

Downtown Placemaking Advisory Group

August 24th, 2020



AGENDA

1. Introductions
2. Brief economic development update – (Dane/Jenson)
3. Review and discuss idea list for downtown Waupaca (need note taker)
4. Discuss marketing ideas for encouraging donations
5. Identify next steps



ECONOMIC DEVELOPMENT UPDATE

DOWNTOWN PLACEMAKING ADVISORY GROUP

- Raise funds and implement downtown placemaking projects in conjunction with the 2021 Main Street reconstruction

ECONOMIC DEVELOPMENT ADVISORY GROUP

- Provide feedback on city-wide economic development priorities
- Provide feedback on new downtown incentive program



IDEA LIST – NOT STARTING FROM SCRATCH

City of Waupaca
Downtown Vision Plan
May 5, 2015

WAUPACA | STRONG

East Central Wisconsin
Regional Planning Commission
ECWRPC
Columbia • Fond du Lac • Menominee • Outagamie
Shawano • Waupaca • Waushara • Winnebago

WAUPACA
Downtown Plan

MAY 2017

signage plan

January 2020

RDG
PLANNING • DESIGN
www.RDGUSA.com

NOT INCLUDED IN PROJECT (CITY \$)

DESCRIPTION	UNITS	UNIT PRICE	TOTAL COST
4'X8' Landscape railings	23	\$3,600	\$82,800
Bike racks	8	\$900	\$7,200
Trash receptacles	16	\$1,800	\$28,800
Benches	11	\$2,500	\$27,500
Pre-cast concrete seat walls	28	\$7,200	\$201,600
Café table and 4 chairs	6	\$3,500	\$21,000
Decorative crosswalks	3,300 SF	\$12/SF	\$39,984
Pavers	5,884 SF	\$16/SF	\$94,144
Bump out scoring	21,348	\$3/SF	\$64,044



PLACEMAKING OPPORTUNITIES

- SEATING
- TRASH RECEPTACLES



PLACEMAKING OPPORTUNITIES

- BIKE RACKS
- STREET PLANTERS



STREETSCAPE AMENITIES

Streetscape amenities focus on both functional and aesthetic improvements to the district. The streetscape needs to create a positive and memorable experience for everyone to attract and keep visitors coming back to downtown. Features such as pedestrian lighting, trees, and benches create a sense of place and human scale and can be accomplished at a relatively minor expense. **Figure 3.x** and images on page 69 show how amenities can be used on the Main Street streetscape.

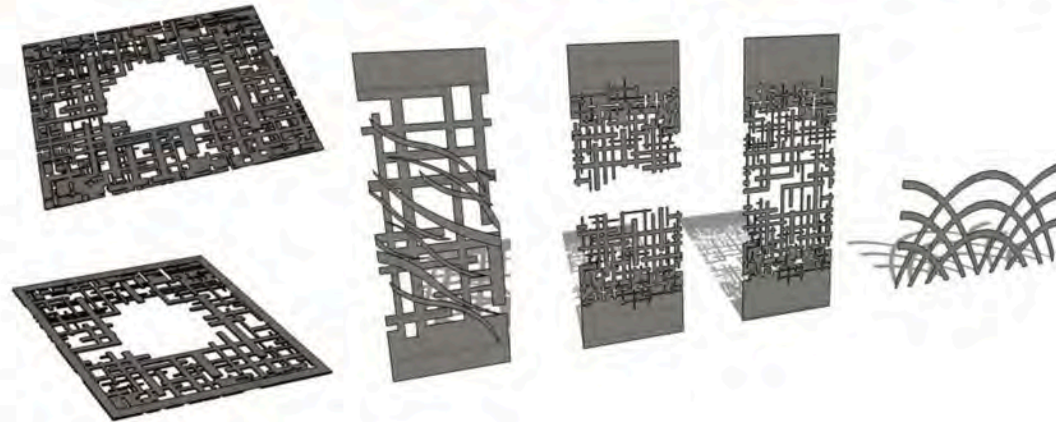
Specific recommendations include:

Bump-outs. Bump-outs shorten the crossing distance for pedestrians, create space for additional landscaping and placement benches, give more protection for street lights, and allow installation of stop signs closer to the drive lane. Bump-outs at all intersections along Main Street create a safer environment for pedestrians.

Plazas. Plazas give a change in scenery with locations for art, landscaping, and seating. Plazas are versatile for many events such as farmers markets, holiday celebrations, or an everyday lunch spot.

Outdoor seating. The width of the sidewalk allows for dedicated outdoor seating areas where pedestrian can relax along the street. Seating areas should be well-defined, in good condition, and not interfere with pedestrian walkways (five feet of unobstructed sidewalk space). Shops and restaurants should be encouraged to provide outdoor seating for people to wait while others shop or enjoy a meal outside.

Street furniture. Street furniture give a functional element to the sidewalk. Trash bins should accompany benches to reduce clutter along the street. Information kiosks at highly traveled areas and gateways such as the Waupaca Chamber kiosk at S. Main and Badger Streets notify people of destination points in the district. Decorative railings also can protect flower beds and planting areas from foot traffic.





Landscaping. Landscaping provides color and shade to the district. Tree planting beds provide uniformity and even placement provides continuity in the landscape design. Street trees planted at intersections and mid-block crossings provide shade and visual interest to the street. Shade from trees during the summer months also helps to improve energy efficiency of buildings. Other low cost enhancements such as flower baskets and low-lying planters break up storefronts and concrete sidewalks to provide color and interest.

Lighting. The character and type of illumination of light fixtures along the street and parking areas should complement the historic elements of downtown

buildings. Lighting that projects downward reduces light pollution and illumination into upper story units. Another option is the use of specialty, blue catenary lighting. Lighting for building facades is discussed later in this plan.

Art. Wall signs function as both an advertisement piece for a business and a visual feature that contributes (or detracts) from the streetscape. Art incorporated onto building façades adds a unique environment for pedestrians. Art can vary throughout the district from historically appropriate pieces in the Main Street Historic District to more abstract pieces near the art center and riverfront.

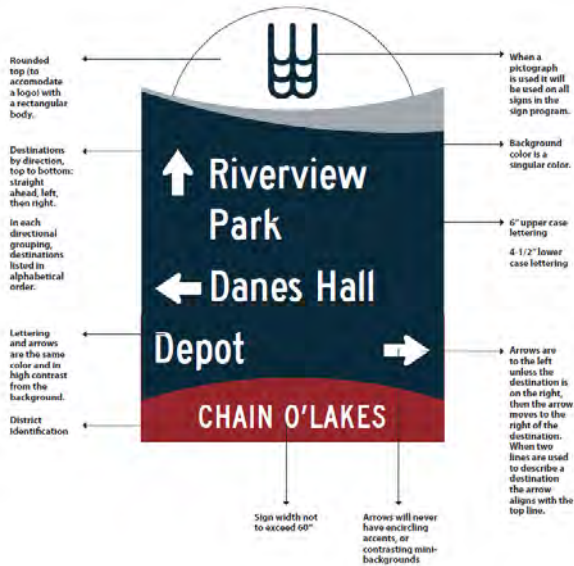
Materials. A variety of high quality, colorful materials throughout the streetscape are recommended. Brick, stone, colored concrete, river rock, and other natural materials will reflect the historic downtown buildings as well as the Waupaca River.

Trolley tracks. A streetcar once ran through Main Street. During street reconstruction remains of trolley track may be uncovered. The opportunity to incorporate these historical pieces into the streetscape can create a unique aesthetic element to downtown, and possibly mitigate costs for their removal.



PLACEMAKING OPPORTUNITIES

• WAYFINDING SIGNAGE



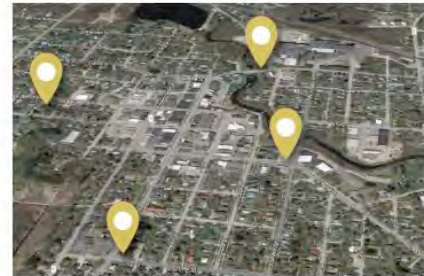
downtown gateways

The concepts shown have a direct relationship to the wayfinding system, to the brand/logo system, and a strong nod to either weathering steel or timber framing. The graphic style of signs could match the wayfinding signs or one of the logos (modified to use the term "welcome"). A weathering steel column option recalls the foundry while the wood columns reflects the natural resources of the Waupaca region.

Alternatively, these signs could be adopted as community gateways for less traveled routes into the community.



Downtown Gateways

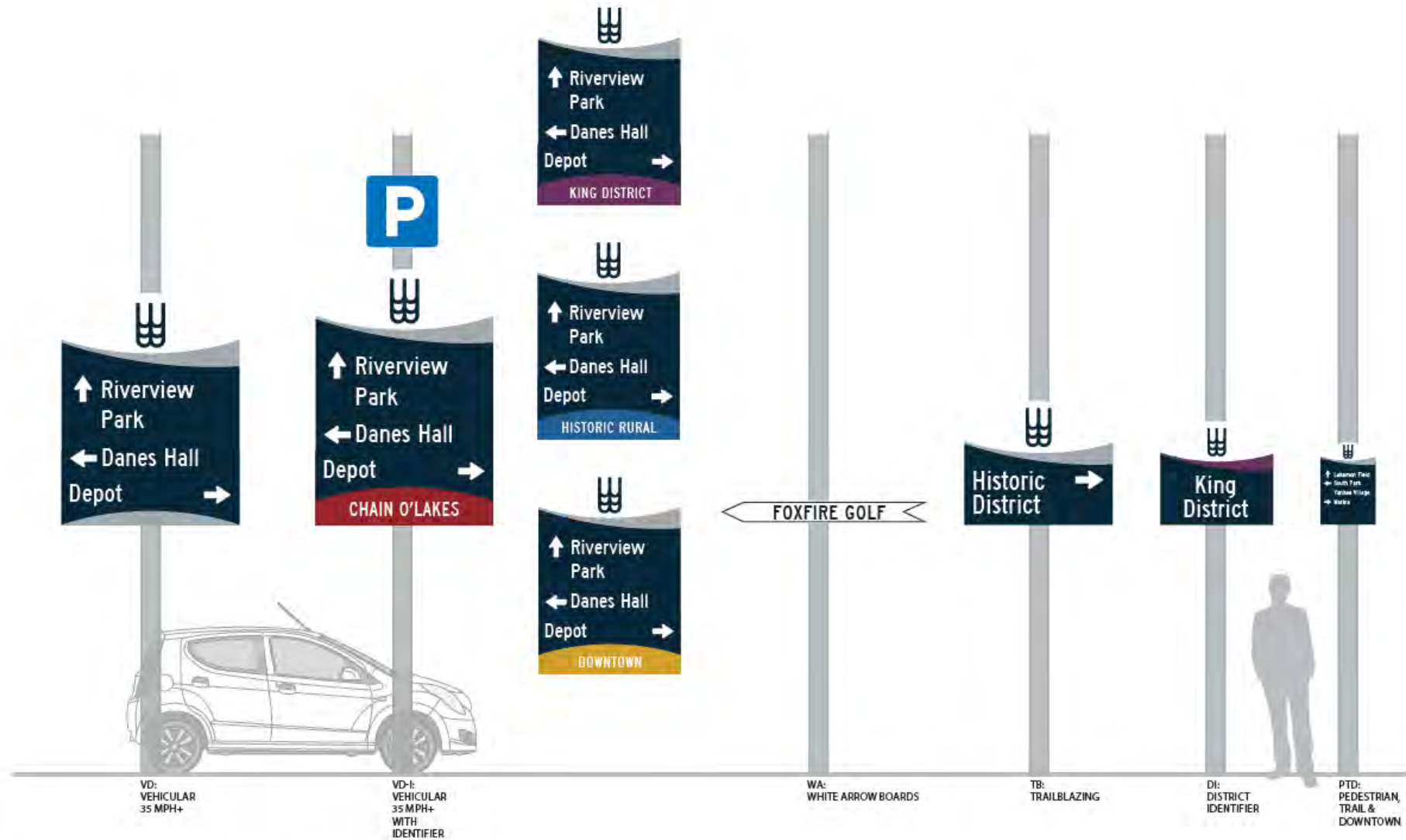


Candidate Site Locations

- > Southeast corner of W Fulton Street and High Street
- > Northwest corner of County Road K and Elm Street
- > Northwest corner of Badger Street and State Street
- > Northeast corner of Main Street and Lake Street



final sign design



PLACEMAKING OPPORTUNITIES LIST

IDEA	NOTES	COST	NEXT STEPS	PRIORITY	LEAD
Murals – highly visible murals; alley murals?	SE corner of Union & Main				Mural Committee; Waupaca Arts Board
Sidewalk Poetry	Stamped poems in sidewalk				Anita
Fulton Street Passageway	Decorative lighting, art work				



IDEA	NOTES	COST	NEXT STEPS	PRIORITY	LEAD
Art Node/Feature (Downtown plan cultural corridor)	Danes Home/Session St/Union St/Chamber				
Bike racks/corrals	Use local metal workers; Marvin metals, foundry	\$900			
Catenary (cabled) lighting					
Flower Pots/Street Planters	Save existing gratings during project	Where are metal tree guards?			



IDEA	NOTES	COST	NEXT STEPS	PRIORITY	LEAD
Benches	Victor Stanley; many cities use as standard	\$1,400- \$1,600			
Tables/Bench Tables/Chairs	Victor Stanley; are old benches being stored somewhere?	Up to \$2,600	Identify where people sit as 1 st step		
Trash/recycling receptacles	Victor Stanley	\$1,000- \$2,000			
Wayfinding signage	Historic; wall dogs.org				
Outdoor music					



IDEA	NOTES	COST	NEXT STEPS	PRIORITY	LEAD
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Bridge lighting					
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Power requirements	Added additional wattage; Session Street				
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MARKETING/FUNDRAISING

- Account set up at foundation
- Fundraising – old trolley tracks?
- Pinpoint 4-5 items for fundraising



NEXT STEPS

- Clean up notes and send to group
 - Create a survey to prioritize
- Ask 1-2 community members to make a donation and use names to encourage others
- Investigate grant potentials (new grant writer)
 - Biking, placemaking, arts
- Send invite for September 8th 6pm

