



CITY OF FOND DU LAC N MAIN ST CORRIDOR PLAN

April 13, 2023, Public Informational Meeting



Tonight's Agenda

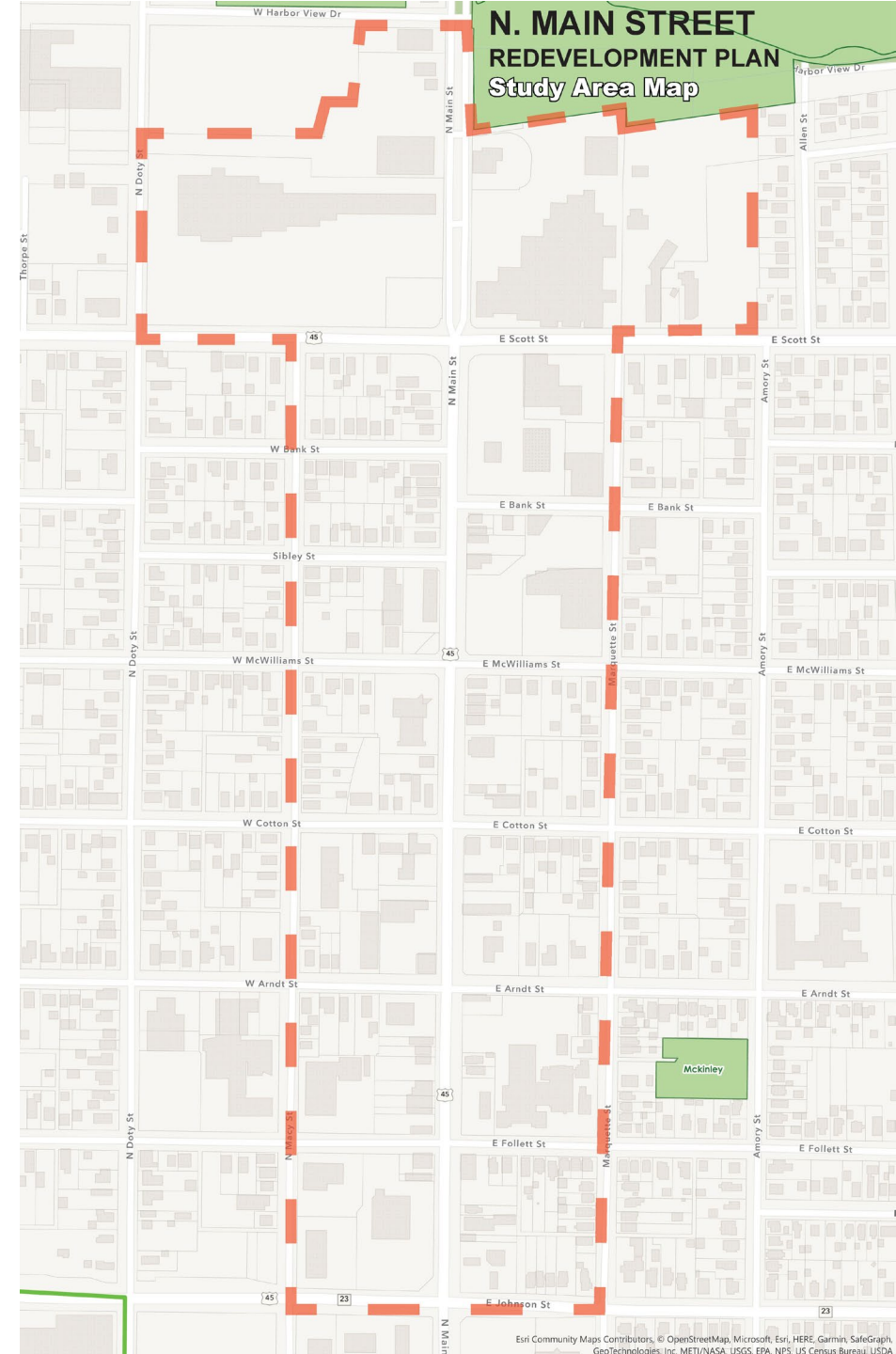
1) Presentation

- Project Purpose
- Planning Process Highlights
- Existing Conditions Analysis
- Public Input (PIM, preference survey, interviews)
- Goals + Recommendations (public realm + redevelopment)

2) Q & A

3) Exhibit Review + Discussion

- Existing Conditions Maps + Survey Results
- Placemaking (Streetscape Plan)
- Redevelopment Opportunities
- Scott / Main Redevelopment



Project Purpose

Study Area – N Main St from Johnson to Scott St

1) Comp Plan Process

- Recommended Neighborhood Mixed Use through the corridor
- Public Survey respondents rated this 2nd highest need to public reinvestment

2) Opportunities for Redevelopment

- Former Saputo Site
- Other Vacant Lands
- Underutilized properties

3) Underwhelming corridor next to 2 City Gems

- Connects Lakeside Park to the Downtown



Project Purpose

Long-Range Vision Plan (10-20 years)

1) Review existing conditions

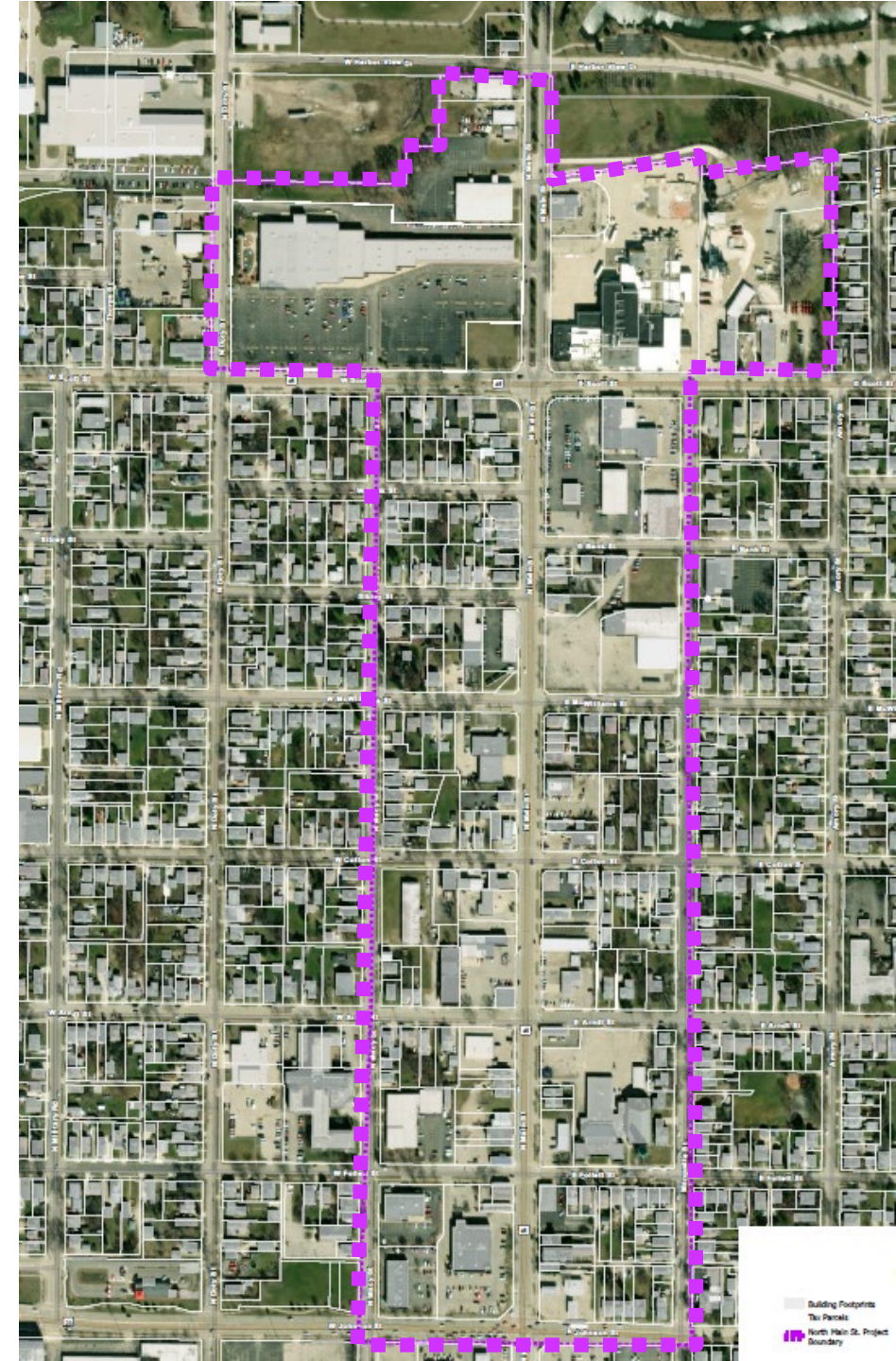
- Markets
- Reinvestment Opportunities (public and private)
- Redevelopment Opportunities

2) Public Outreach

- Public Informational Meetings (2)
- Key Stakeholder Interviews
- Preference Survey

3) Vision, Goals + Strategies

- Zoning Regulation amendments
- Public Improvements
- Public/Private Partnership opportunities
- Guide for Private Development



Project Milestones

Aug – Oct 2022 – Existing Conditions Analysis

November 2022 – Public Informational Meeting

January 2023 – Interviews

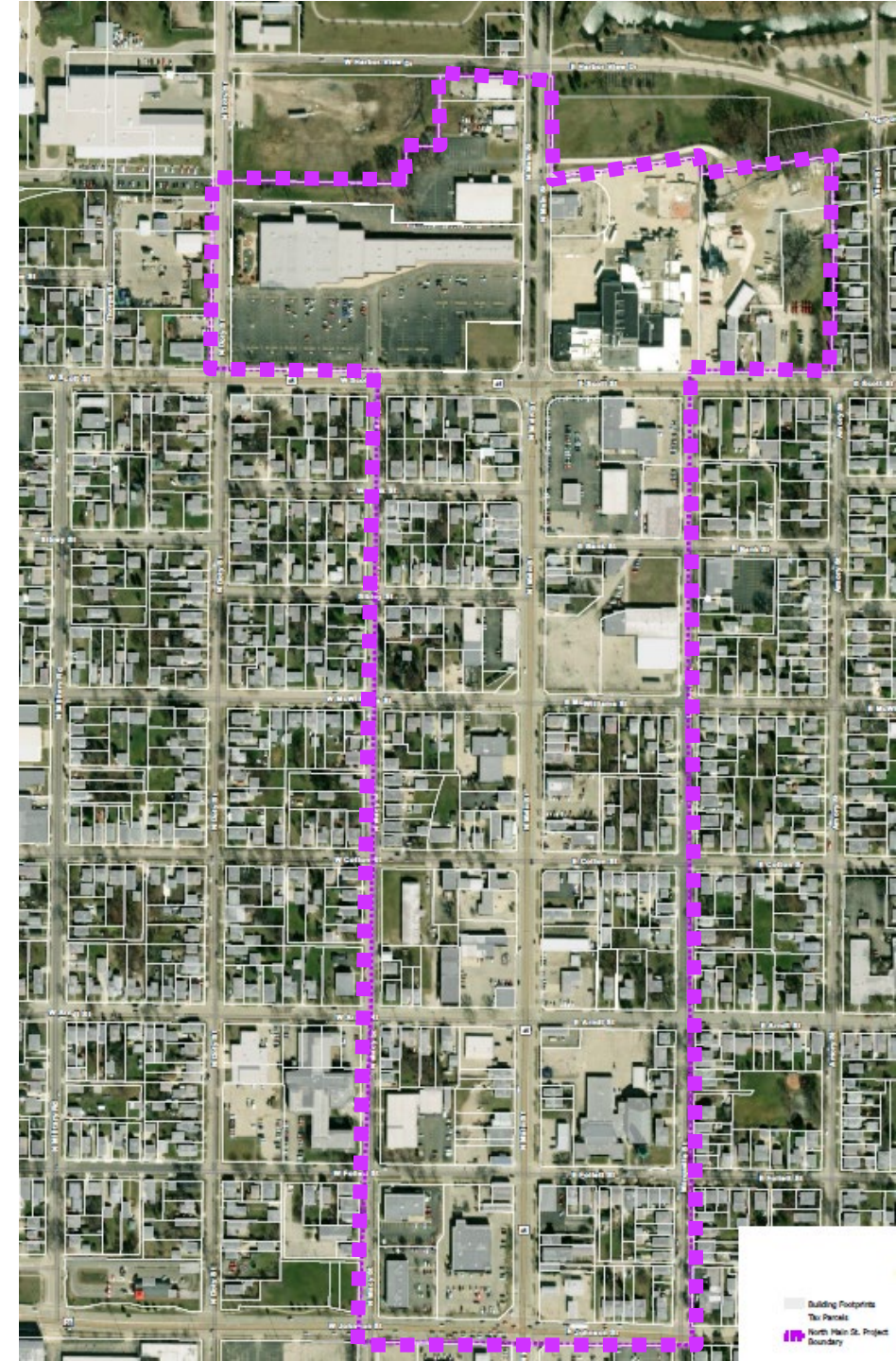
February 2023 – Online Preference Survey

