

City of Cumberland

PLACEMAKING CUMBERLAND REPORT SUMMARY

NOVEMBER 17, 2015



During Fall 2015, residents, business owners, organizations, and other stakeholders from the Cumberland area came together to take a fresh look at seven key locations within the community. This project was a local partnership with sponsorship support from the Cumberland Area Business Alliance and City of Cumberland, financial support through the Realtors Association of Northwestern Wisconsin, coordination support from the Barron County Economic Development Corporation (EDC), facilitation by West Central Wisconsin Regional Planning Commission, and the input of various additional local stakeholders and other community groups. In all, over 140 hours of total volunteer time was spent during the October and November workshops, in addition to pre-planning meetings and presentations.

During the project, WCWRPC utilized the Project for Public Spaces placemaking approach as a framework for evaluation and discussion. Placemaking looks to enhance the character of places where people gather, while building on existing initiatives and assets in a community, and to connect spaces physically and thematically through partnerships and cooperation. Project participants learned what factors make great public places and incorporated these attributes into their placemaking recommendations.

From the initial workshop, the following placemaking vision for Cumberland was created:

Beautiful lakes in a vibrant community—Welcome to Cumberland! Your next-door, year-round island getaway centered around an active downtown and a strong sense of community.

As part of the project, participants brainstormed ways to market the area's attractions and determined that a consensus on an overall theme, message, and "brand" was a critical need. This brand should then be integrated into specific marketing and wayfinding efforts.



Working in groups, participants evaluated and developed action plans for seven key places or nodes within the community. Improving connectivity and directional wayfinding, while enhancing Cumberland's recreational amenities and downtown, were a common focus throughout the workshops. Participants also stated that places should be comfortable, attractive, and interesting with places to sit, landscaping, and things to do that encourage people to gather throughout the year. The key recommendations are included on the following pages of this summary, but be certain to also consider the node evaluations and connectivity discussion in the full report.

Participants recognized that everyone must do their part to accomplish the vision and actions identified in the report. A strong commitment to move forward was very apparent during the November follow-up workshop when a decision was made to form a community placemaking steering committee to champion the placemaking action plan, foster communication, leverage resources, and promote volunteerism.

PREPARED BY
WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION



	Recommendations	LQC?	Priority	Potential Resources
City-Wide	1. Establish a Cumberland Area Placemaking “Steering” Committee to coordination action plan implementation.	yes	Jan 2016	<ul style="list-style-type: none"> • Cumberland Area Business Alliance to take initial lead • Technical support from Barron County EDC & WCWPRC, if needed
	2. As needed, update the City’s Outdoor Recreation Plan for grant eligibility and integrate placemaking recommendations, including for city-wide trail and route connectivity. See Section III.d. Bring together stakeholder to address local and regional trail/route connectivity for biking, ATV, and snowmobile use. Identify a plan for connectivity through the City of Cumberland. Once a trails plan is established, add more permanent signage and repaint routes and wayfinding as needed.	varies	short-to-long term Trails plan is a top priority	<ul style="list-style-type: none"> • City and adjacent municipalities • Barron County • Trail user groups, including biking, ATV, and snowmobile • WDOT • WDNR • RANWW (see Resources section)
	3. Integrate placemaking recommendations into the City’s Comprehensive Plan update, as well as address related housing availability concerns.		short-term	<ul style="list-style-type: none"> • City Plan Commission to take lead
	4. Develop a consensus on a community brand and marketing strategy (See Section V.a.). Once complete, develop a city-wide wayfinding strategy or plan with common design elements.		short-to-medium term	<ul style="list-style-type: none"> • Placemaking Committee • Chamber of Commerce
	5. Especially relevant to Nodes 2, 3, & 4. Promote downtown revitalization and fill vacant stores. Look at what other places are doing and <u>create a strategy, but there are no quick fixes</u> . See full action plan for some ideas.	some LQC	short-to-long term	<ul style="list-style-type: none"> • business owners • property owners • Area Business Alliance • Chamber of Commerce • City • Barron County EDC • RBF, Inc./WCWRPC • other various
Node #1: Islander Park and Middle/HS Sports Fields & Playground	1. Improve signage and wayfinding to these facilities and the different amenities (“rooms”). Add signage on Hwy 63 and 8 th Avenue as well as from the south end of Node 2 for both facilities. See full action plan for additional discussion.	yes	short-to-medium term	<ul style="list-style-type: none"> • City, working with WDOT • School District • Bike/ped users • Safe Routes to School (SRTS) Grants (see Resources section)
	2. Create and improve the path from the Middle School’s incredible backyard to a future crosswalk from Library Lake to Coldwell Bank. Improve related signage. Enhance and maintain as an interpretive trail and for four- season use (e.g., hike, bike, snowshoeing, x-country skiing).	yes	“freshen up” and enhance is short-term	<ul style="list-style-type: none"> • ICA Groups • School • City • WDNR Knowles-Nelson Stewardship Fund (see Resources section)
	Develop the crosswalk from Library Lake to Coldwell Bank, thus connecting to the path around Library Lake		long-term	<ul style="list-style-type: none"> • SRTS

	3. Add picnic tables in “rooms.” Add benches along pathways and along 8 th Avenue to Islander Park. Make these places more “sticky.”	yes	medium-term	<ul style="list-style-type: none"> • same as #2 above
	4. Improve the Disc Golf Course to a full course. Better market its availability.		short-term	<ul style="list-style-type: none"> • Disc golf players • See marketing ideas in Section V.a.
	5. Add tennis courts/pickle ball, shuffleboard, and playground equipment at Islander Park.		long-term	<ul style="list-style-type: none"> • City • School District • donations
	6. Paint-in bike path on 8 th Ave. and improve related signage.	yes	short-term	<ul style="list-style-type: none"> • same as #1 above
	7. Improve sidewalk from south end of 8 th Ave. to Islander Park.		long-term	<ul style="list-style-type: none"> • City
Node #2: 2 nd Ave Downtown - South of Elm Street	1. Re-route regional truck traffic to the east instead of turning at the four corners.		long-term	<ul style="list-style-type: none"> • WDOT (WDNR is ATV route included) • City • CDBG
	2. Explore potential land acquisition(s) to develop Collingwood Lake Park and a walking path around the lake.		long-term	<ul style="list-style-type: none"> • WDNR Knowles-Nelson Stewardship Fund • City • CDBG • FEMA PDM Grant • Earthwork company
	3. Re-purpose empty building as a commercial space, restaurant, etc.		medium-term	<ul style="list-style-type: none"> • entrepreneur • RBF Inc • Barron Co EDC
	4. Enhance and potentially expand the produce stand area. If feasible, remove the duplex to make room.		long-term	<ul style="list-style-type: none"> • City • landowner • produce stand • other? • WEDC CDIG (<i>see Resources section</i>)
	5. Improve the aesthetics within the node, while offering a “breadcrumb trail” from the rest of downtown by adding flower baskets, painting, offering places to sit, and general maintenance.	yes	short-term	<ul style="list-style-type: none"> • Civic groups • Businesses and property owners • Chamber • CABA?
	6. Improve bike trail connectivity with route signage, painting/stripping, and bike racks.	yes	medium-term	<ul style="list-style-type: none"> • see Node 1, #1
	7. Develop more winter activities connected to the snowmobile trails, such as a snowmobile event or Antigo sled run	yes	short-to-medium term	<ul style="list-style-type: none"> • snowmobile club • Chamber • City • Businesses/partners
Node #3: 2 nd Ave Downtown – North of Elm St. to Grove St.	1. Improve the aesthetic appeal and safety of sidewalks and crosswalks through pavement treatments such as brick or stone, acid-washed designs, medallions, etc.		longer-term	<ul style="list-style-type: none"> • City • Business owners
	2. Add flowers and greenery, such as hanging baskets on lightposts and/or planters in front of businesses. Find a dealer willing to donate older truck or ATV to water plants. Work with businesses to “sponsor” hanging baskets in front of their locations.	yes	short-term	<ul style="list-style-type: none"> • Master Gardeners Clubs • Car/ATV dealer • Business owners

	3. Add artistic flags/art on lightposts. Need to develop a theme/logo first.	yes	short-to-medium term	<ul style="list-style-type: none"> • City • Chamber of Commerce • Local Artists
	4. Add murals to blank spots on buildings with open wall space to celebrate the area's history and heritage. Identify a group leader or even form a "mural" association to provide design guidance for consistency	may-be	medium-term	<ul style="list-style-type: none"> • Local artists • High school students • Form a "mural society"? (see LQC section)
	5. Add more seating and benches, perhaps with an artistic form or flair.	may-be	short-to-medium term	<ul style="list-style-type: none"> • Local artists • Kiwanis • Grants?
	6. Link Node 3 to 5 by improved signage and developing the green space behind the Pawn Shop. Remove Pawn Shop siding and add a mural of people walking to Library Lake. Discuss with Chamber the potential of removing siding and allow painting or installation of a mural, as well as improving of green space.		Needs to be a high priority	<ul style="list-style-type: none"> • Chamber • City • Property owners • Local artists
Node #4: 2 nd Ave Downtown – North of Grove St	1. Improve the aesthetics of the area and tie-into rest of downtown. Add flowers, small sculptures/public art (area lake theme), and places to sit. Carry the plants, flowers, holiday décor, benches etc., all the way through Node #4.	yes	1 year	<ul style="list-style-type: none"> • See previous nodes for ideas • Business/property owners
	2. Renovate old, existing run-down buildings.	no	1-5 years	<ul style="list-style-type: none"> • landowners • banks • buildings • lodging/hotels • Barron Co EDC • CDBG • WEDC • RBF, Inc./WCWRPC • Historic Tax Credits
	3. Work with landowners and economic development entities to develop a lodge/hotel within the node with strong linkages to downtown and the lakes.	no	long-term; 1-10 years	<ul style="list-style-type: none"> • see #2
	4. Use the open, grassy area near the Opera House as a flexible space with multiple community purposes depending on the season. Consider adding a gazebo.	yes	1-5 years	<ul style="list-style-type: none"> • landowner • 3M & Ardisam
	5. Create a strong connection between this node and the lakes and rest of downtown. Develop trails/sidewalks to lakes. Make destinations more visible. Connect 2 nd Avenue to the boat landing on Water Street with public art and signage to 2 nd Avenue and Library Lake. Add a larger dock for 2 boats. Develop a history walk in the downtown area.	varies	1-3 years	<ul style="list-style-type: none"> • WDNR • Historic society/organization • See previous nodes for ideas

Node #5: Library Lake	1. Create a park at Library Lake. Add a picnic area with benches. Also see #3. Discuss with the utility the possibility of adding screening, panels, murals, etc. Also	yes	High Medium	<ul style="list-style-type: none"> • City • WDNR Knowles-Nelson Stewardship Fund
	2. Develop a boardwalk/trail and a clearer, more defined bike/ped route around Library Lake with related amenities (e.g., places to sit, fish). Complete this in phases. Interim use on south and east side to connect new bandshell.		Medium; phased	<ul style="list-style-type: none"> • City • WDNR Knowles-Nelson Stewardship Fund
	3. Build a permanent band shell for four-season events. Use existing “backalley stage in transition.” Explore an alliance for outdoor theatre and other year-round performing arts.		High	<ul style="list-style-type: none"> • ETC • Library • Chamber • Rutabaga Fest
	4. Screen unsightly utilities with visual (living?) wall, mural, etc. Discuss potential for relocation. See #1 above.	yes, unless move	medium	<ul style="list-style-type: none"> • utility provider
	5. Restore (open-up and clean-out) Library Lake. Short-term - Clean the weeds from the east side of café park area. Create better boat access and develop a small marina. The feasibility and related resources needs to be further studied due to environmental concerns, followed by a community consensus on how best to proceed.	yes no	High, with marina longer term	<ul style="list-style-type: none"> • Lake District • private fundraising • corporate support • WDNR Knowles-Nelson Stewardship Fund • Environmental grants (see LQC section)
	6. Analyze and improve traffic and parking patterns and related directional signage within the node and alley.	may-be	short-term	<ul style="list-style-type: none"> • City
	7. Add bike racks at or near library and/or as part of the new park. Designate parking for ATVs and snowmobiles with related route signs.	yes	short-to-medium term	<ul style="list-style-type: none"> • See previous nodes for ideas • ATV/snowmobile clubs
Node #6: 2 nd Ave – from bridge, then north 2-3 blocks	1. Develop a new bridge with multi-modal connectivity and as an interesting, aesthetic and welcoming gateway.	no	#5 priority; long-term	<ul style="list-style-type: none"> • WDOT • WDNR • City
	2. Clean-up ditches and hillsides near the lake.	yes	#1 priority; short-term	<ul style="list-style-type: none"> • City • volunteers • WDNR • Lake District
	3. Plant (and maintain) perennials in place of weeds.	yes	#2 priority; short-term	<ul style="list-style-type: none"> • Barron Co Master Gardeners • Volunteers
	4. Install a “Welcome to the Island” sign and additional directional signage to parks and downtown. Need to incorporate the “brand.”		#4 priority; medium-term	<ul style="list-style-type: none"> • Civic groups • Local businesses • City

	5. Create a small gathering place on the south side of Louie's Finer Meats with benches and picnic tables. Provide unique, interesting seating, such as a relief carving of Beaver Dam.	may-be	#3 priority; short-term	<ul style="list-style-type: none"> • Louie's Finer Meats • Volunteers • City
	6. Add a bike/ped path or trail along east side of Hwy 63 north of the bridge with clear crosswalks to destinations, including a crossing south of the bridge to the park.		long-term, as part of bike trail	<ul style="list-style-type: none"> • WDOT • City • WDNR Knowles-Nelson Stewardship
	7. Add "breadcrumbs" from Louies to Tourist Park with fun facts. Can be incorporated with #2 & #3 above.	may-be	short-to-medium term	<ul style="list-style-type: none"> • community organizations • School/students • Scouts
Node #7: Eagle Point Park/Camp ground and Tourist Park	1. Develop a comprehensive nighttime lighting plan.	yes	#7 priority; 1-3 years	<ul style="list-style-type: none"> • utilities • City • other orgs for doing some of the work
	2. Define, clarify, and improve sidewalks, crosswalks, bike routes, and parking at and near the parks. Create "grand entrance" at Tourist Park.		#1 priority; short-term	<ul style="list-style-type: none"> • City
	3. Develop walking paths, stairways, and between connections within the parks. Control related erosion.		#5 priority; 3-5 years	<ul style="list-style-type: none"> • City • Civic organizations
	4. Establish an entity to advocate for, oversee, and/or manage both properties and ensure things are cared for.		#6 priority; short-term	<ul style="list-style-type: none"> • new Committee or "Board of Directors"? • set-up a Friends group?
	5. Improve maintenance and add garbage/recycling receptacles, benches, and playground equipment.		#3 priority; short-term	<ul style="list-style-type: none"> • City • Civic organizations
	6. Update signage for between directions, hours of operation, and uniformity. Add signage at Pier area. More community wayfinding on how to get to Node 7.		#4 priority; short-term	<ul style="list-style-type: none"> • see previous nodes for ideas
	7. Develop the Eagle Point/Rabbit Island walking/nature trail. (see City Outdoor Recreation Plan)		#2 priority; 3-5 years	<ul style="list-style-type: none"> • City • Civic organizations • WDNR Knowles-Nelson Stewardship Fund