

Technical Assistance Program Summary **Part Two**

Prepared for:

The East Central Wisconsin
Regional Planning Commission

December 2022

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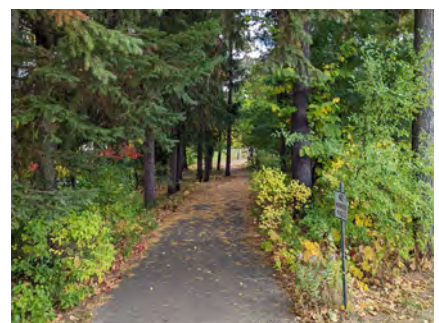
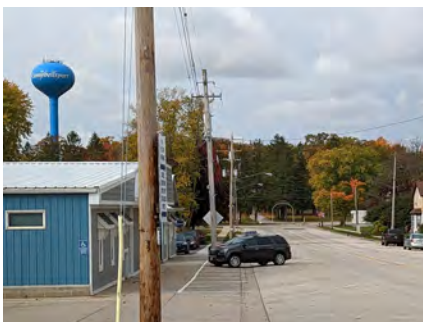
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OVERVIEW

In March of 2021, the East Central Wisconsin Regional Planning Commission (ECWRPC) sought out a consultant to help create and implement a Small Business and Community Technical Assistance Program intended to address economic and organizational impacts of the COVID-19 pandemic on small businesses and communities. The intention was to connect small businesses and/or communities to resources to help them increase their operational strength and resiliency. The technical assistance program's funding source was the Economic Development Agency's (EDA) Coronavirus Aid, Relief, and Economic Security (CARES) Act Economic Development District and Indian Tribe Supplemental Disaster Recovery and Resiliency Award Program. Ayres was selected to assist the ECWRPC with the development and implementation of the program.

The program was so successful that a second round was implemented. This report briefly summarizes the first effort and further describes the second round which took place in 2022.

With both rounds of technical assistance, the ECWRPC sought the guidance of a core team of advisors including representatives from the Small Business Development Center at UW Oshkosh, Appleton Downtown Inc., Envision Greater Fond du Lac, and Calumet County. Both times the group provided input into the selection process, reviewed applications, and evaluated the program upon its completion.

Ayres developed marketing materials to explain the program and cultivate interest. After the first year, the application process was refined to help the communities focus on implementable projects. Following deployment of a short video and informational flyers to a stakeholder list provided by the ECWRPC, applications were collected and evaluated. In 2021, eight communities were selected, and full day and half day workshops were held two different weeks in the fall. In the second round, four full day workshops were held in one week in October 2022. The first year, 26 applications were received. The second year, 15 applications were received.

The communities selected in 2022 were:

- Shawano
- New London
- Berlin, and
- Campbellsport

Each community had unique challenges, but all had a downtown public space for which they were seeking design assistance.

The assistance took the form of a community input session and design session with a presentation at the end of the day. Ayres staff then refined the recommendations and sent each community a report that captured the discussion in each workshop. These "mini" reports are included later in this document.

MARKETING AND OUTREACH TO COMMUNITIES

As mentioned, the technical assistance program was marketed throughout the East Central Wisconsin Regional Planning Commission area. The flyer below and a short video were sent to an ECWRPC email list of over 400 individuals and organizations on July 11, 2022.

Link to Video: <https://bit.ly/3bTlc9y>



Does your downtown or business corridor need a boost?

Are there design ideas or improvements you want to pursue?

Are your businesses still suffering from the impacts of COVID-19?

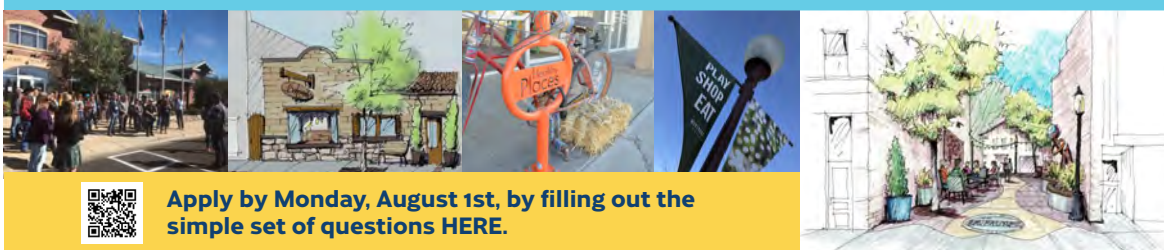
2022 Technical Assistance Program

In partnership with East Central Wisconsin Regional Planning Commission (ECWRPC), one of Wisconsin's leading planning firms can provide you with personalized, one-on-one technical assistance through a grant funded by the US Economic Development Administration. Our professionals can assist you by providing your community with a personally designed one day workshop to address your community's needs. We will bring design, marketing, and planning experts to your community at no cost to you (a workshop like this would typically cost more than \$8,000). With your help, we will plan fun and interactive visioning lessons, generate drawings and ideas, and then present them to your stakeholders.

Recipients of technical assistance will be chosen based on: need, project potential, ability to organize, geography, inclusion, economic benefit & the ability to pay it forward.



Click **HERE** or scan the QR code for a short video describing what you could receive.



Apply by Monday, August 1st, by filling out the simple set of questions [HERE](#).

The application form consisted of the following:

The East Central Wisconsin Regional Planning Commission (ECWRPC) has received a grant that allows them to provide technical assistance from a leading multi-disciplinary planning firm, Ayres Associates, to communities in the ECWRPC region at no cost to you.

The technical assistance is program designed to strengthen downtowns and commercial corridors. The intention is to help build stronger, thriving, and sustainable communities and businesses in the East Central Wisconsin region by revitalizing community spaces and catalyzing economic development. The ideal applicant is a local government, downtown organization, Chamber of Commerce, or economic development organization, but all applicants will be considered.

The 2022 Technical Assistance Program will take the form of a one-day workshop in your community. Ayres Associates and the ECWRPC will work with community stakeholders to establish a project vision, develop recommendations in the form of drawings and images, and provide a presentation to community members at the end of the day. Ultimately, the community will be left with a user-friendly report that can be used to move the community's project forward.

Just fill out this brief application by Monday, August 1 to be considered. Recipients will be chosen based on need, project potential, ability to organize, geography, inclusion, economic benefit and the ability to pay it forward.

Name

Title

Organization

Phone

Email

1. What kind of technical assistance would you like? Check all that apply.

- Strategic planning
- Targeted Main Street or downtown planning
- Storytelling/Branding
- Streetscape/Wayfinding/Beautification
- Redevelopment strategy
- Funding/grant strategy
- Community resilience/adaptability/diversification planning
- Zoning consultation

2. Of these technical assistance opportunities, which do you believe would most benefit your business or community?

3. Please provide a paragraph describing the challenges that you are facing that you believe technical assistance from the ECWRPC/Ayres team could help you overcome?

4. Are your challenges a result of or worsened by the COVID-19 pandemic?

5. Do you have a specific project in mind to help address these challenges? Have you started the project? Are you having challenges getting it off the ground? If yes, what are they?

6. A goal of the program is to build community and generate excitement. Please explain how you would organize or plan the workshop if you are selected? (i.e. do you have existing groups that can help get the word out? Are your elected officials interested in attending? Can you provide a good meeting space?)
7. If you received the technical assistance, which demographic or community group would most benefit?
8. How will your idea or project help build the local or regional economy?
9. Explain how the technical assistance might leverage or catalyze more community buy-in, funding, or create complimentary projects?
10. The workshops will be held the week of October 10th through the 14th. Each community selected will be assigned a day. Are you available to host a workshop any day that week?
11. Please provide a summary paragraph explaining how your project or idea address the following selection criteria: Community need, project potential (is there a project that will come out of the process), capacity to help organize the workshop, ability to help underserved groups or businesses, ability to stimulate the local economy, positive secondary impacts (does the project “pay it forward”?)
12. If you have any documents that would help to explain your project or support your application, (such as maps, photos, or newspaper articles) please email those to arnolda@ayresassociates.com.
13. How did you hear about this opportunity?
 - o Email
 - o Social media
 - o Website
 - o Word of mouth

Applications were submitted via an online form and reviewed by the ECWPRC and Ayres staff. The applications were sorted and then shared with the Core Team, and together these groups picked the top four applications.

- The City of Shawano requested assistance with a redesign of their harbor and the redeployment of a group of downtown buildings.
- The City of New London requested design ideas for an alley that runs along the Wolf River.
- The City of Berlin requested ideas for a downtown market square.
- The Village of Campbellsport requested ideas for connecting a regional trail with their downtown.

VISITS WITH COMMUNITIES

The first year a variety of forms of assistance were offered, but most of the communities were interested in workshops focused on their downtowns or other destinations. The second year, the program was redesigned to focus on downtown workshops because they generated the most interest.

Ayres worked with the communities to arrange the workshops. The format generally involved Ayres and ECWRPC staff arriving in the morning and meeting with key stakeholders to understand the community's concerns, then the Ayres and ECWRPC staff and local representatives would do a "walk-about" to take pictures and further understand the issues and opportunities. The Ayres staff typically spent the afternoon drawing and developing solutions. At the end of the session, a presentation was given to whoever wanted to return to see the draft recommendations. After the visit, the recommendations, which were in the form of a PowerPoint presentation, were refined and the presentation was sent to the community for their future use. The presentations can be found in the following pages.

The schedule was as follows:

DATE	LOCATION
October 10	City of Shawano (full day)
October 11	City of New London (full day)
October 12	City of Berlin (full day)
October 13	Village of Campbellsport (full day)



CITY OF SHAWANO

Description of the Community's Challenges

The City of Shawano is on the upswing. The leadership appears to be well supported, and strides have been made in improving downtown. The City had plans to install new harbor slips and would like to reconfigure their harbor. Being able to draw people from the harbor into downtown would be a plus. In addition, the city has purchased three buildings on Main Street. The buildings are in poor condition, and the City was seeking input into their renovation and reuse.

What Ayres Provided

Ayres met with staff and community leaders and then walked through downtown with key City and County staff members. An examination of the harbor found that parking was inefficient, and the harbor park could be more of a draw. Ayres staff also recommended connection to Main Street and the Historical Society complex. The group also toured the City owned buildings and assessed options. Ayres and ECWRPC staff then produced a conceptual plan for improvements to the harbor area, outlined downtown connections, and explored the viability of the renovation of the Main Street buildings. A presentation was given to staff and some returning stakeholders at the end of the day.

Key Recommendations

The workshop and report:

- Helped the staff and stakeholders define what they valued.
- Provided a concept plan for the harbor area that involved street vacation, new uses, and reconfigured parking.
- Provided a map of key improvements and linkages for downtown.
- Ran initial investment numbers for the City owned parcels on Main Street and recommended demolition and reconstruction
- Left the City with some ideas for potential funding options.



CITY OF NEW LONDON

Description of the Community's Challenges

The City of New London has a unique alley that runs between a main block downtown and the Wolf River. This alley only has buildings on one side, so it is not shielded like typical alleys. Instead, it is visible from many views coming into the city. Apartments have recently been approved for a parcel across the river from the alley, so the appearance will soon be a bigger issue. The City has sought ideas on the alley in the past but has not been able to implement any changes. One reason for this could be that the alley functions for deliveries and residential parking, so the mix of what can happen in the space is constrained.

