

Shawano's Downtown Plaza



Planting the Seed

- Welcome
- Letter - Why are we here?
- 11th Hour Development - Roger Brooks Presentation Ideas
- Community Benefits - Future development/Vision
- Big Picture - Open Minded - Positive Input
- https://www.youtube.com/watch?v=_S0ylkhJlu0&t=2025s



Tourism Assessment – Roger Brooks

Roger Brooks project

Roger Brooks background - expert

Roger Brooks theory's/concepts/ideas

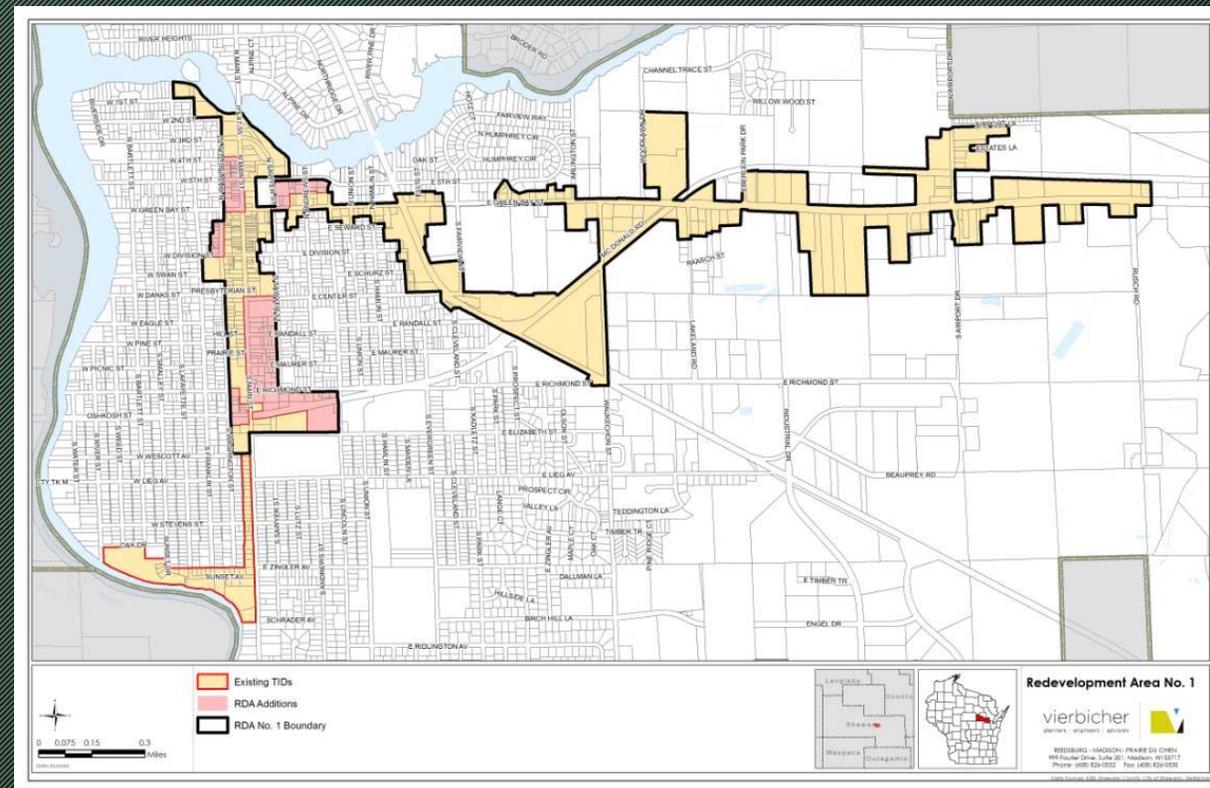
economic development impact

- Findings by Brooks
 - Video of Shawano
- Downtown vitality/programming
 - What potential does this bring to Shawano?
- <https://www.youtube.com/watch?v=ndGYvwWJcrA>



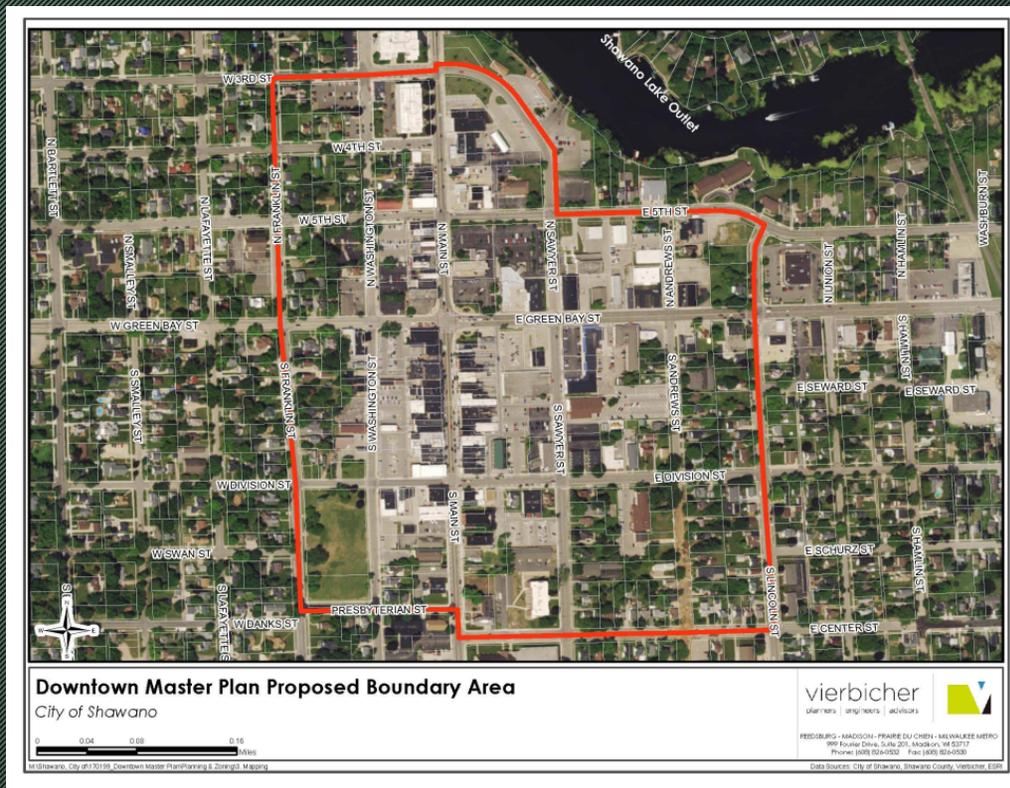
Redevelopment Authority Efforts

- 2015 - "Gears moving again"
- 2016 - Redevelopment District Created
 - Primarily Tax Increment Districts No. 4 and No. 6
- 2016 - Begin researching parcels for redevelopment
- 2017 - Realized the City needs a plan and a vision for after acquiring parcels.
- 2017-2018 Master Plan Process



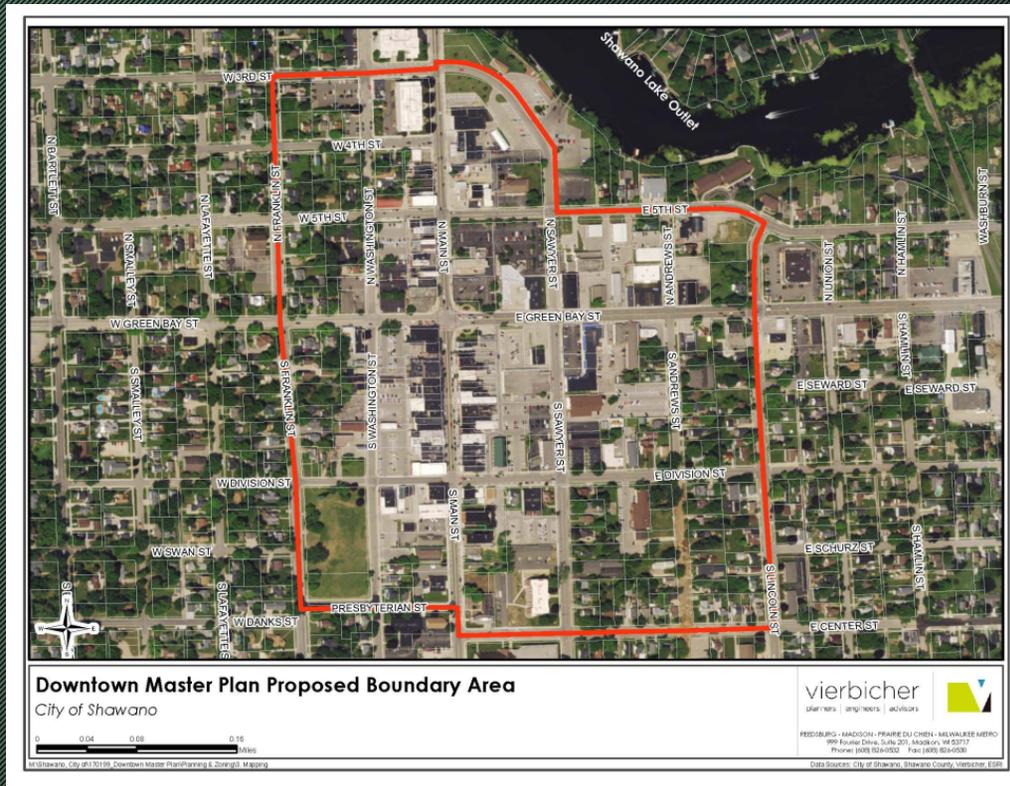
Downtown Master Plan Goals

- Include a new vision and identity for the downtown;
- Include a vision to elevate the downtown into a pedestrian friendly dynamic destination with authentic sense of place;
- Include a vision of complementary land uses to the existing activity nodes in the downtown;
- Include a plan for the highest and best use of the catalyst redevelopment sites within the downtown for commercial, residential, or public purposes;



