

# Summary Report

## Design Mineral Point

January 22, 2020

### Design Mineral Point Community Design Charrette

In collaboration with:

The City of Mineral Point  
Mineral Point Chamber of Commerce  
Mineral Point Opera House  
UW-Extension Community Vitality + Placemaking Team  
UW-Extension Center for Community & Economic Development  
UW-Extension Iowa County  
UW-Madison Bolz Center for Arts Administration  
UW-River Falls  
The Walker House  
Wisconsin Economic Development Corporation

Summary Report prepared by:



Extension  
UNIVERSITY OF WISCONSIN-MADISON  
Community Vitality + Placemaking Team



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



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## Introduction

On November 7, 2019, a group of 13 planning and design professionals found their way to Mineral Point, Wisconsin to dedicate their time and expertise in hopes of helping the community discover their shared vision for High Street, especially as it plans to undergo extensive road reconstruction in 2021. The following report documents the process and outcomes of the Design Wisconsin Team’s 2-day visit.

## Design Wisconsin

Design Wisconsin is a community design program offered by the University of Wisconsin-Extension’s Community Vitality & Placemaking Team. The purpose of the program is to help local communities discover their shared vision of the future using an intense, abbreviated planning and design process known as a “charrette”.

The Design Wisconsin program relies on professional volunteers from planning, creative, and design professions who donate their time and talent all for the experience of helping others. The Design Wisconsin program for Mineral Point consisted of team members from Wisconsin and Minnesota with backgrounds in architecture, urban design, landscape architecture, public art, economics, city planning, arts administration, downtown revitalization, systems planning, political science, civic engagement, community marketing, and digital communication. Team members immersed themselves in the community by living on-site while leading a public participation process. The outcomes of the Design Wisconsin visit included hand-drawn illustrations and a presentation of the community’s shared vision.

Barry Hottman, University of Wisconsin-Extension Community Development Educator for Iowa County, provided the community with the technical support necessary to bring the Design Wisconsin Team to Mineral Point and is assisting the community with ongoing planning and implementation.





## Process

Design Wisconsin used a two-day charrette, referred to here as “the visit,” that concentrates public participation and planning into a very short period of time. By doing this, participants can see the results of their participation the very next evening, which keeps the community’s energy high and builds the momentum needed to move ideas forward.

Prior to the visit, UW-Extension Iowa County and the Mineral Point Chamber of Commerce worked with the UW-Extension Community Vitality + Placemaking Team to develop the goals, stakeholder group, schedule, and community survey for the program.

## Goals

The following goals were developed for the Design Mineral Point program.

- Develop a shared vision for a redeveloped High Street.
- Develop a shared vision for High Street while under construction.
- Create a neutral forum for downtown property owners, business owners, and residents along High Street to explore ideas and form a shared vision.
- Involve local youth in the process and outcomes.

## Stakeholder Group

Because the focus of the program was High Street, it was agreed that property owners, business owners, and residents along High Street should form the majority of stakeholders. Other key business owners, decision-makers, and community representatives were included as well.

## Schedule

- Pre-Visit
  - Develop a local planning team to manage logistics and communication
  - Develop stakeholder list for workshop
  - Create, market, and deploy community survey
  - Interview local youth
  - Synthesize community survey and youth interviews
- Visit (Day 1)
  - Design Team takes a walking tour of High Street
  - Design Team develops questions to ask at stakeholder workshop
  - Design Team facilitates stakeholders workshop
- Visit (Day 2)
  - Design Team synthesizes all inputs into a shared vision for High Street
  - Design Team presents findings at Opera House
- Post-Visit
  - Design Team develops Summary Report of findings



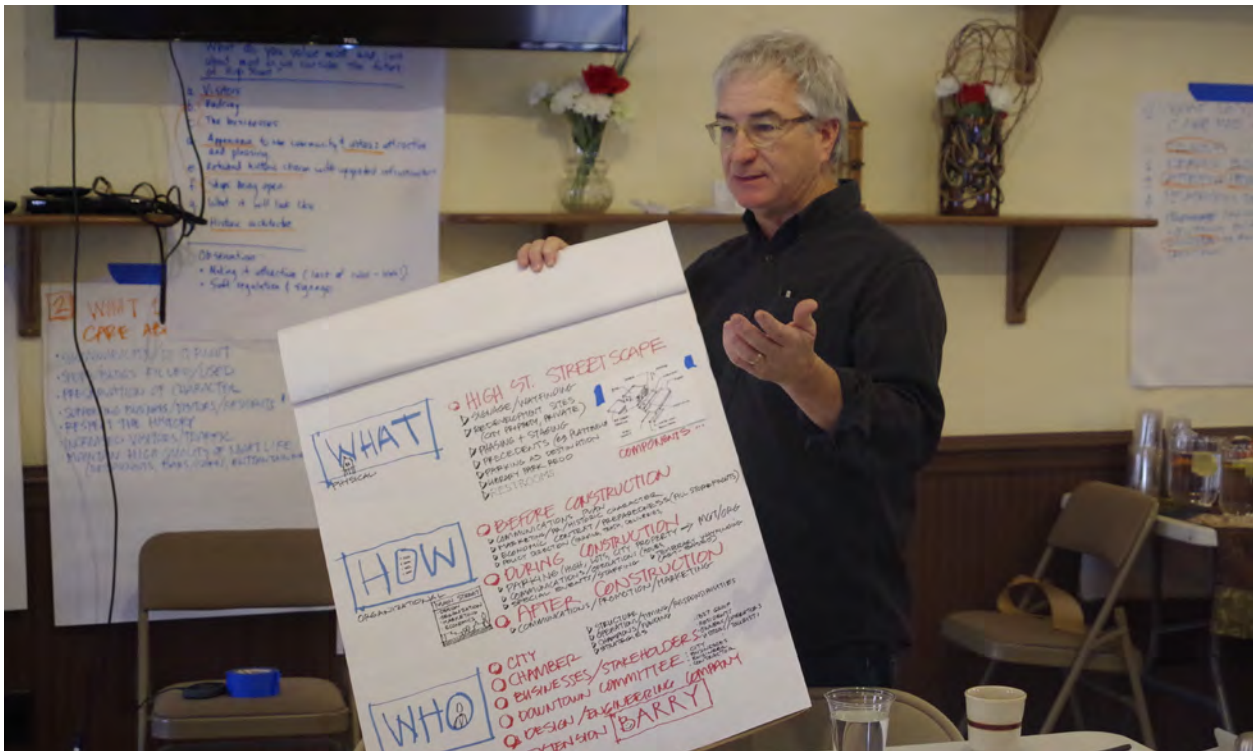


## Outputs: Planning & Design Alternatives

The Design Team tabulated the data from the Friday evening workshop, reviewed the results of the Community Survey, shared with each other our discussions with community members and observations during the walking tour. After synthesizing all the input, the Design Team organized the planning and design alternatives into 3 elements: Who, What, and How.

The “Who” being those involved in the planning, design, and implementation of changes to High Street, the “What” being the specific planning and design alternatives for High Street, and the “How” referring to the different steps suggested before, during, and after construction of High Street.

The following text describes each of those elements in detail using images created by the Team that were presented at the public presentation at the Opera House on Friday, November 8, 2019. The illustrations, photos, and written documentation is meant to be a quick sketch that represents the community’s shared vision for High Street combined with research-based “best practices”.





## Who

This section will focus on the people aspect of the project: who will be involved in the process and to what extent. The following pages will touch on some of the best practices in community development surrounding “who.”

### Design Wisconsin Team’s Purpose

To help the Mineral Point community partake in community development by learning, organizing, and building its own capacity to make Mineral Point an even more special place to live, work, and visit.

### What is Community Development? Why is it important?

The importance of community is key in any vitality and placemaking project. This being so, there are some important definitions to consider:

- Community development is action directed towards altering the community and its local conditions in a positive way.
- Community vitality is the people’s pursuit of a shared vision of a place.
- Community placemaking is bringing people together to make the community special.

When thinking about community development, it is important to differentiate between development in the community and development of the community.

- Development in the community consists of things that are physical in nature, such as buildings and infrastructure. The “What” section of this report that comes later refers to primarily development in the community.
- Development of the community consists of strengthening the community’s relationships, people, and organizations. This section, “Who,” will discuss this in depth.





## How to Who (Best Practices for Who)

### Main Street Approach

The Wisconsin Economic Development Corporation (WEDC) offers the Main Street program and, while Mineral Point is not a Main Street community, it can still implement and follow the Main Street approach. The Main Street approach offers community-based revitalization initiatives with a practical and adaptable framework for downtown transformation that is easily tailored to local conditions. It is organized around: Economic Vitality, Design, Organization, and Promotions.

- **Economic Vitality:** Focusing on capital, incentives, and other economic and financial tools to assist new and existing businesses.
- **Design:** Supporting a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
- **Organization:** Creating a strong foundation for a sustainable effort, including cultivating partnerships, community involvement, and resources for the district.
- **Promotions:** Positioning the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

### Internal Team and External Stakeholders

The road construction and community development processes in Mineral Point will affect many people and groups: residents, visitors, and business owners, among others. When thinking about those who will be affected, it will be helpful to consider them as part of one of two groups: the Internal Team or External Stakeholders.

The Internal Team is a more formalized group of people who have the highest level of direct involvement in the technical aspects of the project from before construction begins until after it is completed. This team should include those doing the work (such as designers, engineers, and contractors, once they are chosen), the client (the City, in this case), and a small group of key community representatives and stakeholders. This group should ultimately be representative but small enough that it does not get unwieldy; seven to ten people is a good goal, though this will ultimately be determined by the client and the engineer.

Communication within this group is expected to be frequent, consistent, and in depth. This group is expected to communicate with the External Stakeholders regarding the project's progress and any issues that arise.

External Stakeholders are individuals and groups that affect or are affected by the project. They have various levels of interest or involvement, discussed below, and are the target of communications about the project from the Internal Team.



Communication with External Stakeholders comes at five different levels:

- Awareness. This is the lowest level of involvement and simply means that External Stakeholders know what is going on. This is typically one-way communication from the Internal Team to External Stakeholders.
- Education. This is the next level of involvement and is distinguished from awareness in that External Stakeholders understand the various steps in the project. This is also typically one-way communication from the Internal Team to External Stakeholders.
- Input: This level is where two-way communication begins in that the Internal Team asks External Stakeholders for their feedback on issues, potential alternatives, and decisions.
- Interaction: This is the second highest level of involvement and is differentiated from input in that there is more follow-up communication from the Internal Team to ensure that External Stakeholders' concerns are being reflected in their work.
- Partnership: This is the highest level of public involvement. This is the point at which citizens would serve on committees that get the opportunity to make decisions.

### Roles of the Teams

The Internal Team and External Stakeholders each have roles to play before and during the project. These descriptions should be seen as general guidelines instead of strict prescriptions. Before the project, the Internal Team is responsible for planning, decision making, and increasing community awareness of the project. External Stakeholders, in turn, are responsible for staying involved, attending informational events such as workshops, giving input, and deciding their individual future involvement levels.

During the project, the Internal Team is responsible for construction and managing its schedule and communicating progress with External Stakeholders. External Stakeholders, therefore, should be sure to continue supporting High Street businesses and participating in events. High Street businesses in particular should also keep consistent hours. Everyone, though, should be adaptable and patient throughout the project.

After the project is over, however, there will no longer be two separate groups: there will only be one community. The community is responsible for continuing to build itself and should form and then use new community networks and relationships in addition to anything else it decides.







## Community Input

### Community Survey

High Street is more than just a street with a collection of buildings, businesses, and residents: it represents the cultural identity of Mineral Point. To capture the community's interest in High Street, the University of Wisconsin-Extension's Center for Community & Economic Development conducted a community-wide survey.

### Method & Respondent Demographics

In fall 2019 a convenience sample of Mineral Point area residents and visitors were asked to complete an online survey hosted by the University of Wisconsin-Madison Division of Extension on behalf of the Mineral Point Chamber of Commerce. The survey included respondent perceptions of the High Street district, and a series of questions for residents on their experience living in Mineral Point. Between October 8 and October 26, a total of 643 respondents completed the survey.

**Table 1: Respondent demographics by resident and visitor identity**

	Residents	Visitors
<b>Gender</b>		
Female	72%	73%
Male	32%	27%
Other	0.4%	
<b>Age</b>		
18-24	2%	0%
25-34	13%	6%
35-44	24%	12%
45-54	20%	20%
55-64	20%	25%
65-74	16%	34%
75-84	4%	3%
85+	6%	0%
<b>Ethnicity*</b>		
White	100%	100%
Black or African American	0.2%	
American Indian or Alaskan Native	1%	2%
Asian	1%	0%
Native Hawaiian or Pacific Islander	0.3%	0%
Hispanic/Latino	2%	0%
Other	1%	2%
<b>Employment status</b>		
Employed full time	66%	55%
Employed part time	12%	9%
Unemployed/looking	1%	0%
Unemployed/not looking	2%	2%
Retired	20%	34%
Student	1%	0%
<b>Total number of respondents</b>	<b>501</b>	<b>142</b>

\*Respondents asked to check all that apply



## Respondent Opinion of High Street District

The primary purpose of this survey was to gauge resident and visitor opinion related to Mineral Point's High Street district in advance of the 2021/22 road reconstruction and in preparation for a visit from the UW-Extension Design Team. The stakeholder group hosting the UW Extension Design Team was interested in respondent reactions to High Street as it exists today, along with respondent reactions to a number of possible changes.

**Table 2:** How satisfied are you with Mineral Point's High Street district?

	Residents		Visitors	
	Mean	Median	Mean	Median
<i>Attractiveness</i>	3.96	4	4.13	4
<i>Overall look and feel</i>	3.95	4	4.07	4
<i>Walkability</i>	3.76	4	4.06	4
<i>Frequency of events</i>	3.47	4	3.67	4
<i>Area upkeep and investment</i>	3.46	3	3.69	4
<i>Variety of events</i>	3.29	3	3.59	4
<i>Variety of food, restaurants, pubs</i>	3.20	3	3.49	3
<i>Variety of shopping</i>	2.56	3	3.22	3

*Answers ranged from 0 stars, indicating "not at all satisfied" to 5 stars, indicating "very satisfied."*

**Table 3:** Imagine Mineral Point's High Street district in five years. Please tell us how you would rate the following statements: High Street should ...

	Residents		Visitors	
	Mean	Median	Mean	Median
<i>Focus on the needs of the residents</i>	4.09	4	3.95	4
<i>Focus on attracting visitors and tourists</i>	3.97	4	4.08	4
<i>Look the same as it does today</i>	3.20	4	3.47	4
<i>Be a center for those using the multi-use trail</i>	3.11	3	3.06	3
<i>Look dramatically different than it does today</i>	2.20	2	2.05	2

*Respondents were asked to give each idea a rating of 0 stars to 5 stars.*





**Table 4:** How would you rate the following changes or additions to the High Street business district?

	Residents		Visitors	
	Mean	Median	Mean	Median
<i>Outdoor benches</i>	4.04	4	4.14	4
<i>Public trash/recycling receptacles</i>	3.89	4	3.64	4
<i>Planters with flowers</i>	3.84	4	4.01	4
<i>Outdoor café tables</i>	3.76	4	3.76	4
<i>Decorative lighting</i>	3.59	4	3.64	4
<i>Trees</i>	3.55	4	3.62	4
<i>Easier and safer street crossings</i>	3.50	4	3.33	3
<i>Additional landscaping</i>	3.48	4	3.47	3
<i>Public art</i>	3.44	4	3.60	4
<i>Increased parking on High Street</i>	3.38	4	3.22	3
<i>Fountains</i>	2.84	3	2.70	3
<i>Bicycle racks</i>	2.77	3	2.92	3
<i>Angled parking on High Street</i>	2.63	2	2.56	2
<i>Wider sidewalks</i>	2.61	3	2.57	3

Respondents were asked to give each idea a rating of 0 stars to 5 stars.





## Information & Awareness

Businesses in many small communities are individually owned and operated. As a result, operating hours can vary. The stakeholder group hosting the UW Extension Design Team was interested in understanding how residents and visitors access information about retail stores, events and restaurants/bars/taverns, along with the degree to which residents and visitors feel operating hours suit their needs.

**Table 5:** *I know where to look for information about ...*

	Residents			Visitors		
	Agree	Neutral	Disagree	Agree	Neutral	Disagree
Stores	57%	20%	23%	66%	13%	18%
Events	74%	11%	16%	75	11	14
Bars/restaurants/taverns	77%	12%	11%	74%	18%	9%
Live events at bars/restaurants/taverns	72%	14%	14%	55%	22%	23%

**Table 6:** *I know when ...stores ... bars/restaurants/taverns ... are open.*

	Residents			Visitors		
	Agree	Neutral	Disagree	Agree	Neutral	Disagree
Stores	32%	17%	51%	37%	23%	41%
Bars/restaurants/taverns	71%	12%	17%	63%	14%	25%

**Table 7:** *Stores ... bars/restaurants/taverns ... are open during hours that work for me.*

	Residents			Visitors		
	Agree	Neutral	Disagree	Agree	Neutral	Disagree
Stores	33%	23%	44%	42%	23%	35%
Bars/restaurants/taverns	72%	14%	15%	61%	19%	20%



## Social, Recreational & Cultural Participation

**Table 8:** Thinking of the typical year, how often do you do the following activities in Mineral Point?

	Residents				
	At least weekly	Several times a month	Several times a year	Less Often	Never
<i>Spend time on High Street</i>	44%	23%	25%	7%	1%
<i>Eat at a restaurant</i>	30%	35%	25%	10%	1%
<i>Go to a local park</i>	12%	20%	35%	27%	8%
<i>Hike, bike or walk on a local trail</i>	10%	14%	26%	31%	19%
<i>Go to a state park</i>	4%	15%	45%	30%	6%
<i>Motor on a local trail</i>	4%	6%	11%	21%	59%
<i>Attend a play, concert or performing arts event*</i>	2%	9%	37%	38%	14%
<i>Attend a gallery event, class or fine arts event*</i>	2%	8%	35%	35%	21%
<i>Attend a festival or outdoor event</i>	2%	9%	47%	35%	8%

\*Other than at the local school

**Table 9:** Thinking of the typical year, how often do you do the following activities in Mineral Point?

	Visitors				
	At least weekly	Several times a month	Several times a year	Less Often	Never
<i>Spend time on High Street</i>	11%	3%	65%	16%	5%
<i>Eat at a restaurant</i>	7%	7%	72%	12%	2%
<i>Go to a local park</i>	2%	7%	33%	39%	19%
<i>Hike, bike or walk on a local trail</i>	1%	11%	17%	42%	28%
<i>Go to a state park</i>	0%	11%	32%	44%	13%
<i>Motor on a local trail</i>	1%	5%	7%	17%	71%
<i>Attend a play, concert or performing arts event*</i>	0%	3%	27%	46%	24%
<i>Attend a gallery event, class or fine arts event*</i>	0%	1%	47%	39%	12%
<i>Attend a festival or outdoor event</i>	0%	2%	35%	52%	11%
<i>Spend a "night on the town" with friends, a partner or spouse</i>	2%	3%	45%	30%	19%

\*Other than at the local school



## Resident Only Questions

Respondents who indicated that they live in Mineral Point, the school district or the surrounding area were invited to answer questions specific to residents. The stakeholder group was interested in assessing the degree to which area residents feel the Mineral Point is a good place for different types of people. Additionally, the group was interested in understanding how residents view housing options, how easy it was to integrate into the community when individuals moved to the area, and whether residents consider Mineral Point their hometown.

**Table 11:** Mineral Point is a good place for ...

	Residents		
	Agree	Neutral	Disagree
<i>Families</i>	90%	5%	5%
<i>Adults</i>	90%	8%	2%
<i>Children</i>	80%	12%	9%
<i>Senior Citizens</i>	71%	16%	14%
<i>Working Parents</i>	68%	19%	12%
<i>Teenagers</i>	61%	19%	20%
<i>People from Diverse Backgrounds</i>	59%	20%	21%
<i>Young Professionals &amp; Tradespeople</i>	58%	18%	24%
<i>People with a Disability</i>	49%	27%	24%
<i>People with Limited Income</i>	39%	27%	35%

Note: Asked of residents only

**Table 12:** Mineral Point has a sufficient number of housing options for ...

	No	Not Sure	Yes
	<i>Renters with families</i>	71%	21%
<i>Renters, in general</i>	68%	21%	12%
<i>People with lower income</i>	52%	31%	17%
<i>Young families starting out</i>	51%	23%	26%
<i>Senior citizens</i>	50%	33%	17%
<i>People with disabilities</i>	48%	39%	13%
<i>Young professionals or tradespeople</i>	47%	23%	30%

Note: Asked of residents only





**Table 13:** How many years have you lived in Mineral Point or the surrounding area?

Less than five years	16%
6-10 years	12%
11-20 years	18%
More than 20 years	55%
Note: Asked of residents only	

**Table 14:** When you moved here, was it easy or difficult to get to know people?

Easy	44%
Somewhat easy	24%
Neither easy nor difficult	12%
Somewhat difficult	13%
Difficult	6%
Note: Asked of residents only	

**Table 15:** Do you consider Mineral Point your hometown?

Yes, it's my original hometown	35%
Yes, I've adopted it as my hometown	36%
No, my hometown is somewhere else	29%
Note: Asked of residents only	



## Youth Perspective

Prior to the visit, Neil Klemme, 4-H Youth Development Educator with University of Wisconsin-Madison, Division of Extension met with about 25 youth from the Mineral Point High School Student Council and various other school clubs to discuss what the Design Wisconsin Team would be doing while in town. He explained the charrette process then led a discussion around the students' feelings about High Street and their involvement in activities and events in that part of town.

The students were unable to attend the visioning session but wanted the team to know their thoughts so they created a brief report. They expressed their pride in the history of Mineral Point and the sense of belonging they feel living there. They were also proud of the diversity and culture that High Street brings to town. Finally, they understood and appreciated the need to retain the historic aspect of the downtown but also wanted to keep their eyes on the future. The students also expressed that there was neither a place for them along High Street nor were activities and events aimed at a teenage audience; they felt that the primary audience was adults and didn't feel like they fit in. Generally, though, Mineral Point youth want to be involved in and a part of High Street.

To accomplish this, they suggested an internet café or other place with good wi-fi for youth to gather socially and do schoolwork; a fire pit to meet with friends outside during the summer; or an arcade or pool hall for a safe place to meet and play games. If a business of this type cannot be recruited into Mineral Point, there may also be an opportunity, perhaps through the high school, for young people themselves to run such a place. This would allow youth to learn about starting and running a business as well as offer them connections to the downtown.







