

Design Downtown Waupun

A research-based approach to creating **meaningful** places.



Design Downtown Wisconsin was made possible through the collaboration of the City of Waupun, Waupun Area School District, University of Wisconsin-Madison, Division of Extension, and the University of Wisconsin-River Falls.



Extension: **The Wisconsin Idea**

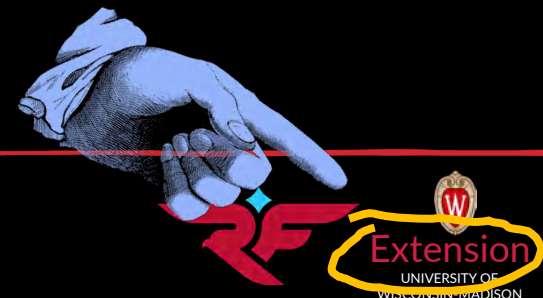


The Wisconsin Idea

The beneficent influence of the university should be available to every home in the state. University research should be applied to solve problems and improve health, quality of life, the environment, and agriculture for all citizens of the state.



Charles R. Van Hise
President of UW-Madison 1903-1918





Signature Effort

The University of Wisconsin-Madison, Division of Extension Community Vitality + Placemaking

Extension: **Our Mission**

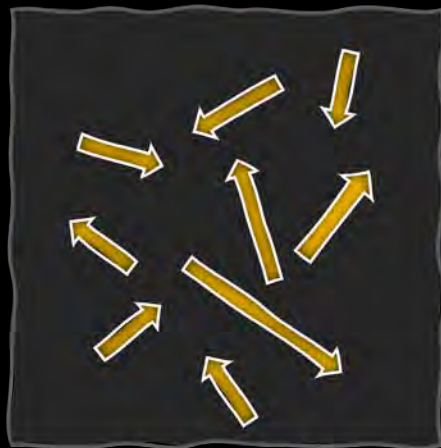
Extension's mission is to connect people with the University of Wisconsin. We teach, learn, lead and serve, transforming lives and communities.



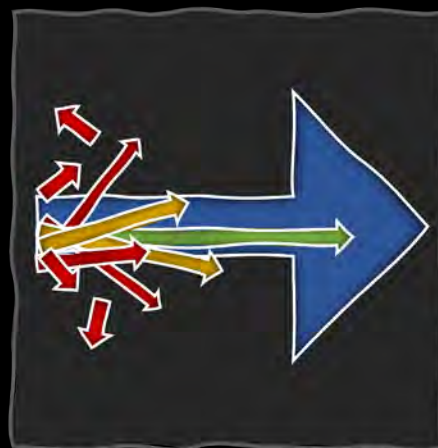


Design Downtown Waupun: A Shared Vision

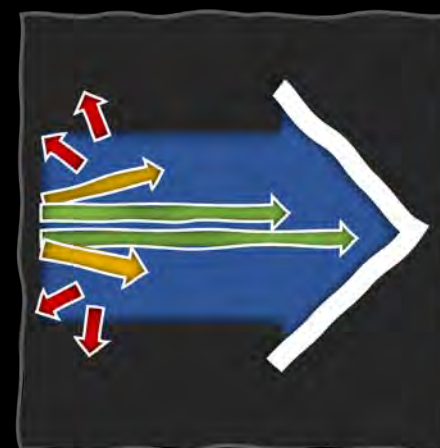
The shared vision is the alignment of individual interests. It is a handful of things that folks can agree are important that should be protected, enhanced, and promoted. The Design Wisconsin process identifies the unique physical, social, and economic characteristics that define a community; identifies the shared concerns and hopes of that community; and generates an illustrated vision for the future.



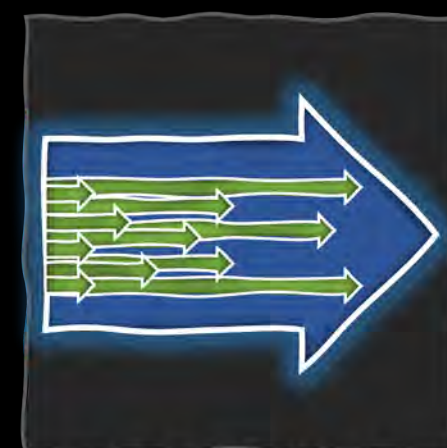
No Vision



Imposed Vision



Buy-In Vision



Shared Vision

Design Downtown Waupun: **Participants**

Selected members of the Waupun community and high school formed a community planning team. The process was facilitated by University of Wisconsin Extension educators and specialists.





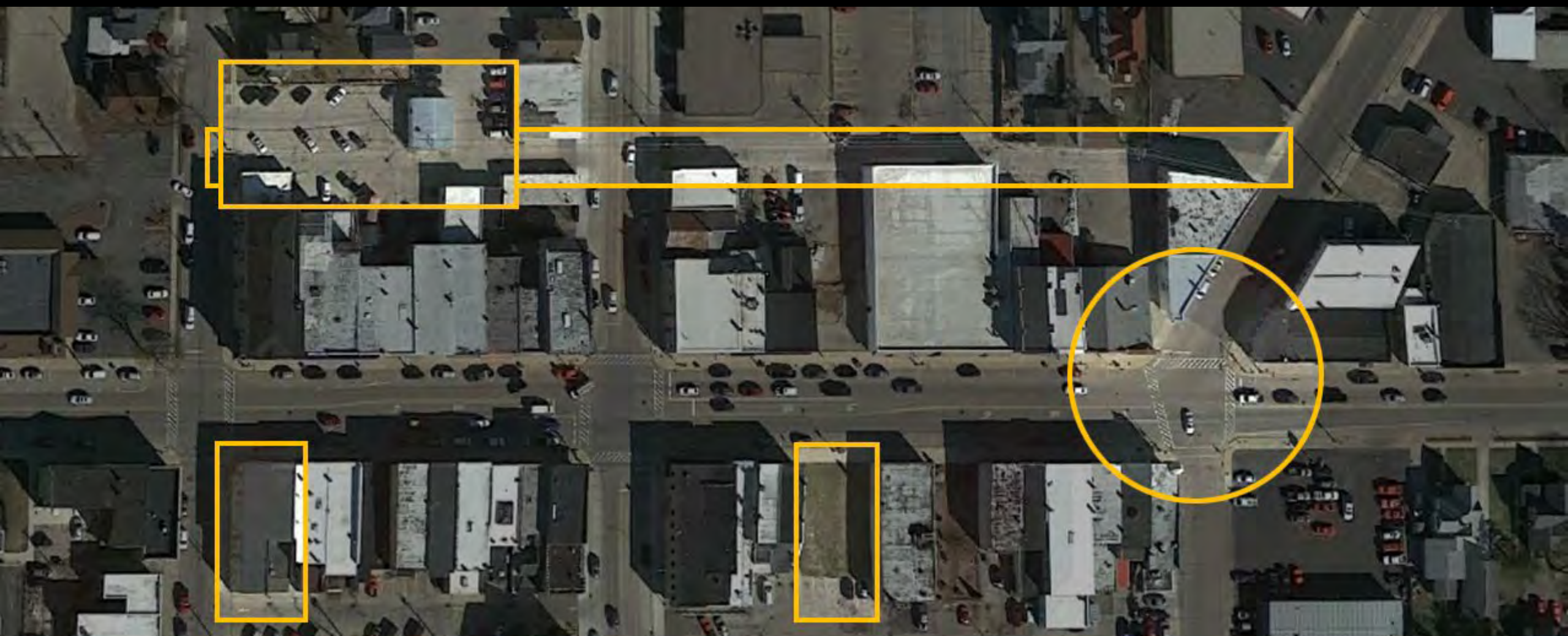
Design Downtown Waupun: **Process**

Phase 1:

- Develop and deploy a community survey to all residents to provide context.
- Conduct a walking tour of the downtown opportunity sites.
- Facilitate a visioning workshop with community planning team.
- Develop planning and design concepts based on visioning workshop.
- Design Team presents planning and design concepts to the public.

Phase 2:

- Summary Report developed that documents process and outputs.
- Local Planning Team presents outputs of Design Downtown Waupun to the public.
- Extension facilitates an implementation workshop.



Study Area





Challenges

- Shared circulation
- Lack of pervious surface for drainage
- Not welcoming or safe





Opportunities

- Defined circulation using color, materials, vegetation, lighting, and signage
- Pervious surfaces and vegetation to provide stormwater management and filtration
- Enhanced patio space and back door entrances for customers





Challenges

- Shared circulation
- Lack of pervious surface for drainage
- Not welcoming or safe





The University of Wisconsin-Madison, Division of Extension Community Vitality + Placemaking

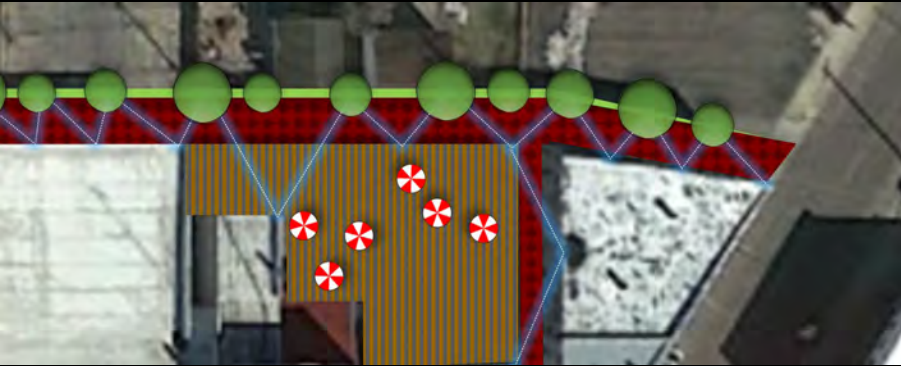




Opportunities

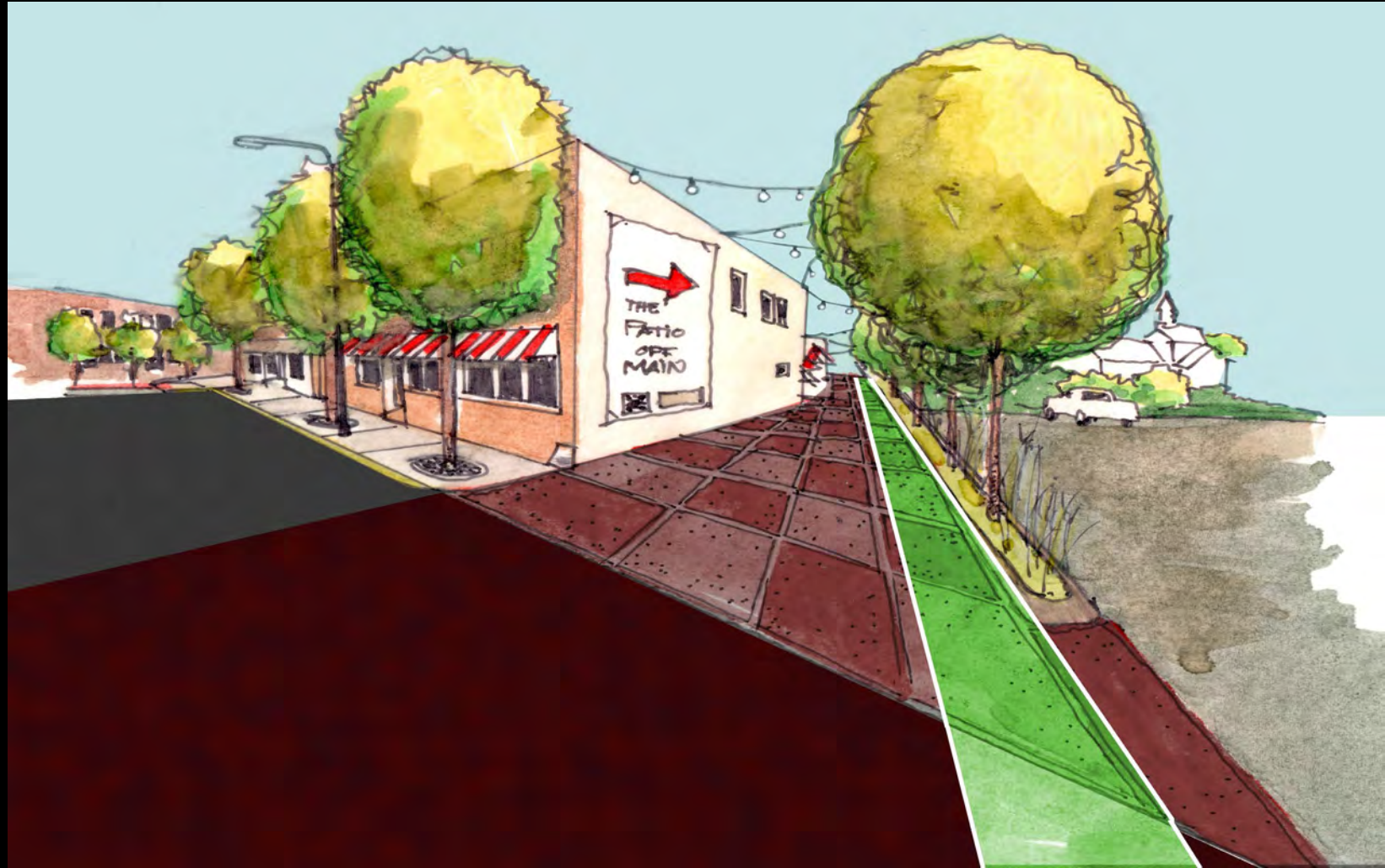
- Defined circulation using color, materials, vegetation, lighting, and signage
- Pervious surfaces and vegetation to provide stormwater management and filtration (bioswale)
- Enhanced patio space for customers





