Table of Contents ·····

Downtown Waterfront Plan Introduction

1

Existing Conditions Assessment and Opportunities Analysis



Downtown Design Recommendations



Parking Recommendations



Implementation & Organization



Typical Costs



Appendix Graphics



Architectural Design Guidelines



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Downtown Waterfront Plan Introduction



INTRODUCTION

In the 1994 Wisconsin Rapids Downtown Revitalization Plan, the Central Business District (CBD) was identified as an area of study and it recommended that the east and west sides of the river be planned and developed with a consistent theme with similar architectural styles and streetscape improvements. Other recommendations included avoiding partial or piecemeal developments and preservation of surrounding neighborhoods from commercial encroachment. In 2007, Tax Increment District (TID) #7 was created to assist in the redevelopment of the downtown area and the projects recommended in that plan have been or are in the process of being implemented.

The 2007 TID #7 Implementation Plan "Ahead of the Current" recommended further development and improvements to the mutual CBD straddling the Wisconsin River. A handful of recent redevelopment improvements on the east and west sides of Downtown have improved the appearance and employment base of the CBD. The Downtown, though, still has much work left to be done. This Downtown Waterfront Plan will recommend improvements and enhancements to create a unified downtown area for residents and visitors.

PURPOSE AND GOAL

The purpose of the Downtown Waterfront Plan is to provide the City of Wisconsin Rapids a planning tool that can be used to guide short–term and long-term improvements to the downtown area. This plan builds on Wisconsin Rapid's many strengths: historic character, diversity of retail and service businesses, industry, strong neighborhoods, the Wisconsin River, and beautiful parks and recreational facilities—all of which unifies both sides of the river, and strengthens the Downtown's position as a focal point and destination for the community and the region.

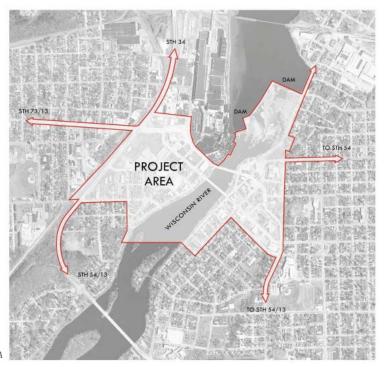
The goal of this downtown waterfront plan will focus on maintaining and, in some cases, enhancing pedestrian connectivity, "walkability", diversity, visual appeal, and other elements that will enable the city to retain existing businesses and attract new ones, provide interesting places to live and visit, and create the activity necessary to allow Downtown Wisconsin Rapids to thrive for many years to come.

Wisconsin Rapids define Lenhance Lyustain



PROJECT AREA

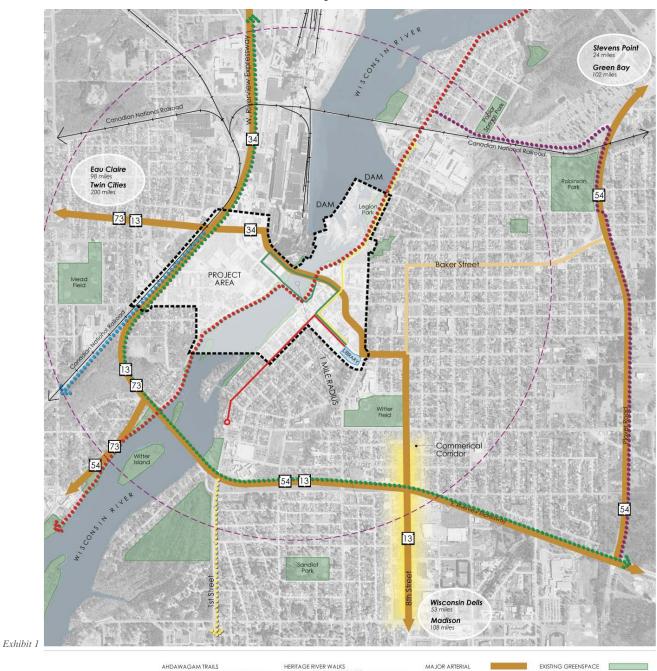
The project area for this downtown waterfront design plan includes both the east and west sides of the Wisconsin River as shown in *Figure A*. Unique to Downtown Wisconsin Rapids is two distinct business districts, one on each side of the Wisconsin River. One of the challenges of this plan is how to provide design commonality linking these areas together into a unified CBD.



 $> Figure \, A$

Existing Conditions Assessment & Opportunities Analysis

The following is an assessment of the existing conditions in the Downtown Wisconsin Rapids project area, and an opportunities analysis supported by photographs and narrative. Exhibit 1 is a macro analysis that situates the Downtown project area in the context of the region. Exhitibt 2A & 2B indicate graphically where improvements are proposed and new opportunities for improvements on the east and west sides of the Wisconsin River as it runs through downtown.



#2 - TALE OF TWO TOWNS

ACTIVE RAIL LINE

STUDY AREA LIMITS

define | enhance | sustain

STATE TRUNK HIGHWAY





TRAFFIC AND CIRCULATION

Several state and county highways converge near Downtown Wisconsin Rapids and create challenges to pedestrians, bicyclists and motorists. The Grand Avenue and Jackson Street bridges impact the traffic flow and visual character of Downtown Wisconsin Rapids, affecting pedestrian and bicycle safety.

STREETSCAPE CHARACTER

In general the streetscape character in the Downtown is dated with room for improvement. Much of what was implemented years ago needs updating. Some areas have little or no streetscape improvements; these areas should be designed and implemented in the near future. Some areas have problems with failing light fixtures, heaving sidewalks, or cracking and uneven pavements, making it difficult for pedestrians. Several intersections are in need of pedestrian safety and convenience improvements. This includes intersection and crosswalks enhancements, updated light fixtures and cross-walk signals with "count-down" timers, and the addition of streetscape amenities such as benches, trash receptacles, bollards, street trees, bike parking, wayfinding and specialty signage, etc.



> Existing Streetscape Condition, 2009

PUBLIC SPACE

Public space in Wisconsin Rapid's downtown consists of the river corridor and embankments; a small square open space on Grand Avenue, Legion Park, Veteran's Memorial Park, and the City Hall and Wood County campuses. Public space should be enhanced with pedestrian amenities including benches, trash/recycling receptacles, lighting, signage, etc.

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Wisconsin Rapids

Downtown Waterfront Plan

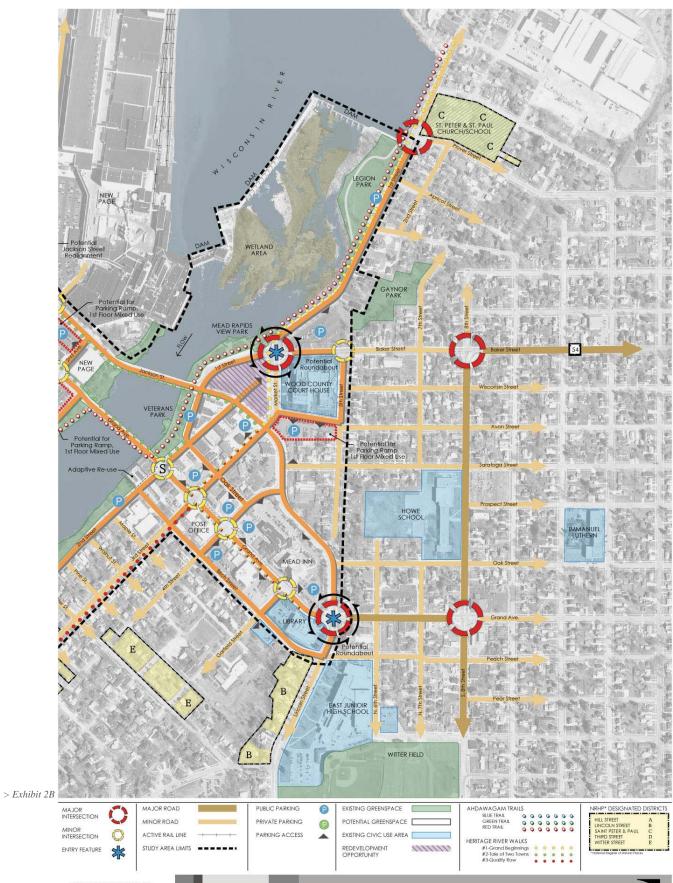
OPPORTUNITY ANALYSIS - WEST



 $> Exhibit\ 2A$













PUBLIC PARKING

There are many public and private parking lots located on both sides of the river serving the employees and visitors in downtown Wisconsin Rapids. The universal "P" parking symbol identifies these public lots on the master plan. There currently exists public parking lot entrance signs in the downtown but there are opportunities to improve these signs to provide a clearer understanding of enforcement hours and time limits for these lots and to improve the landscaping for the lots.

Special parking lot entrance signs similar to those shown in *Figure B* should be replaced at the entrances to the lots. These signs should be designed to incorporate informational maps of the Downtown and have a historic character. Reference *Figure U* for potential alternative sign aesthetics.

Special landscape treatment along with fences or screens should be utilized to screen parking lots adjacent to the public right-of-way.

ENTRANCES TO DOWNTOWN

There are several entrances to Downtown Wisconsin Rapids that occur on both sides of the Wisconsin River. Several connecting state highways and a county highway pass directly through Downtown Wisconsin Rapids. Opportunities exist to improve the gateway corridors leading into Downtown. These gateways should be enhanced with special wayfinding "trailblazer" signs and banners. Special ornamental roadway lights and streetscape enhancements should be implemented along these gateway corridors. Riverview Expressway is a nice divided roadway with a landscaped median that should be improved further to enhance the experience into downtown Wisconsin Rapids. Downtown trailblazer and directional wayfinding signs should be strategically placed along gateway corridors leading to downtown destinations. Gateway entrance features should be placed at the key entrances to the Downtown. Community event reader boards that announce special downtown events should also be considered at several major entrances to the downtown area as well.

