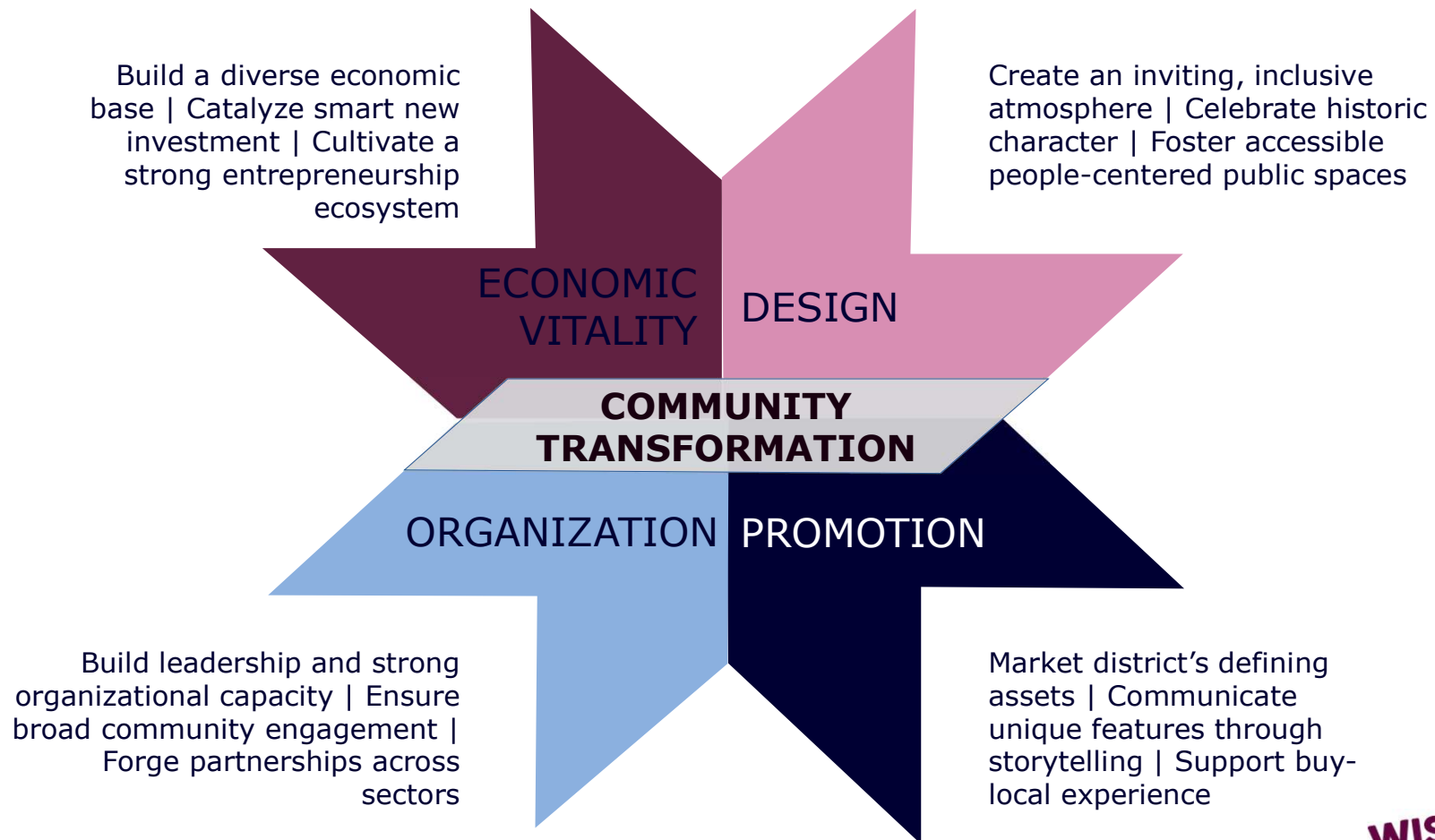




**Road Construction Planning**  
Public Works Seminar

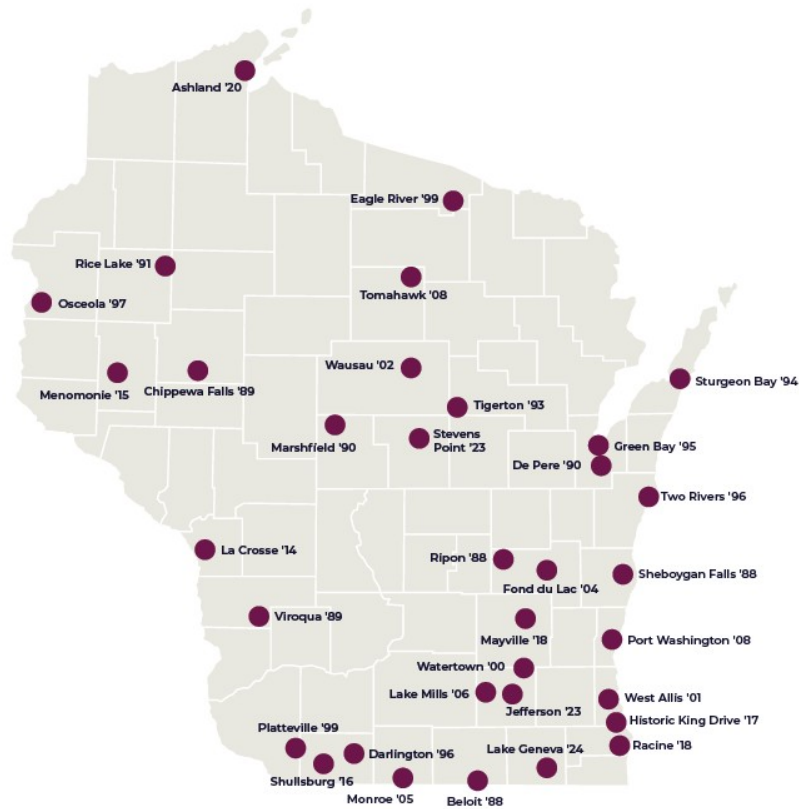
**12.05.2025**

# The Four Point Approach™

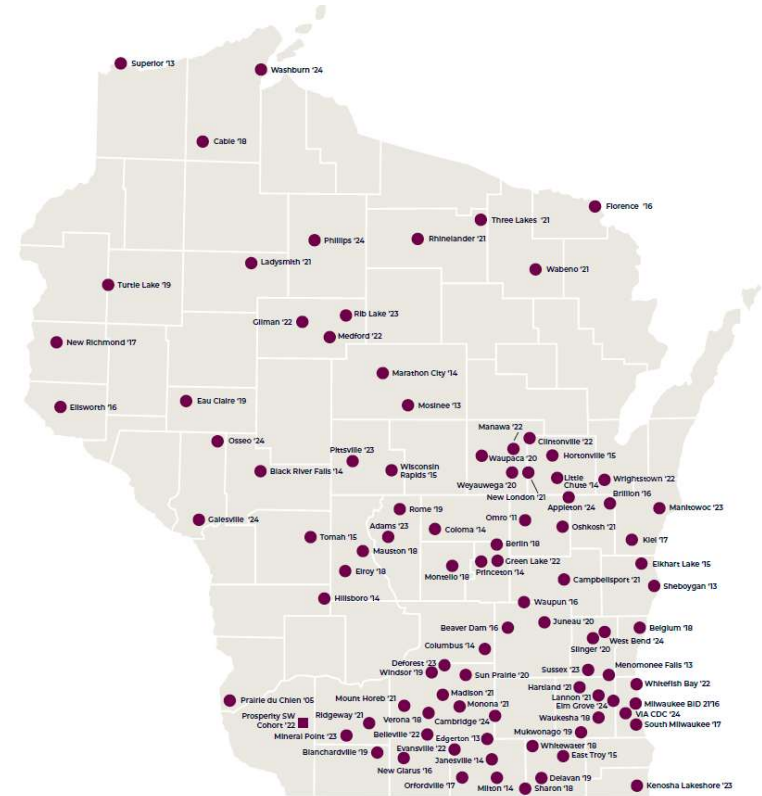


# Current Program Participants

# Main Street



# Connect Communities



# Available Resources



## Online Chat Group

Discussion group through Network Wisconsin platform with access to network of individuals with deep knowledge of downtown issues



## Case Studies and Research

Access to 35 years of case studies and examples of representative projects and initiatives including images and outcome data.



## Education and Training

Invitations to regular training opportunities including workshops, roundtables and webinars, as well as access to catalog of recorded trainings.



## Toolkits and Templates

Access to resource library featuring toolkits and templates on commonly requested topics including Accessibility, Road Construction, Public Art, Event Planning, Placemaking and more.



## Sharing

Active sharing of success stories, ideas and upcoming training and grants on Facebook and Pinterest (@WisconsinMainStreet)

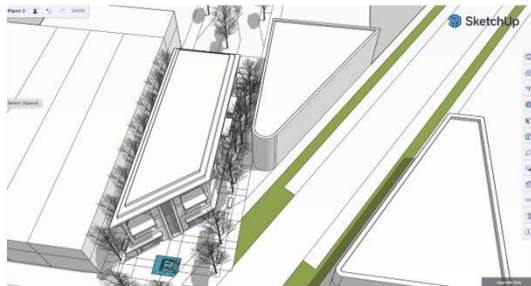
# Why Invest in Downtown?

- Downtowns are often the largest economic engine in the City. On average, Wisconsin downtowns represent:

Land Area	Property Value	Hotel Rooms	Businesses	Restaurant Spending	Retail Spending	Residential Units
2%	6%	27%	16%	21%	14%	12%



# Recent Example Projects



222-224 N. MAIN ST. - RICE LAKE, WI  
SEPTEMBER 14, 2016 JPB LANNICAR



- A Restroom Building with Shade
- B Flexible Seating Area
- C Giant Jenga Blocks / Room for Play
- D Interactive Eagle Mural
- E Park Signage - Programming Signage
- F Community-focused Mural
- G Sun Shade Sails - Picnic Tables
- H Cornhole (Bag) Tournament Stations



- Eagle River Town Square Planning
- Racine Placemaking Installation
- Jefferson Park Planning
- Ripon/Green Bay Streetscape Planning
- Rice Lake Building Architecture Review
- Viroqua Pocket Park Planning
- Shullsburg Wayfinding Plan
- Eagle River Historic District Creation
- Tomahawk/Sheboygan Falls Branding
- Port Washington Marketing Strategy
- 6 Organization strategic plans
- 57 Façade Renderings
- 98 Businesses directly assisted



# Toolkit Development

**Downtown Development Toolkit**  
**PLANNING FOR ROAD**  
**CONSTRUCTION**

**WISCONSIN**  
ECONOMIC DEVELOPMENT

**Construction Planning Phases**

Although the period of heavy construction attracts the most attention, a successful construction planning process will begin as much as three years prior to construction. In fact, many of the greatest opportunities to influence the completed project occur during the earliest planning phases.

Major construction projects include several distinct phases during which community stakeholders have critical roles. These phases and core tasks associated with each are outlined in the timeline below.

**Tip - The Wisconsin DOT publishes a Traffic Guidelines Manual which can be downloaded online. This guide provides information on lighting, right of way and sidewalk requirements that are adhered to on state roadways. Roads that are solely under local jurisdiction have greater flexibility but should maintain core standards.****Planning and Design**  
(up to 3 years prior to construction)

- Existing asset survey/circulation mapping
- Identify infrastructure challenges/opportunities
- Identify access and phasing concerns
- Create project schedule and communication plan
- Project pricing/funding
- Develop business assistance or incentive program

**Communication and Promotion**  
(6 months prior through construction)

- Launch communications platform for businesses, residents, and customers
- Implement wayfinding and alternate transportation/parking plans
- Utilize marketing, advertising, and events to increase customer traffic

**Celebration**  
(post-construction)

- Host a public unveiling of the new streetscape
- Invite the public to explore and enjoy the district's new look
- Recognize individuals that invested in their properties, participated in planning or aided in fundraising



2352 S Park St Suite 303 Madison, Wisconsin 53713 (608)210-6700 wedc.org pg2

How-to and reference guides on common topics

- Accessibility in Historic Buildings
- Parking
- Small Business Startup Permitting/Licensing
- Measuring Event Impact
- Historic Preservation/Historic Tax Credits
- Placemaking
- Volunteer Development
- Sponsorship & Fundraising
- Mural Programs
- Farmers Markets
- Engaging Community Groups
- Planning for Road Construction

# Why Road Construction Planning

- Universal Impact
- Regional Variations in Support
- Once-in-a-Lifetime Experience (little prior knowledge)
- Limited Control Situation
- Small Window of Opportunity for Influence
- Requires Advance Planning & Preparation
- Collaboration & Communication Strategy Essential





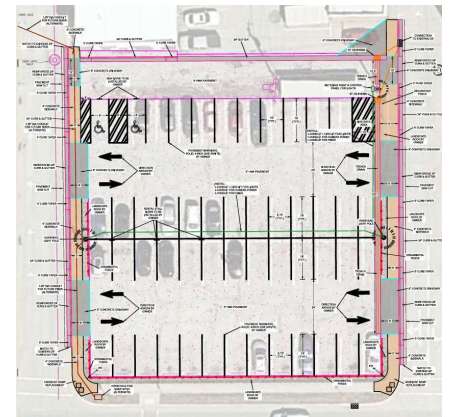
# Road Construction Impact

- Business Impact
  - % business loss
  - Temporary service outages
  - Limited alternative access
  - Assessments for upgrades
  - Noise/vibration/dirt impact
- Streetscape Impact
  - Utilities
  - Sidewalk width/patios
  - Street amenities
  - Wayfinding



# Planning Strategy

- Start earlier than you think you need to
- Survey and inventory data critical
  - Existing infrastructure
  - Business ingress/egress/access/utilities
  - Critical dates/times
  - Tenancy & contact information
- Potential to advocate for critical items
  - Power, laterals
  - Streetscape amenities



# Communications Strategy

- It's not possible to overcommunicate
- Even if you don't have anything to share, say so
- Establish regular communications systems
  - Dedicated social and website
  - Regular meeting updates
  - Individual notifications systems for blocks/impacted businesses
- Public outreach
  - Marketing plan, coordinated signage
  - Embrace opportunity for unique/new experiences



# Best Practices During Construction

- Focus on what you can control
- Set expectations
- Embrace bundling opportunities
- Provide tactical assistance to businesses
  - District-wide
  - Dedicated technical assistance
  - Targeted financial assistance
  - Temporary permitting/ordinances
- Have a sense of humor/fun
- Don't forget to celebrate





# Best Practices During Construction

- Expectation-Setting



## The City of Fond du Lac's Commitment to Supporting Downtown Businesses

The City of Fond du Lac recognizes the challenges that road construction can bring to small businesses and is committed to minimizing disruptions while ensuring a smooth and efficient project.

To support you during this time, the City will:

**Provide Clear Directional Signage** | Temporary signage at key intersections will help guide customers, delivery drivers, and pedestrians to open businesses and available parking areas, and will be updated daily if necessary.

**Collaborate on Parking Solutions** | The City will work closely with businesses to address parking concerns and identify alternative options to maintain accessibility for customers and employees.

**Keep You Informed** | Regular updates from City staff will be provided on their website ([www.fdl.wi.gov/engineering/22-utility-street-project/](http://www.fdl.wi.gov/engineering/22-utility-street-project/)) to keep businesses aware of construction progress, timelines, and any changes that may impact operations.

**Maintain Alternate Routes** | With increased traffic in alleyways and side streets, the City will actively repair potholes and maintain these areas to ensure safe and convenient access for both vehicles and pedestrians.

### Lead Pipe Water Lateral Replacement

The City of Fond du Lac has secured grant funding to replace private lead pipe water laterals and is currently working with Main Street property owners to implement these replacements during the Main Street Makeover project. Notification letters were sent in late December 2024 to properties identified to have lead pipes. If you received one of these notification letters and have not yet returned your "Consent to Enter" form, please do so ASAP.

Grant funding is intended to replace lead water laterals at a size equivalent to the existing service size at no cost to the property owner. If a property owner would like to increase the size of the water lateral, the full cost of replacement will be the responsibility of the property owner. If you have not already, it is recommended to contact the City of FDL Inspection Department for guidance.

Ideally, the new water laterals will be bored underneath sidewalks and will not affect access to existing sidewalks. Means and methods are up to the contractor's discretion. Five Star Energy Services is the water contractor.

*We appreciate your patience and partnership as we work together to improve our downtown infrastructure. Our goal is to make this transition as smooth as possible while ensuring a vibrant and accessible Main Street for years to come!*



## Downtown FDL Partnership's Commitment to Supporting Downtown Businesses

The Downtown Fond du Lac Partnership (DFP) is dedicated to helping businesses navigate the construction period by providing resources, marketing support, and clear communication. Here's what we're doing to ensure customers stay informed and engaged with downtown businesses during the project:

### Visibility & Signage

- OPEN Flags – Available for all businesses, including additional flags for back entrances.
- Directional signage on Macy, Marr & Portland Street.
- Yard Signs – Positioned at surrounding intersections to direct customers downtown.

### Communications and Updates

- Road Resurfacing Project Landing Page – A dedicated page on [www.downtownfdl.com](http://www.downtownfdl.com) with up-to-date project information.
- Regular Email Updates – Sent to the DFP distribution list with the latest construction news.
- DFP Business & Property Owners Facebook Group – Frequent informational posts to keep businesses informed.

### Parking & Wayfinding Support

- Printed Maps – Highlighting available parking areas for easy customer access.

### Marketing & Promotion

- Facebook Header Graphics – Custom graphics for businesses to use on social media.
- KFIZ News and Sunny 97.7 Website Banner Ads – Running from April 15 - September 15, directing users to the informational page.
- Social Media Videos – Engaging content on Facebook, TikTok, and Instagram to show that downtown remains open and active.

### Promotions & Engagement

- In Progress – Planning promotional contests, giveaways, and other engagement initiatives to encourage customers to continue supporting downtown businesses.
- Detour Deals – Help us keep the energy alive during road construction with the Detour Deals Card—a special promotion designed to drive customers directly to you from April–August 2025. We'll feature downtown businesses offering exclusive deals to encourage our community to keep showing up and supporting local, even with a few extra orange cones in the way!

*The Downtown Fond du Lac Partnership is here to support you throughout the project, ensuring that businesses remain accessible and customers stay engaged. Together, we will keep downtown thriving!*

# Best Practices During Construction

- Effective Tactical Strategies



**National Avenue will be rebuilt starting next year. This city fund would help businesses cope**

Tom Daykin, Milwaukee Journal Sentinel  
Wed, August 20, 2025 at 7:40 AM CDT · 1 min read

[Add Yahoo on Google](#)

Businesses affected by [West National Avenue's upcoming reconstruction](#), as well as others near Milwaukee's Menomonee Valley, could seek city renovation grants under a new proposal.



**Free! PARKING DOWNTOWN**

1. FREE Parking in Downtown is easy to find on Street and in our Ramps!
2. FREE Two hours on our Streets Monday - Friday 8 am - 6 pm!
3. FREE Three hours in our Ramps Monday - Friday 8 am - 6 pm!

**Free!** FREE Parking on our Streets and in our Parking Ramps on Evenings and Weekends!  
Exceptions apply to overnight parking from 1 am - 8 am.  
**MORE AT [LACROSSEDOWNTOWN.COM](#)**



**DOWNTOWN FOND DU LAC DETOUR DEALS SOLD HERE!**

**\$20**

1 CARD  
25 EXCLUSIVE DEALS  
ALL SPRING & SUMMER LONG



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