

ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

1967



ZEBRADOG

Brand
Visualization
Since
1992





ZEBRADOG

Brand
Visualization
Since
1992



ZEBRADOG

Brand
Visualization
Since
1992



Wisconsin State Journal

WWW.MADISON.COM/WSJ

WEDNESDAY, SEPTEMBER 20, 2006

MADISON, WISCONSIN

Public works, public art

Madison's new manhole covers beautify the city from the ground up



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ZEBRADOG

Brand
Visualization
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ZEBRADOG

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Visualization
Since
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Behind Madison's Aesthetic

Every aspect of Madison's design, even down to the manhole covers is intentional

BY MAGGIE GINSBERG-SCHUTZ

Maybe it's that first glance of the Capitol from the hip-curve of John Nolen Drive, narrowing at the bridge-waist and blooming out again at **Monona Terrace**. Maybe it's the sweetcorn yellow or dripping citrus of the **Memorial Union Terrace** chairs against the quietly lapping lake, or the way **State Street** suddenly seems irresistible anytime the air is thick with grass clippings and smoldering charcoal. There's just something about Madison. People frequently say, "Oh, I love Madison!" though they can't always tell you just why; it's a feeling. But what if what you know and love about Madison isn't by accident? What if it's by design?



"When you're walking around downtown and you step over a manhole cover, you might not be thinking that somebody designed that," says **Dan Merfeld**, president of **Design Madison**. "But in a very real way you're experiencing design. It's not just the way Madison looks. It was intentionally put that way."



Merfeld is talking about the recently overhauled State Street, where everything from top to bottom (including those manhole covers) was sculpted by a team including environmental design firm **ZEBRADOG**. The company's creative director, **Mark Schmitz**, believes Madison is made up of "sacred spaces," landmarks infused with deep, personal meaning for each of us, although that meaning is as customized as our fingerprints.

"Our entire culture is based in design," says Schmitz. "Really, everything we are is purely about design and creative expression. We need to have relationships with people, and we create the environments where these







HALL

POLICE

550



MIDDLETON

POLICE

"Making a Difference"

DIAL 911



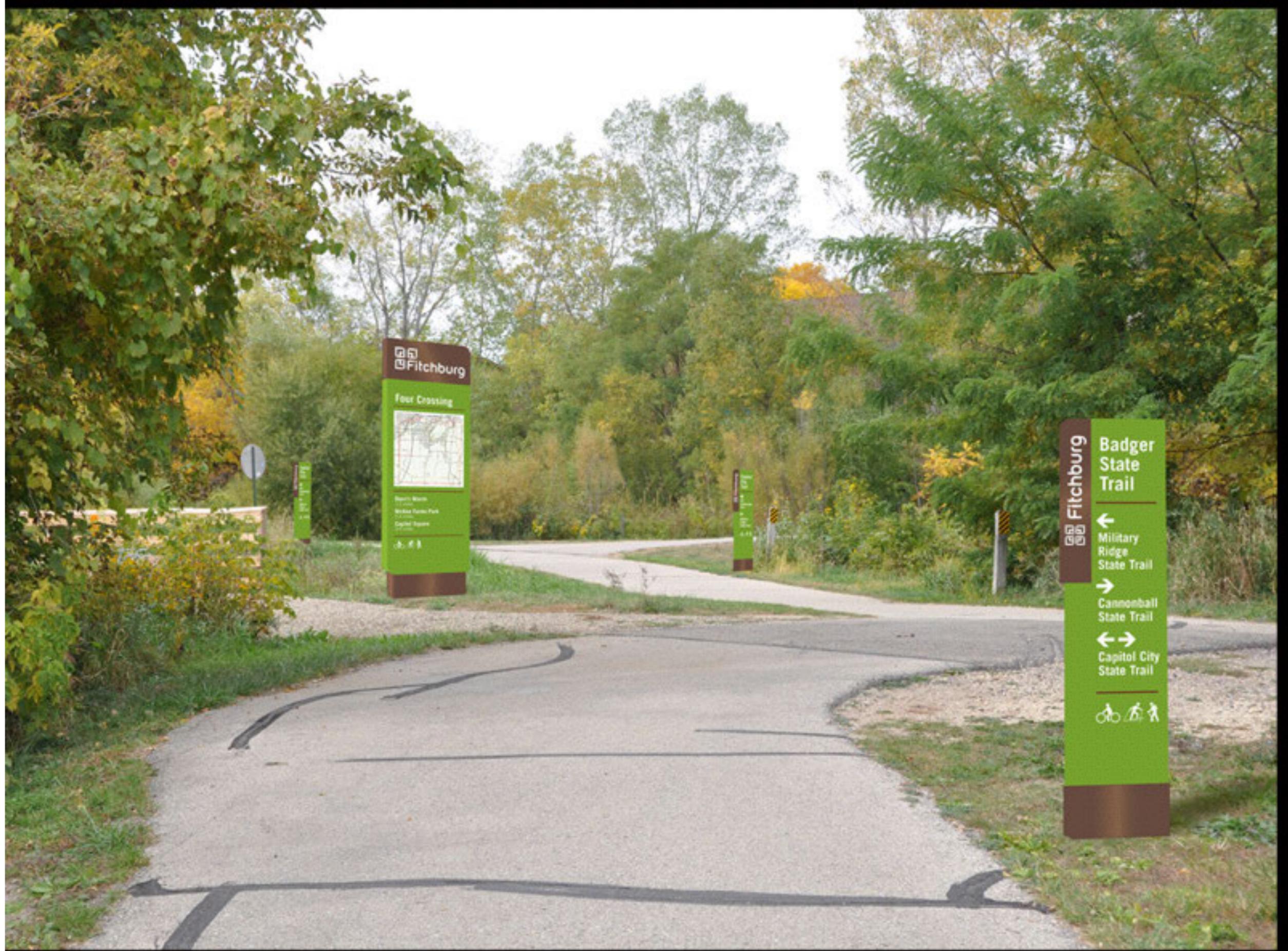






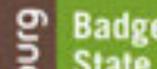






 Fitchburg
Foot Crossing

South Main
Wilkes County Park
Capitol Square

 Fitchburg
Badger State Trail
← Military Ridge State Trail
→ Cannonball State Trail
↔ Capitol City State Trail
  

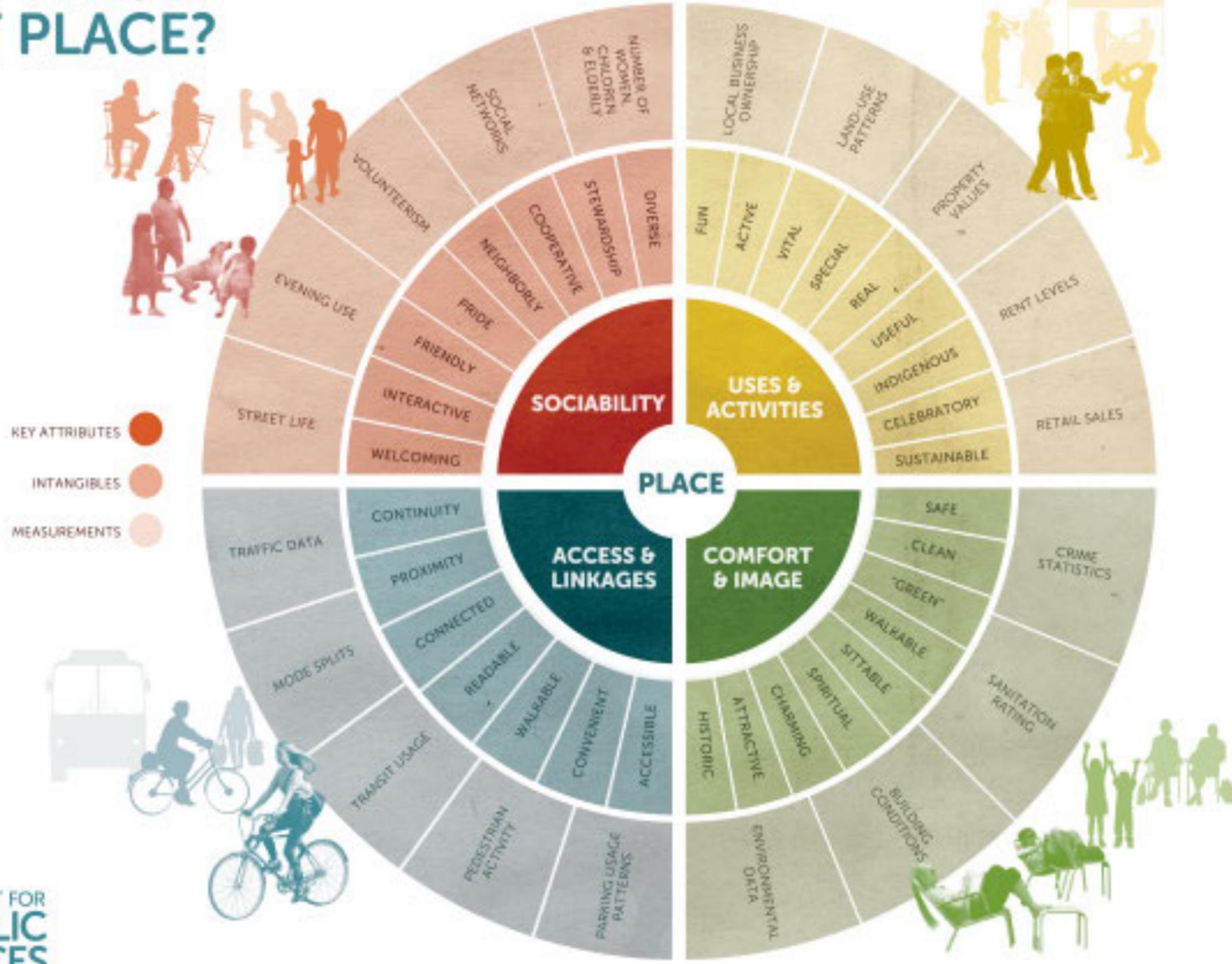




Fitchburg
City Center
Baldwin State Trail
Manning Ridge State Trail
Mud Run State Park

WHAT MAKES A GREAT PLACE?

PLACEMAKING



What adjectives describe the feeling you want to provide visitors to the rebranded downtown?

- Modern
- Classy
- Comfortable
- Fun
- Safe
- Relaxing
- Lively
- Exciting
- Clean
- Picturesque
- Welcoming
- Eclectic

What do you people to say after leaving downtown Dells?

- We need to come back!
- Wow, that was unexpected!
- Wow, they really did a great job updating downtown and making it a place we'd come back to over and over.
- That was a cool downtown! Can't wait to come back.
- Great stores!
- I had a great time.

