

Administration

To: Downtown Main Street Task Force

From: Mason Becker, Manager of Economic Development and Strategic Initiatives

Date: March 25, 2025

Subject: Recent meeting with City and WisDOT team

Background

Members of City staff, including Mayor McFarland, recently met with representatives from the Wisconsin DOT to discuss the 2028 Main Street reconstruction project on February 14, 2025.

Topics discussed included a review of the project timeline, key decision dates, further amenity decisions, and more. Here are a few of the major items discussed in summary:

Distance clarification: There had been a bit of confusion on the exact distance of the project. This was clarified that the project will stop around Ninth Street, near the curve by Elite Lock & Key.

We reconfirmed that the City wants extra conduit run for future data or utility needs. Andrew Beyer will be checking with Digicorp on exact placement. AECOM would be performing this work.

Arch and pillars: We expressed that we would like to see the archway done as part of this project, as this is a signature piece in the reconstruction planning. DOT will need to know the type of base and exact location. City staff will continue working on this.

Signs and kiosk: We reconfirmed that we want to see a wayfinding kiosk in front of the movie theater. A rendering will be needed by October 1.

ADA voice boxes at Church St: It was discussed that mounting these ahead of the project might be easier. This could end up being a City capital request for 2028.

Business accessibility/construction sequencing: The often asked about “block by block” approach was discussed. This will not be feasible, as it would be incredibly expensive to utilize this approach. Instead, the project will be split into two parts, essentially a western phase and then an eastern phase. We discussed cross streets that could be kept open in areas during discussion, which is a topic on this agenda.

Regarding accessibility to front doors of businesses and properties, WisDOT officials reiterated that these will still be accessible during construction. There will be small windows when work is happening directly in front of a business where entrances will be inaccessible (e.g. if new laterals

are being installed). Gravel will stay down for walking, and temporary pedestrian foot paths are likely, as previously discussed.

On a final note, 60% plans for the project should be done by April 1st.

A Local Officials Meeting (LOM) took place on March 18, 2025, as a Committee of the Whole (COW) with the Common Council (a copy of the presentation given by Steve Porter from WisDOT is included in this agenda packet). A Public Information Meeting for the general public should be scheduled in the near future.

Budget Goal

- Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
- Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities

Financial Impact

Some of the items discussed today will need to be planned for in the City's long-term Capital Improvement Plan (CIP) budget. That process for the upcoming City budget, which includes updating the CIP, will occur in May 2025.

Recommendation

Some of the items on this meeting's agenda include discussion and decision-making on certain items relating to the project, such as the block ID's and an update on the silva cells and proposed street trees.

2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

Present a budget that (in no particular order):

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing

4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends