



# Summary Report

## Design Hustisford Team



July 18, 2022

Design Hustisford Team  
*Community Design Charrette*

In Collaboration with:

PATH of Hustisford  
The Town of Hustisford  
The Town of Hubbard  
The University of Wisconsin-Extension, Dodge County  
The University of Wisconsin-Madison, Division of Extension  
The University of Wisconsin-River Falls  
The Village of Hustisford

This report was prepared by:

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



Land Use + Community Development



Extension  
UNIVERSITY OF WISCONSIN-MADISON  
Community Vitality + Placemaking

*Signature Effort*



## Design Wisconsin Team

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

# Table of Contents



Introduction.....	1
Community Capacity Building.....	2
Community Survey.....	3
Youth Perspective.....	6
Imageability Mapping.....	8
Demographic Analysis.....	14
The Community Design Charrette.....	19
Shared Values.....	24
Shared Vision.....	27
Communication.....	28
<b>Connected, Efficient, Thoughtful Development.....</b>	<b>29</b>
Parks, Trails, & Nature.....	51
Community Gateways.....	56
Empower Future Generation.....	59
Implementation.....	61
Acknowledgments.....	67
UW-Extension.....	76



## Summary Report

Design Hustisford (2022)



## Introduction

On May 12, 2022, a group of 20 planning and design professionals found their way to Hustisford (17 in-person, and 3 remotely) to dedicate their time and expertise in hopes of helping the community discover a shared vision for the future. The purpose of this document is to provide details as to the purpose, process, and outputs of the Design Hustisford program.

## Design Wisconsin

Design Wisconsin is a community design program offered by the University of Wisconsin-Extension's Community Vitality & Placemaking Team—a "Signature Effort" that combines best practices and expertise from applied research in community development, economic development, natural resources, positive youth development, organizational and leadership development, and sustainability. Design Wisconsin helps communities identify and visualize their short-, medium-, and long-range visions.

Design Wisconsin is a 3-phase process that begins with community capacity building, transitions into a public participatory process, and ends with implementation. During community capacity building, Extension educators and specialists work with the local planning team to prepare them for the second and third phases of the program. After 6-12 months of training, the local planning team is ready for the second phase of the program—a 3-day community design charrette (a fast-paced and intense period of community visioning). The third phase is implementation—a whole new planning process led by the local planning team and supported by Extension professionals that begins soon after the charrette.

Pattie Carroll, University of Wisconsin-Extension Human Development & Relationships Educator and Tracy Malterer University of Wisconsin-Extension Liaison & Program Support for Dodge County, provided the community with the technical support necessary to bring the Design Wisconsin program to Hustisford and will assist the community with ongoing planning and implementation.





## Community Capacity Building

After assembling a local leadership team, the community worked with their local Extension educators to learn more about the Design Wisconsin program (purpose, process, and logistics) and themselves (demographics, issues and opportunities, local community change processes). The focus of the effort is two-fold, bringing the Design Wisconsin program to town and preparing for implementation afterwards. Key elements of community capacity building include:

- Letters of Support: Documentation from community members that illustrate a broad base of support and a strong understanding of the purpose of the program.
- Community Survey: A community-wide survey to collect information about the values, hopes, concerns, and issues.
- Youth Perspective: Elementary students provide illustrations that answer the questions, "What do you love about Hustisford?" and "What would you like to see in Hustisford?"
- Imageability Mapping: High school students facilitate a community workshop to uncover the most important physical features of the community as well as hopes for the future.
- Demographic Analysis: The University of Wisconsin-Madison Applied Population Lab provides a community "snapshot" outlining the key demographic characteristics of Hustisford.

In addition to the activities above, local community leaders formed the non-profit "PATH of Hustisford" to serve as the official organization for mounting the charrette as well as leading implementation afterwards. The following text details some of the key outputs from the activities listed above.



## Summary Report

Design Hustisford (2022)



## Community Survey

As part of the pre-charrette process, a community survey was launched on April 1 and promoted heavily through May 16. The survey focused on 1) reasons that people chose to live in Hustisford, 2) how area residents spend their leisure time, 3) area resident perceptions of the downtown/Lake Street and the Lions Park/riverfront areas in the Village of Hustisford, and 4) the extent to which area residents feel connected to and supported by their fellow community members.

A total of 396 survey starts were recorded, and 330 respondents completed all questions on the survey. The number of respondents answering each question is denoted with a lower case "n" at the bottom of each table. For example, "n=396" indicates that all 396 respondents answered that particular question. The survey was designed to be completed in 15 minutes or less; average completion time was recorded as 17.41 minutes with a *standard deviation* (SD)= 18.31. Standard deviation is a measure of variance in values (responses). The smaller the SD value, the closer (similar) the values (responses). The larger the SD value, the more spread out (variated) they are.

### Survey Distribution

The survey was conducted online using the *Qualtrics* platform and hosted by the University of Wisconsin-Madison. An invitation to take the survey was distributed through U.S. mail, PATH of Hustisford social media, and the Hustisford School District parent portal, via email lists at the Village, and through social media posts on Facebook by community members. In addition to online distribution, paper copies of the survey were distributed to several businesses and public locations around the Village of Hustisford. Paper surveys were collected by the University of Wisconsin-Extension and entered manually into the online survey portal. Analysis was conducted using SPSS, a statistical software program from IBM.

### Survey Respondents

Respondent ages ranged from 18 to 79 years old, with a median age of 55 and an average age of 52.74 (SD=13.76). More women (62.4%) responded than men (35.6%) or those who chose non-binary/other (2.0%). About 53.8% of respondents reported that they were employed or looking for a job, 13.6% reported that they were self-employed, 20.9% reported that they were retired, 2.3% reported homemaker, 0.7% reported that they were students, and 2.7% reported "other." About 14.4% of respondents reported a high school degree/GED as their highest level of education, 2.0% reported an apprenticeship, 18.7% reported an associate or technical degree, 12.0% reported some college, 33.8% reported a bachelor's degree and 18.7% reported a master's degree, PhD or professional degree as the highest level of education they completed. When asked about the location of their current residence, 25.5% reported the Village of Hustisford, 32.3% reported the Town of Hustisford, 16.7% reported the Town of Hubbard, 5.3% reported the Hustisford School District, but not the town or village, and 14.4% reported the surrounding area.

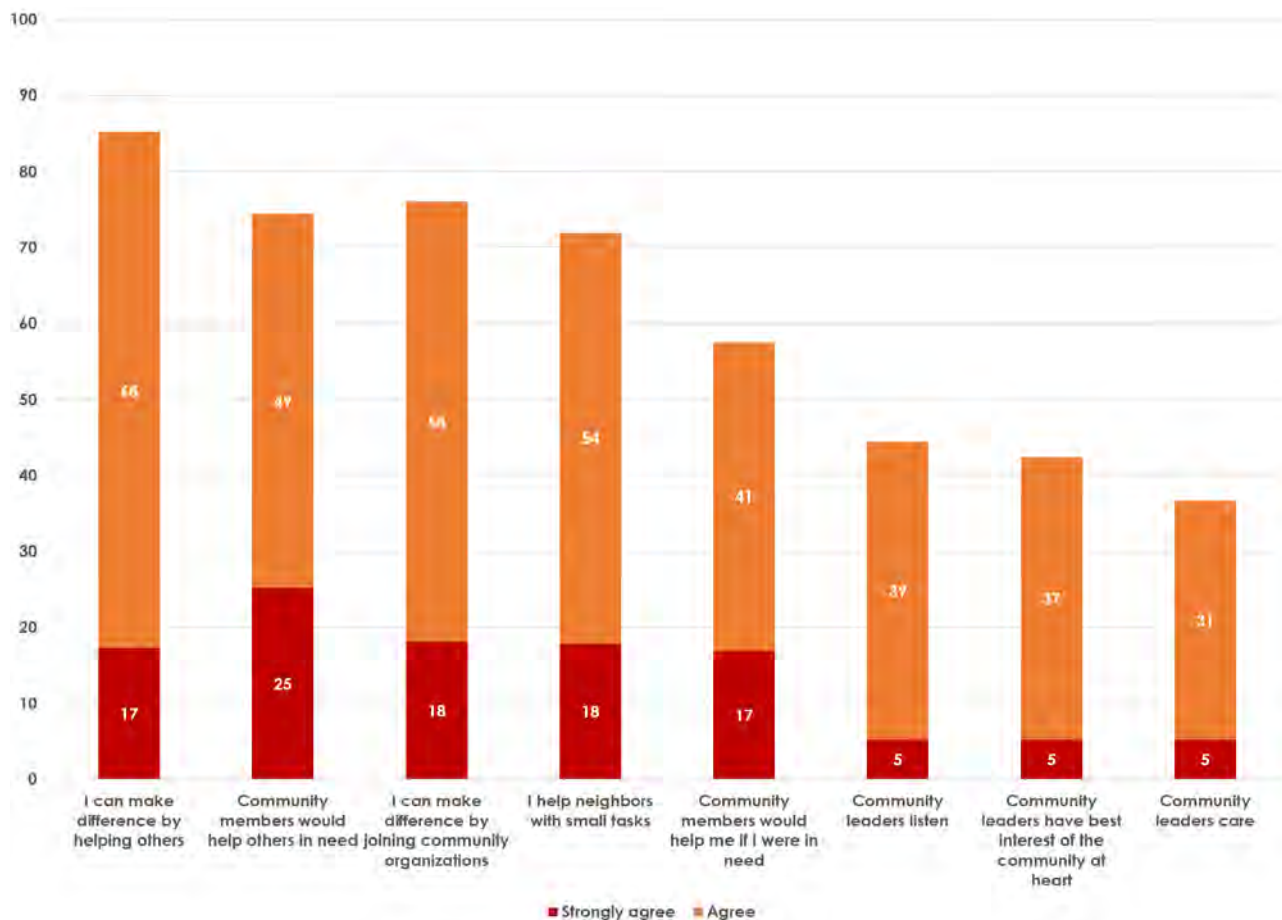
### Complete Results

Complete results are available in a separate document available through PATH of Hustisford and the University of Wisconsin-Extension.

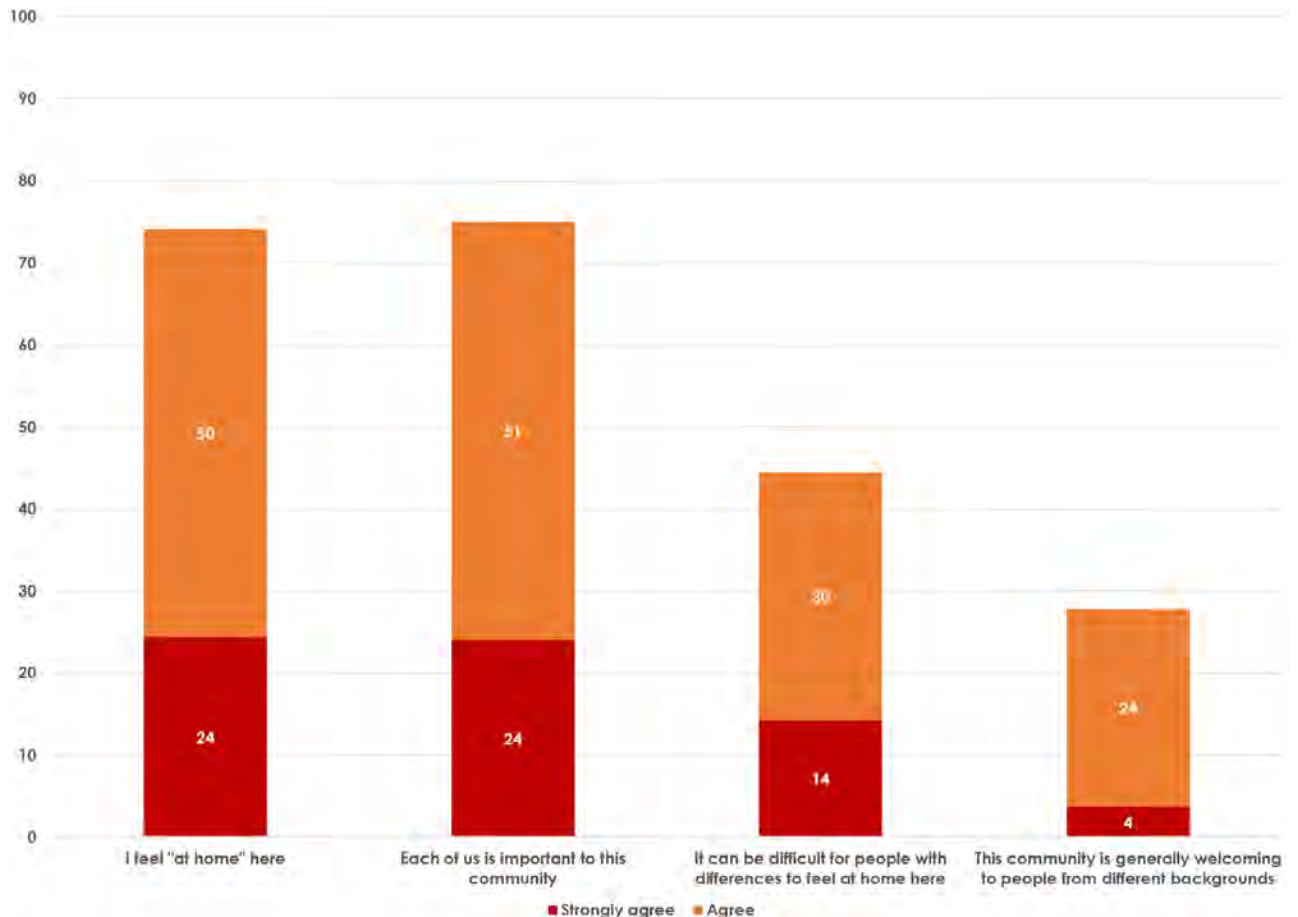
## Survey Highlights

Respondents felt that the Greater Hustisford Area community members take care of one another and their actions matter. Seventy-four percent of respondents agreed or agreed strongly with the statement "If something unfortunate happened to a community member, such as a serious illness or accident, members of this community would get together to help them," and 58% of respondents agreed or agreed strongly with the statement "Community members would help me if I were in need." About 85% of respondents agreed or agreed strongly with the statement "I can make a difference by helping others" and 76% agreed or agreed strongly with the statement "I can make a difference by joining community organizations."

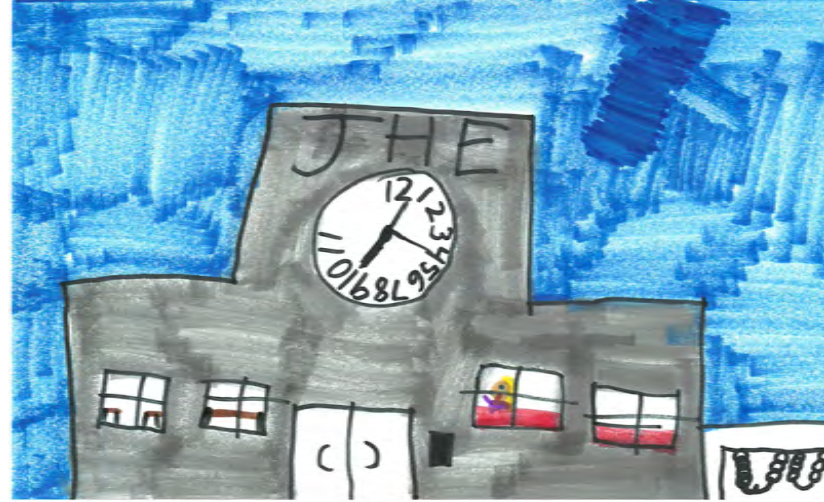
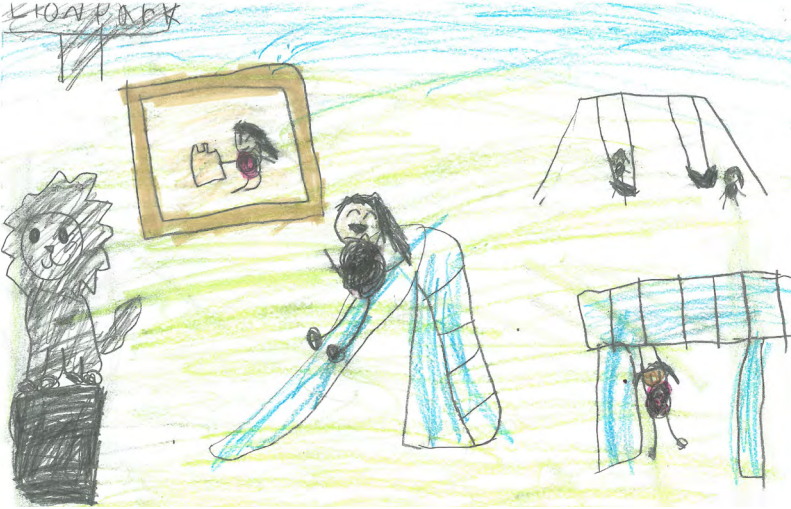
Respondents to the survey indicated that they felt at home in the Greater Hustisford Area community, while also acknowledging that the community can be a challenging place for people with differences or people from different backgrounds. Seventy-four percent of residents replied that they feel "at home" in Greater Hustisford, and 75% agreed or strongly agreed that "each of us is important to this community."



Roughly one in three respondents agreed that “it can be challenging for people with differences to feel at home here,” although slightly more than one-in-four agreed that “this community is generally welcoming to people from different backgrounds.” This is not unusual for smaller Wisconsin communities, particularly those where residents may have been in the community for many generations. There are simple actions that communities can take that can make a community more welcoming to new residents and residents with differences. For example some communities have established newcomers clubs in order to integrate new community members into established social networks. Others are having community conversations about residents’ own experiences when moving to the community and using those insights to understand what can be done to make transitioning easier for future residents. Often the actions are simple, such as making sure new residents are invited to join softball leagues or service clubs. Moving to a new community is almost always a stressful event, but the responses from Hustisford Area residents to this survey indicates that they are likely to be enthusiastic about helping new residents feel at home and valued in the community.







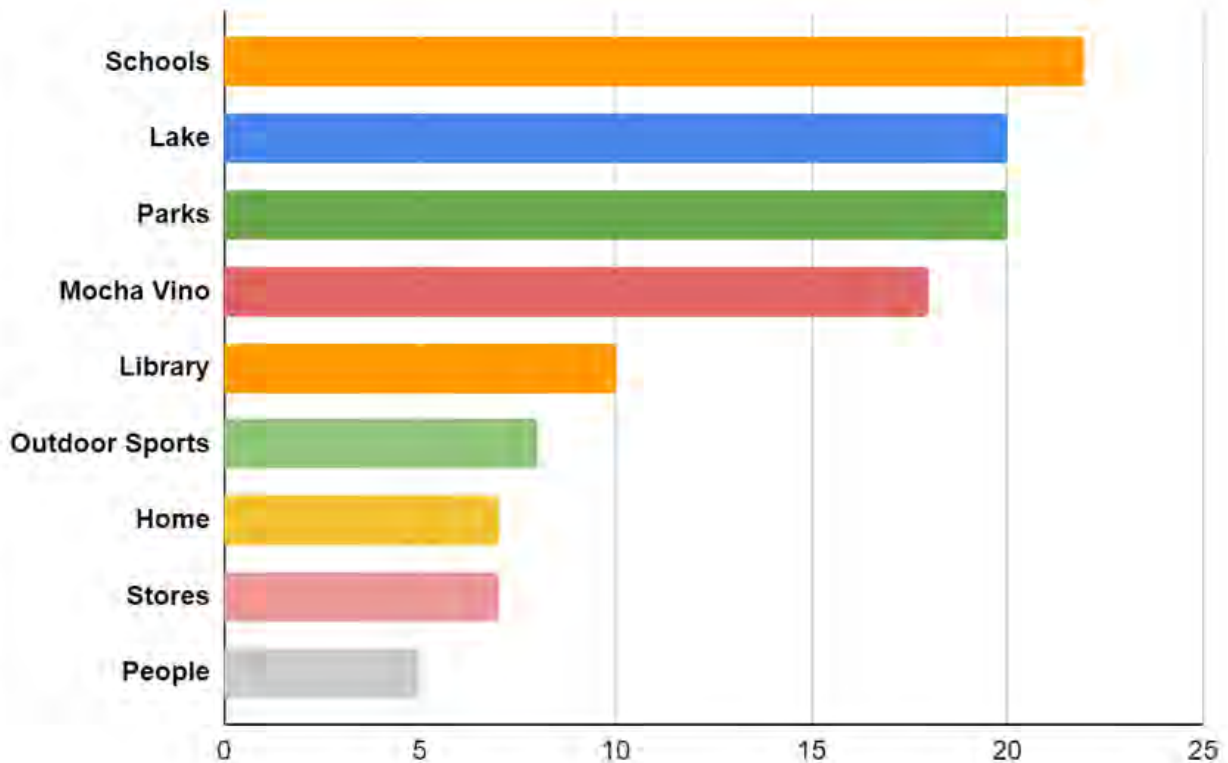
## Youth Perspective

In order to gain insight from elementary students, we asked them to draw pictures of what they loved about Hustisford and what they would like to see in Hustisford. Students from kindergarten thru fourth grade submitted 146 drawings. Each of those drawings was coded based on content and categorized into common themes.

