

An aerial map of the Delles River Arts District, showing a network of streets, green spaces, and a river. The map is rendered in a textured, halftone style with a color palette of greens, blues, and greys. The title text is overlaid on the top right of the map.

A MASTER PLACEMAKING PLAN FOR DOWNTOWN

By Kevin & Corena Ricks



concept
ATTRACTIONS
art&design

RESEARCH SHOWS THAT THESE COMPONENTS ARE IMPERATIVE IN ORDER TO CREATE AN OUTSTANDING DESTINATION:

ANCHORS (what makes our town worth a special trip)

GATHERING PLACES (plazas, pocket parks, amphitheater, walking areas, etc.)

BRANDING (town's identity. Separates us from other towns)

INTIMATE SURROUNDINGS (café zones, interactive zones, pedestrian rest stops)

UNITY IN BUSINESS OWNERS (similar hours, will to make a difference, incentives.)

EASY PARKING/GETTING AROUND (mixture of free & paid parking, good transit system)

PLENTY OF PUBLIC BATHROOMS (a guest should never have to go more than a block)

BALANCED VARIETY OF BUSINESSES (good mixture of attractions, restaurants, retail)

CLEAN EFFECTIVE SIGNAGE (get rid of the clutter and only have specific, unified signs)

GOOD FIRST IMPRESSIONS (gateways, interaction with staff, do they feel welcomed?)

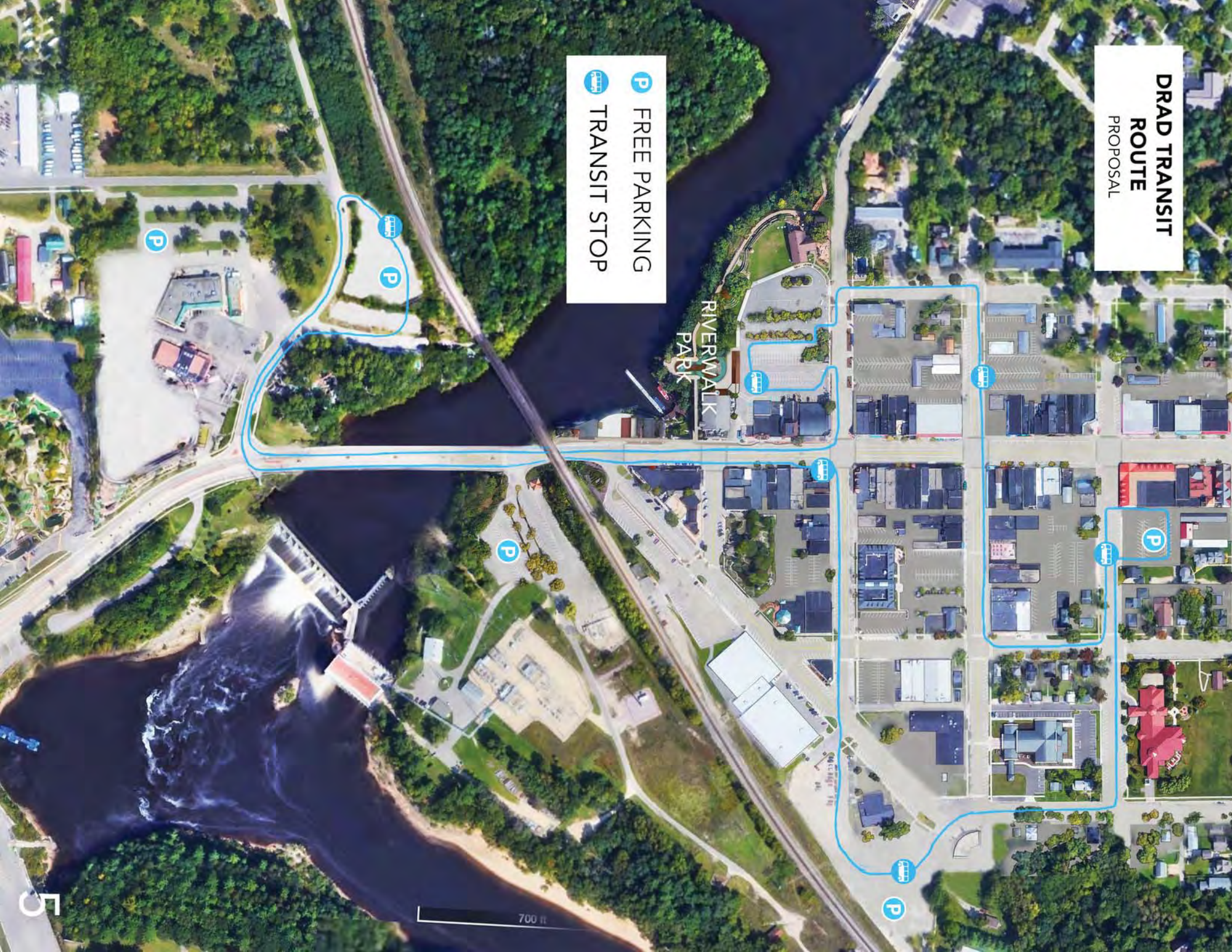
ACTIVITIES AND ENTERTAINMENT (buskers, concerts, contests, festivals, events etc.)

DRAD TRANSIT ROUTE PROPOSAL

P FREE PARKING
TRANSIT STOP

RIVERWALK
PARK

700 ft



PLACEMAKING ZONES

GATEWAY

ANCHORS

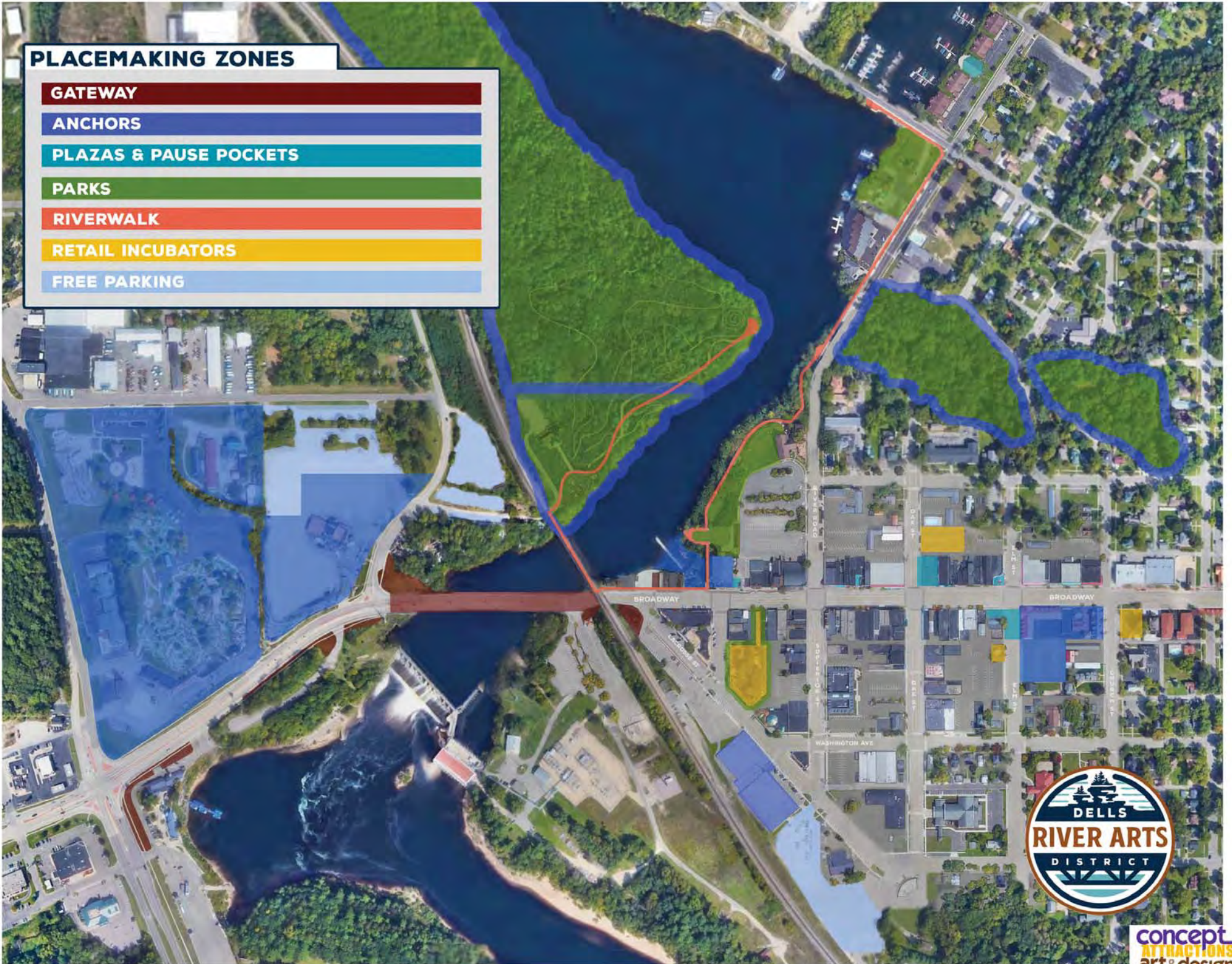
PLAZAS & PAUSE POCKETS

PARKS

RIVERWALK

RETAIL INCUBATORS

FREE PARKING



GATEWAY



GATEWAY AREA



Gateway establishes Stand Rock Road and Broadway as part of the same district.

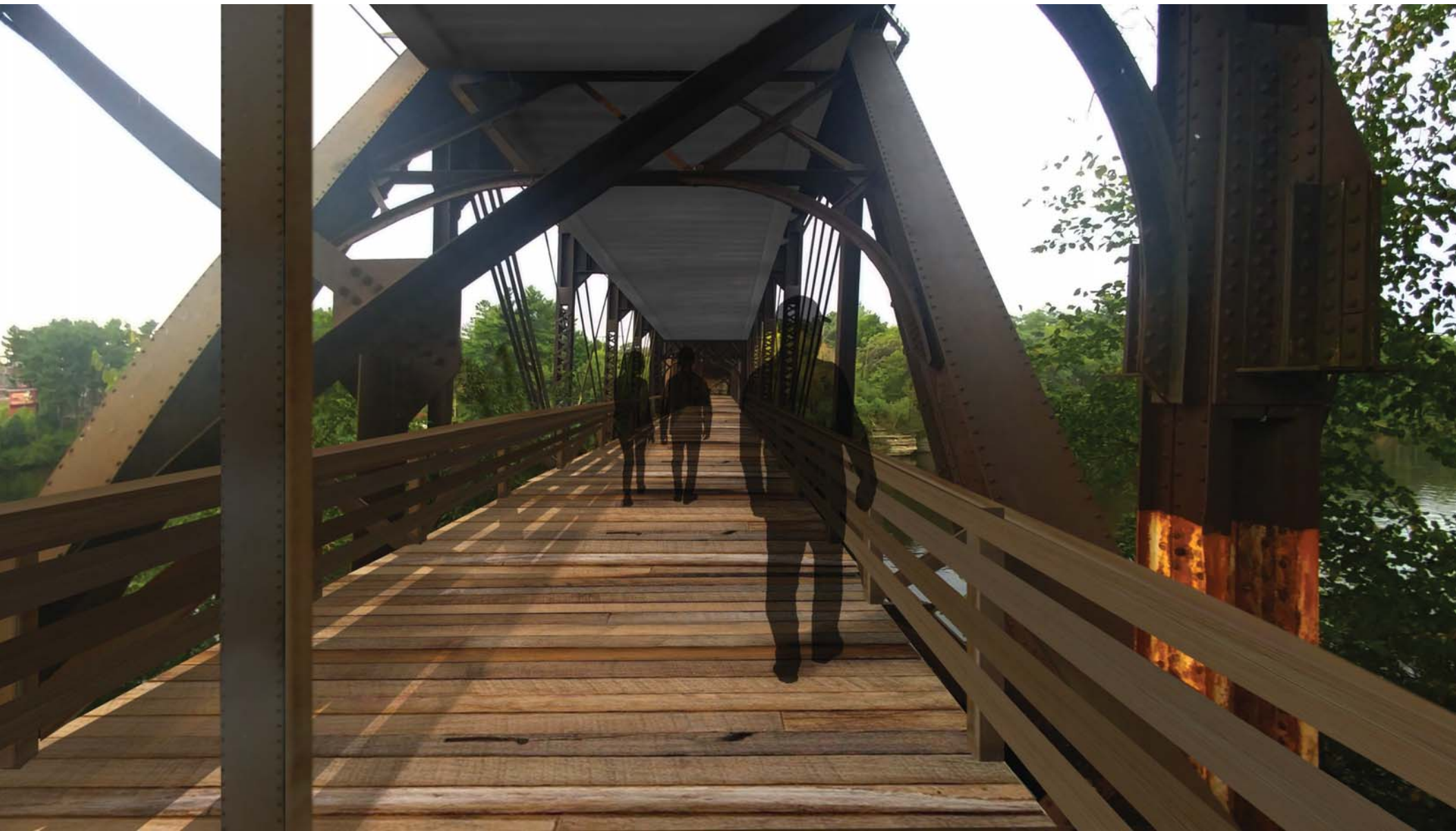








PLAY WITH EXISTING LAMPS FOR BRDGE ONLY





ANCHORS



PEDESTRIAN VILLAGE

ARCHERY COURSE

RIVER ARTS CENTER

EVERMOR SCULPTURE PARK

SCULPTURE TRAIL SYSTEM



TO HIKING TRAILS

SCULPTURE TRAILS

RIVERWALK

PEDESTRIAN VILLAGE

PARKING FOR INTOWN TRANSIT & SCULPTURE PARK

RIVER ARTS CENTER

EVERMOR SCULPTURE PARK

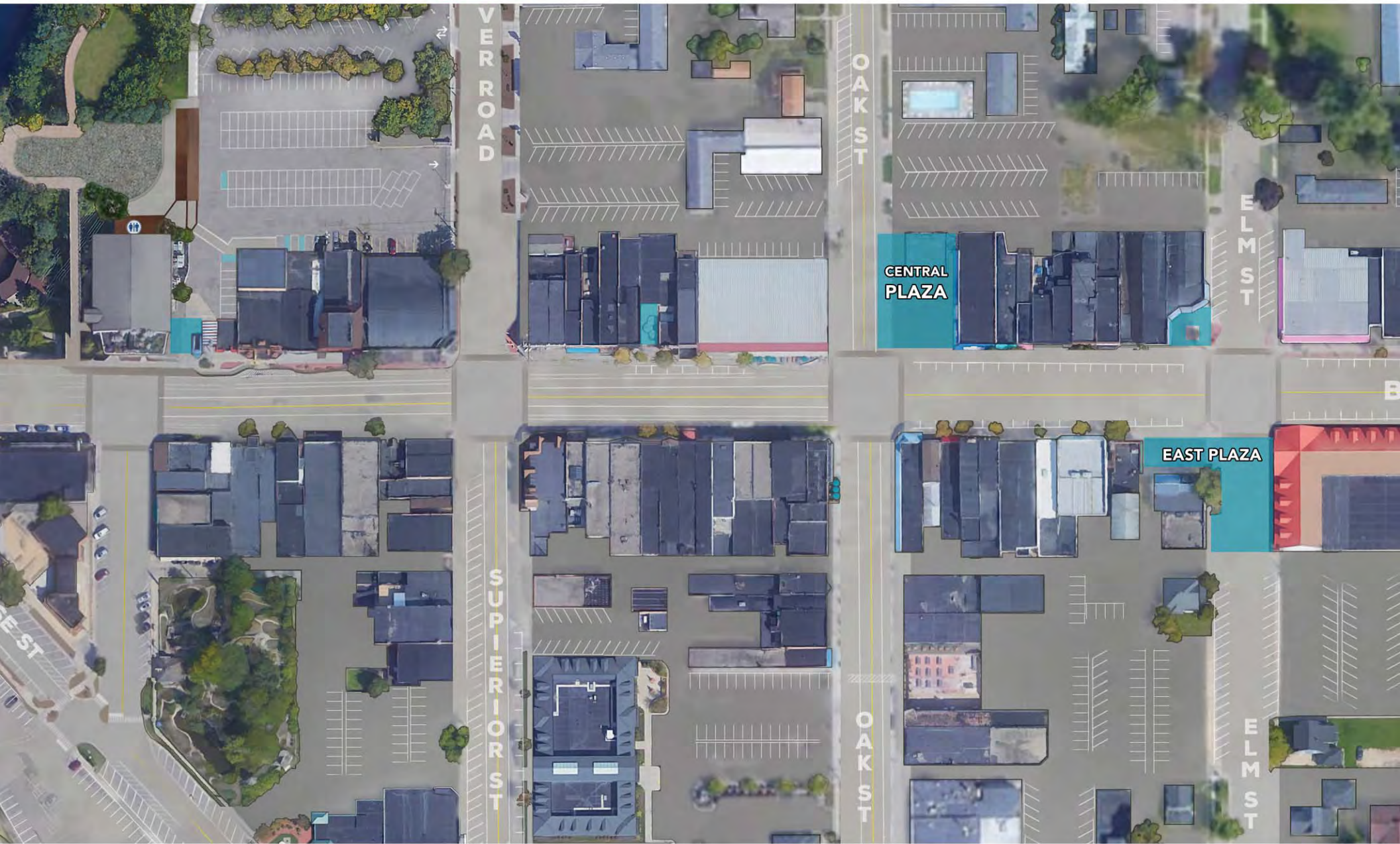
LAND ART INSTALLATION & ARCHERY COURSE



TIMBER HAVEN

Pedestrian Village Concept

PLAZAS & PAUSE POCKETS



CENTRAL PLAZA

Purposes:

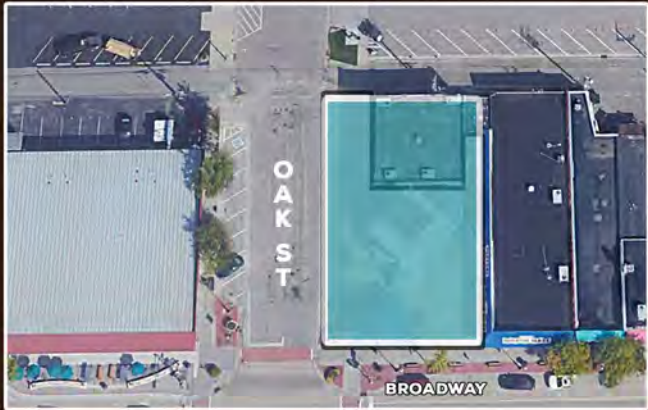
- To provide a stage and seating for events and entertainment
- To create an atmosphere of energy and excitement in the center of town
- To provide an opportunity for guests to regroup/rest/plan
- To provide an interactive map of the city
- To stop people long enough to interact with survey kiosks



**THE BEATING
HEART
OF TOWN**

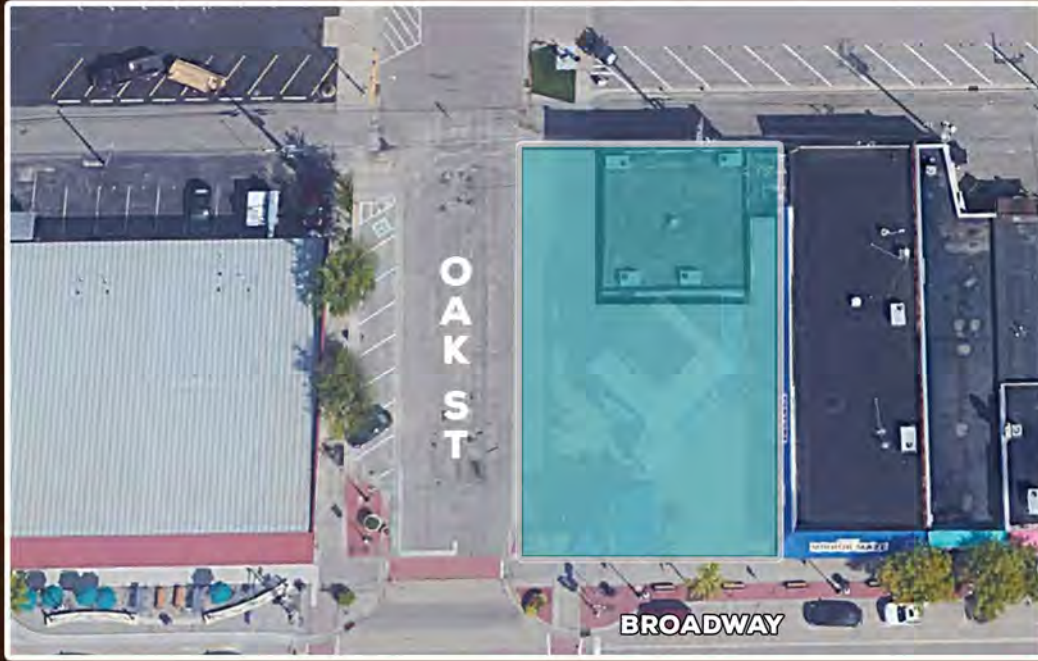
CENTRAL PLAZA

COURTYARD PAVING INSPIRATIONS



CENTRAL PLAZA

STAGE INSPIRATIONS



EAST PLAZA

Purposes:

- TO PULL PEOPLE FROM THE WEST END OF TOWN
- To provide a well lit family friendly interactive environment day and evening
- To provide a space for slightly larger gatherings than the Central Plaza can hold
- To spark the imagination with multi sensory interactives and displays



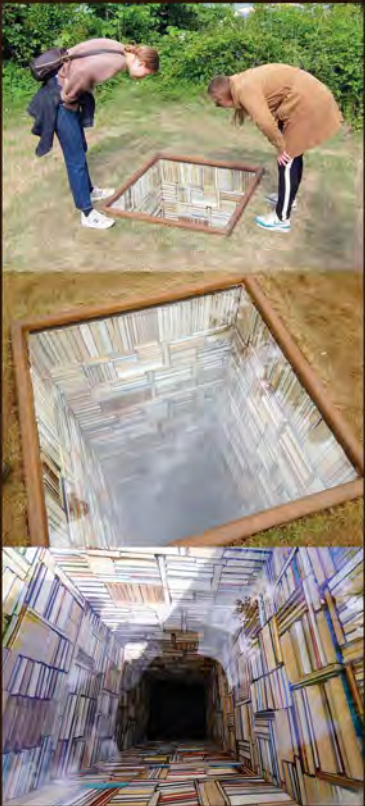
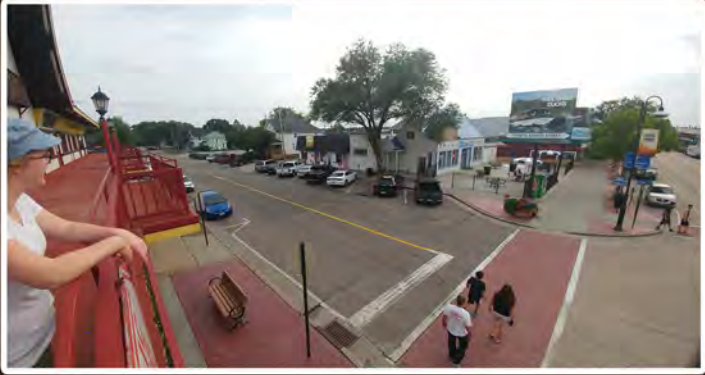
A DESTINATION

EAST PLAZA

ILLUSION ART INSPIRATIONS



EAST PLAZA



ILLUSION ART



DEFYING GRAVITY



ALL OUT OF PUNCHING BAGS



STREET ART



OTHER ART IDEAS



OTHER ART INSPIRATIONS



POCKET PARK INSPIRATIONS



MOSAIC RETAINING WALLS



No wall is finished until it's stoned!



Calling Various Mosaic Artists and Their Teams!

CAFE ZONE ART INSTALLATIONS

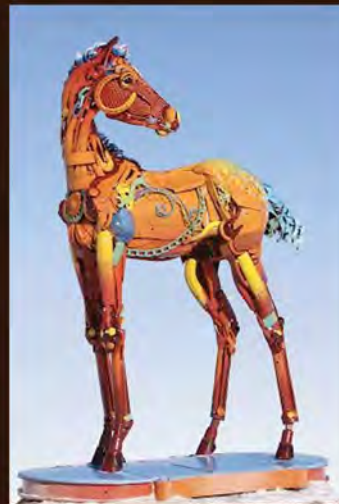


Life sized sculptures portray Ho-Chunk dancers in various pow-wow poses. Each sculpture is finished in an analogous color scheme that coordinates with the block color in which it's placed. Mediums to be determined.



OTHER ART INSPIRATIONS

JOHN LOPEZ



PARKS



EVERMOR SCULPTURE PARK

Purposes:

- TO PULL PEOPLE FROM THE RESORTS
- To give guests a reason to park before the bridge and take the transit system
- To establish the Dells River Arts District as a serious art center with a large scale world renowned work of art
- To attract art enthusiasts from a widened area
- To customize and enhance viewpoints from the town side of the river
- To provide educational opportunities for school groups and families alike
- To bring a highly creative arrangement of Wisconsin history to the Dells
- To provide access to the woods of the west bank
- To provide a peacefully interactive setting that inspires
- To provide a space where artists can meet to learn and share
- To provide varied subject matter for artists and photographers
- To establish a culture of arts in the community



TO INSPIRE

POWER UP, POWER ON, FOREVERTRON





EVERMOR SCULPTURE PARK

Day Time View From Riverfront Terrace



EVERMOR SCULPTURE PARK

Night Time View From Riverfront Terrace

EVERMOR COLLECTION

Sampling



UPPER DELLS STATE NATURAL AREA

Purposes:

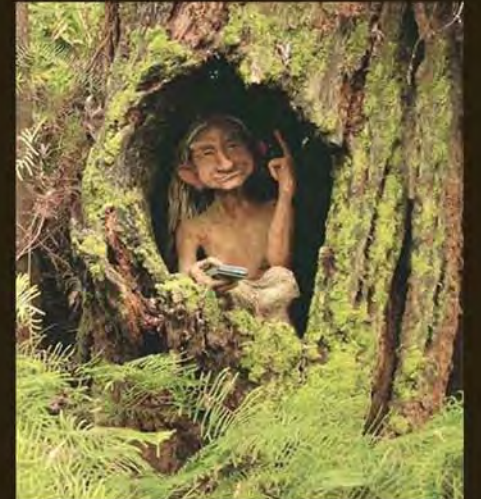
- TO PULL PEOPLE FROM THE RESORTS
- To attract outdoor enthusiasts
- To provide hiking, biking and running trails in walking distance from town
- To provide a forested space for land art festivals
- To attract artists and photographers by providing unique subject matter and opportunities



SANCTUARY

LAND ART

ENCHANTED WOODS



LAND ART

PERMANENT INSTALLATION INSPIRATIONS



LAND ART

SEMI PERMANENT INSTALLATION INSPIRATIONS



LAND ART

TEMPORARY INSTALLATION INSPIRATIONS



RIVERWALK



RIVERWALK PARK

Parking Stall Standards

- Regular 20'x9'
- Bus 40'x11.5'
- Handicap car 5' landing
- Handicap van 8' landing

- ## Handicap Regulations
- 5 car with 5' landing per 200
 - 1 van with 8' landing per 200

Tents Pictured: 40



RIVERWALK PARK

Purposes:

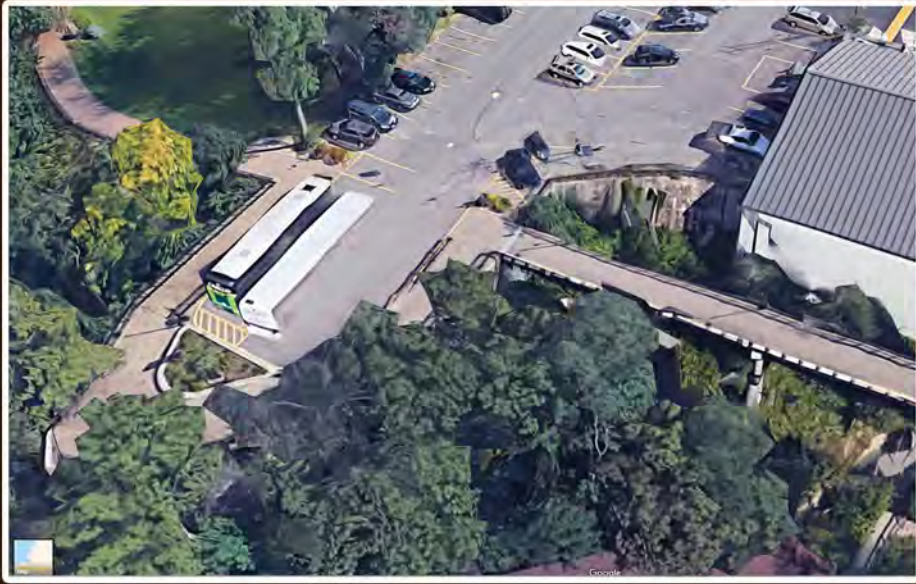
- To provide visual access to the river
- To inform visitors of the history of the river and city
- To provide a peaceful setting allowing strollers to pause and enjoy the river
- To provide a place for small festivals and events close to town
- To provide an amphitheater for gatherings at festivals



**TOWN
MEET
RIVER**

RIVERWALK PARK

OVERLOOK AREA SEATING INSPIRATIONS



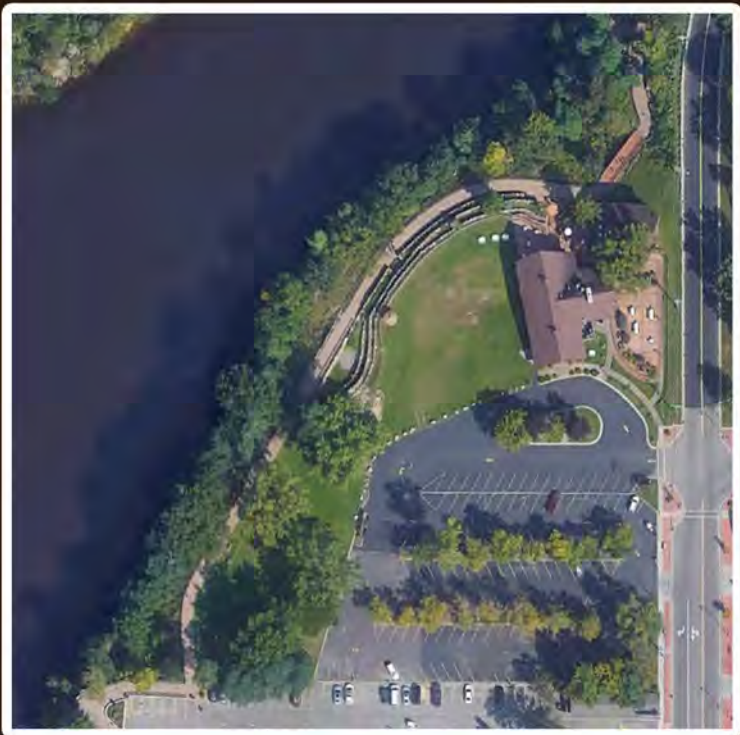
RIVERWALK PARK

RIVER VIEWING INSPIRATIONS



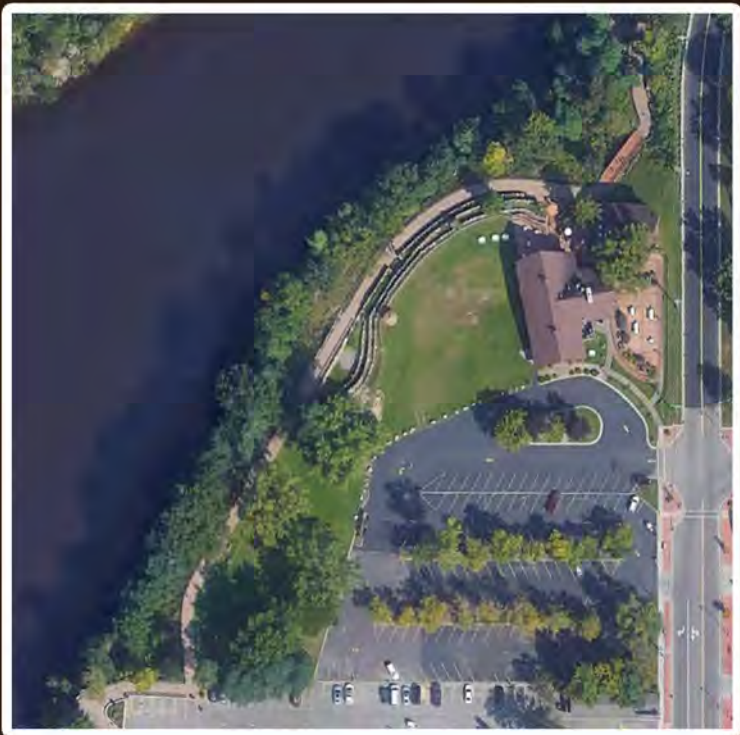
RIVERWALK PARK

GREEN AREA INSPIRATIONS



RIVERWALK PARK

RIVERWALK LIGHTING INSPIRATIONS



RIVERWALK GATEWAY



RIVERWALK GATEWAY - More Variations on same design



PARKS



RIVER ROAD PARK

Purposes:

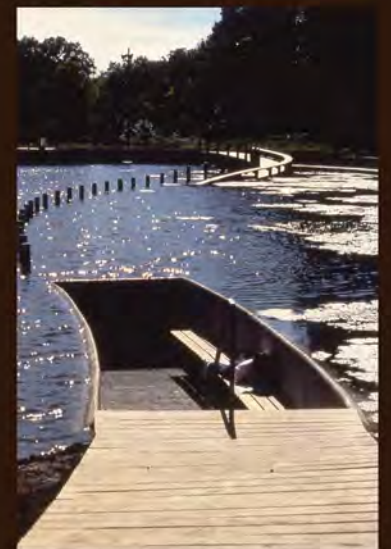
- TO PULL PEOPLE THROUGH THE RIVERWALK
- To provide a playful setting that highlights the river



**DESTINATION
NATURAL
FUN**

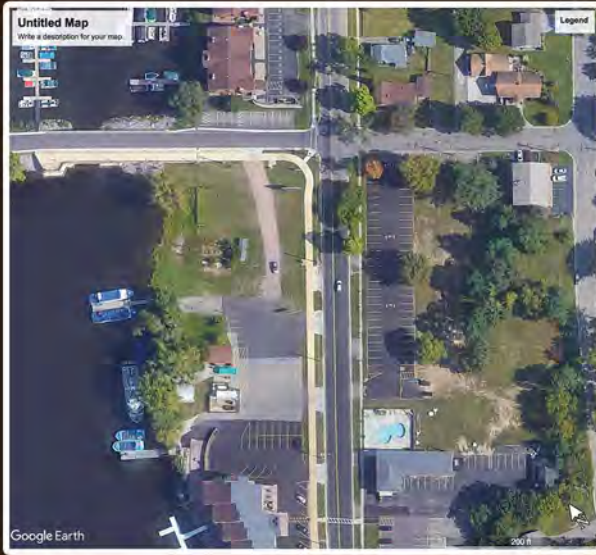
RIVER ROAD PARK

WATER MEET LAND INSPIRATIONS



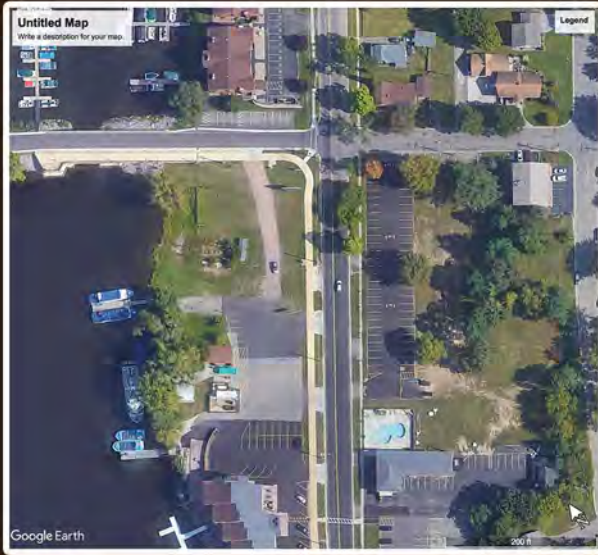
RIVER ROAD PARK

SHORE PLAY INSPIRATIONS



RIVER ROAD PARK

WATER SCULPTURE PARK



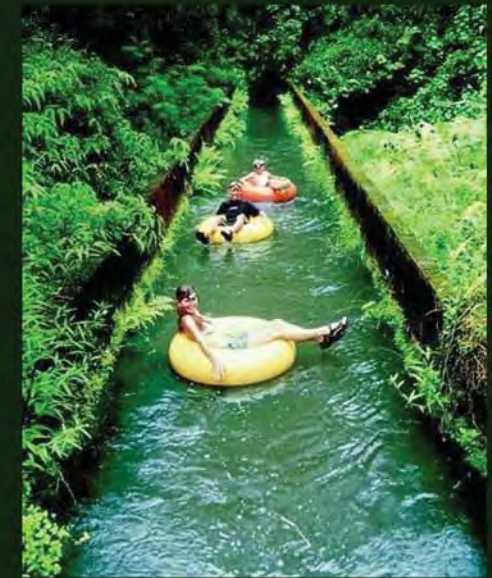
THE GREENZONE

IDEAL-Developments in this zone would have a strong river theme and high use of natural materials





INSPIRATION FROM EXISTING NATURAL WATERSLIDES



INSPIRATIONS FROM MAN MADE WATERSLIDES STEEPED IN NATURE

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UNDER RIVER ROAD BRIDGE



AS IS NOW



AS IMAGINED WITH NATURAL POOL AT BOTTOM OF SLIDE



NATURAL POOL INSPIRATIONS - Kept clean biologically - No chlorine!



NATURAL WATERPARK-A compliment to the natural waterslide - BAREFOOT ZONE

ONGOING INTERACTIVE EVENTS





WHERE'S MR. BENNETT?



FEEDBACK INTERACTIVES



THROWING OUT TRASH CAN BECOME AN INTERACTIVE EXPERIENCE!

RIGHT OUT OF A FAIRY TALE - FLOATING CANDLES FESTIVAL





EXTENDING THE SEASON THROUGH HOLIDAY CELEBRATION



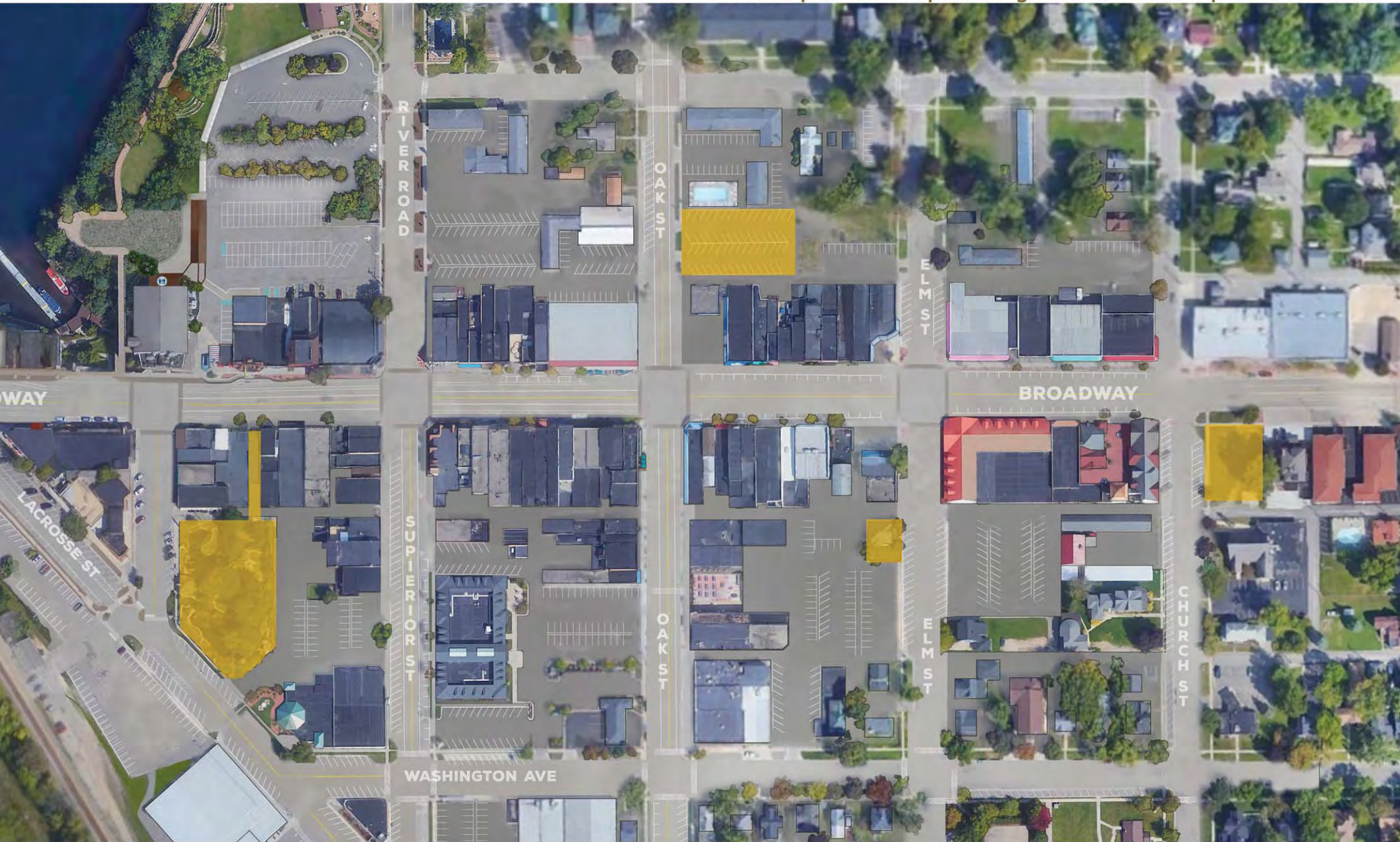


**EXTENDING THE
SEASON
THROUGH
CELEBRATION**



RETAIL INCUBATORS

Off the beaten path areas help avoid high rent but still have pedestrian access.





PLEGGED CONCEPT DRAWINGS

Choose four concepts you would like to see drawn in more detail.
These drawings will fall under the Master Plan contract as currently applied .
Beyond the four chosen drawings, additional charges may apply.

LET'S TALK!

