

MERRILL VISION PLAN DOWNTOWN

REDEVELOPMENT RESOURCES, SPRING 2015



REDEVELOPMENT RESOURCES

IMPORTANCE OF DOWNTOWN

- 400 jobs
- \$8 million in wages
- \$10,854,100 in property tax value



LEVELS OF IMPACT

- Small scale
- Impact level
- Transformative



MARKET ENVIRONMENT

- 106 taxable properties
- Good business mix
- Public meeting with property and business owners:
 - Downtown Merrill has not reached its full potential
 - Business owners hear feedback about downtown
 - Business owners want to participate in improving downtown



GATEWAY DISTRICT

- Intersection of Stuyvesant & Main St.



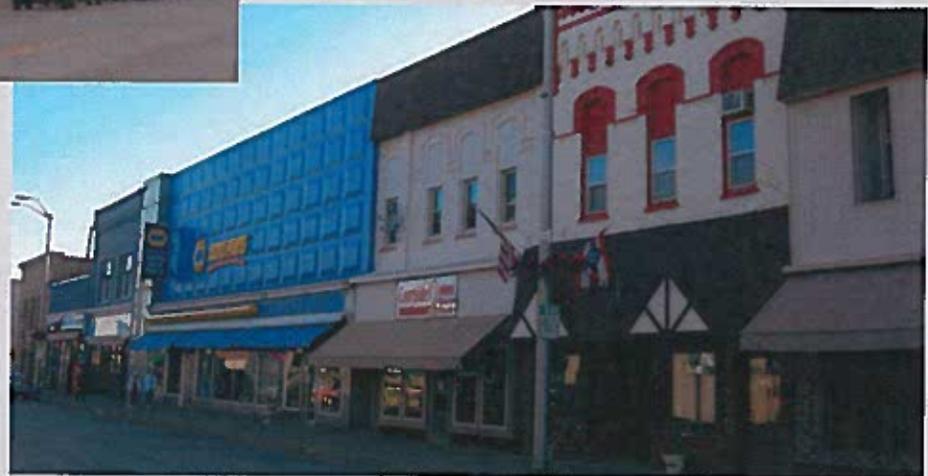
RIVERFRONT ALLEY DISTRICT

- South Park and River Street, along waterfront to South Cleveland Street



MAIN STREET DISTRICT

- Main Street - Center Ave. to S. Cleveland Street



FIRST STREET DISTRICT

- First Street from Courthouse roundabout to 2nd Street and N. Cleveland



SMALL SCALE RECOMMENDATIONS

Small Scale Recommendations

- All districts
 - Decorative lighting and landscaping
 - Signage and specialty signage
- Main Street and First Street
 - Amenities – bike racks, flags/banners, benches, trash receptacles, tree grates, bump outs, WIFI



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SMALL SCALE RECOMMENDATIONS

- Parking
 - Angled Parking on two blocks of Main Street (p. 32)
 - Possible surface lot at 900 E. 1st Street



IMPACT SCALE RECOMMENDATIONS

- Blight elimination



IMPACT SCALE RECOMMENDATIONS

- Commercial rehabilitation



IMPACT SCALE RECOMMENDATIONS

- Land banking



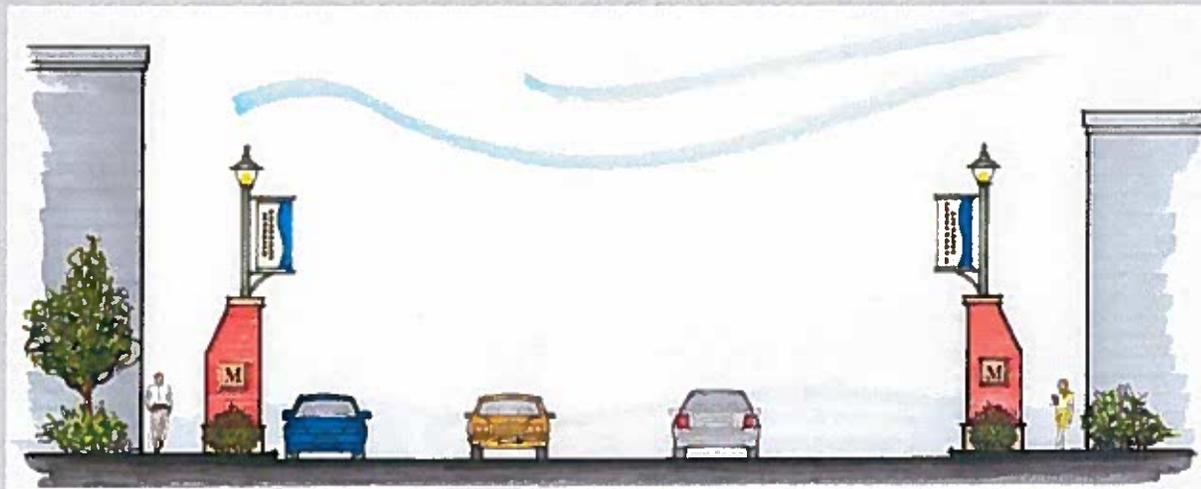
IMPACT SCALE RECOMMENDATIONS

- Infrastructure improvements (p. 26)



IMPACT SCALE RECOMMENDATIONS

- Gateway entry features
 - Intersection of Stuyvesant / Main St.
 - Intersection of Center Ave. / Main St.





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TRANSFORMATIVE SCALE RECOMMENDATIONS

- Redevelopment – Lincoln House Site



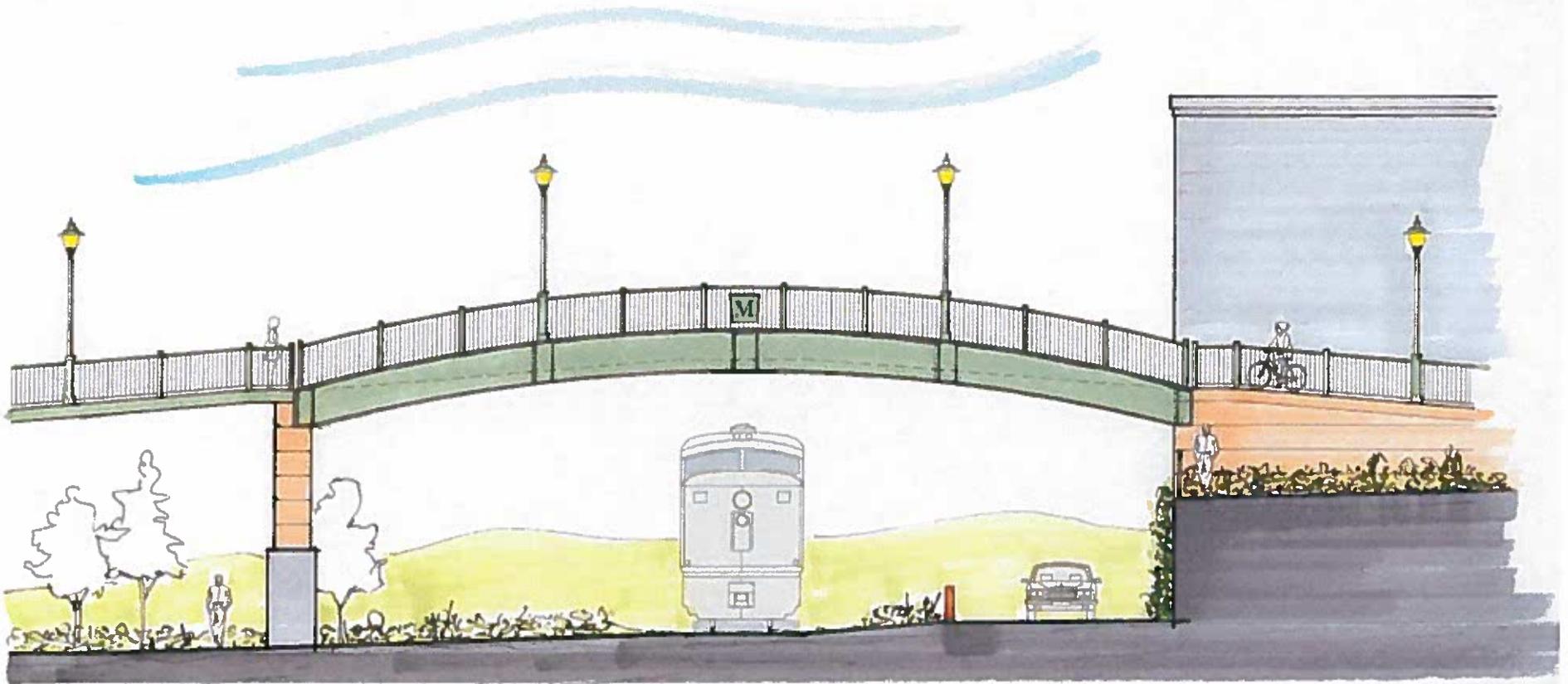
TRANSFORMATIVE SCALE RECOMMENDATIONS

- Downtown Pocket Park



TRANSFORMATIVE SCALE RECOMMENDATIONS

- Wisconsin River Access



PEDESTRIAN BRIDGE

INVESTMENTS FOR IMPACT

Totals, across all districts:

- | | |
|------------------------------------|-------------|
| • Small Scale | \$1,079,550 |
| • Timing: Immediate – 3 years | |
| • Impact Scale | \$3,339,375 |
| • Timing: Phased over 3 – 10 years | |
| • Transformative Scale | \$1,800,000 |
| • Timing: As soon as practical | |

Total projected cost over 10(+) years	\$6,218,925
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IMPLEMENTATION

There are a number of small-scale improvements that can be made as early as summer of 2015.

“The trail is creating a sense of place, momentum”

“I see [the Downtown] as ripe with untapped potential”

--Downtown Property/Business owners

“Have a bias toward action ... You can break that big plan into small steps and take the first step right away.” *--Indira Gandhi*

Thank You