



ITEM 2

BUILDING VIBRANT COMMUNITIES AND PROMOTING ECONOMIC DEVELOPMENT IN WISCONSIN

The livelihood of our communities is directly linked to quality services and infrastructure that support economic competitiveness. Wisconsin communities that mobilize people and resources inspire positive and substantive local development. The Wisconsin Economic Development Corporation's (WEDC's) **Community Development Investment Grant Program** helps transform communities by supporting local development that is as unique as the communities in Wisconsin.

HOW IT WORKS

The Community Development Investment Grant Program will support urban, small city and rural community re/development efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts.

ELIGIBILITY REQUIREMENTS

Grant recipients must demonstrate significant, measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

This grant opportunity would be available on a continual basis without specific application deadlines.

LEARN MORE ABOUT THE COMMUNITY DEVELOPMENT INVESTMENT GRANT PROGRAM

For more information about becoming eligible for the Community Development Investment Grant Program, contact a Wisconsin Economic Development Corporation (WEDC) Community Account Manager. Or call 855-INWIBIZ (toll free).

Identify the Community Account Manager by region at:
<http://inwisconsin.com/cams>

Jason Scott (Community Account Manager Team Leader)
Tel. (608) 210-6790
email: jason.scott@wedc.org

Marie Steenlage (Northwest)
Tel. (608) 210-6755
email: marie.steenlage@wedc.org

Naletta Burr (Northeast)
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Mark Tallman (Southwest)
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PROFESSIONAL SERVICES

More ideas. Better solutions.

Task Order

**To: City of Wisconsin Dells
Brian Landers
300 La Crosse Street
Wisconsin Dells, WI 53965**

Date of Issuance: 10/24/14

MSA Project No.: TBD

This task order will acknowledge that MSA Professional Services, Inc. (MSA) is authorized to begin work on the following project:

Project Name: Dells Downtown Revitalization – CDI Grant Application

The scope of the work authorized is: Coordination, preparation, and submission of a 2015 WEDC Community Development Investment Grant application on behalf of the City of Wisconsin Dells. Coordinate and meet with WEDC and City Stakeholders to identify fundable alternatives. Prepare and submit grant application. Perform post-submittal follow up correspondence with WEDC.

The schedule to perform the work is: approximate start: 10/29/14
Approximate completion: 1/1/2015

The lump sum fee for the work is: \$5,000

This authorization for the work described above shall serve as the Agreement between MSA and OWNER. All services shall be performed in accordance with the Master Professional Services Agreement currently in force. Any attachments or exhibits referenced in this Agreement are made part of this Agreement. Payment for these services will be on a lump sum basis.

Approval: MSA shall commence work on this project in accordance with your written authorization. This authorization is acknowledged by signature of the authorized representatives of the parties to this Agreement. A copy of this Agreement signed by the authorized representatives shall be returned for our files. If a signed copy of this Authorization is not received by MSA within seven days from the date of issuance, MSA may stop work on the project.

CITY OF WISCONSIN DELLS

MSA PROFESSIONAL SERVICES, INC.

Brian Landers
Mayor
Date: _____



John M. Langhans, P.E.
Team Leader
Date: 10/24/14

300 La Crosse Street
Wisconsin Dells, WI 53965
Phone: (608) 254-2012

1230 South Boulevard
Baraboo, Wisconsin 53913
Phone: (608) 355-8914
Fax: (608) 356-2770

MEMO

To: City of Wisconsin Dells – Public Works Committee Members
From: John M. Langhans, P.E.
Subject: Downtown Revitalization Efforts and Funding Pursuits
Date: December 4, 2014

Summary of Efforts to Date

- Exit 87 development planning, review, analysis, and meetings
- Attendance at Stakeholder and Planning Meetings
- Downtown aesthetic review, blade Sign and canopy review, development of preliminary alternatives, and preliminary recommendations/downtown standards
- Coordination with WisDOT regarding traffic study parameters and 200 block improvements
- 200 Block topographic survey and conceptual design

As noted above, MSA Professional Services has undertaken some preliminary planning efforts to assist the City of Wisconsin Dells with your exciting downtown revitalization efforts. After several planning meetings and stakeholder feedback, we have prepared some strategies and proposed engineering efforts to assist you in delivering a successful and sustainable downtown revitalization effort.

WEDC Community Development Investment (CDI) Program

The pursuit of funding sources is critical to the success of this project. The CDI program is well aligned with the projects/goals of the Brooks Report. The CDI grant program focuses on downtown revitalization efforts that promote economic development and leverage public/private partnerships. We have met with the WEDC Community representative to review and critique the eligibility of your downtown efforts in relation to the grant program criteria. The feedback that we received was that the project was very intriguing to WEDC and seemed to align well with the program goals. WEDC did advise that the project is best presented as a “global” effort to include 200 block improvements, public plaza, and public market.

This funding program can offer up to \$500,000 towards implementation efforts, although WEDC encourages requests that are slightly less than this amount as overall funding pot is limited to \$1.5 million per cycle. This is a very competitive program and there are no guarantees in regards to funding. However, it appears that a “global” approach with adequate private sector financial commitment would score well. Grant applications are due January 20, 2015. Coordination is

Offices in Illinois, Iowa, Minnesota, and Wisconsin

1230 South Boulevard, Baraboo, WI 53913

(608) 356-2771 (800) 362-4505

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December 4, 2014

necessary with any current feasibility studies being performed by others in regards to your comprehensive downtown efforts.

We have prepared a task order for your review for the preparation and submittal of a CDI grant application (see attached).

Downtown Traffic Analysis and 200 Block Sidewalk Expansions

We have prepared a draft scope of services and associated fees for the above mentioned work based upon feedback we received at past stakeholder planning meetings.

We understand that the sidewalk expansions within the 200 block are a critical catalyst to your downtown efforts and the City desires to fast track this as much as possible for completion by Memorial Day 2015. However, the City should consider overall traffic routing and potential long term traffic modifications to make sure that the 200 block improvements take into account the "long term" traffic circulation solution to avoid short circuiting your efforts or creating "re-work".

As a starting point, we see merit in proceeding with Phases 1, 2, and 3 as they are interrelated and overlap in several areas in regards to traffic flow and circulation. Additionally, the 200 block improvements must take into account the potential "ultimate" traffic circulation solution.

Phases 4 and 5 are also vital to your downtown and other economic development efforts, but could lag in schedule as compared to the above mentioned phases.

We are presenting this to the Committee for comments, feedback, and direction. We can draft a task order ASAP to address the phases you desire to proceed with.

We are flexible in regards to our scope and can address it as necessary to meet the City's needs.

See attached draft scope of services.

We have also prepared some preliminary drawings to conceptualize the proposed 200 Block Improvements and a preliminary cost estimate (see attached). We have discussed and shared these options with WisDOT. WisDOT is comfortable with the proposed traffic analysis and generally comfortable with the proposed sidewalk expansion. Their major concern will be traffic circulation, pedestrian safety, and left turn bay storage. That being said, this work is subject to a WisDOT permit and review which can sometimes cause schedule delays. Time is of the essence in regards to a decision on these efforts, to keep the 200 block sidewalk expansions on schedule.

We also understand that the City of Wisconsin Dells has considered the reconstruction of Oak Street from Broadway to Washington a high priority project. There is merit in considering this work as part of the 200 block efforts from a project continuity standpoint as we plan to "turn the

MEMO
December 4, 2014

corner” on Oak St to expand sidewalk in the High Rock area. Additionally, the City should take into consideration the “ultimate” traffic circulation plan for downtown prior to the reconstruction of Oak Street to avoid re-work.

Kindly review the attached task order for the CDI grant application, draft scope for the downtown traffic and 200 block improvements, and conceptual plans for the 200 block. Please feel free to contact me directly with any questions, comments, or concerns.

We look forward to meeting with you next week to discuss this further and look forward to continuing to help you meet your downtown and economic development goals.

Thank you.

Example of Decorative Bollards w/Chain:



200 BLOCK OF BROADWAY - WIDENED SIDEWALKS FOR DINING - OPTIONS SUMMARY

Pros

Cons

Open Mall Dining

- Diners can get food from any restaurant and sit anywhere

- Streetscape is free of "fences".

-Most flexibility for visitor.

- Visitors must order and "take out" food.

- People may just "sit" without purchasing anything from restaurants.

- Can/should employees take up tables/chairs?

- Who handles clean-up and general area maintenance.

Assigned Area Dining

- Visitors can be waited on.

- More of an upscale look and feel eating on real dinnerware, tablecloths, etc.

- Participating restaurants will likely need to add staff.

**City of Wisconsin Dells
Draft Scope of Services
For
Transportation/Traffic Engineering and 200 Block Sidewalk Expansions
Downtown and Exit 87 Areas
December 2, 2014**

Phase 1 – Data Collection**Estimated Fee: \$2,150**

1. Review, Summarize & Forecast available counts
 - a. Contact WisDOT regarding traffic cameras.
 - b. Research online count data.
 - c. Utilize counts from other studies as available.
 - d. Summarize available counts into useful forms
 - e. Submit to WisDOT for forecasting of future traffic volumes
2. Recommend additional counts
 - a. Likely summer counts only needed.
 - b. Low potential to need off-peak supplemental data at unsignalized intersections.

Phase 2 – Broadway 200 Block Intersection Analysis and Sidewalk Expansions**Estimated Fee: \$89,000**

1. Intersection counts at both River/Superior & Oak Streets
 - a. Discuss value of getting winter counts and factoring to summer or waiting for other locations for this Task only.
 - b. Consider additional counts at La Crosse, Eddy, and Elm (not included in Estimated Fee for this task)
2. Get traffic forecasts for scenarios as required by WisDOT (PM/SAT/Summer/etc.)
3. Define variables such as closures, developments, parking locations prior to completing analysis
 - a. Provide 3 alternatives to City, one of which is one-way pair of Elm and River Streets.
 - i. Complete preliminary review of circulation patterns, routing of traffic, emergency services, environmental, arch, or historical impacts, building acquisitions & potential property needs for feasibility as part of analysis
 - b. Develop Synchro Models of 3 options selected.
 - c. Briefly review feasibility of 2 lanes on Broadway based on intersection operations.
 - d. Need roadway widths including bike lanes for pedestrian timings. Consider Ped Scramble phase.
 - e. Analysis needs to consider options for long term solution (Task 4) so that this improvement fits with the long range solution and funds are not lost on the short term construction.
4. Complete Synchro report showing LT needs and write memo. Analysis will consider pedestrian timings.

5. Design Sidewalk Expansions and Streetscaping Improvements for the 200 Block to include sidewalk widening, streetscape features, wall/railing, and utilities. Develop Bidding Documents (plans and specifications). Develop standard details
6. Attend two (2) design review meetings.
7. Project Management, correspondence, and QA/QC.
8. Prepare and Submit WisDOT Work in ROW permit
9. WisDOT Coordination
10. Advertise and Publicly Bid the Project. Facilitate Public Bid Opening.
11. Recommend Award and attend one (1) Public Works Meeting.
12. Perform part-time construction observation and staking services for an estimated 340 hours over the anticipated construction schedule of Mid-March, 2014 to the 3rd week in May, 2014.
13. Perform construction administration services to include contract management, submittal review, quantity measurement, and pay application review.

Phase 3 – Downtown Circulation Plan and Traffic Analysis

Estimated Fee: \$56,750

1. Significant base traffic count data is needed to analyze different scenarios.
 - a. Complete supplemental or updated counts in summer 2015 at up to 6 locations
2. Extend analysis of 1-3 alternatives from 200 Block analysis to consider additional intersections and impacts. MSA review items like circulation patterns, routing of traffic, emergency services, environmental, arch, or historical impacts, building acquisitions & potential property needs for feasibility.
3. Vetting of ideas through Community officials and stakeholders to narrow focus to preferred alternative for completing traffic analysis. Determine options/variables to be tested in options to set the amount of analysis that is needed. Include concepts and feedback from parking study, market analysis, additional known future developments, closure of streets, Spur road closure impact, and Woodside impact as example potential variables to be tested. Some variables may require additional data collection to properly analyze impacts.
4. City to provide information on parcel ownership/availability.
5. MSA completes analysis assuming appropriate traffic data exists to determine traffic impacts of the variables on the preferred alternative. Up to 4 variables to be tested through Synchro, including rerouting of existing and new traffic volumes based on specific variables to be tested.
6. Analysis/study of enhanced pedestrian crossing between the river and La Crosse Street is included in the analysis, including warrants for a "HAWK" type crossing device.
7. Summary Memo and schematics of alternatives will be prepared through the process.
8. Results discussed and final alternative selected based on findings.
9. Engagement and coordination will be with selected community leaders as defined by the City and WisDOT staff as required by the project. Task 5 specifically includes time for up to 4 meetings with select community leaders at the City of Wisconsin Dells, as well as 2 meeting with WisDOT staff at the Southwest Region Madison office.

Phase 4 – Parking Study**Estimated Fee: \$14,000**

1. Review existing parking inventory and locations
 - a. Also review the loss of on street parking
2. Recommend improvements, acquisitions, or reconfigurations to facilitate better access to existing parking. This may also create a net gain or loss in parking.
3. Research parking technology to provide real-time data to travelers on the availability of parking in specific lots
 - a. Review existing City parking controls/equipment for compatibility
 - b. Include costs in research
4. Review ways to share parking data with travelers via the real time data
 - a. QR code, website, app
 - b. Advertise/include information in WDVCB magazine
 - c. Review/provide a basic framework of the information that should be available via website
 - i. Location of lots
 - ii. Availability of parking (color coded?)
 - iii. How to access lots with availability based on current location
 - d. Review wayfinding and naming of parking lots
 - i. Consider street names, letters, numbers
 - ii. Possibility to “sell” naming rights to parking or advertising banners on lighting in the lots?
 - iii. Need to make it “intuitive” for end users.
5. Summarize results of study in memo that provides recommendations and ideas for improvement of downtown off street parking utilization.

Phase 5 – Exit 87 Traffic Impact Analysis (TIA)**Estimated Fee: \$23,000 - \$27,000**

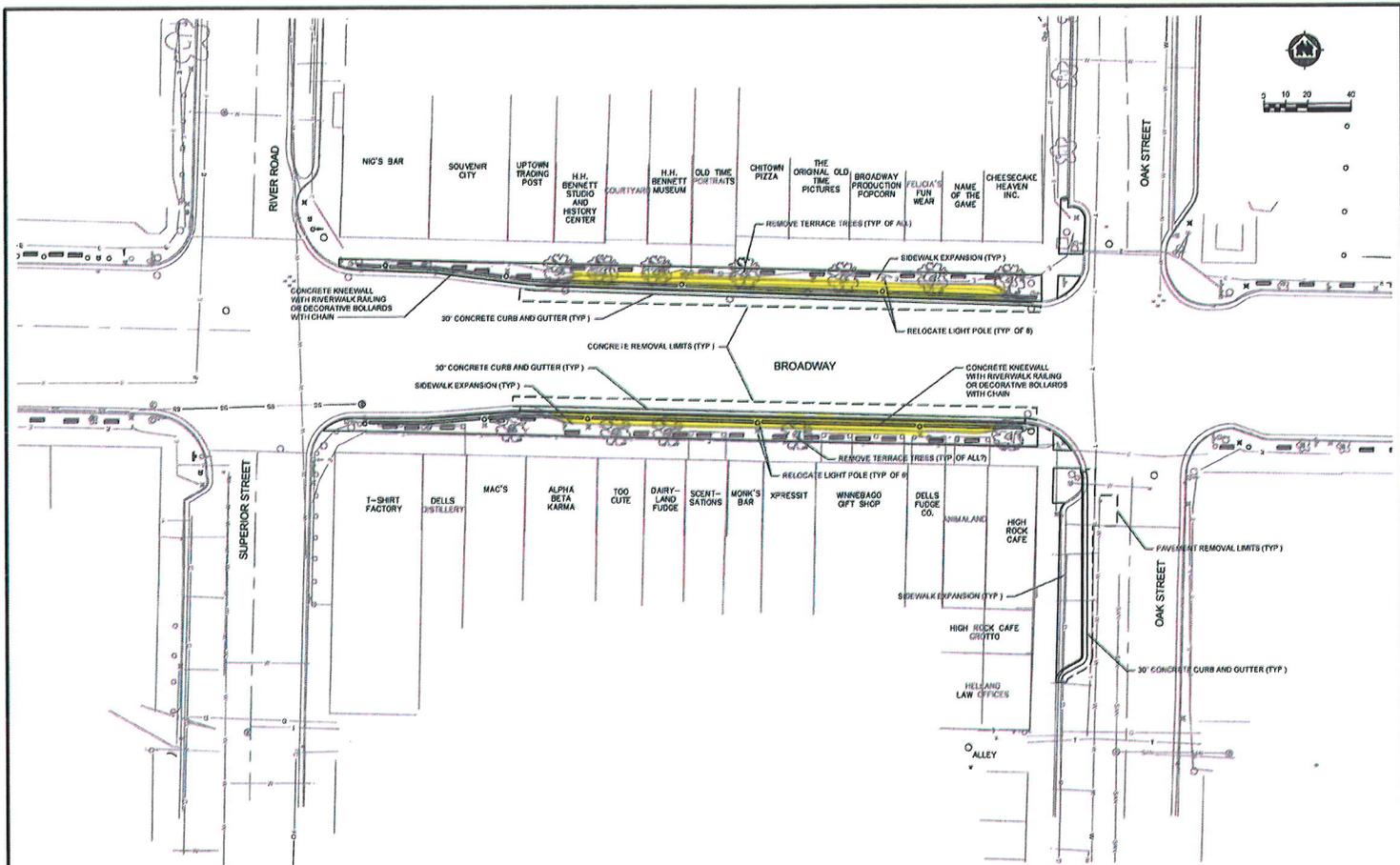
1. Complete TIA per WisDOT TIA guidelines
2. Utilize counts from Interstate and Parkway studies in analysis (no new counts)
 - a. Available counts will determine study periods.
 - b. Assume 2 different peak periods (Weekday & Saturday, both in Summer)
 - c. Evaluate Current and 20 year build conditions.
3. City to provide one set of assumed land uses for development properties
4. Review access locations & intersections
 - a. Trout Road & WIS 13
 - b. Interstate Ramp terminal options
 - c. Potential for access between Trout Road & Interstate
 - d. Access to Trout Road (max 2 locations)
5. Coordinate with I-90/94 and Parkway study teams on interchange ideas
6. At City’s request, analyze Dells Parkway plans/connectivity to CTH A from Trout Road (\$4,000)
7. Provide recommended roadway improvements

-- END --

City of Wisconsin Dells - Downtown Revitalization
200 Block Sidewalk Expansions
Remove Parallel Parking, Widen Sidewalks
Wrap at Intersections at River/Superior and Oak - Establish Outdoor Dining at High Rock

ITEM NO.	ITEM DESCRIPTION	ESTIMATED QUANTITY	UNITS	UNIT PRICE	TOTAL PRICE
1.	Mobilization and Insurance	1	LS	\$3,500.00	\$3,500.00
2.	Traffic Control	1	LS	\$5,000.00	\$5,000.00
3.	Curb Removal	600	LF	\$6.00	\$3,600.00
4.	Sawcut Pavement	600	LF	\$5.00	\$3,000.00
5.	Concrete Pavement Removal	3,700	SF	\$4.00	\$14,800.00
6.	Concrete Sidewalk Removal	8,400	SF	\$2.00	\$16,800.00
7.	New Curb and Gutter	600	LF	\$30.00	\$18,000.00
8.	New Sidewalk and Base	5,600	SF	\$5.00	\$28,000.00
9.	Decorative Concrete	3,800	SF	\$10.00	\$38,000.00
10.	24" Barrier Wall/Curb	460	LF	\$70.00	\$32,200.00
11.	Decorative Railing	460	LF	\$125.00	\$57,500.00
12.	Relocate Light Pole/New Base	8	EA	\$4,000.00	\$32,000.00
13.	Relocate Trees/Grates	11	EA	\$5,000.00	\$55,000.00

Subtotal = \$307,400.00
 15% Contingency = \$46,110.00
TOTAL = \$353,510.00
Budget Amount = \$400,000



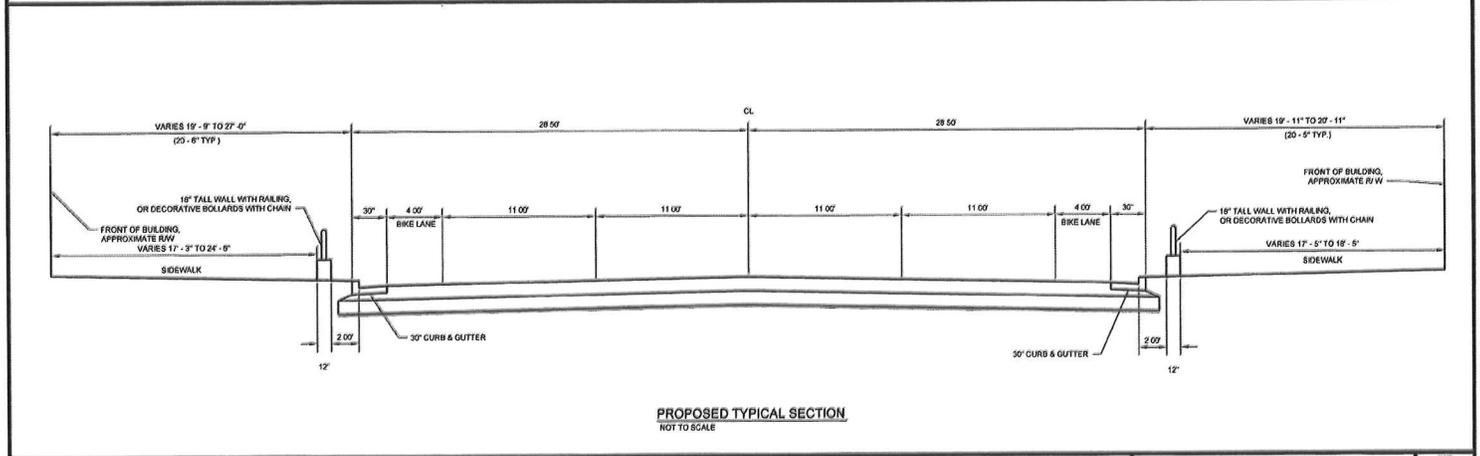
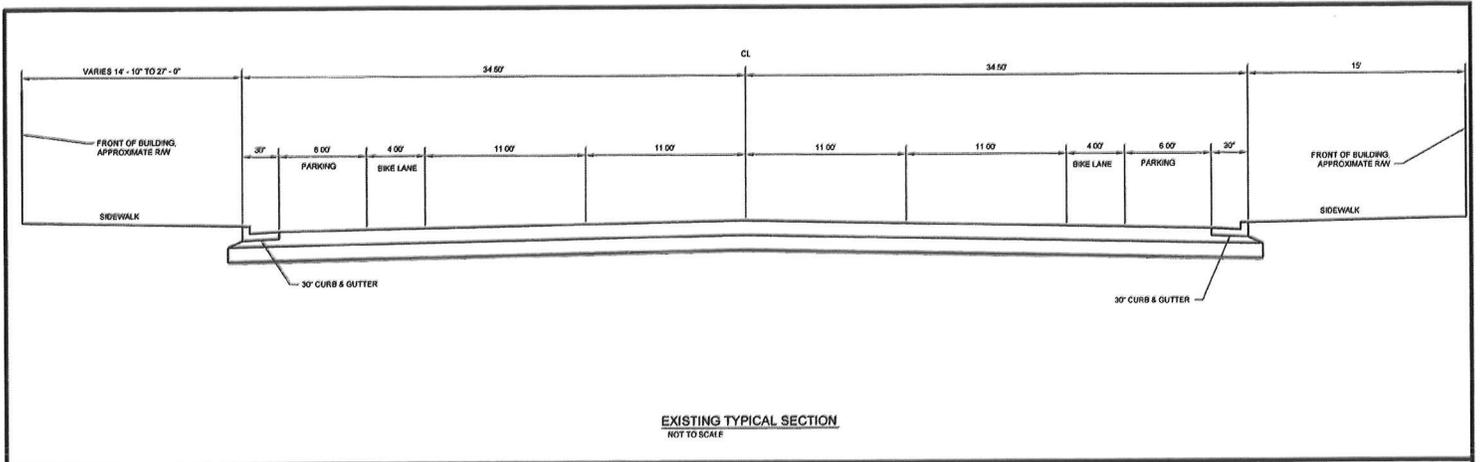
PROJECT NO.	DATE	SYMBOL	DESCRIPTION	BY	DATE	REVISION	NO.
13	06/07/07	000001	200 BLOCK IMPROVEMENTS	A	06/07/07		

MSA
 MISSOURI SURVEYING & MAPPING
 4308 South Parkway, Suite 100
 St. Louis, MO 63111
 Phone: 314.433.8800 Fax: 314.433.8801
 www.msa.com

200 BLOCK IMPROVEMENTS

200 BLOCK BROADWAY
 CITY OF MISSOURI DELLS
 COLUMBIA COUNTY, MO

00085014
 2



PROJECT NO. _____ PROJECT DATE _____ CHECKED BY _____	DESIGNED BY _____ DRAWN BY _____ DATE _____	 <small> TRANSPORTATION & ENVIRONMENTAL CONSULTING & ENGINEERING 200 Environmental Center Building, WI 53004 608.273.1800 • 608.485.3078 • Fax: 608.242.0064 Web Address: www.msa-gi.com </small>	TYPICAL SECTIONS	200 BLOCK BROADWAY CITY OF WISCONSIN DELLS COLUMBIA COUNTY, WI	FIG. NO. 00085044 SHEET 1
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