

# Discussion Notes

Downtown Exploratory Committee, 10.27.16

*Prior to this meeting, the committee members were asked to view a video on a group idea generation technique called “brainstorming” and to consider their responses to the following questions derived from their work with the Downtown Fond du Lac Partnership Market Analysis in previous meetings. There were also asked to consider what other issues from their discussions they would like to use this process with, if any.*

- A. How could Priority/Opportunity Properties be redeveloped to both:**
- make Downtown More Welcoming for Diverse Users 24/7 and
  - utilize Fond du Lac’s existing assets?
- B. How could Further Investment in the Arts & Entertainment District both:**
- make Downtown More Welcoming for Diverse Users 24/7 and
  - utilize Fond du Lac’s existing assets?
- C. How could we enhance Landscaping and Streetscape Amenities, Photo Opportunities, Temporary Interactive Amenities, and Public Art to both**
- make Downtown More Welcoming for Diverse Users 24/7 and
  - utilize Fond du Lac’s existing assets?

## Priority/Opportunity Properties

The group first listed **aspects the problem** (on the top of the wall):

- 24/7
- Vacancy
- Create Desired Uses
- Aesthetic
- Draw

Then they listed **existing assets** that could contribute to solutions (on the bottom of the wall).

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|--|---|
| <ul style="list-style-type: none"><li>• Fond du Lac Loop</li><li>• Thelma Sadoff Center for the Arts</li><li>• Local Artists</li><li>• Downtown Fond du Lac Partnership</li><li>• Restaurants</li><li>• City Staff &amp; Parks Dept.</li><li>• Fond du Lac River</li></ul> | <ul style="list-style-type: none"><li>• Downtown Architectural Review Board</li><li>• Police Department</li><li>• Hamilton Park</li><li>• Civic Organizations like Leadership Fond du Lac &amp; Kiwanis</li></ul> |
|--|---|

*The group thought of ideas to connect aspects of the problem with known assets, and then sorted them into groups along a similar theme. (Many ideas were removed from this discussion and saved for the subsequent Arts related issues.)*

## Aesthetic

- Buy run down buildings
- Embrace and promote historic architecture
- Create more green areas

## Vacancy

- Purchase by city [key properties] and then put out for RFP
- Develop ordinances regarding consequences to vacancies (i.e. “after xx days, the city will...”)
- Short term leasing for vacant buildings to be used as showcasing artists
- City buys vacant building for over 5 years
- Turn empty space into outdoor movie theater – movie shown on wall
- Retreat center [key property]
- Promote vacant spots: how to rent, tax free
- Better marketing of vacant buildings
- Satellite “pop up” children’s museum activities downtown

## 24/7

- Downtown info booth/office
- Neighborhood watch (B2B)
- Night shopping
- Add more variety to late night restaurants
- Historical info around downtown

## Create Desired Uses

- Recruit a brewpub distillery winery
- Recruit local businesses to open storefronts selling their logo items
- Variety of housing types: high end, medium, low end
- Target evening businesses
- Store personalization
- [key property] turned into a PAC
- Candy & Ice cream shop
- ...Zone: Fun Zone, Art Zone, Late Night Zone

## Draw

- ...Zone: Fun Zone, Art Zone, Late Night Zone
- Move DFP to Main St.
- Have something that ties into Fond du Lac’s outdoor lifestyle
- Event Planning
- Outside movies
- Outdoor dining
- State events (Darts, Pool)

When considering the second and third questions, the group thought that they were similar enough to be combined into a broader question: **How can we further invest in cultural experiences and events in the Downtown?**

## Cultural Experiences & Events

The group first listed **aspects the problem** (on the top of the wall):

- Art
- Aesthetic
- Cultural
- Events
- Entertainment
- Experience
- Draw

Then they listed **existing assets** that could contribute to solutions (on the bottom of the wall).

- Fond du Lac Loop
- Thelma Sadoff Center for the Arts
- Local Artists
- Downtown Fond du Lac Partnership
- Restaurants
- City Staff & Parks Dept.
- Fond du Lac River
- Downtown Architectural Review Board
- Hamilton Park
- Civic Organizations like Leadership Fond du Lac & Kiwanis

*The group thought of ideas to connect aspects of the problem with known assets, and then sorted them into groups along a similar theme.*

### Art

- Create sculpture (x 2)
  - Sculpture contest
- Art displays downtown
- Carrie Nation Statue
- Central art object like “\_NDY” (in Indianapolis, IN)

### Draw/Experience

- Free bus rides from Main St. to Park St.
- More public knowledge of internet use
- More seating & tables in public places
- Water rentals
- Large bike rack area downtown (decorative); lead to it from the FDL Loop; have new trail to get downtown
- More activities that attract multi-generational & diverse socioeconomic populations
- Create “Art District” signage to define the district
- Build arch over Main St.
- Turn Main St. into a mall – no cars; close Main St. all day Saturday (x 3)
  - Close off downtown at 5pm turn into Street full of entertainment and dining/movies
  - Saturday night keep street closed after Farmers Market
- Family Activities
- Wayfinding signage

- More places to sit outside
- Create experiences that make guests to the Downtown come back.
- Non-motorized amenities

## Events/Entertainment

- Pop-Ups
- Temporary exhibits
- Outdoor winter events
- Approach commonwealth to sponsor bike races again
- Some theme/event to go with decorated bikes already done
- Events (which help with safety)
- Kayak races
- Promote events more
- Winter festival
- Night events downtown
- Sculpture event “walleye” or “sturgeon” or “fondue pot”
- Sidewalk activities

## Aesthetic

- Murals welcoming to downtown
- Lighting (x 4)
  - Improve lighting (x2)
  - Better lighting
- Increase budget for landscaping and maintenance (x 8)
  - Better landscape pocket park on Forest & Main
  - Hire local company to create seasonal landscaping displays in Hamilton (like at Park & Scott intersection)
  - City installs more flower pots
  - Remove empty tree planters
  - City buys and maintains hanging flower baskets by light poles
  - Plant variety of trees (besides locusts)
  - Update ugly planters and large boxy stoplights
- Year round white Christmas lighting (solar?)
- Diagonal parking
- Street redesign
- Pedestrian bridge
- Service standard for “Cleanest Downtown”

## Cultural

- Local company history exhibits throughout downtown
- Historic focal points/info
- Historical stuff