



OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting: **ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time: **Thursday, November 19, 2015 at 4:30 p.m.**
Location: **City Hall, 2nd Floor, Board Room**
Members: Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Nutting and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Update on Wayfinding Project and ABC Competition
- 3 Discussion and Possible Action on the Potential Project Plan Amendment and Boundary Change for Tax Increment District Three
- 4 Discussion and Possible Action on the East Riverfront Redevelopment Area RFP and Submitted Development Proposals
- 5 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
 - ▶ Discussion and Possible Action on the East Riverfront Redevelopment Area RFP and Submitted Development Proposals
- 6 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 7 Discussion and Possible Action on Economic Development Marketing

Adjournment
Tom Neal (Vice Chair)

This notice was posted at City Hall and emailed to the media on 11/13/15

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments



*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

ADDENDUM

Meeting: ECONOMIC DEVELOPMENT COMMITTEE
Date/Time: Thursday, November 19, 2015 at 4:30 p.m.
Location: City Hall, 2nd Floor, Board Room
Members: Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Nutting and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 8 Update on Public Improvement Phasing for the East Riverfront Project
- 9 Discussion and Possible Action on the Sole Source Request for Design Services from Stantec for East Riverfront Areas Including the Bathhouse, Park and Amenities and Under the Bridge Street Bridge

Adjournment
Tom Neal (Vice Chair)

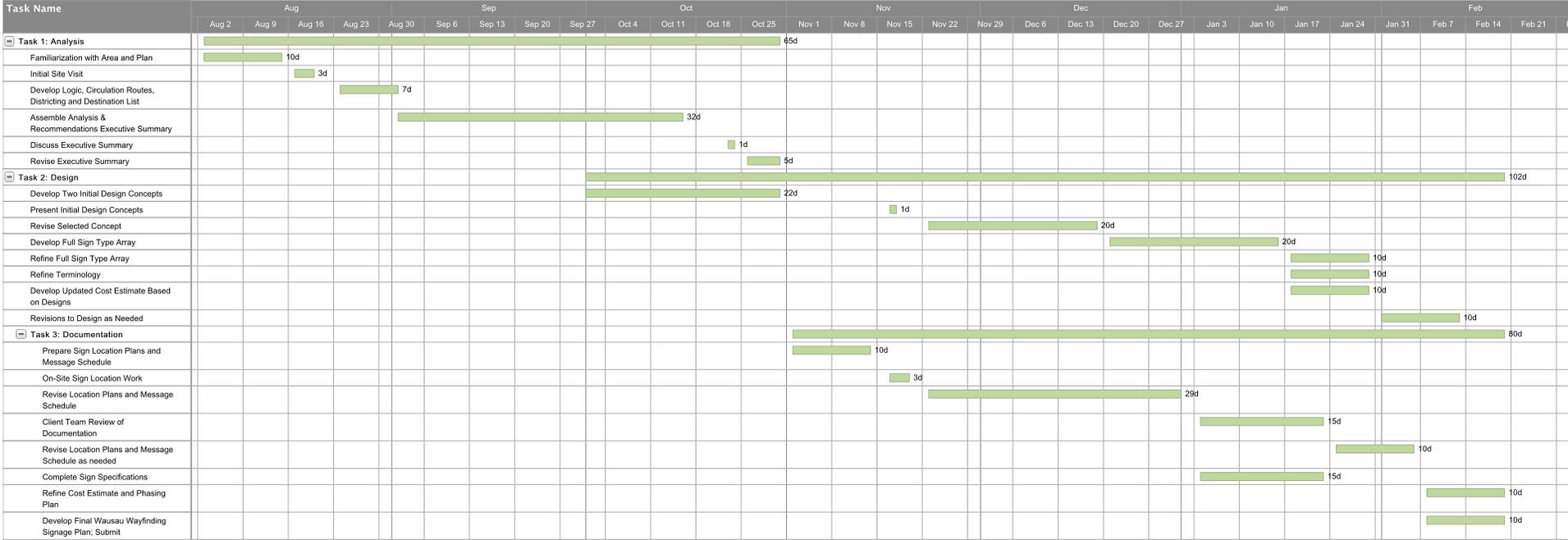
This notice was posted at City Hall and emailed to the media on 11/16/15

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments

Wausau Wayfinding Signage Plan Timeline





AMERICA'S BEST COMMUNITIES: WAUSAU TEAM COMMUNITY REVITALIZATION PLAN 2015-2017



MISSION

To stimulate Wausau's economy by improving the community image, cultivating a professional lifestyle atmosphere, growing the local workforce, and supporting entrepreneurs and business growth.

VISION

To be recognized as America's Best Community and known as a community capable of attracting and sustaining a skilled human resources pool, supporting business growth and success, and encouraging passionate citizens who collaborate to make Wausau their first choice to live, work, and play.



Birds-eye view of Wausau's 400 Block during a weekly Concert on the Square, featuring the ABC Quarterfinalist banner

ORGANIZATION

The America's Best Communities' Wausau Team is comprised of volunteers representing a diverse collection of Wausau's key community and business organizations. During the active sessions of the competition, members meet monthly for strategic planning. During breaks and upon conclusion of the competition, the team is committed to meeting bi-annually to share information related to forwarding the goals of the revitalization plan, including providing updates specific to the various organizations they represent, analyzing the results to assess the success of the initiatives, and discussing opportunities for additional improvements, collaborations or undertakings. The ABC Wausau Team communicates and collaborates with the Mayor, City Council, and other city entities to ensure the Community Revitalization Plan will complement the City's overall economic development plan.

Members represent the ABC Wausau Team Mission as follows:

- **Economy:** To support strategic planning, data analysis, outreach, and implementation of initiatives, the team includes the City of Wausau, Wausau Region Chamber of Commerce (Chamber), Marathon County Development Corporation (MCDEVCO), North Central Wisconsin Regional Planning Commission (NCWRPC), Central Wisconsin Convention & Visitors Bureau (CVB), River District/Main Street, and Wausau Events.
- **Entrepreneurship/Growth:** To offer guidance, training, office/work space, and financial incentives, members represent the City of Wausau, Entrepreneurial & Education Center, Northcentral Technical College, MCDEVCO, the Chamber, and River District/Main Street.
- **Workforce Development:** To plan for and support entrepreneurial, adult, and incumbent worker education and training initiatives that support businesses, members include Northcentral Technical College, the Chamber, E3YP, MCDEVCO, and NCWRPC.
- **Professional Lifestyle Atmosphere:** Members from the City of Wausau actively work to improve alternative modes of transportation, increased workforce housing and supported the development of farmers markets and similar programs. The River District/Main Street, Wausau Events, E3YP, the CVB, and Central Wausau Progress develop and implement similar initiatives that jointly enhance the region.
- **Community Image:** Identifying, marketing and promoting new regional initiatives is led by the City of Wausau, Wausau Events, CVB, the Chamber, Central Wausau Progress, and Wausau Events. Becker Communications provides marketing expertise and develops professional marketing materials to showcase the region, as well.



