes everytime the school closes
- I would love to see amery clean up south twin park and the beach there.
- The choices I made are what make a city great.
- Need safe multi use trail heading WEST out of downtown. Ditch and along road side driving of rec vehicles is NOT SAFE for adults and children.
- “Adding access for all recreational vehicles (snowmobile, atv, utv, off highway motorcycle and horses) to the stower trail. We should be able to safely share the trail. Amery has far more foot paths than motorized trail. Restoration of south twin and the beach, it would be a huge asset for our community in the summer months. “
- Promote more business and activities for families. There could be more camping in parks like York. Pool would be nice but at least a large splash pad. A community indoor Recreation center
- New housing, support new industries, and connecting recreational trails , expanding snowmobile access to Stower trail allowing access to Amery
- I think the roads are already great. I would like to see widening of shoulders to accommodate pedestrian and bicycle traffic. Connecting these walkways to existing trail system. More businesses and restaurants in the area to reduce the trips I have to take to St. Croix Falls.
- Sustainability and preparations for future with climate change. More small local businesses. Outdoor features like a public garden. Encourage local qualities.
- My number one priority is definitely expanding housing options and affordability. There is no room for growth if it's too difficult for new people to move to Amery. Another high priority is improving the water quality of our lakes. We're the City of Lakes, but some of our lakes are kind of gross and unsafe to swim in.
- Lack of housing and childcare are the biggest barriers to families relocating to this area.
- “It was wonderful to see the main street updated with the roadway, but many of the sideroads need improvement as well. I feel that Amery is a place that has many elderly folks and soon retirement age folks. Having more choices for those folks to live is important, along with people with lower incomes with small children. It would be nice to have more public transportation for folks that are unable to drive or can't afford a vehicle. Especially when they are needing rides to the hospital or grocery stores.”
- The affordability in Amery used to be good. Increased taxes on homes that aren't valued as high as they stated from the outside. Is it not appropriate. Utilizing this money to pay the city's deficit is not okay.
- I currently work in Amery and would love to move here but it is a little too expensive for how small a town it is.
- prioritize a few things that will draw more to the community, listen to locals on what they desire
- I think Amery does a great job of supporting local business growth so did not chose that but would like to see it continue. Expanding affordable housing for those who do not meet low-income criteria would also help grow our community. We are surrounded by water, and it would be fantastic to be able to promote its use more although I totally understand that that may not be achievable due to the issues with geese and ducks. I would love to see some form of affordable public transport, even if it's not 24/7. There are grants available for rural transportation and it would be great if the city applied for one. Both New Richmond and River Falls utilize this grant money.
- See prior responses
- The park could be enhanced to offer opportunities for safe places for children to explore and play. Better sports centers could provide safe alternative options for older children/ teens that can stay out of trouble and keep them busy, especially with our long winters. There are very limited childcare resources in the area and families will not live here without having that as an option. Without economic growth, people will move closer to the cities
- Lake access, hiking trails, and small businesses are some of our really big pulls for visitors or prospective townsfolk.
- There is a large population of people that have the lack of transportation, especially to medical appointments. Having public transportation would be beneficial.
- I have heard several people state that there just is not anywhere in Amery to rent or buy. The apartment buildings that we do have are so old - we need new updated modern living facilities for middle class renters.

14) Please elaborate on your above answer(s) regarding Amery's upcoming priorities. (cont.)

-
- As previously stated, the city needs to make Amery more appealing to young adults & growing families. Prioritizing the above needs & incorporating more “family friendly” activities will help grow & improve our city. We have a lot to offer in terms of outdoor recreation, but not everyone has the financial capacity or means to enjoy those activities. I would like to see our lakes cleared of swimmer’s itch, as the beach is a great, “free” activity that anyone can enjoy. It would be nice to see a business come in that offers rentals for outdoor sports (kayaks, bikes, pickleball/tennis equipment, etc.) so residents can enjoy what our city has to offer.
- For community spaces, ice rink frozen all year, indoor pool.
- It is all the things I covered in my previous answer.
- “More outdoor areas for children-pool? splash pad? improving beach access/water quality to allow for swimming again
Improved trails at York park.
Maybe the dog park could be moved to York Park and the current dog park used for a different endeavor.
Our residents need affordable places to shop for basic necessities. (Walgreens, CVS, or similar?)”
- Lowering property taxes would greatly improve quality of life for everyone.
- Less seniors more young people
- “public transportation would be what I would like to see priority. We have many elderly and many other who do not have means of transportation. Getting to and from DR appointments and even getting to the grocery store is a real struggle.
A taxi or community bus shuttle options would be nice.”
- Let’s give these teens a safe place to get together after school and before parents get home from work. Let’s not have them neanderthaling the neighborhood but giving them their own safe place.
- I have worked in healthcare for years and transportation is a big barrier
- More enforcement on speeding in residential zones and placing children at play signs where needed
- Many people have difficulty getting rides to and from surgical procedures
- “public transportation for elderly/disabled, and anyone who needs rides for healthcare, groceries, essentials of living, and sober/safe ride home program from bars and events. local businesses are essential for a thriving town and community. They need all the support they can get.”
- I think I already elaborated in my answers to earlier questions with the exception of affordable and quality childcare. My children are grown and flown but I do remember the difficulties of finding good childcare 30 years ago. There weren’t many licensed day care providers with good reputations.
- you have no public transportation. you have drunk drivers because nobody can call an uber. Try to buy a house here, mostly overpriced garbage, you need more business. Dick’s County Market is a rip off.
- Amery seems to work with only(mainly) non motorized interests. We like to snowmobile, UTV and bike. We stay away from Amery due to poor acceptance of the motorized vehicles and lack of willingness to work with these groups. Haven’t come into Amery for years for recreation because of this.
- Stop corruption in city hall, how else do you explain the VFW not getting it’s liquor license, that should have went to our heroes so they could raise money for their new building, which when they moved in, the license could have gone back to the city.
- Amery does not need another park or pickelball court. They need to fix the broken sewer pipes that are very old! The Amery school has brand new ball fields, yet many of the classrooms don’t have good working air conditioning and there are still lead pipes that have not been updated to give our children safe drinking water.
- Children and elderly need support in an active, healthy lifestyle. Cultivated outdoor spaces such as well maintained parks and trails, and good roads to get there would help with this. Also, Amery has had an issue with water quality in the lakes for decades. Clean that up, stock the lakes and promote fishing and swimming.
- Job opportunities will attract working-age adults that likely will have children and will increase enrollment at the schools, but jobs and housing won’t matter if no one can find childcare.
- Self explanatory
- Police, Fire and EMS are vital to a city and it’s residents. Fire departments across the country are struggling to maintain membership, as is EMS. The current EMS also needs assistance and reeks of nepotism.
- “standards to keep lakes clean and weed free
home taxes
repair roads and sidewalks”
- The lakes are not good for families with small children
- Make the parks nice for families in a cost effective manner. Cut unnecessary spending. Give options to people instead of trying to maintain small business. Think more of the consumer instead of business owners.
- I am an outsider I guess, I just come to have fun. I feel like you’re on the right track
- Public transportation is a must for a growing elderly population.

APPENDIX A: INPUT SURVEY RESULTS

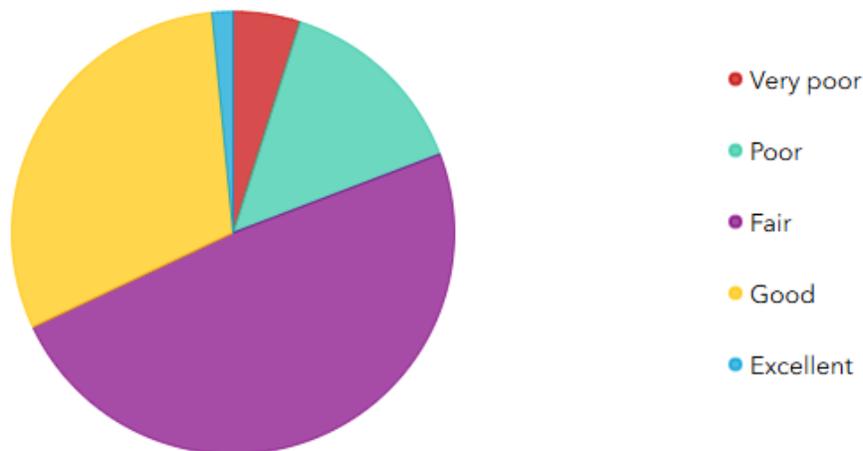
15) Which three (3) City services or programs need the most improvement?



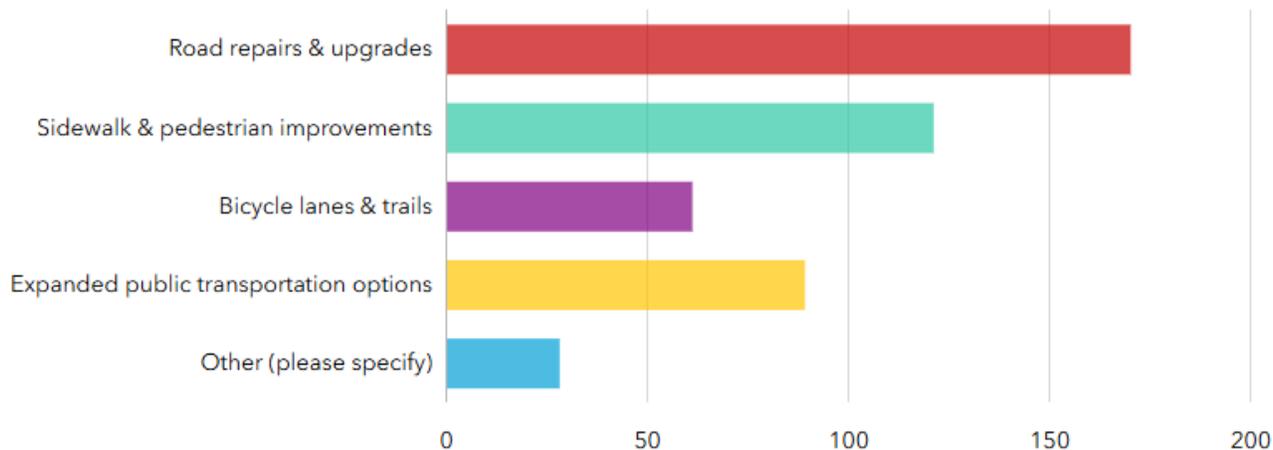
Other responses:

- Promoting healthy alternatives in transportation - more walking and bicycling
- Water ways!
- Parks
- I will say it how it is. We don't need anymore "low rent" housing. We need affordable middle class housing.
- Child care, shopping options
- Opening our landfill we are being charged for
- Parks and req.
- Law enforcement.
- Things to do!
- More city support for all local businesses not just the friends of council
- Child care and children activities
- Just need more employers
- Things to do in the winter
- Parks and Rec revitalization
- Schools
- Parks and trails
- Local government
- Parks
- More adult activities.
- Community areas
- Parks and rec.
- Recreation center with indoor and outdoor pool
- Childcare and housing for young families to encourage them to move here.
- Access to a pool and cleaner lakes/beaches
- City of Amery Public Works
- school district
- The school
- Support business growth
- Beautification of downtown
- Spaces/activities for our youth
- More business especially apparel
- School district administrators need to go and city council need to go! Fire them!
- Safe routes to schools from north end of town
- Good paying private industry jobs.
- Connect the two dead end trails. Users want to do loops; not "out and backs."
- Compost site to re-open
- Pool and working towards an agreement for allowing atv and snowmobile on the Stower trail. The community is truly missing the economic growth from that trail.
- Reinstating the Gandy dancer to motorized
- Parks and Trails
- Trail connectivity
- More snowmobile / ATV / off road motorcycle a cess
- More sustainability in our infrastructure. Recycling that counts and activities that get people to invest their efforts locally
- swimming beach or pool
- things for little kids to do
- swimming pool
- Communication
- Open the Stower to snowmobile and ATV/UTV
- Parks
- Safe school And lower taxes through a more regulated city spending plan
- A larger and more vibrant farmers market
- Cleaning up garbage and tidying up parks etc
- Law enforcement- laws are not always applied equally, or justly - city planning- we have so many bars and failing business- bring in outside businesses- and stop doing corrupt business such as the deal with the library and Bremmer Bank

16) Overall, how would you rate the condition of roads and infrastructure in the City of Amery?



17) What transportation improvements would make the biggest impact in our City?



Other responses:

- Undo what was done to main Street. Add diagonal parking. It's not rocket science . What has been done most people hate. Reinstate motorized vehicle use on the "Cattail" trail west of Keller.
- Bike rental
- Stop with the bike lanes and a pedestrian lanes, there are side streets this could be done and open the Stower trail to motorized vehichels foot traffic will never come to spend money in Amery
- Whatever it takes to bring in new businesses
- Pool
- Fix the flooding issues. Have the city clear side walks again.
- The sidewalk for Keller Ave. S. is almost a hazard to walk on, and water shutoffs are a tripping hazard.
- Internet services
- Public transportation
- We don't have public transportation
- Remove the stupid bump outs at each intersection to make turns easier!
- Get rid of the bike lanes
- I think both roads and sidewalks are equally important
- Pothole repair
- Parking
- Housing development and infrastructure for businesses
- The bike lanes are not being used. If they are being used, it's incorrectly and unsafely. Someone will get hurt!
- Get the bike lane out of the main street.
- Reinstating the Gandy dancer to motorized
- Safe multi use trail that leaves downtown to the WEST
- Again, trails into and out of town for motorized recreational

APPENDIX A: INPUT SURVEY RESULTS

17) What transportation improvements would make the biggest impact in our City? (cont.)

- vehicles.
- resurface griffin st bridge, (maybe if you didn't spend 80k on the pickleball courts, you could have done this already.
- RURAL road improvements
- Stopping the flooding of Main Street. It should have been done when the road was replaced
- Signage pointing people to Amery

18) What concerns or opportunities do you see for housing growth in Amery over the next 20 years?

- Lack of alternative infrastructure funding for housing developments
- Affordability, and that goes across the board for current homeowners as well. People are being taxed out of their homes. We don't want our community being forced out of their homes. At least some kind of big investment like a pool that benefits our current community as well as being able to benefit other neighboring towns such as Clear Lake and Clayton community members.
- Upgrades and improvements to existing housing. New siding, windows, paint, landscaping, older homes can look nice too!
- It really depends on what type of residents were trying to attract. If we're gonna promote growth and be welcoming to new businesses which create jobs. We're gonna need some middle class affordable housing. Imo we are bulging at the seams with low rent housing.
- As we add more apartments and housing developments, we will be asking more traffic. Roads are already in poor shape with potholes or places where water mains have burst and been repaired are not fixed. More traffic also scares me as there are not sidewalks on all the roads leading to school for those kids who walk there each day.
- Tax cost vs neighboring cities, economic timing.
- Not needed. This is a small community that is not convenient to Twin Cities. Don't try to think Amery as such.
- Creating new developments will help bring new families to the area while aging population opt for senior housing. With the new water treatment plant and industrial park, growth of the town should be a priority.
- Cost
- Right now there just simply isn't enough housing.
- I think the taxes in this town are very high and won't help bring new people - will also add to deterioration of existing homes that are already struggling to be maintained properly.
- Concerned that we're already 20 years behind. When I left Amery in 1994, the pop sign was 2,404. Today, just 2,900-ish. Not a big boom over 30 years, and there's already a housing shortage.
- "Concerns: taxes, finding an interested developer. At some point available land. At what point does growth tax our infrastructure from waste treatment to water to traffic flow? Opportunities: We are the biggest city in our area, with additional housing we could be a bedroom community for neighboring large employers as well as our own businesses. That creates the potential for our current retail businesses and services as well as attracting new entrepreneurs."
- Amery needs housing growth - I don't see a downfall of adding this. So many people have to live outside of Amery due to lack of available housing and/or too high of real estate taxes. We have great employers here, yet most people cannot live here - seems like a lost opportunity.
- Cost
- taxes need to drop or people will not live or maintain their homes in Amery
- I would love to see affordable 1-2 bedroom apartments for young people or even 2-3 bedroom town homes for starter homes for young families, currently I feel like there's not much for a couple starting out. Especially with there no longer being "starter homes" on the market.
- Population boom combined with below living wages there are no longer affordable homes.
- People will not live here with nothing to do.
- You screwed up the ammunition factory and are not business friendly, you waste money on pickle ball courts and dog parks which nobody will use like the bike lanes and stower walking trail and the skate parks as well as north park which are nothing more then drug dealer shady areas
- More affordable housing for younger families.
- Seeing a report was published that population decline is expected in county i dont think this is an issue
- Unless more employers are brought in.....why even think about housing growth?
- We have to many retirement and low income housing. Reduce it
- We need to lower taxes...or at least maintain them. Young families cannot purchase first homes in Amery because it is too expensive when they factor in the tax rate. Which means our school will continue to see declining enrollment.
- I don't want to see too many low income housing come to Amery and bring in the rif raf.
- Housing is not the responsibility of the municipality. The

18) What concerns or opportunities do you see for housing growth in Amery over the next 20 years? (cont.)

- municipality needs to accommodate growth through infrastructure improvements. We absolutely do not need TIF or TIDs to develop Amery.
- I think if Amery wants to try to keep up with New Richmond at all, they need to draw in recreational activities, jobs, and entertainment to draw in younger crowds.
 - Property taxes are too damn high, if taxes continue no one will be able to afford to live in this town
 - Loss of land. Developers move outside of America to build, resulting in a loss of land for people looking to buy. Housing developments like cookie-cutter neighborhoods and apartment buildings should be built closer to town.
 - Too expensive
 - Property taxes are very high making even homes within the median sales price unaffordable for some families. There needs to be more housing. More smaller sized homes (<1000sq ft foundation) and dare I saw a city sponsored Tiny House development?
 - Housing for families starting out. To keep graduates in Amery are
 - Need more supply
 - Beautiful, quality 1- 2 acre housing developments are in high demand. As well as more affordable but quality condo's. I'd prefer to not see more low income housing in our community.
 - We need more affordable housing
 - Very limited and expensive
 - New Richmond and Somerset are booming with new housing. It's also really expensive to rent there. Take advantage of the boom by alluring more people & families to Amery. Some want the small town feel that New Richmond is losing. That makes Amery alluring. Market how awesome the school district is and the elementary school learning options, school forest, etc.
 - There is nowhere for anyone to work here, so unless there are businesses brought in (which means city employees should answer emails) then this city will not grow.
 - Housing won't be affordable. Pondhurst is a nice development but, not walkable to businesses and very costly. Need another community similar to Pondhurst but cheaper
 - More places for elderly to live that cannot maintain their homes any longer
 - Lack of non government regulated or low income housing development. Recognizing that those opportunities are important and necessary, but should not be the only or main development taking place. To me that is a sign of a lack of appeal and value of moving to the community
 - Homelessness is already an issue for singles and small families. Probably need to focus on that demographic.
 - in town tax rate
 - I'm concerned that much of the current housing in Amery is old and could use upgrades. The current housing projects are exciting but those people would need places to work and send their children for childcare. The city is running out of space and should look at expansion opportunities with the surrounding townships.
 - Prices are too high. No viable affordable options for seniors to move out of houses so families can buy them
 - Amery has a lot of open lots with for sale signs on them. Affordable apartments and townhomes for rent will help tremendously. Private built homes for homebuyers are becoming so unaffordable in Amery due to high taxes and high property lot prices. Some sort of incentive is needed to keep people in Amery and to encourage new growth.
 - Housing growth is limiting the potential growth in the population. Young people and families are not staying or living in the area because there is nowhere to live. Renting options are limited and poor. Without young families, the town will suffer, the school will shrink, the population will die off, and Amery will be a shell of its former self. Significant time, energy, and money needs to be spent to increase the housing options in Amery.
 - Not really a concern, but depending on how fast Amery grows, annexation of the smaller municipalities will help bring the city into more relevance in terms of having different areas of the city bring certain industries. For example, the industrial park has many industrial businesses. If another area has all of the food and that sort of shopping it makes people have to drive around and increases the exposure of all the small businesses in the area.
 - Yes we need affordable housing but what is going to attract people to want to STAY in Amery. They need to be able to support their family, get quality education, get household supplies and groceries, and be entertained.
 - concerns for Amery would be doing a solar farm. opportunities Getting a Target would bring in a lot of people from out of town to shop local as well as getting good products.
 - Need more housing, Apts, house, Apts, all need to be affordable
 - lack of gainful full time employment, and the lack of affordable housing prevents families from moving here. Not everyone can buy homes
 - I see a lot of development coming to the area. We purchased our property from someone who wanted it to continue to be a farm, but many amazing properties like this are being chopped up to build second homes for residents of MN metro area and the like. Something about this county and Amery specifically seems to be pushing toward bigger business, which funnels the community into low-paying jobs doing things they may not like. How can

APPENDIX A: INPUT SURVEY RESULTS

18) What concerns or opportunities do you see for housing growth in Amery over the next 20 years? (cont.)

- we improve access to nascent business opportunities?
- Property that is conducive to building.
- Land to build more homes and apartments.
- Can't see growth at all we have no where for people to live. And why would they want to come to Amery when we don't have any housing or nothing to offer. Therefore our school size is dropping. And we have fantastic teachers and schools.
- Raising taxes.
- None. People are leaving rather than coming to Amery.
- It needs to be more affordable
- Need to build smaller more affordable homes. Sell cheap or free residential lots. Lot of small towns like the size of Amery, have done this with great success.
- Opportunity for housing that would appeal to younger families is critical to our school system.
- "What growth? We don't have a reason to expand much more as is. There's not enough housing to expand much more.
We need to get more housing options and businesses so that we can attract people to the area."
- There is nothing to bring new young people to the town of Amery.
- if you don't have businesses to employ people and pay decent wages why would people want to live here?
- More housing brings more opportunities for families to live in Amery.
- Hope to see more affordable housing, and less taxes.
- Not enough public housing and no new housing
- "Too much nepotism and trying to be big city life
No thanks"
- Amery's shortage of middle-income housing and lack of developable land for new homes is creating a serious workforce crisis. Without affordable housing options, workers have no place to live—making it nearly impossible for businesses and manufacturers to attract and retain employees. This shortage doesn't just hinder growth; it actively discourages companies from expanding or setting up shop in Amery. If this issue isn't addressed, the city risks stagnation, lost economic opportunities, and an unsustainable future where businesses struggle, job opportunities dwindle, and the local economy weakens.
- People either build with high rent or purchase an older place with no money to fix up and charge through the nose for a sub par residence.
- This is tough. I know we think we have a housing shortage, but I think it's more of a economic issue with income and such. I don't like seeing farmland go and that's something we can't take back.
- Can you stop catering to the elderly? You need homes for young families and apartments that would work well for young couples and families.
- The influence it will have on our school district
- I see no growth as is it unaffordable to live here
- It would be nice to see people still owning land and not just houses being built on every inch of land around the areas.
- "Lack of affordability due to increased real estate tax and water & sewer costs will push long-time middle and fixed income residents out of their homes. Smaller homes will be torn down and replaced with Upper Income palaces, raising the tax rate even more.
Access to river and lakes will be restricted to the elite who can pay."
- Very little housing options that are affordable
- The influx of MN residents buying and driving up house prices.
- We need people or entities willing to invest in providing affordable housing. I would love to see affordable rental units that senior citizens could move into where the lawn care and snow removal was taken care of. Not low cost housing, but nice affordable housing to take some of the burden of outside maintenance was taken care of and yet enough inside space for comfortable living and family gatherings.
- Over population, too many low income housing developments
- I think fewer people will have jobs so we need to make sure we are identifying jobs people can fill. We have to think about a shift with fewer people without jobs.
- "I feel sorry for people who have to shop exclusively in Amery. The main grocery store has elevated prices, meat for sale that has already been frozen, produce that has a short shelf date or sometimes sold after the expiration date. Buying clothes and/or shoes is not possible in Amery. Thank goodness for Kwik Trip.
We are too far from Stillwater it the Twin Cities to draw people."
- Amery needs to be development friendly - offer more fixed income 55+ neighborhoods. Provide community block party nights to meet your neighbors and build community.
- Mentioned above - apartment housing for young adults AND aging population not ready for assisted living
- People moving due to not being able to afford monthly expenses
- With the cost of a single-family home so high. Amery would benefit from having more town homes that could accommodate young home buyers and empty nesters who are looking to downsize and minimize the exterior maintenance required on a single-family home. It would seem that Amery could expand south past the schools as well as north on 46. Upper-class apartments, possibly with

18) What concerns or opportunities do you see for housing growth in Amery over the next 20 years? (cont.)

- underground apartment parking, could also accommodate added growth. Many apartment complexes in Amery are old and run down. They do not accommodate a welcoming environment for the kind of people we should desire to move here.
- There is simply nowhere to go! Very few rental options for middle class. Duplex and condo living for people UNDER 50 should be considered and offered. Again, if there is nowhere to live, I won't move here!
 - We need to provide quality low income housing
 - Not sure.
 - Lack of affordable housing and taxes too high
 - I can see concern that housing will be taken by people moving from the cities or people using it as cabins/part time housing.
 - I hope it will grow
 - There is already a severe shortage of affordable housing in our community, people are selecting other communities instead of Amery
 - Tax increases are the most concerning.
 - There are large chunks of land for sale that we could turn into housing for people that want to move in. Creating little neighborhoods would be huge for Amery.
 - Our community will not grow without building new homes and neighborhoods and without child care options housing won't matter.
 - Concerned that Amery will build only low-income housing and not diversify its level of housing. I fear if there is only low-income housing, crime rates would increase, and there would be more strain at school.
 - not enough.
 - Quality housing for single families
 - I see a growing community if people can take politics out of it and be a decent human being.
 - There is land north and south. Maybe some upscale apartments.
 - I hope the town dose not turn into a huge city, I love my small town of Amery Wisconsin
 - Not being able to support the people who want to move into the general area which leads to higher prices because of low supply and high demand.
 - IT would be nice to see affordable housing for those who live in Amery. It is nice we have cabin houses but those are unaffordable for many families. I would like to see neighborhoods where families can afford the housing but also contain sidewalks and parks for children.
 - There is some low end housing and some high end housing here and not much in the middle. We have no decent, affordable housing for young professionals so we lose them to other communities such as New Richmond, and quickly they realize there is no value to living in Amery and they leave their jobs here for other areas that are growing and provide opportunities for 20-30 year olds.
 - idk
 - We live here because it's a small town. We get enough idiots during the tourist season.
 - Houses falling down
 - Turning Amery into a Hudson we need to keep it small.
 - The current opportunities for the city to grow are immense. With many Minnesotan's crossing the border and looking for a slower pace of life as well as Amery being somewhat of a regional center holds much potential. Amery is a huge draw to people due to its lakes and outdoor activities, along with nearby shopping and services.
 - I see a lot of opportunities with the current low income housing that we have and are thinking about building but I also see a lot of possible concerns with using up a lot of land lots that could be used for growing the natural beauty of Amery or possible used for agricultural resources.
 - Declining growth is a huge concern for this area. A recent study has been made public that Polk County will see significant declines in population and not adding any young families. Leaders need to stop pretending this isn't happening.
 - The city of Amery is small and land locked. We need apartments that aren't section 8 housing. We need more housing or we can't grow. Building custom homes are expensive! Property taxes are outrageous. We almost talked about moving because of how high they are. If you have more homes, you can spread the tax.
 - "Many worn down homes that need TLC. More housing is needed. Affordable apartments or something."
 - i think amery could use more houses as always, but also a nice hotel that people could stay at when traveling, like a holiday inn or a best western. Somthing basic but with j enough of the right things to make it comfortable. Persoanally the hotels we have now are not very "home-welcoming"
 - Affordability.
 - See above
 - Amery doesn't have the land for housing growth. It will need to work with the townships.
 - That it's not giving going to grow
 - I am concerned that the taxes will make it too expensive to keep living where we are living. We may have to consider moving.
 - We need more of it, but we need land to do so.
 - "So many potholes. Weeds on curbs Parks not clean"
 - More larger houses- not low income

APPENDIX A: INPUT SURVEY RESULTS

18) What concerns or opportunities do you see for housing growth in Amery over the next 20 years? (cont.)

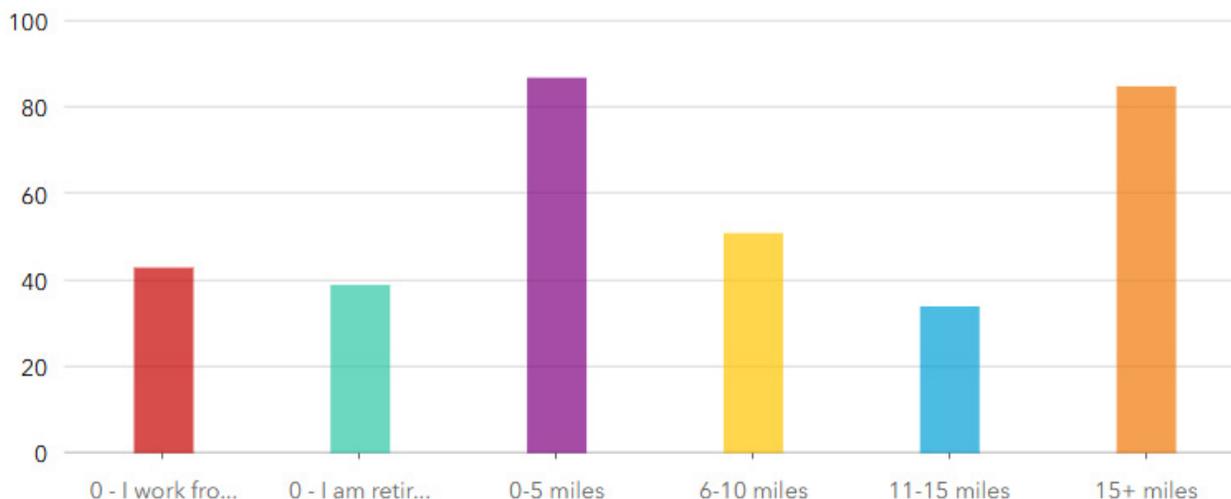
- More condo units and duplexes.
- We need more options for housing. Apartments, duplexes, single family homes. This improvement would greatly help local employers.
- Property taxes hold Amery back. It's not as conveniently located for easy access to the main metro areas like similar communities such as Osceola, Saint Croix falls, Somerset, New Richmond but our taxes are on par or exceed those places so there's a large pool of home buyers that might be willing to consider Amery if housing prices (taxes in particular) were more affordable in comparison.
- Needs to be quality, but affordable.
- The city has talked about developing housing for the entire 15 years that I have worked here, and I have seen zero movement to create developments, etc. I don't have faith that the latest discussion of a new development by the schools will actually result in housing either.
- Amery needs more newer construction homes and rentals/ apartments that are not just accessible to low income families.
- I don't know. I hope I'm long gone by then
- "Lack of affordable young to middle age housing In Amery. There are plenty low income, and senior housing options.
Jobs jobs jobs!"
- keep the growth in the city, don't want every farm field turned into another solar farm or housing development, not why we live here in the first place.
- need more lower middle class/ middle class housing options to attract young, working families with kids.
- Need good paying private sector jobs. Everything else will follow.
- We need tax driven housing
- Take advantage of the river and replace some of the park space with upscale housing.
- Nice housing areas that are AFFORDABLE....quit letting Minnesotans take over the lakes.... they don't care about the community
- Continue to develop neighborhoods in the area and stop pushing low income homes on the community.
- I believe there is not enough public housing.
- You must have housing for all ages. Strive to work with local businesses to make Amery a place to live and work.
- More retirement housing n single family homes.
- Biggest risk is to much density. Maintain rural feel. High taxes particularly on the lakes.
- To keep new housing affordable and not crowded. New developments should enhance the beauty in f Amery.
- More homes that are affordable.
- I believe housing growth will help strengthen our economy by creating jobs and bringing in more consumers/revenue.
- More rental housing and workforce housing.
- People are getting older and should have more options other than nursing homes. I know that there is a memory care unit but maybe some place that is more of assisted living.
- A taxi available to the public, especially those needing transportation to and from the hospital
- senior living, affordable housing
- I'm not sure the city can do anything about it but I worry that housing is moving towards being out of reach for the people who work in the area factories and businesses.
- I see many people searching for affordable apartments, especially families with young kids.
- "Not very many options for larger families. Old housing that hasn't been maintained"
- Some more apartments
- Those bike lanes that were added through town were the most wasteful and stupid decision ever. Ask anyone - you don't see ANYONE use them. I see adults still riding bikes on the sidewalks. And now we're down to a two-lane road through town and you can't pass slow-moving vehicles. It's also very hard to see oncoming traffic when trying to turn on to main street.
- There already seems to be plenty of developments around the area.
- We need to have some new updated rentals or apartments that are for middle income residents.
- If inflation doesn't start to come down, there will be more low-income housing needs. Amery's current housing market is extremely high; there are not many affordable housing options available, especially for first time home buyers or those who cannot afford to put down a down-payment.
- 20 years? NOW need housing available NOW not in 20 years
- Affordable housing with LOWER taxes!!!
- More low income housing
- Get rid of the bike lane on Keller
- We definitely need more affordable housing, not only for young families starting out but also retired persons on fixed incomes. If they can't afford to live here, they will go elsewhere.
- Amery will either die and fall in to a delapidated city OR it'll be rejuvenated and be a nice place to live. Put some nice subdevelopments in.
- The taxes are too high and make the city undesirable.
- NONE, the price of housing in Amery is RIDICULOUS!
- Limited locations for development. Aging of current housing structures, they need a lot of repairs, and the current prices deter purchasing due to additional work needing to be done.
- We should find a happy medium. The nice thing about

18) What concerns or opportunities do you see for housing growth in Amery over the next 20 years? (cont.)

Amery is that it is a small town with lots of charm. If we have many people building houses, we will turn out like New Richmond, too big.

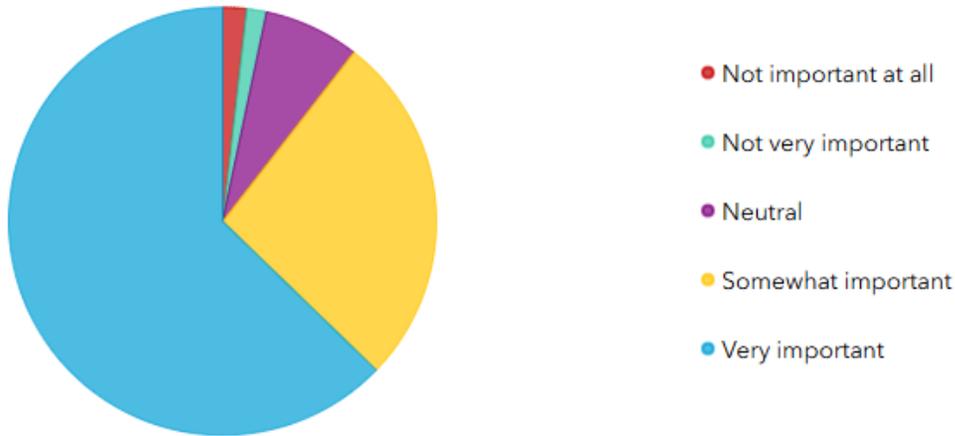
- Housing prices are way too high
- I have grave concerns that my beautiful, rural farming community will be perverted and destroyed by all the city folk moving out here (as has already been happening)
- Not much available for rentals for younger people.
- Mid-range priced housing for working families would be ideal
- Not enough affordable housing due to city overreach
- It's a huge concern, there are so few housing options for people who want to move here or kids who want to move out from their parents house. As the population ages there will also be an increased need in accessible housing options.
- Difficult to find housing for young middle income wage earners. We need duplexes, town homes, and modern apartment buildings. Our current housing options require low-income qualifications or are over priced for younger working individuals and families.
- A lot of farms are being bought up for housing developments and solar farms. That takes away from the rural feel of the community we love.
- Taxes are out of control!!!
- If you attract more people you'll need more housing
- The need to build affordable (entry level housing) is a big concern. How can we attract young, working families if there are no houses to live in?

19) What is the approximate distance of your residence to work?



APPENDIX A: INPUT SURVEY RESULTS

20) How important is it for the City to attract new businesses and jobs?



21) What type of businesses or services are most needed in Amery?

- ones that can make money and grow
- Mechanical shops, jewelry shops
- A recreational facility geared towards youth. This could also entail a daycare which is desperately needed. Make it appealing to attract new and outside communities to bring more revenue to the city.
- Amery has a nice variety now, but there is no competition and prices are high. Competition is good for the consumer.
- Restaurant daycare manufacturing
- "Pool- rental space(s)
The rest can be determined by the owner or entrepreneur."
- Mental health/therapy, low cost but high quality grocery like Aldi, fast food like Taco Bell
- "Child care,
Textile shopping options"
- There's a big need to bring business in to get rid of monopoly businesses
- Better grocery options
- Main Street small business would help the local economy thrive. Gathering spaces for sharing coffee, music, art, shopping, culinary offerings etc. are very much needed in Amery to boost community engagement.
- Restaurants. Bike/kayak rental. Book/stationery. Bakery (that is open on a regular basis)
- Child care
- "Amery could use better options for clothing - like proverbs 31. Sit down coffee, activities for children.
Although 1 & 2 have had a few businesses in the past years that haven't succeeded."
- "Daycare
Recreation based (canoe/kyak/bicycle) outfitter
Premium restaurant"
- Additional light industrial. Bike repair shop. Canoe, kayak pontoon rental business. We need to work on adding to or expanding our plumbers, electricians, building contractors, persons able to help do small building repairs and potentially landscapers.
- Small businesses with community connections
- More fast food and restaurant options. A store where you can buy clothes and household goods for a decent price. I miss Alco.
- Retail stores (household goods, clothing, local produce/meats, etc), recreational (kids activities/waterpark/pool), fast food restaurants with drive thru options (food and coffee shops), daycare center (so we have increased capacity), Christian school k-12, fine dining / trendy restaurants, employers to generate jobs
- Childcare. Family friendly activities.
- grocery shopping, clothing stores, activities for kids and adults
- Truly I feel like we need to continue to remind people of the great industry jobs that are here at places like Cardinal Glass, SMC, etc. Highlighting benefit packages, etc. I do think we need more teachers and school staff for the open positions at the schools already!
- Fast food, industrial businesses, food marts.
- More food options. A place where you can buy necessities.
- "You cater to liberal businesses like the farm table and how about the last theater owners? Maybe look at businesses like the ammunition factory and other hands on places that will actually hire people. Cardinal is a great company as well as the plastic place but how many left or were ran out of town?
Now you are building a hotel that nobody will stay at

21) What type of businesses or services are most needed in Amery? (cont.)

- because there are no attractions unless they put in a water park or something"
- Hotel, tanning, entertainment for kids and adults
 - Businesses that can pay a livable wage to the citizens of Amery. More things to keep children and teens preoccupied in the summer months.
 - Daycare
 - Some quality manufacturers would be a good start
 - Factory
 - Farmers Co-op! We have so many great small farms and home businesses that need a space that people will drive miles to for some quality food and provisions!
 - Fast food, dining, grocery, convenience stores, hardware stores, gym options, pool/swimming.
 - Retail outlet store
 - Entertainment
 - Who cares figure out how to drop property taxes
 - I don't think Amery is in need of more services. I currently do not need to visit most of the businesses in America.
 - Indoor recreation
 - Ride share, indoor toddler playground, all season businesses.
 - None
 - We need a craft store with fabric, yarn, scrapbooking, art supplies,.
 - A good restaurant. Department store with affordable prices. A grocery store with affordable prices.
 - Community center, pool, area for kids to do something safely
 - Higher speed and more reliable internet when in town
 - Unique shops, family friendly restaurants, outdoor recreational shop/rental store, hang out sports rec place for youth would be great!
 - We need for restaurants and shopping. There is nothing to do in amery a lot of people have to go to the cities.
 - "Support our wonderful, local pharmacy and library! Keep Vape shops out of Amery."
 - More restaurants. Lodging for visiting, only one small motel
 - Family friendly spaces to engage children and teens. As mentioned earlier an arcade, gaming space, play gym, activity based rental for birthday parties. New park equipment. BRING BACK FARM TO TABLE FOUNDATION!!!!
 - Walmart, Aldis, menards
 - Manufacturing
 - Need an Aldi's, also a good clothing store.
 - Any business or service that helps us stay local
 - This is a pretty difficult question given the economic makeup of the community. Having a mix of full time residents and seasonal residents makes it difficult for sustainability outside of food and entertainment type businesses. Some of the local businesses seem to be making a good effort to diversify to provide opportunities to purchase items that weren't available before. Being able to attract more quality, high volume employers would certainly attract more people and development to the area and create greater employment opportunity within the community.
 - Coffee shop
 - Nothing if people can't afford to shop and live here. No more antique shops or bars. Good grief. Basics. Maybe some affordable family entertainment options or people will spend money in New Richmond and maybe even move there. I regret moving here instead of NR.
 - activities, stores
 - It would be great to see a clothing store stay for more than a few years. When my dad passed away I needed a new outfit quickly and it was nice to be able to buy one in town rather than running to the cities while trying to plan the funeral. I used to be able to shop at Outside-In or Proverbs 31 for clothing last minute but currently there are no options for that.
 - Dining and retail
 - Jobs that provide a livable wage. Factory and career jobs. I think Amery has enough antique shops ...
 - Childcare and fill up the new business park. Amery could also use an alternative food store - an organic/local grocery/natural foods store. Other things Amery is missing - bookstore, and coffee shop with outdoor seating. There is also nowhere in Amery to ship FedEx packages - a hub to send packages like a FedEx Office/UPS Store would be helpful. We pitch ourselves as an outdoor community but there is not an outdoors store or bike repair shop in town - think like an Outdoor Ventures in Hayward that could offer recreational equipment for rent or for sale and bike repairs. Amery also needs to re-think the dog park - if this is really disappearing, York Park is an option with some re-development. There is a great dog park in St Croix Falls as an example that is more than just a field but offers some woods and walking trails as well.
 - I think any business that wants to set up shop in Amery is a bonus. It does not matter what it is. So long as they are able to afford to hire poeple at a decent pay rate to afford to stay in the city. If several were to come, it would help Amery grow by attracting people to want to live and work within the city.
 - "Walmart/Target/Dollar General etc
Daycare
Pool or community center
There needs to be a place to dump yard waste!"
 - Everyday Clothing, Shoes, and affordable food.
 - Gifts, ALL we have is Chets and Bittersweet. Both are great, clothing for women. Cross stitch store is good, but how

APPENDIX A: INPUT SURVEY RESULTS

21) What type of businesses or services are most needed in Amery? (cont.)

- many do crossstitch
- it is hard to say. Affordable ride services, and daycares. A Walmart would be great south of town. It would be more beneficial than a hotel. Dicks would have to be more reasonably priced, lots of people would have jobs, and usually apartments get built close for the workers. \$ would stay in Amery instead of St. Croix falls. What we do not need are quirky gift shops or places that add nothing to the everyday lives and needs of people that live and work here. It does not make sense to open a business that is geared to cater to visitors during the summer months.
- Small businesses with local owners and local products that end up interconnected in a resilient web.
- Recreation, things for youth, better parks, water front access.
- Quality clothing, drugstore, grocery, boutiques, Taco Bell, gift shops
- Family spaces
- Something other than bars, restaurants and gas stations. Industry, and places to shop. Current shopping is limited to groceries and you can't even buy clothes nearby.
- Childcare, somewhere kids can go. Like an arcade, gym center. Something along those lines.
- Industrial and commercial. Wages are low in Amery compared to other small city's in the area.
- We used to have Alco-that was nice because it had a little of everything. So, ummm, Target would be good!
- Depends on who is in charge and what they will pass. This city is so political and stuck in the past, yet seems to drive prices up and wonder why people keep leaving
- "Absolutely more food options please! I need some more name brand restaurants! (Ideally Chipotle! Also wouldn't mind options like Noodles and Co, Popeyes Chicken, Pizza Hut, etc)
Lyft (or Uber I guess). Doordash, Instacart.
Clothing stores, TJ Maxx or something similar."
- Retail/department stores
- High-end manufacturing
- clothing retail, walmart
- Clothing stores aquatic centers
- "A strong, sustainable economy depends on businesses that create jobs and invest in their workforce. Companies that offer competitive wages help build a stable, reliable labor force, strengthening the local economy and ensuring long-term prosperity.
Yet, Amery has overlooked a key piece of this economic puzzle: small home-based businesses and skilled tradespeople who provide essential services to the community. These businesses not only support local needs but also help residents afford to live here by providing supplemental income opportunities. Despite their significant contributions, they have never been fully recognized or supported as legitimate economic drivers. For Amery to truly thrive, it must embrace all businesses—large or small, storefront or home-based, manufacturers or independent craftsmen. A diverse and inclusive business environment is essential for sustainable growth and a vibrant local economy."
- Better variety shopping, large businesses to employ people,
- Anything. Everything great leaves. It makes you wonder why. Back in the day Amery had fantastic shops downtown. Now there's a few. What is driving them out?
- I think a pool or other things directed at families is huge
- Health
- A place for local baked goods and transportation for those who enjoy the night life to keep our roads and community safe from drunk driving.
- More variety of choices for non-fast food restaurants and coffee shop with outdoor seating, Natural Foods Grocery Store, Bakery, Boutique Clothing shop, Kayak /Canoe Rental, Bike Shop, Handmade Goods/Art Shops.
- Cafe, Coffee House, conversation social gathering spaces
- "More affordable grocery store, restaurants Aldi!"
- Coffee shop and bakery, sit down burger type restaurant, larger hotel
- "Affordable food. Clothing. Auto repair."
- Activity for the youth of Amery. Fun things for Adults to do with their family.
- Wellness, healthy lifestyle, alternative to bars and alcohol.
- Different kinds of restaurants.
- Fix it type people. Consultants for day to day living skills such as banking buying and selling
- Manufacturing, high tech, anything that provides a good salary and benefits.
- Affordable places to eat, places to go with children, less bars
- Restaurants, arcade, indoor playground, Trader Joes, bakery, hotel, vfw should have a liquor license,
- "A variety store or another grocery store to help with competition to lower prices.
Amery does my need another bar."
- A real bakery that is open regular hours. A theater or cultural arts center. A community gym like The Center in New Richmond. Finish the past due pickleball courts.
- Crosswalk signs and speed signs in downtown.
- "1. Childcare (age 0-5)
2. Recreation (Indoor Pool), indoor fitness center, rental event center for weddings, parties, etc).

