

RICHLAND CENTER, WI

DOWNTOWN REVITALIZATION PLAN



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Historic Downtown



Birthplace of FLW

ACKNOWLEDGEMENTS

CITY COUNCIL

Mayor Paul Corcoran, Susan Fruit, Judy Shireman, Bill Kloehn, Jay Bachanan Mueller, Marie Rakow, Lester Parker, Steven Deets, & Lorna Dilley

PLANNING & ZONING COMMISSION

Mayor Paul Corcoran, Alderperson Judy Shireman, Alderperson Marie Rakow, Jack Bauer, Allen Kock, Lisa Miller, & Shelly Reyzek

DOWNTOWN STEERING COMMITTEE

Mayor Paul Corcoran, Lorna Dilley, Chris Fink, Linda Post, Bill Kloehn, Joel Rewald, & Melinda Jones

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FINAL DRAFT MARCH 2013

INTRODUCTION

VISION STATEMENT

Downtown Richland Center is...

A vibrant place and the cultural heart and identity of the community. A diverse business mix is thriving and profitable. Arrival to the downtown district is distinctive and appealing, and parking is easy to find. Visitors discover reasons to linger and explore.

GOAL #1 - CREATE AN IDENTITY FOR THE DOWNTOWN AND ENHANCE THE EXISTING BUSINESS CLIMATE

- ▶ Create and maintain standards and limitations for development within the downtown.
- ▶ Encourage the rehabilitation of existing structures to be consistent with the downtown character.
- ▶ Market new “high-quality” residential housing.
- ▶ Enhance the overall aesthetics of the downtown streetscape.
- ▶ Establish attractive gateways into the downtown.
- ▶ Establish a plan to implement the improvements planned in the downtown.

GOAL #2 - ATTRACT AND RETAIN BUSINESSES THAT STRENGTHEN AND DIVERSIFY THE LOCAL ECONOMY

- ▶ Seek local and regional businesses that utilize the resident labor force.
- ▶ Develop a long-term strategy to promote sustainable economic growth in the downtown and Citywide.
- ▶ Encourage and market development that will make downtown Richland Center a destination for the community and the surrounding area.

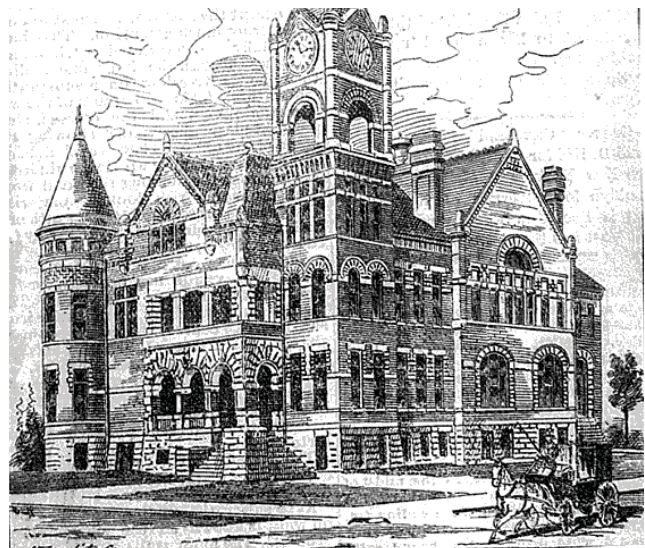
GOAL #3 - ENSURE ACTION AND COOPERATION AMONG PUBLIC AND PRIVATE STAKEHOLDERS

- ▶ Create a new organization comprised of elected officials, business owners, and other stakeholders to push projects forward and manage ongoing revitalization efforts.

The City of Richland Center (pop. 5,184) is the county seat of Richland County and is the birthplace of renown architect, Frank Lloyd Wright. The City is intersected by STH 80 and USH 14, which is designated as Frank Lloyd Wright Memorial Highway from Richland Center to Dane County.

Richland Center's downtown central business district is in a period of transition. Historically, the downtown has been the commercial center of the community; however, it has lost some of its economic vitality due to the sluggish economic period, development of large retail outlets in the City's periphery, and online shopping. Many downtown areas have successfully weathered this transitional period by retaining their community's financial institutions, professional offices, and government buildings. This is the case in Richland Center. However, the downtown continues to struggle due to the loss of businesses, conflicting land uses (i.e. industrial, storage, etc.), aging or functionally obsolete buildings, and a general lack of a unified theme and pedestrian amenities.