## Stakeholder Workshop

On the evening of Thursday, November 7, Design Team members facilitated a workshop with the stakeholder group. Approximately 60 key stakeholders participated from 6:00 PM to 8:30 PM. Each participant was asked 5 questions and then exchanged responses with others in order to discuss and document ideas in a safe setting. Following discussion, participants then used sticker dots to “vote” for the responses that they agreed with most.

### Questions

1. “What makes High Street special?”
2. “What do you value most, and what do you care about most, as we consider the future of High Street?”
3. “What are your three hopes for High Street?”
4. “If construction is a lemon, how do we make lemonade?”
5. “What’s missing from High Street?”

### Themes

The most common themes that resulted from the process revolved around:

- Maintaining the character of the historic downtown.
- Need for more successful businesses in the downtown.
- Strong hometown feel and pride.
- Need for better wayfinding and signage in the downtown.
- Need for better parking for businesses, visitors, and residents.
- More coordination and collaboration among business owners.
- More green in the downtown.
- Public restrooms.

Design Team members reviewed the responses along with the community survey, interviews, and tours to develop the following planning and design alternatives.





## What

This section will focus on the What of the project and the development of the community; that is, the physical improvements of High Street. These physical improvements are intended to reflect the common values of the community without compromising the unique historic context of Mineral Point.

## Architecture

These are photos from Mineral Point that represent the eclectic nature of the businesses and storefronts in the historic High Street commercial district. The images also highlight a variety of wayfinding, branding, and visible landmark signage. They can be used both as a marker of High Street's current design style as well as inspiration moving forward.





## Transforming High Street

“High Street Materials and Design”

The High Street reconstruction gives an opportunity for consideration to be given to the materials used in the final project. The street itself should be asphalt and the curb should be indigenous stone. First, this will reduce the scale of the road, which will complement the architectural character of High Street. It will also differentiate vehicular from pedestrian traffic, which will enhance safety by reducing the amount and severity of conflict between pedestrians and vehicles.

The center line should be crafted from indigenous stone rather than simply a painted center line. In addition to stone having a longer lifespan than paint, thanks in no small part to its ability to stand up to snow plowing, the stone will add a texture down the middle of the road both as a point of interest and a warning strip of vehicular straying.



Figure 1: Example of integrating different materials at the street



## Pavement Options

The sidewalks should be standard concrete done in a special and interesting way. Hand tooling the joints and creating a pattern will accomplish this and contribute to both branding for and creating the proper scale for High Street. This concrete will also patina over time, creating character that will fit in well with the historic architecture of High Street. The sidewalks would be delineated from the asphalt street by indigenous stone curbs with the possibility of a stone cobble at the flowline.

At each intersection, where the sidewalk meets the crosswalk, the sidewalk could incorporate stone in random patterns. The stone would not only visually suggest the end of the block, but it would also add a textural element that informs pedestrians that they are about to enter the crosswalk and should be aware of street traffic. This would also improve accessibility for the visually impaired.





## Architectural Lighting

One of the most important design elements of all streetscapes, but especially historic ones like High Street, are the buildings. A strategy should be formulated to implement and capitalize upon lighting the facades of High Street's historic buildings. This would not only highlight architectural features, but it would also create an ambiance that would help brand Mineral Point. Secondary benefits would include increasing both actual and the feeling of safety along High Street and encourage a higher degree of business visitation after dark.



Figure 2: Architectural lighting to emphasize details and enhance street experience.



### Street Lighting Options

The reconstruction project offers a wonderful opportunity to rethink the placement of street lighting. An option that should be explored is the application of catenary light fixtures, ornamental catenary strings of light, and the placement of streetlights on the actual buildings. Reducing or eliminating light poles would create more space for pedestrian walking and programming and other uses in the sidewalk area in addition to more logistical benefits such as eliminating penetration in the concrete sidewalk and simplifying operations and maintenance.



Figure 3: Stringing lights over street

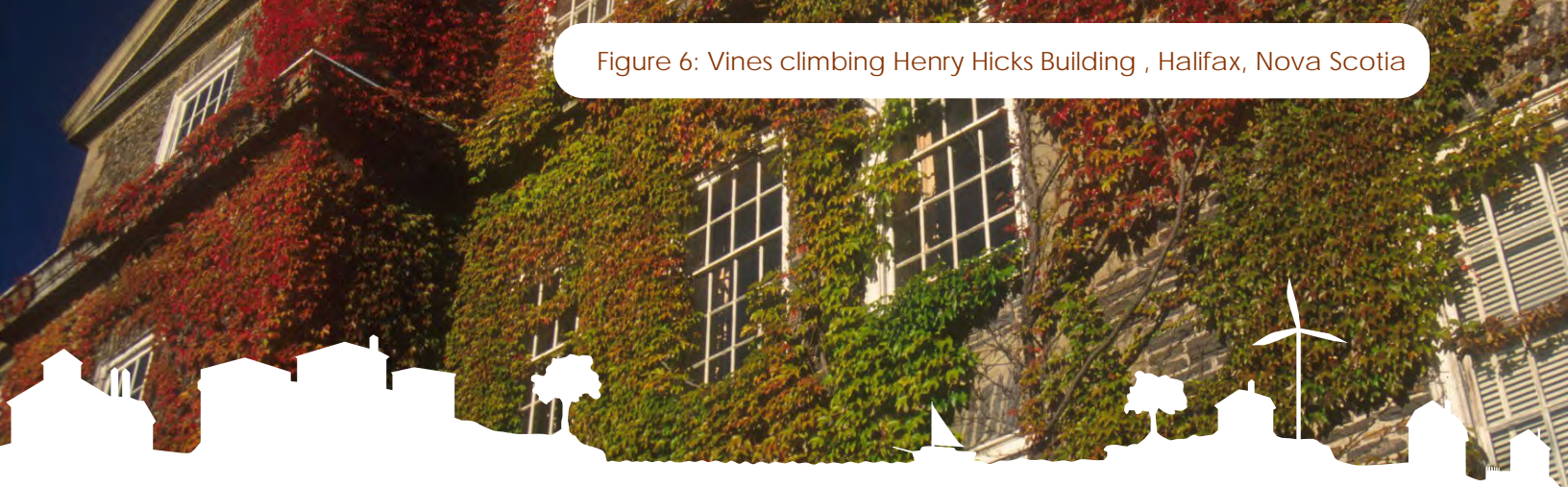


Figure 4: Catenary street lighting



Figure 5: Catenary street lighting

Figure 6: Vines climbing Henry Hicks Building , Halifax, Nova Scotia



### Greening High Street and Vertical Greenery

Mineral Point does not have enough room for street trees, but that does not mean that High Street cannot have greenery. One alternative to street trees is vertical green walls through vines. Vines can be incorporated in planters on the ground or on building rooftops as well as through pockets in the paving. If choosing vines that need support this would be accomplished with gridded armature or mounted wires, though it should be noted that some vines have a natural tendency to attach to the masonry of buildings.

Vines may also add color through blossoms and fall color changes as well as an evergreen quality in the winter. Finally, vines provide an opportunity to introduce greenery without the use of trees or hanging flowerpots and with reasonable and manageable operations and maintenance.





### New Inspiration for Library Park

Library Park is already a strong community asset located strategically in the heart of downtown Mineral Point. Attractive seating, sculptures, water features, and possibly even a bonfire pit paired with a terraced landscape will draw users from the street and provide infrastructure for outdoor gatherings and performances. Library Park also has potential to be a place for teenagers to gather together.



Figure 7: Fountain example



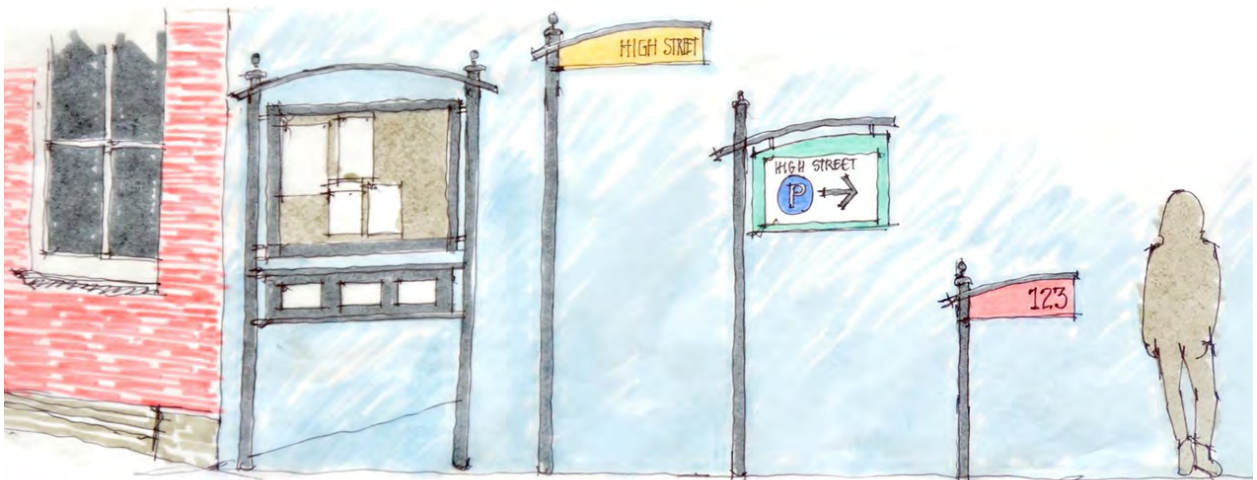
Figure 8: Stone amphitheater example





## Wayfinding Signage and Sign Family

Effective wayfinding signage not only directs residents and visitors to where they want to go and what they want to find (such as public restrooms, parking, and street names), but it also provides an aesthetic context for the rest of downtown by creating a “family” of signage types.

