LOOP LANDSCAPE

FOND DU LAC

WISCONSIN

Master Plan

July 2017

MSA PROFESSIONAL SERVICES

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

ACKNOWLEDGMENTS

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Made possible by:
Grande Cheese

Consultant Team

MSA PROFESSIONAL SERVICES
ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

FOND DU LAC Loop

CONTENT

02 **Acknowledgements**
Resoltion

07 **Overview**
Introduction | Plan Purpose
Planning Process
Document Review

12 **Existing Conditions**
Natural Resources
Local Attractions and Destinations
Trail Corridor Character
Infrastructure & Adjacencies
SWOT Analysis

26 **Master Plan**
Overall Loop Landscape Master Plan
Focus Area Plans
- *Quic Frez Site, New Park*
- *Hamilton Park*
- *Gateway Plaza*
- *Underpass Park, New Park*
- *Lakeside Park, Lighthouse view*
- *Downtown River Trail, Sculpture Park*

38 **Placemaking**
Districts
- *Lake District*
- *Downtown District*
- *Maker District*
- *Ledgeview District*

Bike Loop Signage
Loop Trail Art Sculpture

66 **Recommendations**
Implementation Action Plan
Funding Opportunities

A-B **Appendices**
A: Loop Signage Presentation
B: Map Book

RESOLUTION

NO. 8689
Adopted 7/12/2017

FILE NO. 2017-76

RESOLUTION NO. 8689

A RESOLUTION APPROVING THE FOND DU LAC BIKE LOOP LANDSCAPE MASTER PLAN

WHEREAS, the Director of Public Works gave a presentation at the July 12, 2017 City Council Meeting on the proposed Bike Loop Landscape Master plan and solicited input from City Council and the public., and

WHEREAS, at the meeting, Director Skiff and Landscape Architect Sarah McDonald, of MSA Professional Services, presented a PowerPoint overview of the Landscape Master Plan. The Proposed Plan has been available for public review on the City of Fond du Lac's website for several weeks and will continue to be available online there, and

WHEREAS, this plan is intended to provide a vision for – and technical support of – improvements along the Loop. Endorsing this plan does not commit the City to future design or budgeting constraints.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Fond du Lac that Council endorses the Fond du Lac Bike Loop Landscape Master Plan created by Sarah McDonald and MSA Professional Services and made possible by the financial support of Grande Cheese.

ADOPTED:

JUL 26 2017

Karyn Merkel, President
Fond du Lac City Council

Attest:

Margaret Hefter, City Clerk

City Attorney:
Reviewed

EXECUTIVE SUMMARY

The City understands the value and unique potential of the Loop and the many community assets within close proximity. You have initiated numerous efforts to strengthen your assets and infrastructure and have made significant investment. In order to capitalize on the potential of the Loop you recognize the need to integrate and coordinate multiple efforts.

This Fond du Lac Loop Landscape Master Plan highlights existing conditions and provides an analysis of strengths, weaknesses, opportunities and threats within the Loop area. Those findings informed the development of the goals, objectives, principles and recommendations provided in this report. Specific recommendations are provided for a series of coordinated and incremental public and private sector captial, operational, and policy improvements that will unlock the full potential of not only the Loop but the Fond du Lac region.

We recommend that you adopt and implement the Loop Landscape Master Plan which sets to:

- Provide an environment that is safe and comfortable
- Connects the community
- Provides connection to place and creates an experience
- Connects with nature
- Continues to meet evolving recreation needs
- Creates awareness and education
- Has aesthteic value
- Capitalizes on public-private partnerships
- Utilizes available funding opportunities
- Has unique landscape character

Master Plan

While the master plan provides recommendations for the loop as a whole, it also showcases visionary ideas for the redevelopment or enhanement of six selected focus areas; Quic Frez, Hamilton, River Trail Gateway Plaza, Underpass Park, Lakeside Park Lighthouse View and Downtown Sculpture Trail. These areas were selected to serve as high impact, catalytic projects that could build excitement about the Loop.

Placemaking

The Master Plan revolves around the idea and approach to improving a community, by placemaking. The graphic plan aims to visually connect users to each trail segment and surrounding character, while complimenting the existing wayfinding signage color pallette. Landscape improvements aim to enhance the goals of placemaking. Plant recommendations, resources and partnerships are included. Overall Loop placemaking improvements are organized by district.

Implementation Action Plan

The Loop Landscape Master Plan describes a series of correlated captial improvement, land improvements and development, operational imporvements and public policy improvements that, when executed will generate momentum.

The LOOP!

Fond du Lac can have offer a unique experience to residents and visitors. Together, you can establish the Loop as a premiere recreational trail network with strong connections, consistent character and a series of support attractions that contribute to a strong sense of place and expression of local natural resources, history, culture and art.

"IF YOU PLAN FOR CARS AND TRAFFIC, YOU GET CARS AND TRAFFIC. IF YOU PLAN FOR PEOPLE AND PLACES, YOU GET PEOPLE AND PLACES."

-WILLIAM H. WHYTE

OVERVIEW

INTRODUCTION | PLAN PURPOSE

The Loop is an exceptional asset for the City and significantly contributes to the quality of life in Fond du Lac. The Landscape Master Plan for the Loop will enhance local pride and create a unique sense of place for both residents and visitors.

Fond du Lac realizes the importance and benefits of completing a well-branded, cohesive Loop master plan and Placemaking initiative to fully realize the benefits the Loop can bring to the City. This plan intends to guide the continual improvement of the Loop and its connection to downtown assets. The plan envisions a uniformly branded trail system that connects those who live, work and play in Fond du Lac to some of the City's greatest attractions.

This plan identifies an overall master plan for the Loop as well as six focus area site plans that we feel can serve as catalytic projects that will further the vision not only for the Loop but the City. The plan also details Placemaking strategies for each trail segment. Suggestions for landscape improvements, educational signage, bike signage and trail art are also provided.

Photo Credit: Nick Musson

OVERVIEW

PLANNING PROCESS

In early 2017, the City contracted with MSA Professional Services, Inc. and ZEBRADOG to prepare the Fond du Lac Bike Loop Landscape Master Plan. Preparation of this plan occurred over a seven month period.

The process began with a review of City documents associated with the Loop to identify existing recommendations and planning that has already been completed. The preliminary design phase included a programming workshop/ charrette to brainstorm initial ideas as well as a visual inspection of trail segments and critical sites. The schematic design phase included creating an overall landscape loop character plan, landscape improvements, focus area site plans and planting recommendations. Preliminary designs were reviewed and edited for final review.

DOCUMENT REVIEW

The City of Fond du Lac has already taken action in evaluating existing conditions and determining needed improvements to the Loop through various planning efforts. Plans and documents are listed below and elements that relate to the Loop effort are summarized along with related recommendations.

City of Fond du Lac Bike & Pedestrian Plan (2013)

One of the primary initiatives in the plan is to create a 15-mile loop that circles Fond du Lac. The plan offers improvement to infrastructure, communication and marketing of the Loop. Some of the projects for key legs of the loop include:

Camelot Trail:

- Grade for and construct a bike trail that is consistent with the future street between Martin and Camelot.
- Construct a bike trail along the east and north sides of Camelot Drive. Improve the width and surface of the existing Ledgeview Trail.
- Place sharrows on Mihill to connect Camelot to Pioneer.
- Extend the Pioneer Road Trail between Main Street and Mihill or even further east to the railroad tracks.

Link to Brooke Street Trail:

- Stripe lanes.
- Paint sharrows.
- Install signage.

Brooke Street Trail:

- Update safety signage along the route.
- Widen the curb cut at Military Road.

Lakeside Park Trail:

- Create a safe crossing of Scott Street at Brooke.
- Use on-street markings or a new trail to direct bicyclists along Water Street north of Scott.
- Obtain right of way to continue the trail along the Fond du Lac River.
- Construct a path along Winnebago east from Frazier Point toward the Pavilion, then crossing Promen Drive to Fountain Island.
- Existing trails would be used to cross east to Oven Island, south to Baseball Island, and then east again to Park Avenue.
- Construct a multi-use trail on the east side of Park Avenue to connect with the existing Harbor View Trail.
- On the east end of the Park, crosswalks, curb cuts and signage are needed to direct bicyclists to use paved, striped outside lanes on Winnebago Drive to reach the Peebles Trail, while pedestrians would be directed to the sidewalk on the south side of the road.
- A future project could extend an off-street trail on the north side of Winnebago Drive. A more direct route could extend the Peebles Trail further west along the same abandoned railroad corridor, directly into Lakeside Park.

City of Fond du Lac Recreation Plan (2015-2019)

One of the objectives of the plan is to enhance bicycling and pedestrian opportunities through completion of the "Fond du Lac Loop" and other identified bicycle and pedestrian projects. The 2013 Bike and Pedestrian Plan is referenced. The Recreation Plan also mentions several historic sites within the City and makes recommendations for existing and future parks along the Fond du Lac Loop:

Lakeside Park East:

- Develop a master plan for the park.
- Better utilize Tack Oil property.
- Explore adding parking.
- Replace trees that have been removed from under power lines.
- Enhance boat launch facilities and boat launch parking.

Hamilton Park:

- Add small picnic shelter

Franklin Park:

- Resurface basketball court.
- Purchase commercial property to the south, demolish building, and add property to the park.
- Add accessible paths to the playground and basketball court.

Potential green space:

- Vacant Quic-Frez site.

Photo Credit: Nick Musson

OVERVIEW

DOCUMENT REVIEW (CONT.)

Envision Fond du Lac (2016)

The plan emphasizes the importance of the Lake Winnebago, the Fond du Lac River and the downtown. One strategic objective in the plan included making Lakeside Park the crown jewel of the region. Related action items include:

- Implement the Lakeside Park plan.
- Better link Lake Winnebago's lakeshore, Lakeside Park, and downtown through complete streets practices as well as by expanding and extending the existing bicycle trail network.
- Examine potential to create major visitor destinations on Lake Winnebago that recognize and celebrate Fond du Lac's heritage and connection to boating and watersports.
- Consider establishing development incentives to promote the redevelopment of the Johnson Street corridor to promote a mix of uses.

Another strategic objective of the plan is to make the riverfront a major priority for redevelopment over the next generation and integrate it into planning and budgeting efforts. Related action items include:

- Conduct a river corridor design plan to establish the corridor as a community asset and gathering space.
- Emphasize a "loop" of connectivity between the riverfront, lakeshore and downtown.
- Evaluate the potential to establish brownfield destinations along the river corridor.
- Evaluate the potential use of form-based zoning codes and trail development exactions for the riverfront corridor.

The plan also envisions downtown as part of the center of life for residents and employees in the community. Related action items include:

- Develop an updated downtown master plan.
- Work with colleges/universities to locate student housing downtown
- Approach regional employers and examine potential job growth and locating future operations downtown.
- Redevelop Retlaw Hotel.
- Identify and promote development incentives.
- Focus on population and employment density downtown.
- Evaluate a downtown kitchen incubator space.
- Library and arts districts become hubs for community programs.
- Develop a new downtown special event or festival.
- Consider launching a "shop small" program.

Lakeside Park Master Plan (2017)

The Lakeside Park Master Plan is currently in the process of being completed as of April 2017. The plan focuses on upgrading an existing pavilion to become a new Hub in the northeast portion of the Park. The Hub would contain meeting space for up to 200 people, kitchen areas, year-round restrooms, patio space, a location for food trucks, a central exhibit area with a balcony overlooking the lake, and an expanded area for concessions. The Hub is planned to be completed before Walleye Weekend 2020. The plan also proposes adding a temporary pier (for fishing and transient boat slips) due north of Fishermen's Pier. Other elements of the plan include a bridge connecting Lakeside Park and Lakeside Park West, boardwalks and viewing platforms to Supple Marsh, an amphitheater, splash pad, skating rink, small shelter and other shelter repairs.

City of Fond du Lac Downtown Exploratory Committee Report (2016)

The Downtown Exploratory Committee Report examines the challenges faced by Downtown Fond du Lac. One of the goals in the report is to invest in the arts and entertainment district and bring "pop up" opportunities such as weekend events and festivities and permanent and temporary art exhibits to underutilized spaces in downtown. Another goal is to improve landscaping and streetscape amenities at pocket parks and historic buildings downtown to improve visual appeal. A specific related recommendation is to draw people to Hamilton Park though engaging landscaping, the creation of gathering spaces, a walking bridge over the river to connect from Macy Street to Hamilton Park,

partnering with the Library to create a family-friendly gathering space and purchasing and installing permanent tree lighting.

Fond du Lac County Physical Activities Directory

Fond du Lac County Department of Social Services offers a Community Resource Directory that includes information for residents on recreation, education, childcare, financial assistance, housing, food, health, legal, mental health, transportation and other. The recreation section includes contact information and an overview of programs offered at the Aquatic Center, Children's Museum of Fond du Lac, Fond du Lac School District Recreation Department and YMCA.

Fond du Lac Historic Preservation

The Fond du Lac Historic Preservation Commission offers a brochure for self-guided walking tours of Lakeside Park. Highlights of the tour include the carousel, bandstand, lighthouse, Soo Line engine, Fountain Island Bridge, Street Car Waiting Station and the Spanish-American War Monument, "The Hiker". They also offer brochures for self-guided walking tours of Fond du Lac's downtown and churches. The Fond du Lac Historic Preservation Commission has created a Local Historic Designation Booklet which offers descriptions of 66 local landmarks that have been historically designated by the Fond du Lac Preservation Commission. In addition, the Historic Preservation Commission recently completed a survey of historical and architectural resources within the City. Of the resources surveyed, three historic districts and forty-four individual properties were considered for National Register eligibility. Some of these potential resources are located along the Fond du Lac trail including the Lakeside Park lighthouse and bandstand as well as two properties on Brooke Street.

EXISTING CONDITIONS

CONTEXT

Location & Regional Context

The City of Fond du Lac is located in north central Fond du Lac County in east-central Wisconsin. Fond du Lac is approximately 80 miles northeast of Madison, 70 miles northwest of Milwaukee and 77 miles southwest of Green Bay. Fond du Lac is located directly south of Lake Winnebago, Wisconsin's largest inland lake. Lake Winnebago gives residents and visitors opportunities to enjoy fishing, boating, swimming, windsurfing, snowmobiling and ice fishing.

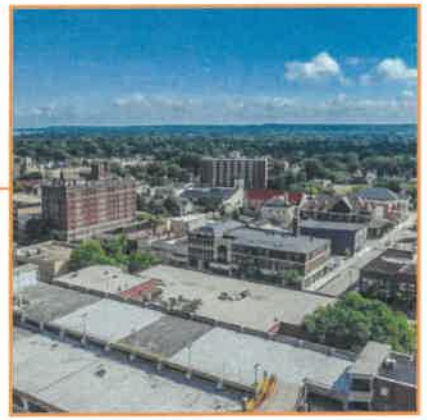


Photo Credit: Nick Musson

EXISTING CONDITIONS

NATURAL RESOURCES & RECREATIONAL OPPORTUNITIES

Ecological Landscape

Fond du Lac is located within the Southeast Glacial Plains Ecological Landscape which is roughly located in the southeastern portion of the State and encompasses 7,725 square miles. The primary landforms in this landscape are glacial till plains and moraines formed during Wisconsin's glacial period. Another defining feature of this landscape is the dolomite cliffs from the Niagara Escarpment. Fond du Lac County also includes extensive drumlin fields. Drumlins are small hills that were formed during glaciation and are typically made of clay. Soils in the region are primarily lime-rich till soils overlain in most areas by a silt-loam loess cap.

Plant Hardiness Zone

The City of Fond du Lac is part of the US Department of Agriculture (USDA) Cold Hardiness Zone 4b. Plant hardiness zones are used to determine which plants are most likely to thrive in a particular location. Zone 4b's average annual extreme minimum temperature is -20 to -15. Plantings included in this plan are all considered appropriate for Zone 4b.

Existing Trails

Within the City of Fond du Lac The Loop is comprised of five existing trails: Lakeside Trail, Brooke St. Trail, River Trail, Pioneer Trail and Camelot Trail. Lakeside Trail is in Lakeside Park and provides a recreational trail along Lake Winnebago. The Brooke St. trail is a former railroad bed that runs through the heart of the City. River Trail is adjacent to the Fond du Lac River downtown. Pioneer Trail is a trail that runs adjacent to Pioneer Road. Camelot Trail extends from Martin Ave. to Main St. In addition to these trails, the Loop also incorporates Peebles Trail and Prairie Trail, however they are managed by Fond du Lac County and therefore are not included in the scope of this report.

Watershed

The City of Fond du Lac is located within the Fond du Lac River watershed. The watershed is rated "poor to good" by WDNR primarily due to high levels of sediment and nutrients in the water primarily due to stream/wetland ditching; barnyard runoff; stream bank grazing; cropland; and urban non-point source pollution. Approximately 70% of land in Fond du Lac County is being used for agricultural purposes.

Fond du Lac River

The west and east branches of the Fond du Lac River (and tributaries) are found in the City. These waterways eventually discharge into Lake Winnebago. The Fond du Lac River is listed as an impaired waterway on the Wisconsin Department of Natural Resources (WDNR) 2016 draft list of impaired waterways. The Fond du Lac River is listed as impaired due to nonpoint source pollution (high phosphorus) and contaminated sediments from PCBs and unspecified metals. WDNR specifies that a Total Maximum Daily Load (TMDL) should be established for the River. A TMDL establishes the maximum amount of a pollutant allowed in the waterbody and is a key element of developing a plan to improve water quality. While there are certainly challenges with water quality the river is an asset to the community and winds through several key attractions including the Quic Frez site, Hamilton Park and Downtown before discharging into Lake Winnebago.

Lake Winnebago

Lake Winnebago is an approximately 132,000 acre inland lake that has a maximum depth of 21 feet. The lake is classified by WDNR as "An Area of Special Natural Resource Interest" (ASNRI). An ASNRI is an area that may have special sensitivity or is of ecological significance. Fish that can be found in the lake include panfish, walleye, sturgeon, catfish, largemouth bass, smallmouth bass, musky and northern pike. Lake Winnebago is listed on WDNR's 2016 draft list of

impaired waterways due to nonpoint source pollution (high phosphorus and sediment) and contaminated sediment (from PCBs). Creation of a TMDL is also needed for Lake Winnebago.

Lakeside Park

Lakeside Park is located directly south of Lake Winnebago and is comprised of Lakeside Park East and Lakeside Park West. The combined acreage of the park is approximately 407 acres. Existing recreation facilities include a lighthouse, trails, fishing, restrooms, concessions, gazebos, carousel, train rides, playgrounds petting zoo, covered bridge, water fountain, soccer, baseball, volleyball, fitness circuit, picnic tables, pavilion, shelters, grills, canoe rentals, boat launches and public marina. A master plan is currently being completed for the park which will add amenities such as a meeting space "Hub", boardwalks, viewing platforms, a splash pad, and more. This plan will be completed in 2017. Lake Winnebago and Lakeside Park are central to local culture and pride. The park is home to Walleye Weekend, a three day event with three stages of free live music, attractions, exhibitors and vendors, tournaments and good eats.

