



# Design Wisconsin Impact Report (2014-2020)

January 6, 2022

## Community Design Charrettes:

The Village of Grantsburg (2014)  
The Town of Baileys Harbor (2015)  
Clark County Fairgrounds (2016)  
Iron County Regional Trail (2016)  
The City of Reedsburg (2017)  
The City of Princeton (2017)  
The Village of Ellsworth (2018)  
The City of Kewaunee (2018) (2019)  
The City of Mineral Point (2019)  
The Town of Three Lakes (2020)

## This report was prepared by:

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



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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Modified Nominal Group Process (Grantsburg, 2014)



Public Presentation (Kewaunee, 2018)

## Overview

The Community Vitality & Placemaking research team is a “Signature Effort” of the University of Wisconsin-Madison, Division of Extension. This multidisciplinary team includes county-based educators, statewide specialists, and community associates. The purpose of the Signature Effort is to develop and deploy community vitality and placemaking methods that create meaningful community impacts while contributing to the University of Wisconsin’s body of knowledge.

The Signature Effort’s flagship program, Design Wisconsin, is a holistic community design program that features 6-9 months of community capacity building, a multi-day visioning charrette, and action planning. The program is based on the 3-day Minnesota Design Team charrette process but includes research-based capacity building, public participation, and implementation tools.

Design Wisconsin relies on collaboration for success. Participating communities form multi-disciplinary planning teams to execute the logistics of the charrette and to lead community change afterwards. The charrette is facilitated by the Signature Effort but includes a “Design Team” of planning and design professionals who donate their time. The capacity building and action planning is supported by a network of University of Wisconsin educators and specialists from UW-Extension, UW-River Falls, UW-Stevens Point, and UW-Madison.

The Design Wisconsin process begins when local UW-Extension educators work with community to diagnose existing conditions and develop a local planning team. Next, the University of Wisconsin-Madison Applied Population Lab and Center for Community & Economic Development provide demographic and market analyses to add definition. A Design Team of planners and designers is assembled while the local planning team secures lodging, food, and workspace for the charrette.



(Above) Amery’s local planning team receiving organizational guidance from Nicki Peterson, co-founder of GRO Grantsburg.





Modified Nominal Group Process (Reedsburg, 2017)



During the charrette, Design Team members stay with host families, lead multiple public participation events that include local presentations, interviews, tours, focus groups, and large group discussion. The inputs of the charrette are quickly synthesized into planning and design strategies and presented to the community. Following the charrette, the Signature Effort creates a “Summary Report” that documents the entire process and outputs. Local Extension educators use the Summary Report and other resources to help the community move forward.

Design Wisconsin has adapted over time to respond to local situations, improve public participation, and to provide tools for leading community change. The next section focuses on some of the Design Wisconsin’s innovations.

## Community Survey

Every Design Wisconsin program includes a community-wide survey that collects foundational knowledge critical to the process. Each survey is designed to meet the specific needs of the local setting. The outputs of the survey not only inform the process, but can be used in a variety of ways including tourism, economic development, housing, and branding.

## Positive Youth Development

The University of Wisconsin-Extension recognizes the importance of inclusive and meaningful public participation. All too often, young people lack public engagement opportunities and are dismissed intentionally or unintentionally from community decision making. Design Wisconsin empowers youth through a variety of participation activities. Elementary school students submit their ideas in the form of illustrations that are coded into thematic elements providing rich data for the community and Design Team members. Local high school students conduct Strengths, Weaknesses, Opportunities, & Threats (SWOT) analysis, Principles of Placemaking Assessments, and Imageability Maps as part of building community capacity.



(Above) Local youth working side-by-side planning and design professionals (Iron County Regional Trail, 2016).



# Impact Report

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Youth S.W.O.T. Analysis (Ellsworth, 2018)



Youth Presentation (Iron County, 2016)

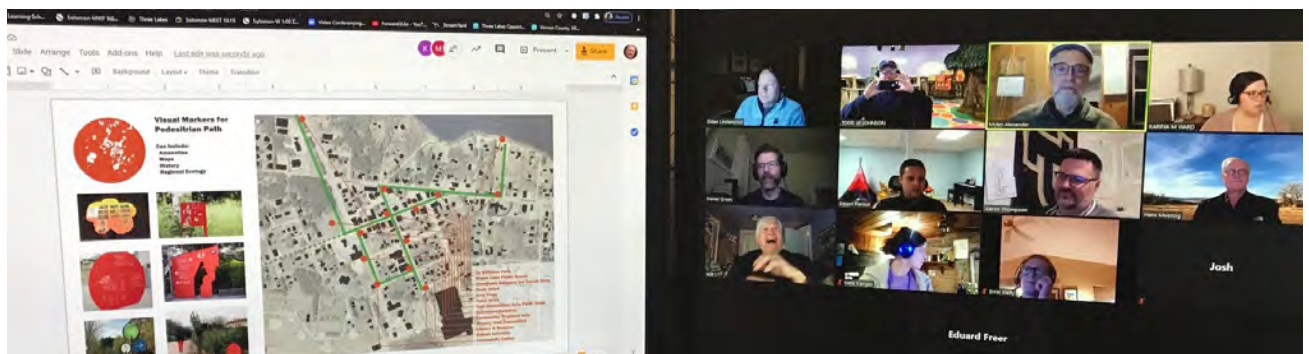
The Signature Effort works with the local UW-Extension Positive Youth Development Educator to create meaningful participation. Some examples include: allowing youth to give formal presentations to local decision-makers, lead site tours, develop planning and design alternatives alongside Design Team members, present final plans to their community, and travel to serve as official Design Team members in other towns.

## Underrepresented Populations

As part of community capacity building, UW-Extension educators and specialists lead local planning teams through a socio-economic and demographic exercise to identify underrepresented populations. Strategies are developed and deployed to reach out and appropriately include those populations in the program. Some examples include, providing an opportunity to serve on the local planning team, designating a focus group session for the population, and conducting interviews or surveys to collect data.

## Virtual Charrette

During the 2020 pandemic, the Signature Effort designed a 2-month virtual charrette process supported by faculty and staff from the University of Wisconsin-River Falls, University of Wisconsin-Stevens Point, and the University of Wisconsin-Madison. Because the program was entirely online, the program featured planning and design professionals from Wisconsin, Minnesota, North Dakota, South Dakota, and Indiana. Community members participated by creating and submitting online videos, taking surveys, and attending multiple focus group sessions. Design Team members collaborated in virtual studio sessions and presented their work to the community on Facebook Live and responded to questions via Zoom break-out sessions.



(Above) Planning and design professionals from 5 states collaborate online in multiple "virtual design studios" over the course of 2 1/2 weeks (Three Lakes, 2020).





## Lessons Learned

The following section outlines some of the lessons learned from the participating communities as well as the planning and design professionals who volunteer their time and talents to make Design Wisconsin a success.

### Every Community Is the Same & Every Community Is Different

Many rural communities are facing similar issues (i.e. affordable housing, childcare, public participation, population retention and attraction, job growth, etc.) but are manifested in different ways. Each community responds differently based on its unique built, natural, political, economic, and social environment. Differences in local leadership, funding, volunteers, and timing often determine to what degree a community is successful in pursuing its vision. Appreciative Inquiry methods can help identify the community's "recipe for success" that can be replicated for future projects. Reflecting on past successes, local planning teams can assemble the necessary ingredients to create practical action plans.

### Start With the End In Mind

Implementation requires planning. Transitioning to it can be difficult after completing a visioning process. Design Wisconsin provides curriculum prior to the charrette that helps communities transition into action after the charrette. This includes the "recipe for success" process mentioned above as well as an inventory of community assets, organizational structures, and relationships necessary for taking action. In addition, community change agents from other Design Wisconsin communities provide case studies as well as real-time technical support.



## Impact Report

Design Wisconsin (2014-2020)



## Community Change Takes Time

Change can be difficult. Successful implementation requires smaller (simpler) projects that build up to larger (complex) ones. Sustaining community change processes may require revitalizing or repurposing existing community groups and organizations; replacing existing leadership; developing new collaborations and partnerships; and/or creating a new organization from scratch. University of Wisconsin-Extension educators and specialists can help local planning teams develop and execute action plans that can be successfully implemented over time by combining research-based methods with local knowledge.

Since its 2014 pilot project in Grantsburg, Design Wisconsin has been adapted and deployed in Baileys Harbor, Clark County, Iron County, Reedsburg, Princeton, Ellsworth, Kewaunee (twice), Mineral Point, and Three Lakes. It has won several awards and featured at numerous state, national, and international conferences. The following text highlights the impacts in each of those communities.

## High-Performing Teams

Preparing the community for a Design Wisconsin charrette and tackling implementation afterwards requires teamwork. Quite often, this is left to the “usual suspects” who typically take on projects in their community. The University of Wisconsin-Extension works with the local community to assemble a diverse and high-performing team that can identify roles and responsibilities and execute tasks effectively.



(Above) Paul Mandell, Director of the State of Minnesota Capital Area Planning works with Steven Grabow, UW-Extension Professor Emeritus to synthesize design concepts (Baileys Harbor, 2015).



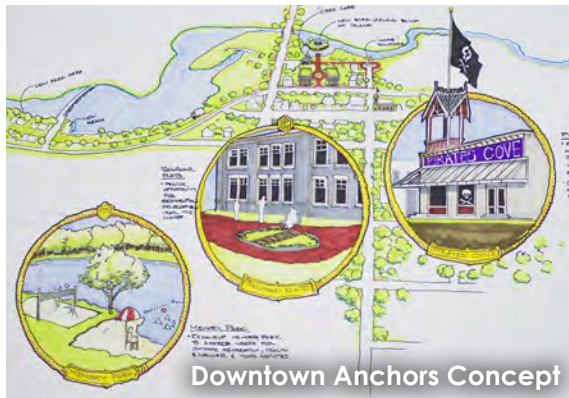


## Grantsburg (2014)

In 2014, Randy Thoreson, National Park Service Rivers & Trails Planner, contacted UW-Extension in hopes of piloting a community design charrette for the small rural community of Grantsburg, Wisconsin. Working with the Minnesota Chapter of the American Institute of Architects and the Minnesota Design Team, the University of Wisconsin-Extension's Community Vitality & Placemaking Signature Effort launched its first community design charrette on April 10-13, 2014.

Outcomes from the visit included strategies for leveraging natural resources, addressing population retention and attraction, developing a stronger Highway 70 business corridor, providing a variety of housing options, celebrating the community's upcoming sesquicentennial, revitalizing the downtown business district, and organizing the community for positive community change.

In order to mount the design charrette, community members formed the group "Grantsburg Revitalization Operation (GRO)". This non-profit organization included representation from the Grantsburg Village Board, Grantsburg Public Works Department, Grantsburg Public Schools, Burnett Medical Center, Crex Meadows, local service businesses, local retail businesses, local manufacturing businesses, farmers, the Library, outfitters, UW-Extension Burnett County, and the Burnett County Administration.



Immediately following the charrette, the group created a series of action teams each focusing on one of the shared vision topics. In 2021, GRO's founder Nicki Peterson, delivered a presentation at the 2021 Wisconsin Rural Partners Summit summarizing their work.

