

First Impressions

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Livingston, WI

*by Blanchardville, WI
Visit conducted November, 1992*

*A program **for** community improvement*

Developed by:

Andy Lewis

Grant County UW-Extension Resource Agent

James L. Schneider

Exec. Dir., Grant County Economic Development Corp.

3. As you drive around town your comments on:

A. Appearance

1. Downtown

Poor building across from Bank. Some buildings nicely kept: **Co-op**, Bank, Fire Department, future opening building. Boarded building next to Alley Oops - unsightly.

Nice new bank. Seems small. Needs some **facelifting** - better signage. Awnings to tie all the buildings together, to give an attractive front would be nice. Vacant building along center of street would be good to renovate and make into some kind of historic community building, like a museum **or** shop.

Business buildings rundown - Alley Oops. The Bank, community need **to** find a way to fix up and save remaining downtown buildings. A low interest rate loan maybe.

2. Residential

Very poor area at corner of Center and Jackson near Somerset Apartments. Livestock and chickens in town - very poor.

Modest homes - some newer. Generally well maintained. Very unsightly dump/sheep pen, a terrible eyesore. Nice churches. I felt all the streets needed more trees, shrubs, etc.

Streets in poor condition. Trash barrels in backyards are eyesore. Streets are clearly marked. Livestock on one property in town. The village government needs to pass ordinances and issue orders to property owners to clean up.

3. Industrial Park

Didn't find one.

None. Business, residential and grain storage all clumped together.

No particular area but there are plenty of areas to put one.

The village has a long way to go to get the streets, sidewalks in good condition. The village has to start spending some money. In addition, property owners could share part of cost **of** sidewalks.

B. Signing

1. Community entrance/exit signs

Nice business signage at corner **of** E and 80. No sign on E, i.e., Livingston.

None on "E" **from** west. Welcoming sign with businesses on it and center area of sign for announcing town events is nice to have.

Good main sign. Individual businesses. Population is missing on town entrance signs.

2. Streets

Good, readable street signs. Poor side streets, bumpy, unpaved. Limited curb and gutter. Limited sidewalks in poor repair.

Many need paving, very poor condition.

Good.

3. Directions To Hospital/Parks/etc.

No sign to parks off Highway 80.

Missing.

Missing signs for parks.

4. Storefront signs

Minimal and not continuity.

Flat, not appealing. Old-fashioned shingles would be nice.

Most businesses have signs that are visible and identify type of business.

2. Community brochure/directory

Yes - well done! Directory somewhat incorporated into brochure business ads.

Incredible! A beautiful tourist brochure, very beautifully done, but somewhat misleading. It gives the impression that the town is larger and more attractive than it is.

Excellent.

3. Community profile (including business and industrial opportunities)

Part of brochure.

There is room to grow. Land around it. It's close to many hubs - Platteville, Dodgeville, Mineral Point, so it could be a good community to live in if you work in any of those places.

Excellent.

4. Recommendations on place to stay/eat/visit, etc.

Stopped at grocery store and recommended two places to eat.

Bon's is an attractive bar/restaurant. It's good to see a grocery store in town.

The people we stopped were able to recommend a place to eat.

5. Contact people and addresses listed if I want more info.

Not offered -just to check brochure.

6. Complimentary Items (Postcards, bookmarkers, coupons, etc.)

None, but got one at the Bank.

Postcards from Bank.

Postcard was provided.

- D. Not many people around, but they were all helpful and knowledgeable.
- E. Waitress at restaurant did know where Village Hall was.

2. Did they refer you to someone else who could help?

- A. No and I asked for someone who might answer some specific questions about moving to the area.

3. Attitude, appearance, etc.

- A. Most people on streets seemed to be farm related and dressed accordingly. **Not** neat and clean.
- B. Business people were appropriately dressed.
- C. Friendly but reserved attitude.
- D. Good.
- E. The business people were all friendly.

4. Other Comments

- A. Looked for signs of curiosity about who I was and what I was doing there but only banker inquired.
- B. Burn cans/containers everywhere, even though we were told there's garbage pickup (burn area even by fire station).
- C. I noticed recycling bins by people's homes.

5. General

- A. **Do residents know their community history/events/directions/etc.**

Most people we met and conversed with did not live there and didn't know a lot about the community. Gentleman working at the bank was very knowledgeable and offered a lot of information and offered to be helpful in any way.

F. What does the community TASTE like? (Specialty restaurants/bakeries, etc.)

Cafe not really well kept but good **food**.

Restaurant had a good special (pasty).

G. What does community SMELL like?

Wood burning, grain drying, farming.

I smelled firewood burning.

Farm community, burning trash.

H. What SOUNDS did you hear?

Quiet except for vehicles, grain drying fan at end of Main Street area.

I heard grain storage hum (dryer perhaps).

During our stay, the feed company was drying corn or grinding feed.

I. What did community FEEL like? (Emotional response, i.e., cold/warm, crowded/deserted, inviting, etc.)

It was a cold windy day with not many people on the streets or in establishments, but those we encountered were somewhat friendly but not really inviting or welcoming except the banker.

Rundown; old - lax about unsightly property in town.
Animals being kept, junk yards.

There was not a lot **of** activity, but the people were friendly.

6. Doing It Right!

A. List the 5 MOST positive things you observed about the community.

1. Well maintained public parks.
2. Informative signage on highway by-pass.
3. Potential for expansion in any direction because of flat land surrounding.
4. Great brochure!
5. Great consolidated school facility.

1. Nice people.
2. Old park with gazebo - quaint and appealing; could be enhanced.
3. Beautiful elementary and high school facility.
4. Day Care Center.

1. Room for residential or commercial construction.
2. New Elementary School, and with High School, provide reasons for people to move into district.
3. Water Tower - identity from Highway.
4. Community brochure.
5. There is a park in different areas of the village.

B. Describe ONE idea that you will steal for use in your own business/community and describe the steps you will take to implement it within the **NEXT 72 HOURS!**

Check for visibility of burn barrels, trash, etc., and suggest clean-up for first impressions.

Community Sign - It gave me some ideas for our town (pros and cons). Their's was tacky-looking but the idea is good.

The Marketing Brochure was very impressive.

Look into producing a community brochure.