



Redevelopment Authority

335 South Broadway

Regular Meeting

De Pere, WI 54115
<http://www.de-pere.org>

Agenda

Monday, August 25, 2014	7:00 PM	De Pere City Hall Council Chambers
--------------------------------	----------------	---

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a Regular Meeting of the **Redevelopment Authority** of the City of De Pere will be held on **August 25, 2014** at **7:00 PM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115**.

This is a joint meeting of the Plan Commission and the Redevelopment Authority.

Call to Order

1. Roll Call.
2. Approval of the minutes of the July 28, 2014 Redevelopment Authority meeting.
3. Review the final design option for the Nicolet Square Parking Mall. *

Adjournment

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the City Planner's office at 339-4043 by Noon, Monday August 25th, 2014 so that arrangements can be made.

AGENDA SENT TO:
Redevelopment Authority Members
Alderspersons
Department Heads
News Media
Brown County Library, De Pere Branch
De Pere Area Chamber of Commerce
Definitely De Pere

City of De Pere, Wisconsin



Request For Redevelopment Authority Action

MEETING DATE: August 25, 2014

DEPARTMENT: Redevelopment Authority

FROM: Ken Pabich

SUBJECT: Approval of the minutes of the July 28, 2014 Redevelopment Authority meeting.

ATTACHMENTS:

- RDA_Minutes_July2014_Draft (PDF)



Redevelopment Authority

335 South Broadway

De Pere, WI 54115

<http://www.de-pere.org>

Regular Meeting

Draft Minutes

Monday, July 28, 2014

6:00 PM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 6:00 PM by Board Member William Patzke

Attendee Name	Title	Status	Arrived
Jule Van Straten	Board Member	Excused	
Jerry Henrigillis	Board Member	Present	
Bill Koms	Board Member	Present	
John Nusbaum	Board Member	Present	
William Patzke	Board Member	Present	
Ted Penn	Board Member	Excused	
Joe Van Deurzen	Board Member	Excused	

Also present: City Planning Director Ken Pabich. Jerry Henrigillis motioned, seconded by Bill Koms, to elect Bill Patzke as chair pro tem. Upon vote, motion carried unanimously.

2. Approval of the minutes of the May 27, 2014 Redevelopment Authority meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Bill Koms, Board Member
SECONDER:	Jerry Henrigillis, Board Member
AYES:	Jerry Henrigillis, Bill Koms, John Nusbaum, William Patzke
EXCUSED:	Julie Van Straten, Ted Penn, Joe Van Deurzen

3. Review and approval of receipts for facade grant at 610 George St (NIP IT LLC). Ken Pabich reviewed the receipts submitted for the Badgerland Printing project. Project expenditures totaled \$26,750. Upon vote, motion carried unanimously to approve the grant in the amount of \$6,687.50 and forward to the Finance Committee and City Council for approval.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Jerry Henrigillis, Board Member
SECONDER:	Bill Koms, Board Member
AYES:	Jerry Henrigillis, Bill Koms, John Nusbaum, William Patzke
EXCUSED:	Julie Van Straten, Ted Penn, Joe Van Deurzen

4. Review and approval of receipts for facade grant at 313 Main Ave (313 Main in De Pere LLC). Ken Pabich reviewed the receipts for the project, which totaled \$49,605.65. Last November the board approved up to the full \$10,000 grant amount. Discussion followed regarding the change in contractors and change orders included in the submittal. Upon vote, motion carried unanimously to approve the grant in the amount of \$10,000, and forward to the Finance Committee and City Council for approval.

Attachment: RDA_Minutes_July2014_Draft (2560 : Approval of the minutes of the July 28, 2014 Redevelopment)

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	John Nusbaum, Board Member
SECONDER:	Jerry Henrigillis, Board Member
AYES:	Jerry Henrigillis, Bill Koms, John Nusbaum, William Patzke
EXCUSED:	Julie Van Straten, Ted Penn, Joe Van Deurzen

5. Review and approval of receipts for facade grant at 486 Main Ave (Smooth Money of Iowa LLC).
Ken Pabich reviewed the receipts for the Toppers project, which totaled \$43,862.50. Upon vote, motion carried unanimously to approve the grant amount of \$10,000, and forward to the Finance Committee and City Council for approval.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	John Nusbaum, Board Member
SECONDER:	Jerry Henrigillis, Board Member
AYES:	Jerry Henrigillis, Bill Koms, John Nusbaum, William Patzke
EXCUSED:	Julie Van Straten, Ted Penn, Joe Van Deurzen

Adjournment

Jerry Henrigillis motioned, seconded by John Nusbaum, to adjourn the meeting at 6:20 p.m.

Respectfully submitted,
Carey Danen

City of De Pere, Wisconsin**Request For Redevelopment Authority Action**

MEETING DATE: August 25, 2014

DEPARTMENT: Redevelopment Authority

FROM: Ken Pabich

SUBJECT: Review the final design option for the Nicolet Square Parking Mall. *

ATTACHMENTS:

- RDA_Staff_Nicolet_Square (PDF)
- P-Concept2A (PDF)
- 11x17-RedevelopmentSite (PDF)
- 14_0819-Nicolet Square Document (PDF)
- 400blk-11x17 (PDF)

Item #3: Review the final design option for the Nicolet Square Parking Mall.*

Background

In the 2010 Master Plan, Nicolet Square was defined as an area that could be redesigned to enhance the downtown area into a more attractive and effective place. In 2019, Main Avenue is scheduled to be completely reconstructed from sidewalk to sidewalk from 3rd to 8th Streets. In 2017, the City is looking to re-construct Nicolet Square in advance of the 2019 reconstruction of Main. Given all of these items, the City hired SAA to put together what is known as a 30% design plan for Nicolet Square.

The study area includes the entire block between Third and Fourth Streets and Main Avenue to Reid Street; it also includes the alley way extended to the west to Fifth Street. The goal of the study is to develop a plan for the future re-design of the parking mall. The study includes parking design, landscaping, lighting, open spaces, etc.

The City has worked with SAA, a stakeholder group representing neighboring business owners, Definitely De Pere, and public input to develop a final design concept. Included in the packet are the following materials:

1. Preferred Design Option for Nicolet Square
2. Design Option for the 400 block of the Alley
3. Future build out option for the 300 block of Nicolet Square
4. Draft Plan for the entire project

SAA and city staff are now seeking support from the Plan Commission and the Redevelopment Authority (and then City Council) for the preferred design option of Nicolet Square. Once this is done, SAA would then complete the 30% design of Nicolet Square and also complete the draft plan.

Note: SAA will be present at the meeting and will provide an overview of the preferred design option.

Recommendation:

Staff recommends that the preferred design option (identified as 2A) be approved and forwarded to the City Council for action.



Attachment: P-Concept2A (2559 : Nicolet Square Parking Mail)

Revision	Date

Project Name

Nicolet Square

City of De Pere
Wisconsin

DRAFT

Drawn By:	CN
Checked By:	AW
File:	P-CON22A
Issued For:	Review
Issue Date:	14_0806
Project No.	2560

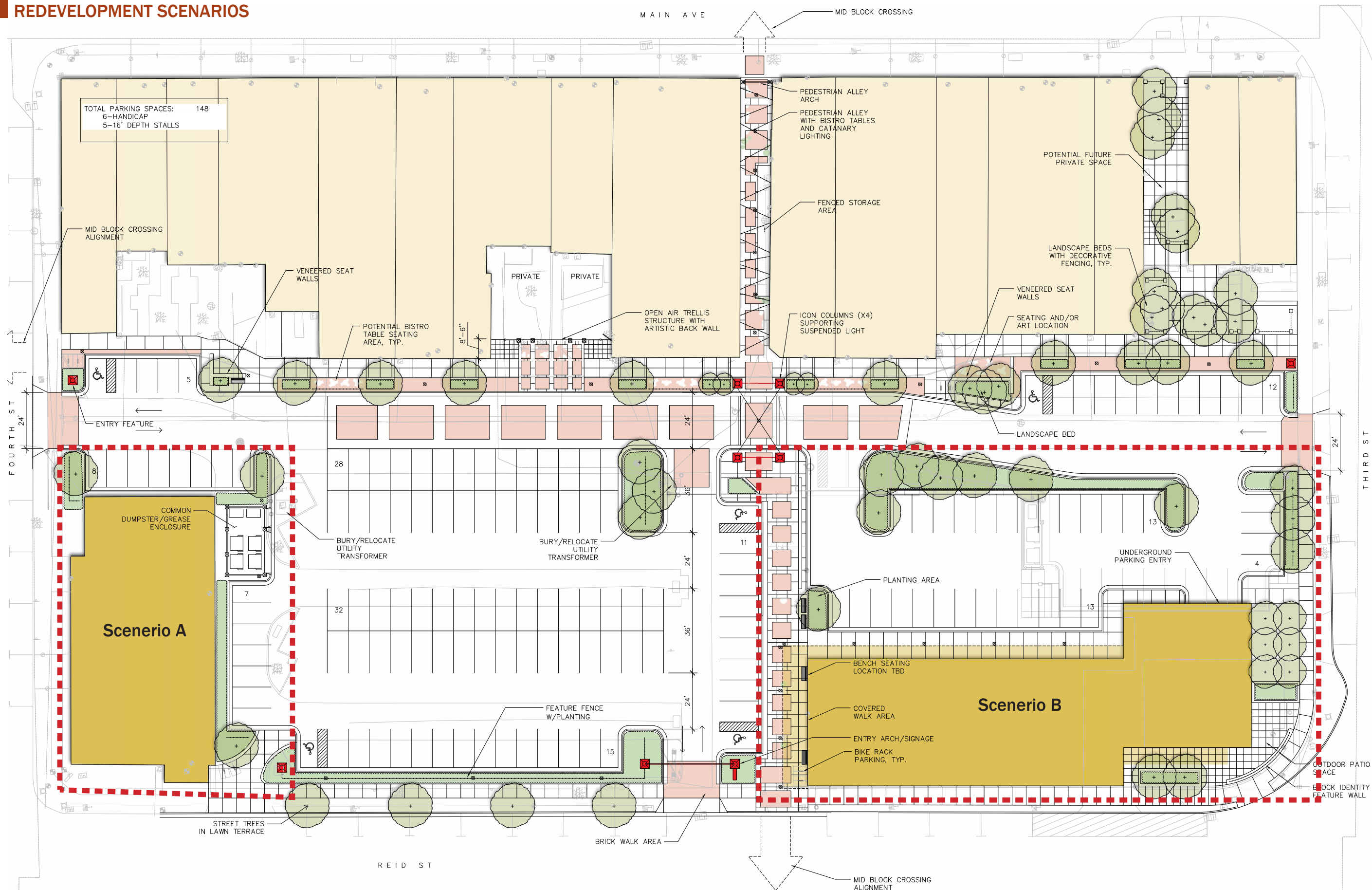
CONCEPT-2A



Sheet Number

2A

REDEVELOPMENT SCENARIOS



Attachment: 11x17-RedevelopmentSite (2559 : Nicolet Square Parking Mall)

Figure 14

DRAFT II
Materials Package



Master Design of Nicolet Square

300 & 400 Blocks of Downtown De Pere, Wisconsin

August 12, 2014



Robert E. Lee & Associates, Inc.
Engineering • Surveying • Environmental Services

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

CONTENTS

1	Project Outline	2
	Project Description & Outcomes	
	Project Process	
2	Existing Conditions	4
	Project Location	
3	Parking & Traffic Analysis	12
4	Preliminary Lot Configuration	24
	Visual Preference Survey	
5	Concept Development	30
	Concept A Development	
	Concept B Development	
	Waste Disposal Strategies	
6	Revised Concept Development	36
	Concept 1 Revised Development	
	Concept 2 Revised Development	
	Concept 3 Revised Development	
7	Amenities & Features	45
8	Concept 2A - Preferred Concept	50
	Reid Street Block Extension	
	Estimate of Probable Construction Costs	
9	Redevelopment Scenarios	52
	Appendix - Meeting Agendas & Notes	54

ACKNOWLEDGEMENTS

City of De Pere:

Planning & Engineering Staff

Ken Pabich
Eric Rakers
Scott Thoresen
William Boyle
Kate Sorenson

Definitely De Pere

Allyson Watson

Stakeholder Committee:

<i>Eugene Hackbarth</i>	<i>Lance Abts</i>
<i>Thomas Nick</i>	<i>Andy Krans</i>
<i>Tom Gavic</i>	<i>James Kropp</i>
<i>Laura Fabry</i>	<i>Ryan Wempe</i>
<i>Amy Sorenson</i>	<i>Rachel Brown</i>
<i>Matt Lutsey</i>	<i>Dan Budinger</i>
<i>Bill Schleis</i>	

Plan Prepared By:



SAA Design Group
 101 East Badger Road
 Madison, WI 53713
 www.saa-madison.com

David Schreiber
John Lichtenheld
Aaron Williams
Connor Nett



Robert E. Lee & Associates Inc
 1250 Centennial Center Blvd
 Hobart, WI 54155
 www.releeinc.com

Jared Schmidt
Scott DeBaker

1 PROJECT DESCRIPTION & OUTCOMES

Nicolet Square on the west bank of the Fox River is a traditional business center serving adjoining neighborhoods, offices and St. Norbert College with neighborhood services, specialty shops, restaurants and entertainment venues. At the core of the downtown is the Nicolet Square parking area between 3rd and 4th Streets and adjoining alley running between 3rd and 5th Streets. The one-way street system in the Main/Reid Core area will be reconstructed in 2019. The project is as much about making the area ready for this construction to ensure economic success of the existing/proposed businesses, as it is about re-imagining Nicolet Square as a destination place within the context of downtown.

The project will prepare a master plan and 30% construction plans for the Nicolet parking area and alley system. Project work began in mid-May 2014 and is anticipated to be approved by the Plan Commission and Common Council in late 2014. The 2010 Downtown Master Plan (DMP) provides general direction for the redesign of Nicolet Square parking, alley way, connections and streetscape, and the future redevelopment of the site for mixed use. The scope of this project will focus on working with the 300 block core business community, Definitely De Pere and city staff to identify an implementation plan for the reconstruction of the parking area and adjoining alley way.

Work included business community engagement, public meetings, city staff and stake holder consultation, site survey, traffic and pedestrian flow analysis, design alternatives, 30% construction design plans and concept cost estimates which have all been summarized in this report.

The project is broken into 3 phases with goals identified for each phase as follows:

1. Public Involvement

- Solicit input from an identified stakeholder group (business owners/citizens)
- Perform a public information meeting (PIM) to gather input
- Survey existing businesses on the block to identify opportunities and constraints as well as hopes and aspirations.
- Provide a webbased portal (Community Comment) to display plans and allow for the public to respond and comment.
- Present plan to the Plan Commission and City Council

2. Design Development

- Prepare an ALTA survey for the Nicolet Square block.
- Perform a traffic and pedestrian analysis as well as projections.
- Create multiple iterations of design concepts for review; work with stakeholder group and city to arrive at a preferred concept plan.
- Discuss potential redevelopment options and list the impact on the proposed design work.

3. Engineering Design (30%)

- Make a recommendation for traffic flow in the study area.
- Create plan indicating public parking and future potential private improvements.
- Address internal flow of alley and parking lots.
- Provide recommendations for pedestrian connections and sidewalk enhancements.
- Provide design concepts and related information for stormwater design.
- Provide lighting recommendations for the block.
- Provide landscape design recommendations for indicated green areas of the plan.
- Make recommendations in respect to trash collection within the Nicolet Square block.

DRAFT 8/12/2014

PROJECT PROCESS

The project approach and process included a condensed timeline to proactively engage local businesses to create and evaluate parking and alley design alternatives and streetscape character alternatives in meeting the project design goals and budget. This condensed timeline ensured stakeholders and city staff would be engaged throughout the process, and decisions would not drag out with no resolution. The project process followed the 3 phases as identified by providing meeting points to discuss deliverables and direction. Feedback was given and received throughout the process on the Community Comment webpage. A public information meeting was held on July 9th at the Community Center to a group of 30 residents, city staff and stakeholders.

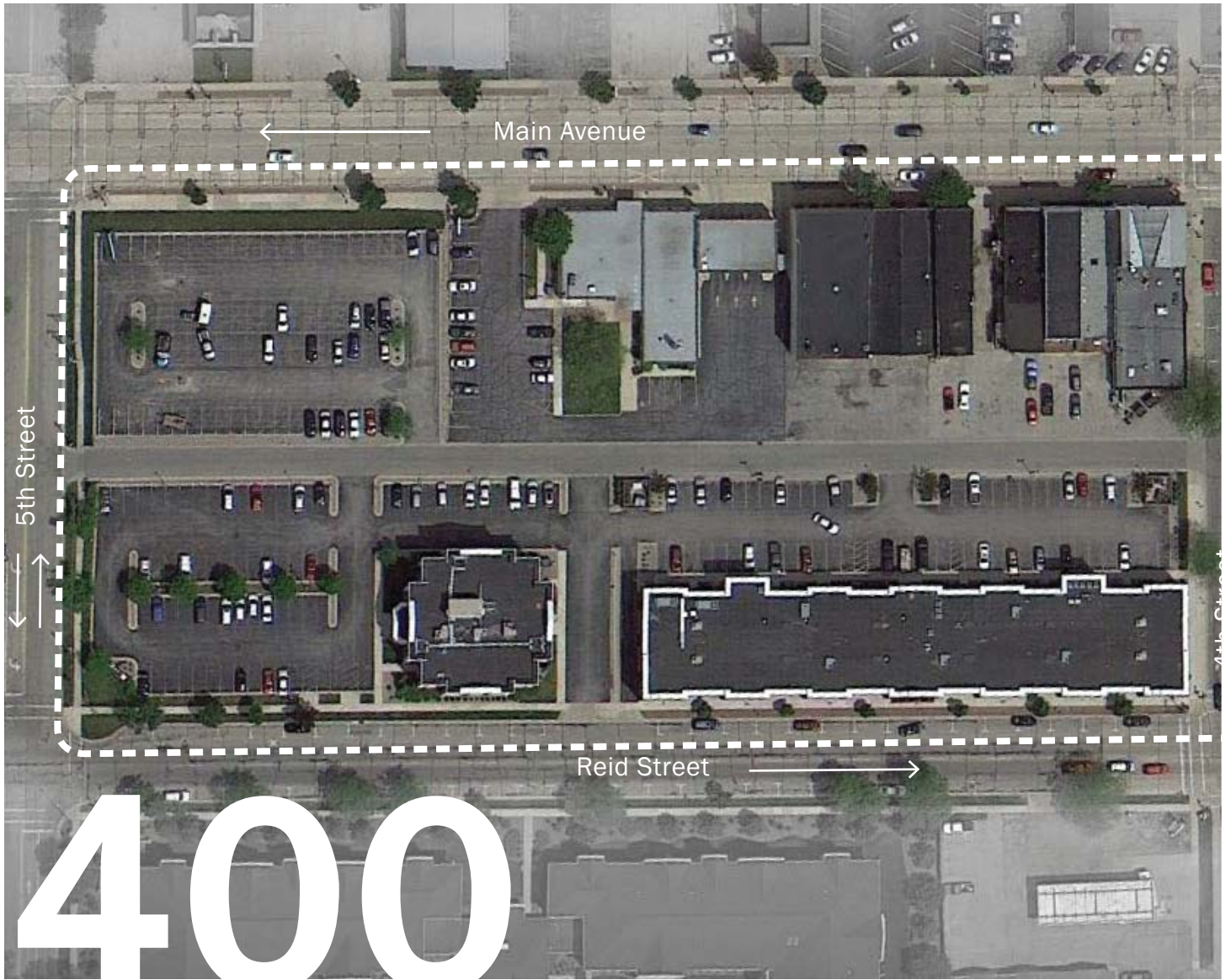
Month	Date	Day	Meeting/Task	Time	Location
May	15	R	Begin ALTA survey work		
May	28	W	Staff/Stakeholder Start-Up Mtgs Business Engagement (informal)	7:15AM-6:00PM multiple times off peak	@ Definitely De Pere
June	4	W	Stakeholder Design Workshop Business Engagement (informal)	2:00-4:00PM multiple times off peak	@ Credo Architecture
June	18	W	Staff Meeting Stakeholder Meeting Present 2 concepts	1:00-2:30 3:00-4:30	@ Definitely De Pere @ Credo Architecture
July	9	W	PIM	6:00-8:00PM	Community Center-Spruce
Aug	6	W	Staff Meeting Stakeholder Meeting Final Plan Draft Review	2:00-3:00PM 3:00-4:30	@ Definitely De Pere @ Credo Architecture
Aug	25	M	Plan Commission Meeting		Submission due 8/11
Sept	2	T	Common Council Meeting		



Workshop Meeting held June 4, 2014

2

EXISTING CONDITIONS



Study Area: 400 Block - Reid Street Crossing Block

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

DRAFT 8/12/2014



Study Area: 300 Block - Nicolet Square Block

PROJECT LOCATION

The project location consists of two blocks on the west side of the river in downtown De Pere, Wisconsin. Located centrally in the business core, the 400 Block (Reid Street Crossing Block) and the 300 Block (Nicolet Square) are contiguous blocks that stretch from 5th Street (west) to 3rd Street (east) while being bounded by Main Avenue (north) and Reid Street (south). 4th Street bisects the site area and is viewed as a key cross connection between the alleys of both blocks. Main Avenue is one-way along the project area with traffic heading from east to west. Reid Street is one-way along the project area with traffic heading from west to east. 3rd Street is also one-way along the project site with traffic heading north. 4th and 5th Streets are two-way connectors. All streets have varying degrees of parallel parking on one (3rd), or both sides. Block 300 will be the primary focus of this project with the most amount of data being collected and analyzed. Block 400 has a narrow strip (14') of public alley that bisects the block and currently contains no public parking. Recommendations for the 400 block will consist of methods to organize the backs of buildings along the north half of the block and create a continuous pedestrian connection across both blocks that implements a continuity of amenities and aesthetic.

EXISTING CONDITIONS

ALTA Survey

An ALTA survey is a boundary prepared to a set of minimum standards that have been jointly prepared and adopted by the American Land Title Association and American Congress on Surveying and Mapping (ACSM). The survey shows improvements, easements, rights-of-way, encroachments, and other elements impacting land ownership. It will provide the title company with the information required to insure the title and improvements to the level that commercial development can require.

Numbers indicated are parcel numbers. 'WD' is not shown prior to each number, i.e. WD-910

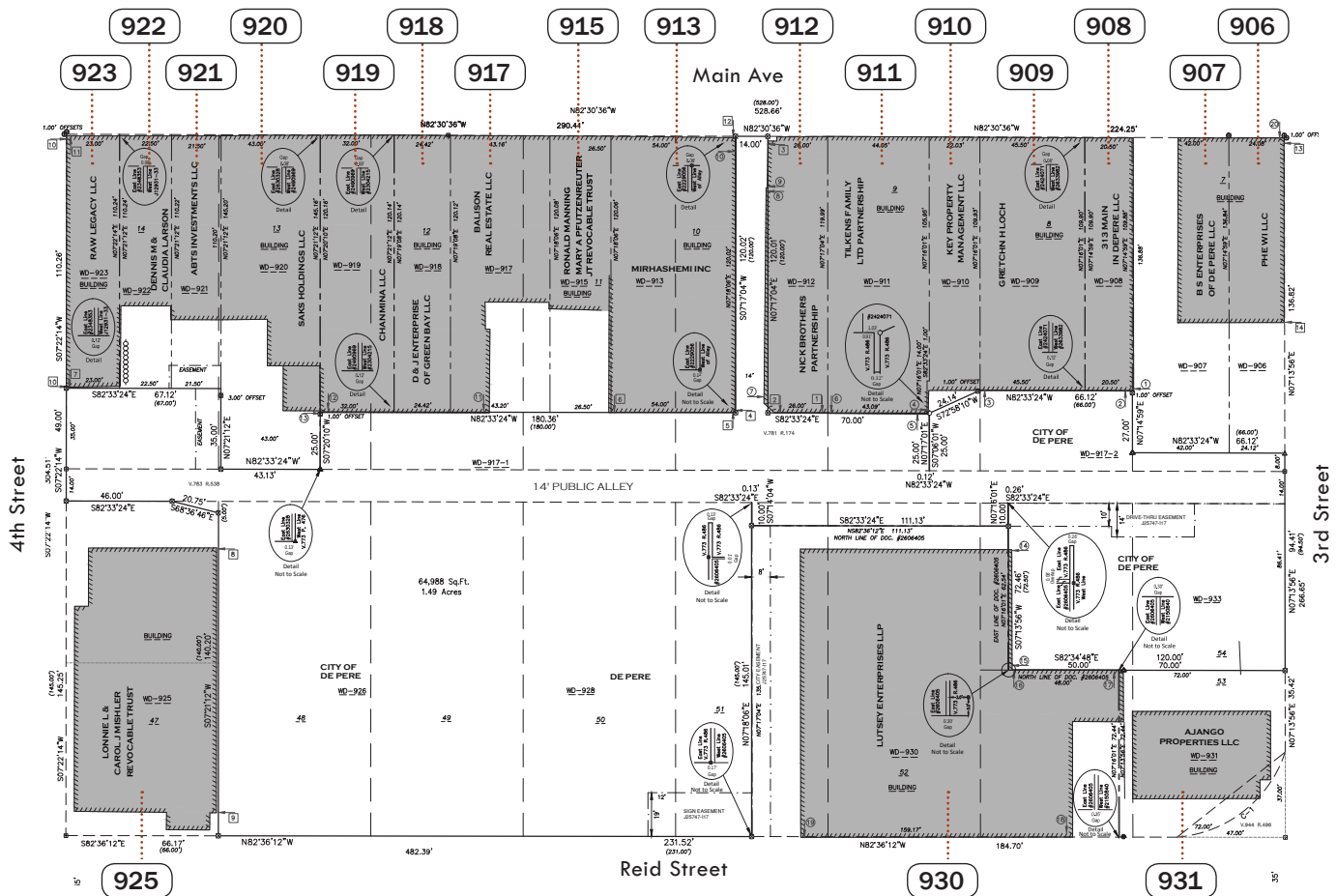


Figure 01

The existing ownership map graphically indicates which areas are privately owned (blue) versus publicly owned (tan) and indicates existing easements (hatched areas). The proposed designs take these factors into consideration and where logical, modify or remove easements that are not appropriate with city ordinances moving forward. i.e. 'A' Area is for a large pylon type sign which is currently not allowed by city code for new signage. With the renovation of the parking lot this sign will need to conform to existing standards.



Packet Pg. 17

EXISTING CONDITIONS

Back of Reid Street Crossing (RSC), private parking



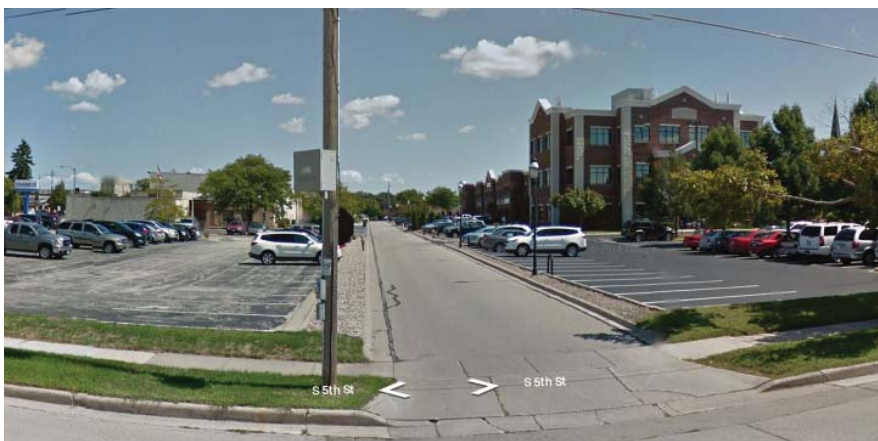
Public alley through 400 block,
24' width, Public property 14' width



Regulatory signage on private property



Entry to alley off of 5th Street



DRAFT 8/12/2014



Frontage along Reid Street on the 300 block



Frontage along 3rd Street on the 300 block



View from back of buildings, note grade change



Angled parking, drive aisle and loading conflict

3 PARKING & TRAFFIC ANALYSIS

Overview Statement

This section summarizes our findings and recommendations in regard to the traffic, parking and pedestrian movement analysis that were collected on May 28, 2014. Each of these components is discussed in the summary and recommendation format below. It is important to recognize the interrelationships each of these three elements has to the other and should be viewed in concert when considering alterations.

The analysis for this report was done on a mid-week Wednesday in late spring when school (St. Norbert) was not in session. Due to project schedule it was not possible to do this analysis prior to college break. It is recommended that an analysis is performed on both a weekday and weekend-day when school is in session to achieve more comprehensive results. A contextual parking study of the west bank business district should also be performed at this point to both confirm the 2010 DMP findings and input we received about insufficient parking supply during our business interviews and stakeholder meetings. While there was significant comment in regard to the insufficient parking on the Nicolet Square block from these groups, our field analysis data does not support this anecdotal information. As a result, it is recommended that prior to any major alterations (i.e. parking deck), further study should occur.

Traffic

Figures 03 and 04 summarize the existing traffic volumes as well as the past and future traffic projections of the streets bounding Nicolet Square. The 2011 WisDOT peak traffic counts were compared against our 2014 one-day counts. They indicate that the traffic on 4th/3rd/Reid was less than the 2011 counts, but similar in ratio between AM and PM. The weekday/no-school time frame may explain these differences.

Traffic projections were made on the local street system based on population projections and historical traffic volume trends. Population projections were taken from the City of De Pere's 2010 Comprehensive Plan Update and the 2030 Brown County Comprehensive Plan. Traffic count history was taken from the WisDOT traffic counts from 2001 thru 2009.

