Fort Atkinson
Community Placemaking Initiative

Steering Committee Workshop
Proceedings Report

February 11, 2016

<u>Participants</u>

Roy Budlong
Mason Becker
Bruce Waller
Megan Findlay
Mike Foerster
Cynthia Holt
Paul Kotz
Matt Loup
Maggie Mielke
Jim Nelson
Chris Scherer
Matt Trebatoski
Jeff Zaspel

<u>Others</u>
An audience with members from the
community observed the workshop.

Facilitated and Compiled By:
Steve Grabow, Professor and Community Development Educator
University of Wisconsin-Extension, Jefferson County Office

February 19, 2016 Draft

UW Extension
University of Wisconsin-Extension

Table of Contents

Section 1

WORKSHOP OBJECTIVES AND REVIEW

An overview of the Workshop objectives were reviewed, the Proceedings Report from Workshop 2 was summarized, and the processes to be used were explained by the facilitator.

❖ ***Workshop Objectives***
  o *To build on the insights from Workshops 1 and 2.*
  o *To review the potential narrative vision ideas around the framework of community placemaking principles from the January Steering Committee Workshop.*
  o *To refine potential narrative vision ideas.*
  o *To reach general agreement on the narrative vision ideas, and develop a "Consensus Vision Sketch.*

❖ ***Review "Proceedings Report" from Workshop 2***
  o *A relatively quick summary of the Proceedings report was presented since the Steering Committee was to be engaged in a thorough review and discussion of each vision idea in the report.*

Section 2

NARRATIVE VISION REFINEMENT PROCESS

The facilitator explained how the ideas from Workshop 2 were organized (by functional component and then by principle). Participants were invited to add new vision ideas. Two additional vision ideas under "Economic Generators" are included. Participants then were oriented on the "We-Agree" tool (see Appendix) which was used to determine the extent of consensus on each vision idea. This section includes an asterisk (****) for those ideas for which there was not consensus. The reasoning or rationale for each idea without consensus is included. Participants dialogued around these "non-consensus" vision ideas in an effort to come up with adjustments that were generally agreed to by all. The original and modified consensus vision ideas are included.

Initial Fort Atkinson Community Placemaking Vision Ideas

I. Physical Configuration:

Principle 1: Compact Community with Clear Urban/Rural Differentiation
a. ****Hope to embrace the by-pass by building out the "interior" first.

Rationale/Concerns:
There may be certain things that won't fit into the interior.
Don't want the bypass to be construed as the limit.
Need other criteria such as "smart growth", cost considerations, appropriate uses beyond the bypass.
We want to grow but we want to do it smart.
An interim alternative was proposed:

Hope to use principles of "smart growth" to guide our growth on the periphery. (Using sound criteria including a clear urban/rural differentiation).

Consensus Revision:

Hope to embrace the bypass while growing our community smartly and sustaining a healthy and prosperous downtown.

Note: There was significant discussion on these vision ideas. To further inform these ideas, the participants and facilitator reviewed the professional perspectives on the importance of this principle on page 8 of *Principles and Practice of Community Placemaking*, including these excerpts:

o   A strong model of growth contains the vision of compact urban form while protecting the green spaces of natural areas and working farms around the periphery of the city.
o   Future development patterns that recognize the clear distinction between the country and the community are positioned for sustainability.
o   Future development patterns that are more compact and contiguous to existing development make communities more sustainable.

Principle 2: Strong Urban Center

a. Hope to use our downtown buildings as an asset.
b. Hope to better plan/define what we want downtown to be (i.e. retail?; quaint?; services?).
c. Hope to learn from other cities' downtowns (niche opportunities?; services?).
d. ****Hope to assess/plan for our downtown.
    1. Spending on retail
    2. Other spending
    3. Service
    4. Hope understand the best mix of those listed above.

    Rationale/Concerns:
    Clarify the "types of spending".

    Consensus Revision:

    Hope to assess/plan for our downtown.
    1. Consumer spending on retail
    2. Other spending
    3. Service
    4. Hope to understand the best mix of those listed above.

e. ****Hope to continue to turn the corner on our downtown.

