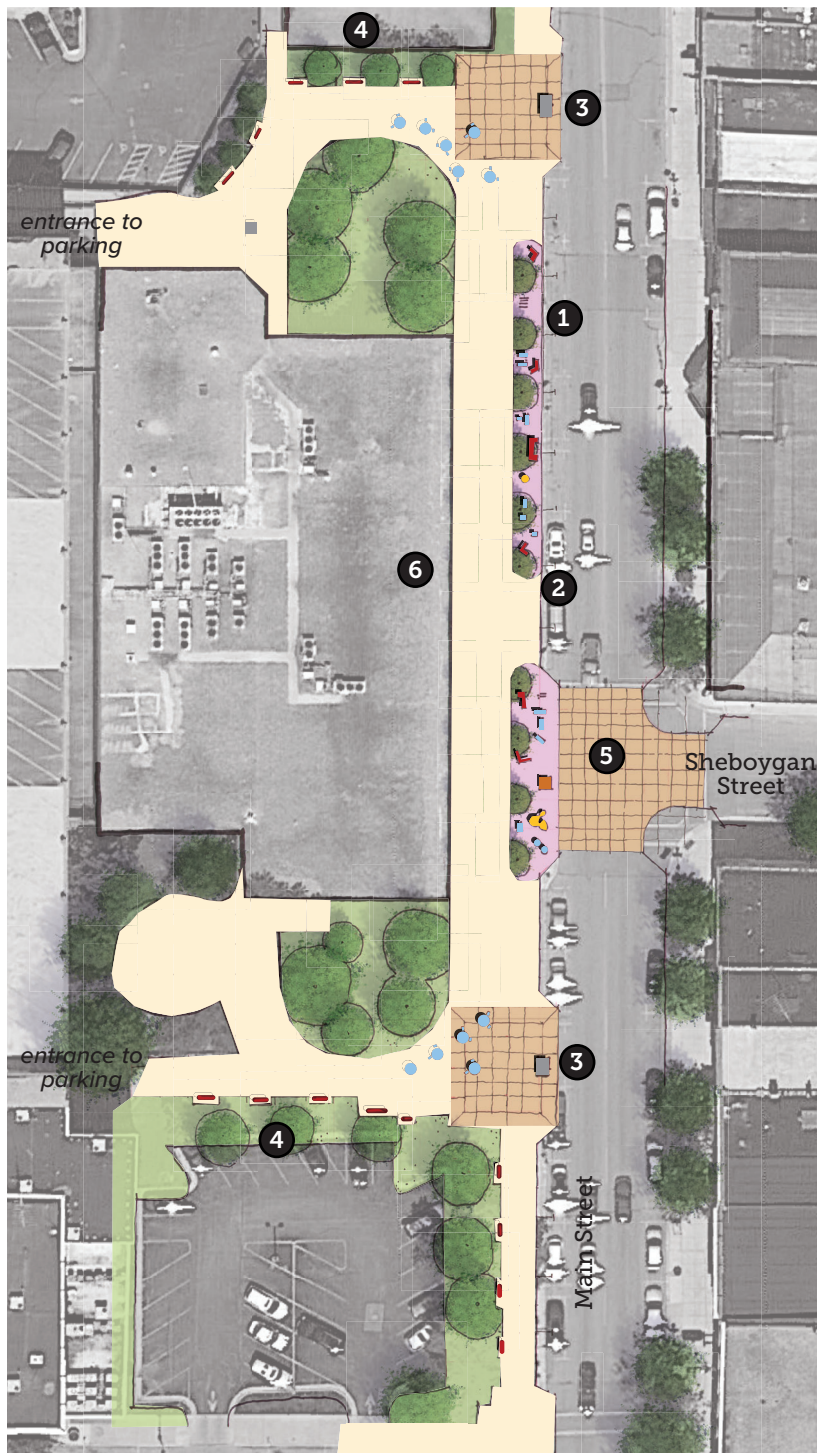


## Design for Main Street Plaza

# Potential Improvements to Main Street Plaza



Features	
1	Remove the planters and fixed benches in front of the Marian building and replace with an alley of trees in front of the Marian building to create enclosure and flexible use of the space
2	Create a "streetlet" in front of the Marian building. Define the space with specialty paving and a combination of flexible and fixed furnishings.
3	Relocate kiosks and wayfinding closer to the curb to make it more visible to passerbys.
4	Line the edges of the walkways to the parking lots with benches and plantings.
5	Consider raising the intersection roadway to facilitate pedestrian crossings to and from Main Street Plaza
6	Design and construct an inset bench / phone charging station to be installed in front of the Marian building in place of planters.