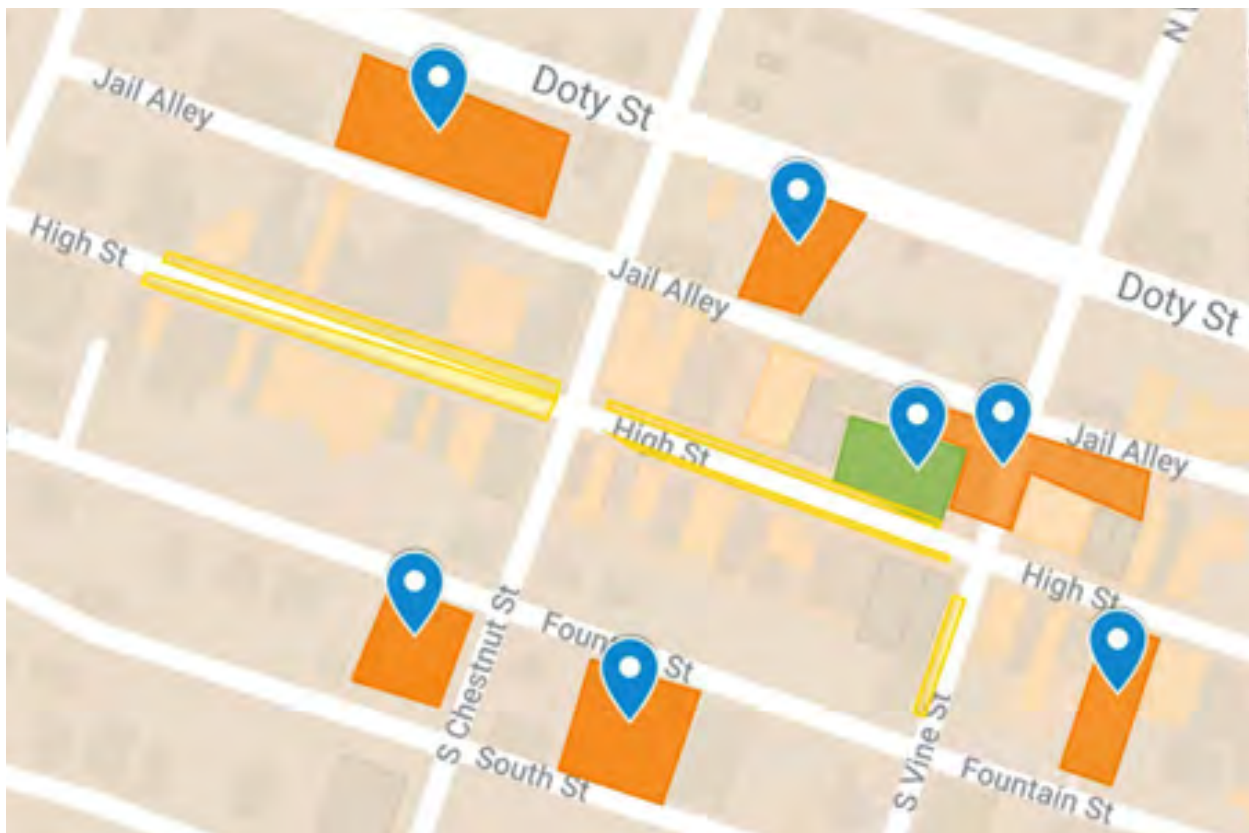


This family of signs can be based on the existing kiosks for directional identification by using the same materials and finishes as existing signage but with additional color.



## Available Parking

The availability and location of parking has been expressed as a concern by many people in Mineral Point. The map below illustrates the location of existing parking infrastructure available to High Street. In order to have a clearer understanding of the issues concerning parking, it is recommended that Mineral Point conduct a parking study of the downtown and surrounding areas. This study should consider the users, duration, and types of parking needed for different activities and seasons. It should be noted that capacity is only one of many things to consider; timing, cost, enforcement, and management of parking and activities may also come into play. Developing a local task force of stakeholders led by a skilled facilitator is a good first step.



The illustration above begins to assemble the basic structure of a parking study. At first glance, High Street appears to be well-served by public parking, however a detailed study that takes into account local residents and business owners will be essential in understanding how to support and manage parking downtown for visitors, residents, and business owners.



## Car Parks

Mineral Point has several sizable existing public parking lots located on and around High Street. To promote success of the downtown, visitors should be encouraged to use these lots, especially when street parking on High Street is either full or impacted by construction.

To make these lots more appealing, consider re-branding them as car parks instead of simply parking lots. Not only will they be a nod to the Welsh roots of Mineral Point, but they can become a destination.

Local art, vegetation, lighting, and signage can emphasize local character while bioswales and rain gardens can manage stormwater. Finally, the car parks could feature additional services such as buildings that offer information, restrooms, and refreshments.

The image above depicts a South Car Park featuring an information kiosk/gift shop/public restroom. The Jail Alley Car Park below features a sculptural arch and stone planters to welcome users. Both feature bioswales to control and treat water runoff.





## Fountain Village

The razing of the existing public works garage provides an opportunity to increase the population density of the downtown while addressing a local community need for affordable housing. One option is to build a pocket neighborhood with integrated parking, shared open spaces, compact living spaces, and a variety of ownership and rental models.

Consolidating parking into shared garages reduces impervious surface and makes more room for housing units and green space. Smaller dwelling spaces on land that is owned by a neighborhood association, trust, or other entity reduces entry costs which would provide opportunities for people to transition into and out of the traditional housing market. A feasibility study would help determine to what extent units could include any mix of single-family housing, multi-family housing, co-housing, cooperative housing, and condominiums.





## How

This section focuses on the process of transforming High Street. The following pages will detail the priorities, activities, organizational structures, and strategies that will help the transition be successful.

### Before Construction

There are several activities that could occur prior to the planning, design, and construction of High Street. Those include activities that help the community be more prepared for changes in economic opportunities and challenges as well as developing a leadership team for the redevelopment of High Street.

### Economic Preparedness

Strong sales are indeed possible during street construction. In fact, street construction can offer an opportunity for a positive “building process” leading to new customers and sales. Overall, it can also be viewed as a catalyst for increased business profitability. To achieve this, Mineral Point should consider the following initiatives that would be launched at the beginning of construction and carry on after completion:

- Business succession: Ask business owners if they really want to close their business, pointing out that their businesses will likely have higher post-construction sales.
- Business retention and expansion: Encourage business owners to use this period to research new customer segments, reach prior or existing customers to enhance return-customer rates, and build or improve their e-commerce business.
- Business recruitment: This period offers an opportunity to fill voids in which there may currently be a demand for a certain type of business but no or insufficient supply. Examples of these business voids may be mid-priced restaurants, coffee shops or bakeries, and hardware stores.
- Façade and building improvement program: Provide matching funds to enhance business attractiveness which will both increase property values and attract new first-time customers.

### Mineral Point 2021 Team Formation

During preparation for the reconstruction of High Street is an ideal time to build a coalition of downtown business owners for collective decision making. This team would focus on policies that minimize disruption during the 2021 construction project, including parking, trash pick-up, and deliveries. Collective decision making is key to this process. More information about forming this team can be found in the Who section of this report.



Figure 9: Example of temporary street activities

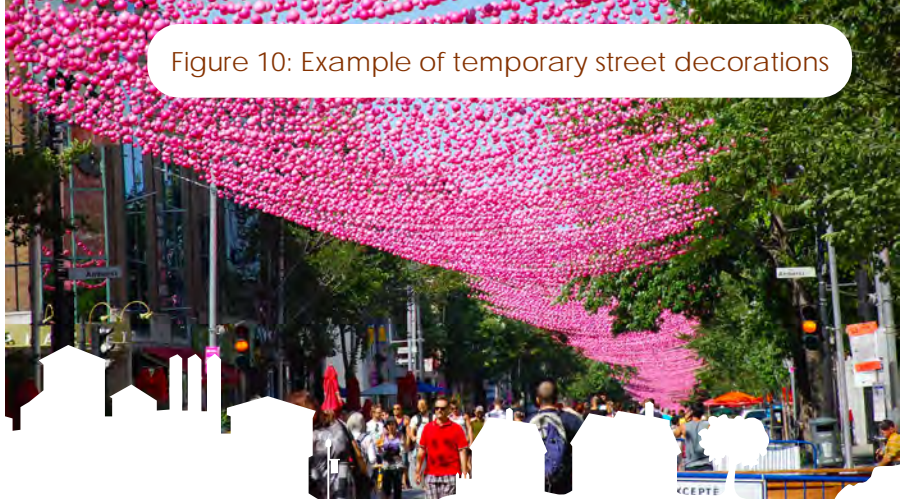


Figure 10: Example of temporary street decorations

## During Construction

The following activities are some ways in which the community can support local businesses throughout the reconstruction of High Street.

### Art Activations

The construction period is an opportunity for the arts, business, resident, and youth communities to celebrate the transformation of High Street. Special events, such as a Paint-a-Plank night, featuring art, music, and special lighting, can beautify the construction areas while bringing the community together.

Art activations are another way to engage the entire community during High Street construction. For example, construction materials such as barriers, boardwalks, and access ramps will provide blank canvases for local artists, residents, and students to share their visions of the community.

All of these events and art activations should be thought of as creative placemaking activities that occur regularly during the building season of spring to fall. They can also create positive narratives and attitudes around the construction. Tearing up High Street is a big deal and should be treated as a way to bring the community together and increase business profitability rather than a tragedy or nuisance.



Figure 11: Example of construction barriers becoming temporary street art



Figure 12: Temporary playground during downtown construction

### Youth Engagement

Based on feedback from youth described earlier in this report, youth feel disconnected to High Street and do not feel as if there is a place for them to gather with their friends. They are, however, proud of the history and welcoming nature of Mineral Point as a whole and feel a strong sense of belonging with the community. Because of this, it will be important to intentionally involve young people in the design process and decision making for High Street and carefully consider their input.

The Design Team also considered families with young children. Art classes for all ages would help connect children and youth to the arts culture of Mineral Point and may even introduce the idea of running an art studio to them. During construction specifically, consider adding a play area for young kids to dig in the sand and “work” alongside the construction workers.



Figure 13: Youth art classes on High Street during construction



### Pop-up Locations

To mitigate the potential slow-down in foot traffic, High Street businesses could participate in pop-up markets in other parts of downtown while their portion of the street is under construction. The image above shows a pop-up market for Dodgeville, Wisconsin, 2019.

Possibilities include utilizing vacant storefronts, such as the former bank building, or placing portable Christmas-market style wooden sheds on side streets or in nearby parking lots.

The image below identifies strategic locations to consider when choosing a pop-up location.







Figure 14: Temporary playground during downtown construction

### Interacting with the Crew

During construction it will be important for the community to interact in a positive manner with the construction crew, especially considering that the crew will be a fixture of the community during the construction process. Purposeful and positive interactions will promote harmony during what can be a stressful process and may encourage better quality or faster work from the crew. Activities to consider include a weekly cookout or dinner hosted by the community for the crew to show appreciation, surprise donuts and coffee in the morning, beverages on hot summer days, thank you notes and cards, and other small or grand gestures. Additionally, consider providing opportunities for the community to get to know the contractor, which could look like regular (perhaps every other week) project update meetings that are open to the public.



Figure 15: Example of construction worker appreciation meal



Figure 16: Example of grand re-opening of main street

### After Construction

Following construction, there are two specific activities that are suggested. The first involves repeating the pre-construction face to face survey of businesses and second is throwing a party.

### Economic Impact

Spend a day meeting with each business/property owner in the downtown to find out, to what extent, the construction process impacted their business. This will provide the community with valuable information regarding the effectiveness of its mitigation efforts as well as specific information regarding business retention and expansion.

### High Street Grand Opening

At the end of the project, Mineral Point should celebrate! A grand re-opening of High Street would begin with a celebratory ribbon-cutting with all of the High Street businesses, the Mineral Point mayor, and city council members with the community in attendance, immediately followed by a street festival featuring all of the downtown businesses. An additional attraction such as a car cruise would bring additional visitors to town and create a colorful background for the event. Activities for all, but especially young families, at Library Park would further activate the space.



Figure 17: Car cruise/car show and parade could be part of a re-opening celebration



## First Steps: Mobilizing the Community

It is the people of Mineral Point who will decide how best to move this project forward. This will require local residents, business owners, and decision-makers to come together. This can be done by mobilizing the community.

### Key Purposes

- To empower the community by inviting and involving people with passion and energy and allowing them to have a real voice in the decision-making process.
- To build community by being intentional, inclusive, and build trusting relationships.
- To encourage people to take ownership of the community

### Possible Next Steps

- Hosting a workshop to help define the teams and stakeholders and their involvement levels that will be involved.
- Offer community placemaking learning opportunities, focusing specifically on the intersection of people and place.
- Invite UW-Extension and Design Wisconsin to coach Mineral Point through the follow-up activities and action steps from the visit.