### What Elementary Students Love About Hustisford

When asked about what they loved about Hustisford, we see a lot of drawings of their school, Lake Sinissippi, parks, Mocho Vino, and the library. In addition, a number of drawings feature outdoor sports and recreation, homes, local businesses, and people.

What elementary students love about Hustisford



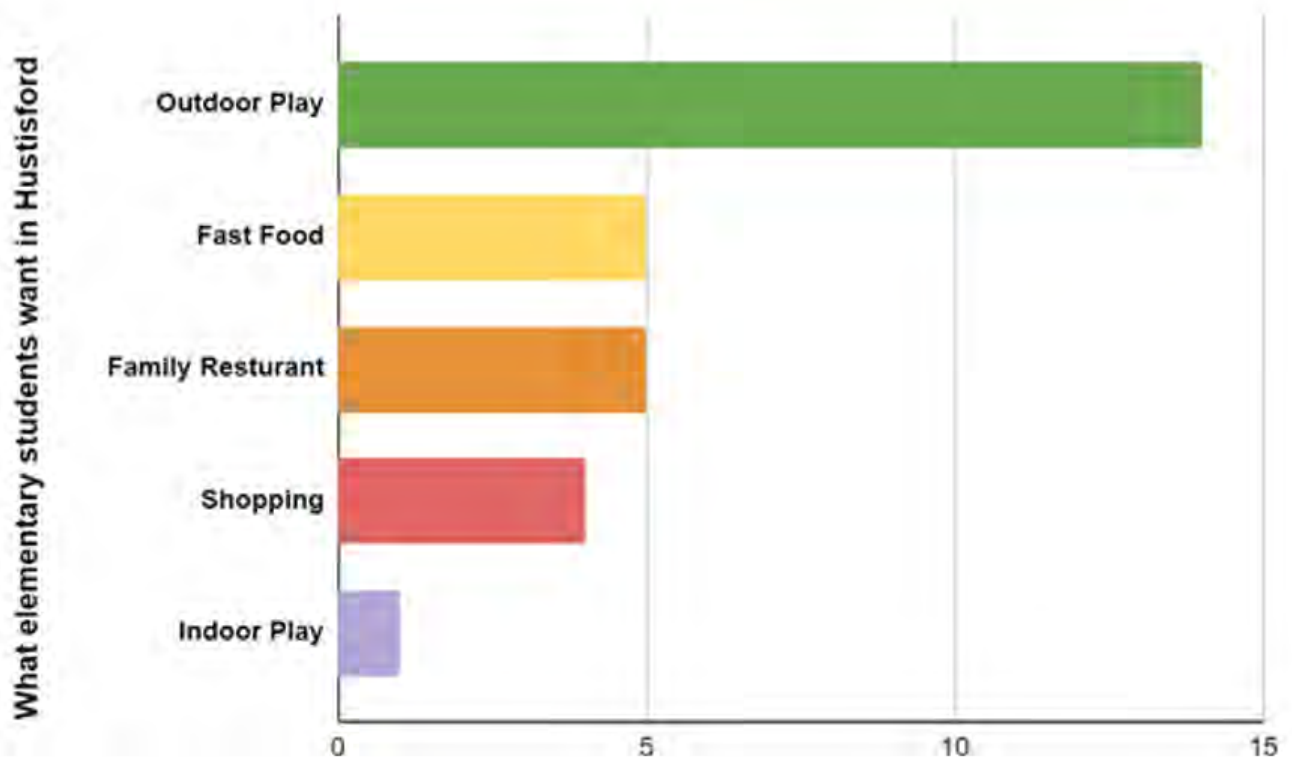
## Summary Report

Design Hustisford (2022)



## What Elementary Students Want to See In Hustisford

When asked about what they wanted to see in Hustisford, the most common theme is additional outdoor play options followed by fast food, a family restaurant, shopping, and indoor play.



Extension  
UNIVERSITY OF WISCONSIN-MADISON

Community Vitality + Placemaking  
*Signature Effort*



Land Use + Community Development







## Imageability Mapping

Developed by MIT Professor and author Kevin Lynch, imageability mapping is a collaborative group process for identifying the unique characteristics of a place that provoke strong memories and identity. Participants gather around maps and work together to identify the most important landmarks, paths, districts, nodes, and edges of their community. In addition, opportunity sites can be targeted providing decision makers with locations for future investment.

### Purpose

Communities large and small devote resources in hopes of maintaining and improving quality of life in order to retain and attract businesses and people. The purpose of imageability mapping is to identify the most important physical features of a place that make it distinct and memorable. Imageability maps illustrate the shared identity people have of their community (a.k.a. “the bones of the community”). The maps themselves can be used to identify specific sites, corridors, intersections, and districts for conservation, enhancement, promotion, or development to ensure those elements reinforce the imageability of the community.

Imageability maps can be used to sketch out the beginning phase of a site plan, provide a framework for a master plan, or be used to inform and prioritize community infrastructure investments. In Hustisford, a team of local teens led a community imageability mapping exercise to gather information to inform the Design Wisconsin process. Local high school students met with University of Wisconsin-Extension Positive Youth Development Educator Neil Klemme and University of Wisconsin-River Falls Specialist Todd Johnson to learn about imageability and how to facilitate a community workshop.



Above: High school students preparing to lead mapping workshop.







## Mapping Workshop

On April 20, approximately 40 community members participated in the mapping exercise and created 7 individual maps. The maps were synthesized into 1 composite map. The resulting map provided important background information for the Design Hustisford team members. Not only did it provide an illustration of the most important features, it revealed common hopes for the future.



Above: High school students facilitating.



Above: Community members working in small groups to create imageability maps.



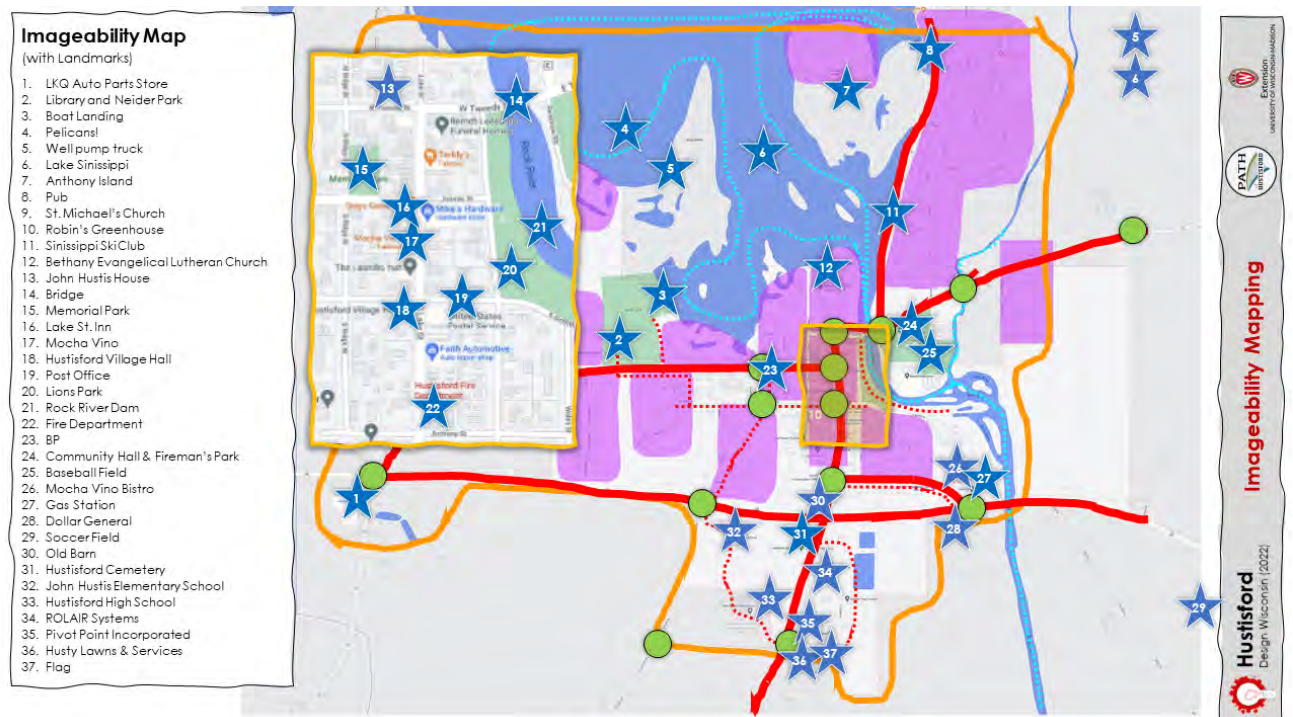
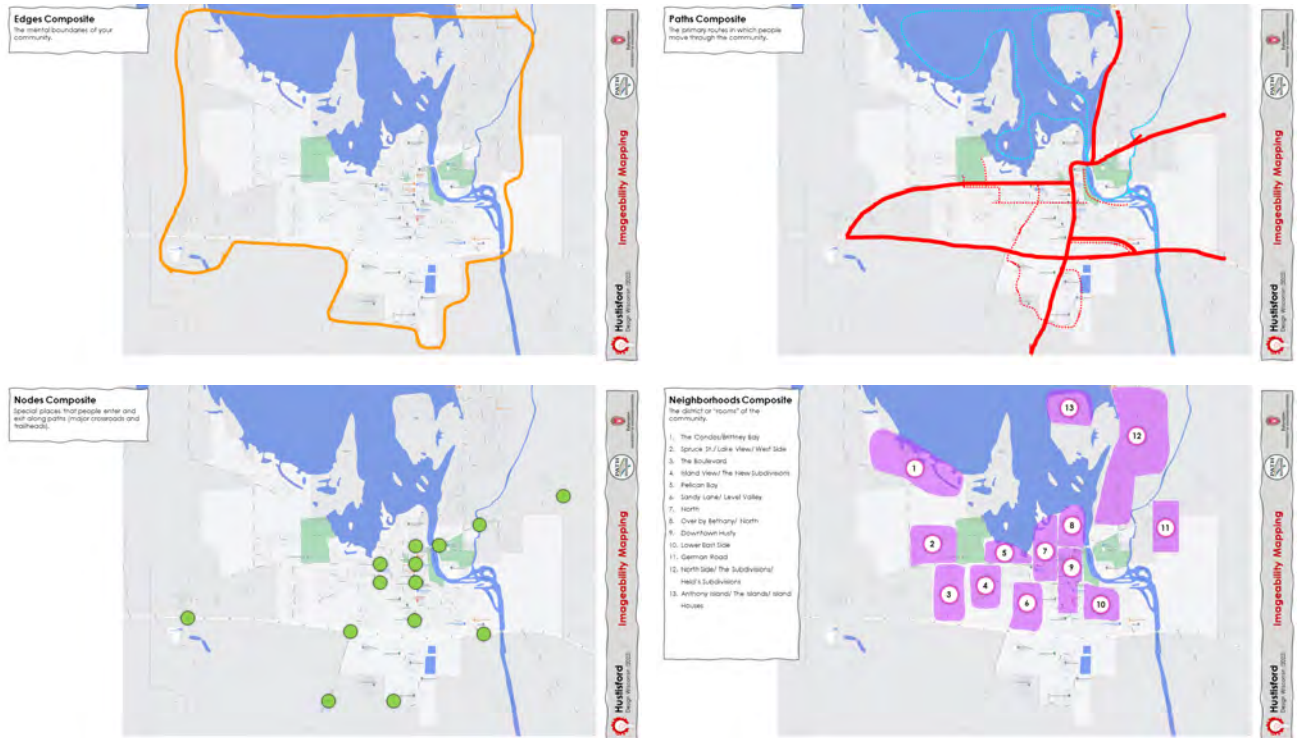
## Mapping Outputs

Based on discussion at their tables, participants worked in small groups to create imageability maps. Orange lines indicate the edges of the community. Red lines illustrate primary paths—solid for automobile and dashed for other means. Green dots are the nodes—places in which paths created places themselves. Blue stars signify local landmarks. Pink hearts are strategic locations for community investment. Below are the 7 individual maps generated by the process.



## Composite Imageability Elements

The maps below represent composite maps for each imageability element. Because of number and concentration of landmarks, it is represented with all of the other elements in a larger version below.



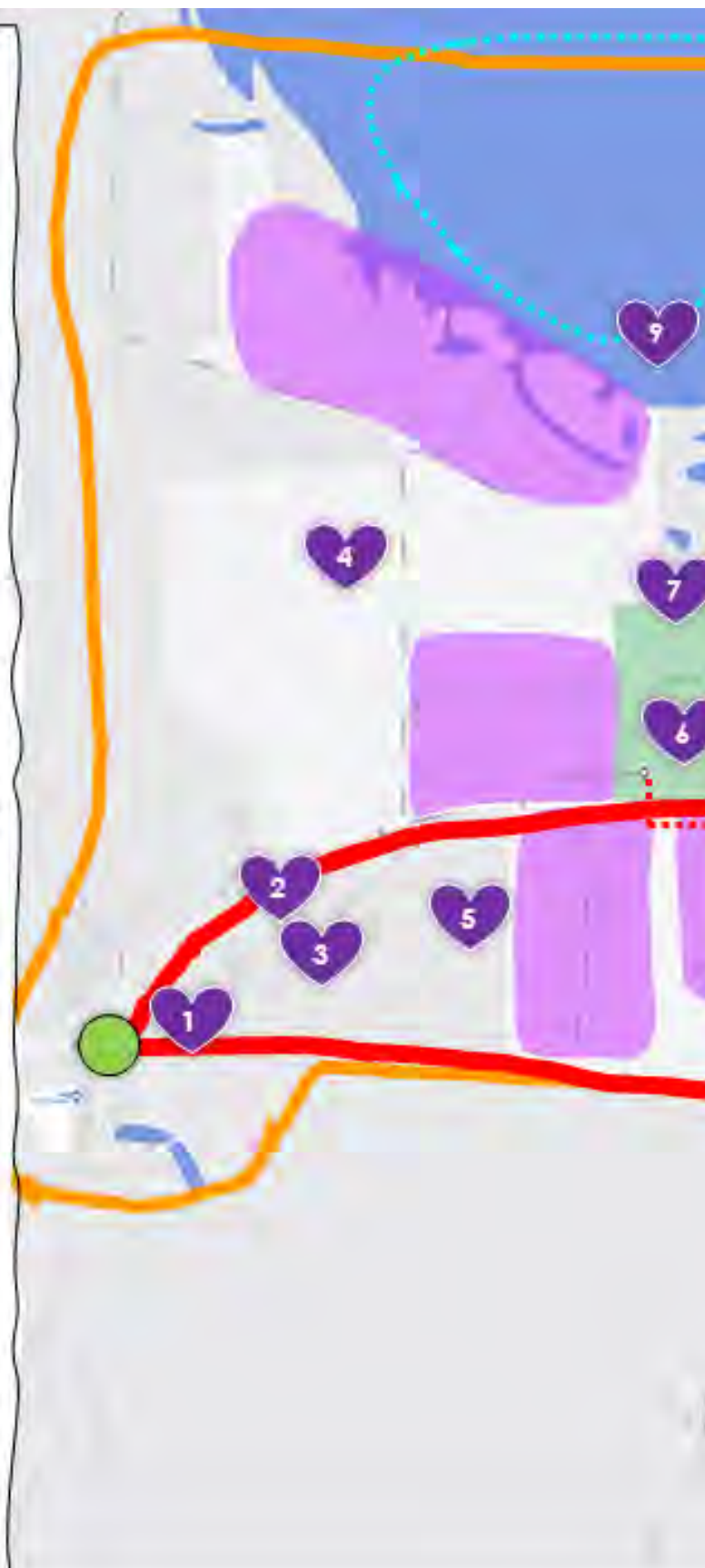
Above: Composite map of all elements emphasizing landmarks.

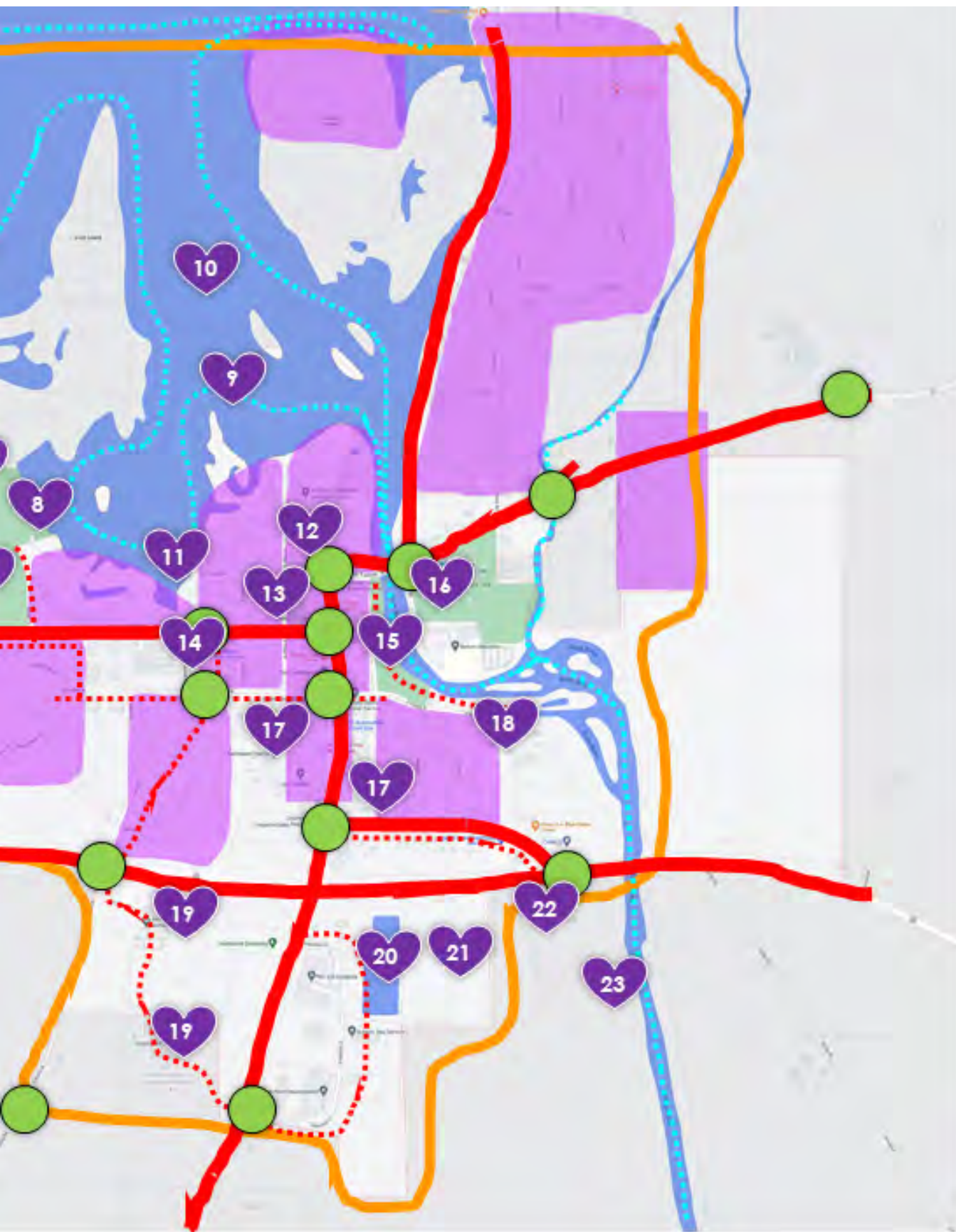


## Imageability Map

(with Hopes)

1. New Gas station or business, Kwik Trip
2. New industry
3. New signage
4. New housing
5. New development, restaurant or supper club
6. Promote library and park, save the library, better use of land, more park development, family friendly, playground equipment, dog park
7. New Hiking trails
8. New sandy beach, boat launch, and swimming
9. Dredge lake
10. Promote lake and attractions, take care of our lake and promote lake life and lake activity, water quality
11. New bike trails throughout
12. Update historic rundown buildings, apartments on Main St., more businesses, updating and painting buildings, downtown revitalization, Main St. USA
13. Community activities and music in Memorial Park
14. Industrial area in neighborhood
15. Improve fishing and community center place
16. New playground, great baseball field and volleyball courts, Community Hall is dated
17. Neighborhood needs cleanup
18. Park improvements, kayak landing
19. Both school buildings need improvements/ need community support, needs updating, school update, updating or addition, schools need help
20. Smelly
21. Potential for development, grow the industrial park, more businesses, commercial or industrial businesses
22. New grocery store and bowling alley
23. New kayak launch and park





Above: Composite map of all elements emphasizing opportunities (hopes).

## Demographic Analysis

The University of Wisconsin-Madison's Applied Population Lab (APL) provides demographic information and analysis to help communities and organizations make informed decisions. As part of the Design Wisconsin program, APL provides a concise "Community Snapshot" that examines changes in population, age groups, educational attainment, income, employment and commuting patterns. The following is an outline of key findings.

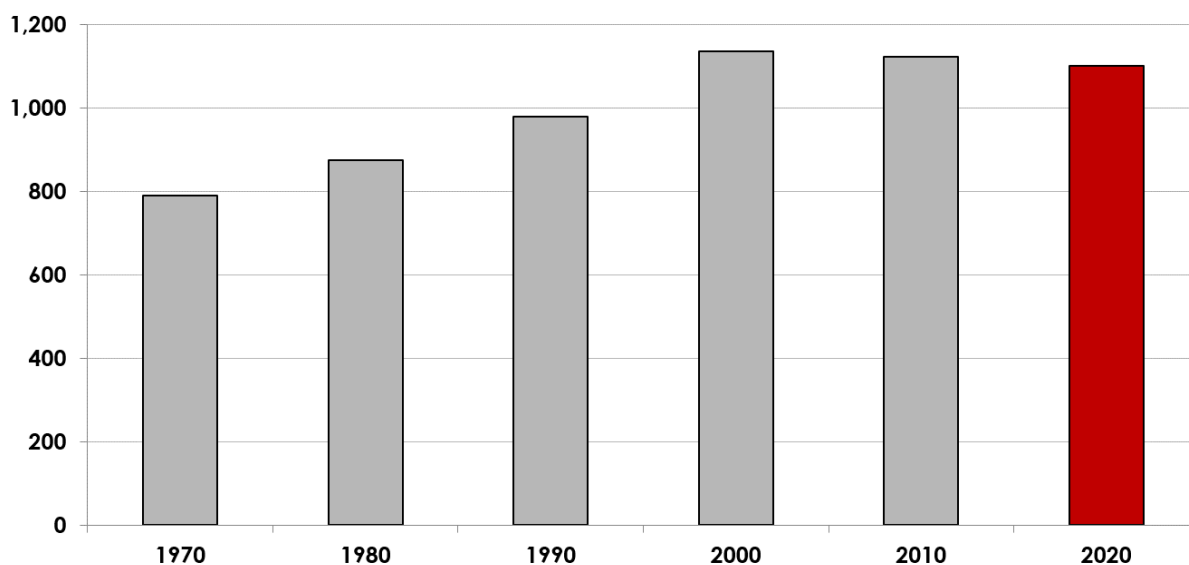
### Overall Population Change

Hustisford grew steadily between 1970 and 2000 with large increases during the 1990s and the 2000s. The Village has experienced population loss in the 2010's – likely due to some out-migration, mortality, and lower birth rates related to its age structure. During the last decade, Hustisford again lost population while Dodge County grew only slightly and its population is projected to increase very, very slowly through 2030.

POPULATION GROWTH						
Year	Village of Hustisford	Percent Change	Dodge County	Percent Change	State of Wisconsin	Percent Change
1970	789		69,004		4,417,821	
1980	874	10.8%	75,064	8.8%	4,705,642	6.5%
1990	979	12.0%	76,559	2.0%	4,891,769	4.0%
2000	1,135	15.9%	85,897	12.2%	5,363,675	9.6%
2010	1,123	-1.1%	88,759	3.3%	5,686,986	6.0%
2020	1,101	-2.0%	89,396	0.7%	5,893,718	3.6%

Sources: 1970-2020 Census

Village of Hustisford Population 1970-2020







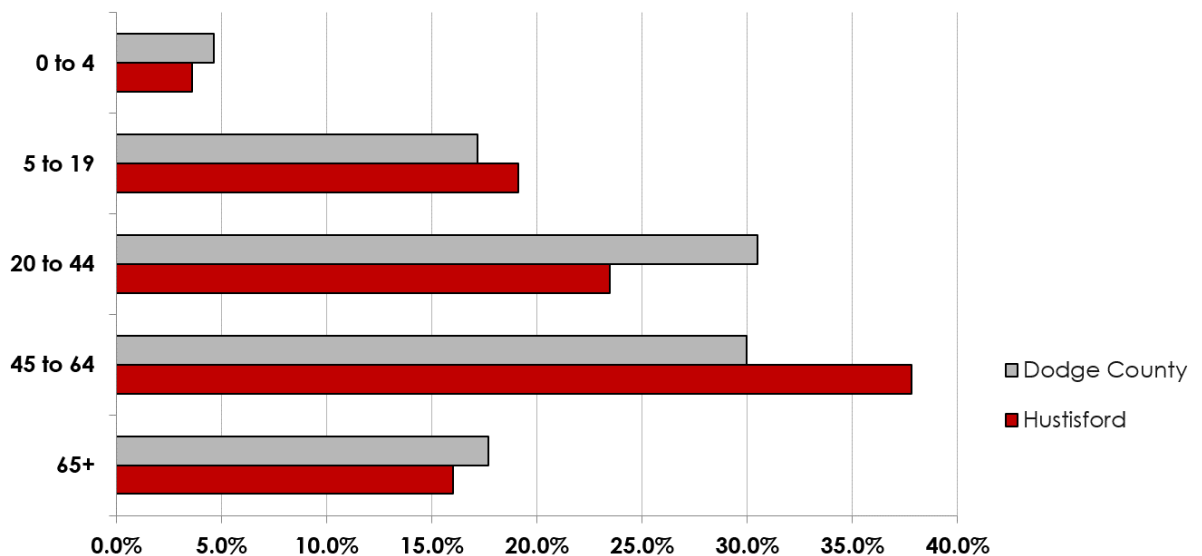
## Age Groups & Median Age

The population of the Village is relatively old. Over the last decade, there were large increases in older age groups (age 65 and over) and a large increase among Baby Boomers (age 55 to 74 in 2020). Hustisford is somewhat older than the county as a whole and its median age (45.8) is substantially older than Wisconsin (39.6).

AGE (2016-2020 American Community Survey)						
Age Group	Village of Hustisford	Percent of Total	Dodge County	Percent of Total	State of Wisconsin	Percent of Total
0 to 4	36	3.6%	4,060	4.6%	331,066	5.7%
5 to 19	190	19.1%	15,042	17.2%	1,097,243	18.9%
20 to 44	233	23.4%	26,702	30.5%	1,838,250	31.7%
45 to 64	376	37.8%	26,257	30.0%	1,557,617	26.8%
65+	159	16.0%	15,508	17.7%	982,799	16.9%
Median Age	45.8		43.0		39.6	

Source: 2016-2020 American Community Survey 5-year estimates

## 2020 Share of Population by Age Group



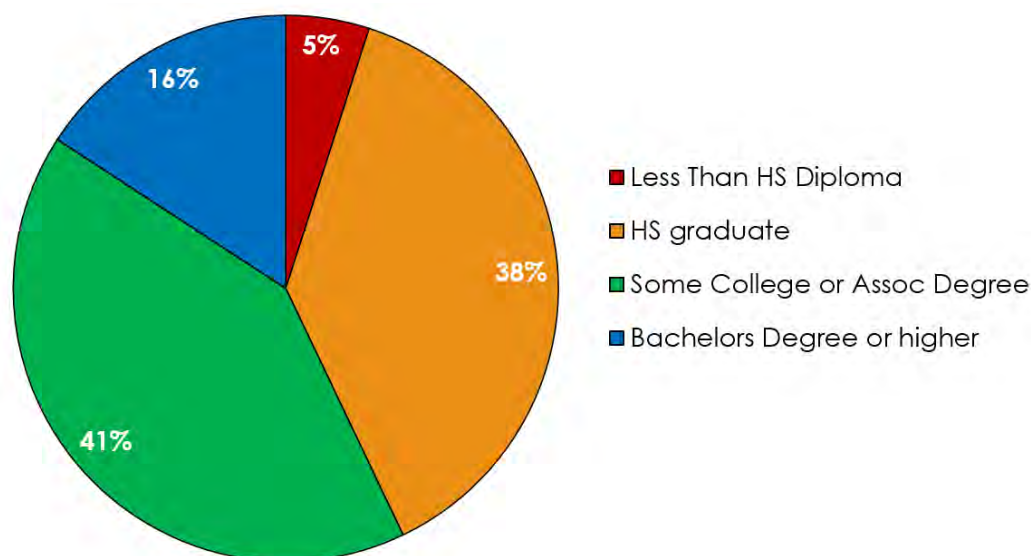


## Educational Attainment

The percent of college grads (with a bachelor's degree) in the Village is somewhat lower than the county and significantly lower than the state. On the other hand, it has a substantially higher share of people with some college experience or a degree from a 2-year campus.

EDUCATIONAL ATTAINMENT (ACS 2016-2020)						
	Village of Hustisford	Percent of Total	Dodge County	Percent of Total	State of Wisconsin	Percent of Total
Total Population Age 25+	727		63,718		3,982,118	
Less Than HS Diploma	36	5.0%	5,604	8.8%	295,207	7.4%
HS graduate	276	38.0%	25,610	40.2%	1,205,321	30.3%
Some College or Assoc Degree	300	41.3%	21,038	33.0%	1,255,043	31.5%
Bachelors Degree or higher	115	15.8%	11,466	18.0%	1,226,547	30.8%
HS Graduate or Higher		95.0%		91.2%		92.6%
BA Degree or Higher		15.8%		18.0%		30.8%

Source: 2016-2020 American Community Survey 5-year estimates



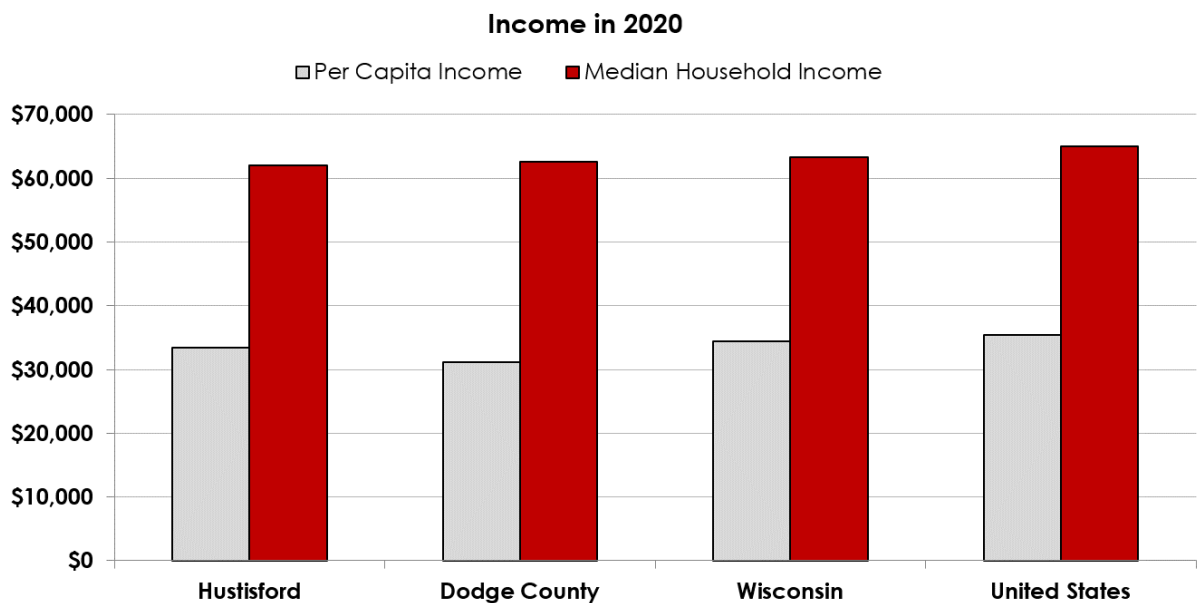


## Income

Levels of median household income in Hustisford track somewhat lower than those for the county, the state and the nation. Median household income for the Village (\$62,063) is in the lower third compared to other communities in Dodge County.

INCOME (in 2020 inflation-adjusted dollars)				
	Per Capita Income	Ratio to U.S. Per Capita	Median Household Income	Ratio to U.S. Median
Hustisford	\$33,431	94.5%	\$62,063	95.5%
Dodge County	\$31,078	87.8%	\$62,591	96.3%
Wisconsin	\$34,450	97.4%	\$63,293	97.4%
United States	\$35,384		\$64,994	

Source: 2016-2020 American Community Survey 5-year estimates







## Employment & Commuting Patterns

Hustisford has a very low rate of unemployment (2.9%) and maintains a labor force participation rate (70%) higher than the state and higher than the county. The largest shares of the jobs held by Hustisford residents are in manufacturing, education or health services, and in public administration. A very large majority of the Village's residents who work commute to other nearby communities for work. About 20% work in Watertown or Oconomowoc.

### EMPLOYMENT AND LABOR FORCE (ACS 2016-2020)

	Village of Hustisford	Percent of Total	Dodge County	Percent of Total	State of Wisconsin	Percent of Total
Population 16+	801		72,236		4,682,533	
In labor Force	561	70.0%	47,843	66.2%	3,096,518	66.1%
Employed	542	67.7%	45,842	63.5%	2,983,277	63.7%
Unemployed	19	2.4%	1,965	2.7%	109,854	2.3%
Not In labor Force	240	30.0%	24,383	33.8%	1,586,015	33.9%
Unemployment Rate		3.4%		4.1%		3.5%
Labor Force Participation Rate		70.0%		66.2%		66.1%

Source: 2016-2020 American Community Survey 5-year estimates

### Industry of Employment (Top 5)

	Number	Percent of Total
Total Employed	542	
Manufacturing	149	27.5%
Educational Services, and health care and social assistance	125	23.1%
Public Administration	51	9.4%
Construction	40	7.4%
Retail Trade	40	7.4%

Sources: 2016-2020 American Community Survey 5-year estimates: OnTheMap, LED/LEHD Program







## The Community Design Charrette

The community design charrette is a brief and intense period of public participation, planning, and design. By compressing the activities into a short period, the broader community is provided with the illusion of the process being easy and quick. This can generate enthusiasm and energy needed to carry the community forward into implementation. Because the final presentation includes hand-drawn illustrations of their shared vision, community members can quickly grasp concepts and be motivated to pursue them. The outcomes of the Design Wisconsin visit included hand-drawn illustrations of the community's shared vision as well as best practices for pursuing that vision.

### Design Hustisford Team

Design Wisconsin features volunteers from planning, creative, and design professions who donate their time and talent over the course of a long weekend. The Design Hustisford Team consisted of 20 team members from Wisconsin, Minnesota, North Dakota, and Colorado with backgrounds in architecture, urban design, landscape architecture, economics, planning, education, public policy, public participation and decision-making, downtown revitalization, sustainability, public art, land use planning, journalism, community marketing, and digital communication. 17 Team members immersed themselves in the community by living on-site at cottages around Lake Sinissippi while leading a series of public participation activities. 3 team members participated remotely- 2 from North Dakota and 1 from Colorado.



Above: Design Hustisford Team on the walking tour.



## Design Hustisford Schedule

### Thursday, May 12, 2022: Welcome

5:30 - 7:00 PM Boat Tour of Lake Sinissippi

7:00 - 9:00 PM Reception at ASI Building

### Friday, May 13, 2022: Input

8:00 AM Team Breakfast & Meeting at St. Michael's Church

9:00 AM Community Presentations:

- Village of Hustisford
- Hustisford Community Library
- Town of Hustisford
- Town of Hubbard
- Village of Hustisford Police Department
- Hustisford Fire Department
- Hustisford Business Association
- Hustisford Historical Society
- Agriculture
- Lake Sinissippi Assc. & Lake Sinissippi Improvement District
- Sinissippi Rec & Hustisford Athletics
- Religious Representation

12:00 PM Focus Groups (Business Community, Education, and Senior Citizens)

1:30 PM Bus Tour & Walking Tour

3:30 PM Team Meeting at Hustisford Community Hall

6:00 PM Meal & Workshop at Hustisford Community Hall

9:00 PM Team tabulates workshop results

### Saturday, May 14, 2022: Output

8:00 AM Team Breakfast & Meeting

8:30 AM Work Session

12:00 PM Working Lunch

5:00 PM Working Supper

7:00 PM Public Presentation (live and online)

9:00 PM Adjourn



## Summary Report

Design Hustisford (2022)





## Focus Groups

Part of the Design Wisconsin process involves a series of focus group sessions in which Design Hustisford Team members meet with local stakeholders to learn more about the community. Team members met with 3 distinct groups: the business community, senior citizens, and education.

### Business Community

The local business community is essential to developing a shared vision that takes into account the local economy. Business leaders were invited to share their thoughts in a private session with Design Hustisford Team members. Key outcomes included a list of assets and opportunities, gaps, impediments, and "other". Because of the sensitive nature of that discussion, only the assets and opportunities will be available in this report.

#### Assets & Opportunities

- Beach and water access.
- Bonding capacity to fund projects.
- Village staff.
- Beauty of community, things to do, attractions.
- Proximity to larger cities but rural and quiet.
- Friendly, safe, less stress, comfortable.
- Less competition.
- Collaboration with other businesses.
- Personal nature of business and relationships.







## Senior Citizens

Senior citizens are strong community members who have historic perspective of community values and events. To assure their voices are heard and not impeded by access, senior citizens were invited to meet directly with Design Hustisford Team members. Key outcomes of the focus group session included a list of the following assets, issues, needs, and hopes.

### Assets

- School: space, technology, safety (need referendum to pass)
- Need gym space
- Need local leaders to communicate needs
- Serves as an opportunity to get involved
- Lake: communication, money
- "Lake people" bring money into community and want to get involved.
- Communication about farm and lake issues.
- Working Together: Many churches in the area.
- Location on Highway 60: Within driving distance to larger areas.
- Activities
- Community Hall
- Community support made this possible.

### Issues

- Decline in community involvement.
- Keeping young people here.
- Job opportunities in certain fields.
- Short-lived businesses on Main Street.

### Needs

- Grocery store.
- Broadband internet.
- Lake access for kayak & canoes.

### Hopes

- Get involved!
- Let young people know they are appreciated.
- See positives in small community after you leave.
- Businesses have something to stay for.





## Education

A small town's school district represents more than just academic resources and activities. Quite often, schools are one of the top employers, are a source of local community pride and identity, and provide public space for health and wellness, community education, before and after school childcare, and business incubation. A focus group of educators, students, and administrators developed the following list of assets, issues, and opportunities.

### Assets

- The heartbeat of the community.
- High quality staff and teachers.
- Supportive and helpful school board.
- Shop classes.
- Land availability.
- Before and after school programs.
- Mental health program and training.

### Issues

- Declining enrollment.
- Aging buildings.
- Failed referendums.
- Open enrollment.
- Lack of community participation at board meetings.
- No formal youth civic engagement.
- Youth moving away.
- Truancy.
- Mental health.

### Opportunities

- Teachers make a real impact.
- Teachers provide diverse perspectives.
- Veteran teachers with experience.
- Student teachers from UW-Whitewater
- Elementary positions = more applicants.
- Support staff and lots of alumni.
- Tech college prep.
- Online courses.





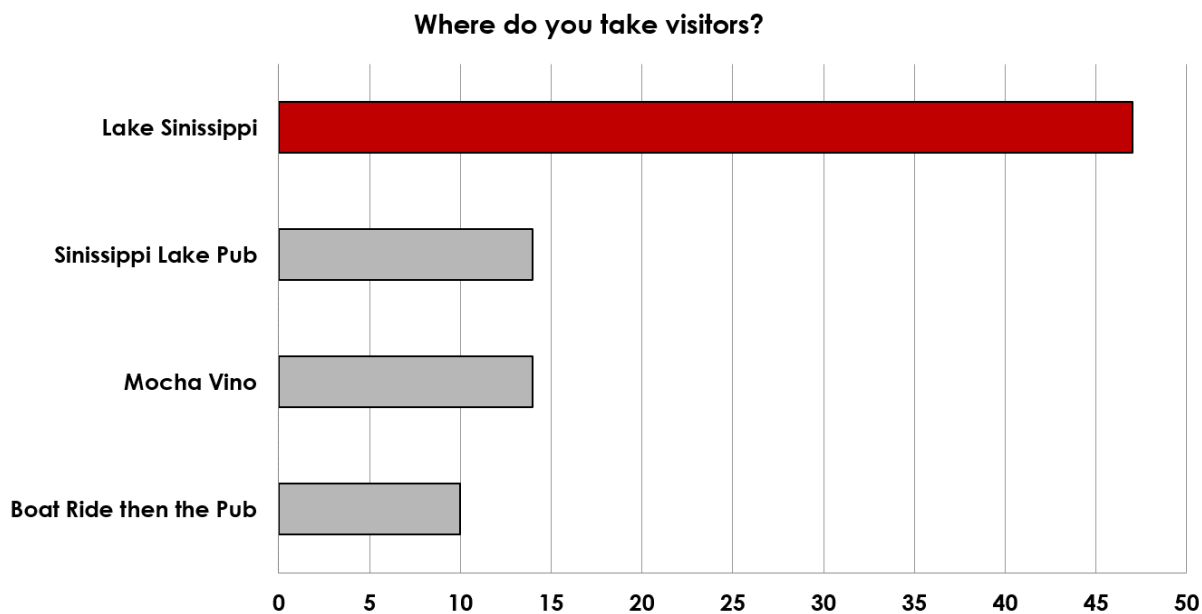


## Shared Values

On Friday, May 13, over 100 Hustisford residents participated in a group exercise designed to share their hopes and concerns about the future of their community.

Following a community dinner, participants provided answers to key questions on note cards. Note cards were collected and distributed to small groups for discussion. Small groups summarized the answers onto posters. Participants reviewed all of the small group posters and voted for their favorite response for each question with stickers.

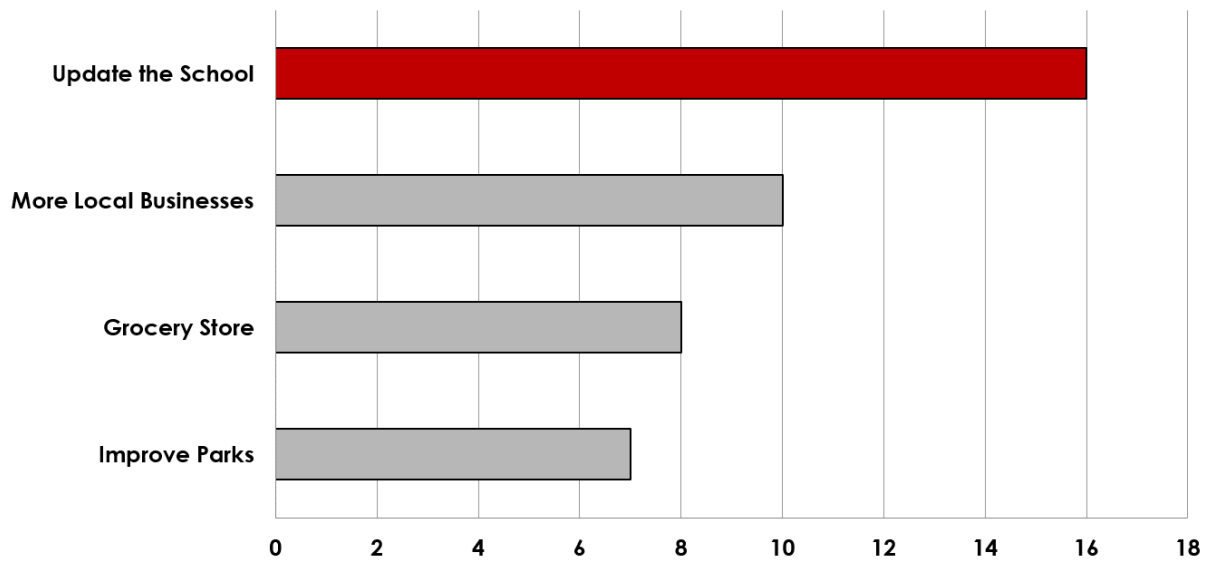
The top responses for each question are listed below:



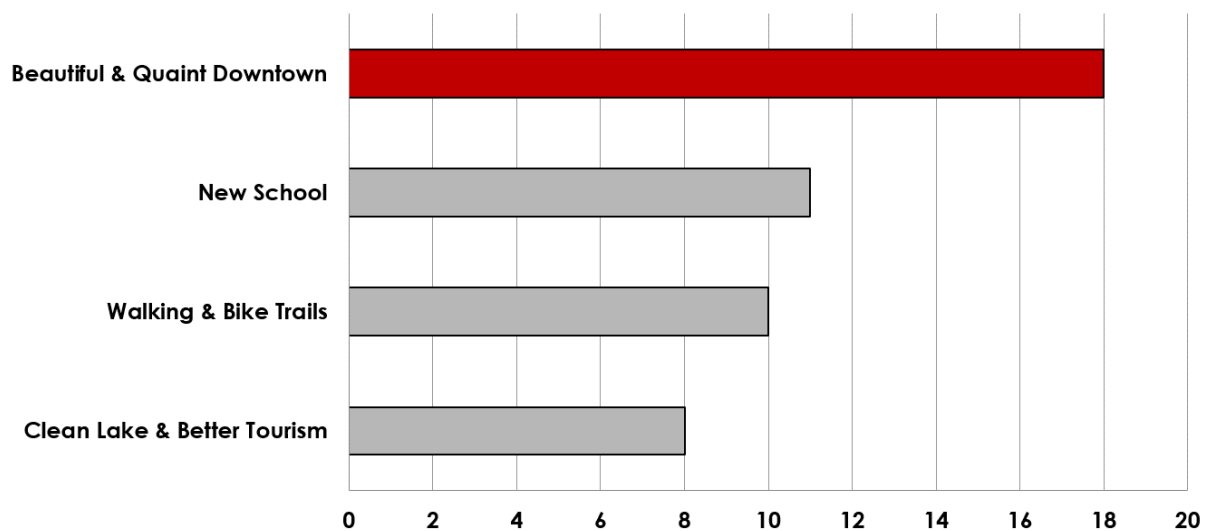




Name 3 things you would like to change in Hustisford.

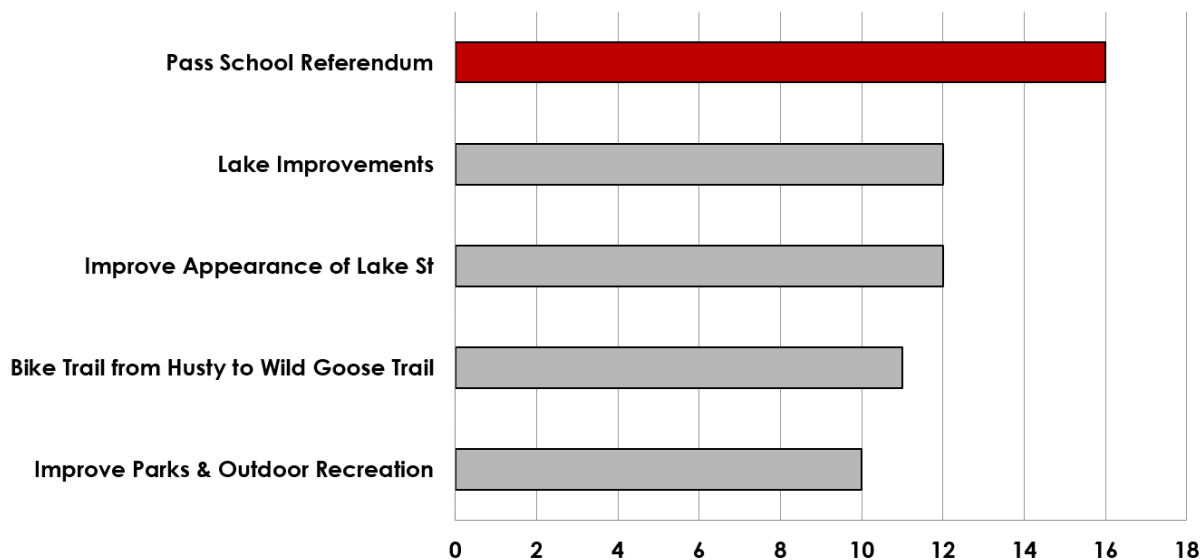


10 years from now...what would you hope your community will have accomplished?

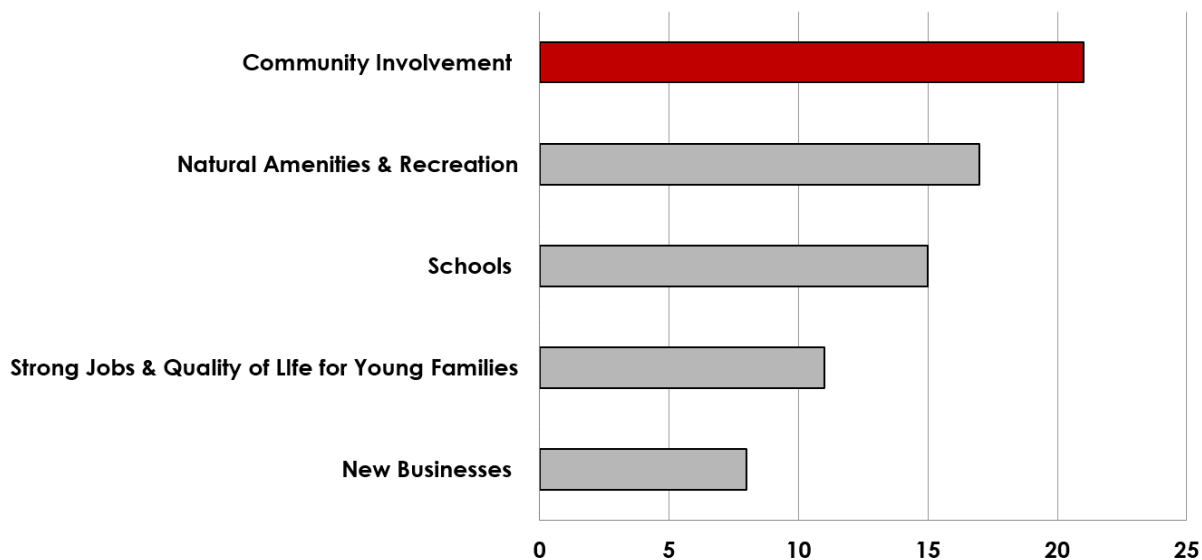




1 project you would be excited to work on next year.



What will keep Hustisford thriving?







## Shared Vision

Design Hustisford Team members collected and analyzed all of the data collected from the process and developed 5 overarching themes to describe the community's shared vision of the future:

- Communication: Developing a comprehensive strategy to communicate community events, and local history.
- Connected, Efficient, & Thoughtful Development: Protecting, connecting, and enhancing community assets while encouraging growth.
- Empower Future Generation: Collaborating with local youth, schools, organizations, and businesses to grow and enhance the local population, economy, and quality of life.
- Parks, Trails & Nature: Building and maintaining outdoor recreational infrastructure that benefits all community members and visitors.
- Community Gateways: Building and maintaining unique signage, lighting, public art and landscaping that celebrates the community and welcomes visitors.

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







## Communication

A key part of a thriving community is connected people. We heard repeatedly that Hustisford works well together, but could do a better job connecting people. PATH of Hustisford is a good start - a group of people who have volunteered to be leaders in bringing the community together. This is a great reminder, too, that no one needs to be elected, or appointed, or selected, to become a leader. People merely need to step up and gather people around a cause.

## Electronic Media

Hustisford could make better use of social media tools to announce community events and needs for volunteers. The Design Team heard there is a lack of places in the community where people can post fliers, to reach those who might not be on social media. A kiosk at the Village Hall or downtown can be an easy, cost-effective solution to this. It will take someone to maintain it and keep it cleaned up, but this is an easy win that could be implemented soon. Along the same lines, but more expensive, would be an LED message board. One of these could be placed along Highway 60 to inform passers-by about community events and businesses.

## Local Newspaper

The Team also heard that there is currently no local newspaper. A community newspaper can be a challenge with a village the size of Hustisford. However, you might consider working with the school district to produce a community newspaper. This will give the youth a bigger investment in their community, and inform citizens at the same time.

## Oral History

Consider an oral history project for the area. Connecting seniors and youth has a lot of benefits. It captures the history of the community and helps youth understand how their community came into being. These activities can build community knowledge and form connections.

## Regional Marketing

Hustisford has a lot to offer. It's a proud community that offers high quality of life, jobs, and good schools. Because so many people in the region commute to work, school, and recreation, consider working with other small towns in the "Madison, Milwaukee, & Fond du Lac Triangle" to joint market regional events, businesses, and opportunities. Consider a regional branding campaign and marketing campaign focused on highlighting the best the region has to offer. Seek out existing organizations and efforts for collaboration. Identify shared interests and common ground. Build and implement a strategy that benefits all.



## Summary Report

Design Hustisford (2022)





## Connected, Efficient, Thoughtful Development

One of the themes that arose from the design charrette was the opportunity to increase connectivity across Hustisford. There are three ideas of connectivity that were identified:

- Connectivity within Hustisford – connecting community destinations
- Connectivity with the region – connecting to regional destinations
- Connectivity to place – ensuring residents have relationship to place

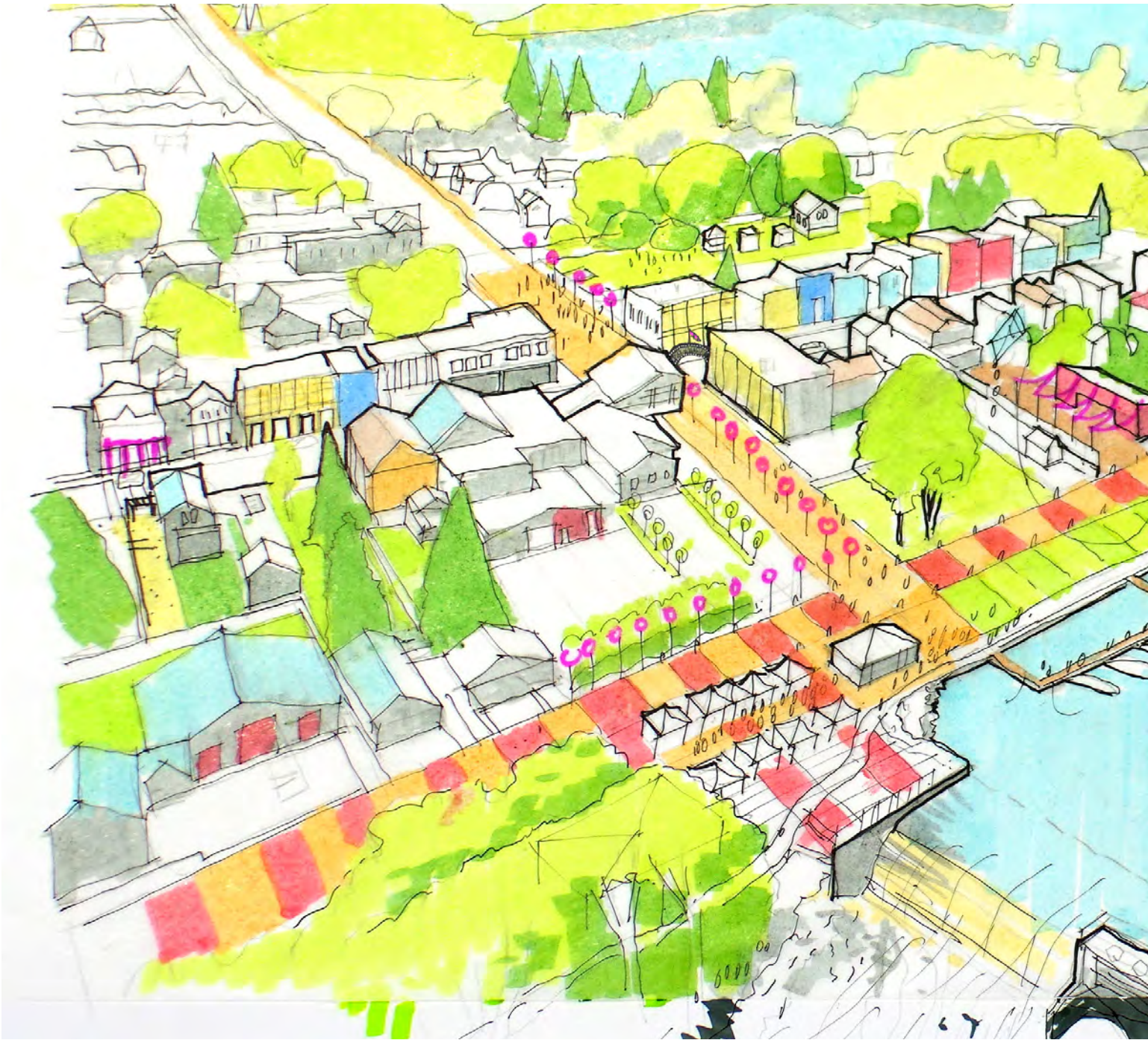
The following text illustrates strategies that could strengthen connectivity that would enhance economic development and quality of life.





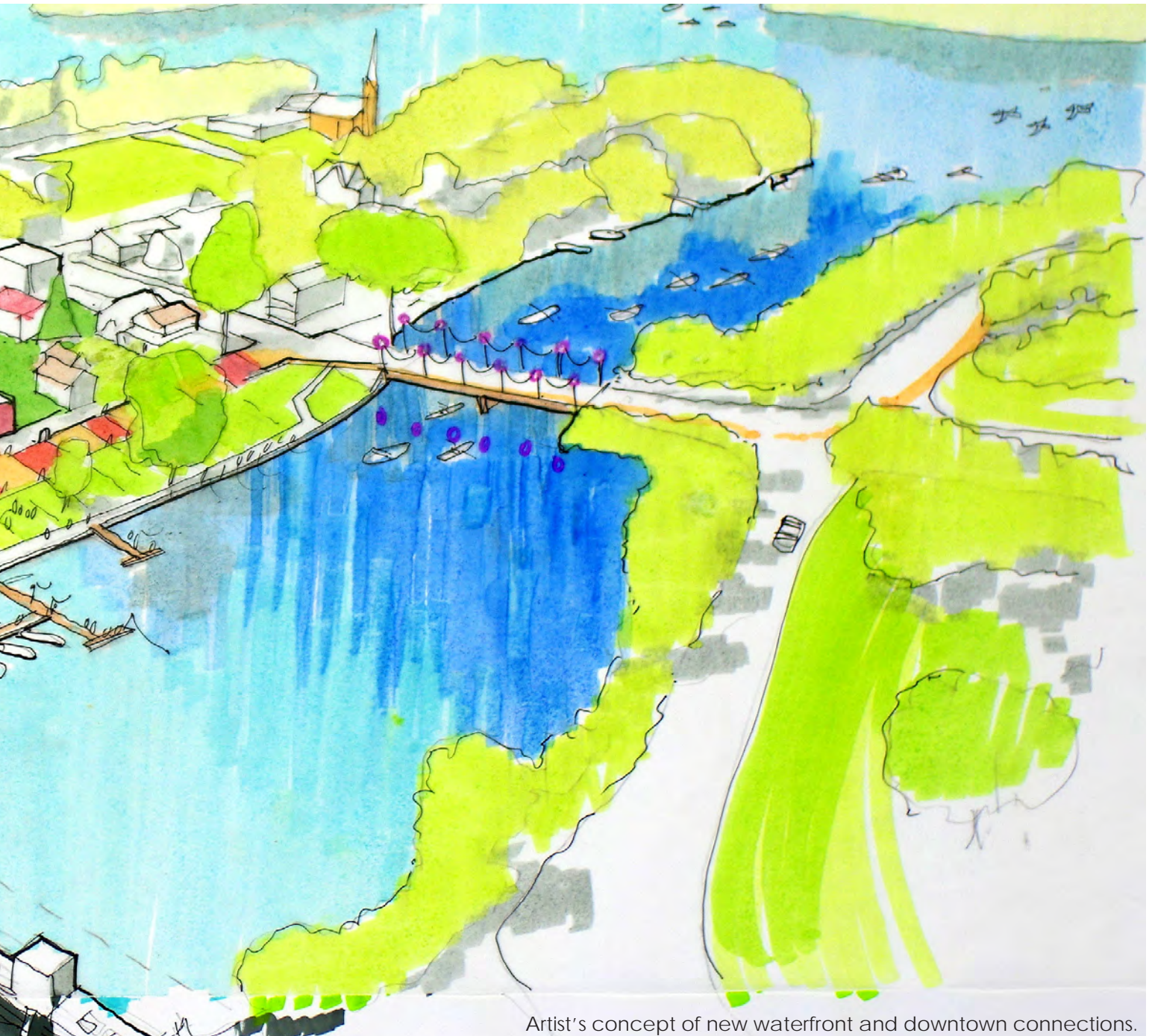
## Connecting Downtown to the Lake

Connecting to Lake Sinissippi creates an enormous opportunity for Hustisford to capture lake traffic and bring additional customers into the downtown to support local businesses. Visitors will appreciate being able to easily walk down to the lake and access the amenities of Lions Park. Strengthening this connection will enhance economic vitality in Hustisford by creating more interest and more reason for visitors to spend time and money in the downtown.





Enhancing pedestrian amenities and connectivity within the downtown area will benefit Hustisford. People want to experience authentic places, and Hustisford has character and identity that will attract visitors. By making the pedestrian experience better, visitors will spend more time and money at local businesses, generating economic opportunity. Additionally, having strong pedestrian connections will mitigate complaints about parking issues because people will have safe and comfortable access to walk throughout the area. The following improvements could leverage this asset benefiting residents and visitors alike.

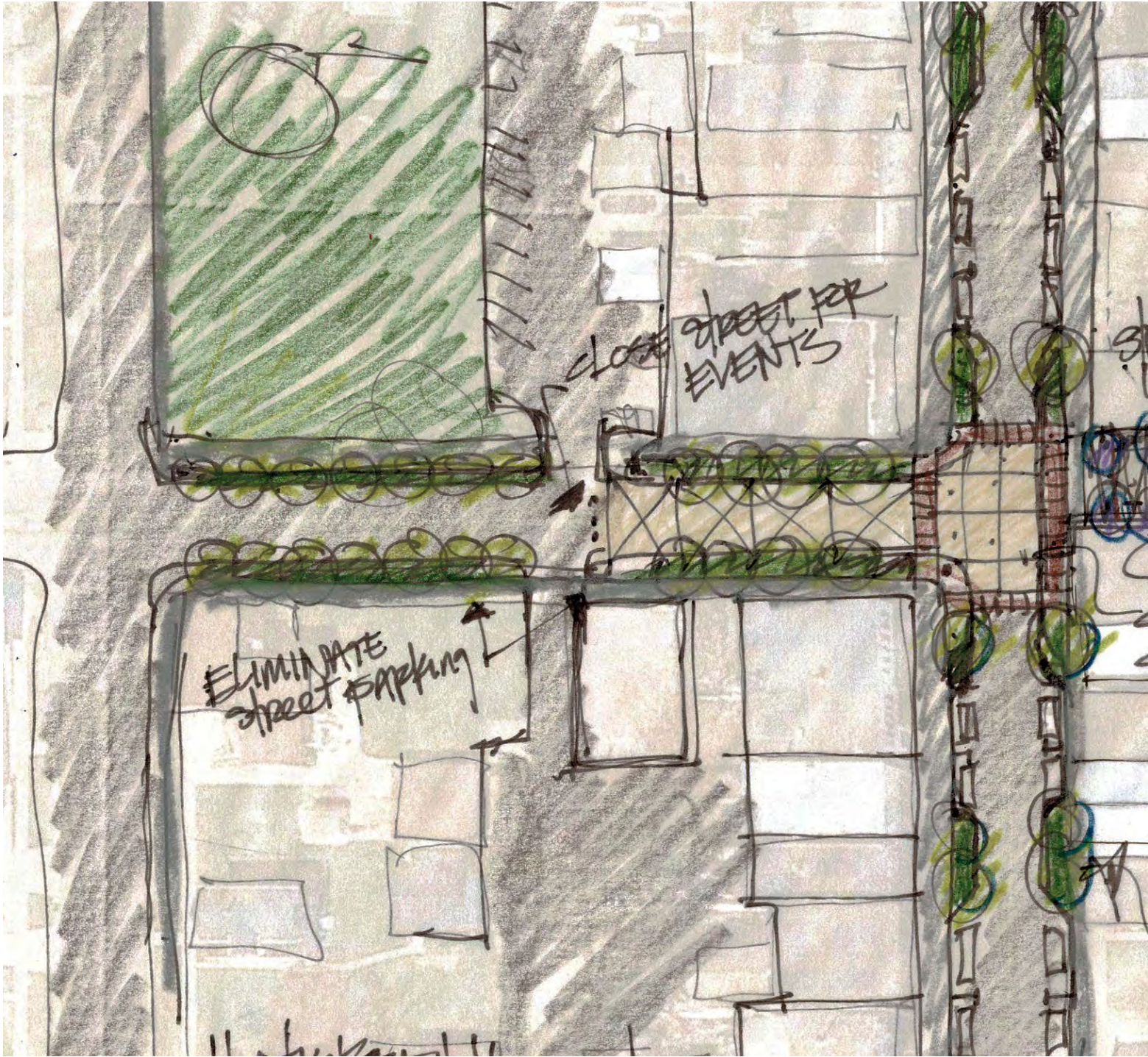


Artist's concept of new waterfront and downtown connections.

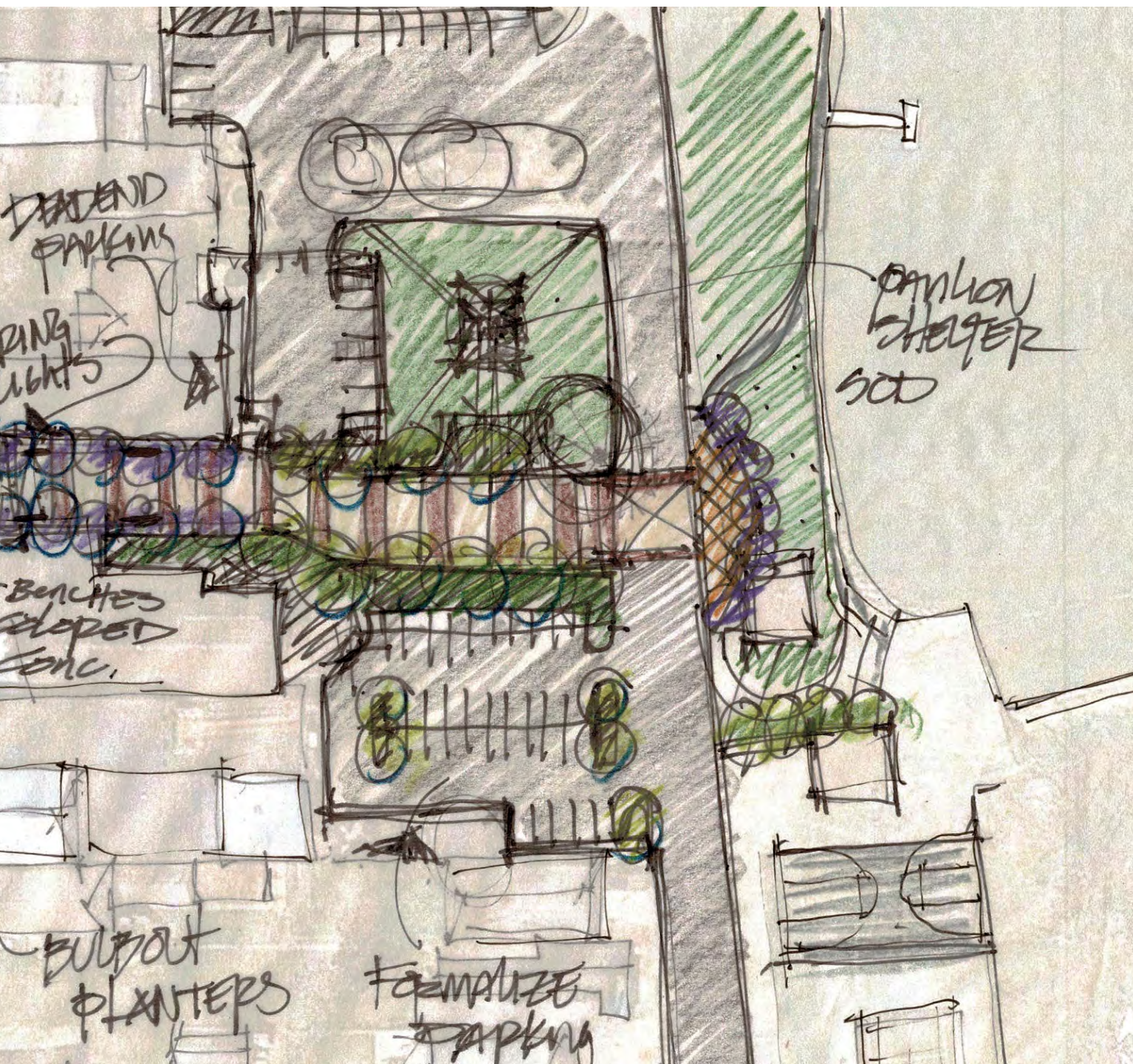


## Juneau Street

With decorative lighting, trees and other streetscape improvements, Juneau Street could be transformed into an arts and entertainment corridor connecting Memorial Park and the landing at the Lions Park with downtown entertainment, restaurants, and retail.







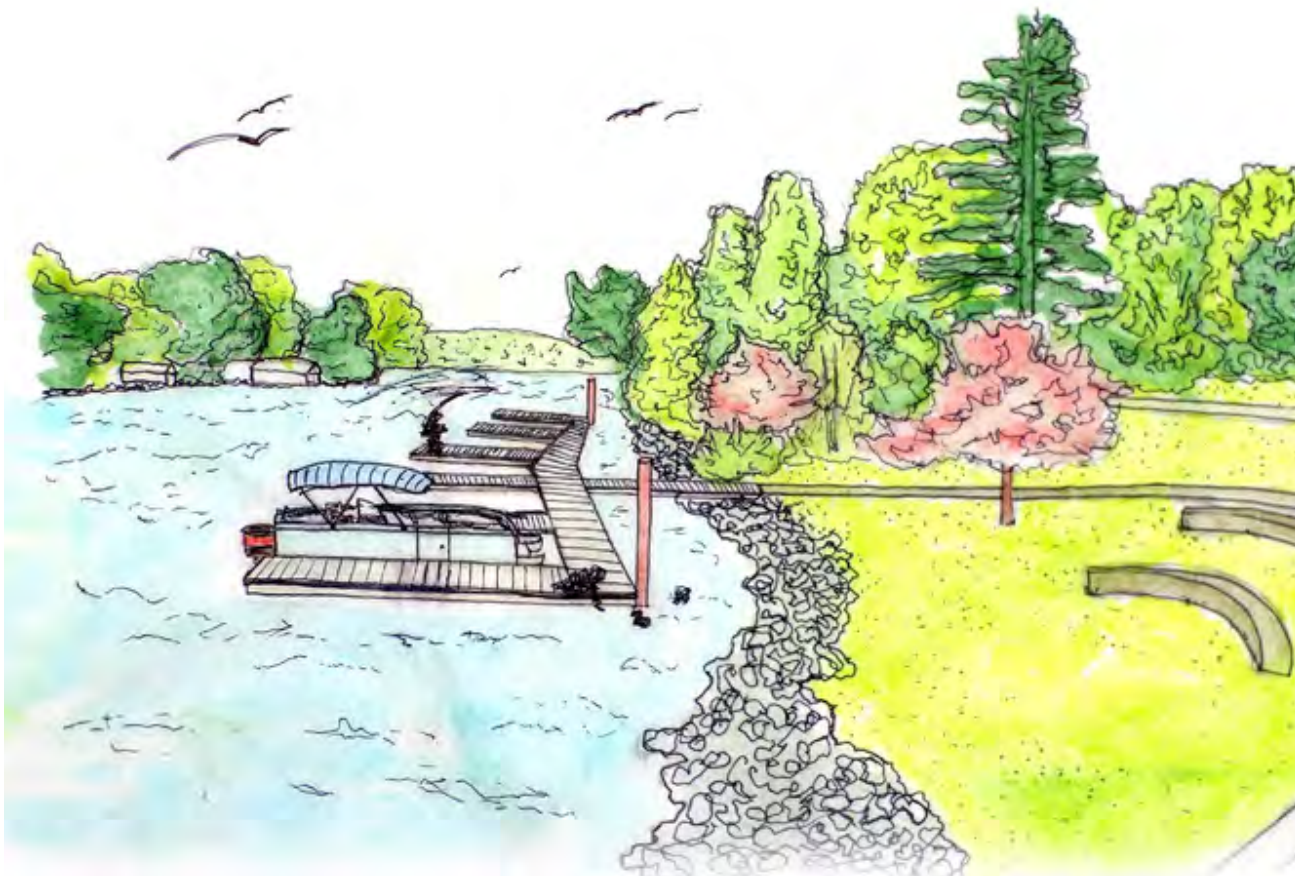
Artist's concept of improvements to Juneau Street and parking lots between the downtown and Lions Park.





### New Public Pier

The existing boat landing near Lions Park could be enhanced and expanded to include a new public pier north of the bridge on the east side of the Rock River. This would enable boaters to visit downtown without ducking under the bridge.

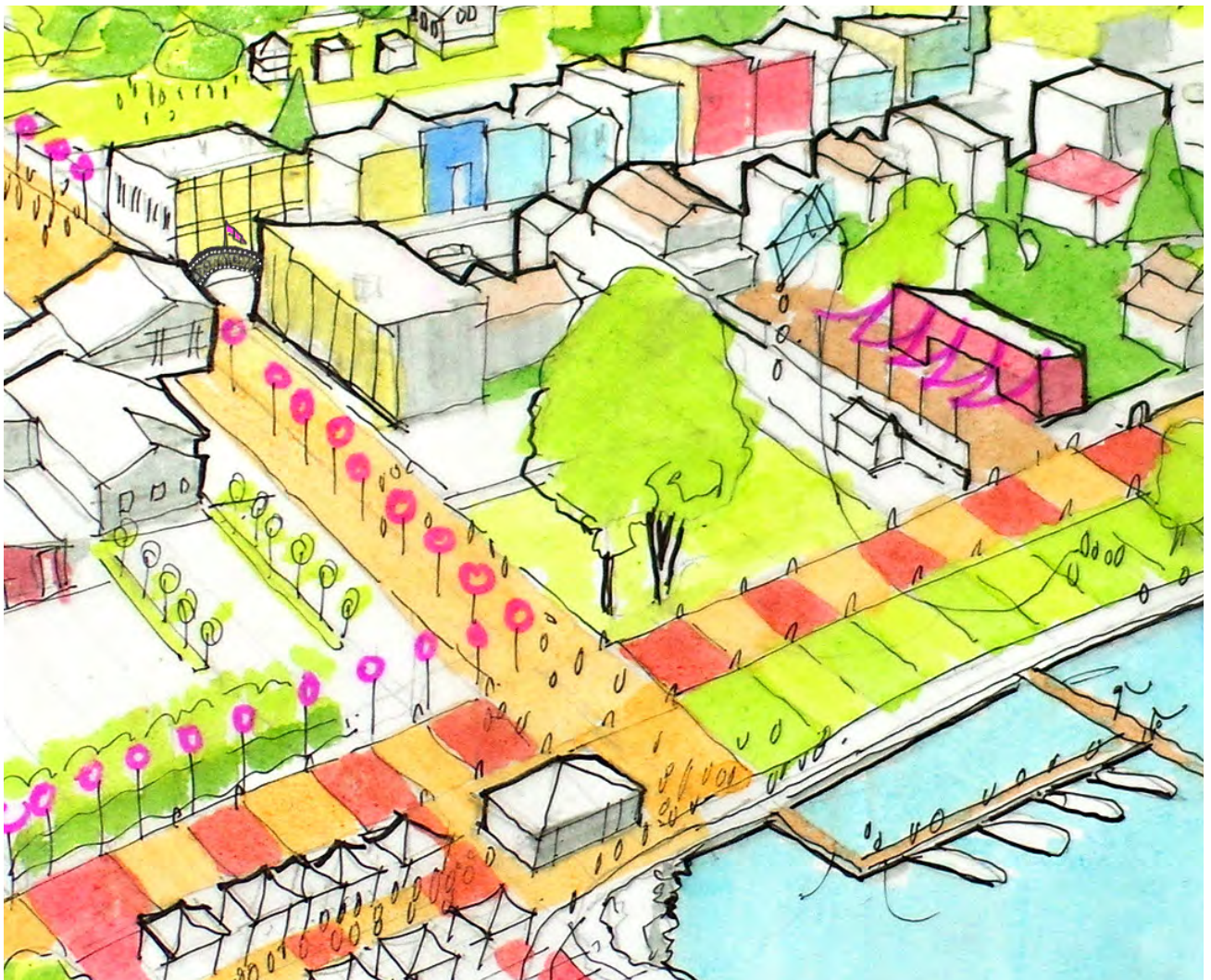






## Waterfront Plaza

The parking lots near the Lions Park currently serve local businesses and residents. Consider improvements to those lots in order to support larger outdoor functions that benefit the downtown businesses and Lions Park. Permeable pavers could be used to create flexible space suitable for parking cars, food trucks, market tents, and pedestrians without negatively impacting water quality. A new pavilion could support outdoor events and expand uses of Lions Park.

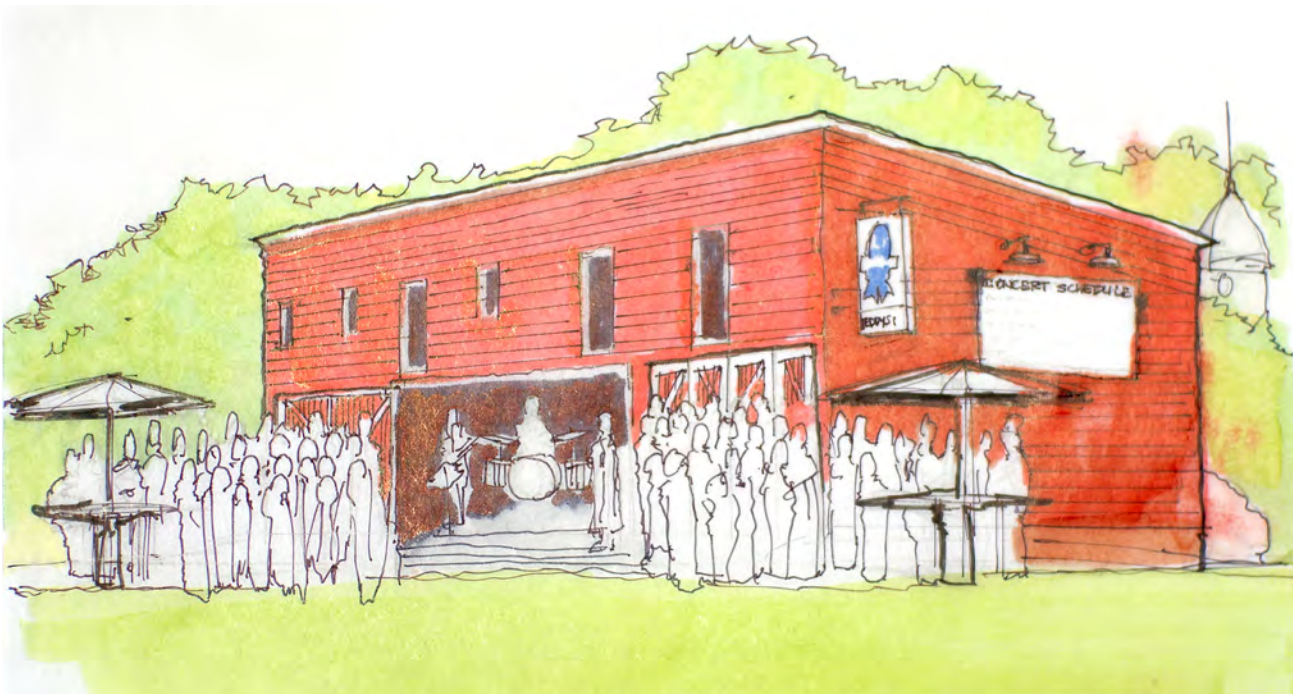






### Transform Existing Buildings to Support Local Events

Downtown businesses between Memorial Park and Lions Park could benefit from stronger pedestrian and bike connections. Encourage property owners to invest in existing structures that would increase capacity and support new outdoor concerts and events. The concept drawings below and right show 2 possibilities- "Teddy's Backside" and "The Garage".







Extension  
UNIVERSITY OF WISCONSIN-MADISON

Community Vitality + Placemaking  
*Signature Effort*



Land Use + Community Development







## Enhancing Pedestrian & Bike Experience

Hustisford is fortunate to have sidewalks on many of its downtown streets. Consider enhancing the pedestrian experience through lighting, street trees, landscape features, and public art. In addition, consider improvements along County E and to the schools.

### Pedestrian Crossings

In order to provide safe connections, consider pedestrian “bump outs” at major crossings. Bump outs encourage traffic to slow down and shorten the crossing distance for pedestrians. This example below shows the four-way intersection at Juneau Street and Lake Street with pedestrian bump outs, street vegetation, enhanced crosswalk striping and pavers.







## County E

Consider providing a trail, sidewalks, and/or bike lanes up the east side of the Lake Sinissippi to created a stronger connection to the downtown (see illustration above).

## Connections to Schools

The current pedestrian and bike network should provide safe and efficient access to public spaces and major services. The schools are isolated from the community, separated by State Rd 60. A sidewalk offers a minimal opportunity for students to walk or ride to the school; however, it is not particularly inviting. Given the location of the schools, it is unlikely that there will be significant pedestrian use; however, some efforts should be considered to encourage more walking or cycling to school. One tool might be to organize walking or riding 'buses' where groups of children can be organized and walk or ride to school in a supervised group. Parents can volunteer to supervise these groups, and it would be a way to provide access for those who cannot or do not want to drive to the campuses. Protected bike lanes and improving the sidewalks with benches, trees, lighting, and landscaping will also enhance the pedestrian experience.



Above: Enhance pedestrian connections to bridge separation of school grounds and the community.





This existing pocket park could be a source of inspiration for similar conditions in the downtown.

**Creating a Unique Downtown Experience**

Downtown is more than a collection of businesses in one location. It is a special place that represents a community’s character, history, and values. The variety and quality of businesses and services reflects the vibrancy of the community and provides a source of identity and pride.

**Public Art**

Creating opportunities for local art to enhance private and public spaces in the downtown not only celebrates Hustisford’s culture it draws people in. Consider partnering with local schools, artists, and organizations to develop locations for murals, sculpture, and performance spaces. Instead of borrowing ideas from other communities, take time to develop ideas that are unique to Hustisford.



Left: Local art could be integrated into signage and wayfinding devices.





Empty storefronts could feature murals or locations for art installantions.

### Streetscape

Our experience of a downtown is often impacted by the quality of the building facades and the other architectural elements that we encounter along the way. Streetscaping elements are the architectural, landscaping, transportation, and signage that enhance the quality, safety, and prosperity of the downtown experience. Key elements include:

- Street Furnishings: Key elements include benches, garbage and recycling receptacles, and lamp posts. Investments in unique and well-constructed street furnishings can save on maintenance costs while beautifying the downtown.
- Landscaping Elements: Properly placed and maintained street trees and planters provide shade and visual interest to pedestrians. This encourages people to leave their automobiles and spend time in the downtown. In addition, a well-thought out street tree and planting design can help reduce cooling costs to buildings and help with stormwater management.
- Wayfinding Elements: Directional signs, informational kiosks, and plaques tell the story of your community. Directional signs help visitors navigate and allow the community to identify which places are most important. Informational kiosks can be used to display information that benefit both residents and visitors. They can display cultural and natural history and serve as a community bulletin board. Plaques can be displayed to denote key places that residents and visitors should see and learn about. Modern plaques sometimes include quick response (QR) codes that can enable viewers to access online information using a smart phone or tablet computer. Hustisford benefits from lots of interesting places that could be enhanced and celebrated using a variety of wayfinding elements. When considering design options, rely on local artists for inspiration to build a unique vocabulary of wayfinding elements that can only be found in Hustisford.





Above: Lighting used to draw people in.



Above: Lighting used for dramatic effect.

- **Architectural Lighting:** Consider enhancing the visual quality of the buildings at night using inexpensive LED lighting. The placement, intensity, and color of light can be used punctuate architectural elements. The overall effect can attract visitors and provide additional visual security at night.
- **Building Facades:** Hustisford has numerous historic buildings in the downtown each with its own character and style. Each individual building facade expresses the history of the building as well as the use of what's inside. Collectively, the building facades in a downtown paint a picture of the community's history as well its current vibrancy. Care should be taken to protect the structural and aesthetic integrity of each building. This protects the individual and collective property values of the downtown and the image of the community as whole. In cases where commercial buildings have been repurposed as residential, efforts should be made to provide the appearance of a commercial storefront. Some best practices include: historic color palette of paint schemes, using durable and appropriate materials, maintaining original window openings when feasible, maintaining and highlighting unique architectural features, and incorporating awnings and well-designed signage.



Above: Windows and window treatments used to replicate original storefront and to add character.

Image Capture: July 2018, 2022 Google







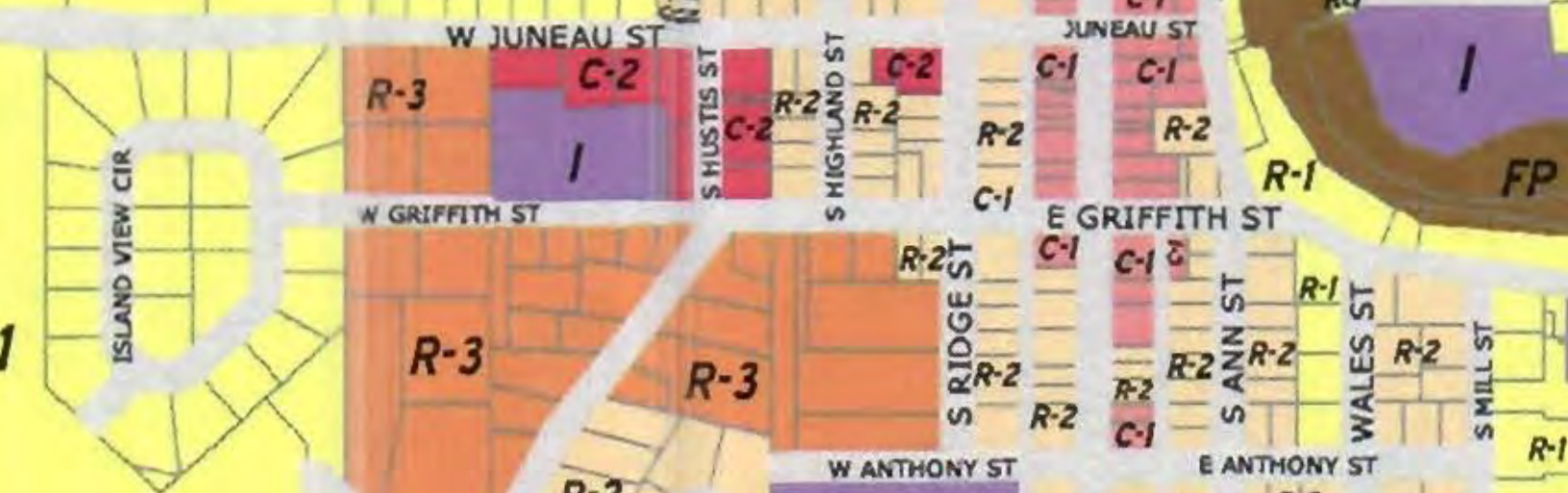
Above: Improvements to building facades should complement historic character and be welcoming to pedestrians.

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



Above: Local example of high quality sign design and construction.





## Local Plans & Ordinances

Connectivity to place is about creating an environment where people feel welcome, they want to be part of the community, and they have an attachment to their town. This means ensuring that Hustisford supports existing residents and promotes development in line with community values and priorities. Currently, the Village's zoning ordinance does not support that.

### Zoning Ordinance

Most of the Village we see today could not be built in conformance with the existing zoning ordinance. The older part of the Village is zoned R-2 which requires a 15,000 sq ft minimum lot size. Other parcels zoned R-1 also do not meet the 10,000 sq ft minimum lot size for that district. These large minimum lot sizes effectively make it impossible to provide housing at a price affordable for working families in Hustisford. It also means that existing homeowners may not be able to rebuild their homes in the event of fire or other disaster, given they would not conform with existing regulations.

### Multi-Family Housing

Employers have found it difficult to recruit employees because of a lack of housing. Multi-family housing built at medium densities can provide housing necessary for attracting new residents and workforce. However, the existing ordinance requires large minimum lot sizes and a 35 ft maximum building height. In addition, parking requirements increase the cost of development by requiring two spaces per unit, regardless of number of bedrooms. The current regulations are not supportive of development and prevent the creation of housing suitable for young families, older residents, and those working in retail and other tourism-related businesses.



Above: Low-density duplex. Local ordinance prevents medium-density housing to be built.



## Summary Report

Design Hustisford (2022)





### First Floor Residential in Downtowns

Downtowns are unique places within a community. Historically, it is the “central business district” -the main commercial area of a town in which a variety of activities are densely packed. Downtowns are different from other commercial areas because they encourage multiple uses: retail, services, entertainment, dining, manufacturing, government, recreation, and housing. When successful, downtowns provide a variety of things to do all within walking distance.

In order to support a downtown, there needs to be a critical mass of things to do, access to those activities, and people. Vibrant downtowns need residents. They also need storefronts and parking for customers. That's why most communities prevent residential uses on the first floor in their downtowns and to reserve it for valuable business space. This balances the multiple uses within the same area and provides the most potential for economic growth.

Hustisford has allowed the first floor of downtown buildings to be converted to residential use. Although this is helping to address the need for affordable housing, it limits the potential for commercial use within the downtown. If this trend continues, the area may not retain enough critical mass of commercial activity and cease to function as a downtown.



Above: First floor residential featuring a simulated storefront (historic window patterns with privacy glass, and trim).

In order to protect property values, local businesses, and community identity, limit first floor residential to those buildings outside the downtown area. When making exceptions, require conditional use permits to minimize negative impacts and reduce risk. These might include:

- Maintaining a small storefront/gallery space along the street frontage.
- Limit the duration of the permitted use (number of years).
- Require periodic inspections to ensure public safety.
- Design the first floor and its facade to allow for future commercial use.
- Design the facade to give the illusion of an active storefront.





## Parking

Parking requirements for restaurants and bars are excessive and leads to large parking lots that are unattractive and inhibit pedestrian accessibility. Parking requirements of 2 spaces per unit in multi-family also drives up the cost of housing, making it more difficult to pencil out. All parking adds to impervious surfaces and increases stormwater runoff with the potential to harm the water quality in Lake Sinissippi.



Consider a revision of parking requirements and invest in a well-designed and maintained public parking area that can double as a plaza and gathering space (see above). Adopt sustainable design features such as bioswales and permeable pavers to protect Lake Sinissippi and decorative landscaping and lighting to become an attractive extension of Lions Park and the downtown (see image at left).



Bioswales and permeable asphalt



Permeable pavers

Overall, the Village does have available land within the existing Village limits and immediately adjacent to accommodate potential growth. The key is to review and revise ordinances to ensure development meets community values and priorities.



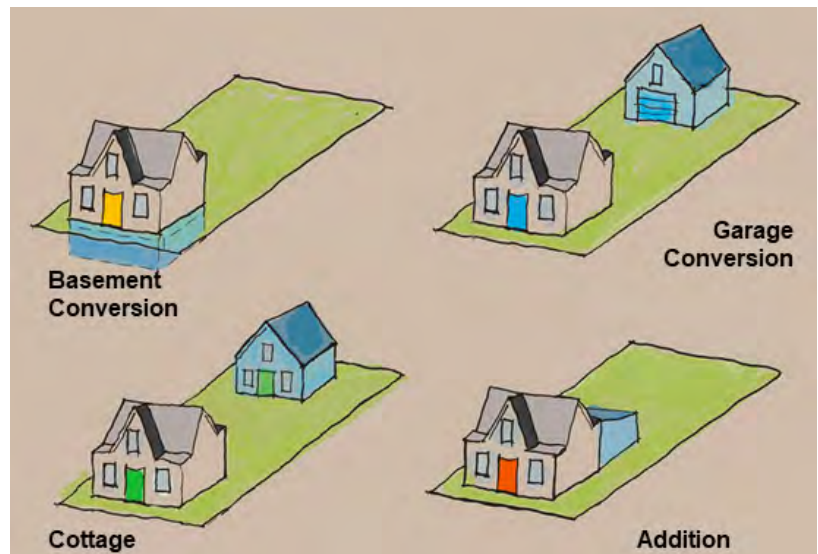


Graphic: Thompson Placemaking

### Life-Cycle Housing Choice

All communities should provide a variety of housing choice in order to meet the housing needs of current and future residents. "Life-Cycle Housing" assures that everyone who wants a place to live in Hustisford can live in Hustisford. This is done by providing a variety of housing types and ownership options that serve different people at different stages of their lives.

- Single-Family Housing: The single family home is the most common and typically the most expensive housing type. One way to make single-family homes more affordable is to rethink the design and layout of the home. The house and lot can be smaller. Amenities such as driveways, yards, and garages can be shared. Another way to reduce the cost of single-family homes is to separate the cost of the land from the cost of the home itself. The land trust model has been used in other communities to develop affordable housing. The trust owns the land and manages land leases. The site is leased for many decades to the building owner. The housing land trust is usually a non-profit organization in which homeownership entry costs are reduced in exchange for modest equity gains when the house is sold to another owner. This enables first-time home owners to live in a single-family home that will be affordable for the next owner.
- Accessory Dwelling Units (ADUs) or "Granny Flats": Granny Flats provide additional housing at low cost. They can be located as separate units at the back of property, be built as part of a garage, or as part of a home's addition (basement, attic, or expansion).



Above: Examples of providing additional dwelling units within an existing lot.



Photo 3

Multi-family housing with individual entries.

- Multi-Family Housing: Multi-family housing is the most efficient way to provide affordable homes in a community. Locate higher concentrations of housing units near schools, parks, and other services so that people can live near where they work, learn, and play. Less reliance on the automobile reduces their impact on the existing roads. Different ownership models and price points for multi-family housing help address the wide range of incomes and lifestyles in Hustisford.
- Cottage Clusters: Cluster developments increase the number of units per acre. That makes most use of the lots and minimizes the cost of services by sharing driveways, walks, yards, utilities and parking. The flexible arrangement and lower cost of cottages makes them attractive for addressing the housing needs of everyone from first-home buyer to retiree.
- Strategic Layout Provides Opportunities for Mixed-Incomes: When assembling a community housing strategy beware of creating too much separation between different housing types and price points. This can stigmatize affordable housing and designate desirable and less desirable areas of a town. One strategy is to mix the housing sizes and amenities within a larger project. The example below is a “shared court” design in which a mix of housing types are assembled around a shared green space to minimize building footprints/cost and encourage community interaction.







Photo 4



Photo 5

- Encourage Mixed-Use Infill Development Downtown: Housing in and around the downtown brings vibrancy to local businesses and doesn't require new utilities and roads. The examples above are from a University of Wisconsin-Madison housing design project for Egg Harbor, Wisconsin.

### Development Opportunities

The image below illustrates land currently available for development. They are mostly "greenfield" opportunities, meaning first-time development of open sites. A few of the sites are existing developed that could be considered redevelopment opportunities (most likely with attached-unit residential use). This map is not an exhaustive review of development opportunities, but can serve as a good start during the process of updating the Village's comprehensive plan.



## Planning for Housing

Develop a plan for housing that balances current needs and future trends with local values.

Consider working with an outside facilitator to assist in walking through the process. The University of Wisconsin-Madison, Division of Extension offers the following programs:

- Housing Situational Analysis: Most communities are aware they have issues surrounding housing. What those issues are and to what extent they impact their community may not be obvious. The purpose of the Housing Situational Analysis program is to help communities have a better understanding of their housing situation using labor statistics, housing data, and cost of living. Community stakeholders will learn how to interpret and use these data sets to identify specific housing issues and opportunities.
- Housing CEA: The “Housing CEA” program is based on the traditional Community Economic Analysis program developed by Glen Pulver and Ron Shaffer in the 1980s. The program is aimed at bringing together a group of concerned citizens from the community with the aim of (1) better understanding the housing market, (2) better understanding the range of potential strategies to address their self-identified housing issues, and (3) develop an action plan to address housing issues within the community. In addition to the pre-planning process of identifying the core group of community residents, the program is composed of three working sessions. The first session focuses on analyzing data relevant to understanding the local housing market. The aim is to both broaden and deepen participants understanding of housing issues. The second session utilizes the Housing Preparedness Index, a tool designed to facilitate a discussion around a wide range of housing strategies. The third and final session is designed to identify three or four specific objectives to be addressed by the group with specific action steps and/or strategies to pursue. Extension’s role is both a facilitator of the process and educational relative to the data analysis and Preparedness Index.
- Community-Led Housing Market Study: The goal of the Community-Led Housing Market Study is to put municipalities in the driver’s seat when it comes to attracting developers to build the types of housing that are needed most by a community’s residents and stakeholders. We take a comprehensive look at housing, with a focus on identifying housing-related needs across all segments of the community. We create a profile of residents and commuters, dig into statistics on cost-burdened households, and look at regional growth trends. To fill in the gaps, we conduct a survey of residents and stakeholders to better understand their needs around housing. The results are compiled into a report that is useful in guiding local housing policy while also serving as a market research document to attract developers and builders. Residents and stakeholders who participate in this work learn a great deal about housing and are better equipped to address local housing issues.

## Update Comprehensive Plan

The Village’s Comprehensive Plan is the community’s guide for decision-making. It contains valuable data, community visioning and value statements, strategies, and goals for the future. By law, these plans are used to guide land use, community development, and economic development decisions and should be updated every 10 years. Hustisford’s plan is currently out of date and should be revised. This Summary Report could be used as a starting point for that process.







## Parks, Trails, & Nature

Hustisford is well-positioned as a hub for the region. It has access to Lake Sinissippi, proximity to Horicon Marsh, Wild Goose regional trail, surrounding communities, and the beauty of the landscape itself. Protecting and leveraging these assets is critical to the vibrancy of the community and the region.

### Lake Health & Lake Experience

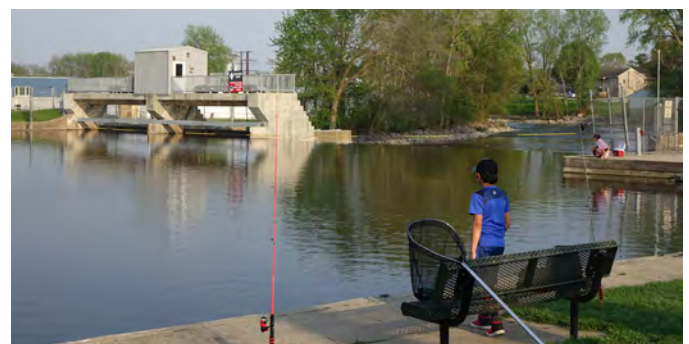
Lake Sinissippi is a local treasure that residents and visitors value. To maximize the potential of this asset, consider how to care for the health of the lake and enhance the lake experience without diminishing the quality of it.

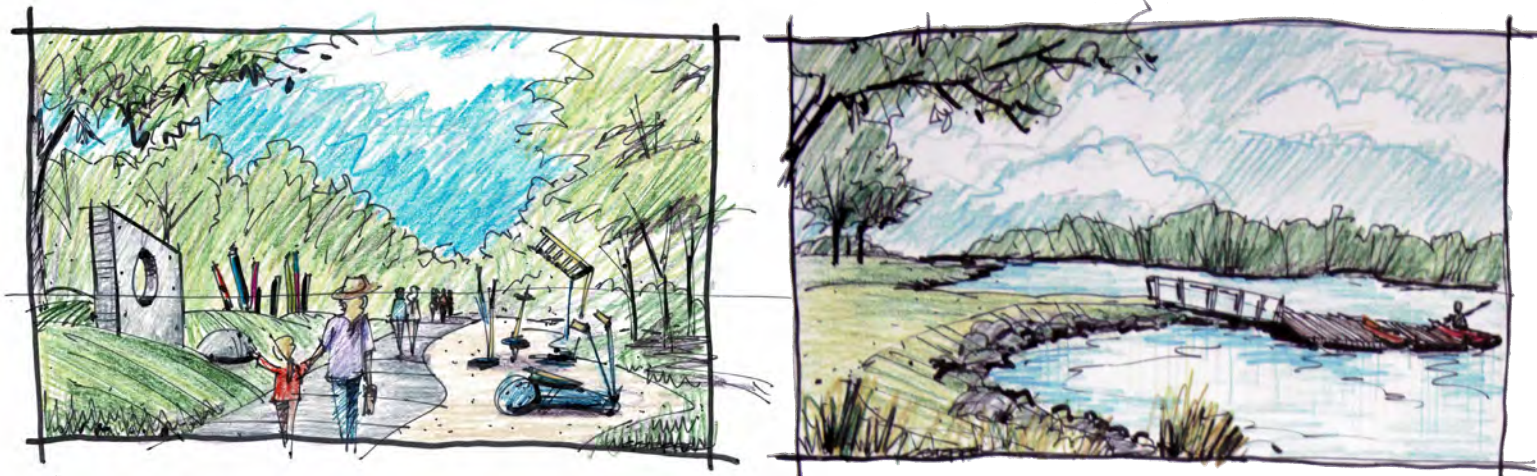
#### Protecting & Improving Lake Health

Continue to support local efforts to clean up and maintain lake health. Connect Lake Sinissippi Improvement District, Lake Sinissippi Association, DNR, and US Corps of Engineers with local schools, farm groups, and other key stakeholders. Because the health of the lake impacts community and economic development, consider expanding the collations to include local businesses, the arts, and tourism. Work with PATH of Hustisford to develop a communication strategy in order to support conservation and management activities.

#### Provide Alternatives for Experiencing the Lake

Quite often, visitors are satisfied with a safe approach and view the water's edge and don't need direct access with a boat. Providing trails, fishing piers, benches and campfire pits near the water places less boat traffic on the lake while increasing "access" to it. Focus improvements to existing facilities (Nieder Park and Lions Park) and build stronger connections to public places (library, schools, downtown, etc).





## Park Improvements

Community parks are essential gathering spaces and facilities for outdoor recreation and sports. When planning for the future, consider ways in which to provide a variety of activities for a variety of users and abilities. Work with local schools and organizations to identify needs and resources. Because both Nieder Park and Lions Park are near to other public facilities and commercial areas, think about building stronger connections (trails, signage, artwork, lighting, etc.) and uses (outdoor concerts, sporting events, markets, etc.) to maximize investments. Specific improvements may include the following.

### Nieder Park

Nieder Park has space to accommodate a variety of outdoor activities, including direct access to the Lake Sinissippi. Key site improvements might include:

- Gathering Circle: Fire pit with benches located at the peninsula. This provides an informal gathering space and a panoramic view of the lake.
- Canoe/Kayak Rack: Storage rack for residents and visitors to check out canoes and kayaks. Coupled with school programs, the library, the DNR, and local clubs, Hustisford may be able to support a program in which local youth have access to their own canoe or kayak as long as they attend safety training and assist with citizen science activities related to lake health. (See image above right).
- Accessible Canoe/Kayak Launch: ADA approved launch to expand access to all users.
- "Carpe Diem" Swimming Area: This swimming area is surrounded by a net designed to keep swimmers safe and carp out.
- Expanded Picnic Area: Additional tables, fire pits, and benches to increase use of residents and visitors alike.
- Sand Volleyball Courts: Sand volleyball courts could be used not just for leisure but to support outdoor summer recreation activities for youth, tournaments and other events.
- Soccer Field: Providing access to a soccer field in town that can be part of a suite of other recreational activities.
- Dog Park: Public dog exercise facility.
- Fishing/Observation Pier: Providing access to get near the water without needing to enter it.
- New Walk/Bike Trails: Providing additional trails that might incorporate local art and/or exercise stations (see illustration above left).





Below: Artist concept of improvements to Neider Park



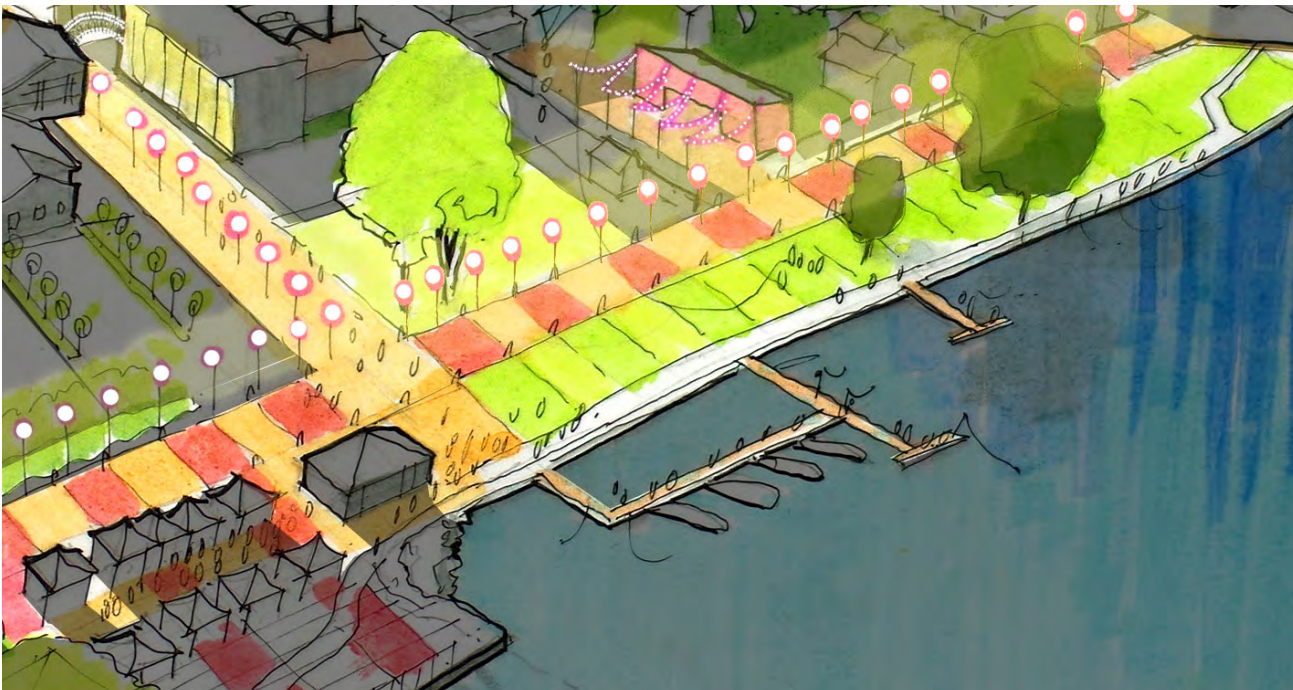




### Lions Park

Lions Park provides traditional playground activities and serves as the water access point to the downtown. In addition, the park is served with both parallel parking along Ann Street and parking lots on either side of Juneau Street. Key site improvements might include:

- Waterfront Flexible Space: The empty lots between Lions Park and downtown are currently being used as parking. If the south lot was developed into a more formal parking lot (striping, lighting, and landscaping), the north lot could serve as an expansion of Lions Park connecting to the downtown and serving as a flexible space for outdoor entertainment, markets, and overflow parking. A new outdoor pavilion or the reuse of existing buildings along Ann Street could expand activities and allow the downtown and waterfront to act as one large entertainment district.
- Lighting Along Ann Street: Install decorative lighting and artwork along the greenspace between the dam and the bridge to draw visitors into the park, the waterfront flexible space, and the downtown.



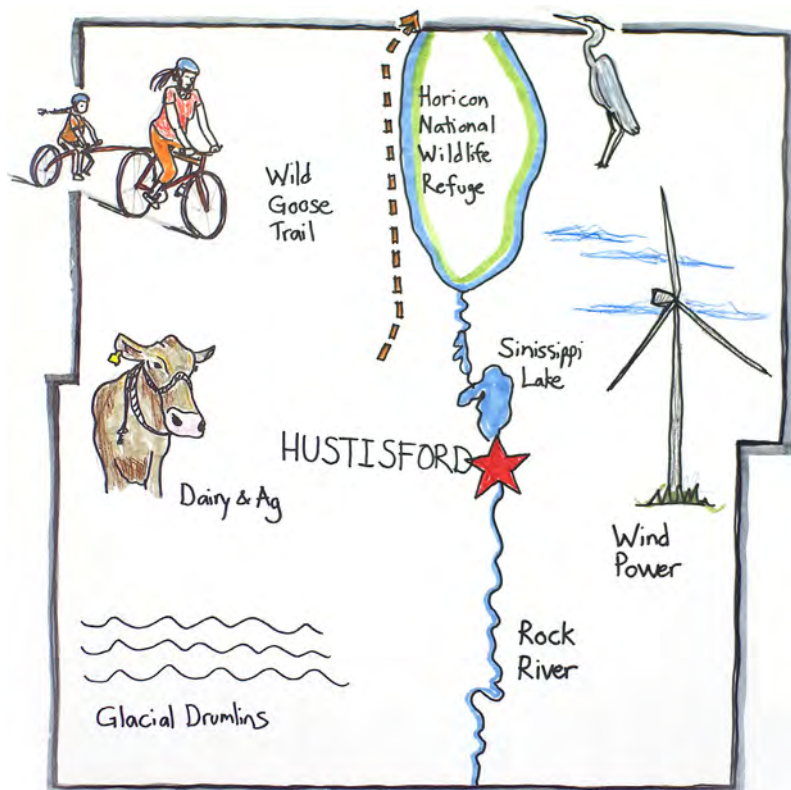




## Connect to Wild Goose Trail

Another opportunity is to create a physical connection to the Wild Goose Trail. This trail attracts cyclists and hikers who typically have money to spend and are looking for places to spend it. Connecting Hustisford to the trail would allow these folks to come into town to spend money at local businesses.

Improving connectivity to existing pedestrian infrastructure will enhance walkability and provide a needed amenity in Hustisford for residents as well. People could go for a nice walk for exercise without having to drive somewhere to do so. The Village should work with the surrounding town and property owners to identify a potential route for a trail to connect the Wild Goose Trail to downtown.



Finally, connecting to the region can be improved through signage and wayfinding discussed above. Currently, there is a map available that shows driving and cycling tours of the region, but it's currently one link tucked into a list of links on the Village website, not something a casual visitor would find. Highlighting local and regional trails makes it easier to attract users. Wayfinding efforts should include directions to regional destinations as well as local attractions.

## The Wild Goose Chase

Community events can be sources of pride and economic development. Consider developing an annual walk/run/bike and/or ski event that connects the downtown to the Wild Goose Trail. This could be means for attracting visitors, celebrating local natural amenities, and raising funds to develop and maintain new trails.





## Community Gateways

Hustisford is strategically located within commuting distance of Madison, Milwaukee, and Fond du Lac. Nestled in scenic lake and farmland country, the community's picturesque setting contributes towards the quality of life for residents and visitors. Welcoming and attracting more people to the community can be enhanced by providing visual cues at key locations. These "gateways" serve as navigational and cultural landmarks announcing the arrival to a unique place. During the tours, Design Hustisford Team members identified several locations that might serve as community gateways, those include: the Tweedy Street Bridge, east and west Highway 60 intersections, the greenspace outside the Community Hall, and the alley at the end of Juneau Street leading towards Lions Park.

### Tweedy Street Bridge

The bridge could serve as the community's "postcard" image. Consider enhancing it with decorative lighting to celebrate the community's connection to the Lake and the Downtown. LED colored lighting could create a fun experience for boaters traveling beneath the bridge to the downtown while decorative "historic" lamps establish a sense of dignity and character.



Above: Tweedy Bridge with traditional lighting above and LED lighting below.





West gateway coming from Highway 60



East gateway coming from Highway 60

### West & East Gateways

Build and maintain unique signage off of Highway 60 to draw people into town. These could include a welcome sign with landscaping, artwork, and lighting (see examples below).



Photo 6



Photo 7

### Community Hall

The greenspace outside of the Community Hall is an opportunity for a focal point. Consider a sculpture or water feature that might serve as a picture-taking opportunity (see examples below).



Photo 8



Photo 9





## Downtown/Waterfront

Consider an overhead archway that welcomes visitors to and from the downtown and the waterfront. It could display “Downtown” on the east facing side and “Waterfront” on the west facing side.



Above: Artist concept of new gateway to waterfront flexible space. The waterfront side of the gateway would indicate “DOWNTOWN”.





## Empower Future Generation

As mentioned earlier, schools in rural communities offer more than local education, they are a source of pride and are typically one of the largest employers. They influence property values and the location of new and expanding businesses. In addition, research suggests that healthy schools are one of the primary attractors for young professionals. All of this supports the need for communities to support their local school system.

The Design Hustisford Team heard from multiple sources the pride locals have for their school district. Staff are dedicated to providing students with a strong education, but the current facilities lack modern amenities and need improvements. Investing in the school district benefits students, property values, local businesses, community organizations, events, and people. It is a community and economic development strategy, not just an educational strategy.

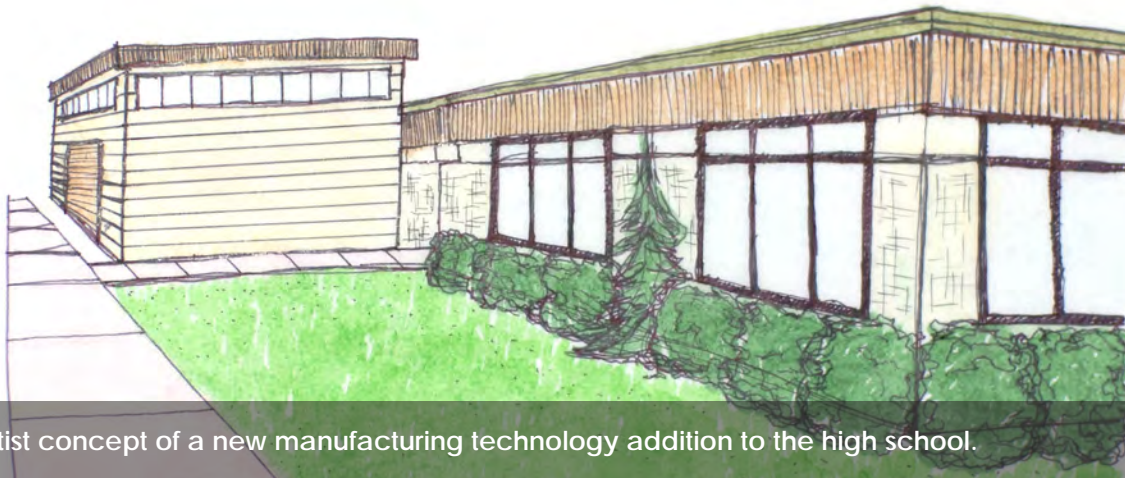
When considering investments of time, money, and people consider how schools, businesses, organizations, and population support and need one another to be successful. Some key strategies might include:

### Future Generation of Schools

Engage in a strategic and engaging process to investigate and evaluate funding options that maximize community benefit from local schools.

- The school is viewed as a hub in the community. Multiple failed referendums suggest a disconnect between local citizens and the school district. Develop a broad, inclusive committee of local voices including youth, to develop a referendum that meets the current and future needs of the students and the community as a whole.





Above: Artist concept of a new manufacturing technology addition to the high school.

### Future Generation of Businesses

- Partner with local businesses to develop learning and entrepreneurial opportunities for young people.
  - Work with local businesses to provide job shadow/apprenticeship opportunities. Building stronger connections between youth and the opportunities that can keep them in Hustisford.
  - Enhance programming that helps youth explore careers that are available in the community. Including the farm community and manufacturing industry.
  - Build entrepreneur development programs that empower youth to create businesses that fill a need in the community.

### Future Generation of Leadership

- Provide opportunities for youth to participate in local decision-making.
  - Build leadership roles into existing local organizations. (PATH, School Board, City Government, etc.) This creates a sense of ownership and buy-in among youth community members.

There are examples of programs listed above that can be adapted for Hustisford. For more information, work with your local Extension for details.





## Implementation

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

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

## Community Change

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

### Step 1: Establish Sense of Urgency

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

### Step 2: Form a Powerful Coalition

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

### Step 3: Create a Shared Vision

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

### Step 4: Communicate the Vision

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

### Step 5: Empower Others to Act

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

### Step 6: Plan for and Create Wins

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

### Step 7: Change Improvement Checkpoints

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

## Step 8: Institutionalize New Approaches

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

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

## Community Vitality & Placemaking

The University of Wisconsin-Extension Community Vitality & Placemaking Team defines community vitality as...

*"The community's collective capacity to respond to change with an enhanced level of participation (process or pursuit of) with aspirations for a healthy and productive community (an outcome or shared vision of success). Shortly speaking, community vitality is the people's pursuit of a shared vision of a place."*



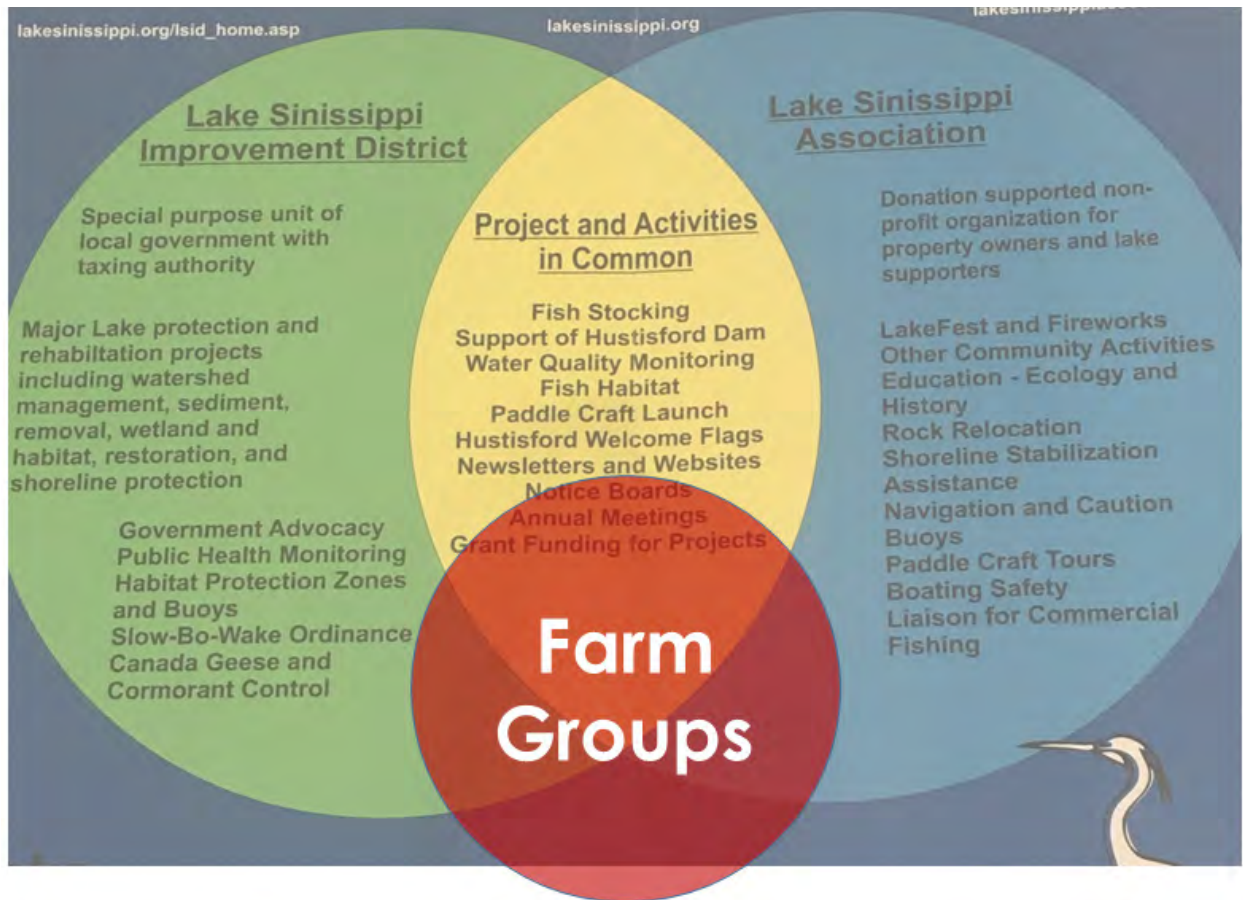
The Design Wisconsin team uses the UW-Extension Community Vitality & Placemaking Team model to look at whether a community is healthy and thriving. **Does a community have a strong sense of place?** We saw that here in Hustisford. The community is proud of the lake, of the downtown, the community parks, schools, fire department, etc. **Does the community have people committed to the community?** We saw that in both the Friday and Saturday community meetings where 100 people showed up to think about and talk about how to make their community a better place to live. **Does the community have a shared vision to pursue?** By inviting Design Wisconsin into the community, Hustisford has shown a desire to create that vision and develop their community. As we heard from leaders in the community, and toured the community, and talked with a wide range of community members, we saw a vital, thriving community with a lot going for it already.

A broad base of community support is often needed to get things done. It is not hard to see where various groups in Hustisford are already working together, and where each partner plays a role in advancing a project or initiative. It is often worthwhile to identify the community partners (organizations and individuals) and the roles that each can play to advance any given project or initiative.



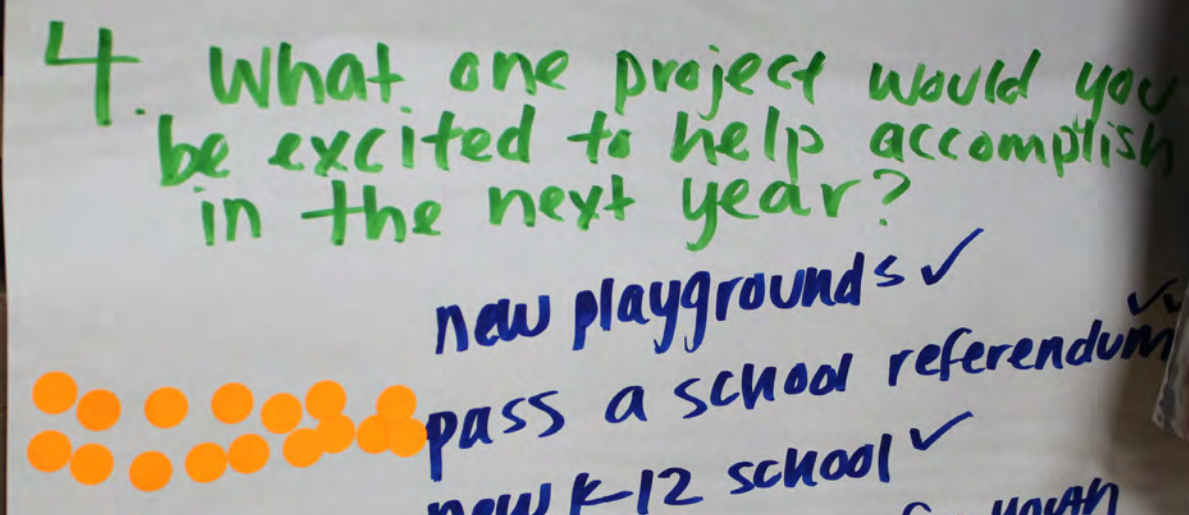


In one of the Friday community presentations, we were shown a diagram of the Lake Improvement District and Lake Association that perfectly illustrates how groups in Hustisford are working together with a shared vision. The Improvement District and the Association are collaboratively addressing a number of issues facing the lake, using the different tools that each organization can bring to the table. More recently, the two organizations have also been working with local farm groups, another key player in the health of the lake, so we added the third circle to the diagram. Hustisford is a community that knows how to cooperate and work together on issues.



We have seen another indication that Hustisford folks already know how to work together to achieve a shared vision- local governments at different levels are working together to provide services to the community. Two local towns work together with the Village of Hustisford to provide fire & EMS services as well as summer recreation programs. The county works with the Village to support the library.

While in the community, we heard from a number of community groups, elected officials, volunteers, service providers, etc. Most importantly, we heard from more than 100 community members who showed up on a beautiful summer evening to share with us what they love about their community and what they would like to see changed for the better. This kind of commitment will be invaluable as Hustisford continues to grow and thrive in the coming years.



### Positive Change in Hustisford

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

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







## PATH of Hustisford

PATH of Hustisford is a non-profit organization developed to help bring the Design Wisconsin program to town and to serve as the lead for implementation. PATH is well-positioned to support and lead change. This report can provides many opportunities for PATH. The list below suggests some roles for each of the shared vision elements.

**Communication:** Developing a comprehensive strategy to communicate community events and local history.

- Leading Roles: PATH could establish itself as a non-biased hub for communicating local events and activities that help move the community forward toward its shared vision. This would require expertise in communications as well as trust from to community.
- Supporting Roles: PATH could serve as a fundraising arm to help support local efforts in establishing a local newspaper, online publication, social media, etc.