March 2023 – Draft Vision, Policies and Concepts

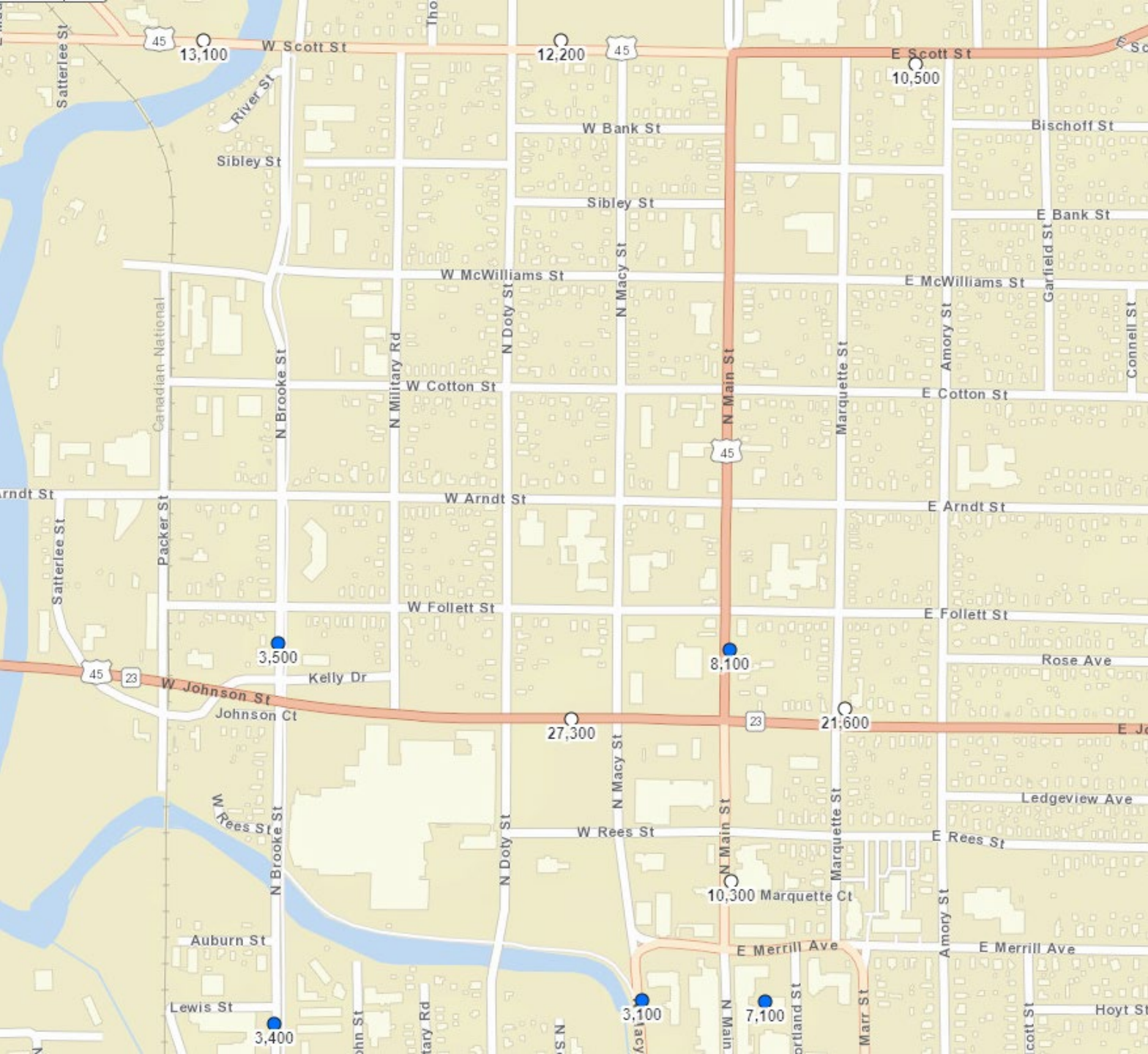
TONIGHT – Public Info Mtg (draft recommendations)

UPCOMING MEETINGS

- Executive Committee Review (Full Draft)
- Plan Commission Review
- Council Presentation



Corridor Assessment



COMP PLAN (Future Land Use)

General Commercial **red**

- **Wide range of retail goods and services**
- Includes automobile-oriented uses and other “heavy” commercial uses
- All developments should be compatible with density and scale of surrounding development

Neighborhood Mixed Use **pinkish orange**

- **Activity centers with retail, restaurant, service, institutional and civic uses primarily serving nearby residents**
- Mixed use developments and standalone commercial or residential developments
- Residential: 12-40 units / net acre
- Commercial: >25,000 SQFT, except for grocery stores or community facilities.

Urban Residential – High Density **brown**

- **Mix of housing types, daycare facilities and civic uses.**
- Residential: 12-40 units / net acre

Urban Residential – Medium Density **orange**

- **Single-family, two-family, townhomes and civic uses.**
- Residential: 5-12 units / net acre



SITE SIGNIFICANCE

Blighting Influence are buildings/sites that stand out because they are in disrepair or have *long-term vacancy*.

Incompatible Use are uses that do not match the character and use desired in the corridor.

Historic Building provide a sense of history and can have a positive influence on the corridor image (if maintained).

Destination “Businesses” draw people to the area, including residents, consumers, workers and visitors.



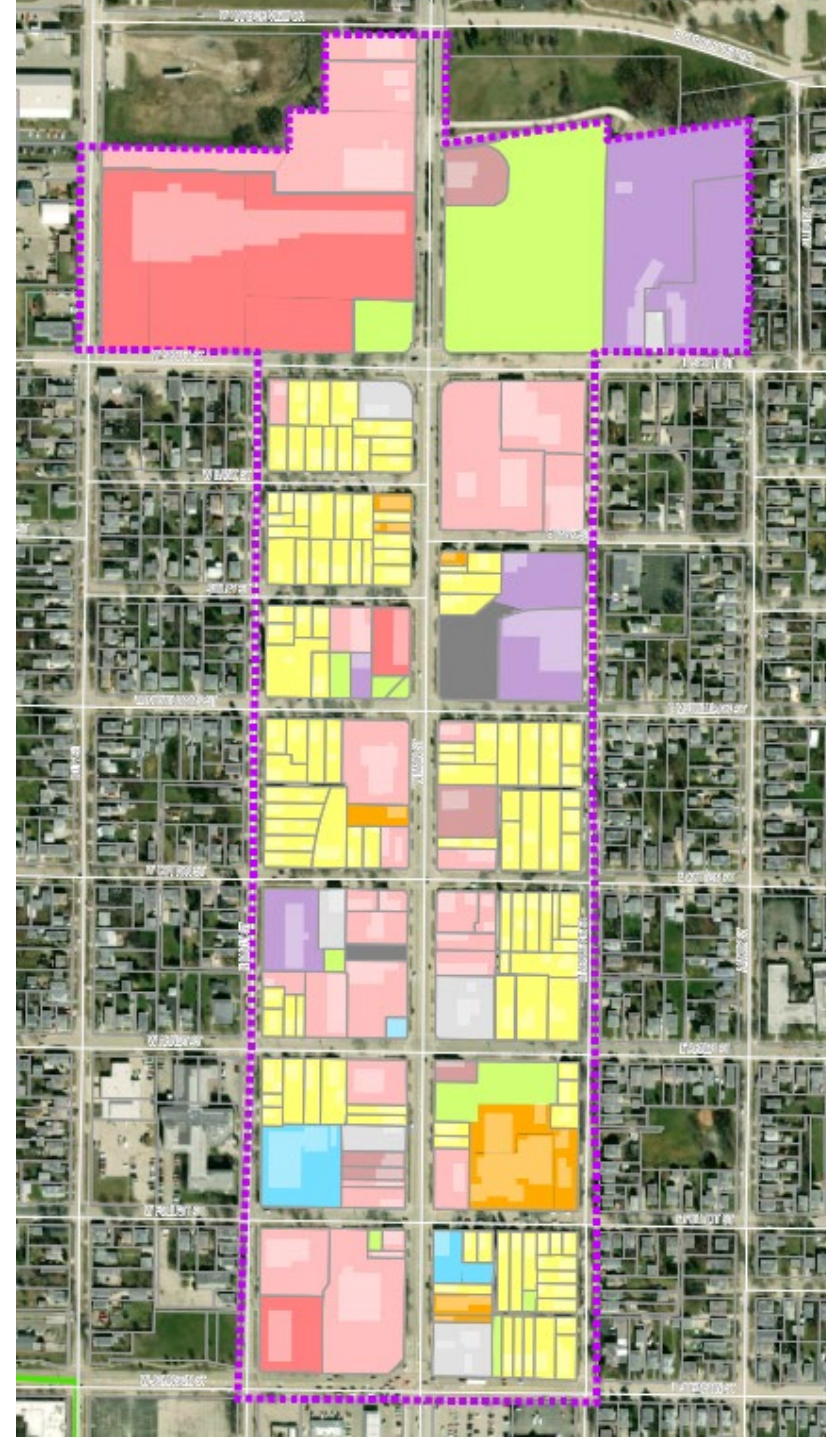
EXISTING LAND USES

Mix of Uses

- 62% - Single- & Two-Family Lots (17 acres)
- 16% - Retail & Service Lots (22 acres)
- 6% - Open Lots (9 acres)
- 4% - Mixed Use (4 acres)
- 4% - Industrial & Storage (12 acres)

Key Takeaways

- **Diversity of Uses**, mostly local small businesses and low- to medium-density residential
- **Large Commercial Lots** in the northern half of the corridor
- **Significant undeveloped lots** with former Saputo site the largest