21) What type of businesses or services are most needed in Amery? (cont.)

- 3. Rental Company (Currently going to New Richmond or Balsam Lake). Trailers, small motors, U-Haul, ATV's, Kayaks, Boats, etc. Make it easier for resources to be utilized?"
- "We need to let this go. Maybe more industry, but that is all we can do here. We need to put our support into what is here, fully. Know the demographic!!!! Know the culture!! Turn that million dollar world's smallest red roof into something that is usable. You can't even get dry in the rain. Expand it. Make it a nod to our railroad history. Celebrate that it was once a Depot there. "
- Already mentioned some above
- Shoe store would be nice. Mini golf course-arcade would be amazing. Some sort of all ages fun place to hang with friends or bring your family in a safe and SOBER environment.
- Things for the kids to fo
- general goods store (somewhere you can get basics like socks, underwear, etc.)
- Aldi's or Trader Joe's and industrial
- We do not need anymore bars or junk shops.
- "Full service bakery
Daycare center
Recreation center (with large meeting rooms, fitness area, indoor pool, outdoor pool)
Industries (to provide more good paying jobs with benefits)"
- I would love to have a local bakery back in town.
- More restaurant options would help. Overall general store a one stop shop kind of place.
- "Pool access
Splash pad or an updated park "
- starbucks a pool
- Every area to have a divers community
- Parts, Sports equipment, recreational goods
- Food and shopping
- We need some sort of community center with a gym, daycare, activities, pool, etc.
- Cheaper grocery store - Dick's is quite expensive
- A nice hotel and a swimming pool/community center.
- We need more professional jobs in this city in order to grow not only in number but culturally. We will be stagnant if we only concentrate on low paying jobs. We need to attract young professionals and young families.
- I want the candy store back </3
- Affordable groceries not owned by Dicks.
- Shopping and restaurants
- Walmart, Goodwill, Pool, and Taco bell.
- Amery's small businesses in the downtown area and south side of town seem to be successful. Kwik Trip is a big draw for the area. A taxi/rideshare service such as Uber or a hotel could be a very profitable business as there are none right now.
- Shops that sell consistent needed items that people would normally have to drive to Walmart for would be a good thing, but I don't think that their is a good word for that type of business
- Anything to provide a living family wage to attract families
- Grocery stores and youth entertainment options. Young people need things to do close by in the winter. Not everyone is into sports.
- "A decent hotel for family, Aldi's would be nice. We need another bar and a Health and wellness."
- more eatery, as well as attractions. For example more name brand stores or local places, anything to get the community thinking about the transformation.
- Restaurants, recreation, bakery, coffee shop.
- Natural groceries
- Businesses that keep people from leaving Amery. Aldi would be ideal. A community center with a swimming pool to give kids something to do would be wonderful. High schoolers have no where to "hang out" after games. This could lead to them going places they shouldn't, drinking, drug use, etc. Park equipment is out of date. Needs to be fun, lively and engaging.
- Better shopping not second hand store all the time.
- Kid-friendly ones. More options like Sweet Child of Mine.
- New, fun things to attract visitors. More dining options are a must.
- "Day Care
Business / Industry that pays well"
- New clothing stores. Target or kohls or similar
- Well paying jobs with good benefits.
- "Affordable retail for: clothing, school supplies, household goods
Save a lot is good, but an ALDI would be better. I routinely travel outside of Amery to the cities for clothing and shoe purchases, and to Stillwater, New Richmond or St Croix Falls for Walmart or Target and ALDI. Amery can't begin to compete with those stores on price and variety. Wish there was an easier solution for this. Would love to support local, but price and variety drives my behavior."
- INTERNET ACCESS. Northwest communications FAR underserves this community but has almost exclusive rights holding any residents hostage to exceedingly poor service. Lakeland communication in Milltown far exceeds northwest capabilities but they are unable to provide service in amery. Cafes/coffee shops, kid entertainment / gathering places, affordable and quality grocery options
- Business with high paying jobs.
- It would be nice to have a business that is located on the water like a restaurant/brewery. There is an empty lot downtown on the river. It would be a perfect spot for

APPENDIX A: INPUT SURVEY RESULTS

21) What type of businesses or services are most needed in Amery? (cont.)

something like that. A business that rents kayaks, etc. for people to use out on the water. It would be nice to have a bakery that sells more than just sweets. A fitness center that has a pool and offers classes in the evening. A store like a Dollar General with more affordable pricing would be nice. Yes, there is a Family Dollar, but it is always dirty, understocked or not staffed. Lower income people need an affordable place to shop.

- Activities for families/children and more hotel options to attract outside business and travel.
- Variety, activity businesses, youth attractions.
- Apparel, bike shop, ethnic restaurant
- I would love an Aldi. Dicks and Save a Lot are too expensive
- Industry, higher paying jobs, where do people work in this town? Rehab services for all the druggies/ alcoholics
- Restaurants, affordable grocery, bait shop with ammo.
- "Organic co-ops
Affordable groceries
Family entertainment
indoor /outdoor recreation "
- A Walmart or a target would be nice
- manufacturing, manual car wash like we used to have
- Jobs that provide living wage to people.
- Private sector manufacturing jobs
- Bakery/cafe, another restaurant option, manufacturing
- Auto repair, small engine repair, better appliance option, upscale restaurant, larger shopping options. Alternative medicine and school options. State run schools are quickly falling out of favor.
- Hair salon in the birch street area.
- A decent hotel would be nice. A decent gathering space other than the golf course that has limited catering option would be nice. Keep supporting the golf course though - that is important to our community. Can something be done in the old movie theater space downtown?
- Theater, senior support
- Businesses that add competition to the monopolized businesses.
- Permanent coffee/bakery downtown, would love to see a deli/sandwich shop that is locally owned.
- More factory places to work.
- Local trade work, factories, local shops
- A large campground. It would bring tourists
- New job opportunities,
- Industry / common commercial like Walmart
- Manufacturing
- Restaurants, Bars, Green/Organic grocery. Delicatessen.
- Local sustainably conscious new business. We shouldn't have empty store fronts.
- Recreation
- Restaurants, entertainment venues, outdoor recreational

businesses such as kayak and boat rentals.

- Gluten free food groceries and restaurants
- Aldi. Ride service. A store that sells new clothing for all ages.
- I miss the theater.
- "1.Manufacturing to create jobs.
2. Somewhere to purchase clothing/shoes/underwear/ socks, etc.
3. Arts and entertainment like the movie theater"
- Clothing and shoes, transportation options, outdoor activities (bike shop, kayaks, etc)
- "Childcare
New restaurants
activities for youth/families- theater, upgrade bowling alley, sports venues, focus on health, pool"
- "community gathering space inside of a building (not a restaurant)
child-friendly or child-g geared gathering space outside of the school"
- Not another coffee shop.
- Shopping
- Hopefully the new industrial park will bring in some manufacturing jobs.
- Business that are focused on children; childcare, after-school curriculums, play/activity centers/community centers.
- Just a variety of options.
- We need more stuff for kids, especially during the winter months when you don't really want to be in the park.
- affordable business for our elderly population to obtain basic necessities.
- Manufacturing, community pool.
- Sports bars, event centers, general store
- NO more bars! No more places that serve alcohol! Amery is a gorgeous community that needs to have equally beautiful community spaces. Consider adding businesses that help support the environment & community spaces- boat/kayak/paddle boat rentals. Bring in businesses that focus on health and wellness. Holistic care.
- Miss having something like ALCO. Miss Outside Inn - great place to buy gifts. Transportation
- "competitive grocery store.
Transportation for the elderly
Daycare"
- Jewelry, shoes, books, music, clothing, bulk foods, fabric/ crafts
- More and affordable grocery and clothing stores
- Taxi, grocery, vet, another plumber, better internet
- Manufacturing. Reliable communication company.
- Shopping for clothes that are up to date!
- We need to keep the "rural" economy going

21) What type of businesses or services are most needed in Amery? (cont.)

- Dominoes Pizza, and something, ANYTHING productive for our youth.
- "Affordable family restaurants and outdoor activity specials. Affordable family golfing options, swimming, parks and rec in the summer. Seasonal activities to keep families close. Basic shopping needs within Amery. Do not want to drive to Walmart in SCF or NR to shop. Basic repairs of jewelry, small electronics.
Family sports bar/restaurant"
- healthcare, construction/infrastructure and factories. There was going to be another factory that could have brought jobs to Amery (the ammo factory), but someone was sleeping on the job too long and never got the correct things in order for the owner of the plant, so he chose to buy property in Clayton instead. Could have been very good for Amery, but it seems like someone didn't care too much for getting more jobs and business in Amery....
- Mental health services
- "Maybe another undertaker if you are going to cater to the old folks home crowd.
Another Hardware / Farm Supply store, Tractor Supply."
- Agricultural and veterinary
- childcare is a big thing and not being able to find good affordable care for little one.
- Anything that can capitalize on tourism from the cabin population.
- A large chain store with a better option for a pharmacy
- Transportation options that are not pre-scheduled. A new hotel or short-term housing options
- modern hotel with name recognition
- Manufacturing
- restaurants
- Clothing - shoe store
- "People need affordable grocery conveniences- such as Walmart and Aldi. Small town loyalty is tough on consumers.
Affordable, quick restaurant options. Little Ceasars, Popeyes, Chick-fil-A would be AMAZING."
- Entertainment
- "General clothing store (socks, underwear, blue jeans, tee shirts, etc)
Affordable hardware store
Supper club"

22) Please list your thoughts on beautification in Amery.

- pick the top 3 or 4 recreational opportunities and concentrate on them
- Boat landings need attention, parks also.
- We are a retirement community and always have been. It's Already beautiful here but maintaining the parks and lakes could use some work to be usable again and bring back the comradery in the community.
- Parts of the City look run down and neglected. Parks badly need maintenance and updates. Would be great to have something like a splash pad.
- Fix beach and parks
- Overall I think we've done well. Maybe see about improving NorthTwin shoreline along Keller.
- I am currently more concerned with infrastructure than beautification
- Need updated signage in parks. We have many public spaces available but many are missing an identity or targeted use.
- School woods is awesome for hiking. Apple river access pretty good. ATV access is great compared to St Croix County cities. Dining options aren't bad.
- Amery is beautiful. This should be marketed importantly with some investment in our local parks and beaches. Play equipment is old and run down, non motorized trails are lacking marketing and signage. Creating some sort of sculpture walk or art installation outdoors would be a wonderful addition to Amery.
- So many cars drive through Amery coming and going to their cabins, the city needs to entice them to stop. Flowers and banners. The city should pass an ordinance on signage...no foul language political signs. Put a time frame on political signs, when they can be put out and when they have to be removed, because that is not welcoming.
- Our area is so beautiful with the lakes and rivers. However we can't use them or swim at the beach. I understand that is not anyone's fault, so let's make another option! Let's utilize the beach area and put in another playground, or splash pad! The small town charm is great downtown.
- "Amery is great overall.
Opportunities - encourage clean up of properties in town. Clean up the beach. Add something for families to do in town - nice park or splash pad.
Strengths, beautiful lakes, well kept downtown.
Weaknesses, beach is unkept, sidewalks need attention, HOMES IN THE HEART OF TOWN NEED ATTENTION,
Threats - the lack of accountability to maintain homes to look decent. Junk in yards, missing garage doors, houses falling apart."

APPENDIX A: INPUT SURVEY RESULTS

22) Please list your thoughts on beautification in Amery. (cont.)

- With our new roadway, we forgot (or are too lazy) to make Amery beautiful. Benches, bike racks, murals, public art all play a part, but the city seems resistant.
- As I travel from Amery to Hayward, it is very obvious that places like Cumberland, Shell Lake, and Hayward have hanging plants that make what we do in Amery pretty pale in comparison both in size and color. North Park is just a big green space. No color. It would seem we could make it more of an interesting place to see and drive and walk through. Like all things the issues will be money and upkeep. The murals around town are very nice. Can we do more of that? Can high school art department/students be involved in some type of city project?
- "Improve existing parks
Add park or green space on the east or southeast
More features on main street"
- New signage on both ends of town for the City, improved grounds keeping in our parks (we don't have much flowers/ plantings, etc - looks very dated/ignored), improved flowers/trees downtown sidewalk areas.
- Beauty is important, as is maintaining a healthy environment.
- make it look nice as you drive in so people would like to stop
- I may be biased as someone who has loved Amery but I feel like we have a great downtown and wonderful parks and trails!
- No comment.
- Places that are falling apart need to be cleaned up. Even the theater is an eye sore. Wouldn't a nice, well kept beach look great?! Parks could be spruced up. Play equip in parks is old. Maybe kayak/canoe rental on North Twin or on Apple River. Is there someone to head up real recreation or activities in Amery?
- Clean up North park get rid of the dog park and skate park forget the pickle ball park.
- We have a beautiful and clean town. Let's keep it that way
- I love the history of downtown Amery, but the historical buildings could use some TLC. No new business can survive and thrive in these buildings due to all of the work that needs to be put into them, therefore no new businesses seem to survive long.
- Don't modernize too much, keep old school
- I feel like this has been a focus for a long time, it's time to focus on more employers
- STOP!!!!
- We have beautiful lakes and rivers. We don't have beautiful recreation areas or a nice beach but we have the locations and land to create them.
- "Enforce code. Do not ignore public welfare complaints because you don't want to deal with them.
- Maintain parks, remove and replace all of the Ash Trees that don't get touched until complained about."
- "Summer main street is too cluttered.
Big pots are not needed...hanging baskets are enough"
- Who cares figure out how to drop property taxes
- Not my top priority
- I don't have any concerns or thoughts related which tells me the city is doing well.
- Good parks and water access, sidewalks need maintenance and expansion.
- "the old stream through North Park was much nicer than when you filled it in and turned so much of the park soggy mush."
- More play areas for kids. The stower and cattail trail are great assets, would be awesome to see the beach open again.
- See above notes. As I've walked around town there's times I've wondered if there been a recent Zombie Apocalypse here. The parks are very blah, uninviting, outdated and sad. It would be fun to partner with the school system to help spruce up the parks.
- There also isn't a lot of programs for disabled here in Amery.
- Maintain and SUPPORT our pedestrian Stower Trail system for safe places to walk and use. Increase bike and cross-country ski trails We have plenty of ATV and snowmobile trails. The Stower makes us unique and gives many active older adults a place to hike and will attract bike trail enthusiasts.
- "Strengths-lakes natural spaces
Weaknesses- those spaces are looking run down and need upgrades.
Weakness- Run down side walks on Keller, more sidewalks needed at bandstand. North and South Twin structural neglect.
The Motel down town is an eye sore for the community. It needs a cosmetic upgrade. New paint color schematic."
we don't need 100,000 worth of flowers.
- I think Amery has many very nice recreational sites, nice parks, love the music in the park area. Possibly the Apple River needs some improvement. Water quality and accessibility.
- Coming into town from the south there are too many houses that are in disrepair, need paint, need outdoor cleanup that give a bad impression of town.
- One main thing that always disheartens me is driving down the main stretches of residential neighborhoods and seeing the lack of pride that some people take in their property. It could make such a greater impression if the first houses you see in town while passing through were well maintained and well kept. This is a difficult road to travel down; however, since it could be construed as overbearing

22) Please list your thoughts on beautification in Amery. (cont.)

or invasive. My curiosity would be if there would be any type of program that could be created or capitalized on to assist homeowners in improving items that greatly impact curb appeal.

- Too much is done already. Nature does fine.
- It would be great to see more flowers or colors at north park. My kiddos love bright colors but that park is very bland. If improvements to the equipment are made it would be great to use bright colors!
- The parks need TLC and new equipment, NOT JUST PICKLEBALL.
- I think Amery is already a beautiful city. The lakes and parks are very well maintained.
- This needs work. I know that redoing Keller Ave is over and done with, but the lack of trees and greenspace makes downtown feel sterile and sparse. Significant work needs to be done to ensure that the existing greenspaces are maintained and developed. Water quality needs to be looked at as well, specifically with South Twin. What can be done to open up the beach again? There is huge potential for development of Soldier's Field for a mixed use property - apartments, greenspace, access to the South Twin fishing pier. Think big! Plant trees, grasses that help with water quality, etc.
- I think having a community art fest that allows artists the chance to paint murals in the alleys throughout main street and town would go a long way. Look at the mural alley in Rapid City, SD. it allows artists artistic freedom and offers another area of the city to have an attraction that others may not have taken the time to look at.
- "Amery is a beautiful community. Continued up keep is necessary.
Is there a way to include clubs or groups to help with the up keep?
Earth Day opportunities?
There needs to be a place to dump yard waste!"
- "Need to update north park and get a beach strengths Lakes and access to lakes"
- North Park needs help. I thought parks were going to be renovated. Children need to be safe
- I love all the flowers and green spaces in Amery. However, our parks suck. There isn't a lot to do. They need updating. The skate park needs updating. The roads are really bad and it make the town look bad, and it's hard to inspire home town pride when the town feels rundown.
- I think we have to be careful with beautification so it doesn't become gentrification...which is one of the reasons our family left California to settle here. Under the guise of beautification, property becomes more expensive and less accessible, and certain opportunities are rendered useless. One example of this is the Farm Table Restaurant

that was supported by the Farm Table Foundation, which was a philanthropic and top-down organization run by outsiders, and is now a grass-roots effort run by local agricultural producers specifically for the benefit of the Amery community.

- Parks, benches on Keller.
- ok now
- Amery is beautiful all around. We just need to bring people here. Jobs isn't it. We are so close to the cities for people to work. We need to bring the cities people out to the country.
- We have a beautiful rustic small town culture that needs to stay that way. I'm roving paths around our lakes would create more love of our lake land
- A nice dog park. The dog park now is kind of a dump and not well taken care of now and in the wrong area.
- Clean up Apple River in town
- Amery does a nice job with flowers in the summer and flags and holiday decorations.
- "You wrecked main street. The sidewalk corners are the worst. Put them back to before. Will make turning on side roads much better.
Build an indoor POOL place and recreation center!! Not only will it make residents happy but it will bring in business from neighboring communities. Plus it will create jobs."
- you could start by enforcing people to clean up after their dogs
- "The Garden Club does a great job with the large planters along Keller Avenue. I can't remember if we still have hanging baskets. That's a nice touch too. A couple of the flags by North Twin need to be replaced.
The new aluminum dock at the boat landing in town is too short. It should be twice as long. The wood dock to the south needs to be replaced.
The docks in town are a great opportunity for those of us who live on the river to boat to MOTR or dinner in town."
- Have bi- annual clean up so people up their places. There's is a lot of junky yards
- "Amery is fortunate to have well-maintained parks and recreational spaces that provide residents with accessible, enjoyable outdoor spaces. These parks enhance the city's beauty, promote community well-being, and contribute to Amery's overall quality of life.
However, preserving these spaces requires ongoing investment in proper maintenance and care. Without the appropriate level of upkeep, trails become overgrown, facilities deteriorate, and accessibility declines—limiting their use and diminishing their value to the community. To sustain the functionality and appeal of Amery's parks, the city must commit to consistent, high-quality maintenance that ensures these spaces remain vibrant, welcoming, and accessible for all."

APPENDIX A: INPUT SURVEY RESULTS

22) Please list your thoughts on beautification in Amery. (cont.)

- Some of the buildings could use a little freshen up, if houses want to look unkept they should have to clean up or fence around.
- It's gorgeous. We probably overspend on it.
- Amery is a beautiful place to live with the lakes and river. North Park is a beautiful area. But then you have areas like South Twin Park...the forgotten child. Our children are surrounded by water, but really have no access because of the swimmers itch in South Twin and no city pool to train them how to swim. We have no great hotels to have teams and families come to tour or compete with our sports teams. And no one encouraging the bond between the athletic teams and our establishments. I've gone to locations where my kids played and received a packet of coupons or booklet of supporting businesses to check out. The bond between the two could be fantastic!
- "More areas of plantings, flowers, shrubs, trees in the parks, including Soo Line Park, which could be an eye catcher for people driving by. North Park only has sports, and just a blank space of grass, and no natural beauty features at all. Reinstate the channel that once went between North Twin and the river, plant water iris, and let the ducks move in. Taking out the trees on Keller was a big loss to the feeling of a unique downtown. Look at Osceola, River Falls, Hudson."
- Lots of clean open water
- We need more kid friendly places, parks etc. Possibly a public pool and ice rink
- "Many spaces for more permanent landscapes and attractive flowering displays. Updates and restoration of the murals and clock were well received and show the community cares about those things. North Park playground should be a priority and important space to upkeep and maintain as it's very attractive for local and visiting families to go there but it doesn't make much of an impression as is. Another playground space in town, possibly near coffee shop or restaurant could be nice."
- More flowers! A community garden for everyone to help with.
- Empty buildings on Keller and no beach are definite weaknesses.
- Clean up Keller Ave. Some places have fixed up but others such as AFPress and App rvr TV are eyesores and some of the So Keller homes
- Things look pretty good as far as I am concerned. We need to find ways to make the city more vibrant with business activity.
- I would love to see Amery become a tourist destination to bring people into the area. I would design down town Amery to look like an old western town. I would get a Zamboni and make an amazing long ice skating path/trail for the winter. You can put Christmas lights up along the side of it so you can have day and night skating for a fun romantic type of place to explore. I think it would be fun to also make one of those inflatable waterparks. To draw people to the area. It would also be neat to create a zipline either over the water or into the water.
- My father visited for the first time last year and remarked on the disrepair and impoverished look of housing and businesses on Main Street. Offer incentives those those who live on Main Street and have community clean up days to make Amery an attractive destination for tourists and business.
- Amery is quite spread out. I feel the "downtown" corridor could be enhanced by more flower displays all the way from Broadway to North Twin. Welcome signs and flower displays at the entrances to town N & S would be very nice. Wayfinding signs are critical so people can find their way to businesses, parks, parking, schools, etc
- This is the last thing this town should be worrying about
- In the early 2000's we did a great job of revitalizing the riverfront. In 2020, we did a great job reconstructing Main Street. However, removing all the trees took away the natural beauty and made it sterile vs homey. We need to add greenery back to Main Street to make it more inviting. If not, trees, at minimum hanging pots with bright flowers, like many towns have, can help. Maybe have perks for businesses that beautify their curb appeal and keep up their signs, facilities etc. Discounts that apply to these kinds of businesses that have curb appeal. Maybe free snow removal by the city from their sidewalks if they neglect to do it 5 times per year...or a discounted rate to join the Amery Community Club?
- "Amery Woman's Club does a great job of keeping Amery beautiful in the summer. Support them! CLEAN UP the distasteful buildings on main street and when coming into town on Highway 46. It's okay to have expectations for owners. We don't have to add more, we just need to raise the bar AND clean up what is an eyesore. Threats are clear - the current administration will rid our entire country of all efforts to keep our planet safe and beautiful. "
- Nice variety stores.
- There is supposedly Parks committee but nothing is getting done to improve anything, need to develop nice beach access, pool or splash pad
- Planting native species to attract more butterflies, bees and native wildlife. Osceolas sidewalks are beautiful in town where they've added native plants!
- Amery is actually quite beautiful
- Parks could all be improved and handicap accessible.

22) Please list your thoughts on beautification in Amery. (cont.)

- More art installations and decorative signage highlighting different attractions throughout town
- Attention to beautification of parks and public spaces. Vandalism is a problem certainly, but vandals can see when a city does not care about their public spaces and they can therefore feel comfortable in vandalizing.
- It pretty good
- More areas with seating similar to Bobber Park (this park could be expanded along the river toward Birch Street), a covered pavilion and seating would be great there
- We have beautiful lakes, parks, and trails for people to use.
- Cleaning up some of the older places on main street, some building have been vacant for many years.
- Make the main street beautiful. It is the lure for people wanting to live a rural lifestyle when New Richmond gets too big.
- I think the people that made other businesses put a sign up during covid about masking should be told to keep to themselves and keep politics out of it! Alot more of these businesses would thrive if they kept politics out of their business. Word of mouth is HUGE and I know I'm not sharing many places to visit here.
- It is a beautiful city, let have people get more active around it.
- The parks need work, all of them can be landscaped if the Public Works would take the job
- We need to work on our parks to include more things for young people and teens to do.
- Keep up the flowers along mainstreet - it adds not only beauty but a bit of nature amidst the concrete and infastructure - also the tobacco shop sticks out like a sore thumb on main street. Also the bridge on the road from Kwick Trip to the Dog Park is in very rough shape road-wise - if that got resurfaced that would make the ride down that road a lot less bumpy.
- As sated above it would be nice to see a park that is designed for all ages. Some equipment for littles through 3-4th graders. It would be awesome if this park was Handicapable and had a splash pad. The dog park is great but is in need of shade for humans as well as dogs!
- "We need to create Amery as a destination. Right now it is not.
We have some nice parks trails and such in Amery. We just need to keep them maintained. Eliminating swimmers itch would improve the useability of the lakes.
We have a cute downtown area, but it needs to be very thoughtfully planned to stay that way. We need more arts and more ""destination"" businesses to attract people here. We have some fantastic resources like the publicly owned golf course that are not used to their full capabilities. We could use that facility for a banquet facility or community hub or a nice restaurant, or something - instead the top sits virtually empty. "
- park.....
- Don't waste our tax money. That's beautiful. Put some effort into the old folks home. They've earned it.
- The two days that fall sticks around.
- Amery has many strengths including its downtown area and many parks that seem to have newer upgrades. A paved lot at Michael park would be nice. It would be great to see more historical character brought back to the buildings downtown as much of it has been lost over time. If the budget permits, a median strip with trees planted could make the immediate downtown more beautiful.
- "I think our natural resources is our best feature in town. we have amazing lakes, woods, and parks and I know we are building a lot of new and exciting buildings but I think its important to still make sure we are leaving our more in town nature to bloom."
- Our natural resources provide the beauty we need. What needs to happen is better promotion and commitment to growth.
- Beautify what we already have. Make parks and lakes accessible and planted. Let foliage bring the city to life. let artists or high schoolers paint murals,
- Clean up Keller houses that need signs removed from them, paints are peeling, Yards are a mess.
- I think amery is a great looking town, but the parks and things could all use some attention and cleaning
- Do NOT make Amery an "association", meaning do not implement requirements for how homes look unless city will pay for it. If something is implemented, must apply to city properties also.
- Trees and flowers everywhere
- I would like to see a pergola or similar structure at a park for weddings. Those wedding attendees can make use of the hotel and restaurants while here. A fountain type spray would be nice in the holding ponds across from North Twin. The beach is unusable with the amount of "water itch". Perhaps remove the bath house and sand? What good is a beach is it can't be used? I would like to see more green on Keller Avenue. It is very plain and unwelcoming.
- Please make new boat ramps for south twin, apple river. Take care of the boat ramps
- Cleanliness is key to something looking nice. I think a good job is being done to keep the city clean from trash, etc. Don't overthink it and try doing too much to add fluffy, unnecessary things. Not every wall need a mural. Not every corner needs a flower pot. Keep it simple, clean, and practical.
- Parks need to be spruced up and places on main street need to look nice.

APPENDIX A: INPUT SURVEY RESULTS

22) Please list your thoughts on beautification in Amery. (cont.)

- “Clean up parks
Clean up roads
Remove weeds in the cracks on public sidewalks, road gutters”
- More weed cutting on the Apple River flowage.
- Main Street residences look a little rough- particularly on the south end of town. Are there grants available for exterior improvements on individual homes? Big, beautiful flowers and plants on Main Street and in park/gathering areas are great!
- There literally is no safe swimming spot for the community. It’s ironic for the city’s nickname. I think the lake fronts of North/South Twin needs development and clean-up. North Park needs new play equipment.
- We have several nice parks and green spaces, but they need to stay safe, updated, and useable. Our skate park is in poor condition as are the swings at north park. We should be catering to young families and toddlers too with more equipment that is for younger children and safe.
- Large hanging planters
- The beaches need work
- Parks we have are great, just need updating.
- “Amery has a beautiful Main Street in general, it’s clean and all the building store fronts are modern and blend well. Parks and trails are great but parks could use some modernization.
Move the camping to another area of town. The current camping is too close to families and young children who frequent the parks making for unsafe opportunities. Safe walking and Biking routes to schools from north end of town is needed. Kids need a safe way to school avoiding Main Street.”
- “Plant trees.
Bigger community garden space.
Develop York Park into a destination.”
- We have beautiful lakes and very nice local businesses.
- more trees ? the sidewalk bump outs are / were waste of time.
- all good...beautification is not a reason for Amery’s success or lack thereof...we prove our pride daily...nothing needed there
- Walking trail that goes around the lakes not Stower Trail.
- We need to spend the money to maintain what we have in place now for Parks, and recreation.
- Consider the appearance of the downtown or main street area. Do we really need deer stands and garden sheds displayed on Keller Ave?
- Did I mention the compost site? :-)
- Amery already does a nice job.
- Create more walking trails that can be used and CLEARED year round in the city (where there is lighting)... sure
- the Stower is nice but that is dark very early for about 5 months of the year and gets really buggy for 2 months in the summer and the gravel is not able to be plowed in the winter so it is dangerous.... More paved walking trails like the hospital has that are cleared during the winter would be really nice.
- Amery needs to support library and Amery Historical Society
- South twin park could definitely use a clean up, especially the beach there. And also the homes/properties on the right side of Keller as you’re coming into town from the south could use some help
- I believe just keeping the parks they have and keep up on them is beneficial.
- a weekly clean up around recycle bins is needed. Grounds and lot around recycle bins is a disgrace for city of Amery
- The small town feel is its greatest appeal. The lakes, the river are the biggest attractions.
- Better street lites. There is too much dark sidewalk
- Continue to support recreational activities like pickleball, golf, hiking, bicycle trails, connecting trails for snowmobiling.
- Amery has alot to offer with the parks and lakes
- Strength: “old Main Street” feel.
- We have enough parks!
- Pool for health of citizens. Indoor. Swimming spot now available is pathetic and unhealthy. A botanical garden featuring local plants. Landscaped for strolling and education. Getting citizens outside. We had the victory garden boxes during Covid. Awesome!!
- I think the city has most of this already nailed down.
- In the past, we’ve had better docs. And been able to utilize that the lakes more. I feel improving the lakes and the beach would be a great start
- improve the lake/lake access. that is what draws people to town, more activities which will draw more thus leading to increase money spent in town. even hosting more sporting events, etc.
- I think Amery is actually a beautiful city. My only concern is the ongoing battle related to the Stower Lakes Trail to make it motorized. I am an ATV rider and still feel that section of trail needs to stay as a silent sport trail. Especially now that ATVs can ride on almost any road. Truly, it is straight and flat and offers no challenge to an ATV rider. The two different activities cannot realistically share the same trail and offer both a safe surface for walking/running and motorized vehicles.
- no specific thoughts
- “Many houses on main street have cars, garbage, poor maintenance, poor curb appeal, poorly maintained yards, and deters potential buyers.

22) Please list your thoughts on beautification in Amery. (cont.)

- Public parks are not maintained well and no new equipment.
- Treat swimmer's itch
- Maintain lake and rivers
- Add sidewalks for safe walking
- Encourage kayak/paddleboard/bike/pedal boat rentals"
- It is already beautiful
- It would be nice to focus on updating North Park and possibly ask for community involvement in painting the picnic tables and cleaning the shelter. Maybe a fundraiser for new playground equipment. It was a great place to bring my kids and it is a great park with having basketball, skate park, tennis, playground and walking areas all in one area. The camping area is a great asset to bring in people to the area and it seems to be popular for campers.
- I do think that Amery is a beautiful city & I would like to see it keep it's "rural/small town" feel. You don't want to see it over-developed like some other cities have become.
- People don't take care of the public spaces we have, there needs to be more enforcement on taking care of the public spaces we have.
- Overall I believe Amery is a beautiful place.
- Improve trails at York park, more gardens/trees in North park
- I miss the trees on main Street. I have also noticed many of the houses on main Street are very run down. The city could offer loans to update siding, windows and roofs on homes in dire need of repair.
- enjoy the lakes, clean. some newer buildings do not fit with the older rural design.
- Parks and community spaces need to be kept up and maintained to a higher standard. We might be a small town but if we display ourselves with pride, it will bring in consumers and keep them coming back.
- Splash park for kids or swimming pool would be great!! Better use of lakes (swimmer's itch) Boat cruises on river or lake
- Like I said clean up the old chouses on the main drag.
- Amery is a picturesque small town with ample opportunities for people to enjoy the town and surrounding areas. One of the problems is that it has a council of retired people that most likely have different views than others that help improve people wanting to come to this area.
- "Please address the condition of the dock on North Twin Lake.. It looks like it was pulled from behind someone's barn."
- "When current structures need repair, make sure it gets done. North Park playground, if it's a city-maintained structure put that in the 5-10 year budget planning.
- Love the flowers and parks throughout Amery"
- I feel that Amery is beautiful just the way it is. We already have 12 parks, we do not need another! Clean up our parks we currently have and take better care of our lakes and beaches!
- All of the tennis courts in the local parks need routine refurbishment that doesn't happen when it should resulting in a poor play experience. An increase in flowers and a decrease in buckthorne would be nice.
- "The North Park playground desperately needs cleaning up, repairs and new mulch/surface under the play equipment. It is currently just hard dirt. The South Twin beach could be beautiful if maintained. Just demolish the ugly building so no one can vandalize it anymore and please enforce no-fishing rules there. Soldiers Field could be beautiful! Could it be a splash pad or a prairie? Walking paths?"
- We have a beautiful town, we just need to lower taxes before everyone leaves
- I like the parks and waterfront areas, downtown has pretty plants in the summer.
- Amery is a nice small town please stop trying to turn it into New Richmond.
- More large flower pots on Keller
- Main street is an eyesore with so many bars and vacant buildings.
- I really enjoy the trails and how some are dedicated to walking, hiking and others for motorized vehicles A place for everyone
- Amery is supposed to be a ""Tree City"" but all the trees on Main Street were taken out when the street was rebuilt The City Crew is not attentive enough to the flowers and plants...could have beautiful hanging plants like Red Wing... but they must be cared for on a daily basis

APPENDIX A: INPUT SURVEY RESULTS

23) Please list your thoughts on development in Amery.

- we alternate funding opportunities besides TIF
- Stop taxing people out of amery!
- Would be great to have additional housing developments, including workforce. A variety of housing stock.
- Other communities similar to Amery and often much smaller offer different things to promote growth. I.e. Property, tax deductions, etc.
- I am concerned we don't offer enough incentives for business to come to town. We recently lost the munitions plant, we need to do more to attract more business cut jobs
- Growth towards North direction should be a focus. Would trigger business investment and still keep main Street the center of town.
- Amery city leaders should NOT think this city needs growth, get schools reduced to reflect actual enrollment, bith staffing and number of buildings.
- Amery is capable of making changes. Having street parties, developing community pride, making Amery a place to be should be realized, in additional to housing, business, childcare - Once these things are addressed the new residents will come.
- A development plan so it looks cohesive.
- I think Amery is on the right track with housing, but families will not fulfill those spaces if there is no child care.
- Apartments could be nice to Bring a younger crowd who may work from home or locally. Amery has a lot more to offer than surrounding communities for a better living price.
- "Strengths: The city is willing to do what they can to work with investors on projects in housing, business and industry.
Weakness: Finding developers, investors wanting to grow in Amery. Polk EDC will tell you that there is interest in coming to WI, but it is along the river and has not reached us yet.
Threats: If we do not grow, our strong points, healthcare, education, city services can all become an issue."
- Work with developers interested in property around or adjacent to city
- More housing should be added / encouraged - we are very lacking in this area. Annexation should be avoided - this would likely cause taxpayer unrest. The industrial park most recently added seems to be a waste of taxpayer funding given they didn't even have 1 buyer setup for a lot - should have waited until they had an interested party.
- Bring in companies to employ people, build mid size houses for people to live in
- I loved having our Amery Theater going again, it would be great to see something like this, or encouraging use of the bowling alley for families and youth, as well as other activities that can be done indoors all year for date nights, family fun, and more!
- We need apartments, homes, etc.
- While we want to stay small, we need to add more housing, affordable businesses and activities to town. We have been sitting still for too long. I can't afford groceries in this town and have to drive elsewhere for the smallest of necessities.
- "Maybe a public pool to attract locales or water park if you want to attract tourist combine it with the hotel and cut the golf course in on it. Restaurants especially a decent steak house or at least promote the ones around and a few fast foods are good but finding good help for these places is hard to come by.
Maybe a better run chamber of commerce to promote the things we have."
- I would like to keep the development to a minimum so we don't turn into a big city with big problems
- Affordable homes (not "low income") that younger families can have the opportunity to rent or buy and build the community up in youth numbers. The town is full of nursing homes, assisted living homes and elderly people who pass there homes down to family members who do nothing with them.
- Need more businesses. More businesses means more workers. More workers means more families. More families means it's more of a reason to live here
- Leave the city limits alone.
- Need more subdivisions, housing, and an area for bussinesses to buy land and develop employment opportunities. Attracting a good childcare bussiness should also be prioritized.
- Who cares figure out how to drop property taxes
- Loss of land.
- Weakness: indoor recreation opportunities
- Would be nice to have an opportunity for creative development opportunities--tiny home developments? Interesting business ideas such as a indoor playground. Focusing on the new hotel is not helping residents really... A few jobs but most residents will never stay there. Focus on investments that residents will be able to enjoy and keep money local.
- School has too many buildings for number of students which are in decline.
- The biggest weakness would be added more low income housing, there's plenty of it in our little town already. We need to attract more middle class or high income to our town.
- We need AFFORDABLE housing!
- "Weakness- City limits are small. Can the city lines be expanded? The new VFW location should be Amery based. -Affordable and low income housing for families and single folk. Not many housing opportunities for young single

23) Please list your thoughts on development in Amery. (cont.)

- people. Therefore not much is bringing young people into the community.”
- Keep trying to fill the industrial park, attract new business and build more affordable housing
 - Need houses people can afford
 - It seems most development conversations revolve around multi-family housing, more specifically income based. Historically, although this is a needed resource, I've yet to ever see an income based housing system that was well kept and respected for what it provided. Most often they become run down areas that are more of an eye sore. That said, I truly do believe that affordable housing is a necessity. It would just be nice if it was better cared for.
 - I think it will be hard to develop the community without more childcare, housing, and work opportunities. All three impact the others.
 - The city is landlocked. Relationships with neighboring towns needs to be fostered to be mutually beneficial. Not Amery's way or the highway.
 - Affordable housing in the form of apartments and townhomes for rent. Incentives for building or buying existing homes. Taxes are too high in Amery right now causing many people to leave for outlying townships.
 - More. Housing. I am not opposed to the city annexing properties, especially those that are an eyesore. The Apple Rivers runs right through town but are people able to enjoy it like they enjoy the river in Hudson? What can be done? Can carrots be put in place to relocate Reliatrace or whatever is in the building at 705 Keller Ave to be developed into housing? What can be done to reclaim land on the river for housing and park development? And for places that do get developed, how do we connect them with the downtown area?
 - Development needs to come from whoever wants to bring it here. It cannot be sustained if people are consistently only looking at people from the city to do the work. You will shoot yourself in the foot 9 times out of 10 for inviting new business.
 - Can we support more people? How will it affect our classroom size? Police department? EMS?
 - I would love to see your homes available to middle aged families. not just elderly
 - Amery needs to increase job opportunities. To increase those opportunities there must be affordable housing and good schools. As the locally housed workforce increases in size, so must the goods and services offered, expanding more business opportunities.
 - Bringing in businesses that don't require massive years long tax breaks is key. A large chain motel/hotel can afford to pay taxes.
 - Affordable housing, mix of housing structures, apartments, condominiums, side by side.
 - Make main street a place to go because there are businesses you want to go to. Facelift needed on several store fronts. Less bars.
 - Being a small town is a strength, aggressive expansion sucks.
 - Places like Oxbo closing, no more Alco...it will take the right business opportunity to “land in amery” for manufacturing, etc. what types of incentives are out there for businesses to want to come to Amery?
 - “We're kind of a compact city. Almost everything is smack-dab right in the middle of town. It's convenient yes but not necessarily a good thing. If we don't push things out of town, we aren't going to be able to expand. There's some areas North of town just past St. Joseph's Church that can be made useful. East of town is harder to find room but I'm sure there's a few spots. South end of town absolutely has room. Just DON'T touch the dog park. It's an incredible resource for the community. It allows people without a huge yard to enjoy the love owning a dog provides. It's also great for the animals!! (ADOPT DON'T SHOP!!) West of town, I'm not sure about. But I bet there's room there as well.”
 - Keep the green space and parks. Amery provides property for smaller lots with single family homes and also property with acreage for hobby farms and more. It's a good mix.
 - Senior housing
 - “Amery stands at a crossroads when it comes to future development. The lack of middle-income housing, limited buildable land, and insufficient infrastructure for new business and manufacturing growth are creating significant barriers to economic sustainability. Without affordable housing, the workforce essential for businesses to thrive has nowhere to live—making it increasingly difficult to attract and retain employees. This shortage does more than stall progress; it actively deters businesses and manufacturers from investing in Amery, limiting job creation and economic expansion. If the city fails to address these challenges, it risks stagnation, higher property tax burdens on existing residents, and a dwindling workforce. A proactive approach to development—one that prioritizes balanced growth in housing, business, and industry—is essential to ensuring Amery's long-term viability and prosperity.”
 - We have space to utilize. Clean up the beach for people all ages to hang out, invest in areas for teens to congregate,
 - You've gotta do something. An empty downtown does not encourage people visiting .
 - We really need to focus on partnering with the school and hospital. Bringing in a pool, community center that can draw in families

APPENDIX A: INPUT SURVEY RESULTS

23) Please list your thoughts on development in Amery. (cont.)

- More housing for people on fixed incomes and families who have low income to be able to afford a beautiful place to call home and be safe.
- The red roof is a waste. We need a larger roofed area for Farmers Market and other events
- The poor handling of the city finances needs to be audited and transparent. We are a very one sided community. Community business clubs are cold and closed off to new people preventing Amery from being attractive to businesses that could boost our economy. Instead it's a good ole boy club run by people who have been here multiple generations. This harms the allure for businesses to move here.
- "Is there a way to enforce clean up around homes that are overgrown and yards filled with junk?
Housing and economic development go hand-in-hand. You can't have one without the other, unless employees are going to live out of town."
- We do not have enough buildable land annexed in the City limits. We have zero space for any new subdivisions. Look at what Baldwin and New Richmond are doing to enable growth. (If you build it, they will come). Our City Council is always on its heels, trying to fix what's broken, borrowing money to patch the issues instead of looking to the future and planning ahead. The weakness in our city council is that it simply deals with the status quo. I trust this survey is a step in the right direction.
- "I have listed this in previous sections:
We must be clear on our demographic and culture in Amery.
Also, if people are free to drive around town with FUCK written on flags, with no accountability (by statute, that is disorderly conduct), then people passing through may not wish to stop and certainly not stay.
We have an opportunity to uphold standards, expectations and history in our little town. Let's increase SIGNAGE - for businesses, schools, parks, etc. Make them clear, interesting and reflective of what we stand for.
We are a small, rural town. It is okay to stay that way. Stop dabbling in commercialism. It doesn't work and its ugly. Help our local hotel/motel owners build, not criticize. Keep our business owners honest - feed people, don't rob them blind. Build UP our daycares. Advertise trails, host more events. "
- We really need all season/winter indoor recreation opportunities.
- An industrial park was created but it's empty. Fill it. Give incentive for businesses to build/move here
- Severe shortage of affordable housing (rentals and houses)
- I'm not as concerned with housing development. I want to see taxes go down!
- Better housing that leads to people coming in for more businesses and economic growth.
- There needs to be varying levels of housing for everyone. One family won't want to stay in a duplex forever.
- Upscale apartments would be good.
- We have done a lot of development throughout our town which makes this town a pleasant place to live. However, the not as nice and recent things start to stick out after we see how nice our new things are.
- "I have very little faith in the actual planning of business and housing development. There seem to be different entities at play and they do not play well together (The City, the AEDC, the Community Club, the business owners, the other group of business owners, etc.). We can't seem to get our act together and work together and it shows.
Go to New Richmond and look at what they are doing. Look at their new library complex - what an exciting endeavor that will be an asset to their community with housing and dining and a beautiful library. Look at our library - moved from a beautiful light filled space to a basement, infested with mold. We are going the wrong direction."
- No subdivisions. No apartments. Don't ghetto up our town.
- Its needs a lot of work
- If growth continues, the city will need to annex more land. Luckily much of the property is farmland which is easy to grade for development. Outside of st. Croix Falls/ Osceola, Amery is the only city with real amenities such as shopping, dining, and of course Kwik Trip. The potential for development is larger now than it has been in the past several decades.
- Again, this is something I've already talked about. Look around at what the New Richmond area has done. We have many people living in that area who commute back to Amery to work. Those who 'think' they lead the community wearing those dopey little red jackets need to wake up and see what real growth looks like.
- I'm not completing a SWOT analysis. I'm not trying to be rude but this survey is redundant in parts and too open ended in others. Please read <https://www.qualtrics.com/blog/how-to-create-a-survey/>
- I love the idea and think that the more Amery expands the more people and thrill it wil bring in.
- Uneducated on what city does/does not do for businesses, perhaps highlight how the city works with businesses or what is offered.
- Affordable beautiful apartments and single family starter homes
- Weakness NO GROWTH
- Please don't do subdivisions or big government housing options.

23) Please list your thoughts on development in Amery. (cont.)

- We can grow by inviting visitors here to spend money. We do not necessarily need to grow the actual population drastically, although we need to somewhat.
- We need more housing. Single and multiple family homes
- "Housing needs to be first priority.
We are the city of lakes, but we have relatively few opportunities for public access and swimming areas. A swimming beach could include staffed lifeguards (providing employment opps for youth), swimming lessons, fun activities, concessions (could be incorporated into the high school's food and business classes- managed and staffed by local youth). A community pool would also serve well.
We need a brewery and/or distillery!
How can we highlight our local farmers, and maple syrup production?"
- It would just be nice if something would get built.
- We need to make it accessible and affordable for people to build new homes and apartments in Amery. Amery has far less new construction/developments than other surrounding towns.
- Housing and Jobs are both needed to sustain
- "U need to make a river walk along the river. Make it gorgeous. Plant trees and flowers and cute spot for family's to sit and enjoy. It's not pretty. It's dirt part way and where it is side walk is just boring and nothing to do.
Hire a city planner."
- We need a beach open to the public
- "don't like subdivisions, keep Amery small town feel, can still have some things,
we don't need to be new richmond or the twin cities.. there is a reason people move here.. they don't want to live there"
- spend money to make money...incentivize housing and development that brings new \$\$ and #'s of people to town
- The city should stop building low end housing projects, unless you want a city filled with low incomes. Not a good way to advance and grow.
- Housing for all ages and income levels. More restaurants that are open and affordable. More shopping like Bittersweet to attract tourists.
- Support more local clubs.
- I believe bringing in more businesses updating parks and opening the stower trail to more than just a bike and walking trail so more people from other communities come visit.
- need to develop a safe multi use trail that head to/from downtown Amery
- Increasing economic development will drive new housing, help increase number of students, and provide additional population base for individuals to invest in service industries. Include the nearby individuals in the lake communities
- Additional housing would be great for the community
- Threat: Keep the big box retailers out.
- Make this a healthy community. With farm to table food and support of local crafts and skills. Pool and gardens encouraging outdoor healthy activity.
- Housing is the biggest barrier to getting more employees to live in the area.
- One is many people are leaving aim ray for employment, as there are not openings.
- maybe more technology companies
- "Even though it is lucrative, I would hate to see waterfront/ lakeshore taken up by housing. Once you lose that land, you cannot get it back and I believe it's important to keep those natural areas from being developed anymore such as York Park and Michael Park. I am excited for the new hotel build and believe that will be a great addition!
I love the addition of North Park camping and think it would be great to have another opportunity like that within the city if available."
- see above
- affordable housing for young families.
- "We attempted to build a house but could not get a building permit without finishing the road. We moved into a different residence. Housing market is limited. Businesses that are started do not do the research to determine if the market can support.
Overpriced Dick's Market and Save a lot are so overpriced, I would rather drive to Walmart. Gas prices in Amery are way more than local areas within 20 miles. Amery Telecom is very overpriced with poor quality.
Library is a great resource, but needs to focus on older kids and families, not just young children.
Community centers for teens/families would be beneficial"
- More opportunity for growing families for activities
- I think Amery has room to grow & expand, but we need to be mindful about keeping our "rural/small town" charm, especially as more and more cities become overly developed.
- If we over develop Amery will lose its small town charm, and lose a lot of its beauty.
- Affordable housing does not equal low income housing. Amer feels like it is either low income/apartments or \$400,000 plus homes. Where are the single-family homes that average people can afford and afford to maintain.
From what I have heard some of our out of town friends, they will not move or consider Amery because of lack of daycares, lack of affordable housing and taxes are sky high.
Why do we have that reputation?
- from what I hear the town board won't let businesses in very easily. that is a problem

APPENDIX A: INPUT SURVEY RESULTS

23) Please list your thoughts on development in Amery. (cont.)

- Taxes are crazy high for a small town.
- Basically, it is needed but I do enjoy living in a smaller community and would like Amery to maintain its rural feeling
- Supporting all small businesses downtown with more events, marketing assistance, etc.
- Stop spending our money! It's not an improvement if no one uses it. It's just another expense. Don't buy more property to create housing because you the city can't stay in the black
- I hope it retains the small town feel while giving more housing options to those who wish to live here.
- "Amery is a treasure of downtown businesses, excellent school system, lots of small family farms, cultural attractions and health services set in a beautiful setting of lakes, rivers and streams. All of these things create a range of strengths and opportunities for the entire rural community. Creating housing on local farm land would be a huge weakness for the community because people want to buy/build homes where they have lots of green space around them."
- The powers that be- need to think more about the younger families and how to cater to them more.
- There appears to be a lot of effort by locals to have events and things to do. It feels like people care
- "Develop entry level housing
Encourage pop-up type industry
Support the businesses that are here now"

24) Please list your thoughts on mobility in Amery.

- Implement the 2017 Pedestrian Plan. Keep SSLT silent. Be a partner to expanding SSLT to St Croix Falls Interstate Park
- Oak street gas a horrible intersection, hey not even a street sign!
- Sidewalks need attention.
- Back in the day we used bikes on the sidewalks where people also walked. It was fine. What changed?
- Sidewalks around town are terrible or nonexistent. There is no cross walk the entire length of 46 from family restaurant to McDonald's!! This includes the "5k" route!!
- Could use more sidewalks better maintained, have to walk in streets in areas.
- Sidewalks are much needed. I'm shocked new developments would be made without them. Safe spaces for walking and running clubs would be welcomed.
- I think we are good! We had great trails and sidewalks.
- These are all pretty good. Some streets lack side walks but it's not the end of the world.
- I would love to see more bike trails throughout our county. While it does not affect me yet, I am aware that mobility is an issue for some and probably needs to be addressed.
- "Connect existing trails
Expand on bike and walking trails
Better access to services for those unable to drive"
keep trails free from motors, fix side walks
- This is not my area of expertise, but I do feel like the new sidewalks downtown have enhances this area greatly, I believe we have many local services for rides to medical appointments as well.
- This is actually something the city does well.
- I think it is fine?
- Stower trail needs to be motorized get bike trails off the main road and use back roads and side roads. If there is a demand people will develop a private uber type service. Walmart delivers dicks delivers as well as many many others the city should promote these as most people don't know this especially the older folks
- Amery is beautiful, and as long as trails, parks, lakes, etc are maintained I see it continuing to thrive in this department.
- I dont think its very smart to have cut outs to road by schools only leading to main road, so when walking with a stroller, you either need to jump curbs, or enter onto Minneapolis instead of going straight across. What about smaller kids that ride their bike to and from school? Now they must also take the sidewalk ramp on Minneapolis instead of staying off busy road
- To many trails and who ever changed main street and put a bike route there needs there heads examined
- "Sidewalks are in terrible condition. Wheel taxes are to be used for all travel-able corridors. Sidewalks included... Small impact to residents huge impact to infrastructure...."
- I think the 4 lane main street was much more important than the bike lane that's there now, but I understand the funding was there if the bike lane was added.
- Who cares figure out how to drop property taxes
- It is difficult for the elderly to get transportation to stores for necessities.
- It's fine as is
- No issues besides people asking for rides a lot so we should encourage having a ride share program brought in.
- There aren't sidewalks on every street, it would be nice if they were all level, I think of people who use walkers or

24) Please list your thoughts on mobility in Amery. (cont.)

- wheelchairs to get around the entire city, there are spots that need fixing to make them smooth for a handicap person to get around.
 - Sidewalks are not great
 - I'm hopeful the Stower trail can remain nonmotorized. Events to encourage our rec areas be used more would be great. Some sidewalk are in rough shape.
 - "Sidewalks are in desperate need of upgrades. Please add sidewalks surrounding the Music Pavillion to make events safer, so there are clear walking spaces. Sidewalk upgrade on Keller Ave going up to Redeemer church. Broadway needs to be repaved. Strength: We are so lucky to have Stower 7 trail."
 - Not too bad. Some areas need sidewalks and replacing the bridge east of the hospital.
 - Many sidewalks away from the downtown area are too narrow and unkept-grass growing in from sides and in between sections.
 - Sidewalks need improved outside of the main business area from Broadway to Hyland. They are so poor and so overgrown that they prohibit their intended use
 - Our older population would really benefit from cominitu transportation. We have great access to recreational trails!
 - Sidewalks are not great. Trails are good, but getting the Stower issue resolved would be wonderful
 - Mobility is pretty good except the sidewalks in residential areas are terrible.
 - Walkability is an issue currently - many of the sidewalks are not maintained and not plowed or cleared in the Winter. Especially on Keller between Broadway and Power St.
 - I think opening up all trails for more than just walking will go a very long way in brining economic benefits to the city. This is by horse riding, side by sides, ATV, dirt biking, and even snowmobiling in the winter.
 - No public transportation options
 - Side roads need lots of works
 - The sidewalks in Amery are atrocious. There is no system.
 - The roads in and around town are the worst I have seen out of the 3 states I have lived in in the past 12 years. My daughter is in a wheelchair, and I have never been able to walk around town with her, no trick or treating, and outdoor event are impossible. The sidewalk are worse than the roads except for the new ones on Keller. There is a severe lack of ability to access all activities in the entire town.
 - Sidewalks, benches, bike trails.
 - ok now
 - The bike lane sucks. People do not use the turning lanes properly and there should be more lights for individuals to cross the street. No one stops
 - I and my family do a lot of walking around around town.
- A lot of Sidewalks are poor shape. Fix and add more. Main street and parks are great.
 - Great that it's too far from Twin Cities to be bedroom community
 - The star trail is a beautiful place, which can take people all over this area of Wisconsin. Some of our lakes and our reverse connect so that's fun for boat kayaks and the like.
 - Getting to the Twin Cities is difficult if you don't own a car, don't have someone to drive you, leaving town and don't want to pay for parking at the airport. But main Street is decent for walking to each business and events.
 - Side streets by the river should have sidewalks. A nice trail system would be fabulous and draw many people if it were a loop thru town.
 - Side walk on Keller needs to be redone.
 - I already commented on the sidewalks and the need to improve
 - There are some sidewalks that need to be replaced. Particularly on the south side of the Dental Arts building.
 - Making everyone that has sidewalks shovel them. There's city should only do their own sidewalks. Now they do a lot of private sidewalks
 - "Mobility is vital to Amery's growth, yet major gaps threaten its future. While parks and trails enhance quality of life, the city lacks public transportation, limiting workforce access and isolating residents. Inconsistent sidewalks and road connectivity further hinder mobility, making it difficult for workers, seniors, and low-income individuals to access jobs and services. Without action, Amery risks stalling economic growth as businesses struggle to attract employees. Expanding infrastructure, improving transit options, and ensuring better connectivity between housing and business hubs are essential to preventing rising tax burdens, workforce shortages, and economic stagnation. In the next decade, Amery must invest in mobility solutions that support development, attract businesses, and sustain a thriving community."
 - Roads need to be better,
 - I'd love to see the cattail go all the way. Visit turtle lake and Cumberland....the money that brings in is huge.
 - Your sidewalks are shit! Get out and take a walk. South Keller is a joke! You should have repaired that when you did the road. Your crosswalks don't protect walkers. You have a large walking community...we cater to bikes
 - Our sidewalks suck. There either isn't sidewalks in spots there should be and also they're in horrible shape.
 - A lot of sidewalk ls could be improved, I would love a sidewalk or trail from the corner of Griffin and Minneapolis to Sunflower Way.
 - "Better side walks are needed around the school and the side roads there. Safer and designated paths/side walks on

APPENDIX A: INPUT SURVEY RESULTS

24) Please list your thoughts on mobility in Amery. (cont.)

the south side of town - basically from Kwik Trip to Dicks would be very useful.

New main street sidewalks are very nice.

Bridge street at 46 needs to be redone."

- More handicap options and make it easier for them to get on and off sidewalks.
- Move trails OFF Keller Make Seven Lakes trail into a highway to The West. Rather than F K M and 75. Remove the Shower tombstone off Keller
- Keep the Stower Trail non-motorized.
- Sidewalks south of Broadway on 46 are very dangerous, because of the slope, sand and weeds - making it very difficult to walk, and mobility scooters have to drive in the road, which is dangerous.
- "The bump-outs on Main Street help both the traffic and pedestrians see, and vice versa, they help pedestrians see the traffic. However, it does make turning more crowded, and I can't imagine how much more difficult it makes for snow removal for the plow drivers.
I would say the biggest weakness is the inconsistency of the sidewalk as well as outdated and uneven sidewalks. Mainly around North Park, the Public Schools, and Main Street south of Broadway St E. There are no good crosswalks in that same area crossing 46. It is very dangerous and impossible for kids to cross 46 anywhere south of Broadway St. There also needs to be a sidewalk built on Hillcrest Dr for kids to get safely to and from school!! (I believe there was grant money available for the city to use to make this happen). Hudson made a safe place for pedestrians to cross their main street (Hwy 35 & St Croix St) at a main school crossing area with flashing lights and a median."
- We have made lots of improvements here! Let's get them labeled with great signage.
- Great
- The new sidewalks are nice but downtown lost parking. Enforce businesses to keep crap off of the sidewalk and away from intersections. Turn off Ruby Mae's radio! Too loud
- Walk ability needs improvement throughout the town. I know of at least one wheelchair-bound person that does not leave his home because of the conditions of the sidewalks anywhere out of downtown.
- "Stower Trail is a huge asset and should be promoted The businesses could get together and offer some ""get away packages"" to attract visitors"
- Sidewalks are fine.
- I think for the most part that area is good.
- Amery does it's best, but is limited to the funding from the county and state.
- Very few trails are assessable to all!

- I think it is good, we have good sidewalks, the bike trail is a beautiful trail, and the road down main street is beautifully smooth.
- My family loves to be outside but there seems to be very little to do. Yes, we have a trail that goes through town, but we have to pay for that. It would be nice to see a path that follows main roads and leads to parks, or lakes, or restaurants etc. People could ride bikes, walk, run etc.
- People with physical disabilities struggle to get around in our community. Sidewalks and such are not maintained. We do not seem to care about that group of our community. Our roads aren't fantastic but they are fine.
- The sidewalks and bike trails in Amery are sufficient for the most part.
- "Mobility via roads and trails - amazing
Mobility available to getting out of Amery need be - not great"
- This is the city of sidewalks to nowhere. We have so many sidewalks that just abruptly end. The road leading down Hillcrest where many children walk back and forth to school is missing a vital connection for kids to walk. That stupid painted line on the road is just a stop-gap solution. How about a sidewalk along the side of the road connecting Minneapolis Ave to the School Bus Garage.
- I'm not completing a SWOT analysis. I'm not trying to be rude but this survey is redundant in parts and too open ended in others. Please read <https://www.qualtrics.com/blog/how-to-create-a-survey/>
- The mobility i great, you can walk almost anywhere safely, and have a great veiw. I do think that a couple more walking trails or something could be nice, especially alongside the river or one of the lakes.
- I appreciate the sidewalks for walking with a stroller and kids around town.
- Sidewslks need help on side streets
- "Sidewalks have been improved though there are still areas that need improvement.
The crosswalk on south Keller avenue is terrible. Accident just waiting to happen. It was worse when the public library was on that end of town- lots of kids trying to cross Keller and cars would fly right by. "
- As an avid walker, I think the city's sidewalks are in terrible shape. I don't know why they weren't all replaced when Highway 46 was resurfaced. Many neighborhoods don't have sidewalks or if they do, they are in sad repair. It would be interesting to see if York Park could be developed a bit more to encourage hiking. At the very least it would be nice if there was a trailhead map and trails to be somewhat marked for those that are new to town.
- Amery has few sidewalks, and those that do exist are in older neighborhoods and are in very poor condition

24) Please list your thoughts on mobility in Amery. (cont.)

making it hard to walk year round Edie tally with children/ strollers. Amery is also in desperate need of public taxi/ transport options for the elderly and low income to get to doctors appointments, grocery shopping, etc.

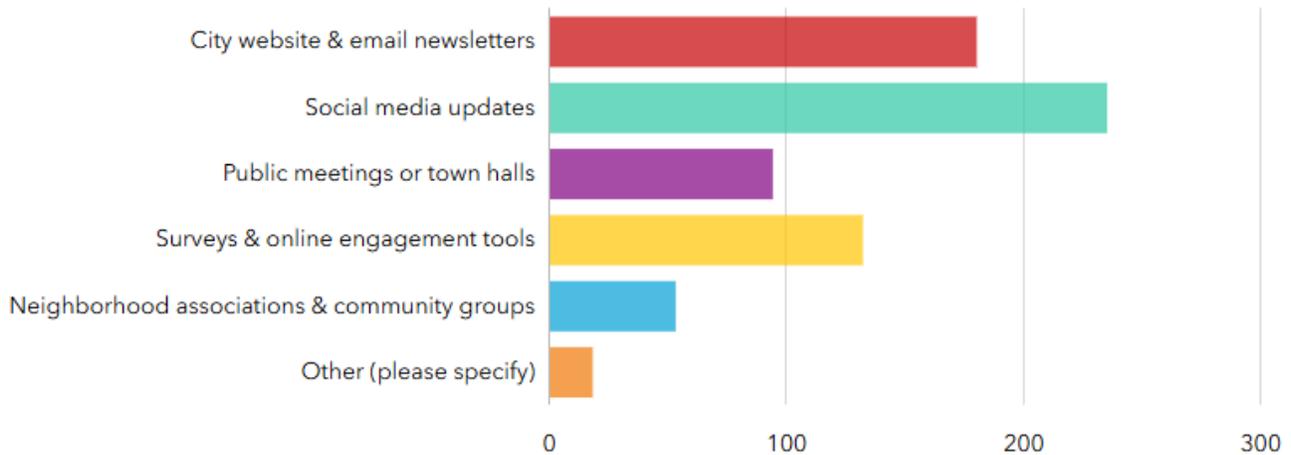
- We need some type of public transportation.
- Uber Lyft would be nice
- Sidewalks need help, but overall better than most cities around the area for walking and biking
- "Trails are great for passing thru town but lack Accessibility in to core business.
Lack of safe walking/ biking trails to schools"
- We have a very good system for mobility in amery. I personally do not see this as an area of improvement.
- seems like past mayor had a bicycle fetish, the proposed use of the cattail trail to cemetery then to school.. waste of time.. why do we have school buses, to get kids to school. I don't see many if any kids using bikes to get to school for safety reasons... i as a parent wouldn't let my kids ride bike to school, they rode the bus. that master plan needs a flush, fix a side walk, do something else with the money.. i wonder how many dollars were wasted painting the white line down baker street and then after review it had to go, got covered up in black. make wise choices that benefit the majority, not the minority.
- its fine
- We need to open the Stower trail to all and not just the "certain" groups of people. Look at revenue that the city is losing out on by not offering a motorized option for all of the trail. you need to do the research and ask how the closing of this trail impacted many local business' such as gas station, bars, restaurants.
- Eliminate the bike lanes on Keller Ave. Who in their right mind would design a State Highway with bike lanes. Just a matter of time before somebody ends up hurt.
- I dint drive so getting from my apartment near chets to amery hospital, dollar tree, post office was impossible unless I had a friend pick me up.
- The Stower trail is not ideal for everyone - it is dark and buggy at times and the gravel is hard on feet. More paved walking trails in the city would be nice. More activities for young adults would be nice as well. We need to attract more young people than old Minnesotans who just want a weekend cabin.
- Wish I could use motorized vehicles on the stower trail
- I believe that opening the stower is beneficial to not only the city of Amery but other towns the trail runs threw all benefit from snowmobile use and the businesses all took a huge loss loosing winter sport people.
- The stower trail being limited is hindering the local business significantly.
- Snowmobiling on the Stower trail would bring so many people into town.
- Increase trails into Amery from Lake communities.
- More focus on recreational sports trails like atv, snowmobiling etc.
- Sidewalks, bike paths, walking paths should be prioritized and maximized.
- More trails, benches and gardens encouraging outdoor
- We should have better walking trails to the school.
- Improvement is needed.
- I love the bike lanes and the single lane changes that were made! I commented earlier on the Stower Lakes Trail and the hope that it will stay a non-motorized trail.
- nothing in particular
- There are great areas of sidewalk and some very dangerous or absent sidewalks. I want safe travel by foot/bike/ wheelchair from town to the clinic and the grocery store. this would improve independence and promote health in our community
- Add sidewalks so that people can walk safely
- sidewalks are in poor condition off of the main street
- Roads could be improved coming in and out of Amery from county and township roads.
- As someone who enjoys the outdoors, I am currently happy with the current trails & sidewalks. I like that our area offers both motorized & non-motorized trails. The road conditions tend to be in need of some repair, but we live in WI & that causes an endless amount of difficulty maintaining roadways.
- The main road sidewalks are perfect, but almost all of the side road ones are cracked, uneven, or missing chunks.
- Several sidewalks need repair and are uneven.
- A lot of sidewalks are in need of repair.
- Need public transportation
- Sidewalks are terrible!!! They need to be stroller and wheelchair friendly city wide! Roads are ok but could be maintained better. Public transportation options would help all ages get around town to access healthcare and food etc better.
- Need taxi service in additional to Interfaith caregivers.
- The main roads are good, a lot of the sidewalks on the side roads are in very poor condition.
- Cars and walking is fine. Dangerous to ride snowmobiles into AMery due to having to go down the streets to get out of town.
- Sidewalks need a lot of work! Walking is a hazard on Keller S.
- You made two lanes into one traffic lane through main street of Amery= very Stupid!
- Many sidewalks are in bad condition or stop abruptly.
- It's fine
- I never see anyone use the bike lanes, I don't see a need

APPENDIX A: INPUT SURVEY RESULTS

24) Please list your thoughts on mobility in Amery. (cont.)

- to continue making more. There are accessible areas even for those in a wheelchair to get out by the river. I don't understand why snowmobiles or horses can't use the stower, the times I go (which isn't that often) there's rarely anyone there.
- Alot of the roads/streets have poor or no sidewalks for people to use.
- The Stower Trail should be open for motorized vehicles such as snowmobiles, atvs, utvs- and ot restricted.
- I would vote for keeping the Stower Trail to non motorized only
- Many people drive straight through Amery on their way north. Make Main Street INVITING for people to stop...not just drive through

25) How would you prefer to stay informed and engaged in City decisions?



Other responses:

- Most residents don't really care except for their tax bill
- See notes at end.
- YES - DO THEM ALL!
- Monthly coffee with the Mayor or city leaders.
- It would help to know when the city council meetings are broadcast instead of having to search and maybe happen upon it. Sound is horrible.
- Amery Free Press
- Newspapers, shoppers, notices posted in several businesses in town.
- City broadcast messages or phone app
- mail
- Mail. Many older residents are left out.
- Letters
- in the free press and city website.
- News paper
- Amery Free Press
- local newspaper
- Hardcopy- mail

26) Please share any other thoughts you have about the City of Amery that should be addressed in the Comprehensive Plan.

- Keep Main St looking very nice all the way through town.
- Schools are getting way to much! Elderly and home schooling should not pay for school taxes!
- To make announcements and notices more available to social media and the encouragement to get more people involved in the decisions of the City.
- Funding sources!
- Last thought. Isn't the city hall there for the service of the community which are tax payers? Why are they closed on Fridays? Non government workers have business to take care of on Fridays too.
- Please consider our kids, and how to keep our young population in town. Please make it safer for our citizens to walk around town!
- Plan to lower burden of tax payer. High tax rates are causing change in home ownership and causing many homes to be purchased by twin cities residents as current residents are proceed out.
- Reduce realestate taxes, very high compared to other communities in area.
- "Please focus on agritourism as an asset to Amery. Main Street is one of the selling points of Amery, help shuttered business open or move on. Creating spaces for gathering, public art spaces, creates a sense of pride in our unique little town will improve moral for those who care to contribute to the town in a positive manner. "
- Tourism, what is the city doing to invited people here to support our businesses and Trails.
- Thank you! I hope action is taken from this survey and priorities are shifted.
- Stop paying for a marketing agency, until the city can figure out what it wants to market, and has the budget for it. The city chose to hire an unproven entity for this task, just to look like they were addressing the matter. Pull back and let's do some studies and focus groups first. Then, hire a real firm with proven skills and background for the job.
- There's a typo in the second question of this survey.
- "Love amery. But now that I have a young growing family I see how this area really lacks in activities for my kid(s). I have to drive nearly an hour for family friendly activities. Indoor playground, children's museum, splash pad, etc. Amery has beautiful lakes - please make a nice beach! New Richmond has a wonderful playground, in addition to the Centre - considering something like this for our community.
Thanks for taking input on this "
- Please put the money into attracting both new residents and visitors to this town.
- City built water park and pool close to the new hotel ad run a joint operation (I hate water parks but they do draw people).
- I feel I've addressed all that I feel should be added.
- Parks, beaches, accountability of department heads.
- Our city spends tax payers money horribly, updating things that don't need to be updated, while roads are trash and taxes are to damn high
- And indoor pool and or some for winter use of the new football field
- The streaming of the meetings is pretty bad quality. It's hard to even hear what is going on.
- Work with townships on improving roads.
- I'm happy to see a survey offered to the community. Hopefully it will help put some good things into motion. A lot of great business's have came and gone b/c they didn't feel supported by the community & some fellow business owners. I will add that if we can find ways to attract all the lake people to town would be hugely beneficial!
- "Public Safety
There are a few community members who frequent North Park that make it feel unsafe, this is affecting the number of families that frequent it. Disabled man who likes to shoot his toy gun (realistic looking), another man who openly shows off his hand gun that he carries. Bad verbal interactions with both and we have called the police before. Spoken with other families that avoid the park because of them too. Now when we see those men there we automatically leave the park. Can there be signage that prohibits firearms at parks? If the park had a fence around it that may create a sense of security. (Like New Richmonds newest park has)"
- I don't know any other concerns, probably due to us being retired with no young children.
- Amery has some wonderful assets that need to continue to grow-Community Center, golf course, and Stower Trail for non motorized activities, the parks.
- Deal with the schools. They have no clue how to manage money or help student learn and grow. These are basic and Amery is failing.
- Partnerships are important. Accountability is key.
- My entire family graduated from Amery High School and we have lived here our whole lives. I am a 1989 graduate. My husband graduated in 1980. My step-sons gradated in 2003 and 2005. My son graduated in 1999. I do really believe it is a great place to raise a family and I'm concerned about the high taxes that are driving families out of town which, in turn, takes away from funding for the schools. A strong public school is so important to a community along with affordable housing opportunities.
- Be aggressive!
- I think I covered my most pressing in the previous

APPENDIX A: INPUT SURVEY RESULTS

26) Please share any other thoughts you have about the City of Amery that should be addressed in the Comprehensive Plan. (cont.)

- questions.
- We need to focus on getting younger families into the community. Community Club is falling because everyone who is active is getting old and we have nobody to replace them .
- accessibility is non existent
- A lot of company's wanted to invest in Amery in the past and were pushed away. Amery is a good town, but it could be great with more jobs and opportunities.
- Stay small, don't push any low cost housing.
- it would be so nice to have a place for kids in the summer to play like a splash pad for enjoyment of families. With that thought, though, they're probably would need to be rules regulations and some sort of security so it stays well maintained.
- Not everyone here has kids. Some of us are single and not disabled either. We aren't elderly either. So we are forgotten (but everyone and everything not just locally). It would be great to see these demographics represented and considered in future planning. There's people looking to move here or have recently moved here and feel lonely because there's not much catering to our age groups or lifestyle.
- Have you ever thought about making Amery a 55 + community? Eliminate the expensive schools (enrollment continues to decline) and use the buildings for senior citizen activities like a pool and pickle ball courts etc
- If you're going to run a city, you've gotta walk the city. Driving through misses all the little things that make a difference. Question our kids. Why are you not in the parks? When the only real park is on one side of town and the roads are not safe... what do you see is a problem? You get mad about kids crossing streets illegally... where are the crosswalks?
- Start over our current group cant do it right
- "There have been efforts to support small businesses- both by encouraging shopping local and by supporting business owners. This type of community seems very helpful. We also need to do all we can to help Chet Johnson Drug survive as that is one of the best business and families in town."
- Amery and the surrounding area needs to be more than a great place to retire. It also needs to be a great place for young couples to raise and educate their children.
- The school board is one sided and has made decisions that affect the taxpayers in Amery. Our towns leadership does not reflect the general public, but rather a group of individuals that do not have there finger on the pulse of what the residents want. Open forums and town halls are a must to make Amery a great place to live and visit.
- Nothing more at this time.
- Amery lost one bank (RCU) because of lack of economic growth. I hope we don't lose anymore banks or businesses for that reason.
- Hopefully the mayor and council will actually listen and act on recommendations that are received
- BUILD something for the kids!!!!
- Amery is very fortunate to have both motorized and non-motorized trails, appealing to a spectrum of outdoor enthusiasts.
- This is a wonderful community with untapped potential
- The city simply needs to be run more efficiently. Someone should reach out to DOGE and have them clean up this mess.
- I love the small town feel but I have gone to other small towns who have stayed small but include the items I have mentioned. I love that others come to Amery for their 'vacation' home but those of us who live here would also like more than just retirement activities.
- There is very little trust with the City right now. Those debacles from the last few years with the City Administrator and the Police Chief and the Mayor did not instill confidence. That needs to be earned back. The City needs to be transparent and make good on their promises. Different organizations (e.g., the City, the AEDC, the Community Club, etc.) need to work together with a shared vision.
- north park drools
- Don't ghetto our town. Don't Minnesota our community. The referendum for the schools was overboard.
- Please fire the stupid people at town hall.
- Expand with how the people are asking, everyone has their own ideas but it will all work together to create a even better town
- Will be hard to find the balance between growth and losing the city's "small town" charm.
- I don't think the City of Amery should increase their budget and then increase taxes. Taxes are already too high and putting that load on residents is not fair. The city needs to cut waste and unnecessary spending.
- We need a place to swim and other fun things to do on a regular basis. A beach, with food trucks near by, still crossing fingers for a pool. What can be done with the theater? Community skating rink? Outdoor movie nights? Activities are hard work I know, but they are key!!
- "It would be cool to think about one "thing" that we do better than anyplace else. Do we need to go all in on the Lakes? Create multiple public use areas/activities. Incorporate outdoor Rec- nearby our cities lakes; we have disc golf, trail access with loads of equipment

26) Please share any other thoughts you have about the City of Amery that should be addressed in the Comprehensive Plan. (cont.)

- rental places and water, air and restroom access. Pool, outdoor community spaces with loads of picnic tables or other seating/conversation areas - and food trucks for people to grab a meal. Skating rink and rentals in the winter. Concessions available- again high school program could help encourage entrepreneurship and hands on maintenance/design and building.
- Or is it: retail or antiques/gift shops, or maple syrup or a key manufacturing product? "
- The city needs to get ahold of its finances or at the very least be looking into alternative ways to pay for city improvements, etc. As a single income home, the constant increase in taxes and water bills is pricing me out of this community. Better planning and financial decisions for the future need to be made so that not everything is on the backs of the citizens that live here year-round. It's why more people aren't out spending money in town--we can't afford to.
 - Fix rough roads, especially 46 all the way to 8
 - "Current land use (residential, commercial, agricultural, industrial, parks).
Future land use planning (where should growth happen? where should it not?).
How the town will continue involving residents in decision-making.
Planning for upgrades to aging infrastructure and buildings on mainstreet
Walking, biking, and accessibility (especially important for small towns wanting to be livable
Strategies for managing growth while maintaining town character."
 - Amery Fire dept should not be funded on the backs of lincoln township, everyone that benefits from the fire dept should have equal burden.
 - I'm concerned that we are stuck between keeping things the same and change. Do things that attract new folks with income and positive social attitudes to town.
 - Please work with the county to attract side-by-side and snowmobile tourism....this could bring great money to our local businesses that we are missing out on because a few people want to keep the Stower trail to limited use.
 - I love Amery! And I hope it only continues to improve!
 - Concentrate on road repair opening the stower to snowmobile use and bring in more jobs.
 - Support businesses that provide quality of life opportunities and values. More affordable housing and using the facts of climate change make decisions for energy use and opportunity based on what's best for the future both natural and human.
 - We need more transportation options for the elderly and disabled.
 - I think Amery fills a niche with its trails, walkability, biking and different shops and we can continue to build on that. Bringing in a large business like Walmart makes no sense to me since we can drive 20 minutes either way if needed but having some more small businesses that can offer things like clothing would help.
 - "Add a pool so that it can help all people. Community Center that can have assisted living and child care"
 - We need to move forward and either modernize our Mainstreet or put money into keeping it a quaint small town Mainstreet. As I drive through downtown, it just feels a bit run down.
 - Engaging young adults & young families to obtain input on what will keep them in Amery, prevent them from moving or moving to our area; as our youth are the future of our city!
 - Affordable businesses/child care. Increased outdoor recreation opportunities
 - Address taxi service, residents of this fine community get stuck at the ER with NOBODY to call for a ride home.
 - Let's get some leadership in this town, not the same people that have been involved for 50 years.
 - Preserving natural resources, supporting farmers and agricultural programs and improving infrastructure such as roads...
 - Present ideas to the public and invite people to help! Many would be willing to donate or volunteer to make some of the beautification projects happen.
 - Check to see if removing fluoride from our water would create less of a need to add other chemicals to stabilize it.
 - I've always considered Amery a diamond in the rough. It has some much unrealized potential.
 - Thank you!
 - It should be geared towards the younger families and tax reduction.
 - You guys are amazing I have visited many times over the last 5 1/2 years and everyone from gov't employees, local business owners and the tenants I work with have been just a breath of fresh air. Please keep doing what your doing!
 - EXPECT the City crew to respect their job and the town they represent. Way too many slackers and whiners...trying their best to get out of work instead of embracing their job and looking for ways to improve Amery.
 - questions.
 - We need to focus on getting younger families into the community. Community Club is falling because everyone who is active is getting old and we have nobody to replace them .

APPENDIX A: INPUT SURVEY RESULTS

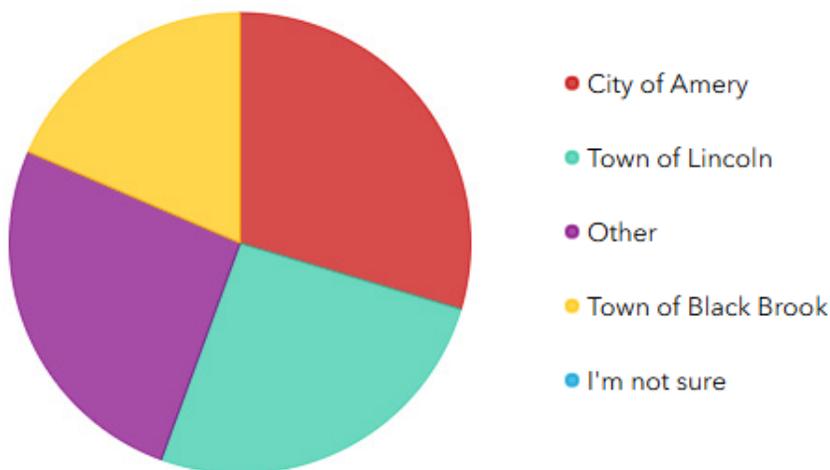
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AHS Student Council Input Survey

This input survey was conducted by students (grades 9-12) in the Amery High School Student Council in June 2025, and received 27 responses. Similar to the full-length community input survey, this survey asked questions for both the Comprehensive Plan and Comprehensive Outdoor Recreation Plan (CORP). For recreation-related survey results, please see Appendix A of the CORP.

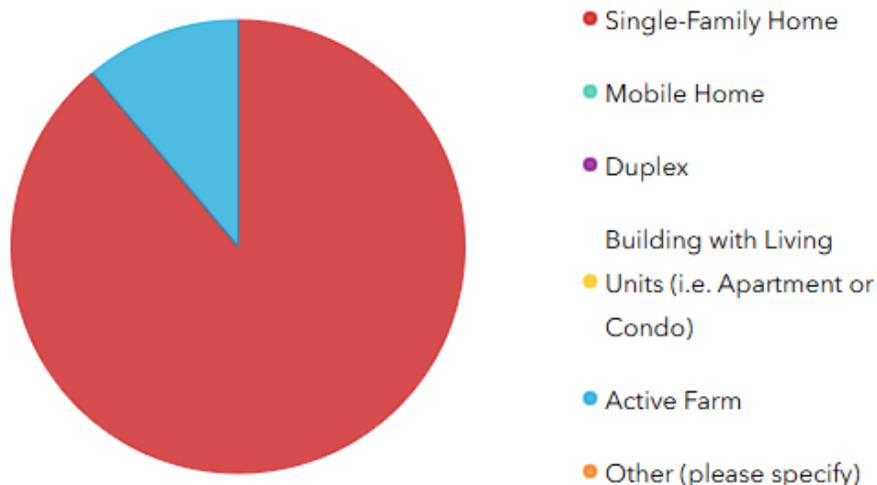
1) Where do you currently reside?



Other responses:

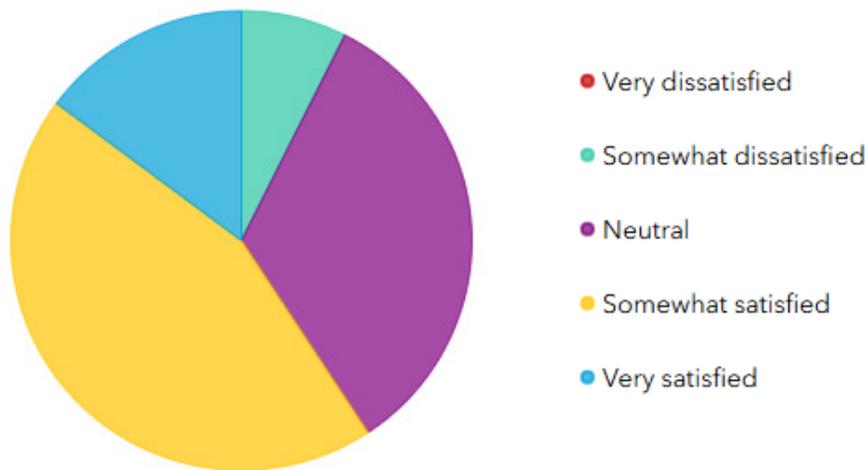
- Clayton
- Town of Apple River
- Town of Alden
- Garfield Township
- Town of Alden
- garfield township wi

2) What type of dwelling do you live in?



APPENDIX A: INPUT SURVEY RESULTS

3) How satisfied are you with the overall quality of life in Amery (or surrounding area)?



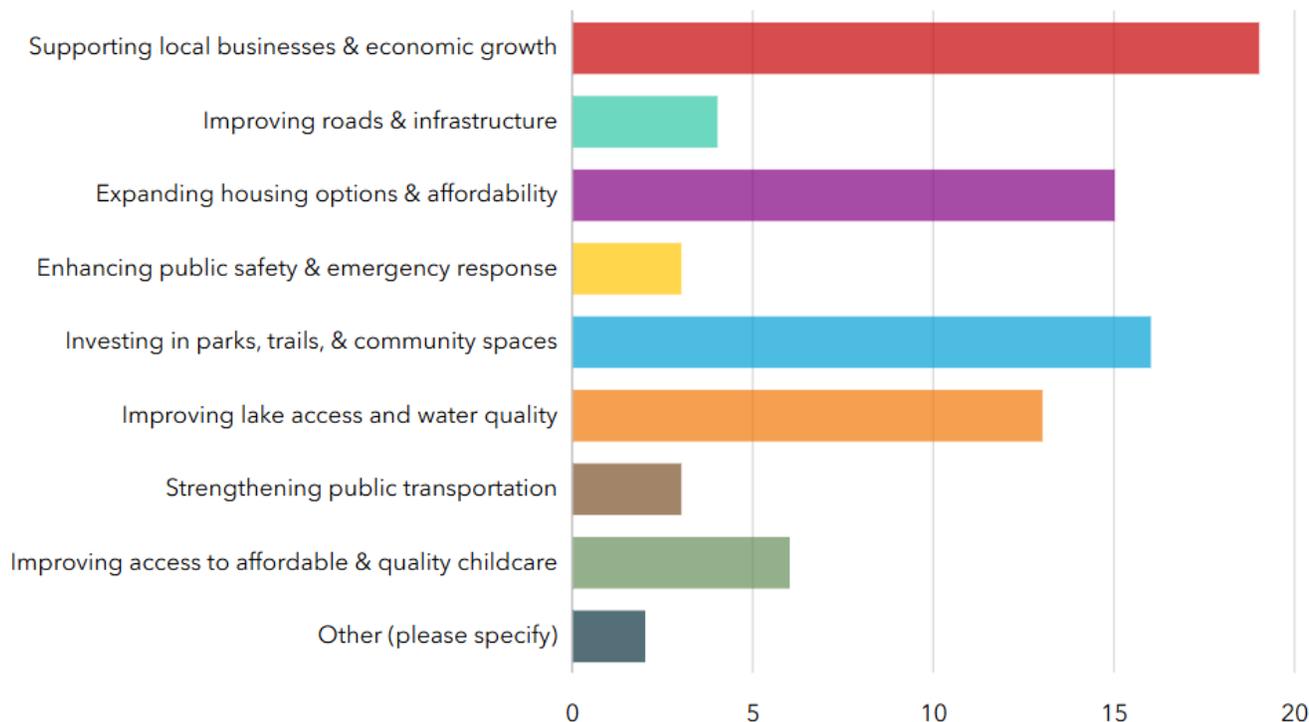
4) What are your favorite things about the City of Amery?

- What are your favorite things about the City of Amery?
- I enjoy the craft fairs
- The downtown and lakes.
- I like the homey feeling of it. I like the lakes and the different scenery throughout Amery.
- Downtown
- Lots of nature and walking areas, lots of small businesses, great schooling.
- I love the beautiful parks and accessible library
- It's small and less chaotic.
- I like that Amery is a small town and that everyone knows everyone and that our community feels strong.
- I like that people are nice to each other.
- Downtown-small businesses and lakes.
- The shops and the school.
- The community activities and the lake.
- The lakes and the library.
- Main Street and Stores/ Restaurants there.
- I love all of the nature and walking trails. I also love the lakes and places you can go fishing.
- The lakes and things to do in downtown amery
- Everyone almost knows everyone.
- Not too large, beautiful lakes, many churches to choose from, smooth downtown roads, school campus in one place (not spread out)
- I like the fact that everyone kinda of knows everyone
- I love that there is something for everyone to do. You can go to the park or you can go get a coffee.
- How I know a bunch of people who live here
- I like the family restaurants , kwik trip, north Park and the school forest.
- I like that I can go downtown and that there are places to go and also the lake. I love swimming and spending time outside and I think that Amery has lots of outdoorsy things.
- I like that there are many things to do when it is warmer.
- I really like the school facilities (the new football field, the school forest, the school playgrounds, the new commons in the high school, ect.); seeing parts of the river free of the weeds (thank you to weed harvester volunteers!); and spending time at Ellie's and especially the Public Library. It's a very nice environment.
- the quality of the school structure
- The community and closeness of everyone. It constantly feels like we're all friends and family.

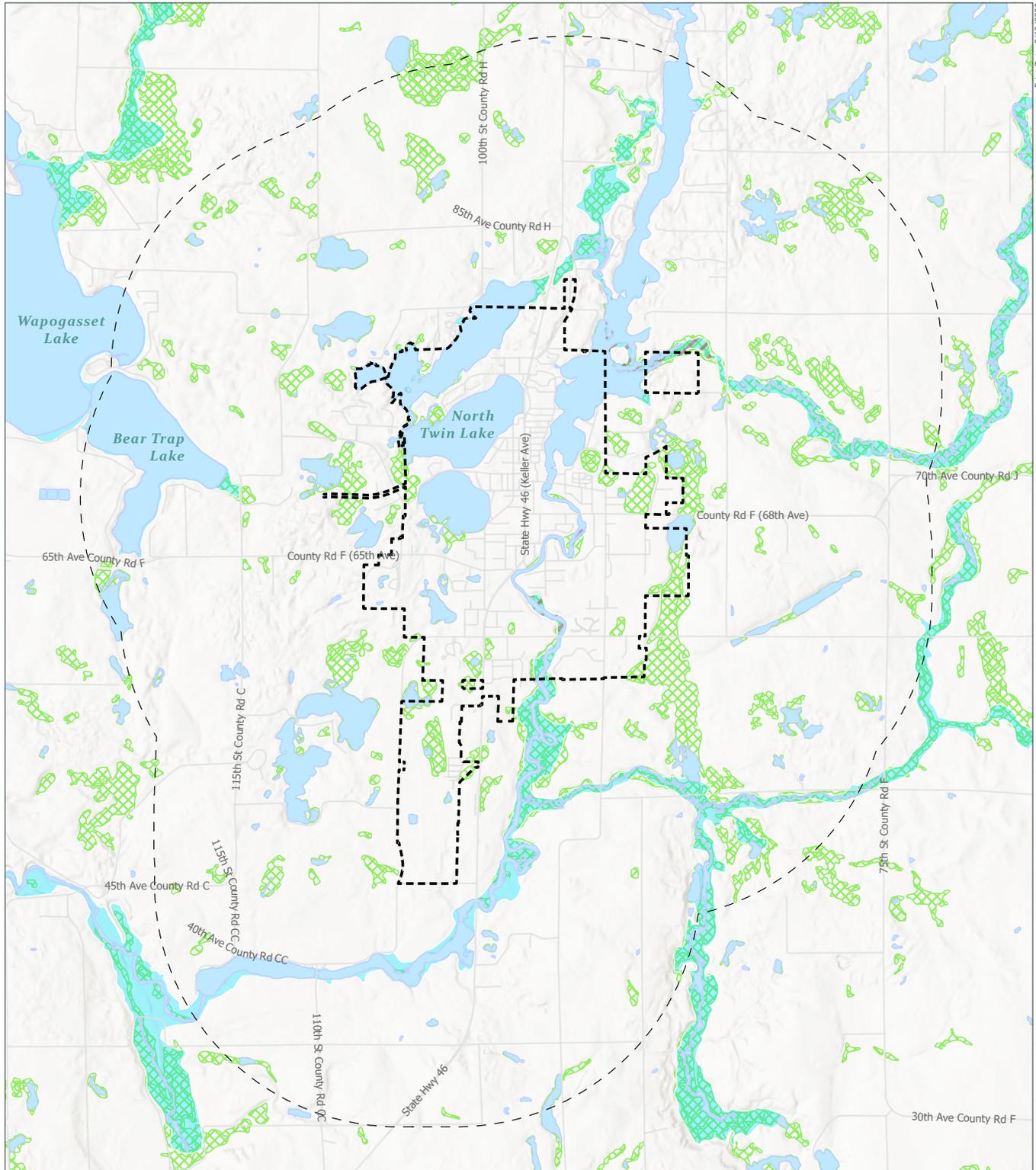
5) If you could change one thing about Amery, what would it be?

- More shops
- Make more places for teens to access.
- I would change what some of the run down buildings look like. I would also add some relevant restaurants and stores.
- Make the parks clear
- Student engagement in the community.
- I feel as if we lack in Public Transportation and many of the roads are very broke down.
- More opportunities.
- I would change the things that there is to do in Amery. I feel like when I want to hang out with my friends I don't think of something to do downtown in Amery.
- More things to do.
- Improve mindsets such as racial tensions and political tensions. And more teenage places
- More things for the public such as different parks, better beaches and possibly a public pool. More hobby based shops such as a book store, craft supplies place etc.
- If we had a public pool or more year round activities.
- A beach or public pool.
- Have more places targeted towards specific age groups. (teens, young kids, elderly)
- If there could be more things to do in Amery rather than going to new Richmond or somewhere else.
- More work places and homes for people
- Nice shopping stores, like a target or Walmart
- Amount of people living in lower class homes because of housing prices
- More teen job opportunities
- Less expensive shopping.
- Being more geared toward youth
- I feel like we would do better if we had more events and making the local shops more known.
- I think that there needs to be more "third places" for teens in Amery, for us to gather and hang out in a safe space. Not at school or home, but a third place that allows us to spend time and have community. This could be businesses like mini golf, movie theaters, but also gathering areas.
- The shops add different fun activities for during the winter when it's cold outside, and you can't golf or go fishing.
- I would want a wider variety of people to live here.
- more tourist activities we would profit more if we had things that people wanted to come see.
- Movie theatre

6) What are the top three (3) priorities the City of Amery should focus on over the next five years?



APPENDIX B: MAPS



Print Date: 9/12/2025



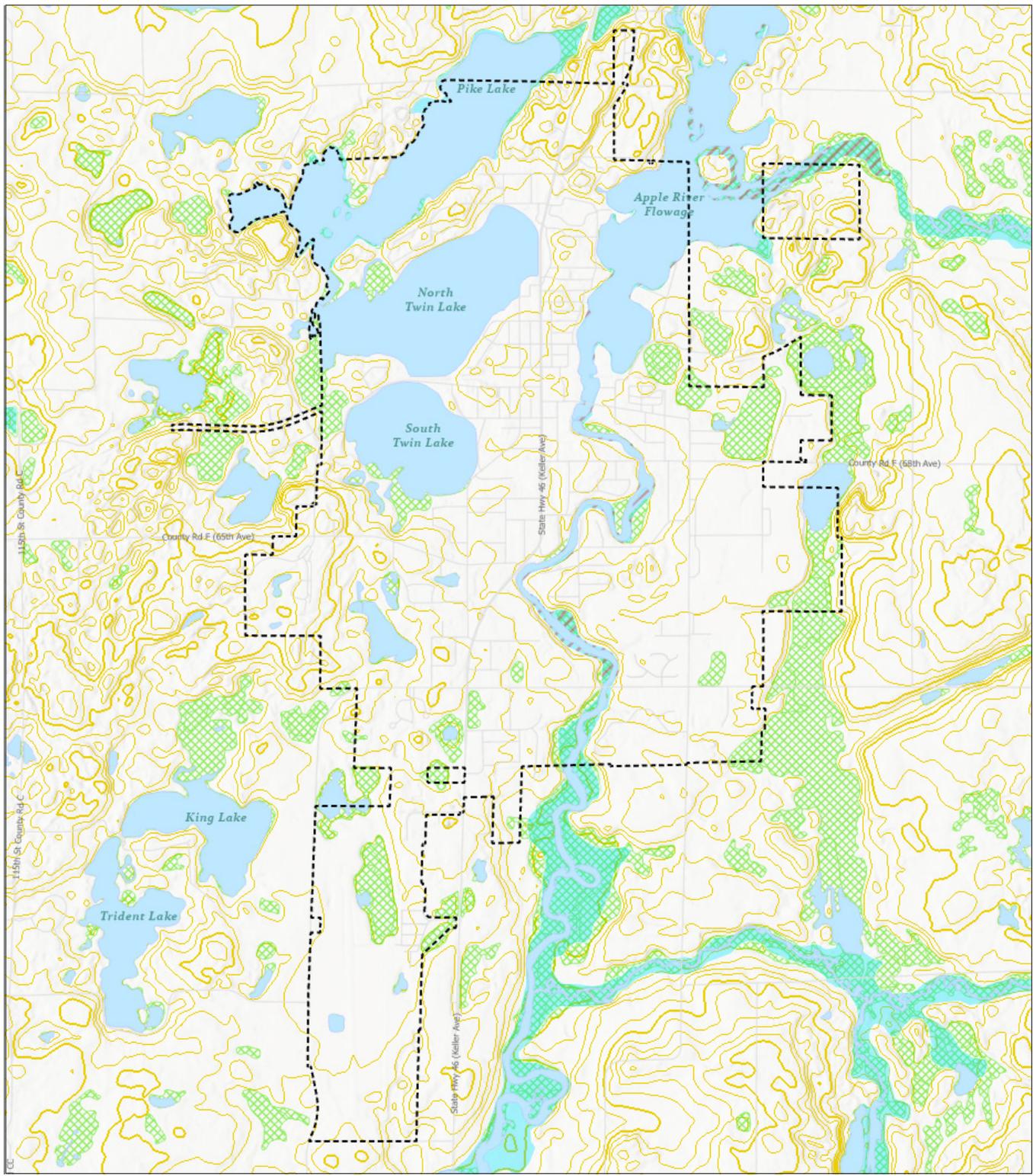
- | | |
|---------------------------------|---------------------|
| Flood Zone Designation | Delineated Wetlands |
| 1% Annual Chance Flood Hazard | Water Bodies |
| Regulatory Floodway | Amery Boundary |
| 0.2% Annual Chance Flood Hazard | |

Development Limitations (ETZ) AMERY COMPREHENSIVE PLAN



CITY OF AMERY
POLK COUNTY, WISCONSIN

Print Date: 9/12/2025



- | | |
|---------------------------------|---------------------|
| Flood Zone Designation | Delineated Wetlands |
| 1% Annual Chance Flood Hazard | 10-Foot Contours |
| Regulatory Floodway | Water Bodies |
| 0.2% Annual Chance Flood Hazard | Amery Boundary |

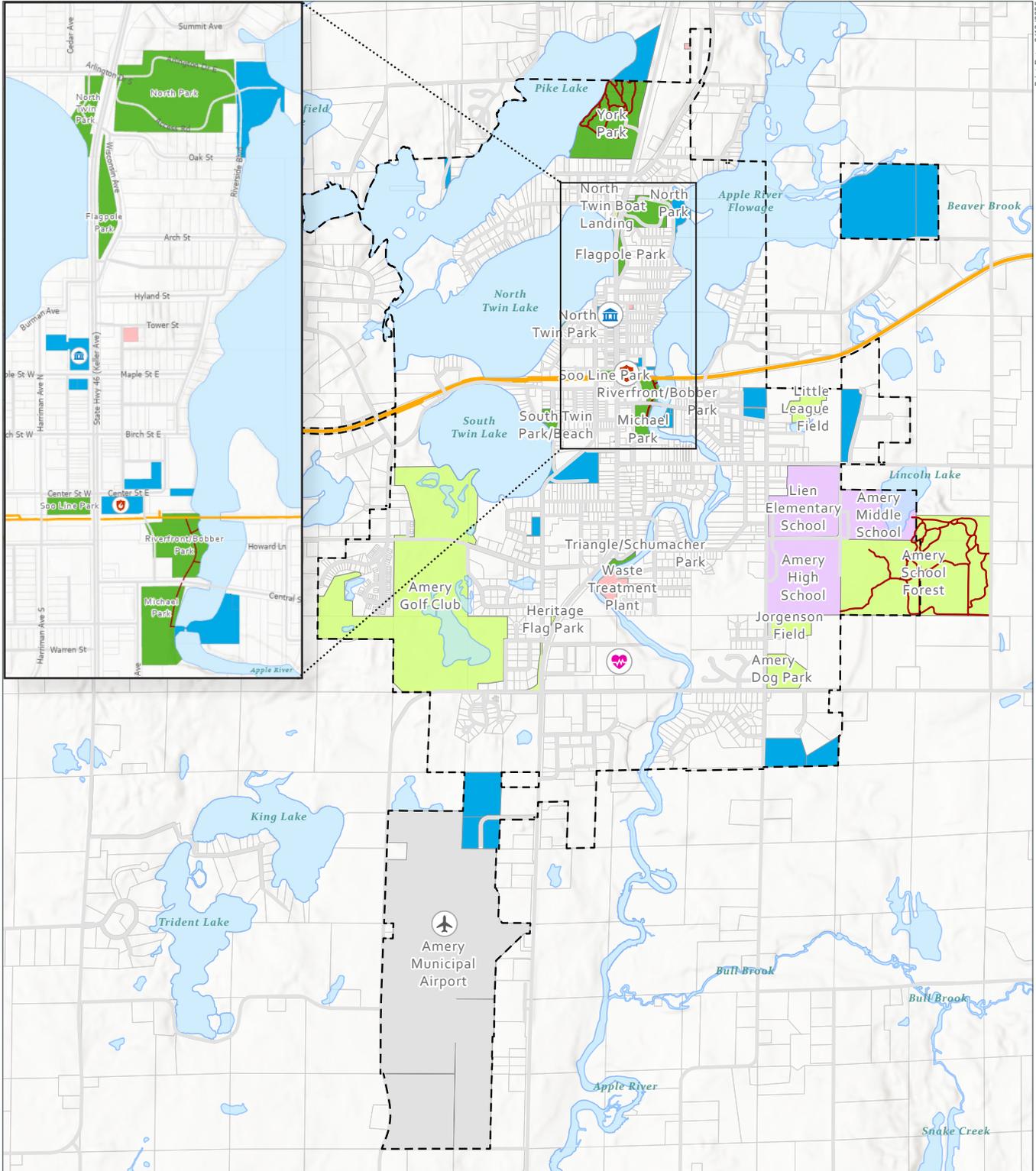
DEVELOPMENT LIMITATIONS (CITY)
AMERY COMPREHENSIVE PLAN



CITY OF AMERY
 POLK COUNTY, WISCONSIN

APPENDIX B: MAPS

Print Date: 9/12/2025



- City Hall
- Airport
- Fire Dept
- Hospital

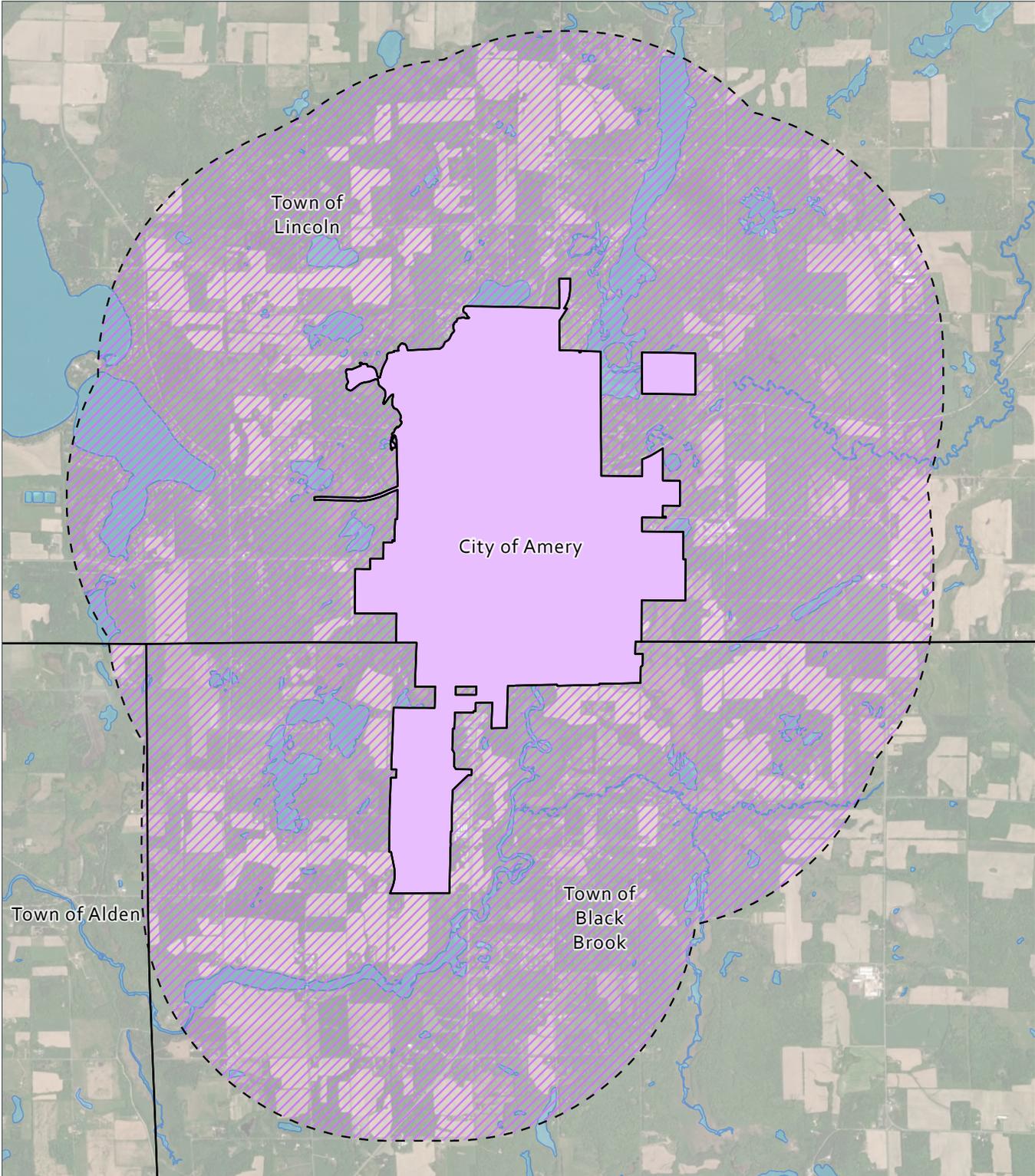
- City-Owned Park
- Special Purpose Park
- School District
- Utilities
- Airport
- City-Owned Land & Municipal Buildings

- Public or Quasi-Public Trails
- State Trails
- Roads
- Lakes & Rivers
- Amery Boundary

COMMUNITY FACILITIES AMERY COMPREHENSIVE PLAN

CITY OF AMERY
POLK COUNTY, WISCONSIN

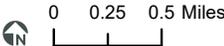




Data Sources
Polk County GIS

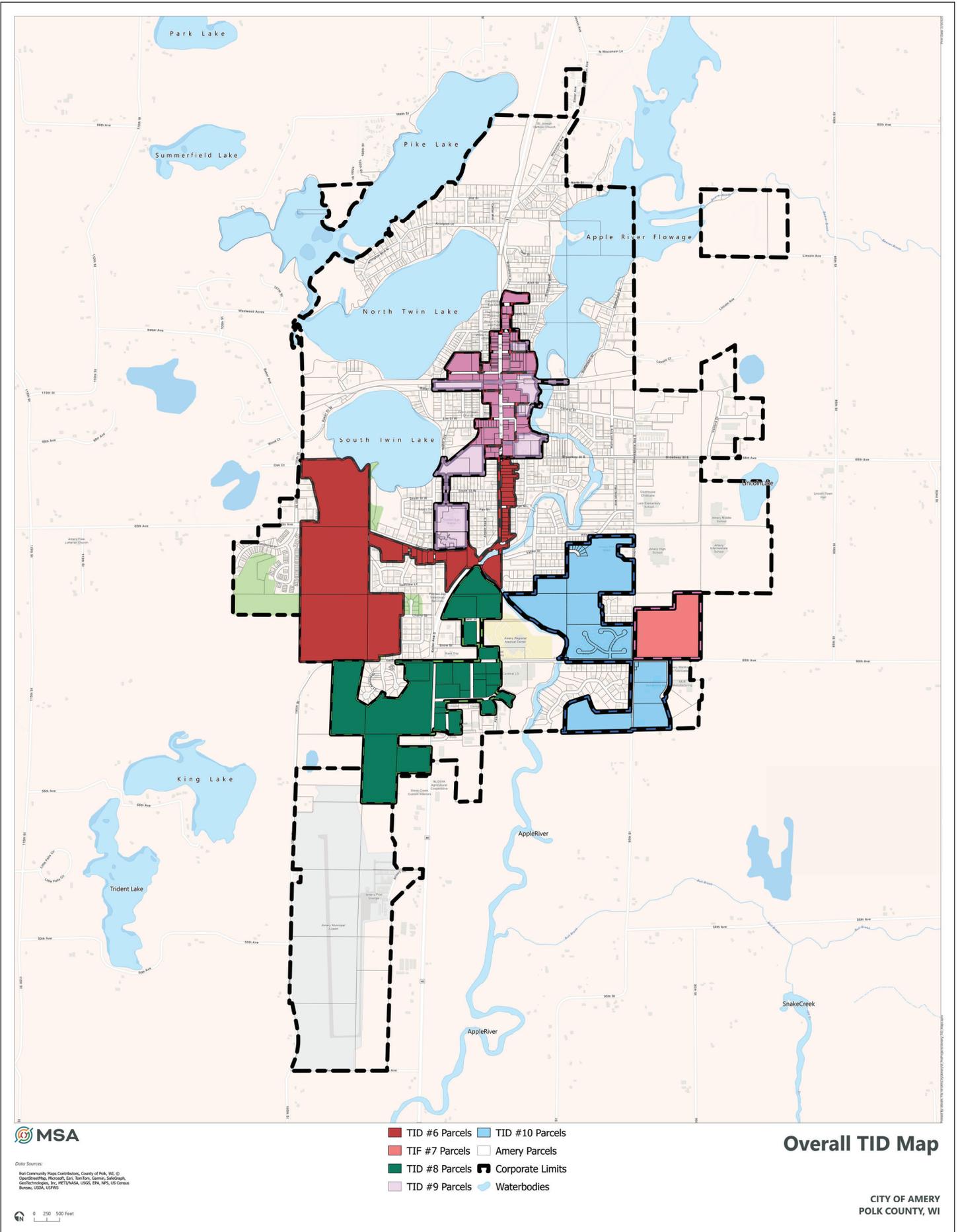
- City of Amery
- 1.5-Mile Extraterritorial Boundary