Residents enjoy Wausau's international whitewater kayak course

OBJECTIVES

Through rich discussions and in-depth research, the Wausau Team identified the following five objectives to meet the current challenges found in the Wausau community and achieve its Vision:

- **Stimulate Community Economic Growth & Development** by improving the Wausau community image to reflect a professional lifestyle atmosphere that will attract and retain the strong workforce that is necessary to support entrepreneurial development and business growth.
- **Improve Wausau’s Community Image** by implementing a wayfinding system that highlights attractive amenities and developing a marketing plan showcasing this progressive, thoughtful, and engaged community.
- **Cultivate a Professional Lifestyle Atmosphere** that attracts young professionals by providing amenities they value, including available and affordable options in workforce housing/rentals, alternative transportation, childcare, healthcare, and local, sustainable living options.
- **Grow the Local Workforce** by providing incentives to retain current residents, especially students, and marketing the region’s many unique amenities to attract new talent, including a great quality of life, affordable cost of living, and ample career growth opportunities.
- **Support Entrepreneurs and Business Growth** by identifying current resources for entrepreneurs and business owners, developing new resources and policies to fill any “gaps,” and providing information on resource utilization to target audiences.



Huge crowds flock to Wausau every July to take advantage of the coordinated ChalkFest, BalloonFest, and RibFest activities spread throughout the city





PLAN OF ACTION

A definitive goal of Wausau leadership is to brand this Midwest hub of natural resources, strong business leaders, excellent education, and passionate community members into a first-choice location for young professionals to live, work, and play. The City of Wausau provides resources to help support and encourage interested community groups to organically work towards achieving this goal. Many groups have proactively rallied together to share their resources of time, talent, and treasure to expediently begin to address the five challenges noted above.

To enable the ABC Wausau Team to achieve the identified objectives in a timely manner, the following 3-Phase process has been developed:

PHASE 1 (April 2015 – June 2016): Develop and implement a basic wayfinding system that easily gets people to and around downtown Wausau and encourages families, community members, and visitors to participate in the variety of events, entertainment, and attractions available.

In Phase 1, the ABC Wausau Team works with Corbin Design, Inc., a wayfinding consultant, and community partners to identify potential options for wayfinding signage designs, locations, landscaping, and manufacturing*. A final plan will be completed by February 2016 and the initial signage will be installed during June 2016. The emphasis will be on getting people to downtown Wausau and highlighting the most popular amenities there.

Basic marketing materials, including physical and online maps, will be developed to help tourists locate popular downtown attractions. It will include the areas identified by the wayfinding research and may expand into other destinations not officially on the wayfinding signs as appropriate.

PURPOSE: This phase is focused on addressing the issues of improving the community image and enhancing the professional lifestyle atmosphere. Wayfinding will visually increase awareness of the urban distinctions within this small city and enhance the overall impression of Wausau being a contemporary destination with much to offer.

****NOTE – Appended to this Community Revitalization Plan are documents outlining the tentative wayfinding plan proposals for Phase 1, including the plan overview, preliminary signage concepts, and proposed locations for the Phase 1 signs.***



PHASE 2 (July 2016 – June 2017): Launch a marketing plan focused on informing tourists about the amenities available in downtown Wausau through the disbursement of basic marketing materials highlighting the wayfinding system and other downtown attractions. Also develop plan to expand wayfinding system to highlight attractions in other areas of Wausau as well as market the region to attract business and workforce growth.

Phase 2 begins when the new wayfinding system is formally announced at the July community celebration event. Basic marketing materials will be distributed to community tourism entities and local businesses for disbursement to tourists. A mobile-friendly electronic version of the map will be created and put online for easy community access.

In August 2017, the ABC Wausau Team will begin planning for Phase 3, which includes an expansion of the wayfinding system throughout the rest of Wausau as well as the development of a professional marketing plan that will include multiple components to attract workforce and encourage business growth. It will require the team to secure a professional marketing firm. This planning will continue through April 2017.

PURPOSE: Additional wayfinding will continue to build upon the image of Wausau as a thriving, professional community full of many desirable amenities. Having these amenities easily identified will make it much easier to market the diverse offerings of the community, both recreational and professional, which in turn will help attract workforce, a key component of growing businesses, thus addressing the issues of workforce growth and support for businesses.



PHASE 3 (July 2017+): Install expanded wayfinding system and begin marketing Wausau to attract workforce and encourage business growth. Develop steps to sustain initiatives long-term.

Phase 3 will expand the wayfinding system throughout the city to guide people to less-centralized attractions as well as new destinations in the recently-completed riverfront development, thus continuing to improve Wausau’s community image. The next phase of the marketing campaign will also formally launch in June/July 2017. Its emphasis will be on selling Wausau as a thriving place to live, work, and play. The ABC Wausau Team will each be responsible for championing different aspects of the initiative and will meet on a bi-annual basis from that point forward to provide updates and continue to move the goals of the initiative forward.

PURPOSE: Reach the primary goal of improving the long-term economic health of Wausau by attracting new workforce and supporting entrepreneurs and business growth. Sustain this growth long-term through continued relationships between the ABC Wausau Team member organizations.



Residents and visitors connect while enjoying a 400 Block concert on a warm downtown Wausau summer night

COMMUNITY COLLABORATION



The revitalization of a community cannot occur without the momentum and strength of many. The Wausau community has been and will continue to be involved in creating a vision and implementing a plan for raising awareness of the vast career, education, and social opportunities available for families, individuals, and businesses.

To launch the revitalization plan, the community will be invited to celebrate on the 400 Block. The celebration will officially launch Phase 2 by revealing the new wayfinding system and initiating the tourism-focused marketing. It will include local musicians, food trucks, and activities sponsored by community organizations. There will be a “hunt” to encourage people to stop by key locations along the wayfinding routes, which might involve Segway tours, geocaching, and/or some kind of #ABCWausauWay photo hunt with various incentives to encourage participation. At the main outdoor stage, community leaders will discuss the goals of the initiative, explain the marketing campaign, and describe how the community can help moving forward. Each of the groups that helped bring this initiative to life will also be recognized along with all of the community members and organizations who contributed. All of these activities and events will be covered extensively by the media.

The ABC Wausau Team will lead several additional initiatives to ensure community involvement during the implementation of this revitalization plan, spurring additional conversations outside of this leadership team. Plans for collaboration include:

- **TOURISM:** The team’s three tourism entities are involved in most major tourism-related activities in Wausau. Their combined contact networks, marketing connections, and social media lists will allow them to quickly develop a united campaign to promote the ABC Competition to large audiences both within and beyond Wausau’s borders.
- **MARKETING:** The team includes a successful local marketing company and the Chamber’s marketing manager. These experts develop professional materials and provide marketing guidance, allowing the team to quickly refine its tactics to ensure all exposures garners maximum marketing attention.
- **BUSINESS:** The Chamber’s network of almost 900 businesses can be quickly engaged via email blasts, social media, press releases, TV interviews and more to promote the benefits to business of supporting the ABC initiative.
- **ECONOMIC & COMMUNITY DEVELOPMENT:** The multiple members involved in economic and community planning can provide valuable information for the marketing plans. Their networks also provide access to key data pools and a general knowledge of community planning that is critical in assessing the feasibility and success of this initiative.
- **GOVERNMENT:** Support from the City provides a higher level of legitimacy, broadening it to city-wide initiative everyone can be proud of. The City’s support means local media and the public at large are more apt to notice and support the initiative. In addition, the Chamber has excellent relationships with state and federal government and can quickly attract attention to this project at those levels.

***“Unity is strength...when there is teamwork and collaboration,
wonderful things can be achieved.”***

Mattie Stepanek (1990-2004)

American poet, peace advocate, motivational speaker

SUMMARY

Wausau is a “hidden gem” of a community tucked into the heart of Wisconsin. It is filled with dedicated, passionate individuals who are ready and willing to open their doors and invite the world inside to see what they have to offer – and what they have to offer is a lot! America’s Best Communities has proven to be the perfect catalyst for uniting this community and enabling its organizations and individuals to strategically align for the betterment of all. The human resources needed to revitalize this community are already in place— community groups, philanthropic organizations, workforce leadership, and individuals active in supporting commendable causes, providing choices in entertainment, education, and services, and creating an atmosphere for growth and stability. Its people are worth any amount of an investment of time, energy, and passion to provide them the opportunity for a much-deserved chance to address Wausau’s remaining challenges and move into a very bright future.

The time has now come for this hidden gem to truly shine!

Why Are We AMERICA'S BEST COMMUNITIES?

WHY NOT?

Wausau Region Chamber of Commerce
TIME TO GROW

frontier dish COBANK The Weather Channel

WAUSAU WISCONSIN



Wayfinding Program

The City of Wausau, Wisconsin has retained Corbin Design to develop a wayfinding analysis. The purpose of this is to evaluate how people find their way to destinations both within downtown and throughout the region. From August 17-19, 2015, Corbin Design toured the area and met with local stakeholders to better understand how people find their way and how it can be improved.

The recommendations in this document will focus on two objectives. First, to simplify direction-giving and provide tools to help visitors navigate. Second, and equally important, is building an awareness of all that Wausau has to offer to both visitors and residents.

The report is the first step in the process. Based on this foundation, future project phases can focus on the design and locations of wayfinding signage and other tools to improve visitor experiences throughout the region.

corbindesign

Jeff Frank, Senior Designer

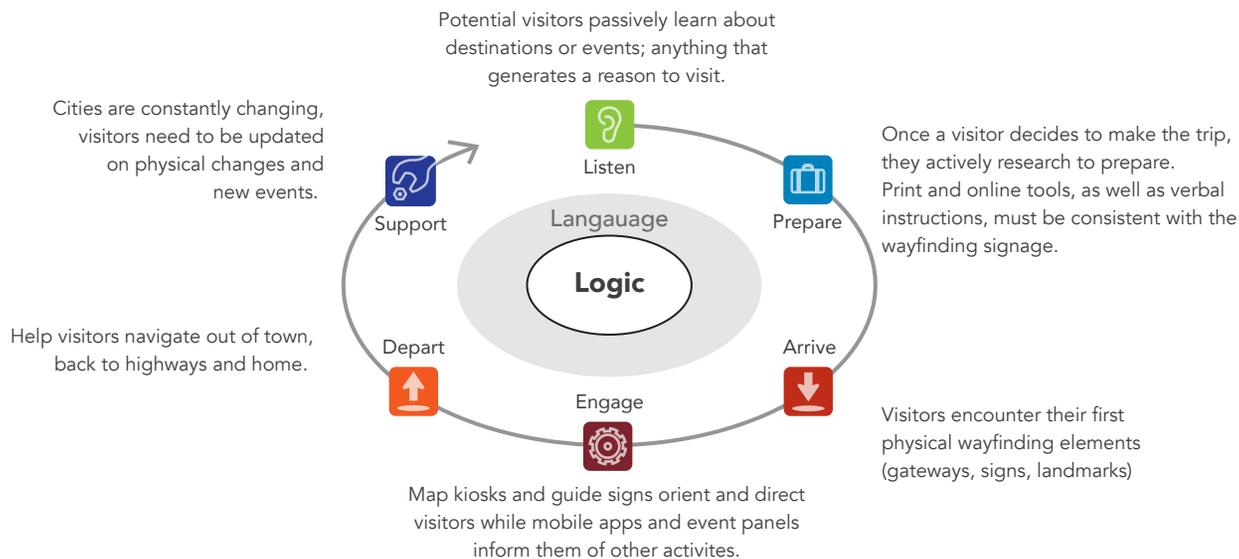
Moira O'Polka, Project Manager

The foundation of Wausau's wayfinding program is the **wayfinding logic** that determines the appropriate messaging across all navigation tools. The goal of the program is to determine the most intuitive way to help first-time visitors understand and navigate Downtown Wausau.

The **wayfinding logic** is a series of strategies and recommendations that outlines the overall plan to inform and direct first-time visitors along predetermined routes to districts, public parking and destinations.

Q: What is wayfinding?

A: Direction for people in motion.



Wayfinding is unique among public “utilities” because it has an opportunity not only to move people through space to their intended destination, but also to carry brand elements.

