

MEMO

TO: Mayor McFarland and Committee Members
FROM: Jaynellen J. Holloway, P.E.
DATE: February 24, 2023
RE: Downtown Main Street Task Force ARPA Request

Finance Committee Members,

I am writing on behalf of the Downtown Main Street Task Force (DMSTF) for consideration of allocating ARPA funding for purchasing the services of a landscape architect. Recently, the DMSTF approved a prioritized, chronological list of work stemming from their previously approved Main Street Reconstruction Plan. This plan was presented to the public, and now the DMSTF has put that plan into an actionable approach. Please see the attached timeline of work.

Because of the timing of the reconstruction of Main Street, and also because of the Main Street Bridge reconstruction, the WisDOT has begun to ask for preferences from the city pertaining to lighting, curb bump outs, and parklets to name a few. Considering the vast scope of work, and the generational impact of these two projects, the DMSTF believes hiring for professional landscape architect services is in the best interest of the City. While some items like naming public parking lots or bench placement could be achieved by the task force or City team, the DMSTF believes the “bigger picture” would be best strategized and created by those professionally experienced with doing so.

This request does align with the Common Council’s categories/goals for the APRA funding, namely high impact/high cost. We anticipate these services costing between \$80,000-\$100,000.

Thank you,

Jaynellen J. Holloway, P.E.
Director of Public Works/City Engineer