

**DOWNTOWN MAIN STREET TASK FORCE
TIERED RECOMMENDATION LIST
Updated 2/16/23**

TIER	ITEM	YEAR START	YEAR END	CHAMPION
1	Plan for update and install of murals	2023	2027	Tourism
	Hire a Landscape Architect to deisgn a master plan that will encompass the following items (work would not be completed until 2028 reconstruction is complete):	2023	2024	City and Main Street
	Design of Main Street entrance feature			
	Create naming system for public parking lots, improve aesthetics of existing parking lots			
	Determine locations of and create public meeting spaces			
	Well-designed seating at pedestrian friendly intervals			
	Well-designed way-finding signage network			
	Determine location and design of permanent parklets			
	Temporarily close-off parts of certain streets for programming			
	Create and/or identify sites for future winter activities and programming			
	Style/selection of a multi-purpose bubbler, pedestrian level flower pots, benches, well designed trash receptacles, etc.			
	Plan for green infrastructure improvements in the Downtown	2023	Ongoing	City
	Reconstruct and improve seawalls near downtown and remove associated vegetation to create vistas (this work possibly done by City crews)	2023	Ongoing	City
	Coordinate with WisDOT on following items:	2023	Ongoing	City/WisDOT
	Selecting design of traffic lights that allow pedestrians to stop			
	Improve design of traffic			
	Selecting location of permanent parklets			
	Selecting taller lampposts			
	Plan to update/upgrade utilities throughout reconstruction			
	Plan to/attempt to widen sidewalks			
	Design/select curb bumpout locations to improve traffic calming measures			
	Design relocated crosswalks for improved pedestrian flow/safety			
	Design/incorporate features for blind & deaf in crosswalks			
	Design/incorporate continental crossworks for improved pedestrian safety			
	Design infrastructure for decorative lighting and electrical use			
	Design infrastructure for EV charging stations			
	Design a multi-purpose bubbler			
	Design 5G lampost infrastructure	2023	Ongoing	Cell providers/City
2	Create strategic plan for photo op's/vistas within Main Street District	2024	Ongoing	Main Street
	Perform transportation network evaluation in the Downtown, with the intention of redesigning one-way streets and planning for bike usage	2024	2024	DOT/City
	Underlight Cole Bridge (cost for design to be requested in 2024 City budget)	2024	2024	City
3	Install Main Street entrance feature	2028	2028/2029	City/Main Street
	Install well-designed seating at pedestrian friendly intervals	2028		Main Street
	Install well-designed way finding signage	2028		City
	Install permanent parklets	2028		City
	Plan for and install art and sculpture on sidewalks	2028	Ongoing	Tourism/Main Street

	Install pedestrian level flower pots	2028		Main Street
	Install well designed trash receptacles	2028		Main Street
	Create implementation plan for development of Riverwalk north of Cole Bridge	2028		City
4	Perform comprehensive parking study	2022	Completed	City (Main St. grant)
	Conduct evaluation of parking study on Main Street (ongoing, and some opportunities already identified & being investigated by city staff).	2022	Ongoing	City