



# City of Wisconsin Rapids Downtown Facade Improvement Program Manual

Administered by the:



Heart of Wisconsin  

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Chamber of Commerce

1120 LINCOLN STREET  
WISCONSIN RAPIDS, WI 54494

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MELISSA REICHERT,

PRESIDENT

# **DOWNTOWN FACADE GRANT IMPROVEMENT**

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# EXECUTIVE SUMMARY

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THE DOWNTOWN FACADE GRANT IMPROVEMENT PROGRAM (PROGRAM) IS DESIGNED TO STIMULATE PRIVATE INVESTMENT IN HIGH-QUALITY BUILDING IMPROVEMENTS THAT CONTRIBUTE TO THE OVERALL STRENGTH OF DOWNTOWN AS A SHOPPING AND DINING DESTINATION. THROUGH THIS PROGRAM, THE CITY WILL SHARE THE COSTS OF IMPROVING BUILDING EXTERIORS, THEREBY PROMOTING JOINT PUBLIC/PRIVATE ACTION AND INVESTMENT, WHICH WILL COMPLEMENT AND ENHANCE DOWNTOWN REVITALIZATION EFFORTS. ALL FACADE IMPROVEMENTS MUST BE CONSISTENT WITH THE DOWNTOWN WATERFRONT DESIGN GUIDELINES.

## BUDGET:

BUDGETS BASED ON RESEARCH DONE THROUGH THE WISCONSIN CHAMBER OF COMMERCE EXECUTIVES, AND STATE OF WISCONSIN MAINSTREET PROGRAM EXAMINING THE COSTS IN LIKE SIZED COMMUNITIES TO FUND AND ADMINISTER A FACADE IMPROVEMENT PROGRAM

DIRECT REIMBURSEMENT TO BUSINESS	\$ 21,000
COORDINATION OF FAÇADE IMPROVEMENT COMMITTEE 10 HOURS@ \$50.00/HR	\$ 500
COORDINATION OF PROGRAM WITH APPLICANTS/ACCOUNTING-CHECKS ETC. 35 HOURS @ \$50.00/HR	<u>\$1,750</u>
TOTAL BUDGET	\$ 23,250

# PROGRAM OVERVIEW & PURPOSE

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**THE PURPOSE OF THE FACADE IMPROVEMENT PROGRAM ("THE PROGRAM") IS TO IMPROVE THE APPEARANCE OF THE FAÇADES, THE STREET-FACING EXTERIORS OF A BUILDING, OF COMMERCIAL BUILDINGS LOCATED THROUGHOUT THE CITY OF WISCONSIN RAPIDS' DOWNTOWN. THE PROGRAM SEEKS TO IMPROVE A COMMERCIAL BUILDING'S FACADE THAT FRONTS A COMMERCIAL CORRIDOR'S PUBLIC RIGHT-OF-WAY. THE PROGRAM WORKS TO ADDRESS ESPECIALLY DETERIORATED PROPERTY CONDITIONS AND TO GENERATE BUSINESS FOR DOWNTOWN WISCONSIN RAPIDS.**

**APPROVED PARTICIPANTS OF THE PROGRAM ARE ELIGIBLE TO RECEIVE UP TO 50% OF TOTAL ELIGIBLE EXPENSES NOT TO EXCEED \$20,000.00.**

**ELIGIBLE FAÇADE IMPROVEMENT EXPENSES INCLUDE:**

- **PAINTING**
- **LIGHTING**
- **WINDOWS**
- **TILE**
- **AWNINGS**
- **CANOPIES**
- **SIGNAGE (PERMANENT ASPECTS ONLY)**

**REQUIREMENTS FOR PROGRAM SUBMISSION FOR PROJECT CONSIDERATION INCLUDE:**

- **COMPLETED APPLICATION FORM AND ACCOMPANYING DOCUMENTS; AND**
- **COMPLETED APPROVAL DOCUMENT FROM PROPERTY OWNER INDICATING UNDERSTANDING OF THE TERMS AND CONDITIONS OF THE PROGRAM.**

**THE PROGRAM IS MANAGED AND ADMINISTERED BY STAFF AT THE HEART OF WISCONSIN CHAMBER OF COMMERCE. ON AN ANNUAL BASIS, STAFF WILL:**

- **REVISE AND PUBLISH THE FACADE IMPROVEMENT PROGRAM APPLICATION ("THE APPLICATION") AS NECESSARY. REVISIONS WILL INCLUDE PERTINENT PROGRAM DEADLINES AND DATES. ADDITIONAL REVISIONS TO THE APPLICATION AND THE PROGRAM WILL BE CONSIDERED AS RECOMMENDED BY CITY COUNCIL.**
- **PREPARE PROPOSED TOTAL DOLLAR AMOUNT TO BE ALLOCATED TO EACH FACADE IMPROVEMENT PROJECT AND TOTAL BUDGET FOR ANNUAL PROGRAM FROM THE FUNDS GENERATED FROM ROOM TAX. TOTAL AMOUNT ANNUALLY ALLOCATED FOR THIS PROGRAM WILL BE SUBMITTED TO THE MAYOR AND FINANCE AND PROPERTY COMMITTEE FOR A RECOMMENDATION FOR APPROVAL BY THE CITY COUNCIL.**

**APPLICATIONS FOR THIS PROGRAM WILL BE ACCEPTED ON A FIRST COME FIRST SERVED CONTINUOUS BASIS.**

# ELIGIBILITY CRITERIA

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ELIGIBLE PARTICIPANTS OF THE PROGRAM INCLUDE PROPERTY OWNERS OF COMMERCIAL BUILDINGS WITHIN DOWNTOWN WATERFRONT PLAN PROJECT AREA AND TENANTS OF COMMERCIAL BUILDINGS. A BUSINESS OWNER WHO IS LEASING SPACE MUST HAVE:

- A CURRENT LEASE WITH A MINIMUM OF 1 YEAR REMAINING FROM THE DATE OF APPLICATION
- WRITTEN APPROVAL FROM THE PROPERTY OWNER TO PARTICIPATE IN THE PROGRAM

IN ADDITION, THE PROJECT MUST MEET THE FOLLOWING CRITERIA:

- PROJECT MUST MEET ALL STATE AND LOCAL BUILDING AND ZONING REQUIREMENTS
- PROJECTS MUST BE LOCATED IN THE DOWNTOWN WATERFRONT PLAN PROJECT AREA
- ALL PROJECTS MUST MEET WISCONSIN RAPIDS CITY CODE, FOLLOW THE WISCONSIN RAPIDS DOWNTOWN WATERFRONT PLAN ARCHITECTURAL DESIGN GUIDELINES AND ENHANCE VISUAL APPEAL AND FUNCTION

## ELIGIBLE IMPROVEMENTS

ELIGIBLE IMPROVEMENTS INCLUDE IMPROVEMENTS THAT CONTRIBUTE TO THE VISUAL ENHANCEMENT OF THE PROPERTY AS VIEWED FROM THE PUBLIC RIGHT-OF-WAY. IMPROVEMENTS MUST BE COMPREHENSIVE, INCORPORATING ENHANCEMENTS/ADDITIONS TO SEVERAL COMPONENTS OF THE EXISTING FAÇADE. EXAMPLES OF ELIGIBLE IMPROVEMENTS INCLUDE PAINTING, LIGHTING, WINDOWS, DOORS, FASCIA, TILE, CANOPIES, AWNINGS, TRIM, FASCIA BOARDS, METAL WORK AND OTHER DECORATIVE ELEMENTS, AND RESTORATION OF HISTORIC PROPERTIES.

## INELIGIBLE IMPROVEMENTS

INELIGIBLE IMPROVEMENTS INCLUDE ROOFS, NON-PERMANENT FIXTURES (INCLUDING SIGNS), SECURITY SYSTEMS, PERSONAL PROPERTY, INTERIOR WINDOW COVERINGS, EQUIPMENT, ANY IMPROVEMENTS NOT VISIBLE FROM THE PUBLIC RIGHT-OF-WAY, AND ANY IMPROVEMENTS DEEMED TO BE INCONSISTENT WITH REDEVELOPMENT PURPOSES AND OBJECTIVES.