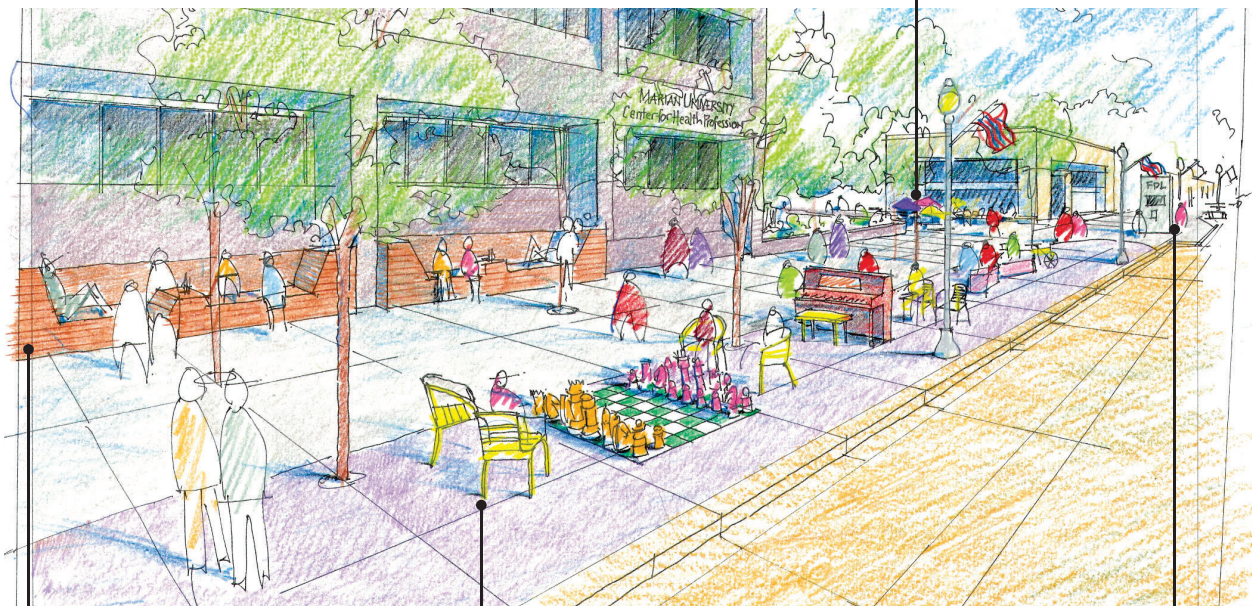
## Design for Main Street Plaza



**Existing**



*Benches alongside blank walls and lining the path to the parking ramp*

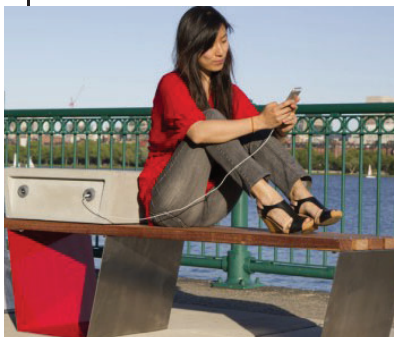


**Proposed**

*Benches with chargers inserted along side Marian Building*

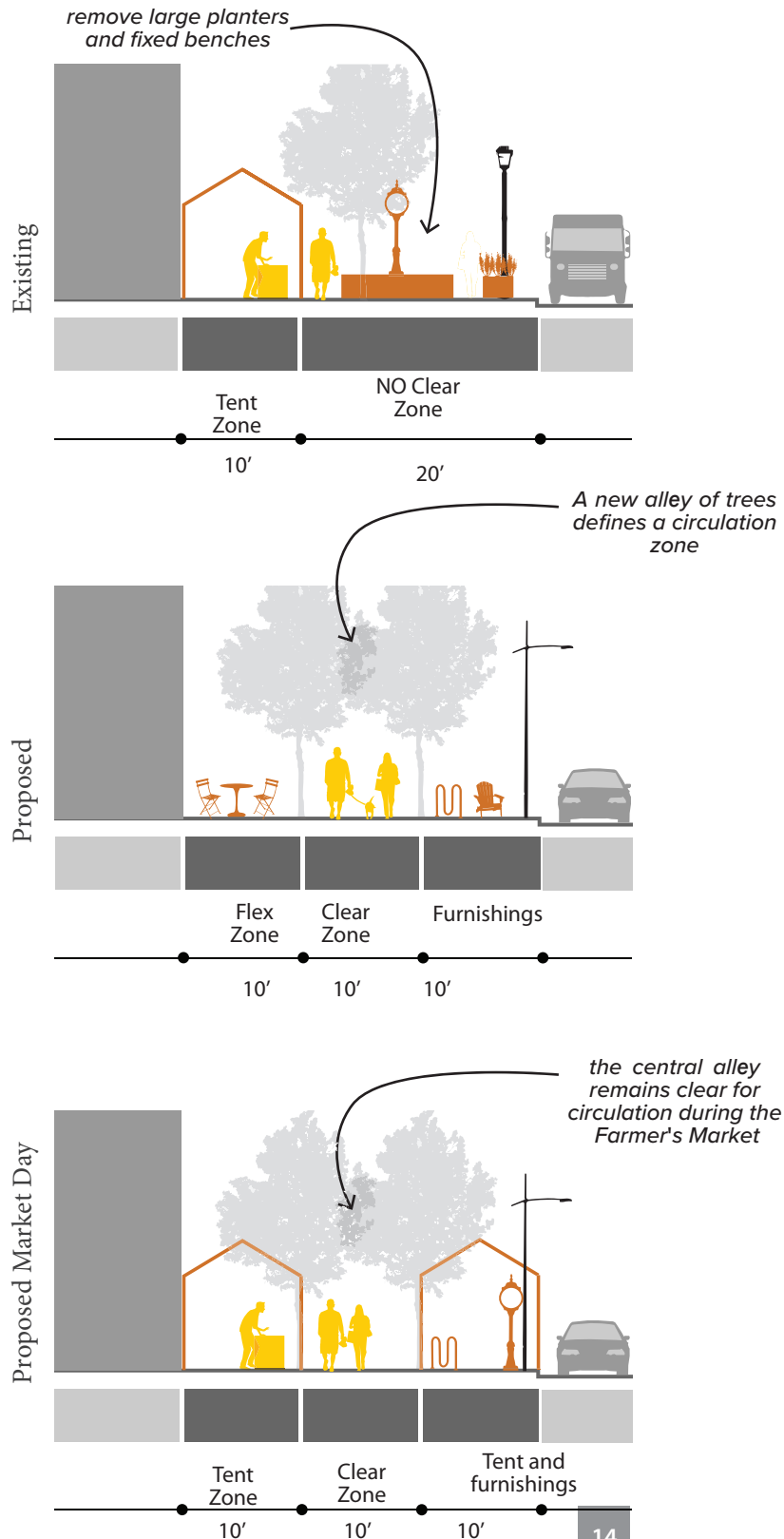
*Specialty paving defines an area for flexible and mounted furnishings*

*Wayfinding / Kiosk / Community calendar relocated to curbside.*





## Design for Main Street Plaza



Adjustments to the furnishings and landscaping in front of the Marian building will enhance the space and clarify the purpose of it. The Plan recommends dividing the 30' sidewalk into three zones. A circulation zone in the middle, defined by an alley of trees, and two furnishing or flex zones to the sides.

Adjustments to the elements on Main Street Plaza will improve circulation and create opportunities for people watching, social mixing, and events.



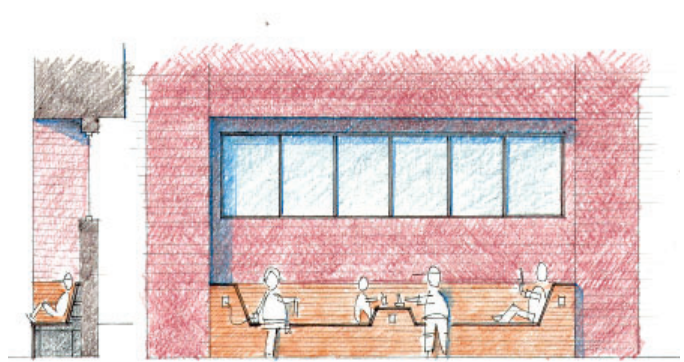
## Design for Main Street Plaza

### Strategies for Improving the Edges of Main Street Plaza



#### Inset Benches in front of Marian Building

The long and opaque front of the Marian building can be enlivened by removing the planters and replacing them with inset benches that encourage sitting, lingering, resting, and eating. If equipped with wifi and a charging station, people are more likely to use them.



Sketch of elevation of inset benches along Marian Building



#### Vacant Windows and Blank Walls

Vacancies can create more vacancies. Therefore it is important for storefronts to remain interesting and engaging even when they are vacant or in transition. A program that uses vacant storefronts as galleries and displays for local artists help maintain a high quality sidewalk experience while at the same time highlighting the unique talents of Fond du Lac artists.



#### Edges of Parking Lots and Blank Walls

The edges of parking lots and blank walls can be opportunities to add needed landscaping or seating. This is especially useful along walkways and corridors. Seating along edges can be fixed (upper right) or playful (upper left).



## US Bank Green Space

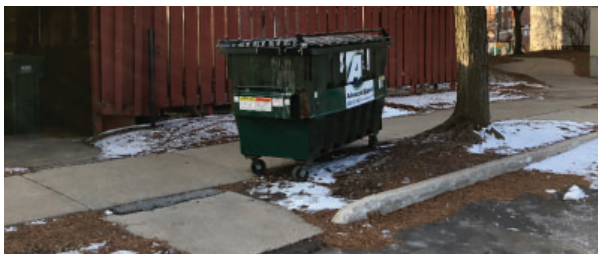
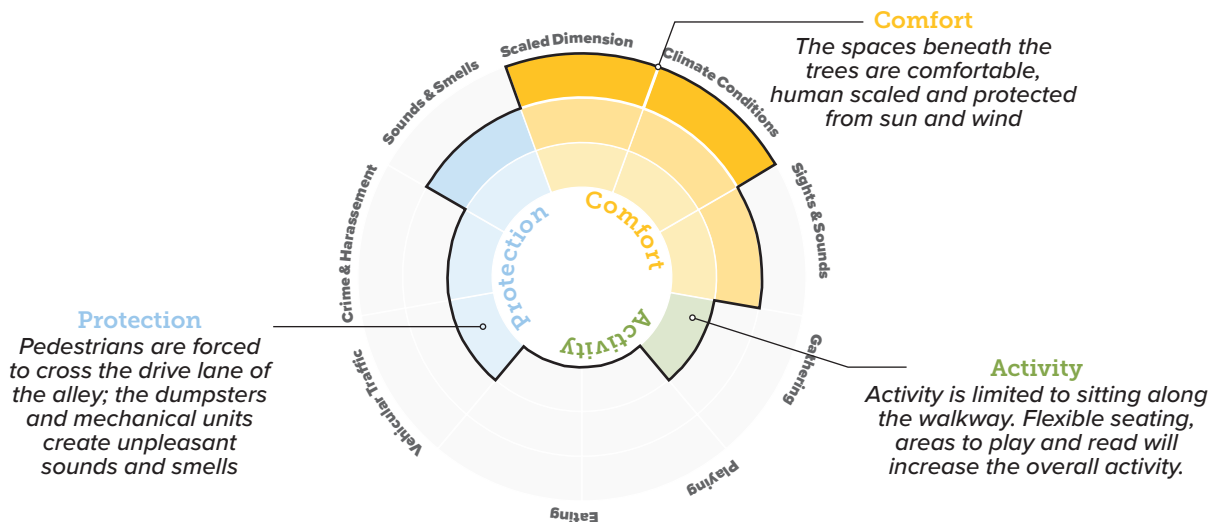
### Analysis of the US Bank Green Space