The bright future of Downtown Wisconsin Dells is starting right here, right now

Public Plaza

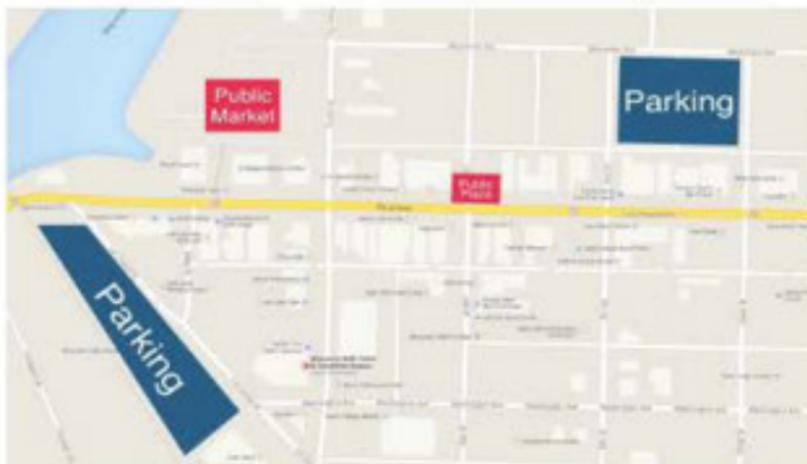
- Oak Street
- Programmed 200+ days/year
- Built-in sound system, movie screen, splash pad and skating rink
- Art shows, concerts and entertainers
- Improvement of traffic flow

Parking Garage(s)

- La Crosse Street recommendation
- Simplify parking system and wayfinding signage
- Two garages initially (both right hand turn entrances)
- Just after RR bridge (coming from west)
- North of Broadway - approx. @ Elm/Cedar (coming from east)
- Each garage would hold over 500 vehicles



Conceptual Locations



Public Plaza Rendering (second image)

Public Plaza at intersection of Oak & Broadway (third image)



The bright future of Downtown Wisconsin Dells is starting right here, right now

Redevelopment of Broadway

- Removal of parking as appropriate
- Widening of sidewalks to accommodate outdoor dining
- Lengthening/addition of turn lanes
- Improvement of traffic flow

Public Market/Amphitheatres

- Programmed 200+ days/year
- All events open to public
- Amphitheatres cut into hill overlooking Riverwalk/Wisconsin River



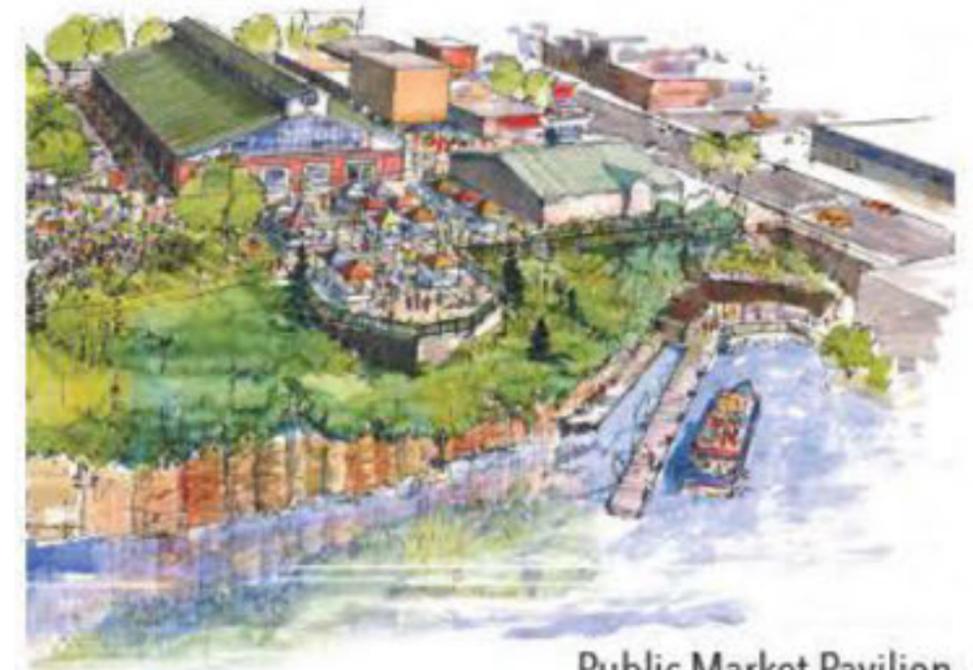
Inside of Public Market



Outside of Public Market



Public Market
Conceptual Master Plan



Public Market Pavilion

Why are we doing this?





To increase visitor spending in Wisconsin Dells
AND Lake Delton by 30% particularly
October through March, weekdays.



To help the Dells become a stronger year-round destination:
conferences, conventions, trade shows,
empty nesters (shoulder season travel)

Fact #1

Visitor activity: 14 hours a day.

Yet they spend just four to six hours with the primary activity that drew them.

Fact #2

Then they spend 8 to 10 hours with the complementary activities

Fact #3

Shopping, dining & entertainment:
your downtown.

Fact #4

This is where 80% of tourism spending takes place.

Fact #5

Boomer travel:
March, April, September & October

Fact #6

They account for nearly 80% of all travel spending.

Fact #7

The top 15% of accommodations, in terms of quality, command 85% of the boomer leisure travel business.

Fact #8

Women account for 80% of ALL
consumer spending.



To “upscale” the tourism spending:
Attracting a more affluent audience.

This means adding cultural depth.



To help the Dells get “unstuck”
from its 70s kitschy image.



To help the property owners and businesses downtown become more sustainable and successful.



To make downtown a stand-alone destination.



To make downtown a place local residents
want to spend more time.

Fact #9

Downtowns need to stand for something.
To have a focus.

Fact #10

The best brands are built on product,
not marketing.



Branding is the art of differentiation:
what sets Wisconsin Dells apart from everyone else.



A brand is a perception -
and a promise that you will deliver on that perception

A few examples

Napa Valley and wines
Branson and music theater
Wisconsin Dells and water parks
Silicon Valley and high tech
Hershey, PA and chocolate
Nashville and country music

HOW PERCEPTIONS CREATE A BRAND:

1. Visual cues. (That “70s look”)
2. The people and attitudes.
3. Word of mouth.
4. Publicity/Social media

Brand identities
make up **2% of a brand**
but get
98% of the political attention locally.



Logos and slogans are not brands.
They are marketing messages used to reinforce the brand

You will **never** get everyone to agree until
you water it down to **something generic.**

You never “roll out” a brand.
It’s earned over time.

First order of business:

What do you want downtown to be known for?

Precedents are being set





STROUD BANK

Perry G. Stroud, a young attorney from New York, established this early bank in Kilbourn City, now Wisconsin Dells, in ca. 1870. Over his thirty-year career as the town's first attorney, Stroud preserved much of the city's early documentary history. Here, his bank still stands with its original brick front and vault.

ERECTED 1999





In Tribute to Oliver and Jean Dyer Reese

Oliver W. Reese and Jean Dyer Reese were instrumental in preserving the history and integrity of Wisconsin Dells for many decades.

Oliver learned photography and photo conservation from H. H. Bennett's daughters Miriam Bennett and Ruth Bennett Dyer.

Oliver and Jean operated the H. H. Bennett Studio until 1999, when they gave the studio and all Bennett's works and equipment to the Wisconsin Historical Society.

Jean, granddaughter of H. H. Bennett, was instrumental in chronicling the history of the Dells and preserving this studio.

Oliver envisioned the Dells as a welcoming place for all visitors. He spearheaded the successful effort to re-create the Dells train depot.



KILBOURN LANDMARK H. H. BENNETT STUDIO AMERICA'S OLDEST PHOTOGRAPHIC STUDIO ESTABLISHED IN 1865

THIS BUILDING WAS CONSTRUCTED IN 1875 BY HENRY HAMILTON BENNETT, PIONEER LANDSCAPE PHOTOGRAPHER, NATIONALLY KNOWN FOR HIS ARTISTRY, TECHNICAL EXCELLENCE AND INVENTIVE GENIUS. HIS VIEWS OF THIS AREA BROUGHT THE EARLIEST TOURISTS TO HIS BELOVED DELLS OF WISCONSIN. GENERATIONS OF BENNETTS HAVE CONTINUED HIS WORK.

1976

HERO OF THE RED RIVER



SAVING THE FLEET

IN 1864, COLONEL JOSEPH BAILEY SERVED AS AN ENGINEER WITH THE UNION FORCES AS THEY STEAMED UP LOUISIANA'S RED RIVER. WATER LEVELS DROPPED AND THE MOST POWERFUL FLEET OF GUNBOATS IN THE RIVER NAVY WAS TRAPPED BEHIND THE ROCKY RAPIDS AT ALEXANDRIA.

USING HIS EXPERIENCE WITH THE DELLS DAM, BAILEY DESIGNED AND BUILT A DAM TO RAISE THE WATER ON THE RED AND WITH A "CHUTE" TO ALLOW THE GUNBOATS TO FLOAT OVER THE ROCKS. HE SUCCEEDED AND SAVED THE UNION FLEET. HE WAS REWARDED WITH A PROMOTION TO BRIGADIER GENERAL AND THE OFFICIAL THANKS OF CONGRESS. IT WAS THE HIGHEST DECORATION BESTOWED ON ANY CIVIL WAR SOLDIER FROM WISCONSIN. JOSEPH BAILEY WAS THE *HERO OF THE RED RIVER* AND OF THE UNITED STATES.

H.H. BENNETT,
PHOTOGRAPHER
and Publisher of
STEREOSCOPIC VIEWS
DELLS,
DEVIL'S LAKE, WIS.

OLD TIME

OLD TIME PORTRAITS

EDUCATIONAL LANDMARK
H. H. BENNETT STUDIO
1880-1900



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UPPER DELLS BOATS

GHOST
BOAT
TICKETS



OFFICIAL
TICKET OFFICE
BELLS BOAT CO



The Problem...





SUPERMARKET
ONE BLOCK @
ZINKE'S Village Market & LIQUOR

OLD RIVE MINI GOLF
ONE BLOCK →
HAND-BLOWN GLASS 38 GIFTS
Grandma's Fudge

4TH OF JULY
FIREWORKS

HAND-BLOWN GLASS
Grandma's Original Fudge
SOUVENIRS & T SHIRTS
38 1/2 BROADWAY





CARAMEL APPLES SALTWATER TAFFY



\$

BRIDGE VIEW
MOTEL
HOLIDAY SHORES
CAMPGROUND & RESORT
WATER SPORTS
AND BOAT RENTALS

**TOMMY
BARTLETT
SHOW**
4:30 p.m.
8:30 p.m.
RAIN OR SHINE

NIG'S BAR

**TRE'S
CHIC**
HAIR STUDIO

**CHI-TOWN
PIZZA**
908-253-8696

**SOUVENIR
CITY**
MEN, LADIES
& CHILDREN'S
APPAREL
JEWELRY
GIFTS & MORE

HAVE A
Swig
WITH

Tickets • Tickets • Tickets

What's New
What's New
What's New

Broadway

Group of people in rainbow shirts standing on the sidewalk.

Gray sedan parked on the street.

Black sedan in the foreground.



Gifts

BAR

1947

SCENT-SATIONS
Candles, Bath & Body, Gifts

SCENT-SATIONS
Candles, Bath & Body, Gifts

WISCONSIN
dairyland FUDGE

dairyland FUDGE

TOO CUTE

25



Wisconsin Dells RiverWalk



Seating Area at the Overlook



Wooden Bridge



Vision







Water



Water Play





Icons





Program the Outside









People
are
ART



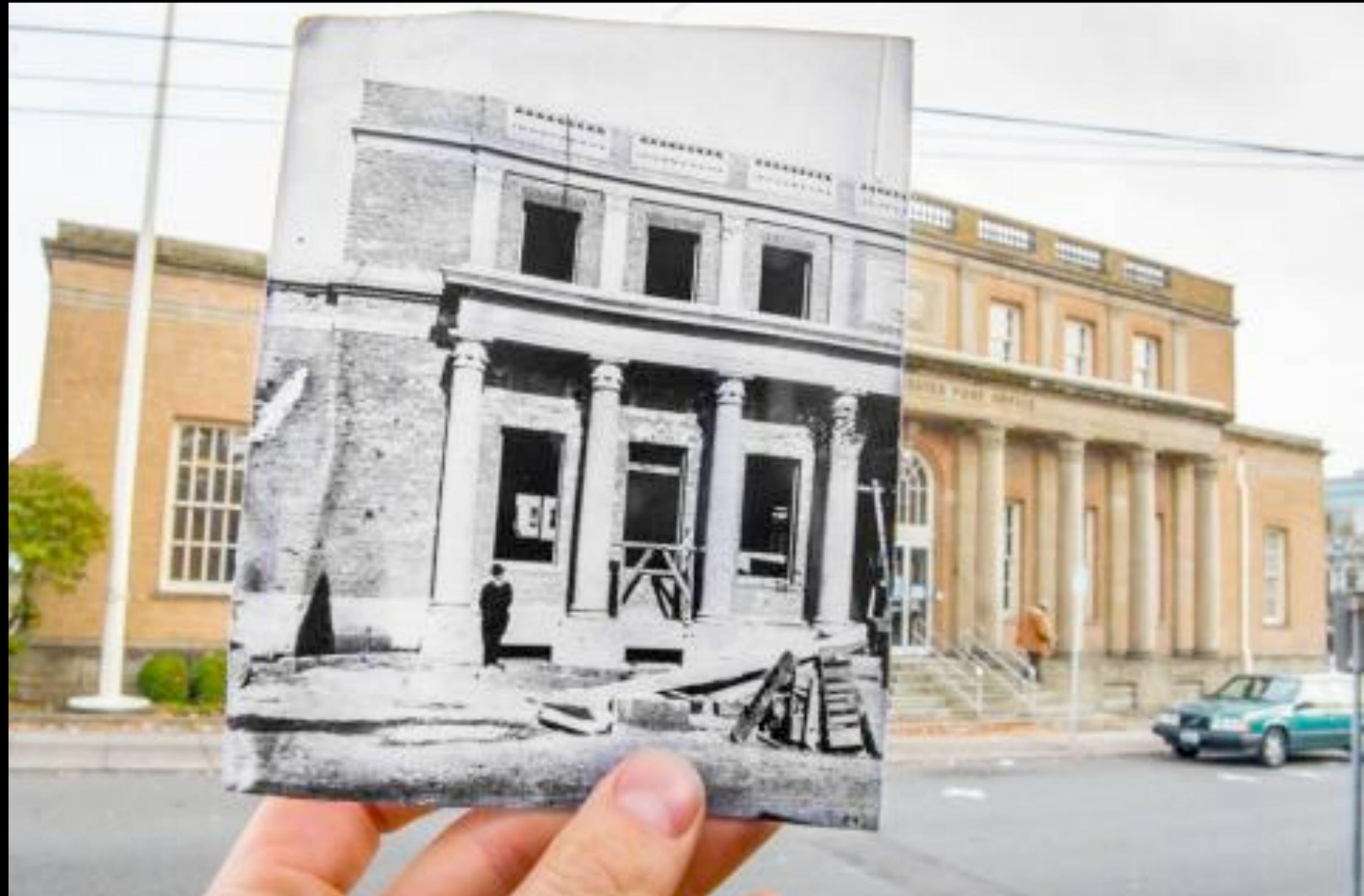
We ARE Winter





Fire & Ice

Preservation through Renovation





Create a
PALLETE
of
CONNECTED
Storefronts



Sign
codes
matter





Gateways
announce
uniqueness







Who are we?

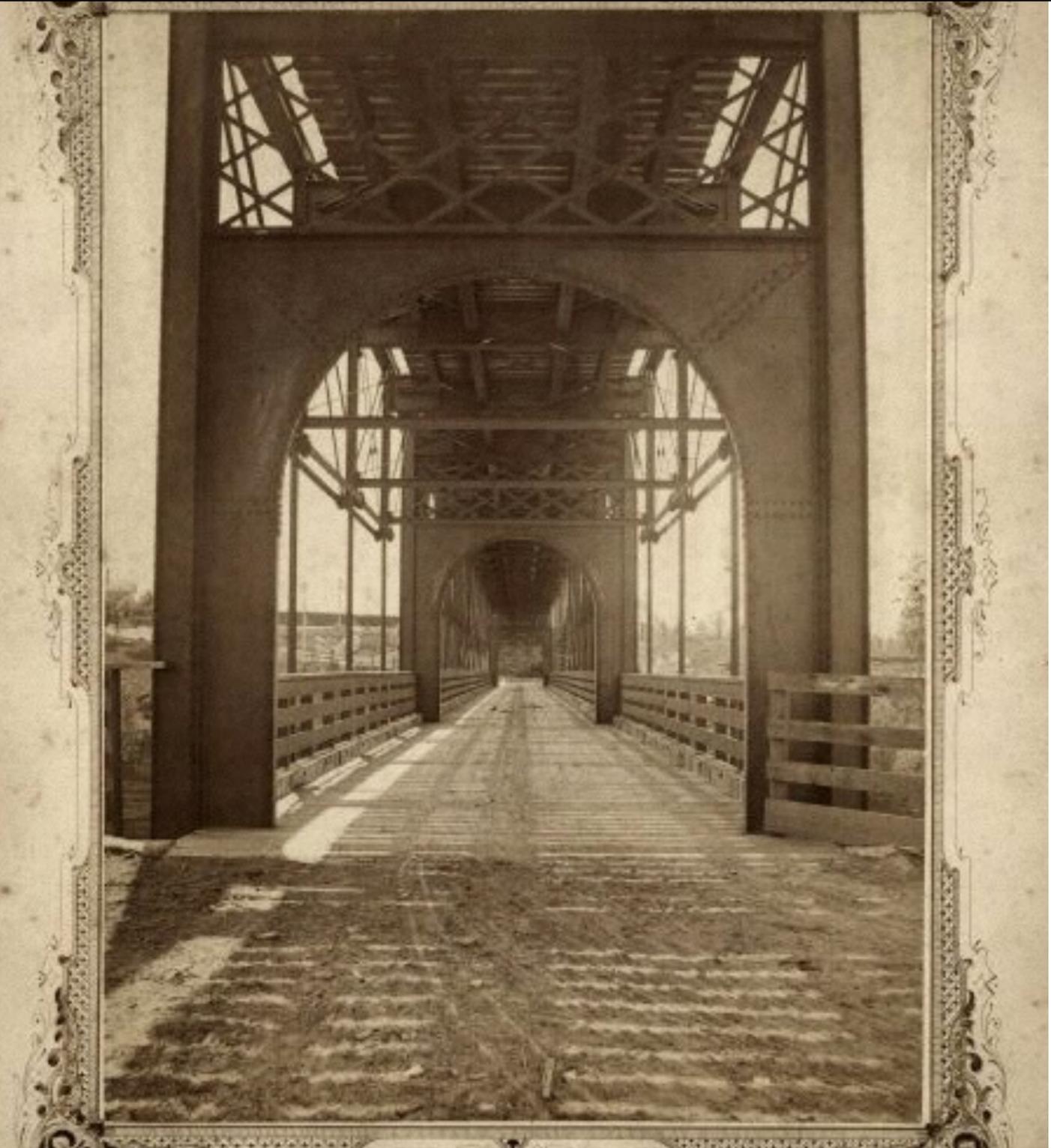


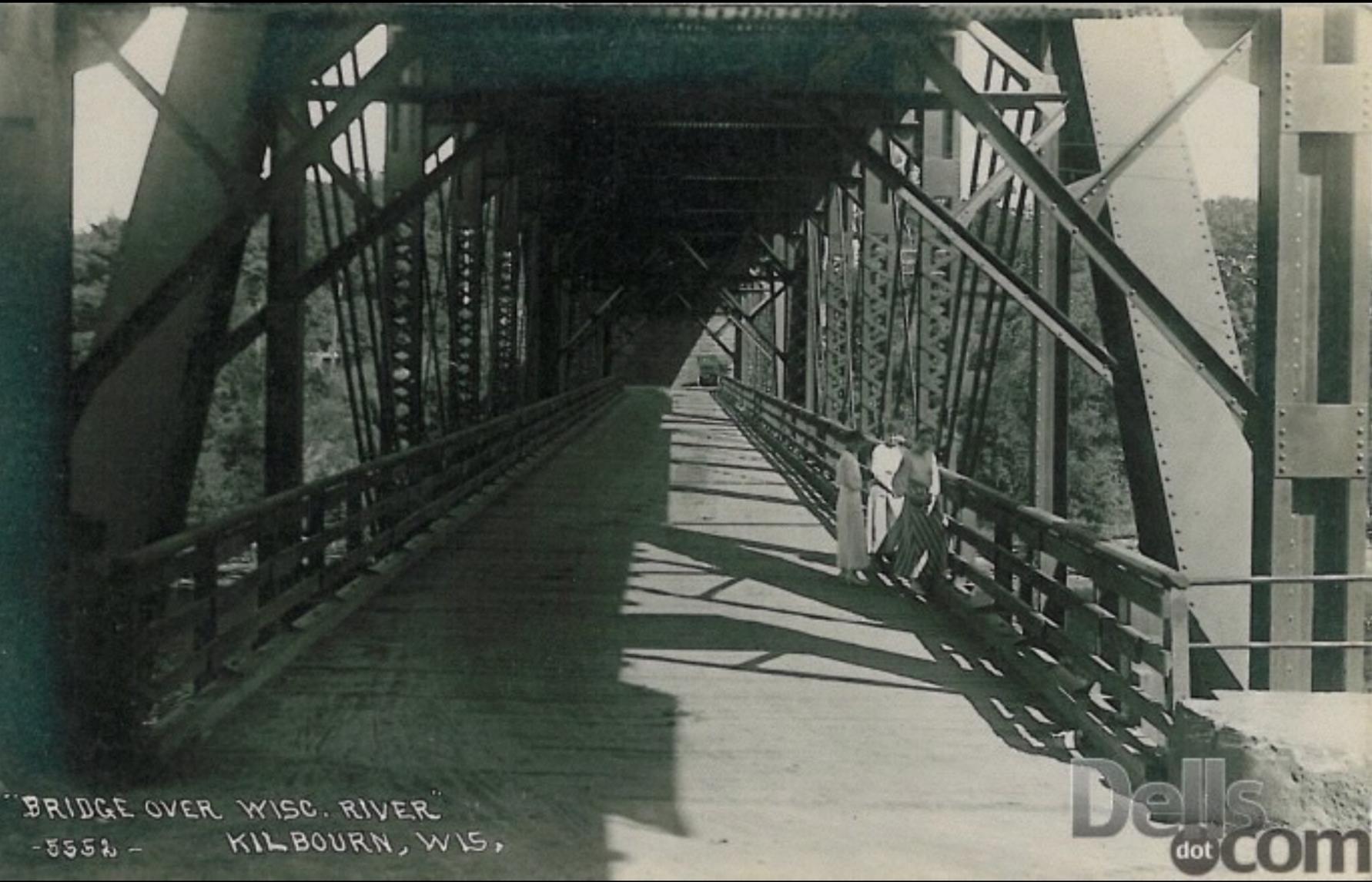


ZEBRADOG









BRIDGE OVER WISC. RIVER
-5552- KILBOURN, WIS.

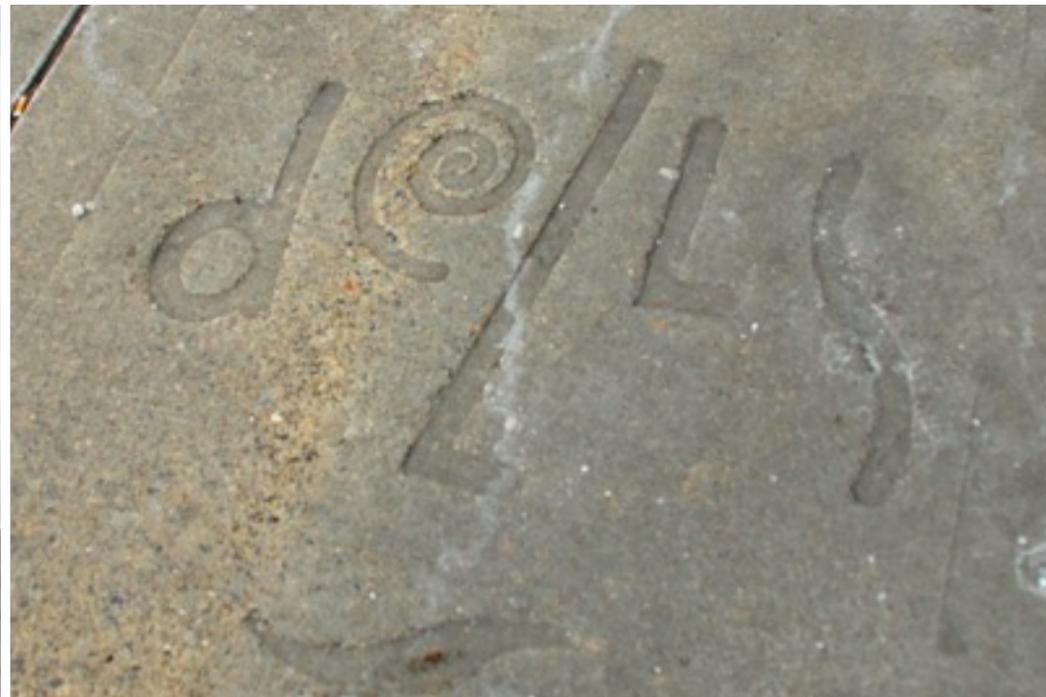
Dells dot com





Today

Current Visual Brand



Wisconsin Dells®

The Waterpark Capital of the World!®



Brand Attributes

embrace local cultural spirit



OWN your STORY

Brand Attributes

connect to the river



it's **YOURS** - play with it

Brand Attributes

create POSITIVE CHANGE



enhance the destination

Brand Attributes

create opportunity



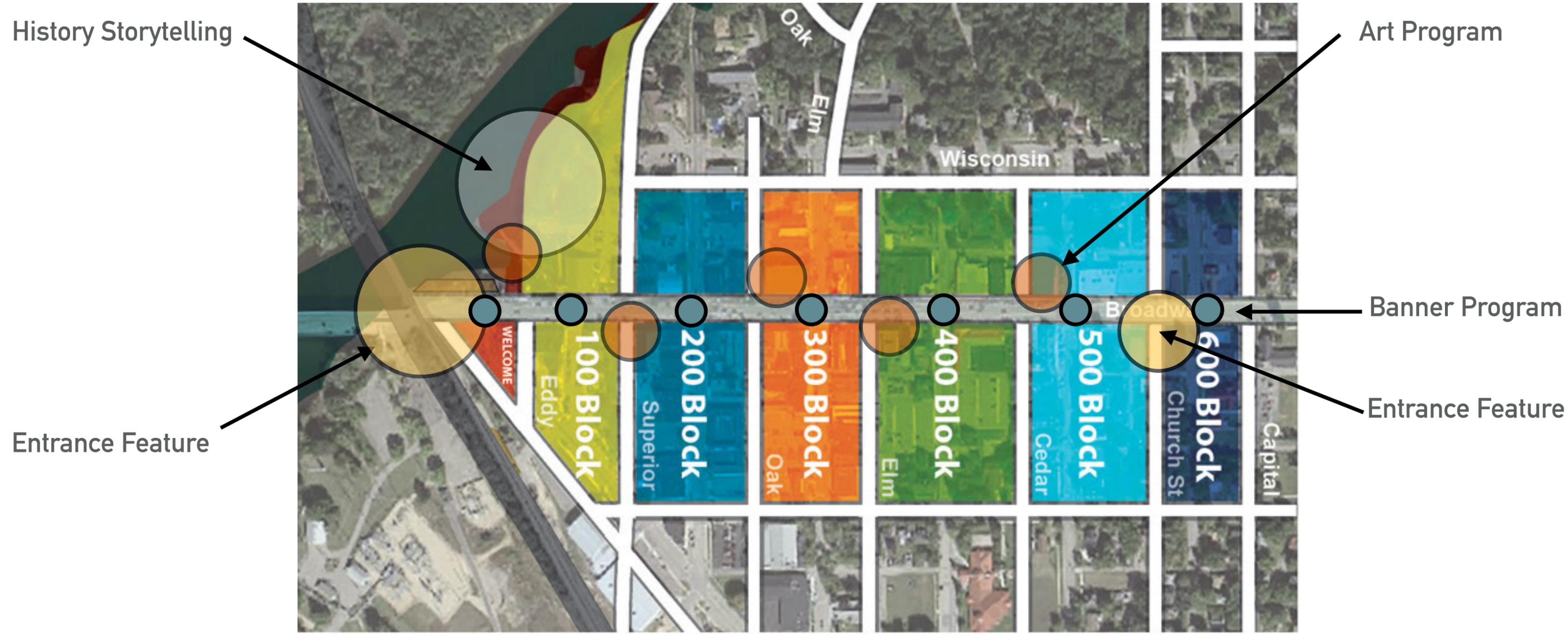
facilitate progress

The Dells River Arts District

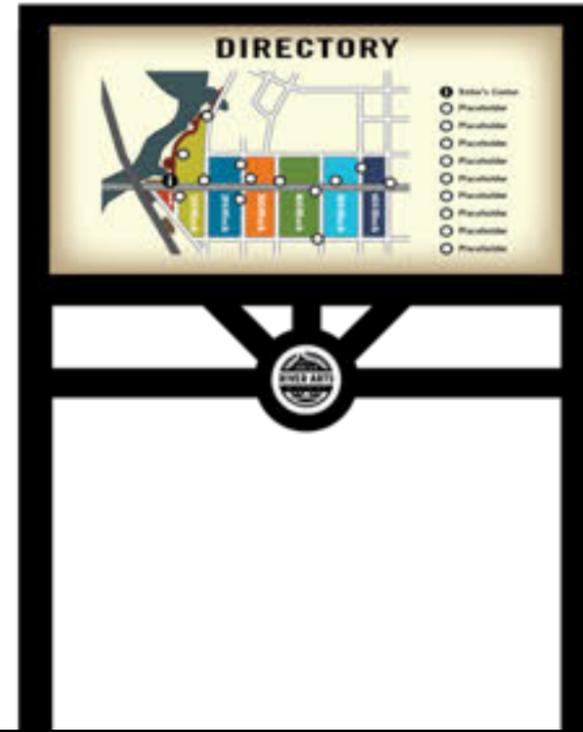
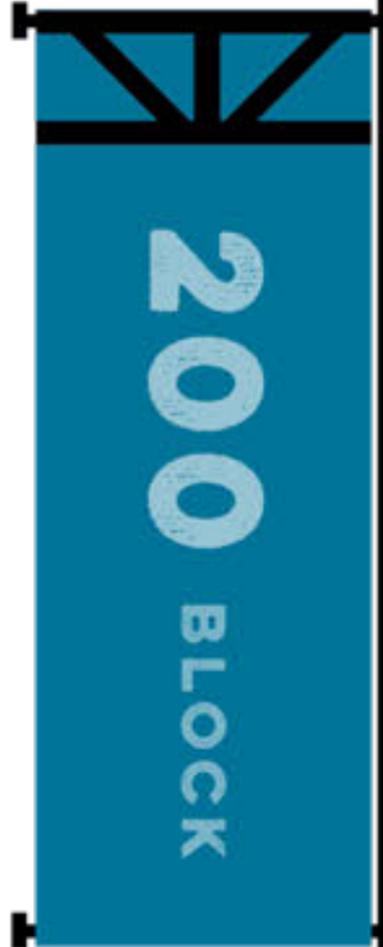




District Programming



Brand Touchpoints



Brand Touchpoints



Brand Touchpoints



Brand Touchpoints



Calendar

Shopping

Dining

History

Map

Buy Tickets



Featured Content

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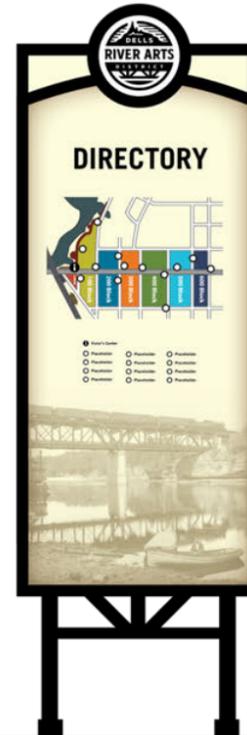
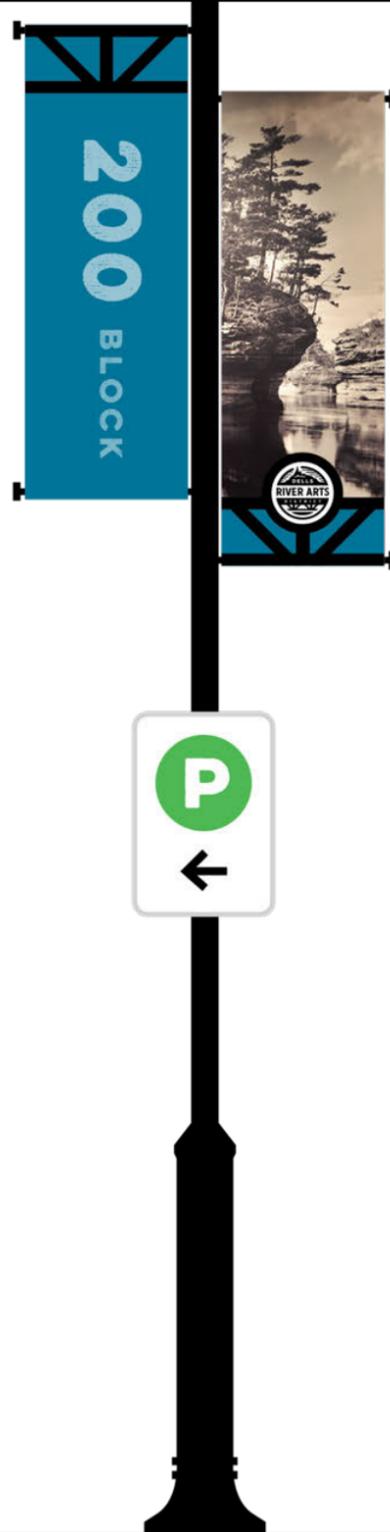
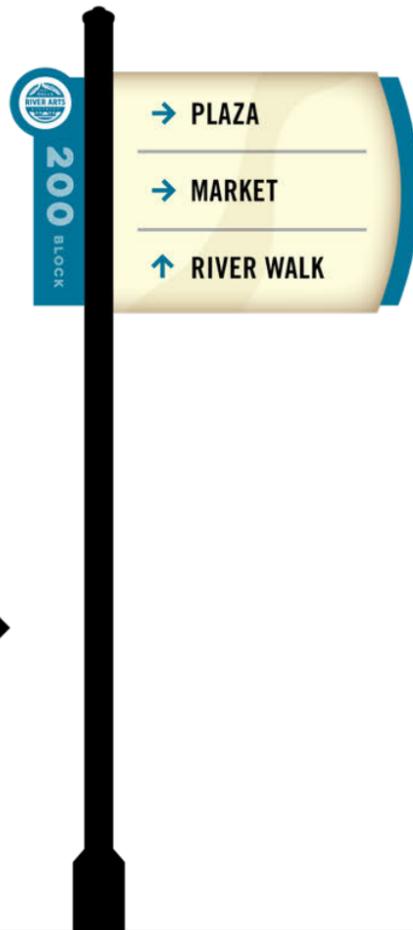
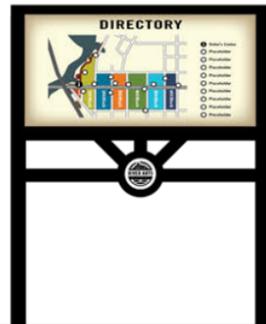
Featured Content

