

# ATTRACTIVE, WELCOMING COMMUNITY THAT VALUES ARTS AND CULTURE

## *Streetscape*

- Public Property Appearance
- Private Property Appearance
- Accessibility

## *Engaged & Informed Community*

- Citizen Involvement/Interaction
- Public-Private Partnerships
- Effective Communication



## *Shared Public Experiences*

- Arts & Culture
- Park & Open Space Amenities
- Events & Celebrations

## *Positive Community Image*

- Unique Community Identity
- Attractive Gateways
- Defined Neighborhoods

## Indicators for Success

- Image/First Impression
- Participation Levels
- Community Engagement
- Citizen Satisfaction

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**CITY OF STOUGHTON**  
**2011-2012 BUDGETING FOR OUTCOMES --- REQUEST FOR RESULTS**

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**ATTRACTIVE, WELCOMING COMMUNITY THAT  
VALUES ARTS AND CULTURE**

**Team Members**

Sarah Carlson	Kristi Hund	Hollie Camacho	Scott Wegner
Barb Veum	Michael Stacey	Roger Strandlie	Patrick O'Connor
Richard Kittleson			

**Priority**

The citizens of Stoughton have provided the Results Team with the following priority:

**The citizens of Stoughton want to live in an attractive, welcoming community that values arts and culture.**

**SUMMARY OF CAUSE & EFFECT MAP**

The 2011-2012 Attractive, Welcoming Community that Values Arts and Culture Results Team's map, indicators and purchasing strategies were developed by utilizing the input of residents; the City Comprehensive Plan, and by using information from other communities. We believe this to be a good foundation to build from for future budgeting processes. We placed special emphasis on things that are visually attractive and welcoming to residents including attributes that place value on the arts and the cultural aspects of the community. Four primary factors in order of importance were identified: Streetscape, Shared Public Experiences, Engaged & Informed Community, and Positive Community Image.

**Factor 1: Streetscape**

Streetscape is meant to include everything visible from a public street including streets, parkrows, sidewalks, paths, trails, greenways, parks, buildings, landscaping, etc. City buildings, parks, Yahara River, businesses and other amenities should be accessible and support varied options for public events, celebrations and travel. The "First Impression's" report by a group from Fort Atkinson indicated the need to further develop the City's way finding plan to direct people to key areas of the community and the need to maintain public and private properties. The Fort Atkinson report had positive remarks for the Downtown façade improvement program. We believe it is important to maintain an attractive streetscape to portray a welcoming, positive image and great first impression of the community to provide citizens with a "sense of place".

**Factor 2: Shared Public Experiences**

Participants in the Stoughton Appreciative Inquiry uniformly identified Stoughton's Norwegian heritage, celebrated through our annual Syttende Mai festival, the Norwegian Dancers, and arts and crafts as unique, positive factors in Stoughton's history and future. In addition, the City has a diverse religious heritage and active performing arts scene. Arts and cultural institutions and events such as

the opera house, library programs, senior center programs, youth center activities, Syttende Mai Celebration, Victorian Holiday, Coffee Break and the Stoughton Jr. Fair all work together to make Stoughton a vibrant center for arts and culture. Also, the existence of many parks spread throughout the community provides valuable amenities and opportunities to meet the many varying expectations of the community. Stoughton's proximity to Lake Kegonsa, Dane County Park and the State Park are also seen as valuable assets. We believe continued shared public experiences will emphasize the value of Arts, Culture and reflect an attractive, welcoming community.

### **Factor 3: Engaged & Informed Community**

Citizen involvement and interactions, as well as public and private partnerships are vital in order to effectively communicate the value of the Arts and Culture of the community. We are looking for ways to connect to our citizens and visitors and develop creative ways to welcome and promote community offerings while providing personal enrichment and a feeling of ownership.

### **Factor 4: Positive Community Image**

Stoughton and its residents' shared histories and diversity make neighborhoods and the community unique. While the City continues to grow, it should retain its welcoming, historically cultural environment. Stoughton's architecture, especially the historic downtown, well-preserved Opera House and Victorian homes must be maintained. Having this unique identity and community pride is an important aspect of building community and connections with others. The image of a community may be characterized by the introduction, entrance or gateway to the community. We see an opportunity to further build a positive community image and to make Stoughton more attractive and welcoming for everyone.

The vision of an Attractive, Welcoming Community that Values Arts and Culture represents more than just aesthetic value. A community that places emphasis on visual attractiveness, is welcoming to residents, visitors and neighbors alike with a continued focus on honoring the historic traditions and the arts is a vision that will have a direct and positive impact to continue to make Stoughton a great place to call home.

## **Indicators for Success**

### **Indicator 1: Improved Image/First Impression**

**Measure:** First Impressions Program Participation

First Impressions is a program developed by the UW-Extension to build partnerships between communities to assess and report their "First Impressions" on what is good and not so good about your community.

As described in the City Comprehensive Plan, Gateways are a great way to provide a positive first impression of a community and give citizens and visitors a sense of place. Primary gateways provide a clear community boundary which may reduce the appearance of urban sprawl while clearly defining a community's edge. Secondary gateways or entryways, used mainly by local residents could have smaller scale entry markers or public art to further define the community edge.

The City of Stoughton participated in the "First Impressions" program in 2000 prior the Main Street restoration project and during a time when the façade program was in full swing. This program could be used yearly to gauge and improve the image and first impression of Stoughton.

**Source:** First Impressions: A program for community assessment and improvement

<http://www.uwex.edu/ces/cced/communities/firstimpressions/index.cfm>

### **Indicator 2: Increased Participation Levels**

**Measure:** Number of individuals visiting & participating in community cultural and arts events.

There are a number of ways to gather participant data; opera house events, library participation, youth center participation, celebrations/Stoughton fair attendance and senior center participation to name a few. Ideally, we would like to see an increase in participation levels in every area. Realistically, we can better track participation at the opera house, senior center, youth center and library.

**Source:** Sound logic and informed judgment. We seek a yearly increase in participation levels.

### **Indicator 3: Improved Community Engagement**

**Measure:** Number of citizens engaged in community improvement projects.

The intent is to build partnerships with the community with emphasis on volunteerism, especially for the youth to develop a feeling of ownership in what happens in the community. Clearly defined opportunities for youth and the retired population are vital to develop and maintain feelings of ownership and civic engagement to the community.

**Source:** Track the number of individuals involved in community improvement projects. The community has had many projects completed by volunteers. The City should start an official program for volunteerism with specific projects and goals.

### **Indicator 4: Improved Citizen Satisfaction**

**Measure:** Number of citizens rating the Arts and Culture or Traditions of Stoughton as “Good” or “Excellent”.

**Source:** A citizen survey can be sent yearly to residents via Tower Times with a link on the city website or a survey sent directly to residents. The intent is to build partnerships and continued volunteerism with the community and neighbors to build on Stoughton’s attractiveness, and to portray the importance of the Arts and historic Culture.

## **Purchasing Strategies**

1. Beautify and maintain the physical aspects of the community with emphasis on the goals, objectives and policies of the Stoughton Comprehensive Plan;
2. Enrich the lives of residents and visitors especially through Arts, Culture, Parks, Events and Celebrations;
3. Increase accessibility-connectivity and way-finding throughout the community;
4. Emphasize partnerships and promote volunteerism to help reduce costs and duplication of services;
5. Strengthen existing and encourage new cultural and artistic offerings.

## Statement of Request for Offers

We are seeking offers that help make Stoughton an Attractive, Welcoming community that values Arts and Culture.

### I. Streetscape

#### i. Accessibility:

We seek offers that:

1. Provide streets, trails, paths and sidewalks that promote attractive, welcoming, clean, accessible travel and connectivity throughout the community. Special considerations will be given to offers that address pedestrian and biking connectivity at intersections along US Highway 51;
2. Enhance and verify the “way finding” network for ease of participating in community activities and use of community facilities and parks. Consideration given especially directional signage to locate the hospital, industrial parks, schools, parks, parking areas and city buildings;
3. Establish attractive primary and secondary gateways to the community while seeking partnerships from area Towns, local groups and organizations;
4. Promote way-finding for businesses off of Main Street & US Hwy 51;
5. Ensure buildings and walkways are accessible to those with disabilities;
6. Promote alternative modes of transportation;
7. Evaluates the effectiveness of the location and hours of operation of the Chamber of Commerce and other places of interests for tourists such as the museum.

#### ii. Public property appearance

We seek offers that:

1. Maintain public owned building attractiveness. Special consideration given to offers that address preservation of historically significant buildings and elements.
2. Provide for maintenance/attractiveness programs of public ways including streets, parks, sidewalks, trees, landscaping, parking lots and greenways, etc...
3. Seek to redevelop areas of blight and unattractive sites throughout the community. Special consideration given to offers that improve or remove blight and unattractive sites along and near the Yahara River and along Main Street/US Highway 51;
4. Maintain a quality stormwater system to keep public properties attractive including the Yahara River;
5. Maintain and enhance areas along the Yahara River, especially on Division Street and Fourth Street Dam area with emphasis on erosion control;
6. Reviews policies for how public property is maintained keeping attractiveness and citizens in mind and provide public spaces with adequate tables, seating and other equipment to accommodate the public;
7. Maintain and enhance the gateways or entrances to the City;
8. Reviews streets and public property lighting standards to maximize the appearance and welcoming aspects of the community. Special consideration given to offers that will promote extending the historic looking street lighting beyond the downtown area and promote such lighting in new developments.

### iii. **Private property appearance**

We seek offers that:

1. Enforce the building code related to minimum maintenance standards. Consideration given to offers that educate rather than penalize for non-compliance;
2. Review the building code to seek improvement to the minimum maintenance standards;
3. Encourage the improvement of blighted and unattractive areas of the community with special consideration given to offers that follow the Stoughton Railroad Corridor Redevelopment Plan;
4. Continue a trash and recycling program;
5. Encourage landscaping uniformity and maintenance;
6. Enforce and review zoning regulations related to any and all external property elements including building appearance, landscaping, lighting, and signage. Special considerations given to offers that educate rather than penalize for non-compliance;
7. Review the zoning code to seek improvements to the building aesthetics standards;
8. Provide tree planting/maintenance, stormwater and landscaping outreach to property owners to promote attractiveness;
9. Provide outreach and programs to help property owners maintain and update commercial, industrial and residential building façades. Special consideration given for programs that assist with historic buildings especially in the historic districts.

## II. **Shared Public Experience**

### i. **Arts & Culture**

We seek offers that:

1. Promote a variety of celebrations and events that showcase Stoughton's Arts and Culture. Special consideration given to offers that seek to extend Arts and Cultural activities beyond the downtown area;
2. Provide Arts and Cultural educational opportunities to strengthen Stoughton's historic culture for future generations;
3. Provide Arts and Cultural programs inclusive to all ages, culture, abilities, budgets, times of day/week/ year and locations. Special consideration to offers that seek to include the youth and retired individuals.

### ii. **Parks and Open Space Amenities**

We seek offers that:

1. Provide opportunities that incorporate input from youth to encourage involvement at a younger age, especially seeking input toward park improvements to provide the feeling of ownership and encourage usage;
2. Encourage participation by property owners within close proximity to a neighborhood park to provide input as to how the park will best be used;
3. Encourage usage of trails, paths, sidewalks and parks to further develop the welcoming aspect of the community.

\*Special consideration given to offers that also incorporate recommendations from the 2007 Park & Open Space Plan.

### iii. Events & Celebrations

We seek offers that:

1. Improve decorations & marketing to promote celebrations and events. Special consideration for offers that partner with citizens, Chamber of Commerce and business owners;
2. Promote City events beyond Stoughton;
3. Encourage partnerships to create, expand and nurture community events;
4. Promote holiday decorations including expansion beyond the downtown area.

## III. **Engaged & Informed Community**

### i. Citizen Involvement/Interaction

We seek offers that:

1. Provide for central coordination of volunteer services:
  - Increase volunteer opportunities, especially for making Stoughton an attractive, welcoming community,
  - Increase volunteer opportunities for retired individuals to encourage involvement at an older age,
  - Increase volunteer opportunities for the youth to give them a sense of ownership in what happens in the community;
2. Provide programs and opportunities for citizens to get involved in the arts and cultural aspects or traditions of the community;
3. Encourage citizen involvement planning neighborhood and community events. Special consideration given to offers that provide opportunities for shared youth and older adult interactions to build community and share cultural experiences among the age groups;
4. Promote an increase in public park, trails, paths and sidewalk usage;
5. Provide opportunities for families and youth to get involved in parks development planning;

### ii. Effective Communication

We seek offers that:

1. Use technology such as electronic message boards at primary gateways into the community to help increase community awareness;
2. Advertise community events and options effectively with multiple sources (Stoughton Cable, Courier-Hub, Tower Times, message boards, website, newsletters, Isthmus, radio, TV, social networking sites, etc.);
3. Strengthen the link between the City and Chamber of Commerce to better support the coordination of and promotion of events through a central community-wide website calendar.

iii. **Public-Private Partnerships**

We seek offers that:

1. Promote partnerships between City Departments and citizens toward accomplishing the priority of “making the community more attractive, welcoming and committed to the Arts and historic Culture;
2. Promote partnerships between the City and the Stoughton School District and other education institutions to accomplish the above priority;
3. Promote partnerships between the City and local artists to further develop the Arts;
4. Promote partnerships between the City and local Norwegian cultural groups, Chamber of Commerce and adjacent Townships to accomplish the above priority.

IV. **Positive Community Image**

i. **Unique Community Identity**

We seek offers that:

1. Encourage continued maintenance or revitalization of historic buildings as a component of an attractive community;
2. Encourage the historic districts as a valuable city asset;
3. Lead to increased awareness and appreciation in Stoughton’s Norwegian heritage as a valuable asset;
4. Review/Update the City’s Comprehensive Plan to meet the changing needs of the community;
5. Support the City’s Comprehensive Plan to meet the specific goals and recommendations of the plan.

ii. **Defined Neighborhoods**

We seek offers that:

1. Encourage neighborhood events/celebrations and cohesiveness such as a Neighborhood Watch Program;
2. Encourage neighborhood signage especially for the historic neighborhoods & districts.



## Supporting Evidence/Sources/Related Plans

- City Comprehensive Plan – May 31, 2005
- City Zoning Ordinance – Chapter 78
- City Building Ordinance – Chapter 10
- First Impressions: A program for community assessment and improvement: <http://www.uwex.edu/ces/cced/communities/firstimpressions/index.cfm>
- Decatur Georgia - Open City Hall (good website and concept): <http://www.decaturga.com/index.aspx?page=205>
- A Guide to Community Visioning: <http://learningstore.uwex.edu/assets/pdfs/G3708.pdf>
- Promoting Attractive Communities <http://www.landof.org/attractive.html>
- Creating Walkable Neighborhoods/Communities <http://www.landof.org/walkable.html>
- Livability 101- A Sense of Place: <http://www.aia.org/aiaucmp/groups/aia/documents/pdf/aias077946.pdf>
- Community Collaboration: <http://www.landof.org/collaboration.html>
- Case Study Promoting Attractive Communities: [http://www.landof.org/small/attractive\\_small.html](http://www.landof.org/small/attractive_small.html)
- Livability 101-Street Savvy Design: <http://www.aia.org/aiaucmp/groups/aia/documents/pdf/aias077952.pdf>
- Attractive on-premise signage strategies: [http://www.scenic.org/planning/strategies\\_signs](http://www.scenic.org/planning/strategies_signs)
- Great Neighborhoods – How to bring them home, MG&E, Madison Community Foundation, Dane County Build Program and 1000 Friends of Wisconsin.
- Caring for Historic Houses in Stoughton, Stoughton Landmarks Commission.
- Historic Downtown Stoughton Design Guidelines, Lynch & Company, Ltd, June 1993
- Community Scorecard by the City of Fort Collins: [http://www.fcgov.com/communications/pdf/09\\_community\\_scorecard\\_print.pdf?04302010](http://www.fcgov.com/communications/pdf/09_community_scorecard_print.pdf?04302010)
- National Endowment for the Arts (NEA) <http://www.nea.gov/> (including letter to Congress promoting creativity and public access to the arts)
- Providing a range of transportation choices: <http://www.landof.org/transportation.html>
- Art Programs; Arts & Culture Grants and Arts, Culture and Community Aesthetics, from St. Louis, Minnesota: <http://www.stlouispark.org/arts-culture.html>
- Manual to Enhance Community Signage: [http://ruraltourismmarketing.com/Community\\_signage\\_new.pdf](http://ruraltourismmarketing.com/Community_signage_new.pdf)
- Making the Case for the Arts in Wisconsin <http://artswisconsin.org/research/activistcenter/talkingpoints.cfm>
- 2007 Stoughton Parks & Open Space Plan
- Stoughton Public Facilities Needs Assessment and Impact Fee Study – Jan. 2009
- Stoughton Railroad Corridor Redevelopment Plan – July 12, 2005