



Rhinelanders Downtown Streetscape Project

BID and Business Meeting
June 4, 2014

Downtown Streetscape Project

Purpose:

Leverage the planned street reconstruction project to make physical and design improvements that will make the downtown economically stronger, more functional, more attractive, and safer.

Planning Process

- Partnership between City and Downtown Rhinelander Inc. (DRI) and Town & Country Engineers and Vierbicher planners
- Project guided by a Steering Committee - City, DRI, Downtown Businesses
- Work closely with DRI Design Committee
- Public/ Business Engagement

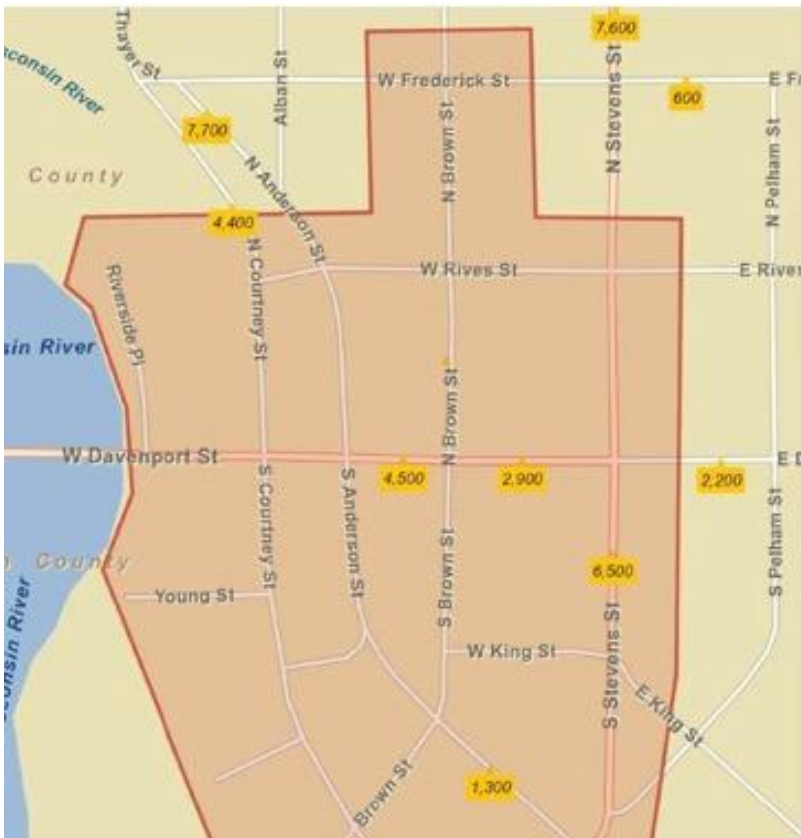
Project Schedule

- March/April - Background Info & Analysis
- **April 30th - Public Meeting #1**
- May - Assessments of Streetscape, Infrastructure & Environment; Streetscape Plan Concepts
- June - Prepare Draft Plan
- **July 23rd - Public Meeting #2**
- August - Implementation & Phasing Plan
- **September 24th - Presentation of Final Plan**

Agenda for Tonight's Conversation

- Purpose of the meeting
- Words from our DRI President
- Overview of the project and report on first public forum
- Detail on the 4 options for the streetscape
- Construction Mitigation
- Reports from other communities
- Next Steps

Downtown Study Area



45 Acres

120 Residents

88 Households

194 Businesses

2,180 Employees

Trade Area Highlights –

Comparison of North Central Wisconsin

- Rhinelander **population** is 10% of the total population of North Central Wisconsin. (Merrill, Antigo and Wausau are larger)
- **Seasonal housing** units represent 47% of all housing units in the area.
- Rhinelander population is 10 years **younger** than the median age.
- Rhinelander is third highest in **retail sales per capita** behind Eagle River and Iron Mountain.

