



MEMORANDUM

To: City of Menasha Board of Public Works
From: Donald Merkes, Mayor
Mark Radtke, Director of Public Works
Vince Maas, Park Superintendent
Date: 2 July 2014
RE: Racine Street Terrace Planting Areas

BACKGROUND

At the last Board of Public Works meeting there was a conversation regarding history of the plantings along the Racine Street corridor within the terrace between the sidewalk and curb. With the especially severe winter the daylilies that have traditionally been planted in the area did not fare well leaving the area north of Broad Street essentially bare, and the area south of Broad Street with gaps in the plantings.

Racine Street is an important corridor into our downtown and riverfront carrying approximately 15,000 cars per day as well as numerous pedestrians. The corridor also bisects the Friendship Trail running through Menasha. This corridor's appearance plays a pivotal role in visitor's and resident's opinion of the community as well as the downtown. Therefore, it is important that the corridor is maintained in a manner that provides a positive perception of Menasha.

ANALYSIS

While there are several options to maintaining this key corridor, the two most logical treatments being continuing the current planting beds with daylilies or continuing the stamped colored concrete found in the adjoining Third Street Corridor. The design could potentially incorporate both treatments in different parts of the corridor.

FISCAL IMPACT

There will be both immediate upfront costs and long term maintenance costs for rehabilitation of the corridor.

Estimated upfront costs: costs for daylilies include plants, mulch, and labor for installation; cost for concrete is installed labor and materials at \$10.25 sq ft.

Location	Daylilies 3' Spacing	Daylilies 2' Spacing	Colored Stamped Concrete
Library Block	\$2,102 170 Daylilies	\$3030 250 Daylilies	\$9,676 944 Sq Ft
Post Office Block	\$2,309 180 Daylilies	\$3,278 265 Daylilies	\$8,241 804 Sq Ft
Downtown Block	\$839 40 Daylilies	\$1,230 60 Daylilies	\$9,286 906 Sq Ft
Total Area	\$5,250 390 Daylilies	\$7,538 575 Daylilies	\$27,203 2654 Sq Ft

Estimated annual maintenance cost:

- Labor cost for planting bed care 1.5 hours per week at \$21.12 (with benefits) for 30 weeks is \$316.80 per block. Total \$950.40.
- Replacement of daylilies (10%) (18 – 26 plants depending on spacing) at \$8.00 this cost would be \$144 – \$208 per block. Total \$432 – \$624.
- Labor for replacing the daylilies 1.5 – 2 hours at \$21.12 (with benefits) \$31.68 – \$42.24 per block. Total \$95.04 – \$126.72.
- Re-Mulching planting beds \$60 per block. Total \$180.
- Labor for re-mulching the beds 3 hours at \$21.12 (with benefits) \$63.36 per block. Total \$190.08
- Total annual cost per block \$679.20 – \$774.88 (depending on the spacing of the daylilies)
- Total annual cost of all three blocks \$2,037.60 – \$2,324.64
- There would be a need to seal the stamped concrete every three years (DPW crews can do this) at an estimated cost of \$300 for sealer and \$300 for labor.

Due to favorable quotes on street projects there should be sufficient funding in the street construction budget (100-1003-541) to cover the cost of the project.

RECOMMENDATION

Staff has no recommendation regarding the options provided; however, staff is seeking a motion from the Board of Public Works to direct manor of rehabilitation they desire in this corridor.

