

COMPREHENSIVE PLAN UPDATE

City of Berlin, Wisconsin

Project 849284.bb1

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**City of Berlin
Comprehensive Plan Update**

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INTRODUCTION

The Comprehensive Plan Update for the City of Berlin includes the following major components:

- Background Summary; Issues, Needs, and Forecasts
- Overall Development Plan
- Downtown Plan
- Community Facility Plan
- Transportation Plan
- Capital Improvement Program

The Comprehensive Plan Update (Plan) is intended to provide the official policies for the physical development of Berlin and its extraterritorial planning area. The purpose of the Plan, used in concert with identified goals and objectives, is to provide for orderly, harmonious future development in Berlin. As a growth, development and redevelopment policy instrument, the Plan will help ensure both public and private development is coordinated and integrated such that proper relationships are realized and conflicts are reduced to minimum.

The principal function of planning is to protect private and public investments over time. It is important that each investment, whether public or private, be maintained in a viable manner. The value of such investments depends to a large extent on what happens around a particular piece of property. The planning process and the land use controls (i.e., zoning) embodied in it are the method by which development in the environs of any investment is controlled. It is, therefore, crucial that land use proposals are carefully reviewed so as to ensure compatibility and the enhancement of the specific environment and the community as a whole.

Recommendations found within the Plan regarding the location of different land uses, are based on the characteristics of Berlin, priorities expressed by its citizens, and anticipated growth and development patterns. The plan is considered to be a flexible guide to decision making rather than an inflexible blueprint for development. As the knowledge, assumptions or comprehension of these planning factors change and makes existing proposals obsolete, the Plan should be amended.

Because the Plan is a non-regulatory planning tool, its general policies and Plan recommendations need to be implemented primarily through the effective use and administration of regulations including:

1. the zoning ordinance;
2. subdivision regulations;
3. official map;
4. extraterritorial zoning, and
5. capital improvement program and activities.

Non-regulatory programs including those offered through the Berlin Community Development Authority, Berlin Community Development Corporation BIDC, Business Improvement District and others, are needed to complement the city's available legal tools and effect overall housing and economic development objectives. Of crucial importance is that the efforts of public, quasi-public, and private entities be focused to achieve common goals embodied in the Comprehensive Plan Update.

A. COMMUNITY USE OF PLANNING GOALS AND OBJECTIVES

The Comprehensive Plan for Berlin, Wisconsin is built on broad statements of goals and objectives. For the Plan to function, it must be based on an understanding of interests, aspirations and desires of citizens, public officials and the business community. Community goals and objectives, commonly called policy plan recommendations reflect preferences regarding:

1. The type of community that future development should help produce; and
2. The character and location of the major physical elements that form the urban environment.

Goals and objectives are statements of intentions for the City of Berlin. They provide a framework for making day-to-day development decisions. These policy statements encompass and address the interrelationships of urban land use activities as they shape the City's physical, economic and social development. They express the interests of the City and suggest changes to produce desirable patterns for growth and development. They are designed to supplement the City's land use, transportation and community facilities and service plans.

Community goals and objectives provide for the following benefits:

- Goals and objectives help the public understand and better participate in the Plan's implementation;
- Goals and objectives serve as coordinating devices, bringing together under a single framework many agencies having an impact on development;
- Goals and objectives serve as a guide to legislative bodies responsible for adopting development controls, and the boards and officials who must administer these controls;
- Goals and objectives give stability and continuity to the planning process as conditions change; and
- Goals and objectives guide both the operating and capital budgets of the City.

B. DEFINITIONS OF PLAN POLICY STATEMENTS

The update of Berlin's Comprehensive Plan identified select issues, problems, and opportunities and translated them into policy statements expressing overall goals, objectives and strategies for City. The definitions of the policy components include:

- GOALS:** Goals are statements of wants and desirable conditions to strive for in the future. Usually general in nature, goals are common ideals of the City to be achieved through the joint actions of government leaders, private enterprise, and individuals.
- OBJECTIVES:** Objectives are more specific targets to be achieved along the path of satisfying community goals. They can be described as guide posts toward goal achievement.
- STRATEGIES:** Strategies are methods of action to implement or realize stated objectives. Strategies normally comprise the development plan portion of the City's Comprehensive Plan.

The Plan policies provide the overall framework wherein a range of planning decisions may take place. By means of a policy plan, officials are afforded the opportunity to move from the very general level of goals to more specific objectives and policies and then to specific or detailed proposals or recommendations. Through the use of a policy framework, the City may develop comprehensive and consistent implementation directions for the future.

A summary of the City's policy findings, issues, and implications are presented in Table 1.

Table 1
BACKGROUND SUMMARY; ISSUES, NEEDS, AND FORECASTS;
AND POLICY IMPLICATIONS

CITY OF BERLIN PLANNING PERIOD

ELEMENT	BACKGROUND SUMMARY	ISSUES/NEEDS/FORECASTS	POLICY IMPLICATIONS
ENVIRONMENTAL RESOURCES	Community setting in scenic Fox River; variable topographic relief; soils generally suitable for development, slope a limiting factor; floodplain significant in planning area; Fox River community asset; natural resource preservation attitude.	Restrict growth to areas physically suitable for development; Preservation of environmental resource base; discourage growth in environmentally sensitive areas; promotion of Fox River "Historic Corridor".	Somewhat limited development potential available within the City limits - natural features limit development in planning area; development to be compatible with lay of land; preserve scenic vistas, natural setting.
POPULATION	Stable population both in City and Towns (1980-1990), school-age population increasing; aging population overall; high educational attainment and low dropout rate, many graduates destined for college.	Population growth perceived as detriment, rate remain relatively low (7,700 by Year 2010); adequacy of community facilities and services (government, educational, and parks and recreation); assume active economic development efforts to expand employment opportunities.	Continued need for new housing opportunities; increased demand for community facilities and services; role for City in creating new employment opportunities.
ECONOMIC CHARACTERISTICS	Berlin strong retail/manufacturing/ medical employment center, BID established to address CBD revitalization, parking; aggressive business/industrial development in 1980's; prime industrial sites limited.	Need to stabilize and revitalize CBD through ongoing public/quasi-public, and private partnerships, coordinated marketing efforts; adaptive reuse, and architectural design. Need for 80-100 additional acres of industrial land; capture greater share of regional and tourist trade, place emphasis on existing business retention and expansion.	City must continue strong commitment to economic development. Particular attention should be placed with CBD and new industrial development; efforts needed to maintain these economic sectors to fulfill basic sales and services, employment needs and to maintain competitive advantage with other communities.
LAND USE	Relatively compact harmonious land usage realized; shortage of residential lots/subdivisions; limited industrial acreage available; clustered mobile homes; attractive, historic CBD; limited highway-oriented commercial land; major development of hospital and schools on northeast side will trigger additional growth.	Need to effect desirable land use pattern; City will likely expand beyond current City limits; need for 40-80 residential acres; 80-100 industrial acres; heavy commercial to expand. CBD to expand peripherally, redevelopment activity to continue; need to buffer old.	Need to continue orderly development patterns, development extending contiguous and compatible to existing development; plan and provide for suitable areas new development; supportive efforts to strengthen the CBD by infilling vacant properties, redeveloping underused properties and promoting contributory uses to CBD.

Table 1
BACKGROUND SUMMARY; ISSUES, NEEDS, AND FORECASTS;
AND POLICY IMPLICATIONS

CITY OF BERLIN PLANNING PERIOD

ELEMENT	BACKGROUND SUMMARY	ISSUES/NEEDS/FORECASTS	POLICY IMPLICATIONS
HOUSING/RESIDENTIAL DEVELOPMENT	Decreasing persons/household; relatively recent projects have provided housing for elderly current need for family-assisted housing rental housing in general existing housing stock quite old and "aging" Current residential zoning not fully sensitive to density/neighborhood impacts; mobile home court filled to capacity.	As population increases and persons/household decreases - need to increase; mixed density alternate types of housing will continue as housing economies of scale change over time; need to extend economic life of housing stock; modify residential zoning code to address need for variable density requirements; need for expanded mobile home sites.	Supporting new residential growth and subdivision activity; minimizing impacts of higher density housing on low density neighborhood settings; prohibiting non-compatible uses; implementing active housing rehab program; maintaining higher quality neighborhoods and attractive living environments.
TRANSPORTATION	Local roads well maintained; east-west movements throughout City limited; higher to very high traffic counts - Huron/Broadway corridor; lack of circumferential circulation; street alignments fair. STH 49 upgrade of Broadway/ Huron must incorporate local needs.	Need for new east-west collector route on far north side and in downtown to improve circulation and ease traffic congestion on existing routes; maintain traffic movement functions of collector/arterial highway system.	Cluster developments will minimize access/egress points on arterial/collector systems; facility construction of new collector routes; maintain active local road improvement program; provide for pedestrian circulation. Transportation improvements provide improved traffic flow safety and potential for community/economy development.
COMMUNITY FACILITIES AND SERVICES	City Hall, City Garage and Fire Station currently meet housing need for governmental, fire and police protection. Washington Elementary schools old an may be replaced in planning period; quality park and open space amenities but need for expanded park facilities. Excellent medical facilities.	No anticipated need to expand/remodel City Hall during planning period; need for new elementary school; need for additional community and neighborhood parks - growth areas of City Pro-actively coordinate need for expansion of medical facilities.	Providing additional recreational opportunities and improved community/county facilities and services will serve to meet special needs of City's population and enhance quality of life overall.
PUBLIC UTILITIES	City's water, sewer, storm sewer system generally in good to excellent condition; water/sewer systems will accommodate future growth through intermediate future; Topography will dictate extension of sewer systems.	Utility systems well "positioned" for future growth and development; utility extensions compatible with natural features of land.	City must meet utility needs of population and economic development sectors.

C. COMPREHENSIVE PLAN - CITY OF BERLIN

This chapter presents the Comprehensive Plan, Goals, and Objectives and Actions necessary to carry out the Plan in the City of Berlin. This Plan is based in part on the background studies (inventory and analysis), public informational meeting, personal interviews and expressed priorities of the Berlin Plan Commission. The Plan is presented in the following categories:

- Community Growth and Development
- Environmental Resources
- Housing and Residential Development
- Commercial Development
- Industrial Development
- Community Facilities
- Recreation and Open Space
- Public Utilities and Services
- Transportation

1. Community Growth and Development

GOAL: Encourage orderly community growth and development that is sound and attractive, will result in the least possible environmental impact, and will maximize public expenditures with goods and services received.

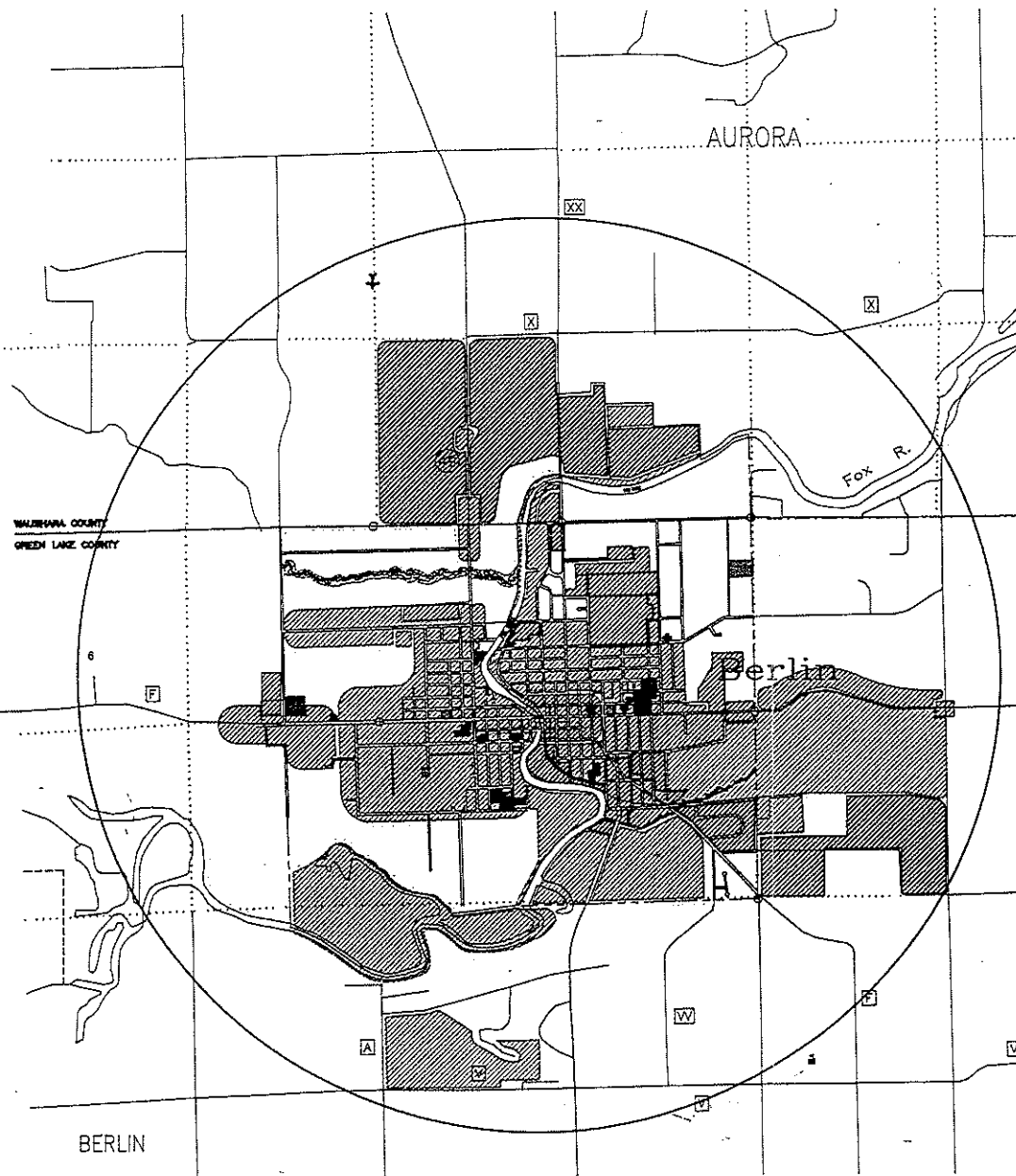
OBJECTIVES:

General Government

- a. Continue to maintain an active planning process to assure orderly, harmonious, and rational growth and development patterns.
- b. Pro-actively coordinate City, Towns and County planning activities.

General Land Development

- c. Promote harmony in land uses throughout the City, making sure proposed adjacent uses are compatible with existing or anticipated future development.
- d. Encourage compact development which promotes the efficient use of space and reduces development costs as an alternative to scattered development in areas where there are few services and facilities.



INDUSTRIAL

1. CITY FARM BUSINESS PARK
2. CITY FARM EXPANDED

MAINTAIN SOUTHEAST INDUSTRIAL DISTRICTS

COMMERCIAL

- DOWNTOWN CORE - COMPLIMENTARY
- WEST SIDE AUTO ORIENTED
- EAST SIDE HISTORIC/TOURIST SUPPORTED BY SURROUNDING BLOCKS

- LOCAL/REGIONAL
- STH 49 / RIPON RD.
- BROADWAY / CTH F
- WASHINGTON ST.

- EMPLOYEE / COMMUTER
- STH 116
- STH 49

RESIDENTIAL

- HIGH DENSITY - BUFFER (2 UNITS)
- SELECTED LOCATIONS SPREAD THROUGH CITY
- RING AROUND DOWNTOWN
- MEDIUM DENSITY (1-2 UNITS)
- ESTABLISHED NEIGHBORHOODS - PROTECTED
- ALONG COLLECTOR STREETS
- LOW DENSITY (1 UNIT)
- ESTABLISHED NEIGHBORHOODS
- FUTURE GROWTH AREAS/ANNEXATIONS

CITY OF BERLIN, WISCONSIN OVERALL DEVELOPMENT PLAN NOV., 1993



LEGEND

- LOW DENSITY RESIDENTIAL
- ▨ MEDIUM DENSITY RESIDENTIAL
- ▩ HIGH DENSITY RESIDENTIAL
- ▧ COMMERCIAL
- ▦ INDUSTRIAL
- ▥ PARKLAND / OPEN SPACE
- ▤ GOVERNMENTAL / INSTITUTIONAL

1500 0 1500
APPROXIMATE
SCALE IN FEET

MSA
MID-STATE ASSOCIATES, INC.
Columbus, Ohio

RP-157

- e. Provide suitable sites in sufficient quantity for each type of proposed land use, first developing available acreage within the City to minimize sprawl.

ACTIONS:

- a. Continue to hold regular meetings of the Plan Commission.
- b. Update plan once yearly.
- c. Establish a planning committee comprised of City, Town, and Country representatives. Schedule meetings quarterly.
- d. Encourage City Council members, staff members, Plan Commission, and other committees to use the Comprehensive Plan as a guide when making decisions.
- e. Adopt an official map, along with a development plan.
- f. Consider adjacent uses when awarding conditional use permits.
- g. Zone to permit infill development and higher densities within the developed area.
- h. Establish an urban service boundary and prohibit development beyond that point.
- i. Use economic development incentives to encourage business location and expansion in developed areas.
- j. Work cooperatively with the Town to discourage scattered commercial development.

2. Environmental Resources

As Berlin grows, the pressures to develop natural and conservation areas for urban use will increase. The City must strive to protect natural and environmental resources to maintain and protect the ecological balance of the area. The environmental resources of the Berlin area should be seen by residents and business owners as a basic part of a high quality of life.

GOAL: To conserve, protect, and improve the environmental resources of the City and surrounding area.

OBJECTIVES:

- a. Ensure the environmental and aesthetic qualities of the area are considered when planning for future development. It is particularly important to discourage scattered, highway commercial development or undesirable uses along S.T.H. 49 and S.T.H. 116 the main entrances to the City.
- b. Protect environmentally sensitive areas such as floodplain and wetlands from urban development effects.
- c. Encourage land use development where soil capability, slope, and other physical factors are favorable.
- d. Support open space preservation to protect outstanding scenic resources (i.e., Quarry) and environmental corridors (Fox River).
- e. Ensure future development does not disrupt natural drainageways and is consistent with storm drainage planning.
- f. Pursue land use regulatory programs and controls (i.e., wellhead protection/extraterritorial zoning) designed to protect underground public water supplies.

ACTIONS:

- a. Conduct an environmental/ecological audit to determine which areas should be preserved.
- b. Use zoning and extraterritorial zoning to protect environmentally sensitive areas and to allow development elsewhere.

- c. Issue conditional use permits for appropriate development in environmentally sensitive areas.
- d. Adopt overlay zones in areas which are environmentally sensitive such as floodplains and wetlands.
- e. Adopt an extraterritorial zoning ordinance.
- f. Adopt a wellhead protection ordinance.
- g. Adopt a subdivision ordinance that includes protection of drainageways as well as other environmental protections.
- h. Require building contractors to adopt best management practices to limit erosion of soils into the river and wetlands.

3. Housing and Residential Development

GOAL: To encourage a high quality living environment in all residential neighborhoods and to assure adequate, decent, safe and affordable housing for all Berlin residents.

OBJECTIVES:

- a. Expand housing opportunities to meet the needs of continued population growth, increased labor supply, and the trend toward fewer persons per household.
- b. Ensure new housing developments are constructed in areas suitable for development and compatible with adjacent land uses. Conflicting land uses should not be located in residential areas.
- c. Actively encourage residential development in areas served conveniently and economically with public utilities, and community facilities and services.
- d. Implement land use controls that encourage a range of choices in housing types, designs and cost, including condominiums, mobile homes, CBRFs, multi-family, duplex, and single-family dwelling units. Such developments should be compatible with adjacent uses and neighborhoods.
- e. Create new opportunities for multi-family housing construction by designating suitable areas in the City for low, medium, and higher density residential environments.
- f. Provide decent, safe, and sanitary housing for low and moderate income, elderly, and handicapped residents of the community.
- g. Promote the rehabilitation of substandard homes in the community to provide a decent and safe living environment for all residents and to maintain neighborhood conditions.
- h. Provide and maintain public facilities and services in all residential neighborhoods to prevent neighborhood decline and deterioration, and to encourage investment both from within and outside the neighborhood. Neighborhood improvements should be tied to an ongoing capital improvement plan.

- i. Limit mobile homes/manufactured housing to well-designed mobile home/manufactured housing parks with adequate screening, tree plantings, parking, play areas, and other common facilities.
- j. Consider planned unit residential developments in suitable areas when proposals present and reflect a high quality environments. Planned unit residential developments are most appropriate around the perimeter of the Mascoutin Country Club golf course and along the river.

ACTIONS:

- a. Adopt a zoning ordinance which permits housing development including multi-family development and single-family units on small lots.
- b. Require buffers or screening between residential areas and inappropriate uses.
- c. Use the zoning ordinance and official map to restrict inappropriate uses from developing adjacent to residential areas.
- d. Adopt an ordinance permitting community based residential facilities in the City's residential areas, including low density single family areas.
- e. Determine the best location for mobile home parks and zone to permit parks in these areas. Adopt a mobile home park ordinance that requires play areas and a community center as well as other requirements to ensure a high quality development.
- f. Adopt an ordinance permitting accessory apartments in larger homes in most single family residential areas.
- g. Use the City's Housing Revolving Loan Fund to help elderly, low income, and handicapped residents to improve their homes and to make them more accessible.
- h. Work with non-profit and for profit housing developers to ensure an adequate supply of housing for low and moderate income families, elderly people, and handicapped people.
- i. Continue to apply for grant and loan dollars to improve substandard housing units.

- j. Develop a neighborhood plan for each residential section of the community. Include capital improvements planning for each section.
- k. Revise the planned unit development (PUD) ordinance so that more types of housing can be accommodated in the PUD.

4. Commercial Development

GOAL: Encourage attractive, convenient and safe business districts with full range of goods and services by revitalizing the downtown business district and by providing contained commercial areas for businesses which cannot be accommodated downtown.

OBJECTIVES:

4a. *Central Business District*

- a. Recognize the Central Business District (CBD) as the focal point of commercial, cultural, governmental, employment and entertainment activity in the City.
- b. Promote the CBD as an attractive location for business. Particular attention should be paid to the contribution of historic preservation in shaping the character and charm of the downtown.
- c. Strengthen working relationships between the City, quasi-public (i.e., Business Improvement District, Chamber of Commerce) and the private sector in the planning and implementation of downtown revitalization activities and programs.
- d. Encourage the use of vacant commercial buildings by restricting the conversion of adjacent residences (outside the CBD) to business uses, limiting home-occupational usage, and attracting new types of retail sales and service establishments.
- e. Explore and further develop the potential tourism/hospitality industry in the CBD by establishing closer linkages with the regional tourist base.
- f. Continue to meet the parking demand in the CBD by converting marginal or non-contributory property to public parking.

ACTIONS:

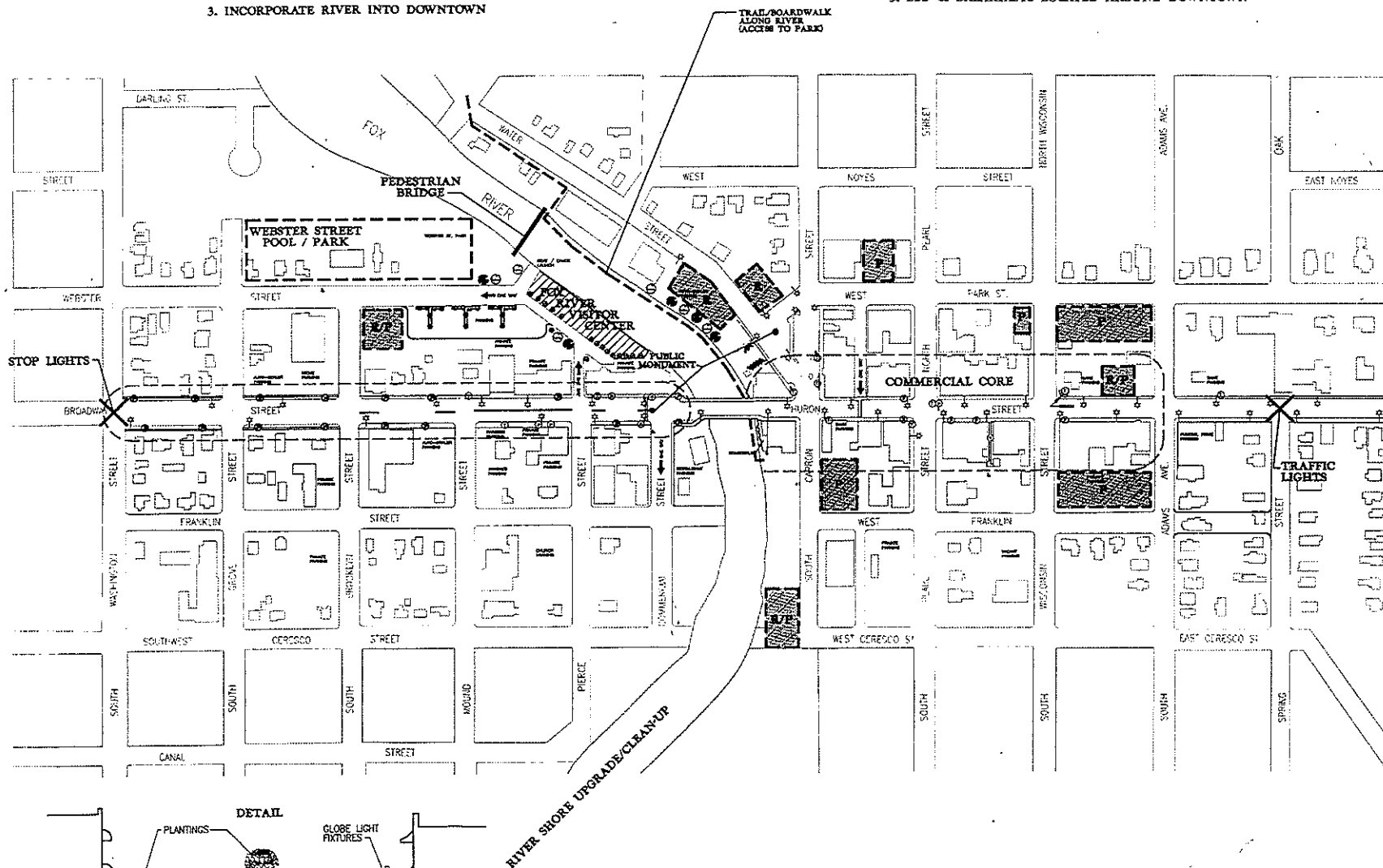
- a. Adopt a Central Business District Overlay zone to ensure that the character, including the historic character, of the downtown is preserved.

WEST SIDE

1. AUTO ORIENTED ALTHOUGH MORE PEDESTRIAN FRIENDLY
2. DOWNTOWN/TOURIST DESTINATION
3. INCORPORATE RIVER INTO DOWNTOWN

EAST SIDE

1. HISTORIC FACADE IMPROVEMENT/PRESERVATION
2. PARKING TO SUPPORT COMMERCIAL DESTINATIONS
3. BED & BREAKFASTS LOCATED AROUND DOWNTOWN

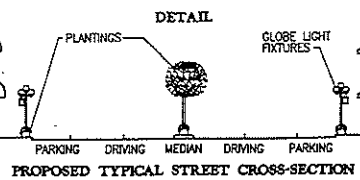


CITY OF
BERLIN, WISCONSIN
DOWNTOWN PLAN
ALTERNATIVE A
FEBRUARY, 1993

- ## LEGEND
- PRIVATE PARKING
 - PUBLIC PARKING
 - STREET LIGHT
 - PLANTERS
 - TRASH RECEPTACLES
 - POTENTIAL PARKING AREAS
 - REDEVELOPMENT AREAS

150 0 150
SCALE IN FEET

MSA
MID-STATE ASSOCIATES, INC.
1200 North 1st St.
St. Paul, MN 55101
(612) 224-1171



- b. Assign the City Administrator or other City representative to Chamber of Commerce and Business Improvement District meetings.
- c. Incorporate parking lot creation into the City's annual budget to purchase properties, demolish existing structures, and build the lots.

4b. *General Commercial*

- g. Provide for commercial expansion activity in areas other than the CBD where no commercial space exists in the CBD and when the proposed use is more appropriate elsewhere.
- h. Encourage highway-oriented commercial development to locate in compact clusters along major thoroughfares with safe, efficient ingress and egress as a prime design feature.
- i. Preserve the integrity and character of existing residential neighborhoods by discouraging "spot" or "strip development" and by maintaining adequate buffers between commercial and residential uses.
- j. Take into account specific impacts on surrounding land use during review of rezoning requests. Upon approval, allow only the specific, proposed use under the rezoning granted.
- k. Provide for off-street parking and loading areas for highway-oriented commercial developments so as to avoid traffic congestion on major streets.

ACTIONS:

- a. Adopt a home occupations ordinance that permits only very small, low impact businesses to be operated out of homes in residential areas.
- b. Adopt an ordinance permitting bed and breakfasts in most residential areas.
- c. Work with the Green Lake County Chamber of Commerce to promote Berlin along with the rest of Green Lake County.
- d. Use the zoning ordinance to require a conditional use permit for highway-oriented commercial development. Require adequate access, egress, and parking a requirement for obtaining a permit.
- e. Require turning lanes for large scale commercial development.
- f. Require frontage roads in areas where there is significant highway oriented development on STH 49 and CTH F.

- g. Adopt a landscaping ordinance requiring adequate buffers and screening between adjacent incompatible uses.
- h. Consider adjacent uses and environmental impacts when considering requests for a conditional use permit.
- i. Zone for transitional areas between commercial and residential uses.

5. DOWNTOWN STREETScape PLAN

The purpose of the Berlin Downtown Streetscape Plan is to create a visually appealing, pedestrian friendly downtown for visitors and residents of the City of Berlin and surrounding area.

In order to achieve this purpose three objectives were identified:

1. implement physical changes that will consolidate the historical appearance, make the downtown attractive to the pedestrian, and improve its organization;
2. define realistic funding opportunities, implementation strategies, and time schedules for the revitalization of downtown;
3. educate the community on the value of the downtown.

The downtown area, for purposes of this study, is defined as the area one block either side of Broadway/Huron Street extending from Washington Street on the west to Spring Street to the east. This is a fairly compact and well-defined area of retail and commercial buildings.