Results from the Public Meeting

Three Areas

- Redevelopment Opportunities
- Streetscape Design
- Construction Mitigation

Redevelopment Opportunities

Primary Downtown Destinations

Brown South of Davenport

- Mel's Trading Post
- Imagination Toy Store
- Brown St. Mall
- Pat's Tavern
- DRI
- Northern Coffee Haus

Redevelopment Opportunities:

Primary Destinations- continued

Brown Between Davenport & Rives

- Rhinelander Café & Pub
- Bucketheads
- House of Spirits
- WYCE Radio
- Robbies Place
- Book World

Redevelopment Opportunities

Underutilized Sites

- Riverfront
- Firestone Property- Davenport & Courtney
- Bank Drive-thru and parking lot - Davenport & Courtney
- Large parcel - Rives & Courtney
- Land by - Frederick & Courtney
- Diel Insurance Group Building - 111 N. Brown
- House of Spirits & Robbies Place - Br & Rives

Redevelopment Opportunities-

Underutilized Sites- continued

- Building Westside of Brown - Brown & Rives
- Alley between Bucketheads & DRI - Brown St.
- M&I Bank - Davenport & Brown
- Building Westside of Brown - Davenport & Brown
- Former Railroad Depot & Office Building next to it - Anderson & Brown
- Vacant Lot - Courtney & Shiek Plaza

Streetscape Options- Courtney to Rives

- **Option 1 Parallel** parking on both sides
 - Parking spaces 61 (-46)
 - Sidewalk 20-21 Feet (+20')

- **Option 2 Angled One Way**
 - Parking spaces 112 (+5)
 - Sidewalk 14-15.5 (+9-9.5')

Streetscape Options- Courtney to Rives- continued

■ **Option 3 Angled/Parallel**

- Parking spaces 85 (-22)
- Sidewalk 10-20.5' (+10.5)

■ **Option 4 Existing Street**

- Parking spaces 107
- Sidewalk 10-11'

Streetscape chart:

Option	Parking spaces	Sidewalk
1. Parallel	61 (-46)	20-21' (+20)
2. Angled one Way	112 (+5)	14-15.5 (+9-9.5)
3. Angled/Parallel	85 (-22)	10/20.5 (+10.5)
4. Existing Street	107	10-11

Street Reconstruction Options



Construction Mitigation

- The utility project work is scheduled to start in 2016.
- The deepest utilities are installed first. Davenport to Brown will probably be the first stage. Brown Street will be next.
- After Brown Street Stevens Street will be the next phase of work.
- Key to the timing of this is how entrances and access to business can be maintained. Multi-year project approach will extend the time businesses could be compromised and increase the cost of the project.
- Temporary access to storefronts will be developed however businesses may have to close for 1-2 weeks depending upon their location. Public safety is the primary concern.

Construction Mitigation

- The utility work will be completed in the right of way under the grant program. Each property will need to be evaluated for connections interior to the building.
- The utility project is funded by a \$1.6M grant complimented with a low interest loan to provide \$5-6M of total improvements. And that has been accepted by the city.
- The streetscape provisions could result in \$500,000- \$1M cost depending upon selections that are made. These would include decorative sidewalks, street lighting, planters, etc.
- Depending upon utilities and streetscape selections the total project cost is anticipated to be \$5.5-8 M.

What do we know about other communities streetscapes?

- Traffic direction and parking –” people will get used to it if they want it.” In other communities the DOT had more influence. The DOT they do not like angle parking due safety issues.
- Business- Community- City all have to compromise their needs to get to the best outcome.

Next Steps/ Communication

- City coordination of the project
- Partners:
 - Town and Country Engineers
 - Vierbicher Planners
 - City of Rhineland

Information:

- <http://www.rhinelanderscape.com>

Questions and Comments

- Streetscape Design Decision Making:
 - April Forum
 - BID/Business Meeting today
 - Survey to all business and BID members by the end of June
 - Streetscape Committee
 - City, DRI, Town & Country Engineers, and Vierbicher planners

Thanks for Coming to Help us Reinvent Downtown Rhinelander

