



# City of Marshfield Memorandum

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TO: Board of Public Works  
FROM: Josh Miller, City Planner  
DATE: August 3, 2015

RE: 2<sup>nd</sup> Street Green Street Corridor Design.

## **Background**

In June, the Board of Public Works directed staff to move forward with a revised concept for 2<sup>nd</sup> Street that included one-way streets, diverging from Central Avenue and angled parking. Staff met with Randy Lueth to discuss the parameters and have come up with a revised concept based on the direction of the Board.

## **Analysis**

The recommendation from the Downtown Master Plan was to redevelop 2<sup>nd</sup> Street as a green street corridor. Below are the details from the Plan:

### **Redevelop 2nd Street as a green street corridor.**

2nd Street connects the expanded library, core downtown, proposed park, and Steve J. Miller Park. This street can be redeveloped with significant landscaping, art installations, traffic calming, and other bicycle and pedestrian improvements to tie these resources together. The green corridor can be an incentive to promote eventual redevelopment of public and private properties along West 2nd Street.

- a) Develop a design for the corridor, incorporating street calming measures, bicycle and pedestrian accommodations, significant vegetative landscaping, street amenities, and art installations.
- b) Based on the adopted design, identify a timeline for improvements. Many features can be added incrementally as nearby development occurs. Features such as sculpture, murals, or other art installations can be added annually to create a continually evolving street scene.

## **Design Highlights**

The final concept covers a two block span instead of the original 4 blocks. The direction from the Board of Public Works was to focus on the areas that will be redone in the short-term. The 2<sup>nd</sup> Street corridor west of Chestnut Avenue likely won't be developed for some time, so the focus area is from Maple Avenue to Chestnut Avenue.

There are a lot of infrastructure components and design elements that are desirable in a pedestrian green space corridor. Due to the limited space within the right-of-way, not all of them could be included. This is still in concept form and some of the elements such as the location and/or type of outdoor seating, public art, landscaping, and bike parking may be shifted to account for visibility, utilities, and functionality in the final design.

The proposed concept (angled parking along the south) maximizes the available parking (provides 32 stalls compared to 35 stalls under the current configuration), allows for on-street loading zones to the north, and provides significant greenspace along the north side of the street. Parking options on the north side of 2<sup>nd</sup> Street were also considered. When placing angled parking along the north side, the same number of parking stalls as the south side could be provided (32 stalls), however, the two loading zones would have to be removed. If the loading zones were included in the design with parking on the north side, then a number of additional stalls would have to be removed.

Business and property owners to the south side of the street (Custom Aerial Photography and PSE) also wanted on-street loading zones. However, a number of parking stalls would have to be removed to make that accommodation and having a parallel loading area next to an angled parking stall may be challenging to utilize. If loading is needed on a temporary basis, cones could be placed in the nearby parking stalls so no one parks there while businesses are receiving deliveries.

Below are the components of the design:

#### 100 Block of East 2<sup>nd</sup> Street (Central Avenue to Maple Avenue)

- North
  - Approximately 4 planter areas for trees, hedges, and shrubs.
  - Outdoor seating areas
  - Access to loading
  - Loading zone
  - Colored concrete area behind the curb
  - 5-7 foot wide sidewalk (including colored concrete area)
  - 15 foot wide eastbound lane
  - Lighted bollards for pedestrian lighting
  - Brick paver areas
  - Emblems with street names on the corners
  - Trash receptacles
  - No parking spaces provided
- South
  - Planter areas on the east and west end of the block for shade trees and shrubs
  - Access to loading
  - Colored concrete area behind the curb
  - 5-7 foot wide sidewalk (including colored concrete area)

- 15 foot wide eastbound lane
- Decorative street lights
- Emblems with street names on the corners
- 14 angled parking spaces
- Public Art space

#### 100 Block of West 2<sup>nd</sup> Street (Central Avenue to Chestnut Avenue)

- North
  - Approximately 10 planter areas for trees, hedges, and shrubs.
  - Outdoor seating areas
  - Outdoor dining area
  - Loading zone
  - Colored concrete area behind the curb
  - 6 foot wide sidewalk (including colored concrete area)
  - 15 foot wide westbound lane
  - Lighted bollards for pedestrian lighting
  - Brick paver areas
  - Emblems with street names on the corners
  - No parking spaces provided
  - Hedges screening the Central Municipal Lot and corridor
- South
  - Large planter areas on the east and west end of the block for shade trees and shrubs
  - Close exit access from Burlington Lot on to 2<sup>nd</sup> Street (Post Office mailbox will have to be addressed if this access is closed)
  - Colored concrete area behind the curb
  - 5-7 foot wide sidewalk (including colored concrete area)
  - 15 foot wide westbound lane
  - Decorative street lights
  - Emblems with street names on the corners
  - 18 angled parking stalls
  - Public Art space

Another factor considered in the design was limiting how much of 2<sup>nd</sup> Street in the West 100 block would have to be dug up as that street was reconstructed just two years ago. Part of the parking lanes on both sides as well as part of the driving lanes will have to be reconstructed to accommodate the proposed design. It is also likely that some components of the storm sewer will have to be relocated.

#### **Summary of Public Comments**

Overall, there is not a clear consensus for how to redesign the 2<sup>nd</sup> Street corridor. Based on all of the public comment the following design concepts have the most support:

- Two-way traffic
- More greenspace

- No significant reduction in parking
- Bike lanes
- Outdoor dining options
- Public art
- Safety

Based on the proposed design, we were able to provide one-way traffic, significantly more greenspace, outdoor dining options, public art space, added safety, and limited reduction to parking. We weren't able to include the bike lanes due or two-way traffic to lack of space. A desirable characteristic in the design that we were able to achieve was a limited loss of parking. Existing conditions show there to be a total of 35 on-street parking stalls (17 in the east 100 block and 18 in the west 100 block). The proposed design has 32 stalls. The design for South Maple will add 4 parking stalls on the east side of the south 200 block, and the former Professional Building site will likely be converted to additional parking which should accommodate future parking needs for this area.

### **Recommendation**

Approve the proposed concept as presented and direct engineering staff to move forward with preparing the appropriate construction documents for 2016 construction.

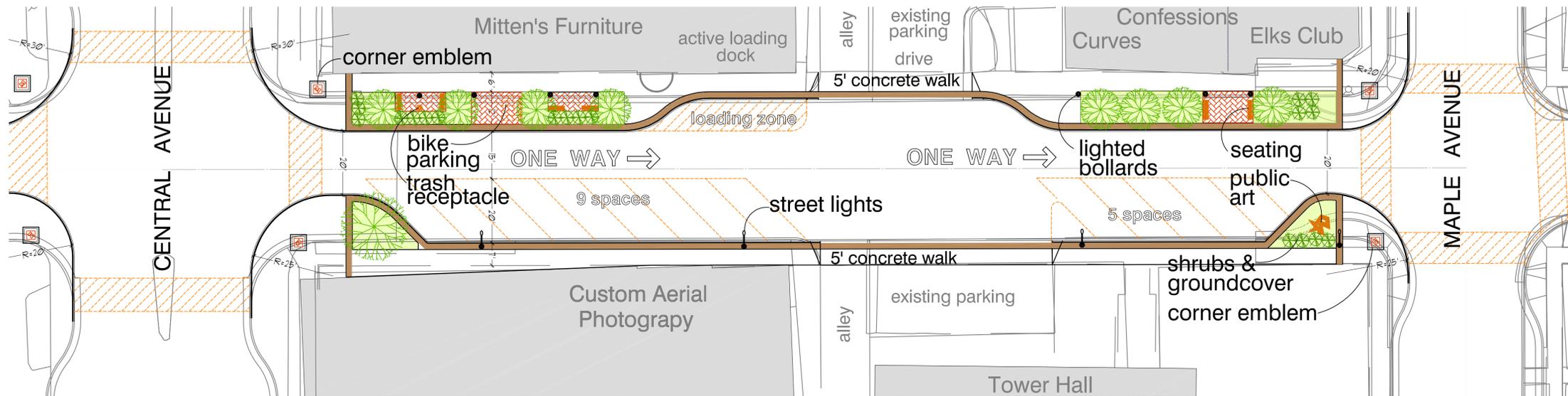
### **Attachments**

1. Revised Final Concept.

Concurrence:

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Jason Angell  
Planning and Economic Development Director



**Maple to Central** existing spaces = 17 proposed spaces = 14

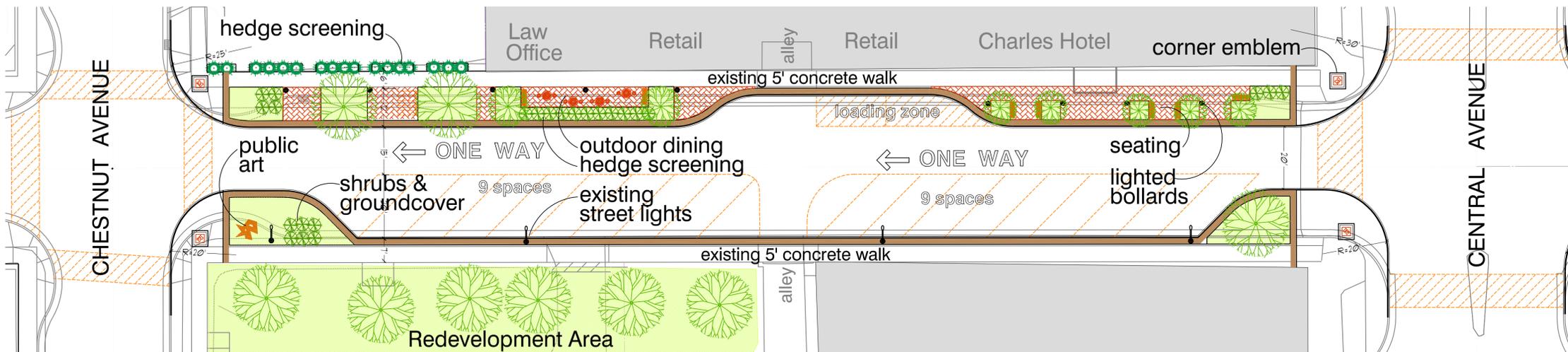
- one way traffic east bound
- maintain access to existing loading dock
- preserve Tower Hall parking
- colored paving band, brick pavers in special areas
- larger specimen trees at corners
- seating & bike parking areas
- corner paving emblem
- pedestrian lighting



lighted bollard

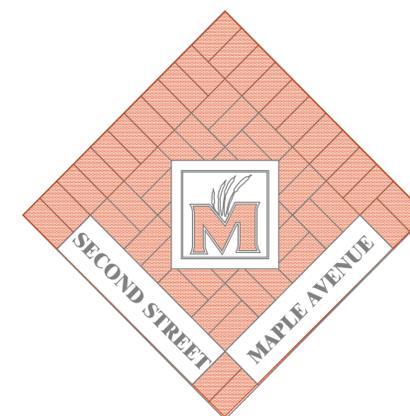


bench with back & arms

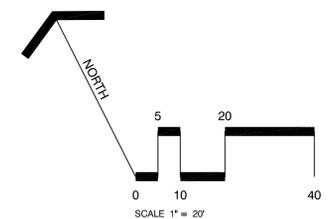


**Central to Chestnut** existing spaces = 18 proposed spaces = 18

- one way traffic west bound
- minimize impact on new existing paving
- maintain hotel loading zone
- borrow greenplace enhancement from redevelopment area
- colored paving band, brick pavers in special areas
- larger specimen trees at corners
- seating & bike parking areas
- corner paving emblem
- pedestrian lighting



corner emblem detail



# Concept Plan, angle parking south side

## Second Street Design Study, Marshfield, WI