



04 AUGUST 2014

incourage
community foundation



SUMMARY OF ACTIVITY 1

What happened at Meeting 4?

At Phase II, Meeting 4, residents were asked to complete two activities in 14 table groups, each consisting of 6-8 people.

Activity 1 Summary

Activity 1 consisted of two parts: analysis and ranking of 1) three exterior building envelope concepts and 2) three rooftop concepts. Informed by the results of these rankings, the design team will next develop the concept design of the Tribune Building.

Each table had two large table sheets: one depicted the building envelope concepts, and the other showed the rooftop concepts. The sheets showed three design concepts, rendered in 3-D modeling software, each from three points of view. Table groups were able to respond to these concepts with three levels of detail. Each table group:

- Ranked the design concepts overall.
- Indicated, on a scale of 1 to 5, reactions to six elements of the design. For the building envelope examples, the elements were: historical integrity, fit in surroundings, welcoming feel, south facade, windows, north facade. For the rooftop examples, the elements were: historical integrity, enclosure size, design/style, fit in surroundings, materials/colors, and seasonal usability.
- Provided additional comments about each option, and overall comments for each sheet.

Exterior Design Concepts

through the

CONCEPT 2: WINDOW PROJECTIONS

- New window protrusions replace existing river-facing windows on circular volume
- Sun-shading slats control light from the east, west, and south
- Provides medium amount of additional light

View from East

View from North

View from South

scale of 1 to 5.
Facade
as
Facade

Indicate your response to these elements on a scale of 1 to 5.

○ ○ ○ ○ ○	Historical Integrity	○ ○ ○ ○ ○	South Facade
○ ○ ○ ○ ○	Fit in Surroundings	○ ○ ○ ○ ○	Windows
○ ○ ○ ○ ○	Welcoming Feel	○ ○ ○ ○ ○	North Facade

OVERALL CONCEPT RANK

COMMENTS:

CONCEPT 3: GLASS & PANEL WALL

- New glass and panel system replaces existing river-facing brick
- Provides panoramic views of the river
- Provides highest amount of additional light

View from East

View from North

View from South

Indicate your response to these elements on a scale of 1 to 5.

○ ○ ○ ○ ○	Historical Integrity	○ ○ ○ ○ ○	South Facade
○ ○ ○ ○ ○	Fit in Surroundings	○ ○ ○ ○ ○	Windows
○ ○ ○ ○ ○	Welcoming Feel	○ ○ ○ ○ ○	North Facade

OVERALL CONCEPT RANK

COMMENTS:

Critique

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2. The Bu
3. Interior

IMPORTA
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ACTIV

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1) Discuss
individual

Indicate your response to these elements on a scale of 1 to 5.

○ ○ ○ ○ ○	Historical Integrity	○ ○ ○ ○ ○	South Facade
○ ○ ○ ○ ○	Fit in Surroundings	○ ○ ○ ○ ○	Windows
○ ○ ○ ○ ○	Welcoming Feel	○ ○ ○ ○ ○	North Facade

OVERALL CONCEPT RANK

COMMENTS:

Residents were able to respond to individual elements on a scale of 1 to 5.

Overall ranking among the concepts.

Space to write additional comments about each image.

ACTIVITY 1 RESULTS: CONCEPT DESIGNS FOR EXTERIOR AND ROOF

Activity 1A: Exterior Design Concepts Results

The following illustrates the quantitative results for the three exterior design concepts at Meeting 4.

Concept 1: Punched Openings

View from East



View from North



View from South



Average Rank
(1 is best, 3 is worst)

2.8

Element Scores:
(5 is best, 1 is worst)

Historical Integrity	4.2
Fit In Surroundings	3.5
Welcoming Feel	2.5
South Facade	2.3
Windows	2.3
North Facade	2.6

Concept 2: Window Projections

View from East



View from North



View from South



Average Rank
(1 is best, 3 is worst)

1.7

Element Scores:
(5 is best, 1 is worst)

Historical Integrity	3.3
Fit In Surroundings	3.4
Welcoming Feel	3.3
South Facade	3.2
Windows	3.4
North Facade	3.1

TOP RANKED

Concept 3: Glass & Panel Wall

View from East



View from North



View from South



Average Rank
(1 is best, 3 is worst)

1.3

Element Scores:
(5 is best, 1 is worst)

Historical Integrity	3.0
Fit In Surroundings	3.6
Welcoming Feel	4.0
South Facade	3.5
Windows	4.1
North Facade	3.8

ACTIVITY 1 RESULTS: CONCEPT DESIGNS FOR EXTERIOR AND ROOF

Exterior Renovation Comment Summaries

Concept 1: Punched Openings

Residents found this option boring, boxy, too institutional looking. Several said it looked like a school. They said it is not welcoming. Some groups did say that it most preserves the building, however. And some said that the entrance is appealing.

Concept 2: Window Projections

Residents were torn on this option. Many thought it had the most attractive windows, and that it had the most curb appeal. Many disliked the sun-shading slats displayed, and others disliked the window projections as well. Residents liked the south view of this option more than the other views. A few groups suggested that this concept guide the work on the rectangular parts of the building, but Concept 3 guide work on the circular portion.

Concept 3: Glass & Panel Wall

Residents had a mixed reaction to this option as well. On the positive side, residents enjoyed how much light and outdoor connection the glass walls bring to the building. Some said it was welcoming and open. Others found it too institutional, monotonous, unresponsive to programming, or stark. Many groups commented that they wanted to preserve and use more brick in the facade, or reuse the brick elsewhere. Residents generally liked how this option works on the round part of the building, but not as much on the rectangular.

Overall Comments:

About half of the groups included a broader overall vision. In general, they advocated for creating a new space with “wow factor” that is a “launch pad” for the downtown. Some groups went so far to articulate that this is more important than preserving history, although others mentioned that preservation of the circular portion of the building is important. Several groups mentioned the importance of opportunities for creative designs and murals.



Concept 1: Punched Openings
Ranked 3rd



Concept 2: Window Projections
Ranked 2nd



Concept 3: Curtain Wall
Ranked 1st

ACTIVITY 1 RESULTS: CONCEPT DESIGNS FOR EXTERIOR AND ROOF

Activity 1B: Rooftop Design Concepts Results

The following illustrates the quantitative results for the three rooftop design concepts at Meeting 4.

TOP RANKED

Concept 1: Hang-Out Garden

View from East



View from North



View from West



Average Rank
(1 is best, 3 is worst)

3.0

Element Scores:

(5 is best, 1 is worst)

Historical Integrity	2.5
Enclosure Size	1.2
Design/Style	2.5
Fit in Surroundings	2.9
Materials/Colors	3.2
Seasonal Usability	1.0

Concept 2: Semi-Circular Room

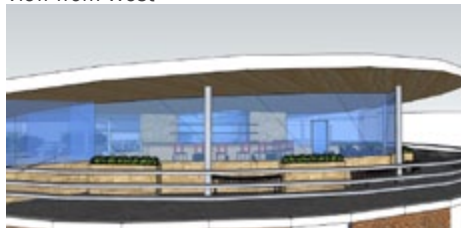
View from East



View from North



View from West



Average Rank
(1 is best, 3 is worst)

1.4

Element Scores:

(5 is best, 1 is worst)

Historical Integrity	3.1
Enclosure Size	4.0
Design/Style	4.4
Fit in Surroundings	3.5
Materials/Colors	4.3
Seasonal Usability	4.3

Concept 3: Circular Room

View from East



View from North



View from West



Average Rank
(1 is best, 3 is worst)

1.6

Element Scores:

(5 is best, 1 is worst)

Historical Integrity	3.2
Enclosure Size	3.7
Design/Style	3.8
Fit in Surroundings	3.6
Materials/Colors	3.8
Seasonal Usability	4.3

ACTIVITY 1 RESULTS: CONCEPT DESIGNS FOR EXTERIOR AND ROOF

Exterior Renovation Comment Summaries

Concept 1: Hang-Out Garden

The community did not like an open rooftop concept due to limited seasonal usability and lack of distinct program.

Concept 2: Semi-Circular Room

Comments on this option were varied. Groups liked the warm materials and stone, and several groups mentioned that they liked the sloped roof and that the asymmetry of the space made it feel larger. Some groups thought that about 2/3rds of the roof should be covered/enclosed. Some groups thought tables should be on the riverside. Some thought that outside area should face the river.