## Conclusion

The Design Wisconsin process provides a glimpse of a community's shared vision for the future. The drawings represent ideas the team members believe could help the community realize their vision. Because of the fast-paced nature of the process, only the strongest and most important ideas are expressed. The community is responsible for developing the ideas and implementing the results. This is an opportunity to invite people to share their time, talent, and passion to create positive change in their community. Members of the Design Wisconsin Team and the Design Mineral Point Team would like to thank the following people who dedicated their time, talents, and passion to bring Design Wisconsin to Mineral Point.





## Thank You

### Design Mineral Point Planning Team

The Design Mineral Point program would not have been possible if it were not for the time and dedication of the following community members:

Sara Lomaz Flesch, Joy Gesieke, Erin Guler, Erin Hirn, Sara Jacobson, Claire Johnston, Chris Phillipson, Leslie Reger, Mike Wagner, Mitch Wainwright, Karen Wells, and Joe Witmer

### Partners

The following units of government, institutions, agencies, organizations and businesses collaborated to bring Design Wisconsin to Mineral Point.

The City of Mineral Point  
Mineral Point Chamber of Commerce  
Mineral Point Opera House  
UW-Extension Community Vitality + Placemaking Team  
UW-Extension Center for Community & Economic Development  
UW-Extension Iowa County  
UW-Madison Bolz Center for Arts Administration  
UW-River Falls  
The Walker House  
Wisconsin Economic Development Corporation

### Design Wisconsin Team Members

The following educators, planners, designers, and graduate students dedicated their time and talents to provide Mineral Point with a professional, practical, and creative response.

Grace Davis, Vikki Doherty, Luis Dominguez Romero, Eduard Freer, Steve Grabow, Barry Hottman, Todd Johnson, Neil Klemme, Mike Lamb, Rachel Ramthun, Kristin Runge, Bill Ryan, Adriana Saia, David Timmerman, and Karina Ward





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Figure 12: © 2019 Times-Courier, Ellijay, Georgia.

Figure 13: Shake Rag Alley Youth Program, © 2015 High Street Beat

Figure 14: Jennifer Aldridge. "Local students shadow USACE parents for a day". U.S. Army Corps of Engineers. Flickr.com, photo, 2011. Accessed 01.08.2020.

Figure 15: © 2012 Argonne National Laboratory

Figure 16: © Copyright 2019 Trip Advisor





## The University of Wisconsin-Madison Division of Extension

University of Wisconsin-Madison Division of Extension (UW-Extension) provides statewide access to university resources and research so the people of Wisconsin can learn, grow and succeed at all stages of life. UW-Extension carries out this tradition of the Wisconsin Idea – extending the boundaries of the university to the boundaries of the state – through its four divisions of continuing education, cooperative extension, business and entrepreneurship, and broadcast and media innovations.

### Who We Are

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

### What We Do

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

## The Wisconsin Idea

“The University of Wisconsin’s direct contributions to the state: to the government in the forms of serving in office, offering advice about public policy, providing information and exercising technical skill, and to the citizens in the forms of doing research directed at solving problems that are important to the state and conducting outreach activities.” – Jack Stark, “The Wisconsin Idea: The University’s Service to the State”, p.1



## Contact

For more information about Design Wisconsin, please contact:

Todd W. Johnson, Land Use + Community Development Specialist  
UW-River Falls (UW-Extension)  
(715) 425-3941  
todd.johnson@uwrf.edu

# Appendix: Short Answers for Community Survey

## Visitor Responses

Visitor responses to "Is there anything else about the High Street district or Mineral Point that you would like to share, or that we should consider?"

- 1) black top High Street
- 2) Clean sidewalks and High St. every day, very early morning.
- 3) Consider not have the garbage day with all the garbage piled on the sidewalk on a busy shopping day - I think it is on Friday or Saturday now. Consider a week day. Perhaps some kind of financial help program for helping small businesses start up or fix up their building fronts.
- 4) Curious why no events like other cities have, pure laziness, city doesn't allow, or issues with that "historic overlay" or district. Seems like your city is controlled by a few people that have no vision for the future? I can't believe the local people stand for this hypocrisy?
- 5) Galleries etc. should be open on Sundays during tourist season
- 6) High St events should include ALL businesses, not just the galleries.
- 7) Hope to retire back home there in 2022.
- 8) I deeply respect the people who have lived worked in the MP region for generations. Because of this, I feel it's vitally important that its leaders continually find a way to balance the interests of everyone.
- 9) I grew up in Mineral Point and miss the hometown feel of it. It is getting to restricted for businesses other than arts, crafts and antiques.
- 10) I love Mineral Point but worry that your core visitors are aging out. As someone that participates in classes and private events at Shake Rag, I've noticed that at 56, I'm one of the younger people! I hope you consider adding activities and events that will draw in younger visitors and not just throw your tourist budget behind drawing people who want to use ATVs on trails, that saddens me. I'm hoping you can think broadly about the future, and not just what's immediate and consider looking for more environmentally sustainable tourism while maintaining the history and character of your town. I have friends who live in Madison who have never been to MP and I'm dumbfounded - but it feels 'old' to them and they're my age. I find it encouraging to see younger people moving into town and trying to make a difference (places like Mayday Press is one example). Good luck! I love MP!
- 11) I love the solid, restored buildings and the live greenery at Christmas. I hope too much doesn't change. Benches are nice. Small trees are nice if they don't block the storefronts.
- 12) I think it is great. I grew up there.
- 13) I try to make it once or twice a year to take classes at Shake Rag and toodle around town, I hope that you keep the overall friendly nature of the town and down price out the awesome people that are there now.
- 14) I visit MP for the art workshops, mostly offered by Shake Rag. Would love to see more offered, by them or any other venue of the same quality. I spend \$ on food, lodging and other shopping because they exist. MP businesses and residents should know how valuable this asset is to their area
- 15) Invest in businesses that are good for the community as well as tourism. Bakery, all-age karaoke bar, outdoor theater, gardening classes, knitting circles, etc
- 16) it is not just High Street but Commerce Street also
- 17) It would greatly help if the store owners would not park on High Street in front of their business. They don't leave room for visitors to park. When this happens, I don't bother looking for a parking place. I just leave town and go someplace else.
- 18) It's important to support residents to keep a strong town which in turn supports a vibrant downtown. Bars and taverns are rumored to have good food - but they've not very inviting looking. Artists have great stories and when I share them with friends they're anxious to visit.
- 19) Keep the old charm of the town. I think this draws the tourists. It is nice to visit the town





and see where my Dad and ancestors lived.

20) Love this little town ...ART is the most important aspect

21) Love this town.

22) Mineral Point should be a destination for Cheese Country Recreation Trail users, which should be advertised to outdoor enthusiasts in the greater Madison area!

23) More accommodations it's hard to get a hotel room often when events are going on.

24) More events! Allow businesses to serve alcoholic beverages during events to drive traffic. mt Horeb did a "witches night out" sold over 500 tickets and had an additional 450 people without tickets come. Use creativity for events at opera house like comedians, to drive business. Allow bars and restaurants to serve food and alcohol on side walk.

25) More places to dispose of dog waste when walking

26) More support to bring concerts to the Opera House

27) n/a

28) Needs a bakery

29) Needs more restaurants and clothing stores

30) Needs more variety of shopping

31) No

32) One way high street

33) Please remove the rainbow paraphernalia. Main Street IS NOT the place to advertise your sexual preference. It makes the city look tacky and instead of attracting visitors it is driving us away. The old Mineral Point was so much more pleasant to visit.

34) Preserve its history, attractiveness, and style.

35) Provide a walk-about guide to visitors to identify locations of personal interest.

36) Shake Rag Alley has been the main reason I come to visit Mineral Point, but through those visits I have come to love everything about the city.

37) Shake Rag Alley is my home base when I come. It could be a powerful anchor for Mineral Point.

38) Shake Rag Alley workshops bring me to Mineral Point many times a year.

39) Shops and restaurants need to appeal to a younger generation to really put MP on the map. Distillery or a real brewery, younger artists/art events, and you are totally missing out on the local food scene being part of the Driftless area. Don't be afraid of doing something different.

40) VERY friendly staff at most all place. We would NEVER consider a visit to Galena, they never speak.

41) We have noticed that it can be difficult to find an open restaurant on Sunday evenings, but we understand the reasons for this.

42) We lived in Mineral Point for 3 yrs and enjoy visits back.

43) We love the Walker House!!

44) We love visiting, and we love it when we see businesses flourishing. That tends to be up and down.

45) We usually come to MP yearly, when we are attending APT. Plus, my mother grew up in MP, so there is a warm place in my heart for the city.

46) We value the small town, Norman Rockwell/Andy Griffith quality of the town, the best of the American Heartland

47) Yes. Thank you for asking. The bars on main street detract significantly from the beauty and family friendliness of Mineral Point. Can places where people go to get plastered be moved elsewhere and can trash and yard waste be dealt with more effectively? I realize that trees on main streets can be challenging but the complete lack of greenery on High Street renders an element of coldness that belies the beautiful jewel in the Driftless Area. Thanks for doing this survey.

48) You should consider the long term impact and cost for some of these improvements. While many are great ideas, there is a long term cost to items such as adding garbage cans (who is emptying them, cleaning them etc). Love downtown MP eat and shop there often. It would be nice if a restaurant option was open on Monday nights.

## Residents of Five Years or Less

Resident responses to "Is there anything else about the High Street district or Mineral Point that you would like to share, or that we should consider?"

- 1) As a new resident to the community, I really enjoy High Street and the variety of stores and activities. I think it should continue to be the center of our community.
- 2) Better business hours.
- 3) Better grocery shopping options, would be willing to pay more for fresh organic food
- 4) Clean up the meth and the crappy housing. Trumpy Towers and apartments like it should be condemned and shut down.
- 5) Consider one way street on high street to allow more parking.
- 6) Create ADA accessible ramps onto the sidewalk for easy access
- 7) disallow corporate retail and food, strictly limit atv accessibility, don't undermine historic character
- 8) Diverse shopping geared to younger clientele
- 9) Entry ways and sidewalks into businesses do not allow for easy access w strollers. Would like to see better sidewalks in the city. Hard to access shops when stroller doesn't fit through door and too difficult to take kids out.
- 10) Have a consistent and resourceful place that events and happening of the town are posted. We miss a lot of community events because we are unaware that they are even happening
- 11) High street can be a great place to shop again. With the right redesign and adding soft scraping signage it could attract the next generation of tourist
- 12) High Street: More trees and landscaping, a little stricter rules for storefront and building upkeep, no neon or bright signs/lights, a few more retail shops. City: Repave Shakerag Street, paint the water tower, resurface tennis courts, give the high school a track that the community can use for walking/running.
- 13) I am of the opinion that high st residents should be required to park in designated parking lots, and NOT on high st. Also, descriptive signage at the highway is basically non-existent. If you are not living in MP and not familiar with the layout, finding High Street is not as easy as it could be. "Welcome to MP" signs at the 4 main entry points, and easy to spot, easy to understand direction signs would lead visitors right to the historic Business district... to discover everything we have to offer. I am a high st gallery owner. Traffic directed to high street is imperative for the continued growth of our historic business district and the individual businesses that make it up. There is something for everyone on high street. They must be enticed and directed with proper appropriate signage to get here.
- 14) I do not want to see Mineral Point become vinyl suburbia like Mount Horeb has become, we need to invest in fixing up our older homes and building homes in lots located in current city lots available.
- 15) [REDACTED]
- 16) I really appreciate the business district. I would like to see more active storefronts and local needs(grocery) shopping mixed with the galleries.
- 17) I would love more "young child" friendly venues or activities in addition to the library!
- 18) I would like to see fewer bars, fewer low income rentals, greater accountability for owners to maintain historical properties.
- 19) I'm saddened and disheartened to see the lack of care invested by the long term residents in the preservation of this historic town! The familiar pattern of people moving to the town with "a passion to preserve" who quickly become disheartened by the great divide between rooted locals crippled by their lack of ability to foster innovated growth is a huge loss to the community. Like many others before me, I do not see a lasting future for me in Mineral Point.
- 20) If you have a business on High Street and don't have designated hours you get fined/ taxed \$50/day. Main streets are for businesses that are open for tourists to frequent. They stop



coming back when nothing is ever open.

