



We Dig  
Downtown  
SUPERIOR

TOOLKIT



## North Tower Avenue remains OPEN for business!

The long-awaited North Tower Avenue reconstruction project from April 2013 to Spring 2014...

## Stay Informed With Construction Updates

The BID is working closely with several organizations to keep you well informed, including the Wisconsin Department of Transportation ([www.wis35towerave.com](http://www.wis35towerave.com)), the Superior Chamber of Commerce ([www.ci.superior.wi.us](http://www.ci.superior.wi.us)), the Superior Chamber of Commerce ([www.superiorchamber.org](http://www.superiorchamber.org)), the City of Superior Association ([www.developmentassociation.com](http://www.developmentassociation.com)) and others.

We will be posting information on our websites and also emailing updates to anyone wishing to receive them. Please email the BID ([info@superiorbid.com](mailto:info@superiorbid.com)) to request being included in these updates. News releases will also be sent to the media as needed.

Many businesses in the construction area will provide their own updates through Facebook postings and other means.



## Details About the 2013 North Tower Avenue Reconstruction Project

Belknap Street to North Third Street  
Plus, a detour and parking map!



PERIOR  
CHAMBER  
SUPERIOR-SOULAS COUNTY AREA  
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Superior Business Improvement District  
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These renderings show how the completed North Tower Avenue will look.



## We dig Downtown SUPERIOR

**Why is the construction necessary?** As a truck route that connects to I-335, US 53 and US 2, North Tower Avenue is a principal artery on the National Highway System. Since the last major reconstruction was in 1965, the roadway and infrastructure have deteriorated so that total reconstruction is necessary.

When completed, North Tower Avenue will provide a safe and efficient roadway to the motoring public, local traffic and pedestrians.

**Will there be access to front doors of businesses on Tower Avenue?** During construction, employees, customers and vendors will only be able to access buildings through back and side doors. Easily identifiable signs will be in place to guide you to the business entrance. There will always be access to your favorite North Tower Avenue businesses.

**Where can we park?** Parking will not be available anywhere on North Tower Avenue between Belknap and North Third Street. All other on-street parking and parking lots you're accustomed to using will remain accessible.

**Will there be regularly scheduled meetings during construction when I can provide input?** Yes. Every week there will be informal meetings with the contractor in the project manager's trailer on site. We will update times and locations on our website ([www.superiorbid.com](http://www.superiorbid.com)) and with emails.

**What is the BID doing during construction to keep people coming downtown?** Everything we can! We are implementing an ongoing public information campaign to provide timely updates to business people, residents and visitors. In addition:

- We will be posting North Tower Avenue businesses on our website [www.superiorbid.com](http://www.superiorbid.com)
- Strategically placed signs to notify the public that North Tower Avenue is open for business
- Radio commercials to keep you informed

Most of the annual events you've used to will continue (some with minor alterations during construction and weather permitting), and we're now exploring new ways to draw people downtown. That will include the weekly farmers markets, and inviting families to walk past a few orange construction cones on warm summer nights to enjoy some free ice cream cones!

**What's included in the construction?** The reconstruction is a major rebuild that includes utility improvements and a pedestrian-friendly streetscape complete with landscaping, benches, new parking and other improvements to help strengthen the commercial and residential viability of the North Tower Avenue corridor.

**What should I expect to see and hear during construction?** Construction crews will be diligent in minimizing disruptions. You'll see an increase in dust - which is not harmful, just dusty. This is a large reconstruction project and with it, many levels of construction noise will be heard.

**Will ambulances and other emergency vehicles be able to reach us?** Yes. Arrangements have been made with all emergency agencies on responding to emergency situations.

**When will the project be completed?** The roadway will be completed and open to traffic in late Fall 2013 - weather permitting, with plantings and other landscaping completed in Spring 2014.

**Will vehicles be able to drive on parts of North Street during construction?** The section from Belknap Street to North Third Street will remain closed the entire time, except for occasional cross-traffic at intersections. Every effort will be made to have two side streets open at all times on a rolling basis, but those openings and closures could change daily, so we encourage everyone to remain flexible.

All alleys will be open during construction, so you'll always have close access from Banks and Ogden. We encourage customers and employees to use these side streets.

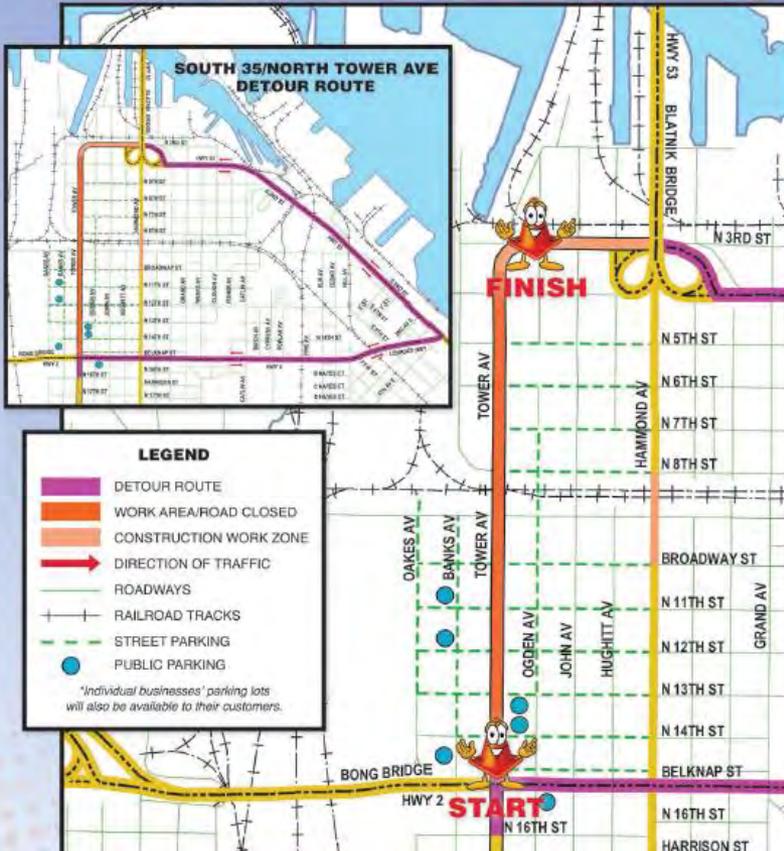
**Are there other safety concerns?** Common sense and awareness will go a long way toward ensuring everyone's safety during construction. In addition, barricades, fencing, cones and directional signs will be placed throughout the construction site. Because of detours, there will be normally quiet streets and always that be some the major access roads and we encourage you to be aware as you are driving or walking on these streets or alleys.

**Where do I call if I have questions?** Call us at the BID: 352-3557. We're here to help you before, during and after the reconstruction project.

Informational Brochures for Customers & Employees

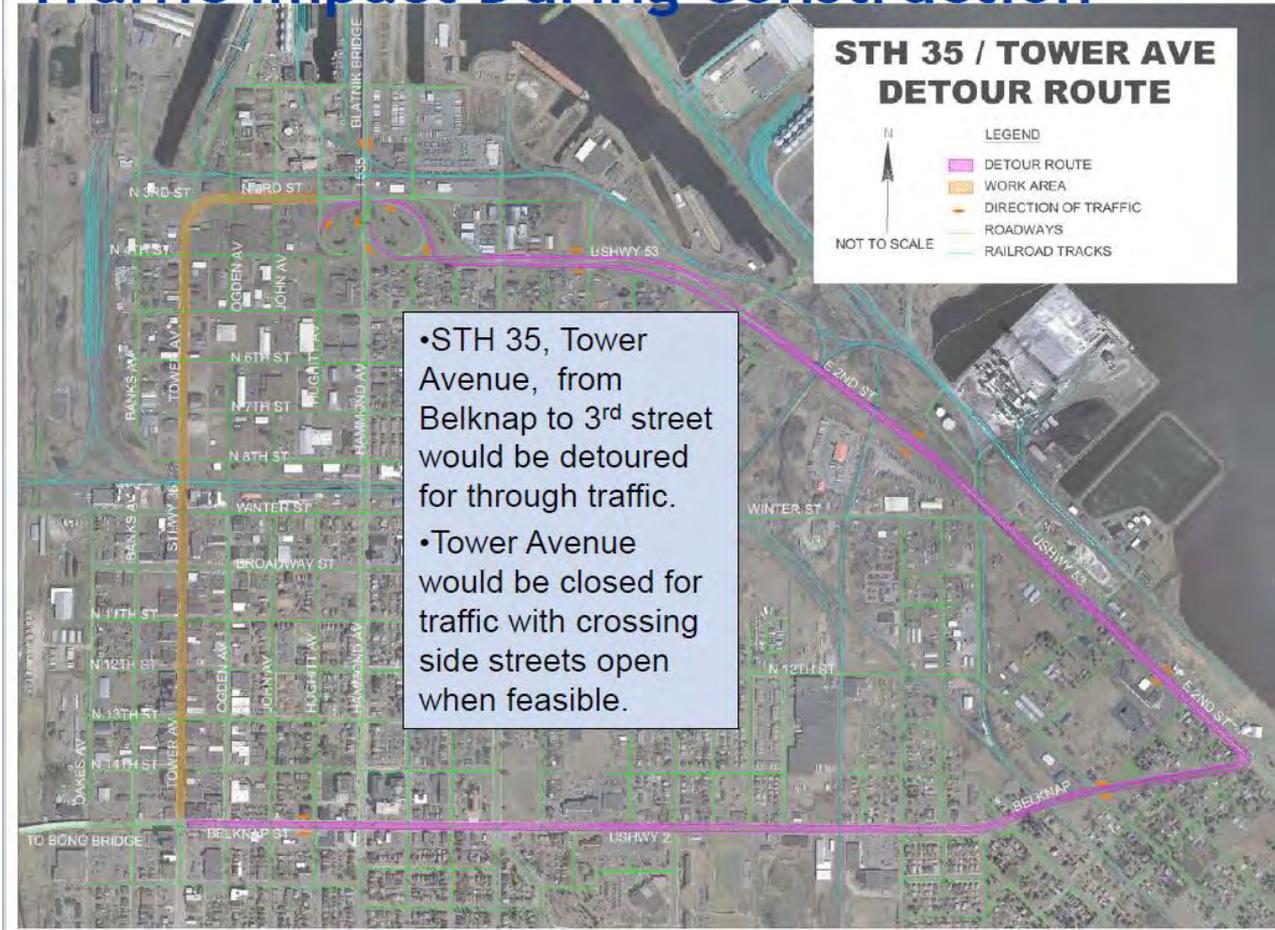
# Detour and Parking Map

It's easy to get around in the Cone Zone!

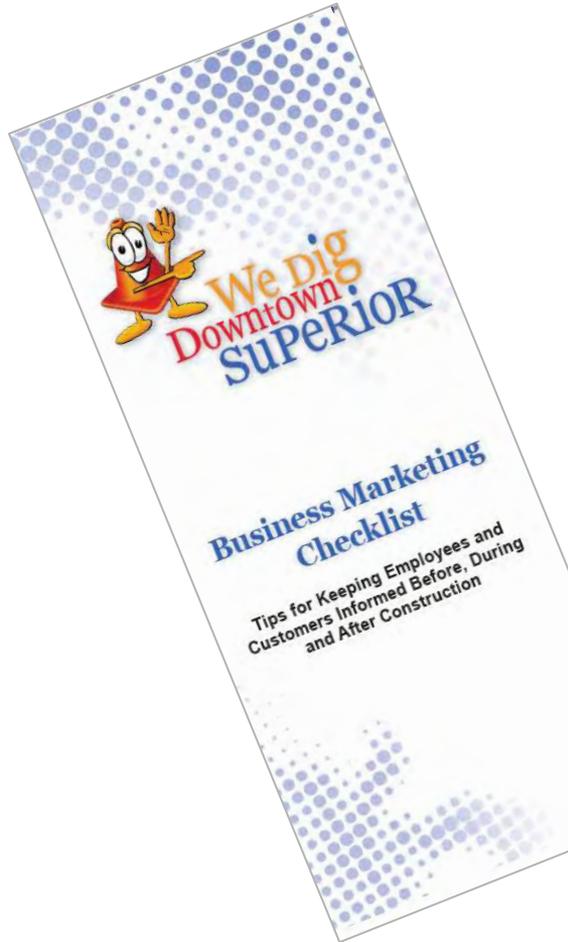


Parking, Detour & DTA Routing Maps

# Traffic Impact During Construction



Traffic Impact Information



The best way to minimize disruption to your business will be to keep yourself, your employees and your customers informed throughout the process. Here are some tips for making it easier.

**BEFORE CONSTRUCTION**

**Prepare your staff**  
Familiarize your staff with the materials included in the toolkit. They need to know as much as you do to help keep your customers (and themselves) informed. The BID recommends that businesses use their own mediums, like e-newsletters, flyers or direct mail. Consider personal phone calls, staff updates or tenant meetings to share construction information and distribute materials.

**Prepare a "construction marketing plan"**  
Lay out a calendar of activities over the six months of construction, perhaps including special promotions. Customers always like something fun and new!

**Be part of the 'North Tower Avenue Spotlights' on the BID website**

Each week on [www.superiorbid.com](http://www.superiorbid.com), we will feature three businesses in the construction area, using your company information and a brief message of your choosing. Those features will be scheduled as they are received, so we encourage you to contact Julia at the BID at your earliest convenience if you'd like to reserve your spot. There will be a charge of \$25.00 for the seven-day posting.

**Put up informational posters**

The poster includes the "We Dig Downtown Superior" logo and the message: "Getting here is easy during April-October construction!" The poster will have a large, blank area for you to add information about entering through the alley or whatever other message you may have.

This simple message will encourage people to start a discussion with you. And you can set customers' minds at ease right away that one of their favorite businesses will continue business as usual when construction is underway.

**Talk with Customers**

No one knows better than you what special considerations your regular customers might need during construction. By asking your customers, you'll help them plan and demonstrate one more example of your commitment to customer service.

**Update your website, Facebook page, etc.**

We have included an "Importance of a Website" card in the toolkit to encourage you to have a website created for your business if you don't have one in place. This card lists the most important reasons to have a website and also offers a link to economical website builders.

**Make sure your business signage is visible**

The BID has created signs and window clings for your alternate entrances. We encourage you to purchase as many as you need for your back and/or side doors. These signs are \$10 each, and you can see a preview of them inside the toolkit, along with ordering information.

**Thank your customers!**

**DURING CONSTRUCTION**

**Thank your customers**

Let them know you appreciate their continued support during the construction process.

**IMPLEMENT YOUR "CONSTRUCTION MARKETING PLAN" IN THESE AND OTHER WAYS:**

**Continue updating your website, Facebook, etc.**

Add a section to your website with a message something like the one below. Of course, we recommend tailoring it as needed to best fit your needs.

- We're still open during North Tower Avenue reconstruction.
- The long-awaited reconstruction of North Tower Avenue begins in mid-April along a stretch from Belknap Street to North Third Street – in other words, right outside our front door.
- During times when safety concerns will prevent using our front door, we invite you to enter through our back door off of the alley. We'll have the well marked for easy identification, then on the other side you'll see everything just as it's always been.
- We thank you for your patience during this reconstruction, and want you to know we greatly appreciate your continued support!

The more ways you can communicate with your customers in a timely manner, the better. If you have a Facebook and/or Twitter page, include information about the reconstruction on it. If you don't have a Facebook and/or Twitter page, consider starting one. If you've started, go to [facebook.com/help](http://facebook.com/help) and [support.twitter.com/](http://support.twitter.com/).

**Gather customer email addresses**  
Have a sheet on which customers can add their email address, so that when you have updates you'll be able to reach this important group quickly. Not only will your emails allow you to keep customers updated, they'll provide an opportunity for you to promote a special.

**Develop promotions and incentives during the construction project**

Customers are always looking forward to something new, different and fun. Advertise your promotions on your website or with flyers, maybe a drawing for a product or service. Let the BID know about it...we'd be happy to post your promotions on our website at no charge to you!

**Put brochures provided by the BID out for customers to take**

In a concise brochure, your customers will have a constant reminder of what to remember during construction.

**Stay informed**

**Be upbeat – always!**  
Enthusiasm is contagious, so if your customers see that you're taking construction in stride – and perhaps even making it fun – they will, too.

**Thank your customers again for staying loyal!**

**AFTER CONSTRUCTION**

**Keep using what worked**  
If you developed new programs or promotions related to construction that were beneficial, think of ways to continue using them in the future.

**Thank your customers again!**





## Safety Planning Checklist

**Building and Business Protective Measures and Construction Protection Strategies**

Preventative steps will ensure your business is protected and safe during construction.

### Preparation Suggestions for Property/Business Owner

**Building Name/Address:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Planning Checklist Items	Yes	No	Not Required
Conduct survey of existing conditions, including 35mm photographs, crack inventory and description of other damage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remove particularly fragile interior objects and furnishings from site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Install temporary supports beneath fragile features that are not moved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Place plywood coverings on openings that face construction area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If construction is directly adjacent, protect or cover delicate building facade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Install temporary floor coverings at entrances and seal windows facing construction site to limit dust infiltration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Planning Checklist Items	Yes	No	Not Required
Remove dust from interior surfaces on accelerated schedule.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean HVAC system and filters on accelerated schedule.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear obstructions from gutters and drainage system regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create revised emergency plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inform tenants on location of parking, access to building, and changes to emergency plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arrange alternate delivering locations and times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establish or monitor rodent control program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Safety Checklist for Your Business



**We Dig Downtown SUPERIOR**

**The Importance of Your Website During the North Tower Reconstruction**



**If your business already has a website...** we encourage you to add a message to a visible area of your home page that describes the North Tower Avenue reconstruction project. The message could be something like the one below. Of course, we recommend tailoring it as needed to best fit your needs.

**WE ARE STILL OPEN DURING THE NORTH TOWER AVENUE RECONSTRUCTION**

The long-awaited reconstruction of North Tower Avenue begins in mid-April along a stretch from Bolcamp Street to North Third Street – in other words, right outside our front door.

During times when safety concerns will prevent using our front door, we invite you to enter through our back door off of the alley. We'll have the door well marked for easy identification, then once inside you'll see everything just as it's always been.

We thank you for your patience during this construction, and want you to know we greatly appreciate your continued support!

**If you don't yet have a website...** now is the perfect time to start one. Not only because of the normal advantages a website provides (see below), but to keep your customers updated during construction.

Some of the biggest reasons for having a website are:

- It's your online storefront. People can shop and get immediate information about you 24 hours a day.
- A website enhances your professionalism, making it easy for customers to choose them over a company that doesn't inform them online.
- Websites cost next to nothing to create! Go to this website to see you can start yours today: [www.top10-website-builders.com](http://www.top10-website-builders.com)

**Update – or start – a Facebook and/or Twitter page...** the more ways you can communicate with your customers in a timely manner, the better. If you have a Facebook or Twitter page, include the information about the reconstruction on it. If you don't have a Facebook or Twitter page, consider starting one. To get started on a Facebook page, go to [www.facebook.com/help](http://www.facebook.com/help). To get started on a Twitter page, go to [support.twitter.com/](http://support.twitter.com/).

An 'Importance of a Website' Card

# Help Customers Find Your Door

## SIGNS ARE JUST \$10 EACH

Since your back door will now be your company's front door for a few months, it needs to be easy to find. But until now, most businesses haven't needed to have signs on their back doors.

So to make your new entrance visible, the Business Improvement District has produced two kinds of signs available to businesses along the construction route – for a nominal cost of \$10 per sign.



If your door is made of wood or metal, or if you'd rather affix a sign to the wall alongside your door, you might prefer this 11" x 17" sign that's made of hard plastic.



If you have a glass door, our 11" x 17" window cling may be your best choice.

Examples of Back Door Signs Available from the BID



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Superior  
Business  
Improvement  
District

1401 Tower Avenue • Suite 302 • Superior, WI 54880  
Phone: 715-394-3557 • Fax: 715-392-6131  
www.superiorbid.com

## What's the best way to update you?

Send us this form to let us know.

The Superior Business Improvement District will use a variety of communications tools to keep you updated about timelines, schedule adjustments and anything else that arises during this reconstruction project.

And we want to make sure you receive all this news in the manner most convenient for you. Please fill in this form and send it to us either by fax (715/392-6131) or mail it to:

**Superior BID  
1401 Tower Avenue  
Suite 302  
Superior, WI 54880**

Please print:

Your Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Please keep me informed on North Tower Avenue Construction updates by (check one):

Email \_\_\_\_\_

Fax \_\_\_\_\_

Phone \_\_\_\_\_

US Mail \_\_\_\_\_

We also invite you to visit the Superior BID website for updates: [www.superiorbid.com](http://www.superiorbid.com)

Thank you!

A 'How I'd Like to Receive Updates' Form



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## Here's how North Tower will look when completed!

The reconstruction is a major rebuild that includes utility improvements and a pedestrian-friendly streetscape complete with landscaping, benches, new parking and other enhancements to help strengthen the commercial and residential viability of the North Tower Avenue corridor. Here are some renderings to give you a hint of how our area will look in just a few short months.



Renderings of the Completed Project