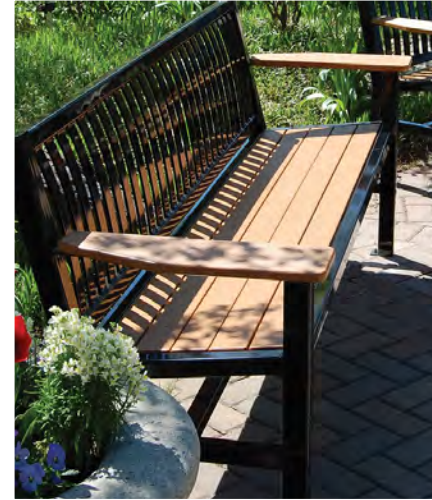


DOWNTOWN WAUPUN

STREETSCAPE & REDEVELOPMENT CONCEPTS



DRAFT: November 9, 2018



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Acknowledgments

Thank you to all those who helped participate in the drafting of this Plan!

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EXECUTIVE SUMMARY

As noted in the 2006 Comprehensive Plan, the City is committed to redevelopment of Downtown Waupun by encouraging growth, reconstruction and technical assistance where viable. This has been happening with noticeable improvements to downtown facades, demonstrating how property owners and the City can work together to improve the downtown experience. The City now desires to turn its attention toward improving streetscape amenities and redevelopment of some underutilized property for either a community event space or new private mixed-use development.

Through previous community visioning efforts many individuals have expressed disdain towards the bulky, outdated style of the existing streetscape furniture, insufficient pedestrian enhancements and vegetation, perceived lack of parking, and the general lack of visual interest. There is also community desire to return more community events to the Downtown should a dedicated gathering space be included in the new streetscape. The City currently owns vacant properties on both sides of the Rock Shop building (417 E. Main Street). Together these properties could be used for a new public space and/or new private development.

Before implementing any improvements the City desires to utilize an efficient planning process to build community consensus to ensure that any improvements that are implemented are consistent with a long-term vision for the Downtown.

DOWNTOWN DESCRIPTION

Downtown Waupun runs seven blocks along Main Street from State Street to Watertown Street. There are two distinct section of downtown: **Historic Core** and the **Transitional Gateway Edges**. The **Historic Core section** includes turn-of-the-century storefront 2-3 story buildings that are built up against the sidewalk, providing a consistent street wall. The **Transitional Gateway Edges** cover both the eastern and western edges of the downtown district and includes a mix of uses and urban forms from single-family residential to late 70s/80s single-story commercial buildings to industrial properties.

PLAN OBJECTIVES

Though the primary focus is on Main Street, there may be other opportunities to include this design palette on other portions of the downtown (on cross streets, Franklin Street, Jefferson Street, etc.). Final design and placement of the streetscape features should be based off this Plan, but may be modified to meet existing conditions. The intent of this planning process is to meet the following objectives:

1. Develop a vision to improve the aesthetics of Main Street through streetscaping elements that ties both the **Historic Core** and the **Transitional Gateway Edges** into a single Downtown District;
2. Further the City's existing brand (City of Sculptures) with new branding effort (promoting its natural surroundings);
3. Bring more "green" to the Downtown; and,
4. Envision development and social gathering opportunities in the Downtown, specifically using existing City-owned lands.

PLANNING PROCESS

The City's Community Development Authority (CDA) acted as the downtown streetscaping working group, assisting both in reviewing and making recommendations to the plan. Between April 2018 and November 2018, staff from MSA Professional Services (MSA) met four times with the CDA. All meetings were open to the public and materials were posted a week in advance of the meetings on the City website.

The project began by reviewing the prior recommendations and plans for the downtown, inventorying downtown conditions and conducting a parking study. After completing these tasks, MSA met with the CDA to give a project overview, discuss results of the parking study and review a draft design preference survey. Following this meeting the online preference survey ran for nearly a month, providing the basis for the two design palette alternatives for street furnishings and landscaping features. At the August CDA meeting, MSA reviewed the survey results, discussed the design palettes, and reviewed the draft redevelopment concepts. The third CDA meeting discussed the revisions to a preferred design palette, modifications to the redevelopment concepts, and discussed the draft streetscape design. The project concluded with review of this draft plan with the CDA and presentation to the City

Project Milestones

APRIL 25-JUNE 8, 2018	PARKING OCCUPANCY STUDY
JUNE 19, 2018	CDA MTG #1: Kick-off & Review Parking Study
JULY 6-30, 2018	ONLINE DESIGN PREFERENCE SURVEY
AUG 15, 2018	CDA MTG #2: Survey Results, Street Furnishings Palette & Redevelopment Concepts
SEPT 18, 2018	CDA MTG #3: Streetscape Design & Redevelopment Concept Updates
NOV 20, 2018	CDA MTG #4: Entire Plan Review
DEC 11, 2018	City Council MTG: Plan Adoption

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EXISTING CITY PLANS & DOCUMENTS

BUSINESS IMPROVEMENT DISTRICT (BID) OPERATING PLAN

The Waupun Downtown Business Improvement District was established in 1988 with the goals of: (1) Downtown Beautification, (2) Marketing/Promotion, (3) Business Training, and (4) Business Recruitment. The BID currently offers a matching grant fund for improvements to the exterior of downtown buildings or improvements visible from the exterior (maximum of \$2,000 grant, while the BID reserves the right to increase this amount on a case-by-case basis). This facade grant can be used in conjunction with the CDA's Downtown Revitalization Grant (offering up to \$5,000 while the CDA reserves the right to increase this amount on a case-by-case basis). **Streetscaping improvements could be incorporated under the BID's downtown beautification goal (especially as it relates to landscaping maintenance).**

TAX INCREMENTAL FINANCING DISTRICT (TID) #3 - 2012

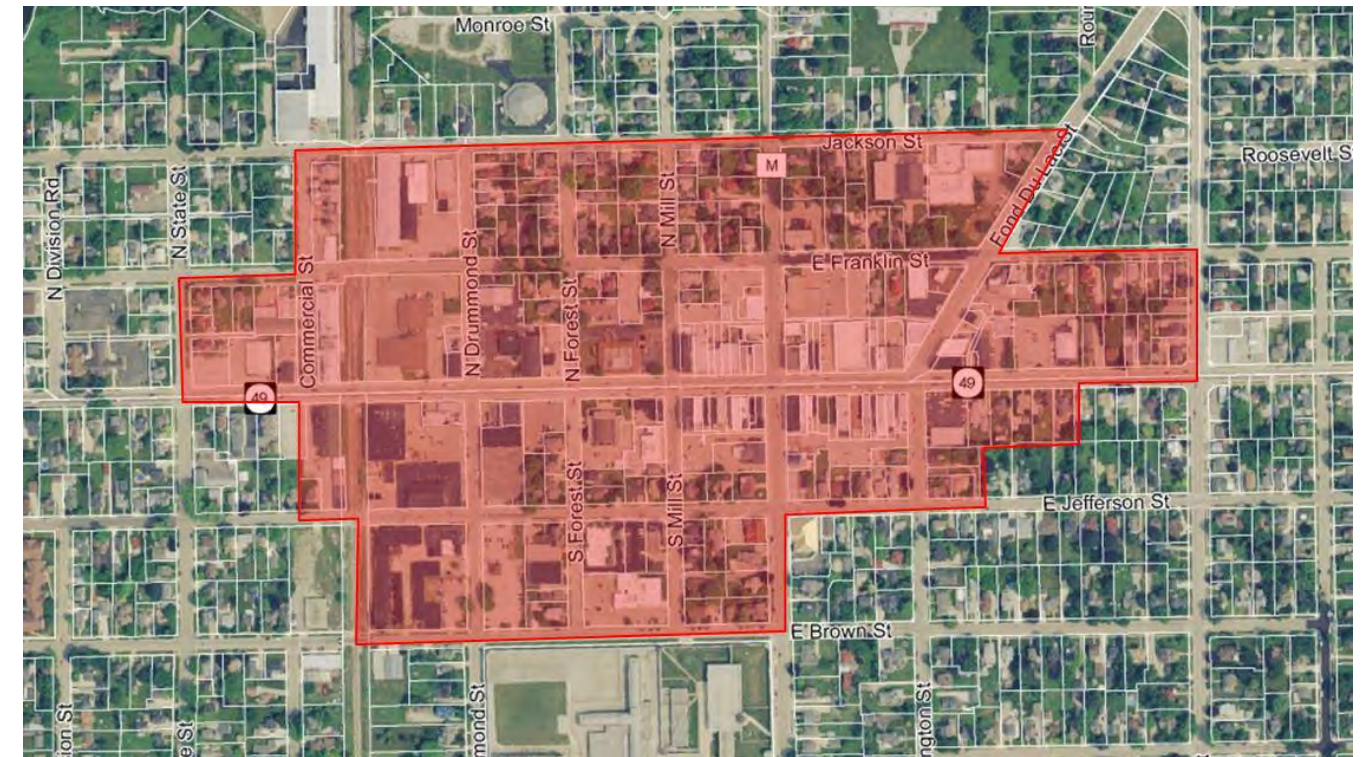
TID #3 was created in 2005 as a "Blight" TID to promote mixed-use development, the redevelopment of underutilized properties, stimulate commercial revitalization, create jobs, improve a portion of the City, promote infill development, and broaden the property tax base. TID-eligible projects include: infrastructure and utilities improvement, removal and construction; site improvements to make sites suitable for reuse; CDA redevelopment funds; promotion and marketing; real estate inspection and acquisitions; relocation costs; administrative, financing and organization costs; and, park improvements. **Based on this list of eligible projects, streetscaping improvements could be covered with use of TIF #3 funds.** The TID will expire in expenditure period runs through 2027 and the TID will close in 2032.

DOWNTOWN VISIONING WORKSHOP - 2016

A downtown visioning workshop was held on Monday, October 3, 2016 to solicit input from residents and users of the downtown (see map on right for identified downtown district per workshop visioning exercise). According to input received at the visioning workshop, participants would like to see a mixture of new specialty retail, coffee shops and restaurants. There was also strong interest in entertainment venues, youth gathering places and tourist related businesses, especially businesses or events that could bring life and vitality to the downtown (e.g., brew pub or winery with outdoor seating, new festivals, open air markets and the incorporation of music and art). A common theme was to have a space for the weekly Farmers Market and adding more green space, trees and gathering spaces in the downtown.

COMPREHENSIVE OUTDOOR RECREATION PLAN (CORP) - 2017

This plan intends to guide the continual improvements of the City's park and open space system and to maintain the City's eligibility for State and Federal park and recreation grants. Two notable downtown recommendations from this plan are: 1) city-owned vacant land adjacent to 417 E. Main Street (Rock Shop) is recommended as a downtown pocket park and potential Farmers Market location; and, 2) recommends on-road bike facility on Main Street and Madison Street.



COMPREHENSIVE PLAN UPDATE - 2018

The study area is within the Comprehensive Plan's "Downtown Business" district, encompassing approximately 76 acres. The objectives of this district are to:

- Seek opportunities to redevelop and enhance underutilized buildings/structures and improve the vitality of the downtown;
- Focus downtown redevelopment around small/specialty retail stores, trendy coffee shops/brew pubs/restaurants, professional offices and destination locations;
- Increase cultural and entertainment opportunities;
- Support existing businesses and new business opportunities;
- Strengthen/enhance community identity (using "placemaking" strategies);
- Increase mobility and connectivity within the downtown and between the downtown and other major destinations within the City and the surrounding area; and
- Preserve, protect and enhance the historic character of the downtown.

DESIGN PREFERENCE SURVEY

An online survey was conducted from July 6-30, 2018, totaling 232 responses. The majority of respondents were 25-44 years old (50%) and have lived in Waupun for more than 10 years (84%). Twenty-one respondents own a downtown business and/or property. Some highlights from the survey are summarized below.

When asked what aspects of the downtown needs improvement, the top three responses were streetscape (88% responded with at least some improvement and 50% desiring major to dramatic improvement), landscaping/green spaces (87% and 47%, respectively), and public gathering space (82% and 47%, respectively). Looking at the current streetscape, the majority of respondents were interested in the following improvements to the downtown streetscape: amount of trees/greenery (74%), planters (54%), and benches (51%).

A series of streetscapes were shown with respondents identifying aspects they liked and would like incorporated in the downtown Waupun streetscape, as shown below.



Planters/Trees/Landscaping 59%
Sidewalk Paving/Bumpouts 49%
Trash/Recycling Receptacles 39%



Planters/Trees/Landscaping 76%
Benches/Seating 73%
Decorative Clock Feature 58%



Planters/Trees/Landscaping 80%
Decorative Bollards 52%
Sidewalk Paving/Bumpouts 41%

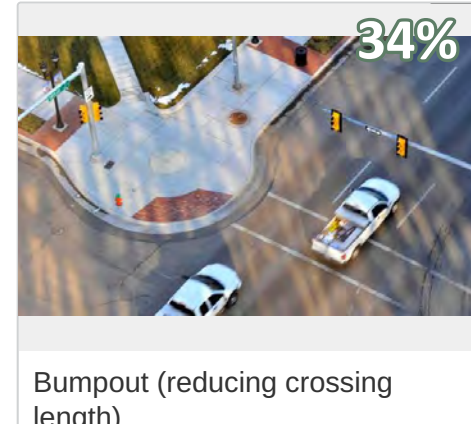
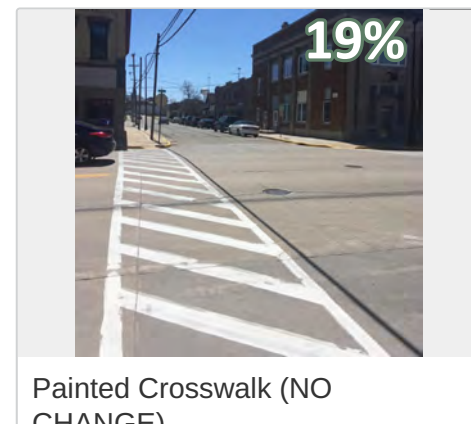
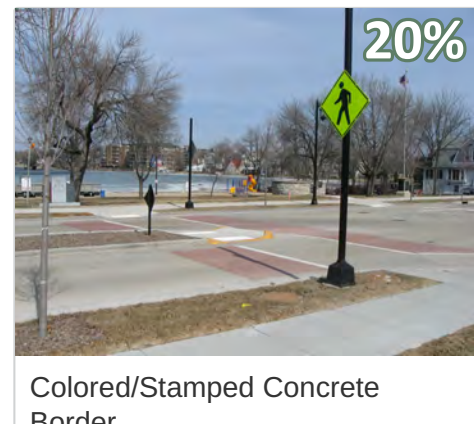
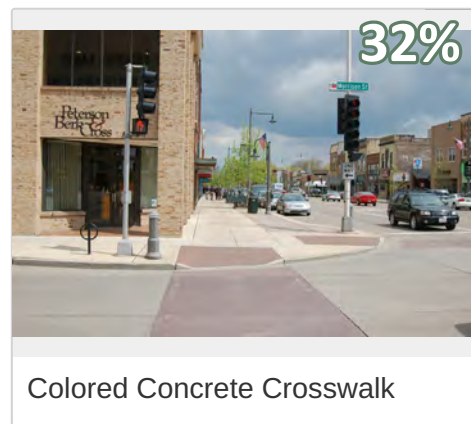
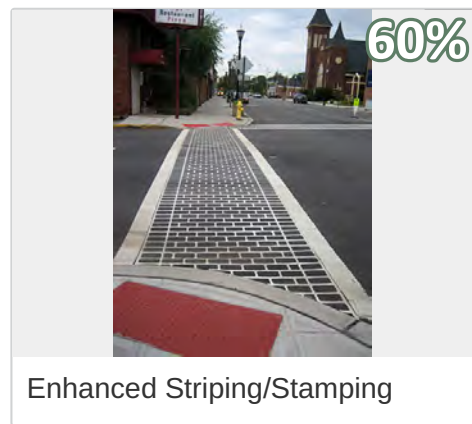


Planters/Trees/Landscaping 67%
Trash/Recycling Receptacles 64%
Benches/Seating 61%



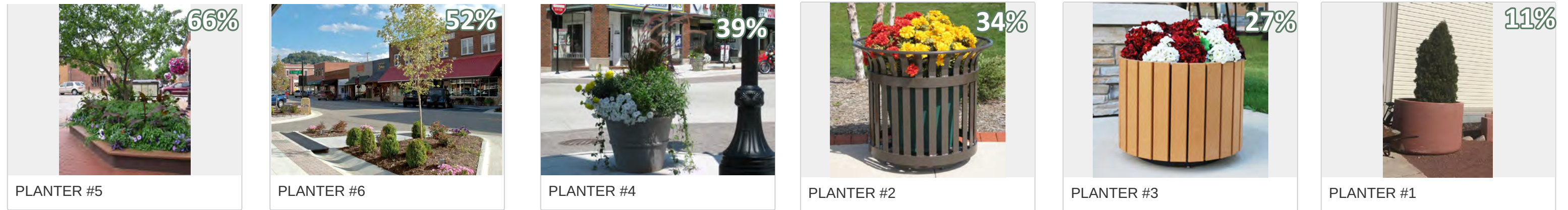
Planters/Trees/Landscaping 69%
Benches/Seating 53%
Trash/Recycling Receptacles 49%

The survey asked which crosswalk enhancements would improve safety in downtown based on a series of images. The percent of respondents who were interested in each enhancement is shown below. The survey also asked respondents to rank each enhancement in order of interest. The images have been organized below based on the overall ranking with “enhanced striping/stamping” coming as the top choice.

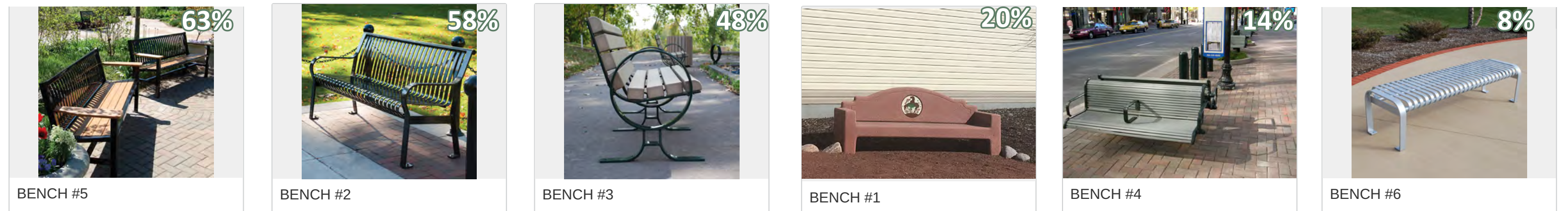


DESIGN PREFERENCE SURVEY (cont.)

The survey asked which planters would improve aesthetics in downtown based on a series of images. The percent of respondents who were interested in each planter is shown below. The survey also asked respondents to rank each planter in order of interest. The images have been organized below based on the overall ranking with "Planter 5 - Raised Ground Planter" coming as the top choice.