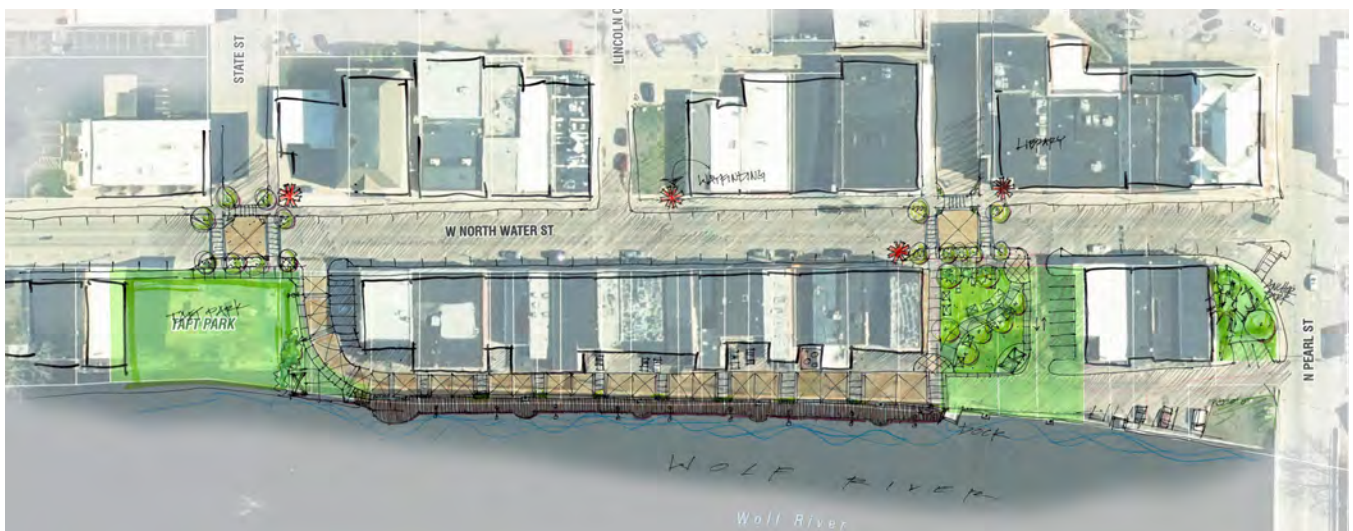
What Ayres Provided

Ayres conducted a workshop, which started with approximately 30 community leaders and business owners coming to a coffee shop for a visioning session. Attendees discussed what they valued in their community and what some of the hinderances to redevelopment of the alley were. Several owners of property along the alley spoke. City staff, Ayres, and ECWRPC representatives then walked through the alley and two downtown mini parks. Ayres then spent the day defining how the space could be shared and enhanced. A plan and several sketches were produced. At the end of the day several of the people who attended the morning session returned for a presentation about Ayres' recommendations.

Key Recommendations

The workshop and report:

- Recommended keeping the alley open to vehicles and building a cantilevered walk for pedestrians.
- Recommended investing in rear façade improvements and public art to enhance the appearance of the alley.
- Suggested design improvements to Water Street that would tie into the alley design.
- Provided a redesign concept of an adjacent park. The redesign would allow vehicles a second way out of the alley while also opening up views to the walkway and river.
- Left the City with some ideas for potential funding options.



CITY OF BERLIN

Description of the Community's Challenges

The City of Berlin is a small community that is struggling to keep interest in its downtown. Luckily several new local businesses have been established and are doing well. The City administration is interested in creating a market square in front of City Hall. This location was the site of a major market more than 100 years ago. Currently there is just parking in front of City Hall. The river is close by, but the approach to it is not welcoming. A private property owner has a park-like space along the river near the City Hall, and they are open to having it considered for a park.

What Ayres Provided

Ayres met with City staff and a few community leaders in the morning and discussed what was going well in Berlin and what was not. The group all agreed that new community space would be useful. Ayres then toured the space and developed drawings for a new market square in the afternoon. Ayres staff also looked at City-wide connections that could bring more people downtown. Ayres made a presentation to some returning stakeholders in the afternoon.

Key Recommendations

The workshop and report:

- Generated plans and sketches for the market square.
- Showed how the space could be designed for multiple functions.
- Suggested a new treatment to the riverfront and generated ideas for the privately owned greenspace to work as part of whole space with the market square.
- Left the City with some ideas for potential funding options.



VILLAGE OF CAMPBELLSPORT

Description of the Community's Challenges

The Village of Campbellsport has the asset of the Eisenbahn State Trail running through it, but unfortunately people don't leave the trail to go into downtown Campbellsport. The current business mix does not offer much for tourists, and several downtown buildings are in poor condition. The block of West Main Street just east of the trail crossing is slated for improvement, so decisions will need to be made about parking design, street width, and streetscape improvements.

What Ayres Provided

Ayres and ECWRPC staff hosted Village staff, board members, and property owners for a discussion of the issues downtown. Then Village staff provided Ayres and the ECWRPC staff a tour of downtown. Ayres spent the afternoon designing a trailhead/park space and creating "before and after" images for several downtown storefronts. Roadway design, parking availability, and regional connections were also explored. In the afternoon, many of the people from the morning session returned for a discussion of the concepts.

Key Recommendations

The workshop and report:

- Suggested rerouting the trail slightly to open up views of downtown.
- Added a shelter and other amenities at the trailhead.
- Suggested soliciting businesses that draw people downtown and potentially offer services to people using the trail.
- Recommended parallel parking to allow for a bike connection from the trail through downtown.
- Showed improvement ideas for several façades and streetscape amenities.
- Left the Village with some ideas for potential funding options.



LESSONS LEARNED AND FOLLOW UP

Both years of the program were great successes. All the communities, twelve in total, expressed appreciation for the assistance, there was solid participation from stakeholders, and good work products were produced. Most importantly, each technical assistance effort moved projects forward for the communities.

As with any new program, there were a few lessons learned along the way:

- **Technical assistance offerings** – The first year a variety of technical assistance options were offered. It turned out that sessions focusing on downtown projects, rather than zoning or detailed funding advice, were more popular. So, the second year focused on built projects. The first year some communities were seeking marketing and branding advice while the second year focused on public space design. Both are important offerings but involve different skills. In the second year, more effort was put into ascertaining what specifically the community needed. At times it was challenging for the communities to define or prioritize their needs.
- **Marketing** – The marketing of the program was the same both years and focused on email outreach. While more effort could be put into marketing, each year plenty of applications were received, so quick, basic marketing was not a detriment to the program.
- **Community visits** – The first year a mix of half day and full day sessions were arranged. The second year only day-long sessions were planned. Day-long sessions allowed for more community involvement and more detailed work products.
- **Work products** – The sessions in the first year focused on public spaces, so primary work products were plans and sketches. These can be labor intensive, so enough time needs to be allotted. Ayres was able to refine some drawings after the community visits and add more detail.
- **Follow-up** – Because this program spanned two years, we have the advantage of knowing that communities selected the first year have used the work products and moved their projects forward. We expect that to be the case for the communities visited the second year as well. Often the recommendations and drawings created during the visits must be general due to time constraints. The second year there was a small budget surplus that allowed for more detailed work after the visits. More time was used to create additional images, provide order of magnitude cost estimates, and more detailed implementation recommendations. This additional information has been added to each work product that follows.

Both years of the program were very successful, and effort should be made to find a way to make these technical assistance visits a permanent offering. The issue will be how to fund them, but they create great value for the amount invested. All the communities needed the assistance and could not achieve the work on their own. A solid program framework has been created, implemented, refined, and implemented again. This framework can be a solid starting point for a standing program.

November 28, 2022

David Moesch
Planning and Zoning Administrator
City of Shawano
127 S. Sawyer Street
Shawano, WI 54166

Dear David,

It was a pleasure to meet you and visit Shawano last month. The Ayres team and ECWRPC staff enjoyed exploring your downtown, Huckleberry Harbor, and the city owned buildings on N. Main Street. As you know, our visit was designed to provide quick design ideas for the harbor and the city properties.

I've attached a more refined version of the presentation we produced during our visit. This presentation summarizes several design concepts. In addition, below I've outlined some of the overall opportunities that are broader and not easily captured with graphics.

Overall Connectivity

- There is an overall goal to connect the investment at Huckleberry Harbor with the rest of downtown. To do this, we feel that points on Main Street need to be accentuated first. The new plaza just south of Division Street creates a gateway into downtown from the south. A similar gateway could be created at Main and 3rd Streets to mark the other end of downtown. Likewise, the primary intersection at Main and E. Green Bay Street could be enhanced.
- With the creation of a roundabout at Main and 3rd Streets, people would notice downtown upon arriving at the harbor. With appropriate signage, people could be drawn across Main Street to the Shawano County Historical Society museum complex which could be a nice tourist destination.
- There is also the opportunity to connect both the Historical Society complex and Huckleberry Harbor to regional trails.

Harbor Design

- Our concept for Huckleberry Harbor involves the vacation of a portion of N. Sawyer Street. In doing so, we believe access could still be maintained to the EMS facility.
- Providing active uses near the harbor will be key for attracting people to the rest of downtown. The vacation of N. Sawyer Street has the potential to create a new building parcel that could be a restaurant or other active use.
- Our design envisions keeping the existing concession stand and expanding the park space for more events.

200 N. Main Street

- It appears that keeping all of the structures at 200 N. Main Street could be a challenge. Because we feel strongly about keeping a solid street wall and focusing on the existing open spaces in downtown rather than creating new ones, we believe the City should explore demolition and reconstruction.

- At this point it appears that the cost of upgrades to the existing buildings would not be justified by the expected tax revenue unless new construction were considered.

Again, we greatly enjoyed the conversations with your community leaders, and we hope this document is a good resource for the City. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission

SHAPING SHAWANO

AVRES
PLANNING+DEVELOPMENT

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

SHAWANO

WHAT'S SHAKING & SHAPING SHAWANO



**BUSINESS
GROWTH**



HARBOR PLANS



PARKLAND



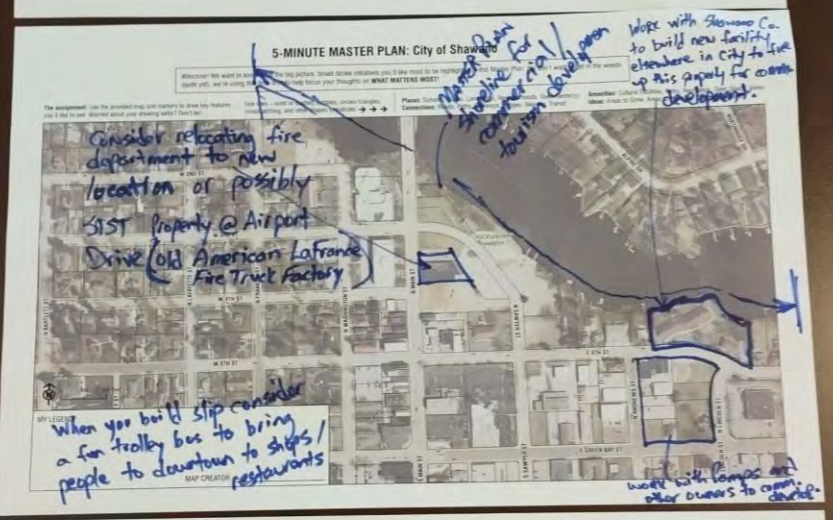
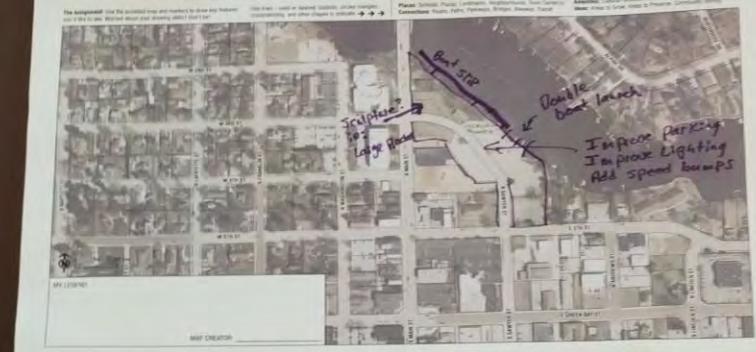
SMALL TOWN



LAKE ACCESS

SHAWANO SUCCESS

- Sustainable leadership
- Destination again
- Events drawing people
- Benefits of Shawano Lake
- Small business growth
- Partnerships
- Investments infrastructure
- New plaza downtown
- New housing



Connect historic property to the harbor

Roundabout at gateway

Key redevelopment

Enhance key intersection

Use plaza as "book-end" with roundabout

SEE MAP 1 - FOCUS AREA

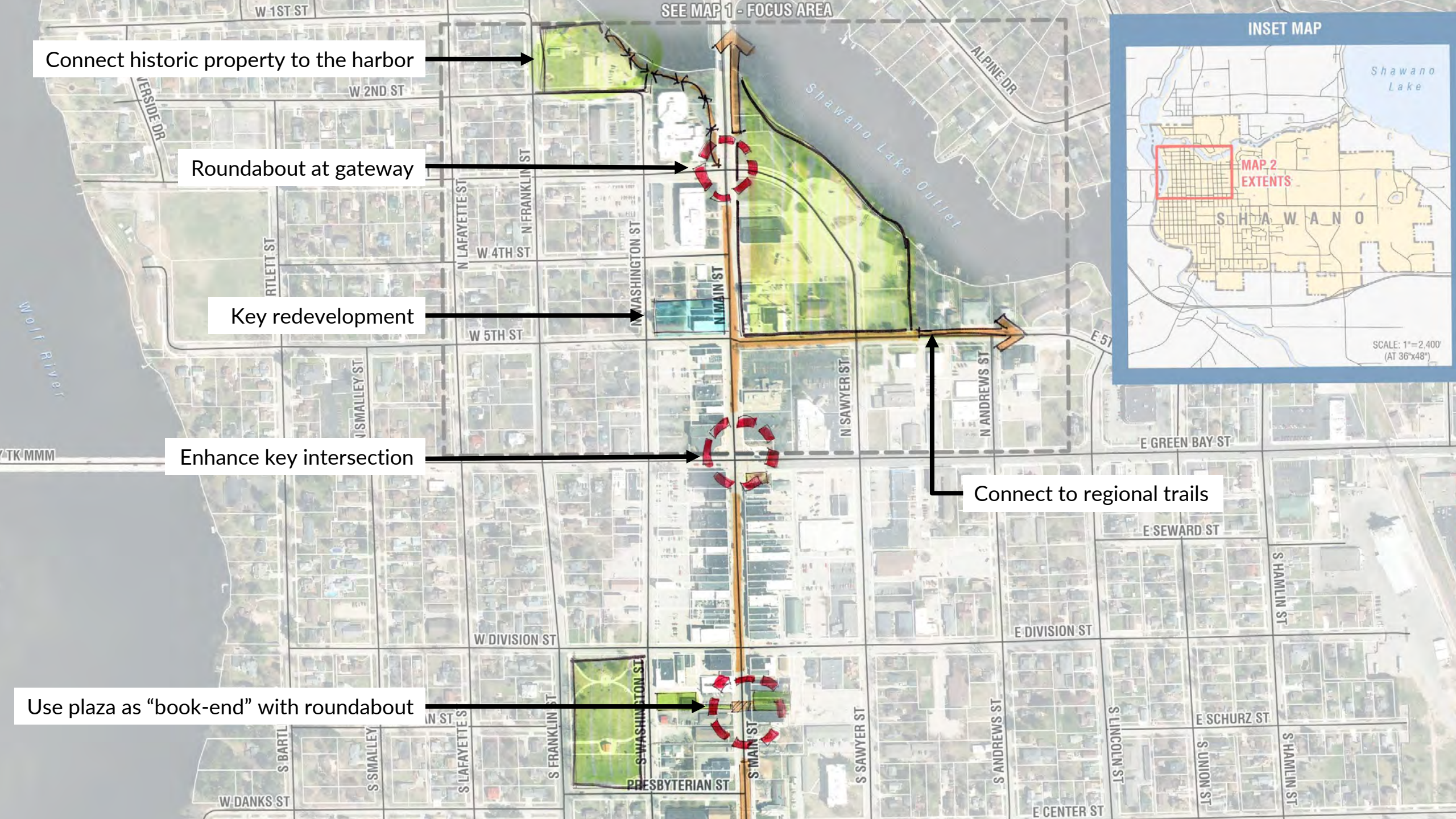
INSET MAP

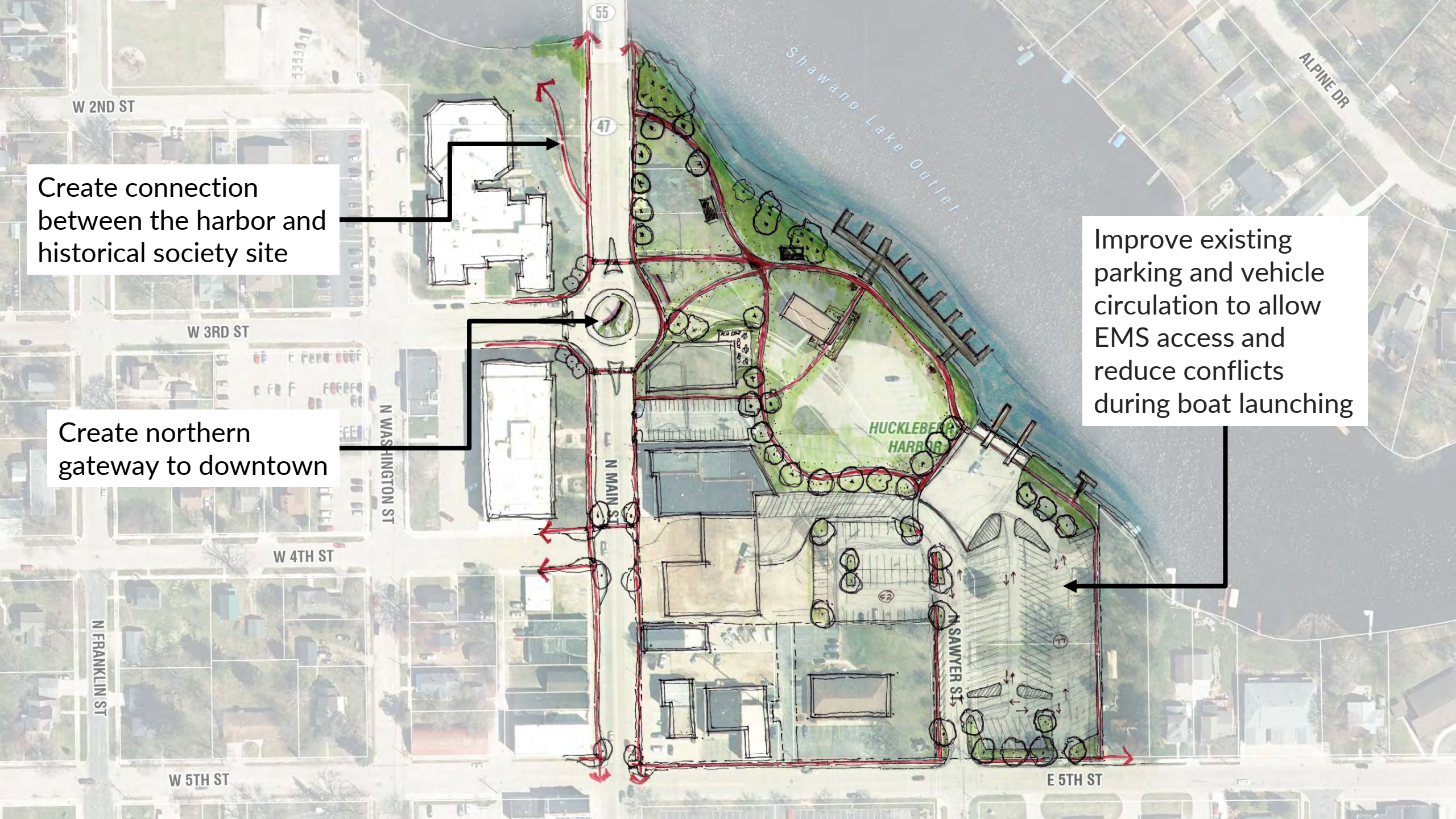
Shawano Lake

MAP 2 EXTENTS

SHAWANO

SCALE: 1"=2,400'
(AT 36"x48")





Create connection between the harbor and historical society site

Create northern gateway to downtown

Improve existing parking and vehicle circulation to allow EMS access and reduce conflicts during boat launching



200 N Main Street Redevelopment

- City owns four buildings
- Historic building on the corner
- Quonset hut and house in rear
- Structures without utilities
- Unclear on economic viability of renovation and end use of properties
- Potential teardown/greenspace for northern three buildings

Housing/Mixed Use Redevelopment

- 800 Block
Redevelopment in
Appleton
- 20-unit market rate
apts above four
commercial storefronts
- \$820k city investment
or 18% of taxable value
- Expected taxable value
of \$4.6 million



RECOMMENDATIONS

1

Book-end N. Main St.

- Add round about and gateway at Main and 3rd
- Add restaurant building to east Main
- Create unified design with new plaza

2

Develop Huckleberry Harbor

- Relocate/reconfigure boat parking
- Abandon Sawyer Street
- Add trail connections, enhance green space
- Move forward on boat slips

3

Redevelop 200 N. Main St.

- Conduct feasibility study and determine end use for existing property
- Consider mixed use with housing
- Solicit development proposals for demolition and redevelopment
- Avoid gap in structures

SHOW ME THE MONEY

Grants play a key role in small communities' ability to advance intriguing projects. Here's a list of some grant possibilities to help get you started:

- Main Street Bounce Back Grants – Administered by the East Central Wisconsin RPC, these grants provide \$10,000 to new and existing businesses to move into vacant properties. [28 made to City/47 to County](#)
- The Wisconsin Economic Development Corporation has a variety of grant and technical assistance programs. Continue to pursue Community Development Investment Grant funds shovel ready downtown projects. [Explore Vibrant Spaces grant.](#)
- Explore Stewardship Funds for harbor improvements and trails.