Other Parks

In addition to Lakeside Park, the City has 21 additional parks. Together these parks total an additional 172 acres:

- Adelaide Park
- Buttermilk Park
- Ledgeview Center
- McDermott Park
- Taylor Park
- Brookfield Park
- Paul Butzen Memorial Park
- Franklin Park
- Hamilton Park
- Hucks Bellevue Park
- Jefferson Park
- Lalier Park
- McKinley Park
- Playmore Park
- Russell Park
- Catherine Whittier Lewis Park
- James "Maggie" Magellas Park
- Colwert- Edward Park
- Cardinal Park
- Downtown/North Main St.
- Downtown/South Main St.

Bird City

In 2012 the City of Fond du Lac joined the ranks of upwards of 100 cities designated as a "Bird City" by Bird City Wisconsin. According to Bird City Wisconsin, a "Bird City" is a community whose government educates citizens about birds and implements sound conservation practices to preserve and enhance bird habitats within their borders. Fond du Lac's Comprehensive Plan, park plans and annual City Council resolutions all include goals of developing and preserving habitat for birds and other wildlife.

Bee Friendly

In 2017 The City of Fond du Lac understands the importance of protecting our pollinator population and has adopted a Keeping of Honeybees Ordinance (Ordinance NO 3581) by permit.

EXISTING CONDITIONS

LOCAL ATTRACTIONS & DESTINATIONS (PEOPLE SPACES)

The Urban Planner, Kevin Lynch, identified five elements that help people make mental maps, these include paths, edges, districts, nodes and landmarks. For the purpose of this evaluation we have identified four districts: Downtown, Lakeside, Maker and Ledgeview. A district by Lynch's definition are: "Areas characterized by common characteristics, these are the medium to large areas, which observers mentally enter "inside of" and/or have common identifying character. Distinctive physical characteristics might include "thematic continuities,' such as texture, space, form, detail, symbol and building." For more information on each of the districts, see the Master Plan section of this report.

Within the City of Fond du Lac there are many attractions and destinations that draw locals and visitors alike. These sites include parks and open spaces, businesses, entertainment, retail and others. Within each of the districts identified below, a unique combination of destinations are offered that together define the experience that visitors will have. (Please note that this is not an exhaustive list, merely a sampling of the types of destinations found within each of these areas.)

Downtown District

- Restaurants
- Services and Shopping
- Arts, Culture, History, Entertainment
- City/County Government
- Fond du Lac YMCA
- Boys and Girls Club
- Parks
- Schools

Lakeside District

- Lakeside Park
- Fond du Lac Area Transit
- Children's Museum of Fond du Lac
- Saputo Cheese USA Inc
- Nafco
- RT Restorations
- Sadoff & Rudoy Industries

Maker District

- Mercury Marine
- Riley Electric Supply
- North Central Construction
- Regal Manufacturing
- Dvorak Plumbing
- Air Tech Heating, Inc.
- CBL Converting Biophile Labs
- Fond du Lac Highway Department
- Tetra Pak Cheese & Powder
- Parks

Ledgeview District

- Galloway House and Village Tours
- Business Park
- Parks
- Schools

Other Districts (Adjacencies)

- Fairgrounds District
- Mall District: (west of the loop)
- Campus District: (south of Pebbles trail, out of scope area)

Photo Credit: Nick Musson

FOND DU LAC

C'mon in.

EXISTING CONDITIONS

THE LOOP

The Loop is an approximately 15-mile long trail that circles Fond du Lac. It is comprised of existing on- and off-road trails including the following:

- Lakeside Park Trail is located along the shore of Lake Winnebago in Lakeside Park, which is the crown jewel of the Fond du Lac community
- Harbor View Trail is also located within Lakeside Park, along the southern edge
- River Trail runs downtown along the Fond du Lac River for nearly two miles
- Brooke Street Trail is a former railroad bed that runs through the heart of the City
- Pioneer Road Trail runs from the intersection of Sullivan Drive to Martin Avenue
- Camelot Trail - runs from Martin Avenue to Main Street
- Prairie Trail (not included in current project area)
- Peebles Trail (not included in current project area)
- Winnebago Drive (not included in current project area)

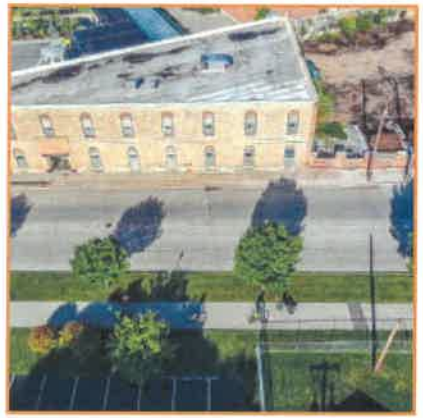


Photo Credit: Nick Musson

EXISTING CONDITIONS

TRAIL CORRIDOR CHARACTER

The character of The Loop varies drastically throughout its entirety, ranging from business park and residential in south Fond du Lac to industrial/residential and park in north Fond du Lac. In south Fond du Lac, portions of the Camelot Trail pass through the Ledgeview Corporate Center then through single-family residential, multi-family residential and commercial uses including Goodwill, Culvers, Pick 'n Save and others. Turning north, The Loop then passes through industrial uses including Mercury Marine, Land O'Lakes and North Central Construction. The Loop then passes through more single-family residential as it heads toward downtown Fond du Lac and becomes more urban. This portion of the trail passes alongside the River and more dense development. Further north of downtown the trail passes through single-family residential and more industrial segments. Industries along this stretch include Fond du Lac Area Transit, Fond du Lac Wastewater Treatment, and RT Restorations. The next portion of the trail, which is furthest north, goes through Lakeside Park which offers a variety of recreational amenities and access to Lake Winnebago.

The trail passes through the following eight distinct zones that each give trail users a different experience (See Trail Character map on following page. For a full sized map see Appendix A: Map Book):

Urban - These segments are primarily located along the River Trail which travels through Downtown Fond du Lac. The trail travels alongside the river and in between more dense development as compared to the rest of the trail.

Residential - Residential segments primarily travel adjacent to or through single-family residential areas. There are a couple of multi-family housing units in these stretches.

Industrial - Industrial trail segments primarily travel adjacent to or through industrial uses and include large scale operations and warehouse properties.

Residential/Industrial Mix - There are several small segments where there is a mix of residential and industrial uses. In some cases these uses are separated by the street, in others uses alternate on a parcel-to-parcel basis.

Business Park - Portions of the Camelot Trail travel-on road through the Ledgeview Corporate Center development and transitions into an off-road park-like setting.

Commercial - Pioneer Road Trail passes through a variety of commercial uses including gas stations, restaurants, retail and businesses. This stretch also has two roundabouts, making it two of the three most difficult intersections for trail users.

Multi-Family Residential - Pioneer Road Trail passes through a variety of multi-family developments ranging from mobile homes to multi-story, multi-family apartment building developments. This section has a marked bicycle lane.

Lakeside Park - Lakeside Park Trail passes through Lakeside Park, the "crown jewel" of the community. This stretch is a nearly one-mile long stretch of Lake Winnebago, inner channels, the Marina, and other recreational amenities such as Baseball Island, grilling areas, volleyball courts and a fitness circuit.

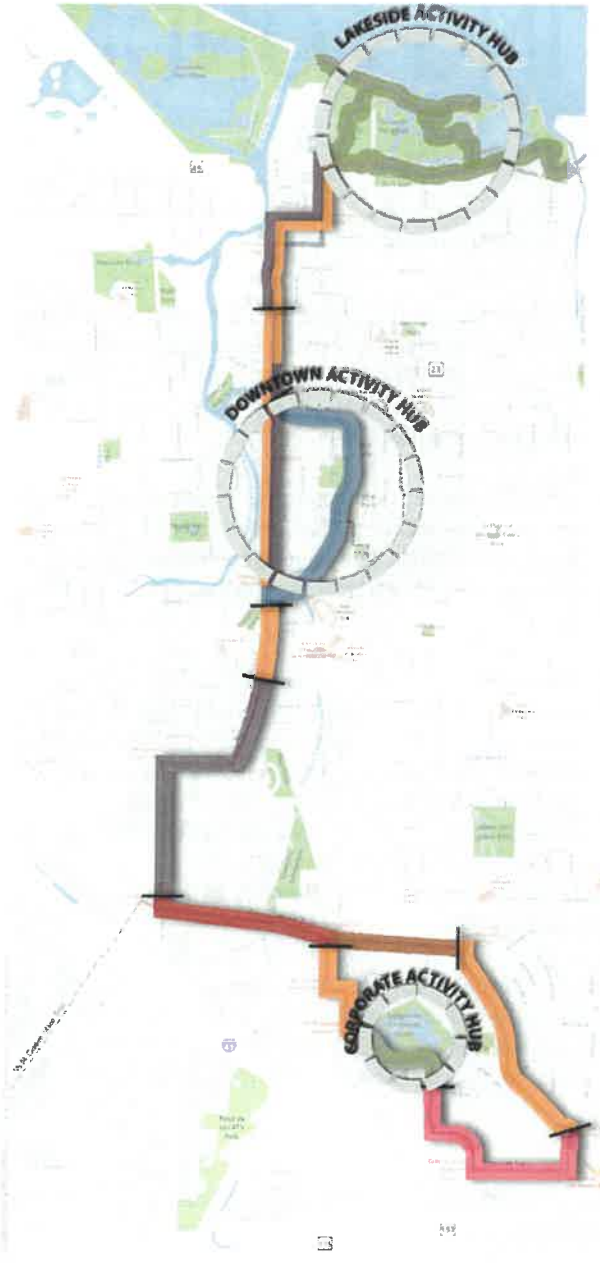
Zoning

The land within and adjacent to the project area falls into nearly all zoning classifications which include:

- C-1 Central Business District
- C-2 General Business District
- C-R Commercial-Recreation District
- M-1 Industrial District
- M-BP Industrial Business Park District
- O- Office District
- R-1,R-2 R-3, R-4 Residential Districts

Activity Hubs

There are three major activity hubs along the trail. These are areas that are focal points, or centers of activity where multiple attractions and destinations are located. Lakeside Park is a major attraction and draws people not only due to the setting but for community events and festivals. Downtown has many opportunities for shopping and dinning. The Corporate activity hub is a center of employment that draw potential user groups daily.



TRAIL CHARACTER

URBAN
Urban trail segments are primarily located along the River Trail which travels through Downtown Fond du Lac. The trail travels alongside the river and in between more dense development as compared to the rest of the trail segments.

RESIDENTIAL
Residential trail segments primarily travel adjacent to or through single-family residential areas. There are a couple of multi-family housing units in these stretches. The residential on Park Avenue is more suburban in character as compared to the residential on Brooke Street. The opportunities on Park Street for improvements are few, based on limited right-of-way and private property ownership. There are more opportunities along Brooke Street due to the increased size of the right-of-way.

INDUSTRIAL
Industrial trail segments primarily travel adjacent to or through industrial uses and include large-scale operations and warehouse properties. There are segments where the trail is both on-road and off-road.

RESIDENTIAL / INDUSTRIAL MIX
There are several small segments where there is a mix of residential and industrial uses. In some cases these uses are separated by the street, in others uses alternate on a parcel-to-parcel basis.

BUSINESS PARK
Portions of the Camelot Trail travel on-road through the Ledgeview Corporate Center development and transitions into an off-road park-like setting.

COMMERCIAL
Pioneer Road Trail passes through a variety of commercial uses including gas stations, restaurants, retail and businesses. This stretch also has two roundabouts, making it two of the three most difficult intersections for trail users.

MULTI-FAMILY RESIDENTIAL
Pioneer Road Trail passes through a variety of multi-family developments ranging from mobile homes to multi-story, multi-family apartment building developments. This section has a marked bicycle lane.

LAKESIDE PARK
Lakeside Park Trail passes through Lakeside Park, the "crown jewel" of the community. This stretch passes along the River, a nearly one-mile long stretch of Lake Winnebago, inner channels, the Marina, and other recreational amenities such as Baseball Island, grilling areas, volleyball courts and a fitness circuit.

EXISTING CONDITIONS

INFRASTRUCTURE

Trail Segments

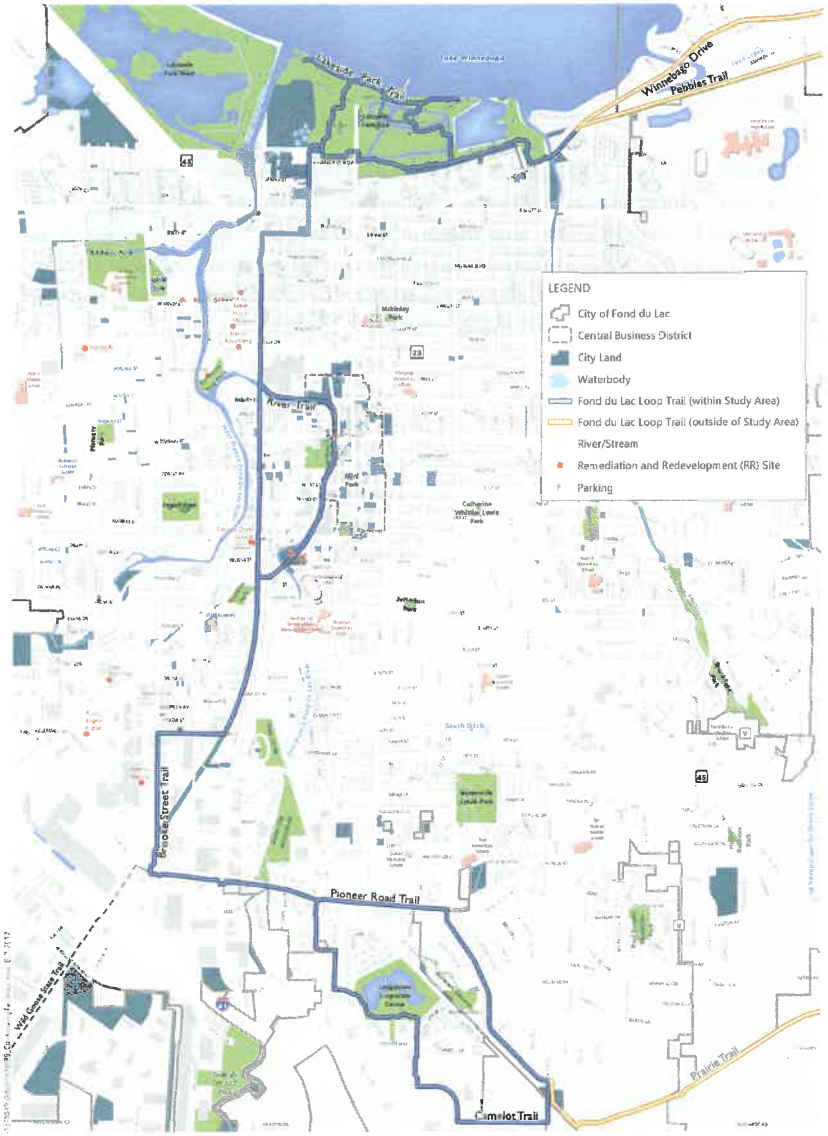
The Loop is comprised of both on-road and off-road stretches of trail. There are also a couple of trails (Wild Goose State Trail and a downtown trail) as well as bike routes that intersect with portions of the Loop to connect users to even more areas of the City. See Community Features & Facilities map to the right. For a full sized map see Appendix A: Map Book.

Along the Loop are a handful of major road crossings, where it is very important to consider safety issues as these locations can potentially be dangerous to trail users. Some of these safety issues can be addressed through landscape improvements and pedestrian crossing. Major road crossings along The Loop include:

- Camelot Tr and Martin Rd
- Park Ave and Martin Rd
- Park Ave and Pioneer Rd
- Camelot Tr and Camelot Dr
- Mihill Ave and Camelot Dr
- Southlake Ln and Mihill Ave
- Main St and Southlake Ln
- Pioneer Rd and Main St
- Hickory St and Pioneer Rd
- Dixie St and Hickory St
- Brooke Street Trail at Dixie St
- Brooke Street Trail at Military Rd
- Brooke Street Trail at Division St
- Sibley St and Brooke St
- Doty St and Scott St
- Main St
- Winnebago Dr

The Loop can be accessed from various locations throughout its route, there are however places where it is difficult to identify where the trail meanders, especially near the Ledgeview Center (Camelot, Pioneer and Brooke Street convergences) and where the Brooke Street Trail connects to the Lakeside Park Trail.

<u>On-Road Trail Segments</u>
Several stretches of the Fond du Lac Loop are located on-road. On-road portions of the trail are not separated from vehicle traffic. On-road portions include:



- Fond du Lac Wastewater Treatment facility at Water St to the intersection of Sibley St and Brooke St
- Intersection of Dixie St and Brooke St to intersection of Hickory St and Pioneer Rd
- Intersection of Pioneer Rd and Main St to intersection of Park Ave and Pioneer Rd
- Main St near Pioneer Rd to intersection of Milhill Ave and Camelot Dr

Off-Road Trail Segments

A majority of the Fond du Lac Loop is located off-road. Off-road portions include:

- Camelot Trail: from Martin Road to the intersection of Mihill Ave and Camelot Dr.
- Pioneer Road Trail: from intersection of Pioneer Rd and Main St to intersection of Hickory St and Pioneer Rd.
- Brooke Street Trail: from Dixie St to the intersection of Sibley St and Brooke St.
- River Trail: from Morris St and N Brooke St to approximately Auburn St and N Brooke St.
- Harbor View Trail: from Water St to intersection of Winnebago Dr and De Neveu
- Lakeside Park Trail: along the south shore of Lake Winnebago

Wild Goose Trail

The Wild Goose Trail comes through the southwest side of Fond du Lac and connects to Pioneer Road Trail at the intersection of Hickory St and Pioneer Rd. This is a 34-mile, crushed stone, rails-to-trails that extends through Oakfield and past Waupun before ending at Clyman Junction. This trail is maintained by Dodge and Fond du Lac counties.

Downtown Trail

There is an existing, unnamed trail downtown that overlaps with the east side of the River Trail. This unnamed trail is bounded on the east by N Marr St, on the south by 4th St, on the west by the River Trail and on the north by W Rees St.

Fond du Lac Loop Trail (outside of study area)

There are several portions of trail that are considered part of the Fond du Lac Loop, but are not included in the current study area. These include:

- Prairie Trail
- Peebles Trail
- Winnebago Drive

Loop Related Signage

The City has some branded loop related loop signage in place, however they appeared to be inconsistent, especially where the trail zigzags through a residential neighborhood north of Ledgeview. A group of trail users in Fond du Lac were able to get mile markers installed in portions of the loop, while these are a great idea they are quite small and difficult to locate.

Roads and Right-of-way

A portion of the Fond du lac Loop winds through a residential neighborhood. The City is limited to control of the existing right-of-way. The existing light pole locations are opportunities to introduce wayfinding by adding banners to existing poles. As roadways are being considered for improvement they also serve as opportunities for landscape beautification and best management practices and integration with the vision of the Loop.

Vehicular Access and Parking

There are no specific locations in Fond du Lac that are designated as parking for those who wish to use the trail. There is street parking located throughout the community and public parking lots in numerous locations downtown, of which many are convenient to accessing The Loop. Public parking lots are also located in Lakeside Park, including off of N Main St, on Oven Island, the shelter north of Promen Dr, Lakeside Park Marina, and several locations along Harbor View Drive. Some of these existing public parking lots may be good candidates as designated Park and Rides for those wishing to access the trail.

Railroads

The railroad intersects The Loop in three locations: E. Pioneer Rd, W. Pioneer Rd, and Matin Rd (near the Prairie Trail segment). These intersections also pose a potential safety risk to trail users.

EXISTING CONDITIONS

SWOT ANALYSIS

Based on the inventory and analysis of the Loop, existing plans and staff input, the following strengths, weaknesses, opportunities and threats have been identified. This SWOT analysis was used to generate goals and recommendations in the next chapter.

Strengths

- Established route/trail system
- Regional connectivity
- Natural resources and recreational opportunities
- Established Downtown wayfinding brand
- A variety of existing "Gems"
- City of Fond du Lac community/ community pride

Weaknesses

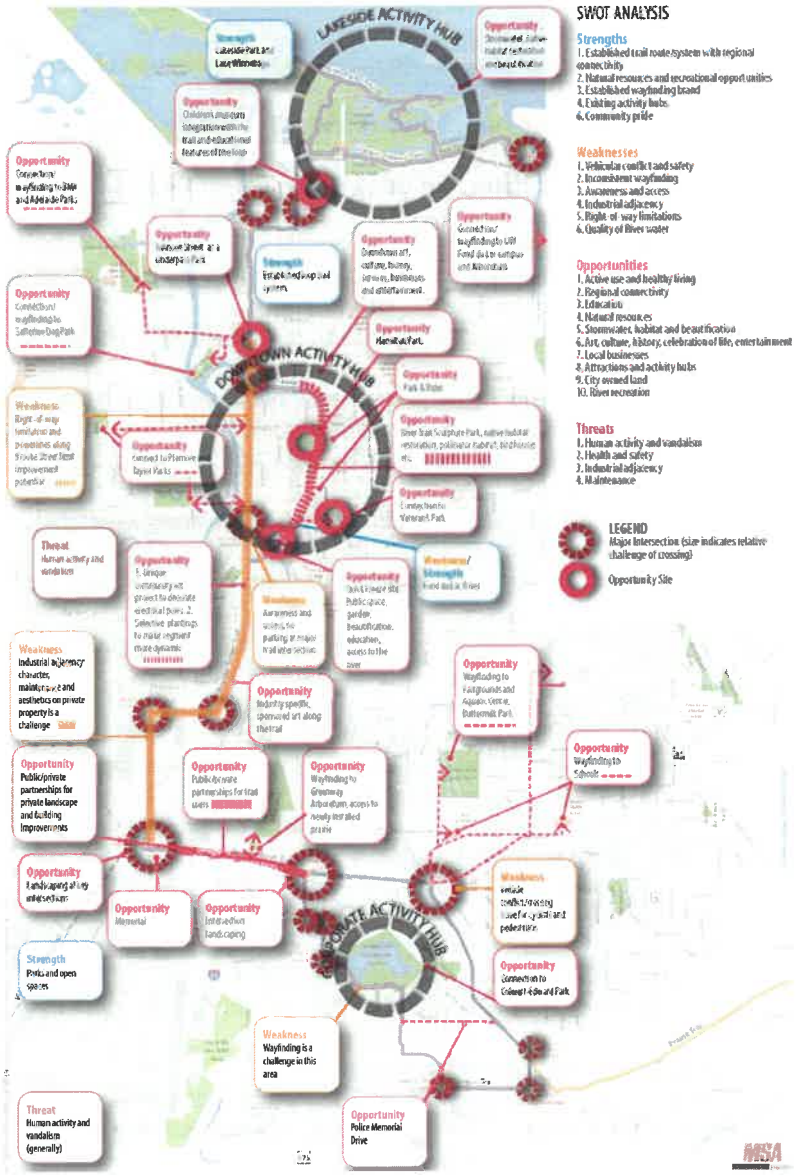
- Vehicular conflict and safety
- Wayfinding is inconsistent
- Awareness and access
- Industrial adjacency
- Right-of-Way/area limitations

Opportunities

- Active use and healthy living
- Regional connectivity
- Education
- Natural resources
- Stormwater, habitat and beautification
- Art, culture, history, celebration of life, events/entertainment
- Businesses
- Nearby attractions and activity Hubs
- City owned land

Threats

- Human activity and vandalism
- Health and safety
- Industrial adjacency
- Maintenance



GOALS & OBJECTIVES

GOALS

Goal

Establish the Loop as a premiere recreational trail network with strong connections, consistent character and a series of support attractions that contribute to a strong sense of place and expression of local natural resources, history, culture and art.

Objectives

By 2025, visitor and residents will:

- Easily find, access and navigate the corridor trails and nearby loop attractions.
- Experience unique sense of place with exciting wayfinding, trail features and art installations.
- Learn about the history of Fond du Lac, native plant communities and natural processes.

PRINCIPLES

PRINCIPLES

Principles are used to implement the objectives listed on the previous page. Specific action items developed under these guiding principles are listed in the action plan table at the end of this report. Some of these principles should be familiar as they have been identified in previous planning efforts, many are new but all are intended to optimize the experience of the Loop. In general these improvements fall into one or more categories: Connect, Enhance, Educate and Partner.

Safety, Comfort and Image

- Reduce conflicts between vehicular traffic, cyclists and trail users through landscape improvements
- Create enhanced crosswalks and add other appropriate safety enhancements where trails cross roadways and railroads
- Add downtown bike parking hub locations
- Create a policy or signage program to stop biking on sidewalks downtown
- Provide amenities along the trail such as restrooms, shade, water and food

Connect the Community (Access and Mobility)

- Ensure that The Loop is maintained as a hike/bike/walk trail with inclusivity of all types, ages and abilities of users throughout the system
- Provide bicycle support facilities along the trail (bike racks, fix it stations, hydration stations, benches)
- Connect to existing parks and local attractions, especially downtown
- Provide designated park and rides for trail users
- Create trailheads/major access points

Connection to Place and Creating an Experience

- Create brand standards and touchpoints
- Integrate storytelling through historical and informative story panels
- Implement an art program along the trail
- Install gateway features
- Install a unified, comprehensive wayfinding system
- Focus on landscape improvements
- Focus on creating spaces for people

Connect with Nature

- Create it
  - Convert lawn to native plantings where feasible.
  - Provide a range of flowering plants (at least 5 blooming plants per season)
  - Review existing codes to allow for native plantings in terraces and front yards
  - Develop community gardens
- Manage it
  - Develop maintenance practices appropriate for each type of facility
  - Prioritize maintenance as appropriate for each facility style
  - Limit the use of pesticides
  - Time the mowing and raking of native plants to optimize habitat for pollinators
  - Control invasive species
- Preserve it
  - Coordinate and partner with experts to effectively plan and implement desired native planting
  - Incorporate nature in future improvements to streets and public buildings. Consider using best management practices and incorporating sustainable systems (green roofs, stormwater features etc.)

Continue to meet evolving recreation needs

- Update Fond du Lac's Comprehensive Outdoor Recreation Plan and Bike & Pedestrian Plan every five years

- Be sustainable throughout all aspects of trail
- Create a Park Stewardship Program to connect people with nature through resource management

Awareness and Education

- Educate bicyclists, pedestrians, motorists and other trail users on safety, including rights and responsibilities of each mode of travel
- Consider investing in a mobile application for trip planning, trail education and tracking users
- Provide educational signage along the trail in addition to the existing stormwater signs and StoryWalk signs

Aesthetic Value

- Work with private property owners to encourage improvements that are in line with design standards for the City
- Utilize local materials and thematic inspiration for all aspects of trail design

Public-Private Partnerships

- Empower volunteers for trail maintenance
- Partner with local businesses, schools, community groups, civic groups, etc. for educational, stewardship and management of the trail
- Collaborate on promotion of trail
- Encourage and support sponsorship for trail improvements and maintenance
- Identify partners to provide bicycle education, enforcement and encouragement programs
- Continue to partner with Fond du Lac Loop Coalition and others for marketing, education and safety
- Implement a neighborhood watch program or trail patrol
- Partner with the Master Gardener Volunteer Program for implementation of landscaping recommendations.

Funding

- Provide opportunities for trail sponsorship
- Identify local donors to support trail
- Apply for grants to implement trail improvements, marketing and planning efforts

Landscape Character

- Install a variety of native plant communities
- Install landscapes that support pollinators and create habits for the food web
- Consider green infrastructure improvements when redeveloping roads and streetscape
- Develop and enforce landscape codes adjacent to the trail and throughout the City
- Incorporate education of native gardening practices, plant communities and natural processes to make citizens aware of intent of planting style and maintenance procedures

MASTER PLAN

OVERALL MASTER PLAN

The Districts

To help organize this report the study area was broken into four districts based on existing city information, character, attractions and amenities. Each district has a distinct set of characteristics and challenges. The districts are for informational purposes only and do not correlate with any city identified district limits.

Lakeside District

Lakeside Trail

Lakeside encompasses Lakeside Park which is bordered by Lake Winnebego to the north. This 400 acre park is a one of Fond du lac's greatest attractions.

Downtown District

Brooke St. and River Trails

Downtown is a great attraction with unique shops, family-focused attractions and is host to events throughout the year. Overall the district is one of the most dense of any of the districts but does extend north through some residential before reaching the Lakeside District.

Maker District

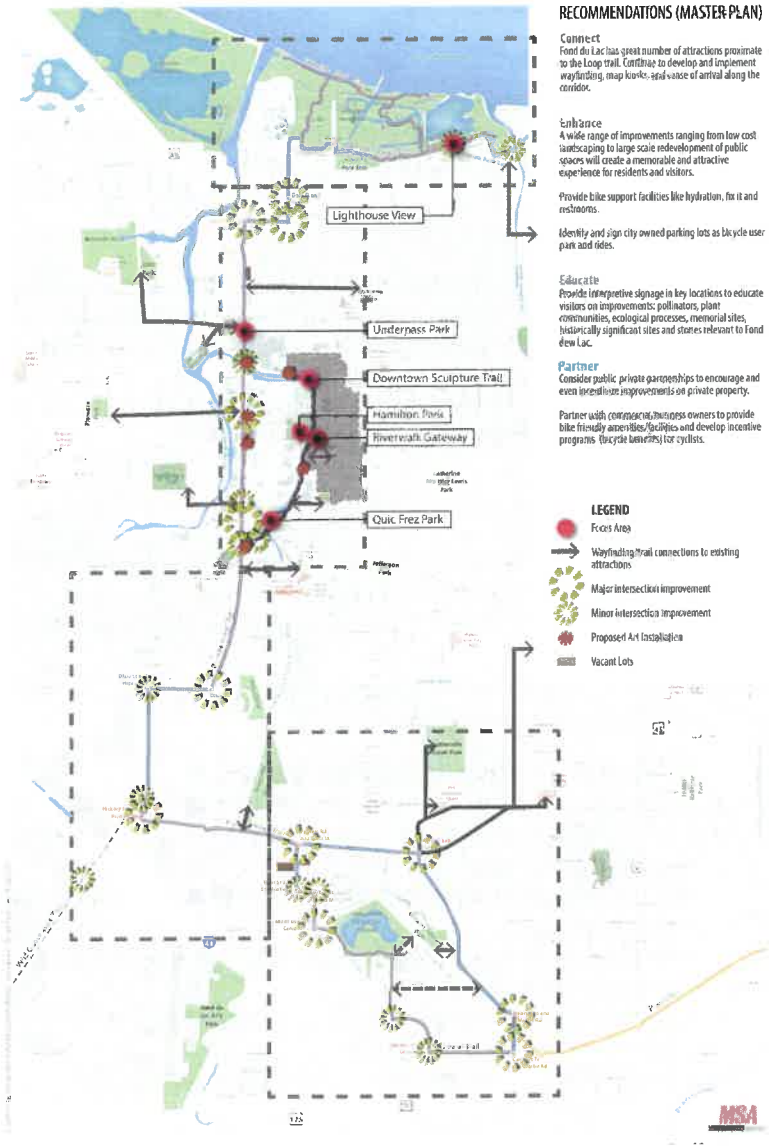
Brooke St. and Pioneer Trails

Giants of Fond du Lac industry, like Mercury Marine, are located along these segments of trail.

Ledgeview District

Pioneer and Camelot Trails

Ledgview District is home to corporate businesses like Grande Cheese, Ledgeview is much more suburban in character with large lots and winding roadways.



MASTER PLAN

FOCUS AREA PLANS

This plan investigates six focus areas that have the greatest catalytic potential to enhance the offerings within the Loop. The areas selected include:

- Quic Frez Park (new park)
- Hamilton Park
- River Trail Gateway Plaza
- Underpass Park (new park)
- Lakeside Park Lighthouse View
- Downtown Sculpture Trail

The following pages provide visionary ideas for the redevelopment, or enhancement of six City selected areas. These areas were selected to serve as high impact, catalytic projects that could build excitement about the Loop Master Plan Implementation. While these plans may be ambitious they provide vision to guide growth and encourage further development.

MASTER PLAN

FOCUS AREA PLANS | QUIC FREZ SITE/ NEW PARK

Quic Frez

The River Trail currently bisects the former industrial site, Quic Frez. The site is undergoing environmental brown field remediation with sheet piling is holding the slope back from the river. This fenced in area will need to remain untouched for decades. In the short term the site can serve to educate residents on remediation and long term the City can dream about converting this space into a community amenity.

The river flows around this parcel of land allowing for stepped access to the rivers edge. Once remediated, the excess earth that is on site can be used to create earth mounds and sun berms creating sculptural landforms and play elements. A critical short term improvement proposed is the addition of a trail head at the start of the River Trail, the lack of signage and residential adjacency make it seem like users are trespassing on private property as the approach the park. An entry plaza, map kiosk, bike parking, benches and enhanced landscaping will create a welcoming environment.

Quic Frez Park could be a place to access the water, kayak, play, gather or just relax. Education could be incorporated to learn about brownfield remediation and river ecology. Sculptural landforms could be created to pay homage to indigenous people, provide places for lounging or recreating.

CHARACTER IMAGES

Quic Frez Park is a place to stop and...

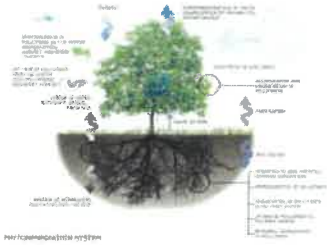
...access the water

...to kayak

...to play

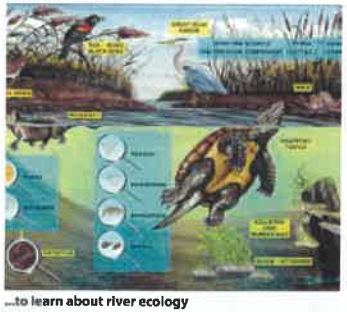
...to yoga

...to reflect and relax



...to learn about brownfields and remediation

...to get information



...to learn about river ecology

...to create habitats

...pay homage to indigenous people

...lounge on sculptural earthwork

MASTER PLAN

FOCUS AREA PLANS | HAMILTON PARK

Hamilton Park

Hamilton Park is a 1.4 acre park near the Downtown core. This existing offerings at Hamilton Park include a new playground, basketball court, police and fire memorial, green open space and a stormwater pond that attracts wildlife into the park. The proximity to the River and Downtown make it a magnet attraction for those working and visiting the downtown. Enhancing the park amenities by providing looping trails, enhanced landscaping, a picnic shelter, restroom facilities and access along the river will provide a better physical and visual connection from Downtown via the proposed Gateway Plaza to the new plaza overlook and River Trail.

Hamilton Park could also be a place for productive, edible landscapes. A place to play, swing, stroll, perform and read. Monuments could continue to pay tribute to local heros. Signage could educate users about edible gardens, stormwater management and wildlife.

CHARACTER IMAGES

Hamilton Park a place...

...that grows things you can eat

...that grows things you can eat

...to pay tribute

...to learn about stormwater and observe wildlife

...to swing

...to stroll along the river

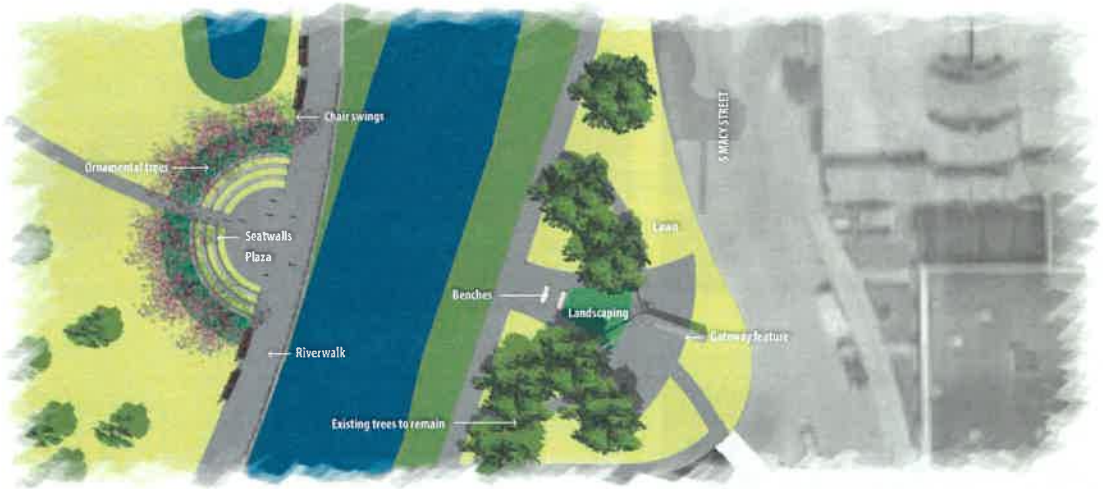
..to play

...to read a story

..to perform, spectate, reflect, read

MASTER PLAN

FOCUS AREA PLANS | GATEWAY PLAZA



Gateway Plaza

At the corner of Forest Avenue and S Macy Street there is a triangular shaped opening with gorgeous mature trees; this is an ideal location for a River Trail Gateway Art Sculpture and plaza space to connect trail users to Hamilton park and downtown. By adding some paving, landscaping, benches and a gateway feature that can be seen no matter which direction you are approaching downtown will serve a landmark for residents and visitors. This location could also serve as the downtowns bike parking hub, to encourage riders to park and walk into downtown.

Gateway plaza would be eye catching. A place to gather, linger and learn about the Loop and Rivertrail art. Colorful plantings and site features could create a memorable sense of place. Incorporating a bike hub could provide connection to Loop trail and downtown core.

CHARACTER IMAGES

Gateway Plaza is a place...