IMPROVEMENT VALUE

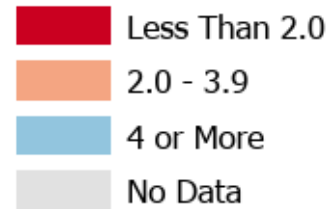
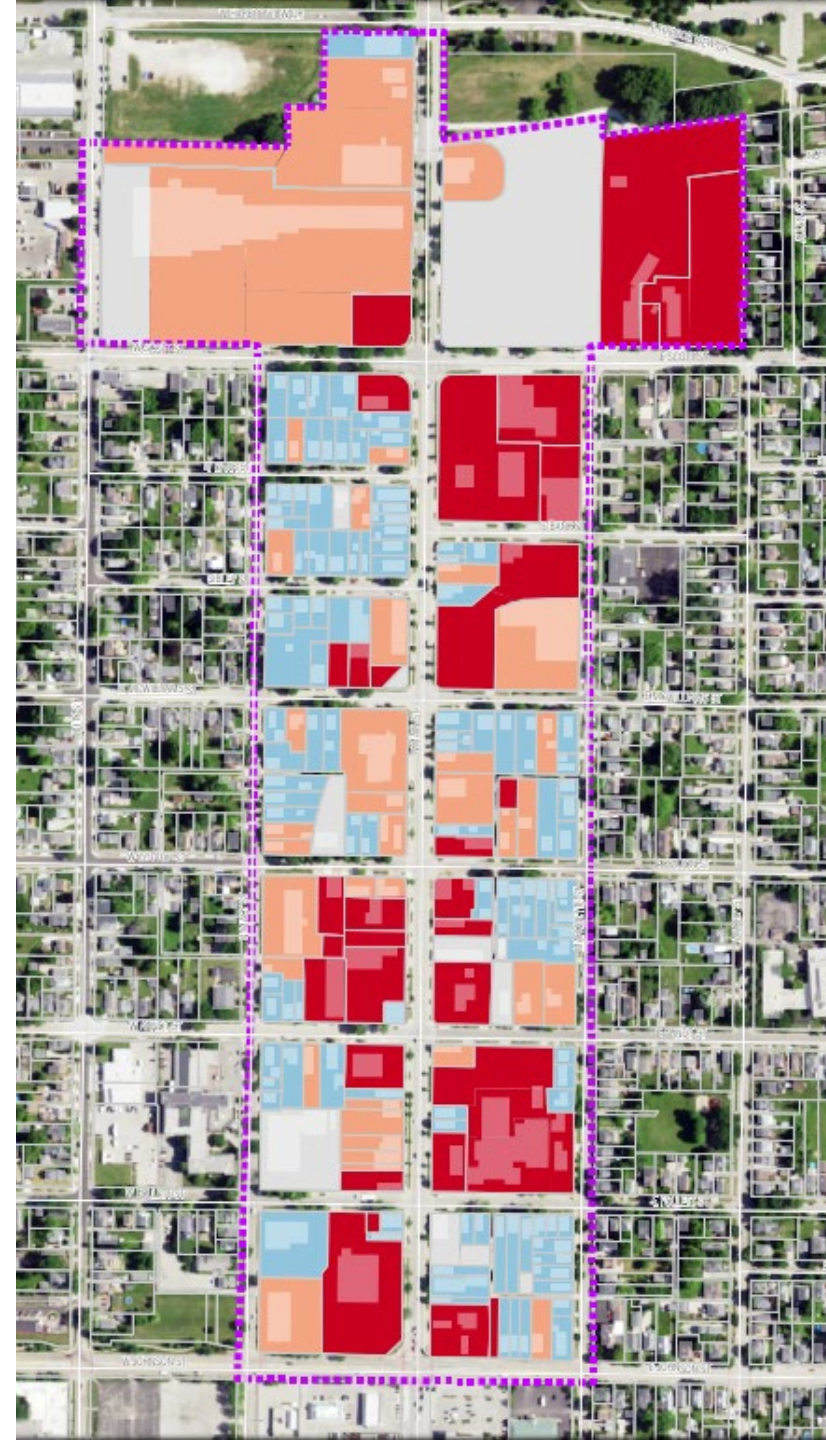
Improvement Value to Land Value (2021 Assessments)

- **Redevelopment Opportunities** - Improvement value is less than land value
- Typically, consider improvement values less than 2 times the land values

Key Takeaways

- **58% of lots:** strong contributors (4.0+)
- **16% of lots:** poor contributors (<2.0) **45% by acreage**

	Parcels		Acreage	
	#	%	#	%
Strong Contributors (4.0+)	112	58%	15.8	21%
Between 2.0 and 4.0	38	20%	22.3	30%
Less Than 2.0	30	16%	33	45%
No Data	13	7%	2.6	4%
Total	193		73.7	



BUILDING CONDITIONS

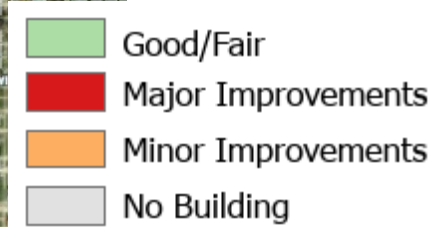
Subjective Review *(exterior only)*

- Overall maintenance & perception of area
- Reinvestment Targets = needs **Minor Improvements**
- Redevelopment Targets = needs **Major Improvements**

Key Takeaways

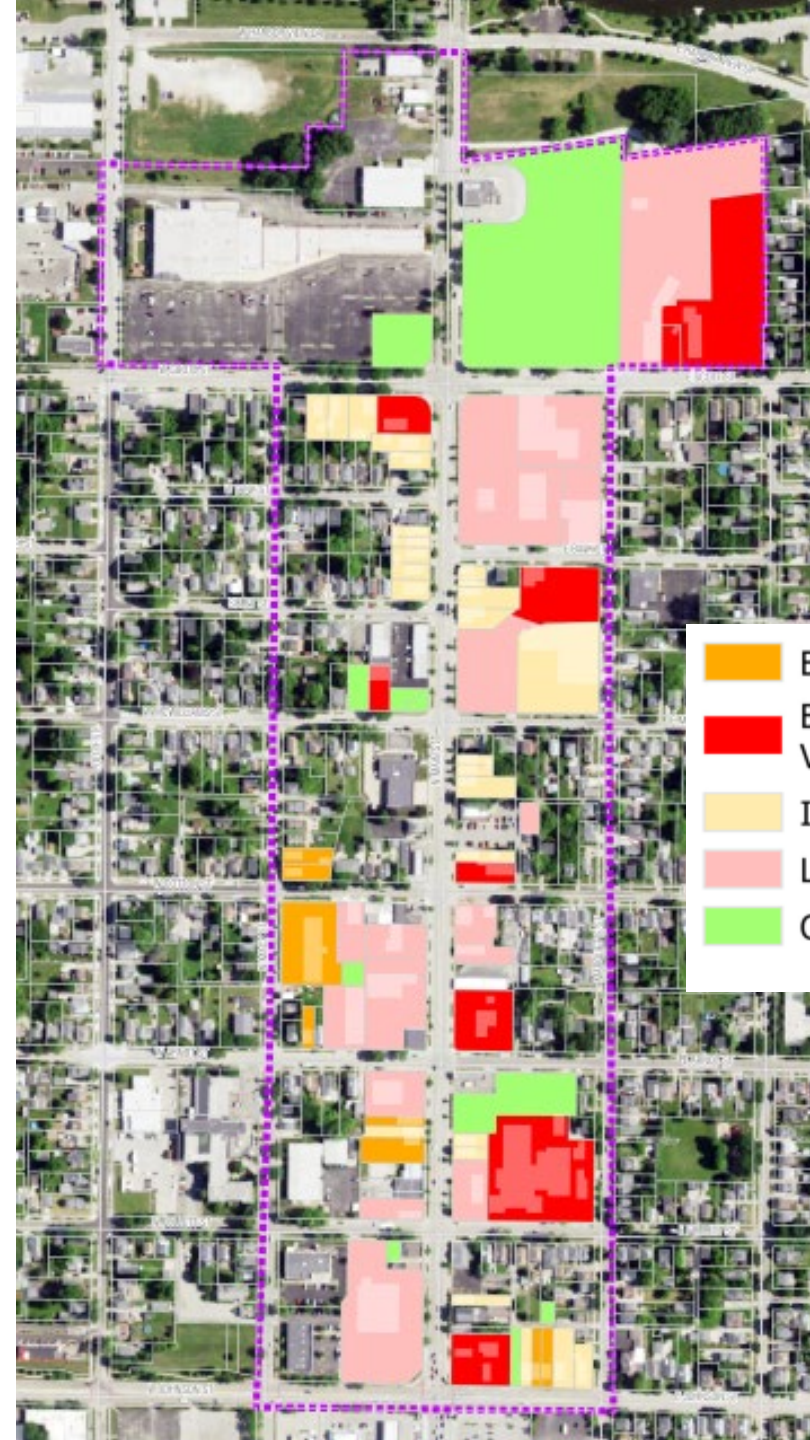
- **70%** of lots “ **Good to Fair** ”
- **21%** of lots with structures **needing improvement**
- **Public outreach suggests need for significant improvement**

	Parcels		Acreage	
	#	%	#	%
Good/Fair	136	70%	41.4	56%
Minor Improvements Needed	26	13%	7.8	11%
Major Improvements Needed	15	8%	7.4	10%
No Building	16	8%	17.1	23%
Total	193		73.7	

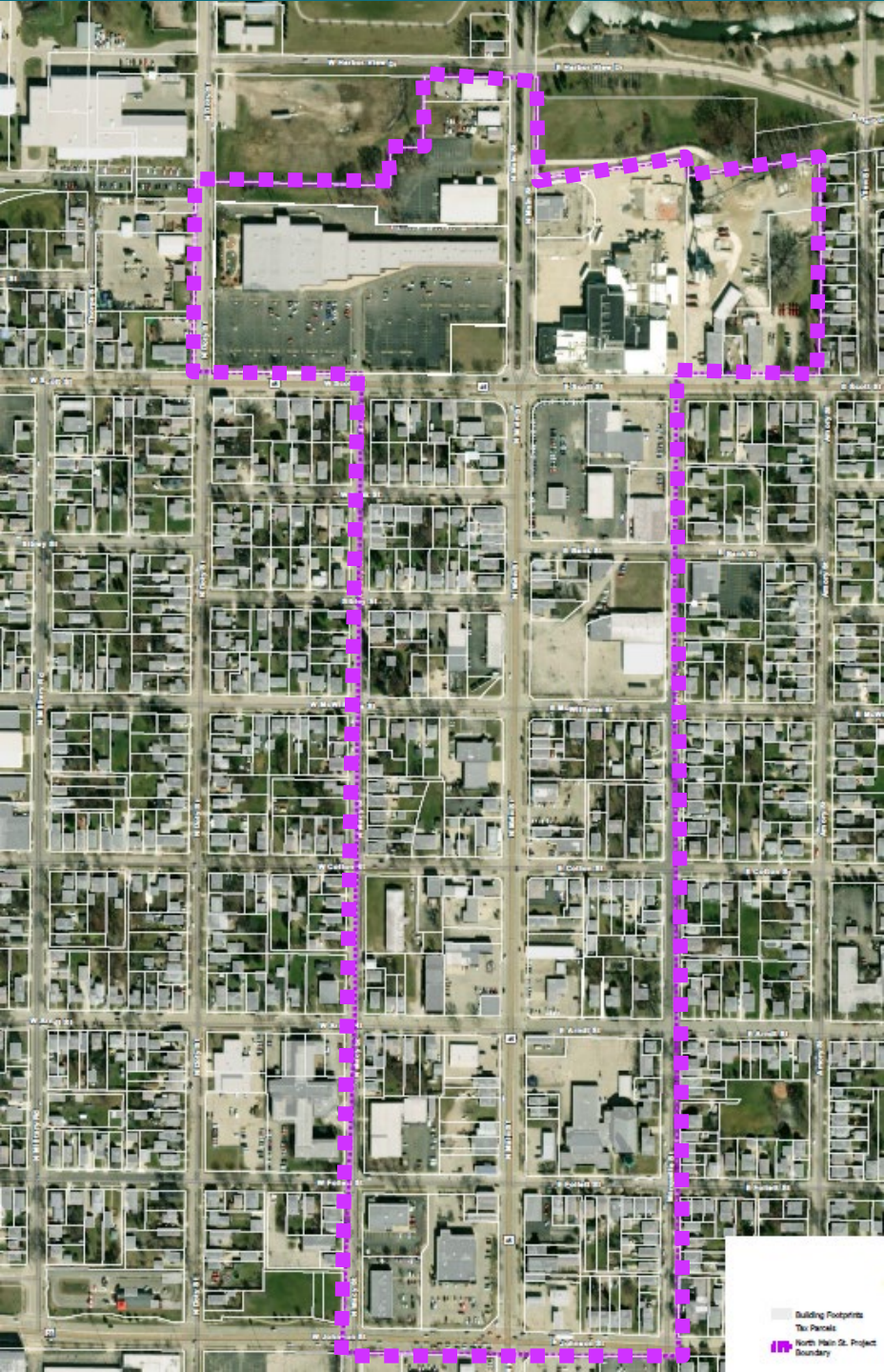


REINVESTMENT OPPORTUNITIES

- **Least Viable for Reinvestment (YELLOW)** are not compatible with zoning or the preferred Future Land Use per the Comp Plan.
- **Most Viable for Reinvestment (ORANGE)** are properties that have poor building conditions (blighting influence), but are not incompatible uses
- **Viable for Redevelopment (PINK)** are properties with low value.
- **Most Viable for Redevelopment (RED)** are open properties (with no structures).