**Connected, Efficient, & Thoughtful Development:** Protecting, connecting, and enhancing community assets while encouraging growth.

- Leading Roles: PATH could focus on revitalizing and growing the community as an informal change agent (similar to GRO Grantsburg) or serve as the official "Community Development Corporation" -allowing it to work on the behalf of the Village with Village resources as well as raise funds for Village projects (similar to Ellsworth E3 Community Development Corporation).
- Supporting Roles: PATH could serve as a fundraising, communication, or volunteer hub for local revitalization efforts. It could also serve as "matchmaker" to help connect community needs and resources. PATH might support grants and/or competition to bring murals, sculpture, landscaping, lighting, etc. to the downtown.

**Empower Future Generation:** Collaborating with local youth, schools, organizations, and businesses to grow and enhance the local population, economy, and quality of life.

- Leading Roles: PATH could develop a broad, inclusive committee of local voices including youth, to develop a referendum that meets the needs of the students, and community. It could also connect local businesses with the school and foster entrepreneurship and apprenticeship programs.
- Supporting Roles: PATH could serve as a fundraising, communication, or volunteer hub for school improvements, entrepreneurship and apprenticeship programs. It could help establish youth leadership positions for existing organizations.





**Parks, Trails & Nature:** Building and maintaining outdoor recreational infrastructure that benefits all community members and visitors.

- Leading Roles: PATH could work directly with the DNR, the Village, and local organizations to make improvements to Neider Park and Lions Park. It could help establish a new trail connection to the Wild Goose Trail, host a Wild Goose Chase event, and/or develop a new boat landing on the north side of the Tweedy Bridge.
- Supporting Roles: PATH could serve as a fundraising, communication, or volunteer hub for improvements and activities listed above. It could also investigate existing outdoor recreation plans and seek resources to help the Village make improvements.

**Community Gateways:** Building and maintaining unique signage, lighting, public art and landscaping that celebrates the community and welcomes visitors.

- Leading Roles: PATH could work directly with local artists, property owners, and the Village to design, build, and maintain community gateways. It could host a design competition and work with local artists, builders and students to create it.
- Supporting Roles: PATH could serve as a fundraising, communication, or volunteer hub for creating community gateways. It could also find examples of other gateways in communities and share them with the key stakeholders.

PATH of Hustisford has already demonstrated its effectiveness to lead change. It assembled a diverse and committed team of locals who worked together to develop and execute all the monetary, logistics, and communications necessary to host a successful Design Wisconsin program. PATH has many choices as to how it wishes to pursue the shared vision of Hustisford.







## Acknowledgments

Members of the Design Hustisford Team and the University of Wisconsin-Extension's Community Vitality & Placemaking Team thank PATH of Hustisford, the Village of Hustisford, Dodge County and Dodge County Extension, the University of Wisconsin-Madison and the Division of Extension and the following people who dedicated their time, talents, and passion to bring Design Wisconsin to Hustisford.

### Hustisford Volunteers

This group of dedicated folks spent months working in advance of the Design Wisconsin charrette. They collected letters of support, raised money, found housing and food for Design Hustisford Team members, led tours, hosted focus group sessions, community presentations, and large group workshops, and spent countless hours working with University of Wisconsin-Extension staff. Their commitment to this project and to their community can inspire others who wish to be a part of moving Hustisford forward. Key members include:

#### Planning Team

Jill Anderson  
 Andy Buchanan  
 Tanya Ewert  
 Denise Fitzsimmons  
 Pamela Grant  
 Fay Hildebrandt  
 Tanya Lemke  
 Mike Mervis  
 Deb Whalen

#### Dodge County Extension

Patricia Carroll  
 Tracy Malterer

#### Lodging Hosts

Chad & Carla Buelter  
 Jeff & Angela Dubofsky  
 David & Rosa Judycki  
 Ken & Rebecca Samstrom Sheperd

#### Community Presenters

Laurie Buchanan  
 Nicole Mszal  
 Alvin Hildebrandt  
 Dave Guenterberg  
 Brian Ripplinger  
 Matt Pieper  
 Sol Leitzke  
 Paul Rubert  
 Faith Kuehneman  
 Mary Zastrow  
 Rogert Hildebrandt  
 David Hafemeister  
 Christine Lilek  
 Shane Kaemmerer  
 Glen Falkenthal  
 Ross Roesler  
 Pastor Dan Vojta



### **Bus & Walking Tour Guides**

Dennis Uecker  
Alan Van Dyke  
Mari Kaul  
Danielle Lenhardt

### **Youth Imageability Mapping Team**

Riley Becker  
Rylee Collien  
Chellie Hildebrandt  
Morgan Kehl  
Hollie Lenhardt  
Braden Peplinski  
Clint Bushey

### **UW-Extension Community Vitality & Placemaking Signature Effort**

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

Steve Grabow, Professor Emeritus, UW-Extension, Jefferson County  
Brandon Hofstedt, Community Economic Program Manager, UW-Extension  
Barry Hottmann, Community Development Educator, UW-Extension Iowa County  
Gail Huycke, Community Development Specialist, UW-Extension  
Todd Johnson, Land Use + Community Development Specialist, UW-River Falls (UW-Extension)  
Neil Klemme, Positive Youth Development Educator, UW-Extension, Iron County  
Sharon Krause, Positive Youth Development Educator, UW-Extension, Oneida & Lac du Flambeau  
Kellie Pederson, Community Development Educator, UW-Extension Bayfield County  
Kristin Runge, Community Development Specialist, UW-Extension  
Taylor Seale, Positive Youth Development Educator, UW-Extension, Dane County  
Nathan Sandwick, Community Development Educator, UW-Extension Portage County  
Jessica Jane Spayde, Community Development Educator, UW-Extension Crawford County  
Christa Van Treek, Positive Youth Development Educator, UW-Extension, Marquette County  
Karina Ward, Community Development Educator, UW-Extension Ozaukee County

### **UW-Madison, Applied Population Laboratory**

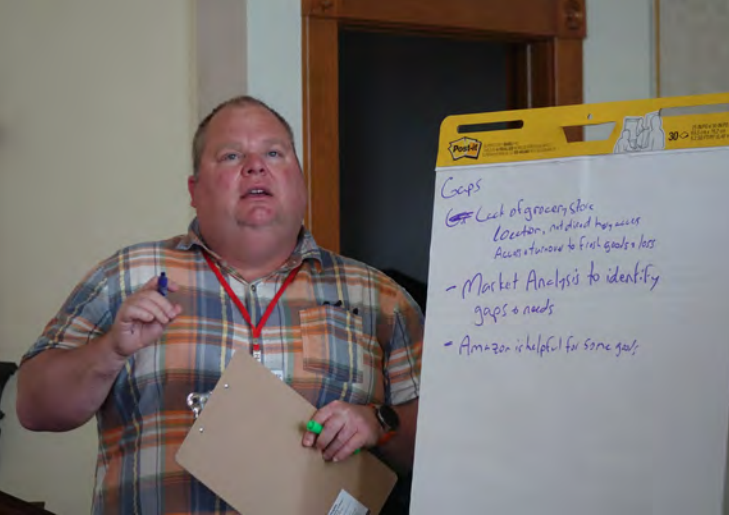
The Community Vitality & Placemaking Signature Effort relied on the wisdom and skills of Dan Veroff, Distinguished Outreach Specialist, University of Wisconsin Applied Population Laboratory to provide a demographic “snap shot” of Hustisford.



## **Summary Report**

Design Hustisford (2022)





## Design Hustisford Team

Last but not least, a special thanks to our planning and design professionals who volunteered their time and talents to help Hustisford visualize their shared vision.

### Alex Thill

*Urban/Landscape Designer, Madison, WI*

Alex Thill is a landscape architect focused on urban development projects and waterfront planning and design. He has a passion for the environment and really enjoys restoration and native ecology-based sites and projects.

### Amber Sausen

*Architect, Principal at Alliance, Minneapolis, MN*

Amber is an architect and principal at Alliance working on public and workplace projects. She is a leader in Alliance's sustainability efforts, with over a dozen years of experience working on projects using the Minnesota B3 Guidelines. She was recognized for her commitment to advancing the value of architecture in the broader community with the 2019 AIA Minnesota Young Architects Award, and 2020 AIA National Young Architects Award. She is a 2022 Minneapolis St. Paul Business Journal 40 Under 40 honoree.

### Christopher Holtkamp

*Planner & Assistant Professor, The University of Wisconsin-River Falls, WI*

Chris is an Assistant Professor of Environmental Planning at UWRF. Prior to earning his PhD and becoming a professor he worked as an urban planner for nearly 20 years, primarily in rural communities.

### Craig Stoffel

*Landscape Architect, Ayres Associates, Fort Collins, CO*

I have well over a decade of experience in a broad range of projects, including athletic complexes, K-12 and higher education campuses, resorts, state and local parks, National Park Service master planning, green infrastructure master planning, trails, river restorations, streetscaping, and urban revitalization. Sketching is my passion. It's a great way of connecting with a place and capturing insights that a camera misses. I use sketching during charrettes to visually facilitate public input; that makes real-time review and analysis possible as ideas are shared.



### **Dan Green**

*Architect, Principal at Miller Dunwiddie, Minneapolis, MN*

Daniel is a Principal with Miller Dunwiddie with over 20 years of experience. He leads workplace, transportation and building science sectors and is recognized for his attention to detail and collaborative approach. He was a 2012 AIA Minnesota's "Young Architect Award" recipient for his dedication to design outreach, mentorship and leadership. His passion for drawing and design communication has led him to teach sketching workshops locally, nationally and internationally through the global non-profit Urban Sketchers. He is an award winning watercolor painter and has had work selected multiple times for the MN State Fair Fine Arts exhibition. He is an avid bicyclist and completed a 5000 mile, cross country tour in 2002. He enjoys hiking, camping, Nordic skiing and birding - counting over 600 species on his life list.

### **David Timmerman**

*Newspaper Editor, Journalist, Photographer, Tech Wrangler, & Policy Wonk, Lancaster, WI*

David has participated with numerous Design Wisconsin charrettes including the inaugural in Grantsburg, WI (2014). Timmerman focuses on documenting the entire experience, from the initial thoughts of what the stakeholders expected from the project, to the charrette, to the response from residents on the results.

### **Dennis Deery**

*Senior Advisor at FarWell, Madison, WI*

Dennis Deery works as a change management consultant in Madison, WI. For the past 25 years he has worked with industry, non-profits, government agencies and community development organizations to help them effectively adapt to change, much of it technology-driven, to improve organizational effectiveness. He has implemented technology solutions that count cucumbers and blocks of cheese, web sites that manage fantasy football leagues, and even some serious systems, including one that helped planes avoid colliding.



## **Summary Report**

Design Hustisford (2022)





### **Gabriel Wilkins**

*Project Assistant, The University of Wisconsin-Madison, Department of Planning & Landscape Architecture*

Gabriel is a first-year student in UW–Madison's Urban and Regional Planning program. His most recent home is in Laurel, Maryland, near where he went to undergrad at the University of Maryland, Baltimore County. There he studied Geography and Environmental Studies with a focus on GIS applications and Philosophy with a focus on ethical decision-making. He has worked as a census taker, tutor, field researcher, and lifeguard, and hopes to enter public service in planning and development sectors.

### **Jason Valerius**

*Senior Planner/Team Leader, MSA Professional Services, Inc., Madison, WI*

Jason has degrees in planning and architecture and leads a team of community planners and designers at MSA Professional Services. He enjoys working with communities across the Midwest on a wide range of local needs, with special attention to stakeholder engagement and housing challenges.

### **Jennifer Brandel**

*Architect, Artist, & Educator, Assistant Professor of Architecture at North Dakota State University, Fargo, ND*

Jennifer is a registered architect in Minnesota and Assistant Professor of Architecture at North Dakota State University. Prior to academic appointment she practiced architecture in the Midwest and West Coast for 15 years. Currently she serves on the Fargo Business Improvement District and Downtown Community Partnership boards. The rest of life is filled with ceramics, drawing, foraging and bike riding.

### **Kietra Olson**

*Rural Initiatives Manager, Wisconsin Economic Development Corporation, Madison, WI*

Kietra grew up in the pines, prairies and pastures of Wisconsin. She brings extensive experience of coalition building, placemaking, community engagement and sustainability. She has a background in natural resources, micro-business marketing, and sustainable agriculture and has a deep interest in celebrating the culture and stories of rural Wisconsin.



### **Kristin Runge**

*Community Development Specialist, The University of Wisconsin-Madison, Division of Extension*

Dr. Kristin K. Runge is a communication and economic development researcher and outreach specialist who serves as the principal investigator for the Economic Development Administration University Center at the University of Wisconsin-Madison. Dr. Runge's research focuses on the influence of media use on individual perceptions of the economy, and her outreach work focuses on community branding and small business marketing. Kristin earned a BA in communication arts from the University of Wisconsin-Stevens Point, a MS in marketing from Georgia State University and a PhD. in mass communication from the University of Wisconsin-Madison.

### **Mariah Goode**

*Director of Land Use Services, Door County, WI*

Mariah has a B.A. from Grinnell College in American Studies with a minor in Gender & Women's Studies, and a Master's Degree in Planning from the Humphrey Institute at the University of MN. She has done community and organizational planning in Door County since 1996, and has been director of the Door County Land Use Services Department since 2006. Mariah recently started nonprofit organizations to provide affordable workforce housing.

### **Milton Yergens**

*Architect and Educator, North Dakota State University, Fargo, ND*

Milt Yergens was born in Fosston, Minnesota and raised on a farm. He attended Northland Community College, North Dakota State University (Bachelor of Architecture), University of Arizona (Masters of Architecture). He practiced Architecture in Fargo, Seattle, Bemidji and Colorado since 1973. Milt has taught architecture at North Dakota State University since 1987. He researches design communication that fuses traditional and digital means, bringing design ideas to reality, and architectural course development.





### **Nathan Sandwick**

#### *Community Development Educator, UW-Extension Portage County*

Nathan is a Community Development Educator with Cooperative Extension in Portage County, Wisconsin. Nathan's experience in community development includes projects focused on organizational development, economic development, urban design, natural resource conservation, transportation, and connecting community groups and local governments to research-based information and appropriate resources. Nathan's prior work experience also includes policy analysis related to energy efficiency, land use, and transportation. He has a master's degree in Urban and Regional Planning from the University of Wisconsin-Madison. Nathan was born in Viroqua and grew up in Sauk Prairie.



### **Neil Klemme**

#### *Positive Youth Development Educator, UW-Extension Iron County*

Neil is a 4-H Youth Development Educator who specializes in youth engagement and leadership development. Much of his programming efforts have been centered on engaging rural youth and building connections between youth and their community and the development of youth social capital youth adult networks. He has worked for the Division of Extension for 15 years. He is married with two children in middle school.

### **Paige Bernhardt**

#### *Landscape Designer at Ayres Associates, Eau Claire, WI*

Landscape designer. Graduate from The University of Wisconsin-Madison Bachelor of Science in Landscape Architecture program (BSLA) with additional majors in Geography and Environmental Studies. Interested in parks and open space, waterfront, urban and ecological design. Passionate about meaningful place making and designing for people and wildlife. Associate member of the American Society of Landscape Architects (ASLA). Hometown of Eau Claire, Wisconsin.



### **Rebecca Roberts**

*Land Use Specialist, The University of Wisconsin-Stevens Point*

Rebecca (Becky) Roberts is a land use specialist in the Center for Land Use Education at UW-Stevens Point. She is also affiliated with the Natural Resources and Community Development Institutes at the University of Wisconsin-Madison, Division of Extension. Becky works statewide to provide outreach and training to local elected officials, plan commissions, zoning boards, and planning and zoning staff. She focuses on community planning, public participation, and plan implementation, including zoning and subdivision regulations. Becky has also worked with communities to evaluate the fiscal impacts of land use decisions, methods to protect wetlands and other natural resources, and techniques to enhance public participation in community decision-making. She has a master's degree in Urban and Regional Planning from the University of Illinois at Urbana-Champaign.

### **Sharon Krause**

*Positive Youth Development Educator, UW-Extension Oneida County & Lac du Flambeau Tribe*

Born and raised in northern WI, lived in Maine, California and Minnesota before moving back to WI to help mother age in place. Career started as science teacher, then outdoor education teacher and program director before getting into Extension. Extension work includes Youth in Governance, 4-H, Teen Court, coalition work, and youth mental health. Hobbies are paddling (canoe, kayak, paddle board), camping, photography, music.

### **Taylor Seale**

*Community Youth Development Educator, UW-Extension Dane County*

Taylor is a Community Youth Development Educator with UW-Extension in Dane County with a background in public health and the arts. She coordinates Positive Youth Development programs that focus on youth advocacy, youth health, healthy community design, and placemaking.

### **Todd Johnson**

*Land Use + Community Development Specialist, The University of Wisconsin-River Falls*

Todd has Bachelor of Architecture and a Bachelor of Science in Environmental Design with a Minor in Art from North Dakota State University (Fargo, ND) and a Masters in Urban & Regional Planning from Portland State University (Portland, OR). For over 20 years, Todd has coordinated and participated in community design charrettes in Minnesota and Wisconsin. His current role as Land Use + Community Development Specialist enables him to co-lead the University of Wisconsin-Extension's Community Vitality & Placemaking research team in which he has been able to continue his work with community design charrettes and placemaking research.



## **Summary Report**

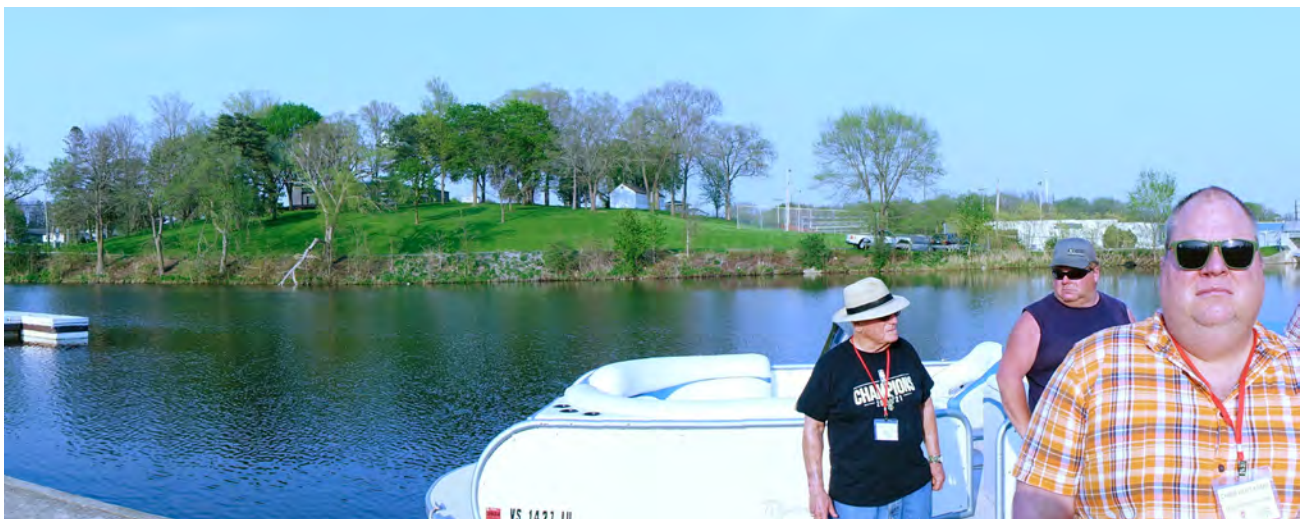
Design Hustisford (2022)





## Photo Credits

- Photo 1: Dietmar Rabich / Wikimedia Commons / "Recklinghausen, Marktplatz -- 2013 -- 4877" / CC BY-SA 4.0
- Photo 2: Normand Lemieux, CC BY-SA 4.0 <<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons
- Photo 3: Tdorante10, CC BY-SA 4.0 <<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons
- Photo 4: UniverCity Year Program, "Baylor Residence and Meadow Residence". <https://www.co.door.wi.gov/DocumentCenter/View/4490/City-Egg-Harbor-Rd-and-V-Egg-Harbor-Harbor-School-Rd>
- Photo 5: UniverCity Year Program, "Baylor Residence and Meadow Residence". <https://www.co.door.wi.gov/DocumentCenter/View/4490/City-Egg-Harbor-Rd-and-V-Egg-Harbor-Harbor-School-Rd>
- Photo 6: Gadfium, CC0, via Wikimedia Commons
- Photo 7: User:Royalbroil, CC BY-SA 2.5 <<https://creativecommons.org/licenses/by-sa/2.5/>>, via Wikimedia Commons
- Photo 8: Drm310, CC BY-SA 4.0 <<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons
- Photo 9: Gerardus, Public domain, via Wikimedia Commons





## UW-Extension

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

### Who We Are

With an office in each Wisconsin county, Cooperative 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 the University of Wisconsin-Extension Community Vitality & Placemaking Signature Effort and the Design Wisconsin program, please contact:

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