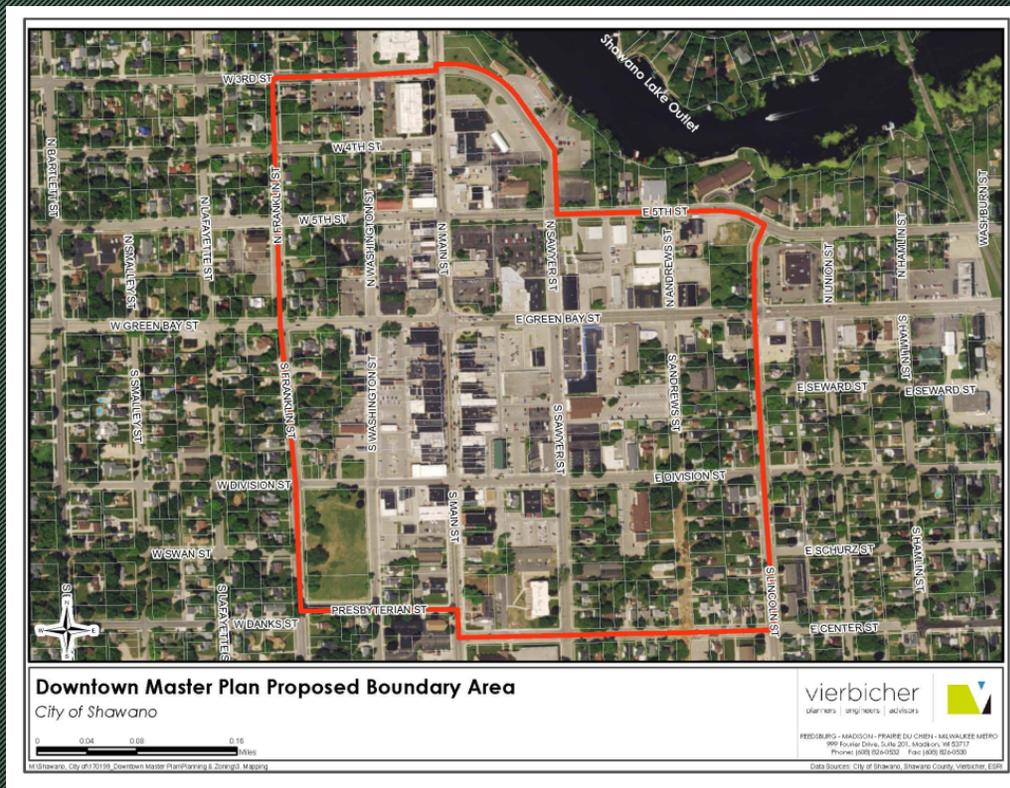
Downtown Master Plan Goals

- Include recommendations to activate the downtown area with development and programming;
- Include recommendations to redevelop and preserve existing historic and community significant buildings into vibrant spaces;
- Include recommendations to improve walking, bicycling, and transit connectivity between key destinations and other downtown assets;
- Include a plan that builds consensus on a shared definition of the location, design, and extent of the downtown;



Downtown Master Plan Goals

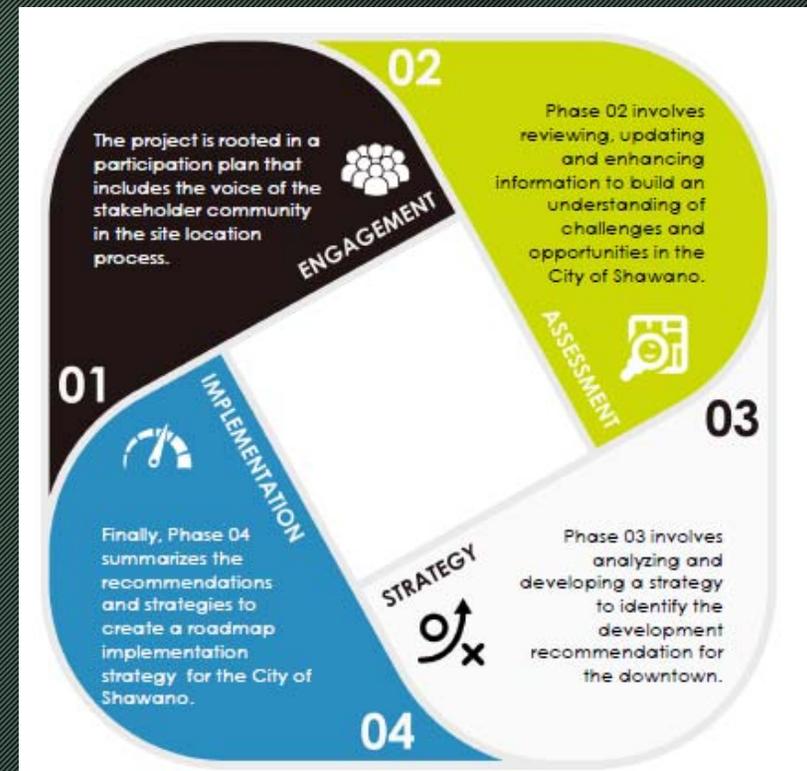
- Promote the increase in tax base with optimal public financing and assistance;
- Include appropriate standards for site and building design;
- Include appropriate standards for site and building signage;
- Include a plan for wayfinding signage though the downtown; and
- The development vision with an implementation plan that is based on market realities to help the City achieve its goals.



Downtown Master Plan Process

The planning process approach will:

- **ENGAGE** the public and stakeholders;
- Provide an **ASSESSMENT** of the opportunities and challenges facing the project;
- Identify **STRATEGIC** recommendations; and
- Create an **IMPLEMENTATION** plan to achieve the desired results.



Downtown Master Plan Timeline

- Substantial completion – February 2018

	Month Week	August				September				October				November					December				January				
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	
Engagement																											
Project Management / Communication																											
Staff / Consultant / Steering Committee Meetings ¹																											
Public Engagement/Public Meeting																											
Stakeholder Focus Groups Panel																											
Assessment																											
Document Review																											
Existing Site Conditions																											
Market Analysis																											
Strategy																											
Downtown District Plan																											
Redevelopment Priorities																											
Pedestrian & Placemaking Priorities																											
Implementation																											
Vision Statement																											
Land Use Recommendations																											
Detailed Implementation Plan																											
Funding Strategies																											
Document																											
Final Documents																											

● Draft Document
 ● Revised Document
 ● Final Document

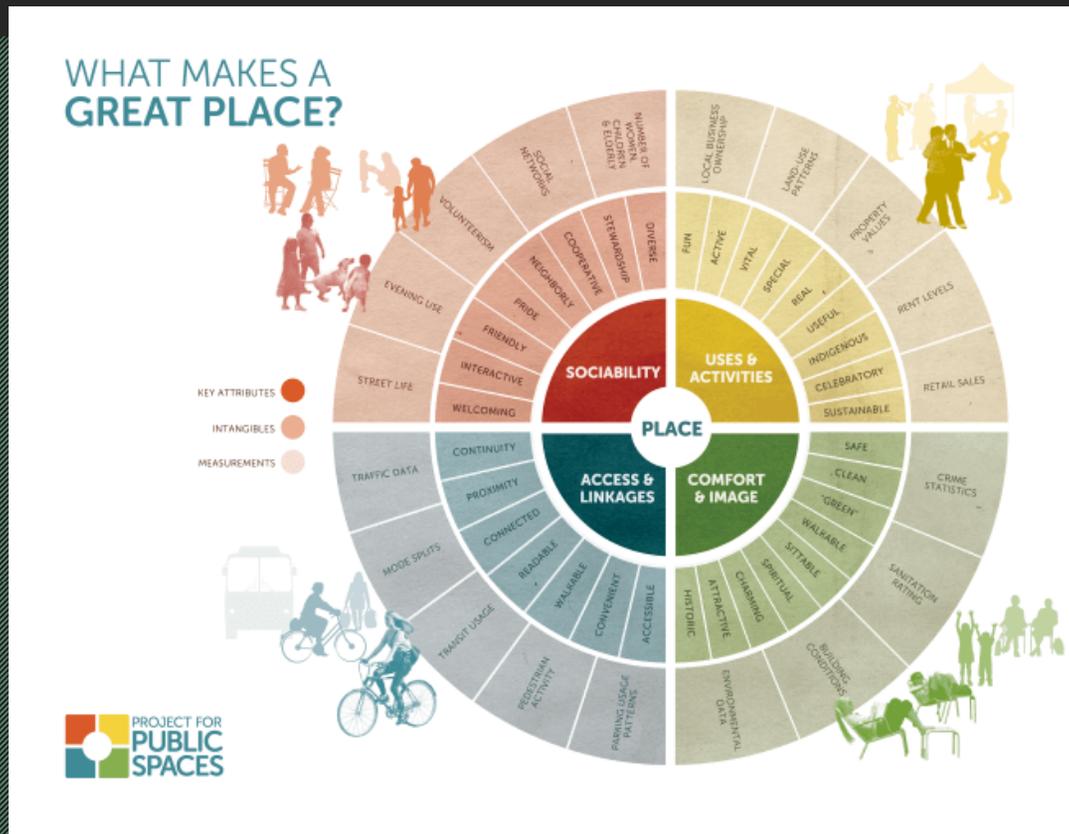
What is a Public Space?

A gathering spot or part of a neighborhood, downtown, special district, or waterfront that helps promote social interaction and a sense of community.

Examples include plazas, town squares, parks, marketplaces, public commons and malls, public greens, piers, lobbies, or public spaces within private buildings.



What Makes a Great Place?



Strategies for Transforming Cities to Integrate a Public Space

- Improve and utilize streets as place making tools
- Create Squares and Parks as Multi-Use Destinations
- Design Buildings to Support Places
- Build Local Economies through Markets
- Reinvent Community Planning
 - Identify the talents and resources within the community and incorporate them into the planning process.
- Create a Comprehensive Public Space Agenda
 - Comprehensive approach to developing, enhancing and managing public space (requires both "top-down" and "bottom-up" strategies).

Characteristics

- Promotes human interaction and social activities.
- Is safe, welcoming, and accommodating for all users.
- Has visually interesting design and architectural features.
- Promotes community involvement.
- Reflects the local culture or history.
- Relates well to surrounding uses.
- Is well maintained.
- Has a unique or special character.

Ask yourself these questions when designing - Access and Linkages (visual and Physical)

- Can you see the space from a distance?
- Is there a good connection between the space and the adjacent buildings, or is it surrounded by blank walls?
- Can people easily walk to the place?
- Do sidewalks lead to and from the adjacent areas?
- Does the space function for people with special needs?
- How are murals or other public art incorporated into the space?

Ask yourself these questions when designing - Activities and Sociability

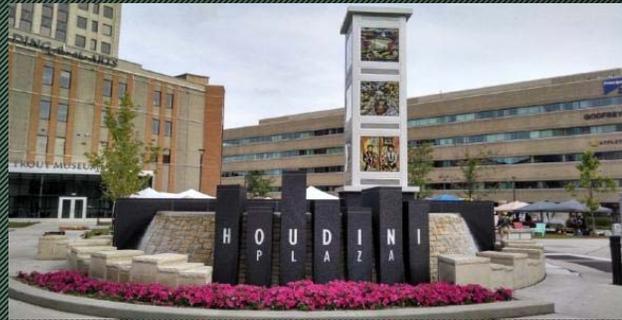
- Does the space provide a sense of comfort and safety to people gathering and using the space?
- Does the space encourage communication or interaction between strangers?
- Does the space provide a friendly and welcoming atmosphere?
- How does the place encourage a variety of use by different users of the public?

Ask yourself these questions when designing - Unique Qualities and Traits

- What makes it extraordinary or memorable?
- Is there variety, a sense of whimsy, or an atmosphere of discovery or pleasant surprise?
- What unique characteristics or qualities contribute to this?
- Does the space serve as a place of inspiration or contemplation, or is it considered sacred?
- What is it about the space that contributes to a sense of community?

