



Small Community Technical Assistance Program Summary

Prepared for:

The East Central Wisconsin
Regional Planning Commission

December 2023



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OVERVIEW

In 2021, the East Central Wisconsin Regional Planning Commission (ECWRPC) sought out a consultant to help create and implement what was called at that time a “Small Business and Community Technical Assistance Program” intended to address economic and organizational impacts of the COVID-19 pandemic on small businesses and communities. The intention was to connect small businesses and/or communities to resources to help them increase their operational strength and resiliency.

The program was so successful that it has been repeated multiple times to assist more communities. In 2021, eight communities received assistance. In 2022, four communities were selected, and in 2023 an additional four communities were provided technical assistance. Over time the assistance has moved beyond resiliency and focused on a variety of ways to improve small downtowns. Now titled the “Small Community Technical Assistance Program” the focus has turned to local government rather than including businesses. The funding for the program has come from US Economic Development Administration grants.

The communities selected in 2023 were:

Chilton

New Holstein

Brandon, and

Fremont

With all rounds of technical assistance, the ECWRPC sought the guidance of a core team of advisors. This year’s advisors came from Appleton Downtown Inc., Envision Greater Fond du Lac, and Calumet County. Each time the group provided input into the selection process, reviewed applications, and evaluated the program upon its completion.

Ayres developed marketing materials to explain the program and cultivate interest. The program was marketed through direct email and social media. A video explaining the program was distributed, as were past examples of technical assistance workshops. Applicants were asked to fill out twelve questions to explain their needs. Assistance offered included streetscape design, park planning, branding and wayfinding, redevelopment, housing policy, and funding strategies.

The first year, 26 applications were received, and eight communities were selected. The second year, 15 applications were received, and this year 10 applications were received. While the number of applications has decreased, the focus and quality of the applications has increased, and the program has become more focused.

For each community, the assistance took the form of an input session, design time, and a presentation at the end of the day. Ayres staff then refined the recommendations and sent each community a report that captured the discussion in each workshop. These “mini” reports are included later in this document.

MARKETING AND OUTREACH TO COMMUNITIES

As mentioned, the technical assistance program was marketed throughout the East Central Wisconsin Regional Planning Commission area. The flyer below and a short video were sent to an ECWRPC email list of over 400 individuals and organizations on August 4, 2023. Several follow up emails were also sent.

Link to Video: https://youtu.be/wj_jNN6WmK8



Does your downtown or business corridor need a boost?

Are there design ideas or improvements you want to pursue?

Do you want to build community enthusiasm for a project?

2023 ECWRPC Small Community Technical Assistance Program

For the last two years, the East Central Wisconsin Regional Planning Commission (ECWRPC) has been able to provide, with funding assistance through the US Economic Development Administration, technical assistance to communities in its planning area.

Once again, communities will have the opportunity to apply to have one of Wisconsin's leading planning firms provide personalized design and consensus building that will bolster downtown or other redevelopment related projects. Our professionals can assist you by providing your community with one day workshop to address your community's needs. We will bring design, marketing, and planning experts to your community at no cost to you (a workshop like this would typically cost more than \$8,000). With your help, we will plan fun and interactive visioning sessions, generate drawings and ideas, and then present them to your stakeholders.

Topics we can assist with include streetscape design, park planning, branding and wayfinding, redevelopment, housing policy, and funding strategies.

Join communities like Winneconne, Hortonville, New London, and more who have all had successful planning workshops! Just fill out the application in the link below.

Recipients of technical assistance will be chosen based on: need, project potential, ability to organize, geography, inclusion, economic benefit & the ability to pay it forward.



Apply by Friday, September 8th, by filling out the simple set of questions [HERE](#).



The application form consisted of the following:

The East Central Wisconsin Regional Planning Commission (ECWRPC) has received a grant that allows them to provide technical assistance from a leading multi-disciplinary planning firm, Ayres Associates, to communities in the ECWRPC region at no cost to you.

The technical assistance is program designed to strengthen downtowns and commercial corridors. The intention is to help build stronger, thriving, and sustainable communities and businesses in the East Central Wisconsin region by revitalizing community spaces and catalyzing economic development. The ideal applicant is a local government, downtown organization, Chamber of Commerce, or economic development organization, but all applicants will be considered. Communities with a population of under 12,000 people are the focus of this program.

The 2023 Technical Assistance Program will take the form of a one-day workshop in your community. Ayres Associates and the ECWRPC will work with community stakeholders to establish a project vision, develop recommendations in the form of drawings and images, and provide a presentation to community members at the end of the day. Ultimately, the community will be left with a user-friendly report that can be used to move the community's project forward.

Just fill out this brief application by Friday, September 8th, to be considered. Recipients will be chosen based on need, project potential, ability to organize, geography, inclusion, economic benefit and the ability to pay it forward.

Please contact Amanda Arnold, ArnoldA@AyresAssociates.com, with questions or concerns.

Name

Title

Organization

Phone

Email

1. What kind of technical assistance would you like? Check all that apply.

- Strategic planning
- Targeted Main Street or downtown planning
- Storytelling/Branding
- Streetscape/Wayfinding/Beautification
- Redevelopment strategy
- Funding/grant strategy
- Community resilience/adaptability/diversification planning
- Zoning consultation
- Other

2. Of these technical assistance opportunities, which do you believe would most benefit your business or community?

3. Please provide a paragraph describing the challenges that you are facing that you believe technical assistance from the ECWRPC/Ayres team could help you overcome?

4. Do you have a specific project in mind to help address these challenges? Have you started the project? Are you having challenges getting it off the ground? If yes, what are they?
5. A goal of the program is to build community and generate excitement. Please explain how you would organize or plan the workshop if you are selected? (i.e. do you have existing groups that can help get the word out? Are your elected officials interested in attending? Can you provide a good meeting space?)
6. If you received the technical assistance, which demographic or community group would most benefit?
7. How will your idea or project help build the local or regional economy?
8. Explain how the technical assistance might leverage or catalyze more community buy-in, funding, or create complimentary projects?
9. The workshops will be held the week of October 9th through the 13th. Each community selected will be assigned a day. Are you available to host a workshop any day that week?
10. Please provide a summary paragraph explaining how your project or idea address the following selection criteria: Community need, project potential (is there a project that will come out of the process), capacity to help organize the workshop, ability to help underserved groups or businesses, ability to stimulate the local economy, positive secondary impacts (does the project “pay it forward”?)
11. If you have any documents that would help to explain your project or support your application, (such as maps, photos, or newspaper articles) please email those to arnolda@ayresassociates.com.
12. How did you hear about this opportunity?
 - o Email
 - o Social media
 - o Website
 - o Word of mouth

Applications were submitted via an online form and reviewed by the ECWPRC and Ayres staff. The applications were sorted and then shared with the Core Team, and together these groups picked the top four applications.

- The City of Chilton requested design assistance for a park that includes a stadium that will be vacated by the school district.
- The City of New Holstein requested an overall downtown redevelopment strategy.
- The Village of Brandon requested help with park and downtown improvements.
- The Village of Fremont requested help with downtown streetscape/infrastructure improvements.

Brandon and Fremont were also interested in potential grant funding options.

VISITS WITH COMMUNITIES

The first year a variety of forms of assistance were offered, but most of the communities were interested in workshops focused on their downtowns or other destinations. The second year, the program was redesigned to focus on downtown workshops because they generated the most interest.

Ayres worked with the communities to arrange the workshops. The format generally involved Ayres and ECWRPC staff arriving in the morning and meeting with key stakeholders to understand the community's concerns, then the Ayres and ECWRPC staff and local representatives would do a "walk-about" to take pictures and further understand the issues and opportunities. The Ayres staff typically spent the afternoon drawing and developing solutions. At the end of the session, a presentation was given to whomever wanted to return to see the draft recommendations. After the visit, the recommendations, which in the form of PowerPoint presentations and/or sketches were refined and the presentation was sent to the community for their future use. The presentations can be found in the following pages.

The schedule was as follows:

DATE	LOCATION
October 9	City of Chilton
October 10	City of New Holstein
October 11	Village of Brandon
October 12	Village of Fremont



The reports given to the communities following the workshops can be found on the following pages.

