



VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | vi.williamsbay.wi.gov

Phone: 262-245-2700

NOTICE

STREETS & HIGHWAYS (S&H) COMMITTEE MEETING

FRIDAY, MAY 2, 2025 AT 10:00 AM

Village Hall Council Room

250 Williams Street

Williams Bay, WI 53191

There may be a quorum of Village Trustees present, no board business will be conducted.

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I.** Call to Order
- II.** Roll Call
- III.** Streets & Highways Committee Meeting Minutes of January 22, 2025
- IV.** Consideration and Possible Action on Village Policy On Rural Type Mailboxes
- V.** Downtown Master Plan - Status Update
- VI.** Adjourn

Mary Bartholomew
Streets and Highways Chair

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 04/29/2025 5:00 PM



April 26, 2024

Agreement for Downtown Master Plan Services

THIS AGREEMENT is made and entered into by and between the “Client” Village of Williams Bay, Wisconsin, and VANDEWALLE & ASSOCIATES, Inc., Madison, Wisconsin, a professional planning and design firm. For purposes of this Agreement, the “Project” is defined as preparing the Downtown Master Plan for the Village of Williams Bay.

Article I Scope of Work

- A. VANDEWALLE & ASSOCIATES agrees to provide the following “Services”:

Work Element One: Community Engagement & Meeting Attendance

- Village Staff Meetings and Project Communications: Facilitate and attend regularly scheduled check-in calls/meetings and ongoing email correspondence with Village representatives. (five virtual meetings)
- Stakeholder Focus Group Meeting: Develop materials and facilitate a meeting with stakeholders to gather site-specific information on existing conditions and on a future vision for the planning area. (one in-person meeting)

Work Element Two: Existing Conditions & Opportunity Analysis

- Review and Summarize Existing Plans & Recommendations: Review and summarize relevant plans including recently completed and/or ongoing Village-led and private sector-led projects. Identify key recommendations that remain relevant to the planning study.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
342 North Water Street • Milwaukee, Wisconsin 53202 • 414.421.2001 • 414.732.2035 Fax
www.vandewalle.com

Shaping places, shaping change

- Conduct an Existing Conditions Inventory & Analysis: Inventory existing conditions using aerial photographs, County and Village planning and land records.
- Identify Parking & Circulation Opportunities: Conduct a high-level parking analysis using aerial photographs to identify existing off-street parking spots in the downtown area, existing street parking spots in the downtown area, and identify priority locations for increasing or reorganizing parking capacity near key destinations.
- Identify Redevelopment Site Opportunities: Review properties within the planning area to identify potential redevelopment site opportunities.
- Develop an Opportunity Analysis Graphic with Summary Text: Utilize data and analysis gathered in this Element to produce a deliverable “Opportunity Analysis Graphic” with summary text identifying existing conditions, parking and circulation opportunities, and redevelopment opportunities.

Work Element Three: Streetscape Design Layout

- Develop Streetscape Cross Section and Plan View: Provide a plan view and a typical cross section version of a streetscape design for the planning area which can be used to inform elements for consideration ahead of the Phase 2 State Hwy 67 reconstruction.
- Develop Streetscape Amenities Palette: Provide graphic images as recommendations for a unified streetscape amenities palette to include features such as street lighting, street furniture and other decorative and wayfinding elements.
- Develop Parking and Circulation Concept: Provide a parking and circulation concept that identifies priority locations for increasing or reorganizing parking capacity near key destinations.

Work Element Four: Document Completion & Adoption

- Create Implementation Action Plan: Develop a tabular summary of recommended implementation action steps.
- Complete Final Report: Develop a final report with graphic analysis and supporting text to convey all information developed through the

course of the project in an easy-to-digest document. The final report will include products developed in Work Elements One through Four.

- Joint Plan Commission & Village Board Adoption Plan Meeting: Attend one in-person meeting held jointly between the Plan Commission and Village Board to review findings of the report and to consider final acceptance of the project document.

Optional Tasks

As directed by the Village, VANDEWALLE & ASSOCIATES can undertake optional tasks for an additional cost.

- Joint Plan Commission & Village Board Draft Plan Meeting (in-person): A review of the draft plan to provide additional comments and direction prior to the final approval.
- Concept Redevelopment Site Plan and Visual Rendering Sketch: Selection of a priority redevelopment site and creation of a concept site plan and visual rendering sketch to provide an inspiring vision for a catalytic development in the planning area.
- Attend Property Owner Meeting with Village Representative (in-person): Attend 1 in-person meeting with downtown property owners in a meeting coordinated by the Village.

- B. Additional Services, beyond those stated in Article I.A., may be provided through a “Work Order”.
- C. VANDEWALLE & ASSOCIATES agrees to provide its professional Services in accordance with generally accepted standards of its profession.

Article II Client’s Responsibilities

- A. Client agrees to provide VANDEWALLE & ASSOCIATES with all base maps, blueprints, aerial photos, studies, reports, and ordinances needed to complete these Services. VANDEWALLE & ASSOCIATES may reasonably rely on the

accuracy and completeness of these items. Client agrees to provide these items and to render decisions in a timely manner so as not to delay the orderly and sequential progress of VANDEWALLE & ASSOCIATES Services.

- B. The administrative liaison between VANDEWALLE & ASSOCIATES and the Client will be David Lothspeich, Village Administrator.
- C. Client agrees that the following individuals are approved to authorize Additional Services via a Work Order:

Name	Title
------	-------

Name	Title
------	-------

- D. Client understands that any work product delivered in electronic form under this Agreement may require Client to use certain third-party hardware and/or software products. Client shall be solely responsible for obtaining licenses to use such third-party software. VANDEWALLE & ASSOCIATES makes no warranties or representations as to the quality, capabilities, operations, performance or suitability of any third-party hardware or software including the ability to integrate with any software currently in use by the Client. Client acknowledges that the quality, capabilities, operations, performance, and suitability of any third-party hardware or software lies solely with Client and the vendor or supplier of that hardware or software.
- E. If Client makes any modifications to Deliverables, Client shall either 1) obtain the prior written consent of VANDEWALLE & ASSOCIATES; or 2) remove VANDEWALLE & ASSOCIATES name from the Deliverables. In the event that Client selects option #2, VANDEWALLE & ASSOCIATES shall not be liable or otherwise responsible for such modifications or their effect on the results of the implementation of the recommendations contained in such Deliverables.

Article III Estimated Schedule

- A. Services in this Agreement shall commence from the date of execution, and be in effect through December 31, 2024, unless the parties agree otherwise.
- B. VANDEWALLE & ASSOCIATES shall render its Services as expeditiously as is consistent with professional skill and care. During the course of the Project, anticipated and unanticipated events may impact the Project schedule and VANDEWALLE & ASSOCIATES shall not be responsible for any delays caused by factors beyond its reasonable control.

Article IV Costs and Payment

- A. All work will be completed on a time and materials basis with the budget for not to exceed \$29,000.
- B. Client acknowledges that significant changes to the Project schedule, budget or Project's scope may require Additional Services for which the parties may (but are not required to) enter into a separate Work Order (see Article I.B.).
- C. Invoice charges to the Client are divided into these two elements:
 - 1. Professional Fees.
Charged for all Services rendered at current billing rates as listed in Attachment One.
 - 2. Reimbursable Expenses.
 - a. Most will be invoiced at cost, including travel and all in-house charges.
 - b. Some Reimbursable Expenses will be charged at cost multiplied by 1.1. These are limited to items charged through a third-party vendor. Examples of these would include: printing, reproduction, and delivery charges.

- D. VANDEWALLE & ASSOCIATES shall send Client an invoice for Professional Fees and Reimbursable Expenses once a month. Client shall pay VANDEWALLE & ASSOCIATES the amounts due under such invoice upon receipt of such invoice. A service charge of 1% per month may be charged on all amounts more than 30 days after date of invoice.

Article V Termination

- A. Either Client or VANDEWALLE & ASSOCIATES may terminate this Agreement upon seven days written notice.
- B. If terminated, Client agrees to pay VANDEWALLE & ASSOCIATES the hourly rates for all Services rendered and Reimbursable Expenses incurred, up to the date of termination.
- C. Upon not less than seven days' written notice, VANDEWALLE & ASSOCIATES may suspend the performance of its Services if Client fails to pay VANDEWALLE & ASSOCIATES in full for Services rendered or Reimbursable Expenses incurred. VANDEWALLE & ASSOCIATES shall have no liability because of such suspension of service or termination due to nonpayment.

Article VI Dispute Resolution

VANDEWALLE & ASSOCIATES and Client agree to mediate claims or disputes arising out of or relating to the Agreement. The mediation shall be conducted by a mediation service acceptable to the parties. A demand for mediation shall be made within a reasonable time after a claim or dispute arises. In no event shall any demand for mediation be made after such claim or dispute would be barred by the applicable law.

Article VII Intellectual Property; Confidentiality

- A. Except as otherwise provided by law: upon payment in full by Client to VANDEWALLE & ASSOCIATES for Services rendered and Reimbursable

Expenses incurred pursuant to this Agreement, VANDEWALLE & ASSOCIATES shall grant Client a non-transferable, non-exclusive, perpetual license to use any and all Work Product developed or produced by VANDEWALLE & ASSOCIATES pursuant to this Agreement. As used in this Agreement, “Work Product” means all inventions, processes, data, documents, drawings, records, and works of authorship, whether or not copyrightable or patentable, that are originated or prepared by VANDEWALLE & ASSOCIATES in the course of rendering the Services under this Agreement. Until Client pays VANDEWALLE & ASSOCIATES in full for Services rendered and expenses incurred pursuant to this Agreement, Client may not use any Work Product to complete the Project with others unless VANDEWALLE & ASSOCIATES is in material breach of this Agreement.

- B. Except as otherwise provided by law: Client shall not communicate, publish, or otherwise disclose to a third party or authorize or induce anyone else to use, communicate, publish, or otherwise disclose, any nonpublic information pertaining to VANDEWALLE & ASSOCIATES, including, without limitation, any information relating to pricing, products, or ideas of VANDEWALLE & ASSOCIATES. Until VANDEWALLE & ASSOCIATES is paid in full by Client for Services rendered and expenses incurred pursuant to this Agreement, Client shall not communicate, publish, or otherwise disclose to any third party, any information pertaining to or summaries of the Work Product.

Article VIII Miscellaneous Provisions

- A. Wisconsin law governs this Agreement (without regard to its conflict of law principles or rules of construction concerning the draftsman hereof).
- B. This Agreement is the entire and integrated agreement between the Client and VANDEWALLE & ASSOCIATES, and supersedes all prior negotiations, statements or agreements, either written or oral, with regard to its subject matter. This Agreement may be amended only by written instrument signed by both Client and VANDEWALLE & ASSOCIATES. Neither party can assign this Agreement without the other party’s prior written permission.

- C. Notwithstanding any other term in this Agreement, VANDEWALLE & ASSOCIATES shall not control or be responsible for another party's means, methods, techniques, schedules, sequences or procedures, or for construction safety or any other related programs.
- D. Client and VANDEWALLE & ASSOCIATES agree to indemnify, defend and hold one another, their agents and employees harmless from and against any and all claims, liabilities, suits, demands, losses, costs and expenses (including reasonable attorneys' fees) to property or persons, including injury or death, or economic losses, arising out of the Project and/or the performance or non-performance of obligations under this Agreement, except to the extent such damages or losses are directly caused by either's gross negligence or willful misconduct.
- E. In the event that any suit or action is instituted to enforce any provision in this Agreement, the prevailing party in such dispute shall be entitled to recover from the losing party all fees (including legal and accounting fees), costs and expenses of enforcing any right of such prevailing party under or with respect to this Agreement, including without limitation, all costs of appeals. For purposes of this provision, "prevailing party" shall include a party that dismisses an action in exchange for payment of the sum allegedly due, performance of covenants allegedly breached, or consideration substantially equal to the relief sought in the action or proceeding.
- F. VANDEWALLE & ASSOCIATES reserves the right to include representations of the Project in its promotional and professional materials.
- G. In order for VANDEWALLE & ASSOCIATES' to provide cost effective services, the parties agree that VANDEWALLE & ASSOCIATES shall not be liable to client or any third party for any losses, lost profits, lost data, consequential, special, incidental, or punitive damages, delays, or interruptions arising out of or related to this Agreement, regardless of the basis of the claim. VANDEWALLE & ASSOCIATES' aggregate liability (including attorneys' fees) to Client shall not exceed the amount of fees actually paid to VANDEWALLE & ASSOCIATES by Client with regard to the Services or the Work Order for which liability has been asserted.

April 26, 2024

9

IN WITNESS WHEREOF, the parties hereto entered into this Agreement as of the latest date noted, below.

Village of Williams Bay

By:



Signature of Authorized Representative

5/10/24

Date

David Lathrop

Printed Name

Village Administrator

Title

VANDEWALLE & ASSOCIATES, INC.

By:

Nonna Anderson, Business Manager

Date

ATTACHMENT ONE
FEE SCHEDULE

	<u>Hourly Rates</u>
Company President	\$220 to \$300
Principal	\$200 to \$280
Associate	\$110 to \$160
Assistant	\$85 to \$100
GIS Analyst/Cartographer	\$105 to \$120
Communications Specialist	\$70 to \$150
Project Assistant	\$40 to \$65

DRAFT

Wetlands
requires wetland delineation
determine location of required 75' buffer
potential for mitigation

Waterway
ditch/culvert/pipe combination
restoration opportunity and improve quality

Floodplain (100 year)
restrictions

Stormwater?

senior housing
60'x200' fp
12units/floor
drop-off
parking

potential private development

Credit Union (remains)

parking

existing restaurant

improved greenway

creekside seating

creekside seating

Commercial
60'x200' fp
10units/floor

mixed-use
first floor commercial and parking
residential above

Edgewater Park

commercial
60'x130' fp

parking

commercial
60'x180' fp

Maintain access point,
convert to two-way traffic
with parallel parking

Williams Bay
Rec. Dept.

Boat
Launch

DRAFT

Wetlands
requires wetland delineation
determine location of required 75' buffer
potential for mitigation

Waterway
ditch/culvert/pipe combination
restoration opportunity and improve quality
potential for slight reconfiguration

Floodplain (100 year)
restrictions

Stormwater?

potential private
development

parking

senior
housing

60'x180' fp
9 units/floor

Credit
Union
(remains)

improved greenway

parking

residential
60'x180' fp
9 units/floor

Maintain access
point, convert to
two-way traffic

Williams Bay
Rec. Dept.

Boat
Launch

parking

commercial with
residential above
60'x180' fp
9 units/floor

commercial with
residential above
60'x180' fp
9 units/floor

~6,000 sf

restaurant
views of greenway & lake
could be built before demo existing
75' water setback

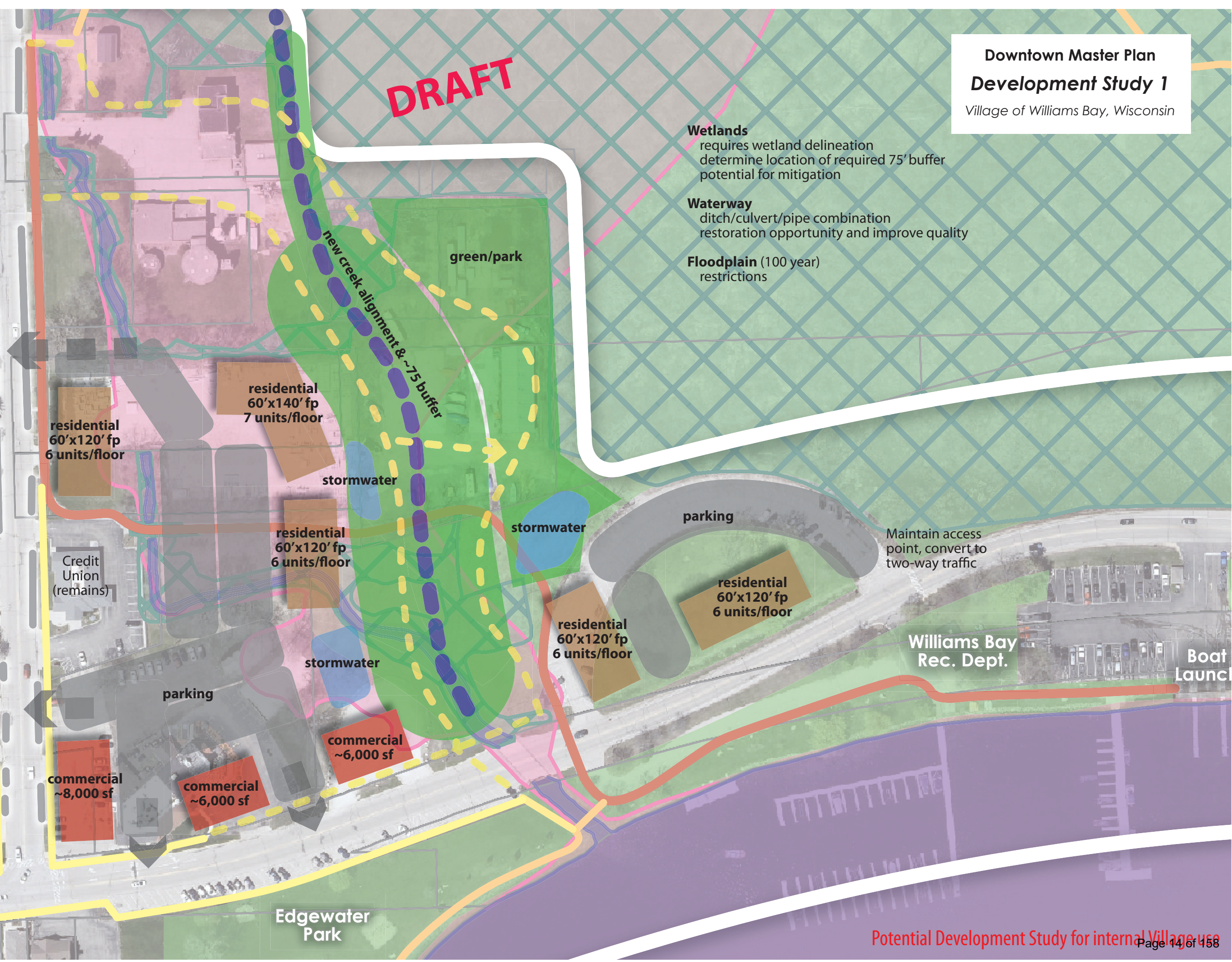
Edgewater
Park

DRAFT

Wetlands
requires wetland delineation
determine location of required 75' buffer
potential for mitigation

Waterway
ditch/culvert/pipe combination
restoration opportunity and improve quality

Floodplain (100 year)
restrictions



Terrace Features



Bike Racks



Seating



Decorative Lights
(Full cut-off, banners, baskets)



Planters



Vertical Elements



Bollards
(Create Separation from Traffic)

Trees



Columns



Bump Outs

Seating



Bikes



Accent Pavers



Larger, Modern Pavers



Planting/Stormwater



Crosswalks Enhancements

Paint



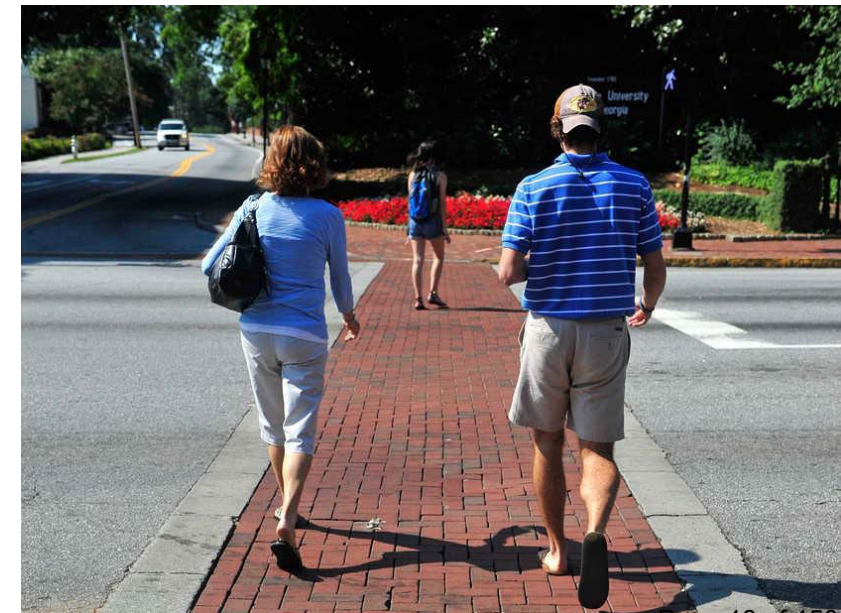
Colorful Paint



Colored Concrete



Brick Style Pavers



Creating a Sense of Place



Unique
Furnishings

Public Art

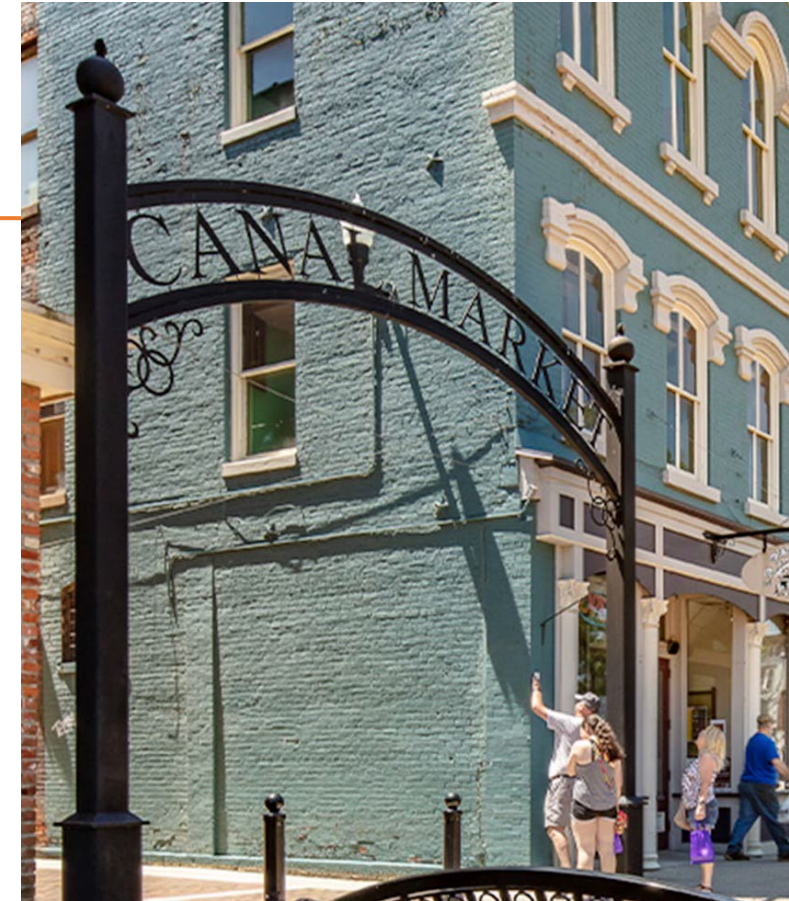


Interpretive
Signage



Creating a Sense of Place

Twinkle Lights



Archway

Outdoor Dining

Trees - Potential Species

Upright Ginkgo
Princeton Sentry,
Magyar, Autumn Gold
(50' x 15-25')



Upright Kentucky Coffee Tree
Stately Manor, True North, Skinny Latte
(50' x 20-30')



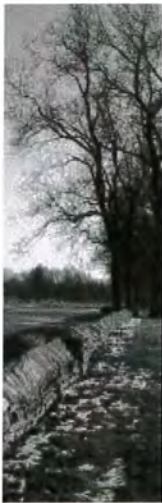
Upright Linden
American Sentry,
Sweet Street
(50' x 25')



Honey Locust
Street Keeper,
Skyline
(45' x 20-30')



