



August 16, 2019

RE: WCWRPC Placemaking & Housing Presentation
At the 8/15/19 Momentum West Housing Conference

Dear Conference Attendees,

Thank you again for the opportunity to share some placemaking ideas and concepts at yesterday's conference. Due to WCWRPC's licensing agreement with the Project for Public Spaces (PPS), we are unable to share many of the slides of our PowerPoint presentation. Instead, I am making available the attached, which I hope will be of interest:

- Three posters from the Barron County housing forums
 - i. Lifecycle Housing Stages
 - ii. Owner Housing Trends in Barron County
 - iii. Rental Housing Trends in Barron County
- Our most recent placemaking report for the Village of Boyceville.

The following are a few web links that relate to my presentation:

- Project for Public Spaces website - www.pps.org
- UW-Extension's Principles & Practice of Community Placemaking - <https://learningstore.extension.wisc.edu/products/principles-and-practice-of-community-placemaking-p1786>
- UW-Stevens Point's Plan Implementation Tools fact sheets - <https://www.uwsp.edu/cnr-ap/clue/Pages/publications-resources/PlanImplementation.aspx>
- A Wisconsin Legislative Council Information Memo regarding TNDs & Conservation Subdivision Ordinances - http://libcd.law.wisc.edu/~wilc/im/im_2001_04.pdf
- Check out the A-Street/B-Street downtown hierarchy discussion on page 4 of this UW-Extension Downtown Building Usage guide: https://fyi.extension.wisc.edu/downtown-market-analysis/files/2011/02/building_utilization080811.pdf
- A good source of aging in community information: <https://www.completecommunitiesde.org/planning/healthy-and-livable/aging/>

In retrospect, I regret not mentioning yesterday the advocacy and support of Bruce King and the REALTORS Association of Northwestern Wisconsin for placemaking efforts within the region. The National Association of Realtors has created a placemaking initiative that

encourages their membership to take an active role in making their communities a better place to live and work by transforming public spaces into vibrant community places. NAR recognizes that a “as a place becomes more desirable and welcoming, properties around that place increase in value.”

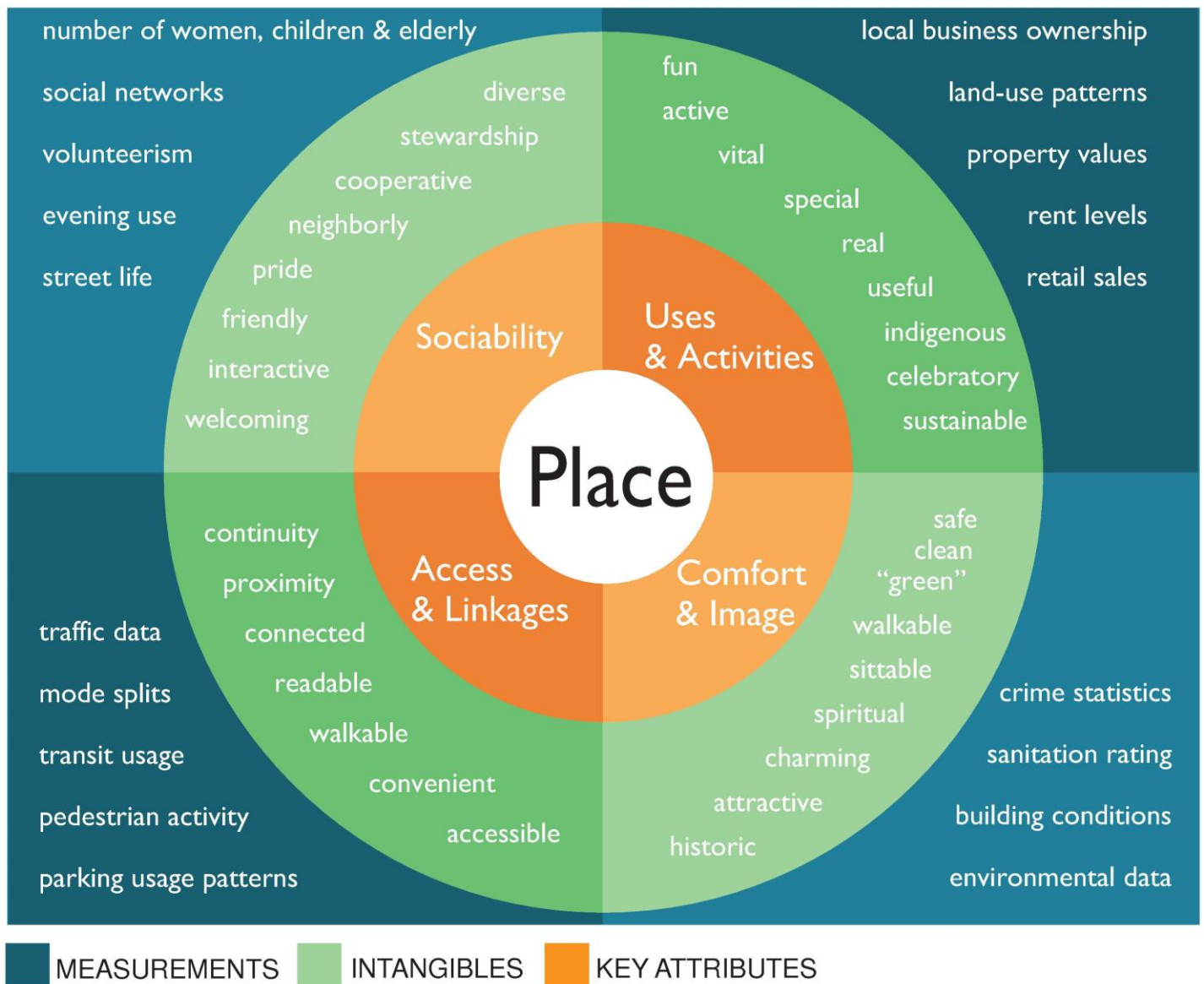
Please contact me if you have any questions regarding my presentation and our placemaking approach.

Sincerely,



Chris Straight
Senior Planner

chris@wcvrpc.org





Basic housing requirements of an individual, and household, change over time, which is why it is important to analyze housing conditions to ensure current (and future) supply and demand are balanced.

“...housing choices are powerfully conditioned by the demographic configuration of the household, as measured jointly by the marital status and ages of the household heads, the presence of children in the household, and the age of the youngest child.”

Kevin McCarthy—*The Household Life Cycle and Housing Choice*

STAGE 1 (Under 20)

- . From child through teenage years, to adulthood
- . Space needs are growing but relatively small

STAGE 2 (20-24)

- . A young person (or couple) now on his/her own, recently entered the workforce, income limited
- . Space needs growing but still not larger
- . Majority rent in Barron Co.

STAGE 3 (25-34)

- . A person (or couple) of increasingly greater means; perhaps a growing number of children
- . Space needs are steadily growing; demands on income growing
- . Almost 75% own in Barron Co.

STAGE 4 (35-64)

- . An empty, or nearly empty nester; career at an earning peak, demands on income dropping
- . Space needs leveling off or dropping
- . Strong majority own in Barron Co.

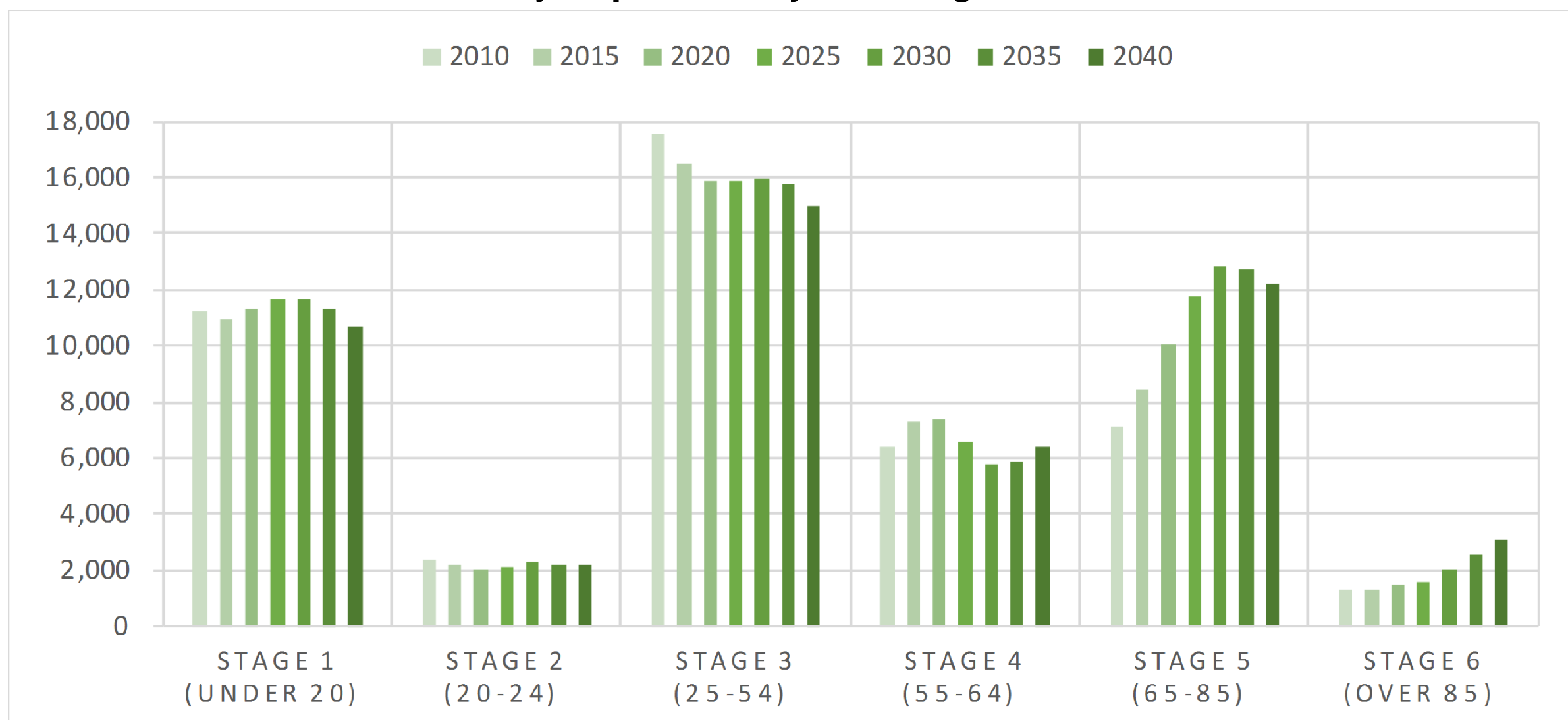
STAGE 5 (65-84)

- . A retired person; income probably fixed
- . Space requirements dropping & ability to maintain home diminishing
- . Majority own; increasingly rents

STAGE 6 (Over 85)

- . A person of advanced years, perhaps with increasing physical limitations
- . Space needs and maintenance capability further reduced
- . Majority own; increasingly rents

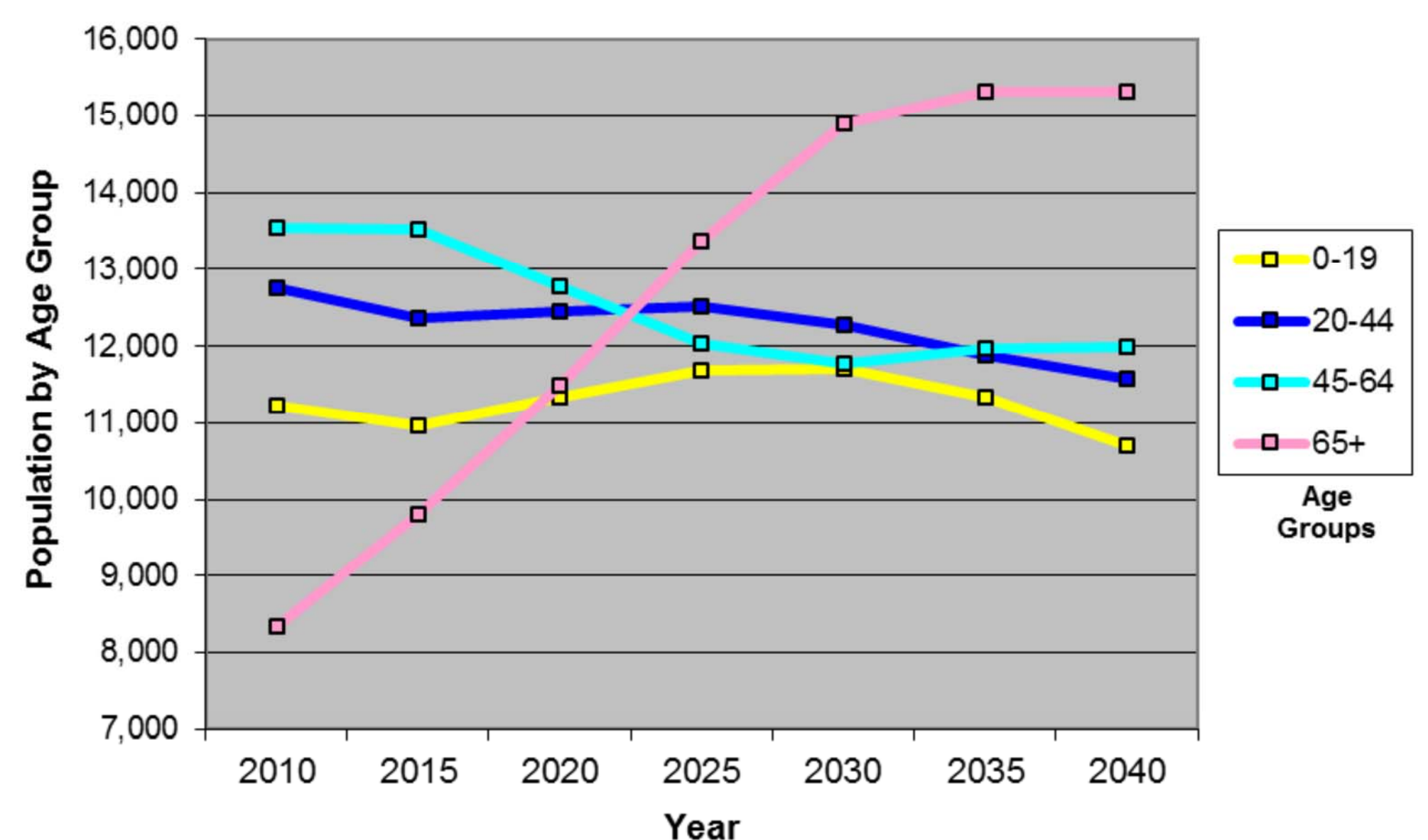
Barron County Population By Life Stage, 2010-2040



Source: WI Department of Administration, 2019

What does this mean for Barron County?

Due to the aging Baby Boomers, who are currently aged 55-75 years old, seniors are the fastest growing demographic and will continue to be so until beyond 2020. From 2025-2030 the Stage 6 group of 85+ year olds will increase by 27%. Comparatively, the future population mix will include little growth in all other home-buying life stages. Communities have the ability to influence these projections.



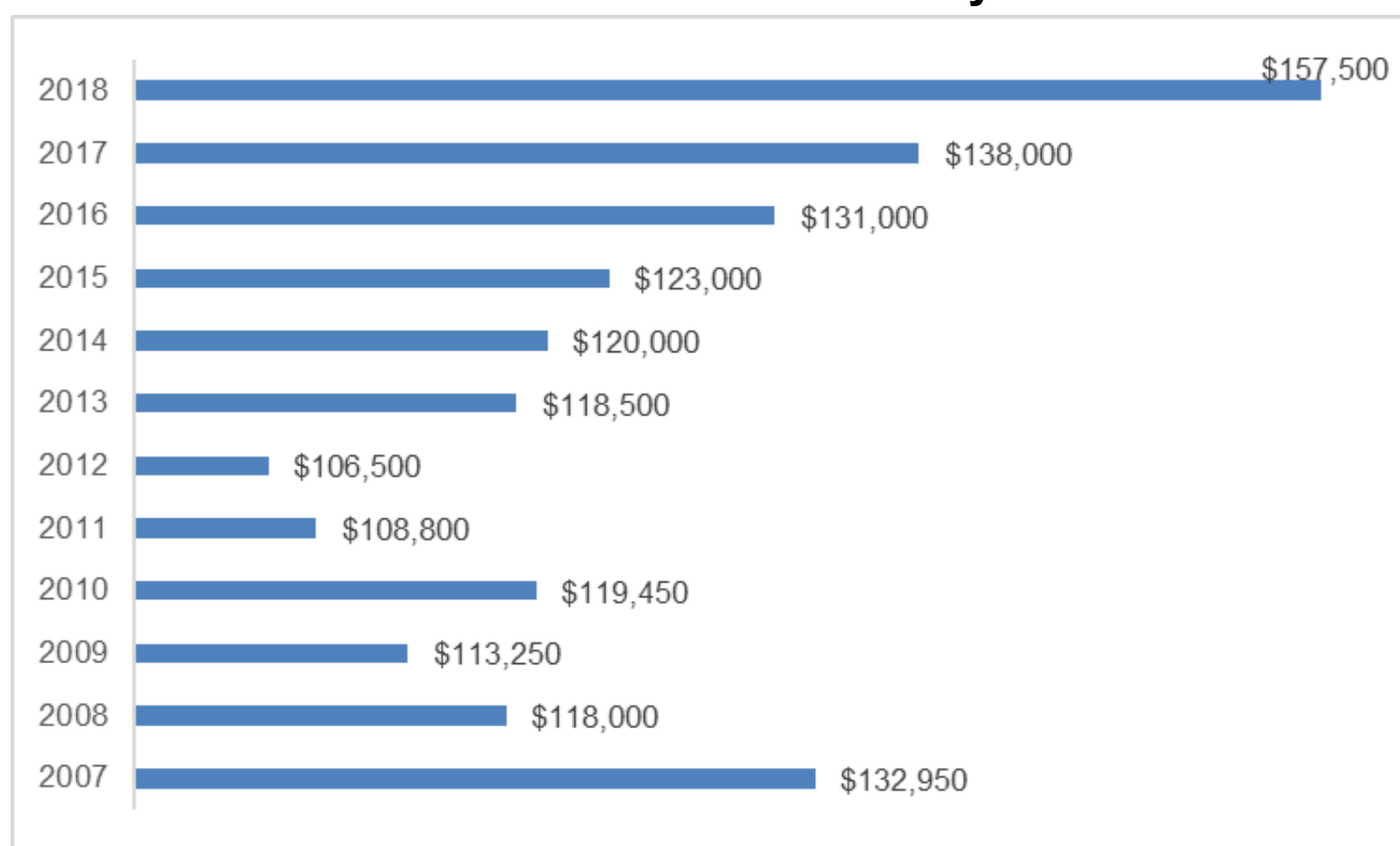


Owner Market Supply Trends

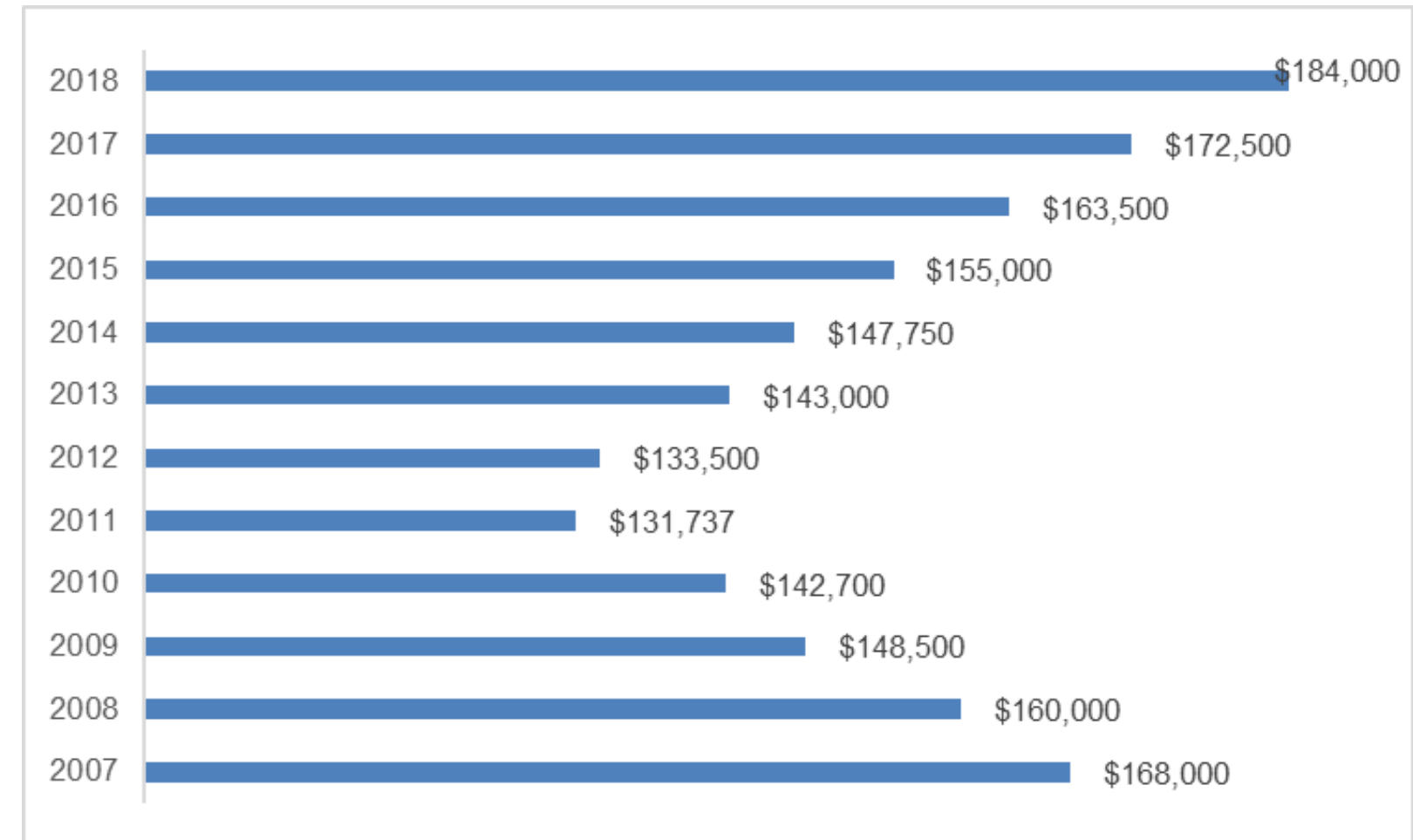
- In 2016, 91% of owner-occupied units were single-family detached units while 7% were mobile homes.
- 47% of owner-occupied units had 3 bedrooms while 25% have 4+ bedrooms.
- As of 2016, the median owner-occupied structure was built in 1975.
- 87.7% of married-couple families were homeowners, while 58% of single-person households owned a home.
- Fewer than 18% of householders under the age of 25 own their home. This increases dramatically to 62% for the 25-34 age group. And by ages 55-64, over 87% of these householders own their home.
- 21% of the County's housing stock in 2016 was built in 1939 or earlier. 69% were owner-occupied.
- 30.4% of owners with a mortgage spent more than 30% of their income on housing costs in 2016.
- The median home value increased 81% from 2000 to 2016 while the median owner income only increased 33% during that same time period.
- About 16% of the County's house stock is for seasonal, recreational, or occasional use, or is otherwise vacant and not on the for sale or rent market.

Barron County Owner Supply, 2017	
Population in Owner Units	34,484
Owner Units, excludes seasonal	15,254
Vacant Units for Sale, excludes seasonal	252

Median Sale Price 2007-2018 Barron County



Median Sale Price 2007-2018 Wisconsin



Barron County Owner Housing Gap Analysis

Household Income Ranges	Number of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than \$10,000	398	3%	\$0-\$24,999	793	395
\$10,000 to \$14,999	533	4%	\$25,000-\$34,999	250	-283
\$15,000 to \$24,999	1470	11%	\$35,000-\$59,999	532	-938
\$25,000 to \$34,999	1498	11%	\$60,000-\$89,999	1766	268
\$35,000 to \$49,999	2198	16%	\$90,000-\$124,999	2785	587
\$50,000 to \$74,999	3042	22%	\$125,000-\$199,999	3891	849
\$75,000 to \$99,999	2294	16%	\$200,000-\$249,999	1359	-935
\$100,000 to \$149,999	1639	12%	\$250,000-\$399,999	1899	260
\$150,000 or more	834	6%	\$400,000 +	631	-203

Source: U.S. Census 2012-2016 ACS 5 Year Estimates and WCWRPC calculations

Methodology Notes:

i. The above affordable price points are calculated based 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the 30% affordability standard discussed previously. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities.

ii. The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.

About the Gap Analysis: The owner affordability analysis does not necessarily represent a home sales market surplus or deficit for each price point. The balance is simply the difference between the number of owner units for each income range or price point. The balance suggests how the County's existing owner units might better be distributed based on household income and the price points; the total

Key Owner Housing Priorities

Market Demand:

Address Barron County's existing unmet owner/for sale housing demand and low vacancy rates. It is projected for 2020, there is a need for 1,137-1,234 additional owner-occupied units (non-seasonal/non-recreational) for sale in Barron County for a healthy owner market, in addition to the currently vacant units.

Market Priorities:

Strive to achieve a balanced owner housing market with additional starter home opportunities, while providing homeowners the opportunity to move-up to a higher price point.

Of the owner households with less than \$50,000 in income, 68% were cost-burdened. Housing prices have also been outpacing household income. While the County has a strong core of homes in the "starter home" price range, households in other income ranges are using these homes. Some home values may also be depressed due to age and condition.

Market Preferences:

With consideration of the market priorities and the market preferences, encourage quality owner housing choices that meet local demand, with an emphasis on starter homes and "move-up" homes. A mix of choices needed for all lifecycles. A majority of Workforce Survey respondents prefer a "county lifestyle" with a larger home and larger lot. Seniors and younger generations increasingly desire a more traditional, walkable neighborhood. Quality of schools and neighborhood, aesthetic/beauty, and recreational opportunities are important to homeowners.

	2017 est.	2020	2025	2030	2035	2040	Net
Additional Owner or "For Sale" Units Needed*	103-200	1,034	584	452	162	-58	2,277-2,374

*In addition to the 252 estimated owner units currently vacant. 2020 estimate decreased by 268 units to reflect changes since 2017. Assumes some renters will be provided an opportunity to purchase affordable starter homes and an overall healthy renter-to-owner mix (26%/74%) is maintained.



Rental Market Supply Trends

- 33% of all renter-occupied units are single-family detached homes.
- 46% of renter-occupied units have 2 bedrooms, while 23% have 1 bedroom.
- The median renter-occupied structure was built in 1976.
- 42% of single-person households rented.
- Renters are represented in all age groups. 41% of all renter households fall within the 35 to 64 year old age groups. 66% of households under the age of 25 rent and 25% of households ages 65+.
- 38.8% of renters spent more than 30% of their income on housing costs in 2016.
- In 2016, 43.6% of renter householders had some college, Associate's degree or higher, 41.7% were a high school graduate alone with no higher education.
- The median gross rent increased 59% from 2000 to 2016 while the median renter income only increased 36% over that same time period.
- The 2016 fair market rent for a 2-bedroom apartment in Barron County was \$696.

Barron County Rental Supply, 2017	
Population in Rental Units	10,131
Rental Units, excludes seasonal	5,397
Vacant Units for Rent, excludes seasonal	430
RPC-Adjusted Units for Rent	108-162

Barron County Renter Housing Gap Analysis

Household Income Ranges	Number of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than \$10,000	501	10%	\$0-\$199	517	16
\$10,000 to \$14,999	655	13%	\$200-\$299	361	-294
\$15,000 to \$24,999	1,089	21%	\$300-\$549	1,892	803
\$25,000 to \$34,999	766	15%	\$550-749	1,898	1,132
\$35,000 to \$49,999	1,057	21%	\$750-\$999	393	-664
\$50,000 to \$74,999	719	14%	\$1,000-\$1,499	44	-675
\$75,000 to \$99,999	213	4%	\$1,500-\$1,999	6	-207
\$100,000 to \$149,999	78	2%	\$2,000-\$2,499	0	-78
\$150,000 or more	33	1%	\$3,000 to \$3,499	0	-33

Source: U.S. Census 2012-2016 ACS 5 Year Estimates and WCVRPC calculations

Methodology Notes:

i. The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the 30% standard for gross rent discussed previously. The additional 5% in the Federal standards allows for the payment of all other housing costs.

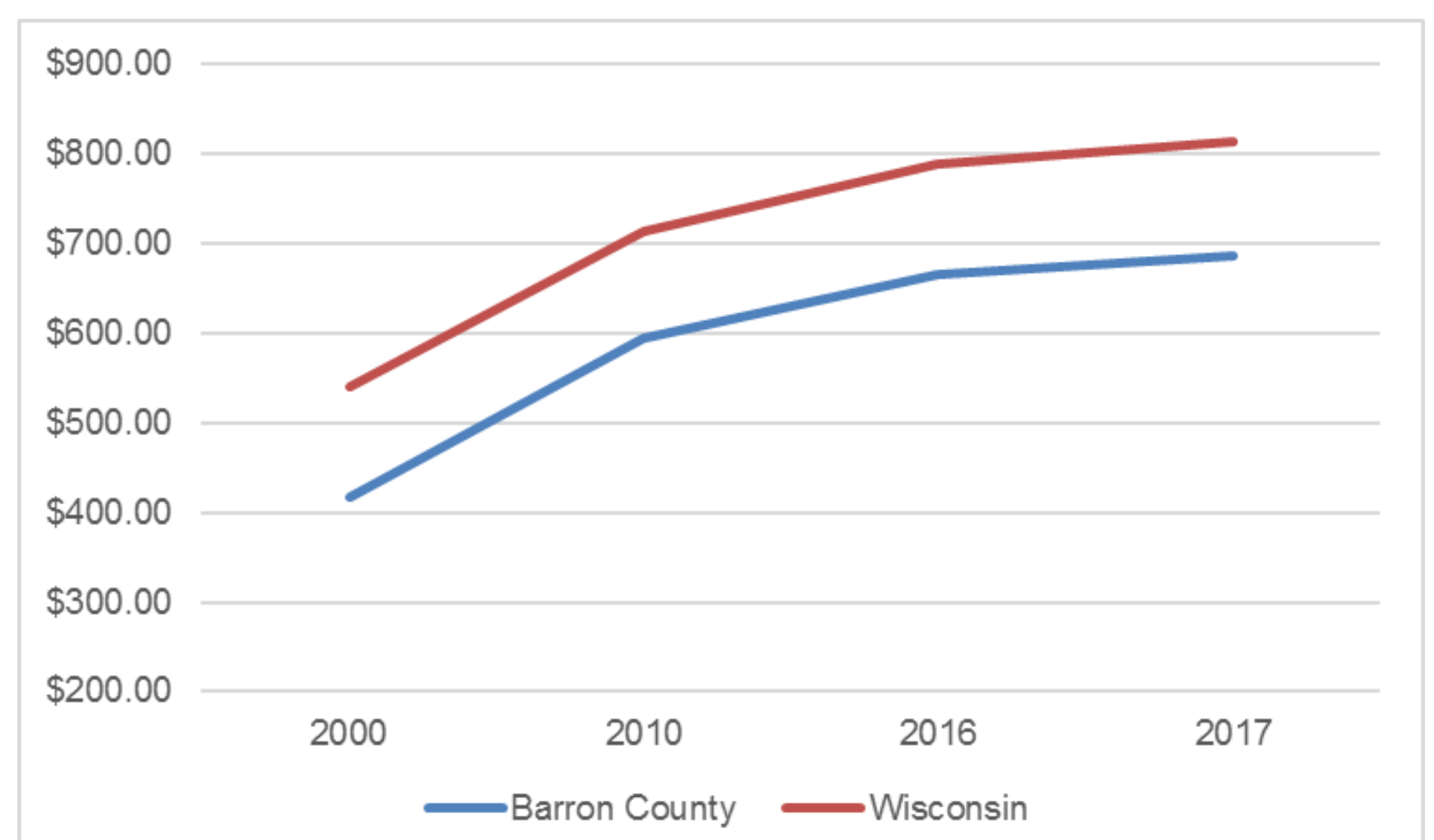
ii. The above includes some rental units with zero cash rent.

iii. The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by .25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.

Assisted Living Facilities:

About 10.5% of the rental supply are assisted living facilities, CBRFs and adult family homes. As of May 2019, the County has 37 Assisted Living Facilities with 567 units/beds. There are also six nursing home facilities in the County with a total of 381 beds that are classified as Group Quarters, not rental units. As the 65+ age group continues to grow and age, the demand for these facilities is projected to increase.

Median Gross Rent 2000-2017 Barron County & Wisconsin



Key Rental Housing Priorities

Market Demand:

Address Barron County's existing unmet rental housing demand, overcrowding, and very low vacancy rates. It is projected for 2020, there is need for 402-436 additional rental units (non-seasonal/non-recreational) for a healthy rental market, in addition to currently vacant units. Non-white households are much more likely to rent, many with larger household sizes.

Market Priorities:

Strive to achieve a balanced rental housing market with additional opportunities at the lower and higher ends, while providing "higher income" households opportunities to purchase as home. Affordability is the key factor for renters. The median household income for renters was \$29,596, compared to \$49,257 for all County households. About 39% of renters spent more than 30% of their income on housing costs. Substantial immediate need for affordable units for lower-income household given waiting lists.

Market Preferences:

With consideration of the market priorities and the following market preferences, encourage quality rental housing choices that meet local demand, while complimenting the overall vision and fabric of the community. Renters tend to be younger, have lower incomes, and smaller household sizes. 1-2 bedroom units will continue to dominate, but some unmet demand for larger units. Increasing emphasis on amenities and social offerings, but more open to different housing types, styles and locations. Given the projected dramatic increase in senior population, there is a growing market for senior rental housing in an accessible, low-maintenance setting that allows aging in community.

	2017 est.	2020	2025	2030	2035	2040	Net
Additional Rental Units Needed*	156 - 190	246	301	247	47	-87	909 - 943

*In addition to the 108-162 estimated rental units currently vacant. 2020 estimate decreased by 121 rental units to reflect changes since 2017. Assumes some renters will be provided an opportunity to purchase affordable starter homes and an overall healthy renter-to-owner mix (26%/74%) is maintained.

PLACEMAKING BOYCEVILLE

sponsored by the Build a Better Boyceville (B3) Committee

NOVEMBER 17, 2018



PREPARED BY
WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION



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Project for Public Spaces, Inc. (PPS) is a nonprofit planning, design, and educational organization dedicated to helping people create and sustain public spaces that build stronger communities.

West Central Wisconsin Regional Planning Commission (WCWRPC), a multi-county planning agency statutorily charged with planning for the physical, social, and economic development of the region, has formed a partnership with PPS to advocate for and facilitate placemaking activities in west central Wisconsin.

The placemaking concepts discussed within this document, including the four attributes to a great place (place diagram), the ‘Power of 10’, and managing your public space, are provided by or adapted from PPS materials and cannot be used without formal, written permission from PPS. More information on PPS and placemaking can be found at www.pps.org.





I. INTRODUCTION

In Late 2017, the Build a Better Boyceville Committee (B3) requested a presentation from West Central Wisconsin Regional Planning Commission (WCWRPC) to learn more about placemaking as a community engagement tool for improving public spaces. After considering this presentation, the B3 Committee set a 2018 goal to conduct a series of community branding and placemaking exercises, with additional community input through a public opinion survey. With WCWRPC assistance, B3 obtained project financing through the Realtors Association of Northwestern Wisconsin, with additional financial support from Peoples State Bank of Boyceville. This report summarizes the results of the 2018 **Placemaking Boyceville** project, which brought residents, business owners, and special interests

together to take a fresh look at key locations within the community. A separate community branding report with survey results was provided to the B3 Committee in October 2018.

The following summarizes the primary steps in Boyceville’s 2018 placemaking project:

- On April 30, 2018, WCWRPC met with B3 members to discuss the branding and placemaking project, approach, and survey questions. The following overall goals were identified:
 - 1. Attract and retain residents, especially young families.** Give young people a reason to stay. Show that the community is a great place to raise families. Build a positive reputation as a place to live and work.
 - 2. Retain and grow businesses.** Look for opportunities to provide support and allow risk taking. Encourage downtown revitalization, including addressing building deterioration and overall aesthetics.
 - 3. Strengthen community.** Provide a common vision that residents and businesses can rally around and strive for. Bring people together for collaboration. Be more welcoming and create cohesiveness; make everyone part of the community. Provide more social activities and opportunities for people to gather. Improve the entrances or gateways into the community; welcome travelers.

- As part of the August 27, 2018, branding meeting, participants discussed and identified five key locations (or nodes) that should be the focus of the placemaking exercises.

- On October 3, 2018, over 40 residents, business owners, and other stakeholders attended a 3 hour 45 minute placemaking exercise/planning charrette facilitated by WCWRPC. B3 relied heavily on social media, email lists, and word-of-mouth to invite participants. The workshop began with instruction in placemaking techniques, followed by site visits/evaluations and group brainstorming on action plan strategies for each node.

- WCWRPC presented the exercise results at a follow-up workshop on November 7, 2018. During this workshop, participants further prioritized and fine-tuned their placemaking action plan as well as discussed how to incorporate the community brand, resources, priorities, and next steps. The final report was then completed by WCWRPC and provided to B3.

OCTOBER 3
5:00PM-8:30PM
Village Hall
1333 Charlotte Street
Boyceville, WI 54725

PLACEMAKING BOYCEVILLE

COMMUNITY INSPIRATION NEEDED!
Join us on **October 3rd (5:00pm - 8:30pm)** for a special placemaking exercise. Help us make Boyceville an even better place to live, visit, work, and play.

Attendees will:

- ▶ Identify strategies to promote what we have and enhance the connections between key destinations.
- ▶ Explore and discuss potential improvements for key areas such as our downtown, Park Park, the Airport, and our community entrances.
- ▶ Collaborate on low-cost strategies and longer-term ideas to improve our key public places and the connections between these places.

"Set the virtuous cycle in motion... Final step!"
--commented from a placemaking workshop in Eau Claire

What is Placemaking?
Placemaking is a community-driven process with the goal of creating public spaces that promote health, happiness, and well-being.
Placemaking is turning a neighborhood, downtown, or community from a place you can't wait to get through to one you never want to leave.