PROPERTIES THAT ARE PRIMARILY RESIDENTIAL.

PURCHASE OF PROPERTY, INVENTORY OR WORKING CAPITAL, AND WORK COMPLETED BEFORE RECEIVING AN APPROVAL LETTER IS ALSO INELIGIBLE FOR THE PROGRAM.

# DESIGN GUIDELINES & PROGRAM STEPS

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## DESIGN GUIDELINES

THE USE OF THE CITY OF WISCONSIN RAPIDS DOWNTOWN WATERFRONT PLAN ARCHITECTURAL DESIGN GUIDELINES IS ENCOURAGED. A COPY OF THE GUIDELINES IS INCLUDED OR CAN BE PICKED UP AT THE HEART OF WISCONSIN CHAMBER OF COMMERCE.

## PROGRAM STEPS

**STEP 1: CONTACT THE HEART OF WISCONSIN CHAMBER OF COMMERCE FOR INITIAL MEETING AND DISCUSSION OF IMPROVEMENT PLANS AND REVIEW A COPY OF THE DESIGN GUIDELINES.**

**STEP 2: APPLICATION SUBMISSION. APPLICATIONS WILL BE ACCEPTED MONDAY THROUGH FRIDAY FROM 8:00 AM UNTIL 5:00 PM. CONTACT INFORMATION FOR STAFF CAN BE FOUND ON THE COVER OF THIS DOCUMENT. IF YOU MEET THE GUIDELINES, STAFF WILL PROVIDE YOU WITH A PROOF OF SUBMISSION FORM.**

**SUBMISSIONS MUST INCLUDE THE FOLLOWING:**

- COMPLETE APPLICATION
- COPIES OF ESTIMATES FOR PROPOSED WORK;
- TWO (2) COLOR PHOTOGRAPHS OF THE PROPERTY
- IF TENANT IS THE APPLICANT, LETTER OF SUPPORT FROM PROPERTY OWNER INDICATING HE/SHE IS SUPPORTIVE OF THE PROJECT AND HAS REVIEWED THE TERMS AND CONDITIONS OF THE PROGRAM.
- DRAWINGS, SKETCHES OR PLANS THAT ILLUSTRATE ALL PROPOSED WORK
- DESCRIPTION OF METHODS AND MATERIALS TO BE UTILIZED

**STEP 3: STAFF APPLICATION REVIEW PROCESS. AFTER APPLICATIONS ARE SUBMITTED, STAFF WILL EVALUATE EACH PROJECT SUBMITTED TO DETERMINE IF APPLICATION IS COMPLETE. INCOMPLETE APPLICATIONS RECEIVED WILL BE RETURNED TO APPLICANT ADVISING TO RESUBMIT A COMPLETED APPLICATION. THE FOLLOWING CRITERIA WILL BE USED:**

- TOTAL PROJECT BUDGET;
- LOCATION WITHIN THE WATERFRONT PLAN
- USE OF ENERGY EFFICIENCY MEASURES (INSTALLATION OF ENERGY SAVING WINDOWS, DOORS, ETC.);
- RETURNING UNPRODUCTIVE USES TO PRODUCTIVE USES AND/OR CREATION OF NEW RENTABLE SPACE IN A BUILDING; AND
- TOTAL LINEAR FEET OF STOREFRONT TO BE IMPROVED.

**STEP 4: FACADE IMPROVEMENT COMMITTEE WILL REVIEW PROJECT AND EITHER APPROVE, DENY OR REFER APPLICANT TO MAKE CHANGES AND REAPPLY. PARTICIPANTS ARE REQUIRED TO**

# PROGRAM STEPS, TERMS & CONDITIONS

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BE PRESENT AT ALL **FACADE IMPROVEMENT COMMITTEE MEETINGS** AT WHICH PROPOSED **FAÇADE PRO- JECTS** WILL BE DISCUSSED. FOLLOWING **STAFF REVIEW**, PARTICIPANTS WILL BE NOTIFIED OF **TIME, DATE, AND PLACE** OF THE **FACADE IMPROVEMENT COMMITTEE MEETING** AT WHICH THE APPLICATION WILL BE CONSIDERED.

**STEP 5: EXECUTION OF PROGRAM AGREEMENT.** FOLLOWING APPROVAL BY THE **FACADE IMPROVEMENT COMMITTEE**, APPROVED PARTICIPANTS WILL BE REQUIRED TO ENTER INTO AND EXECUTE A WRITTEN AGREEMENT WITH THE **CHAMBER OF COMMERCE** WHICH WILL ESTABLISH THE **TERMS, CONDITIONS, AND REQUIREMENTS** FOR PARTICIPATION IN THE PROGRAM. THE PROGRAM AGREEMENT SHALL BE IN A FORM PREPARED BY THE **CHAMBER OF COMMERCE**, CONSISTENT WITH THE **PROGRAM GUIDELINES AND OUTLINED TERMS AND CONDITIONS**. ONCE THE PROGRAM AGREEMENT HAS BEEN EXECUTED TO THE SATISFACTION OF THE COMMITTEE, A **NOTICE TO PROCEED** WILL BE ISSUED TO THE PARTICIPANT.

**STEP 6: AFTER FOLLOWING CITY OF WISCONSIN RAPIDS PERMITTING PROCESS** APPLICANT COMPLETES WORK AND PROVIDES **CHAMBER OF COMMERCE** WITH COPIES OF RECEIPTS.

**STEP 7: COMPLETED WORK IS REVIEWED BY CHAMBER OF COMMERCE STAFF AND CITY OF WISCONSIN RAPIDS STAFF AS NECESSARY.**

**STEP 8: APPLICANT RECEIVES CHECK FOR ½ OF THEIR FAÇADE IMPROVEMENT EXPENDITURES UP TO \$20,000.00**

## TERMS & CONDITIONS

IN ACCORDANCE WITH THE **PROGRAM GUIDELINES**, **CHAMBER OF COMMERCE**, UTILIZING AN ALLOCATION FROM **ROOM TAX COLLECTIONS**, WILL PROVIDE FINANCIAL ASSISTANCE UP TO THE APPROVED AMOUNT OF A PROJECT AT NO MORE THAN HALF OF THE TOTAL PROJECT COST WITH A MAXIMUM GRANT OF **\$20,000.00**.

ANY GRANTS PAID BY THE **CHAMBER OF COMMERCE** PURSUANT TO THIS PROGRAM SHALL NOT BE MADE UNTIL ALL WORK HAS BEEN COMPLETED; ALL IMPROVEMENT WORK HAS BEEN INSPECTED AND APPROVED. **NOTE: COMMENCEMENT OF WORK WITHOUT AN EXECUTED PROGRAM AGREEMENT WILL AUTOMATICALLY DISQUALIFY A PARTICIPANT FROM BEING ELIGIBLE TO PARTICIPATE IN THE PROGRAM.**

**PROJECT COMPLETION: PROJECTS MUST BE COMPLETED WITHIN NINETY (90) DAYS OF APPROVAL DATE (EXTENSIONS WILL BE CONSIDERED ON A CASE-BY-CASE BASIS).**

**PROPERTY TAXES AND LIENS: PROPERTY TAXES MUST BE CURRENT, AND PARTICIPANTS MAY HAVE NO DEBTS IN ARREARS TO THE CITY WHEN THE COMMITMENT LETTER IS ISSUED.**

**VOLUNTARY CONDITIONS: ALL COMPLETED PROJECTS WILL BE ASKED AND ENCOURAGED TO DISPLAY A SIGN (PROVIDED BY THE CITY) FOR 24 MONTHS INDICATING THAT FUNDS FROM THE CITY OF WISCONSIN RAPIDS WAS INVOLVED IN THE IMPROVEMENT.**

# DOWNTOWN WISCONSIN RAPIDS FAÇADE GRANT APPLICATION

NAME OF APPLICANT: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

ADDRESS OF PROPERTY THAT WORK WILL BE DONE ON: \_\_\_\_\_

NAME OF OWNER OF THE PROPERTY IN QUESTION: \_\_\_\_\_

OWNERS ADDRESS: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

WHAT IS THE EXISTING USE(S) OF THE STOREFRONT IN QUESTION? \_\_\_\_\_

DATE THE BUILDING WAS CONSTRUCTED? \_\_\_\_\_

WILL YOU BE USING THE SERVICES OF A DESIGN PROFESSIONAL FOR THIS PROJECT? \_\_\_\_\_

IF YES, WHO? \_\_\_\_\_

PLEASE BRIEFLY DESCRIBE THE WORK YOU PROPOSE TO DO FOR THIS PROJECT: \_\_\_\_\_

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PLEASE LIST THE MAJOR COMPONENTS FOR THIS PROJECT, CONTRACTORS WHO WILL BE DOING THE WORK, AND A BREAKDOWN OF ESTIMATED COSTS.

