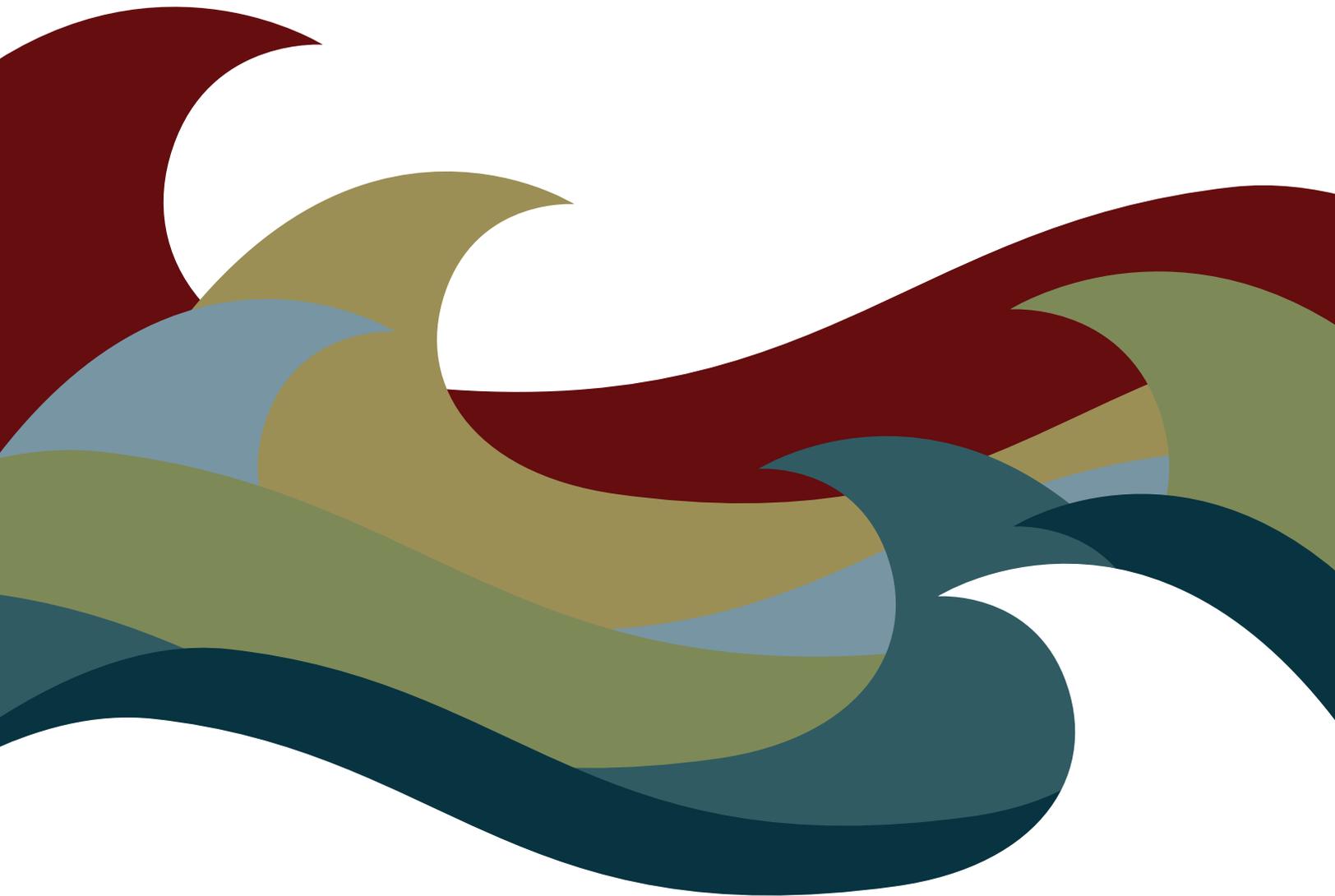


Re-Imagine. Re-Engage. Re-Connect.

# WAUPACA

## Riverfront Park Master Plan



ADOPTED: MAY 2018

# ACKNOWLEDGMENTS

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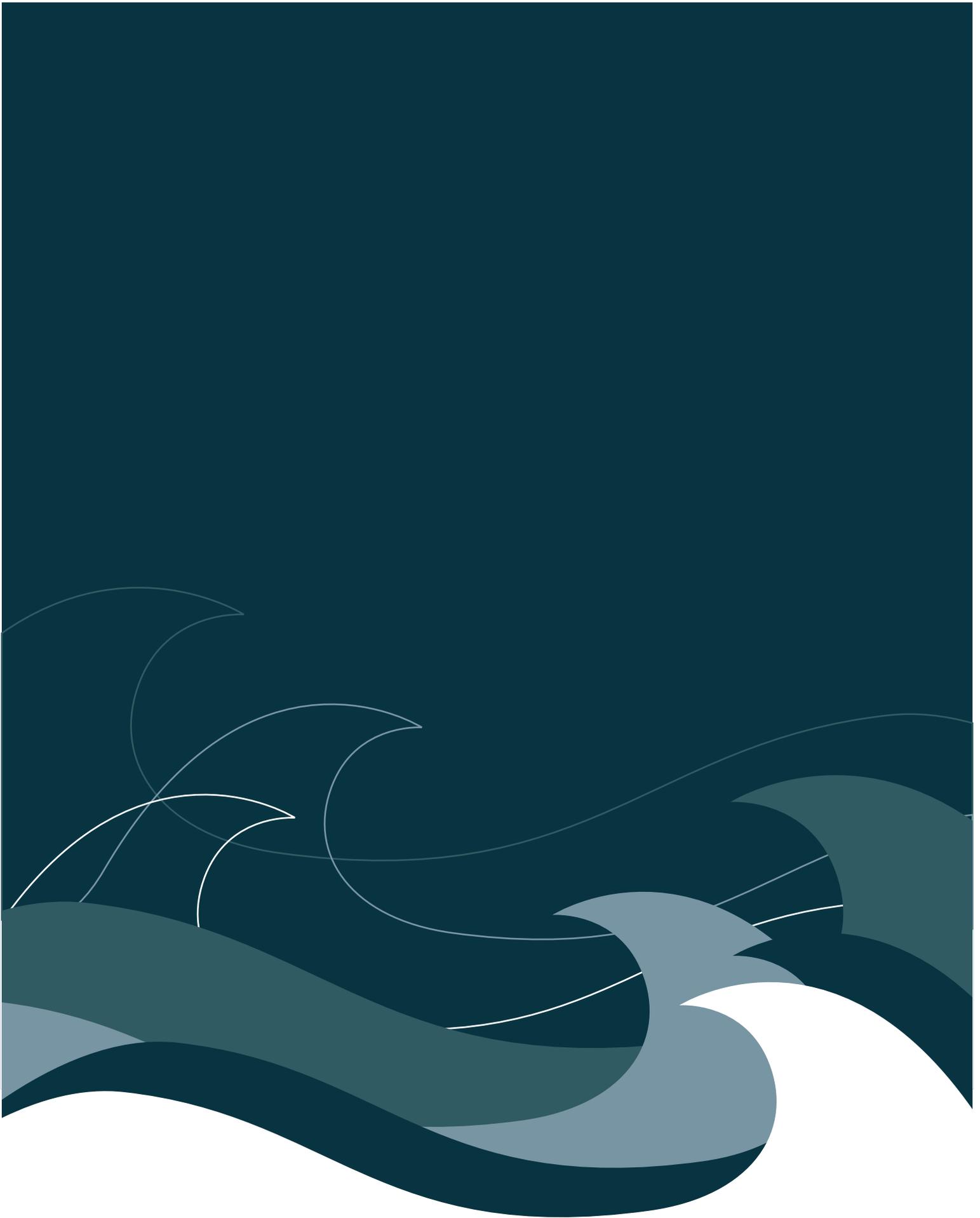
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# 1

## Introduction Overview

After a year-long planning effort to develop the Waupaca Downtown Plan, several areas were identified as key assets to the downtown core. The Waupaca River, flowing just to the east of downtown, is primed for new recreational uses and has the potential to bring economic growth and elevate community appearance.

## INTRODUCTION

The Waupaca river runs adjacent to the core of downtown Waupaca. Following the completion of the Downtown Plan in early 2017, the Waupaca River was identified as a short-term priority area for re-invigorating downtown. Serving as an extension of that planning effort, this document outlines strategies for the City of Waupaca to reconnect with the river.

The following “emerging themes” are the result of individual conversations with members of the Riverfront Park Master Plan Steering Committee held on August 9th 2017 at the Waupaca Parks and Recreation Center. The conversations were led by RDG Planning & Design and Waupaca Parks and Recreation to identify opportunities for improving the Rotary Riverview Park, Hidden Park and Rasmussen Park along the Waupaca River.

This was the first step in the project’s information gathering process, and helped define a strategic baseline for the future of Waupaca’s riverfront.

These are the resulting themes:

### THEMES

#### **Connect the Riverfront.**

Respondents often spoke to the need to better connect the Riverfront by trails, sidewalks, steps, and bridges to downtown and the surrounding community.

#### **Integrate the arts through partnerships.**

Waupaca is rich in the arts—respondents spoke to the opportunity to make provisions for performances, integrated art, and festivals to help create memorable experiences and a destination within the downtown.

#### **Aesthetics matter.**

Many people defined success as a cleaned-up river and park creating a backyard to Main Street.

#### **Visibility is key.**

Seeing the Riverfront from downtown and into park spaces is critical. Many people mentioned that they don’t go to the park because they do not see it or know what is happening along the Riverfront.

#### **The river is the backbone.**

Individuals spoke of the river as a connector, point of reflection, and recreation amenity for downtown and the community.

#### **Promote economic development.**

Interviewees often spoke to the tremendous opportunity to promote business development along the back facades of the Main Street buildings, leverage the success of restaurants such as T-Dubs, and create an environment that allows for pop-up businesses and festivals within the park.

## OBJECTIVES

**Re-Imagine how existing parks can serve the community.**

**Re-Engage Waupaca residents and visitors alike.**

**Re-Connect the various parks to the river, downtown businesses, and local destinations.**

## GOALS

It is our intent to ultimately build from these initial themes and develop a sound vision for the parks future and recommended concept.

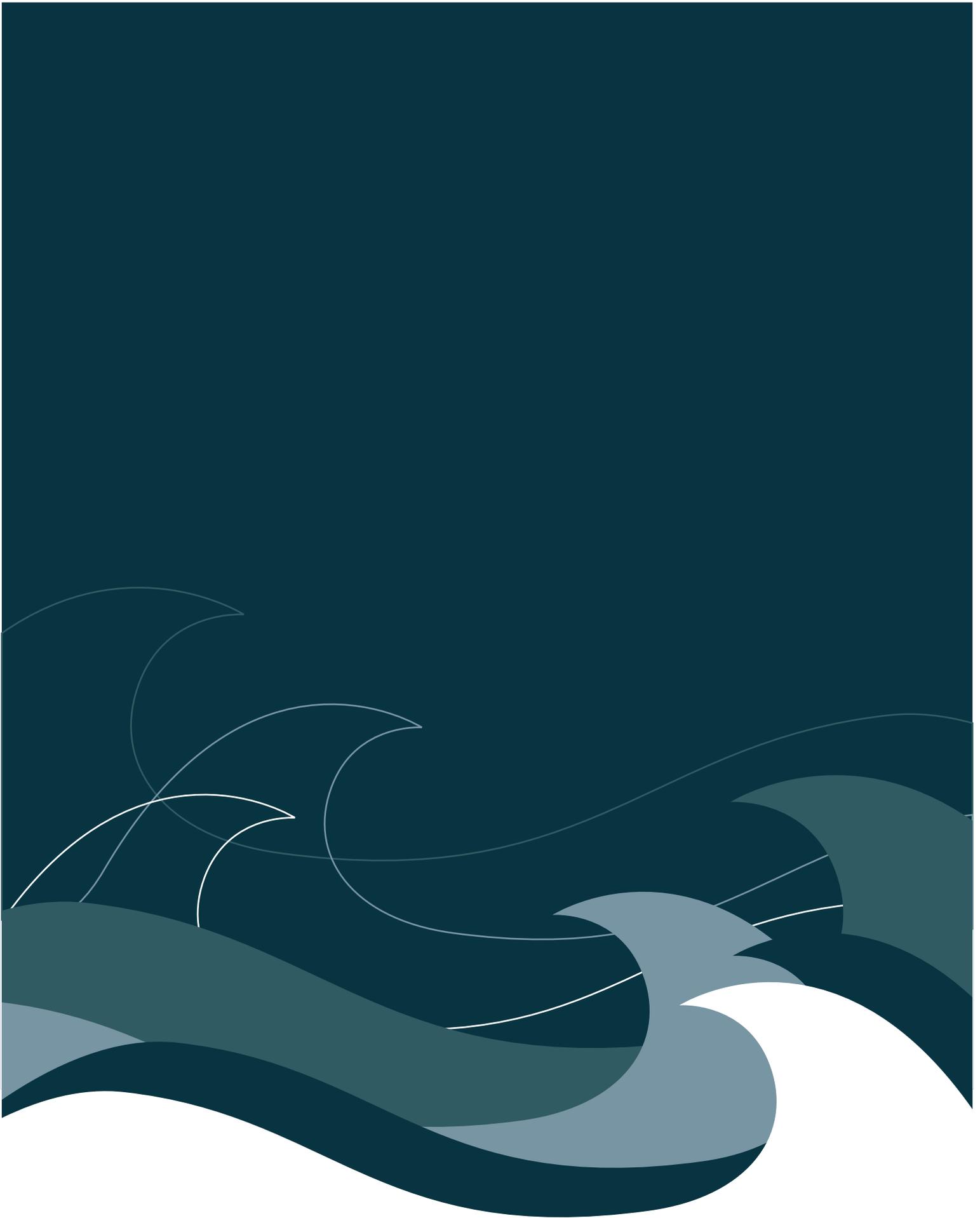
**Spur economic development downtown.**

**Create a park that serves as an attraction for downtown and community alike.**

**improve habitat and the stream corridor.**

**Connect the citizens of Waupaca to the natural environment.**





# 2

## Site Analysis

A series of analysis diagrams were developed to gain a better understanding of the surrounding areas of downtown Waupaca. Drawn from community feedback, site visits, and existing data, they begin to paint a picture of how the area is used and where there are key connections. The diagrams help to pinpoint areas of interest and to create a base for future programming.

## WAUPACA RIVER

**By mapping the Waupaca River's course through time, we see how it may continue to shift.** Rivers are not static, they are continually moving over time.

### WHAT DOES THIS MEAN FOR WAUPACA?

Over time the river will continue to move. Improvements shown on the outer bend of the river should be carefully designed, particularly the area around Cooper Street.

Figure 2.1: Waupaca River Through History

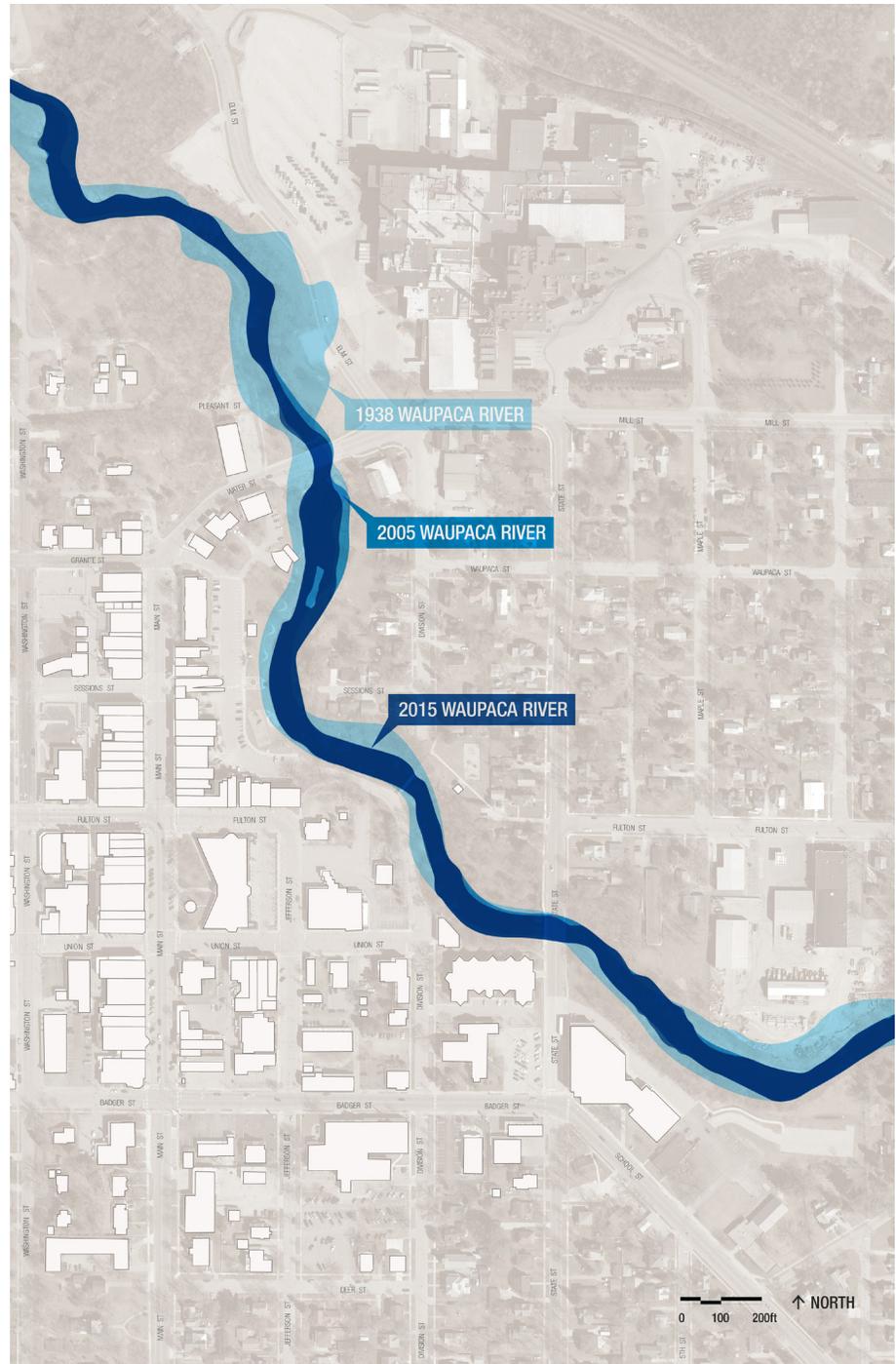
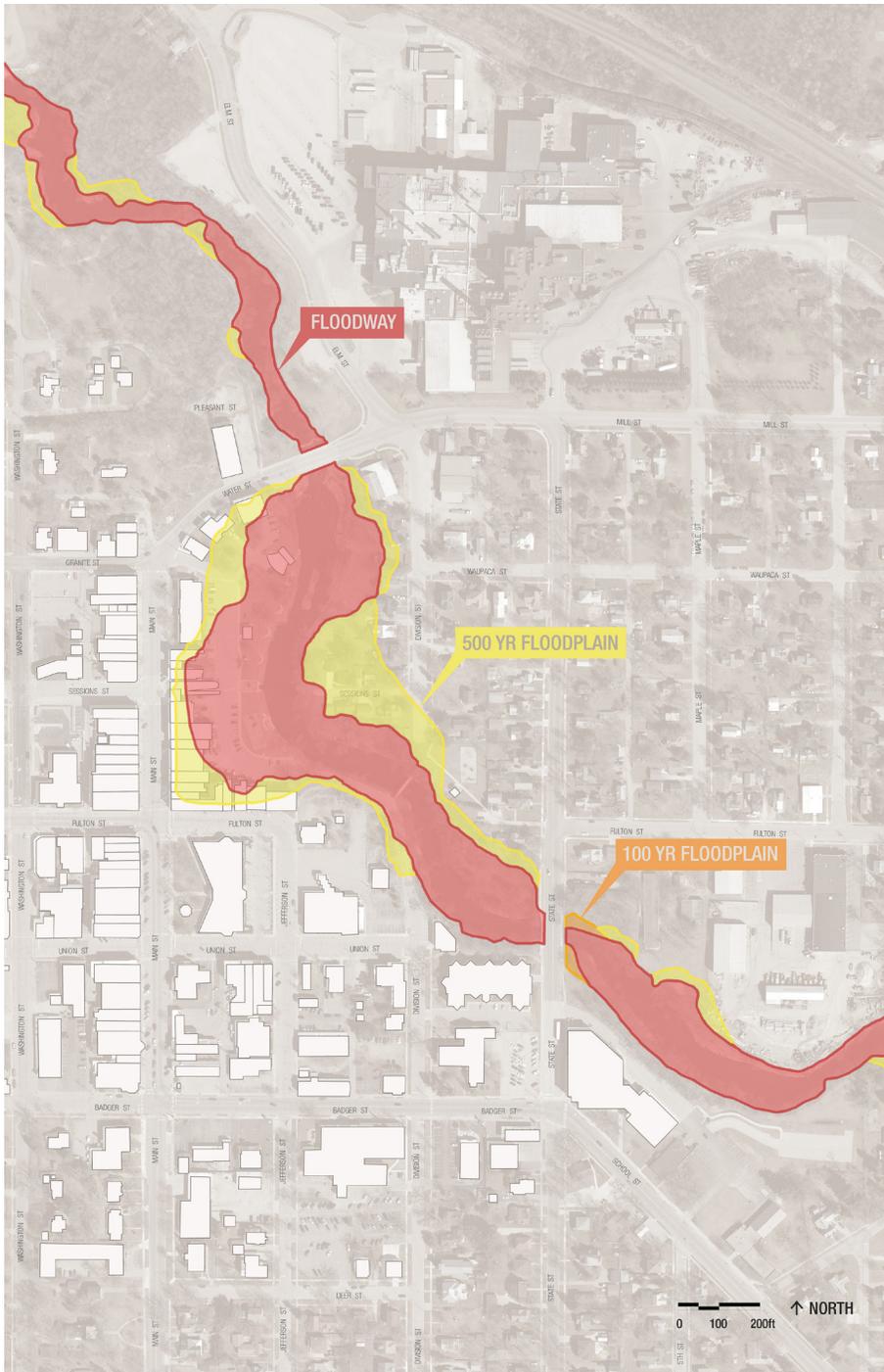


Figure 2.2: Flood Plain & Floodway



## FLOODWAY

A 100-year flood plain includes the base floodway and the area that has a 1% chance of flooding within a given year. A 500-year flood plain has a 0.2% chance of flooding in a year. The floodway is a theoretical zone where if you were to fill the entire area up to the floodway line on both sides of the river, the result would be a 1' rise in the 100-year flood elevation.

## WHAT DOES THIS MEAN FOR WAUPACA?

Future improvements need to consider this data as businesses on Main Street must pay additional flood insurance on their properties.

Figure 2.3: Riverfront and Downtown Circulation

## CIRCULATION

**Studying how people move through the Riverfront area helps determine key connections.** This analysis shows where important existing routes that need to be preserved are located. It also reveals where new routes can be developed to encourage traffic.

**Vehicular circulation is primarily focused through Main Street.** Locals use short cuts around city hall square, but the majority of traffic runs along south Main Street to Badger Street coming from Fulton street.

**Pedestrian circulation is secondary to vehicular.** Encouraging more pedestrian movement into Riverfront Park and along existing trails is key to activating the space. Bringing current downtown visitors into the park encourages different types of users from casual shoppers to those interested in active recreation.

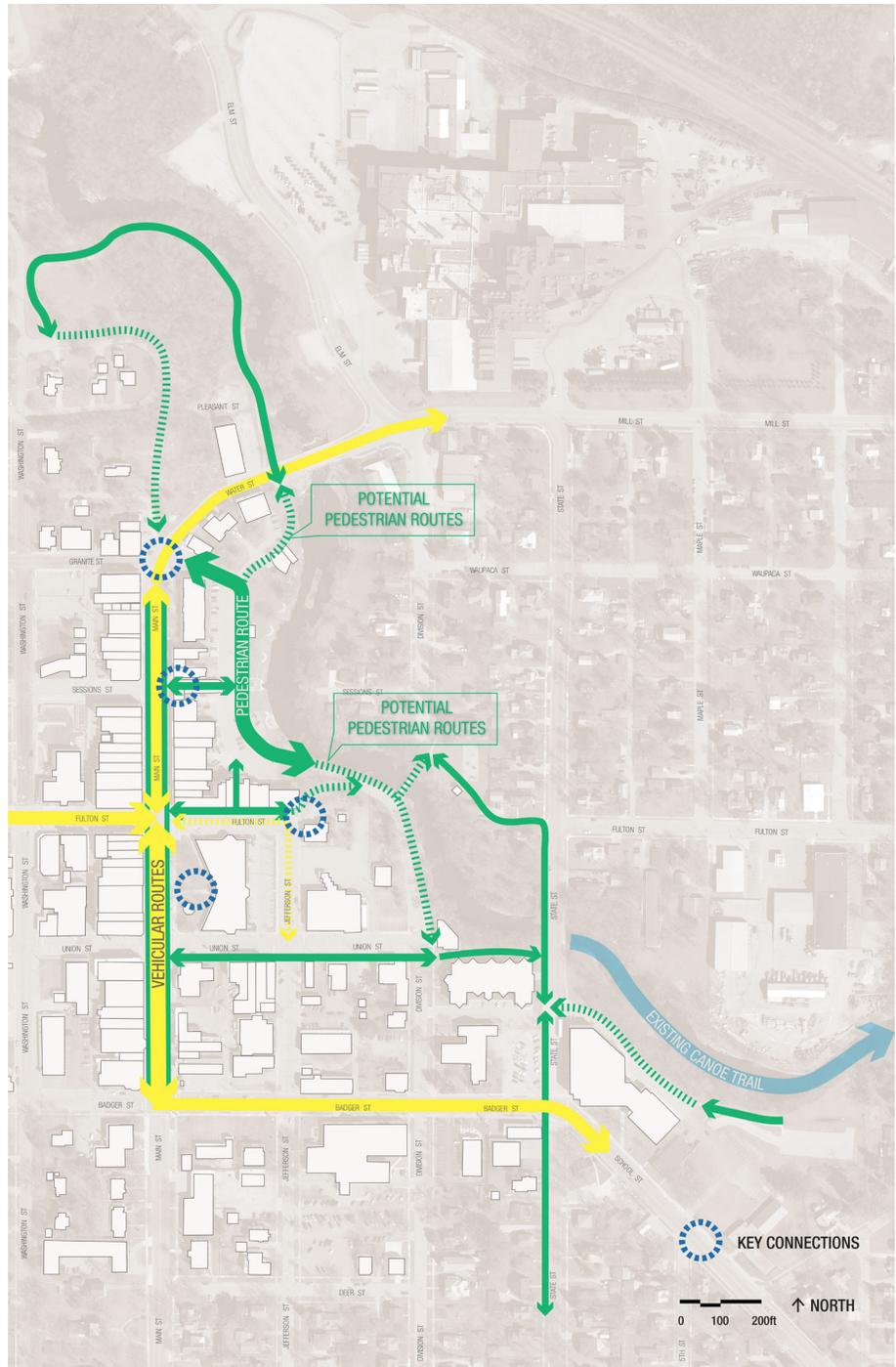
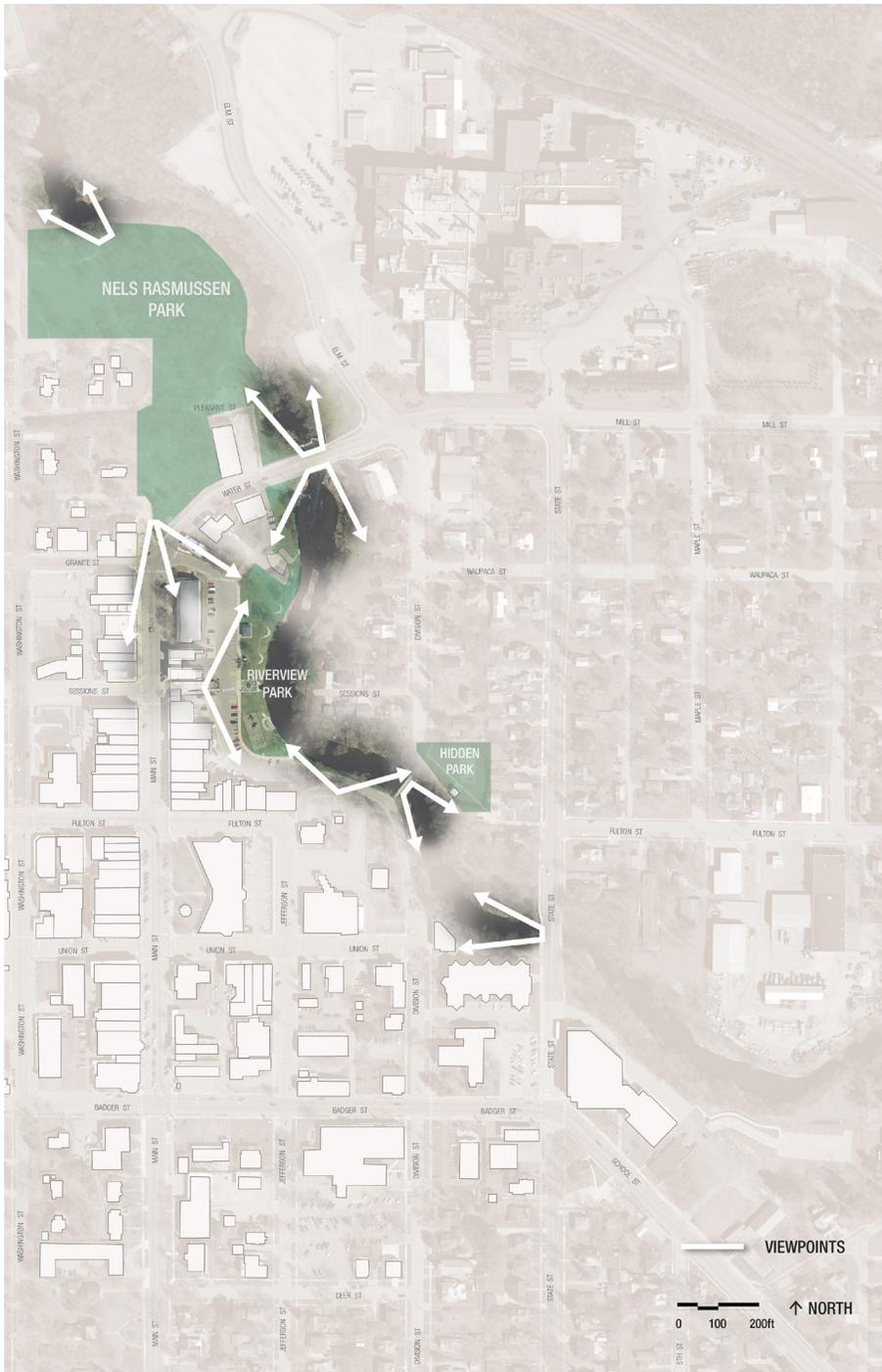


Figure 2.4: Parks and Views

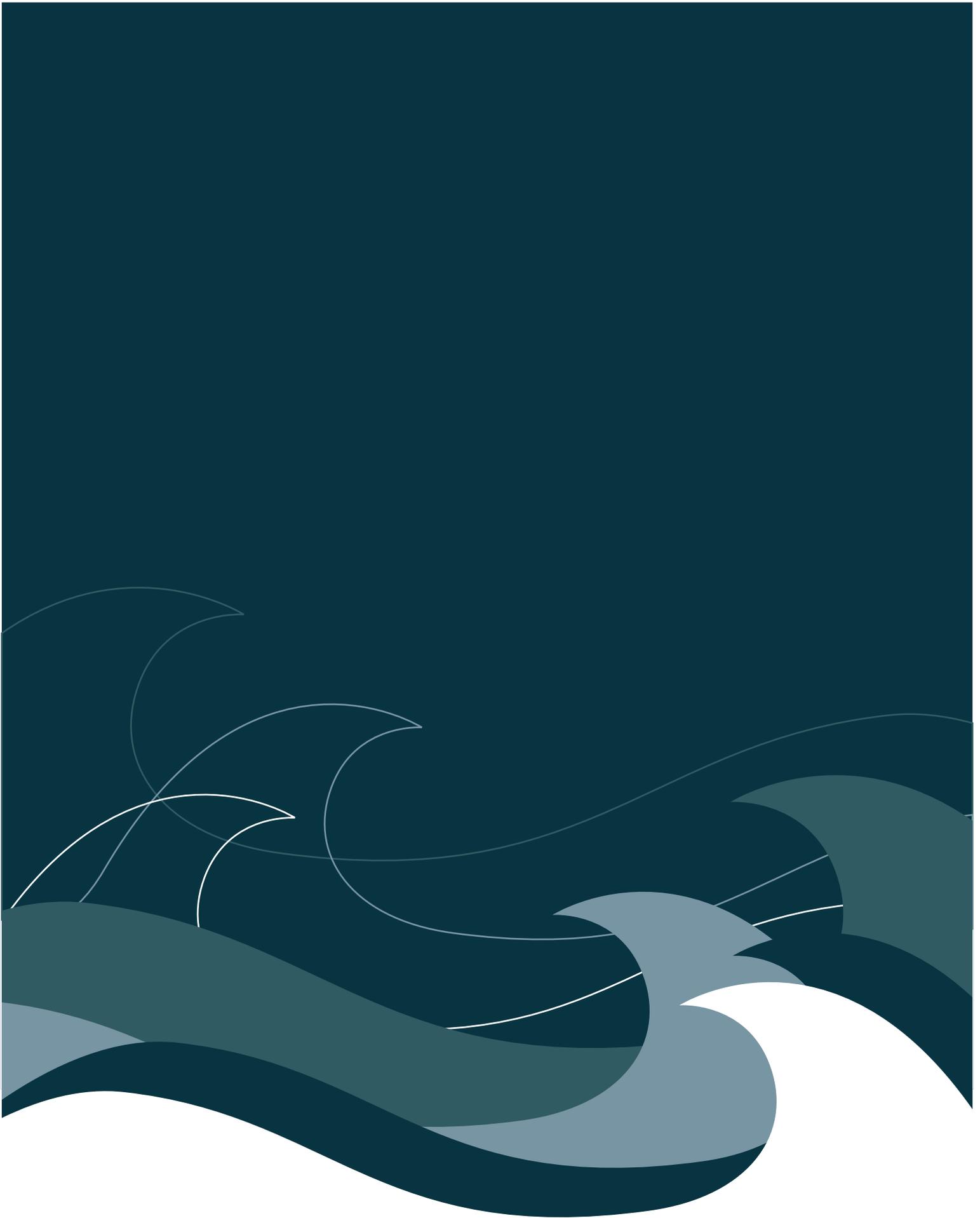


## VIEWS

**Studying views and sight lines reveal key moments.** Preserving attractive views is important for showcasing the natural beauty of the Waupaca River. Accessible routes must be available to reach the series of interesting points.

**Site visibility is important for drawing users.** In addition to creating interesting overlooks along pedestrian routes, keeping sight lines into and out of the different parks is important in creating a perception of security. This encourages legitimate users and dissuades potential offenders who would be at risk of detection.

- Views from the ramp into Riverfront Park are important in drawing people into the park and encouraging use.
- Schwenn/Lions (Hidden) Park was identified by community members as an area that should have increased visibility.

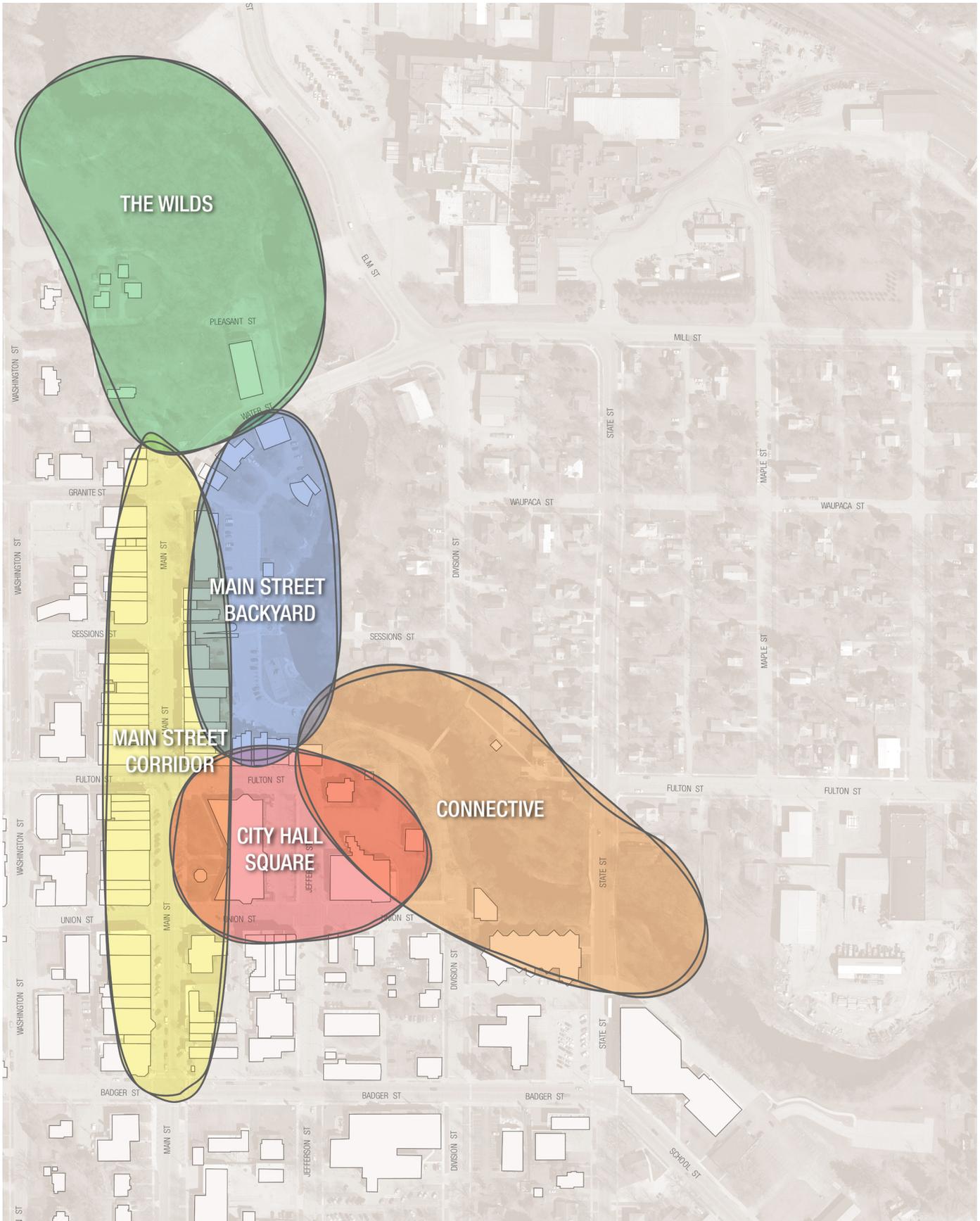


# 3

## Site Program

Studying the analysis diagrams and collecting community feedback led to the refinement of the site program. The steering committee helped to identify concerns and potential opportunities along the river. By focusing on the potential of distinct areas of the Riverfront, the programs and improvements begin to link together to create a vibrant system. This chapter illustrates the location and suggested character of possible future improvements.

Figure 3.1: Site Program Analysis



## PROGRAMMING

Of the five areas identified during the analysis phase and community interviews, three main segments make up the focus for moving the Riverfront plan forward. Each area has unique qualities that can contribute to the overall success of the park corridor by providing a variety of amenities. The bullets listed in each region are potential opportunities based on analysis and steering committee feedback.

### THE WILDS

**A short distance north of Riverfront Park, Nels Rasmussen Park and the Challenge Trail lead users through “The Wilds.”** An area with great natural beauty, there are many opportunities to get closer to nature and feel refreshed by walking along the river and listening to the sounds of the woodland. The area is home to countless wildlife, and would be an ideal location for habitat and stream restoration.

- Ecological Restoration
- Hiking Trails
- Lighting Improvements
- Fishing

### MAIN STREET BACKYARD

**Serving as the “backyard” of Downtown, Riverview Park is the connector between Main Street and the river.** The park has great potential to be a key amenity of Downtown, serving as an event space and a hub for recreational activities.

- Gateway to the River
- Picnic Areas
- Fishing Piers
- Beach / Water Access
- Natural Playscape
- Stream stabilization
- Habitat Improvements
- Stormwater Management
- Events Lawn
- Street Reconfiguration

- Lighting Improvements
- Canoe / Kayak Launch
- Beautification
- Recreation Path
- Ramp Improvements at Main Street

### CONNECTIVE

**Though the river is an important asset to the community, it also creates a divide in the Riverfront Park area.** The Connective region is crucial to help provide pedestrian access from the east neighborhoods into downtown. Improving trail connections and increasing visibility and safety in this area is important to completing the Riverfront Park corridor.

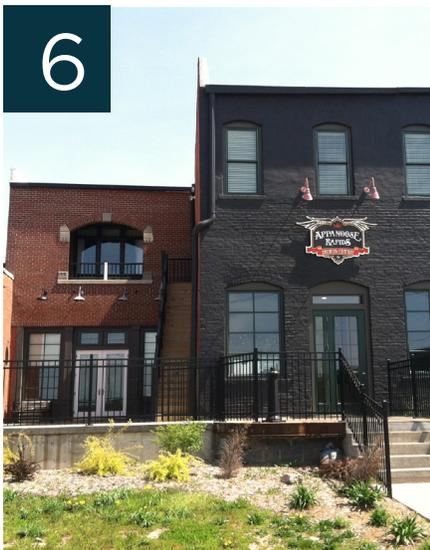
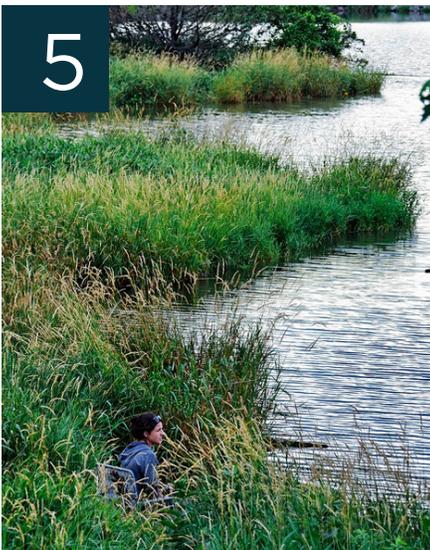
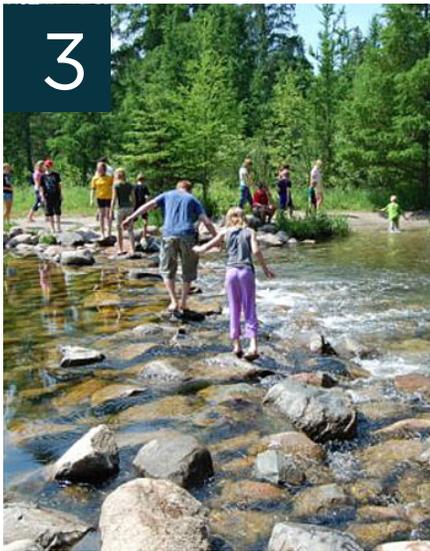
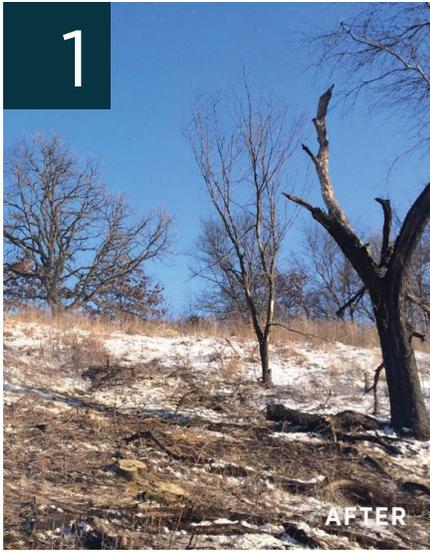
- Pedestrian Bridge
- Recreation Path
- Fishing
- Lighting Improvements
- Stream Stabilization
- Hidden Park Clean-up and vegetation removal

“What we really have is the ability for a local area that people will enjoy”

“What helps drive traffic into the community as a whole should be the Rotary Park area”



The design team met with the steering committee in August 2017 to discuss strengths and challenges that exist currently in the park and surrounding areas. The combined team brainstormed ideas for the future of Riverview Park.



## PROGRAM IMAGERY

The images on the facing page have been selected to identify design intent. The corresponding character imagery shows examples of how each project could be implemented.

### 1. MANAGE WOODLAND

Walking along the Challenge Trail, pedestrians can immerse themselves in the sounds and sights of nature. To create a safer environment and to open up views to the river, invasive and overgrown vegetation should be cleared away. Image courtesy of Iowa Natural Heritage Foundation.

### 2. IMPROVE EXISTING CHALLENGE TRAIL

The existing Challenge Trail is a great asset to the Riverfront Park area. Steering committee members noted the perception of safety concerns in the area due to the lack of visibility and accessibility of the trail. Paving the trail in crushed stone and selectively clearing vegetation could make a big impact on the trail's perception, increasing use.

### 3. ENGAGE THE RIVER

There is a huge opportunity to increase recreational use of the river through fishing, kayaking, canoeing, educational programs, and water play. This not only makes for a more active space but increases revenue for local businesses that rent and sell outdoor gear.

### 4. ART BRIDGE CONNECTION

With the current pedestrian bridge closed, the neighborhoods to the east of the river are cut off from downtown, and Hidden Park is no longer connected to Riverfront Park. The river becomes a barrier to residents in the area. The proposed bridge would have a higher degree of finishes and integrated art elements.

### 5. STREAMBANK RESTORATION AND VEGETATION MANAGEMENT

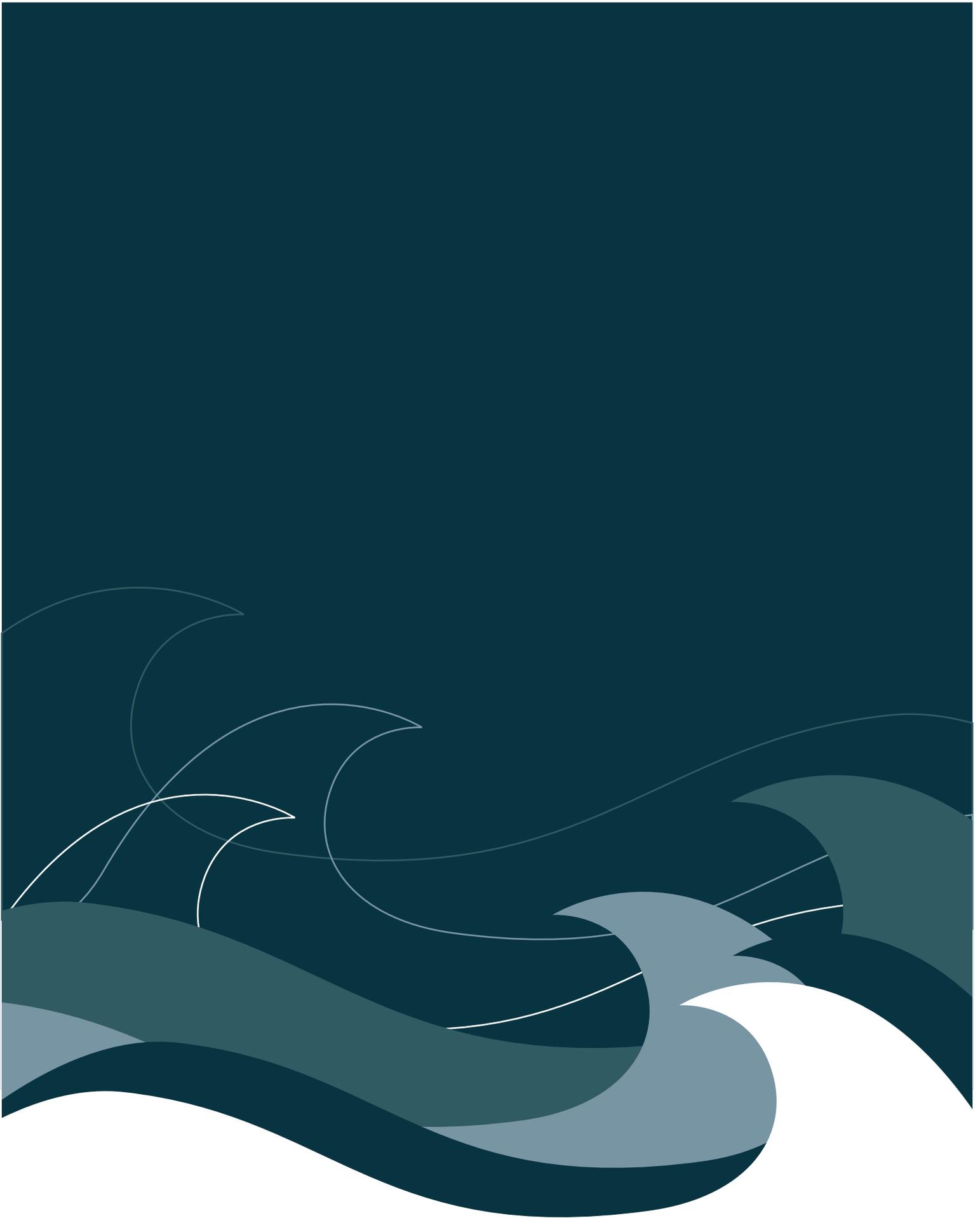
Opening up views and sight lines to the river will encourage more use and increase safety around the park, elevating town aesthetics.

### 6. FACADE IMPROVEMENTS

First impressions are important. Improvements to the rear facades of businesses looking out over the park will help create a more beautiful backdrop for the park. It allows businesses to have two prominent faces, increasing customer traffic, while improving property values.

### 7. EVENTS LAWN

Bringing community members together is a key goal of this plan. Developing a space to accommodate large community events such as concerts, movie nights, summer parties, and local organizations' events is crucial to activating the park.



# 4

## Master Plan

The Master Plan is the culmination of the strategic direction, inventory and analysis, and site investigation stages. The combined plan takes programmatic ideas and organizes them into a framework that works for Waupaca.

## MASTER PLAN

The master plan identified on the following pages is the result of steering committee input, public involvement, an open house and staff leadership within the City of Waupaca. By pairing the “strategic objectives” with the applied science, the plan is visionary, yet implementable. Throughout the following pages, a series of plans provides a detailed framework for the potential developments to come.



Community meeting.



Community meeting

Figure 4.1: Overall Park Plan



Figure 4.2: The Wilds - Park Plan



## THE WILDS

The Wilds is located at the north end of Waupaca, nestled within a wooded area. The timber is habitat for birds, small mammals and many other non-game species. With its close proximity to downtown, the area provides the perfect opportunity to escape for the lunch hour, go for an evening walk, or serve as a place for students to learn about river ecology.

## IMPROVEMENTS

The following opportunities will help enhance the character of the woodland and provide an appealing and safe place for citizens to walk, fish or recreate.

1. Establish and enhance urban prairie creating upland habitat for birds and pollinators.
2. Manage woodland (clean up invasive species) to help improve site lines and restore the landscape.
3. Open up views to and from trails, creating a place where people feel comfortable with an appropriate amount of transparency.
4. Pave existing Challenge Trail.
5. Connect and improve current trails offering a destination for neighborhoods and downtown employees to walk.
6. Replace the existing maintenance facility to provide a complimentary garden to the activities at the Danes Home.
7. Expand Nels Rasmussen Garden.
8. Danes Home parking drop-off (privately funded).
9. Preserve and maintain existing garden
10. Increase on-street parking.
11. Add paved recreation path connecting Swan Park to downtown.



The Challenge Trail is an escape into nature just a short walk from Downtown. Paving the current trail and removing invasive species to open up views to the river will make the trail more accessible to a wider range of users.



The Danes Hall is an important historical icon that anchors the north end of Main Street and is complemented by plantings at the south end of Nels Rasmussen Park. Both areas have great potential to expand and bring more citizens and visitors to downtown.

Figure 4.3: Main Street Backyard - Park Plan



## MAIN STREET BACKYARD

This activated space serves as the “central park” of downtown, providing an opportunity for citizens to recreate, fish, and explore—right off Main Street!

### IMPROVEMENTS

Opportunities are abundant to help create a complementary destination to downtown. The following opportunities will help build momentum within the community and region.

1. Pave existing Challenge Trail.
2. Danes Home
3. On-street parking
4. Raised speed bumps to increase pedestrian safety.
5. Events Lawn for local concerts, festivals, parties, and more, bringing activity and life into the park.
6. Fishing jetty/wade in area to offer additional fishing opportunities.
7. Widen walks and complete a loop within the downtown neighborhoods.
8. Riverwalk/boardwalk to further engage the river.
9. New shelter with restrooms allows for larger events to take place and serves as a much needed amenity to downtown.
10. Canoe/kayak launch.
11. Cantilevered bar grating overlook.
12. Realigned parking to give a more organized appearance and give residents designated parking.
13. Trash enclosure screens dumpsters and trash receptacles from view.
14. Art bridge connection gives neighborhoods east of the river easy access to Downtown.
15. On-street trail provides a safer route for pedestrians.



Riverview Park is a hidden gem along the river that provides opportunities for community gathering and events.



Rotary Plaza, located at within Riverview Park is a landing point for people coming from Main Street down into the park.

16. Streambank restoration helps reduce erosion and improves habitat.
17. Improved sight lines increases the feeling of safety and opens views across the river.

Figure 4.4: Connective - Park Plan



## CONNECTIVE

Located just south and east of “Main Street Backyard,” the connective region creates an opportunity to allow improvements from within the park to spill out into the community.

## IMPROVEMENTS

Many improvements listed here are designed to activate the neighborhood and complement the improvements proposed along Main Street.

1. Veteran’s Memorial Plaza provides an opportunity to honor veterans in the community using the existing memorial stones and giving them a more prominent location.
2. Bank parking addition.
3. Art Bridge connection gives neighborhoods east of the river easy access to Downtown.
4. On-street trail provides a safer route for pedestrians by separating them from vehicles.
5. Streambank restoration reduces erosion and improves habitat.
6. Community garden/plaza
7. Improved play elements
8. Improved sight lines allow citizens to see into Hidden Park from across the river, increasing visibility.
9. Loop walk.
10. Lights and benches along existing trail make for a more comfortable user experience.
11. Selective clearing to open views to river.



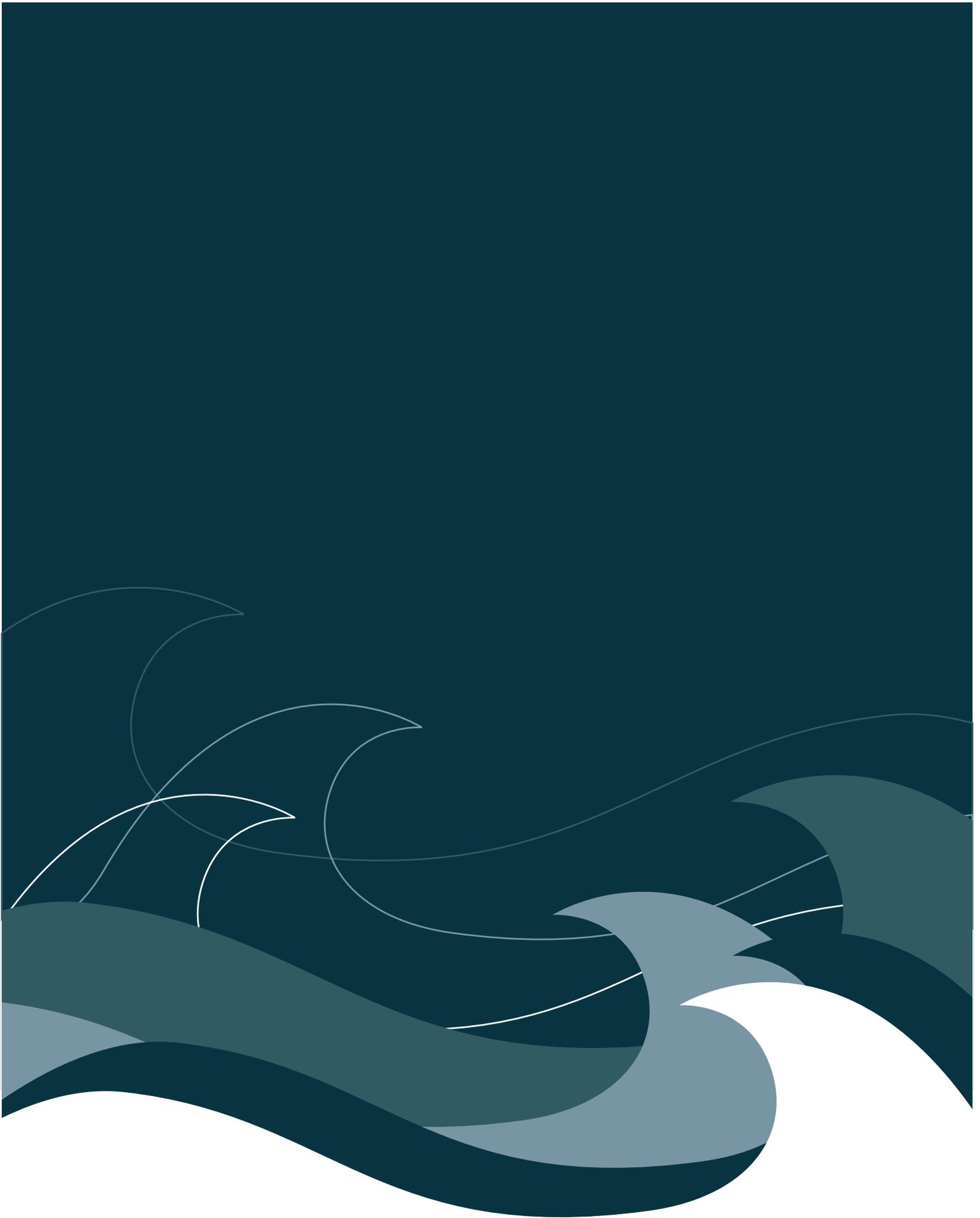
The existing pedestrian bridge currently closed along South Division Street.



Hidden Park, officially Schwenn/ Lions Park, is just across the river from City Hall square and just southeast of Riverview Park. Without the connection of the pedestrian bridge, it is a broken link in the Riverview Park area.



A view across the river. With excess vegetation cleared away, the river would become more visible from pedestrian routes. This allows the river to have more prominence and bolsters the feeling of security.



# 5

## Implementation Factors

The following charts prioritize the proposed programming based on feedback from community members, funding sources available, and projects with the greatest potential impact. Having a guide for project implementation will help define realistic budgets and schedules to make the proposals a reality.

**TABLE 5.1: Prioritization**

Program Description	Priority		
	Short (0-5)	Medium (6-10)	Long (11-20)
<b>THE WILDS</b>			
1. Establish and enhance urban prairie	x		
2. Manage woodland (clean up invasive species)	x		
3. Open up views to and from trails, seating	x		
4. 6' Wide DG Improved Challenge Trail	x		
4A. Challenge Trail Elevated Boardwalk	x		
5. Connect and improve current trails			
6. Formal Garden (fire pit, pergola)			x
7. Rasmussen Garden expansion		x	
8. Parking drop-off	x		
9. Preserve and maintain existing garden			
10. Additional on street parking			
11. Paved recreation path connecting Swan Park to Downtown	x		
<b>MAIN STREET BACKYARD</b>			
1. 6' Wide DG Improved Challenge Trail			
2. Formal Garden (fire pit, pergola)	SEE "WILDS"		
3. Rasmussen Garden expansion	SEE "WILDS"		
4. Parking and drop-off			
5. Dane's Home Site Improvements	x		
6. Amphitheater			x
7. Potential redevelopment			x
8. On street parking			x
9. Climbing walls			x
10. Speed bumps/Traffic Calming		x	
11. Events Lawn		x	
12. Fishing jetty/wade in area		x	
13. Complete and widen walks		x	
14. Riverwalk/ Boardwalk		x	
15. New shelter with restrooms	x		
16. Canoe/Kayak launch	x		
17. Cantilevered bar grating overlook	x		
18. Realigned parking		x	
19. Veteran's Memorial Plaza			
20. Bank parking addition			
21. Art Bridge			
22. On street trail			
23. Streambank restoration			
24. Community garden or plaza			
25. Improved play elements			
26. Improved sight lines			
27. Loop walk			

**TABLE 5.1: Prioritization**

Program Description	Priority		
	Short (0-5)	Medium (6-10)	Long (11-20)
28. Potential future expansion			
29. Trash enclosure	x		
30. Facade Improvements	x		
31. Flood Study	x		
<b>CONNECTIVE</b>			
1. Veteran's Memorial Plaza	x		
2. Bank parking addition		x	
3. Art Bridge connection		x	
4. On street trail		x	
5. Streambank restoration	x		
6. Community garden or plaza		x	
7. Improved play elements		x	
8. Improved sight lines	x		
9. Loop Walk	x		
9a. Pergola		x	
10. Potential expansion			x
11. Lights & benches along existing trail	x		
12. Selective clearing to open views to river	x		

**TABLE 5.2: Funding Source**

Program Description	Funding Source			Funding Partner
	Partnership	Private	Public	
<b>THE WILDS</b>				
1. Establish and enhance urban prairie	x			WIDNR
2. Manage woodland (clean up invasive species)	x			WIDNR
3. Open up views to and from trails, seating	x			
4. 6' Wide DG Improved Challenge Trail	x			WIDNR
4A. Challenge Trail Elevated Boardwalk	x			WIDNR
5. Connect and improve current trails				
6. Formal Garden (fire pit, pergola)	x			
7. Rasmussen Garden expansion	x			
8. Parking drop-off		x		DANES HALL
9. Preserve and maintain existing garden				
10. Additional on street parking				
11. Paved recreation path connecting Swan Park to Downtown	x			WIDNR / WIDOT
<b>MAIN STREET BACKYARD</b>				
1. 6' Wide DG Improved Challenge Trail				
2. Formal Garden (fire pit, pergola)				
3. Rasmussen Garden expansion				
4. Parking and drop-off				
5. Dane's Home Site Improvements	x			PRIVATE / CITY
6. Amphitheater	x			PRIVATE / CITY/GRANT
7. Potential redevelopment				
8. On street parking			x	CITY
9. Climbing walls		x		
10. Speed bumps/Traffic Calming			x	CITY
11. Events Lawn	x			CITY/ PARTNER
12. Fishing jetty/wade in area			x	TU/ WIDNR
13. Complete and widen walks			x	CITY
14. Riverwalk/ Boardwalk	x			
15. New shelter with restrooms	x			CITY/ PARTNER
16. Canoe/Kayak launch	x			WIDNR
17. Cantilevered bar grating overlook	x			TU/ WIDNR
18. Realigned parking			x	
19. Veteran's Memorial Plaza				
20. Bank parking addition				
21. Art Bridge				
22. On street trail				
23. Streambank restoration				
24. Community garden or plaza				
25. Improved play elements				
26. Improved sight lines				
27. Loop walk				

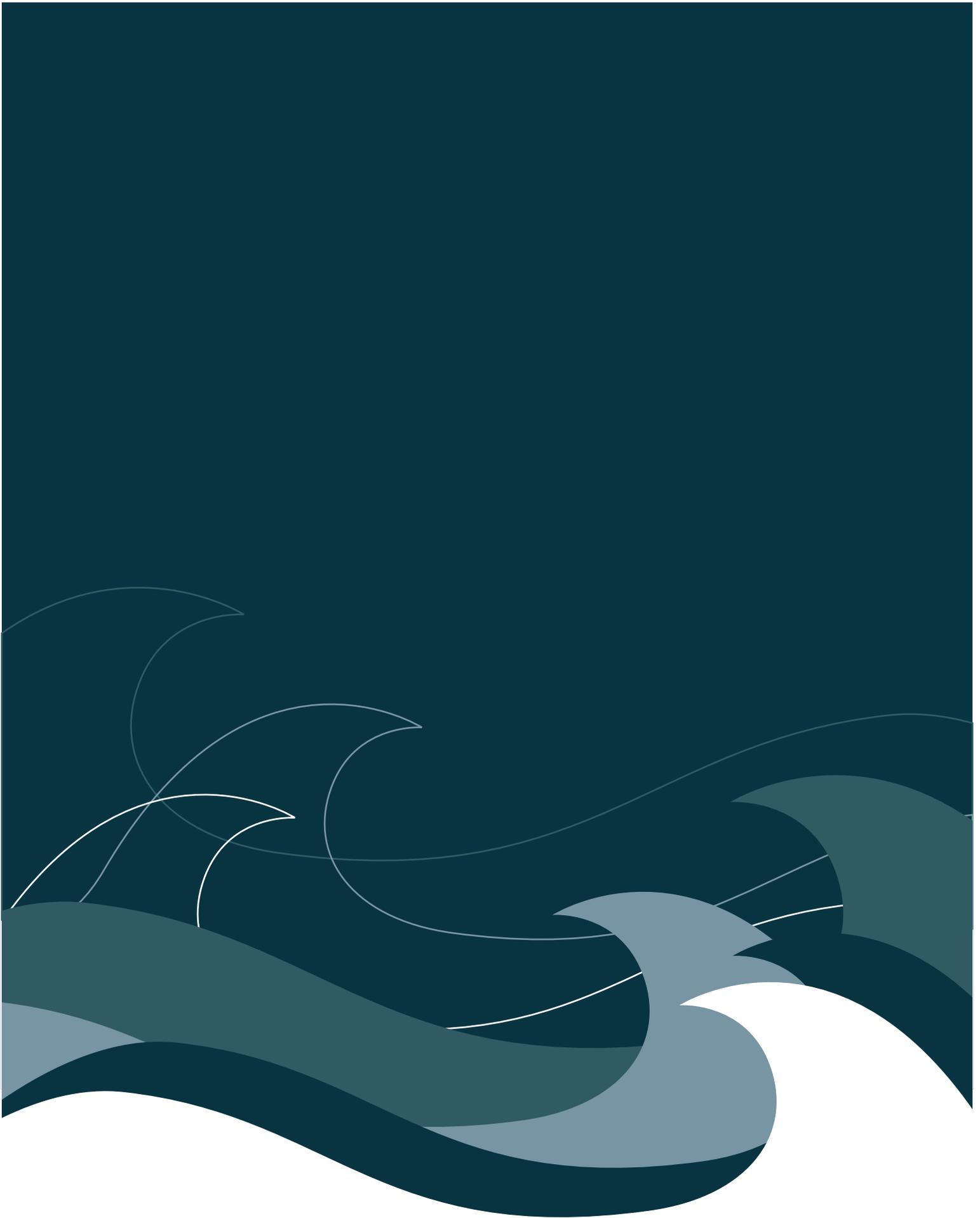
<b>TABLE 5.2: Funding Source</b>				
Program Description	Funding Source			Funding Partner
	Partnership	Private	Public	
28. Potential future expansion				
29. Trash enclosure	x			
30. Facade Improvements	x			
31. Flood Study	x			
<b>CONNECTIVE</b>				
1. Veteran's Memorial Plaza		x		
2. Bank parking addition		x		
3. Art Bridge connection		x		
4. On street trail			x	
5. Streambank restoration	x			TU/ WIDNR
6. Community garden or plaza	x			
7. Improved play elements	x			
8. Improved sight lines				
9. Loop Walk				
9a. Pergola				
10. Potential expansion		x		
11. Lights & benches along existing trail			x	
12. Selective clearing to open views to river			x	

**TABLE 5.2: Funding Split**

Program Description	Project Cost	Funding Split					
		City		Grant		Private	
		%	Cost	%	Cost	%	Cost
<b>THE WILDS</b>							
1. Establish and enhance urban prairie	\$2,490.00	50%	\$1,245.00	50%	\$1,245.00	0%	
2. Manage woodland	\$24,640.00	25%	\$6,160.00	75%	\$18,480.00	0%	
3. Open views to trails, seating	\$9,000.00	25%	\$2,250.00	0%		75%	\$6,750.00
4. 6' Wide DG Improved Challenge Trail	\$45,600.00	50%	\$22,800.00	50%		0%	
4A. Challenge Trail Elevated Boardwalk	\$20,000.00	50%	\$10,000.00	50%		0%	
5. Connect and improve current trails		0%		0%		0%	
6. Formal Garden (fire pit, pergola)	\$30,000.00	25%	\$7,500.00	0%		75%	\$22,500.00
7. Rasmussen Garden expansion	\$180,000.00	25%	\$45,000.00	0%		75%	\$135,000.00
8. Parking drop-off	\$102,000.00	0%		0%		100%	\$102,000.00
9. Preserve/maintain existing garden							
10. Additional on street parking							
11. Paved Path, Swan Park to Downtown	\$609,920.00	25%	\$152,480.00	75%	\$457,440.00	0%	
<b>MAIN STREET BACKYARD</b>							
1. 6' Wide DG Improved Challenge Trail							
2. Formal Garden (fire pit, pergola)							
3. Rasmussen Garden expansion							
4. Parking and drop-off							
5. Dane's Home Site Improvements	\$400,000.00	25%	\$100,000.00	50%	\$200,000.00	25%	\$100,000.00
6. Amphitheater		-	-	-	-	-	-
7. Potential redevelopment							
8. On street parking	\$25,000.00	100%	\$25,000.00	0%		0%	
9. Climbing walls							
10. Speed bumps/Traffic Calming	\$45,000.00	100%		0%		0%	
11. Events Lawn	\$252,000.00	50%		0%		50%	
12. Fishing jetty/wade in area	\$30,000.00	0%		50%		50%	
13. Complete and widen walks	\$38,400.00	100%		0%		0%	
14. Riverwalk/ Boardwalk		0%		0%		0%	
15. New shelter with restrooms	\$405,000.00	25%	\$101,250.00	50%		25%	
16. Canoe/Kayak launch	\$20,000.00	50%	\$10,000.00	50%	\$10,000.00	0%	
17. Cantilevered bar grating overlook	\$61,875.00	50%	\$30,937.50	25%	\$15,468.75	25%	\$15,468.75
18. Realigned parking	\$102,400.00	25%	\$25,600.00	0%		75%	\$76,800.00
19. Veteran's Memorial Plaza							
20. Bank parking addition							
21. Art Bridge							
22. On street trail							
23. Streambank restoration							
24. Community garden or plaza							
25. Improved play elements							
26. Improved sight lines							

<b>TABLE 5.2: Funding Split</b>							
Program Description	Project Cost	Funding Split					
		City		Grant		Private	
		%	Cost	%	Cost	%	Cost
27. Loop walk							
28. Potential future expansion							
29. Trash enclosure	\$40,000.00	25%	\$10,000.00	0%		75%	\$30,000.00
30. Facade Improvements	\$300,000.00	25%	\$75,000.00	0%		75%	\$225,000.00
31. Flood Study	\$100,000.00	25%	\$25,000.00	0%		75%	\$75,000.00
<b>CONNECTIVE</b>							
1. Veteran's Memorial Plaza	\$500,000.00	25%	\$125,000.00	25%		50%	\$250,000.00
2. Bank parking addition	\$120,000.00	25%	\$30,000.00	0%		75%	\$90,000.00
3. Art Bridge connection							
4. On street trail		0%		0%		0%	
5. Streambank restoration	\$62,000.00	25%	\$15,500.00	25%		50%	\$31,000.00
6. Community garden or plaza	\$10,000.00	25%	\$2,500.00	0%		75%	\$7,500.00
7. Improved play elements	\$75,000.00	25%	\$18,750.00	0%		75%	\$56,250.00
8. Improved sight lines							
9. Loop Walk	\$24,000.00	25%	\$6,000.00	0%		75%	\$18,000.00
9a. Pergola	\$27,000.00	25%	\$6,750.00	0%		75%	\$20,250.00
10. Potential expansion		0%		0%		0%	
11. Lights & benches along existing trail	\$10,000.00	100%	\$10,000.00	0%		0%	
12. Selective clearing, open views to river	\$10,000.00	100%	\$10,000.00	0%		0%	
<b>Total Construction Costs</b>	\$6,801,325.00	<b>City:</b>	\$1,839,122.50	<b>Grants:</b>	\$2,223,433.75	<b>Private:</b>	\$2,738,768.75
	\$1,866,925.00		\$545,822.50				
<b>Leveraged Tax Payer Dollar*</b>			0.270406502				

\*For each dollar invested by the City of Waupaca, four dollars will be returned by way of alternative public or private funding sources.



# 6

## High-Priority Projects

Prioritization for selecting projects includes four factors: impact, funding, sequence, and ease. Projects need to have a strong impact that aligns with the master plan vision and the strategic objectives. Projects also must be able to leverage multiple funding sources to get a greater return on invested local dollars. The project must fit sequentially and build on previous improvements. Lastly, projects must be relatively simple in nature to help demonstrate success and bolster support.

Figure 6.1: Title Here



## FACADE AND SITE IMPROVEMENT PROGRAM

Projects should enhance the rear facades of downtown buildings to elevate property values and improve site perception. As identified in our research, the user experience must be improved and expectations met before any other improvements are made to the park. Projects that improve Riverfront Park and Main Street areas in particular should be prioritized.

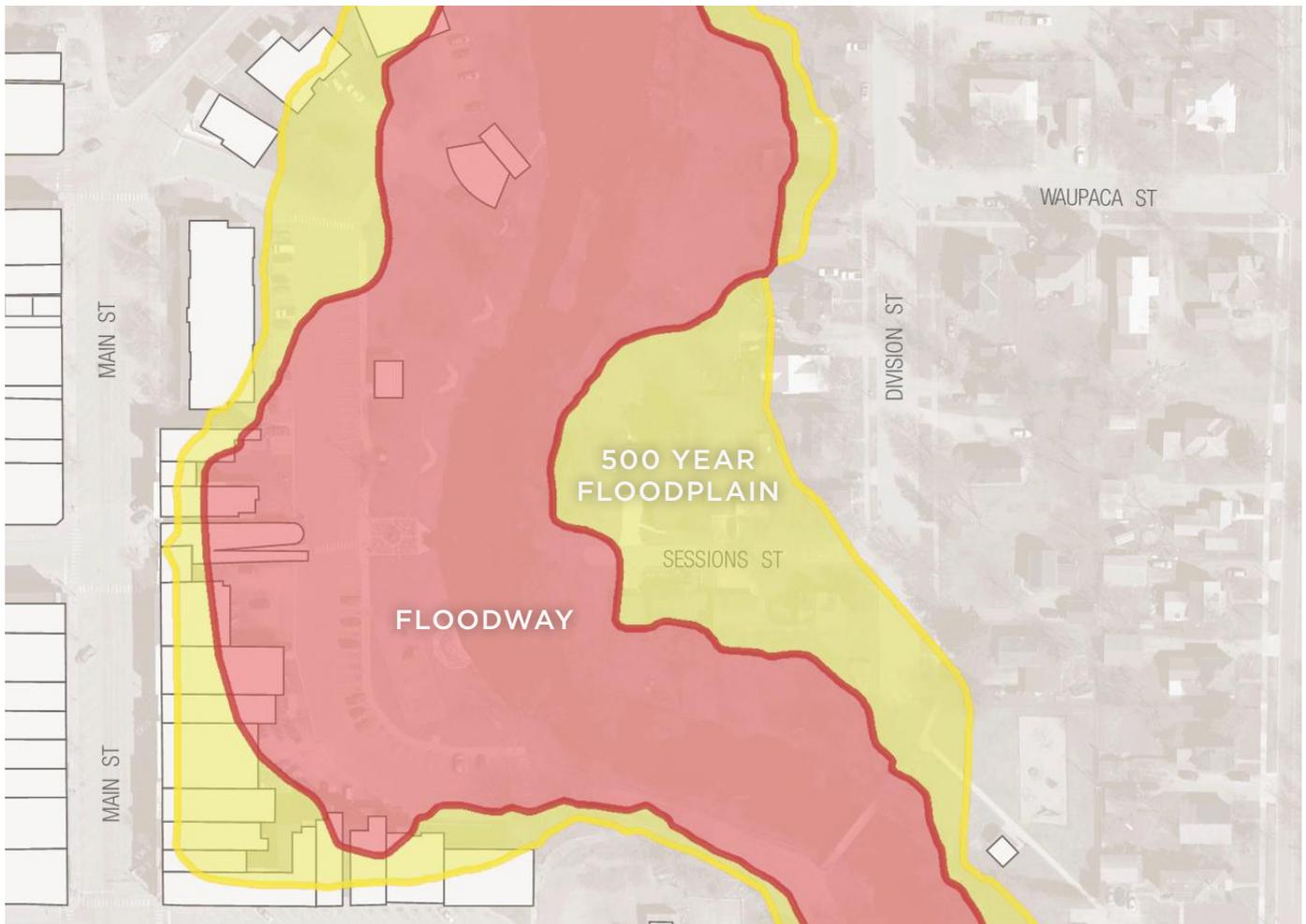
### PRIORITY PROJECT

Work with the local business community and city to establish a non-profit Main Street Improvement District to oversee the identification, design, and implementation of projects.

“[We] need to get more businesses to face the back...”

“We are trying to get people downtown to frequent the restaurants”

Figure 6.1: Title Here



## WAUPACA RIVER FLOOD PROTECTION

The risk of flooding and the cost of flood insurance have been identified as potential roadblocks for economic development. This is particularly relevant for the buildings that front Main Street and Rotary Riverview Park. Making sure that the floodway map is current will allow the city to accurately plan for future development in this area.

### PRIORITY PROJECT

Complete a feasibility study to examine the impacts of remapping or developing a flood protection system.

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“If the park doesn’t get tied into the whole downtown it’s a missed opportunity”

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Figure 6.1: Title Here



Remove invasive vegetation.

Improve existing Challenge Trail to be a 6' wide crushed stone trail.

Selectively remove overgrown vegetation to open up views to the river.

## WASHINGTON/ RASMUSSEN PARK

This overlooked park can help to improve the north end of Main Street and Riverfront Park. It has the potential to reduce long-term maintenance costs and to serve as an additional amenity along the river corridor.

### PRIORITY PROJECT

Improve existing trails and develop new trail connections to increase park usage. Begin to manage the surrounding woodland by clearing out invasive species.

“[I] would really like to have trail along the river, [but I] don’t feel safe by the woods”

Figure 6.1: Title Here



## TRAIL TO SWAN PARK

This trail helps connect the neighborhoods to the north, athletes and families recreating within Swan Park, and creates a trail network that supports both individuals and the community alike. By creating a direct link to Swan Park and Brainard's Bridge Park, segmented trails are connected and more activity is generated in Riverfront Park.

### PRIORITY PROJECT

Develop a trail linking Swan Park to Riverfront Park.

“People love to seek out places that have trails that can connect—bring people to town to stay overnight and [to] the town.”

Figure 6.1: Title Here



## PARK SHELTER, RESTROOM, AND EVENT LAWN IMPROVEMENTS

These projects work together to solve a longstanding problem within downtown: public restrooms. A great precedent for these facilities are the restrooms at Brainard's Bridge Park. It will allow for more variety in the events held and will encourage more people to visit the park for larger events.

### PRIORITY PROJECT

Install a public restroom building in Riverfront Park.

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“Performance down there would be a great thing to make a better park”

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“Promoting different events, making it the center hub”

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Figure 6.1: Title Here



## HABITAT RESTORATION & PARK CLEANUP

Fishing habitat and river access can be improved by clearing invasive vegetation. Installing lighting and security cameras around the park and surrounding trails will encourage legitimate park users while discouraging nuisance users.

### PRIORITY PROJECT

Establish bank stabilization programs to improve trout habitat and encourage more fishing activity in the park while protecting banks from erosion.

“We are very interested in water quality, trout habitat, making it alive and thriving—a lot of work has been done on stream restoration and access [that we can build from]”

