

# Spring Grove 2030

## Community Engagement & Visioning Report



# TEAM

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## RSP ARCHITECTS CORE TEAM

Sheldyn Merrell, Lead Engagement Designer

Sean Higgins, AIA, Lead Engagement Designer

Jon Buggy, AIA, Principal In Charge

Jon Eckerman, Business Development

Tim Griffin, Urban Planner

# SPRING GROVE 2030

Spring Grove 2030 is an initiative led by a group of volunteers representing schools, local governments, businesses, faith communities, nonprofit organizations, and more. Spring Grove 2030 is working with a planning and design firm, RSP Architects, Ltd. (RSP), to ask the community what they think Spring Grove needs as it looks towards its future. RSP and Spring Grove 2030 Task Force explored big questions such as:

- What does Spring Grove look like in 2030?
- How can we make downtown even more vibrant?
- What do the school & community need to serve students & attract families?
- How can we create more places for neighbors, businesses, students, and the community to connect with each other?

*“Strong core values are  
vital to our identity  
and our success  
as a community”*



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14 February 2022

Ms. Saundra Solum & The Spring Grove 2030 Task Force

Re: Community Engagement & Visioning Process – Spring Grove, Minnesota

Dear Ms. Solum / Spring Grove 2030 Task Force:

Spring Grove, Minnesota is a very special place filled with prideful and engaged people. Thank you for welcoming us into your community.

Together we created a community engagement and visioning process designed to uncover, understand, and prioritize the needs and aspirations of the Spring Grove community. We put on our masks, rolled up our sleeves, and got to work listening to and learning from a wide range of residents, business owners, teachers, students, neighbors, and community groups. At the end of this process, we are all more acutely tuned-in to the pride, needs and desires of the people of Spring Grove.

One finding, most relevant to the work of the 2030 Task Force, is the need and desire for a place where the Spring Grove Community can come together to meet, create, perform, celebrate, learn, grow, and connect as friends, neighbors and community. **Loud and clear, the people of Spring Grove want a place, “THE PLACE” which brings community together from all generations and enhances your welcoming spirit, sense of community, and quality of life.**

This Community Engagement & Visioning Report is the documentation and summary of the incredible work you invested in to better understand the needs and aspirations of the people of Spring Grove. You set a very high bar for authentic community engagement and community-based design, which offers you and your community a terrific launching pad for the next steps in your process. Congratulations!

We wish you continued success as you advance this important work.

Your friends at RSP,

Jon Buggy, John Eckerman, Tim Griffin, Sean Higgins, and Sheldyn Merrell



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*...as Spring Grove  
looks towards its future.  
We want to explore  
big questions*



# EXECUTIVE SUMMARY 1.0

## COMMUNITY ENGAGEMENT & VISIONING REPORT



## WHERE WE BEGAN

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Spring Grove 2030 formed when several local entities realized they were all having similar conversations about space. The school was working with families to determine what was needed to improve school-life balance and provide quality amenities for its students (such as increased space for the arts and recreation). Local churches and nonprofits had discussions about where to hold gatherings, meetings, and events when it had little or no space of its own. The Economic Development Authority tried to help businesses find space to grow when there were few options available for storefronts and industrial buildings in the community.

Leaders from these groups realized they all had the same goal: To create new places for the community to learn, connect, and do business. **During recent years, these groups solidified their vision and recently established themselves as a nonprofit with a mission to support the community of Spring Grove through collaborative initiatives that build on our history, enhance quality of life, and serve as a catalyst for the development of social, financial, and physical capital.** Core to this charge, RSP and Spring Grove 2030 Task Force would like to take what already makes Spring Grove special and make it even better.

## WHERE WE ARE NOW

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This Community Visioning and Engagement Report is a summary of a six-month work effort and process during which the Spring Grove 2030 Task Force in collaboration with RSP Architects, Ltd. (RSP) engaged our community to discover, and understand the community needs and aspirations for the City of Spring Grove, Minnesota. Included in this report you will find engagement methodology, collected data, identified key users, and architectural recommendations.

We learned much about myriad diverse community needs including places for community-gathering, housing, restaurants, outdoors and indoor spaces, etc. This work strengthens our confidence that Spring Grove is in an excellent place to advance a multi-prong vision and Spring Grove 2030 is eager to keep the momentum going!

Publishing this report marks a very important milestone in the process. The Spring Grove 2030 Task Force will continue to work with partners and community members to develop an action plan to refine and advance these findings and recommendations.

The Spring Grove 2030 Task Force, while eager to advance the full vision and needs of our community, are focused on assuming primary responsibility for advancing what we have fondly named “The Place” - Spring Grove’s much desired multi-purpose, multi-generational, gathering, socializing, sharing, creating, performing, celebrating place.

We recognize the multitude of conversations that are happening about facility needs in the community. Creating “The Place” meets the needs identified by the community and opens up possibilities for existing community spaces.

## ENGAGEMENT METHODOLOGY

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Our community engagement team took an expansive, community-based, design-thinking approach to engage our community to better understand our overall needs and desires while also digging deeper into potential uses and users of “The Place.” The engagement methodologies used in this process included surveys, engagement workshops, interviews with community members and users, and secondary research with advisors with subject matter expertise in community resources. This early work defines key players, goals, objectives, and key milestones. This design process formed the vision that emerged from the Spring Grove 2030 work.

### 01 DISCOVER

#### UNCOVER THE UNEXPECTED

Gathering and sharing of information is an art, the real importance of discovery work is to unearth its insights – which will eventually inform design decisions.

### 02 DREAM

#### CO-CREATE A VISION OF THIS PLACE

Visioning is hard and creative work. Key to a successful project is the ability to create an equitable framework for the sharing of ideas and concerns.

### 03 DESIGN

#### DEVELOP AND DEFINE THE CONCEPT

Focusing the vision, refining the details; this is where our ideas materialize through Illustrating and documenting space allocation and design strategies.

### 04 DO

#### IMPLEMENTATION AND DELIVERY

Leaving you with documentation of the work and a clearly communicated road-map for the implementation of ideas developed through this process.



## COMMUNITY BASED DESIGN

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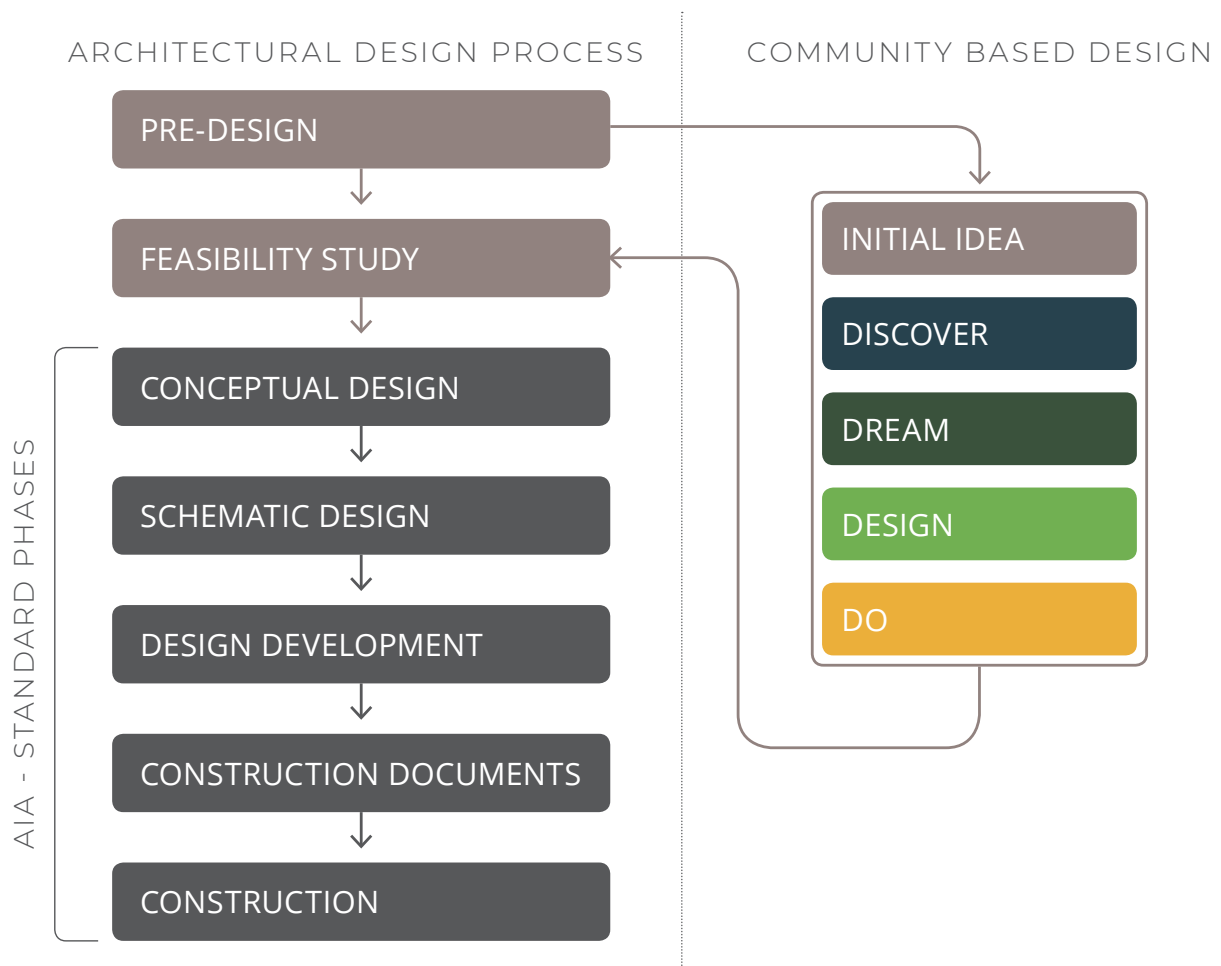
Community based design is a method that enables designers to co-create recommendations and possible solutions in direct collaboration with a community. As opposed to the traditional design process in which a client comes to a designer with a problem and the designer develops a solution in a siloed environment. This design process focuses on a community's culture, values, and needs, to gain tools to create a future for all.



*The Spring Grove 2030  
initiative aims to  
uncover great ideas,  
as well as great questions*

## COMMUNITY BASED DESIGN VS ARCHITECTURAL DESIGN PROCESS

Community Base Design is situated outside of the AIA (American Institute of Architects) standard phases and is referred to as an, “Additional Service.” As RSP and Spring Grove 2030 Task Force learn more about the effect of early community-based design has on the success of a project, we are more often seeing this kind of engagement in all sectors. (See diagram below)



## WHY COMMUNITY BASED DESIGN?

People with different identities, perspectives, and backgrounds (race, religion, sexual orientation, etc.) will bring holistic insights into any setting, particularly through knowledge building, problem solving, and implementation.

From this approach, designers can more meaningfully assess the needs and resources existing within a community. The hope is with the communities input in the process, RSP and Spring Grove 2030 Task Force can create a more sustainable, viable, and equitable solution to address the community's needs.

The knowledge that multiple perspectives adds richness and insight into the design process, we made it a priority to engage as many people within the community as possible.

### PEOPLE WE HEARD FROM (NOT LIMITED TO):

- Spring Grove Youth
- Educators
- City Staff
- Fest Building Users
- Arts & Theater Community
- Business Owners
- Community Organizations
- Residents of Spring Grove
- Spring Grove Visitors

*There is no power for  
change greater than a  
community discovering  
what it cares about*



# ARCHITECTURAL RECOMMENDATIONS 2.0



## KEY COMMUNITY FINDINGS

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Nine community workshops were held between July 2021 and September 2021; and surveys were distributed community-wide digitally and by mail. Several strong themes emerged from the feedback and ideas gathered that reinforced the concept of “The Place” while also highlighting other important community needs and desires.

- \* Spring Grove has **strong core values** that are vital to the identity and success as a community. They care about supporting youth, celebrating heritage, and investing in the small-town values of community and collaboration. Spring Grove values their ability to work together to support local businesses, nonprofit organizations, faith communities, and social activities.
- \* Spring Grove’s wealth of arts and cultural talent could use more spaces to create and present. **Enhanced amenities for music, theater, and fine arts** would provide new opportunities for students and the community as a whole.
- \* Gathering together is important for the Spring Grove community; more **flexible spaces to host meetings, events, and social occasions** are needed.
- Housing is an important part of Spring Grove’s growth. **Investing in a variety of housing options to support neighbors of all ages and income levels will be needed.**
- Spring Grove would like **more places to eat, drink, and welcome visitors!** The community would like to have more local establishments, as well as lodging amenities which could support more visitors and events.
- \* Spring Grove would like **more options for wellness and recreation**, which could include enhancing current assets (such as nature trails and fitness center) and creating new amenities for healthy activities.

While each of these findings are important and interconnected, the architectural recommendations of the Spring Grove 2030 Task Force are intentionally focused on the findings related to “THE PLACE” and noted with an asterisk. \*



## VALUE AND VISION

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From the first workshop in this effort, RSP and Spring Grove 2030 Committee realized Spring Grove is a strong and engaged community. The town continues to grow as a vibrant small-town, rich with philanthropic resources, creative energy, and community pride. Spring Grove 2030's mission is to support the community of Spring Grove through collaborative initiatives that build on Spring Grove's history, enhance the quality of life, and serve as a catalyst for the development of social, financial, and physical capital.

### VALUES:

- The sense of **community**.
- Creation of **multi-generational** place.
- Promotion of **business development**.
- Catering to the **arts, nature, or recreation activity**.
- Promotion of impromptu **connectivity and gathering**.
- A Place that is welcoming and has **quality design**.

### VISION STATEMENT FOR "THE PLACE" :

- "The Place" encourages gathering and strengthens our community.
- "The Place" welcomes all and serves as a catalyst for connections that reinforce and strengthen relationships and our quality of life.
- "The Place" has a unique and engaging Spring Grove identity.
- "The Place" is flexible and adaptable to accommodate and support our diverse and changing needs.
- "The Place" is cared for and curated by our community, with a sense of belonging and pride.
- "The Place" is integrated into the existing character of Spring Grove, strengthening the downtown main street.
- "The Place" strengthens the commercial, economic and social viability of Spring Grove.

## OVERVIEW OF “THE PLACE”

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### GATHERING SPACE (3-5,000 SF):

Connect with the community when you enter an intergenerational living room.

### LARGE MULTIPURPOSE PERFORMANCE SPACE (4-6,000 SF):

Attend large events that are produced by the Spring Grove community.

### SMALL FLEXIBLE SPACE (2-3,000 SF):

Small flexible space will complement and support the large multipurpose performance space and gather space to encourage impromptu and planned gathering.

### OUTDOOR SPACE (9,000 SF, DEPENDING ON LOCATION):

Enjoy the nature and the outdoor living room with friends and family, as the landscape is integrated seamlessly both indoors and outdoors.

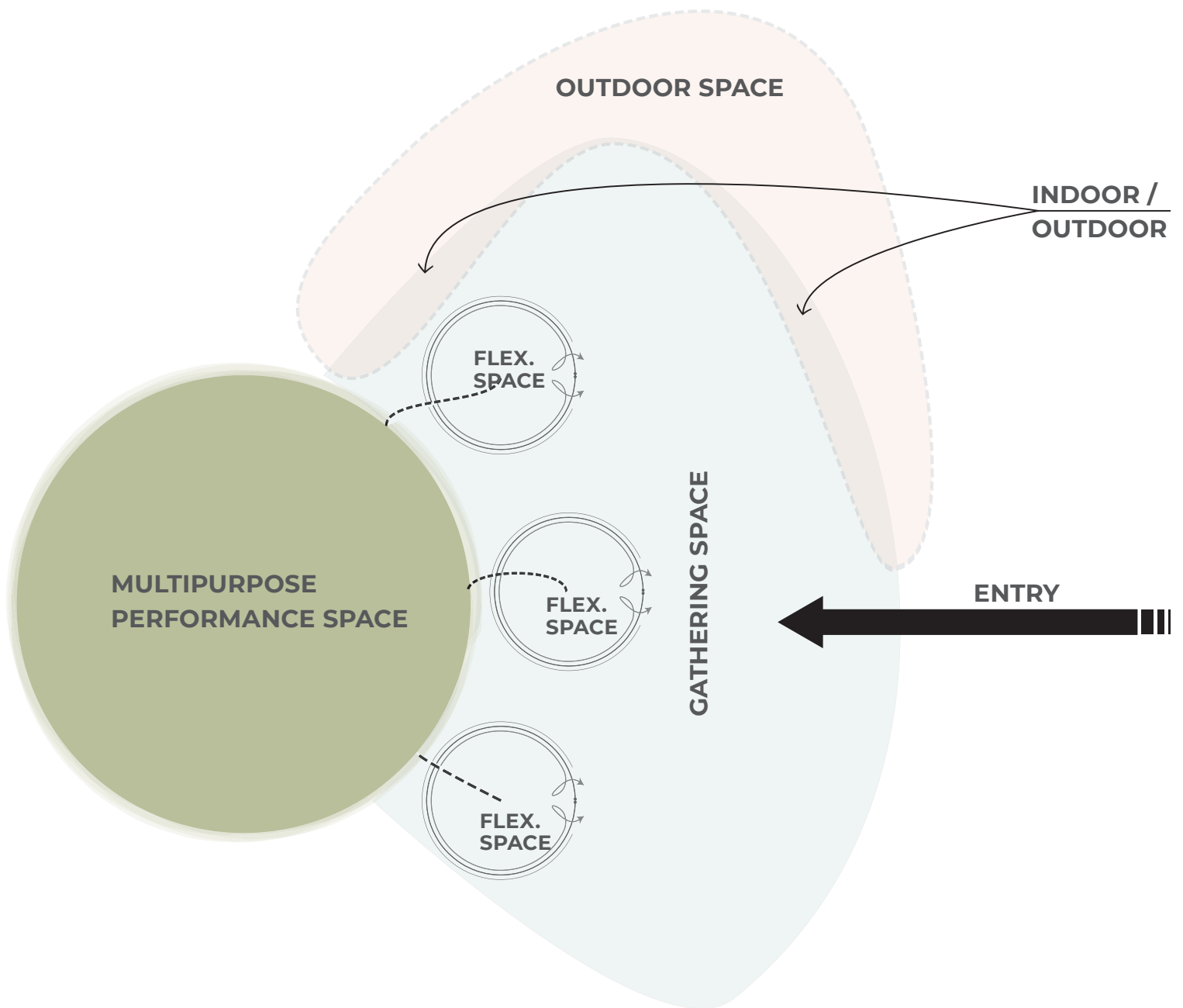


Diagram of "The Place" Space

## GATHERING SPACE

3,000 - 5,000 SF

**The Gathering Space will warmly welcome the community,** will be designed to transform and adapt to community needs and changes.

Consider the Gathering Space as Spring Grove's community living room; a place that invites, engages and generates community interactions throughout the day; an attractive place for all ages to gather, connect and belong.

The Gathering Space will showcase community activities and display artwork. It will be a place to catch up with friends and family, grab a bite to eat, collaborate with others on business ideas, and will have modular, movable furniture and furnishings to accommodate and support multiple uses.



### POSSIBILITIES

- Community Living Room 450 SF
- Café/ Pop Up Food 900 SF
- Art Gallery 2,200 SF
- Staff Offices 300 SF
- Box Office 110 SF
- Vestibule 80 SF







## LARGE MULTIPURPOSE PERFORMANCE SPACE

4,000 - 6,000 SF

**The Large Multipurpose space will accommodate larger events to support the needs of the community.**

Spring Grove is lacking a flexible-use community gathering space for 200 – 300 people. “Multi-purpose flexibility” will be key so this space can accommodate the diverse needs of Spring Grove.

Consider the Large Multipurpose space as a room that can be creatively changed (size, configuration, furnishing, lighting, acoustics) for diverse uses and sizes such as:

- High School Events for 200- 300 people
- Wedding Venue
- Art shows
- Theater performances
- Music festivals
- Organization banquets
- Family Reunions
- Quilt Show
- Fundraising Events
- Other Community Events

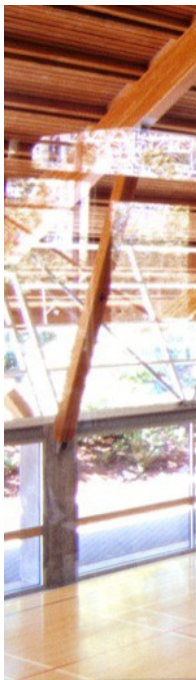


### POSSIBILITIES

- Black Box Theater 300 People
- Flexible Event Space 300 People

#### SUPPORT SPACE OPTIONS

- Concessions/Bar 800 SF
- Dressing Rooms 200 SF
- Wedding Suite 600 SF
- Storage 600 SF
- Control Room 200 SF
- Costume Shop 800 SF
- Rehearsal Rooms 600 SF
- Green Room 200 SF









## SMALL FLEXIBLE SPACE

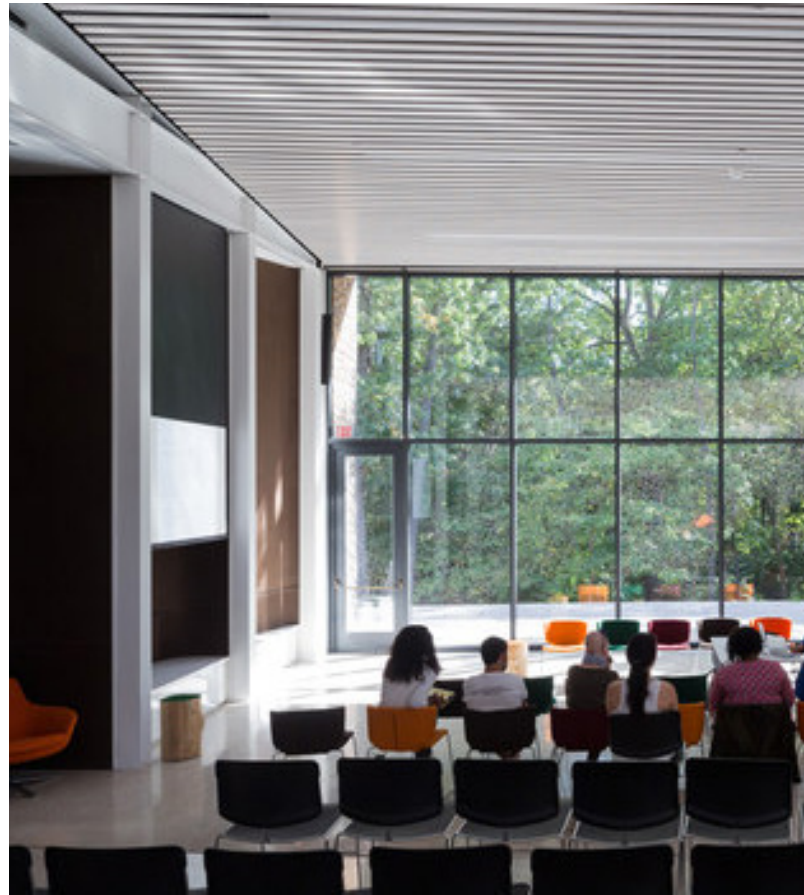
2,000 - 3,000 SF

**The Small Flexible Space(s)** complement the Gathering Lobby and Large Multipurpose space by accommodating the myriad impromptu and planned collaboration moments and meeting space needs throughout Spring Grove.

These small flexible spaces shall be designed to easily accommodate small groups and functions such as:

- Workout and exercise space
- Youth groups
- Study groups
- Organizational meetings and conferences
- Craft rooms
- Hang out / social spaces

The options are endless, however, we heard clearly from the Spring Grove Community that these spaces should be pleasant, soft, and intimate to encourage gathering and belonging at a smaller and more approachable scale.



### POSSIBILITIES

- Collaboration Rooms 600 SF
- Conference Room 180-350 SF
- Open Exercise/Fitness Floor 500 SF
- Walking Track
- Maker Space 500 SF
- Youth Room 300 SF







## OUTDOOR COMMUNITY SPACE

9,000 SF - as site permits

**The Outdoor Community space should be considered an outdoor living room; a place to connect with nature, neighbors, and community in a unique way.**

The outdoor spaces shall be designed to promote engagement with nature and to accommodate social, educational, well-being and physical activities such as sports, walking, gardening, reflection, gathering, educating, and performing.

The outdoor community spaces should be integrated into the overall design of “The Place” integrating outdoor and indoor spaces while also enhancing pedestrian and bicycle pathways of Spring Grove.



### POSSIBILITIES

- Outdoor Event Space 1000 SF
  - Food Trucks
  - Live Music
  - Weddings
- Patio Seating w/ Fire Pit 400 SF
- Walking Trails - as site permits
- Community Garden- as site permits
- Enclosed Dog Park 400 SF
- Sand Volleyball Courts 1,800 SF
- Basketball Courts 4,500 SF
- Parking 100 Stalls









## EXTERIOR ARCHITECTURE

20,000 - 25,000 SF

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**The Exterior Architecture should be a simple, attractive, and powerful statement about the beautiful and rich quality of life in Spring Grove.**

The architecture should be well-designed honoring the culture of the community and scaled smartly to its surrounding context.

The design precedents to the right are simple in rhythm and material, have large windows for interior light, with a modern Scandinavian design. The forms and materials relate to existing architecture of Spring Grove.







## BUILDING STANDARDS

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Contemporary design and construction have an obligation to be aware of the environmental impact of any building project. In the upcoming design phases, you are encouraged to explore many environmental resources that are available to help minimize the environmental impact of the project. Several are listed here:

- LEED (Leadership in Energy and Environmental Design). The most widely used green building, and neighborhood district, rating system developed by the U.S. Green Building Council.  
<https://www.usgbc.org/>
- Living Building Challenge. International Living Future Institute Program that promotes visionary but attainable sustainable building and operation goals.  
<https://living-future.org/lbc/>
- Minnesota B3. If Spring Grove is fortunate to receive state funding for the project, the B3 guidelines are required on all projects that receive general obligation bond funding from the State of Minnesota. <https://www.b3mn.org/guidelines/>
- WELL Building Standard. WELL, is a performance-based system for measuring, certifying, and monitoring features of the built environment that impact human health and well-being, through air, water, nourishment, light, fitness, comfort and mind.  
<https://standard.wellcertified.com/well>
- 21st Century Development Guidelines. A model for the creation of regenerative communities—communities that strive to provide a healthy environment for all people and living systems now and in a dynamic future developed by AIA Minnesota and the University of Minnesota. Could be a model for downtown Spring Grove.  
<https://www.21stcenturydevelopment.org/>

## POTENTIAL LOCATIONS

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The location for “The Place” is an effort that needs additional analysis and is recommended as one of the next steps. However, what has been discovered in this process is general location and desired qualities of the site. When discussing a site, in both focus groups and workshop groups, it was clear reinforcing the downtown area was a high priority. The community wants to reinforce the Main Street access, place the building in a high traffic location to gain good visibility, and enhance a small town downtown. Many possible sites were noted; however, the sites need an in-depth feasibility study to further look at strengths and weaknesses.

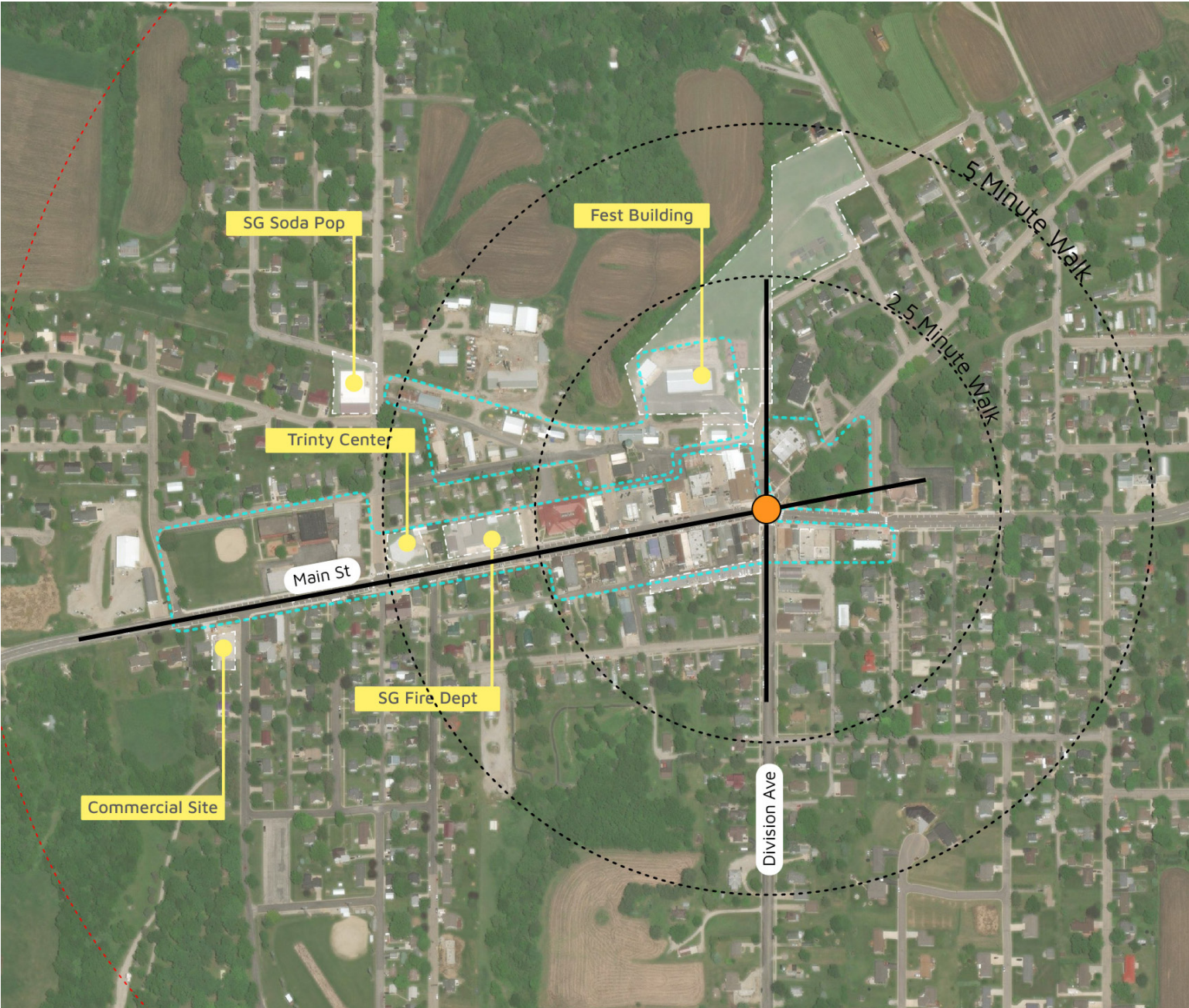
### NOTED SITES:

- Fest Building
- Trinity Center
- Spring Grove Fire House
- Existing Structures on Main Street
- Existing Commercial Sites

### ADDITIONAL LOCATION VARIABLES TO CONSIDER

- Proximity to School
- Access to Trails or possible paths
- Availability for Parking
- Accessibility
- Walk-ability
- Adjacency to relevant events









## POTENTIAL LOCATIONS MAP

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This map indicates potential locations identified for “The Place” and adjacency of these locations to Main Street. The map also illustrates a radius of a 5-min and 10-min walk centered on Main Street and Division Ave. The community wants to prioritize Main Street access, great visibility, and strengthen development of downtown.

# TOTAL SQUARE FOOT & COST ESTIMATE

## CALCULATIONS

Cost	NAME	SQUARE FEET/ COST
	Total Square Feet	22,000 SF
	Gross Factor of .35	7,700 SF
	Sub Total	29,700 SF
Low	<b>\$300/SF</b>	<b>\$8,910,000</b>
High	<b>\$450/SF</b>	<b>\$13,365,000</b>

Calculations Notes:  
This is a high level, rough order of magnitude space program and cost estimate. Detailed programming and cost estimating will be required in the future design phases.

# THE SPRING GROVE 2030 OPPORTUNITY

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With the work of this community engagement and visioning process complete, and the consensus so clear, the real opportunity ahead is to continue the pursuit of this community dream and **to refine, design, build and make real “THE PLACE” in Spring Grove, Minnesota.**

## SELECT RECOMMENDED NEXT STEPS FOR “THE PLACE”

In order to realize the vision and benefit from “THE PLACE” important next steps include:

- Share this report among community members and leaders to discuss, gather feedback and develop consensus.
- Continued leadership of the Spring Grove 2030 Task Force to advance the community vision for “THE PLACE”.
- Refine the space needs, size, and cost for “The Place.”
- Identify key project partners and investors.
- Choose an excellent location for “The Place”
- Create a business plan for operations and management of “The Place”
- Design and build “The Place.”
- Celebrate and share your journey, successes, and learnings as you create “THE PLACE OF SPRING GROVE, MINNESOTA.”



*...as Spring Grove  
looks towards its future.  
We want to explore  
big questions*



# PROCESS 3.0



## SPRING GROVE COMMUNITY ENGAGEMENT & VISIONING PROCESS

MAY 2021

JUNE 2021

JULY 2021

### PROJECT KICKOFF ----->

### DISCOVER -----

#### Meeting 01 (In Person)

*May 26th, 2021*

- Team meet and greet
- Our shared mission
- RSP Schedule and Process
- Work plan and Process Affirmation

#### Meeting 2 (Virtual)

*June 9th, 2021*

- SGEC + RSP
- Affirm Engagement Framework
- Affirm desired outcome of initial survey
- Community survey: Who and How

#### Community Engagement

WKSP 01

*July 14th, 2021 - 3 workshops*

- 4 blocks of time (1.5 hrs each)
- RSP +SG Rep
- Focus: vision + big ideas
- Discover: What is Spring Grove?

#### Meeting 3 (Virtual)

*June 24th, 2021*

- SGTF + RSP
- Recap Kickoff Meeting
- Review of Draft Survey
- Review of SG 2030 Executive Summary
- Affirm workshop times and location

#### Reflection Meeting (Virtual)

*July 22nd, 2021*

- SGTF + RSP
- Review and reflect
- Identify key themes
- Identify tangible outcomes
- Programming round 01

## AUGUST 2021

### DREAM

#### Community Engagement WKSP 02

*Aug. 16th, 2021 - 3 workshops*

- 4 blocks of time (1.5 hrs each)
- RSP +SG Rep
- Focus: community needs + program possibilities
- Dream: What is Spring Grove
- Spring Grove 2030 : Exploratory Survey  
*Due Sept. 16th*

#### Reflection Meeting (Virtual)

*Aug. 26th, 2021*

- SGTF + RSP
- Review and reflect
- Identify key themes
- Program quantification draft 01

## SEPTEMBER 2021

### DESIGN

#### Community Engagement WKSP 03

*Sept. 16th, 2021 - 3 workshops*

- 4 blocks of time (1.5 hrs each)
- RSP +SG Rep
- Focus: Place and Space; implications for vision
- Dream: What will this place do

#### Reflection Meeting (Virtual)

*Sept. 23rd, 2021*

- SGTF + RSP
- Review and reflect
- Identify qualitative design measures
- Program quantification draft 02

## OCTOBER 2021

### DO

#### Synthesis Meeting 01

*October 7th, 2021*

- Program Synthesis: Confirm, quantify, and prioritize space needs
- Documentation of potential locations
- Cost Implications
- Spring Grove 2030: Needs Assessment Survey *Due October 15th*

#### Synthesis Meeting 02

*Oct. 28th, 2021*

- Community Vision Synthesis: Confirm qualitative narratives that envision "The Place"
- Confirm outcomes based benefits for community: Quality of Life, Equity, Economic, Ecological, Environmental, Social, Etc.

## SUPPLEMENTAL MEETINGS

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Within all projects, new ideas, themes, users, etc. arise that were unforeseen at the project inception. While the work-plan was quite rigorous, RSP and Spring Grove 2030 Task Force held, additional, supplemental meetings to accomplish our goals. Such as:

- Focus Group Meetings with Community Members
- Executive Committee Work Sessions
- Tabling Events – Informing and engaging the community about Spring Grove 2030 Visioning Sessions at the Farmer Market
- Project Briefing for Dunwoody University

These meetings enabled us to dig deep into specific ideas identified through surveys and workshops and reach more community members which created additional impactful engagement in this project.

## LISTENING AND COLLECTING

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RSP and the Spring Grove 2030 committee listened and collected information from the Spring Grove community to make an informed recommendation about “The Place”. A combination of qualitative and quantitative data was gathered primarily through workshops, surveys, focus group.

### WORKSHOP + SURVEY + FOCUS GROUPS

Workshops: A coordinator prepares a researched discussion guide ahead of time to guide the conversation while also allowing flexibility. A loose structured format allows for a balance between standardized questions’ structure while allowing the participates to take the interview beyond the discussion guide.

Survey: A curated set of comprehensive questions gathered from a target audience about a specific topic.

Focus Groups: A specific target audience group to participate in a group discussion led by a moderator.

*A community united by  
ideals of compassion and  
creativity has incredible  
power.*

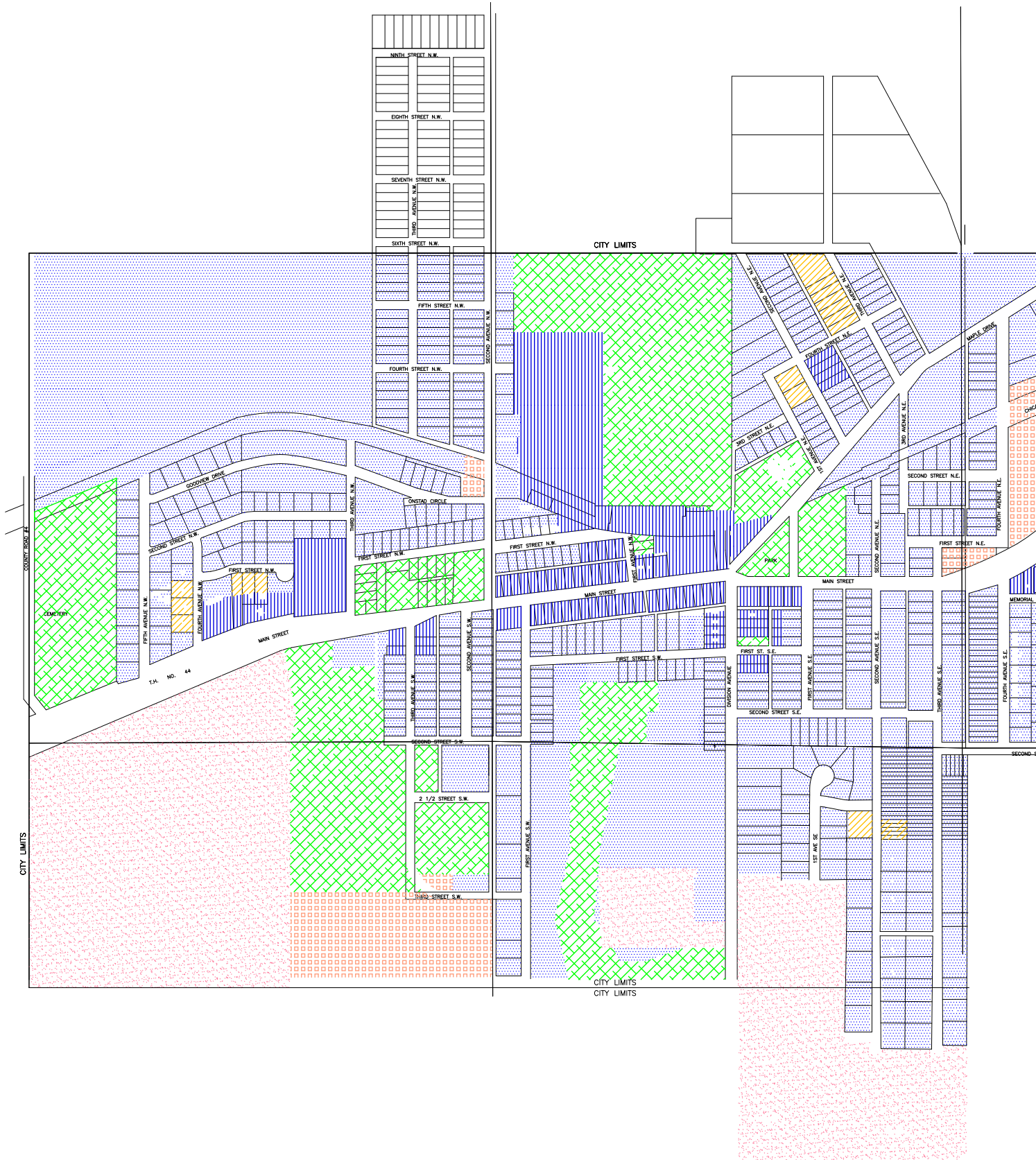


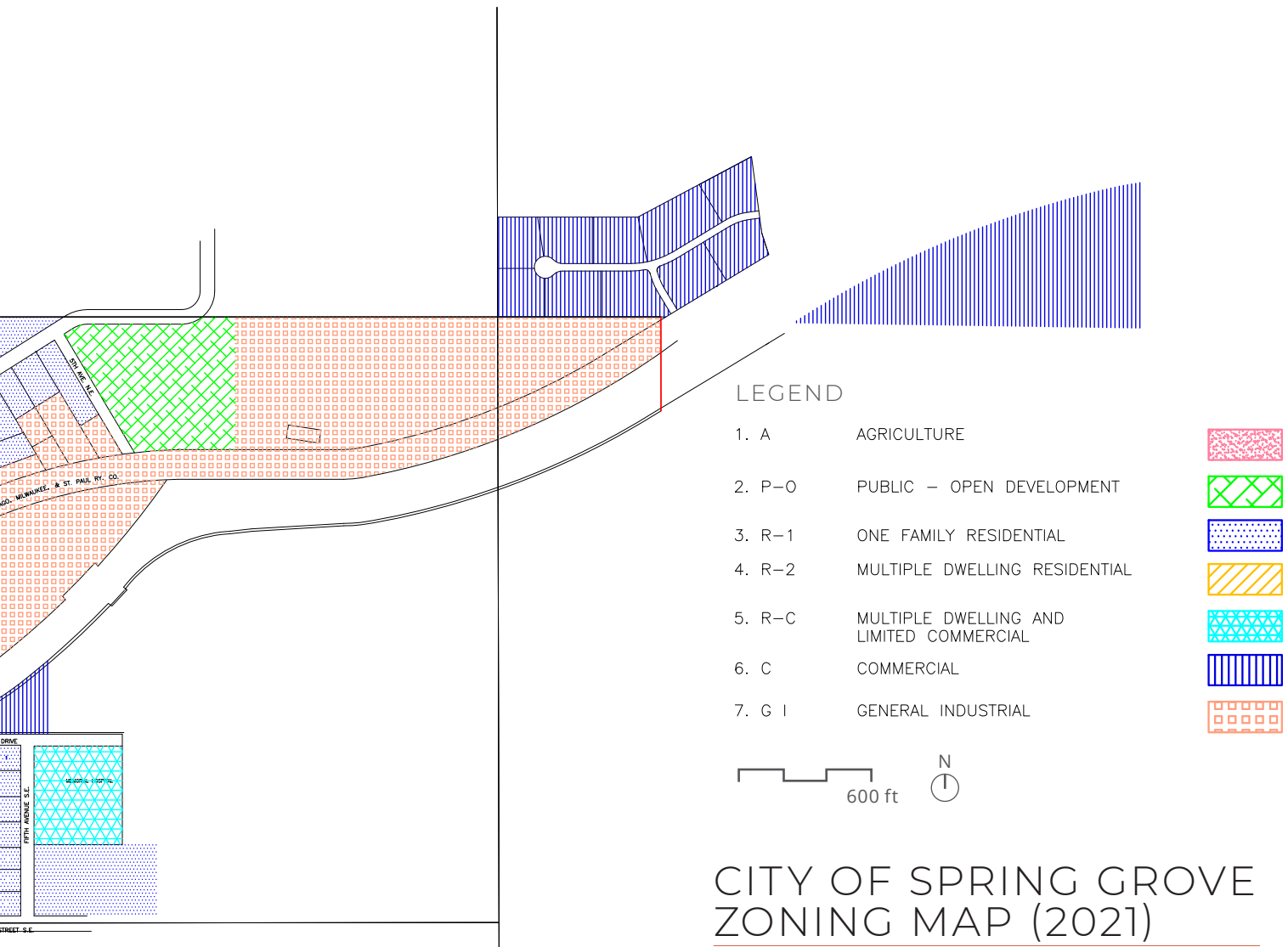


# WHAT WE HEARD 4.0

DATA + ASSET MAPS







This zoning map shows the Spring Grove community is organized into different land use districts. A zoning map shows the community divided into different districts. The most common zoning districts are residential, commercial, industrial, and agricultural. Main Street's core is heavy with commercial and branches off with residential, agriculture and public development.

## **SURVEY 01: EXPLORATORY SURVEY**

COMPLETED: SEPTEMBER 16TH 2021

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The first survey was distributed in three different forms to encourage and enhance participation : Online through Google Form, postcard mailed out to homes, and a flyer handout at Spring Grove Communications. This mailer was the first communication about the pursuant visioning process.

### INTENT

This exploratory survey needed to accomplish several goals:

- Communicate the mission of Spring Grove 2030.
- Clarify the needs for Spring Grove 2030.
- Gain initial insights about needs and values.
- Pique interest in the community workshops.

## WHAT IS YOUR VISION FOR OUR COMMUNITY? SPRING GROVE 2030 WANTS TO KNOW!

spring grove  
**2030**

### WHAT IS SPRING GROVE 2030?

An initiative led by volunteers from the school, local government, businesses, faith communities, nonprofits, & more, to determine:

- What does Spring Grove look like in 2030?
- How can we make downtown more vibrant?
- What do the school & community need to serve students & attract families?
- How can we create more places for us to connect?

### WHY DID SG2030 FORM?

Local partners noticed shared goals to:

- Provide quality amenities for students and the community
- Support local nonprofits, events, and initiatives
- Help businesses find space to grow

### WHAT'S NEXT?

Upcoming workshops:



### HOW CAN I GET INVOLVED?

- Return exploratory survey below to Spring Grove Communications, or via QR code →
- Visit [springgrovemn.com/spring-grove-2030](http://springgrovemn.com/spring-grove-2030) to register for upcoming workshops (you can also register by phone - see below)



### QUESTIONS?

- Courtney Bergey Swanson at 507-251-9272 or [courtney.bergey@cedausa.com](mailto:courtney.bergey@cedausa.com)
- Saundra Solum at 507-459-8433 or [saundra.solum@wisc.edu](mailto:saundra.solum@wisc.edu)



## SPRING GROVE 2030 EXPLORATORY SURVEY

### QUESTION 01

What do you like about Spring Grove? What do you value about this community and why?

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### QUESTION 02

What is one thing that would make Spring Grove a better place to live and why?

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### QUESTION 03

What new places and activities do you think the community needs? What do those look like?

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### QUESTION 04

What is your age range?

- ☐ 0-20 ☐ 41-60  
☐ 21-40 ☐ 60+

### QUESTION 05

What is your ZIP code?

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### WE NEED YOUR INVOLVEMENT IN THIS PROCESS!

We'd love to send you updates on the process and invitations for community events (including our upcoming workshops). Please leave your contact info below. Thank you!

NAME: 

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CONTACT INFO: 

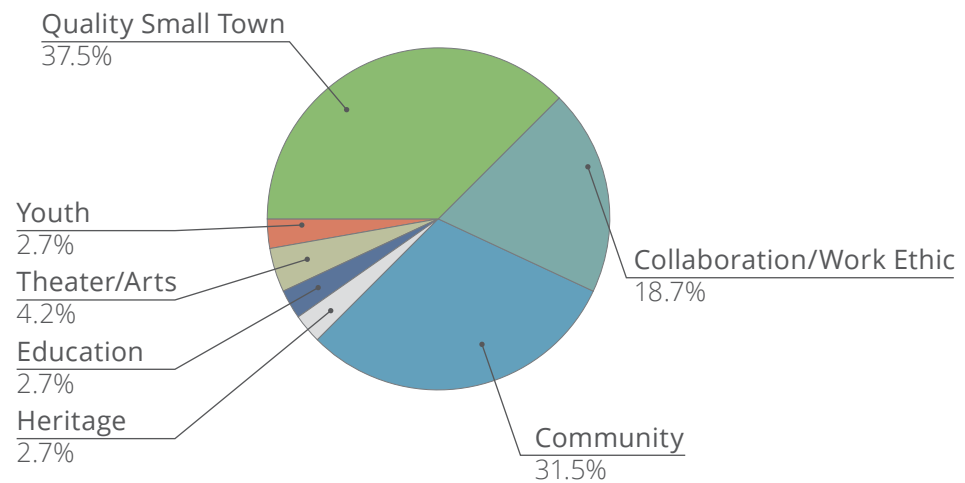
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*Paper Survey, distributed via  
Spring Grove Communications*

WHAT DO YOU LIKE ABOUT SPRING GROVE?

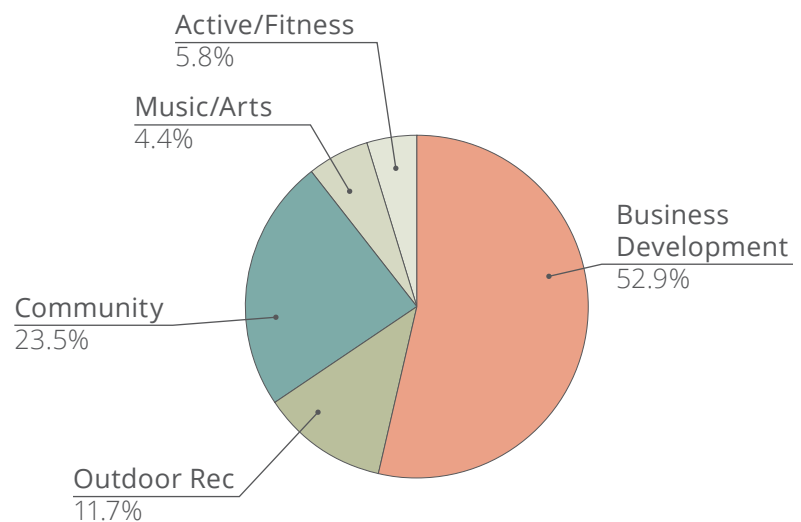
WHAT DO YOU VALUE ABOUT THIS COMMUNITY AND WHY?

72 Responses

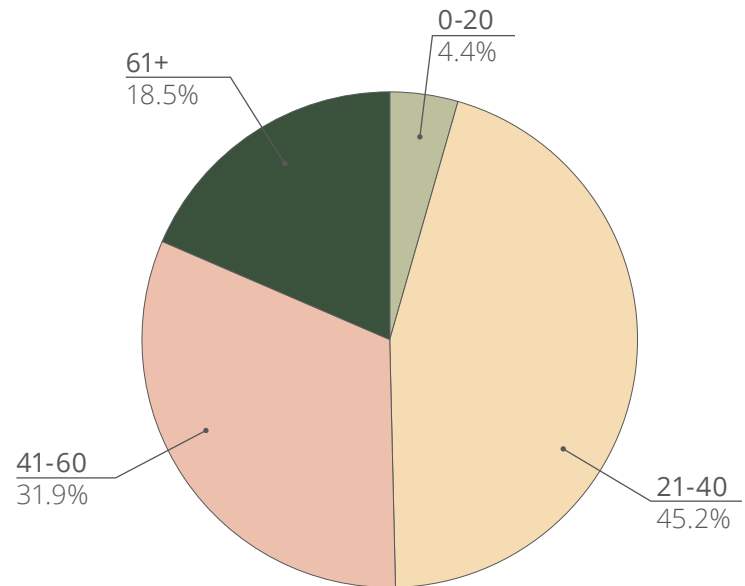


WHAT IS ONE THING THAT WOULD MAKE SPRING GROVE A BETTER PLACE TO LIVE AND WHY?

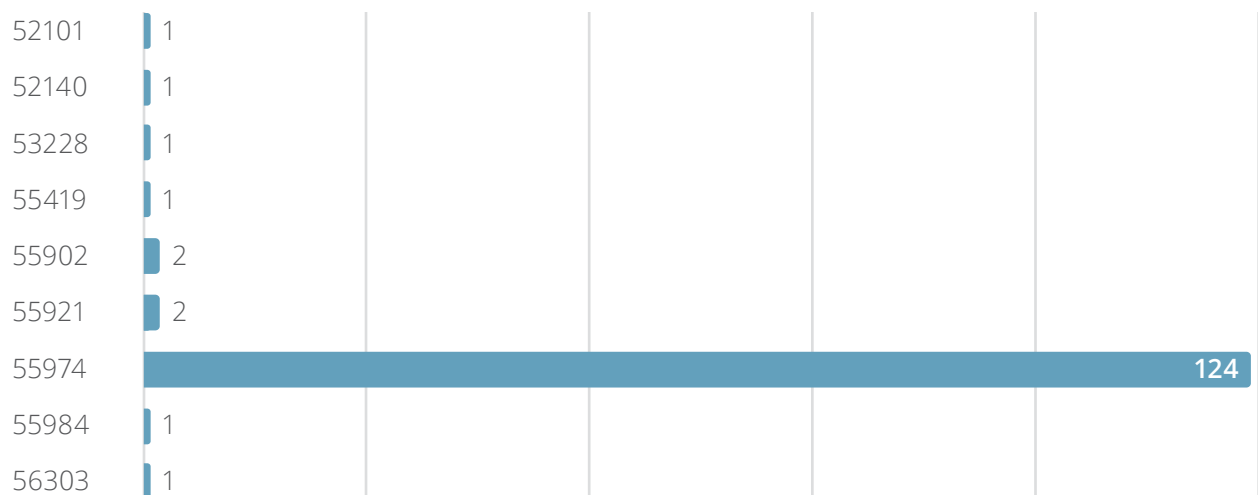
68 Responses



WHAT IS YOUR AGE RANGE:  
137 Responses



WHAT IS YOUR ZIP CODE:  
133 Responses



## INSIGHTS

RSP and Spring Grove 2030 Task Force gathered an average of 102 responses. The participants noted they value community and the quality of small town in Spring Grove. Participants also responded an important way to improve the Spring Grove Community is to increase business development. Most of the responses were from people above 21 years of age.



## **WORKSHOP 01: DISCOVER VALUES AND NEEDS**

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Workshop 01 goal was to discover the “big idea” vision community members have for Spring Grove. RSP conducted three-1.5 hours workshop sessions throughout the day to accommodate participants’ schedules; to increase participation. The sessions were welcomed to all community members of Spring Grove. The tools used in this workshop were persona cards, asset mapping, and discussion through post-it mapping.

### **INTENT**

The goals of the Discover Workshop were:

- Understand the values of Spring Grove and uncover how/where they show up in the community.
- What activities would make Spring Grove a better place to live and why?
- Identify the key places that are essential to a thriving Spring Grove.

# SPRING GROVE VALUES

UNCOVER HOW/WHERE THEY SHOW UP IN THE COMMUNITY

## Education

Awesome Schools (x2)  
School Events/Activities  
Value our School  
Prioritizing our kids education  
Strong Academics/Arts (x7)  
Youth Activities, beyond sports (x2)  
Small class sizes

## Active/Recreation

Local Parks (x2)  
Pool  
Outdoor walking Paths (x2)  
Biking  
Environment/Outdoors (x3)

## Music/Arts (x6)

Performance and Craft  
Music Festivals  
Talented Arts community  
YOOH (x4)

## Collaboration/Work Ethic

Innovative solutions to issues  
We like projects/tasks (x2)  
We like to stay involved (x2)  
Were always trying to improve  
Thoughtful about process  
Open Mindedness (x3)  
Try new things  
We work together (x6)  
Volunteerism  
Hardworking/Achieve Goals (x3)  
Leverage our Resources  
Positive Attitudes

## Youth

Great place to raise Kids  
Sports and Theater (x4)  
Priortiy/Devotion to kids (x3)  
Businesses support our youth

## Business/Investment

SG Communications  
Residents Shop Local  
Strong Business District  
Support of Small Businesses  
Vibrant Main Street

## Community

Supporting each other with programs  
Committment to improve the Community  
Strong sense of community  
Caring community  
Community Pride (x3)  
When in need, we are there financially  
Feeling welcomed when we moved here  
Welcoming Community  
Friendly People (x2)  
Supporting our local teams/Organizations  
Support of your neighbors (x2)  
"Pretty. Neat. Small Town"  
Feel supported/You can reach out  
Actions to show we support each other  
Farmers Market  
Free Little Pantry  
Sock Drive  
Free Thanksgiving Meals  
Caring for SG Facebook Group  
Supporting our Seniors  
Feeling of togetherness

## Quality Small Town

Safe city (x9)  
Downtown is Beautiful/Well Kept (x3)  
Affordable  
Take care of our City  
Small Town Values

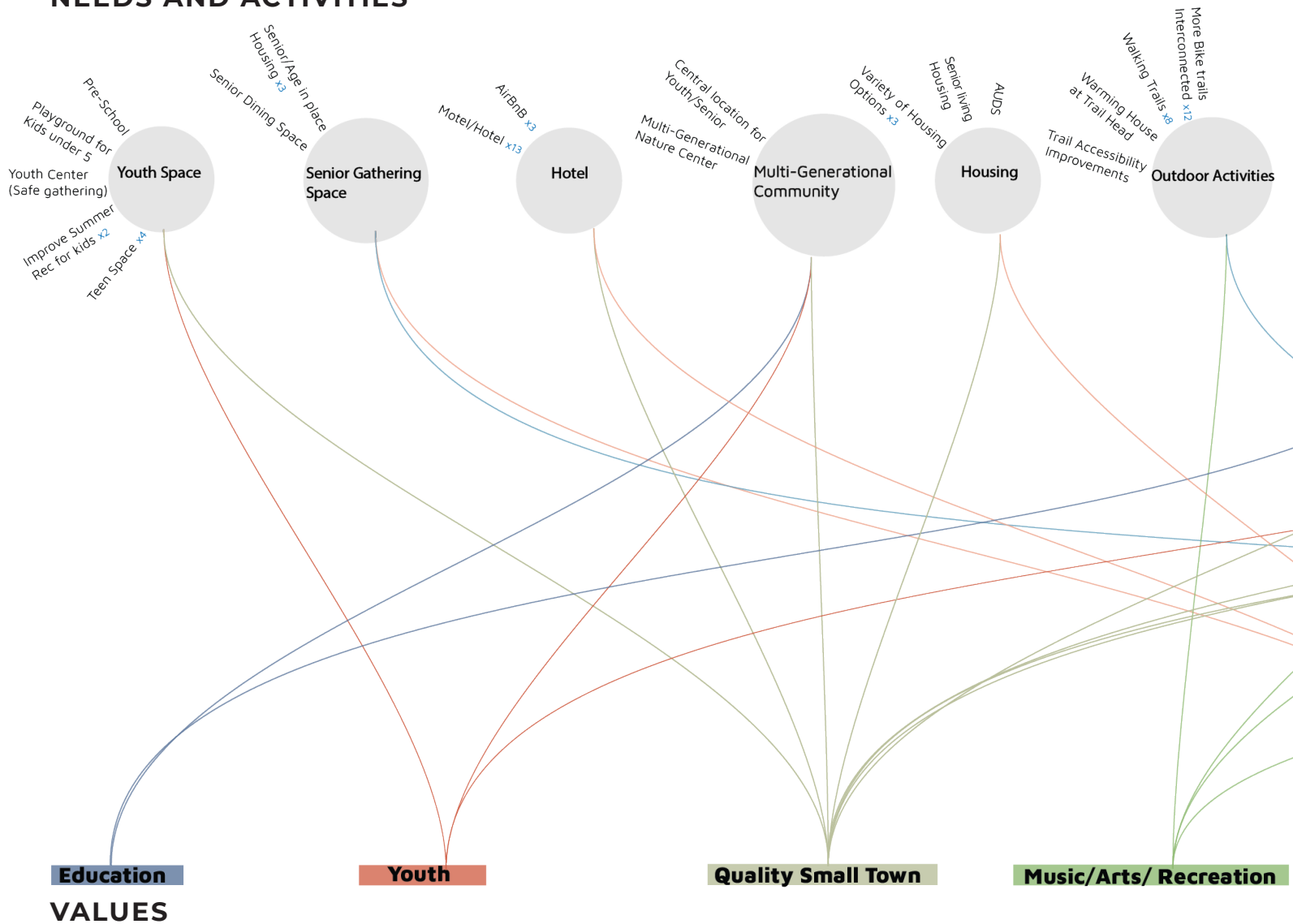
## Faith/Religion

3 Churches in town  
Strong Faith (x3)

## Heritage

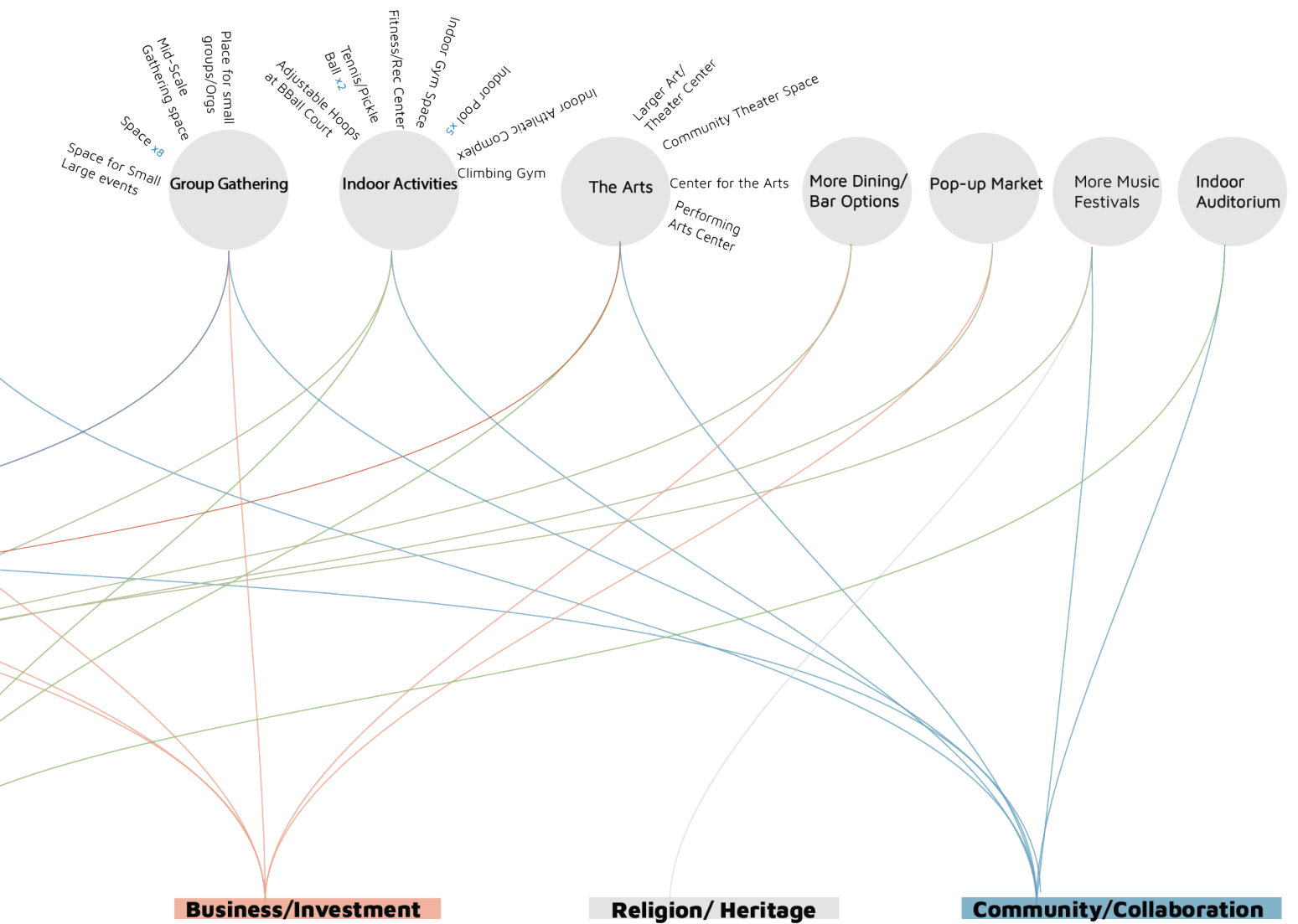
Syttende Mai (x2)  
Giants of the Earth  
Norwegian Heritage (x5)

## NEEDS AND ACTIVITIES



## SPRING GROVE NEEDS

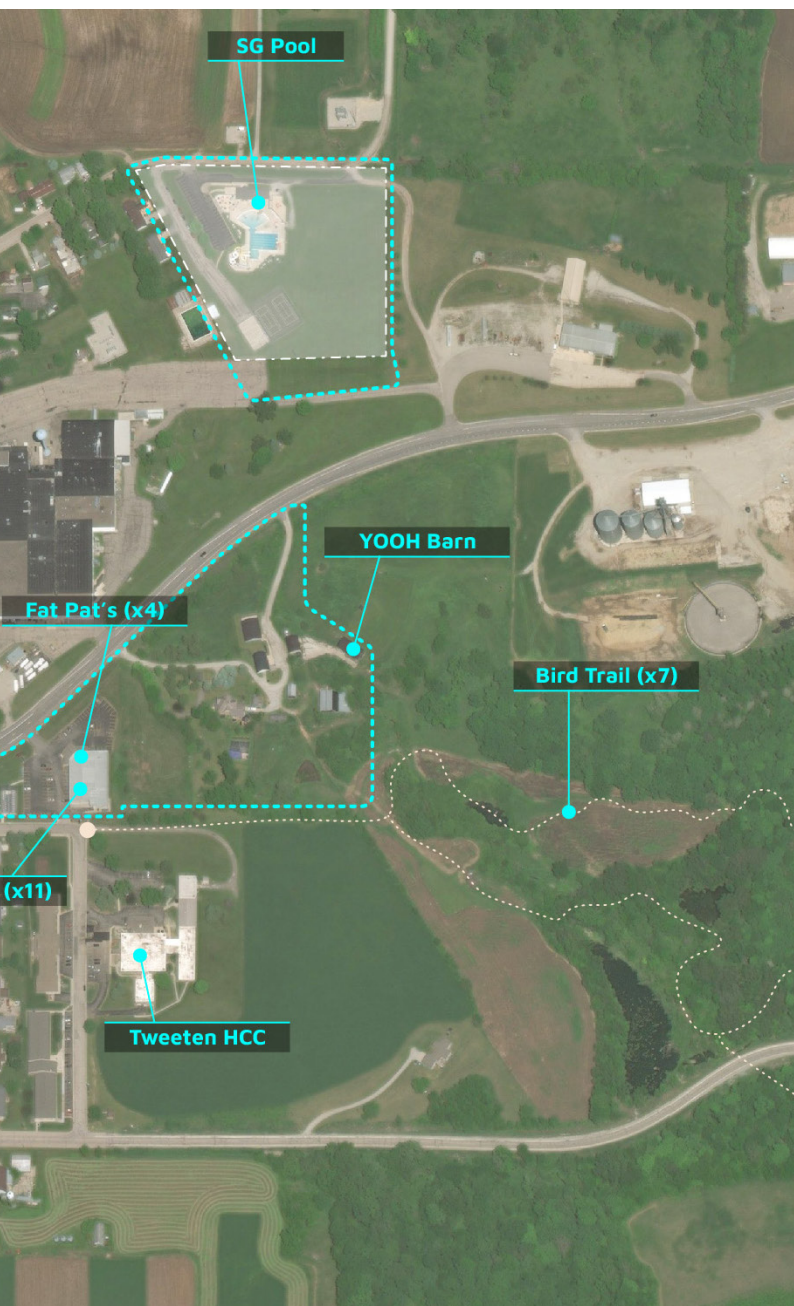
CONNECTING COMMUNITY NEEDS AND ACTIVITIES TO COMMUNITY VALUES











## ASSET MAP

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An asset map is created identify and visualize institutions and places within a community relevant to a particular need. In this work workshop, participants created an asset map to identify the key places that are essential to Spring Grove and where people come together.

## **WORKSHOP 02: DREAM VALUES AND NEEDS**

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The Workshop 02 goal was to dream up a wide range of possibilities, programs, and potential sites within the framework of the previous session that identified values and needs. RSP conducted three-1.5 hours workshop sessions throughout the day to accommodate participants' schedules to increase participation. The sessions were open to all community members of Spring Grove. The tools used in this workshop were asset mapping, brainstorm mapping, program discussion, and reflection.

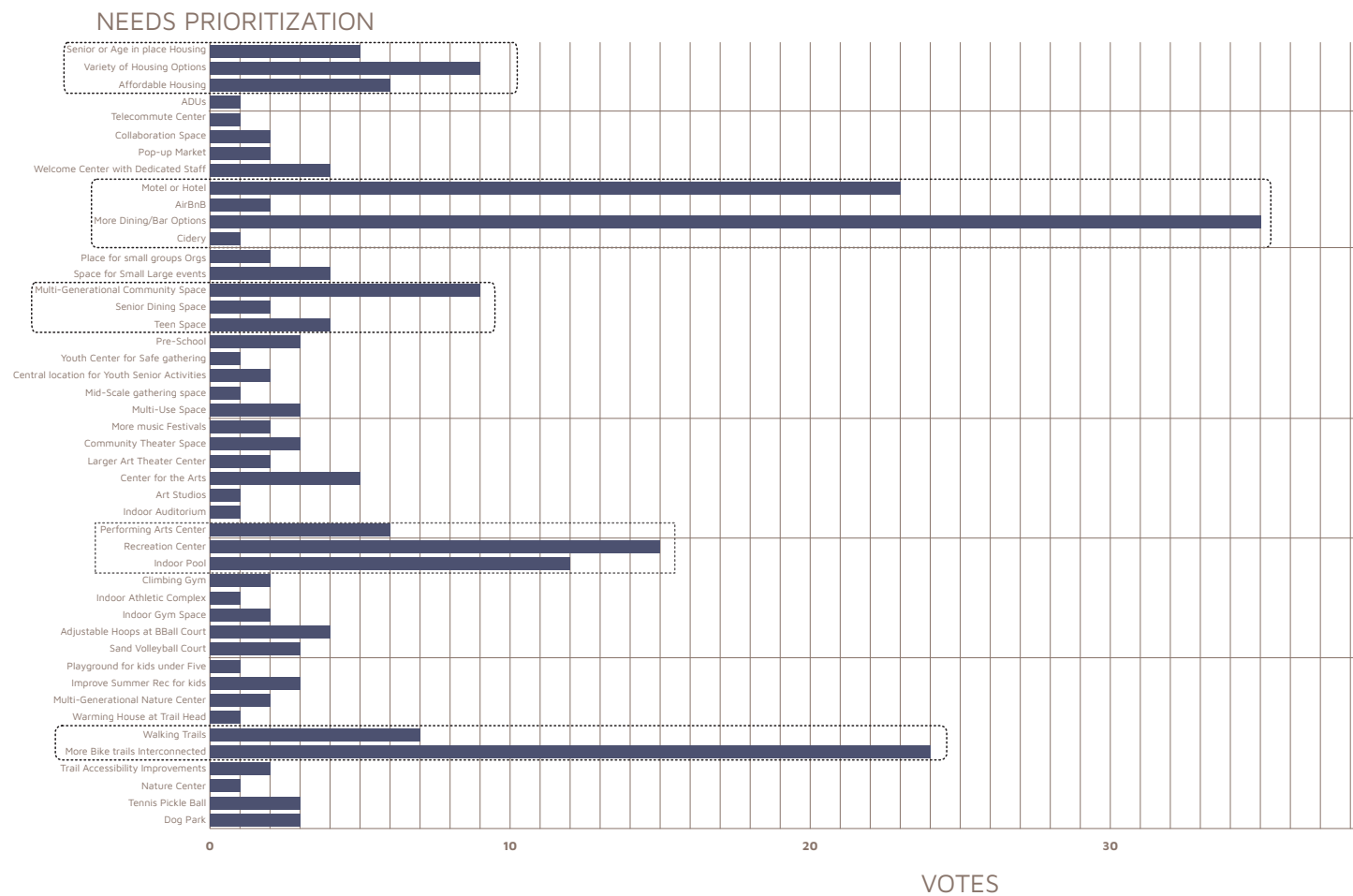
### **INTENT**

The goals of the Dream Workshop were:

- Recognize most relevant the needs and values to Spring Grove.
- Establish activities and programs which support and reinforce the Spring Grove Values and needs.
- Uncover possible sites where this program can live and be supported.
- Identify the key places that are essential to a thriving Spring Grove.

# SUMMARY OF COMMUNITY NEEDS

ESTABLISH ACTIVITIES AND PROGRAMS WHICH SUPPORT AND REINFORCE SPRING GROVE VALUES AND NEEDS.



While restaurants, hotels, and housing rank high as essential needs for the community, each of these needs are important and are interconnected. The architectural recommendations for the Spring Grove 2030 Task Force are intentionally focused on the needs and activities related to “THE PLACE”, needs that reinforces moments where the community can gather and connect.









## ASSET MAPPING

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In the second workshop, the participants identified possible locations for “The Place” to live and be supported. They considered the existing qualities and connections that could support the new building. To the right are the locations people suggested and the number of times people suggested the location. Results showed emphasis on the downtown area, more specifically Main St., for this possible community living room, “The Place”.



## **WORKSHOP 03: DESIGN THE VISION**

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Workshop 03 goal was to start designing by focusing on the vision and refining the details uncovered by the previous community workshops. This workshop outcome was to describe the space more specifically and determine qualitative implications for our vision. The tool used to conduct this refinement is Set Base Design. Set Base Design does not quickly select one option but looks at the value that multiple options can bring.

### **INTENT**

The tasks of the Design Workshop:

Spring Grove workshop attendees were given possible building programs for the “The Place” that focused on community gathering and connecting spaces. The task was to consider the program, created for Workshop 02 findings, and rank how they score according to the values noted in Workshop 01. Next, the participants discussed how they reached their decision critically and looked at ways to refine the program to optimize value. Finally, the community referred to the asset map and deliberated where “The Place” could live considering the existing districts and resources.

# SPRING GROVE “THE PLACE” VISION

## CREATING AND REFINING THE SPACE

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In this workshop, the vision began to take shape and the core spaces were identified for the Architectural Recommendation. We put together many program types and each program had similarities and interconnected, page 61. Each program scenario also ranked highly according to the communities’ values in workshop one, page 63.

### The Vision for “The Place”:

- “The Place” encourages gathering and strengthens our community.
- “The Place” welcomes all and serves as a catalyst for connections that reinforce and strengthen relationships and our quality of life.
- “The Place” has a unique and engaging Spring Grove identity.
- “The Place” is flexible and adaptable to accommodate and support our diverse and changing needs.
- “The Place” is cared for and curated by our community, with a sense of belonging and pride.
- “The Place” is integrated into the existing character of Spring Grove, strengthening the downtown main street.
- “The Place” strengthens the commercial, economic and social viability of Spring Grove.

The identity for “The Place” was realized in this workshop. The building can be flexible in function and host many activities. Yet, what is important to meet the needs and values of the community is it must have these core space types: Gathering Space, a Large Multipurpose Performance Space, Small flexible space and an Outdoor Community space.

## Center for the Arts/ Performing Arts Center

### Primary Program

Theater/Auditorium (raked seating, 150-250 seats)

w/ adjacent:

- Rehearsal Rooms
- Scene Shop
- Costume Shop
- Shop Storage
- Green Room
- Dressing Rooms
- Back Stage
- Control Room

Multi-Use Room (Black Box)

- Music
- Theater/Performance
- Visual Art

Gallery

Residency Studios

Open Studios/Maker Space

Community/Collaboration Rooms

Conference Rooms

- Small: 4-8 Seats
- Medium: 8-16 Seats
- Large: 20-49 Seats

Staff Offices

Youth Room

Large Lobby (Community Living Room)

Lounge

Café w/small kitchen

Full Commercial Kitchen (Community Access)

### Able to accommodate

- food trucks
- Pop-Up Events
- Outdoor Dining
- Artist Market
- Open Gallery Events

## Multi-Use/ Event Center

### Primary Program

Large Lobby (Community Living Room)

Open Gallery

Lounge

Bar/Café

-w/small kitchen

Full Commercial Kitchen (Community Access)

Outdoor Seating Area

Community/Collaboration Rooms

Co-Working Offices/Studios

Conference Rooms

- Small: 4-8 Seats
- Medium: 8-16 Seats
- Large: 20-49 Seats

Event Space (Flat Floor, 150-250 seats)

w/ adjacent:

- Bride/Grooms Rooms
- Food Staging
- Pre-Function (Lobby)
- IT/Control Room
- Event Storage
- Green Room

### Able to accommodate

- Various event types
  - food trucks
  - Pop-Up Events
  - Event Space
  - Weddings
  - Conferences
  - Large Community Meetings
- Various event sizes
- Multiple programs at once
- Parking
- Senior Dining
- Open Gathering Space/Lounge

## “THE PLACE” POSSIBLE PROGRAM

DETERMINE QUALITATIVE IMPLICATIONS FOR “THE PLACE” VISION

## Multi-Use/ Community Center

### Primary Program

#### Youth Lounge

- Projector
- Lounge Seating
- Dance Area

#### Reception/Event Hall (Flat Floor, 50-100 seats)

w/ adjacent:

- Bride/Grooms Rooms
- Food Staging Kitchen
- Pre-Function (Lobby)
- IT/Control Room
- Event Storage
- Green Room

#### Flex/Multi-Use Rooms

#### Fitness/Wellness Studios

- Yoga
- Barre
- Aerobics
- HIIT
- Tai Chi

#### Café w/small kitchen

- Ice Cream Shop
- Snack Bar
- Smoothies
- Coffee
- Cold and Hot Sandwiches

#### Game Room

- Pool Table
- Foosball
- Card Games
- Bingo
- Darts
- Bags/Corn Hole

### Exterior Space

#### Sand Volleyball

#### Walking Trails

- W/ Gardens

#### Basketball/Roller Hockey Courts

### Able to accommodate

- Multi-Generational
- Proximity to School/Downtown
- Trail Access
- All-Season

## Recreation/Wellness Center

### Primary Program

#### Open Exercise Floor

- Free weights
- Weight Machines
- Stationery Bikes
- Treadmills
- Ellipticals
- Walking/Running Track

#### Fitness Studios

- Yoga
- Barre
- Aerobics
- HIIT
- Tai Chi

#### Pickle/Raquet Ball Courts

#### Climbing Wall

#### Locker Rooms

#### Staff Offices

#### Wellness Clinic

#### Café w/small kitchen

- Smoothies
- Coffee
- Cold and Hot Sandwiches

#### Indoor Pool

### Exterior Space

#### Sand Volleyball

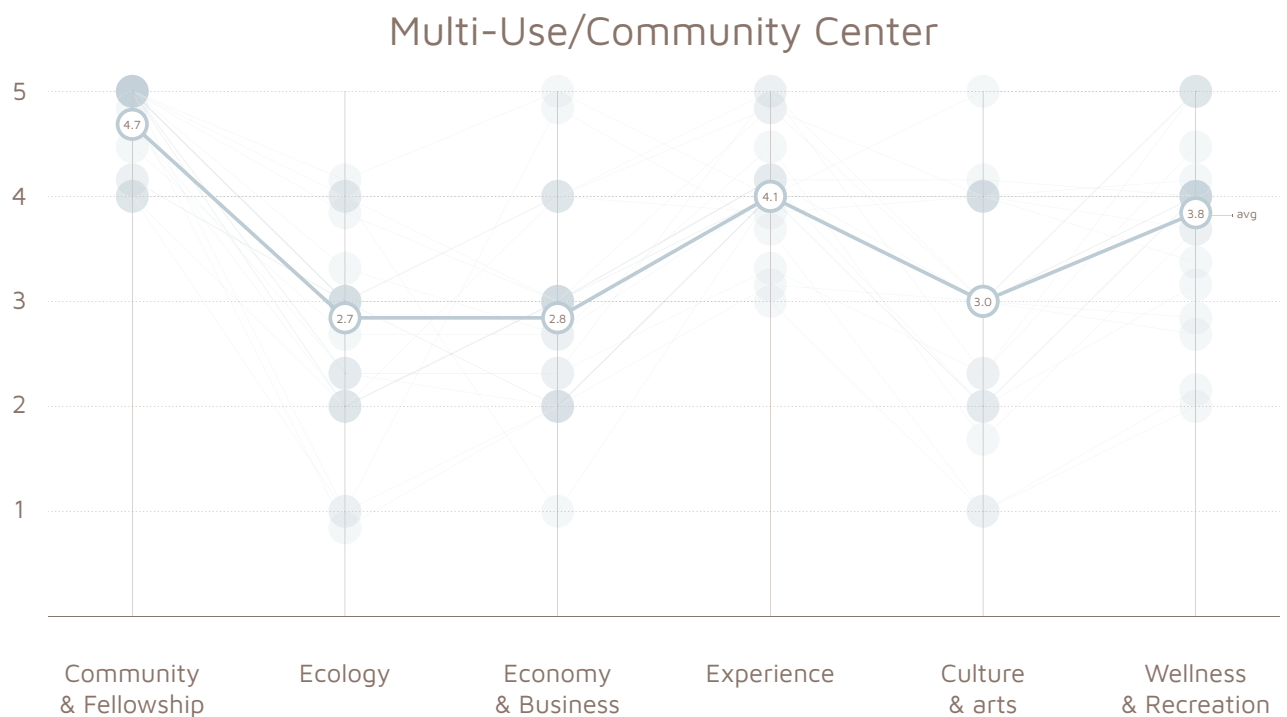
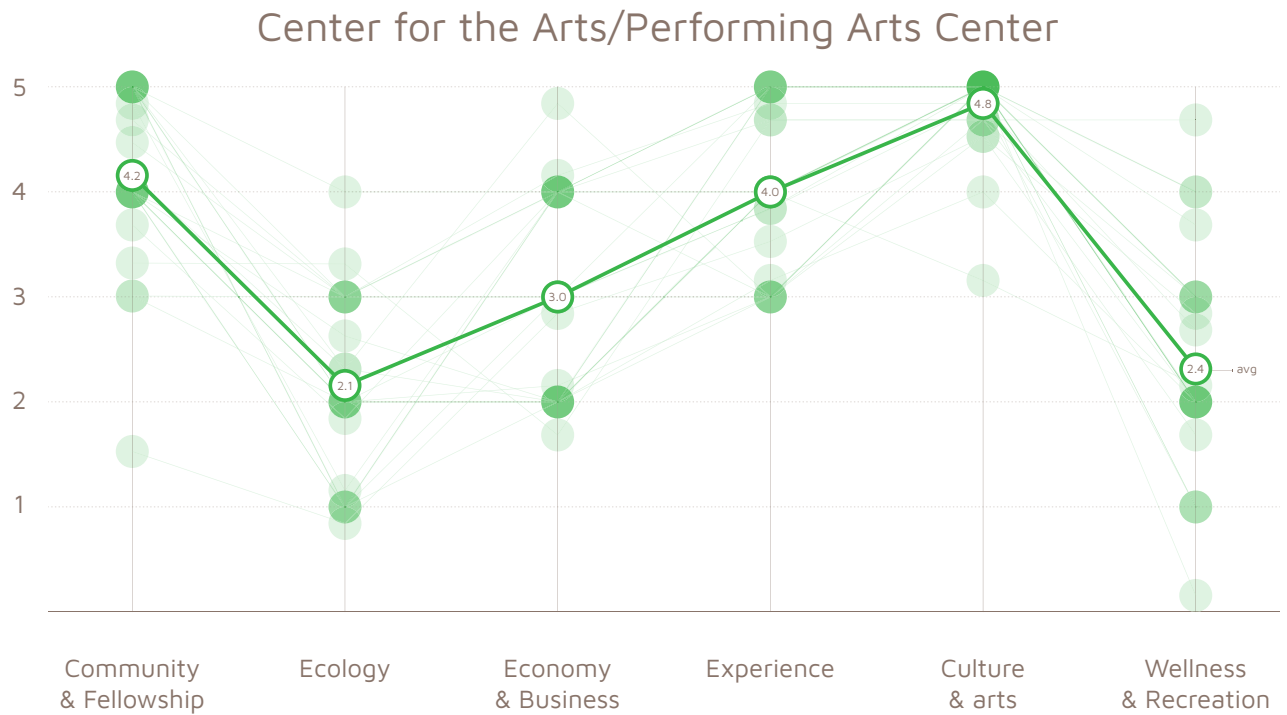
#### Walking Trails

- W/ Gardens

#### Basketball/Roller Hockey Courts

### Able to accommodate

- Multi-Generational
- Proximity to School/Downtown
- Trail Access
- All-Season

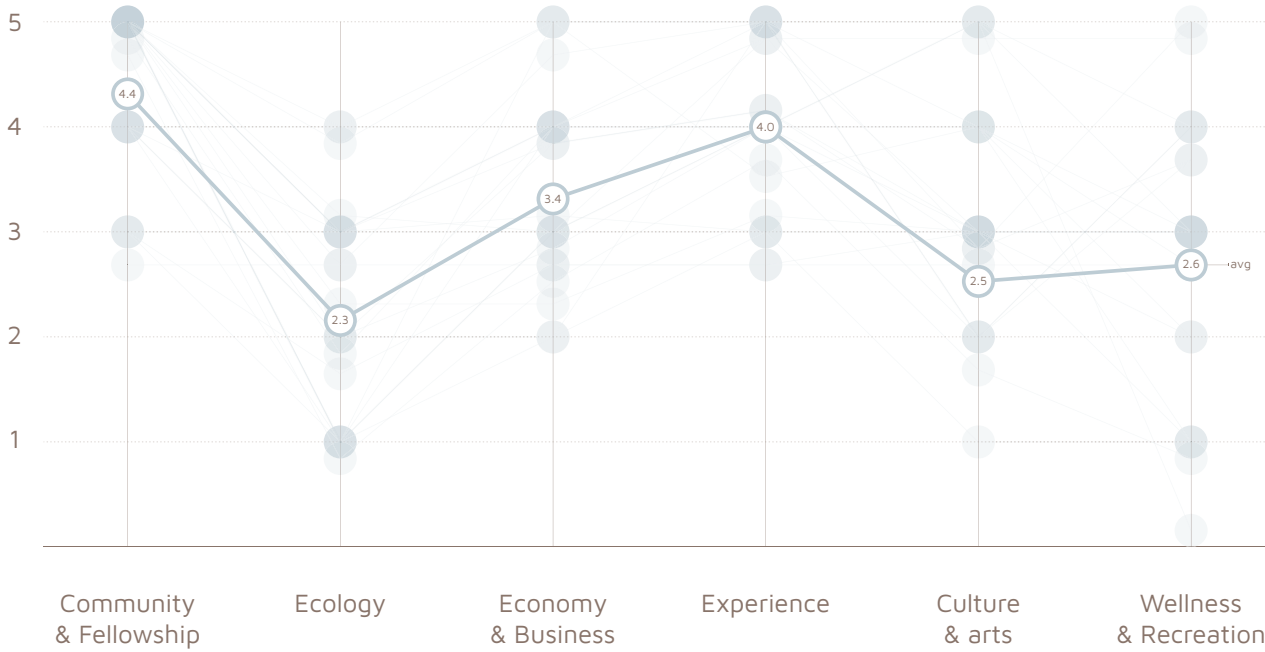


## “THE PLACE” POSSIBLE PROGRAM

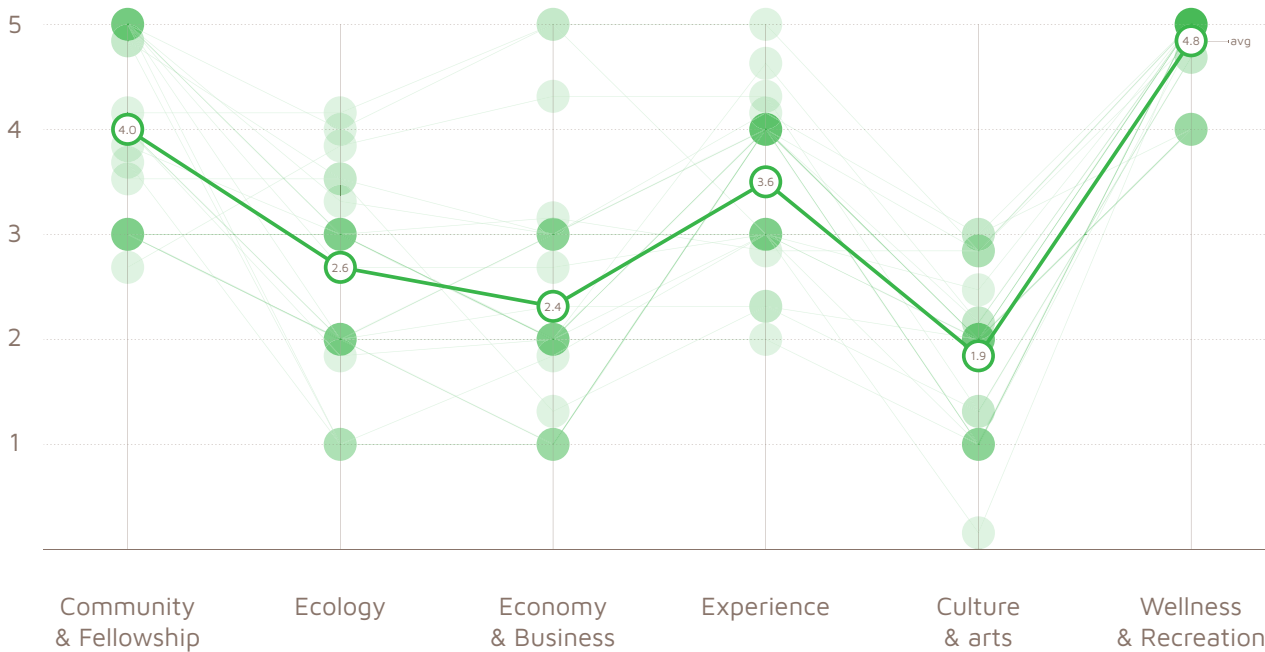
DETERMINE QUALITATIVE IMPLICATIONS FOR “THE PLACE” VISION



## Multi-Use/Event Center



## Recreation/Wellness Center









## ASSET MAPPING: CONSIDER SITE

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This asset map captures where the workshop attendees thought “The Place” site could be located. The dots are representing the number of times that location was considered by participants.

Primary considerations included:

- Location to Main Street
- Relationship to the High School
- Relationship to Trails and Parks
- Size of site and ability to expand
- Visibility

## **SURVEY 02: NEEDS ASSESSMENT**

COMPLETED: OCTOBER 15, 2021

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The second survey was distributed in three different forms to encourage and enhance participation : Online through Google Form, postcard mailed out to homes, and a flyer handout at Spring Grove Communications.

### INTENT

This exploratory survey needed to accomplish several goals:

- Communicate the mission of Spring Grove 2030.
- Clarify the needs for Spring Grove 2030.
- Gain initial insights about needs and values.



+

spring grove

2030



## SPRING GROVE 2030 ~ NEEDS ASSESSMENT SURVEY

### HOW DO I TAKE THE SURVEY?

Go to:

[springgrovemn.com/spring-grove-2030](http://springgrovemn.com/spring-grove-2030)

- Or pick up a paper survey at Spring Grove Communications.
- Or see QR code HERE:



**SURVEYS ARE DUE OCTOBER 15TH!!!**

Everyone who complete this survey will be entered into a drawing to win.

**\$50 IN SPRING GROVE DOLLARS!**

### WHAT'S NEXT IN THIS PROCESS?

After this survey closes and final steps are completed, Spring Grove 2030 will receive a written report from RSP Architects (by December 2021) documenting the needs identified by the community.

### WHAT WE'VE HEARD SO FAR

While the final report is being compiled, several strong themes have emerged:

- Spring Grove has strong core values
- Housing is an important part of Spring Grove's growth.
- We want more places to eat, drink, and welcome visitors!
- Spring Grove's wealth of arts and cultural talent could use more spaces to create and present; there is a desire for enhanced music, theater, and fine art amenities.
- Gathering together is important to our community, and we need more flexible spaces to host meetings, events, and social occasions.
- We want more options for wellness and recreation, which could include enhancing our current assets, or creating new amenities.

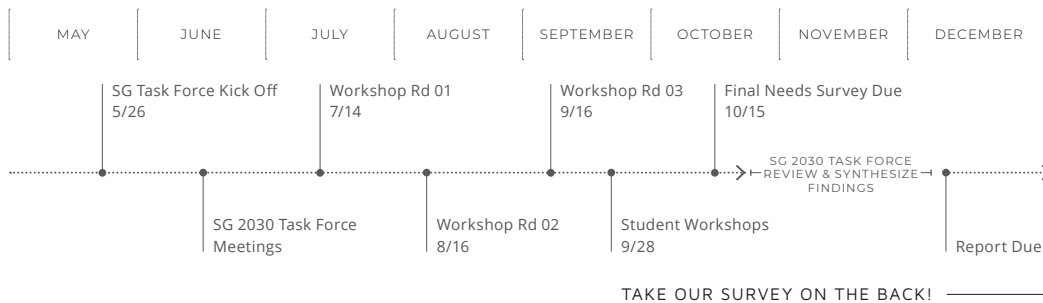
### WHAT IS SPRING GROVE 2030?

Spring Grove 2030 is an initiative led by a group of volunteers representing the school, local government, businesses, faith communities, nonprofit organizations, and more. You can also read our FAQ, and get up to date on events.

### QUESTIONS?

- Courtney Bergey Swanson at 507-251-9272 or [courtney.bergey@cedausa.com](mailto:courtney.bergey@cedausa.com)
- Saundra Solum at 507-459-8433 or [saundra.solum@wisc.edu](mailto:saundra.solum@wisc.edu)

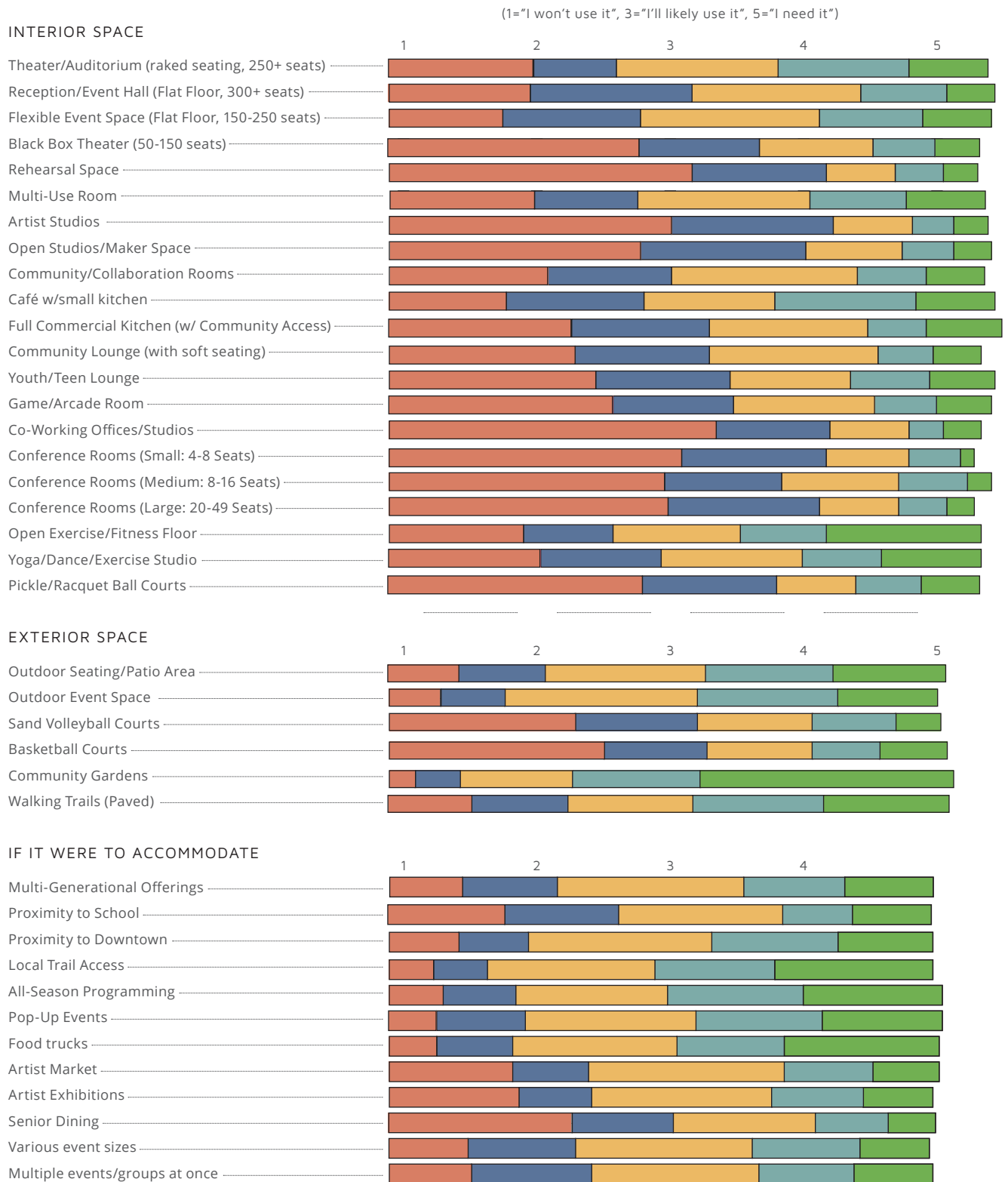
### SG 2030 COMMUNITY ENGAGEMENT TIMELINE



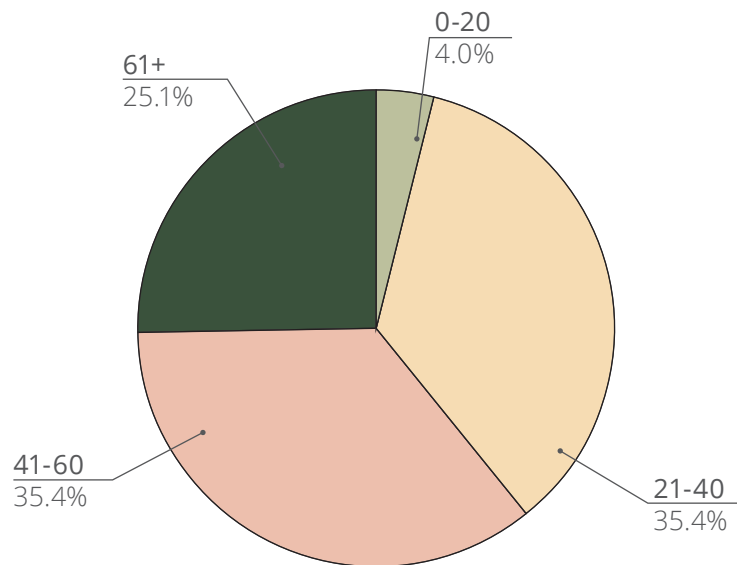
*Paper Survey, distributed via  
Spring Grove Communications*



## SPRING GROVE 2030 ~ NEEDS ASSESSMENT SURVEY



WHAT IS YOUR AGE RANGE:  
175 Responses



#### INSIGHTS

This survey received 175 responses from the Spring Grove community with 153 of the residents living in the area code of 55974. The community responded the interior spaces they would likely use or love to have, were the theater, indoor recreations amenities, and a small café/ kitchen. The top outdoor spaces that the community would likely use are hiking trails, nature paths or community gardens, and patio space to gather.

Indoor recreation amenities are:

- Gym
- Yoga Studio
- Community Lounge
- Teen Lounge
- Multi-use

The survey also noted spatial qualities and features to accommodate in design. Many qualities the community would highly like to be considered when designing “The Place” are food trucks, hiking trails, all season programming, and close to downtown.

This survey’s data was considered and shaped the possible features and spaces within the architectural recommendations for “The Place”.

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*The only important thing  
about design is how it  
relates to people*



# DEMOGRAPHICS 5.0



## SPRING GROVE DEMOGRAPHICS

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Spring Grove is a city in Houston County, Minnesota, United States. The population was 1,330 at the 2010 census. In 2019, the US Census Bureau estimated the population to be 1,266, a change of –4.8% from the 2010 census. It is part of the La Crosse-Onalaska, WI-MN Metropolitan Statistical Area. Notable demographic information as of the census of 2010:

- There were 1,330 people, 600 households, and 343 families living in the City.
- The racial makeup of the City was 97.8% White, 0.7% African American, 0.1% Native American, 0.6% Asian, and 0.8% from two or more races. Hispanic or Latino of any race were 1.0% of the population.
- The median age in the City was 47 years: 21.3% of residents were under the age of 18; 5.2% were between the ages of 18 and 24; 21.4% were from 25 to 44; 23.1% were from 45 to 64; and 29% were 65 years of age or older.
- The gender makeup of the City was 46.2% male and 53.8% female.

Throughout the course of this process, community members have identified specific needs that affect and support specific demographic groups. The following pages identify specific user groups who RSP and Spring Grove 2030 Task Force believe to have proportionally higher impact on the overall success of a new architectural project.



## SPRING GROVE YOUTH

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For the purposes of this study, RSP and Spring Grove 2030 Task Force define "Youth" as children and young adults 18 years of age or younger. The primary audience is school aged kids between the ages of 7 and 18. Spring Grove currently serves about 350 students in grades K-12. Noted needs include:

- Places for gathering after school hours.
- Places to eat during school hours, within walking distance from the school.
- Enhanced recreation amenities.
- Separation of sports and theater within the school gymnasium.

Communities of all sizes have a special interest in making a great place for a child to grow up, and Spring Grove is no different. Over the course of the three summer workshop sessions, it became clear that many of the themes beginning to emerge were very likely to be patronized by Spring Grove youth. On September 28 and 29, 2021, special user meetings were held with Spring Grove students to gain more specific insights into their needs.

## EDUCATORS

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The Spring Grove Public School District #297 is a high performing school district with a wide range of support for Spring Grove youth. Spring Grove educators serve 350 students in grades K-12. The school values great teacher to student ratios and commitment to quality. This enables teachers to better personalize education to the unique needs of everyone. Noted needs include: Theater space that is flexible and right sized.

- Accessibility for all ages and abilities.
- Space for community learning and recreation.
- Proximity to the existing school.

From the beginning, it was clear, Spring Grove values it's youth and their education. Throughout all of the workshops, needs were identified that would specifically impact space programming at the school. On October 6, 2021, special user meetings were held with Spring Grove educators and administrators to gain more specific insights into their needs.

## THE CITY OF SPRING GROVE

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The City of Spring Grove is an important group to speak with. Their role is to hear and solve the needs of the Spring Grove community. The focus group consisted of city council members, city staff, fire department, and public works. This conversation identified two sets of needs: Internal city office needs, and the needs they identify for the community. Noted needs include:

### Community Needs:

- Biking and walking trails around town.
- Increase activities for the youth.
- Develop signature graphics for way finding.
- Strong axis and increase activities on the main street.
- Space for conducting indoor activities for winter months.

### City Staff Needs:

- Need twice the amount of space for the current City Hall.
- Four offices and meeting rooms.
- Storage.

The city staff is a key user to understand the efforts the City is currently doing, get their opinion on ideas that have come up in the workshops, and get feedback on the role the City may want to play in next steps. Site location suggestions are an area that involves the City. The City was open to the Fest Building as a possibility. They thought it was a location which could yield a lot of potential.

Reasons the Fest Building is a great location:

- Opportunity for great parking.
- Adjacency to open land to the north to be leveraged for outdoor events.
- This location can be a flexible space to be used for different types programming.
- This location could be used more robustly with aesthetic and functional improvements.

The City commented on another possible location: the fire station. They believe it could be a possible location. However, there are challenges with moving the fire house station because it is centrally located for optimal response time.

## SPRING GROVE FEST BUILDING

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The Spring Grove Fest Building currently hosts a variety of events for the community such as: banquets, weddings, festivals, workout classes, and food catered events, just to name a few. The event sizes range from 20- 400 people depending on the event. The Fest Building was a consistent topic within the workshops. It was identified as a community space which needed more intentional design. RSP and Spring Grove 2030 Task Force gathered a variety of users of the space to get a clear understanding how the Fest Building engages with the community. Noted needs include:

- Upgrade the aesthetic quality of space, additional storage, and functionality of kitchen for catering.
- Enable views to the north landscape and natural lighting.
- Integrate technologies to accommodate events.
- Ability to transition between small and large spaces.
- All upgrades and improvements need to be cost effective.

From the beginning, it was clear Spring Grove identified community center needs and referred to the Fest Building as an opportunity to expand its current use. This focus group allowed RSP and Spring Grove 2030 Task Force to understand how the space is currently being used, ways its working well, and ways to improve. Many of the Fest Building core occupants needs aligns with the needs heard from the broader community for a new space.



## ARTS/ THEATER COMMUNITY

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The Spring Grove High School identified the need for more performance space and practice space. This need was mainly for the theater department, but the choir could use the space also as they are currently using other space. The need of this new space wants to be flexible to host different types of art events such as, theater, band, choir, or rehearsal. As flexibility is a must, the quality of the space is important.

Ye Olde Opera House currently has their own space; however, they would love to expand the work they are doing and put on more performances. It was also mentioned with the additional performing space it would allow other traveling theater groups to perform in Spring Grove.

### OTHER KEY FINDINGS

- Additional outdoor space to do music festivals.
- Space to cater to jam sessions for local music bands.

The Spring Grove community has a love for the arts and theater. This was clear in each workshop session that was open to all community members. There was continuous conversation about attending plays, the need for more space to perform, and the joy of attending musicals, art galleries, and other art festivities. To further investigate the theater needs, a focus group was put together for the art/theater community. Organizations in attendance were the Ye Olde Opera House; the Spring Grove High School theater, band and choir; leaders in the local music bands; and leaders with the local choir and music instrument teachers.

