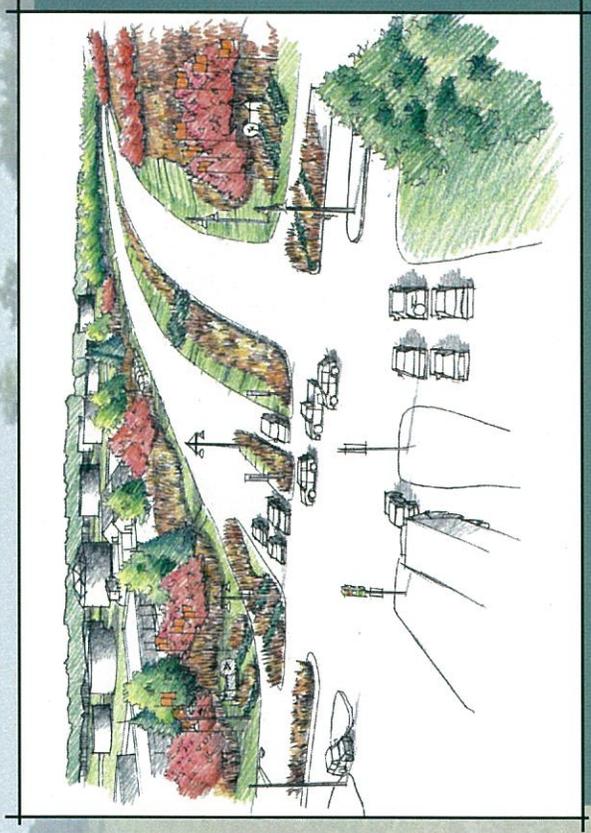
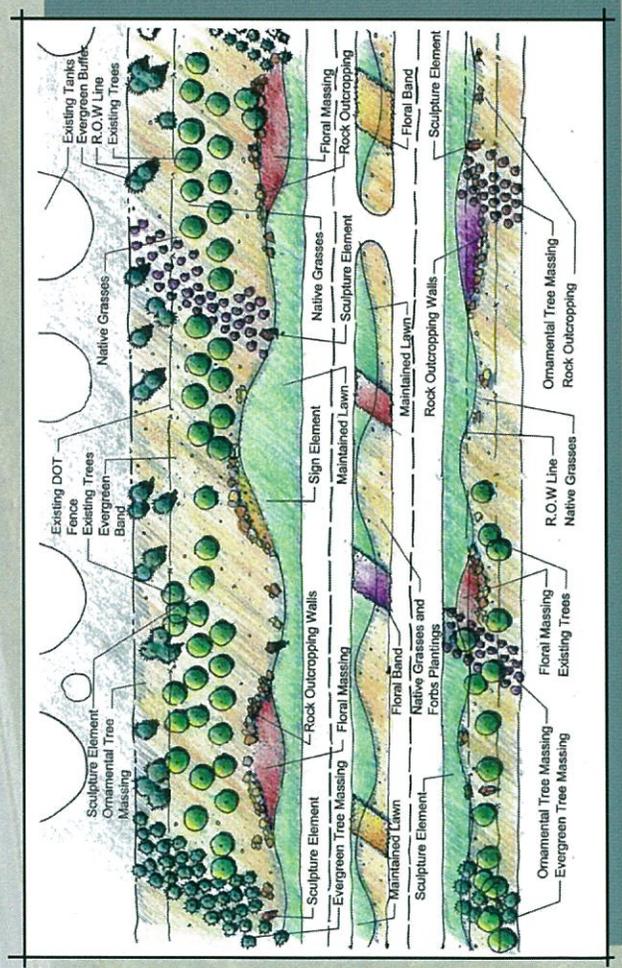


# Highway 51 Corridor Concept Plan

Village of McFarland, Wisconsin



Schreiber/Anderson Associates, Inc.



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		Bruce Morrow
		David Lantz

## Introduction

Schreiber/Anderson Associates (SAA) and the Village of McFarland's Urban Forestry Committee collaborated to complete this Concept Plan for aesthetic improvements within the Highway 51 (Hwy. 51) Corridor. Completion of a Master Concept Plan for this important corridor was recommended in the Village's Comprehensive Plan. The Hwy. 51 Corridor is over two and one-half miles long and exhibits a wide mix of uses and aesthetics. The corridor poses an array of complex issues and challenges that need to be addressed in order for final implementation to be successful.

Terminal Drive and Triangle Street were also included in the Hwy. 51 Concept Plan study area. These two flanking streets hold much of McFarland's industrial development and were some of the more challenging areas to address. The Committee actively involved the community to gain consensus on design alternatives. Two issues that were high on the priority lists for both the Urban Forestry Committee and the community were to develop a unique identity for McFarland and to try to disguise, screen or block the existing oil storage tanks along the corridor.

### Project Area

The Urban Forestry Committee defined the project area as all of Hwy. 51 from Voges Road to the southern entrance sign at the Yahara River Bridge. Terminal Drive and Triangle Street from Siggelkow Road to Voges Road are also included. The project study area is broken up into two phases. Phase 1 includes the area from the southern entrance sign up to Larson Beach Road, and Phase 2 is the area from Larson Beach Road to Voges Road.



## Existing Conditions

The northern entrance to the Hwy. 51 Corridor begins at Voges Road. All of the medians of this busy controlled intersection are paved with asphalt, which is in ill repair and holding many weeds and debris. Large oil tanks are a dominant feature viewed to both the east and west.

The corridor is four lanes with a 55 mph speed limit from Voges to Larson Beach Road. The north and southbound lanes are separated by a grass median that is regularly mowed. This stretch of Hwy. 51 has a very wide 300' right of way which hold large areas of native grasses and is spotted with mature deciduous and evergreen trees. The west side of the highway has some very steep slopes that block the views to the oil tanks beyond. The east side is gently sloping, planted with native grasses and deciduous trees that are immature or thin. Views to the oil tanks and existing businesses are clear from the highway. The entrance sign for the Village is located on the west side of the road, half way between Voges and Siggelkow Road. The sign is minimally landscaped with a maintained lawn area surrounding the sign.

The corridor from Larson Beach to Burma Road transitions into an urban cross-section. The speed limit reduces to 35 mph and the medians are reduced in width. Many of the main retail businesses for the Village are located along this portion of the corridor. The road has an average 100' right of way. The road is lit by tall, cobra-head style street light fixtures. The terrace is a maintained lawn with a few ornamental trees sprinkled throughout. Parking lots for the businesses are directly adjacent to the terrace and are in clear view from the road. Many of the business signs are located in the terrace.

From Burma Road to the south entrance the corridor starts to convert back to a rural cross-section. Babcock Park is a county camp ground and park located along the west; a 20-

foot high concrete wall runs along the east. The camp ground is enclosed with a 4' chain link fence. The terrace is all maintained lawn with no trees. The area is not lit and holds no sidewalks. Highway 51 bridges over the Yahara River just beyond the campground. The bridge is a standard DOT concrete topped with chain link fencing. The bridge has clear views out to Lake Waubesa and the boat launch to the west and of the Yahara River to the east. Just south of the bridge lies the southern entrance to the corridor. The entrance has a wood cut sign, similar to the sign on the north end, with some minimal shrub plantings to compliment it.

In addition to Hwy. 51, the Concept Plan incorporates Triangle Street and Terminal Drive. Triangle Street is the main connection to the business park from the north and south. The northern half of Triangle is a rural cross-section with no curb and gutter, street lights, trees or sidewalks. The northern half runs very close to 51 and acts as a frontage road to many of the businesses along the corridor. The southern half of Triangle is an improved cross-section with curb and gutter, lawn terrace, sidewalk, street trees and lights.

Terminal Drive has a more industrial feel than Triangle. The entire length of Terminal is a rural cross-section with no curb and gutter or sidewalks. Stormwater is managed by drainage swales running on either side of the street. Much of the street is lined with 8' chain link security fencing installed by the oil companies. The street is void of trees or landscaping to screen the fencing. A major drainageway bisects Terminal midway between Voges and Siggelkow and adds a unique natural element to the area.

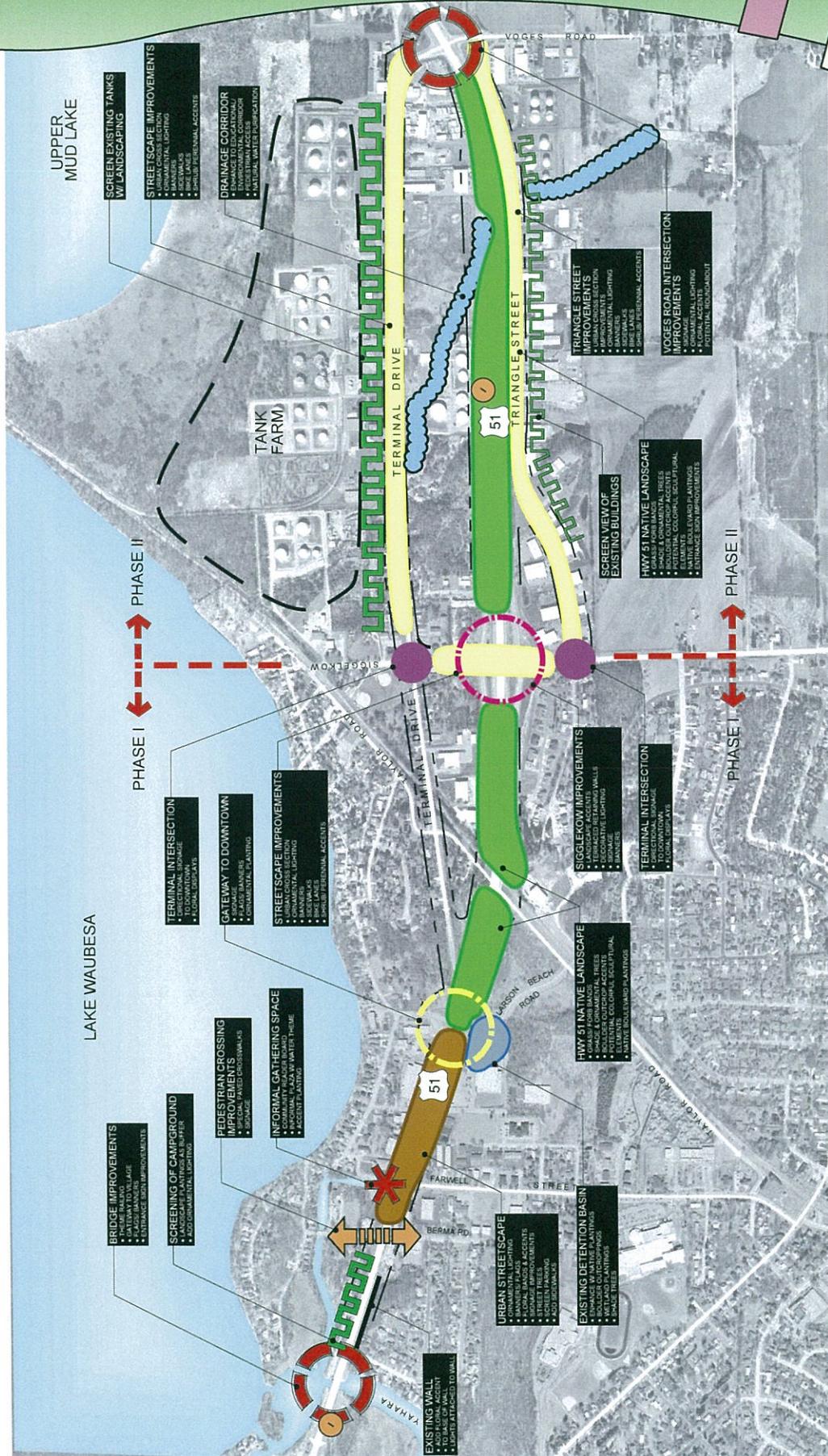


## Opportunity Analysis

To better understand the corridor and to structure the development of design patterns for the project, an opportunity analysis was completed. SAA first inventoried existing elements such as pedestrian and vehicle patterns, vegetation patterns, overall aesthetics of the project area, views in and out of the corridor, topography, surrounding impacts on the corridor, and the natural systems that carry through the area. These existing elements were then evaluated regarding their impact and influence on the project area. Finally, SAA identified potential and unique design opportunities that these existing conditions offered. The resulting opportunity analysis helped guide the rest of the concept planning process.



# Opportunities



Design Process

The first step in the design process was to meet with the Urban Forestry Committee to discuss their vision and ideas for the corridor. This meeting enabled SAA to clarify the key issues that the committee wanted to address and helped the committee to identify a list of potential design themes for the corridor.

A Wisconsin Department of Transportation (DOT) representative attended this meeting and provided valuable information to assist the design team in developing a Concept Plan. Existing and upcoming projects and design studies that will affect the Village and impact implementation of the corridor concept designs were highlighted.

DOT Studies of the Hwy. 51 Corridor

- Stoughton Road Study
- Improve Traffic Flow
- EIS in progress
- Sensitivity Modeling
- Hwy. 138 near Stoughton to Hwy. 14 bypass
- CTH B to Hwy. 14 bypass
- Bicycle/Pedestrian Systems

The DOT representative also answered questions about what design options are permitted by current DOT standards. The DOT Representative also requested agency review of plan concepts as they were developed.

DOT's Standards and Recommendations

- Maintain "Clear Zones" based on speed limits
- Need permits for anything in right-of-way
- Shrubs - Tend to collect trash
- Trees - Set-backs from roadway
- Maintenance
- Native Plantings are recommended
- Widening not currently recommended
- Speeds to remain as they currently are
- Alignment to remain as is

Following the kick-off meeting, a public open house was organized to solicit input and design opinions from community members, stakeholders, Urban Forestry Committee members and Village staff. SAA described the existing conditions, the project area, findings from the opportunity analysis, results from the start-up meeting, and comments from the DOT. SAA then lead the attendees in a question and answer session to develop a more thorough list of potential design and identity themes.

The following is a list of design themes that were developed from discussions at the start-up meeting and open house:

- Environmental aspects - lakes, wetland
- Lake community
- Nature theme
- Bird City
- Gazebo @ park
- Architecture from library
- Small village feel
- Family
- Sports: soccer, curling, fishing, baseball
- Pedestrian/bike friendly
- Sophisticated yet informal and friendly
- Not too historic
- Summer cottage - resort
- Contemporary
- Mixed-use - Lakefront
- Indian Mounds
- Rail aspects - historic museum

Based on the above list of design themes, four preliminary concepts were developed and presented to the Urban Forestry Committee. After review and discussion, a final Concept Plan was developed which borrowed parts and pieces from each of the preliminary concepts. This final design concept was then applied to the entire study area. Applying the themes of this concept to different areas confirmed the appropriateness and functionality of the design.

To compliment the design concept, amenities such as lighting, benches, trash receptacles, banners and trees were selected. The design theme was also applied to specialty features such as sculptural elements in the landscape, entrance features, bridge enhancements, and wayfinding signs.

To further confirm that the design concept was the right fit for the area, a series of perspective illustrations and photo simulations were developed. These visualization tools show how the design blends with the landscape and addresses many of the issues expressed in preliminary meetings. These visualization tools will also be used in the marketing of the Concept Plan and assist in fundraising to offset project costs.

SAA then took the final Concept Plan and developed a preliminary cost estimate. The cost estimate was used by the Urban Forestry Committee to evaluate design feasibility and potential phasing for the project. Based on these discussions, SAA developed a suggested phasing plan that could be implemented over a multi-year period.

Once all of the design and estimating work was complete, the Concept Plan was presented at a second open house to solicit feedback from stakeholders and community members. The Concept Plan was met with much approval and very few requests for changes. Directly following the open house, the Concept Plan was presented to the Village Board for review. Again, the plan was generally well received.

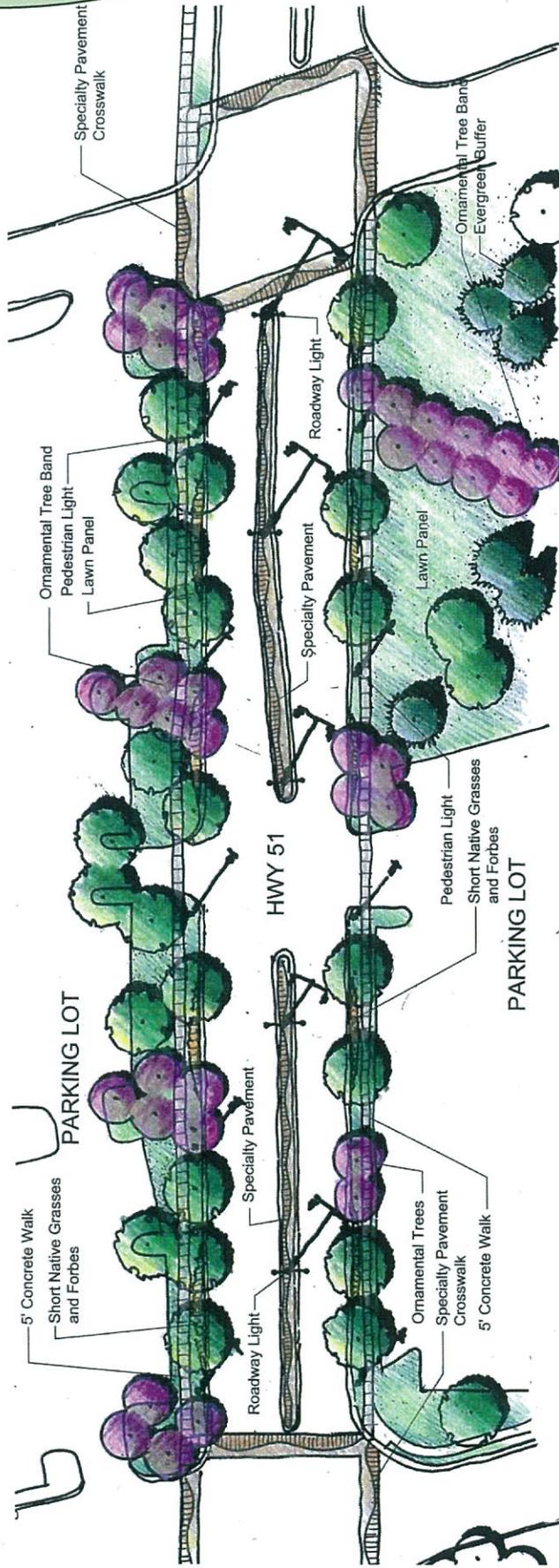
## Design Theme

While many compelling themes were explored during the process, the Urban Forestry Committee related most strongly to a theme emphasizing the Village's connection to Lake Waubesa and the natural areas connected to the lake. Because of this, the selected design theme is to have the landscape resemble that of a lake bed. The arrangement of plantings and the placement of amenities resemble one's view of a lake map. The native grasses will be incorporated to represent weed bed lines. Berms will be located to represent the typical topographic changes of a lake. Boulders will be placed to symbolize sand and rock bars. Bands of trees will be placed to represent architectural elements such as docks and piers. The tree bands will act as a very vertical architectural element in the landscape. These bands will be unique, bold and obvious in the attempt to distract one's view from the oil tanks beyond. Finally, sculptural elements will be placed throughout the landscape. The sculptures will resemble that of the indigenous waterfowl that reside on the lake. These sculptures will be quite large and colorful and will also assist in diverting the eye away from the oil tanks, putting focus on the corridor's unique and attractive landscape.

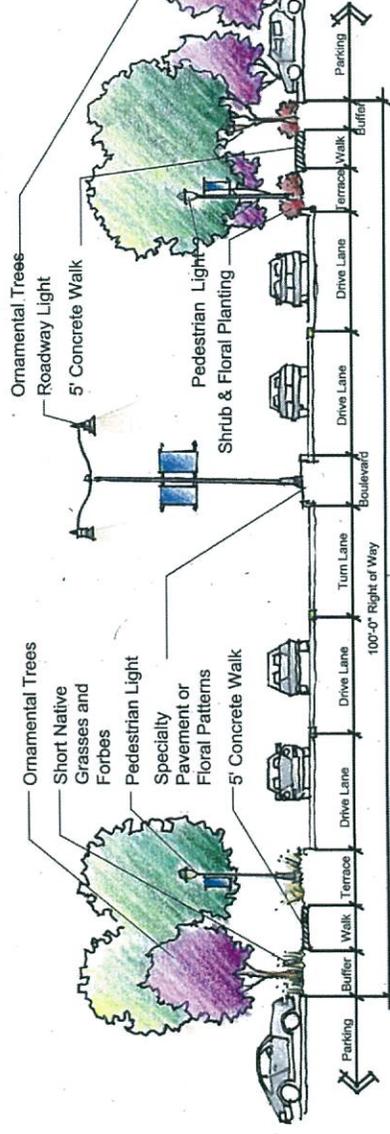
## Phase I Concepts

Proposed improvements to the Phase I portion of the project are to add a sidewalk or bicycle/pedestrian path on both sides of the street. The sidewalk will define a terrace area which will hold short grasses and perennial accent bands. Ornamental pedestrian lights will be placed at equidistant spacing in the center of the terrace. Double-headed ornamental roadway lights will be placed in the center of the median to compliment the pedestrian lights and to help fulfill light level requirements for this section of road. The central median will have the grass removed and paved with either pavers or stamped colored concrete. Accent cross bands of colored concrete will be added to the medians to emphasize the design theme. Ornamental trees will be planted in the terrace and stretching onto adjacent properties translating into repeating bands that continue across the street. Deciduous street trees will be placed at intervals in the center of the terrace to compliment the pedestrian lights.





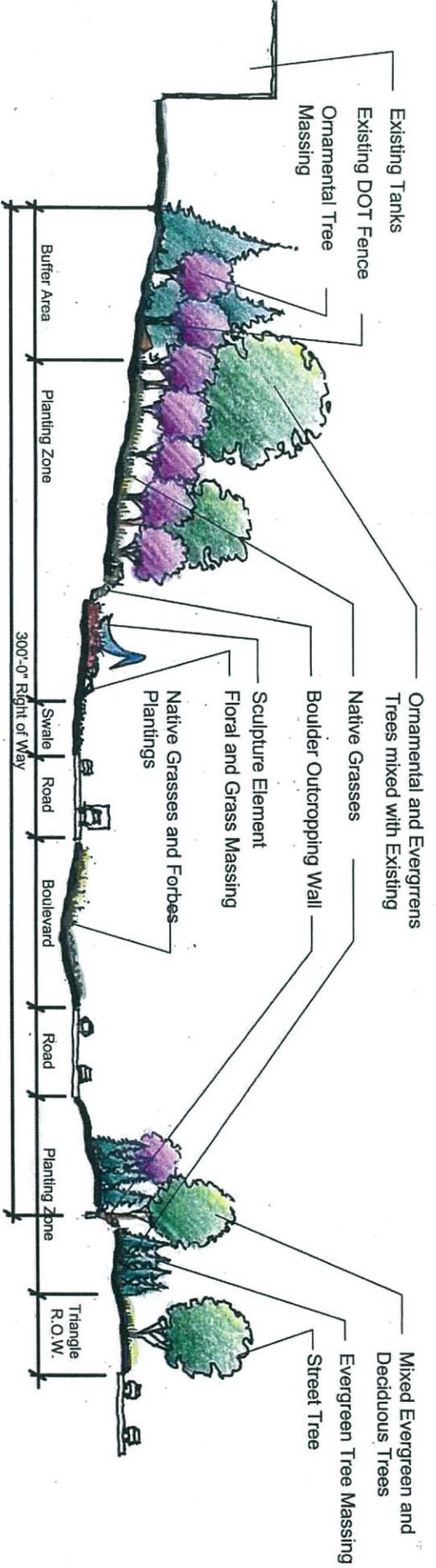
**Note** - Central median North of Larson Beach Road to be planted with shrubs and perennials in an arrangement to support the design theme. If DOT permits trees would be installed as well



Phase II Concepts

Phase II continues to emphasize the lake bottom design theme while maintaining existing landscape plantings. The existing native grasses along both sides of Hwy. 51 will be added to and organized in an undulating curve layout. This will not only highlight the indigenous plantings of the area but will also greatly reduce maintenance requirements. The central median will also receive native grasses laid out in the same undulating pattern. The balance of the lawn areas will be seeded to a no-mow fescue. Bands of ornamental trees will span across the roadway causing a very structured and bold element in the landscape thereby helping to disguise the background landscape and focus views onto the corridor.

The DOT does not allow trees in the median or 50' either side of the roadway. Because of this, bands of forbes and native perennials will be placed in the median in lieu of trees. Indigenous deciduous shade trees will be in-fill planted to continue the pattern of existing trees along the corridor. Evergreens will be strategically placed at the outer edges of the right-of-way to further screen the background landscape. Boulder outcroppings will be randomly placed along the corridor to create some diversity. These outcroppings will also serve as a backdrop for areas of more intense floral display. Sculptures in the shape and form of indigenous water fowl will also be placed in the landscape to keep views focussed onto the corridor.



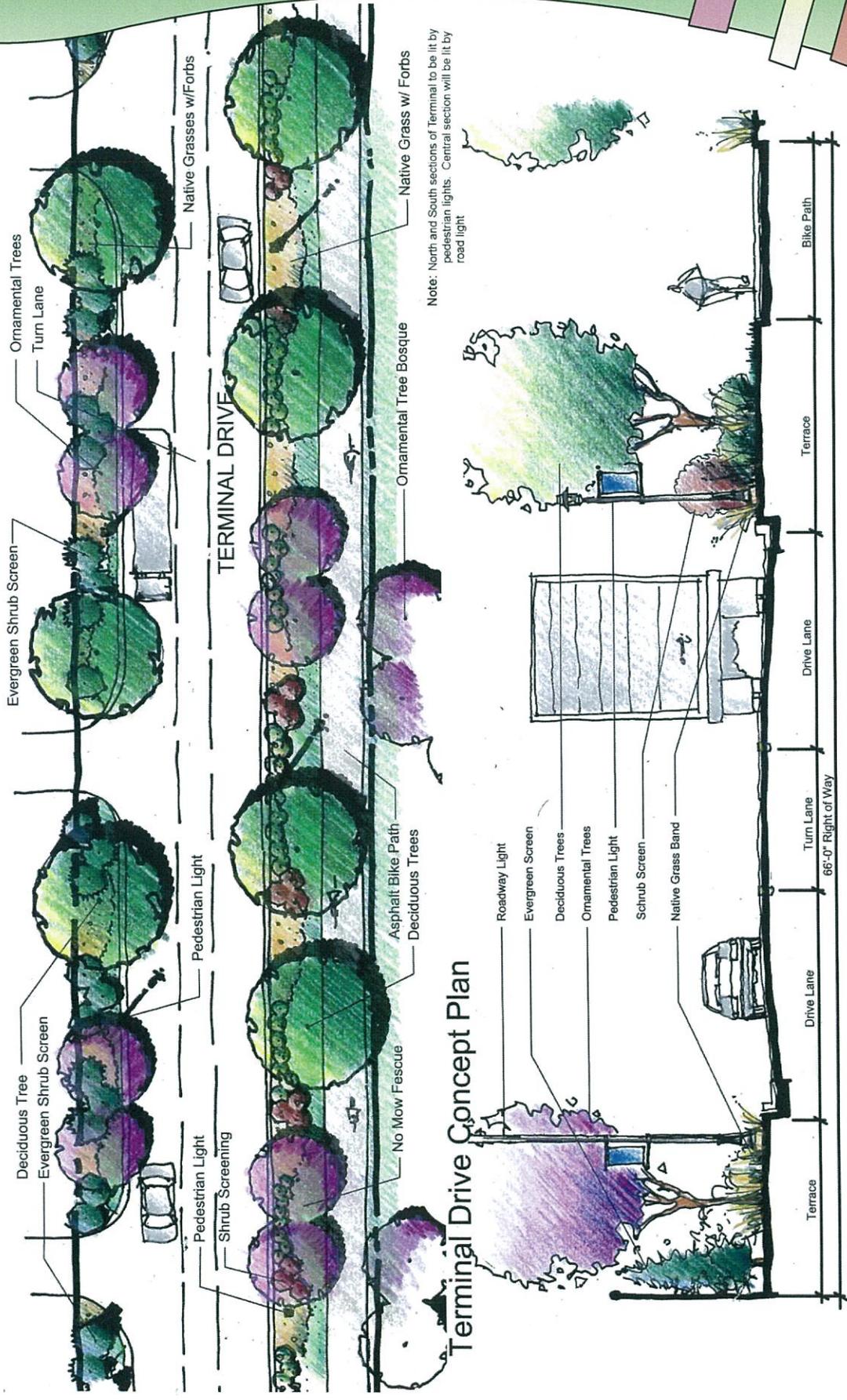


Terminal Drive Concepts

Terminal Drive is currently a rural road that is slated to be improved in the future to a typical urban roadway section. This area will also become a major pedestrian connection from McFarland to Voges Road. This connection will be facilitated by an 8' asphalt path on the east side of the road. The path will be located approximately 10-12 feet from the edge of the road, allowing for buffer plantings. The buffer plantings will screen the commercial area to the west. These buffer plantings will consist of a mixture of small-to-medium shrubs and native short grasses, placed in an undulating pattern to tie into the existing design theme. Incorporated into these plantings will be groupings of native perennials and forbes. Bands of ornamental trees will also be located in this terrace and will continue across the road. Shade trees will be added to develop a canopy effect.

To reduce cost, ornamental roadway lights will be the dominant fixture, illuminating the roadway. However, matching style pedestrian lights will be in-filled in the northern and southern quarters for an approximately one block length. It is recommended that the Village work with the existing commercial tenants and encourage them to incorporate the planting themes outside of the right-of-way in this area. This will strengthen the corridor design aesthetic and further screen the adjacent oil tanks. Relocating the existing security fences further away from the road's edge is also recommended. This will allow for additional landscape plantings and screenings.

# Terminal Drive



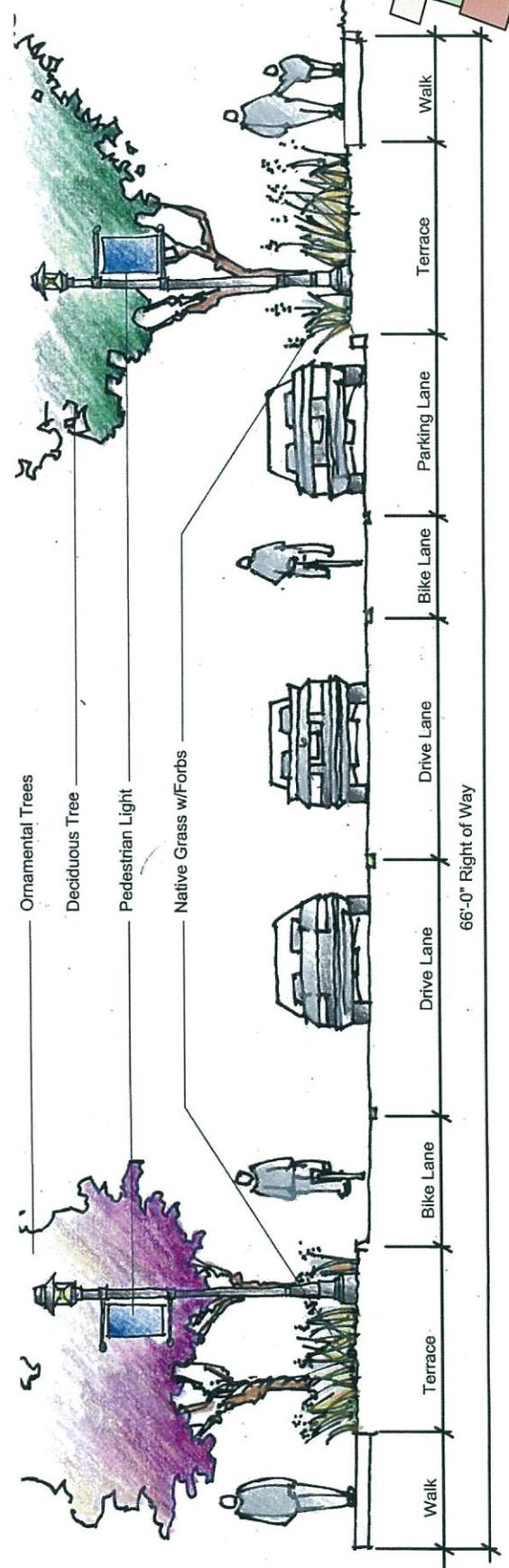
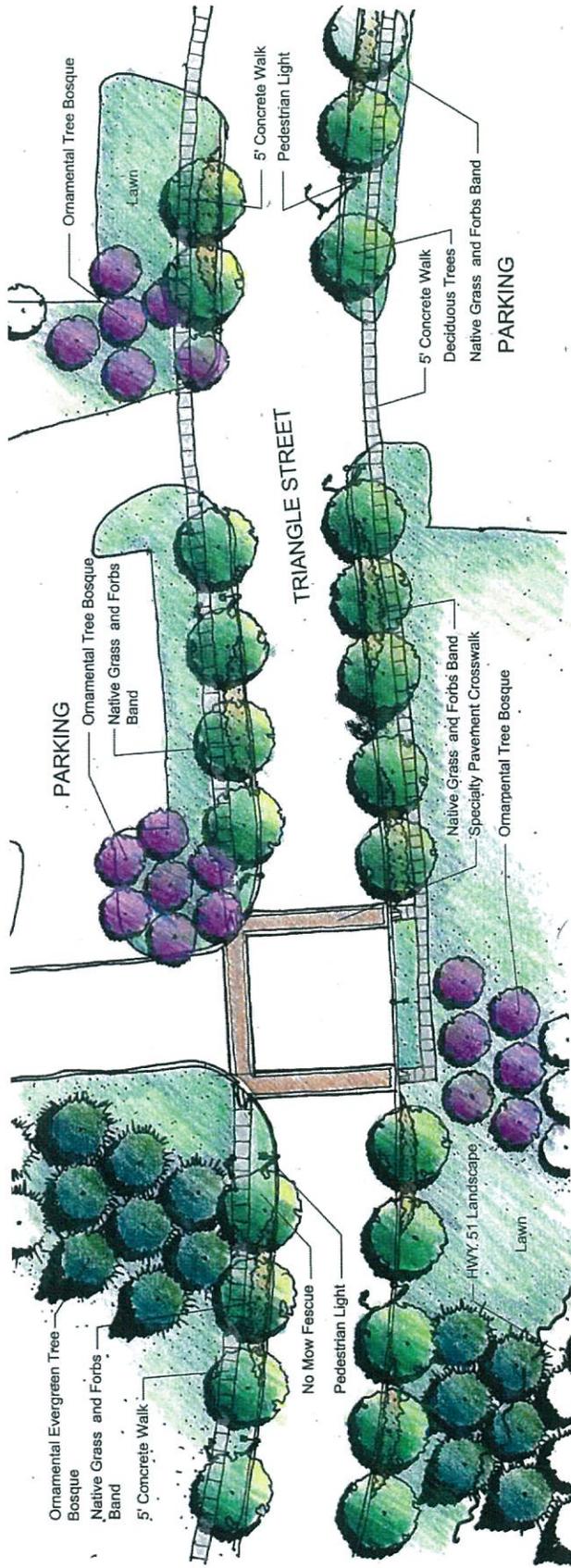
Terminal Drive Concept Plan

Triangle Street Concepts

Triangle Street has a similar make-up to Terminal Drive. The northern portion is currently a rural cross-section that is scheduled to be improved to a typical urban roadway section. The southern half of the area holds a 5' wide sidewalk on the east side of the street. An additional 5' sidewalk will be added on the west side from Siggeikow Road to Commerce Court. A crosswalk will be incorporated into the street to allow for pedestrian circulation from west to east. The eastern walk will continue from Commerce Court to Voges Road.

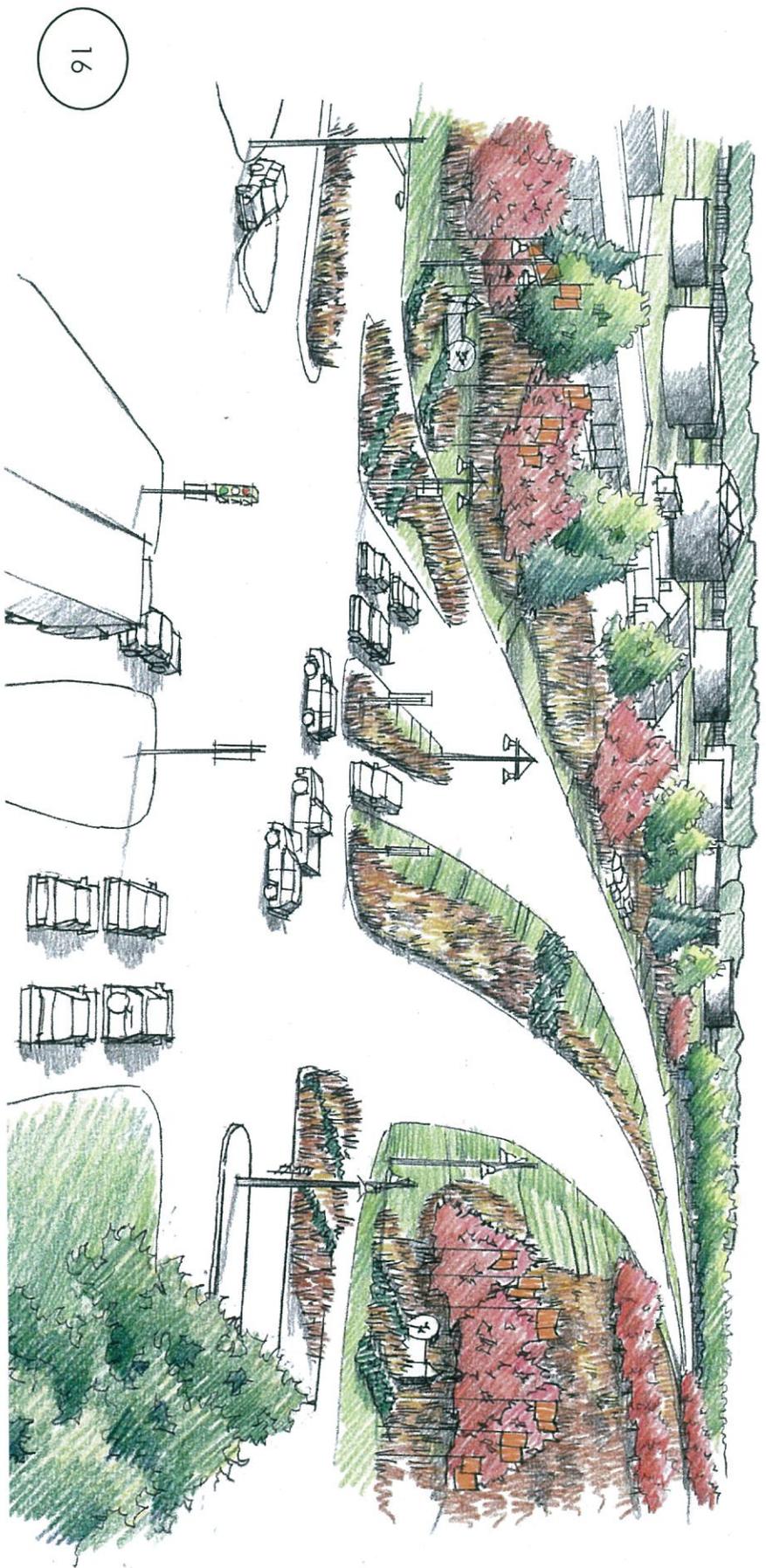
The crosswalk material and patterning will be identical to the Phase I streetscape. The sidewalks will define an 8' wide terrace that will hold bands of short native grasses, forbes and native perennials. Regularly placed deciduous street trees will also be centered in the terrace. The street will be illuminated by ornamental pedestrian lights; the existing cobra head lights will be replaced with pedestrian lights. Bands of ornamental trees and evergreen trees will carry into this zone to coordinate with the Phase II landscape concepts.

# Triangle St.

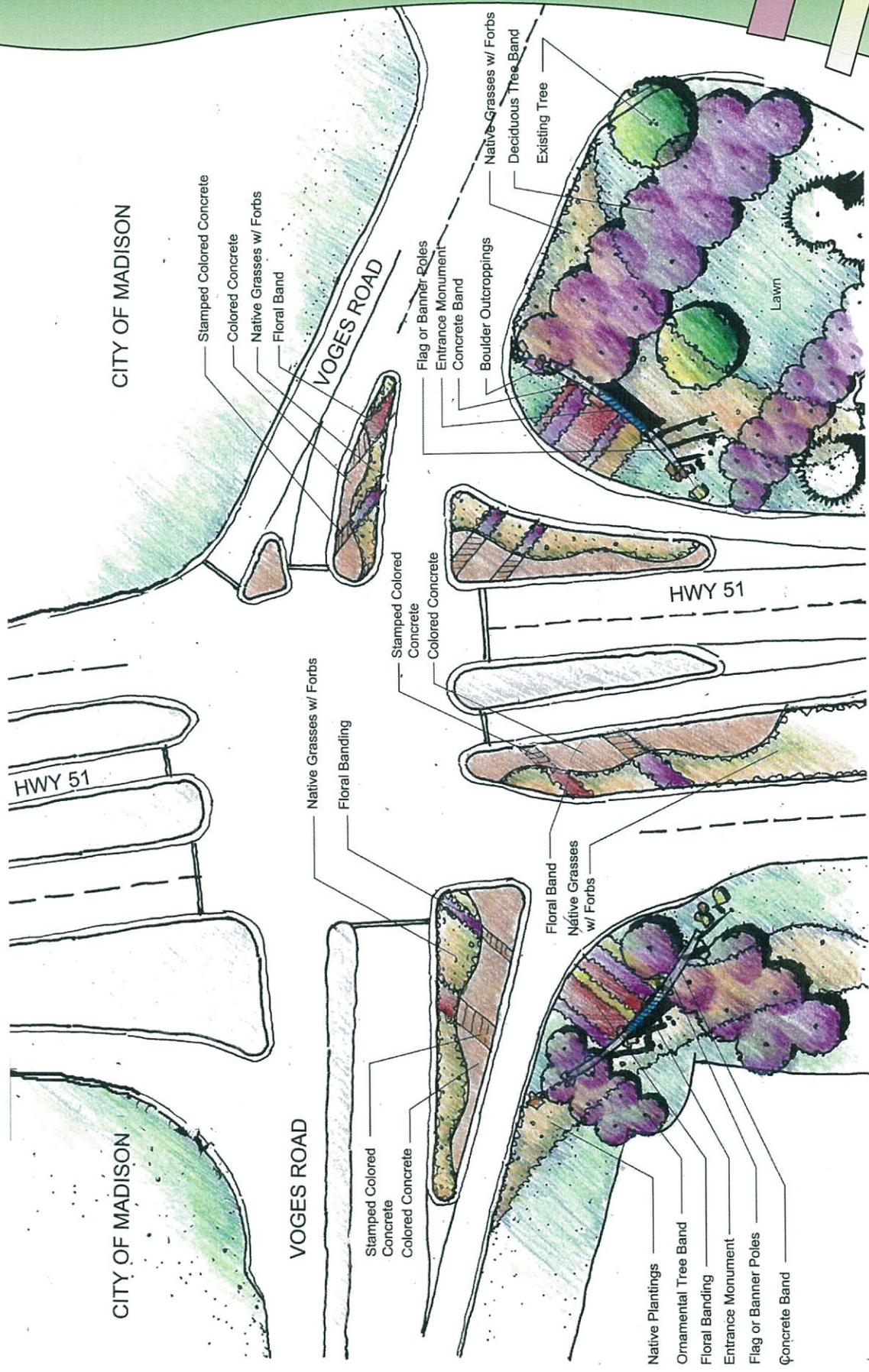


Voges Road Intersection

The intersection of Voges Road and Hwy. 51 is the main gateway into McFarland and the starting point for the landscape theme. The asphalt in the medians will be removed and in-filled with colored concrete bands and bands of native short grasses mixed with forbes and native perennials. Entrance signs will be placed on both the southwest and southeast corners of the intersections. Curved colored concrete bands will accentuate the curvature of the sign, with banner poles in varying heights located in these bands. The banner poles will be adorned with colorful banners that match the color theme of the surrounding plantings. The signs will be complimented by a more formal display of perennials and annuals. These beds will eventually transition into the native grass and forbes plantings that will continue to the south on Hwy. 51. Sporadic groupings of boulders will be placed in and around the sign plantings. This stone will compliment the materials used in the entrance feature. All of these elements will create an attractive gateway and welcoming feature. Bands of ornamental trees and evergreen trees will help to obscure the view of the nearby oil tanks. Deciduous trees and evergreen groupings will also help screen these views. Currently the intersection has standard DOT roadway lighting and traffic signals. It is recommended that the Village work with DOT to replace the existing cobra head lighting with the new ornamental roadway lights. The traffic signals should also be replaced or painted to match the roadway lights.



# Voges Road



CITY OF MADISON

CITY OF MADISON

VOGES ROAD

VOGES ROAD

HWY 51

HWY 51

Stamped Colored Concrete  
Colored Concrete  
Native Grasses w/ Forbs  
Floral Band

Flag or Banner Poles  
Entrance Monument  
Concrete Band

Native Grasses w/ Forbs  
Deciduous Tree  
Existing Tree

Lawn

Native Grasses w/ Forbs  
Floral Banding

Stamped Colored Concrete  
Colored Concrete

Floral Band  
Native Grasses w/ Forbs

Native Plantings  
Ornamental Tree Band  
Floral Banding  
Entrance Monument  
Flag or Banner Poles  
Concrete Band

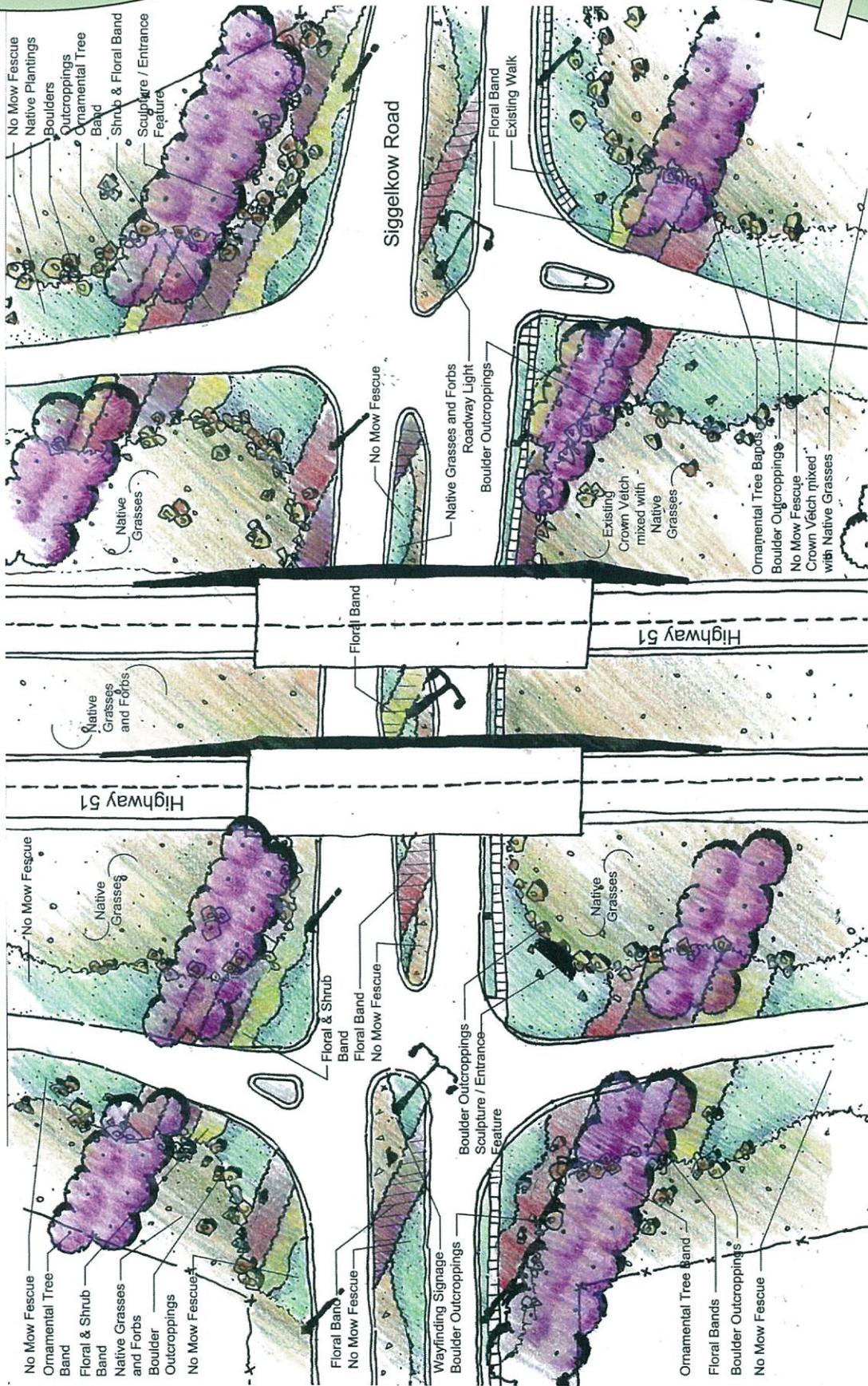
### Siggelkow Road Interchange

The Siggelkow Interchange is currently a very steep sloped landscape, planted with large masses of crown vetch to reduce erosion. Native grasses will be introduced into these crown vetch beds to tie into the corridor design theme. The bed edges will be sculpted in an undulating fashion. Whenever possible, the existing maintained lawn will be replanted with no-mow fescue. The steepness of the slopes will be lessened by informal boulder retaining walls. Bands of ornamental trees will cross through the interchange, creating a very architectural element in the landscape. A mixture of evergreen trees and deciduous shade trees will also be introduced to improve screening of the oil tanks and soften views of the interchange.

The median will be planted with undulating bands of native short grasses mixed with forbes. Multi-colored bands of forbes will cross the median on the diagonal, emphasizing the design theme. In addition, shade trees and ornamental trees will be placed in the median, creating a vertical form in the road. Double-headed ornamental roadway lights will be placed in the median to illuminate the interchange. At the end of the off-ramps, specially designed wayfinding signage will help direct motorists to key Village destinations.



# Siggelkow Rd.



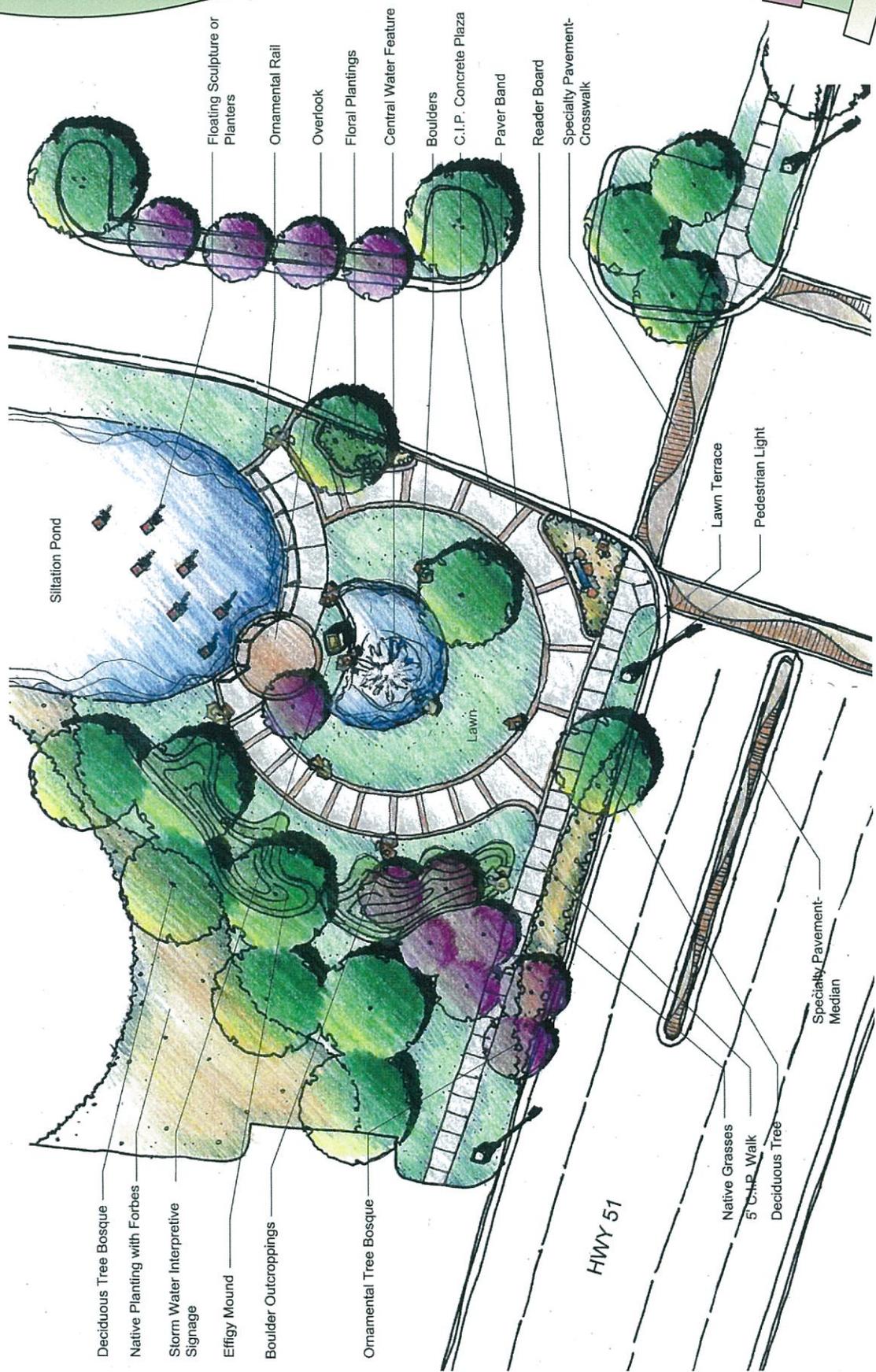
### Heritage Plaza

Heritage Plaza is proposed to be located in the southwest quadrant of the busy intersection of Farwell Street and Hwy. 51. It is designed to celebrate the history and uniqueness of the community and to acknowledge the Village's symbiotic tie to the surrounding water systems. An overlook area, paved with concrete and accent pavers, will be located above the existing siltation pond. An ornamental railing will enclose the plaza. Interpretive signage will be located directly adjacent to the plaza describing the history of McFarland and the vital water systems that directly impact the community. A 10-foot wide concrete walk surrounds the Heritage Plaza area in a circular fashion. The walk will be accented with bands of pavers. It is suggested that some of these pavers be donation pavers to help to offset the overall cost of the plaza. The central lawn area will hold a small pond and fountain. This water feature will be shaped and designed into a more informal or "natural" composition. The fountain will create a vertical attraction to the area while also providing natural white noise to drown out traffic noise for plaza visitors.

The plaza will be slightly enclosed by a series of berms to the east. The berms will be sprinkled with a few natural boulders, which will tumble into the central green space. A band of ornamental trees will span across the area and help tie the plaza to the corridor design theme. The eastern most portion of the area will be planted with native grass massings and deciduous trees. To further emphasize the theme, floating planters or small floating fountains will be organized in a linear fashion aligned with the ornamental tree band. A reader board/community events board surrounded by perennial and annual massings will be located on the corner of Hwy. 51 and Farwell and act as the entrance feature to the plaza area. Benches and trash receptacles that tie into the community theme will be placed along the Heritage walk.



# Heritage Plaza



Siltation Pond

Lawn

HWY 51

Native Grasses  
5' C.H.P. Walk  
Deciduous Tree

Specialty Pavement-Median

Lawn Terrace

Pedestrian Light

Deciduous Tree Bosque

Native Planting with Forbess

Storm Water Interpretive Signage

Effigy Mound

Boulder Outcroppings

Ornamental Tree Bosque

Floating Sculpture or Planters

Ornamental Rail

Overlook

Floral Plantings

Central Water Feature

Boulders

C.I.P. Concrete Plaza

Paver Band

Reader Board

Specialty Pavement-Crosswalk

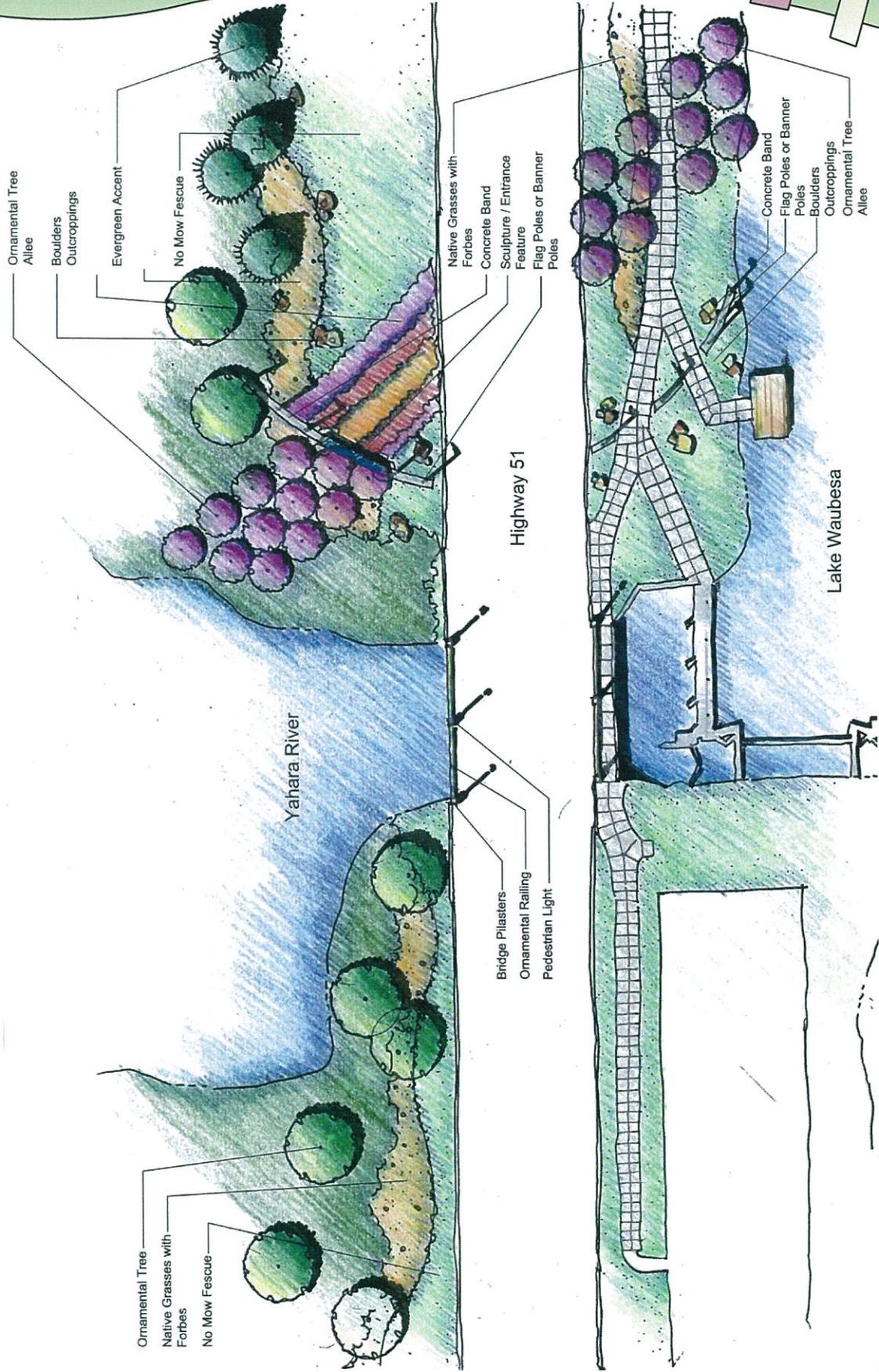
## Yahara Bridge and South Entrance Improvements

The existing bridge over the Yahara River is the major entrance into the Village from the south but has a nondescript design character. Some slight design improvements and the addition of strategic amenities can transform the bridge into an attractive gateway feature for the community. The existing abutments will be stained to add color and depth to the bridge. Concrete pilasters topped with ornamental caps will be added to the ends and middle of the abutment walls. Ornamental pedestrian lights will sit atop the pilasters. The lights will be adorned with banners that tie into the corridor theme. Short ornamental railing will be added on top of the abutment walls between the pilasters.

The south entrance sign also serves as a community gateway feature. The existing sign will be replaced with the newly designed sign. Curved colored concrete bands will accentuate the curvature of the sign. Banner poles of varying heights will be located in this colored concrete band. The poles will be fitted with colorful banners that match the color theme of the surrounding plantings. The colored concrete bands and banner poles will carry across the road in an arching fashion. The entrance sign will be complimented with a more formal display of perennials and annuals. These beds will eventually transition into the native grasses and forbes plantings that continue up Hwy. 51. Groupings of boulders will be placed in and around the sign plantings. This stone will compliment the materials used in the entrance feature. A band of ornamental trees will compliment the sign and sign plantings and further emphasize the design theme. A mix of deciduous trees and evergreen trees will be spotted in the surrounding landscape.



# Yahara Bridge



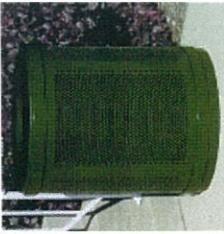
Site Amenities

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Standard streetscaping amenities such as benches, trash receptacles, ornamental pedestrian lights and ornamental roadway lights were selected through a thorough review process. A number of options for each amenity were presented to the Urban Forestry Committee. The amenities were evaluated based on form, durability, cost, and compatibility with the overall design theme.

The Master Concept Plan's unique entrance features, sculptural elements and wayfinding signage were custom amenities that required a more complex design and review process. Three concepts for each amenity were designed by SAA. Each design concept tied into the corridor's overall design theme but used different shapes, materials and colors to express the theme. After considerable discussion and review, the committee selected the final custom amenities shown on the following page.





Trash Receptacle



Benches



Drinking Fountains

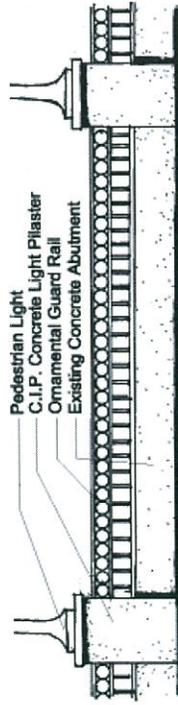


Roadway Light

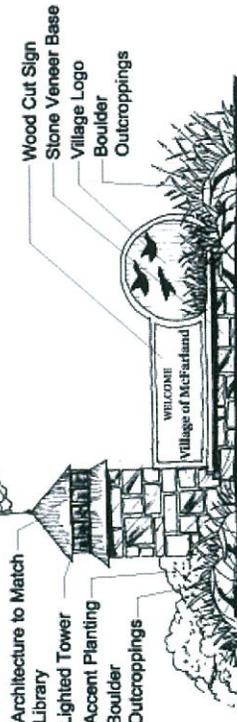


Pedestrian Light

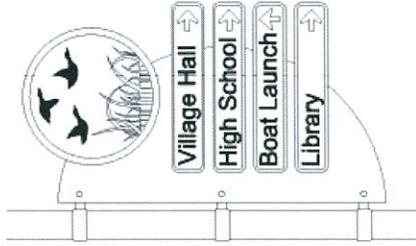
## Amenities



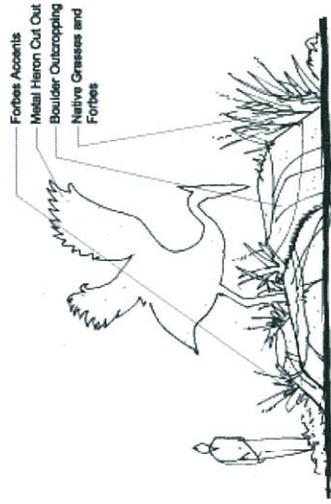
## Yahara Bridge Improvements



## Entrance Sign Concepts



## Wayfinding Concept



## Sculpture Elements

## Plant Palette

SYL	SCIENTIFIC NAME	COMMON NAME	SIZE	ZONE	CHARCT.	COMMENTS
101	AMORPHICUM	Flowering Dogwood	12' H x 12' W	3	3	3
102	FRAXINUS	White Oak	12' H x 12' W	3	3	3
103	QUERCUS	Red Oak	12' H x 12' W	3	3	3
104	QUERCUS	White Oak	12' H x 12' W	3	3	3
105	QUERCUS	Red Oak	12' H x 12' W	3	3	3
106	QUERCUS	White Oak	12' H x 12' W	3	3	3
107	QUERCUS	Red Oak	12' H x 12' W	3	3	3
108	QUERCUS	White Oak	12' H x 12' W	3	3	3
109	QUERCUS	Red Oak	12' H x 12' W	3	3	3
110	QUERCUS	White Oak	12' H x 12' W	3	3	3
111	QUERCUS	Red Oak	12' H x 12' W	3	3	3
112	QUERCUS	White Oak	12' H x 12' W	3	3	3
113	QUERCUS	Red Oak	12' H x 12' W	3	3	3
114	QUERCUS	White Oak	12' H x 12' W	3	3	3
115	QUERCUS	Red Oak	12' H x 12' W	3	3	3
116	QUERCUS	White Oak	12' H x 12' W	3	3	3
117	QUERCUS	Red Oak	12' H x 12' W	3	3	3
118	QUERCUS	White Oak	12' H x 12' W	3	3	3
119	QUERCUS	Red Oak	12' H x 12' W	3	3	3
120	QUERCUS	White Oak	12' H x 12' W	3	3	3

SYL	SCIENTIFIC NAME	COMMON NAME	SIZE	ZONE	CHARCT.	COMMENTS
201	AMORPHICUM	Flowering Dogwood	12' H x 12' W	3	3	3
202	FRAXINUS	White Oak	12' H x 12' W	3	3	3
203	QUERCUS	Red Oak	12' H x 12' W	3	3	3
204	QUERCUS	White Oak	12' H x 12' W	3	3	3
205	QUERCUS	Red Oak	12' H x 12' W	3	3	3
206	QUERCUS	White Oak	12' H x 12' W	3	3	3
207	QUERCUS	Red Oak	12' H x 12' W	3	3	3
208	QUERCUS	White Oak	12' H x 12' W	3	3	3
209	QUERCUS	Red Oak	12' H x 12' W	3	3	3
210	QUERCUS	White Oak	12' H x 12' W	3	3	3
211	QUERCUS	Red Oak	12' H x 12' W	3	3	3
212	QUERCUS	White Oak	12' H x 12' W	3	3	3
213	QUERCUS	Red Oak	12' H x 12' W	3	3	3
214	QUERCUS	White Oak	12' H x 12' W	3	3	3
215	QUERCUS	Red Oak	12' H x 12' W	3	3	3
216	QUERCUS	White Oak	12' H x 12' W	3	3	3
217	QUERCUS	Red Oak	12' H x 12' W	3	3	3
218	QUERCUS	White Oak	12' H x 12' W	3	3	3
219	QUERCUS	Red Oak	12' H x 12' W	3	3	3
220	QUERCUS	White Oak	12' H x 12' W	3	3	3

# Highway 51 Corridor Concept Plan

Schreiber/Anderson Associates

## Cost Estimates

During the design and amenity selection process, SAA provided estimated costs for the various design concepts. These costs assisted the Committee in the selection of final design concepts. Once the final design concepts and amenities were selected, the cost estimates were redone to develop the following final Concept Plan cost estimate for the entire project.

Phase I	\$ 699,941.00
Phase II	\$ 940,930.80
Terminal Drive	\$ 755,536.50
Triangle Street A	\$ 192,436.56
Siggelkow Interchange	\$ 425,095.63
Heritage Plaza	\$ 150,162.75
South Entrance Feature	\$ 66,315.00
North Entrance Feature	\$ 189,186.50
Yahara River Bridge/South Entry Improvements	\$ <u>35,200.00</u>
<b>Grand Total</b>	<b>\$3,676,051.79</b>

## Phasing Suggestions

The Village cannot fund the construction of the entire master plan as a single project or within a single budget cycle. Because of this, the Committee requested that SAA suggest how the implementation of various design concepts could be phased over a multi-year period. The following phasing plan will help the Committee and the Village start to organize funding and fundraising and to seek out appropriate grants for the project. The phases are divided in such a way that each can stand alone as a discrete and logical construction project, or multiple phases could be combined if desirable. The phased approach also allows ultimate flexibility to adjust implementation priorities to match the desires of the community. The suggested order of implementation reflects a combination of the priorities established by the Urban Forestry Committee and projected opportunities to coordinate certain phases with redevelopment projects, grant funding cycles, the availability of private funding, and the efforts of volunteers.

1. Heritage Plaza
2. Larson Beach to Farwell - Downtown Wayfinding - 1000 feet of Phase II landscape
3. Farwell to Yahara River - Heritage Plaza - 1000 feet of Phase II landscape
4. North entrance plus one section (500 feet) of Phase II landscape
5. North Half Terminal Drive - 1000 feet of Phase II landscape
6. North Half Triangle Street - 1000 feet of Phase II landscape
7. South Entrance Sign - Yahara Bridge Improvements - 1000 feet of Phase II landscape
8. South Half Terminal Drive - 1000 feet of Phase II landscape
9. South Half Triangle Street - 1000 feet of Phase II landscape
10. Siggelkow Interchange - 500 feet of Phase II landscape

## Conclusion

Completing the Highway 51 Corridor Concept Plan is only the first step towards realizing the goals for this project set out in the Village's Comprehensive Plan. Implementing the Concept Plan will help strengthen the community's identity and visual character, and create an attractive and unique setting for current and future business and commercial activity along and adjacent to Highway 51.

SAA greatly enjoyed collaborating with the Urban Forestry Committee, a very active group of citizens committed to bettering their community both aesthetically and economically. They understand that there are many variables to promoting economic growth, but that creating an inviting, appealing and distinctive setting is a vital part of encouraging patrons to return and new businesses to set up shop. The integrated design theme and landscape palette for Highway 51 contained in the Concept Plan will enhance McFarland's visual character and help establish a new vitality for this important corridor.

