



Site Reuse Design of the Ferguson Properties

in Richland Center, WI

Regionally-Directed Technical Assistance



Regionally-Directed Brownfields Technical Assistance

- **Brownfields Site Visioning/Market Analysis/Site Design**
 - Community Engagement, Visioning, and Planning
 - Technical, facilitation and logistical support to assist EPA regional staff and existing brownfields grantees or TBA recipients in planning and carrying out technical assistance for community revitalization efforts
 - Market Analyses and Economic Research
 - Conducting market studies analyzing options for feasible site reuse of one or more brownfields in specific grantee or TBA recipient communities
 - Brownfields Site Design and Revitalization Planning
 - Assistance in developing brownfield site designs or site revitalization plans, based upon community visioning exercises

Project Introduction

- Richland Center Wisconsin received Technical Assistance support from EPA's Office of Brownfields and Land Revitalization and EPA Region 5.
- Provided contractor technical assistance to provide site reuse design support for the Ferguson properties and an adjacent City-owned parcel.
- The team conducted a site visit and provided a preferred alternative to support future development of the site.



Figure 1: The Ferguson properties southwest corner.

Background on The Ferguson Site

- Richland Center, Wisconsin is the county seat of Richland County and continues to look for opportunities for economic development.
- Multiple planning efforts, including a comprehensive plan for 2022-2032 have identified key goals for the city. The plan identified the need for Richland Center to restore vitality to the downtown and create an active area for residents and visitors to live, work, and play. Prior technical assistance also identified hospitality as a preferred use for the site.
- The Ferguson properties are a series of parcels located at the edge of downtown Richland Center. The sites are owned by a single owner and were historically used as a diesel care sales lot and printing press. An additional City-owned parcel is included for redevelopment planning.



Figure 2: Ferguson properties (unshaded) and adjacent City-owned parcel (shaded in red)

Challenges + Opportunities

- The Ferguson properties offer immediate opportunities for redevelopment and are considered priorities for stimulating activity on brownfields redevelopment across the city.
- Hotels in the City are frequently at capacity and reflect demand for more hotel rooms.
- Additional public spaces is needed in the city to support existing public events such as farmers' markets that are quickly outgrowing available space.



Figure 3: The Ferguson properties

Site Reuse Design

- The reuse plan provided two initial layouts for three buildings and parking spaces on site. The preferred alternative provided further development of a chosen layout, providing additional strategies for site access and public realm improvements.
- The reuse plan employs a horizontal mixed-use strategy to include a hotel, retail uses, restaurants, services, and residential units. Partial street closer and siting create additional public spaces to support events and day-use.
- Provided sample event layouts for programming of the public spaces and other related public realm improvement recommendations.



Figure 4: Initial layout options for the site.



- 1 Hotel and Restaurant**
38,000 SF
A 4-story hotel with 60 rooms with full amenities and a ground floor restaurant
- 2 Retail / Food**
9,000 - 18,000 SF
A 1 to 2-story building with approximately 4 establishments providing retail or food and beverage services
- 3 Mixed-Use Residential**
21,600 SF - 28,800 SF
A 3 to 4-story building with approximately 12 to 18 residential units completed with first floor office spaces, as well as opportunity for a small cafe.

Figure 5: Preferred Alternative site plan



Figure 6: Rendering of public space programming

Project Benefits

- The site design and public realm improvement recommendations are critical pieces to communicate the vision for the Ferguson properties to both internal stakeholders and private interests.
- Key next steps include
 - Market the site to attract hotel developers, operators, and potential ground-floor tenants.
 - Complete a Hotel Feasibility Study and market the site.
 - Develop a funding strategy and apply for grants for public realm improvements.

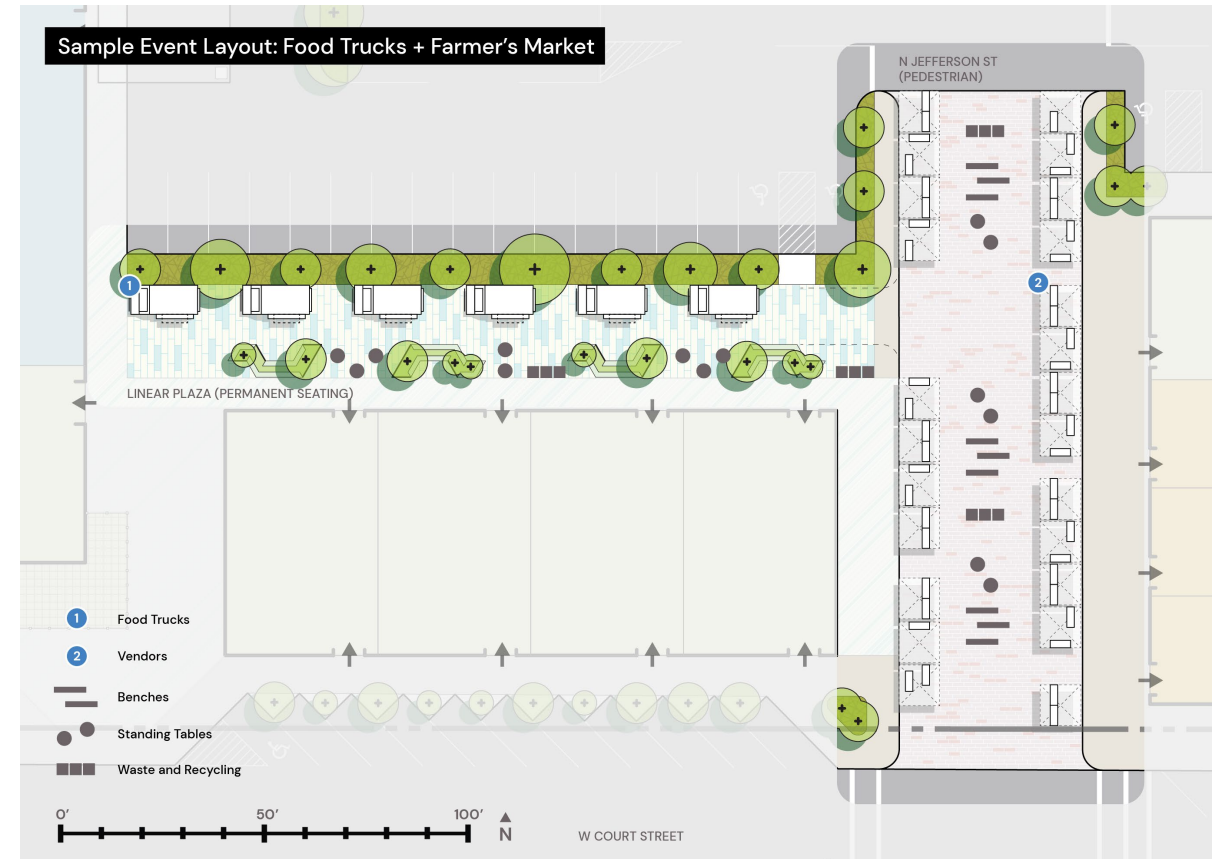


Figure 7: Sample event layout for new public spaces on site