QUESTIONS?



December 14, 2022

David Moesch
Planning and Zoning Administrator
City of Shawano
127 S. Sawyer Street
Shawano, WI 54166

Dear David,

My colleagues and I have had a chance to think more about the future design of Huckleberry Harbor, and I wanted to offer you some thoughts on potential funding. As you know, it can be hard to know where to start with an aspirational plan like the one we created during your workshop. We thought it might be helpful if we provided you with some conceptual cost estimates so you could contemplate phasing the project.

On the attached sheet, we broke the project down between the parking lot improvements, the park area, and the proposed roundabout and provided estimated costs for each. Please consider these "order of magnitude" costs since they are based on a conceptual plan.

At the end of your workshop, we spoke briefly about funding. There could be several options for your project, so I've attached a funding brochure in case it's helpful.

I hope this is useful to the City of Shawano as you plan for Huckleberry Harbor. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc

A handwritten signature in blue ink that reads "Amanda Arnold".

Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission

Shawano Huckleberry Harbor Cost Estimate

12/14/2022

For long range budget planning purposes - Not for construction

	QTY	Unit	Price	Total
ROUNDABOUT				
Trees	12	EA	\$ 800.00	\$ 9,600.00
Electrical	1	LS	\$ 75,000.00	\$ 75,000.00
Concrete Curb and Gutter	1	LS	\$ 40,000.00	\$ 40,000.00
Gateway features	1	EA	\$ 25,000.00	\$ 25,000.00
Concrete Pavement	12000	SF	\$ 30.00	\$ 360,000.00
Planting beds	2000	SF	\$ 25.00	\$ 50,000.00
Mobilization	1	LS	\$ 100,000.00	\$ 100,000.00
Earthwork	1	LS	\$ 30,000.00	\$ 30,000.00
				\$ 689,600.00
			Contingency	\$ 137,920.00
			A/E Fees	\$ 206,880.00
			Project Total	\$ 1,034,400.00

	QTY	Unit	Price	Total
PARKING LOT				
Trees	24	EA	\$ 800.00	\$ 19,200.00
Electrical	1	LS	\$ 100,000.00	\$ 100,000.00
Asphalt	25000	SF	\$ 8.00	\$ 200,000.00
Planting beds	4000	SF	\$ 20.00	\$ 80,000.00
Mobilization	1	LS	\$ 25,000.00	\$ 25,000.00
Earthwork	1	LS	\$ 15,000.00	\$ 15,000.00
Concrete Curb and Gutter	1	LS	\$ 30,000.00	\$ 30,000.00
Utility Improvement Allowance	1	LS	\$ 30,000.00	\$ 30,000.00
				\$ 469,200.00
			Contingency	\$ 93,840.00
			A/E Fees	\$ 56,304.00
			Project Total	\$ 619,344.00

	QTY	Unit	Price	Total
PARK IMPROVEMENTS				
Trees	33	EA	\$ 800.00	\$ 26,400.00
Electrical	1	LS	\$ 100,000.00	\$ 100,000.00
Benches	15	EA	\$ 1,500.00	\$ 22,500.00
Signage	2	EA	\$ 5,000.00	\$ 10,000.00
Trash receptacles	10	EA	\$ 1,000.00	\$ 10,000.00
Bike racks	20	EA	\$ 800.00	\$ 16,000.00
Adirondack chairs	8	EA	\$ 400.00	\$ 3,200.00
Movable tables and chairs	10	EA	\$ 1,000.00	\$ 10,000.00
Pavilions	3	EA	\$ 80,000.00	\$ 240,000.00
Art features	3	EA	\$ 5,000.00	\$ 15,000.00
Pavers	2000	SF	\$ 12.00	\$ 24,000.00

Planting beds	5500 SF	\$ 20.00	\$ 110,000.00
Concrete	20000 SF	\$ 8.00	\$ 160,000.00
Crushed gravel	2500 SF	\$ 4.00	\$ 10,000.00
Privacy fence	100 LF	\$ 100.00	\$ 10,000.00
Mobilization	1 LS	\$ 20,000.00	\$ 20,000.00
Earthwork	1 LS	\$ 10,000.00	\$ 10,000.00
Utility Improvement Allowance	1 LS	\$ 20,000.00	\$ 20,000.00
			\$ 817,100.00
		Contingency	\$ 163,420.00
		A/E Fees	\$ 98,052.00
		Project Total	\$ 1,078,572.00

Combined \$ 2,732,316.00

November 28, 2022

Chad Hoerth
City Administrator
City of New London
215 N. Shawano St., New London, WI 54961

Dear Chad,

It was a pleasure to meet you and visit New London last month. The Ayres team and ECWRPC staff enjoyed the opportunity to talk with community leaders, property owners, and others who have a stake in enhancements to the alley along the Wolf River.

As you know, our visit was designed to provide quick “alley activation” concepts. I’ve attached a more refined version of the presentation we produced during our visit. This presentation outlines several design concepts. In addition, below I’ve outlined some of the overall opportunities that are broader and not easily captured with graphics.

We know that the idea of enhancing the alley space has been studied before, but we believe several factors have aligned to make this a viable idea now.

- With new residential development being constructed across the river from the alley, the image of downtown will be more important than ever.
- With the future reconstruction of N. Water Street, there is the opportunity to create an overall streetscape and draw attention to the connections to the alley.
- The City leadership and property owners seem poised to invest in the alley.

We believe we have found some opportunities to overcome past challenges to the implementation of an alley enhancement project.

- It is apparent that the alley needs to operate as a functioning alley. Starting with this “given” will help property owners have buy in to the project.
- There is potential for the alley to operate for deliveries and other vehicle access, while still being a space for pedestrians. The pedestrian access just needs to be separate, as shown in our concept for a cantilevered walkway.
- The backs of the buildings along the alley will never be pristine, but there is a great opportunity to embrace the eclectic nature of the architecture. Building on the theme of murals in your community and creating more of them along this set of rear facades is one way to beautify the stretch of buildings.
- The City appears poised to help property owners invest in the rear facades of their buildings. Expanding the City’s façade is one key tool, as are several grants.

Overall, we believe there is great potential for the alley project in New London. It is a truly unique space, and it could be a prominent signature feature of your community. We hope this document is a good resource for the City as you move forward. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc.



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission



AYRES

PLANNING+DEVELOPMENT



Calumet • Fond du Lac • Menominee • Outagamie
Shawano • Waupaca • Waushara • Winnebago

RENEW NEW LONDON

ALLEY ACTIVATION

Why? How?



ALLEY ACTIVATION

- Major view as you enter the city
- River is an asset
- New development, new people
- Beautification or new public space?
- Either way, an opportunity to create a signature image

**MAD
LIBS**



COMMITTEE MAD LIBS

VISION STATEMENTS FOR PEOPLE
WHO HATE GROUP WORDSMITHING

WE ASKED PEOPLE WHAT THEY BELIEVE IN AND THIS IS WHAT WE HEARD...

- Community pride (X2)
- Happy small-town community
- Downtown is big part of the city
- Amplifying history
- Growth for the city
- Serving our community
- Working together
- Developing downtown
- Small towns
- Supporting each other
- Creating a safe community
- Walkable, safe community
- Helping neighbors
- Places to gather
- Bringing unity
- Better community
- Better for more people

A PLACE FOR...

- Eating
- Playing
- Business
- Leisure
- River
- Enjoyment
- Shopping
- History
- All ages
- Learning
- Engagement
- Dialog
- Growth
- Activities
- Family
- Gatherings
- Families
- Greenspaces
- Year-round activities
- Tourism
- Safe Destination

ALLEY FACADES AS A UNIFIED MURAL



WOLF RIVER PLZ

Accentuating key intersections creates visual connections

STATE ST

LIN

SAINT JOHNS PL

LIBRARY

WAPPINZING

W NORTH WATER ST

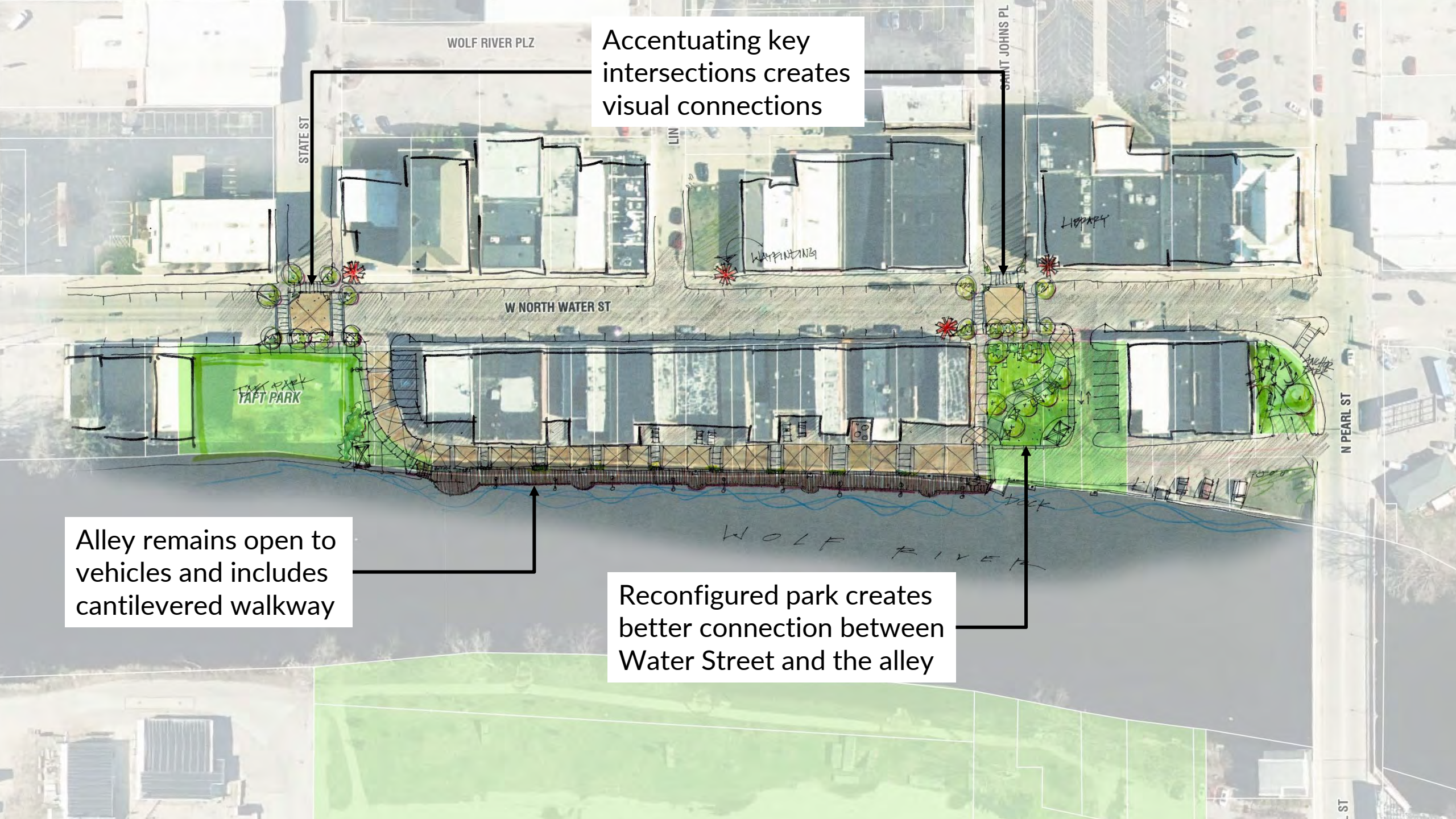
TAFT PARK

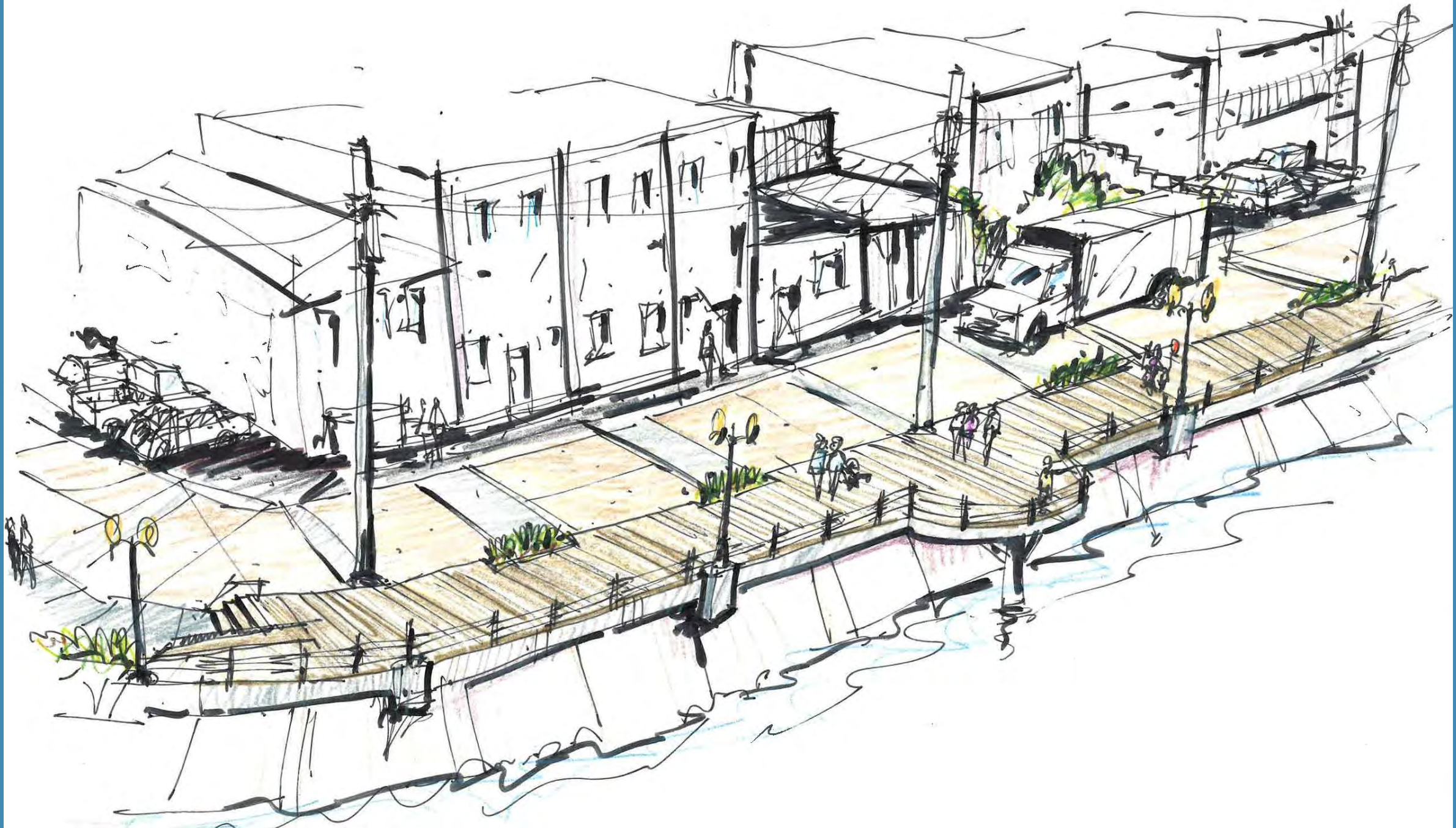
N PEARL ST

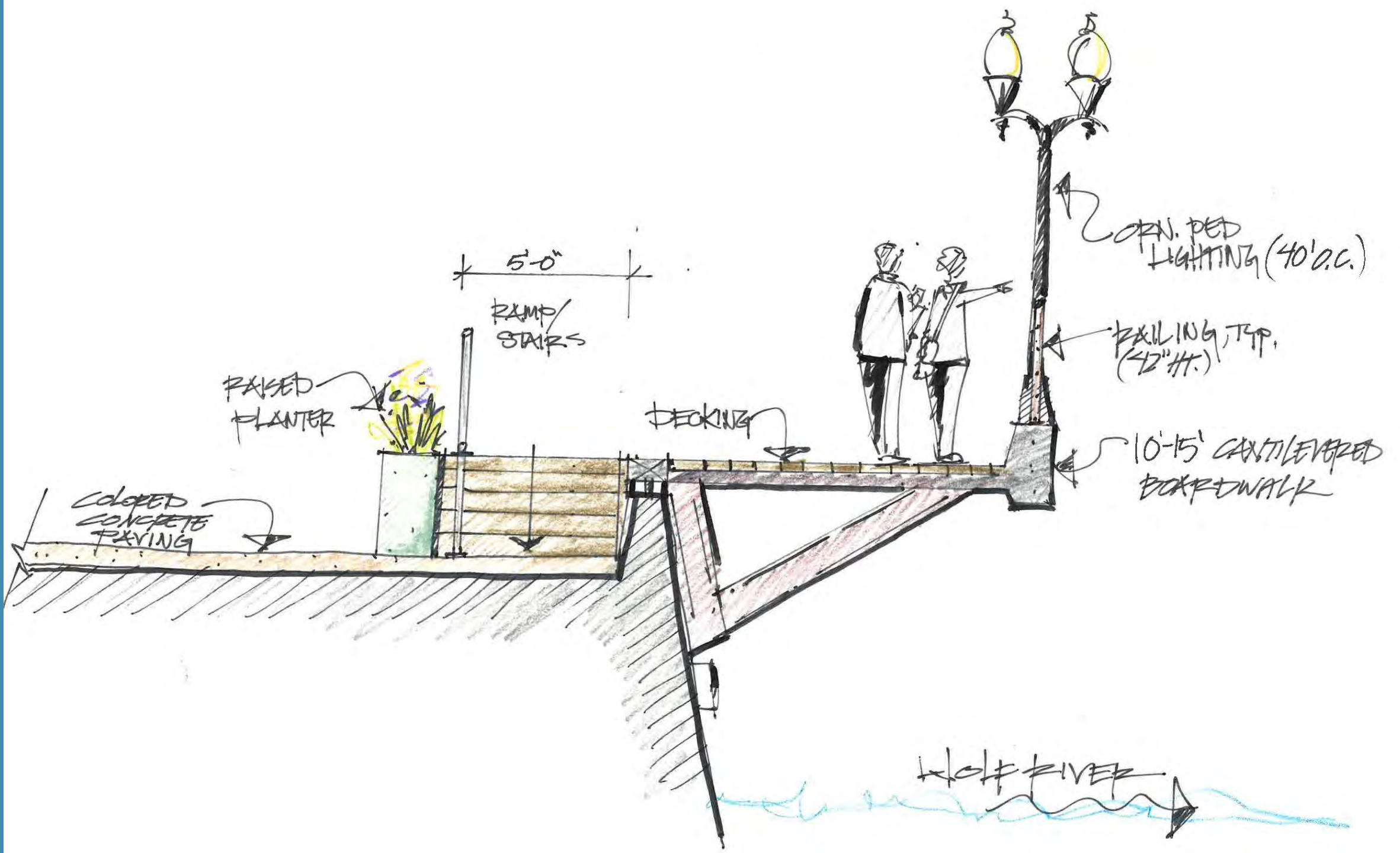
Alley remains open to vehicles and includes cantilevered walkway

Reconfigured park creates better connection between Water Street and the alley

WOLF RIVER







5'-0"

RAMP/
STAIRS

RAISED
PLANTER

DECKING

ORN. PED
LIGHTING (40' O.C.)

PAILING, TOP,
(42" H.)

10'-15' CANTILEVERED
BOARDWALK

COLORED
CONCRETE
PAVING

HOLF RIVER

PRIORITIES

1

Façade improvement

- View river front as a mural
- Embrace eclectic style
- Voluntary guidelines
- Focus façade program on alley

2

Connection to the river

- Cantilevered walk
- Bump out landings
- Intersections lead to alley

3

Maintain alley function

- Room left for trucks
- Focus on park renovations
- Wayfinding and signage

4

Safety

- Additional lighting
- Eyes on the alley
- Removing thru traffic

SHOW ME THE MONEY

Grants play a key role in small communities' ability to advance intriguing projects. Here's a list of some grant possibilities to help get you started:

- Main Street Bounce Back Grants – Administered by the East Central Wisconsin RPC, these grants provide \$10,000 to new and existing businesses to move into vacant properties. 17 grants in New London to date.
- The Wisconsin Economic Development Corporation has a variety of grant and technical assistance programs. Community Development Investment Grant funds for shovel ready downtown projects. New Vibrant Spaces grants fund public open spaces up to \$50k.
- DNR funds – Water Access, Stewardship Funding, potential BIL infrastructure funding.





QUESTIONS?

December 14, 2022

Chad Hoerth
City Administrator
City of New London
215 N. Shawano St.
New London, WI 54961

Dear Chad,

Since the ECWRPC workshops in October, the Ayres staff has had some extra time to think about the New London project, and we wanted to pass on some thoughts about phasing and implementation. The proposed concept for activating the alley along the Wolf River represents a significant investment, as well as significant coordination with the current property and business owners. However, the challenges and potential obstacles can be addressed in a coordinated and phased approach. Here are some preliminary recommendations and observations the design team believes can implement the general concept successfully and achieve the overarching goal of creating a vibrant, activated public space for both the required services and pedestrian users.

The enhanced park space and reconfigured traffic circulation represent the low-hanging fruit in this concept plan. By modifying the service routes through the alley, you establish a new pedestrian-friendly space that begins to lend itself to the overall goals of activating and place-making in the alley. Improvements to North Water Street are also relatively easy enhancements to the area. Here are some ways you could phase the park project, streetscape improvements, and the alley project:

Phase 1 Options:

Redesigned public park and parking lot, with reconfigured service/vehicular circulation

- Decorative concrete paving in key focal point locations
- Concrete walkways
- Curb & gutter
- Restriping parking and signage
- Sod and planting beds
- Updated dumpster enclosure at new location

Intersection improvements at St John's Place & State Street along W North Water Street.

- Bulb-outs
- Planting beds
- Decorative colored concrete paving
- Wayfinding signage

Phase 2 Options:

Initial Alley Improvements:

- Replace storm area inlets
- Run electrical conduit for future pedestrian scale street lighting
- Install decorative colored concrete paving and improved positive drainage from existing structures

The cantilevered pedestrian boardwalk represents the most significant investment. It will also provide the most positive impact in creating the sense of place and improved public safety. The City will need to engage an engineering team to further explore this option.

There are many potential funding options available to you that I'm sure you're familiar with, but I've attached an Ayres funding brochure as an additional resource.

I hope this added detail is useful in planning your project. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc.



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission

November 28, 2022

Sara Rutkowski
Administrator
City of Berlin
108 N. Capron Street
Berlin, WI 54923

Dear Sara,

It was a pleasure to meet you and visit Berlin last month. The Ayres team and ECWRPC staff enjoyed the opportunity to visit your downtown and talk with community leaders. As you know, our visit was designed to provide a quick strengths and weaknesses analysis and to generate ideas for a market square in front of City Hall.

I've attached a more refined version of the presentation we produced during our visit. This presentation summarizes several design concepts. In addition, below I've outlined some of the overall opportunities that are broader and not easily captured with graphics.

The history of the market square area is amazing, and the concept of recreating this space with the city hall in the background and park space along the river is a strong one. We believe this could become a strong focal point for the city. It could be supported by a walking loop using the Broadway Street Bridge and the pedestrian bridge to the north. This could be promoted with wayfinding that could even link people to the Mascoutin Valley State Trail. While we understand that parking is a valuable resource, ample parking exists to the south of Broadway Street, and an enhanced intersection treatment at S. Capron Street and Broadway, could allow for safe pedestrian crossing and draw attention to the market square.

The design concept included in the attached presentation allows for community events using a stage and an portion of N. Capron Street that could be closed off. With the proposed design, we have attempted to connect the potential green space along the river and the market square space, making them function as one destination.

Overall, we believe there is great potential for the market square concept, and we hope this document is a good resource for the City as you plan for further design and implementation. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission

BERLIN MARKET SQUARE

The place to be



BERLIN, WISCONSIN

ASSETS



**HISTORIC
ARCHITECTURE**



**SMALL BUSINESS
VARIETY**



**EVENTS/FARMERS'
MARKET**



RECREATION/TRAILS

HISTORIC RESOURCES



SMALL BUSINESS GROWTH



RECREATION/TRAILS



FARMERS' MARKET/EVENTS



BERLIN, WISCONSIN

CHALLENGES

**LACK OF
COMMERADERY**

**DISCONNECTED
BUSINESSES**

PARKING

LIMITED TOURISM

CONNECTIONS

1 mile to camping

SEE MAP 1 - FOCUS AREA

Walking loop

Intersection improvement to a closed off Capron St. with more parking

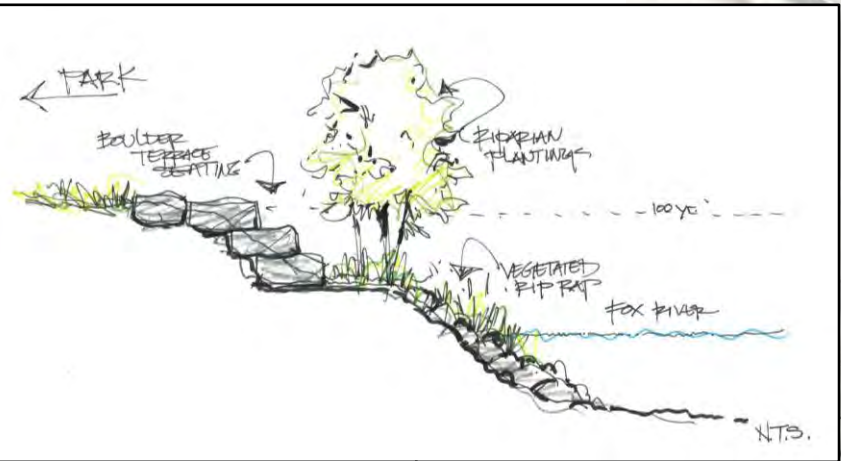
1 mile to Mascoutin Tr.

MAP 2

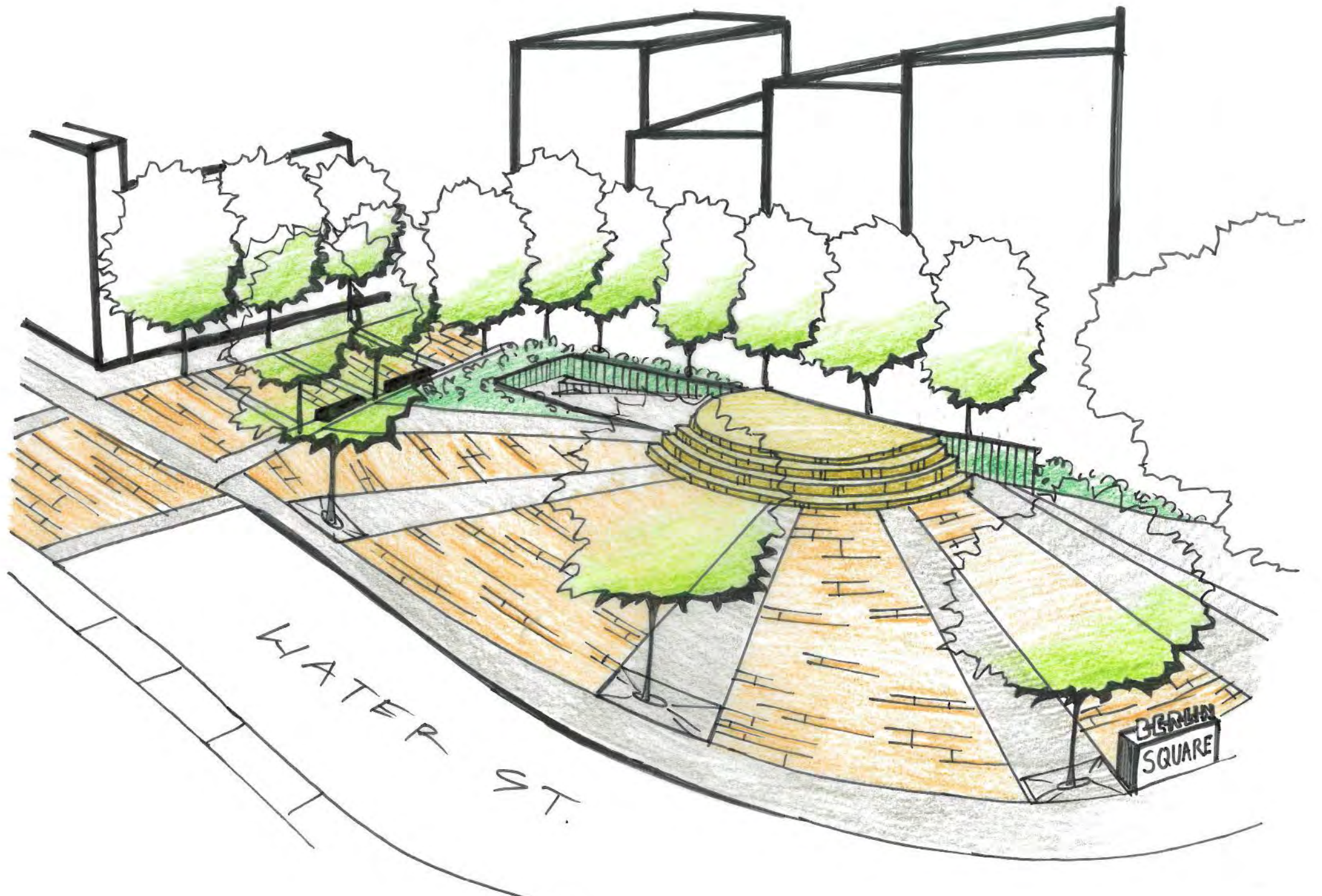
SCALE: 1"=20'

(AT 36"x48")





- This design concept:
- Provides a space for festivals/markets
 - Includes a stage
 - Connects City Hall and other buildings to the river
 - Enhances the current open space/river edge



WATER ST.

BERLIN SQUARE

SHOW ME THE MONEY

Grants play a key role in small communities' ability to advance intriguing projects. Here's a list of some grant possibilities to help get you started:

- Main Street Bounce Back Grants – Administered by the East Central Wisconsin RPC, these grants provide \$10,000 to new and existing businesses to move into vacant properties. 10 grants in Berlin to date.
- The Wisconsin Economic Development Corporation has a variety of grant and technical assistance programs. Community Development Investment Grant funds for shovel ready downtown projects. New Vibrant Spaces grants fund public open spaces up to \$50k.
- DNR funds – Water Access, Stewardship Funding, potential BIL infrastructure funding.



QUESTIONS?



December 14, 2022

Sara Rutkowski
Administrator
City of Berlin
108 N. Capron Street
Berlin, WI 54923

Dear Sara,

My colleagues and I have had a chance to think more about Berlin's concept for a market square, and I wanted to offer you some thoughts on potential phasing and funding. I can imagine that the investment in a downtown space can be overwhelming. Our thought is that your project could be broken up into at least two components. You could design and fund the paved plaza area separately from the park space along the river.

Assuming you can get the land for the park space donated, or the owner is an open seller, that would likely be the easier project to implement. While the proposed waterfront reconstruction would be costly, the rest of the park concept is rather basic. As I'm sure you are aware, the Wisconsin Department of Natural Resources has several grant programs that fund parks (<https://dnr.wisconsin.gov/aid/Grants.html>). DNR Stewardship funds can be used for park land acquisition, and DNR Land and Water Conservation funds can be used for park development. There are also several DNR grants focused on water quality improvement. That may be a possibility for the proposed redesign of the river edge.

Funding for plazas can be more of a challenge. The first step will be the development of a more detailed design. In a design like what Ayres suggested, the type of materials used can make a very large impact on the cost. The design is relatively simple, but, for example, paving choices could make it more or less expensive. There is also the potential to phase the construction. The flat paving work could be done first, and the stage could be added later.

If the market square can be linked to economic development, the Wisconsin Economic Development Corporation Vibrant Space Grant may be an option ([Vibrant Spaces | WEDC](#)). Also, it appears that Berlin has been eligible for Community Development Block Grant funds in the past. Plazas can be funded with CDBG funds if a link to improving neighborhoods can be established.

I have attached a brochure that Ayres created about grant funding. There may be other creative funding options. I hope this additional information is useful to the City of Berlin as you plan for your market square. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission

November 22, 2022

Charlie Kudy
Administrator/Deputy Clerk-Treasurer
Village of Campbellsport
470 Grandview Avenue, PO Box 709
Campbellsport, WI 53010

Dear Charlie,

It was a pleasure to meet you and visit the Village of Campbellsport on October 13th. The Ayres team enjoyed the opportunity to tour the village center and to talk with business owners and community leaders. As you know, our visit was designed to provide a quick strengths and weaknesses analysis and to generate ideas for the area surrounding the Eisenbahn State Park Trail and the “uptown” business district.

I’ve attached a more refined version of the presentation we produced during our visit. This presentation presents and summarizes several design concepts. In addition, below I’ve outlined some of the overall challenges and opportunities that are broader and not easily captured with graphics.

Challenges:

- Campbellsport has a great resource, the Eisenbahn Trail, running through the business center, but unfortunately, there is little to no connection between the trail and the businesses. If someone is traveling on the trail, there is little incentive for them to stop.
- Campbellsport has two small business communities, that were formally separate jurisdictions. This creates some confusion about what the actual “Uptown” or “Downtown” is.
- The section of Main Street between S. Fond Du Lac Avenue and the trail is in need of upgrades. The trash receptacles and other furnishings are worn out, and the street trees are overgrown, damaged, or missing.
- The business mix caters to local needs, which is important, but several of the businesses have parking demands that compete with opportunities for visitors, and the businesses are of a nature that doesn’t create “street-life”. Currently, the business area is functional, but not inviting.
- The current infrastructure has a limited life expectancy, diversifying the commercial opportunities may require updating the available utilities.
- The business district is perceived as poorly lit and inviting. Improving the lighting is a way to create a welcoming space and highlight features of the business district and trail area.

Opportunities:

- Campbellsport could try to foster businesses that would attract trail users. There’s currently a restaurant right at the trail that is a great place for people to stop. In addition, there’s the potential for coffee shops or other places where people can pick up a small snack. There could even be a market for businesses that support biking and walking, like a bike repair shop or “outfitter”. The Campbellsport business area could function as a trailhead where people come specifically to get on and off the trail.

- There are potential opportunities to join marketing efforts with communities up and down the trail, creating a guide to various stops.
- The Village should consider branding and marketing each of its business centers. If the area near the trail is indeed “Uptown” it should be branded as such and complemented by “Downtown”.
- There is a unique opportunity to use branding and wayfinding to connect the Eisenbahn Trail, the two business areas, Fireman’s Park, and Columbus Park. Beyond that, Campbellsport could promote itself as a destination/wayside between the Eisenbahn Trail and the Kettle Moraine State Forest. Having bike lanes all the way down Main Street would be key to this effort.
- The upcoming road improvements provide an opportunity to examine the street width, parking configuration, and design.
- Converting the main street to a parallel parking configuration would allow for a narrowing of the vehicular use space, opening up opportunities for a variety of pedestrian spaces. Such spaces could include outdoor store displays, café seating, streetscape furnishings, and small gathering spaces.

Overall, we believe there is great potential in Campbellsport. We encourage you to explore other communities that have trails coming through their business districts. One example is the City of Verona which has developed community space around the Military Ridge State Trail. Another is the City of Seymour which holds an annual festival in the right-of-way along the Newtown Blackmour State Trail.

We hope this document is a good resource for the Village. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission





AYRES
PLANNING+DEVELOPMENT

East Central Wisconsin
Regional Planning Commission

ECWRPC

Calumet • Fond du Lac • Menominee • Outagamie
Shawano • Waupaca • Waushara • Winnebago

UPTOWN CAMPBELLSPORT

NORTH SIDE OF MAIN ST.
CAMPBELLSPORT WIS.

CAMPBELLSPORT

WHAT'S SHAKING & SHAPING CAMPBELLSPORT?



**MAJOR ROAD
PROJECT**



**TRAIL
CONNECTIONS**

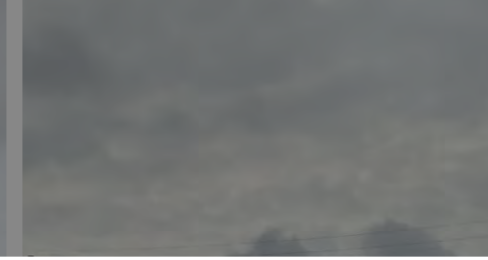


NEW HOMES



PEOPLE

CHALLENGES



DATED STREETSCAPE



**FAÇADES IN
NEED OF REPAIR**



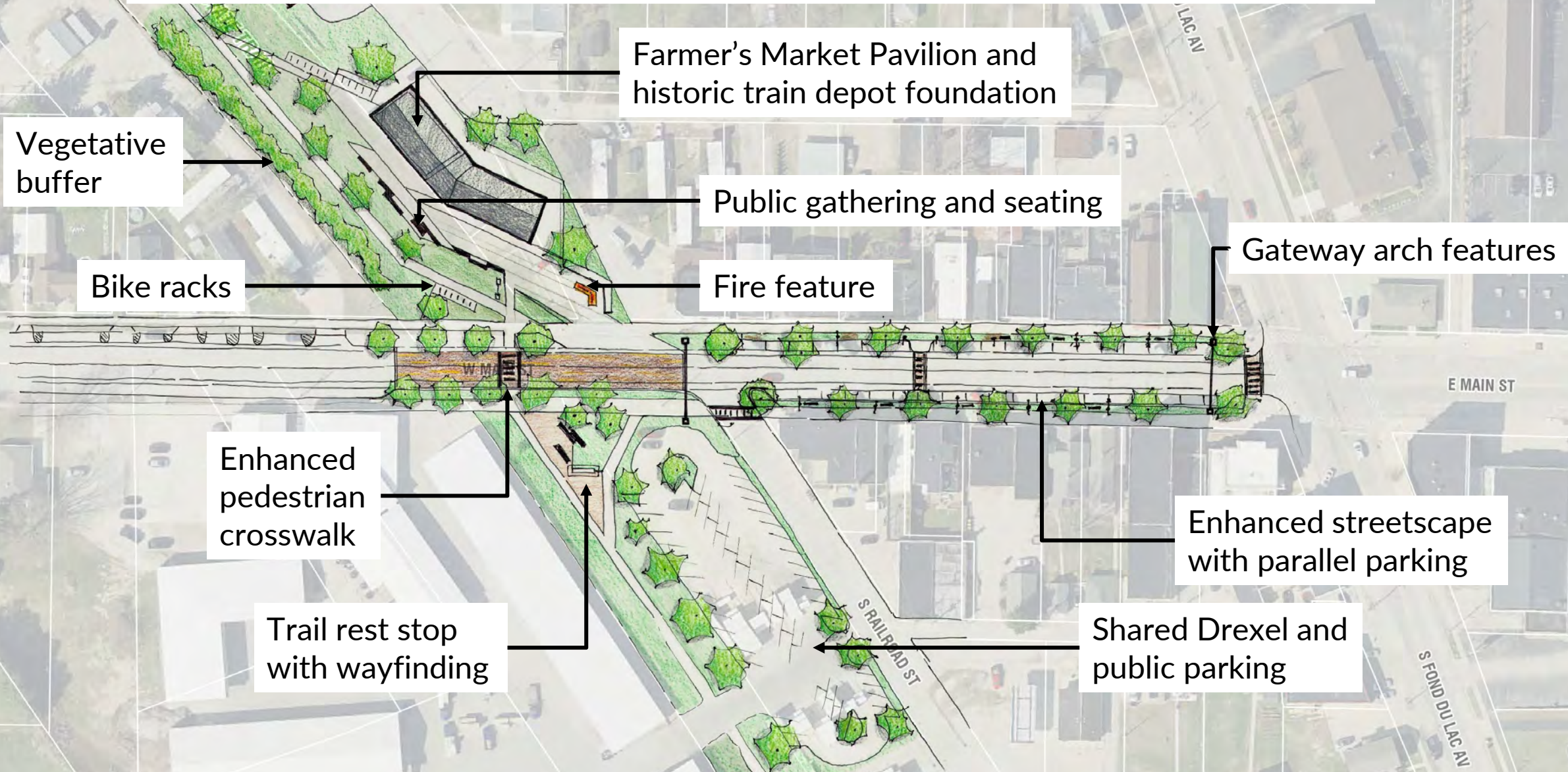
PARKING

CHALLENGES



VIEW FROM THE TRAIL

PEDESTRIAN MARKET AND PLAZA



Vegetative buffer

Farmer's Market Pavilion and historic train depot foundation

Public gathering and seating

Gateway arch features

Bike racks

Fire feature

Enhanced pedestrian crosswalk

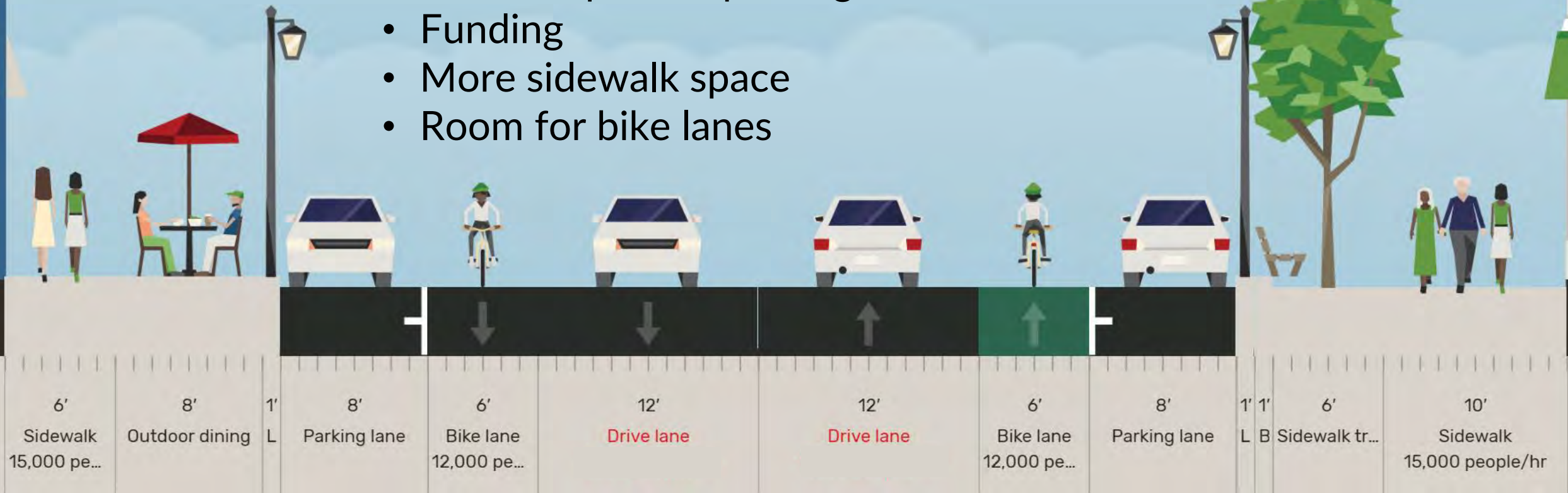
Enhanced streetscape with parallel parking

Trail rest stop with wayfinding

Shared Drexel and public parking

POTENTIAL PARKING/BIKE LANE/ STREETScape

- Approx. 59 angled stalls currently, would be approx. 36 parallel stalls
- Add approx. 80-90 stalls with future redevelopment
- Trade-off of parallel parking:
 - Funding
 - More sidewalk space
 - Room for bike lanes



FAÇADES



Existing Conditions



Façade Improvement Goals:
Updated materials and color palette, inviting doorway, updated signage, outdoor seating and furnishings

