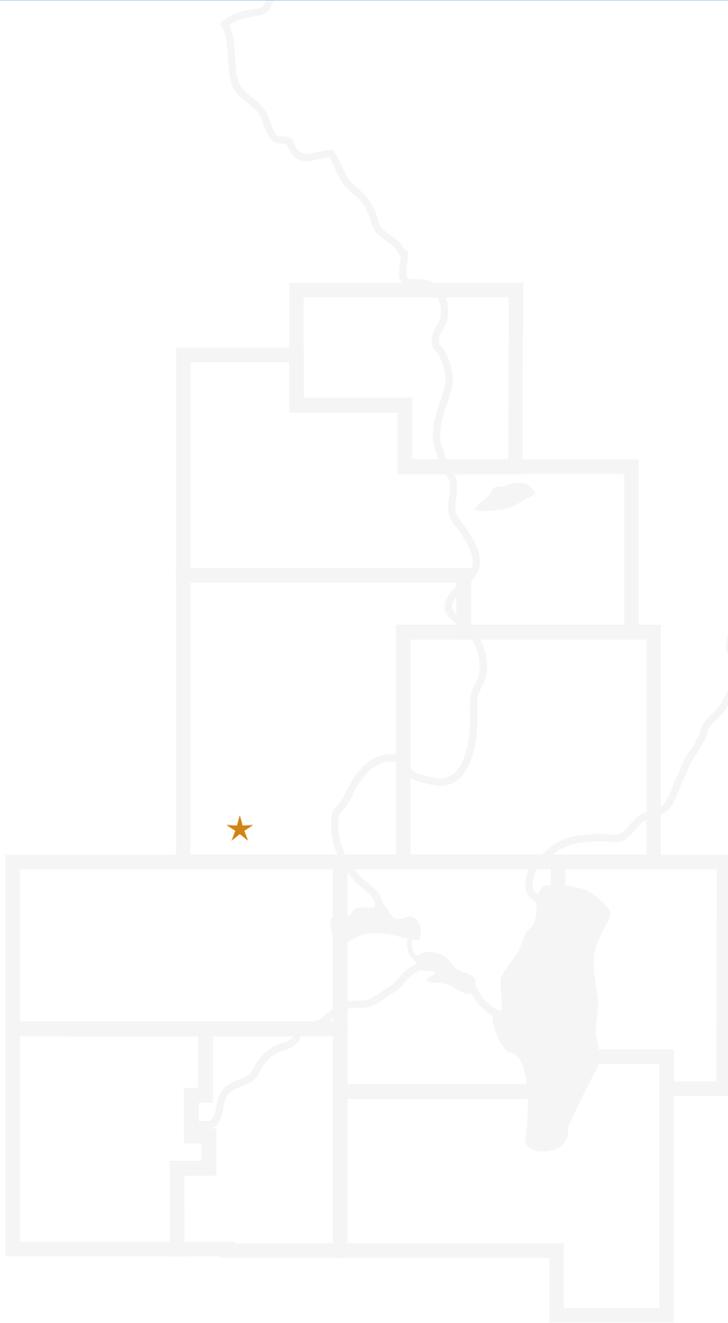


City of Waupaca

Downtown Vision Plan

May 5, 2015



STRONG BUSINESS, STRONG ECONOMY, STRONG WORKFORCE | TOMORROW

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East Central Wisconsin
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Downtown Vision Plan

**City of Waupaca,
Waupaca County**

May 5, 2015

Prepared by the
East Central Wisconsin Regional Planning Commission and the City of Waupaca

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ABSTRACT

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This plan was developed to guide the future design of the Main Street re-construction project as well as the development/re-development of the downtown environment.

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CHAPTER 1
INTRODUCTION

CHAPTER 1: INTRODUCTION

BACKGROUND

The City of Waupaca is embarking on a significant project to reconstruct our Main Street in downtown Waupaca within the next few years. A project of this magnitude requires a great degree of planning and public involvement, particularly for the businesses and residents directly impacted by construction. Ultimately, it is recognized that the reconstruction of the main downtown thoroughfare will undoubtedly have impacts on the function and feel of the downtown and its nearby environs. More than ever, it has been recognized that street design can foster the creation of an exciting and vibrant 'place'. For that reason, City officials desire to undertake this project in a holistic manner that is successful both in terms of the physical improvements that will be installed, and by an approach to the project that is inclusive, transparent and visionary.

The City sought the assistance of the East Central Wisconsin Regional Planning Commission (www.ecwrpc.org) on this project through their free Technical Assistance Program. Working with their staff, a process was developed which would tap into the broader knowledge, experiences, and connections that Committee members have with Waupaca's downtown. Initially, the Committee participated in a number of exploratory exercises which are helping to frame the issues and opportunities that are present when considering a complete re-construction of Main Street. Ensuring that the Main Street project is viewed in the context of what downtown 'is', and how it 'functions', are of primary importance. As part of this process, the concept of "Placemaking" (see below) was integrated so that improvements can be made over time which strengthen and reinforce the social and economic fabric of downtown Waupaca.

DOWNTOWN VISION COMMITTEE

Seeking to encompass a wide variety of views, Mayor Brian Smith appointed 14 members to the Downtown Visioning Committee. The Downtown Visioning Committee was responsible for developing a vision for the future of downtown Waupaca. Specifically, this entails being visionary and transparent as the Committee is responsible for documenting the process(es) that will be used to create a physical concept plan for the downtown area. These 14 individuals include staff from the City of Waupaca, business owners, and key institutional players in the area, with the Community Development Director acting as the main point of contact for the Committee. Membership included:

1. Eric Olson, City Council/City Plan Commission (Chairman)
2. Teri Schultz, Waupaca Area Chamber of Commerce
3. Pat Fletcher, Fletcher Jewelry
4. Anita Olson, Embellishments
5. Jeff Spindler, First State Bank
6. Kent Pegorsch, Main Street Marketplace

7. Alyce Lees, The Paint Store Inc.
8. LaDonna Sonntag, Shambeau & Thern Real Estate
9. John Kneer, City of Waupaca Plan Commission
10. Claudia Krumsee, Studio 212
11. Peg Burington, Waupaca Area Public Library
12. Scott Christie, The Christie House
13. Alan Kjelland, City of Waupaca Common Council
14. Deb Fischer, Panache

PLACEMAKING

Placemaking is simple concept that seeks to create ‘great places’ – the types of places that residents and visitors use and interact with on a daily basis. Places that are used for celebration, for the arts, for connecting people, and for grounding the soul. Places that attract and create opportunities for increased social interaction, as well economic activity. There are many definitions for Placemaking, but as best described by www.cityrepair.org;

“Placemaking is a multi-layered process within which citizens foster active, engaged relationships to the spaces which they inhabit, the landscapes of their lives, and shape those spaces in a way which creates a sense of communal stewardship and lived connection. This is most often accomplished through a creative reclamation of public space: projects which take the form of benches on street corners where neighbors can sit, rest and talk with each other, kiosks on sidewalks where neighbors can post information about local events, needs and resources and street paintings in the public right-of-way that demonstrate to all who pass through that this is a Place: inhabited, known and loved by its residents. In all instances, these projects are undertaken by local communities who come together to discuss what it is they want in their neighborhood [downtown] – what elements are lacking in the public sphere and how the community can work together with the resources they have to create their own place.”

In evaluating thousands of public spaces around the world, the Project for Public Spaces (PPS – www.pps.org) has found that successful places have four key qualities: 1) they are accessible; 2) people are engaged in activities there; 3) the space is comfortable and has a good image; and finally, 4) it is a sociable place: one where people meet each other and take people when they come to visit. PPS developed The Place Diagrams (Figures 1-1 and 1-2) as tools to help people in judging any place, good or bad.



What Makes a Great Place?

● key attributes
● intangibles
■ measurements

Figure 1-1: Placemaking Elements



Figure 1-2: The Benefits of Place

The Benefits of Place



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CHAPTER 2

VISIONING RESULTS

CHAPTER 2: VISIONING RESULTS

BACKGROUND

The Downtown Vision Committee met a total of eight times between February, 2014 and April, 2015 to actively participate in the visioning process and exercises, as well as to review and discuss other information pertinent to the scope of the project, and the final plan itself. The Committee met in publicly accessible venues with all meeting agendas posted and noticed as required by the State. Meeting summaries were also developed and are kept on file at the City.

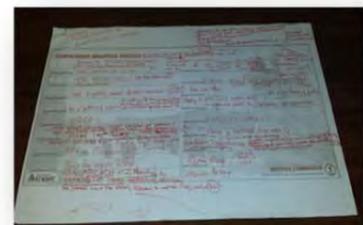
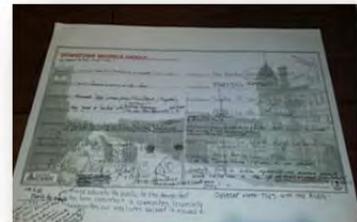
The first four meetings focused on various aspects of the community and downtown, including subject areas like geography, business mix, infrastructure, re-development opportunities, and placemaking. Each of these meetings were used as an opportunity to explore and share current information, facts and data about downtown Waupaca, as well as to engage Committee members in a series of associated exercises which would ultimately be used to gauge consensus and generate themes and ideas for incorporation into the final Vision Plan.

INITIAL PUBLIC INPUT

In addition to the formal Committee process, a more informal method of seeking initial input from area businesses residents came in the form of display size boards (Figure 2-1) which the public could write their own ideas upon. The boards were set up to ask residents to finish the simple sentence of: “Downtown Waupaca should _____”. Where participants were to fill in the blank with whatever response they felt appropriate. The responses were relatively high and generated a variety of ideas and statements. A summary of the entire set of comments are provided in Appendix B. Not all comments are applicable to the charge of the Downtown Vision Committee, but many do provide insights which fit well with the overall Vision Plan that was generated (Chapter 3). Common themes amongst the myriad of written comments included:

- Aesthetics
- Business Related
- Culture
- Events
- Infrastructure •
- Parking
- Place
- Enforcement of Parking/Rules/Etc.
- Social Issues
- Wal-Mart Related
- General Criticism

Figure 2-1: “Waupaca Should___” Boards



EXERCISE #1 – WHAT IS WAUPACA?

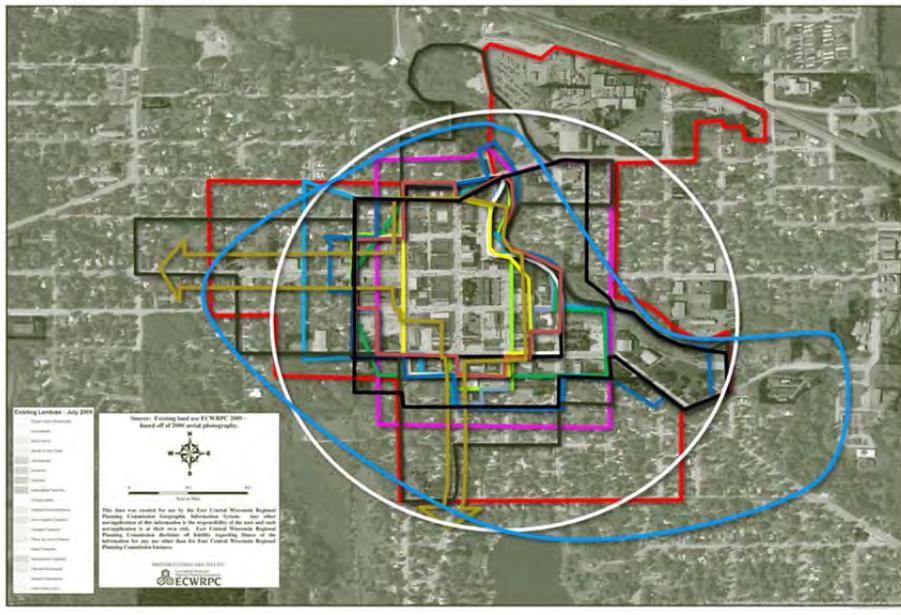
The Committee members were given copies of a simple form broken in three columns associated with time periods – past, present, and future. They were each asked to create a list of qualities and characteristics that define the community of Waupaca and contribute to its identity and sense of place. These words, phrases and ideas needed to align with one of the three time intervals. A summary of the results are shown in Figure 2-2 and will be useful in examining themes, concepts, or components of an overall downtown vision plan.

Figure 2-2: Community Identity Exercise Results

City of Waupaca – Downtown Visioning Workshop 02.06.14 / Exercise #1 – Community Identity PURPOSE: Create a list of qualities and characteristics that define the community of Waupaca and contribute to its identity and “sense of place”.	PAST (historic)	PRESENT (current culture)	FUTURE (what should/could be?)
	<ul style="list-style-type: none"> Chain O’ Lakes / water resources (Waupaca & Crystal Rivers) (15) Downtown Waupaca/Main Street (5); Gazebo/bandstand (5) The trolley (4); Waupaca Foundry / Industry (4) Architecture (homes, etc.) (4); South Park (3); King Veteran’s Home (3); Danes Home (3) Parks (2); Chief Waupaca (2); Grand Hotel (King) (2); Rural (2); Potato was king / agricultural history; Farm market/center of commerce; Home to U.S. Congressman; Natural beauty of landscape; Soda shop; Courthouse Square; Holly Historical Center; Historic Districts; 50 year music events; Ice-Age Trail; Old Catholic Church; Iola Car Show; Lakes w/in City Limits; Childhood memories; Indian Crossing/Casino; Red Mill; Christi House; Community fine arts; Chamber events; Storm drain cover on Main Street; Food places; Quaint/Charming/Friendly; Shell of police station; 	<ul style="list-style-type: none"> Chain O’ Lakes / water resources (18); The arts/festivals/civic events/comm. theatre (11); Recreation / Parks / Trails (9); Waupaca Foundry / Industry (6); Strong small businesses / shopping getaway (4); King Veteran’s Home (3); Gazebo / Bandstand (2); Restaurants / Entertainment (3) Vibrant downtown/Main Street (2); Hartman Creek State Park (2) Music (2) Progressive stores (2); Farmer’s Market (2) Comets (great mascot name)/HS Sports (2) 4th of July / Parade (2); Library / bookfest (2); County Seat; Good Medical Facilities; Clean/well taken care of; Friendliness/laid back; Natural beauty of landscape; Tourism; PVTC Regional campus Older community; Good schools; Fishing 50 year music events; Ice-Age Trail; Triathlon Iola Car Show; Restored homes; Rural Historical Tours; Strawberry Fest Arts on Square Recreation Center; Literate (library/bookstores); Safe community; Swan Park; Police station; 	<ul style="list-style-type: none"> Recreation / Parks/Trails/Bike mecca of area (9); Chain O’ Lakes / water resources (7) Waupaca Foundry (4) Better downtown destination / creating downtown as the ‘hub’ (4); Year round destination location – not just summer! (3); Full stores downtown / new businesses / strong business climate (3); Music / arts (3); Main Street of floral greenery/ plantings (2); Younger / youth activities (2); Preserved historic architecture (2) Better parking (2); Enhanced natural beauty of landscape; Industrial Center of Waupaca Co.; Innovation center; Strong shopping hub for 35,000 plus in area ; Gazebo Place where jobs are available for all, including natives and immigrants; Great place to engage in both group and individual activities; Gathering place Conference destination, i.e. the Dells; Restaurant destination; Public Market; Regional festivals; Well planned community; Clean streets/sidewalks; Triathlon; Excellent schools (vs. ‘good’ in current); New technology to business parks New lamp posts; Trolleys again (connecting King w/downtown) Iola Car Show; Library book festivals; No more above ground power lines;

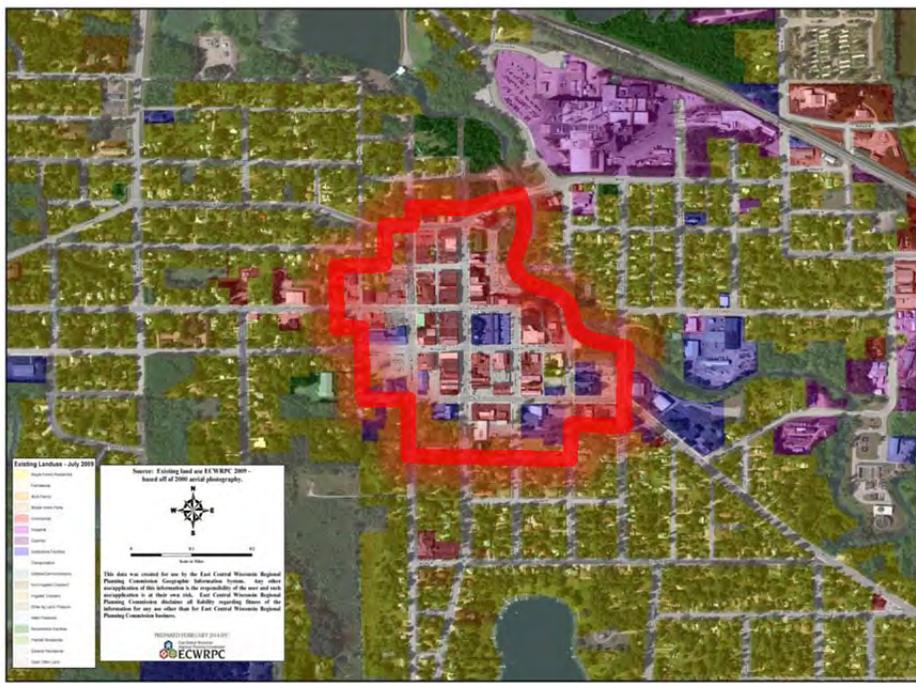
EXERCISE #2 – WHAT IS DOWNTOWN?

Figure 2-3: Composite Map of All Downtown “Geographies”



The Visioning Committee members were individually asked to define their ‘geography’ of downtown on a map. The composite image (Figure 2-3) of all ‘downtowns’ illustrates areas of consensus and helped to identify a ‘common geography’ (Figure 2-4) for defining ‘downtown’ from this point forward in municipal planning and economic development efforts. Adjustments to this

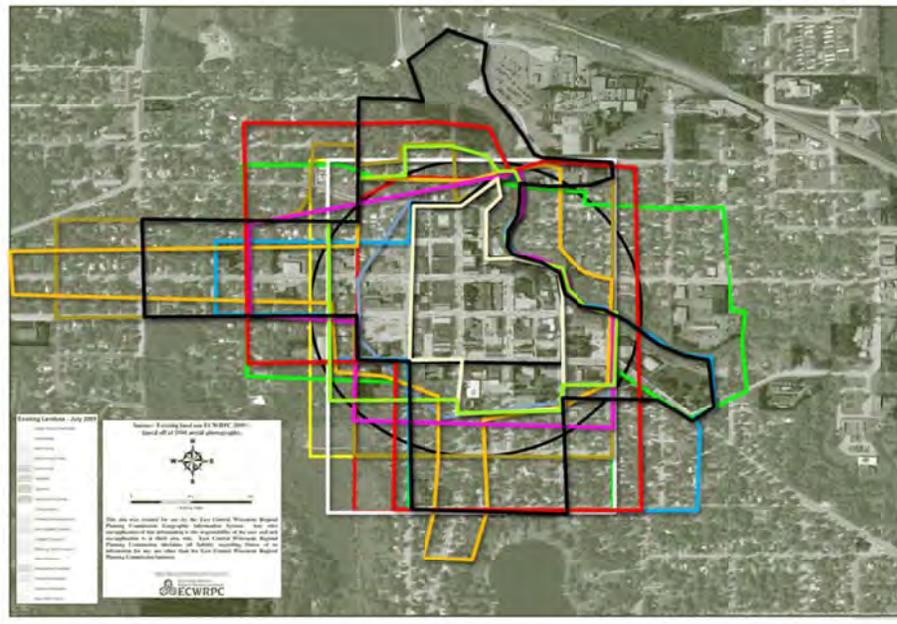
Figure 2-4: “Common Geography” Map for Downtown Waupaca



boundary can and should be considered over time as needs and conditions change.

EXERCISE #3 – WHO LIVES “DOWNTOWN”?

Figure 2-5: Composite Map of Persons Who Live Downtown



After completing the definition for downtown, Committee members were asked how they would spatially define the question “Who lives downtown?”. This exercise illustrates that numerous residential areas adjacent to downtown like have some social or economic connection to downtown. A composite map of all responses is shown in Figure 2 – 5 while the “common geography” is illustrated in Figure 2-6.

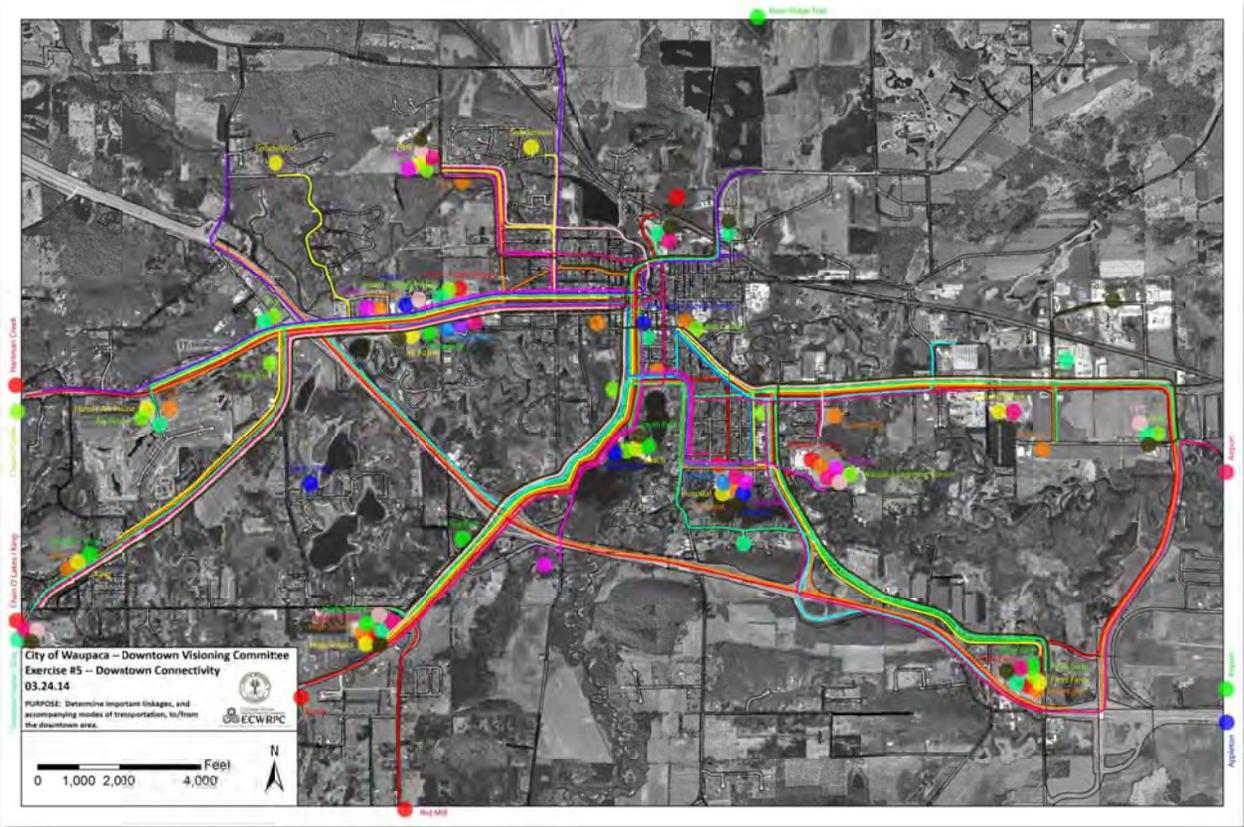
Figure 2-6: “Common Geography” for Persons Who Live Downtown



EXERCISE #4 – WHAT SHOULD DOWNTOWN “CONNECT” TO?

Committee members were given individual maps of the entire City of Waupaca and were asked to identify specific ‘places’ (activity centers) that they felt had some connection with – or should have some connection with – the downtown and/or Main Street. The routes to connect these places were also identified, with many participants noting that additional modes of transportation may need to be considered when trying to improve the overall ‘connectivity’ of the community.

Figure 2-7: Composite Map of Routes and Activity Centers Connecting to Downtown

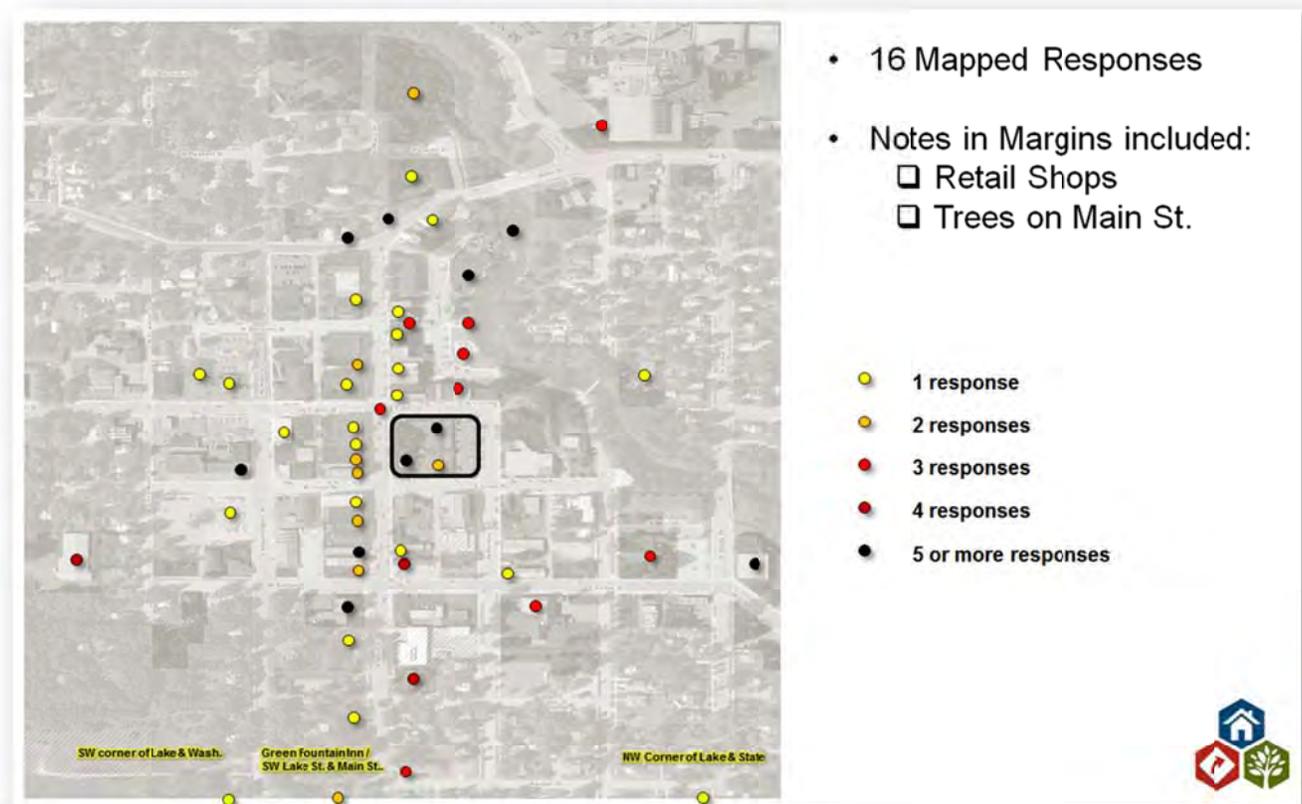


EXERCISE #5 – DOWNTOWN ASSETS

This exercise consisted of a map and colored dots which were used by the Visioning Committee members to locate/identify features within the downtown area that they considered to be assets. These could be historic buildings, open spaces, businesses, public facilities, public art pieces or other such features as deemed appropriate.

The results are shown in Figure 2-8 and illustrate a wide variety of features/feature types that are felt to contribute positively to the downtown environment. These include the Library/City Hall building/greenspace; architecturally significant structures such as the Dane’s Home, as well as recreational spaces such Riverside Park and the Community Center.

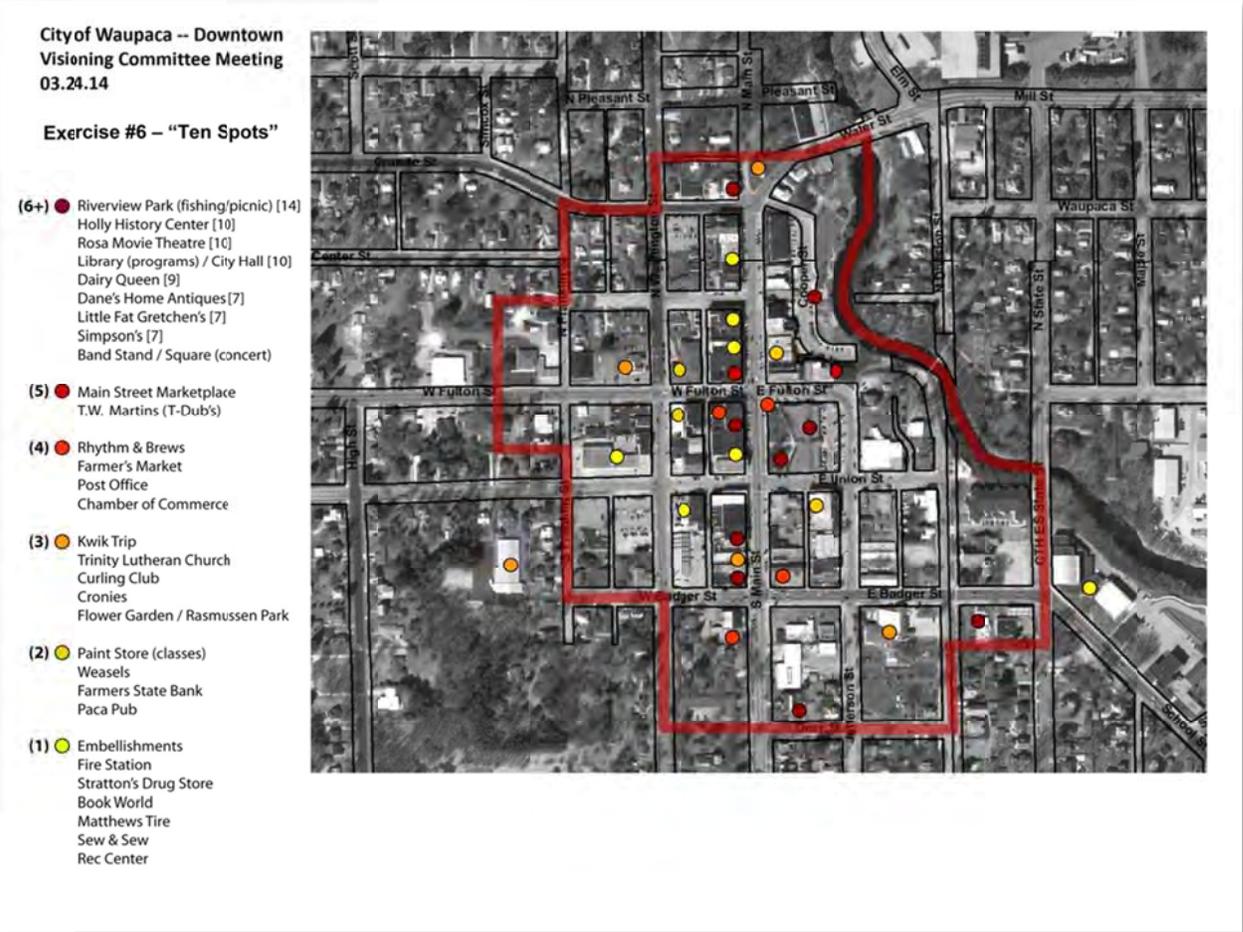
Figure 2-8: Identified Assets within Downtown Waupaca



EXERCISE #6 – TEN SPOTS

This exercise was similar to the ‘assets’ exercise, except that Committee members were asked to place dots on maps at the locations they felt were ‘social activity’ centers. The idea being, is that there should be at least “10 things to do” within the downtown environs. Key places and activities that foster interaction between the person and the landscape (natural or man-made spaces), or amongst other persons (social spaces) are what makes a city vibrant. As shown in Figure 2-9, the group as a whole felt that places such as parks, restaurants, libraries and museums offered the greatest amount of social activity and/or the most inviting spaces.