In discussing any changes it is important to look at the current setting. There are a number of features which detract from the visual character of the downtown, including:

- the lack of visual continuity between the east and west side of Broadway/Huron Street;
- some storefronts are insensitive to the historic character of the upper facades;
- the Fox River, a potential tourist attraction, is not incorporated into the downtown;
- there is a clutter of signage throughout the downtown;
- Broadway Street is dominated by concrete and a lack of pedestrian amenities;
- the area lacks an defined entrance to the downtown.

AUTO-DEALER
PARKING

BOARDWALK
RIVER WALK

RAMP

EXISTING
BOARDWALK

PARKING

WEST PARK

ONE WAY
↓

BANK
PARKING

FRANKLIN

NORTH PEARL

SOUTH PEARL

HURON

CAPRON

CITY OF
MILWAUKEE, WISCONSIN
DOWNTOWN PLAN - EAST

OCTOBER, 1990



LEGEND (EXISTING)

★ STREET LIGHT

⊙ PLANTERS

⊙ TRANS RECEIPTS

LEGEND (PROPOSED)

⊕ GLOBE LIGHT

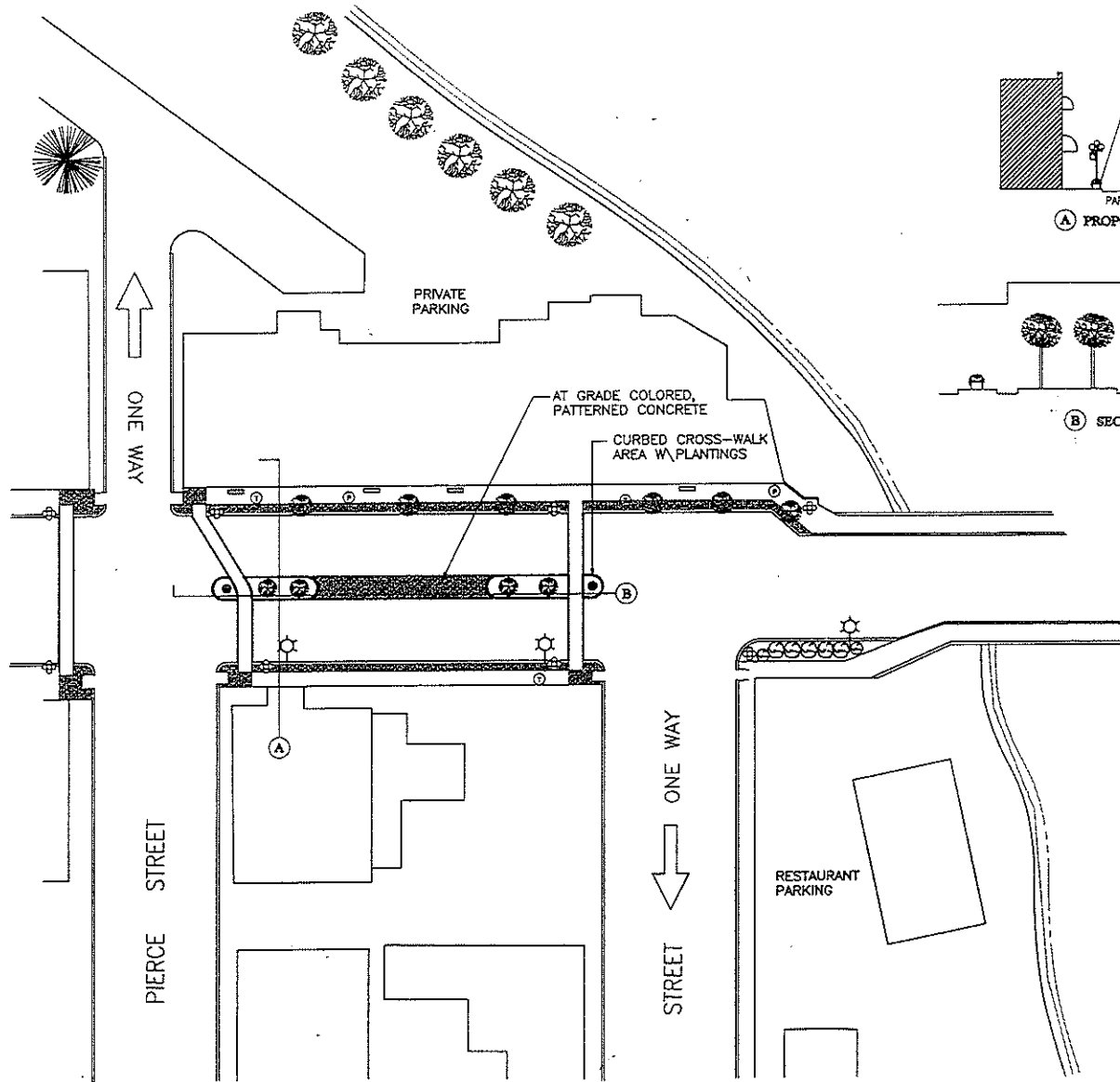
COLORED, PATTERN
STAMPED CONCRETE

MSA
MID-STATE ASSOCIATES, INC.
Engineers, Architects, Planners, Surveyors, Scientists

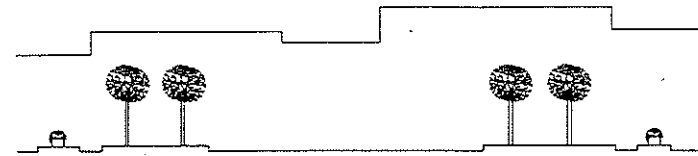
1111 North 1st St.
Milwaukee, WI 53233
414-224-1111

CITY OF
MELLEN, WISCONSIN
DOWNTOWN PLAN-WEST

SEPTEMBER, 1993



(A) PROPOSED TYPICAL STREET CROSS-SECTION



(B) SECTION THROUGH PROPOSED MEDIAN

LEGEND EXISTING

- ★ STREET LIGHT
- ⊙ PLANTERS
- ⊙ TRASH RECEPTACLES

LEGEND PROPOSED

- ⊕ GLOBE LIGHT
- COLORED, PATTERN STAMPED CONCRETE
- BENCH

Based on the downtown's physical setting, streetscape plan options have been examined. As in many places, the public right-of-way has been designed to provide the required functional support for road vehicles and offers little to the pedestrians. However, certain physical improvements can be made along commercial streets and sidewalks which extend their usefulness and convenience for pedestrian activities which should occur in a vital commercial area. The physical elements form a significant portion of the visual character of the downtown. These elements have as much impact on the area as the building appearance, store fronts and window displays. The physical elements of the streetscape have been broken down into four areas: pavement, lighting, signage, and amenities.

PHYSICAL ELEMENTS OF THE STREETScape

PAVEMENT

Poured concrete tends to be the dominant element in the downtown. The ribbon of concrete currently runs unbroken through the downtown along Broadway and Huron Streets. There are, however, a number of design considerations including surface appearance, color, and texture which can make the roadway and sidewalk area more than utilitarian elements serving only to separate pedestrians and vehicles. Paving can also give a sense of continuity between different areas. It contributes a significant unifying effect to the streetscape.

Roadway

While the design considerations for roadways are limited by safety considerations, design speed, and traffic flows. There are still opportunities to enhance public safety and the pedestrian orientation. Crosswalks at intersections are areas of immediate conflict between cars and people. Changes in paving material, colors, and textures can be used to emphasize these locations.

Sidewalk

Sidewalks can be a visual amenity for the downtown. Surface materials can be varied in texture, form and color to break away from the monotony of concrete. Additionally high contrast color and texture changes provide a detectable warning for persons with disabilities.

Minimum sidewalk widths are necessary to support street furniture and amenities. Sidewalks which are eight feet or less can handle little more than pedestrian traffic. Ten foot sidewalks are wide enough to accommodate street tree plantings and required street furniture. Widened sidewalks offer more room for pedestrians and a transition area between buildings and streets. It is not necessary to have 12-15 foot sidewalks in all areas. Widened segments can provide breathing room for street furniture and relieve pedestrian congestion.

LIGHTING

Natural lighting illuminates the downtown during daylight hours. While the quality of the light may vary, buildings, streets and other elements of the downtown are clearly visible. However, at night artificial illumination to provide for security and enhance the downtown becomes critical. Currently Berlin contains the standard street light mounted on a tall pole; directed mainly at lighting the highway. However, if public lighting is used creatively it can promote safety, enhance pedestrian orientation, and improve nighttime use of the downtown. Lighting the downtown to encourage use requires a comprehensive lighting plan which addresses street lighting, pedestrian lighting, and amenity or special use lighting.

Street Lighting

Street lights mounted on 20 to 30 foot poles are the most common form of lighting in most downtowns and central business districts. Street lighting is designed primarily to light the roadway. The tall poles and luminaires allow wide spacing of poles while still providing adequate lighting for the street. However, they may also cast shadows across doorways or walkways and do not meet the needs of the pedestrians.

Pedestrian Lighting

Pedestrian lighting is for people. It can serve a number of functions in addition to lighting the city sidewalk, including lighting of parking lots, alleyways, walkway areas. It helps minimize dark spots and shadows that typically occur in downtowns and helps provide a psychological sense of security.

Pedestrian lighting should be low in vertical height and utilize a "warm" light, such as high-pressure sodium. The spacing of lighting will be closer together because of the lower light level. The style of the pole and fixture and placement will have a significant impact on the downtown. Choice of pole and fixture style should be carefully considered since this "decorative" lighting will be much more visible. In addition to the street lighting, decorative fixtures may also be mounted on buildings or placed along pedestrian pathways.

Today decorative street lighting can be used alone or in conjunction with traditional street lighting to provide needed illumination. Combinations include:

1. use of traditional street lighting at intersections only to provided the necessary illumination;
2. maintaining traditional street lighting and interspersing or decorative street lighting. In this case, the pedestrian lighting is not relied upon to illuminate the roadway. The pedestrian lighting may be placed on a timer and turned off at midnight or when businesses close for the evening.

SIGNAGE

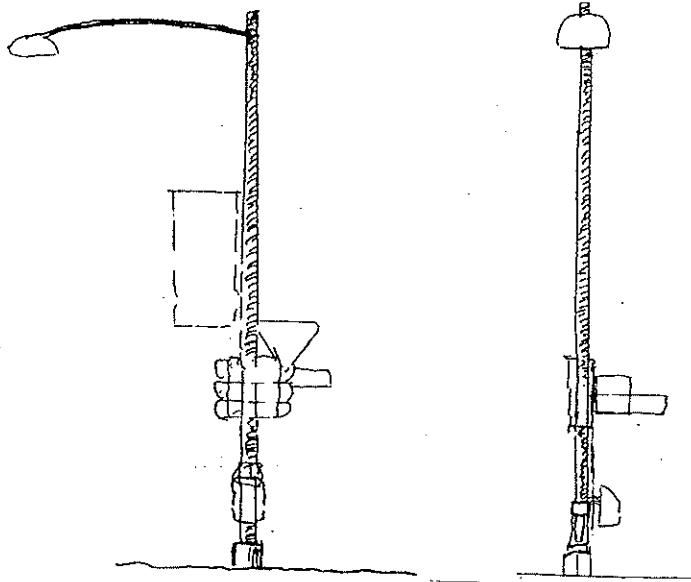
Good signage benefits a city in many ways. It can create an awareness of facilities, increase a feeling of security in unfamiliar surroundings, and make the city more attractive. A signage system includes signs in several categories, including: directional/traffic control, identification, information, and heraldry. Signage should not be obtrusive; it must respect the environment in which it is located. Yet it must be distinct enough to communicate the needed information.

Currently Berlin's signage consists mainly of directional signage oriented toward the motorist. Some signs are repeated on overhead masts as well as on poles. Little has been done to provide to provide for entry signage to the downtown area or provide informational signs for pedestrians.

Directional/Traffic Control

The purpose of directional signage is to assist motorists and pedestrians to their destination. The orientation and location of these signs is of particular importance if they are to be effective. Highway identification signage must conform to Wisconsin Department of Transportation requirements.

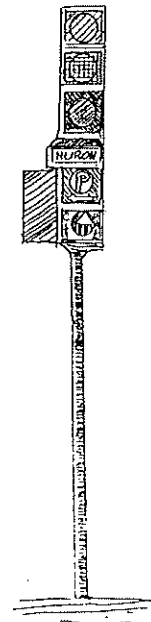
SIGNAGE



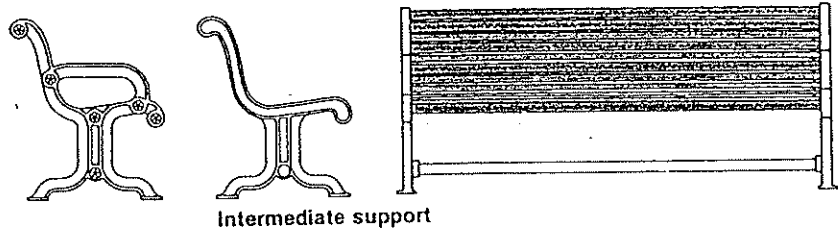
MINIMIZE CLUTTER ON POLES

COMBINE TRAFFIC AND STREET SIGNAGE

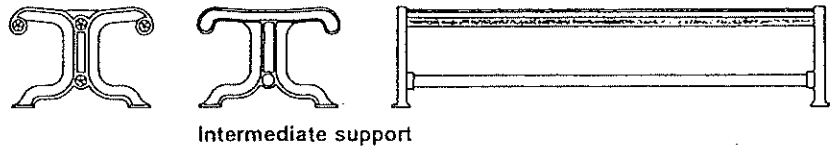
PROVIDE PEDESTRIAN INFORMATION SIGNAGE



SITE AMENITIES

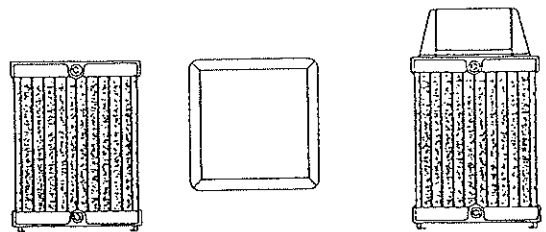


METAL AND WOOD BENCHES



SAME STYLE WASTE CONTAINER

MAY INCORPORATE LOGO/DECAL

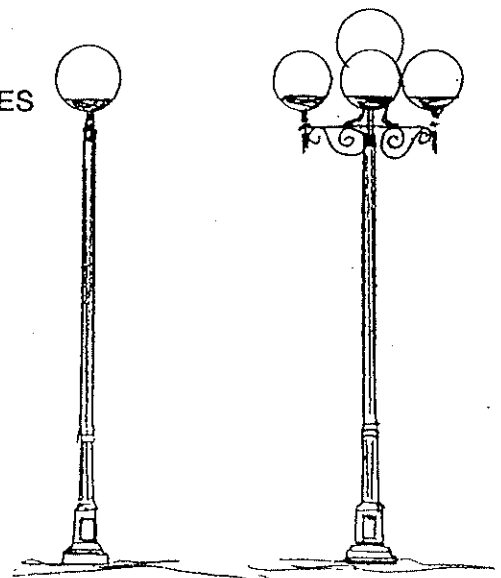


METAL SUPPORT SAME COLOR AS LIGHT POLE

SELECT TAPERED POLE FOR MOUNTING ALL FIXTURES

UTILIZE SAME FIXTURE BUT IN DIFFERENT COMBINATIONS DEPENDING ON SIZE

SELECT COLOR, UTILIZE SAME COLOR FOR DIRECTIONAL SIGNAGE



Identification

Identifications identify buildings, city squares, and parks. They can be located on poles, walls or facades. Careful location and sizing help restore the historical character to the building facades, identify businesses, and reduces the number of supports needed in the right of way. These may be designed to include a city logo, include universal symbols, as well as printed information. A size, shape and color theme should be utilized consistently for all identification signage.

Information

Information signs give dates and location for events or may contain historical information about the area. This type of sign is primarily oriented toward the pedestrian and should be placed where people can stop without interrupting the flow of traffic. The style of the signage should reflect the theme/character of the downtown. Again, placement of a logo and color theme, along with the style help add to the continuity and character of downtown.

Heraldry

Heraldry includes banners and flags. It adds color and movement and bring a festive atmosphere to the streetscape. It may be purely decorative or used for information or event advertising.

In using any family of signs it is important that some continuity be retained. Use of a logo, a limited number of typefaces, an identifying color for poles or a distinctive shape and size for signs should all be considered when designing the signage system. A balance must also be struck between providing little or poorly located information and an overzealous program resulting in confusion for the viewer.

AMENITIES

Amenities such as planters, litter bins, benches, and trees help to give the street its own character. They should be part of an overall system of physical improvements. Amenities should reflect the theme or character of the downtown. Berlin has begun placing planters and litter bins throughout the downtown.

Planters

Planters can be used in areas where trees and shrubs cannot be planted directly in-ground. Planters need to relate to the style of the surrounding streetscape and should not be used in isolation. Placement at crosswalks and at widened areas along the sidewalk provides an opportunity for shrub and floral display.

Litter Bins

Litter bins need to be visible and convenient. They need to be located at crosswalks, near seating areas, and at access points from parking areas. Bins should be anchored to the pavement to minimize vandalism. The design should facilitate easy trash disposal and pick-up. Maintenance and location determine whether the bins will be used or ignored by pedestrians.

Seating

Seating in the downtown area is viewed as short term, for the convenience of pedestrians patronizing the area. It provides an opportunity to observe the activities in the area. Benches can be integrated with planters or walls. There are a number of choices with regard to material and style. Certain materials, such as wood, are more inviting to sit on and are appropriate in both historic and contemporary settings. Metal and stone are practical and durable but cold surfaces to sit on. Free-standing benches should be anchored to the pavement.

Drinking Fountains

Drinking fountains should be located in high pedestrian traffic areas. All drinking fountains should be wheelchair accessible. The color and style should be chosen to complement the downtown theme.

Street Trees

Street trees provide a number of psychological as well as aesthetic benefits to the downtown. They add color and texture, screen bland or objectionable architectural elements, provide areas of shade. They are a dominant landscape element that can serve to make areas dominated by concrete more human in scale.

RECOMMENDATIONS FOR PHYSICAL IMPROVEMENTS

Berlin has begun taking steps to upgrade the downtown in recent years. These include projects such as the North River Block which renovated and restored buildings in the downtown. The City constructed the first phase of a River walk, connecting Huron Street to municipal off-street parking. The City has upgraded the streetscape by installing planters throughout the downtown. The City should continue to move forward with implementation of such improvements, including:

- Improve major travel routes leading to the downtown
 - enhance the appearance of community entrances
 - provide signage directing visitors to the downtown retail district
- Establish a coordinated sign program throughout the City
- Integrate Broadway Street and Huron Street into a unified downtown retail district
 - establish a unified pattern of sidewalk paving throughout the downtown
 - install a decorative lighting system from Washington to Spring Street
 - select amenities to complement the historic character of the downtown
- Make the Fox River an integral part of downtown
 - continue to river walk to the north connecting downtown to the municipal parking lot and ultimately to the municipal park via the foot bridge
 - install lighting that coordinates with the decorative lighting along Huron and Broadway Streets
 - include amenities such as litter bins and benches.
- Upgrade the landscaping on Broadway
 - install median planter areas adjacent to crosswalks
 - install at-grade median of brick-patterned, colored concrete to repeat the sidewalk pattern
 - create a focal point that identifies the downtown in the median immediately west of the Fox River
 - install street trees along sidewalk

IMPLEMENTATION

Implementation of downtown streetscape improvements will utilize a phased approach. This will allow for coordination with planned DOT projects and utilization of grant sources for funding.

Phase I:

- Establish the organizational framework to administer and implement the projects. Implementation will require a coordinated effort between the City, Chamber of Commerce, Business Improvement District, and all downtown business owners. Generally for projects of this type there is a single lead agency and project coordinator.
- Designate a theme for the streetscaping. Emphasis has been placed on the historic character of the downtown. To reinforce this lighting and amenities should be chosen which complement the period of the architecture and the natural color of the brick building facades. The lighting scheme chosen should be carried throughout the downtown area, including the riverwalk and downtown parking areas.

Decide on a logo to be used in conjunction with all signage. Currently a stag is used on the banners.

Choose a color to be carried throughout the downtown for light poles, sign poles, street amenities. Currently banners have a dark green background.
- Continue the placement of amenities along Broadway and Huron including benches, litter bins, water fountain.

Phase II:

- Install brick pavement along sidewalks on Huron Street
- Construct river walk north from Huron Street to former WP&L building. The construction should utilize the same style as that found on the south. Ramping would allow access to the river from the municipal parking lot and provide direct access to Huron Street retail area. Incorporate decorative lighting of the same style as selected for the downtown.

Phase III:

These projects will be undertaken in conjunction with anticipated DOT street reconstruction.

- Installation of decorative lighting on Broadway and Huron Streets from Washington to Spring Street. Decorative lighting should also be incorporated on the bridge at time of replacement.
- Construction of median improvements on Broadway Street. Colored concrete median with brick pattern to be installed at-grade. Construction of curbed median areas at the following cross streets: Commercial, Pierce, Mound and Brooklyn Streets. Street trees, planters, and/or public monument would be incorporated into these areas.
- Installation of street trees along Broadway Street.

As work begins to implement this program it will be important to maintain communication with the City Department of Public Works and the Department of Transportation. The Department of Public Works will ultimately be responsible for maintenance of improvements. It will also be important to coordinate the lighting and signage improvements with the DOT. They will be able to offer input as to legally required signage and its placement.

The cost estimates for implementing the streetscape improvements are included in the Capital Improvement Program. The cost estimates assume that all engineering and construction will be contracted.

FUNDING OPPORTUNITIES

Funding sources for physical improvements include:

Tax Incremental Financing District (TIF)
State Transportation Enhancement Activities Program (STEP)
Business Improvement District (BID)
SBA Tree Planting Program
Urban Rivers
Local Park Aids

6. Industrial Development

GOAL: To attract and maintain industry which will provide local employment opportunities and contribute to the city tax base without adversely affecting the residential character of the community, its tourism potential, or the quality of the environment.

OBJECTIVES:

- a. Make it a economic development priority to facilitate existing business retention and expansion activities.
- b. Secure an adequate supply of land to market new industrial development which considers physical limitations, access to the existing transportation systems, compatibility with the surrounding areas and availability of needed infrastructure.
- c. Provide industrial infrastructure (water, sewer, drainage, streets) to existing and planned industrial areas. Placement of infrastructure may be phased in accordance with a master industrial park development plan.
- d. Zone suitable land for industrial development to reserve it. Avoid development intrusion from other uses which would interfere with efficient industrial production and operation.
- e. Prohibit business or industry in the City which would decrease the land values of neighboring residential areas or adversely affect the community.
- f. Maintain a coordinated program of municipal and civic cooperation to attract and strengthen industry in Berlin. Continue to encourage communications and coordinate economic development activity between the City and the Berlin Economic Development Corporation.

ACTION:

- a. Maintain regular ties with industry and business owners to learn early of any problems or opportunities.
- b. Market the industrial parks to local businesses needing to expand as well as to non-local owners.

- c. Provide a high level of quality services within the industrial parks.
- d. Ensure that there is adequate industrial park space in the City. Continue to set aside space for industrial development as the present parks become filled.
- e. Develop a master plan for industrial space development. Include plans for adequate sewer, water, drainage, and transportation linkages.
- f. Use the zoning ordinance and official map to set aside industrial land in appropriate locations.
- g. Allow industrial uses only in the appropriate areas of the City. Require buffers and screening between industrial uses and other incompatible uses.
- h. Send a City representative to all meetings of the Berlin Industrial Corporation.
- i. Provide for transitional uses between industrial uses and other kinds of land use.

7. Park and Open Space

GOAL: Provide adequate and accessible open space and recreation facilities to all residents of Berlin, with emphasis on preserving their historic and natural features.

OBJECTIVES:

- a. Make full use of, and where possible, preserve, all the beauty and natural resources of the City.
- b. Constantly look into opportunities for acquiring new land for the development of additional park space to meet community needs.
- c. Incorporate in the park system any historical asset which defines or describes the City's history and culture.
- d. Provide facilities for activities and community events for all segments of the community.
- e. Provide safe and accessible programs and facilities for public use.
- f. Provide accessible programs for all ages in sports, travel, arts, music, special events and culture.
- g. Make park facilities fully accessible according to the American Disabilities Act.
- h. Develop a Parks Program which encourages and attracts people to Berlin to visit and live permanently.
- i. Acquire Fox River waterfront to develop a Fox River linear parkway corridor to interconnect key park amenities, the historic CBD, and the swimming pool.
- j. Maintain the City's historical/cultural background by encouraging private investment in the preservation of historic buildings.
- k. Actively coordinate efforts to provide parks among the City park and planning commissions, the public school district, and private schools.
- l. Provide safe and scenic routes for the recreation and transportation needs of bicyclists within the community.

ACTIONS:

- a. Conduct an inventory of special places and natural resources of the area. Determine which views and natural areas are key resources which should be preserved.
- b. Determine which lands in the City would enhance the community's park system. Determine from land owners and real estate agents about when these properties are likely to come up for sale.
- c. Acquire right of first refusal on the most desirable properties.
- d. Ask landowners to consider donating land for use as park space to the City.
- e. Encourage citizens to form a "Friends of Berlin Parks" organization to do fundraising, accept donations, and sponsor park cleanups.
- f. Work with the Historical Society and the Park Board to purchase or otherwise protect significant historical sites.
- g. Update the park plan every two years.
- h. Develop an American Disabilities Act assessment of the City's parks and determine the best ways to make the parks accessible.
- i. Set aside money in the City budget for park land purchases and improvements.
- j. Do a community park needs assessment to determine what kinds of park services residents want or need. Plan and budget for these services.
- k. Set aside two sites at the granite quarry and along the Fox River, for recreational use.
- l. Include cross country ski trails and a bike route as part of the linear park.

8. Community Facilities and Services

GOAL: Maintain and provide community facilities and services to make Berlin a safe, attractive community in which to live, work, play, and raise a family.

OBJECTIVES:

- a. Provide adequate facilities in which to house city offices and equipment.
- b. Provide adequate police and fire protection to all areas of the community.
- c. Provide health and medical facilities to meet the needs of all residents.
- d. Provide a full range of governmental and social services to the citizens of the community including library and senior citizen facilities.
- e. Encourage the provision of a wide variety of social, cultural, and educational activities for the benefit and enjoyment of all residents.

ACTIONS:

- a. Begin reserving funds for a replacement senior center in the City Capital Improvement Program.
- b. Develop a shared parking policy for the library and the senior center.
- c. Acquire the parking lot adjacent to the library and use this space to build an addition to the existing facility.
- d. Locate an alternative space for parking shared by users of the present lot and the expanded library. Offer that space to owners of the present lot.
- e. Determine the training and equipment needs of the fire department. Incorporate this into the capital improvements plan.
- f. Determine the training and equipment needs of the police force. Incorporate this into the capital improvements plan. will have in the future.

- j. Survey the community to determine the kinds of classes and programs (intro to computers, pottery, bicycle repair and safety etc.) would be most popular.
- k. Send the results of the survey to the technical school, community groups and private teachers of art, music, mechanics etc.
- m. Conduct a feasibility study for a community center that would include space for exercise classes as well as educational and cultural activities.
- n. Work with the Berlin Memorial Hospital and Medical Offices to encourage the expansion of the facilities. Make any necessary zoning changes and expedite the permit process.
- o. Coordinate with the Berlin School District's plans to relocate the grade school and middle school especially regarding traffic access and land use.
- p. Coordinate with the Berlin School District's plan to build a new high school especially with regards to land use and traffic access.
- q. Coordinate with the Berlin School District to determine the best way to redevelop the site of the present west grade school.
- r. Work with hospital and/or civic group volunteers to assist low income or elderly residents who need transportation to health care services.

CITY OF
BERLIN, WISCONSIN
COMMUNITY FACILITY
PLAN
NOV., 1993

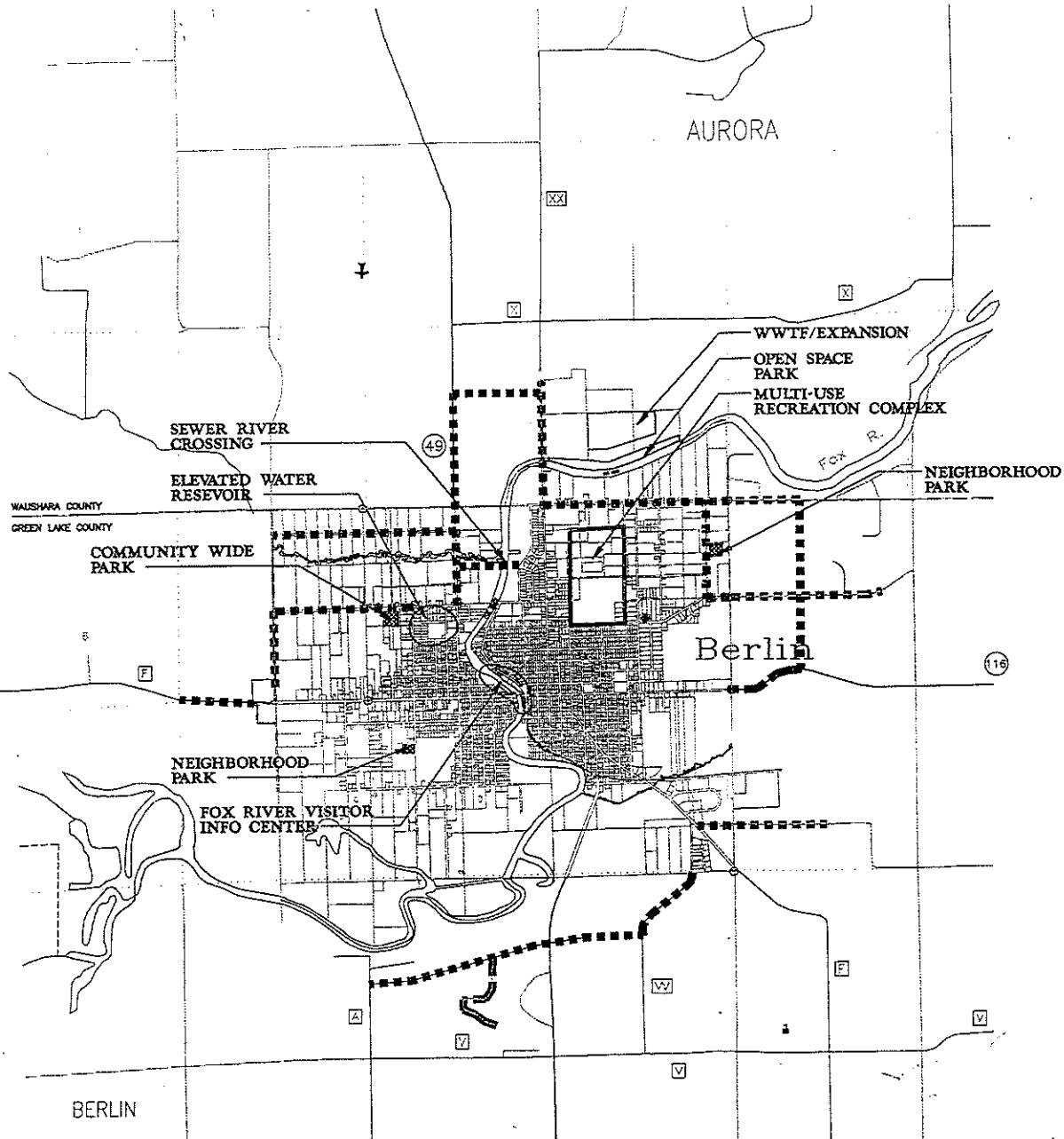


LEGEND

- SEWER/WATER
EXTENSION
- PARK

1500 0 1500
APPROXIMATE
SCALE IN FEET

MSA
MID-STATE ASSOCIATES, INC.
Engineers, Planners, Architects, Surveyors, Environmental Scientists



9. Public Utilities

GOAL: Provide public utilities to promote efficient, economical, and orderly growth and development.

OBJECTIVES:

- a. Provide water, sanitary sewer and storm sewer facilities to existing and planned developments in the Berlin area.
- b. Provide adequate services for the disposal and recycling of solid waste.
- c. Encourage the extension of public utilities in an urban service area that can be served efficiently and economically.
- d. Promote the extension of public utilities only in areas environmentally suitable for urban development.
- e. Promote the fair and equitable distribution of benefits and costs for future public utility extensions.
- f. Permit development at urban densities only in areas efficiently and economically served by public utility systems.
- g. Implement a long-range capital improvements program to maintain and, when necessary, expand, the City's public utility systems.

ACTIONS:

- a. Annually update the capital improvements plan for water, storm sewer, and sanitary sewer services and other community services. Build or improve facilities according to the schedule of the plan.
- b. Determine an area that is environmentally safe to develop. Establish an urban service boundary that surrounds the area.
- c. Use the zoning code, extraterritorial zoning, and other development restrictions to prohibit utility extensions beyond the urban service boundary.
- d. Use public/private agreements to pay for utility extensions into new subdivisions.

- e. Before extending public facilities to an undeveloped area, assess the potential impact upon the environment, especially wetlands and floodplains.
- f. Require contractors to use best management practices to limit erosion during construction.
- g. Compare the cost and benefits of contracting out recycling and solid waste disposal services versus having the City provide this service. Adopt the most cost-effective practices.

10. Transportation

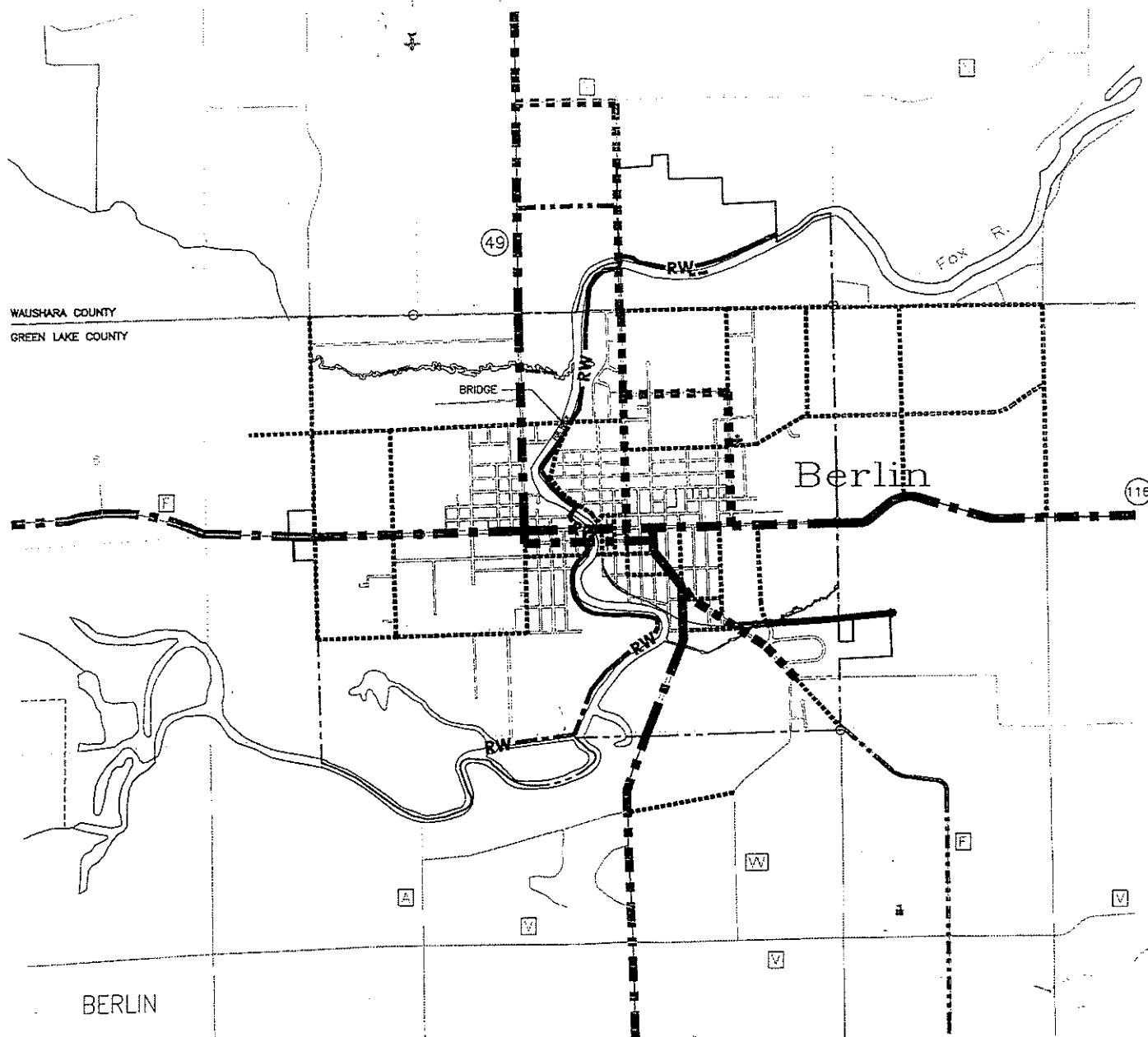
GOAL: Develop and maintain a well-integrated and cost-effective transportation system capable of moving people, goods and services to, from, and within the community.

OBJECTIVES:

- a. Improve the ability of the major street networks to carry projected traffic volumes.
- b. Improve through-movements by constructing new east-west collector routes on the far north side of the community and in the downtown.
- c. Minimize conflicts between pedestrians and vehicular traffic by constructing sidewalks on arterial routes, collector routes, and in the linear park corridor system.
- d. Support efforts designed to upgrade S.T.H 49 and S.T.H. 116.
- e. Promote the separation of truck and through-traffic from local traffic as much as possible.
- f. Continue to work with the Berlin Business Improvement District (BID) and downtown merchants to meet parking demand. Implement a program to convert marginal or under-utilized properties within the central business district to parking.
- g. Design future street and highway improvements which are compatible with existing land uses, and which compliment the land use plan. Enforce key transportation improvements via an official map ordinance.
- h. Encourage the development of off-road transportation corridors for pedestrians and bicyclists, especially within the park and open spaces along the Fox River corridor.

ACTIONS:

- a. Use the capital improvements plan to establish an annual schedule for a street widening and repair program.



CITY OF
BERLIN, WISCONSIN
TRANSPORTATION
PLAN
NOV. 1993



LEGEND

- PRINCIPAL
ARTERIAL
- MINOR
ARTERIALS
- MAJOR
COLLECTORS
- COLLECTORS
- RW RIVERWALK
- BIKEWAY

1500 500 0 500 1500
APPROXIMATE
SCALE IN FEET

MSA
MID-STATE ASSOCIATES, INC.
2200 Grand Ave.
Madison, WI 53713
(608) 261-2271

- b. Build an east/west bridge/collector that allows local traffic to bypass Huron Street.
- c. Monitor which streets are too narrow to accommodate the present and predicted flow of traffic.
- d. Prepare a sidewalk and pedestrian path plan. Include sidewalk development and pedestrian paths as part of the capital improvements plan.
- e. Adopt an official map ordinance reserving future street and highway improvements.
- f. Coordinate DOT work on Broadway Street and the Huron Street bridge with streetscaping projects to ensure DOT projects complement City work.

CAPITAL IMPROVEMENT PROGRAM

Comprehensive Plan Update City of Berlin

INDUSTRIAL PARK IMPROVEMENTS	COST	FUNDING	YEAR
1. Industrial Park Development Phase 1 (City Form) Utilities Sewer/Water Roadways Marketing Revolving Loan Fund	\$1,161,000	TIF	Phase 1 1993 Phase 2 1995
2. Southeast Industrial Park Expansion Land Acquisition Utilities Roadway	250,000	TIF	1994
3. Industrial Park Collector Street (CTH XX to STH 49)	300,000	TIF/County /City/EDA	1997
4. Watertower	500,000	TIF/City	1997
5. Industrial Park Development Phase 2 Land Acquisition Utilities Sewer/Water Roadways Marketing Revolving Loan Fund	1,500,000	EDA/TIF	Phase 1 1997 Phase 2 2005
DOWNTOWN IMPROVEMENTS	COST	FUNDING	YEAR
Eastside Streetscaping	\$30,000	City/BID	1994-1995
Westside Streetscaping	80,000	City/BID	2000-2002
Parking Lot/ Park/Adams Street Franklin/Adams Street Park/Wisconsin Street Park/Pearl Street Capron/Franklin Street Webster Street	350,000 375,000 95,000 125,000 200,000 275,000	City/BID/TIF City/BID/TIF City/BID/TIF City/BID/TIF City/BID/TIF City/BID/DN R	As Required Visitor Center
Boardwalk/River Walk	300,000	City/BID/DN R	1998-1999
Decorative Lighting on Broadway/Huron	362,000	City/BID/COT	2000-2002

PARK AND OPEN SPACE	COST	FUNDING	YEAR
Fox River Visitor Center/Site Improvements	250,000	DNR/City	1999
Westside Community Park	375,000	DNR/City	1994-2000
Neighborhood Parks	35,000	DNR/City	As Needed
Northside Open Space Park	25,000	DNR/City	2000-2005

TRANSPORTATION IMPROVEMENTS	COST	FUNDING	YEAR
Cumberland Street Bridge	650,000	DOT/City	2000-2005
Downtown Pedestrian Bridge	120,000	DOT/City	1994
STH 49 (City Limits to the Industrial Road) - Access/Turning Lanes	275,000	DOT/City	2000-2005
CTH F/Broadway - Access Points, Turning Lanes	200,000	County/City	2000-2005
Downtown Signalization	50,000	DOT/City	As Needed

UTILITY SYSTEM IMPROVEMENTS	COST	FUNDING	YEAR
Sewer/River Crossing	220,000	DOD/City	1993-1994
Storm Sewer System (Southwest)	450,000	City/Assess	2000-2005
Sewer and Water Extensions		Assessments	As Needed
Total	\$9,156,000		1993-2005

**U.S. Department of Commerce
Economic Development Administration**

Economic Development Administration Grants (EDA)

Objective	• Public Works and Development Facilities Assistance
Eligible Applicants	• Municipality located in redevelopment area
Amount of Grant/Loan	• National Appropriation, Wisconsin receives approximately \$2,000,000 to \$4,000,000 • Up to \$1,000,000 per project
Activities Funded	• Assist community funding public works that contribute to creation or retention of private sector jobs • EDA will participate from 50% to 80% of project costs benefiting private employees • Examples are sewer, water, street, stormwater improvements for an industrial park on site • May also capitalize revolving loan fund
Required Matching Funds	• Must produce one private sector job per \$5,000 of EDA funding
Other Requirements	• Project should be priority in OEDP (Overall Economic Development Plan) • Manufacturer must need improvements to expand or retain employment
Application Deadline	•

Wisconsin Department of Revenue

Tax Incremental Financing (TIF)

Objective	• Reallocates property tax revenues to City or Village to pay project costs associated with spurring development
Eligible Applicants	• Any City or Village that has less than 7% of all equalized value in existing TIF districts.
Amount of Grant/Loan	• TIF Plan shows economic feasibility of projects and pay off, no set limits
Activities Funded	• Professional service costs such as planning and engineering • To stimulate development in industrial area, blighted area or area in need of conservation/rehabilitation • Public works such as sewer, water, storm sewer, street improvements • Blight removal • New construction, remodelling by repair • Site grading • Payments which are found to be necessary or convenient to the creation of the district or the implementation of the plan
Other Requirements	• Must make all improvements within seven years • Must repay all debt in 23 years • Local Plan Commission and City Council must adopt plan • Joint Review Board must approve TIF Plan • Cannot spend more than stated in project Plan
Application Deadline	• September 30 of calendar year

**Wisconsin Department of Development
Wisconsin Development Fund**

Public Facilities for Economic Development (PF-ED)

Objective	• To provide for public facility needs of a community enabling it to attract or retain business and jobs
Eligible Applicants	• All general purpose units of government who are not participants in the Community Development Block Grant entitlement program
Amount of Grant/Loan	• Maximum grant may not exceed \$750,000 per business/year and \$1,500,000 per local government/year • \$20,000 per FTE job.
Activities Funded	• Improvements to public facilities (such as sewer, water and street improvements) which principally benefit a single business entity and induce the creation and/or retention of jobs and investment of required matching funds
Required Matching Funds	• An equal match is required of private funds to WDF funds
Other Requirements	• Recruitment and retention of at least 70% low and moderate income (LMI) employees • Ability to demonstrate project feasibility and financial needs
Application Deadline	• Applications may be submitted year-round

Wisconsin Department of Transportation

Transportation Economic Assistance (TEA)

Objective	• Fund transportation improvements needed to secure jobs in Wisconsin
Eligible Applicants	• Municipality • Business • Consortium
Amount of Grant/Loan	• \$3,000,000 per year for State • No maximum per project
Activities Funded	• Conduct transportation improvements such as: Street access Highway access Railroad access Airport access Harbor access
Other Requirements	• In general, a proposed TEA project is likely to be eligible for consideration when the following conditions are met: When a business development will create new jobs for Wisconsin; When a business development is contingent upon a specific transportation involved; When the business development does not involve the transfer of jobs from one part of the state to another; When the business development is certain; When financing is not available from any other sources; and When the funding cost to the state per job created or retained is less than \$5,000.00
Application Deadling	• December 1, 1993

**Wisconsin Department of Development
Wisconsin Development Fund**

Public Facilities (PF)

- | | |
|-----------------------------|---|
| Objective | <ul style="list-style-type: none">• To alleviate public facility deficiencies which affect the public health and safety or some other essential need |
| Eligible Applicants | <ul style="list-style-type: none">• All general purpose units of government (Counties, Villages, Cities & Towns) which are not participants in the entitlement program |
| Amount of Grant/Loan | <ul style="list-style-type: none">• Maximum grant of \$750,000 |
| Activities Funded | <ul style="list-style-type: none">• Water/Sewer main• Fire Stations• Parks• Community Centers• Wells/Water Towers• Accessibility• Street Improvements• Developmentally Disabled Centers• Storm Sewer• Removal of material and architectural barriers restricting access of elderly and handicapped persons |
| Other Requirements | <ul style="list-style-type: none">• Community Development Plan• Assistance requested must alleviate a documented deficiency which affects public health and safety• Project must benefit low-to-moderate income individuals |
| Application Deadline | <ul style="list-style-type: none">• December 17 |

Special Assessment "B" Bonds

Objective	• A special assessment district in which individual property owners are assessed all or part of the municipal costs related to public improvements. • Assessments on real property or assessments sometimes combined with other municipal bonding/funding.
Eligible Applicants	• City, Village or Town
Activities Funded	• Public improvements benefitting property owners subject to Wisconsin Statutes 66.54 including: streets, sanitary sewer, watermain, storm sewer, sidewalks, and curb and gutter.
Other Requirements	• Must illustrate that parcels included in special assessment district derive some <u>special</u> benefit from the improvements as opposed to <u>general</u> benefit. • All parcels receiving the same level of benefit must be assessed in the same manner. • Must adhere to statutory process for establishing a special assessment district. • Requires public hearing and City Council/Village Board/Town Board approval. • The apportionment of special assessments is based on a common measure. Typical measures include: Assessments based on front footage Assessments based on total area Assessments based on trip generation Any combination of the above • Assessments may be placed on developed or undeveloped parcels. With undeveloped parcels, assessment may be deferred until development.

Wisconsin Department of Natural Resources

Small Business Administration Tree Planting Program

Objective	• Provide grants to state and local governments for the purpose of contracting with small businesses to plant trees on land owned or controlled by the state or local government agency
Eligible Applicants	• Towns, villages, cities, counties, and state agencies
Amount of Grant/Loan	• \$2,000 - \$15,000 grant
Activities Funded	• Purchase and planting of trees to be used along public rights-of-way or other public lands
Required Matching Funds	• 50% matching funds required
Other Requirements	• Purchase must be contracted from small businesses
Application Deadline	• April 15

Wisconsin Department of Natural Resources

Urban Rivers Program

- | | |
|--------------------------------|---|
| Objective | • Preservation or restoration of urban rivers or river fronts for the purposes of economic revitalization and encouraging outdoor recreation activities |
| Eligible Applicants | • Municipalities including towns, villages, cities, counties, and Indian tribes |
| Amount of Grant/Loan | • No municipality may receive in any fiscal year more than 20% of the funds available under this program |
| Activities Funded | • Acquisition/development of land
• Improvement of public waterfront access
• Other activities that promote the objective of the program |
| Required Matching Funds | • Applicant shall provide at least 50% of cost of the project |
| Application Deadline | • May 1 |

U. S. Department of Natural Resources

Urban Green Space Program (UGS)

Objective	• To provide natural space in proximity to urban development; to protect from development land with scenic, ecological or natural values in urban areas; to provide land for noncommercial gardening in urban areas
Eligible Applicants	• Counties, cities, towns, villages, Indian Tribes, Lake Districts, and non-profit conservation organizations under 23.096
Amount of Grant/Loan	• No minimum\maximum
Activities Funded	• Acquisition only of outdoor public recreation areas
Required Matching Funds	• 50% match required
Other Requirements	• An approved Comprehensive Outdoor Recreation Plan in place
Application Deadline	• May 1

Wisconsin Department of Natural Resources

Aids for the Acquisition & Development of Local Parks (ADLP)

Objective	• Acquisition and development of public outdoor recreation areas
Eligible Applicants	• Counties, cities, towns, villages, and Indian Tribes
Amount of Grant/Loan	• No minimum\maximum
Activities Funded	• Acquisition and development of outdoor public recreation areas
Required Matching Funds	• 50% match required
Other Requirements	• An approved Comprehensive Outdoor Recreation Plan in place
Application Deadline	• May 1

Wisconsin Department of Natural Resources

Recreational Boating Facilities Program (RBFP)

Objective	• Construction and feasibility studies relating to capital improvements to provide safe recreational boating facilities
Eligible Applicants	• Counties, cities, villages, towns, public inland lake protection and rehabilitation districts, town sanitary district, and qualified lake associations
Amount of Grant/Loan	• No minimum\maximum
Activities Funded	• Facilities, structures, activities such as dredging, support facilities, operation and maintenance of locks providing access between waterways, acquisition of aids to navigation and regulatory markers. (motorized boating)
Required Matching Funds	• 50% match required. Applicant may obtain an additional 10% if they conduct an approved boating and safety enforcement and education program
Other Requirements	• Project should be "ready to go" • Must have obtained all necessary Chapter 30, Wis. Stats, or NR5, Wis. Admin. Code, permits required
Application Deadline	• Next Waterways Commission meeting date