



A G E N D A
CITY OF WAUPUN CDA COMMITTEE MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, January 16, 2024 at 7:45 AM

The Waupun Community Development Authority will meet In-person, virtual, and teleconference. Instructions to join the meeting are provided below:

Virtual: <https://us02web.zoom.us/j/84949639125?pwd=YWt0R015Z09wN3E5Q1o0WDFpclhrZz09>

Meeting ID: 849 4963 9125

Passcode: 757382

Phone: 312 626 6799 US (Chicago)

CALL TO ORDER

ROLL CALL

CONSENT AGENDA

- [1.](#) Minutes from December 19, 2023 CDA Meeting
- [2.](#) December 2023 CDA Financials

PRESENTATION OF NEW GRANT APPLICATIONS

- [3.](#) Grant Application for 425 E Main Street (Madeline Clothing Co., LLC)

DISCUSSION ITEMS

4. Discuss Revolving Loan Fund Parameters
- [5.](#) Update on Design Wisconsin
6. City Administrator Updates

ACTION ITEMS

7. Consider CDA Grant Fund Allocation for 425 E Main St (Madeline Clothing Co., LLC)

ADJOURNMENT

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact the City Clerk at 920-324-7915.



MINUTES
CITY OF WAUPUN COMMUNITY DEVELOPMENT
AUTHORITY MEETING
Waupun City Hall – 201 E. Main Street, Waupun WI
Tuesday, December 19, 2023 at 7:45 AM

Chairperson, Mayor Bishop, called the meeting to order at 7:45 a.m.

Roll Call taken. Present are Mayor Bishop, Gary DeJager, Sue Vandenberg, Derek Drews, Jill Vanderkin and Bobbi Jo Kunz, Cassandra VerHage. Also present Administrator Schlieve, Assistant Administrator Langenfeld (online), Jason Whitford (online).

Motion Drews, second Vanderkin to approve November 21, 2023 CDA Meeting Minutes as presented. Carried unanimously.

Motion Vandenberg, second DeJager to approve November 2023 CDA Financials as presented. Carried unanimously.

Outstanding applications are reviewed with the following extensions granted:

- Motion Vanderkin, second DeJager to extend Broken Threads application to January 31, 2024. Carried unanimously.
- Motion DeJager, second Vandenberg to extend Gysbers Jewelry application to March 30, 2024. Carried unanimously.

Approve 2024 Façade Improvement Program Guidelines and Application

2024 Façade Improvement Grant Program guidelines and application are reviewed. Determination that the program guidelines should remain focused on exterior improvements and that a future revolving loan fund program could be used to support interior improvements is discussed. Determination is made to remove signage as an eligible expenditure if it is being funded by the BID. Also removed outdoor seating as an eligible expenditure, unless permanent installation is part of the proposal. Administrator Schlieve is recommending the addition of pictures of final improvements be submitted with receipts for reimbursement. VerHage requests that if applicants are not present that their award amount can be reduced and/or denied. The guidelines do recommend that applicants be present but Schlieve also notes that many of our small businesses also work full-time jobs and that being present is not always an option, reminding the group that in most cases applicants have worked with her to bring an application forward. Also discussed was the downtown guidelines and review with desire expressed by VerHage to be more stringent on review. Schlieve notes that the City does not have a historic preservation commission and that the guidelines are provided as a means to main historic character of downtown buildings. Schlieve emphasizes that the building inspector must sign off on each application and that the CDA is the group authorized by ordinance to review and approve designs. Motion DeJager, second Vanderkin to approved the 2024 Façade Improvement Program Guidelines and Application as presented with changes to eligible expenditures that eliminate funding for BID-funded signage and references to outdoor seating. Carried unanimously.

Administrator Schlieve provides an update as follows:

- Change in police leadership and administration is working on transitions plans to secure a strong leader for the role. Jeremy Rasch has been named to the Interim Police Chief role. Schlieve indicates that there will be community forums to gather community input on selection during the hiring process.
- Fire & Emergency Response Staffing Study complete with community conversations planned for first quarter of 2024.

- Housing remains a challenge but staff are working on single family, multi-family (new), and a possible project to redevelop larger sections of 331 Bly St.
- Designs for Food Truck Alley nearly complete. Will be seeking input on review in January.
- Design WI team has reengaged the High School Students with plans to present at the Annual Business Alliance meeting in March.
- Main Street Awards are due in January. The City will submit the Wind & Unwined expansion for an award this year.
- Staff are working through final questions with WEDC on CDI grant for 514 E Main redevelopment.
- City is working on land acquisition to expand the industrial park near the travel plaza.
- Business Improvement District (BID) will move their grant award to a cap of \$2,100 every other year.
- BID will run a Business Attraction Grant in 2024, offering \$2,100 grant for new startups in the District. A total of \$4,200 is available.

Motion VerHage, second Drews to adjourn the meeting at 8:20 a.m. Carried unanimously.



CDA Financial Statement

For the Month Ending:

12/31/2023

BUDGET

REVENUE	\$	159,598
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EXPENSE	Budget Amt	YTD Actual	Balance
WAGES	\$ 15,116	\$ (16,484)	\$ (1,368)
PROFESSIONAL SERVICES/AUDIT FEES	\$ 1,000	\$ (14,307)	\$ (13,307)
DEBT PAYMENTS	\$ 32,967	\$ (32,895)	\$ 72
PAYOUT FOR 2023 PROJECTS	\$ 28,025	\$ (68,224)	\$ (40,199)
IMPROVEMENT PROJECTS	\$ 40,000	\$ -	\$ 40,000
TARGETED INVESTMENT/STREETSCAPING	\$ 53,971	\$ (3,650)	\$ 50,321
TOTAL EXPENSE	\$ 171,079	\$ (135,560)	\$ 35,519

AVAILABLE PROJECT FUNDS

IMPROVEMENT PROJECTS	\$ (774)
TARGETED INVESTMENTS/STREETCAPING	\$ 3,085
CARRYOVER FUNDS PRIOR YEAR(S)	\$ 49,374
REIMBURSEMENT	\$ 28,403
	\$ 80,088

ANNUAL ACTIVITY	AMOUNT
3/23 WEDC GRANT PAYMENT	\$ 134,200
3/23 GRANT REIMBURSEMENT STONE & SUEDE	\$ (105,797)
	\$ 28,403

GRANTS APPROVED	Funds Disbursement Date	\$	40,000
WEAVING IT UP TO YOU! - cancelled		\$	-
WIND & UNWIND	10/31/2023	\$	5,000
BROKEN THREADS		\$	5,000
K'S BOUTIQUE	11/21/2023	\$	509
JUDSON'S	10/31/2023	\$	4,742
MAEDOX TAX & ACCOUNTING	10/31/2023	\$	3,163
STATE FARM		\$	5,000
EDWARD JONES	12/20/2023	\$	2,360
B&B PLUMBING	12/20/2023	\$	5,000
GAPPA PROPERTIES	11/30/2023	\$	5,000
KARSTEN REAL ESTATE	11/21/2023	\$	3,800
JOHN GREY INS	12/20/2023	\$	5,000
			AVAILABLE IMPROVEMENT PROJECT FUNDS \$ (774)

GRANTS - TARGETED INVESTMENTS	Funds Disbursement Date	\$	53,971
GYSBER'S JEWELRY		\$	39,300
MSA EAST PLAZA	2/14/2023	\$	3,500
CEDAR CORPORATION	12/20/2023	\$	7,096
CEDAR CORPORATION	12/28/2023	\$	990
			AVAILABLE IMPROVEMENT PROJECT FUNDS \$ 3,085

GRANTS - CARRYOVER FUNDS	Funds Disbursement Date	\$	79,374
WEE CARE DAYCARE	10/31/2023	\$	30,000
			AVAILABLE IMPROVEMENT PROJECT FUNDS \$ 49,374

Waupun Community Development Authority
Downtown Revitalization Grant Application

Applicant Name: Madeline Gantner
Applicant Address: W5433 Wildlife Lane Fond du Lac, WI 54937
Phone: (920) 922-5895 Fax: _____ Email: maddiegantner@gmail.com
Name of Business/Property: Madeline Clothing Company LLC
Property Address: 425 E. Main Street Waupun, WI 53943
Property Use: Retail

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: Dustin Bruntjen
Phone: (920) 210-2557 Email: _____
Property Owner Address: 235 E. Liberty Street Berlin, WI 54923
Property Owner Signature: _____ Date: _____
Expiration Date of Current Lease Agreement: 12/31/2024 Owner Initials: _____

Project Summary: (Provide a brief project summary)

Repaint exterior of building (black) and trim (white),
add black stone veneer, install new door, add 2 outdoor lights

Estimated Start Date: Jan 29 2024 Estimated Completion Date: Mar 18 2024

City Building Inspector Approval: _____ Date: _____

Required Attachments:

- Cost Estimates
- Current photo(s) of property

- Project plan(s) drawn to 1/4-inch scale, if applicable
- Paint color(s) or material sample(s), if applicable

Project Budget:

Projects located in the Business Improvement District: (CDA will consider non-BID covered expenses only)

Did you apply for BID's Façade Improvement Grant? Yes No

If yes, BID Meeting Date: Jan 16 2024 BID Grant Awarded: \$ _____

Total Estimated Cost of Application: \$ _____

Total CDA Grant Request: \$ _____ (50% of non-BID covered expenses)

Release of Information:

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name (print): Madeline Gantner

Applicant Signature: [Handwritten Signature]

Date: 1/8/24

Submit application and attachments to:
Waupun Community Development Authority - City of Waupun
201 E. Main Street, Waupun WI 53963
Kathy@cityofwaupun.org

City Staff Use Only:

Date application received: _____

Application reviewed for completeness by _____ (initials), Date: _____

Property reviewed for delinquency by _____ (initials), Date: _____

Applicant notified of scheduled GDA meeting by _____ (initials), Date: _____

Katharine Schlieve

From: Dustin Bruntjen <waldochsilverado@yahoo.com>
Sent: Tuesday, January 9, 2024 9:57 AM
To: Katharine Schlieve
Subject: Re: Exterior Grant Applications - Madeline Clothing Company

You don't often get email from waldochsilverado@yahoo.com. [Learn why this is important](#)
It looks good, I approve it, Dustin Bruntjen.

Sent from Yahoo Mail on Android

On Tue, Jan 9, 2024 at 9:05 AM, Katharine Schlieve
<Kathy@cityofwaupun.org> wrote:

Hi Dustin,

See the attached applications from Maddie to make exterior improvements. I need you to sign off on these. You can simply reply with your approval to this email if you are good with what you are seeing in the applications. Meeting for approval will be next Tuesday. Call me with questions.

Thanks,

Kathy

-----Original Message-----

From: Maddie Gantner <maddiegantner@gmail.com>
Sent: Monday, January 8, 2024 6:12 PM
To: Katharine Schlieve <Kathy@cityofwaupun.org>
Subject: Exterior Grant Applications - Madeline Clothing Company

Attached are the two exterior grant applications along with a PDF of estimates, samples, and photos. Please let me know if you need anything additional.

Thanks,
Maddie

EXTERIOR PROJECT ESTIMATES

425 E Main Street Waupun, WI 53963

Paint (Flat):

Black 4gal @ \$24.97 ea. = \$105.37

White 2gal @ \$24.97 ea. = \$52.69

TOTAL: \$158.06

Stacked Stone (Color Onyx):

8 Boxes @ \$20.21 ea. = \$161.68

TOTAL: \$170.57

Door, Handle, & Installation Labor:

Exterior Prehung Door, ¾ Glass Panel - \$596.22

Door Handle - \$147.17

Troy Kemmel Construction Installation Labor - \$250.00

TOTAL: \$993.39

Two Gooseneck Lights & Installation Labor:

2pk Industrial Gooseneck Lights - \$85.44

Luke Luedtke Electric Installation Labor - \$700.00

TOTAL: \$785.44

Sign Installation:

Troy Kemmel Construction Installation Labor: \$250.00

TOTAL: \$250.00

TOTAL: \$2,357.46

CURRENT



AFTER



EXTERIOR PROJECT – SAMPLES

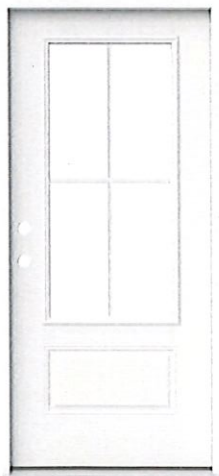
STONE (COLOR - ONYX)



GOOSENECK LIGHTS (GOLD)



DOOR & HANDLE



PAINT (BLACK & WHITE)



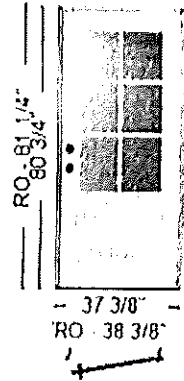


LUEDTKE LUMBER
 900 RAILROAD AVE.
 LOMIRA, WI 53048
 920-269-4212
 www.luedtkelumber.com

QUOTE NUMBER	237856
QUOTE NAME	KEMMEL - WAUPUN
PROJECT NAME	WAUPUN
CUSTOMER PO#	
QUOTED BY dave@luedtkelumber.com	

WESTERN
 BUILDING PRODUCTS

LINE	DESCRIPTION	PRICE	QTY	EXTENDED
100-1	Exterior Single Prehung 3/0 x 6/8 x 1-3/4" S82LE6SDL Hinge: Single Left Hand Outswing Fiberglass Smooth Fiberglass 2 Panel 3/4 Panel 22 x 48 ,Clear w/ SDL Bars ,Clear - SDL-6-Lite Glass Design 2-3/4" Backset Deadbolt Bore 2-1/8" Double Bore 5-1/2" On Center Edge Prep Standard 1" x 2-1/4" with 1/4" Radius Corners Deadbolt Strike Prep Standard 1-1/8"W x 2-3/4"H x 1/8"D Frame Custom 5-1/4" FrameSaver Framesaver Brickmould Mill ADA Outswing Sill , Hinges Flat Black 4" 5/8 Radius Ball Bearing	\$565.14	1	\$565.14






CUSTOMER SIGNATURE _____ DATE _____

We appreciate the opportunity to provide you with this quote!

SETUP:	\$0.00
LABOR:	\$0.00
FREIGHT:	\$0.00
DEPOSIT:	(\$0.00)
BALANCE:	Balance
SALES TAX:	\$31.08
SUB-TOTAL:	\$565.14
TOTAL:	\$596.22

Your Shopping Cart

Please verify and/or choose the delivery destination and shipping for each product before proceeding through the checkout.

Product	How to Get It	Qty	Total Price
 <p>Conco Paints® 5000 Series Exterior 100% Acrylic Water Base Flat Ultra White House Paint - 1 gal. Ultra White SKU: 5546792 Model #: CONCO_5000-1G-W002-F</p>	<input checked="" type="radio"/> How to Get It <input type="radio"/> Pick Up At Store - Menards Picks <input type="radio"/> Local Delivery from Store Qualifies for Same/Next Day Delivery!	<input type="text" value="2"/>	\$49.94
	<input type="radio"/> Ship To Home Qualifies for Same/Next Day Delivery!	Was: \$29.97	<input type="button" value="Save for Later Remove"/>
	<input type="radio"/> Pick Up At Store - Menards Picks <input type="radio"/> Local Delivery from Store Qualifies for Same/Next Day Delivery!	<input type="text" value="4"/>	\$99.88
 <p>Conco Paints® 5000 Series Exterior 100% Acrylic Water Base Flat Peppercorn Tint House Paint - 1 gal. Peppercorn Tint SKU: 5546828 Model #: CONCO_5000-1G-38-6-F</p>	<input type="radio"/> Ship To Home Qualifies for Same/Next Day Delivery!	Was: \$29.97	<input type="button" value="Save for Later Remove"/>
	<input type="radio"/> Pick Up At Store - Menards Picks <input type="radio"/> Local Delivery from Store Qualifies for Same/Next Day Delivery!	<input type="text" value="4"/>	\$99.88
	<input type="radio"/> Ship To Home Qualifies for Same/Next Day Delivery!	Was: \$29.97	<input type="button" value="Save for Later Remove"/>
 <p>Novak® Stacked Stone Onyx 20.25" x 45.38" Polymer Onyx SKU: 1467853 Model #: SSPanel223 Return Policy - Special Order Merchandise</p>	<input checked="" type="radio"/> How to Get It <input type="radio"/> Ship To Store - Free! Estimated arrival date at store 01/15/2024	<input type="text" value="8"/>	\$161.68
	<input type="radio"/> Local Delivery from Store Available for immediate shipment	\$20.21/each	<input type="button" value="Save for Later Remove"/>
	<input type="radio"/> Ship To Home Available for immediate shipment	\$20.21/each	<input type="button" value="Save for Later Remove"/>


Order Summary

Merchandise Subtotal: **\$311.50**

Pretax Subtotal: **\$311.50**

By purchasing today you save \$30.00 with sale price!

CHECKOUT NOW

 **Save BIG With your Menards® BIG Card**
 Earn a 2% rebate on all Menards purchases or take advantage of financing offers when you use your Big Card.

ESTIMATE

TROY KEMMEL CONSTRUCTION

(920) 948 - 5030

Date:

January 8 2024

405 E North Street

PO BOX 201

Brownsville, WI 53006

Bill to:

Madeline Gantner / Madeline Clothing Co LLC

W5433 Wildlife Lane Fond du Lac, WI 54937

Item Description	Price	Qty	Total
EXTERIOR DOOR INSTALLATION	\$250.00	1	\$250.00
SIGNAGE INSTALLATION	\$250.00	1	\$250.00

THANK YOU!

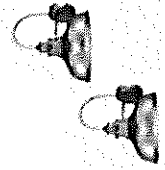
Total: \$500.00

EHOMEWARE 2 Sets Entry Door Handle and Single Cylinder Deadbolt Lock and Key Combo Pack - Heavy Duty Square Locking Lever Set - Interior/Exterior Door Levers in Satin Brass Finish

Choose your Prime delivery option:
 Thursday, Jan. 11 and Friday, Jan. 12
 FREE Prime Delivery
 Friday, Jan. 12
 FREE Amazon Day Delivery
 Fewer boxes, fewer trips.
 Change delivery day
 Get a \$1.50 digital reward per purchase

\$139.50 ✓prime & FREE Returns
 Qty: 1 ✓
 Sold by: EHOMEWARE
 Add gift options

zeyu 2 Pack Industrial Gooseneck Wall Light, 11 inches Barn Light Fixture, Gold Finish, 02A390-2 AG



\$80.99
 Exclusive Prime price
 ✓prime & FREE Returns ✓

Qty: 1 ✓
 Sold by: Zeyu Lighting
 Add gift options

Item arrives in packaging that shows what's inside. To hide it, choose Ship in Amazon packaging.

Ship in Amazon packaging

Place your order

By placing your order, you agree to Amazon's privacy notice and conditions of use.

Order Summary

Subtotal (2 items): \$220.49
 Shipping & handling: \$0.00
 Total before tax: \$220.49
 Estimated tax to be collected: \$12.12

Order total: \$232.61

Qualifying offers:

- Amazon Day Reward

How are shipping costs calculated?

Prime shipping benefits have been applied to your order.

Place your order

Order total: \$232.61

By placing your order, you agree to Amazon's privacy notice and conditions of use.

ESTIMATE

Bill To:

Madeline Gantner
Madeline Clothing Co LLC
W5433 Wildlife Lane
Fond du Lac, WI 54937

From:

Luke Luedtke Electric
380 S Water Street
Lomira, WI 53048
(920) 979-4107

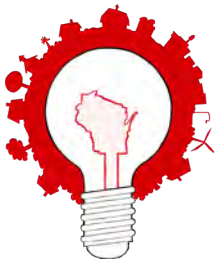
Date: 8 January 2024

Description	Qty	Price	Total
INSTALL 2 EXTERIOR LIGHTS	1	\$700.00	\$700.00

TOTAL \$700.00



LUKE LUEDTKE ELECTRIC



Summary Report

Design Downtown Waupun

December 21, 2023

Design Downtown Waupun Team
Community Design Charrette

Project sponsor: USDA Rural Business Development

In collaboration with:

City of Waupun
Waupun Area Chamber of Commerce/Envision Greater Fond du Lac
Waupun Area School District
Waupun Business Improvement District
Waupun Community Development Authority
Dodge County & Fond du Lac County
The University of Wisconsin-Madison, Division of Extension
The University of Wisconsin-River Falls

This report was prepared by:

Todd Johnson, Land Use & Community Development Specialist
The University of Wisconsin-River Falls (UW-Extension)



UNIVERSITY OF WISCONSIN
RIVER FALLS

Land Use + Community Development



Extension
UNIVERSITY OF WISCONSIN-MADISON
Community Vitality + Placemaking

Signature Effort



Design Wisconsin Team

A research-based approach to community **placemaking**

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Summary Report

Downtown Waupun (2023)



Introduction

Engaging in a community placemaking process was one of several outcomes of from a Community Economic Analysis conducted by Extension in 2023. On September 18th and 19th, 2023, the University of Wisconsin facilitated a 2-day placemaking program called Design Wisconsin. The purpose of the program is to work with local stakeholders to develop a shared vision for improving the downtown and its sense of place. The purpose of this document is to provide details as to the purpose, process, and outputs of that program.

Design Wisconsin

Design Wisconsin is a community design program offered by the University of Wisconsin-Extension's Community Vitality & Placemaking Team-a "Signature Effort" that combines best practices and expertise from applied research in community development, economic development, natural resources, positive youth development, organizational and leadership development, and sustainability. Design Wisconsin helps communities identify and visualize their short-, medium-, and long-range visions. University of Wisconsin educators and specialists worked with local high school students to facilitate the process. Outputs from this process can be used to inspire and guide positive community change.

Noah Reif, Community Development Educator, University of Wisconsin-Fond du Lac County, and Todd Johnson, Land Use & Community Development Specialist, the University of Wisconsin-River Falls will provide the technical support necessary to bring the ideas from this report to life.

The Community Design Charrette

A charrette is a brief and intense period of public participation, planning, and design. By compressing planning activities into a short period of time, ideas are generated quickly with enthusiasm that can create momentum for implementation. Because the final presentation includes hand-drawn illustrations of the shared vision, community members can quickly grasp concepts and be motivated to pursue them. The outcomes in this document include hand-drawn illustrations and digital simulations of the shared vision as well as best practices for pursuing that vision.

The Design Team

The Design Team for this program included a multidisciplinary group of Extension educators and specialists as well as local high school students. The Extension professionals provided expertise



in positive youth development, economic development, community development, downtown revitalization, communications and marketing, land use and transportation planning, and community placemaking. The students provided valuable perspective and insight and collaborated with Extension to develop and present planning and design alternatives for their community.

Community Planning Team

Extension worked with the City of Waupun to develop a group of local stakeholders to serve as the Community Planning Team. Representatives from the Waupun Business Improvement District, the Waupun Community Development Authority, the Waupun Area School District, and the Waupun Area Chamber of Commerce/Envision Fond du Lac were in attendance. A detailed list of members can be found at the end of this report.

Schedule

The community design charrette took place over two days. The first day was devoted to gathering input while the second day was all about developing output. The schedule below provides further detail.

Monday, September 18, 2023

- 12:00 PM – 1:00 PM Working lunch at “Wind and Unwined” in downtown Waupun.
- 1:00 PM – 3:00 PM Walking tour of the downtown revitalization sites.
- 3:00 PM – 5:00 PM Set up workshop and meeting space at the local high school.
- 5:00 PM – 6:00 PM Working supper to discuss workshop format.
- 5:30 PM – 8:00 PM Visioning workshop with the local stakeholder group.
- 8:00 PM – 9:00 PM Debrief workshop outputs.

Tuesday, September 19, 2023

- 8:00 AM – 12:00 PM Design team work session.
- 12:00 PM – 1:00 PM Working lunch.
- 1:00 PM – 5:00 PM Work session continues.
- 5:00 PM – 6:00 PM Working supper.
- 6:00 PM – 7:00 PM Presentation setup.
- 7:00 PM – 9:00 PM Community presentation
- 9:00 PM Adjourn



Summary Report

Downtown Waupun (2023)



Study Area

The Community Planning Team identified several sites in a four-block area of the downtown to be considered for this program.

- Site A: Public parking lot off of North Mill Street behind the “Wind and Unwined”.
- Site B: Alley behind businesses along the north side of East Main Street between North Mill Street and Fond Du Lac Street.
- Site C: Intersection of Found Du Lac Street and East Main Street.
- Site D: Former Senior Center Building on the corner of South Mill Street and East Main Street.
- Site E: Open space on the south side of East Main Street across the street from the bowling alley.





Walking Tour & Site Analysis

The Community Planning Team and Design Team conducted a walking tour of the study area in the downtown. Participants shared concerns and hopes for each site and identified possible planning and design alternatives. Some overall concerns included the frequency of truck traffic on Main Street, the lack of clear and consistent signage for public parking, and the lack of street trees. Some positive observations included the abundance of downtown businesses, the number and quality of historic buildings, and well-thought out placemaking elements (park benches, banners, waste receptacles, murals, and outdoor seating).

Shared Vision

Following the walking tour, Design Team members facilitated a visioning workshop with the Community Planning Team. Participants engaged in discussion about their hopes and concerns for the entire downtown as well as the specific sites in the study area. The following themes were identified:

- Public Parking Redevelopment: Redesigning the circulation and configuration of public parking to maximize local parking needs while mitigating stormwater runoff and delineating pedestrian and bike traffic.
- The Patio Off-Main: Re-imagining the alleys behind businesses along the north side (and possibly the south side) of East Main Street to be an inviting place for customers, visitors, and non-motorized vehicles.
- Downtown Beautification: Working with local artists, youth, businesses, and organizations to enhance the downtown using art, light, planters, street trees, and seating.
- Downtown Multi-Purpose Plaza: Creating and programming an outdoor multi-purpose space that serves as a focus for community events, art, and history all-year round.
- Former Senior Center Building Options: Identifying the pros and cons of what to do with the former Senior Center Building on Main Street.
- Connect Waupun: Developing a comprehensive strategy to communicate community restaurants, events, shops, parking, etc.

The following text and images will provide artist conceptions and proposed strategies for pursuing the shared vision.



Summary Report

Downtown Waupun (2023)



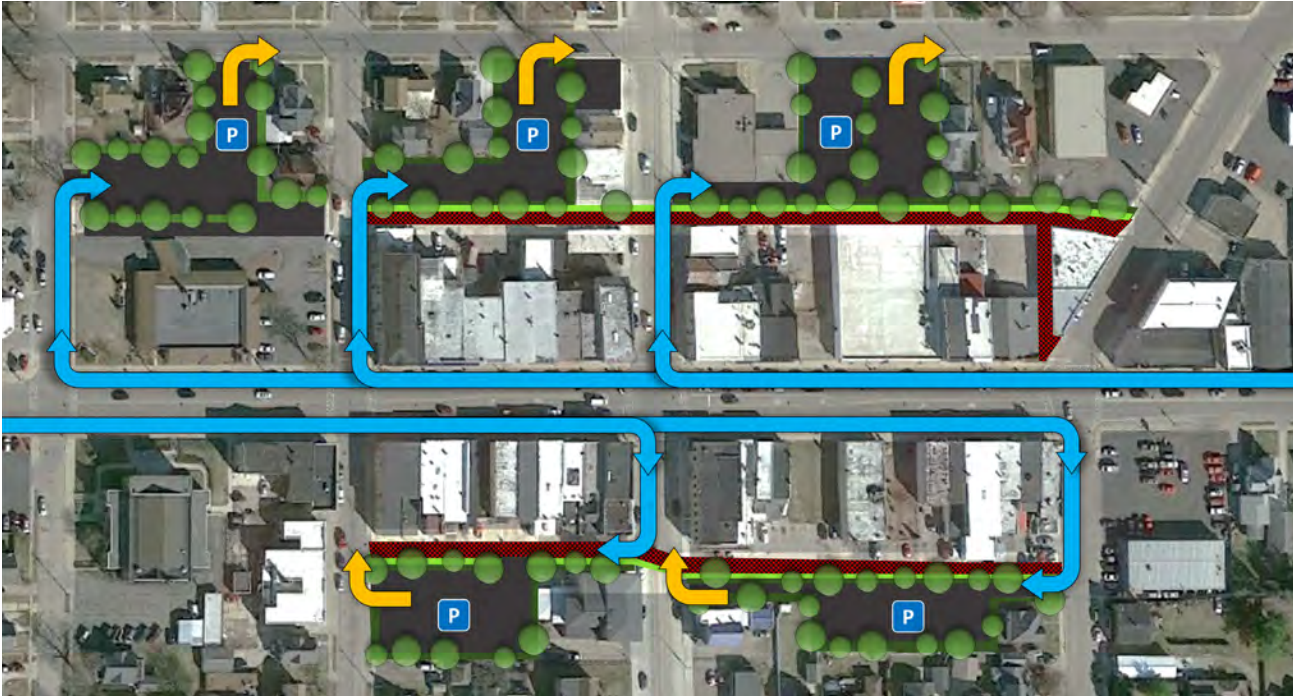
Public Parking Redevelopment

Parking within many commercial districts, including downtown Waupun, doesn't function efficiently because off-street parking has been added in a piecemeal fashion over time instead of being planned. Downtown Waupun's off-street parking spaces are not serving the district as a whole; they are not shared. When the downtown was first developed, the majority of parking spaces were on-street. On-street parking doesn't require way-finding, serves to calm traffic, and acts as a protective buffer between pedestrians on the sidewalk and vehicles moving along the street.

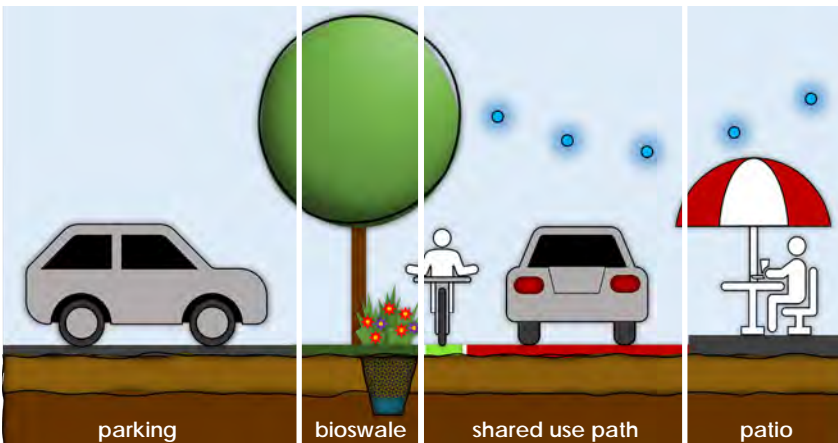
Downtown Waupun's parking inefficiency can be seen in parking occupancy data collected by MSA. Downtown Waupun's parking inventory includes 896 on-street and off-street spaces. Checked four different days, the highest overall parking occupancy was 37%, with the lowest overall occupancy being 34% (consistent across the four days). However, occupancy was not consistent across blocks, with some blocks having recorded occupancy as low as 9% and other blocks having occupancy as high as 120%. It should be noted that the results of MSA's parking inventory has been questioned by some downtown business/property owners. Was parking occupancy counted on the right days or during the right time of day? These are good questions, and the community of Waupun is encouraged to continue monitoring parking usage to answer these questions. However, it must continue to be stressed that the ultimate goal is for parking, especially public parking, to serve the whole of the downtown, and for visitors to park once and shop the whole of a walkable downtown. This requires thinking not only about the quantity, quality and location of parking, but the quality of the walking experience including the comfort, aesthetics, sequence of storefronts, etc.

Again, the best location for downtown parking spaces is on the street. The graphic on the following page is meant to serve as an overall parking concept for the downtown that takes into account input from the Community Planning Team and the "Downtown Waupun Streetscape and Redevelopment Concepts" from MSA. While on-street parking doesn't require way-finding, it does need to be signed to communicate parking rules. Whether downtown parking should be free or not is still open to debate (there are pros and cons to both approaches). However, what is not debated is the fact that downtown parking should have strategic time limits and those time limits need to be enforced. This is to ensure that parking is used by customers and turns over. In addition, for downtown parking to be successful, the downtown needs to be walkable. This requires traffic calming devices for increasing pedestrian and bicycle safety; crosswalk designs that shorten the distance for crossing the street; seating for people to congregate; lighting for safety; multimodal forms of movement to reduce auto traffic and attract more users; and street trees for providing shade.

The graphic below illustrates the concentrations of off-street parking and multimodal traffic circulation to and from these parking concentrations. Parking concentrations are currently located behind Main Street buildings to the north and south. Efficient use of these parking lots could be improved through better way-finding and identification signage as well as more efficient design/stripping. Some of the identified concentrations include private parking spaces. Private parking spaces often become the most inefficient type of parking because demand for the respective business is short-term or has changed as the business or market has changed (e.g., changes in the banking industry). Shared parking or cooperative parking agreements can alleviate some of this inefficiency. In addition, more and more municipalities are reducing or eliminating off-street parking requirements from their ordinances since those requirements are not market-based and often result in too much parking development and higher development costs.



The graphic above also shows a proposed location for a shared use path (in red) to the rear of Main Street buildings. The shared use path concept allows limited vehicle access (limited to building owner/lessor and safety/maintenance/delivery vehicles), shared with bike and pedestrian use.



The image on the left is a cross-section of the shared use path. Concentrated parking and the shared use path are separated by a bioswale. Trees planted along the bioswale provide shade. Bioswale vegetation captures, filters, and directs water runoff deep into the soil. Patio space behind Main Street businesses create a safe and welcoming pedestrian-scale experience.

existing conditions



The photo-realistic simulation below also depicts the concept of bioswale and shared use path improvements to the rear of Main Street buildings. It further illustrates improvements to aesthetics that could come from burying overhead utilities and adding artistic murals to appropriate blank wall canvases. Unpainted historic brick, particularly higher quality brick, may not be the best choice for a mural canvas because you would be covering an already attractive architectural element. In fact, downtown Waupun's historic commercial buildings should be looked at as bricks and mortar sculpture; part of Waupun's collection of sculptures. Walls chosen for murals should be repaired and properly tuck-pointed prior to painting. Adding a structural canvas over a currently deteriorated wall is not encouraged because it can trap moisture and further accelerate wall deterioration.

shared use path concept





The Patio Off-Main

During the walking tour, several participants identified an interest in developing the backs of stores along East Main Street as a pedestrian and bike-friendly alternative to their front entrance. The Team examined the existing traffic patterns, parking, and access and suggests transforming the alleys off of Main Street as "The Patio Off-Main" -a pedestrian scale space enlivened with art, lighting, vegetation and patio space.

The current alley conditions are not safe for pedestrians or cyclists. The spaces lack clear signage and lighting necessary to safely accommodate a variety of users and transportation modes (see images below).



Summary Report

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To safely accommodate both motorized and non-motorized traffic, consider delineating specific modes using color, material, texture, lighting, and signage. This will signal to all users that something different is going on here and that they should be paying closer attention to other users. Require automotive traffic to use the alley sparingly and mostly to access public parking. Specify the alley as a one-way (traveling west to east) to prevent traffic bottlenecking. Narrow the alley using bike path striping and a vegetation strip that doubles as a bioswale. This encourages automotive traffic to slow down, provides color and shade making it more welcoming, and directs contaminated stormwater deep into the ground for natural filtration.

Working with local business owners, coordinate back door patios and entrances that provide seating and feature decorative lighting and local art. Consider joint marketing efforts as “The Patio Off-Main” for hosting live events (i.e. street dance, music, and other street performances). This concept could also be applied to the corresponding alley on the south side of East Main Street as well.



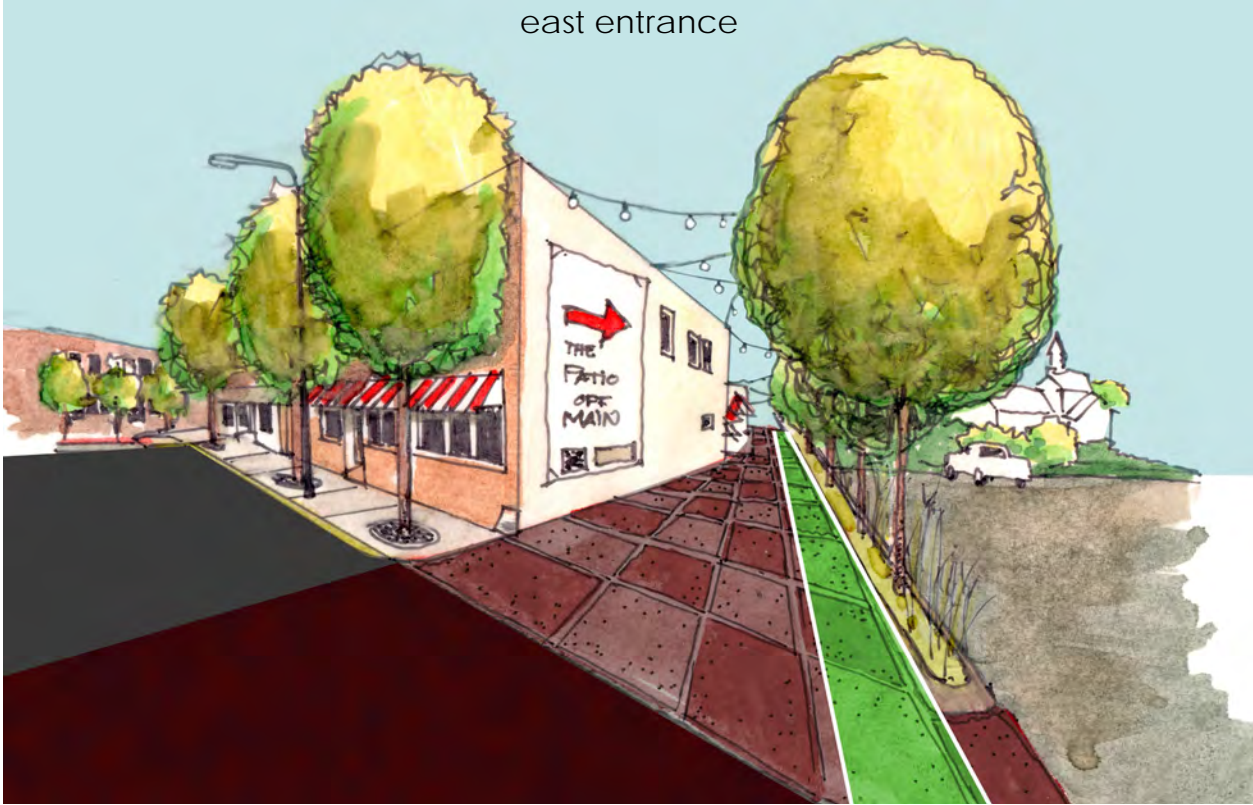
Above: Example of shared use space in an alley. These “woonerfs” are common in Netherlands (image 1).



