

COMMUNITY VITALITY & PLACEMAKING TEAM



2016-2017 ANNUAL REPORT

RECENT AWARDS

WISCONSIN RURAL PARTNERS

2017 Wisconsin Top Rural Development Initiatives for Baileys Harbor Design Team

WEECDA

2017 WEECDA Team Award for Iron County Regional Trailhead Design Charrette

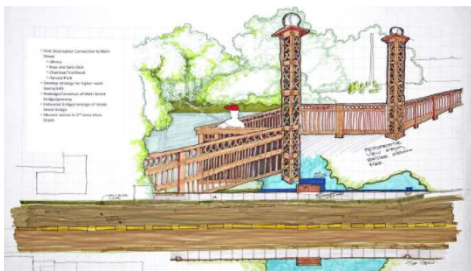
YEAR IN REVIEW

The Community Vitality & Placemaking Team took to the road in 2016/2017, with major projects across the state from Hurley in Iron County, to Cassville in Grant County, and Reedsburg in Sauk County. The team held meetings in Milwaukee, Neenah, Wisconsin Rapids, and Stevens Point, where they met with a number of local stakeholders and community development organizations that have been instrumental in revitalizing downtowns, business districts, and community cultural assets. In addition to major projects and meetings, team members were invited to present to wider audiences via Wisconsin Public Radio, webinars, and at state and national conferences.

A principle-based approach to creating a vision for shaping the public realm

The reputation of the team continues to grow. After a nomination from Door County Planning Department Director, Mariah Goode, the team was awarded the 2017 Wisconsin Top Rural Development Initiative award by Wisconsin Rural Partners for its work in Baileys Harbor. Cooperative Extension peers voted to recognize the team's work through the 2017 WEECDA Team Award for the Iron County Regional Trailhead Design Charrette.

Additionally, the Bolz Center for Arts Management at the University of Wisconsin-Madison sought out team leaders to help form a cross-organizational creative placemaking consortium. This consortium brings together academics, applied researchers, non-governmental organizations and private practitioners for the purpose of advancing placemaking initiatives across Wisconsin.



Detail of proposed river overlook in the City of Reedsburg

About this report

This report summarizes the Community Vitality & Placemaking team activities for the 1 July 2016 through 30 June 2017 fiscal year. Detailed information about any events, presentations or meetings reported here can be obtained by contacting a team member.



Touring the City of Reedsburg

Team Membership

Will Andresen+

Angela Allen

Myles Alexander

Joshua Clement

Will Cronin

Steve Grabow

Todd Johnson*

Kristin Runge*

Nathan Sandwick*

**Denotes co-leader*

+Denotes member-at-large

2016/17 Private Industry Partners

Daniel Lindstrom, Vierbicher Associates, Inc.

David Timmerman, Grant County Herald Independent

Dennis Deery, Irish Rose Consulting

Ed Freer, Short Elliot Hendrickson, Inc.

Johnnie Workman, Landscape Designer & Planner

Julie Roth, Roth Illustration & Design

Neil Reardon, UrbanWorks Architecture

Robert Graves, Architect

Steve Goltry, Goltry Design-Landscape Architecture & Planning

HIGH IMPACT INITIATIVES

Iron County Regional Trail Head Design Charrette Intensive

The Design Wisconsin team, the design and planning arm of the Community Vitality & Placemaking team, visited Hurley in October to provide assistance in designing a trail head for a key segment of a multi-use recreational trail that will link Wisconsin's Iron County to Michigan's Upper Peninsula, eventually stretching from Detroit to west of Hurley, Wisconsin.

Local youth contributed as members of the design team during the visit, and took leadership in continued implementation of the trailhead project by presenting at city council meetings and participating in municipal planning meetings related to the project.

The Iron County Regional Trail Head Design Charrette received a WEECDA award.

Reedsburg Design Charrette

The City of Reedsburg, in rural Sauk County, hosted a Design Wisconsin visit. Sauk County CNRED educator, Jenny Erickson, and Design Wisconsin team leader, Todd Johnson, assembled a group of Reedsburg stakeholders for a six-month planning process that culminated in a successful Design Wisconsin visit in May, 2017.

With a team of over 20 volunteer planners, architects, designers and economic development professionals, the team provided community-led design solutions to address issues facing Reedsburg's downtown business district, recreational trail access, water access, and street design

Suggestions included re-routing truck traffic around downtown, revealing historic facades on business district buildings, incorporating housing into the downtown district, and leveraging the community-operated broadband to enhance local trails, parks and other public spaces.

Cassville Placemaking & Economic Development Workshop

The Village of Cassville, Wisconsin (population 947) is located along the banks of the Mississippi River in Grant County. It is currently facing the closing of two coal-fired power plants that it has relied on economically for decades. Local leadership asked UW-Extension for assistance in developing a local economic development strategy to address this issue.

The Community Vitality & Placemaking Team partnered with the University of Wisconsin-Extension specialists Steven Deller, Bill Ryan, and Tessa Conroy to facilitate an economic development workshop for Cassville's local business owners, investors, and decision-makers. The workshop was well-attended and participants learned foundational economic and business knowledge along with strategies to address their challenges.

