Village of Williams Bay

Central Business District Streetscape Plan

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August 2004

prepared by:

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ACKNOWLEDGEMENTS

Current Enhancement Committee Members (2004- present)
Jim D'Alessandro, Chairman
Bob Kleber
Karen Beckman
Gunnar Olsen
Josh LaCroix

Former Enhancement Committee Members (2003-2004)
Mike Goodman, Chairman
Virginia Hasek
Don Parker
Bruce Spangenberg
Gunnar Olsen

Village Board
Trustee Goodman
Trustee Grove
Trustee Haak
Trustee Hasek
Trustee Chroust
Trustee Roth
Village President Weyhrauch

Walk-Through Attendees
Joey Coleson, Details, Bay Center Building
Virginia Hasek, Overland Antiques
Chris Schulz, The White House Salon
Wendy Fleming, Fleming's Print Shop
Gordon Roth, citizen
Kathy Tanking, Mid America Bank
Liz Bednarczyk, Former Antique & Coffee Shop Building
Barry Ploog, Bay Center Building
Maggie Gage, citizen
George Kanelos, citizen
Bruno 'Rick' Pfenning, Skips, Business Association President
Linda Learn, citizen
Chris Schultz, Janesville Gazette
Dan Lassiter, Janesville Gazette
Tony Navilio, citizen

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1. INTRODUCTION

The Village of Williams Bay is distinguished by the historic proximity of Geneva Lake, Kishwauketoe Nature Preserve, Yerkes Observatory, and picturesque campgrounds and retreat areas. These features make Williams Bay an attractive community with extraordinary potential for development. In 1999 the Village adopted a Comprehensive Plan, one chapter of which presented recommendations for Central Business District (CBD) developments and enhancements. This Streetscape Plan has been prepared to guide the Village towards streetscape improvements that provide attractive settings for future developments as well as enhance and respect the existing characteristics unique to the area, consistent with the 1999 Comprehensive Plan.

In the fall of 2003 the Williams Bay Enhancement Committee met on several occasions to discuss the need for and ways to enhance the attractiveness of the Central Business District and the balance of the community. A representative of the Williams Bay Business Association participated in some of these meetings and encouraged the village government to invest in physical improvements to public rights-of-way and other properties as an incentive for increased customer visits and private investments. Based on a recommendation from the Enhancement Committee the Williams Bay Board of Trustees entered into an Agreement with Teska Associates, Inc. in December to prepare a Streetscape Plan for the Central Business District and to initiate an update of the adopted 1999 Comprehensive Plan.

This report summarizes Streetscape Plan recommendations and options from which the Village can select specific types of enhancements. The following enhancements are described in the report as ***examples, options and recommendations***. On the one hand, this plan is conceptual in nature. On the other hand, it is specific in nature, especially as it applies to recommendations that can be implemented as early as fall, 2004.

This report concludes the scope of work outlined in the December, 2003 Agreement.

View to Williams Bay Lakefront from Geneva Street

Kishwauketoe Nature Preserve

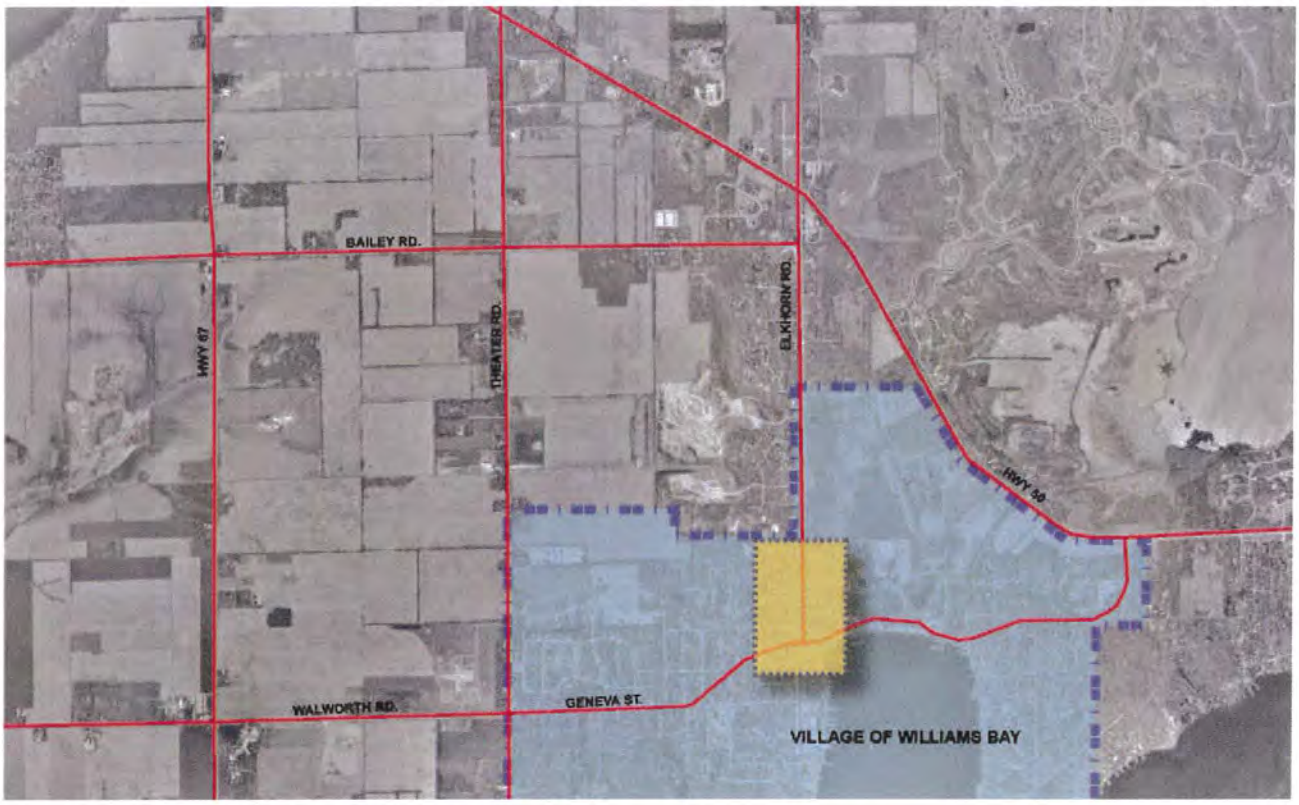
Yerkes Observatory

Conference Point Center

Streetscape Study Area

The Village of Williams Bay Central Business District Streetscape Plan is a vision for the downtown core of Williams Bay, which is generally located between Stark Street on the north and Elm Street on the south (*Map 1*). Additional areas located at the Village boundaries along east and west Geneva Street and along Elkhorn Road are considered as Gateways into the Central Business District (*Map 2*). The area consists of a diversity of uses, including restaurants, shops, services, and residences. The intent of this plan is to create an attractive pedestrian oriented environment that frames the public streets and creates a unified setting for existing and potential future uses.

Map 1 - Streetscape Study Area within the CBD



Map 2 - Streetscape Study Area within the Williams Bay Regional Area

Key Elements from Comprehensive Plan

The Streetscape Plan further promotes themes discussed in the 1999 Comprehensive Plan, which stated the following goals and objectives:

"**The overall goal is**:

A central business district developed primarily as a resident service center and visitor attraction consistent with desired character and image of the entire Village.

Five objectives that support that goal are:

- **Strengthen opportunities for local residents** – shopping, services, employment, and business development;
- **Strengthen economic vitality** – productivity, financial performance, and fiscal health;
- **Enhance sense of place** – an attractive and memorable visual image;
- **Encourage spirit of community** – that which brings people together to share positive experiences;
- **Create residential harmony** – appealing living environments within and/or adjacent to the business district."

Public Process and Community Input

Preparation of the Streetscape Plan involved a series of tasks which are listed below. All meetings that occurred within the context of this process were open to the public. The consultant thanks those attendees for their valuable input and enthusiasm.

- A project initiation meeting (12 January 2004) to review the planning, design and development concepts and principles for the CBD recommended in the Comprehensive Plan adopted by the Board of Trustees in 1999.
- A field reconnaissance of the central business district by the consultant team (12 February 2004).
- A "project walk-through" (03 March 2004) of the CBD conducted by the consultant for village officials, local business persons and property owners, and the general public.
- A meeting with "stakeholders" (03 March 2004) to review observations from the walk-through, discuss public inputs to the planning and design concept, and build a consensus for key principles and high priority improvements.
- Preparation of streetscape concepts, design options, and related costs.
- Two meetings with the Enhancement Committee (19 May 2004, 02 June 2004) and one meeting with the Board of Trustees (21 June 2004) to present and discuss consultant recommendations and public

Project Walk Through - 03 March 2004

Design Guidelines

During the public process, design guidelines were discussed. The following guidelines served as the framework for developing the streetscape plan.

- Increase connectivity throughout the downtown.
- Enhance the "sense of place" through streetscape design.
- Create a central place focus within the downtown.
- Enhance the downtown with greenery/ plant materials.
- Extend and/ or repair sidewalks within the downtown area.
- Include lighting in the streetscape plan for night time uses.
- Include wayfinding and signage in the streetscape plan to direct pedestrians and motorists throughout the downtown.

The design guidelines are described in further detail in Figures 1 - 3.

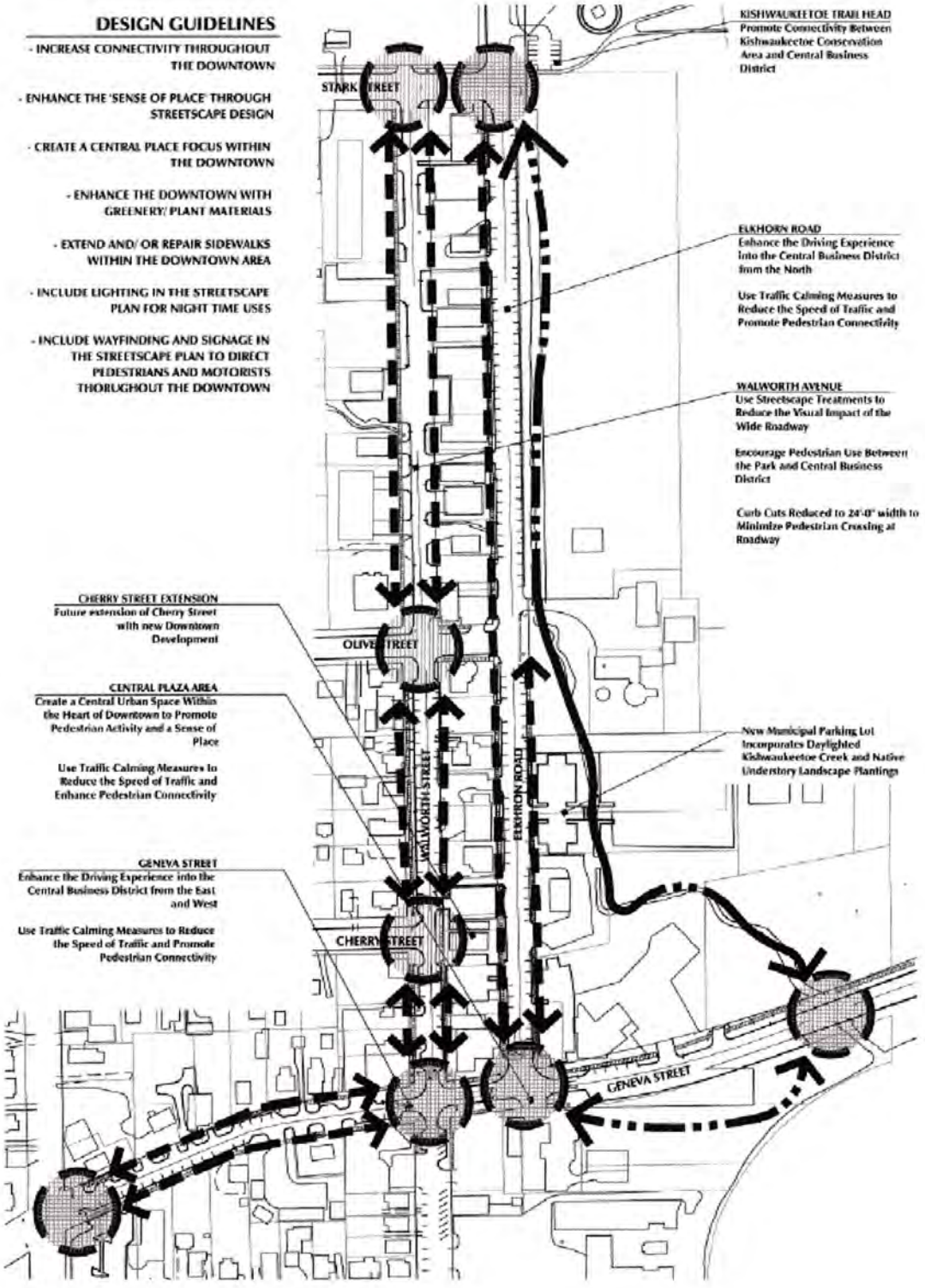


Figure 1 - Conceptual Streetscape Plan Design Goals

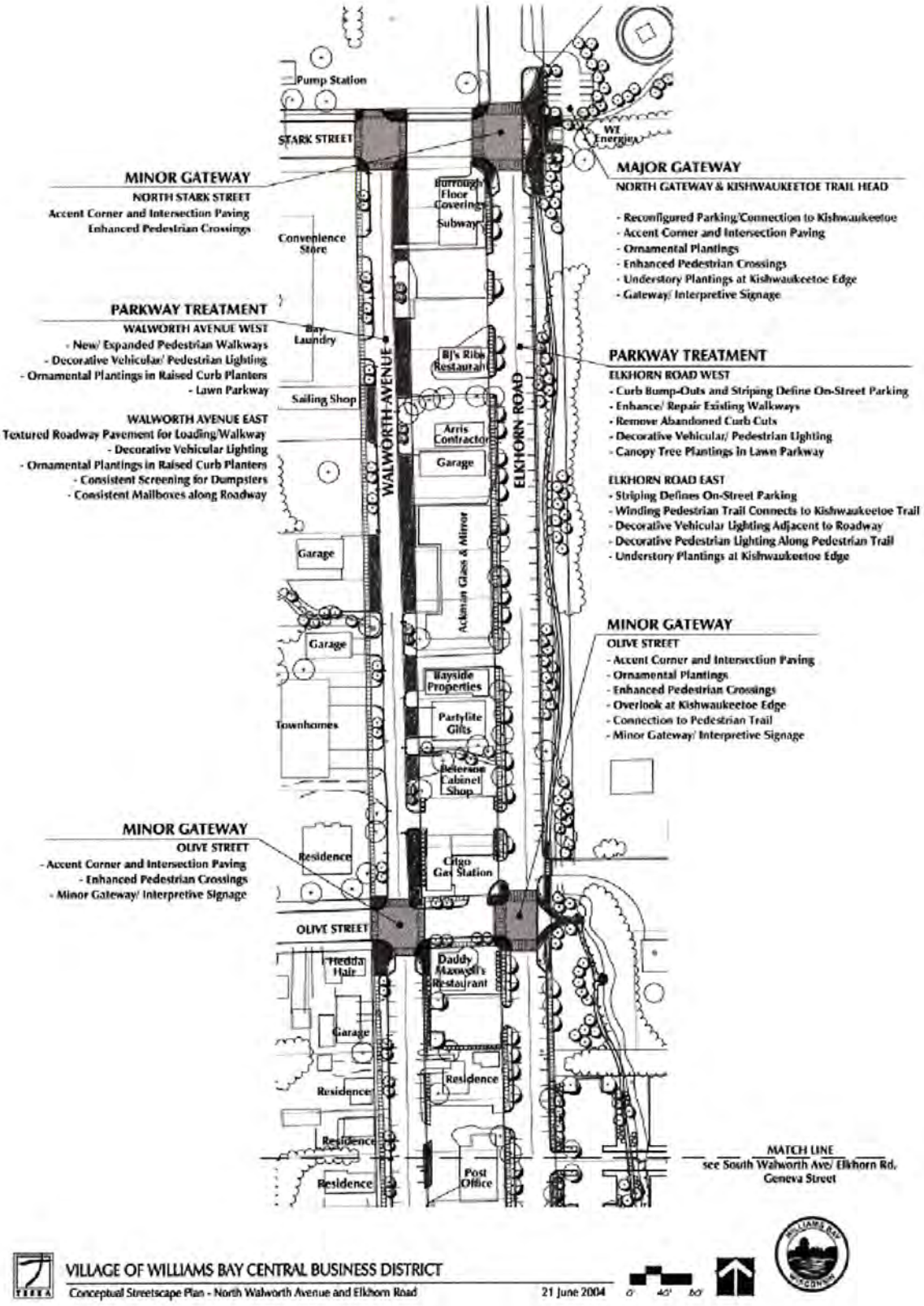


Figure 2 - Conceptual Streetscape Plan - North Walworth Avenue and Elkhorn Road

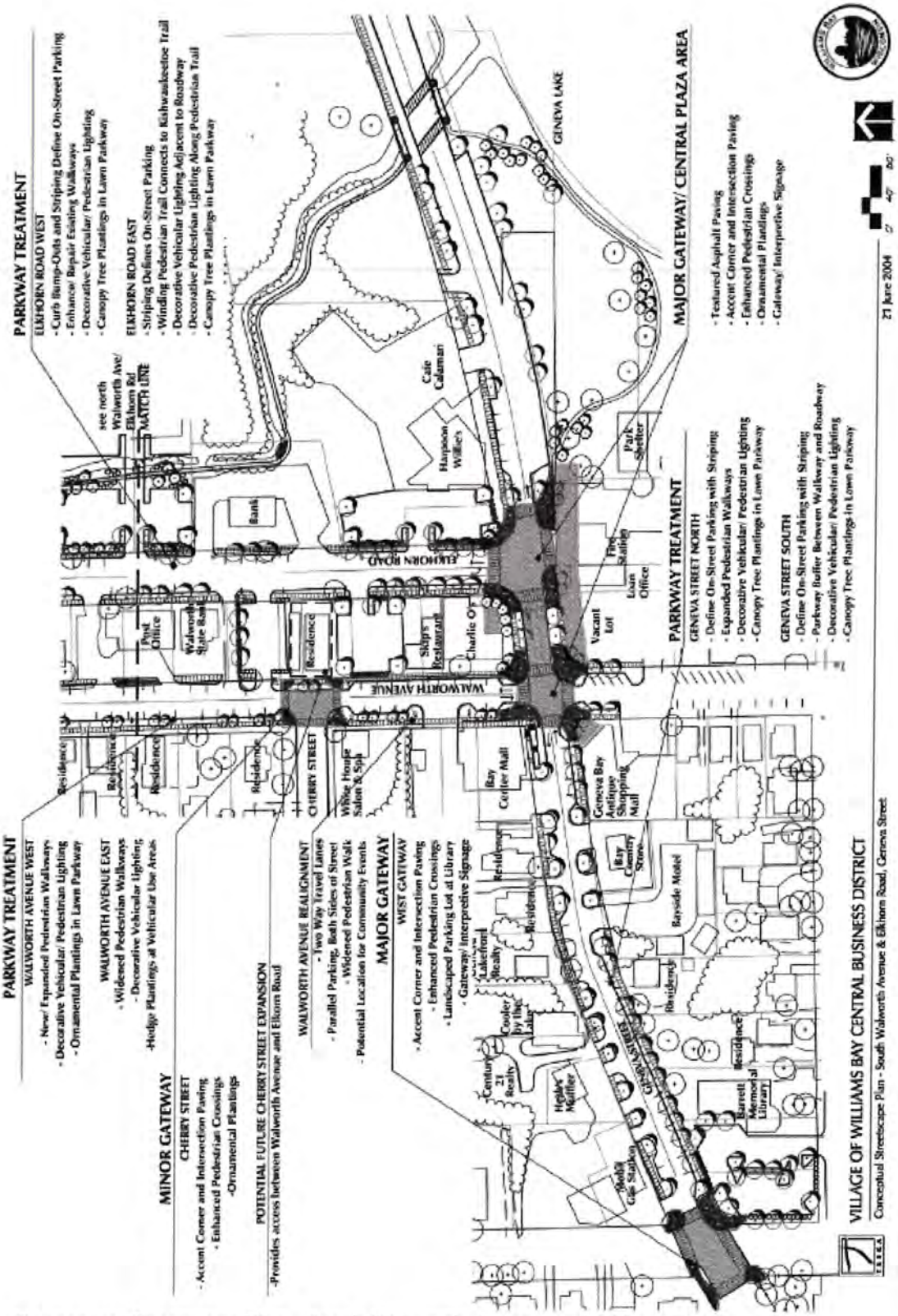


Figure 3 - Conceptual Streetscape Plan - South Walworth Avenue and Elkhorn Road

Approaches to the CBD

Surrounding roadway networks are opportunities to attract motorists into the Village of Williams Bay. They also establish a transition between the surrounding high-speed highways and slower pace of the CBD.

The eastern approach (*Figure 4*) is accented by a dramatic view to Geneva Lake to the south as well as the Kishwauketoe Nature Conservancy to the north. These picturesque views set the tone for the casual, naturalistic environment occupied by the Village of Williams Bay.

The approach from the north (*Figure 5*) is highlighted by the Kishwauketoe Nature Conservancy to the east, presenting yet another natural edge to the CBD. This entrance also provides long views to the south along Elkhorn Road, terminating at the Fire Station.

The western approach (*Figure 6*) is situated at a high point within the CBD, granting the motorist expansive views to the east along Geneva Street and into the Geneva Lake Basin.

Figure 4 - Approach from the East

Figure 5 - Approach from the North

Figure 6 - Approach from the West

View Along Geneva Street Looking West

View Along Elkhorn Road, Looking South

View Along Geneva Street, Looking East

Slowing the Traffic

Once motorists are within the limits of the Central Business District, they are encouraged to reduce their speeds and respect the slower pedestrian characteristics of the area. A variety of streetscape improvements work together to both calm the traffic flow and enhance the visual appeal of the streetscape.

Curb Bump-Outs

Curb Bump-Outs or Knuckles (*Figure 7*) slow traffic by creating the illusion that the street narrows at intersections. However, the travel lanes themselves are not affected. Rather, the Curb Bump-Outs occupy the lanes otherwise related to parallel parking. In addition to implying the reduction of roadway width to the motorist, Curb Bump-Outs also provide a shorter crossing distance for pedestrians, encouraging safe walkable travel within the downtown area.

Curb Bump-Outs are defined on the outer edge by concrete curb and gutter which transitions into the existing curb and gutter of the roadway. They contain decorative paving, ornamental plantings, site furnishings, and landscape bollards.

Landscape bollards and ornamental planters are sited within the area to provide a buffering area between pedestrians and vehicles. Where bollards are sited adjacent to intersections, they should be spaced at least 36" apart to satisfy compliance with ADA Standards.

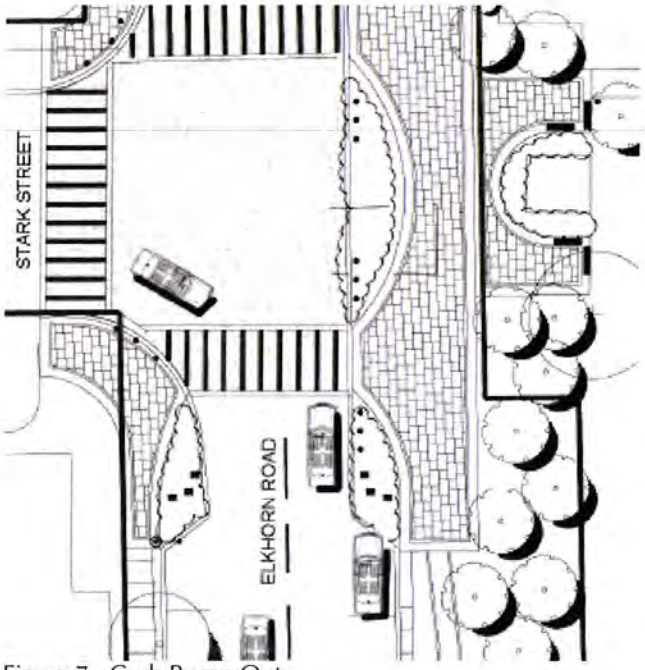


Figure 7 - Curb Bump Out

Examples of Landscaped Curb Bump Outs

Textured Pavement

Textured pavement surfacing (*Figure 8*) slows traffic by interrupting the smooth surface of the roadway with a textured surface. Textured pavement may be achieved with stamped asphalt or unit pavers. Both product types, when applied over a structural roadway base, are acceptable surfaces for truck and vehicle travel by roadway authorities.

In addition to interrupting the otherwise smooth texture of the roadway, textured pavement also provides a human-scaled surface that directs pedestrians safely across the road, encouraging safe pedestrian travel within the downtown area.

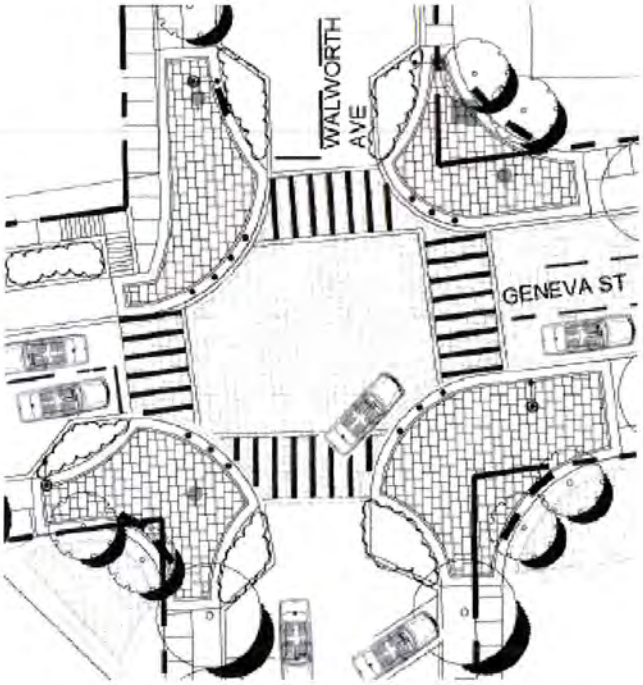


Figure 8 - Textured Pavement at Roadway Intersection

Examples of Textured Pavement Crossings

4. PEDESTRIAN CIRCULATION WITHIN THE CBD

Pedestrians are encouraged to walk within the CBD. The diversity of destinations within and surrounding the area, such as shops, Lions Field, the Lakefront and Kishwauketoe Nature Preserve, provide a variety of pleasant pedestrian experiences.

Pedestrian Circulation Routes

In addition to connecting the existing sidewalks that parallel the downtown roadways, additional pedestrian routes have been identified which provide the pedestrian with alternative routes to traverse the area (*Figure 9*).

- The Kishwauketoe Pathway follows the bubbling Kishwauketoe trout stream along the eastern edge of the CBD, connecting Lions Field with the Lakefront via picturesque pedestrian bridges.

- The new sidewalk located along the west side of Walworth Avenue connects Lions Field on the north with the heart of the CBD on the south.

- The new textured pavement surfacing located along the east side of Walworth Avenue connects Lions Field on the north with the heart of the CBD on the south. This pavement treatment reduces the implied large scale of the roadway through texturing and coloring the asphalt areas located along the wide loading areas.

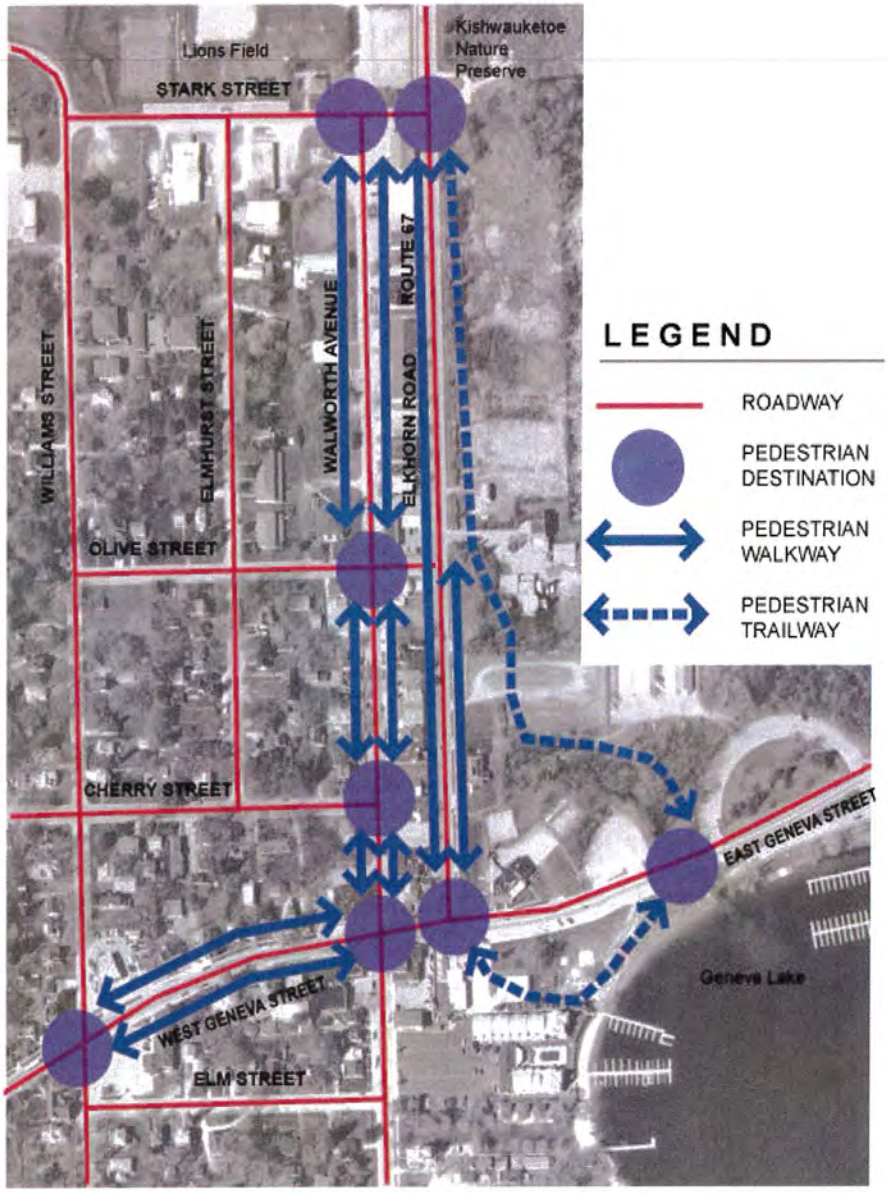


Figure 9 - Pedestrian Circulation Diagram

Intimate Plaza Spaces

To encourage pedestrian use and an active CBD, intimate people spaces (plazas) are strategically placed throughout the area. These spaces are generally located near active recreational and entertainment areas, such as the Kishwauketoe Nature Preserve (*Figures 10 - 11*) and outdoor cafes and restaurants (*Figure 12*).

For the purposes of the Streetscape Plan, these plaza spaces are located within the public rights-of-way. However, their design may be accommodated to extend into private landscapes as well. For instance, an outdoor dining area would greatly benefit from the proximity of an adjacent public plaza. Not only would the perceived outdoor space seem larger, but the public plaza would also provide additional attractive landscape buffering from the roadway.

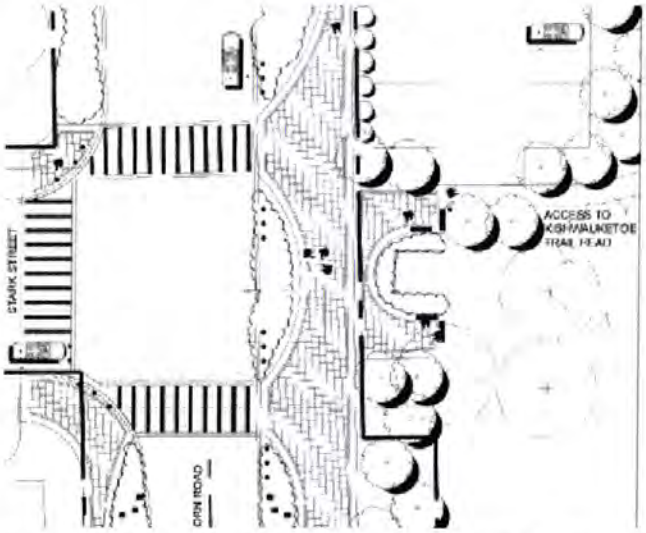


Figure 10 - Entry Plaza into Kiswauketoe at Stark Street

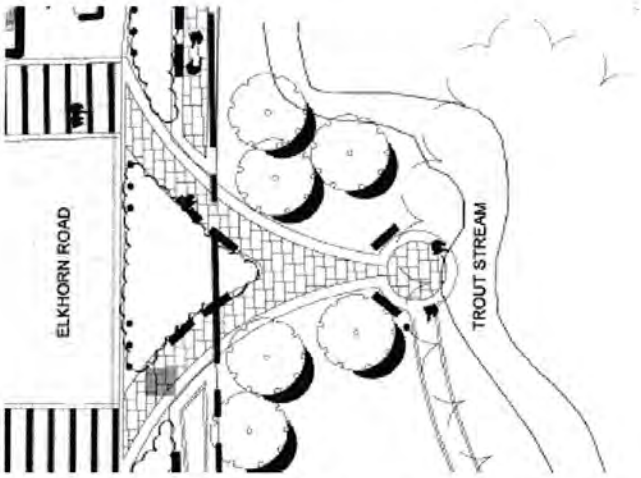


Figure 11 - Overlook Plaza into Trout Stream at Olive Street

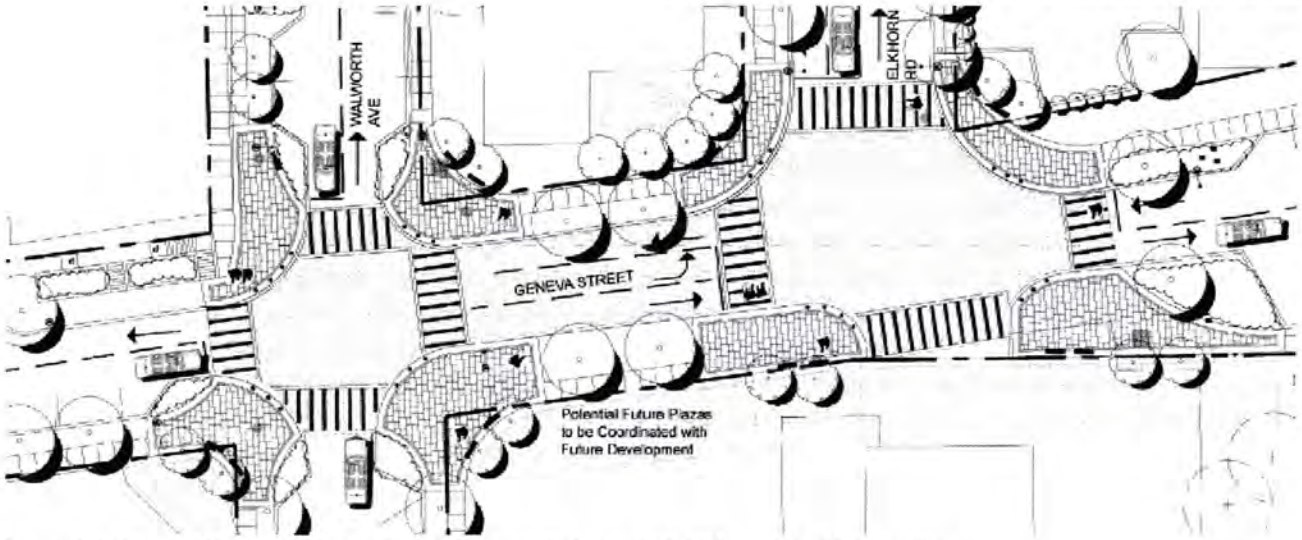


Figure 12 - Central Plaza at Geneva Street, Walworth Avenue, & Elkhorn Road Intersections

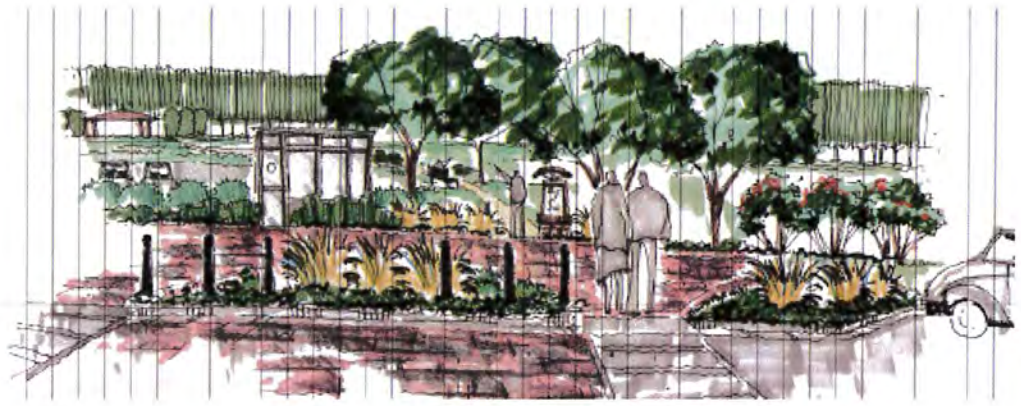


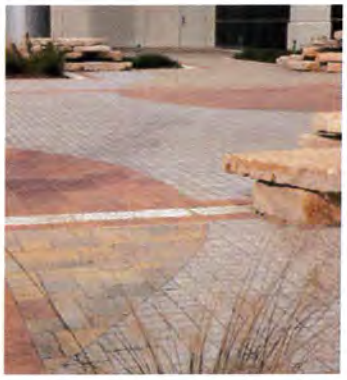
Figure 10a - View Looking east from Stark Street into Kishwauketoe Entry Plaza

Figure 11a - View Looking east into Trout Stream Overlook Plaza

Figure 12a - View Looking West to Future Development and Cafe Seating Areas Surrounding Central Plaza

Human Scaled Elements Within Public Plazas

The plaza spaces are defined by decorative paving and planting materials. Appropriately sited street furnishings, such as benches, trash receptacles, bollards and bike racks provide human-scale elements that encourage pedestrians to stop, rest and linger for a while. These elements work together to provide protective buffering from the adjacent roadways, encourage attractive views, and create outdoor rooms within the area.



Examples of Plazas which integrate Sculptural and Human Scaled Elements

Programmed Events

The CBD may also be further enhanced by scheduled outdoor events. The size and scale of Walworth Avenue between Cherry Street and Geneva Street may accommodate events such as art fairs, block parties, and sidewalk sales. This section of Walworth Avenue may be closed to vehicular traffic to accommodate community events and bring additional activity to the downtown area.

To accommodate daily pedestrian traffic in this area, the Streetscape Plan proposes that the diagonal on-street parking be replaced with parallel parking, thereby reducing the width of the road and widening the public sidewalk *(Figure 13)*.

Examples of Outdoor Community Events which may Take Place along Walworth Street
-Farmers Market
-Sidewalk Sale

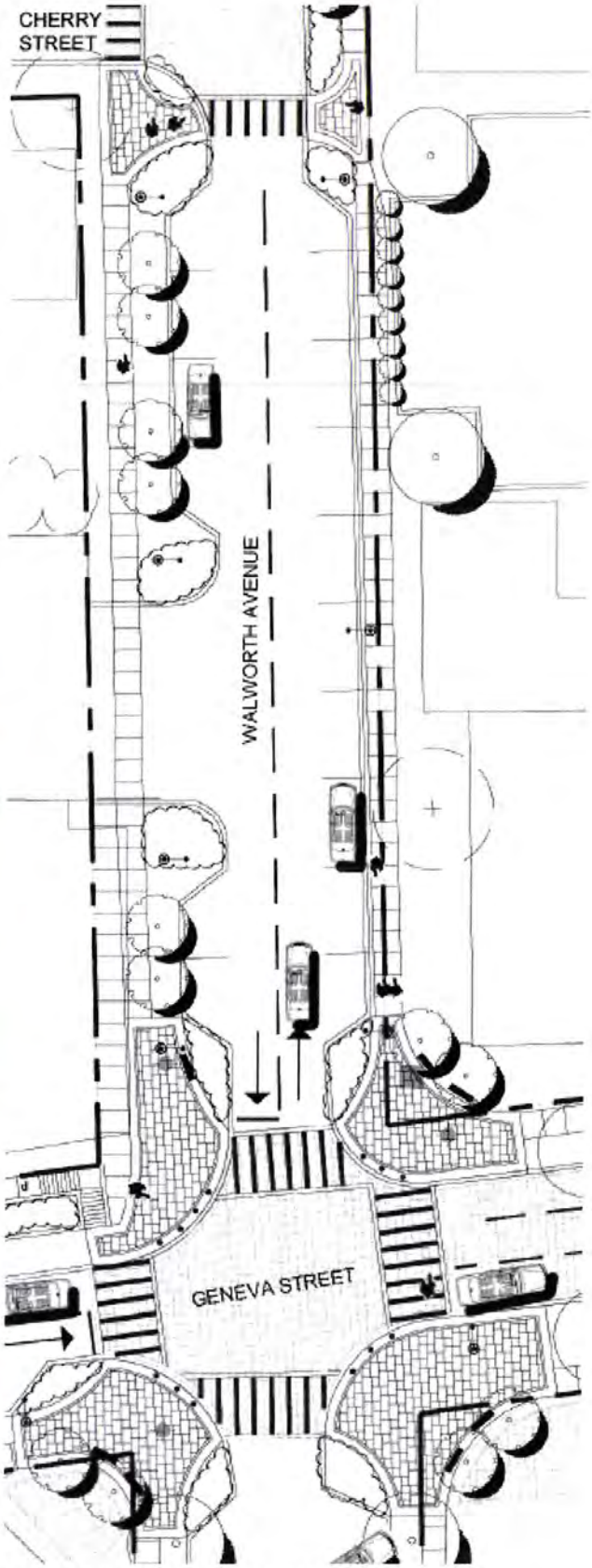


Figure 13 - Walworth Ave Events Space

5. STREETSCAPE ELEMENTS AND FEATURES

Elements and features that comprise the Streetscape Plan draw their inspiration from forms and materials that may be found in the nearby Kishwauketoe Nature Preserve and lakefront areas. The close proximity of the downtown area to these naturalistic areas is a strong asset to the Village. The Streetscape Plan seeks opportunities to encourage references to these unique areas through the use of naturalistic materials and forms.

Gateway and Wayfinding Signage

Gateway and Wayfinding Signage is the Village's first opportunity to greet visitors to Williams Bay. Visitors are attracted to the heart of Williams Bay from the surrounding regional highway system through a hierarchy of signs. Signage panels vary in size and proportion as required by their functions and audiences. However, the structures that support the signs are recommended to be constructed of stone bases or piers with limestone copings to reflect the native stone indigenous to the region.

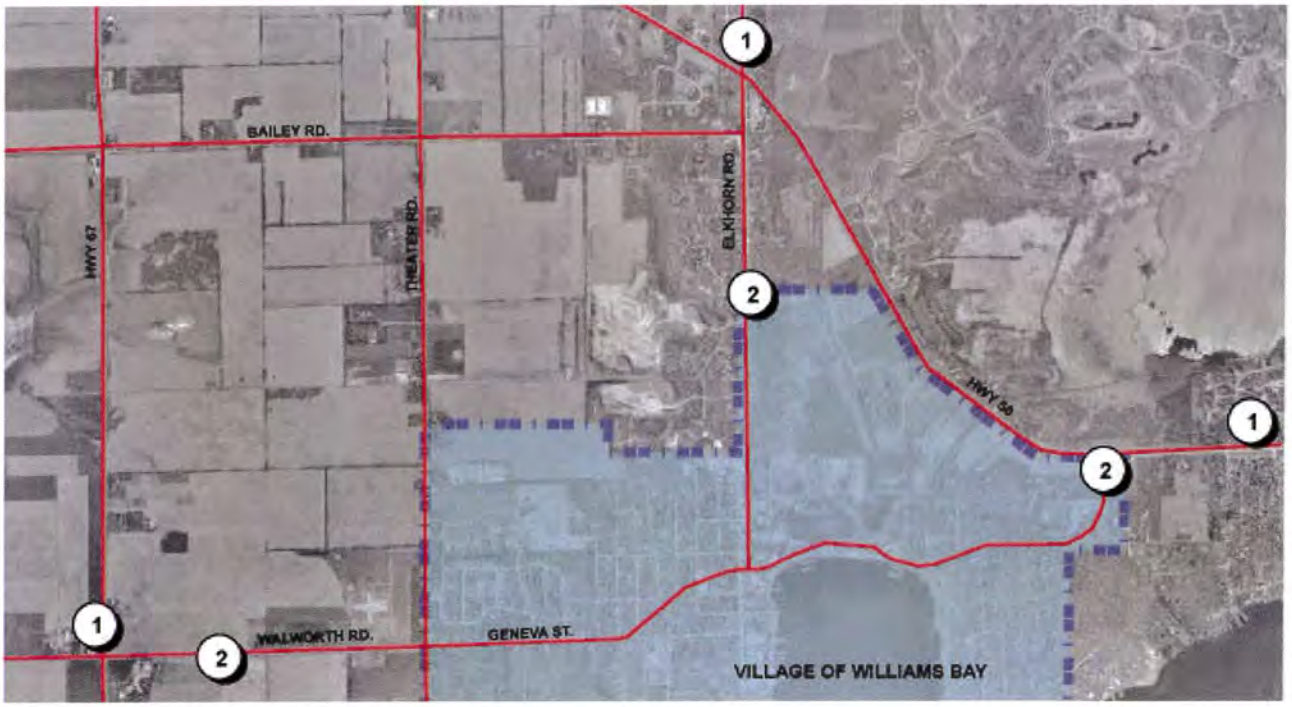


Figure 14 - Recommended Locations for Signage and Wayfinding Elements

The Signage Concepts (*Figures 14-15*) are intended to describe a hierarchical system of signage. These drawings are conceptual in nature. Next steps would be to refine the signage concepts, including finalized locations, detail dimensions, materials specifications, and planting plans.

Two primary highways serve Williams Bay: U.S. Route 50 and State Highway 67. These major travelways provide opportunities to attract motorists into Williams Bay. Clearly marked signage, consistent with Wisconsin D.O.T. standards, would establish Williams Bay as a key destination along the highways (*Sign Type #1*).

As the motorist continues along US. 50 and STH 67 towards the CBD, gateway and wayfinding signage elements further announce the approach towards Williams Bay and encourage the motorist to slow down and respect the CBD as a pedestrian-oriented destination.

- Located at the Village limits, the Village Gateway Sign (*Sign Type #2*) announces the arrival into Williams Bay. The sign incorporates recessed identification panels for individual community organizations to express themselves and their association with the Village.

- Located within the Central Business District, The CBD Gateway Sign (*Sign Type #3*) announces the arrival into the CBD itself. This sign may or may not be integrated with the Wayfinding Sign (*Sign Type #4*).

- Located at key intersections within the CBD, The Wayfinding Sign (*Sign Type #4*) directs visitors towards specific destinations such as the Village Hall, Lakefront, Public Library, and Kishwauketoe Nature Preserve.

- Located within the Lakefront Park Area, east of the Fire Station, the Community Information Sign (*Sign Type #5*) provides information to residents and visitors about upcoming community events.

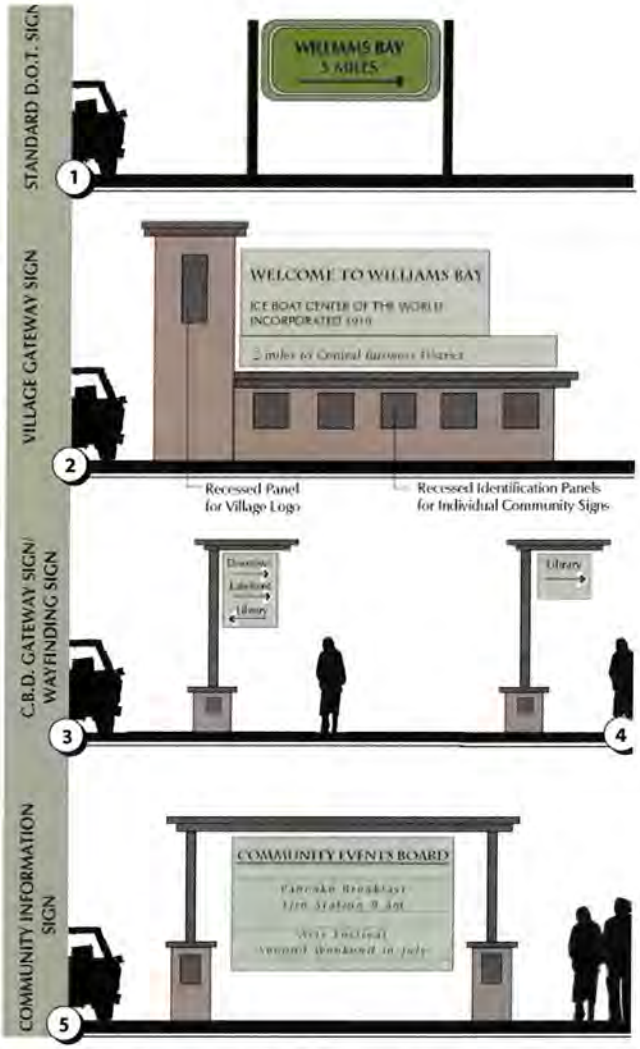


Figure 15 - Reommended Signage and Wayfinding Concepts

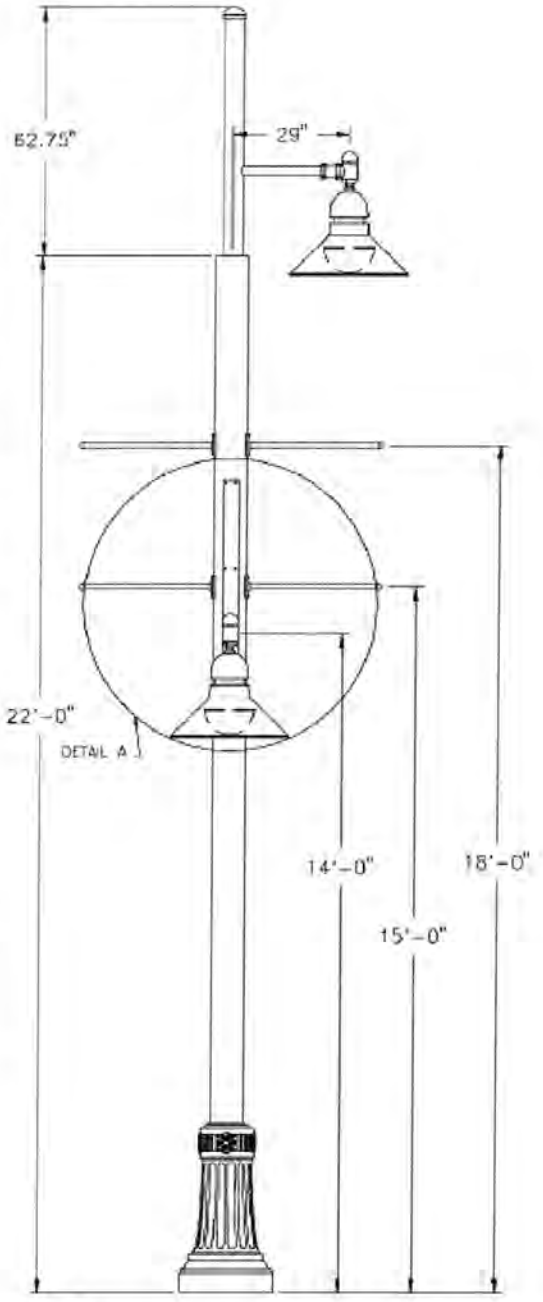
Lighting

Yerkes Observatory is a unique feature of the Village, which is historically supported by the dark night skies found in Williams Bay. As development occurs within the area, the Village is encouraged to enforce a lighting ordinance, which promotes lighting practices consistent with energy conservation, safety needs, and preservation of the natural night environment. The goals for lighting regulations in the CBD should be to use minimum light levels to reduce wasted light, glare, and trespass.

In keeping with preservation of the natural night sky, the Streetscape Plan recommends the use of Full Cutoff Fixtures. A luminaire is considered full cutoff when no light is directed at or above a horizontal plane. Thus, there will be little to no light at the angles that are usually associated with glare.

The streetscape plan recommends that lights mounted on poles be no taller that 24' ht. The light poles should be selected to accommodate any desired decorations, such as banner arm attachments and electrical access. Banner arm attachments should match the color of the light pole.

The recommended decorative light pole assembly includes a vehicular scale pole with pedestrian arm attachment and banner arms. The recommended fixture is a full cutoff luminaire to support preservation of the natural night sky. Final photometrics and dimensional layout of lights should be coordinated with the Village Engineer and product manufacturer.



PRODUCT: Vehicular scale light pole with pedestrian arm attachment and banner arms, Hallbrook Fixture with Yorkville decorative base, black metal finish
MANUFACTURER: Holophane Lighting
CONTACT: www.holophane.com

Banners and Decorations

Light poles may be constructed to accommodate banners and holiday decorations. It is strongly recommended that the color of banner arm attachments match the poles they are mounted on.

A seasonal display program would enliven the CBD. Seasonal displays may include the following:

- Themed banners mounted on light poles
- Holiday lights strung on tree canopies, tree trunks and light poles
- Seasonal planting displays in decorative planters

Banners and flags are available in a wide variety of forms and colors, and may be provided by numerous manufacturers. Options for banners and flags distributors are provided below.

Flags and wall mounted banners may be used at the exterior walls of civic buildings, such as the Fire Station, Village Hall and Library.

Pole mounted banners may be incorporated into light poles placed adjacent to the roadway.

PRODUCT: Canvas Flags and Banners
MANUFACTURER: Flagraphics
CONTACT: 800.323.9015, www.flagraphics.com

PRODUCT: Canvas Banners
MANUFACTURER: Downtown Graphics Network
CONTACT: 800.884.0855, www.dgninc.com

Vehicular Pavements

The roadway pavement should maintain its primary function of allowing safe travel for vehicles. Major roadway intersections, however, are also opportunities to modify the pavement surface with colors and textures, which encourage vehicular traffic to slow down and pedestrian traffic to safely cross.

Existing roadway intersections are enhanced with colored and textured stamped asphalt treatments. Pedestrian crossings are enhanced with additional textures and colors to further distinguish the pedestrian zone from the vehicular area.

Stamped and colored asphalt is a process by which the existing roadway surface is heated, colored and imprinted with a prefabricated form. A variety of textures and colors are available. It is recommended that the textured asphalt be coordinated with paving within the adjacent curb bump-outs.

PRODUCT: Textured Asphalt Paving
MANUFACTURER: Streetprint
CONTACT: 800.688.5652, www.streetprint.com

Pedestrian Pavements

Plaza spaces should celebrate the Lakefront and the Village's close relationship with water. Where appropriate, sculptures that integrate water as a primary feature should be integrated into plaza spaces. Similarly, pavements constructed of precast concrete pavers mounted on a sand base provide a place for runoff to filter through and drain back into the landscape.

Pedestrian pavements are generally located within Curb-Bump Outs and are useful in defining a safe pedestrian area adjacent to roadway crossings.

It is recommended that a common pattern and color theme be selected to unify the entire downtown area. Select photos depict the use of borders and fields in defining paving areas. This arrangement technique is preferred as it will clearly define the edge which separates the roadway from the pedestrian plaza.

PRODUCT: Concrete Paving Units
MANUFACTURER: Unilock
CONTACT: 630.892.9191, www.unilock.com

Site Furnishings

Benches and trash receptacles are recommended to be constructed of a combination of wood and metal materials. Metals provide the much needed durability in an active CBD setting. Wood provides both an element of comfort and reference to the forested areas and boardwalk systems found in Kishwauketoe Nature Preserve.

Benches and trash receptacles are generally located in pedestrian plaza areas. Benches shoud be oriented to make use of desirable views, such as towards the Lakefront, Lions Field, Kishwauketoe Nature Preserve, and trout stream. Benches should also be sited where they will have protection from adjacent roadways, such as adjacent to planter areas.

PRODUCT: Santana Bench with Ipe Wood Back and Black Metal Finish
MANUFACTURER: Creative Pipe, Inc.
CONTACT: 800.644.8467, www.creativepipe.com

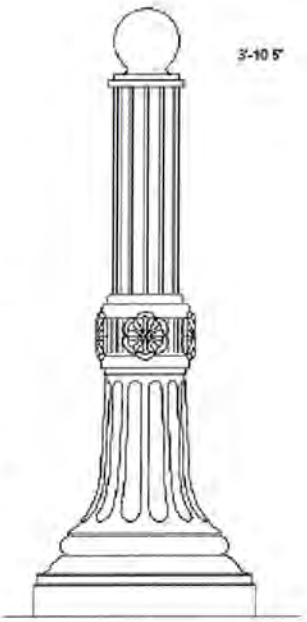
PRODUCT: Desperado Trash with Ipe Wood and Black Metal Finish
MANUFACTURER: Creative Pipe, Inc.
CONTACT: 800.644.8467, www.creativepipe.com

Bollards and Bike Racks

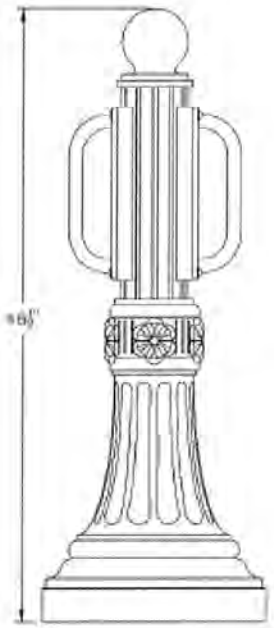
Where plaza spaces abut roadways, landscape bollards provide a layer of buffering between pedestrians and vehicles. Visually, landscape bollards are intended to match the decorative bases of light poles. Bike racks, constructed of bollards with welded pipe sections attached, provide places to store bicycles. Visually, the bike racks are intended to match the bollards and light pole bases.

Bollards are generally located within curb bump-outs to define the edge of the pedestrian zone. The bollards provide a buffer between pedestrians and vehicles. Where bollards are sited adjacent to intersections, they should be spaced at least 36" apart to satisfy compliance with ADA Standards.

Bike racks should be located within the CBD in areas where bicyclists can store their bikes and walk around the area. Bike racks may be located in the following areas: the Lakefront, central plaza area, Library, Lions Field, and Village Hall. It is important that final locations for bike racks be coordinated with nearby property owners and functions of the roadway to prevent conflicts.



PRODUCT: Yorkville Bollard, black metal finish
MANUFACTURER: Holophane Lighting
CONTACT: www.holophane.com



PRODUCT: Yorkville Custom Bike Rack, black metal finish
MANUFACTURER: Holophane Lighting
CONTACT: www.holophane.com

Plant Materials

Plant materials native to the region and generally found in naturalistic areas, such as Kishwauketoe Nature Preserve, are integrated into the streetscape. Shade trees planted in grassy parkways and ornamental grasses planted in plaza planters are selected for their native attributes as well as their salt and urban tolerance.

TREES IN LAWN PARKWAY AREAS
(Along Elkhorn Rd & Geneva Street, where overhead wires do not exist)

Fraxinus americana
American Ash

Tilia americana
American Linden

Acer saccharum
Sugar Maple

TREES IN LAWN PARKWAY AREAS
(Along Walworth Ave, where overhead wires exist)

Amelanchier laevis
Allegheny Serviceberry

Syringa reticulata
Japanese Tree Lilac

UNDERSTORY TREES AT KISHWAUKEETOE EDGE
(Along west side of Elkhorn Rd, beneath existing canopy trees)

Rhus glabra
Smooth Sumac

Crataegus crusgalli
Cockspur Hawthorn

ORNAMENTAL GRASSES AT CURB BUMP-OUT PLANTERS
(Within plaza areas and curb bump-outs at roadway intersections)

Andropogon scoparius
Little Bluestem

Miscanthus sinensis
Maiden Grass

Calamagrostis x acutiflora
Feather Reed Grass

Maintenance Considerations

As the Village moves forward with ordering and installing the streetscape materials shown in the plans, it is recommended that coordination occur between the Village and Public Works Department.

The streetscape elements shown in this Streetscape Plan are recommendations which may be adjusted to accommodate both Village needs and public works practices. For instance, trash receptacles may be modified to allow for top loaded or side loaded access. Coordination between Village departments will ensure that the installed streetscape elements are both attractive and useful additions to the CBD.

6. STREETSCAPE IMPLEMENTATION

While the Streetscape Plan has been designed as a cohesive whole, it is also based in the realism that it be constructed over a period of time as Village funding and other priorities dictate. The Phasing Plan (*Figure 16*) organizes the Streetscape Plan into smaller projects that may be constructed in parts.

Estimated costs by phase and type of improvement are contained in the Appendix. The purpose of these cost estimates is not to establish a total municipal budget for streetscaping, but rather to guide decision-making from phase to phase and to assist decision-makers in selecting various types of improvements and products. Some streetscape improvements are costly, but may have an enduring lifespan and a major positive influence on the public image of Williams Bay or on the safety and convenience of visitors to the central business district. Many are rightly considered as practical incentives for larger scale private investments in real estate development and new business start-ups. It is also essential to recognize that the seven phases of streetscape concept plan may be implemented over a decade or longer period of time, consistent with the community's commitment to the pursuit of various revenue sources and a multi-year budgeting process.

Successful streetscape projects require evidence of continuous commitment and tangible/visible progress. However, at times this can be accomplished at modest cost. For example, Phase 1 parkway tree plantings may be funded in the immediate future from the existing 2004 and 2005 fiscal year municipal budgets. Larger financial commitments may be made in future years, possibly with the issuance of municipal bonds. In addition, non-municipal sources should be aggressively pursued. For example, the village may be well advised to submit a grant application to the Wisconsin Department of Transportation for improvements along STH 67 under the TEA-21 Enhancements Program. With support from the Williams Bay Business Association, the municipality may also consider the creation of a Business Improvement District, a special taxing district permitted by state statutes for the financing of physical and other improvements within legally established districts. Even absent such a significant step, the Williams Bay Business Association may make a strategic, although lesser, financial commitment to selected projects. Furthermore, other local non-profit organizations may provide funding, e.g. the Lions Club, garden and arts clubs, Friends of the Kishwauketoe, etc. It is also possible, even to be expected, that those interested in real estate development in the business district implement recommended streetscape improvements in front of or even on the site of their new projects. The key is that all reasonable funding sources be considered, utilized and coordinated in accordance with a common vision and a systemmatic program.

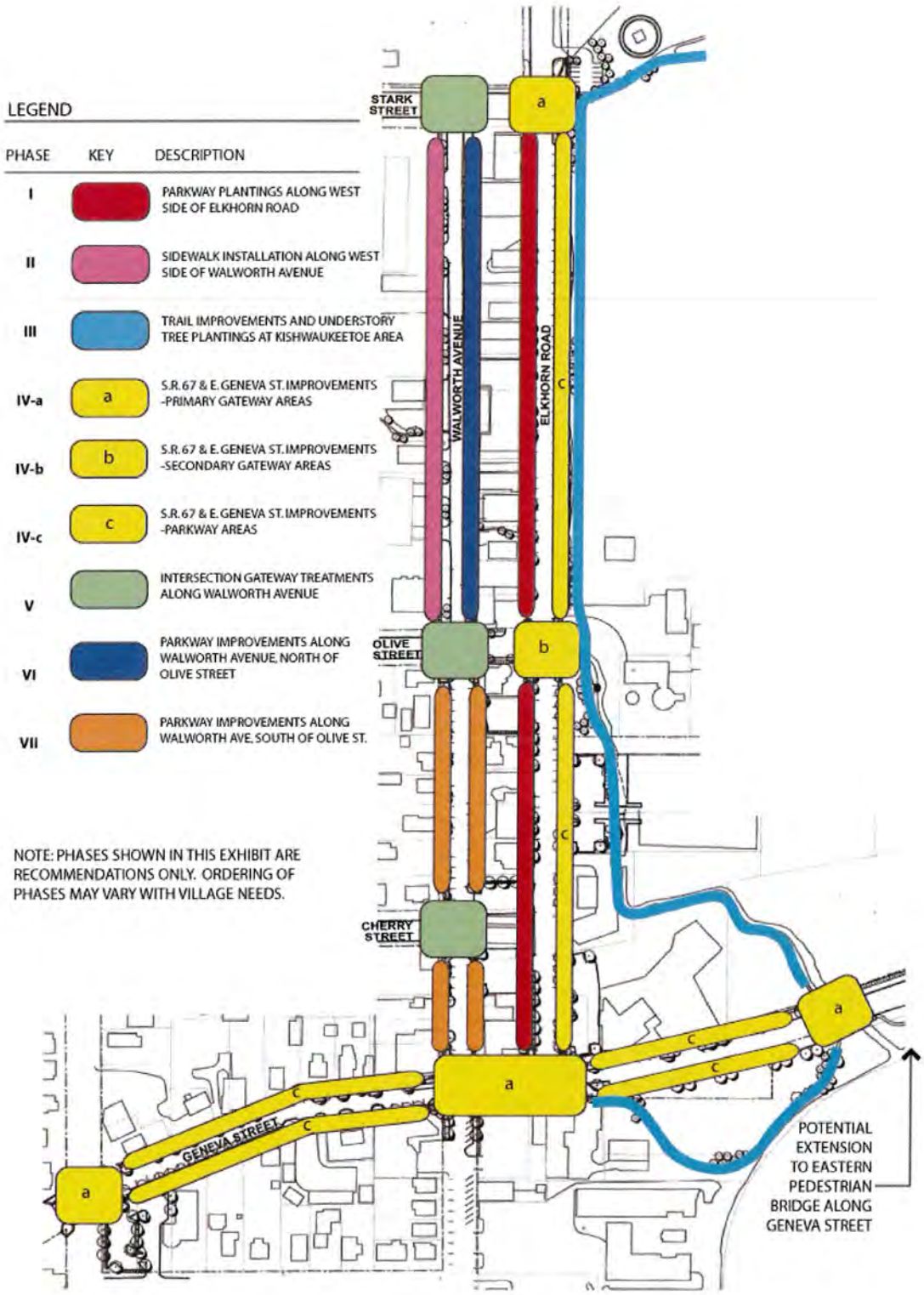


Figure 16 - Recommended Phasing Plan

7. CONCLUSION

Summary

The future of the Williams Bay CBD can be bright if both the public and the private sectors work together as partners to enhance the area through aesthetic improvements to the public domain, private investments in attractive new businesses and real estate development, and joint marketing – all of these being consistent with the community vision expressed in the 1999 Comprehensive Plan.

Next Steps

The critical next steps in this process are:

- To initiate the recommended street tree program with the installation of as many street trees as possible in the Fall of 2004, to be funded from the Village's current annual budget.
- To formulate a 2005 implementation program for high priority improvements, including selection of desired design options, in order to introduce a funding package in time to become a part of the fiscal 2005-2006 annual budget for the Village.
- To encourage private businesses and property owners to make additional investments coordinated with the Village's streetscape program.
- To formulate a multi-year municipal enhancement and funding program to implement the overall streetscape and CBD revitalization program with assistance from the Williams Bay Business Association.
- To prepare and submit grant applications to appropriate governmental and non-governmental organizations for supplemental funding.

8. APPENDIX

The following appendices contain plans, exhibits and costs as presented during the public process.

Project Walk Through/ Stakeholder Involvement and Consensus Building Exercise Meeting Notes

Conceptual Streetscape Plans

- Design Goals
- Gateway Enlargement Areas
- North Walworth Avenue and Elkhorn Road
- South Walworth Avenue and Elkhorn Road

Materials Boards

- Gateways and Signage Examples
- Lighting Examples
- Site Furnishings Examples
- Pavers Examples
- Nature Trail Examples
- Plantings Examples
- Plaza Spaces Examples

Preliminary Phasing Plan

Streetscape Construction Cost Estimate

TESKA

Community Planning ■ Site Design ■ Development Economics ■ Landscape Architecture

Williams Bay – Central Business District Streetscape Plan
Phase I – Streetscape Design Plan
Task 1.4 – Project Walk Through
Task 1.5 – Stakeholder Involvement and Consensus Building Exercise
03 March 2004

Design Guidelines

1. Increase connectivity throughout the downtown
2. Enhance the 'sense of place' through streetscape design
3. Create a central place focus within the downtown
4. Enhance the downtown with greenery/ plant materials
5. Extend and/ or repair sidewalks within the downtown area
6. Include lighting in the streetscape plan for night time uses
7. Include wayfinding and signage in the streetscape plan to direct pedestrians and motorists throughout the downtown.

Listening Session Notes

- Promote the natural beauty of Williams Bay
- Encourage the use of the Kishwaukeetoe Nature Conservancy
- Establish cohesion to pedestrian walkways
- Relocate truck traffic outside of the central business district
- Screen/ enhance existing parking areas with landscape
- Incorporate mobile planters/ trees into the CBD
- Provide trained caretakers of installed streetscapes
- Highway 67 currently acts as a barrier which divides the CBD – reunite the downtown with streetscape
- Improve the unattractive appearance of overhead utility wires
- Encourage upkeep and renovation of downtown properties
- Make an attraction of the Kishwaukeetoe Creek
- Incorporate tree plantings in downtown
- Provide a consistent lighting theme in downtown
- Integrate brick paved walkways in downtown
- Consider Elkhorn and Delavan streetscapes as good examples of streetscape design
- Provide public art that is context sensitive – no 'plop' art
- Provide quality walkways
- Encourage architectural style which is indigenous to Williams Bay
- Encourage a downtown atmosphere which is not congested
- Encourage convenient uses in downtown
- Provide period light fixtures
- Provide pedestrian access along the west side of Walworth Avenue, from Kishwaukeetoe to Water plant (pedestrian access to fieldhouse)
- Screen unsightly dumpsters along Walworth (roll-in enclosures are not compatible with forklift haulers)
- Provide sidewalk at west side of Walworth

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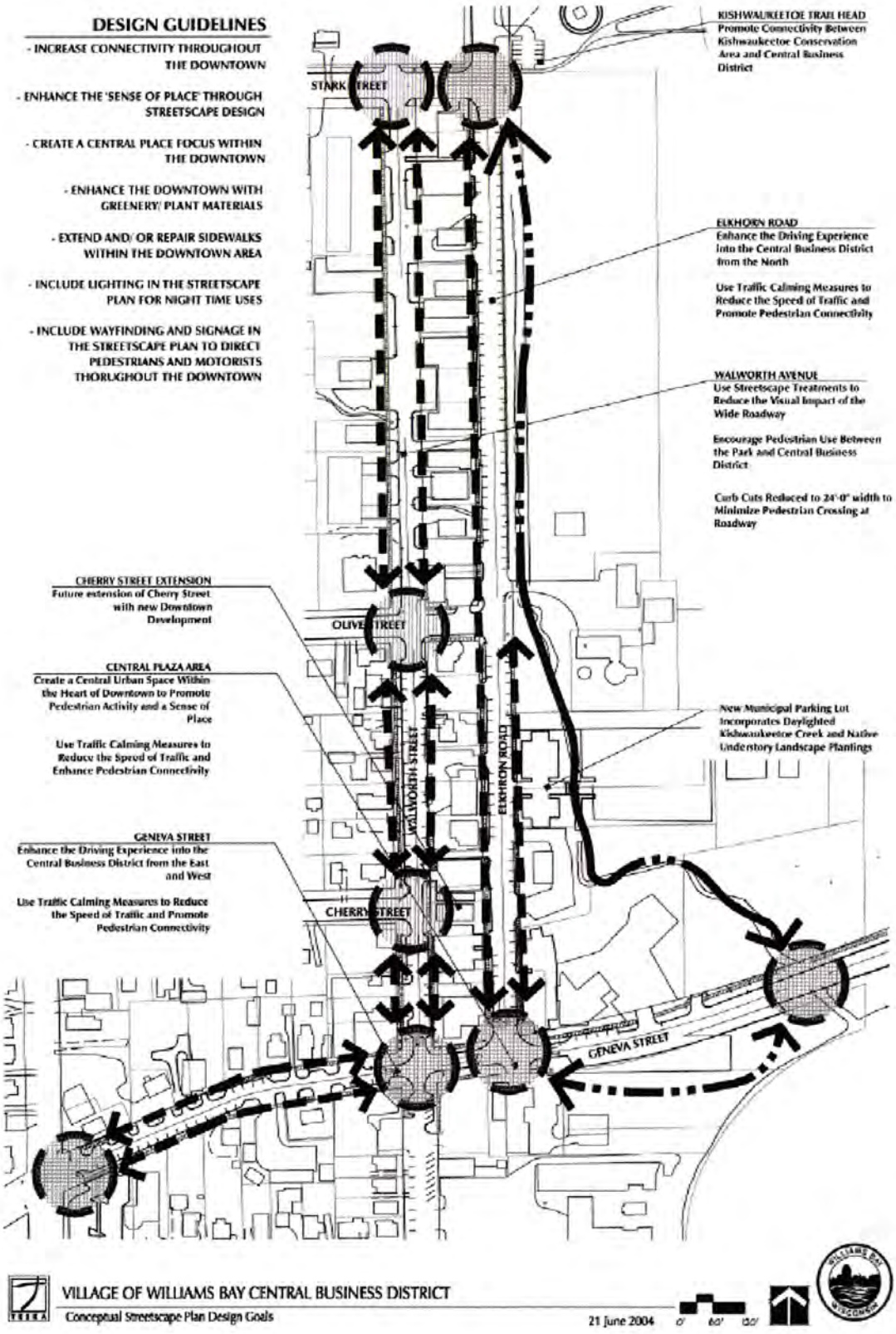
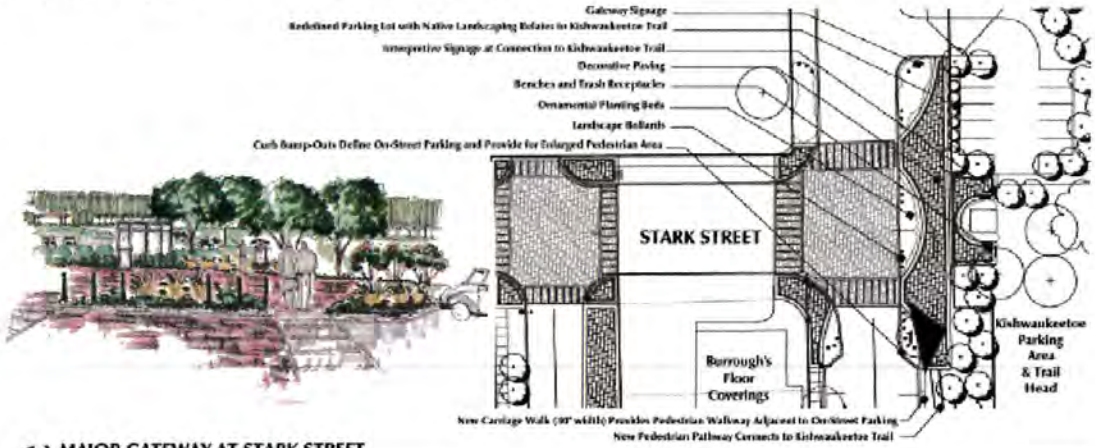
627 Grove Street Evanston, Illinois 60201-4474 fax 847.869.2059 voice 847.869.2015 www.TeskaAssociates.com

- Relocate non-transmission lines of overhead wires
- Consider the character of the CBD as residential in nature with some businesses
- Slow truck traffic with 'no braking with engines' rule
- Provide pedestrian crossing at 67 to Kishwaukeetoe from Daddy Maxwell's
- Encourage service oriented business to remain along Walworth
- Encourage small town retail businesses and small-town identity
- Establish 'adopt-a-block' programs to clean up the CBD
- Include library parking lot in streetscape scope – west gateway into CBD
- Plant palette for CBD should be inspired from the Kishwaukeetoe Conservancy (ornamental grasses)
- Provide 'communication' program, which includes kiosks, signage, time & temp, etc.
- Recommended community signage location: east side of fire station
- Provide phasing of streetscape construction
- Encourage visitors/ tourists to use CBD

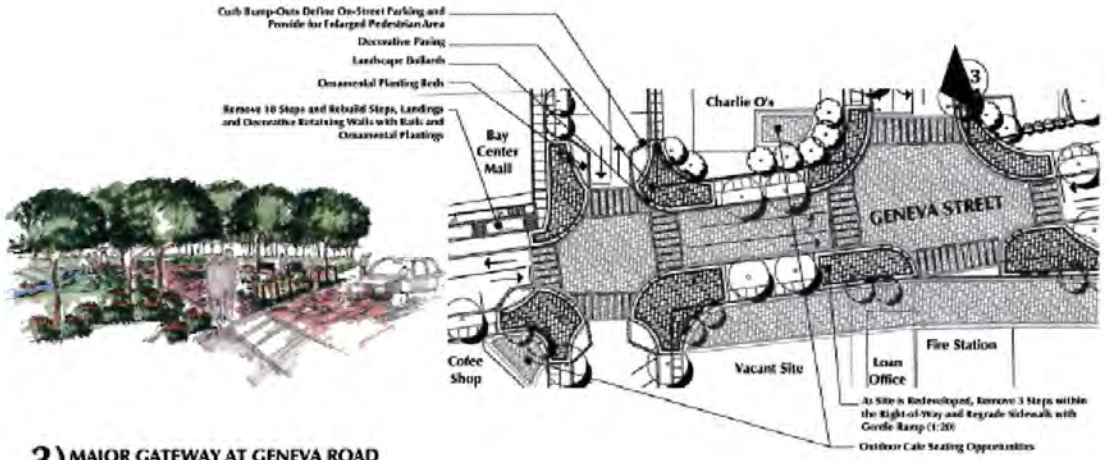

DESIGN GUIDELINES
- INCREASE CONNECTIVITY THROUGHOUT THE DOWNTOWN
- ENHANCE THE 'SENSE OF PLACE' THROUGH STREETSCAPE DESIGN
- CREATE A CENTRAL PLACE FOCUS WITHIN THE DOWNTOWN
- ENHANCE THE DOWNTOWN WITH GREENERY/ PLANT MATERIALS
- EXTEND AND/ OR REPAIR SIDEWALKS WITHIN THE DOWNTOWN AREA
- INCLUDE LIGHTING IN THE STREETSCAPE PLAN FOR NIGHT TIME USES
- INCLUDE WAYFINDING AND SIGNAGE IN THE STREETSCAPE PLAN TO DIRECT PEDESTRIANS AND MOTORISTS THORUGHOUT THE DOWNTOWN
KISHWAUKEETOE TRAIL HEAD
Promote Connectivity Between Kishwaukeetoe Conservation Area and Central Business District
STARK STREET
ELKHORN ROAD
Enhance the Driving Experience into the Central Business District from the North
Use Traffic Calming Measures to Reduce the Speed of Traffic and Promote Pedestrian Connectivity
WALWORTH AVENUE
Use Streetscape Treatments to Reduce the Visual Impact of the Wide Roadway
Encourage Pedestrian Use Between the Park and Central Business District
Curb Cuts Reduced to 24'-0" width to Minimize Pedestrian Crossing at Roadway
CHERRY STREET EXTENSION
Future extension of Cherry Street with new Downtown Development
OLIVE STREET
CENTRAL PLAZA AREA
Create a Central Urban Space Within the Heart of Downtown to Promote Pedestrian Activity and a Sense of Place
Use Traffic Calming Measures to Reduce the Speed of Traffic and Enhance Pedestrian Connectivity
New Municipal Parking Lot Incorporates Daylighted Kishwaukeetoe Creek and Native Understory Landscape Plantings
WALWORTH AVENUE
ELKHORN ROAD
GENEVA STREET
Enhance the Driving Experience into the Central Business District from the East and West
Use Traffic Calming Measures to Reduce the Speed of Traffic and Promote Pedestrian Connectivity
CHERRY STREET
GENEVA STREET
VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan Design Goals
21 June 2004
0' 60' 120'

Conceptual Streetscape Plan - Gateway Enlargement Areas



1) MAJOR GATEWAY AT STARK STREET
enlargement plan

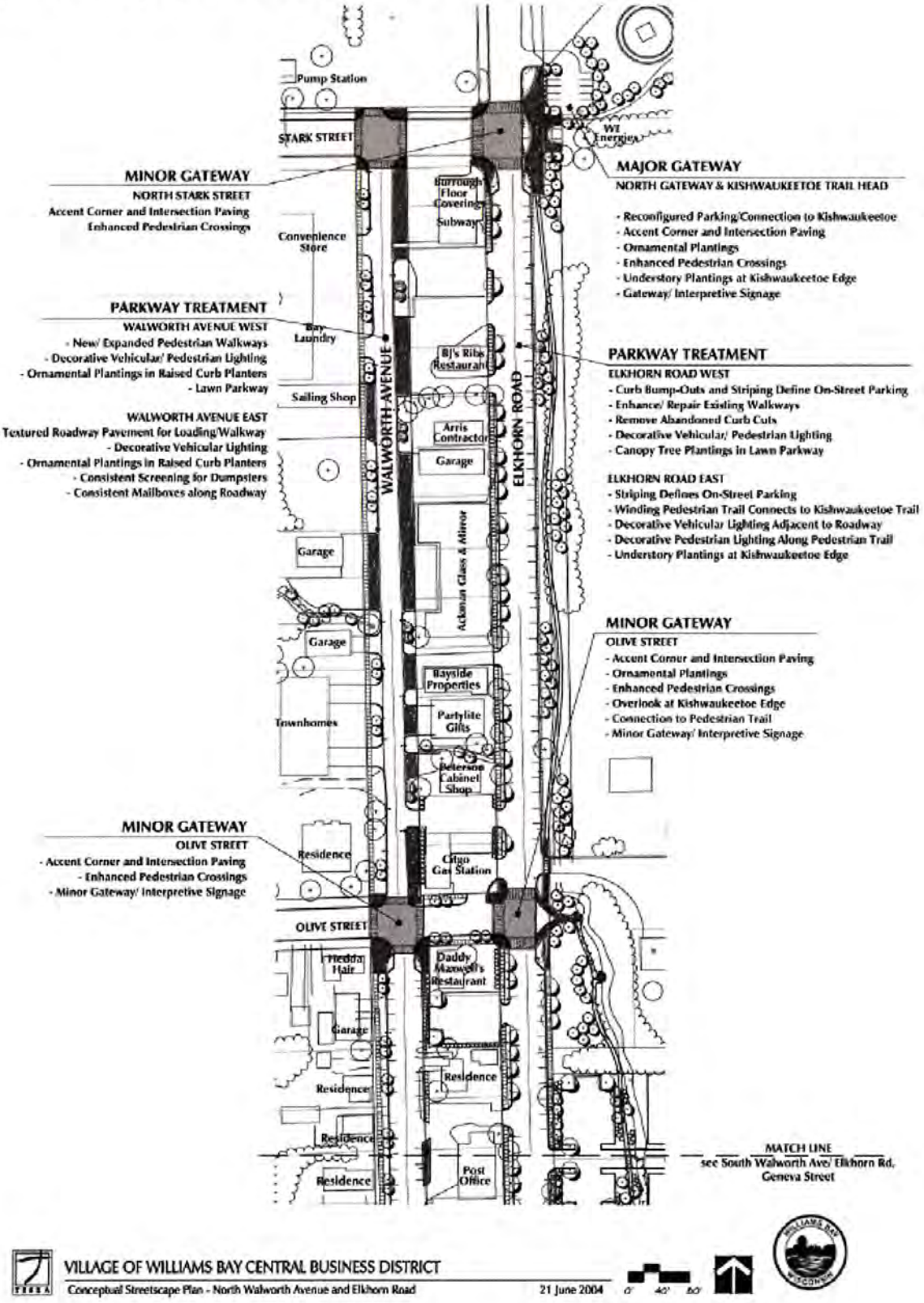
2) MINOR GATEWAY AT OLIVE STREET
enlargement plan



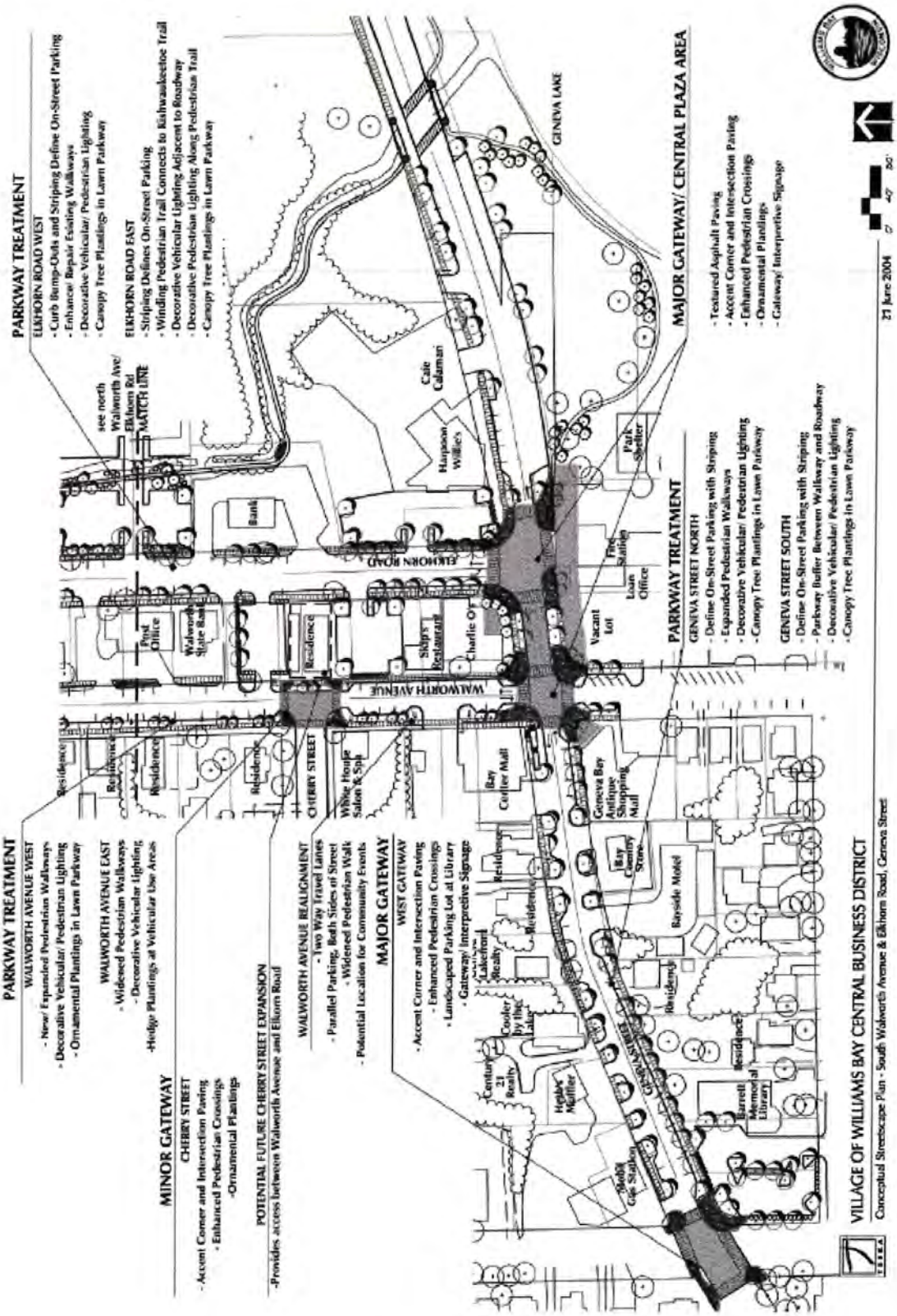
3) MAJOR GATEWAY AT GENEVA ROAD
enlargement plan

VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - Gateway Enlargement Areas
21 June 2004
0' 20' 40'

Conceptual Streetscape Plan - North Walworth and Elkhorn Road



Conceptual Streetscape Plan - South Walworth and Elkhorn Road



1. GATEWAYS AND SIGNAGE EXAMPLES

MONUMENT SIGNS CONSTRUCTED OF STONE ARE GENERALLY MONOLITHIC IN APPEARANCE AND CONSTRUCTED LOW TO THE GROUND. PANEL INSERTS PROVIDE OPPORTUNITIES FOR GRAPHIC AND VERBAL COMMUNICATION

MONUMENT SIGNS CONSTRUCTED OF STONE ARE GENERALLY VERTICAL ELEMENTS THAT ARE EASILY RECOGNIZABLE FROM A DISTANCE. WOOD MAY BE ROUTED AND/ OR PAINTED TO PROVIDE GRAPHIC AND VERBAL COMMUNICATION

ROUGH CUT LIMESTONE SIGN BASE WITH METAL PANEL SIGN AND METAL LOGO SIGN MOUNTED TO PIER FACE

WOOD PANEL SIGN WITH PAINTED RECESSED LETTERING AND LOGO

LIMESTONE PIER WITH HANGING WOODEN SIGN

WOOD PIER WITH PAINTED RECESSED LETTERING AND LOGO

SMALL LIMESTONE BASE WITH INSET METAL PANELS
METAL PANELS INCLUDE ETCHED GRAPHICS AND VERBAL DESCRIPTIONS

PAINTED WOOD SIGN MOUNTED ON A CONCRETE PAD AND WOOD POSTS PROVIDES OPPORTUNITIES FOR A TEMPORARY SIGNAGE PROGRAM, INCLUDING SEASONAL EVENTS AND COMMUNITY ANNOUNCEMENTS

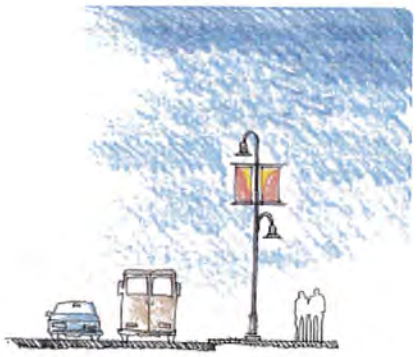
2. LIGHTING EXAMPLES

DECORATIVE LIGHTS INCORPORATE A CROOK ARM TO RECALL ELEMENTS FOUND IN FISHING VILLAGES

DECORATIVE LIGHTS INCORPORATE A CABLE ARM TO SUGGEST FORMS AND STRUCTURES FOUND IN THE MASTS OF SHIPS

MANUFACTURER: BEGA LIGHTING
MODEL: #95007

MANUFACTURER: BEGA LIGHTING
MODEL: #9701



OVERHEAD ROADWAY LIGHT POLE WITH 5' HT. RECTANGULAR BANNERS AND MATCHING DECORATIVE PEDESTRIAN LIGHT FIXTURE

OVERHEAD ROADWAY LIGHT POLE WITH 6' HT. TRIANGULAR BANNERS AND MATCHING DECORATIVE PEDESTRIAN LIGHT FIXTURE

Village of Williams Bay, Wisconsin
Central Business District Streetscape - Recommended Materials & Products
June 2004

3. SITE FURNISHINGS EXAMPLES

SITE FURNISHINGS CONSTRUCTED OF METAL ELEMENTS SUGGEST STURDY, STABLE MATERIALS FOUND IN DOWNTOWN DISTRICTS

PEDESTRIAN BRIDGES AND RAILINGS CONSTRUCTED OF WOOD ELEMENTS RECALL THE NATURAL MATERIALS FOUND IN PARK SETTINGS

BENCHES

MANUFACTURER : KEYSTONE RIDGE
MODEL : EXETER BENCH

MANUFACTURER : CREATIVE PIPE
MODEL # : SANTANA BENCH

TRASH RECEPTACLES

MANUFACTURER : KEYSTONE RIDGE
MODEL : EXETER SERIES

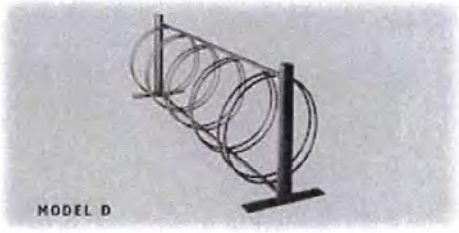
MANUFACTURER : CREATIVE PIPE
MODEL : DESPERADO SERIES

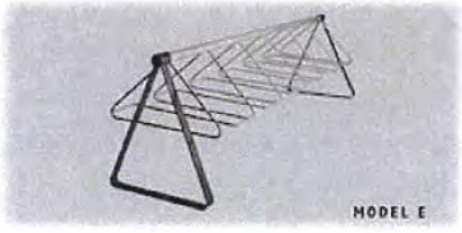
BOLLARDS

MANUFACTURER : URBAN ACCESSORIES

BIKE RACKS

MANUFACTURER : URBAN ACCESSORIES





Village of Williams Bay, Wisconsin
Central Business District Streetscape - Recommended Materials & Products
June 2004

4. PAVERS EXAMPLES

SPECIALTY PAVERS PROVIDE AN ATTRACTIVE ALTERNATIVE TO ASPHALT ROADWAYS AND CONCRETE SIDEWALK AREAS. AT ROADWAY INTERSECTIONS AND AT PEDESTRIAN CROSSINGS, PAVERS DIRECT MOTORISTS TO SLOW DOWN AND ENCOURAGE PEDESTRIANS TO CROSS. AT DESIGNATED PLAZA AREAS, PAVERS SAFELY DEFINE SPACES TO HOLD INFORMAL GATHERINGS AND SPECIAL EVENTS

TEXTURED ASPHALT

MANUFACTURER: STREETPRINT

LIMESTONE

SUPPLIER: EDEN STONE

TUMBLED LIMESTONE PAVERS DETAIL

TUMBLED LIMESTONE PAVERS INCORPORATED INTO A PEDESTRIAN WALKWAY

CLAY BRICK PAVERS

SUPPLIER: PINE HALL BRICK

PATTERNS

RUNNING BOND PATTERN PROVIDES A FORMAL APPEARANCE BEST SUITED FOR PEDESTRIAN AREAS

BASKETWEAVE PATTERN (2:1 RATIO) PROVIDES A FORMAL APPEARANCE SUITED FOR PEDESTRIAN AREAS

RANDOM PATTERN PROVIDES AN INFORMAL APPEARANCE BEST SUITED FOR PEDESTRIAN AREAS

TEXTURES

STANDARD TEXTURE PAVERS PROVIDE CLEAN LINES FOR A FINISHED APPEARANCE

TUMBLED TEXTURE PAVERS PROVIDE ROUGH EDGES FOR AN ESTABLISHED APPEARANCE

CONCRETE UNIT PAVERS

SUPPLIER: UNILOCK

CAMELOT UNITS WITH DOUBLE ROW EDGING INTEGRATED INTO A VEHICULAR USE AREA

TUMBLED BRUSSELS BLOCK FIELD WITH UNIGRANITE BORDERS INTEGRATED INTO AN OUTDOOR CAFE AREA

STONE OUTCROPPINGS INCORPORATED INTO A PEDESTRIAN PLAZA WITH ORNAMENTAL GRASSES AND SHRUBS

ROCK OUTCROPPINGS INTEGRATED WITH DECORATIVE PAVING

Village of Williams Bay, Wisconsin

Central Business District Streetscape - Recommended Materials & Products

June 2004

5. NATURE TRAIL EXAMPLES

PEDESTRIAN BRIDGES AND RAILINGS CONSTRUCTED OF METAL ELEMENTS SUGGEST STURDY, STABLE MATERIALS FOUND IN VILLAGE DOWNTOWN DISTRICTS

PEDESTRIAN BRIDGES AND RAILINGS CONSTRUCTED OF WOOD ELEMENTS RECALL THE NATURAL MATERIALS FOUND IN PARK SETTINGS

PEDESTRIAN BRIDGES AND RAILINGS

ART MAY BE INTEGRATED INTO THE BRIDGE RAILINGS TO REFERENCE THE KISHWAUKEETOE NATURE CONSERVANCY

WOOD PEDESTRIAN BRIDGE WITH RAILINGS
MFR: YORK BRIDGE CONCEPTS

METAL BRIDGE AND RAIL SUGGESTS AN INDUSTRIAL APPEARANCE

CUSTOM BUILT WOOD PEDESTRIAN BRIDGE WITH RAILINGS PAINTED WHITE

CREEK TRAIL ELEMENTS

CRUSHED LIMESTONE PATHWAY

STONE OUTCROPPINGS AND NATIVE PLANTS SURROUNDING WOOD BRIDGE REFERENCE THE NATIVE WISCONSIN LANDSCAPE

6. PLANTINGS EXAMPLES

PLANT MATERIALS HAVE BEEN SELECTED BOTH FOR THEIR TOLERANCE TO URBAN CONDITIONS AND NATIVE QUALITIES

TREES IN LAWN PARKWAY AREAS

Fraxinus americana
American Ash

Tilia americana
American Linden

Acer saccharum
Sugar Maple

Syringa reticulata
Japanese Tree Lilac

Amelanchier laevis
Allegheny Serviceberry

UNDERSTORY TREES AT KISHWAUKEETOE EDGE

Rhus Glabra
Smooth Sumac

Crataegus crus-galli
Cockspur Hawthorn

ORNAMENTAL GRASSES AT CURB BUMP-OUT PLANTERS

Calamogrotis x acutiflora
Feather Reed Grass

Andropogon scoparius
Little Bluestem

Miscanthus sinensis
Maiden Grass

Village of Williams Bay, Wisconsin
Central Business District Streetscape - Recommended Materials & Products
June 2004

7. PLAZA SPACES EXAMPLES

CURB BUMP OUTS ARE DEFINED WITH LIMESTONE WALLS, DECORATIVE PAVING, AND ORNAMENTAL PLANTINGS

TEXTURED ASPHALT DEFINES THE PEDESTRIAN CROSSING WHICH TERMINATES IN A PLANTED CURB BUMP OUT AREA

STONE OUTCROPPINGS AND WATER CREATE A CENTRAL PLACE FOCUS WITHIN THE PLAZA AREAS

SCULPTURAL ELEMENTS AND SEATING DEFINE A CENTRAL PLACE FOCUS IN A SMALL SEATING NOOK

ART IS INTEGRATED INTO A SMALL PAVING AREA TO CREATE INTEREST AND TEXTURE WITHIN THE PLAZA

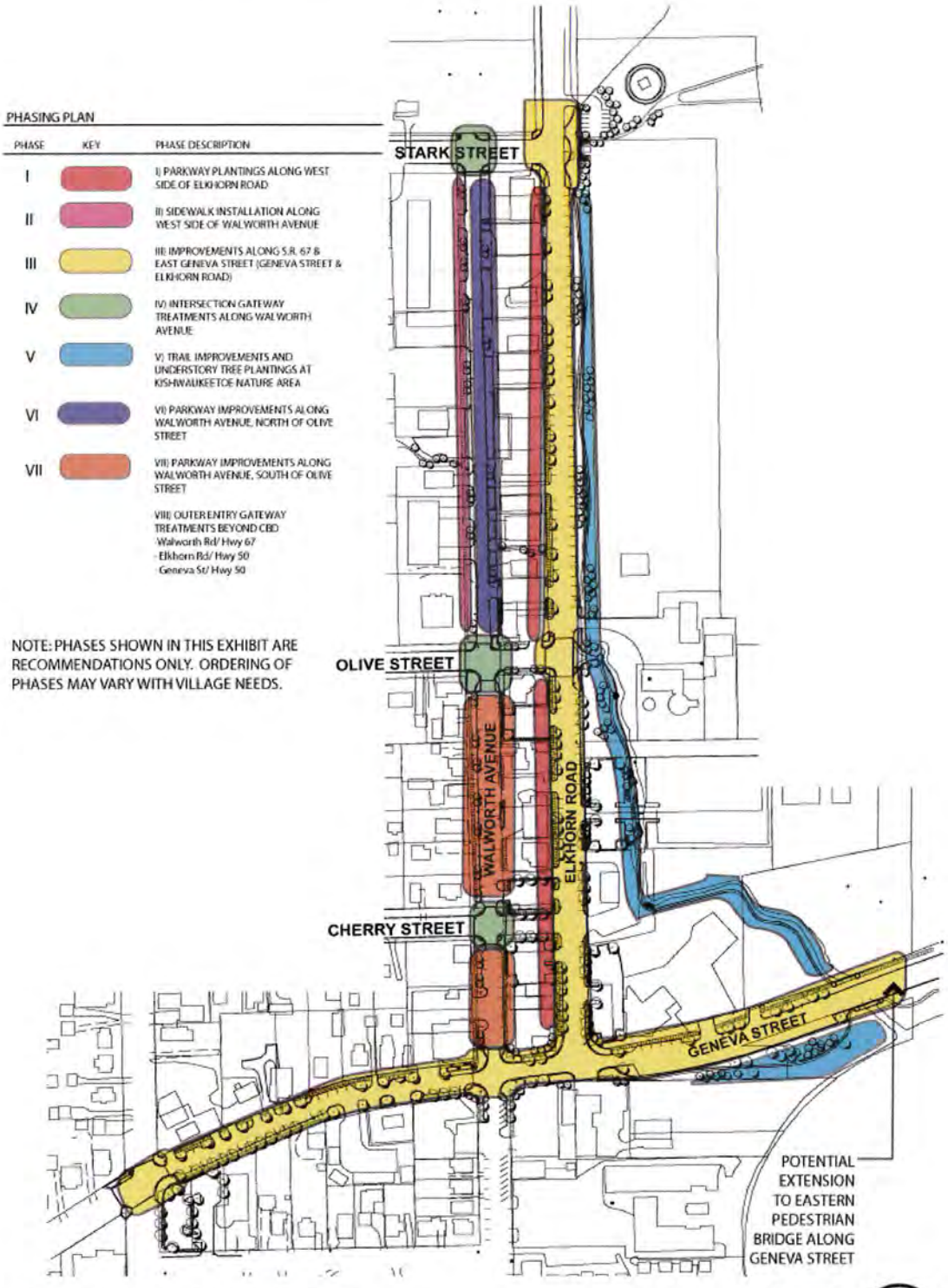
LARGE BOULDERS PROVIDE SCULPTURAL INTEREST AS WELL AS A BUFFER FROM THE ADJACENT STREET

LIMESTONE PLANTER CURBS DEFINE PLANTING AREAS WITHIN THE PARKWAY

LIMESTONE WALLS, DECORATIVE PAVING, AND ORNAMENTAL PLANTINGS DEFINE THE PLAZA AREA

Village of Williams Bay, Wisconsin
Central Business District Streetscape - Recommended Materials & Products
June 2004

8. PRELIMINARY PHASING PLAN



Village of Williams Bay, Wisconsin

Central Business District Streetscape - Recommended Phasing Plan

June 2004

Williams Bay Central Business District Streetscape Plan
Preliminary Cost Estimate for Improvements within the Public Right-of-Way
Village of Williams Bay, Wisconsin
Teska Associates, Inc.

JOB #: WIL03-186
06.02.04

PHASE/ DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
PHASE I							
PARKWAY PLANTINGS ALONG WEST SIDE OF ELKHORN ROAD							
SITE PREPARATION							
	Lawn & Soil Removal	450	SF	$1.50	$675.00		
						$675.00	
SITE IMPROVEMENTS							
	Shade Trees	34	EA	$800.00	$27,200.00		
	Mulch, Shredded Hardwood	9	CY	$50.00	$450.00		
	Decomposed Mushroom Compost	4	CY	$50.00	$200.00		
						$27,850.00	
SUBTOTAL PHASE I						$28,525.00	
PHASE II							
SIDEWALK INSTALLATION ALONG WEST SIDE OF WALWORTH AVENUE							
SITE PREPARATION							
	Lawn & Soil Removal	950	SF	$1.50	$1,425.00		sod strip and disposal
						$1,425.00	
SITE IMPROVEMENTS							
	Concrete Sidewalk, 6' width	950	SF	$5.00	$4,750.00		transition to match existing
						$4,750.00	
SUBTOTAL PHASE II						$6,175.00	
PHASE III							
IMPROVEMENTS ALONG S.R. 67 & EAST GENEVA STREET (GENEVA STREET & ELKHORN ROAD)							
SITE PREPARATION							
	Curb Removal	950	LF	$10.00	$9,500.00		for curb bump-outs, west side Geneva Street
	Sidewalk Removal	7,260	SF	$2.00	$14,520.00		at accent paving corners, south side Geneva Street
	Asphalt Removal	26,600	SF	$1.50	$39,900.00		for specialty paving at intersections
	Lawn & Soil Removal	2,160	SF	$1.50	$3,240.00		for new walkway, south side of Geneva Street
						$67,160.00	

Williams Bay Central Business District Streetscape Plan
Preliminary Cost Estimate for Improvements within the Public Right-of-Way
Village of Williams Bay, Wisconsin
Teska Associates, Inc.

JOB #: WL03-195
06.02.04

PHASE/ DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
SITE IMPROVEMENTS							
	HARDSCAPE						
	Painted Striping at Roadway	8,500	LF	$0.25	$2,125.00		parallel parking lines, center line, 6" width
	Concrete Curb & Gutter	1,890	LF	$12.00	$22,680.00		at curb bump-outs, west Geneva Street
	Concrete Sidewalk, 6" width	69,500	SF	$5.00	$347,500.00		transition to match existing
	Concrete Unit Pavers, concrete underlayment	26,600	SF	$20.00	$532,000.00		at roadway intersections surrounding specialty paving areas at intersections
	Concrete Header	575	LF	$12.00	$6,900.00		
	Concrete Unit Pavers, concrete underlayment	3,600	SF	$15.00	$54,000.00		at handicap curb ramps
	Concrete Unit Pavers, sand setting bed	17,650	SF	$12.00	$211,800.00		at accent paving corners
	Ornamental Lighting	60	EA	$3,500.00	$210,000.00		decorative poles with banner arm attachments (20 ea.)
	Gateway Signage	3	EA	$15,000.00	$45,000.00		monument signage located at intersections of Geneva St/ Williams St, Geneva St/ Lakefront, Elkhorn Rd/ Sleek St
	SOFTSCAPE						
	Shade Trees	60	EA	$800.00	$48,000.00		Bike plantings at west side Elkhorn Rd during phase II
	Ornamental Grasses/	2,400	SF	$15.00	$36,000.00		
	Sodded Lawn	750	SY	$6.00	$4,500.00		includes topsoil
	Mulch, Shredded Hardwood	175	CY	$50.00	$8,750.00		
	Decomposed Mushroom	70	CY	$50.00	$3,500.00		
	SITE FURNISHINGS						
	Benches	24	EA	$1,500.00	$36,000.00		
	Trash Receptacles	8	EA	$1,200.00	$9,600.00		
	Bollards	68	EA	$800.00	$54,400.00		
	Bike Racks	8	EA	$800.00	$6,400.00		
						$1,639,155.00	
SUBTOTAL PHASE III						**$1,706,315.00**	

Williams Bay Central Business District Streetscape Plan
Preliminary Cost Estimate for Improvements within the Public Right-of-Way
Village of Williams Bay, Wisconsin
Teska Associates, Inc.

JOB #: WIL03-196
06.02.04

PHASE/ DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
PHASE IV							
INTERSECTION GATEWAY TREATMENTS ALONG WALWORTH AVENUE							
SITE PREPARATION							
	Curb Removal	200	LF	$10.00	$2,000.00		for curb bump-outs
	Sidewalk Removal	1,575	SF	$2.00	$3,150.00		for accent paving corners
	Asphalt Removal	11,685	SF	$3.00	$35,055.00		for specialty intersection paving
	Lawn & Soil Removal	800	SF	$1.50	$1,200.00		
						$41,405.00	
SITE IMPROVEMENTS							
	HARDSCAPE						
	Concrete Curb & Gutter	450	LF	$12.00	$5,400.00		at curb bump-outs
	Concrete Unit Pavers, concrete understayment	11,685	SF	$20.00	$233,700.00		at roadway intersections surrounding specialty paving
	Concrete Header	360	LF	$12.00	$4,320.00		areas at intersections
	Concrete Unit Pavers, sand setting bed	2,375	SF	$12.00	$28,500.00		
	Concrete Unit Pavers, concrete understayment	2,400	SF	$15.00	$36,000.00		at handicap curb ramps
	SOFTSCAPE						
	Ornamental Grasses/	600	SF	$15.00	$9,000.00		
	Mulch	16	CY	$50.00	$800.00		
	Decomposed Mushroom	40	CY	$50.00	$2,000.00		
						$319,720.00	
SUBTOTAL PHASE IV						**$361,125.00**	

Williams Bay Central Business District Streetscape Plan
Preliminary Cost Estimate for Improvements within the Public Right-of-Way
Village of Williams Bay, Wisconsin
Teska Associates, Inc.

JOB #: WIL03-166
06.02.04

PHASE/ DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
PHASE V							
TRAIL IMPROVEMENTS AND UNDERSTORY TREE PLANTINGS AT KISHWAUKEETOE NATURE AREA							
SITE PREPARATION							
	Lawn & Soil Removal	5,150	SF	$1.50	$7,725.00		
						$7,725.00	
SITE IMPROVEMENTS							
	HARDSCAPE						
	Crushed Gravel Pathway, 5' width	12,500	SF	$4.00	$50,000.00		east side of Elkhorn Rd, south side to Geneva St
	Concrete Unit Pavers on Sand Setting Bed	900	SF	$12.00	$10,800.00		at overlook areas, bridge crossings
	Pedestrian Bridge	2	EA	$15,000.00	$30,000.00		at creek crossings, east side of Elkhorn Rd
	Decorative Bridge Railings	320	LF	$80.00	$25,600.00		at existing bridge crossings (2) along Geneva Street
	SOFTSCAPE						
	Understory Tree Plantings	90	EA	$650.00	$58,500.00		
	Mulch, Shredded Hardwood	23	CY	$50.00	$1,150.00		
	Decomposed Mushroom	9	CY	$50.00	$450.00		
	SITE FURNISHINGS						
	Interpretive/ Directional	6	EA	$8,000.00	$48,000.00		on overlook areas, bridge
	Benches	4	EA	$1,500.00	$6,000.00		on overlook areas
						$233,500.00	
SUBTOTAL PHASE V						$241,225.00	
PHASE VI							
PARKWAY IMPROVEMENTS ALONG WALWORTH AVENUE, NORTH OF OLIVE STREET							
SITE PREPARATION							
	Concrete Removal	800	SF	$2.00	$1,600.00		for raised curb planters east side of Walworth
						$1,600.00	
SITE IMPROVEMENTS							
	HARDSCAPE						
	Ornamental Lighting	18	EA	$3,500.00	$63,000.00		decorative poles with banner arm attachments (20' ht.)
	Painted Striping at Roadway	920	LF	$0.50	$460.00		center line, 6" width
	Textured Asphalt Treatment	13,800	SF	$12.00	$165,600.00		along east side loading areas
	Concrete Curb Planters, 8" ht.	280	LF	$12.00	$3,360.00		east side of street, within existing concrete curbed areas
	SOFTSCAPE						
	Understory Tree Plantings	30	EA	$650.00	$19,500.00		overhead wires
	Sodded Lawn	530	SY	$8.00	$4,560.00		includes topsoil
	Mulch, Shredded Hardwood	8	CY	$50.00	$400.00		
	Decomposed Mushroom	3	CY	$50.00	$150.00		
						$257,450.00	
SUBTOTAL PHASE VI						$259,050.00	

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JOB #: WIL03-196
06.02.04

PHASE/DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
PHASE VII							
PARKWAY IMPROVEMENTS ALONG WALWORTH AVENUE, SOUTH OF OLIVE STREET							
SITE PREPARATION							
	Site Clearing	5,200	SF	$1.50	$7,800.00		for Cherry Street Extension
	Concrete Walk Removal	1,000	SF	$2.00	$2,000.00		at realigned section of south Walworth Avenue
	Curb Removal	250	LF	$10.00	$2,500.00		at realigned section of south Walworth Avenue & Cherry Street Extension, for new curb bump-outs
	Asphalt Removal	2,000	SF	$3.00	$6,000.00		at realigned section of south Walworth Avenue, existing driveways
						$16,300.00	
SITE IMPROVEMENTS							
	HARDSCAPE						
	Ornamental Lighting	16	EA	$3,500.00	$56,000.00		decorative poles with banner arm attachments (25' ht.)
	Painted Striping at Roadway	650	LF	$0.50	$325.00		parallel parking spaces, center line, 6" width
	Concrete Sidewalk	2,076	SF	$5.00	$10,380.00		across existing drives, transition to existing, widened walk at east side of Walworth
	SOFTSCAPE						
	Understory Tree Plantings	20	EA	$650.00	$13,000.00		overhead wires
	Sodded Lawn	3,920	SY	$6.00	$23,520.00		includes topsoil
	Mulch, Shredded Hardwood	5	CY	$50.00	$250.00		
	Decomposed Mushroom Compost	3	CY	$50.00	$100.00		
						$103,545.00	
SUBTOTAL PHASE VII						**$121,845.00**	
PHASE VIII							
OUTER ENTRY GATEWAY TREATMENTS BEYOND CBD							
SITE PREPARATION							
	Site Clearing	3	EA	$800.00	$2,400.00		
						$2,400.00	
SITE IMPROVEMENTS							
	Monument Gateway Signage	3	EA	$20,000.00	$60,000.00		monument signage located at intersections of Walworth Rd/ Hwy 67, Elkhorn Rd/ Hwy 50, Geneva St/ Hwy 50
						$60,000.00	
SUBTOTAL PHASE VIII						**$62,400.00**	

Base Sub-Total:	**$2,786,660.00**
15% Contingency:	**$417,999.00**
Total:	**$3,204,659.00**