*"Our group (GRO) talked and highlighted what it felt was important to the community and where it wanted to see growth happen. So everything that we've been working on we know and are confident that it's what our community wants. From the design team weekend, we decided to focus on five areas: branding, natural resources, Highway 70, downtown, and housing. Everyone from our original group was assigned a focus area and charged with developing a team of community members involved who were passionate about that topic."*







New Streetscape Improvements



New Brewpub & Streetscape Improvements

### Community Branding

We have a new logo that appears on gateway signage coming into town, on new banners in the downtown, and on new informational kiosks located at Hwy 70 intersection and at Memory Lake Park. We also have been promoting our natural resources and community amenities via our website, social media, and we now are a member of the WEDC Connect Communities program.



### Natural Resources: Wood River Clean-Up

Volunteers cleaned up the six miles of windy riverway that connects downtown Grantsburg to the St. Croix National Scenic Riverway.

### Natural Resources: Community Outdoor Recreation (COR)

Volunteers formed the Community Outdoor Recreation (COR) committee. They built an outdoor fitness trail and are currently raising funds to develop a new splash pad with an improved playground.



(Above) New informational kiosks for Grantsburg's expanded trail system.



University of Wisconsin-Madison Landscape Architecture Capstone Project

### **Downtown: UW-Madison Capstone Project**

UW-Extension connected us with UW-Madison School of Planning and Landscape Architecture to have Saige Henkel, a landscape architecture student, develop a Grantsburg downtown revitalization plan as her capstone project. The student developed gateway and connection concepts that emphasized the local natural resource amenities and a downtown streetscape design (image above).

### **Downtown: Community Development Block Grant**

With the Design Team project and the capstone project it gave us the tools needed to be awarded a Community Development Block Grant. In the summer of 2019, we redid all of the streets in the downtown, all new street lights, and hired a designer to create banners in the downtown that went with our theme "Start Here". We also developed new sidewalks, crosswalks, stormwater improvements, benches, and garbage receptacles. It's all made a dramatic difference in our downtown.

### **Downtown: Brickfield Brewing Spurs New Development**

During the charrette, one of the main things that people said they wanted was beautification and revitalization of downtown.

In response, local community members purchased the underutilized historic creamery building in the downtown and transformed it into a brew pub. In 2018, Brickfield Brewing opened up its doors to the community (image right).



Adaptive Reuse of Historic Creamery to Brewpub

Since then, 11 new businesses have opened up downtown including: a pet groomer, vintage occasional store, custom cakes, realtor, chiropractor, hair salon, media network, clothing store, classic car restoration, wreath company, and a coffee and wine bar.





## New Community-Supported Housing in Grantsburg

### Housing

We were awarded a \$5,000 grant to conduct a housing market analysis. Following that, local investors developed 2 sets of duplexes along the Wood River in downtown Grantsburg (image above). We recently had a developer receive approval to create up to 50 houses.

### Downtown: Campground

A group of people have approached the Village to add more sites to the current campground and to add 30+ sites to a new area along the Wood River with access to kayaking and canoing.

### Highway 70

We created new wayfinding signage that directs people to the downtown, the campgrounds, Memory Lake Park, and our hiking and skiing trails.

### Community Spirit: Fire Hydrants

Another idea from the Design Team visit was to celebrate our upcoming sesquicentennial by transforming our numerous fire hydrants into local art. Local youth teamed up with the school and a local artist to paint our fire hydrants to build community spirit." (images below)



### Awards & Recognition

In 2020, GRO Grantsburg was awarded the "Top Rural Development Initiative" from the Wisconsin Rural Partners. Since its inception, GRO has partnered with UW-River Falls, UW-Madison, and UW-Extension to connect the knowledge and resources of the University of Wisconsin System with the wisdom and courage of a community actively pursuing its shared vision.





## Baileys Harbor (2015)

In 2015, Rob Burke, former UW-Extension Community Development Educator for Door County and Area Extension Director (now retired), contacted the Community Vitality & Placemaking Signature Effort to mount a design charrette in the small coastal town of Baileys Harbor. The Team worked with the Town Board, local citizens, and the County to form a local planning team. On November 5-7, a group of 20 professional volunteers worked with the community to discover a shared vision for the future. The primary themes that resulted from the process were: a year-round economy, community identity, stronger connections with nature, and enhanced quality of life.

Immediately following the visit, residents formed affordable housing, downtown, business, community center, and natural resource action teams to implement strategies to pursue their vision. The following text outlines some of the results of their work.

### Downtown: Public Spaces

The process revealed a need to strengthen the public realm in the downtown. Several community members worked with local officials on the following projects.

- New Public Property: In 2019, the Town purchased property across the street from the fire station to secure for potential future public uses in the downtown.
- New Fire Station: In 2020, the Town built a new \$3.6 million fire station on the site of the previous station. The Town chose to keep the station located downtown and to use building materials that compliment the historic Town Hall across the street (image below).



## Impact Report

Design Wisconsin (2014-2020)





**3 New Parks Developed Along the Waterfront**

- Community Gateways: The community asked the Design Team to help them improve the appearance of the north and south entrances to Baileys Harbor. Outcomes from the charrette suggested developing the public land on either end of the downtown as well as a vacated Town road and alley as small public parks. Soon after the charrette, local residents donated time and materials to construct 3 new public parks: Lakeshore Park, Harbor View Park, and Bluff End Park (images above).
- Nelson's General Store Property: The Town passed a referendum to purchase the Nelson's General Store Property next to the marina. In 2020, the University of Wisconsin-Madison School of Business selected Baileys Harbor as a MBA capstone project. Three graduate students worked together to develop recommendations for community and economic development based on local and regional market analysis, case studies, and interviews with key stakeholders. They recommended the site be redeveloped as a public plaza or public market to expand the marina site to provide additional public waterfront space. In 2021, the Town announced a Request for Qualifications for redeveloping the site based on those recommendations.
- Community Garden: Another outcome from the 2015 charrette was building a community garden behind the local Historical Society & Information Center site. In 2019, local volunteers built the community garden.
- Community Center: Local residents identified the need for a community center. The charrette revealed an opportunity to repurpose and expand the existing uses of the Town Hall and Library to serve as a community center (image right).
  - Senior Exercise Classes: Immediately after the charrette, a local resident began offering exercise classes for seniors on days the County's senior meal program is offered at the Town Hall. This inspired County staff to envision future programming for seniors at that site as well.
  - Youth Activities: A group of parents started offering "Fun With Friends" nights to provide recreational programming 10-2 times per month for middle-school-aged children. A family movie night is currently being explored.
  - Book Club: A town book group has been established, meeting monthly at the library.



**Town Hall & Community Center**





## Downtown: Private Redevelopment

The Design Team highlighted properties in the downtown area that were underutilized and/or available for redevelopment. Since then, the following private improvements have been made to the downtown.

- Restaurant: An underutilized property was redeveloped as a restaurant adjacent to one of the new small parks.
- Coffee Shop: A small local coffee shop purchased a larger property in the downtown to expand its business (image right).
- Retail & Outdoor Recreation Rental: An existing three-car garage was transformed into 2 new retail businesses and a surf and windsurf shop.
- Brewpub: Door County Brewery relocated and built a new and larger facility downtown (image above).
- Expanded Retail & Affordable Workforce Housing: Two downtown businesses are redeveloping their sites to expand and improve their existing facilities while providing affordable workforce housing above for 25-30 residents.



## Affordable Housing

A team of local residents formed an affordable housing group to look at long-range year-round housing as well as seasonal housing opportunities. The group has developed a video highlighting programs and funds for home buyers as well as specific locations for in-fill housing.

## Business Advisory Team

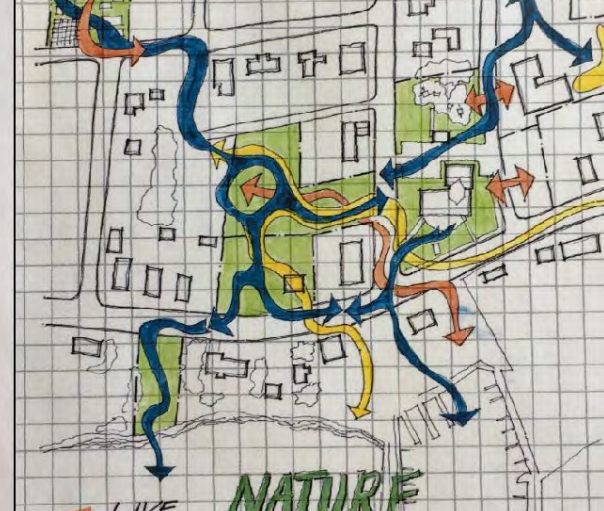
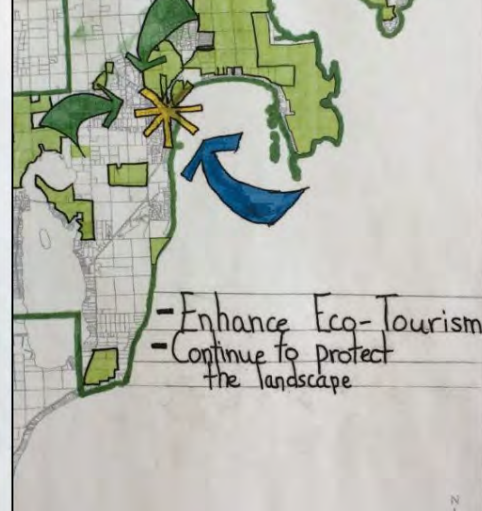
A group of retired business owners have formed to provide free business consultation.

## Public Art

Several community members have come together to work on infusing more art and public art pieces into the Town setting.







## Planning & Design Concepts

### Trails & Recreation

Several community members have begun mapping all of the trails and outdoor recreational opportunities in the area. The group has partnered with local businesses and the local historical society to develop online marketing tools as well.

### Dog Park

Shortly after the design charrette, volunteers worked with the Town to develop a community dog park and to obtain "Dog-Friendly" status (the only municipality in Door County with that state-level designation).

### Dark Skies

A group of residents is working with the Town to achieve "Dark Skies" status.

### Recycling Center

The charrette identified the need for a community recycling center. Within a year, the Town repurposed an old dump site as a recycling drop-off site free to local residents (images below).



New Community Recycling Site





Community Stakeholders Develop Planning & Design Alternatives



## Clark County Fairgrounds (2016)

In 2016, Melissa Kono, Community Development Educator for Clark County Extension, contacted the Community Vitality & Placemaking Signature Effort to facilitate a community design charrette for re-imagining the Clark County Fairgrounds. The current facility had traffic flow concerns and funding challenges. a program was developed to explore alternative uses and configurations of the site to maximize County investment and provide future opportunities for growth and revenue.

After developing an economic impact report, Melissa Kono and Todd Johnson, Land Use & Community Development Specialist at UW-River Falls (Extension), co-facilitated a space needs and operational visioning session with key stakeholders from the County Board and UW-Extension (image right). The results informed a half-day charrette led by Kono, Johnson, and Aaron Thompson, Professor of Natural Resources at UW-Stevens Point (Extension), to develop several planning and design alternatives.

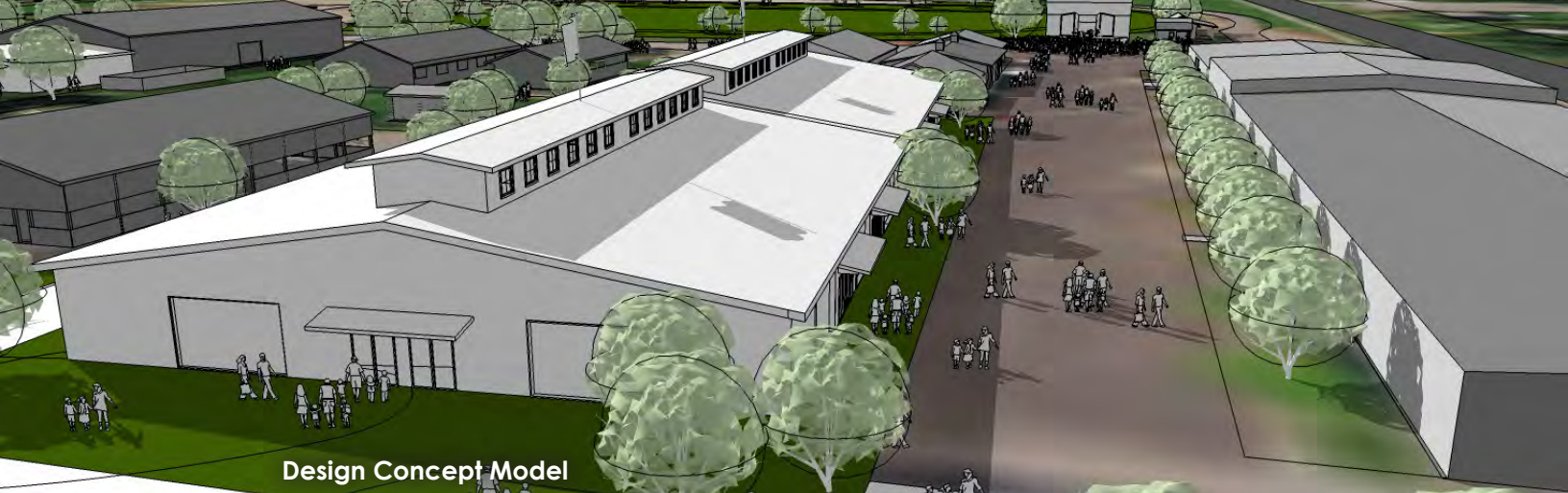


Following the charrette, 3D computer models of the alternatives were developed to help the County Board visualize each alternative (image below and images on next page).



Design Concept Model





Kono worked with the County Board to form a fundraising committee for site improvements. On August 19, 2021, Clark County hosted a ribbon cutting event for their new Multi-Purpose Livestock Barn (photo below).







## Iron County Regional Trail (2016)

In 2016, Will Andresen, former Community Development Educator for Iron County Extension, Area Extension Director, and Community Development Institute Director (now retired), assisted the Iron County Board to develop a multi-modal, multi-state trail and trailhead system connecting Iron County Wisconsin to Gogebic County, Michigan. In order to create this trail, a collaboration was assembled which included the National Oceanic & Atmospheric Administration-Office of Coastal Management, Wisconsin Coastal Management Program Iron County, Iron County Board Trails Committee, and UW-Extension Iron County. The project scope of work included the communities of Montreal and Hurley in Wisconsin and Ironwood, Michigan.

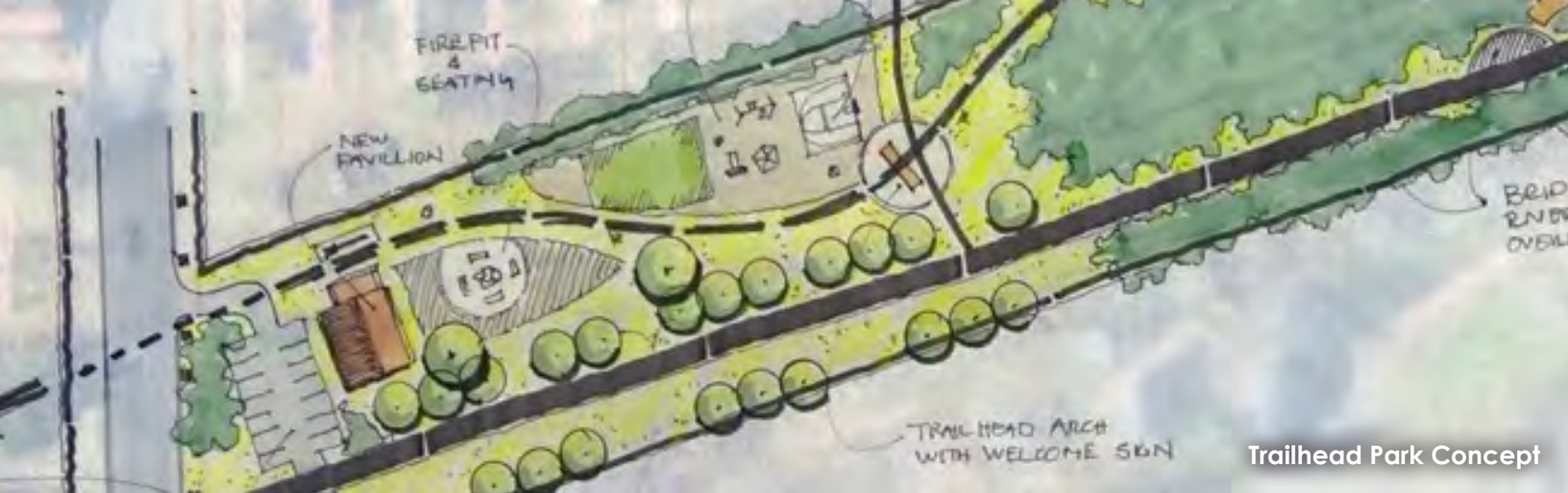
As the project took shape, it became necessary to devote time and resources towards developing a shared vision. The Community Vitality & Placemaking Signature Effort was asked to assemble a multi-disciplinary team to facilitate a 2-day charrette. Unique to this project was the decision to empower local youth as part of the process. Will Andresen along with Neil Klemme, UW-Extension Iron County 4-H & Positive Youth Development Educator, assembled a joint stakeholder group consisting of Iron County Trails Committee members and local high school youth.

On October 4-5, the local youth led a site visit for the Design Team and participated in a visioning workshop with Iron County Trail Committee members. Following the workshop, the youth worked alongside the Design Team to develop planning and design alternatives for the project (image right). That evening, the youth co-presented the concepts with their new colleagues to the general public.

Some of the key outcomes of the project included the specific location and design of trail and trailhead sites, amenities, and wayfinding devices. Since the charrette, youth participants along with local UW-Extension staff have provided leadership in bringing the project to life.







Trailhead Park Concept

## Physical Impacts

Soon after the charrette, the community of Hurley paved a section of the trail from the Hurley-side of the Montreal River to Highway 51 (image right). 2 years later, Iron County was purchased the land necessary to finish the trail. Iron County Outdoor Recreation Enthusiasts (ICORE), a local non-profit group, raised over \$15,000 to build a parking lot, lights, and kiosks at the new trailhead in downtown Hurley (image above).

In 2018, a new non-profit, Northern Iron County Engaged Residents (NICER), formed to implement ideas from the charrette as well as other ways to improve the quality-of-life in the area. In 2020, NICER received permission to build a community garden located at the Montreal trailhead (images below).

## New Multi-Modal Multi-State Trail



New Community Garden Gate



New Raised Beds at Trailhead

In 2020, Ironwood, Michigan received a \$1.5 million Community Development Block Grant to develop a city square that includes many design features identified in the 2016 charrette. The finished project will enhance the downtown as well as the Michigan portion of the trail.





## Social Impacts

Although the purpose of the charrette was to develop a new trail, it produced significant social impacts as well. Immediately following the charrette, one of the youth participants was approached by a local engineering firm and offered an internship. Two other youth participants presented the charrette process at the 2017 International Community Development Society Conference in Big Sky, Montana. Conference attendees marveled at the youth's command of the subject matter and noted the significant contribution their presentation had on the conference.

The charrette provided an example of meaningful youth involvement leading to positive community change. This inspired other groups to create similar opportunities. Today, NICER reserves 2 seats on their executive board for high school students, the Gogebic Range Health Foundation includes 2 youth positions on their Board of Directors, and 6 seats are reserved for young people to sit on the Iron County Board and its sub-committees.

Young people now have social capital and are recognized by adults as partners in community change and decision making.



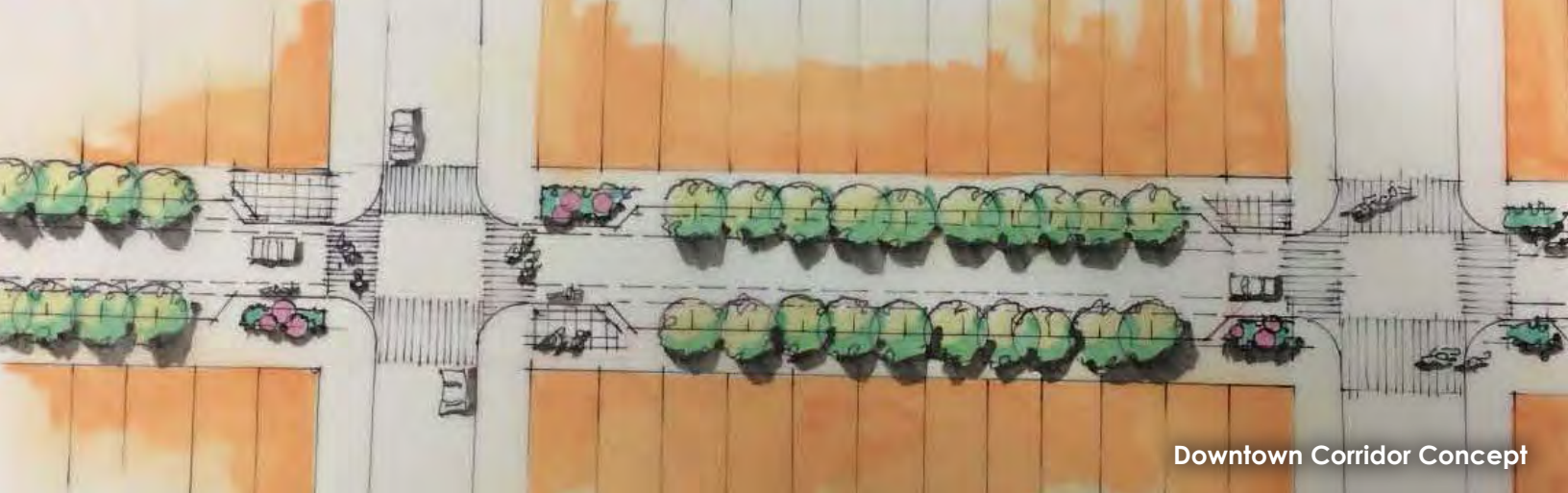
Youth Participating in Visioning Session



Signing Up to Lead Change







Downtown Corridor Concept

## Reedsburg (2017)

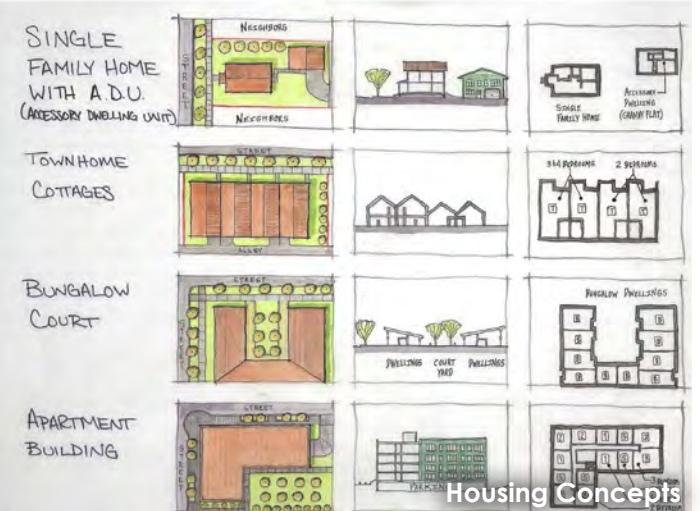
In 2017, Jennifer Erickson, University of Wisconsin-Extension Community Development Educator for Sauk County, facilitated a community workshop to determine the readiness for a community design charrette for Reedsburg. Following a Q&A session and presentation from the Community Vitality & Placemaking Signature Effort, the group of 250 local citizens decided to move forward with a charrette. A local planning team was assembled that included members from several community organizations as well the Chamber of Commerce and the City of Reedsburg.

On May 4-6, a group of 21 planning and design professionals helped the community identify a shared vision. Key outcomes of the charrette included:

- Connecting With Nature: maintaining and creating new opportunities to enjoy, protect, and promote the amazing natural resources found in the community. Specific strategies include expanding and improving river access, trails, parks, and citizen science.
- Connecting People: strengthening existing and forming new physical, social, and economic connections for all community members. Specific strategies include expanding and improving civic spaces, little free libraries, community WiFi. In addition, supporting efforts to build and maintain business, health, education, and service club coalitions. Creating housing opportunities for people at different stages of their lives.
- Connecting Downtown: creating a vibrant downtown that provides economic and social value while expressing the unique character and history of Reedsburg.



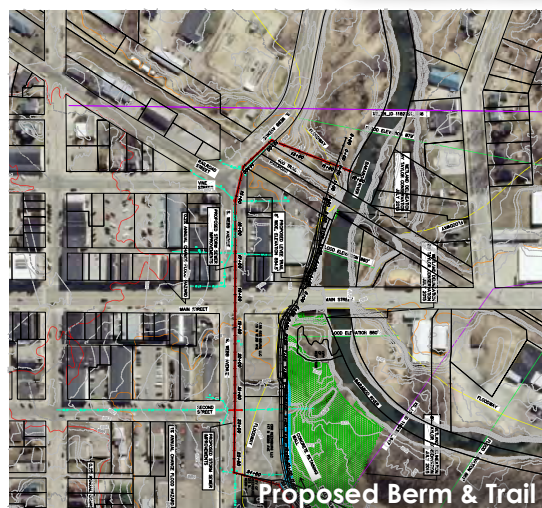




Since the charrette, the community has taken the following steps towards realizing their vision.

## Connecting With Nature

The City has expanded public access to the river at the old public works garage site. The site now features a new canoe landing with a picnic area. Local officials have established official bike routes and signage creating a network of bicycling loops and spurs. The City of Reedsburg has applied to the U.S. Army Corps of Engineers to construct a berm to mitigate flooding in and around the downtown area. The design would include a trail along its ridge that would connect both sides of the Baraboo River (image right).



## Connecting People

In 2019, the City revised its ordinance to add bungalow courts and townhouses in hopes of providing more diverse housing options.

## Connecting Downtown

Following the visit, many downtown businesses took it upon themselves to improve their building facades and signage.







## Princeton (2017)

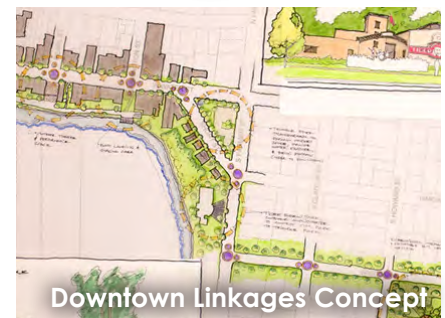
In 2017, Jay Dampier, UW-Extension Community Development Educator for Green County, contacted the Community Vitality & Placemaking Signature Effort to facilitate a community design charrette for the small rural community of Princeton. On September 14-16, a group of 20 planning and design professionals found their way to Princeton, Wisconsin to dedicate their time and expertise in hopes of helping the community discover their shared vision for the future. Five themes came out of the Princeton Design Wisconsin Team Visit.

- Youth & Family: Providing more opportunities for young people and their families.
- Wayfinding & Arrival: Helping residents and visitors navigate to interesting places.
- Economic (Re)development Opportunities: Growing existing businesses and activities.
- Nature: Connecting people with the Fox River and other natural assets.
- Action: Identifying ways in which groups of people can work together.

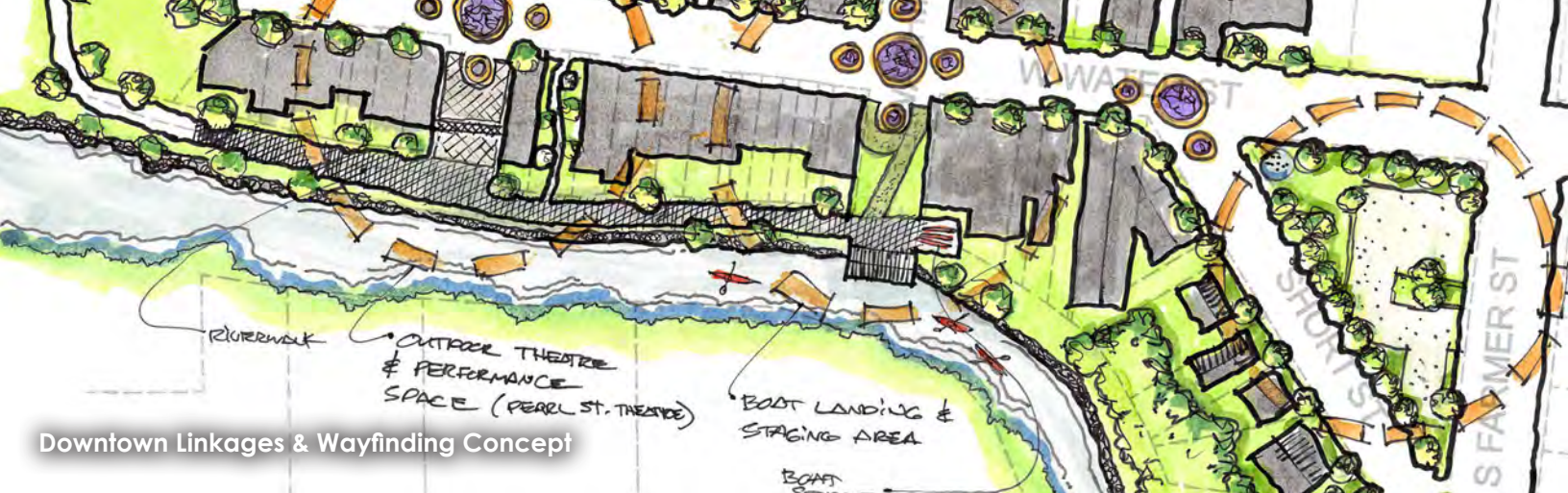
Following the charrette, the community experienced several setbacks that impacted their ability to take action: the loss of the local UW-Extension Community Development Educator position (2018); the loss of a county economic development position (2018); the impact of COVID in 2020 which deeply affected the funding sources; and the resignation of the Chamber of Commerce Director (2021). NOTE: The Chamber position is planning on being filled in 2022 after some of our funds can be replenished. Despite these challenges, the community was able to accomplish the following.

### Lodging

Several spaces above stores were renovated as tourist rentals in order to expand community ability to attract tourism.



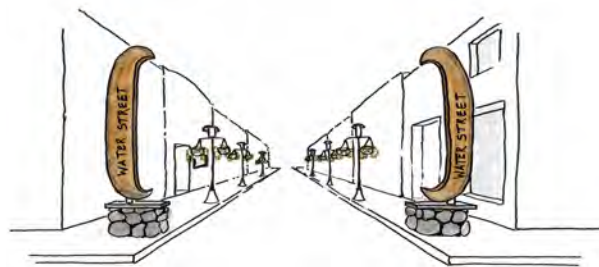




Downtown Linkages & Wayfinding Concept

## Wayfinding

Following the charrette, the City and Chamber of Commerce collaborated to develop a new streetscape banners and wayfinding plan. A Welcome billboard was designed and the existing will be refaced in the upcoming year. It is located on Highway 23 and directs day visitors to the community. At the time of our last in-person check-in, plans were underway for outdoor murals and street-painted directional signs as recommended by the Design Team.



Gateway & Wayfinding Concept

## Bicycling

Princeton benefits from a picturesque setting along the Fox River and direct access to regional trails. An active group of local cyclists formed to address the biking population within the area and to promote the biking routes and natural resources. Collaboration on biking has taken place with other communities close by to create biking opportunities which span both communities and our rural sector joining them. The local Chamber has joined forces with the Green Lake Chambre on some rides and promotions.



## Community Branding

A key outcome of the charrette was the need for consistent branding and messaging. Individual entrepreneurs within the community have done a commendable job of filling gaps as county and state level support has waned. In the year after the charrette, the retail group Shops of Water Street and the Chamber of Commerce undertook a website redesign (<https://princetonwi.com/>) which included a new section highlighting outdoor activities and natural resources that were identified during the team visit. The City and Chamber of Commerce collaborated to develop a new motto and logo (image right).







Large Group Public Participation



## Ellsworth (2018)

In 2018, Katie Feuerhelm, University of Wisconsin-Extension Family Living Educator for Pierce County contacted the Community Vitality & Placemaking Signature Effort to work with local residents, the Village government, and the Ellsworth Chamber of Commerce to facilitate a Design Wisconsin charrette.

Located within the Twins Cities metropolitan area, Ellsworth serves as the Pierce County Seat and is known for its high quality public schools and for its Ellsworth Cooperative Creamery. A team of 17 planning and design professionals conducted a charrette on October 18-20. Key outcomes from the visit included: quality of life for residents and visitors; improvements to Ellsworth's "3 downtowns"; enhanced public spaces, parks, and trails; a variety of housing options; and a new positive outlook regarding community change.

Immediately following the visit, Todd Johnson, UW-River Falls (UW-Extension) Specialist and Joe Folsom, Executive Director for Pierce County Economic Development Corporation worked with the Chamber and the Village to create a new public/non-profit partnership to lead community change. A new non-profit "E3" (Enjoy, Enhance, Envision-Ellsworth) would serve as the local Community Development Corporation complementing a new Village of Ellsworth Housing & Community Development Authority. Together, these entities would serve as the public/private engine to collect and disperse funds for local projects.



Midway Connections Concept



Building & Streetscape Improvements



**ELLSWORTH**  
envision • enhance • enjoy!





East End Redevelopment Concept



East End Streetscape Concept

The following text is from an interview with Joe Folsom, Pierce County Economic Development and Becky Beissel, Ellsworth Village President.

*"The Design Ellsworth program motivated people to step up into leadership roles. The community has a new Village Board President and new members that support the ideas that came out of the charrette. Design Ellsworth inspired them to bring in additional citizens into the process and change their attitude from "What we can't do" to "What we can do".*

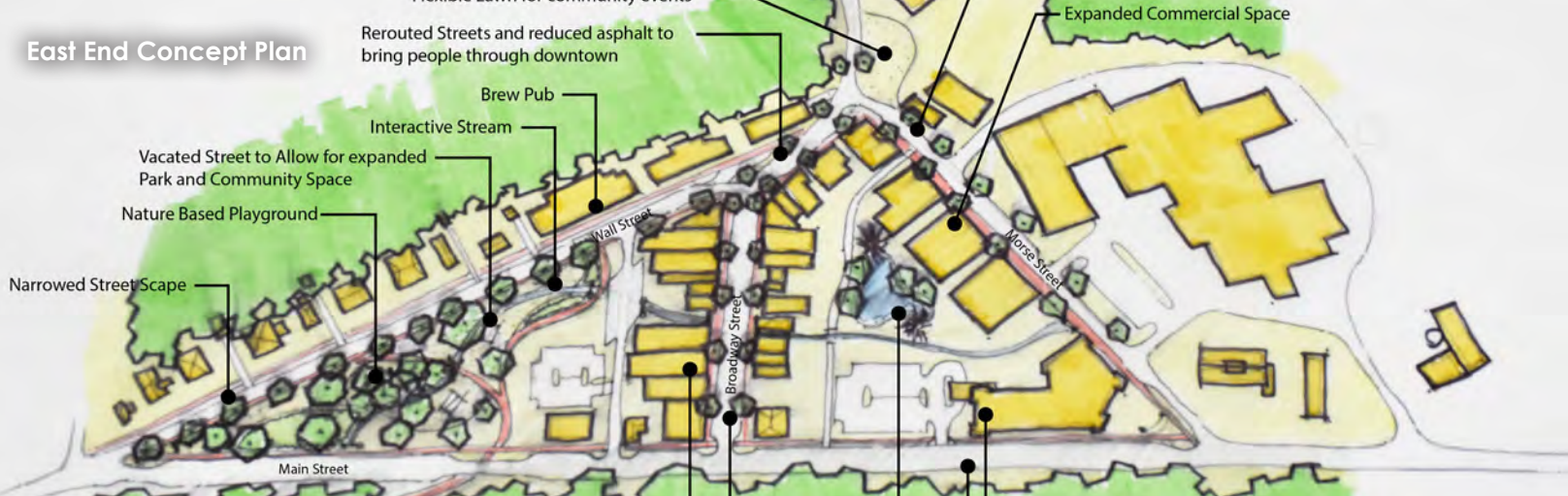
*Immediately following the charrette, community members worked with UW-Extension to develop a new public and a new non-profit group to lead community change. As a result, the Village now has a new Community Development Authority and a Community Development Corporation that work together to get things done. This combined with new leadership has created some exciting opportunities. The following developments were put into motion as a direct result or inspired by the Design Ellsworth program."*

- Volunteers worked with a local property owner to establish "E-Town Collective"-a storefront in Ellsworth's "East End" that sells donated items to raise funds for Community Development Corporation projects.
- The Ellsworth Cooperative Creamery is working with the Village to expand its operations and contribute to the vision for "East End".
- The owner of the old Junior High property is now interested in talking with the Village about what he sees as the vision for his site-something that would not have happened prior to the charrette.
- The Village is updating its comprehensive plan.
- Local high schools students are researching and identifying vacant and underutilized properties in the Village for future development as part of the update to the comprehensive plan.
- Marketing of developed industrial sites is being developed.
- Formation of an Ellsworth Trails group to address connectivity issues and lack of recreational trails in the community. Their first community trail opened on October 8, 2021.

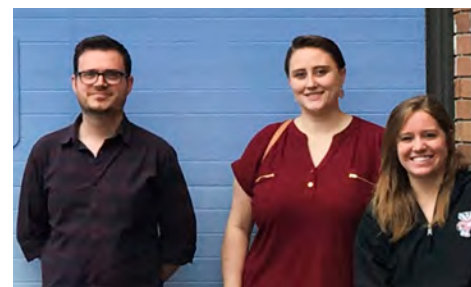




## East End Concept Plan

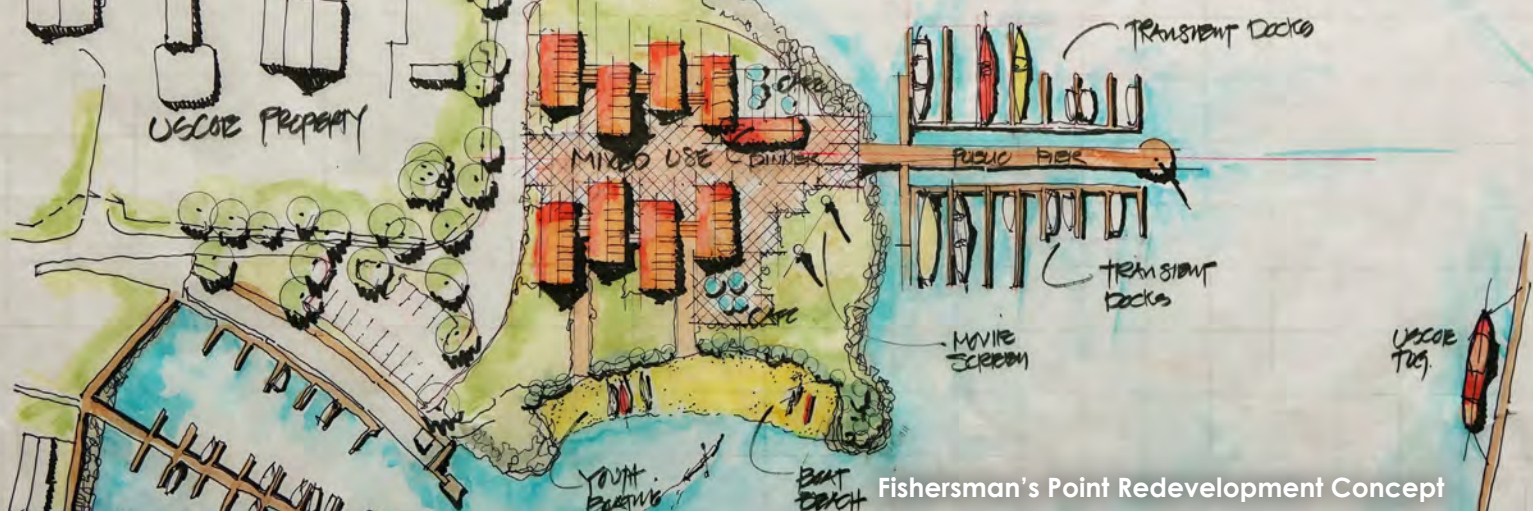


- The community is working with a developer and the Ellsworth Cooperative Creamery to build workforce housing.
- One of the top “community wants/needs” that came out of Design Ellsworth was a new library/community center. The Village Board approved to move forward with a new library project in February 2021, after 8 years of in-decision. This was contingent on the community raising \$350,000 – they raised that in 10 weeks.
- One of the buildings that was used as an example in the charrette was sold. The new owner saw the potential in the building during Design Ellsworth.
- Once we had more people in the community stepping into leadership roles, we noticed a gap in the younger population (20's-30's) so a FLEX (Future Leaders & Entrepreneur Exchange) program has started.
- We created a Summer Fun Series to activate the East End and build excitement in the community. Every Thursday from June-September there is a farmer's market, entertainment, food truck, yard games, etc set up in East End Park.
- In 2019, the Pierce County Economic Development Corporation awarded the Ellsworth Chamber of Commerce the “Cornerstone Award” for its leadership in hosting the annual Cheese Curd Festival and spearheading the Design Ellsworth program.
- In 2020, the University of Wisconsin-Madison School of Business selected Ellsworth Community Development Corporation as a MBA capstone project. Three graduate students worked together to develop a report with recommendations for community and economic development based on local and regional market analysis, case studies, and interviews with key community stakeholders.



(Above) UW-Madison MBA Students: Luis Domnguez, Vikki Doherty, & Grace Davis





Fishersman's Point Redevelopment Concept

## Kewaunee (2018 & 2019)

In 2018, Claire Thompson, UW-Extension Community Development Educator for Kewaunee County contacted the Community Vitality & Placemaking Signature Effort to help the City of Kewaunee update it's waterfront development plan. Mayor Sandi Christman appointed a special commission of local stakeholders to represent the public and local business interests of the waterfront.

On January 10-11, the University of Wisconsin's Community Vitality & Placemaking Team along with professional and student volunteers helped the community of Kewaunee discover their shared vision for the waterfront. The process included 2 community surveys-one directed toward adults and one directed toward students. The results of those surveys combined with demographic and economic data provided a backdrop for discussion. Following a site visit, the Design Team facilitated a visioning workshop with the Mayor's Waterfront Commission. Key outcomes included an overall framework for waterfront development, locations for public/private investments, and specific uses that support local culture and economic development.

Results of the initial charrette were well-received and were included in their updated plan. In 2019, Kewaunee asked the Team to return to provide additional detail to the plan. The following text is from an interview with Fred Schnook, Administrator for the City of Kewaunee.

*"The work that UW-Extension did here was transformational for the community. It really drove some planning together for the community that was desperately needed. It helped to implement and focus us on what we think is our strategic differentiator with other communities-which is our*



Waterfront Framework Concept



Detail of Public Beach Concept







lakefront. And to be able to leverage that to bring in just gobs of money-it's brought in over 5 million dollars in money to the community and I don't think we're done yet. We're just applying right now for the EDA grant for a business park which we think will get funded and that will be an additional 2 million dollars.

It's really been important for the community and I think the most important part, believe it or not, was actually the group that did the design charrettes because that gives something visual and tangible that we've hung up in our Council Chambers and it's something we refer to at almost every meeting. If anybody says, "What's your plan?" we say, "Here it is" in one visual that we can print off copies and hand out to people. Of course the details were far more important to me and the rest of the staff in terms of giving us over 400 actionable items that we've been working on and ticking off. But the visuals seem to draw money in. Money follows vision. We did not have a vision 5 years ago."

For right now it's resiliency and we're able to access all kinds of planning and grant money for resiliency issues on our lakefront and we wouldn't even be considered if it wasn't for the work that you folks did back in 2018, but how could anybody have predicted that.

I've got a \$1.75 million-dollar CDBG-CLOSE grant to clean up and renovate "Fisherman's Point" to make visible the design charrette that you guys put together four years ago. There's no way that would have come about without having the design charrettes.

I also have a guy who's bought up Salmon Harbor marina. He's planning on putting 12 million dollars in new development because of the design charrette. He saw what we're doing and he's going to be bringing in yachts that have their own crews that are going to be housed in condos renting for half a million dollars a year."

### Mixed-Use Development

A local business owner is interested in developing a mixed-use campus of buildings to be located along the waterfront as suggested by the Design Team. Its current rendition includes a hotel, spa, and retail shops (image right).







## Mineral Point (2019)

In 2019, Barry Hottmann, UW-Extension Community Development Educator for Iowa County along with Joy Gesieke, Mineral Point Chamber of Commerce contacted the Community Vitality & Placemaking Signature Effort to facilitate a 2-day charrette focused on the reconstruction of High Street-Mineral Point's historic downtown corridor. Local residents, property owners, and businesses were concerned about the temporary closure during construction as well as long-term impacts of planning and design improvements.

On November 7-8, a group of 13 planning and design professionals along with 3 graduate students from the University of Wisconsin-Madison School of Business toured the downtown district, facilitated an intense public participation workshop, and synthesized the data into planning and design alternatives for the community.

Specific outcomes stressed the importance of maintaining the historic character of High Street, staging construction to minimize negative impacts, mounting multiple public events during construction to support local businesses, and developing a clear communication plan before, during, and after construction.

Since the charrette, the COVID Pandemic has halted design the High Street project. It is anticipated that the community will coordinate future construction with access to federal infrastructure funding.



**Downtown Landscape Design Concept**



**Infill Housing Concept**



**Car Park Concept**



## Impact Report

Design Wisconsin (2014-2020)





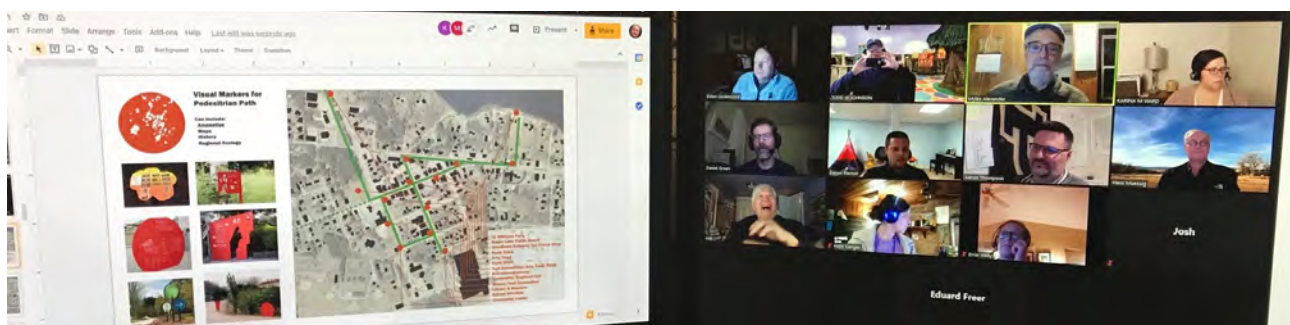
Adaptive Reuse & Trail Concept

## Three Lakes (2020)

In 2019, Three Lakes lost two of its downtown landmarks when fire destroyed the Three Lakes Diner and the Oneida Village Inn. Dedicated and passionate community members organized to move the community forward. They took the name, Forward Three Lakes. The group contacted Myles Alexander, University of Wisconsin-Extension Communities Senior Outreach Specialist for Oneida County, to help develop a positive community change process that would meet the needs of the community. The group decided to enlist the services of the Community Vitality & Placemaking Signature Effort to facilitate a community design charrette.

The COVID-19 pandemic created challenges to the Design Wisconsin process. To produce similar outputs without compromising public safety, Alexander and Johnson worked with local residents and planning and design professionals to develop a "virtual" charrette. Although this limited the ability of residents and team members to interact, it enabled the University of Wisconsin-Extension to expand their search of professional volunteers-resulting in a multidisciplinary team of 21 planners, landscape architects, architects, and researchers from Wisconsin, Minnesota, Indiana, South Dakota, and North Dakota. Because the public participation was online, activities were compartmentalized and stretched over a longer period of time to allow more people to be involved. Community members participated in multiple activities over the course of 2 months while team members donated their time and talents over the course of 2 ½ weeks instead of 3 days.

UW-Extension Educators Jessica Jane Spayde (Crawford County), Nathan Sandwick (Portage County), and Kari Weiss (St. Croix & Polk Counties) analyzed short answer responses from a community-wide survey and identified five major themes: Natural Resources, Growth & Development, Downtown, Housing, and Leadership. These themes were used as topics for online focus group sessions.

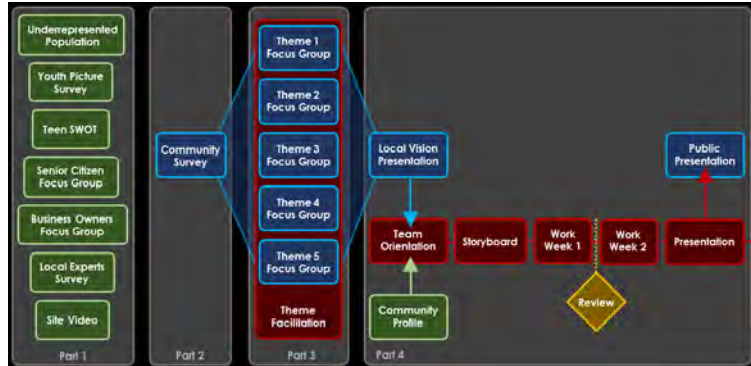






Maple Lake Winter Festival Concept

UW-Extension collaborated with UW-River Falls and UW-Stevens Point to host 20 online focus groups during the week of October 5-10. Each topic was offered on a weekday morning, afternoon, and evening. All topics were offered Saturday morning. The conversations were limited to one hour. People chose as many topics, days and times as they wished. The results were summarized and used to develop a “Draft Shared Vision”.



Virtual Charrette Program Framework

The draft shared vision as well as all previous documentation (community survey, interviews, youth assessment project, children’s drawings, and the market and demographic analyses) was presented to the Design Team. Over two and one half weeks, team members developed planning and design alternatives they believed best represented the shared values and interests of Three Lakes.

Following the virtual charrette, Forward Three Lakes developed 6 working groups: Growth & Development, Leadership, Downtown, Housing, Natural Resources, and Cy Williams Park. As of the writing of this document, the groups have been meeting regularly, despite the challenges of the COVID Pandemic.



Artisan Housing, Retail, & Public Space Concept





## Leadership Working Group

The mission of the Leadership Working Group is, "To build leadership capacity in Three Lakes."

Central to Three Lakes are the abundance of local leaders and organizations, the common relationship that folks have to the water, and emphasis on collaboration. The Leadership Working Group will use the following strategies to strengthen local leadership:

- Increase individual engagement in the community.
- Increase communication and collaboration between organizations.
- Provide educational opportunities in leadership to establish a foundation for future success.

Current activities include:

- Leadership Clinics: Launching a community survey to identify leadership training topics and skills. Camp Honey Rock, operated by Wheaton College, has offered to host leadership training clinics for the community.
- Economic Development: Defining its role as a strategic component of local economic development. Currently, it's reviewing case studies from other communities to determine how best to move forward.
- Public Participation: Working with UW-Extension to develop resources and strategies that encourage and support people to run for local office and to serve on local boards and committees.
- Youth Engagement: Collaborating with Three Lakes High School to offer a leadership development class for young people.
- Community Calendar: Working with the local Chamber of Commerce to develop an online community calendar to help coordinate and support local activities and events.
- Leadership Book Club: Collaborating with the Demer Library to offer a book club focused on leadership.
- Grant Writing: Collaborating with a professional grant writer and trainer to provide a day-long grant writing workshop.
- How to Run for Office: Collaborating with the League of Women Voters to provide a workshop on running for public office.





Pocket Park Infill Concept



Pocket Park Water Feature Detail

## Downtown Working Group

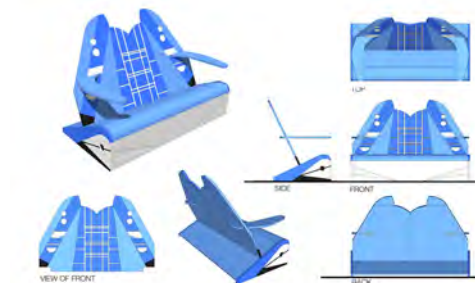
A group of 9 community members has been meeting regularly. It's made up of year-round residents, summer residents, and downtown business owners. It's mission is, *"To develop and grow a caring community with a vibrant downtown that promotes a high quality-of-life for residents and visitors alike."*

Core values include:

- A vibrant downtown that attracts visitors and supports businesses.
- A spirit of hospitality towards all residents, seasonal and full-time alike.
- A downtown that encourages pedestrian exploration.
- Outdoor gathering places and green spaces where all are welcome to rest and play.

Current activities include:

- Benches: Designing and building memorial benches to be placed throughout the downtown (image right).
- Wayfinding: Placing vintage looking pedestrian wayfinding devices to help visitors and residents find landmarks.
- Gateway Mural: Welcoming visitors to town using local art installations.
- Crosswalks: Working with the Department of Transportation to build safer and greener crosswalks in the downtown using curb cuts, curb extensions, and plantings (image lower right).
- "Connect Community": The Chamber is applying to be a Wisconsin Connect Community.
- "Downtown Three Lakes Rocks": Creating a new non-profit organization "Downtown Three Lakes Rocks". The organization will bring together downtown business owners, stakeholders, and passionate volunteers dedicated to revitalizing downtown by working in concert with the Chamber of Commerce, the Town government, and the Wisconsin Economic Development Corporation.







## Housing Working Group

The mission of the Housing Working Group is, *"To work together as a community to address the housing needs of the community to invite and retain people in the town of Three Lakes."*

Core values include:

- We care for our neighbors and their quality-of-life.
- We want Three Lakes to thrive for the next generation and beyond.
- We value the aesthetic charm of Three Lakes and the Northwoods.
- We prize community growth and creative problem solving.

Current activities include:

- Community Land Trust: Creating a community land trust for the purpose of developing homes under \$250,000 within the sanitary district.
- Collaboration with Grow North: Connecting with the Grow North Regional Economic Development Corporation's housing committee.

## Growth & Development Working Group

The goal of the Growth & Development Working Group is, *"To work together as a community to strengthen our town without compromising its identity or character."*

Current activities include:

- Co-working Business Center: Working to create a space for entrepreneurs to collaborate.
- Summer Worker Housing: Collaborating with business owners and faith-based organizations to create shared living spaces that support seasonal worker housing.
- Downtown Hotel: Supporting efforts to replace the Oneida Village Inn that burnt down.
- New Business Support: Helping the community be a welcoming community to new businesses.
- Collaboration: Serving as a connector for the Town Board, Planning & Parks Commissions, non-profit organizations, WEDC, OCEDC, and Grow North.
- Downtown Wi-Fi: Collaborating with the local Chamber of Commerce and local internet service provider to provide open access to high speed Wi-Fi in the downtown area.
- North by Northwest (NxNW) Music Festival: Creating a new summer kickoff event with the Chamber of Commerce to bring multiple bands to Cy Williams Park.
- Village Market: Creating an opportunity for entrepreneurs to pilot their ideas (farmer's market, flea market, pop-ups, entertainment, etc.) at the Oneida Village Inn site.
- Oneida County Broadband: Two members of the Group are now serving on the Oneida County Economic Development Corp's broadband committee.





## Cy Williams Working Group

As Forward Three Lakes began to organize itself into discrete working groups, it became apparent that redeveloping Cy Williams Park should receive attention worthy of its own working group. The mission of the Group is, *"To bring ideas to the Parks Commission to better support current and proposed future events to be held in the park. The goal for the park is to be welcoming to residents, visitors, and especially family activities. It is a place to recognize our history and to highlight Three Lakes as a fun place to visit and to live."*

### Priorities:

- We are focused on what is most doable, practical, and visible.
- We have identified the events that have been held in Cy Williams in the past and any changes to the park must support them.
- Committed to discussing each of the proposed elements to the park.

### Current activities include:

- Transforming the beach house to a family pavilion.
- Creating a new kayak/canoe launch.
- Identifying location for volleyball court and skating rink.
- Enhancing the shoreline and creating fishing opportunities.
- Receiving a \$7,000 donation from the Lion's Club for improving the beach house.



Cy Williams Park Concept







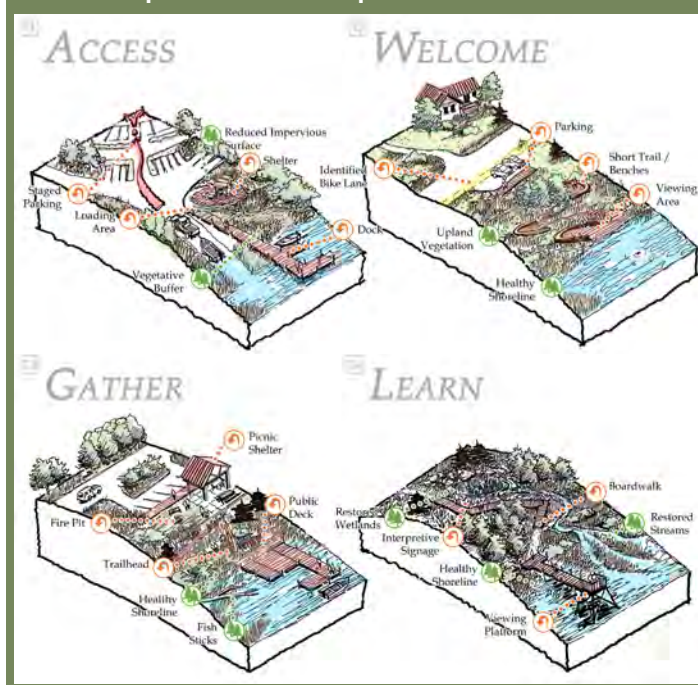
## Natural Resources Working Group

The goal of the Natural Resource Working Group is, "To attract and educate people about our beautiful natural environment, and connect residents and visitors to our lakes, forests, parks, trails, and wildlife, so everyone can experience and enjoy the abundance of natural resources that we have in our community."

Current activities include:

- Shelter Valley: Working with the Forest Service for developing site improvements.
- Thunder Lake Wildlife Area: Working with the land manager for developing site improvements.
- Promotional Videos: Creating videos of parks, trails, and lakes to use in promoting natural resources.
- Guided Tours: Developing guided nature walks with focus on plants and birds.
- Social Media: Investigating the development of a commercial Instagram account for promoting natural resources and started a bird watching corner on the Three Lakes Facebook page.
- New Birding Observation Platform: Working with the DNR, a new birding observation platform will be constructed by the end of 2022.

## Tiered Experience Concept



## Forward Three Lakes Funding

In addition to all of the great work being accomplished by the working groups, Forward Three Lakes has been actively fund-raising. As of the writing of this document, over \$8,000 has been raised for the Three Lakes Community Foundation.



## Collaboration

The success of Design Wisconsin relies on the collaboration of public and private sectors working together. Design Teams typically include architects, landscape architects, urban designers, planners, natural resource experts, economic development experts, as well as University staff, local youth, and artists. Without these partnerships, Design Wisconsin would not be possible. The following is a list of professional volunteers, members of the Community Vitality & Placemaking Signature Effort, and technical assistance offered by University of Wisconsin that have supported Design Wisconsin.



### Design Wisconsin Team Volunteers

Each Design Wisconsin charrette requires a multi-disciplinary team of planners, designers, and other experts. The following team members have donated their time, talents, and passion towards helping communities in Wisconsin.

Gary Becker, Executive Director of the Local Government Institute, Madison, WI  
Jennifer Brandel, Assistant Professor of Architecture, North Dakota State University, Fargo, ND  
Joshua Clements, Director of Planning, Sun Prairie, WI  
Tessa Conroy, Assistant Professor of Economic Development, UW-Extension, Madison, WI  
Dennis Deery, Organizational Strategy Consultant, Madison, WI  
Steve Deller, Professor of Ag Economics & Extension, University of Wisconsin-Madison  
Sam Dennis Jr., Professor of Environmental Design, UW-Madison, Madison, WI  
Max Dixon, Student, Landscape Architecture, University of Minnesota, Minneapolis, MN  
Rob Ferrett, Radio Talk Show Host, Wisconsin Public Radio, Madison, WI  
Ed Freer, Urban Designer/Landscape Architect/Planner, GRAEF, Madison, WI  
Mariah Goode, Director of Door County Land Use Services, Baileys Harbor, WI  
Joni Graves, Director of Engineering Professional Development, UW-Madison, Madison, WI  
Robert Graves, Architect, Madison, WI  
Dan Green, Architect & Principal at Miller Dunwiddie, Minneapolis, MN  
Karl Green, Community Development Educator, UW-Extension La Crosse County  
Michelle Grimm, Community Development Educator, UW-Extension Taylor County  
Steve Goltry, Landscape Architect, Minneapolis, MN  
Tate Gunard, Student Planner & Designer, Hurley, WI  
Charlie Handy, Planner, La Crosse County, La Crosse, WI  
Todd Halunen, Landscape Architect, Kimley-Horn & Associates, Hudson, WI  
Nate Hood, Senior Planner, Hennepin County, Minneapolis, MN  
Daniel Lindstrom, AICP, Director of Development Services, City of De Pere, WI  
Beth Janetski, Assistant Dean for Assessment & Academic Planning, UW-Madison, Madison, WI  
Joshua Johnson, Landscape Architect, Houston Engineering, Sioux Falls, SD





Katie Kangas, Architect, Pasque Architecture, Minneapolis, MN  
 Anne Katz, Executive Director of Arts Wisconsin, Madison, WI  
 Melissa Kono, Community Development Educator, UW-Extension Clark County  
 Sydney Kruse, Student Planner & Designer, Kewaunee, WI  
 Owen Kudick, Student Planner & Designer, Kewaunee, WI  
 Gi Morello, Student Planner & Designer, Hurley, WI  
 Tabitha Morello, Student Planner & Designer, Hurley, WI  
 Mike Lamb, Urban Design & Planning Consultant, Minneapolis, MN  
 Elden Lindamood, Architect, Wrenschall, MN  
 Paul Mandell, Director, State of Minnesota Capital Area Planning, St. Paul, MN  
 Hailey Morey, Student, Community Planning, UW-River Falls, River Falls, WI  
 Hans Muessig, Historian, Community Organizer, Facilitator/Mediator, Northfield, MN  
 Dale Ofstad, Student Planner & Designer, Hurley, WI  
 Devon Piernot, Geographic Information Systems Consultant, ESRI, Hudson, WI  
 Brook Piilola, Student Planner & Designer, Hurley, WI  
 Nicolas Pjevach, Student Planner & Designer, Hurley, WI  
 Amber Porter, Student Planner & Designer, Hurley, WI  
 Rachel Ranthum, UW-Extension Center for Community & Economic Development, Madison, WI  
 Angela Richardson, Coordinator, UW-Madison School of Business, Bolz Center, Madison, WI  
 Neil Reardon, Vice President, ESG Architecture & Design, Minneapolis, MN  
 Ron Reigle, Architect, Ellsworth, MN  
 Julie Roth, Illustrator, Milwaukee, WI  
 Eric Sanden, Professor of Conservation & Environmental Planning, UW-River Falls, River Falls, WI  
 Chris Silewski, Landscape Architect & Project Manager, Ayres Associates, Madison, WI  
 Karen Lorraine Singer, Student, W-Madison School of Business, Bolz Center, Madison, WI  
 Remington Scheis, Student Planner & Designer, Kewaunee, WI  
 Melissa Simonar, Student Planner & Designer, Hurley, WI  
 Harold Skjelbostad, Landscape Architect, Minneapolis, MN  
 Tanner Stephani, Student Planner & Designer, Hurley, WI  
 Alex Thill, Urban/Landscape Designer, GRAEF, Madison, WI  
 Aaron Thompson, Assistant Professor of Landscape Architecture, Purdue, West Lafayette, IN  
 Randy Thoreson, Planner, National Park Service, St. Paul, MN  
 Catherine Techtman, UW-Extension Environmental Outdoor Specialist, Ashland, WI  
 David Timmerman, Editor/Photographer, Grant County Herald Independent, Lancaster, WI  
 Peter Truax, Landscape Architect, Baird & Associates, Madison, WI  
 Jason Valerius, Senior Planner, MSA Professional Services, Madison, WI  
 Christina Wagner, Architect, Somerset, WI  
 Erin Welty, Program Manager, Downtown Development, WEDC, Madison, WI  
 Tiffany Weiss, Associate City Planner, Hudson, WI  
 Amber Westerman, Architect, Dodgeville, WI  
 James Winters, Community Planner, Southwestern Wisconsin RPC, Platteville, WI  
 Anika Witman, Student Planner & Designer, Kewaunee, WI  
 Janet Whitmore, Adjunct Professor, Ohio University, Chicago, IL  
 Johnnie Workman, Landscape Architect, Sambateck, Inc., Minneapolis, MN  
 Milton Yergens, Professor of Architecture, North Dakota State University, Fargo, ND



## Community Vitality & Placemaking Signature Effort

Local UW-Extension educators and statewide specialists, and community associates collaborate to keep Design Wisconsin relevant and impactful. Current members include:

Myles Alexander, Community Development Educator, UW-Extension Oneida County  
Angela Allen, Community Development Educator, UW-Extension Milwaukee County  
Joshua Clements, AICP, Director of Planning, Sun Prairie, WI  
Ed Freer, Urban Designer/Landscape Architect/Planner, GRAEF, Madison, WI  
Mariah Goode, Director, Door County Land Use Services, Baileys Harbor, WI  
Steve Grabow, Planner & Professor Emeritus of UW-Extension, Fitchburg, WI  
Brandon Hofstedt, Community Economic Development Program Manager, Hudson, WI  
Barry Hottmann, Community Development Educator, UW-Extension Iowa County  
Gail Huycke, Community Development Specialist, UW-Extension, Madison, WI  
Todd Johnson, Land Use & Community Development Specialist, UW-River Falls (UW-Extension)  
Neil Klemme, 4-H Youth Development Educator, UW-Extension Iron County  
Sharon Krause, Positive Youth Development Educator, UW-Extension Oneida County & Lac du Flambeau tribe  
Kellie Pederson, Community Development Educator, UW-Extension Bayfield County  
Kristin Runge, Community Development Specialist, UW-Extension, Madison, WI  
Nathan Sandwick, Community Development Educator, UW-Extension Portage County  
Taylor Nefcy Seale, Community Youth Development Educator, UW-Extension Dane County  
Jessica Jane Spayde, Community Development Educator, UW-Extension Crawford County  
David Timmerman, Journalist/Photographer, Grant County Herald Independent, Lancaster, WI  
Christa Van Treek, 4-H Youth Development Educator, UW-Extension Marquette County  
Karina Ward, Community Development Educator, UW-Extension Ozaukee County

## University of Wisconsin Technical Support

The following people have provided valuable technical support either in preparation for a charrette or as follow-up afterwards.

