

Hayward Area Placemaking Report Summary

September 5th, 2019

In May of 2018, a Regional Insights on the Economy (RIE) event was held in Hayward with a focus on Placemaking and community attraction. The Sawyer County/Lac Courte Oreilles Economic Development Corporation (SCLCOEDC) requested a proposal from Northwest Regional Planning Commission (NWRPC) to facilitate Placemaking as a community engagement tool for improving public spaces. With assistance provided through West Central Wisconsin Regional Planning Commission (WCWRPC), NWRPC secured a contract with the SCLCOEDC to facilitate the process. This process brought residents, business owners, and special interests together to take a fresh look at key locations within the community. The following are the seven nodes identified for the Hayward area:

1. Lumberjack Bowl
2. City Beach
3. Downtown/1st Block of Main Street
4. Highway 27/63 Intersection
5. Library Grounds
6. Hatchery Creek Park
7. Shues Pond

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.

On May 14th, 2019, nearly 60 residents, business owners, and other stakeholders attended a three and a half hour placemaking exercise/planning charrette facilitated by WCWRPC and NWRPC. The workshop began with instruction in placemaking techniques, followed by site visits/evaluations and group brainstorming on action plan strategies for each node.

As part of the project, participants brainstormed in a basic community identity exercise. The word-cloud image shows graphical representations of word frequency that give greater prominence to words that appeared more throughout the responses.



During the placemaking

exercise, teams were assigned to each of the seven nodes. The evaluation of the key nodes began with an individual exercise where each participant rated the node (or place) on the following four attributes:

Comfort & Image – overall attractiveness, feeling of safety, cleanliness/quality of maintenance, and comfort/places to sit

Access & Linkages – visibility from a distance, ease in walking to the place, and clarity of information/signage

Uses & Activities – mix of stores/services/things to do, frequency of community events/activities, overall busy-ness, and economic vitality

Sociability – number of people in groups, evidence of volunteerism, sense of pride and ownership, and presence of children and seniors

Following the initial rating, group members worked together to identify what they liked about the node and recommendations for making short-term and long-term improvements. 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.

PREPARED BY:
NORTHWEST REGIONAL PLANNING COMMISSION



Node #1: Lumberjack Bowl

	Recommendations	LQC?	Timeline	Potential Resources
Node #1: Lumberjack Bowl	1. Improve façade /curb appeal as it is the gateway to Hayward from this end of the City <ul style="list-style-type: none"> • <u>Identify</u> as historic • Include Lumberjack Bowl Signage on Sculpture • Add international flags row 		Short-term	<ul style="list-style-type: none"> • Cable-Hayward Area Arts Council – Art • Northland Area Builders Association - Building
	2. Create lumberjack/historical theme photo opportunity for social media use <ul style="list-style-type: none"> • Lumberjack characters (reenactors) • “Selfie” opportunity 		Short-term	<ul style="list-style-type: none"> • Cable-Hayward Area Arts Council – Art • Northland Area Builders Association - Building
	3. Create amphitheater for music and entertainment use <ul style="list-style-type: none"> • Explore high school hockey, pond hockey, ice-skating • Contact park center, radio stations about HS concerts 		Long-term	<ul style="list-style-type: none"> • Park Center • Radio Stations • Agent/Music
	4. Create a museum of the history of Hayward and the Lumberjack Bowl <ul style="list-style-type: none"> • Contact Sawyer County Historical Society for ideas • Contact LCO 		Long-term	<ul style="list-style-type: none"> • Sawyer County Historical Society • Lumberjack World Championships Memorabilia • Community/families
	5. Improve infrastructure including stadium, ADA, shade, lighting, walkway around water <ul style="list-style-type: none"> • Explore planting trees • White lights • Stadium bowl roof • Connect with bike path 		Long-term	<ul style="list-style-type: none"> • Northland Area Builders Association • Hayward Community Schools

Node #2: City Beach

	Recommendations	LQC?	Timeline	Potential Resources
Node #2: City Beach	1. Increase visibility with more attractive, low-maintenance signage. <ul style="list-style-type: none"> • Include a new name • Use same sign vendor as Node 4 	X	Short-term	<ul style="list-style-type: none"> • “Donated by” plates under signs (Hwy 27 & B, Beach) • City of Hayward – Room Tax • Department of Transportation (DOT) for permission
	2. Install a large pavilion with electricity and lights to attract group events		Medium-Long-term (3 years or less)	<ul style="list-style-type: none"> • Naming rights • Northland Area Builders Association • Area non-profits • USDA Loan
	3. Lifeguards and swim classes		Long-term	<ul style="list-style-type: none"> • College work study programs
	4. Install buoys for swimming limitations	X	Short-term	<ul style="list-style-type: none"> • College work study programs
	5. Increase opportunities for outdoor recreational use <ul style="list-style-type: none"> • Sand volleyball court • Move kids’ playground and keep the court near the playground 		Short-term (except basketball court)	<ul style="list-style-type: none"> • Donations • Public Works Department