FAÇADES

Remove false facades, utilize balcony opportunities



Existing Conditions



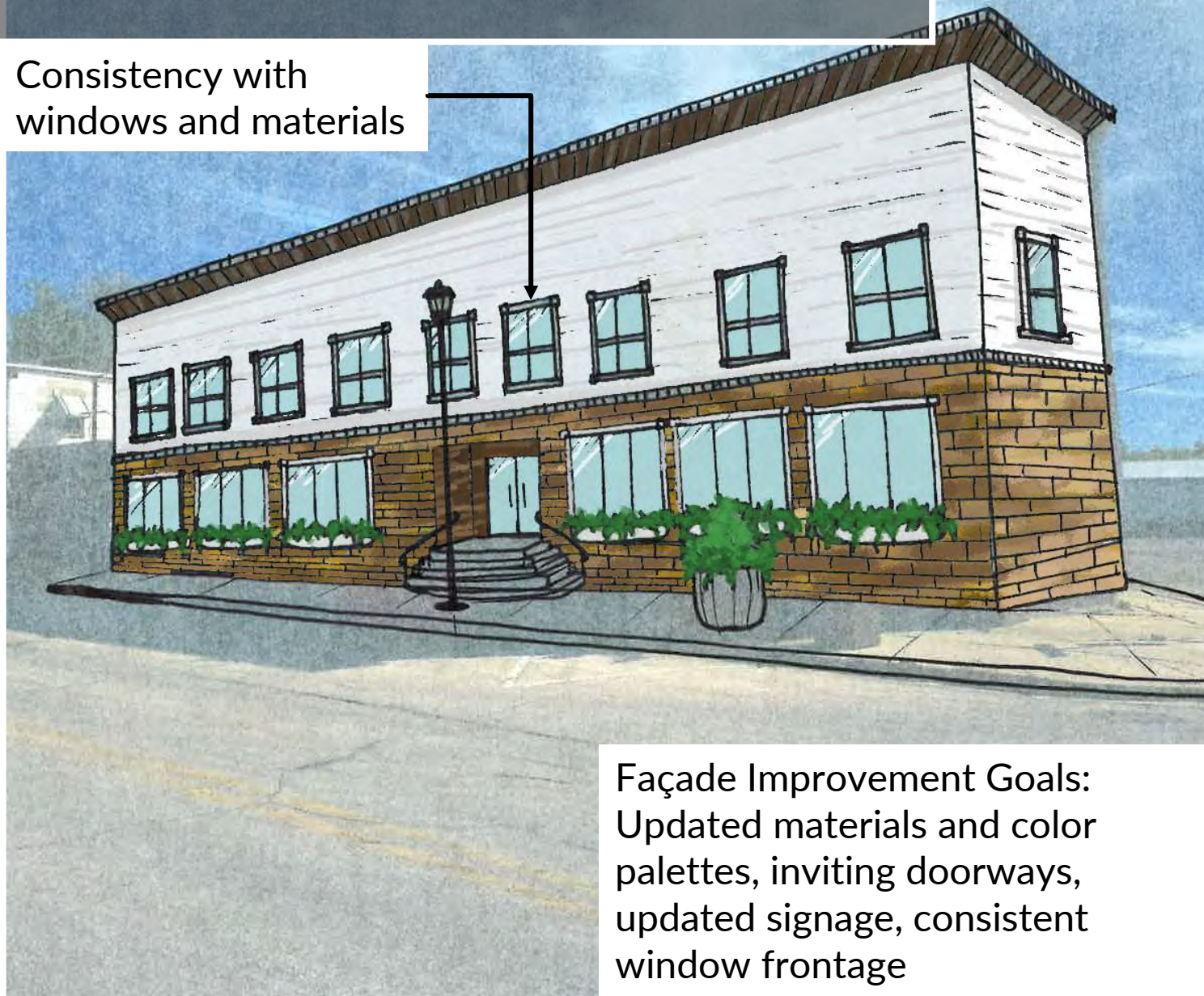
Façade Improvement Goals:
Updated materials and color palettes, inviting doorways, updated signage, consistent window frontage

FAÇADES



Existing Conditions

Consistency with windows and materials



Façade Improvement Goals:
Updated materials and color palettes, inviting doorways, updated signage, consistent window frontage

WAYFINDING

DOWNTOWN MARSHFIELD: SHOPPING, DINING & FUN!

MARSHFIELD **CHOCOLATE CITY** **PLAZA** **MARSHFIELD**

5100 DOWNTOWN PROMOTIONS, WENZEL FAMILY PLAZA EVENTS & DOWNTOWN BUSINESS INFO AT WWW.MAINSTREETMARSHFIELD.COM

Map Details:

- North 100 Block:** St. Vincent De Paul Thrift Store, Pan-A Earth Health Center
- 100 Block:** Everett Reah Marshfield Public Library, Lead We Forget Military Museum, Rays Tokyo, Uppoon Coffee Company, Goodfellow Pizzeria, Mister's Home Appliance, Furniture & More, 2/4 Cops Cupcakery and Baked Goods, Demmo's Pizzeria, Mr. Go Sabor, Too Sassy Photography, Off the Wall Custom Baking
- 200 Block:** You are here, Muldoon Plaza House & Cream Cook Shack, Endless Designs, China Chef, Marie Norman & The Day Spa Boutique, Living Quarters Marketplace
- 300 Block:** The Kitchen Zone, Rae Bacter's Tailor's, La Querentana, Governor William H. Upham House
- 400 Block:** The Daily Good Coffee & The Jewellers Palette, Wenzel Family Plaza, Chestnut Center For The Arts
- 500 Block:** The Swamp
- 600 Block:** Thimbleberry Books, Victory Apparel, Mission Nutrition, The Daily Good Coffee & The Jewellers Palette, Wenzel Family Plaza, Chestnut Center For The Arts
- 700 Block:** The Kitchen Zone, Rae Bacter's Tailor's, La Querentana, Governor William H. Upham House
- 800 Block:** Nutz Desserts, The Rivers Tavern Bar & Grill
- 900 Block:** The Open Above the Pub, Mail Furniture

Legend:

- Retail
- Restaurant
- Entertainment
- Historical
- Hotel

Compass: S, N, E, W



WELCOME TO THE

GLACIAL RIVER BIKE TRAIL

FORT ATKINSON

GLACIAL RIVER TRAIL

FORT • ATKINSON

The sign is a large, vertical, red banner with white text and graphics. It features a bicycle icon in a circular frame and three small icons at the bottom: a house, a car, and a tree.

DESTINATION UPTOWN

- Draw people off the trail into Uptown
- Connect to village parks, Kettle Moraine
- Work with Eden and West Bend to cross market
- Be a place where people start getting on the trail
- Seek out trail supportive businesses
- Build Uptown brand

SHOW ME THE MONEY

Grants play a key role in small communities' ability to advance intriguing projects. Here's a list of some grant possibilities to help get you started:

- Main Street Bounce Back Grants – Administered by ECWRPC from WEDC, these grants provide \$10,000 to businesses to who move into vacant properties. 8 grants in Campbellsport to date. Deadline of 12/31/2022.
- WEDC has a variety of grant and technical assistance programs. CDI Grant funds for shovel ready downtown projects. New Vibrant Spaces grants fund public open spaces up to \$50k.
- Façade Improvement Program – typically matching grants up to \$5k per façade. Could fund through TIF or other local resources.
- DNR – Recreational Trails Program





Eisenbahn State Park Trail
Fond du Lac County

QUESTIONS?

December 14, 2022

Charlie Kudy
Administrator/Deputy Clerk-Treasurer
Village of Campbellsport
470 Grandview Avenue, PO Box 709
Campbellsport, WI 53010

Dear Charlie,

My colleagues and I have had a chance to think more about downtown Campbellsport and the Eisenbahn State Trail since our visit. With the other communities we were able to provide them with a perspective sketch of the concept we created, and we didn't have time to do that in Campbellsport. So, we recently created a 3D computer model for you. It is very conceptual, but I think it will help people visualize the possibilities in Campbellsport. I have attached it to an email with this letter. We've even created a QR code to get you to it!



In addition, we generated some very general cost estimates because sometimes that helps create a place to start planning. Please consider these "order of magnitude" costs since they are based on a conceptual plan.

We hope this additional information is helpful to the Village. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission

Campbellsport Cost Estimate

12/9/2022

For Long Range Planning Purposes - Not Construction Planning

	QTY	Unit	Price	Total
STREETSCAPE				
Trees	32	EA	\$ 800.00	\$ 25,600.00
Electrical	1	LS	\$ 250,000.00	\$ 250,000.00
Benches	7	EA	\$ 1,500.00	\$ 10,500.00
Gateway features	2	EA	\$ 25,000.00	\$ 50,000.00
Pavers	7000	SF	\$ 12.00	\$ 84,000.00
Planting beds	3100	SF	\$ 20.00	\$ 62,000.00
Mobilization	1	LS	\$ 25,000.00	\$ 25,000.00
Earthwork	1	LS	\$ 15,000.00	\$ 15,000.00
Utility Improvement Allowance	1	LS	\$ 250,000.00	\$ 250,000.00
				\$ 772,100.00
			Contingency	\$ 154,420.00
			A/E Fees	\$ 92,652.00
			Project Total	\$ 1,019,172.00

	QTY	Unit	Price	Total
PARKING LOT				
Trees	20	EA	\$ 800.00	\$ 16,000.00
Electrical	1	LS	\$ 75,000.00	\$ 75,000.00
Asphalt	24100	SF	\$ 8.00	\$ 192,800.00
Planting beds	3800	SF	\$ 20.00	\$ 76,000.00
Mobilization	1	LS	\$ 20,000.00	\$ 20,000.00
Earthwork	1	LS	\$ 10,000.00	\$ 10,000.00
Utility Improvement Allowance	1	LS	\$ 30,000.00	\$ 30,000.00
				\$ 419,800.00
			Contingency	\$ 83,960.00
			A/E Fees	\$ 50,376.00
			Project Total	\$ 554,136.00

	QTY	Unit	Price	Total
PLAZA				
Trees	33	EA	\$ 800.00	\$ 26,400.00
Electrical	1	LS	\$ 200,000.00	\$ 200,000.00
Benches	29	EA	\$ 1,500.00	\$ 43,500.00
Signage	2	EA	\$ 5,000.00	\$ 10,000.00
Trash receptacles	10	EA	\$ 1,000.00	\$ 10,000.00
Bike racks	27	EA	\$ 800.00	\$ 21,600.00
Adirondack chairs	8	EA	\$ 400.00	\$ 3,200.00
Movable tables and chairs	29	EA	\$ 1,000.00	\$ 29,000.00
Farmers market pavilion	1	LS	\$ 150,000.00	\$ 150,000.00
Art features	3	EA	\$ 5,000.00	\$ 15,000.00
Pavers	5000	SF	\$ 12.00	\$ 60,000.00

Planting beds	5500 SF	\$ 20.00	\$ 110,000.00
Concrete	27000 SF	\$ 8.00	\$ 216,000.00
Crushed gravel	11000 SF	\$ 4.00	\$ 44,000.00
Privacy fence	450 LF	\$ 100.00	\$ 45,000.00
Mobilization	1 LS	\$ 20,000.00	\$ 20,000.00
Earthwork	1 LS	\$ 10,000.00	\$ 10,000.00
Utility Improvement Allowance	1 LS	\$ 125,000.00	\$ 125,000.00
			\$ 1,138,700.00
		Contingency	\$ 227,740.00
		A/E Fees	\$ 136,644.00
		Project Total	\$ 1,503,084.00

Combined \$ 3,076,392.00