Entrances should be enhanced with seasonal landscaping to provide color and year-round interest along these corridors. *Figure C* is an example of a downtown feature that could be located at key entrances to the Downtown. Proposed downtown entrance feature locations are shown on **Exhibit 2B**.

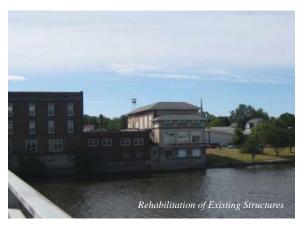


>Figure C

DOWNTOWN RIVERFRONT

Perhaps the best opportunity for Downtown Wisconsin Rapids is to better utilize its riverfront along both sides of the Wisconsin River as it passes through Downtown. There are opportunities on both side of the river to improve riverwalk paths (Figure D), walls and railings for enjoying the water and river views. Because the river holds a lot of history it should have a series of interpretive signs recognizing the river as a power source, the lock and dam system, the bridges, river ecology and other related subjects. Transient boat docks should be implemented along the east side of the Wisconsin River near the historic Elk's Club building (Figure E) to allow visitors arriving by small boats, canoes, kayaks to access the CBD.





> Figure D >> Figure E

REDEVELOPMENT OPPORTUNITIES

Although there has been some redevelopment in Downtown Wisconsin Rapids, there are several opportunities for additional redevelopment in the Downtown area that are identified on *Exhibits 2A & 2B*. Infill opportunities on Grand Avenue should include first floor retail and upper story residential or office/commercial spaces. Utilizing the falling grades that exist one block west of 2nd Avenue, underground parking should be incorporated into developments as much as possible.

BICYCLE & PEDESTRIAN SYSTEMS

Wisconsin Rapids has several local and regional bike trails near by or running through the community. The Wisconsin River Trail runs along the east side of the Wisconsin River as shown on *Exhibit 2B*. There are also on-street bike systems in the form of marked bike lanes and shared systems. It is a goal of the community to link the Downtown and riverfront to area neighborhoods with a system of safe, family-friendly pedestrian and bike routes. Bicycle safety improvements should be implemented including signage, intersection bump-outs or extensions, pedestrian signals, education, etc.

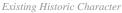
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Wisconsin Rapids 1

ARCHITECTURAL CHARACTER

The architectural character of Wisconsin Rapid's Downtown is a mix of old historic structures and various architectural styles that define the CBD on both sides of the river. Newer buildings in the project area should be designed to have a historic feel in the use of materials, proportion and scale and typically should be limited to three to four stories high. The Architectural Design Guidelines (See Section 8) were developed to guide the design and development of building architecture, signage, streetscapes, parking lots, public spaces and neighborhoods for Downtown Wisconsin Rapids. The Architectural Design Guidelines contain general information for redevelopment and infill developments, and should be adhered to as opportunities occur.

Infill development and riverfront development opportunities should be designed to fit into the context of the downtown area. Redevelopment opportunities are identified on *Exhibits 2A & 2B*.







Rehabilitation of Existing Character



New Construction - Historic Character

MODEL SCENARIO A SCENARIO B

DOWNTOWN WAYFINDING

Wisconsin Rapids currently has a system of directional wayfinding signage to direct motorists to points of interest throughout the community. However, time has taken its toll on the existing directional signs. Many have cracked and faded graphics, visible wear and tear, outdated fonts and font sizes, and are not in compliance with the DOT's current guidelines.

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Downtown Design Recommendations

The following text, figures and exhibits summarize the urban design recommendations for Downtown Wisconsin Rapids. These recommendations represent a comprehensive list of specific improvements that should be considered for Downtown Wisconsin Rapids over the next 15 years. Specific plan recommendations are divided into several categories that include Streetscape & Transportation (S), Redevelopment (R), Parking (P) and Wayfinding (W), which includes the Riverfront Walkway, Recommendations identified in these categories are numbered and keyed to their corresponding master plan.

STREETSCAPE & TRANSPORTATION RECOMMENDATIONS (S)

The following recommendations identify specific transportation improvements for Downtown Wisconsin Rapids including automobile, bicycle and pedestrian circulation. Important considerations for transportation improvements include improving access to the Downtown for all travel modes in a manner that is consistent with community transportation goals; improving traffic flow by reducing congestion and conflicts; strengthening the Downtown as a neighborhood and community destination; and providing safe, attractive and convenient pedestrian and bicycle circulation patterns. Refer to *Exhibits 3A & 3B* for the following keyed recommendations.

\$1 >>> MAJOR INTERSECTION ENHANCEMENTS: Implement pedestrian/bicycle crosswalk improvements including colored and textured pavement, and bulbs or bump-outs at intersections. Pedestrian warning lights should be used at signalized intersections to improve pedestrian and bicycle safety. Figure F is an example of this type of intersection treatment.



> Figure F

\$2 >>> ON-STREET BICYCLE LANES: Provide bicycle lanes on Grand Avenue between the east site roundabout at Lincoln Street to the west side roundabout at Jackson Street. Establish on-street bike lanes from existing neighborhoods linking them to the Downtown, the River and riverfront trails.

\$3 >>> PEDESTRIAN ZONE EXPANSION: Expand sidewalk and terrace widths as much as possible to provide space for safe and convenient pedestrian traffic and streetscape amenities. Extension of the pedestrian zone improves pedestrian circulation and comfort in the Downtown while extending the capacity of the sidewalk to support outdoor cafes, A-boards (sandwich boards) sidewalk sales and special events.

\$4 >>> REDUCE TRAFFIC LANE WIDTHS: Utilize 10' or 11' wide travel lanes to allow for traffic calming and expansion of the pedestrian environment without impeding efficient traffic flow through the Downtown. This should be implemented on Grand Avenue. Jackson Street should have minimum 11' wide travel lanes due to higher traffic volumes and larger truck traffic.

\$5 >>> TWO-WAY TRAFFIC FLOW: Implement two-way traffic on 1st Street on the west side of the river between 3rd Avenue and Grand Avenue, also along 2nd Street on the east side river from Mead Street to Oak Street.

\$6 >>> MID-BLOCK CROSSING: Provide "table-top" mid-block crossings to provide safe pedestrian circulation and traffic calming. Mid-block crossings should be located to connect with other pedestrian circulation patterns to public parking, recreation systems, public buildings and spaces, parks, etc. Grand Ave between Third and Garfield and 4th Streets should have a mid-block crossing as shown. Figure G

\$7 >>> ROUNDABOUT INTRODUCTIONS: Provide roundabout intersections at key Downtown District entry points. These points provide thresholds to the District while unifying the area through the use of lighting, landscaping and pavement treatments. Note Jackson Street realignment.

\$8 >>> INTERNAL RAPIDS MALL DRIVE: Provide accessible pedestrian walkways that connect public parking areas to commercial streetscape areas as shown in *Figure H*. Pedestrian scale light fixtures should be used to provide a safe nighttime environment.

\$9 >>> 2nd STREET VACATION: Establish on-street bike lanes from existing residential neighborhoods linking them to the Downtown, the Wisconsin River and the riverfront trails.

\$10 >>> DOWNTOWN ARTERIAL CIRCULATION ENHANCEMENTS: Provide roundabouts on the east end of Grand Avenue in the downtown as it meets the intersection of Jackson Street and Lincoln Street; on the west side of downtown at W. Grand Avenue and Jackson Street; and one at the north entrance to downtown where N. 1st Street meets Baker Street near the Wood County Courthouse. These roundabouts provide an opportunity to place entrance features, ornamental landscaping, lighting, etc. These features can contain subtle indications of travel direction and incorporate materials such as special pavers or colored concrete. These roundabouts provide an opportunity to link the two sides of the Downtown together with similar entry features.

\$11 >>> BRIDGE ZONE: Create an iconic 'Bridge Zone' that enhances pedestrian/bicycle circulation across bridges, pedestrian scale lighting, colored bridge uplighting, and River Fountains.

\$12 >>> RIVERWALK: Implement a continuous multi-use paved Riverwalk trail system along both sides of the River. Enhance trail with seating opportunities, overlooks, softscape & signage.

> Figure G >> Figure H





The following recommendations identify specific transportation improvements for Downtown Wisconsin Rapids including automobile, bicycle and pedestrian circulation, important considerations for transportation improvements include enhancing access to the Downtown District for all travel modes in a manner that is consistent with community transportation goals, improve traffic flow by reducing congestion and conflicts. Shergithen the Downtown as a neighborhood, retail tub, and community destination while providing safe, affractive and convenient pedestrian and bicycle connections.

MAJOR INTERSECTION ENHANCEMENTS

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620 ON-STREET BICYCLE LANES

RECE TO TOLE LANGES.

Throvides like lanes or shared-use lanes on Grand Avenue between the east side round-about all lincoh to the west side roundabout all Jackson. Establish an-street bike lanes from neighborhoods triking hem to the Downtown, the fiver and rivertiont flats.

(53) INTERNAL RAPIDS MALL DRIVE Addition of focal feature drive into Rapids Mail. Enhance parking lot circulation though the use of realignment techniques, softscape additions, and povement treatments.

67 ROUNDABOUT INTRODUCTIONS Provide roundabout intersections at key Downtown District entry points. These points provide thresholds to the District while unifying the area through the use of lighting, landscaping, and povernent treatments. Note Jackson Street realignment.

39 2nd STREET VACATION Vacation of existing dead end street into the proposed Triangle Block redevelopment.

500 DOWNTOWN ARTERIAL CIRCULATION ENHANCEMENT

Consideration of removing unnecessary traffic signals along Grand Avenue and replacing them with stop signs per the 2007 "Ahead of the Current" plan.





> Exhibit 3A







APPENDIX B

BICYCLE & PEDESTRIAN IMPROVEMENTS

It is the recommendation of this plan to improve the environment of the Downtown for pedestrians and bicyclists. The bicycle and pedestrian connections between the Downtown and community and regional destinations will also enhance the quality of life for all Wisconsin Rapids residents and improve the Downtown as a destination retail, entertainment and recreational center.

- ******* The Downtown should be emphasized as a pedestrian friendly area. Improvements should be made to create a comprehensive pedestrian network with connections to businesses, retail centers, parks, public and private parking lots, local and regional bike trails, lanes and paths, neighborhoods, public facilities and the riverfront.
- •••••••••• Improve pedestrian walkways by widening sidewalks, improving imperfections in pavement surfaces and providing safety improvements at intersections including material or color changes at intersections and crosswalks with count-down timers, audible signals, curb extensions or "bump-outs" at corners.
- Provide a mid-block pedestrian crosswalk on Grand Ave. between Garfield Street and 4th Street with pedestrian crossing warning signs and/or signals. The mid-block crossing should incorporate bump-outs and special pavements. The crosswalk can also be designed to be an at-grade walk providing a speed bump to slow and calm vehicular traffic. Figure J
- ······Improve on-street bicycle connections between the Downtown, neighborhoods and community destinations. Provide connections to allow safe access to the Wisconsin River Regional Bike Trail.



> West side bicycle connection & Greenway

TRAFFIC CALMING

Pedestrian safety and comfort in the Downtown is a priority for the Community. A safe downtown business district will encourage more walking that can improve business. Traffic calming techniques should be prioritized including "table-top" mid-block crossings, intersection bump-outs, colored and textured crosswalks, pedestrian warning lights, pedestrian refuge islands, and signalization and other streetscape improvements to emphasize Downtown as a pedestrian environment. The implementation of traffic calming features should be done when streetscape improvements are being constructed.

Three traffic roundabouts are conceptually proposed for the downtown in an effort to improve traffic flow and calm traffic in the downtown area. The three intersections under consideration include W. Grand Avenue and W. Jackson Street on the west side, E. Grand Avenue and E. Jackson Street at Lincoln Street on the east side, and the intersection of 1st Street North, Market and Baker Streets near the Wood County Courthouse. *Exhibits 4A, 4B, & 4C.* The three roundabouts are located to improve traffic flow, reduce congestion and create opportunities for dramatic downtown entrance features. It should be noted that the roundabout placement, design and ultimate implementation will be determined by further transportation studies and should designed by a civil/transportation engineer.







 ${\it Example~of~Proposed~Roundabouts~for~Entries~into~Downtown}$



 $Example\ of\ Mid-block\ \ crossing\ on\ Grand\ Avenue$

PROPOSED ROUNDABOUT **LOCATION A**





PROPOSED ROUNDABOUT LOCATION B



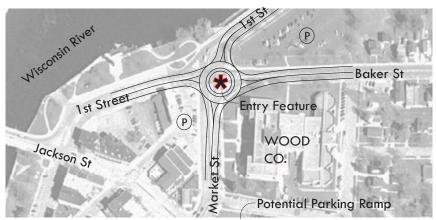


Exhibit 4B

PROPOSED ROUNDABOUT LOCATION C





Exhibit 4C

DOWNTOWN STREETSCAPE IMPROVEMENTS

The following recommendations identify streetscape improvements for Downtown Wisconsin Rapids. Recommended improvements vary depending on the streetscape location in the downtown area, with more intensive treatment along Grand Avenue. A limited family of streetscape amenities has been in place for some time in Wisconsin Rapids and these recommendations build on this family of amenities. The family of amenities is an important aspect as it helps tie both sides of the CBD together and identifies the CBD as a unified district even though it is divided by the river. The Grand Avenue Bridge should be designed to incorporate some of these amenities, especially decorative lighting, railings, and streetscape features to unify the two sides of the CBD.

Some parts of the Downtown have had streetscape improvements; much of what was installed years ago has begun to deteriorate over the past years and should be improved and updated. Some streets have not been improved and are included in these specific recommendations. The streetscape zones recommended herein are summarized on the Streetscape Zone Maps, Exhibit 5A & 5B

SPECIFIC STREETSCAPE RECOMMENDATIONS

The following recommendations are for specific streetscape types to be established within each streetscape zone. Streetscape zones are delineated in Exhibits 5A & 5B. A typical plan view and cross-section illustrating a Type 1 Zone is shown in *Exhibits 6 & 7*.

Type I, Full Streetscape (S1)

This is the primary streetscape zone proposed for Wisconsin Rapid's CDB. This streetscape should receive the most intensive streetscaping to establish a strong pedestrian friendly character related to the CBD's historic theme and retail area. Type I streetscape treatments include the following; reduced width travel lanes, bike lanes, brick paver terraces, concrete walkways with broomed and troweled finish, historic period style street lights, street trees in planters with ornamental railings, historic period benches & trash/recycling receptacles, intersection bump-outs at and midblock crossings for increased pedestrian safety and convenience, bike racks, informational kiosks, bollards, banners, floral planters, and wayfinding signage.

Type II, Medium Vehicular Streetscape (S2)

The secondary CBD streetscape zone is proposed for Downtown commercial areas and transition zones. This level of streetscape is appropriate for the zones between the major downtown entrance features and the core commercial district, and generally includes decorative roadway and pedestrian lights, landscaping, paver paved or grassed terraces with street trees, wayfinding signage, banners and enhanced pedestrian crosswalks.

Type III, Pedestrian Streetscape (S3)

Key pedestrian corridors in Wisconsin Rapid's core CBD include 1st, 2nd and 3rd Streets and Oak Street on the east side of the river and 2nd Avenue, 3rd and 4th Avenues and Jackson Street on the west side of the river. Streetscape improvements along these corridors emphasize pedestrian movement and allow vehicular traffic and on-street parking. Improvements include historic period street lights with banners, sidewalk improvements, street trees, undergrounding overhead utilities, bike lanes where space allows, etc. These improved streets are needed to provide distinctive linkages to Grand Avenue and other destinations in Downtown Wisconsin Rapids.

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Type IV, Riverview Expressway (S4)

Riverview Expressway is not only a downtown bypass, it connects several state highways (13, 34, 54, & 73) on the south, east and west sides of downtown. It also acts as a welcoming gateway to the Wisconsin Rapids historic downtown. A divided highway with a median it crosses the Wisconsin River and offers views up and down the river. As the expressway approaches downtown along the western side the character quickly diminishes to unattractive buildings, land uses and views and loses its aesthetic appeal. Improvements to Riverview Expressway should include landscape enhancements, decorative theme lighting down the center median (to reduce electrical duplication and reduce the number of poles), and directional wayfinding signage and bicycle/pedestrian safety improvements at key intersections leading into downtown. Figure L. At this writing LED roadway lighting fixtures are beginning to take hold in the lighting industry and we recommend trying to incorporate LED lights with down-facing luminaries to reduce light pollution.

Type V, Parkway Streetscape / Riverfront Walkway (S5)

A continuous riverfront walkway along the east and west sides of the Wisconsin River in Downtown Wisconsin Rapids should include ornamental lighting, benches, trash/recycling receptacles, viewing overlooks, landscaping, historic interpretive and wayfinding signage. The riverfront path will provide connections to the Historic Lock and Dam, Legion Park, Veteran's Memorial Park, downtown businesses and the Wisconsin River Recreational Trails. *Figures K & M*

> Figure K EX: Meandering riverfront trail w/ ameniteis

>> Figure L EX: Riverview Expressway aesthetic character model





> Figure M EX: Riverfront trail adjacent to river w/ overlook



Type VI, Jackson Street - Downtown Streetscape (S6)

This is the primary streetscape zone proposed for those wishing to bypass the slower traffic on Grand Avenue in Wisconsin Rapid's CDB. This streetscape should receive streetscaping to establish a strong character related to the CBD's historic theme and retail area. Type VI streetscape treatments include the following; wider travel lanes (11'-12'), grass or brick paver terraces, concrete walkways with broomed and troweled finish, historic period style roadway lights, street trees, intersection crosswalks and count-down timers for increased pedestrian safety and convenience at signalized intersections, bollards, banners and wayfinding signage.

Bridge Enhancement Zone

The bridge enhancement zone is the area bounded by the Jackson Street and the Grand Avenue Bridges and includes both sides of the river. This area is the physical center of the downtown and the 'center' for public gathering and investment. Improvements include decorative bridge lights (Figures N & O), color under-bridge LED lighting, pedestrian lighting along riverfront paths, floating fountains (Figures P & Q), railing safety improvements, interpretive displays, public art, etc.



 $> Figure \ N$



> Figure O



> Figure P
Floating River
Fountain
>> Figure Q
Floating River
Fountain

TYPE I - FULL STREETS CAPE

<u>DESCRIPTION</u>: Primary streetscape zone proposed for Wisconsin Rapids Downtown. Type I corridors receive the most intensive streetscaping to establish a strong pedestrian and multi-modal characterelated to the City's historic theme and retail area.

 $\underline{\mathsf{LCCAIION}}; \ \mathsf{Jackson} \ \mathsf{and} \ \mathsf{Grant} \ \mathsf{Streets} \ \mathsf{taken} \ \mathsf{from} \ \mathsf{the} \ \mathsf{proposed} \ \mathsf{Roundabout}. \ \mathsf{Continuation} \ \mathsf{of} \ \mathsf{select} \ \mathsf{features} \ \mathsf{across} \ \mathsf{bridges}.$

FEATURES; roadway lighting at intersections, pedestrian lighting along block faces, wayfinding signage, intersection treatments, urban terrace treatments, street trees, and full amenity package.

TYPE || - VEHICULAR STREETSCAPE || DESCRIPTION: Vehicular oriented streetscape zone proposed for corridors leading into the Downto commercial areas:

 $\underline{\mathsf{LOCATION}}; \ \mathsf{Hale} \ \mathsf{and} \ \mathsf{Chase} \ \mathsf{Streets} \ \mathsf{from} \ \mathsf{the} \ \mathsf{Expressway}, \mathsf{7th} \ \mathsf{and} \ \mathsf{3rd} \ \mathsf{Avenues} \ \mathsf{leading} \ \mathsf{north} \ \mathsf{from} \ \mathsf{the} \ \mathsf{Enhancement} \ \mathsf{Node}$

<u>FEATURES:</u> roadway lighting, wayfinding signage, minor terrace treatments, street trees, and select amenities.

TYPE III - PEDESTRIAN STREETSCAPE

<u>DESCRIPTION</u>: Pedestrian oriented streetscape zone proposed for corridors connecting to Type 1 Streetscapes in the Downtown. Primary retail district.

LOCATION: Streets located in the Downtown that are adjacent to the Type I streetscapes

FEATURES: Pedestrian scale lighting along block faces, intersection treatments, mid-block crossin (4), urban terrace treatments, street trees, and full amenity package

TYPE IV - EXPRESS STREETSCAPE

DESCRIPTION: Streetscape type proposed for Expressway corridor. Primary purpose is create a welcoming aesthetic with directional cues at an auto-oriented scale and pri

LOCATION: Expressway leading south from STH 34 wrapping around to Plover Road

TYPE V - PARKWAY STREETSCAPE / RIVERWALK

DESCRIPTION: Streetscape type that promotes the experience of travel as opposed to the speed of travel

LOCATION: Corridors adjacent to the Wisconsin River. 1st Avenue (one-way), 1st Street to the dam, 2nd Street to its ferminus at Mead Street

FEATURES: Pedestrian scale lighting, Street and parkway trees, views to the water and dam, Areas to park and

TYPE VI - JACKSON STREET - DOWNTOWN BY-PASS

DESCRIPTION: Jackson Street will be utilized as a downtown by-pass for truck traffic and vehicles wanting to avoid Grand Avenue

LOCATION: Jackson Street

FEATURES: Streetscape design will include decorative lighting, banners, sidewalks, and pedestrian intersection enhancements for safety and aesthetics.

BRIDGE ENHANCEMENT ZONE

<u>DESCRIPTION</u>: Downtown area that creates identify and 'center' for public gathering and reinvestm

LOCATION: Central downtown between the bridges

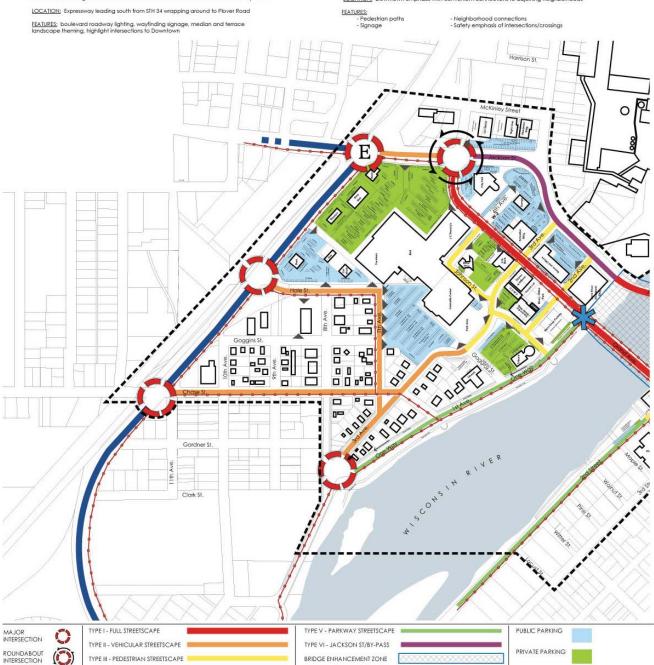
<u>FEATURES</u>: Bridge lightling and pedestrian safety improvements
- Under bridge lightling
- Public art project
- Seasonal attractors

- Floating fountains
- Recreational opportunities

DOWNTOWN BICYCLE ROUTE

<u>DESCRIPTION</u>: Creation of connected and designated bicycle paths that promote movement across river and loops throughout downtown

LOCATION: Downtown emphasis with convenient connections to adjoining neighborhoods



> Exhibit 5A



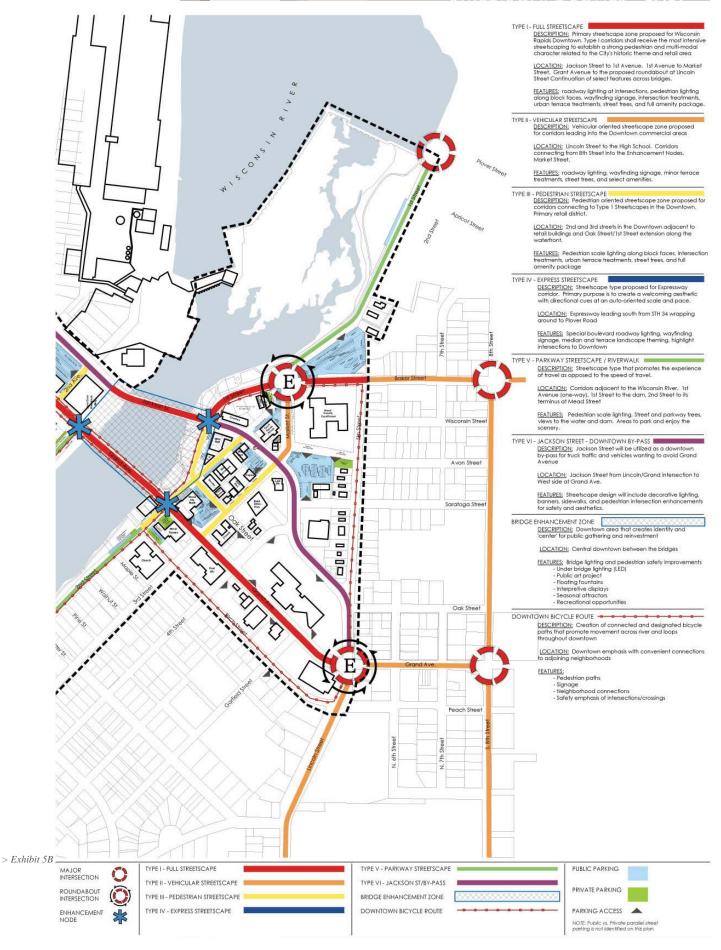
ENHANCEMENT NODE

TYPE IV - EXPRESS STREETSCAPE

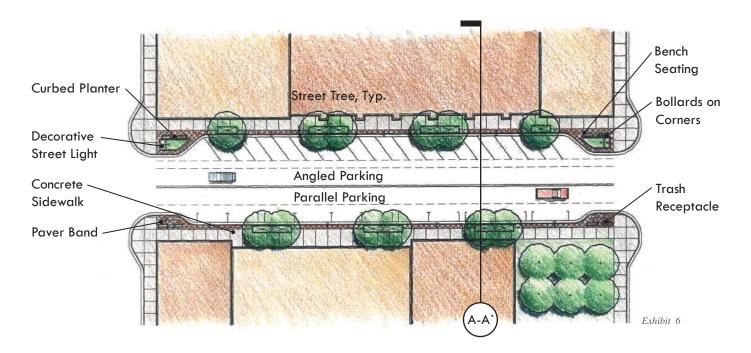
DOWNTOWN BICYCLE ROUTE

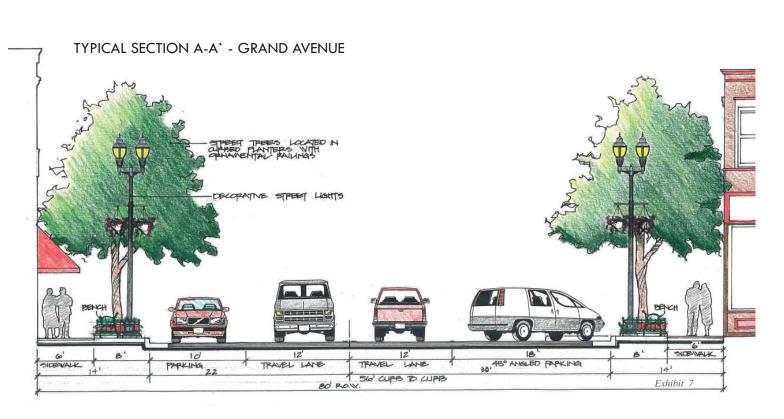
PARKING ACCESS _____

NOTE: Public vs. Private parallel street parking is not identified on this plan



TYPICAL BLOCK - GRAND AVENUE PLAN VIEW







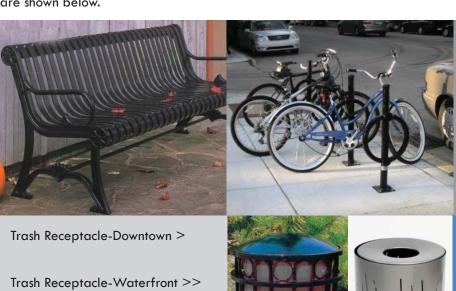


Simulation of streetscape with suggested improvements

COMPLETE STREETSCAPE

Streetscape Amenities

Streetscape amenities include benches, trash receptacles, sidewalk pavements including concrete, colored concrete and brick pavers, historic period street lights, planters, bollards, bike racks, street trees in curbed tree planters, hanging floral baskets, grass terraces, regulatory and private signage, flagpole and banners. These streetscape elements are as important as the buildings and open spaces that adjoin them in creating a sense of place and a pedestrian scale environment during the daytime and nighttime. Examples of coordinated streetscape amenities are shown below.



<< Bench Seating

< Bicycle Rack (s)



< Bollards (stantions)

Double Head Roadway Lighting >

Single Head Roadway Lighting >>



< Planter/Banner Pole Options

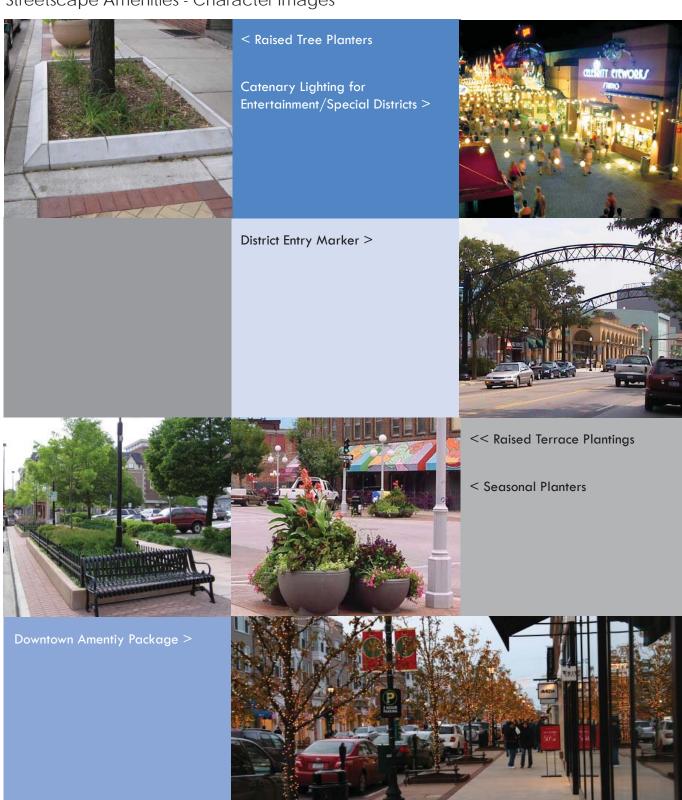
Lighting Globe Options > > >





20

Streetscape Amenities - Character Images



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Downtown-Waterfront Plan

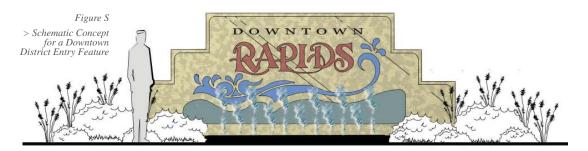
WAYFINDING RECOMMENDATIONS (W)

The Wisconsin Rapids downtown waterfront master plan recommends several wayfinding improvements for the Downtown that builds on the existing wayfinding signage system. The improvements are intended to develop a more comprehensive wayfinding system that will guide customers and visitors to destinations in the Downtown and around the community. The wayfinding system is intended to serve automobile travelers, pedestrians and bicyclists. The wayfinding system should be enhanced to include additional Downtown destinations and should include other types of wayfinding signs to help direct motorists, bicyclists and pedestrians in and around the Downtown. Trailblazer signs should be located along major travel corridors such as Riverview Expressway, 8th Street, etc. leading to the CBD. Downtown Trailblazer wayfinding signs should be located along major gateway corridors leading visitors to the downtown. Signs should be located approximately every ½ mile or as required to keep visitors from becoming frustrated. Directional Signs should be placed in the downtown area to direct visitors to community destinations and also to provide directions out of town via state highways and county roads. Refer to Exhibits 8A & 8B for the following keyed recommendations.

W1 >>> RAPIDS TRAILBLAZER SIGNAGE SYSTEM: Implement a Downtown Wisconsin Rapids trailblazer signage system that directs visitors to the Downtown on major arterial streets.



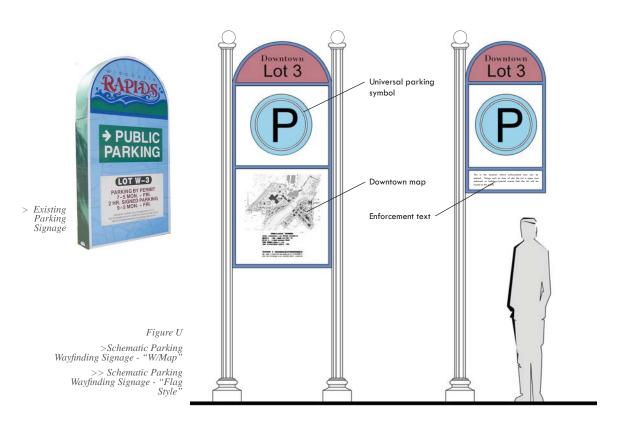
W2 >>> DOWNTOWN DISTRICT ENTRY FEATURES: Establish several Downtown entrance features at the proposed roundabout locations. The entrances should feature seasonal landscape enhancements, public art, sculpture and wayfinding signage.



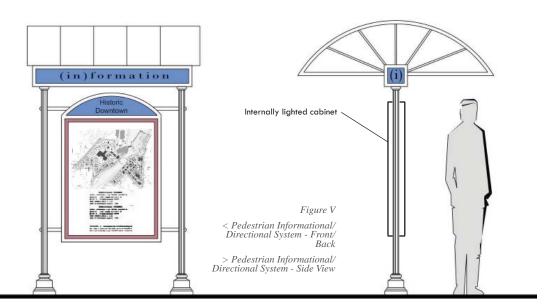
W3 >>> EXISTING DIRECTIONAL SIGNAGE IMPROVEMENTS: Replace the existing wayfinding signs with new improved signs that conform to recent DOT guidelines. Improvements to the signs should direct visitors to key downtown community destinations with improved readability and visibility of the signs.



W4 >>> PUBLIC PARKING WAYFINDING SYSTEM: A downtown system of wayfinding signage that directs customers to public parking areas. New parking lot entrance signs should be located at parking lot entrances and should include the universal parking "P" symbol along with hours of enforcement, maps, etc.



W5 >>> PEDESTRIAN INFORMATIONAL/DIRECTIONAL SYSTEM: A pedestrian signage system that includes informational kiosks located at key public places including public parking lots, City Hall, Public Library, Veteran's Memorial Park, etc. These kiosks could include a map identifying key destinations in the Downtown and a place to post information about downtown and community events. Examples of informational kiosks are shown in Figure V.





Pedestrian Kiosk Example - Wall Mount



Pedestrian Kiosk Example



Pedestrian Kiosk Example - Icon

W6 >>> BICYCLE DIRECTIONAL SYSTEM: A bicycle directional signage system directing trail users to destinations located Downtown and throughout the community. This signage system should be similar to the existing and proposed signs but on a smaller scale.

 $Figure\ W$

Portland bike signage example -Includes Destination + Distances (miles & minutes)



W7 >>> INTERPRETIVE SIGNAGE SYSTEM: An interpretive signage program at key points of interest describing Wisconsin Rapids history and historical events, places, buildings and natural features of local or regional significance such as the historic Wisconsin River locks and dam, Mead house, river ecology, etc.





> Figure X >> Figure Y



> Figure Z

Interpretive Signage -'Natural & Architectural' Interpretive Signage - 'Building Graphics'

MASTERPLAN RECOMMENDATIONS | WAYFINDING

The Downtown Wisconsin Rapids urban design master plan recommends several wayfinding improvements for the Downtown District that build on the existing signage system. The improvements are intended to develop a more comprehensive wayfinding system that will guide customers and visitors to destinations in the Downtown and around the community. The wayfinding system is intended to serve automobile travelers, pedestrians and bicyclists.

RAPIDS TRAILBLAZER SIGNAGE SYSTEM
Implement a Downtown Wisconsin Rapids trailblazer signage system that directs visitors to the district on major arterial streets.

W2 DOWNTOWN DISTRICT ENTRY FEATURES
Establish several Downtown District entrance features at the proposed roundabout locations.

W3 EXISTING DIRECTIONAL SIGNAGE IMPROVEMENTS

Improvements to the existing wayfinding signage system to direct visitors to key down-town community destinations. Improve readability and visibility of the signs.

W4 PUBLIC PARKING WAYFINDING SYSTEM

A system of wayfinding signage that directs customers to public parking areas. New parking lot entrance signs should be located at parking lot entrances and should in-clude the universal parking "P" symbol along with hours of enforcement, maps, etc.

WS PEDESTRIAN INFORMATIONAL/DIRECTIONAL SYSTEM

A pedestrion signage system that includes informational klosks located a key civic buildings, public parking lots, and along riverfront greenways. These klosks could include maps identifying key destinations in the Downtown and a place to post information about downtown and community events.

BICYCLE DIRECTIONAL SYSTEM

A bicycle directional signage system should be implemented directing trail users to destinations located Downtown and throughout the community. This signage system should be similar to the existing and proposed signs but on a smaller scale. Mileage indicating distances to destinations should also be incorporated for user information.

INTERPRETIVE SIGNAGE SYSTEM

An interpretive signage program at key points of interest describing Wisconsin Rapids history and historical events, places, buildings, and natural features of local or regional scale such as the historic Wisconsin River locks and dam, Mead Inn, river ecology, or the abundance of historical buildings downtown.



MASTERPLAN RECOMMENDATIONS | WAYFINDING

The Downtown Wisconsin Rapids urban design master plan recommends several wayfinding improvements for the Downtown District that build on the existing signage system. The improvements are intended to develop a more comprehensive wayfinding system that will guide customers and visitors to destinations in the Downtown and around the community. The wayfinding system is intended to serve automobile travelers, pedestrians and bicyclists.

WI RAPIDS TRAILBLAZER SIGNAGE SYSTEM

In Inflament a Downtown Wisconsin Rapids trailblazer signage system that directs visitors to the district on major arterial streets.

W2 DOWNTOWN DISTRICT ENTRY FEATURES
Establish several Downtown District entrance features at the proposed roundabout locations.

W3 EXISTING DIRECTIONAL SIGNAGE IMPROVEMENTS
Improvements to the existing wayfinding signage system to direct visitors to key downtown community destinations. Improve readability and visibility of the signs.

W4 PUBLIC PARKING WAYFINDING SYSTEM

A system of wayfinding signage that directs customers to public parking areas. New parking lot entrance signs should be located at parking lot entrances and should include the universal parking "P" symbol along with hours of enforcement, maps, etc.



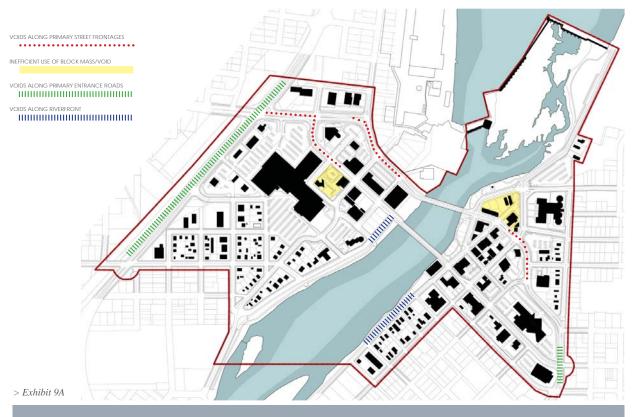
REDEVELOPMENT RECOMMENDATIONS (R)

The master plan calls for more urban infill development and re-development in the immediate downtown and adjacent neighborhoods. Re-development of existing historic buildings in the downtown should be preserved because they contribute to the overall theme and visual distinctiveness of the downtown area. High quality residential re-development in the areas adjacent to the riverfront (i.e. Burlington example) should be considered as the area is under utilized for residential uses. There are many opportunities for infill development and re-development on both sides of the river. *Exhibits 9A & 9B* illustrate existing before and proposed after development patterns and opportunities. Important streets and frontages are also delineated and identified. Redevelopment opportunites for the Downtown District are identified in Exhibits 10A & 10B. Exhibits 11A & 11B illustrate the proposed downtown parking.

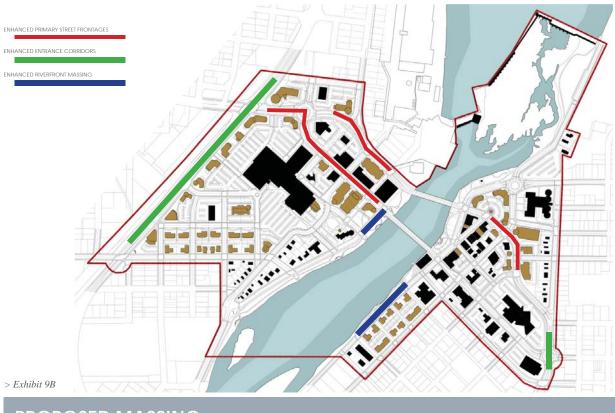
- **R1** >>> NE CORNER OF S.T.H. 34 (W. RIVERVIEW EXPRESSWAY): Prominently located Hotel site in close proximity to downtown with convenient access off of Riverview Exwy. Provide gateway architectural treatment.
- R2 >>> W. RIVERVIEW EXPRESSWAY RETAIL & MIXED-USE DEVELOPMENT:

 Development area to line Riverview Expressway in an environmental setting. Sites offer complimentary uses to Rapids Mall and utilize shared parking or underground parking facilities.
- **R3** >>> SW CORNER OF HALE STREET & 7th AVENUE: Potential for prominent Downtown grocery retailer. Site acts as buffer between Rapids Mall area and proposed Downtown residential development.
- **R4** >>> RESIDENTIAL DEVELOPMENT ALONG CHASE STREET: Densification of living options in close proximity to Downtown District. Area should strive for traditional design characteristics with 'green' solutions. A multi-use path borders the developments northern edge which also contains stormwater infiltration capabilities.
- **R5** >>> 3rd & 7th AVENUE TRIANGLE LOT: Site for prominent gateway architectural building. Uses could include Senior living facility, mixed-use residential, or neighborhood community facility.
- **R6** >>> NW CORNER OF JACKSON STREET & 4th AVENUE: Through the realignment of Jackson Street valuable downtown real estate is gained for development. Site acts as northern boundary to Downtown District.





EXISTING MASSING



PROPOSED MASSING

- **R7** >>> CORNER INFILL: Infill development to increase mass of buildings along Grand Ave. Blank corners create 'voids' in the urban fabric, aesthetically detracting from the urban core.
- **R8** >>> ARTS BLOCK DEVELOPMENT: Infill with retail/civic uses to the Downtown. Uses could include a 'Discovery Center', Children's Museum, and specialty shops that open out onto the proposed greenspace.
- **R9** >>> STRUCTURED PARKING WITH 1st MIXED-USE: Employee, public, and special event parking opportunities. First floor retail to be designed as extension of downtown retail district with upper floors used for parking. The roof deck could act as a unique restaurant/viewing opportunity.
- **R10** >>> CENTRALIA COMPATIBLE DEVELOPMENT / MALL REDEVELOPMENT: Extension of prominent architecture into existing greenspace along East side of Centralia. Possible restaurant location with outdoor dining overlooking proposed Centralia Commons.
- **R11** >>> TRIANGLE BLOCK REDEVELOPMENT & CIVIC CENTERPIECE: Proposed prominent retail development with upper floor residential opportunities. Area to include parking with a multi-use Civic element and focal feature terminating 2nd Street.
- **R12** >>> REHABILITATION/RENOVATION/INFILL/FACADE IMPROVEMENT BLOCK: Rehabilitation of historic storefronts (See Architectural Guidelines), renovate facades and rears of buildings to enhance character of area, infill architectural styles to compliment existing historic styles.
- **R13** >>> SW CORNER OF JACKSON STREET AND 3rd STREET: Infill development to anchor core west side retail core. Area in close proximity to proposed parking structure.
- **R14** >>> JACKSON STREET CORRIDOR REDEVELOPMENT: Enhance architectural character and mass/void relationship along primary travel corridor through downtown. Architecture should compliment existing historic styles.
- **R15** >>> RIVERFRONT RESIDENTIAL DEVELOPMENT: Enhanced Downtown residential development to afford a a variety of living opportunities on the River. Area to utilize 'green' building and site planning techniques.
- **R16** >>> CENTRIAL COMMONS REDEVELOPMENT: A performing arts based area in Downtown that includes community gathering space, a rentable pavilion, re-use of the Tribune building, parking, and ornamental plantings.



Proposed Rehabilitation Alternative



> Existing Buildings along the Wisconsin River

WEST

The following recommendations identify sites in the Downtown District that ofter redevelopment potential. Redevelopment of these sites may cover a broad range of building and site improvements including; new construction, instit construction, adaptive reuse of existing buildings, historic preservation and rehabilitation, facade improvements, etc. "Redevelopment" should be planned comprehensively for appropriate land use mix, shared use porting, efficient fransportation systems, and streetscape hierarchy to achieve desired social, economic, and visual character goals.

RI NE CORNER OF S.T.H. 34 (W. RIVERVIEW EXPRESSWAY)

Prominently located Hotel site located in close proximity to downtown with convenient access off of Riverview Expressway. Provide gateway architectural treatment.

W. RIVERVIEW EXPRESSWAY RETAIL & MIXED-USE DEVELOPMENT Development area to line Riverview Expressway in an environmental setting. Sites after complimentary uses to Rapids Mail an utilize shared parking or underground parking.

SW CORNER OF HALE STREET & 7TH AVENUE Potential for prominent Downtown grocery retailer. Site acts as buffer between Rapids Mall area and proposed Downtown residential development.

RESIDENTIAL DEVELOPMENT ALONG CHASE STREET

DEVELOPMENT DEVELOPMENT ALONG CHAS STREET TO Expend the provided of the provid

NW CORNER OF JACKSON STREET & 4TH AVENUE
Through the realignment of Jackson Street valuable downtown real estate is gained for Downtown redevelopment. Site acts as northern boundary to Downtown District.

CORNER INFILL Infit development to increase massing of buildings along Grand Avenue, Blank corners create "volds" in the urban fabric which aesthetically defract from an urban core.

ARTS BLOCK DEVELOPMENT Intill with relat/chic uses that attract visitors and users to the Downtown. Uses could include a "Discovery Centre", Children's Museum, and specially shops.

STRUCTURED PARKING WITH 1ST FLOOR MIXED-USE

Employee, public, and special event parking opportunities. First floor to be designed as extension of downtown retail district with upper floors used for parking.



APPENDIX E

MASTERPLAN RECOMMENDATIONS | REDEVELOPMENT

The following recommendations identify sites in the Downtown District that ofter redevelopment potentials. Reclevelopment of these sites may cover a broad range of building and site improvements including new construction, instit construction, adaptive reuse of existing buildings, historic preservation and rehabilitation, facade improvements, etc. "Redevelopment" should be planned comprehensively for appropriate land use mix, shared use positing, efficient transportation systems, and streetscape hierarchy to achieve desired social, economic, and visual character goals.



Parking Recommendations (P)

The parking recommendations identify potential public parking improvements for Downtown Wisconsin Rapids. These recommendations assume private development includes adequate parking to support the proposed use. However, shared parking and after-hours parking of private lots may be used to meet evening and special event parking demands. This has been used in other communities with great success. An overview/evaluation of the current parking demand/supply is provide on page 45.

- **P1** >>> WEST JACKSON STREET PARKING STRUCTURE: Provide a mixed-use parking structure with retail/office opportunities at the first floor street level with parking above. Structure provides New Page employee parking and replaces existing surface lot.
- **P2** >>> 2nd AVENUE PARKING STRUCTURE: Provide a mixed-use parking structure with retail/office opportunities at the first floor street level with parking above. Structure provides necessary space for downtown employment base, infill development, and event parking. Upper floor of structure provides area as river viewing terrace in conjunction with a potential restaurant or civic function.
- **P3** >>> RAPIDS MALL SHARED USE PARKING: Realignment and enhancement of existing parking area to support development along Riverview Expressway and Rapids Mall out-lot development. Balance of civic/retail/office facilities to manage peak demand times should be incorporated.
- **P4** >>> INFILL DEVELOPMENT 'GREEN LOTS': Provide 'green' parking lots for infill developments. Utilize pervious pavements, vegetation buffers/canopies, low albedo surfacing, and/or stormwater management facilities to limit impact on existing infrastructure, water quality, and downtown aesthetics.
- **P5** >>> COORDINATION OF SHARED USE PARKING: Adjust parking to accommodate infill development, coordinate with existing building to minimize impervious surface while supplying necessary parking requirements.
- **P6** >>> PARKING ADJUSTMENT TO ACCOMMODATE ROUNDABOUT: Area parking facilities adjusted for roundabout introduction due to expanded R.O.W. acquisition.
- **P7** >>> EXPANDED R.O.W. FOR 'FESTIVAL' STREET PARKING: Coordinate R.O.W. adjustment with infill developments to accommodate angles parking, streetscape enhancements, and expanded terraces for outdoor use.
- **P8** >>> CENTRALIA COMMONS PARKING: Addition of tiered parking lot along Goggins Street. Parking along 1st Avenue should remain as parallel parking.
- **P9** >>> AVON STREET PARKING STRUCTURE: Provide a public/private structure in close proximity to the Wood Co. Courthouse and Downtown District. Limiting structure to primarily private parking will open up existing surface lots downtown for public parking or infill opportunities.
- **P10** >>> TRIANGLE BLOCK MULTI-USE PARKING: Provide a mixed-use parking lot to support potential infill development. Internalize parking to promote building massing at the street frontages to enhance visual character. Utilize parking lot as hardscape plaza for programmed events and celebrations in conjunction with civic focal feature.



P11 >>> GRAND AVENUE PARALLEL PARKING: Reduction of on-street parallel parking spaces to accommodate traffic calming measures. Elements may include: Mid-block crossings, tree islands, enhanced pedestrian zones, etc.

Parking Overview

The following study is a general parking overview; more research and planning is necessary to create a parking demand management plan for the downtown area that fits with the business mix, user characteristics, and downtown context. The figures listed, although derived empirically, are extrapolated from available aerial photography, land use maps, and limited base mapping information. The numbers derived also assume a business and rental climate with limited vacancies and individual structures being used in their entirety as a specified land use.

The following characteristics can be derived from Table 1-Existing Parking Demand/Supply:

Table 1 suggests that existing parking conditions are sufficient for the existing demand generated by land use and building types. This is not to say that the parking is used to its full efficiency or located in areas of maximum benefit to the study area, it does indicate that a small surplus does exist in the downtown area.

Commercial and Office uses; although separated as two distinct land use types, are more accurately described as a mix of uses. For this overview, these two land use types act as an umbrella for uses that may not consider themselves either (i.e. Funeral Home, Restaurants, Manufacturing facilities, Bars, etc.). The difficulty in separating on-street and off-street parking with these two uses is evidenced by the significant jump in spaces from Table 1 to Table 2. This is due to proposing specific land uses that currently may be unknown. This also helps explain the reduction in excess parking spaces available for the commercial land uses in Table 2.

Government/Institutional parking supply is showing a current deficiency which is attributed to the gross floor area of the Post Office and Library which upon visual assessment appear to be under parked. The Wood Co. Courthouse is flanked by two large surface lots which may not be the highest and best land use in the downtown area.

Hotel Mead and Conference Center, a 152 room facility, appears to have sufficient parking to accommodate its average daily usage. During large events in the Conference Center, this supply may not be sufficient and may require parking beyond their surface lot, which impacts available spaces for the remaining land uses. Further research is necessary to confirm any concerns Hotel Mead may have with their current parking situation.

Currently there are approximately 70 single family dwelling units in the downtown study area. Between driveways and on-street parking sufficient opportunities are available. This was similarly accepted to be true for Multi family dwelling units, as the number and type of units was unknown for this parking overview

The Shopping Center complex was taken as an area between Riverview Expressway and 3rd Avenue south of Grand Avenue and following the street edges of Hale St., 7th Ave., and Jackson St. The parking supply here appears to be sufficient for existing land use. This area should be evaluated as to the parking efficiency and verify that there is more demand than supply of parking. Large uninterrupted surface parking lots are detrimental to water quality, urban aesthetic character, and neighboring land uses. Consideration of stormwater infiltration islands, porous pavements, enhanced tree islands, and low albedo (reflectivity) surfacing for future developments in this area is recommended.

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Wisconsin Rapids 43

The following characteristics can be derived from Table 2-Proposed Parking Demand/Supply:

Unlike the existing parking conditions in the downtown, we are proposing to incorporate parking where the employment centers are planned. It cannot be said from the general nature of this study that the new parking supply is in areas that are currently over or under parked. Further detailed analysis needs to be performed to confirm this issue.

Two parking structures with first floor mixed use facilities are proposed in the downtown study area. The Wood Co. courthouse structure would eliminate one of the existing surface lots and be located within close proximity to the core 'east' side retail district. This structure would assist in overcoming the current deficit of available/convenient parking spaces for the Courthouse. This structure would also be used for proposed office land uses in the area and should be architecturally designed and scaled to blend with the downtown environment. A second ramp is proposed for the 'west' side retail district in close proximity to the New Page facility. This structure would assit in building mass in the downtown and eliminating a surface parking lot. Again, blending this structure into the urban fabric will increase the architectural mass and aesthetic of downtown while meeting the needs of proposed infill development parking demands.

A second, smaller scale hotel is proposed for the west side of the river directly off of Riverview Expressway. Parking has been supplied to accommodate approximately 75 additional rooms for this facility.

Residential parking in general varies considerably by dwelling type and proximity to urban centers. A standard 2 space requirement per unit was used as our recommend parking coefficient. The total number of single family units decreased in the proposed scenario in response to the recommendation of increasing living accommodations downtown. The inverse would be true for multi-family housing parking totals.

The parking totals increased by 26% (923 spaces) while the land uses grew significantly by 36% (470,000 GFA). The most efficient way to accommodate this unequal growth is through planning, strategic parking, and shared usage of spaces. A proposed mix of retail and service oriented uses should complement the existing Rapids Mall to lessen the peak parking demand load. Additional parking could be captured by underground parking under some of the proposed infill structures.

The existing parking recommendations in the City Ordinance are in keeping with today's accepted national averages per *The Institute of Transportation Engineers, Parking Generation, 3rd Edition.* These averages need to be analyzed routinely on a case by case basis. In today's economic scenario, oil prices are generating fewer automobile trips, purchasing habits are changing, employees are increasingly telecommuting, and people are moving downtown to be near amenities and activities. These factors combined with enhanced multi-modal transportation facilities will contribute to lower parking demand standards while increasing density, sense of place, and livability for the downtown area.

TABLE 1
Existing Parking Demand/Supply

Land Use	Sq. Ft.	Off-Street Park	On-Street Park	Total Park	Recommended*
		_	_	_	_
Commercial	296,400	985	264	1,249	978
Office	102,300	98	50	148	306
Church	35,700	40	38	78	78
Government/Institutional	196,400	323	70	393	589
Hotel	165,000	300	20	320	320
Residential (single) {69 units}	132,000	75	85	160	138
Residential (multiple) {? Units}	81,000	32	76	108	108
Shopping Center	267,700	946	25	971	883
				3 427	3400

^{*} Recommended Parking Coefficients

Commercial 3.3/1,000 GFA
Church .2 per seat
Government/Institutional 3/1,000 GFA
Hotel 1 per room
Office 3/1,1000 GFA
Residential (single) {69 units} 2 per unit

Residential (multiple) $\{? \text{ Units}\}\$ 1.75 per unit (2/3&4 bed units)

Shopping Center 3.3/1,000 GFA

TABLE 2
Proposed Parking Demand/Supply

Land Use	Sq. Ft.	Off-Street Park	On-Street Park	Total Park	Recommended*	Over/Under
Commercial	374,300	1,105	l 175	1,280	1235	45
Office	185,000		125	523	555	-32
Church	35,700	40	38	78	78	0
Government/Institutional	206,300	401	182	583	618	-35
Hotel	240,000	355	28	383	383	0
Residential (single) {37 units}	82,000	46	55	101	74	27
Residential (multiple) {? Units}	280,000	198	84	282	282	0
Shopping Center	343,200	1,095	25	1,120	1132	-12
				4,350	4357	-7
Percent Increase	36%	29%	13%	26%	28%	<u> </u>

^{*} Recommended Parking Standards

Commercial
Church
Covernment/Institutional
Hotel
Office
Residential (single) {69 units}

3.3/1,000 GFA
1 per room
3/1,1000 GFA
2 per unit
1.75 per unit (2)

Residential (multiple) {? Units} 1.75 per unit (2/3&4 bed units)

Shopping Center 3.3/1,000 GFA

MASTERPLAN RECOMMENDATIONS | PARKING

The following recommendations identify potential public parking improvements for the Downtown District. These recommendations assume that private development includes adequate parking to support the proposed use. Parking needs should be further studies and quantified prior to construc-tion of new parking.

WEST JACKSON STREET PARKING STRUCTURE
Provide a mixed-use parking structure with retail/office appartunities at the first floor
street level with parking above. Structure provides New Page employee parking and
replaces existing surface lot.

P2 2nd AVENUE PARKING STRUCTURE

Trouble a mixed-use parking structure with retail/office opportunities at the first floor street level with parking above. Structure provides necessary space for downtown employment base, infill development, and event parking. Upper floor of structure provides area as river viewing terrace in conjunction with restaurant or civic function.

RAPIDS MALL SHARED USE PARKING
Readignment and enhancement of existing parking area to support development along.
Riverview Expressway and Rapids Mall out-lot development. Balance of civic/retail/office facilities to manage peak demand times should be incorporated.

INFILL DEVELOPMENT 'GREEN' LOTS

Provide' green' parting lats for infill developments. Utilize pervious pavements, vegetation buffens/cancies. low albed surfacing, and/or stormwater management facilities to limit impact on existing infrastructure, water quality, and downtown aesthetics.

(25) COORDINATION OF SHARED USE PARKING
Adjust parking to accommodate infill development, coordinate with existing building to minimize impervious surface while supplying necessary parking requirements.

WEST

PARKING ADJUSTMENT TO ACCOMODATE ROUNDABOUT
Area parking facilities adjusted for roundabout introduction due to expanded R.O.W. acquisition.

EXPANDED R.O.W. FOR 'FESTIVAL' STREET PARKING

Coordinate R.O.W. adjustment with infill developments to accommodate angled parking, streetscape enhancements, and expanded terraces for outdoor use.

(8) CENTRALIA COMMONS PARKING
Addition of angled parking along 1st Avenue with public lot along Goggins Street.



> Exhibit 11A

46 Wisconsin Rapids define | enhance | sustain



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Downtown Waterfront Plan

> Exhibit 11B





Implementation & Organization

Implementation of the downtown and waterfront improvements in downtown Wisconsin Rapids will generally take place over the next 20+ years. Some streetscape, wayfinding and waterfront improvements will be implemented over a much shorter time frame as funding becomes available. Development activities will take place over time as opportunities become available and the economy recovers.

Recommended Projects Years 1 - 5

- ****** Bridge Lighting Enhancements, Grand Avenue & Jackson Street Re-Alignment and Streetscape Improvements.
- •••••• Phase I Wayfinding Signage Improvements Trailblazer signs, Downtown Directional Signs, Downtown Entry Features
- ****** Streetscape and Entrance Roundabouts at Jackson Street and Grand Avenue on both sides of the river as part of Grand Avenue reconstruction
- ••••• Veteran's Park Improvements Investigate structural integrity of river wall, improve safety railings, performance amphitheater, lighting, interpretive signs, etc.
- ····· Phase I Riverwalk and Trail Improvements
- ····· Infill Development and Re-Development

Recommended Projects Years 5 - 10

- Additional Downtown Streetscape Improvements on both sides of the river and should include 1st Avenue and 2nd Street improvements
- ······ Roundabout at East Jackson Street, 1st Street North and Baker Street intersection
- ······ Phase II Wayfinding Signage Parking Signs, Informational Kiosks and Interpretive Signs
- ····· Phase II Riverwalk and Trail Improvements

Recommended Projects Years 10 - 20

- ****** Additional Downtown Streetscape Improvements
- ····· Phase III Riverwalk and Trail Improvements

PRIVATE NON-PROFI	TS						QUASI- INDEPENDENT
PRIVATI	E —			→			
Create Plans; Propose zoning changes & other ordinance or regulatory changes	Receive public and private funds	Hire staff and contract with consultants	Initiate regulatory approval processes such as permit applications	Acquire, swap or sell real estate	Develop real estate	Negotiate for and hold property easements	Make loans and grants for public and private improvement

50

Transportation enhancement grants (TE Grants) should be utilized to fund the streetscape improvements for downtown Wisconsin Rapids. These grants typically fund 80% of project costs with the local municipality responsible for 20% matching funds. These grants also fund design and engineering costs. The enhancement grants should be tied into the future reconstruction projects scheduled for the highways and county roads that pass through Wisconsin Rapids. Enhancements include streetscape amenities, pedestrian and bicycle safety improvements and wayfinding improvements.

Because of new opportunities identified on the plan, several buildings would be removed and the resulting land patterns will create opportunities for infill development in the near future. Several opportunities for redevelopment in the short term are indicated on the urban design plans.

Other projects proposed for downtown Wisconsin Rapids include bicycle trail and path improvements and a river walk with overlooks that is also fundable through WisDOT transportation enhancement grants, DNR urban rivers grants, urban forestry assistance grants, urban green space grants, recreational boating facilities and trails grants, private funding, public fund raising, corporate funding, etc.

PRIVATE

ADVANTAGES

- + Can act quickly, high level of flexibility
- + Free of many bureaucratic limitations
- + The structure and functions are easy to adjust
- + Political influence is less
- + Not easily dismantled by one political entity
- + More easily attracts private funding

DISADVANTAGES

- Public trust is more difficult to attract
- Cannot approve governmental type functions
- Needs access to entities with power occasionally
- * Adapted from the Nashville Riverfront Plan as prepared by Hargreaves Associates

PUBLIC

ADVANTAGES

- + Have access to a broader range of possible powers
- + Free burden of having legislative bodies make frequent redevelopment decisions
- + Can encourage public trust due to public accountability
- + Can combine all necessary powers under one roof

DISADVANTAGES

- Subject to a higher level of political influence
- Incoming administrations can dismantle power (disrupt)
- Constrained by bureaucratic procedures & regulations
- Less likely to act quickly and be flexible
- Need re-energizing on a regular basis
- Cannot operate privately in real estate, etc.

REDEVELOPMENT AUTHORITIES

GOVERNMENT
OPERATING DEPARTMENTS

review guidelines Contract for and manage public improvements agreements Perform and enforce design Issue tax exempt bonds Negotiate and grant TIF agreements Enter into brownfield clean up þ Operate a business improvement district as a limited liability Relocate businesses and residents and regulatory agreements eminent domain partner Acquire property Adapt PILOT ΑĊ

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Typical Costs (Streetscape & Waterfront)



The following typical streetscape costs should be utilized to establish reconstruction budgets for streetscape and waterfront improvements. These costs are shown in 2009-10 dollars and should be adjusted as required. The costs do not include demolition, design & engineering, utilities, and street pavements costs.

New Curb & Gutter	\$15.00/If
Concrete Pavement	\$5.00/sf
Color Concrete	\$15.00/sf
Brick Pavers	\$15.00/sf
3 ½" cal. Street Trees	\$600.00/each
4' x 10' Tree Grates	\$1 <i>5</i> 00.00/each
Tree Guards	\$450.00/each
Roadway Lights	\$8,500.00/each
Pedestrian Lights	\$5,500.00/each
Trash Receptacles	\$1,200.00/each
6' Benches	\$1,500.00/each
Floral Planters	\$1,000.00/each
Bollards (un-lit)	\$1000.00/each
Wayfinding Sign	\$1000.00/each
Informational Kiosk	\$5K - \$10K/each
Custom Railings	\$1 <i>5</i> 0/If



Early spring view north towards dam

Appendix Graphics



The following graphics are provided for reference and as supplimental sheets to the recommendations and masterplan graphics presented in this document. These 11x17" sheets have been scaled down from there original 24x36" version. The full size boards have been supplied by SAA to the City of Wisconsin Rapids for their display at pubic functions and at City Hall.

Masterplan Graphic Apper	
Streetscape & Transportation Recommendations Apper	ndix B
Specific Streetscape Zones Apper	ndix C
Wayfinding Recommendations Apper	ndix D
Redevelopment Recommendations Apper	ndix E
Parking Recommendations Apper	ndix F
2nd Street Illustration Graphic Apper	ndix G
Outfitter Illustration Graphic Apper	ndix H