Village of Williams Bay



Central Business District Streetscape Plan

Village of Williams Bay

Central Business District Streetscape Plan

August 2004

prepared by:



Teska Associates

*Community Planning
Development Economics
Site Design
Landscape Architecture*

*627 Grove Street
Evanston, Illinois 60201-4474
Tel: 847.869.2015
Fax 847.869.2059
www.TeskaAssociates.com*

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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I. INTRODUCTION

The Village of Williams Bay is distinguished by the historic proximity of Geneva Lake, Kishwaukee 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



Kishwaukee Nature Preserve



Yerkes Observatory



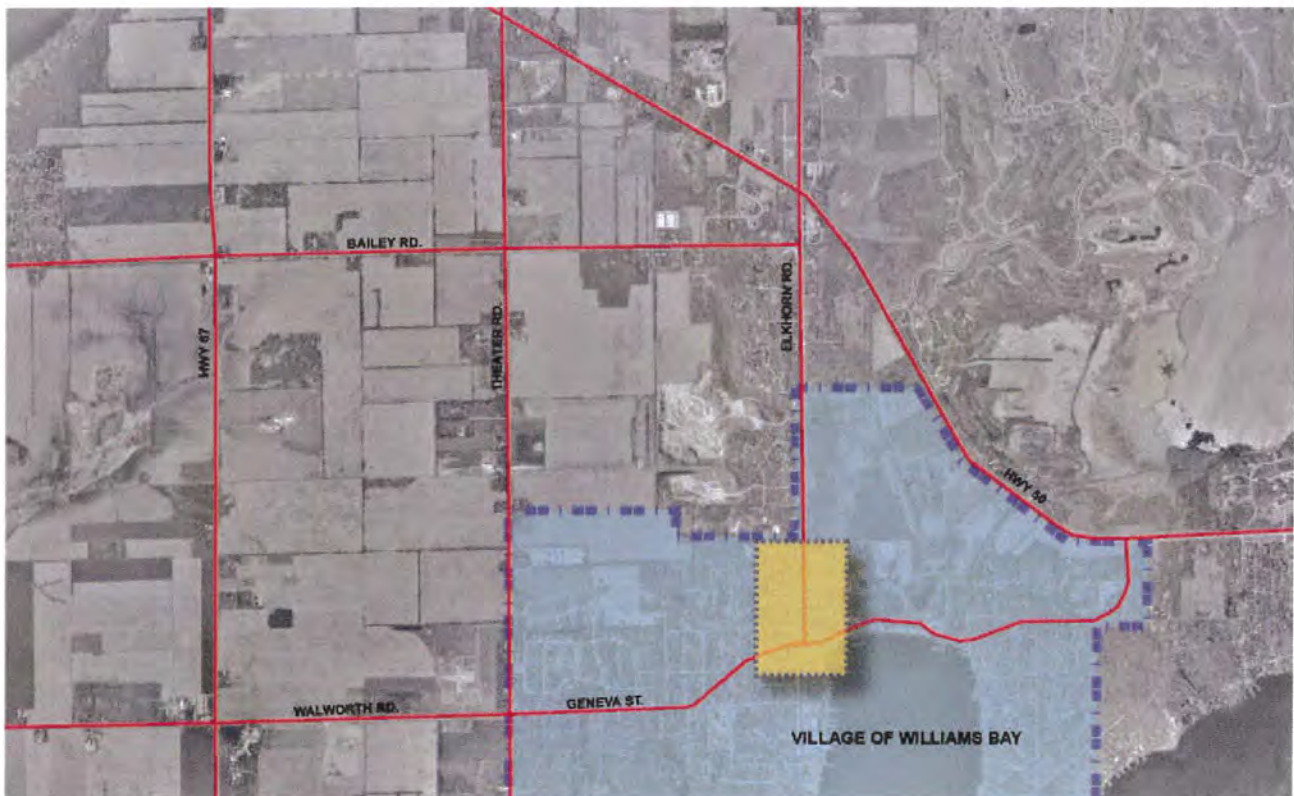
Conference Point Center

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

2. CONCEPTUAL STREETSCAPE PLAN

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.

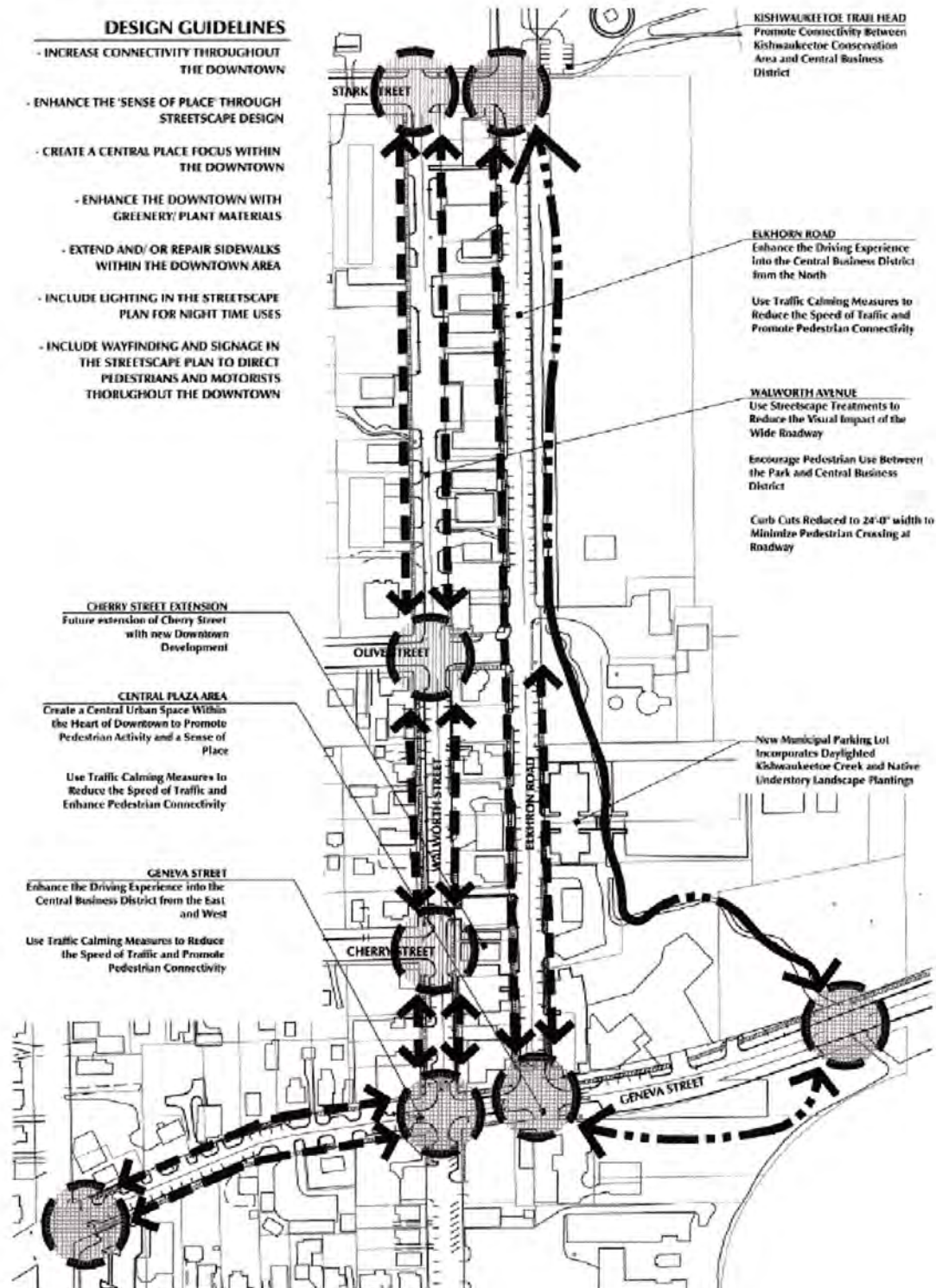
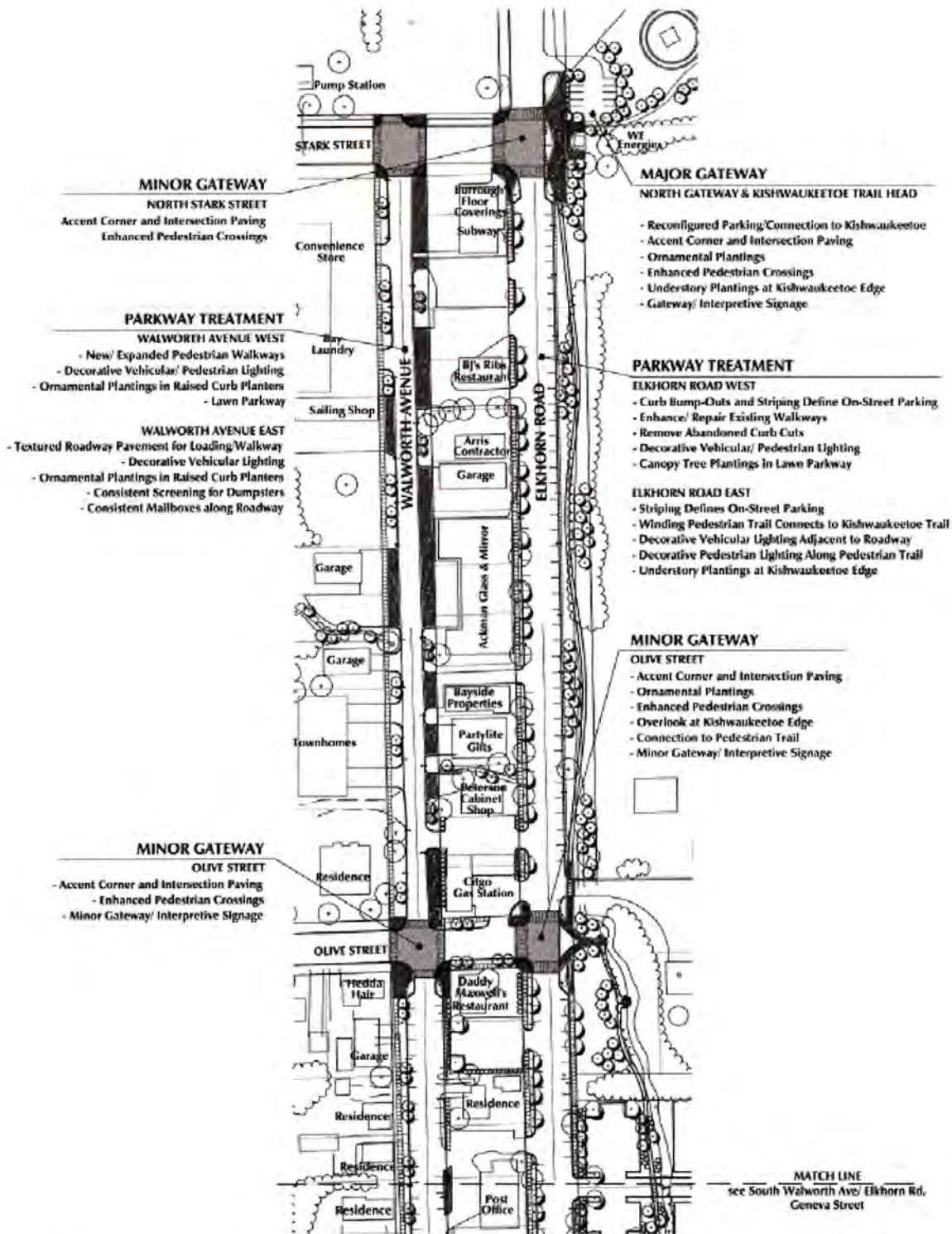
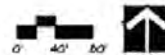


Figure 1 - Conceptual Streetscape Plan Design Goals



VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - North Walworth Avenue and Elkhorn Road

21 June 2004



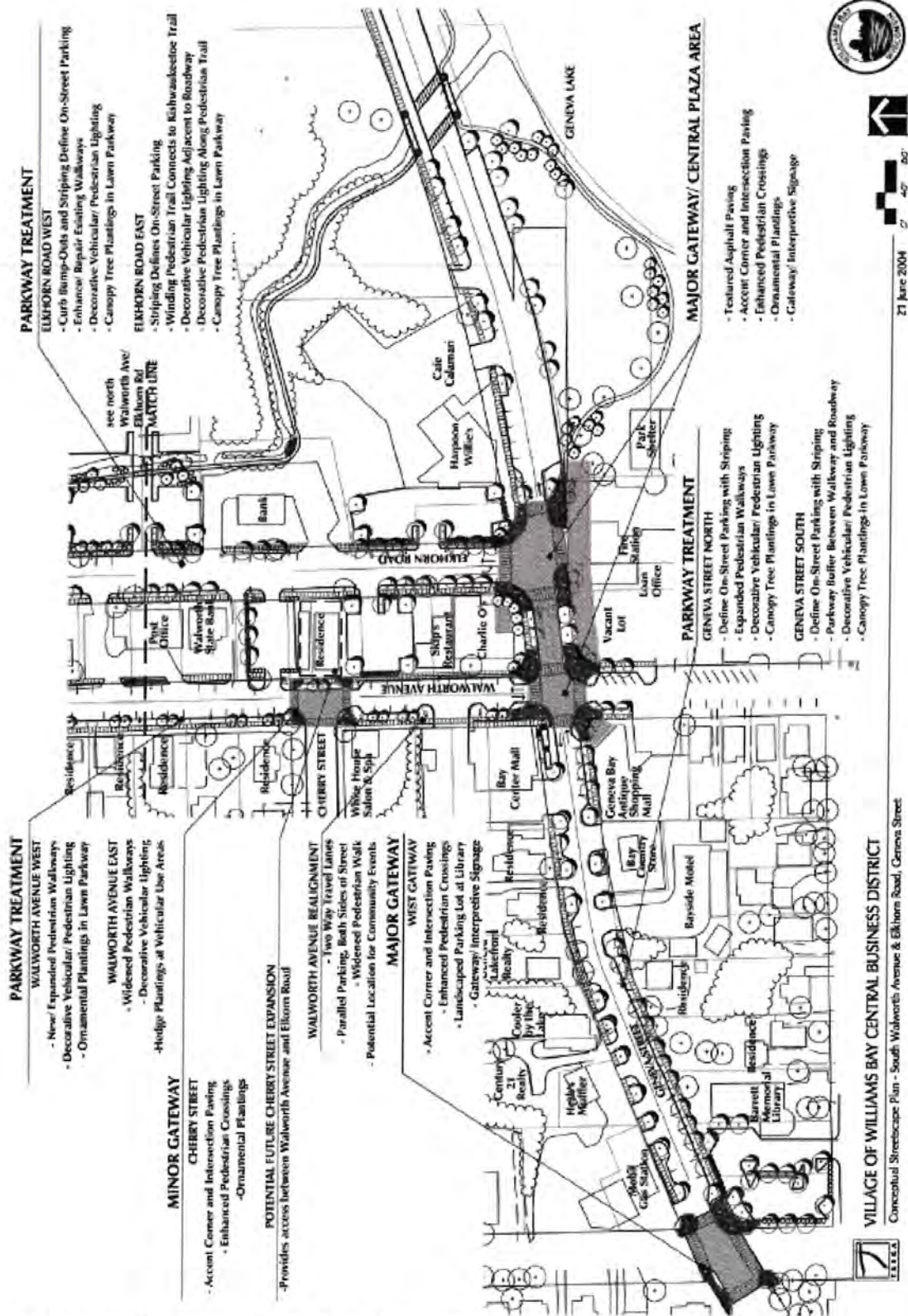


Figure 3 - Conceptual Streetscape Plan - South Walworth Avenue and Elkhorn Road

Central Business District Streetscape Plan

3. VEHICULAR APPROACH TO THE CENTRAL BUSINESS DISTRICT

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 Kishwaukee 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 Kishwaukee 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.

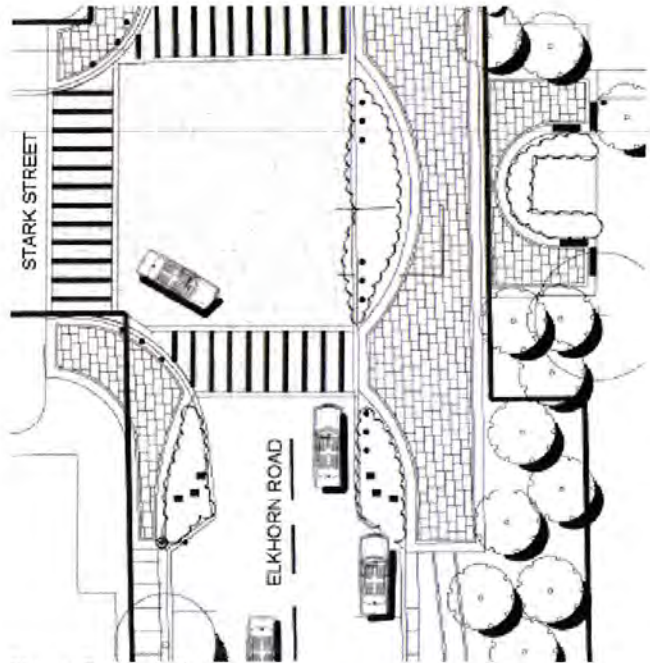


Figure 7 - Curb Bump Out



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.

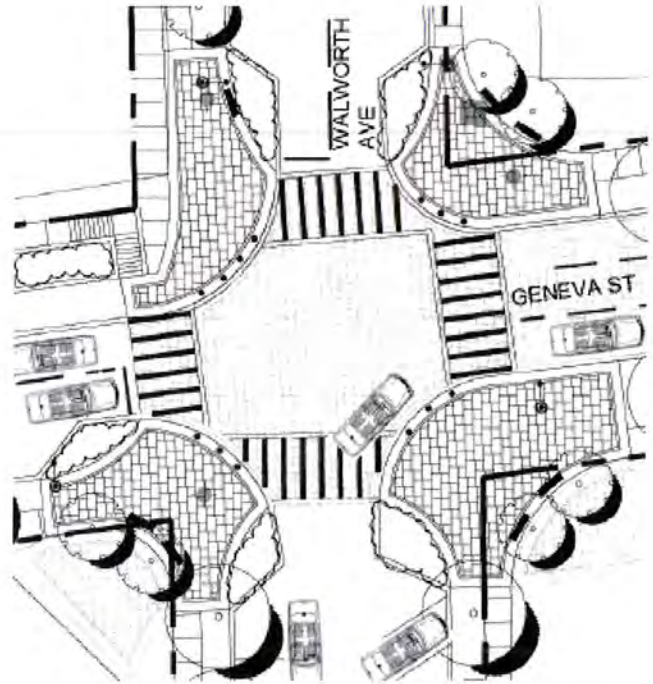


Figure 8 - Textured Pavement at Roadway Intersection



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.

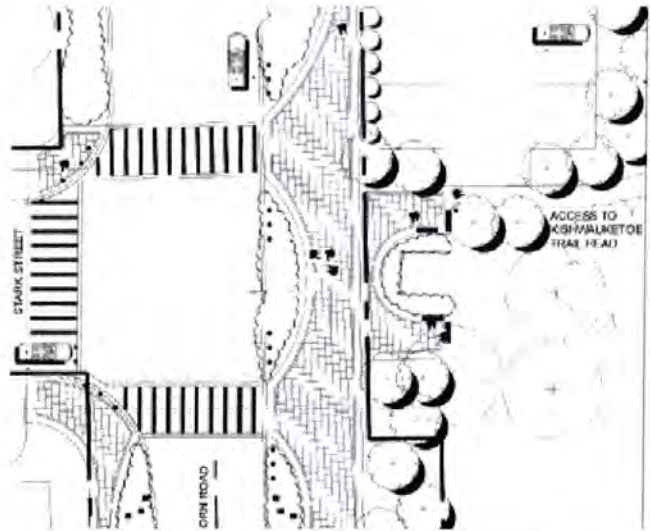


Figure 10 - Entry Plaza into Kishwauketoe at Stark Street

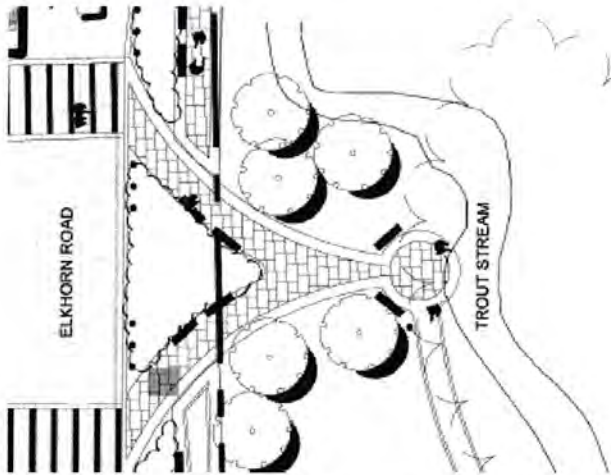


Figure 11 - Overlook Plaza into Trout Stream at Olive Street

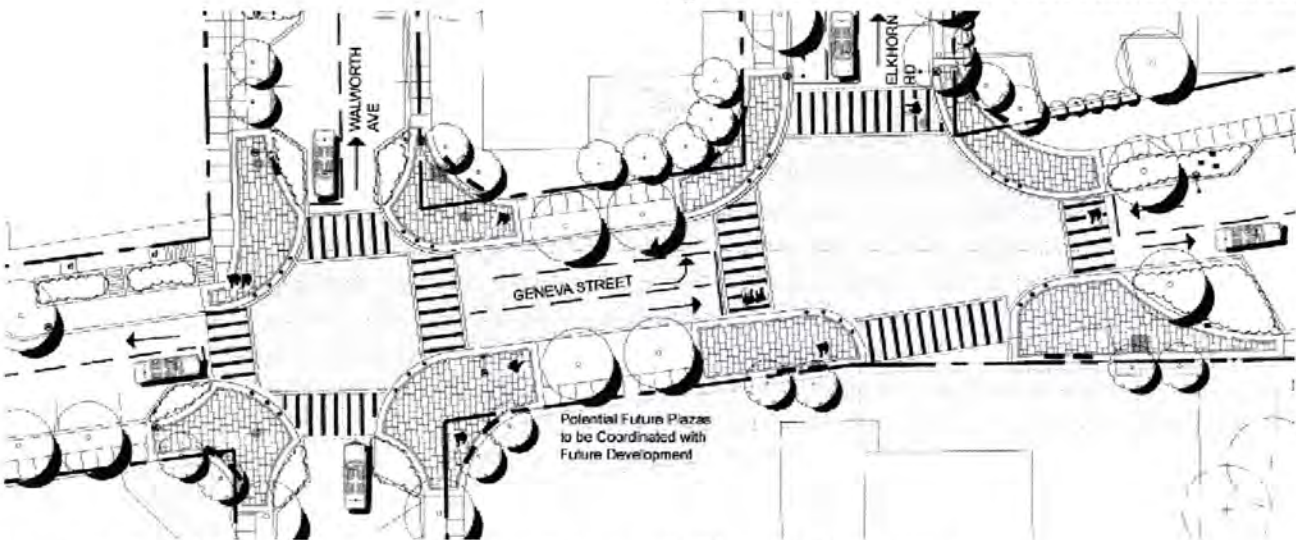


Figure 12 - Central Plaza at Geneva Street, Walworth Avenue, & Elkhorn Road Intersections

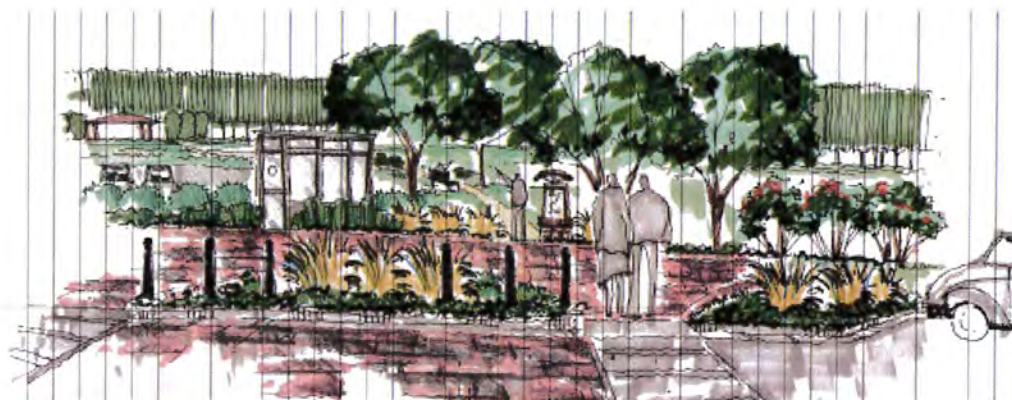


Figure 10a - View Looking east from Stark Street into Kishwauketoe Entry Plaza



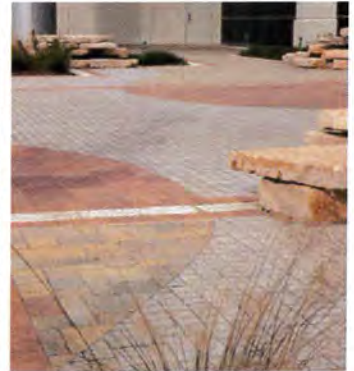
Figure 11a - View Looking east into Trout Stream Overlook Plaza



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

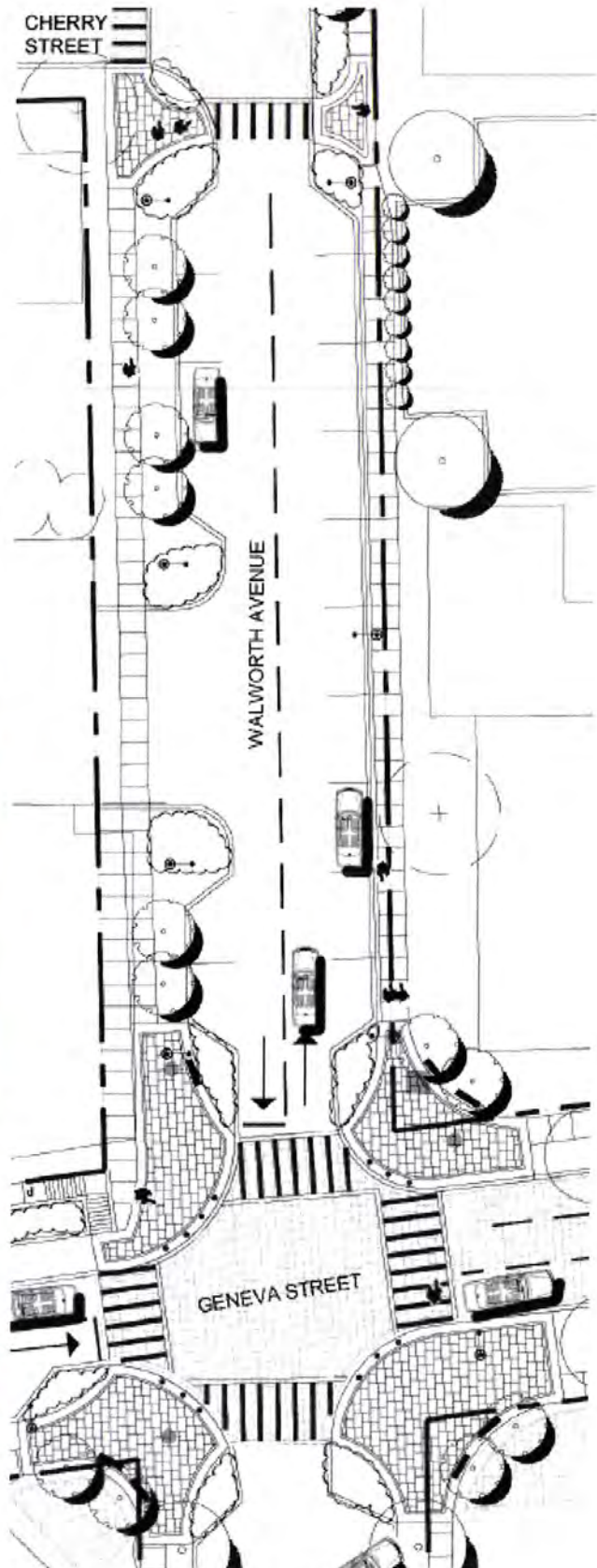


Figure 13 - Walworth Ave Events Space

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 Kishwaukee 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.

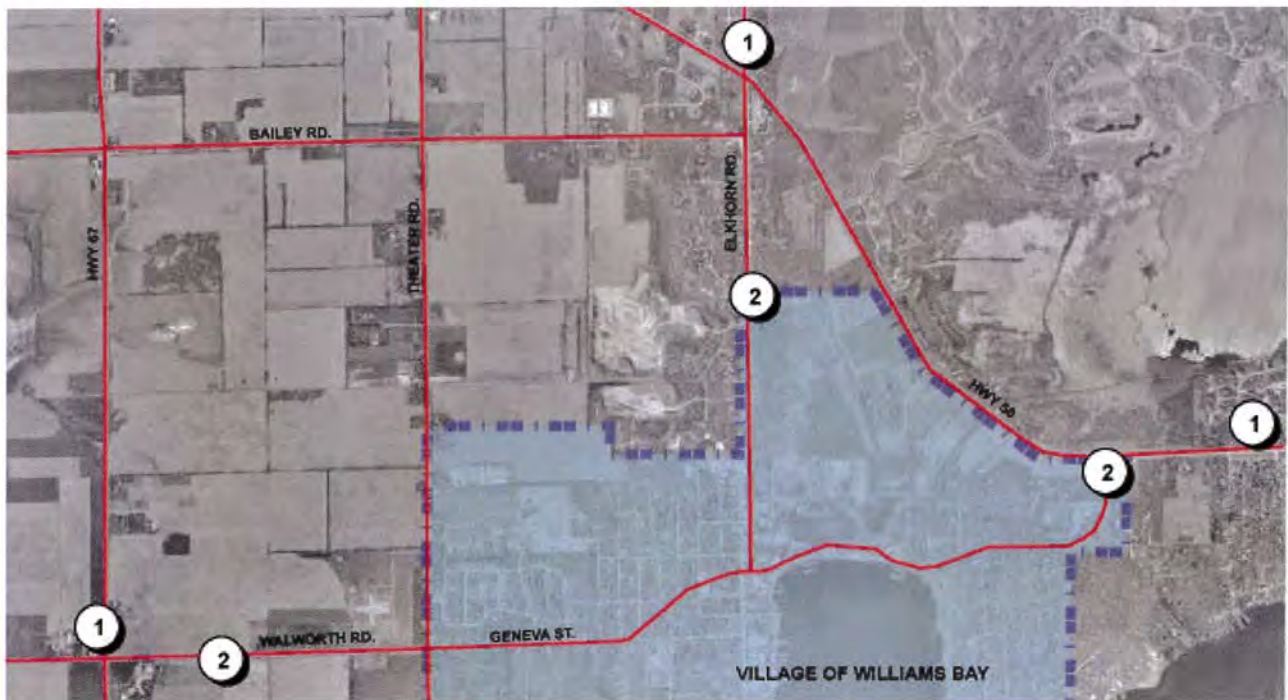


Figure 14 - Recommended Locations for Signage and Wayfinding Elements

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 Kishwaukee 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.

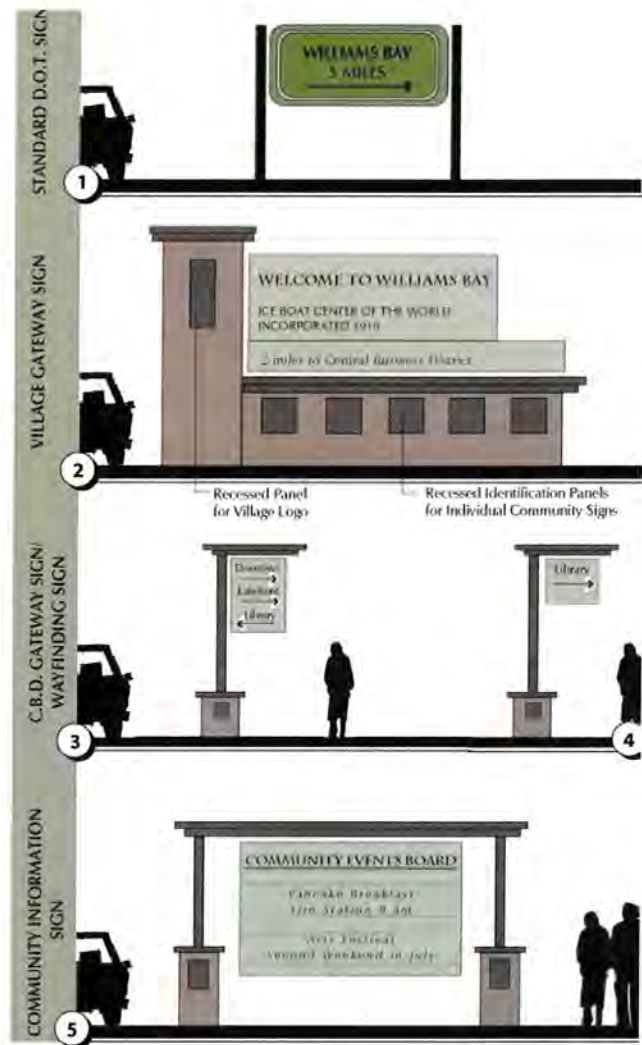


Figure 15 - Recommended Signage and Wayfinding Concepts

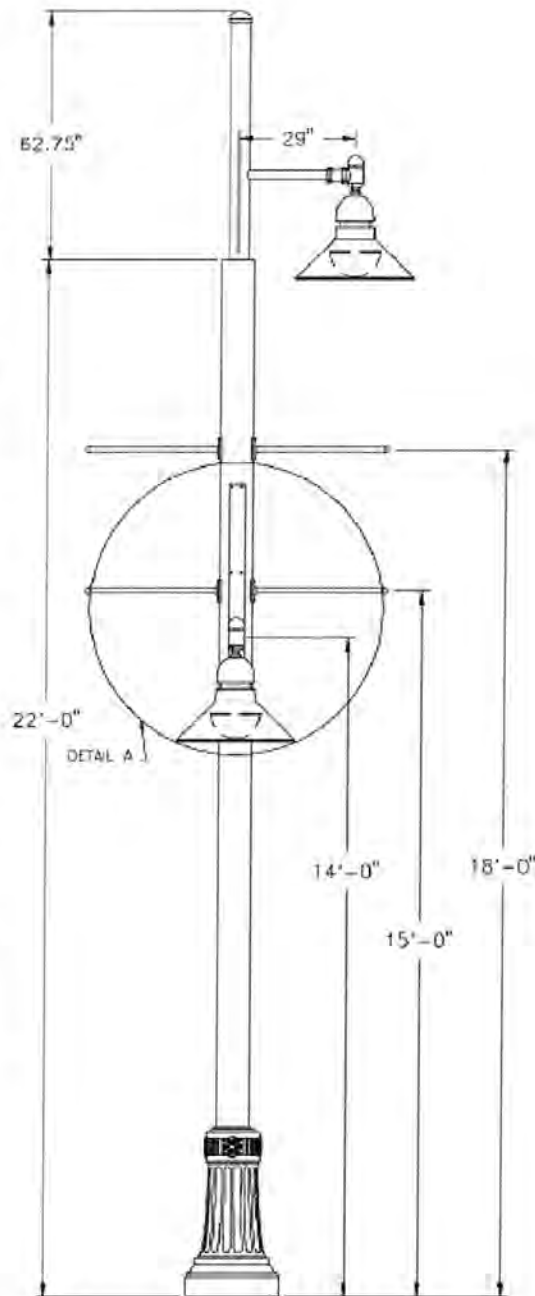
Lighting

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 than 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 should 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.

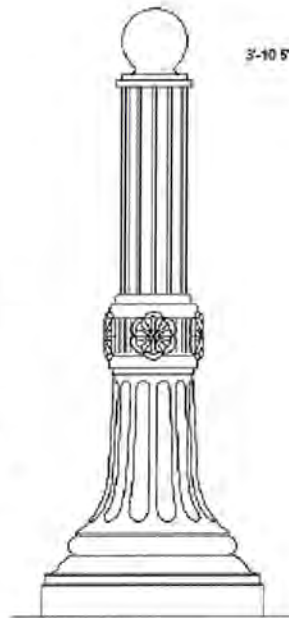
CONTACT: 800.644.8467, www.creativepipe.com

Bollards and Bike Racks

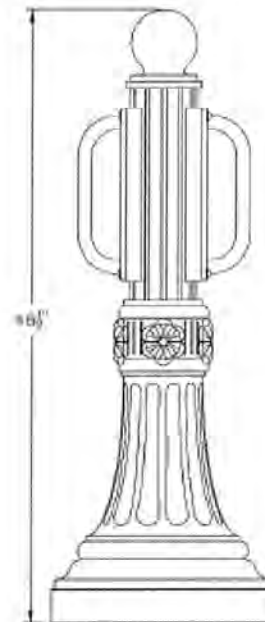
Where plaza spaces abut roadways, landscape bollards provide a layer of buffering between pedestrians and vehicles. Visually, landscape bollards are intended to match the decorative bases of light poles. Bike racks, constructed of bollards with welded pipe sections attached, provide places to store bicycles.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

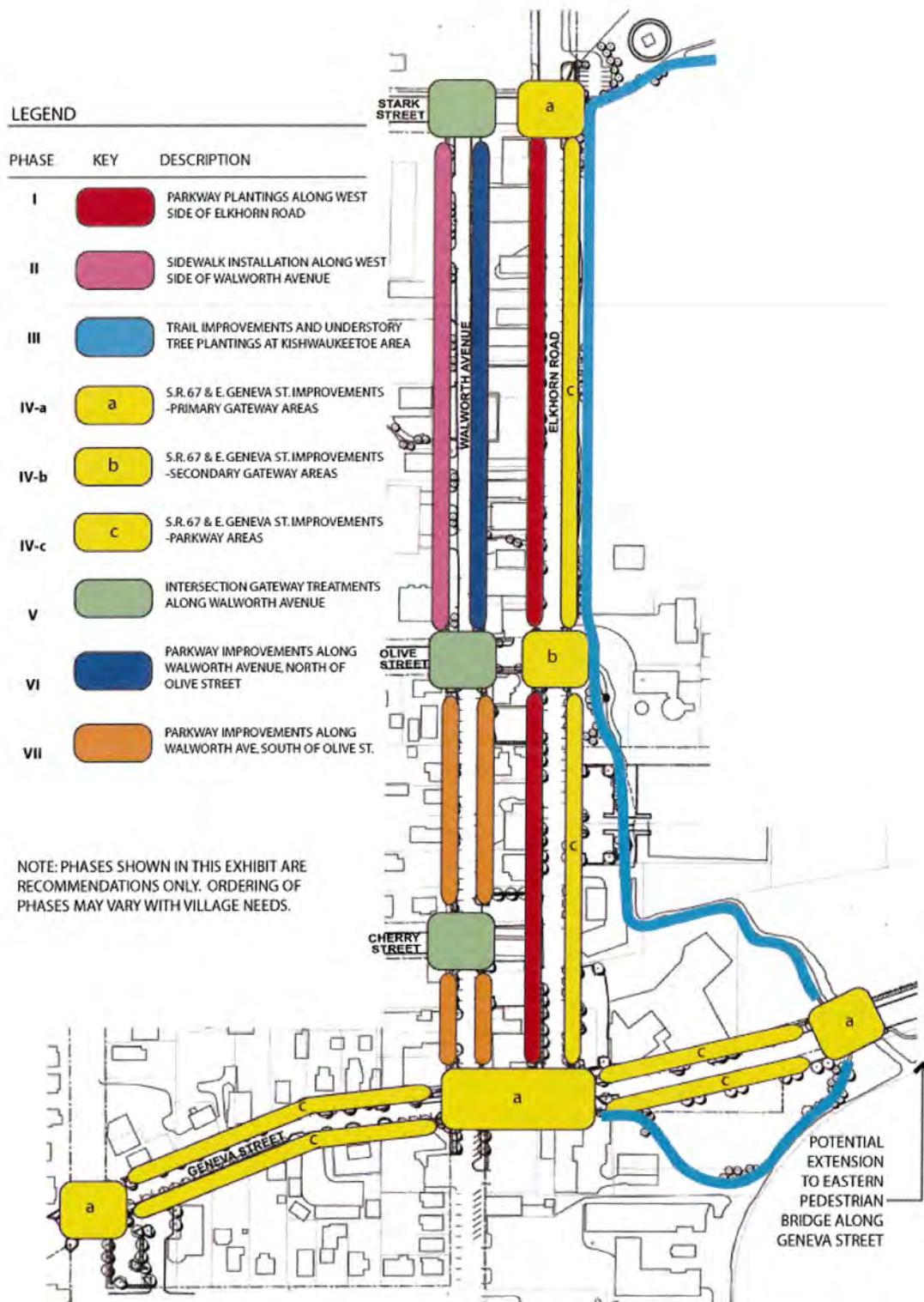


Figure 16 - Recommended Phasing Plan

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

Project Walk Through/
Stakeholder Involvement and Consensus Building Exercise - 1



Community Planning ■ City 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 Kishwaukeeeetoe 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 Kishwaukeeeetoe 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 Kishwaukeeeetoe 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

Teska Associates, Inc.

627 Grove Street Evanston, Illinois 60111-4474 fax 847.869.2055 voice 847.869.1201 www.TeskaAssociates.com

Project Walk Through/
Stakeholder Involvement and Consensus Building Exercise - 2



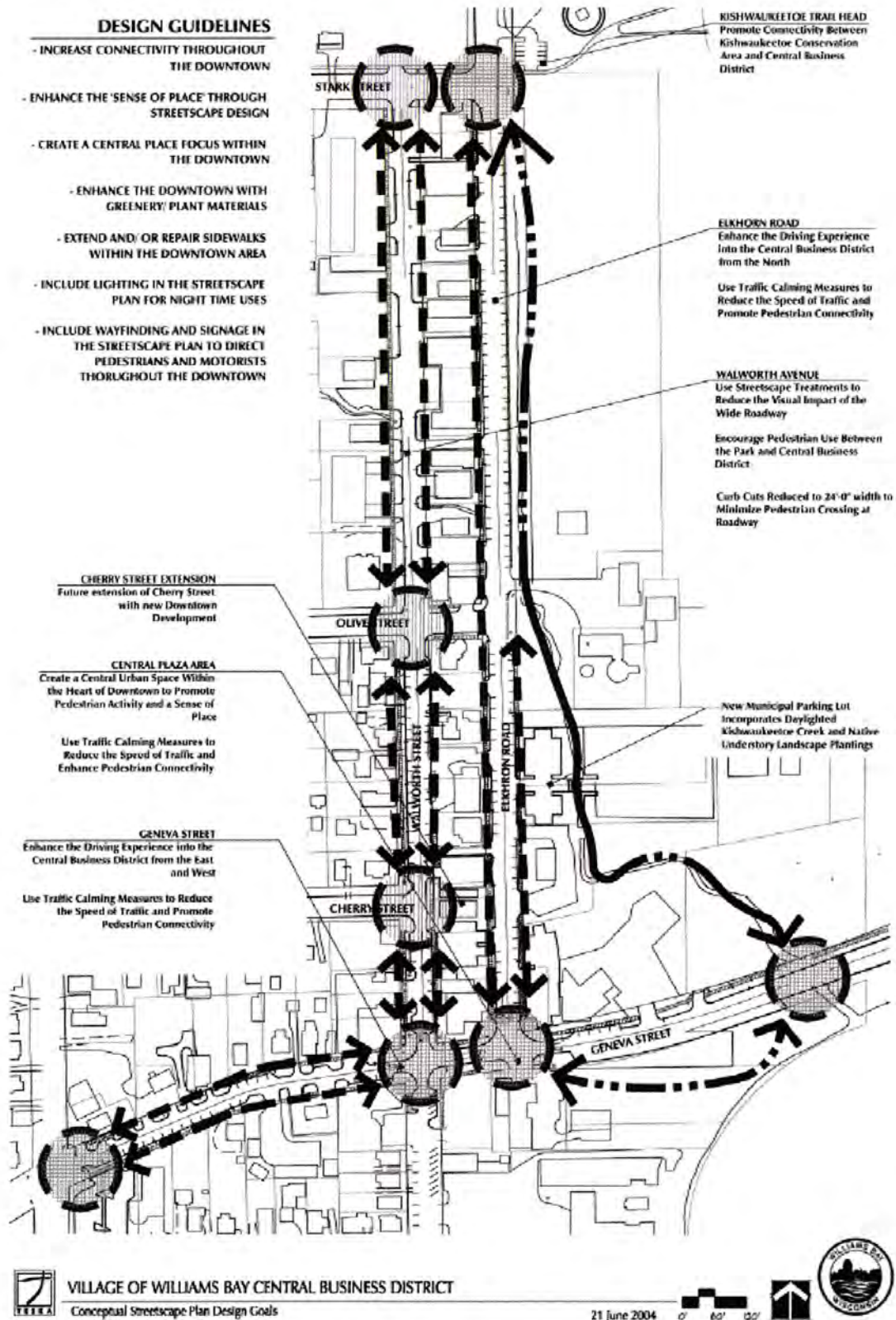
Community Planning ■ Site Design ■ Development Economics ■ Landscape Architecture

- 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 Kishwaukeee 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 Kishwaukeee 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

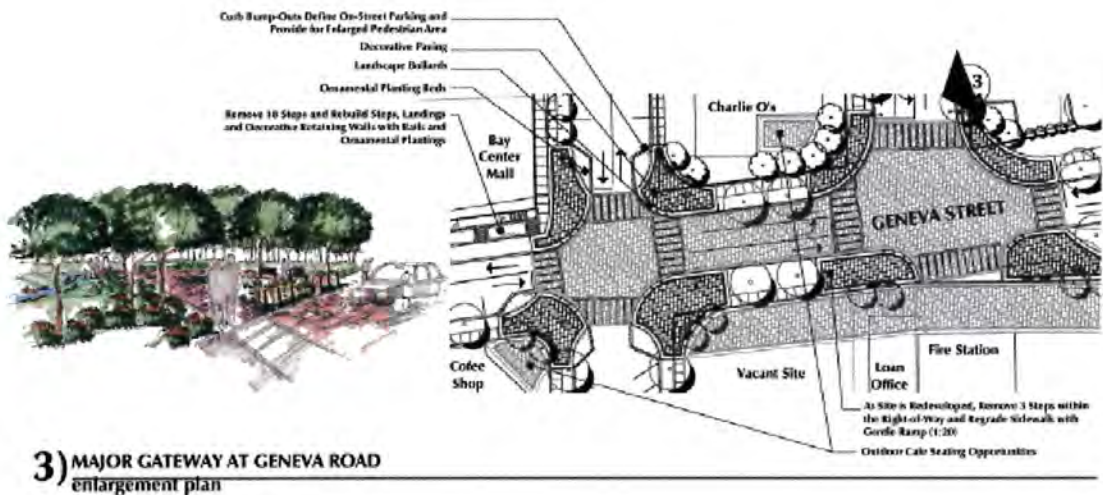
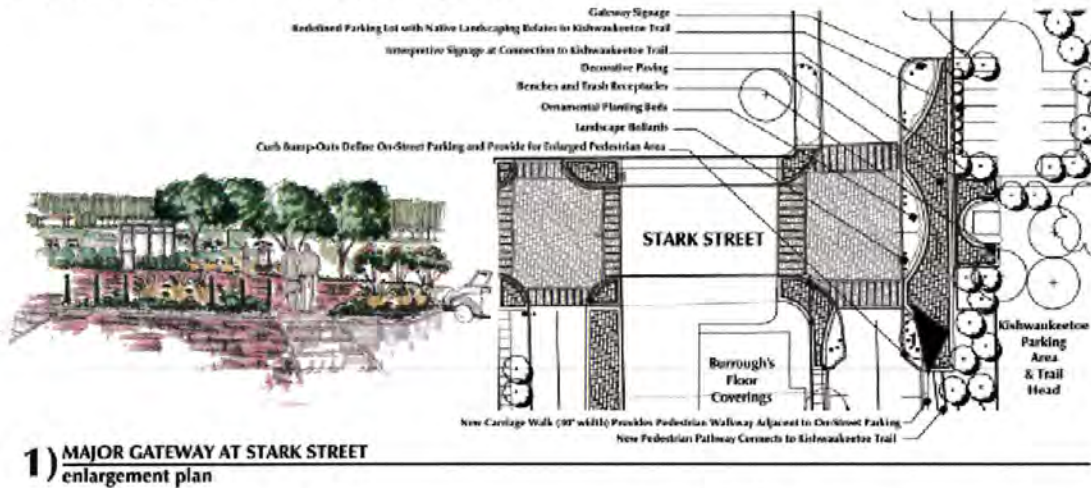
Teska Associates, Inc.

627 Grove Street Evanston, Illinois 60201-4474 fax 847.869.2059 voice 847.869.2011 www.TeskaAssociates.com

Conceptual Streetscape Plan - Design Goals

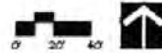


Conceptual Streetscape Plan - Gateway Enlargement Areas

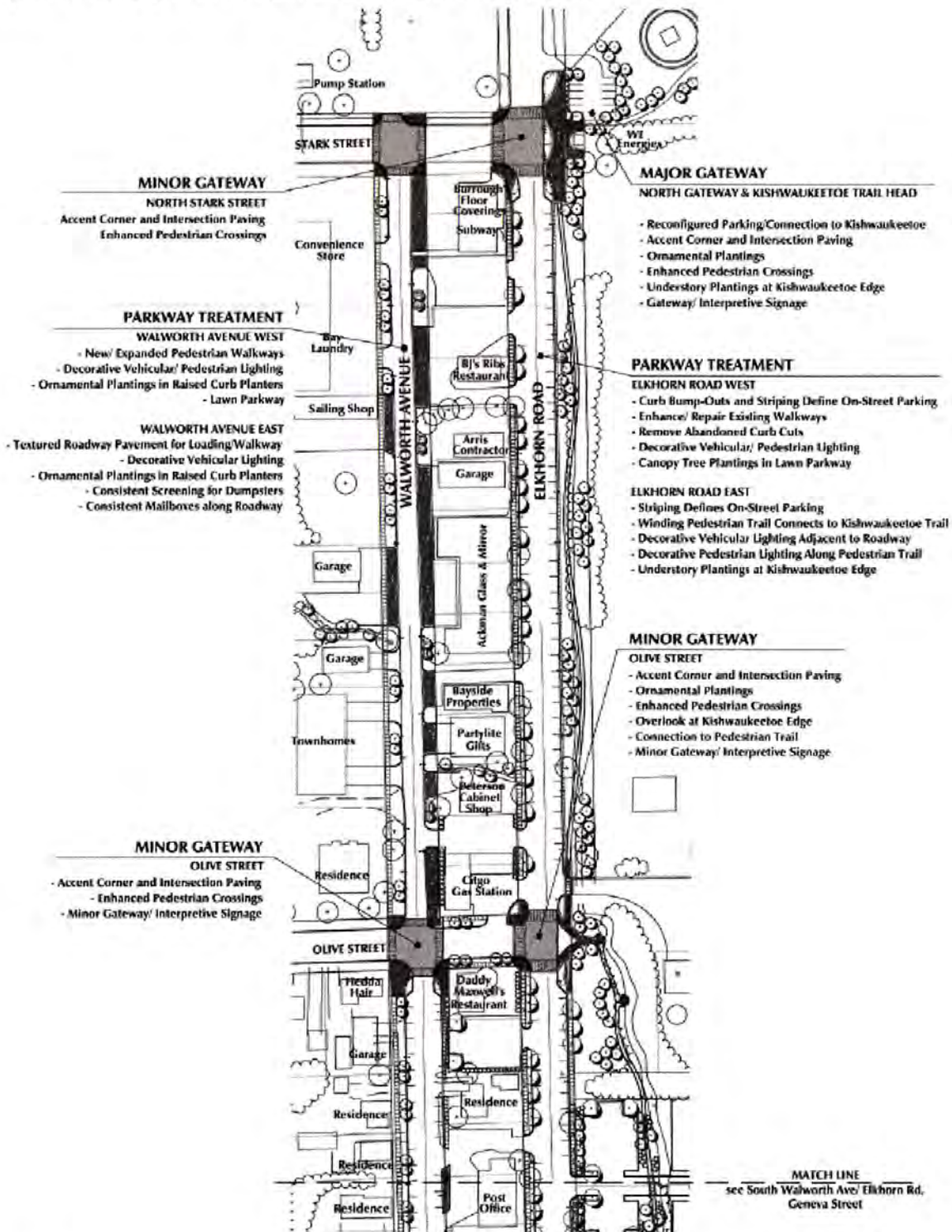


VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - Gateway Enlargement Areas

21 June 2004



Conceptual Streetscape Plan - North Walworth and Elkhorn Road

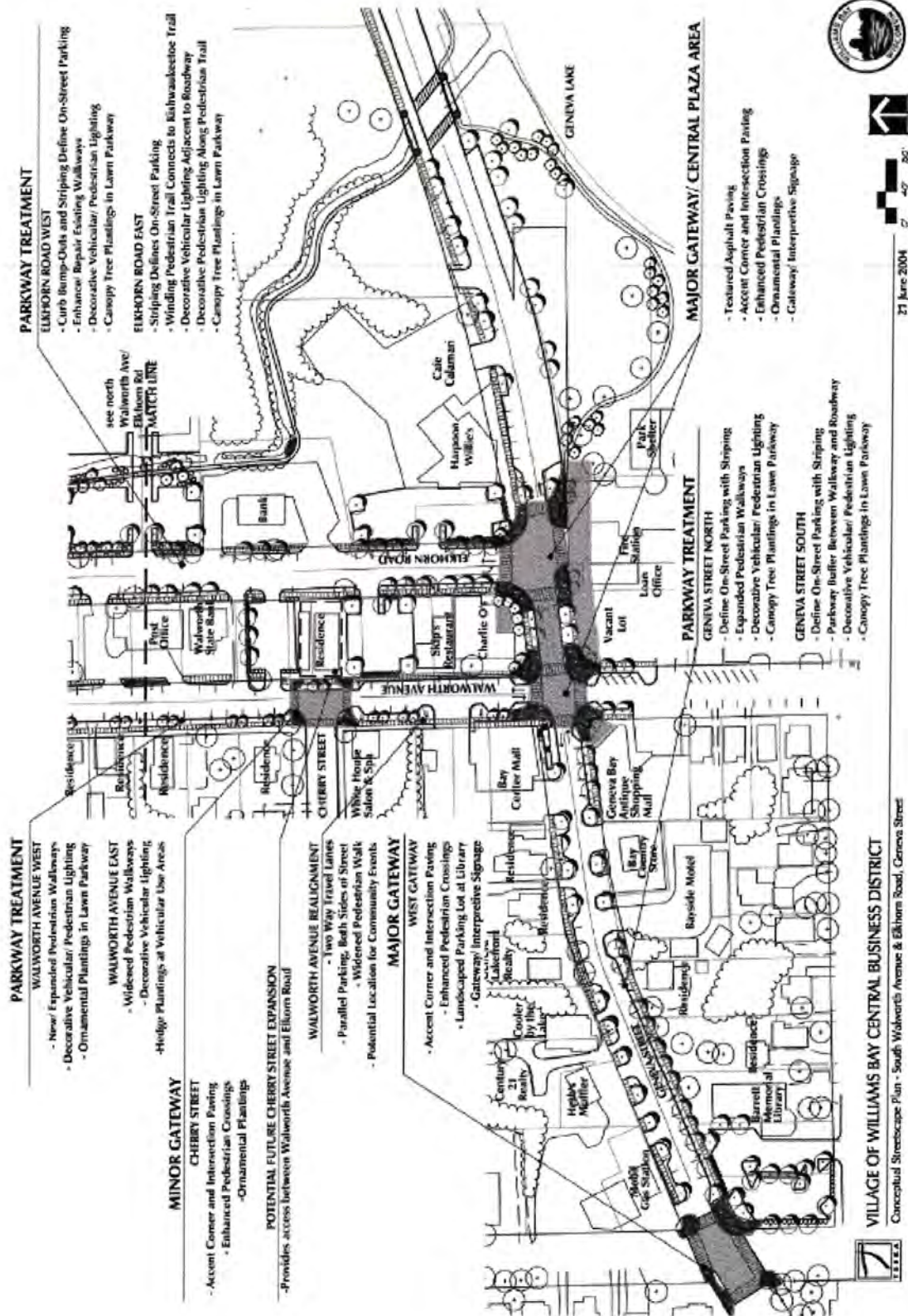


VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - North Walworth Avenue and Elkhorn Road

21 June 2004



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 WOOD 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

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



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

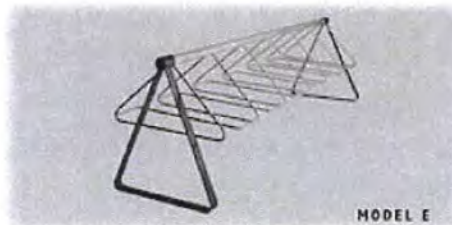
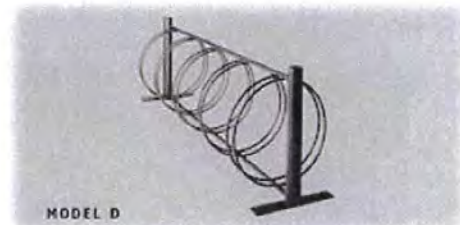
BOLLARDS

MANUFACTURER: URBAN ACCESSORIES



BIKE RACKS

MANUFACTURER: URBAN ACCESSORIES



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

June 2004



Materials Boards

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: EDENSTONE



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 UNGRANITE 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 KISHWAUKEE 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



Celemegrotis 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



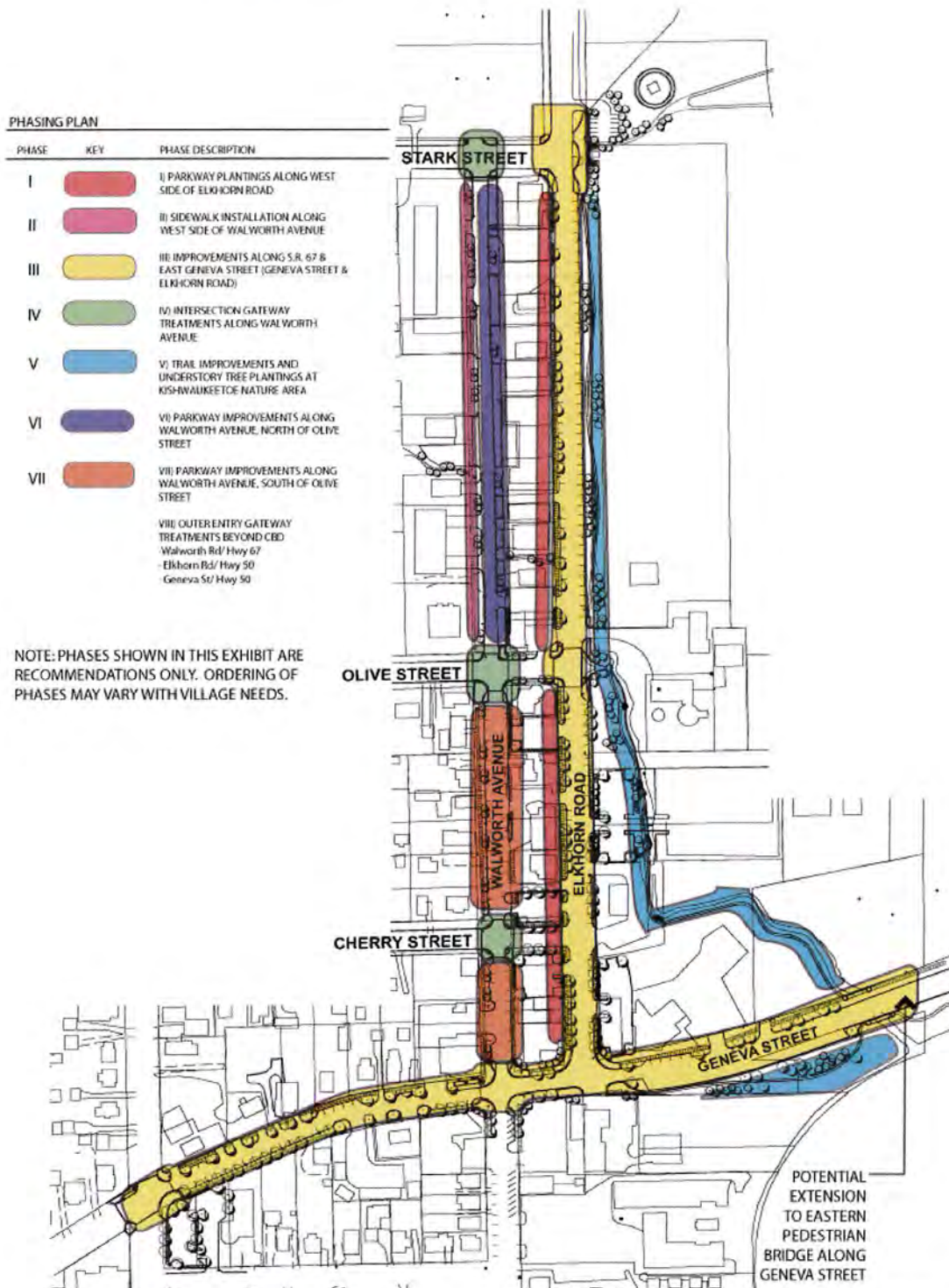
LIMESTONE WALLS, DECORATIVE PAVING, AND ORNAMENTAL PLANTINGS DEFINE THE PLAZA AREA

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, WI50916
Tesla Associates, Inc.

JOB #: WL03-186
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	400	SF	\$17.50	\$675.00	\$675.00	
SITE IMPROVEMENTS							
	Shade Trees	31	EA	\$800.00	\$22,000.00		
	Mulch, Shredded Hardwood	6	CY	\$950.00	\$4,500.00		
	Decomposed Mulch/soil	4	CY	\$550.00	\$2,000.00		
	Compost					\$27,500.00	
SUBTOTAL PHASE I						\$28,525.00	
PHASE II							
SIDEWALK INSTALLATION ALONG WEST SIDE OF WALWORTH AVENUE							
SITE PREPARATION							
	Lawn & Soil Removal	600	SF	\$17.50	\$1,425.00	\$1,425.00	not deep and disposal
SITE IMPROVEMENTS							
	Concrete Sidewalk, 6' width	600	SF	\$5.00	\$4,750.00	\$4,750.00	Installation to match existing
SUBTOTAL PHASE II						\$6,175.00	
PHASE III							
IMPROVEMENTS ALONG S.R. 07 & EAST GENEVA STREET (GENEVA STREET & ELKHORN ROAD)							
SITE PREPARATION							
	Curb Removal	500	LF	\$10.00	\$5,000.00		for curb bump-outs, west side of Geneva Street
	Sidewalk Removal	7,200	SF	\$2.00	\$14,400.00		at recent parking corners, south side Geneva Street
	Asphalt Removal	20,000	SF	\$1.50	\$29,900.00		for specialty paving at intersections
	Lawn & Soil Removal	2,100	SF	\$1.50	\$3,240.00		for new walkway, south side of Geneva Street
						\$47,160.00	

Streetscape Construction Cost Estimate - 2

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

JOB #: WL03-193
06/02/04

PHASE DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
SITE IMPROVEMENTS							
HARDSCAPE							
Reinforced Striping at Roadway		8,500	LF	\$0.25	\$2,125.00		parallel parking lines, center line, 6" width
Concrete Curb & Gutter		1,000	LF	\$12.00	\$12,000.00		at curb bump-outs, west
Concrete Sidewalk, 6" with		60,000	SF	\$8.00	\$480,000.00		Genesee Street
Concrete Unit Pavers, concrete underlayment		20,000	SF	\$25.00	\$500,000.00		transition to match existing
Concrete Header		500	LF	\$12.00	\$6,000.00		at roadway intersections
Concrete Unit Pavers, concrete underlayment		3,000	SF	\$15.00	\$45,000.00		surrounding specially paving areas at intersections
Concrete Unit Pavers, used setting bed		17,000	SF	\$12.00	\$204,000.00		at hardcap/curb ramps
Ornamental Lighting		80	EA	\$3,500.00	\$280,000.00		at account parking corners, decorative poles with luminaire arm attachments (21 ft.)
Ornamental Signage		1	EA	\$10,000.00	\$10,000.00		monument signage located at intersections of Genesee St, Williams St, General St, LaSalle St, Elkhorn St, State St
SOFTSCAPE							
Shade Trees		60	EA	\$800.00	\$48,000.00		live plantings at west side Elkhorn St during phase 1
Ornamental Grasses		2,400	SF	\$15.00	\$36,000.00		includes topsoil
Sodded Lawn		750	SF	\$5.00	\$3,750.00		
Match, Sweeded Hardwood		175	CY	\$50.00	\$8,750.00		
Decomposed Mulchroom		70	CY	\$50.00	\$3,500.00		
SITE FURNISHINGS							
Bench		24	EA	\$1,500.00	\$36,000.00		
Trash Receptacles		8	EA	\$1,200.00	\$9,600.00		
Bollards		60	EA	\$800.00	\$48,000.00		
Elbow Racks		8	EA	\$600.00	\$4,800.00		
						\$1,626,125.00	
SUBTOTAL PHASE II						\$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

Tesla Associates, Inc.

JOB #: WL03-186

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 Sidewalk Removal	200 LF			\$10.00	\$2,000.00		for curb bump-outs
	1,075 SF			\$2.00	\$2,150.00		for accent paving corners for specialty intersection paving
Asphalt Removal Lawn & Soil Removal	11,085 SF			\$2.00	\$22,170.00		
	800 SF			\$1.50	\$1,200.00		
						\$41,420.00	
SITE IMPROVEMENTS							
HARDSCAPE Concrete Curb & Gutter Concrete Unit Pavers, concrete underlayment	450 LF			\$12.00	\$5,400.00		at curb bump-outs
	11,685 SF			\$26.00	\$303,765.00		at roadway intersections surrounding specialty paving areas at intersections
	360 LF			\$12.00	\$4,320.00		
Concrete Header Concrete Unit Pavers, laid setting bed	2,375 SF			\$12.00	\$28,500.00		
Concrete Unit Pavers, concrete underlayment	2,400 SF			\$15.00	\$36,000.00		at handicap curb ramps
SOFTSCAPE							
Charmelle Grasses/ Mulch	800 SF			\$15.00	\$12,000.00		
	16 CY			\$50.00	\$800.00		
Decomposed Mulchroom	40 CY			\$55.00	\$2,200.00		
						\$75,720.00	
SUBTOTAL PHASE IV						\$381,125.00	

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

JOB #: WL05-196
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	0.100	SF	\$12.00	\$1,725.00	\$1,725.00	
SITE IMPROVEMENTS							
HARDSCAPE							
	Crushed Gravel Pathway, 8" 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 area, bridge crossing
	Podacanth Bridge	2	EA	\$16,000.00	\$32,000.00		at creek crossings east side of Elkhorn Rd
	Decorative Bridge Railings	500	LF	\$80.00	\$25,000.00		at existing bridge abutments (2) along Geneva Street
SOFTSCAPE							
	Understory Tree Plantings	60	EA	\$650.00	\$39,000.00		
	Mulch, Shredded Hardwood	23	CY	\$80.00	\$1,840.00		
	Disconnected Mulchroom	1	CY	\$465.00	\$465.00		
SITE FURNISHINGS							
	Interpretive Directional Benches	4	EA	\$6,000.00	\$24,000.00		at overlook areas, bridge at overlook areas
		4	EA	\$1,500.00	\$6,000.00	\$233,560.00	
SUBTOTAL PHASE V						\$233,560.00	
PHASE VI							
PARKWAY IMPROVEMENTS ALONG WALWORTH AVENUE, NORTH OF OLIVE STREET							
SITE PREPARATION							
	Concrete Removal	100	SF	\$2.00	\$1,800.00	\$1,800.00	for raised curb planting cut side of Walworth
SITE IMPROVEMENTS							
HARDSCAPE							
	Ornamental Lighting	18	EA	\$3,000.00	\$54,000.00		decorative poles with banner arm attachments (20' H.)
	Painted Striping at Roadway	500	LF	\$0.60	\$300.00		center line, 8" width
	Textured Asphalt Treatment	13,800	SF	\$12.00	\$165,600.00		along east side loading areas
	Concrete Curb Planting, 4" H.	200	LF	\$12.00	\$2,400.00		west side of street, within existing concrete curb area
SOFTSCAPE							
	Understory Tree Plantings	30	EA	\$650.00	\$19,500.00		overhead wires includes support
	Mulch, Shredded Hardwood	530	CY	\$80.00	\$42,400.00		
	Disconnected Mulchroom	2	CY	\$80.00	\$160.00		
SUBTOTAL PHASE VI						\$207,400.00	
SUBTOTAL PHASE VI						\$207,400.00	

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

JOB #: WLJ3-196
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	0.200	SF	\$1.50	\$7,000.00		for Cherry Street Extension at realigned section of south Walworth Avenue
	Concrete Walk Removal	1,000	SF	\$2.00	\$2,000.00		at realigned section of south Walworth Avenue & Cherry Street Extension, for new curb bump-outs
	Curb Removal	200	LF	\$10.00	\$2,000.00		at realigned section of south Walworth Avenue, existing driveway
	Asphalt Removal	2,000	SF	\$3.00	\$6,000.00	\$16,000.00	
SITE IMPROVEMENTS							
HARDSCAPE							
	Ornamental Lighting	16	EA	\$3,000.00	\$48,000.00		decorative poles with banner arm attachments (20' ht.) painted parking spaces, center line, 6" width
	Painted Striping at Roadway	600	LF	\$0.30	\$180.00		across existing drives, transition to existing, widened walk at east side of Walworth
	Concrete Edgewalk	2,070	LF	\$5.00	\$10,350.00		overlaid with includes lap seal
SOFTSCAPE							
	Underside Tree Plantings	20	EA	\$600.00	\$12,000.00		
	3.000' Spr	3,000	SF	\$4.00	\$12,000.00		
	Mulch, Shredded Hardwood	5	CY	\$200.00	\$1,000.00		
	Decorative Fountain	1	CY	\$100.00	\$100.00	\$103,540.00	
SUBTOTAL PHASE VII						\$103,540.00	
PHASE VIII							
OUTER ENTRY GATEWAY TREATMENTS BEYOND CBD							
SITE PREPARATION							
	Site Clearing	3	EA	\$800.00	\$2,400.00	\$2,400.00	monument signposts located at intersection of Walworth & Hwy 67, Elkhorn Rd Hwy 60, Genes St Hwy 50
SITE IMPROVEMENTS							
	Monument Gateway Signage	3	EA	\$30,000.00	\$90,000.00	\$92,400.00	
SUBTOTAL PHASE VIII						\$92,400.00	

Base Sub-Total: \$2,796,660.00
15% Contingency: \$417,999.00
Total: \$3,204,659.00



VILLAGE OF WILLIAMS BAY

Policy On Rural Type Mailboxes

Rural type mailboxes have been and are allowed within the road right-of way in the Village of Williams Bay as a matter of convenience and practicality to the property owners or occupants and not as a matter of right.

Encroachments upon the road right-of-way are governed by Section 86.04 of the Wisconsin Statutes which states in part as follows:

86.04 (1) ORDER FOR REMOVAL. If any highway right-of-way shall be encroached upon, under or over by any fence, stand, building or any other structure or object, and including encroachments caused by acquisition by the public of new or increased widths of highway right-of-way, the department, in case of a state trunk highway, the county highway committee, in case of a county trunk highway, or the city council, village or town board, in case of a street or highway maintained by or under the authority of any city, village or town, may order the occupant or owner of the land through or by which the highway runs, and to which the encroachment shall be appurtenant, to remove the encroachment beyond the limits of the highway within 30 days. The order shall specify the extent and location of the encroachment with reasonable certainty and shall be served upon the occupant or owner of the land through or by which the highway runs, and to which the encroachment shall be appurtenant.

Thus, it is the intention of this policy that if a mailbox is accidentally damaged in the process of any Village roadway or utility operations or maintenance, it is the property owner or occupants' obligation to repair or replace the mailbox. The property owner or occupant is not entitled to replacement or compensation.

It is further the intention that the above policy shall also be applicable to tubes or boxes for newspaper delivery and such tubes or boxes should be located adjacent to the mailbox.



April 26, 2024

Agreement for Downtown Master Plan Services

THIS AGREEMENT is made and entered into by and between the “Client” Village of Williams Bay, Wisconsin, and VANDEWALLE & ASSOCIATES, Inc., Madison, Wisconsin, a professional planning and design firm. For purposes of this Agreement, the “Project” is defined as preparing the Downtown Master Plan for the Village of Williams Bay.

Article I Scope of Work

- A. VANDEWALLE & ASSOCIATES agrees to provide the following “Services”:

Work Element One: Community Engagement & Meeting Attendance

- Village Staff Meetings and Project Communications: Facilitate and attend regularly scheduled check-in calls/meetings and ongoing email correspondence with Village representatives. (five virtual meetings)
- Stakeholder Focus Group Meeting: Develop materials and facilitate a meeting with stakeholders to gather site-specific information on existing conditions and on a future vision for the planning area. (one in-person meeting)

Work Element Two: Existing Conditions & Opportunity Analysis

- Review and Summarize Existing Plans & Recommendations: Review and summarize relevant plans including recently completed and/or ongoing Village-led and private sector-led projects. Identify key recommendations that remain relevant to the planning study.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
342 North Water Street • Milwaukee, Wisconsin 53202 • 414.421.2001 • 414.732.2035 Fax
www.vandewalle.com

Shaping places, shaping change

- Conduct an Existing Conditions Inventory & Analysis: Inventory existing conditions using aerial photographs, County and Village planning and land records.
- Identify Parking & Circulation Opportunities: Conduct a high-level parking analysis using aerial photographs to identify existing off-street parking spots in the downtown area, existing street parking spots in the downtown area, and identify priority locations for increasing or reorganizing parking capacity near key destinations.
- Identify Redevelopment Site Opportunities: Review properties within the planning area to identify potential redevelopment site opportunities.
- Develop an Opportunity Analysis Graphic with Summary Text: Utilize data and analysis gathered in this Element to produce a deliverable “Opportunity Analysis Graphic” with summary text identifying existing conditions, parking and circulation opportunities, and redevelopment opportunities.

Work Element Three: Streetscape Design Layout

- Develop Streetscape Cross Section and Plan View: Provide a plan view and a typical cross section version of a streetscape design for the planning area which can be used to inform elements for consideration ahead of the Phase 2 State Hwy 67 reconstruction.
- Develop Streetscape Amenities Palette: Provide graphic images as recommendations for a unified streetscape amenities palette to include features such as street lighting, street furniture and other decorative and wayfinding elements.
- Develop Parking and Circulation Concept: Provide a parking and circulation concept that identifies priority locations for increasing or reorganizing parking capacity near key destinations.

Work Element Four: Document Completion & Adoption

- Create Implementation Action Plan: Develop a tabular summary of recommended implementation action steps.
- Complete Final Report: Develop a final report with graphic analysis and supporting text to convey all information developed through the

course of the project in an easy-to-digest document. The final report will include products developed in Work Elements One through Four.

- Joint Plan Commission & Village Board Adoption Plan Meeting: Attend one in-person meeting held jointly between the Plan Commission and Village Board to review findings of the report and to consider final acceptance of the project document.

Optional Tasks

As directed by the Village, VANDEWALLE & ASSOCIATES can undertake optional tasks for an additional cost.

- Joint Plan Commission & Village Board Draft Plan Meeting (in-person): A review of the draft plan to provide additional comments and direction prior to the final approval.
- Concept Redevelopment Site Plan and Visual Rendering Sketch: Selection of a priority redevelopment site and creation of a concept site plan and visual rendering sketch to provide an inspiring vision for a catalytic development in the planning area.
- Attend Property Owner Meeting with Village Representative (in-person): Attend 1 in-person meeting with downtown property owners in a meeting coordinated by the Village.

- B. Additional Services, beyond those stated in Article I.A., may be provided through a “Work Order”.
- C. VANDEWALLE & ASSOCIATES agrees to provide its professional Services in accordance with generally accepted standards of its profession.

Article II Client’s Responsibilities

- A. Client agrees to provide VANDEWALLE & ASSOCIATES with all base maps, blueprints, aerial photos, studies, reports, and ordinances needed to complete these Services. VANDEWALLE & ASSOCIATES may reasonably rely on the

accuracy and completeness of these items. Client agrees to provide these items and to render decisions in a timely manner so as not to delay the orderly and sequential progress of VANDEWALLE & ASSOCIATES Services.

- B. The administrative liaison between VANDEWALLE & ASSOCIATES and the Client will be David Lothspeich, Village Administrator.
- C. Client agrees that the following individuals are approved to authorize Additional Services via a Work Order:

[illegible]

- D. Client understands that any work product delivered in electronic form under this Agreement may require Client to use certain third-party hardware and/or software products. Client shall be solely responsible for obtaining licenses to use such third-party software. VANDEWALLE & ASSOCIATES makes no warranties or representations as to the quality, capabilities, operations, performance or suitability of any third-party hardware or software including the ability to integrate with any software currently in use by the Client. Client acknowledges that the quality, capabilities, operations, performance, and suitability of any third-party hardware or software lies solely with Client and the vendor or supplier of that hardware or software.
- E. If Client makes any modifications to Deliverables, Client shall either 1) obtain the prior written consent of VANDEWALLE & ASSOCIATES; or 2) remove VANDEWALLE & ASSOCIATES name from the Deliverables. In the event that Client selects option #2, VANDEWALLE & ASSOCIATES shall not be liable or otherwise responsible for such modifications or their effect on the results of the implementation of the recommendations contained in such Deliverables.

Article III Estimated Schedule

- A. Services in this Agreement shall commence from the date of execution, and be in effect through December 31, 2024, unless the parties agree otherwise.
- B. VANDEWALLE & ASSOCIATES shall render its Services as expeditiously as is consistent with professional skill and care. During the course of the Project, anticipated and unanticipated events may impact the Project schedule and VANDEWALLE & ASSOCIATES shall not be responsible for any delays caused by factors beyond its reasonable control.

Article IV Costs and Payment

- A. All work will be completed on a time and materials basis with the budget for not to exceed \$29,000.
- B. Client acknowledges that significant changes to the Project schedule, budget or Project's scope may require Additional Services for which the parties may (but are not required to) enter into a separate Work Order (see Article I.B.).
- C. Invoice charges to the Client are divided into these two elements:
 - 1. Professional Fees.
Charged for all Services rendered at current billing rates as listed in Attachment One.
 - 2. Reimbursable Expenses.
 - a. Most will be invoiced at cost, including travel and all in-house charges.
 - b. Some Reimbursable Expenses will be charged at cost multiplied by 1.1. These are limited to items charged through a third-party vendor. Examples of these would include: printing, reproduction, and delivery charges.

- D. VANDEWALLE & ASSOCIATES shall send Client an invoice for Professional Fees and Reimbursable Expenses once a month. Client shall pay VANDEWALLE & ASSOCIATES the amounts due under such invoice upon receipt of such invoice. A service charge of 1% per month may be charged on all amounts more than 30 days after date of invoice.

Article V Termination

- A. Either Client or VANDEWALLE & ASSOCIATES may terminate this Agreement upon seven days written notice.
- B. If terminated, Client agrees to pay VANDEWALLE & ASSOCIATES the hourly rates for all Services rendered and Reimbursable Expenses incurred, up to the date of termination.
- C. Upon not less than seven days' written notice, VANDEWALLE & ASSOCIATES may suspend the performance of its Services if Client fails to pay VANDEWALLE & ASSOCIATES in full for Services rendered or Reimbursable Expenses incurred. VANDEWALLE & ASSOCIATES shall have no liability because of such suspension of service or termination due to nonpayment.

Article VI Dispute Resolution

VANDEWALLE & ASSOCIATES and Client agree to mediate claims or disputes arising out of or relating to the Agreement. The mediation shall be conducted by a mediation service acceptable to the parties. A demand for mediation shall be made within a reasonable time after a claim or dispute arises. In no event shall any demand for mediation be made after such claim or dispute would be barred by the applicable law.

Article VII Intellectual Property; Confidentiality

- A. Except as otherwise provided by law: upon payment in full by Client to VANDEWALLE & ASSOCIATES for Services rendered and Reimbursable

Expenses incurred pursuant to this Agreement, VANDEWALLE & ASSOCIATES shall grant Client a non-transferable, non-exclusive, perpetual license to use any and all Work Product developed or produced by VANDEWALLE & ASSOCIATES pursuant to this Agreement. As used in this Agreement, “Work Product” means all inventions, processes, data, documents, drawings, records, and works of authorship, whether or not copyrightable or patentable, that are originated or prepared by VANDEWALLE & ASSOCIATES in the course of rendering the Services under this Agreement. Until Client pays VANDEWALLE & ASSOCIATES in full for Services rendered and expenses incurred pursuant to this Agreement, Client may not use any Work Product to complete the Project with others unless VANDEWALLE & ASSOCIATES is in material breach of this Agreement.

- B. Except as otherwise provided by law: Client shall not communicate, publish, or otherwise disclose to a third party or authorize or induce anyone else to use, communicate, publish, or otherwise disclose, any nonpublic information pertaining to VANDEWALLE & ASSOCIATES, including, without limitation, any information relating to pricing, products, or ideas of VANDEWALLE & ASSOCIATES. Until VANDEWALLE & ASSOCIATES is paid in full by Client for Services rendered and expenses incurred pursuant to this Agreement, Client shall not communicate, publish, or otherwise disclose to any third party, any information pertaining to or summaries of the Work Product.

Article VIII Miscellaneous Provisions

- A. Wisconsin law governs this Agreement (without regard to its conflict of law principles or rules of construction concerning the draftsman hereof).
- B. This Agreement is the entire and integrated agreement between the Client and VANDEWALLE & ASSOCIATES, and supersedes all prior negotiations, statements or agreements, either written or oral, with regard to its subject matter. This Agreement may be amended only by written instrument signed by both Client and VANDEWALLE & ASSOCIATES. Neither party can assign this Agreement without the other party's prior written permission.

- C. Notwithstanding any other term in this Agreement, VANDEWALLE & ASSOCIATES shall not control or be responsible for another party's means, methods, techniques, schedules, sequences or procedures, or for construction safety or any other related programs.
- D. Client and VANDEWALLE & ASSOCIATES agree to indemnify, defend and hold one another, their agents and employees harmless from and against any and all claims, liabilities, suits, demands, losses, costs and expenses (including reasonable attorneys' fees) to property or persons, including injury or death, or economic losses, arising out of the Project and/or the performance or non-performance of obligations under this Agreement, except to the extent such damages or losses are directly caused by either's gross negligence or willful misconduct.
- E. In the event that any suit or action is instituted to enforce any provision in this Agreement, the prevailing party in such dispute shall be entitled to recover from the losing party all fees (including legal and accounting fees), costs and expenses of enforcing any right of such prevailing party under or with respect to this Agreement, including without limitation, all costs of appeals. For purposes of this provision, "prevailing party" shall include a party that dismisses an action in exchange for payment of the sum allegedly due, performance of covenants allegedly breached, or consideration substantially equal to the relief sought in the action or proceeding.
- F. VANDEWALLE & ASSOCIATES reserves the right to include representations of the Project in its promotional and professional materials.
- G. In order for VANDEWALLE & ASSOCIATES' to provide cost effective services, the parties agree that VANDEWALLE & ASSOCIATES shall not be liable to client or any third party for any losses, lost profits, lost data, consequential, special, incidental, or punitive damages, delays, or interruptions arising out of or related to this Agreement, regardless of the basis of the claim. VANDEWALLE & ASSOCIATES' aggregate liability (including attorneys' fees) to Client shall not exceed the amount of fees actually paid to VANDEWALLE & ASSOCIATES by Client with regard to the Services or the Work Order for which liability has been asserted.

April 26, 2024

9

IN WITNESS WHEREOF, the parties hereto entered into this Agreement as of the latest date noted, below.

Village of Williams Bay

By:



Signature of Authorized Representative

5/10/24

Date

David Lathrop

Printed Name

Village Administrator

Title

VANDEWALLE & ASSOCIATES, INC.

By:

Nonna Anderson, Business Manager

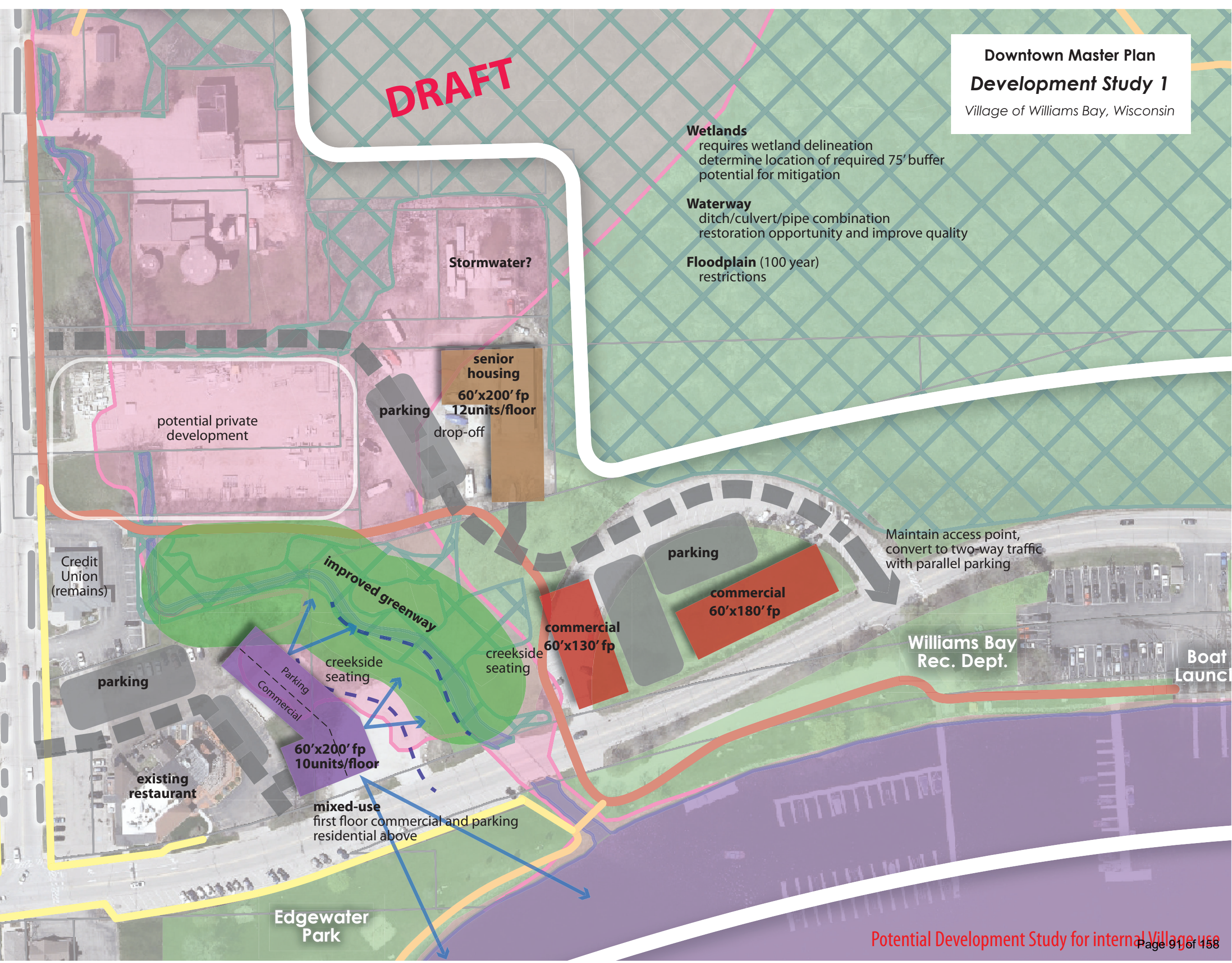
Date

ATTACHMENT ONE
FEE SCHEDULE

	<u>Hourly Rates</u>
Company President	\$220 to \$300
Principal	\$200 to \$280
Associate	\$110 to \$160
Assistant	\$85 to \$100
GIS Analyst/Cartographer	\$105 to \$120
Communications Specialist	\$70 to \$150
Project Assistant	\$40 to \$65

DRAFT

- Wetlands**
requires wetland delineation
determine location of required 75' buffer
potential for mitigation
- Waterway**
ditch/culvert/pipe combination
restoration opportunity and improve quality
- Floodplain (100 year)**
restrictions



DRAFT

Wetlands
requires wetland delineation
determine location of required 75' buffer
potential for mitigation

Waterway
ditch/culvert/pipe combination
restoration opportunity and improve quality
potential for slight reconfiguration

Floodplain (100 year)
restrictions

Stormwater?

potential private
development

parking

senior
housing

60'x180' fp
9 units/floor

Credit
Union
(remains)

improved greenway

parking

residential
60'x180' fp
9 units/floor

Maintain access
point, convert to
two-way traffic

Williams Bay
Rec. Dept.

Boat
Launch

parking

commercial with
residential above
60'x180' fp
9 units/floor

commercial with
residential above
60'x180' fp
9 units/floor

~6,000 sf

restaurant
views of greenway & lake
could be built before demo existing
75' water setback

Edgewater
Park

Downtown Master Plan
Development Study 1
Village of Williams Bay, Wisconsin

DRAFT

Wetlands
requires wetland delineation
determine location of required 75' buffer
potential for mitigation

Waterway
ditch/culvert/pipe combination
restoration opportunity and improve quality

Floodplain (100 year)
restrictions

green/park

A map showing the proposed alignment for the New Creek project. The alignment is marked by a series of yellow dashed lines. A green shaded area represents the ~75 buffer zone. The map includes labels for 'new creek alignment & ~75 buffer' and 'I o or'.

residential
60'x140' fp
7 units/floor

residential
60'x120' fp
6 units/floor

stormwater

residential
60'x120' fp
6 units/floor

stormwater

parking

Maintain access point, convert to two-way traffic

residential
60'x120' fp
6 units/floor

residential
60'x120' fp
6 units/floor

**Williams Bay
Rec. Dept.**

Boat Launch

stormwater

parking

commercial
~6,000 sf

commercial
~8,000 sf

commercial
~6,000 sf

Edgewater Park

Terrace Features



Bike Racks



Seating



Decorative Lights
(Full cut-off, banners, baskets)



Planters



Vertical Elements



Bollards
(Create Separation from Traffic)



Trees



Columns



Bump Outs

Seating



Bikes



Accent Pavers



Larger, Modern Pavers



Planting/Stormwater



Crosswalks Enhancements

Paint



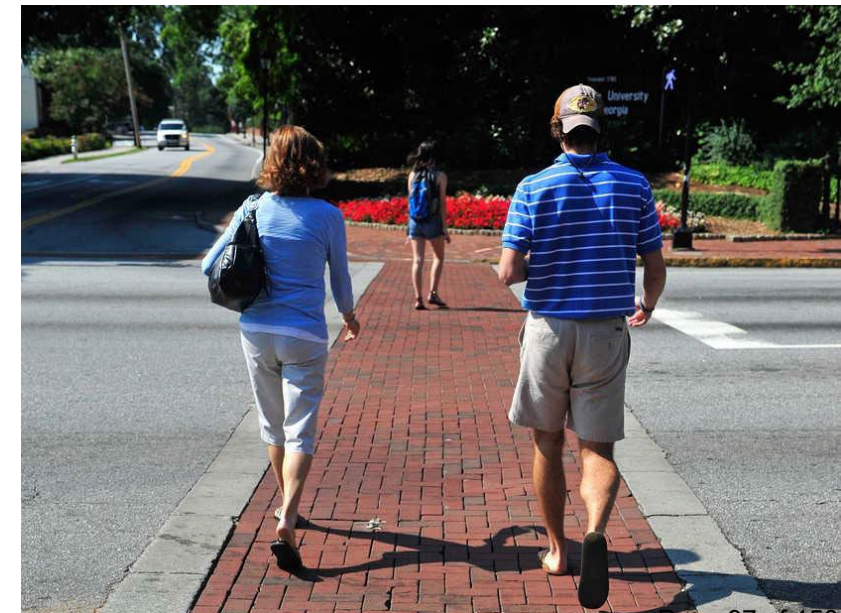
Colorful Paint



Colored Concrete



Brick Style Pavers



Creating a Sense of Place



Unique
Furnishings

Public Art

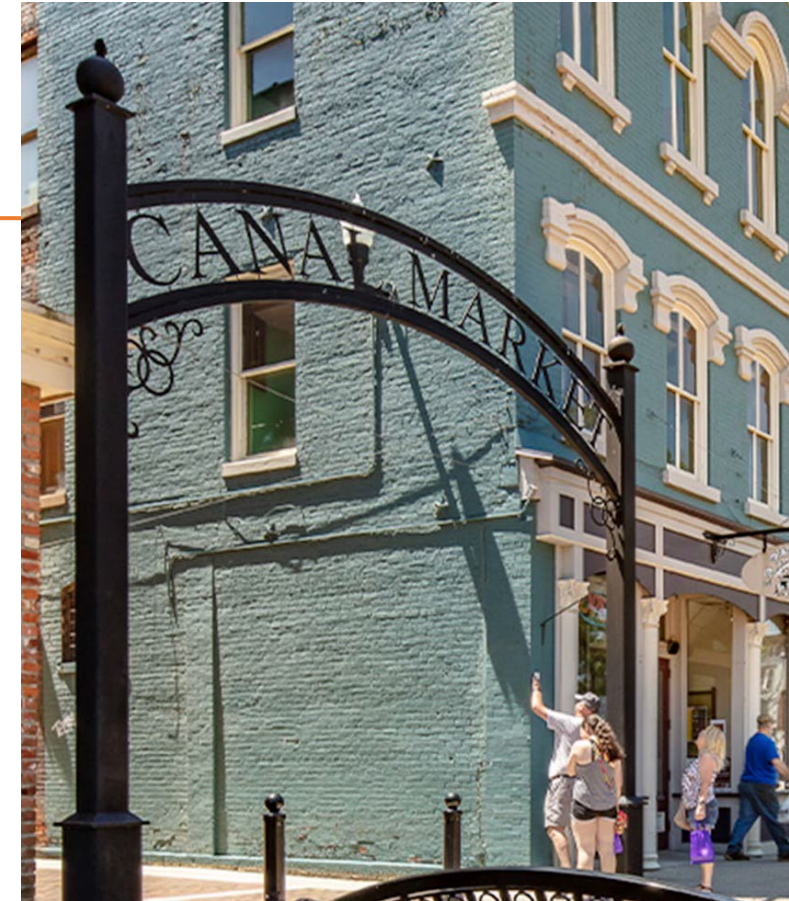


Interpretive
Signage



Creating a Sense of Place

Twinkle Lights



Archway

Outdoor Dining

Trees - Potential Species

Upright Ginkgo
Princeton Sentry,
Magyar, Autumn Gold
(50' x 15-25')



Upright Kentucky Coffee Tree
Stately Manor, True North, Skinny Latte
(50' x 20-30')



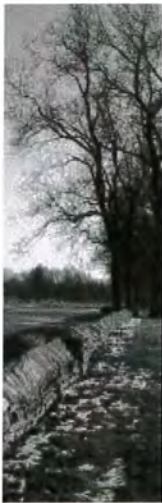
Upright Linden
American Sentry,
Sweet Street
(50' x 25')



Honey Locust
Street Keeper,
Skyline
(45' x 20-30')



Village of Williams Bay



Central Business District Streetscape Plan

Village of Williams Bay

Central Business District Streetscape Plan

August 2004

prepared by:



Teska Associates

*Community Planning
Development Economics
Site Design
Landscape Architecture*

627 Grove Street
Evanston, Illinois 60201-4474
Tel: 847.869.2015
Fax 847.869.2059
www.TeskaAssociates.com

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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I. INTRODUCTION

The Village of Williams Bay is distinguished by the historic proximity of Geneva Lake, Kishwaukee 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



Kishwaukee Nature Preserve



Yerkes Observatory



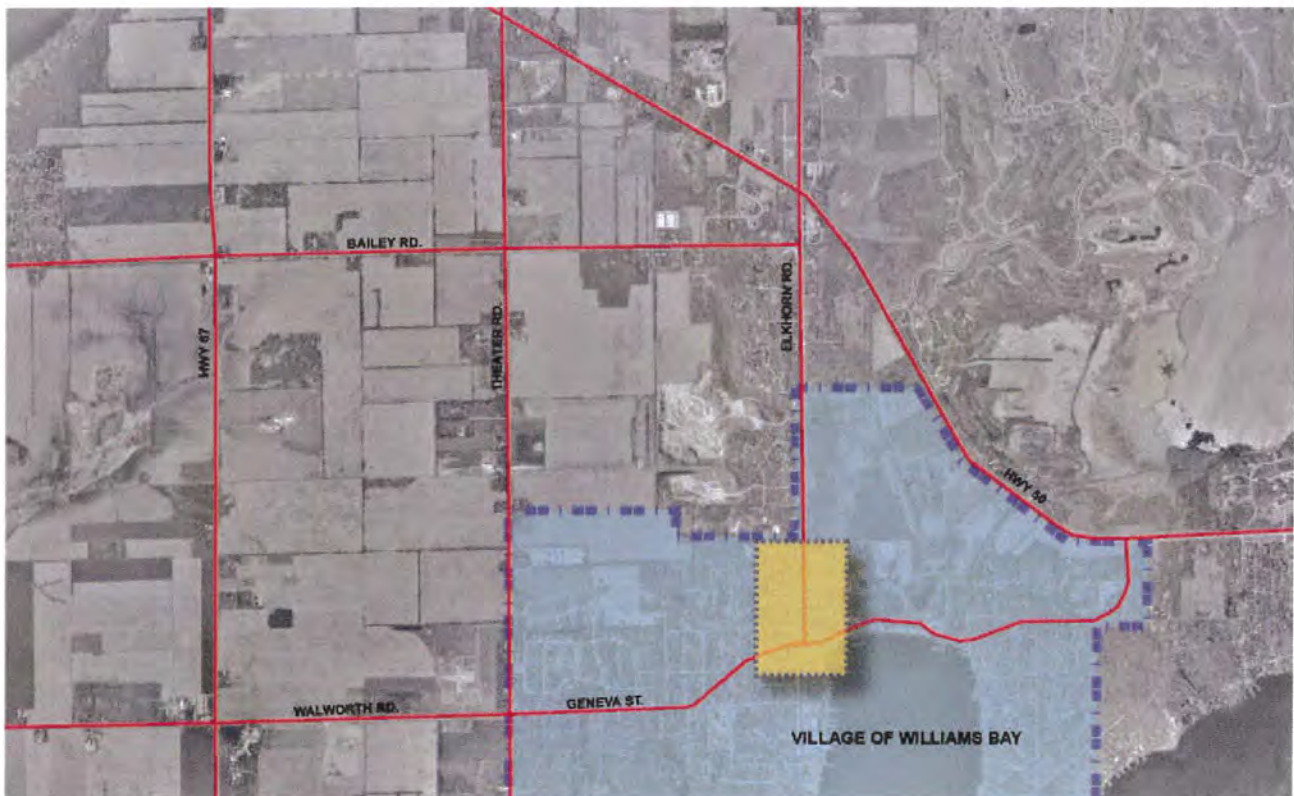
Conference Point Center

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

2. CONCEPTUAL STREETSCAPE PLAN

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.

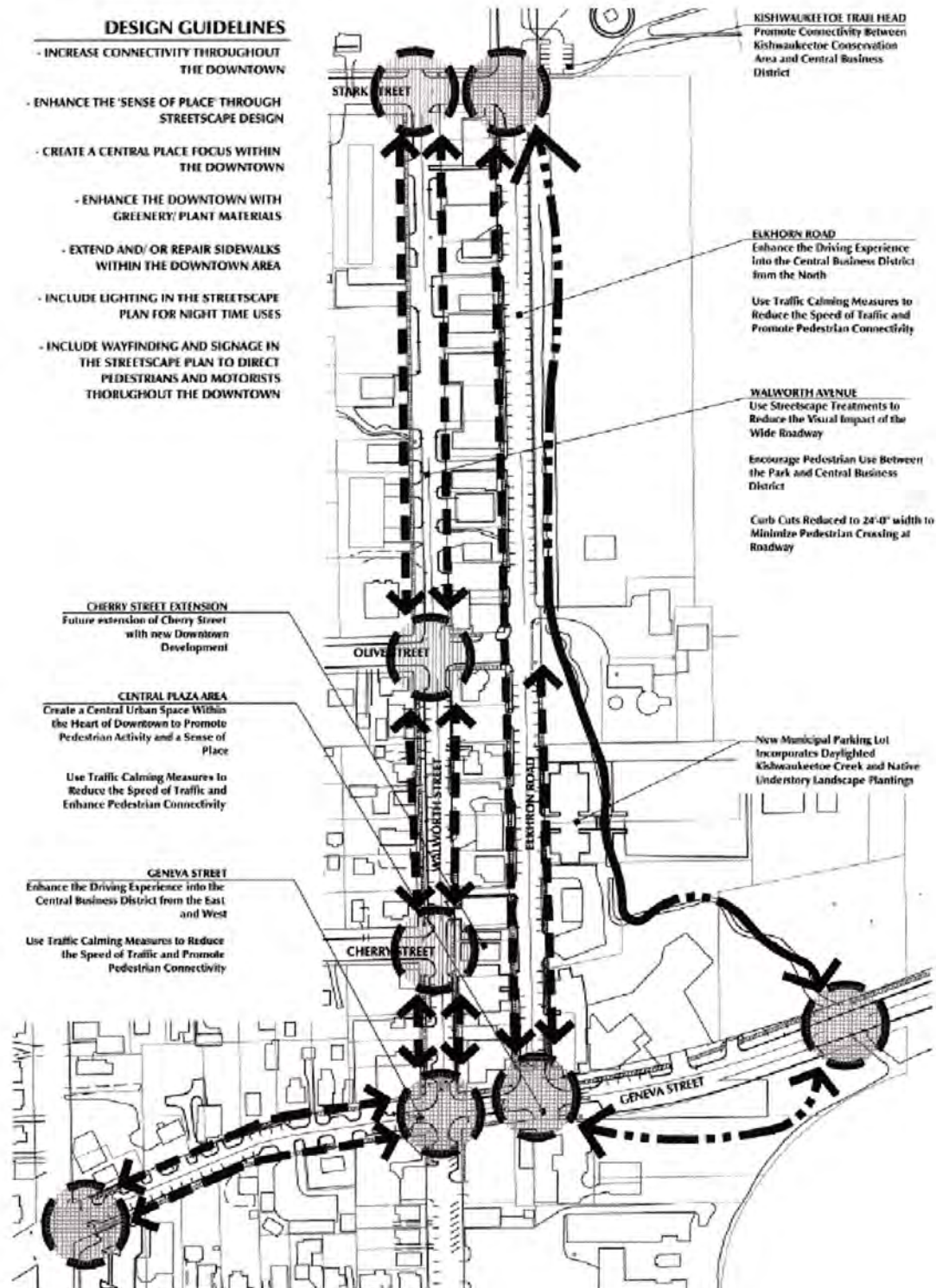
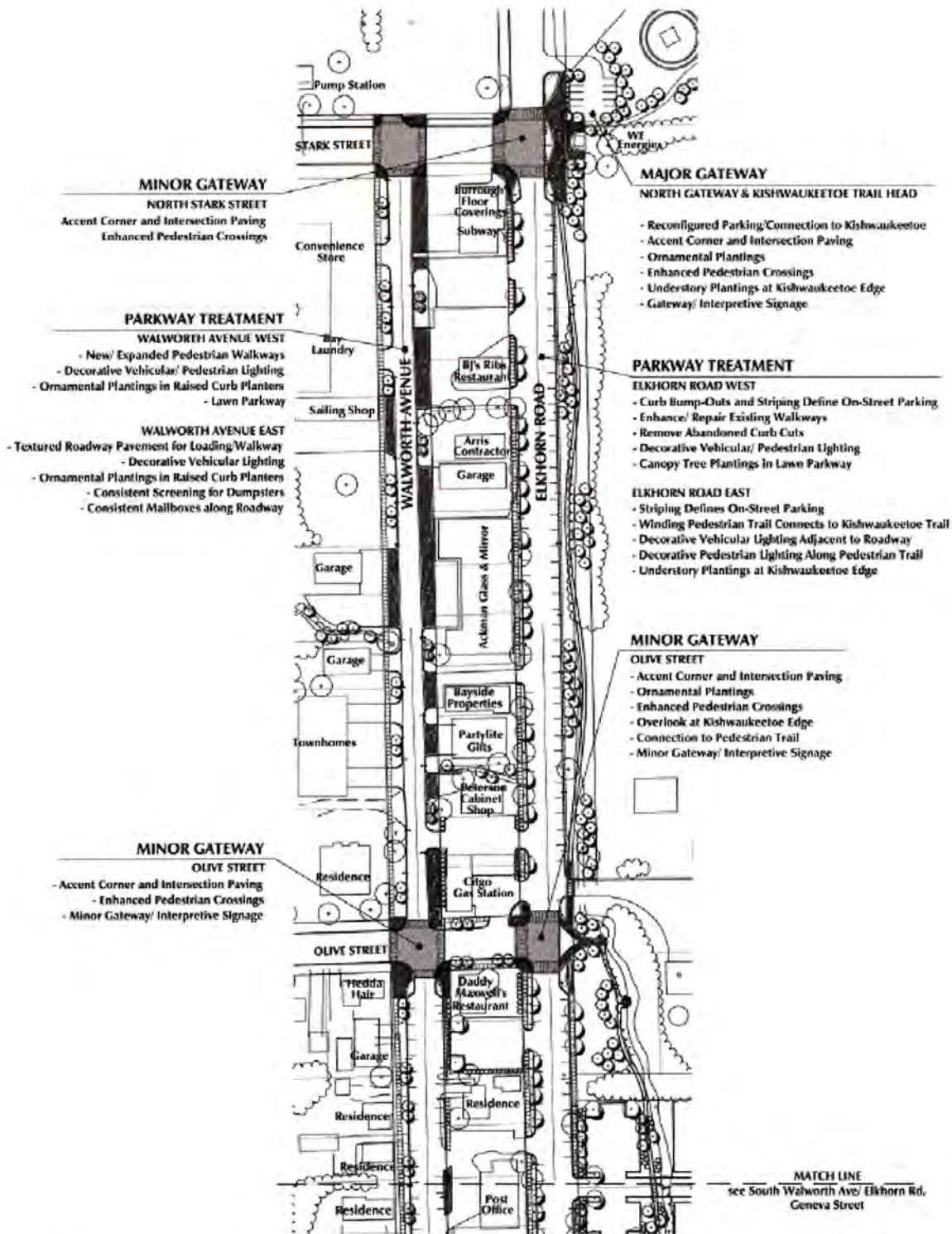
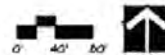


Figure 1 - Conceptual Streetscape Plan Design Goals



VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - North Walworth Avenue and Elkhorn Road

21 June 2004





Central Business District Streetscape Plan

3. VEHICULAR APPROACH TO THE CENTRAL BUSINESS DISTRICT

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 Kishwaukee 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 Kishwaukee 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.

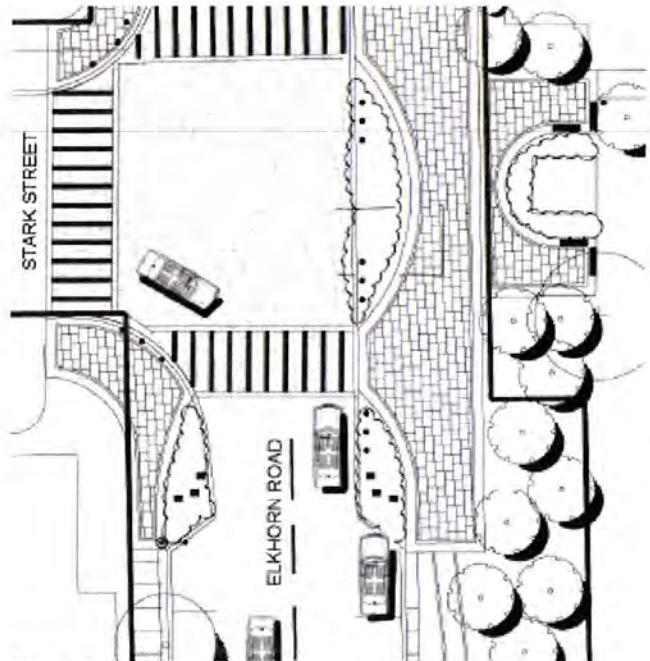


Figure 7 - Curb Bump Out



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.

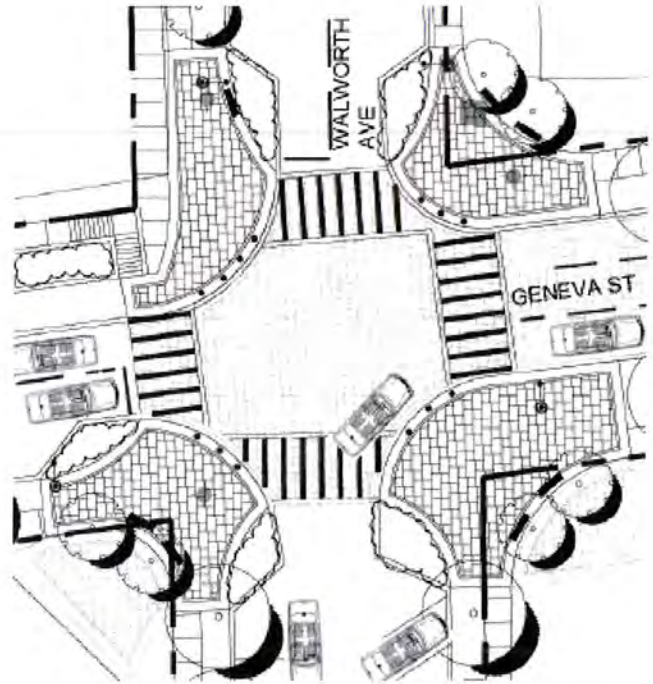


Figure 8 - Textured Pavement at Roadway Intersection



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.

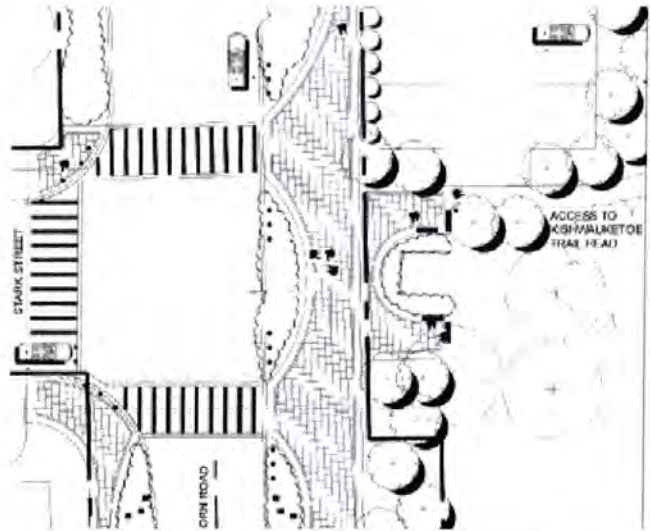


Figure 10 - Entry Plaza into Kishwauketoe at Stark Street

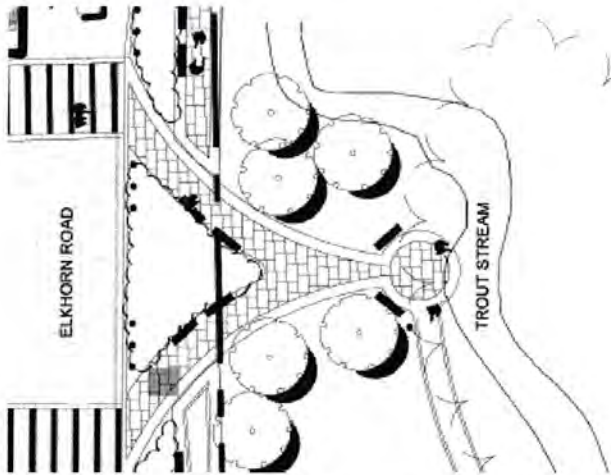


Figure 11 - Overlook Plaza into Trout Stream at Olive Street

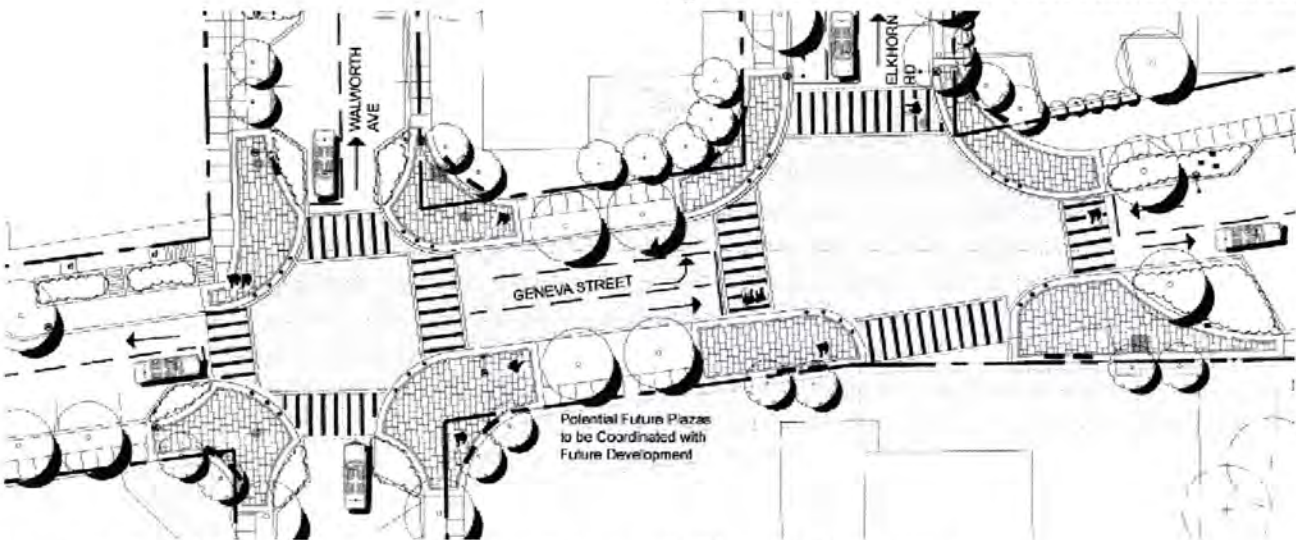


Figure 12 - Central Plaza at Geneva Street, Walworth Avenue, & Elkhorn Road Intersections

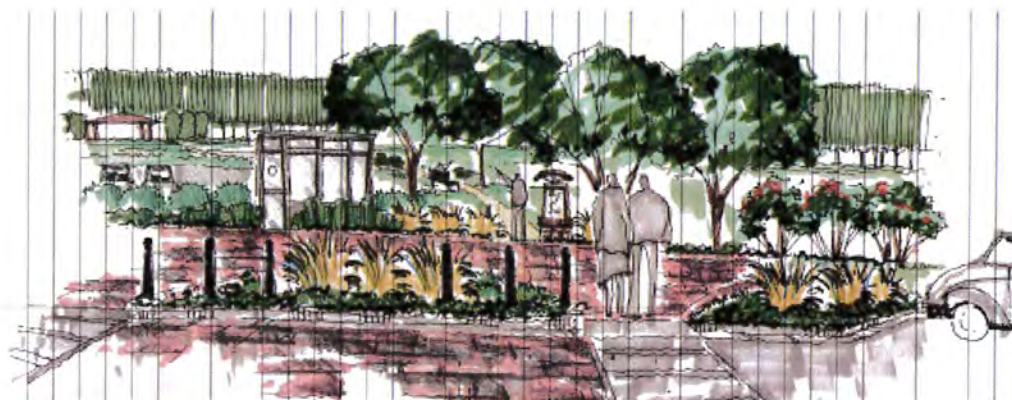


Figure 10a - View Looking east from Stark Street into Kishwauketoe Entry Plaza



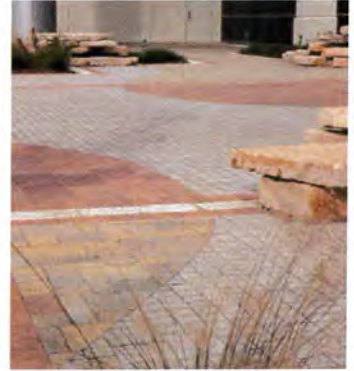
Figure 11a - View Looking east into Trout Stream Overlook Plaza



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

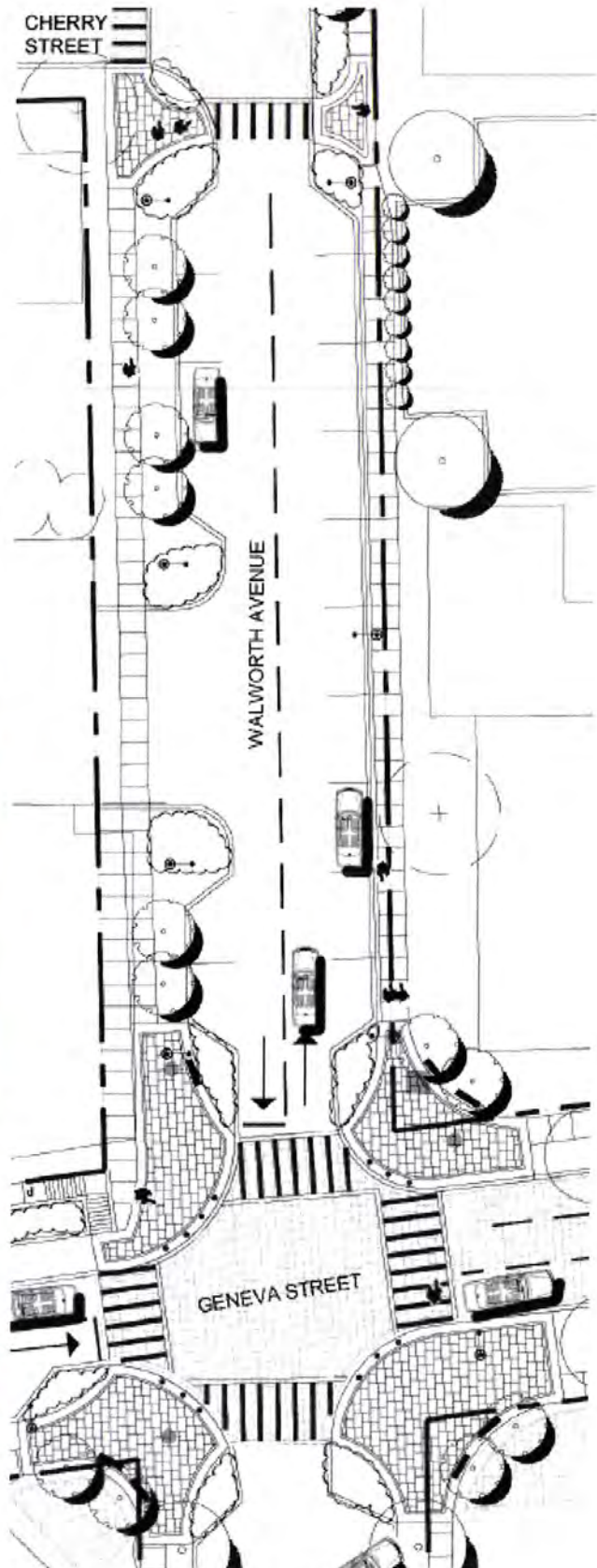


Figure 13 - Walworth Ave Events Space

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 Kishwaukee 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.

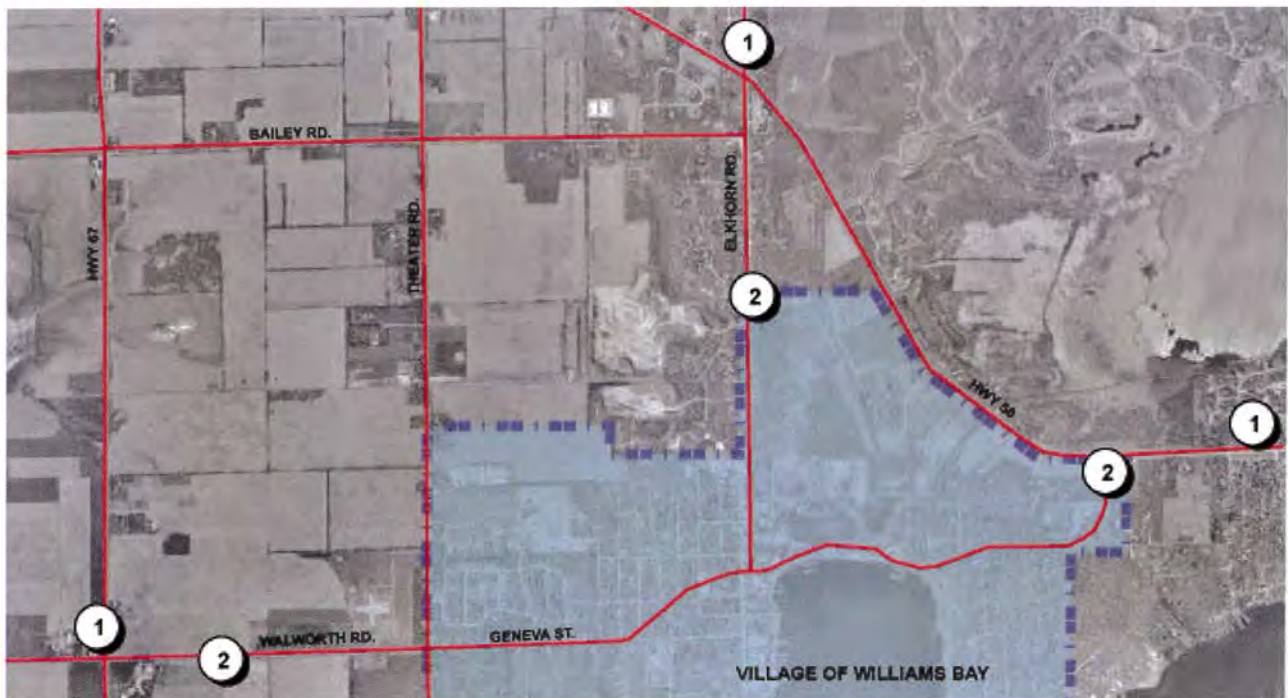


Figure 14 - Recommended Locations for Signage and Wayfinding Elements

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 Kishwaukee 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.

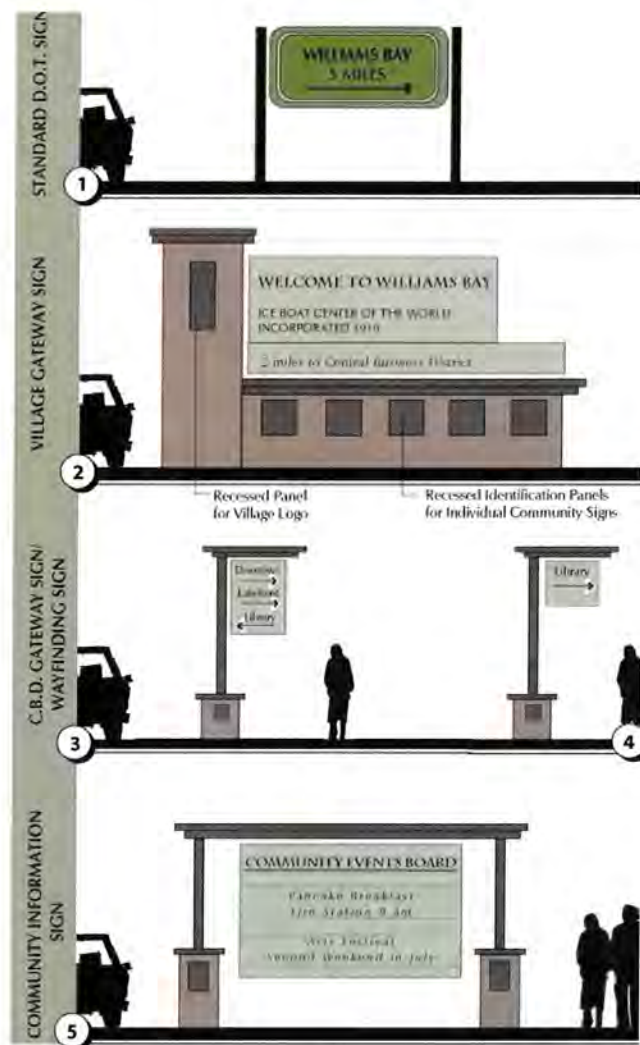


Figure 15 - Recommended Signage and Wayfinding Concepts

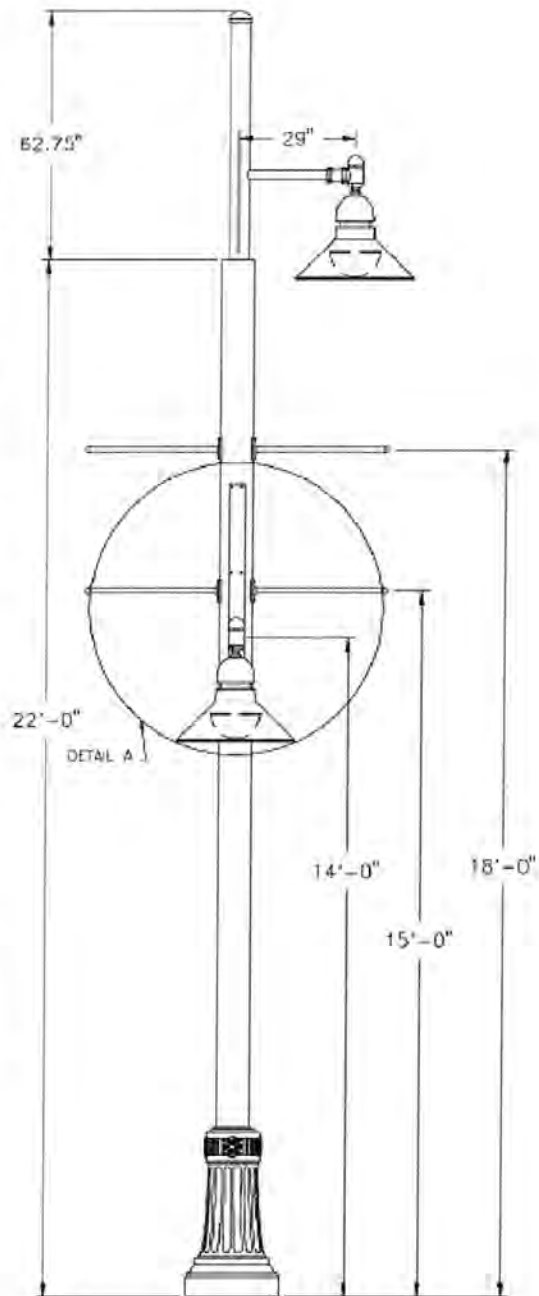
Lighting

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 than 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 should 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.

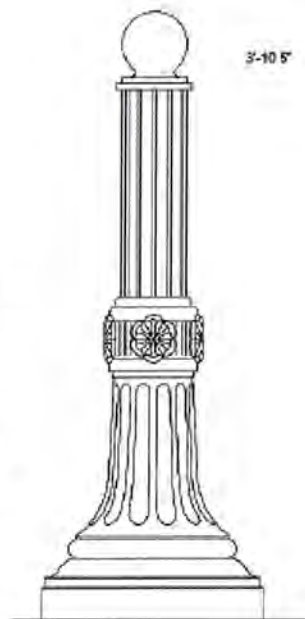
CONTACT: 800.644.8467, www.creativepipe.com

Bollards and Bike Racks

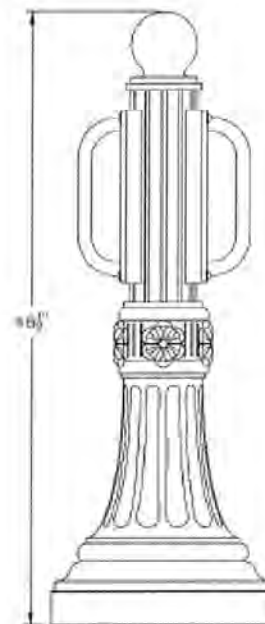
Where plaza spaces abut roadways, landscape bollards provide a layer of buffering between pedestrians and vehicles. Visually, landscape bollards are intended to match the decorative bases of light poles. Bike racks, constructed of bollards with welded pipe sections attached, provide places to store bicycles.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

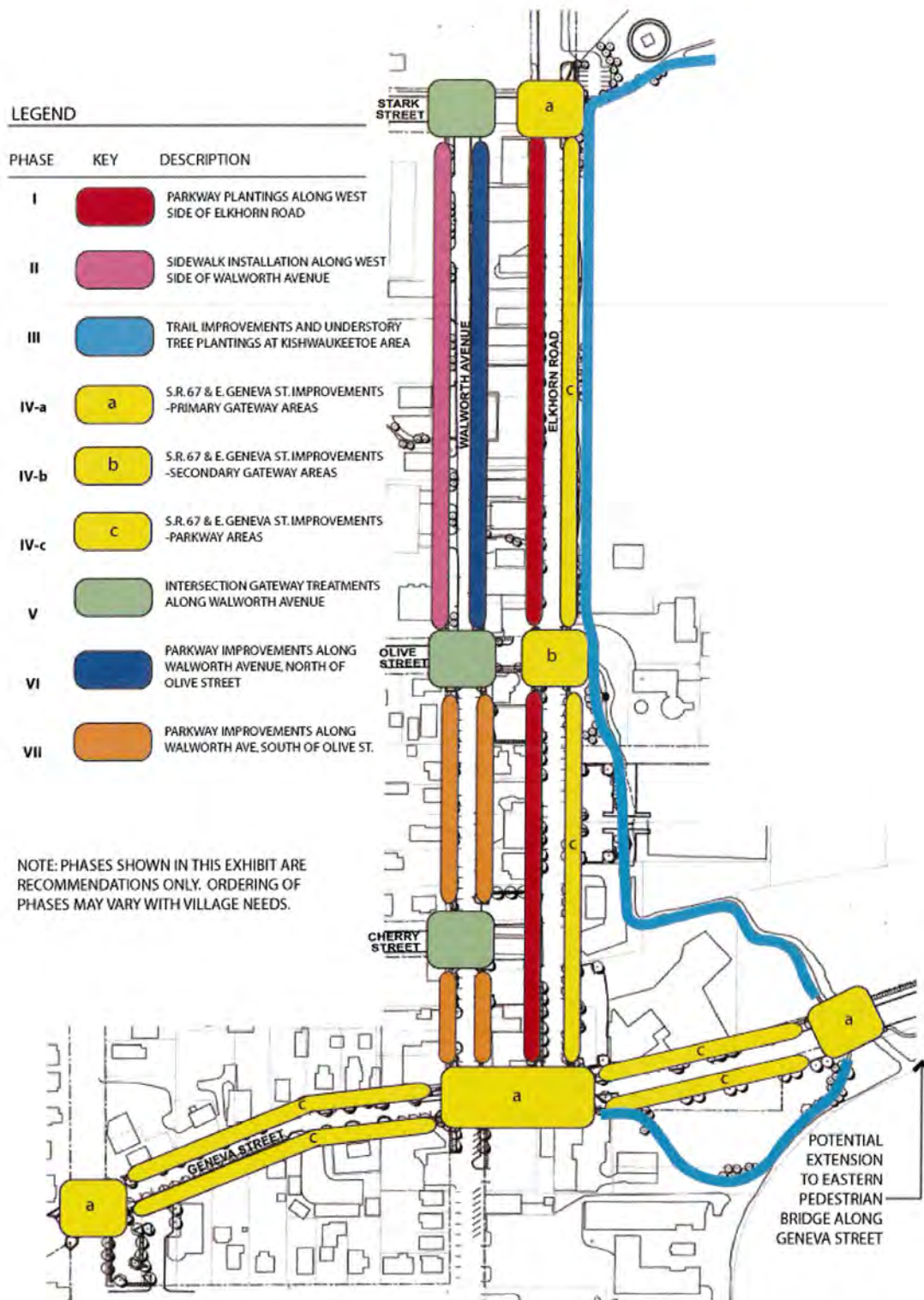


Figure 16 - Recommended Phasing Plan

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

Project Walk Through/
Stakeholder Involvement and Consensus Building Exercise - 1



Community Planning ■ City 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 Kishwaukeeeetoe 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 Kishwaukeeeetoe 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 Kishwaukeeeetoe 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

Teska Associates, Inc.

627 Grove Street Evanston, Illinois 60111-4474 fax 847.869.2055 voice 847.869.1201 www.TeskaAssociates.com

Project Walk Through/
Stakeholder Involvement and Consensus Building Exercise - 2



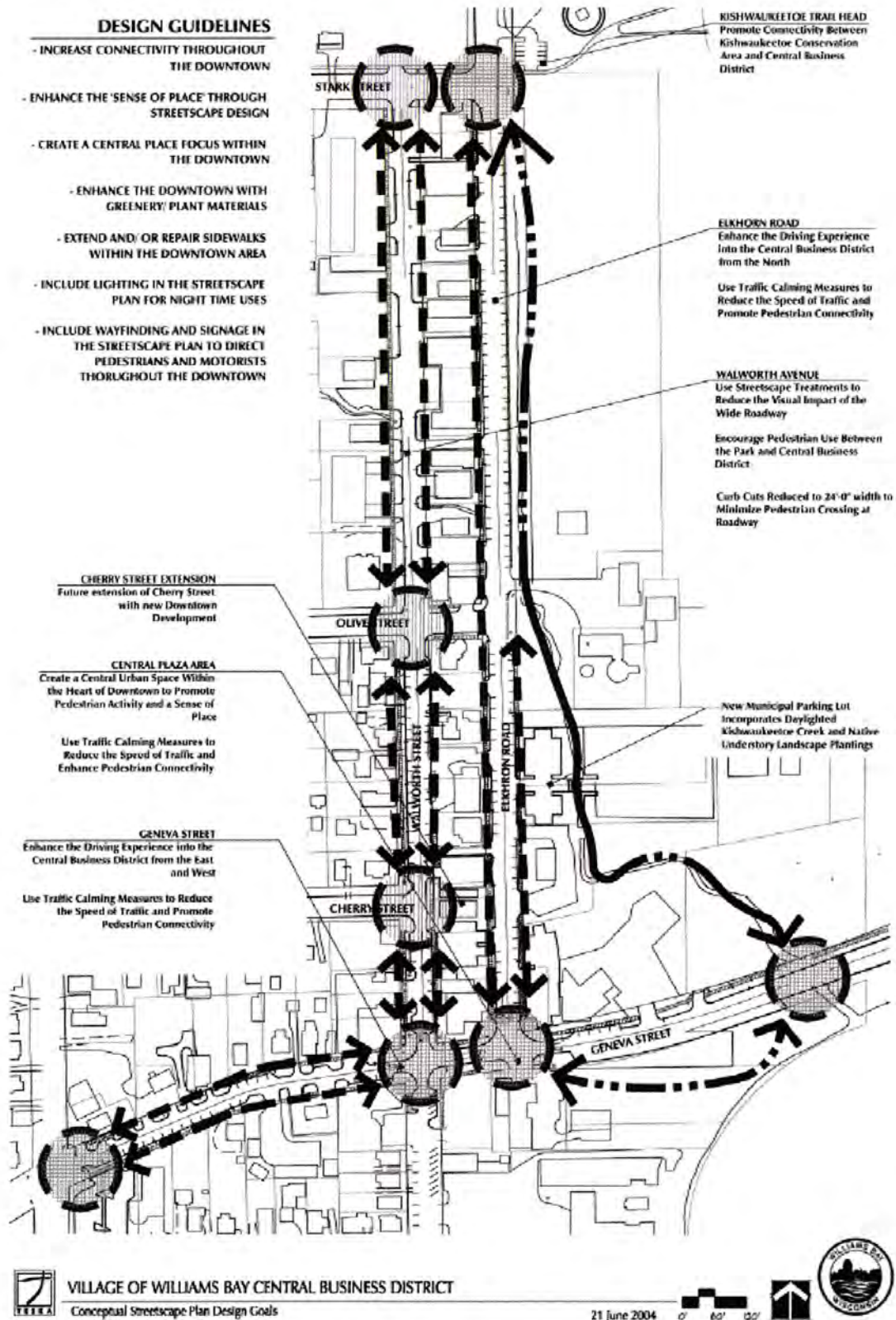
Community Planning ■ Site Design ■ Development Economics ■ Landscape Architecture

- 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 Kishwaukeee 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 Kishwaukeee 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

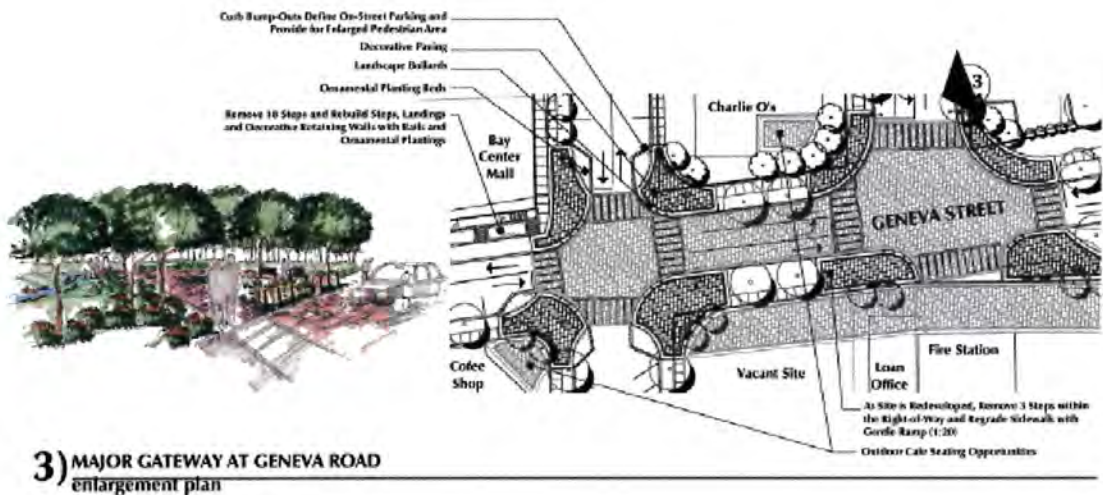
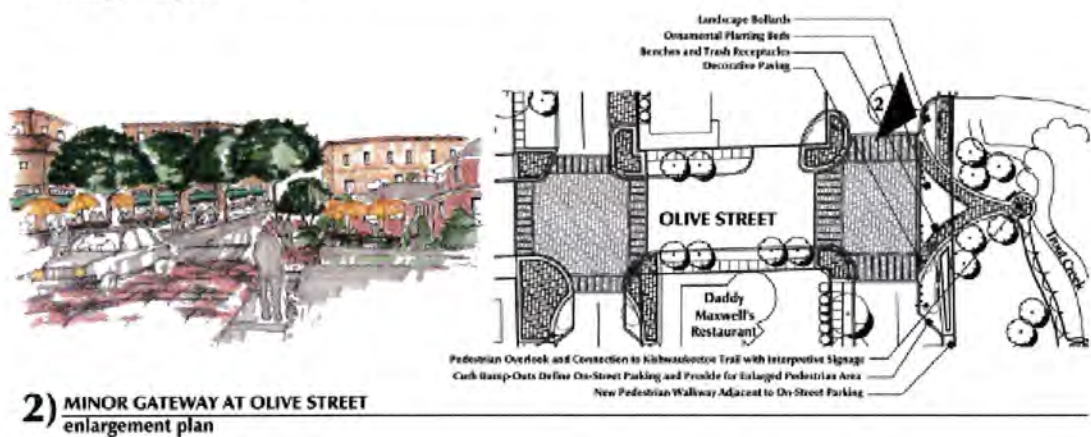
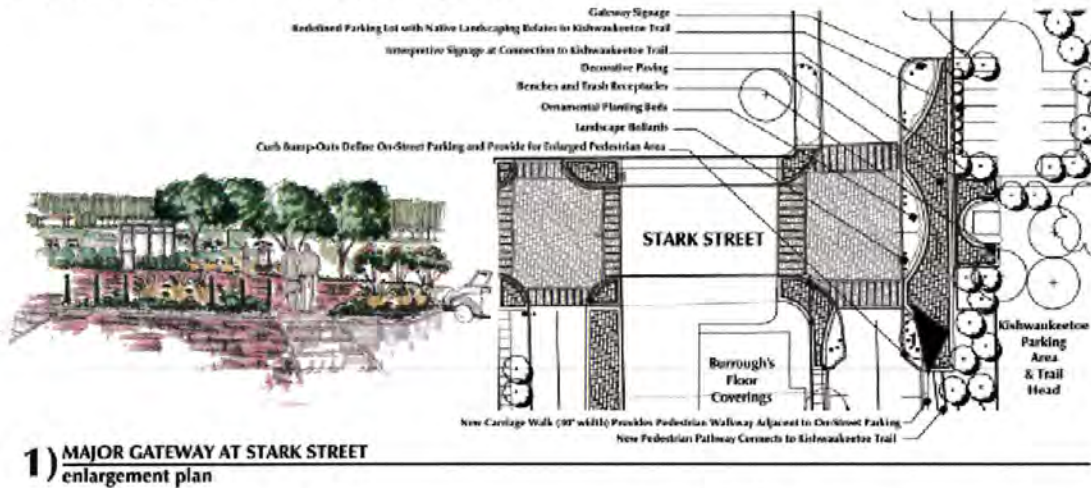
Teska Associates, Inc.

627 Grove Street Evanston, Illinois 60201-4474 fax 847.869.2059 voice 847.869.2011 www.TeskaAssociates.com

Conceptual Streetscape Plan - Design Goals

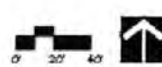


Conceptual Streetscape Plan - Gateway Enlargement Areas

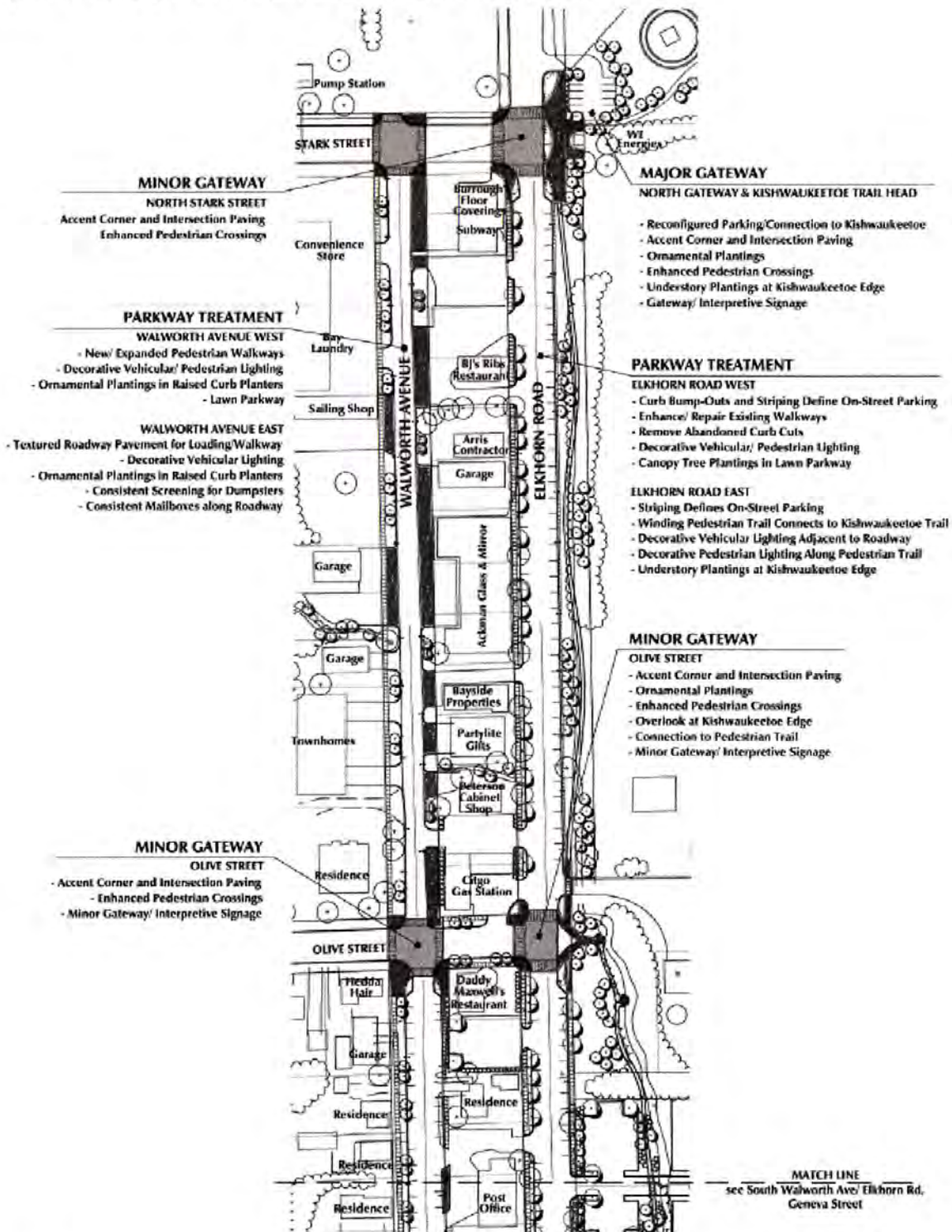


VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - Gateway Enlargement Areas

21 June 2004



Conceptual Streetscape Plan - North Walworth and Elkhorn Road

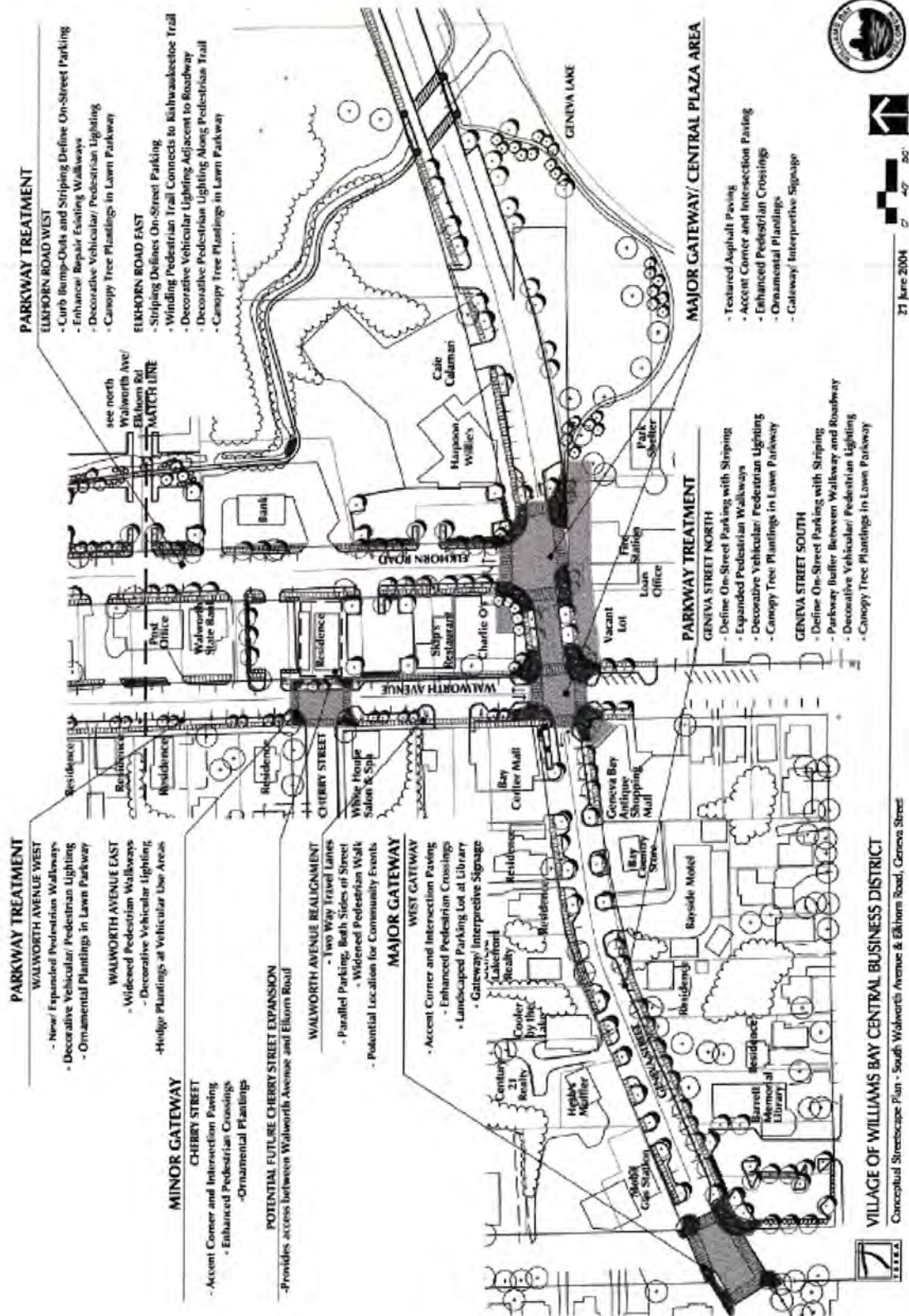


VILLAGE OF WILLIAMS BAY CENTRAL BUSINESS DISTRICT
Conceptual Streetscape Plan - North Walworth Avenue and Elkhorn Road

21 June 2004



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 WOOD 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

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



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

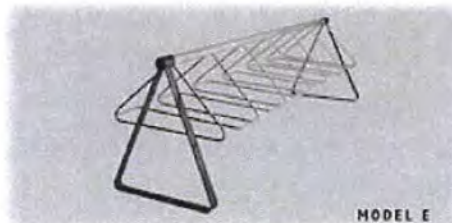
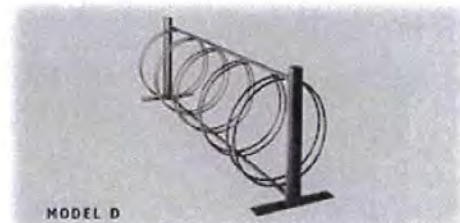
BOLLARDS

MANUFACTURER: URBAN ACCESSORIES



BIKE RACKS

MANUFACTURER: URBAN ACCESSORIES



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

June 2004



Materials Boards

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



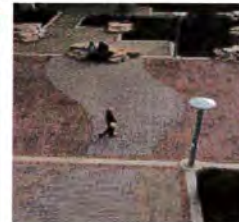
CAMELOT UNITS WITH DOUBLE ROW EDGING INTEGRATED INTO A VEHICULAR USE AREA



TUMBLED BRUSSELS BLOCK FIELD WITH UNGRANITE 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 KISHWAUKEE 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



Cortaderia 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



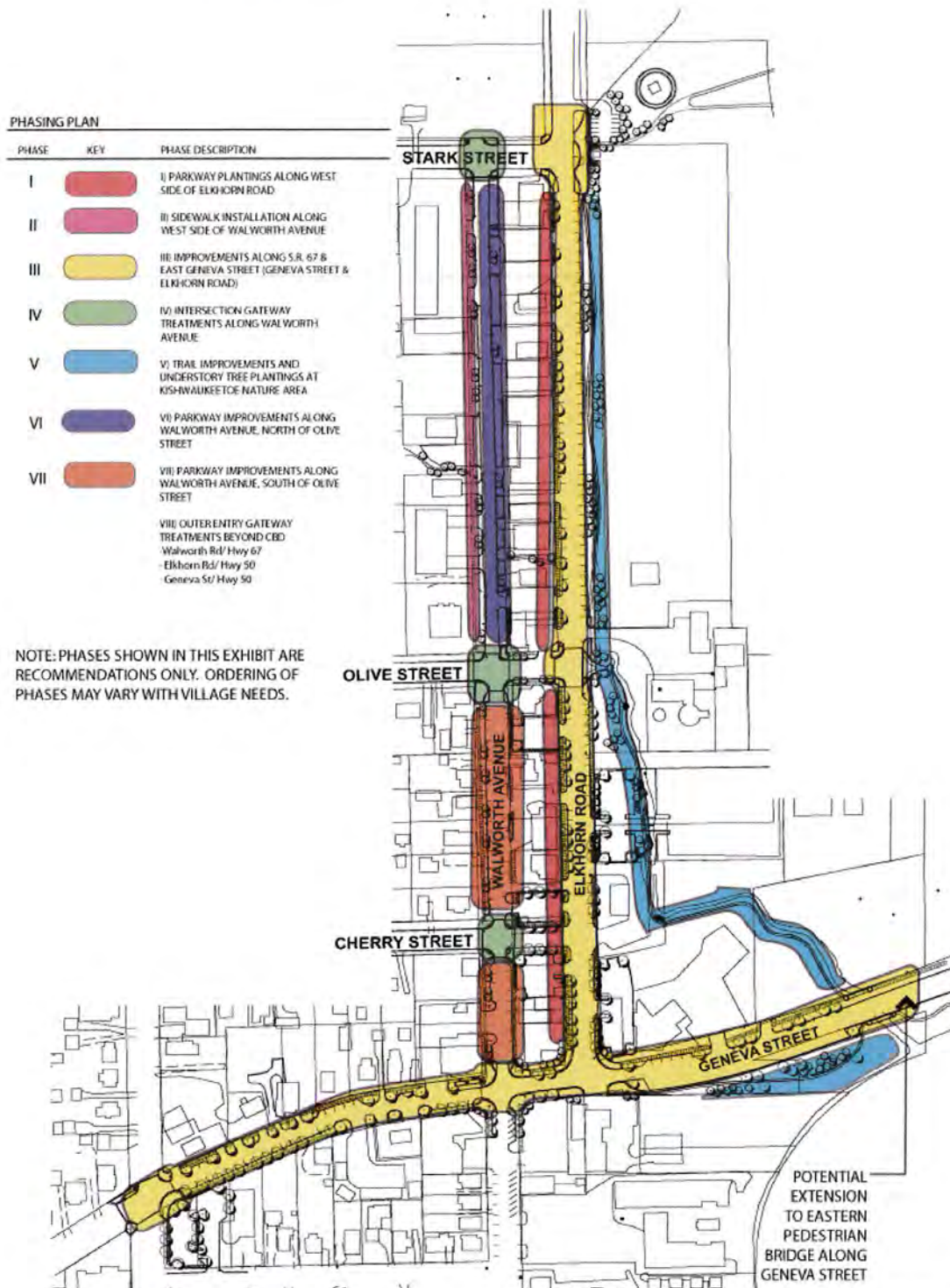
LIMESTONE WALLS, DECORATIVE PAVING, AND ORNAMENTAL PLANTINGS DEFINE THE PLAZA AREA

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
Tesla Associates, Inc.

JOB #: WL03-186
06.02.04

PHASE DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
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PHASE I							
PARKWAY PLANTINGS ALONG WEST SIDE OF ELKHORN ROAD							
SITE PREPARATION							
	Lawn & Soil Removal	400	SF	\$1.20	\$475.00	\$475.00	
SITE IMPROVEMENTS							
	Shade Trees	31	EA	\$800.00	\$24,800.00		
	Mulch, Shredded Hardwood	6	CY	\$950.00	\$5,700.00		
	Decomposed Mulch/soil	4	CY	\$550.00	\$2,200.00		
	Compost						
						\$27,900.00	
	SUBTOTAL PHASE I					\$28,375.00	

PHASE II							
SIDEWALK INSTALLATION ALONG WEST SIDE OF WALWORTH AVENUE							
SITE PREPARATION							
	Lawn & Soil Removal	600	SF	\$1.50	\$900.00	\$1,425.00	not deep and disposal
SITE IMPROVEMENTS							
	Concrete Sidewalk, 6' width	600	SF	\$5.00	\$3,000.00	\$4,750.00	Installation to match existing
	SUBTOTAL PHASE II					\$6,175.00	

PHASE III							
IMPROVEMENTS ALONG S.R. 07 & EAST GENEVA STREET (GENEVA STREET & ELKHORN ROAD)							
SITE PREPARATION							
	Curb Removal	500	LF	\$10.00	\$5,000.00		for curb bump-outs, west side of Geneva Street
	Sidewalk Removal	7,200	SF	\$2.00	\$14,400.00		at recent parking corners, south side Geneva Street
	Asphalt Removal	20,000	SF	\$1.50	\$30,000.00		for specialty paving at intersections
	Lawn & Soil Removal	2,100	SF	\$1.50	\$3,150.00		for new walkway, south side of Geneva Street
	SUBTOTAL PHASE III					\$47,550.00	

Streetscape Construction Cost Estimate - 2

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

JOB #: WL03-193
06/02/04

PHASE DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	ITEM TOTAL	SUBTOTAL	REMARKS
SITE IMPROVEMENTS							
HARDSCAPE							
Reinforced Striping at Roadway		8,500	LF	\$0.25	\$2,125.00		parallel parking lines, center line, 6" width
Concrete Curb & Gutter		1,000	LF	\$12.00	\$12,000.00		at curb bump-outs, west
Concrete Sidewalk, 6" with		60,000	SF	\$8.00	\$480,000.00		Genesee Street
Concrete Unit Pavers, concrete underlayment		20,000	SF	\$25.00	\$500,000.00		transition to match existing
Concrete Hauler		500	LF	\$12.00	\$6,000.00		at roadway intersections
Concrete Unit Pavers, concrete underlayment		3,000	SF	\$15.00	\$45,000.00		surrounding specially paving areas at intersections
Concrete Unit Pavers, used setting bed		17,000	SF	\$12.00	\$204,000.00		at landscaped/ramp ramps
Ornamental Lighting		80	EA	\$3,500.00	\$280,000.00		at account parking corners, decorative poles with baroque arm attachments (21 ft.)
Ornamental Signage		1	EA	\$10,000.00	\$10,000.00		monument signage located at intersections of Genesee St, Williams St, General St, LaSalle St, Elkhorn St, State St
SOFTSCAPE							
Shade Trees		60	EA	\$800.00	\$48,000.00		live plantings at west side Elkhorn St during phase 1
Ornamental Grasses		2,400	SF	\$15.00	\$36,000.00		includes topsoil
Sodded Lawn		750	SF	\$5.00	\$3,750.00		
Match, Sweeded Hardwood		175	CY	\$50.00	\$8,750.00		
Decomposed Mulchroom		70	CY	\$50.00	\$3,500.00		
SITE FURNISHINGS							
Bench		24	EA	\$1,500.00	\$36,000.00		
Trash Receptacles		8	EA	\$1,200.00	\$9,600.00		
Bollards		60	EA	\$800.00	\$48,000.00		
Elbow Racks		8	EA	\$600.00	\$4,800.00		
					\$1,038,155.00		
SUBTOTAL PHASE II						\$1,038,155.00	

Williams Bay Central Business District Streetscape Plan Preliminary Cost Estimate for Improvements within the Public Right-of-Way Village of Williams Bay, Wisconsin Tesla Associates, Inc.					JOB #: WL03-186 06.02.04	
PHASE DESCRIPTION	ITEM	QTY	UNIT	UNIT COST	TOTAL	REMARKS
PHASE IV						
INTERSECTION GATEWAY TREATMENTS ALONG WALWORTH AVENUE						
SITE PREPARATION						
Curb Removal Sidewalk Removal Asphalt Removal Lawn & Soil Removal	Curb Removal	200	LF	\$10.00	\$2,000.00	for curb bump-outs
	Sidewalk Removal	1,075	SF	\$25.00	\$26,875.00	for accent paving corners
	Asphalt Removal	11,000	SF	\$2.00	\$22,000.00	for specialty intersection
	Lawn & Soil Removal	800	SF	\$1.50	\$1,200.00	paving
					\$41,465.00	
SITE IMPROVEMENTS						
Concrete Curb & Gutter Concrete Unit Pavers, concrete underlayment Concrete Header Concrete Unit Pavers, bonded setting bed Concrete Unit Pavers, concrete underlayment	Concrete Curb & Gutter	450	LF	\$12.00	\$5,400.00	at curb bump-outs
	Concrete Unit Pavers, concrete underlayment	11,686	SF	\$26.00	\$303,796.00	at roadway intersections
	Concrete Header	360	LF	\$12.00	\$4,320.00	surrounding specialty paving
	Concrete Unit Pavers, bonded setting bed	2,375	SF	\$12.00	\$28,500.00	areas at intersections
Softscape Charismatic Grasses/ Mulch Decomposed Mulchroom	Concrete Unit Pavers, concrete underlayment	2,400	SF	\$15.00	\$36,000.00	at handicap curb ramps
	Softscape	800	SF	\$15.00	\$12,000.00	
	Charismatic Grasses/ Mulch	16	CY	\$500.00	\$8,000.00	
	Decomposed Mulchroom	40	CY	\$50.00	\$2,000.00	
					\$375,720.00	
SUBTOTAL PHASE IV					\$381,125.00	

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

JOB #: WL05-196
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	0.100	SF	\$1.20	\$1,725.00	\$1,725.00	
SITE IMPROVEMENTS							
HARDSCAPE							
	Crushed Gravel Pathway, 8" 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 area, bridge crossing
	Pedestrian Bridge	2	EA	\$16,000.00	\$32,000.00		at creek crossings east side of Elkhorn Rd
	Decorative Bridge Railings	500	LF	\$80.00	\$25,000.00		at existing bridge abutments (2) along Geneva Street
SOFTSCAPE							
	Understory Tree Plantings	60	EA	\$650.00	\$39,000.00		
	Mulch, Shredded Hardwood	23	CY	\$80.00	\$1,840.00		
	Disconnected Mulchroom	1	CY	\$465.00	\$465.00		
SITE FURNISHINGS							
	Interpretive Directional Benches	4	EA	\$6,000.00	\$24,000.00		at overlook areas, bridge at overlook areas
		4	EA	\$1,500.00	\$6,000.00	\$233,560.00	
SUBTOTAL PHASE V						\$233,560.00	
						\$541,225.00	
PHASE VI							
PARKWAY IMPROVEMENTS ALONG WALWORTH AVENUE, NORTH OF OLIVE STREET							
SITE PREPARATION							
	Concrete Removal	100	SF	\$2.00	\$1,800.00	\$1,800.00	for raised curb planting cut side of Walworth
SITE IMPROVEMENTS							
HARDSCAPE							
	Ornamental Lighting	18	EA	\$3,000.00	\$54,000.00		decorative poles with banner arm attachments (20' H.)
	Painted Striping at Roadway	500	LF	\$0.60	\$300.00		center line, 8" width
	Textured Asphalt Treatment	13,800	SF	\$12.00	\$165,600.00		along east side loading areas
	Concrete Curb Planting, 4" H.	200	LF	\$12.00	\$2,400.00		west side of street, within existing concrete curb area
SOFTSCAPE							
	Understory Tree Plantings	30	EA	\$650.00	\$19,500.00		overhead wires
	Mulch, Shredded Hardwood	530	CY	\$80.00	\$42,400.00		includes topsoil
	Disconnected Mulchroom	1	CY	\$465.00	\$465.00		
		1	CY	\$150.00	\$150.00	\$257,400.00	
SUBTOTAL PHASE VI						\$257,400.00	
						\$598,625.00	

Williams Bay Central Business District Streetscape Plan
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Village of Williams Bay, Wisconsin
Tesla Associates, Inc.

JOB #: WLJ3-196
06.02.04

PHASE DESCRIPTION	ITEM	QTY	UNIT	COST	ITEM TOTAL	SUBTOTAL	REMARKS
PHASE VII							
PARKWAY IMPROVEMENTS ALONG WALWORTH AVENUE, SOUTH OF OLIVE STREET							
SITE PREPARATION							
	Site Clearing	0.200	SF	\$1.00	\$7,800.00		for Cherry Street Extension at realigned section of south Walworth Avenue
	Concrete Walk Removal	1,000	SF	\$2.00	\$2,000.00		at realigned section of south Walworth Avenue & Cherry Street Extension, for new curb bump-outs
	Curb Removal	200	LF	\$10.00	\$2,000.00		at realigned section of south Walworth Avenue, existing driveway
	Asphalt Removal	2,000	SF	\$3.00	\$6,000.00	\$16,800.00	
SITE IMPROVEMENTS							
HARDSCAPE							
	Ornamental Lighting	16	EA	\$3,000.00	\$48,000.00		decorative poles with banner arm attachments (20' ht.) painted parking spaces, center line, 6" width
	Painted Striping at Roadway	600	LF	\$0.30	\$180.00		across existing drives, transition to existing, widened walk at east side of Walworth
	Concrete Edgewalk	2,070	LF	\$5.00	\$10,350.00		overlaid with includes lap seal
SOFTSCAPE							
	Underside Tree Plantings	20	EA	\$500.00	\$10,000.00		
	3.000" Spr	3,000	SF	\$4.00	\$12,000.00		
	Mulch, Shredded Hardwood	5	CY	\$200.00	\$1,000.00		
	Decorative Fountain	1	CY	\$100.00	\$100.00	\$103,450.00	
SUBTOTAL PHASE VII						\$103,450.00	
PHASE VIII						\$121,840.00	
OUTER ENTRY GATEWAY TREATMENTS BEYOND CBD							
SITE PREPARATION							
	Site Clearing	3	EA	\$800.00	\$2,400.00	\$2,400.00	monument signposts located at intersection of Walworth & Hwy 67, Elkhorn Rd Hwy 60, Genes St Hwy 50
SITE IMPROVEMENTS							
	Monument Gateway Signage	3	EA	\$30,000.00	\$90,000.00	\$92,400.00	
SUBTOTAL PHASE VIII						\$92,400.00	
Base Sub-Total:						\$2,774,660.00	
15% Contingency:						\$417,999.00	
Total:						\$3,204,659.00	