    Rationale/Concerns:
    Too broad and vague.

    Consensus Revision:

    Hope to focus on the interests of downtown, realistic options and create a healthy mix of uses.

f. ****Hope to better accommodate our smaller business start-ups in downtown (access MATC/other expertise); example: incubators.

    Rationale/Concerns:
    Add UW Whitewater Innovation Center as source of expertise.

    Consensus Revision:

    Hope to better accommodate our smaller business start-ups in downtown (access MATC/UW Whitewater Innovation Center and other expertise); example: incubators.

Principle 4: Integration of Housing and Employment
a. Hope to have housing close to where people work.(including downtown)

Principle 7: A Mix of Housing Types
a. ****Hope for rental options for young professionals (affordable, adequate quality).
    a. Hope for middle-range cost in rentals.
    b. Use to recruit young professional so need housing.

    Rationale/Concerns:
    Expand
    Consider defining "affordable"
    Provide a middle-range number: $550-$700 range in current dollars.

    Consensus Revision:

    Hope for rental options for young professionals (affordable, competitive, adequate quality)
    a. Hope for middle-range cost in rentals. (Ranging from $550-$700 in current dollars.)
    b. Use to recruit young professional (so we need housing for this sector).

b. *****Hope to address the need for "buildable lots".

    Rationale/Concerns:
    Merge b and f.

c. ****Hope for innovative ways to address housing needs (ex. Waterloo had incentives; Jefferson had a grant for downtown).

    Rationale/Concerns:
    Remove reference to Jefferson since it was for commerce.

    Consensus Revision:

    Hope for innovative ways to address housing needs (ex. Waterloo had incentives).

d. ****Hope to access housing grants.

    Rationale/Concerns:
    Add utilize further.
    County and other grants are being used.
    Tie into involvement of banks.

Consensus Revision:

Hope to access housing grants and further utilize other available grants such as offered through the County (further involve banks in this effort).

e. ****Hope to leverage partnerships with other Jefferson County communities to address similar issues (i.e. housing).

Rationale/Concerns:
Elaborate more.
Add examples.

Consensus Revision:

Hope to leverage partnerships with other Jefferson County communities to address similar issues (i.e. collaborate more on housing; work together on opportunities with the proposed Medical College in Jefferson; other).

f. ****Hope to address issue of buildable lots so we need to address these physical limitations.

Rationale/Concerns:
Merge with b.
Describe areas where this might apply---throughout the City.
Give example with lots near Pick N Save.

Consensus Revision:

Hope to address issue of buildable lots so we need to address these physical limitations at identified general locations throughout the City. (ex. there are approximately 60 lots behind Pick 'N Save but only about 30 of these lots are buildable.)

II. Circulation and Transportation:

Principle 8: Pedestrian and Bike-Friendly Environments
a. Hope to make it easier to bike by identifying bike corridors (bike paths).
b. Hope to take advantage of biking by making safer paths (to Carnes Park and other destinations).
c. ****Create safer bike routes and create safe route to high school.

Rationale/Concerns:
Change high school to all schools.

Consensus Revision:

Create safer bike routes and create safe route to all schools.

d. *****Hope to "infill" sidewalks in several subdivisions (many from the 1970's and 1980's).

Rationale/Concerns:
Add create and add sidewalks.

Consensus Revision:

Hope to create, add and "infill" sidewalks in several subdivisions (many from the 1970's and 1980's).

Principle 9: High Quality and Convenient Public Transit and Transportation
a. Hope to use the by-pass to bring people to our City.
b. Hope for better ways to get students who don't drive to schools (ex. MATC).
c. ****Hope to address the transportation issue (elderly, youth) and recognize this needs addressing as a County issue.

Rationale/Concerns:
Add emphasis for both social and community services.

Consensus Revision:

Hope to address the transportation issue (elderly, youth) and recognize this needs addressing as a County issue. (Significant needs for both social and community services).

d. Hope to improve our existing roads.

III. Natural and Cultural Resources and Environment:

Principle 10: Environmental Resources and Parks
a. Hope to identify our physical assets to better meet our needs (Rock River – Federal Waterway Designation).
b. Recognize that we are strong in this category (Natural Resources) and keep it up.
c. Hope to better showcase our "river walkway" (should be a center piece) and linkages to Lake Koshkonong (and its future).

Principle 11: Preserved Farmland and Related Open Spaces
a. Hope to retain our agricultural identity (and our agriculture history) and linkages to local foods.
b. Hope to preserve our farmland and our uniqueness for local agriculture (more local, more organic).
c. Hope for "Information Technology" links to agriculture enterprise.
d. Build on our strong base and support for agriculture and related start-up businesses.

Principle 12: Historic and Cultural Resources Preserved and Integrated into Contemporary Settings
a. Build on our cultural assets and integrate them into economic development and other strategies.

IV. Identity and Sense of Place:

Principle 13: Strong Local Character, Community Identity and Sense of Place
a. *****Hope to be a self-sufficient community (everything we need should be here).

   Rationale/Concern:
   Change community to County.

   Consensus Revision:

   Hope to be a self-sufficient County (everything we need should be here).

b. Hope to build on our nine (9) international companies (small town and international business – unique identity).
c. Hope to capture and canvass to make sure we are marketing our unique attractions.

Principle 14: Public Spaces Enlivened by Work of Art and Sculpture
a. Hope to "frame our area" with these strengths (including the "arts").

V. Attributes to Instinctively Draw Us to Places:

Principle 15: Connectivity
a. *****Hope for enhanced signage for "wayfinding".

   Rationale/Concern:
   What is wayfinding? Define wayfinding.
   Possibly link with Principle 15c and Principle 17a.

Consensus Revision:

Hope for enhanced signage for "wayfinding".

> Note: Participants are interested in providing additional context and definitions on the concept of wayfinding. The facilitator changed roles and provided some research-based concepts around the concept of "wayfinding":
>
> Wayfinding is the process by which you move through an unfamiliar environment toward a destination. It is a hierarchical system of navigational cues that you internally process while you are on the move. Wayfinding sign systems have become popular tools to help communities guide visitors and convey a positive image. (Source: The National Trust Main Street Center)

b. Hope to build on motor-coach destinations (Fireside) and other attractions (Café Carp, Lorine Niedecker).
c. ****Hope to ease access to our downtown for special events/attractions (market our good location).

   Rationale/Concern:
   Clarify ease of access. (Safer parking and safer for pedestrians.)
   Clarify how to "draw people"; i.e. from west side, from high school, from Fireside.

   Consensus Revision:

   Hope to have ease of access to our downtown for special events/attractions, and assure downtown safety related to pedestrian and parking safety (market our good location to draw people from the west side, from high school events and from the Fireside).

Principle 17: Variety and Whimsy
a. ****Hope to address entry ways to our community (add whimsy; make attractive).

   Rationale/Concern:
   Possibly link with Principle 15 a. and c.

   Consensus Revision:
   Hope to address entry ways to our community (add whimsy; make attractive; also relates to Principle 15 a. and c.).

b. Hope to create unique, new activities (riverboat rides incorporating the by-pass; be creative) Bring the FUN back!

<u>Principle 19: Many Choices and Many Things to Do with Sociable Settings</u>

a. Hope for flexibility, unique needs of younger generation (interest in giving back, philanthropic opportunities and other personal rewards).
b. ****Hope for opportunities to involve younger people to be integrated into the community (engage sectors of the population not engaged in the City).

>   Rationale/Concerns:
>   Expand by adding "diverse communities"; identify Latino/women.
>   Add other groups beyond youth
>   Add engage in leadership opportunities.
>
>   Consensus Revision:
>
>   Hope for opportunities to involve diverse communities (including youth, Latinos and women), and integrate them into the community (engage sectors of the population not engaged in the City, and provide leadership opportunities.).

c. Hope to invite, listen to and engage diverse populations. (Better identify diverse groups and involve them in new ways.).