...that is eye catching

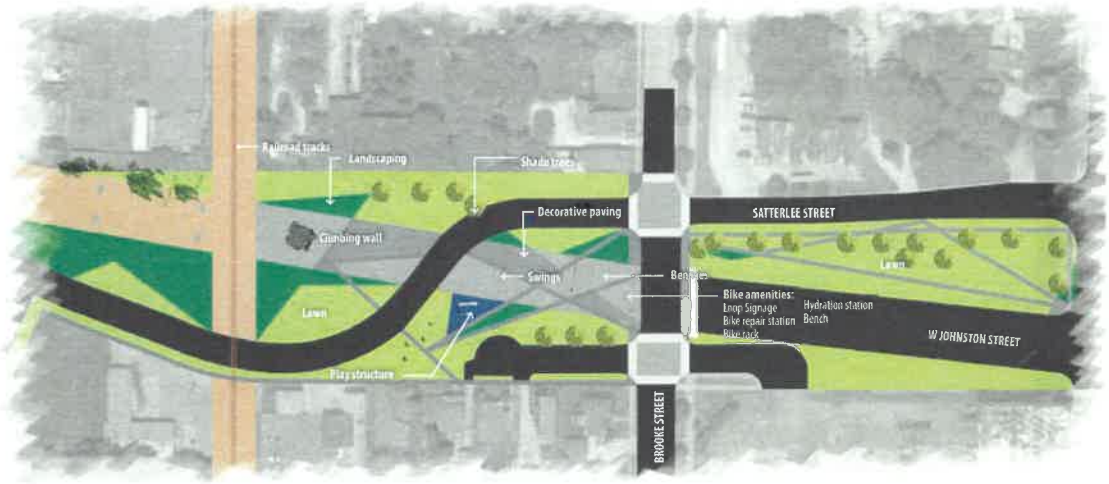
...to learn about the Loop and Rivertrail Art

...you gather and linger

...that is colorful

MASTER PLAN

FOCUS AREA PLANS | UNDERPASS PARK



Underpass Park

The Johnson Street Underpass provides a unique opportunity to take otherwise wasted space and create an amenity. (According to the City's Comprehensive Plan, this neighborhood is deficient in park space and could benefit local residents). This site can serve as a bicycle support facility stop for Brooke Street Trail users and a lunch spot for local businesses.

Underpass Park could be a place for people to swing, play, climb, fix their bikes, hydrate, rest, read and get information. Decorative lighting could extend the experience into the evening hours and programming could make this a great outdoor movie theatre or pop up food truck spot.

CHARACTER IMAGES

Under Pass Park a place...

...that highlights local art through murals

...to swing

...to play

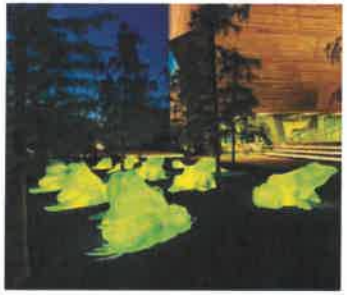
...to climb

...to fix it

...to hyrdrate

...to rest or read

...to get information


...that glows

...that glows

...to sit on and glow

...to bike to for a movie

MASTER PLAN

FOCUS AREA PLANS | LIGHTHOUSE VIEW

Lighthouse view

The lighthouse is an iconic landmark and symbol for the City Fond du Lac. A seating area should be created with direct view of the lighthouse along the shore of Lighthouse Harbor equipped with decorative paving, benches and a sign panel that frames the view of the lighthouse, creating a photo opportunity for visitors to "photo bomb" the lighthouse. This unique user experience creates memories and excitement that will establish lasting impressions the people who interact with the panel. Each panel should be labeled or somehow identify Fond du Lac to help link the images of the light house to the city as photos are shared on the internet/social media.

CHARACTER IMAGES

Lighthouse Frame Photo Op!

...picture perfect!

MASTER PLAN

FOCUS AREA PLANS | DOWNTOWN SCULPTURE TRAIL

The River Trail that loops on the edge of Downtown is a prime opportunity to incorporate visual interest with site furnishings, local sculpture and follies.

Landscape and Placemaking Recommendations

- Develop a downtown art program
- Continue to reinforce the existing branding system (wayfinding signage/ imagery)
- Establish a fund for sculptures along the trail
- Develop a request for proposal for sculptures and distribute it to local and national artists
- Consider creating establishing a competition with a prize to attract artists to develop sculpture for the Loop
- Explore direct purchase of unique site furnishings that are sculptural and artistic that could serve as art

Partnership Opportunities

Partnerships with local artists, schools and art groups to develop art that could be integrated into a sculpture park. Several groups to consider in Fond du Lac include:

- Children's Museum of Fond du Lac - http://www.cmfdl.org/
- Fond du Lac School District
- University of Wisconsin - Fond du lac - http://fdl.uwc.edu/campus/arts
- Fond du Lac Artists Association
- Fond du Lac Visual Arts

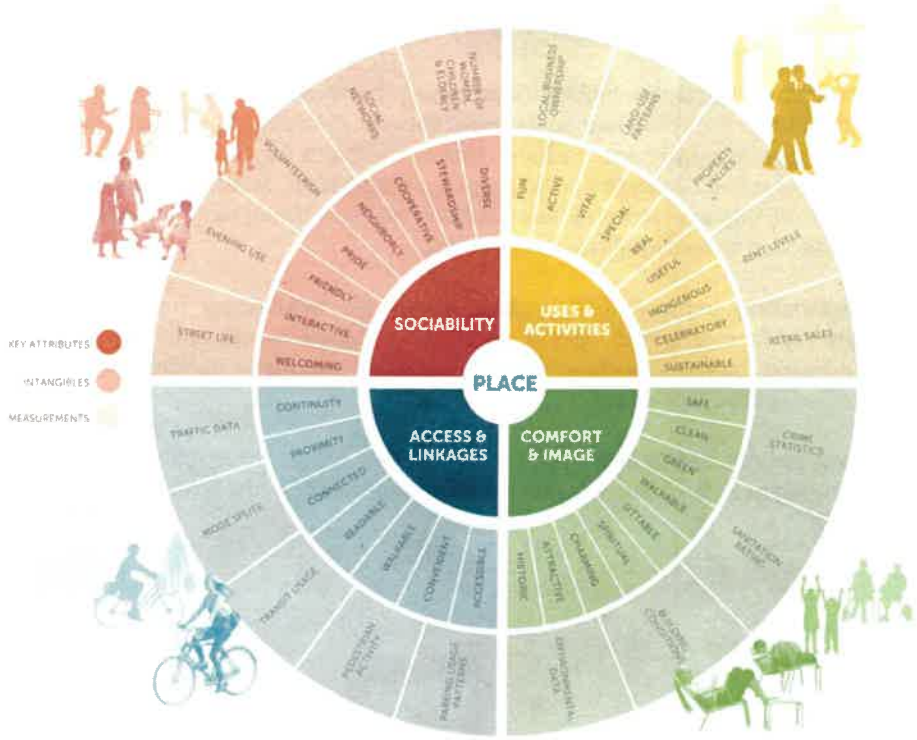
PLACEMAKING

BY DISTRICT

Within each district, Placemaking is used to further enhance and create places that positively contribute to people's health, happiness and well being.

What is Placemaking?

According to Project for Public Spaces, Placemaking is both an idea and an approach to improving a community. Placemaking focuses on creating places that people want to live, work and play in. The core elements of what defines a place include sociability, uses and activities, access and linkages, and comfort and image (see graphic to the right). Placemaking is about looking at a place as a whole, rather than components in isolation.



PROJECT FOR PUBLIC SPACES

PLACEMAKING

DISTRICTS

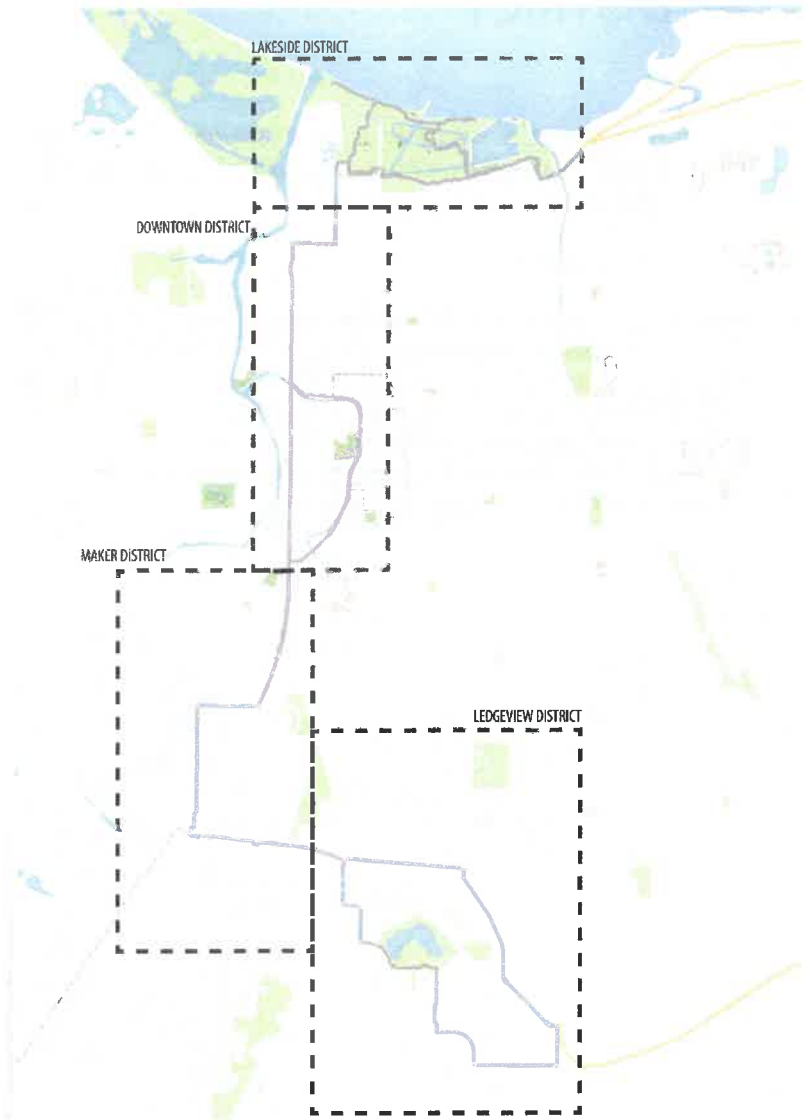
The Districts

A description of each the districts can be found on page 26. (*Lakeside, Downtown, Maker* and *Ledgeview*)

The following chapter highlights proposed improvements for each district listed above. Each map highlights landscape and Placemaking improvements. Landscape improvements include recommendations for beautification at a variety of scales; converting lawn to native planting areas, establishing specialty gardens (Pollinator, Butterfly, Rain Gardens etc.) or drawing more attention to intersection especially at trail intersections.

Placemaking improvements include things like wayfinding (map kiosk), gateway feature, photo opportunities, story panels (educational signage), landmarks, bicycle amenities (parking, hydration and repair stations) and Art Garden (public art installations).

Some projects can be implemented immediately, others will require long term planning to achieve. Full size maps can be found in Appendix B: Map Book



PLACEMAKING

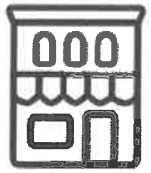
BIKE LOOP SIGNAGE | GRAPHIC PLAN

LAKESIDE DISTRICT

SAIL BOAT
LIGHTHOUSE
FISH
WATER

MAKER DISTRICT

BUILDINGS
GEAR
ROAD
BIKE



DOWNTOWN DISTRICT

SHOP
BIKE
FOOD
STOREFRONTS

LEDGEVIEW DISTRICT

CATTAILS
TREES
MAP
LANDSCAPE

Camelot Trail
ON THE LOOP

Lakeside Trail
ON THE LOOP

Brooke St. Trail
ON THE LOOP

Riverwalk Trail
ON THE LOOP

Pioneer Trail
ON THE LOOP

EXPANSION COLORS

Peebles Trail
ON THE LOOP

Winnebago Trail
ON THE LOOP

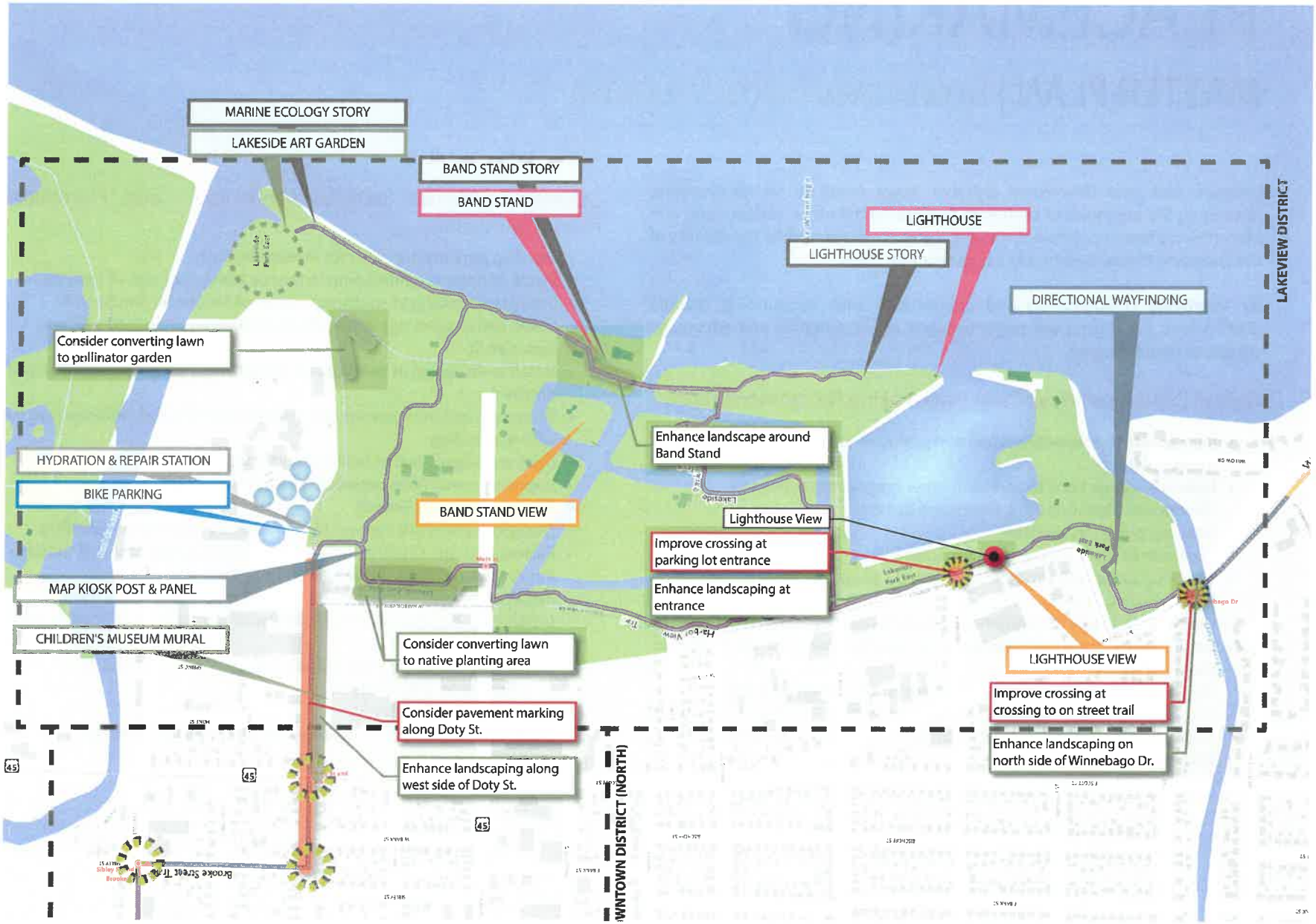
PLACEMAKING

MASTER PLAN | LAKESIDE DISTRICT

Lakeside Park is an important destination in Fond du Lac with over 400 acres of potential. Expansion of existing infrastructure and programming will continue to make Lakeside Park a hub for outdoor recreation in the City.

Landscape and Placemaking Recommendations

- Enhance connections to and from other magnet attractions to Downtown (Hamilton Park, Gateway Plaza etc.)
- Reference existing Excel Master Plan for Lakeside Park to guide consistent design and prioritize capital improvements
- Continue to program activities, events and festivals in the district.
- Improve visitor navigation
- Consider replacing lawn north of Harbor View Dr. with native planting.
- Consider pavement marking on Doty St.
- Promote installation of native planting in terrace along east side of Doty St., along trail
- Consider replacing lawn at corner of Doty St. and Fraizer Dr. with native planting
- Install additional landscaping around Band Stand
- Improve crossing and install landscaping at intersection of Harbor View Dr. and Mohawk Ave.
- Improve crossing of Harbor View Trail at Winnebago Dr.
- Install landscape plantings along north side of Winnebago Dr. at Harbor View Trail
- Install map kiosk at intersection of Doty St. and Harbor View Trail
- Install bike parking and repair station near parking lot on Doty St., north of Harbor View Dr.
- Install story panel about Marine Ecology near head of Fond du Lac river
- Consider Lakeside Park sculpture garden
- Install story panel about Band Stand near Band Stand site
- Install story panel about Lighthouse near Lighthouse site
- Install wayfinding and directional signage at intersections of:
  - Harbor View Trail and Harbor View Dr.
  - Doty St and Sibley St.
- Install View points for Band Stand and Lighthouse
- Partner with Children's Museum to install mural on building visible from trail


MARINE ECOLOGY STORY
LAKESIDE ART GARDEN
BAND STAND STORY
BAND STAND
LIGHTHOUSE
LIGHTHOUSE STORY
DIRECTIONAL WAYFINDING
LAKEVIEW DISTRICT
Consider converting lawn to pollinator garden
Enhance landscape around Band Stand
HYDRATION & REPAIR STATION
BIKE PARKING
BAND STAND VIEW
Lighthouse View
Improve crossing at parking lot entrance
Enhance landscaping at entrance
MAP KIOSK POST & PANEL
CHILDREN'S MUSEUM MURAL
Consider converting lawn to native planting area
LIGHTHOUSE VIEW
Improve crossing at crossing to on street trail
Consider pavement marking along Doty St.
Enhance landscaping along west side of Doty St.
Enhance landscaping on north side of Winnebago Dr.
45
WNTOWN DISTRICT (NORTH)

PLACEMAKING

MASTER PLAN | DOWNTOWN DISTRICT (NORTH)

Lakeside Park and Downtown are two major Fond du lac destinations, leveraging the amenities of both with strengthen the other. Landscaping and placemaking features unified across the districts will strengthen the identity of the Loop and create memorable experiences for users.

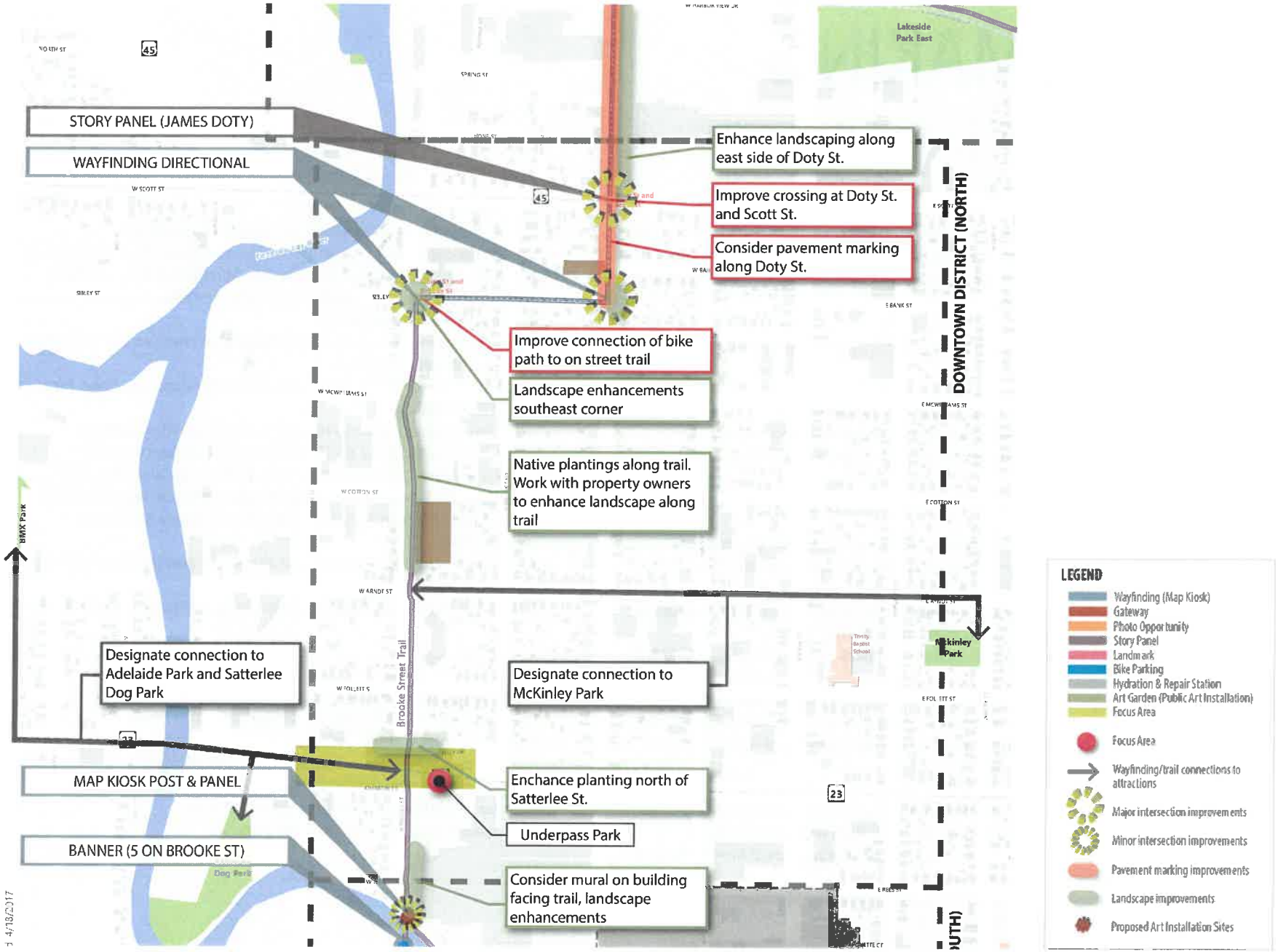
By improving programming and connectivity with surrounding magnet destinations, the district will begin to reach its full potential and encourage people to linger-longer.

Overall District Landscape and Placemaking Recommendations

- Incorporate the Downtown trail and sculpture park into a Downtown master plan
- Enhance connections to and from other magnet attractions to Downtown (Hamilton Park, Gateway Plaza etc.)
- Develop public art program
- Continue to reinforce existing district brand.
- Continue to support programs that attract people to the area. (events, programming in parks etc.)
- Continue to follow recommendations in Houseal Lavigne's Envision Plan.
- Continue to pursue improvements through the Downtown Fond du Lac Partnership
- Improve wayfinding with branded directional signage and maps.
- Locate Bike Parking Hub near trail and downtown: Possible sites include Gateway Plaza, Hamilton Park or location along Macy St, between Division St and Merrill Ave.

Downtown District (NORTH) Landscape and Placemaking Recommendations

- Develop park master plans for Underpass Park
- Install additional landscaping in terrace along east side of Doty St.
- Install landscaping at southeast corner of Brooke St. and Scott St.
- Install native plantings in terrace along trail between Sibley St. and Satterlee St.
- Install landscaping at northeast and southwest corner of Satterlee and Brooke St.
- Designate and mark connection to Adelaide Park and Satterlee Dog Park with wayfinding
- Mark crossing of trail at Scott St. and Doty St.
- Improve connections between bike trail and Sibley St.
- Paint sharrows on Doty St.
- Designate and mark connection to McKinley Park with wayfinding.
- Partner with the Children's museum and local artists to install mural or interactive art that is easily viewed from the trail.
- Install map kiosk at intersection of Brooke St. Trail and the River Trail
- Install story panel about James Doty near intersestion of Scott St. and Doty St.
- Install wayfinding and directional signage at intersections of:
  - Brooke St. and Sibley St.
  - Doty St and Sibley St.
- Install five banner poles on Brooke St. (see map for locations)


STORY PANEL (JAMES DOTY)
WAYFINDING DIRECTIONAL
Enhance landscaping along east side of Doty St.
Improve crossing at Doty St. and Scott St.
Consider pavement marking along Doty St.
Improve connection of bike path to on street trail
Landscape enhancements southeast corner
Native plantings along trail. Work with property owners to enhance landscape along trail
Designate connection to Adelaide Park and Satterlee Dog Park
Designate connection to McKinley Park
MAP KIOSK POST & PANEL
Enchance planting north of Satterlee St.
Underpass Park
BANNER (5 ON BROOKE ST)
Consider mural on building facing trail, landscape enhancements
DOWNTOWN DISTRICT (NORTH)
Brooke Street Trail
Lakeside Park East
Mckinley Park
BMX Park
Dog Park
LEGEND
Wayfinding (Map Kiosk)
Gateway
Photo Opportunity
Story Panel
Landmark
Bike Parking
Hydration & Repair Station
Art Garden (Public Art Installation)
Focus Area
Focus Area
Wayfinding/trail connections to attractions
Major intersection improvements
Minor intersection improvements
Pavement marking improvements
Landscape improvements
Proposed Art Installation Sites

PLACEMAKING

MASTER PLAN | DOWNTOWN DISTRICT (SOUTH)

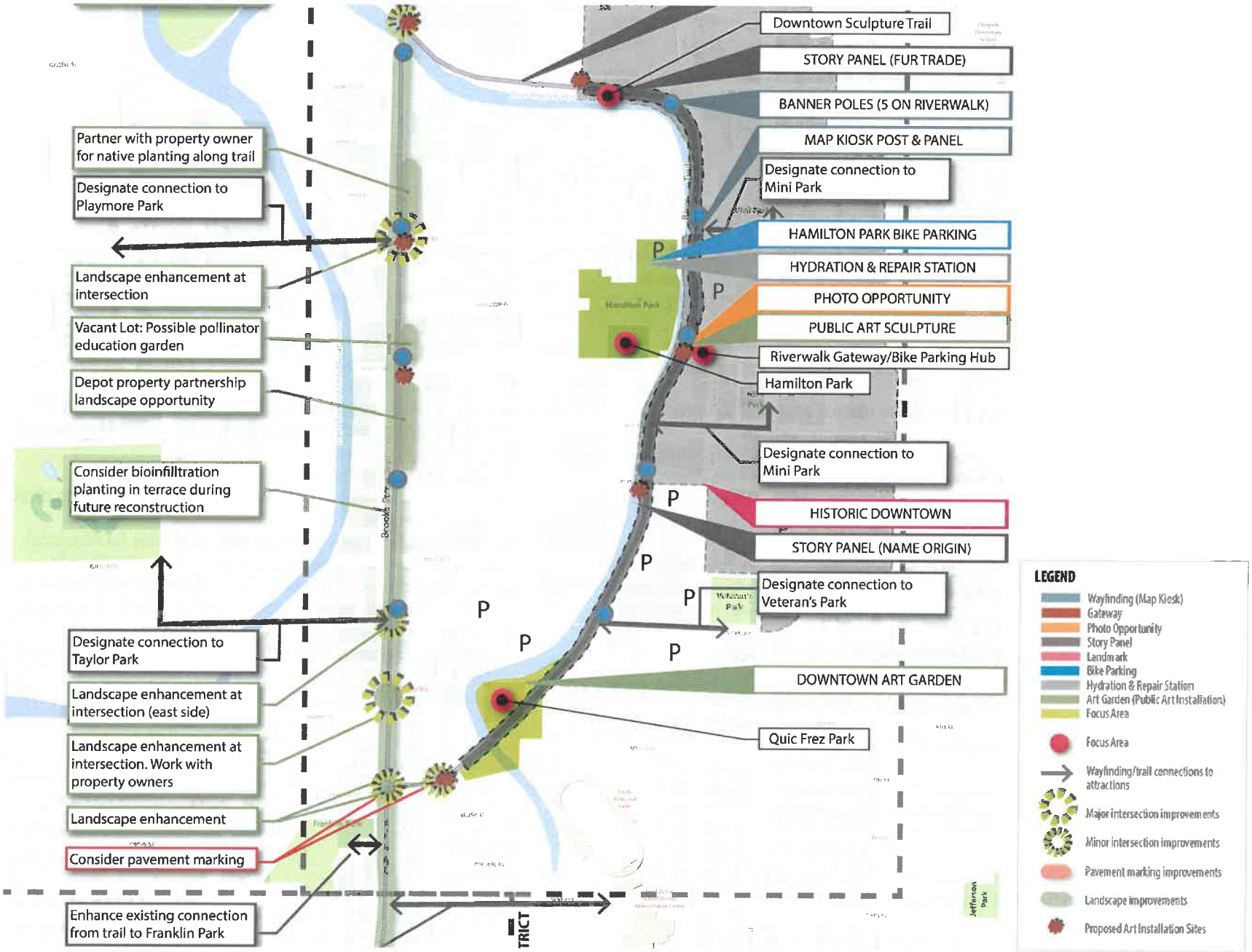
The Downtown and River Trail provide a hub for activity in the Fond du Lac. Leveraging the amenities of The Downtown District and landscaping and placemaking features unified across the districts will strengthen the identity of the Loop and create memorable experiences for users.

Downtown District (SOUTH) Landscape and Placemaking Recommendations

- Develop complete park master plan for Hamilton Park
- Create a gateway at the intersection of Forest Ave. and S. Macy St.
- Install native plantings in terrace along trail between Sibley St. and Satterlee St.
- Partner with private property owners to install native plantings along trail
- Designate and mark connection to Playmore Park with wayfinding
- Install landscape plantings around northeast and southeast corners of intersection of Brooke St. and W. Division St.
- Consider converting vacant lots along trail to native plantings, could use as temporary cover until redevelopment occurs
- Partner with Depot property owners to install native plantings along trail frontage
- When Brooke St. is reconstructed incorporate green infrastructure by adding trees, planters and other landscaping features. Permable paving and infiltration planters can provide valuable stormwater management and create unique features
- When/where possible bury utility lines and install street trees
- Designate and mark connection to Veteran's Park with wayfinding
- Designate and mark connection to Taylor Park with wayfinding
- Install landscape plantings on east side of intersection of Brooke St. and Western Avenue
- Partner with property owners to install landscape improvements at intersection of S. Military Rd. and Brooke St. trail
- Partner with property owners to install landscape improvements at intersection of River Trail and Brush Street/Morris Street
- Install landscape plantings at intersection of Brush St. and Brooke St. Trail
- Designate and mark connection to Franklin Park with wayfinding
- Designate and mark connection to Fruth Memorial Field and Riverside Elementary with wayfinding
- Install story panel about the "Early People" of Fond du Lac along River Trail west of Merrill Avenue
- Install story panel about the "Fur Trade" of Fond du Lac along River Trail east of Doty Street
- Install five banner poles on Brooke St. (see map for locations)
- Install five banner poles on River Trail (see map for locations)
- Install map kiosk at intersection of W. Division St. and River Trail
- Install Bike Parking and Hydration/Repair station in Hamilton Park
- Use Gateway Plaza as location for public sculpture and photo opportunities
- Install story panel about the name origin of Fond du Lac along River Trail east of Doty Street
- Create Downtown Art Garden as part of Quic Frez site master plan

Possible Art Installation Locations

- NorthEast corner of River Trail and Brooke Street Trail
- Southeast corner of Brooke Street Trail and Division St.
- Southeast corner of Brooke Street Trail and Forest Ave.
- Northeast corner of River Trail and N Brooke St. Trail
- Northwest corner of the River Trail and 2nd St.
- Northwest corner of River Trail and Forest Ave.
- Northeast corner of River Trail and Doty St.


Downtown Sculpture Trail
STORY PANEL (FUR TRADE)
BANNER POLES (5 ON RIVERWALK)
MAP KIOSK POST & PANEL
Designate connection to Mini Park
HAMILTON PARK BIKE PARKING
HYDRATION & REPAIR STATION
PHOTO OPPORTUNITY
PUBLIC ART SCULPTURE
Riverwalk Gateway/Bike Parking Hub
Hamilton Park
Designate connection to Mini Park
HISTORIC DOWNTOWN
STORY PANEL (NAME ORIGIN)
Designate connection to Veteran's Park
DOWNTOWN ART GARDEN
Quic Frez Park
Partner with property owner for native planting along trail
Designate connection to Playmore Park
Landscape enhancement at intersection
Vacant Lot: Possible pollinator education garden
Depot property partnership landscape opportunity
Consider bioinfiltration planting in terrace during future reconstruction
Designate connection to Taylor Park
Landscape enhancement at intersection (east side)
Landscape enhancement at intersection. Work with property owners
Landscape enhancement
Consider pavement marking
Enhance existing connection from trail to Franklin Park
P
Brooks Ave
TRICT
Jefferson Park
LEGEND
Wayfinding (Map Kiosk)
Gateway
Photo Opportunity
Story Panel
Landmark
Bike Parking
Hydration & Repair Station
Art Garden (Public Art Installation)
Focus Area
Focus Area
Wayfinding/trail connections to attractions
Major intersection improvements
Minor intersection improvements
Pavement marking improvements
Landscape improvements
Proposed Art Installation Sites

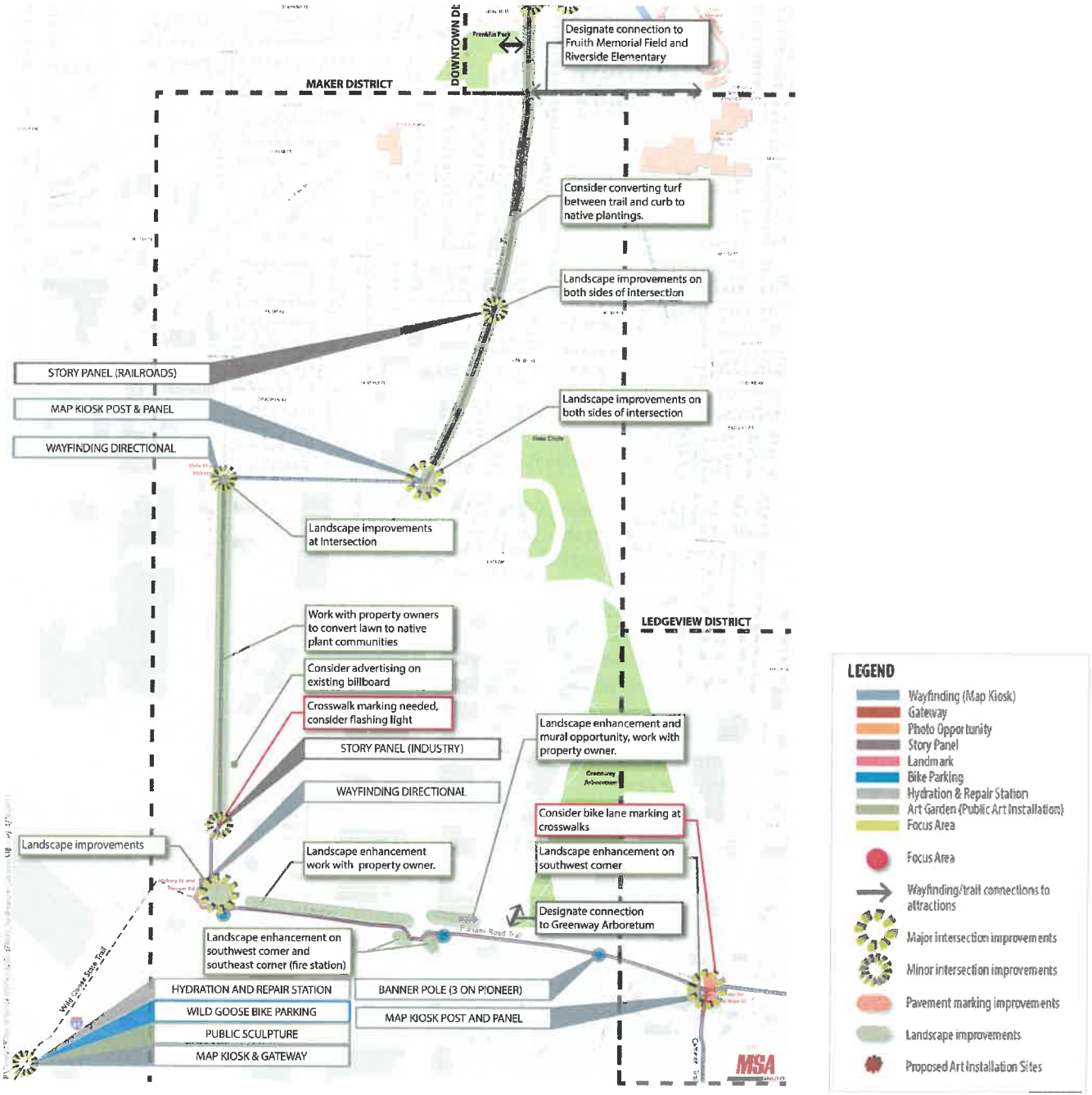
PLACEMAKING

MASTER PLAN | MAKER DISTRICT

The Maker District embodies the new industrial revolution. Many Fond du Lac businesses (Mercury Marine, J.F. Ahern Co., Land O'Lakes, etc.) are located within this district. Brooke Street is a substantial portion of the Loop trail system. Many of the properties are occupied, working facilities but not all are attractive properties.

Landscape and Placemaking Recommendations

- Continue to look for opportunities to partner with local businesses
- Establish a maker fair and exhibit works along the loop
- Look for opportunities to partner with local schools on curriculum that allows students to develop art that is incorporated into the loop
- Create design standards and enforce codes. Require and initiate corridor clean up of trash and derelict properties
- Beautify edges with landscaping in key areas
- When Brooke street is reconstructed, incorporate green infrastructure by adding trees, planters and other landscaping features. Permeable paving and infiltration planters can provide valuable stormwater management and create unique features
- When/where possible bury utility lines and install street trees
- Install landscape plantings at intersection of trail and W. 12th St.
- Install landscape plantings at intersection of trail and Dixie St.
- Install landscape plantings at intersection of Dixie St. and Hickory St.
- Partner with property owners to covert lawn to native planting area along Hickory St.
- Consider advertising Loop on existing billboard along east side of Hickory St. south of Land O'Lakes/Purina property
- Improve crossing of trail from Hickory St. to off street trail, consider flashing light crossing
- Install landscape plantings at intersection of Hickory St. and Pioneer Rd.
- Partner with the local artists to install mural that is easily viewed from Pioneer Rd.
- Install landscape plantings at south west and south east sides of intersections of Pioneer Rd. and Morris St.
- Designate and mark connection to Greenway Arboretum with wayfinding
- Install landscape plantings at southwest corner of intersection of Pioneer Rd. and S. Main St.
- Paint bike lane markings at intersection of Pioneer Rd. and S. Main St.
- Install story panel about the "Railroads" of Fond du Lac at intersection of Brooke St. and 12th St.
- Install map kiosk at intersection of Brooke St. Trail and Dixie St.
- Install wayfinding and directional signage at intersections of:
  - Dixie St. and Hickory St.
  - Hickory St. and Pioneer Rd.
- Install story panel about the "Industry" of Fond du Lac along Hickory St. north of Pioneer Rd.
- Install three banner poles on Pioneer Rd. (see map for locations).
- Install map kiosk at intersection of Pioneer Rd. and S. Main St.
- Designate and mark connection Wild Goose State Trail with:
  - Hydration and Repair Station
  - Bike Parking
  - Public Sculpture
  - Map Kiosk and Gateway


DOWNTOWN DI
MAKER DISTRICT
Designate connection to Fruith Memorial Field and Riverside Elementary
Consider converting turf between trail and curb to native plantings.
Landscape improvements on both sides of intersection
STORY PANEL (RAILROADS)
MAP KIOSK POST & PANEL
WAYFINDING DIRECTIONAL
Landscape improvements on both sides of intersection
Landscape improvements at intersection
Work with property owners to convert lawn to native plant communities
Consider advertising on existing billboard
Crosswalk marking needed, consider flashing light
STORY PANEL (INDUSTRY)
WAYFINDING DIRECTIONAL
LEDGEVIEW DISTRICT
Landscape enhancement and mural opportunity, work with property owner.
Consider bike lane marking at crosswalks
Landscape improvements
Landscape enhancement work with property owner.
Landscape enhancement on southwest corner
Designate connection to Greenway Arboretum
Landscape enhancement on southwest corner and southeast corner (fire station)
HYDRATION AND REPAIR STATION
WILD GOOSE BIKE PARKING
PUBLIC SCULPTURE
MAP KIOSK & GATEWAY
BANNER POLE (3 ON PIONEER)
MAP KIOSK POST AND PANEL
LEGEND
Wayfinding (Map Kiosk)
Gateway
Photo Opportunity
Story Panel
Landmark
Bike Parking
Hydration & Repair Station
Art Garden (Public Art Installation)
Focus Area
Focus Area
Wayfinding/trail connections to attractions
Major intersection improvements
Minor intersection improvements
Pavement marking improvements
Landscape improvements
Proposed Art Installation Sites
MSA

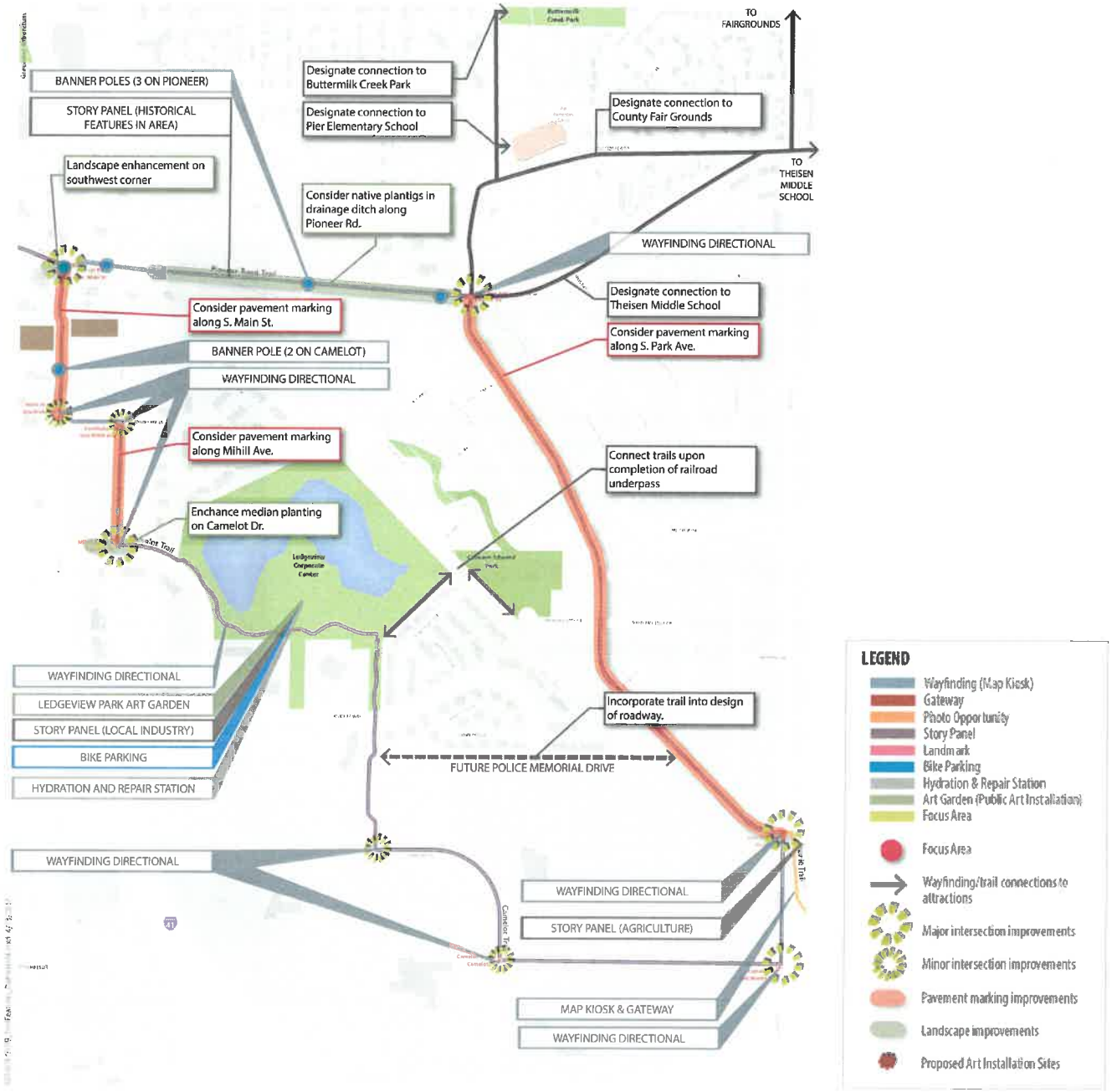
PLACEMAKING

MASTER PLAN | LEDGEVIEW DISTRICT

The Ledgview District is a transition zone from the urban core to suburban edge.

Landscape and Placemaking Recommendations

- Continue to look for opportunities to partner with local businesses
- Look for opportunities to include amenities with new development
- Designate and mark connection to Buttermilk Creek Park and Pier Elementary School with wayfinding
- Consider native plantings in drainage ditches along Pioneer Rd.
- Paint S. Main St. , S. Park St. and Mihill Ave. with sharrows
- Install landscape plantings in median at intersection of Camelot Dr. and Mihill Ave.
- Incorporate trail into design of "Police Memorial Drive"
- Designate and mark connection of Lakeview Park and Colwert-Edwards Park with wayfinding upon completion of rail road underpass
- Designate and mark connection to Theisen MIddle School and Fond du Lac County fairgrounds with wayfinding
- Install three banner poles on Pioneer Rd. (see map for locations).
- Install story panel about the "Historical Features" of Fond du Lac at crossing of East Branch of Fond du Lac River
- Install two banner poles on S. Main St. (see map for locations)
- Install wayfinding and directional signage at intersections of:
  - Main St. and East Ln.
  - East Ln. and Mihill Ave.
  - Mihill Ave. and Camelot Dr.
  - Main St. and East Ln.
  - Park Ave. and Pioneer Rd.
  - Camelot Dr. and Camelot Trail (south of detention pond)
  - Camelot Dr. and Camelot Trail (east of Society Insurance)
  - Camelot Dr. and Camelot Trail (north of Agnesian Health)
  - Martin Rd. and Camelot Trail (north of Hwy. 151)
  - Martin Rd. and S. Park Ave.
- Ledgeview Corporate Center Placemaking features:
  - Ledgeview Park Art Garden
  - Bike Parking• Story Panel on "Local Industry"
  - Map Kiosk and Gateway
- Install story panel about the "Agriculture" of Fond du Lac at intersection of Prairie Trail and Martin Rd.
- Install map kiosk near intersection of Prairie Trail and Martin Rd.


TO FAIRGROUNDS
BANNER POLES (3 ON PIONEER)
STORY PANEL (HISTORICAL FEATURES IN AREA)
Landscape enhancement on southwest corner
Designate connection to Buttermilk Creek Park
Designate connection to Pier Elementary School
Designate connection to County Fair Grounds
TO THEISEN MIDDLE SCHOOL
Consider native plantigs in drainage ditch along Pioneer Rd.
WAYFINDING DIRECTIONAL
Designate connection to Theisen Middle School
Consider pavement marking along S. Park Ave.
Consider pavement marking along S. Main St.
BANNER POLE (2 ON CAMELOT)
WAYFINDING DIRECTIONAL
Consider pavement marking along Mihill Ave.
Connect trails upon completion of railroad underpass
Enchance median planting on Camelot Dr.
WAYFINDING DIRECTIONAL
LEDGEVIEW PARK ART GARDEN
STORY PANEL (LOCAL INDUSTRY)
BIKE PARKING
HYDRATION AND REPAIR STATION
Incorporate trail into design of roadway.
FUTURE POLICE MEMORIAL DRIVE
WAYFINDING DIRECTIONAL
WAYFINDING DIRECTIONAL
STORY PANEL (AGRICULTURE)
MAP KIOSK & GATEWAY
WAYFINDING DIRECTIONAL
LEGEND
Wayfinding (Map Kiosk)
Gateway
Photo Opportunity
Story Panel
Landmark
Bike Parking
Hydration & Repair Station
Art Garden (Public Art Installation)
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PLACEMAKING

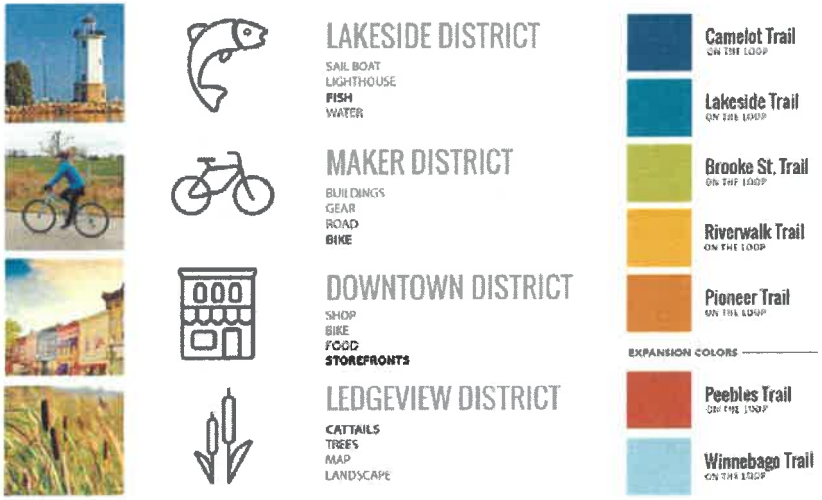
BIKE LOOP SIGNAGE

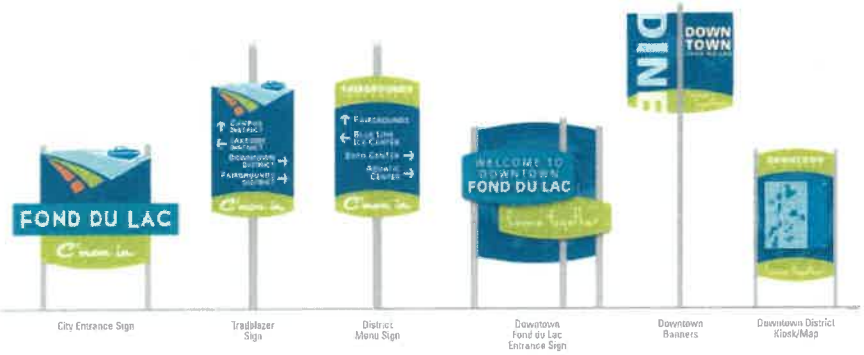
Kevin Lynch defined wayfinding as "a consistent use and organization of definite sensory cues from the external environment." Signage that allows for quick orientation within a given space allows users to feel more comfortable and encourages further exploration. Cohesive signage becomes part of a place's brand.

The proposed colors were selected directly from the City's existing wayfinding signage palette for consistency with existing branding and signage efforts. Icons symbolize the general character of each of the districts. Materials selected are tied to industry (coated metal or corten steel) and local geology (indigenous stone).

Story Panels and Directional Wayfinding Recommendations

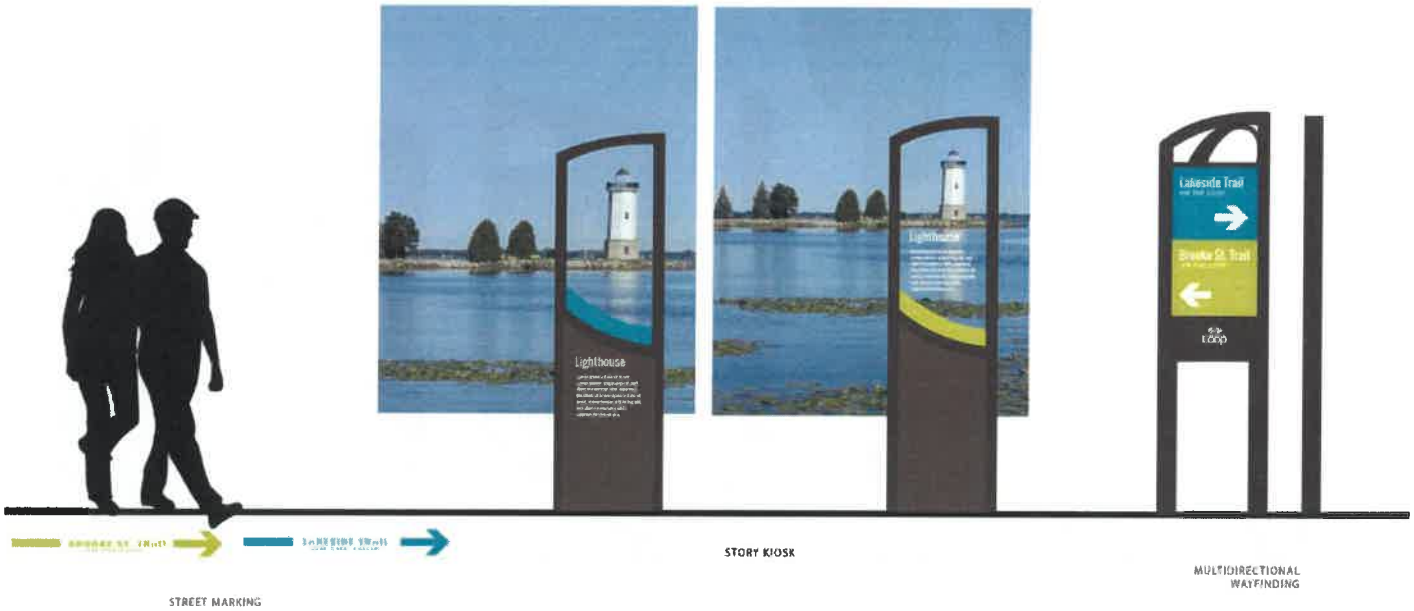
- Design/prepare construction documents for story panels, map kiosks, wayfinding signage, trail markers, street identification banners and bicycle racks
- Consider materials and coatings that reduce permanent damage from vandalism





PLACEMAKING

BIKE LOOP SIGNAGE | STORY PANELS AND DIRECTIONAL WAYFINDING



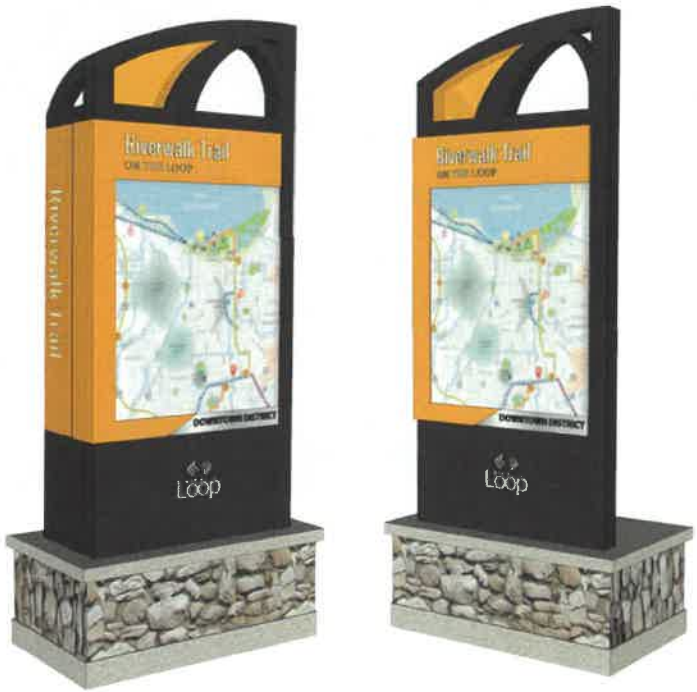
PLACEMAKING

BIKE LOOP SIGNAGE | MAP KIOSK, TRAIL MARKERS AND STREET IDENTIFICATION

Trail Marker, Street ID and Map Kiosk signage can be used together or as individual elements depending on the location's significance to the trail.

PLACEMAKING

BIKE LOOP SIGNAGE | MAP KIOSK OPTION 1

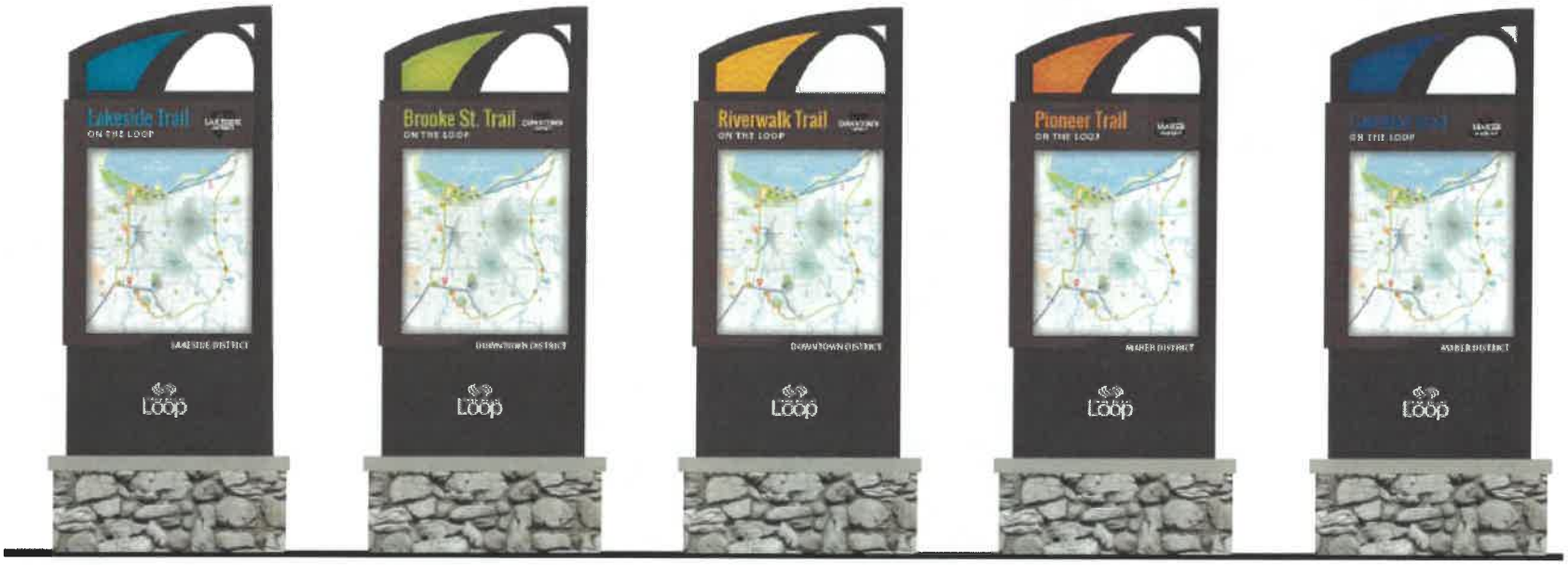


PLACEMAKING

BIKE LOOP SIGNAGE | MAP KIOSK, TRAIL MARKER OPTION 2 AND CUSTOM BIKE RACK

PLACEMAKING

BIKE LOOP SIGNAGE | MAP KIOSKS PER TRAIL SEGMENT



PLACEMAKING

LOCAL TRAIL ART SCULPTURE

Fence panel with pollinator habitat

Pollinator habitat pillar

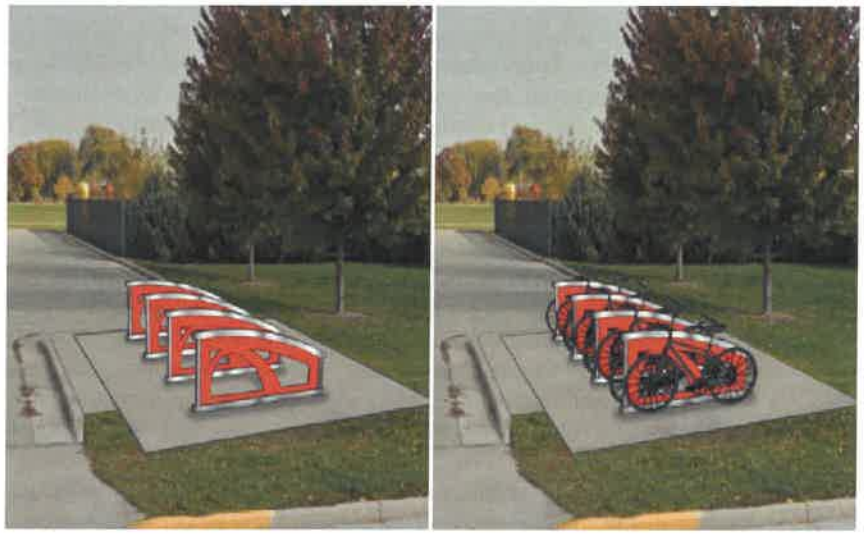
Mural photo op

Mural photo op

Interactive sculpture

PLACEMAKING

BIKE LOOP SIGNAGE | CUSTOM BIKE RACK OPTIONS



Custom bike rack

Fondue Fork bike rack

PLACEMAKING

LANDSCAPE RECOMMENDATIONS

Landscape Improvements

Incorporating plants into the landscape can enhance the goals of Placemaking. In addition to the ecological impacts, plants have a known effect to reduce stress and increase satisfaction in site users. Choosing native plants encourages habitat for pollinators and improves overall food chain health. When carefully selected plants can also be used to help manage stormwater and remediate polluted soils (see Quiz Frez phytoremediation efforts). Careful design of plantings is critical for both success of the plantings as well as their intended ecological function.

Sites we suggest incorporating plantings include:

- Intersections and crossings
- Around singage and wayfinding features
- Drainage areas
- Medians and terraces
- Vacant or undeveloped lots

Plant Recommendations

The plant list included in this document is intended to provide a starting point when developing landscape plans for specific site improvements. Success of planting depends on choosing proper plants for the location. Variables to consider include:

- Sun/Shade
- Soil Conditions (PH)
- Cold Hardiness (USDA)
- Wet/Dry
- Salt/Snow

Resources

There is an abundance of free//inexpensive resources available to assist the city in making small scale decisions.

For example: The Know Maintenance Garden (2014 by) Roy Diblik, provides several pre-designed low maintenance gardens. These examples can be overlaid onto a site and enlarged or shrunk to fit the allotted space. The City of Madison Engineering department has a variety of rain garden resources, including preplanned garden designs and links to Wisconsin Department of Natural Resource resources.

Plant installation can be completed in one of two ways. Live plants/plugs or by seed. Installing live plants provides a more immediate cover of the site however can be expensive and labor intensive. Seeding plants is more economical but does take longer to establish cover, therefore a temporary cover is needed and the establishment of all the varieties of seed in a particular mix are not guaranteed.

The success of any planting, whether live plants or seeds depends on the quality of the installation. Following planting standards, such as ASTM and International Society of Arboriculture will increase the likelihood of success.

Landscape Partnerships

Landscape maintenance is an on going task and utilizing community resources can reduce the cost to the city. When developing plantings consider partnering with local, horticulture groups to maintain spaces or educate other volunteers on best management practices.

- Master Gardner Association - http://fonddulac.uwex.edu/hort/mg/mgassn/
- Gottfried Prairie & Arboretum - http://gottfriedprairiearboretum.org/
- Greenway Arboretum - http://greenwayarboretum.org/
- Children's Museum of Fond du Lac - http://www.cmfdl.org/

Plants for the Food Web

As a "Bird City" Fond du Lac is already educating citizens about birds and implements sound conservation practices to preserve and enhance bird habitats within their borders. Fond du Lac's Comprehensive Plan, park plans and annual City Council resolutions all include goals of developing and preserving habitat for birds and other wildlife. This landscape master plan is an opportunity to further those initiatives.

Plants for Pollinators

Pollinators need both food and nesting sites. For species such as Monarch's specific species, Milkweed, are required as habitat for reproduction. The attached graphic provides suggestions for perennial flowers, shrubs, and trees that encourage development pollinators either as a food source or as nesting habitat.

PLANTS FOR POLLINATORS

Butterflyweed

Beebalm

Bluestar

Geranium

Catmint

Black-Eyed Susan

Coneflower

Coneflower

Joe-pye Weed

Goldenrod

New England Aster

Prairie Dropseed
Sporobolus heterolepis
Serviceberry
Amelanchier x grandiflora
Eastern Redbud
Cercis canadensis
Swamp White Oak
Quercus bicolor
Chinkapin Oak
Quecrus muelenbergii
Acer saccharum 'Bailista'
Sugar Maple
Hackberry
Celtis occidentalis 'Prairie Pride'
Annabelle Hydrangea
Hydrangea arborescens
Rhus aromatica
Fragrant Sumac
Picea glauca 'Densata'
Black Hills Spruce
Malus 'Prairie Fire'
Prairie Fire Crabapple

Plant Recommendations

Botanical Name	Common Name
Deciduous Trees	
Acer x freemanii 'Celebration'	Celebration Maple
Acer saccharum 'Bailsta'	Fall Fiesta Sugar Maple
Carya ovata	Shagbark Hickory
Celtis occidentalis 'Prairie Pride'	Prairie Pride Hackberry
Ginkgo biloba 'Golden Globe'	Golden Globe Ginkgo
Gleditisa triacanthos var. inermis 'Shade Master'	Shademaster Thornless Honeylocust
Liriodendron tulipifera	Tulip Poplar
Ostrya virginiana	American hophornbeam, Ironwood
Quercus bicolor	Swamp White Oak
Quercus muelenbergii	Chinkapin Oak
Tilia x 'Harvest Gold'	Harvest Gold Linden
Ulmus americana 'New Horizon'	New Horizon Elm
Coniferous Trees	
Abies concolor	Concolor Fir
Picea abies	Norway Spruce
Picea glauca 'Densata'	Black Hills Spruce
Pinus strobus	Eastern White Pine
Ornamental Trees	
Amelanchier x grandiflora 'Autumn Brilliance'	Autumn Brilliance Serviceberry
Cercis canadensis	Eastern Red Bud
Crategus crus-galli var. inermis	Thornless Washington Hawthorne
Malus 'Prairie Fire'	Prairie Fire Crab
Malus 'Spring Snow'	Spring Snow Crab
Syrtinga reticulata 'Ivory Silk'	Ivory Silk Japanese Tree Lilac

Botanical Name	Common Name
Coniferous Shrubs	
Juniperus horizontalis 'Bar Harbor'	Bar Harbor Juniper
Juniperus chinensis 'Pfitzerana'	Pfitzer Juniper
Juniperus chinessis 'Kally's Compact'	Kallay's Compact Pfitzer Juniper
Taxus x media 'Dark Green'	Dark Green Yew
**Do not sheer, hand pruning only. Do not plow or store snow with salt near evergreens.*	
Deciduous Shrubs	
Hamamelis vernalis 'Sandra'	Sandra Witch Hazel
Hydrangea arborescens 'Annabelle'	Annabelle Hydrangea
Rhus aromatica	Fragrant Sumac
Rhus aromatica 'Gro-Low'	Gro Low Fragrant Sumac
Syringa meyeri 'Palibin'	Dwarf Korean Lilac
Viburnum carlesi 'Compactum'	Compact Koreanspice Viburnum
Bulbs*, Perennials and Grasses	
Allium atropurpureum	Flowering Onion
Allium cernuum	Nodding Pink Onion
Allium caeruleum	Ornamental Onion
Amsonia 'Blue Ice'	Bluestar
Amsonia abernaemontana var. salicifolia	Willow-leaved Bluestar
Asclepias tuberosa	Butterflyweed
Baptisia 'Purple Smoke'	Purple Smoke False Indigo
Baptisia spheaerocapa	Yellow False Indigo
Calamagrostis x acutiflora 'Karl Forester'	Karl Forester
Carex brevoir	Fescue Sedge
Carex bicknelii	Bicknell's Sedge
*Crocus vernus**	Crocus

Botanical Name	Common Name
Bulbs*, Perennials and Grasses	
Deschampsia cespitosa	Tufted Hair Grass
Dryopteris marginalis	Leather Wood Fern
Echinacea purpurea 'Kim's Knee High'	Kim's Knee High Coneflower
Echinacea purpurea 'Virgin'	Virgin Coneflower
Eupatorium dubium 'Baby Joe'	Baby Joe Joe Pye Weed
Galium odoratum	Sweet Woodruff
Geranium 'Tiny Master'	Cranesbill Geranium
Hosta 'Big Daddy'	Big Daddy Hosta
Hosta 'Guacamole'	Guacamole Hosta
Hemerocallis 'LIttle Business'	LIttle Business Daylilly
Hemerocallis x hybrid 'Chicago Apache'	Chicago Apache Daylily
Heuchera villosa var. atropurpurea	Maple Leaved Alumroot
Heuchera villosa 'Autumn Bride'	Autumn Bride Alumroot
*Hyacinthus orientalus**	Hyacinth
Monarda bradburiana	Eastern Beebalm
*Muscari botryoides**	Grape Hyacinth
*Narcissus 'Lemon Drop'**	Triandrus Daffodil
Nepeta racemosa 'Walker's Low'	Walker's Low Catmint
Nepeta 'Early Bird'	Early Bird Catmint
Panicum virgatum 'Northwind'	Northwind Switch Grass
Perovskia atriplicafolia 'Little Spire'	Little Spire Russian Sage
Phlox paniculata 'Blue Paradise'	Garden Phlox
Rudbeckia subtomentosa	Sweet Black-Eyed Susan
Salvia 'May Night'	May Night Salvia
Salvia nemerosa 'Wesuwe'	Meadow Sage
Schizachyrium scoparium	LIttle Bluestem
Seslaria autumnalis	Autumn Moore Grass

Botanical Name	Common Name
Bulbs*, Perennials and Grasses	
Rudbeckia subtomentosa	Sweet Black-Eyed Susan
Salvia 'May Night'	May Night Salvia
Salvia nemerosa 'Wesuwe'	Meadow Sage
Schizachyrium scoparium	LIttle Bluestem
Seslaria autumnalis	Autumn Moore Grass
Sesleria caerulea	Spring Moore Grass
Solidago sphacelata 'Golden Fleece'	Goldenrod
Sporobolus heterolepis	Prairie Dropseed
Stachy officinalis 'Hummelo'	Betony
Symphyotrichum novae-angliae	New England Aster
Pre-Planned Garden Blends and Seed Mixes	
Prairie Nursery - Preplanned Gardens	
Hummingbird Garden	Karner Blue Butterfly Garden
Monarch Habitat Garden	Xerces Pollinator Garden
Prairie Nursery - Seed Mix	
Short, Long or Wildlife Prairies	Moist Meadow
Monarch Habitat	Pollinator Seed Mix

References and Resources

Wisconsin Native Plants - http://dnr.wi.gov/files/pdf/pubs/nh/nh0936.pdf

Wisconsin Native Trees - http://dnr.wi.gov/topic/forestmanagement/documents/pub/FR-053.pdf

Invasive Species (DO NOT PLANT) - http://dnr.wi.gov/topic/Invasives/

Supporting Native Bees - https://learningstore.uwex.edu/Assets/pdfs/G4001.pdf

City of Madison - Rain Gardens - https://www.cityofmadison.com/engineering/stormwater/raingardens/

The Know Maintenance Perennial Garden - Roy Diblik (2014)

Planting in a Post Wild World - Rainier and West (2015)

RECOMMENDATIONS

IMPLEMENTATION ACTION PLAN

Introduction

The Fond du Lac Loop Landscape Master Plan includes many important recommendations that will establish the Fond du Lac Loop as a premiere recreational trail network with strong connections, consistent character and a series of support assets that contribute to a strong sense of place and expression of Fond du Lac's natural resources, history, culture and art.

The sheer size and number of improvement recommendations and ballpark costs may seem like an impossible task. This plan proposes three basic categories or levels of improvements; those that can be incorporated in the City's capital improvement plan annually, those that can be supported via, donations, grants or other sponsorship and those that are visionary but would require a significant partner.

In this section, recommendations are translated into specific and prioritized projects and actions to help guide the city towards their vision for a better Loop. These are organized by Capital Improvements, Land Improvements and Development, Operational Improvements and Policy Improvements. Each describes a potential cost, funding source(s), and the leaders and partners who will be responsible for completing the project. Projects are prioritized based on their cost and catalytic potential.

Capital Improvements

These public projects target the loop, Hamilton Park, Johnson Underpass, Quic Frez Site, public right-of-ways, public facilities and other public spaces where improvements would advance all aspects of the vision for the Loop and Fond du Lac as a whole. Projects are listed in priority order, not only due to their impact but also the required investment. Some projects will require private investment to complete. Most of the projects follow a three phase process that starts with preliminary design, final design/engineering and concludes with construction. The cost of Phase 1 and 2 are about 25% of the total project value. Estimates provided are ballpark and should only be used for budgeting purposes, in almost all cases further planning, design and engineering is required before these improvements can be implemented. Phase I consulting services will need to be completed well before construction can be a reality. All projects may require public outreach/input, design, engineering and permitting.

Land Improvements and Development

There are several vacant parcels within the loop area that could be used to support the vision for the loop master plan. Carefully considered public sector improvements will support the vision in this plan and can help develop new support/magnet attractions (cafe's, shopping etc.) for trail users. As parcels become available the city should evaluate ownership opportunities that align with this and other city initiatives.

Operational Improvements

The City, Parks Department, Downtown Fond du Lac Partnership, Fond du Lac Loop Coalition and other interested parties should coordinate to refine and improve organizational, marketing and financial operations that will support the vision of the Loop Master Plan. While these improvements don't have an immediate visual gratification lay important groundwork for implementing the rest of the plan.

Policy Improvements

Public Policy is the foundation of all City initiatives and execution of all aspects of this plan. Starting with the adoption of this plan the city will have to navigate additional studies required, reaching out to private property owners and local businesses to generate support and identify funding opportunities to make this vision a reality.

"THERE ARE NO IMPOSSIBLE PROJECTS, JUST IMPOSSIBLE TIMELINES."

-UNKNOWN

RECOMMENDATIONS

IMPLEMENTATION ACTION PLAN

Capital Improvements				
Trail Safety Improvements	Provide safe and comfortable bicycling conditions, adequate parking and an attractive space for people. Total Cost: **TBD** Funding: City, Grants, TIF Partnerships: City Departments, Consultants	2018 2018 2019 2019 2020+ ongoing		• Designate and sign bicycle park and rides • Design and install downtown bike hubs • Consider trail connections to nearby parks • Construct improvements to crosswalks as road repair/construction occurs
Placemaking Improvements	Enhance user experience by installed a branded wayfinding package. Total Cost: **$450k-600k** Funding: City, Grants, TIF Partnerships: City Departments, Consultants	2018 2018 2018 2018 2018 2020+ ongoing	$90,000	• Finalize design and construction documentation for all proposed Placemaking signage • Bid designs • Install map kiosks and wayfinding signage • Install additional trail markers • Install bicycle racks, hydration stations and fix it stations where desired • Install story panels • Encourage installation of art along the loop on private property *(see Master Plan section for specific improvement locations)*
Landscaping Improvements	Enhance the trail by installing native landscaping areas. Total Cost: **$30,000-$100,000 annually** Funding: City, Grants, TIF Partnerships: City Departments, Local Organizations, Consultants	2018 and beyond		• Plan and design landscaping at desired intersections • Install landscape improvements at major and minor intersections • Install landscape improvements in islands and medians • Install demonstration/themed gardens • Encourage installation of enhanced landscaping along the loop on private property *(see Master Plan section for specific improvement locations)*

Capital Improvements

Quic Frez	Develop a park at the former Quic Frez site. Total Cost: **$1M-$1.5M** Funding: TIF, private sponsorship, donations, grants Partnerships: City Departments, Downtown Fond du Lac Partnership, Consultants	2018 2019 2025 2025+	$20,000 $100,000 $50,000	• Plan and design trailhead at entrance to the River Trail at the intersection of Morris St. and Brush St. • Engineer and construct the trailhead • Master Plan the park • Engineer and construct park
Hamilton Park	Improve Hamilton Park to make it a downtown destination. Total Cost: **$850k - $1M** Funding: TIF, City Funds, private sponsorship, donations, grants Partnerships: City Departments, Downtown Fond du Lac Partnership, Consultants	2020 2025+	$165,000	• Plan and design improvements to Hamilton Park • Engineer and construct the Park
Gateway Plaza	Create a public plaza at the north west corner of intersection of S Macy Street and Forest Ave. Total Cost: **$145k-$275k** Funding: TIF, City Funds, private sponsorship, donations, grants Partnerships : City Departments, Downtown Fond du Lac Partnership, Consultants	2019 2020	 $28,000	• Plan and design Gateway Plaza • Engineer and construct Gateway Plaza
Underpass Park	Develop a public park and playground under the Johnson Underpass. Total Cost: **$600k-$1.75M** Funding: TIF, City Funds, private sponsorship, donations, grants Partnerships: City Departments, Downtown Fond du Lac Partnership, Consultants	2018 2022 2025+		• Collaborate with WIS DOT to determine feasibility of the park • Plan and engineer Underpass Park • Construct Underpass Park

Capital Improvements

Lighthouse View	Install an iconic, branded attraction in Lakeside Park. Total Cost: **$15k-$30k** Funding: TIF, City Funds, private sponsorship, donations, grants Partnerships: Parks Department	2018 2019	• As part of the Placemaking improvements finalize design and construction documentation for the lighthouse photo or sign panel • Install panel and associated improvements
Downtown Sculpture Trail	Develop a public art program and sculpture trail along the River Trail. Total Cost: **TBD** Funding: TIF, City Funds, private sponsorship, donations, grants Partnerships: City Departments, Downtown Fond du Lac Partnership	2018 and beyond	• Plan and design Sculpture locations along the trail and associated landscape improvements • Engineer, construct, install installations

Land Improvements & Development

City Owned vacant lots	Convert vacant lots into trail amenities.
	
	Total Cost: **TBD**
	
	Funding: TIF, City Funds, private sponsorship, donations, grants
	
	Partnerships: City of Fond du Lac, Parks Department, Community Development, Parks and Recreation Department, Master Gardeners Club, Educational Instituitions
		Ongoing	• Consider developing the following city owned lots into gardens or support facilties for the Loop:
			  • Forest and Brooke Street
			  • Southwest corner of Western and Militar
			(see Master Plan section for specific improvement locations)

General Development	The City should carefully evaluate developer proposals and make sure proposals support the plan. Total Cost: **TBD** Funding: TIF, private sponsorship, donations, grants Partnerships: City of Fond du Lac, Community Development, Private Developers	Ongoing	• Encorce design standards and desired landscape aesthetics proposed and make sure they are in line with this plan
Improvement Assistance	Consider developing a gap fund that could assist private property owners to make facade and landscaping improvements to their properties. Total Cost: **TBD** Funding: TIF, City Funds, private sponsorship, donations, grants Partnerships: City of Fond du Lac, Parks Department, Downtown Fond du Lac Partnership, Community Development	Ongoing	• Provide assistance for appropriate improvements to private properties that are adjacent to or proximate to the loop or focus areas identified in this plan.

Operational Improvements

Marketing	Engage in branding, public relations and outreach. Total Cost: $60,000 (Signage bid documents), $100,000 (Promotion) Funding: City, grants Partnerships: Strive On, other City departments, local business sponsors, Consultants	2017 2017 2018 2018 2019 Ongoing	• Finalize a cohesive branding for the trail (final field survey, design detailing, bid documents. Final procurement,final production (TBD) • Meet with Strive On to discuss opportunities to develop a mobile application for the trail • Host a community-wide bike safety event to educate trail users and motorists on safety and rights and responsibilities of each mode of travel • Update the comprehensive trail map • Develop promotional material • Use the Fond du Lac Loop website to share information
Public/Private Partnerships	Reach out to potential partners to improve and maintain trail. Total Cost: : **TBD** Funding: Grants, local businesses Partnerships: Local schools, artists, businesses, community groups, civic groups, neighborhoods, Art Board	2018 2018 2019 2019 2020+	• Implement a neighborhood watch program or trail patrol to monitor The Loop • Work with Giddings & Lewis Machine Tools to identify opportunities for murals on blank industrial walls • Work with Children's Museum to develop mural on building side along Doty St. • Partner with the Master Gardener Volunteer Program for implementation of landscaping recommendations • Develop community gardens
Management	Prepare for maintenance of the future capital improvements. Total Cost: : **TBD** Funding: City Partnerships: Advisory Park Board	2017 2017 2017 Ongoing	• Create a project management team • Augment existing staff responsibilities to manage new improvements • Develop plan for revenue generation and enhancement through fees, events, sponsorships etc. • Create a Park Stewardship Program to connect people with nature through resource management

Public Policy				
Fond du Lac Loop Landscape Master Plan	Plan Adoption and Maintenance. Total Cost: $0 Funding: City funds, grants Partnerships: Advisory Park Board, City, Consultants	2017 2017-2018 2019+		• Adopt the FDL Loop Landscape Master Plan • Review existing codes and processes, identify impediments to implementing this plans vision. Modify documents to align with goals, objectives, and principles of this plan. • Review and update FDL Loop Master Plan • Modify existing maintenance scheduled/develop a living maintenance plan to maintain new improvements as they come online
Conduct Additional Studies	Continue to undertake studies and create/update policies that improve the trail and local attractions/ destinations. Total Cost: : **Varies** Funding: City funds, grants Partnerships: Park Board, City Staff, City Council	2017 2017 2018 2019	 $25,000-$50,000 $20,000-$30,000	• Review and amend existing codes to allow for native plantings in terraces and front yards • Implement the Lakeside Master Plan(s) • Update Fond du Lac's Comprehensive Outdoor Recreation Plan (CORP) and Bike & Pedestrian Plan every five years (Next CORP due 2020-2025)
Property Owner Outreach	Work with property owners to make improvements that will improve safety and aesthetics along trail. Total Cost: : **Varies** Funding: City funds Partnerships: City Staff	2017+		• Contact property owners to discuss facade improvements, junk yard removal/cleanup, fence update/repairs • (2) vacant lots on Mihill south of Pioneer • Contact business and property owners to discuss the FDL Loop (determine support, future plans and business objectives, potential development/support /sponsorship for improvements,etc.) Align policies and actions
Funding	Identify funding opportunities to implement action items. Total Cost: : **Varies** Funding: TIF, City funds, private sponshorship and donations, grants Partnerships: City Staff, Advisory Park Board, local businesses	2017 2017 2018 2018+	$25,000-$50,000 $0 $5,000+ each Varies	• Develop a fundraising campaign plan to be used when soliciting individual, corporate and foundation prospects • Develop a sponsorship program for trail (e.g. benches, artwork, signage) • Identify and prospect donors • Apply for grants (see page 66) • Utilize TIF to fund public improvements

RECOMMENDATIONS

FUNDING

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
C.D. Besadny Conservation Grant Natural Resources Foundation	•Supporting small-scale habitat restoration projects •Education and outreach programs about Wisconsin's natural resources	Various	•Up to $1,000	1:1 basis (including in-kind services or donation) twice per year	•Must be tax-exempt 501(c)(3), public or private school, or government agency •Grants are not awarded to projects with a total project budget greater than $10,000 •Website: http://www.wisconservation.org/how-we-work/c-d-besadny-conservation-grants/
Club Fostered Stewardship Grant American Canoe Association/L.L. Bean	• Removing heavy debris and trash from rivers and bays •Improving access for local paddlers •Establishing water trails •Monitoring water quality •Removing environmentally-sensitive woody debris •Restoring and improving riparian buffer •Environmental education and outreach programs	March annually	•$100-$1,000	None	•Eligible organizations include canoe clubs and conservation organizations •Applications that outline how funding will be acknowledged (i.e., press releases; websites and social media sites; newsletters; using the ACA/ L.L. Bean logo on advertisements, signage, printed materials, etc.) have an increased chance of being funded. •Website: http://www.americancanoe.org/?page=LLBean_CFS_Grant
Community Development Block Grant-Planning (CDBG-PLNG) Wisconsin Department of Administration (DOA)	•Creating plans to address economic and development needs of a community or site	End of May annually	•Community-wide: $25,000 •Site Specific Plan: $15,000	50%	•Must meet Low to Moderate Income (LMI) criteria to be eligible •Website: http://www.doa.state.wi.us/Divisions/Housing/Bureau-of-Community-Development/CDBG-PF-Program-Overview

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
Five Star Restoration Grants National Fish & Wildlife Foundation (NFWF)	•Ecological improvements including: wetland, riparian, forest and coastal habitat restoration •Wildlife conservation •Enhancing community tree canopy •Water quality monitoring and storm water management •Targeted community outreach, education and stewardship	Annually in February	•$20,000 to $50,000 (average $30,000)	50%	•Geographic focus depends on funding available from the funding partners. •Website: http://www.nfwf.org/fivestar/Pages/2016RFP.aspx
Fund Your Park National Recreation & Park Association	•Crowdfunding platform service designed for park and recreation agencies	•Varies	•Service is free, tax deductible donations	N/A	•Website: https://www.nrpa.org/about-national-recreation-and-park-association/fundraising/fund-your-park/
Highway Safety Funds - Sections 402 and 403 WisDOT	•Funds highway safety projects at sites that have experienced a high crash history, emphasis on low-cost options that can be implemented quickly	December 1st annually	•Variable	20%	•Community programs: provides funds for bicycle and pedestrian education and enforcement projects; non-construction projects such as helmet purchase, sponsorship or bicycle rodeos, development of brochures, etc. •Highway safety program: provides funds for bicycle/pedestrian education. May also be used to develop safety classes for Bicycle/Pedestrian offenders • Research projects: funds the research of data needed to substantiate unique local needs for safety funds. •Website: http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/hsip.aspx
John C. Bock Foundation Grant	•Preserving and protecting landscapes containing mature woodlands or old growth forest	May 31st annually	•Variable	Variable	•Aims at public education, particularly of builders and developers, about the conservation of woodlands •Website: http://www.bockfoundation.org/bock/default.htm

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match	Additional Comments
Joint Effort Marketing (JEM) Grant Program Wisconsin Department of Tourism	•E-mail marketing, print and broadcast ads, direct mail, publicity, and billboards	•First of the month August, November, February and April	•Up to $39,550	25%	•Reimburses Wisconsin non-profit organizations for qualified advertising costs to make a promotion or event come to fruition •Applications must be submitted at least 90 days prior to the first day of advertising that will be paid using the grant funds; for example, if your first JEM funded ad runs on November 1, your application should be submitted by August 1 •Website: http://industry.travelwisconsin.com/grants/joint-effort-marketing-jem-grant-program
Knowles-Nelson Stewardship Program WDNR	•Land/easement acquisition for local parks •Development projects for nature-based outdoor recreation	May 1st annually	•No limit	50%	•Statewide umbrella program for Aids for the Acquisition and Development of Local Parks (ADLP), Urban Green Space (UGS) grants, Urban Rivers (UR) grants, and Acquisition of Development Rights (ADR). Community must have an up-to-date Comprehensive Outdoor Recreation Plan •Website: http://dnr.wi.gov/topic/stewardship/grants/Index.html
Land and Water Conservation Fund (LWCF) WDNR	•Land acquisition •Developing outdoor recreation facilities, including active sports facilities	May 1st annually	•No limit	50%	•Applicants apply for LWCF grants through the Knowles-Nelson Stewardship Program •Website: http://dnr.wi.gov/Aid/LWCF.html
Landowner Incentive Program (LIP) WDNR	•Improving or creating habitat for native plants and wildlife •Providing technical help to improve property, which helps wildlife and plant species, especially rare species	Various	•$2,500 - $25,000	25%	•Helps private landowners create and manage habitat for species that are rare or declining •Provides management advice, assistance with management plans and cost-share funding to individuals and organizations proposing projects on private lands throughout Wisconsin •LIP is a cost-share program and DNR can reimburse a landowner for up to 75% of the cost for the on-the-ground practices that are involved in the management of the project. The landowner is required to contribute the matching percentage •Website: http://dnr.wi.gov/topic endangeredresources/lip.html
Municipal Flood Control Grant Program WDNR	•Property acquisition and removal of structures to improve water storage •Flood-proofing and detention ponds •Flood mapping	March annually	•Various award amounts	30%	•To be eligible for grant award payment reimbursement, the applicant shall obtain all necessary permits and approvals for the project •Website: http://dnr.wi.gov/Aid/MunFloodControl.html

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
North American Wetlands Conservation Act Grants Program U.S. Fish and Wildlife Service	•Long-term protection, restoration, and/or enhancement of wetlands and associated uplands •Habitats for the benefit of all wetlands-associated migratory birds	•Cycle 1: November annually •Cycle 2: July annually	•$75,000 for small projects	50%	•Applicants submit project proposals to the U.S. Fish and Wildlife Service's Division of Bird Habitat Conservation for either of the program's two funding cycles per year •Website: http://www.fws.gov/birds/grants/north-american-wetland-conservation-act.php
PeopleForBikes PeopleForBikes	•Funds bicycle infrastructure projects such as bike paths, lanes, trails, and bridges, mountain bike facilities, bike parks and pump tracks, BMX facilities, end-of-trip facilities (bike racks, storage), and more	•April 7 and October	•$10,000	>50%	•Applicants can be from city/county agencies or departments working on projects with a focus on bicycling, active transportation, or community development •Website: http://www.peopleforbikes.org/pages/grant-guidelines
Recreational Boating Facilities (RBF) WDNR	•Installation of new and reconstruction of ramps, boarding docks, and support facilities •Improvement and repair of docks •Dredging •Trash skimming equipment •Navigation aids •Weed harvesting equipment •Feasibility studies	•Open Application (Typically May 1st)	•No limit	50%	•Must make presentation to the appointed Waterways Commission •Website: http://dnr.wi.gov/Aid/RBF.html
Recreational Trails Aids (RTA) Program WDNR	•Maintaining or restoring existing trails •Developing or rehabilitating trailside/trailhead facilities and trail linkages •Constructing new trails •Acquiring property for trails	May 1st annually	•$45,000 annually •$200,000 every third year	50%	•Federal funds are awarded through the WDNR Knowles-Nelson Stewardship Program. •Website: http://dnr.wi.gov/aid/rta.html

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
Sport Fish Restoration (SFR) WDNR	•Constructing and renovating a new boat ramp •Developing and renovating parking lots •Developing accessible paths •Lighting and restroom facilities •Channel dredging and feasibility studies •Fishing Piers	February 1st annually	•No limit	50%	•Projects that have received funding from other federal grants are not eligible to receive SFR grant funding •Website: http://dnr.wi.gov/Aid/SFR.html
State Infrastructure Bank (SIB) WisDOT	•Offers a range of loans and credit options to help finance eligible surface transportation projects.	Ongoing	•WisDOT charges a 2% interest rate on loan principal and projects can be amortized up to 25 years	N/A	•Eligible projects include construction of parking facilities, bicycle lanes and pedestrian walkways to better facilitate customer traffic on or near retail centers and tourist attractions; providing signal lights, turn lanes and pedestrian walkways at busy highway intersections; constructing or widening a road linking an intermodal facility or enhancing a road leading up to a brownfield property •Website: http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/sib.aspx
Surface Water Grants: Lake Classification and Lake Protection Grants WDNR	•Developing and implementing local land and water management programs targeted to specific classes of lakes in response to various development and recreational use pressures •Improving or protecting the quality of water in lakes or the quality of natural ecosystems •Implementing protection activities for the lakes based on their classification •Implementing the recommendations of a lake management plan	•Lake Classification and Ordinance	•Classification: $50,000 •Protection: $200,000	25%	•Awarded through DNR Surface Water Grants Program •Website: http://dnr.wi.gov/Aid/SurfaceWater.html

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
Surface Water Grants: Lake Management Planning and Large and Small Scale Lakes WDNR	•Collecting and analyzing information needed to protect and restore lakes and their watersheds	•December 10th annually	•Small scale projects: $3,000 •Large scale projects: $25,000	33%	•Funding for local governments and tribes. •Awarded through DNR Surface Water Grants Program •Website: http://dnr.wi.gov/Aid/SurfaceWater.html
Surface Water Grants-River Protection Planning & River Protection Management Grants WDNR	Planning •Assisting in the formation and/or strengthening of qualified river management organization •Protecting or improving rivers and their ecosystems •River improvement education projects •Assessments and plan development Management •Purchasing land or conservation easements •Developing local ordinances •Installing nonpoint source pollution control practices •River restoration activities	•River Protection Planning: December 10th annually •River Protection Management: February 1st annually	•Planning: $10,000 •Management: $50,000	25%	•Awarded through DNR Surface Water Grants Program •Website: http://dnr.wi.gov/Aid/SurfaceWater.html
Targeted Runoff Management (TRM) Grant Program WDNR	•Reimbursing agriculture or urban nonpoint source pollution control in targeted, critical geographic areas with surface water or groundwater quality concerns	•April 15th annually	•Large-scale: $1 million •Small-scale: $150,000	30%	•Competitive grants for local governments. •Cities, villages, towns, counties, regional planning commissions, tribal governments and special purpose lake, sewerage and sanitary districts may apply •Website: http://dnr.wi.gov/Aid/TargetedRunoff.html

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
Tax Increment Finance (TIF) Wisconsin Department of Revenue	•Land acquisition, park infrastructure, trail development •Cannot be used for constructing recreation and community buildings	•Adoption must be completed by September 30th of each year	•Not a grant program	N/A	•Not a grant program but an economic development financing tool •Local municipality creates Tax Increment District (TID). •100% of tax increment growth returned to the TID for a set period of time, usually 20 or 27 years •Website: https://www.revenue.wi.gov/slf/tif.html
Transportation Alternative Program (TAP) WisDOT	•Provides for a variety of alternative transportation programs including Safe Routes to School, Transportation Enhancements and the Bicycle and Pedestrian Facilities Program	Varies	•WisDOT reimburses 80% of the approved project costs • Minimum project cost is $300,000	20%	•Eligible activities include construction, planning and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation; construction, planning and design of infrastructure-related projects and systems that will provide safe routes for non-drivers; community improvement activities; environmental mitigation activities; recreational trails program; Safe Routes to School program; and planning, designing or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways •Website: http://wisconsindot.gov/Documents/doing-bus/local-gov/astnce-pgms/aid/tap/guidelines.pdf

Funding Program & Agency	Eligible Activities	Application Deadline	Grant Award Limit	Local Match Required	Additional Comments
Urban Forestry WDNR	•Provides technical service and financial assistance to communities for developing urban forestry programs	October 1 annually	$25,000	50%	•Priorities include communities needing to develop an urban forestry plan, worker training, and to conduct a street tree inventory • Eligible projects include undertaking street tree inventories, training for Village tree workers, developing urban open space programs, developing urban forestry plans, developing a tree ordinance, developing a public awareness program and tree planting maintenance •Website: http://dnr.wi.gov/topic/UrbanForests/grants/
Urban Nonpoint Source & Storm Water Management Grants WDNR	•Controlling urban nonpoint source and storm water runoff pollution	April 15 annually	•Construction: $150,000 •Additional $50,000 may be requested for property acquisition	Planning: 50%	•Competitive grants to local governments to reimburse costs of planning or construction •The local government must have either jurisdiction over the project area or be required to control storm water discharge with an inter-governmental agreement between the municipality and WDNR. Eligible areas are urban lands with population density of at least 1,000 people per square mile or non-permitted commercial or municipally-owned industrial use. Projects may be in areas that are expected to become urban within 20 years •Website: http://dnr.wi.gov/Aid/UrbanNonpoint.html

LOOP LANDSCAPE

FOND DU LAC

WISCONSIN

Master Plan

July 2017

MSA PROFESSIONAL SERVICES

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN