

CITY OF BRILLION DOWNTOWN VISIONING SESSION SUMMARY



July, 2016

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ABSTRACT

TITLE: City of Brillion Downtown Visioning Session Summary

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This report summarizes the results of a public visioning workshop held in Brillion on April 26, 2016 regarding the downtown / Main Street corridor.

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CHAPTER 1

INTRODUCTION

CHAPTER 1: INTRODUCTION

BACKGROUND

In late 2015, the City of Brillion had requested assistance from the East Central Wisconsin Regional Planning Commission to host and facilitate a public visioning workshop which focused on their existing downtown area along Main Street. The City of Brillion is located approximately 20 miles from the Fox Cities along USH 10 (Map 1) and, like many communities, had focused new business development opportunities along its highway corridor versus its downtown. In recent years the City has had a number of successes within its downtown in terms of new businesses and aesthetic improvements (Figure 1), however; the realization that more work needs to be done generated the interest in conducting this public exercise during the spring of 2016.

Map 1: City of Brillion Downtown

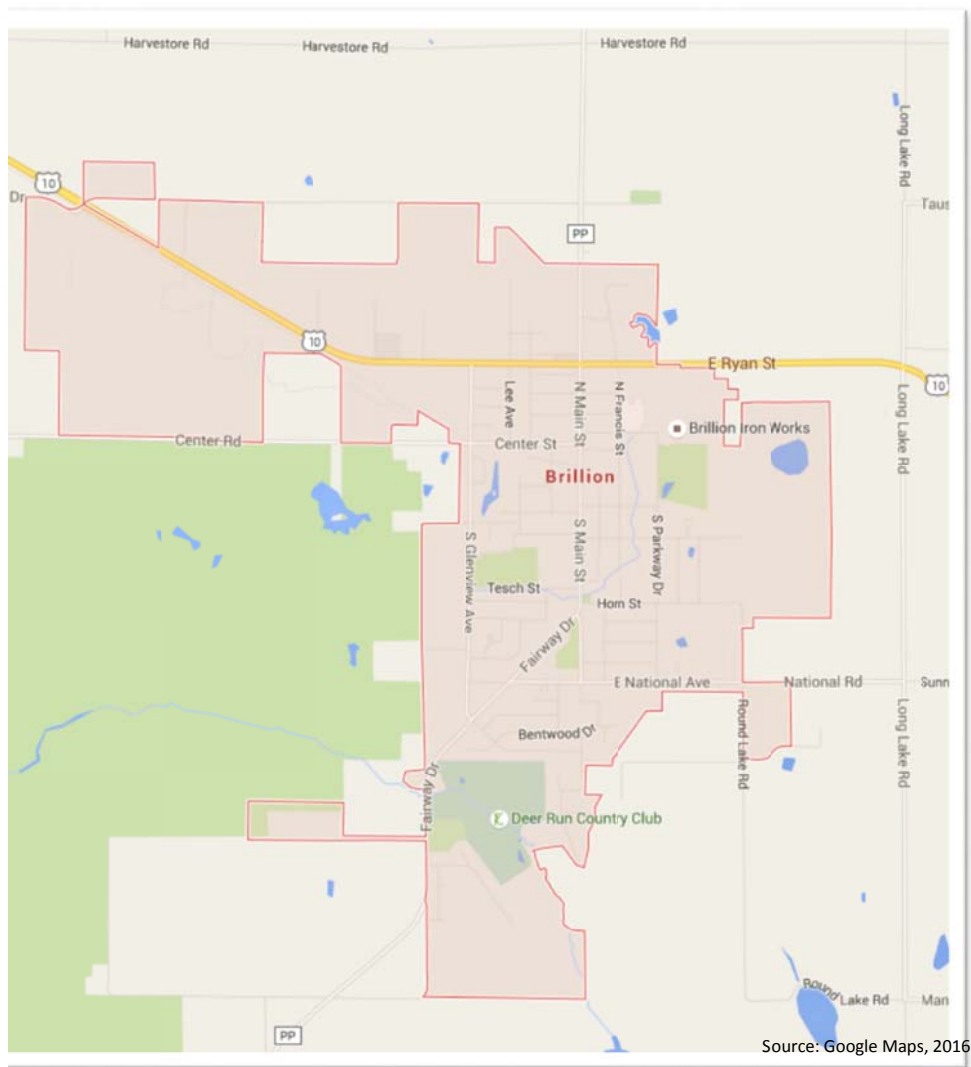
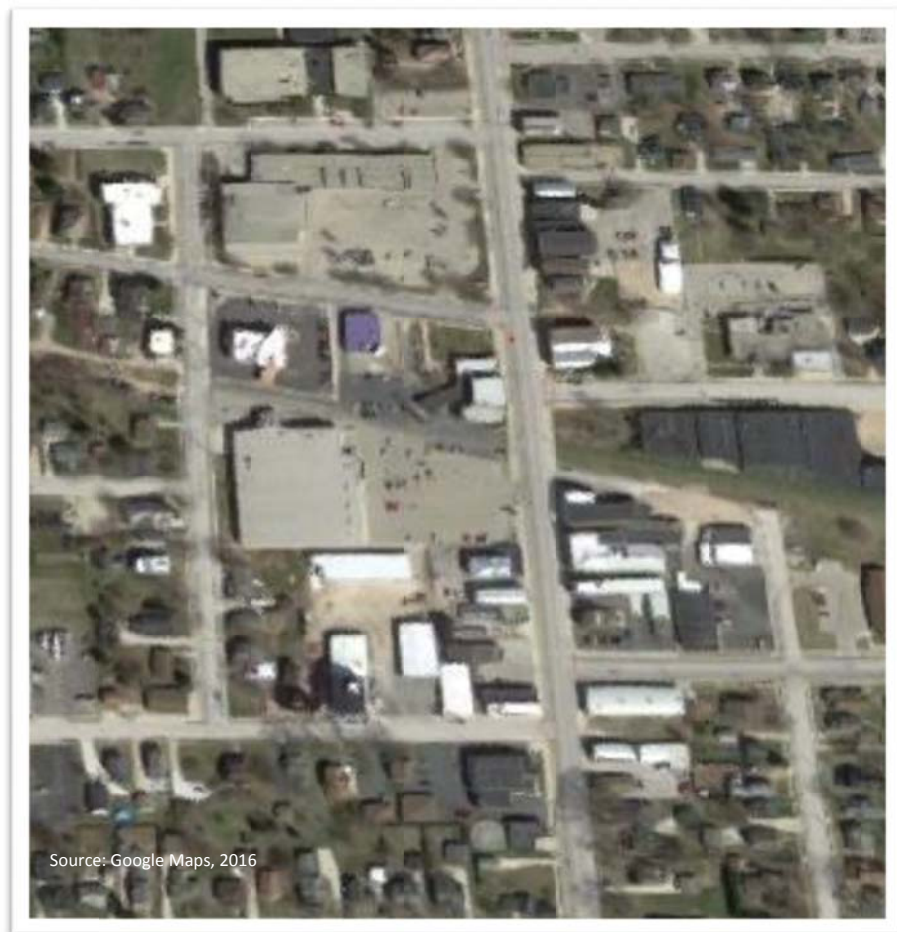


Figure 1: Views of Downtown Brillion



WORKSHOP GOALS

The overall goal of the workshop was to seek resident and user input/feedback which will be used to create a new “vision” for the downtown and Main Street corridor. Identifying key features and characteristics related to context, function, use, connectivity, and need for change are important to fully understand the community’s desires for moving forward and effecting change.

The workshop information is used to generate a better picture of what the future could be for the downtown, with perhaps some ideas on how the surrounding area could also change as a result. A vision, once developed and accepted, would be used as a guide for the preparation of a more detailed ‘master plan’ by the which would more specifically identify potential changes in the uses or character of public and private properties over time.

The workshop was developed using experiences that East Central staff has had in other communities whereby a very visual and creative set of questions and exercises is used to draw out thoughts, ideas, and concerns from the general public and place them in a context that will help further planning efforts for the downtown.

This particular workshop was held on Tuesday, April 26th from 5:30 to 7:30 p.m. at Carstens Mill, a local private event hall that offered a unique and creative setting. The workshop was publicized prior to the event through a number of methods, including media releases, physical and e-mail distribution of event flyers, website postings, and direct mailing. A copy of various media and promotion materials are contained in Appendix A.

WORKSHOP STRUCTURE AND EXERCISE DESCRIPTIONS

Prior to the event, ten (10) individuals were pre-registered, however; a total of eleven (11) people participated (with only five signing in) on the day of the event. Appendix B contains copies of the registration/sign-in sheets. As shown in Map 2, a composite image of attendance geography shows that the distribution of participants was wholly within the City of Brillion with a majority of individuals living/owning businesses near the central part of the city.

The participants were introduced to the background and reasoning for the event, and were then led through a series of simple exercises that encouraged and fostered creative thinking. As Figure 2 shows, the event program purposefully kept things going at a quick pace – typically using no more than 15 minutes per exercise.

Map 2: Workshop Participant Geography

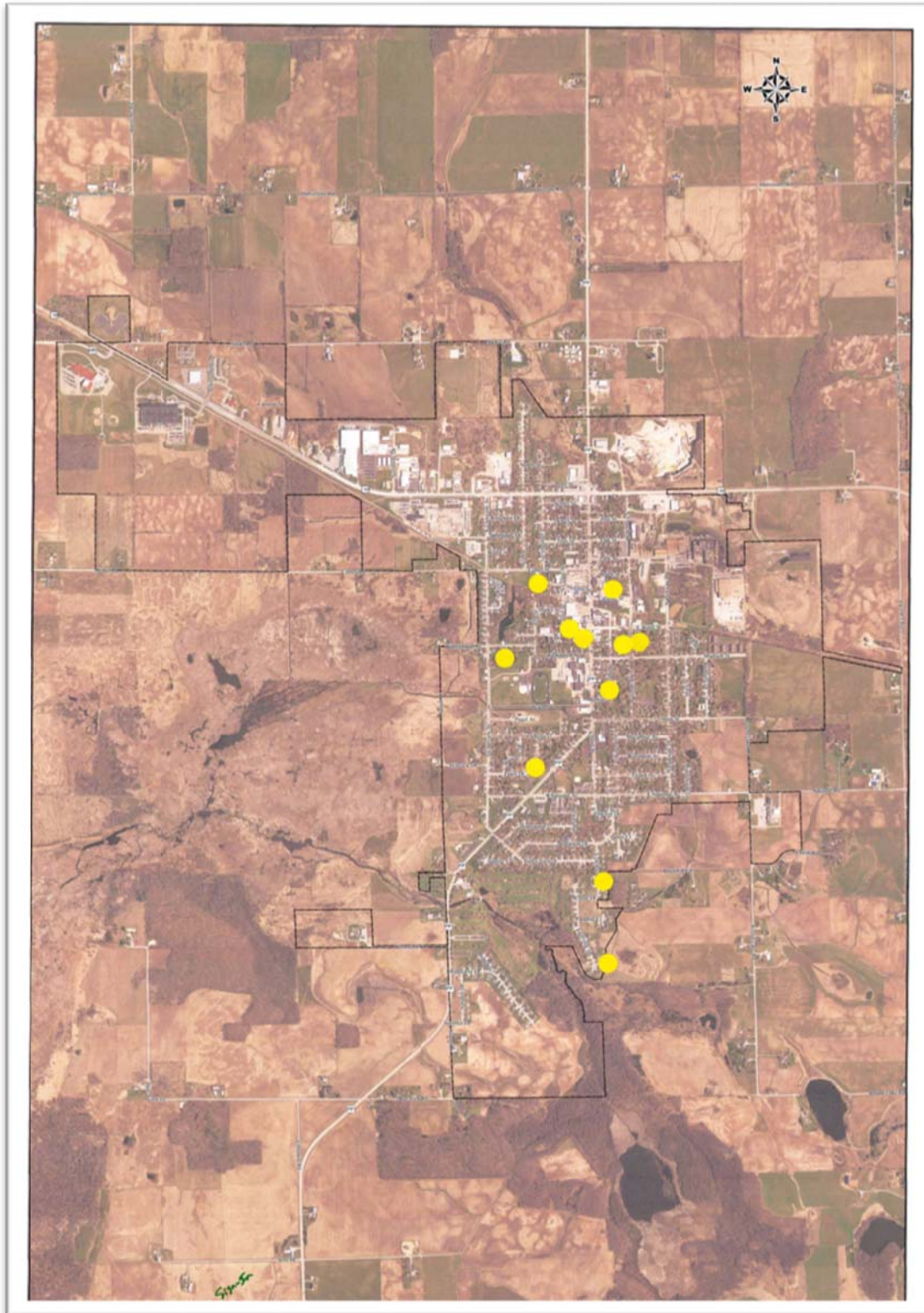
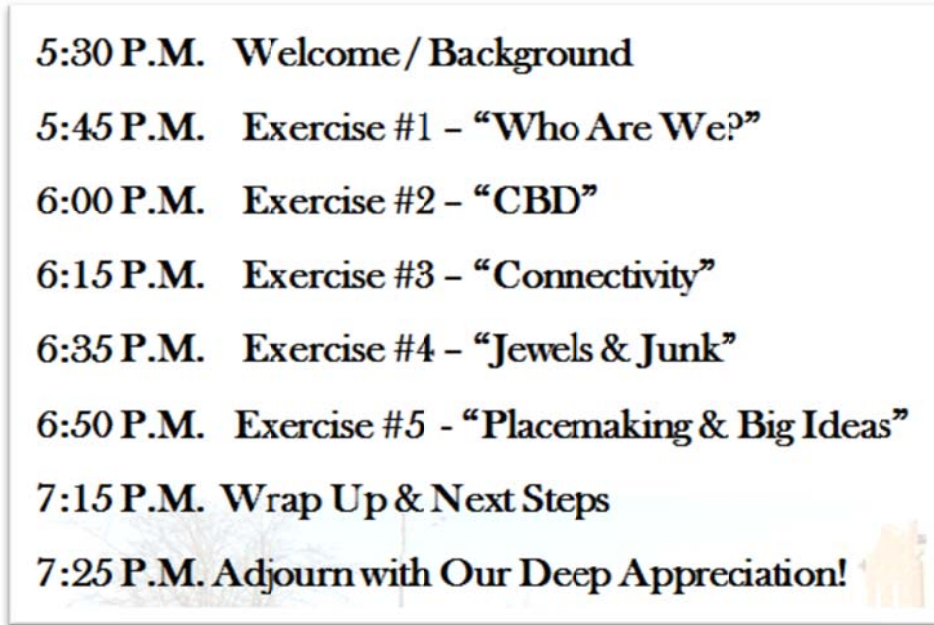


Figure 2: Workshop Event Schedule



5:30 P.M.	Welcome / Background
5:45 P.M.	Exercise #1 - "Who Are We?"
6:00 P.M.	Exercise #2 - "CBD"
6:15 P.M.	Exercise #3 - "Connectivity"
6:35 P.M.	Exercise #4 - "Jewels & Junk"
6:50 P.M.	Exercise #5 - "Placemaking & Big Ideas"
7:15 P.M.	Wrap Up & Next Steps
7:25 P.M.	Adjourn with Our Deep Appreciation!

No limits or constraints were set – such as money, politics or regulation – in order to better seek out transformational (or ‘game-changing’) ideas from the public. Every idea is a good one, was the mantra for the event. The exercises are described briefly below.

EXERCISE 1: WHO ARE WE? – A worksheet was provided to record your thoughts about the identity and image of the City of Brillion and its downtown environment.

EXERCISE 2: "CBD" - A simple map is used to define the extent (boundaries) of the downtown Brillion environment.

EXERCISE 3: CONNECTIVITY – This map based exercise allowed participants to identify locations/areas away from the lock site property that should be better connected to this area – physically, economically, or socially.

EXERCISE 4: JEWELS AND JUNK – Participants used a series of maps to identify and expound upon their favorite, and not so favorite, places within or near downtown Brillion.

EXERCISE 5: BIG IDEAS! / PLACEMAKING – Land use change is bound to happen within/near the downtown and participants could provide thoughts on what types and how intense these changes should be by generating their ‘big ideas’ and/or suggestions for improving the quality of “places” for the downtown and immediate area using a set of response forms and maps.

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CHAPTER 2

WORKSHOP SUMMARY RESULTS

CHAPTER 2: WORKSHOP SUMMARY RESULTS

BACKGROUND

The public visioning process consisted of a single, two-hour workshop scheduled on Tuesday, April 26th from 5:30 p.m. to 7:30 p.m. at Carsten's Mill. Based on the number of attendees, persons were asked to place themselves in one of three (3) groups around pre-arranged tables which were equipped with all of the workshop forms, maps, notecards, and markers that were needed. These groups ranged from 3 persons to 4 persons each.

Even with a rather small group, a significant amount of 'data' was generated throughout the course of the evening. This data is summarized and displayed in several manners in order to best identify common themes or ideas both within single groups, and across the entire workshop population. The data takes on two distinct forms: tabular (lists and prioritized lists), and; geographic (map-based). The data is arranged by individual exercise and is typically summarized for each table (group), as well as for the entire exercise across all workshop participants.

WORKSHOP SUMMARY RESULTS

Exercise #1: Who Are We?

Exercise Description

The first exercise was established to explore perceptions about the identity of the City of Brillion as a whole. Participants were provided a single page form (Figure 3) with the main question being "What words/ideas would you use to describe the IDENTITY of these areas, whether it is associated with the history, current times/culture, or as you'd like to see it in the future?" For each focus area, participants were asked to identify what they felt were important features and traits

Analysis and Observations

The results of this exercise offer insights to the overall positive or negative impressions of the community and can provide ideas that could be explored and considered on how to incorporate heritage/history, current thinking, and lofty visions into an eventual downtown redevelopment plan/strategy. A total of 130 responses were generated and are provided in Appendix C, while a summary of the data is provided in Table 1.

Overall, the responses were generally positive in nature, highlighting qualities of the community that are deep rooted and value driven, such as work ethic and leadership; however, some negativity is expressed in terms of how open and accepting the community is of newcomers/outside. The most common references when considering its past were tied to the City's industry (e.g. Brillion Iron Works, Ariens, etc.), leadership, and civic infrastructure.

Figure 3: Exercise #1 Data Collection Form

City of Brillion “Downtown Dreams” Workshop - April 26, 2016
Exercise #1 – “Who Are We?”

PURPOSE: Create a list of qualities and characteristics that define the community of Brillion and/or the Downtown area and contribute to its overall identity and “sense of place”.

PAST (historic)	PRESENT (current culture)	FUTURE (what should /could be?)

PLEASE PRINT CLEARLY!

Top responses within the “current/culture” category continued to focus on Brillion being most known for its industrial/manufacturing base, the acknowledgement of long-term family ownership of its major industries as a key driver in the local economy and to some degree, perhaps the main reason that Brillion has been able to maintain its population over the years. Other common thoughts included high reverence for the City’s overall community values and education system. High school sports, local festivals and general location as a bedroom community to the Fox Valley were also noted as part of the City’s current image.

Table 1: “Who Are We” Top Responses

Past / Historic		Current / Culture		Future / Vision	
Number of Responses	General Category	Number of Responses	General Category	Number of Responses	General Category
20	Industry & Business	8	Industry / Manufacturing	13	Investment in Downtown / Businesses
9	Leadership/Work Ethic/Values	7	Community Values	6	Tourism / Recreation / Trails
5	Civic Infrastructure	7	Strong Education / STEM	5	Accepting / Innovative / Progressive
4	High School Sports	5	Sports	5	Small Town Values
3	Community Values	5	Reluctance / Unaccepting / Status Quo	3	Successful School District / STEM Program
2	Places	4	Festivals/Events	3	Strong / Emerging Industry
		3	Location/Bedroom Community	3	Children's / School Activities
		3	Capitalize	1	Community Events
		3	Innovation / Investment	1	Housing
		2	Small Businesses/Main Street		

Looking toward the future, participants generally felt that more investment needs to be made by the City, its businesses, and residents with respect to the downtown. High levels of interest were also shown regarding improvements in recreational and trail amenities which could increase tourism given the vast amount of natural resources located nearby to the City. Additionally, participants wanted to see continued investment in the education system and find ways to be more innovative and progressive, whether it is economically, or socially.

Exercise #2: “CDB”

Exercise Description

This exercise used an 11”x17” image of the downtown Brillion area. Each participant took a colored marker and was asked to draw a boundary line which they felt defined the Central Business District (or CBD) for the City of Brillion. They were asked to think about how the Main Street corridor functions and what areas adjacent to it had the economic, social or geographic characteristics that made them feel it was “part of downtown”.

Analysis and Observations

A wide variety of responses were captured during this intensive workshop exercise. Each map was significantly different, however; a number of commonalities were present in terms of the placement of line work. The entire set of individual map responses are contained in Appendix C while Map 3 on the next page illustrates a composite image of all 11 participant responses.

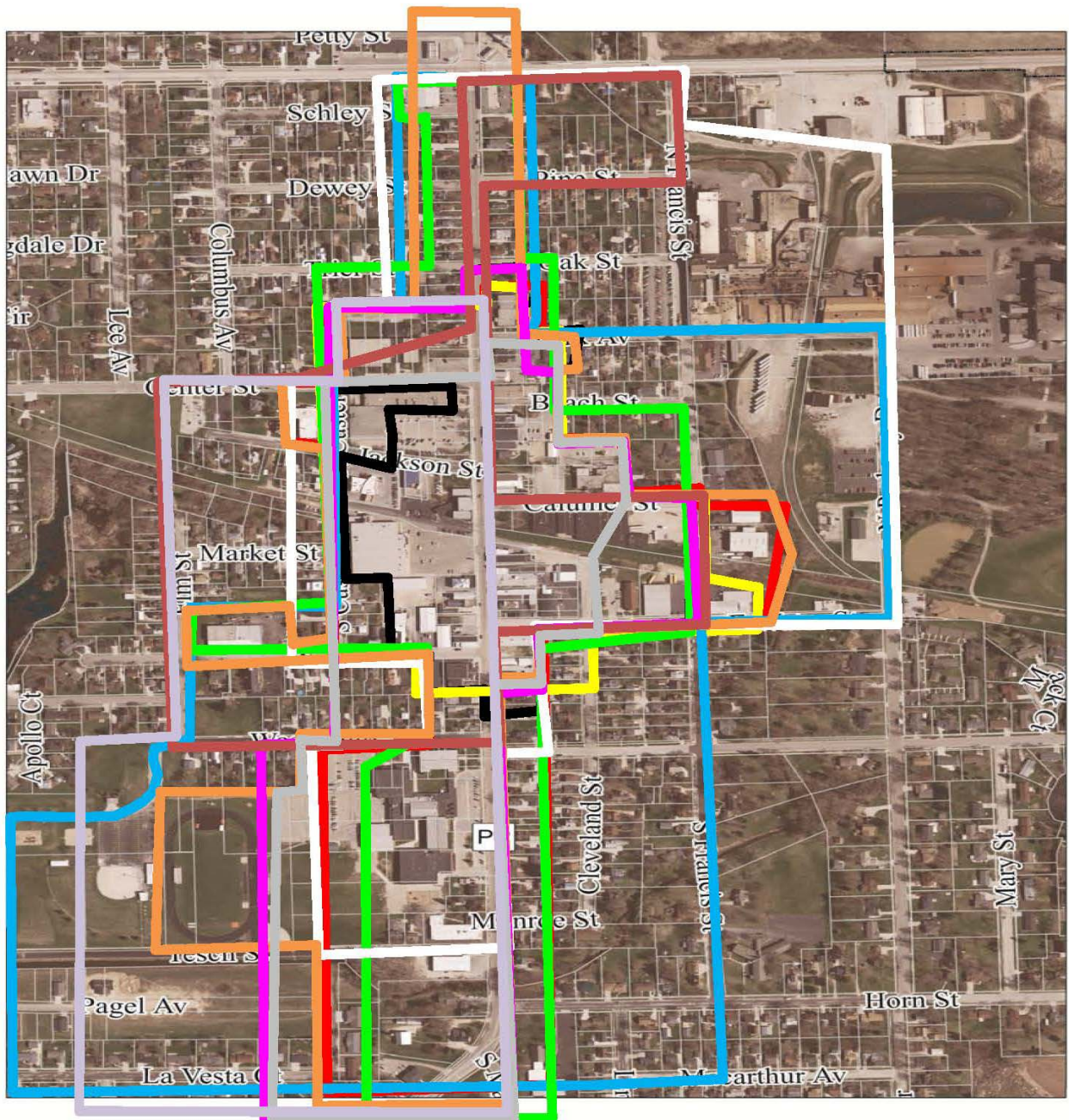
Map 4 is a simplified version of the composite response map and, by showing all of the lines in a single color, allows the viewer to see where overlaps and variations exist regarding the interpretation of ‘what is the CDB’.

A majority of responses included the immediate east and west sides of Main Street, generally from Highway 10 on the north to, or past, Tesch Street on the south. Some respondents included nearby residential neighborhoods or other major employers within close proximity. Institutional uses such as the Brillion Middle School facilities were also often included (connected) to the downtown.

When comparing the general patterns of responses, along with the tendencies for lines to overlap, a consensus view of what the CDB looks like starts to become apparent. Map 5 illustrates a consensus map of the CDB based on these individual responses. In general, the boundary shown reflects a majority of participant’s opinions for where the demarcation of downtown should start and stop. While some adjustment may be necessary as more opinions are sought by the City, the consensus boundary is probably a good place to start when developing redevelopment strategies.

Map 6 uses this consensus boundary to further examine how it relates to the overall land use and business patterns of the community. As illustrated, the generalized land uses/functions (typology) of downtown correlate closely with people’s perceptions of what downtown is as a whole.

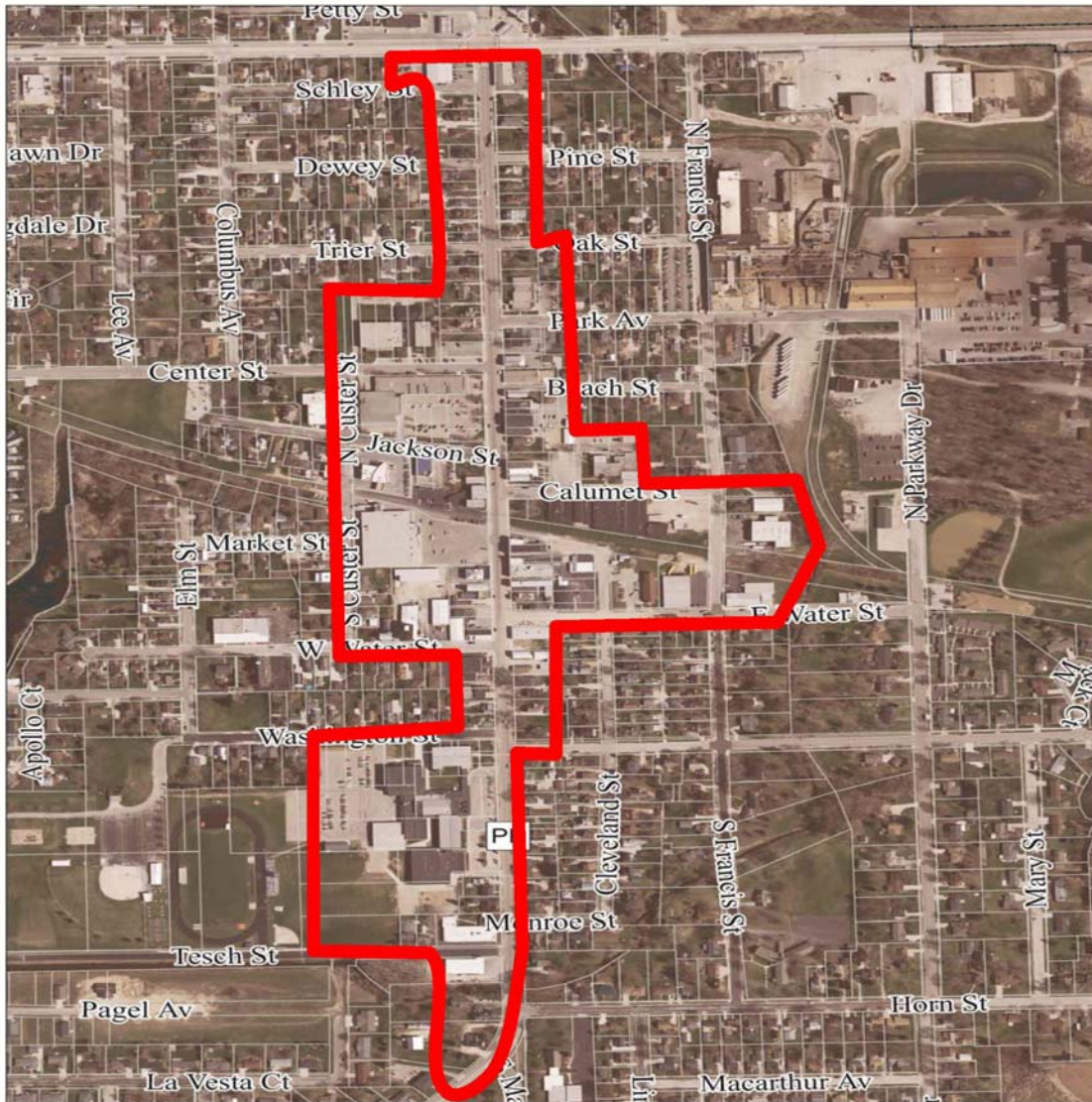
Map 3: CBD Exercise Results (Composite)



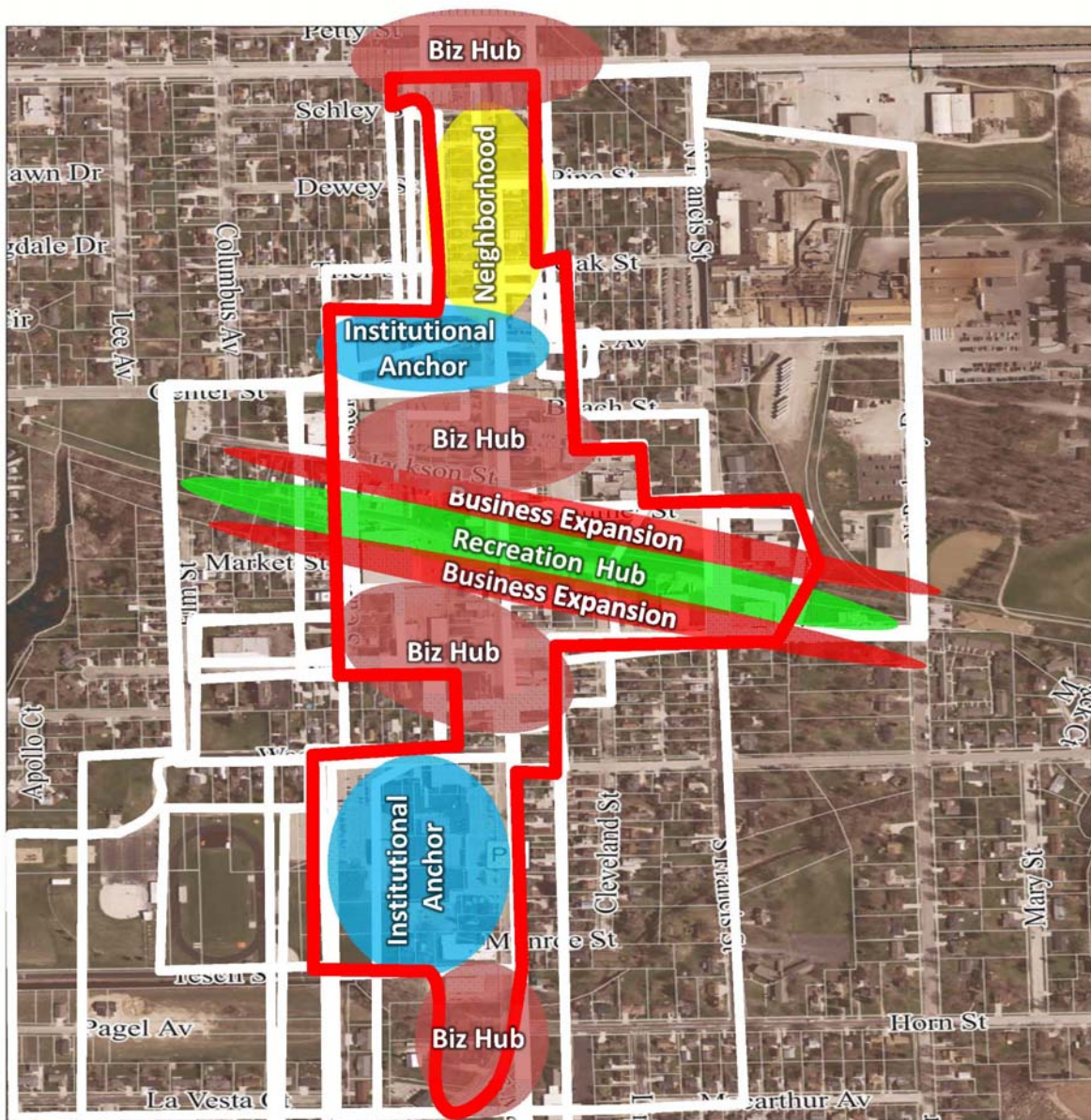
Map 4: CBD Exercise Results (Composite, Simplified)



Map 5: CBD Consensus Map

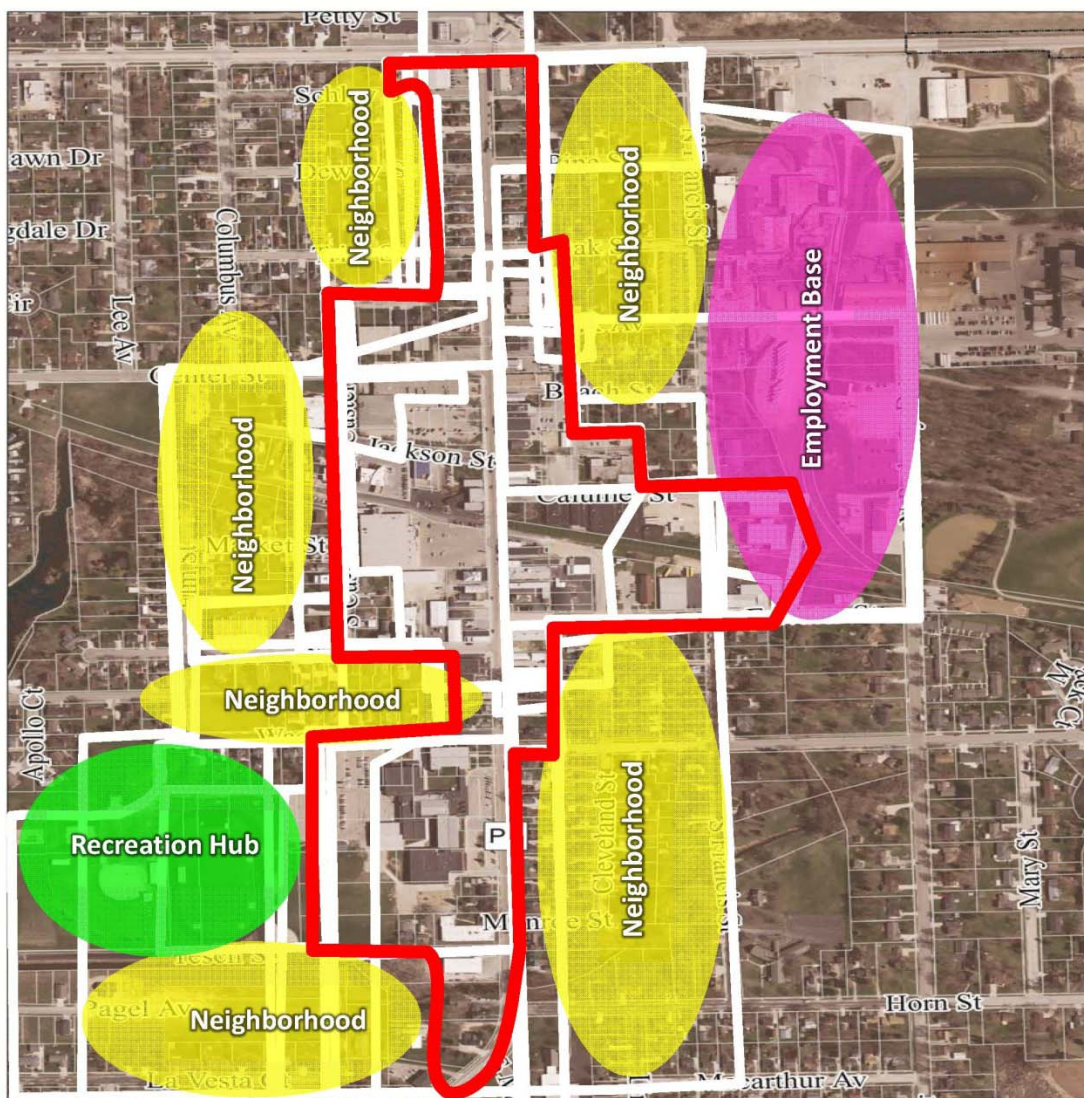


Map 6: Downtown Typology



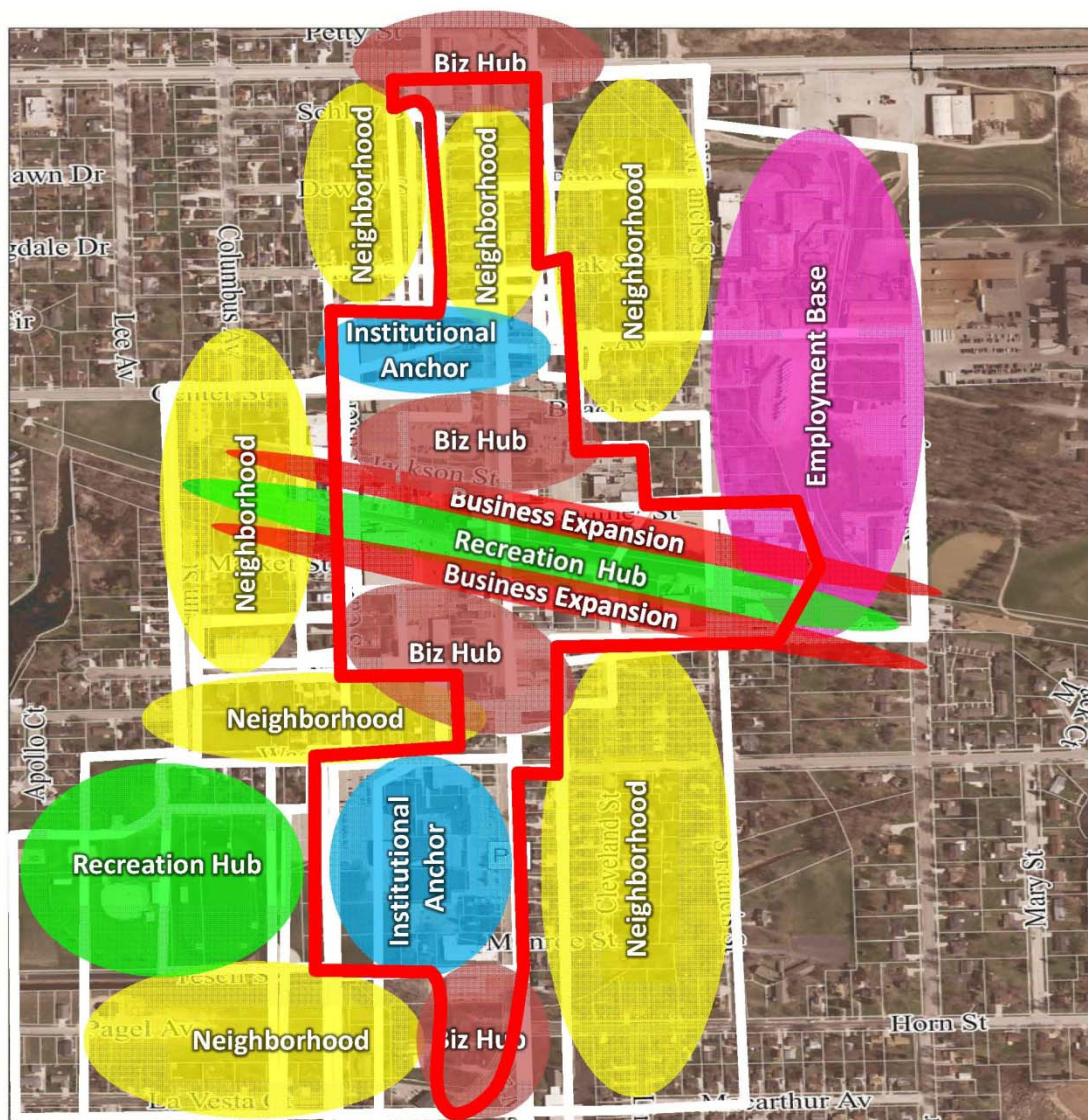
Map 7 uses the consensus boundary, along with other areas identified near downtown to examine the typology of adjacent lands which are strongly linked to downtown. It is important to identify these linkages as there are many social and economic benefits to a downtown which are derived solely from its nearby 'neighborhoods'. Consideration of these adjacent neighborhoods, and how to strengthen them, should be of equally high importance when planning for improvements in the downtown.

Map 7: Downtown Influenced Areas Typology



Map 8 illustrates a composite image of the two previous typology maps in order to provide a broader picture of how downtown Brillion is viewed and interpreted by the workshop participants. This typology should be used to guide further conversations about the needs for investment in the downtown area.

Map 8: Greater Downtown Typology



Exercise #3: Connectivity

Exercise Description

This exercise focused on the ability for people to move throughout the community of Brillion, with particular emphasis on how its downtown area connects to the rest of the community. Participants were asked to work as a group at each table, and using a colored markers and bright green stickers (dots) they were to identify places in the broader community on that should be better 'connected' to downtown. Participants were given approximately 10-15 minutes to complete this exercise as a group using a large map and a standard form (Figure 4). It was explained that these 'connections' could mean one of any number of things as it relates to the geography of the community and so the following questions were posed in order to get participants thinking.

1. Are there areas which have economic or social connections would benefit from increased physical connectivity?
2. What travel mode would best make the connection? (participants used walking and biking mainly, but did at ATVs as well).
3. What relationships/connections already exist that could be improved?
4. Are their gaps in accessing the downtown?
5. Are good visual connections or clues established to build awareness of downtown?

Figure 4: Connectivity Exercise Form

City of Brillion "Downtown Dreams" Workshop - April 26, 2016
Exercise #3 – "Connectivity"

PURPOSE: Identify nodes (points) and routes (lines) indicating current or future connections between the Downtown and other areas of the community.

PLEASE PRINT CLEARLY!

Location / Route Descriptions and Notations
A.
B.
C.
D.
E.
F.
G.
H.
I.
J.

FLIP OVER – ROOM FOR MORE ON BACK!

Map 9: Connectivity Results, Group 1

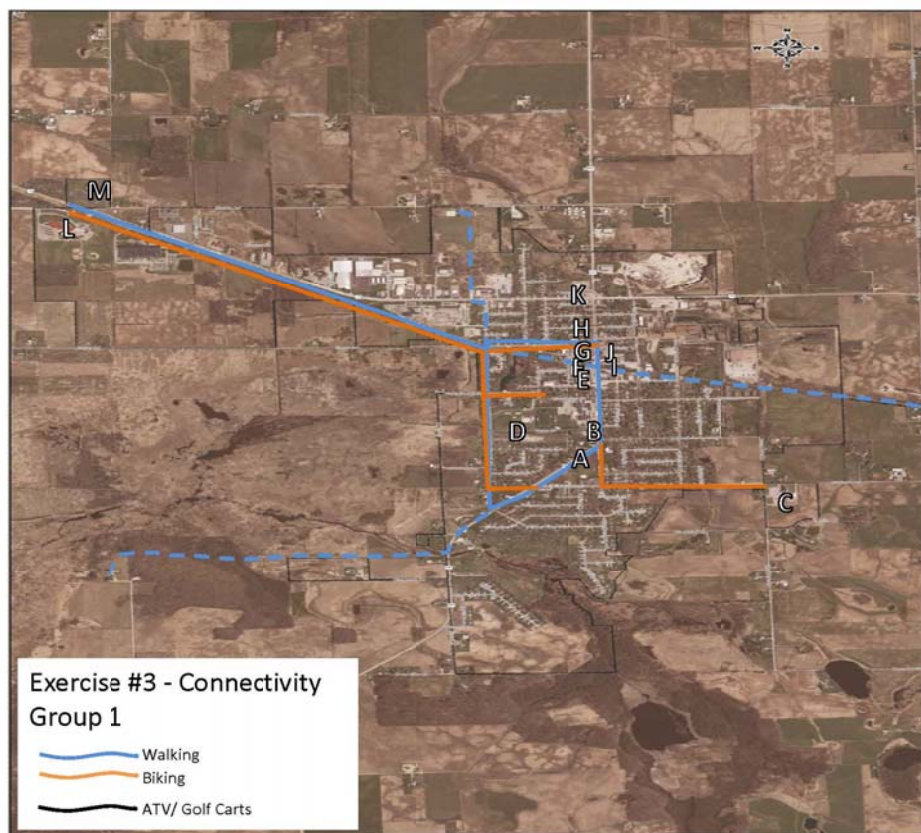


Table 1 – Exercise #3: Points	
A	Hidden Treasure / Auto Motive
B	Middle School
C	Trinity School
D	Peters Park
E	Hardware Plus
F	Econo Foods
G	Banks – Calumet County & Verve
H	BCC
I	City Hall / Post Office
J	Library
K	Kwick Trip
J	Brillion High School
M	Holy Family Church

Map 10: Connectivity Results, Group 2

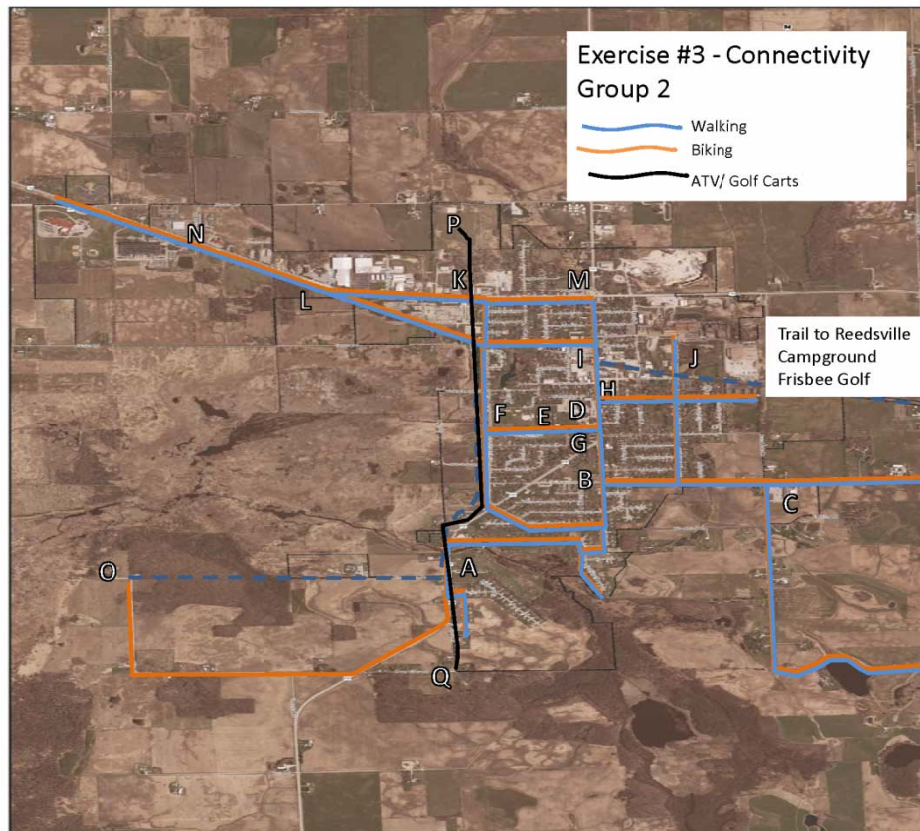


Table 2 – Exercise #3: Points	
A	Deer Run Golf Course
B	Heritage Park
C	Trinity School
D	Elementary and Middle School
E	Football Field
F	Peters Park
G	Hidden Treasures Thrift Shop
H	Downtown shopping (Econo & other retail)
I	Community Center
J	Public Library
K	Horn Park
J	Food (DQ, MCD's, Subway)
M	Food / gas/ auto parts
N	Shopko Center
O	Nature Center
P	ATV Park
Q	Conservation Club

Map 11: Connectivity Results, Group 3

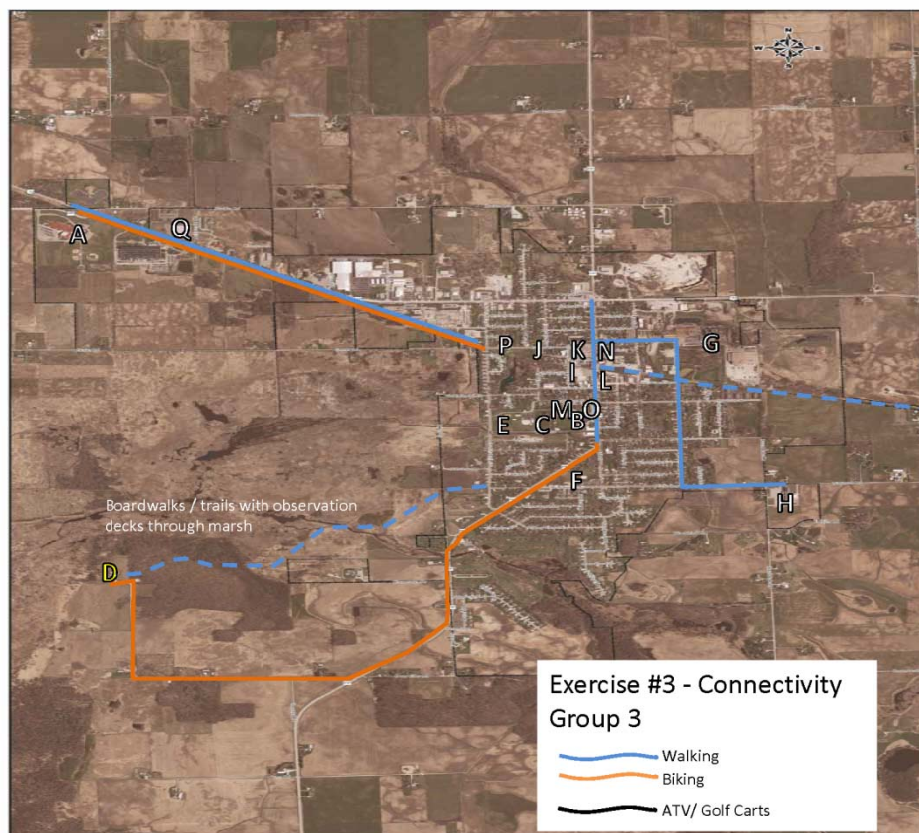


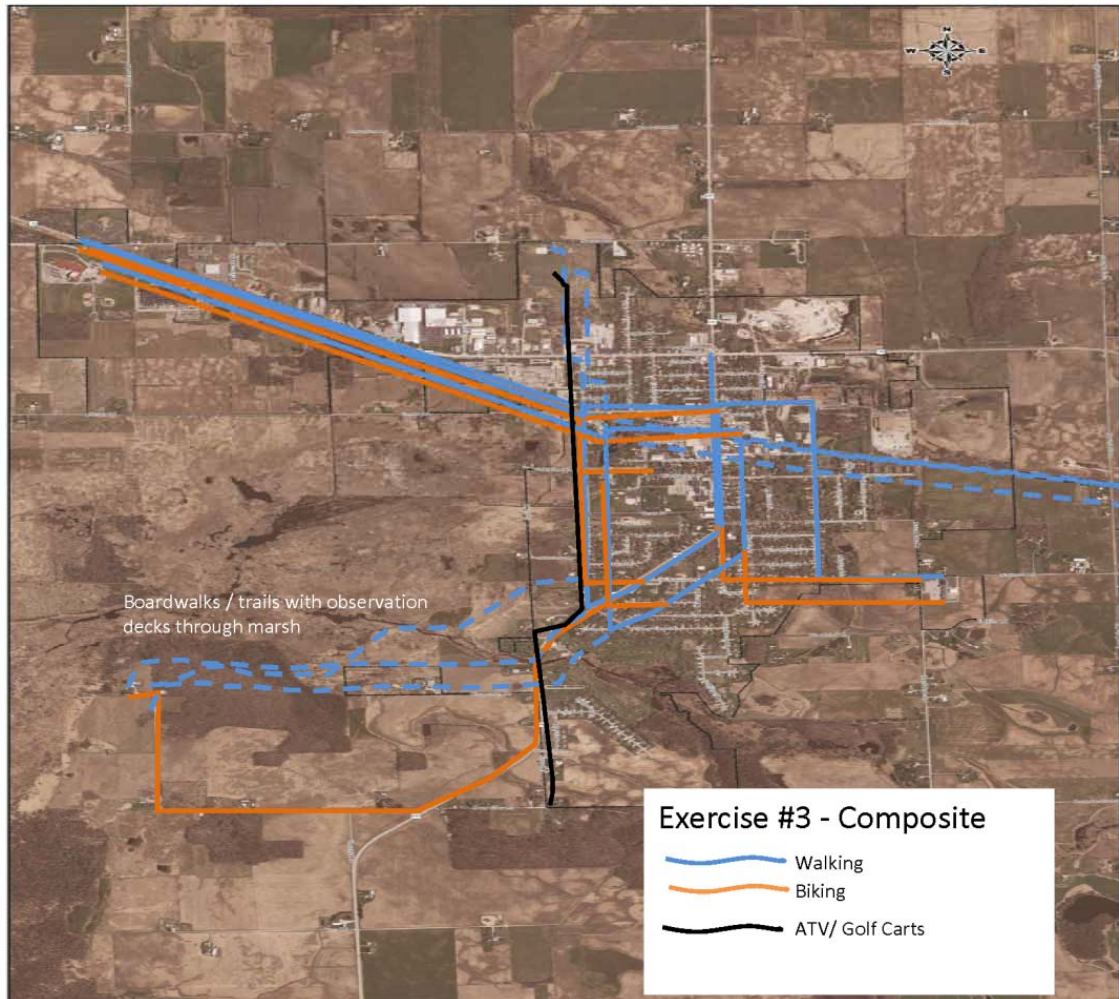
Table 3 – Exercise #3: Points

	Table 3 – Exercise #3: Points
A	High School
B	Middle and Elementary Schools
C	Football
D	Nature Center
E	Peters Park
F	Heritage Park
G	Horn Park
H	Trinity School
I	Econo Foods
J	Holy Family
K	Community Center
L	City Hall
M	Hardware Plus
N	Library
O	Hopschotch
P	Holy Family
Q	Shopko

Analysis and Observations

While each group was comprised of different participants with different backgrounds, it is interesting to note the similarities of the exercise results. As shown in Map 12, the composite image of all three groups shows the general alignment regarding ideas on where improved infrastructure or signage might foster better connectivity.

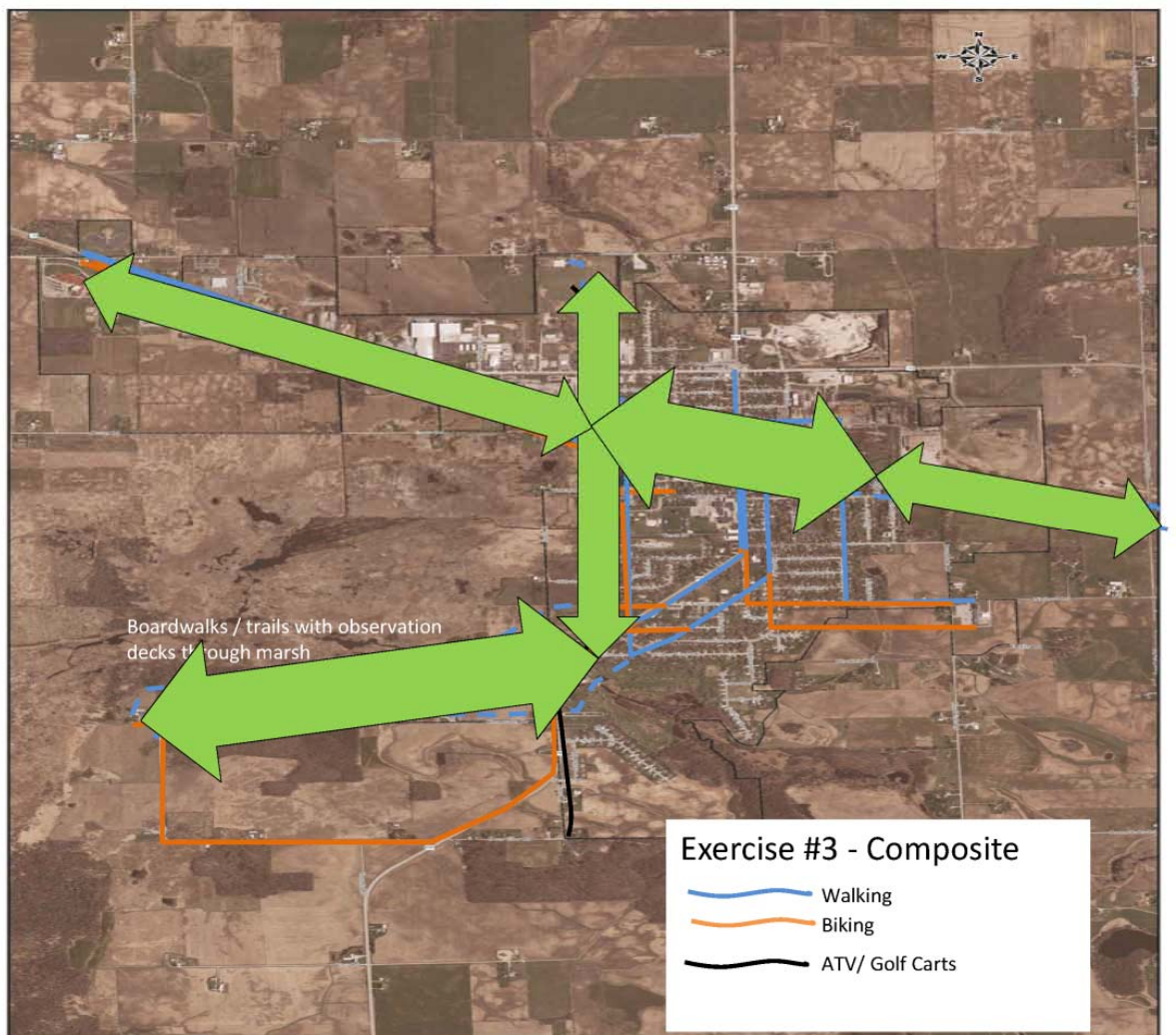
Map 12: Connectivity Results, Composite Image



In general, it was felt that connecting the downtown to the west and east using the old railroad grade would improve access to downtown for area residents, and perhaps visitors who utilize the Friendship Trail. A north/south connection for biking or for ATVs along the western edge of the City would help to facilitate a better connection to the south and west to/within the Brillion Wildlife Area and Brillion Nature Center.

Based on the composite image, Map 13 illustrates the three major corridors which should be considered for connectivity improvements. Additional planning and strategy development should occur to examine opportunities and funding options for improving infrastructure and signage along these corridors so that they can move pedestrians and bicyclists in a safe and efficient manner.

Map 13: Connectivity Results, Major Corridors



Exercise #4: Jewels and Junk

Exercise Description

This exercise asked participants to use the same map from Exercise 2, CBD, along with a standard form (Figure 5) to identify and locate specific features that should be considered as 'important' or 'unique' (jewels) or those that need improvement (junk). No further direction was provided and participants placed one of two colored dots on the maps to identify a 'jewel' or 'junk' site/feature.

Figure 5: Jewels & Junk Response Form

City of Brillion "Downtown Dreams" Workshop - April 26, 2016
Exercise #4 – "Jewels & Junk"

PURPOSE: Identify key assets within Downtown and call out specific areas, locations, or features that need some type of improvement.

PLEASE PRINT CLEARLY!

Location Descriptions
A.
B.
C.
D.
E.
F.
G.
H.
I.
J.

FLIP OVER – ROOM FOR MORE ON BACK!

Analysis and Observations

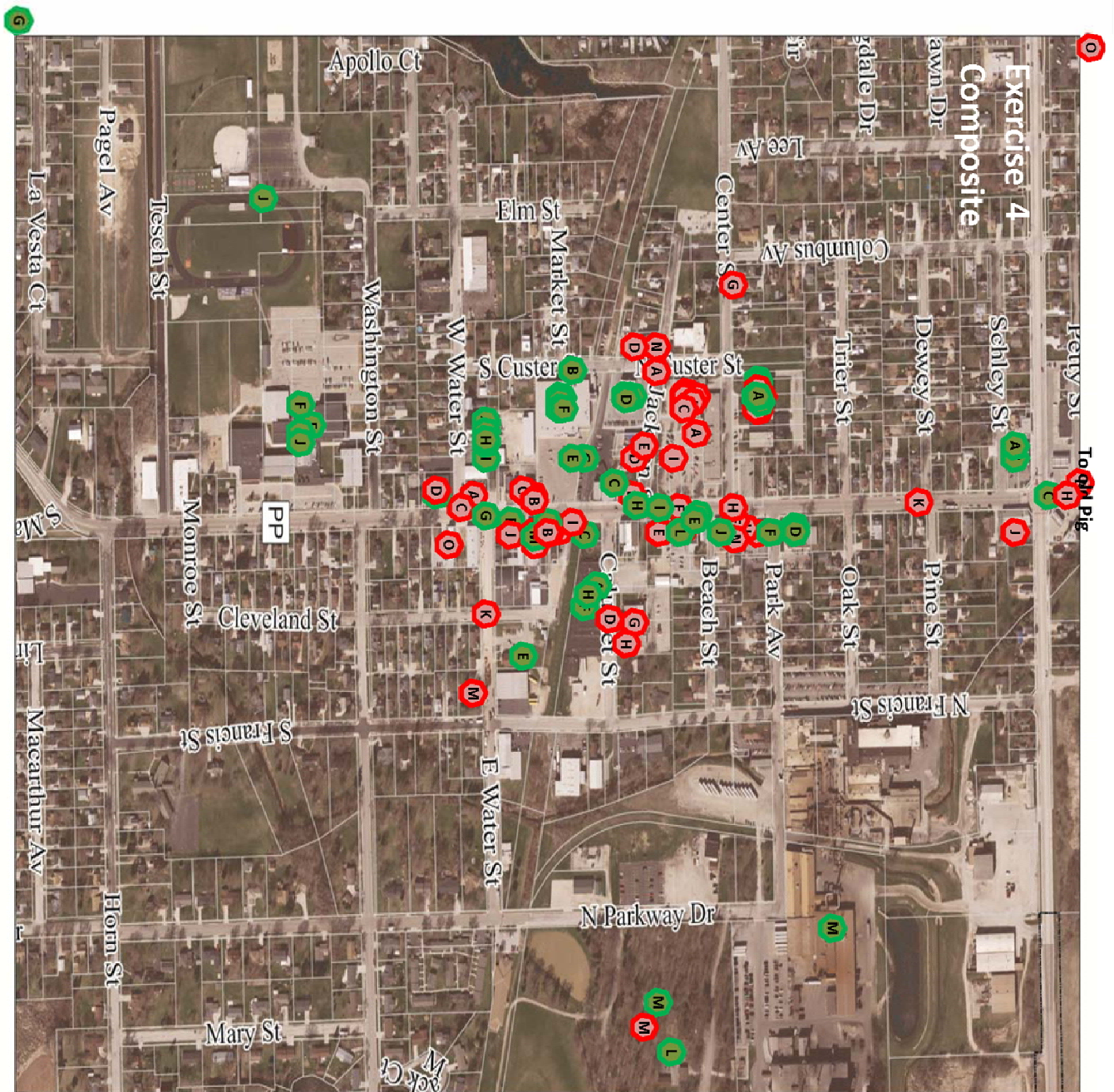
The purpose of this exercise was to get participants to identify jewels and junk in their own community. As Table 2 indicates, the combined 137 jewels and junk responses were somewhat equally distributed with jewels representing 52% (71) of responses and junk representing 48% (66) of responses. Many of the top "jewel" responses related to critical elements of the community such as the Brillion Community Center, grocery store, library, museum and high profile businesses.

Table 2: Summary Results of Jewels & Junk Comments

Jewels	#	Junk	#
Brillion Community Center	7	HUB T&C	8
Carstens Mill	7	Old Richards	6
Econo Foods	6	Community Center (BOTH) Needs a facelift	4
Library	6	Randy's – Parking lot blight	4
Elementary/ Middle School	5	City Hall – Needs face lift & Expansion	3
Ariens Museum	4	Hometown	3
Hardware store	4	Main Street - HUB	3
Verve Credit Union	3	Bullwinkle's / Ethel's Building – Junk, needs help	3
Street Flower Baskets/Landscaping	2	Old Piggly Wiggly	2
T&C	2	Parking lot condition	2
Ariens Park	1	Post office – needs to be down town	2
Band shell improvement – dirt BIW – Good mature park – Railroad bed for trail	1	Rental building next to Schrolh's	2
Bank	1	Richard's clothing building / Juices – now Bullwinkle's	2
Banks, Econo Foods	1	Store fronts – No consistency	2
Bars – Hot Heads, Creative Knots	1	Street Repair (Main)	2
Baskets (Flower) & Flags	1	Apartment	1
BCC	1	Automotive	1
BLW – Employment	1	Baker Bills	1
Bowling Alley Block – Keep historic façade	1	Bank Mutual Building	1
Brillion Nature Center	1	Chinese Restaurant – Good - needs facelift	1
Calumet CTY Bank	1	Corner of Water and Main	1
Chinese Restaurant	1	Day Auto - old letters from automotive show faded yellow siding needs a facelift	1
Creative Knots Block – keep historic façade	1	Down town family rentals – Junk	1
Funeral Hall	1	Fill empty lot – needs help	1
Hopscotch	1	Hardees	1
Horn Park – underutilized	1	Homes west of BCC	1
HUB Building	1	House	1
Kwik Trip, Auto shop, Rudy's	1	House	1
New Econo	1	JMR Builders	1
O'Reilys - face lift very good improvement	1	Juices	1
Parks & football field	1	Long stretch between highway & down town	1
Post office	1	Main St. Square	1
Rudy's	1	Old Home	1
Salon 360	1		
Thrift Store	1		

East participant then took colored dots (green = jewels / red = junk) and placed them on their map to represent these sites. The individual maps for each participant are contained in Appendix C; however, a composite map showing the results from all participants is shown in Map 14.

Map 14: Jewels and Junk Exercise Results, Composite



The results of this exercise should be used by the City to further identify larger tracts of land that may be ripe for redevelopment, or specific properties that should be improved or cleaned up. The “jewels” noted should be considered for integration or enhancement as future redevelopment plans are created. These sites should be should be preserved or protected in terms of their placement, use, or function as the community changes around them.

Exercise #5: Big Ideas & Placemaking

Exercise Description

This exercise was geared toward the groups at each table using a standard input form (Figure 6) and a map of the downtown Brillion area for reference to mark down any ideas graphically. The groups were given approximately 15 minutes to generate as many “big ideas” as they could for the downtown, although they were not limited to this geographic area. If desired, participants could dream bigger and expound upon ideas that encompass the entire community. The groups were encouraged to write down/identify any other ideas which were not mentioned in the previous exercises. Groups were asked to think about ‘game changing’ thoughts on how to revitalize the downtown and how small or large-scale improvements could help produce the outcome of a more vibrant downtown. No limitations were set on the nature, scale, or cost of the ideas as the purpose was to simply generate a list of possibilities.

Figure 6: Big Ideas Response Form

City of Brillion “Downtown Dreams” Workshop - April 26, 2016
Exercise #5 – “Big Ideas & Placemaking”

PURPOSE: Identify “cool places” that exist, or places that potentially could be! How could these spaces be transformed? What could they be used for? How do you make them more “social”? What are your ‘Big Ideas’?

PLEASE PRINT CLEARLY!

Location Descriptions and Big Ideas for Placemaking
A.
B.
C.
D.
E.
F.
G.
H.
I.
J.

FLIP OVER – ROOM FOR MORE ON BACK!

For the purposes of this exercise, “placemaking” was described to attendees as process of creating public spaces that will attract people because they are pleasurable or interesting. Information about the concept of placemaking was shared with the participants using graphics similar to those contained in Figure 7.

Figure 7: PPS Placemaking Concept



The exercise was intentionally designed to inspire the community member to think outside of the box and bring forward any idea that they feel is important. Each idea was meant to be a grand realization of somebody’s dream where money and traditional considerations like location, density, and size were not considered. The purpose of this exercise was to look at the grand ideas and how/where could they fit into the surrounding area.

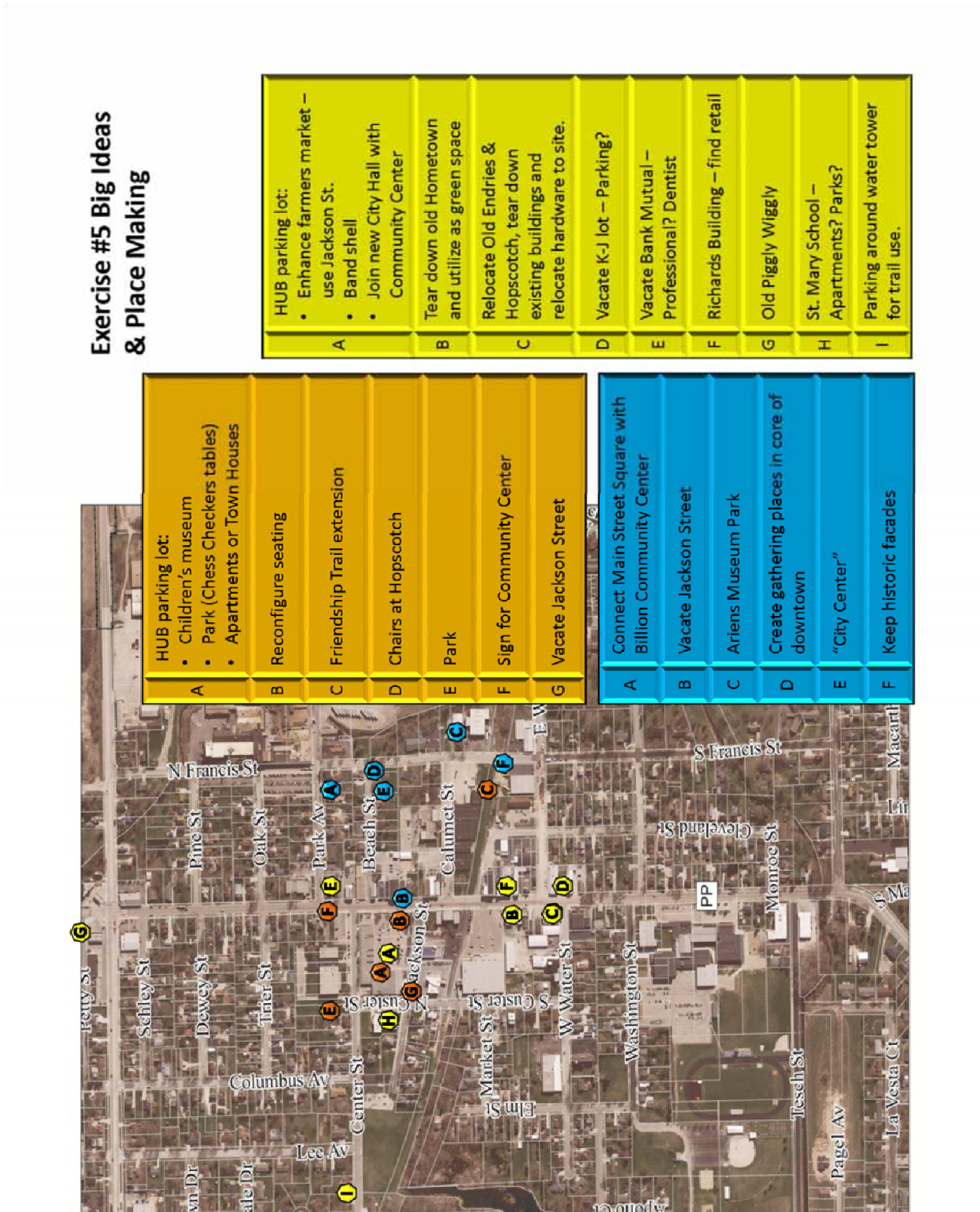
Analysis and Observations

This exercise generated about two dozen ideas which are summarized on Figure 8 in maps and table format. Many of these ideas revolve around finding new uses for several of the major buildings in and around the downtown area such as: The HUB, Bank Mutual building, St. Mary's School and, the old Endries building. While no specific ideas for re-use were generated, this exercise re-affirms the need for the City to inventory and address underutilized properties within the downtown.

Other ideas were for fairly small improvements within the downtown including the re-configuration of seating along Main Street at the corner near The HUB, the potential to create additional gathering spaces, and the re-use of parking areas for activities. Additionally a number of trail connections were also mentioned again.

These ideas should be reviewed in detail for potential opportunities for implementation and, based on feasibility, included as part of any future downtown redevelopment plan/strategy.

Figure 8: “Big Ideas” Exercise Results



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APPENDICES



APPENDIX A

EVENT PRESS & PROMOTIONAL MATERIALS



Downtown Dreams Workshop

Tuesday, April 26th, 2016
5:30 p.m.—7:30 p.m.
Carstens Mill
114 W. Water Street

The City of Brillion is developing a Strategic Plan for the future of its Downtown District. To begin that process, the City's leaders and community volunteers want to hear from you first!

Your thoughts are important! This public workshop has been set up to help formulate a future vision for how the City of Brillion's downtown will look, function and feel as new development or re-development opportunities take place.

As a resident, business owner and/or taxpayer, you may be affected by decisions that change the landscape of the downtown district over time. New growth through re-development, the

preservation of historic buildings, accessibility to businesses and jobs, and the aesthetics of Main Street can all have a huge impact on the community. Now is the time to voice your ideas, opinions and concerns, opinions on how we can make Downtown Brillion better!

Help us out by participating in a series of exercises that will stimulate and document your ideas and concerns in topic areas associated with community identity, defining the downtown, connectivity, land use change, and more!

PRE-REGISTRATION REQUIRED!

It is important for us to plan for the number of participants, so please pre-register for the event using the information below.

By internet: www.ecwrpc.org
(use link on upper right in "News" box)

By phone: (920) 751-4770



WORKSHOP LOCATION



Carstens Mill
114 W. Water St.
Brillion, Wisconsin

In the future.....
WHAT WILL BRILLION'S DOWNTOWN LOOK LIKE?
HOW WILL IT FUNCTION AND FEEL?
WHERE SHOULD INVESTMENTS BE MADE?
YOU HAVE THE ANSWERS!

Sponsored by:
The City of Brillion
City of Brillion Redevelopment Authority
Brillion Chamber of Commerce
City of Brillion Tourism Committee
City of Brillion Historical Society

With support from:
East Central Wisconsin Regional Planning Commission and Calumet County



Calumet • Port Clinton • Menominee • Oconto
Shawano • Presque Isle • Washburn • Winnebago

Downtown Dreams Workshop



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By phone: (920) 751-4770

**WORKSHOP
LOCATION**



**Carstens Mill
114 W. Water St.
Brillion, Wisconsin**

Brillion City Hall
 130 Calumet Street
 Brillion, WI 54110

Sponsored by:
 The City of Brillion
 City of Brillion Redevelopment Authority
 Brillion Chamber of Commerce
 City of Brillion Tourism Committee
 City of Brillion Historical Society

With support from:
 East Central Wisconsin Regional Planning
 Commission and Calumet County

Brillion WI
 SMALL CITY. BIG HEART




Downtown Dreams Workshop - Tuesday, April 26th, 2016

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WHAT WILL BRILLION'S DOWNTOWN LOOK LIKE?
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Help us out by participating in a series of exercises that will stimulate and document your ideas and concerns in topic areas associated with community identity, defining the downtown, connectivity, land use change, and more!

Why is Downtown Important?

Downtowns are the most visible indicator of community pride, along with its economic and social health. They are either an asset or a liability in the effort to recruit new residents, new businesses and industries, retirees, tourists, and others to your community and to keep those you already have. Quality of life is what separates successful cities and towns from declining communities in the new millennium. Finally, downtowns are the visual representation for your community's heritage. The architecture of your downtown is a physical expression of your community's history. The City of Brillion is supportive of collaborative, forward-thinking economic development activity within its downtown in order to make it a community asset that can be passed on to future generations.

Adapted from the National Trust Main Street Center

form	streetscape	business mix	aesthetics	entertainment
function	jobs	accessibility	housing	gathering places
re-development	identity	redevelopment	services	ECWRPC

How would you describe your future vision for downtown Brillion? Come tell us!

Brillion^{NM}
SMALL CITY, BIG HEART

East Central Wisconsin Regional Planning Commission
ECWRPC
Sullivan • Neider • Westlake • Winthrop

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APPENDIX B

REGISTRATION & SIGN-IN SHEETS

City of Brillion Downtown Dreams Visioning Workshop - Pre-registration list

1	Brad Grant	N7597 Blackbird Lane	Brillion	WI	54110
2	Gary Deiter	225 Apollo Court	Brillion	WI	54110
3	Jeff Wittmann	536 Fairway Dr.	Brillion	WI	54110
4	Sarah Pielhop	215 South Main Street	Brillion	WI	54110
5	Vicki Shafran	338 Cleveland St.	Brillion	WI	54110
6	Kim Buboltz	1082 Golfview Drive	Brillion	WI	54110
7	Mel Edinger	412 Fawn Drive	Brillion	WI	54110
8	Deena Larsen	211 Jackson Street	Brillion	WI	54110
9	Matthew R. Bennett	229 Jackson St	Brillion	WI	54110
10	Jon Bartz	150 N. Campbell Rd. (FVTC)	Brillion	WI	54110
11					
12					
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25					

City of Brillion "Downtown Dreams" Workshop – April 26, 2016



PLEASE SIGN IN



NAME	ADDRESS	E-MAIL ADDRESS
Tamara Brown	205 S. Main St. Brillion, WI	
Beth Wenzel	114 W. Water (Carstens)	
Matthew Bennett	229 Jackson St.	
Lori Gose	130 Calumet St.	
Cheryl Welch	228 S. Francis	

PLEASE PRINT CLEARLY

City of Brillion "Downtown Dreams" Workshop – April 26, 2016



PLEASE SIGN IN



NAME	ADDRESS	E-MAIL ADDRESS
Jon Bartz		

PLEASE PRINT CLEARLY

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APPENDIX C

DETAILED EXERCISE RESULTS

Exercise #1 – Who Are We (raw responses)

Past (Historic)		Current (Culture)		Future (Vision)	
Group 1 Responses					
1	Historical	1	Events	1	Build the Downtown
2	Old	2	Families	2	School Activities
3	Industries	3	New	3	Together
4	Manufacturing	4	Continue Building	4	Continued Growth
5	Wicker Factory	5	Bedroom Community	5	Very Progressive
6	Cigar Factory	6	Manufacturing	6	More mom and pop places
7	Iron Works	7	Small Business	7	Center of activity for area about 15 miles
8	Industry	8	School System	8	Industry
9	High school sport	9	Industry	9	Recreation with many activities
10	Home grown industry	10	Safe community	10	Safe community
11	Churches	11	High school sports	11	Small town feel
12	Civic groups	12	Strong school district	12	Destination for tourism
		13	Strong industry	13	Strong industry

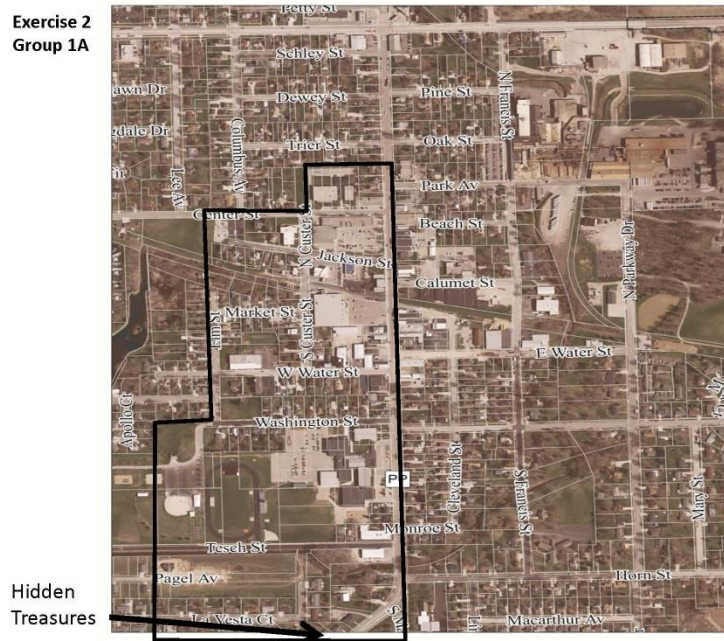
Past (Historic)		Current (Culture)		Future (Vision)	
		14	Churches	14	More retail
Group 2 Responses					
1	Rail Road	1	WHY 10/114 – Busy Main Street traffic	1	Trails – Trail head
2	Agriculture	2	Rural Ag	2	More small town shops
3	Sports – teams	3	Manufacturing	3	Housing – mid range
4	Relaxing (lakes, biking, and walking)	4	Sports/ arts/ parks	4	Innovative
5	Safe	5	Safe	5	Safe
6	Manufacturing	6	Manufacturing	6	Manufacturing and trails
7	Investment	7	Investment	7	Vibrant Downtown
8	Sports	8	Sports / arts	8	Green space /retail mix
9	Education	9	Education	9	Education
10	Wealth (sharing of)	10	Less wealth sharing	10	Success driven school district
11	Old Germans – hard working	11	Success driven school district	11	Accepting of all
12	Children running loose in a safe community	12	Heard: we are unaccepting of new people	12	Investment continuing

Past (Historic)		Current (Culture)		Future (Vision)	
13	Investment (personal)	13	Investment	13	Step out of the safe zone
14	Strong manufacturing history	14	Status Quo	14	Strengthen current business and maintain levels
15	Resourceful – Innovative	15	Reluctant to advance	15	Bring jobs, start small
16	Philanthropic	16	Capitalize on Stem Program	16	Look to emerging industries
		17	Middle of ?	17	Customize STEM Program to bring other industries into Town
		18	Bedroom community		
Group 3 Responses					
1	Manufacturing	1	Manufacturing	1	Comm = HUB
2	Family-owned businesses	2	Great education system	2	Small town values
3	First TIF (HUB)	3	Centrally located to larger urban areas	3	Thriving downtown w/ market and shops
4	Lengthy leadership	4	Industry (national)	4	Children museum
5	Rudy's	5	Community	5	Child activities
6	Industry (home grown)	6	Industry	6	Outdoor things – fish station
7	Small town neighbors	7	High school sports	7	Place to live safe.

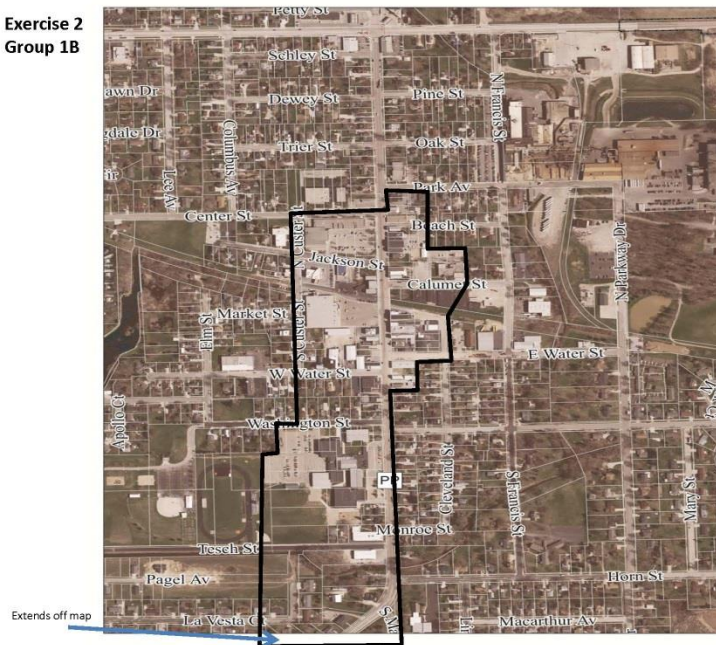
Past (Historic)		Current (Culture)		Future (Vision)	
8	Centralists	8	Innovation	8	More community events
9	Ariens	9	Sports	9	Trails w/ fitness equipment on trails
10	Iron Works	10	Great schools and police		
11	Endries	11	Brillion Parade and Fest		
12	Horn Ford	12	Friendly		
13	Religious	13	Fall Fest		
14	Foundry / factories	14	Brillion Fest		
15	Sports				

Exercise #2 – Downtown District (Raw Responses)

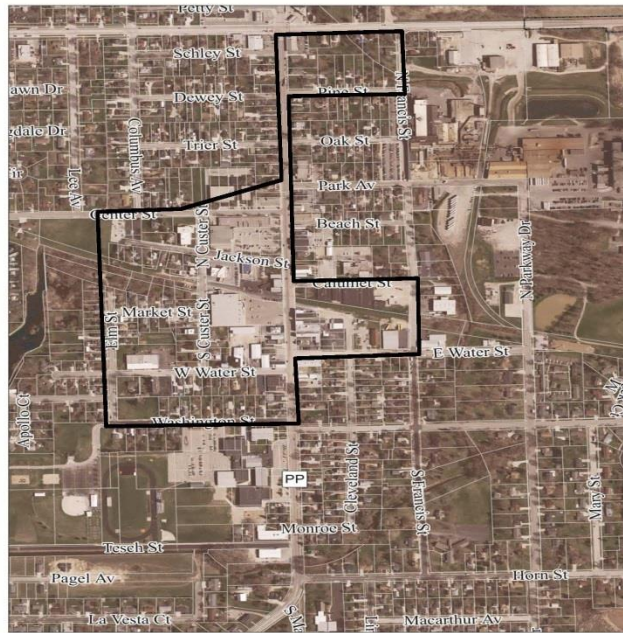
Exercise 2
Group 1A



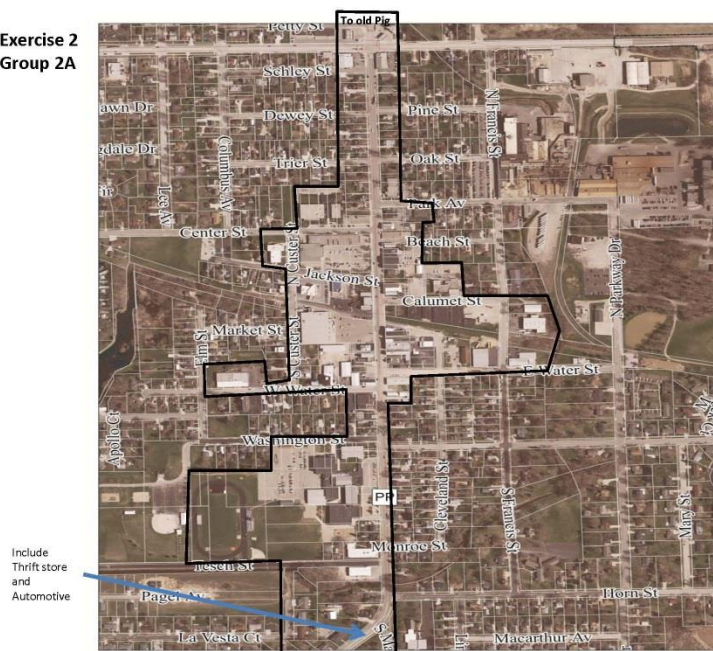
Exercise 2
Group 1B



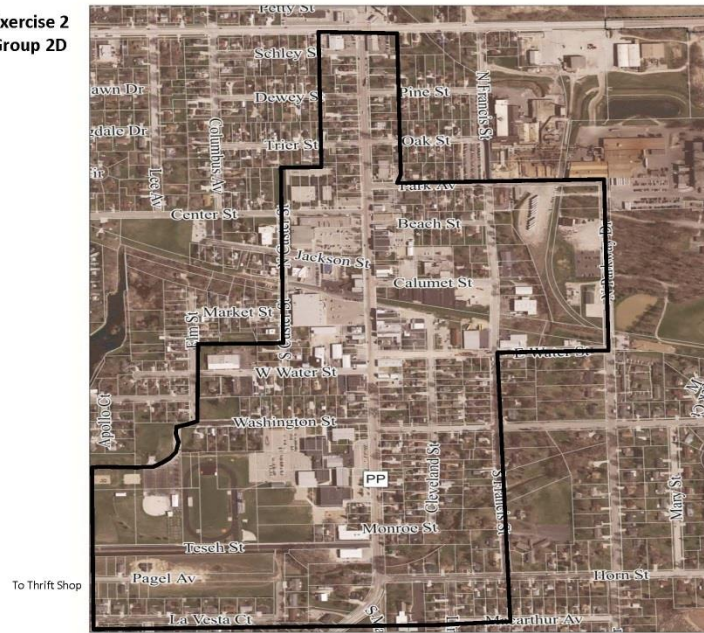
Exercise 2
Group 1C



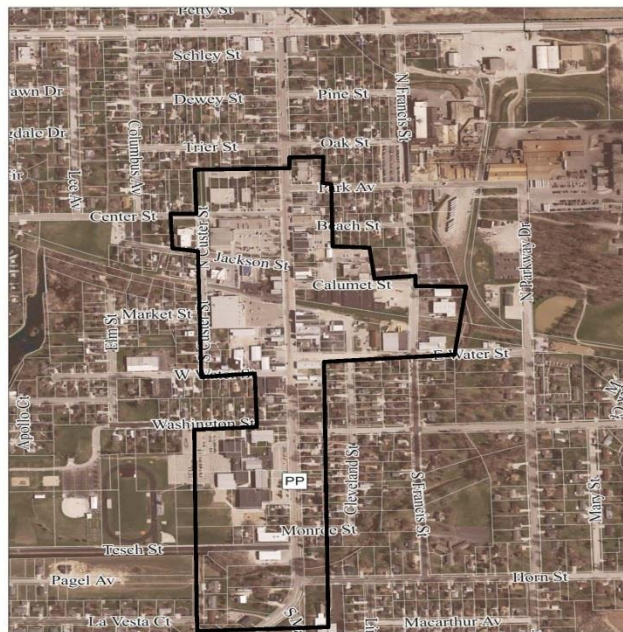
Exercise 2
Group 2A



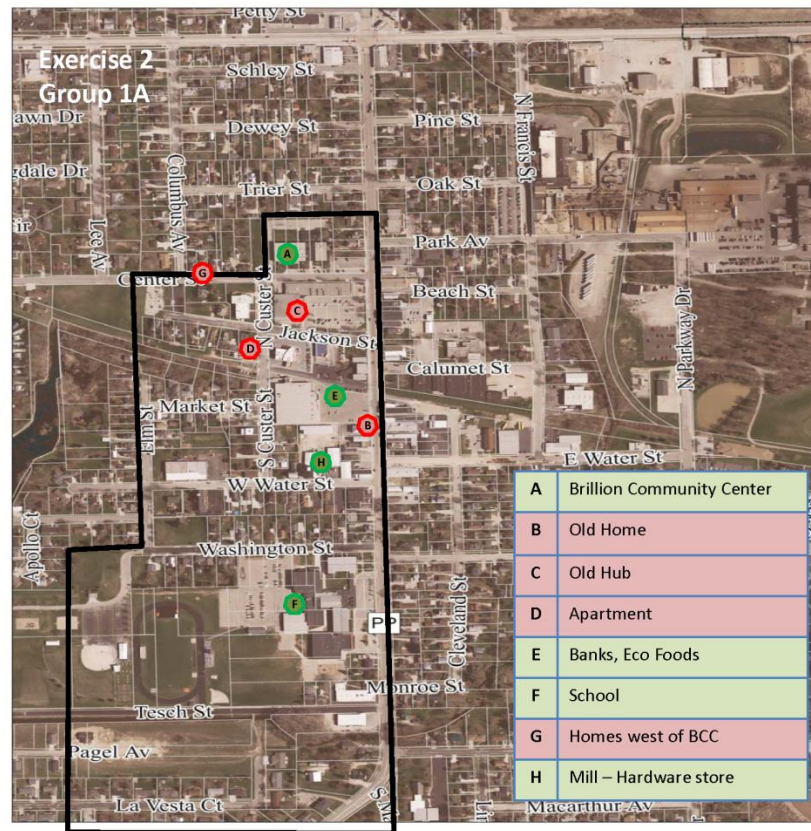
Exercise 2
Group 2D

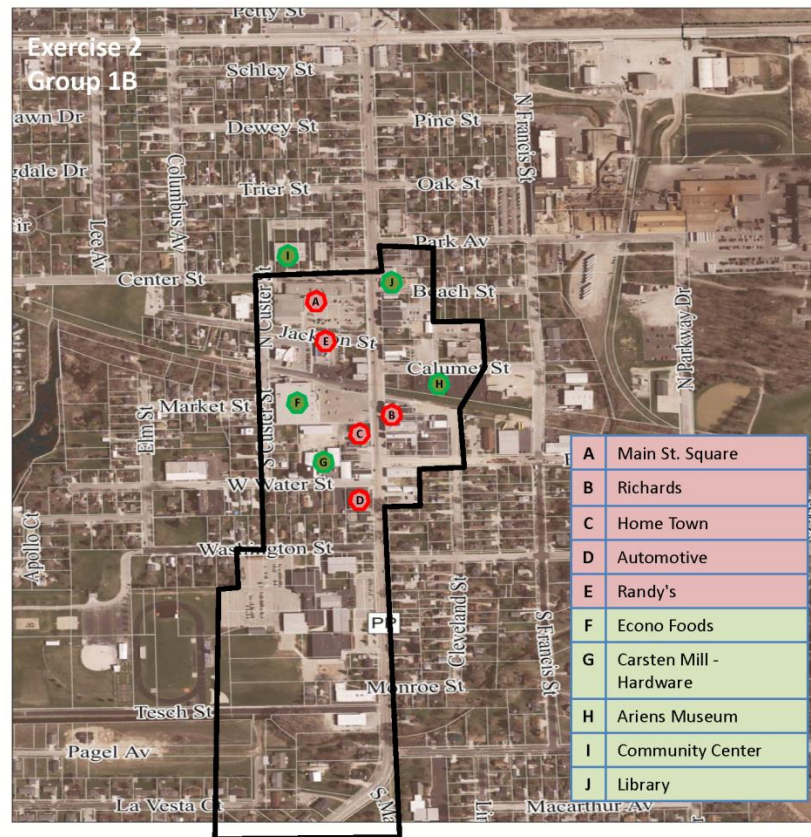


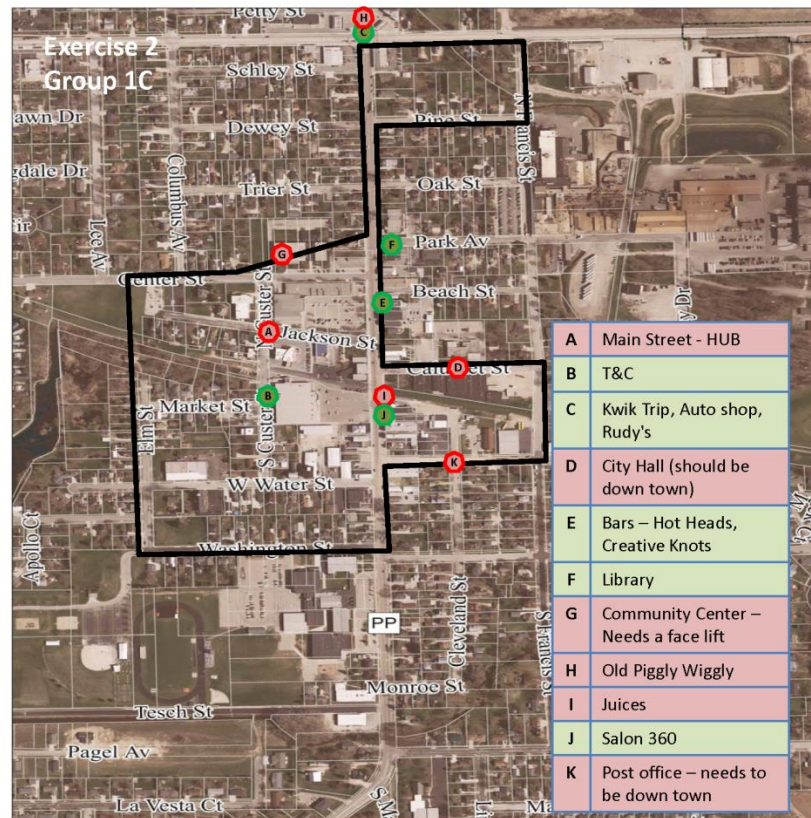
Exercise 2
Group 3B

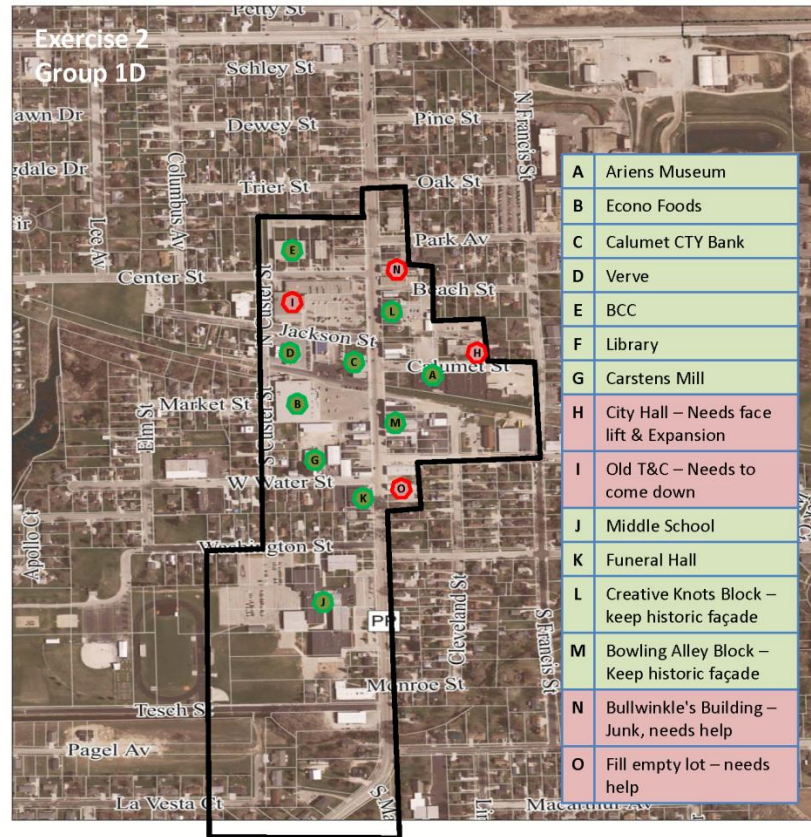


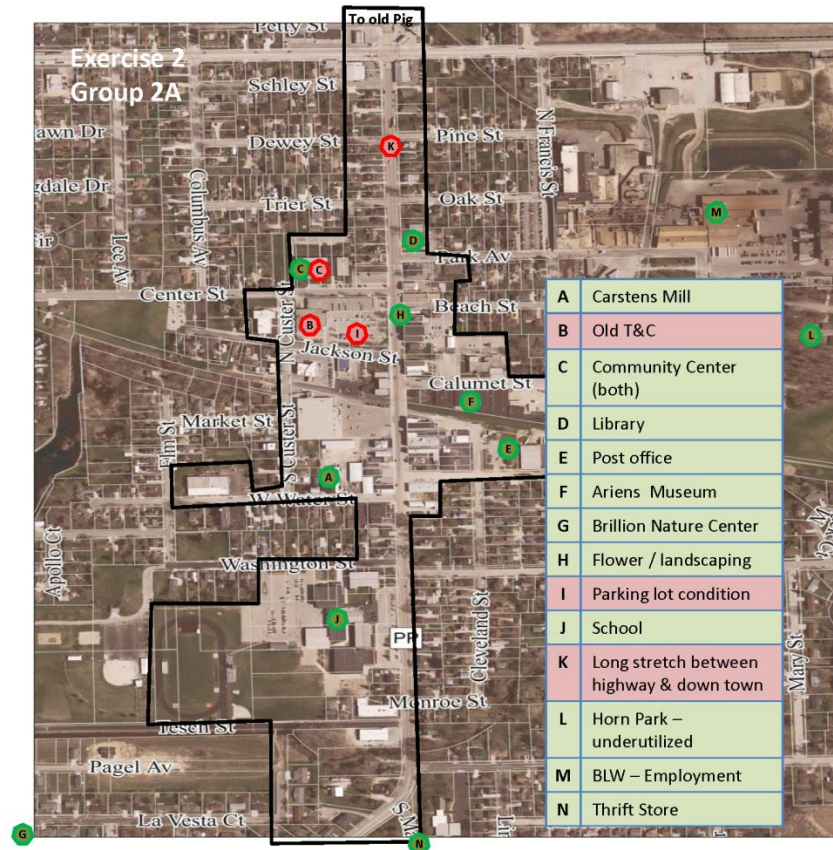
Exercise #4 – Jewels & Junk (Raw Responses)

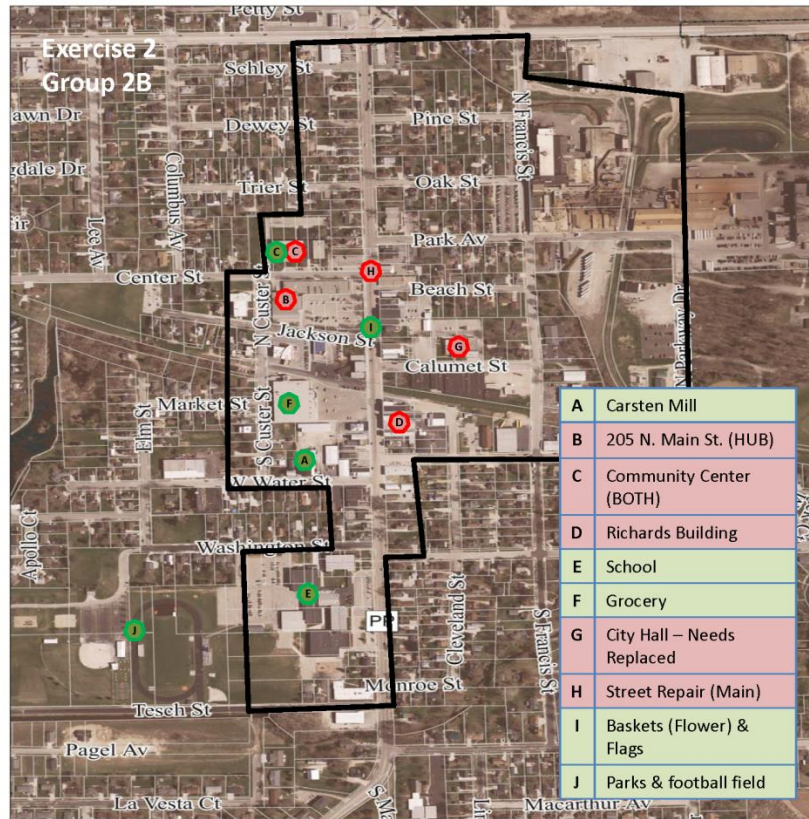


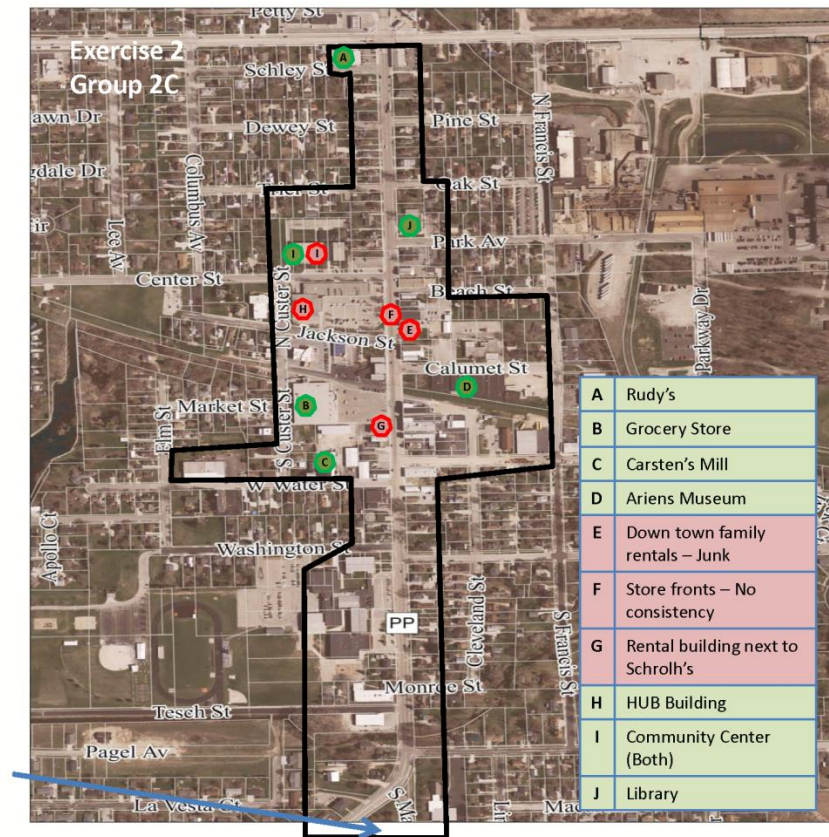


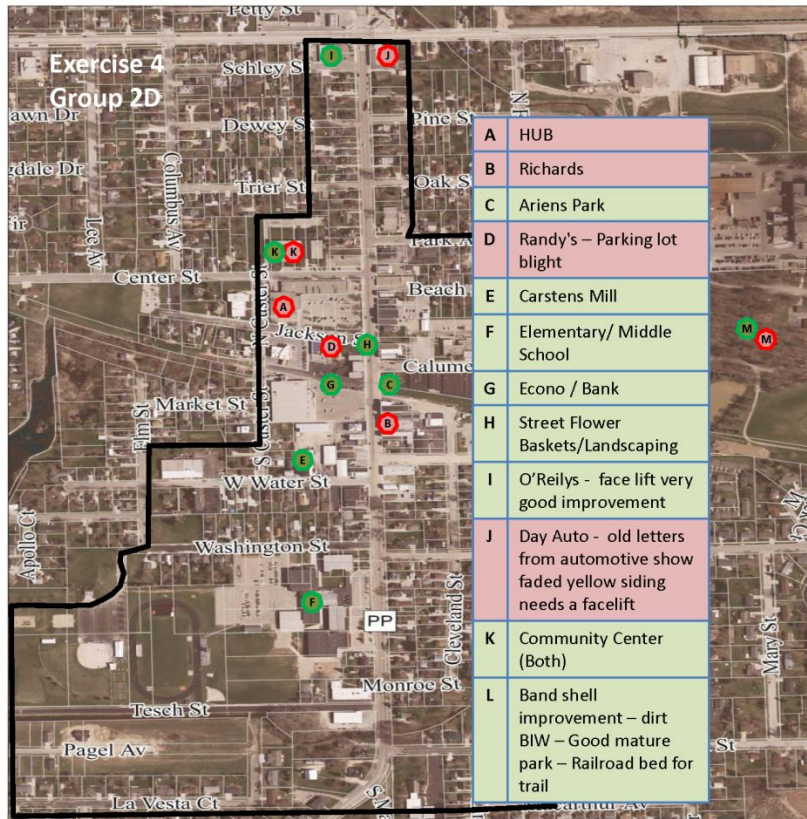


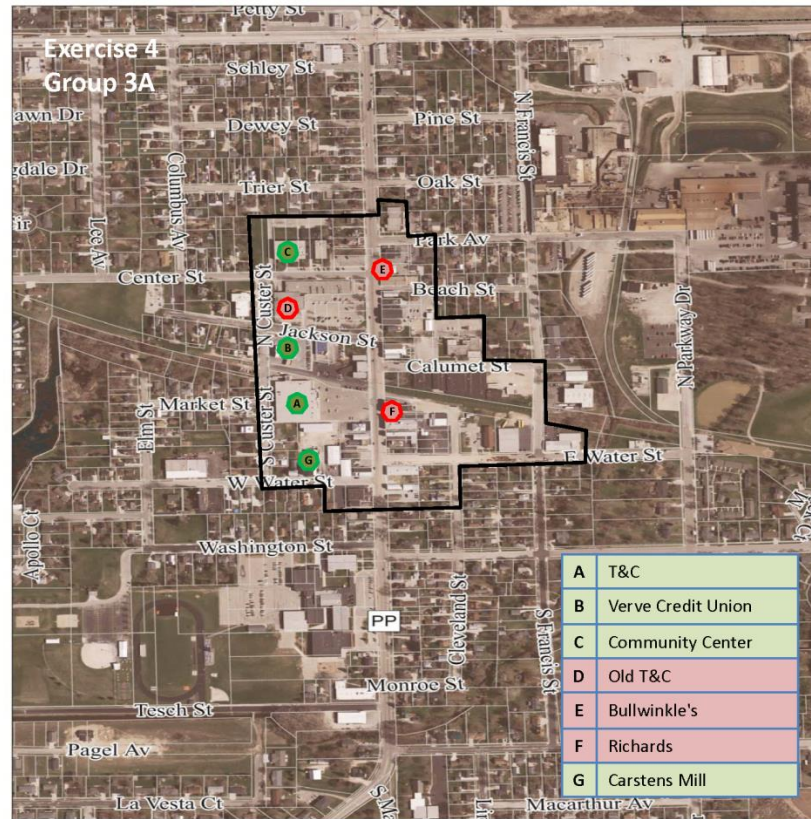


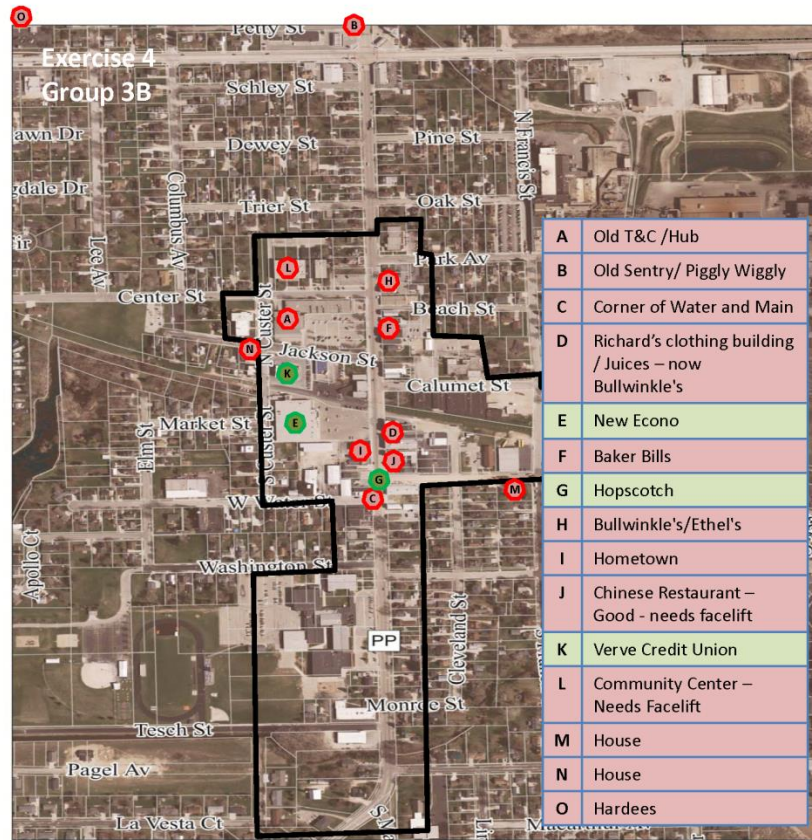


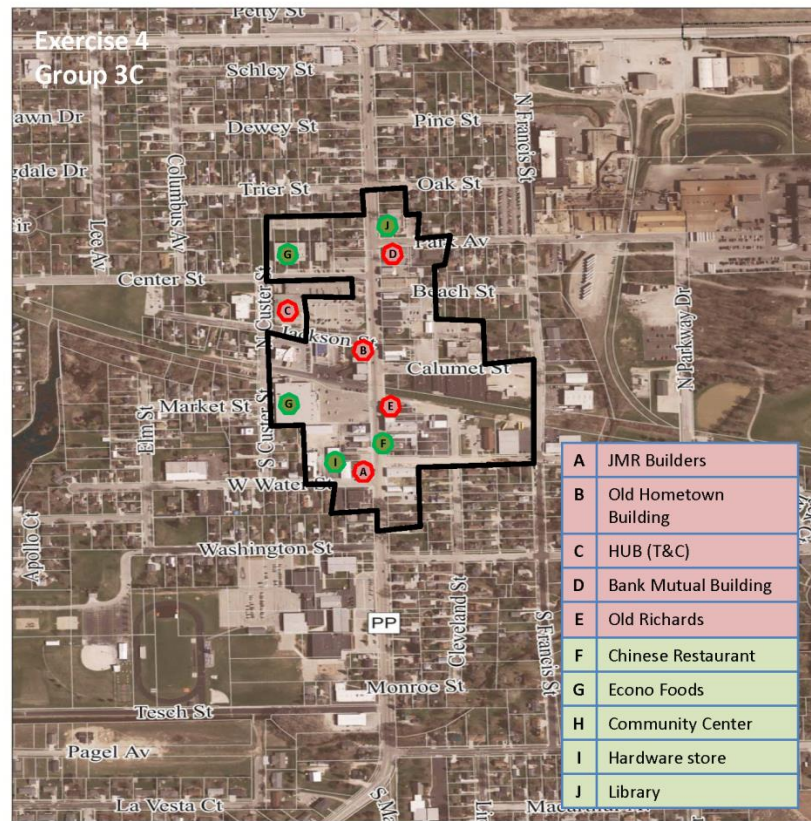












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