Concept 3: Circular Room

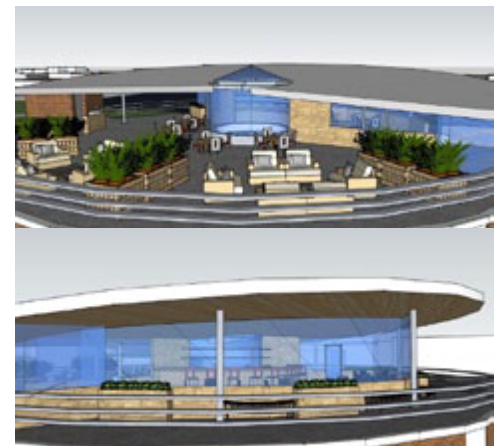
Some residents disliked the industrial look of this concept—desiring warmer tones and natural materials. Some did not like the shape either—saying it looks like it belongs in the Jetsons. Several groups requested sliding/movable glass partitions. Other groups enjoyed the 360 views that it provides. One group mentioned that the functionality of the skylight may be imperiled by completely enclosing it, even with glass. Another group said there is no need for glass on the north side of the enclosure because those views are not as good.

Overall Comments:

A few groups used this space to mention that they want green space/an herb garden on the roof, or entertainment and dance space. One group suggested the roof in concept 2 follow the sun path.



Concept 1: Hang-Out Garden
Ranked 3rd



Concept 2: Semi-Circular Room
Ranked 1st



Concept 3: Circular Room
Ranked 2nd

SUMMARY OF ACTIVITY 2

Activity 2 Summary

Activity 2 was a short, 15 minute activity in which the community generated story-telling ideas for art implementation in the Tribune Building. Incourage is the recipient of an ArtPlace grant that will be disbursed by infusing the Tribune Building with artistic projects that tell community stories.

In anticipation for the community meeting focused on the ArtPlace grant, the project team asked all participants in Meeting 4 what their favorite community story idea was, and also gave them space to add any and all additional ideas to the list.

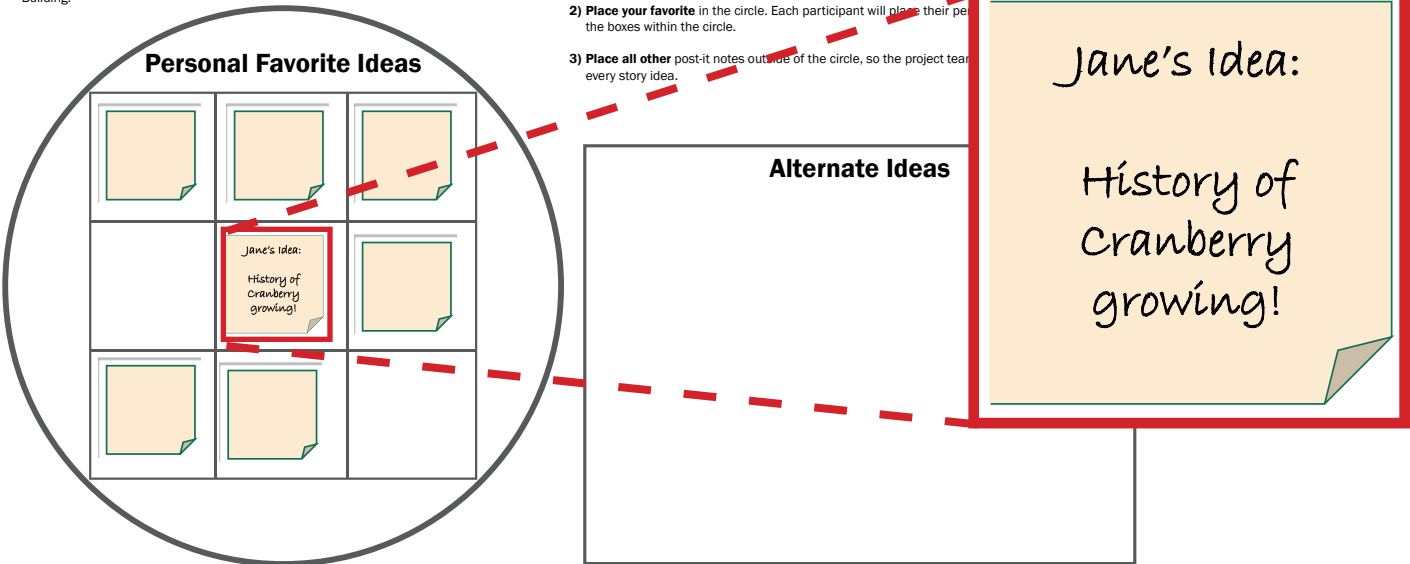
These ideas are listed on the following pages, and will be further organized prior to the ArtPlace community meeting.