ITEM	CONTRACTOR	COST

WHAT IS THE TOTAL ESTIMATED COST OF THIS PROJECT? \_\_\_\_\_

PROPOSED STARTING DATE: \_\_\_\_\_ PROPOSED COMPLETION DATE: \_\_\_\_\_



# DOWNTOWN WISCONSIN RAPIDS FAÇADE GRANT APPLICATION

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## INVENTORIES

THE FOLLOWING CHECK LIST OF MATERIALS MUST BE PROVIDED ALONG WITH THE APPLICATION FORM:

- COPY OF A RECENT PHOTOGRAPH SHOWING CURRENT CONDITION OF THE BUILDING.
- HISTORIC PHOTOS IF APPLICABLE.
- SCALE DRAWING(S) SHOWING ALTERATIONS, COLORS, CHANGES OR IMPROVEMENTS BEING PROPOSED IF APPLICABLE.
- COPIES OF WRITTEN COST ESTIMATES FROM CONTRACTORS.
- DESCRIPTION OF THE MATERIALS TO BE USED IN CONSTRUCTION
- IF THE PROJECT IS BEING CARRIED OUT BY A TENANT, WRITTEN APPROVAL FROM THE PROPERTY OWNER AND EVIDENCE OF LEASEHOLD INTEREST MUST BE PROVIDED. **THE PROPERTY OWNER MUST ALSO SIGN THIS APPLICATION.**

THE UNDERSIGN APPLICANTS AFFIRMS THAT:

- THE INFORMATION SUBMITTED HEREIN IS TRUE AND ACCURATE TO THE BEST OF MY (OUR) KNOWLEDGE.
- I (WE) HAVE READ AND UNDERSTAND THE CONDITIONS OF THE **DOWNTOWN WISCONSIN RAPIDS FAÇADE GRANT PROGRAM** AND AGREE TO ABIDE BY ITS CONDITIONS AND GUIDELINES.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

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## STAFF USE ONLY

DATE RECEIVED: \_\_\_\_\_ DATE APPROVED/SENT BACK FOR REVISIONS: \_\_\_\_\_

PROJECT MODIFICATIONS: \_\_\_\_\_

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DATE COMMITMENT LETTER SENT: \_\_\_\_\_ DATE PROJECT COMPLETED: \_\_\_\_\_

DATE MATCHING GRANT SENT: \_\_\_\_\_

# WISCONSIN RAPIDS

## DOWNTOWN WATERFRONT

ARCHITECTURAL

DESIGN

GUIDELINES



A HANDBOOK OF TOOLS

# ARCHITECTURAL DESIGN GUIDELINES

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VIEW WEST OVER RIVERVIEW EXPRESSWAY

## PURPOSE

IT IS IMPORTANT FOR PROPERTY OWNERS TO INVEST IN BUILDING AND STOREFRONT IMPROVEMENTS TO CREATE A STRONGER SENSE OF PLACE AND IDENTITY FOR DOWNTOWN WISCONSIN RAPIDS AND THE SURROUNDING AREA. PUBLIC AND PRIVATE INVESTMENT TO CREATE A MORE PLEASING IMAGE OF DOWNTOWN IS A KEY PART OF A COMPREHENSIVE ECONOMIC REVITALIZATION STRATEGY FOR THE DOWNTOWN. THE DESIGN GUIDELINES PRESENTED IN THE FOLLOWING PAGES ARE INTENDED TO HELP PROPERTY OWNERS, BUSINESS OWNERS AND DEVELOPERS MAKE SOUND INVESTMENT DECISIONS ABOUT BUILDING IMPROVEMENTS THAT WILL ENHANCE THE CHARACTER AND IDENTITY FOR THE DOWNTOWN. IT IS NOT THE INTENT OF THESE GUIDELINES TO RESTRICT INDIVIDUAL EXPRESSION BUT RATHER DIRECT THAT EXPRESSION TOWARDS A STANDARD OF QUALITY. WHEN APPLIED, THESE GUIDELINES WILL ENSURE AGAINST FRAGMENTED OR INCOMPATIBLE DEVELOPMENTS AND REDUCE THE VISUAL IMPACT OF UNINFORMED DESIGN DECISIONS.

IMPLEMENTATION OF DESIGN GUIDELINES WILL RESULT IN AN ATTRACTIVE VISUAL CHARACTER FOR THE CITY AND INSTILL A SENSE OF COMMUNITY PRIDE. PROPERTY OWNERS ARE ENCOURAGED TO MAINTAIN, PRESERVE, RESTORE OR RECONSTRUCT THOSE SPECIAL ARCHITECTURAL FEATURES THAT CONTRIBUTE TO THE HISTORIC CHARACTER OF THE DOWNTOWN. BEFORE ANY BUILDING CHANGES OR ADDITIONS ARE MADE, IT IS IMPORTANT TO UNDERSTAND THE HISTORIC INTEGRITY OF THE STRUCTURE, THE BUILDING'S RELATIONSHIP TO NEARBY BUILDINGS AND OPEN SPACES AND THE BUILDING'S CONTRIBUTION TO THE DESIRED DOWNTOWN CHARACTER AND THEME. TO THIS END, BUILDING OWNERS SHOULD INVESTIGATE HOW THE BUILDING WAS ORIGINALLY DESIGNED AND DETAILED AS A STARTING POINT FOR MAKING CHANGES.

THE FOLLOWING WILL DESCRIBE; EXISTING GUIDELINES AND RECOMMENDATIONS, ARCHITECTURAL BUILDING ELEMENTS, GENERAL ARCHITECTURAL DESIGN PRINCIPLES AND ARCHITECTURAL PRINCIPLES BY BUILDING TYPE INCLUDING SIGNAGE AND REAR ENTRANCES, BUILDING SITING, LANDSCAPING, ETC.

# EXISTING GUIDELINES & RECOMMENDATIONS / PROJECT AREA



VIEW SOUTHWEST OVER DAM

## EXISTING GUIDELINES & RECOMMENDATIONS

EXISTING EFFORTS TO GUIDE ARCHITECTURAL DESIGN, RENOVATION AND PRESERVATION IN THE DOWNTOWN AND SURROUNDING NEIGHBORHOODS EXIST, BUT ARE NOT CURRENTLY REQUIRED UNDER ANY OF THE CITY'S ZONING ORDINANCES.

## PROJECT AREA

THE GENERAL INTENT OF THESE DESIGN GUIDELINES IS TO ENHANCE THE ARCHITECTURAL CHARACTER AND SCALE OF THE HISTORIC DOWNTOWN AND THE CENTRAL BUSINESS DISTRICT CORE. THE DOWNTOWN CORE AREA EXTENDS ALONG GRAND AVENUE FROM THE INTERSECTION OF LINCOLN AND JACKSON STREETS ON THE EAST SIDE OF THE RIVER TO JACKSON STREET ON THE WEST SIDE. THE DESIGN GUIDELINES EXTEND ONTO OTHER COMMERCIAL AND MIXED USE AREAS IN THE DOWNTOWN INCLUDING 2ND, 3RD AND 4TH STREETS THAT ARE PERPENDICULAR TO GRAND AVENUE; FIRST STREET AND MARKET STREET, EAST OF THE WISCONSIN RIVER AND 1ST, 2ND, 3RD AND 4TH AVENUES, JOHNSON STREET, GOGGINS STREET, CHASE AND HALE STREETS, AND JACKSON STREET ON THE WEST.



Downtown Waterfront

# HISTORIC BUILDING IMPROVEMENTS

THE KEY TO HISTORIC BUILDING IMPROVEMENTS IS THE TREATMENT OF THE ENTIRE FAÇADE (THE STOREFRONT, UPPER FAÇADE AND CORNICE) AS A SINGLE UNIT AND THE RETENTION OF AS MUCH OF THE ORIGINAL BUILDING CHARACTER AS POSSIBLE. WHEN REPLACEMENT OR REPAIR IS NECESSARY, IT SHOULD REFLECT THE ORIGINAL DESIGN AND MATERIALS AS CLOSELY AS POSSIBLE. IF NEW MATERIALS ARE NECESSARY, THEY SHOULD BE SYMPATHETIC TO THE ORIGINAL MATERIALS.



HISTORIC WISCONSIN RAPIDS RETAIL DISTRICT

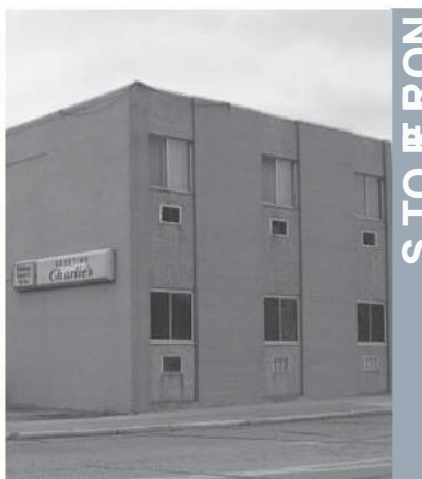


# HISTORIC BUILDING IMPROVEMENTS

## GOOD



## NEEDS IMPROVEMENT



CORNICE

UPPER FAÇADE

STOREFRONT

THE CORNICE IS A PROJECTED MOLDING AT THE UPPERMOST TERMINATION OF THE BUILDING FAÇADE. EARLY DESIGNERS WERE PARTICULARLY CONCERNED WITH HOW A BUILDING MET THE SKY AND FANCIFULLY CONCEIVED CORNICES TO CROWN THEIR BUILDING. ORIGINAL CORNICES THAT ARE STILL INTACT SHOULD BE REPAIRED AND RETAINED AND CARE SHOULD BE TAKEN TO PROTECT THE CORNICE FROM DETERIORATION. CORNICES ARE ONE OF THE KEY DESIGN FEATURES OF BUILDINGS IN CENTRAL BUSINESS DISTRICTS. THE ADDITION OF A SIMPLE CORNICE TO A BUILDING WILL HELP THE BUILDING FIT BETTER INTO THE OVERALL CONTEXT OF THE STREET.

THE UPPER PORTION OF THE BUILDING FAÇADE DIRECTLY ABOVE THE STOREFRONT. GENERALLY, UPPER FAÇADES HAVE RETAINED THEIR HISTORIC INTEGRITY WHILE THE STOREFRONTS HAVE BEEN ALTERED. WHERE THEY HAVE BEEN ALTERED, THE BUILDING OWNER SHOULD ATTEMPT TO BRING BACK THE ORIGINAL DESIGN ELEMENTS AND MATERIALS, EVEN IF IT IS NOT A "RESTORATION" OF THE ORIGINAL. THE BUILDING OWNER SHOULD AVOID ALTERING, CONCEALING OR REMOVING HISTORIC DETAILS WHEN RENOVATING THE UPPER FAÇADE OF OLDER BUILDINGS.

THE STOREFRONT IS THE STREET LEVEL PORTION OF THE BUILDING FAÇADE AND IS THE MOST IMPORTANT ARCHITECTURAL FEATURE OF HISTORIC COMMERCIAL BUILDINGS. THE STOREFRONTS ON BUILDINGS SUCH AS THE BUILDINGS SHOWN TO THE NEAR LEFT ARE EXAMPLES OF HISTORIC STOREFRONTS THAT COULD BE REHABILITATED BACK TO THEIR ORIGINAL CHARACTER. REHABILITATION OF HISTORIC STOREFRONTS IN THE DOWNTOWN CORE IS CRITICAL TO ESTABLISHING A UNIQUE VISUAL CHARACTER FOR THE DOWNTOWN.

# GENERAL ARCHITECTURAL DESIGN PRINCIPLES

THE FOLLOWING GENERAL PRINCIPLES ARE APPLICABLE TO DOWNTOWN WISCONSIN RAPIDS AND ITS ADJACENT RIVER FRONTAGES. THEY ARE INTENDED TO GUIDE THE ARCHITECTURAL DESIGN OF FUTURE REHABILITATED AND NEW STRUCTURES, WHICH AFFECT THE FUNCTION, IMAGE, CHARACTER AND VISUAL APPEARANCE OF THE DOWNTOWN.

## CONTEXT

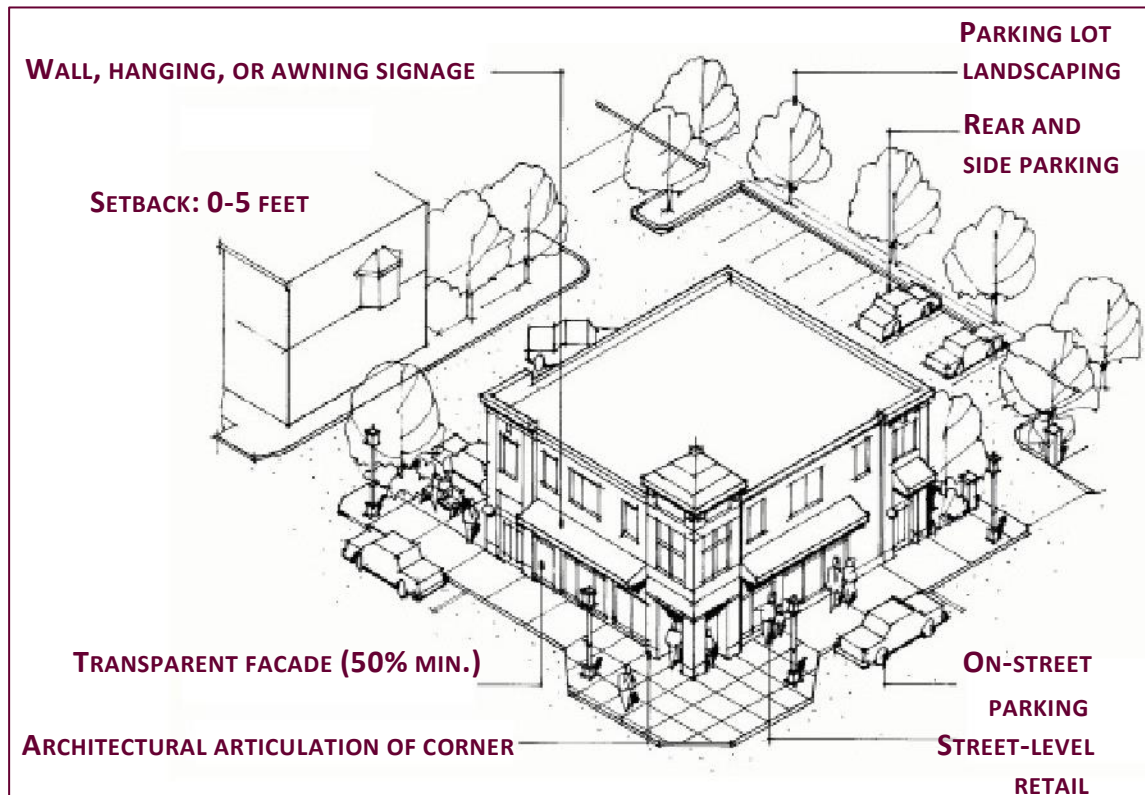
THE DESIGN OF A NEW STRUCTURE SHOULD BE PLACED IN THE CONTEXT OF DOWNTOWN WISCONSIN RAPIDS'S HISTORY, LOCAL CULTURE, AS WELL AS THE IMMEDIATE NEIGHBORHOOD AND ARCHITECTURAL SCALE AND CHARACTER. NEW STRUCTURES SHOULD:

- REFLECT THE BUILDING TRADITIONS OF DOWNTOWN WISCONSIN RAPIDS.
- ENHANCE THE EXISTING CHARACTER OF ITS NEIGHBORHOOD.
- CONTRIBUTE TO THE APPROPRIATE EXISTING VERTICAL AND HORIZONTAL STREET SCALE.
- CONTRIBUTE TO THE (MATERIALS AND COLOR) HARMONY OF THE STREET'S APPEARANCE.

## BUILDING SITE

THE LOCATION OF A NEW STRUCTURE ON ITS SITE DETERMINES ITS RELATIONSHIP TO THE STREET AND ITS NEIGHBORS. THE SITE OF A NEW BUILDING SHOULD:

- ENHANCE THE DEFINITION OF THE STREET.
- BE CONDUCTIVE TO PEDESTRIAN AND BICYCLE USE.
- LOCATE SERVICE AND PARKING AREAS TO FUNCTIONAL, YET, UNOBTRUSIVE LOCATIONS.



# GENERAL ARCHITECTURAL DESIGN PRINCIPLES



**BUILDING SCALE** THE SCALE OF A BUILDING HAS AN IMPORTANT INFLUENCE ON THE CHARACTER OF A PLACE.

RECOMMENDATIONS FOR THE SCALE OF A NEW STRUCTURE AND ITS DESIGN ELEMENTS SHOULD REFLECT THE GOALS OF MASTERPLAN AND THE DESIRED HISTORICAL CHARACTER OBJECTIVES FOR THE DOWNTOWN. BUILDING HEIGHT IS A PRIMARY FACTOR IN DETERMINING THE SENSE OF SCALE OF AN AREA. THE CHARACTER AND HARMONY OF A DISTRICT IS ENHANCED BY CONSISTENT VERTICAL SCALE. THE WIDTH OF NEW STRUCTURES AND THEIR PRIMARY ELEMENTS CREATE A RHYTHM ON THE STREET. SCALE SHOULD BE APPROPRIATE TO THE ORIENTATION OF THE STREET. GENERALLY, IN THE CENTRAL BUSINESS DISTRICT, A PEDESTRIAN-ORIENTED SCALE IS DESIRED.

AVOID LARGE FOOTPRINT BUILDINGS AND LARGE SCALE SURFACE PARKING AS WELL AS "TOO-SMALL" BUILDINGS WITHIN BLOCKS OF DENSER DEVELOPMENT (E.G. ONE-STORY BUILDING WITHIN CONTEXT OF MULTI-STORY BUILDINGS).

## BUILDING FORM

BUILDING FORM HAS A STRONG INFLUENCE ON THE CHARACTER OF PLACE AND THE URBAN SPACES AROUND IT. SHAPE OF THE STRUCTURE IN PLAN AND ITS ROOF FORM SHOULD REFLECT THE DESIRED CHARACTER OF PLACE AND COMPATIBILITY WITH ITS NEIGHBORS.

## MATERIALS & COLOR

AFTER SCALE AND FORM, MATERIALS AND COLOR CREATE THE GREATEST IMPRESSION AND DETERMINES HOW A BUILDING WILL BLEND WITH ITS NEIGHBORS. BUILDINGS, WHICH EXPERIENCE PEDESTRIAN CONTACT, SHOULD BE CONSTRUCTED OF SMALLER SCALED MATERIALS SUCH AS LIMESTONE, BRICK, ETC. THESE MATERIALS ARE RECOMMENDED BECAUSE OF THEIR TRADITIONAL USE IN WISCONSIN RAPIDS, THEIR DURABILITY, AND SCALE. COLORS SHOULD BE CHOSEN FROM A PALETTE THAT OFFERS VARIETY, YET, EXCLUDES RADICAL DEVIATIONS.





# GENERAL ARCHITECTURAL DESIGN PRINCIPLES

## FAÇADE TREATMENT

BUILDING FACADES SHOULD ADD TO THE VITALITY AND PEDESTRIAN SCALE OF THE CITY CENTER. TRANSPARENT FACADES (ESPECIALLY AT STREET LEVEL) THAT EXPOSE ACTIVITY TO THE STREET SHOULD BE ENCOURAGED. OPAQUE, UNARTICULATED FACADES, ESPECIALLY AT STREET LEVEL, SHOULD BE DISCOURAGED.

EXAMPLE OF UNARTICULATED FACADE AT STREET LEVEL



EXAMPLE OF A WELL-ARTICULATED FACADE AT STREET LEVEL



HISTORIC IMAGE OF BUILDING FACADES IN DOWNTOWN WISCONSIN RAPIDS (CIRCA 1950)



# GENERAL ARCHITECTURAL DESIGN PRINCIPLES

## STYLE & CHARACTER

STYLE AND CHARACTER OF NEW STRUCTURES DOES NOT HAVE TO BE LIMITED TO A SINGLE ERA. A MIX OF STYLES CAN REFLECT THE EVOLUTION OF DOWNTOWN WISCONSIN RAPIDS AND CAN BE UNITED BY HARMONIOUS SCALE, USE OF MATERIALS, STREETScape, ETC. NEW STRUCTURES SHOULD BE "URBAN" IN CHARACTER AND AVOID THE LARGE SCALE AND CHARACTER MORE APPROPRIATE FOR SUBURBAN LOCATIONS.

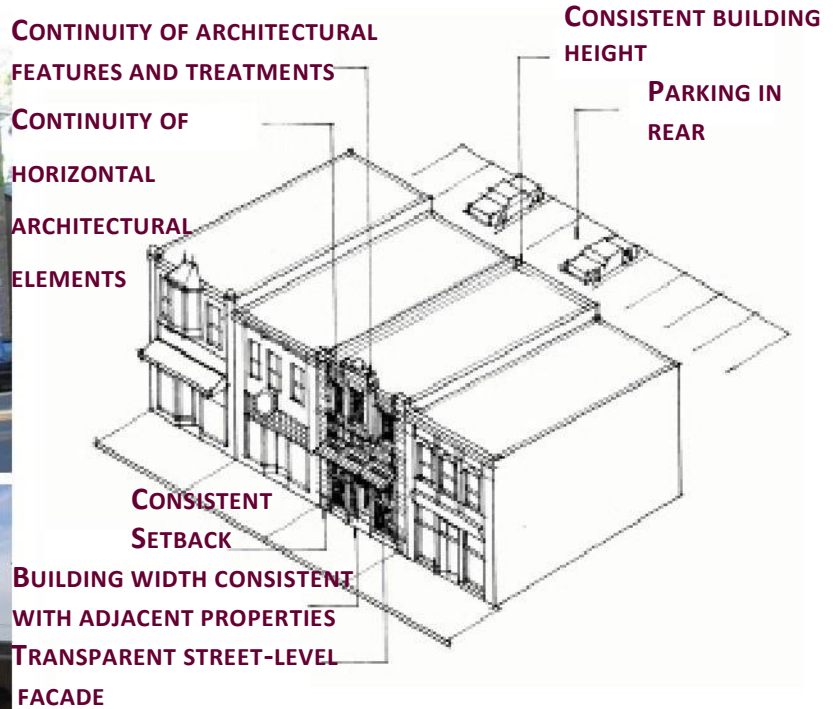
## CRAFTSMANSHIP

STRESS QUALITY CRAFTSMANSHIP IN ALL CONSTRUCTION. QUALITY CRAFTSMANSHIP CREATES AN IMAGE OF PRIDE. A NEGATIVE IMAGE CAN BE CREATED IF LOW-QUALITY MATERIALS ARE USED OR IF POORLY IMPLEMENTED.

## DESIGN INTEGRITY

WHEN RENOVATING AND REHABILITATING EXISTING STRUCTURES, OFTEN, THE BEST GUIDELINE TO FOLLOW IS TO WORK WITH THE INTEGRITY OF ORIGINAL BUILDING DESIGN. MAINTAIN ORIGINAL VERTICAL AND HORIZONTAL RHYTHMS, PROPORTIONS OF DESIGN ELEMENTS, TREATMENT OF UPPER AND LOWER FACADES (I.E. STOREFRONTS), BASE AND CORNICE TREATMENT, ETC.

EXAMPLE OF WELL ARTICULATED FACADE AT STREET LEVEL



EXAMPLE OF RAPIDS MALL ENTRY/BUILDING ARTICULATION

# GENERAL ARCHITECTURAL DESIGN PRINCIPLES

## RIVERFRONT & OPEN SPACE FRONTAGE

STRUCTURES, WHICH ARE LOCATED ADJACENT TO THE WISCONSIN RIVER, SHOULD BE SITED AND DESIGNED WITH RIVER EXPOSURE IN MIND. NEW STRUCTURES SHOULD BE INTEGRATED WITH PROPOSED RIVERFRONT IMPROVEMENTS (SUCH AS A RIVERFRONT PATH, OR PARK) AND ORIENT ACTIVE SPACES AND HUMAN-SCALED FAÇADES TOWARD THE RIVERFRONT. IN SOME CASES THE BUILDINGS WILL REQUIRE A FOUR-FAÇADE OR MULTIPLE -FAÇADE DESIGN AS THEY MAY FACE THE RIVER AND THE STREET.

## GATEWAY CORRIDORS/ARTERIALS/DOWNTOWN ENTRIES

AS IDENTIFIED IN THE MASTER PLAN, CERTAIN STREETS (I.E. GRAND AVENUE, JACKSON STREET, ETC.) AND INTERSECTIONS ARE PARTICULARLY IMPORTANT TO PORTRAYING THE IMAGE OF THE CENTER CITY OF WISCONSIN RAPIDS. THESE INCLUDE ARTERIAL STREETS CARRYING ARRIVING VISITORS AND POINTS ON THESE CORRIDORS THAT ARE "GATEWAYS" TO THE CENTER CITY. ARCHITECTURAL DESIGN OF THESE GATEWAY CORRIDORS SHOULD MEET HIGHER STANDARDS AND CREATE CONTINUITY.

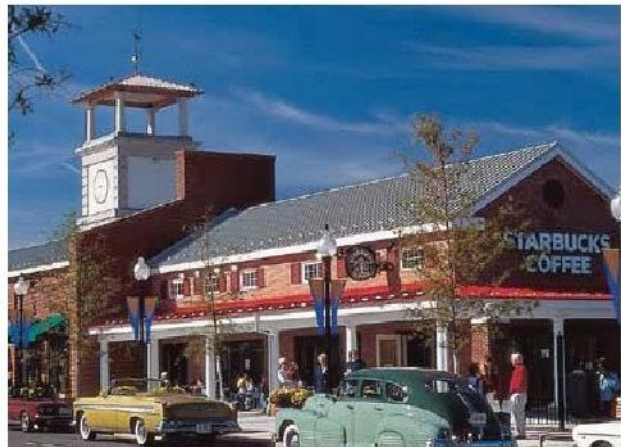
## FOCAL POINTS

SITES AT THE END OF STREET VISTAS, PARTICULARLY THOSE OF MAJOR ARTERIAL STREETS, ARE MUCH MORE VISIBLE THAN OTHER SITES. (OFTEN COMMUNITY STRUCTURES ARE PLACED HERE BECAUSE OF THIS PROMINENCE.) DESIGN OF THESE SITES AND STRUCTURES SHOULD MEET HIGHER STANDARDS AND SHOULD CREATE A PROPER ARCHITECTURAL TERMINUS. THE EXISTING CLOCK STRUCTURE ACTS AS A FOCAL POINT/LANDMARK IN THE DOWNTOWN. THE PROPOSED CIVIC FOCAL FEATURE ON THE TRIANGLE BLOCK REDEVELOPMENT IS SITUATED TO ACT AS A TERMINATING FOCAL POINT TO THE ENTERTAINMENT DISTRICT. RIVER FOUNTAINS BETWEEN THE BRIDGES WILL ALSO ACT AS FOCAL FEATURES CONNECTING THE CITY TO THE RIVER. EACH ROUNDABOUT CENTER INHERENTLY FUNCTIONS AS A FOCAL POINT DUE TO ITS GEOMETRY AND CIRCULATION PATTERNING. THESE ELEMENTS ARE THE ITEMS RESIDENTS WILL REFERENCE WHEN GUIDING CITY VISITORS.

BUILDINGS AS BACKDROP TO OPEN SPACE



CLOCK TOWER AS FOCAL POINT



# GUIDELINES FOR THE REHABILITATION OF EXISTING HISTORIC STOREFRONTS



- **THE ARCHITECTURAL CHARACTER OF BUILDINGS ON GRAND AVENUE AND IN THE CENTRAL CITY AREA SHOULD REFLECT TRADITIONAL ARCHITECTURAL THEMES.**
- **IF THE BUILDING HAS AN INTACT AND ORIGINAL STOREFRONT, PRESERVE THE STOREFRONT'S CHARACTER.**
- **AVOID THE USE OF MATERIALS THAT WERE UNAVAILABLE WHEN THE BUILDING WAS CONSTRUCTED, INCLUDING VINYL AND ALUMINUM SIDING, MIRRORED OR TINTED GLASS, ARTIFICIAL STONE AND BRICK VENEER.**
- **CHOOSE PAINT COLORS BASED ON THE BUILDING'S HISTORIC APPEARANCE.**
- **ORIGINAL ELEMENTS SHOULD BE PRESERVED WHERE POSSIBLE (TRANSOM WINDOW, TOWERS, GLASS, DOORWAY ELEMENTS, FRAMES).**

## GUIDELINES FOR DESIGNING REPLACEMENT STOREFRONTS

- **THE ARCHITECTURAL DESIGN OF BUILDINGS IN THE CENTRAL CITY AREA SHOULD REFLECT TRADITIONAL ARCHITECTURAL THEMES.**
- **RESPECT THE SCALE AND PROPORTION OF THE EXISTING BUILDINGS.**
- **SELECT CONSTRUCTION MATERIALS THAT ARE APPROPRIATE TO THE STOREFRONT. RESPECT THE SEPARATION BETWEEN THE STOREFRONT AND UPPER STORIES.**
- **DIFFERENTIATE THE PRIMARY RETAIL ENTRANCE FROM THE SECONDARY ENTRANCE TO UPPER FLOORS.**
- **THE STOREFRONT GENERALLY SHOULD BE AS TRANSPARENT AS POSSIBLE. USE GLASS DOOR PANELS AND GLASS DISPLAY AREAS TO ALLOW FOR VISIBILITY.**
- **KEEP SECONDARY DESIGN ELEMENTS SUCH AS GRAPHICS AND AWNINGS SIMPLE TO AVOID VISUAL CLUTTER.**
- **FABRIC AWNINGS ARE USEFUL TO SHELTER PEDESTRIANS AND PROTECT WINDOW DISPLAYS AND CAN BE VISUALLY APPEALING THEY ARE RELATED TO THE BUILDING. PLASTIC AND METAL CANOPIES SHOULD BE AVOIDED.**
- **CANOPIES THAT ARE NOT PART OF THE ORIGINAL BUILDING DESIGN SHOULD BE AVOIDED.**

# GUIDELINES FOR NEW DEVELOPMENT AND INFILL

NEW INFILL CONSTRUCTION SHOULD BE DESIGNED TO HONESTLY REFLECT THE BUILDING'S SPECIFIC USE AND ARCHITECTURAL PERIOD WHILE MAINTAINING A UNIFIED APPEARANCE WITH ADJOINING BUILDINGS. DESIGNS THAT COPY HISTORIC APPEARANCE ARE DISCOURAGED. BLAND FACADES WITH VERY LITTLE DETAIL SHOULD BE AVOIDED. THE MASS, VOLUME AND HEIGHT OF NEW INFILL BUILDINGS SHOULD BE COMPATIBLE WITH NEIGHBORING BUILDINGS. THIS IS TRUE OF CONTINUOUS BLOCK FACES OR BLOCK FACES WITH A SERIES OF DETACHED BUILDINGS.

THE PROPOSED FACADES FOR NEW INFILL BUILDINGS SHOULD RELATE TO NEIGHBORING BUILDINGS IN TERMS OF WINDOW SILL OR HEADER LINES, PROPORTION OF WINDOW AND DOOR OPENINGS, HORIZONTAL OR VERTICAL EMPHASIS AND ARCHITECTURAL DETAIL.

DEMOLITION OF EXISTING BUILDINGS SHOULD OCCUR ONLY WHEN BUILDINGS ARE FOUND TO BE STRUCTURALLY UNSOUND OR PHYSICALLY INCAPABLE OF SUPPORTING A VIABLE USE. IF DEMOLITION OCCURS, THE RESULTING VOID SHOULD BE DESIGNED TO MAINTAIN THE ARCHITECTURAL RHYTHM AND CHARACTER OF THE BLOCK FACE.

## EXAMPLES OF INFILL DEVELOPMENT WITH HISTORIC QUALITIES AND SCALING

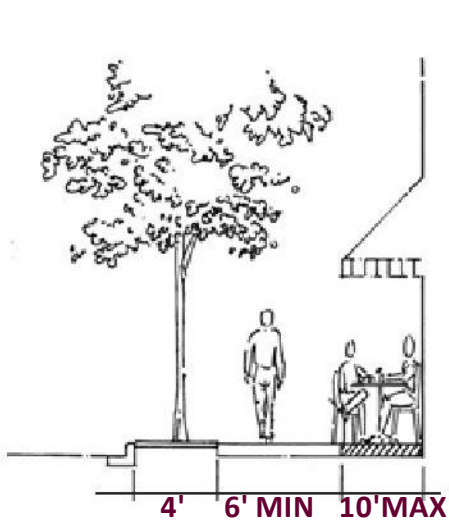


# GUIDELINES FOR NEW DEVELOPMENT AND INFILL

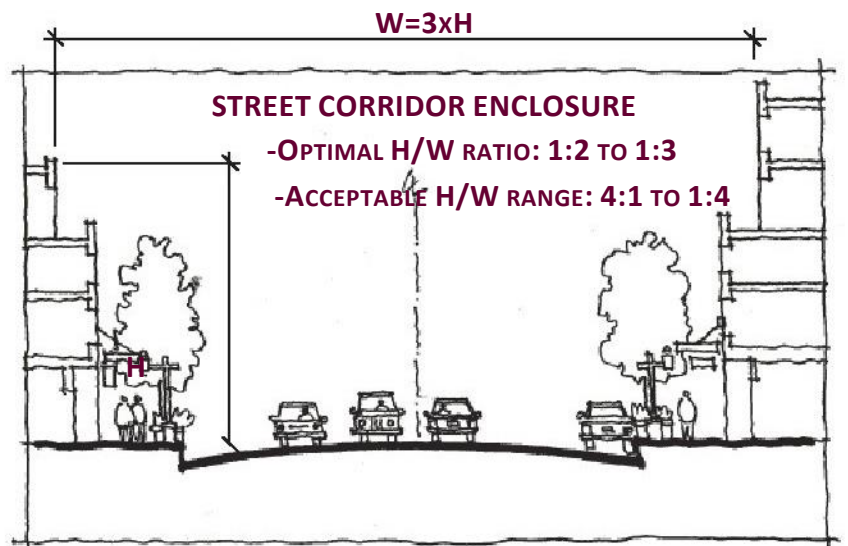
## APPROPRIATE SCALED DOWNTOWN INFILL DEVELOPMENT



**PARKING STRUCTURE WITH MIXED-USE ON THE FIRST FLOOR**



**BUILDING SETBACKS CAN PROVIDE SPACE FOR LANDSCAPING AND ACTIVITIES SUCH AS OUTDOOR EATING TO ENHANCE THE PUBLIC SIDEWALK**



**RECESSING THE UPPER STORIES OF DEVELOPMENT ON ARTERIALS MAINTAINS NATURAL LIGHT ON THE STREET AND MINIMIZES THE IMPACT OF HEIGHT ON PEDESTRIANS**

# GUIDELINES FOR ARCHITECTURAL SIGNAGE

ONE OF THE MOST IMPORTANT DETERMINANTS OF THE VISUAL CHARACTER AND COHERENCY OF DOWNTOWN WISCONSIN RAPIDS AND THE HEALTH OF ITS COMMERCIAL DISTRICTS IS SIGNAGE. CONSISTENT GUIDELINES SHOULD BE APPLIED TO CREATE COHERENCY AND MINIMIZE EXCESSIVE COMPETITION. SIGNAGE SHOULD BE LIMITED IN ITS TYPE, NUMBER, SIZE, LOCATION, MATERIAL, AND ILLUMINATION TECHNIQUE.

- AVOID CONCEALING SIGNIFICANT ARCHITECTURAL FEATURES WHEN LOCATING SIGNS.
- SIGN LIGHTING SHOULD NOT OVERPOWER THE FAÇADE OR STREETScape. FLASHING SIGNS SHOULD NOT BE ALLOWED.
- AVOID INTERNALLY LIT, PLASTIC SIGNS. USE LOW ENERGY LED LIGHTS WHEREVER POSSIBLE. THE SIGN MESSAGE SHOULD BE SIMPLE—AVOID REDUNDANT WORDING AND UNNECESSARY CLUTTER.
- THE SIGN DESIGN SHOULD BE CUSTOMIZED TO COMPLEMENT THE BUILDING CHARACTER AND THE STREETScape ENVIRONMENT. AVOID PLASTIC SIGNS.
- AVOID LARGE PROJECTING SIGNS AND ROOF MOUNTED SIGNS. SMALL, PERSONALIZED, AND WELL-DESIGNED PROJECTING SIGNS SHOULD BE ALLOWED. SIGN MESSAGES SHOULD BE UNIFIED WITH COORDINATED COLORS AND LETTERING STYLES.
- SIGNS SHOULD BE CONSTRUCTED WITH LONG-LASTING MATERIALS, HIGH QUALITY SIGN ENAMEL PAINTS AND DECAY- RESISTANT WOODS.
- AVOID PLACING SIGNS ON UPPER STORIES OF BUILDINGS, AS THEY DRAW ATTENTION AWAY FROM STOREFRONT AREAS, WHICH ARE THE FOCAL POINT OF A BUSINESS DISTRICT. ALL OBSOLETE SIGNS SHOULD BE REMOVED IN A TIMELY MANNER. WHEN A BUSINESS ACTIVITY CONCLUDES, THE BUSINESS OWNER SHOULD BE RESPONSIBLE FOR REMOVAL OF ALL SIGNS.
- THE SCALE OF SIGNAGE SHOULD BE PROPORTIONAL TO SMALLER BUILDINGS IN THE DOWNTOWN AND BE CONSISTENT WITH THE PEDESTRIAN ENVIRONMENT.

EXAMPLE OF PEDESTRIAN SCALED BUILDING SIGNAGE



# GUIDELINES FOR PARKING AND REAR BUILDING ENTRANCES

THERE ARE MANY INSTANCES IN DOWNTOWN WISCONSIN RAPIDS WHERE THE REARS OF BUILDINGS ARE EXPOSED TO VIEWS. THESE AREAS ARE OFTEN UNATTRACTIVE AND DETRACT FROM THE STREETScape. IN MANY CASES THERE IS A LACK OF LANDSCAPING, SCREENING OF EQUIPMENT AND TRASH DUMPSTERS. THE FOLLOWING GUIDELINES ARE FOR THE TREATMENT OF THE REAR AREAS OF BUILDINGS AND DEVELOPMENTS IN THE DOWNTOWN AND INCLUDE PARKING LOT GUIDELINES.

- PARKING LOTS ARE DISCOURAGED IN FRONT OF BUILDINGS.
- REAR LOT PARKING SHOULD BE USED. ANY PARKING ADJACENT TO THE STREET SHOULD BE SCREENED. PAVE, STRIPE, AND LIGHT ALL PARKING AREAS. USE LOW ENERGY LIGHTS WITH LED FIXTURES.
- PROVIDE ATTRACTIVE ENTRANCE SIGNS TO PARKING LOTS WITH IDENTIFYING NAMES OR NUMBERS AND HOURS AND DAYS OF ENFORCEMENT.
- REAR ENTRIES AND REAR BUILDING FACADES SHOULD BE ATTRACTIVELY DESIGNED. USE THE SAME COLORS AND MATERIALS THAT ARE USED ON THE STOREFRONT. PEDESTRIAN WALKWAYS SHOULD BE PROVIDED TO REAR ENTRANCES. TRASH AND UTILITY AREAS SHOULD BE SCREENED.
- LANDSCAPING SHOULD BE PROVIDED FOR VISUAL INTEREST. RAIN GARDENS AND PERVIOUS PAVEMENTS SHOULD BE USED FOR STORM WATER MANAGEMENT.
- OUTDOOR EATING AREAS OR USE AREAS SHOULD BE WELL DESIGNED.
- PROVIDE BICYCLE PARKING RACKS AND/OR LOCKERS AT PUBLIC LOTS.

PROVIDE LANDSCAPE BUFFERS AROUND PARKING LOTS



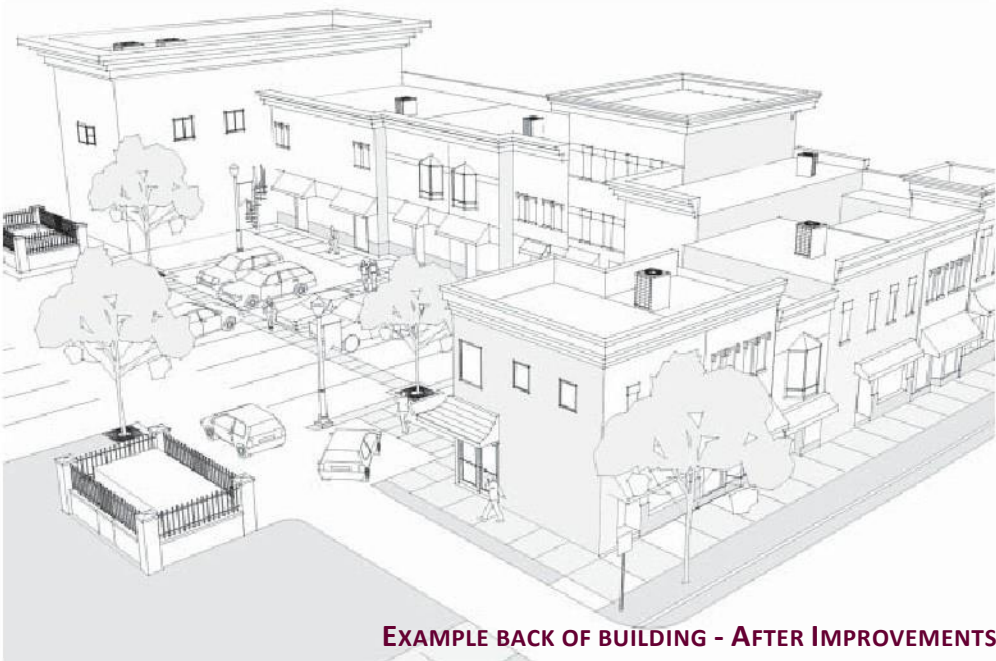
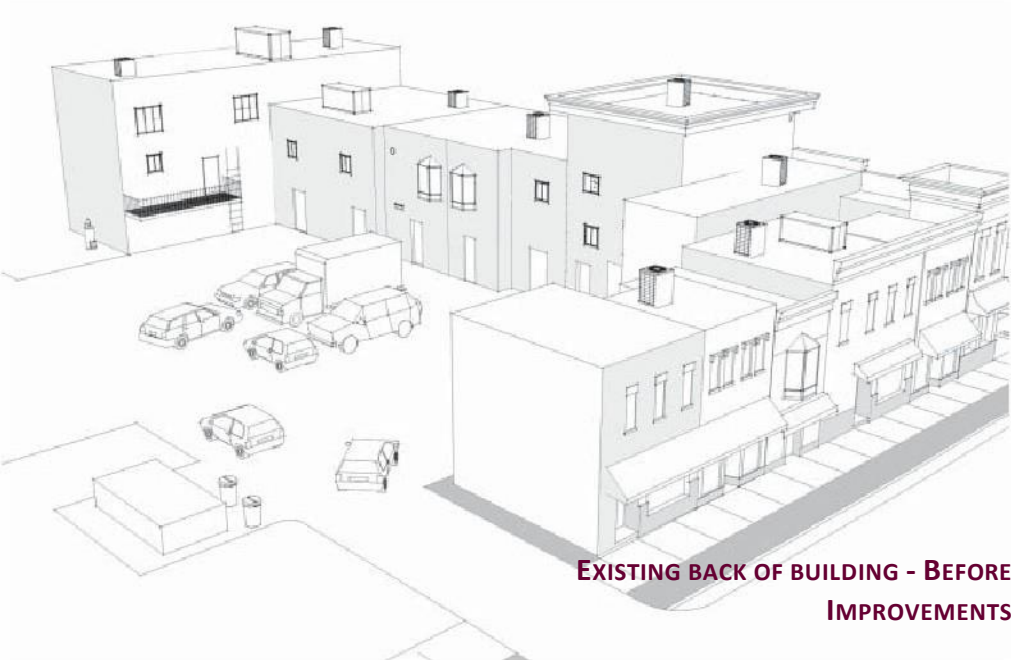
EXAMPLES OF REAR BUILDINGS EXPOSED IN DOWNTOWN





# GUIDELINES FOR PARKING AND REAR BUILDING ENTRANCES

REAR PARKING AREAS AND ENTRANCES SHOULD CONTAIN PEDESTRIAN FRIENDLY AMENITIES SUCH AS LIGHTING, BENCHES, LANDSCAPING, WALKWAYS, DIRECTIONAL SIGNAGE, ETC. THEY SHOULD ALSO GUIDE VEHICLES TO PARKING AND LOADING AREAS AND SCREEN TRASH RECEPTACLES AND DUMPSTERS.



# DESIGN GUIDELINE PRIORITIES

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VARIOUS PRIORITIES FOR THE IMPLEMENTATION OF DESIGN IMPROVEMENTS TO THE STUDY AREA HAVE EMERGED THROUGH THE PLANNING PROCESS. THESE ARE LISTED BELOW IN ORDER OF EMPHASIS:

THE AREA AROUND THE TRIANGULAR AREA OF 1ST, 2ND AND 3RD STREETS AND THE INTERSECTIONS OF GRAND, BAKER, AND 1ST STREET BETWEEN GRAND AND JACKSON STREETS ARE HISTORICALLY AND CULTURALLY SIGNIFICANT TO THE IDENTITY OF DOWNTOWN WISCONSIN RAPIDS. REDEVELOPMENT OPPORTUNITIES THAT EXIST ALONG RIVERVIEW EXPRESSWAY AND THE RAPIDS MALL SHOULD BE DESIGNED WITH THE FRONTS OF BUILDINGS ALONG THE STREET ROW AND THIS AREA SHOULD INCORPORATE REAR AND SHARED PARKING LOTS.

MAINTAIN THE HISTORIC CHARACTER OF THE COMMERCIAL CORE ALONG GRAND AVENUE. REQUIRE URBAN AND HISTORIC IN-FILL DEVELOPMENT PATTERNS THROUGHOUT THIS CORE AREA TO ADHERE TO THE DESIGN GUIDELINES AND ARCHITECTURAL CHARACTER OF HISTORIC DOWNTOWN WISCONSIN RAPIDS.



QUALITY REHABILITATION OF EXISTING BUILDING FACADE FACADE



QUALITY EXISTING BUILDING

# DESIGN GUIDELINE PRIORITIES



**EXAMPLE OF  
RESIDENTIAL INFILL  
DEVELOPMENT**



**EXAMPLE OF  
COMMERCIAL INFILL  
DEVELOPMENT**