Everyone is welcome to attend. If you have questions, please contact:
Amanda Rydel, 715-308-4380

Event will be rescheduled for October 19th at 5:00pm at Village Hall - 1333 Charlotte Street, Boyceville.

Hosted by:
Build a Better Boyceville (B3) Committee
West Central Wisconsin Regional Planning Commission
Wisconsin State Bank, First Bank and REALTOR Association of NW Wisconsin

Logos for WCWRPC, PPS, and other partners are at the bottom.

II. PLACEMAKING PRINCIPLES

a. What is Placemaking?

Placemaking is the planning, design, and management of public spaces. It transcends “place” to bring the “making” to the forefront. Placemaking involves listening to, and asking questions of the people who live, work, and play in a particular space, to determine their needs and aspirations. This information is then used to create common goals. The goals can evolve quickly into an action plan, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them. Simply put, placemaking allows people to make extraordinary improvements, both big and small, in their communities.

b. Benefits of a Great Place

We shape our public spaces, and afterwards they shape us. Great places have many far-reaching benefits.

- Places nurture and define community identity.
- Places benefit communities economically.
- Places promote a greater sense of comfort.
- Places draw a diverse population.
- Places create improved accessibility.
- Places foster frequent and meaningful contact.

c. What Makes a Great Place?

Great public spaces are where celebrations are held, social and economic exchanges take place, friends run into each other, and cultures mix. They are the “front porches” of our communities – libraries, parks, event centers, cafés, neighborhoods, downtowns, schools – where we interact with each other and government. When the spaces work well, they serve as a stage for our public lives.

What makes some spaces succeed while others fail? In part, it is having a variety or critical mass of things to do in one spot. When the space becomes more than the sum of its parts, it becomes a place. For example, an area in a park that has a fountain, a playground, somewhere for parents to sit in the shade, and a place to get something to drink or eat will attract people to stay there for more than a few minutes, and to later return. If the park had a library across the street, with an outdoor area that had storytelling hours for kids, and exhibits on local history, people would come to both the library and park, again and again. Then you physically and visually connect your park and library. Easy access to a bus stop or bike trail and proximity to residential areas are additional components that cumulatively add up to create a very successful place.

d. Function Before Form

Inherent to the second placemaking principle in the box above is that how a place is used is more important than the design of that place. Function should come before form. This is the primary difference between a placemaking effort and a beautification project. Placemaking goes beyond beautification and aesthetics by challenging communities to create, program, and maintain things to do. Great places are not only attractive, but need to have a purpose and should be linked to other great places.

Principles of Placemaking

1. The community is the expert.
2. You are creating a place, not a design.
3. You can't do it alone.
4. They'll always say, "It can't be done"; don't it differently.
5. You can see a lot just by observing.
6. Develop a vision & inspire!
7. Use is more important than design; function before form.
8. Cluster a critical mass of things to do.
9. Connect and link your places internally and externally.
10. Start with simple, short-term solutions.
11. Money is not the issue.
12. You are never finished.

e. Four Key Attributes of a Successful Place

The Project of Public Spaces has identified four key attributes that successful places have in common:

1. **Access and Linkages**
They are accessible and have linkages to other places;
2. **Uses and Activities**
People use the space and are engaged in activities there;
3. **Comfort and Image**
The space is comfortable and has a good image; and
4. **Sociability**
It is a sociable place – one where people meet each other and take people when they come to visit.

PPS developed the following Place Diagram as a tool to help people in judging any place, good or bad, by using the four key attributes of a successful place:



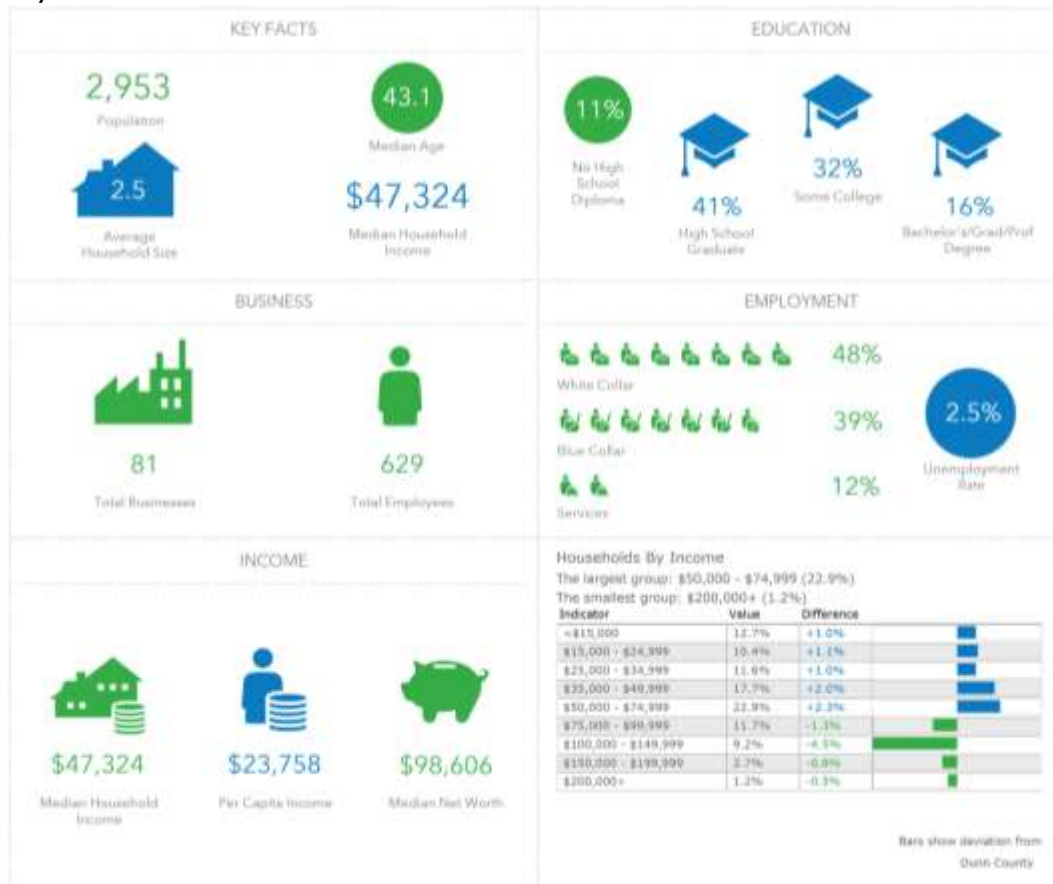
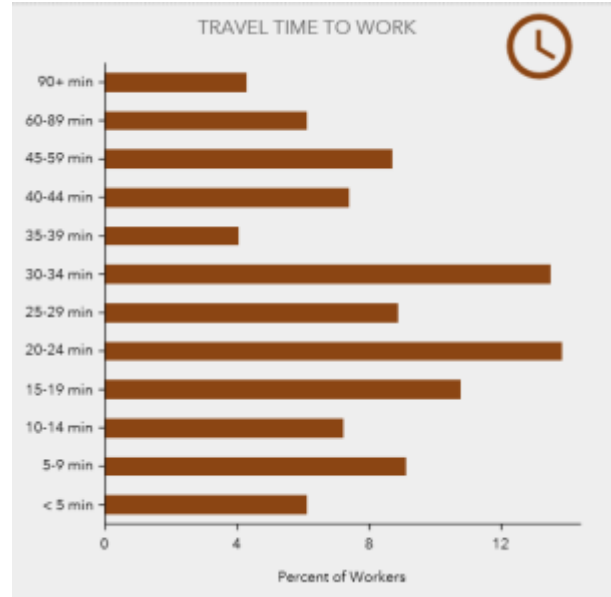
Imagine the center circle on the diagram is a specific place that you know: a street corner, playground, public plaza, or area outside a building. You can evaluate that place according to the four key attributes in the orange ring. In the green ring are a number of intuitive or qualitative aspects by which to judge a place. And the blue area offers example quantitative aspects of that place that can be measured by statistics or research. But a great place also needs a critical mass of these uses, activities, amenities, and things to do (what PPS call the "Power of 10"). These *things to do* must be carefully positioned, triangulated, and linked. Then, work to connect all of the great places in your community.

III. PLACEMAKING OPPORTUNITIES

a. Community Context (54725 zip code, unless noted)

The public places in the Village of Boyceville serve not just Village residents, but residents in the surrounding area, its workforce, and visitors. As part of the Boyceville branding phase of the project, socio-economic information about the community was discussed. Some highlights were:

- 97.5% white, non-Hispanic
- 11.2% of households below the poverty level
- Zip Code population: 2,913 (2018 estimate)
- Village population:
 - 2010 census – 1,086
 - 2017 estimate – 1,085
 - 2040 projected – 1,145 (State projection)
- Median Monthly Housing Costs & Avg. Value:
 - Village: \$825 (Owner), \$541 (Renter) with an average home value of \$93,100
 - County: \$973 (Owner), \$728 (Renter) with an average home value of \$154,500
- Retail market leakage in all sectors, except gas stations and drinking establishments. Leaking \$2.6 million in restaurant sales and \$4.4 million in grocery stores sales.



b. Identifying Key Places in Boyceville

Five key places, or nodes, were prioritized as targets for the placemaking exercise by Boyceville stakeholders during the pre-exercise/branding meeting in August 2018. The following criteria were used in selecting the nodes:

- Importance and value to the community
- Smaller scale, which will allow each group to focus their efforts during the limited workshop time
- Easily identifiable and comprehensible
- Clear issues and/or opportunities available that are related to the community goals
- Transition zones (gateways, focal points, key intersection, or offers linkages to other places)

The five selected nodes, as shown on Figure 1 on the following page, are:

- #1 Pafko Park.** Key issues or questions included: does it welcome visitors, ideas for underutilized areas, potential uses and activities if expansion occurs in the future, and maintenance.
- #2 Main Street (Downtown Core).** Key issues or questions included: downtown revitalization, addressing the Grain Mill, guidance for Main Street improvement project, linkages, and priorities.
- #3 East Street—Highway 170 intersection, then north 2 blocks.** Key issues or questions included: role of this corridor as a gateway to schools and downtown, clarity of signage, and partnership opportunities.
- #4 Freedom Park & Airport.** Key issues or questions included: identifying the unique role of Freedom Park, enhancing the relationship of Park and Airport, and the clarity of signage and linkages.
- #5 Community Entrances/Gateways.** Technically, this is four, similar nodes. For the four major entrances to the Village, key issues or questions included: are entrances attractive and welcoming, what impression does the entrances (not just signage) make, are the entrances linked and connected to key destinations in the community, and the clarity and attractiveness of signage and gateway features. Figure 1 shows general entrance areas, except north entrance on Highway 79 not shown.

During the October 3rd placemaking exercise, a team of 5 to 10 individuals was assigned to each of the above five nodes. Attendees were also instructed that the exact boundaries of each node were flexible. The evaluation of the key nodes began with an individual exercise where each participant rated the node (or place) on the following four attributes:

- **Comfort & Image** – overall attractiveness, feeling of safety, cleanliness/quality of maintenance, and comfort/places to sit
- **Access & Linkages** – visibility from a distance, ease in walking to the place, and clarity of information/signage
- **Uses & Activities** – mix of stores/services/things to do, frequency of community events/activities, overall busy-ness, and economic vitality
- **Sociability** – number of people in groups, evidence of volunteerism, sense of pride and ownership, and presence of children and seniors

For Node #5 the rating criteria was customized with group members visiting and rating each primary community entrance. Following the initial rating, group members worked together to identify what they liked about the node and recommendations for making short-term and long-term improvements. WCWRPC also provided a number of supplemental questions specific to each node. In order to encourage specific ideas during the workshop, participant teams were instructed to view the spaces within their nodes as internally connected “rooms,” then focus on areas within each node with the most impact or potential. Participants again formed teams for each node during the November 7th follow-up workshop as they fine-tuned their action plan.

Figure 1: Targeted Placemaking Nodes in Boyceville



c. Ideas from the 2018 Public Opinion Survey & Branding Exercises

In June-July 2018, the Build a Better Boyceville (B3) Committee invited all residents ages 18+ in the Boyceville School District to participate in a non-scientific, public opinion survey. 47 surveys were returned at drop-off boxes located at Peoples State Bank and the Boyceville Village Hall and 352 surveys were completed online using a web-based survey instrument with identical questions. The following are some placemaking ideas from the survey results and subsequent branding exercises in July and August. These ideas were shared with participants at the October 3rd placemaking workshop. The full survey results are available through the B3 Committee.

Node 1: Pafko Park

- Pafko Park is a top asset. Interest in a community pool or splash pad. Replace tennis court? Add ice rink for skating & hockey.

top assets

Node 2: Main Street/Downtown

- 53% of respondents strongly agreed and 39% agreed that the community should prioritize funding and resources to improve the appearance, condition, and revitalization of Boyceville’s downtown.
- Deteriorating downtown and loss of retail (especially grocery and restaurant/coffee shop) are top threats. Not attractive or inviting. Tear down/re-use Feed Mill and/or replace with green space/pavilion for community activities.
- Change Main Street sidewalk/street design (or limit direction) to allow outside dining and sidewalk activities. Add planters and/or flowers. Incorporate the community brand through banners, murals, and as part of the Village’s infrastructure project (e.g., wider sidewalks w/ logo stamps, benches, trees, garbage cans).
- The library is an asset. Vacant buildings provide opportunity; promote re-use for business.