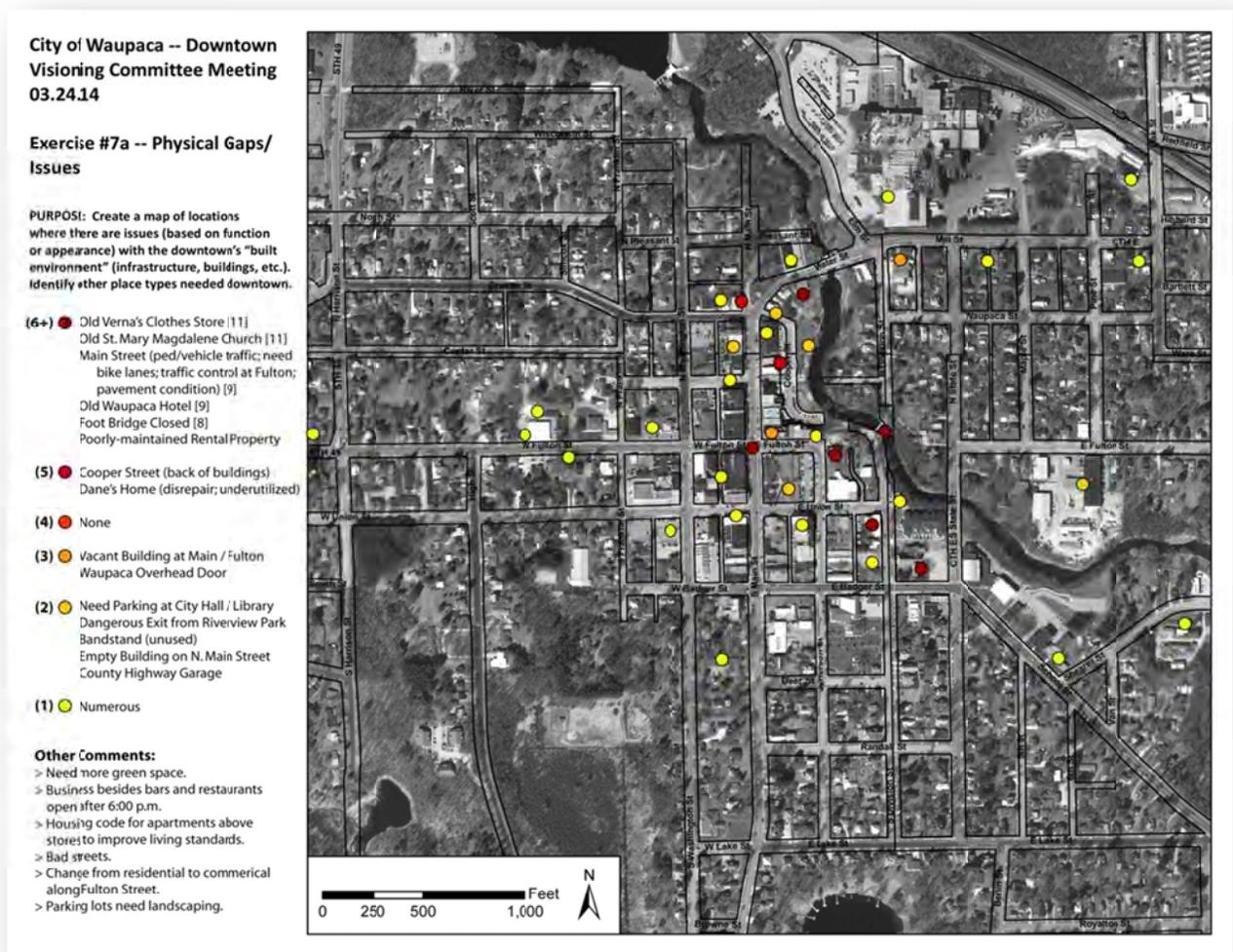
Figure 2-9: “Places” with High Levels of Activity/Sociability



EXERCISE 7A – PHYSICAL GAPS/ISSUES

The condition and function of the physical environment contributes greatly to the health of a downtown. The Advisory Committee utilized individual maps to identify and locate specific areas, facilities, infrastructure or property (both public and private) that may need some type of enhancement, improvement, or replacement. Figure 2-10 contains a composite map of all responses obtained from the Committee. The darker the dot, the more responses were received.

Figure 2-10: Areas in Need of Improvement, Downtown Waupaca



EXERCISE #7B-7D: ECONOMIC, PROGRAMMING, AND ORGANIZATIONAL GAPS/ISSUES

The Downtown Visioning Committee utilized a form to write down their individual responses to deficiencies in any of three general areas which may pertain to the development or maintenance of a vibrant downtown environment. Figure 2-11 contains a summary of the entire set of answers, ranked by the number of mentions. A more detailed set of answers, along with a more thorough analysis of the responses is contained in Appendix A.

Figure 2-11: Areas in Need of Improvement, Downtown Waupaca



City of Waupaca – Downtown Visioning Committee 03.24.14
Exercises #7b - #7d: Economic, Programming, Organizational Gaps/Issues



ECWRPC
East Central Wisconsin
Regional Planning Commission

PURPOSE: Develop a list of business types, events/programming, and organizations that could be added downtown to serve the needs of residents and other businesses.

Business types missing?	Events/programming missing?	Organizations/groups missing?
Shoe Store / Repair (10 out of 14) Bakery & Deli (9 out of 14) Micro-Brewery / Pub & Winery (9 out of 14) Men's Clothing Store (8 out of 14) Hobby, Craft, & Arts Store (4 out of 14) Antique Shops (4 out of 14) Sporting Goods (bicycle, boats, etc.) (3 out of 14) Entertainment (sports bar, pool hall, roller rink, etc.) (3 out of 14) Women's & General Clothing Store (3 out of 14) Grocery / Specialty Market (3 out of 14) Outdoor Dining (3 out of 14)	Art Walks & Crafting Programs (5 out of 14) Historic Tours & Building Markers (5 out of 14) Christmas Parade (4 out of 14) Store Coordination (sales, hours, storefronts, etc.) (4 out of 14) Flea Market & Enhanced Farmer's Market (4 out of 14) Sidewalk Cafes & Adult Beverages (at events) (3 out of 14) Outdoor Recreation (ice skating, garden, canoe launch, etc.) (3 out of 14) Festivals (car show, cook-off, basketball tourney, etc.) (3 out of 14)	Main Street Program / Business Improvement District (4 out of 14) Coordination of Plantings, Window Displays (1 out of 14) Volunteer Center (1 out of 14) Neighborhood Watch (1 out of 14)

EXERCISE #8: DOWNTOWN WALK-THROUGH

The Downtown Visioning Committee took short walk-throughs of the downtown to better visualize and assess the current and potential future opportunities with regards to infrastructure, sense of place, function, and use. The Committee utilized a set of forms to make notes and provide input on a number of topical areas in an attempt to find consensus and identify new ideas. The complete set of forms, notes and responses is contained in Appendix A.

EXERCISE #9: VISUAL PREFERENCE SURVEY

The Committee viewed a series of 56 images of urban environments in several distinct categories. The images were ranked from 1 (lowest) to 5 (highest) in terms of each individual's level of 'comfort' with the overall place. Discussions were had on specific details which Committee members liked or disliked. The full set of images and rankings are contained in Appendix A.

EXERCISE #10: HISTORIC PRESERVATION

A short form listing various historic preservation tools and techniques was distributed to the Committee and discussed in terms of which ones are currently used, how they are used, and how willing the Committee may be to instituting new tools and techniques. A copy of the form and responses from the Committee are contained in Appendix A.

EXERCISE #11: EVENTS

The Downtown Visioning Committee review an extensive table and map which listed/depicted known organized events that were held in the area and in downtown. A series of questions was asked of the Committee in an attempt to assess relationships between events and place. The detailed information and Committee comments/responses are contained in Appendix A.



CHAPTER 3

DOWNTOWN VISION PLAN

CHAPTER 3: DOWNTOWN VISION PLAN

OVERVIEW

This chapter represents the culmination of the Downtown Vision Committee’s intense efforts to examine, understand and plan for the downtown environment. The previous exercise results, as well as the discussion and debate of ideas and opportunities resulted in the development of a number of conceptual plan alternatives. Different ideas (components) important to transforming and sustaining downtown Waupaca as a “Great Place” were detailed, evaluated, and then integrated into two separate plan elements:

1. A downtown-wide “Vision Plan” which has two separate sub-alternative designs (Alternatives #1, #2 and #3). These Vision Plan Alternatives represent broad, conceptual ideas and scenarios that could be implemented over time within the downtown environs, and;
2. A set of Main Street Design Guidelines (contained in Chapter 4). These visual guidelines represent several alternative treatments of the Main Street corridor based on input from the visioning process and discussions. No clear consensus was achieved regarding this aspect of the plan, but can be addressed in more detail at a later stage.

PLAN CONTEXT

One definition of “context” is *“the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed.”* Put more simply, evaluating and understanding the broader physical, social, and economic systems as they relate to downtown environment is critical to the development of the Vision Plan and Main Street Design Guidelines.

Regional Planning Goals

An assessment of information, trends, and discussions with the Downtown Vision Committee led to the development of five overarching recommendations that will guide some of the more detailed planning recommendations for the downtown area. Illustrated in Figure 3-1, they are listed below.

- GOAL #1:** Create an overarching ‘sense of place’ for the downtown environment by: 1) Connecting and enhancing the four gateways (entrances/exits) that exist, using local and regional cultural elements and references, and; 2) Developing and implementing more specific ‘place-plans’ for key areas such as the Main Street and Fulton Street corridors (and

their intersection); the rear-façade area west of Riverview Park, and; the City Hall/First National Bank blocks (herein referred to as Municipal Blocks).

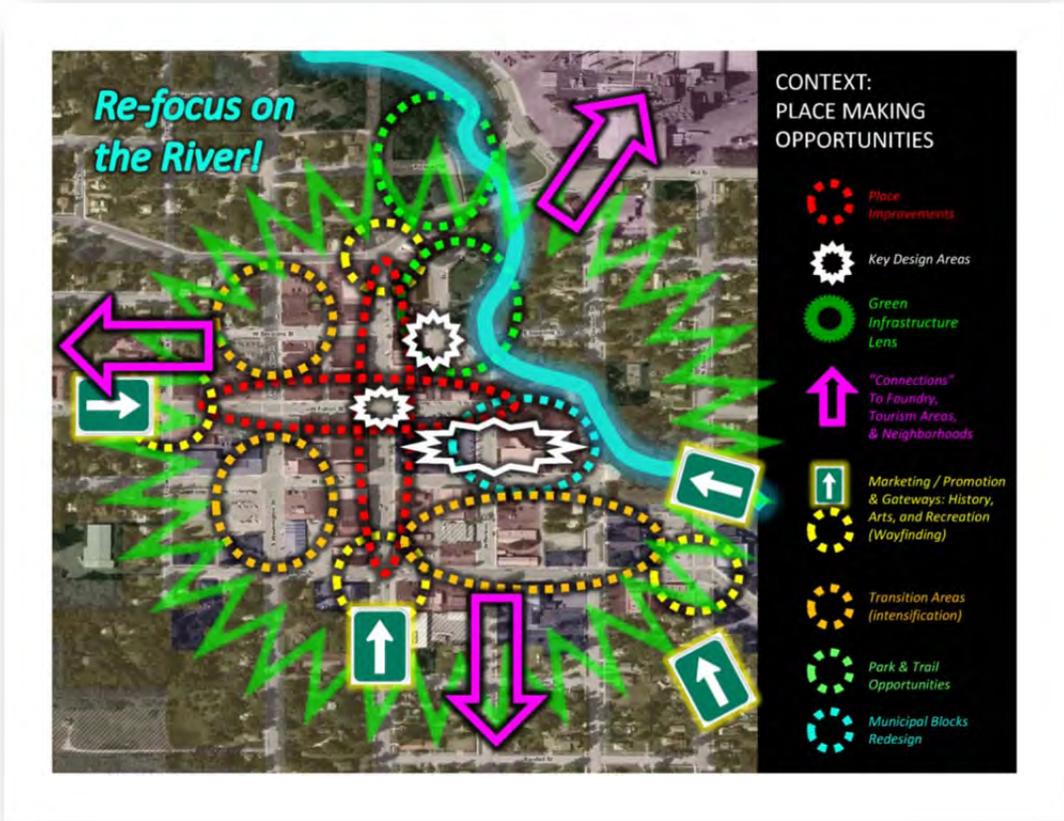
GOAL #2: Focus new development, recreation and ‘placemaking’ opportunities along the Waupaca River through: new business growth and entertainment opportunities; park and recreation features; and land/water-based trail and greenspace connections.

GOAL #3: Assess the blocks (Transition Areas) along the periphery of downtown for new development and re-development opportunities over the long term. The intensification of these areas through the strategic redevelopment using mixed-use development concepts (which includes a strong housing component), will help in creating a vibrant downtown with successful businesses.

GOAL #4: Consider ways to enhance the overall environmental sustainability of the downtown through the use of “Green Infrastructure” and “Green Building” planning, development, and construction techniques.

GOAL #5: Increase awareness of the downtown as a destination to travelers by strategically placing signage which directs them to one of the four interchange exits along the USH 10 corridor.

Figure 3-1: Downtown Planning Context



Future Business Mix

One of the first exercises conducted by the Downtown Vision Committee identified the types of businesses which were 'missing' from Main Street or the immediate downtown area. As an overarching goal of this plan, the following types of businesses will be sought, and/or conditions developed which make the downtown attractive these or similar types of businesses. The list is not prioritized in any way, but rather represents a collection of service and retail opportunities that, in combination, could greatly improve the vibrancy of downtown.

1. Bakery and Deli
2. Grocery / Specialty Market
3. Outdoor Dining
4. Micro-Brewery / Pub and Winery (*NEW BUSINESS NOW IN PROGRESS, 2015*)
5. Hobby, Craft, and Arts Store
6. Antique Shops
7. Sporting Goods (bicycle, boats, etc.)
8. Men's Clothing Store
9. Entertainment (sports bar, pool hall, roller rink, etc.)
10. Shoe Store / Repair
11. Women's and General Clothing Store
12. Hotel (Dane's Hall conversion?) - See Figure 3-2

Figure 3-2: Dane's Hall Historic Building



The Danes Hall in Waupaca, Wisconsin, United States, was built in 1894 as a gathering place for the Danish Brotherhood in America.[2] It served historically as a clubhouse, as a meeting hall, and as an auditorium. The upper floor consists of a dance hall with a balcony.[2] It was listed on the National Register of Historic Places in 1980.

DOWNTOWN VISION PLAN

Based on the information generated as part of the visioning process (Chapter 2), as well as discussions with the Vision Committee at public meetings, a series of generalized Vision Plans have been created for the downtown which, if implemented, would help to achieve the aforementioned Regional Planning Goals found earlier in this Chapter.



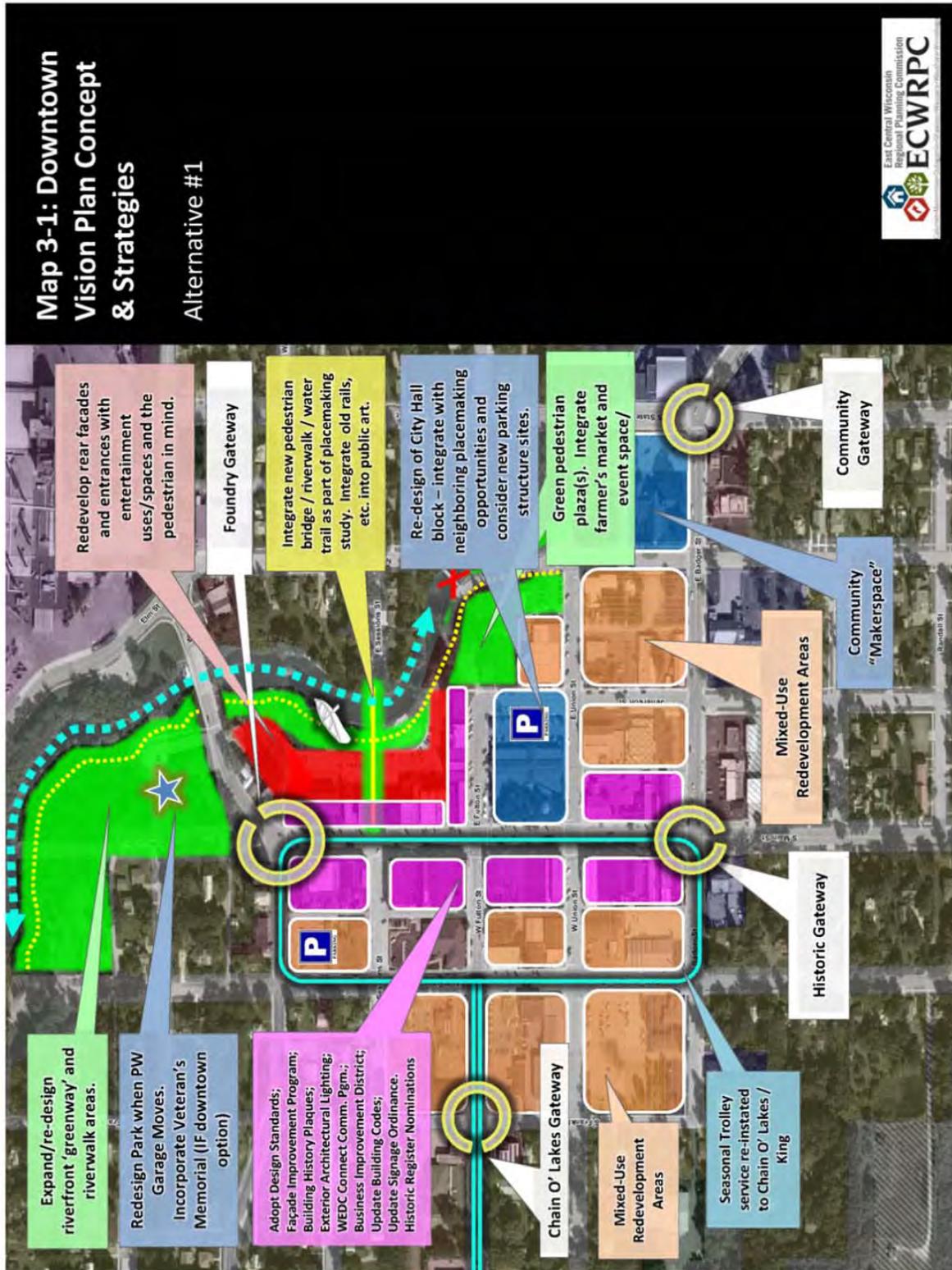
It is important to note that the Vision Plan(s) are only conceptual and advisory in nature. They are meant to provide broad guidance on the future land use mix and development/re-development opportunities that present themselves. Some recommendations may be very short-term in nature, while others will take many years to accomplish as they will be dependent on additional planning activities, economic market conditions, public and private funding opportunities, and landowner and business support and cooperation.