Regional Example: Houdini Plaza, Appleton

- Local reference, interactive spaces, programming, art, all-season spaces, connections to other pedestrian areas



Regional Example: City Deck, Green Bay

- Interactive spaces, programming, art, connections to other pedestrian areas and streets connection to waterfront

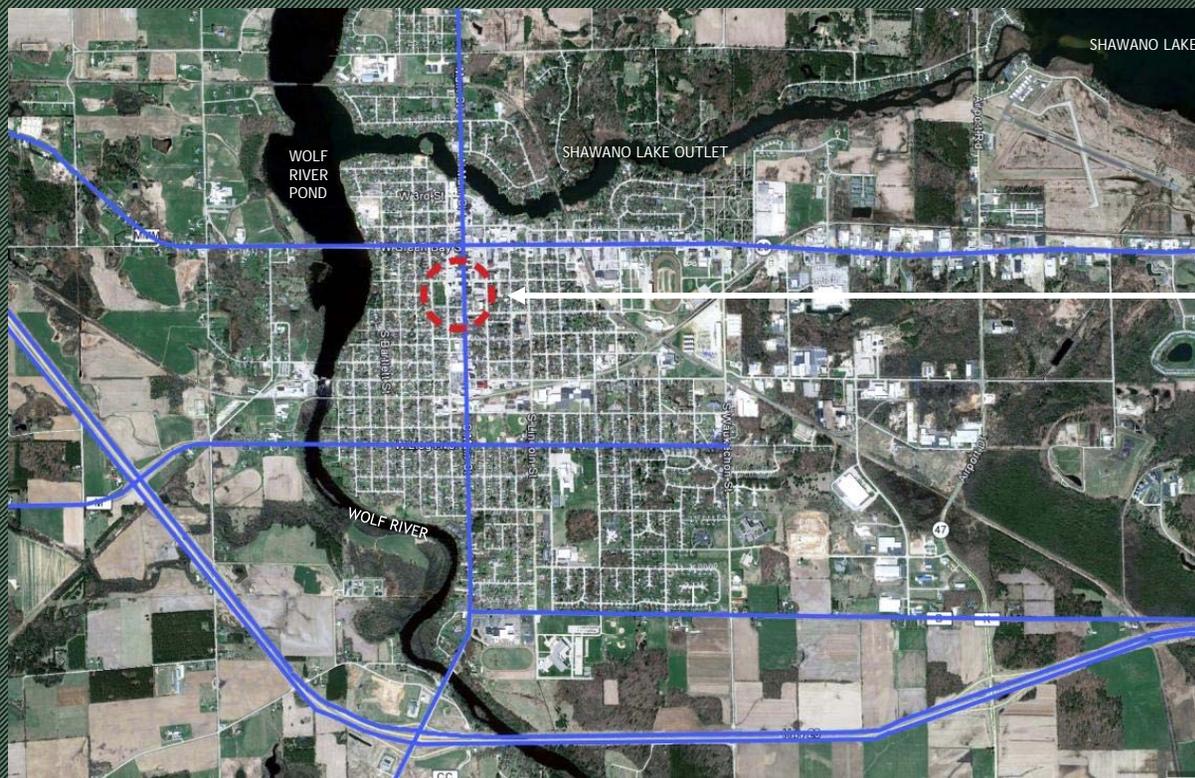


Regional Example: 400 Block, Wausau

- Interactive spaces, programming, art, connections to other pedestrian areas and streets connection



Study Area

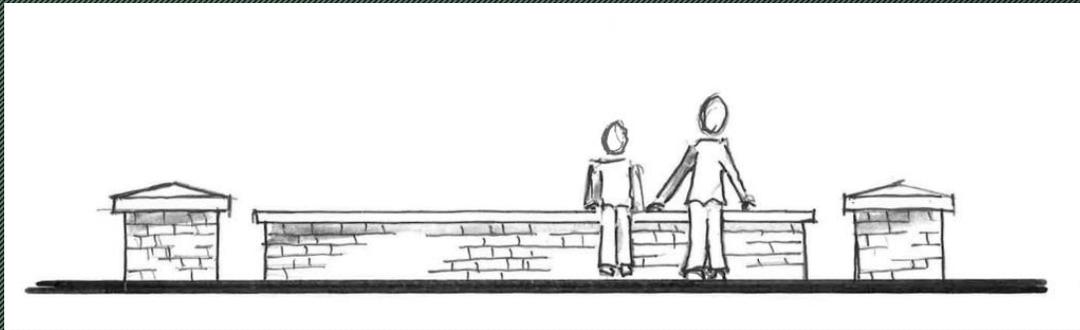
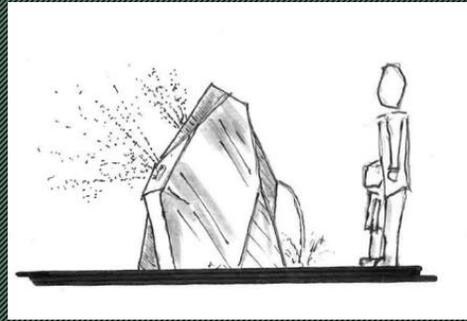


Subject Site

Connectivity Opportunities



Franklin Park



Design Program Goals

- Enhance pedestrian experience in downtown district
- Encourage public gathering and patronage of businesses
- Capitalize on artistic culture in Shawano
- Provide support spaces complimentary to adjacent land uses
- Create safe edge treatments while establishing soft lines
- Public seating opportunities
- Enhanced lighting - more than just security
- Create kinetic feature, water, light, wind