- 21) Increased tourism is the best opportunity for high street to see economic development and investment, the residential population is fairly stagnant and I don't see any forces that will cause that to change (major employers) any time soon.
- 22) Increasing parking would be a big mistake. High Street is not made for quick shopping. It's for walkers.
- 23) It feels like a ghost town. Don't know how the galleries can afford to stay open. Which is why they they don't open often -its a catch 22
- 24) Keep it quaint and historic, with few to no chain retailers! Stores like Dollar General will hurt this town.
- 25) Love the history, architecture, and events throughout the year.
- 26) Make it more handicap accessible. Sidewalks are falling apart.
- 27) More consistency in shop hours. I volunteer at times on High St and visitors always wonder when things are open.
- 28) More coordination of events involving oll business
- 29) More diverse local businesses
- 30) More restaurants or wine bars. I leave the area for this reason quite often
- 31) Music playing would be a nice touch
- 32) Need consistent hours for gallerys and shops so visitors and residents know when stores are open for business. Then communicate with all in promoting business in Mineral Point.
- 33) Need more stores, more restaurants. New police station definitely went too above and beyond. Wasteful!!
- 34) No
- 35) no ATV'S ALLOWED up High Street
- 36) Open shops and restaurants on Sundays! Often I see tourists milling around High Street with nowhere to go.
- 37) Our friends and family don't visit as often as they would becuae they find Mineral Point to be boring, especially for our neices and nephews. We are from a culture of people less interested in buy things, but rather experincing things. There is simple not enough interactive things on high st. Shops are great, but not all that engaging, and not everyone is looking to accumulate stuff. I am thrilled that we are getting a winery, hop there will be tasting space, wish we had more of this going on.
- 38) Regular and consistent store hours
- 39) Store signs could be more as attractive, updated and would make finding a business easier.
- 40) There are people that live on High Street (me). Why are they never considered when making decisions or when planning events. My parking lot is closed off half the time for events and then I'm parking blocks away from my own apartment.
- 41) Upgrade the housing situation on High Street. Enforce housing standards and fine or remove slum lords.
- 42) We just lost our hardware store and we need a replacement ASAP.
- 43) We need a single marquee attraction (like a New Glarus Brewing, Duluth Trading Co., Potosi) to draw more tourism. We DO NOT need a Dollar General. That is about as anti-MP as it gets.
- 44) We should investing our community. If High Street work needs to be done, it should be done will. It doesn't make sense to cut corners. We shouldn't be afraid to make a real impact—Mineral Point could be even more of a destination than it already is.
- 45) Yes, place or things for older kids. Teens to hang out...

## Residents of 6-10 years

Resident responses to "Is there anything else about the High Street district or Mineral Point that you would like to share, or that we should consider?"

- 1) Accessibility improvements and creating a community space would be great!
- 2) Activities for families and young adults
- 3) All activities should go through the chamber of commerce. The independent in fighting needs to stop as they are destroying the town
- 4) businesses need to stay open on a consistent basis. More restaurants need to be open on Monday night.
- 5) Businesses should try to stay open on Sundays for both visitors and residents. There is a basic feeling that nothing is open on Sundays..nowhere to get coffee, nowhere to shop, and maybe some restaurants are open. If Point is to be a "destination" High Street should be open on Sundays.
- 6) Consider one way traffic on High St.
- 7) Cut back on all the "Pride" stuff. A whole month is plenty. Constantly promoting it when there is so much else to promote gets damn tiring.
- 8) Fix the sidewalks and roads throughout the city, use the street sweeper to clean the gravel out of the gutters. No way a disabled can get around with such bad sidewalks.
- 9) High Street is too narrow for deliveries and driving.
- 10) How many people work and live in Mineral Point or if you are a business owner and what types of business would benefit the community
- 11) I believe that offering diverse events that cater to family involvement would be incredible. Events that would allow ALL families (ie: free, and not just arts based) would keep us from leaving Point every weekend. If families were more involved in downtown activities, there would be reason for many to spend more money in the area.
- 12) I don't love the idea of catering to ATV/UTV users down town, but I don't own a business or building downtown
- 13) I have mixed feelings about the cost of living here in Point. As a single mother, I have to work two jobs in order to survive living in this town. My full time job, I work for Dane County, making \$25+\hr. This SHOULD be enough...but it's NOT. My home is a very modest 3 bedroom, 1 1/2 bath home (100+ yrs old) and was purchased for \$101,000. My mortgage is less than what I paid for rent, but by the time one factors in the costs of owning a 100+ yr old home, it's impossible for me to work one job. This is time spent AWAY FROM MY FAMILY. This is not OK!
- 14) I really wish we had a hardware store and a children's museum. We need more things for multi-age levels to enjoy
- 15) I strongly support green space being added to High St. I visit many small towns, and I'm always surprised at how much hanging baskets from light posts, raised flower beds, trees, etc I see. And I always think "If XYZtown can have this, why can't Mineral Point?" I love the stone and brick on High St, but it does seem harsh when mixed with the concrete sidewalks and blacktop street. Bits of green would GREATLY help Mineral Point feel more inviting and well worth the investment.
- 16) I would love for High street to have a bakery!
- 17) I would love to see businesses open more and keep posted hours. As far as the High street renovation I strongly encourage adding trees, flowers, trash cans, and public restrooms.
- 18) I'd love for the city to STOP spraying herbicides and fungicides at the parks and especially at the Library park
- 19) If someone owns a storefront on High Street they should be required to occupy it or rent it so every store front has something revenue generating it
- 20) It would be nice to have more outdoor bistro restaurants, theater especially at Shake Rag, and movies



- 21) It's a beautiful community, but it needs to be "open" more.
- 22) Keep chain stores minimal, no big box stores. Enforce city ordinances about buildings that are neglected. More trash cans. Put signs directing people to large parking lot on Jail Alley
- 23) Less art galleries, more appeal to blue collar people.
- 24) limited number of people try to influence and force decisions without adequate input
- 25) Love this town and its people!
- 26) Mineral Point seems geared toward senior citizens. The High Street has few shops or restaurants that are consistently open, and there is a lack of energy throughout the entire town. It is beautiful, but there's nothing going on. It's turned out to be a depressing town to live in.
- 27) More awareness of local businesses. Can't tell if some of them are open or not, no info online. More events focused on bringing younger people would be fun?
- 28) More for after school and kids
- 29) More parking on High St, especially for the elder people
- 30) More street lights, and a pedestrian walking/running/bike trail
- 31) More things for young adults to do like live music or beer events
- 32) no
- 33) noise reduction / clean up the water tower
- 34) Nope
- 35) Not enough time or space to type it all.
- 36) Often repairs/scaffolding take away from downtown. Landlords should be held accountable for apartment upkeep and tenants. When there is a decline in housing/fees the quality of life and quality of people diminish.
- 37) Progress with road repair
- 38) Public bathrooms on High Street with signage, Visitor Center (or Chamber) open all weekend so visitors can see everything we have to offer. Galleries, stores, restaurants open all weekend, including Sunday for visitors, signage could help visitors find what they are looking for in town, promotion of events, encouraging businesses to develop and host events, supporting them in those efforts. Put flowers on the lamp posts, work hard to fill the empty stores.
- 39) Straight bars
- 40) Street infrastructure and adjacent architecture, creates the total streetscape. Since our historic district is truly unique—a Wisconsin AND National Treasure, the street infrastructure should be no less unique. (Details are critical and have to be budgeted and planned-for. There are quaint street lights, then there are historically accurate replicas). So the reconstruction should be all-encompassing, authentic and should thoroughly complement our architecture. Sending "mixed messages" to first time visitors is simply not an option. The final resulting streetscape should say to visitors: "Yes, you're in a very special historic place, welcome."
- 41) The hours of the shops need to change. Coffee shops, and restaurants must have better hours. It is a challenge for visitors when they stay over night on Saturday to find very little options on Sunday. It's a ghost town.

## Residents of 11-20 years

Resident responses to "Is there anything else about the High Street district or Mineral Point that you would like to share, or that we should consider?"

- 1)
- 2) Add an EV car charging station.
- 3) Allow ATVs to travel the streets of mineral Point
- 4) Atv should be welcome the business will benefit and the restaurants.
- 5) Baby pool
- 6) Be bold- get the right stuff done!
- 7) Being able to have an alcoholic drink outside with a meal would be charming.
- 8) Bring in stores that the locals will support
- 9) Build new homes to keep young people in town
- 10) charging station for electric cars, shop for MP memorabilia, ice cream, bakery, outdoor music events, facilitate better collaboration between all business/demographics
- 11) Expand beyond the art focus.
- 12) Fix the water mains, it affects too many businesses and people when it is constantly breaking
- 13) Have the Fire department or department of health inspect and hopefully condemn the dilapidated and dangerous apartments High Street.
- 14) High Street has too many vacancies, too many transient housing units, and too many drug addicts.
- 15) High Street needs to become a show stopper! There should be trees, brick sidewalks, park benches, beautiful potted flowers everywhere! For an artsy town, how come there is no art on display? Right now (other than the renovated buildings) it is an eyesoar, especially on Friday mornings when visitors arriving in town are greeted by piles and piles of TRASH on the sidewalks. There should be huge signs directing visitors to the downtown area. The downtown needs more variety of shops for people who live & visit here, NOT more art galleries that are rarely open.
- 16) Historic architecture is key. Quirky shops are pivotal.
- 17) I don't think ATVs should be allowed on High St.
- 18) I Love to visit Mineral Point for the local art, great restaurants, and unique shops
- 19) I was a hardware store regular. Sorry to see that go. When work is less demanding I try to take advantage of events.
- 20) If you make High Street a one-way street people will have to make laps to see what they missed so wouldn't you have to spend a lot of money upgrading Fountain and Doty Streets too? Or, they will avoid High Street altogether and just use the other streets instead. Also, why don't you fly American flags on High Street? Like on the lampposts above hanging flower baskets? It's great to support gay pride and Cornish heritage, but we have a lot of veterans in town who come to Veteran's Day programs at school every year. Don't you think it hurts their feelings when you don't fly American flags?
- 21) It should be protected, & preserved for generations
- 22) It's sad to see shops standing empty and while this is an artisans town, local residents cannot solely support these artists. It may not be feasible, but it would be good for artists to offer other items in their shops that residents would purchase to help sustain them.
- 23) I've been saying this to friends and family for a while, but i would love to see more consistent store hours downtown, more buildings filled with shops, more events for residents like a street dance or live outdoor music. I would love for Mineral Point to be bustling with visitors and tourists.
- 24) Just because the town is historic it doesn't mean our streets and sidewalks need to be. They are falling apart.
- 25) just could not find an apt. there, so had to rent in Dodgeville (even tho I miss all Pt's events)