Activity 2: Capturing Community Stories

In preparation for Meeting 6, which will focus on the ArtPlace grant, we want to gather the most important stories from the south Wood County area. Stories could focus on local history, culture, ecology, economy, agriculture – anything you can think of! These stories will inform the subject matter of artistic incorporation throughout the Tribune Building.

ACTIVITY DIRECTIONS

- 1) **Individually, brainstorm** community story ideas. Write each story idea on a separate post-it note.
- 2) **Place your favorite** in the circle. Each participant will place their post-it note in one of the boxes within the circle.
- 3) **Place all other** post-it notes outside of the circle, so the project team can capture every story idea.



Activity 2 Responses

Below are all the community stories nominated by the Community, arranged in groups, but in no particular order of popularity or frequency.

FAVORITE IDEAS:

River

- “The pair” of swans that lived on the river (they are gone)
- Beauty of the river (4 seasons)
- Forestry/ River which led to paper industry
- History of River
- History of River
- Living by using, then coexisting with river through time
- River - uses of it (history - logging)
- River (geology, rapids, wildlife)
- River --> encompassing; water gardens; landscape with river, architecture of river
- River and logging
- River flow through the forests, builds old city
- River History - developments
- Story of the river and its impact on the Wisconsin Rapids
- Story of use of Wisconsin River in Wisconsin Rapids, lumber - rafts, logging (bulls eye), dams (industrial), courage of people, beauty, all uses
- Story on the improving water quality of the Wisconsin River
- The river and its functionality within the community now and historically
- The river is one of the backbones of the community
- The river's importance and beauty
- The Wisconsin River and it's history in logging industry and paper making
- Timber rafts on river before paper mills
- Use of the river over time, e.g. for trading, logging, electricity, fishing, etc.
- Water power
- Water power development - past, present, future
- Working river

Agriculture & Food

- Agriculture (not cranberry industry): Dairy- milk and cheese products. Animals- beef cattle , hog products. Crops- working the land, plowing planting, Harvesting
- Cheese
- Cranberries
- Cranberries
- Cranberries, cheese, and dairy agriculture.
- Cranberry Culture
- Cranberry harvesting equipment - used for fixtures throughout the building
- Cranboree Festival and wonderful parades
- Food production (dairy, farm, cran.) for the restaurant industry's use of response to it.
- History of cranberry industry
- Locally grown produce (via farms, farmers market) Tie into healthy lifestyles community garden?

Tribune & Tribune Building History

- History of the building - used for the radio and newspaper
- Need to show history of building as far as the Newspaper/ reunited in it
- Newspaper clippings on the wall - regarding history
- Repurposing places like the Tribune building and the Alexander House
- Resident led brainstorming/ Brings community together to create new ideas and opportunities at Tribune Building
- Tell the story of the town with news paper articles, captures some of the buildings history
- The Daily Tribune Newspaper
- The story of the process and creation of this building project
- The story of the Tribune process with art/ abstract

Regional & Wisconsin Rapids History

- Bringing in the old downtown and portraying it in its glory days
- Development of land/topography; 1st historical documentation
- Native Americans on the river fishing, traveling, etc.
- Native Americans past and present
- History of Wisconsin Rapids logging, paper, cranberries, cheese
- History of Wisconsin Rapids and surrounding communities (what is significant)
- History of Wisconsin Rapids and south Wood County including logging, cranberries and paper and working river and rapids
- History of Wisconsin Rapids
- Native Americans
- Rural -> urban evolution
- Using the railings around picture #3 on sheet #2 (from left to right) the history of river,
- Native American, industry, logging, paper mills, carvings, native art work, also showing war times and the farm teams
- Native American use of the river and surrounding areas
- Settlers and why they came here
History of the city and area loggers and fur trade
- Native American fishing
- History: warm, happy, feelings of Wisconsin Rapids years of home for you
- Story of the two sides of the river (before bridges) - Centralia and Grand Rapids (?)
- We are not the first people to call this area home. Wisconsin Rapids is a short, recent part of the story

Paper & Logging

- Logging and paper history
- Logging and start of city
- Logging on the Wisconsin River

- Lumbering, paper mills, Wisconsin River and rafting lumber
- Paper and print industry, history and future
- Paper mill
- Rafting, logging, power production, paper
- Story of a sheet of paper

Local People

- Artist success stories: Betty Bad, Tom Beardsley, and others
- Founding Fathers of SWC
- Founding persons of Wisconsin Rapids. How the area started out through the years.
- Grim Natwick - creator of Betty Boop
- Grim Natwick and James Daly, two artists born and raised here
- Important people of Wisconsin Rapids
- People groups/ native, pioneer, refugee, industry
- POW's kept at Alexander Field during WWII and working on cranberry marshes. (honoring their contribution to area)

Nature & Outdoors

- Natural history of Wisconsin Rapids through time
- Nature / river
- The amazing natural resources that were (and are) the basics for development of the community and area - the river/water, woods and wildlife, agriculture - all of which remain important to our quality of life
- The Lake Wazeecha
- Parks

Community & Culture

- Baseball in Rapids
- Education through the years
- How one little thing leads to another, like a mill starting a community
- Multicultural: Hmong and Native American
- Story of the Jewish settlements

Innovation

- A future story of the city (Imagine!)
- Hopefulness of how Wisconsin Rapids has to continue to reinvent itself - paper - cranberry - community project

Other

- Fun size paints, pottery, sculptor, to welcome people cranberry guy.
- Kids video telling stories... changing video in halls or other areas
- Military history
- Neighborhood soda fountains
- Open the floor to all ideas and all artists
- Paint - changing wall art: teacher comes in quarterly and changes it; groups/organizations; always changing by future groups
- Story of Renaissance Learning

ALTERNATE IDEAS:

Nature & Outdoors

- Can we incorporate natural refugees etc. for migratory bird etc.
- Geological History of central Wisconsin
- Hunting deer camps and trapping
- Living with wildlife in multiple ways
- Outdoor activities
- Outdoor life/activities something for all seasons
- Outdoors of our community
- Parks and lakes
- Recreational trails are the veins that connect our community
- The hopa trees in bloom. We used to have a hopa tree festival
- The parks
- Use of natural resources - forests, trees, river, farmland, etc.
- Use local materials lumber, cranberry equipment, newspaper wall

- Various animals ducks etc. wild and tame in area
- We have lots of older growth pine in the area. Wood is important
- Environmental quality of the area - air, water, etc.

Paper & Logging

- Forestry in Wisconsin Rapids related to paper production
- Idea to impact wood and paper --> mill; teaching reading --> RLI
- Logging
- Log jams on the river
- Lumbering and logging
- Marshall Buler is a great historian for the areas and surrounding community early logging days etc.
- Paper
- Paper Industry
- Paper mill
- Paper mills
- Paper productions and all the products the paper wraps
- Paper/trees
- Showing how logging turned into the growth of the paper mills
- The mill story - its founding , innovations, "good, bad, and..."

Agriculture & Food

- Agriculture- cranberries dairy/cheese etc.
- Agriculture then and now
- What people ate through time and into the future (in Wisc Rapids area)
- Local food for local people agricultural assets
- Cranberries
- Cranberries Crando
- Cranberries - crasins
- Cranberry industry
- Cranberry industry history
- History: cranberry industry and cranberry blossom festival
- Cheese
- Cheese and dairy
- Cheese making
- Cheese making
- Dairy/ Rudolph cheese factory

River

- Damming the river
- Development of industry on river
- Future visions of river use - take out the dams!
- River
- River (transportation; recreational; center of town)
- River activities
- River Native Americans, paper mill, aesthetically, dam
- River history
- River rafting --> development of the modern paper industry
- River re-creation activities
- River transformation
- The river for practical recreation uses
- What did the river look like before dams?

Regional & Wisconsin Rapids History

- Formation of communities using rivers
- Settlers on the east side of the river, vs settlers on the west side of river
- 1st settlements of native/ countries
- Ethnic settlements
- History of Native Americans
- History of Native Americans in the area
- Hmong Culture
- Ho Chunk nation. Stockcars. Logging. Cranberries. Paper. Medical. Renaissance. Immigrants.
- Native American culture
- Native American culture history in the area
- Native American heritage
- Native Americans in the area coming into town, working cranberries, integrating (not) into the community
- Native Americans. Swede settlement areas. Latvian areas
- Native resources, cranberries, dairy, cheese
- Days of the 100 yr flood
- Dramatic flood of 2009(?)
- Family AG history through time
- History of Downtown development
- History of Grand Rapids and Centralia
- History of the city (Ahdawagam, Centralia, Grand Rapids, Wis Rapids)
- History: old Lincoln high/ east Jr. preserve history of High school
- Nekoosa, Biron, Port Edwards, Wisconsin Rapids. 4 cities.
- Place of religion in development of the area
- Religious groups who developed here: Jews - Memorial, Christians scientists, Methodists, 7th day
- The flood of 2011
- The old Lincoln high school (before it is torn down)

Community & Culture

- Evolution of health care
- Community connections - having each other and being there helping improve our community
- Friendly faced --> showing local faces on wall
- Local music history
- Teamwork, community as one (handprints of vital community members into sculpture?)
- All cultures/ history of people group who call this area home (native, French, Hmong, etc.)
- Area culture heritage: German, Scandinavian
- Folklore from each culture
- Native Hmong

Tribune History

- Having this project "Tribune Building" showcased
- History of newspaper
- History of newspaper its is the Tribune building after all :)
- History of the Tribune Building
- Newspaper history
- Newspaper history. Community history of people from the area
- The newspaper is history
- Old radio/newspaper

Important People

- Almost youngest mayor elected Zack Vruwink
- Aqua Skiers - 1st president of WWSF (Jack Lukes)
- Development of Wisconsin Rapids - 1st leaders
- Famous people who came from the area
- Local celebrities (Ed Lewis Betty Boop)
- Paul Gross CD's
- The story of the Alexander family and their legacy

Industry History

- Major business that existed here (prewar, conso-weld, Gross carrier)
- Old neighborhood soda fountains; like DQ

- Train tresses & railroad culture
- Medical history
- Fur trading
- Demise of the shopping malls due to economy decreasing
- Evolution of River View Hospital
- Healthcare

Sports

- Dick Trickle racing
- Importance of baseball in social life, pride of community - Minor league team/ Rafters 1300 people/game
- Local stock car
- Sports
- The Rafters baseball team

Innovation

- Forward progressing community
- Future visions of local community/region
- Resilience of community strength reinventing
- The best way to predict the future is to create it!
- The communities abilities to reinvent themselves
- Transformation from old to new
- Wisconsin Rapids has a history of innovation

Transportation

- Train. Snow activities: snowmobiling, skiing.
- Street cars
- Trolley cars to port

Other

- All kinds of artwork inside.
- Get local high school students and local welders to make bicycle racks for the building - make it a contest
- Hand rail made from wood from our forest
- Mineral development in Wisconsin for buildings
- Tourist/ destination
- Early education teacher college, structure at Witter Field

POST MEETING

What is happening now, after Meeting 4?

At the conclusion of Meeting 4, the project team gathered all meeting evaluations and materials.

For the past two weeks, the project team has been working through these materials, organizing, cataloging, and synthesizing all of the participant work. A Community Fellow entered all meeting evaluation information into a summary document.

Concept design rankings, element scores, community comments, and community stories are being synthesized by the project team and project architect to be incorporated into future meeting activities and the architectural design of the Tribune Building.

Where can I learn more?

Please visit the project website, TribuneBuilding.org, or call Incourage at (715) 423 - 3863.