Above: Example of outdoor patio dining located in an alley in Kent, England (image 2).

The illustrations below depict the east and west entrances into "The Patio Off-Main".

east entrance



west entrance



Downtown Beautification

Downtown Waupun is more than a collection of businesses in one location. It is a special place that represents a community's character, history, and values. The variety and quality of businesses and services reflects the vibrancy of the community and provides a source of identity and pride. A 2019 community survey indicated that residents want to see more seating, planters, and trees in the downtown. The street furnishings, plantings, lighting, signage, and public art have the ability to enhance and express the unique culture and character of Waupun. A comprehensive downtown beautification effort that takes into account commerce, civic functions, and community activities can elevate the entire downtown experience.

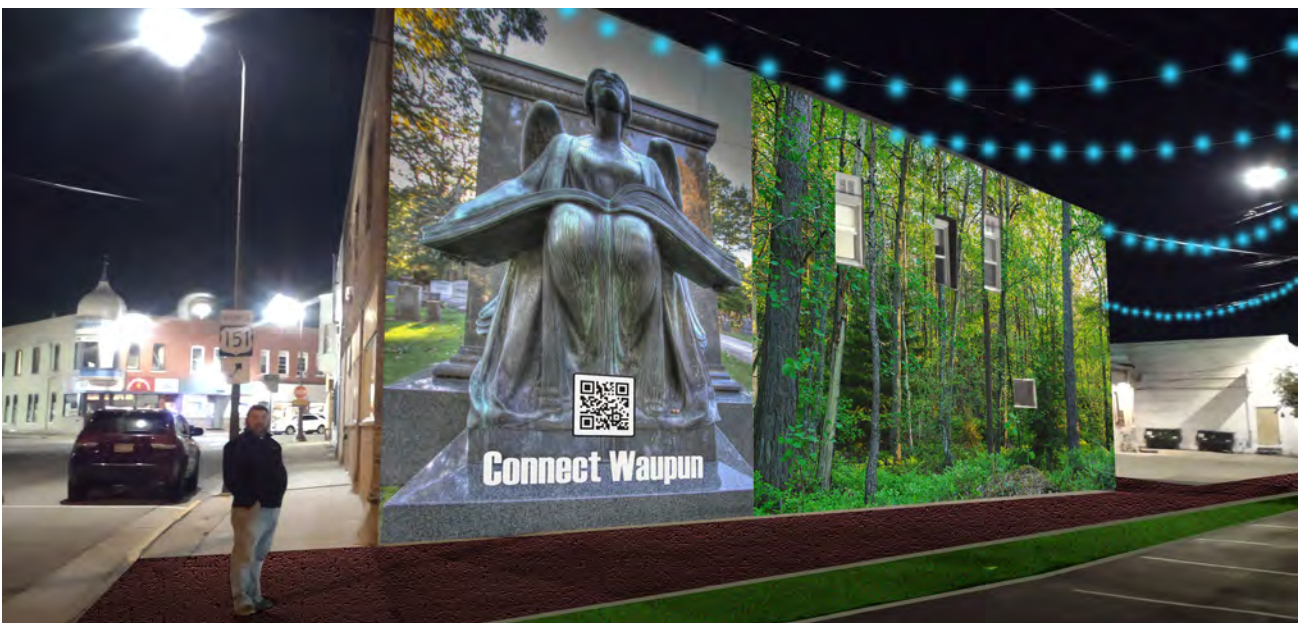
Planters & Street Trees

Community survey results, along with input received from participants during the Design Wisconsin visioning session, suggest increasing the downtown tree density and adding more opportunities for vegetation. Besides the micro-climate improvements that vegetation offers, well-planned and maintained vegetation can improve aesthetics. Those two factors, micro-climate and aesthetics, have the potential to increase not only the length of time visitors spend downtown, but also the percentage of downtown they actually visit. Research shows that the more time visitors spend in a commercial district, the more money they spend. An unvisited portion of the district is a portion missing out on potential sales. The images below illustrate the impact that adding street trees can have on a downtown.



Lighting

Light enhances visibility which enhances safety. It can also be considered as an artistic element. Light can add color, movement, whimsy and intrigue to a downtown. It can accent and highlight, and help tell a story that welcomes and draws people in. Lit storefronts and store windows after business hours, advertises businesses while indirectly helping to light the sidewalk. Lit store windows allow nighttime strollers to see displayed products and see into the store, further “selling” after hours while improving nighttime security. Consider enhancing the visual quality of the buildings at night using inexpensive LED lighting. The placement, intensity, and color of light can punctuate architectural elements. The overall effect can attract visitors and provide additional visual security at night. The simulations below depict projected and/or painting murals with overhead LED lighting at the corner or Main St. and Fond du Lac.



Seating

Choice of seating is important for cost, comfort, aesthetics, and maintenance. Believe it or not, some communities don't want their street furniture to be too comfortable (to discourage loitering). Street furniture can also serve as street sculpture and downtown art. Waupun has already installed high-quality metal benches. Consider additional seating that is movable. This allows for flexibility and encourages groups of people to congregate.



Above: Consider additional seating options based on the ones already found in the downtown.

Multi-Modal Circulation

A vibrant downtown welcomes people from all walks of life with a variety of things to do and with a variety of ways to move about. Downtowns that are safe and easy to navigate by foot and bike are inviting additional users of all ages. Consider working with local youth, seniors, cyclists, and local businesses to make the downtown accessible by auto, bike, and walking. Some strategies to consider include:

- Flashing lights that indicate pedestrian and bike crossing.
- Traffic calming features (planters, changes in surface texture and color, speed bumps, etc.).
- Designated bike lanes and routes.
- Crosswalk curb extensions (a.k.a. "bump outs") that shorten the travel distance across the street (see image below).



(image 3)

Bike Racks

Creating a bike-friendly downtown requires bike racks. The design and location of racks requires some planning. Local cyclists and youth can provide valuable insight as to the best locations for new racks. Rack designs can be a form of artistic expression that adds beautification of downtown. Consider working with local artists and schools to design and fabricate unique bike racks that celebrate Waupun while encouraging cycling.



Above: bicycle-shaped bike rack design (image 4).



Above: Bike rack design that celebrates local heritage (image 5).

Way-finding

Directional signs, informational kiosks, and plaques tell the story of your community. Directional signs help visitors navigate and allow the community to identify which places are most important. Informational kiosks can be used to display information that benefit both residents and visitors. They can display cultural and natural history and serve as a community bulletin board. Plaques can be displayed to denote key places that residents and visitors should see and learn about.

Modern plaques sometimes include quick response (QR) codes that can enable viewers to access online information using a smart phone or tablet computer. Waupun benefits from lots of interesting places that could be enhanced and celebrated using a variety of way-finding elements. When considering design options, rely on local artists and students for inspiration to build a unique vocabulary of way-finding elements that can only be found in Waupun.



Above: An example of wayfinding signage and information kiosk in Hastings, Minnesota.

Public Art

Waupun, the “City of Statues” is uniquely positioned to capitalize from its reputation by bringing sculpture into the downtown. Enhancing private and public spaces in the downtown not only celebrates Waupun’s culture it draws people in and invites them to linger, explore, play, and shop. Consider partnering with local schools, artists, organizations, and businesses to create and install murals, sculptures, and performance spaces. Instead of borrowing ideas from other communities, take time to develop ideas that are unique to Waupun. Consider locating art that can be used as a backdrop for photography and for way-finding.



Above: A granite sculpture integrated with bike rack (image 6).



Above: Sculpture on bench to encourage interaction (image 7).



Above: A combined seating, water feature, and landscaping element (image 8).

Building Facades

Waupun has numerous historic buildings in the downtown each with its own character and style. Individual building facades express the history of the building as well as the use of what’s inside. Collectively, building facades in a downtown paint a picture of the community’s history as well its current vibrancy. Care should be taken to protect the structural and aesthetic integrity of each building. This protects the individual and collective property values of the downtown and the image of the community as a whole.

Some best practices include: historic color palette of paint schemes, using durable and appropriate materials, maintaining original window openings when feasible, maintaining and highlighting unique architectural features, and incorporating awnings and well-designed signage.



Above: Historic building facade and business signage in downtown Princeton, Wisconsin.

Building Signage

Well-designed signage expresses the type of the business, its personality, as well as the type of customer it wishes to attract. Thoughtful signs made from durable materials can improve the value of the individual property as well as the downtown. When coordinated with other downtown businesses, signage can project an overall aesthetic, or theme, designed to communicate local culture and values (see examples from Wisconsin and Minnesota below).



Integrated Stormwater Management

As noted in the previous section, stormwater management systems such as bioswales can be used to address multiple issues in a downtown setting. Not only do they help control water runoff, they can filter the water on its way through the soil strata and add to the beautification of the downtown. Other stormwater management devices to consider include:

- Pervious paver systems that allow surface water to penetrate into the soil.
- Green roofs that retain and filter rainwater before entering the city's stormwater system.
- Tree pits that store water beneath the root system and slow and filter the movement of water.



Above: Pervious pavers integrated into crosswalk (left) and parking spaces (right).



Above: Green roof on a sloped roof (left) and on a flat roof (right).



Above: Sidewalk tree pit with ivy groundcover (left) and with a decorative metal surround (right).



Downtown Multi-Purpose Plaza

A vibrant downtown provides a variety of activities and uses for a variety of people. This raises the importance of planning and maintaining all of the physical and social elements to insure an attractive and unique experience. Ideally, when buildings become empty or lots vacant, those spaces should be filled. In some instances, filling empty lots may take time or may not be feasible. In those particular cases, consider redeveloping an empty lot as a outdoor civic space that can host a variety of activities and events year-round.

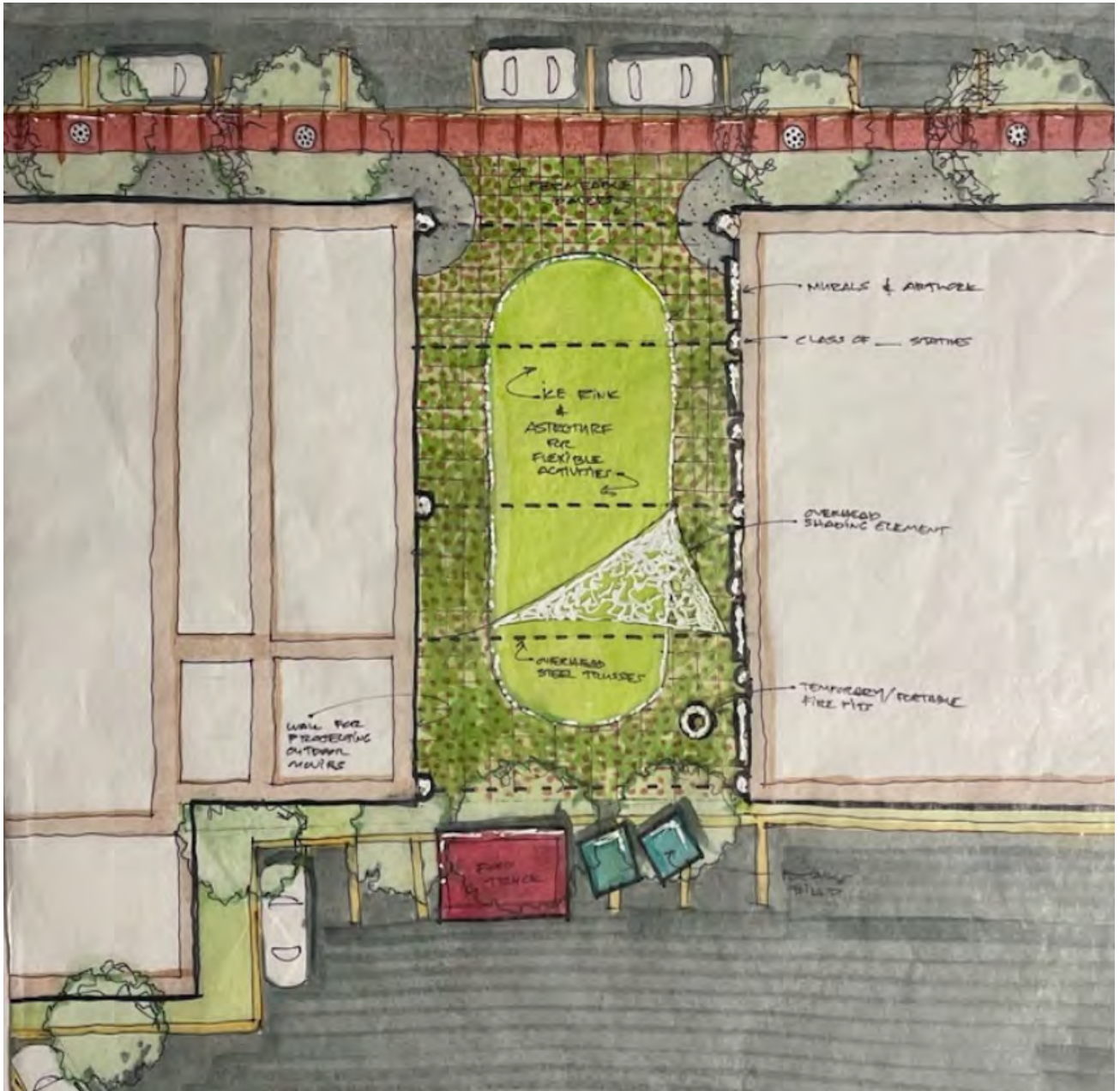
The empty lot on the south side of Main Street provides an opportunity to create a flexible outdoor space in which multiple organizations provide programming over the course of a calendar year. Physical improvements may include metal trusses that span across the space providing an overhead structure to mount lighting, sound, and projection equipment; hanging decorations for different seasons and events; and securing shading elements to provide protection from the sun.



Summary Report

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The ground surface treatment could remain grass. If heavy traffic is anticipated, consider permeable pavers. During the warmer months, the flexible open space could accommodate festivals, picnics, live entertainment, volleyball, bocce ball, horseshoes, corn hole, etc. In the winter, the space could feature ice skating and portable fire pits in which folks warm up with vendors offering hot chocolate and s'mores. The wall to the west side of the space could remain a mural and still have space to project outdoor films on it. The wall on the east side could display murals and relief sculptures that tell the story of Waupun through the eyes of local artists and students. The south end of the space opens to a parking lot and could service food trucks, portable toilets, and live performances. Keeping the space flexible allows a variety of activities. Those activities would require programming through a partnership of businesses, organizations, and public services. The illustrations left and below depict the potential physical elements that could support a variety of activities.





Former Senior Center Building

The City of Waupun runs its Senior Center out of 301 E. Main Street. The City is in the process of constructing a new community center. It is anticipated that the Senior Center will move to that new site. The Design Wisconsin Team was asked to consider the pros and cons of either selling or retaining the property once the Senior Center is gone.