The US Bank Greenspace is series of spaces that stretch from Portland Avenue on the west and Main Street on the east. The west half is a generally shaded space wedged between two buildings with large trees, a path and a few benches for sitting. The east half is a walkway alongside a parking lot that connects Portland Street to the shaded area. The space between the buildings is owned by US Bank, and maintained by the City. Both of the spaces are generally considered a “pass through space” that connects Main Street to a parking lot and to street on the east edge of Downtown - not a space to gather or congregate. There is no formal programming to the space, however in the winter, string lights are installed in the trees.

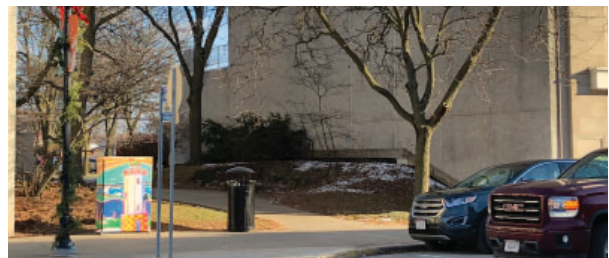
The space between the buildings is easy to get to from Main Street and it is a pleasant space protected from traffic, wind, and harsh climactic conditions. In the evenings, it can be perceived as dark and unsafe. The space is quiet and has a few benches that facilitate sitting and resting. However with no other amenities, the space between the two buildings does not facilitate any other activities.

The space between Portland Street and the alley is a walkway alongside the parking lot. It is less protected from cars and climactic conditions and the walkway is occasionally blocked by dumpsters that have not been put away. This also creates a negative visual and odorous conditions that make it unpleasant to walk by. The pathway also lacks wayfinding and signage making it unclear what is at the end of the space.

*The US Bank Green space is a quiet pass-through space that has only one function - to move you from parking lot and Portland Street to Main Street*



The walkway between Portland Street and Main Street is sometimes obstructed by dumpsters that are not returned to their enclosure



View of the US Greenspace from Main Street



## Vision for the US Bank Greenspace

*The US Bank Greenspace will become Downtown's front porch, a meeting place, a resting place, and as a welcoming portal to Downtown.*

### Primary Recommendations

#### **1. Create a continuous high quality pedestrian experience from Portland to Main Street**

As a connection between Portland Street and Main Street, the walkway should be continuous, clear of obstructions, pleasant, and with clear direction.

Locating signage and wayfinding at Portland Street, mid block and Main Street will help give the space definition and purpose. A kiosk with an activity board and calendar of community events on Main Street will give purpose.

#### **2. Define a gathering space "The Porch" where the walk meets Main Street.**

A small gathering space can be created at the west side of the space where it meets the Main Street sidewalk. This space can be a place for sitting, relaxing, eating, and enjoying the activity of downtown.

It is strategically located at the entrance of Downtown from the east and approximately in the middle of the north / south orientation of Main Street.

This position at the center of Downtown offers the potential for it to become a hub of activity and an easy to get to place to meet friends, eat lunch, or read a book.

#### **3. Support the "Porch" with appropriate amenities, furniture, and activities that enable people of all ages to use the space for a variety of individual and small group uses.**

The Porch should be supported with flexible simple furnishings and activities that encourage people to use the space for lingering, reading, relaxing and meeting friends. Lightweight moveable tables and chairs, a small newspaper stand, or activity kiosk / library. On special occasions the space can host small outdoor movies, readings, or other simple gatherings as well.



## Programming for the US Bank Greenspace

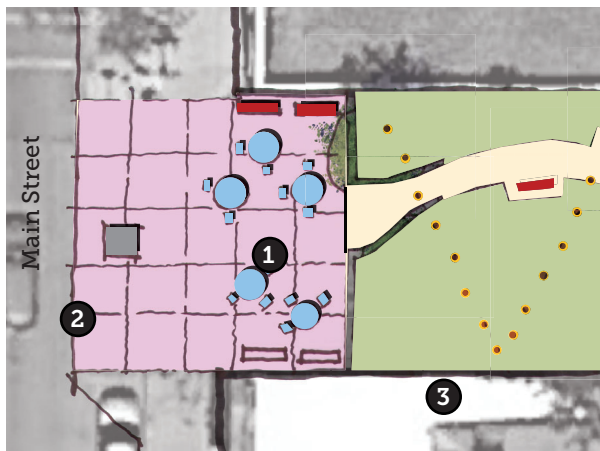
### *Your Invitation to Use the US Bank Greenspace*

- to **the library and readers of all ages** to curate a well stocked mini library and newstand.
- to **food vendors and food trucks** to offer food options throughout the day
- to **movie enthusiasts** to show movies on the wall
- to **board game enthusiasts** to host weekly game events
- to **chess clubs** to host chess tournaments
- to **downtown workers** to have lunch at a table or at a bench along the walkway



## Design for the US Bank Greenspace

# Potential Improvements to the US Bank Greenspace



Features	
1	Create a small gathering space set back slightly from the sidewalk. Equip it with moveable chairs and tables.
2	Locate kiosk and wayfinding towards the curb in a curb extension
3	Improve plantings with a woodland understory palette of plants
4	Install wayfinding and directional signage on Portland Street to clearly indicate how to get to Main Street.
5	Improve the walkway to Main Street with benches along its edge, improved lighting, and specialty paving that crosses the alley



## Design for the US Bank Greenspace



view of existing US Bank Greenspace



*Activity Cabinet  
with games, books,  
newspapers etc.*

*lightweight and  
moveable cafe chairs  
and tables.*

*Wayfinding, kiosk, and  
community calendar located  
in a curb extension*



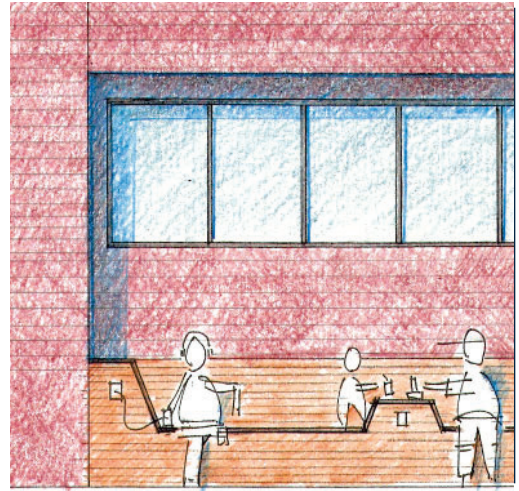
Urban Activity Cabinet



Flexible seating and chairs



Mini Library



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## 4. Implementation



## Incremental Changes

### Test, Observe, Adjust

The path to successful public spaces is an incremental and iterative one. Whereas it is possible to start from scratch and completely redesign and rebuild any of the public spaces studied in this report, a more effective approach is to make small changes to spaces and to experiment with programming, then to observe the impact of those changes, and to then make refinements based on what was observed and learned.

This approach was demonstrated in September 2018 when the City hosted a Rapid Build Project together with Family Day in Hamilton Park. These events were a direct response to the working group's observation that "Hamilton Park is adjacent to Downtown, but it is not considered a Downtown Park." The event gave the City an opportunity to test several potential interventions designed to make the park more accessible and appealing to a broader range of people downtown and in the surrounding community. Among them, the event tested

- Providing temporary restrooms and a drinking fountain in the park.
- Closing Forest Avenue to traffic.
- Conducting events on the bridge.
- Using the basketball court as a work space.
- Promoting games and sports on the field.

As the City and its community partners move into implementation they are encouraged to do so with an entrepreneurial spirit - to be nimble, experiment, observe and refine.



## Stewardship Models

It is also essential for Placemaking to be an iterative process that includes and invites participation from many sectors of the downtown and city wide community. While the City can take a lead position in designing and building the infrastructure; they need partners to assist with the programming and the management of the spaces.

There are several models the City can consider to increase the stewardship (management and programming) of the three sites examined in this report. The three spaces examined in this report are very different and may benefit from different models.

### Host / Sponsor Model

- **The Host / Sponsor Model** invites community partners to take on the responsibility of overseeing the public space. The host/sponsor can be a community group, business, or non-profit organization. The spaces can be one of the three identified in this report, or other public spaces that can be transformed into plazas or parkettes. The roles of host/sponsor should include maintenance, management, and programming of the public space.
- **Public Space Manager Model** is similar to the host/sponsor model. In this model, an individual is hired to be the “Public Space Manager.” Their role is to maintain and program the space. This can include active programming such as booking musicians and artists, or it can be passive programming such as setting out tables, scheduling food trucks, and organizing materials/games.
- **Event Based Model** Event based models focus primarily on activation and programming of public spaces for a defined period of time - a day, weekend, or season. In a typical event based model, the City establishes the checklist and guidelines for a community partner to use when sponsoring an event in a public space. Event based models can be used to activate common but unprogrammed public spaces such as plazas and parks and sidewalks, or they can be used to activate public spaces that are not otherwise used for gathering and programming, such as alleys, pocket parks, and vacant lots.



## **Immediate and short actions for each of the three spaces**

### **Hamilton Park**

- Design and build temporary restrooms and an activity cabinet for the park adjacent to the playground.
- Continue to co-program Hamilton Park Family Day with the Farmer's Market in order to attract a wider cross section of people to the park.
- Seek partners to build picnic table and shade structure for the playground.
- Add directional signage to Hamilton Park in the Downtown.
- Paint a mural alongside the Forest Avenue bridge to raise awareness of the name and location of the park.
- Reach out to churches and other organizations to use the park for larger gatherings, concerts and events.
- Reach out to environmental groups, fishing advocacy groups and others to raise awareness of the river.
- Commission an artist to paint the basketball court. Support use of the basketball court with benches.
- Work with sports organizations and the Y to regularly use the grassy areas.
- Create a visual identity for Main Street Plaza (logo, website, signage, etc)

### **Downtown Main Street Plaza**

- Remove or rearrange mounted benches so they are perpendicular to the curb, leaving a 10' clear zone in the middle of the sidewalk.
- Work with Marian and the Downtown Partnership to put out moveable chairs and tables and sidewalk games during weekdays.
- Host sidewalk chalk exhibits on weekends.
- Consider hiring weekday musicians.
- Add signage welcoming people to the Plaza; signage should define the area as a special place.
- Work with the Downtown Partnership to create a community calendar on the existing kiosk.
- Create a visual identity for Main Street Plaza (logo, website, signage, etc)
- Consider a seasonal Public Space Manager position for summer 2019.

### **US Bank Greenspace**

- Approach US Bank to discuss longterm changes to the design and operations and management of the space.

- Work with the Library to build a sidewalk library / newsstand
- Install directional signage on Portland Street
- Work with US Bank to keep dumpster in the enclosure and off the sidewalk
- Install string lights in the trees to keep area lit in the evening
- Create a visual identity for the space, giving it a more appropriate name and creating a logo, website, signage, etc.