

Riverfront Improvement Master Plan



Riverfront Redevelopment Master Plan Implementation

The Berlin Downtown Riverfront Master Plan implementation will require an organized and consistent process to be successful. Implementation must be done with commitment and dedication. The community must undertake implementation of Master Plan recommendations with the full understanding of its complexity, the time required, and the relationships need to accomplish the plan’s various elements. The community must allocate adequate resources for staff, professional assistance, and for procuring project funding. Implementation requires partnerships. There needs to be a symbiotic relationship developed between public and private sector and individual residents and organizations. These relationships will help to form the implementation team. Finally, implementation must be dynamic and have the ability to make quick responses on unanticipated redevelopment opportunities that may present themselves throughout the process. The implementation team must be able to assess and reprioritize project goals on a continuous basis to take advantage of emerging opportunities.

This section provides a general approach to implementation and highlights key components of the process. The key components of Master Plan implementation include:

- 1. Implementation Organization
- 2. Business Retention and Recruitment
- 3. Potential Funding Sources
- 4. Implementation Timeline

1. Implementation Organization

The successful implementation of the Berlin Downtown Riverfront Master Plan will depend on the public and private sectors working together to manage implementation tasks appropriate to their expertise and resources. The Implementation Organization diagram (**Exhibit 1**) identifies the key public and private partners that should be involved in the implementation process and outlines their respective implementation responsibilities.

A Project Management Team (PMT) should be created to coordinate the public and private implementation activities, oversee the implementation process on a daily basis and make recommendations to City Council. The PMT is comprised of a Technical Team and a Lobbying Team. The Technical Team should include city staff, a business association representative and consultants. Agency representatives should also be involved on an as needed basis. The Lobbying Team should include the Mayor, community leaders and Berlin’s legislative representatives. The lobbying team will work with the Technical Team and the City Council in advocating for and securing funding for priority projects. The Lobbying Team should spear head a promotional campaign to show off and create excitement for the plan. This PR campaign will ultimately promote and encourage fundraising. It is the main objective of the Lobbying team to maintain exposure to the plan and its initiatives until it is completely implemented. A non-profit 501c3 foundation could also be established to serve as a depository for funds generated in a private fundraising campaign that will supplement the

public funding. In addition to the fund depository, the 501c3 can seek out and compete for grant monies designated exclusively to non-profit agencies.

2. Business Retention and Recruitment

One of the most important components of maintaining and growing a downtown is to have healthy merchants and a diversity of activities to keep patrons coming back. Merchants that are successfully meeting their market niche, and who are achieving their own goals for growth and financial viability, are a foundation of business district revitalization and vitality. The addition of creative activity programming, developed around an attractive pedestrian infrastructure, assists in creating an environment in which business recruitment is much easier.

It is exciting that downtown Berlin has some strong, stable and successful businesses. The newly developed PMT should work with the downtown businesses to develop a programmed series of events and activities that compliment the products and services these local businesses provide. By opening views to the Fox River, developing a stronger pedestrian connection to the waterfront and providing flexible and programmable space along the riverfront, an array of possible activities arise. Below is a brief list of potential riverfront activities that have been successful in many river cities throughout the Midwest.

- Evening music in the park
- Pontoon rides
- Kayak and canoe races
- Biathlon start and finish (canoe and run)
- Sculpture walk
- Farmers market
- Easter egg hunt
- Snowman contest
- Ice sculpture contest
- Winter fest
- Crafts weekend
- Candle light river walk

Once a successful activities program is complete (stable and maintaining attendance) the opportunity and ease to recruit targeted businesses to fill vacant storefronts in the downtown becomes a much easier endeavor.

5. Potential Funding Sources

There are a number of funding sources that should be considered as part of a comprehensive funding strategy for implementing the Berlin Waterfront Master Plan. Potential funding sources include:

Local Funding Sources

Tax Incremental Financing (TIF)

Tax Incremental Financing (TIF) is one of the best tools for funding downtown improvements. The general concept of TIF is to capture new development within the proposed district boundaries that might not otherwise occur without the use of TIF funding. Typical projects that can be funded by TIF include redevelopment activities such as land assembly, building and facade improvements, public infrastructure improvements, and planning and design activities that support redevelopment.

The City Berlin waterfront redevelopment area is already located within an active TID. Increment coming from the TID could be used to help fund the implementation of the project.

Business Improvement District (BID)

The City of Berlin has a current and active *Business Improvement District (BID) for the Downtown*. The BID provides an annual assessment for properties located within the designated BID boundaries. This assessment can be used contribute toward the funding of the waterfront implementation and to support the management, maintenance and development of the district. This will ultimately improve the economic opportunity and growth of all businesses within the district

This implementation Strategy includes recommendations for a Business Retention and Recruitment program focused on Downtown Berlin. Implementation of this program should be a priority for BID funding.

Capital Improvement Program (CIP)

The City should utilize its Capital Improvement Program (CIP) for scheduled street and infrastructure repairs and improvements in the downtown, consistent with its community-wide infrastructure improvement policy. TIF funds should be prioritized for improvements such as streetscape amenities that cannot be funded by other funding sources.

Hotel/Motel Room Tax

Currently the State's room tax is distributed to the Berlin Chamber of Commerce. The city of Berlin could use a portion of their room tax revenues for public improvements such as wayfinding systems and cultural or performing arts programming that encourage and promote tourism.

Private Donation Program

Private donation programs allow the private sector to participate in funding some public improvements to supplement public funding sources. Private citizens, community organizations, and the corporate community should all be approached for contributions. A 501c3 foundation should be established to be the depository for funds received, as part of a capital fundraising campaign.

State and Federal Funding Sources

Wisconsin Department Of Transportation

Local Transportation Enhancements (TE) Program

This 80/20 funding program is designed to fund projects that enhance multi-modal activities in order to improve the transportation system. Projects can include the preservation of abandoned railway corridors, rehabilitation/operation of historic transportation buildings, acquisition of scenic easements and scenic or historic sites, landscaping and other scenic beautification, and control or removal of outdoor advertising. Projects must relate to surface transportation.

Wisconsin Department of Commerce

CDBG – Public Facilities for Economic Development Program

This program offers grants to communities to fund infrastructure improvements for specific economic development projects.

Wisconsin Department of Natural Resources

Targeted Runoff Management Grant (TRM Grant)

This grant is available through the WDNR for communities that are not WPDES permitted communities (which the City of Berlin is not at the time of this writing). The grant covers costs up to 70% for construction of eligible Best Management Practices (BMPs), up to 50% for existing structure removal, and up to 70% for engineering services. Funding by the State under this program cannot exceed \$150,000 (at the time of this writing). More information about this grant program can be found at this website: <http://dnr.wi.gov/org/caer/cfa/EF/NPS/nonpoint.html>.