The intent of this overall effort is to establish a broad vision and direction for rejuvenation of the downtown with the recognition that this process is only a first step. Numerous, more detailed plans, studies, evaluations, and designs will need to be generated as the vision is implemented. The logical next step will be to develop a more detailed ‘master plan’ for the same downtown environs that contains the necessary details for many of the broad recommendations made within this plan.

The Vision Plan is comprised of three separate concept plan maps – visual representations of the recommendations that follow. The first plan represents a comprehensive look at the potential for broad changes within the downtown and lays forth the needs for further implementation of recommendations. The second and third alternatives contain two different “add-ons” to this base scenario which could be considered as more detailed planning occurs.

Alternative #1

This base Vision Plan (Map 3-1) incorporates a wide variety of ideas which could, over time, transform the downtown. The components and recommendations are intentionally considered at a high level and represent ‘the ultimate’ in terms of needs and desires for the downtown. It is not expected that every idea shown here will come to fruition over the life of the plan, however; the Vision Plan should set the course for future consideration and action in a collaborative manner amongst the City, its businesses and residents. The following descriptions and specific recommendations accompany those items illustrated on Map 3-1. Again, the recommendations are considered to be advisory in nature.



Re-Focus on the Riverfront

One of the main themes is to better connect/re-connect with the Waupaca River. The river was and continues to be the lifeblood of the community and its history/heritage, as well being an attractive natural setting. The River can and should be an attractant for those who live, work, or visit downtown Waupaca. By offering an



experience beyond a well-kept, attractive and successful Main Street, the Waupaca River offers a nearby, parallel corridor for intense activity which can lend to the vibrancy of Main Street by offering a set of ‘destination uses’ that will support and complement current and future businesses. Specifically, the Vision Plan calls for the following items to be addressed or implemented:

RECOMMENDATION #1: Expand and re-design the existing public lands along the Waupaca River. By increasing public access to the river and designing a greenway/trailway system along its length, a new user experience can be developed which will attract people to downtown. Integrate culture and history into the trail where possible to reinforce Waupaca’s unique heritage and sense of place. Opportunities to connect public lands on either side of the Mill Street Bridge, and expand public land north of Union Street should be evaluated further in the development of the Master Plan for downtown.

RECOMMENDATION #2: Add new amenities and features along the riverfront area as follows or to improve its connectivity, function, and draw:

- A.** Consider, as an alternative site in a separate ongoing decision process, the incorporation of the new Veteran’s Memorial into a redesign of Nels Rasmussen Park. If future plans to remove the Public Works garage move forward, additional facilities and/or parking should be considered to create a unique place that complements downtown.
- B.** Demolish the existing pedestrian bridge and construct a new pedestrian bridge over Riverview Park and the Waupaca River as an extension of Session Street. The design of the bridge will be critical to the creation of ‘place’ in this area and a creative design process should be employed which contains significant public input.
- C.** Develop a more formalized “Water Trail” along the Waupaca River with a well-designed, ADA-compliant system of canoe/kayak put-in/take-out facilities.
- D.** Consider the incorporation of public art pieces along the riverfront, particularly those that may use local historic materials (i.e. old trolley rails, manhole covers, etc.) that are excavated during the Main Street re-construction project.

Gateways

Downtown Waupaca is somewhat unique in that it has four separate ‘gateways’, or main entrance/exit routes by which traffic can access, or go through, the downtown: Fulton Street on the west, Mill Street/Granite Street on the north, S. Main Street/CTH K on the south, and E. Badger Street/School Street (to Hwy 54) on the east.

RECOMMENDATION #3: Enhance the four entry points to the downtown should be enhanced physically and visually to foster identity, boundaries, and establish places/reference points for residents and visitors alike. The four themes identified within the Vision Plan are:

- A.** Foundry Gateway (Mill Street/Granite Street/Main Street intersection) – This gateway could celebrate the history and heritage of the Waupaca Foundry and its workers who have contributed greatly to the prosperity of the City of Waupaca. Utilizing cast iron materials and machine/manufacturing materials and motifs, a variety of markers, monuments, signage, or public artwork could be designed to connect this heritage to the north side of Main Street.
- B.** Community Gateway (CTH E/School St. /Mill St.) – This gateway already contains many elements which contribute to a strong sense of community. Not only is the Community Center located at this intersection, but a nearby school, (former) church, access to the Waupaca River, and even the Dairy Queen exist and provide a sense of grounding to residents of the community. Physical changes to spaces near the intersection, signage, intersection murals or other ‘hometown’ touches may be most appropriate at this gateway.
- C.** Historic Waupaca Gateway – (Badger/Main Streets) Two designated State Historic Districts lie on either side of this intersection: the Lake Street Historic District which is comprised of numerous stately homes dating back to the late 1800’s, and; the Main Street Historic District which comprises a majority of buildings and businesses along the corridor. Gateway treatments more fitting to the time-period of the main architectural periods would be appropriate here. The use of brick, iron, and stone and bronze to create monuments, sculptures, archways, ‘parklets’ (sitting areas), or other features will identify and connect both Historic Districts and foster an identity unique to the southern portion of Main Street.
- D.** Chain O’ Lakes Gateway (Fulton Street at Franklin Street) – This gateway serves as the entrance to downtown from the Chain O’ Lakes district which has been a hotspot for vacationing tourists and retirees alike. Downtown Waupaca has historically been a destination and service center for tourists staying in this area. Acknowledging this connection through the use of gateway features that play off the symbols and culture of this area would provide a welcoming entrance to both visitors and residents.

Main Street

Main Street is the most active portion of downtown and houses numerous retail and service oriented businesses, as well as the center of government - the library and city hall. The downtown has its historical fabric relatively intact, although some non-period buildings and façade renovations do exist. Businesses are largely successful, with less than 10 percent of the storefronts being vacant. Activity on the street is present and evident during most of the daytime working hours and local cafes, restaurants and bars do a fair amount of business at lunch and in the evenings; However, little activity is seen on the street or sidewalks in the evening and nighttime hours. The following recommendations are made with respect to new plans, programs, and tools that may improve the visual image of Main Street, increase its business numbers and stability, and extend the length of street activity time into the evening.



RECOMMENDATION #4: Support, promote and leverage the Main Street Historic District designation and make it a focal point of downtown revitalization efforts.

Fostering the restoration and maintenance of existing historic structures should be of priority. Going beyond the basic needs, the City, in partnership with other organizations, should also consider the following actions and activities:

- A.** Identify and promote new Historic Register Nominations.
- B.** Encourage current and future renovation projects to take advantage of Wisconsin's Historic Tax Credit opportunities.
- C.** Develop, promote and fund a set of "building history plaques" for every downtown building that lists its year of construction and a history of its business occupants.
- D.** Develop an appropriate plan for, and fund, new exterior architectural lighting on downtown businesses.

RECOMMENDATION #5: Develop and update ordinances for the downtown area to maintain the quality of building stock. Any ordinance which regulates the physical environment of downtown should be reviewed and updated, while new City-assisted programs should be pursued that can help improve, restore, maintain, or re-develop (as appropriate) the downtown building stock.

- A. Consider the unique qualities of downtown and its different environments (as shown on Map 3-1) in the development of a new Form-Based Zoning Code (Note: this project is currently underway by City staff).
- B. Review, update and adopt the March, 1998 Main Street Waupaca Design Guidelines document which was never approved by the Council.
- C. Update existing Building Codes to require necessary improvements and upgrades to upper floors of downtown businesses.
- D. Update the existing Sign Ordinance, particularly as it applies to downtown and its gateway corridors.
- E. Develop and implement a Façade Improvement Program which funds qualified projects through small grants or low-cost loans.

RECOMMENDATION #6: Evaluate and develop new organizational methods and collaborative program opportunities which enhance the vitality and success of downtown Waupaca. These could include:

- A. The development of a formal Business Improvement District (BID) (See Appendix C).
- B. Continue to involve more stakeholders in improving, sustaining, and marketing the success of Waupaca and its downtown as a resident, tourist and visitor destination.
- C. Work to increase opportunities for creative interaction/use of space ('pop-up' uses) within or adjacent to the pedestrian zone along Main Street, where appropriate.
- D. Evaluate and consider applying for assistance from WEDC's "Connect Communities" Program (Appendix C).

Fulton Street Corridor

Fulton Street, while not quite serving the same function as Main Street, is important to the downtown in that it is a major connector/entrance to downtown from the west, as well as having its eastern portion situated well for interaction with the 'Municipal Blocks' area. The eastern-most block will be critical in terms of its placement, land use, and pedestrian friendliness as it should capitalize on its unique location adjacent to a major civic use. The following recommendations should be considered specifically for this corridor:

RECOMMENDATION #7: Incorporate the Fulton Street businesses and buildings in the aforementioned Façade improvement Program. As described, this funding program would be used for building maintenance/restoration projects.

RECOMMENDATION #8: Seek ways to increase pedestrian usage of space at eastern end of Fulton Street. This would better connect the area to the Waupaca River and Riverview Park area, thereby becoming part of a new pedestrian ‘traffic path’.

RECOMMENDATION #9: Seek to develop a future “transformative” project along the eastern end of buildings. This for example, could be a multi-purpose greenhouse facility/education center/event space that could replace the two easternmost structures along E. Fulton Street. This could also be an alternative site for a new ‘Makerspace’ (see Recommendation #13 and Appendix B). Such a project could improve the visual connection between the Municipal Blocks (and the rest of downtown) to the Riverview Park area.

Riverview Park Facades

Figure 3-3: Riverview Park Rear Facades

Riverview Park lies along one of the City’s biggest assets, the Waupaca River. Along its western edge, however; lies a potential hidden asset – the conglomeration of diverse rear facades along two blocks worth of Main Street fronting businesses (Figure 3-3). The recessed (lower level) nature of



the park, coupled with the enclosed feeling from the mass of Main Street/Fulton Street structures lends itself well for the creation of a new and vibrant “place.” This could perhaps be promoted as the ‘secret’ side of downtown? This area could be re-imagined and transformed over time to a mixed use, highly active entertainment and urban living space which increases opportunities for social interactions and innovation.

RECOMMENDATION #10: Create a new “Place” adjacent to Riverview Park using existing rear facades. A detailed examination of the spaces and places along the rear facades of buildings along the east side of Main Street and north side of Fulton Street should be conducted to evaluate opportunities for the creation of a vibrant, mixed-use space which incorporates more public gathering and interaction space. This could include any of the following ideas, which range from relatively cheap, to major capital investments:

- A. Re-structuring of traffic flow and parking;
- B. Private outdoor beer-gardens / micro-brewery(ies);
- C. Restaurant/cafes with multi-level outdoor covered/open patios;
- D. Rehabilitation of upper floor apartments to higher end units with quality soundproofing; and ample exterior decks, overhangs, etc. for visual interest;
- E. Colorful exterior paint schemes / murals;
- F. Exterior lighting of building facades;
- G. Use of tents or other shade structures;

- H. Exterior display/unique interaction spaces for commercial businesses/vendors/artists;
- I. Incorporation of Food Truck parking;
- J. Incorporation of new pedestrian bridge and improved pedestrian connections/facilities;
and
- K. Public art installations and/or other “pop-up” uses.

Municipal Blocks and Saint Mary Magdalene Catholic Church

This area offers a tremendous opportunity in terms of a ‘makeover’. While the City Hall/Library building and interior spaces continue to function well, the outdoor spaces and parking conditions could be vastly improved and better integrated into a larger space that takes advantage of its proximity to the Waupaca River.



RECOMMENDATION #11: Seek opportunities to acquire lands for public greenspace on lands at the eastern terminus of Fulton Street.

During the Master Planning process, examine opportunities to connect City Hall/Library to the river through this space, as well as how it may be integrated as a connector to the aforementioned Riverview Park Facades project. This new greenspace could also be considered for use in housing events such as the farmer’s market, or perhaps the inclusion of a more permanent outdoor market structure.

RECOMMENDATION #12: Consider the placement of a new parking structure within the area. While not required now, a more detailed study should consider how to best accommodate potential future user demands and any losses of space that may be incurred as a result of the new Main Street Design Guidelines (Chapter 4).

RECOMMENDATION #13: Consider creating a “Makerspace” to enhance workforce skills and foster entrepreneurship and innovation. This can be accomplished by partnering with public and private entities such as Fox Valley Technical College, the Waupaca High School, Waupaca Foundry and other skilled trade employers or workforce development entities to convert the former Saint Mary Magdalene Catholic Church (or other appropriate downtown building or location) into a new “Makerspace.” Makerspaces - sometimes also referred to as hackerspaces, hackspaces, and fablabs - are creative, do-it-yourself spaces where people can gather to create, invent, build and learn. They typically have a variety of wood, metal, and electronics fabrication tools and equipment as well as other resources such as libraries, craft and hardware supplies, and more.

Transition Areas

The downtown blocks that surround Main Street, Fulton Street and the Municipal Blocks play a secondary support role in terms of commerce, with many service oriented (vs. retail) uses being located amongst them. With the exception of a handful of historic buildings, the structures on these blocks vary quite widely in terms of age and architectural style. It is important that these blocks be improved and revitalized as well, since they will continue to be part of the service/retail mix that draws people downtown for one thing, but may induce them to linger there a bit longer if other parts of downtown are considered to be a 'great place'. A few recommendations should be considered as future planning is done for the downtown:

RECOMMENDATION #14: Re-develop and intensify development in the Transition Area blocks over time as opportunities and market demands allow. Well-designed, higher intensity, mixed use developments should be considered for these areas, particularly if they offer quality alternative living arrangements (modest apartments, condos, lofts, or senior facilities) which match the current market's demands. Demographic changes and current market changes (the City now has ½ of its dwelling units as rentals per a 2013 Housing Study prepared by East Central RPC) may offer opportunities to assist in assembling land for such projects. A more cohesive style to any new development in these areas may also be desired, and the Master Plan should consider the right levels of building height, mix, and use.

RECOMMENDATION #15: Improve and enhance public and private parking areas with landscaping, markings, and signage (including off-site wayfinding signage) where necessary. While serving a valuable purpose, they can be seen as a visual detractor to the urban landscape. Minor improvements, such as tree planting and shade, can not only make them more attractive but better used on hot summer days. Opportunities for the consolidation of parking, shared-parking opportunities, and the potential for the construction of a new parking ramp (should re-development projects take off) should be considered in the Master Planning process.

Transportation and Utilities

An effective downtown relies on having the right transportation and utility infrastructure which provides good connections and levels of service. Obviously, the plan to re-construct Main Street will improve and enhance both of these areas for the businesses that lie along this corridor. However, when considering these systems, it is important to think about more than just 'the car' as a mode of transportation. Equally important is the opportunity that presents itself to improve the efficiency, reliability and energy consumption impacts of new utilities as they need to be replaced or repaired. A few ideas were developed by the Vision Committee which could serve in this capacity:

RECOMMENDATION #16: Cater to pedestrians in the downtown area as a priority, both from a safety perspective (ensuring that safe conditions exist at all street crossings), and from a social interaction (place) perspective. The importance of creating a pedestrian friendly environment that is pleasing to all senses cannot be overstated. While concerns do exist with respect to parking spaces in close proximity to businesses, it should be noted that most ‘downtowns’ are designed for parking once (maybe not as close as one would like, in many cases) and doing any/all of your business on foot. This has added health benefits as well. Adding pedestrian friendly treatments and facilities will better connect downtown and ensure that its relevance as a lively, livable and healthy destination endures.

RECOMMENDATION #17: Examine future accommodates for bikes within and near downtown. After a thorough review of alternatives, the Vision Committee determined that no dedicated bicycle lanes would be recommended for Main Street, but rather; felt that other side streets (i.e. Washington for example) may be better suited for bicycle traffic, yet still allow for connections to Main Street and elsewhere. With the re-design of Main Street however; a number of other accommodations should be considered for bicyclists such as:

- A. The use of shared-lane markings, or “sharrows”, (Figure 3-4) which are painted chevrons on the travel lane that indicate the lane must be shared with bicycles;
- B. Bicycle parking should be planned for in strategic locations along Main Street and throughout the downtown as necessary. Artistic bike racks can double as sculptural pieces that contribute to a ‘place’. Another option would be to install a ‘bike corral’, which is simply a single parking stall permanently designed to accommodate bikes – and another visual reminder that cars and bikes need to share the roadways;
- C. Work cooperatively with the “Achieve!” group who is currently generating and reviewing information about future bicycle infrastructure needs through a formal survey and planning process.

Figure 3-4: Example of a “Sharrows”



RECOMMENDATION #18: Review current and future parking needs as part of the Master Planning process. More details regarding current parking use, new development potential (as guided by the Vision Plan), and the “actual” (vs. conceptual plan in Chapter 4) Main Street re-construction design which may, or may not, reduce the total number of spaces available need to be developed and considered in the future. If warranted and desired, two separate locations have been identified which may provide opportunities for the construction of parking ramps. As the downtown continues to change, grow and prosper, the

amount and location of space dedicated to parking will need to be evaluated. As vehicle parking is a very space-consuming land use, parking infrastructure will need to be strategically balanced in order to maximize business access with the needs and desires of the pedestrian community.

RECOMMENDATION #19: Explore the feasibility of establishing a seasonal trolley/transit service which connects downtown Waupaca with the King Veteran’s Home and Chain O’ Lakes area. A direct public transit connection between downtown and these tourist and institutional-based areas could benefit area businesses in the high season. The trolley could also make one or two stops along the Fulton Street commercial area. A few weekend pilots could be run in the summer of 2015 or 2016 (before the re-construction) to test interest and demand. Doing these tests prior to reconstruction will dictate the design needs and locations for more permanent transit stops along Main Street and/or Washington Street.

RECOMMENDATION #20: The City should encourage the installation and use of various treatments to pavement surfaces along Main Street as part of the re-construction project. Pavement treatments such as utilizing permeable pavers (stormwater benefits!), colored and/or stamped concrete in parking areas or cross-walks, or even painted ‘intersection murals’ would provide utilitarian improvements, but can also contribute to the creation of ‘place’ within the downtown. Using intersection bumpouts for pedestrian safety can be combined with natural bioswales (Figure 3-5) to capture stormwater runoff and also provide greenery to the paved landscape. Such features could replace some of the need for separate planters which require higher maintenance. Using design elements from a “Green Streets” concept (Appendix C) could provide for a functional, yet pleasing urban corridor that is set apart from other downtowns.

RECOMMENDATION #21: Consider how utility systems could be improved to reduce energy or costs during the Master Plan and Main Street design processes. For example, one idea generated during the process was to use waste heat from the Waupaca Foundry to warm Main Street and its sidewalks. This idea could prove to be feasible. However, there are a myriad of environmental and sustainable design options that exist for infrastructure and energy efficiency. These run the gamut from low-energy street lighting, to green roofs; to LEED certified buildings are available. The Vision Committee was quite supportive

Figure 3-5: Example of a Bioswale “Bumpout”



of evaluating these options during the Master Planning process and the detailed design/engineering phase of the Main Street project.

RECOMMENDATION #22: Acknowledge the principles of placemaking when choosing and locating various pedestrian oriented features along the Main Street corridor. Ensuring that the right ‘spaces’ are created – ones that encourage social interaction and serve as gathering places – will add an element of vibrancy to the downtown area. A number of amenities are further described in Chapter 4, but could include such:

- A. Transit/Trolley Stops (Recommendation #19)
- B. Trees/plantings
- C. Historic-looking street amenities (lighting, benches, etc.)
- D. Wayfinding/signage system
- E. Public art spaces
- F. Bike corrals/parking areas (see Recommendation #17)
- G. Planters and baskets (see Recommendation #20)
- H. Parklets (small social areas)
- I. Event/“Pop-Up” spaces

Alternative #2

Session Street Greenspace

In evaluating the downtown, the idea of creating additional pedestrian space was discussed in the context of creating more gathering places, event spaces, or physical connections. This option focused on making a new amenity (greenspace) on the north side of Main Street which would relate closer to the nearby businesses as an amenity, as well as enhance a key connection corridor to Riverview Park. This plan option is illustrated in Map 3-2 and is summarized as follows:

RECOMMENDATION #23: Further evaluate the benefits and costs of converting the 1/2 to 1 block stretch of Session Street, between Main Street and Washington Street, to public greenspace through the Master Planning process. This new space could be used as a gathering place, event space, or artist space and would provide an improved visual and physical connection to Riverview Park (and the new proposed pedestrian bridge).

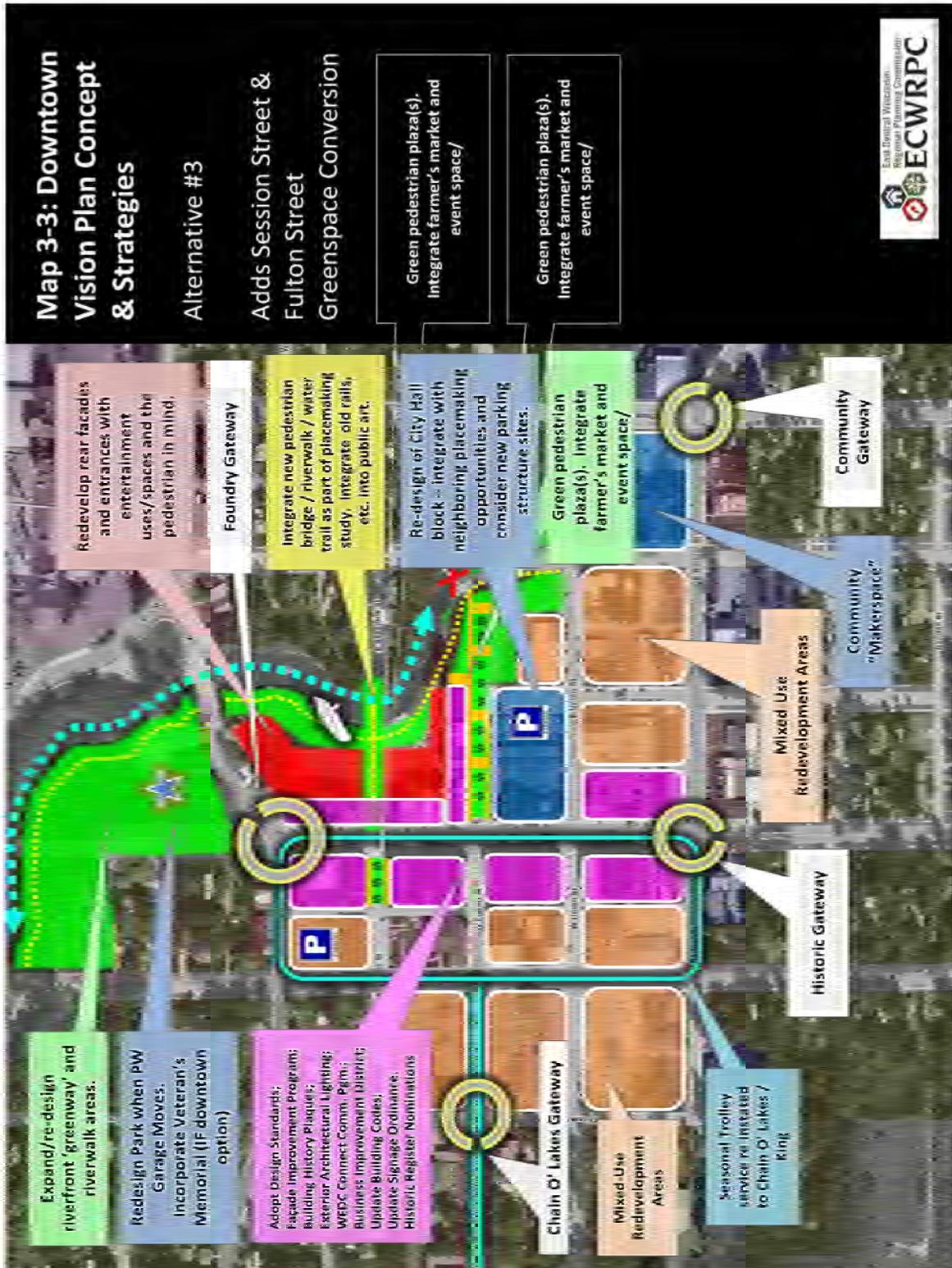
Alternative #3

Fulton Street Greenspace

Furthering the idea of creating more pedestrian spaces, greenspaces and perhaps, ‘destination’ uses’ for the downtown, one additional scenario was crafted which would provide opportunities for cohesiveness and improved connections in the downtown. This plan option is illustrated in Map 3-3 and is summarized as follows:

RECOMMENDATION #24: Further evaluate the benefits and costs of converting the easternmost block of Fulton Street, across from the Library, to public greenspace through the Master Planning process. The re-use of this street right-of-way as public space could offer many opportunities for creating a new and vibrant urban space. In combination with potential new development projects (i.e. Recommendation #9) and more greenspace acquisition (Recommendation #8), the creative possibilities for a complete ‘re-design’ of the Municipal Block (Recommendations #11 and #12) are greatly increased.





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CHAPTER 4
MAIN STREET DESIGN
GUIDELINES

CHAPTER 4: MAIN STREET DESIGN GUIDELINES

OVERVIEW

This chapter contains a more specific assessment of the Main Street corridor and potential changes which could occur in terms of use allocation within the City's existing rights-of-way. The opportunity to incorporate major improvements to the pedestrian environment exists within the context of the aforementioned recommendations and this Chapter explores various major alternatives that were developed and reviewed as part of this process. Based on Committee and public input, a set of conclusions and recommendations are made at the end of this chapter regarding the selected alternative and follow up needs/activities to implement the design.

MAIN STREET PARKING DESIGN ALTERNATIVES

The visuals presented in this section represent several alternative treatments of the Main Street corridor based on input from the visioning process and discussions with the Downtown Visioning Committee. After much discussion, three separate alternatives were selected for further analysis: angled parking, parallel parking, and a combination of both types. Each alternative has various impacts on the uses of space for parking and that for pedestrians. These impacts are summarized in Table 4-1.

Also, as noted in Recommendation #22 (Chapter 3), a number of additional amenities are considered in each of these designs which will add an element of vibrancy to the downtown area. Plus the following additional items which were noted specifically in Recommendation #20 were added to this list. These items can be further refined and finalized during the master planning process and preliminary engineering stages of the selected design.

- Transit/Trolley Stops (Recommendation #19)
- Trees/plantings
- Historic-looking street amenities (lighting, benches, etc.)
- Wayfinding/signage system
- Public art spaces
- Bike corrals/parking areas (see Recommendation #17)
- Planters and baskets
- Parklets (small social areas)
- Event/"Pop-Up" spaces
- Pavement treatments (permeable pavers, colored/stamped concrete in parking areas or cross-walks)
- Painted intersection murals
- Intersection bumpouts
- Bioswales and rain gardens

Aerial views and cross-sections of each alternative were developed to provide a better feel for the potential changes to right-of-way use and how they might look and function.

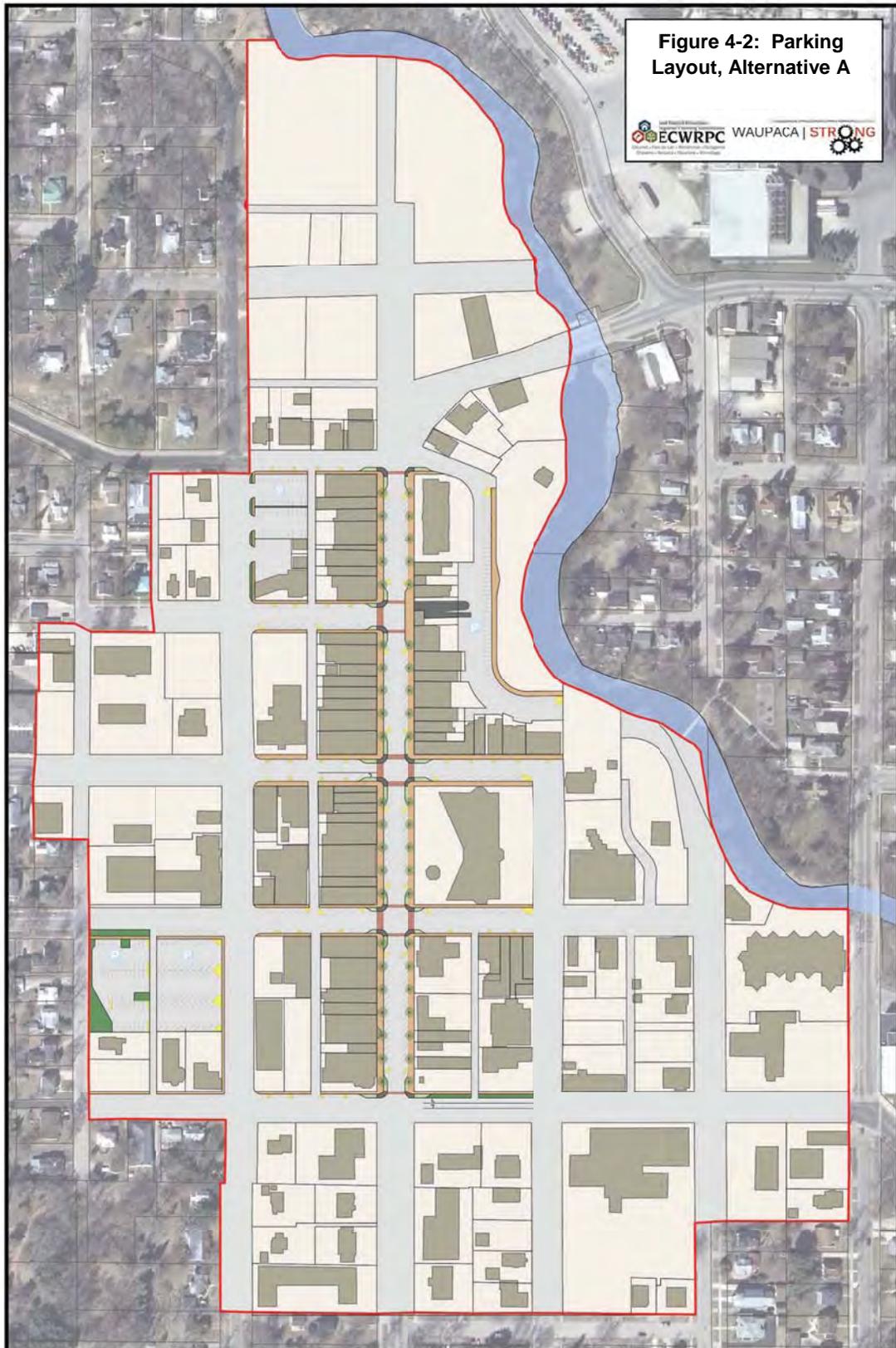
Alternative A – Angled Parking (Current Conditions)

This alternative's intent was to mainly preserve the current form of angled parking which exists on all four blocks of Main Street through downtown. Moderate improvements to intersection areas to improve pedestrian safety, as well as to create some 'placemaking' opportunities, are the main feature changes within this design alternatives. This alternative does not significantly modify the current 10 foot sidewalk widths, as perhaps 2 additional feet may be able to be added at best. This alternative therefore provides limited opportunities for increased pedestrian interaction or business activity along Main Street.

Based on the illustrations contained in Figures 4-1 and 4-2, these improvements take up some additional space near the intersections, however; by improving utilization in other block segments it is actually anticipated that about 142 parking spots could be accommodated. This would represent an increase of approximately 8 spaces more than the 134 total spaces which exist along these four blocks currently.

Figure 4-1: Street Cross-Section, Alternative A





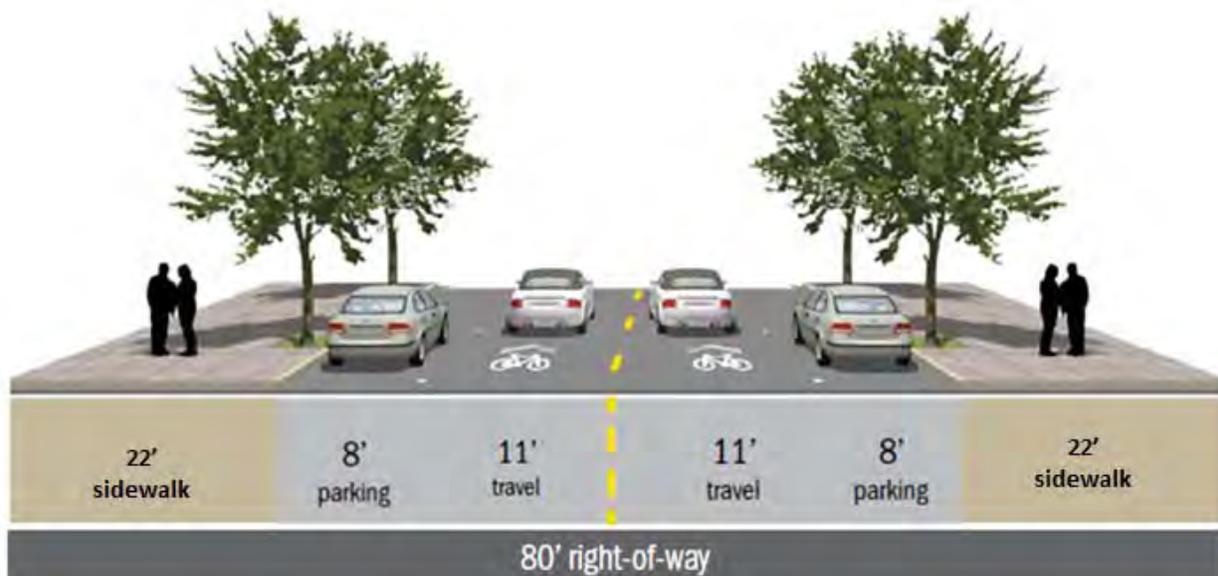
Alternative B – Parallel Parking

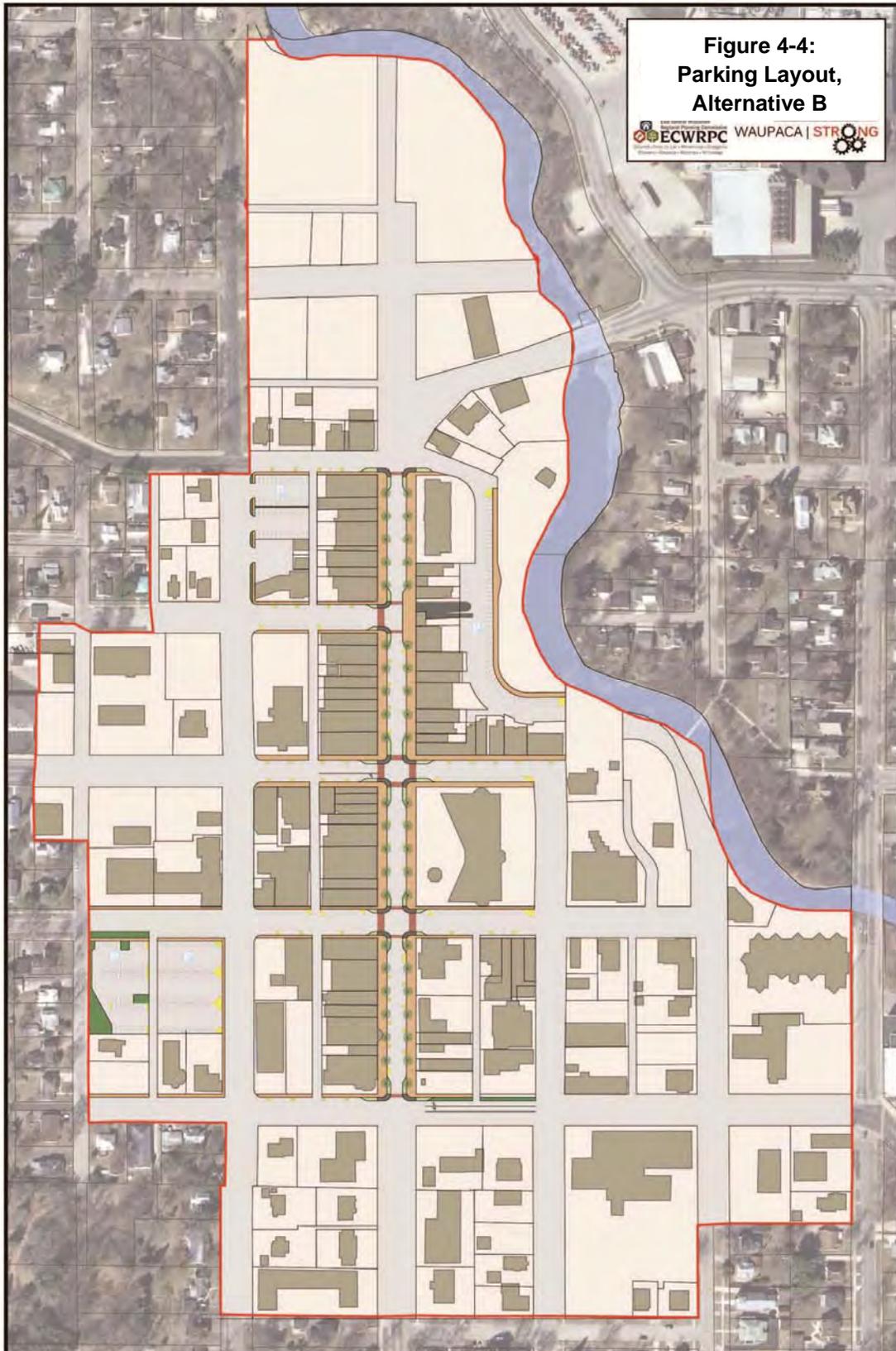
Alternative B was developed using only parallel parking in an effort to maximize the amount of pedestrian oriented space. As illustrated in Figures 4-3 and 4-4, a modified form of parallel parking that allows the driver to pull-in/pull-out in a forward manner would be used on both sides of Main Street. While this limits the total number of spaces, it does allow for a significant increase in the width of the sidewalks, expanding them from their current 10 foot width, to a 22 foot width on each side.

This alternative best suits items called for in Recommendation #16 (Chapter 3) which states that the downtown environment should cater to pedestrians as a priority, both from a safety perspective (ensuring that safe conditions exist at all street crossings), and from a social interaction (place) perspective. This alternative could also allow for increased opportunities to apply the 'green streets' concept as natural stormwater management devices could be incorporated into the wide sidewalk areas. This alternative would also create the most space for parklets and other 'placemaking' opportunities.

Conversely, this alternative would have the largest impact on parking loss, estimated at 60 spots being eliminated from the 134 total spots that exist along Main Street currently.

Figure 4-3: Street Cross-Section, Alternative B





Alternative C – Combination of Angled and Parallel Parking

This alternative examined another possible option – the use of both angled and parallel parking. As illustrated in Figures 4-5 and 4-6, angled parking, similar to that which exists now, would continue to be used on the East side of Main Street. The West side of Main Street however; would be converted to parallel parking.

By ‘centering’ the travel and parking lanes across the entire right-of-way width, it is possible to expand the sidewalks to pick up an additional 6 feet of sidewalk on both sides, expanding the pedestrian space to a total of 16 feet in front of businesses.

This alternative would also result in a reduction of available street parking spaces, but not as many as Alternative B. It is estimated that 30 parking spots would be lost of the 134 total spots available currently.

Figure 4-5: Street Cross-Section, Alternative C



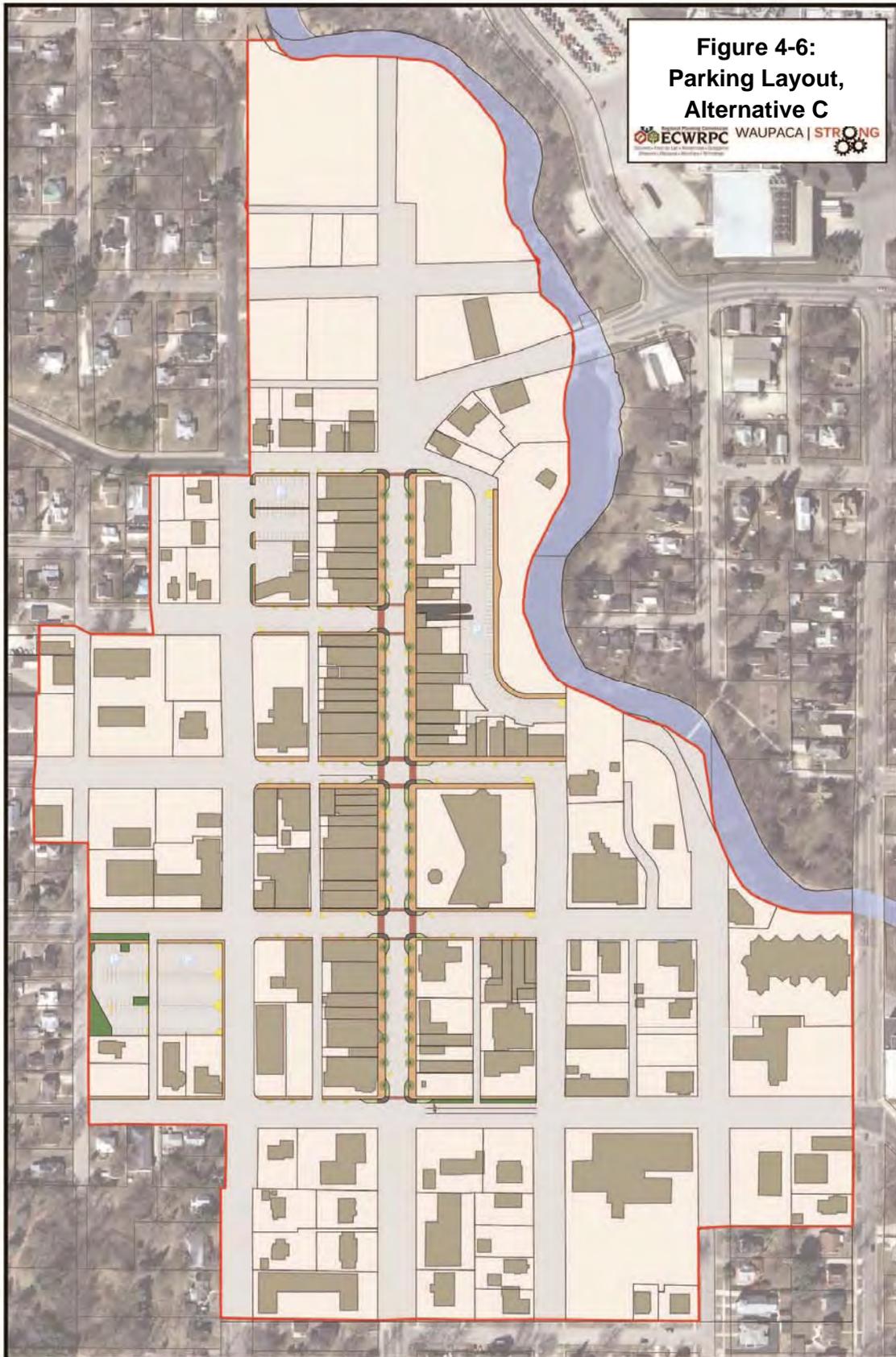


Table 4-1: Comparison of Alternatives' Parking and Pedestrian Impacts

Measure	Alternative A: Angled Parking	Alternative B: Parallel Parking	Alternative C: Combination
Parking Impacts Number of spaces gained/lost*	+8	-60	-30
Pedestrian Impacts Amount of sidewalk width gained/lost in feet on each side*	+2'	+10'	+6'

* Notes: Current number of parking spaces = 134 / Current sidewalk width is 10' on both sides of Main Street.

CONCLUSIONS AND RECOMMENDATIONS

Based on the review and input of the Vision Committee and general public, mainly through the comments submitted at the “Join the Conversation” mobile office event (Appendix B), no clear consensus was achieved on how parking and pedestrian spaces ought to be designed.

Many comments were supportive of changing the parking design in order to provide more pedestrian sidewalk space, however; there appeared to be equal concern regarding the reduction of parking spaces and potential impacts to Main Street businesses.

RECOMMENDATION #25: Conduct an in-depth parking study for the downtown area in order to better flesh out the concepts and recommendations provided within this plan. The study should include an examination of current locations, restrictions, and uses, as well as those related recommendations/needs identified in this plan in terms of their feasibility, user impact and financial impact. Ideally, this study would be concurrent to the development of the more formal and detailed Master Plan for the downtown which is planned to occur in 2015.

RECOMMENDATION #26: Conduct preliminary/more detailed design work for the Main Street corridor for the three alternatives which were shown, as part of the Master Planning process for downtown. Additional evaluation and design work on the Main Street Corridor, as well as an understanding of any requirement associated with the project funding mix, will be imperative in order to make final recommendations on the style and amount of parking which is incorporated with the street reconstruction (See Appendix C). Information generated in Recommendation #26 should be strongly considered when conducting this further evaluation.



APPENDICES



APPENDIX A

**DETAILED RESULTS EXERCISES
#7B-#7D, #8, AND #9**

APPENDIX A: DETAILED RESULTS, EXERCISES #7B-#7D, #8 AND #9

BUSINESS TYPES MISSING	EVENTS/PROGRAMMING MISSING	ORGANIZATIONS/GROUPS MISSING
Men's clothing	Winter activities -- Christmas parade	Youth documenting history of downtown
Shoe repair	Store promotion -- sidewalk sales	Main St. Waupaca organization that promotes the area
Shoe store	Improve Homecoming parade	Business Improvement District (BID) -- coordinate events, improvements
Brew pub	Wayfinding / signage promoting off-street parking	Better coordination of plantings on Main Street
Hobby shop	Stationary parade	Better coordination of Christmas window displays
Shoe repair shop	More robust farmer's market	Main St. program
Bicycle shop	Craft programs	Neighborhood watch
Boats / boating related	Historic tours of downtown with storytelling	Choral group -- Christmas time
Hobby or craft store	Larger farmer's market	Main Street specific store-owners group
Sports bar on Main Street (nice, upscale)	Flea market	Volunteer center of Waupaca
More antique stores	"Underground" tour -- abandoned upstairs / basements	Main St. Waupaca
Bakery	Sunday hours for downtown	
Micro-brewery	Antique shows	
Men's clothing	More music events on bandstand and Rotary Riverview Park stage	
Shoe	Allowance of street cafes / dining outside	
	Allowance of open liquor on Main Street at events -- outside of fenced in areas	
Small engine shop	Outside dining	
Plus size women's shop	Ice skating	
Bakery	Art gallery	
Antique stores	Ice skating (winter)	
Men's clothing	Safe biking	
Women's affordable clothing	Fountain for kids playing	
Shoes	Canoe launch	
Home goods	Garden at City Hall / Library	
More antique stores	Historic tour (audio headset)	
Arts store	Ghost tour	
Craft yarn store	Flea market at Cooper Street / Riverview Park (summer)	
	Riverfest	
Bakery	Car show (downtown)	
Brewery		
Winery		

Men's clothing	Fishing piers (park)	
Shoe store	Better storefronts (planters/foilage on sidewalk)	
KFC	Historic home tour	
Bakery	Art walks	
Grocery	Sidewalk events like BBQ cook-offs	
Pool hall / darts -- non-alcoholic, foosball	Using bandstand for small concerts -- jazz, classical	
Deli	Animal shows	
Roller rink	Parade at Christmas	
Men's clothing store	Window painting at homecoming time	
Shoe store	Noon concerts	
Outdoor eatery or place to picnic on square	Roving food vendor	
Micro-brewery	Farmer's market	
Wine tasting place	Historic building markers -- story tours / walks	
Deli/bakery	Winter civic events	
Brewery / pub / restaurant	Christmas parade	
Shoe store	Christmas "holiday" sidewalk sale event	
General clothing	Spring civic festival	
Traditional pizza place	Recreation-related events -- bike races, volleyball, kickball, broomball, basketball tourney	
Outside dining	Evening art strolls between businesses	
Bakery / deli	Christmas parade and more festive activities for holidays	
Shoe store	Being able to serve wine for events in businesses	
Themed restaurant (Italian, soup/deli, Greek, Asian, etc.)	Walking tours (audio) -- speaks of old homes and history of residents, buildings, development	
Brewery / winery		
Community / civic center (old Catholic church)		
Men's clothing		
Sport shop		
Appliance		
Shoe store		
Video rental		
Grocery store		
Computer store		

Outdoor eatery or place to picnic on square	Outside dining	Outdoor café (street)
Traditional pizza place	Themed restaurant (Italian, soup/deli, Greek, Asian, etc.)	
Community / civic center (old Catholic church)		
Video rental	Computer store	Music store
Car wash		
Novelty / souvenir (t-shirts, etc.)		
Children's store		

**What Stands Out?
BUSINESS TYPES**

Shoe Store / Repair	10 out of 14 participants
Bakery & Deli	9 out of 14 participants
Micro-Brewery / Pub & Winery	9 out of 14 participants
Men's Clothing Store	8 out of 14 participants
Hobby, Craft, & Arts Store	4 out of 14 participants
Antique Shops	4 out of 14 participants
Sporting Goods (bicycle, boats, etc.)	3 out of 14 participants
Entertainment (sports bar, pool hall, roller rink, etc.)	3 out of 14 participants
Women's & General Clothing Store	3 out of 14 participants
Grocery / Specialty Market	3 out of 14 participants
Outdoor Dining	3 out of 14 participants

**Overlapping Across
Participants --
EVENTS/PROGRAMMING**

Winter activities -- Christmas parade	Stationary parade	Parade at Christmas
Store promotion -- sidewalk sales	Christmas "holiday" sidewalk sale event	Sunday hours for downtown
Improve Homecoming parade	Window painting at homecoming time	
Wayfinding / signage promoting off-street parking		
Craft programs	Antique shows	Art gallery
Historic tours of downtown with storytelling	"Underground" tour -- abandoned upstairs / basements	Historic tour (audio headset)
Larger farmer's market	Flea market	More robust farmer's market
More music events on bandstand and Rotary Riverview	Using bandstand for small concerts -- jazz, classical	Noon concerts

Park stage		
Allowance of street cafes / dining outside	Allowance of open liquor on Main Street at events -- outside of fenced in areas	Outside dining
Ice skating	Ice skating (winter)	Safe biking
Riverfest	Car show (downtown)	Sidewalk events like BBQ cook-offs

**What Stands Out?
EVENTS/PROGRAMMING**

Art Walks & Crafting Programs	5 out of 14 participants
Historic Tours & Building Markers	5 out of 14 participants
Christmas Parade	4 out of 14 participants
Store Coordination (sales, hours, storefronts, etc.)	4 out of 14 participants
Flea Market & Enhanced Farmer's Market	4 out of 14 participants
Sidewalk Cafes & Adult Beverages (at events)	3 out of 14 participants
Outdoor Recreation (ice skating, garden, canoe launch, etc.)	3 out of 14 participants
Festivals (car show, cook-off, basketball tourney, etc.)	3 out of 14 participants

Overlapping Across Participants -- ORGANIZATIONS/GROUPS

Youth documenting history of downtown		
Main St. Waupaca organization that promotes the area	Business Improvement District (BID) -- coordinate events, improvements	Main St. program
Better coordination of plantings on Main Street	Better coordination of Christmas window displays	
Neighborhood watch		
Choral group -- Christmas time		
Volunteer center of Waupaca		

**What Stands Out?
ORGANIZATIONS/GROUPS**

Main Street Program / Business Improvement District	4 out of 14 participants
---	--------------------------

Coordination of Plantings, Window Displays	1 out of 14 participants
Volunteer Center	1 out of 14 participants
Neighborhood Watch	1 out of 14 participants



APPENDIX B

PUBLIC INPUT AND FEEDBACK

APPENDIX B: PUBLIC INPUT AND FEEDBACK

Summarized Comments from "Downtown Waupaca Should....." Public Input Boards

Summer/Fall, 2014

Culture

Recognize value of cultural programs that "are" Waupaca - the Rotary Exchange and other exchange program. Winchester Academy is unique to Waupaca.

Apply to HGTV for a reality show - to restore and promote the river frontage - open shops in back.

Working relationship with the education partners in town/area.

Place

More benches - friendlier atmosphere.

Revitalize the 3rd Ward.

Make it more bike friendly & walk friendly.

Develop more ties with the River!

Consider history but with looks to the future - elect. Cars, future communication tools, changing stores to new venues.

A year round greenhouse with Trees and Flowers - A place to gather-admire-like the Mitchel Park Domes. Using education/teaching to help students, a winter respite, a tourist attraction, etc. use as coffee house, etc.

Build a community art center with free classes.

Consider a boy's & girls club

Be a gathering place. You would say that you do but you don't. Forget about money; focus on creating a place for people to create lives with each other and the money will flow.

Have a pedestrian friendly atmosphere.

Winding Main Street - ***go to google maps - street view & see Cedar Falls, Iowa.

Good Idea - Create an improved river walk.

Year Round Greenhouse with spectrum lighting - open especially in winter - trees and flowers offset winter blues, tourist attraction, winter tourist (jobs for students) rent out for parties, wedding, etc.

Reduce taxes for small business to encourage commercial growth. Advertise - enlarge Nells Rasmussen Park.

Indoor park like Domes in Milwaukee.

Let build 4 the future.

Aesthetics

Limit Commercialization of Public Parks

Eliminate "Ugly" props from main Street (Kayaks)

Stay "green" or "low Key" with (consistency in business signage like some other communities have chosen to...

Murals on the exposed sides of buildings like Wittenberg has done. Or painted Adv. Of old.

Refresh the wall murals/old time advertisements on the old buildings.

Tree's

Beautify the downtown: hanging baskets of colorful flowers or pots at the corners (the city's responsibility).

Do away with the drab green banners

Add colorful flowers to the parks (just look at them now)!

Social Issues

Start talking about and addressing the Heroin problem. Because it's very real.

Not be so judgmental about people with tattoos, piercing and colored hair. We are kind & respectful.

Set an example - No gambling of any kind - lottery machines, or tavern & bar dice or games. Good luck w/dat

Sell Porn - No

Events

Have a Festival between fall o' rama and winter festivals for Halloween activities and also summer activities. Because kids have gone back to school. They miss summer when there was no school.

Have a huge flea market and rotary park; focus on the needs of "Locals" in order to promote the mindset of shopping locally, who can afford to?

One word...Beer fest!

Be promoted! Waupaca book fest helps!

Have a weekly summer farmers market - now is out front on Sat.

More square concerts.

Have Memorial Day Services!!

Work with chamber and promote winter sports.

Infrastructure

Fix Hwy E!!! Give Raises!

Add a side walk on Evans Street.

Have a speed bump on Cooper Street in Riverview Park to slow traffic.

Benches to sit/read/internet/activity - Benches by parking lot door, have benches to sit on Yes!

Celebrate what has been accomplished in the last couple of years - like what? Removal of much need bench by back parking lot door pay employees more! Better wages!

Ashtray trash container to keep/help area stay clean. Low beam street lights

Replace bench or 2 benches by parking lot doors - under cover - rain & snow for general use & for elders/disabled to wait for ride/pickup (D.W.)

Fix the footbridge

Provide park benches on the square.

Replace or remove ped. Bridge over river!

Low street lights - planters - benches - shade trees

Wide sidewalks - art - bike racks

Have a roundabout

Repair roads? Need real jobs!

Fix the bridge to Foundry Park, ask the county to re-route Hwy E to get rid of Semi Traffic.

Bring back da Trolley! Yeah!

Real Jobs, fix Main St. & Fulton Street.

Fix road on Mill Street on corner across from Danes Antiques.

Parking

Parking, Parking!!!

Lots of Parking! 4-hour limit (if any!)

Improve Parking!

Business Related

St. Vincent DePaul, Thrift Store?

Place to walk dogs in winter, sandwich shop.

Book world will be greatly missed - I agree!!! As we lose each piece, we lose ourselves, lower taxes so they can have a chance what matters most?? Let's build 4 the future.

A small, intimate, quiet dining place - sisters Deli/Café always have to travel for this.

Consult T.W. Martin pay him! Put in a Festival Foods!

Encourage a downtown grocery store.

Keep Waupaca simple with the mom & papa stores

KFC - No

Keep the shops filled

Have a nighttime coffee shop - no food - just coffee for a gathering place. I agree (D.W.)

Use the Danes Home (refurbish) as an anchor investigate grants for building improvement and encourage owners to renovate 2nd/3rd floor for moor-high end rentals or owners like Panache/Studio 212

Wal-Mart Related

Upgrade to better stores ex Walmart, Dollar Tree

No, absolutely not!! It will kill main street!!!

Bring in a Walmart and Festival Foods it would up the competition and create more jobs!

No!

Look at Berlin for example (should educate the public to the damage that has been consistent in communities especially communities our size) when Walmart is allowed in.

A Walmart is an opportunity for local business to show what they do better - customer service, unique products don't be afraid.

No Walmart!! (hope not)

Why not? We need more competition and cheaper prices!!!

No Walmart! Thanks for being one of my fave towns!

Walmart Yes!

Wal-Mart - No

General Criticism

Stop wasting taxpayer dollars

Teach our community to use correct spelling.

Lower taxes

Keep this board up all the time!

Leave the board up every day.

Quit spending money on pet projects and lower taxes.

Enforcement

Stop loud cars and trucks - that make noise on purpose, stop speeding cars - stop and warn!

Have noise enforcement on Main Street for loud mufflers! Custom mufflers.

Stop speeding cars - ticket drivers not stopping for pedestrians! Stop cell phone drivers - warning first - ticket 2nd stop.

Arrest drunks @ 2:00 driving & Squealing tires back on court house square.

CITY OF WAUPACA DOWNTOWN VISION PLAN

PUBLIC INPUT SUMMARY

“Mobile Office”

March 23-27, 2015

Public Participation and Feedback

During the week of March 23rd – 27th, 2015, City staff set up a “Mobile Office” at an underutilized business space located at the corner of Main Street and Fulton Street, right next to the City Hall/Library Building. This area receives significant foot and vehicle traffic and provides a non-traditional space in which to seek feedback on the current Downtown Vision Plan and its components.

Displays were set up and the event was promoted and advertised as “Join the Conversation”, in reference to getting peoples reaction to the project’s intent, analysis to date, and conclusions associated with the two sets of three plan alternatives.

Approximately 30 to 40 individuals stopped in or visited the Mobile Office Display during the course of the week. Of these, 13 of them submitted formal written comments on the forms provided. During this time period, additional data and comments from the session were also generated by other means. In total, five formats of comments were submitted:

1. Mobile Office Worksheets
2. Mobile Office Station #5 Post-It Notes
3. Mobile Office Verbal Comments/Notes
4. Waupaca Business Input Sheet
5. Direct E-mails

A summary of the comments and feedback provided through each of these devices is contained on the following pages.

1. Mobile Office Worksheets

The Mobile Office Worksheets consisted of a simple, two page (front and back) set of questions which related to each of the four workstations that were set up (#2-#5). Some basic geographic/demographic information was obtained, as well as spaces for participants to either vote for a preference and/or provide comments on each of the two sets of vision/design alternatives – the Downtown Concept Plan Alternatives and the Main Street Parking Alternatives. All data (except for the participants’ names) are included Table 1 on the following pages.



X					1-C	Agree that a Walmart would ruin the downtown. We could use something along the lines of Rhythm and Brews where the proprietor is willing to open early and close late. The concept was sound.					A	We need all the parking we can get.	
X						I don't think that the city has any businesses telling businesses how they can sign their stores. I would rather have Walmart in town than Kmart.					B	I like the bigger sidewalks and think that keeping parking the same on both sides will prevent misunderstandings.	I like the idea of having a foot bridge between the parks across the river.
X						No Walmart! Do something with Halloween, promote trick or treating, something. Fix the footbridge! Turn Danes Home into a convention/events location.					B	I like the wide sidewalks, but the loss of parking is a concern. Need to emphasize existing public parking lots, maybe add more.	Fix up Danes Home and use as an event location or convention location.
X					1-C	Like station 2					A	Parallel parking in summer would be impossible; we grow 3X larger in the summer. Tourist would not like it.	Like some of your ideas. Will keep an open mind. Would like to see some new business.
X					1-C	Agree w/information					C		
					1-C	Definitely needed. Already a decent Downtown for a small city. But updated street/sidewalk/features/benches/landscaping is needed.					C	Some old buildings are hard to retrofit for new or different type of business.	Raze one block to build brand new mixed use development.

x	x				1-C	Maximum greenspace	A	Create a unique shopping area.
x					1-C	Green space concern - will it ever get accomplished! Big issue is protecting water quality in the river.		A little wider sidewalks - good - need the shade. All parallel parking (B) would be safest for all concerned.
x					1-C	Process is valuable	C	Need to plan for bike racks and being very bicyclist friendly.
x					1-A	1. Fix foot bridge - yes 2. Year Round Greenhouse - maybe build out from library & combine library with a year round green house! 3. Food store - 'Farmers' market, etc.	C	However limit traffic to handicapped in downtown Main Street - more trees to absorb emissions.
					1-C	Parks & Trails are significant improvement. Pedestrian bridge/riverwalk/water trail are major pluses. Love the seasonal trolley service idea.		I like that they're looking at doing some kind of improvement and upgrading of space.
					1-C	Great posting the comments about "Downtown Waupaca Should..." very thorough.	A	Creating more lawn for farmers market. We hate setting up in the street on top of oil patches. Keep market in town as best you can - don't move out, we don't want to compete with our customers parking.
					1-C		C	Community Center - Where patrons can take classes find friendship and grow community! Art! Writing! Cooking! Health!

***Notes:**

Station #3 Alternatives were 1-A) Main Concept Plan (w/o greenspace), 1-B) additional Session St. greenspace, 1-C) Session St. & Fulton St. Greenspace. Station #4 Alternatives were A) Angled Parking, B) Parallel Parking, C) Mixed Angle/Parallel

2. Mobile Office Station #5 Post-It Notes

The Mobile Office had a station set up with a large aerial photograph of downtown Waupaca. Participants were simply asked if they had any additional 'big ideas' for what types of changes could occur over time. A number of comments and ideas were posted.

- a. *The Hotel – Turn it into a temporary homeless shelter. Foundations for City.*
- b. *Library/City Hall – Turn City Hall into mixed use community space. Create new City Hall nearby.*
- c. *Reading Room – Expand Library to house year-round greenhouse with spectrum lighting.*
- d. *Raze [the apartment] buildings [on the north end of Main Street] and build mixed use buildings.*
- e. *I AGREE (in reference to above comment)*
- f. *Sidewalk in front of Rasmussen Park is needed.*
- g. *Make Dane's home into a convention or event location. Fix it up!*



3. Mobile Office Verbal Comments/Notes

A number of individuals who visited the Mobile Office display did not write down formal comments on the worksheets that were provided. They did however, engage in conversation with staff and provided insights or preferences in a verbal manner. The points below represent summarizations of the conversations that were had with these individuals:

- a. *Parallel Parking around the “square” in lieu of angle parking*
 - *-More pedestrian friendly*
 - *-Safer crossings, less pedestrian vs. vehicle conflicts*
- b. *Main Street as a pedestrian mall,*
- c. *Main Street more as retail destination in lieu of restaurants/bars.*
- d. *Quality of stores portrays image of Waupaca, i.e. dollar stores.*
- e. *Business owner on Main Street:*
 - *Liked thought of removing building at end of Fulton Street to provide greenspace or parking.*
 - *Liked Session Street Greenspace, but not Fulton Street Greenspace (too many parking spots lost with Fulton St. greenspace).*
 - *Heavily favored parallel parking on Main Street – wide sidewalks and pedestrian environment a key for vibrant downtown. Makes safer also. Bloomington Indiana mentioned as an example.*
 - *Thinks that something needs to be done at intersection of Main and Mill Street / fast traffic, slow it down (mini roundabout).*
- f. *“Historical in nature, modern in amenities”*
- g. *Need for a creative theme in order to provide continuity along downtown – for example, a foundry / gears theme.*
- h. *Farm to table restaurant*

4. Waupaca Business Input Sheet

The form below was voluntarily developed by the Mainstreet Marketplace and placed at their counter for patrons to provide direct feedback on their likes or dislikes of downtown. While this additional input is great regardless of how its obtained, it should be noted that only this business conducted the exercise and additional results from other businesses' clientele were not collected.

Downtown Waupaca

What do you <u>like</u> about our downtown?	How can we <u>improve</u> our downtown?
Eclectic shops, *old buildings* (Historical)	I don't hear about a lot of ^(Market more) the shops until I'm walking down the street
I grew up here. Like the small town feel	Would like to see a place where people can sit & enjoy the weather w/ benches.
I love the shops!	Make it pedestrian friendly. Better crosswalks!
I like the planters in the summer	Reduce Speed Limit down town & enforce it!
I like the way it's laid out - very walkable. Nice shop people, great food & products. Great town!	Too new to know yet. Keep up the good work!
The variety of stores & the products offered	Use the library lawn to put permanent tables on for seating and offer free Wi-Fi. Benches too. Umbrellas for shade
Variety of shops	The parking is difficult but Thank goodness it's <u>NOT</u> PARRELL !!!
A nice walk for exercise	Snow Removal <u>Parallel!</u>
Love this town!	ENFORCE CURFEW NO HALFWAY HOUSE
This Place! Weasel's Pizzeria Main Street Marketplace	Enforce pedestrian rights esp. Main + Fulton!
Very people friendly, buildings built up on appearance. Like the shops selection.	Make street crossings safer!
The Charm, shops, people	No parallel parking! Please
Like the way it is	No Parallel parking

5. Direct E-Mails

After the Mobile Office event was completed, some additional feedback was received via e-mail. Two e-mails, detailing ideas and offers of assistance are provided on the following pages.

From: francisrademacher
Sent: Wednesday, April 8, 2015 8:55 PM
To: bkane@cityofwaupaca.org
Subject: input for downtown planning

Dear Brennan,

Hi there, my name is Marci Reynolds and I am writing on behalf of the Waupaca Community Arts Board. I had stopped downtown at the old Office Outfitters to meet with you last Friday after lunch, but you had already closed down. I went over to city hall and they suggested that I e-mail you my input, so that is what I am doing. Sorry I missed you!

The Waupaca Community Arts Board is a very active nonprofit arts organization in Waupaca, whose mission is "community building through the arts." We organize, plan and implement various arts creative participatory events in Waupaca including:

Chick Night (February)

The Annual Irish Wake (March)

The bi-annual Bach Festival (in October 2015)

The Annual Arts on the Square Arts festival (August 14-15 2015, 9th annual)

We also sponsor the Phantom Art Gallery, send a monthly arts newsletter, and have held other arts related events such as Blooming Palette painting classes, and 2 City wide Arts Summits, which pull stakeholders together to discuss our growing creative economy.

We work to facilitate collaboration within the community, between organizations and retailers, as well as artists, musicians, and the many arts stakeholders. One example of our collaborative work is the "Tell your Story in the Tiles" sculpture at South Park, the work of WCAB, the Waupaca Rec Center, The Waupaca Foundry, and the City, as well as the artwork of well over 100 of our community members. This sculpture is unique and beloved for it was designed to demonstrate the marriage of industry, art and community. We are especially proud of this particular community art project, and it has inspired an interest in further projects in which our community creates public art.

So this is one idea we would like to suggest:

1. The creation and installation of metal tiles throughout the downtown area. Tiles could be created and poured using the same process used for the sculpture, and installed in sidewalk, on corners of buildings, and various other ways to continue the theme of Waupaca's own foundry/community art that was begun with the South Park sculpture. This would also bring people together once again, with every participant being able to leave their mark

on our beloved and unique downtown, the heart of our city, as well as involve our foundry, the lifeblood of our community.

Go here to read more and see pics of the tile sculpture at South Park: <http://waupacaarts.org/test/>

2. Another idea we would like to suggest is sidewalk poetry. Waupaca has a number of excellent poets in our midst, of all ages. WCAB has featured poetry at many of our events over the past 12 years. This year, we plan to feature poetry at Arts on the Square, with our local High School "Dead Poet's Society," other adult poets who are well known and published, as well as a visiting poet in residence from New York. There will be poetry workshops and the creation of a public poetry piece to be installed on the wall of the current Office Outfitters building. We would love to see this theme of poetry continue and live on through the concept of sidewalk poetry.

The idea of sidewalk poetry has been suggested to our city before but unfortunately has not accepted. We feel that this is due to a basic misunderstanding of this concept. The primary concern seemed to be that it would make the sidewalk cement unstable. However, we have researched this, and found that it does not degrade the quality of the sidewalks, even in cold weather. This is evidenced by the widespread implementation of sidewalk poetry throughout the city of St. Paul. We would like to pattern Waupaca's sidewalk poetry plan after the Successful St. Paul model. St. Paul has found that the poetry has:

- increased the walking traffic in the neighborhoods in which it has been installed,*
- increased the interest in poetry*
- increased community involvement, engagement and joy*
- created a unique artistic presence and influence that is available to all.*

Certainly these are all factors that we would like to see in our downtown, all accomplished by simply installing short poems in the sidewalk squares.

go here for the St. Paul sidewalk poetry website. <http://www.stpaul.gov/index.aspx?NID=2820>

Please also watch this YouTube video, it really outlines their program really well!!!!
<https://www.youtube.com/watch?v=Bj5s65-tC0q&feature=youtu.be>

With the amount of time we have to plan for our new downtown renovation, there would be time to plan for sidewalk poetry. The WCAB would be willing to help with the planning process and we are certain that we could get involvement of the necessary people, agencies and services in order to make this a quality and lasting reality.

3. Lastly, we would like to suggest that every effort be made to involve public art and creativity, and space for public gathering in the new downtown design.

I would be happy to meet with you to further discuss these suggestions and others, and would welcome the inclusion of our group in further planning efforts. Again, I regret that I was not able to meet with you in person. Please feel free to call me at 920-840-2739.

Thanks!

Marci Reynolds, President

Waupaca Community Arts Board

From: Patricia Reckrey

Sent: Thursday, April 9, 2015 7:41 AM

To: bkane@cityofwaupaca.org

Cc: Fran & Marci; Pat Reckrey

Subject: downtown ideas

Dear Mr. Kane:

By now you have received the email from Marci Reynolds detailing some of the hopes of the Waupaca Arts Board for the downtown. I second the Board's ideas and would like to include one other thought for you to consider. With the addition of any thoughtful words or images on the public sidewalk, the downtown becomes more than a commercial site. It becomes a place for "taking a walk", a go-to place. With the addition of small gathering sites with benches all ages can sit a bit and talk. This is what builds community.

If I can be of help in this planning (or implementing) process please let me know. Thank you.

Patricia Reckrey

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APPENDIX C

SUPPLEMENTAL INFORMATION

City of Waupaca Downtown Historic Preservation Activities / Options

Instructions: Please review each item below and provide comments/reactions as you see fit. If the activity is already ongoing, how could it be improved? Would you support the other activities not yet initiated? Why?

- ✓ **Conduct historic resource inventories:** This has already been completed, as the *Intensive Survey Report, Architectural and Historical Survey, 1999* was sponsored by the City of Waupaca Historic Preservation Commission, and a comprehensive inventory of the city's architectural and historical resources. The inventory identified buildings, sites, structures, objects, and people significant to the history and culture of the city. The study proposed the creation of the Lake Street Historic District and includes recommendations for additional historic preservation actions.

- ✓ **Form a Historic Preservation District:** This has already been completed as Main Street Historic District already exists and lies roughly along S and N Main streets, from W Union to Granite Street. A second Lake Street Historic District located south of downtown also exists and is within walking distance.

- ✓ **Adopt a Historic Preservation Ordinance:** This has already been completed. The City of Waupaca Zoning Code includes provisions for historic preservation. This ordinance establishes the Historic Preservation Commission and its authority to designate historic structures and sites and to recommend the creation of historic districts. The alteration or demolition of a designated historic site or structure is prohibited unless approved by the Historic Preservation Commission.

- ✓ **Form a Historic Preservation Commission:** This has been completed as the City of Waupaca already formed a Historic Preservation Commission.

- ✓ **Apply for Certified Local Government program status:** This has already been completed as the City is a Certified Local Government by the Wisconsin Historical Society. The Certified Local Government program helps local governments integrate historic preservation concerns with local planning decisions. A community must have a qualified historic preservation commission to be eligible for CLG status and its benefits.

- ☐ **Facilitate National Register Nominations:** The National Register of Historic Places is the nation's official list of properties that possess significant architectural, historical, or cultural characteristics. Properties in the State Register of Historic Places have characteristics significant to Wisconsin's heritage.

- ☐ **Prepare/adopt/implement Downtown Development Design Guidelines:** Such guidelines were previously prepared, but never adopted. These guidelines would not dictate standards for the rehabilitation/restoration of designated historic structures, but rather; would guide new development or the renovation of non-designated structures in order to achieve an overall 'look' for the downtown area which may follow some historic design details that exist such as building material, fenestration, signage and the use of awnings.

- ☐ **Develop a Façade Improvement Program:** Such a program could provide incentives such as no or low cost loans or grants to could be used to ensure that building facades are renovated to appropriate historic standards. Often times, programs such as these are administered by a Business Improvement District or other similar entity.

- **Apply for Historic Preservation Tax Credits:** Both federal and state income tax incentive programs are available for rehabilitation of historic properties that are either listed in or eligible for the National Register or State Register of Historic Places. These credits can be a huge incentive to the redevelopment and re-use of historic structures.

- **Implement CDBG grant programs:** The Community Development Block Grants program provides annual grants to qualified jurisdictions to develop viable urban communities. This program can support historic preservation by helping residents to maintain and upgrade historic homes.

- **Apply for other grants:** Other state and federal programs are available to assist in fostering historic preservation. The following website - <http://www.wisconsinhistory.org/Content.aspx?dsNav=Nrc:id-4294961467-dynrank-disabled,N:1210-4294961452&dsNavOnly=N:1210> contains a listing of such programs.

- **Integration of Historic Elements:** The use/re-use of historic materials and or the acknowledgement of historic properties and locations can enhance and add interest to a community. Public infrastructure (street lights, benches, signage and other amenities) should be designed to fit the historic theme. Creative re-use of historic materials, such as the railroad tracks buried under pavement, could further enhance the downtown environment

- **Education:** Education of the general public, homeowners and business owners, as well as elected officials and staff is an ongoing process. Appropriate information on the benefits of historic preservation, its contribution to ‘placemaking’, and steps that individuals and the community can/are taking should be made available and promoted publicly. Local Historical Societies can assist in these efforts.

- ✓ **Promotion of Historic Districts:** This can be done through signage, building placards, and the development of walking tours. Currently, walking tours of the City’s Districts are in place.

Exercise #11: Waupaca Downtown/Area Events & Relationship to 'Place'

1. The following list of events was put together for the Committee's review. A listing of additions is noted below the table.

Waupaca Area Events (by location)				
Event	Date(s)	Time	Location	Distance
Waupaca City Band Summer Concert Series	June 13th-July 25th (2014)	Fridays at 7pm	Downtown Waupaca (bandstand)	N/A
Irish Wake	March 15th (2014)	Varying	Downtown Waupaca	N/A
Hometown Celebration	July 4th, 2015	10am	Downtown Waupaca	N/A
Autumn Harvest Fest	October 4th (2014)	10am-4pm	Downtown Waupaca	N/A
Arts on the Square	August 15th and 16th (2014)	Varying	Downtown Waupaca on the Square	N/A
Arts <u>off</u> the Square	August 15th (2014)	4pm-7pm	Downtown Waupaca (various locations)	N/A
Strawberry Fest	June 20th & 21st (2014)	Varying	Downtown Waupaca (various locations)	N/A
Memorial Day Programs Rotary Riverview Park	May 26th (2014)		Downtown Waupaca (Riverview Park)	N/A
Deer Widows Weekend Craft Shows	November 22nd (2014)	9am-4pm	Various locations in Waupaca area	N/A
Classic Christmas	November 22nd-December 24th (2014)	Varying	Waupaca area businesses	N/A
Model Train Show	June 20th & 21st (2014)	10am-5pm/ 10:am-3pm	Waupaca Recreation Center (407 School Street)	N/A
Haunted House & Community Intergenerational Halloween Party	October 27th-31st (2014)	3:30pm-5:30pm	Waupaca Recreation Center (407 School Street)	N/A
Railroad Depot Open House	June 21st (2014)	10am-4pm	Railroad Depot, Waupaca	N/A
Jurnie's Shelter Winterland Ball	March 15th (2014)		Bear Lake Resort, Manawa	14 miles
Polar Bear Plunge	January 1st, 2015	1:00pm	Becker Marine Chain O' Lakes, County Road Q, Waupaca	N/A
Big Falls Corn Roast	August 31st (2014)	Varying	Big Falls	22 miles
Hidden Studios Art Tour	October 3rd-5th (2014)	Varying	Central Wisconsin (various locations)	N/A
97.9 WSPT Lighted Boat Parade	July 3rd (2014)		Clear Water Harbor, Waupaca	N/A
Iola Thursday Nights on Main	July 10th-August 14th (2014)	6pm-8:30pm	Downtown Iola	19 miles
Iola Lioness Christmas Parade	December 6th (2014)	10am	Downtown Iola	19 miles
Scandinavia Corn Roast	August 1st-3rd (2014)	Varying	Ellison Park, Scandinavia	9 miles
Spring Fun Extravaganza	April 12th (2014)	Varying	Fox Valley Technical College Waupaca	N/A

Iola Old Car Show	2nd weekend of July	Varying	Iola Car Show Grounds	19 miles
Iola Vintage Military and Gun Show	August 9th and 10th (2014)	Varying	Iola Car Show Grounds	19 miles
Iola Historical Society Spaghetti Luncheon	April 12th (2014)	11am-3pm	Iola Historical Society	19 miles
Chain Skiers Water Ski Show	Saturdays in July (2014)	6:30pm	Rainbow Lake	5.5 miles
RMC Fun Run	May 3rd (2014)		Riverside Medical Center, Waupaca	N/A
Mid-western Rodeo	July 2nd-July 4th, 2015	Varying	Rodeo Grounds, Manawa	14 miles
Wintervergnügen Pond Hockey Classic	January 24th, 2015	9am-4:30pm	Shadow Lake at South Park, Waupaca	N/A
Hutchinson House Museum Open House	June 21st (2014)	10am-4pm	South Park, Waupaca	N/A
Rod & Classic Car Show and Cruise	August 23rd (2014)	8am	South Park, Waupaca	N/A
Fall-O-Rama	September 20th (2014)	Varying	South Park, Waupaca	N/A
Waupaca Area Triathlon	August 16th (2014)	7am-12pm	South Park's Shadow Lake	N/A
Taste of Christmas	December 6th (2014)	10am-5pm	Spencer Lake Christian Center, Waupaca	5 miles
Symco Thresheree	July 25th, 26th, 27st (2014)	Varying	Unionville, Symco	18 miles
Iola Winter Carnival	February 7th & 8th, 2015	Varying	Various locations in/around Iola	19 miles
Iola Community Rummage Sale	May 10th (2014)	8am-5pm	Various locations in/around Iola	19 miles
Lost Arts-Taste of Norway	October 4th (2014)	9am-3pm	Various locations in/around Iola	19 miles
Roarin' Rookie Bonspiel	January 31st-February 22nd (2014)	Varying	Waupaca	N/A
Chain O' Lakes Blues Festival	October 3rd & 4th (2014)	Varying	Waupaca	N/A
Oktoberfest	August 29th (2014)	5:30pm-12am	Waupaca Ale House, Waupaca	N/A
A night of Romance: Rotary Valentine's Dance and Celebration	February 14th (2014)	7pm-11pm	Waupaca Ale House, Waupaca	N/A
Waupaca Lioness Community Wide Rummage Sale	June 14th (2014)	Varying	Waupaca Area	N/A
Fire on Ice: snowmobile races	February 7th & 9th (2014)	Varying	Waupaca County Fairgrounds, Weyauwega	10 miles
Waupaca County Fair	August 20th-24th (2014)	Varying	Waupaca County Fairgrounds, Weyauwega	10 miles
WDUX Home & Garden Show	March 29th & 30th (2014)	Varying	Waupaca Expo Center	N/A
Waupaca Art Show	April 27nd-May 2nd	Varying	Waupaca Expo Center	N/A
Ride Waupaca	August 17th (2014)	6:30am	Waupaca High School	N/A
Community Chorus and Civic Orchestra Spring Concert	April 6th (2014)	Varying	Waupaca High School Performing Arts Center	N/A
Waupaca Community Theatre	July 25th, 26th, 31st (2014)	7pm	Waupaca High School Performing Arts Center	N/A
Lion's Fly-In, Drive-In Breakfast	June 21st, 2015	7am-12pm	Waupaca Municipal Airport	N/A
Horse and Buggy Days	September 20th (2014)	1:30pm	Weyauwega	10 miles

Wisconsin Veterans Home Open House & Old Car Show	May 18th (2014)		Wisconsin Veterans Home, King	12 miles
American Legion King Day	June 15th (2014)	10am-3pm	Wisconsin Veterans Home, King	12 miles
DAV King Day	June 29th (2014)	10am-4pm	Wisconsin Veterans Home, King	12 miles
Veterans Day Program	November 11th (2014)	9:30am	Wisconsin Veterans Home, King	12 miles
Pearl Harbor Day Program	December 7th (2014)	9:30am	Wisconsin Veterans Home, King	12 miles

Comments/Additions by Committee:

- *Historic home tours (weekend event).*
- *Add High School Homecoming Parade in September. Starts at Park/Rec and goes to N. Main Street.*
- *Check with Park/Rec for all events at that location.*
- *Waupaca BookFest at library in April on odd years.*
- *Farmers market.*
- *Waupaca Rummage Sale in early June.*
- *Fourth of July Parade.*
- *Add High School Homecoming Parade – Friday in September.*
- *Curling club – Bonspeils (several).*
- *Walk for Wellness on September 20, 2014 in South Park.*
- *Autumn Harvest Fest is currently in King, not downtown (update map).*
- *Waupaca BookFest in April 2015 at library.*
- *Fourth of July parade and Lions Club chicken after.*

2. Map of Events (downtown)

A map of known downtown events was provided to the Committee for review and discussion as well. The following questions were asked of the Committee and/or discussed by the Committee after reviewing the materials regarding events:

- a. How do the events function?
 - relationships to space?
 - are the streets closed?
 - enough space?
 - drawbacks/need for improvements?
- b. Can / should alternative locations or spaces be considered?
- c. Should other events outside of downtown be moved to downtown?
 - where/how to accommodate?
 - what space is needed to do so?

- a. The Committee was asked, for new events that were identified at the March 24, 2014 meeting
- is downtown a good place for these?
 - what are the space needs/requirements/ideas?

Comments:

- *Downtown is a good place for everything!*
- *Dinner on Main – potato bank.*
- *Some permanent feature (Ferris wheel) or other attraction to bring people downtown.*
- *Flea Market on Cooper Street by Rotary Park.*
- *ArtWalk already in place, although 5 out of 14 saw this as a gap. How do we better inform the public?*
- *Flea Market – Rotary Park.*
- *Garden – the square.*
- *Open Mic – bandstand.*
- *Historic building Christmas light tour.*
- *Special Main Street retail store sale.*
- *Cultural food events.*

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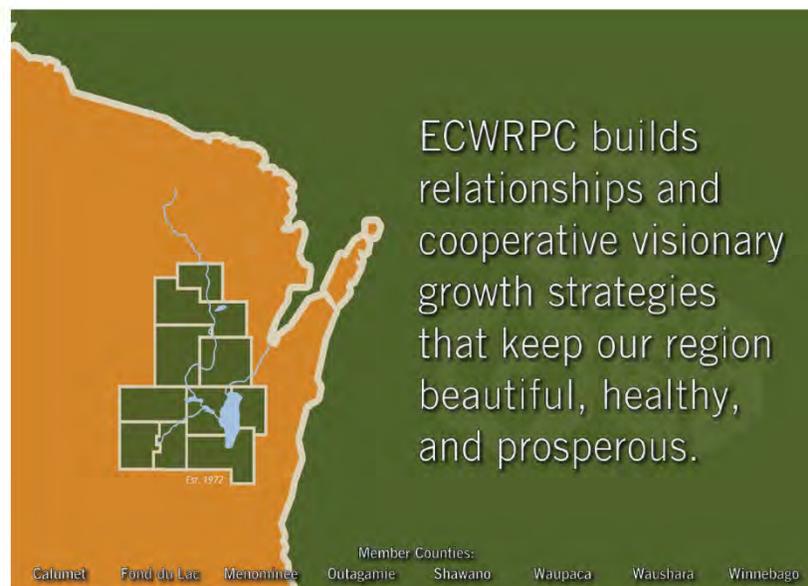
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*To be determined