- 26) Keep the integrity of the National Historical aspect.
- 27) Maintaining the integrity of the historical building and the tradition of historic preservation is important, as it is crucial to Mineral Point's "brand." However, it is also important to look forward, look ahead and see what will keep Mineral Point attractive, viable, and accessible for many years to come.
- 28) Make High Street wider so that 2 cars can pass each other easily.
- 29) More choices in internet or electric companies
- 30) More picnic area or family/party mtg gatheting places...or More businesses--but not necessarily shopping businesses--- i.e..restuarants not overly priced or more for mental and fitness health. A fitness center would be nice as long as it is not overly priced!
- 31) Need a bakery and new shops and restaurants and need all shops galleries the chamber and committed and the city to work together and to bring more people to town or we will be in bigger trouble than our businesses are now
- 32) Need it to be special to create "buzz" statewide. Don't make it like every other street in America.
- 33) Needs better sidewalks, address the 5 Points intersection (it is extremely dangerous), create a walking/bicycling corridor along Shake Rag street that would connect the downtown to Soldiers Park. Right now that Shake Rag street is a gravelly mess. It could really be a beautiful avenue all the way up to Ridge Street. Winter-friendly family activity idea -- outdoor skating rink at Soldiers.
- 34) None at this time
- 35) Outdoor seating or restaurant which capitalizes on the views of MP would be great. Especially a restaurant with more healthful options, rather than deep-fried.
- 36) Please stop dividing the residents by displaying pride flags instead of American flags.
- 37) Seriously, garbage on High Street in the am when we have guests/friends in town? Create events every week for locals i.e. Friday night shopping, street parties, events for everyone in library park, outdoor dining/drinking without the stupid fences. Wake up people - your town is dying! If it doesn't change we are moving in three years to a town that embraces growth and change, not continuously fighting against it!
- 38) Snow and ice removal during winter months has always been poor to average. Need to make improvements to the safety of pedestrians on High Street
- 39) Some shop owners need to be more friendly and not be prejudice towards people that come into their shops
- 40) Splash park would be a great idea for younger kids
- 41) Taking down the rainbow flags....
- 42) The city could definitely do a better job of fostering new businesses. And there are a handful of neglected buildings on High street that need to be dealt with (for historic preservation and crime reasons).
- 43) The restaurants are all open the same days and closed the same days, as well as the 4th of July which brings in the most people in the year. It makes it hard to find places to eat if you come on an off day, or the 4th of July. Mineral Points restaurants do not cater to the visitors on the 4th of July.
- 44) There are a couple of buildings on High Street that are problematic. They are apartments that are not well maintained and the clientele they attract is not ideal. For High Street to be fully vibrant this needs to be addressed. Perhaps a public/private consortium could be created to take control of these properties and convert them to positive assets for the town.
- 45) Think about the future when making a decision. What is best for MP into the future? How realistic is it to stay the same going forward?
- 46) Walking/biking path, safer sidewalks for walking or running on, more street lights throughout town
- 47) We love the small town uniqueness of mineral point. Would live to see an indoor facility

for children in the winter

- 48) We need to recruit a flagship business to MP. Brewery, winery, sporting or aquatic center, or restaurant. Also put in an EV charging station and nice public restrooms.
- 49) We pretty much love MP the way it is not that improvements couldn't be made.
- 50) When doing High St, do 1 or 2 blocks at a time (like Platteville and Fenimore); thus, leaving some of the street open to traffic.
- 51) When it came to buying a house, I didn't even consider Mineral Point because there were no new housing options. We wanted a move-in ready new, clean, and safe environment for our young children. So we chose a nearby town, bought a brand new house and rented an office downtown. The city of Mineral Point have a few subdivisions, put in free water & sewer, and offer incentives if you build within a couple of years, such as a discount on your first tax bill. There should be one apartment building, several duplexes, and single family homes in each subdivision so you could move up while keeping your kids in the same neighborhood as their friends. There should be building restrictions to make homes have character, such as minimum roof pitch, front porches required, and garage doors less prominent than front entrance (side entry or set back or pleasing door designs), same rules for the apartments and duplexes so they are attractive and fit in with the homes. Minimum landscaping requirements too, including city planted trees.
- 52) Would love to see a splash pad for younger kids at one of the parks
- 53) You cater too much to the artists!! No gift or other shopping available - like Cedarburg!!
- 54) You do a few tourist events, but even fewer for local families. It would be nice to consider the local people when planning events and choosing businesses. I would love to buy local all the time, but most businesses are only open on gallery nights.
- 55) You should ask what would attract new or existing residents.

### Residents of more than 20 years

Resident responses to "Is there anything else about the High Street district or Mineral Point that you would like to share, or that we should consider?"

- 1) hardware and new. Business
- 2) A permanent map of town located on High Street ie. like in the center of the MP booklet
- 3) A place for kids to hang out. Children's museum, children's art place, etc
- 4) A store you buy stuff you need like a dollar general store so you don't have to go out of town
- 5) Affordable Adult evening classes would be great. Jewelry making, refinishing or refurbishing furniture, watercolor painting with no experience, Cooking classes. So many of the current "Shakerag" classes are so expensive.
- 6) Allow change and growth!!! Welcome new ideas.
- 7) Although I appreciate the artisan culture in MP, we really need to offer more businesses for families to work here and not have to drive 20-60 miles to work. There are cities that have both and are thriving with culture and yet meeting the needs of the "year round residents". Not having to drive out of town for nuts and bolts, furniture, and other normal needs. We used to have a bakery, meat market, shoe store, grocery store, hardware store, clothing stores and jobs for the locals. Now the High St is more catered to tourists which is fine, but how about utilize the business park on the north side of town for stores that meet the normal residents needs.
- 8) Architectural charm of the business district is strongly appealing to visitors. More emphasis on the role of Mineral Point in historic preservation.
- 9) As a MP business owner, the biggest & most common compliment I hear is how Mineral Point is unlike any other place because of its historical downtown area. The original buildings, free from multiple large corporations, it's unique events & beauty. I'd be disappointed to see if any of that were to change. Improvements are good though.





- 10) As you attract visitors, keep businesses for local folks like auto parts and hardware. Otherwise, we go to Dodgeville.
- 11) Attract businesses to fill empty stores
- 12) Bakery taxi service
- 13) Bakery, ice cream/gelato shop, arts/crafts shop that has classes/children's bday parties
- 14) Better business hours
- 15) Better shopping and employment
- 16) Better variety of stores, need a fast food restaurant, need a hardware store, need residential building lots, need developers for rental projects
- 17) Block off chestnut street near the train depot for more feasts and art fairs
- 18) BRING MORE BUSINESS TO TOWN- MORE USABLE BUSINESS, NOT MORE ART
- 19) Build on what we have. MP is an amazing place to live, work and raise a family. Basic needs and future planning will be key. Housing, more restaurants, coffee shops, local vendors, i.e., butcher, bakery... I love Mineral Point and cannot imagine living anywhere else.
- 20) Businesses need to be open, Need a wider variety of businesses
- 21) Cafes open on Sundays! That's when tourists are in town and the only option for coffee is gas station coffee!
- 22) Clean up the drug scene in Mineral Point and OPEN the theatre to the community not just a certain group of people
- 23) Clean up the junk ie: weeds etc at downtown businesses. We have ordinances enforce them please. I have a neighbor who doesn't mow as often as he should so I have weeds that are at the property line I chose to have my yard nice I shouldn't have to look at a disgusting pig sty that my neighbor refuses to clean up.
- 24) clean water tower. more things for younger groups and not just families.
- 25) Consider changing the street to concrete pavement (not asphalt). It makes the downtown brighter, cleaner looking, cooler in the summer, and overall creates a beautiful downtown we will all be proud of! We have local concrete suppliers that would be proud to be part of the construction process.
- 26) definitely more services for seniors, more activities for middle/ high schoolers
- 27) Dog owners need to clean up after their pets.
- 28) Doing what the locals decide to invest in creating... keep the government and their debt out of the community.
- 29) Don't bring in the big (or little) box stores, keep the history and architecture cuz that's why it's so great.
- 30) easier handicap accessibility to the library and opera house
- 31) Encourage more businesses and speciality shops to downtown area.
- 32) Enhance current events like gallery night
- 33) Few Galleries are open by app only, tourists don't have anywhere to go to tour if they're not open, Shops are beautiful but going downhill fast when never open. Please consider set hours!
- 34) Fix the dam streets
- 35) Following ordinances and holding city employees to a measurable evaluation form of performance.
- 36) Get rid of rif-raf on lower high street and support SWCAP better
- 37) Get rid of the drug issue just below the Royal Hotel...clean up/drive them out
- 38) High Street is a gem in Wisconsin because of the accurately restored historic buildings and the unspoiled view (no pole sheds or suburbs) as you look down the hill. When buildings are painted in gaudy colors in order to attract attention to themselves, they diminish the entire viewscape. Any design changes to the High Street district should be driven by the historic photos. For example, base the design of the street light fixtures on what was there before. Please resist the urge to introduce fake elements like fake pressed brick sidewalks. The sidewalks in Mineral Point were never brick! They were wood or concrete. Use the historic

photos! Otherwise it's all just Disney.

39) High street is beautiful as any updates should maintain its beauty

40) High Street needs businesses that will keep people in town - places to shop for everyday needs so as not having to go out of town to buy these items. We need to keep the revenue in Mineral Point! We cannot survive on arts only. Let's bring back our great small town.

41) High street work is the one opportunity to spruce it up. Landscape, benches, park like areas.

42) Hitching post for the Amish and people who like to stroll through town on horse back!! The tourist love that

43) I am a (40 year) High Street building and business owner. We miss the hardware store. We have what few have these days--class. Please don't sell out our most valuable asset to financially benefit a few greedy businesses. Keep it small and passionate about preserving what we have and not trying to be a cookie-cutter tourist trap. That will help us attract the right kind of dedicated businesses, rather than those looking to use MP to get rich quickly and then run.

44) I am a huge advocate for the arts on High Street. My husband and I visit art galleries frequently. However, I would stress that other cities our size have thriving downtown districts because there are amenities offered for locals for routine use (hardware store, fresh market, bakery, etc) where we have to either leave town or go up on the highway for those things. High Street is also uncomfortable in the summer months due to intense sunlight. Planting trees or offering some shade via landscaping would truly help the outdoor experience. I love my town and would never envision leaving. :)

45) I am against the use of ATV's and UTV's within the city limits.

46) I feel the shops on High St cater to much for tourists and could do more for the locals. I feel this would give more business to the shops on high st.. when I enter the shops on high st. And I tell them I am from town , I have been ignored by the shop keeper. The Jewelry store does a very good job on how they treat residents and tourists.

47) I have lived and worked here since 1976 and it continues to get better every year. I do miss both the Hardware store and the Japanese restaurant.

48) I know it was listed but a wider Main Street will be the best investment the city will do.

49) I live the town. I just feel like the community doesn't focus on the community. We try to focus on tourists and bringing more people in during peak season rather than trying to draw local traffic.

50) I love our High St, I do wish we had more places open for lunch during the week.