Direct outcomes of the workshop provided the impetus for developing a coordinated economic development and downtown revitalization strategy. In response, the Grant County Board Chair wrote a letter of thanks to the Governor's office.



Meeting with community members during a charrette

2016/17 Municipal Partners

Charlie Handy, LaCrosse County

Zoning & Planning

City of Reedsburg

Errin Welty, Wisconsin Economic

Development Corporation

Iron County Regional Trail

Commission

Joshua Clement, Planning Director,

Altoona, WI

Mariah Goode, Door County Planning

Sauk County

Village of Cassville

Village of Hurley

PRESENTATIONS

International Placemaking Forum, Vancouver, British Columbia Professor Emeritus Steve Grabow, Josh Clement, September 14-16, 2017

“Placemaking in Wisconsin” & “Practitioner Short Talk: Measuring Impact” presented by Steve Grabow and Joshua Clement referenced Grabow’s book “Principles and Practice of Community Placemaking” - What distinguishes this practice, in two or three terms, e.g., “community vitality” and “placemaking.”

Placemaking Initiatives at UW at the Bolz Center of Arts Administration at the University of Wisconsin-Madison, December 8, 2016.

“Enhancing a Community’s Sense of Place: UW-Extension Community Vitality + Placemaking Team” presented by Steve Grabow, Kristin Runge, and Todd Johnson. Members of the University of Wisconsin Creative Placemaking Consortium were introduced to the team’s work and invited to collaborate on future projects.

NCRCRD Branding & Placemaking Webinar, January 19, 2017

“Stakeholder Centered Community Marketing” – Kristin Runge presented a webinar on January 19 for the North Central Regional Center for Rural Development.

Wisconsin Public Radio “Central Time” live radio program on Wednesday, January 19, 2017.

“Capturing the Unique Identity of Wisconsin Communities” by Rob Ferrett

This segment was touted as a “Wisconsin effort aims to make community planning fun--and help local citizens define the things that make their communities unique. Todd Johnson was hosted as a guest and shared the idea of "placemaking"--and how it can help the cultural and economic futures of towns and neighborhoods.” An archive of the appearance can be found at: <http://www.wpr.org/capturing-unique-identity-wisconsin-communities>

2017 Public Issues in Leadership Development Conference (PILD) in Washington, DC, April 2-5, 2017.

The Community Vitality and Placemaking Team was chosen as the University of Wisconsin-Extension Featured Impact for the North Central Regional Center for Rural Development’s 2016 Annual Report. This was presented to a national Extension audience at the 2017 Public Issues in Leadership Development Conference in Washington, DC, supporting Extension stakeholders as they visited their representatives to discuss the value of Extension.



Working with student planners and designers in Hurley

2016/17 University, Education & NGO Partners

Ann Katz, Arts Wisconsin

Beth Janetski, School of Education,

UW Madison

Brook Piilola, Student Planner & Designer

Dale Ofstad, Student Planner & Designer

Gi Morello, Student Planner & Designer
Hurley Public Schools

Melissa Simonar, Student Planner & Designer

Sam Dennis, School of Landscape Architecture, UW Madison

Steve Deller, College of Agricultural & Life Sciences, UW Madison

Tabitha Morello, Student Planner & Designer

Tate Gunard, Student Planner & Designer

Wisconsin Rural Partners Summit in Green Lake, WI, April 20, 2017.

“Millennials & Placemaking” -Kristin Runge and Todd Johnson introduced attendees to the latest research regarding millennials and community placemaking. Their presentation received the highest evaluation of all presentations at the two day meeting (4.57 out of 5.00).

Joint Council of Extension Professionals Annual Conference (JCEP) in Eau Claire, WI, April 25-26, 2017.

“Youth + Community Development: Iron County Trailhead Design Charrette” presented by Amy Nosal and Todd Johnson. Participants were introduced to the Design Wisconsin Team process and engaged in lively discussion as to the significance youth play in community development initiatives.

CDS/NACDEP Annual Conference in Big Sky Montana, June 11-14, 2017.

“Youth + Community Development: Iron County Trailhead Design Charrette” presented by Neil Klemme, local Hurley students, and Todd Johnson. Participants were introduced to the Design Wisconsin Team process and engaged in lively discussion as to the significance youth play in community development initiatives.

The Community Development Society (CDS) & International Association for Community Development (IACD) Annual International Conference in Bloomington, MN, July 24-27, 2017.

Imageability Mapping Poster Presentation-Todd Johnson presented “Imageability Mapping: Discovering A Community's Unique Sense of Place” to a group of planning researchers and practitioners from around the world.

CURRICULUM DEVELOPMENT

Published:

Grabow, S. (2016). *Principles and Practice of Community Placemaking*. University of Wisconsin-Extension Learning Store.

In Process:

Johnson, T. (TBD). *Design Wisconsin Handbook: A Manual for Condensed Design Charrettes*.

For Additional Information Please Contact:

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