Preference Survey Results



Survey Results

840 Responses

Demographic

- **Age:** 25-34 (23%), **35-44 (26%)** and 45-54 (21%)
- **Employment:** **80% Employed** (of which **82%** work in FDL area), 15% retired, and 5% not currently in the workforce
- **Home:** **92%** live in FDL area
- **Proximity to the Study Area:** **48%** live within a few blocks (13% in the study area)
- **Years in FDL:** **79%** - 10+ years

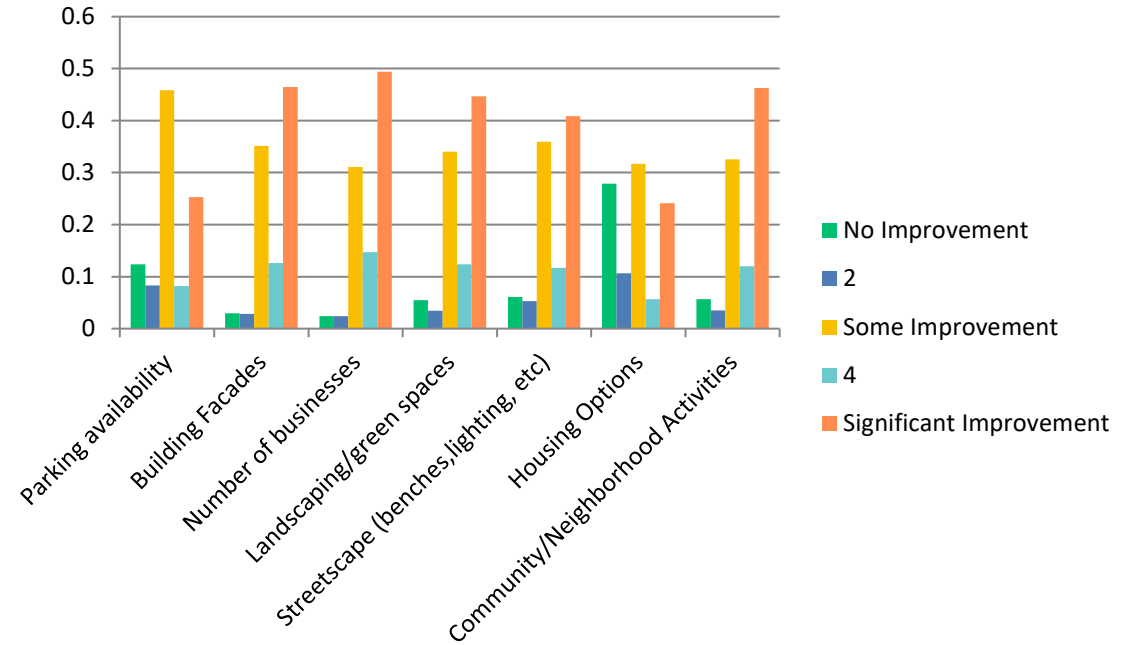
(Q7) Factors needing improvement?

Some to Significant Improvement

- **Top Issues:**

- **95%** - Number of Businesses
- **94%** - Building Facades
- **91%** - Landscaping / Green Space
- **91%** - Community/Neighborhood Activities

- **Other Concerns:** Streetscaping (89%), Parking Availability (79%), Housing Options (61%)



(Q8) Preferred Vision?

Results

A corridor providing support uses to serve the downtown and visitors to Lakeside Park. Preferred uses include auto-oriented and/or chain restaurants, service uses and some additional housing.

15%

A corridor that becomes a destination that complements the Downtown District and Lakeside Park. Preferred uses include a public destination spot, unique/ethnic restaurants, specialty shops, and increased housing options.

78%

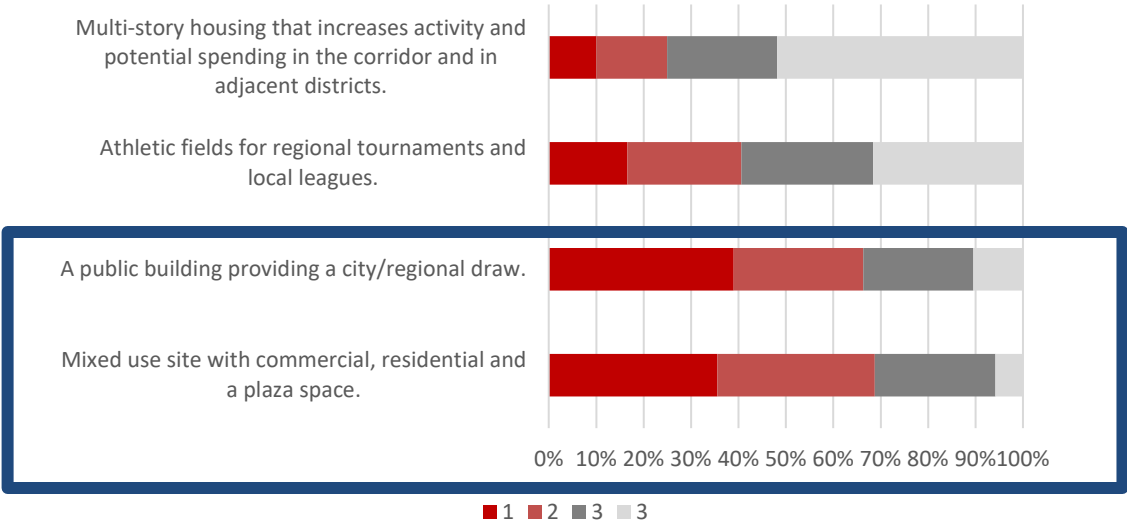
An area focusing on increasing housing options to support continued growth of the Downtown District. Preferred uses include multi-family buildings, townhomes, and some neighborhood commercial and mixed use buildings.

7%

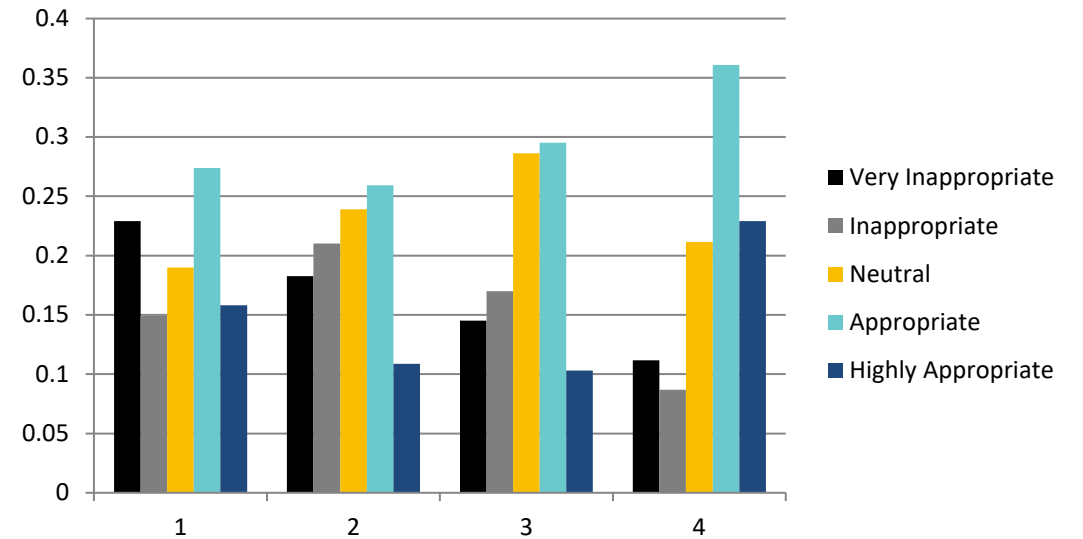
(Q9-11) Former Saputo Site?



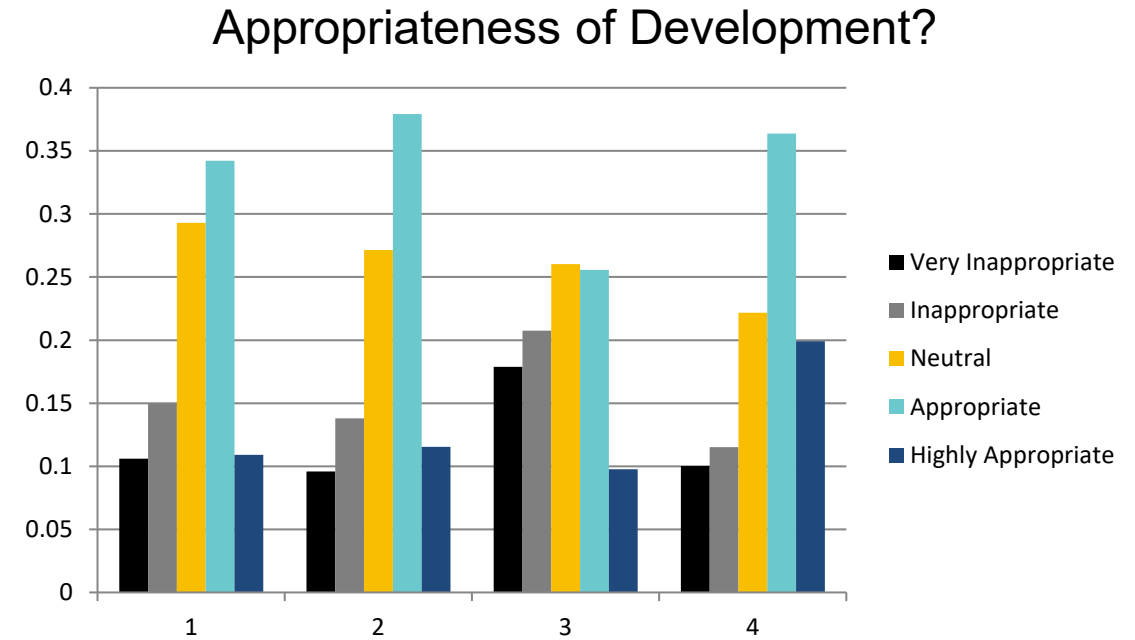
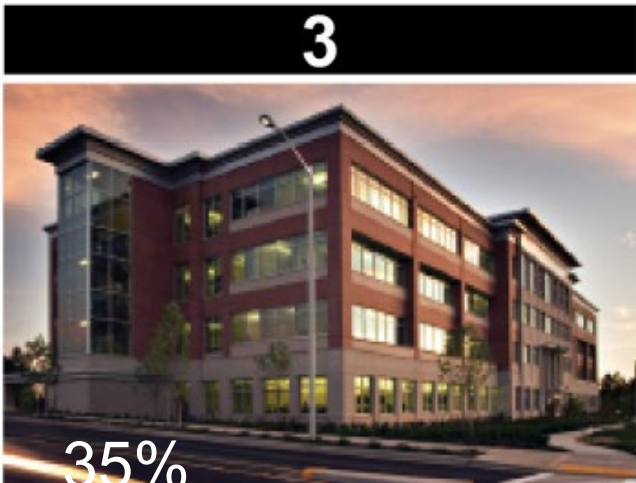
Rank mix of uses:



Appropriateness of Development?