	<ul style="list-style-type: none"> • Disc golf • Basketball court – chain nets • Horseshoe court • Bocce court • Giant chess 			
	6. Better location for boat dock(s) and increase amount	X	Short-term	<ul style="list-style-type: none"> • DNR/Stewardship Fund • City of Hayward Room Tax

Node #3: Downtown

	Recommendations	LQC?	Timeline	Potential Resources
Node #3: Downtown	1. Create an outdoor space for entertainment <ul style="list-style-type: none"> • Bank parking lot or lot on Dakota 	X	Short-term	<ul style="list-style-type: none"> • Chamber's Stage • Partner with American Birkebeiner
	2. Beautification of Downtown area including repainting, fixing-up, and landscaping <ul style="list-style-type: none"> • Explore the addition of an Archway Entrance 	X	Medium-term	<ul style="list-style-type: none"> • Grants • Business Improvement District • Partner with private business owners
	3. Turn an empty space into kid's space – including activities, seating, photo opportunities, bike racks		Medium-Term	<ul style="list-style-type: none"> • Grants • Business Improvement District • Partner with private business owners
	4. Allow open containers during community events <ul style="list-style-type: none"> • Food truck parking 		Short-term	<ul style="list-style-type: none"> • Work with City Council on policy change
	5. Murals on building sides		Medium-term	<ul style="list-style-type: none"> • High School Arts Department
	6. Signage	X	Short-term	<ul style="list-style-type: none"> • City Council • Business Improvement District • Business Owners • Urban Planner/Artist

Node #4: Hwy 27 & Hwy 63 Intersection

	Recommendations	LQC?	Timeline	Potential Resources
Node #4: Hwy 27 & Hwy 63 Intersection	1. Reframe space from parking to green space & social area <ul style="list-style-type: none"> • Seating, gardens, trees for separation from road • Enclose space with seating around the perimeter and trees 		Start to add greenspace immediately, then expand and improve over time	<ul style="list-style-type: none"> • City planning/zoning • Public forums/townhalls • Couderay Waters Regional Land Trust (CWRLT) to design greenspace • Namekagon River Partnership • Garden Club
	2. Improve safety <ul style="list-style-type: none"> • Study to calm traffic • Pedestrian accident prevention 		Long-term	<ul style="list-style-type: none"> • Department of Transportation (DOT)


	<p>3. Improve/expand signage to include more:</p> <ul style="list-style-type: none"> • LCO -Fishing – Biking • Marquee branded with weekly events (right at corner) • Lumberjack, Birkie • Small signage on street side 		<p>Short-term: create handout/ brochure with maps</p> <p>Medium-term: Small signage</p> <p>Long-term: Marquee signage</p>	<ul style="list-style-type: none"> • Lions • American Birkebeiner • Fishing has no boundaries • Chequamegon Area Mountain Bike Association (CAMBA) • LCO Tribal Gov't • Cable-Hayward Area Arts Council
	<p>4. Four-season – multi-use of space</p> <ul style="list-style-type: none"> • Music • Food truck days • Farmer's Market • Ice Rink <p><i>(NOTED AS HIGH PRIORITY)</i></p>	X	<p>Short-term (start inviting music/farmers market)</p>	<ul style="list-style-type: none"> • Chamber • Rec Center • The Park
	<p>5. Hub for all nodes with signage and map</p> <ul style="list-style-type: none"> • Handout maps • Walking Tour • Event (farmer's market) – get coupon or notification following event at different node. 	X	<p>Short-term: Paper maps/brochure</p> <p>Long-term: signage</p>	<ul style="list-style-type: none"> • Local Artisans • Cable-Hayward Area Arts Council
	<p>6. Roundabout DOT with fountain inside</p>		<p>Long-term</p>	<ul style="list-style-type: none"> • Department of Transportation (DOT)
	<p>7. International bridge becomes permanent</p>		<p>Long-term</p>	<ul style="list-style-type: none"> • City • American Birkebeiner

Node #5: Library Grounds

	Recommendations	LQC?	Timeline	Potential Resources
Node #5: Library Grounds	<p>1. Large "kiosk" map signage that is uniform among all nodes</p> <ul style="list-style-type: none"> • Internal "gateways" – indicating entryways and map of grounds with key areas • Improvement and increased plant signage (identification) 	X	<p>Short-term: Plant signage</p> <p>Medium-term: Map of grounds</p> <p>Long-term: Large kiosk map</p>	<ul style="list-style-type: none"> • Grants • City/Town • Fundraising • Garden Club
	<p>2. Marketing of site, trails, library – at chamber and hospital</p> <ul style="list-style-type: none"> • Showcase alternate uses including weddings/photo opportunities 	X	<p>Short-term</p>	<ul style="list-style-type: none"> • Library Staff • CWRLT Staff • Cable Natural History Museum
	<p>3. Classroom and trail improvements</p> <ul style="list-style-type: none"> • Classroom-Increase seating, lighting, & access • Trim weeds • Trail maintenance – more frequently • Widening/brushing back/tree hazards 		<p>Short-term: Trail maintenance</p> <p>Long-term: Classroom improvements</p>	<ul style="list-style-type: none"> • Nature Trail Committee

	<p>4. Trail programming to be expanded; opportunities to other organizations (American Birkebeiner, Ventures, etc.)</p> <ul style="list-style-type: none"> • Ventures – trail improvements – for wheelchair • Available to school & other organizations • Seasonal local experts give trail tours • Booklet – for adult & children – seasonal • Audio – connected to nodes w/ history of library & plant ID/trivia & seasonal 		<p>Short-term: open to schools, etc., local expert tours</p> <p>Medium-term: Booklet</p> <p>Long-term: Wheelchair/trail improvements, audio connectivity</p>	<ul style="list-style-type: none"> • Cable Natural History Museum • CWRLT • Library
	<p>5. Comfort Zone (additional seating including tables)</p> <ul style="list-style-type: none"> • Current benches – trim/easier access and maintenance • More “shade” areas – shade/cover on pergola – new one • Gazebos • Solar power for classroom lighting • Deck and library perimeter and access to classroom 		<p>Short-term: Current benches, shade cover on pergola</p> <p>Medium-term: New benches, solar power</p> <p>Long-term: Deck and library perimeter</p>	<ul style="list-style-type: none"> • Boy Scouts • High School Technical Education Class

Node #6: Hatchery Creek Park

	Recommendations	LQC?	Timeline	Potential Resources
<p>Node #6: Hatchery Creek Park</p>	<p>1. Phenology/signage/way-finding</p>	<p>X</p>	<p>Short-term</p>	<ul style="list-style-type: none"> • Need minimal funds for signs • SCLCOEDC • Signage in downtown 
	<p>2. Expand available activities</p> <ul style="list-style-type: none"> • Micro-hatchery • Dog park (bags and fence) • Yard games • Camping (revenue for county) • Sledding on the big hill • Fishing • Walking/fitness path • Art walk • Kid’s playground (natural) • Disc golf 		<p>Short-term</p>	<ul style="list-style-type: none"> • County (grants available if county park) • “Friends of the Park” • Chequamegon Area Mountain Bike Association (CAMBA) • American Birkebeiner

	<p>Outside of town, but can be a draw IF visitors know it is there – this gives another option for things to do in area (i.e. come to town from resort, spend day, park can occupy pets and kids while others shop). This could be a multi-dimensional park creating experiences for locals and visitors:</p> <ul style="list-style-type: none"> • Dog Park + Trails • Sledding + Playground • Ski/Firepit + History/signage 			
3.	Designate as an official park (opens up funding)	X	Short-term	<ul style="list-style-type: none"> • County
4.	Expand bike path from Chippewa Trail via Wheeler Road to Hatchery Creek Park			<ul style="list-style-type: none"> • Department of Transportation (DOT) • Town of Hayward
5.	<p>General upkeep and maintenance</p> <ul style="list-style-type: none"> • Building needs glass windows, ventilation and improved interior lighting • Cleanliness of bathrooms • Bridge needs renovation 			<ul style="list-style-type: none"> • County

Node #7: Shues Pond

	Recommendations	LQC?	Timeline	Potential Resources
Node #7: Shues Pond	<p>1. Reliable/consistent maintenance that includes garbage pickup and updating the gazebo</p> <ul style="list-style-type: none"> • Concrete power washed • Garbage cans – permanent • Clean up trees and island – lights on island 	X	Short-term	<ul style="list-style-type: none"> • Groups (rotary, lions, etc.) • Volunteers • Ventures • City of Hayward
	2. Year-round bathrooms that are heated and well-ventilated		Medium-term	<ul style="list-style-type: none"> • DNR Grants
	3. Accessible pathways – including paved walking trails for seniors		Medium-term	<ul style="list-style-type: none"> • DNR Grants • Knowles-Nelson Stewardship
	4. Signage and history at two corners nearest main street	X	Short-term	<ul style="list-style-type: none"> • Grant for historical marker • Logging businesses • High School Technical Education Department • Local artist(s)
	5. Fountain with lights, music, and flowers		Medium-term	<ul style="list-style-type: none"> • Local landscapers • Master Gardeners • Garden Clubs
	<p>6. Music and Art in the Park</p> <ul style="list-style-type: none"> • Show movies 	X	Short-term	<ul style="list-style-type: none"> • Local performers
	7. Ice-skating, paddleboats, swing sets	X	Short-term	<ul style="list-style-type: none"> • Parks grants