



Neighborhood Streetscape Vision Plan

October 2017



Acknowledgments

Special thanks to the residents of Millers Bay and Northshore neighborhoods who participated in this planning process. Also a thanks to the City of Oshkosh and the Oshkosh Area Community Foundation for all the support with moving this plan forward.

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The neighborhood character of Millers Bay.

Table of Contents

Streetscape Vision Plan

Objectives + Process	6
Organization	8
Neighborhood Introduction	10
Neighborhood Character	12
Streetscape Observations	14
Intersection Improvements	16
Intersection #1 (Murdock and Hazel)	18
Intersection #2 (Emmeline Cook and Hazel)	20
Intersection #3 (Washington Triangle)	22
Intersection #4 (Nevada and Menominee)	24
Intersection #5 (Cliffview and White Swan)	26
Gateway Treatments	28
Public Wayfinding Strategy	30
Bicycle and Pedestrian Network	32
Lighting + Overhead Utilities	34
Opinion of Probable Cost	36
Implementation	38

Neighborhood Initiative

Inspiration	42
Vision Triangle Restrictions	43
Walls + Paving	44
Furniture	48
Planting	50
Lighting	52
Branding + Wayfinding	54
Opinion of Probable Cost	56
Implementation	58
Appendices	60



Vision Statement

“Millers Bay is a safe, established neighborhood with a strong sense of community noted for its well maintained homes, attractive streetscapes and proximity to Lake Winnebago, schools, trails, Menominee Park and natural open spaces. Our active and engaged residents embrace neighborliness and forge partnerships within and beyond our borders.”

-Millers Bay Neighborhood Plan September 2, 2015

Objectives + Process

Project Goals

The overall goal of the project as identified in the City's Request for Proposal was to develop a conceptual streetscape design plan for the Miller's Bay Neighborhood with recommendations that address:

- Crosswalk improvements;
- Wayfinding and identity signage;
- Multi-modal transportation improvements;
- Above ground utilities;
- Traffic calming features;
- Integration of park trail system with neighborhood;
- Streetscape amenities;
- Landscaping to enhance the parkland and lake vista surrounding Millers Bay;
- Safe Routes to School improvements; and
- Inconsistent decorative street lights

Based on input from the Leadership Team and feedback from the public, twelve design objectives were identified in order to guide preparation of the streetscape design plan:

1. Enhance the intersection of Hazel Street and Murdock Street. to slow down traffic and improve pedestrian safety while creating an attractive gateway which welcomes and guides visitors into the Miller's Bay and North Shore Neighborhoods.
2. Create a uniform decorative lighting plan for the Miller's Bay Neighborhood, including consistent decorative lighting along Menominee Drive.
3. Create a wayfinding and orientation strategy for the Miller's Bay Neighborhood
4. Create opportunities to further brand the neighborhood.
5. Create attractive entryways into the neighborhood.
6. Improve the design of the intersection of New York Ave., Fairview St. and Menominee Dr. area to create stronger integration between the neighborhood and the park, enhance aesthetics, and improve bike/pedestrian safety and connectivity
7. Improve the design of the intersection of White Swan Dr. and Cliffview Dr.
8. Improve the entrance to Menominee Park at the terminus of E. Nevada St.
9. Enhance Murdock Avenue through traffic calming, improved bicycle facilities, buried power lines, lighting, branding, and other strategies
10. Enhance Menominee Drive through traffic calming, improved bicycle facilities, buried power lines, lighting, branding, and other strategies
11. Enhance Hazel Street through better access for parents dropping kids off at school, traffic calming, improved bicycle facilities, buried power lines, lighting, branding, and other strategies
12. Design recommendations for Murdock Avenue west of Hazel Street to create an attractive and safe transition into Millers Bay and North Shore residential neighborhoods

Process



To begin the planning process the project Leadership Team, consisting of neighborhood residents and City staff, met with the consultant team to discuss overall project goals and expectations. The consultant team then examined existing conditions in the neighborhood using GIS data, site visits, photography, and a review of existing plans and policies. Finally, a Visioning Workshop was held on April 26, 2017 at Emmeline Cook Elementary School with residents of the neighborhood in order to identify key opportunity areas for enhancing the streetscape. Based on additional discussion with the Leadership Team a set of design objectives, or streetscape program, was identified in order to determine which elements to include in the preparation of concept alternatives (See opposite page).

Concept alternatives were then prepared by the consultant team and shared with the neighborhood at a workshop on July 12, 2017 at St. Andrew's Ev. Lutheran Church. Following the meeting, the consultant team met with the Leadership Team to discuss design concerns within the public right-of-way.

The consultant team then prepared a draft design plan for City review. City staff provided additional feedback on the plan to ensure that the design elements would meet municipal code requirements. Finally, a draft final plan was prepared by the consultant team and shared with the public at a neighborhood meeting at Emmeline Cook Elementary School on September 12, 2017.

Following the presentation, the consultant team finalized the draft final plan based on final input received at the public meeting.

Organization

To provide maximum feasibility for the implementation of ideas, the summary document has been organized by two categories:

Public

Sections identified with a blue banner down the edge depict the portions detailing the public improvements and recommendations. These improvements include the items below and are largely more infrastructure based. These improvements would be primarily funded through public funding sources.

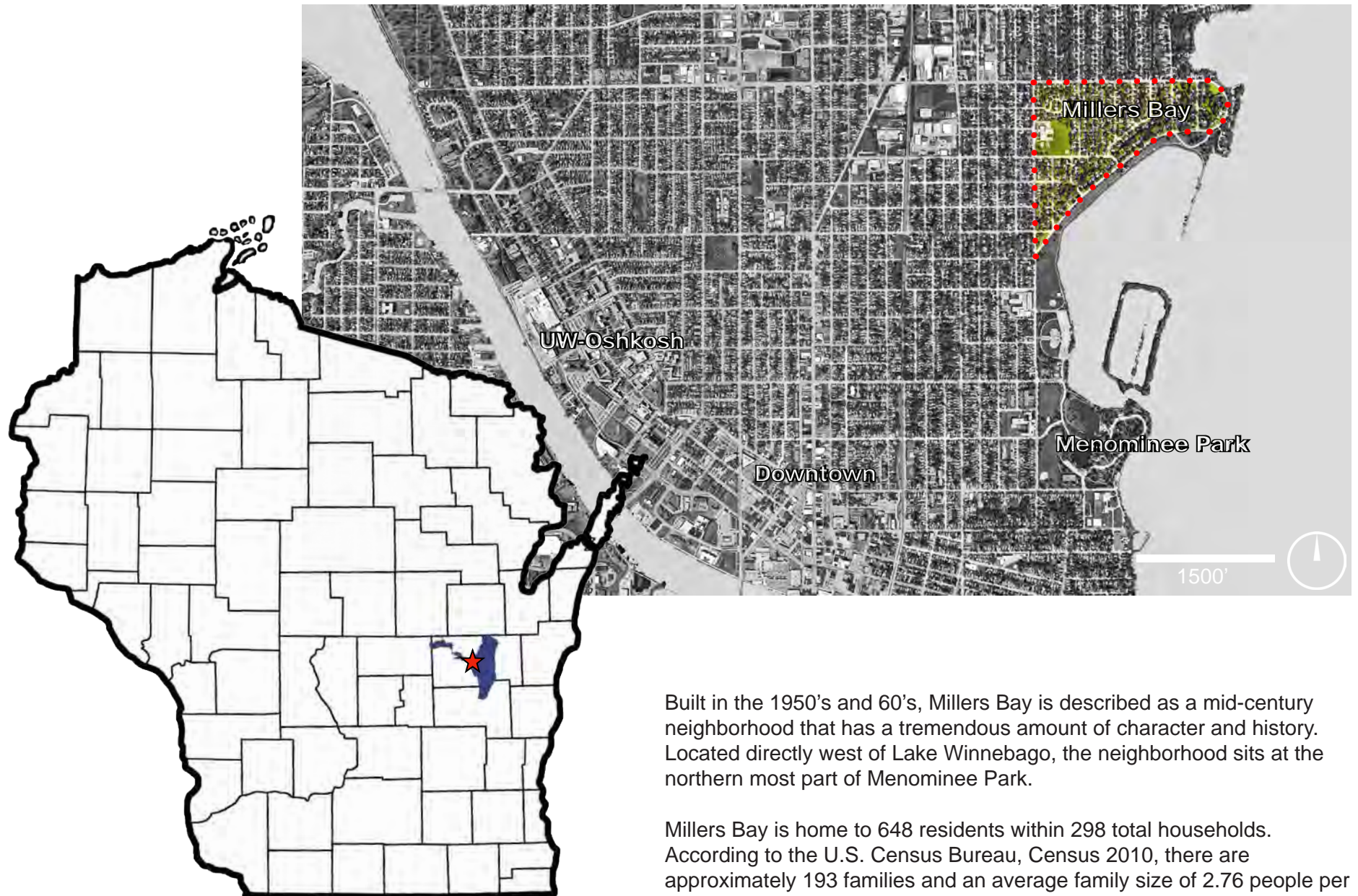
- Intersection improvements
- Right-of-way enhancements
- Street cross-section analysis
- Neighborhood wayfinding strategy
- Lighting and utilities infrastructure recommendations

Private

Similar to the public recommendations, the private recommendations are shown with a red banner along the page. These improvements are smaller scale and are located within or adjacent to, private property. These projects can be done in clusters as neighborhood blocks or individually as residents seek to improve their individual yards. While many of these improvements are within private property, city ordinances and guidelines should be followed. The following design book follows current and relevant ordinances within the City of Oshkosh. These improvements can benefit from public/private partnerships.

- Neighborhood branding
- Private property enhancements
- Material palettes
- Residential lighting recommendations
- Planting recommendations

Neighborhood Introduction



Built in the 1950's and 60's, Millers Bay is described as a mid-century neighborhood that has a tremendous amount of character and history. Located directly west of Lake Winnebago, the neighborhood sits at the northern most part of Menominee Park.

Millers Bay is home to 648 residents within 298 total households. According to the U.S. Census Bureau, Census 2010, there are approximately 193 families and an average family size of 2.76 people per family.



Neighborhood Character



Large, mature tree canopy



Front porch extension of the house



Emmeline Cook Elementary School



Neighborhood branding



Uniquely designed homes



Overhead utility structures



Mid-century home facing Lake Winnebago



George Washington Monument in George Washington Triangle

Streetscape Observations



Minimal street terrace



Minimal street terrace



Large street terrace along Menominee Drive



No marked crosswalk into Menominee Park



No marked crosswalk into the schoolyard



No marked crosswalk

Streetscape observations that are identified as opportunities include:

- Varying curb to sidewalk terrace widths
- Multiple street light styles
- Lack of pedestrian crossing signage and clarity
- Oversized and complicated vehicular intersections

The following sections will look into improving on these opportunities and will continue to explore and improve other streetscape elements that will help shape and brand Millers Bay into a quintessential mid-century neighborhood.



Cobra head style street light



Concrete light pole with ornamental fixture



Steel decorative pedestrian street light



Oversized intersection along Menominee Drive



Large and uncontrolled intersection on White Swan Drive



Large intersection found at the neighborhood gateway of Murdock Avenue and Hazel Street

Intersection Improvement Areas



Through the public process, five intersections were identified as problem intersections or in need of improvement. Those intersections can be seen on the map, identified by a red dot and associated number. Each of the intersections were chosen for the specific reasons listed below.

Note: The following five intersection improvements should only be considered as recommendations and possible ideas and concepts. These are vision ideas that could be considered and will need to be further developed.

Intersection #1: Murdock Avenue and Hazel Street

Chosen because of its connectivity to Emmeline Cook Elementary and its function as a “gateway” to the Millers Bay neighborhood.

Intersection #2: Emmeline Cook and Hazel Street

Identified as an opportunity to increase pedestrian safety for pedestrians to cross into the school, particularly during times of high traffic volumes such as school start and end times.

Intersection #3: George Washington Triangle Intersections

A cluster of three different streets that is confusing for both vehicles and pedestrians alike. Also functions as an entry into Menominee Park.

Intersection #4: Menominee Drive and Nevada Avenue

Chosen because of its function as an entry point into Menominee Park. Nevada Avenue is also one of three recommended bike routes within the neighborhood.

Intersection #5: Cliffview Drive and White Swan Drive

An excessively large turning radius paired with a lack of stop or yield signage creates a condition resulting in large amounts of pavement and high vehicle speeds. Pedestrian crossing distances can reach upwards of two road widths in distance.

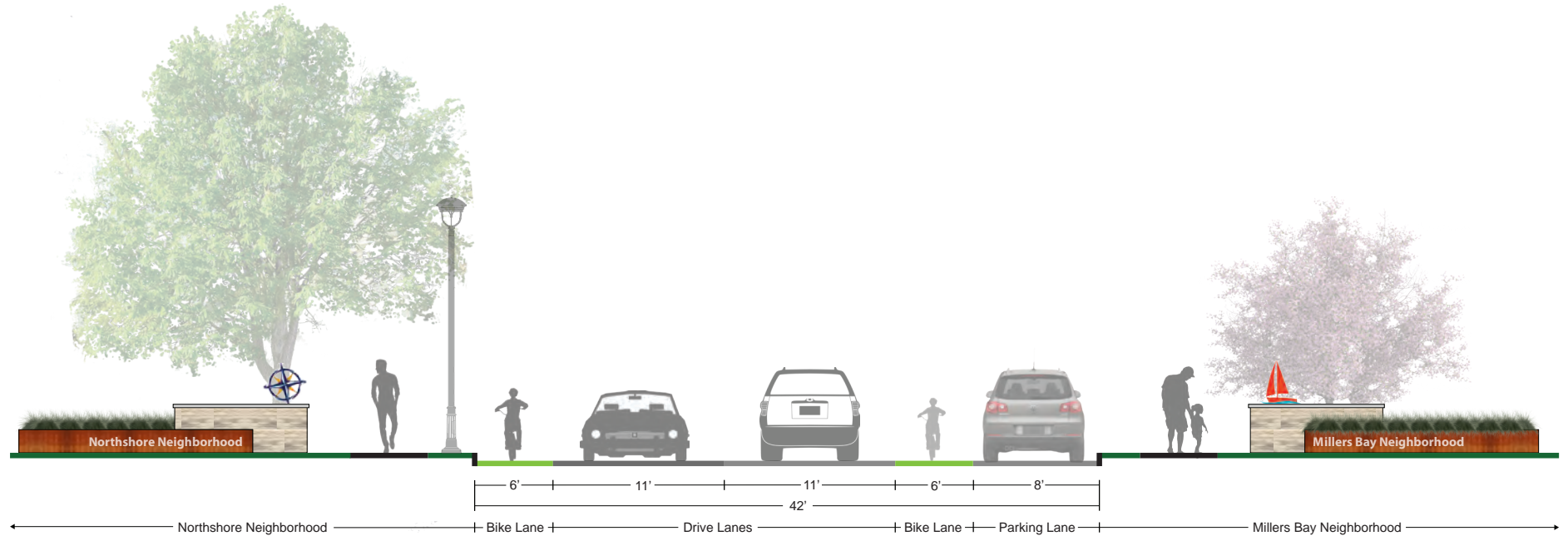


Intersection #1

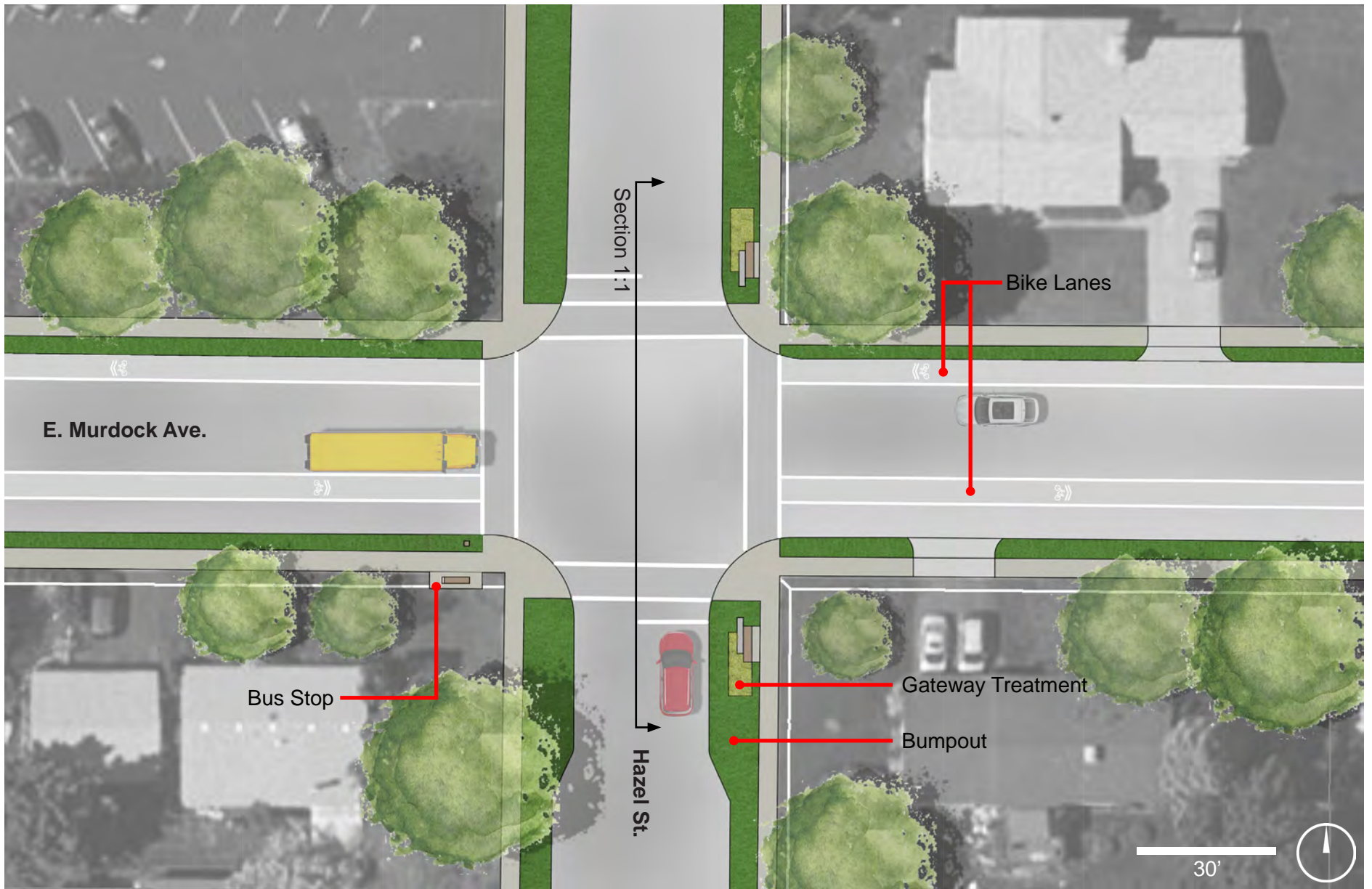


Through public meetings the intersection of Murdock Avenue and Hazel Street was identified as a gateway opportunity for the neighborhood. It was also stressed that a reduction in road width at the intersection along Hazel would help to slow traffic down as vehicles turn onto Hazel Street towards Emmeline Cook Elementary School.

The section below illustrates potential gateway treatments for both neighborhoods. A more detailed discussion regarding the design of these elements will be covered in a later section, but these treatments were designed to incorporate elements that reinforce the architectural style and brand of Millers Bay.



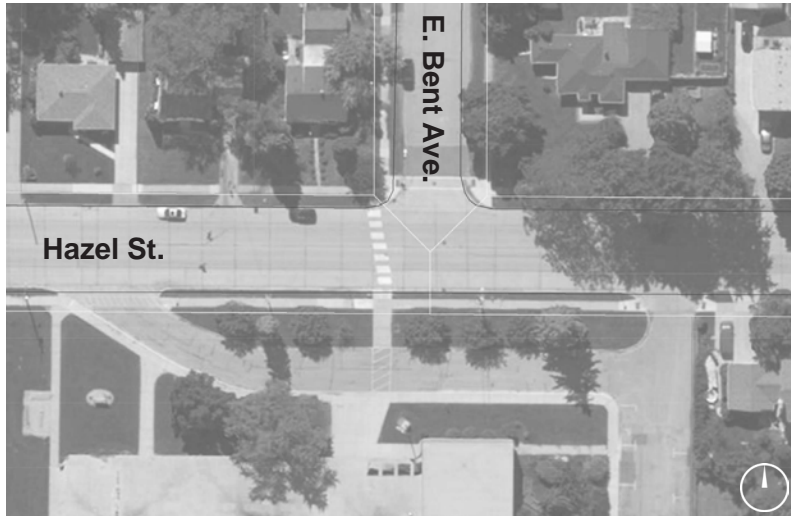
Section 1:1 Murdock Avenue



As part of the enhancements, Murdock Avenue would remain at its current width of 42', but bike lanes will be added consistent with the City's Bike and Pedestrian Plan. This would reduce street parking to one side of the street. Hazel Street could feature two bumpouts reducing pedestrian crossing distance to 32'. These bumpouts could afford room to incorporate neighborhood gateway treatments and additional green space for the neighborhood. It is important to note that if the gateway features are where they are shown above, they will need additional approval from the city.

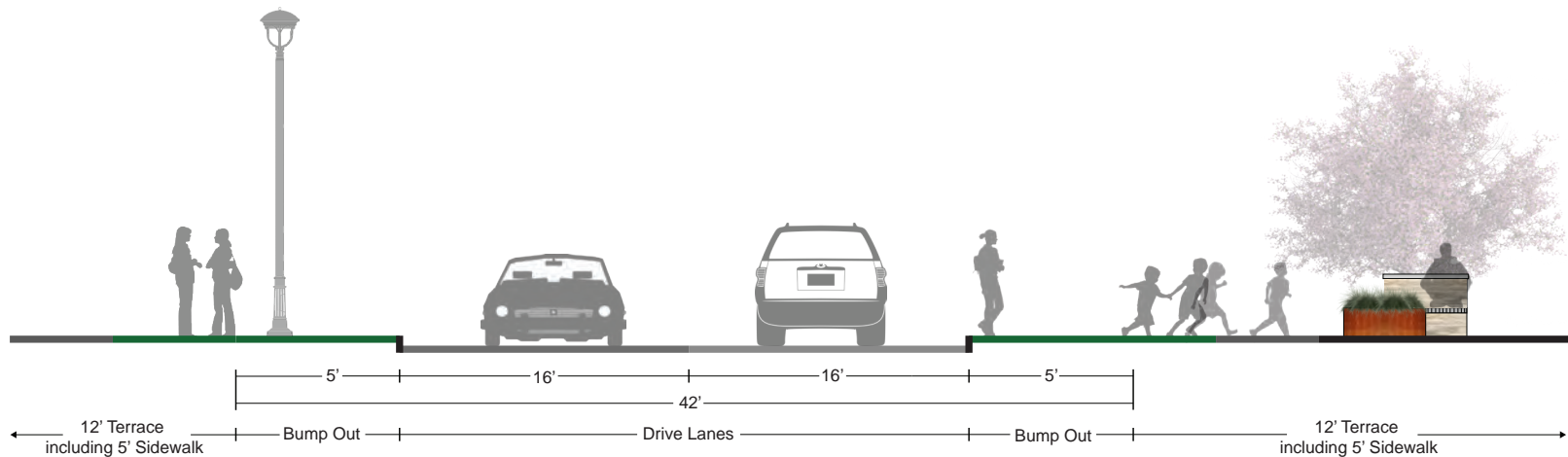


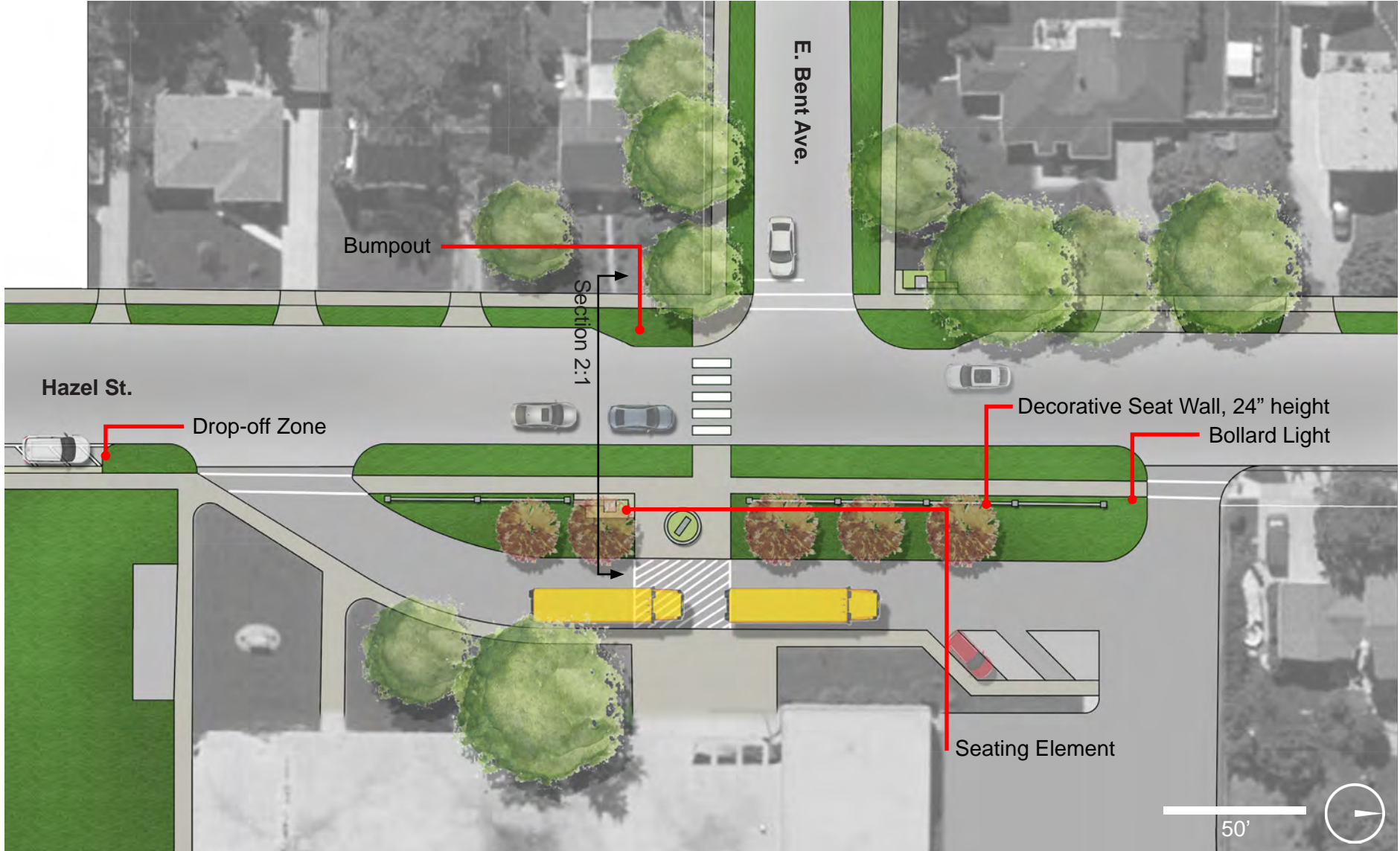
Intersection #2



Identified as a hazard for pedestrians crossing to Emmeline Cook Elementary School, this intersection is re-imagined with the intent of increasing pedestrian safety, designating a vehicular drop-off zone, and incorporating neighborhood branding elements.

Branding elements could be similar in material as the gateway treatments. This helps to maintain continuity throughout the neighborhood. Utilizing planters and built-in benches help to identify the school yard and offer areas of relief for pedestrians. Low stone walls help to separate the roadway and sidewalk while providing an amenity at pedestrian scale and contributing to developing an architectural vocabulary for Millers Bay.





The above plan depicts improvements to Hazel Street by reducing road width to 32' directly in front of the school entrance. Reducing the crossing distance is an efficient way of increasing pedestrian safety. New plaza planters would add greenery and seating elements to the front of the school. The eastern side of Hazel Street would become the newly designated drop-off zone. This location is ideal because it offers connections to both the front and the back of the school. A hardscaped terrace would provide easy accessibility for all children to safely enter and exit vehicles during all seasons. The location of the drop off zone is in conjuncture with the Emmeline Cook Master Plan.



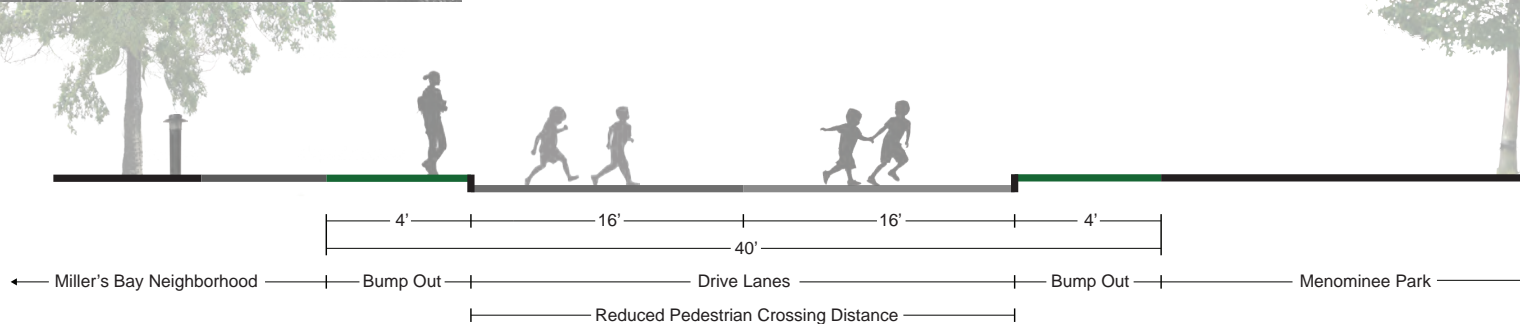
Intersection #3



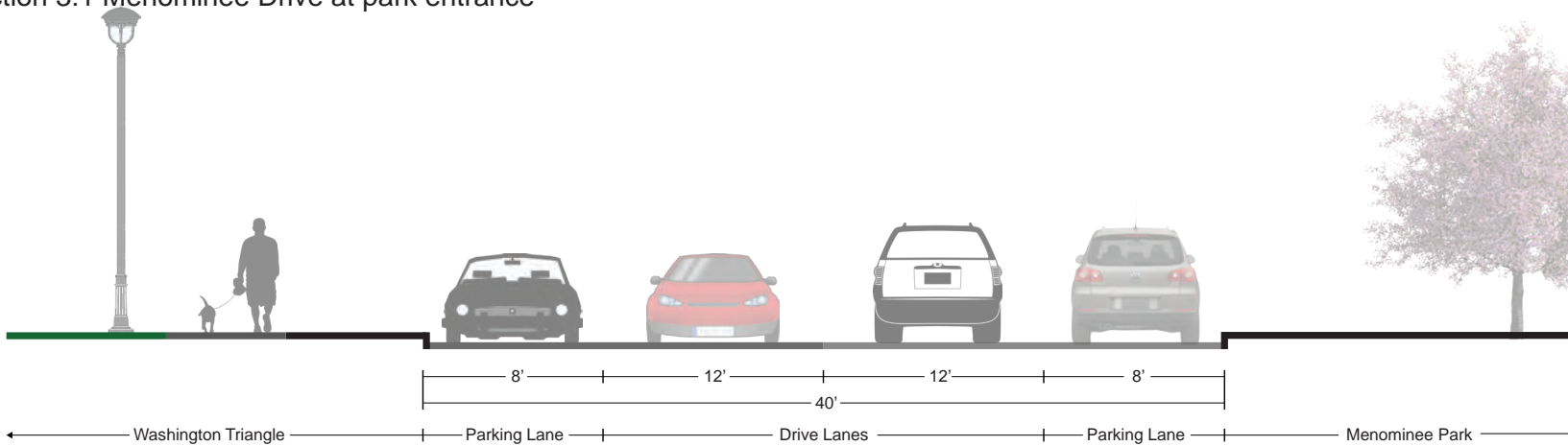
The current layout of Intersection #3 offers some opportunities for improvements. A possible improvement could be to re-align the streets as they meet up with Menominee Drive. By doing this it helps delineate where and when drivers and pedestrians are safe to move in the street.

By re-aligning the streets, the functionality of the right-of-way is changed allowing for enhancements such as gateway treatments, mini plazas, and park entry features. The addition of these features will help to strengthen the connection between Menominee Park and the Millers Bay Neighborhood.

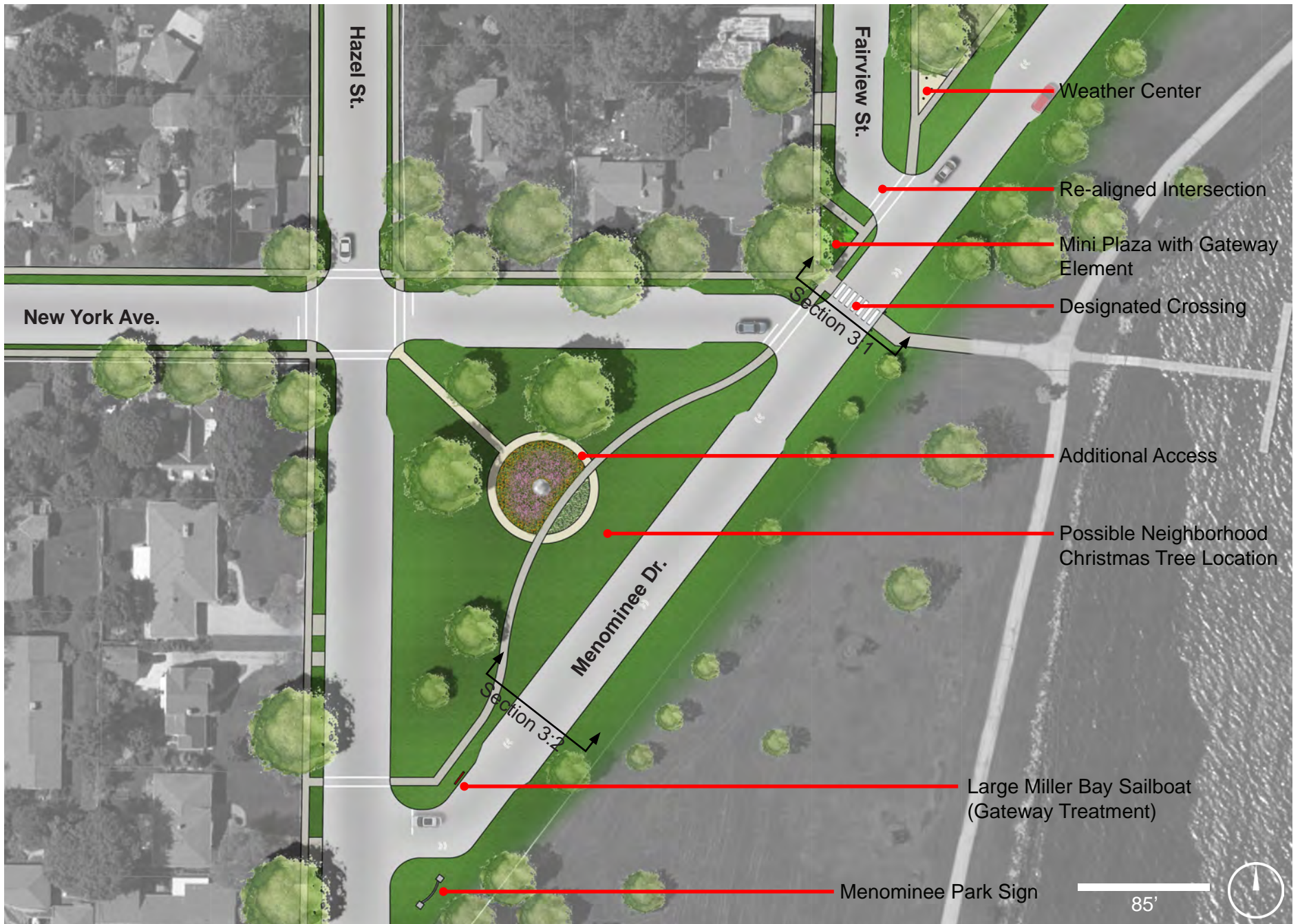
Beginning at this intersection will be the integration of branding elements that reflect the materiality and the architectural style of the neighborhood.



Section 3:1 Menominee Drive at park entrance



Section 3:2 Menominee Drive



The above plan could be a safer alternative to the current conditions of these intersections and provides a better connection into Menominee Park.

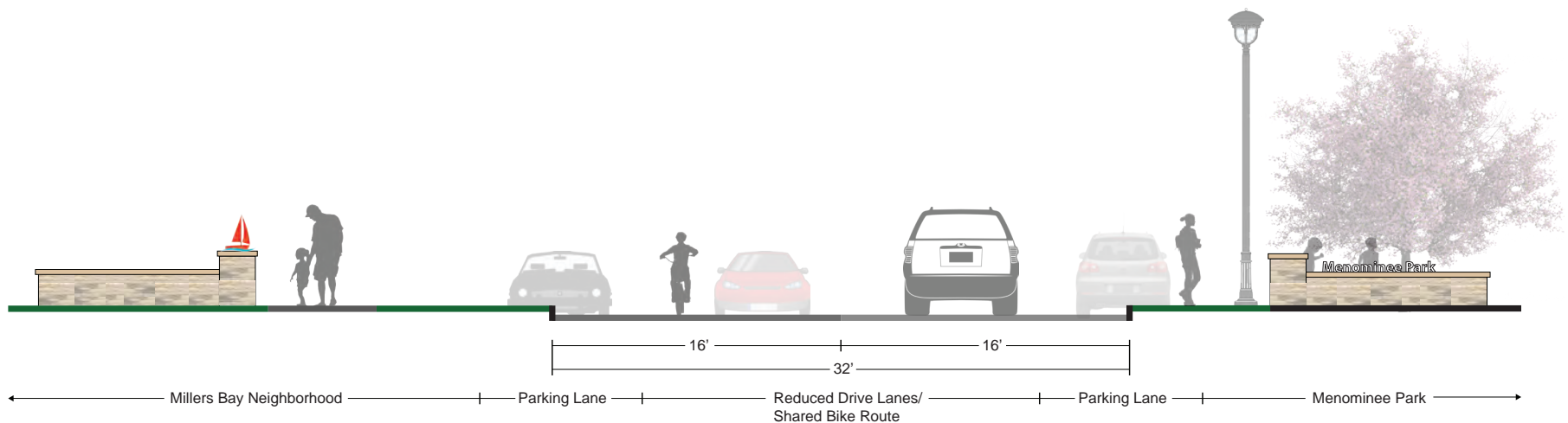


Intersection #4

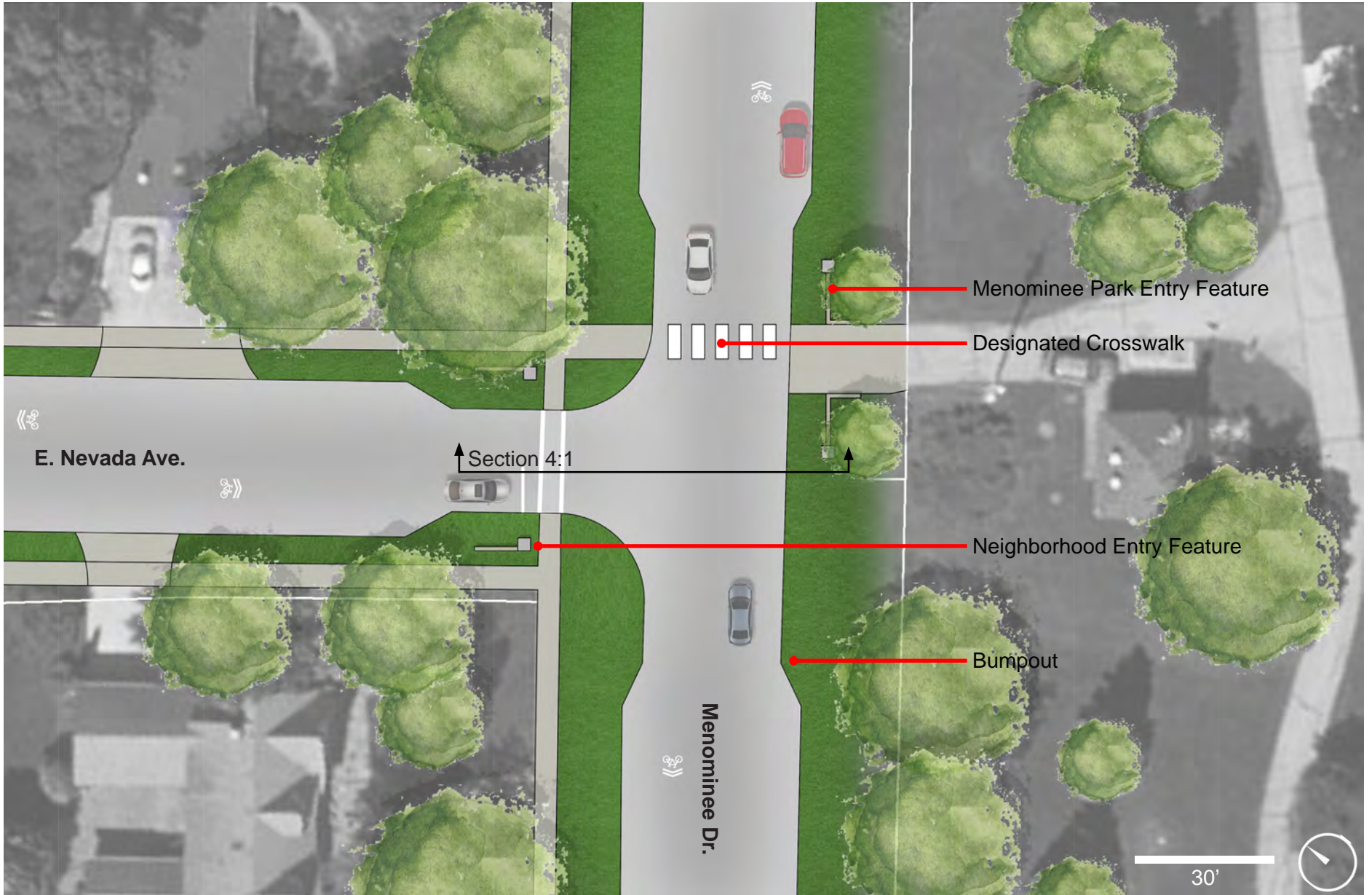


East Nevada Avenue is one of only three streets that connects directly to Lake Winnebago and Menominee Park through the neighborhood. Because of this it has an important role as a gateway/terminus of both the park and neighborhood.

By emphasizing the entry into the neighborhood, the plan stresses an improved and articulated entry into the park. With the use of simple branding elements such as low walls similar to what is shown in front of Emmeline Cook Elementary School and a variation of the gateway treatments along Murdock, this intersection will both welcome users to Millers Bay and Menominee Park.



Section 4:1 Menominee Drive



Simple improvements to Menominee Drive include narrowing the drive lanes to 32' between bumpouts and painting designated crosswalks within the street. Simple and low stone walls could be incorporated to emphasize and enhance the architecture and identity of the neighborhood. Reduced pedestrian crossing distance of Menominee Drive enhances pedestrian safety entering and exiting Menominee Park. Similar to the gateway features, if the stone wall remain where shown, they would require approvals for placement within the right-of-way.



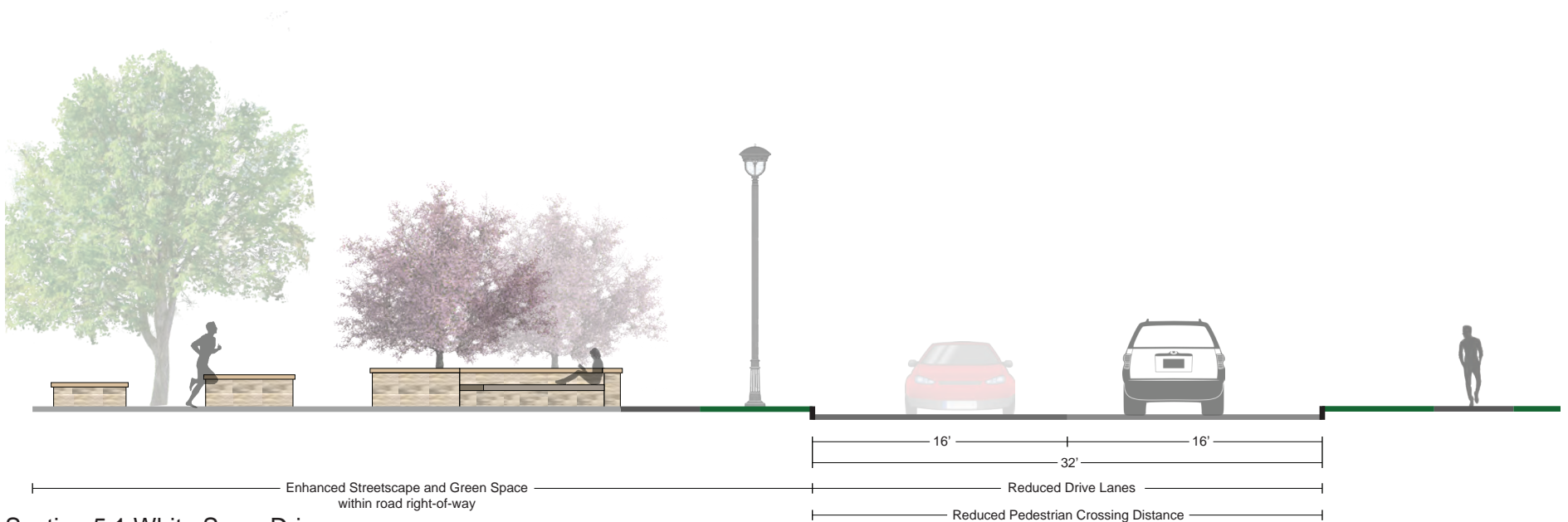
Intersection #5



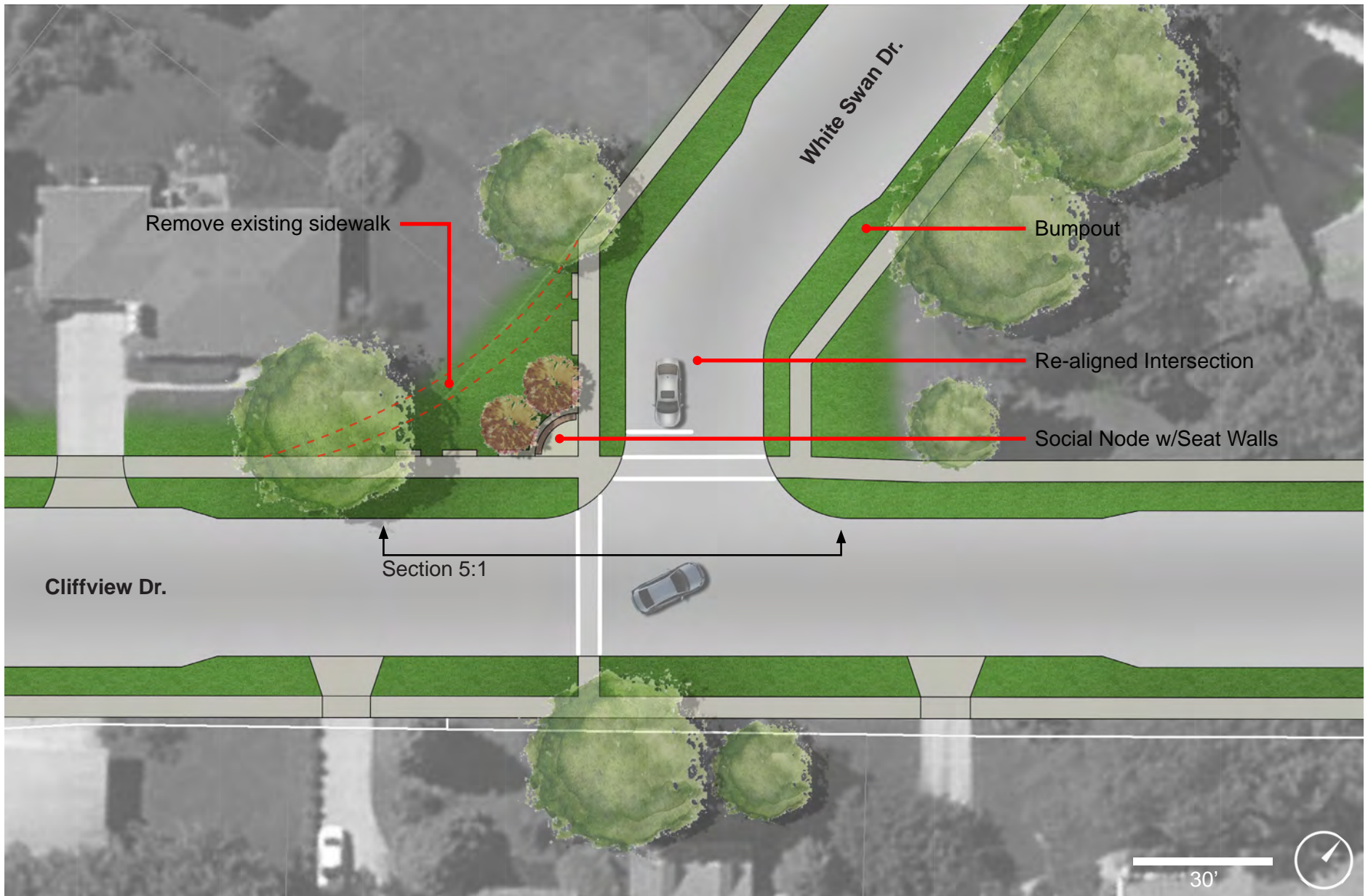
Located at the interior of the residential blocks within the neighborhood is the intersection of White Swan Drive and Cliffview Drive. The image to the left shows the large radius and lack of a stop or yield sign, resulting in higher vehicle speeds. Pedestrian crossing distance can also be seen as approximately two standard road widths.

A potential solution to this problem is to re-align the intersection perpendicular to Cliffview Drive. When the intersection is re-aligned at 90 degrees; right-of-way functionality is changed creating physical space for branding and landscape improvements. Shown below are decorative walls and plantings all within the re-imagined right-of-way.

The layout shown creates a net gain of total green space for the neighborhood. The addition of green space and reduction of concrete not only makes the intersection safer but contributes to increased curb appeal and potential value increases for its residents.



Section 5:1 White Swan Drive



The pedestrian crossing is much safer in this plan than in the existing conditions because this layout forces vehicles to slow down and the pedestrian crossing distance has been shortened. With the addition of more green space, the hope is that property values will rise and opportunities for small community gatherings will be created.

Gateway Treatments

Gateway treatments as seen below are thought to be incorporated at intersections leading into and around the Millers Bay Neighborhood. Treatments shown below should be incorporated most notably at the intersection of Murdock Avenue and Hazel Street. The feature contains a mixture of mid-century materials and styles, while incorporating modern flare through sculpture and plantings.

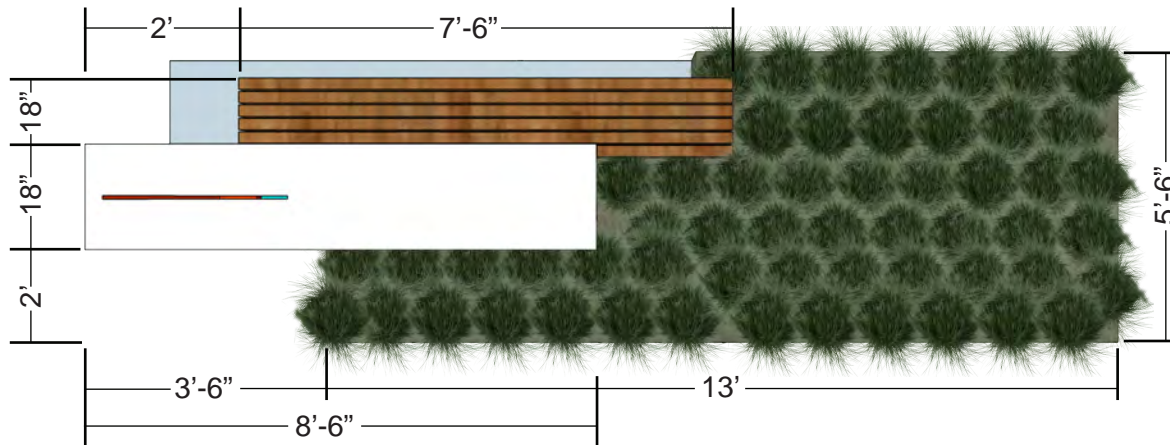
Elements shown as part of the gateway's walls and plantings would be under 30" making it acceptable for street corner treatments. Seating elements would be included as architectural appeal and as a feature for school children to use as they wait to cross the street or for their parents to pick them up. Some elements may need to reside within private property in order to meet city codes and ordinances.



A 30' x 30' vision triangle needs to be observed when installing any of the gateway elements shown. All elements must be designed to conform to Zoning Ordinance Section 30-174(D) and be a maximum of 30" in height at any point. This designation falls upon all shown gateway features, seat walls and pillars within the affected triangle and other street corner locations.



Neighborhood lettering would be extruded creating a texture difference and making it a distinguishable feature of the gateway element. The Millers Bay logo is made of painted steel for low maintenance and high strength.



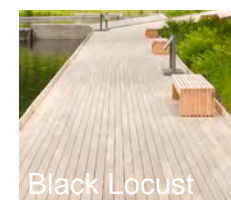
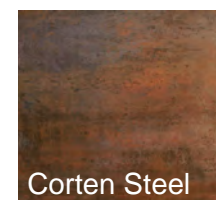
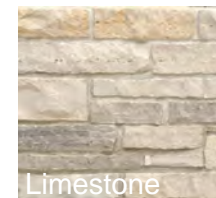
Note: The code, Section 25-26, does not allow anything within the right-of-way without approval. Each location where anything is proposed in a terrace will be subject to separate review.

Materials used reflect that of materials already found within the neighborhood. Limestone can be found on many homes and is part of the classic mid-century style. Concrete is also a traditional material found within this time period. Corten is more of a modern material but the way it ages and its strength make a great option as an accent material.

Softer materials are used to reduce the harshness of the stone and steel. Black locust is a very dense wood that is natively grown in the United States. Black locust has the longevity of most tropical hardwoods without the ethical controversy.






An alternative to the black locust would be a plastic composite made to resemble wood. There are many products on the market that provide low maintenance and long longevity, but authentic wood stays true to the neighborhood character

Blue fescue grass brings the element of vegetation to the design. Blue fescue is a low growing, drought tolerant grass that will create a wispy effect within the planter bed.



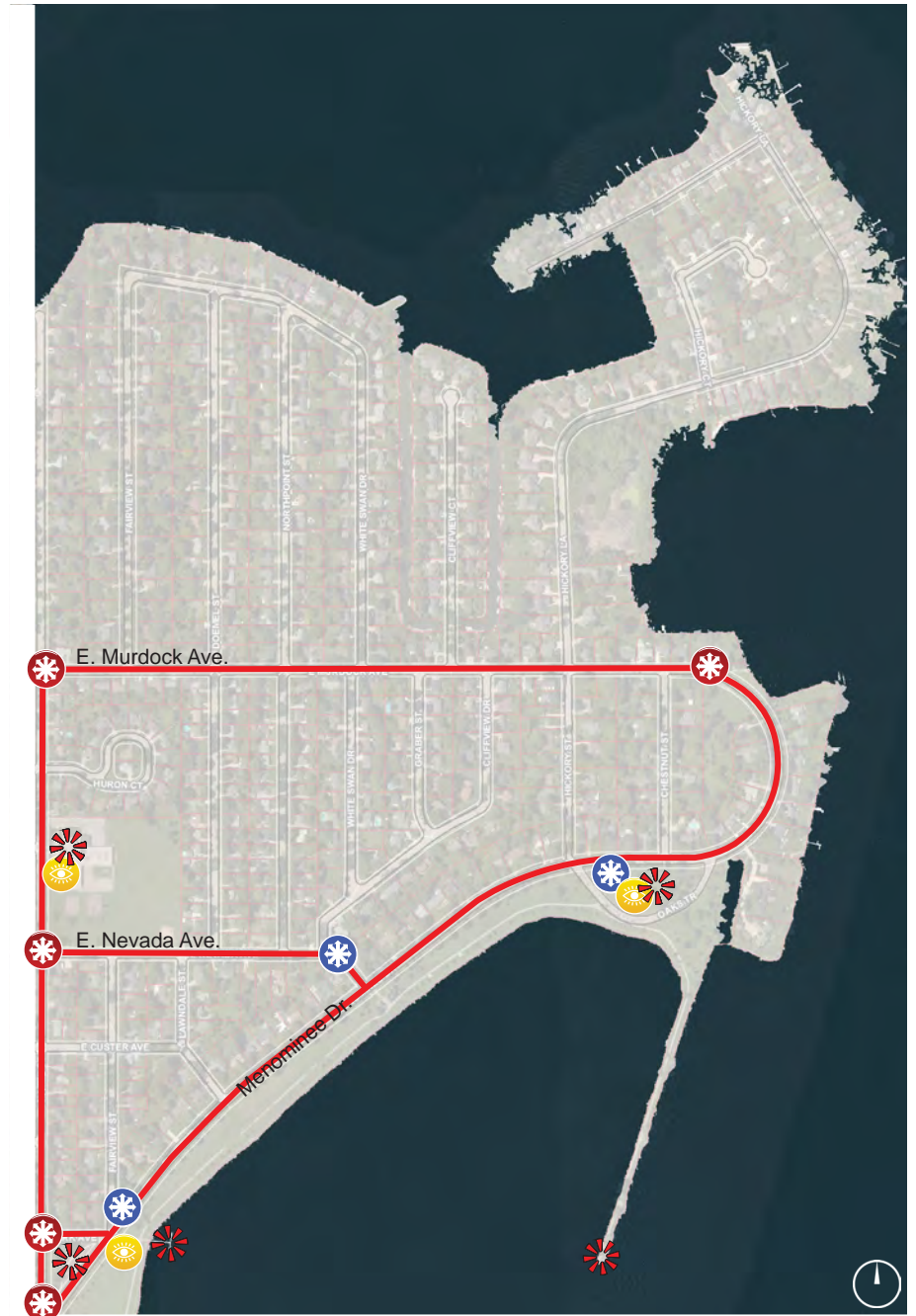
Public Wayfinding Strategy

Legend

-  Primary Point of Arrival
-  Secondary Point of Arrival
-  Primary Destination
-  Orientation Mapping Opportunities (Destinations, Services)
-  Major routes through neighborhood

As part of a wayfinding strategy, points of arrival, primary destinations, and orientation mapping opportunities were identified. The map shows where each of these items is located within the Millers Bay and Northshore Neighborhoods. The intersection enhancements described earlier in the report will help to define points of arrival both at neighborhood gateways and within the neighborhood. Orientation mapping opportunities exist at Emmeline Cook Elementary School, the entrance to Menominee Park across from the Washington Triangle, and at the Oaks Trail parking area.

The solid red lines indicate the major routes through the neighborhood. Each of these streets has a direct connection through the City of Oshkosh. These identified routes also function as the recommended bike routes within and around the neighborhood.





Advisory and Regulatory Signage

Advisory and regulatory signage will remain consistent with current standards for vehicular movement and pedestrian safety. These include but are not limited to stop signs, no parking, speed limit, and pedestrian crossing signs.



Bike and Pedestrian Network Signage

Bike and pedestrian signage will remain as the city/state standard for signs. These signs are universally known and recognized and provide the highest level of safety and confidence with users. Within Millers Bay, common signs include marked bike lanes, bike route signage, and painted sharrows within the traffic lane. As the City and the region implement new bicycle and pedestrian wayfinding guidelines, there may be additional opportunities to enhance network signage.



Gateway Signage

Gateway signage is important to identify the entrance and exit of the neighborhood. Over time these signs can become distinguishing landmarks that make neighborhoods recognizable. They themselves become a form of wayfinding throughout the community, and the greater City of Oshkosh.



Identification Signage

Millers Bay currently has neighborhood identification signs on top of all the road way signs within the boundaries of the neighborhood association. Similar to other communities, these help to identify which neighborhood you are in when traveling through the street network.

Bicycle and Pedestrian Network

- Legend**
- Striped Bike Lane/Route
 - Shared/Signed Bike Route
 - Pedestrian Circulation

Identified are the recommended bike routes and type of route proposed. Along Murdock, recommended are striped bike lanes while along Nevada and New York there would be marked sharrows. Overall, this provides good connectivity throughout the neighborhood for both pedestrians and bicycles. All streets maintain conditions of low traffic volumes that make them suitable for riders of all levels.





Signed bike sharrow looking east on East New York Avenue towards Lake Winnebago.

Lighting + Overhead Utilities

Creating a framework to address street lights and overhead utilities is a priority for the neighborhood. It is recognized that both the renovation and removal of current street lights and utility poles is a costly task. This framework illustrates a long-term vision for transitioning from the current mix of overhead cobra lighting and decorative light fixtures to a uniform decorative lighting program.

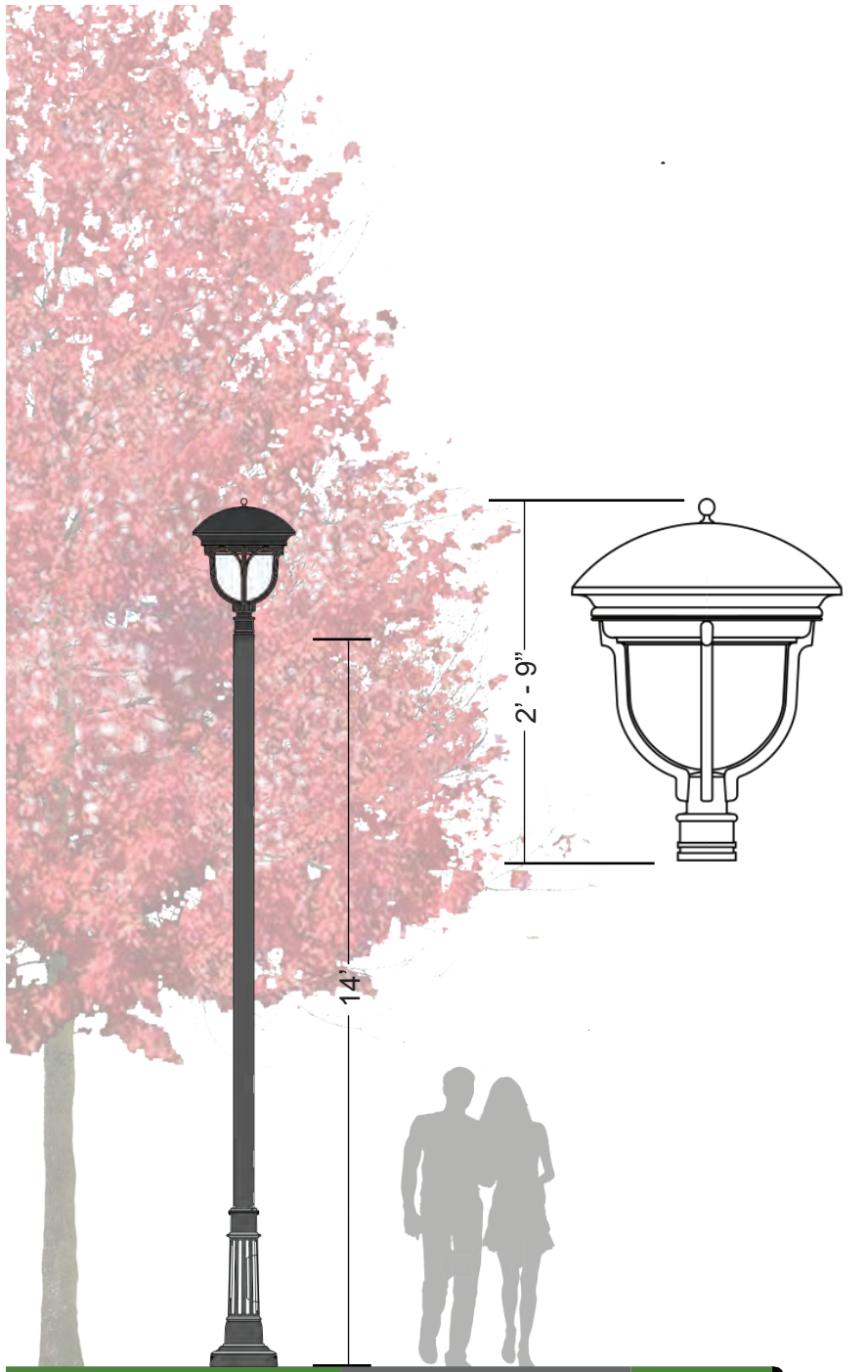
First, as streets become eligible for renovation or reconstruction it is important to the neighborhood to create a standard light type and pattern to be installed within the neighborhood. The preferred light type is the Phillips black Optima series decorative lights installed in lieu of the cobra head style light. These lights can be found in other parts of Oshkosh as well as in George Washington Triangle. Not only is a standard light fixture identified, but a light style pattern as well. Alternating lights from one side of the street to the other is a good way of lighting both sides of the street. It also creates a sense of character that identifies the neighborhood in a subtle but unique way.

A challenge to implementing these light frameworks is that most of the neighborhood utilities are above ground on wooden utility poles. There are both technical and economic challenges with trying to bury all utilities within a neighborhood. First, it will require large amounts of money. Second, it may require the removal and repair of several streets. Third, new easements may also be required to allow for the new infrastructure to be placed underground.

An incremental approach for implementing the lighting plan and undergrounding utilities will be necessary. As roads come up for renovations, utilities can be buried at a cost. Alternatively, residents maybe required to upgrade their own home utilities at a cost to them. Over time as more and more private utilities are upgraded, less and less overhead wires will be visible. While under grounding utilities is the preferred outcome of the neighborhood, it is understood that it will be a slow process.



Cobra head light and above ground utilities



Preferred decorative light fixture.



Alternative light layout. For graphic purposes only, not to scale.

Opinion of Probable Cost

Intersection Improvements

Intersection #1: E. Murdock and Hazel Street

Bump Outs (\$16,000)
Gateway Treatments (\$10,000-\$15,000 each)

Intersection #2: E. Bent and Hazel Street (Emmeline Cook Elementary School Entrance)

Bump Outs (\$26,000)
Seating Elements (\$8,000-\$12,000)
Decorative Seat Wall (\$25,000-\$30,000)

Intersection #3: Menominee Drive and New York Ave., Washington Triangle

Bump Outs and New Sidewalk (\$111,000)
Mini-Plaza with Gateway Element (\$10,000)
Large Millers Bay Sailboat Gateway Treatment (\$5,000-\$15,000)
Weather Center (Variable)

Intersection #4: E. Nevada Street and Menominee Drive

Bump Outs (\$21,000)
Neighborhood Entry Feature (\$5,000-\$12,000)
Park Entry Feature (\$15,000-\$25,000)

Intersection #5: Cliffview Drive and White Swan Drive

Bump Outs (\$38,000)
Social Node (\$15,000-\$30,000)

Lighting and Underground Overhead Utilities

Murdock Avenue

Underground Overhead Utilities (\$3,220,000)
Decorative Lighting (\$820,000)
Total (\$4,220,000)

Hazel Street

Underground Overhead Utilities (\$2,490,000)
Decorative Lighting (\$620,000)
Total (\$3,110,000)

All Other Streets

Underground Overhead Utilities (\$10,278,000)
Decorative Lighting (\$2,560,000)
Total (\$12,838,000)



Note: See Appendix for opinion of probable cost details and assumptions. Lighting and underground utility figures above do not include recommended 30% contingency. Included in figures above are structural components of walls, veneers, benches, curbs, and specialty elements. Prices do not reflect specific landscaping, removal of existing conditions, or the integration of existing utilities such as storm sewer extensions.



Implementation

Phasing

Implementation of streetscape elements will occur based on a combination of factors. Priority elements should be implemented first, however other elements may be implemented sooner depending upon available funding and future construction projects which may occur in the neighborhood.

Funding

After prioritizing which streetscape elements to begin implementing, the neighborhood and the City should jointly begin to develop a funding strategy. A variety of funding avenues should be explored in order to accelerate the implementation time line. In addition to City funding and sources such as the Oshkosh Area Community Foundation, one funding tool to consider is the Neighborhood Improvement District.

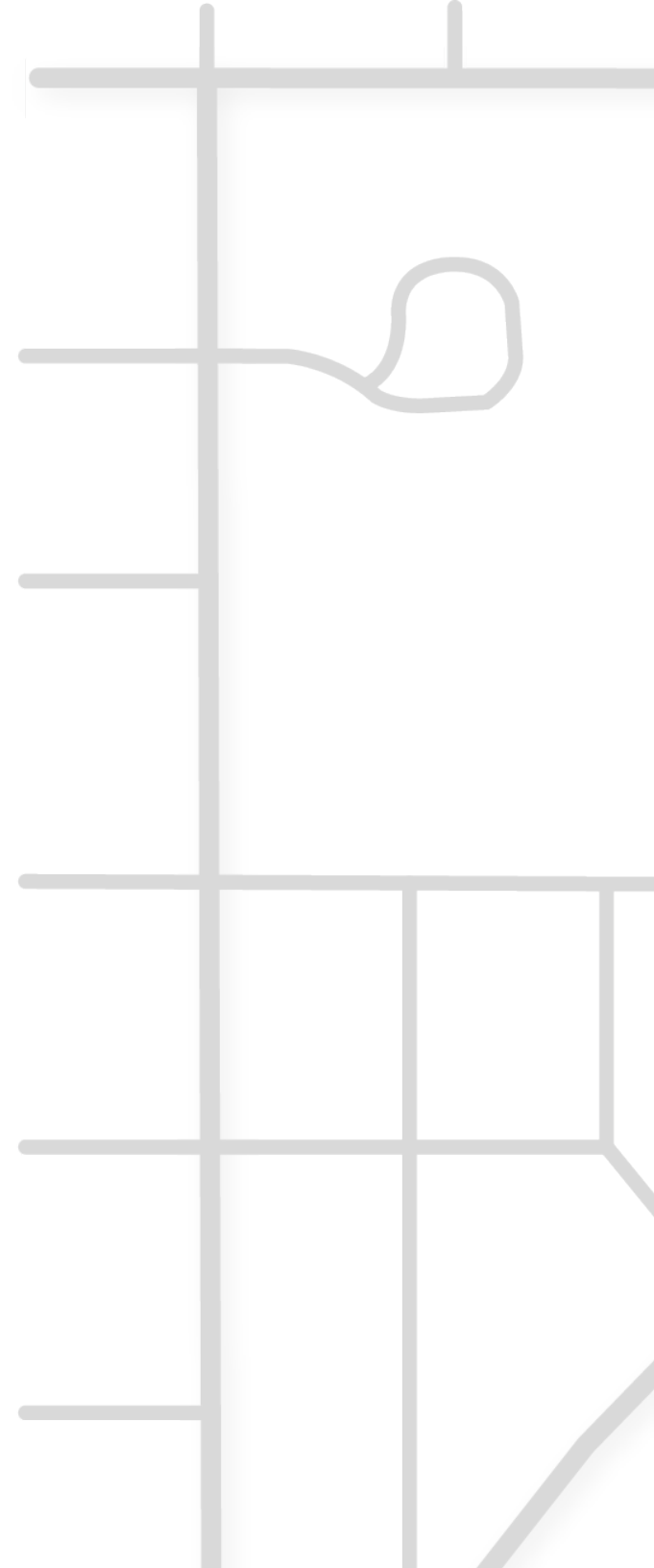
As allowed for under *Wis. State Stat. 66.1110*, a “Neighborhood improvement district” means an area within a municipality consisting of nearby but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes. A municipality may create a neighborhood improvement district subject to certain restrictions, including preparation of an “operating plan” for the development, redevelopment, maintenance, operation, and promotion of a neighborhood improvement district.

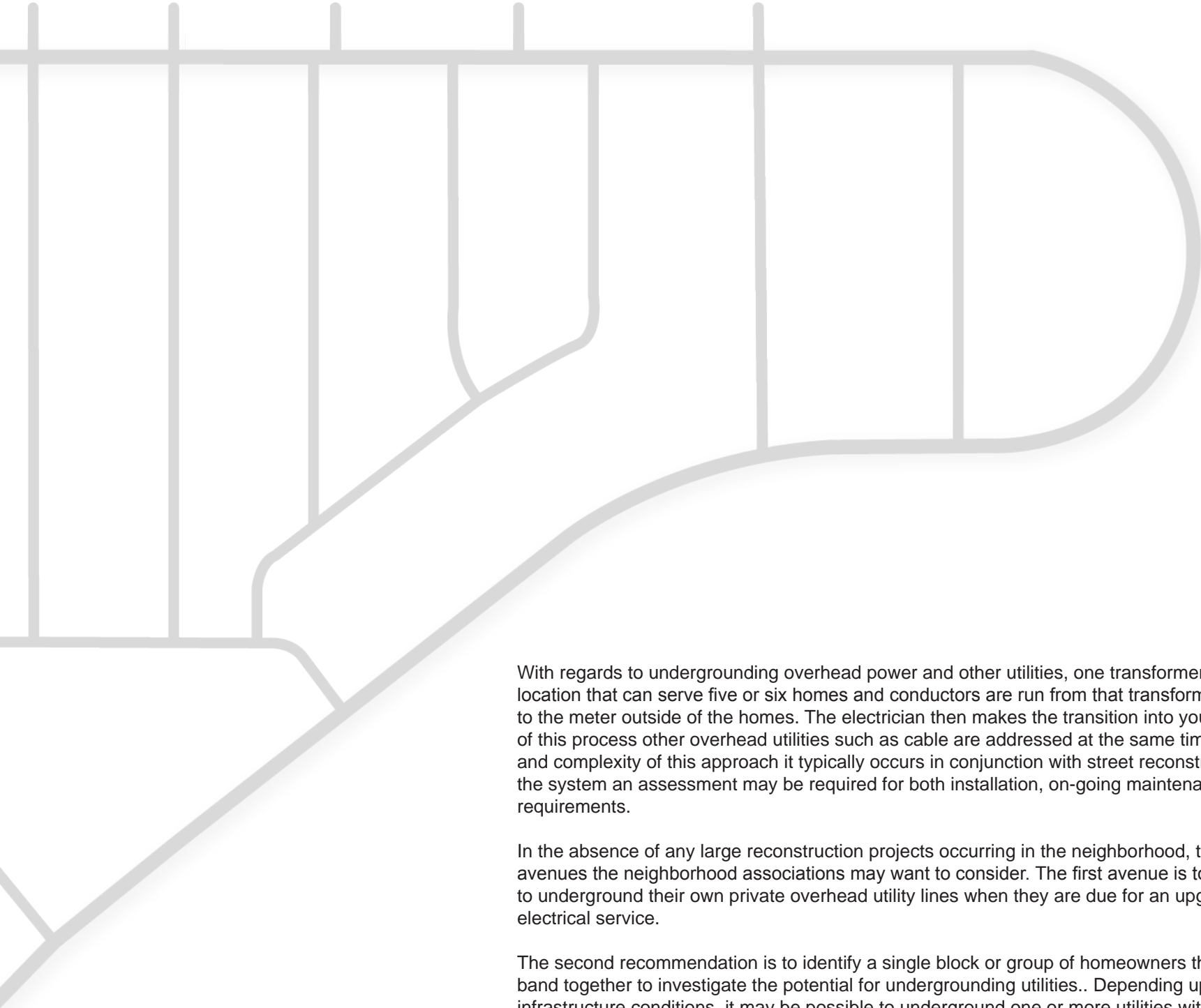
The operating plan identifies the special assessment method applicable to the neighborhood improvement district; the kind, number and location of all proposed expenditures within the improvement district; a description of the methods of financing all estimated expenditures and the time when related costs will be incurred; and a description of how the creation of the neighborhood improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

Lighting and Undergrounding Utilities

As described earlier in the report, addressing lighting and overhead utilities will require a long-term commitment and vision. The biggest issue is cost and it is an enormous undertaking. The power company typically charges costs back to the property owner. On top of this, the utility may charge an additional monthly fee to maintain the infrastructure. In addition, one of the existing utilities may choose not to participate in the underground initiative, or one household may decide not to participate. In either case that could jeopardize the initiative.

With regards to lighting, the new decorative lighting could be installed at any time, as long as they fit under the existing overhead conductors and meet utility clearance requirements. This could be done at any time right behind the curb. Because of the nice trees in this neighborhood to install conduit and utility cables without damaging the tree canopy we recommend directional drilling between transformers connecting to screw-in anchor bases for decorative lighting. This can be done with minimal disturbance. Connections to the home are typically plowed in using polyethylene conduit.





With regards to undergrounding overhead power and other utilities, one transformer is placed in a location that can serve five or six homes and conductors are run from that transformer underground to the meter outside of the homes. The electrician then makes the transition into your home. As part of this process other overhead utilities such as cable are addressed at the same time. Due to the cost and complexity of this approach it typically occurs in conjunction with street reconstruction. To pay for the system an assessment may be required for both installation, on-going maintenance, and power requirements.

In the absence of any large reconstruction projects occurring in the neighborhood, there are two avenues the neighborhood associations may want to consider. The first avenue is to encourage people to underground their own private overhead utility lines when they are due for an upgrade to their electrical service.

The second recommendation is to identify a single block or group of homeowners that want to band together to investigate the potential for undergrounding utilities.. Depending upon the existing infrastructure conditions, it may be possible to underground one or more utilities within a smaller geographic area as a demonstration project. If a group of adjacent homeowners choose to underground their electric service there could be an opportunity to remove a pole depending on the location.





Neighborhood Initiative Private Property Improvements

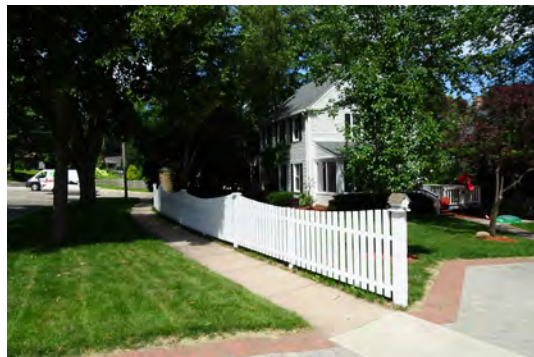
Inspiration



The walls above are a private installation that helps to enhance the homes character. Elements like this help to brand a neighborhood and create identity.





Walls help to define boundaries and do very little in terms of blocking views of vehicular traffic. The image on the far right shows a wall along a rain garden, all on private property.



Fences are another way to distinguish a neighborhoods identity.

Vision Triangle Restrictions

-  Vision Triangle (height restriction of 30")
-  Vegetation not to exceed 36"



Local street intersections

A 20' vision triangle extends from the intersection as shown in the diagram above. No wall, fence, structure, utility structure or appurtenance, or vegetation shall be permitted within such vision triangle which materially impedes vision between the height of 2.5' and 8' with the exception of fencing, which shall be no greater than 30% opaque. Additionally, a 10' zone extends from each end of the 20' vision triangle where no hedges may exceed 36" in height.

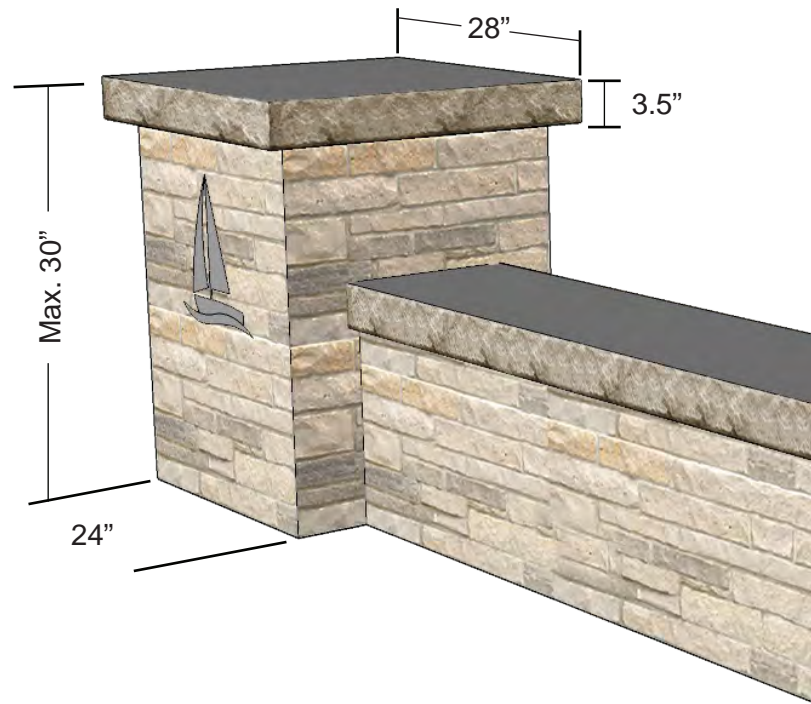
Collector and arterial street intersections

For collector and arterial streets, a 30' vision triangle extends from the intersection. No wall, fence, structure, utility structure or appurtenance, or vegetation shall be permitted within such vision triangle which materially impedes vision between the height of 2.5' and 8' with the exception of fencing, which shall be no greater than 30% opaque.

Driveways

A 10' vision triangle extends from the intersection. No wall, fence, structure, utility structure or appurtenance, or vegetation shall be permitted within such vision triangle which materially impedes vision.

Walls + Paving



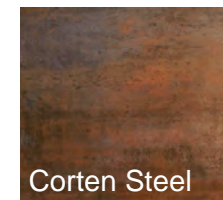
Stone pillars located in Madison, Wisconsin.



Limestone

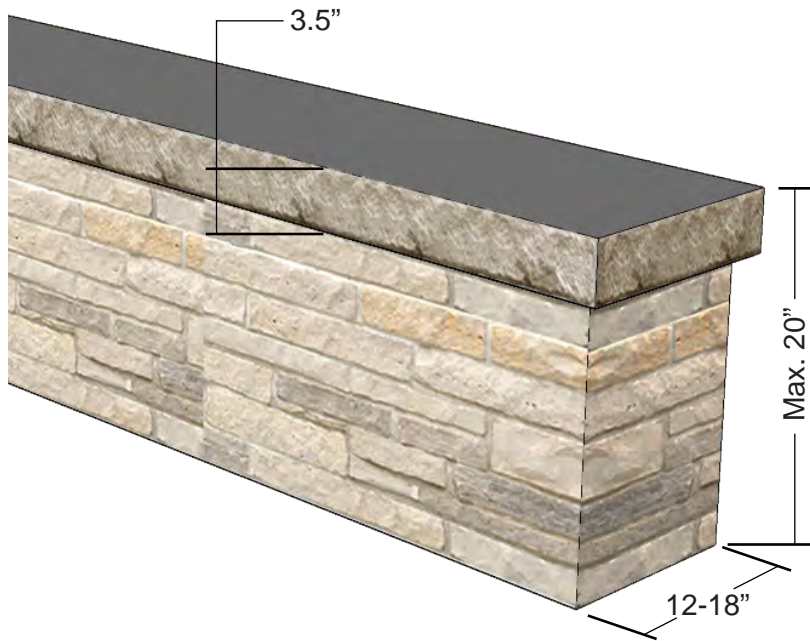


Concrete



Corten Steel

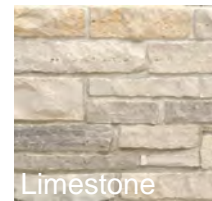
To maintain continuity within the neighborhood, if someone wants to construct a pillar as part of their landscape, fence, or wall, the dimensions should be similar to that above. The material palette has been chosen to help create a sense of character and branding for the Millers Bay Neighborhood. The location of these pillar elements are up to the homeowner, but are acceptable within all zones as they are 30" and under in height. Heights of pillars may exceed 30", up to 36", if outside of the vision triangle.



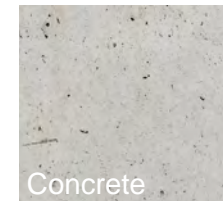
Stone walls located in Madison, Wisconsin, roughly 1-2' from sidewalk edge

As an extension of a pillar, seat walls fall into the same classification and material palette. They are also acceptable in all zones along right-of-ways and property lines because of their size. These types of walls are used for highlighting plantings, providing a buffer beyond the sidewalk, or as a seat wall surrounding a front yard patio. By following a set of standard design options, the character of these elements will help to define the neighborhood as more and more are erected.

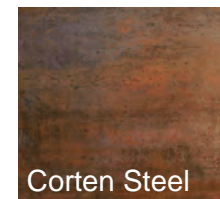
Note: Set back 1-2' from right-of-way to avoid issues with right-of-way maintenance.



Limestone



Concrete



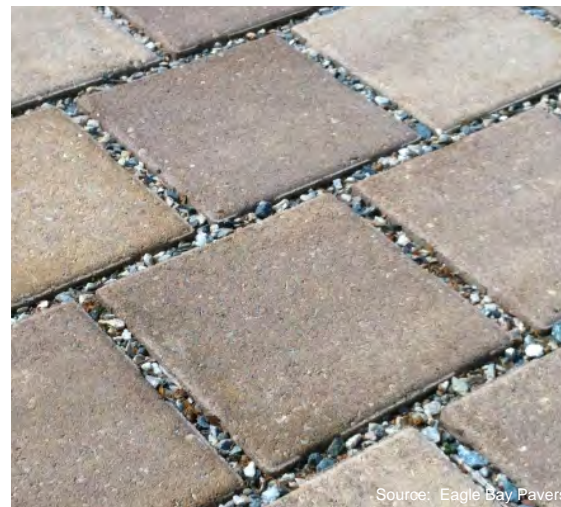
Corten Steel

Walls + Paving

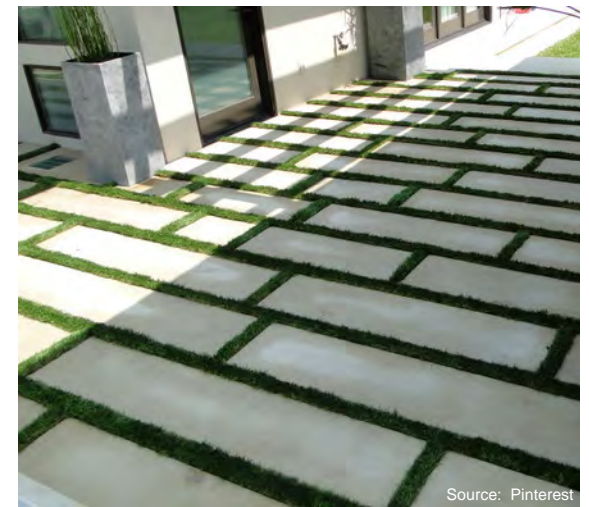


Terrace treatment located in Aspen, Colorado.

Terrace paving is a common practice used to get people from their vehicles to the front door without having to walk across the grass. Typically these elements are standard concrete, but through the use of unique materials and patterns these elements can become a branding opportunity for a neighborhood. These types of improvements could be achieved individually or as a cluster when multiple residents work together. It should be noted that these improvements would need approval from the City of Oshkosh.



Source: Eagle Bay Pavers



Source: Pinterest

Different seam styles could be used to distinguish between each terrace treatment. Some could be pervious gravel or turf. Both of these options allow for water drainage.

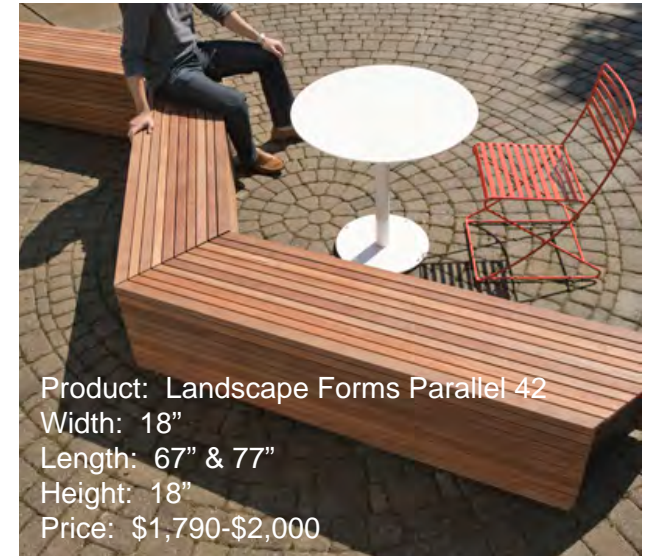


Rendering depicting possible treatments to the terrace and yard within Millers Bay Neighborhood.

Furniture



Product: Landscape Forms Palisade Bench
Width: 19.5"
Length: 72" & 96"
Height: 16"
Price: \$2,000-\$2,400

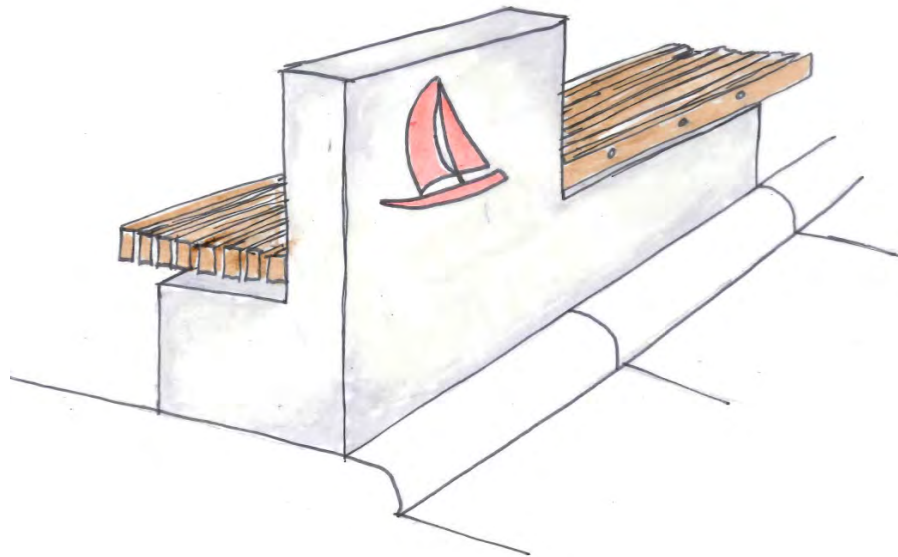


Product: Landscape Forms Parallel 42
Width: 18"
Length: 67" & 77"
Height: 18"
Price: \$1,790-\$2,000

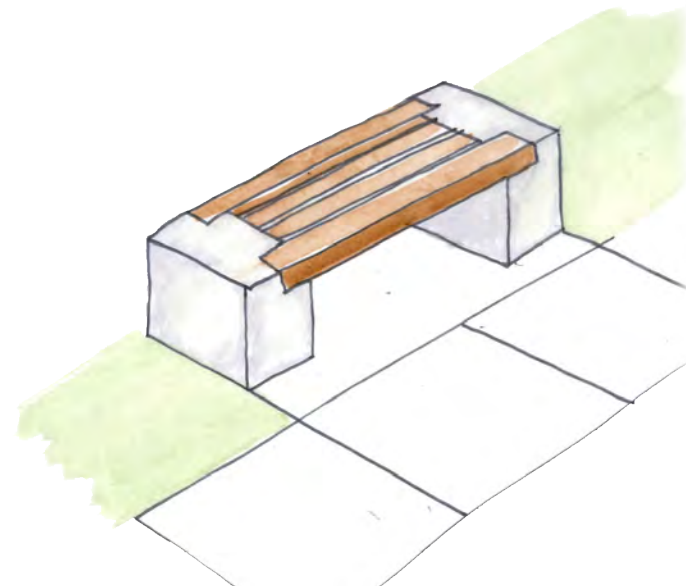
Products shown are those from Landscape Forms. Landscape Forms has been making high quality landscape products for many years. These particular products resemble the style and character of the gateway features. These products help to enhance the brand of the neighborhood and would be simple for someone to order and place along a sidewalk, path, or even within a social gathering space. These could both be placed in public right-of-way or as part of a private landscape furnishing.



Product: Streetlife Rough & Ready Bench
Width: 18"
Length: 96"
Height: 18"
Price: Individually Quoted

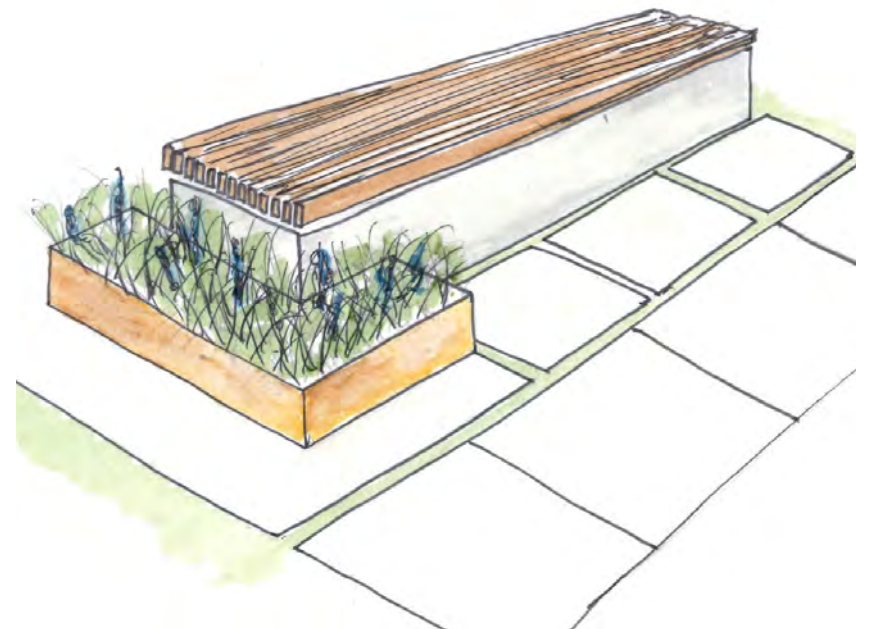


Custom concrete and black locust Millers Bay bench



Custom concrete and black locust bench

Furniture shown to the right are all custom products. These products could be designed as part of a neighborhood block project or individually to each residents liking. The key to their success within the neighborhood is to maintain the identified material palette of concrete, limestone, wood, and steel. These pieces of furniture would be more permanent than others because of their weights and structural capacities. Slotted black locust seating areas maintain the style of other furniture and that of the gateway treatments. Pricing of these elements will vary depending on final size and cost of materials/ construction.



Custom concrete, black locust, and corten planter bench

Planting

The following plant suggestions are taken from the City of Oshkosh approved plants list. The following are only suggestions. It is recommended that additional street trees should be planted. With minimal room in the street terraces, trees may be planted on private property.



Source: Urban Forest Ecosystems Institute

Common Name: Redmond Linden
Scientific Name: *Tilia americana* 'Redmond'
Classification: Canopy Tree



Source: University of Northern Colorado

Common Name: Common Hackberry
Scientific Name: *Celtis occidentalis*
Classification: Canopy Tree



Source: Halfa Nurseries

Common Name: Honeylocust
Scientific Name: *Gleditsia triacanthos f. inermis* 'Skycole'
Classification: Canopy Tree



Source: Wikipedia

Common Name: Callery Pear
Scientific Name: *Pyrus calleryana*
Classification: Medium Ornamental Tree



Source: Fast Growing Trees

Common Name: American Hazelnut
Scientific Name: *Corylus americana*
Classification: Medium Ornamental Tree



Source: Oregon State University

Common Name: Paperbark Maple
Scientific Name: *Acer griseum*
Classification: Medium Ornamental Tree



Source: University of Minnesota

Common Name: Arrowwood Viburnum
 Scientific Name: *Viburnum dentatum*
 Classification: Shrub



Source: Cool Garden

Common Name: Knockout Rose Varieties
 Scientific Name: *Rosa x 'Radrazz'*
 Classification: Shrub



Source: Proven Winners

Common Name: Sonic Bloom Weigela
 Scientific Name: *Weigela florida 'Verweig 6'*
 Classification: Shrub



Source: The Tree Farm

Common Name: Feather Reed Grass
 Scientific Name: *Calamagrostis x acutiflora*
 Classification: Ornamental Grass



Source: Fine Gardening

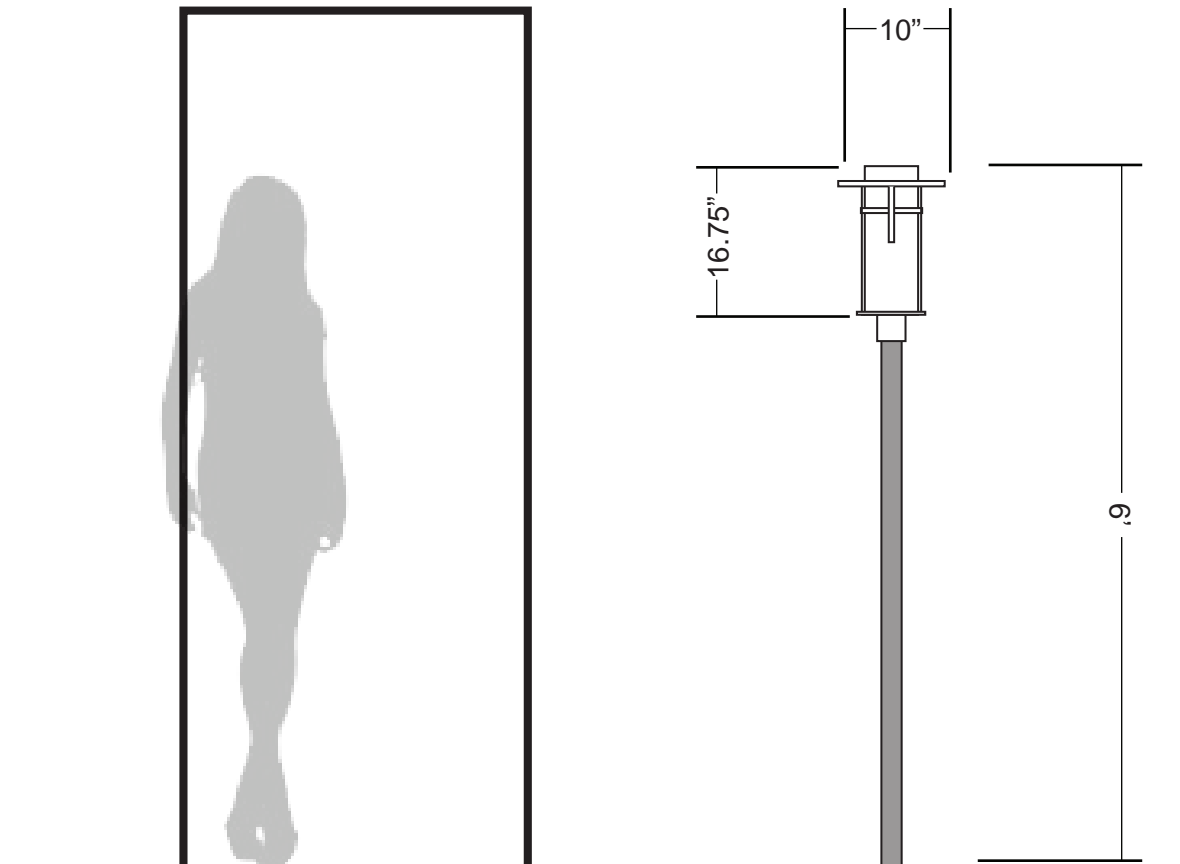
Common Name: Coneflower
 Scientific Name: *Echinacea purpurea 'Magnus'*
 Classification: Perennial Planting



Source: American Garden

Common Name: Daylily
 Scientific Name: *Hemerocallis x 'Stella de Oro'*
 Classification: Perennial Planting

Lighting

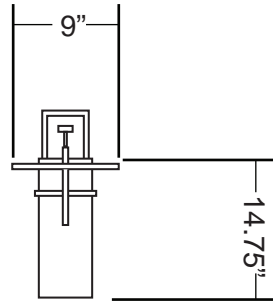
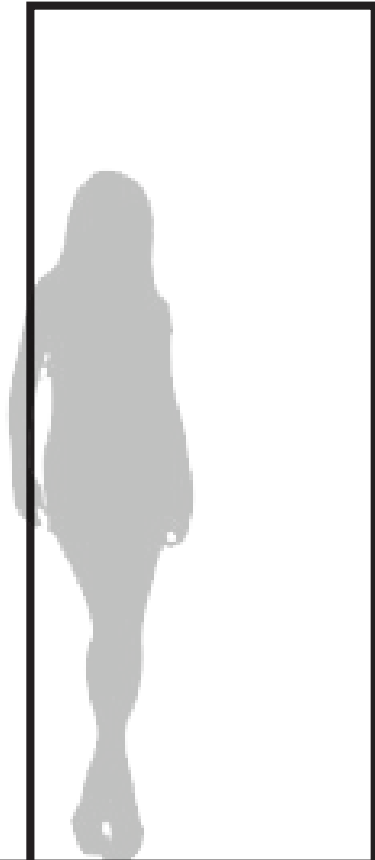


Product: Kichler 49646
Collection: Caterham Collection
Width: 10"
Height: 16.75"
Price: \$260-\$325



Bollard Light Option

As a way of differentiating the neighborhood homes from that of city standard lighting, the proposed light fixtures could be used as part of the home facades and front yard bollards. With the bollard option, lighting on the side of the house could be removed around the front door, and a bollard light or light on a pole could take their place. The light from the bollard would still illuminate the front door and steps of the home. The elevation above shows the placement of a bollard light.



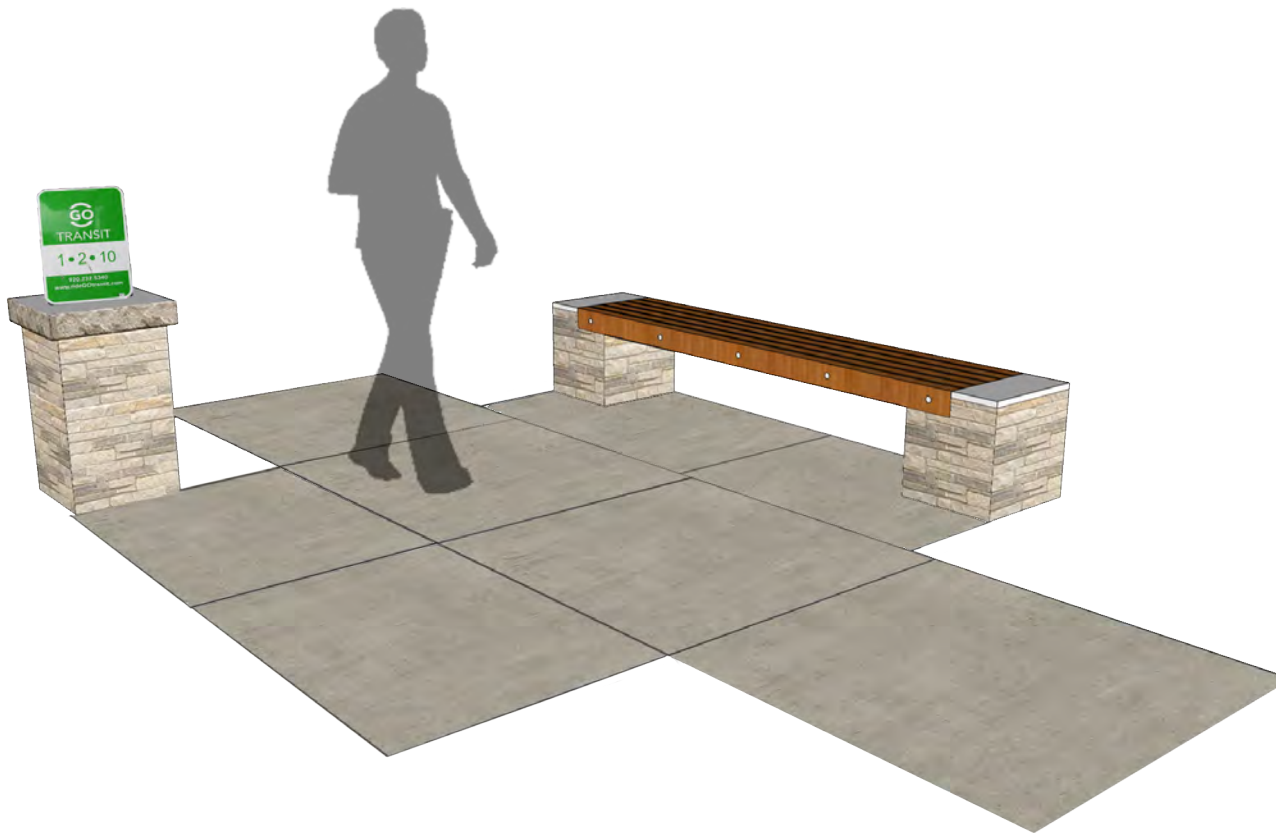
Product: Kichler 49643FL
 Collection: Caterham Collection
 Width: 9"
 Height: 14.75"
 Price: \$200-\$250



Exterior Mounted Light Option

A second option to having a stand alone light or bollard light would be an exterior mounted light. From the same family of Kichler lights, they would match and be cohesive with any residential bollard lights used within the neighborhood. The boxy, and straight edged lights work well with the mid-century brand of Millers Bay. Located on the exterior of the house, they provide adequate light to entryways and front porches.

Branding + Wayfinding

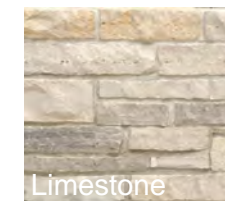


Alternate Branding Sign Possibilities

Company: Landscape Forms

Product: Reeder Illuminated Sign

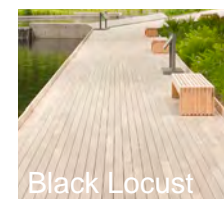
Price: Individually Quoted



Limestone



Concrete



Black Locust

Located along Hazel Street are a few bus stops for the #1 bus line. As part of the Neighborhood Streetscape Vision Plan, a bus stop concept resembling the character of other design elements was produced. These bus stops could be simple benches similar to the others in the streetscape plan. The bus stop could also be delineated with a city issued sign showing the route number and location of the stop. These bus stop signs would vary from others in the city because they would be integrated into the streetscape elements. These signs could become an indicator for which neighborhoods riders are arriving to as they get off the bus.

Branding + Wayfinding



Gateway and Street Signs

Neighborhood identifier signs are a good way of branding particular neighborhoods. Positioned at the entries and throughout neighborhoods, they help to identify that particular neighborhood within a city. They provide wayfinding as a way of marking the transition from one neighborhood to another.

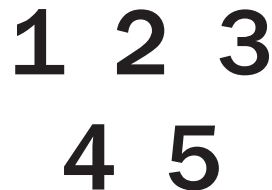


Informational Plaques

Informational plaques are techniques that could be used to display individual house addresses and/or the year the house was built. In the instance of incorporating the year houses were built, a system is formed that shows people how and when the neighborhood began to take shape. This could be something unique that would set Millers Bay apart from the other neighborhoods in Oshkosh.

House Numbers

Currently the City of Oshkosh has a standard code for address representation and numbering. However, there is an opportunity to create additional plating that could be incorporated into the neighborhood elements such as pillars, walls and benches. These new address plates will become a new identifier for the neighborhood and become a branding piece for individual homes.



Opinion of Probable Cost

Material	Unit	Cost Per Unit
Paver Installation	Square Foot	\$12
Walls (Stacked)	Lineal Foot	\$250
Poured Wall (with footing)	Lineal Foot	\$300
Stone Veneer	Square Foot	\$3
Bench Attachment	Per Bench	Per Bench
Corten Steel	Square Foot	\$150
Excavation	Cubic Yard	\$30
Vegetation	Per Plant	\$16 Perennial, \$55 Shrub, \$400 Tree



Note: The cost table above provides a starting point for developing rough cost estimates for private streetscape and landscaping initiatives. Costs above are estimates and may vary depending on availability and overall amount/scale of work to be done. Above pricing focuses largely on the elements shown in report including but not limited to walls, benches, planters, and vegetation.



Private initiatives can have a large impact on the quality of the neighborhood streetscape, including stone walls, shade trees, and gardens.

Implementation

Phasing

Implementation of private streetscape elements will occur based on individual initiative. However, a group of homeowners may want to band together to implement projects concurrently. Establishing priorities at the neighborhood level may encourage individual homeowners to focus on one area of impact at a time. For example, the neighborhood may decide that the greatest visual impact is lighting or home address plates.

Funding

Private initiatives will likely rely on individual investments or group fundraisers, however there will likely be significant savings if a group of homeowners bands together to implement improvements. For example, hiring a contractor to install several light fixtures at the same time could result in substantial savings.

Working across neighborhoods could also achieve some cost savings. The neighborhood gateway treatments at Hazel and E. Murdock could provide an opportunity for both the Millers Bay and Northshore neighborhoods to collaborative on a single project that would benefit residents in both neighborhoods.



Appendix of Cost Estimates

Cost Breakdown Charts

Hazel_Emmeline Cook

Item	Quantity	Cost / Unit	Total Cost
Curb Removal	400 LF	\$5.80	\$2,320.00
30" Curb Replacement	475 LF	\$22.00	\$10,450.00
Concrete Sidewalk Removal	44.44 SY	\$5.40	\$239.98
Concrete Sidewalk Replacement	531 SF	\$5.25	\$2,787.75
Detectable Warning Fields	40 SF	\$30.15	\$1,206.00
Concrete Pavement Removal	283.3 SY	\$3.80	\$1,076.65
Seed, Fertilizer and Emat	400 SY	\$5.95	\$2,380.00
Sawcut	400.0 LF	\$2.10	\$840.00
Total Cost			\$21,300.38
20% Contingency			\$4,260.08
Cost w/ Contingency			\$25,560.46

Menom_Nevada

Item	Quantity	Cost / Unit	Total Cost
Curb Removal	220 LF	\$5.80	\$1,276.00
30" Curb Replacement	318 LF	\$22.00	\$6,996.00
Concrete Sidewalk Removal	93 SY	\$5.40	\$502.20
Concrete Sidewalk Replacement	876 SF	\$5.25	\$4,599.00
Detectable Warning Fields	40 SF	\$30.15	\$1,206.00
Concrete Pavement Removal	148.33 SY	\$3.80	\$563.65
Seed, Fertilizer and Emat	374 SY	\$5.95	\$2,225.30
Sawcut	220.0 LF	\$2.10	\$462.00
Total Cost			\$17,830.15
20% Contingency			\$3,566.03
Cost w/ Contingency			\$21,396.18

Menom_New York

Item	Quantity	Cost / Unit	Total Cost
Curb Removal	1260 LF	\$5.80	\$7,308.00
30" Curb Replacement	1500 LF	\$22.00	\$33,000.00
Concrete Sidewalk Removal	322.2 SY	\$5.40	\$1,739.99
Concrete Sidewalk Replacement	6165 SF	\$5.25	\$32,366.25
Detectable Warning Fields	150 SF	\$30.15	\$4,522.50
Concrete Pavement Removal	1000 SY	\$3.80	\$3,800.00
Seed, Fertilizer and Emat	1167 SY	\$5.95	\$6,941.63
Sawcut	1260.0 LF	\$2.10	\$2,646.00
Total Cost			\$92,324.37
20% Contingency			\$18,464.87
Cost w/ Contingency			\$110,789.24

Murdock_Hazel

Item	Quantity	Cost / Unit	Total Cost
Curb Removal	203 LF	\$5.80	\$1,177.40
30" Curb Replacement	220 LF	\$22.00	\$4,840.00
Concrete Sidewalk Removal	66.66 SY	\$5.40	\$359.96
Concrete Sidewalk Replacement	775 SF	\$5.25	\$4,068.75
Detectable Warning Fields	40 SF	\$30.15	\$1,206.00
Concrete Pavement Removal	72.2 SY	\$3.80	\$274.44
Seed, Fertilizer and Emat	133 SY	\$5.95	\$793.31
Sawcut	203.0 LF	\$2.10	\$426.30
Total Cost			\$13,146.16
20% Contingency			\$2,629.23
Cost w/ Contingency			\$15,775.40

Swan_Cliffview

Item	Quantity	Cost / Unit	Total Cost
Curb Removal	550 LF	\$5.80	\$3,190.00
30" Curb Replacement	600 LF	\$22.00	\$13,200.00
Concrete Sidewalk Removal	111.11 SY	\$5.40	\$599.99
Concrete Sidewalk Replacement	1180 SF	\$5.25	\$6,195.00
Detectable Warning Fields	40 SF	\$30.15	\$1,206.00
Concrete Pavement Removal	300 SY	\$3.80	\$1,140.00
Topsoil, Seed, Fertilizer and Emat	667 SY	\$5.95	\$3,966.63
Concrete Driveway Removal	27.8 SY	\$3.80	\$105.56
Concrete Driveway	27.8 SY	\$46.04	\$1,278.89
Sawcut	550.0 LF	\$2.10	\$1,155.00
Total Cost			\$32,037.07
20% Contingency			\$6,407.41
Cost w/ Contingency			\$38,444.48

Lighting and Underground Overhead Utilities

Location	Distance	** Cost Underground Utility Mains/LF	Number of Parcels	*Cost per Parcel to change Service Connection	Total Cost to Underground Utilities	***Total Estimated Lighting Cost
Murdock	4107 FT	\$750.00	46	\$3,000.00	\$3,218,250.00	\$821,400.00
Hazel	3100 FT	\$750.00	55	\$3,000.00	\$2,490,000.00	\$620,000.00
All other streets	12800 FT	\$750.00	226	\$3,000.00	\$10,278,000.00	\$2,560,000.00
Total					\$15,986,250.00	\$4,001,400.00
30% Contingency					\$4,795,875.00	\$1,200,420.00
Total w/ Contingency					\$20,782,125.00	\$5,201,820.00

* Estimates for reconnecting services based upon Sister Bay information and prices may vary significantly depending on age and type of structure, estimate should be used for planning purposes only.

** Cost to drop power is based upon recent estimates in Door County for Fish Creek, more precise estimates can be obtained by asking for pricing from all overhead utilities to complete this work.

Estimates for curb bump outs use DOT pricing for Winnebago County using Bid Express average prices for the past year.

Cost to update service connections in Sister Bay ranged from \$1,500 each to \$8,000 each. Lower costs were typical for residential services and a value of \$3,000 was used in this estimate.

*** Cost to install decorative lighting based upon recent estimates for Fish Creek, WI.

Appendix of Bumpout Locations

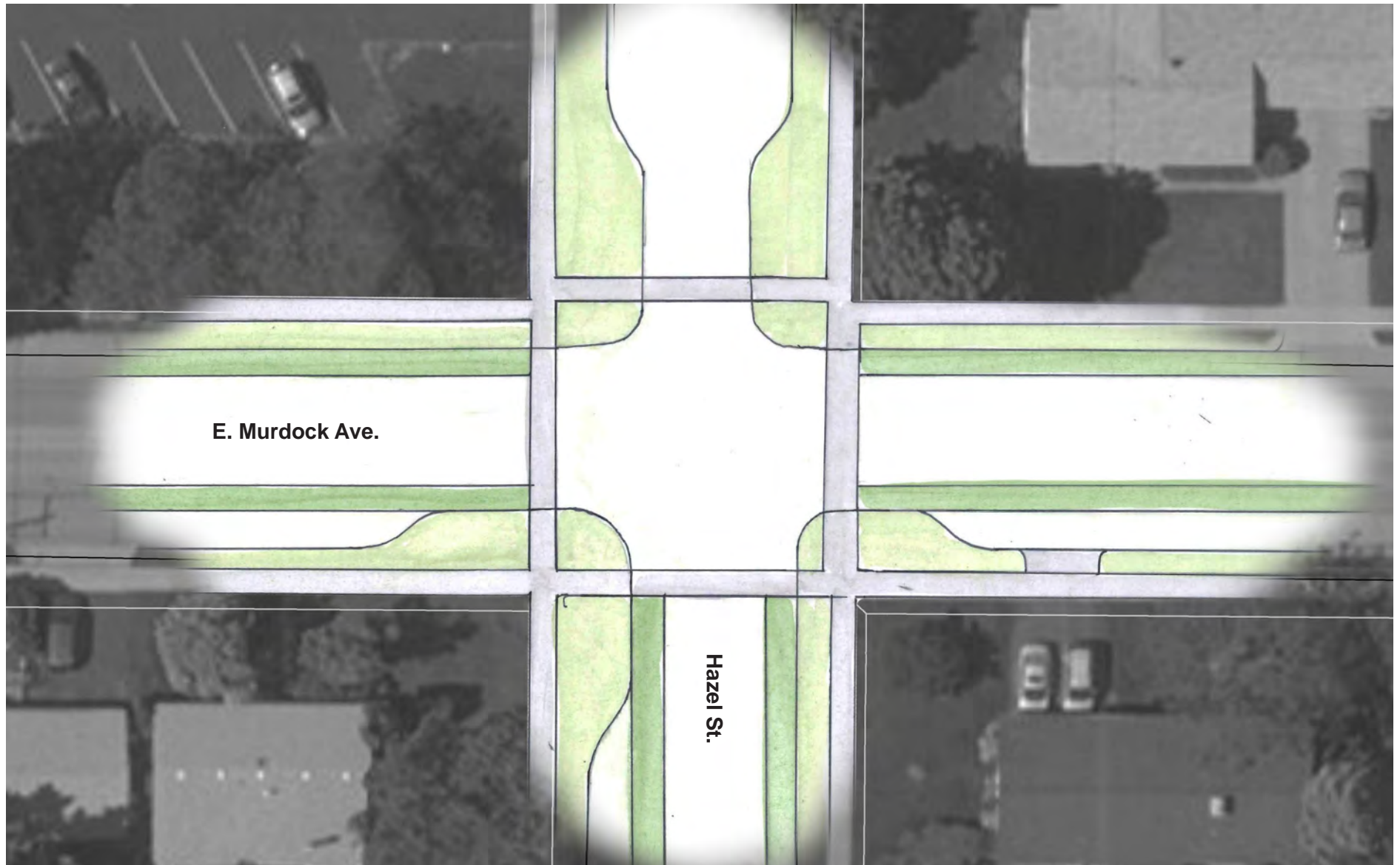




Current bumpouts along Hickory Street in the Millers Bay Neighborhood.

The map on the right shows locations for potential bumpouts along E. Murdock Street, Hazel Street, and Menominee Drive. The locations of these bumpouts provide increased pedestrian safety, the reduction of vehicle speeds, and the opportunity for streetscape elements. The locations shown are only recommendations and would require further study and evaluation before being implemented in any capacity.

Appendix of Sketch Concepts



Concept sketch showing bike lanes and bumpouts along E. Murdock Avenue and Hazel Street.



Concept sketch showing a potential median planting, separating traffic as it travels E. Murdock Avenue.

Appendix of Sketch Concepts



Concept sketch showing potential bike lanes and bumpouts along Hazel Street, directly in front of Emmeline Cook School.



Concept sketch showing potential pedestrian improvements and entry plaza into Emmeline Cook School.

Appendix of Sketch Concepts

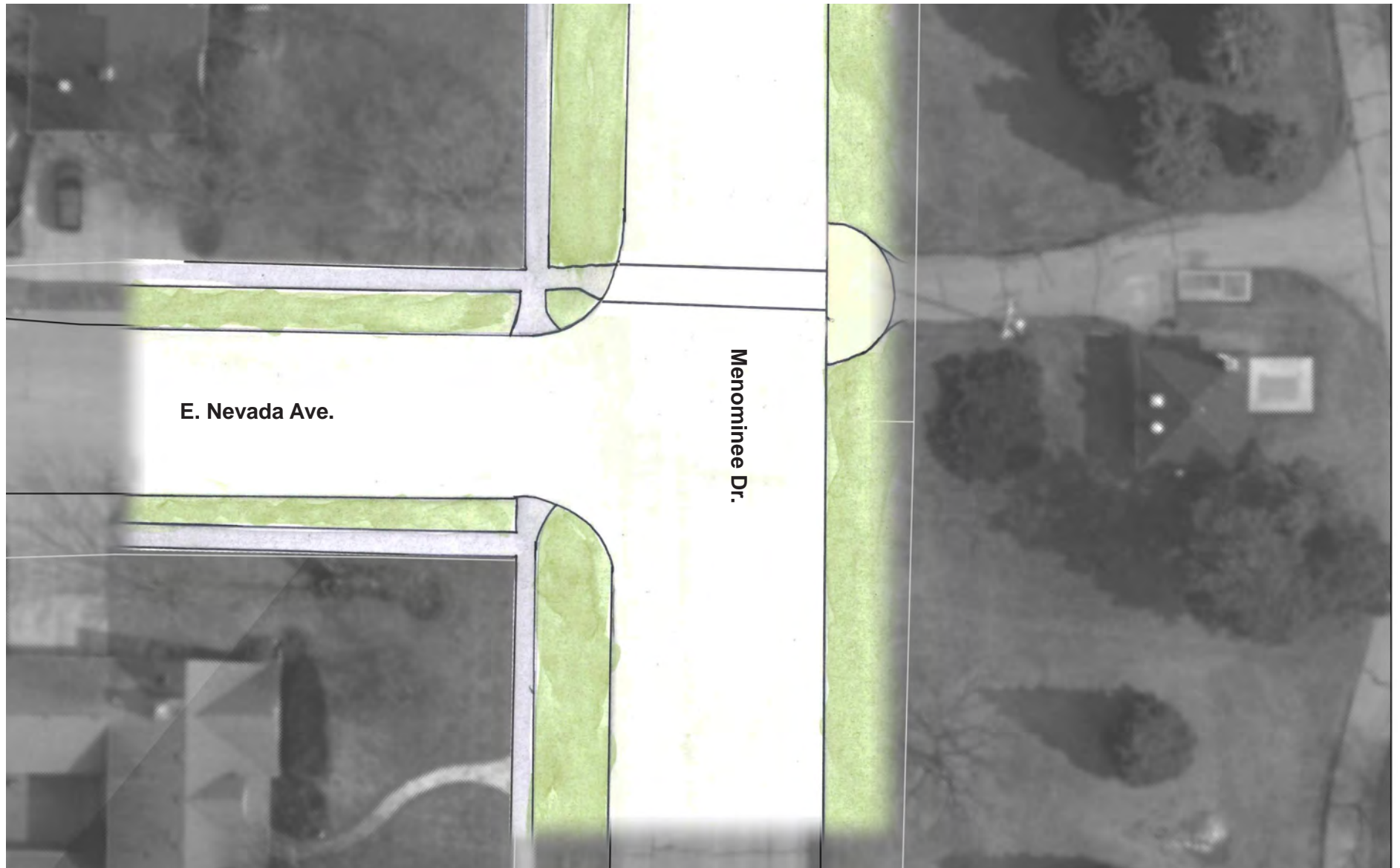


Concept sketch showing potential improvements around George Washington Triangle and other intersections.

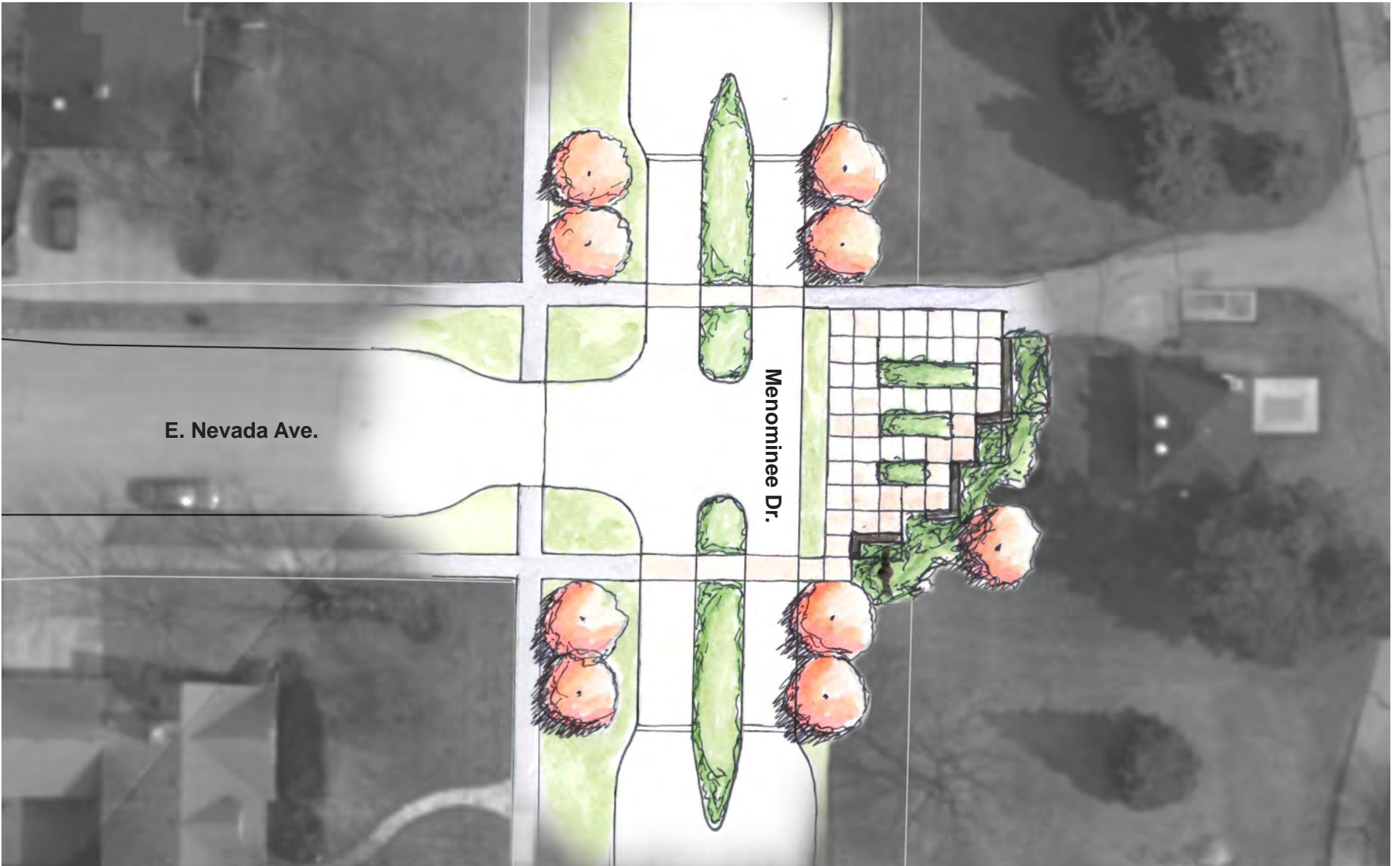


Concept sketch showing what a potential entry plaza to Menominee Park from E. New York Avenue could look like.

Appendix of Sketch Concepts



Concept sketch showing a mountable curb into Menominee Park to maintain maintenance vehicle access.



Concept sketch showing what a potential entry plaza to Menominee Park from E. Nevada Avenue could look like.

Appendix of Sketch Concepts

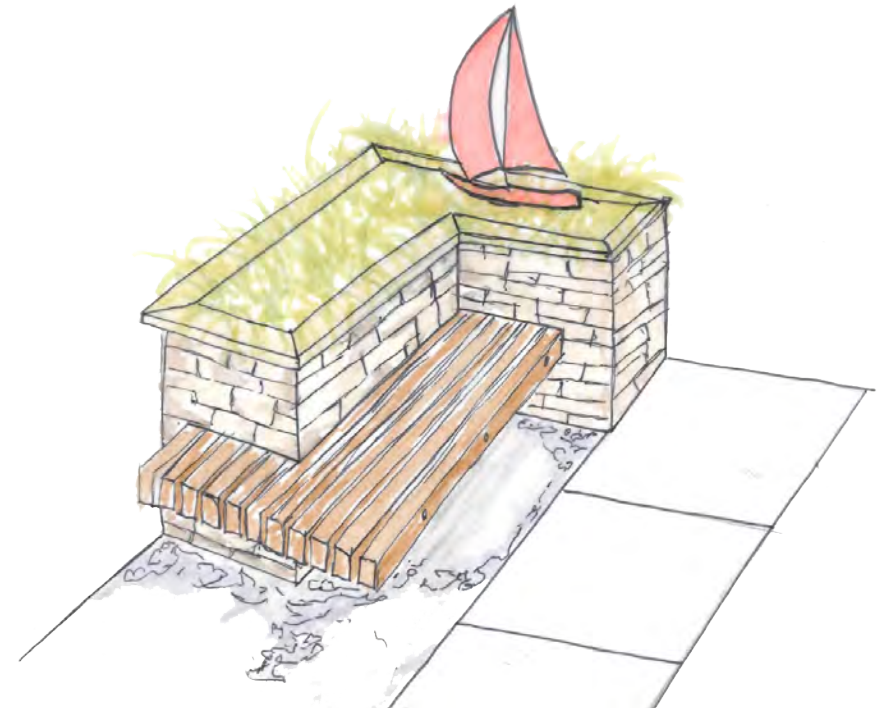
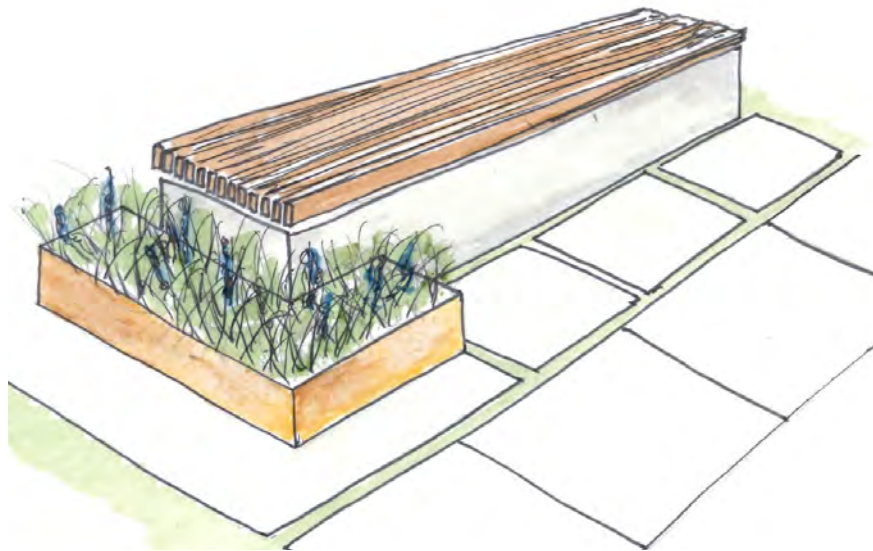
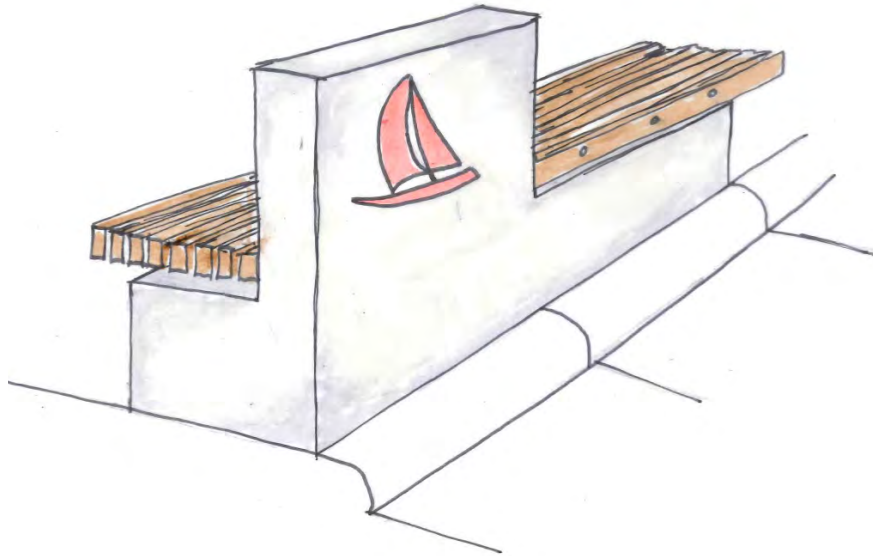


Concept sketch showing how much additional green space is created by re-aligning the White Swan intersection.

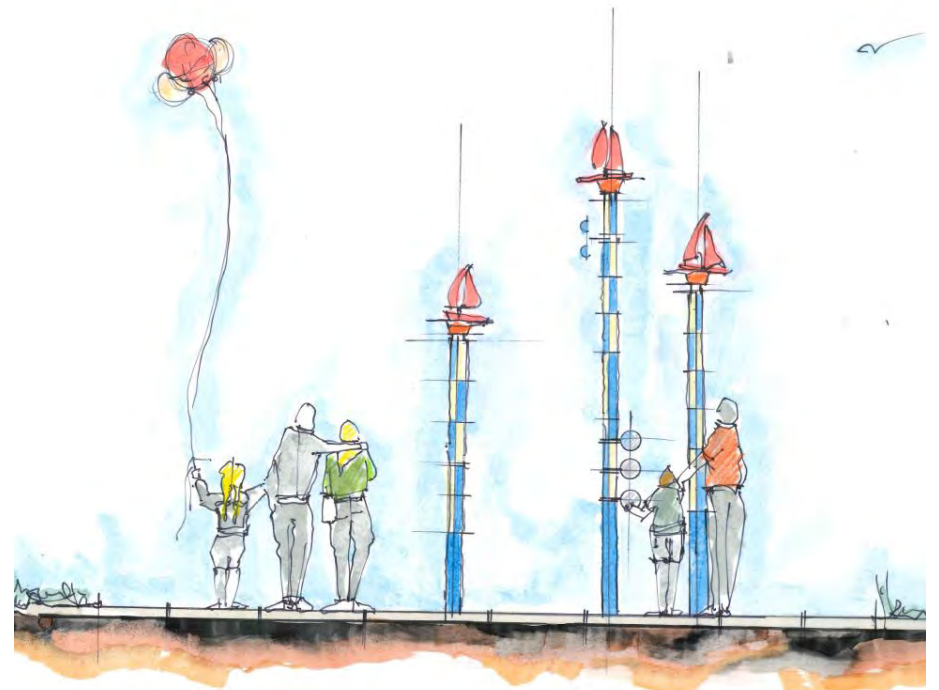


Concept sketch showing the potential of the additional green space. Social gathering places, such as benches or gardens, help to enhance the neighborhood fabric.

Appendix of Branding Elements



Pricing will range depending on materials chosen and type of construction of the element. Rough price estimation of about \$5,000-15,000.



Pricing will range depending on materials chosen and type of construction of the element. Rough price estimation of about \$5,000-15,000.



September 27, 2017

Alexa Naudziunas
Assistant Planner, Community Development
City of Oshkosh

Dear Alexa,

Thank you for the opportunity to comment on the draft version of the final streetscape plan for Millers Bay Neighborhood.

The description of the streetscape project as outlined in our June 2016 Great Neighborhood Project proposed a cohesive streetscape design plan for the three major boundary streets (Hazel Street, Murdock Avenue and Menominee Drive) and other streets within the neighborhood. The proposal further stated that the plan should address overhead utilities, decorative street lighting, signage, multi-modal transportation, landscaping and the lake vista. It noted that a well designed streetscape would produce a safe, sustainable and attractive streetscape that, when implemented, would boost property values, instill confidence in resident investment, promote bicycle, vehicular and pedestrian safety, enhance the lake vista, and increase the appeal of Millers Bay neighborhood and the entire northeast side of Oshkosh.

We are pleased that the plan developed by SEH will address various outcomes noted above. We especially appreciate the gateway treatments, wall and paving designs, furniture, plantings, branding and way-finding recommendations and other mid-century elements this plan includes.

Lastly, for future reference and consideration, we respectfully request the following items be included as addendums to the final streetscape conceptual plan: 1.) Either Concept #1 or #2 for the Murdock/Hazel intersection , whichever one maximizes speed reduction and pedestrian/bike/vehicular safety but still allows adequate space for the featured gateway treatment 2.) Conceptual plans for additional bump outs, wherever possible, on Murdock, east of Hazel and Menominee, east of Nevada, to reduce speed, increase pedestrian safety and provide opportunities for aesthetic enhancement. 3.) The proposed landscape designs for the Menominee Park entrances at Menominee/Fairview and Menominee/Nevada.

To summarize, the Millers Bay Neighborhood Association Board of Directors and Streetscape Leadership Team wishes to move forward. We thank the City for its support for the development of the conceptual streetscape plan for Millers Bay Neighborhood and are anxious to proceed with its implementation.

Sincerely,

Millers Bay Neighborhood Board of Directors and Streetscape Leadership Team

CC: Andrew Dane, SEH