51) I love the feel of our beautiful city. I appreciate the historic history and maintaining that history. I feel most events in Mineral Point are geared towards the arts and visitors not family friendly.

52) I really miss the hardware store!

53) I regret supporting the idea of opening up streets to ATV's UTV's. Initially I supported it, but now that it is open I see how disruptive they are to the character of the town, and I don't think they spend money on anything besides food and gas. It's not going to help our town.

54) I think it would be nice is shops and restaurants were open on Sunday's for tourists

55) I would like to see promotions of local event to local people balance with local event to tourists better. I think we do a good job getting tourist into MP and need to continue to work on that, but also need to get all types of residents of MP more engaged into buying locally, and enjoying all types of events locally.

56) I would love for High St to be closed to vehicular traffic and turned into a walkable shopping lane with ample parking behind the stores. High St and MP in general needs to be more bike friendly. Desperately need better sidewalks, street lighting and seating on High St. Little park next to Opera House could benefit from sculpture or a fountain. Too many empty storefronts. Trashy bars at bottom of High St. detract from streets otherwise magical ambience.



- 57) I would love to see more bands and have the live music street dance back! Affordable clothing and home decor. More live entertainment at the Opera House...Comedians, ventriloquist, and so on.
- 58) If we have snow for Dec gallery night the walks NEED to be shoveled. Friend fell in front of medical center a few years back.
- 59) It is unfortunate that local people do not support local retail and art galleries
- 60) It seems that some new business owner have not done their homework re business potential and blame the CO of C or City if their business does not succeed as they expected. They do not understand that this is a small market and not a national holiday destination.
- 61) It would be great if the project deadline could be October 1. It would be ideal if High Street was back up, open, and running by the Fall Art Tour.
- 62) It would be nice to have more stores that us regular residents could shop at.
- 63) Keep our local clinics here in town.
- 64) Kero the historical home town look and feel. Do more to draw tourism
- 65) Large scale urban art murals on the side of buildings and other structures commissioned by local and state artists by way of a competition online and through social medias.
- 66) less antique stores
- 67) Less art stores
- 68) Lets have an ice cream shop
- 69) Lighting is important, subdued, soft and NOT glaringly invasive. And cleanliness is important!
- 70) love it!
- 71) Love the diverse acceptance would like to see more recognition of that. Would like to stay in town but sometimes entertainment is limited.
- 72) Love the historical look and feel of High Street!
- 73) Lower taxes
- 74) Main Street is pretty muck for tourists anymore. People that live here can't buy any every day needs in town with the exception of grocery store. It will be leaving soon also. The city needs to focus on needs of permanent residents and tax payers and less on tourism. The Main Street is already too narrow to really add parking unless it is made a one way with diagonal parking, but diagonal parking is hard to see around cars to see if clear to back out.
- 75) Main street needs to be wider. This is a great town but we need to bring new things to town. Give theses kids more options to work. I cant tell you how many people complain that the shops down town nothing to offer meaning a simple white shirt that isnt over priced. This town is stuck in the past it needs grow and expand. We need to offer more. Having more to offer if advertised right could mean more business for down town. Give people a reason to come here.
- 76) making High street one way, have the car show on high street for several blocks vs at park
- 77) Many people leave town daily for employment. This is alot of income being pulled away from local businesses. Housing and new business should be priorities. It is very expensive to live in Mineral Point due to the lack of tax base and growth. We love the small town feel but feel strongly the town has to develop a plan to serve housing needs for all generations to thrive here. Senior housing options are limited and affordable young family options are hard to find. Its a great city with rich history that can be so much more if done right. Investing in street improvements etc is great. However, without adding additional tax base the residents will be paying a higher price to live here. To many oportunites to have nee businesses come to town have been passed up.
- 78) maybe everyone should worry more about the lack of all types of businesses. we have great schools why can't we have great businesses
- 79) Maybe make it a ONE WAY DRIVING STREET

- 80) Mineral Point is a very friendly town!
- 81) mineral point needs more housing and business development areas
- 82) Mineral Point needs to grow into the future by getting new businesses and factories. they need to focus more on the future rather than the past.
- 83) Miss restaurant that delivers or drive up
- 84) More benches to set on
- 85) More businesses open on weekends for tourists
- 86) More compassion. More creating what we love vs. fighting what we hate, a little individual self reflection would be helpful for anyone who is coming to this table
- 87) more parking downtown!! Something other than arts & bars, if neither interest you, there is nothing in MP for people
- 88) More senior duplexes/apartments
- 89) More sidewalks needed to encourage more walking, especially near schools. We need incentives to build new homes and neighborhoods-tax breaks on roads/curbs/sewer...we tried to invest and build a new subdivision but could not make it affordable because of the city's costs on these things.
- 90) MP should be open to some change but still keep the uniqueness of our community.
- 91) N/A
- 92) NA
- 93) Need a better variety than just art galleries
- 94) Need more parking
- 95) need to find a place for UHH fitness center, need a fast food restaurant like Arby's or Culver's, need a restaurant like Chili's, Pizza Ranch, or Outback
- 96) Need to get the streets open to ATVs and UTVs so these people can have better access to the businesses in town.
- 97) Needs more aces to be employed at!
- 98) New hardware store. A smaller grocery store tied into the current one possibly.
- 99) Nice to see streets being repaired
- 100) no
- 101) No
- 102) No semi deliveries on high street
- 103) None
- 104) Not enough for children to do or young adults. Too much tourism and art
- 105) Not that I can think of
- 106) Nothing that I can think of.
- 107) Off High Street parking needs signage. need bakery, more variety of businesses
- 108) One way traffic on high street
- 109) Open atv access. Save our town and local business
- 110) Open the theatre on weekends for the children in our area so they have something to do. Growing up that what we did every weekend. It's sad that it's not available for our kids to see movies more often
- 111) Open to atvs
- 112) Our historic character and associated ambiance is our identity and lifeblood. We must avoid causing it to become synthetic during this project. The buildings are fragile and cars occasionally plow through the front of one, perhaps we need bollards. Some people want to widen High street to allow for faster traffic but we need traffic calming, not quickening. There are specific times of year when the setting sun gilds the fronts of our shops on High St- tranquility reigns- there is an opportunity to place art to celebrate the effect. Merchants provide our own planters, which is a fiasco. Merchants may well be willing to adopt and care for city planters. Then we could have permanent, larger, better established plantings on High St. I restored my shop interior in 2015, about half of the people who come in actually gasp, not due to my expert carpentry (not) but because the ambiance from outdoors was brought



in and through my shop, it seems to be quite successful and what people are looking for when they visit. I think other owners should be encouraged to treat the interiors as part of the whole district, enhancing our appeal.

- 113) Paint the water tower with a mural.
- 114) Please don't change the traditional feel of High St. Angled parking or making it a one way will take away from the charm.
- 115) Please make sidewalk surfaces level so it's easier to shovel.
- 116) reasses everyone and make it fair to the ones that have been paying out of contral taxes for years and up the assessment on ones that should be
- 117) Restaurants & artists be more consistant with their days & times open
- 118) safe handicapped parking
- 119) Shops need to be open. Tourists can't get in shops. A.list needs to be available somewhere
- 120) Smaller sidewalks. Widen the street.
- 121) Some of the apartments above retail space are not in good condition. We have had drug busts on High Street
- 122) Stay away from low income housing!!
- 123) Stores open more consistently. Hear these comments from visitors that visit. Stop putting the gravel on the roads when there is bad weather. Easy to slide on and fall and the gravel gets into everything!
- 124) Streets and sidewalks need to be wider.
- 125) Streets are awful, water tower embarrassment, people are amazing and wonderful,
- 126) Streets are being repaired, water tower is on schedule to be cleaned. publicize activities at S.Mem. Park
- 127) Strict adherence to historical renovation of store fronts, more robust activities and quality of performances at Opera House, better upkeep of High Street properties especially the Royal and neighbors, wine at gallery openings!
- 128) Sustaining a natural foods (co-op?) would be amazing, someone should bring back a bakery, and a long-time issue has been something for older kids to be involved in socially besides sports. I would have loved to have an apprenticeship program through the many local studios. More regular film screenings at the opera house! -Thanks
- 129) Taxes too high, then on top of that you get hit with another monthly tax for water and garbage pick up. Not sure how elderly afford it.
- 130) Tell businesses owners to stop parking on high street while they are open for business
- 131) Terrific town
- 132) The business owners should be more friendly
- 133) The entrance to town on business 151 from both directions is not pleasant. There needs to be a way to direct people downtown. Also, Sunday events are needed on High Street. New/differen activities and festivals with shopkeepers committed to staying open. Shade, landscaping, and benches are lacking in summer.
- 134) The historical buildings are amazing
- 135) The school district is phenomenal. Mineral Point is enchanting, welcoming, and a wonderful place to live. Also, I wish we had a true bakery in town.
- 136) There is need in the area for better necessities shopping and fast food restaurants. Both of these would also bring better employment opportunities for our young adults so that they don't have to drive to Dodgeville and Platteville. The reality is that families are busier than ever and would love to be able to grab a quick meal before heading to the next event. One that is not a bar or expensive. This city is geared towards the tourists for eating and not for the people that actually live here.
- 137) There is too much traffic and not able to see around parked cars. Also, truck traffic and parking is bad.
- 138) Things to do for the younger generations. We focus on the older and some of the stuff

that comes in is not even fun for my age. Will help if we focus on the younger generation also to being money to the town with events.

139) Think agriculture brings more \$ into this community than any other industry.

140) Too much tourism not enough industry.

141) Unless there is a parade, high street shops are not very family friendly.

142) Visitors do not expect all stores to close at 5 pm especially during summer. Need more eating places open on Mondays.

143) We need a hardware store, we need a better variety of retail store, NOT JUST ART GALLERIES

144) We need diversity. Atv.utv bring people. Not all people go to all stores. Just because they might attend your store is no reason to be against your next door neighbors store.

145) We need strong creative leadership from the Chamber of Commerce and the city council.

146) We need suggestions for marketing our unique town to the greater Midwest area. We also need to re-engage the "locals", not just the "artsy" newcomer population. And we must emphasize to shop owners that we need to have 7 day a week open hours in our shops and galleries to keep people coming back.

147) What about a family-oriented play area closer to the top of High Street? The "business" is always at the lower end, but I'd love to see more people from top to bottom. Obviously it would help if there were more food/drink businesses at the top as well, but we've needed a true bakery for years! No time like the present!! :)

148) Widen the street. Need to be able to see traffic when at a stop sign.

149) widen the streets

150) Wider street. Street is way too narrow for 2 way traffic. Side walks should be narrower. Love the current lights we have. Most businesses do a good job of planting flowers and keeping store front attractive. Rentals above storefronts have become a great concern to me...several meth labs popping up on Main Street.

151) YES thanks for asking. I think we could do a much better job of addressing physical accessibility for people with disabilities, including more designated parking especially on each block where there are businesses. I recognize the value of our historic buildings, but I think that sometimes that is considered an excuse to NOT address access

152) Yes, Concentrate MORE on the infrastructure and not the GENTRIFICATION of Mineral Point! People that move here have always tried to change the city to reflect the city that they moved from.. Fix the streets and insure the safety of the water we drink before worrying about how many cars you can get parked on High St.

153) You need to get more enticing things to do to keep your residents HERE and not want to travel outside of town to shop, entertain, or eat. You can preserve our historic town, but we also have to move up with the times! dilapidated and dangerous apartments High Street.