Grace Davis, Graduate Student, UW-Madison School of Business, Bolz Center for Arts Adm.  
Vikki Doherty, Graduate Student, UW-Madison School of Business, Bolz Center for Arts Adm.  
Luis Domnguez, Graduate Student, UW-Madison School of Business, Bolz Center for Arts Adm.  
Michelle Gobert, Youth and Family Development Educator, UW-Extension Forest County  
Saige Henkel, Student, University of Wisconsin-Madison, Planning & Landscape Architecture  
Sherry Wagner-Henry, Director, UW-Madison School of Business, Bolz Center for Arts Adm.  
Chris Holtkamp, Assistant Professor, University of Wisconsin-River Falls  
Grace Koppen, Student, Stage & Screen, UW-River Falls  
Patrick Nehring, Community Development Educator, UW-Extension Waushara County  
Melinda Osterberg, Community Development Educator, UW-Extension  
Rachel Ramthun, UW-Extension Center for Community & Economic Development  
Angela Richardson, Coordinator, UW-Madison School of Business, Bolz Center for Arts Adm.  
Madeline Roberts, Natural Resources Educator, UW-Extension Washburn County  
Bill Ryan, UW-Extension Center for Community & Economic Development  
Jessica Jane Spayde, Community Development Educator, UW-Extension Crawford County  
Kevin Thaisen, Assistant Professor, University of Wisconsin-River Falls  
Dan Veroff, UW-Madison Applied Population Lab





## Awards, Publications, & Presentations

The Community Vitality & Placemaking Signature Effort has shared its process, impacts, and lessons learned at local, state, national, and international events. It is recognized as a leader in community and economic development. The following is a list of awards, publications, and presentations that reflect the work of the Signature Effort and Design Wisconsin.

### Awards

2020 Wisconsin Rural Partners "Wisconsin Top Rural Development Initiative" for GRO Grantsburg  
2019 Pierce County EDC "Cornerstone Award" for Ellsworth Chamber of Commerce and Design Ellsworth  
2017 Wisconsin Rural Partners "Wisconsin Top Rural Development Initiative" for Design Wisconsin Team program in Baileys Harbor  
2017 Wisconsin Extension Environmental & Community Development Association "Outstanding Team Award" for Iron County Regional Trailhead  
2016 Wisconsin Extension Environmental & Community Development Association "Quality of Teaching Award" for Baileys Harbor Design Team  
2015 National Association of Community Development Extension Professionals (NACDEP) "Excellence In Community Development" for Community Design Charrette Program

### Publications & Articles

Johnson, T. "Design Mineral Point Summary Report". Report. 2019.  
Johnson, T. "Ellsworth Design Team Summary Report". Report. 2019  
Johnson, T. "Kewaunee Design Team Summary Report". Report. 2018.  
Grabow, S. & Johnson, T. "Community Placemaking: An Important Foundation for Comprehensive Planning and a Guide to Community Mobilization". Pending Occasional Article. May, 2018.  
Johnson, T. & Thompson T. "Kewaunee Design Team". Video. 2018.  
Johnson, T. & Thompson T. "Baileys Harbor Design Team". Video. 2018.  
Grabow, S. & Johnson, T. "What is Community Placemaking?". White Paper. October 10, 2017.  
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Johnson, T. and Klemme, N. "Youth + Community Design: Design Wisconsin Team Engages Rural Youth in Community Development to Build Social Capital". Slide show. 2017.  
Johnson, T. "Reedsburg Design Team Summary Report". Report. 2017.  
Johnson, T. "Helping Communities Create Meaningful Places". Online article. 2017.  
Johnson, T. "Princeton Design Team Summary Report". Report. 2017.  
Johnson, T. "UW-Extension: Helping Communities Create Meaningful Places". Online article. 2016.  
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Johnson, T. "What's All of This About Creative Placemaking". Panel discussion. The EXPOntial Creative Conference. Milwaukee, WI. April 27, 2019.

Johnson, T. "Tactical Urbanism and Community Engaged Design". Presentation. University of Wisconsin-Madison "CommNS Annual Conference". Madison, WI. April 24, 2019.

Johnson, T. "The Community Design Charrette". Presentation. University of Wisconsin-Extension Community Vitality + Placemaking "Foundation of Community Placemaking In-Service". Fort Atkinson, WI. February 28, 2019.

Johnson, T. "Imageability Mapping". Presentation. University of Wisconsin-Extension Community Vitality + Placemaking "Foundation of Community Placemaking In-Service". Fort Atkinson, WI. February 28, 2019.

Johnson, T. "The Principles & Practice of Community Placemaking". Presentation. University of Wisconsin-Extension Community Vitality + Placemaking "Foundation of Community Placemaking In-Service". Fort Atkinson, WI. February 28, 2019.

Johnson, T. and Klemme, N. "Empowering Youth/Transforming Communities". Presentation. University of Wisconsin-Extension All Colleague Conference. Madison, WI. December 5, 2018.

Johnson, T. "Design Wisconsin: A Researched-based Approach to Community Placemaking". Presentation. Ellsworth Chamber of Commerce Annual Banquet. Ellsworth, WI. November 15, 2018.

Johnson, T. "Community Design Charrettes: A Simulation". Workshop. University of Wisconsin-Madison Bolz Center for Arts Administration. Madison, WI. October 10, 2018.

Grabow, S. & Johnson, T. "Community Design Charrettes". Workshop. Creative Placemaking Institute. University of Wisconsin-Madison Bolz Center for Arts Administration. Madison, WI. July, 2018.

Johnson, T. "Creating Community Visions That Inspire Change". Presentation. Community Development Society International Conference, Detroit, MI. July, 2018.

Johnson, T. "Making Fun". Presentation. Community Development Society International Conference, Detroit, MI. July, 2018.

Baefsky, L. & Johnson T. "Principles and Practice of Community Placemaking". Association of Public and Land-grant Universities, Virginia Commonwealth University, Richmond, VA. June 26, 2018.

Grabow, S., Johnson, T., and Runge, K. "Facilitating for Placemaking". The Bolz Center for Arts Management. University of Wisconsin-Madison. Madison, WI. January, 2018.

Grabow, S. & Johnson, T. "UW-Extension Community Vitality + Placemaking Team". Workshop/ Forum. Arts Business Research Symposium, UW-Madison. April 20, 2018.

Johnson, T. & Klemme, N. "Creating Community Visions That Inspire Change". Creative Placemaking Leadership Summit, Chattanooga, TN. March 15-16, 2018.

Johnson, T. & Klemme, N. "Empowering Youth to Transform Communities". Presentation. Creative Placemaking Leadership Summit, Chattanooga, TN. March 15-16, 2018.

Johnson, T. & Maddox, M. "Growing Meaningful Places". Presentation. Joint Council of Extension Professionals. May 2, 2018.

Johnson, T. "Design Wisconsin". Keynote Presentation. Ellsworth Area Chamber of Commerce Annual Banquet. May 24, 2018.

Cronin, W. "Placemaking Safari". Presentation. Wisconsin Downtown Action Council Summit, Sheboygan, WI. October 25, 2017.

Deller, S., Johnson T., Runge, K., and Ryan, B. "Are Downtowns Public Goods?". Workshop. Wisconsin Downtown Action Council Summit, Sheboygan, WI. October 26, 2017.

Grabow, S. & Johnson, T. "The Wauwatosa Papers # 1 and #2". (#1 What is Community





Placemaking?; #2 Ecosystem of Planning Definitions and Hierarchy: Including Placemaking) Workshop. University of Wisconsin Creative Placemaking Consortium, Madison, WI. October 13, 2017.

Grabow, S. & Johnson, T. (Process Designers and Facilitators). Strategic Direction Workshop. University of Wisconsin Creative Placemaking Consortium, Madison, WI, October 13, 2017.

Alexander, M. & Sandwick, N. "Community Placemaking 101". Presentation. Wisconsin Downtown Action Council Summit, Sheboygan, WI. October 26, 2017.

Erickson, J., Sandwick, N. & Pittz, S. "Community Placemaking". Presentation. 2017 Wisconsin Counties Association (WCA) Annual Conference, Wisconsin Dells, WI. September 26, 2017.

Johnson, T. "Placemaking, Not Space Making". Keynote address. Sauk County Leadership Summit. November 9, 2017.

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Clements, J. "Placemaking Education and Outreach in Practice". Placemaking Leadership Forum. Vancouver, BC. September 14, 2016.

Johnson, T. "Community Placemaking". Keynote address. NW Wisconsin Arts Forum. Amery, WI. 2016.

Johnson, T. "Harnessing the Power of Collaboration". Keynote address. Great Rivers Confluence. River Falls, WI, November 16, 2016.

Grabow, S., Johnson, T., and Runge, K. "Creative Placemaking in Practice". University of Wisconsin Creative Placemaking Consortium. Bolz Center, UW-Madison. December 8, 2016.

Grabow, S. and Johnson T. "Community Design Charrette – UW-Extension Community Vitality and Placemaking Team". Arts Wisconsin's Arts Day 2015 Conference. March 11, 2015.

Sandwick, N. "Revisioning Point Stevens Point." Stevens Point, WI. March 19, 2015.

Andresen, W., Clements, J., Eisenmann, K., Grabow, S., Johnson, T., and Sandwick, N. "Community Vitality & Placemaking in Wisconsin". 2015 Joint Council of Extension Professionals Annual Conference. April, 2015.

Andresen, W., Clements, J., Eisenmann, K., Grabow, S., Johnson, T., and Sandwick, N. "The Community Vitality and Placemaking Team". Professional Development In-Service. Treehaven, WI. May 13, 2015.

Johnson, T. and Sandwick, N. "Community Vitality & Placemaking". Wisconsin Rural Partners Summit. April 23, 2015.

Sandwick, N. "Place and Civic Engagement". The 20th Conference on the Small City and Regional Community. Wausau, WI. October 7, 2015.

Grabow, S. "Comprehensive Planning, Community Visioning and Placemaking". Special Session of the Fort Atkinson City Council. Fort Atkinson, WI. July, 2015.

Grabow, S. and Johnson T. "The Practice of Placemaking: A Research-Based Approach for Creating Meaningful Places". American Planners Association Regional Conference. Madison, WI. October, 2015.

## Contact

For more information about *Design Wisconsin* and the University of Wisconsin Community Vitality & Placemaking Signature Effort, please contact:

Todd W. Johnson, Land Use & Community Development Specialist  
The University of Wisconsin-River Falls (Extension), [todd.johnson@uwrf.edu](mailto:todd.johnson@uwrf.edu)