The survey asked which benches would improve aesthetics in downtown based on a series of images. The percent of respondents who were interested in each bench is shown below. The survey also asked respondents to rank each bench in order of interest. The images have been organized below based on the overall ranking with "Bench #5" coming as the top choice.



The survey provided for an open-ended response for additional input regarding the downtown streetscape. The list below summarizes those responses.

- More greenery (and shade) / More Trees
- Need to repair the roads first
- More art, murals, etc.
- Like hanging baskets on lamp posts (like Princeton and Portage)
- Use this money to incentivize new businesses instead of streetscaping
- Need for a gathering place
- Design streetscape with small town and historic district in mind.
- Easy maintenance
- Bring color to the landscape
- Keep it simple but elegant
- Better parking options needed
- If possible to high curbs or obstructions adjacent to handicap parking
- Not needed

PARKING EVALUATION

The availability of parking can leave a lasting impression on how people view, or how often they visit a downtown. Convenient parking is considered a sign of welcome. Parking that is difficult to find, inadequate, or inconvenient will frustrate users and can make people reluctant to visit a particular location. In order to understand the existing parking conditions within Downtown Waupun, a parking study was conducted. The purpose of this study was to observe current utilization of existing parking spaces within the Downtown to assess potential impacts should the City elect to make street improvements that may reduce the total parking network (e.g., bumpouts, remove spaces adjacent to intersections, etc.).

Methodology

The occupancy of parking spaces was documented by observing the number of occupied parking spaces during what is considered the peak period for parking demand within the planning area. This peak period was determined to be on weekdays during normal business hours. To minimize the impact of weather and seasonal variation, occupancy observations were conducted during fine weather conditions. Although parking occupancy observations were conducted during weekday peak periods, it should be acknowledged that other land uses have different peak parking times (see table below). For example, a block with a popular bar may experience a peak parking period during Friday or Saturday evenings, when the rest of the planning area has relatively low occupancy rates.

Parking occupancy refers to the accumulation of parking over the course of the day. Occupancy during peak periods is the primary measure of parking usage and the need for additional parking. Occupancy rates at or close to 100 percent are generally considered undesirable because motorists must hunt for available parking and/or may be tempted to park illegally or not stop at all. Thus when evaluating parking the “effective” supply is preferred to full supply. The effective supply is the maximum number of parking spaces that can realistically be used within a given district. An effective supply “cushion” can help to protect against the inevitable loss of spaces resulting from temporary disturbances such as construction, mis-parked cars, etc. Parking supply is considered “effective” when approximately 80% of the parking spaces are occupied.

Weekday	Evening	Weekend
Banks and public services	Auditoriums	Religious institutions
Professional offices	Bars and meeting halls	Parks
Park and ride facilities	Hotels	Shops and malls
Schools, daycare centers	Restaurants	
Factories/distribution centers	Theaters	

Source: Victorian Transport Policy Institute 2007: Parking Management Strategies, Evaluation and Planning

PARKING NETWORK SUMMARY MAP



Inventory

Based on a count of marked and unmarked parking spaces, the Downtown Core can potentially park up to **896** vehicles at one time (i.e., 480 public spaces (224 on-street and 257 off-street) and 415 private off-street spaces). See the map above and table on the right for detailed breakdown.

There is no overnight on-street parking restriction, however, there is a two hour parking limit between 8:00 a.m. - 6:00 p.m. (except on Sundays and holidays). Municipal parking lots have no hourly time limit posted, but there is a 12-hour limit imposed per ordinance. During winter months (December-March), there is no parking from 2:00 a.m. and 6:00 am in municipal lots. Private off-street lots in general do not have posted time restrictions. One exception is the Wells Fargo Lot restricts parking from 1:00 a.m. and 6:00 a.m.

MSA, with the assistance of City staff, conducted four occupancy surveys between April 25th and June 8th. Results are shown in the table on the right and in the maps on the next page.

PARKING NETWORK DETAILED SUMMARY

Block	On-Street	Off-Street		Total Spaces	% Occupied			
		Public	Private		25-Apr	4-Jun	7-Jun	8-Jun
A	4	82	0	86	21%	17%	9%	52%
B	16	0	41	57	25%	25%	23%	32%
C	19	16	46	81	28%	25%	28%	25%
D	17	38	11	66	24%	29%	30%	30%
E	48	24	81	153	17%	25%	25%	18%
F	19	0	97	116	39%	44%	49%	46%
G	13	0	37	50	58%	62%	62%	66%
H	29	44	18	91	30%	24%	30%	26%
I	18	39	23	80	75%	54%	51%	33%
J	19	14	14	47	49%	38%	36%	51%
K	14	0	40	54	52%	46%	35%	30%
L	8	0	7	15	87%	67%	120%	113%
TOTAL	224	257	415	896	37%	34%	35%	36%

PARKING EVALUATION (cont.)

PARKING OCCUPANCY SURVEY #1 (Wednesday, April 25, 2018 - 12:30pm-2pm)

328 Spaces Occupied (37%)



PARKING OCCUPANCY SURVEY #3 (Thursday, June 7, 2018 - 4pm-5pm)

312 Spaces Occupied (35%)



PARKING OCCUPANCY SURVEY #2 (Monday, June 4, 2018: 11:30am-12:30pm)

307 Spaces Occupied (34%)



PARKING OCCUPANCY SURVEY #4 (Thursday, June 7, 2018 - 8am-9am)

326 Spaces Occupied (36%)



PARKING EVALUATION (cont.)

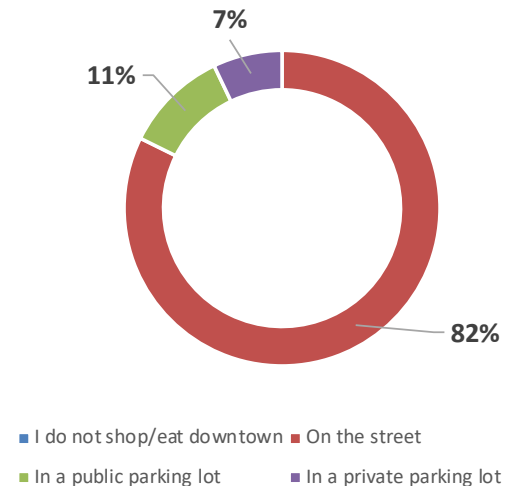
Online Survey Results

A design preference survey was conducted online at the beginning of this planning process that included questions regarding downtown parking conditions. The results are as follows:

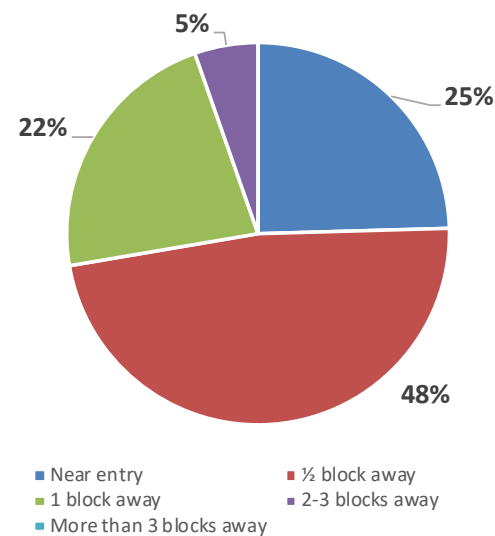
- Eight-two percent (82%) of the respondents stated they typically park on the street when shopping downtown, with eleven percent (11%) parking in public lots and seven percent (7%) in private lots.
- Ninety-five percent (95%) of the respondents park within a block from their non-work destinations with twenty-five percent (25%) parking near the building entry. Only five percent (5%) of the respondents state they typically park 2-3 blocks away.

Survey Results

Typically where do you park?



How far do you typically have to park from your non-work downtown destination?



Parking Evaluation Results

Parking supply is not the issue within downtown Waupun, as only 34-37% of the spaces were occupied at one time based on four parking occupancy surveys (see pages 2-3 for more details). The elevated parking occupancy in Blocks "G" and "L" were due to parking storage for Pete's Auto Repair & Sales (Block G) and limited parking at the Shell Station (Block L). All other blocks were fifty percent (50%) or less parked during the surveys. The online survey responses reinforced the lack of parking concern in the downtown with ninety-five percent (95%) of respondents typically parking within a block of their destination (and 25% of which park in front of the building entry).

Parking Strategies

As stated above, there is no current parking issue in the downtown; however, should parking become a more pressing concern the following strategies may be considered to minimize its impact on functionality of the downtown.

Parking Strategy 1: Revise Parking Restrictions

The use of parking restrictions can alter where and how long people park. Blocks with high demand should require more stringent parking limits, while areas with little to no demand should be less stringent or even unrestricted. Currently in the downtown there is a 2-hr parking limit on almost all downtown streets.

Recommendation: Consider either removing parking restrictions, or increase the time limit to 4hrs, on side streets, Franklin Street, and/or Jefferson Street.

Parking Strategy 2: Improved Parking Signage

Public parking should be easy to find and easily understood. Currently there is a lack of signage directing travelers to existing parking lots.



Recommendation: Consider either standard "blue and white signs (with a large "P")", or a distinctive structure or sign, guiding visitors/employees to the public lots.

Parking Strategy 3: Ongoing Employee Education

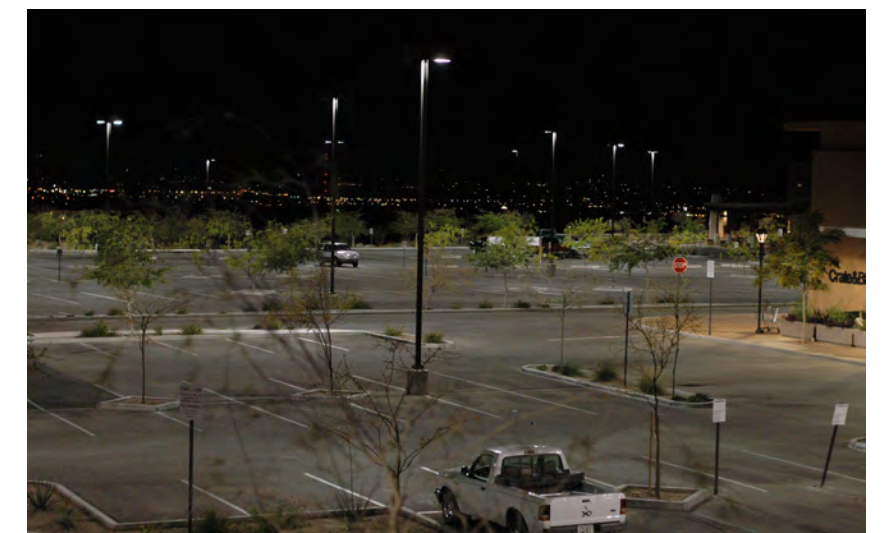
These strategies will be hard to implement if employees and employers do not park in designated areas away from the front door, which should be left for the consumers. This is especially important on the Main Street.

Employee turnover necessitates an educational effort on a regular schedule (semi-annual preferred) to identify the most appropriate places for employees to park.

Recommendation: Provide flyers and pamphlets to downtown businesses that can be distributed to their employees educating them on places to park within the downtown.

Other Strategies:

- ▶ **Provide Short Term Parking** - Bakery, coffee shops, florists, and markets all have customers that want to get in and out quickly, so short term spaces can allow for continuous turnover. However, this change should be made only in consultation with business owners to confirm interest.
- ▶ **Use Parking Areas Efficiently** - As fuel efficiency has become a priority, many people are driving cars less than 16 feet in length. Look for opportunities to gain additional spaces by designating some rows for compact cars only. These spaces are also appropriate for most electric vehicles. The provision of public charging stations (or utilities to accommodate future installation) should be considered when building new parking lots or structures.
- ▶ **Ensure Nighttime Safety** - All downtown users should feel safe walking to or from their cars after dark. Adequate lighting should be provided along pedestrian routes, especially near parking lots. New lighting should be full cut-off, dark-sky compliant, to eliminate unnecessary glare.



PARK & REDEVELOPMENT CONCEPTS

A downtown gathering space has been discussed for several years, including in three recent planning efforts (i.e., Downtown Visioning Workshop, Comprehensive Outdoor Recreation Plan - CORP, and Comprehensive Plan). Currently there are no gathering/park space within the downtown, and survey results during this process suggest such space is desired (see page 2-3 for more details). Establishing a park along Main Street will create a gathering space that can be a focal point for the downtown. If sized appropriately, it can provide a space for downtown community festivals and private/public events that will draw from the region. Thus, providing a major destination in the downtown that will enliven the downtown, increasing customer, resident, and visitor activity.

As noted in the City's CORP, there are vacant City-owned lots in the downtown that could provide for a downtown pocket park and potentially a Farmers Market location. The two City-owned lots are separated by a single-story commercial property (i.e., Rock Shop building) that is currently up for sale. The building itself is in need of major improvements to meet current standards. Should this property remain it is likely best to consider infill development for the larger City-owned lot (west of the Rock Shop) and keeping the pass-through parklet (east of the Rock Shop) as a mid-block connection between the parking lot and Main Street.

In the short-term, the City should consider utilizing the larger open space for a temporary "pop up" park space that can be used for general relaxation, art installations, and/or small events (e.g., movie night, small music gathering, beergarten, food truck spot, etc.). This could be a low cost option to validate the need, desire and interest in a downtown gathering and activity space. Some improvements that can be incorporated to establish a pop-up park, include the following:

- Use existing planters to provide greenery, especially the larger planters with small trees. Potentially paint them to match the new street furniture planned for the Main Street corridor.
- Add flower beds - potentially along the building foundations.
- Add stringed lights over the space.
- Paint a "movie screen" and/or mural on the side of 409 E Main Street (mural on wood affixed to the facade).
- Add seating (such as picnic tables) and trash receptacles.

Another opportunity to validate a downtown gathering space would be to host a live band event (or series) using Main Street or S. Mill Street inclusive of surface parking lot behind 12 S. Madison Street.



Art Installation



String Lights between buildings and along roof edge



Movie Night



Temporary "Pop Up" Park Space in Downtown Wisconsin Dells, WI (includes planters with trees, string lights, variety of moveable seats, pop-up tents, etc.)



Biergarten in Madison, WI (includes picnic tables, string lights, kids sandbox, cornhole, etc.)

PARK & REDEVELOPMENT CONCEPTS (cont.)

Should all three lots be combined (i.e., the City-owned lots and the Rock Shop), a greater redevelopment project would be possible. The next several pages summarize the redevelopment exercises undertaken during this planning process to evaluate potential opportunities for new development and/or park/gathering space.

The images shown on the right provide the vision for a downtown park space that include amenities desired by the public - greenery, trees, benches, art, and entertainment. Also discussed by many were activities for youth, which could include an interactive water features (e.g., splash pad, interactive fountain, waterfall/stepping pond). Art and sculptures should be an integral part of the park gathering space to further Waupun's "City of Sculptures".

Pedestrian-scaled lighting and colored concrete walkways, also proposed on Main Street, should be considered for the park to make it feel like an extension of the downtown.

Overall Character



Stage



Paving



Landscaping



Canopy Seating



Ornamental Trees (crabapple shown)



Low maintenance plantings

Water



Interactive "Splash" Fountain

Art



Formal art placement



Bermed Lawn



Vegetated Wall



Raised Tree Planters



Interactive "Natural" Water Feature



Informal Interactive Placement

STREETSCAPE

A major step in revitalizing the downtown is to make public improvements that show residents and business owners that the City is taking the initiative in revitalizing the area. These improvements also help to create a district identity for the downtown, which separates it from other areas within Waupun. A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right of way in a cohesive manner. There is no single component that will meet the preceding goals, but a balanced mix of these components can lead to a successful revitalization of the downtown. Guidelines in this section are intended to assist in the design and reconstruction of streets.

Pedestrian Environment

Commercial areas that are “friendly” to both vehicles and pedestrians have proven to be highly successful. This is even more apparent in downtown districts, as foot traffic is just as important as vehicle traffic. In general, a “friendly” street has features that provide **safety**, **comfort**, and **mobility**. Examples of these features are described and illustrated on this page.

SAFETY

1) Good sight distance

- Limit obstructions at crossings (newspaper/advertising & electrical boxes, over-grown vegetation, etc.)



2) Separation & buffering from other modes of travel

- Wide sidewalks
- Parking areas
- Sidewalk terrace
- Limit curb-cuts



3) Pedestrian visibility

- Adequate lighting



4) Adequate height clearance

- Well maintained landscaping
- Adequate Awning heights



5) Limit crossing distances

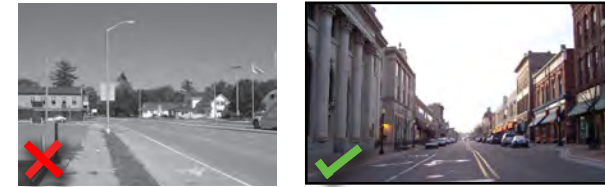
- Provide bump outs
- Reduce corner radii
- Provide medians at ped. crossings



COMFORT

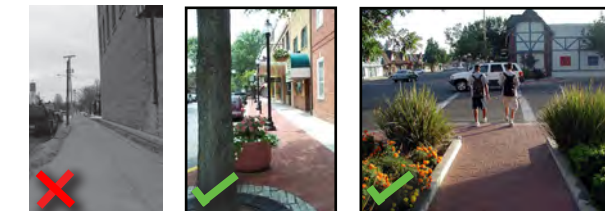
1) At human scale

- Establish a 1:3-1:2 street width to building height ratio



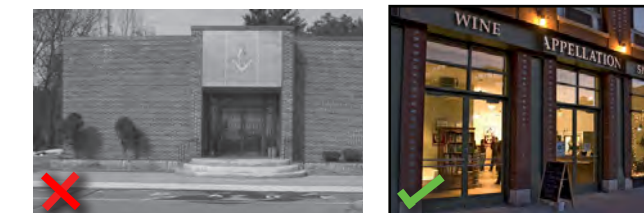
2) Soften the urban hardscape

- Add planters, street trees, landscaped spaces, etc.



3) Buildings designed w/ pedestrian-friendly features

- Awnings, large and clear windows on the ground-floor, building entrances, view of products/activities, etc.



4) Limit automobile/truck traffic issues

- Lower vehicle speed limits
- Provide traffic calming devices



5) Provide pedestrian amenities

- Add benches, table and chairs, bike racks, etc.



6) Well-maintained infrastructure

- Well-maintained sidewalks, streets, street fixtures, and street trees



MOBILITY

1) Clear path

- No obstructions within areas of travel



2) Accessible to all citizens

- ADA-compliant sidewalks and building entrances



3) Clear connections

- Pedestrian pathways to building entrances



STREETSCAPE (cont.)

General Guidelines

The following section provides a series of general guidelines to address streetscaping issues within the planning area. These principles are based on the best practices described in the preceding page. The City will consult these recommendations prior to reconstruction of the public right-of-way or other streetscaping improvement projects. See the Concept Plan section for more specific recommendations.

Street Furniture

- ▶ Develop uniform style/colors for streetscape furniture that complements City brand, existing/planned street lights, etc. Remove all street furniture that does not follow this design theme.
- ▶ Maintain a 6-foot clear path zone when placing street furniture.
- ▶ Provide at least four benches per block (ideally, two per side of the street). Bolt them to pavement to prevent vandalism.
- ▶ Provide a trash/recycling receptacles at high-volumed pedestrian crosswalks. Ideally, one per block rotating sides by block (e.g., one on south side on Block 100 and one on north side on Block 200 and so on).
- ▶ Until at-grade planters are built, place a minimum of three planter per side per block.
- ▶ Place bike racks at major destinations and near large parking lots. Ideally a minimum of one bike rack on every other block. Bike racks shall be placed to not interfere with the six-foot clear path with a bike locked to the rack. The ideal locations are along the street edge and facing parallel to the street.



Landscaping / Street Trees

- ▶ Provide a cohesive planting policy and select trees based upon the tree's characteristics of growth, durability, branching habit, visual appeal, and maintenance requirements. *Ornamental trees to consider include: Crabapple, Japanese Lilac, and Thornless Hawthorne. Shade trees on consider include: Skyline Honeylocust, Linden, Gingko, and Hackberry.*
- ▶ No pavement around a 6-foot radii of tree trunks to allow for growth. In most cases, trees will be installed in an at-grade planting area, but in tighter walkway conditions (less than 6-foot clear path) tree grates shall be used.
- ▶ To minimize groundcover/mulch overflowing onto sidewalk/street, the terrace at-grade planting shall be at least one foot from curb face (infill with concrete/brick), and the dirt/mulch level shall be established below the sidewalk grade (at least one inch).
- ▶ Maintain a 7-foot height clearance within the clear path zone. Prune trees that impede this zone.
- ▶ Create a seasonal planting program that prescribes procedures for locating, installing, and maintaining seasonal color plantings in at-grade planting beds, raised planters, etc.



Signs / Poles

- ▶ Enhance the existing street sign system and make it consistent throughout downtown.
- ▶ Provide unique street identifiers within the downtown. Incorporate decorative street signs throughout downtown.
- ▶ Consider providing information kiosks/map at key locations, identifying significant destinations within the downtown.
- ▶ At historic destination provide a plaque, or informational kiosk, denoting its historical significance and history.



Streets

- ▶ Reduce/modify the number of existing service driveways by eliminating duplication and providing shared service access.
- ▶ On streets with high traffic volumes or high speeds, the City will reconstruct with bicycle lane (min. 4 feet) or auxiliary lanes (minimum of 2.5 feet) for bicycle use, where space is available. Prohibit bicycle use on downtown sidewalks.
- ▶ Reduce corner radii (or provide bump-outs)
- ▶ Clearly mark crosswalks by using a solid white border or by providing a colored concrete border. Align crosswalks with sidewalks to clarify movement patterns.
- ▶ Discourage or eliminate mid-block curb-cuts to reduce auto/pedestrian conflicts.



Sidewalks

- ▶ Maintain a minimum of six feet of clear path. Refrain from placing fire hydrants, light and electrical poles, traffic lights, signs, bike racks, benches, etc. in the clear path zone.
- ▶ Clear snow to allow safe walking on the sidewalks and access to parked cars.

Lights

- ▶ Replace remaining "cobra" lighting with decorative light fixtures similar to the existing fixtures already within portions of the downtown. Consider upgrading all lights to higher-quality poles and LED light fixtures.
- ▶ Consider shorter pedestrian-level lighting in the middle of blocks (with taller lights at intersections).

Miscellaneous

- ▶ Provide a landscaping buffer between parking lots and sidewalks. Ideally, the buffer will be a minimum of 4 feet to allow for ample room to plant shrubs/flowers/etc.
- ▶ If a crossing is signalized, an accessible pedestrian-actuated signal device should be provided.
- ▶ Bury telephone and electrical wires.

STREETSCAPE (cont.)

Character Images

The images shown on the right provide the vision for a downtown streetscape that include amenities desired by the public per feedback from the streetscape survey conducted during this process and through previous public outreach efforts (see Pages 1-3). A brief summary of some of the major components within the streetscape design (shown on Pages 16-19) are provided below.

- » **Decorative Paving:** There are opportunities to create a design theme that makes the downtown streetscape unique from the rest of Waupun, as well as from other communities. Part of this theme is to incorporate gray stained concrete in sidewalk terraces and crosswalks. The use of gray has a “retro” feel and is not found in many downtown streetscapes. Decorative scoring (in the concrete) and/or use of aggregate mix can add to the uniqueness.
- » **Greenery & Landscape Buffers:** The inclusion of trees and other landscaping elements was noted as the greatest need in the downtown streetscape. Long term it is recommended that sidewalks expand (and bumpouts are incorporated) to accommodate at-grade planting areas with street trees. In the short term, there are few locations that could be enhanced to provide 3-foot shrubs/flower beds. Another short-term opportunity is to focus on improving conditions behind the sidewalk - in particular, parking areas butting up against the sidewalk. There are several locations identified in the Streetscape Design Detail (and listed in the Phasing Plan) of this document that could use a landscape buffer, including in front of the Municipal Safety Building, Jud-Sons Bowling Alley lot, and Mill Street Public Parking Lot.
- » **Bumpouts:** Long term the inclusion of bumpouts at intersections will help to make it safer for pedestrians (i.e., reduce crossing distance and reduces vehicle speeding through narrowing the road), and provide the necessary space to provide street trees/plantings, street furniture, and artwork.
- » **Street Lighting:** As shown in Appendix A, there are currently three pole types (standard, decorative arm, decorative post-up) and two colors (black and brown) being used in the downtown. Recommendation is to extend the primary color and style to the remaining poles (i.e., brown with decorative arm) to establish a consistent theme both on Main Street and on downtown cross streets. The City should consider using shorter poles (i.e., 16/18 foot) on cross streets and possibly on Franklin, Jefferson and Brown Streets. The current poles are roughly 25 feet tall and are spaced 110-125 feet apart. If Main Street were to get completely reconstructed, the City could consider increasing the number of light locations (reducing spacing) to allow for mid-block light poles at the lower height while maintaining taller poles at intersections. Should short poles get installed, the City could consider post-up lights with historic character (example on the lower left in the above character images).
- » **Artwork & Murals:** Art, murals and sculptures should be an integral part of the streetscape to further Waupun’s “City of Sculptures”. Art pieces can be incorporated in at-grade planters and in open sidewalk terrace areas (with a minimum of 2-3 feet clearance around the art piece). Murals painted on, or affixed to, buildings can improve large blank walls, as well as share the history of Waupun. It is envisioned that these would be locally completed works and could be rotated dependent on availability and funding. Potentially the City could work with the school district to develop some pieces as a school project.

Bumpouts



Sidewalk Character - Bumpout with border shape and (gray) color and planting bed

Sidewalks / Crosswalks



Stained (dark gray) concrete in walk w/ white striping



Planting features and mid-block crossings (optional)



Decorative paving - aggregate / standard mix

Landscaping



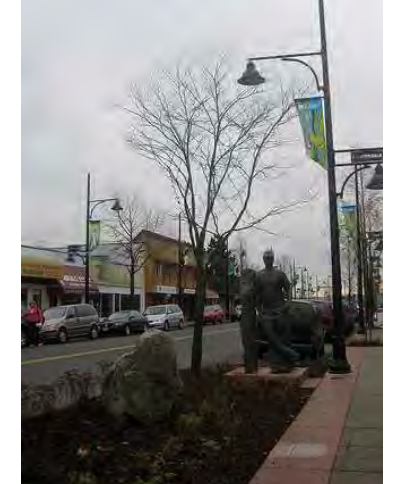
Low maintenance prairie-style plantings, plus street “canopy” trees (plantings bed slightly lower than sidewalk)



Annual planting beds in narrow conditions (2.5-4 feet) - optional



Ornamental Trees (crabapple shown in image)



Sculptures in Terrace/Planting Beds



Historic Clock



Landscape Buffer (in front of parking)



Mural affixed to a building

STREETSCAPE (cont.)

Street Furniture

The proposed street furniture for the downtown were selected from Thomas Steele catalog. See the Streetscape Details on pages 16-19 for specific locations of street furniture along Main Street. Should additional streets in the downtown require reconstruction, the City should consider using the same street furniture palette shown here to maintain a cohesive downtown streetscape.

DESIGN: It is recommended all street furniture use a consistent color scheme throughout the corridor. As recommended (on the right), the benches will be Patina Green (or Forest Green) with accent Ipe (for bench seats, bench arms, and boards on trash/recycling receptacles). The Ipe wood accent will initially have a olive-brown color, but will weather to a silver gray (see example in the lower right). *This color palette matches the City's new brand, fits the existing brown colored light poles, and will blend well with the proposed gray decorative paving in the corridor.*

The City will continue to use the branded A-frame bike racks presently found in the downtown. Future purchases of these bike racks should ideally be similar in color to the other street furniture pieces. Those already installed should be refinished to match the color scheme, or should be moved to a less prominent location off of Main Street (e.g., parking lot, municipal building, other portions of the City). *If the existing bike racks remain in the corridor, consider moving them to be functional along the sidewalk, as current locations would not allow safe travel for pedestrians should a bike be locked to it. See the general guidelines on Page 12.*

Site Furnishing - Thomas Steele

Livingston - 5' Bench (LVB-5)



(shown: 'Black' frame with 'Cedar' recycled plastic seat and arms)

Frame Available in:	Seat Available in:	Cost: (per material)
Powder Coated Steel	Ipe	\$1,269
	'Accoya'	\$1,369
	Recycled Plastic	\$1,209

ITEM DETAILS

Dimensions: 66" x 33" x 24"
Metal Finish: Powder Coated Steel
Seat Material: Ipe
Paint Color: Patina Green Ral 6000
Custom Back: \$300 upcharge

Gramercy Planter w/ Boards (GRPB)



Cost: \$1,089 (w/o boards: \$599)

Frame: Powdered Coated Steel
Boards: Ipe
Paint: Patina Green (possibly Grey or Gunmetal for Recycling Receptacles)
Size: 28" x 25"

Livingston - 5' Bench flat (LVF-5)



(shown: 'Lexington Green' frame with Ipe wood seat)

Frame Available in:	Seat Available in:	Cost: (per material)
Powder Coated Steel	Ipe	\$1,169
	'Accoya'	\$1,249
	Recycled Plastic	\$1,109

ITEM DETAILS

Dimensions: 66" x 18" x 19"
Metal Finish: Powder Coated Steel
Seat Material: Ipe
Paint Color: Patina Green Ral 6000



Ipe: (WI)

Pronounced "ee-pay," this olive-brown wood from South America weathers to a beautiful silver grey. Three times harder than oak, ipe is the perfect choice for outdoors, where it resists weather, heavy use and vandalism.

Gramercy Daul Receptacle (GRTR-32F-PST)



Cost: \$1,919

Frame: Powdered Coated Steel
Paint: Patina Green (possibly "Grey" or "Gunmetal" for Recycling Receptacles)
Receptacle Size: 32-Gallon

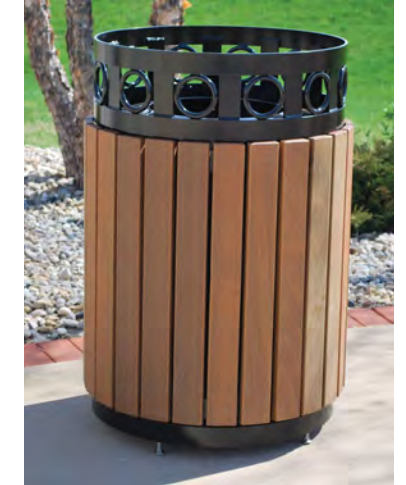
Lid Recommendation: Flat Lid (and Flat Recycle Lid)
Other: Labeling on Lids (Trash/Recycling)

Bike Racks - Leon Metal Work

Waupun Bike Rack - Existing (\$225)



Gramercy Receptacle w/ Boards (GRTRB-32)

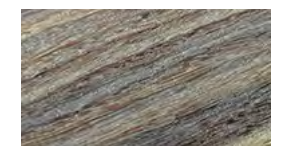
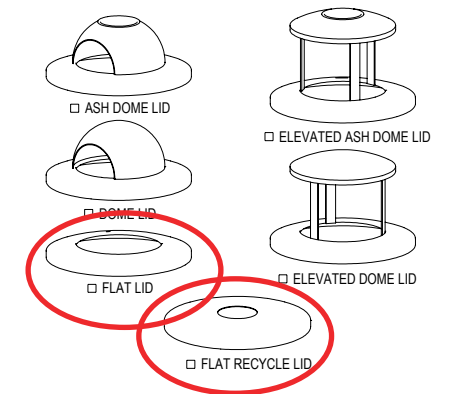


Cost: \$1,289

Frame: Powdered Coated Steel
Boards: Ipe
Paint: Patina Green (possibly Grey or Gunmetal for Recycling Receptacles)
Receptacle Size: 32-Gallon

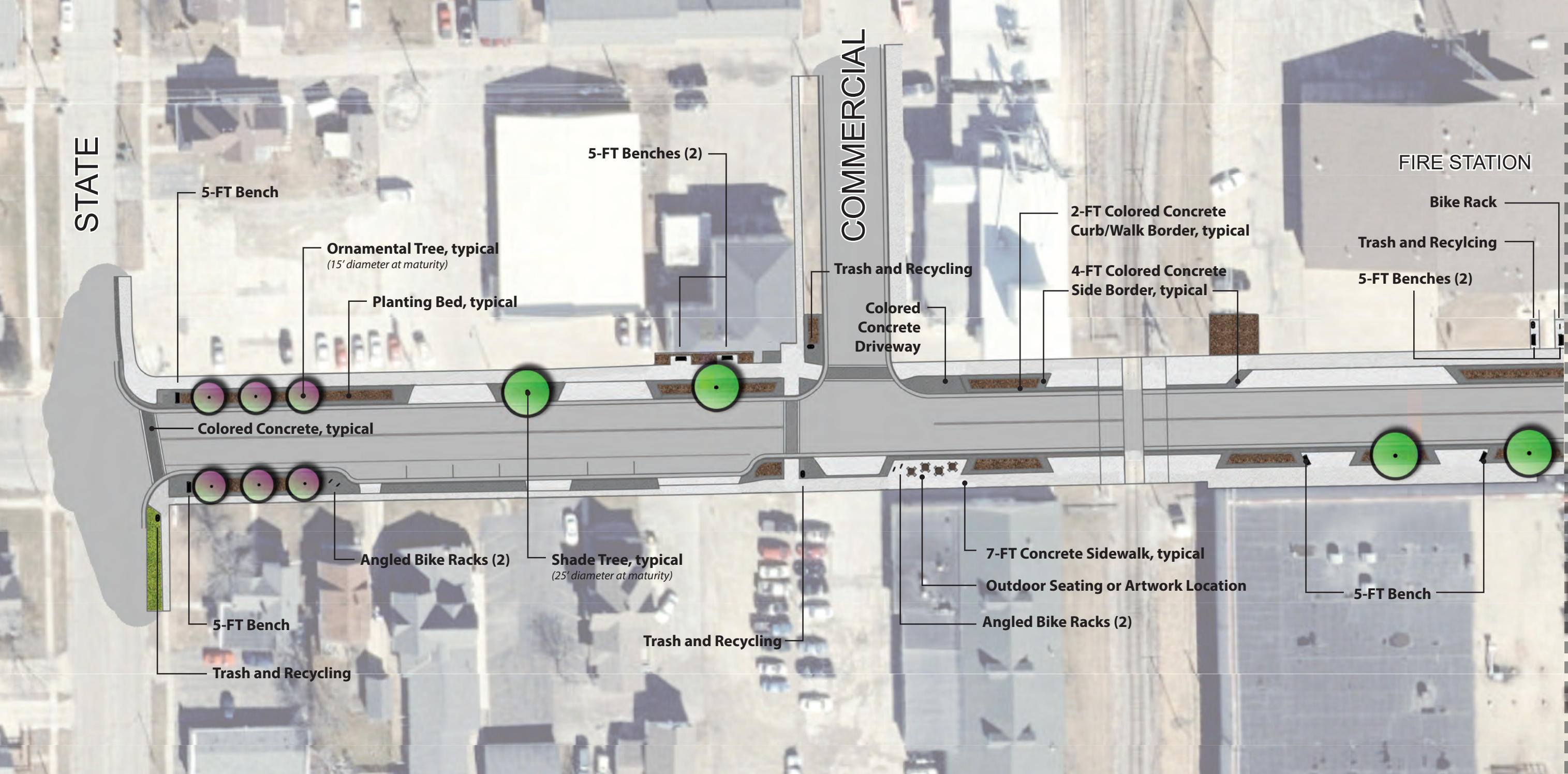
Lid Recommendation: Flat Lid (and Flat Recycle Lid)
Other: Labeling on Lids (Trash/Recycling)

Lid Options:



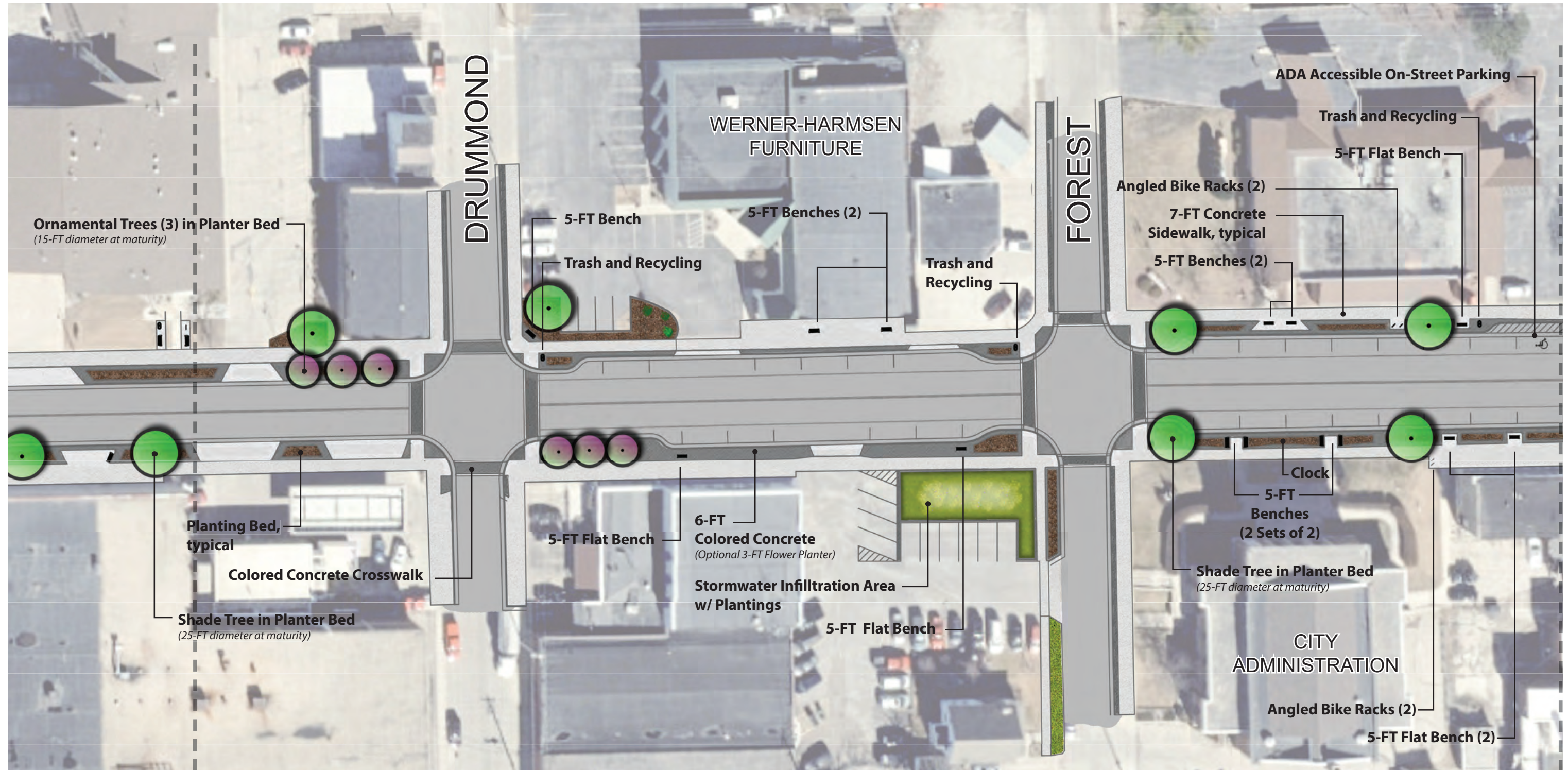
STREETSCAPE (cont.)

Design Detail – See Pages 16-19 for streetscape design intent and information regarding specific furniture items.



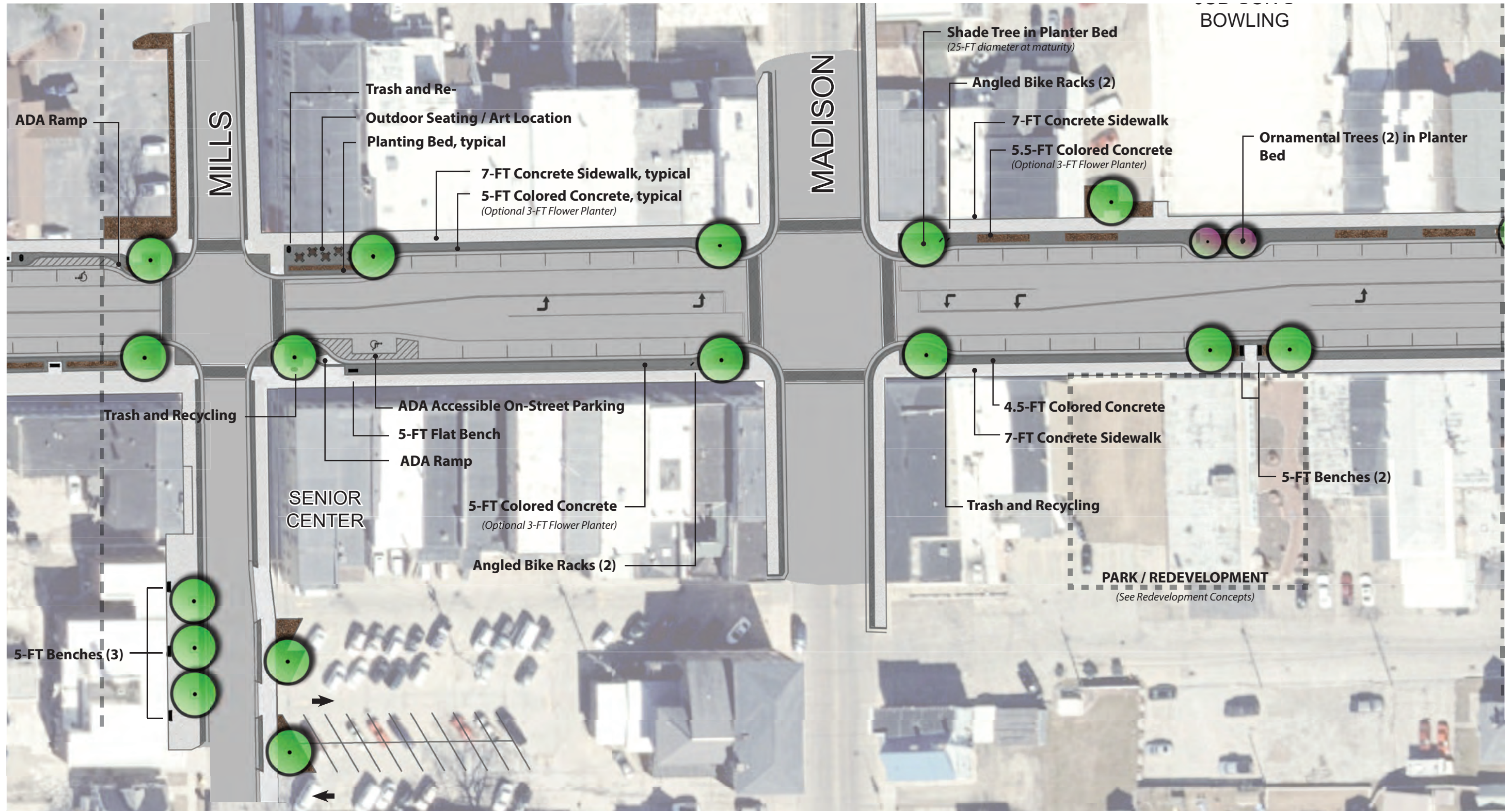
STREETSCAPE (cont.)

Design Detail – See Pages 16-19 for streetscape design intent and information regarding specific furniture items.



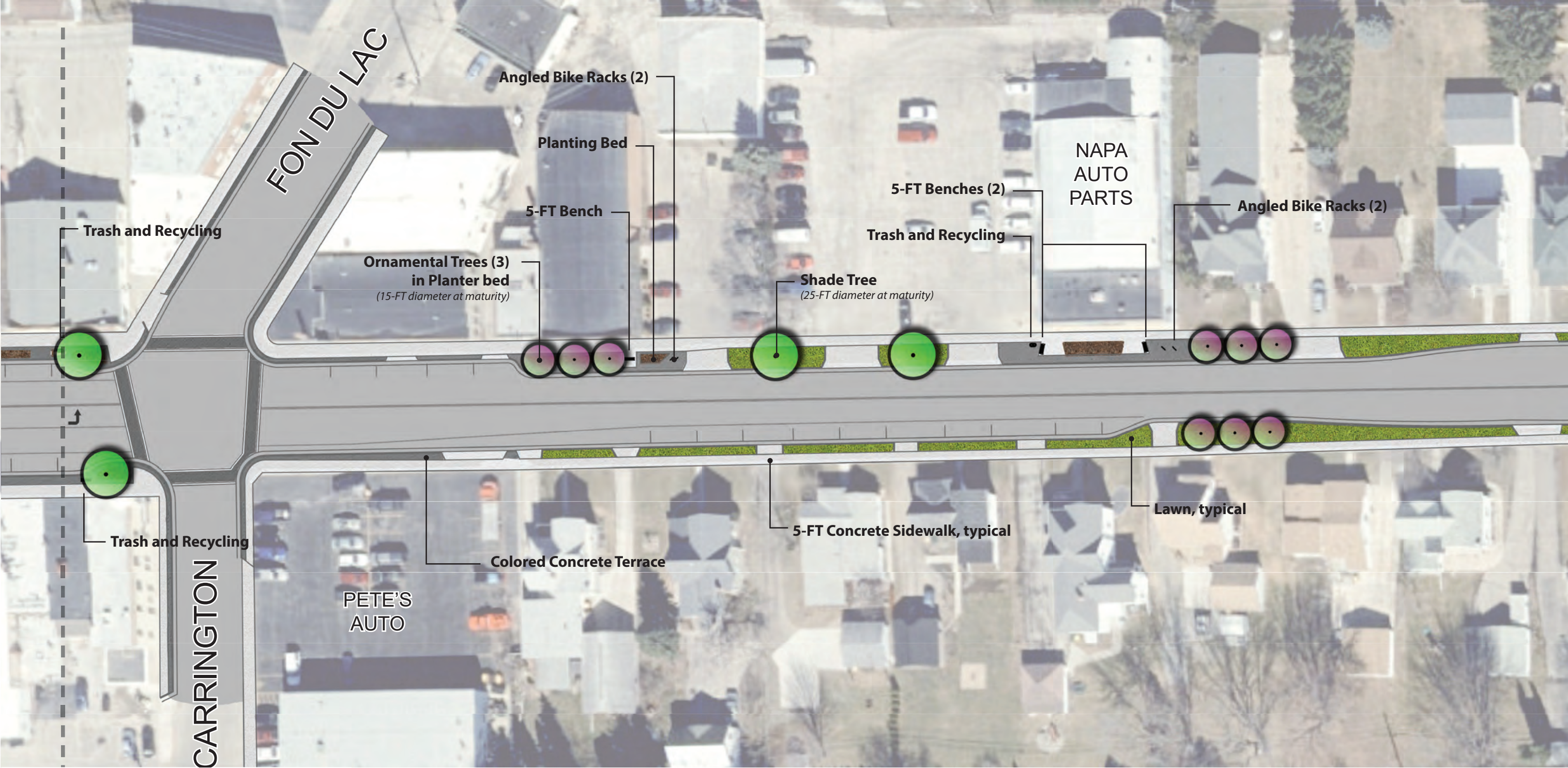
STREETSCAPE (cont.)

Design Detail - See Pages 16-19 for streetscape design intent and information regarding specific furniture items.



STREETSCAPE (cont.)

Design Detail - See Pages 16-19 for streetscape design intent and information regarding specific furniture items.



IMPLEMENTATION

Phasing Plan & Funding Strategies

This section outlines a recommended phasing plan for the public improvements to enhance the overall aesthetics of the Downtown. The installation of these projects would be most economical if completed at the time of a WisDOT road reconstruction project; however, Main Street is in good condition and is unlikely to need reconstruction in the foreseeable future. If the City wants to start working towards the vision in the near- to mid-term, some actions may need to be considered prior to road reconstruction taking advantage of current low interest rates and funding strategies outlined below. The phasing plan takes advantage of the current opportunities within the right-of-way following the streetscape guidelines outlined on Page 13 of this Plan. In some cases suggested improvements are within private property, which will require coordination and approval from individual property owners (via easement agreements). Appendix A provides a estimated cost for road infrastructure and amenities identified in this Plan.

- » **FS-1: Tax Incremental Financing (TIF).** The City’s existing TIF District (TID) #3 should be reviewed to determine long-range financial performance and their ability to contribute to downtown revitalization implementation strategies. TID amendment strategies would include adding additional downtown territory, adding projects within existing TID, consideration of adding “Act 57” projects within a ½ mile of existing TID (to cover streetscape improvements east of currently boundary), and potentially setting up donor TID(s) to further support downtown activities. Creation of new overlay TID may be considered for the downtown, especially as it relates to the redevelopment area reviewed during this process to extend the numbers of years to collect tax increment and pay for project costs..
- » **FS-2: Business Improvement District.** The majority of the downtown is in a Business Improvement District (BID), which has several goals including Downtown Beautification. The BID could help to finance annual maintenance of the downtown streetscape (e.g., landscaping area maintenance, sidewalk snow removal, etc.).
- » **FS-3: Streetscape Sponsorship Program.** This is a supplementary effort to offset the costs to implement streetscaping improvements. Brochures should be dispersed to residents and businesses providing the opportunity to sponsor a specific streetscaping element (e.g., bench, planter, tree, etc.) or provide to a general streetscaping project fund. Cost of sponsorship should cover the cost for a personalized plaque to memorialize the tax-deductible donation.
- » **FS-4: Viable Grant Programs.** There are limited, but viable grant programs to which the City could apply to help fund the projects identified in this plan. Appendix A lists programs that are most likely to award money to these projects and should be pursued to help move projects forward. It is important to note that grant opportunities should be considered and pursued very early in the design process for any project. Successful grant applications are dependent upon the fit of the project to the objectives of the funding program, and it is often possible to add features or uses to a project to improve its fit for the program. The City can seek grant funding on its own through the efforts of City staff, or it can contract with a grant specialist (individual or firm) to identify and qualify opportunities and prepare applications. It is imperative that the grant writer establish a dialogue with the designated contact for each viable grant program. The grant program contact will help qualify potential projects and will usually offer advice on how to improve the fit of the project to the goals of the program.

MAIN STREET IMPROVEMENTS	2019-2020	2021-2025	2026-2030	2031+
	Phase 1	Phase 2	Phase 3	Phase 4
State to Commercial				
North Side: Extend Sidewalk w/ planting beds, trees, and street furniture				
NW Corner of Commercial/Main: Add landscaping bed and receptacles				
12 W Main Street: Plantings and benches (improve building façade)				
South Side: Extend Sidewalk w/ planting beds, trees, and street furniture				
Commercial to Drummond				
North Side: Extend Sidewalk w/ planting beds, trees, and street furniture				
Fire/Police Station: Add benches, trash receptacles and bike rack(s) along front walk				
Fire/Police Station Parking Edge: Add landscaping and bench in front of parking adjacent to driveways near tracks & 24 E Main St (see concept)				
24 W Main Street: Improve stairs to shared ramp (improve bldg façade)				
South Side: Extend Sidewalk w/ planting beds, trees, and street furniture				
1-5 W Main Street: Add benches (2) along building façade, plus planters (2)				
20 E Main Street: Add planters (3) along building façade (possibly reusing Waupuns existing planters)				
Drummond to Forest				
North Side: Replace terrace with colored concrete (w/in existing curbline)				
North Side: Add bumpouts w/ planting beds				
116 W Main S: Add benches (2), planters (2), & combined receptacles				
116 W Main St: Remove driveway, revise parking, and add landscaping				
South Side: Add bumpouts w/ planting beds and trees				
105-111 E Main Street: Add planters (3), benches (2) and combo receptacles				
121 E Main Street: Reconfigure parking and add stormwater infiltration area				
Forest to Mills				
North Side: Extend Sidewalk w/ planting beds, trees, and street furniture				
210 E Main Street: Add benches (2/3) on back of curb working w/ bank. Possibly place in NE corner of Forest/Main, near walkway by ATM, and/or along building façade. All w/ in existing landscaping areas.				
121 E Main (NW corner of Mills/Main): Expand landscaping to corner and down Mill St. Add bench and combo receptacle				
South Side: Extend Sidewalk w/ planting beds, trees, and street furniture (could be done inconjunction w/ City Hall stair reconstruction project)				
Walkway between 215 E Main and City Hall: Add Bike racks (2)				
215-223 E Main Street: Add benches (2) along building façade & planters (2) in the terrace				

IMPLEMENTATION (cont.)

MAIN STREET IMPROVEMENTS	2019-2020	2021-2025	2026-2030	2031+
	Phase 1	Phase 2	Phase 3	Phase 4
Mills to Madison				
North Side: Build bumpouts w/ planting beds, trees, and street furniture				
North Side: Replace terrace with colored concrete (w/in existing curbline)				
North Side: Add planters (4) and combo receptacles in terrace & benches (3) along building facades				
South Side: Build bumpouts w/ planting beds, trees, and street furniture				
South Side: Replace terrace with colored concrete (w/in existing curbline)				
South Side: Add planters (4) and combo receptacles in terrace & benches (3) along building facades				
Madison to Fond Du Lac				
North Side: Build bumpouts w/ planting beds, trees, and street furniture				
North Side: Replace terrace with colored concrete (w/in existing curbline)				
North Side: Add planters (4) and combo receptacles in terrace & benches (3) along building facades				
416 E Main St: Add landscaping area w/ tree and bench between parking and sidewalk. Consider a brick kneewall. Consider building mural(s).				
South Side: Build bumpouts w/ planting beds, trees, and street furniture				
South Side: Replace terrace with colored concrete (w/in existing curbline)				
South Side: Add planters (4) and combo receptacles in terrace & benches (3) along building facades				
Fond Du Lac to Watertown				
North Side: Build sidewalk extension w/ planting beds, trees, and street furniture				
North Side: Add planters (3)				
South Side: Build sidewalk extension w/ planting beds, trees, and street furniture				
South Side: Add planters (2)				

OTHER IMPROVEMENTS	2019-2020	2021-2025	2026-2030	2031+
	Phase 1	Phase 2	Phase 3	Phase 4
Forest Street (south of Main Street)				
City Hall: Add bike racks (2) near entry walkway on Forest St				
East side: Replace terrace with colored concrete				
Mills Street (south of Main Street)				
12 S Mill Street (Food Pantry): Replace benches along building (3 total) and trash/recycling receptacles				
Parking (behind Senior Center): Improve parking edge w/ landscaping, bench and bike racks (2)				
12 S Mill Street (Food Pantry): Add street trees (3) in grates along curb edge w/ decorative terrace				
Mills Street (north of Main Street)				
West Side: Replace terrace w/ colored concrete w/ planters (3)				
East Side: Add planters (3) placed in terrace				
Fond Du Lac Street (north of Main Street)				
West Side: Replace terrace w/ colored concrete				
East Side: Replace terrace w/ colored concrete				
Redevelopment Area (400 Block of E Main Street)				
Evaluate the potential purchase of 417 E Main St. or market 413? E Main Street for multi-story mixed-use development.				
Develop a temporary park space in City-owned grass area between 409 E Main St and 417 E Main St. See Page 7 for more details.				
Should the full redevelopment area be under City control, develop permanent park space based around concepts on Pages 8-11.				
Wayfinding Signage				
Improve the parking signage (direction to lot and at the individual lots)				
Replace existing wayfinding signage w/ new brand				
Crosswalks				
Install decorative colored concrete in crosswalks throughout downtown (at the time of bumpouts or other curb improvements)				
Main / Fond Du Lac Intersection				
Work w/ WisDOT to consider traffic controls to improve the safety of this busy intersection w/ considerations of 4-way stop and/or traffic signal.				
Work w/ WisDOT to consider crosswalk improvements at this intersection, especially for the Main Street crosswalks. Traffic control (suggested above) should be part of the discussion to improve pedestrian safety w/ potential for other crossing improvements.				