<u>Other: Vision Ideas and Strategies to Support and Implement Placemaking Principles</u>

<u>Economic Generators</u>

a. Hope to build on assets of those drawn to town (amenities that our business draws, i.e. 2 Rivers Bicycle and Outdoors).
b. ****Hope to create an identity of strong employers and opportunity for good jobs that attract and maintain workers.

>   Concerns/Rationale:
>   Give illustrations and characteristics of "good jobs."
>
>   Consensus Revision:
>   Hope to create an identity of strong employers and opportunity for good jobs that attract and maintain workers. (Characteristics of good jobs include those jobs with flexible benefits, opportunities for career growth and provide personal fulfillment.)

c. Hope to continue our good mix of employment opportunities.
d. Hope for a diversified economy.
e. New: Hope to support a culture that supports entrepreneurs.
f. New: Hope to bring together "clusters" in innovation centers (examples: agriculture, science, business investors, education and other sectors)

Growth and Change
a. ****Hope to better understand "growth potential" in Fort Atkinson. (Note: Planned to be 15,000 people?).
    a. Note: Active dialogue around trends and implications of growth.

   Rationale/Concerns:
   Reword and reference that this number is based on natural boundaries and geography, with general limitations of growth around 15,000 people.

   Consensus Revision:

   Hope to better understand and have active dialogue around "growth potential", growth trends and implications of growth in Fort Atkinson (Note: Include exploration about the limits of growth which has been identified as 15,000 people based on natural boundaries and geography).

b. *****Hope to determine: "How big do we want to be?"
    a. Do we want to grow or not?
    b. How do we grow?

   Rationale/Concerns:
   Add: How do we define growth? How do we want to grow? What type of growth?

   Consensus Revision:
   Hope to determine and figure out:
    o How big do we want to be?"
    o How do we define "growth"?
    o Do we want to grow or not?
    o How do we want to grow?
    o What type of growth do we want?

c. Hope to figure out "how we want to change".

General Community Quality and Livability
a. Hope for high quality schools, good jobs and good health care.
b. ****Hope to build on our location and proximity to education (K-12/Re-tooling people).

   Rationale/Concerns:
   Define "re-tooling".
   Clarify education by adding Madison College, pre-school, day-care, other.

Consensus Revision:

Hope to build on our location and proximity to education (day-care, pre-school, K-12 and Madison College and re-tool people for new careers, move to new places in their lives and lifestyles through education.)

c. Hope to build on our being the hub of wellness and health care.
d. Hope to help our partner communities so we are all strong.

Section 3

CONSENSUS VISION SKETCH:
ORGANIZED BY PRINCIPLES OF COMMUNITY PLACEMAKING

The facilitator has compiled the revised consensus vision ideas from Section 2. This represents the participants' "consensus vision sketch" for the Fort Atkinson community using a framework around the principles of community placemaking. As described on page 36 of "Principles and Practice of Community Placemaking", the purpose of this vision sketch is:

o *To develop a narrative vision which describes what a desired community would look like in the future.*
o *To use the actual language of the community, as close as possible, in order to reflect the values of the community.*
o *This vision of success provides the target for actions and strategies which, when implemented, would move the community of Fort Atkinson toward its vision.*

The decision-making process was based on standard definitions of consensus (see Appendix for definitions). Subsequent to the workshop, the facilitator slightly adjusted the format and wording in response to a request by participants. Specifically, the repeated reference to "hopes" was eliminated and "alpha bullet points" were removed.

Also, in response to input by Steering Committee members to the Project Manager, additional context was provided in the "Corollary Principles and Vision Ideas" part of this vision sketch. In addition, reminders about what will happen at Workshop 5 (excerpted from the Project Understanding and Scope document) are included in a section on Follow-up Activity of the Steering Committee.

Each vision statement describes the "desired end-state" of what the community would like to have in place at a future point in time. The typical lead-in phrase for each vision statement is illustrated as follows:

The Fort Atkinson community (we) will……......................(add individual vision idea).