Projections used the 2030 time horizon based on available population projection data. Based on the De Pere Comprehensive Plan, the local population is projected to increase by 32% by the year 2030 or 1.6% per year from 2010. Historical growth trends over the last 10 years in traffic volumes in the area indicate that traffic volumes on the major corridors has increased by less than 1% per year. Figure 04 shows the historical and projected growth trend for the streets in the area. Per the two 2019 WisDOT alternatives being considered (Figure 09), 4th Street may remain 2-way circulation or be adjusted as a one-way with traffic flowing from Main to Reid. The chart indicates what would be expected in each of these conditions (i.e. volume decrease when one-way pairs (3rd being the other direction pair) are implemented based on national standards).

There are three factors that lead to the conclusion that traffic volume increases will not keep up with the population trends.

1. The overall national and statewide trend that indicates a reduction in vehicle miles of travel (VMT) in urban areas since 2005 (18% reduction in Madison and 21% in Milwaukee between 2005 and 2011)
2. The future plans to construct a bypass between I-43/STH 172 and I-41 south of De Pere
3. The central core area is already built up and any redevelopment potential (e.g. mixed use) will not significantly impact local traffic volumes.

Recommendations:

Highway 32 WisDOT Alternative

While we understand the need to safely and efficiently move vehicular traffic through the downtown core, the proposed WisDOT alternatives place heavy emphasis on vehicular circulation with lesser importance given to pedestrians. Adding lanes, removing on-street parking, removing street trees/greenspace and proposing one-way pairs, all favor the vehicle in this traditional retail district. For the health of the district, modifications should consider focusing on the human scale by reducing travel speeds/lanes, maximizing on-street parking, focusing on pedestrian safety and enhancing greenspace for user comfort. Our experience working in traditional Midwest downtown communities has demonstrated that an emphasis on pedestrians improves the economic business environment, increases business retention rates, enhances business variety and improves the overall activity of the downtown area.

DRAFT 8/12/2014

Peak Hour Traffic Counts

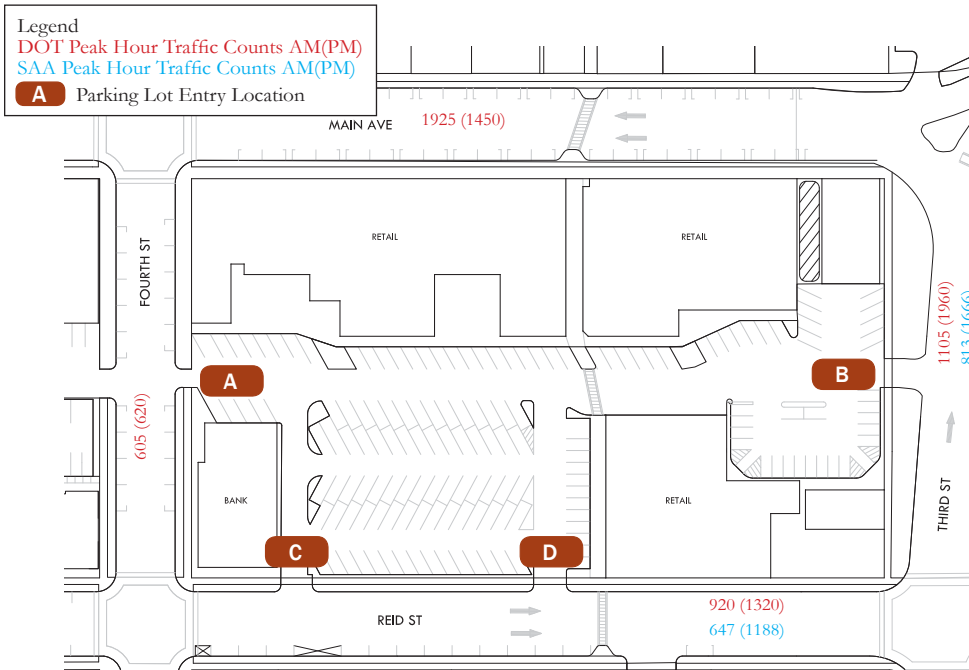
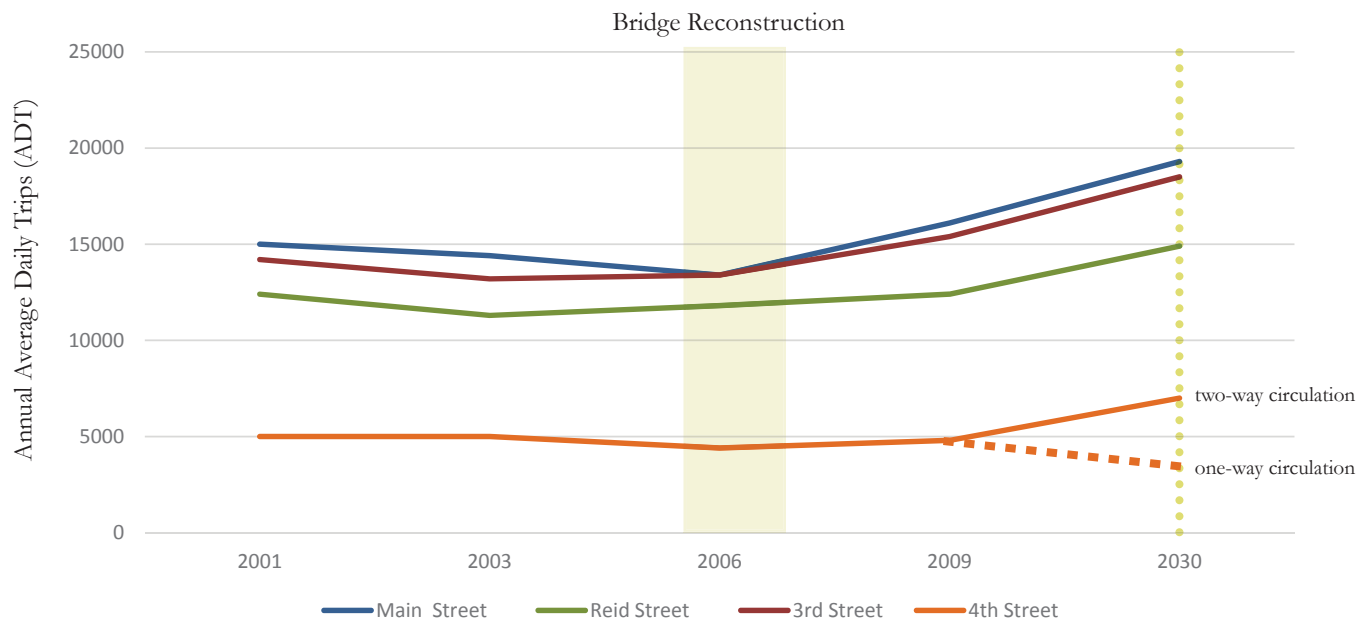


Figure 03



Historical and Projected Traffic Volumes

Year	Main Street	Reid Street	3rd Street	4th Street
2001	15,000	12,400	14,200	5,000
2003	14,400	11,300	13,200	5,000
2006	13,400	11,800	13,400	4,400
2009	16,100	12,400	15,400	4,800
2030	19,300	14,900	18,500	3,500

Figure 04

Peak Hour Turning Movements

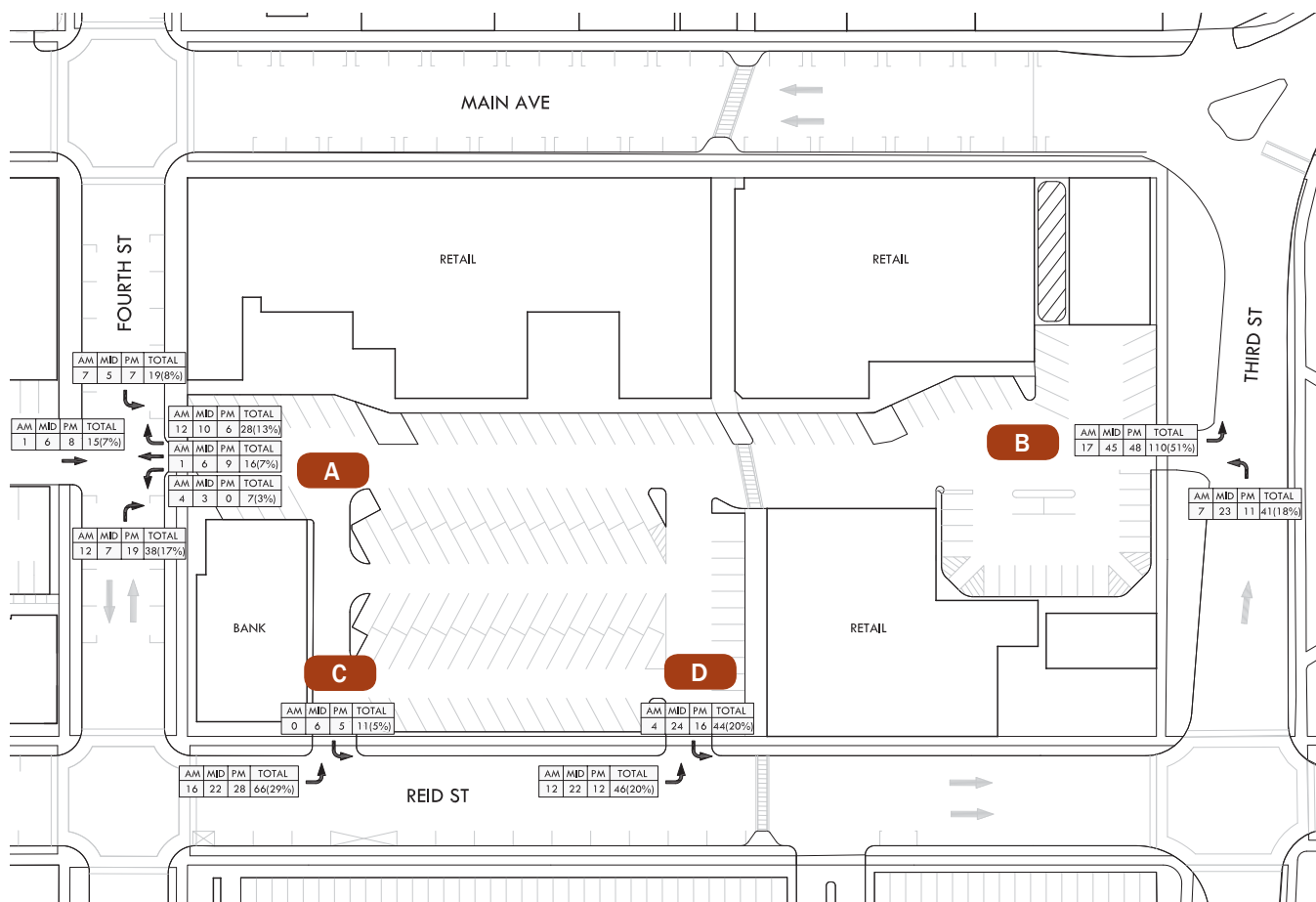


Figure 05

DRAFT 8/12/2014

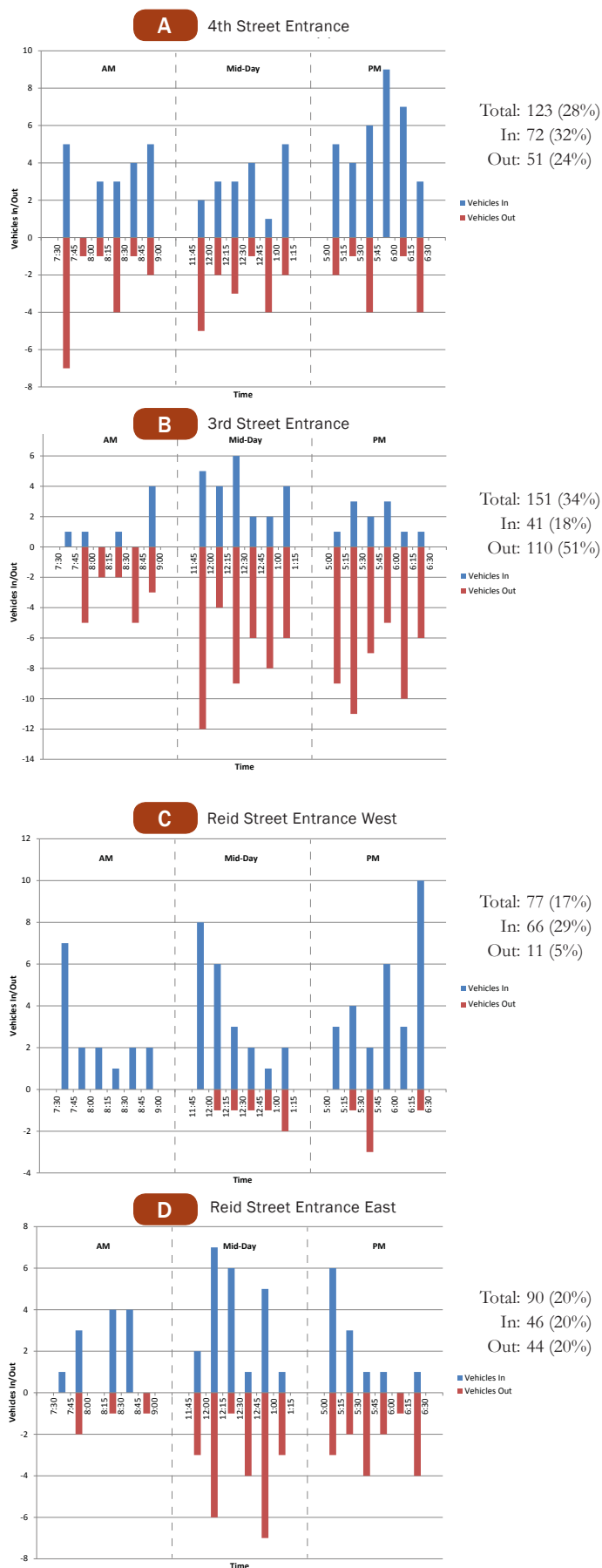


Figure 06

Define. Enhance. Sustain.

Nicolet Square Vehicular Movements

The turning movement counts were taken at all four entrances to the Nicolet parking lot during the morning, noon and afternoon peak hours (Figure 05). They indicate that the majority of inbound trips use the two entrance drives on Reid Street (49%); over 50% of the exiting traffic uses the drive on 3rd Street.

Figures 05 and 06 identify vehicle turning movements, both ingress and egress for Nicolet Square. The analysis work was done on May 28, 2014 and reflects a week day when college is not in session. Through this analysis and discussions with stakeholders and business owners we can make the following assumptions. The majority of people are utilizing the 4th Street (A) entry and Reid Street (D) entries for ingress to Nicolet Square. The majority of people are exiting the site via the Reid Street drive (D) and 3rd Street drive (B). These movements can be attributed primarily to street circulation around the perimeter and internal parking lot configuration. This indicates the angled parking is going the wrong direction along the back of the buildings and users are primarily heading in the direction of 3rd Street when leaving the site. For instance, people are not exiting onto 4th Street to get to the bridge, they are utilizing the internal circulation to exit nearest their destination.

There is also very low egress from the C drive along Reid Street. This fact along with traffic counts and anticipated internal reorganization of the parking lot would suggest a redundancy of drives along Reid Street exists.

It should also be noted that egress from D is made more difficult when cars are parallel parked on the north side of Reid Street. This is compounded by higher speeds through this area (due to the one-way).

PARKING & TRAFFIC ANALYSIS

Existing Parking Designations - 300 Block

The majority of our analysis was placed on the current state of parking in Nicolet Square. Figure 07 identifies the types and quantities of parking that exist today. The lot generally breaks out parking types appropriately by placing short-term (2hr) parking near the businesses and permit parking away from this area. The east end of the lot is presently disorganized with cars parked in loading areas or in spaces that are not designated for parking at all. This coupled with the private parking at the back of Pasquale's and Credo leads to inefficiencies and a large void of pavement visible when coming off the bridge.

Angled parking, while allowing for a maximum of spaces does not favor visitors in navigating the space and creates excessive travel internal to the lot. We also viewed the angled parking on the north edge as going in the wrong direction when the majority of users are coming from 4th Street. It should also be noted that loading vehicles presently block vehicles in along the main east/west thoroughfare.

Currently, the 400 block has no public parking. The alley is the only city owned parcel on this block.

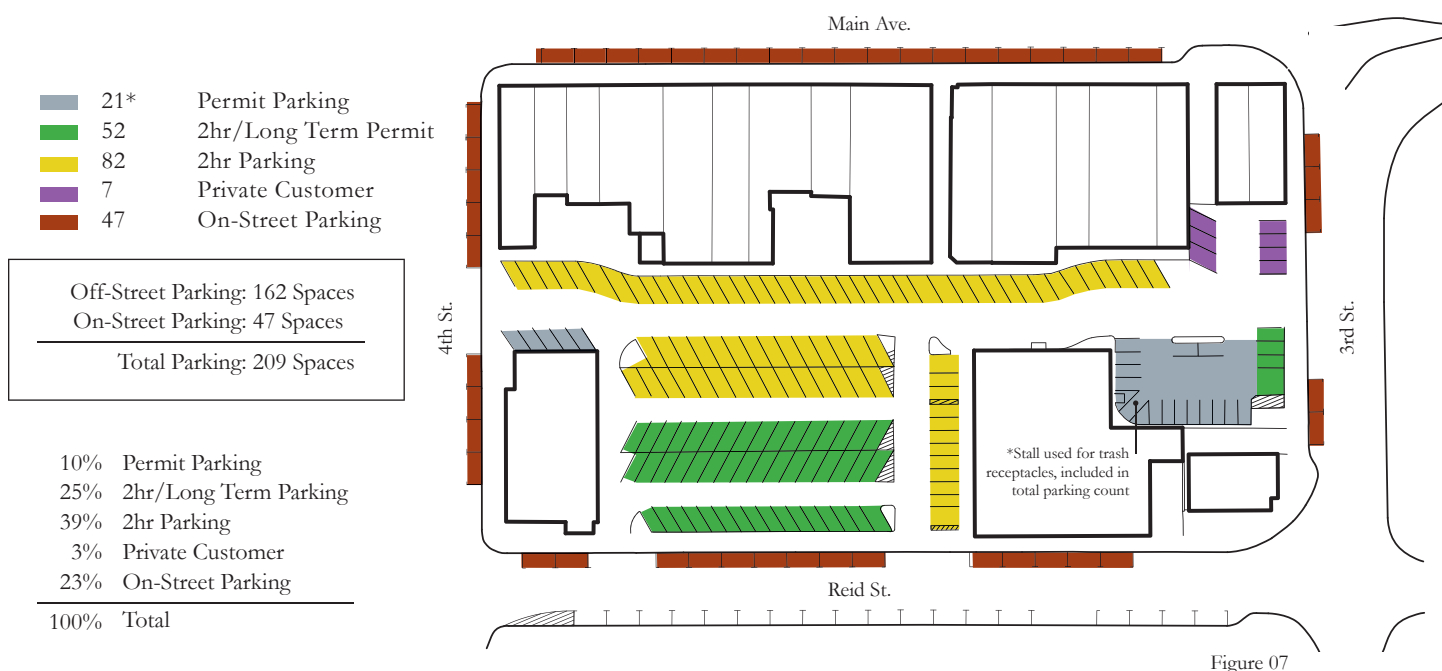


Figure 07

DRAFT 8/12/2014

Downtown Parking Context

This project, while enhancing the overall functionality, aesthetic and programming capabilities of Nicolet Square, will not create more parking spaces for the area. Nicolet Square is the largest off-street public facility that is centrally located within the west bank business district. Surface parking is currently maximized for the existing uses. As is the issue in most downtown areas where concentrations of retail and service uses exist, parking needs are addressed by looking at the greater context to balance the needs of the workforce, residents and visitors. Figure 08 indicates the existing number of stalls per each block next to the on-street quantities along those block faces (each visually counted). The 2010 DMP calculated 1,626 spaces were in demand on the west bank of De Pere (15 block area) with a total supply of 1,705. This is a 95% capacity of the business district which indicates it is at capacity at this point. The 2010 DMP along with the anecdotal information recieved during this project would suggest there is insufficient parking on Nicolet Square. To confirm this information (since our field data does not confirm) it is recommended that prior to any major alterations (i.e. parking deck), further study should occur.



Figure 08

PARKING & TRAFFIC ANALYSIS

Parking

In reviewing the parking data that was collected, a comparison was made between the existing parking supply and demand and both national and local standards. The table below shows the estimated parking requirements based on local code requirements, the Institute of Transportation Engineers (ITE) recommendations and the 2010 DMP. These comparisons are based on estimates of both square footage and types of use per the city of De Pere's assessment data. The square footages used for estimating assume gross floor area and take in to consideration public space, mechanical spaces, stairways etc. An additional 10% was removed from the square footage to account for non-useable areas that may appear as usable square footage in the supplied data. The square footages are not distinguished between number of floors in each building, hence an even split was assumed for division reasons. Building uses were broken into four categories to achieve parking requirements based on city ordinance vs. ITE recommendation. It is unknown as to where the square footage of land uses were derived from in the 2010 DMP. Only off-street parking was compared in this chart since city ordinance relates to off-street parking requirements.

Use	Total SF ¹	City Code	Code Stalls	ITE Rec's	ITE Stalls	2010 DMP Rec's ⁴	2010 DMP
Residential	15,590	1.25/1000sf	12	1.5/unit	23	1.5/1000sf	23
Eat/Entertainment	22,680	1/200sf	174	6/1000sf	138	3/1000sf	68
Service ²	33,400	1/240sf	140	2.4/1000sf	80	2.5/1000sf	84
Grocery ³	6,856	6/1000sf	41	3.5/1000sf	24	3/1000sf	20
Parking Requirements	95,899		367		265		195
Parking Stalls Existing (Nicolet Square off-street)	162		-205		-103		-33
	Total		Deficient		Deficient		Deficient
On-Street (Adjacent)	Additional 47						

¹Vacancy SF included in numbers

²Professional Services/Consulting/Retail Shops

³Grocery parking requirements not included in City Code as use type-used ITE recommendation

⁴It is unclear as to what building square footages were utilized to achieve the numbers indicated in the 2010 DMP

Recommendations:

1. While our field analysis traffic/parking data indicates there is sufficient parking on Nicolet Square, the process has told us (interviews/stakeholders/2010 DMP) that this not the case. We recommend a parking study of the west bank business district (11 blocks) should be performed prior to any major alterations to the area while the college is in session.
2. In the 2010 DMP the existing district is at 95% capacity, which can be read as full. Any new developments, or additions to existing structures should include provisions for underground parking, structured parking, or satellite parking.
3. The location of the proposed parking deck (2010 DMP) is appropriate for serving the area. Direct connection to Nicolet Square and/or its future development(s) would enhance use of this block.
4. Existing parking enforcement standards and regulations need to be enforced.
5. There is an excessive quantity of permit parking on the Nicolet Square block. Shared parking arrangements or cost scenarios should be investigated to reduce this quantity. The city should evaluate how pricing is currently set, who can receive a permit, and what time frames the permit is valid.
6. The city should collaborate among the entire west bank business district to incentivise alternative parking arrangements.
7. A parking utility is one method for a city to acquire, expand and improve off-street parking to better 'brand' these use areas. In the utility the costs associated with expanding, improving and maintaining can be allocated to benefitting businesses based on the demand for parking.
8. Public parking facilities need better/more uniform signage to inform users of public/private and short-term vs. long-term.
9. The 2 hour time frame for parking should be evaluated, a more appropriate 1 hour time frame may limit St. Norbert student use of Nicolet Square, but may also impede existing businesses i.e. yoga, hair salons, financial planning, etc.
10. The city should reevaluate its parking standards to meet current standards in shared parking, car usage demographics, and present day retail habits.

Pedestrians

A pedestrian analysis was performed in conjunction with the traffic/parking analysis on May 28, 2014. The term pedestrian for this report includes individuals walking, jogging, and/or biking. In general there was minimal walking traffic around the periphery of the block. Most of the walking traffic was confined internally to Nicolet Square and those crossing at intersections to immediately enter the parking lot, taking the shortest route to a business destination or opposite street. The majority of pedestrians (3/4) were seen between the hours of 11AM and 2PM and consisted of a large lunch time crowd from Humana and the intersection of Reid/3rd. Only a handful of people entered through the alley. Mid-block crossing appeared to be a common occurrence mostly along Reid Street, but also at the alley between the 300 and 400 blocks. There was no witnessed mid-block crossings on 3rd Street. Bike circulation was consistent with the mapped route along Reid and 3rd Street. No bicyclists were observed entering Nicolet Square proper. All joggers were witnessed on the sidewalks across the street from Nicolet Square, relating to where the preferred jogging side is located on the bridge.

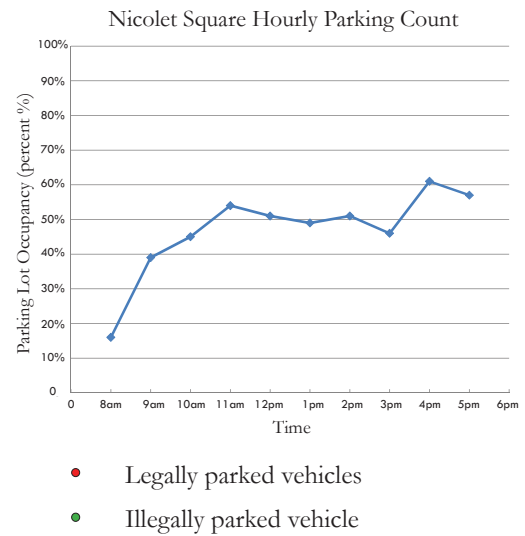
Recommendations:

1. Mid-block crossing shall be implemented to facilitate pedestrian movements. On 4th Street along the north side of the alley. On Main Avenue on access with the alley (construction would occur in 2019 with road construction). On Reid Street on access with the proposed Concept 2A improvements (Reid Street mid-block would only occur in conjunction with the potential future parking structure).
2. When considering the mid-block crossings, it is recommended that an evaluation of a HAWK (High-intensity Activated cross-Walk) Signal with bump-outs and special pavement on Main/Reid be undertaken to enhance the pedestrian experience.
2. A mid-block is not recommended on 3rd Street, instead reconfiguration of the Reid/3rd intersection with appropriate crossing designations, light timing, and pedestrian hierarchy would better facilitate use of this area. If development dictates necessity of a street crossing in this area a HAWK (High-intensity activated cross walk) signal may be appropriate to create a safer pedestrian crossing while minimizing traffic delays. Curb bump-outs and special cross walk pavement (colored concrete) are also recommended in conjunction with
3. Enhance alley to include pedestrian amenities including shade, vegetation, music, artwork and lighting. The potential exists for adjacent businesses to utilize this space for bistro dining and/or installation of doors/windows onto side patios.
4. Enhance amenities within Nicolet Square block. Since the vast majority of users are internal to the lot, sidewalks and access points should be well defined and generous in size. Incorporate pedestrian amenities such as lighting, planters, bike racks, benches, etc.

PARKING & TRAFFIC ANALYSIS

Hourly Parking Count

In addition to analyzing existing ingress and egress turning movements on the 300 block, SAA tracked where vehicles parked and the total quantity of vehicles parked to get an indication of not only demand, but where that demand occurred. The hourly parking lot study was also performed on May 28, 2014. The lot reached its highest capacity for this study (60% full) at the 4-6pm time of day. Permit parking (bays closest to Reid Street), were never more than 75% full, indicating lack of use, permitted parkers not parking in these designated spaces, or more permit parking available than is demanded. Stalls directly adjacent to the backs of buildings only reached their peak near the end of the day. The noon rush did not indicate a lack of convenient parking. It was also observed that loading operations blocked in a number of vehicles throughout the day. On-street parking on Reid Street was very low in the morning, peaked over the noon hour (30%) and increased again at 6:00PM (24%). This analysis looked at on-street parking along Reid (both sides), 3rd and 4th Streets. Main Ave. is not included.



