

B. APPENDIX 2: FORUM RESULTS

VILLAGE OF COTTAGE GROVE, WISCONSIN
Summary of Community Forum

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COTTAGE GROVE FORUM RESULTS

KEY REOCCURRING POINTS ON THE FORUM MAP EXERCISE

1. The downtown should be a very distinct part of the community in terms of appearance and function. It should look like and function as a "downtown."
2. This downtown should be designed to be the main activity center and cultural heart of the community.
3. Uses serving all ages and interests should be directed to the downtown.
4. A community center and library should be located in the downtown. In the future, a museum, post office, and a day care center are among potential targeted uses.
5. A village green and/or square should be provided. It could contain uses such as a bandshell, skating rink, and farmers' market.
6. The downtown design should relate to the School Forest and form the hub of the community-wide trail network.

DOWNTOWN'S LAND USE AND ACTIVITIES

ESSENTIAL LAND USES & ACTIVITIES	DESIRABLE LAND USES AND ACTIVITIES	ACCEPTABLE LAND USES & ACTIVITIES	PROHIBITED LAND USES & ACTIVITIES
<ul style="list-style-type: none"> ■ Community building ■ Four-way stop ■ Unique shops ■ Bike trail(s) ■ Village Hall ■ Library ■ Multi-story office or residential ■ Mixed use ■ Family or community activities ■ Grocery Stores ■ Improve appearance of vacant area across from BB ■ Parking structure ■ Greenspace ■ Commercial ■ Residential ■ School ■ Senior center 	<ul style="list-style-type: none"> ■ Retail ■ Office ■ Restaurants ■ Greenspace ■ Community building ■ City hall ■ Library ■ Center green-plaza ■ Natural landscaping 	<ul style="list-style-type: none"> ■ Residential ■ Theatre 	<ul style="list-style-type: none"> ■ Parking lots ■ Strip Malls ■ Large apartment buildings ■ 24-hour retail ■ "Big block" buildings ■ Auto repair ■ Gas stations ■ McDonalds ■ Farm buildings ■ Single-family residential ■ Ball park ■ Large, commercial or retail ■ Expansive buildings ■ Tall buildings (2-story limit) ■ Large chain stores ■ Huge parking lots

DOWNTOWN'S ECONOMIC DEVELOPMENT STRATEGIES

BEST COMMUNITY IMAGES	KEY ORGANIZATIONAL STRATEGIES	KEY PROMOTIONAL STRATEGIES	MOST EFFECTIVE MEDIA
<ul style="list-style-type: none"> ■ Family / arts ■ Greenspace ■ Business support ■ Bike trail ■ Fountain ■ Pavilion ■ Family-oriented community ■ 	<ul style="list-style-type: none"> ■ Specialty shops ■ Café ■ Bike / sports shop ■ Restaurant ■ Mix of convenience, specialty, eating 	<ul style="list-style-type: none"> ■ Farm market ■ Festivals ■ Art fair ■ Business directory ■ Better web page ■ Grand opening ■ Kids' day in park ■ DNR web link ■ Tourism web link ■ Bike rodeo/concert series ■ Surrounded by senior housing, residential / condos, small offices ■ Incorporate development of old downtown ■ Drumlín Trail 	<ul style="list-style-type: none"> ■ Wisconsin Trails ■ Link to state tourism page ■ TV cable stations ■ <i>Independent</i> ■ <i>Capital Times</i> ■ Bank banner ■ Easy access to Madison

SUMMARY OF FORUM CONCLUSIONS (BY TABLE)

TABLE 1:

<p>Overall Vision Statement:</p> <ul style="list-style-type: none"> ➤ Intimate, hometown image ➤ Character ➤ Gathering place ➤ Viable / sustainable stores ➤ Mixed use <p>General Land Use Concepts:</p> <ul style="list-style-type: none"> ➤ Community focus ➤ Retail ➤ Professional business / orthodontist / optometrist <p>General Transportation Concepts:</p> <ul style="list-style-type: none"> ➤ Access from CTH N and CTH BB / roads to the south ➤ Bike path / bus system ➤ Walkways 	<p>General Community Facility Concepts:</p> <ul style="list-style-type: none"> ➤ Library / Historical Society ➤ Community center ➤ Parks ➤ Entertainment <p>General Economic Development Concepts:</p> <ul style="list-style-type: none"> ➤ Develop current business on BB ➤ Four corners as primary focus <p>Detailed Explanation of Model:</p> <ul style="list-style-type: none"> ➤ Four corners (BB & N) is our focal point ➤ Park / community area secondary focus ➤ Upscale housing behind buffer ➤ Berm / buffer along BB <p>Key Implementation Strategies:</p> <ul style="list-style-type: none"> ➤ Development in phases as population grows
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TABLE 2:

<p>Overall Vision Statement:</p> <ul style="list-style-type: none"> ➤ Village Green with community center and communities activities ➤ Specialty retail ➤ Greenspace linkages ➤ Aesthetic character is key ➤ Landscape terrace / boulevards <p>General Land Use Concepts:</p> <ul style="list-style-type: none"> ➤ Greenspace / Community building – Central focus ➤ Specialty retail / services immediately adjacent; second floor residential ➤ Outside core, no large commercial ➤ No “active” recreation ➤ Senior housing at perimeter <p>General Transportation Concepts:</p> <ul style="list-style-type: none"> ➤ Main transportation – Access points aligned with Oak Street ➤ Boulevard entries at east end, off N at south of prop. ➤ Bike / Ped access from south, limit access off BB & N ➤ Transit hub <p>General Community Facility Concepts:</p> <ul style="list-style-type: none"> ➤ Village Square – Community events; municipal library ➤ Community Center ➤ Bike / pedestrian connection to Village Green 	<p>General Economic Development Concepts:</p> <ul style="list-style-type: none"> ➤ Family friendly ➤ Organize around Town Square ➤ Promotion by word of mouth – local not regional ➤ Respond to local community needs, not drawing from outside ➤ Solidify local base <p>Detailed Explanation of Model:</p> <ul style="list-style-type: none"> ➤ Community Center / Library at Village Square ➤ Specialty shops, retail at Square ➤ Office / Retail along entry drives ➤ Mixed office / residential at periphery ➤ Parking behind buildings, screened from road ➤ Hotel / Elderly housing at east side <p>Key Implementation Strategies:</p> <ul style="list-style-type: none"> ➤ Develop sequentially to avoid “holes” in site development ➤ Village Green / Hub ➤ Area west of Village Green to Hwy N ➤ Develop north of hub to BB ➤ Develop area to east (hotel, housing)
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TABLE 3:

Overall Vision Statement:

- Utilize terrain
- Develop a town square as a focal point
- Create a grid of streets and small blocks

General Land Use Concepts:

- Create a town square as a focal point with terrain so that the downtown concept is visible as you approach it.

General Transportation Concepts:

- Create a grid of streets
- Eliminate parking lots in favor of on-street parking

General Community Facility Concepts:

- Include a library, community center, town square and parkland
- Room for a church? (Share parking with office)

General Economic Development Concepts:

- Family-oriented development
- Develop a “niche” – something Cottage Grove is known for
- No industrial in this area
- Restaurants but not fast food

Detailed Explanation of Model:

- Theme residential along access from N
- Library as backdrop to Town Square
- Greenspace along CG road with commercial behind

Key Implementation Strategies:

- Removal of house and out buildings
- How does bank relate to design of site?
- Develop informational kiosk – Sign at BB/N
- Information at all other entries to the area
- Focus development at BB/N – Working eastward
- Develop plan for surrounding areas – how they will relate to new downtown.

TABLE 4:

Detailed Explanation of Model:

[None.]

Key Implementation Strategies:

[None.]

Overall Vision Statement:

- Tiered commercial with cobblestone streets
- Well-lighted (lamp posts)

General Land Use Concepts:

- Small commercial, unique, diverse / residential / community

General Transportation Concepts:

- Pedestrian / bike / set hours for delivery

General Community Facility Concepts:

- Library / community center / community celebration area

General Economic Development Concepts:

- No empty store fronts
- Keep small enough
- Well-maintained
- Safety
- Family-friendly
- Brochures
- Road signage

TABLE 5:

<p>Overall Vision Statement:</p> <ul style="list-style-type: none"> ➤ To develop a dynamic central Cottage Grove identity that invites all citizens of the area to participate in the activities and business developed and available. <p>General Land Use Concepts:</p> <ul style="list-style-type: none"> ➤ Mixed use – Office, business, residential ➤ Civic center ➤ New village office <p>General Transportation Concepts:</p> <ul style="list-style-type: none"> ➤ Plan puts the Central Business Center (the focal point) within the area <p>General Community Facility Concepts:</p> <ul style="list-style-type: none"> ➤ Library, Civic Center – Pavilion ➤ New City Hall <p>General Economic Development Concepts:</p> <ul style="list-style-type: none"> ➤ Must be a mix of uses – business, office, eateries, shopping ➤ Adequate bike and auto parking ➤ Must promote location – schools, recreation ➤ Link the old downtown and the new downtown to maximize Drumlán Trail access ➤ Create a pool (aquatic facility) at Fireman’s Park 	<p>Detailed Explanation of Model:</p> <ul style="list-style-type: none"> ➤ Incorporate bank land into the Center ➤ Civic center, new village Hall, central pavilion are around a central “green” ➤ Includes business and office concentration ➤ Gradual change to residential / business mix ➤ Includes a central senior citizens’ center and nearby senior housing <p>Key Implementation Strategies:</p> <ul style="list-style-type: none"> ➤ Dress-up the entrances to the CBD ➤ Keep the “visual” openness from the county roads.
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TABLE 6:

Overall Vision Statement:

- Known as a great place to live, work, recreate, educate – the heart of the community

General Land Use Concepts:

- Open public use facility with Greenspace
- Mix of retail shops and personal services

General Transportation Concepts:

- Safe routes / trails
- Pedestrian friendly
- Accessible

General Community Facility Concepts:

- Library / city hall / community center / senior center
- Greenspace with natural plantings
- Pre-school / public school

General Economic Development Concepts:

- Well-documented community support survey
- SEE Table 6 ED specialist sheet

Detailed Explanation of Model:

- Most parking underground
- City center built into the hill (round shape)
- Berm parking along BB
- Large sports complex on east end of property
- Nature trail / walking trail (extending through wetlands) around whole area

Key Implementation Strategies:

[None.]

SUMMARY OF FORUM CONCLUSIONS (BY STEP)

OVERALL VISION STATEMENT:

- Intimate, hometown image
- Character
- Gathering place
- Viable / sustainable stores
- Mixed use
- Village Green with community center and community activities
- Specialty retail
- Greenspace linkages
- Aesthetic character is key
- Landscape terrace / boulevards
- Utilize terrain
- Develop a town square as a focal point
- Create a grid of streets and small blocks
- Tiered commercial with cobblestone streets
- Well-lighted (lamp posts)
- To develop a dynamic central Cottage Grove identity that invites all citizens of the area to participate in the activities and business developed and available.
- Known as a great place to live, work, recreate, educate – the heart of the community

GENERAL LAND USE CONCEPTS:

- Community focus
- Retail
- Professional business / orthodontist / optometrist
- Community focus
- Greenspace / Community building – Central focus
- Specialty retail / services immediately adjacent; second floor residential
- Outside core, no large commercial
- No "active" recreation
- Senior housing at perimeter
- Create a town square as a focal point with terrain so that the downtown concept is visible as you approach it.
- Small commercial, unique, diverse / residential / community
- Mixed use – Office, business, residential
- Civic center
- New village office
- Open public use facility with Greenspace
- Mix of retail shops and personal services

GENERAL TRANSPORTATION CONCEPTS:

- Access from CTH N and CTH BB / roads to the south
- Bike path / bus system
- Walkways
- Main transportation – Access points aligned with Oak Street
- Boulevard entries at east end, off N at south of prop.
- Bike / Ped access from south, limit access off BB & N
- Transit hub
- Create a grid of streets
- Eliminate parking lots in favor of on-street parking
- Pedestrian / bike / set hours for delivery
- Plan puts the Central Business Center (the focal point) within the area
- Safe routes / trails
- Pedestrian friendly
- Accessible

GENERAL ECONOMIC DEVELOPMENT CONCEPTS:

- Develop current business on BB
- Four corners as primary focus
- Family friendly
- Organize around Town Square
- Promotion by word of mouth – local not regional
- Respond to local community needs, not drawing from outside
- Solidify local base
- Family-oriented development
- Develop a “niche” – something Cottage Grove is known for
- No industrial in this area
- Restaurants but not fast food
- No empty store fronts
- Keep small enough
- Well-maintained
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- Family-friendly
- Brochures
- Road signage
- Must be a mix of uses – business, office, eateries, shopping
- Adequate bike and auto parking
- Must promote location – schools, recreation
- Link the old downtown and the new downtown to maximize Drumlín Trail access
- Create a pool (aquatic facility) at Fireman’s Park
- Well-documented community support survey

GENERAL COMMUNITY FACILITY CONCEPTS:

- Library / Historical Society
- Community center
- Parks
- Entertainment
- Village Square – Community events; municipal library
- Community Center
- Bike / pedestrian connection to Village Green
- Include a library, community center, town square and parkland
- Room for a church? (Share parking with office)
- Library, Civic Center – Pavilion
- New City Hall
- Library / city hall / community center / senior center
- Greenspace with natural plantings
- Pre-school / public school

DETAILED EXPLANATION OF MODEL:

- Four corners (BB & N) is our focal point
- Park / community area secondary focus
- Upscale housing behind buffer
- Berm / buffer along BB
- Community Center / Library at Village Square
- Specialty shops, retail at Square
- Office / Retail along entry drives
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- Incorporate bank land into the Center
- Civic center, new village Hall, central pavilion are around a central "green"
- Includes business and office concentration
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- Most parking underground
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KEY IMPLEMENTATION STRATEGIES:

- Development in phases as population grows
- Develop sequentially to avoid "holes" in site development
- Village Green / Hub
- Area west of Village Green to Hwy N
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