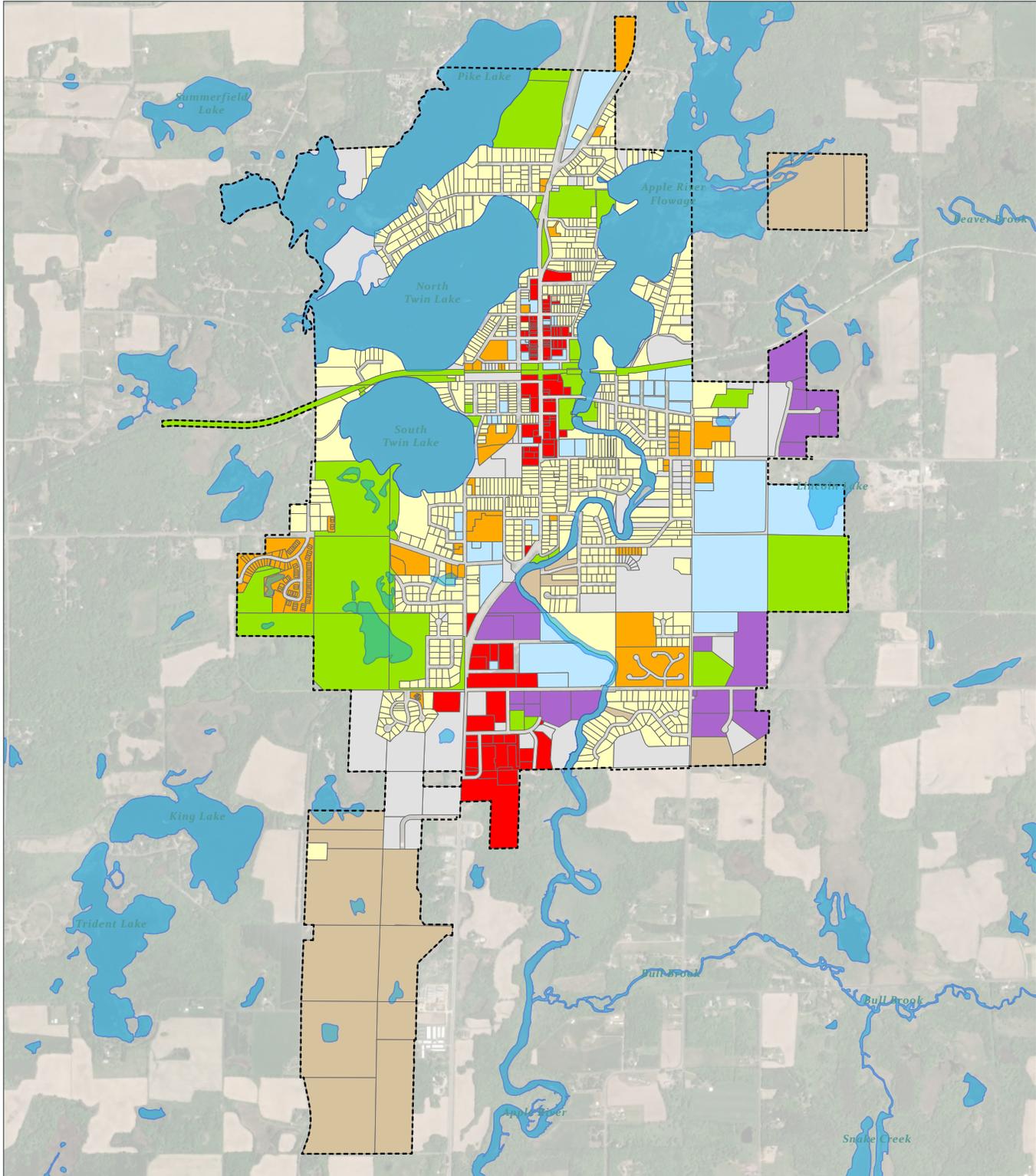
EXTRATERRITORIAL ZONE AMERY COMPREHENSIVE PLAN



CITY OF AMERY
POLK COUNTY, WISCONSIN

APPENDIX B: MAPS

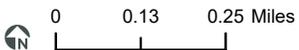




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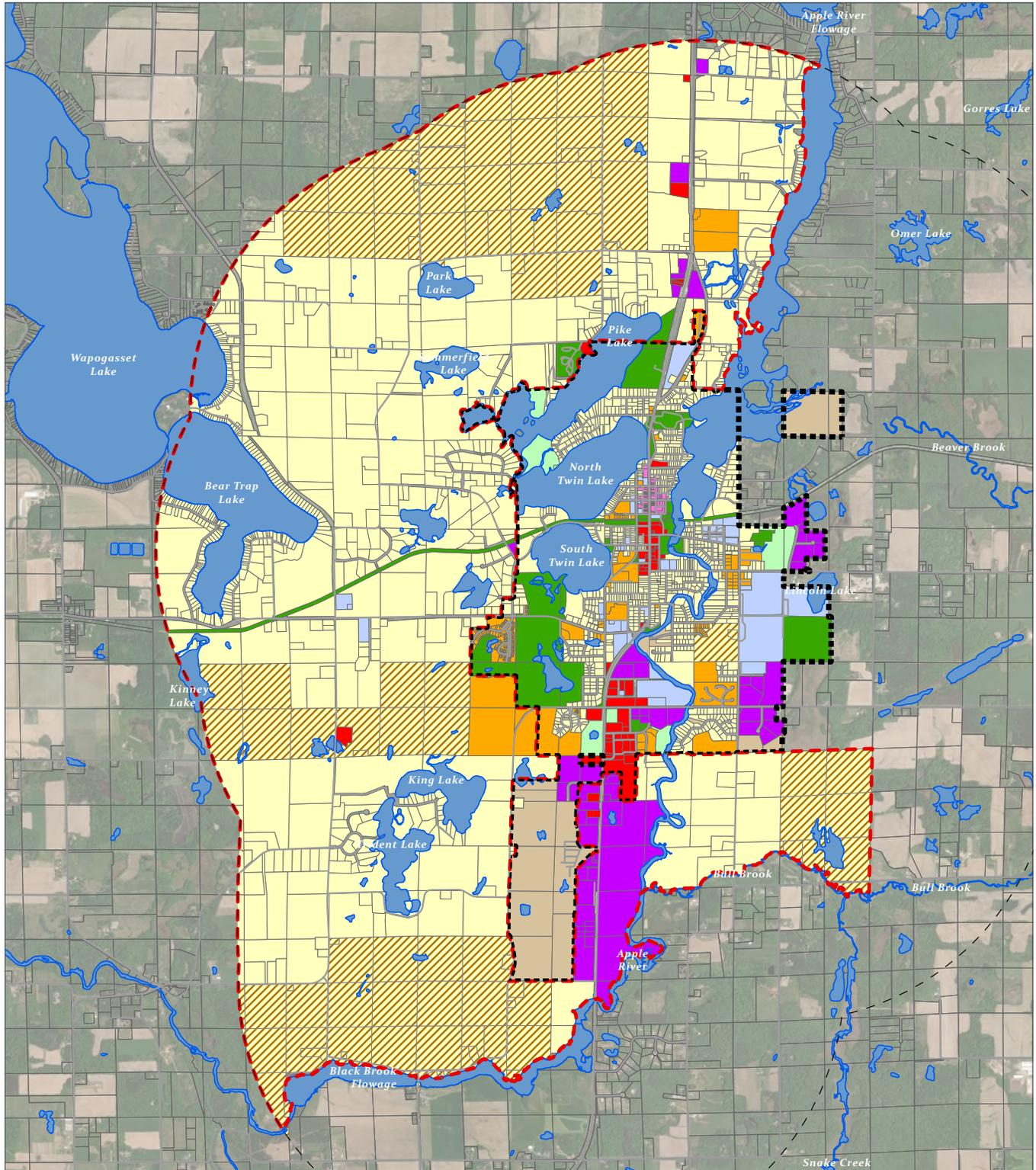
- | | |
|---------------------------|--------------------|
| Single-Family Residential | Parks & Recreation |
| Multi-Family Residential | Utility |
| Commercial | Vacant/Undeveloped |
| Industrial | Lakes & Rivers |
| Institutional | Amery Boundary |

EXISTING LAND USE AMERY COMPREHENSIVE PLAN



CITY OF AMERY
POLK COUNTY, WISCONSIN

APPENDIX B: MAPS



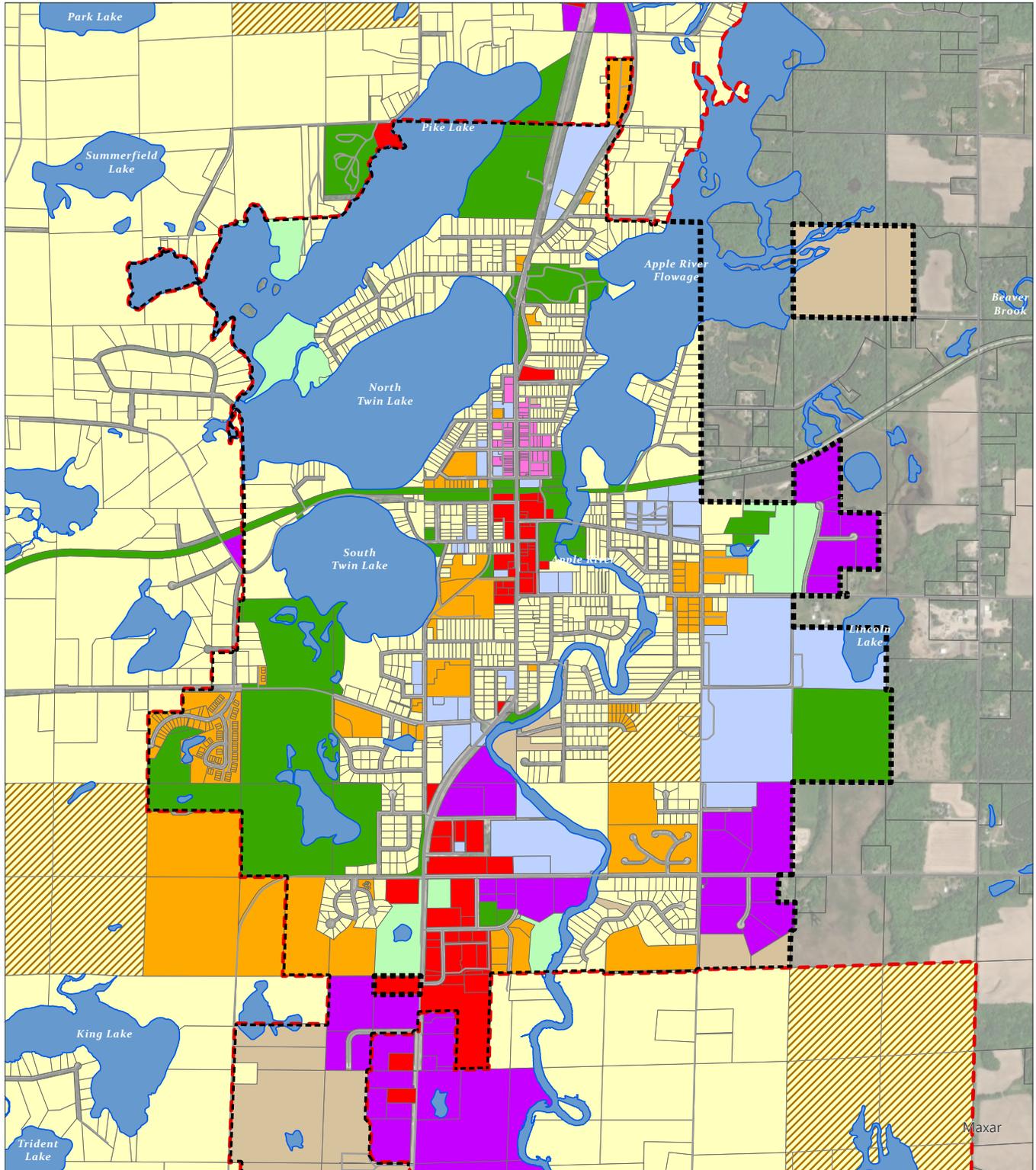
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Polk County GIS

- | | | | | | |
|--|----------------------------|--|---------------|--|------------------------------------|
| | Residential-Agricultural | | Industrial | | Growth Area |
| | Single-Family Residential | | Institutional | | 1.5-Mile Extraterritorial Boundary |
| | Medium Density Residential | | Recreation | | City Boundary |
| | Downtown Mixed Use | | Conservation | | Lakes & Rivers |
| | Commercial | | Utility | | |

FUTURE LAND USE AMERY COMPREHENSIVE PLAN

CITY OF AMERY
POLK COUNTY, WISCONSIN





Data Sources
Polk County GIS

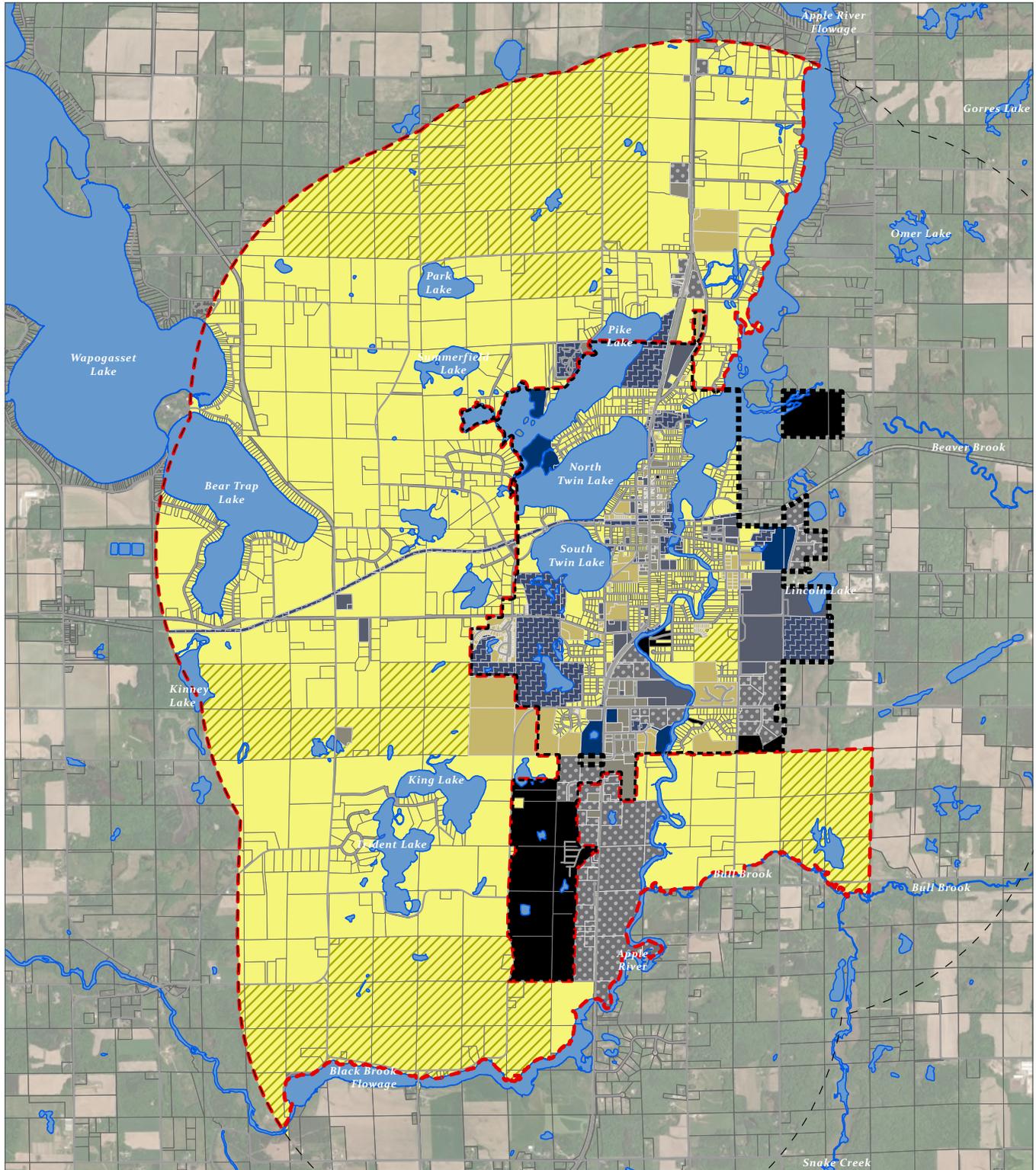
- Residential-Agricultural
- Single-Family Residential
- Medium Density Residential
- Downtown Mixed Use
- Commercial
- Industrial
- Institutional
- Recreation
- Conservation
- Utility
- Growth Area
- City Boundary
- Lakes & Rivers

FUTURE LAND USE (CITY INSET)
AMERY COMPREHENSIVE PLAN

0 0.13 0.25 Miles

CITY OF AMERY
POLK COUNTY, WISCONSIN

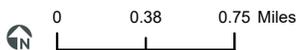
APPENDIX B: MAPS



Data Sources
Polk County GIS

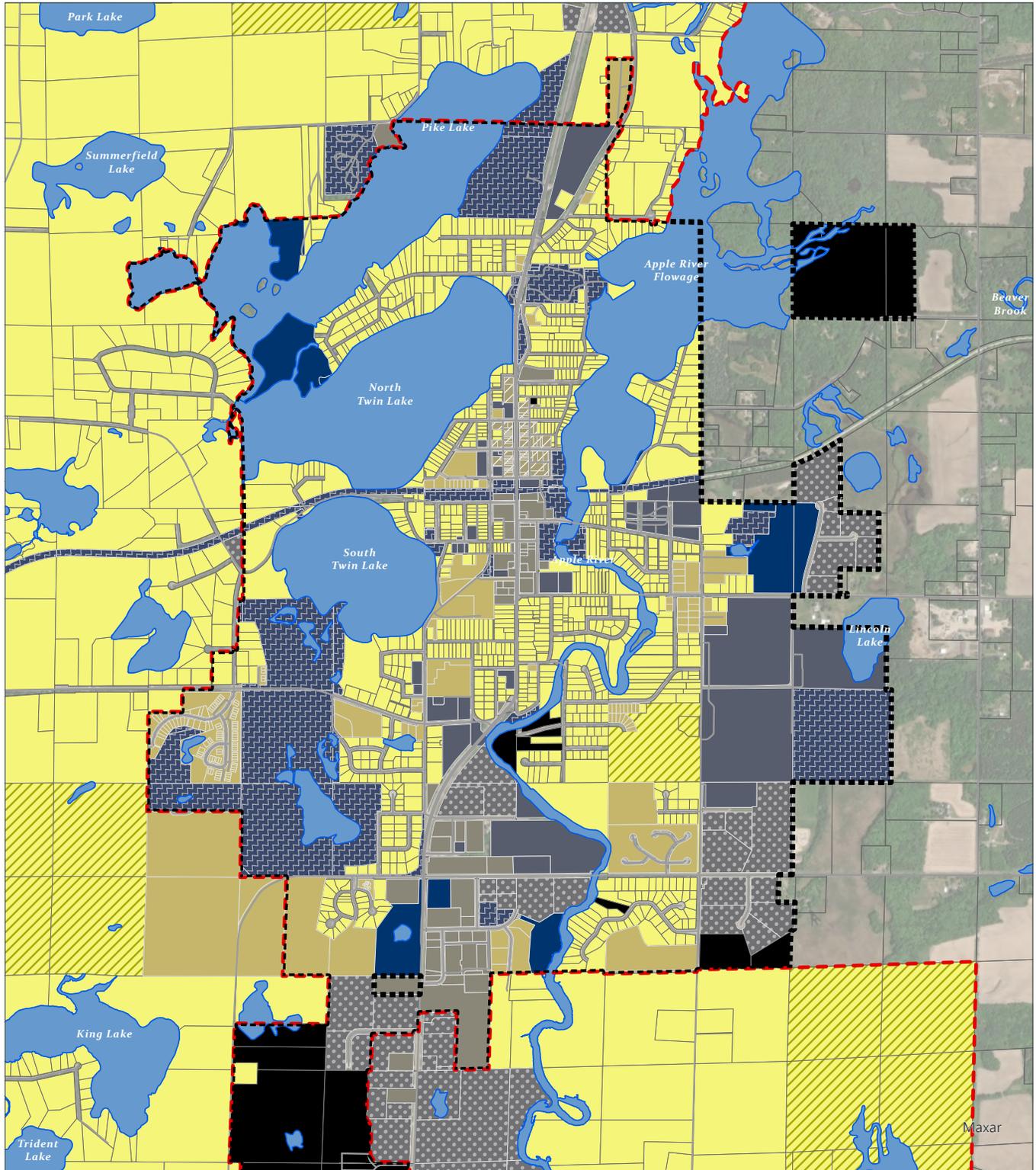
- | | | | | | |
|--|----------------------------|--|---------------|--|------------------------------------|
| | Residential-Agricultural | | Industrial | | Growth Area |
| | Single-Family Residential | | Institutional | | 1.5-Mile Extraterritorial Boundary |
| | Medium Density Residential | | Recreation | | City Boundary |
| | Downtown Mixed Use | | Conservation | | Lakes & Rivers |
| | Commercial | | Utility | | |

FUTURE LAND USE AMERY COMPREHENSIVE PLAN



[Deuteranomaly Coloration]

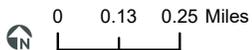
CITY OF AMERY
POLK COUNTY, WISCONSIN



Data Sources
Polk County GIS

- | | | | | | |
|--|----------------------------|--|---------------|--|----------------|
| | Residential-Agricultural | | Industrial | | Growth Area |
| | Single-Family Residential | | Institutional | | City Boundary |
| | Medium Density Residential | | Recreation | | Lakes & Rivers |
| | Downtown Mixed Use | | Conservation | | |
| | Commercial | | Utility | | |

FUTURE LAND USE (CITY INSET)
AMERY COMPREHENSIVE PLAN



[Deuteranomaly Coloration]

CITY OF AMERY
POLK COUNTY, WISCONSIN