Wayfinding is much more than attractive signs. The program must build upon a logical progression of orderly information which becomes more detailed as visitors approach their destination. In order to accomplish this, a wayfinding system must be simple, clear and effective for residents and visitors.

The accompanying graphic depicts each potential point of contact with a given visitor. In order for a wayfinding system to be most effective, the visitor must be able to create a picture of the physical environment “in their mind’s eye” prior to arrival. In this way, the signs in the environment reinforce what they already know about the area.

We know that a diverse audience uses many different tools to navigate an environment, so communication via Web, mobile, print and signage elements must be consistent.

Educated, empowered visitors will feel confident and capable as they navigate Wausau, and are made aware of other opportunities once the initial reason for their visit is completed.

“Wayfinding is really important in Wausau. We take for granted everything we know about our community. People who live and work in the downtown area know everything that is happening here. When a visitor comes to town, you want them to feel welcomed.”

- Jamie Schaefer, chief operating officer, Ruder Ware Law

70% of visitors would consider extending their trip if new, additional destinations were discovered

Asheville NC Convention and Visitor's Bureau
Survey of 4076 people



Camden, New Jersey Waterfront
30% increase in visitation since installation of their wayfinding program.



Lancaster, Pennsylvania
10% increase in visitation in the first year of the wayfinding program.



Norristown, Pennsylvania
18% increase in visitation in the first year and 8% the following year.

Return on Investment

In November 2008, the International Downtown Association submitted wayfinding to the Obama Transition Team as one of its top 10 economic initiatives for America's downtowns.

Results of Asheville NC Survey by Convention and Visitor's Bureau of 4076 people surveyed:



Would explore further if signage and kiosks provided direction to additional attractions



Would definitely extend their trip by one additional overnight stay, if new or additional destinations were discovered

11% of visitors =
85,241
additional overnight stays
in a three year period

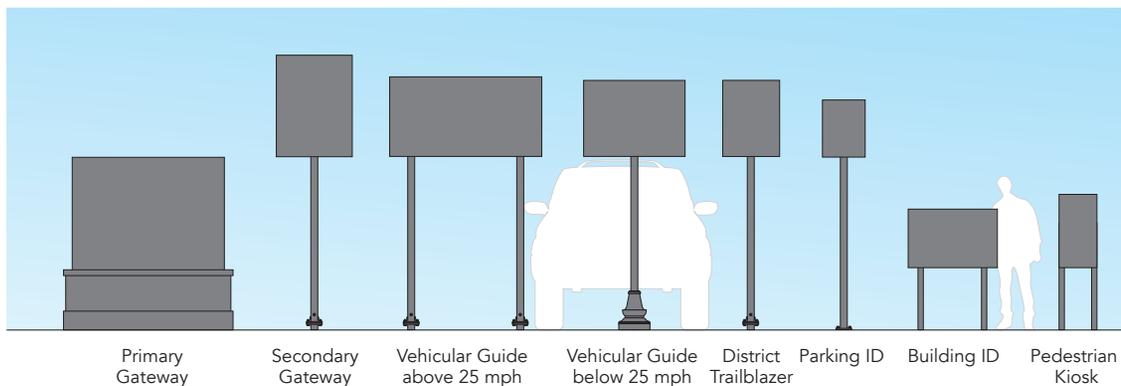
Increase in Tourism

Wayfinding creates “repeat visitation” by increasing awareness of the depth of destinations.

“Wausau has the ability to direct people downtown but where do they go from there? It’s important to give (visitors) a sense of direction and security to take a path less traveled. ”

- Beth Hinner, co-owner at Thrive Foodery

Sample Sign Type Array



Note that these sign silhouettes represent sign types only, not design, and are approximate in size.

Elements of a Successful Wayfinding Program

Design for the first-time visitor. Repeat visitors will rely more on their own experience. The simplest route between two points may not be a straight line, particularly for a visitor who is unfamiliar with the city. Our goal will be to help design and direct that first experience, assuring a positive experience and future return visits.

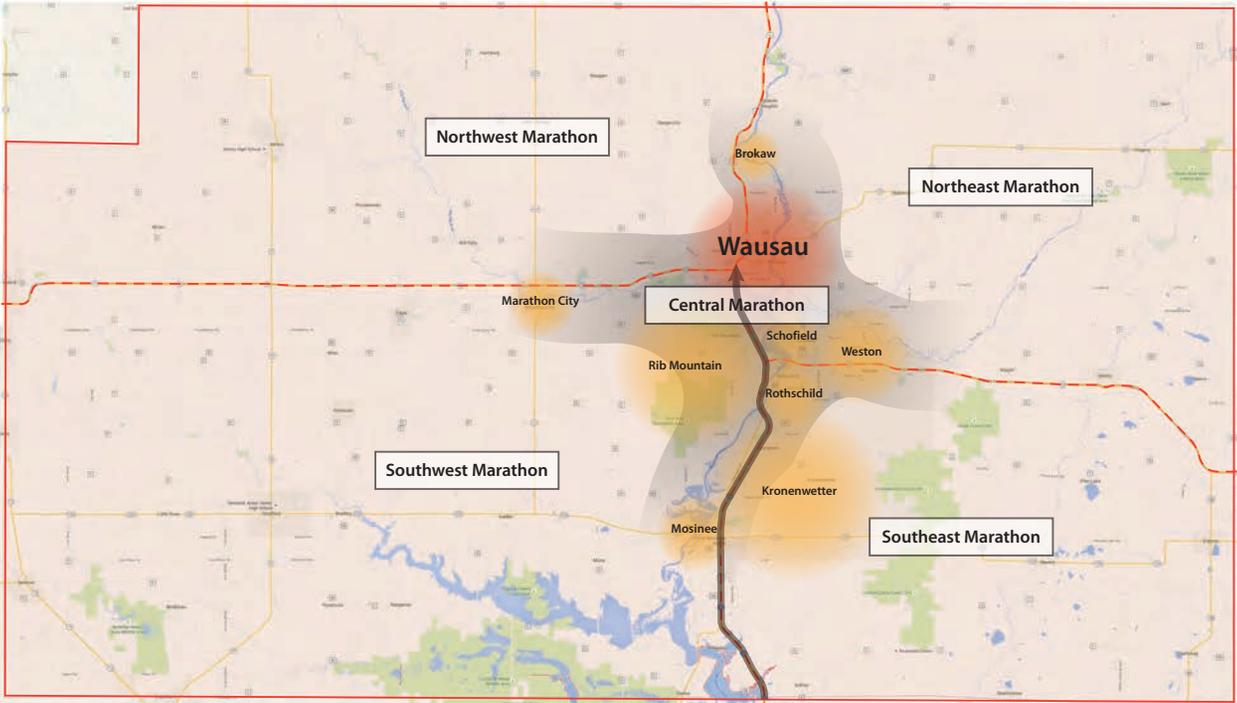
Structure information. Tools designed to support a visitor’s journey must provide the proper information at key decision points to keep visitors moving toward their destination. We call this concept “Progressive Disclosure,” carefully planning the information provided at each decision point. The challenge, then, is to verbally and visually simplify the information in the system. Consistency is the key to success.