Urban Nonpoint Source and Storm Water Grant (UNPS & SW Grant)

This grant is quite similar to the TRM grant. WPDES (Wisconsin Pollution Discharge Elimination System) permitted and non-permitted communities can apply for this grant. This grant covers up to 50% of construction of BMPs, structure removal and engineering services. Funding by the State under this program cannot exceed \$150,000 (at the time of this writing). More information on the UNPS&SW Grant program can be found at this website: <http://dnr.wi.gov/runoff/grants/unps.htm>.

River Protection Management Grant

This grant is also available through the WDNR for communities just like the City of Berlin. Restoration projects involving stream protection, education, and design for the implementation of the project is eligible. The community can receive up to 75% of the

project costs (at the time of this writing); however a cap for this grant is set at \$50,000. Find more at this website:<http://dnr.wi.gov/org/caer/cfa/Grants/Rivers/riverprotection.html>

Stewardship Grant

This program is also administered by the WDNR. Funds under this program can be used for purchasing land for use by the public, to provide and enhance access to the river for water-based recreation, for development of trail systems, restoration of rivers/riverfronts, creation of boat launches, etc. Funding varies annually. Please see this website for more details on this program: <http://dnr.wi.gov/org/caer/cfa/LR/Stewardship/subprogram.html> and <http://dnr.wi.gov/org/caer/cfa/LR/Stewardship/streambank.html>.

Acquisition and Development of Local Parks (ADLP)

Funds are available to acquire land, rights in land, and develop public outdoor recreation areas for nature-based outdoor recreation purposes, including trails. Funds are allocated by the DNR on a regional basis so applicants compete only against other applicants in their region. Funding will provide 50% of eligible costs, and cannot be used if eminent domain is used to acquire property. Eligible projects must be supported by local comprehensive recreation plans.

Water Conservation Fund (LWCF)

LWCF (Land and Water Conservation Fund) is a federal funded program administered by the WDNR to encourage nationwide creation and interpretation of high quality outdoor recreational opportunities. Local projects must relate to Statewide Comprehensive Outdoor Recreation Plan (CORP).

Recreational Trails Act (RTA)

This program provides funding to develop and maintain recreational trails and/or trail facilities. Applicants must compete on a state level, and funds are more competitive than the trail funding acquired under the ADLP funding. The proposed trail should be part of a local or other trail system and there should be a trail in the area to link up to now or in the future.

Recreational Boating Facilities

These funds are WDNR funds that are supervised by the Wisconsin Waterways Commission. They provide funding for projects that primarily benefit recreational boaters. Eligible projects include boat ramps, launches, restroom facilities, parking lot improvements (paving, line painting, lighting), and other recreational boating amenities. Under this program, construction of capital improvements for safe recreational boating facilities and support facilities such as parking lots, sanitary facilities and security lighting are eligible. When reviewing an application, the Wisconsin Waterways Commission takes into consideration whether an applicant is currently charging a fee for boat launching.

Urban Rivers Program (UR)

This program allocates funding for projects that are part of a plan to enhance the quality of a river corridor. There is a sponsor cap of 20% which means that no sponsor can receive more than 20% of the funds allocated in any fiscal year. Applicants compete in a statewide project selection process.

The Urban Rivers program aims to restore or preserve the character of urban river ways through the acquisition of land or easements adjacent to rivers. Purposes of the program are:

- To provide for economic revitalization through the restoration or preservation of urban rivers or riverfronts including nature based outdoor recreation opportunities.
- To improve outdoor recreational opportunities by increasing access to urban rivers for a variety of public uses, including but not limited to, fishing, wildlife observation, enjoyment of scenic beauty, canoeing, boating, hiking and bicycling.
- To preserve or restore significant historical, cultural, or natural areas along urban rivers.
- To serve public recreation or resource conservation purposes through development or habitat restoration projects, including river riparian buffer rehabilitation – establishment of native vegetation and control of exotic species, shore land enhancements following dam removal, and shoreline stabilization as part of an overall urban rivers recreation project.

Urban Green Space (UGS)

This program provides funding to communities to provide open natural space within or in proximity to urban areas; to protect from urban development areas within or in proximity to urban areas that have scenic, ecological or other natural value; and to provide land for noncommercial gardening for the residents of an urbanized area. Applicants for the UGS program must provide a management plan describing how the property will be managed as urban green space. Applicants compete statewide in the project selection process.

Acquisition of Development Rights

The Acquisition of Development Rights Programs provide funding to protect natural, agricultural, or forest lands that enhance and/or provide nature-based outdoor recreation by acquiring conservation easements and compensating landowners for limited future development of their land.

Wisconsin Department of Tourism

Heritage Tourism Program

The department's area tourism consultants serve as liaisons to area tourism organizations to assist in developing, packaging, and promoting their historical resources.

Wisconsin Arts Board

Established in 1973, the Wisconsin Arts Board is the state agency which nurtures creativity, cultivates expression, promotes the arts, supports the arts in education, stimulates community and economic development and serves as a resource for people of every culture and heritage. To accomplish its mission, the Arts Board awards grants to assist arts and arts education activities, events and opportunities throughout the state. Current grant programs are listed at www.arts.state.wi.us/static/programs.htm.

National Endowment for the Arts

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Endowment is the nation's largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities and military bases.

Wisconsin Humanities Council

Established in 1972 as an independent affiliate of the National Endowment for the Humanities, the Wisconsin Humanities Council supports public programs that engage the people of Wisconsin in the exploration of human cultures, ideas, and values. To accomplish its mission, the council awards grants to support programs in libraries, museums, universities, historical societies, schools, and other nonprofit settings throughout the state.

Private Foundations

Private foundations provide funding to applicants who can demonstrate that their projects meet the mission and goals of the foundation. Many foundations provide financial support for projects that benefit natural resource preservation, community recreation and cultural arts programming that are key goals of the Berlin Waterfront project.

Miscellaneous Funding

During this current economic downturn there has been monies made available to stimulate job creation and encourage "Green" development. There are many merits to this plan that lends itself a good candidate for these available stimulus monies. Stimulus dollars are a short term opportunity unlike some of the other above names funding sources. Because of this, a small task force should be organized to investigate and identify potential stimulus opportunities that would align with the intent of the Master Plan.

A number of grant programs in the State offer funding for renewable energy related projects. For instance if the City wishes to use LED lighting for the river walk they may be able to receive grant funds for doing so. More information can be found at this website: <http://energyindependence.wi.gov>.