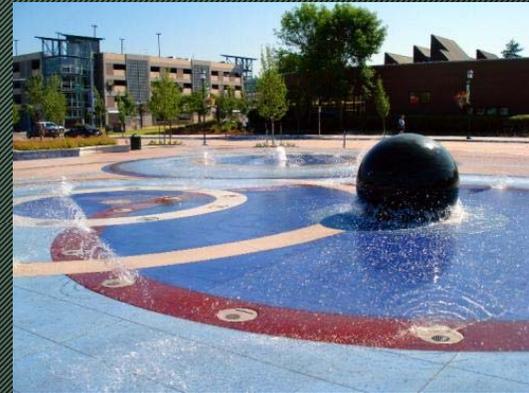
Design Program Imagery



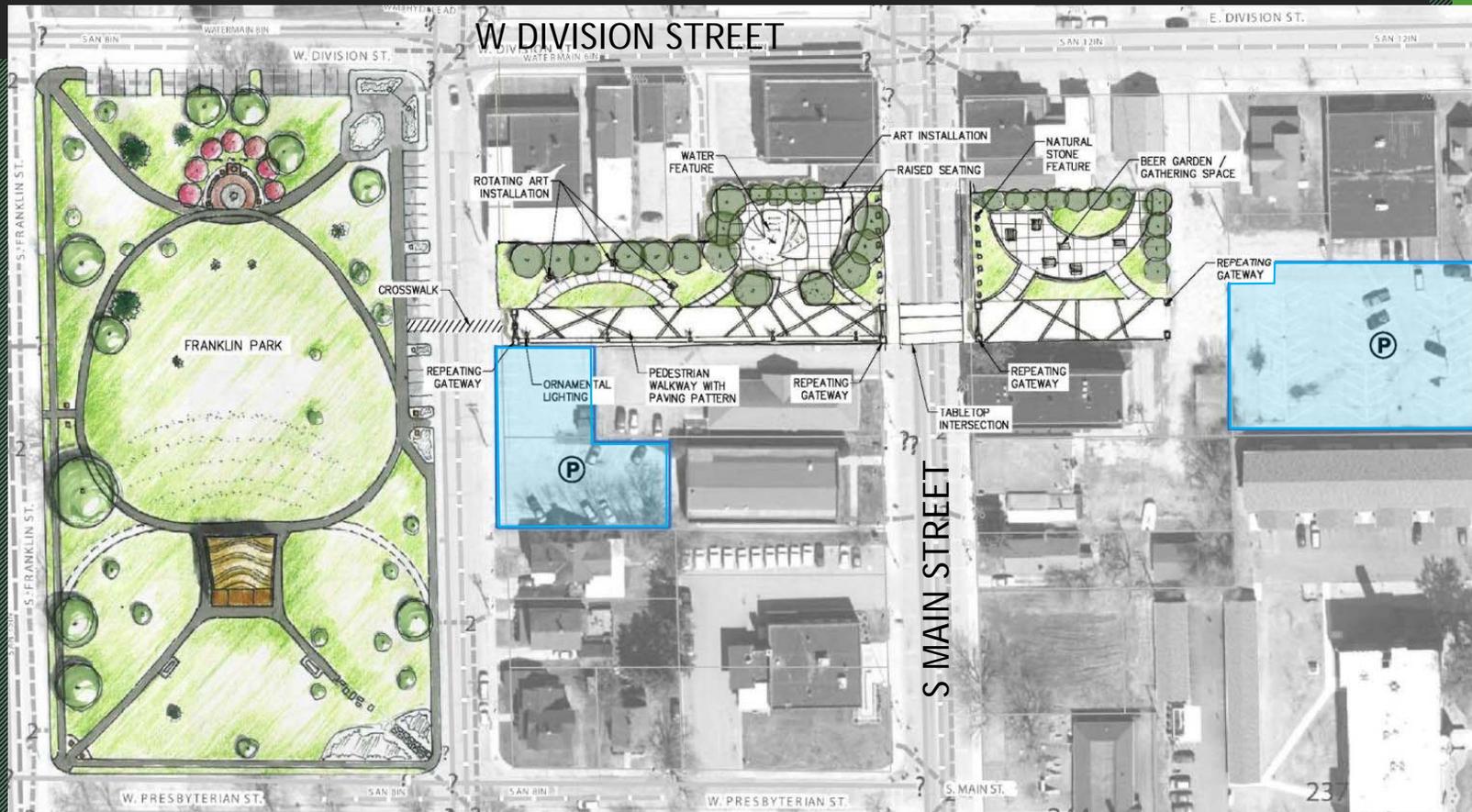
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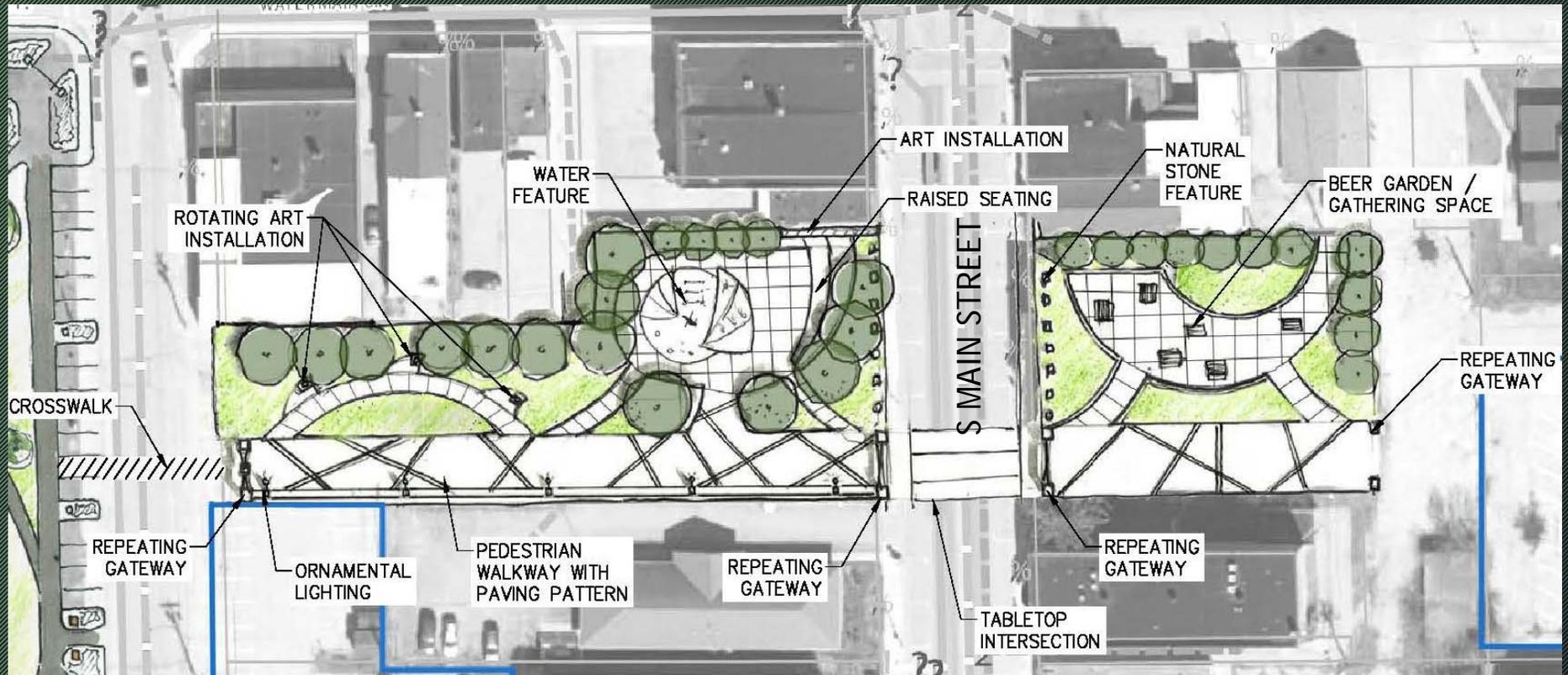
Design Program Imagery