(Q12) Commercial Types?



(Q13) Residential Types?

1



2



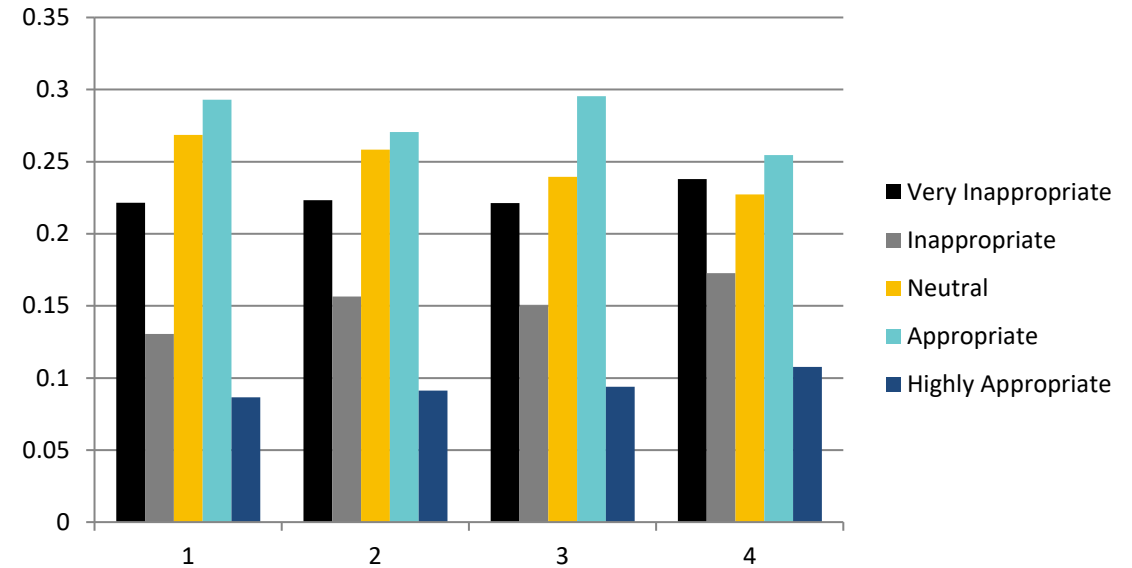
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4

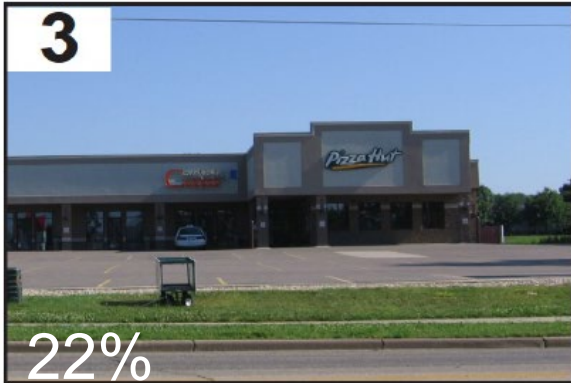


Appropriateness of Development?



(Q14-15) Building Design Preferences?

Building Setback

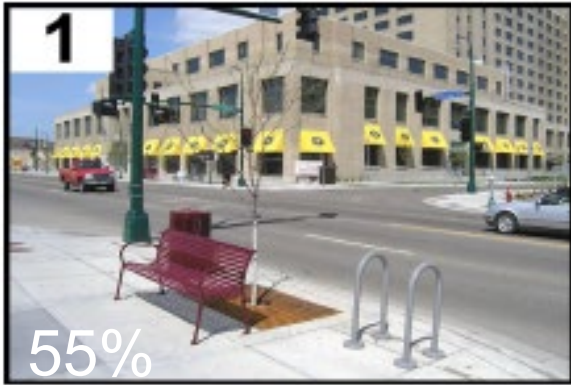


Building Height and Massing



(Q20-21) Streetscape/Civic Amenities Preferences?

Sidewalk Amenities



Civic Amenities



(Q22-23) Civic Amenities Preferences?

Street Design



Crosswalk Treatment



(Q24) Additional Comments/Suggestions?

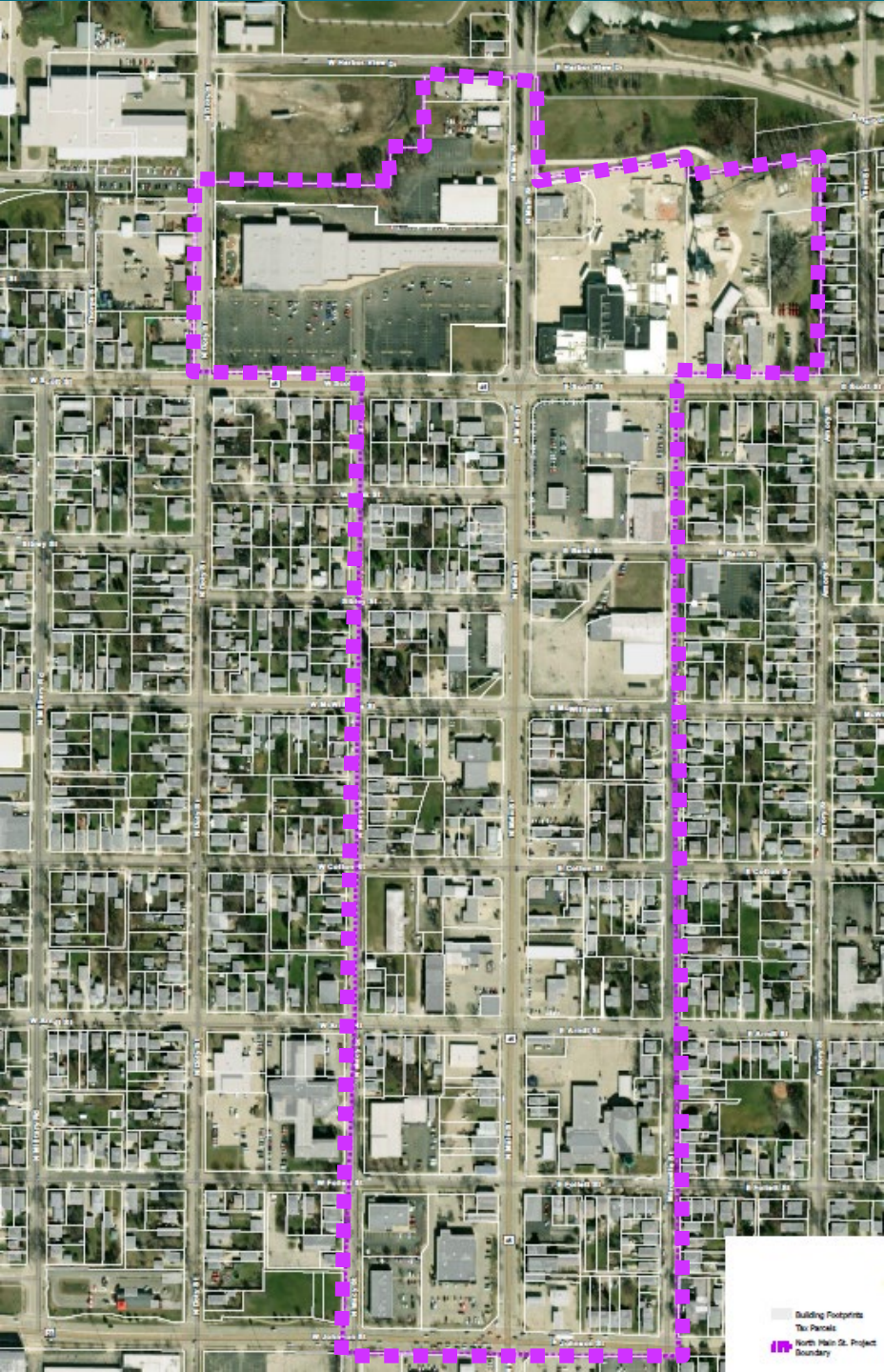
190 Responses

Ideas, Themes, or Concerns (Tag)	Mentions
Housing development concerns <i>(no subsidized, low-income, or apartment complexes)</i>	46
More green space and general landscaping improvements	35
Additional commercial developments <i>(retail space, business space, specialty shops, etc.)</i>	26
Family-friendly outdoor gathering/activity/event spaces	23
Commercial development concerns <i>(land use, parking, building height/character, etc.)</i>	22
More unique restaurant/food options (not chain restaurants or fast food)	22
General safety/crime concerns <i>(more lighting at night, safer sidewalks, etc.)</i>	22
Public service/maintenance concerns <i>(additional stations for police, fire, EMS, etc.)</i>	21

Other Comments:

- A concert, event, entertainment, or sports venue to draw people to the area
- Traffic/streetscape concerns—speed, traffic flow, parking, street conditions, etc.
- Focus on pedestrian safety and circulation
- Increased wayfinding, signage, and accessibility measures
- Increase mixed-use developments (i.e. housing above retail/restaurant space)