As this project evolves other grant-funding opportunities will become apparent. The local county government and UW-Extension are excellent sources in determining additional funding information

5. Implementation Timeline

An implementation timeline (**Exhibit 2**) has been prepared to present an initial outline for the sequencing of specific projects and activities over a six-year timeframe. This timeline identifies priority projects, the lead role for project implementation and potential funding sources. Priority projects will be driven by community needs, specific development proposals, planned public infrastructure projects and available funding sources. The receipt of state and federal funding will also determine the project timing. While it is important to focus on a short-term implementation goal of six years, there are many recommended projects that will occur beyond the six-year timeframe.

The implementation timeline should be a flexible, dynamic planning tool. As the implementation process moves forward, different opportunities may present themselves that will require adjustments in project priorities and timing. This document is a working tool that needs to be monitored and updated on an annual basis. It is recommended at the start of each year, the Project Management Team (PMT) establish an annual work program based on completed activities and new opportunities that present themselves.

COST ESTIMATE



Project: **Berlin Riverfront Improvement Plan**

Date: October 13, 2009

Project Number: **2367**

Estimated by:ph/gp

Cost Estimate Status: **Master Plan**

Approved by:gp

Item	Qty.	Unit	Unit cost	Item Total	Comments
South River Walk and Parking					
1 Excavation and Grading	1	ls	\$15,000.00	\$15,000.00	removals and grading site
2 Parking lot demo	1,117	sy	\$2.00	\$2,234.00	Removing existing asphalt
3 Concrete curbing	1,025	lf	\$20.00	\$20,500.00	6" concrete curb with pan
4 River bank demolition	400	sf	\$4.00	\$1,600.00	Removal of concrete rubble
5 Asphalt walk demolition	375	sy	\$2.00	\$750.00	Asphalt and base removal
6 Decking demolition	825	sf	\$5.00	\$4,125.00	Decking and base removal
7 Asphalt parking addition	3,000	sf	\$4.00	\$12,000.00	3" asphalt on 8" gravel base
8 Parking concrete curbing	850	lf	\$20.00	\$17,000.00	6" concrete curb with pan
9 Asphalt road parking addition	925	sf	\$4.00	\$3,700.00	3" asphalt on 8" gravel base
10 Street concrete curbing	1,005	lf	\$20.00	\$20,100.00	6" concrete curb with pan
11 New 5' wide concrete walk at street	3,565	sf	\$5.00	\$17,825.00	5" thick concrete walk
12 Colored concrete banding in parking	1,725	sf	\$12.00	\$20,700.00	Vehicular load colored concrete
13 Colored concrete pedestrian entrance plaza	535	sf	\$12.00	\$6,420.00	Vehicular load colored concrete @ center of parking
14 Riverwalk entrance plaza	750	sf	\$12.00	\$9,000.00	Concrete with paver accents
15 Colored concrete crosswalks	2,135	sf	\$15.00	\$32,025.00	Vehicular load colored concrete
16 Riverwalk	3,050	sf	\$12.00	\$36,600.00	Colored concrete with paver accents
17 Seat wall	115	lf	\$300.00	\$34,500.00	Veneer clad wall with precast cap
18 Boat docking	1	ea	\$40,000.00	\$40,000.00	Floating dock and ramp system
19 Open pavilion	1	ea	\$25,000.00	\$25,000.00	Off the shelf wood structure
20 Open pavilion overlook plaza	2,225	sf	\$12.00	\$26,700.00	Concrete plaza with paver accents
21 Decking changes	1,675	sf	\$15.00	\$25,125.00	Adding and close out existing decking, add steps and railing
22 Building entrance plaza	1,675	sf	\$12.00	\$20,100.00	Concrete plaza with paver accents
23 River wall bridge to deck	125	750	\$40.00	\$5,000.00	Piling wall averaging 6' tall from water
24 Structural river walk at deck	125	sf	\$30.00	\$3,750.00	Concrete wall
25 Dirty rip rap with native seeding	950	cy	\$52.00	\$49,400.00	6" and larger rip rap covered with dirt and seeded with flood tolerant native seed mix. 10' wide.
26 Pedestrian Lighting	11	ea	\$3,000.00	\$33,000.00	Pedestrian light to match existing Sternberg roadway light
27 Roadway lighting	9	ea	\$5,000.00	\$45,000.00	Roadway light to match existing Sternberg roadway light
28 Benches	6	ea	\$1,200.00	\$7,200.00	Metal bench
29 Trash Receptacle	4	ea	\$800.00	\$3,200.00	Metal trash receptacle

30	Large boulders	61	ea	\$50.00	\$3,050.00	Granite boulders
31	Landscape beds	1,150	sf	\$10.00	\$11,500.00	Shrubs and perennials covered with bark mulch
32	Seeded lawn	12,250	sf	\$1.50	\$18,375.00	Seed and straw mulch
33	Landscape	49	ea	\$800.00	\$39,200.00	Tree planting
	Total				\$609,679.00	
	North River walk and Amphitheater					
34	Excavation and grading	1	ls	\$15,000.00	\$15,000.00	removals and grading site
35	Parking lot removal	2,160	sy	\$3.00	\$6,480.00	Asphalt and base removal
36	River bank demolition	415	sf	\$2.00	\$830.00	Removal of concrete rubble
37	Asphalt road removal	400	sy	\$3.00	\$1,200.00	Asphalt and base removal
38	Utility improvements	1	ls	\$30,000.00	\$30,000.00	Electric, storm and sanitary improvements
39	Curb removal	1,100	lf	\$5.00	\$5,500.00	Concrete with paver accents
40	River walk entrance plaza at bridge	160	sf	\$50.00	\$8,000.00	Concrete walk with paver accent bands on open sub structure
41	Structured river walk	120	lf	\$700.00	\$84,000.00	Concrete with paver accents from bridge to pump house includes substructure
42	Amphitheater plaza	1,725	sf	\$12.00	\$20,700.00	Concrete with paver accents
43	Restrooms added to pump house	1	ea	\$100,000.00	\$100,000.00	Block enclosed bathrooms with additional roof structure
44	Restroom plaza	1,600	sf	\$12.00	\$19,200.00	Concrete with paver accents
45	Riverwalk entrance plaza	135	sf	\$12.00	\$1,620.00	Concrete with paver accents
46	Pedestrian entrance walk	2,088	sf	\$12.00	\$25,056.00	Concrete with colored concrete bands
47	Limestone amphitheater seating	240	lf	\$50.00	\$12,000.00	Large snapped limestone blocks
48	Asphalt road addition	14,525	sf	\$4.00	\$58,100.00	3" asphalt on 8" gravel base
49	Boat docking	1	ea	\$40,000.00	\$40,000.00	Floating dock and ramp system
50	Street concrete curbing	1,585	lf	\$20.00	\$31,700.00	6" concrete curb with pan
51	New 5' wide concrete walk at street	2,550	sf	\$3.00	\$7,650.00	5" thick concrete walk
52	Colored concrete crosswalks	2,000	sf	\$12.00	\$24,000.00	Vehicular load colored concrete
53	Pedestrian Lighting at park	9	ea	\$3,000.00	\$27,000.00	Pedestrian light to match existing Sternberg roadway light
54	Roadway lighting	4	ea	\$5,000.00	\$20,000.00	Roadway light to match existing Sternberg roadway light
55	Benches	6	ea	\$1,200.00	\$7,200.00	Metal bench
56	Trash Receptacle	4	ea	\$800.00	\$3,200.00	Metal trash receptacle
57	Large boulders	62	ea	\$50.00	\$3,100.00	Granite boulders
58	Landscape beds	3,975	sf	\$10.00	\$39,750.00	Shrubs and perennials covered with bark mulch
59	Seeded lawn	20,850	sf	\$1.50	\$31,275.00	Seed and straw mulch
60	Landscape in park	30	ea	\$800.00	\$24,000.00	Tree planting
61	Landscape in City Hall parking	15	ea	\$500.00	\$7,500.00	City Hall parking lot tree planting

					Total	\$654,061.00
					Riverwalk Behind Existing Buildings	
62	Demolition of existing wall	430	lf	\$50.00	\$21,500.00	Kapur
63	Reconstruction of river wall	430	lf	\$50.00	\$21,500.00	Kapur
64	Riverwalk	5,650	sf	\$12.00	\$67,800.00	colored concrete with paver accents
65	Overlook Plaza	1,000	sf	\$12.00	\$12,000.00	colored concrete with paver accents
66	Pedestrian Lighting	9	ea	\$3,000.00	\$27,000.00	Pedestrian light to match existing Sternberg roadway light
67	Benches	4	ea	\$1,200.00	\$4,800.00	Metal bench
68	Trash Receptacle	2	ea	\$800.00	\$1,600.00	Metal trash receptacle
69	Railing	425	lf	\$150.00	\$63,750.00	Metal railing
					Total	\$219,950.00
					Street Improvements to bridge	
70	Sidewalk removal	200	sf	\$4.00	\$800.00	Concrete and base removal
71	New 5' wide concrete walk at street	1,565	sf	\$3.00	\$4,695.00	5" thick concrete walk
72	Paver bands	90	sf	\$12.00	\$1,080.00	Paver accent bands in sidewalk
73	Roadway lighting	3	ea	\$5,000.00	\$15,000.00	Roadway light to match existing Sternberg roadway light
74	Lawn terrace	3,450	sf	\$1.50	\$5,175.00	Seed and straw mulch
75	Street Trees	8	ea	\$800.00	\$6,400.00	Street trees in terrace
					Total	\$33,150.00
					Total	\$1,516,840.00
					15% Contingency	15.00%
						\$227,526.00
						\$1,744,366.00



**Private Partners -
Implementation Responsibilities**

- Business District Management
- Marketing and Promotion
- Private Fundraising
- Special Events Programming
- Education
- Public Outreach

**Public Partners -
Implementation Responsibilities**

- Public Improvements
- Redevelopment
- Public Outreach
- Agency Coordination
- Design Review and Approval
- Lobbying
- Marketing and Promotion

**Berlin Waterfront Project
PROPOSED IMPLEMENTATION ORGANIZATION**

Exhibit 2

October 13, 2009

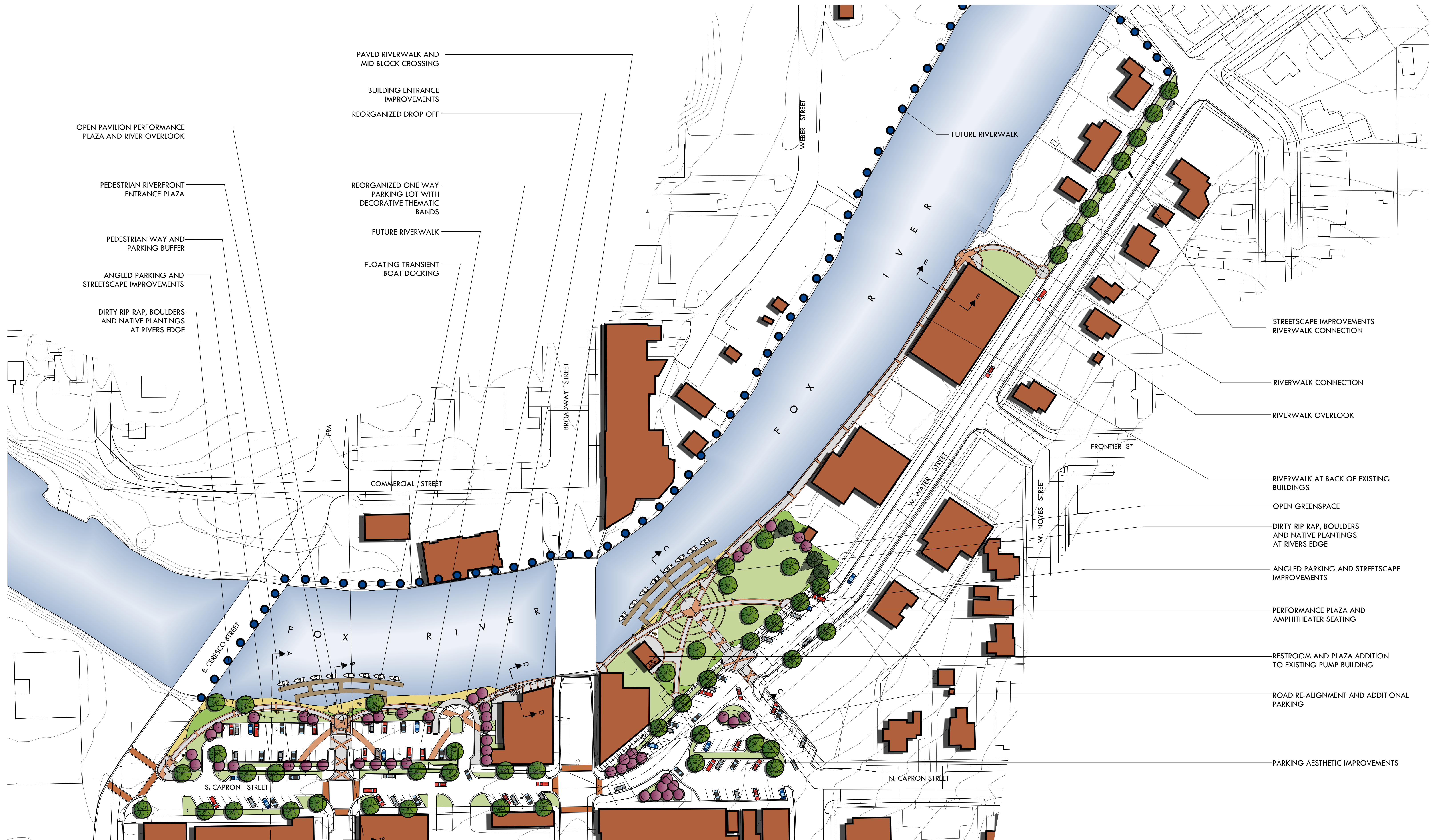
Berlin Riverfront Redevelopment Project - Implementation Timeline (2009-2018)