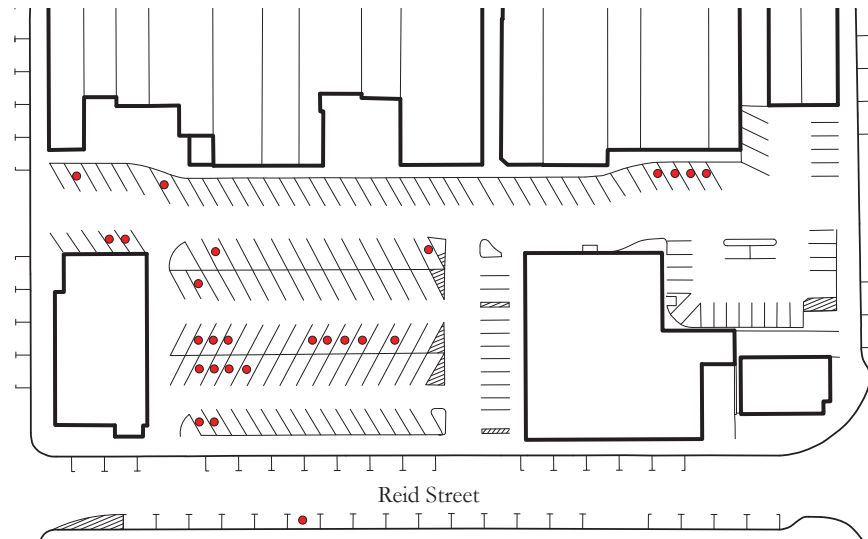
8 A.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162
Occupied Spaces: 25
Percent Occupancy: 15%

Street Parking

Total Street Parking Spaces: 64
Occupied Spaces: 1
Percent Occupancy: 2%



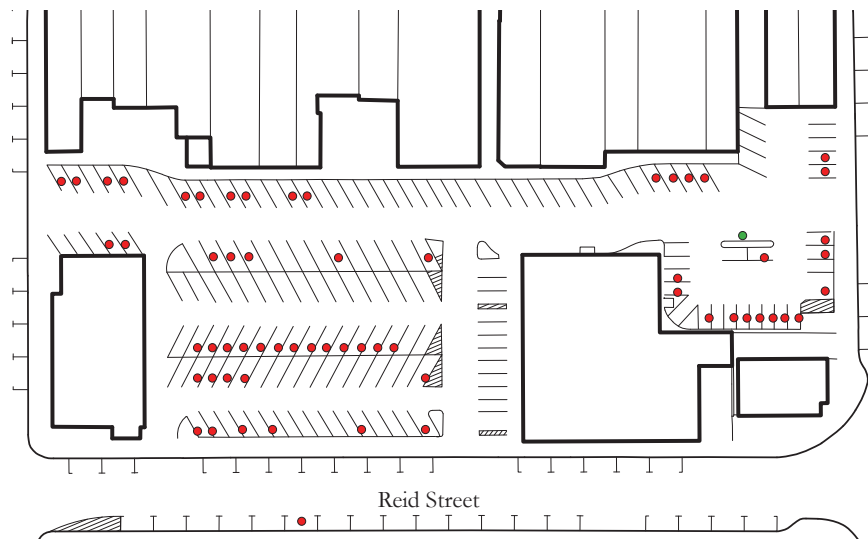
9 A.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162
Occupied Spaces: 61
Percent Occupancy: 38%

Street Parking

Total Street Parking Spaces: 64
Occupied Spaces: 1
Percent Occupancy: 2%



DRAFT 8/12/2014

10 A.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 71

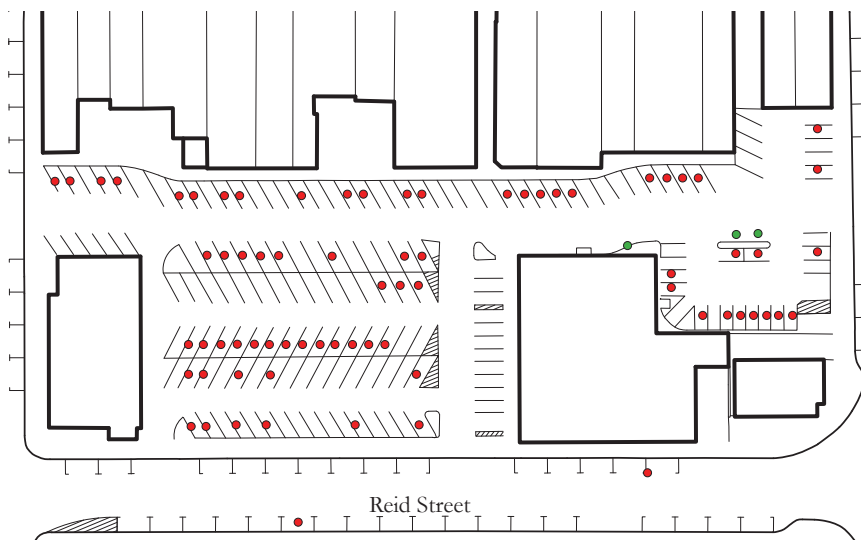
Percent Occupancy: 44%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 2

Percent Occupancy: 3%



11 A.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 84

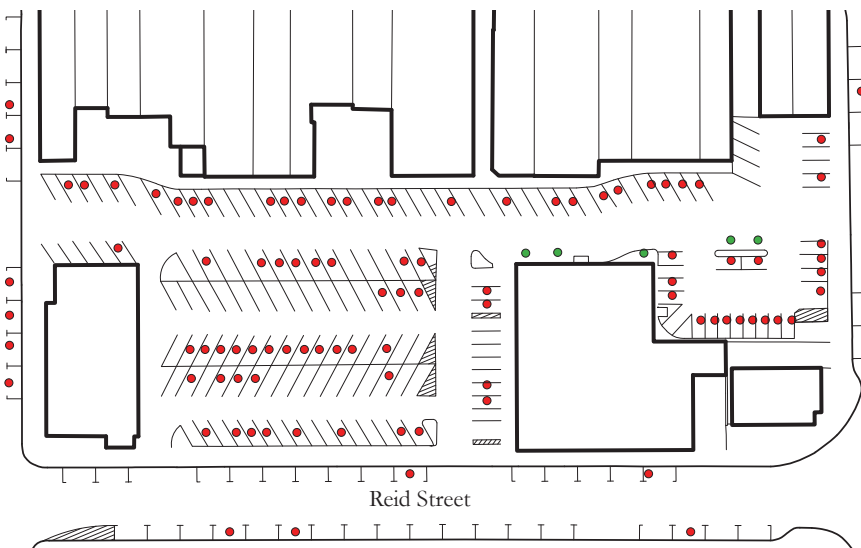
Percent Occupancy: 52%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 12

Percent Occupancy: 19%



1 P.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 80

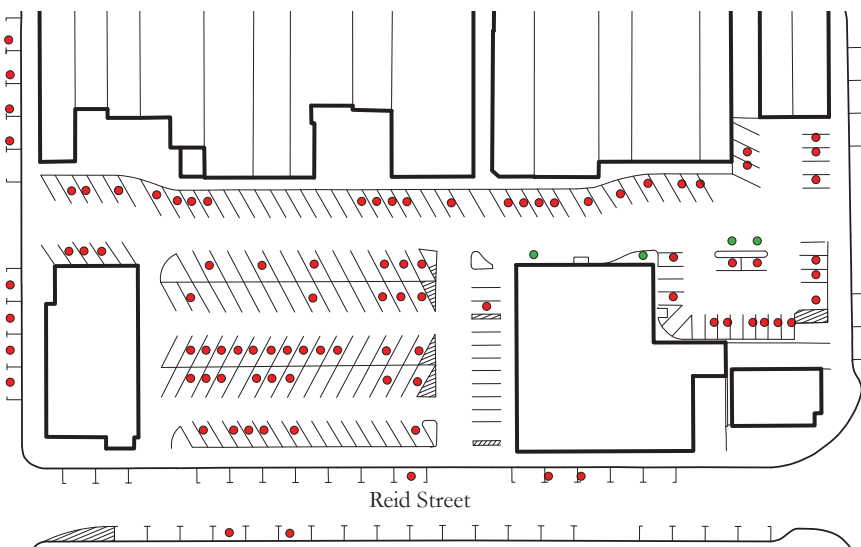
Percent Occupancy: 50%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 13

Percent Occupancy: 20%



PARKING & TRAFFIC ANALYSIS

2 P.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 77

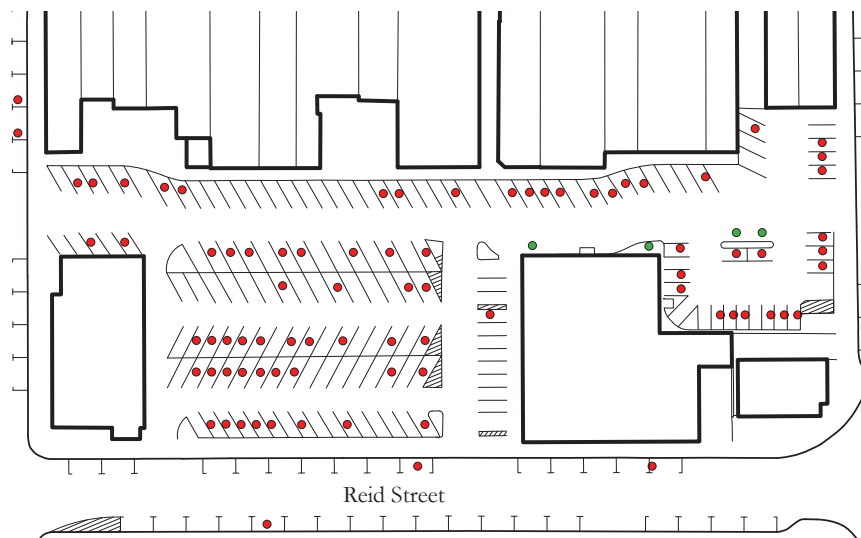
Percent Occupancy: 48%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 5

Percent Occupancy: 8%



3 P.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 80

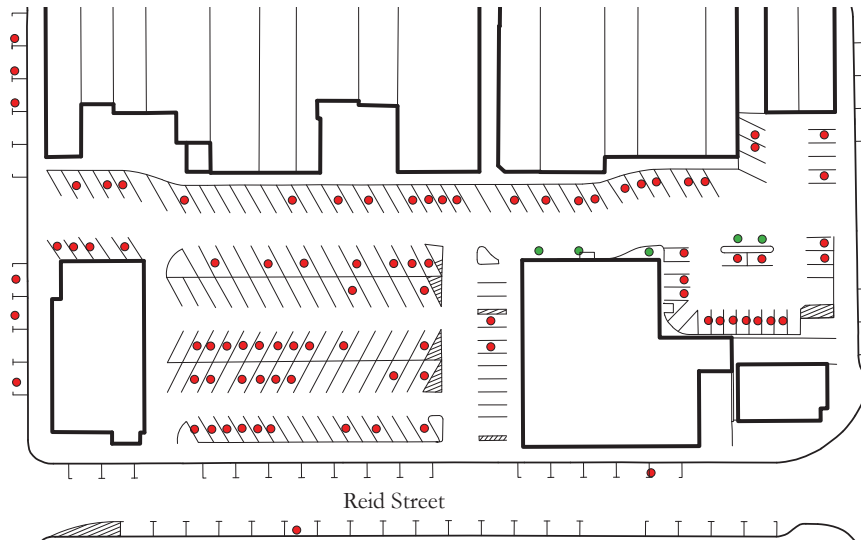
Percent Occupancy: 50%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 8

Percent Occupancy: 13%



4 P.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 73

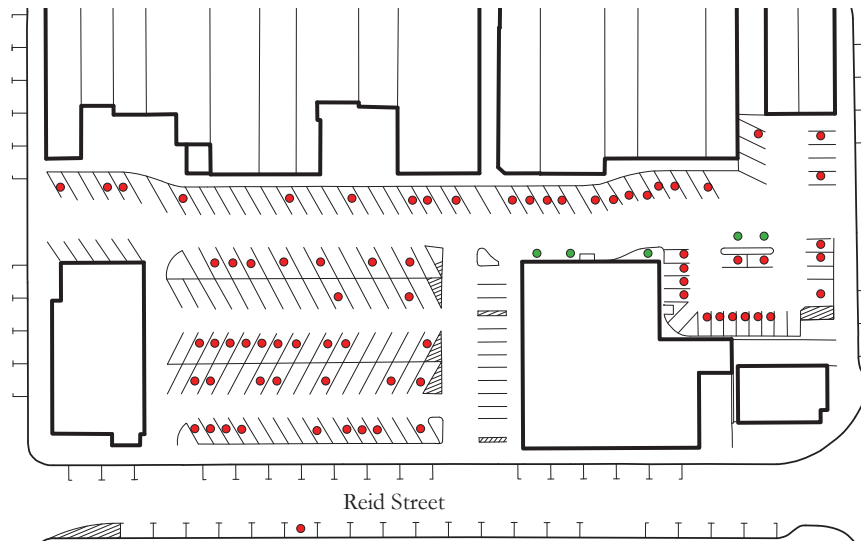
Percent Occupancy: 45%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 2

Percent Occupancy: 3%



DRAFT 8/12/2014

5 P.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 95

Percent Occupancy: 59%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 7

Percent Occupancy: 11%



6 P.M. 5/28/2014

Parking Lot

Total Lot Spaces: 162

Occupied Spaces: 90

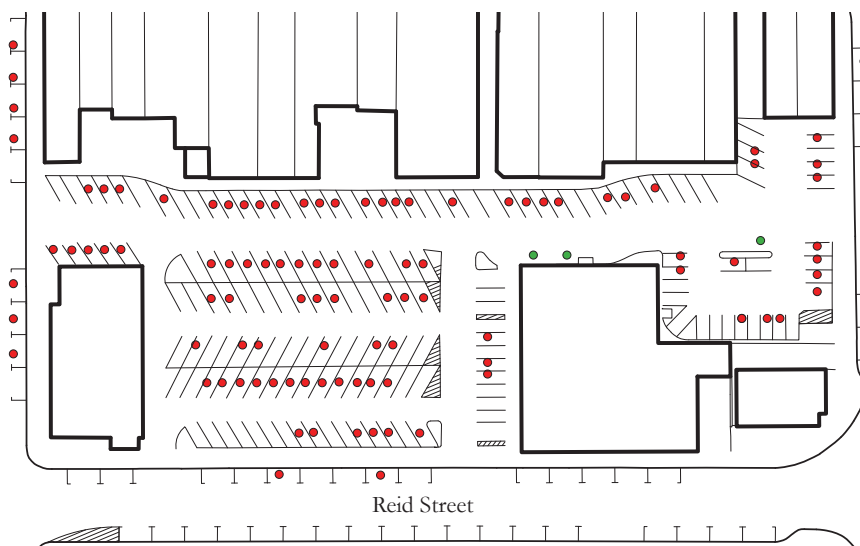
Percent Occupancy: 56%

Street Parking

Total Street Parking Spaces: 64

Occupied Spaces: 10

Percent Occupancy: 16%



Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

PARKING & TRAFFIC ANALYSIS

Highway 32 WisDOT Alternatives

Traffic patterning and circulation around the Nicolet Square project site is critical to understanding how the space is functionally used by vehicles and pedestrians. This analysis also informs entry locations, sightlines, queuing and potential conflict locations. As part of this project we have reviewed the proposed WisDOT traffic alternatives.

Wis 32 provides a critical connection east and west of the Fox River thru downtown De Pere. In 2019 this corridor from the bridge heading west to 9th Street will be under construction. WisDOT, in partnership with the city of De Pere, is leading this one mile long study corridor to help determine need and scope of future construction projects. The pavement condition and the need to replace utilities have been identified. The highway's typical cross section and capacity are currently being evaluated. The preferred options are shown to the right.

This study is also looking to address:

1. Typical cross sections to meet transportation needs now and into the future.
2. Existing and proposed traffic patterns for Main Avenue and Reid Street.
3. Intersection operations.
4. Bicycle/pedestrian and transit options.
5. Existing railroad bridge structure for possible expansion.
6. Utility replacements.

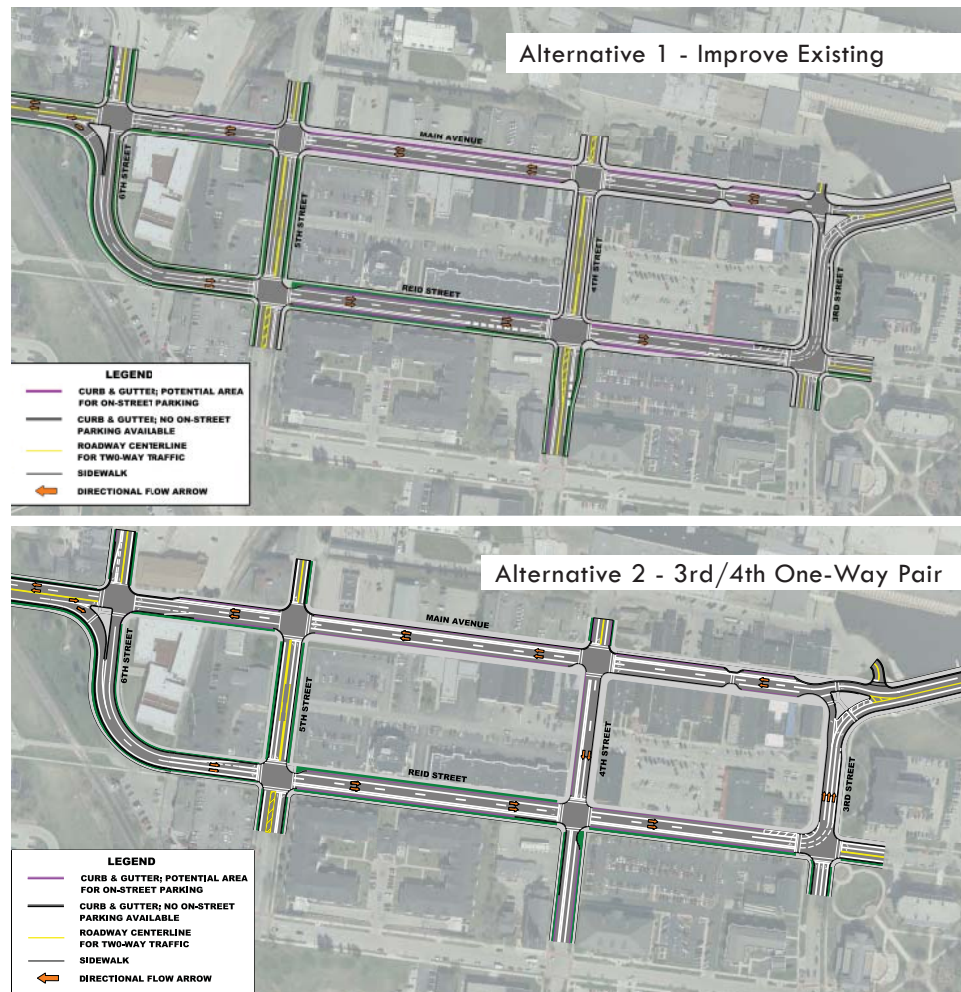
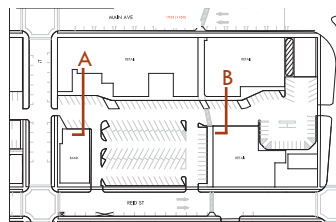
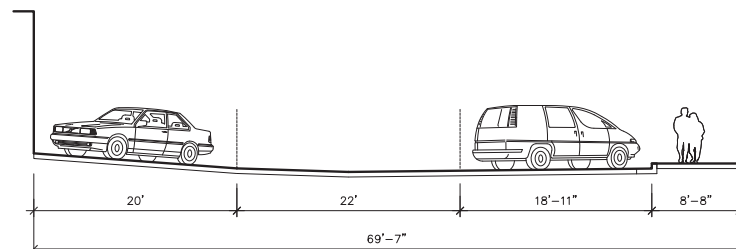


Figure 09

DRAFT 8/12/2014

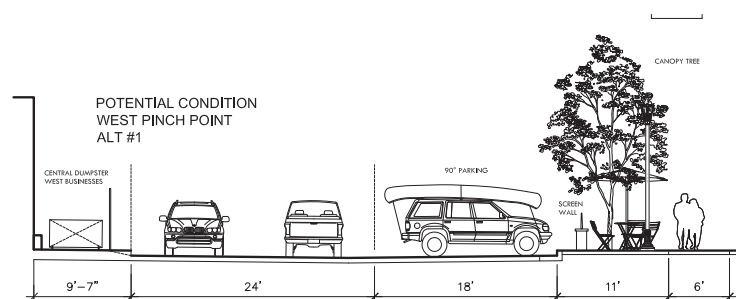


Existing Site Sections

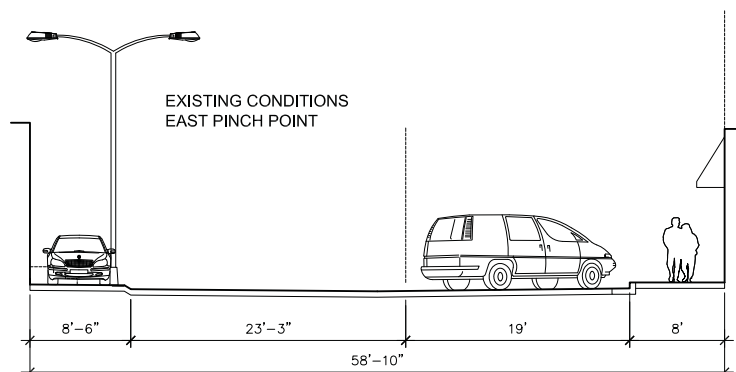


SECTION A

Existing Condition-West Pinch Point

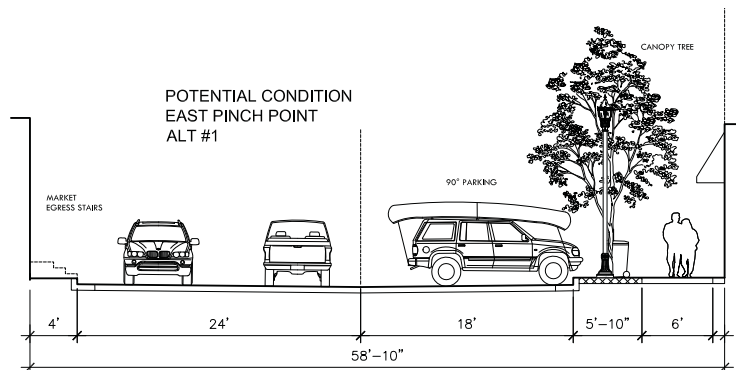


SECTION A - POTENTIAL FUTURE



SECTION B

Potential Condition-East Pinch Point



SECTION B - POTENTIAL FUTURE

Figure 10

4 PRELIMINARY LOT CONFIGURATIONS

Concept 1 - Redline

Pros:

- P1. Parking quantity maximized
- P2. 2-way circulation allows for easier visitor orientation and functionality.
- P3. Parking moved off of City easement J25747-I17, enhanced pedestrian realm. Setting up future connection across Reid Street.
- P4. Crossing at 4th Street aligns better with 400 Block.
- P5. Maintain two drives along Reid Street for enhanced programming capabilities and circulation access internal to the lot.
- P6. Maintain two of the three existing above ground electrical cabinets in their current configuration/location.
- P7. Parallel parking removed from Reid Street allows for better visibility when exiting in front of Gallagher's

Cons:

- C1. Minimal addition to walk along back of buildings as well as minimal landscape enhancement areas.
- C2. By maintaining existing electrical cabinet, internal parking lot function is reduced.
- C3. Minimal storage/loading space around Waseda Market
- C4. Pedestrian access from 3rd Street is difficult when maintaining private parking lot access.
- C5. One-way circulation behind Waseda Market is difficult for first-time visitors and those unfamiliar with parking lot.
- C6. Common dumpster locations are lacking. West location does not work with pull-in service and east location is small/not convenient.

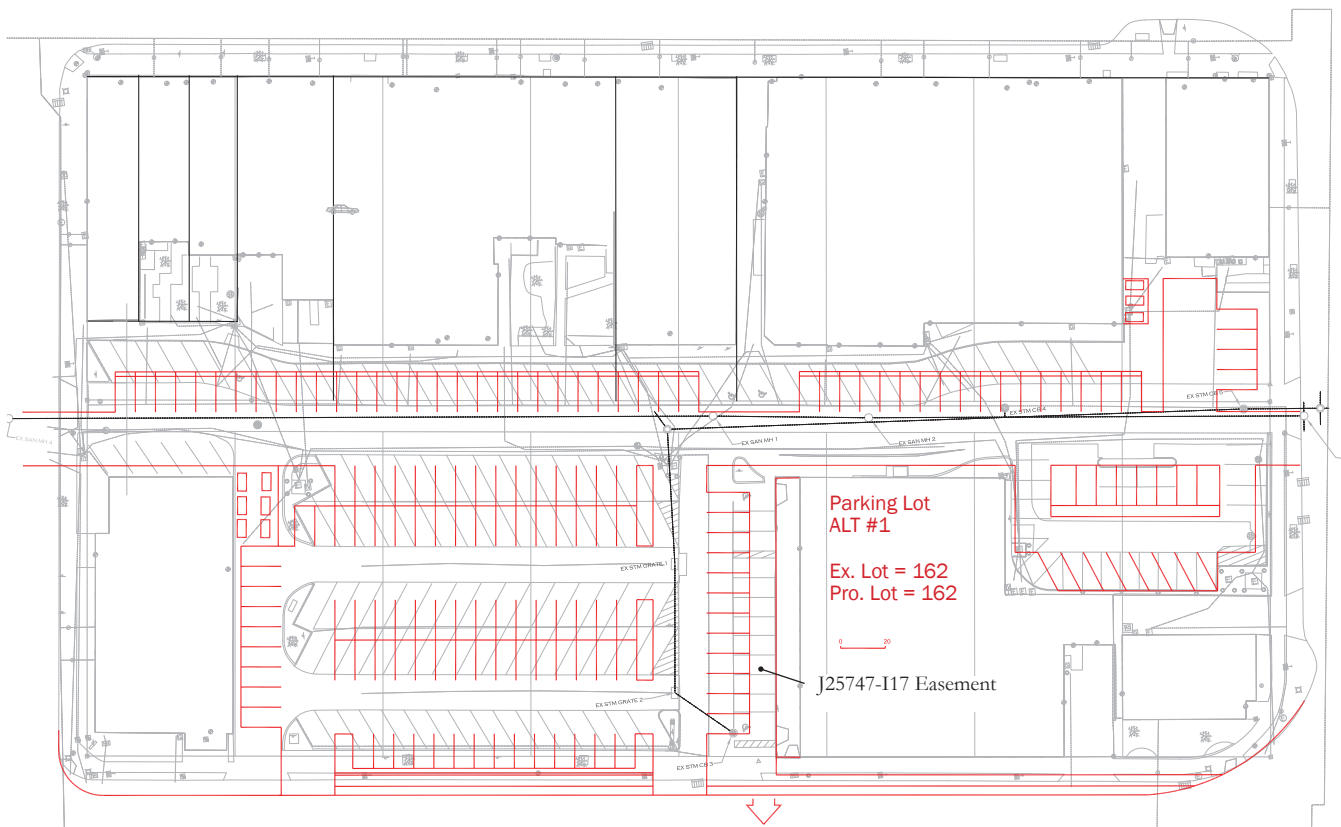


Figure 11

DRAFT 8/12/2014

Concept 2 - Redline

Pros:

- P1. Parking quantity is reduced, but with large 'public' space at back of buildings preserved.
- P2. 2-way circulation allows for easier visitor orientation and functionality.
- P3. Crossing at 4th Street aligns better with 300 Block.
- P4. Maintain two drives along Reid Street for enhanced programming capabilities and circulation access internal to the lot.
- P5. Solid edge on the south side of the east/west drive becomes an appropriate loading space-not parking vehicles in.
- P6. Parking maximized due to tandem stalls and utilizing the Wealth Management property.
- P7: Electrical cabinets put underground.

Cons:

- C1. Minimal addition to walk along back of buildings.
- C2. Ability for tandem parking or utilizing Wealth Management property may not be feasible.
- C3. Minimal storage/loading space around Waseda Market
- C4. Pedestrian access from 3rd Street is difficult with tandem parking.
- C5. No dumpsters, concept maintains personal dumpsters, does not solve aesthetic issues or loss of parking on pick-up days.
- C6. Stalls along Reid Street are 16' in order to fit a narrow screening area.

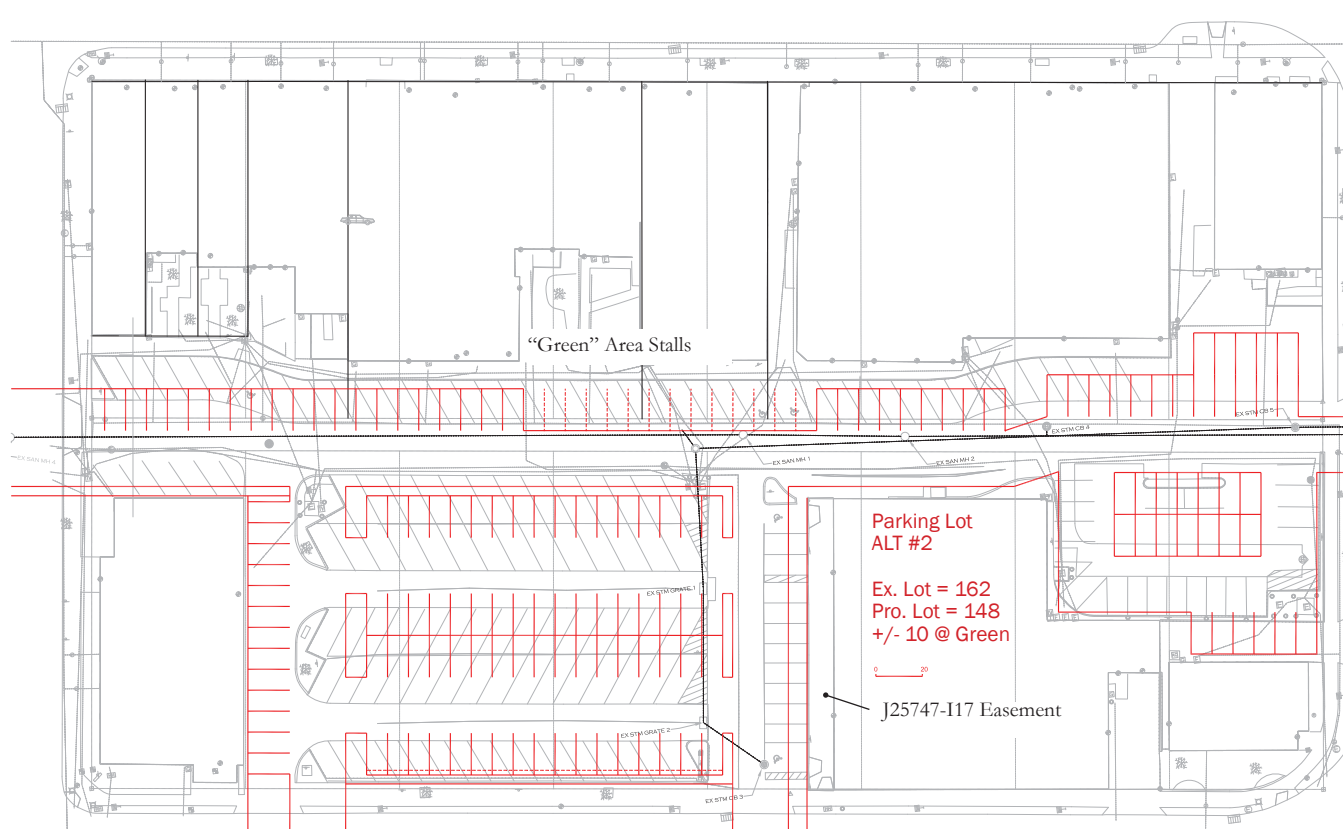


Figure 12

Define. Enhance. Sustain.

PRELIMINARY LOT CONFIGURATIONS

Concept 3 - Redline

Pros:

- P1. Create a service lane that doubles as pedestrian space at non-service times.
- P2. Angled parking maximizes space and allows generally more open space (service lane assumed as open space).
- P3. Reduced pedestrian crossing width where the alley extension crosses the internal parking aisle.
- P4. Generous buffer space between lot and Reid Street.
- P5. Generous addition to back of buildings if service aisle can be designed as a public space. How are service deliveries staged/timed?

Cons:

- C1. One-way in/out drive aisle create confusion to visitors and are not as functional with alternative programming activities.
- C2. One-ways, (parking aisles and service lane) are confusing and create conflicts on the east end where the traffic patterning changes.
- C3. Minimal storage/loading space around Waseda Market
- C4. Pedestrian access from 3rd Street is difficult and circuitous.
- C5. Creation of angular parking islands which interfere with snow removal and alternative programming.
- C6. Common dumpster locations are not shown and would take more stall space.
- C7. A drastic reduction in parking stalls for minimal benefit.

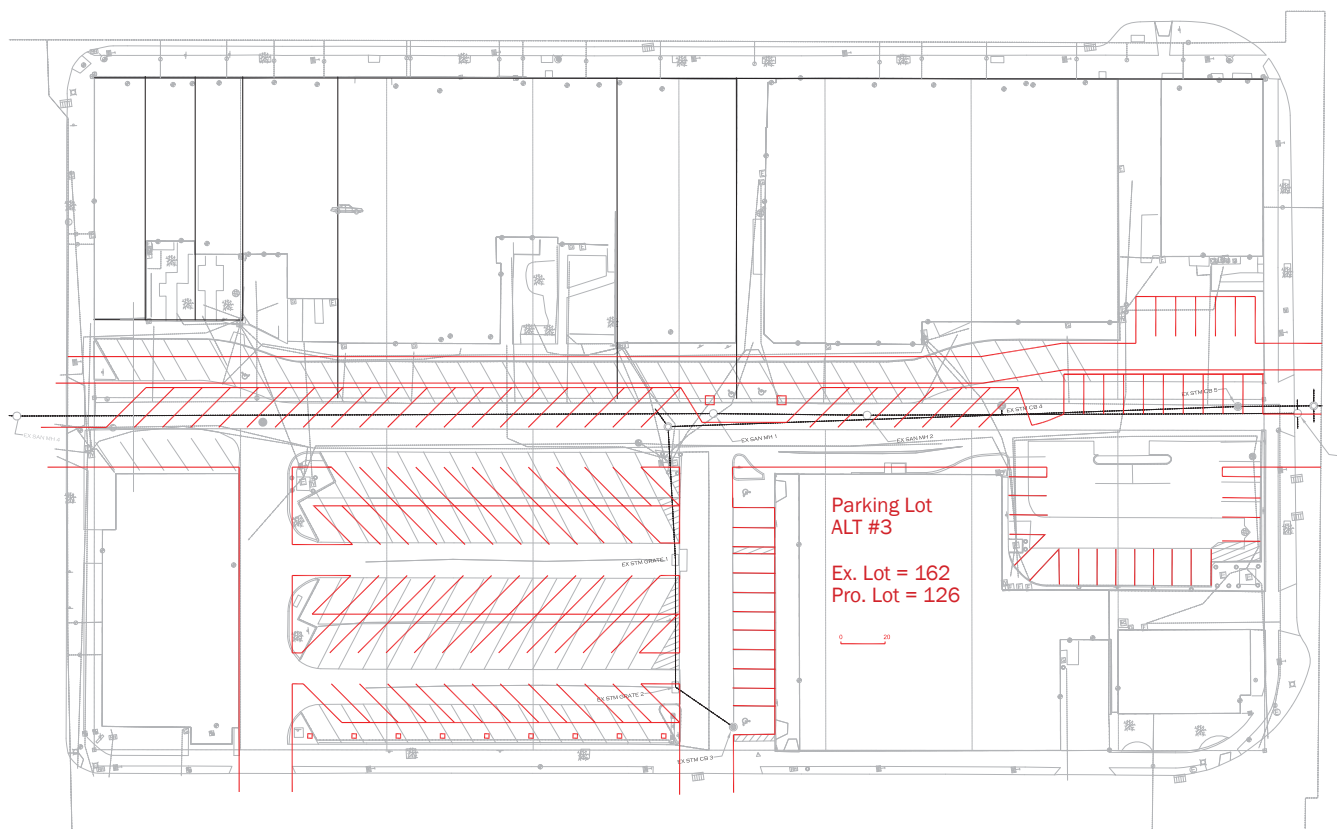


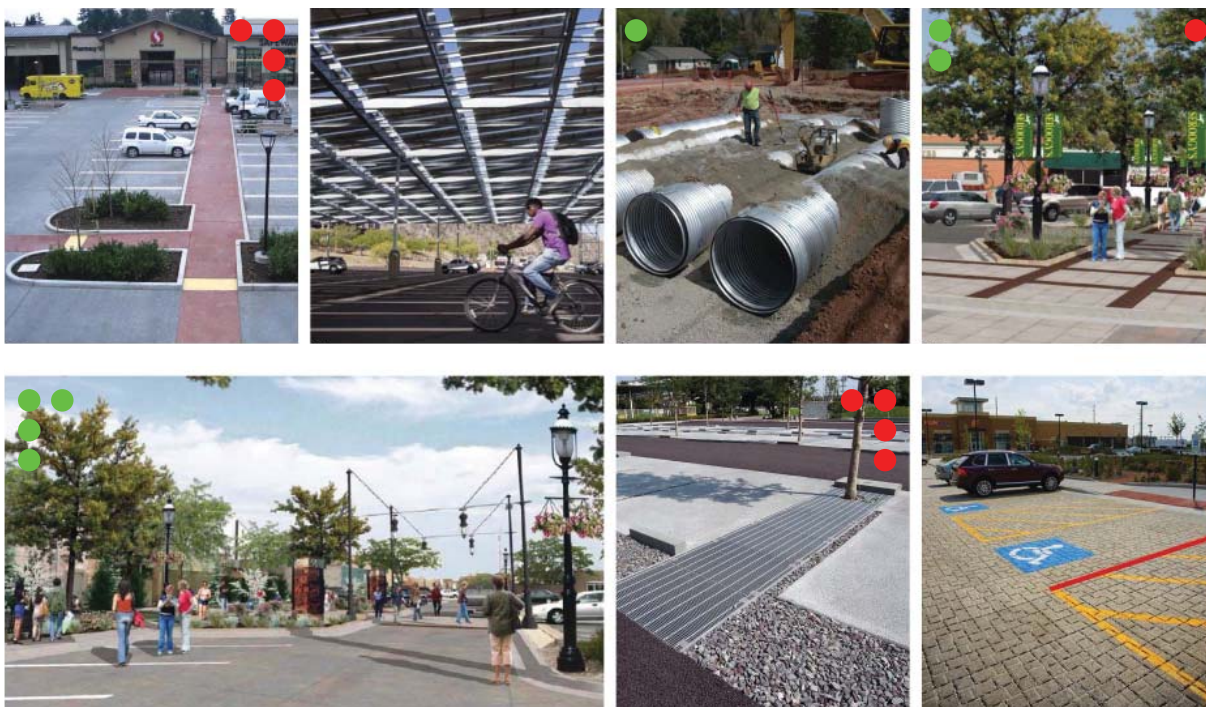
Figure 13

Page Intentionally Left Blank

VISUAL PREFERENCE SURVEY

City staff and stakeholders were shown precedent images of potential features for Nicolet Square. The images were broken into four categories: Parking, Alley, Public Spaces, Furnishings. Each participating member was given 2-red dots and 2-green dots to identify their strongest preferences (green)/avoidances (red). Imagery from the 2010 DMP was favored as well as images that indicated an expanded pedestrian realm at the building facades. Artsy, quality materials were also noted as desirable.

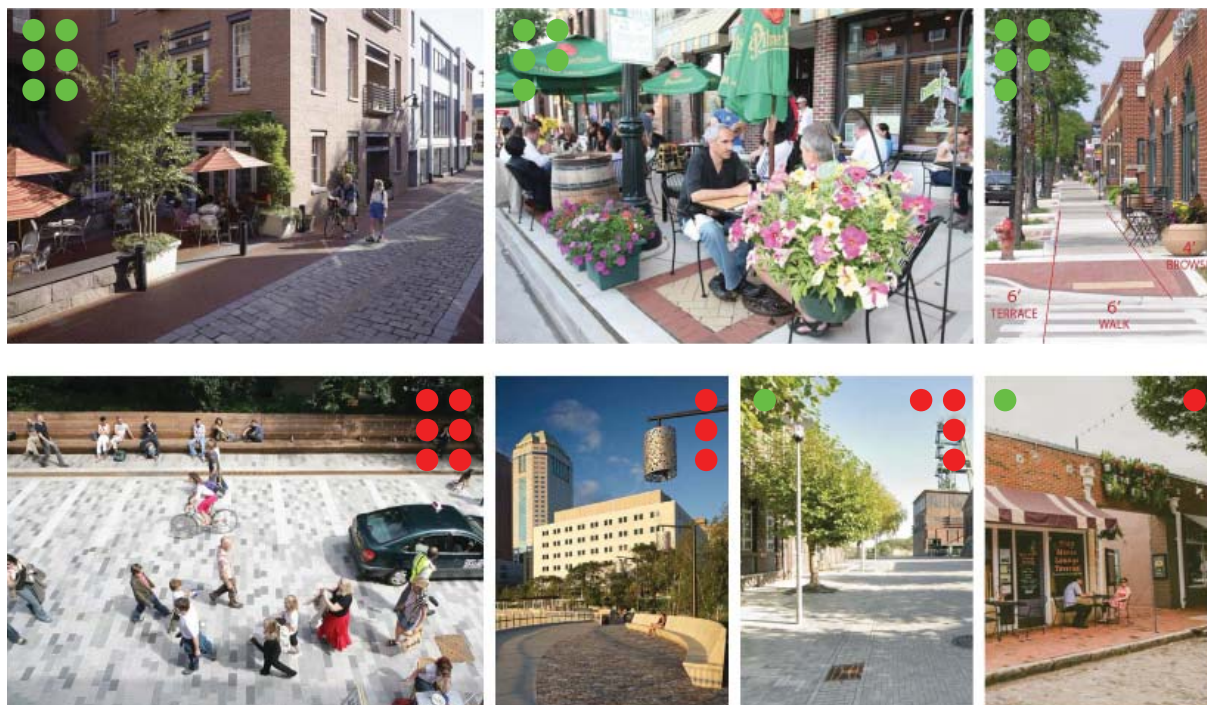
Parking



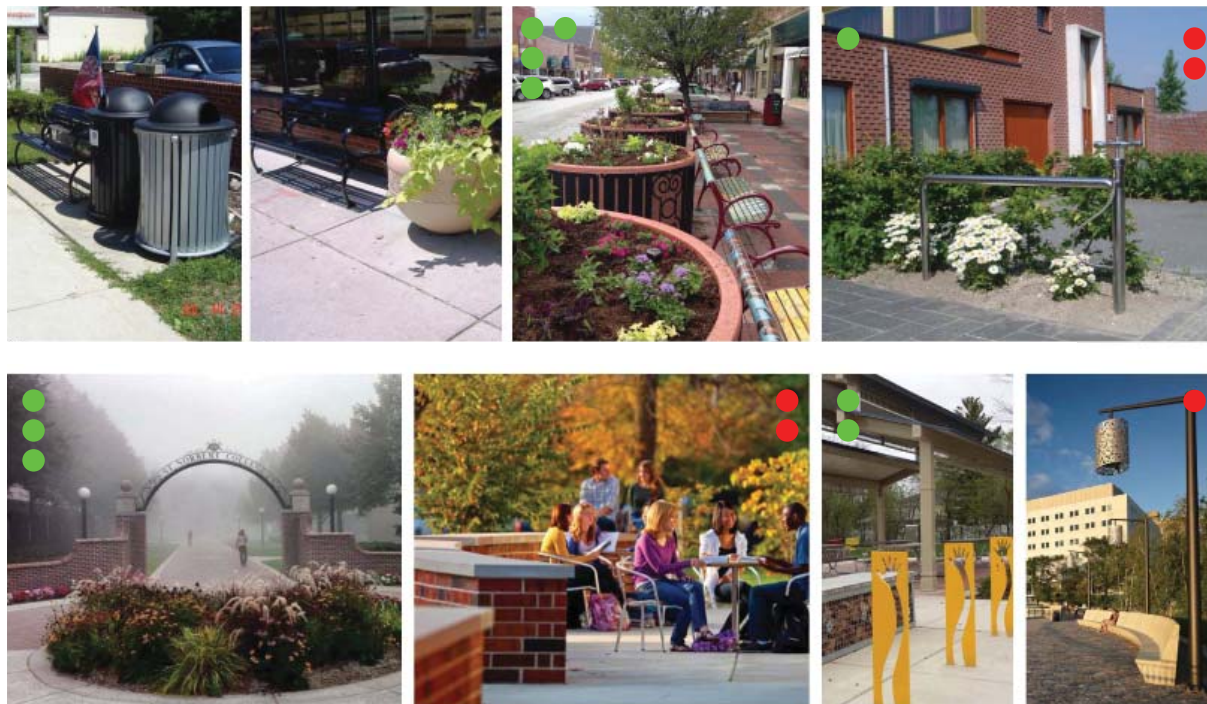
Alley



Public Space



Furnishings

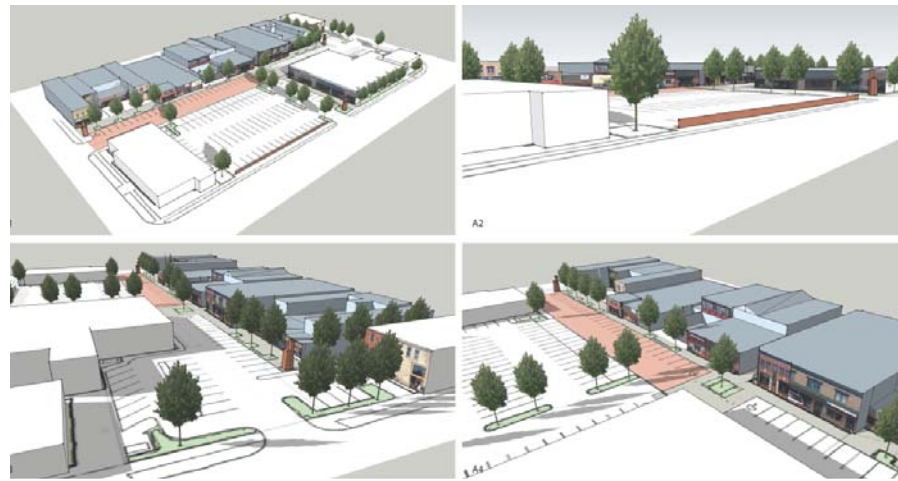


5 CONCEPT A DEVELOPMENT

Concept A Statement

Based on the feedback from Redline Concept 1 (Figure 11), Concept A looked at maximizing parking by creating a revokable occupancy permit along Reid Street. Showing 166 stalls (162 existing off-street), this concept limits the drive access to one off of Reid Street, while arranging all parking to a 90 degree orientation. The pedestrian space along the back of the buildings minimally enlarges by 2' and has a bioswale feature integrated into its terrace area. A special pavement area provides for alternative programming while the east section of the lot remains largely unchanged. A dispersion of dumpsters provides close proximity to a majority of the businesses. A signature focal feature aligns with the existing alley and provides a destination internal to the site.

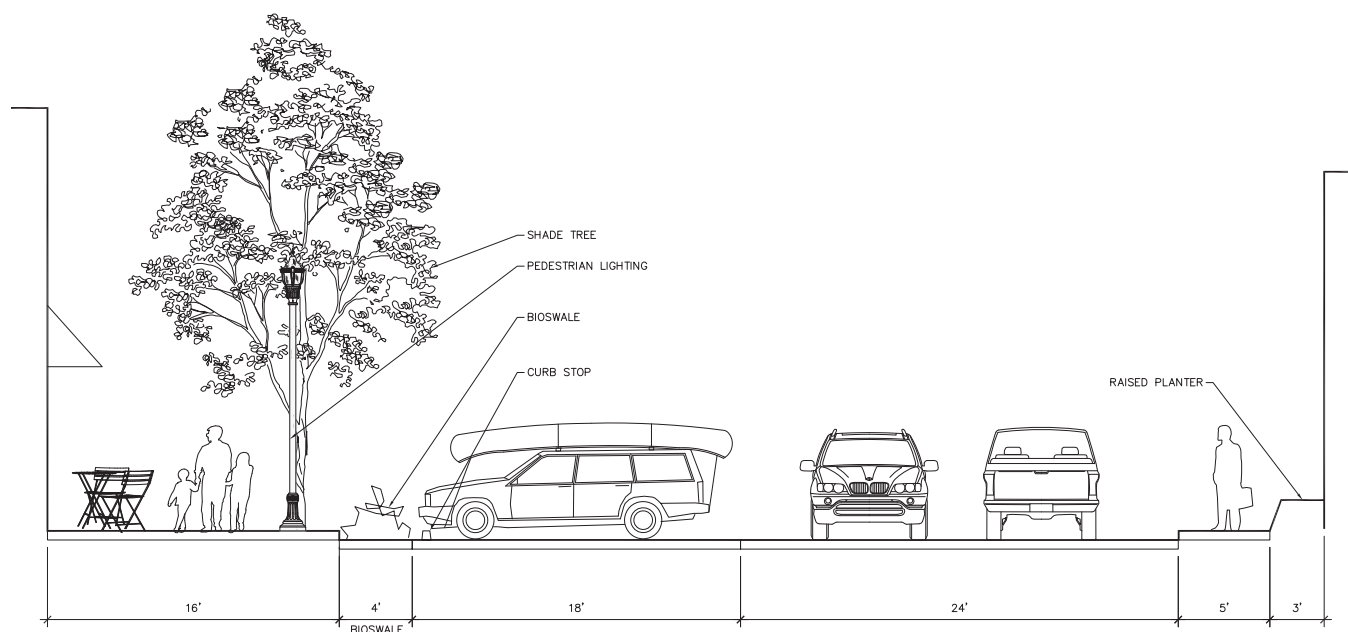
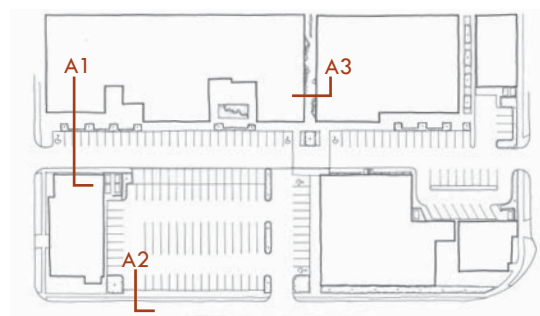
Concept A Vignettes



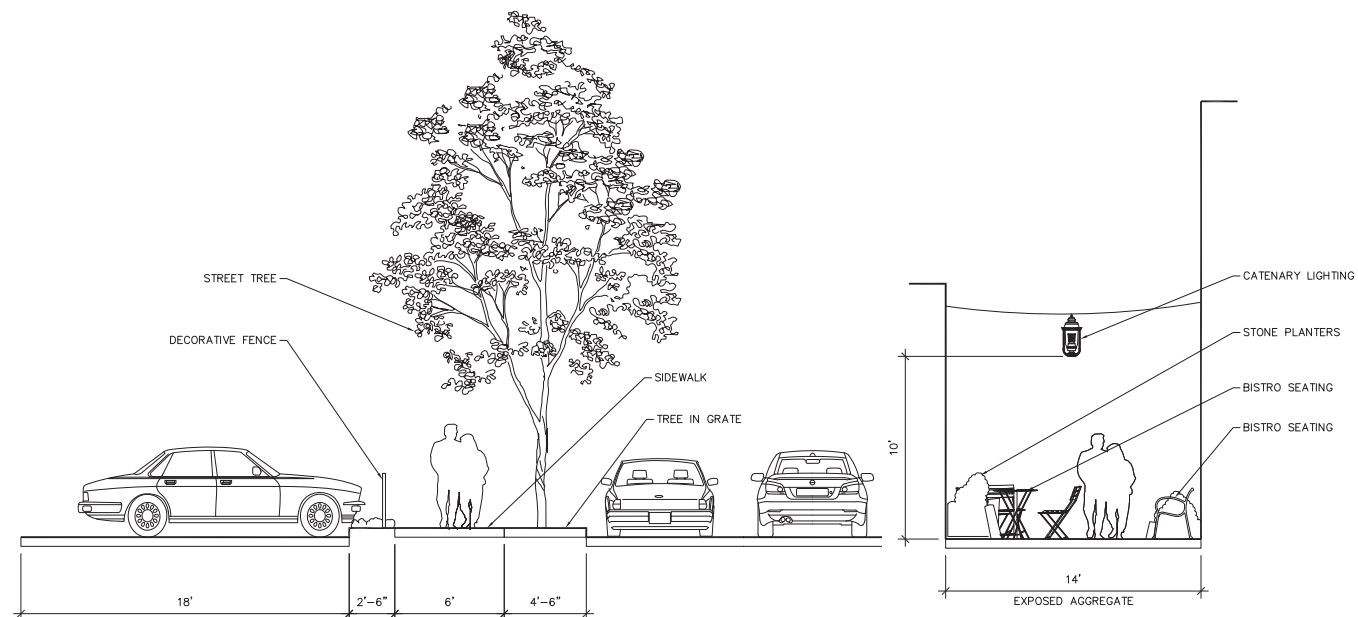
Site Character



DRAFT 8/12/2014



Section A1



Section A2

Section A3

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

CONCEPT B DEVELOPMENT

Concept B Statement

Based on the feedback from Redline Concept 2 (Figure 12), Concept B looked at maximizing the pedestrian realm at the back of the buildings. The concept assumes not using R/W along Reid Street. 142 stalls are indicated (162 existing off-street) in a 90 degree orientation to maximize programming capabilities and visitor ease of use. Both entry drives are maintained along Reid Street to allow greater circulation in the case of events. Portions of the lot can remain functional without impeding programming uses. The dumpsters are confined to two larger areas. The parking in front of Waseda Market/Gallagher's is bumped to the west 8' to allow for an enhanced pedestrian promenade and connection across Reid Street in the future. A public space is provided with a trellis to function as everyday seating and as a large event backdrop. The general stormwater approach is also indicated with two vault areas.

Concept B Vignettes



Site Character



B-1



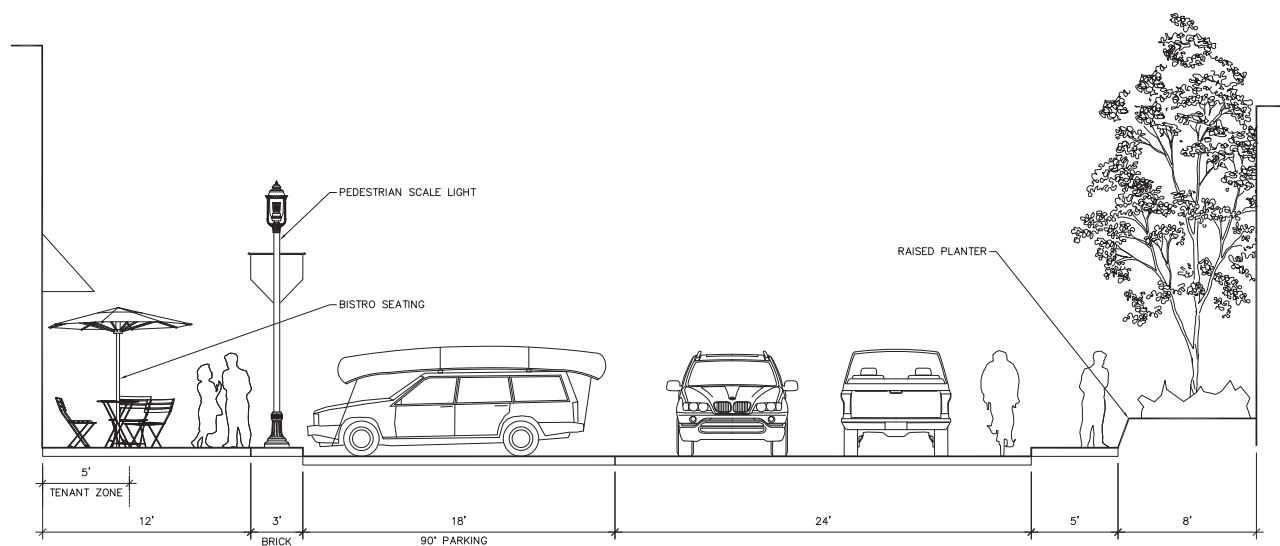
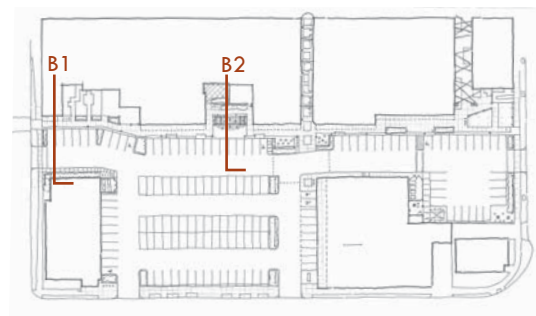
B-2



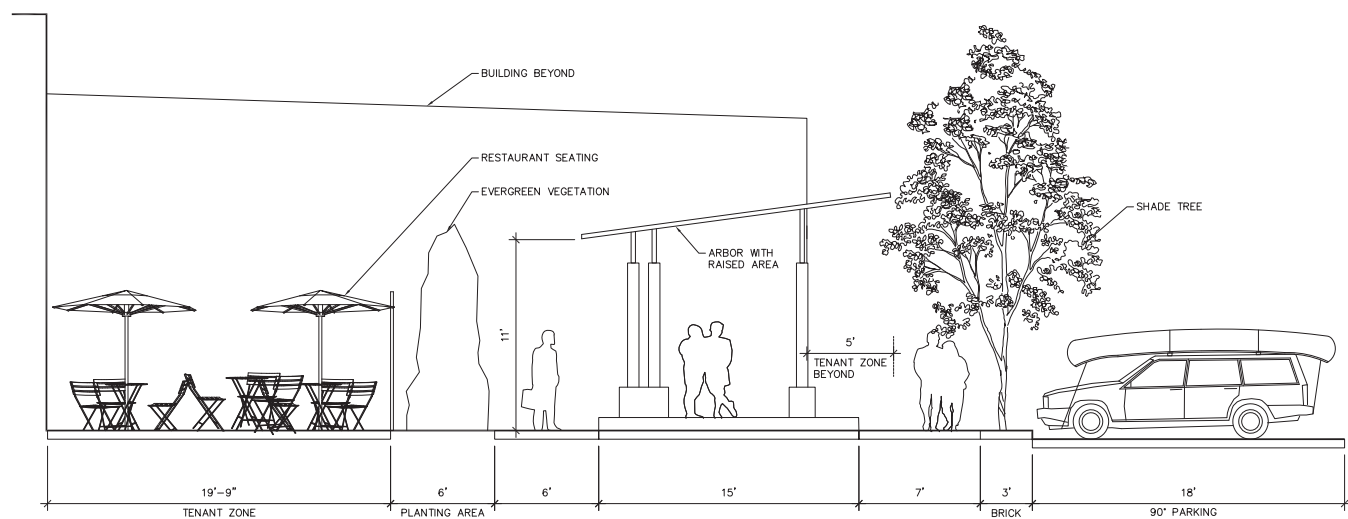
B-3



DRAFT 8/12/2014



Section B1

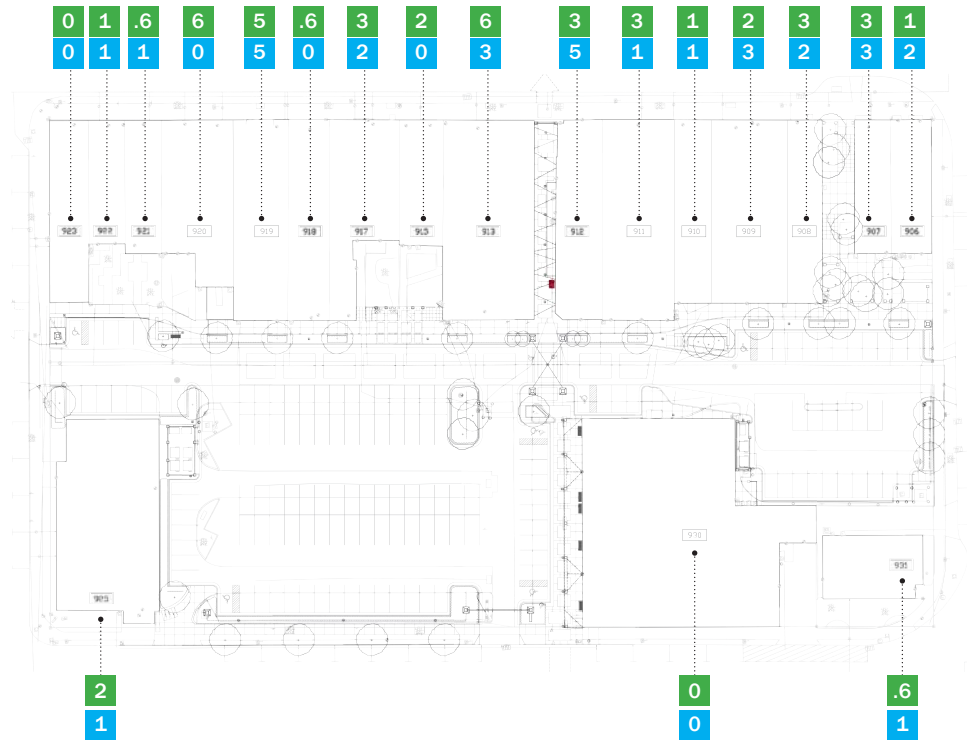


Section B2

WASTE DISPOSAL STRATEGIES

Existing Conditions - Trash Cans

Garbage Bins - 43
 Recycling Bins - 31
 Grease - 1



Common Dumpster Area-Option 1

2-(6 Yard) Garbage Dumpster
 Bi-Weekly Pick Up

2-(8 Yard) Recycling Dumpster-
 Weekly Pick Up

Grease Collection

Estimate Garbage/Recycling
 Monthly Cost: \$482



Estimate Garbage/Recycling
Monthly Cost: \$590

Estimate Garbage/Recycling
Monthly Cost: \$658



CONCEPT 1 REVISED DEVELOPMENT

Concept 1 Statement

Based on the best elements of Concept A & B (Figures 11 & 12), Concept 1 maximizes the pedestrian realm at the back of buildings while placing priority to those utilizing the site on foot. The concept assumes not using R/W along Reid Street. 138 stalls are indicated (162 existing off-street) in a 90 degree orientation to maximize programming capabilities and visitor ease of use. Reid Street goes down to one entry. The dumpsters are confined to two larger areas, where access is limited to rolling out units for disposal. The parking in front of Waseda Market/Gallagher's is bumped to the west 8' to allow for an enhanced pedestrian promenade and connection across Reid Street in the future. Two public spaces are provided for programming and dining usage. A larger bump-out is created where the alley meets the parking lot. This area is enhanced with a veneer seat wall and column along with vegetation to enhance the arrival view.

Concept 1 Vignettes



Site Amenities



1A - Decorative Fenced Planters



1B - Icon Size



1C - Trellis Feature



1D - Pavement Blocks



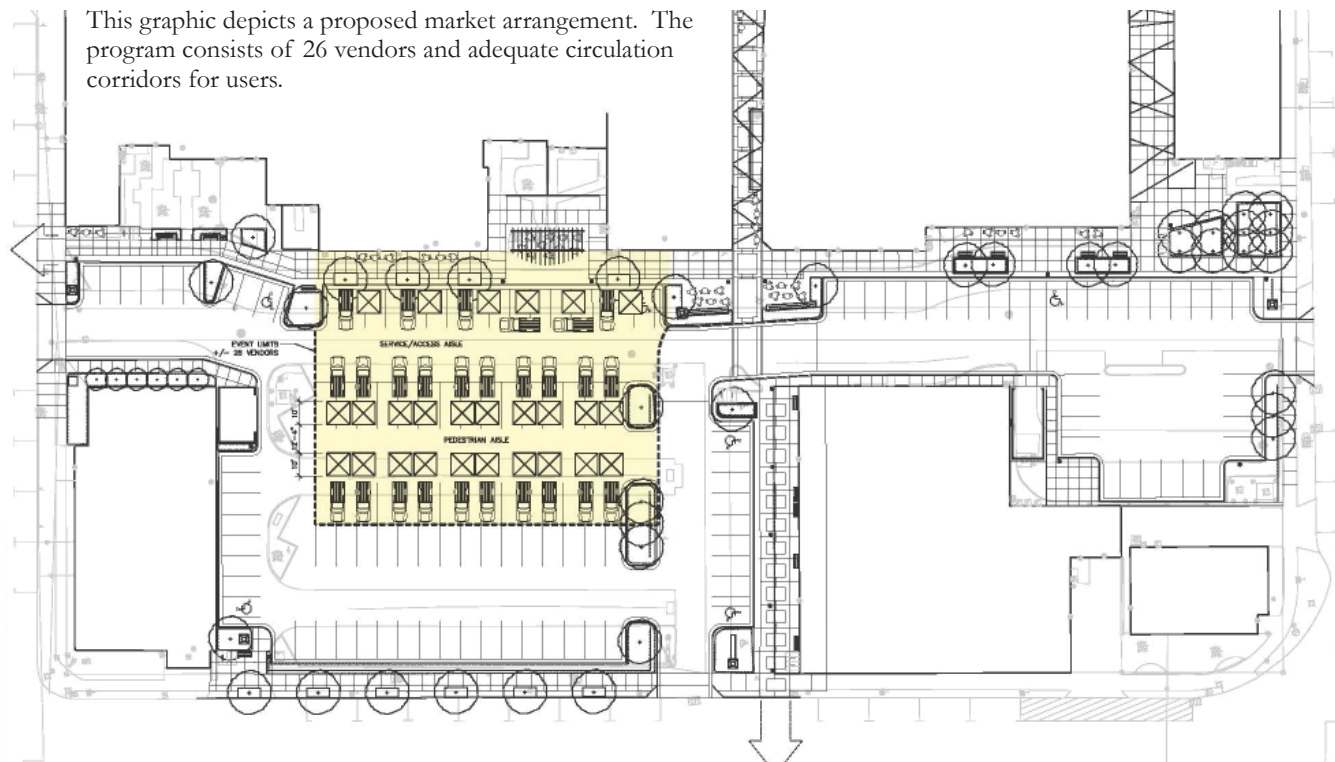
1E - Lighting/Banners + Speakers



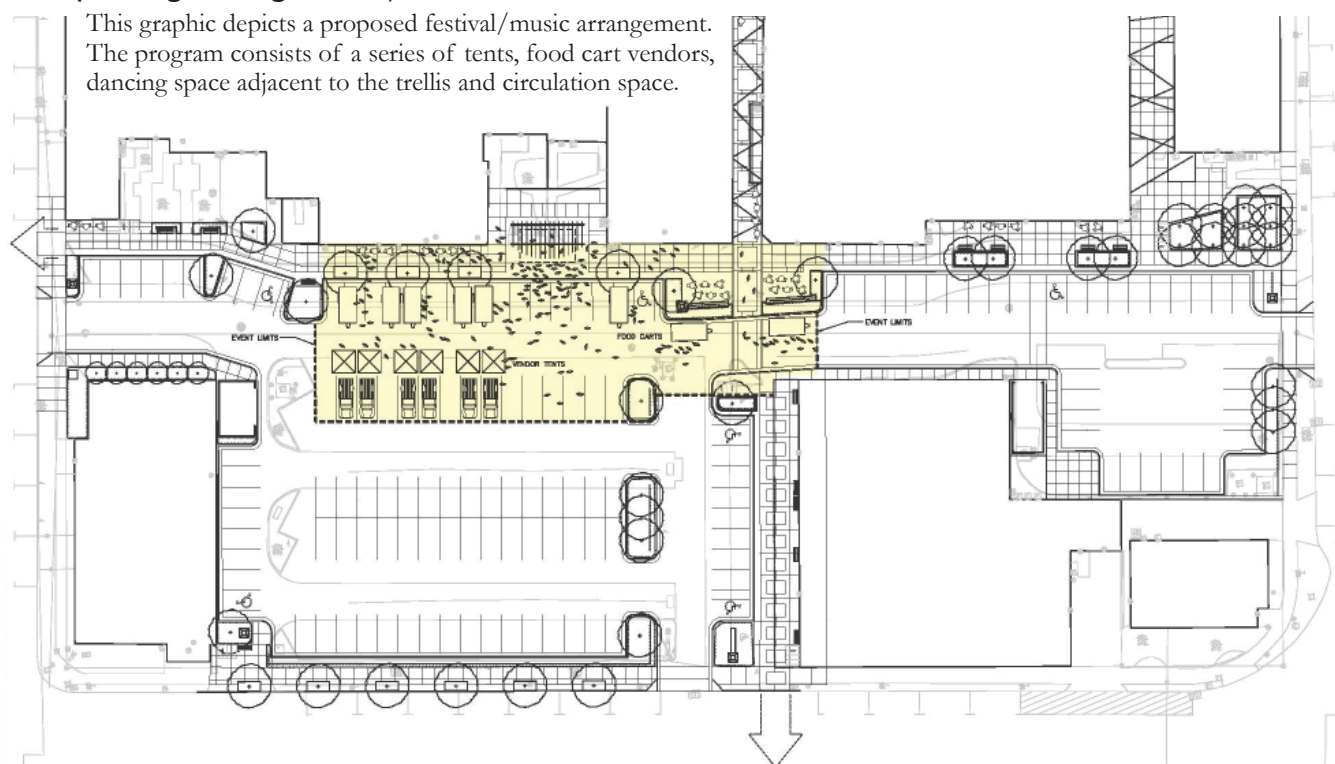
DRAFT 8/12/2014

Concept 1 Programming-Markets

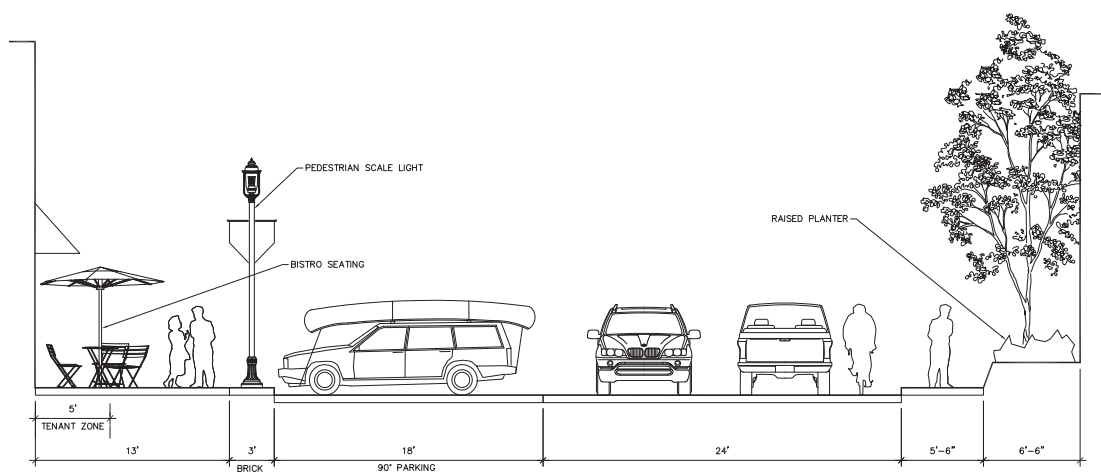
This graphic depicts a proposed market arrangement. The program consists of 26 vendors and adequate circulation corridors for users.

**Concept 1 Programming-Festivals/Music**

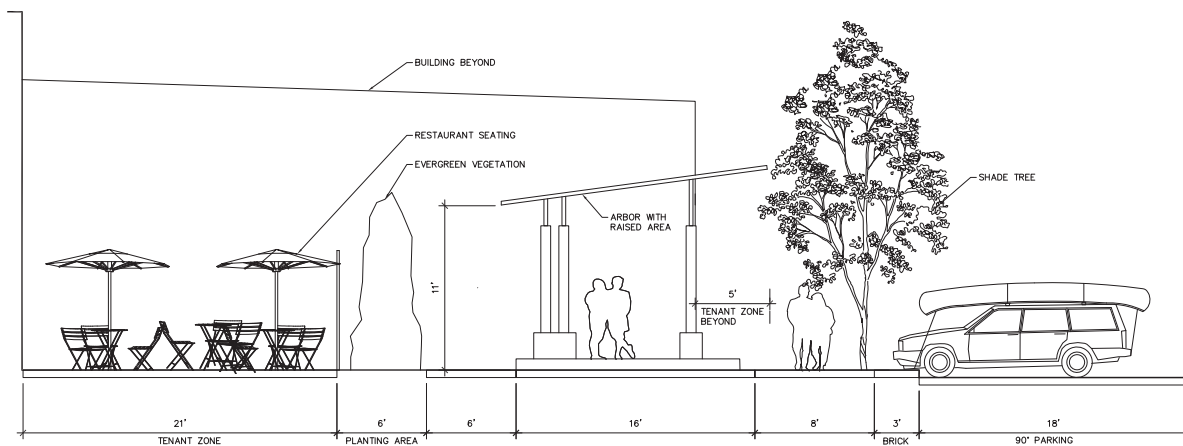
This graphic depicts a proposed festival/music arrangement. The program consists of a series of tents, food cart vendors, dancing space adjacent to the trellis and circulation space.



CONCEPT 1 REVISED DEVELOPMENT

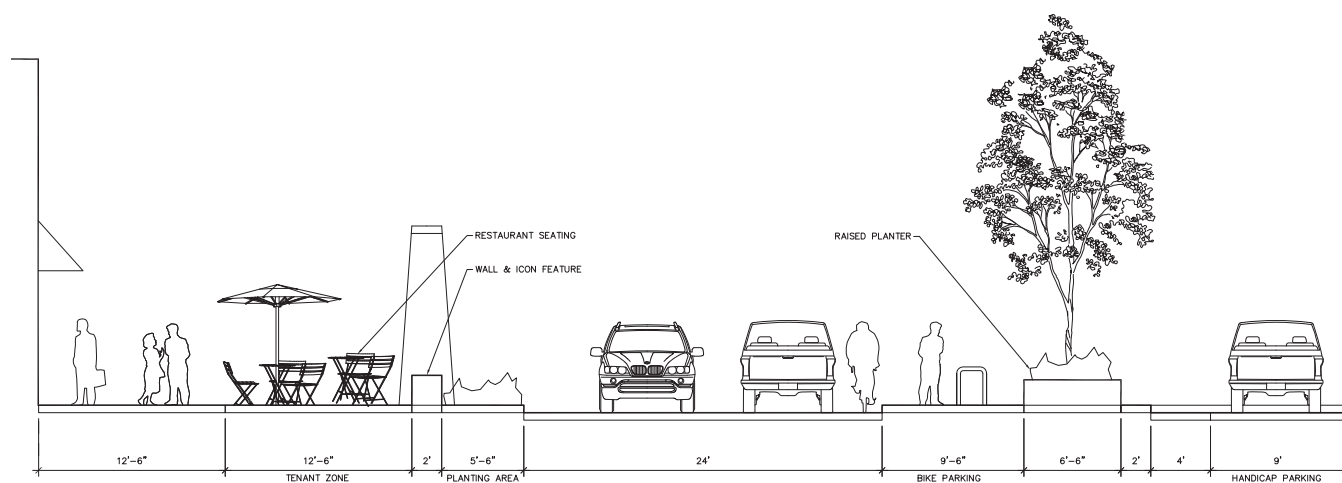
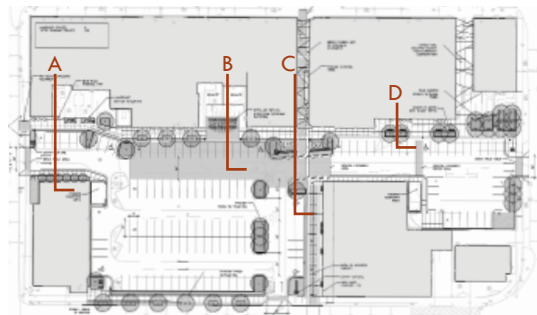


Section A

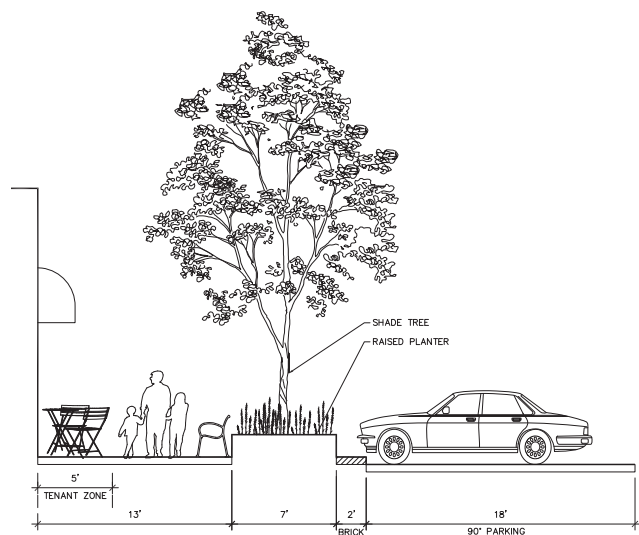


Section B

DRAFT 8/12/2014



Section C



Section D

CONCEPT 2 REVISED DEVELOPMENT

Concept 2 Statement

Concept 2 looks to maximize parking within the lot while treating vehicular alley as a streetscape arrangement. A generous space is provided behind the existing buildings which front directly onto a vehicle travel lane, much like a traditional downtown street without parallel parking. By removing parking away from the backs of buildings it allows for loading activities to more easily occur and makes this space more comfortable for pedestrian use. It also allows better visibility of the businesses and greater flexibility for break-out activities to occur. The concept assumes not using R/W along Reid Street. 137 stalls are indicated (162 existing off-street) in a 90 degree orientation to maximize programming capabilities and visitor ease of use. Market/Gallagher's is bumped to the west 8' to allow for an enhanced pedestrian promenade and connection across Reid Street in the future.

Concept 2 Vignettes



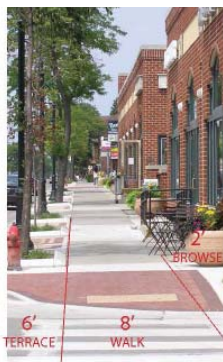
Site Amenities



2A - Bistro Dining



2B - Alley/Parking Lot Intersection



2C - Typ. Space Allocation



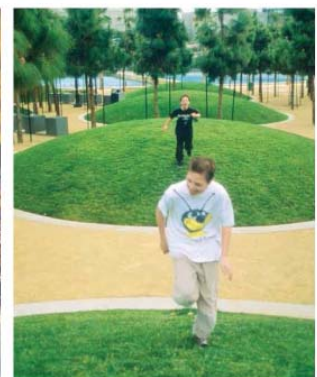
2D - Alley/Promenade



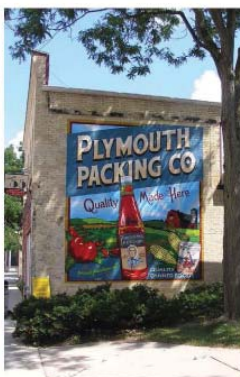
2E - Unique Bike Racks



2F - Brick Seatwalls



2G - Landscape Buffer Mounds



2H - Wall Murals



2I - Decorative Fencing along Parking Lot Dining Areas

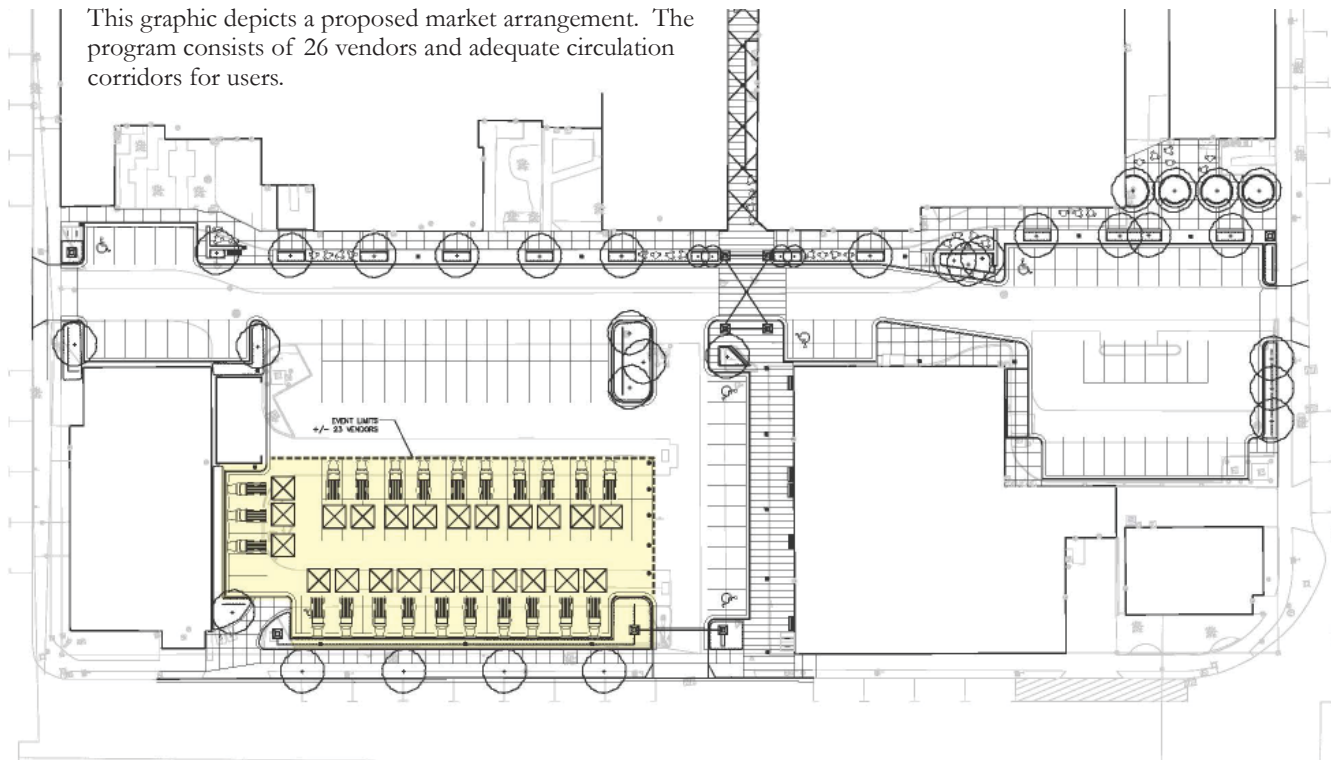


2J - Adopt-a-Planter

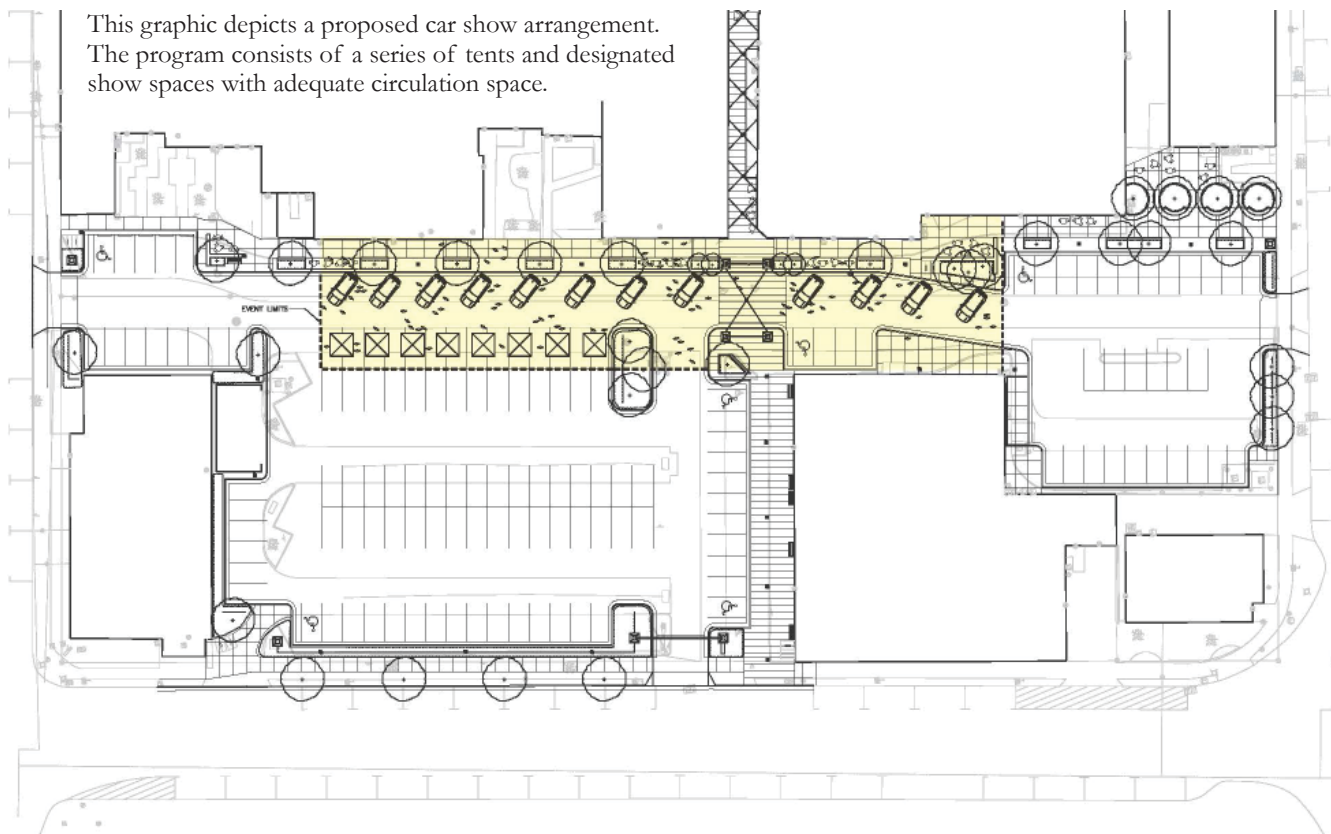
DRAFT 8/12/2014

Concept 2 Programming-Markets

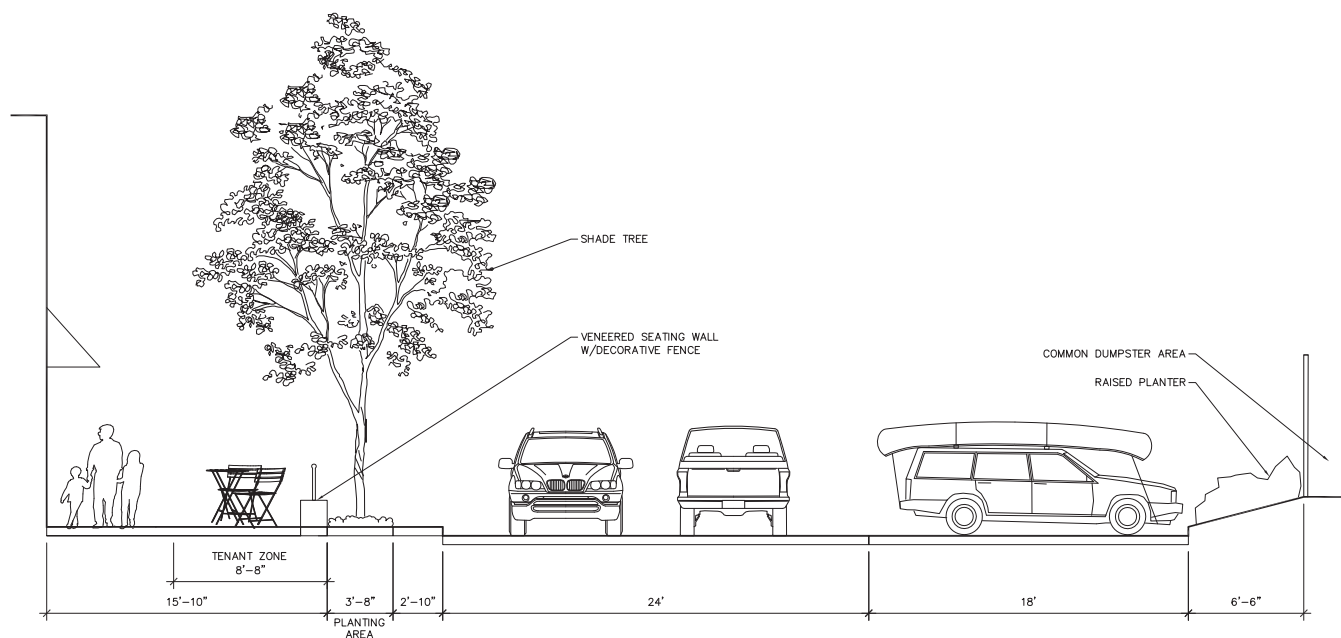
This graphic depicts a proposed market arrangement. The program consists of 26 vendors and adequate circulation corridors for users.

**Concept 2 Programming-Car Shows**

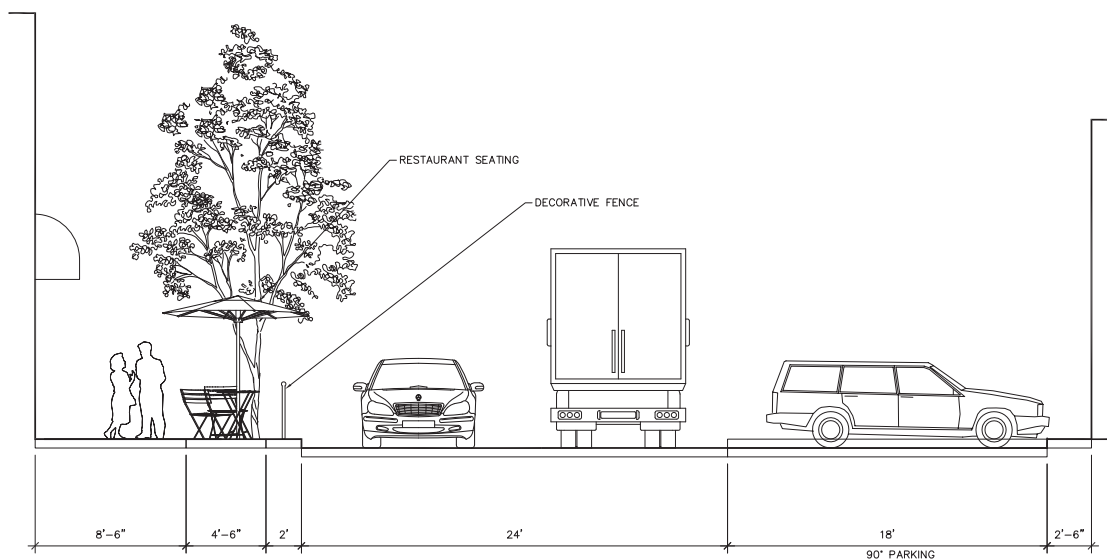
This graphic depicts a proposed car show arrangement. The program consists of a series of tents and designated show spaces with adequate circulation space.



CONCEPT 2 REVISED DEVELOPMENT

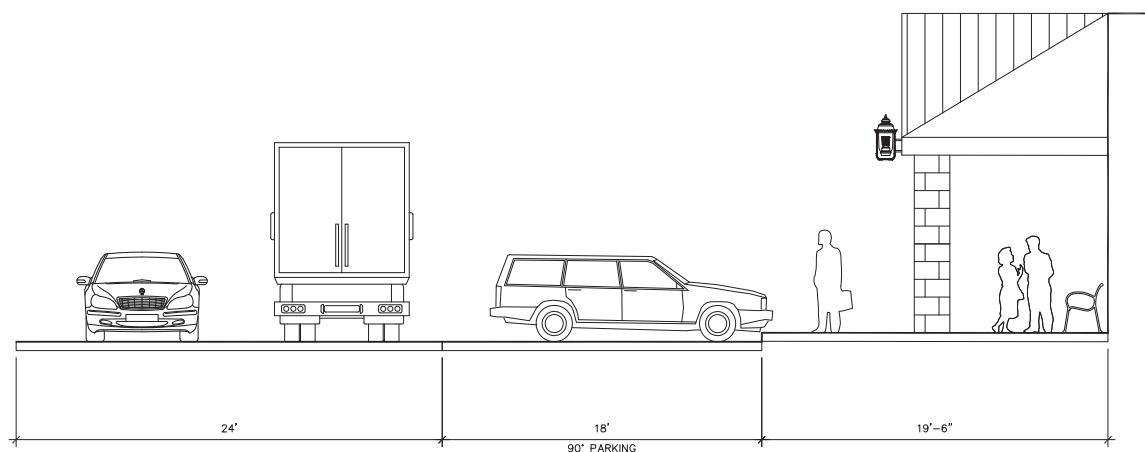
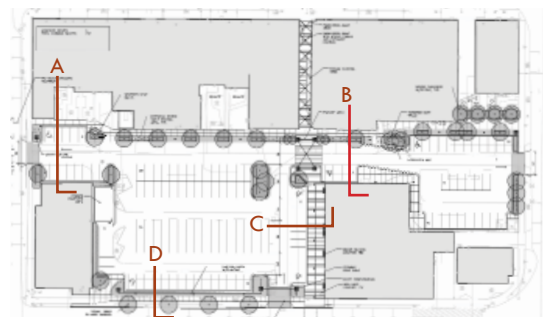


Section A

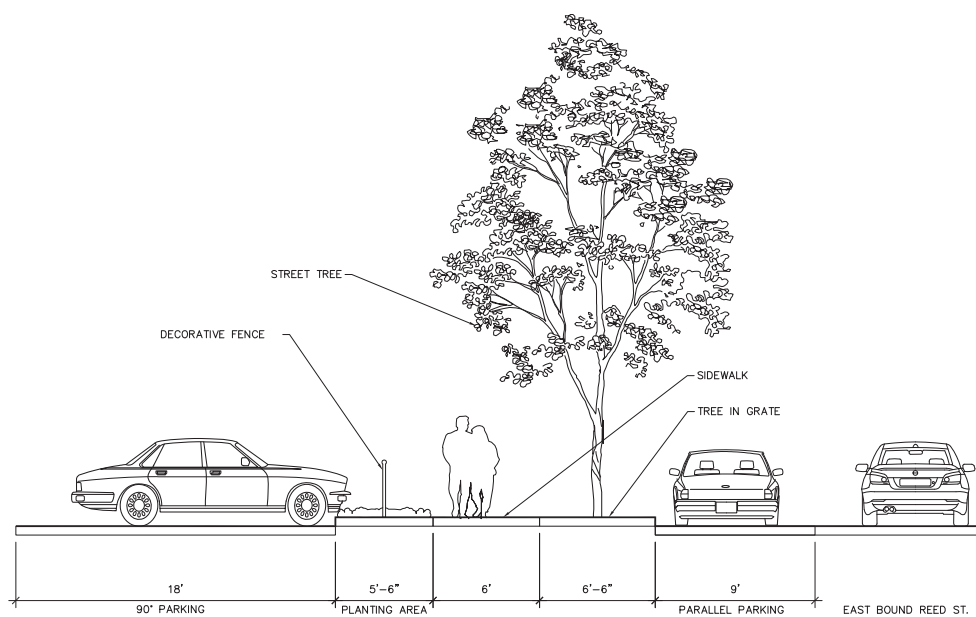


Section B

DRAFT 8/12/2014



Section C



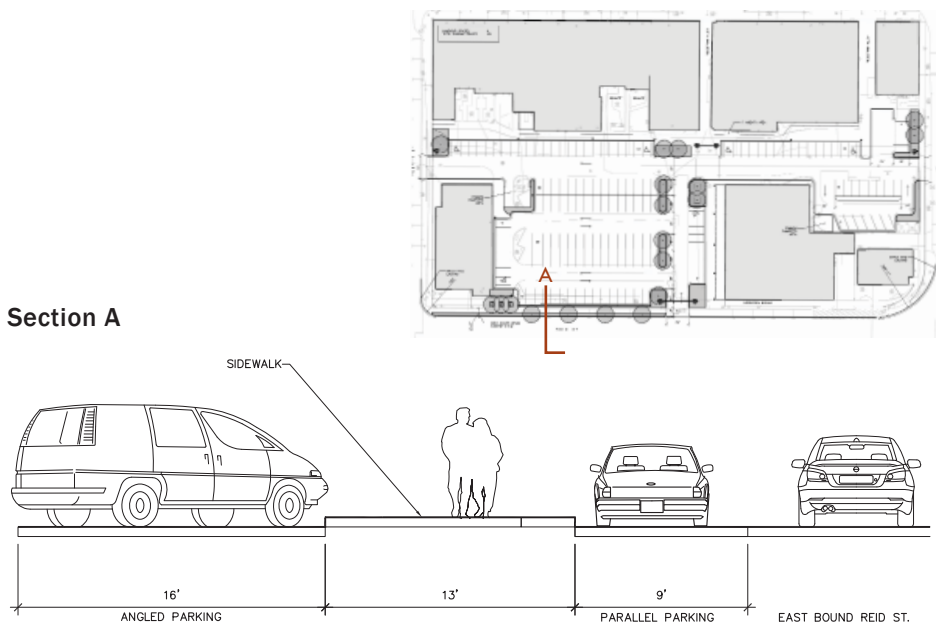
Section D

CONCEPT 3 REVISED DEVELOPMENT

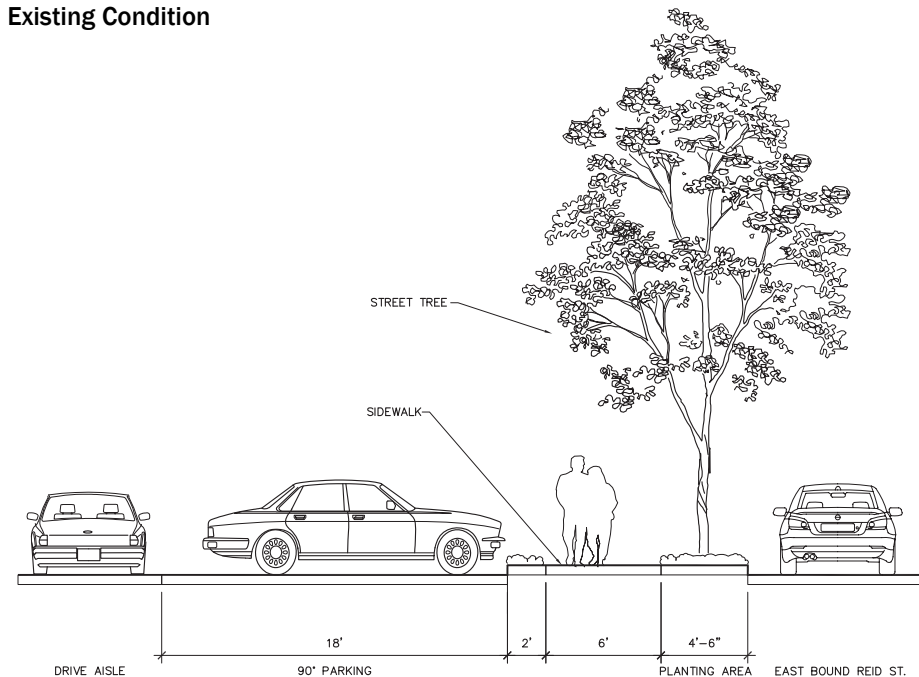
Concept 3 Statement

Based on the feedback from Concept A and the desire to maximize parking by utilizing a portion of Reid Street, Concept 3 applies the internal circulation of Concept 1 and manages to get an extra row of parking stalls to bring the total quantity to 151 stalls (162 existing off-street). Note a total of 7 parallel spaces are lost along Reid Street that should be considered in the entire scheme of parking for the area. This concept provides a minimal enhancement to the backs of buildings and screening along Reid Street. The parking in front of Waseda Market/Gallagher's is bumped to the west 8' to allow for an enhanced pedestrian promenade and connection across Reid Street in the future.

Section A



Existing Condition



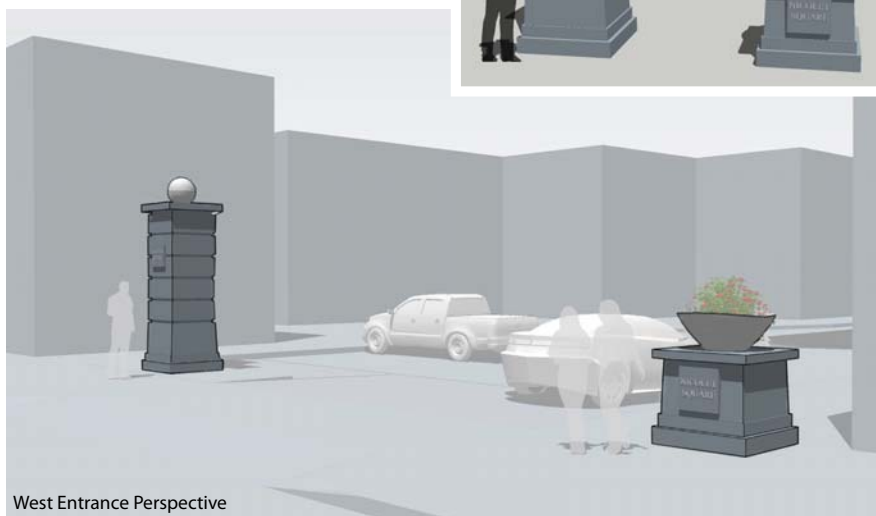
Purposed Condition

7 AMENITIES & FEATURES

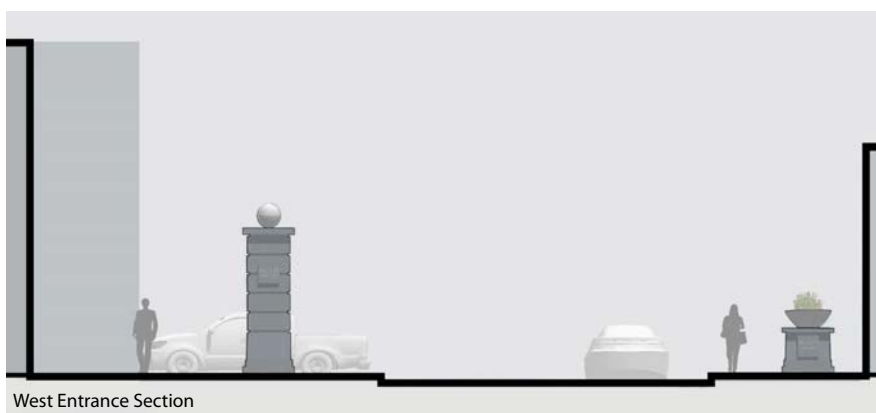
DRAFT 8/12/2014

Icon Feature: **Pillar**

Vignette



West Entrance Perspective

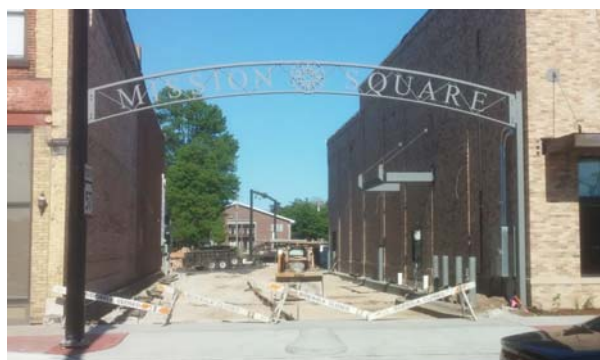


West Entrance Section

Icon Feature: Pillar

The Pillar icon draws inspiration from the new Mission Square arch while applying the St. Norbert aesthetic through the use of brick and precast concrete elements. A similar arch (scaled appropriately) would occur at the entry from Reid Street and over the Alley at Main Street. Brick pillars would support the arches. The remaining two entries would use an asymmetric pillar arrangement to pronounce an arrival to Nicolet Square.

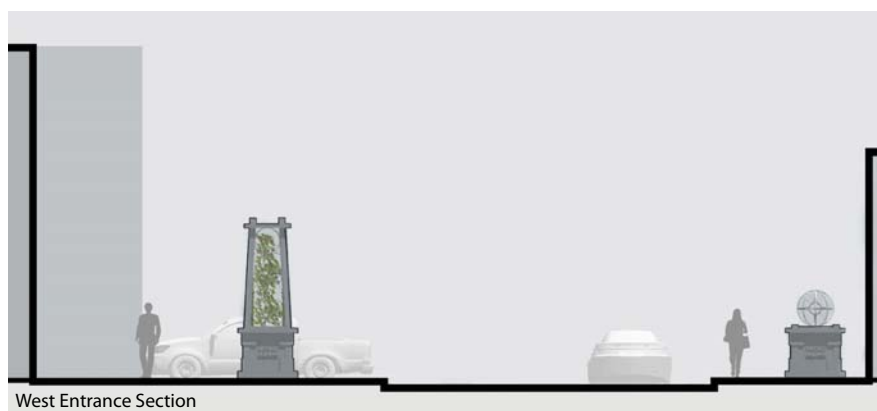
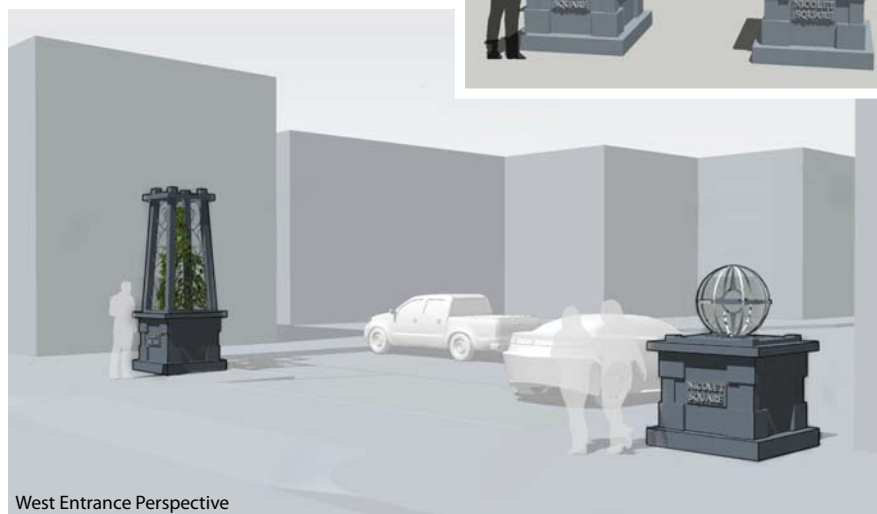
Arch Soleil



Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

AMENITIES & FEATURES

Icon Feature: **Trellis**



Icon Feature: Trellis

The Trellis icon picks up on the idea of local craftsmanship and decorative ornamental metal work. This feature could be combined with either of the arch precedents, but differentiates itself by supporting living plant material and taking on an upper metal aesthetic with cast stone base.

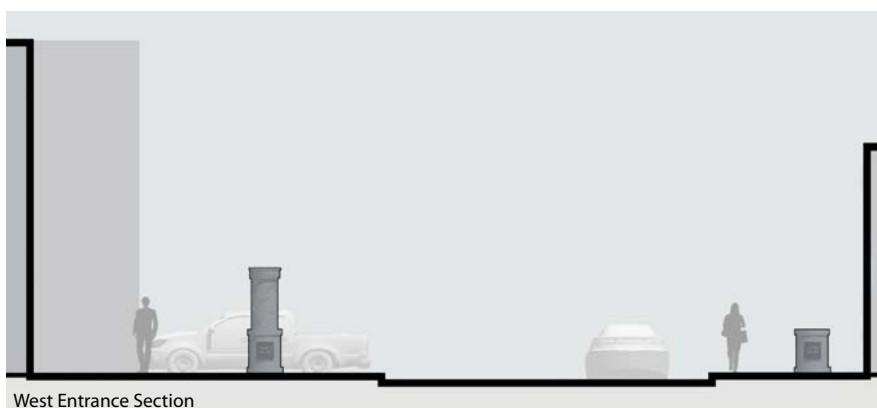
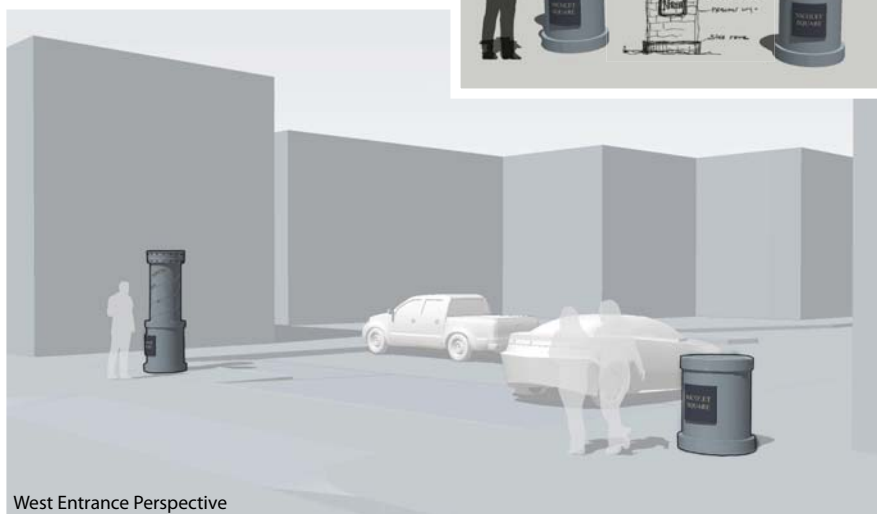
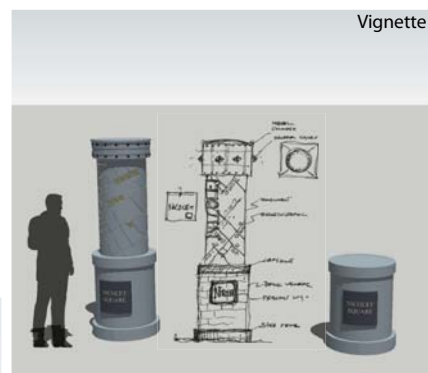
Arch Columns w/Lights



DRAFT 8/12/2014

AMENITIES & FEATURES

Icon Feature: **Column**



Icon Feature: Column

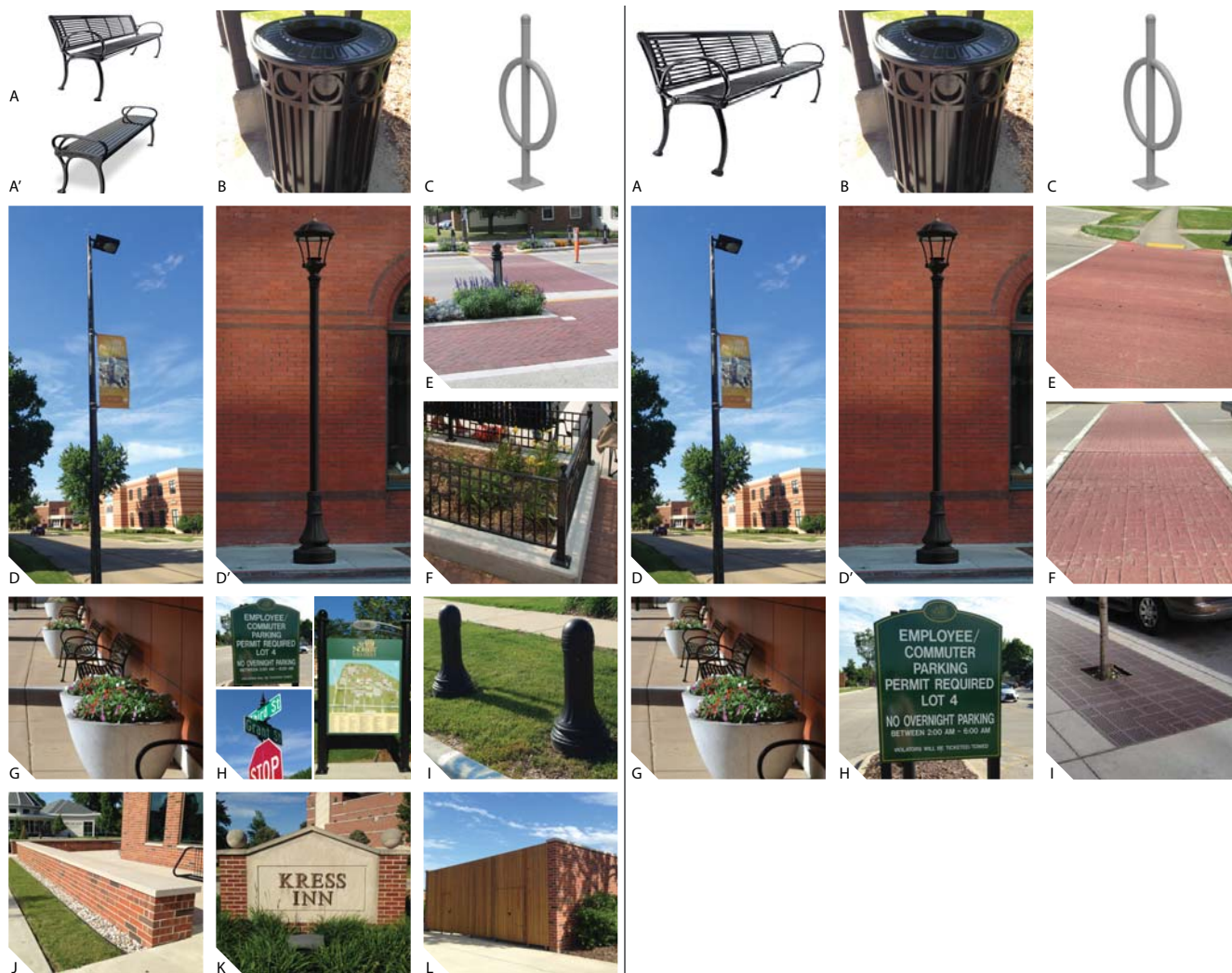
The Column icon was derived from the 2010 DMP art feature that was conceptually shown. The cylinder takes on a more nautical appearance utilizing contemporary materials. Lighting and wayfinding might be added elements to enhance these features.

Arch Wrought Iron



Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

AMENITIES & FEATURES



HIGH \$\$\$

A. Bench-Backed
A'. Bench-Backless
D. Decorative Roadway Lighting
G. Planter
J. Stone Seat Wall

B. Trash/Recycle Receptacle
D'. Decorative Pedestrian Lighting
H. Signage
K. Icon Feature

C. Bike Rack
E. Special Pavement- Brick Crosswalk
F. Decorative Tree Pit with Fence
I. Bollards
L. Dumpster Enclosure

MID \$\$

A. Bench-Backed
D. Decorative Roadway Lighting
G. Planter

B. Trash/Recycle Receptacle
D'. Decorative Pedestrian Lighting
H. Signage

C. Bike Rack
E. Crosswalk-Colored Concrete
F. Special Paving- Stamped Colored Concrete
I. Tree Grate

AMENITIES & FEATURES



LOW \$

A. Bench-Backed
D. Decorative Roadway
Lighting

B. Trash/Recycle Receptacle
E. Crosswalk-Striping
G. Signage

C. Bike Rack
F. Special Paving- Colored
Concrete
H. Tree in Open Pit Area

Nicolet Square Amenities

Throughout the process comments and discussions kept referring to materials and elements that are in keeping with the community, that speak to the tradition, quality and timelessness of the architecture and area aesthetic. The amenity packages shown herein are a method to present different price levels of implementation depending on items desired. The aesthetic is drawn heavily from St. Norbert College, but is meant to compliment and not duplicate. The Low cost (\$) package presents a bare-bones list typical furnishings to enhance a place above the status quo. As more elements are added to each package, the price responds accordingly as does the level of place making. Simple tree pits are enhanced to contain ornamental fencing to reduce litter collection and trampling from pedestrians. Dumpsters go from bare minimum ordinance requirements to begin to apply brick columns and wooden elements to better carry out the aesthetic of the block.. Materials generally become more durable and timeless as the price increases. Real brick utilized instead of colored concrete, quality signage elements over simple aluminum blanks, etc.



CONCEPT 2A - PREFERRED CONCEPT

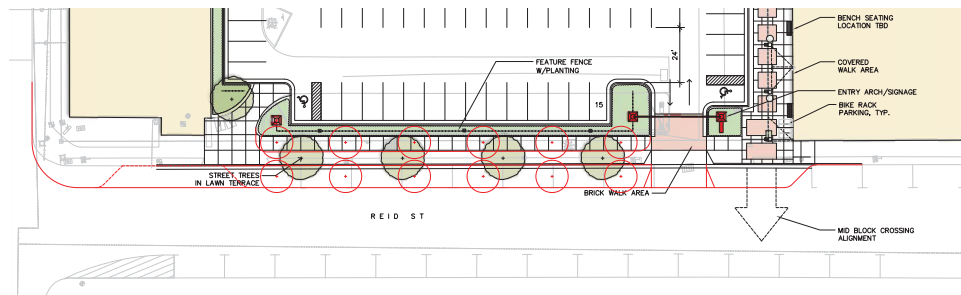
Concept 2A Statement

The preferred concept is the outcome of meetings with the city, stakeholders, and general public. As shown there are 140 spaces (162 existing off-street) in a 90 degree orientation to maximize programming capabilities and visitor ease of use. Space in front of Waseda/Gallagher's is bumped to the west 8' to allow for an enhanced pedestrian promenade and connection across Reid Street in the future. Dumpsters are located to allow pull-in access and tree islands are kept to a minimum to maintain view lines into the site. Two larger pedestrian pockets are provided that could incorporate future art work.. The primary stormwater management occurs sub-grade in a vault system in areas that are not anticipated for redevelopment. The brick terrace at the back of buildings is also shown as permeable pavers to reduce runoff rates and ensure the health of the canopy trees along this area. Moveable chairs and fencing is shown in a couple places along the terrace. This area is envisioned to serve loading functions as well as existing and future tenant uses. The north south pedestrian spine utilizes a graphic brick box pattern to visually connect the block and encourage pedestrian use. All special pavement shown in vehicular and primary pedestrian walking zones will be colored concrete (no stamp), in keeping with the city ordinance and for consistency reasons with the east side of the river.

Reid Street revocable occupancy permit:

The redline graphic below indicates what the street frontage could look like if Nicolet Square was expanded to include the segment of Reid Street via a revocable occupancy permit agreement with WisDOT. Based on concept A, it was envisioned that more parking could be gained internal to Nicolet Square if this strip of land was available for use. The following points shall be noted in regard to utilizing this right-of-way.

- The area to utilize is an 8' strip of land running from the corner of Reid/4th and extending down past the proposed mid-block crossing.
- In concept 2A, utilizing this area does not improve the proposed condition. Due to the geometry of the lot, it is not possible to get another 18' parking bay into the design and still maintain a buffer along Reid Street and a 6' pedestrian walk.
- Utilizing this area needs to also consider the loss of on-street parking in the total stall count for the area.