Interview Feedback

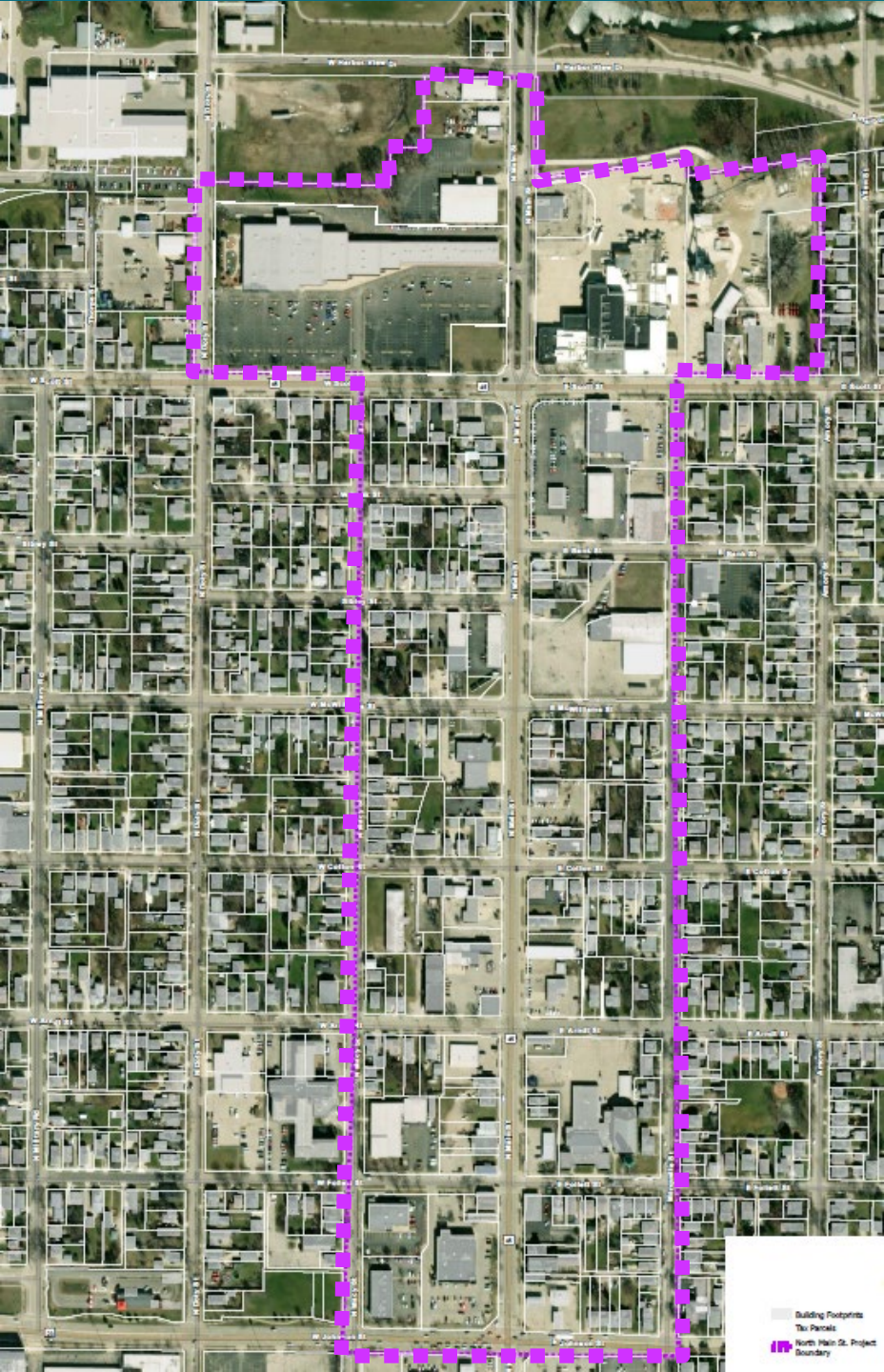


Interview Summaries

Key Factors Discussed

- 1. 151 Bypass reduced marketability in the corridor**
- 2. Except for Lakeside Park, nothing to draw a person past Johnson Street**
- 3. Former Saputo Site opportunities**
 - Event Center (but, need more than that to sustain interest/patrons)
 - Ethnic / Local food establishments with the ability to park near entry (unlike the downtown)
 - Inland Marina
 - Grocer-type establishment
 - Events Needed
 - Family-friendly - Something to complement Children's Museum

Vision + Goals



VISION STATEMENT

*A corridor that **becomes a destination** that **complements** the **Downtown District** and **Lakeside Park**.*

Preferred uses include a public destination spot, unique/ethnic restaurants, specialty shops, and increased housing options.

GOALS

1. **Sense of place.** *The corridor should have a unique and identifiable sense of place that reflects its locational advantages, incorporating elements that celebrate this segment of Main Street as the:*

“Gateway to Lakeside Park”

2. **Enhance connectivity.** *Thoughtful connections should be made for all modes of transportation both within the corridor and to surrounding neighborhoods and destinations.*

GOALS

3. Ensure cohesive development.

Future development should enhance the aesthetic of the corridor, while respecting and complementing the adjacent neighborhood(s).

4. Support business development.

Technical and financial assistance should be provided to support existing businesses in the area, including creating opportunities to grow locally owned businesses.

5. Increase Housing Opportunities.

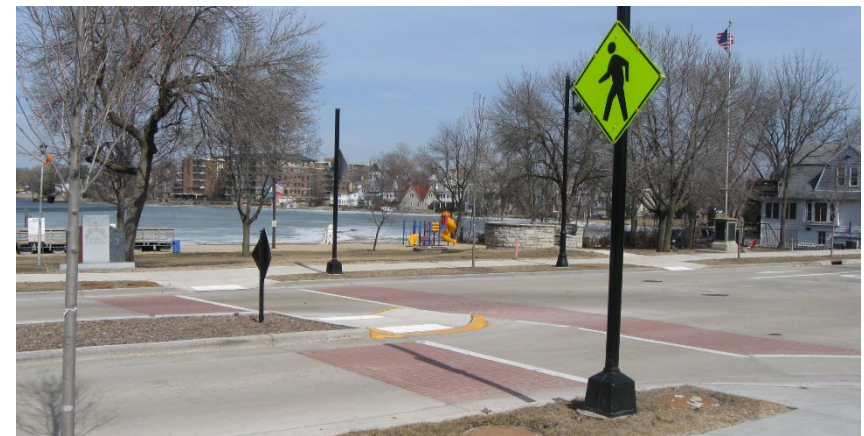
Providing housing for all income levels supports well balanced neighborhoods and increases activity along the corridor and sales/demand for businesses.

PLACEMAKING

Creating a sense of place.

“Gateway to Lakeside Park”

- ***Banners celebrating park amenities/activities.***
- ***Incorporate medians to:***
 - *enhance the corridor*
 - *slow traffic & provide pedestrian refuge*
 - *nod to the Lakeside Park entry boulevard.*
- ***Colored Concrete Crosswalks at:***
 - *Scott, E Bank (north), McWilliams, Follett*

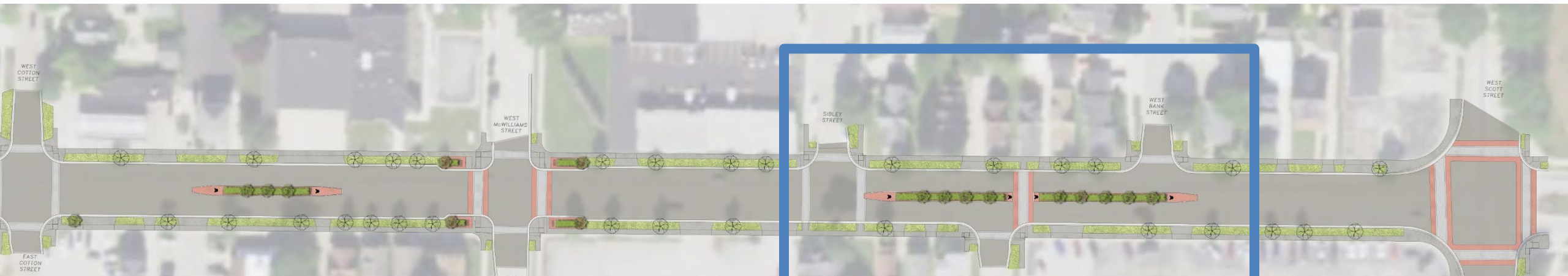


PLACEMAKING

Creating a sense of place.

“Gateway to Lakeside Park”

- ***Incorporate midblock medians between:***
 - W. Bank to Sibley
 - McWilliams to Cotton
 - Cotton to Arndt
 - Arndt to Follett



PLACEMAKING

Creating a sense of place.

“Gateway to Lakeside Park”

- **Intersection Improvements at:
Follett Street + Mc Williams Street**
- Space for a tree, raised planter, bench and/or other potential features (e.g., bike rack, trash, etc.)

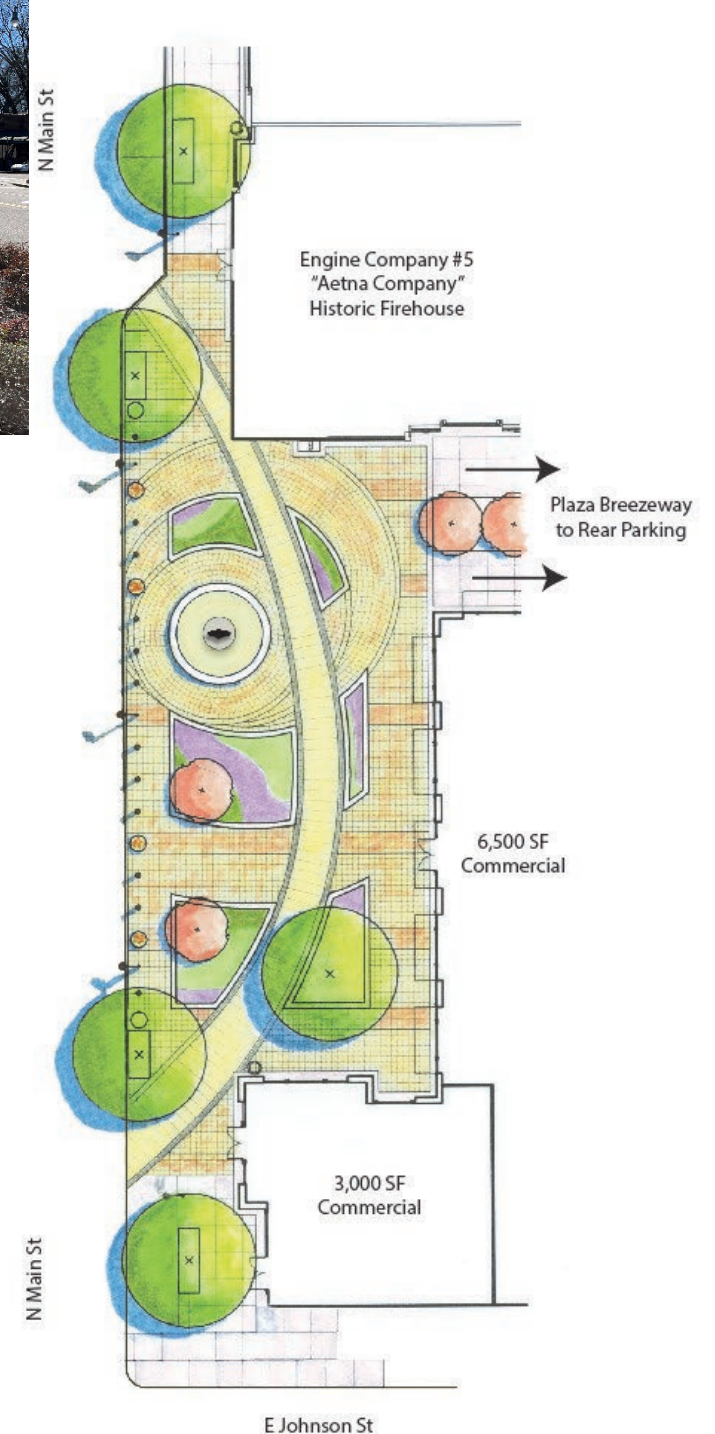


PLACEMAKING

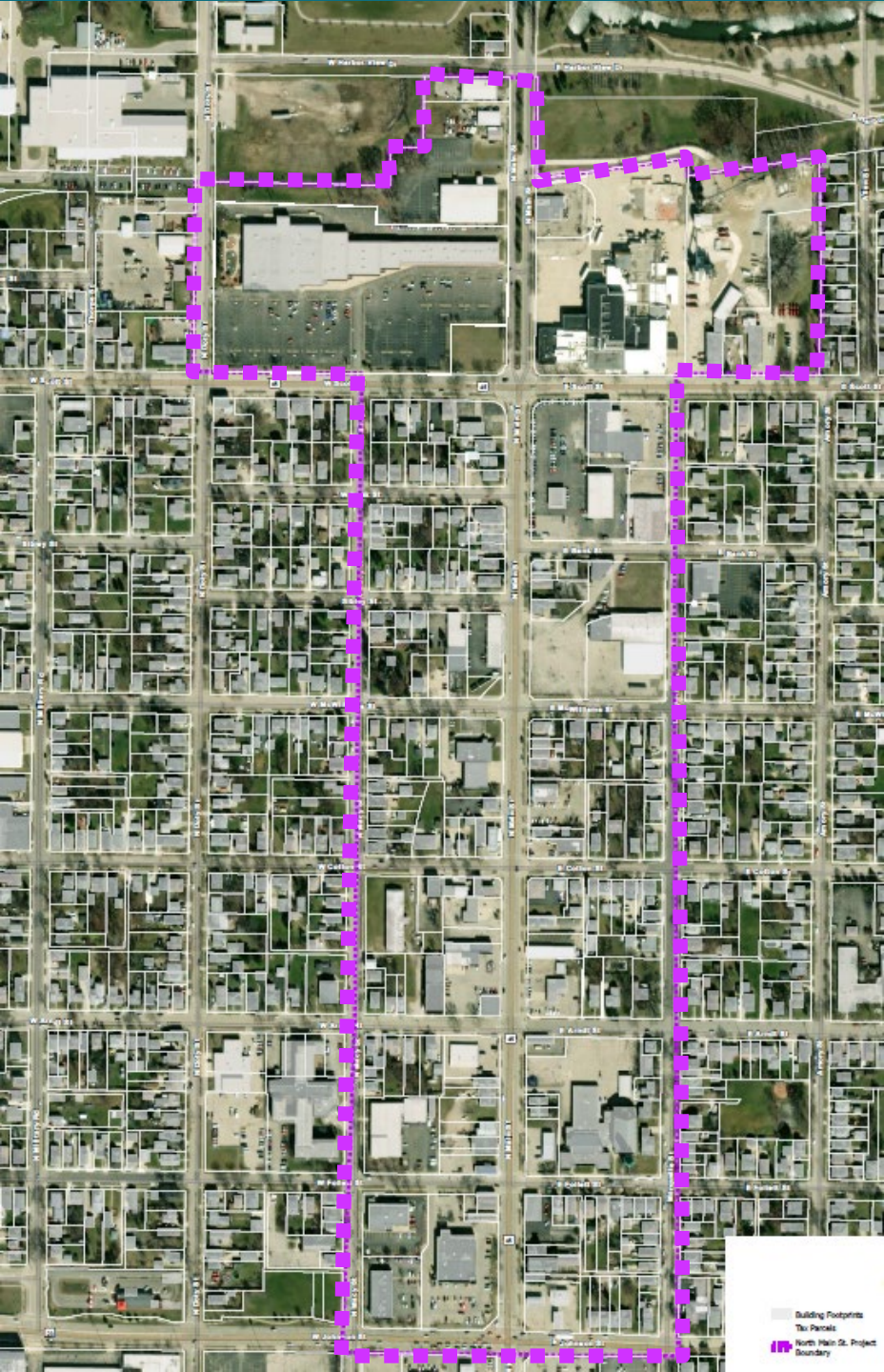
Creating a sense of place.

Plaza Space

- ***Provide reason to stop and enjoy the corridor.***
- ***Celebrate and enhance existing historic asset.***
- ***Increase marketability for commercial development.***



Redevelopment Opportunities



Building Footprints
Parcel
North Main St. Project Boundary

REDEVELOPMENT OPPORTUNITIES

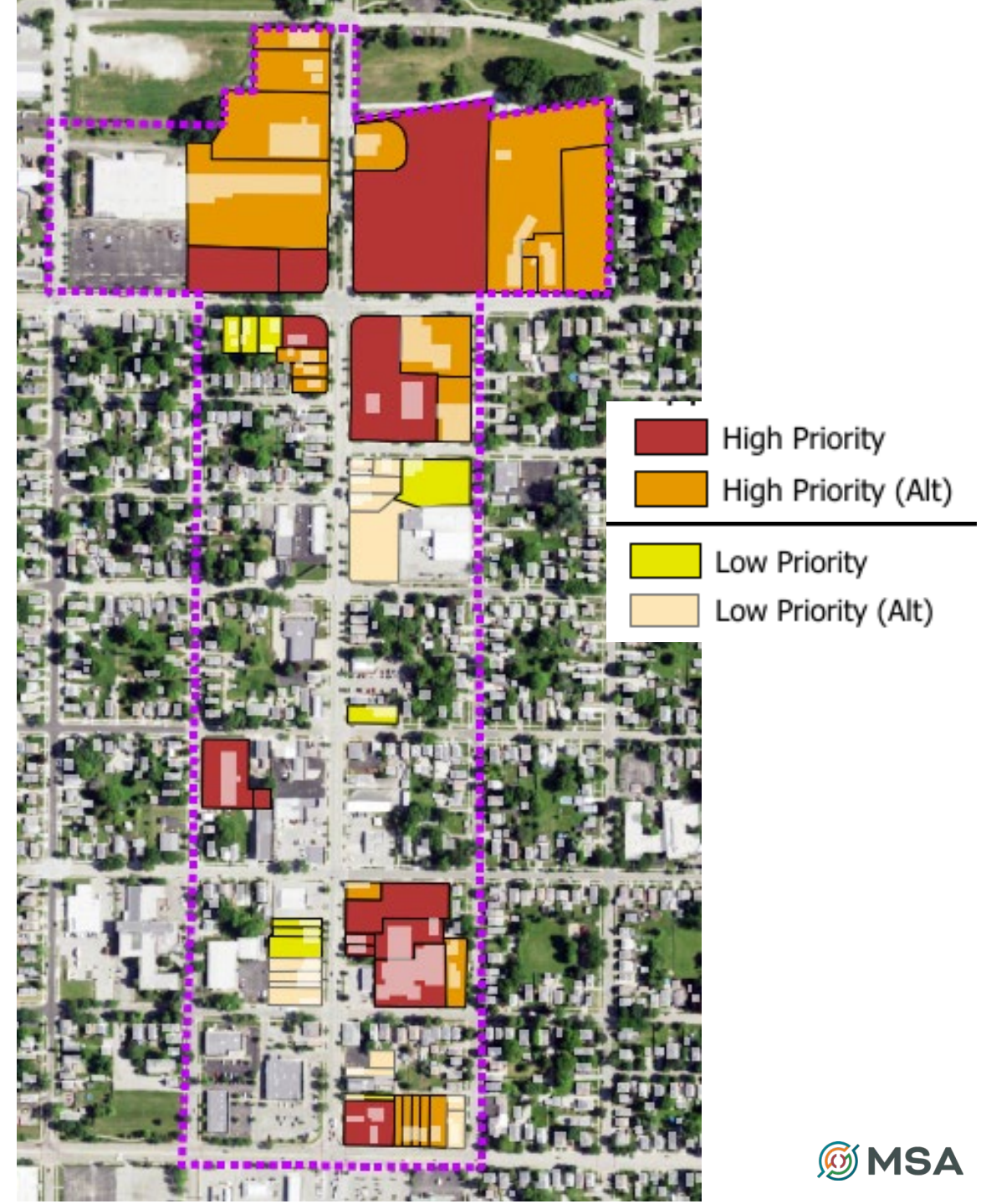
Considers potential properties that may provide catalytic projects due to low (to no) value, location and size.

High Priority are buildings/sites that are **open land and blighting influences** (many w/ major improvements needed).

High Priority (Alt) are properties that could be consider to **increase the development potential of adjacent High Priority sites**.

Low Priority are building/sites that are **low value and/or incompatible uses**.

Low Priority (Alt) are properties that could be considered to **increase the development potential of adjacent Low Priority sites**.

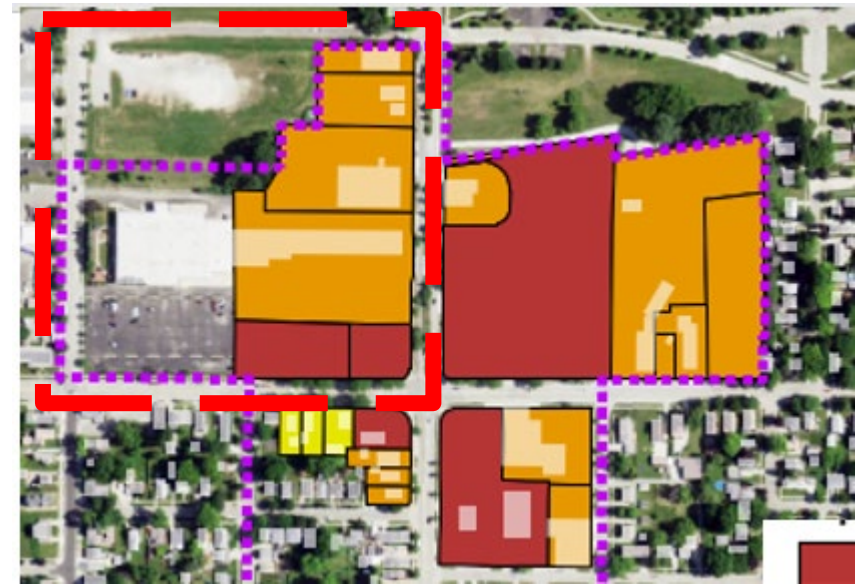


PRIMARY REDEVELOPMENT SITES

Creating a sense of place.

Northwest Corner (shopping center + open land)

- *Some vacancy and open land (reduced marketability)*
- *Too much parking (potential redevelopment)*
- *Along primary roadways w/ great visibility*
- *At the entry to Lake Side Park*



PRIMARY REDEVELOPMENT SITES

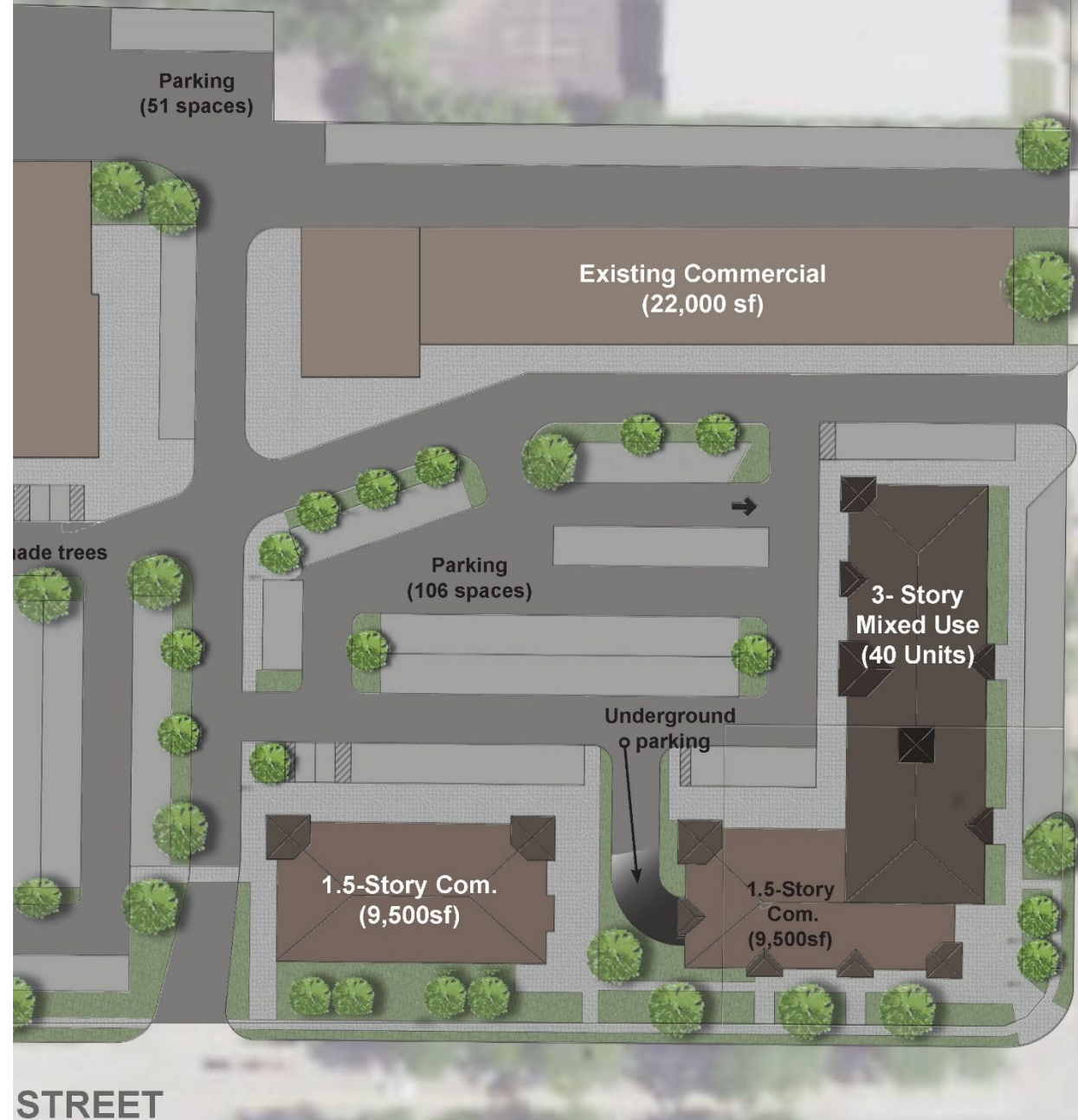
Northwest Corner of Main/Scott

- **3-Story Mixed Use:**
Commercial along Scott Street
- **1.5-Story Commercial**

** Removal of portion of vacant space to allow for further subdivision of the building + access additional parking along the back*



PRIMARY REDEVELOPMENT SITES

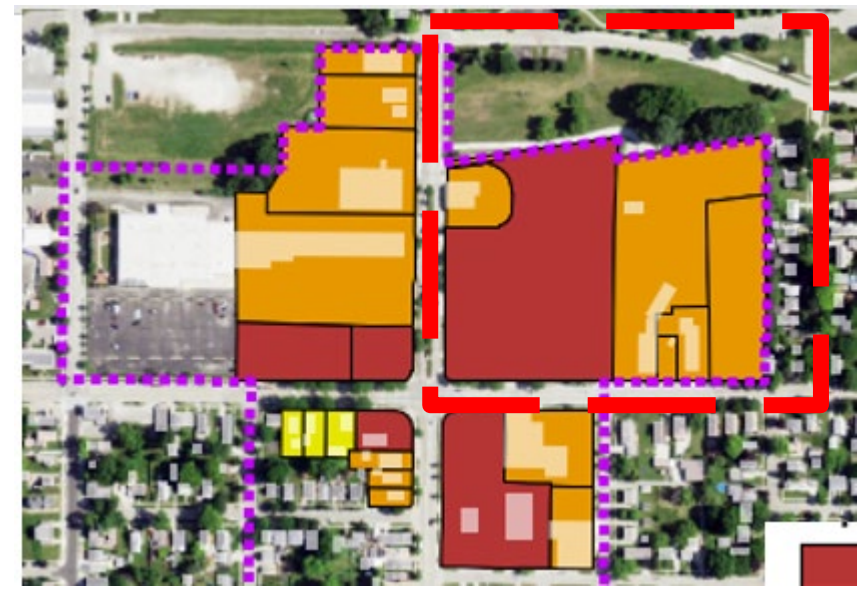


PRIMARY REDEVELOPMENT SITES

Creating a sense of place.

Northeast Corner (former Saputo Site + Lycon Inc.)

- *City-owned property cleared (ready for development)*
- *Lycon Inc. (potential future redevelopment)*
- *Along primary roadways w/ great visibility*
- *At the entry to Lake Side Park*



PRIMARY REDEVELOPMENT SITES

Creating a sense of place.

Northeast Corner

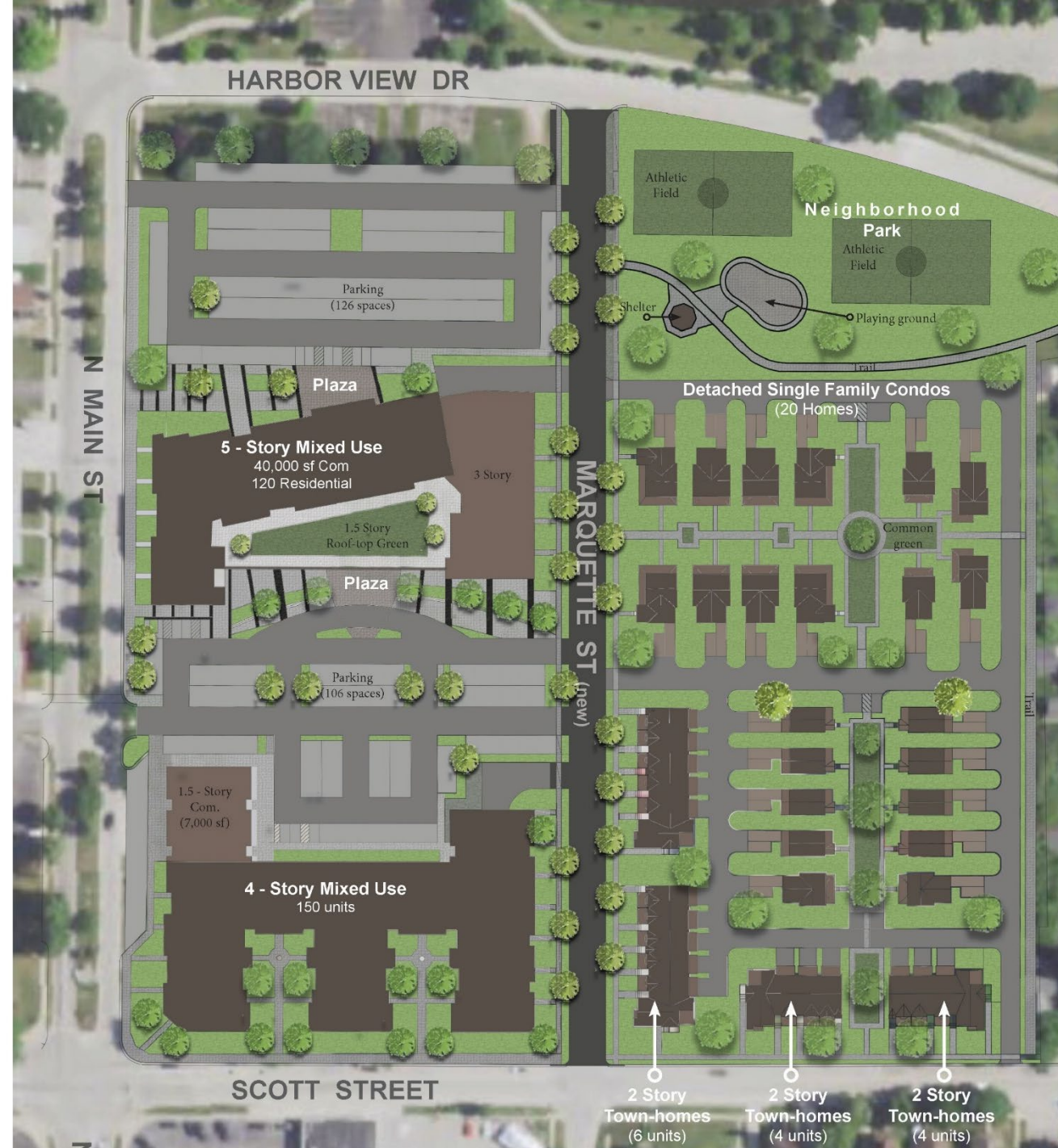
Create an activity node "sub district"

West Development

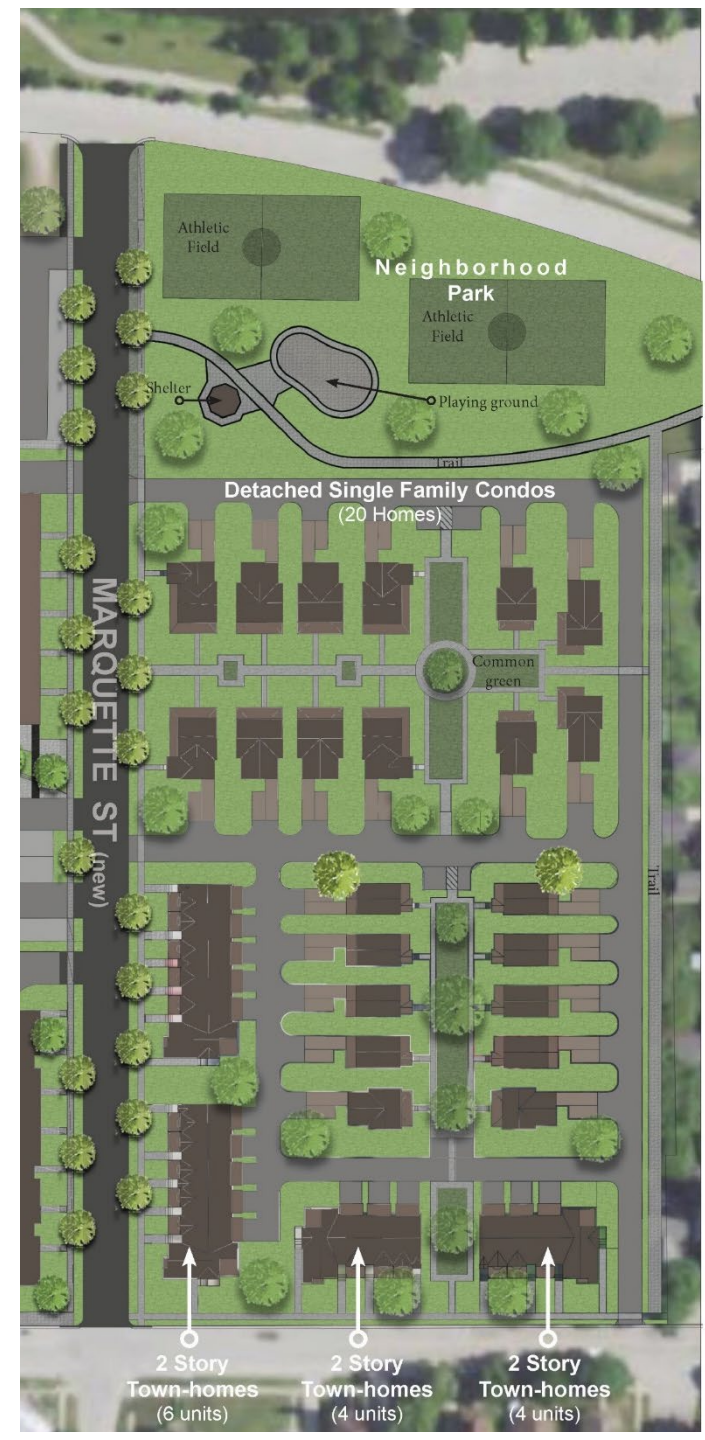
- **Building on Scott:** Mostly Residential with commercial component along N Main (7,000 SF)
- **Building towards Harbor View:** Varying building heights with **40,000 SF ground floor Public /Commercial Use** w/ rooftop green for residents

East Development

- **Detached Single-Family Condos**
- **Neighborhood Park**



PRIMARY REDEVELOPMENT SITES



Questions?

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