Project Activity	Lead Role	Funding Source	2009				2010				2011				2012				2013				2014				2015				2016				2017				2018			
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
I. Implementation Planning																																										
1. Adoption of Waterfront Master Plan	City																																									
2. Establish Implementation Organization	City																																									
5. Special Events Programming for Waterfront	City, Private, PMT																																									
6. Annual Review/Monitoring of Implementation Plan	City, Private, PMT																																									
II. Funding																																										
1. Conduct Public Funding Summit	City																																									
2. Establish Berlin Foundation - 501c3	Private																																									
4. Create TIF District	City																																									
5. Create BID District	City, Private																																									
6. Private Fundraising Strategy/Capital Campaign	501c3																																									
7. Annual Grant Applications for Public Improvements	City, PMT																																									
8. Maintain Regular Contact with State/Federal/Local Funders	City, PMT																																									
III. Public Relations/Outreach																																										
1. Create, Maintain, and Update Website	City, Private																																									
2. Media Relations	City, Private																																									
3. Develop Promotional Materials	Private, BID																																									
4. Public Education/Speakers Bureau	City, Private, PMT																																									
5. Regional Partners Outreach	City, Private, PMT																																									
IV. City-Sponsored Private Redevelopment																																										
General Activities	City, PMT																																									
A. Market Analysis for Fortnum Property																																										
B. Assemble Fortnum Property for Redevelopment																																										
C. Establish TIF Subsidy Formula																																										
D. Prepare Fortnum Property Development Concepts																																										
E. Prepare Requests for Proposals for Fortnum Property																																										
F. Developer Selection																																										
G. Negotiate Development Agreements																																										
VI. Public Projects																																										
Phase One - River and Parking Lot Redevelopment (Ceresco to Broadway)	City, PMT	TIF, State/Federal, Private, Bid																																								
1. Design team																																										
2. Programming																																										
3. Design and Engineering																																										
4. Permitting																																										
5. Bidding and Construction																																										
Phase Two - Park Improvements (Broadway to West Noyes)	City, PMT	TIF, State/Federal, Private, Bid																																								
1. Design team																																										
2. Programming																																										
3. Design and Engineering																																										
4. Permitting																																										
5. Bidding and Construction																																										
Phase Three - Riverwalk Noyes to Pedestrian Bridge	City, PMT	TIF, State/Federal, Private, Bid																																								
1. Design team																																										
2. Programming																																										
3. Design and Engineering																																										
4. Permitting																																										
5. Bidding and Construction																																										
Phase Four - Roadway Improvements (Ceresco to Noyes)	City, PMT	TIF, State/Federal, Wis DOT, CIP																																								
1. Design team																																										
2. Programming																																										
3. Design and Engineering																																										
4. Permitting																																										
5. Bidding and Construction																																										
Wayfinding	City, Private	Room Tax																																								
1. Community Wayfinding Program																																										
2. Design																																										
3. Bidding and Installation																																										

Lead Role
 City
 501c3 Foundation
 Private
 • Business Association
 • Interest Groups

Funding Source
 TIF (Tax Incremental Financing)
 CIP (Capital Improvement Program)
 Motel/Hotel Room Tax
 WisDOT
 State/Federal Grants
 Private (501c3)
 Foundation
 BID (Business Improvement District)





PAVED RIVERWALK AND MID BLOCK CROSSING
 BUILDING ENTRANCE IMPROVEMENTS
 REORGANIZED DROP OFF

OPEN PAVILION PERFORMANCE PLAZA AND RIVER OVERLOOK

PEDESTRIAN RIVERFRONT ENTRANCE PLAZA

PEDESTRIAN WAY AND PARKING BUFFER

ANGLED PARKING AND STREETSCAPE IMPROVEMENTS

DIRTY RIP RAP, BOULDERS AND NATIVE PLANTINGS AT RIVERS EDGE

REORGANIZED ONE WAY PARKING LOT WITH DECORATIVE THEMATIC BANDS

FUTURE RIVERWALK

FLOATING TRANSIENT BOAT DOCKING

FUTURE RIVERWALK

STREETSCAPE IMPROVEMENTS RIVERWALK CONNECTION

RIVERWALK CONNECTION

RIVERWALK OVERLOOK

RIVERWALK AT BACK OF EXISTING BUILDINGS

OPEN GREENSPACE

DIRTY RIP RAP, BOULDERS AND NATIVE PLANTINGS AT RIVERS EDGE

ANGLED PARKING AND STREETSCAPE IMPROVEMENTS

PERFORMANCE PLAZA AND AMPHITHEATER SEATING

RESTROOM AND PLAZA ADDITION TO EXISTING PUMP BUILDING

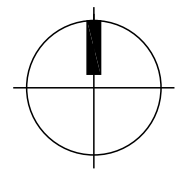
ROAD RE-ALIGNMENT AND ADDITIONAL PARKING

PARKING AESTHETIC IMPROVEMENTS

Berlin Riverfront Improvement Plan - Master Plan

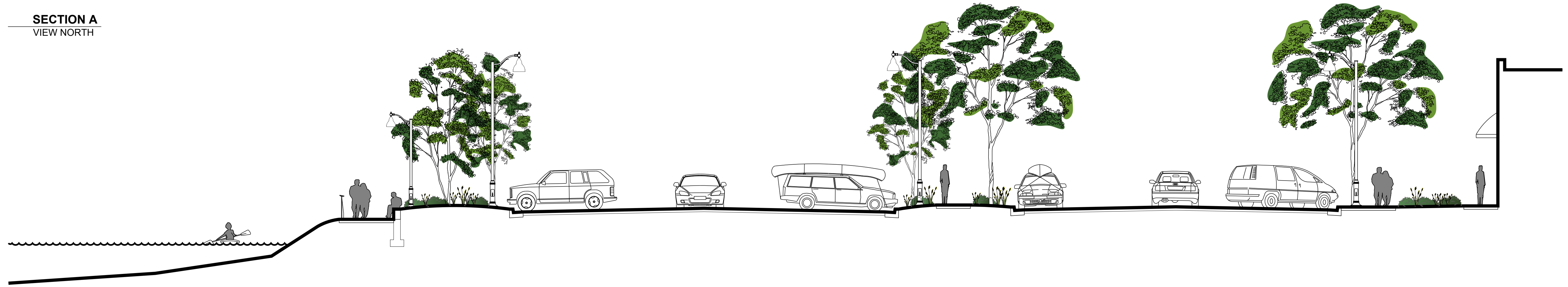
Berlin, Wisconsin

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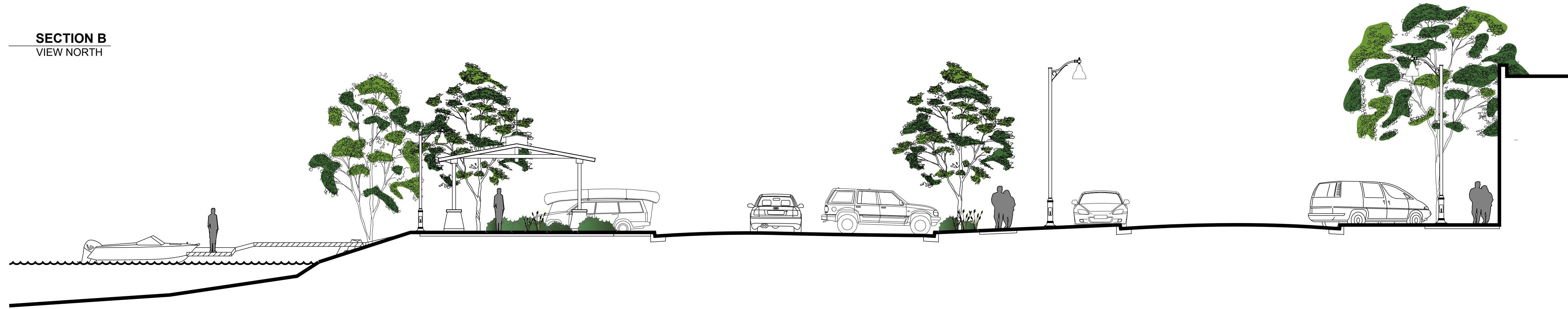


SAA
 SCHREIBER / ANDERSON ASSOCIATES, INC.
 717 John Nolen Drive
 Madison, WI 53703
 Ph. 608.255.0890
 Fx. 608.255.7750
 www.saa-madison.com

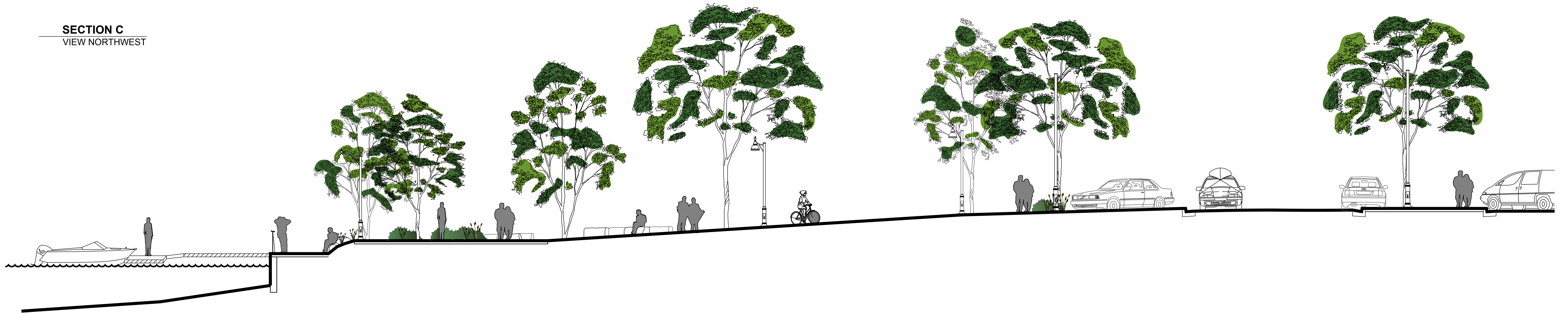
SECTION A
VIEW NORTH



SECTION B
VIEW NORTH



SECTION C
VIEW NORTHWEST



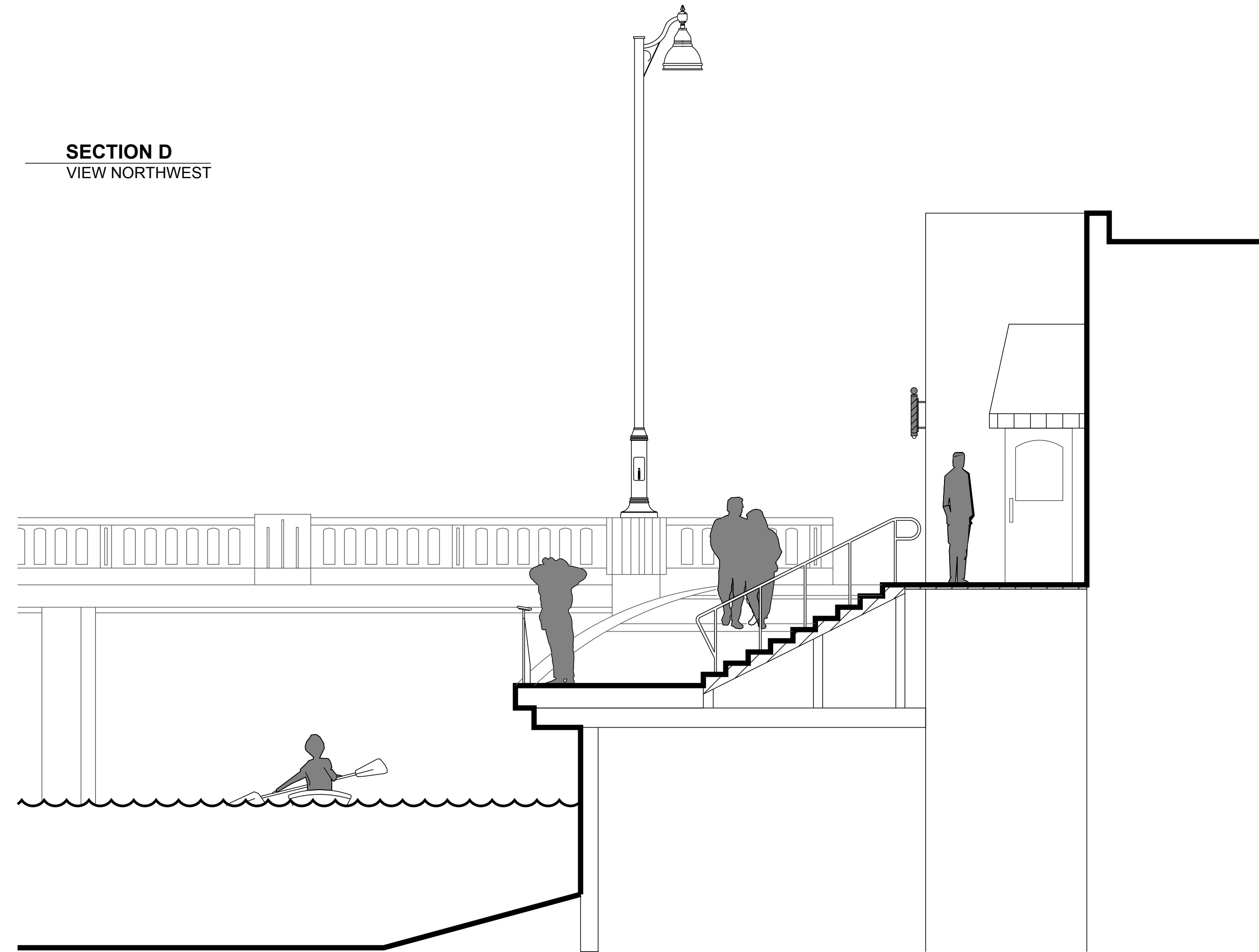
Berlin Riverfront Improvement Plan - Typical Cross Sections

Berlin, Wisconsin

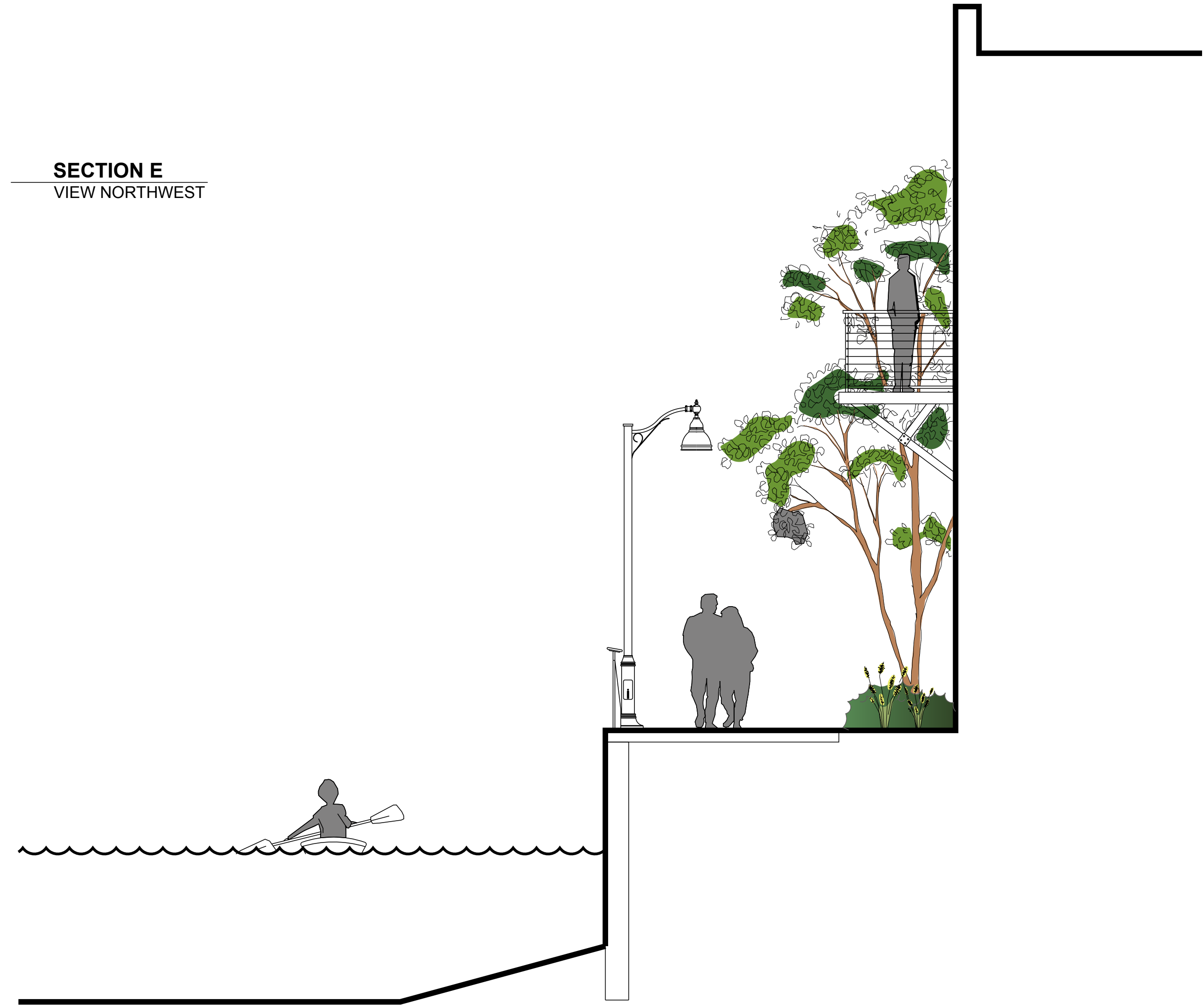
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SECTION D
VIEW NORTHWEST



SECTION E
VIEW NORTHWEST



Berlin Riverfront Improvement Plan - Typical Cross Sections



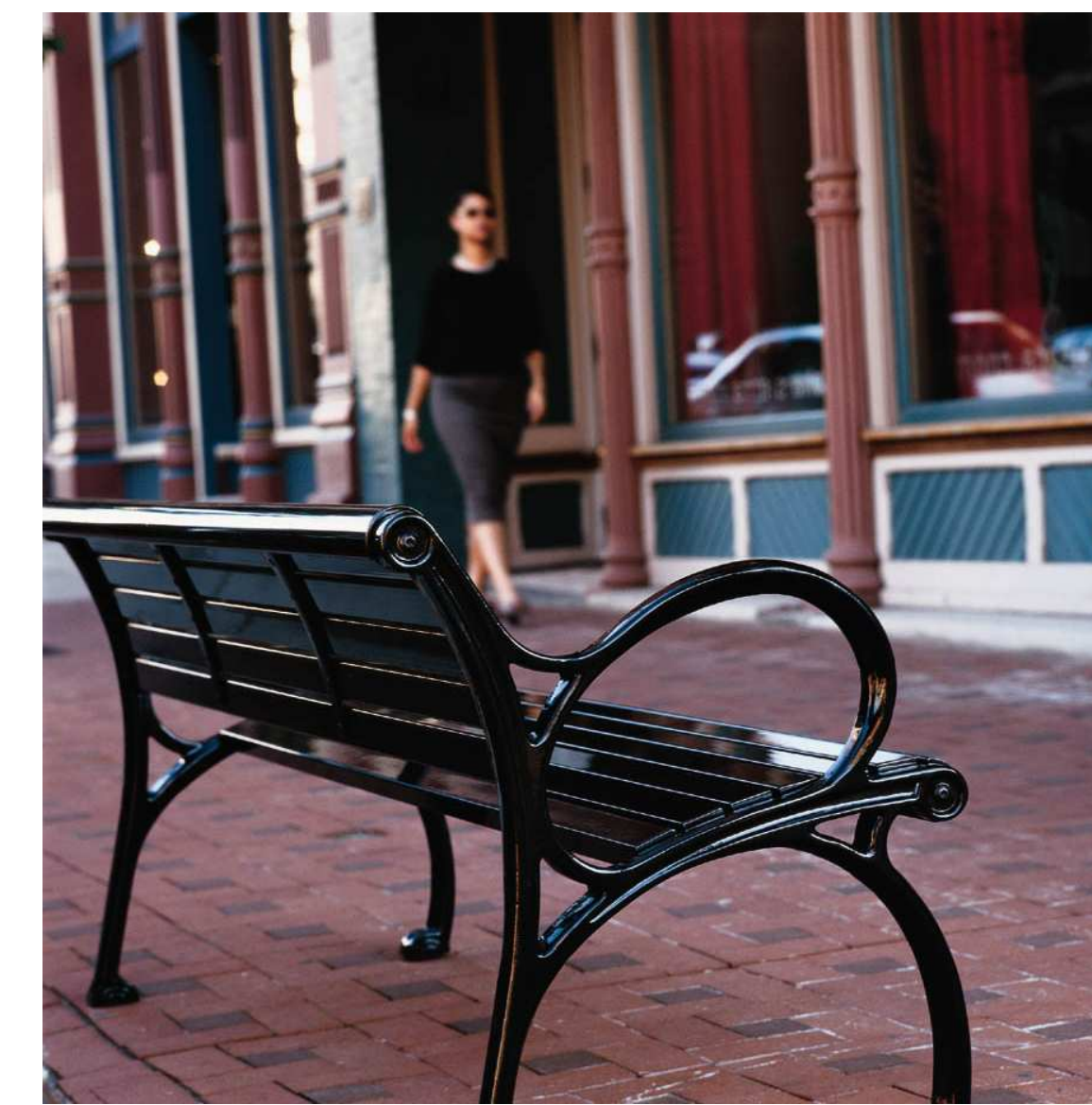
DECORATIVE LIGHTING



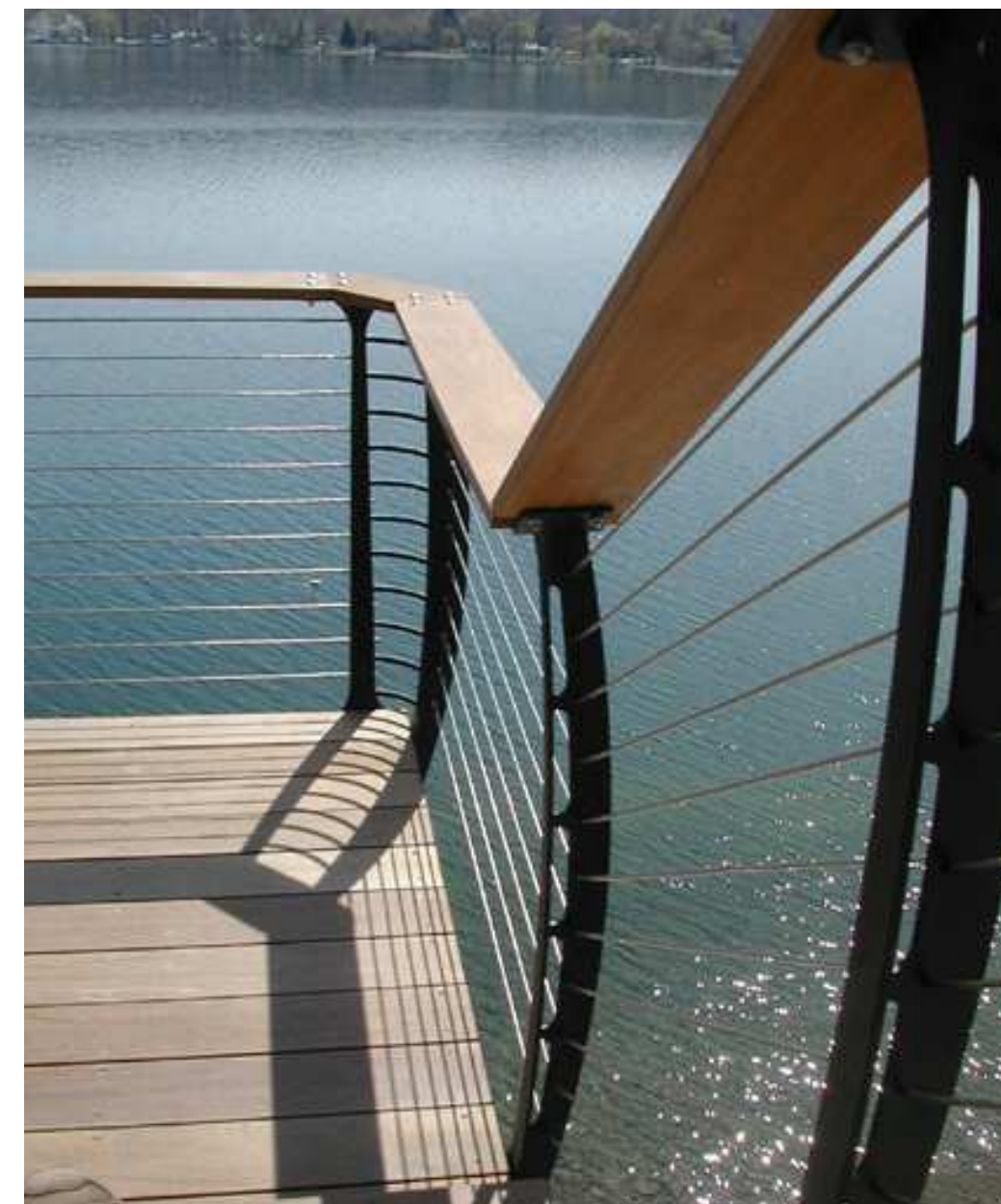
DECORATIVE LIGHTING



DECORATIVE LIGHTING



A



CABLE RAILING



B



C



AMPHITHEATER SEATING



DOCKING



DOCKING



D

AMENITY FAMILY

- A - Plainwell Bench (Landscape Forms)
- B - Plainwell Trash Receptacle (Landscape Forms)
- C - Circle Rack (WelleCircular)
- D - Precast Concrete Planters (Wausau Tile)

Berlin Riverfront Improvement Plan - Site Amenities

Berlin, Wisconsin

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