Opportunities

- Defined circulation using color, materials, vegetation, lighting, and signage
- Pervious surfaces and vegetation to provide stormwater management and filtration (bioswale)
- Enhanced patio space for customers





Challenges

- Complex street configuration
- Visibility issues and considerations
- Not welcoming or safe





Opportunity: Lighting

- Using light, art, and color to draw people to the “Patio Off Main” and to other places downtown.
- Low-cost/high-impact solution
- Can be applied throughout the downtown





Opportunity: Murals

- Low-cost/high-impact solution
- Can be applied throughout the downtown





Opportunity: Street Trees & Planters

- 2018 survey, 80% wanted more trees/ landscaping/ and planters
- Ground level planters preferred
- Trees in front of storefronts provide summer shade and better airflow





Opportunity: Benches & Bike Racks

- Seating attracts and retains shoppers and visitors of all ages and abilities
- 2018 survey indicated that 73% wanted more seating on Main St.
- Bike racks attract visitors and promote healthy alternative to driving
- Bike racks can be sculpture too





Challenges

- Lack of purpose





Opportunities

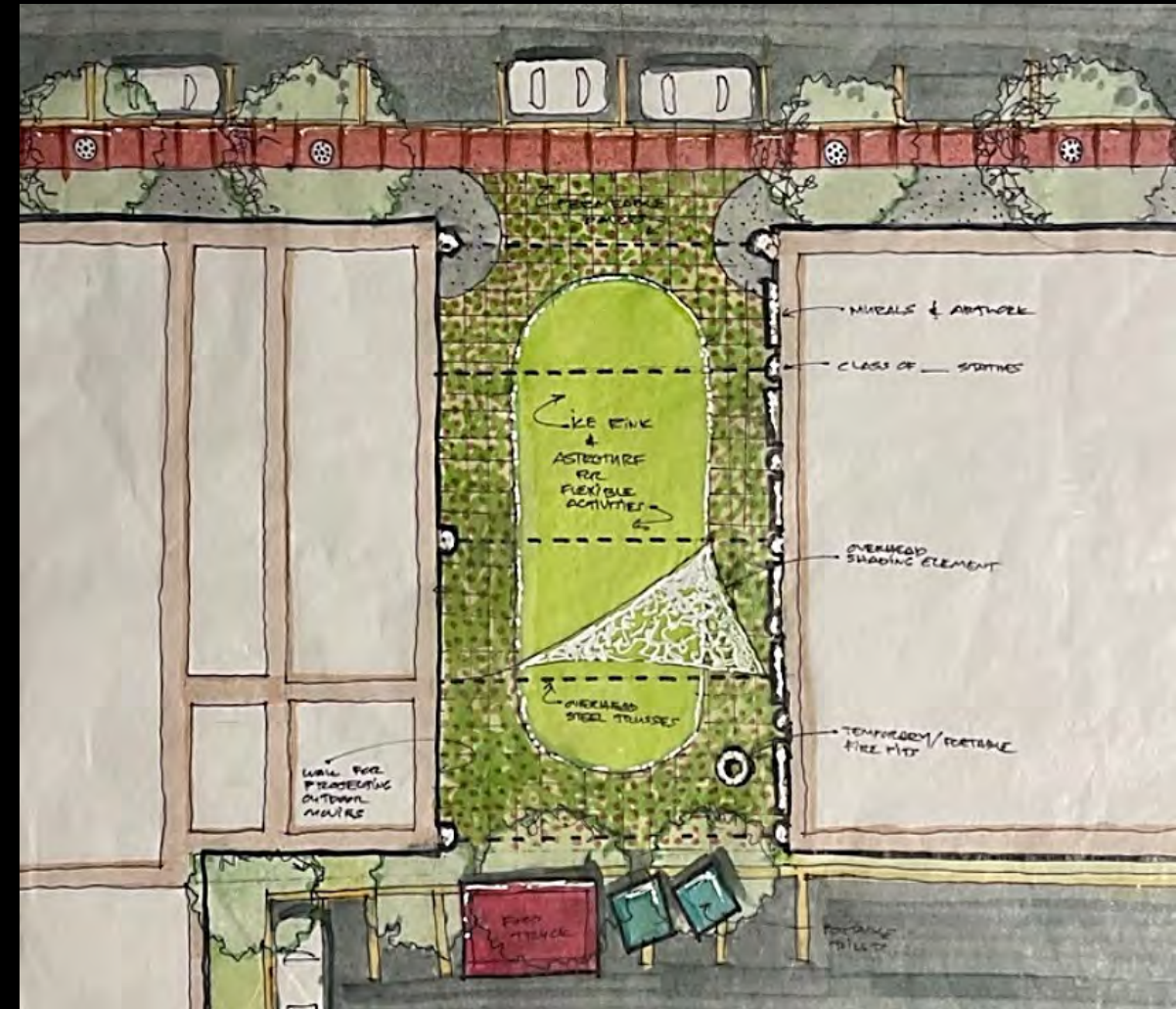
- Flexible outdoor space
- Outdoor art displays
- Bring sculpture downtown
- Ice rink and outdoor movies
- Live performances
- Food trucks and vendors





Opportunities

- Metal trusses span the open space to provide overhead mounting for:
 - Lighting and sound equipment
 - Shading devices and banners
 - Digital projectors
- Open space to be programmed for uses all year round
- East wall reserved for "Class Sculptures" and other local art





Challenges

- Without a purpose
- Cost of maintenance and upkeep
- Not contributing to tax base





Option A: Pros & Cons

- (+) Additional tax base
- (+) One time revenue from sale
- (-) Lack of control of future use
- (-) Lack of control of upkeep



Option A: Sell Property



Option B: Pros & Cons

- (+) Control use of property through a community-owned enterprise, cooperative, or foundation/non-profit
- (+) One time revenue from sale
- (-) Cost to maintain property until sale
- (-) Market uncertainty
- (-) Potential lack of tax revenue



Option B: Maintain for Future Sale



Challenges

- Disconnect between business and community activities as well as young people and adults
- Too many sources of information to filter





Opportunities

- Businesses, community organizations, and young people collaborate to develop and support centralized information platform
- Consider a QR code as the primary access point for information

Connect Waupun

- Restaurants
- Events
- Shops
- Parking
- Maps





Opportunities

- Showcase events and promotions as part of the downtown experience
- Incorporate into murals, plaques, and projections





Next Steps: Kickstart Waupun