Node 3: East Street

- Friendship Garden and churches are assets. Tear down old Cenex and re-use site.

Node 4: Freedom Park & Airport

- 12% of respondents strongly agreed and 36% agreed that they have attended events or visited businesses at the Boyceville airport. Airport is a top asset.

Node 5: Community Entrances/Gateways

- Improve community entrance aesthetics and signage; extend and connect through banners, wayfinding, and common brand. Make I70 more friendly with banners, flowers, etc. Install a community message board.

Other or General Comments

- 14% of respondents strongly agreed and 59% agreed that the Boyceville area is friendly and welcoming.
- 54% of respondents strongly agreed and 39% agreed that more should be done to make the Village of Boyceville beautiful and attractive. Clean-up/spruce-up properties; address deteriorating structures. Leaf/junk collection.

- 39% of respondents strongly agreed and 48% agreed that they would visit a Farmer’s Market in Boyceville at least once a month during the summer. Create a community garden.
- 33% of respondents strongly agreed and 48% agreed that the history of the Boyceville area is important to community identity and pride. Form a museum.
- 9% of respondents strongly agreed and 47% agreed that they would likely be interested in volunteering more time to improve local quality of life...however, 68% agreed or strongly agreed that the lack of common goals among residents and community groups is one of the greatest obstacles to improving the community.
- Improve quality of life and strengthen community through things to do, events, and activities. Multiple responses suggested a community pool or splash pad, bike/walking trails, a farmers market, more community events, senior programs, housing programs, community marketing, and more things for kids/teens to do & hang-out place.
- Designate multi-modal crossings on Hwy 170 at Pafko Park and at East Street; Hwy 79 near Freedom Park and near Elementary School & Trinity Lutheran. Add biking/walking trails.
- Additional community gatherings, holiday celebrations, craft fairs, “pop-up” events, picnic, live music, outdoor movies, etc. Increase marketing of non-sport school accomplishments. Adult ball leagues. Exercise and fitness programs. More family-oriented activities. Need stable homes & address poverty.

Placemaking activities can include addressing threats that conflict with a community’s brand and quality of life. 240 survey respondents identified 1 or 2 biggest threats facing the Boyceville community. Numerous responses suggested that many of the key threats and concerns are related. The most frequent responses fell into the following categories:

1. Drugs (especially meth), alcohol, crime, theft, or enforcement (124)
2. Poverty, low income, or lack of jobs (54)
3. Deteriorating downtown (24), junk/unattractive homes or yards (20) and empty buildings, rundown properties and buildings in disrepair (20)
4. Lack of or loss of business, retail, or industry, with lack of a grocery store most frequently mentioned. (50)
5. Lack of amenities, activities, or things to do, especially for youth (16)
6. Not welcoming for new residents, businesses, etc.; bullying (12)
7. Housing concerns, such as deteriorating housing stock, too much low-income housing, and affordable workforce housing (12)



d. Evaluation of Key Nodes

The following assessments were performed by the groups at the October 3rd workshop. The reported issues and opportunities are a potential starting point and are further expanded upon in the action plan.

NODE #1: Pafko Park

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.44	Moderately comfortable and feels safe. Clean, though some maintenance needed. Rated 2.1 for overall attractiveness. Nice, new playground.
Access & Linkages	2.52	Overall, easy to walk to. Moderate-to-good visibility, but rated 1.7 for clarity of information and signage. Close to town. No bike racks.
Uses & Activities	2.13	Underutilized with a moderate-to-low mix of things to do, frequency of events and businesses. But “a lot of space” with “space for improvement.”
Sociability	2.53	Used by people of all ages and evidence of volunteerism and community pride. More uses and activities needed to bring people together.

Issues

- **Maintenance and Comfort**

The group identified a number of low-cost recommendations to improve the comfort and overall attractiveness of Pafko Park, such as adding plants, painting, and improved lighting. Paint swing set, replace swings, and add chips/surface under swings. Concession stand, bathrooms, sand box, and tennis courts need renovation or replacement.

- **Good Visibility, but Needs Better Signage**

Add lighting to Andy Pafko sign. The entrance to the Park does not welcome visitors or “make a statement.” Signage within the Park could also be improved, including rental contact information and rebuilding the scoreboard.

- **Underutilized**

Some spaces and amenities (i.e., tennis courts) receive limited use. More things to do are needed to bring people together at the Park other than during ball games. Limited use at night and winter.



Opportunities

- **Plenty of Space and Opportunities for Improvements**

The space available at Pafko Park is an asset, with possible room to grow to the south in the future should the land become available. The group discussed replacing the tennis courts with a multi-purpose area with pickle ball and batting cage. Other uses discussed included a splash pad, mini-golf, BBQ/fire pit, and ice rink during winter, which would make the Park an attraction during additional hours and seasons. Explore recreational rental opportunities and a welcome center highlighting Pafko and/or area history. Additional parking is needed, especially as the Park develops, but should be in a manner that prioritizes the safety, comfort, and experience of park users.



NODE #2: Main Street (Downtown Core)

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.12	Small-town feel and center of the community. Moderately safe and clean, but scored low for “overall attractiveness” and comfort. More car friendly than people friendly; lacks outdoor places to gather and linger. Historical architecture in downtown is an asset, but some repair needed.
Access & Linkages	2.07	Easy to walk to. Visibility and clarity of signage rated very low (both 1.6).
Uses & Activities	1.81	Overall busy-ness, vitality, mix of stores, and things to do also rated very low (1.6-1.7). Feed mill and other buildings are vacant. Some events and activities.
Sociability	2.11	Some sense of pride and ownership. Limited evidence of volunteerism. Not many people using the place in groups, unless a planned event.



Issues

- **Downtown Revitalization**

Like many smaller Midwestern communities, economic changes have led to downtown vacancies and some disrepair. Gaps in the traditional façade wall of vertical mixed uses interrupt the fabric of the space, especially if there is a lack of visible linkages (breadcrumbs) between destinations.

Opportunities

- **Embrace the Community’s History and/or Arts as a Unifying Downtown Theme**

Downtown Boyceville is the community’s most visible connection to its history. With an active Library and close proximity to the Middle/High School, downtown is also a natural location in which to celebrate the arts (e.g., visual, music, theatre). Opportunities to encourage a history/arts theme in the core downtown should be explored. Such a theme can also be used to distinguish the downtown from the rest of the community or other downtowns. Addressing the Feed Mill (i.e., renovation or demolition) was most frequently mentioned by placemaking participants; removal of the Feed Mill would increase visibility to the rest of the downtown and the remaining green space could be improved with seating, a pavilion/gazebo/stage, public art, etc. for educational programming and community gatherings that celebrate history, music, etc. A more ambitious idea would be to recreate a historic train depot as a new gathering place. Renovations and new structures could also utilize architectural materials of older buildings being demolished.

- **Streetscape Improvements Are Scheduled**

The Village is currently in the planning process for downtown streetscape improvements. This is an opportunity to re-evaluate how the downtown functions and make improvements that improve

comfort and image. Group members identified a number of recommendations as part of the action plan that can guide streetscape improvements and help restore the downtown's role as an inviting, community gathering place.

- **Boyceville Public Library as Downtown Anchor**

The roles of small town libraries are changing. More than ever, libraries are critical partners to the economic, physical, and social health of the community. Boyceville's Library is an important downtown anchor and community gathering place for residents of all ages. Downtown planning, amenities, and activities should be coordinated with the Library, including ensuring safe routes for children, revitalization strategies, programming, and exploring creative solutions to address any longer-term Library space needs.



- **“Blur the Lines” – Make Outdoors Downtown a Livable Space**

The outdoors or streetscape of downtown Boyceville can be a destination, not just a place to park. When planning for outdoors downtown, look at downtown as a series of connected rooms; encourage the creation of livable spaces that people can feel safe and comfortable in. As part of downtown planning, activities, and streetscape improvements, the Village should work with the Library, property owners, etc., to allow opportunities to bring things normally inside into outdoors downtown. This could start as simply as rotating different historical or seasonal displays in empty store windows to encourage pedestrian linkages, improve image, and “blur the line” between the private (indoor) and public (outdoor) spaces. Group members identified a number of lighter, quicker, cheaper (LQC) strategies that would make downtown a more inviting space to visit and “hang-out” (e.g., flowers, plantings, places to sit). Provide opportunities for Library, School, commercial activities, and other services to “spill out” into the outdoors downtown. Strategies should encompass evening hours and be four-season when possible.



NODE #3: East Street – STH 170 intersection, then north 2 blocks

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.28	New Friendship Garden is the highlight, otherwise below average in overall attractiveness, cleanliness, and comfort.
Access & Linkages	2.36	Key location/gateway, but rated 1.7 for clarity of signage. Safe routes to school and new sidewalk near Garden. Some sidewalk deteriorating near old garage.
Uses & Activities	2.59	High-traffic area anchored by school and industry on north end and garden towards south. Church. Vacant business on hwy.
Sociability	2.84	Very strong evidence of volunteerism and community pride (Friendship Garden). Children present due to school. Place is more linkage, rather than a gathering place.



Issues

- Improve Signage and Wayfinding**
 The East Street-Highway 170 intersection sees more vehicles than any other area of the community. East Street leads to downtown, the schools, and other destinations. This stretch of road is important to Boyceville’s image among visitors. But due to a variety of factors, current signage in this area can be confusing and there is a lack of clear wayfinding, landmarks, and “breadcrumb trails.”

Opportunities

- Friendship Garden as Landmark**
 The garden is beautiful, very visible, internally connected, and literally invites “everyone to visit, relax, and enjoy”—an awesome example of grassroots placemaking. Strive to enhance with additional things to do (PPS Power of 10), including for all seasons.
- Key Gateway**
 East Street can be enhanced as the gateway to the schools, downtown, and industry. This begins with improved wayfinding and signage, preferably as part of a community-wide approach using the community brand. There is a lack of signage, wayfinding, or other breadcrumbs directing travelers downtown at the Main Street-East Street intersection. While the garden is a welcoming landmark or bookend for downtown, its value in this role is depreciated by the aging garage across the street. Group members suggested an interim solution to paint/repair the building, then add directional signage (or a mural) pointing travelers towards the community’s historic downtown. Group members also recommended improving the linkages between downtown and this intersection by installing or extending flowers, plantings, pedestrian-scale lighting, etc.
- Celebrate Local Industry – A Blank “Canvas”**
 At the Tiffany Street intersection, the Ohly Americas building has great visibility with ample opportunities for signage. Partner with Ohly to add a sign or mural to celebrate what Ohly does. Show visitors that Boyceville is a great place for industry and business.



NODE #4: Freedom Park & Airport

Place Rating (on a scale of 1 to 4 with 4 being highest)

Comfort & Image	2.45	Clean and safe, though ranked lower in overall attractiveness and comfort/places to sit. More decorative fencing and/or natural planting by holding pond. Small, older airport building has character.
Access & Linkages	2.06	Good visibility, though clarity of signage ranked very poor (1.2). Pedestrians/bikes have to cross highway to walk to.
Uses & Activities	2.19	Moderately busy, but ranked lower in mix of things to do and frequency of events. Needs more family-friendly amenities for children. Use tends to be very seasonal.
Sociability	2.70	Evidence of volunteerism and community pride, Good location for small gatherings. More organization needed to promote events.



Issues

- **Entrances and Signage**

While it has great visibility from the highway, it is not clear where the entrance is. Better signage needed to direct people in and out of Park and Airport. For a visitor, they may not realize there are businesses in the Airport.

- **Truck Parking**

Nearby truck parking lot disrupts visibility, can create dust and fumes, and adds confusion regarding Park access

Opportunities

- **Strengthen Connections between Park and Airport, then Downtown**

A Freedom Park honoring veterans can have some very natural ties to the Airport in terms of memorials, public art, military hardware, and programming. Further, the group discussed different amenities that can be offered at the Park that would serve pilots as well as campers and smaller gatherings (e.g., camping spaces, gas fire pit, more picnic tables). Signage and business information can also be used to better connect the Park and Airport internally as well as inform pilots of local businesses and services—this may be an appropriate location for some type of visitor kiosk. Engage pilots in a discussion on what amenities they would be most willing to patronize if in close proximity to the Airport and/or if better connected (e.g., dining? lodging? gun range? driving range?).

- **Potential Trailhead**

Due to its location, great visibility, parking, and amenities, the Park could serve as a trailhead for a biking trail connected to Anderson Hill/Gun Range and/or potentially for ATVs/snowmobiles.

- **Hangars – More Canvasses**

Add murals or artwork on the north side of hangars along Highway 170, potentially with historical or aviation themes.



NODE #5: Community Entrances/Gateways

The four primary community entrances were rated slightly different. Group members were asked to rate impressions in general, not focus solely upon welcome signage.

Place Rating (on a scale of 1 to 4 with 4 being highest)

Location with latest average daily traffic count at City limits	Overall	Overall Attractiveness	Visibility	Connected & Linked	Clarity of Info & Signage	Inviting & Welcoming	Sense of Pride & Ownership
South (Highway 79) 2,300 ADT	2.14	2.4	2.6	2.0	1.8	2.0	2.3
comments:	Okay overall. A few properties look unkempt. Mowing and brushwork needed. Move sign south by Anderson Hill Rd. More landscaping by buildings.						
West (Highway 170) 1,900 ADT	1.71	2.0	1.4	1.8	1.6	1.4	2.3
comments:	"Sign is in a bad spot—no real notice of where you are until you are in middle of town." Move sign farther west. Clean-up shale rocks.						
North (Highway 79) 1,000 ADT	1.41	1.6	1.4	1.8	1.0	1.2	1.5
comments:	School and church give a nice impression, but lacks welcoming signage; add near TCE. Make the bridge more attractive. Trim and mow ditches.						
East (Highway 170) 990 ADT	1.34	1.2	1.6	1.6	1.0	1.4	1.3
comments:	"Not welcoming with hangars"; add flowers/greenery. Lack of welcoming, uniform signage; add across from hangars if possible. Clean-up piles of railroad ties.						

General Issues

- Lack of Uniform Welcome Signage and Landscaping**
 While two entrances have nice welcome signs (south and west), two others lack such signage (north and east). The group recommended that welcome signage should be generally uniform in placement (same side of road as the traveler is first entering the community), design/size, information, and landscaping. Some signage is small or difficult to see. Add sign lighting and Wi-Fi boosters. Landscaping around signs could be adopted by different community groups and change with the season.



General Opportunities

- Improve Connectivity Across Highways and Wayfinding**
 With two state highways and a railroad dividing the community, pedestrian and bicycle safety is a concern as well as finding your way around the community. The group suggested creating additional crosswalks to better link businesses, parks, downtown, airport, and other community destinations. Wayfinding signs and interchangeable banners reflecting the community brand should be used to welcome and guide visitors to destinations.
- Community Entrances Should Make a Statement**
 Overall, the entrances should communicate to visitors that Boyceville is a welcoming community and a great place to live and have fun. The entrances or gateways should be clean, neat, and informative. Welcome signage, landscaping, and any wayfinding should reinforce the community brand discussed later. While all entrances are important, the south and west entrances should be prioritized.

IV. ACTION PLAN

a. Action Plan Recommendations

The following action items are based on the top recommendations as identified by participants in the October and November 2018 placemaking events. Some recommendations overlap multiple nodes. For each recommendation, participants were asked to identify if it was a Lighter-Quicker-Cheaper (LQC) strategy, a general timeline, and potential resources; not all recommendations were provided timelines or resources. Generally, short-term activities can be accomplished within three years, while longer-term activities may require more time. Each group also selected up to three top priorities for their node, which are also identified.

	Recommendations	LQC?	Timeline	Potential Resources
Village-Wide	1. The Build a Better Boyceville Committee (B3) will regularly bring together residents and community organizations as a <u>placemaking committee</u> to coordinate action plan implementation. Establish work groups/sub-committees as needed.	X	Immediate	<ul style="list-style-type: none"> • B3 Committee to take initial lead • Community groups & organizations • Technical support from Dunn County EDC & WCWPRC, if needed
	<p>2. Encourage the Village to update <u>Boyceville Outdoor Recreation Plan (ORP)</u> for grant eligibility and integrate placemaking recommendations related to park and trail improvements. Many of the recommendations are eligible for up to 50% of outdoor recreation project costs through the WDNR Local Assistance Stewardship Grant Program. The placemaking recommendations may also be integrated into other community plans (e.g., comprehensive plan, capital improvements plan) when opportunities allow.</p> <p><u>Park Differentiation</u> As part of the ORP update, it is recommended that the Village consider further differentiating the roles and functions of each of its parks. Don't try to do everything at every park. For example, Pafko Park is well-suited for large, active/sporting events, while Freedom Park is in part a memorial honoring tradition and sacrifice, better suited for smaller gatherings. Friendship Park is a comfortable, inviting place for a small group of friends to gather, relax, and, enjoy/learn about the plantings. Meanwhile, a new gathering place downtown at the Feed Mill site could serve as an outdoor extension of the Library (and/or schools) and celebrate</p>		ORP can be completed fairly quickly	<ul style="list-style-type: none"> • Village Board • Trail user groups • WDNR • potentially WDOT regarding trails • County Bike & Ped Plan • WCWRPC for general guidance

	the arts, music, and the community's history; it would also be very visible and help bring people downtown.			
	3. Continue to advocate for and <u>implement the Be Boyceville community brand</u> as envisioned in the October 2018 branding report. Obtain assistance in development of a logo. Look for ways to creatively integrate the brand into placemaking actions.	X	short-to-medium term	<ul style="list-style-type: none"> • B3 Committee
	Recommendations	LQC?	Timeline	Potential Resources
Node #1: Pafko Park	1. Replace aging courts with a multi-purpose recreational court (e.g., tennis, basketball, pickle ball, batting cages, golf) (High Priority)		long-term	<ul style="list-style-type: none"> • WDNR outdoor recreation grants
	2. Develop an ice rink/warming house. May include fire pit here.		long-term	<ul style="list-style-type: none"> • WDNR outdoor recreation grants • Need a source of wood
	3. Develop a splash pad.		long-term	<ul style="list-style-type: none"> • WDNR outdoor recreation grants
	4. Develop a multi-use concession stand with amenities (e.g., bathrooms, recreational storage, pavilion, kitchen, BBQ/fire pit). (High Priority)		long-term	<ul style="list-style-type: none"> • Village? • fundraising?
	5. Improve and increase parking; provide better ADA access.			<ul style="list-style-type: none"> • potentially WDNR outdoor rec funding, especially for ADA accessibility
	6. General Maintenance – Painting; replace swings and dig out/replace under swings; get rid of sand box; and general landscaping. Add trees along 3 rd base line. Make everything look similar. (In Progress)	X	short-term; swings likely in 2019	<ul style="list-style-type: none"> •
	7. Update and improve lighting for new signage.			<ul style="list-style-type: none"> •
	8. Install bike racks.	X	short-term	<ul style="list-style-type: none"> •
	9. Improve/add signage at the entrance of the Park. Make entrance more welcoming. (High Priority)	X	short-term	<ul style="list-style-type: none"> •
	10. Rebuild scorers stand and add storage. (In Progress)			<ul style="list-style-type: none"> •
	11. Add an on-site walking trail with benches.		long-term	<ul style="list-style-type: none"> • Potentially eligible for WDNR outdoor rec grants

	12. Improve overall aesthetics at Pafko Park under a unifying theme.		3-5 years	•
	Recommendations	LQC?	Timeline	Potential Resources
Node #2: Downtown	1. Renovate or demolish/replace the feed mill. Convert to a community gathering place (e.g., green space, music, theatre, multi-use facility, library programming. Explore recreating the train depot and potential re-use of old building materials. (High Priority)		demolish (short-term); reuse (long-term)	<ul style="list-style-type: none"> • Village • Owner
	2. Address underutilized and empty buildings in the downtown’s core. Encourage the repair and renovation of business facades. (High Priority) <ul style="list-style-type: none"> • Inventory buildings and owners/renters. • Ask owners about future plans, needs, and interest in changes if funding is available. • Potentially apply for WEDC Connect Communities program. 	X	short-term, though actual changes by owners may be long-term	<ul style="list-style-type: none"> • WEDC Connect Community Program • Landowners • WCWRPC/RBF Façade Loan Program • Dunn County EDC for technical support and guidance.
	3. Install banners and improve downtown directional and wayfinding signage to direct people downtown. Banners should incorporate the Be Boyceville brand, but can be individualized for the surroundings. Encourage projecting/blade and/or awning signs for downtown businesses. (High Priority)	X	short-term	<ul style="list-style-type: none"> • Village • CAC donations • Business owners for their signs. Signage and awnings may be eligible for RBF Inc. façade loans.
	4. Install seasonal décor and add plantings, trees, flower boxes, etc. to improve comfort and image. Offer public Wi-Fi. Update seasonal décor for future years; explore natural decorations (not tinsel) and identify décor for all seasons or more holidays. Provide additional opportunities for community events and gatherings, such as scarecrow or pumpkin contests.	X	short-term	<ul style="list-style-type: none"> • Village • CAC • Library for Wi-Fi • Conklin Tree Farm • Business Owners • Ag – FFA • Tech Ed
	5. As part of 2019 downtown streetscape improvements that are in progress :		short-term	<ul style="list-style-type: none"> • Village • CDBG and/or WEDC grants • sponsorships by area

	<ul style="list-style-type: none"> install pedestrian-scale light poles with brackets/plates for banners and seasonal décor potentially widen sidewalks with brand logo stamps (or messaging), benches, trees, garbage cans, etc. add a crosswalk from East St to Center St. 			businesses, organizations, or residents <ul style="list-style-type: none"> crowdfunding
	6. Encourage more gathering places by allowing seasonal parklets (removed during winter for plowing) and/or create a gathering place across the street when Feed Mill is gone. Installing benches, possibly circular benches surrounding light poles. Extend library programming into outdoor spaces downtown.	X	long-term	<ul style="list-style-type: none"> Village to allow parklets sponsorships for benches business owners for their parklets
	7. Add murals to buildings downtown (e.g., Smith's and This & That) that reflect the community's history and brand.	X	long-term	<ul style="list-style-type: none"> Local artists UW-Stout art department WCWRPC Dunn County EDC property/business owner
	8. Request that the Railroad allow the connection of Winter Street for bike/ped access to downtown.	X	also see Node 5-2	<ul style="list-style-type: none"> Village Railroad
	9. Downtown should aesthetically feel different than other areas of the community with its own sub-brand. It should keep a historical feel, yet be inviting, vibrant, and updated tastefully in a manner consistent with the themes in the Be Boyceville brand. Downtown should be a comfortable gathering place that takes advantage of its central location and historic architecture. Group members suggested it could be more inviting by adding greenery, trees, and benches, while "spicing it up" with more color, lights, and public art.		on-going	<ul style="list-style-type: none"> This strategy is provided as general guidance.
	Recommendations	LQC?	Timeline	Potential Resources
Node #3: East Street	1. Frieberg building – Request permission from landowner to paint and add a directional sign or mural directing travelers downtown. (High Priority)	X	short-term; Spring 2019	<ul style="list-style-type: none"> School art class UW-Stout Landowner
	2. Frieberg building – With landowner permission or sale, remove building and turn into green space (e.g., park, community garden, exercise equipment).		short-to-long-term	<ul style="list-style-type: none"> Volunteer Public works tear down Mayo Clinic Grant Bremer Bank grant

	3. Repair existing sidewalk. Add a new sidewalk/access point on south side of Highway 170 to connect to Freedom Park/Airport, etc.		long-term	<ul style="list-style-type: none"> Village WDOT?/Grants? Link to County Bike & Ped Plan?
	4. At the Highway 170 and East Street intersection, improve signage and wayfinding for schools, downtown, businesses, and recreational trails			<ul style="list-style-type: none"> Village Grants School
	5. Offer free Wi-Fi at Friendship Garden.			
	6. Install a sign or mural on Ohly building reflecting what they do, showing local history, and/or fostering pride in local businesses.	X	short-term	<ul style="list-style-type: none"> Contact Ohly
	Recommendations	LQC?	Timeline	Potential Resources
Node #4: Freedom Park & Airport	1. Install a military display with equipment /hardware, preferably with relationship to airport (e.g., old war plane or helicopter).		long-term	<ul style="list-style-type: none"> Veterans fund donations
	2. Add an eternal flame as part of the Veteran's memorial.	X	short-term	<ul style="list-style-type: none"> Veterans fund and Veterans organizations memorial center/Melgard Monument
	3. Install an outdoor kitchen and/or fire pit (potentially coin operated/gas). Add a wood box for campers (Cenex sell wood)		long-term for gas	<ul style="list-style-type: none"> Talk with Cenex or Boy Scouts Lions Club/CAC
	4. General park improvements and maintenance. Install additional seating and grilling areas (e.g., gazebos/pavilion, benches, picnic table). Trash cans need makeover. (High Priority)	X	short-term	<ul style="list-style-type: none"> Village Airport Board Lions Club/CAC School age kids/Scouts/4H groups/church groups community volunteers School shop class
	5. Safe access and signage to and from Freedom Park and airport. (High Priority) <ul style="list-style-type: none"> Improve the visibility of the main entrance of the Park from the Highway. Improve the visibility of businesses at the Airport. Establish a safe walkway from Cenex to the Park. Work with WDOT to improve pedestrian and bike safety crossings (e.g. flashing pedestrian crosswalks). 	X	work w/ Node #1 for signage	<ul style="list-style-type: none"> Village DOT Airport/airport business owners Veterans fund WDNR Stewardship or Trails grants Also see Linkages section.
		X	long-term	

	<ul style="list-style-type: none"> Explore the potential use of Freedom Park as a trailhead for a walking/biking trail (“Freedom Trail”) connected to Anderson Hill as well as other recreational trail (e.g., ATV, snowmobile) connections. Include solar power path lighting along Freedom Trail. 		short-term	
	6. Add something for kids to do, such as permanent outdoor games or some sort of playground.	X	short-term	<ul style="list-style-type: none"> Village Lions Club/CAC Donations from School Fundraise School shop class
	7. Make backside of airport hangers more appealing with decorative signage or vintage aviation murals on hangers related to freedom/aviation under a unifying theme.		long-term	<ul style="list-style-type: none"> Art students Stout art students Talk to owners of hangers
	8. Add an informational kiosk/stand at the airport fuel pump to entice pilots to visit and stay. Ask pilots what type of amenities they would be willing to patronize, then explore and/or connect. (High Priority)	X	short-term Also see Linkages #5	<ul style="list-style-type: none"> Talk to airport board FCC who installs/maintains?
	9. Repair historical/creamery items and move to a “historical park” (e.g., downtown?); add informational signage explaining what the items area.	X	short-term	<ul style="list-style-type: none"> Village Board
	10. Install more decorative fencing or a natural planting along the stormwater holding pond.	X	short-term	<ul style="list-style-type: none"> Village Board grants WDNR WI Wetland Association School
	Recommendations	LQC?	Timeline	Potential Resources
Node #5: Community Entrances and Gateways	1. Install uniform welcome signs with landscaping at all four primary entrances. (High Priority) <ul style="list-style-type: none"> Signs should incorporate the community brand. Keep it simple, possibly with brick. Nicely landscaped, but simple; less is more. Sign lighting should be added. Try to do all four entrances at some time, but south and west entrances should be prioritized if funding is limited. 		short-term (2019); tie into the branding effort	<ul style="list-style-type: none"> Money/donations from CAC, Lions, businesses, village, clubs. Landscaping around signs can be adopted by different community groups and change with the season/holiday. UW-Stout design classes High School need quotes to determine if should fundraise, pursue grant dollars, etc.

	2. Clean-up and maintain the entrance areas in Village control or with landowner permission/support (e.g., trim/mow; remove railroad ties and debris, decorate seasonally/festival time). Village should ask Railroad for action to clean-up ties and debris.	X	short-term (2019-2020)	<ul style="list-style-type: none"> • Community help • Service groups • Landowners along entrance areas • Village • Railroad • School groups
	3. Encourage airport/hangar owners, County Shop, Ohly, and other highly visible properties along highways to improve property aesthetics, such as incorporate landscaping/"green space", flowers and more pleasing to the eye murals. (High Priority)		short-term (2020), after #1 completed	<ul style="list-style-type: none"> • Village/county • Airport manager • Booster club • Business owners • Ohly manager
	Recommendations	LQC?	Timeline	Potential Resources
Linkages community-wide Note: There is considerable overlap between this section and the previous node recommendations.	1. Add directional/linkage signs for certain destinations (downtown, school, Pafko Park, Village office, baseball fields), which incorporate the Be Boyceville community brand. (High Priority)		short-term (2019)	<ul style="list-style-type: none"> • same as Node 5-1. • Also see Node 2-3, Node 3-1, & Node 3-4
	2. Create better pedestrian, bicycle, and multi-modal access throughout the village, especially from Cenex/Post Office area to Freedom Park/Airport to downtown, schools, and Pafko Park. <ul style="list-style-type: none"> • Sidewalks should be available when possible. • Add marked crosswalks across highways with button-actuated flashing lights at east and west ends of downtown, at Freedom Park, and at Elementary School. Explore related traffic calming options. • Consider adding a trail behind the old Cenex. • Add bike lanes on highways. 		short-term to long-term	<ul style="list-style-type: none"> • Village • WDOT – reach out to State Pedestrian & Bicycle Safety Program Manager as potential first contact. • MSA • Cedar Corp. • School (Safe Routes to School Plan/grants) • Dunn County Bike & Ped Plan • Also see Node 4-5
	3. Improve street lighting throughout the community, especially entrances and downtown. <ul style="list-style-type: none"> • Entrances should be better lit. • Street lighting poles should have places for interchangeable banners and seasonal décor. • A more pedestrian-scale lighting of aesthetic/historic interest should be used in the downtown and as part of the “bread crumb trail” at East Street through the downtown. 		varies	<ul style="list-style-type: none"> • Village • Grants • Also see Node 2-5

	<p>4. Improve the visual connectivity between entrances and nodes within the community through “bread crumbs” utilizing the community brand such as:</p> <ul style="list-style-type: none"> • banners on light poles • directional and informational signage • plantings, flowers, and landscaping • murals • seasonal/festival decorations 		<p>long-term (subject to timing of #1)</p>	<ul style="list-style-type: none"> • same as #1 • overlaps with recommendations in multiple nodes
	<p>5. Add informational kiosks at Freedom Park, Friendship Garden, and other parks/key locations. Kiosks can be designed as a public art piece that is part of a “breadcrumb trail that connects the dots.” Meet annually to review and update kiosk information. (High Priority)</p>		<p>short-term</p>	<ul style="list-style-type: none"> • engage area artists to develop a design concept for kiosk that reflects the community brand

During the November 7, 2018, follow-up meeting, participants selected the following as the top action plan priorities:

- #1 Renovate/demolish/reuse the Feed Mill site (tied for #1)
- #1 Install uniform welcome signage and landscaping (tied for #1)
- #3 Install directional signage, banners, etc., especially to direct people to downtown. Paint and add a mural on the Frieberg building.
- #4 Remove the tennis court at Pafko Park to create a multi-use space and add parking. (tied for #4)
- #4 Provide safe pedestrian and bike connectivity to and from Freedom Park/Airport. (tied for #4)
- #6 Add informational kiosks at Freedom Park/Airport and other key locations.

It is notable that four of the above priorities involve connecting key destinations in the community. Participants recognize that wayfinding and linkages are not just directional signage. Keep in mind all of the important aspects of having strong linkages, such as:

- Are your linkages safe, convenient, connected, and accessible to everyone?
- Are your linkages and destinations visible? Do they entice and make you want to walk down the block? Do you have gateways, landmarks, or unique features that tell you that “you are here” and add to a sense of place?
- Do you incorporate other visual cues (e.g., breadcrumbs), such as pavement treatments, lighting, banners, landscaping, public art, and amenities? Can you incorporate logos, branding, and messaging into other wayfinding elements, not just your signage?

Again, it is important to keep in mind that the action plan is a list of recommendations; plans can change over time. In some cases, the community may need to perform additional study and research to determine a specific site, costs, or how best to implement a recommendation. There will be many details to work through, and it may be later decided that some recommendations are not feasible. Priorities are relative and may also change based on available resources. Additional great ideas and guidance can be found in the previous sections of this report and the public opinion survey results. Likewise, new placemaking ideas or a new twist on an existing idea may arise. Don’t ignore these new ideas or other resources just because they are not in the action plan. When evaluating new ideas, continue to strive for a community consensus and encourage improvements that are consistent with the community brand, vision, and recommendations within this report. Keep in mind that the action plan is the result of nearly 200 hours of total public participation time during the two placemaking workshops, so don’t be in a hurry to make changes without discussion.

b. Downtown Revitalization Ideas

Like any great place, a vibrant downtown Boyceville must have a critical mass of things to do—uses & activities, linkages, comfort/image, and sociability. Over 90% of the respondents to the B3 Community Survey agreed or strongly agreed that the community should prioritize funding and resources to improve the appearance, condition, and revitalization of Boyceville’s downtown. In addition to the placemaking action plan and ideas from the survey, the following are some other revitalization ideas that may be worth exploring.

Planning, Buildings, and Facades

- Develop a downtown revitalization plan. Re-define the roles, desired uses, brand, and geographic extent of the downtown. Build on assets and differentiate from other commercial areas. Consider A-Street/B-Street concepts.
- Strive for vertical mixed-use downtown with commercial on first floor and residential above. Higher-density residential development and other key anchor community services located in or near downtown can be an important market. Provide upper-floor incentives.
- Maintain the continuity of the façade wall when possible and add other “breadcrumbs” that make downtown interesting, while connecting places. Explore creative uses for vacant buildings that bring people downtown.
- Establish a historical or architectural district. Promote use of historic tax credits.

Streetscape, Design, and Use

- Downtowns are the historic heart of most communities. Celebrate the Village’s history in many different ways.
- Make downtown a safe, people-friendly space. Create a welcoming “Pedestrian Envelope” downtown through landscaping, lamp posts, on-street parking and parklets, benches, public art, awnings, and architectural elements that offer protection and create a comforting, pedestrian-scale environment.
- Until new tenants are identified, use art, historical displays, etc., to avoid empty windows; keep it interesting and maintain downtown continuity for pedestrians.

Business Retention and Attraction

- Develop & maintain a list of available properties, along with structural needs and space profiles. Obtain owner permission to market the list.
- Identify any supply/demand gaps and niche opportunities in current retail or services market. Develop a quality, targeted recruitment package for potential new businesses and regional stores, including the space profiles, market information, financial incentives, and planned revitalization efforts.
- Redevelop a building as a small business incubator or encourage other services/organizations to locate downtown.
- Establish a business mentoring program. Promote available training, financing assistance, and seed capital programs.

Programming

- Promote continuity in hours and days of operation for businesses. Continue to market the entire downtown as a destination.
- Participate in the WEDC Connect Communities program.
- Start a chamber, downtown business association, Main Street program, etc.
- Offer downtown programming, entertainment, and events year-round. Explore cost-sharing and assistance options, such as the RBF, Inc. façade loan program, establishing a community façade or business loan/grant program, tax increment financing, business improvement district, façade design assistance, tenant improvement incentives or rent abatement, crowdfunding, various infrastructure grants, etc.



UW-Extension has a webpage with a variety of downtown revitalization tools and resources at: <https://cced.ces.uwex.edu/downtown-and-business-district-economic-development/downtown-revitalization/>

c. Placemaking the Community Brand

During the November 7th follow-up workshop, participants were introduced to the community brand and provided time to identify how the brand may be integrated into their places/nodes. The *Community Brand for the Boyceville Area* report completed in October 2018 provides additional ideas for brand implementation.

Placemaking a brand is not limited to adding a logo and/or tagline to signage, banners, pavement treatments, or sidewalks. It is important to remember that a brand can influence a place in many different ways, such as:

- landscaping, plantings, and materials
- general colors, themes, and styles
- uses, activities, services, and programming
- behaviors and how people come together
- wayfinding, linkages, and breadcrumbs
- community and land use planning
- marketing, messaging, and advertising



The Village of Woodville has done a great job in fostering their community brand in various ways ranging from social media and events to pavement treatments (above picture) and wayfinding.

Think about a room you've been in that has a strong theme or personality—it tells a story and provides a strong sense of place. One placemaking tenet is to consider your public places as a series of connected rooms. Now, become the “interior designer” for your place and think about ways your community brand can be incorporated into your place. Maybe it changes how it looks, sounds, or smells in terms of materials, colors, graphics, music, or landscaping. Perhaps there is a change in function and how you use that place for events, programming, and as a daily gathering place. Perhaps you advertise and provide direction to that place differently or create a visual landmark based on the brand.

When placemaking your community brand, be creative, unique, and inspiring, but also be authentic. Be Boyceville!

Placemaking is not Branding, but they do overlap.

Placemaking focuses on how a place functions, of which image and character are part. Placemaking should build on your identity and what makes you unique; it should build on your brand.

Branding is your desired story, image, and reputation; it is much more than just a logo or tagline. Branding is the use of symbols, imagery, actions, and messaging to differentiate, often to a target market for a competitive advantage. How you deliver your brand is equally important.

For some excellent tips on community branding, go to YouTube on the internet and watch the video entitled “*10 Things You Need to Know About Community Branding.*”

Be Boyceville
Begin. Belong. Believe.

d. Getting Started

The placemaking exercises and this report are a great first step. But now residents need to get started making their places. At the end of the November 7th workshop, attendees recommended the following initial steps:

- The Build a Better Boyceville (B3) Committee will invite those who have been involved in the placemaking effort to a special meeting to review this Placemaking Report and the action plan, then make any final changes.
- Once the report is finalized, it will be made available to the public and distributed to key organizations by the B3 Committee. Social media will be used and a press release may be issued. The B3 Committee has also compiled a sizable email list through the branding and placemaking initiative.



Murals were mentioned as one strategy during the workshops. Some communities, such as Faribault, MN and Algoma, WI have made murals a big part of their placemaking. Faribault, for example, has a Mural Society with design standards. Black River Falls, WI has murals that are attached to walls, rather than directly painted onto the walls. And in the example to the left, a poster can be changed to highlight coming events.