Concept A



Concept A



Concept A



Concept A



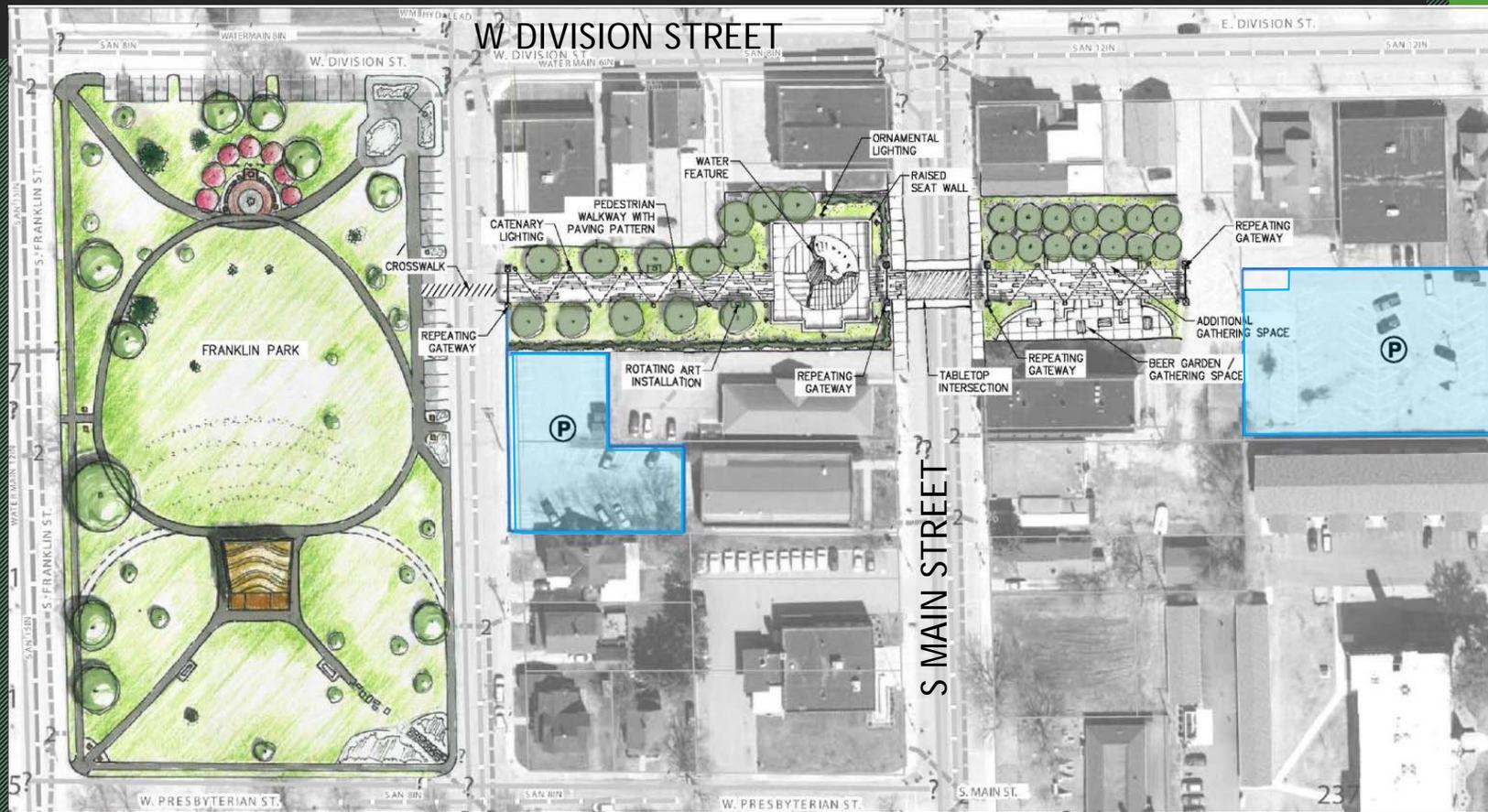
Concept A



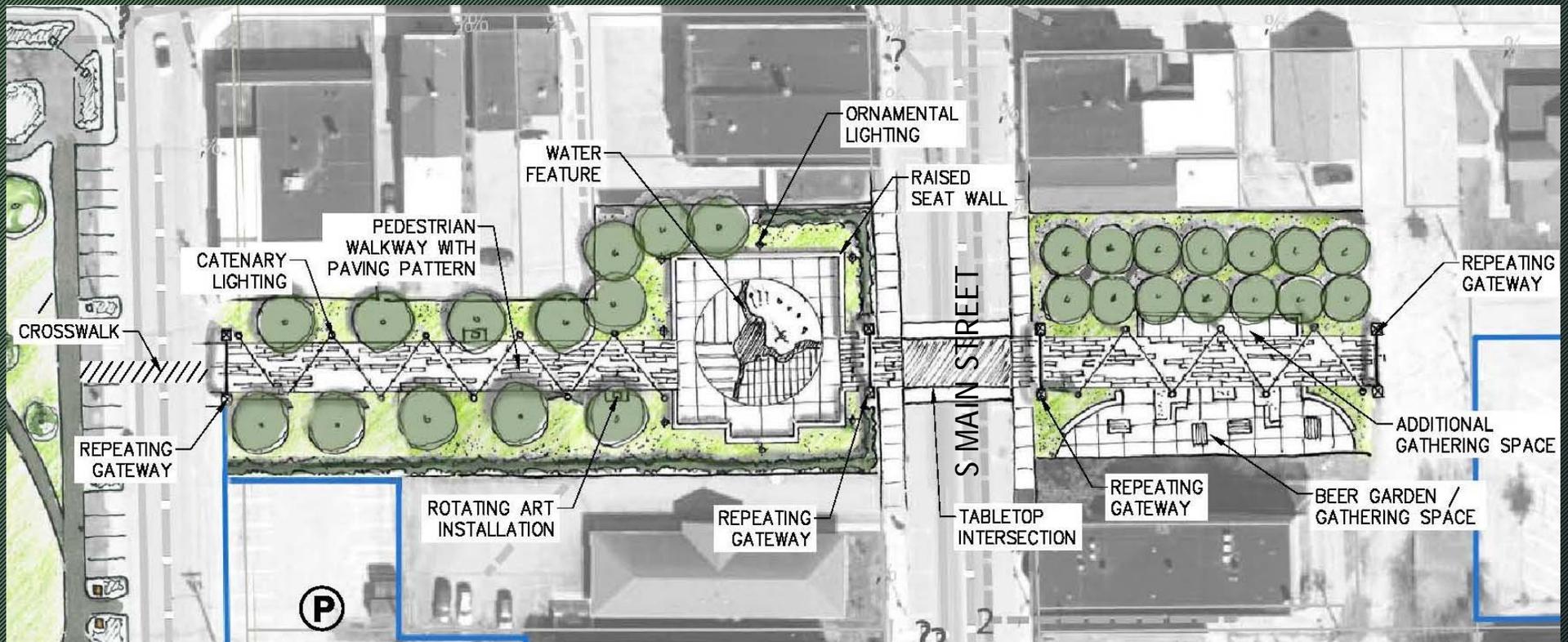
Concept A



Concept B



Concept B



Concept B



Concept B



Concept B



Financial Implications

- Economic Impact

- Building on our Public Parks Investment to Support Downtown Reinvestment

- How much will this cost?

- \$2.0 MM Estimated (Budgeted \$400,000 for Splash Pad + ~\$1,600,000 for the Plaza)

- How on earth would we fund this?

- Existing \$400,000 Borrowed to cover splash pad
- Existing TIF #4 or New TIF Overlay
- Community Donors - Major Benefactors

Mayor to recap key ideas

In that past hour we have heard the following:

1. How the idea came to be.
2. Impacts that a plaza may have on our community.
3. Examples of others who have done this
4. Location(s) of where it could happen
5. How it may be funded



What other questions can we answer for you?

Board/Commission/Committee Voting Procedures

- Karla will be handing out the same motions to each group. Use only the motions provided.
- Discuss the questions among group members for 10 minutes.
- Each Board/Commission/Committee has a spokesperson(s) share their thoughts with the larger group

Voting

- Each chairperson is to read the motions one at a time. There needs to be a motion, second and action taken for each question.
- The recording secretary is to write the actions taken on the hand-out sheet. Sheets will be collected.
- Motions from each group will be conveyed as recommendations to the Common Council.
- Groups not voting: Farmers Market, Park Builders, Shawano Downtown Business Association, & Chamber Board

The Questions are:

1. Should the development of the Plaza concept be pursued?
2. Should the currently planned splash pad investment be incorporated into the downtown plaza location?

Thanks for your time, further contact info..

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