Option A: Sell the Property

- Pros: This removes the financial liability of the City and creates an opportunity for something new to happen downtown.
- Cons: The City has little control of the future uses of the property and its maintenance. The future uses of the site may or may not be compatible or complimentary with the existing uses and the value of the property may or may not have a positive impact on surrounding properties.

Option B: Retain the Property

- Pros: The City would control the future uses of the building. The City may locate or expand a public service or rent the building to an organization aligned with the City's interest. The future use could be something that provides a public benefit to the downtown businesses and residents.
- Cons: The City is ultimately responsible for maintaining the building.

Regardless of which option, the ideal future use for 301 E. Main Street should have a positive contribution to the downtown. When considering new uses, think about the complementary business mixes that drive and attract consumer traffic downtown (restaurants, brew pubs, entertainment, specialty retail, apparel, etc.).



Connect Waupun

It was identified in our conversations that there is a perceived gap between the quality of local restaurants, shops, and activities and the community, in particular, the youth (those under the age of 18). Empowering community members, including youth, to take an active role in creating, shaping, and managing a communication platform that bridges this gap can improve participation in local activities, local business, and quality of life. In addition, the process of developing and managing the communication platform could help develop and support local programming and policies while increasing a sense of belonging.

Consider a digital media platform (webpage) built around a centralized QR Code that leads to a website that serves as a digital “table of contents” for community members and visitors. Information could include local restaurant menus, community calendar of events, location and description of local shops, public parking, and other information.

The QR Code would be displayed in high visibility areas in the downtown including existing and new way-finding elements (signage and kiosks), street furnishings (seating, planters, and artwork), and local businesses (windows and counters). Local schools, parks, library, community center, and all other public spaces would display the QR Code in a strategic location with information about the intent of the QR Code as well. In addition, the QR Code could be included on websites from other community groups to help direct users to the site.

Benefits:

- A singular webpage to access all basic community communication for residents and visitors.
- A managed process for developing and managing communication and marketing.
- A multi-generational group dedicated to strengthening and expanding the community network.
- A stronger bond between young people and their community.

In addition to the benefits listed above, the QR Code concept could open up new opportunities for public engagement and events such as:

- Digital scavenger hunts bringing residents and visitors downtown to explore (and shop).
- Local history tours conducted as part of walking tour by smartphone.
- Dynamic digital content at physical kiosks and other bulletin boards.



Implementation

Implementation is work, but it doesn't have to be painful. Ideas are realized when a group of people come together to get something done, take deliberate steps to bring folks into the process, provide clear and consistent communication, and celebrate success.

The ideas generated during the charrette provide opportunities for community members to come together to create something that benefits the entire community. Use these ideas to identify common interests and energy. Convene a series of planning meetings to identify why people are interested in the idea, what they can offer, and what's left to figure out. Start with simple "quick wins." Build capacity and confidence to take on larger more complex projects.

Community Change

Dr. John Kotter describes the steps for making change happen in a community in two books, "Leading Change" and "The Heart of Change." He recommends the following steps:

Step 1: Establish Sense of Urgency

- Examine market and competitive realities
- Identify and discuss crises, potential crises or major opportunities

Step 2: Form a Powerful Coalition

- Assemble a group with enough power to lead the change effort
- Encourage the group to work as a team

Step 3: Create a Shared Vision

- Create a vision to help direct the change effort
- Develop strategies for achieving that vision

Step 4: Communicate the Vision

- Use every vehicle possible to communicate the new vision and strategies
- Teach new behaviors by the example of the Guiding Coalition

Step 5: Empower Others to Act

- Remove obstacles to change
- Change systems or structures that seriously undermine the vision
- Encourage the risk-taking and nontraditional ideas, activities, and actions

Step 6: Plan for and Create Wins

- Plan for visible performance improvements
- Create those improvements
- Recognize and reward people involved in the improvements

Step 7: Change Improvement Checkpoints

- Use increased credibility to change systems, structures and policies that don't fit the vision
- Hire, promote, and develop people who can implement the vision
- Reinvigorate the process with new projects, themes, and change agents



Step 8: Institutionalize New Approaches

- Articulate the connections between the new behaviors and organizational success
- Develop the means to ensure leadership development and succession

Kotter, J. P. (1996). *Leading change*. Boston, Mass., Harvard Business School Press. Kotter, J. P. and D. S. Cohen (2002). *The heart of change : real-life stories of how people change their organizations*. Boston, Mass., Harvard Business School Press.

Positive Change in Waupun

Local community members will work with local Extension educators and state specialists to develop a plan for action. Key elements of implementation include:

- Recipe for Success: Community Planning Team members consider past projects that were successful in: volunteerism, communication, ideation, fundraising, and leadership. As a team, document what aspects of each made it successful and what lessons can be learned and applied to future projects.
- Community Change Structures: Local community members document existing community structures for change and identify resources needed to move forward. Consider the relationship of formal and informal groups, businesses, and individuals who “make things happen”. What is the path of least resistance and is equipped to support change? What barriers exist that need to be removed, repositioned, or bridged to support change? What new community resources or relationships might be needed to support change?
- Positive Change Workforce Assessment: Community members provide information needed to assess what types of skills, associations, and interests are available to make change happen. Using a simple form, individuals will document what they “bring to table” to help make positive change happen.
- Prioritization: Community members self-sort themselves into similar interests and explore ways in which their group can make change happen.
- Action Planning: Fundamentals of community change as well as planning tools are used to help community members develop basic action plans for implementation.
- Celebration & Reflection: Community members are given examples of evaluation and reflection methods that can double as opportunities for celebration and benchmarking.

Acknowledgments

Members of the Community Planning Team and the University of Wisconsin-Extension's Community Vitality & Placemaking Team thank the City of Waupun, the Waupun Business Improvement District, the Waupun Community Development Authority, Waupun Area School District, Waupun Area Chamber of Commerce/Envision Fond du Lac, Dodge and Fond du Lac County and Dodge and Fond du Lac County Extension, the University of Wisconsin-Madison and the Division of Extension, and the University of Wisconsin-River Falls. The following organizations and individuals dedicated their time, passion, and talent for this effort.

USDA Rural Business Development, Project Sponsor

Waupun Area Chamber of Commerce/Envision Greater Fond du Lac

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Mitch Greenfield, BID District Representative
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Kathy Schlieve, City Administrator/Economic Development Director

Waupun Community Development Authority

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UW-Extension Community Vitality & Placemaking

Signature Effort

The UW-Extension Community Vitality & Placemaking Signature Effort is a group of UW-Extension county educators and state specialists who research, create, and test community placemaking curriculum in response to the challenge set forth by the Wisconsin Idea. Design Wisconsin is one of several community placemaking programs offered by the group. Current members include:

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Extension

The University of Wisconsin-Madison, Division of Extension provides statewide access to university resources and research so the people of Wisconsin can learn, grow and succeed at all stages of life. UW-Extension carries out this tradition of the Wisconsin Idea – extending the boundaries of the university to the boundaries of the state.

Who We Are

With an office in each Wisconsin county, Extension develops practical educational programs tailored to local needs and based on university knowledge and research. We deliver our expertise to the public, addressing a wide range of needs to people, plants and animals, in both urban and rural areas of the states.

What We Do

We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

The Wisconsin Idea

“The University of Wisconsin’s direct contributions to the state: to the government in the forms of serving in office, offering advice about public policy, providing information and exercising technical skill, and to the citizens in the forms of doing research directed at solving problems that are important to the state and conducting outreach activities.”



– Jack Stark, “The Wisconsin Idea: The University’s Service to the State”, p.1

Contact

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Extension
UNIVERSITY OF WISCONSIN-MADISON
Community Vitality + Placemaking
Signature Effort



UNIVERSITY OF WISCONSIN
RIVER FALLS
Land Use + Community Development