CITY OF CHILTON

Description of the Community's Challenges

The City of Chilton is home to several thriving industries. The downtown is lively and is home to new housing development. One of the primer features of downtown is the twelve acre Morrissey Park which sits along the South Branch of the Manitowoc River. The park was formally home to the Chilton High School, and the associated football field and track are the most prominent feature of the park. In addition, the community library is adjacent to the park. Because the track and field are no longer use by the school district, a future vision for the park is needed.

What Ayres Provided

The City of Chilton chose to have a smaller design session rather than a community visioning event so they could start their public discussion with an initial plan. Ayres provided that plan. Ayres and ECWRPC staff started the workshop day by touring the park and learning about the function of the park in relationship to the rest of the parks system. Over the course of the afternoon, Ayres produced the conceptual master plan below for the City to use in future planning.

Key Recommendations

The design session resulted in the following recommendations:

- Remove the track and field and replace it with a “community lawn” and pavilion.
- Expand the library and bring functions like the story walk into the park.
- Consolidate the memorial trees, which are interspersed throughout the park, into a grove to open opportunities for other uses.
- Sell off some land for housing similar to that found downtown to increase supply and generate funding.
- Remove the aging tennis courts and replace playground.



Morrissey Park

ECWRPC Technical Assistance



© | 82-6704.28 1127 | 2023

CONCEPT 1

November 21, 2023

David DeTroye
City Administrator
City of Chilton
42 School Street
Chilton, WI 53014

Dear David,

It was a pleasure to meet you and visit Chilton last month. The Ayres team and ECWRPC staff enjoyed creating design ideas for Morrissey Park. As you know, our visit was intended to provide quick design concepts for how the park could be resigned when the school district gives up use of the space. We hope it left you with some ideas.

I've attached a document that contains our plan and summarizes our key ideas. Again, we greatly enjoyed visiting Chilton, and we hope this document is a good resource for the City. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Colin Kafka, East Central Wisconsin Regional Planning Commission

CITY OF CHILTON MORRISSEY PARK CONCEPTUAL DESIGN



PROJECT OVERVIEW

- Chilton requested a park reuse and design strategy through the ECWRPC Small Communities Technical Assistance Program.
- Ayres and the ECWRPC staff visited the site and produced a conceptual plan on Oct. 9.
- The product is intended to generate ideas and kick start follow up efforts.



ISSUES

The school district is giving up use of the stadium in the park

Other parks in the city provide active uses like sports fields

Most of the site is in the flood plain

There is surplus land in the park

Memorial trees have been planted throughout the park

The library is starting a facilities study

OPPORTUNITIES

To create a passive park in the center of the city

To expand the library in the park

To sell excess land for housing

To expand the Tax Increment Finance District

To better connect the park to downtown

PREVIOUS INPUT

A community survey was previously conducted, and the top five activities favored for Morrissey Park were:

1. A splash pad
2. Fishing and bird watching
3. Sports
4. Natural landscapes
5. Winter sports



EXISTING CONDITIONS



- The park is low and flat in the center but has steep inclines on the south side.
- The floodplain spreads from the river to midway through the site.
- The playground and tennis courts are aging.
- Trees dedicated through memorials are scattered through the park.

DESIGN CONCEPT



Kiwanis
Riverfront Park

6MO Harris
Bank

Pier

Millon
Library

PARK ST

Expanded library

New parking

Restored riparian area

Main pavilion

Natural
area

Morrissey
Park

Community lawn

Housing

Memorial tree grove

S MADISON ST

451

WOOD CT

SAR

MAN

RECOMMENDATIONS

- Remove the track and field and replace with a “community lawn” and pavilion.
- Expand the library and bring functions like the story walk into the park.
- Consolidate the memorial trees into a grove.



RECOMMENDATIONS

- Sell off some land for housing similar to that found downtown.
- Remove courts.
- Replace playground.



COMMUNITY LAWN IMAGES



Welcome to
Chilton
CALUMET CO. SEAT

1986
CLASS
BOYS STATE BASKETBALL CHAMPS
DONATED BY DONALD AND DORIS IN MEMORY OF ROBERTA LUBBER

GIRLS STATE BASKETBALL CHAMPS
DONATED BY THE CHILTON LIONS CLUB
1992
DIVISION
3

CITY OF NEW HOLSTEIN

Description of the Community's Challenges

The City of New Holstein has several intertwined issues. In the Spring of 2023, a phased revitalization plan was created help the city bounce back from the closure of the Tecumseh Plant, which was once the largest employer in Calumet County. While this plan sets good long range goals, the city is struggling with how to create an identity, keep and attract businesses, improve the appearance of downtown buildings, and build enthusiasm in the near term. The City requested an overall redevelopment strategy.

What Ayres Provided

Ayres conducted a workshop, which started with approximately 20 community leaders and business owners gathering for a visioning session. Attendees discussed what they valued in their community and what challenges they face. Ayres and ECWPRC staff then toured downtown; and returned to present their impressions, examples of successes in other places, and both organizational and design strategies. In the afternoon attendees from the morning session returned, and a robust conversation about next steps was held. A key suggestion from the group was they the continue to meet and explore options.

Key Recommendations

The workshop and report recommended:

- Continuing to implement the Spring 2023 revitalization plan.
- Pursuing streetscape improvements such as gateway markings on pavements and more planter boxes.
- Establishing a theme/branding image/marketing campaign.
- Creating a team to work on downtown issues.
- Increasing commercial uses downtown and reducing residential ones.
- Focusing on Main Street, rather than Wisconsin Avenue for events/community space.
- Exploring the Main Street Program.



November 17, 2023

Cullen Peltier
City Administrator
City of New Holstein
2110 Washington Street
New Holstein, WI 53061

Dear Cullen,

It was a pleasure to meet you and visit New Holstein last month. The Ayres team and ECWRPC staff enjoyed exploring your downtown and talking with people from your community. As you know, our visit was designed to provide quick design concepts for Wisconsin Avenue and downtown in general. We hope it left you with some ideas.

I've attached a more refined version of the presentation we produced during our visit. This presentation summarizes several design concepts. In addition, below I've outlined some of the overall thoughts that are broader and not easily captured with graphics.

- The community seems eager to work on downtown issues. At the end of the workshop one person suggested that the group continue to meet, which is a fantastic first step.
- Your revolving loan program is a great resource that can help with façade improvements.
- The Wisconsin Avenue streetscape is simply in need of a facelift and several ideas were presented in our workshop.
- One main hinderance is the large number of residential properties, versus commercial ones, on Wisconsin Avenue. Main Street has a stronger commercial presence and could be a better focus for downtown activity.
- The Wisconsin Main Street Program may be a great resource for New Holstein.
- Your existing redevelopment plan is strong, and it seems the priority now should be some sort of organizational structure that can work on the issues presented.

Again, we greatly enjoyed visiting New Holstein, and we hope this document is a good resource for the City. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc

A handwritten signature in blue ink that reads "Amanda Arnold".

Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Colin Kafka, East Central Wisconsin Regional Planning Commission

NEW HOLSTEIN DOWNTOWN REDEVELOPMENT STRATEGY



PROJECT OVERVIEW

- New Holstein requested a redevelopment strategy through the ECWRPC Small Communities Technical Assistance Program.
- Ayres and the ECWRPC held a one-day workshop on Oct. 10.
- Approximately twenty community members gave input.
- Ayres toured downtown and generated the following materials.
- The product is intended to generate ideas and kick start follow up efforts.



The day started with a “Mad Libs” exercise in which people were asked about their values.

NEW HOLSTEIN MAD LIBS

New Holstein is _____

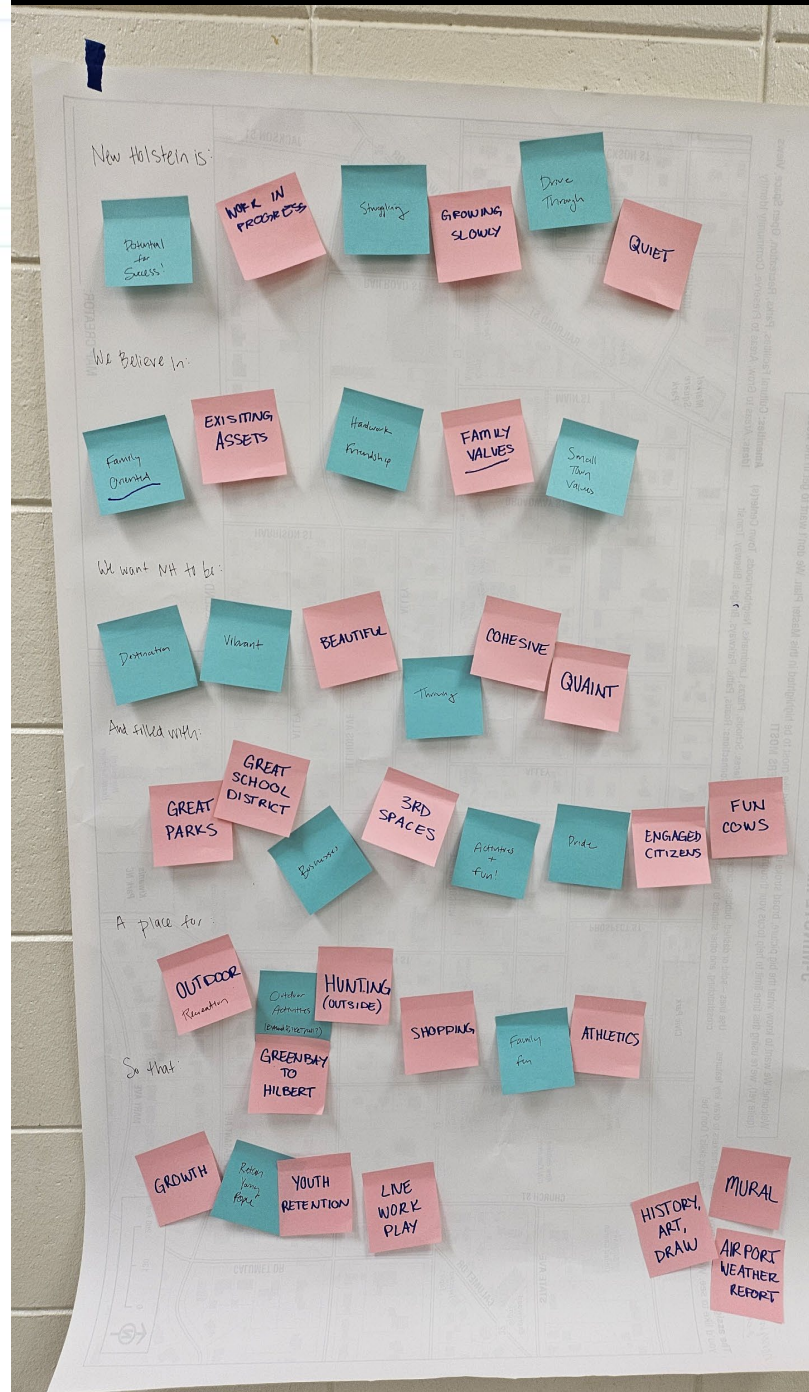
We believe in _____
Value(s)

We want New Holstein to be _____
Adjective

And filled with _____
Adjective Noun

A place for _____
Activities

So that _____





ISSUES

People don't stay when they visit

Businesses go to other communities

There's only one highway

Historic renovation is expensive

Young people leave

Loss of Tecumseh



OPPORTUNITIES

Affordable housing

Can build a new brand or theme

Centrally located

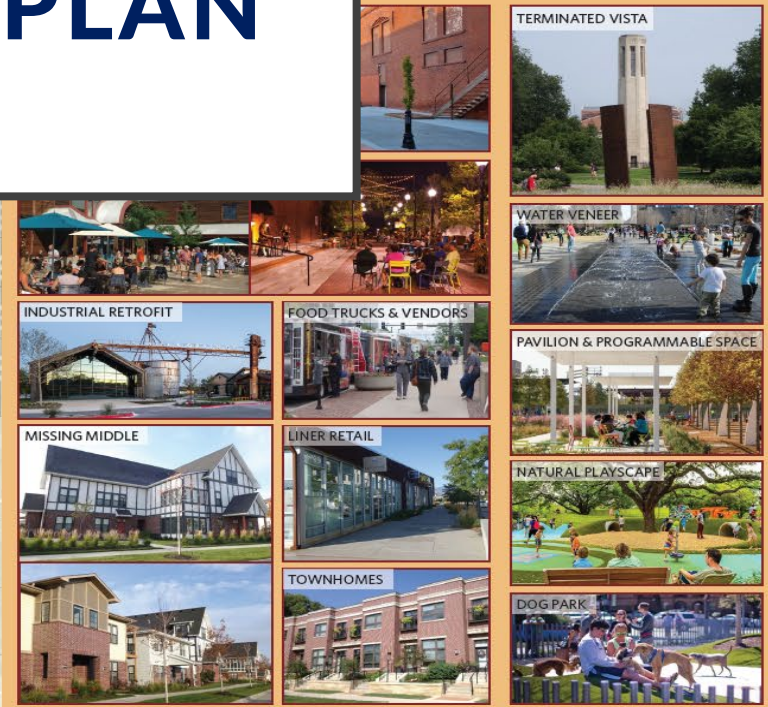
Good schools and parks

Tecumseh site

New enthusiasm



PAST REDEVELOPMENT PLAN - STILL A GOOD GUIDE



The Phased Revitalization Plan imagines a transformed downtown New Holstein centered around its active and inviting Market Square Park and shared-space plaza street. The park will improve upon the existing lawn space, providing amenities such as a water veneer, natural playscape, and dog park. These features will be used by all members of families, creating a diverse, comfortable, and interactive environment. These amenities will be enhanced by a pavilion, site furnishings, ornamental lighting, specialty paving areas, landscape beds, and urban planters designed or selected for aesthetic cohesion. Anchoring the park will be a tall piece of public art or reclaimed structure placed at the intersection of the terminated views down Park Avenue from the west and Main Street from the south. A lawn space will accommodate events in the park, with fencing and interpretive signage provided along the rail right-of-way highlighting the area's history.

The shared-space plaza street will be designed using specialty paving and distinctive streetscape elements in order to create a vibrant public realm representative of downtown. The plaza will allow for everyday circulation by vehicles, cyclists, and pedestrians while also providing accommodations for food trucks or market vendors during community events.

The potential rehabilitation of the Mill and Bank into a restaurant and entertainment venue (with a large patio terrace) could be a focal establishment and catalyst for other infill development projects throughout downtown. Most notably among these is the potential "Missing Middle" housing development south of Wisconsin Avenue. Comprised of 2-, 4-, 6-, and 8-unit buildings with detailed architecture, the complex will provide common green spaces and connections to downtown and the new multi-use trail with connections to the city's parks and public facilities.



RECOMMENDATIONS

The Main Street Approach

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization.

What Are The Economic Development Essentials?

PHYSICAL DESIGN (FOCUS ON PLACE)

This point focuses on enhancing quality of life, including infrastructure.

ORGANIZATION (FOCUS ON PEOPLE)

This point focuses on enhancing the functionality and collaboration.

PROMOTION (FOCUS ON MARKETING)

This point focuses on bringing people to town & communicating benefits.

ECONOMIC VITALITY (FOCUS ON PROJECTS)

This point focuses on promoting business & development.

By breaking down your approach or work plan into these categories you can manage multiple efforts.

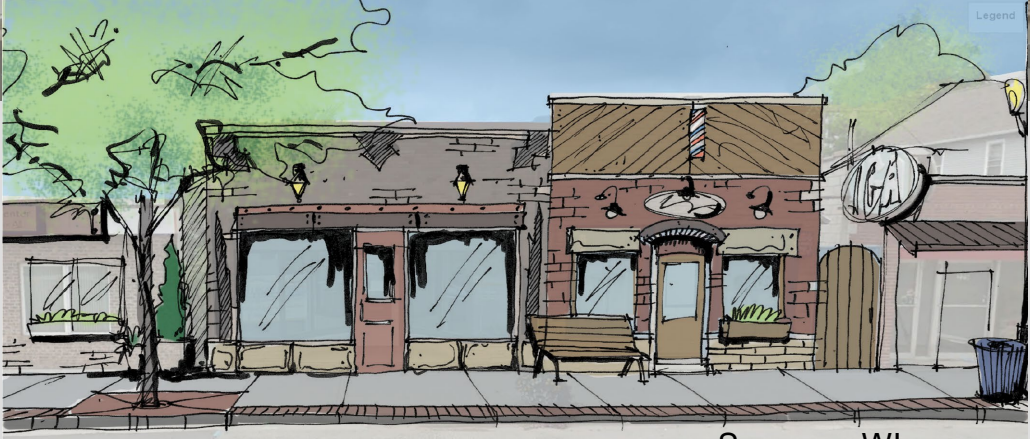
DESIGN {physical improvements}

- Add trees to downtown
- Add traffic calming elements at intersections
- Bundle plantings and carry theme through downtown
- Create gateways



DESIGN {physical improvements}

Improved facades



Seymour, WI

Traffic calming/gateway



DESIGN {physical improvements}

Bundled plantings



Improved facades and furniture



Improved crossing/art



PROMOTION {marketing}

- Establish theme
- Build one branding image
- Bolster marketing to the outside
 - create campaign



PROMOTION {marketing}



Sign promote place and event



Art promotes local character

ECONOMIC VITALITY {projects}



Creating a theme

2023 EVENTS

APRIL 19-22 | SPRING VILLAGE-WIDE GARAGE SALES
Jump start your spring cleaning!

JUNE 8-11 | MOUNT HOREB SUMMER FROLIC
Mount Horeb's pick-off to Summer!

JULY 15-16 | MOUNT HOREB ART FAIR
Fine art + crafts, live music and food trucks!

SEPTEMBER 9 | THIRSTY TROLL BREW FEST
An intimate sampling of beer, cider, and more!

SEPTEMBER 20-23 | FALL VILLAGE-WIDE GARAGE SALES
Find treasures throughout Mount Horeb!

SEPTEMBER 30-OCTOBER 1 | FALL VILLAGE MARKET
Vintage, upcycled, and hand-made goods!

OCTOBER 12 | WITCHES' NIGHT OUT
Grab your ghoulfriends for some witchy fun!

DECEMBER 1-31 | MOUNT HOREB TROLLIDAYS
Celebrate the holidays on the trollway!

PLUS TONS OF YEAR-ROUND COMMUNITY EVENTS
Something for the whole family!

Stay

GRANDSTAY HOTEL & SUITES
THE LITTLE VILLAGE
SUNNIVA INN BED & BREAKFAST
GONSTEAD GUEST COTTAGE
 + more

PICK UP A COMMUNITY GUIDE FOR EVEN MORE *fun*

downtown SHOPS

Dangain Hook Thrift Store
 Bergey Jewelry
 Blazing Deals: Kasko Boutique
 Bruce Taylor Gallery
 Driftless Chocolates
 Driftless Historium Gift Shop
 Duluth Trading Co.
 Gemplans
 Horn House Guitars
 Isaac's Antiques
 Jungle Natural Living
 The Little Marketplace
 KFI & A
 McFee on Main
 Moran's Elegant Bridal
 Mt. Horeb Family Pharmacy
 Mt. Horeb Welcome Center Gift Shop
 Open House Imports
 Pkg. & Reseal Watercolor
 RIFT & Winnow
 Silk & Shell Boutique
 Spellerific
 Sugar Troll
 Tolsaan Tea
 Troll Th's Bicycle Shop
 Witchery Sitchery

downtown EATS & DRINKS

Badger Brothers Coffee
 Biscuits 'n' Buns
 Erik Cider
 Buck & Honey's (opening 2023)
 The Dog House Bar & Grill
 The Driftless Social
 Hix's Restaurant
 The Grumpy Troll Brew Pub
 Sjolunds Chocolate House
 Skål Public House
 Sunn Cafe
 The Viking Bar & Grill

PICK UP A COMMUNITY GUIDE FOR EVEN MORE *delicious*

SHOPPING • LODGING • DINING • ATTRACTIONS • EVENTS

MOUNT HOREB

TROLL MAP

MOUNT HOREB
 TROLL CAPITAL OF THE WORLD™

www.trollway.com

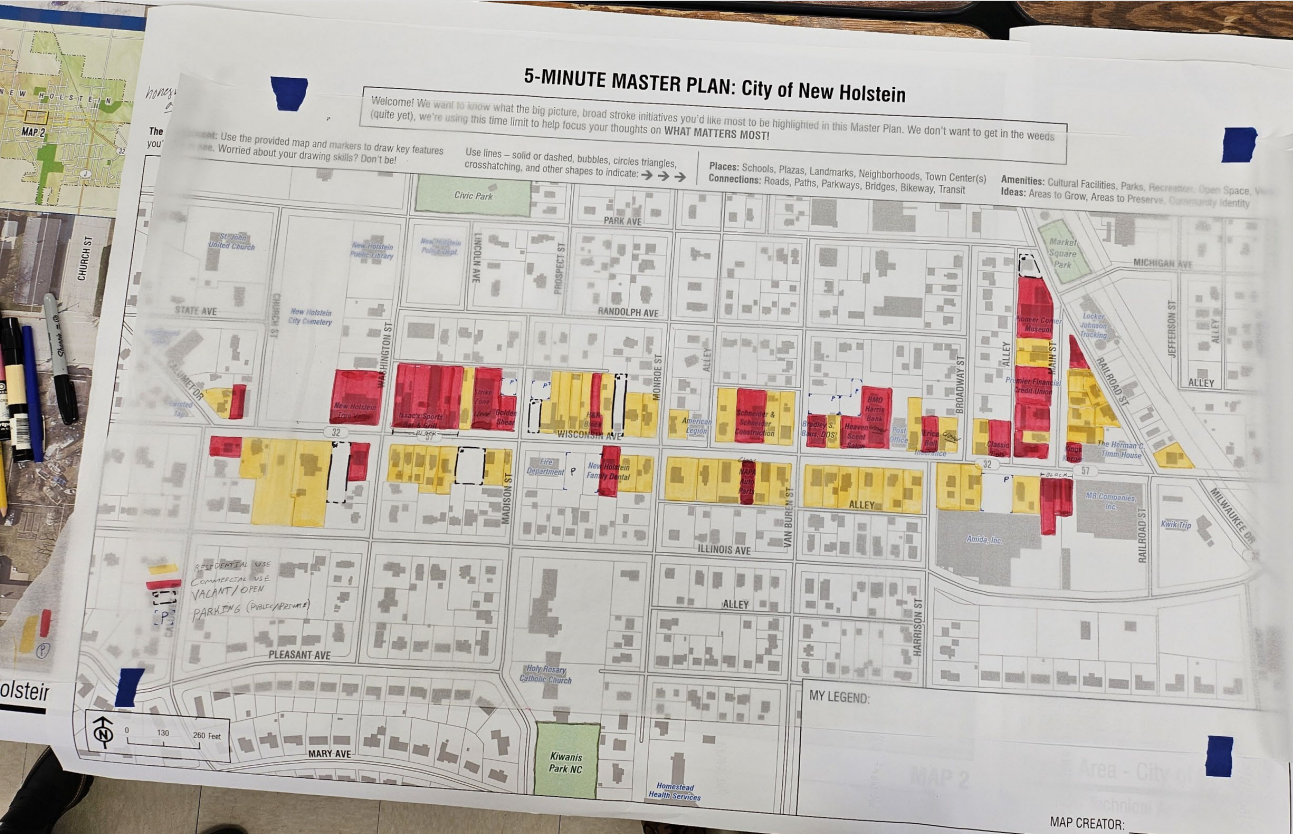
ECONOMIC VITALITY {projects}

- Create downtown team. Meet monthly.
- Create economic development plan

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	CHAMPION
Welcome businesses	Review zoning requirements			
	Solicit businesses			
Pursue a hotel	Buy and market sites			
			Sample work program	
Program more events	One for each season			

ECONOMIC VITALITY {projects}

- Use Main Street as event/community space
- Increase commercial on Wisconsin Ave.
- Focus on historic storefronts



FIVE AUDIENCES OF MAIN STREET

Donors

Owners

Public

Volunteers

Government

Sponsors

Donors

Members

Investors

Planned Giving

Businesses

Building

Property

Developer

Customers

Citizens

Event Goers

Tourists

Board

Committees

Events

Service

In-Kind

Mayor

Council

Schools

County

Police

Chambers

CVBs

ADDRESS NEEDS OF EACH

ORGANIZATION {people & partnerships}

- Identify a champion for downtown
- Build implementation plan
- Consider the Main Street Program



WORKSHOP TAKE-AWAYS

There's new enthusiasm in New Holstein!

There are opportunities for partnerships with the Main Street Program and others

People are coming to New Holstein – goal is to keep them there



VILLAGE OF BRANDON

Description of the Community's Challenges

The Village of Brandon is a quaint community, but it is often hard to get people to visit and shop there because it is small and slightly off the beaten path. In addition, the local elementary school is being closed, so it will be harder to attract young families. The Village hopes to use improvements in their community park to attract people. In addition, there are small businesses investing in downtown, and the Village hopes to build on that to create more interest in downtown.

What Ayres Provided

Ayres and ECWRPC staff met with community leaders and small business owners to discuss what Brandon's strengths and weaknesses are. The group then toured downtown and the community park. Ayres and the ECWRPC staff then worked on sketches and plans for downtown and the park throughout the day. In the afternoon, these images were presented to the people who had attended in the morning, and next steps were discussed. The group was eager to continue to meet and explore the ideas presented.

Key Recommendations

The workshop and report focused three areas:

- Downtown - use signage and lighting to draw people in, enhance Schoeffler Park, and continue facade improvements.
- Community Park - add signage, expand the beach, add a dog park, install a fishing pier, and add a boardwalk.
- Marketing - enhance entry signage, establish a theme/image, promote Brandon as a winter destination, use the meat market as a draw, and work with Envision Greater Fond du Lac.



November 28, 2023

Corinne Vande Zande
Clerk
Village of Brandon
115 N. Center Street
Brandon, WI 53919

Dear Corinne,

It was a pleasure to meet you and the other Brandon leaders last month. The Ayres team and ECWRPC staff enjoyed creating design ideas for the downtown and community park. As you know, our visit was intended to provide quick design concepts for how the park and downtown could be enhanced. We hope it left you with some ideas.

I know potential funding sources were of particular interest. I've added some at the end of the attached report, but I've also found this search system through the Wisconsin Office of Rural Prosperity helpful: <https://ruralwi.com/resources/>.

I've attached a document that contains our plan and summarizes our key ideas. Again, we greatly enjoyed visiting Brandon, and we hope this document is a good resource for the Village. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Colin Kafka, East Central Wisconsin Regional Planning Commission

BRANDON DOWNTOWN AND PARK CONCEPTS



ISSUES

A background image showing the lower legs and feet of several children standing in the rain. They are wearing various styles of rain boots and pants. The image is faded and serves as a backdrop for the text.

- **With the elementary school slated to close, the village needs to try to keep and attract families.**
- **The hope is to do that through enhancements to downtown and the community park.**
- **Key will be promoting housing affordability and downtown charm.**

OPPORTUNITIES

Downtown has good “bones”

Recent investment/entrepreneurs

Small town charm

Meat market is a regional draw

Major community park



DOWNTOWN IMAGES



DOWNTOWN RECOMMENDATIONS

Add more signage at Woodward Street

Add lighting across Main Street

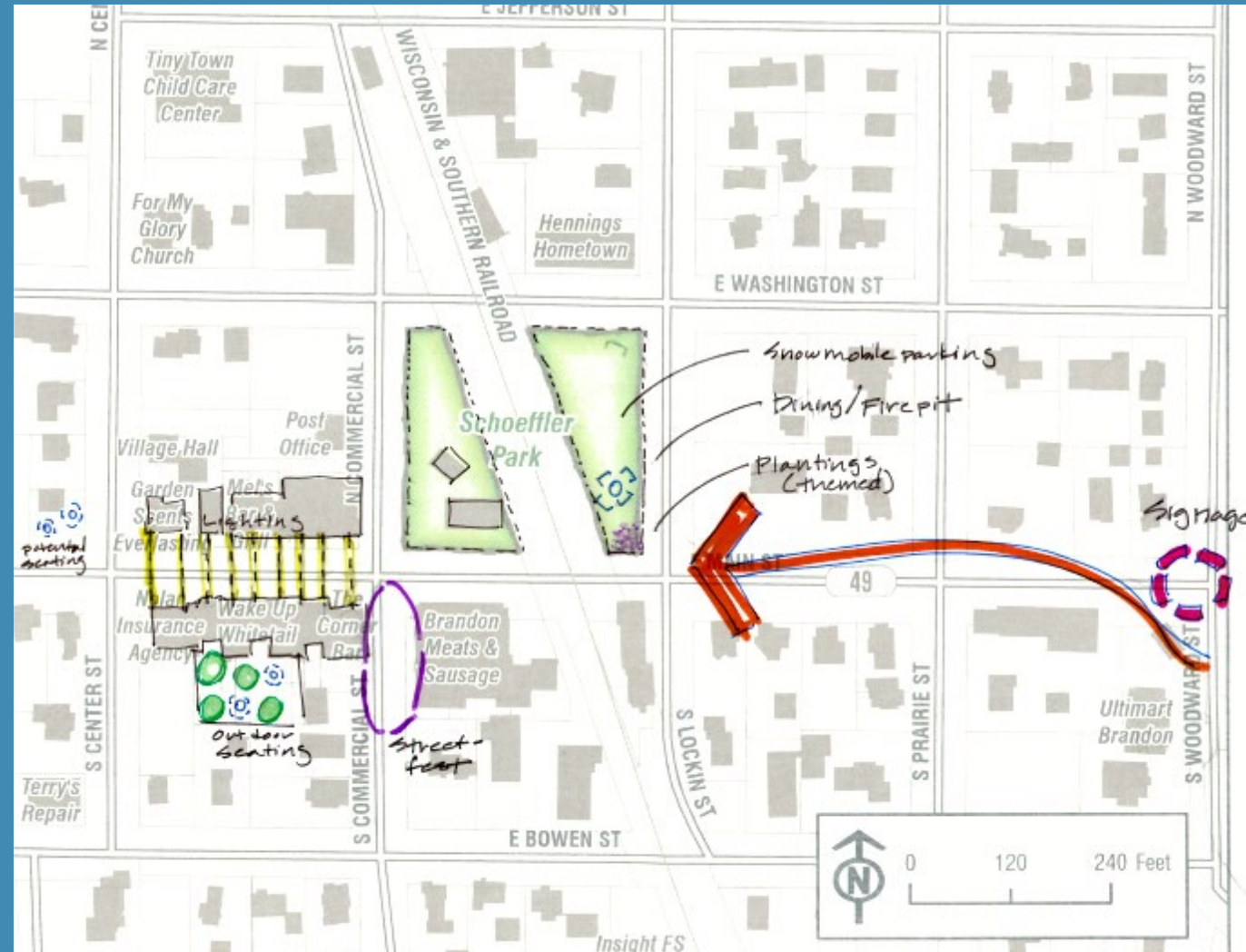
Continue plantings, add trees with future road/sidewalk improvements

Improve space behind retail on the south side

Use Commercial Street for community events

Enhance Schoeffler Park

Encourage façade improvements



DOWNTOWN



DOWNTOWN



DOWNTOWN



SCHOEFFLER PARK RECOMMENDATIONS

Promote snowmobile parking
Add fire pit
Add to corner plantings



BRANDON COMMUNITY PARK RECOMMENDATIONS



Add/enhance signage
off Main Street

Expand beach

Add fishing pier

Refine field plans

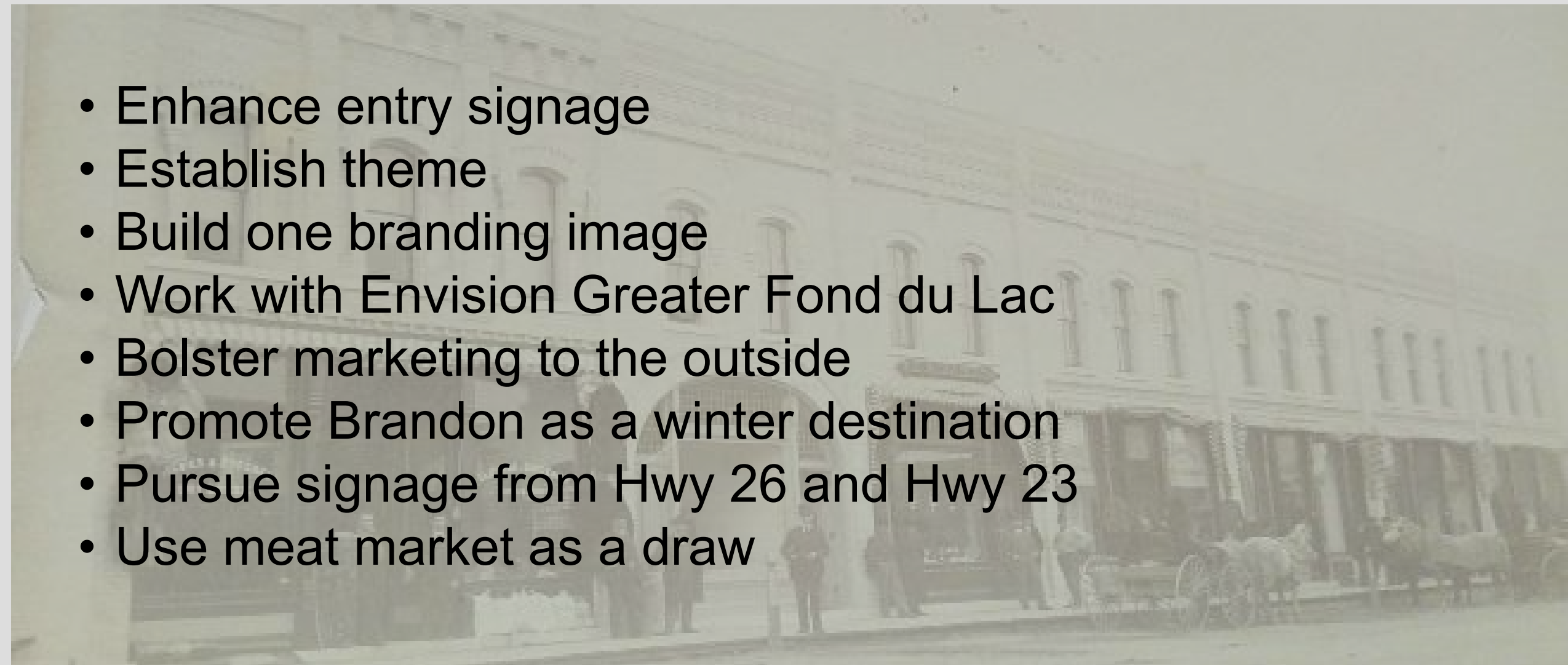
Add walking paths

Make drainage way a feature

Add dog park south of pond

MARKETING RECOMMENDATIONS

- Enhance entry signage
- Establish theme
- Build one branding image
- Work with Envision Greater Fond du Lac
- Bolster marketing to the outside
- Promote Brandon as a winter destination
- Pursue signage from Hwy 26 and Hwy 23
- Use meat market as a draw



FUNDING OPPORTUNITIES

Downtown

- WEDC Vibrant Spaces Grants - <https://wedc.org/programs-and-resources/vibrant-spaces/#:~:text=Grants%20in%20amounts%20from%20%2425%2C000,develop%20and%20enhance%20public%20spaces>.
- USDA rural communities - <https://www.rd.usda.gov/programs-services/community-facilities/rural-community-development-initiative-grants/wi#:~:text=RCDI%20grants%20are%20awarded%20to,development%20projects%20in%20rural%20areas>.
- AARP - <https://www.aarp.org/livable-communities/community-challenge/>
- Façade grants - <https://www.wisconsinhistory.org/Records/Article/CS4177>

Parks

- DNR Grants - <https://dnr.wisconsin.gov/aid/Grants.html>

Other fund may be available for the school building reuse such as the CDI grant – <https://wedc.org/programs-and-resources/community-development-investment-grant/>

Many of these grants may appear closed now, but will open up again in 2024



VILLAGE OF FREMONT

Description of the Community's Challenges

The Village of Fremont is a busy, water recreation oriented community. Unfortunately, the traffic and time have taken a toll on the village's downtown streets. They are in need of new pavement, drainage infrastructure, and streetscape improvement. Before investing the village should evaluate traffic, parking, and bike and pedestrian connections. The communities issues are compounded by the fact that much of its main street is in the floodplain, and investment is needed in several downtown buildings.

What Ayres Provided

Ayres and the ECWRPC staff met with about twenty community leaders and active citizen for a morning discussion about Fremont's strengths and weaknesses. Beyond needed infrastructure improvements, people talked about balancing the needs of tourist and residents, opportunities for more water access, connections to parks, and parking. Ayres toured the downtown and over the afternoon produced options for adding bike lanes, parking, and water access, in addition to streetscape improvements. Funding is key issue for the community so Ayres followed up with potential grant options.

Key Recommendations

The workshop and report recommended:

- Narrowing the travel lanes on Wolf River Drive to widen sidewalks and add landscaping.
- Adding a bike path to Waupaca Street.
- Enhancing the entrance to downtown at Main Street.
- Exploring an ADA accessible kayak launch.
- Promoting infill development and working on floodplain issues for several properties at once.
- Managing parking through re-striping, designated ATV sites, and adding docks to promote boats over cars.
- Adding off street parking on Waupaca Street.
- Consolidating public uses/buildings.



November 28, 2023

Megan Wunderlich
Clerk/Treasurer
Village of Fremont
317 Wolf River Drive
Fremont, WI 54940

Dear Megan,

It was a pleasure to meet you and the other Fremont leaders last month. The Ayres team and ECWRPC staff enjoyed creating design ideas for your downtown. As you know, our visit was intended to provide quick design concepts for infrastructure improvements and connections. We hope it left you with some ideas.

I know potential funding sources were of particular interest. I've added some at the end of the attached report, but I've also found this search system through the Wisconsin Office of Rural Prosperity helpful: <https://ruralwi.com/resources/>.

I've attached a document that contains our plan and summarizes our key ideas. Again, we greatly enjoyed visiting Fremont, and we hope this document is a good resource for the Village. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

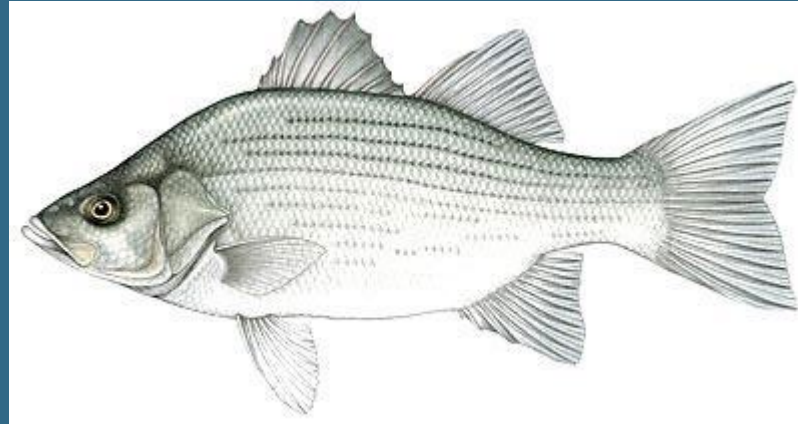
Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Colin Kafka, East Central Wisconsin Regional Planning Commission

FREMONT – WHITE BASS CAPITAL OF THE WORLD!



PROJECT OVERVIEW

- Fremont requested input on infrastructure improvements through the ECWRPC Small Communities Technical Assistance Program.
- Ayres and the ECWRPC held a one-day workshop on Oct. 12.
- Approximately thirty community members gave input.
- Ayres toured downtown and generated the following materials.
- The product is intended to generate ideas and kick start follow up efforts.

WHAT WE HEARD

- Parking is a major issue, particularly in the summer
- Wolf River Dr. and adjacent buildings are in the floodplain
- Infrastructure is deteriorating
- Need to balance desires of tourist and locals
- Need additional amenities for families
- Connection between downtown and Wolf River Crossing Park is a problem



EXISTING CONDITIONS



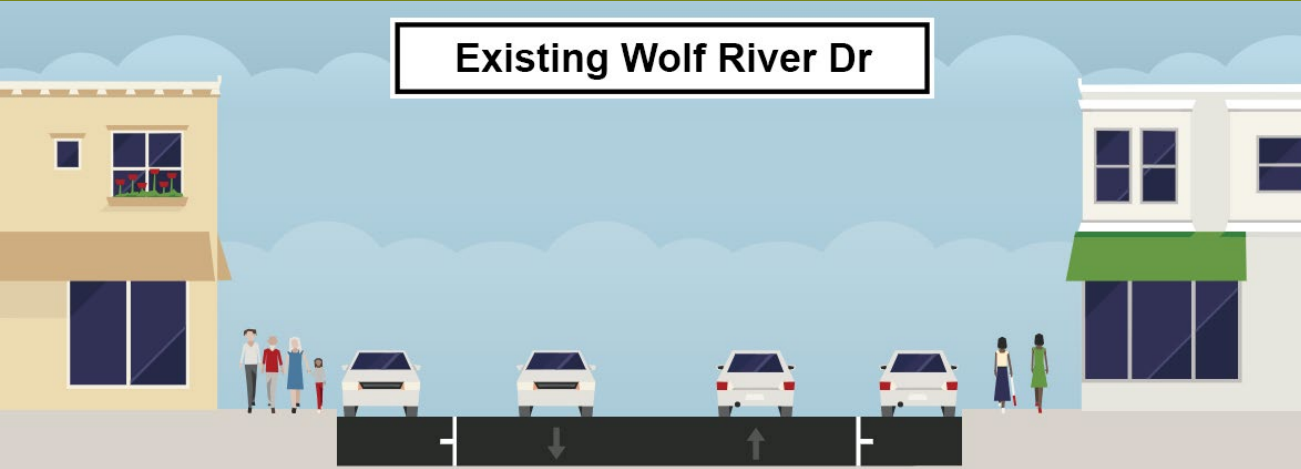
Wolf River Drive



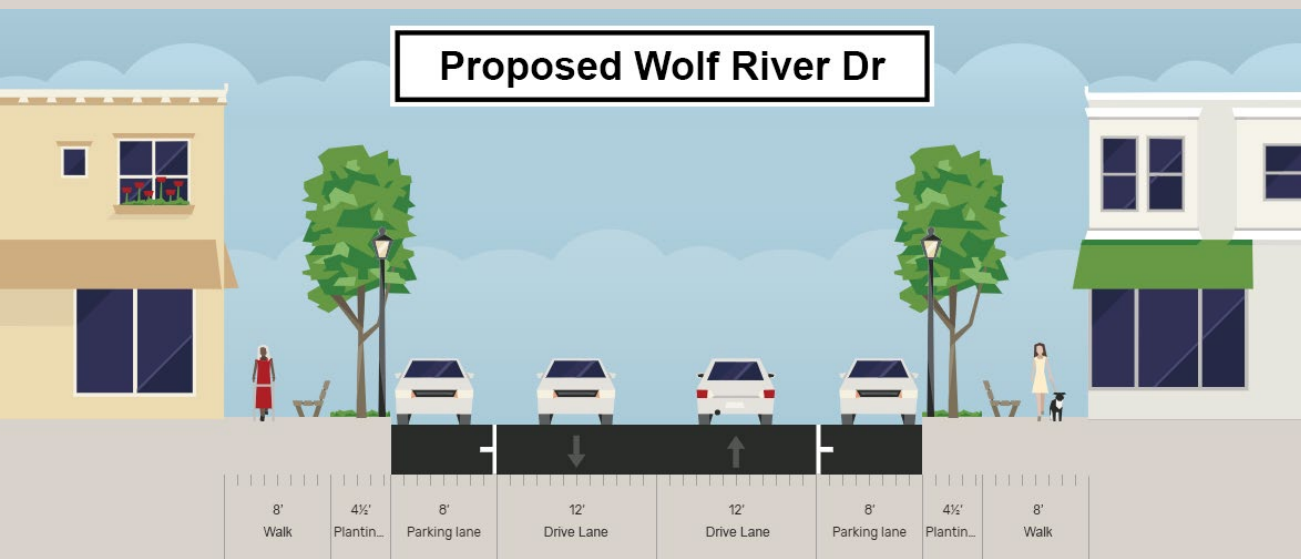
Waupaca Street

STREETSCAPE

Existing Wolf River Dr



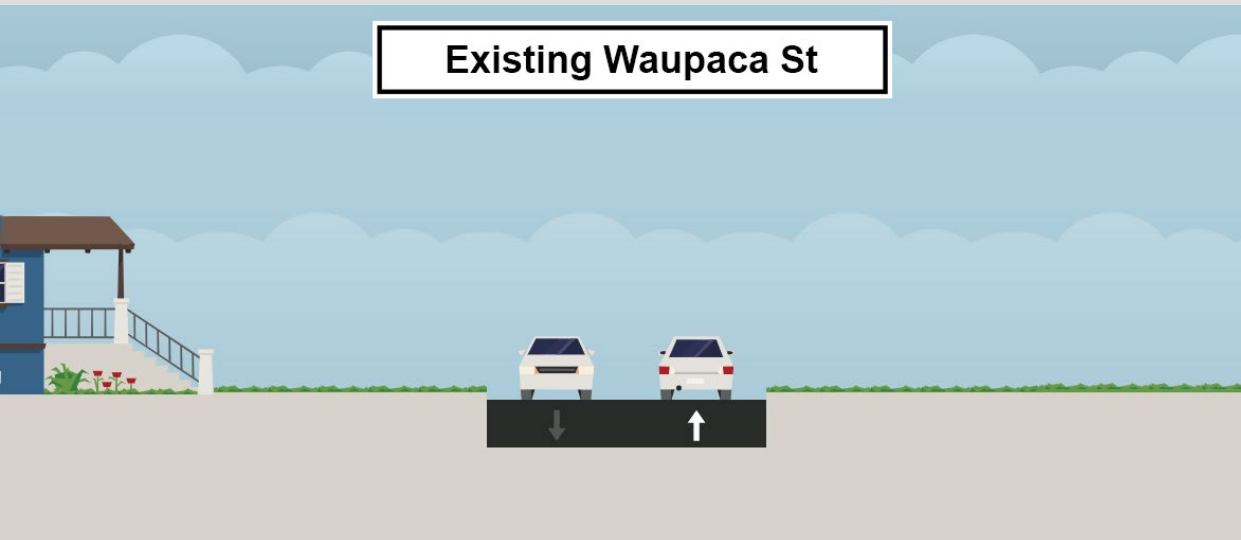
Proposed Wolf River Dr



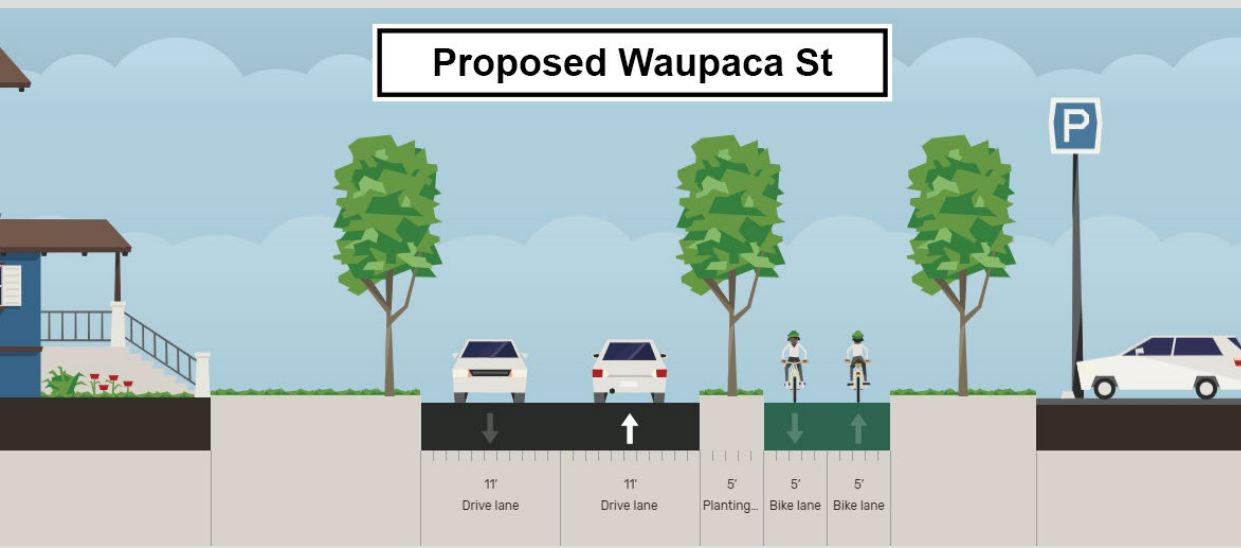
Currently on Wolf River Drive, there isn't much room for trees or other streetscape elements. By narrowing the travel lanes slightly, more improvements could be added.

STREETSCAPE

Existing Waupaca St



Proposed Waupaca St



Waupaca Street is a basic two lane road. The addition of a bikeway would allow alternate travel through downtown. Potentially taking congestion off of Wolf River Drive.

VILLAGE WIDE RECOMMENDATIONS

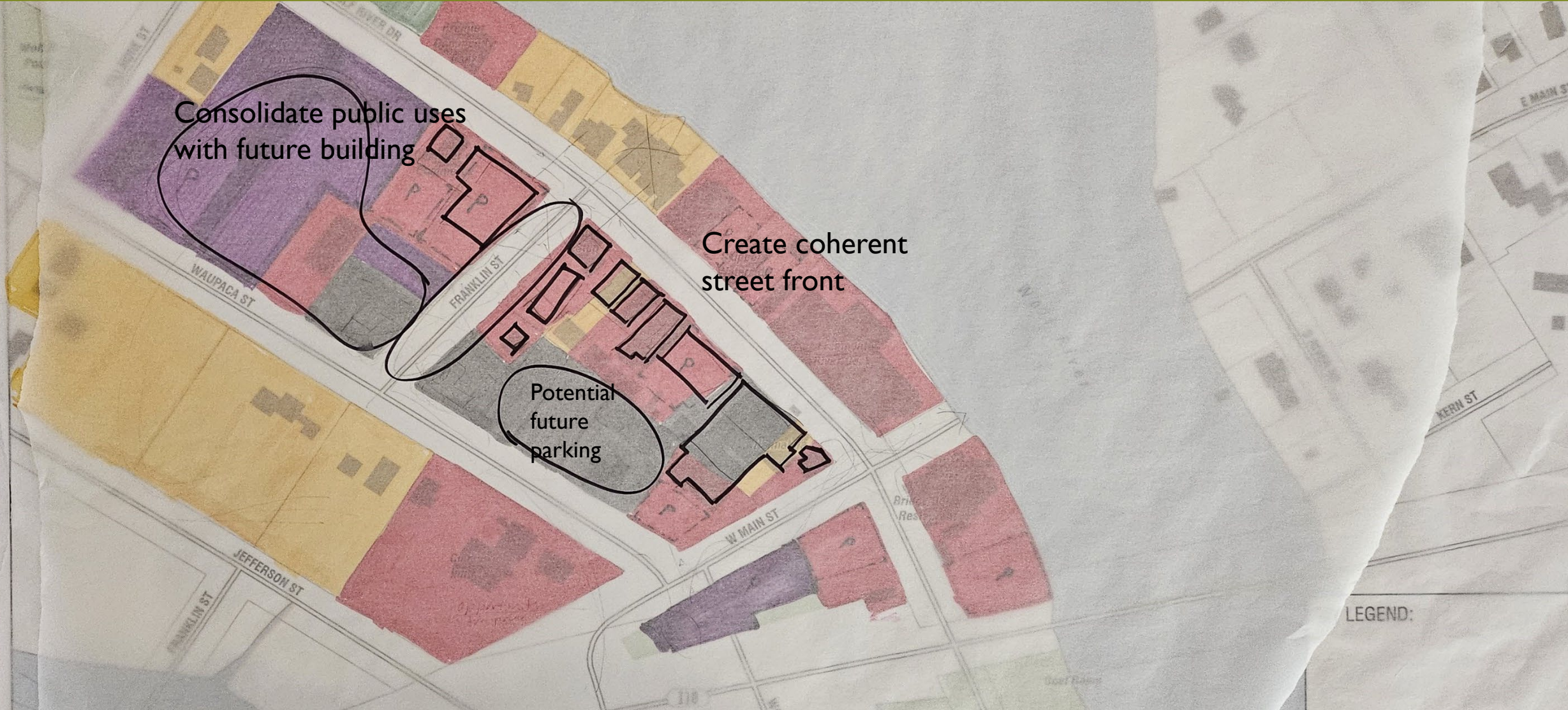
- Bike lane to connect beach, school, and Wolf River Crossing Park via Wolf River, Lake, and Waupaca St.
- Entrance enhancement at W. Main
- Concentrate family amenities in residential areas
- Focus kayak activities near Webfooters and explore new ADA accessible launch



REDEVELOPMENT/LAND USE/PARKING

- Create strategy for future public buildings
- Stripe lots to be more efficient (increase numbers)
- Designate ATV spots and size them accordingly
- Create consistent building frontage with infill development
- Develop floodplain redevelopment strategy so each owner doesn't have to do it individually
- Continue riverwalk
- More public docks to offset parking demand (have people come by boat rather than car)

REDEVELOPMENT CONSIDERATIONS



Consolidate public uses
with future building

Create coherent
street front

Potential
future
parking

LEGEND:

STREETSCAPE

- Beautification (trees, planters, furnishing)
- Streetlights
- Sidewalks (repair and add)
- Drainage/stormwater management
- Consistent wayfinding



Example from Winneconne

STREETSCAPE

Use pavers to link areas of downtown.

Enhance intersections

Consider design that allows Franklin Street to be closed for events



POTENTIAL FUNDING OPTIONS

Beautification

- WEDC Vibrant Spaces Grants - <https://wedc.org/programs-and-resources/vibrant-spaces/#:~:text=Grants%20in%20amounts%20from%20%2425%2C000,develop%20and%20enhance%20public%20spaces.>
- AARP - <https://www.aarp.org/livable-communities/community-challenge/>

Infrastructure

- USDA rural communities - <https://www.rd.usda.gov/programs-services/community-facilities/rural-community-development-initiative-grants/wi#:~:text=RCDI%20grants%20are%20awarded%20to,development%20projects%20in%20rural%20areas.>
- EDA Public works (linked to econ. Dev) - <https://www.eda.gov/funding/programs/public-works>
- WI DOT TEA grant (linked to jobs) - <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tea.aspx>
- WI DOT TAP grants - <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx>

POTENTIAL FUNDING OPTIONS

TIF

DNR grants (water and fishing) - <https://dnr.wisconsin.gov/aid/Grants>.

Other fund may be available for the building reuse such as the CDI grant – <https://wedc.org/programs-and-resources/community-development-investment-grant/>

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LESSONS LEARNED AND FOLLOW UP

Each year of the program has been a great success. All the communities, now sixteen in total, expressed appreciation for the assistance, there was solid participation from stakeholders, and good work products were produced. Most importantly, each technical assistance effort moved projects forward for the communities.

The following were a few lessons learned along the way:

- **Technical assistance offerings** – The first year a variety of technical assistance options were offered. It turned out that sessions focusing on downtown projects, rather than zoning or detailed funding advice, were more popular. So, the second and third year focused on downtown and parks projects. While this is useful, there may be an opportunity in future years to focus on specific topics like housing, facade improvements, or redevelopment of key parcels.
- **Marketing** – The marketing of the program was the same each year and focused on email outreach. While more effort could be put into marketing, each year plenty of applications were received, so quick, basic marketing was not a detriment to the program. However, in future years, the use of video should be expanded.
- **Community visits** – The community visits were successful, but had varying levels of community participation. Options for future years could include focus groups or topical discussions.
- **Work products** – Many of the sessions have focused public spaces, so primary work products have been plans and sketches. These can be labor intensive, so enough time needs to be allotted. Ayres was able to refine some drawings after the community visits and add more detail. This follow up could be expanded in future years.
- **Follow-up** – Because this program has now spanned three years, we have the advantage of knowing that communities selected the first year have used the work products and moved their projects forward. An option for future sessions or a separate effort could be to document the steps taken by communities after the workshops.

Efforts should be made to find a way to make these technical assistance visits a permanent offering. The issue will be how to fund them, but they create great value for the amount invested. All the communities needed the assistance and could not achieve the work on their own. A solid program framework has been created, implemented, refined, and implemented again. This framework can be a solid starting point for a standing program.