

# Committee Hosts Mapping Workshop

**August 15, 2002.** At the workshop this evening, OMNNI Associates (the town's consultant) facilitated a series of mapping exercises. By the end of the evening all participants had developed a Cognitive Map and their own Future Land Use Map of the town.

A Cognitive Map is a map drawn by a person to geographically locate 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, etc.

At the workshop on August 15, 2002, the Planning Advisory Committee and residents in attendance received 2 maps of the Town of Oshkosh. On the first map, participants outlined portions of the town based on their opinion of aesthetic appeal. The most attractive places were colored in one shade, less attractive another, not attractive in yet another color. On this same map, participants identified their home location and frequent travel routes.

Participants used the second map to develop their own personal Future Land Use Maps of the Town of Oshkosh. Individuals outlined those areas where they would like to see new commercial/industrial development, new residential development, new recreation areas, etc. in the Town of Oshkosh.

At this point, participants worked in small groups of 4-5 people to share their personal Future Land Use Maps and develop a Consensus Map for each group. This map only illustrated those areas that everyone in a group agreed to. For example, if everyone in the group agreed that commercial development would occur along STH 45, the Consensus Map would illustrate this. However, if even one person in the group disagreed, there would be no color added to the map in this area. Prior to adjourning, each group shared their Consensus Future Land Use Map.

The maps developed at this workshop will be used extensively in the development of the Town of Oshkosh Smart Growth Future Land Use Maps. This approach helps to ensure that the FINAL Future Land Use Plan Maps accurately reflect community concerns and priorities for the future.