

Rhinelanders Downtown Streetscape Project

City Council and DRI Presentation
September 24, 2014



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planners | engineers | advisors



tc TOWN & COUNTRY
ENGINEERING, INC.

Planning Area



Public Involvement

Shaped discussion of downtown's needs and design solutions

- 5 Steering Committee meetings
- 6 Design Committee meetings
- 2 Public input meetings
- Business & Property Owner Meeting & Survey

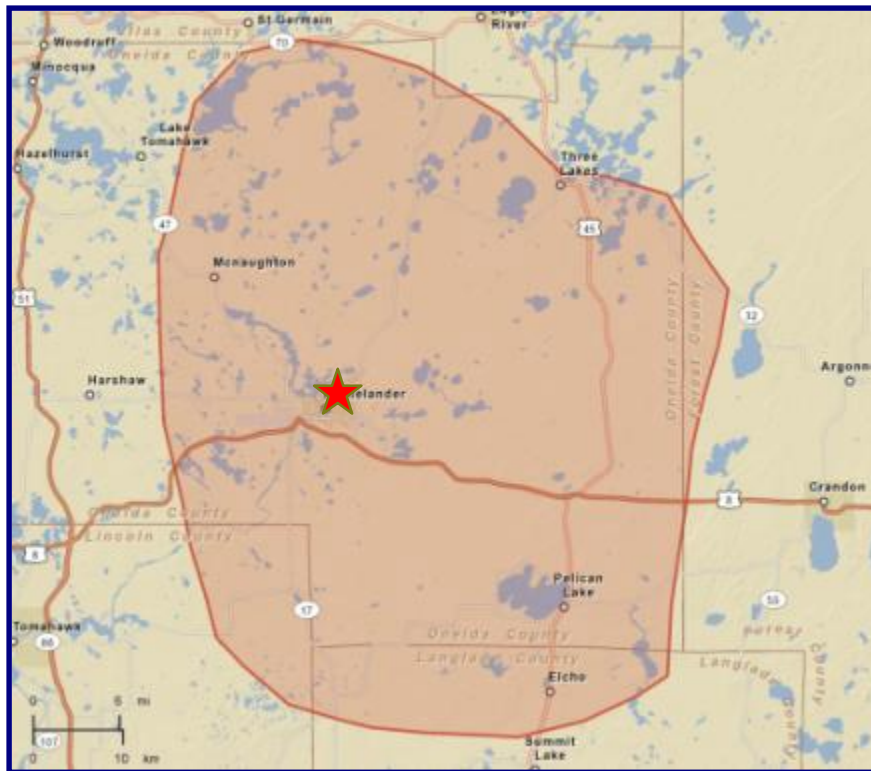
Public Involvement

Key Issues:

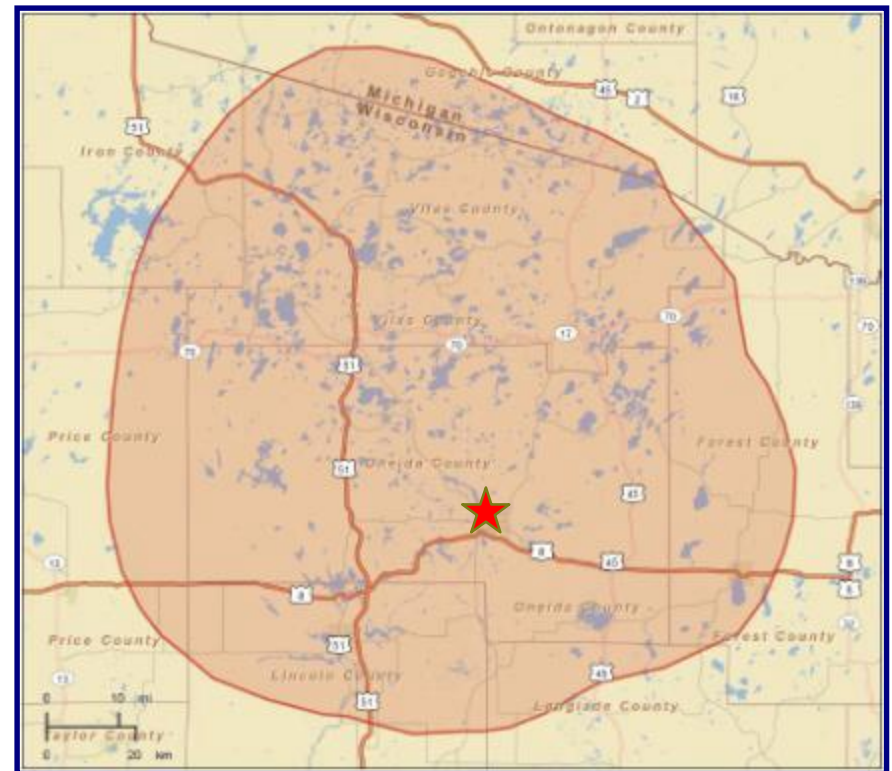
- Street Configuration
- Parking
- Bike Lanes
- Construction Disruption
- Access
- Maintenance
- Green Space & Public Gatherings

Market Analysis

Trade Area



Primary Trade Area: 754 square miles; population: 24,240



Secondary Trade Area: 3,609 square miles; population: 75,430

Market Analysis

Demographics & Income

	Downtown Rhinelander	Rhinelander	Primary Trade Area	Secondary Trade Area
2013 Population	120	7,676	24,240	75,430
2018 Population	122	7,517	24,064	75,213
2013 Median Age	43.1	39.8	47	49.7
2018 Median Age	43.9	39.3	48.1	51.1

	Downtown Rhinelander	Rhinelander	Primary Trade Area	Secondary Trade Area
2013 Median Household Income	\$24,028	\$32,233	\$40,684	\$41,800
2018 Median Household Income	\$32,041	\$36,281	\$46,195	\$48,427

- Population of the trade area is expected to decline.
- The median age of the population is expected to increase.
- Downtown median household income is expected to rise 5.92% annually, faster than Wisconsin (3.28%).
- Household incomes in Rhinelander trail incomes in the trade area.
- Trends indicate greater reliance on tourism and second home owners for growth in retail sector.

Market Analysis

Housing

- There are very few housing units downtown.
- The vast majority of the vacant housing units in the trade area are seasonal and recreational units.
- Home values in Rhinelandersubstantially below trade area.

	Downtown	Rhinelanders	Primary Trade Area	Secondary Trade Area
2013 Median Home Value	\$82,940	\$77,895	\$104,377	\$128,718
2013 Housing Units	98	4,006	17,281	70,291
2013 Owner Occupied	43%	49%	46%	36%
2013 Renter Occupied	46%	39%	16%	11%
2013 Vacant	10.2%	12.5%	38.1%	52.8%
2010 Seasonal/Recreational units	1	58	5,628	33,444
% Seasonal/Recreational Units	1%	1.4%	33%	48%

Adding or renovating downtown housing units will provide a larger year-round market for downtown retailers.

Market Analysis

Employment

- Approximately 200 businesses
- 2,180 employees work in downtown Rhinelander
- 15.7% of all jobs in Primary Trade Area
- Oneida County imports about 3,700 workers from other counties and exports almost 3,000
- Vilas County is biggest source of non-resident workers (750 workers)

Employer	Employees
United States Department Of The Air Force	254
Forest Service <i>(moved?)</i>	225
United States Department Of The Army	121
Blueline Media Holdings LLC	90
Wisconsin Department Of Natural Resources	90
United States Postal Service	75
City Of Rhinelander	70
Afscio Inc	60
Claridge / Days Inn	60
Rhinelander Telecommunications LLC	50

Area	Downtown	Rhinelander	Primary Trade Area	Secondary Trade Area
Unemployment	3.6%	6.1%	5.1%	5.9%
Employed Population 16+	67	4,182	13,006	35,962
White Collar	66.7%	52.0%	52.7%	53.0%
Services	13.0%	22.1%	17.8%	20.1%
Blue Collar	17.4%	25.8%	29.6%	26.9%

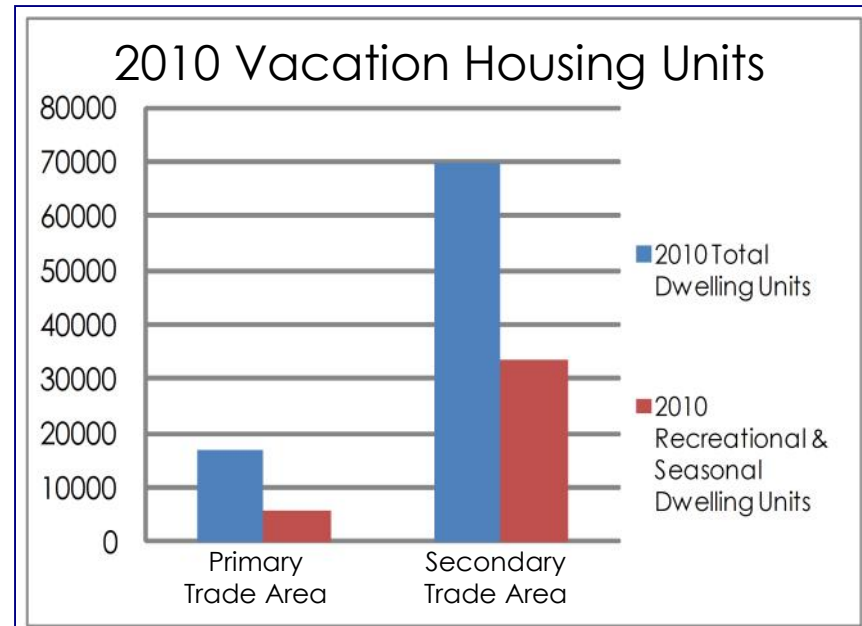
Market Analysis

Tourism

- One-third of housing units in Primary Trade Area are seasonal or recreational units.
- 500,000 population increase in Northwoods during peak summer vacation time

2007 Chamber of Commerce Inquiries	
Chicago	15.7%
Milwaukee	14.7%
Madison	5.2%
Minneapolis-St. Paul	3.1%
Appleton	2.7%
Wausau	2.5%
Green Bay	2.1%

	Oneida	Vilas
Direct Visitor Spending	\$185,900,000	\$195,400,000
Total Business Sales	\$246,200,000	\$246,900,000
Total Labor Income	\$42,800,000	\$35,600,000
State and Local Taxes	\$19,000,000	\$20,200,000
Employment	2,070	1,906



Market Analysis

Opportunity Sites

- The block south of Davenport along the river.
- The parking lot at the corner of Davenport & Courtney Streets.
- Diel Insurance Group Building at 11 N. Brown Street.
- House of Spirits and Robbie's Place at Rives and Brown Streets.
- The alley next to Bucketheads on Brown Street.
- The M&I Bank building at Davenport and Brown Streets.
- The vacant lot at Courtney Street and Shiek Plaza
- The former Railroad Depot and adjacent office building at Anderson and Brown Streets



Market Analysis

Recommendations

- Develop work center for vacationers to rent on hourly/daily basis.
- Implement bicycling infrastructure and work with County to connect to county bicycle system.
- Add downtown housing to increase local consumer base.
- Address retail demand surplus by meeting with existing businesses to identify opportunities.
- Programs to encourage downtown workers to participate in downtown events & activities.
- Capitalize on Nicolet Area Technical College educational and vocation programs.
- Create downtown-specific tourism initiatives such as “rainy day” activities for visitors and vacationers downtown, with communication mechanism to get the word out.

Streetscape Plan & Design

Short Term Plan:

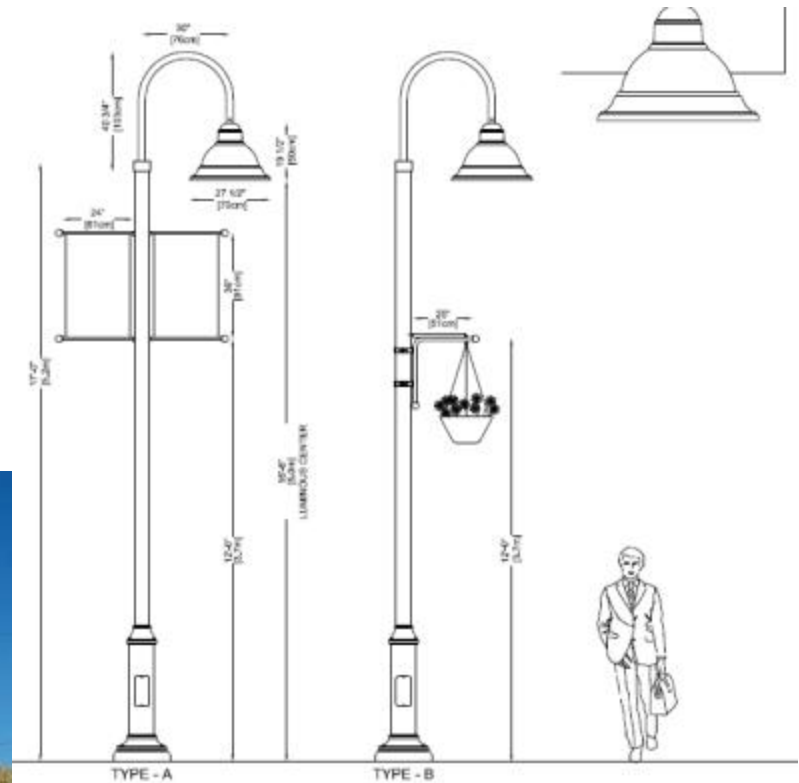
- 9 Blocks Total
- Davenport Street from river to Stevens
- Stevens Street from King to Rives
- Brown Street from Courtney to Frederick



Streetscape Plan & Design

Features:

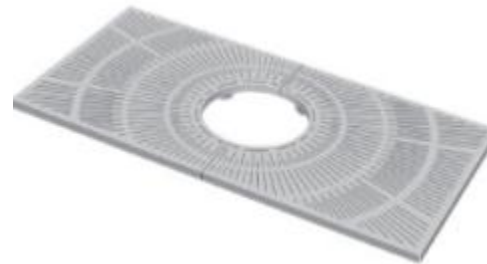
- New street lighting
- Colored/textured pavement at intersections
- Wayfinding Signage



Streetscape Plan & Design

Stevens Street:

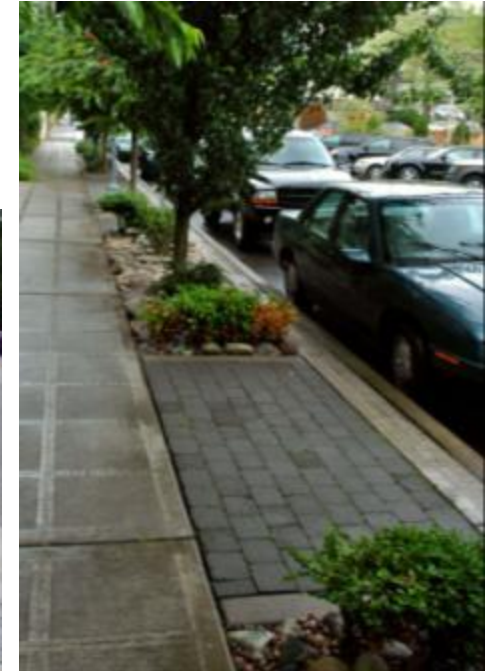
- Trees in tree grates
- Additional landscaping along Stevensport Square and new parking lot



Streetscape Plan & Design

Davenport Street:

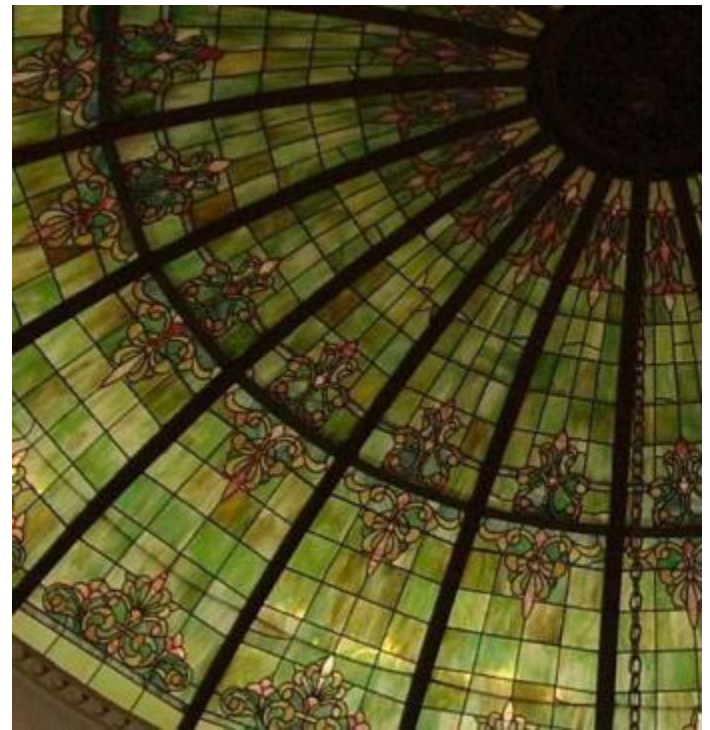
- Mix of tree grates, planting pits, and terraces



Streetscape Plan & Design

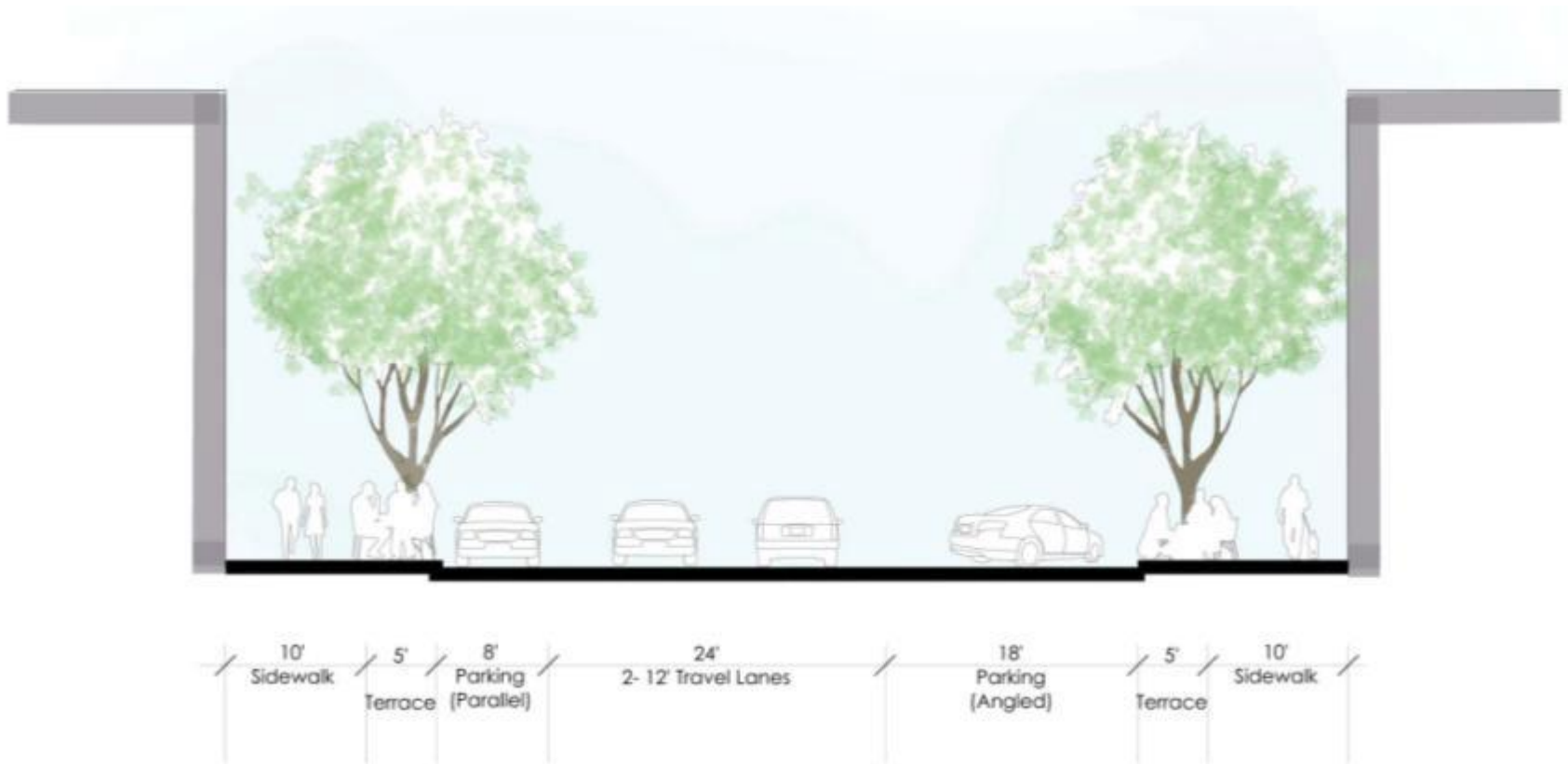
Davenport/Brown Street:

- Special paving at 'heart' of downtown
- Courthouse Dome



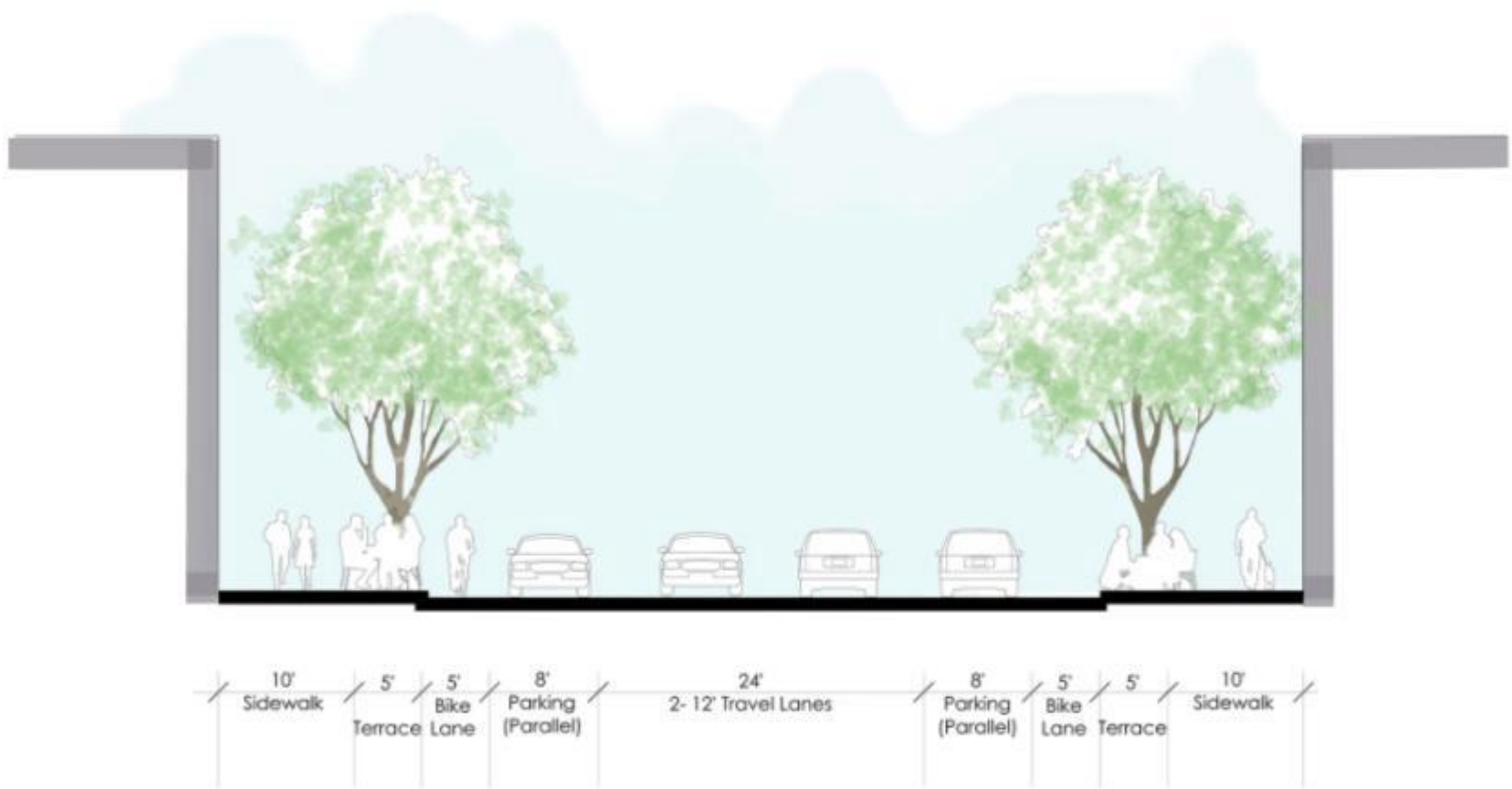
Streetscape Plan & Design

Flexible Street Configuration



Streetscape Plan & Design

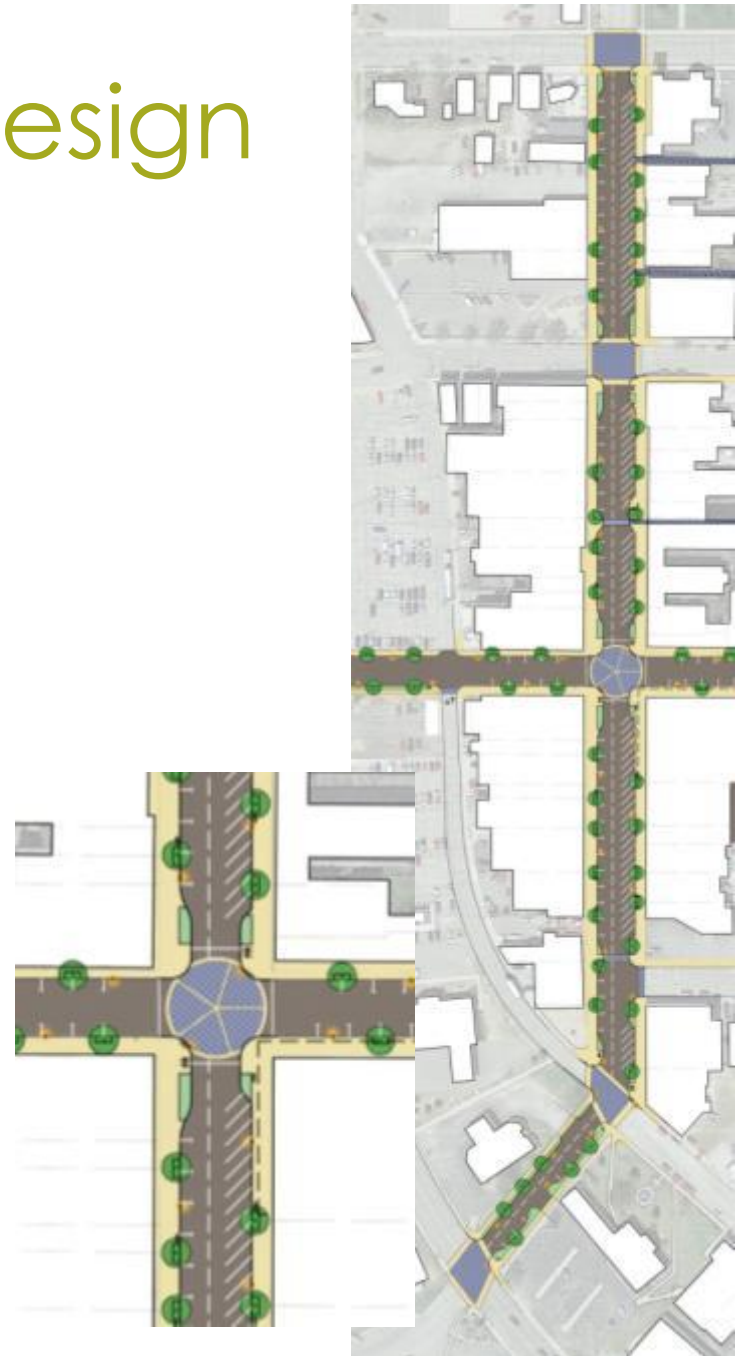
Flexible Street Configuration



Streetscape Plan & Design

Brown Street:

- Street trees in planting pits located along property lines to minimize sign coverage
- Larger planting areas near intersections



Streetscape Plan & Design

Bike racks

- Saris 'Wave' rack
- 7 bikes per rack (other sizes available)
- 5 racks, 35 bikes



Streetscape Plan & Design

Benches:

- Combination of backless and standard benches
- Removable for winter storage



Streetscape Plan & Design

Trash/Recycling:

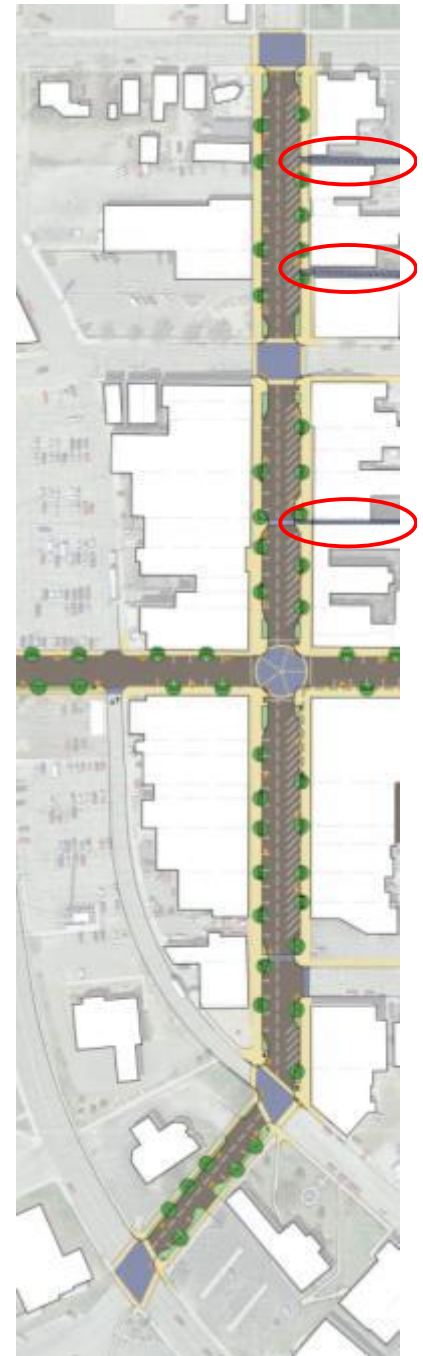
- Primarily at intersections
- Shielded from precipitation



Streetscape Plan & Design

Pedestrian Cut-Throughs

- Access to rear parking between buildings



Long Term Plan

- Potential Redevelopment at Davenport & Courtney
- Additional Pedestrian Routes to Brown Street



Long Term Plan

Anderson Street Plaza



Streetscape Costs

- Approximately \$130,000 per block.
- Biggest ticket item is additional sidewalk & street work followed by lighting.
- Tree grates, soil amendments and trees are also near the top of the cost list.

Implementation

Strategic Recommendations

The City of Rhineland

- Manage street reconstruction, parking, and streetscape improvements
- Assemble funding for short-term streetscape and future projects
- Assemble properties and seek development proposals
- Fund and partner in business attraction and expansion programs with DRI
- Fund a facade and housing improvement program

Downtown Rhineland, Inc.

- Further evolve marketing and promotion efforts
- Provide special maintenance of public environment
- Communicate with businesses and provide support for existing businesses
- Fund and partner in business attraction and expansion programs with the City
- Administer a facade improvement program in partnership with the City.
- Design committee: draft new downtown design guidelines

Implementation

Potential Funding Sources

State Funding Sources

- Brownfield Redevelopment Financial Assistance
- Brownfield Site Assessment Grant
- Business Opportunity Loan Fund
- Community Development Investment Grant Program
- Connect Communities
- Economic Development Tax Credit
- Historic Preservation Tax Credit
- Idle Industrial Sites Redevelopment Program
- Jobs Tax Credit
- Transportation Economic Assistance
- Wisconsin Fast Forward
- Board of Commissioners of Public Lands Loan Program

Local Funding Tools

- Building Façade Easements
- Business Improvement District
- City General Funds
- General Obligation Bonds
- Land Sale Proceeds
- Revenue Bonds
- Tax Increment Financing (TIF)

Federal Funding Sources

- EPA Brownfields Program
- National Trust Preservation Funds
- Recreational Trails Program (Federal Highway Administration)
- Small Business Administration
- State Administered Community Development Block Grants
- USDA Rural Development

Project Website

www.RhinelandStreetScape.com

Thank You!