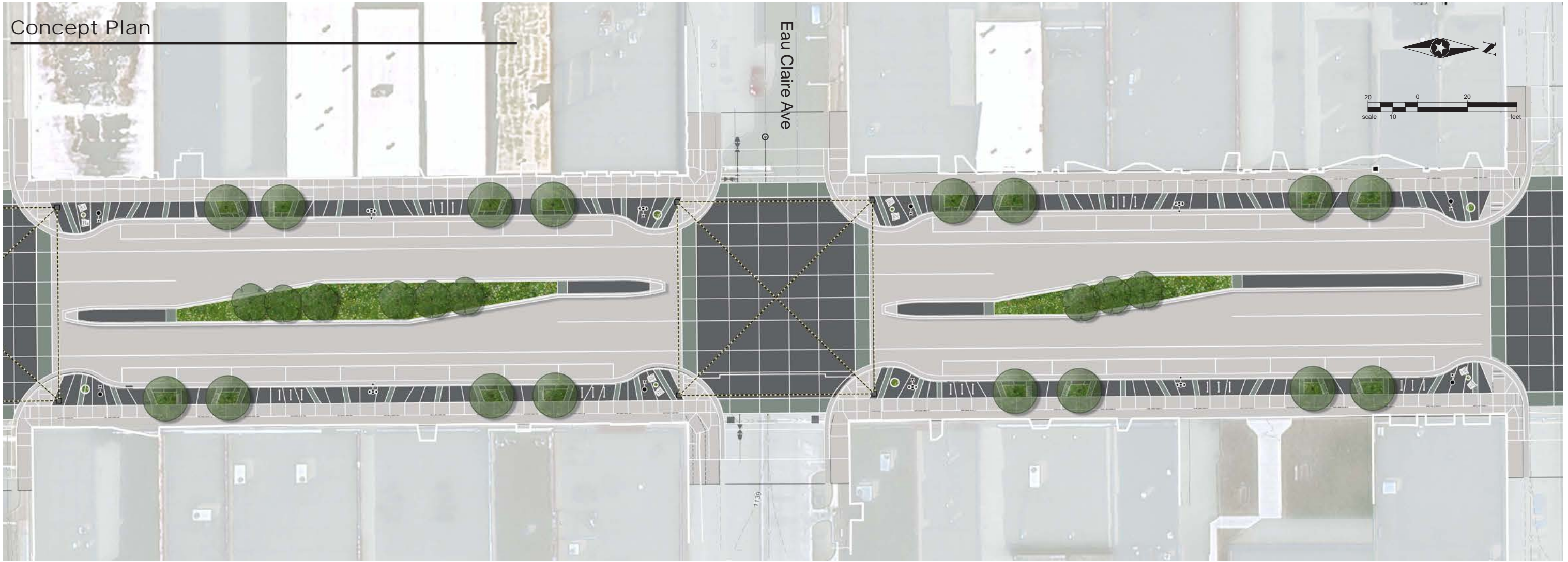


# Concept Plan

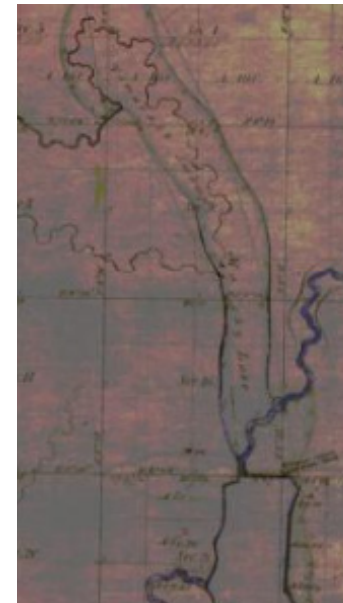


## Key Design Features

Rice Lake was historically named after the wild rice that grew along the adjacent riverbank prior to European settlement. This concept draws inspiration from wild rice waving in the wind along the historic waterfront.

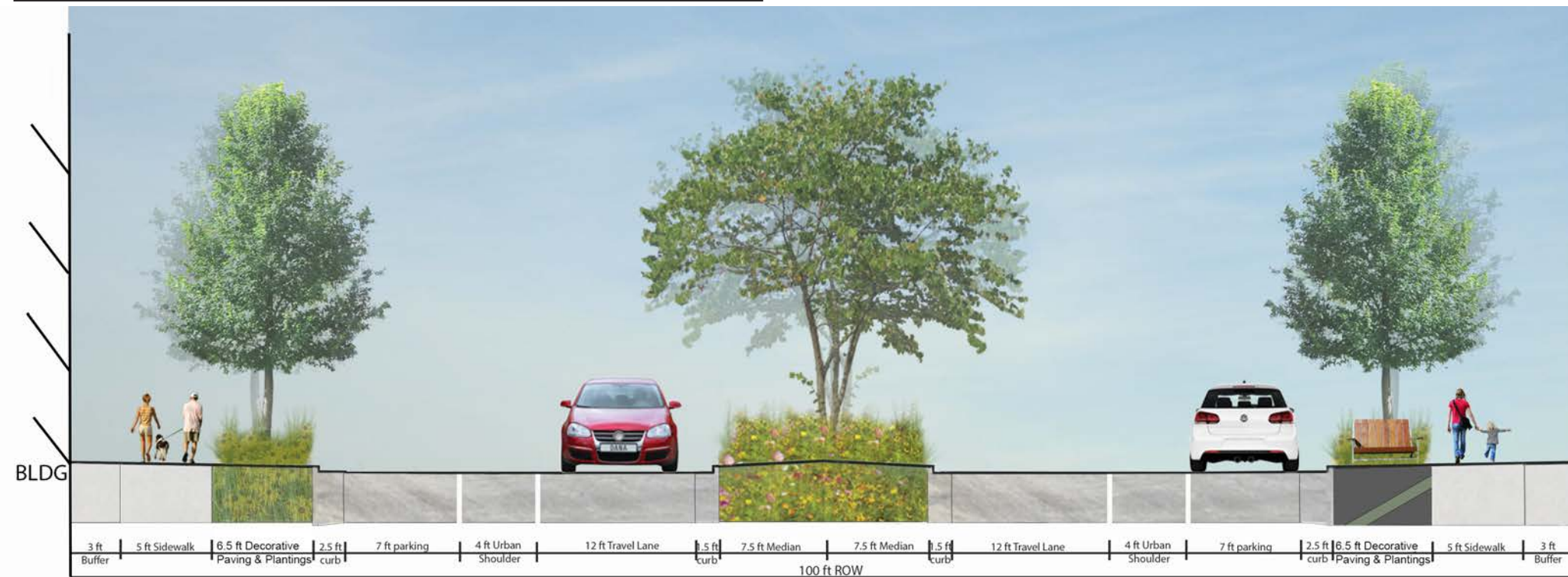
- Subtle shades of blue-gray and green evoke land and water
- Pavement scoring describes a subtle wave pattern in terrace areas
- Shade trees are placed strategically to minimize conflict with storefronts and provide places for a brief rest in the shade while walking down Main Street
- Flowering trees in the median add aesthetic value without conflicting with traffic
- Flowering native plants in tree wells and medians enhance ecological function and aesthetic beauty
- Colored concrete in intersections enhances sense of place and pedestrian safety

## Inspiration for waterfront theme





## Trees & Planting



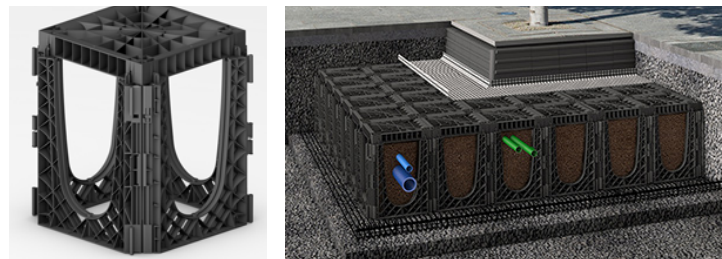
### Planting Design Intent

- Soil cells are proposed to help support pavement while allowing space for tree growth and safely accommodating utilities and other subgrade structures.
- To achieve a healthy tree canopy while maintaining space for storefront visibility and lighting, shade trees in terraces are clustered where possible. This allows them to share soil volume beneath the pavement, which is a more economical way to achieve soil volume targets for trees in an urban environment.
- Terrace trees will be underplanted with native perennials which are salt tolerant, can withstand winter snow cover, and over time can outcompete annual weeds once fully established.
- Medians will be planted with smaller blooming ornamental trees and an understory of native prairie seeding to reduce the need for mowing, improve aesthetics, and provide ecological function.

### Street tree benefits

Surveys of public perception of retail areas have shown that people prefer to shop on streets with a mature and healthy tree canopy. People are willing to travel greater distances, visit more frequently and for longer durations, and even pay more for goods in a commercial district with a healthy urban forest!

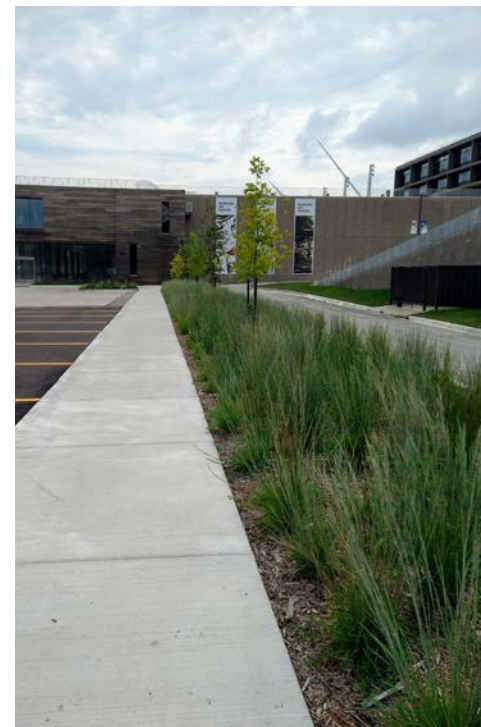
### Soil cells for tree health



#### Benefits:

- Increased soil volume increases tree health and longevity
- Works with underground utilities
- May work beneath planter or tree grate systems
- Supports sidewalk and other hardscape infrastructure

### Planting aesthetic



### Minimize conflict with business signage

- Tree placement is clustered at transitions between storefronts to frame architecture and minimize signage conflicts.
- Tree species with airy canopies allow signs to be visible through tree branches
- Tall mature tree heights allow signs to be visible beneath canopy. Trees may be selectively pruned from below to ensure signage remains visible

### Benefits of trees and plantings

- Trees and plantings can create outdoor rooms and pedestrian scale that makes streets more inviting for pedestrians
- Research has indicated a 10% increase in tree canopy was associated with a 12% decrease in crime
- a 10% increase in urban green space can postpone the onset of health problems by up to 5 years
- Provide habitat for critical pollinators
- Reduce stormwater runoff
- Increase property values anywhere from 5-18%



## Pavement Theming

Rice Lake was historically named after the wild rice that grew along the adjacent riverbank prior to European settlement. This concept draws inspiration from wild rice waving in the wind along the historic waterfront.

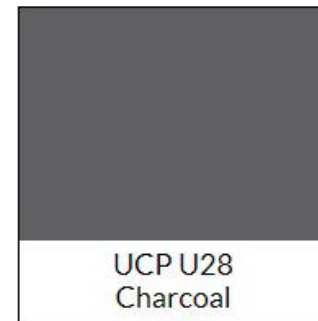
- Dark blue-gray and light greenish gray color concrete evoke the waterfront and wild rice shoreline
- Decorative scoring in terraces forms a wave pattern like grass blades or rippling water
- Decorative concrete in the intersections calms traffic and creates a more pedestrian focused streetscape
- Broom texturing on pavement can enhance the grass-like texture in the terrace areas.
- Street name pavers can be installed at the intersections to incorporate Rice Lake logos and theming if desired

## Pavement

### Integral concrete color concrete



### Color scheme option #1: Cool Calm Color



## Furnishings

- 4 ft ipe wood benches are tucked into shaded areas between trees to provide places to rest in between visiting shops along Main Street.
- Black powdercoated aluminum metal finishes

## Furnishings

### Monona Adirondack Chair



### 4 ft Vilas Bench



### Madrax Finn Bike Rack



### Eclipse Planters



### Refuse Bins

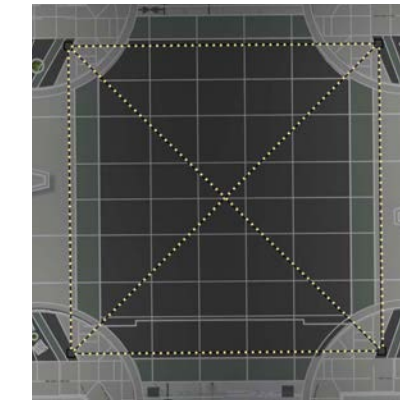


## Furnishings & Lighting

### Standard Light



### Custom catenary lighting



## Banners and hanging planters (By City)



## Lighting

- Lighting should be timeless and pedestrian scale to the extent feasible. Black finishes are proposed. It will incorporate locations for banners and hanging planters.
- Power sources for twinkle lights can be incorporated into tree planters for winter interest
- Catenary lights at key intersections provide cheery character and improve nighttime pedestrian safety
- Light posts incorporate hardware for hanging planters and banners





Enhanced Intersection: Main & Newton





Enhanced Intersection: Main & Newton





Adirondack Seating: Main & Newton



Driving North on Main at Newton St



Typical Bench Seating



Enhanced Intersection: Main at Eau Claire St





Adirondack Seating: Main & Newton



Driving North on Main at Newton St



Typical Bench Seating



Enhanced Intersection: Main at Eau Claire St