

## **Coordinated Comprehensive Plan Committee Creates Cognitive Maps**

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On Tuesday evening, June 5, 2001, the City and Town of Brillion Coordinated Plan Committee participated in a workshop facilitated by Dr. Thomas Greene, an environmental psychologist from St. Lawrence University in New York. The purpose of the meeting was to complete a cognitive mapping exercise. Twenty-three (23) members of the committee were in attendance.

### **WHAT IS A COGNITIVE MAP?**

A cognitive map, or mental map, is a map drawn by a person that geographically locates his or her memories, ideas and thoughts of a particular place. Since cognitive maps are based on individual's preferences and opinions there are no "right" or "wrong" maps. Cognitive maps are used to delineate geographic areas of a community people like, dislike, frequently visit, feel are important, travel through regularly, feel safe, etc.

### **WORKSHOP ACTIVITIES**

At the workshop, committee members were provided 3 maps of the Town of Brillion and the City of Brillion. On the first map, the individual committee members were asked to identify districts they identify with (i.e. natural areas, business districts, residential neighborhoods, etc.) and travel routes.



On the second map, the individual committee members outlined portions of the Brillion Area based on their opinion of their aesthetic appeal. The most attractive places were colored in one shade, less attractive another, not attractive in yet another color.

On the third map, the individual committee members outlined those areas where they would like to see new commercial/industrial development, new residential development, new recreation areas, open space, and farmland areas in the City and Town of Brillion.



### **WORKSHOP RESULTS**

Dr. Thomas Greene will analyze the maps and present the results of the cognitive mapping in September.

### **HOW INFORMATION WILL BE USED**

The information gained from the cognitive maps will be very useful when developing the future land use plan map for the City and Town of Brillion Coordinated Comprehensive Plan.

For additional information on the planning program, please contact any committee member or, Bill Elman or Amy Emery of OMNNI at 1-800-571-6677.

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