Support intuition. Wayfinding systems work best when they build upon routes that are intuitive to first-time visitors. Wayfinding cues should come as much as possible from the environment itself. Each destination is distinct and we will take advantage of the verbal and visual cues already familiar to most downtown residents. This way everyday people can help support consistent wayfinding if asked for directions.

Design the system for easy updating. The need to change a single message should not require the replacement of an entire sign structure.

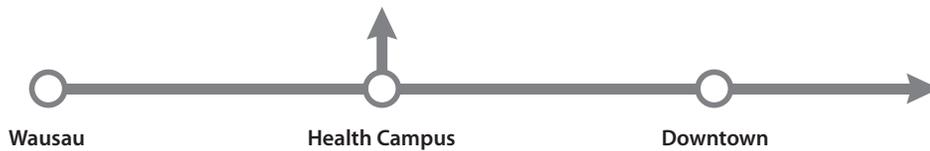
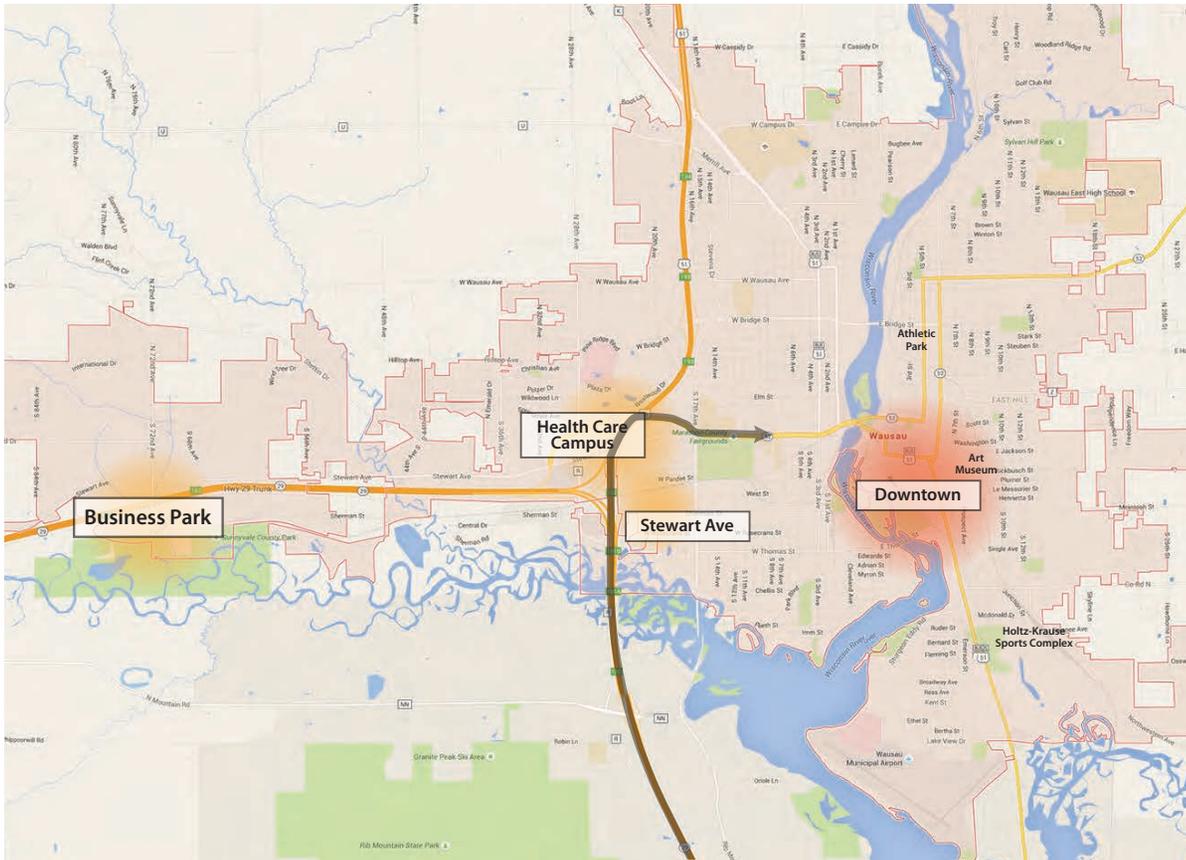
Marathon County Regional Wayfinding

The County is divided into five distinct zones based on natural geographical divisions (Wisconsin River-North/South, Eau Claire River-to East, Big Rib River-to West) and the primary roadways (Interstate 39/Route 51-North/South and Highway 29-East/West).



County Region:

- Central Marathon
- Northwest Marathon
- Northeast Marathon
- Southwest Marathon
- Southeast Marathon



Wausau Municipal Districts

The City of Wausau has four distinct centers of activity between which visitors can be directed. Stewart Avenue poses a unique challenge: when visitors exit the highway, they may confuse Stewart Avenue for Downtown. This can be resolved by modifying the existing gateway sign at Stewart Avenue and 17th, and providing additional guide signs directing vehicular traffic to Downtown.

Districts Names

DOWNTOWN

Stewart Ave District

Health Care Campus

Business Park

Future Districts

Westown (West of Downtown)

Health Care Campus

The progressive disclosure technique for displaying information will be structured like this:



Progressive disclosure is an interaction design technique often used to help maintain the focus of a user's attention by reducing clutter, confusion, and cognitive workload. This improves usability by presenting only the minimum information required for the task at hand. In this case, deciding whether to turn your vehicle.

Promote Centers of Activity

County/Region

City/Town

District

Wayfinding District

Districts are large sections of the city with their own individual identity.

Guidelines for district naming:

Names should be neutral since areas may be multi-use.

Names and boundaries must allow for growth.

Use of districts is beneficial to both primary and secondary destinations.