- The B3 Committee will take the lead, at least initially, in bringing residents and community organizations together to coordinate implementation of the Placemaking Action Plan and Community Brand. This group will essentially serve as a placemaking steering committee. It was recommended that the first meeting occur in early 2019 to continue momentum. The scheduling of future meetings will be determined, but may start out more frequent, becoming quarterly or less frequent over time.
- Participants discussed a strong desire that the “placemaking committee” be inclusive, with representatives from all stakeholders. Specific nodes and projects may require outreach to specific groups. A number of groups not represented during the workshops were identified. And new champions will emerge who will be important to coordinating the efforts and implementing the recommendations. Embrace, empower, and recognize these champions.
- The “placemaking committee” could do any or all of the following:
 - form sub-committee and work groups to tackle specific projects or nodes;
 - focus primarily on advocacy and coordination of projects, while various community organizations “adopt a node” or take on certain responsibilities;
 - promote consistency in design, messaging, branding, and wayfinding;
 - take the lead in coordinating resources and fundraising for placemaking projects;
 - ensure that volunteer efforts are recognized and successes are celebrated; and,
 - take a “hands-on” role for specific projects and initiatives.

Taking action and showing accomplishment can build momentum, promote volunteerism, nurture community pride, and lead to bigger things. One way to get a quick start to implementing the placemaking action plan is to focus on lighter, quicker, cheaper (LQC) projects and activities that can be accomplished fast and won't “break the bank.” During the follow-up workshop, each work group was asked to identify their LQC plan recommendations. The results are included as part of the action plan table.

V. MANAGING YOUR PUBLIC SPACES

Public spaces that have the four key placemaking attributes do not occur by accident. While the appropriate design and physical features of the space are important, proper management is even more critical to their ongoing success. The principal public space management tasks are:

MAINTENANCE: The more used and loved a public space is, the more maintenance it requires. This is especially true for interactive amenities. But regular cleaning and repair of the facility more than repays the cost. Prompt attention to items that could be easily deferred, such as the removal of weeds or graffiti, says that someone is in charge, that the facility is respected, and that the public is protected. Landscaping may require special attention if gardens are extensive, or if rare plants are present. Trees need pruning to stay healthy in an active public place and tree-trimming may be required to improve visibility or access.

During the placemaking effort, a number of potential maintenance issues were noted, such as painting and reducing brush/weeds. Some of the recommended maintenance issues are more costly, such as sidewalk repairs and downtown façade improvements. The replacement of the bleachers at Pafko Park demonstrates a commitment to maintenance. Prior to large investments, the long-term maintenance costs should be fully considered. Such expenses may be part of a municipal capital improvements plan and/or a dedicated maintenance fund is established, with regular budget, fundraiser, or use rental contributions. In other cases, volunteers and community groups may “adopt” a place, much like the popular Adopt-A-Highway program.



SECURITY AND HOSPITALITY: If a space is well-designed and active, security can be comforting without being intrusive. Active public spaces are, to a large extent, self-policing. The more people feel secure in a space, the more users the space attracts, and the more secure the space will be. Security guards and maintenance workers who are friendly, informed, and helpful can make people feel “hosted” and “welcomed,” without feeling the need to be “protected.”

PROGRAMMING: “Programming” refers to the wide variety of planned activities and to all of the facilities and equipment related to them: furnishing the space appropriately, for example, with chairs or tables that can easily be rearranged; creating a program to allow vending carts; producing a small performing arts event or annual beer/wine garden; conducting a historical re-enactment or walking tour; revolving public art displays; or operating a specialty market. Programming a public space successfully is an entrepreneurial art, but does not necessarily imply intensive staffing. It can be something as simple as providing benches or installing an exhibit. It can also be retail operations that are contracted to vendors, whether with carts, space for an outdoor cafe, or through retail operations in the buildings that open out to the public space. Programming can be undertaken by community services, businesses, and organizations that may be given the responsibility for operating a portion of or a specific facility within a park or public space. Programming should also be year round.

MARKETING AND PROMOTION: Promoting events and activities that take place in the public space is an important adjunct to programming, particularly for a space being built or programmed for the first time. The most successful public spaces can reach a point where the space is so well-known and sought-after that no marketing is necessary. But for many spaces, and especially early in a new public-space management program, a commitment to marketing and promotion is needed. Like programming, this can be provided by a community organization or contracted out, often as part of the publicity for a larger district. Boyceville area organizations have made excellent use of social media for marketing and promotion.

VI. RESOURCES

The following is a brief overview of some potential technical, funding, and partnership resources that Boyceville can use during the implementation of its placemaking strategy. **This list is a supplement to those partnership resources identified in the action plan.** This list is also meant to be a starting point, and is not inclusive of all potential resources. For questions regarding this resource list and other funding opportunities, please contact the West Central Wisconsin Regional Planning Commission.

TECHNICAL INFORMATION

- **West Central Wisconsin Regional Planning Commission's *Plan Implementation Guide for West Central Wisconsin*:** <http://wcrpc.org/Regional-Comprehensive-Plan.html> Information about enhancing and managing public spaces in both a local and regional context.
- **Project for Public Spaces, Inc.:** www.pps.org Various information from the placemaking experts.
- **Partners for Livable Communities:** www.livable.com Information from a non-profit organization promoting quality of life, economic development, and social equity.
- **Wisconsin Main Street Program:** <http://wedc.org/mainstreet> A comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Annually communities join the program and receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.
- **Dunn County Economic Development Corporation:** <http://www.dunnedc.com/> Provides local communities and businesses economic assistance and coordination.
- **Congress for the New Urbanism:** www.cnu.org A leading organization promoting walkable, mixed-use neighborhood development, sustainable communities and healthier living conditions.
- **Federal Highway Administration:** http://safety.fhwa.dot.gov/speedmgt/traffic_calm.cfm The FHA maintains a traffic calming website that includes a searchable library of reports and a link to the Institute of Transportation Engineers traffic calming seminar's toolbox of traffic calming measures.
- **Artists in Storefronts:** <https://www.facebook.com/Artists-In-Storefronts-269477373124132/> This Twin Cities organization provides ideas on how to use art to help revitalize or add energy to vacant storefronts.
- **University of Wisconsin-Extension:** <http://fyi.uwex.edu/downtown-market-analysis/> UWEX maintains a web-based Downtown and Business District Market Analysis toolkit with economic development data, studies, and guidance.

FUNDING OPPORTUNITIES

- **Wisconsin Department of Transportation:** Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars. Key programs that could be utilized for the development of nearby road or bridge improvements are listed below.
 - General Transportation Aids return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs.
 - Local Roads and Local Bridge Improvement Programs assist local governments in improving seriously deteriorating roads and bridges.
 - The Surface Transportation Program uses allocated federal funds for the improvement of federal-aid-eligible rural and urban roads and streets.

- The Traffic Signing and Marking Enhancement Grants Program provides funds to local governments for signage improvements to improve visibility for elderly drivers and pedestrians.
- The Transportation Alternatives Program (TAP) allocates federal funds to transportation improvement projects that “expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment.” Eligible projects include trail facilities, overlooks, safe-routes-to-school, and viewing areas. A number of safe routes and pedestrian/bike connectivity projects proposed in the action plan may qualify for TAP funding!
- **Wisconsin Department of Natural Resources (WDNR)** provides technical assistance, assessment support, and funding to local governments for shoreland management and outdoor recreation activities, including trails, paths, routes, and other infrastructure for related alternative modes of transportation, such as biking, walking/hiking, canoeing/kayaking, and boating. Some programs that the Village may want to consider include:
 - Local Assistance Stewardship Grant Program includes five grant programs for outdoor, nature-based recreational activities: Aids for the Acquisition and Development of Local Parks (ADLP); Urban Green Space (UGS) grants; Urban Rivers (UR) grants; Acquisition of Development Rights (ADR); Land and Water Conservation Fund (LWCF); and Recreational Trails Act (RTA).
 - Clean Water Fund Program funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Low-interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm water runoff projects approved by the Department.
 - River Management and Planning Grants River management and planning grants are available from the WDNR for various river protection and conservation efforts. Municipalities may also partner with Lake Districts and Lake Association to tap into additional funding sources.
 - The Remediation and Redevelopment Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The WDNR “Green Team” can help local communities navigate this process and explore potential grant funding options and brownfield liability exemptions. It may be worth having a discussion with the Green Team on available options and opportunities for Library Lake improvements.
- **Wisconsin Economic Development Corporation (WEDC)** nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. Programs that could potential provide financial assistance for downtown revitalization and placemaking efforts include the Community Development Investment Grant Program, Connect Communities Program, and Main Street Program. Some of the proposed downtown streetscape and redevelopment projects would potential qualify for WEDC funding.
- **Wisconsin Department of Administration:** <http://doa.wi.gov/section.asp?linkid=242&locid=173>; Manages Community Development Block Grant (CDBG) programs for economic development, housing, community development planning and infrastructure improvements. Some examples of eligible public facilities projects include improvements, repairs, or expansions of streets, drainage systems, water and sewer systems, sidewalks, streetscapes, and community centers, depending on grant eligibility, target population, and/or job creation potential.

¹ NOTE: To qualify for Safe Routes to School (SRTS) project funding, a community/school district must have a SRTS plan. The Village and School District, working with WCWRPC, successfully applied for a SRTS planning grant as part of the 2013-2018 TAP funding cycle, but later declined the grant award due to the 20% local match requirement (\$4,000).

- **Wisconsin Housing and Economic Development Association (WHEDA):** www.wheda.com; Resources to help families and small businesses.
 - **Tax Incremental Financing (TIF)** can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. Establishing a **Business Improvement District (BID)** and/or **Main Street Program** are alternative ways to help finance improvements and marketing for the core commercial district.
 - **West Central Wisconsin Regional Planning Commission (WCWRPC) & Regional Business Fund, Inc.** provides information on various funding sources and grant writing support including the downtown façade loan program. Once the Boyceville community members begin focusing on specific placemaking projects or priorities, please contact WCWRPC to discuss these or other potential funding resources. In the interim, sign-up for the WCWRPC Events & Funding e-newsletter at <http://www.wcwrpc.org/Newsletter.html> to stay informed on grant opportunities.
- Thank you to the
National Association of Realtors &
Realtors Association of Northwestern
Wisconsin**

The National Association of Realtors has placemaking micro-grants, such as the grant that helped fund Boyceville’s placemaking effort. Leverage the dollars that the community saved on this planning effort to begin implementing your plan!
- **USDA-Rural Development** has financial programs supporting essential public facilities and services like community centers, water and sewer systems, housing, health clinics, emergency service facilities and electric and telephone service.
 - **National Endowment for the Arts** has grants available to fund the creation of art and creative placemaking projects, specifically with the Art Works and Our Town grants.
 - **Historic Tax Credits** are available for repair of homes and income-producing buildings (or buildings within historic districts) on the National Register of Historic Places. The requirements of this program are sometimes misunderstood—the construction requirements only apply if the building owner intends to claim the tax credits. More information can be found at www.wisconsinhistory.org.

OTHER FUNDRAISING AND/OR STRATEGIC PARTNERSHIPS

The Village of Boyceville is very blessed with many interest groups and civic-minded residents and businesses. Involving a diversity of stakeholders early during any design and development process will not only result in a better design, but is crucial to fundraising efforts and future programming support. The following are a few roles that partners may play:

- The Build a Better Boyceville (B3) Committee, with support from Peoples Bank, hosted the placemaking planning effort and formed a strong core partnership team. B3 includes representation from residents and various community organizations and is well positioned to continue in this general coordinating role. To make positive change, such local champions must bring together additional community partners to identify specific resources for each action plan recommendation. The action plan offers a starting point by identifying many such key partners.
- Local businesses and interest groups could all be called upon to assist with fundraising and programming efforts. The action plan contemplates a variety of programming and events with which existing organizations, school groups, clubs, and church groups can assist, share responsibilities or take the lead.

- Property owners and nearby residents are often vital to successful implementation, programming and upkeep of public places. Many of the recommendations involve Village-owned land or right-of-way, which requires coordination with the Village of Boyceville. Other strategies involve land owned by private businesses and organizations, such as downtown businesses. Service organizations can also adopt certain places to assist with maintenance.
- The Boyceville School District, its teachers, and various student clubs/classes were frequently mentioned as potential sources of expertise, volunteer support, outreach, and programming.
- Sponsorships and other fundraising methods could be considered (e.g., adopt-a-bench, corporate-naming).

At the October 3rd placemaking exercises, participants identified the following community resources that have an important role in making Boyceville a great place to live, work, and play:

Residents	Airport Booster Club
Village Board	Build a Better Boyceville Committee (B3)
Local Businesses	Community Action Club
Bank	Library
County Economic Development Corporation	Congressional Offices
Schools/Classes	Emergency Services
Teachers	Churches
B.E.S.T.	Ministerial Society
Alumni (residents & non-residents)	Sno Jammers
Lions Club	Scouting Groups
Airport	

The above list is intended as a sampling of the many potential partners and may not be inclusive of all of the organizations that could (or should) be involved in the further planning, development, and programming of public places in Boyceville.



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