

CITY OF WAUPUN DOWNTOWN VISIONING WORKSHOP REPORT



City of Waupun Downtown Visioning Workshop Summary

City of Waupun, Wisconsin

December, 2016

Prepared by the
East Central Wisconsin Regional Planning Commission

CITY OF WAUPUN, WISCONSIN

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This report summarizes the results of a public visioning workshop held in the City of Waupun on October 3, 2016 regarding the downtown / Main Street corridor.

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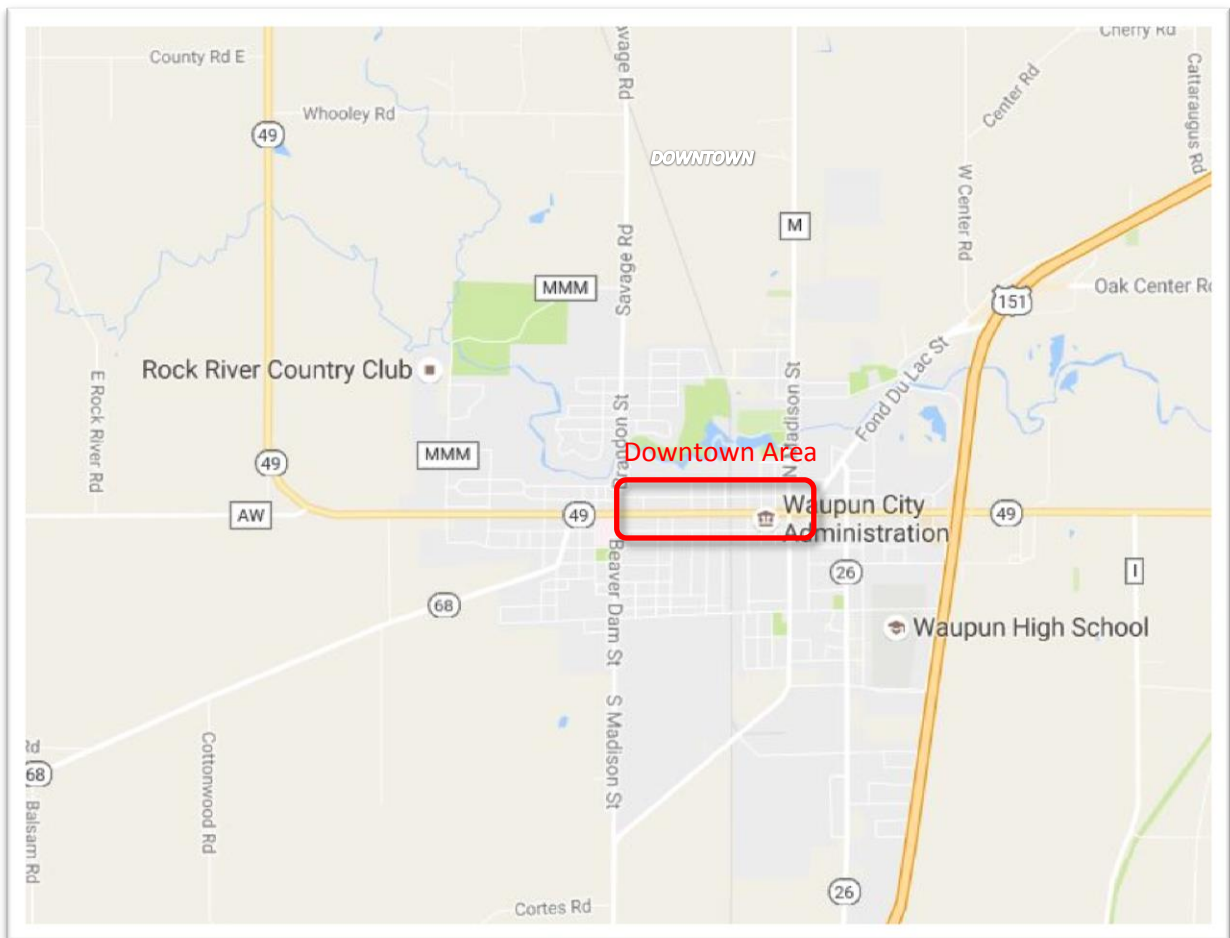
CHAPTER 1
INTRODUCTION

CHAPTER 1: INTRODUCTION

BACKGROUND

In early 2016, the City of Waupun had requested assistance from the East Central Wisconsin Regional Planning Commission to host and facilitate a public visioning workshop which focused on their existing downtown area along Main Street. The City of Waupun is located approximately 20 miles southwest of the City of Fond du Lac along USH 151 (Map 1). Like many communities at the time, state highway improvements and the construction of interchanges drew most new business development opportunities to the highway corridor, further impacting the stability of Waupun's downtown.

Map 1: City of Waupun Downtown



Source: Google Maps, 2016

Figure 1: Views of Downtown Waupun



WORKSHOP GOALS

The overall goal of the workshop was to seek resident and user input/feedback which will be used as the basis for creating a new “vision” for the downtown and Main Street corridor. Identifying key features and characteristics related to downtown such as context, function, use, connectivity, and need for change, are important to fully understand the community’s desires for moving forward on future revitalization efforts.

The workshop information is used to generate a better picture of what the future could be for the downtown, with perhaps some ideas on how the surrounding area could also change as a result. A vision, once developed and accepted, would be used as a guide for the preparation of a more detailed ‘master plan’ by the which would more specifically identify individual changes in the uses or character of public and private properties and buildings over time.

The workshop was developed using experiences that East Central staff has had in other communities whereby a very visual and creative set of questions and exercises is used to draw out thoughts, ideas, and concerns from the general public and place them in a context that will help further planning efforts for the downtown.

This particular workshop was held on Monday, October 3rd, 2016 from 6:00 p.m. to 7:30 p.m. at the Waupun High School. The workshop was well publicized to business community and residents through e-mail, social media and meeting announcements.

WORKSHOP STRUCTURE AND EXERCISE DESCRIPTIONS

A total of 43 participants registered on the sign-in sheets (Appendix A) for the workshop that evening, however; a head count during the initial parts of the workshop indicated approximately 50 persons in the room. As shown in Map 2, the distribution of attendees was split relatively equally between downtown/near downtown representatives and those from various neighborhoods across the City. A few non-residents also attended or participated in the workshop.

The participants sat in small groups of 5 to 8 people at series of 7 round tables that were set throughout the room. The participants were introduced to the background and reasoning for the event, and were then led through a series of simple exercises that encouraged and fostered creative thinking. As Figure 2 shows, the event program purposefully kept things going at a quick pace – typically using no more than 15 minutes per exercise.

Map 2: Workshop Participant Geography

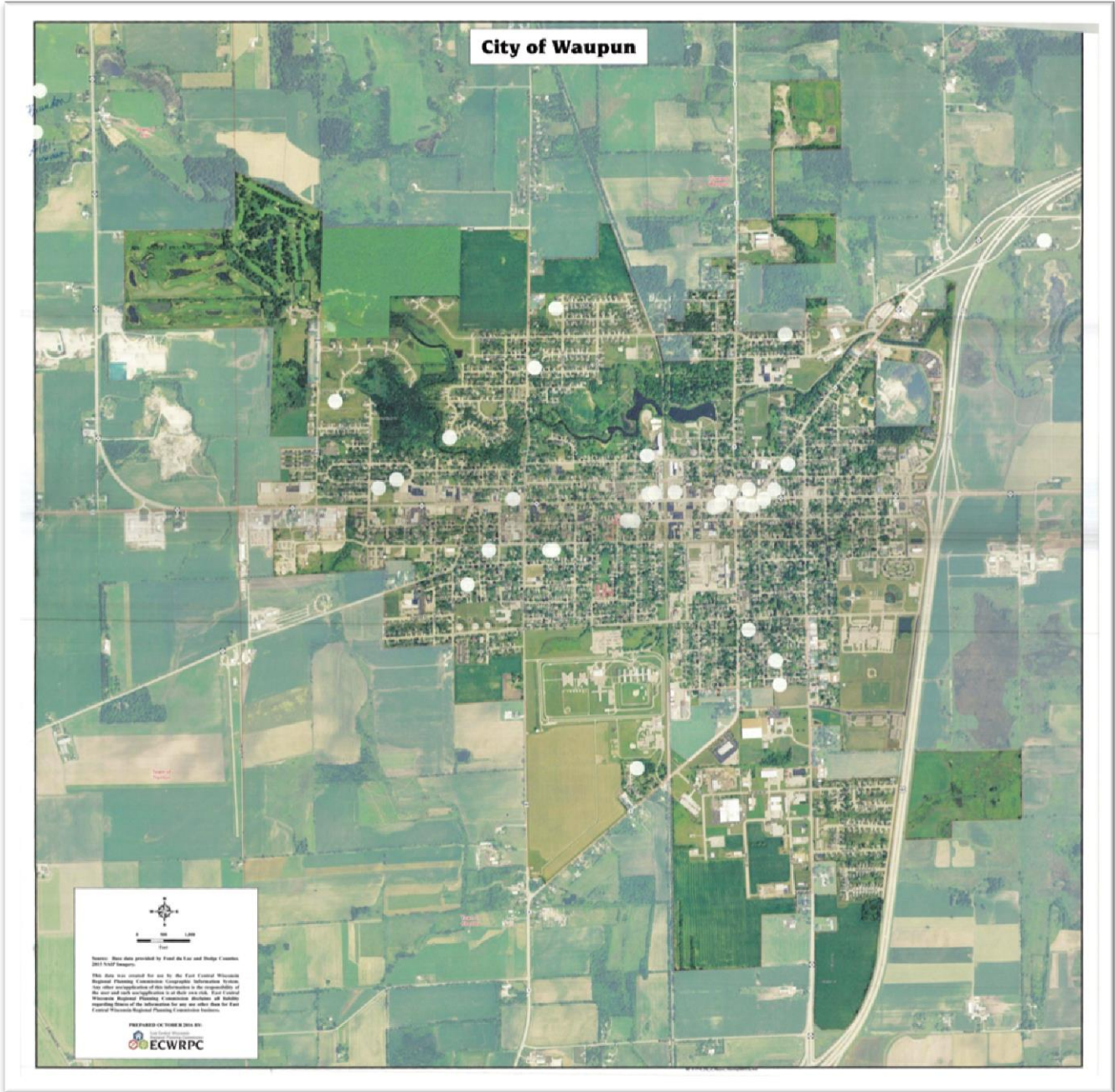


Figure 2: Workshop Event Schedule

| Program/Schedule | |
|-------------------------|---|
| 6:00 P.M. | Welcome / Background |
| 6:15 P.M. | Exercise #1 – “Who Are We?” |
| 6:25 P.M. | Exercise #2 – “CBD” |
| 6:35 P.M. | Exercise #3 – “Connectivity” |
| 6:50 P.M. | Exercise #4 – “Jewels & Junk” |
| 7:05 P.M. | Exercise #5 – “Mix it Up” |
| 7:15 P.M. | Exercise #5 - “Placemaking & Big Ideas” |
| 7:30 P.M. | Wrap Up & Next Steps |
| 7:35 P.M. | Adjourn with Our Deep Appreciation! |

The exercises were purposefully designed to ask ‘simple questions’ related to the geography. Emphasizing the concept of ‘place’ throughout the workshop will help to create a common vision for the physical attributes and improvements that might be considered in a revitalization or redevelopment plan for downtown.

No limits or constraints were set – such as money, politics or regulation – in order to better seek out transformational (or ‘game-changing’) ideas from the public. Every idea is a good one, was the mantra for the event. The exercises are described briefly below.

EXERCISE 1: WHO ARE WE? – A worksheet was provided to record thoughts about the identity and image of the City of Waupun and its downtown environment.

EXERCISE 2: “CBD” – A simple map is used to define the extent (boundaries) of the downtown Waupun environment.

EXERCISE 3: CONNECTIVITY – This map based exercise allowed participants to identify locations/areas away from the lock site property that should be better connected to this area – physically, economically, or socially.

EXERCISE 4: JEWELS AND JUNK – Participants used a series of maps to identify and expound upon their favorite, and not so favorite, places within or near downtown Waupun.

EXERCISE 5: MIX IT UP – A worksheet is used to assess the types of new businesses they would like to see locate downtown.

EXERCISE 6: PLACEMAKING and BIG IDEAS – Land use change is bound to happen within/near the downtown and participants are offered the opportunity to share thoughts on what types and how intense these changes should be. A set of maps and forms are used to generate ‘big ideas’ and/or suggestions for improving the quality of “place” for the downtown and immediate area



CHAPTER 2

WORKSHOP SUMMARY RESULTS

CHAPTER 2: WORKSHOP SUMMARY RESULTS

BACKGROUND

The public visioning process consisted of a single evening workshop scheduled on Monday, October 3rd, 2016 from 6:00 p.m. to 7:30 p.m. at the Waupun High School. The 43 registered attendees were asked to place themselves in one of seven groups around pre-arranged tables which were equipped with all of the workshop forms, maps, notecards, and markers that were needed. These groups ranged from 5 persons to 8 persons each.

With this size of a group, a significant amount of ‘data’ was generated throughout the course of the evening. This data is summarized and displayed in several ways in order to best identify common themes or ideas. The data takes on two distinct forms: tabular (lists and prioritized lists), and; geographic (map-based). The data is arranged by individual exercise and is typically summarized for each table (group), as well as for the entire exercise across all workshop participants. Also, it should be noted that while 43 persons were registered, not everyone may have chosen to participate in each exercise or, some may have responded as couples. Therefore the total number of results per exercise may have varied.

WORKSHOP SUMMARY RESULTS

Exercise #1: Who Are We?

Exercise Description

The first exercise was established to explore perceptions about the identity of the City of Waupun or its downtown as a whole. Participants were provided a single page form (Figure 3) with the main question being “What words/ideas would you use to describe the IDENTITY of these areas, whether it is associated with past, present or as you’d like to see it in the future?” For each focus area, participants were asked to identify what they felt were important features and traits of the community.

Analysis and Observations

A total of 313 responses were generated (95 for “Past”, 111 for “Present”, and 107 for “Future”) and are provided in Appendix B in their raw form. A summary of the data is provided in Table 1. Overall, the responses were generally positive in nature, however; a number of inward-looking, critical comments were made in each of the three categories.

The results of this exercise offer insights to the overall positive or negative impressions of the community and can provide ideas that could be explored and considered through the revitalization planning process. The City should seek to incorporate the heritage/history, current thinking, and lofty visions into an eventual downtown revitalization / redevelopment strategy.

Figure 3: Exercise #1 Data Collection Form

City of Waupun “Downtown Dreams” Workshop - October 3, 2016
Exercise #1 – “Who Are We?”

PURPOSE: Create a list of qualities and characteristics that define the community of Waupun and/or the Downtown area and contribute to its overall identity and “sense of place”.

| PAST (historic) | PRESENT (current culture) | FUTURE (what should /could be?) |
|--------------------|------------------------------|------------------------------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

In the “Past” category, a number of important historical references and comparisons are made which highlight qualities of the community, such as downtown and Main Street being “the center” of the community with lots of shops and vibrancy. Some thoughts are deep rooted and value driven, such as ethnicity, industry/blue collar workforce (National Rivet and Shaler [chemical] Company), and of course the presence of the state prison system and Waupun’s moniker of “City of Sculptures”. It was also thought that the community of Waupun was relatively traditional, religious, strict, and somewhat insular. Some of these themes continue to a lesser degree when reviewing the results of the “Present” category.

Comments listed in the “Past” category are the basis for the community’s identity. Native American settlements, agrarian lifestyle, railroads and rivers are just some examples. These things cannot change and will always be part of the City’s heritage. Embracing these pieces of history, and using them for inspiration and guidance in the revitalization of downtown Waupun should be strongly considered in terms of context and setting. Providing opportunities to share and interpret local history can foster a sense of community, as well as be of interest to visitors. Places and spaces for historic interpretation should be made consciously, and where appropriate, inspire additional artistic opportunities.

Table 1: Exercise #1 “Who Are We?” Top Responses

| Past / Historic | | Current / Culture | | Future / Vision | |
|---------------------|---|---------------------|---|---------------------|---|
| Number of Responses | General Category | Number of Responses | General Category | Number of Responses | General Category |
| 14 | Good/great retail / Main St. was shopping destination | 12 | Community facilities (wellness center, aquatic center, trails, parks, schools, City Hall) | 10 | New Retail (Clothing store, coffee shop, flower shop, etc.) |
| 13 | Industrial / National Rivet / Shaler | 10 | Prison / Prison City | 8 | A place to raise a family |
| 13 | Prison / Prison City | 9 | No retail / no quality or cool restaurants | 8 | Downtown design issues / renovation |
| 8 | Self-reliant / insulated / blue collar / traditional | 6 | Celebrations (Celebrate Waupun, Volksfest, Trucker's Parade) | 8 | Sculptures / Art / Culture |
| 6 | City of Sculpture/Sculptures | 5 | Boring / Dull / Lack of interest | 7 | Become a destination - not an 'in-between' |
| 6 | Experiences / Festivals / Food | 5 | Sports | 6 | Diversity of restaurants |
| 5 | Agriculture | 4 | Business changes (east side, service) | 6 | More downtown festivals / farmers markets / events |
| 5 | Native Americans | 4 | Conservative / Traditional / Frugal | 6 | More welcoming / respectful / supportive of ideas |
| 5 | Religious | 4 | Sculptures | 5 | Good schools (need improvements) |
| 4 | Dutch / Dutch values | 4 | Religious / Many churches) | 4 | Downtown green space / gathering place |
| 4 | Rock River | 3 | Agricultural | 4 | Recreational areas |
| 2 | City Hall | 3 | Empty buildings | 4 | Vibrant |
| 2 | Grew around railroad | 3 | Evolving / new things to come | 3 | Brew pub / Brewery |
| 2 | Horicon Marsh | 3 | Not a destination / Drive thru town / single stops | 3 | Prison |
| 2 | Family / Safe | 3 | Culture / Ethnicity | 3 | Walking / Bike trails / rentals |
| 1 | Artistic | 3 | Friendly / helpful / welcoming | 2 | Buy local |

The responses for the “Present” category also contain a mix of both positive and negative descriptors for the community/downtown. The most common references when considering current culture were tied to the City’s good quality community facilities, such as the aquatic center, parks, and schools. The City’s identity as having/housing two state correctional facilities also continues to be a prominent theme. And while current community celebrations (Trucker’s Parade, Volksfest, Celebrate, etc.) and local sports enthusiasm rank highly, many comments pointed toward the negative in terms of the City’s lack of trendy retail/restaurants and generally being “boring” and “dull”. Notations alluding to the City’s traditional nature and past frugality are also expressed. Additional thoughts are more hopeful, and see Waupun as entering a new time which will bring about enthusiasm and change to downtown and the community. Leveraging current assets to attract young families becomes a common theme throughout the rest of the commentary.

Looking toward the future, participants generally felt that more investment needs to be made by the City, its businesses, and residents with respect to the downtown. High levels of interest were also shown regarding improvements tourism amenities which could increase economic opportunity given the vast amount of natural resources located nearby to the City.

Exercise #2: “CBD”

Exercise Description

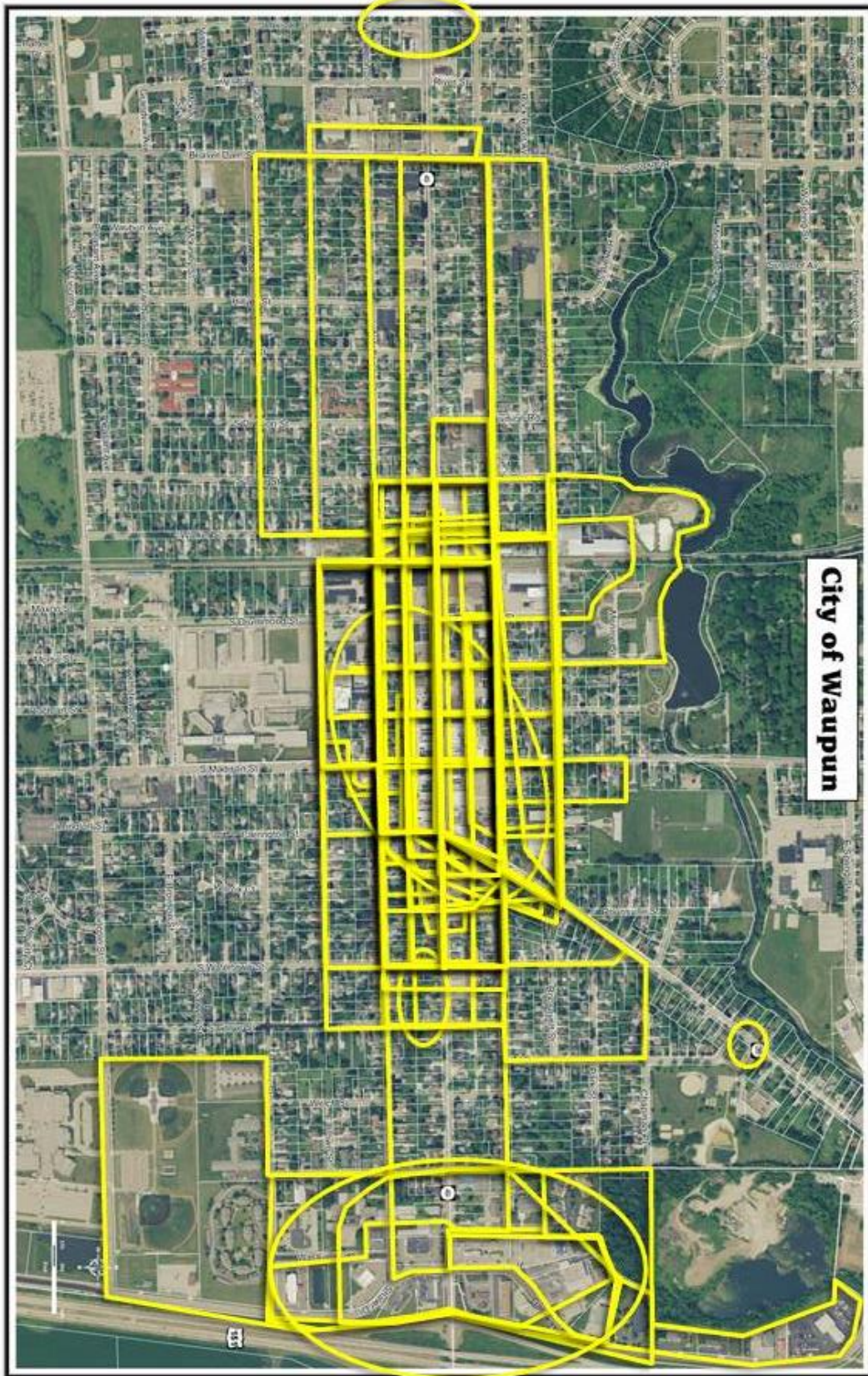
This exercise used an 11”x17” image of the downtown Waupun area. Each participant took a colored marker and was asked to draw a boundary line which they felt defined the Central Business District (CBD) for the City of Waupun. They were asked to think about how the Main Street corridor functions and what areas adjacent to it had the economic, social or geographic characteristics that made them feel it was “part of downtown”.

Analysis and Observations

A wide variety of responses – 35 in total - were captured during this intensive workshop exercise. Each map was significantly different, however; a number of commonalities were present in terms of the placement of line work which defined the central business district. The entire set of individual map responses are contained in Appendix B while Map 3 on the next page illustrates a composite image of all 35 participant responses.

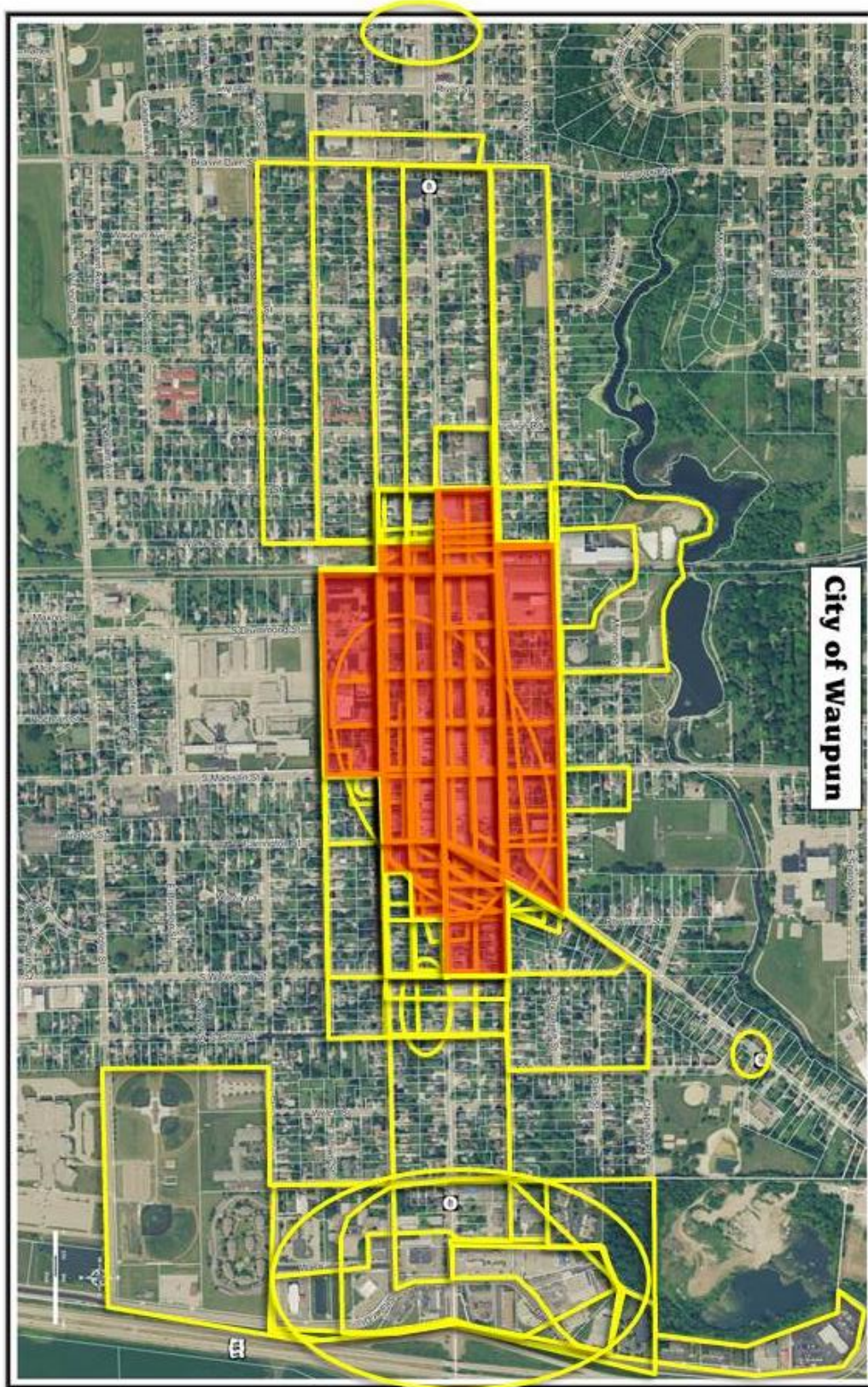
Map 4 is a simplified version of the composite response map; and, by showing all of the lines in a single color, it allows the viewer to better see where overlaps and variations exist regarding the multitude of interpretations. A majority of responses included the immediate east and west sides of Main Street, generally from State Street on the west to Watertown Street on east. Generally, most also felt that “downtown” included a 2 block width on either side of Main Street – Taylor Street on the north and Brown Street on the south. Some felt that ‘downtown’ was now situated out by USH 151 due to recent development patterns and business growth in that area.

Map 4: CBD Exercise Results (Composite, Simplified)

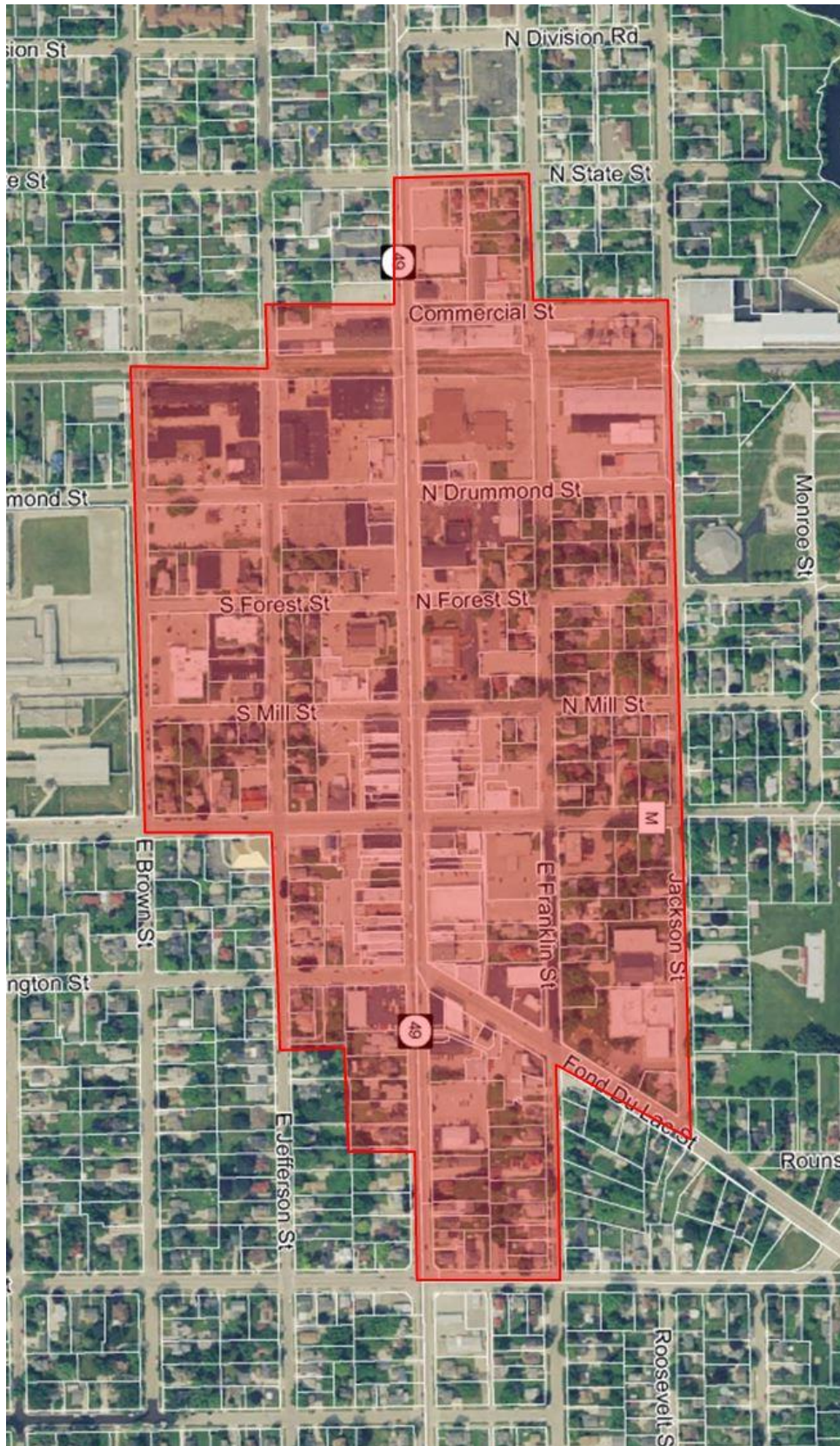


When comparing the general patterns of responses, along with the tendencies for lines to overlap, a consensus view of what the CBD looks like starts to become apparent. Maps 5a and 5b illustrate this “consensus boundary” of the CBD based on these individual responses. In general, the boundary shown reflects a majority of participant’s opinions for where the demarcation of downtown should start and stop. While some adjustment may be necessary as more opinions are sought by the City, the consensus boundary is probably a good place to start when developing revitalization and redevelopment strategies.

Map 5a: CBD Consensus Map



Map 5b: CBD Consensus Map



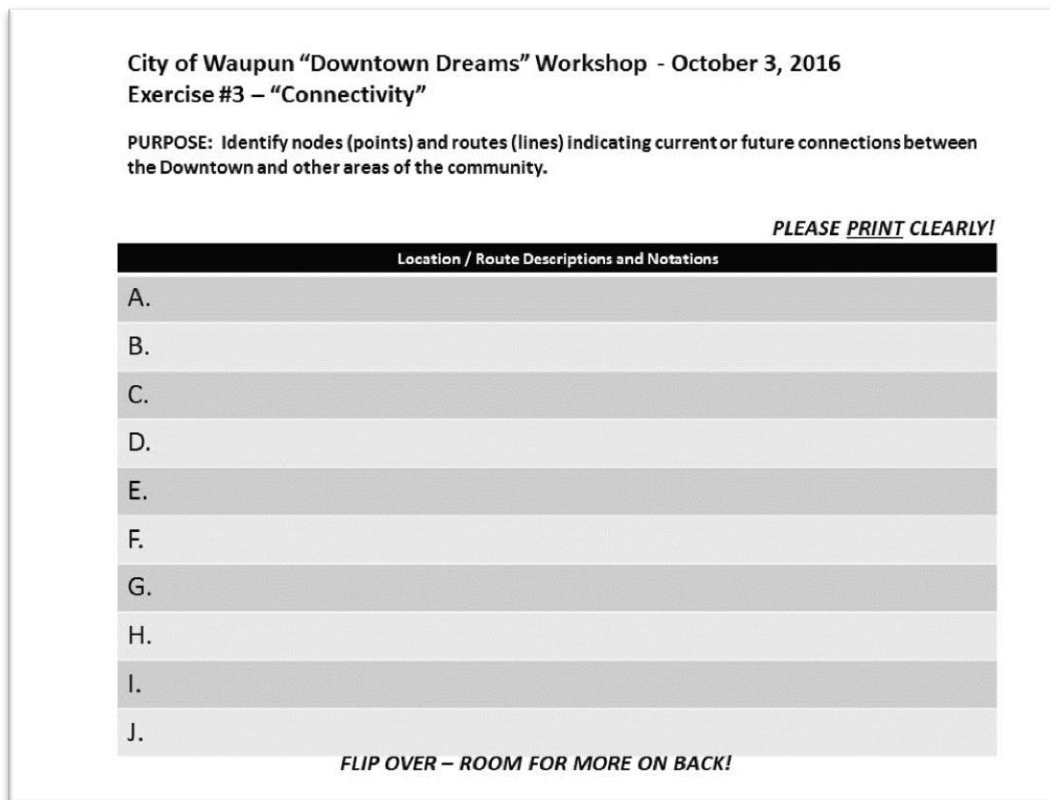
Exercise #3: Connectivity

Exercise Description

This exercise focused on the ability for people to move throughout Waupun, with particular emphasis on how its downtown area connects to the rest of the community. Participants were asked to work as a group at each table, and using a colored markers and bright green stickers (dots) they were to identify places in the broader community on that should be better 'connected' to downtown. Participants were given approximately 10-15 minutes to complete this exercise as a group using a large map and a standard form (Figure 4). It was explained that these 'connections' could mean one of any number of things as it relates to the geography of the community and so the following questions were posed in order to get participants thinking.

1. Are there areas which have economic or social connections would benefit from increased physical connectivity?
2. What travel mode would best make the connection?
3. What relationships/connections already exist that could be improved?
4. Are there gaps in accessing the downtown?
5. Are good visual connections or clues established to build awareness of downtown?

Figure 4: Connectivity Exercise Form



The form is titled "City of Waupun 'Downtown Dreams' Workshop - October 3, 2016" and "Exercise #3 - 'Connectivity'". It includes a purpose statement: "PURPOSE: Identify nodes (points) and routes (lines) indicating current or future connections between the Downtown and other areas of the community." The form has a table with 10 rows labeled A through J, with a header "Location / Route Descriptions and Notations". The text "PLEASE PRINT CLEARLY!" is printed in the top right, and "FLIP OVER - ROOM FOR MORE ON BACK!" is printed at the bottom.

| Location / Route Descriptions and Notations |
|---|
| A. |
| B. |
| C. |
| D. |
| E. |
| F. |
| G. |
| H. |
| I. |
| J. |

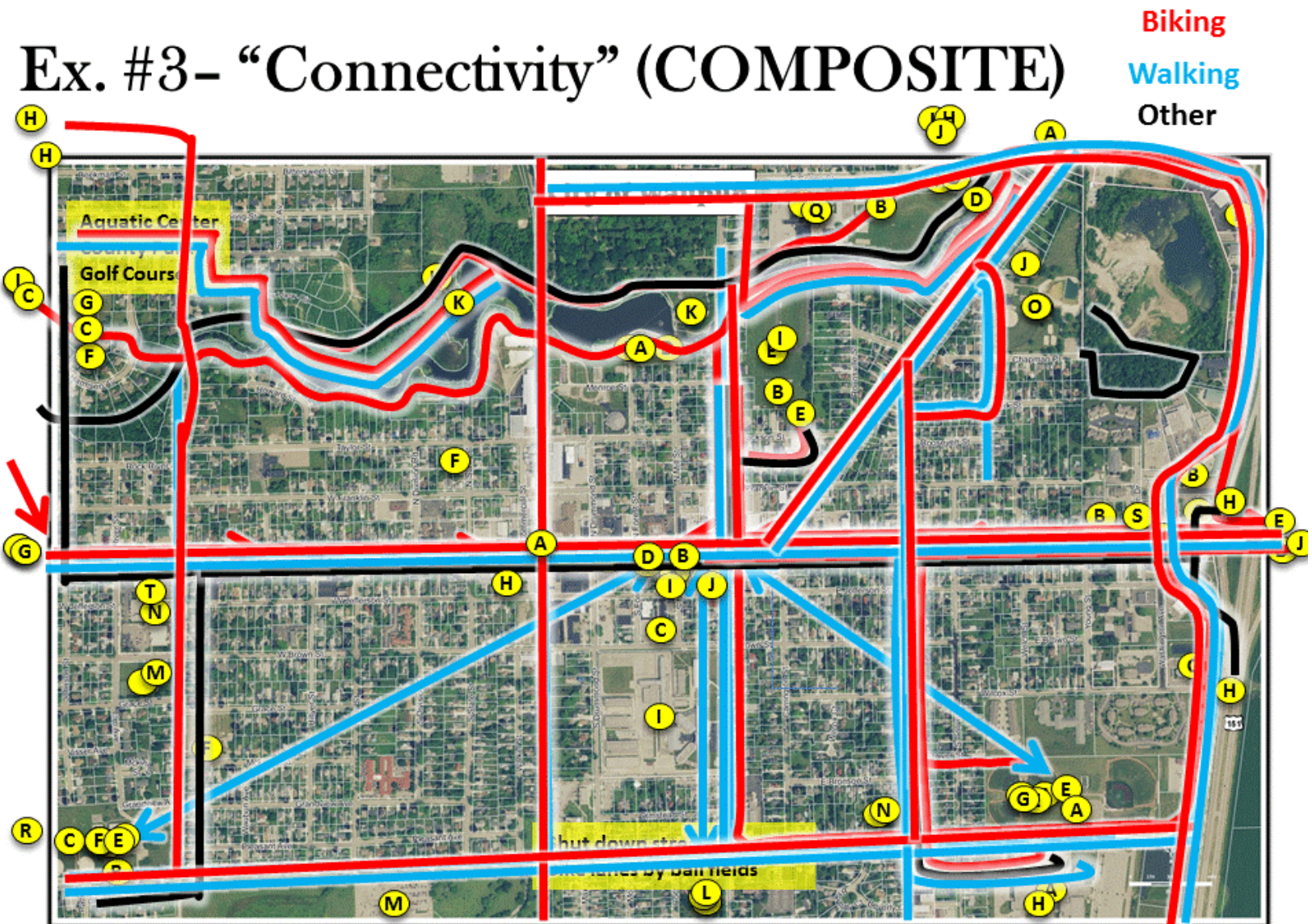
Analysis and Observations

While each group was comprised of different participants with different backgrounds, it is interesting to note the similarities within the exercise results. Individual maps and data for the seven groups are contained in Appendix B. As shown in Map 6, the composite image of all seven groups' responses show general alignment with regard to ideas on where improved infrastructure or signage might foster better connectivity across the City.

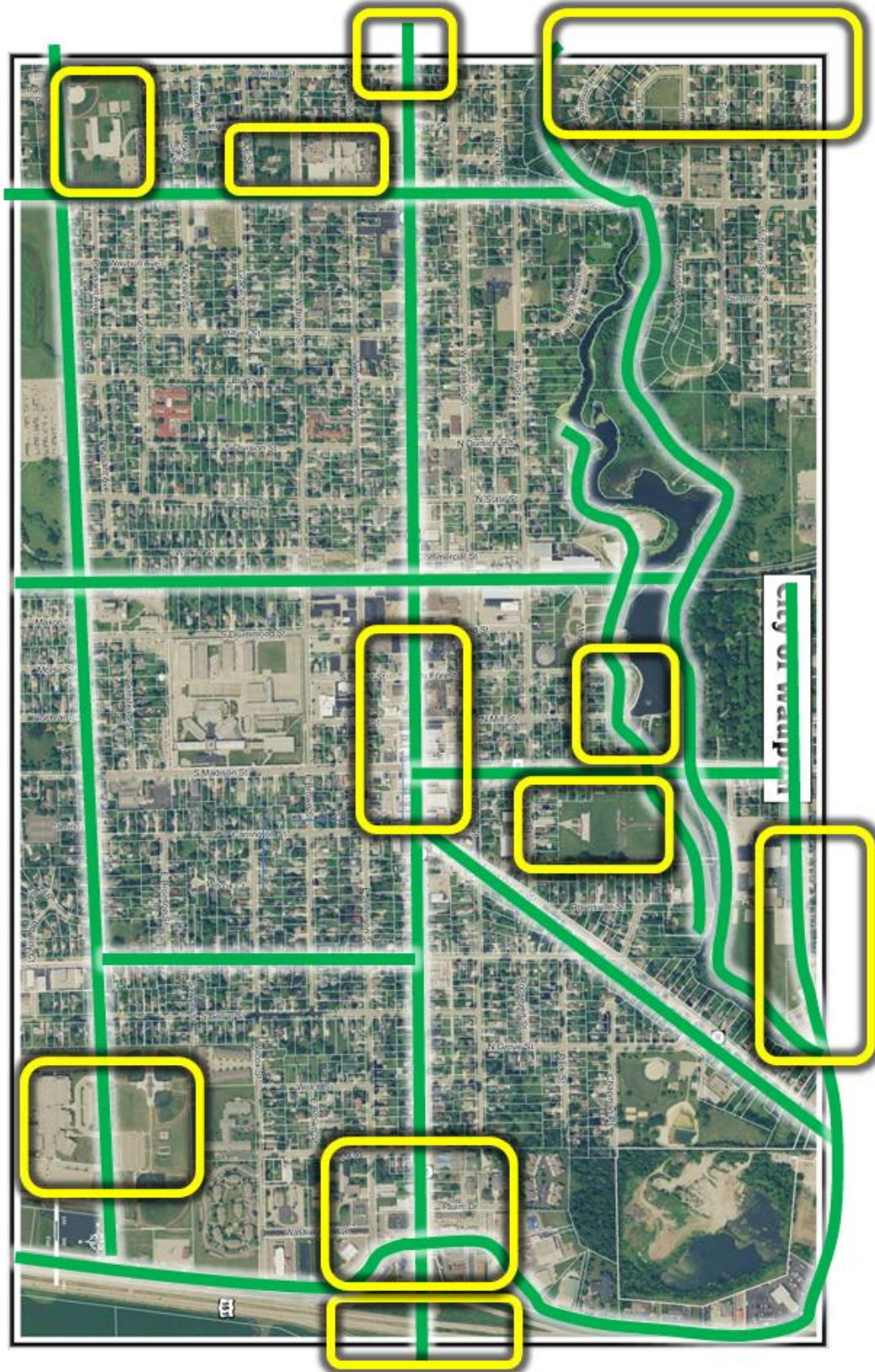
In general, it was felt that connecting the downtown along several major east/west and north/south routes would improve access to downtown for area residents and visitors. Improved connections to, and along, the Rock River as well as to the Horicon Marsh were clearly identified and desired, thereby improving recreational traffic and perhaps future economic gains for the downtown area.

Map 7 illustrates a simplified version of the composite map illustrates major routes and concentrations of nodes which would be connected by them. Additional planning and strategy development should occur to examine opportunities and funding options for improving infrastructure and signage along these corridors so that they can move pedestrians, bicyclists and cars in a safe and efficient manner.

Map 6: Connectivity Results, Composite Image



Map 7: Connectivity Results, Major Nodes and Corridors



Exercise #4: Jewels and Junk

Exercise Description

This exercise asked participants to work as a group using a large map of downtown, along with a standard form (Figure 5) to identify and locate specific features that should be considered as 'important' or 'unique' (jewels) or those that need improvement (junk). No further direction was provided and participants placed one of two colored dots (green or red) on the maps to identify a 'jewel' or 'junk' site/feature. Each site was then listed and described on the form.

Figure 5: Jewels and Junk Response Form

City of Waupun "Downtown Dreams" Workshop - October 3, 2016
Exercise #4 – "Jewels & Junk"

PURPOSE: Identify key assets within Downtown and call out specific areas, locations, or features that need some type of improvement.

PLEASE PRINT CLEARLY!

| Location Descriptions |
|-----------------------|
| A. |
| B. |
| C. |
| D. |
| E. |
| F. |
| G. |
| H. |
| I. |
| J. |

FLIP OVER – ROOM FOR MORE ON BACK!

The individual maps for each of the seven groups are contained in Appendix B; however, a composite map showing the results from all participants is shown in Map 8. Table 2 contains a listing of the top responses identified for each of the two categories, jewels and junk.

Table 2: Exercise #4 - Top Responses, Jewels and Junk

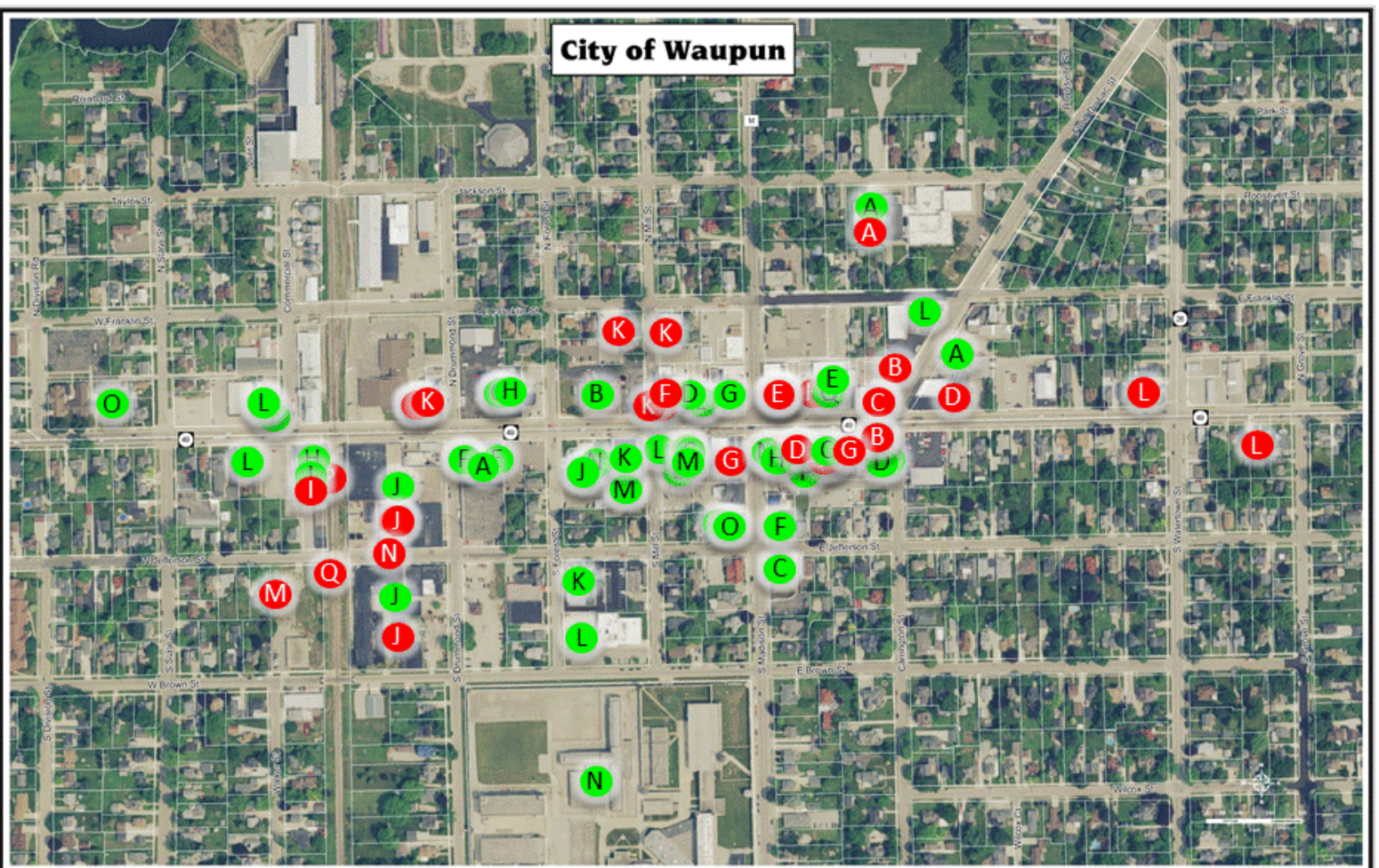
| Jewels | # | Junk | # |
|--------------------------|----------|----------------|----------|
| City Hall | 4 | Rock Shop | 6 |
| Vanderkin Plumbing | 3 | Golden Cup | 4 |
| Sully's | 3 | House of Hunan | 4 |
| Gysber's Jewelry | 3 | Dance Studio | 2 |
| Werner-Harmsen Furniture | 3 | Old Domino's | 2 |
| Carnegie Library | 2 | Goose Shot | 2 |
| Museum | 2 | | |
| National Bank | 2 | | |
| Historical Museum | 2 | | |
| Club Fitness | 2 | | |
| Jud's | 2 | | |
| Brooks Shoes | 2 | | |

Analysis and Observations

The purpose of this exercise was to get participants to honestly identify things of value, or conversely, things that detract from the image of the downtown area. A total of 96 individual responses (dots) were placed on the maps across the seven different tables. These responses were somewhat equally split with jewels representing 55% (53) of responses and junk representing 45% (43) of the responses.

While each group had its own unique list of features, there were a number of sites that were common amongst multiple tables. Many of the top "jewel" responses related to public buildings or longtime businesses of the community such as City Hall, the library, Sully's and Vanderkin Plumbing. Some of the top "junk" responses included specific buildings that are in some state of disrepair including the House of Hunan and Dance Studio.

Map 8: Jewels and Junk Exercise Results, Composite



Exercise #4 - "Jewels & Junk" (Composite)

Geographically, two distinct ‘clusters’ of ‘junk’ responses show up on the composite map. These sites mainly exist along the 300 block of Main Street, and along the railroad tracks between Brown and Franklin Streets.

The results of this exercise should be used by the City to further identify larger tracts of land that may be ripe for redevelopment, or specific properties that should be improved, rehabbed, or otherwise cleaned up.

The “jewels” noted should be considered as potential candidates for integration or enhancement as future redevelopment plans are created. These sites should generally be preserved or protected in terms of their placement, architecture, use, or function as the community changes around them.

Exercise #5: “Mix It Up!”

Exercise Description

This exercise focused on the participants’ ideas for businesses they would like to see locate in the downtown area as part of its revitalization. Each individual was provided a form (Figure 6) and was given approximately 10 minutes to generate a list of business types or other economic opportunities that would be desirable in a revitalized downtown.

Figure 6: “Mix it Up” Response Form

City of Waupun “Downtown Dreams” Workshop - October 3, 2016
Exercise #5 – “Mix it Up”

PURPOSE: Identify potential new businesses that you would like to see in the downtown area of Waupun. What’s missing? What could be upgraded? What would you like to see? More Retail? More entertainment? More dining?

PLEASE PRINT CLEARLY!

I would like to see the following businesses in downtown Waupun:

| |
|----|
| A. |
| B. |
| C. |
| D. |
| E. |
| F. |
| G. |
| H. |
| I. |
| J. |

Analysis and Observations

A wide variety of responses were given by the individuals participating in this exercise. In total, 192 individual responses were provided over the seven groups. As shown in Table 3, within each group, a number of common themes and/or specific business types surfaced. It was not uncommon for each group to make mention of coffee shops, brew pubs, specialty retail stores and well as banquet/meeting space. The need/desire for new restaurants that are perhaps a bit more trendy was common and ranked highly in nearly every group.

Table 3: Mix It Up Exercise, Top Responses by Group

| Group 1 | | Group 2 | |
|---------|--|---------|--|
| 5 | Specialty Retail | 8 | Specialty Retail |
| 4 | Cafés / Bakery | 5 | Restaurants |
| 2 | Parking | 4 | Brew Pub / Distillery |
| 2 | Wellness Center | 4 | Coffee Shop |
| 1 | Meeting Room/Space | 3 | Specialty Foods |
| 1 | Office Building (multiple) | 2 | Discount Retail |
| 1 | Restaurant w/healthy choices | 1 | Banquet Hall / Event Space |
| Group 3 | | Group 4 | |
| 9 | Specialty Retail Stores | 5 | Coffee shop / Bakery |
| 5 | Deli / Coffee Shop / Café (indoor/outdoor) | 3 | Restaurants |
| 3 | Movie Theatre (indoor/outdoor) | 2 | Teen Center |
| 3 | Specialty Food Stores | 2 | Crafts and more stores - open & available - small businesses |
| 3 | Music / Art | 1 | Festivals / Events |
| 3 | Brewery / Winery | 1 | Discount Retail |
| 3 | Restaurants | | |
| 1 | Banquet Hall / meeting place | | |

Table 3: Mix It Up Exercise, Top Responses by Group, Continued

| Group 5 | | Group 6 | |
|----------------|------------------------------------|----------------|--|
| 8 | Restaurants / Dining Experiences | 7 | Restaurants |
| 5 | Specialty Foods Stores | 6 | Specialty Retail |
| 4 | Specialty Retail | 4 | Teen & Millennial Club / Hang Out Places |
| 3 | Clothing/Apparel Store(s) | 4 | Tourism Businesses/Destinations |
| 3 | Coffeehouse | 4 | Movie Theatre (indoor/outdoor) |
| 3 | Music / Art | 3 | Coffee Shop / Bistro |
| 3 | Festivals / Markets | 2 | Banquet Hall / Gathering Place |
| 3 | Tourism Businesses/Destinations | 2 | Festivals |
| 2 | Movie Theater | 2 | Specialty Food Stores |
| 2 | Gathering Places (youth, mtgs.) | 1 | General Entertainment |
| Group 7 | | | |
| 6 | Specialty Retail | | |
| 5 | General Retail | | |
| 4 | Restaurants | | |
| 2 | Lodging | | |
| 2 | Museums | | |
| 2 | Outdoor Entertainment / Recreation | | |
| 1 | Theater | | |
| 1 | Tourist Businesses | | |
| 1 | Meeting / Event Space | | |

When the results of all the groups are combined, a pretty clear consensus is shown regarding the communities desires for new business types (Table 4). Topping the list is specialty retail, along with restaurants. New coffee shops, cafes and specialty food stores rank next. The addition of entertainment venues, youth gathering places, and tourist-related businesses were also felt to be critical in the revitalization of downtown Waupun. Next on the list were businesses or programming measures which bring life and vitality to the downtown environment. A brew pub or winery with outdoor seating, new festivals, open air markets and the incorporation of music and art were all felt to be important factors or qualities of a revitalized downtown.

Table 4: Mix It Up - Composite List of All Responses

| # of Responses | Composite List of All Responses |
|-----------------------|--|
| 43 | Specialty Retail |
| 31 | Restaurants |
| 24 | Coffee Shop / Café |
| 13 | Specialty Foods |
| 10 | Movie Theatre (indoor/outdoor) |
| 8 | Tourist Businesses |
| 8 | Teen Center |
| 7 | Brewery / Winery |
| 6 | Festivals / Markets |
| 6 | Music / Art |
| 5 | General Retail |
| 5 | Banquet Hall / meeting place |
| 2 | Parking |
| 2 | Wellness Center |
| 2 | Discount Retail |
| 2 | Outdoor Entertainment / Recreation |
| 2 | Lodging |
| 2 | Museums |
| 1 | Office Building (multiple) |
| 1 | General Entertainment |
| 1 | Discount Retail |

Exercise #6: Big Ideas and Placemaking

Exercise Description

This exercise was geared toward the groups at each table using a standard input form (Figure 7) and a map of the downtown Waupun area for reference to mark down any ideas graphically. The groups were given approximately 15 minutes to generate as many “big ideas” as they could for the downtown, although they were not limited to this geographic area. If desired, participants could dream bigger and expound upon ideas that encompass the entire community. The groups were encouraged to write down/identify any other ideas which were not mentioned in the previous exercises. Groups were asked to think about ‘game changing’ thoughts on how to revitalize the downtown and how small or large-scale improvements could help produce the outcome of a more vibrant downtown. No limitations were set on the nature, scale, or cost of the ideas as the purpose was to simply generate a list of possibilities.

Figure 7: Big Ideas Response Form

City of Waupun “Downtown Dreams” Workshop - October 3, 2016
Exercise #6 – “Big Ideas & Placemaking”

PURPOSE: Identify “cool places” that exist, or places that potentially could be! How could these spaces be transformed? What could they be used for? How do you make them more “social”? What are your ‘Big Ideas’?

PLEASE PRINT CLEARLY!

| Location Descriptions and Big Ideas for Placemaking | |
|---|--|
| A. | |
| B. | |
| C. | |
| D. | |
| E. | |
| F. | |
| G. | |
| H. | |
| I. | |
| J. | |

FLIP OVER – ROOM FOR MORE ON BACK!

For the purposes of this exercise, “placemaking” was described to attendees as process of creating public spaces that will attract people because they are pleasurable or interesting. Information about the concept of placemaking was shared with the participants using graphics similar to those contained in Figure 8.

Figure 8: PPS Placemaking Concept

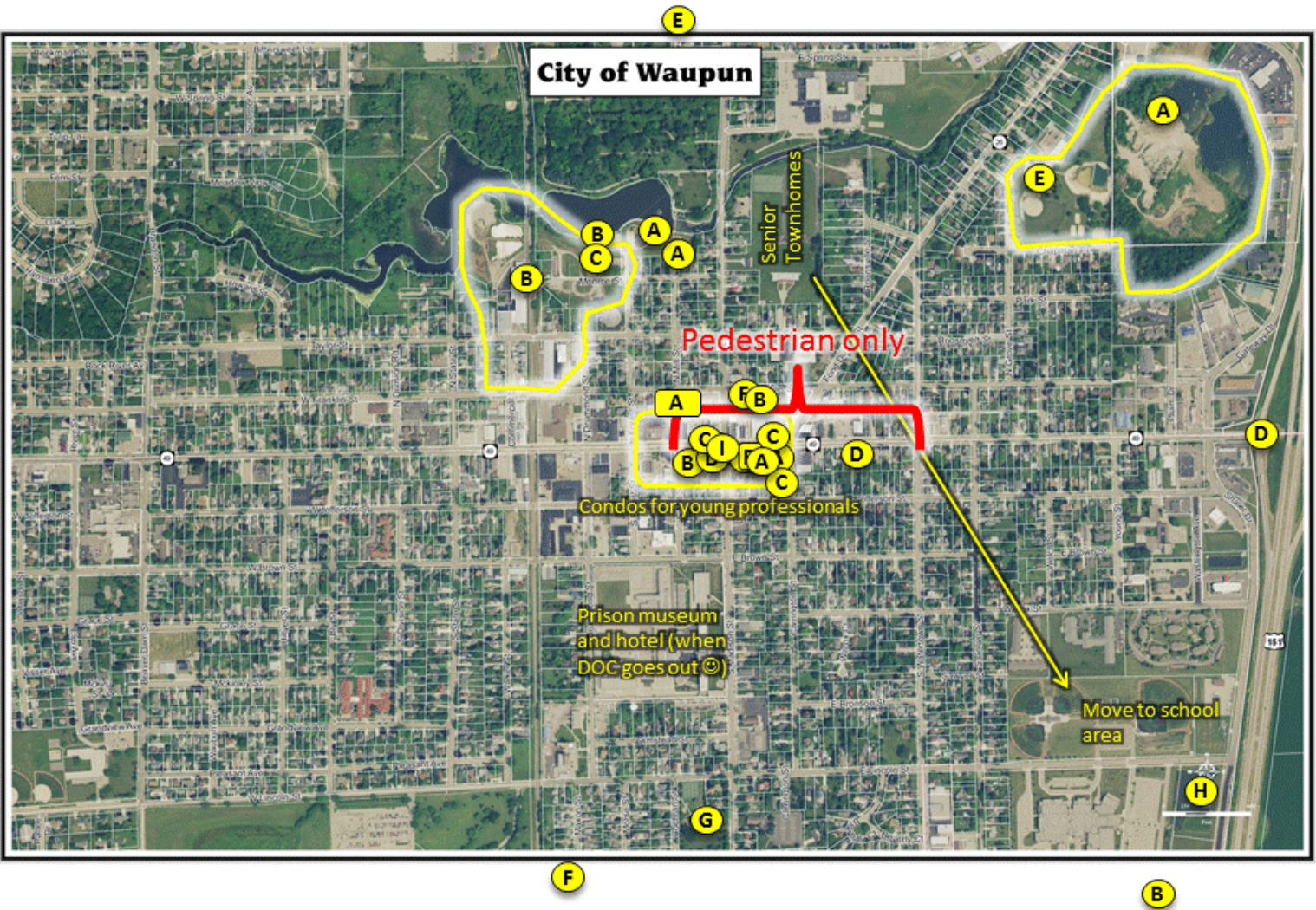


The exercise was intentionally designed to inspire the community member to think outside of the box and bring forward any idea that they feel is important. Each idea was meant to be a grand realization of somebody’s dream where money and traditional considerations like location, density, and size were not considered.

Analysis and Observations

This exercise generated just over two dozen ideas across the seven groups which are summarized on Map 9. The detailed maps and lists of ideas are contained in Appendix B.

Map 9: "Big Ideas" Exercise Results



Exercise #5- "Placemaking & Big Ideas" (Composite)

Many of these ideas revolve around finding new uses for several buildings in and around the downtown area such as the Rock Shop or old Flexigraph building. Reuse of several vacant lots for improved parking were made, as was the suggestion to simply block off parts of Main Street for pedestrian use only. Ideas regarding the creation of a dedicated space downtown for which to hold the weekly Farmer's Market were also common. Suggestions for adding more green space, trees, and public gathering spaces in the downtown were mentioned frequently, as were improvements to park lands along or near the Mill Pond and in McCune Park.

These ideas should be reviewed in detail for potential opportunities to implement them based on feasibility; and, where appropriate, be included as a future downtown revitalization strategy.



APPENDICES



APPENDIX A

EVENT SIGN-IN SHEETS

City of Waupun "Downtown Dreams" Workshop – October 3, 2016



PLEASE SIGN IN



| NAME | ADDRESS | E-MAIL ADDRESS |
|-----------------|--------------------|----------------|
| Brenda Marshall | 180 Harmsen | |
| Tyler Schulz | 13188 Stevens Dr W | |
| Kris Snow | 505 S. West St | |
| Kate Bresser | 305 E. Main St. | |
| PATRICK MILLER | 501 DOTY ST. | |

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City of Waupun "Downtown Dreams" Workshop – October 3, 2016



PLEASE SIGN IN



| NAME | ADDRESS | E-MAIL ADDRESS |
|----------------|---|----------------|
| Maggie Sheer | 305 E. Main St. 305 E. Main St. | |
| Terri Respalje | 600 W. Main | |
| Lidia Respalje | 620 W. Main St. | |
| Tim Vanderken | 12 US Main St. | |
| | | |

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City of Waupun "Downtown Dreams" Workshop – October 3, 2016



PLEASE SIGN IN



| NAME | ADDRESS | E-MAIL ADDRESS |
|-----------------------|---|----------------|
| Jodi Medley | 817 Visser SHOE Brown 145 FOL ST 314 E Main | |
| Jeff & Lisa Collin | 31 Dogleg Lane | |
| Brian Smith | 116 W Jefferson St | |
| Paul Ueh | 700 Robin Rd. | |
| Jonathan Leonard | 9 Fond du Lac St THRUWAY Financial | |

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City of Waupun "Downtown Dreams" Workshop – October 3, 2016



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WAUPUN WISCONSIN
City of Sculpture

| NAME | ADDRESS | E-MAIL ADDRESS |
|-------------|--------------------------------------|----------------|
| Kim Bresser | W12480 Amity Rd. Brandon WI 53919 | |
| Jay D. Huff | 18 Taylor St Waupun WI | |
| Wayne Suter | N3308 Hickory Dr Waupun | |
| Alana Clark | 478 Neevel Ave. Waupun, WI | |
| Nick Klein | 318 E. Main St | |

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City of Waupun "Downtown Dreams" Workshop – October 3, 2016



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| NAME | ADDRESS | E-MAIL ADDRESS |
|--------------|------------------|----------------|
| Frank Mesa | 931 Root | |
| Annex Clark | 501 Brandon St. | |
| Kyle Bille | 579 W. Brown | |
| Amie Clark | 478 Neevel Ave. | |
| Kelly Seyles | 173942 Brown Rd. | |

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| NAME | ADDRESS | E-MAIL ADDRESS |
|-----------------|---------------------------|----------------|
| Sharon McCauley | 916 S. Madison St. Lot 12 | |
| Jon Barlz | | |
| Dick Feyn | | |
| Sue Haefemeyer | 916 Rock Ave Waupun | |
| Perrin Fudge | 120 N 2nd St Brandon | |

SM

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City of Waupun "Downtown Dreams" Workshop – October 3, 2016



PLEASE SIGN IN



| NAME | ADDRESS | E-MAIL ADDRESS |
|------------------------|------------------------|----------------|
| Larry Sullivan Gard | 401 E Main St | |
| Charlene Becker | 324 E Main | |
| Angie Hull | 201 E Main - City Hall | |
| Jill Vandetski | 12 W. Main St | |
| Aylan L. Weber | 520 E. Main St. | |

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| NAME | ADDRESS | E-MAIL ADDRESS |
|------------------|------------------------|----------------|
| Julie Nickel | 517 S. Madison | |
| Kathy Stam | | |
| Ryan Mulder | 721 Burvold Dr | |
| Jamie Maroz | 416 E. Main St. Waupun | |
| Amandalee Haring | 427 E. Main | |

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City of Waupun "Downtown Dreams" Workshop – October 3, 2016



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| NAME | ADDRESS | E-MAIL ADDRESS |
|--------------------------|------------------------------------|----------------|
| Lori Van Buren Alyssa | 719 W. Brown St Waupun WI 53913 | |
| | | |
| | | |
| | | |
| | | |

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APPENDIX B

RAW DATA FROM EXERCISES

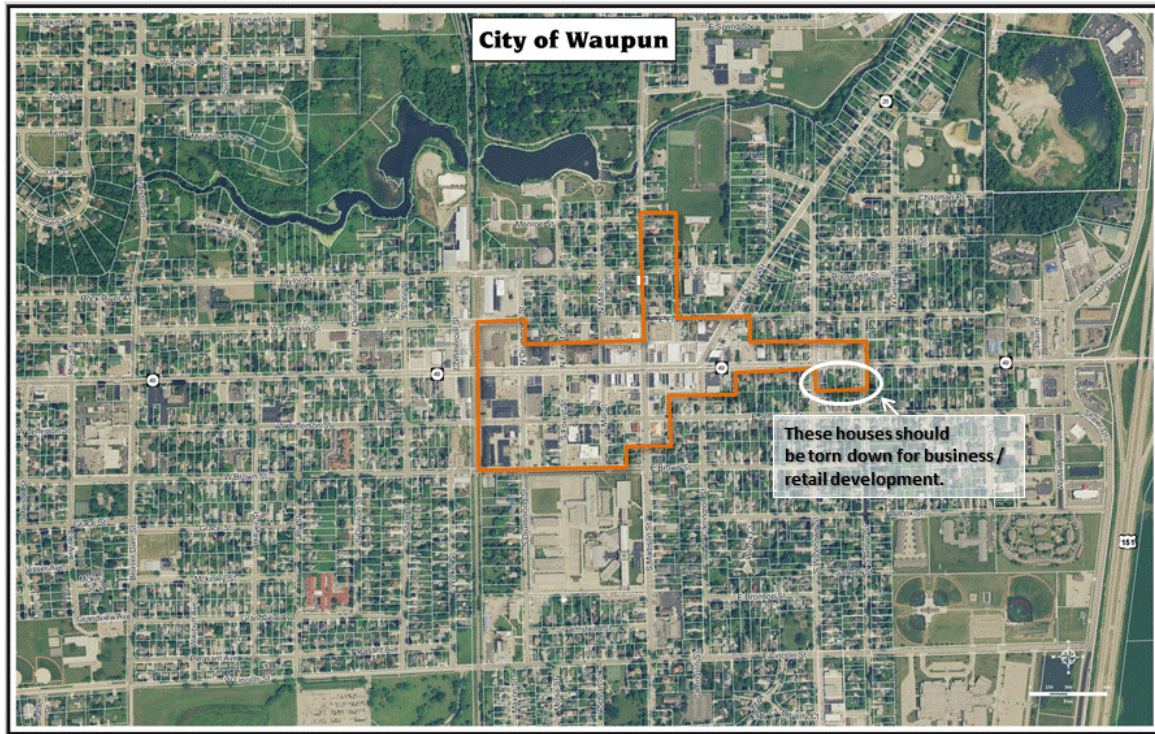
Exercise #2 - "CBD" (Table 1)



Exercise #2 - "CBD" (Table 1)



Exercise #2 - "CBD" (Table 1)



Exercise #2 - "CBD" (Table 1)



Exercise #2 - "CBD" (Table 1)



Exercise #2 - "CBD" (Table 1)



Exercise #2 - "CBD" (Table 2)



Exercise #2 - "CBD" (Table 2)



Exercise #2 - "CBD" (Table 2)



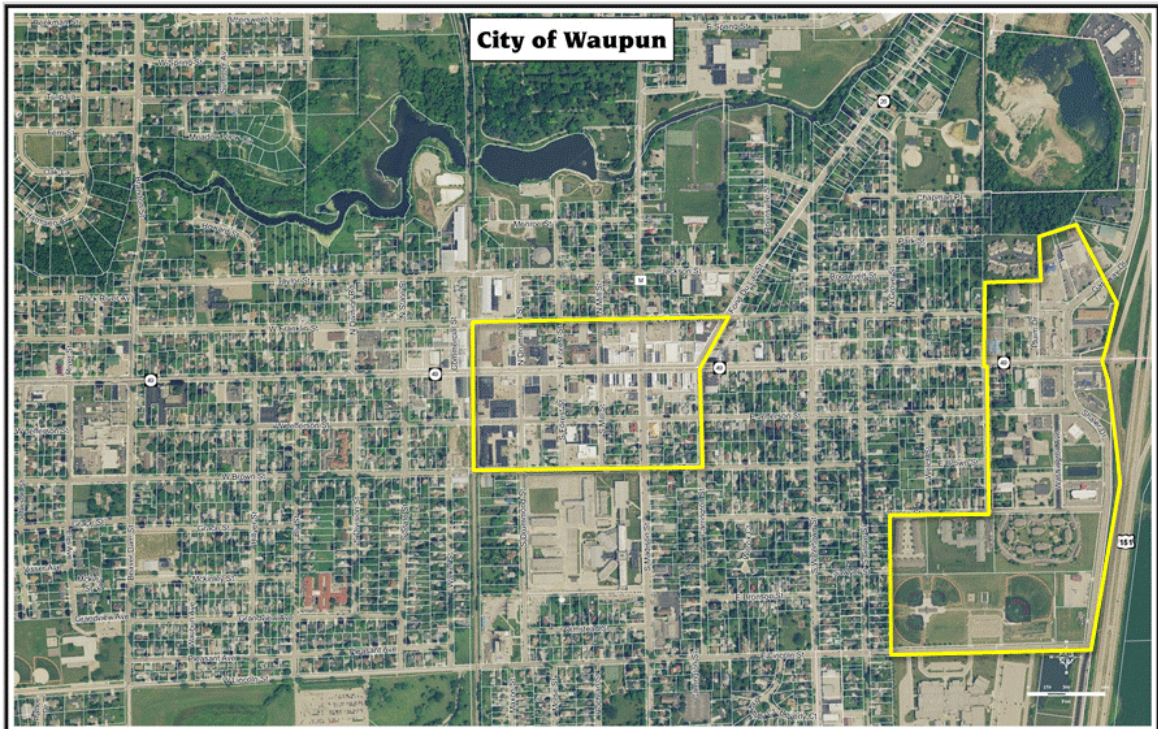
Exercise #2 - "CBD" (Table 2)



Exercise #2 - "CBD" (Table 3)



Exercise #2 - "CBD" (Table 3)



Exercise #2 - "CBD" (Table 3)



Exercise #2 - "CBD" (Table 3)



Exercise #2 - "CBD" (Table 3)



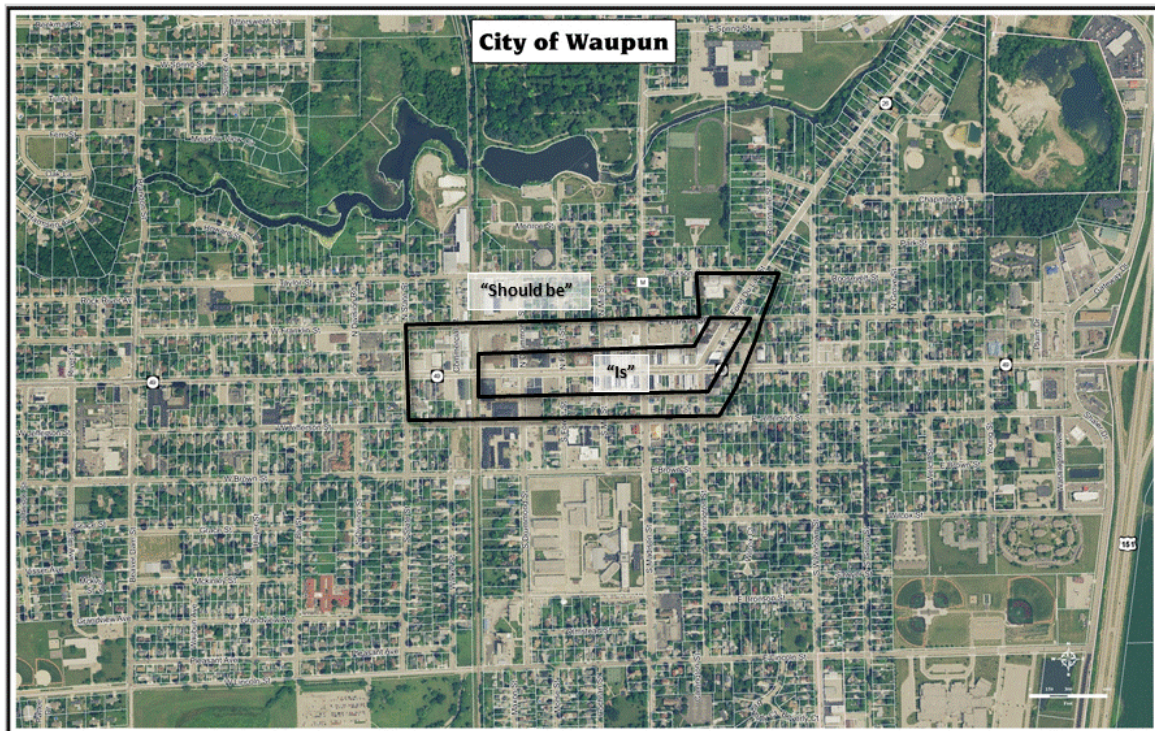
Exercise #2 - "CBD" (Table 4)



Exercise #2 - "CBD" (Table 4)



Exercise #2 - "CBD" (Table 4)



Exercise #2 - "CBD" (Table 4)



Exercise #2 - "CBD" (Table 4)



Exercise #2 - "CBD" (Table 4)



Exercise #2 - "CBD" (Table 5)



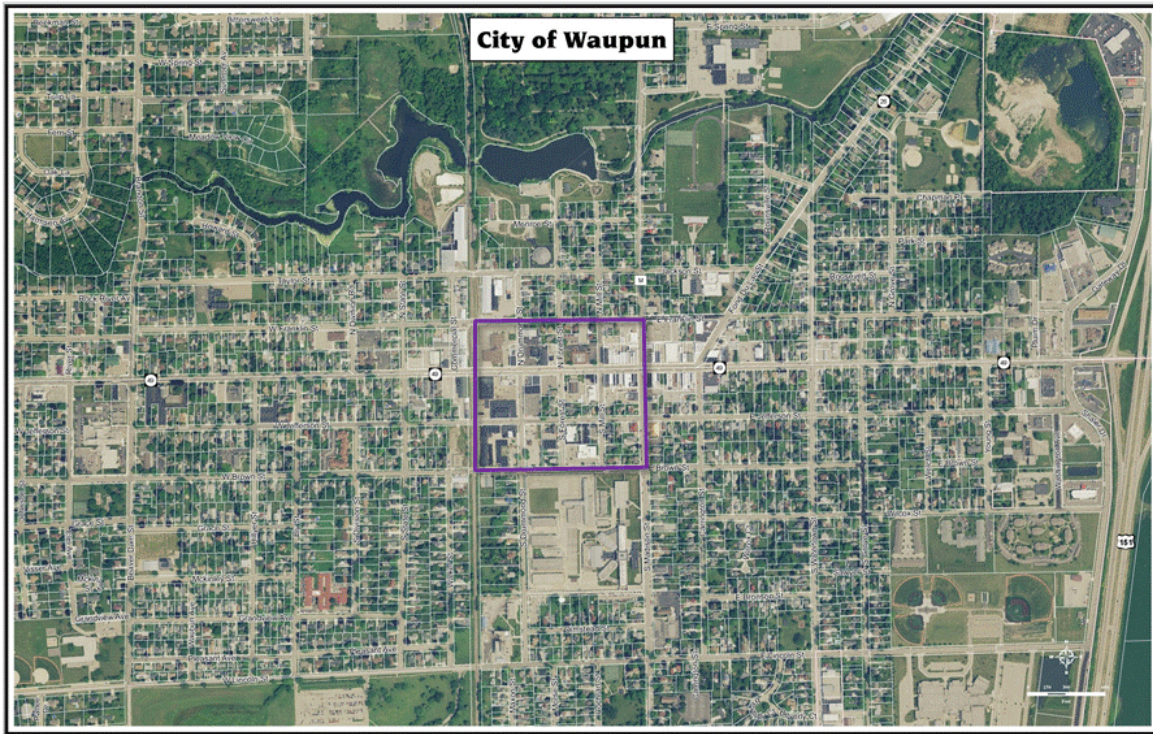
Exercise #2 - "CBD" (Table 5)



Exercise #2 - "CBD" (Table 5)



Exercise #2 - "CBD" (Table 5)



Exercise #2 - "CBD" (Table 6)



Exercise #2 - "CBD" (Table 6)



Exercise #2 - "CBD" (Table 6)



Exercise #2 - "CBD" (Table 6)



Exercise #2 - "CBD" (Table 7)



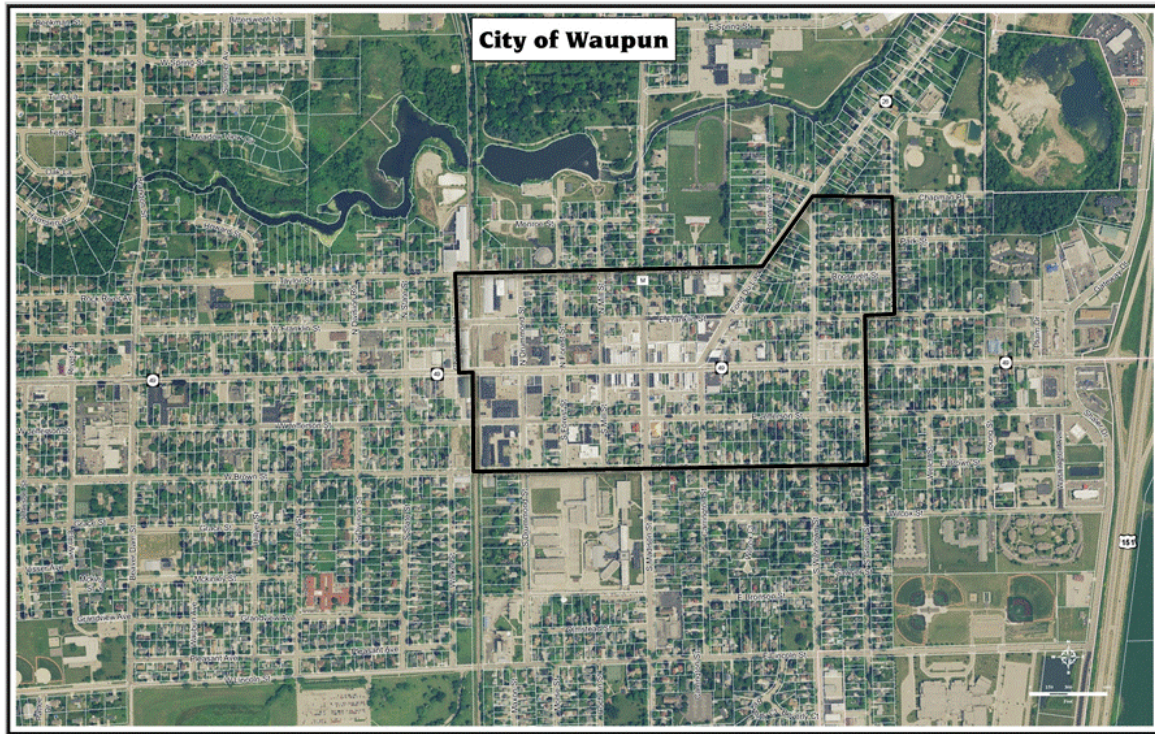
Exercise #2 - "CBD" (Table 7)



Exercise #2 - "CBD" (Table 7)



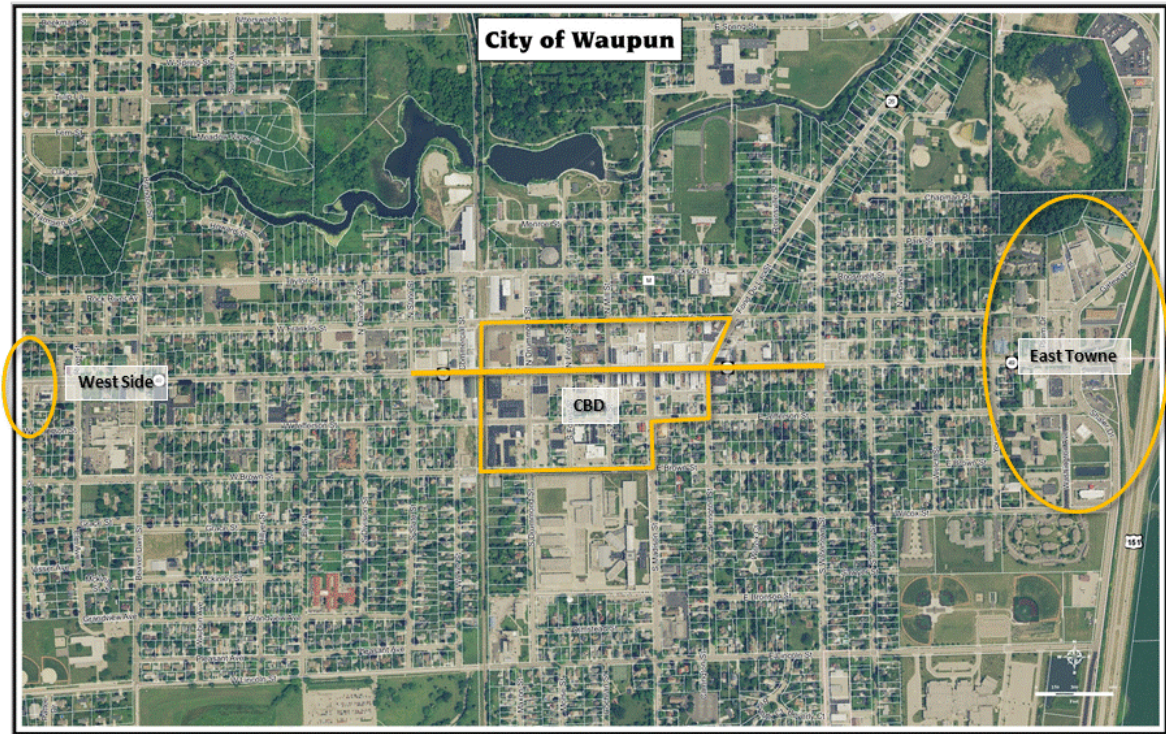
Exercise #2 - "CBD" (Table 7)



Exercise #2 - "CBD" (Table 7)

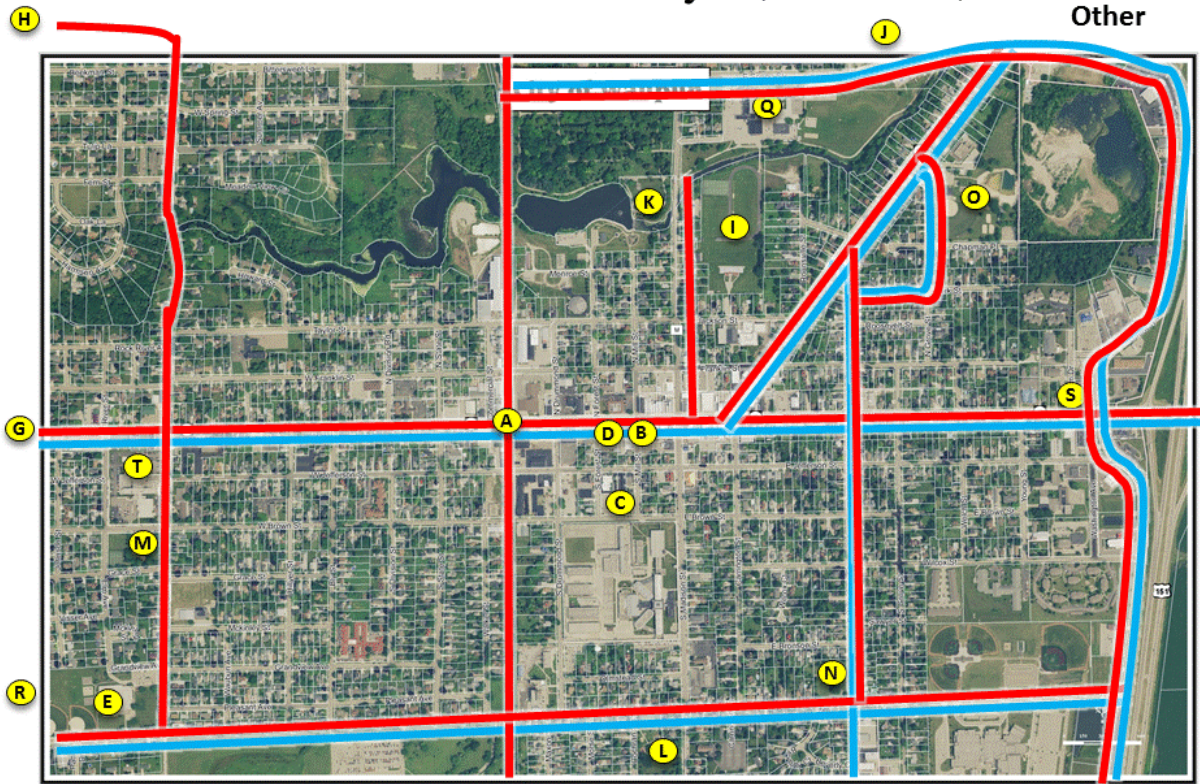


Exercise #2 - "CBD" (Table 7)



Exercise #3- “Connectivity” (Table 1)

Biking
Walking
Other

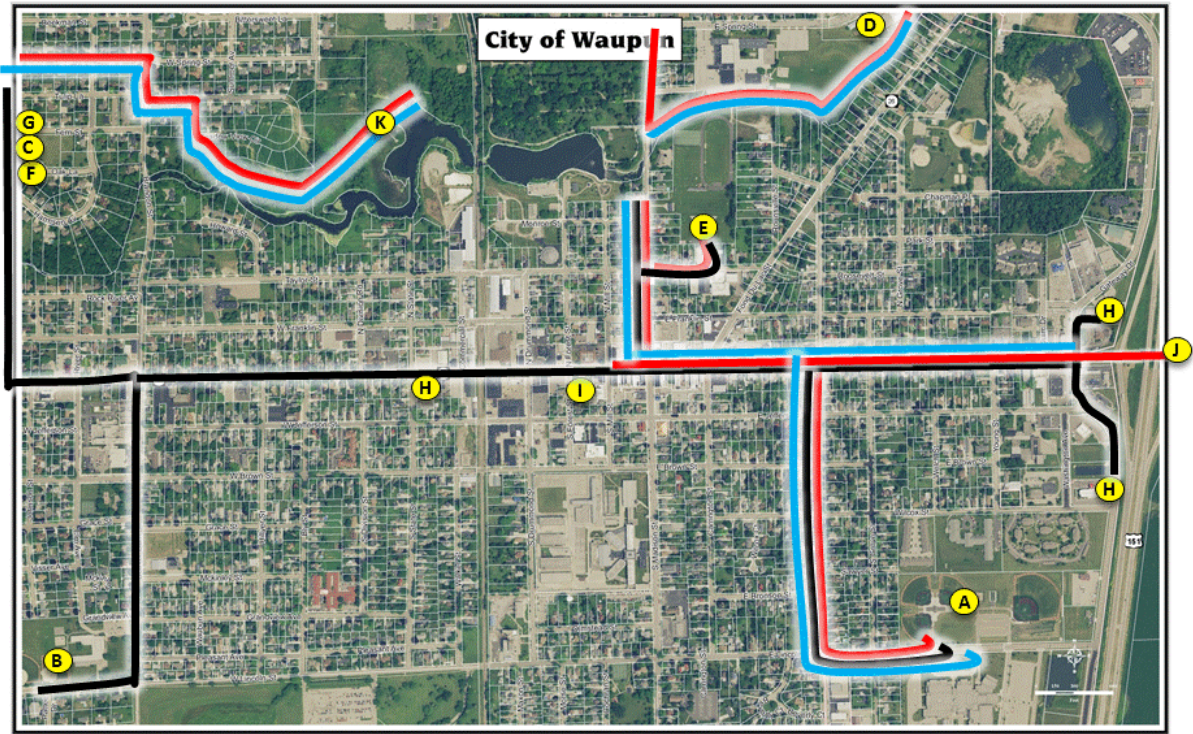


Connectivity – Table 1

| Location / Route Description |
|---|
| A. Geographic Center of Town |
| B. Senior Center |
| C. Library |
| D. City Hall |
| E. Medema Field |
| F. Baseball Complex |
| G. West End Businesses (Helen’s, Farm & Home) |
| H. County Park Aquatic Center |
| I. HS / Veteran’s Memorial Field |
| J. Community Center / Schlieve Field / Tanner Park |
| K. End of Trail / Forest Mound / Memorial Wall / Harris Mill Park |
| L. Dodge Park |
| M. West End Park |
| N. Wilcox Park |
| O. McCune Park |
| P. Jr. / Sr. HS |
| Q. Rock River Intermediate |
| R. CWCS |
| S. East End Food Stores/End of Trail |
| T. Hospital |

Exercise #3- “Connectivity” (Table 2)

Biking
Walking
 Other

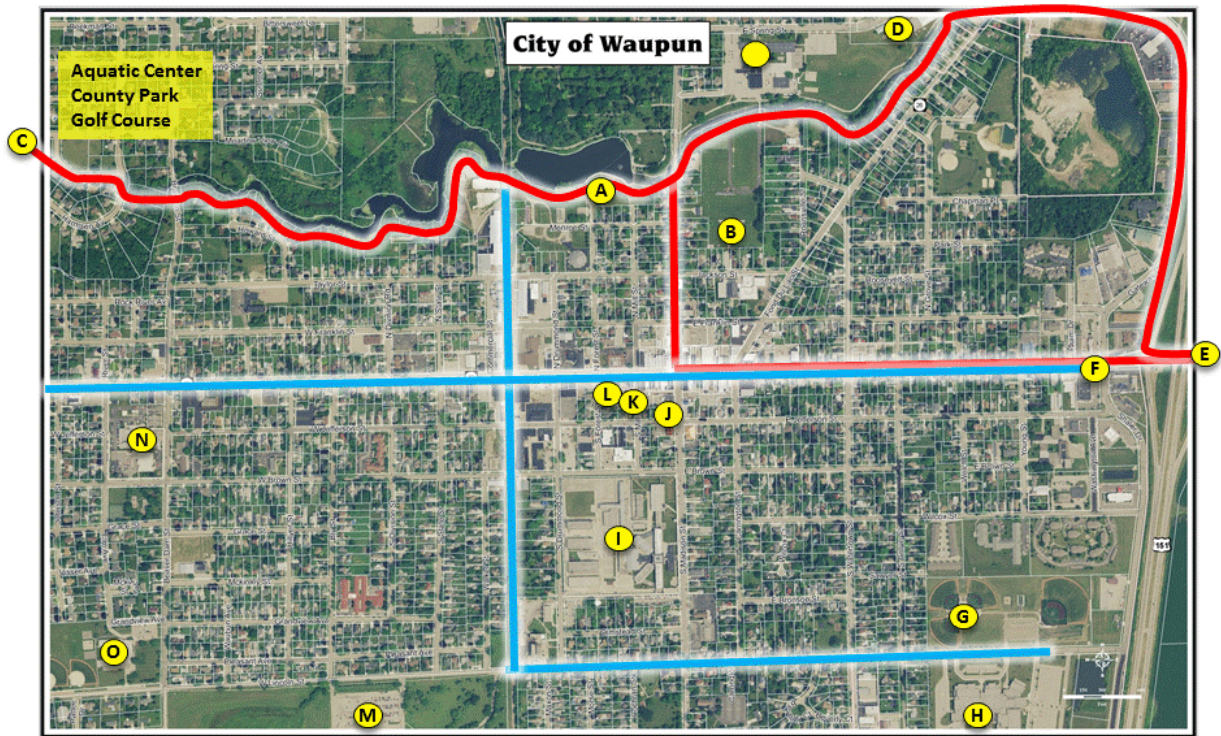


Connectivity - Table 2

| Location / Route Description |
|-----------------------------------|
| A. Baseball Complex |
| B. Girl's Softball Complex |
| C. Pool |
| D. Community Center / Tanner Park |
| E. Veteran's Field |
| F. Country Club – Golf Course |
| G. Disc Golf |
| H. Hotels |
| I. City Hall / Auditorium |
| J. [Horicon] Marsh |
| K. Walking/Biking Trails |
| |
| |
| |

Exercise #3- “Connectivity” (Table 3)

Biking
Walking
Other

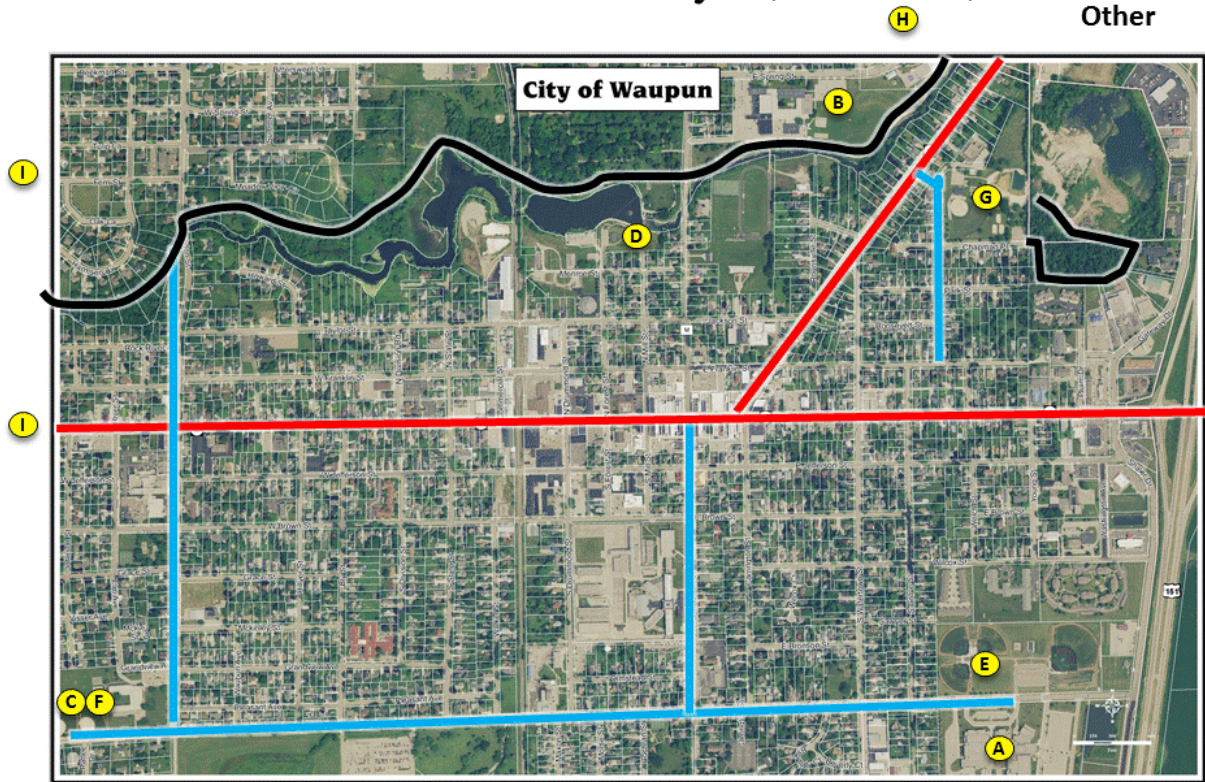


Connectivity - Table 3

| Location / Route Description |
|--|
| A. Aquatic Center to Harris Park to Wild Goose Trail |
| B. Football Field |
| C. Aquatic Center |
| D. Community Center |
| E. Wild Goose Trail |
| F. Town Entrance/151 |
| G. Sports Complex |
| H. High School |
| I. Prison |
| J. Museum |
| K. Food Pantry |
| L. City Hall |
| M. Prison (Dodge) |
| N. Hospital |

Exercise #3- “Connectivity” (Table 4)

Biking
Walking
 Other

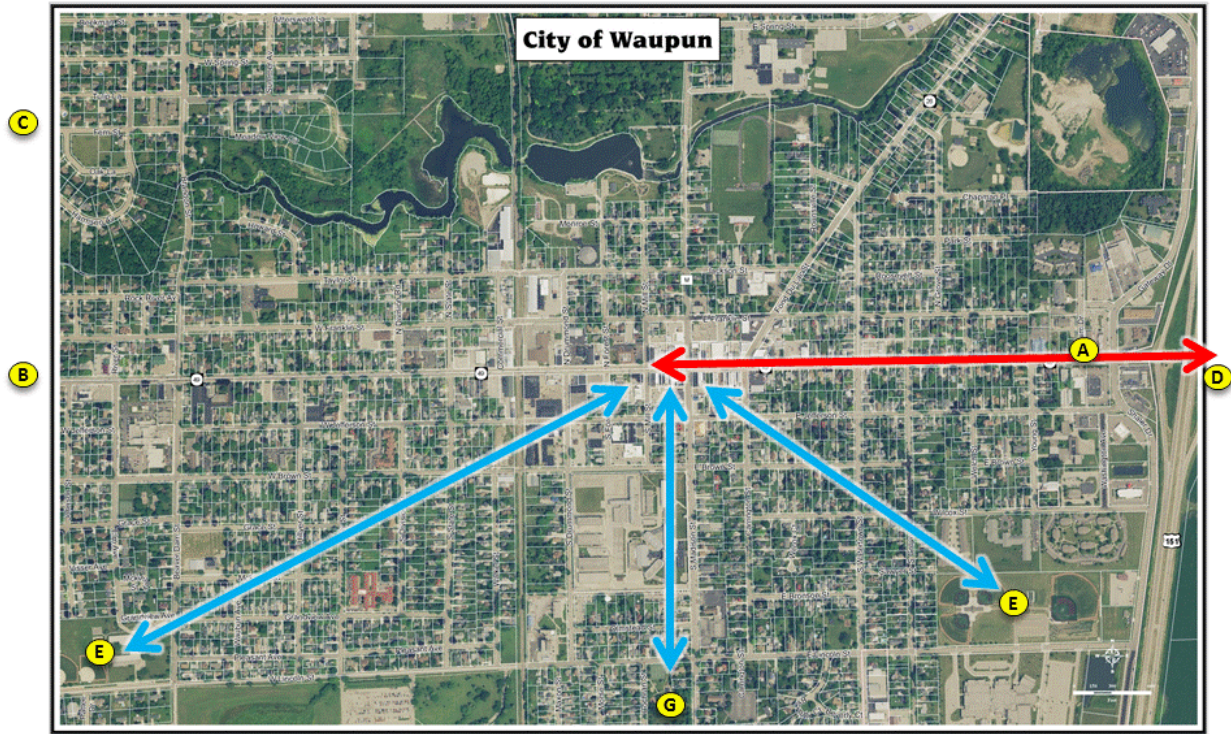


Connectivity - Table 4

| Location / Route Description |
|---|
| A. Jr./Sr. High School |
| B. Rock River Int. School |
| D. End of Trail / Harris Mill Park |
| E. Baseball Complex |
| F. Softball Fields |
| G. McCune Park |
| H. Community Center / Tanner Park |
| I. Aquatic Center / RRCC / Fdl Co. Park / Camping |
| |
| |
| |

Exercise #3- “Connectivity” (Table 5)

Biking
 Walking
 Other

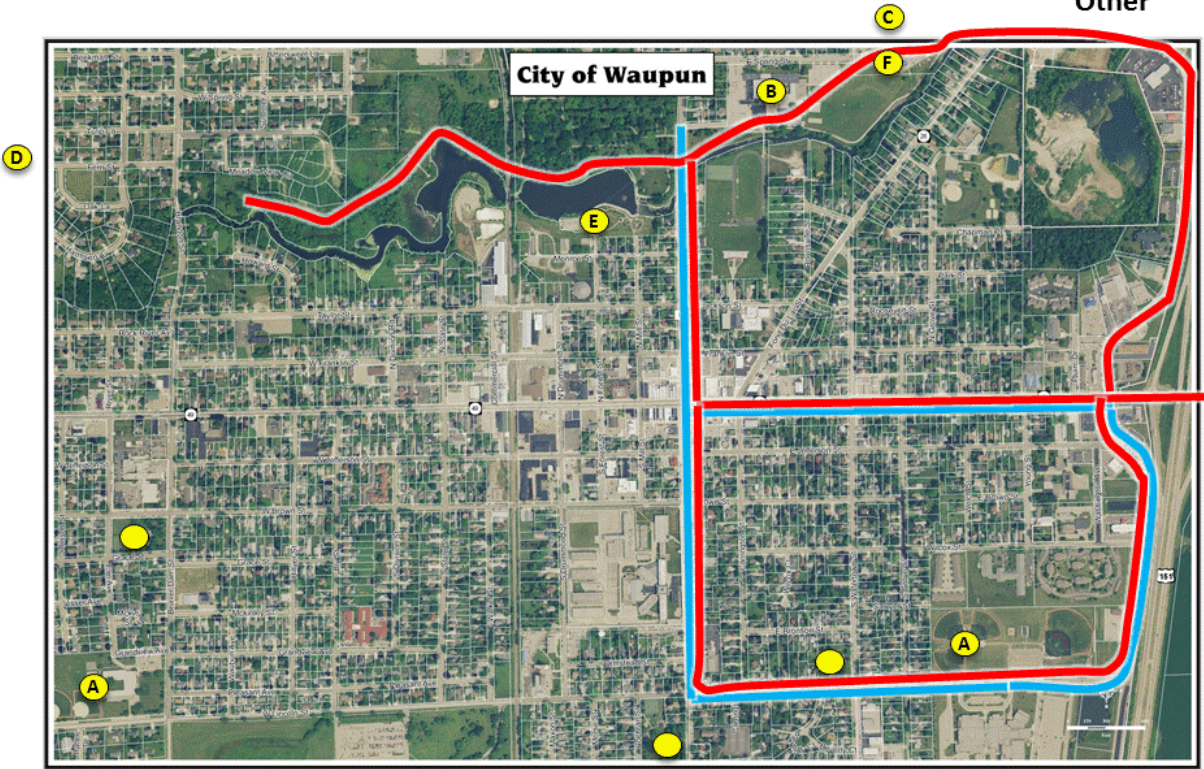


Connectivity - Table 5

| Location / Route Description |
|---|
| A. Guth's / End of Trail |
| B. Bargain's |
| C. Waupun Aquatic Center |
| D. Bike Trail from Marsh to Waupun |
| E. Walking Trail from Athletic Fields to Downtown |
| F. Audio Tour from Node to Node – Sculptures, Museums |
| G. Connect the Parks |
| |
| |
| |
| |

Exercise #3- “Connectivity” (Table 6)

Biking
Walking
 Other



Connectivity – Table 6

| Location / Route Description |
|------------------------------|
| A. From Baseball Diamonds |
| B. Middle School |
| C. Community Center |
| D. Pool |
| E. Mill Park |
| F. Farmer's Market |
| |
| |
| |
| |
| |
| |

Exercise #4 - “Jewels & Junk” (Table 1)

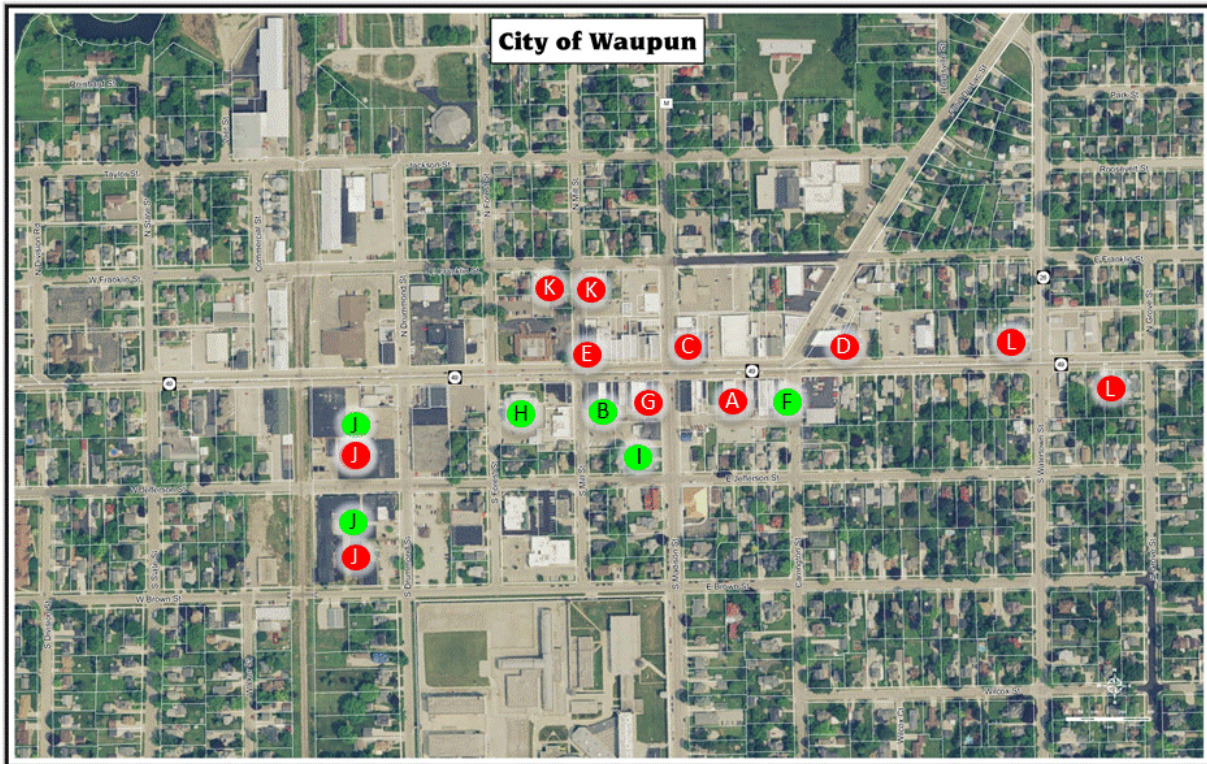


Table 1

| Location / Description |
|--|
| A. Rock Shop – needs work |
| B. Senior Citizen Center – should be a retail space! |
| C. Golden Cup – (across from Sully’s) |
| D. Fox Computer – outside needs work |
| E. House of Hunan – should be condemned , one of oldest buildings in Waupun |
| F. Empty Restaurant Chit Chat |
| G. Electric Beach |
| H. City Hall |
| I. Carnegie Library |
| J. Block including Shaler and Shell and it block south – move industry to ind park |
| K. Should be public parking |
| L. Redevelop derelict properties for business locations |

Exercise #4 - “Jewels & Junk” (Table 2)

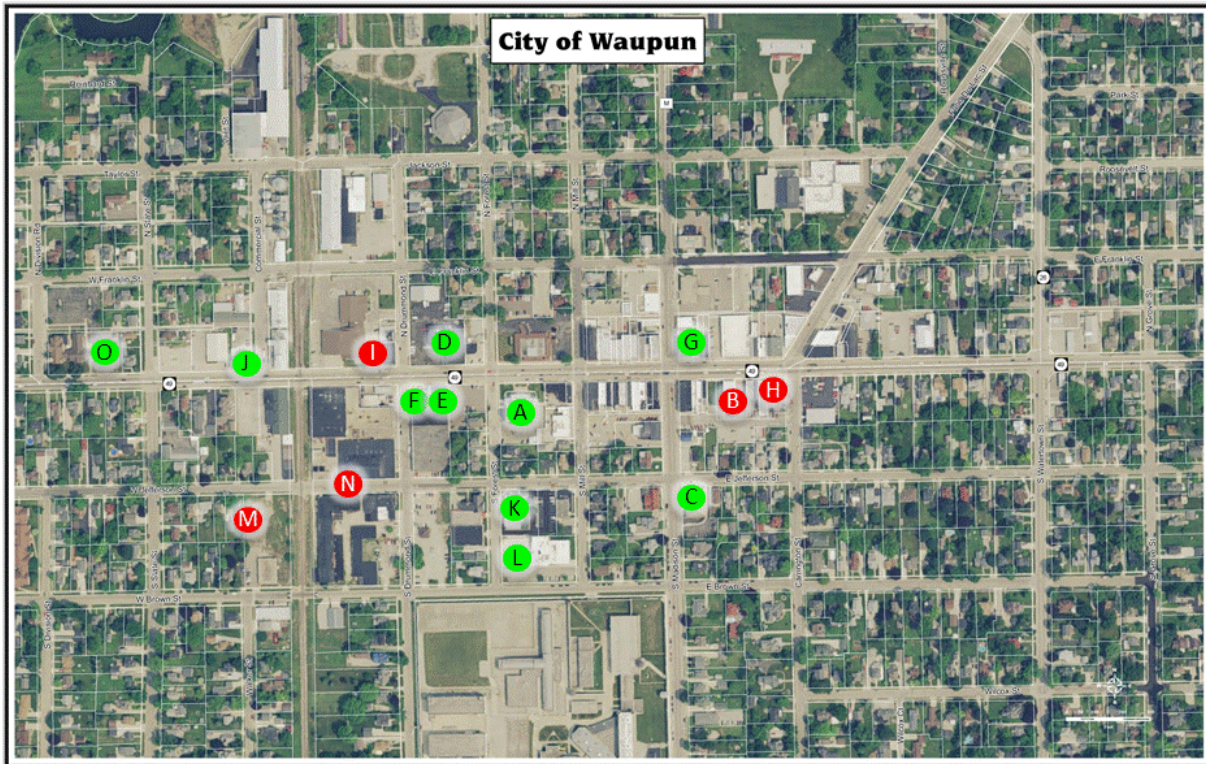


Table 2

| Location / Description | |
|--------------------------------|---------------------|
| A. City Hall/Auditorium | M. Old Shoe Factory |
| B. Rock Shop | N. National Rivet |
| C. Fox Valley Savings | O. Catholic Church |
| D. Werner-Harmsen Furniture | |
| E. O'Connor/Wells | |
| F. Other Bar | |
| G. Vande Zande Law | |
| H. Corner Rest | |
| I. Dance Studio | |
| J. Vanderkin Plumbing | |
| K. Werner-Harmsen Funeral Home | |
| L. Library | |

Exercise #4 - “Jewels & Junk” (Table 3)

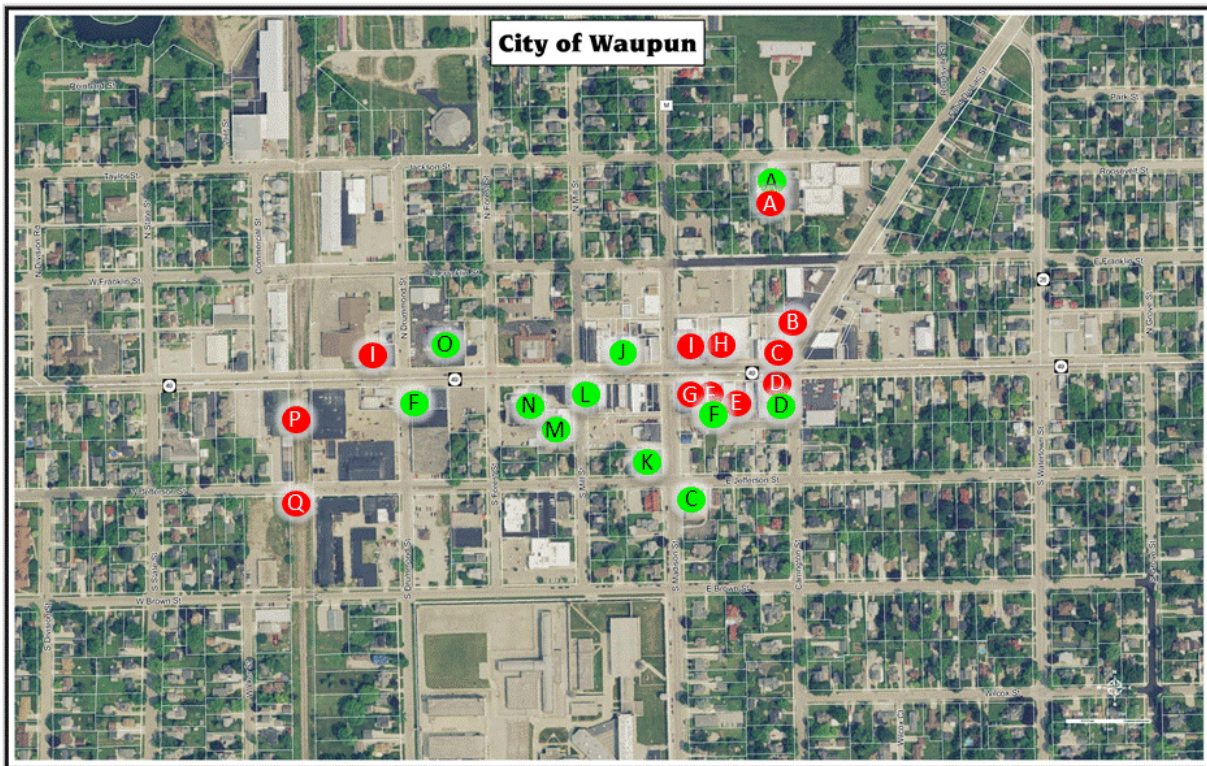


Table 3

| Location / Description | |
|------------------------|-------------------------------|
| A. Union | M. Food Pantry |
| B. Corner Gym | N. City Hall |
| C. Old Dominoe’s | O. Werner-Harmsen |
| D. Old Corner Café | P&Q. Tracks |
| E. Vacant Park | R. old Christian grade school |
| F. Rock Shop | |
| G. Empty Lot | |
| H. Gravel Parking | |
| I. Golden Cup | |
| J. Shoe Store | |
| K. Museum | |
| L. Savor Eatery | |

Exercise #4 - “Jewels & Junk” (Table 4)

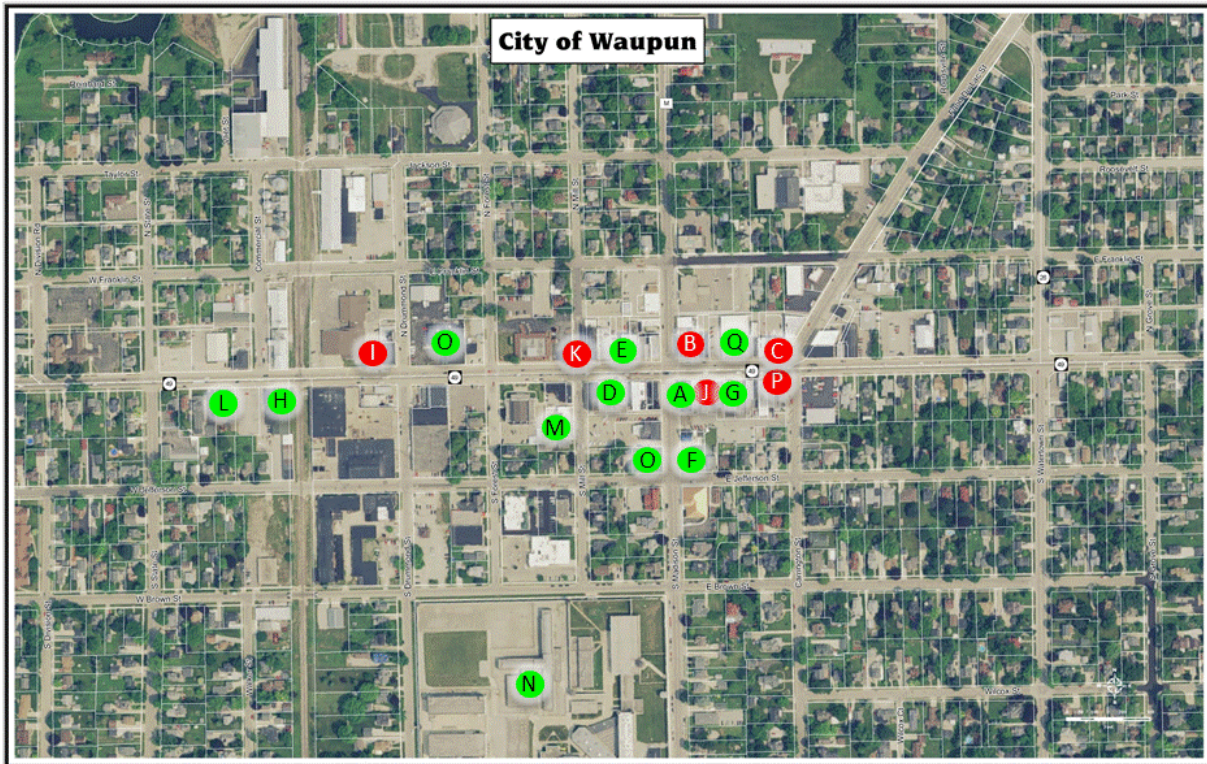


Table 4

| Location / Description | |
|--|---|
| A. Sully's | M. National Bank |
| B. Golden Cup | N. Prison |
| C. Old Domino's | O. Historical Museum |
| D. Gysber's Jewelry | P. Corner Restaurant |
| E. Club Fitness | Q. Jud's Bowling – start summer leagues |
| F. Green Collar Grooming | |
| G. Roadside Relics | |
| H. Goose Shot | |
| I. Dance Studio | |
| J. Rock Shop | |
| K. House of Hunan – make a nice hopping club | |
| L. Advanced College of Cosmetology | |

Exercise #4 - “Jewels & Junk” (Table 5)

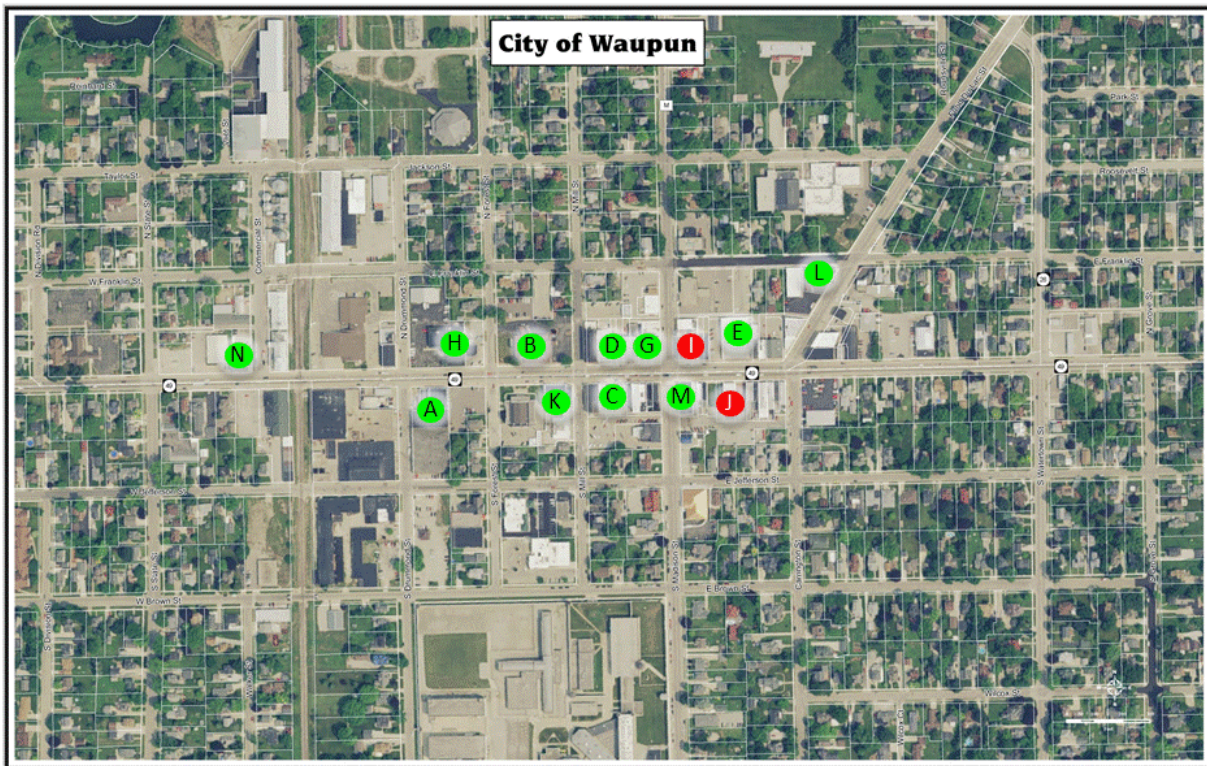


Table 5

| Location / Description | |
|--|-----------------------|
| A. Westra Tilma Accounting | M. Sully's |
| B. National Bank | N. Vanderkin Plumbing |
| C. Gysber's Jewelry | |
| D. Club Fitness | |
| E. Jud's | |
| F. Ver Hage Photography | |
| G. Brooks Shoes | |
| H. Werner Harmsen | |
| I. Breakfast, Lunch and Dinner | |
| J. Rock Shop | |
| K. Jan's Optical, Belliosiao and Creative Cuts | |
| L. Peter's Accounting | |

Exercise #4 - “Jewels & Junk” (Table 6)

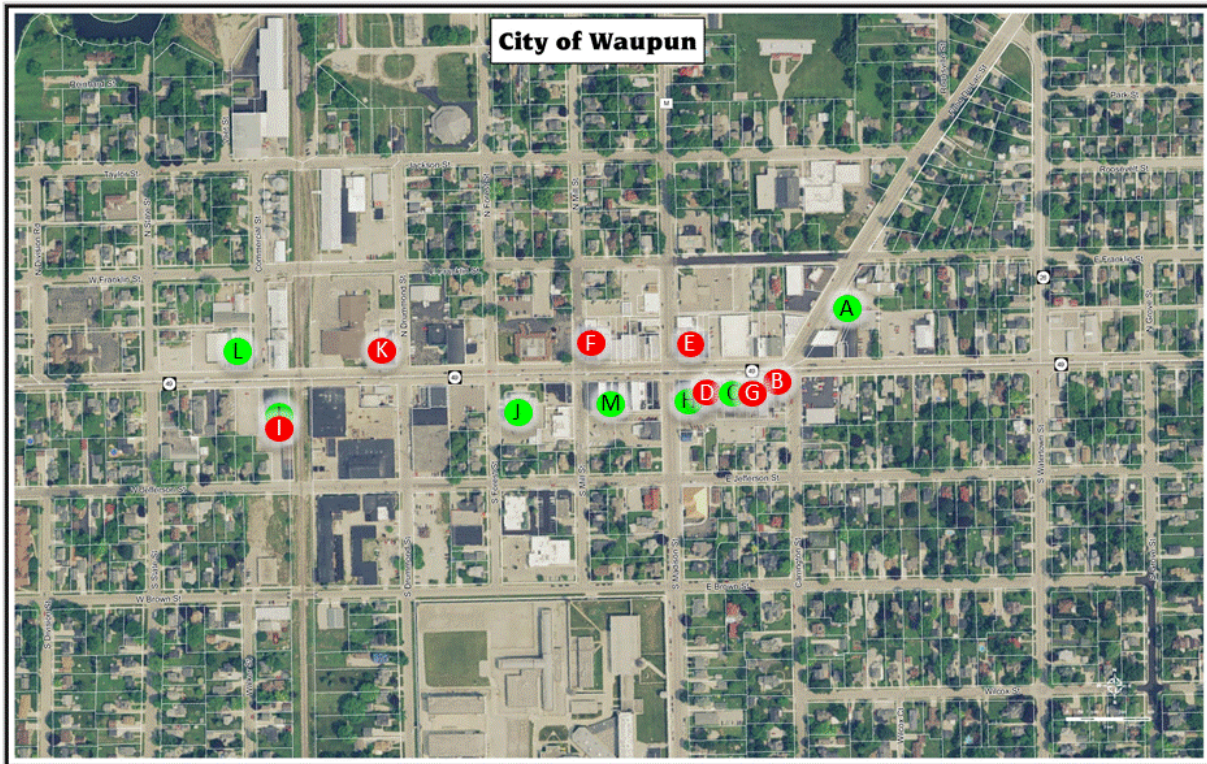


Table 6

| Location / Description | |
|-----------------------------|---------------------|
| A. Snow Links | M. Gysber’s Jewelry |
| B. Empty building | |
| C. Roadside Relics | |
| D. Green space | |
| E. Golden Cup | |
| F. Chinese Restaurant | |
| G. Pretty Turtle | |
| H. Sully’s | |
| I. Goose Shot | |
| J. City Hall | |
| K. Ken Liebenow’s building | |
| L. Tim Vanderkin’s building | |

Exercise #4 - “Jewels & Junk” (Table 7)

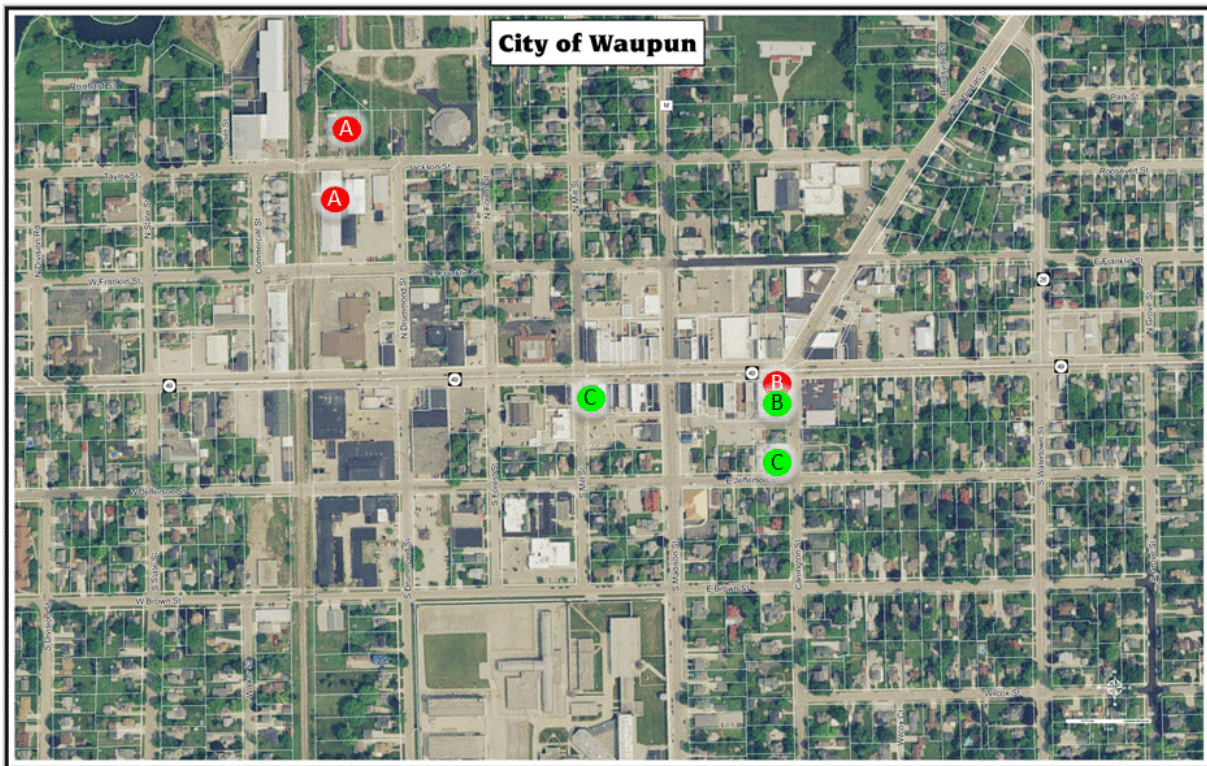


Table 7

| Location / Description |
|--|
| A. Curves Building– Vande Streek Oil |
| B. Rock Shop – good bldg. with poor shops. Most have service style, need more retail |
| C. Sculpture |
| Downtown biz – come in but leave because of no draw and limited parking |
| Also east side of town has high visibility from USH 151 |
| |
| |
| |
| |
| |
| |
| |
| |

Exercise #5- “Placemaking & Big Ideas” (Table 1)



Table 1

| Location / Description |
|---|
| A. Tear down building to build parking lots for Farmer’s Market |
| B. Professional space, so that professionals to build consumer base |
| C. Piano Bar! |

Exercise #5- “Placemaking & Big Ideas” (Table 2)

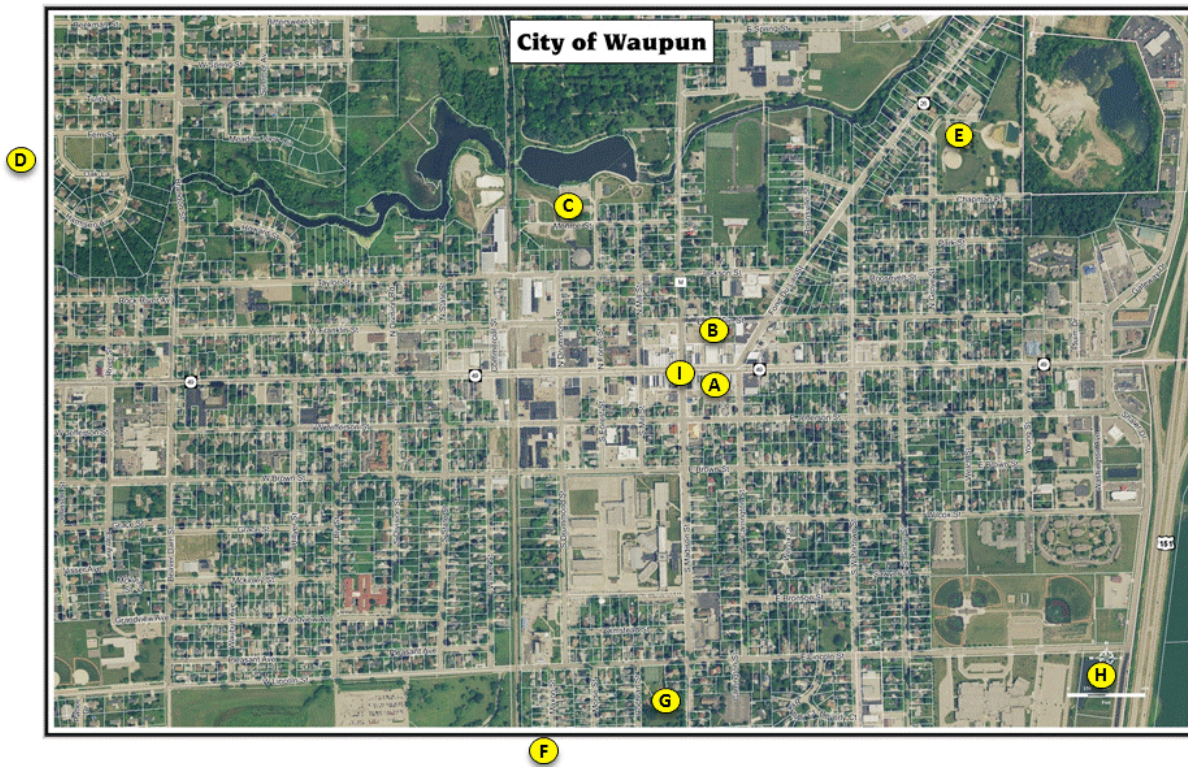


Table 2

| Location / Description |
|---|
| A. Rock Shop – Turn into Brew Pub with outside dining |
| B. Move Farmer’s Market back downtown |
| C. Harris Park – develop area |
| D. Use Rock River more |
| E. McCune Beach |
| F. Soccer Fields |
| G. Dodge Park – Band Shell |
| H. Develop Pond / waterfall – good impression from Hwy 151 of school & ballfields |
| I. Downtown businesses work with Art Students to showcase their work |

Exercise #5- “Placemaking & Big Ideas” (Table 3)

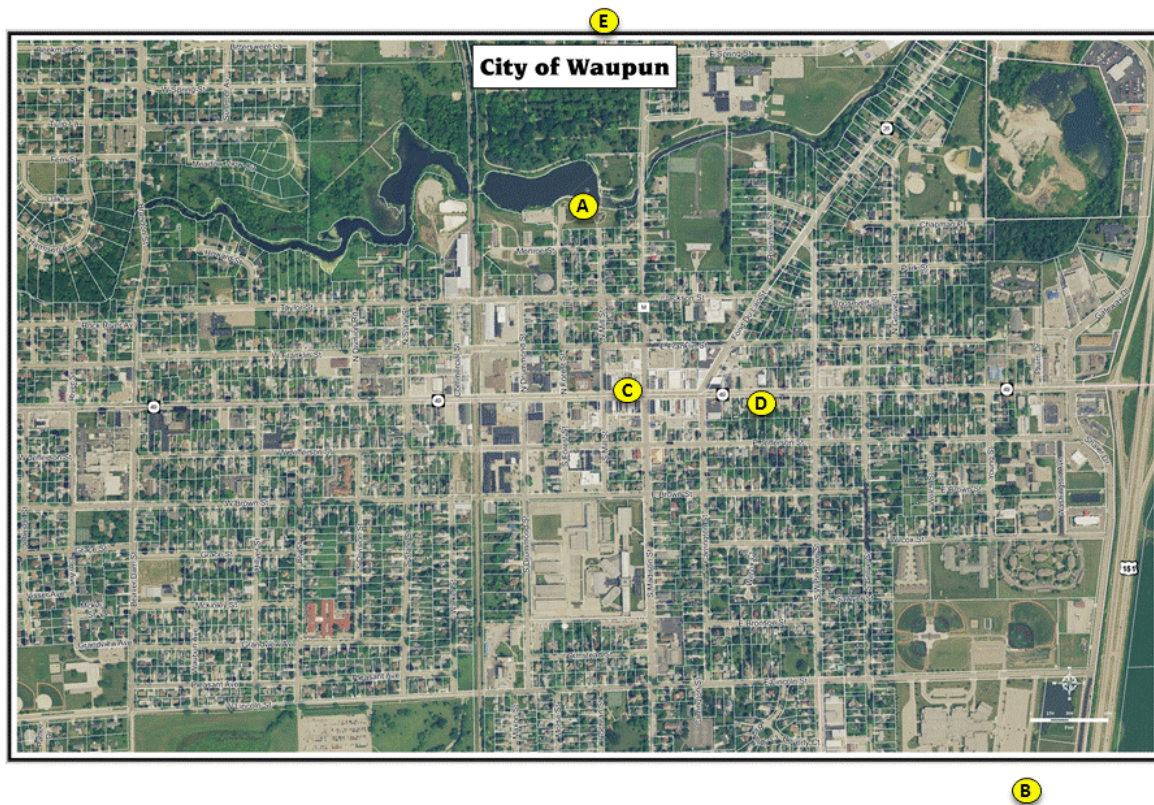


Table 3

| Location / Description |
|--|
| A. Canoe Rental / paddle boats / boat races / remote control boat racing |
| B. Festival Grounds – kite flying, R.C. Airplanes, Food, Farmer’s Market, park with big chess board pieces |
| C. Downtown Block Party |
| D. Coffee Shop |
| E. Empty Space (movies, party lights, smoker, bonfire_ |

Exercise #5- “Placemaking & Big Ideas” (Table 4)



Table 4

| Location / Description |
|--|
| A. Microbrewery! |
| B. Mill pond – remote control sailboats, etc. |
| C. Hangout area – seasonal theme (open spaces) |
| D. Nightclub – music and dancing |

Exercise #5- “Placemaking & Big Ideas” (Table 5)



Table 5

| Location / Description |
|--|
| A. Farmer’s Market / winery and brewery with outdoor seating |
| B. Deli |

Exercise #5- “Placemaking & Big Ideas” (Table 6)



Table 6

| Location / Description |
|---|
| A. Diner / Restaurant / Café |
| B. Open space / facelift |
| C. Close Main Street – pedestrian only |
| D. Trolley on weekend connecting all ball diamonds and downtown |
| E. More green – trees, flowers |
| F. Level lot behind Jud's for green space |

Exercise #5- “Placemaking & Big Ideas” (Table 7)



Table 7

| Location / Description |
|---|
| A. McCune Park – make it a climbing wall, family fun, national guard training, outdoor fitness, walking trail to connect with boardwalk |
| B. Flexigraph/old industrial- turn into museum, historic tour depot, tour of sculptures start |
| C. Downtown – change from service oriented to retail / experience business and local hot spots – martini bar, farmer’s market. |
| D. Develop as big box retail / truck stop / quick on and off hwy stops. |

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