

# Placemaking: What's your Passion?

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City Administrator  
City of Altoona, Wisconsin



**Altoona** since 1887

The logo features the word "Altoona" in a large, red, stylized font with a black outline. The letters are slanted to the right. Below the letters, a graphic of a train track with wooden ties and black rails extends from the bottom of the 'A' towards the right, ending under the 'na'. The text "since 1887" is positioned to the right of the main word in a smaller, black, sans-serif font.



# River Prairie Development Altoona, WI

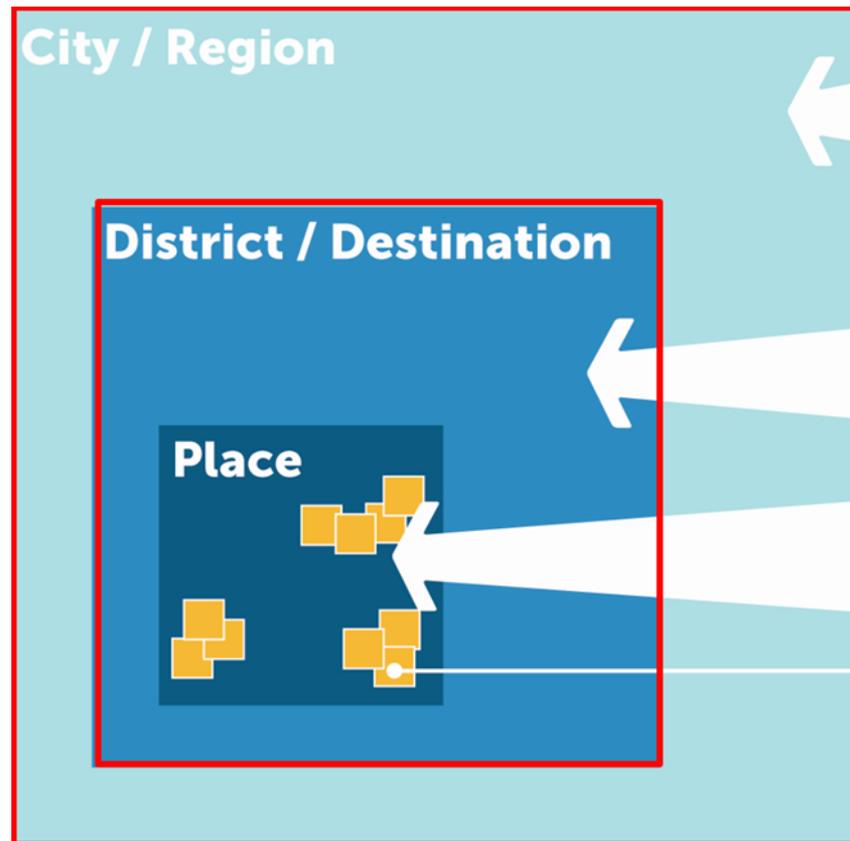


PROJECT FOR  
**PUBLIC**  
**SPACES**



MEASUREMENTS
  INTANGIBLES
  KEY ATTRIBUTES

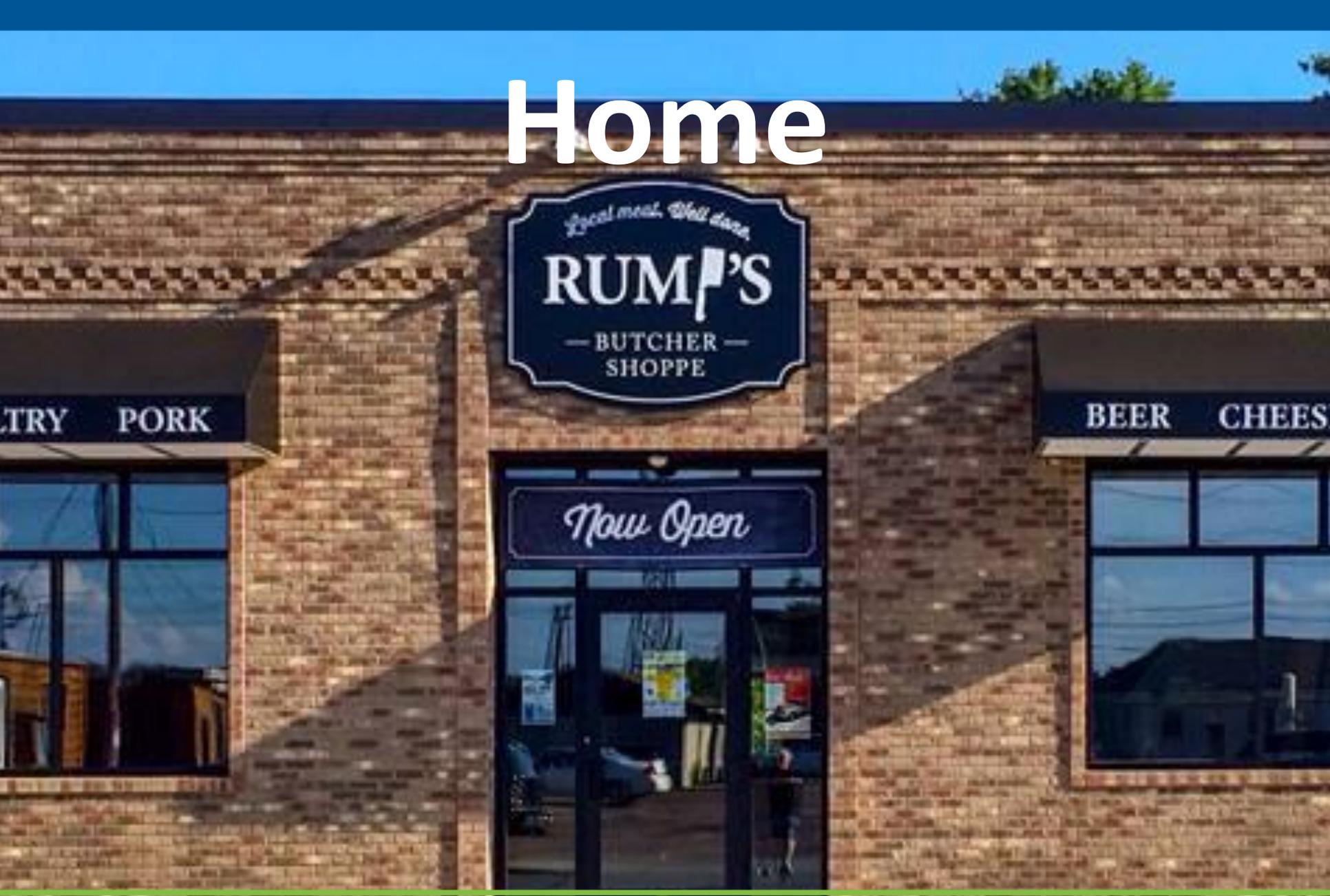
# The Power of 10





# Passion!

# Home





# Good Food

# Children and Family



# Pets and Animals



# Art



# Learning and Discovery



# Events and Festivals



# Nature and Wildlife



# Fun and Games



# Music



# Sports and Fitness



# Outdoor Adventure

A group of people are canoeing on a river with white-water rapids. In the foreground, a red canoe is filled with two people wearing yellow shirts and life jackets. The man in the front is wearing a hat and has a beard. The woman behind him is wearing a blue visor. The red canoe has "Old Town" and "DISCOVERY 158" written on its side. In the background, a green canoe is also navigating the rapids, with three people inside wearing red life jackets. The water is turbulent with white foam.

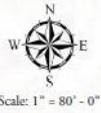
# Beer



# River Prairie Development

Altoona, Wisconsin

## Northwest Quadrant



Scale: 1" = 80' - 0"

**Destination Restaurant**  
Outdoor Seating with River Overlook

**River Prairie Park**

- Performance Area
- Meandering Interactive Stream
- Native Prairie Bands
- Railroad Themed Discovery Play
- Rough Sawn Log Seating
- Event Plaza
- Small and Large Pavilions
- Bisecting Circulation
- Large Boulder Groupings
- Lawn
- Trail Connection

**"Turntable" Roundabout**  
Railroad Turntable Theme  
Central Planting  
Brick Paving

**Southwest Development Zone**

- National Chains
- Stormwater Ready
- On-site and On-street Parking
- Visible From River Prairie Drive

**Portal Entry**  
Railroad Theme  
Sculptural

**Controlled Intersections**

- Overhead Cross Arms
- Pedestrian Connections to Neighborhood and Woodms

Existing Wood Shoreline

Hotel

Regional Trail  
Paved Surface  
12' Wale

Access To Boat Launch  
Launch East of Bridge  
Parking Under Bridge  
Paved Access Road

**Altoona "Main Street"**

- On Street Parking
- Mixed-use Buildings
- Urban Development Context
- Connected to River Prairie Park
- Restrict Access for Community Events
- Transportation Trolley Between Roundabouts

**Four Seasons Plaza**

- Event Stage and Lawn
- Interactive Spray Pad
- Refrigerated Skating Loop
- Natural Rough Sawn Log Seating
- Center Planting

Off Street Public Parking

**East Development Zone**

- National Chains
- Stormwater Ready
- On-site and On-street Parking
- Visible from Highway 53

Bio-Swale Medians

Highway 53

River Prairie Drive

General Development Plan



# River Prairie Park



# Front Porch Place



Indigenous  
Pets Music Events  
Art  
Learning Passion Local Pad  
Water  
Pit Kub Fishing Fire Barbecue Biking PPS  
Hunting Altoona Identity Sports Running Aesthetics  
Outdoors Wildlife Access Children Golf Gardening  
Square Canoe seasons Comfort Wine Splash Shopping  
Concerts Home Exercise Discovery  
Fun Nature Food Friends Family  
Books Walking Pickleball Fresh Socializing  
Adventure Bacon Kayak Beer Markets  
Festivals Unique Fitness

WordItOut

# Questions/Comments?



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**City of Altoona**  
[www.ci.altoona.wi.us](http://www.ci.altoona.wi.us)

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