I. Physical Configuration:

Principle 1: Compact Community with Clear Urban/Rural Differentiation

> o We will embrace the bypass while growing our community smartly and sustaining a healthy and prosperous downtown.

Principle 1: *(Continued)*

Note: There was significant discussion on these vision ideas. To further inform these ideas, the participants and facilitator reviewed the professional perspectives on the importance of this principle on page 8 of *Principles and Practice of Community Placemaking*, including these excerpts:

o A strong model of growth contains the vision of compact urban form while protecting the green spaces of natural areas and working farms around the periphery of the city.
o Future development patterns that recognize the clear distinction between the country and the community are positioned for sustainability.
o Future development patterns that are more compact and contiguous to existing development make communities more sustainable.

Principle 2: Strong Urban Center

- o We will use our downtown buildings as an asset.
- o We will better plan/define what we want downtown to be (i.e. Retail? Quaint? Services?).
- o We will learn from other cities' downtowns (Niche opportunities? Services?).
- o We will assess/plan for our downtown.
  - Consumer spending on retail
  - Other spending
  - Service
  - Hope to understand the best mix of those listed above.
- o We will focus on the interests of downtown, realistic options and create a healthy mix of uses.
- o We will better accommodate our smaller business start-ups in downtown (With access to Madison College/UW Whitewater Innovation Center and other expertise); Example: incubators.

Principle 4: Integration of Housing and Employment

- o We will have housing close to where people work.(including downtown)

Principle 7: A Mix of Housing Types

- o We will have rental options for young professionals (affordable, competitive, adequate quality)
  - Will have middle-range costs in rentals (ranging from $550-$700 in current dollars).
  - Will use to recruit young professional (so we need housing for this sector).
- o We will have innovative ways to address housing needs (Example: Waterloo had incentives).
- o We will access housing grants and further utilize other available grants such as offered through the County (further involve banks in this effort).

Principle 7: *(Continued)*

- o We will leverage partnerships with other Jefferson County communities to address similar issues (i.e. collaborate more on housing; work together on opportunities with the proposed Medical College in Jefferson; other).
- o We will address issue of buildable lots so we need to address these physical limitations at identified general locations throughout the City (Example: there are approximately 60 lots behind Pick 'N Save but only about 30 of these lots are buildable.)

II. Circulation and Transportation:

Principle 8: Pedestrian and Bike-Friendly Environments

- o We will make it easier to bike by identifying bike corridors (bike paths).
- o We will take advantage of biking by making safer paths (to Carnes Park and other destinations).
- o We will create safer bike routes and create safe routes to all schools.
- o We will create, add and "infill" sidewalks in several subdivisions (many from the 1970's and 1980's).

Principle 9: High Quality and Convenient Public Transit and Transportation

- o We will use the by-pass to bring people to our City.
- o We will have better ways to get students who don't drive to schools (Example: to Madison College).
- o We will address the transportation issue (elderly, youth) and recognize this needs addressing as a County issue (significant needs for both social and community services).
- o We will improve our existing roads.

III. Natural and Cultural Resources and Environment:

Principle 10: Environmental Resources and Parks

- o We will identify our physical assets to better meet our needs (Rock River – Federal Waterway Designation).
- o We will recognize that we are strong in this category (Natural Resources) and keep it up.
- o We will better showcase our "river walkway" (should be a center piece) and linkages to Lake Koshkonong (and its future).

Principle 11: Preserved Farmland and Related Open Spaces

- We will retain our agricultural identity (and our agriculture history) and linkages to local foods.
- We will preserve our farmland and our uniqueness for local agriculture (more local, more organic).
- We will have "Information Technology" links to agriculture enterprise.
- We will build on our strong base and support for agriculture and related start-up businesses.

Principle 12: Historic and Cultural Resources Preserved and Integrated into Contemporary Settings

- We will build on our cultural assets and integrate them into economic development and other strategies.

IV. Identity and Sense of Place:

Principle 13: Strong Local Character, Community Identity and Sense of Place

- We will be a self-sufficient County (everything we need should be here).
- We will build on our nine (9) international companies (small town and international business – unique identity).
- We will capture and canvass to make sure we are marketing our unique attractions.

Principle 14: Public Spaces Enlivened by Work of Art and Sculpture

- We will "frame our area" with these strengths (including the "arts").

V. Attributes to Instinctively Draw Us to Places:

Principle 15: Connectivity

- We will have enhanced signage for "wayfinding".

Note: Participants are interested in providing additional context and definitions on the concept of wayfinding. The facilitator changed roles and provided some research-based concepts around the concept of "wayfinding":

Wayfinding is the process by which you move through an unfamiliar environment toward a destination. It is a hierarchical system of navigational cues that you internally process while you are on the move. Wayfinding sign systems have become popular tools to help communities guide visitors and convey a positive image. (Source: The National Trust Main Street Center)

Principle 15: *(Continued)*

- o We will build on motor-coach destinations (Fireside) and other attractions (Café Carp, Lorine Niedecker).
- o We will have ease of access to our downtown for special events/attractions, and assure downtown safety related to pedestrian and parking safety (market our good location to draw people from the west side, from high school events and from the Fireside).

Principle 17: Variety and Whimsy

- o We will address entry ways to our community (add whimsy; make attractive; also relates to Principle 15).
- o We will create unique, new activities (riverboat rides incorporating the by-pass; be creative) Bring the FUN back!

Principle 19: Many Choices and Many Things to Do with Sociable Settings

- o We will have flexibility, unique needs of younger generation (interest in giving back, philanthropic opportunities and other personal rewards).
- o We will have opportunities to involve diverse communities (including youth, Latinos and women), and integrate them into the community (engage sectors of the population not engaged in the City, and provide leadership opportunities.).
- o We will invite, listen to and engage diverse populations. (Better identify diverse groups and involve them in new ways.).

Corollary Principles and other Vision Ideas and Strategy Areas
(Related to the Support and Implementation of Placemaking Principles)

The three additional areas in this section are fully a part of the "Consensus Vision Sketch".

Economic Generators

- o We will build on assets of those drawn to town (amenities that our business draws, i.e. 2 Rivers Bicycle and Outdoors).
- o We will create an identity of strong employers and opportunity for good jobs that attract and maintain workers. (Characteristics of good jobs include those jobs with flexible benefits, opportunities for career growth and provide personal fulfillment.)
- o We will continue our good mix of employment opportunities.
- o We will have a diversified economy.
- o We will support a culture that supports entrepreneurs.

Economic Generators *(Continued)*

- o We will bring together "clusters" in innovation centers (examples: agriculture, science, business investors, education and other sectors)

Note: The *Principles and Practice of Community Placemaking* document (Page 4) identifies corollary principles, including "Economic Generators" that are also fundamental to making places special and of high quality. A community must have a strong economic base and economic vitality to support quality places. The synergy of the private sector in concert with the public sector drives community revitalization. It was determined that this corollary principle is actually a component of or "cuts across" many of the identified principles. Ideas around "economic generators can also be considered as strategies or part of a pattern of policies or actions necessary to support and implement the principles of quality places. For these reasons, ideas around economic generators are not included in the primary listing of principles, but are certainly imbedded in key concepts of placemaking.

Growth and Change

- o We will better understand and have active dialogue around "growth potential", growth trends and implications of growth in Fort Atkinson (Note: Include exploration about the limits of growth which has been identified as 15,000 people based on natural boundaries and geography).
- o We will determine and figure out:
  - How big do we want to be?"
  - How do we define "growth"?
  - Do we want to grow or not?
  - How do we want to grow?
  - What type of growth do we want?
- o We will figure out "how we want to change".

General Community Quality and Livability

- o We will have high quality schools, good jobs and good health care.
- o We will build on our location and proximity to education (day-care, pre-school, K-12 and Madison College; and re-tool people for new careers, move to new places in their lives and lifestyles through education.)
- o We will build on our being the hub of wellness and health care.
- o We will help our partner communities so we are all strong.

Note: The *Principles and Practice of Community Placemaking* document (Page 5) also identifies a link between placemaking and notions of sustainability and quality of life. The reference to community livability has gained prominence as part of urban design movements committed to reestablishing the relationship between the art of building and the making of community, through citizen-based participatory planning and design. An argument can be made that the ultimate outcome or long-term vision for a high quality of life in the future is both sustainable and livable places; sustainable and livable places should reflect a balance among environmental, economic, equity and livability values.

Section 4

FOLLOW-UP CONSIDERATIONS

The next workshop is scheduled for March 3rd and will be a broad community workshop. It is intended to provide an opportunity for members of the community to share observations, vision ideas and other input. The description about this workshop from the Project Understanding and Scope document is as follows:

Workshop 4: A larger community forum will result in participatory concept maps and graphic visions. This exercise will be led by UW Extension Land Use and Community Development Specialist Todd Johnson from UW River Falls. While this workshop is still under design, the Core Group talked about the possibility of having two sets of concept drawings---one set for "downtown" and one set for the overall community. Multiple break-out groups will be assembled for this exercise (example: 4 groups of 6 working on downtown concepts and 4 groups of 6 working on the overall community). Participants will be guided with instructions and a "Symbol and Mapping" key with icons and color coding. Compilation of the concept maps and graphic visions will be assembled by UW Extension Specialist Todd Johnson. (3 hours)

The next Steering Committee meeting is scheduled for April 7th. It will carry over some discussion of an Agenda item from February 11th in which there was not enough time to cover. In addition, the Steering Committee will review its findings and determine areas of emphasis from the previous four workshops. This will provide guidance on promising ways that the community network can respond through potential implementation activities. The carryover agenda from Workshop 3 is as follows:

Dialogue on Concerns, Limitations and other Observations on the "Consensus Vision Sketch"---What are some potential concerns, limitations, constraints, feasibility considerations or other observations associated with the vision ideas?

The description in the Project Understanding and Scope document is as follows:

Workshop 5: The "steering committee" will convene to identify its findings and areas of emphasis from the previous four workshops. The outline of the final documents will be reviewed. A follow-up presentation by the Steering Committee to the community will comprise an implementation activity of this initiative, and will be outlined at this workshop. (2 hours).

Significant progress has been made in meeting the identified objectives of the Fort Atkinson Community Placemaking Initiative.

Appendix

Fort Atkinson Community Placemaking Initiative
Steering Committee Workshop
AGENDA
Thursday, February 11, 2016
Hoard Historical Museum
6:00 pm – 8:00 pm

❖ **Workshop Objectives**
- To build on the insights from Workshops 1 and 2.
- To review the potential narrative vision ideas around the framework of community placemaking principles from the January Steering Committee Workshop.
- To refine potential narrative vision ideas.
- To reach general agreement on the narrative vision ideas, and develop a "Consensus Vision Sketch.

❖ **Review "Proceedings Report" from the January 14ᵗʰ Steering Committee Workshop**

❖ **Narrative Visioning Refinement and "We-Agree" Exercise**
- *The facilitator will go over the initial Fort Atkinson Community Placemaking Vision Ideas, and will invite additional vision ideas. (Note: The Proceedings Report from Workshop 1 contains the extensive input from the facilitated session and the "Evaluation/Assessment Tool")*
- *The facilitator will use the "We-Agree" exercise to help develop a "Consensus Vision Sketch".*

❖ **Dialogue on Concerns, Limitations and other Observations on the "Consensus Vision Sketch"**
- *What are some potential concerns, limitations, constraints, feasibility considerations or other observations associated with the vision ideas?*

❖ **Status of other Community Activities Related to Placemaking**

❖ **Wrap Up and Next Steps**

Prepared By: Steve Grabow, Professor and Community Development Educator, UW Extension, Jefferson County Office, February 3, 2016
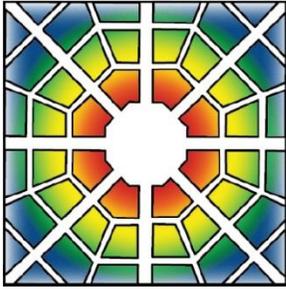
We Agree Technique

1. Organize the group

2. A generated list of possible vision statements have been arranged on the flip chart. (Label each post-it note a., b., c., d., etc.)

3. Facilitator reads each vision statement, one at a time.

4. Facilitator asks if everyone agrees with the vision statement as written.

5. If yes, the facilitator moves to the next vision statement.

6. If someone says no, the facilitator asks for the reason and writes the reason on a post-it note next to the vision statement.

7. Proceed to the next statement and repeat steps 5 and 6.

8. The facilitator repeats this until all vision statements have been considered.

9. At the conclusion, those vision statements without a "Tag of Objection/Concern" are considered "Consensus Vision Statements" since all agree.

10. The remaining statements are "With-out Agreement/Without Consensus".

11. Each statement without agreement/consensus will then be reconsidered. The facilitator will read the concern/reason/rationale as to why there was not agreement.

12. For each statement without agreement, the facilitator will lead a discussion aimed at rewording into a vision statement with agreement/consensus.

13. Result: A draft set of consensus vision statements.
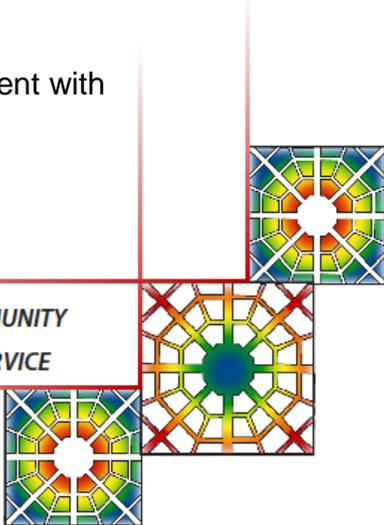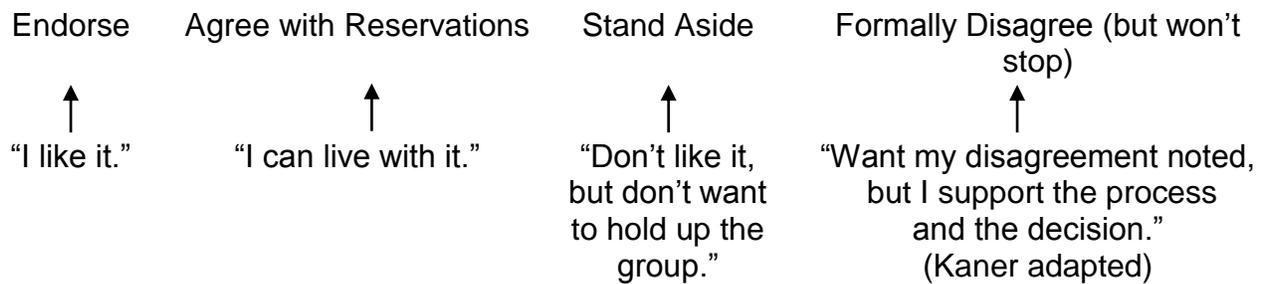
PRINCIPLES OF COMMUNITY PLACEMAKING INSERVICE

Definitions of Consensus

a. Consensus is a participatory process by which a group thinks and feels together in route to their decision. (Kaner)

b. Consensus is a state of affairs where communications have been sufficiently open and makes everyone in the group feel they had a fair chance to influence the decision; those who do not agree with the majority alternative nevertheless understand it and are prepared to support it (or live with it). (Trent adapted)

Note:
- This does <u>not</u> mean unanimous agreement.
- There are typically "gradients of agreement"

Gradients of Agreement

Endorse	Agree with Reservations	Stand Aside	Formally Disagree (but won't stop)
↑	↑	↑	↑
"I like it."	"I can live with it."	"Don't like it, but don't want to hold up the group."	"Want my disagreement noted, but I support the process and the decision." (Kaner adapted)

Source: Adaptations by Steve Grabow, Professor
University of Wisconsin-Extension,
Jefferson County Office