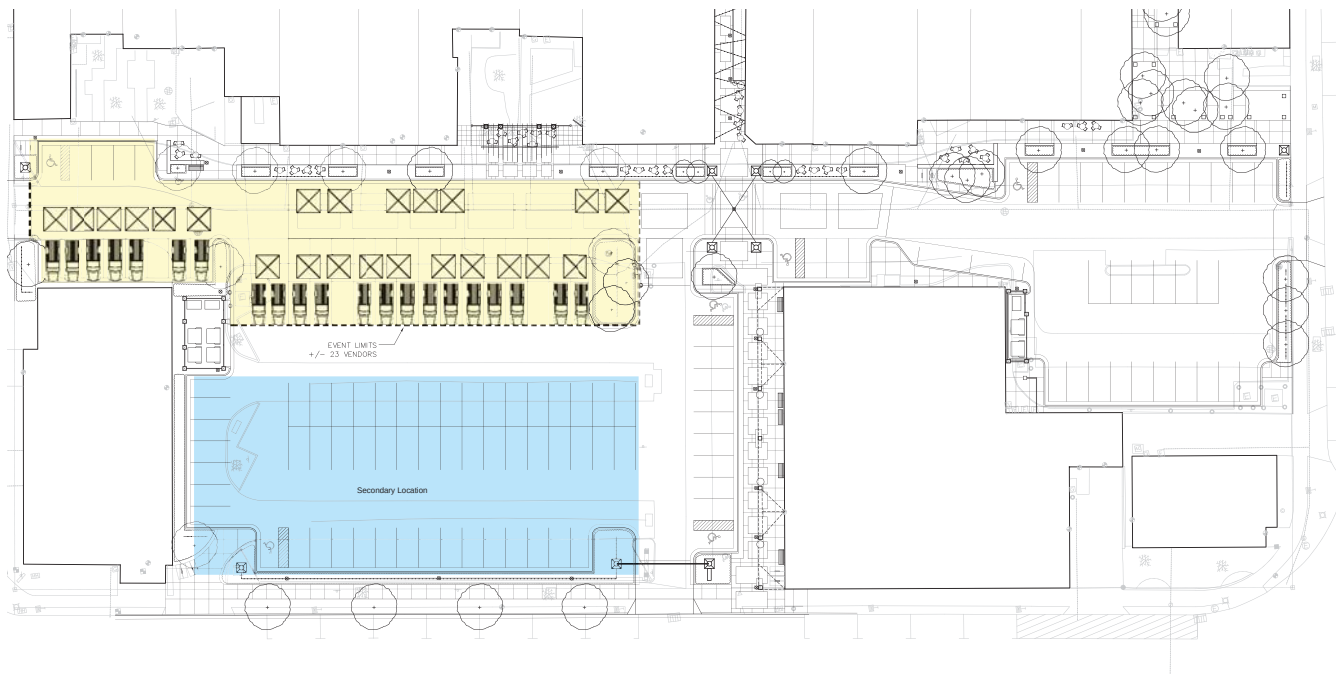


DRAFT 8/12/2014

CONCEPT 2A - PREFERRED CONCEPT

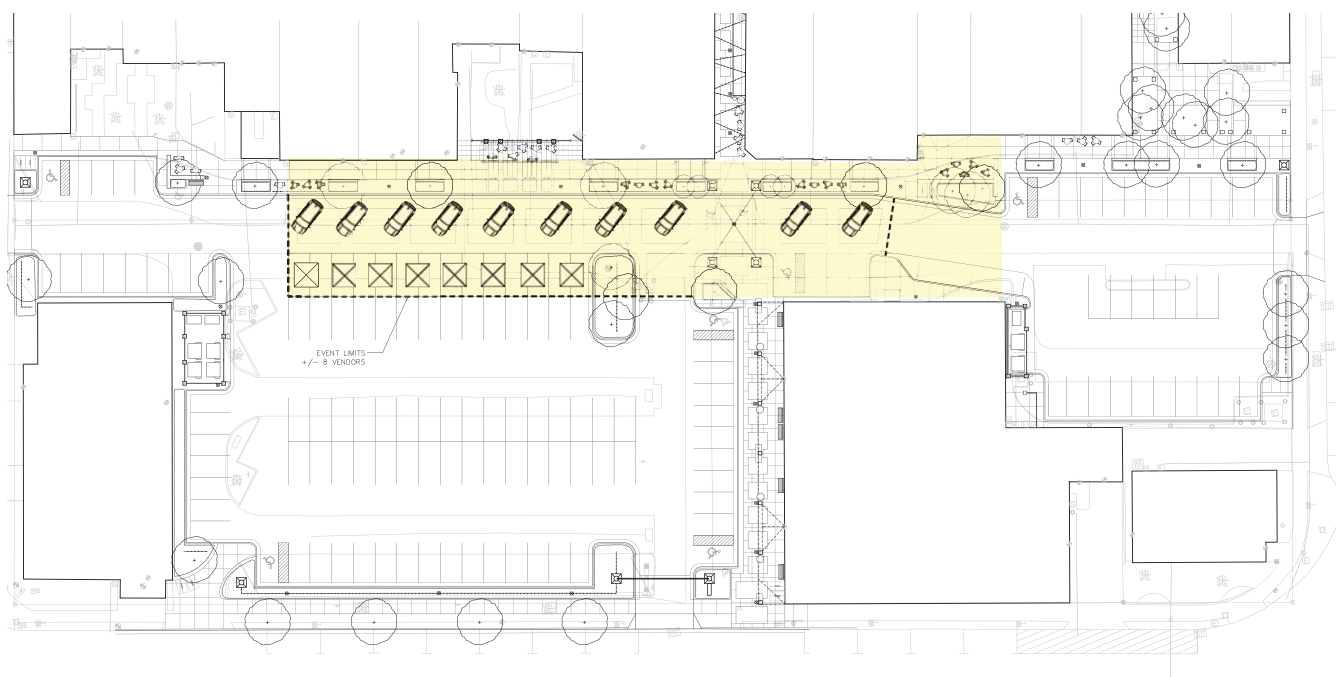
Concept 2A Programming-Markets

This graphic depicts two proposed market arrangements. The program consists of +/-23 vendors and adequate circulation corridors for users.



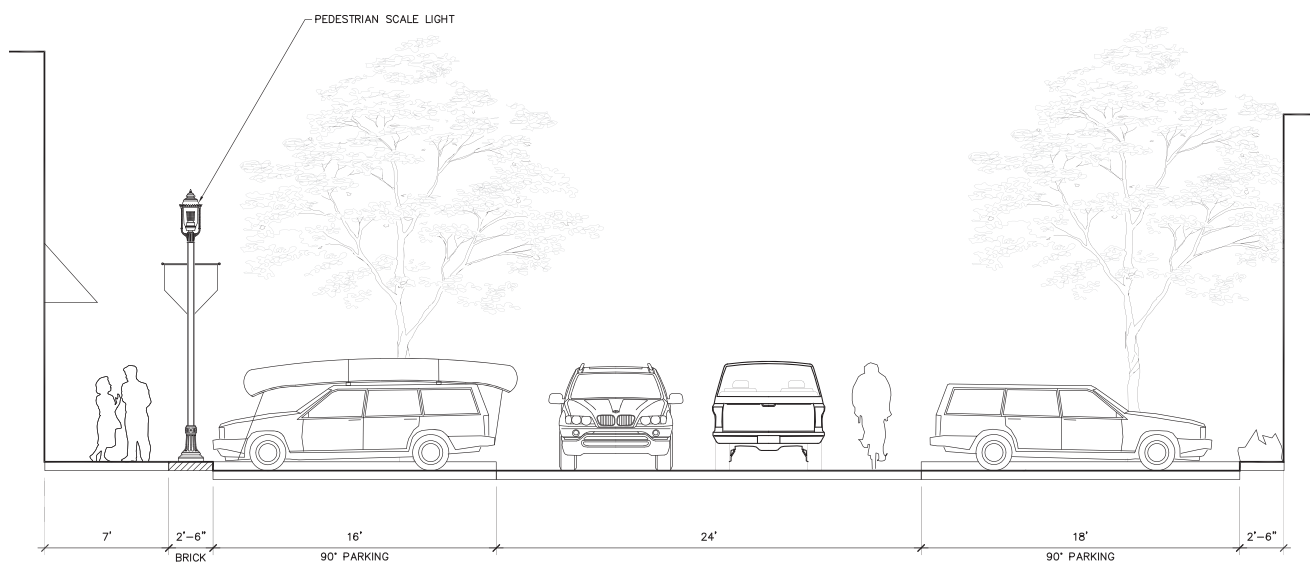
Concept 2A Programming-Car Shows

This graphic depicts a proposed car show arrangement. The program consists of a series of tents and designated show spaces with adequate circulation space.

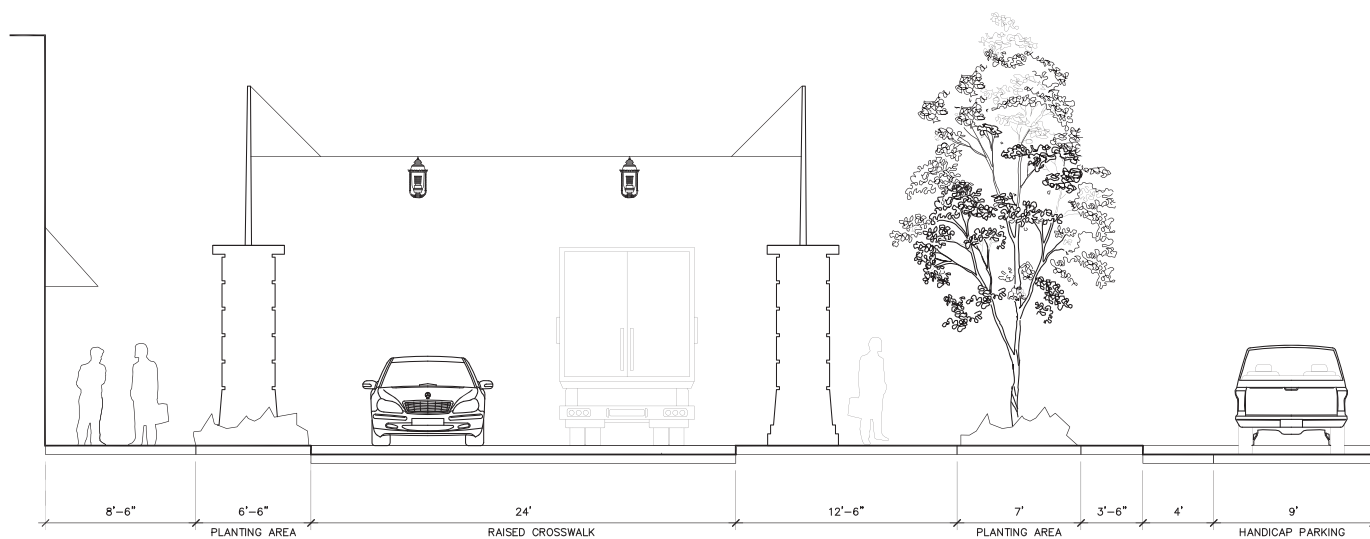


CONCEPT 2A - PREFERRED CONCEPT

Typical Sections



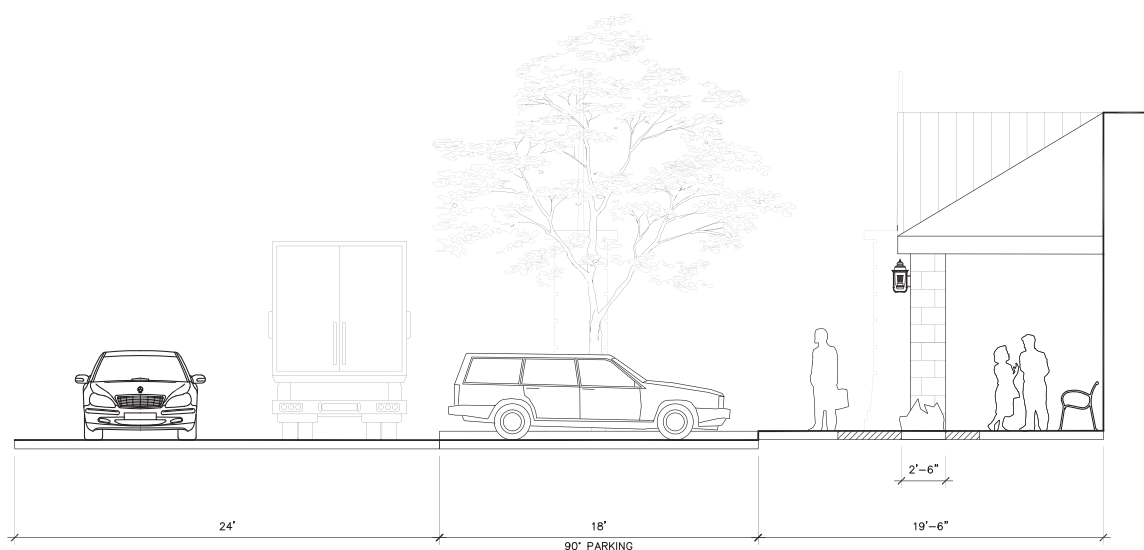
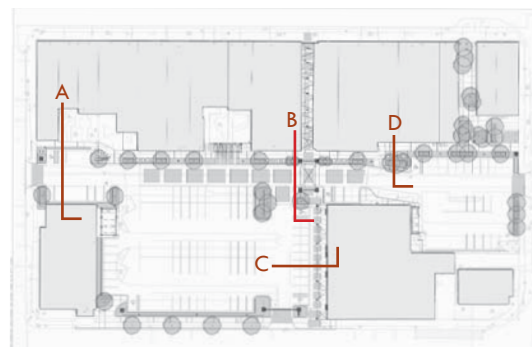
Section A



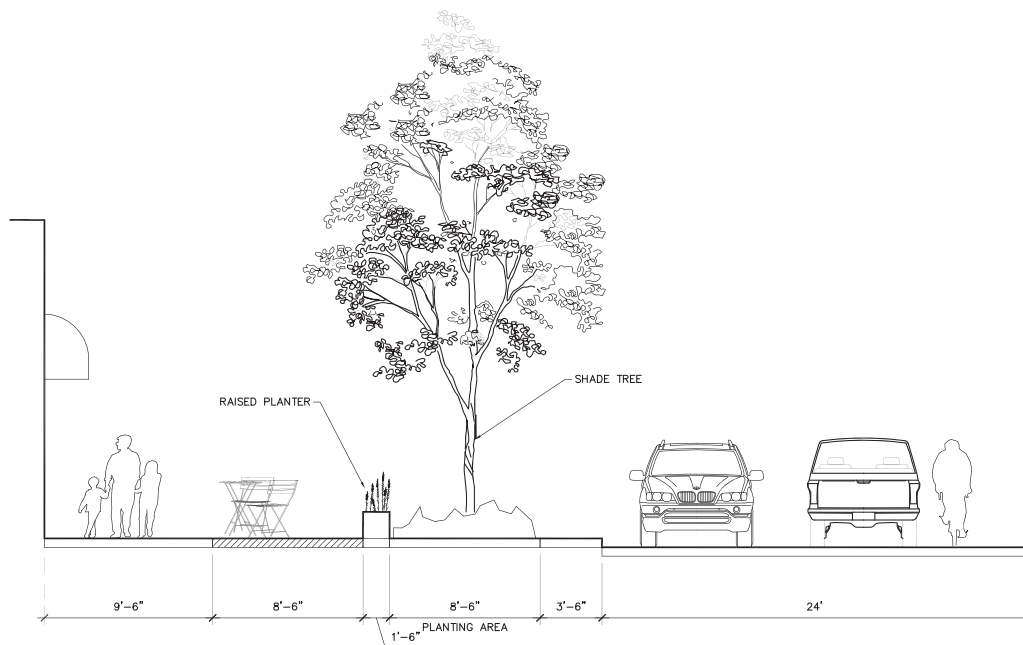
Section B

DRAFT 8/12/2014

CONCEPT 2A - PREFERRED CONCEPT

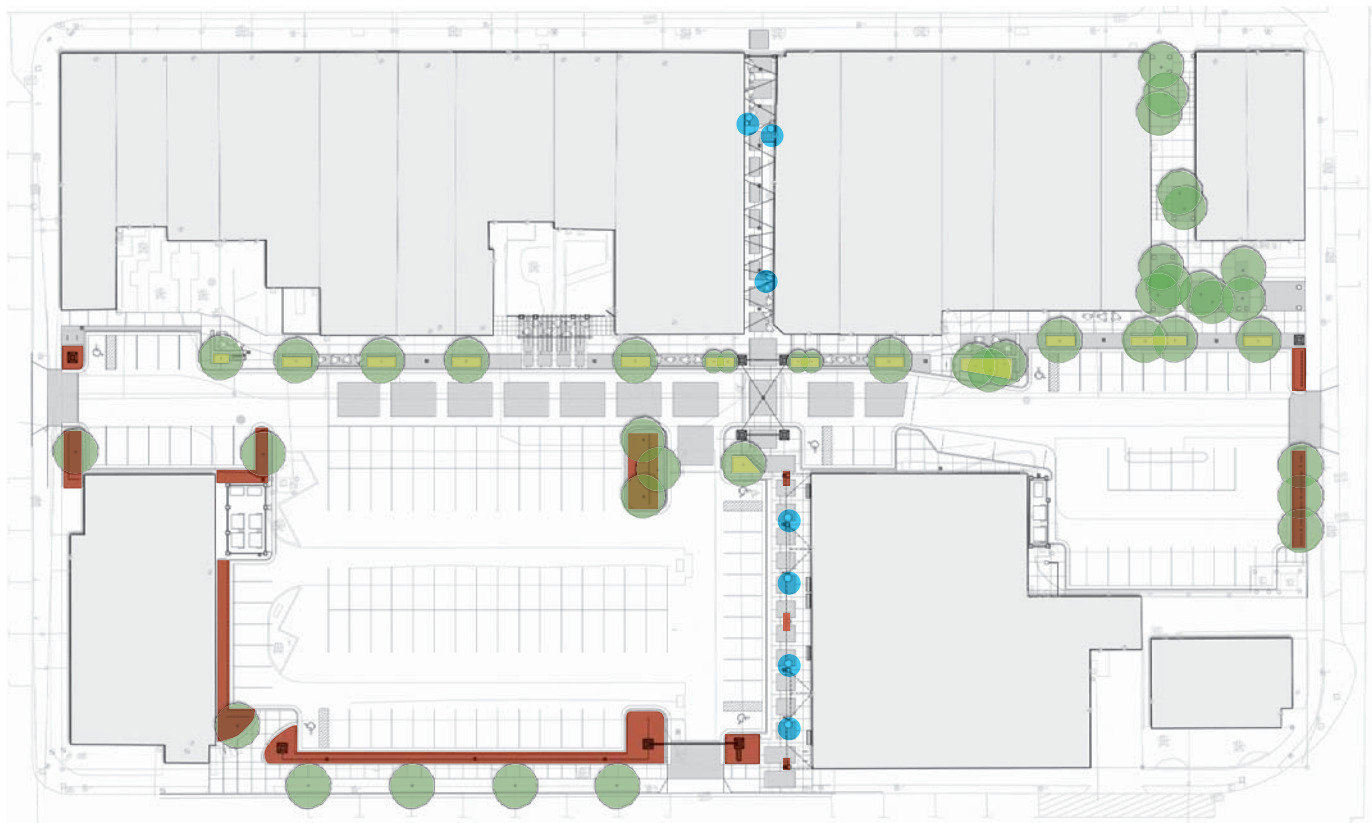


Section C



Section D

CONCEPT 2A - PREFERRED CONCEPT



VEGETATION APPROACH

The vegetation approach to Nicolet Square shall be appropriate for the environment while providing a qualitative aspect to the block. Vegetation indicated falls into two height categories; canopy and groundcover. There is purposely no middle height vegetation shown to ensure sightlines and safety during all times of the day. All shade trees shall be deciduous in type and suitable for urban conditions with an ability to tolerate road salt and compaction.

Vegetation shall be all native to encourage low maintenance, less water and wildlife habitat. Introductions of non-native materials shall be restricted to decorative planters and in focal planting pockets.

In general, broad swaths of similar planting types are preferred to piecemeal type plantings that encompass a larger variety of plant types. There shall be no more than 20% of single tree species on Nicolet Square.

SHADE TREES



Acer x freemanii
Freeman Maple



Carpinus betulus
Common Hornbeam



Ginkgo biloba 'Autumn Gold'
Autumn Gold Ginkgo



Gleditsia triacanthos var. *inermis*
Honeylocust



Tilia cordata
Littleleaf Linden



Ulmus americana 'Valley Forge'
V.F. American Elm

DRAFT 8/12/2014

CONCEPT 2A - PREFERRED CONCEPT

ANNUAL PLANTINGS



Summer



Fall



Winter

DECIDUOUS SHRUBS



Aronia melanocarpa 'A. Magic'
A. Magic Black Chokeberry



Clethra alnifolia '16 Candles'
16 Candles Clethra



Diervilla lonicera
Dwf Bush-Honeysuckle



Rhus aromatica 'Gro-Low'
Gro Low Sumac



Salix purpurea 'Nana'
Dwf Blue Leaf Willow



Viburnum Carlesii 'Compact'
Koreanspice viburnum

PERENNIALS/GROUNDCOVERS



Alchemilla mollis
Lady's Mantle



Allium 'Summer Beauty'
Summer Beauty Allium



Bouteloua curtipendula
Sidecoats Grama



Geranium x 'Johnson's Blue'
Johnson's Blue Cranesbill



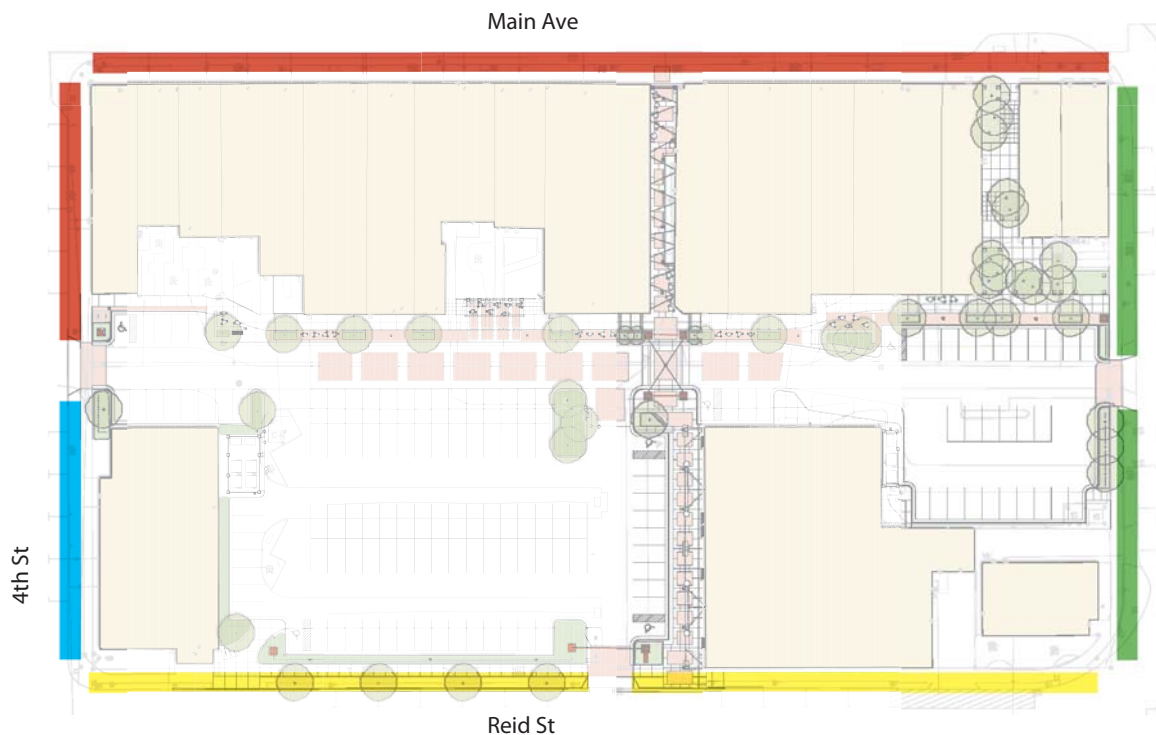
Panicum virgatum 'Prairie Sky'
Prairie Sky Switch Grass



Sporobolus heterolepis
Prairie Dropseed

CONCEPT 2A - PREFERRED CONCEPT

Typical Edge Treatments



Consistent Material Palette:

1. Brick Unit Paver Terrace - Permeable
2. 'De Pere' Light, Ped. Scale
3. Columns at Entry Points
4. Exposed Aggregate Walks
5. Bioswales along 3rd
6. Decorative Fencing
7. Stone Garden at Reid/4th
8. Generous Tree Pits/ Areas



MAIN AVE

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

DRAFT 8/12/2014

CONCEPT 2A - PREFERRED CONCEPT



Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

Page Intentionally Left Blank

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

DRAFT 8/12/2014

ESTIMATE OF PROBABLE CONSTRUCTION COSTS

	Description	Qty	Unit	Unit Cost	Item Total	Remarks
1	Mobilization/Field Office/Restore	1	LS	\$5,000.00	\$5,000.00	Staging site, construction fence, restoration of area
2						
3	Erosion Control				\$0.00	
4	Tracking Pad	1	LS	\$1,000.00	\$1,000.00	per DOT requirements
5	Inlet Protection	14	EA	\$150.00	\$2,100.00	per DOT requirements
6	Silt Fencing/Sock	430	LF	\$4.00	\$1,720.00	per DOT requirements
7						
8	Demolition					
9	Site Demolition-Concrete	4023.23	SY	\$4.00	\$16,092.91	drive pavement, sidewalks, curbing
10	Site Demolition-Asphalt	4803.52	SY	\$1.75	\$8,406.16	drive pavement
11	Site Demolition-Misc	1	LS	\$10,000.00	\$10,000.00	removing existing amenities, light fixtures, bases, misc. excavations
12	Temporary Fencing	580	LF	\$3.50	\$2,030.00	perimeter fencing
13	Business Access	1	LS	\$10,000.00	\$10,000.00	where possible maintaining business access during project
14						
15	Earthwork	1	LS	\$15,000.00	\$15,000.00	common excavation, grading
16						
17	Utilities					
18	Underground existing utilities	1	LS	\$200,000.00	\$200,000.00	relocate transformer locations/vault?
19	Sanitary Sewer Demolition / Bypass	1	LS	\$22,500.00	\$22,500.00	
20	Sanitary Sewer Mainline - 8"	600	LF	\$75.00	\$45,000.00	
21	6" Sanitary Sewer Laterals	190	LF	\$55.00	\$10,450.00	One lateral extended to City owned property per building, 19 total
22	Sanitary Manholes - 48"	32	VF	\$375.00	\$12,000.00	
23	Sanitary Manholes - 72"	9	VF	\$700.00	\$6,300.00	Replacement Based on Existing Manhole Condition
24						
25	Storm Sewer Demolition / Abandon	1	LS	\$17,500.00	\$17,500.00	
26	8" Storm Lateral	200	LF	\$30.00	\$6,000.00	Assumes 200' for stub / unknow connections to buildings
27	12" Storm Sewer	625	LF	\$35.00	\$21,875.00	
28	18" Storm Sewer	325	LF	\$40.00	\$13,000.00	
29	21" Storm Sewer	50	LF	\$50.00	\$2,500.00	
30	Storm Manholes - 48"	60	VF	\$350.00	\$21,000.00	
31	Storm Inlets	4	EA	\$2,200.00	\$8,800.00	
32	Underground Storage System	2	LS	\$27,500.00	\$55,000.00	Assumes two (2) systems as highlighted on draft plan
33	Flow Control Structure	2	EA	\$5,500.00	\$11,000.00	
34						
35	Electrical					
36	Pedestrian Scale Decorative Fixtures	27	EA	\$6,000.00	\$162,000.00	12-14' mounting height, decorative, LED, base, wiring
37	Feature Lighting at Central Crossing	1	LS	\$10,000.00	\$10,000.00	cable suspended, decorative fixture, LED
38	Catenary Lighting	226	LF	\$15.00	\$3,390.00	LED light strings, commercial grade, includes cable and wall attachment
39	Wall Mounted Fixture	7	EA	\$1,200.00	\$8,400.00	lights along Waseda/Gallagher façade
40	Electric Vehicle Charging Station	2	EA	\$6,000.00	\$12,000.00	locations indicated on plans, total of 2 planned
41	Site Electrical/Service	1	LS	\$12,000.00	\$12,000.00	includes service to location
42	Pole Mounted Speakers + System	1	LS	\$12,000.00	\$12,000.00	includes speakers, wiring, control unit
43					\$0.00	
44	Hardscape				\$0.00	
45	Asphalt Pavement	534	TN	\$85.00	\$45,390.00	vehicular drive aisles
46	Aggregate Base	1664.66	CY	\$30.00	\$49,939.69	under asphalt, concrete, pavers, walls,
47	24" Concrete Curb & Gutter	1640	LF	\$18.00	\$29,520.00	6" head profile
48	Concrete Planter Curb	138	LF	\$50.00	\$6,900.00	tree pit location
49	Concrete Pavement-5"	16385	SF	\$5.00	\$81,925.00	pedestrian walks
50	Concrete Pavement-7"	22982	SF	\$6.00	\$137,892.00	vehicular load
51	Veneered CIP Wall	76.5	LF	\$500.00	\$38,250.00	brick veneer with stone cap, concrete CIP
52	Veneered Pilaster	7	EA	\$1,500.00	\$10,500.00	brick veneer with stone cap, concrete CIP
53	Unit Pavers-Pedestrian	2244.8	SF	\$12.00	\$26,937.60	includes paver, base, etc.
54	Unit Pavers-Vehicular	3799	SF	\$14.00	\$53,186.00	includes paver, base, etc.
55	Permeable Unit Pavers	1629.3	SF	\$15.00	\$24,439.50	includes paver, 24" clear stone base, drain tile, connection to storm
56	Striping	2780	LF	\$2.50	\$6,950.00	painted
57						
58	Site Amenities					
59	Feature Columns	6	EA	\$15,000.00	\$90,000.00	based on "Pillar" icon feature
60	Feature Entry Arch	1	LS	\$50,000.00	\$50,000.00	based on "Mission Square" arch with brick pilaster columns
61	Decorative Planter Fence	416	LF	\$150.00	\$62,400.00	18" height
62	Decorative Screen Fence	253	LF	\$60.00	\$15,180.00	36-42" height
63	Movable Terrace Screen Fence	67	LF	\$75.00	\$5,025.00	36" height, footed
64	Trellis Feature	1	LS	\$30,000.00	\$30,000.00	pre-fabricated steel
65	Regulatory Signage	15	EA	\$150.00	\$2,250.00	stop signs, ADA parking signs, permit parking signs, etc.
66	Backed Bench	6	EA	\$1,800.00	\$10,800.00	metal strap style with arm rests
67	Trash/Litter Receptacles	6	EA	\$1,000.00	\$6,000.00	metal strap style to match benches
68	Bike Rack	8	EA	\$300.00	\$2,400.00	artistic in nature, "Hand" rack used for price
69	Planter	4	EA	\$750.00	\$3,000.00	precast concrete, 36" dia. used for pricing
70	Kiosk	2	EA	\$2,200.00	\$4,400.00	similar to St. Norbert style/size
71	Dumpster Enclosure	165	LF	\$300.00	\$49,500.00	includes wood fencing, brick pilaster columns, hardware
72						
73	Landscape					
74	Deciduous Tree	32	EA	\$500.00	\$16,000.00	3" caliper
75	Ornamental Tree	6	EA	\$400.00	\$2,400.00	8' ht.
76	Deciduous Shrub	2411	SF	\$20.00	\$48,211.00	5 gallon material, \$60/shrub planted 3' o.c. 50% of planting area
77	Perennial/Ornamental Grass	2411	SF	\$15.00	\$36,158.25	1 gallon material, \$15/perennial planted 1' o.c. 50% of planting area
78	Hardwood Mulch	60	CY	\$75.00	\$4,463.98	double shredded hardwood, natural color 3" deep in all planting beds
79	Irrigation	1	LS	\$16,280.00	\$16,280.00	drip irrigation in all planting areas. \$0.50/SF plus \$14,000 for master pump system
80	Imported Planting Soil	268	CY	\$40.00	\$10,713.56	18" depth in all planting areas
81						
82						
83	Subtotal				\$1,721,075.65	
84	25% Contingency				\$430,268.91	
85	TOTAL				\$2,151,344.57	
86						
87						



REDEVELOPMENT SCENARIOS

Nicolet Square Redevelopment Scenarios

Figure 14 along with the following scenario text identifies two potential redevelopment options within the Nicolet Square block. These two options take off from the 2010 Downtown Master Plan and suggest similar land uses organized in smaller footprints. Both options look at maintaining a mixed use setup with retail/service on the first floor and residential (apartments/condos) above. In both scenarios, the key economic challenge is that the proposed buildings are relatively expensive compared to their height. It is recommended that heights do not exceed Reid Street Crossing for the continuity and scale of the block. This study did not look at development proforma, but understanding that vacancy rates are low for the downtown, the population is increasing with an interest in walkable living environments, investment and interest is strong in the downtown, and Nicolet Square is becoming a health/wellness and entertainment destination niche for the area. These metrics would indicate a supportive redevelopment environment.

Scenario A: Create 4 stories of residential units above the existing Financial Planning (925) building, assuming structural capacity of the existing building. Units would be a mix of 1 and 2 bedroom units to attract a non-family demographic. At 7,000sf per floor, one could assume 10 units/floor. The pros/cons listed below refer to a residential use, the potential for office use may be better from a parking demand standpoint due to staggered use times of the lot and the ability to have new tenants park off-block in a remote location.

- Pros:**
- P1. Approx. 700sf units, 10/floor.
 - P2. Units would be 1 and 2 bedroom, attract a professional demographic.
 - P3. Where parking and land is a premium, building up alleviates this issue.
 - P4. Location is desirable for the younger generation, college students, and empty nesters. Access to food/transit.
 - P5. Adding volume and mass to this corner enhances Nicolet Square as a block and announces arrival along Reid Street.
 - P6. Ability to upgrade utilities/sustainable technologies to existing building.

- Cons:**
- C1. The demographic that is interested in this type of living will demand a secured and/or permanent parking stall. This site is not feasible for underground parking and there is limited permanent parking available for residential use without significantly compromising the Nicolet Square businesses. The planned parking deck would be recommended in tandem with this scenario.
 - C2. Retrofitting the existing building to comply with ADA and other code requirements may not be financially feasible.
 - C3. Loading for move-in/move-out would be difficult depending on residential access door location.
 - C4. Lacking green space, it is unlikely a roof terrace would work in this small of a footprint.
 - C5: Existing surface parking space loss to apartment tenants = approximately 20-30 spaces.

Scenario B: New construction consisting of 2-3 floors of residential units above a ground level retail/service mix over structured parking. Footprint is shown at approx. 11,000sf, generating 32-50 units assuming a 700 sf average. The redevelopment of this corner allows for efficiencies to be created in the use of Nicolet Square from a parking and programming standpoint.

- Pros:**
- P1. Approx. 11,000sf per floor, can park approx. 34 vehicles on a single plate.
 - P2. Buildings that currently exist in this location are not historically significant and in 'moderate' condition per the 2010 DMP.
 - P3. Replacing existing buildings with architecture that is in keeping with the traditional typologies of the downtown.
 - P4. Location is desirable for the younger generation, college students, and empty nesters. Access to food/transit.
 - P5. Adding volume and mass to this corner enhances Nicolet Square as well as creating views of river from upper floors. An upper floor community room or green roof would enhance desirability of location.
 - P6. Building could be connected to planned parking deck via a skybridge.

- Cons:**
- C1. Existing business owners may vacate due to increased rents or construction period build-out time periods.
 - C2. Retail space will have to be primarily rear (parking lot side) loaded, as street-parking is difficult in this area.
 - C3. Loading for move-in/move-out would be difficult depending on residential access door location.
 - C4. Minimal green space and difficult to cross adjoining streets to access green space easily.
 - C5. Disruption of existing parking lot and minimal space for an east block dumpster location.

DRAFT 8/12/2014



REID STREET BLOCK EXTENSION

Reconfigure impervious surface space behind northside of buildings. Create a continuous walk along the north side of the alley that is continuous from 5th to 3rd Streets. Organize parking to utilize the existing alley right-of-way. parking is minimally reduced (existing parking totals on private land is not accurate). Vehicles that can fit in an area varies from what city ordinance will allow). An enhanced back of building area promotes existing uses in unique ways while potentially increasing desirability of future tenants. The bank drive thru stacking area is reduced in size due to how people use brick and mortar banks today and are envisioned to use them in the future.

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

Figure 15

APPENDIX - MEETING AGENDAS & NOTES

MEETING #1



Landscape
Architects
Planners
Engineers

AGENDA

Date: 14_0528
Project: Nicolet Square Master Design: De Pere, WI
Group: Stakeholder
SAA#: 2560

Location: 320 Main Ave, Suite 102

1. Introductions
2. Discuss Scope of Project
 - a. Objectives
 - b. Deliverables
 - c. Community Involvement
3. Roles & Responsibilities
 - a. Best time for meetings
 - b. How best to gather input
4. Site Opportunities and Constraints
 - a. Public Space
 - b. Parking Quantity
 - c. Dumpster Dilemma
 - d. Amenity Package
 - e. Utilities
 - f. Future Development
5. Schedule
 - a. See Draft Schedule
 - b. Meeting Time
 - c. How best to gather input
6. Site Tour
 - a. Questions to consider:
 - i. What needs to happen for me to succeed as a business owner?
 - ii. What are my biggest challenges as a business owner?
 - iii. What would a successful project entail and look like?
 - iv. Why do I choose to be located at/near Nicolet Square (Downtown)
 - v. What am I willing to sacrifice for the good of the district and ultimately me?
7. Discussion

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 | 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

APPENDIX - MEETING AGENDAS & NOTES

MEETING #1



Landscape
Architects
Planners
Engineers

MEETING NOTES - STAKEHOLDER

Date: 14_0528
Time: 2:00-3:30pm
Project: Nicolet Square Master Design
SAA#: 2560

Location: Definitely De Pere (320 Main Ave, Room 102)

Discussion: (See attached agenda for discussion topics)

- Scope of project includes Nicolet Square bounded by Reid St. (south), Main Ave. (north), 3rd St. (east), 4th St. (west) as well as the alley drive extension to 5th St.
- Project is a setup project to enhance the backs of buildings in anticipation of the 2019 reconstruction of Main Ave.
- Final outcome is 30% drawings that the city can take through implementation. Package will include concept development, a preferred design plan, amenity package and anticipated costs.
- SAA discussed community involvement and how input will be collected and utilized.
 - o Community Comment form is live here:
<http://www.saa-madison.com/community-comment/nicolet-square-planning-study-de-pere-wi>
- SAA discussed roles and responsibilities
 - o SAA would like to engage with stakeholders at 3 forthcoming meetings
 - o Wednesday's at 2-4 was the best time for the majority of those present
 - o Meetings will be held at Definitely De Pere
 - o Stakeholders will bolster SAA's recommendations with the intimate knowledge and intricate nuances to make Nicolet Square a destination
 - o Discussed 4 other members that should be invited, at a minimum interviewed. Member from S.A.L.T., St. Norbert's, Reid Street Crossing, and Humana
- What do the stakeholders see as opportunities or constraints for the site
 - o Dumpster's hidden
 - o Clearly defined public parking, too many restrictions, confusion for visitors
 - o Add more green, soften and shade
 - o Clear delineation between public and private space
 - o Bike Racks, space for bike racks
 - o Buried utilities
 - o Lighting
 - o Wider sidewalks, greater emphasis on public realm
 - o Pedestrian connection, mid-block enhancement
 - o All parking as turn-over parking, short term
 - o Signage restrictions and/or standards (guidelines)
 - o Remove or bury utility boxes
 - o The edges should be addressed to make the block more inviting

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

APPENDIX - MEETING AGENDAS & NOTES

MEETING #1

define
enhance
sustain

- o Snow storage and loss of parking does not seem to be an issue
- Budget was discussed. At this point no budget has been given, SAA will provide a variation of price between the two concepts (base and dream)
- Schedule and meeting times were discussed. Note revised schedule as per stakeholder group. The first PIM will become a stakeholder work session, while the PIM on July 9th will be more informative and gathering feedback to stakeholder/SAA devised plans.
- Site Tour
 - o Credo Architecture is looking at adding green space behind their building
 - o Opportunity exists at the missing tooth at Pasquale's (outdoor dining, pocket park?)
 - o Formalize mid-block in 2019 reconstruct of Main Ave.
 - o Archway and/or murals through 300 block of Main Ave, Art's Alley?
 - o Minimal sidewalk available, especially with vehicle overhangs
 - o Delivery trucks park in vehicles and block travel lanes...regularly
 - o Hot, open, monotone space...not a place worth caring about
 - o Minimal vegetation
 - o Drive aisle and angle parking do not seem to mesh along back of buildings...seems like angles parking should be switched to other direction
 - o Back of buildings is primary entry for majority of 300 block Main Ave buildings (south side of road)
 - o Very few on-street spaces occupied throughout the day
 - o Private parking lot on Reid Street Crossing block is not up for debate
 - o A mid-block crossing on 4th Street is desired
 - o Reid Street façade of Waseda Farms Market could be enhanced
 - o Awkward space to the north of Wealth Advisors building (corner of Reid/3rd)
 - o Parking is not enforced, not sure if there is a parking enforcer for the city

Meeting minutes respectfully submitted by SAA. Any revisions should be directed to A. Williams.

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

APPENDIX - MEETING AGENDAS & NOTES

MEETING WORKSHOP



Landscape
Architects
Planners
Engineers

AGENDA

Date: 14_0604
Project: Nicolet Square Master Design: De Pere, WI
Group: Stakeholder Workshop
SAA#: 2560

Location: Credo Architecture, upper level

1. Introductions
2. Project Summary
 - a. Project scope
 - b. Kick-off download
3. Analysis Summary
 - a. Parking
 - i. Numbers
 - ii. Layout
 - iii. Findings
 - b. Circulation
 - c. Stormwater
 - d. Opportunities and Constraints
4. Conceptual Design – Pen to Paper
 - a. Visual Preference Survey
 - b. Sections
 - c. Where do we park?
 - d. Where do we gather/celebrate?
 - e. Where do we dump?
 - f. Where do we screen?
 - g. Future Development
5. Adjournment at 4:00

2560

Next Steps:

June 18, 2014	Staff Meeting	1-2:30	Present 2 conceptual Nicolet Square plans + discussion
	Stakeholder Meeting	2-4pm	Present 2 conceptual Nicolet Square plans + discussion
July 9, 2014	Public Info. Meeting	6-8pm	Community Center-concept presentation + input
Aug 6, 2014	Staff Meeting	1-2:30	Present preferred plan + discussion
	Stakeholder Meeting	2-4pm	Present preferred plan + discussion
Aug 27, 2014	Deliver final plan to city/stakeholder members		
Sept-Oct	Approval of plan at Plan Commission and Common Council		

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

APPENDIX - MEETING AGENDAS & NOTES

MEETING WORKSHOP



Landscape
Architects
Planners
Engineers

SUMMARY NOTES - WORKSHOP

Date: 14_0604
Time: 2:00-4:00pm
Project: Nicolet Square Master Design
SAA#: 2560

Location: Credo Architecture (301 Main Ave)

Prepared by: AW

Meeting Attendees:

David Schreiber, SAA
Aaron Williams, SAA
Connor Nett, SAA
Rachel Brown, Financial Planning
Dan Budinger, Financial Planning
Andy Krans, 365 Main
Jim Kropp, Baba Lovies
Laura Fabry, Credo
Tom Nicks, Nicky's Lionhead Tavern and Grill
Bill Scheis, SALT
Tom Gavic, Credo
Lance Abts, Landscape Artisan

Discussion: (See attached agenda for discussion topics)

Pedestrian/ Vehicle Conflicts

- Financial Planning building creates blind corner on west entrance on Reid Street to Nicolet Square. Pedestrians are at risk of being hit by incoming traffic
- Accidents have occurred at "T" intersection within parking lot because stop sign is not obeyed and the electrical box creates blind spot

Goals

- Create a destination place
 - Example Stillwater, Wauwatosa, Gas Lamp District, San Diego French Quarter, New Orleans, Hayes Valley, San Fran
- Animate Street Life
- Strong edges
- Improve Wayfinding (common issues "Where can I park" / "where is Reid Street Crossing")
- Use local/quality materials

Why De Pere?

- Proximity to nationally acclaimed liberal arts college
- Proximity to river
- Organic grocery store attracts another demographic
- Potential for residential growth
- Healthy Lifestyles Brand

Parking Discussion

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

APPENDIX - MEETING AGENDAS & NOTES

MEETING WORKSHOP

define
enhance
sustain

- Create shared parking with Reid Street Crossing, Humana, De Pere School District to free space within Nicolet Square for pedestrians
- Need to look at larger area to 'solve' solve the parking issue. Nicolet square cannot accommodate the required amount of cars for the business/residences present. Need a multi prong solution to favor visitors/users over owners/employees for the good of the entire area.
 - Shorter term parking
 - Removal of majority of permit parking (understanding a number of business need quick access to vehicles due to deliveries, etc)
 - Charge a higher fee for permit spaces...a threshold exists where people will look for alternative solutions once the price dictates.
 - Create incentives for shared parking
 - tax break
 - pay liability insurance
 - Enhance alternative transportation methods to this area...bike/bus/walkability
- remove west entrance on Reid Street allows more parking and solves vehicle pedestrian conflict on corner of Financial Planning building
 - One entrance on Reid Street creates main entrance next to the potential pedestrian mall
- The direction of the stalls entering from fourth is confusing and not ideal for the number of cars entering at that location.

General Statements

- Shared garbage is a benefit to the space
- Unique bike racks are more desirable
- Large planting beds rather than small single tree beds
- Use similar signage as Mission Square/ St. Norbert's Arch
- Public trash is not clearly defined

Questions Raised

- What is the number of stalls currently used for permits?
- How would snow removal be handled along curbless design?
- Where would the bike parking be/ is there potential for a bike share?
- How large would the parking deck be?

Meeting minutes respectfully submitted by SAA. Any revisions should be directed to A. Williams.

APPENDIX - MEETING AGENDAS & NOTES

MEETING #2



Landscape
Architects

Planners

Engineers

AGENDA

Date: 14_0618
Project: Nicolet Square Master Design: De Pere, WI
Group: Staff/Stakeholder
SAA#: 2560

Location: Staff Meeting: 1:00-2:30pm Definitely De Pere, 320 Main Ave, Suite 102
Stakeholder Meeting: 3:00-4:30 Credo Architecture, 301 Main Ave

1. Summary of Workshop
2. MSA Planning Work
3. Larger Picture Parking
4. Concept 1
 - a. Functional (Dumpsters, Utilities, Stormwater)
 - b. Amenities
 - c. Parking Counts
 - d. Programming
 - e. Precedents/Graphics
5. Concept 2
 - a. Functional (Dumpsters, Utilities, Stormwater)
 - b. Amenities
 - c. Parking Counts
 - d. Programming
 - e. Precedents/Graphics
6. Concept Discussion
7. Next Steps
 - a. Schedule
 - b. Meeting Time/Location
8. Discussion

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

APPENDIX - MEETING AGENDAS & NOTES

MEETING #2



Landscape
Architects
Planners
Engineers

MEETING NOTES - STAKEHOLDER

Date: 14_0618
Time: 2:00-3:30pm
Project: Nicolet Square Master Design
SAA#: 2560

Location: Credo Architecture

Prepared by: AW

Meeting Attendees:

Aaron Williams, SAA
Connor Nett, SAA
Allyson Watson, Definitely De Pere
Jared Schmidt, Robert E. Lee
Eric Rakers, CDP Engineering
Scott Thoresen, CDP Engineering

Discussion: (See attached agenda for discussion topics)

- Summary of Workshop direction, ideas people preferred, ideas to avoid discussed
- MSA/DOT 2019 plans reviewed in the context of access into Nicolet Square and the potential for removing parallel parking from Reid Street and internalizing that to Nicolet Square.
- Reviewed contextual parking number counts and the need for a holistic parking study to get at real vs. perceived parking need downtown.
- Parking is an issue on the NS block, both per the De Pere city parking requirements and the ITE national recommendations. The lot offers ~1/2 the required stalls necessary to support the data we used to calculate the numbers
 - o Point on the data: we had gross numbers for each building on Nicolet Square, we divided those numbers equally per floor and applied one of the three use designations (provided by the city) to each floor to get our parking numbers.
 - o These numbers do not differentiate between non-useable space, back of house space, more refined type of use (a salon is not the same as an accountant as a retail shop like the ordinance dictates)
 - o This data tells us the required stall number is high, but also that the existing stall count is low for the existing type of businesses during noon hours and weekend nights.
- Parking will not be solved by this project, but will instead identify the deficiency that there are not enough stalls today and there will not be enough tomorrow. Nicolet Square combined with an analysis of surrounding blocks may indicate the 'trigger' for a parking structure in the near future as opposed to later.
- Review/Discussion of Concept A
 - o Communal dumpsters are preferred, no opposition to locations proposed.
 - o Business owners like the idea of the lot appearing to be 'green' to go with the idea of branding the area as "healthy lifestyle". Nicolet Square is for you to be your best
 - o Pros from Concept A

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

APPENDIX - MEETING AGENDAS & NOTES

MEETING #2

define
enhance
sustain

- o Mid-block crossing on Reid Street
 - o Idea of closing portions of lot for programming is favored
 - o Generally okay with removing north parking on Reid...if possible
 - o Access off of Reid goes down to one drive
 - o Fence along Reid helps clean up cars, provides a boundary
 - o Prefer 10' offset from Waseda frontage...gets parking out of this easement and allows for a more gracious walk to set up the connection to a parking deck in the future.
- o Funding for Project
 - o Capital funding, Maintenance funding, TID district? Assessments?
 - o Budget is currently not set, SAA to work with city on price range
- Review/Discussion of Concept B
 - o Stormwater approach highlighted. Shown as two large sub-grade storage vaults...one bypassing so as not to 'treat/store' water upstream of Nicolet Square
 - Continual maintenance via vac-truck to remove sediments-familiarity with city
 - o Cartridge system higher upfront cost and continual maintenance
 - o Pros from Concept B
 - Continuous pavement band along buildings
 - Parking against the financial building
 - Monuments to announce/define Nicolet Square at key entries
 - Generous back of building cross section...ability for break-out space for businesses
 - Pedestrian scale lighting, public trash receptacles and bike racks are good
 - Raised planters that include the trees
 - Dispersed bike parking
 - Gathering seating area around the core...
 - o Not much said about large public arbor/trellis that bumps into private property
 - o Where does tall signage board/read aboard go?
 - o Trees will block existing signage/how will visitors know my business exists?
 - o Green space behind Pasquale's and Credo is fine at this stage. A green pocket is preferred in this area. A pedestrian oriented space is preferred in the 'missing tooth' west of Pasquale's.
 - o All above grade utilities are placed below grade, especially transformer boxes.
 - o When will this construction begin...how long will it take?
- SAA will revise concepts as were heard today. Concept A will change in regard to DOT comment on Reid Street narrowing.
- SAA will provide an amenity package similar to St Norbert in a lo/hi/mid arrangement as well as a unique Nicolet Square package that relates to the downtown.

Meeting minutes respectfully submitted by SAA. Any revisions should be directed to A. Williams.

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

DRAFT 8/12/2014

APPENDIX - MEETING AGENDAS & NOTES

PIM



Landscape
Architects
Planners
Engineers

AGENDA

Date: 14_0709
Project: Nicolet Square Master Design: De Pere, WI
Group: PIM
SAA#: 2560

Location: Community Room Spruce Room (600 Grant St)
Time: 6-8:00pm

1. Introductions
 - a. Fill out comment form throughout the evening
2. Discuss Scope of Project
 - a. Objectives
 - b. Deliverables
 - c. Community Involvement
3. Roles & Responsibilities
 - a. SAA/REL, City, DD, Stakeholders
4. Site Opportunities & Constraints
 - a. Parking Quantity
 - b. Dumpsters
 - c. Utilities
 - d. Aesthetics
 - e. Public space
 - f. Programming/Flexibility
 - g. Safety
 - h. Branding
5. Concept 1
 - a. Plan
 - b. Sections/Programming
 - c. Precedents/Vignettes
6. Concept 2
 - a. Plan
 - b. Sections/Programming
 - c. Precedents/Vignettes
7. Concept 3
 - a. Plan
8. Amenities & Features
9. Schedule & Next Steps
10. Discussion

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

APPENDIX - MEETING AGENDAS & NOTES

PIM



Landscape
Architects

Planners

Engineers

MEETING NOTES – PIM #1

Date: 14_0709
Time: 6:00-8:00pm
Project: Nicolet Square Master Design
SAA#: 2560

Location: Community Room - 600 Grant Street

Prepared by: AW

Discussion: (See attached agenda for discussion topics)

- Concept 1
 - o The pedestrian seating bump out near Nick's Lion Head and Gyro Kabobs is for public use, but it seems to favor those businesses closest to that space. Could this become the 'public' realm-moved from Mary's/Green Room backyard.
 - o 20 minute parking is needed to allow quick turn over for short shopping/dining.
 - o Permit parking should be along Reid Street.
 - o The buildings on 4th street make it difficult to see oncoming traffic when leaving Nicolet Square
 - o Discussed arbor element, not totally opposed, but concerned about losing green space, tighten this area up to bump into private property a max. of 10'.
 - o Trees blocking back of Credo...remove trees closest to third street.
- Concept 2
 - o No parking along sidewalk creates a more enjoyable pedestrian experience
 - o Losing parking directly outside of restaurant may hinder business...ie Nicky's
 - o Pedestrian corridor in front of Waseda is good, but adding vegetation around pillars will soften the space.
 - o Perceived best solution for garbage management, trucks can pull directly into dumpster enclosures
 - o Enhanced outdoor area for seating, art, larger landscape bed, seen as good
 - o Terrace area very flexible. Depending on anticipated use for today's businesses or unknown uses of future businesses, the terrace/fence system is flexible to accommodate a variety of uses.
- Concept 3
 - o Sightline is enhanced on Reid Street because current parallel parking stalls makes it difficult to see oncoming traffic.
 - o Combine the removal of parallel parking from concept 3 with the garbage management and sidewalk alignment from concept 2.
- General Comments
 - o Where would we provide conduit for future electric vehicle parking?

define
enhance
sustain

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

DRAFT 8/12/2014

APPENDIX - MEETING AGENDAS & NOTES

PIM

define
enhance
sustain

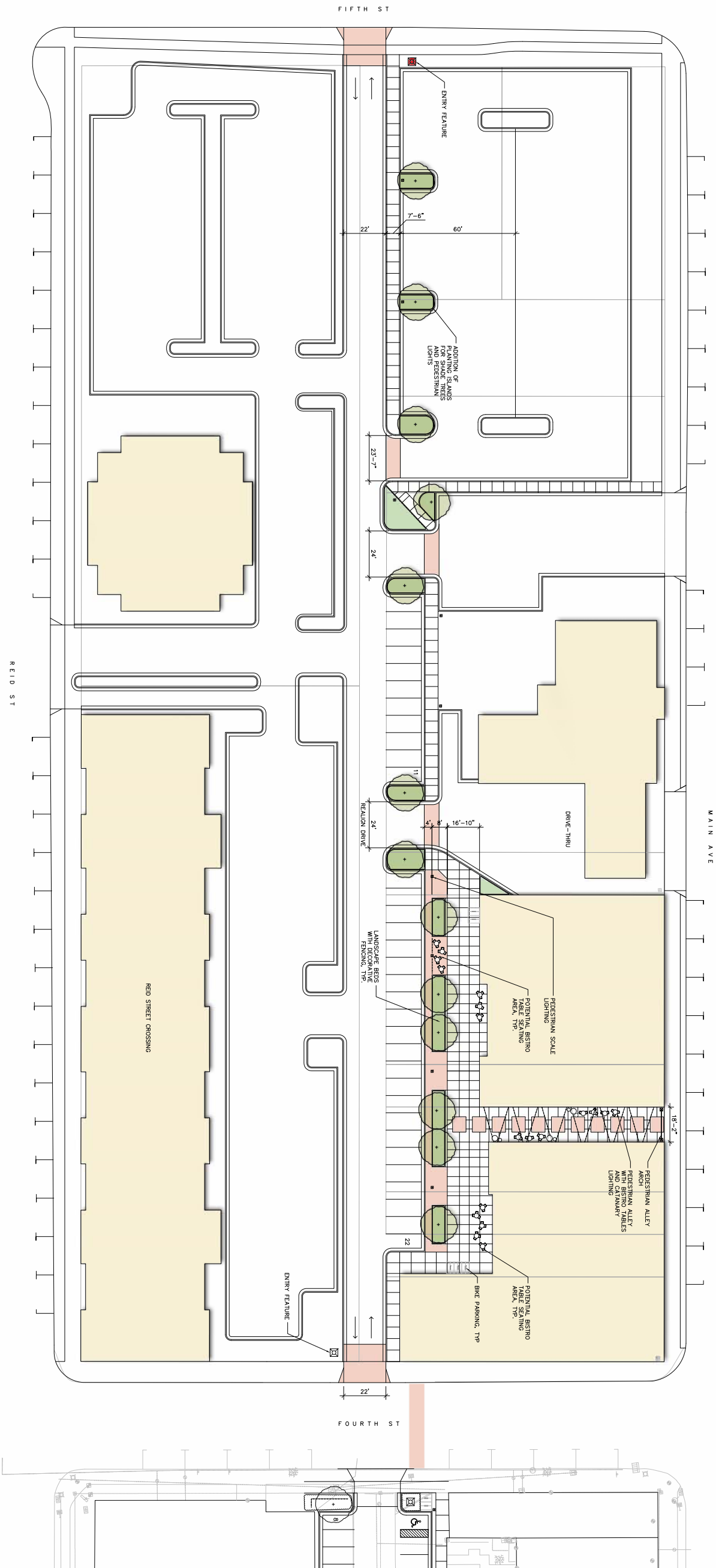
- o Anticipate Nicolet Square construction 2016-2017
- o Enjoy classic look of St Norbert...the idea of quality materials, non-trendy design. Intent is not to match, but to unify. Icon Pillar favored.
- o Mission Square arch preferred...with the addition of brick pilasters.
- o Amenities shown did not raise discussion.
- Questions
 - o What is the project time frame?
 - o Is the easement along Waseda for parking only? Would it need to be changed if used as a pedestrian corridor?
 - o Would alcoholic drinks be allowed in outdoor tenant zones if fencing is used?
 - o Are shared dumpster areas large enough?
 - o Do a percentage of spaces become compact car (16' depth)/LEFE parking?

Meeting minutes respectfully submitted by SAA. Any revisions should be directed to A. Williams.

SAA Design Group, Inc., 101 East Badger Road, Madison, WI 53713 † 608.255.0800 www.saa-madison.com

Attachment: 14_0819-Nicolet Square Document (2559 : Nicolet Square Parking Mall)

File: P:\2500\2560_NicoletSq\CAD\P-400 block-AW.dwg Layout: Concept 400 User: awilliams Plotted: Aug 20, 2014 - 11:15am



Revision Date

Project Name

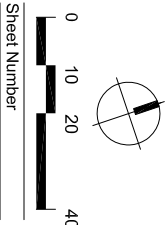
Nicolet Square

DRAFT

City of De Pere
Wisconsin

Drawn By: CN
Checked By: AW
File: P-CON2A
Issued For: Review
Issue Date: 14_0806
Project No. 2560

CONCEPT-2A
400 BLOCK



Sheet Number

2A