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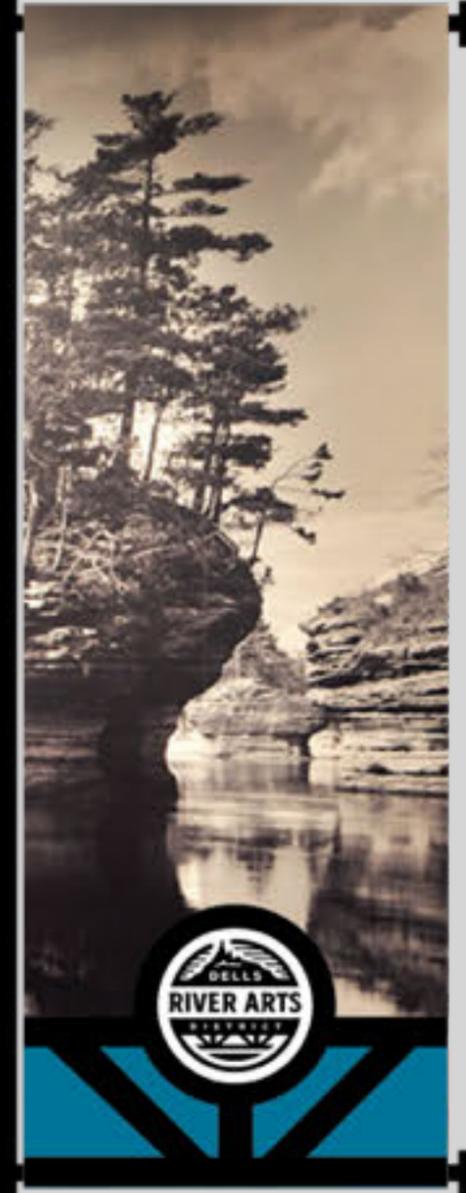
Business Directory

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Wayfinding Family



Banner Program



Street Banner Program



Street Banner Program



Use Common Materials



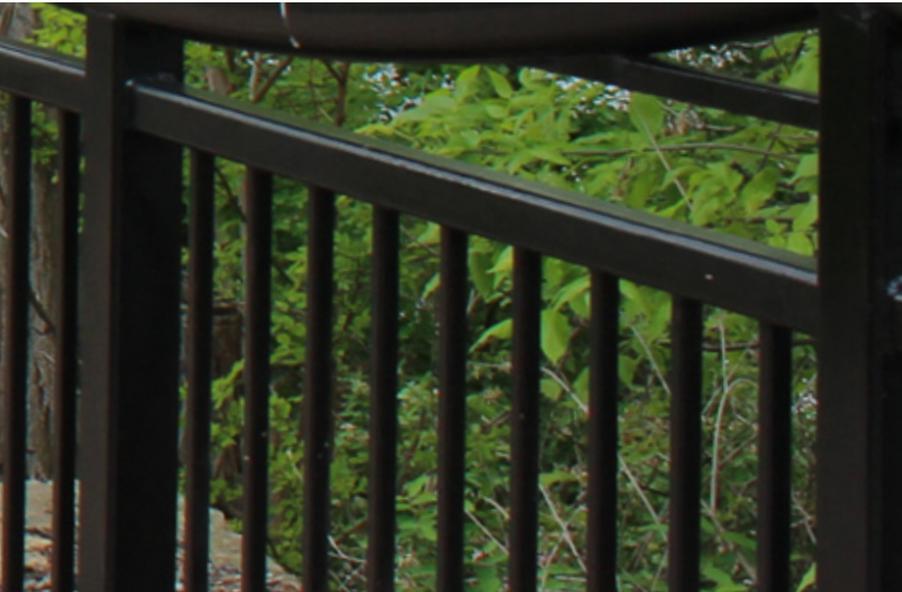
Artful Metals



Native Stone/Tile



Feature Lighting



Water - Natural Beauty - Gorgeous Destination



Thematic Inspiration



Gateway?





BEAVER SPRINGS
FISHING AQUARIUM
RIVER STABLE
BACKLIMB

DEL'S BOAT TOURS

JET BOAT ADVENTURES



» » FREE PARKING TURN HERE » » »
Finnegan Ave

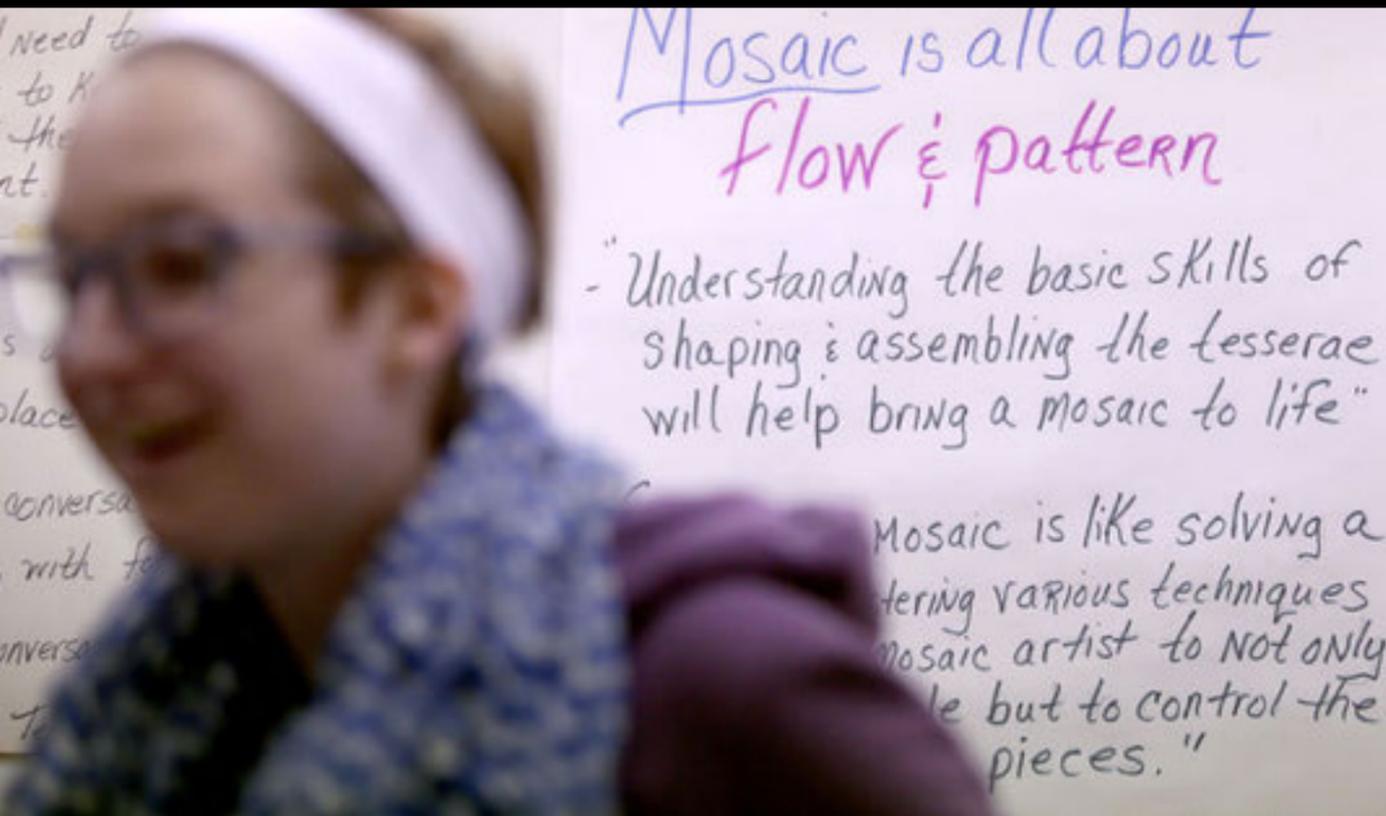
Finnegan Ave





RIVER
ARTS

Storytelling - Arts + Community



Mosaic projects bring community art to highway project

The mosaics were created by children in the neighborhood and are part of the Community Sensitive Solutions aspect of the Wisconsin Department of Transportation's massive road construction project.



Storytelling - Arts/Community



Storytelling - Arts/Community



Storytelling - Arts/Community



Storytelling - Arts/Community



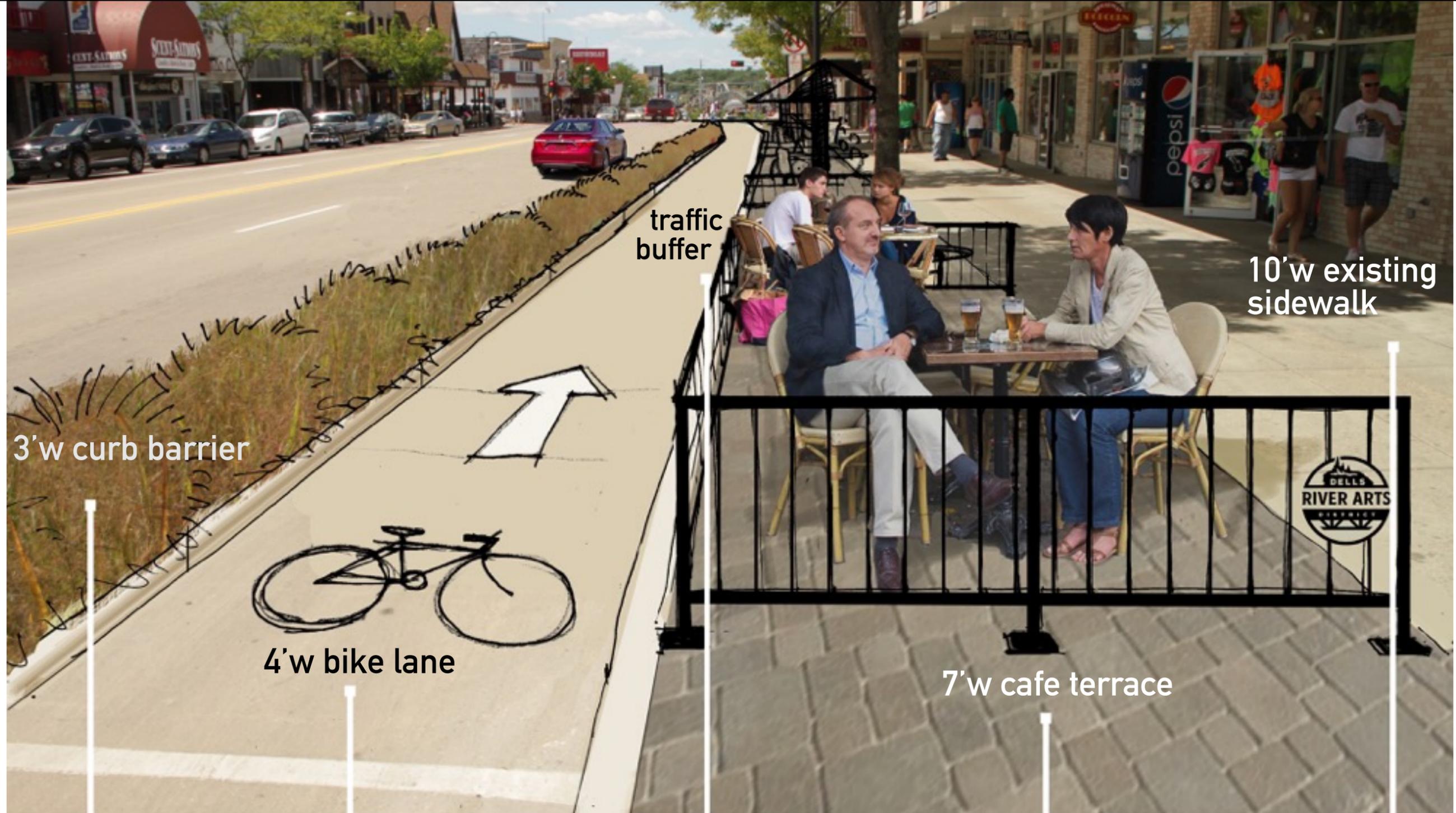
Storytelling - Arts/Community



Streetscape



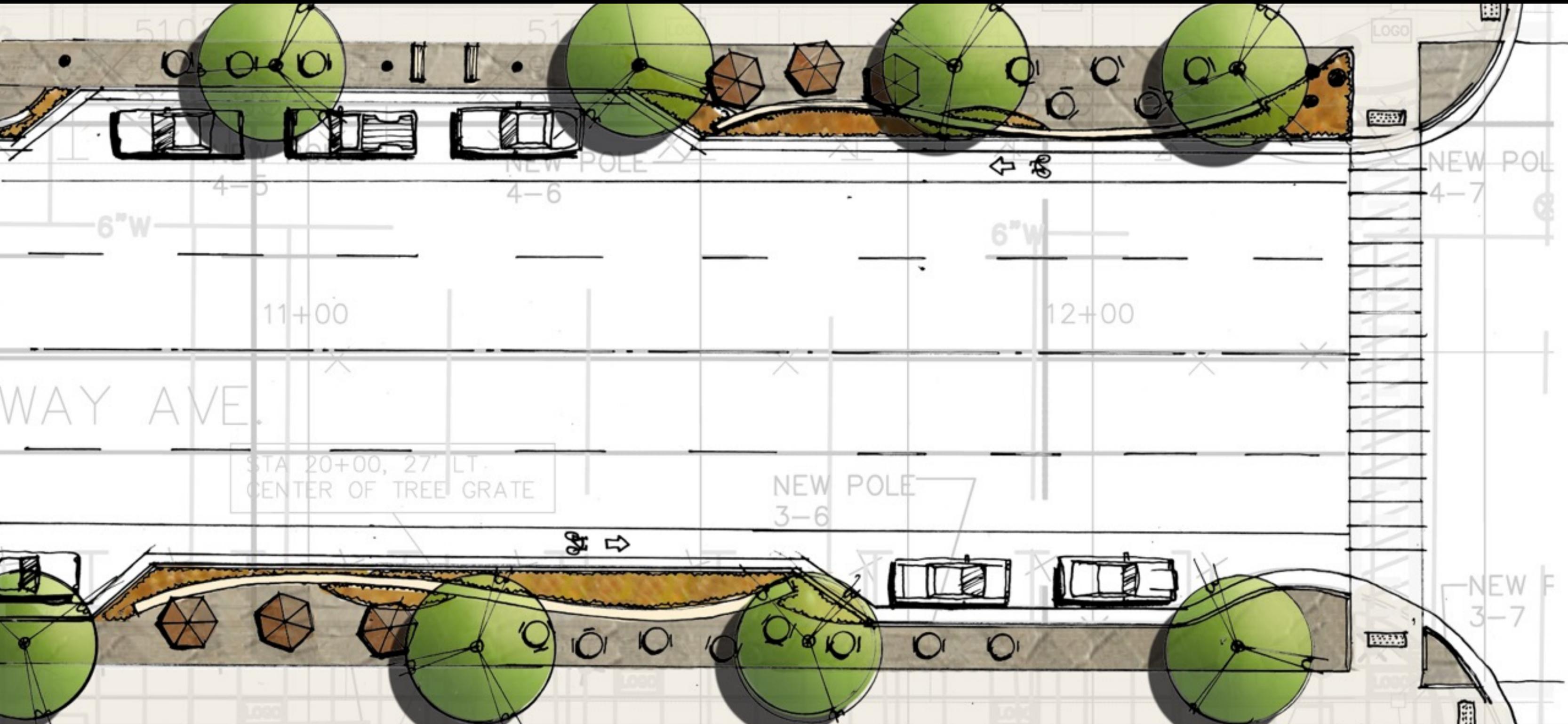
Streetscape



Streetscape



Streetscape



Streetscape



Streetscape



Streetscape



Streetscape



Streetscape



Streetscape Extension



Streetscape Extension



Art Program - Terrace Seating

Art Program



Art Program - Terrace Seating



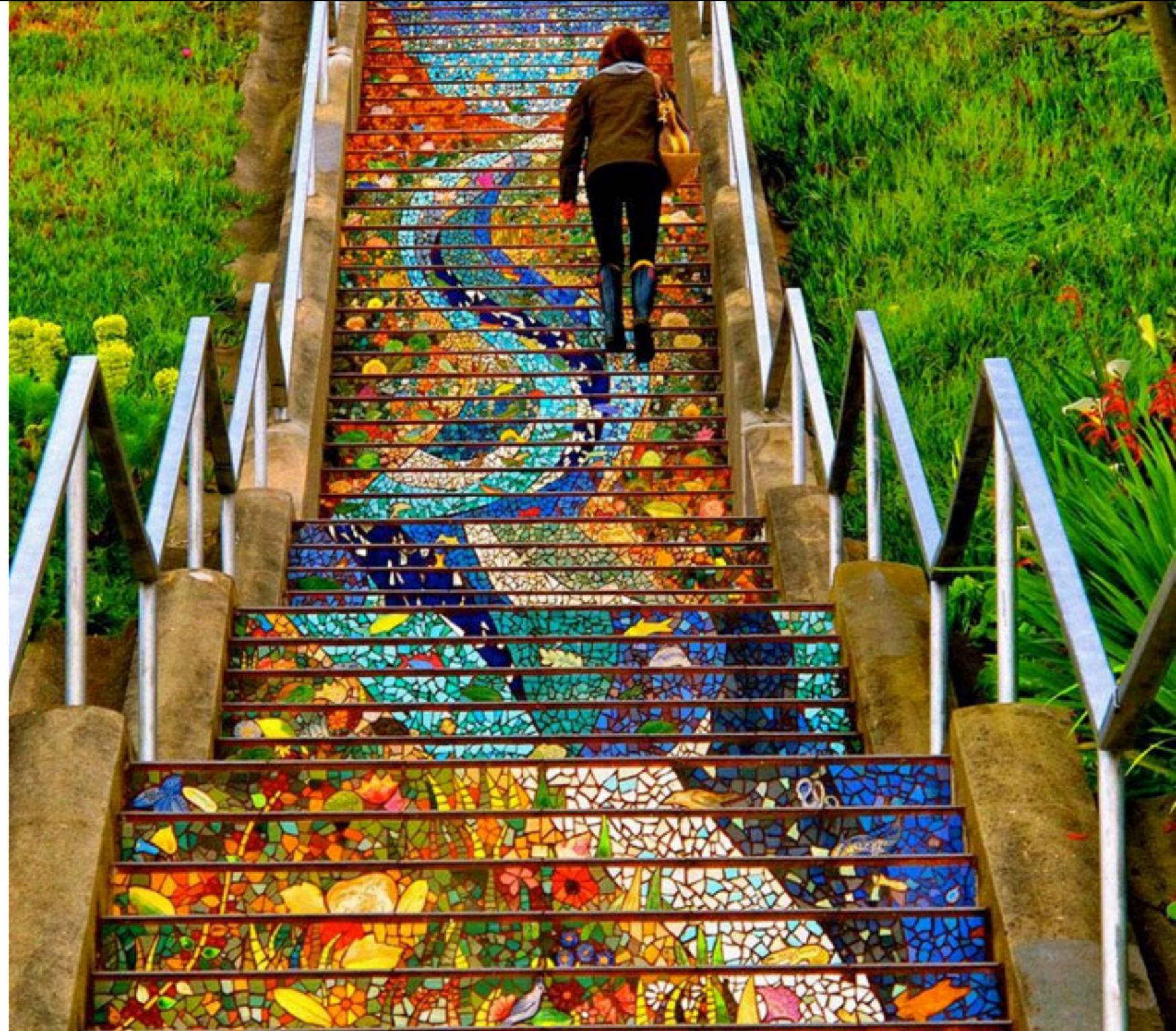
Art Program - Staircase Storytelling



Art Program - Staircase Storytelling



Art Program - Staircase Storytelling



Art Program - Arts/Community



Art Program - Arts/Community



Art Program - Arts/Community



Art Program - Arts/Community



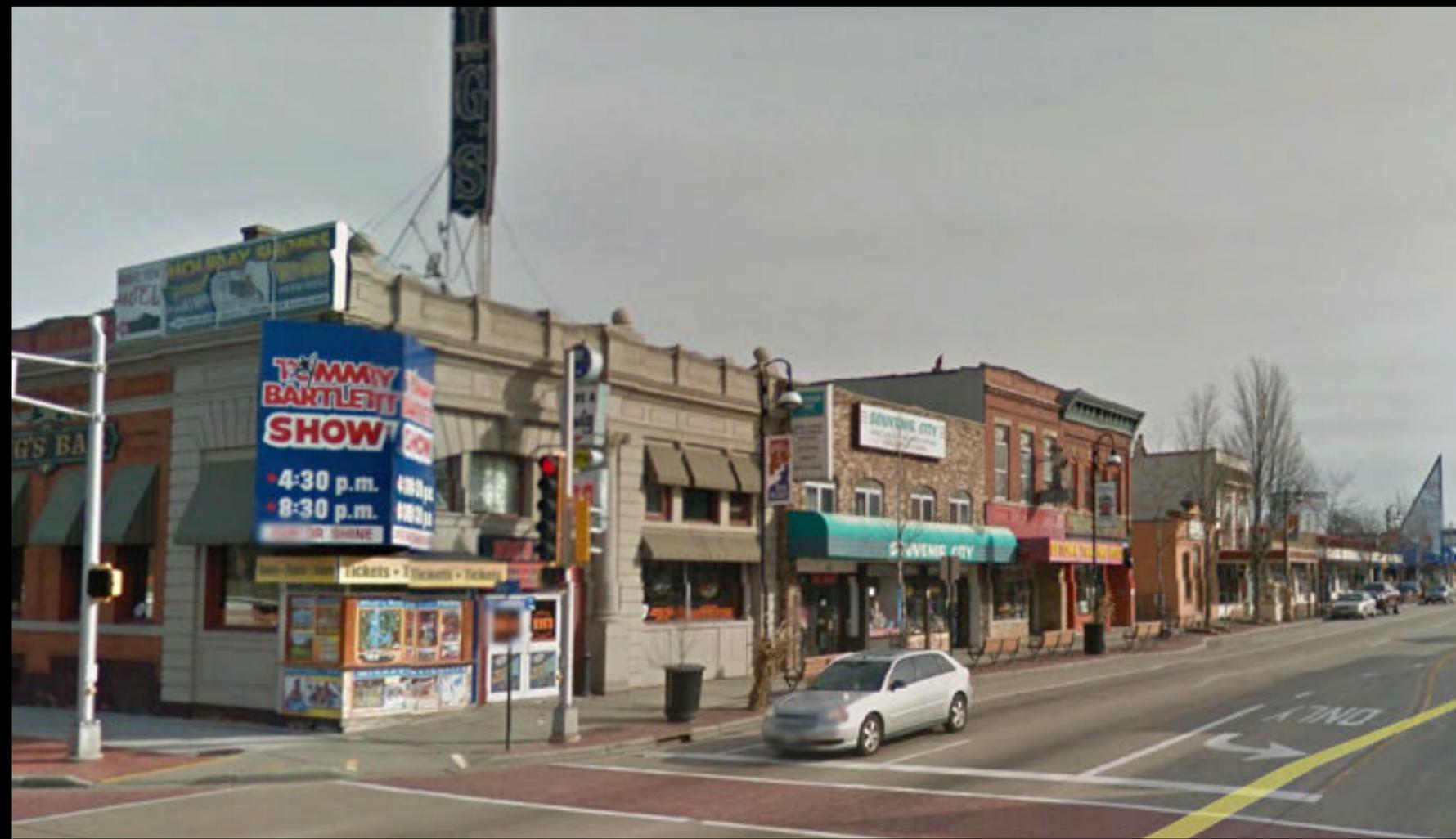
Art Program - Arts/Community



Streetscape - Then and Now



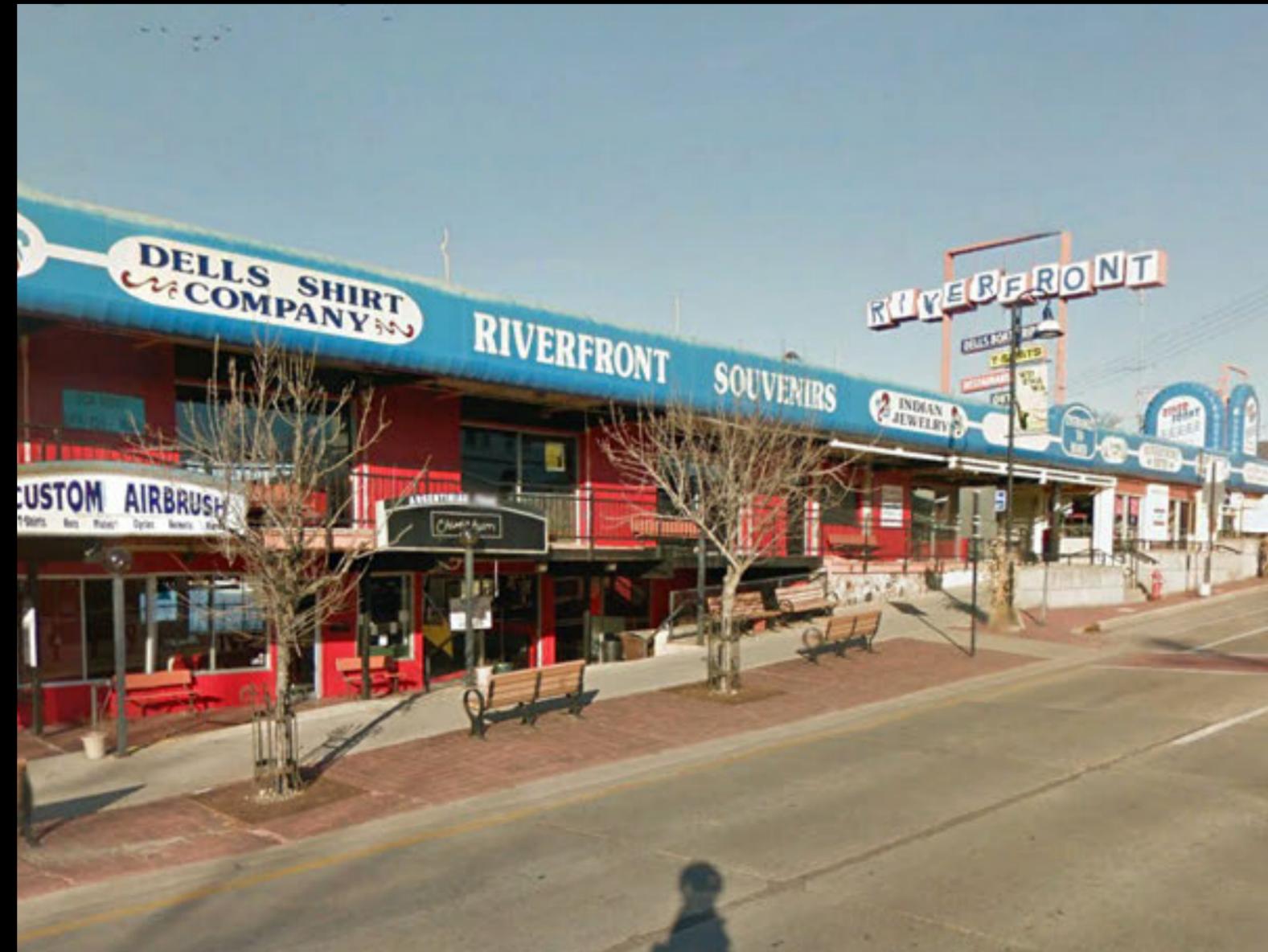
Streetscape - Then and Now



Streetscape - Then and Now



Streetscape - Then and Now



Sign/Awning - Facade re-imagination



Streetscape Enhancements



Sign/Awning - Facade re-imagination



Sign/Awning - Facade re-imagination

Restore
Second-
story
windows



Restore
Historical
Facade

Shallow
Textile
Awnings

Sign/Awning - Facade re-imagination



Sign/Awning - Facade re-imagination

Restore
Second-story
windows

Restore
Architectural
Details



Shallow
Textile
Awnings

Sign/Awning - Facade re-imagination



Sign/Awning - Facade re-imagination



Restore
Architectural
Details

Restore
Second-story
windows

Shallow
Textile
Awnings

Sign/Awning - Facade re-imagination



Sign/Awning - Facade re-imagination

Blade Signs

Shallow
Textile Awnings

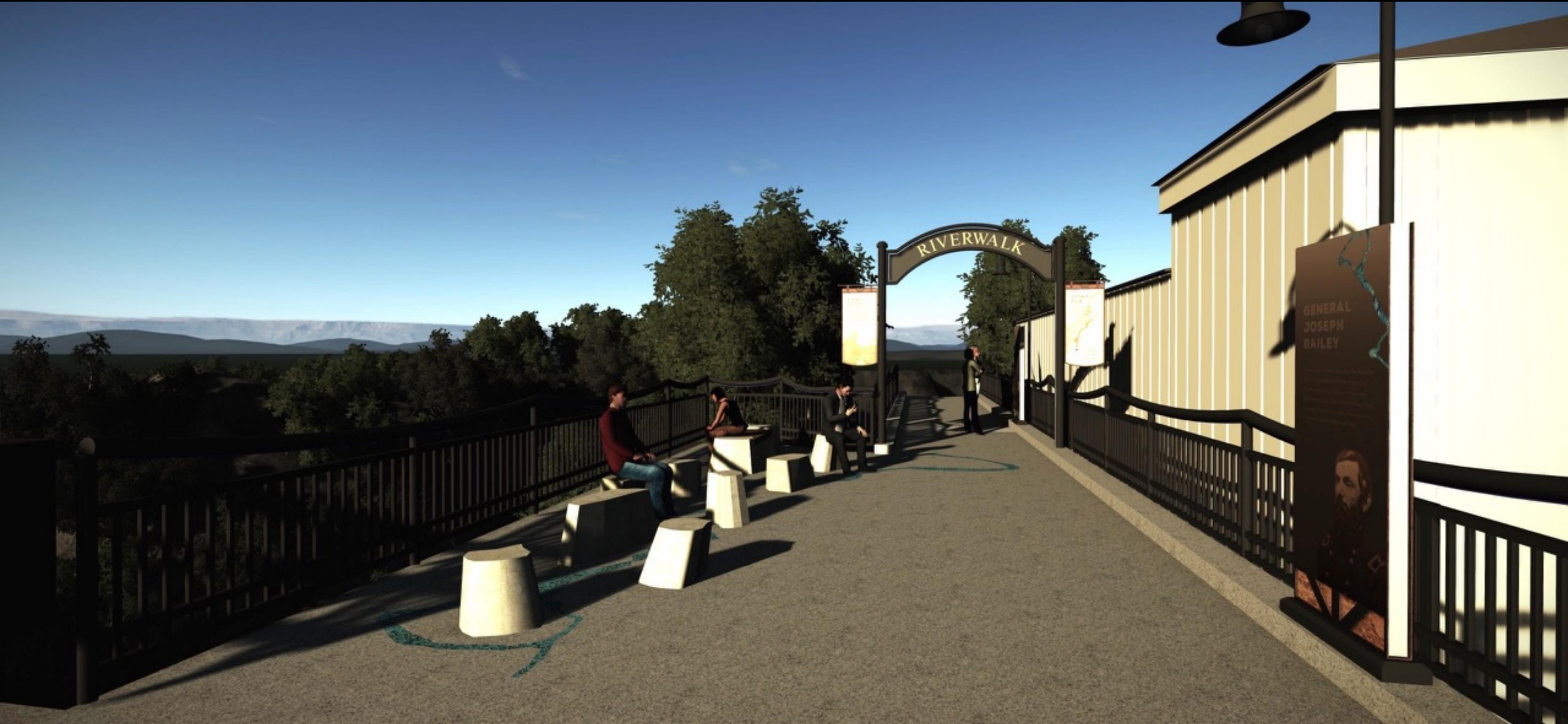


Riverwalk Storytelling

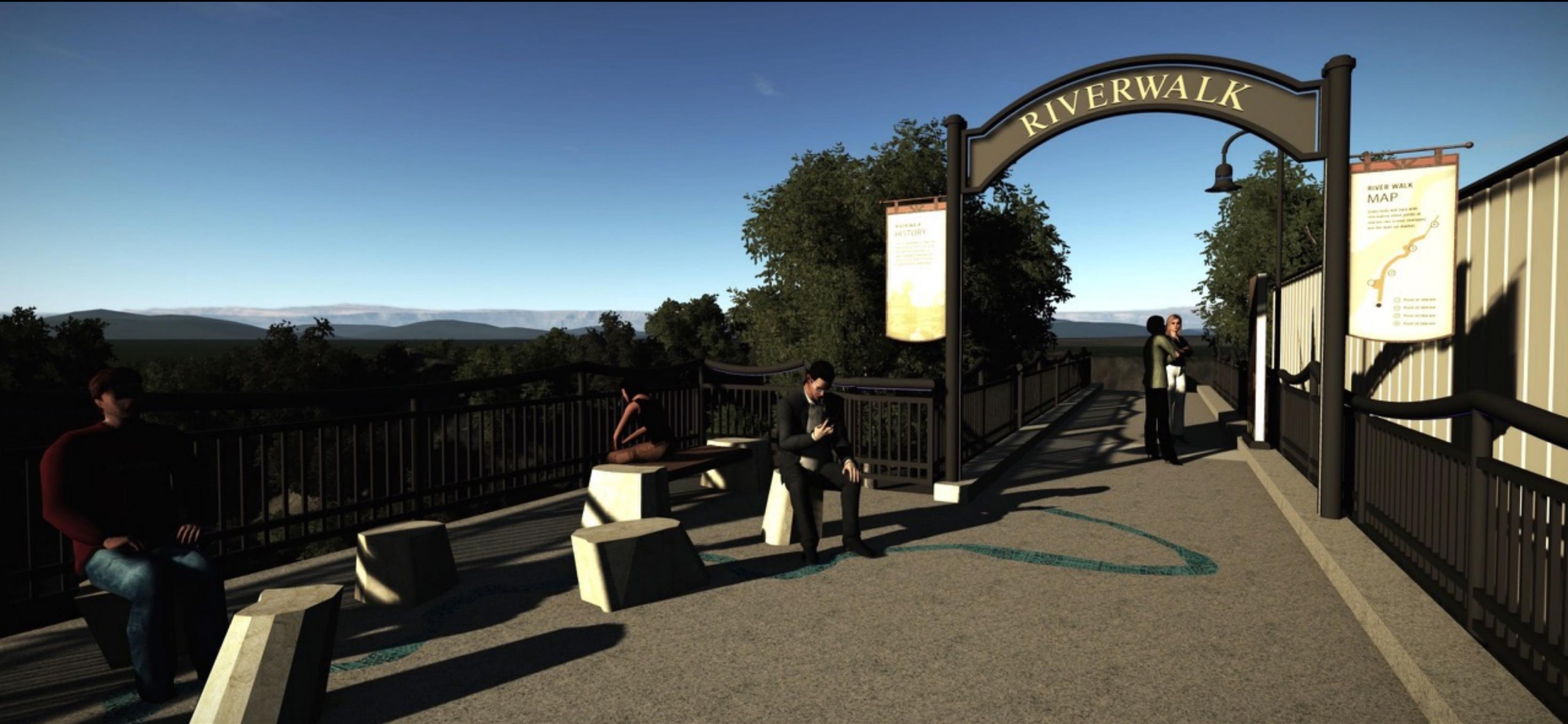


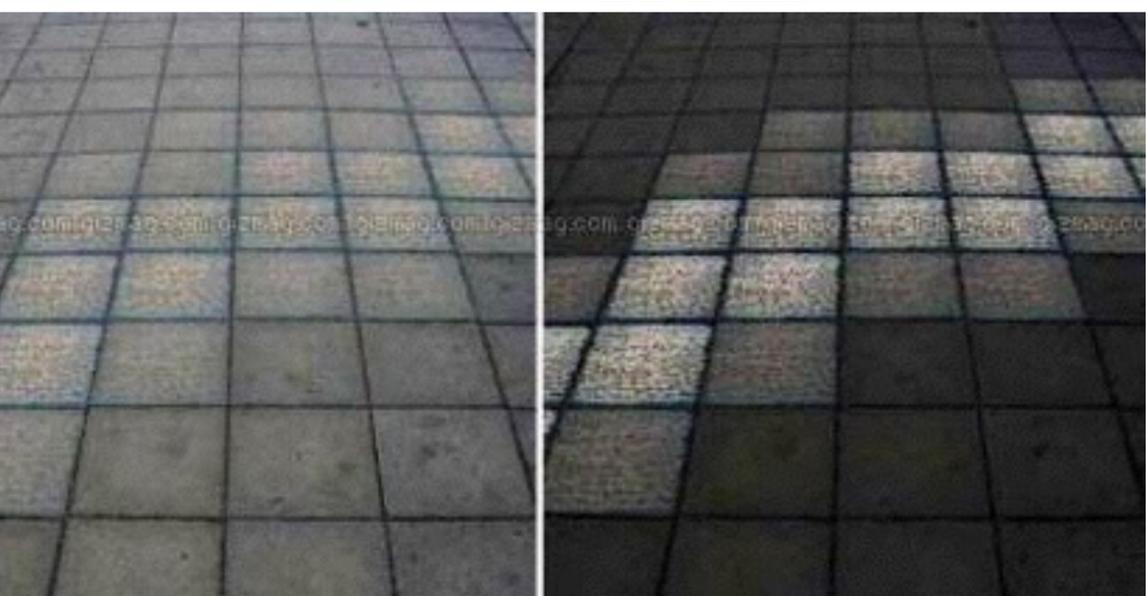
Riverwalk Entrance





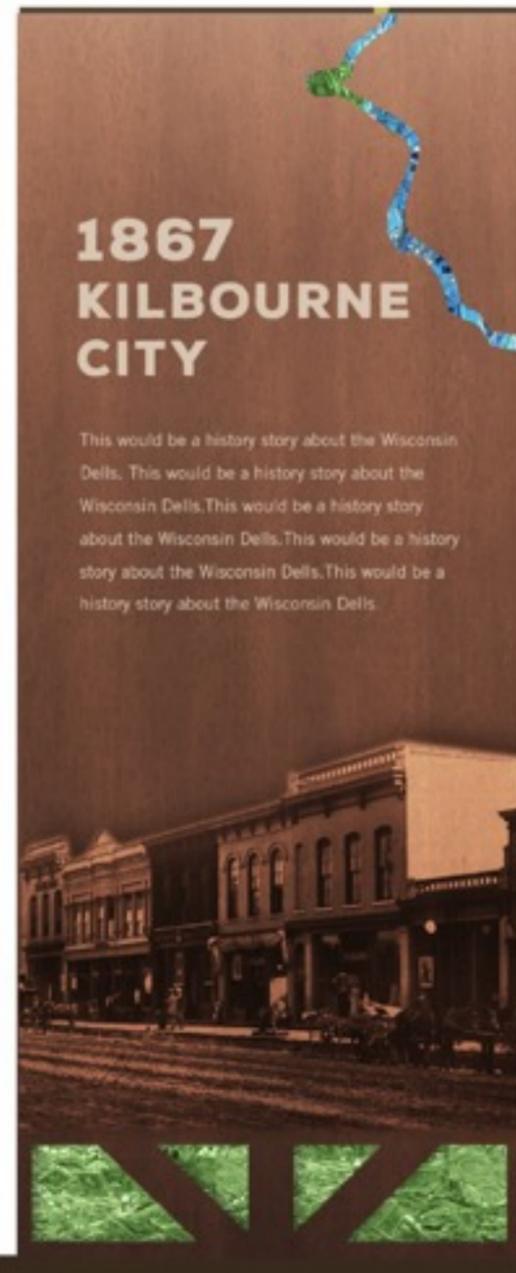
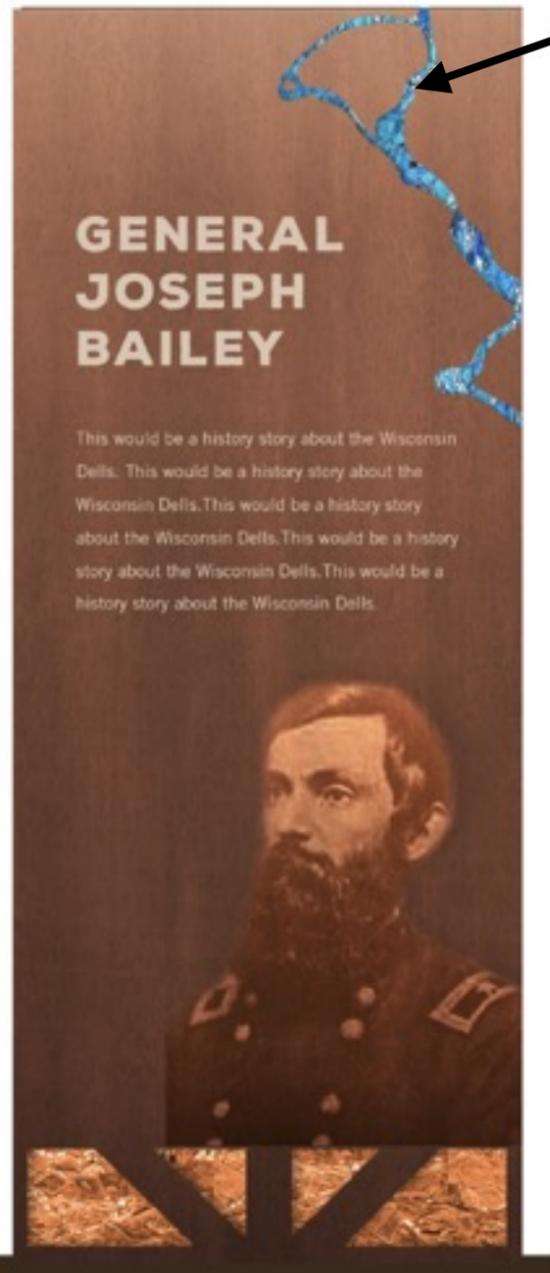






Riverwalk Storytelling

Aerial view of the river matches the pillar position on the Riverwalk





LEFT RIGHT
ALL ANIMALS
MUST BE KEPT
ON LEASH
AND MUST BE
CLEANED UP AFTER

RIVER WALK

CITY OF WISCONSIN DELLS

LEFT RIGHT

ALL ANIMALS

BY LEASE

GENERAL JOSEPH BAILEY

This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells.



RIVER WALK

CITY OF WISCONSIN DELLS

GENERAL JOSEPH BAILEY

This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells.





Connections

Brand Opportunities









Dells River Arts District

The central map shows the district layout with several key elements:

- 1867 KILBOURNE CITY:** A vertical panel with a small map of Wisconsin and text: "This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells. This would be a history story about the Wisconsin Dells." Below the text is an image of a historic building.
- Blue Stairs:** An image of blue stairs with large koi fish painted on them.
- Smartphone:** A hand holding a smartphone displaying the "Dells River Arts District" app interface with menu items: "Home", "Events", "Map", "History", "Buy Tickets".
- Wisconsin:** A large, semi-transparent map of the state of Wisconsin.
- Mosaic Fish:** A woman painting a colorful mosaic fish on a wall next to a colorful, patterned pillar.
- Street Blocks:** A series of colored blocks along a street: "Eddy", "100 Block", "Superior", "200 Block", "Oak", "300 Block", "Elm", "400 Block", "Cedar", "500 Block", "Church St", "600 Block", "Capital".
- Mug:** A hand holding a white mug with the "Dells River Arts District" logo.
- 200 Block Sign:** A blue sign with "200 BLOCK" and a scenic image of a river.
- Directory:** A signpost titled "DIRECTORY" with a map and icons for "Public Art", "Public Space", "Public Building", "Public Park", "Public Water", "Public Street", "Public Transit", "Public Utility", "Public Service", "Public Safety", "Public Health", "Public Education", "Public Recreation", "Public Transportation", "Public Infrastructure", "Public Services", "Public Amenities", "Public Facilities", "Public Works", "Public Utilities", "Public Safety", "Public Health", "Public Education", "Public Recreation", "Public Transportation", "Public Infrastructure", "Public Services", "Public Amenities", "Public Facilities", "Public Works", "Public Utilities".
- Street View:** A photograph of a street with a landscaped buffer and people sitting at an outdoor cafe.
- Manhole Cover:** A circular manhole cover with the "Dells River Arts District" logo and "USA" text.

ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN