

6 10 MINUTE IMPRESSION

Enter the community through the designated route and take a 10 minute drive without stopping. What was your first impression? Find a place to safely pull over to the side of the road and write down what you felt about the community based on your first impressions.

The town appears a typical, small, central Wisconsin town. Approaching from the southwest entrance on Route 23, the houses appeared small and perhaps lake-style cottages with a mix of trailers and challenged properties. There was an impressive church and well-cared for cemetery. The initial drive-through of the town cemented the impression of a rural, central Wisconsin community—a small grocery store, the ubiquitous Dollar Store, and a smattering of small shops. Surprisingly, a number of properties appeared for-sale. Traffic was also surprisingly heavy. The flea market on the eastern side of town seemed to attract a diversity of participants. The streets had banners and directional signage showing a central theme tying the disparate parts of town together. In all, the First Impression was one of a typical small town with some challenges but pride in the community.

Initial reaction was the amount of traffic for a smaller community. Not necessarily congested nor cumbersome, but definitely a sense that the community was alive with activity in the park / flea market area. The traffic was also a mix of car and pedestrian/bicycle. Noticed some recreation areas in residential places - parks, playgrounds. Saw some historic buildings that could use some exterior work like the water works office and the Tiger Brewing building. Clearing the trees/brush

from the Tiger Brewing and repainting the tiger would brighten up that location. Also some very beautifully constructed churches.

Coming to town had good signs to tell were to go on 23, but not so much on 73. The town looked clean and welcoming.



Figure 5: Natural area and crane