Colors and branding can be used to differentiate the districts.

Provide direction to any primary destination that lies outside of a district using its proper name.

Wausau Downtown Districts

Once drivers approach Downtown, additional guide signs will direct them to its associated districts. The Riverfront and future Westown district should always use Downtown as the central orientation point.

Districts Names

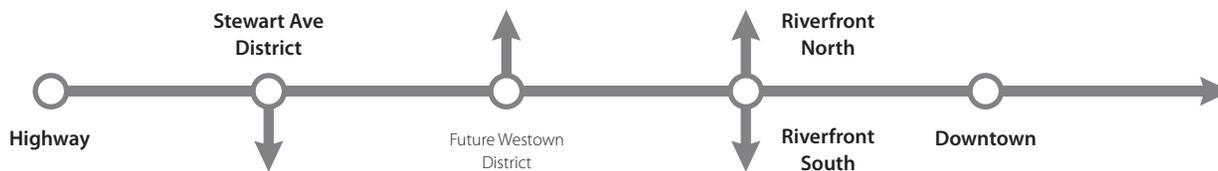
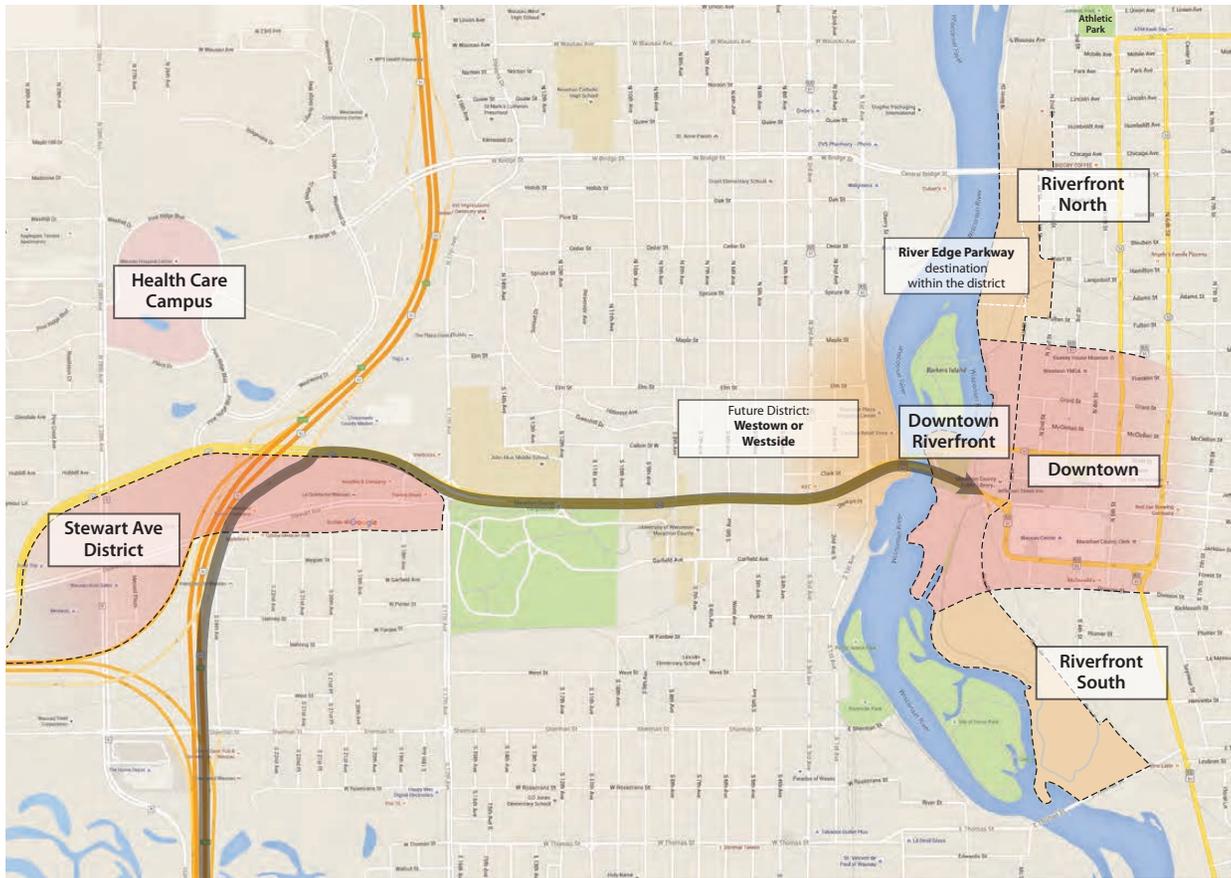
DOWNTOWN

Downtown Riverfront

Riverfront NORTH

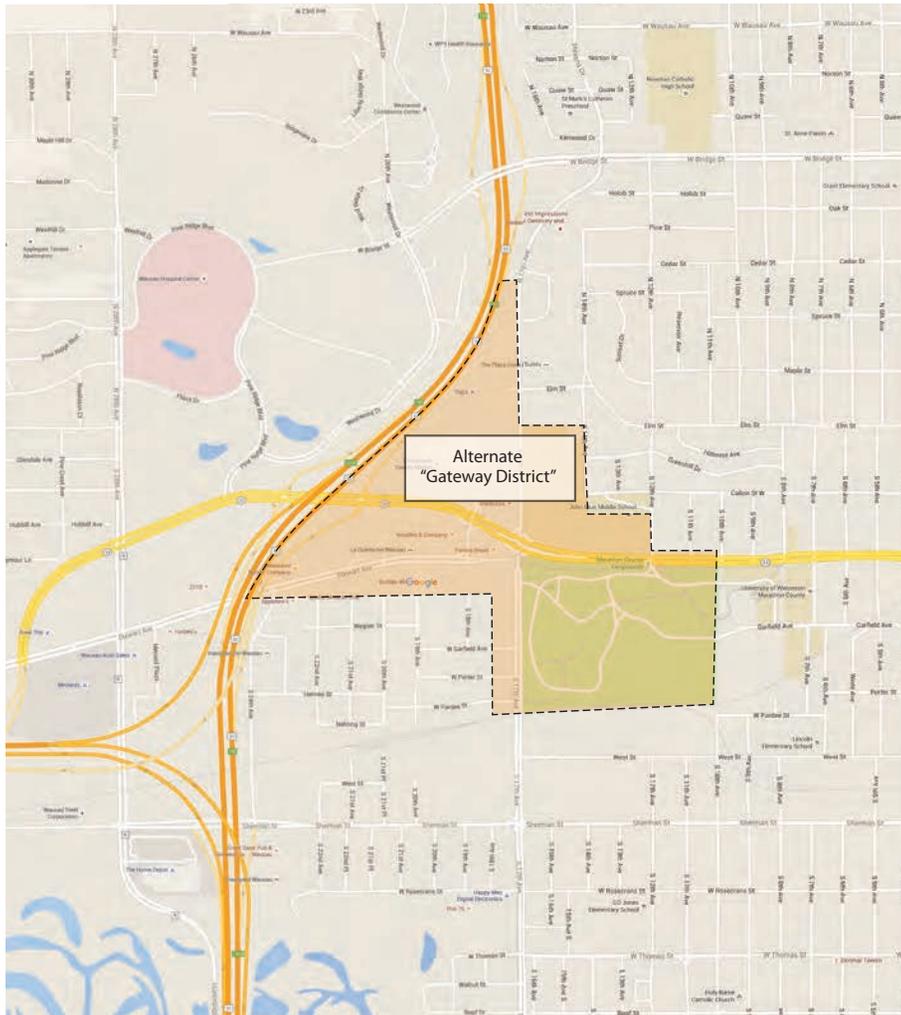
Riverfront SOUTH

Stewart Ave District



Future District:
Westown (West of Downtown)

A business development district is not the same as a wayfinding district.



Alternate District Boundary

The Stewart Avenue area could be expanded to include businesses north of Stewart Avenue and the Marathon County Fairgrounds.

Potential Names:

- Gateway District
- Stewart Corridor

It is important to identify
Wausau's top destinations for
first-time visitors.

In order for a destination to appear on vehicular signage, it must meet the following criteria set by the Department of Transportation Standards. The destination must:

- Be a public destination
- Be a not-for-profit destination
- Have ample public parking
- Have a high attendance relative to the area

Destination	Suggested Name for Signage	District	Priority
400 Block	400 Block Park	Downtown	Primary
Andrew Warren Historic District	Historic Districts		Secondary
East Hill Historic District			
Athletic Park			Primary
Barker Stewart Island Park			Secondary
Big Bull Falls Park			Secondary
Business Park		Business Park	
Center for the Visual Arts		Downtown	Secondary
City Hall		Downtown	
County Courthouse	Courthouse	Downtown	
Fern Island Park/Oak Island Park	Fern/Oak Island		Secondary
Grand Theater		Downtown	Primary
Eastbay Soccer Complex	Soccer Complex		Secondary
Jefferson Street Inn		Downtown	Secondary
Leigh Yawkey Woodson Art Museum	Art Museum		Primary
Marathon County Public Library	Public Library	Downtown Riverfront	
Marathon Park			Primary
Riverside Park			Secondary
Riverwalk			
Robert W. Monk Gardens	Monk Gardens		Secondary
Sunny Vale Park			Secondary
Sylvan Hill			Secondary
Visitor Center		Downtown	Primary
Wausau Center		Downtown	
Wausau Curling Center	Curling Center		Secondary
Wausau Center Mall	TBD	Downtown	Primary
Wausau Whitewater Kayak Course	Kayak Course	Downtown Riverfront	Primary
Yawkey House Museum	Historical Museum		Primary

Destination Naming and Inclusion

A wayfinding program is only as good as the information it contains. It is important to consider destination names that are included on wayfinding signage for consistency, clarity and fit.

Wausau should establish a local criteria for destinations' inclusion on Wayfinding Signage. The City criteria should comply with WisDOT standards. Because the DOT will only allow three destinations on a vehicular guide sign, space on vehicular guide signs is limited. Destinations that do not meet criteria for vehicular guide signs can be included on pedestrian level signage.

Guidelines need to be established for documentation and implementation of vehicular and pedestrian wayfinding systems. Guidelines should provide a precedent and provide a logical framework for future destination additions and removals.

Establish a wayfinding group to meet and review wayfinding requests. A wayfinding system will evolve over time and should be designed to grow and change. Visitors need updated and accurate information so they know they can trust the signage.

Downtown Circulation Plan

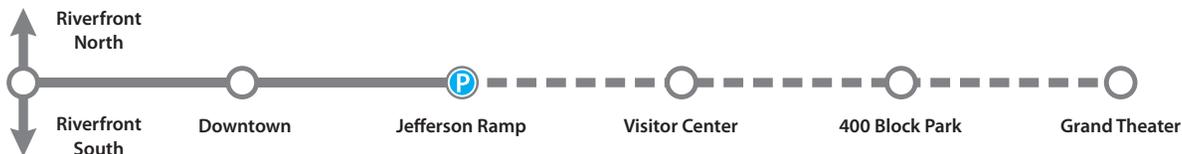
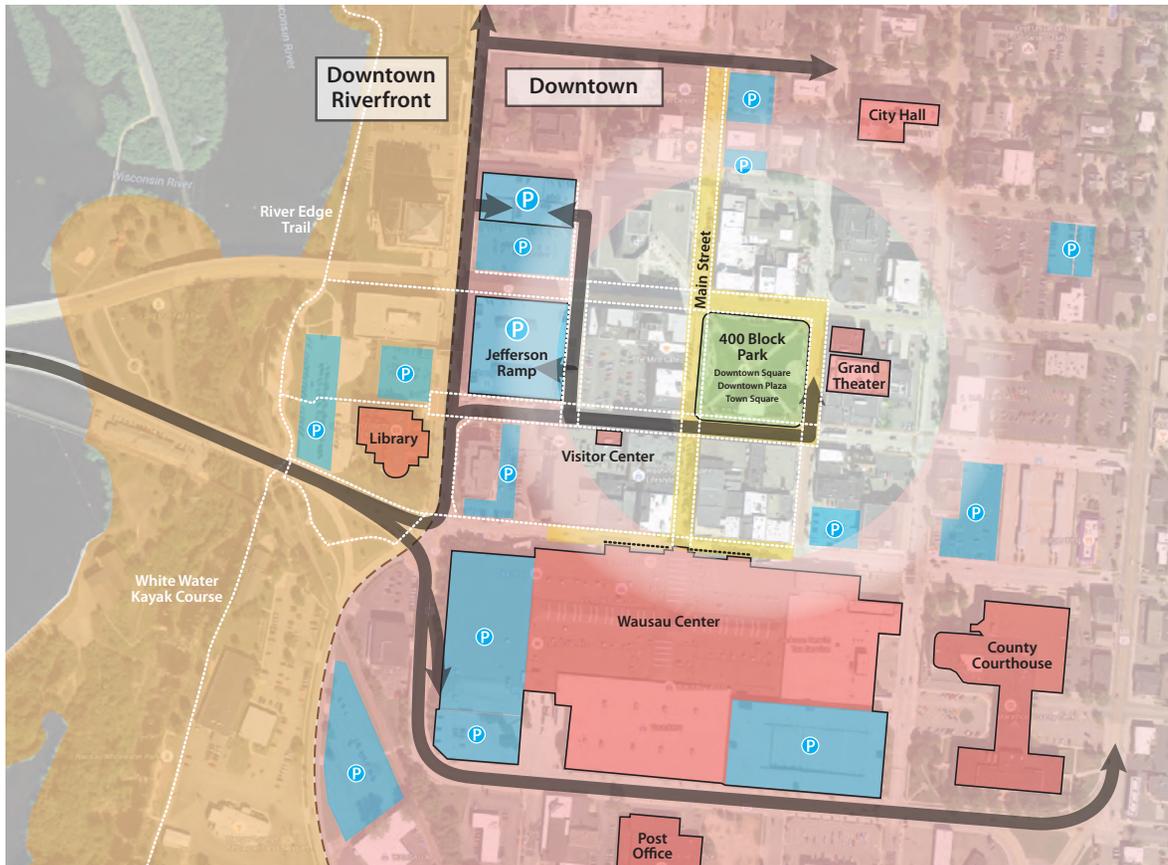
It is important to understand the pattern of movement that characterizes a place in order to develop the best wayfinding logic.

Defining routes that visually invite the visitor, avoid congestion, lead to easy parking and establish safe pedestrian routes will enhance visitors' experience of Wausau.

Gateways are important first impressions that provide the first hint about the character and quality of the community. They should create a sense of arrival and make the visitor want to stop. Consider them an investment with a tremendous potential for return.

Pedestrian routes should be supported with guide signs and kiosks. Kiosks should be located in areas with high levels of visitor foot traffic, appropriate for people to gather around the sign without blocking the sidewalk. Additional guide signs can be placed at intersections directing to shopping and dining opportunities that may be off the primary paths.

Guide signs can also be used to direct visitors to and from parking. Public parking areas should have distinctive names to make them easier for visitors to remember. The simplest and most reliable logic used for naming public parking is to use the street name or street address. This allows the parking lots to be search by GPS enabled devices.





Beyond Signage

A successful wayfinding program is based on much more than signage. The basis of this program is the logic and language set forth in this document. Applying this foundation to multiple wayfinding tools will help strengthen the program and improve the overall visitor experience.

Landmarks

Landmarks can be used to help make places easier to understand and navigate. A landmark should be visible, speakable, memorable and unique. We recommend highlighting the following landmarks: bird sculpture on Stewart Avenue, Wisconsin River, 400 Block Park. Consider adding mural landmarks on visible building fronts throughout the downtown area.

Banners

Banners can be used to help define city/district boundaries. They can help visitors understand when they are transitioning from one area to the next. Banners are also a way to involve the local community. Other cities have seen success in asking local artists to submit entries in the form of photographs, drawings, paintings or other visual arts to be recreated on the banners.

Other Wayfinding Tools

Kiosk Information

On static kiosks, provide web address or QR code to direct visitors to more information.

\$

Mobile Enabled Website

Optimize websites to work efficiently on multiple platforms and devices.

\$

Visit Wausau App

Develop web-based app for retail, dining, business and key attractions. App can also be used to promote upcoming events.

\$\$

Near Field Communications

Smartphones equipped with NFC can be paired with NFC Tags or stickers on physical signs which can launch an app, or prompt the user to accept wayfinding/navigation data. This passive technology is more effective than a QR code.

\$\$

Bluetooth Beacons

Like NFC technology, this passive resource sends a location-specific message to a smartphone app.

\$\$\$

Interactive Kiosks

Provide visitors with the opportunity to explore Wausau website and apps through the use of tablets at the Visitors Center and River District office. If successful, consider transitioning to larger interactive screen display over time.

\$\$\$

Interactive LED Guide Sign

Programable LED sign blades that change messages depending on the time of day or for special events.

\$\$\$\$

Parking Meter App and Digital Meters

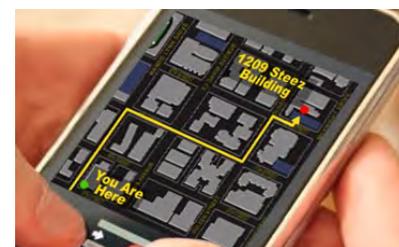
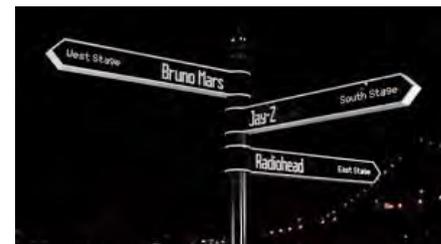
Though there is ample public parking downtown, providing visitors the opportunity to pay for parking via credit card or mobile phone makes downtown more convenient and accessible.

\$\$\$\$



Technology

We know that visitors to Wausau will use multiple tools to navigate in the region. Once the foundational logic and tools are established, consider the following tools to support and enhance the information in the environment.



Design Considerations

Wausau is considered by many as the “Gateway to the Northwoods.” It prides itself on the Northwoods feel as a hub of arts and recreation activities.

Next Steps

City to approve circulation plan and Wayfinding Recommendations Summary.

Corbin Design to prepare two initial design concepts and present onsite.

Develop selected concept into full sign type array.

Develop budgetary estimate based upon approved designs.

Create sign location plans and sign message schedule.

Prepare bid-ready design intent drawings that will include sign specifications.

Create Wayfinding Master Plan that will include phasing recommendations.

Bridge Street

2017

2015

2016

2016

2015

2016

North Riverfront Development

2017

South Riverfront Development

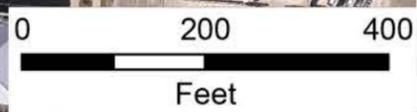
2017



WAUSAU RIVERFRONT DEVELOPMENT NORTH & SOUTH CONSTRUCTION PHASING PLAN

WAUSAU EAST RIVERFRONT DEVELOPMENT

November 11, 2015



Scott Street