This planning document is intended to be a “living” guide for the future overall development of downtown Richland Center. It serves to promote and implement the vision for the downtown and the corresponding goals and objectives (as shown on the left).



DEMOGRAPHICS & INCOME PROFILE

Table 1 provides a snapshot of key demographic and income market indicators for downtown Richland Center using the drive time sheds. Tables 2 and 3 provide a trend analysis for the years 2000-2010 and 2010-2015, including comparisons with state and national indicators.

Tables 1-3 indicate that there are over 6,000 people living within a 10-minute trade area and over 50,000 people within a 50-minute trade area. From 2000 to 2010 the population within the 10-minute trade areas decreased by 2.1%; however, the 10- and 20-minute trade areas grew slightly (yet below the State average). The growth rates per each trade area is expected to continue to lag behind the State average through 2015.

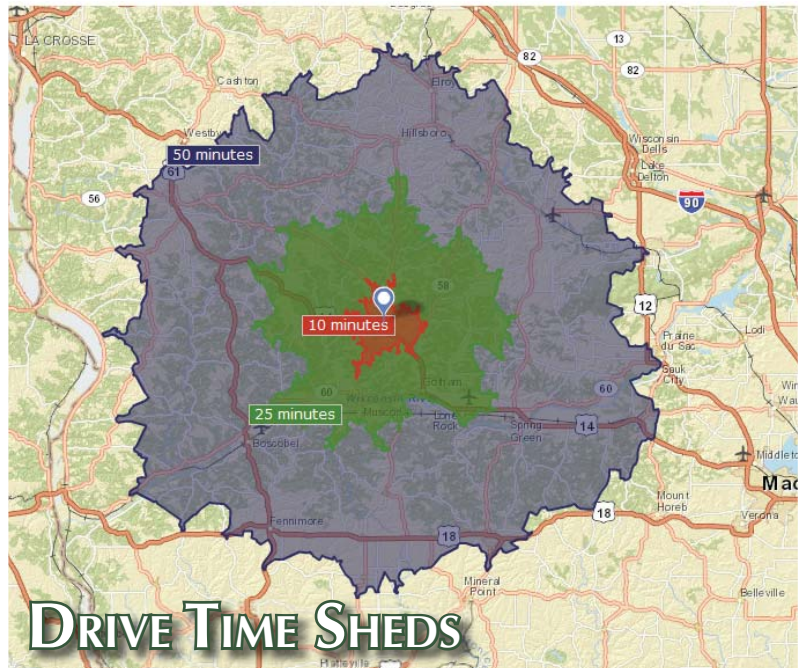


Table 1

GENERAL MARKET INDICATORS	10-MIN TRADE AREA			25-MIN TRADE AREA			50-MIN TRADE AREA		
	2000	2010	2015	2000	2010	2015	2000	2010	2015
Population	6,384	6,250	6,099	14,848	14,943	14,688	51,014	53,111	53,379
Median Age	39.7	40.7	40.7	39.1	42.3	42.3	38.8	43.0	43.0
Households	2,739	2,745	2,695	6,033	6,220	6,154	20,000	21,267	21,496
Average Household Size	2.25	2.19	2.18	2.41	2.34	2.33	2.50	2.44	2.43
Median Household Income	\$28,889	\$38,164	\$42,400	\$33,340	\$41,275	\$46,511	\$34,796	\$41,903	\$47,875

Table 2

MARKET TRENDS	2000-2010				
	10 MIN	25 MIN	50 MIN	State	USA
Population	-2.10%	0.64%	4.11%	7.05%	10.58%
Median Age	2.52%	8.18%	10.82%	5.83%	4.82%
Households	0.22%	3.10%	6.34%	9.38%	10.69%
Average Household Size	-2.67%	-2.90%	-2.40%	-2.00%	0.00%
Median Household Income	32.11%	23.80%	20.42%	27.47%	29.12%

Table 3

MARKET PROJECTIONS	2010-2015				
	10 MIN	25 MIN	50 MIN	State	USA
Population	-2.42%	-1.71%	0.50%	2.36%	3.85%
Median Age	0.00%	0.00%	0.00%	0.52%	0.81%
Households	-1.82%	-1.06%	1.08%	2.97%	3.94%
Average Household Size	-0.46%	-0.43%	-0.41%	-0.82%	0.39%
Median Household Income	11.10%	12.69%	14.25%	13.41%	12.39%

There are approximately 2,700 households within a 10-minute trade area and 20,000 households within a 50-minute trade area. From 2000 to 2010 the number of households within the 10-minute trade area grew by only 0.2%; however, the number of households within the 25- and 50-minute trade areas grew by 8.2% and 10.8%, respectively. The forecast for 2015 have the 10- and 25-minute trade areas decreasing by about 1% to 1.8%.

Median household income within the 10-minute trade area is approximately \$5,000 less than the median household incomes in the 25- and 50-minute trade areas, and this income gap is expected to continue to 2015.

INTRODUCTION

PLANNING PROCESS

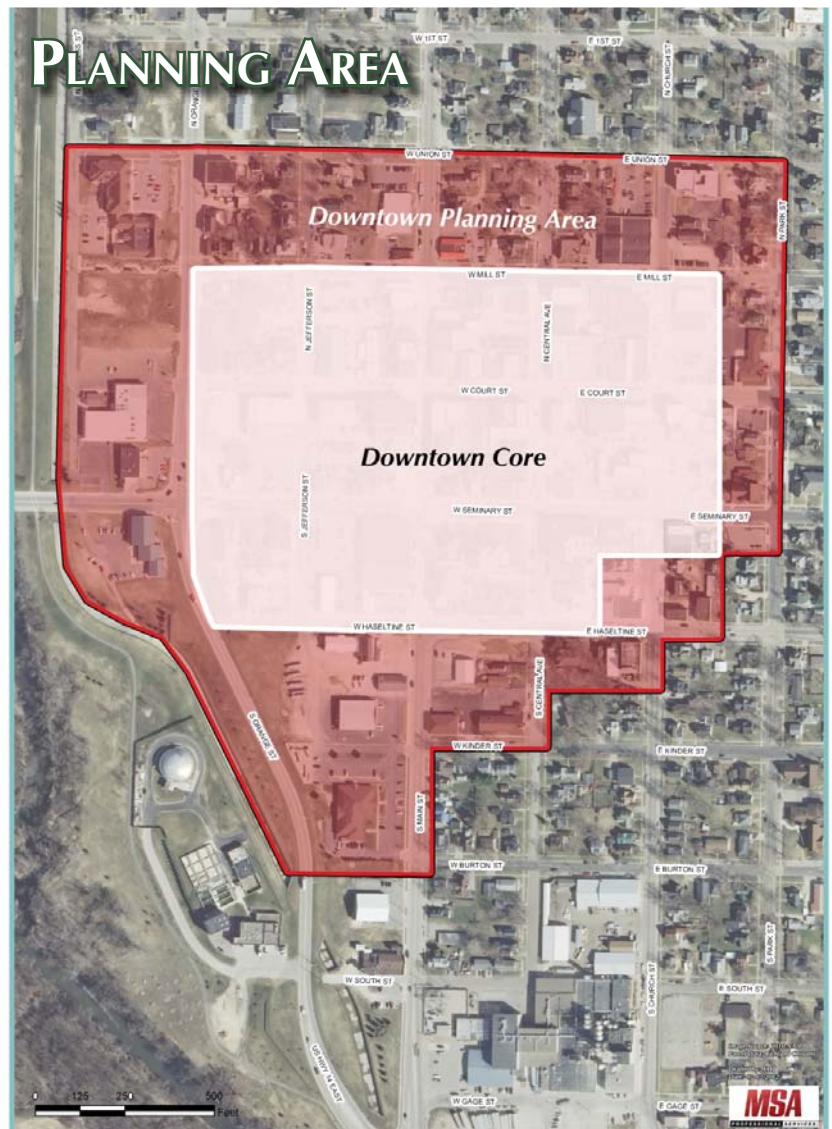
This Plan was discussed and developed over four Steering Committee meetings between June 2012 and February 2013.

Project Milestones

June 2012	Steering Committee Meeting #1 Project Kick-off / Issues and Opportunities
August 2012	Public Informational Meeting #1 Project Kick-off / Issues and Opportunities
Aug-Sept 2012	Conducted & Tabulated Surveys Downtown Business & Consumer Surveys
September 2012	Steering Committee Meeting #2 Streetscaping, Parking, & Survey Results
October 2012	Steering Committee Meeting #3 Market Analysis & Master Plan
December 2012	Steering Committee Meeting #4 Draft Review
January 2013	Public Informational Meeting #2 Draft Review
February 2013	Steering Committee Meeting #5 Plan Revisions & Recommendation
March 2013	Plan Commission Recommendation
March 2013	City Council Adoption

DOWNTOWN PLANNING AREA

As defined by this Plan, “Downtown Richland Center” is bordered by Orange Street to the west, Mill Street to the north, the alley between Church and Park to the east, and Haseltine Street to the south. In general, the *Planning Area* encompasses an additional block surrounding the downtown core to account for the additional commercial and under-developed land that may affect the functionality and viability of the downtown core.



SWOT ANALYSIS

On August 22nd, 2012, approximately 40 residents and business owners/leasers took part in a SWOT exercise to gather their opinions of the downtown's current conditions. The information gathered was divided into four categories:

- ▶ Strengths to Reinforce
- ▶ Weaknesses to Address
- ▶ Opportunities to Pursue
- ▶ Threats to Examine

On the right is a list of the significant issues discussed at the meeting that will be addressed within this Plan. Below is the complete list of responses MSA received during the SWOT analysis.

SUMMARY OF SIGNIFICANT ISSUES/THEMES

- Creating sense of place
- Recruitment of target business
- Attracting diverse housing opportunities
- Façade improvements
- Parking
- Lack of organizational capacity
- Downtown design themes/entryway
- Need for public commons
- Redevelopment opportunity
- Public/Private partnerships
- Maintaining historic significance

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Attractions Movie Theatres Proximity to Frank Lloyd Wright Building Institutional Core</p> <p>Retail Personal Services</p> <p>Land Use / Business Mix Public/Private Services (good mix) Start of Diversity</p> <p>Character / Streetscape Historical Character (buildings) New Lighting / Baskets (need more though)</p> <p>Pockets of Nice Buildings Historic Structures Hometown Identity</p> <p>Antique Lamp Posts Walkable Parking in Front of Stores</p> <p>General Well defined HWY 80 Good Cover for Events Opportunity for New Growth Parking Property Owners Interested in Redevelopment Large Base Population By Local Attitude Incubator Potential</p>	<p>Attractions Lack of Downtown Events Not Shopping Destination</p> <p>Land Use / Business Mix Lack of Business Association Lack of Department Store(s) Lack of Retail Base / Niche Not Family-Oriented---Nothing for Kids No Bakery / Jewelry / Clothing Stores Lack of "anchor" Stores (i.e. restaurant)</p> <p>Character / Streetscape Lack of Pedestrian Atmosphere Back-side Vacant Building Not enough Landscaping Elements Some Roads still Need Work Lack of Signage No Place to Mingle / Linger</p> <p>General Can't Find downtown easily Zoning Issues Lack of Store Hours Lack of HWY 14 Traffic No Parking ADA Accessibility Issues Lack of Property Maintenance</p>	<p>Attractions Brat Sale areas to gather people Need Hangout Locations Local/Govt Incentives to Attract</p> <p>Do Something w/ Community Center Skateboard Spot to Remove Activity Recapture Businesses (that have left downtown) Farmer's Market? (already at County Bldg) German Warehouse Re-Use Community Garden</p> <p>Land Use / Business Mix Catering / Servicing to International Cultures Need for more housing WiFi "Café" Available Space (in existing bldgs) Niche Potential (furniture, skinny tripping, etc.) Potential for Anchor</p> <p>Character / Streetscape Revert to greenspace (between Bank & Meadows) Property Maintenance Cleanup Weeds in Sidewalks Return Parking to Greenspace</p> <p>General Gas Pricing? (leading to use of alt. methods?) Aging Population Jr. College Students BID Building Resources</p>	<p>Attitudes Smalltown "Status Quo" Existing Attitudes (Resistance to Change) Lack of Progressive Actions by City</p> <p>City Commitment to Implementation Inability to Get Business to okay Street Lack of Organization Context Need Buy in from All! Businesses turned away</p> <p>Land Use / Business Mix Retail Box Internet Shopping Geographic Location (from major shopping)</p> <p>Character/Streetscape Condition of Buildings on Court Street (blight)</p> <p>General Kids move away Lower Median Income Current Market Skateboarders Lack of Entrepreneurship Lack of Socializing</p>

DOWNTOWN BUSINESS SURVEY

On August 8, 2012, the business survey was hand delivered by employees of MSA Professional Services, Inc. to 85 businesses within the downtown core. Thirty-six surveys were completed and returned. The 42% return rate is statistically significant, and thus, provides an accurate snapshot of the current downtown business climate and opinions/recommendations of the downtown businesses.

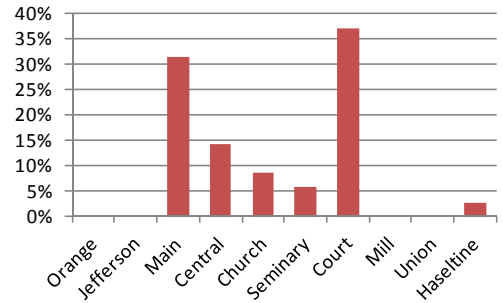
Downtown Inventory Questions

The business mix in the downtown is primarily retail/service (50%) and office (33%). Average size of a downtown business is approximately 3,000 square feet with about 9% of that space being unused. One-fifth (20%) of these businesses are run by a single person with 34% having 2-5 employees and 40% having 6-20 employees. Almost two-thirds (61%) of the businesses downtown own their space/building, and 81% have been in operation downtown for more than ten years. When asked what are the top advantages/strengths of doing business in the downtown, responses included accessibility (56%), proximity to City/County Services (39%), high vehicle traffic (33%), professional weekday population (33%), and high foot traffic (25%).

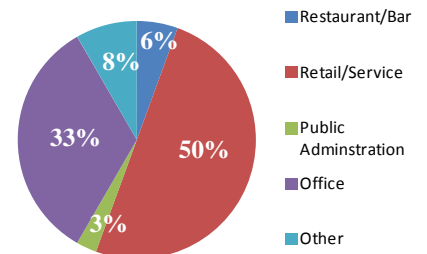
Market Conditions / Plans Questions

The majority of respondents feel the biggest obstacles facing businesses in the downtown are the current economic conditions, lack of business mix to draw consumers, and lack of customer traffic. Over the last year, a quarter of the businesses have seen moderate growth, while a third of the businesses have seen declining business with another third seeing about the same level of business. When asked about business plans over the 1.5 years, the majority of respondents (54%) did not have any specific plans, while 16% plan to expand operations, 8% plan to relocate, 5% plan to sell their business, and 3% plan to reduce operations. Downtown businesses see foot traffic, current inventory, up-to-date equipment/technology, and public access as the most critical factors for success and expansion of their business.

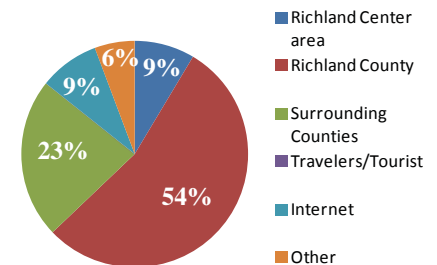
What street is your business located on (i.e. address)?



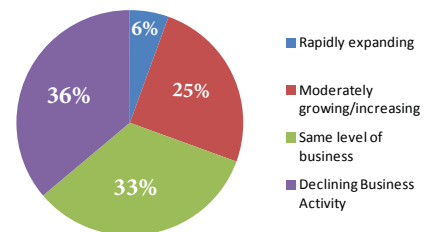
What is the nature of your business?



What is your primary market area from which the majority of your sales are derived?



How would you characterize your current business' activity level (i.e. last 12 months of operation)?



Please check ANY type of investment or improvement you plan on making in the next 2 years? (check all that apply)



Business Variety Questions

Sixty percent of businesses believe their toughest competition comes from local/chain business within the community (20% of which comes from a downtown business). When asked what business types (products and/or services) should be recruited to the downtown, responses included restaurants, clothing store, shoe store, gift shop, drug store, coffee shop/cafe/bakery, jewelry store, variety store and hobby store. However, if a similar business to theirs moved to the downtown, nearly 75% of business believes it would take away from their business (18% of which believe it would threaten their existence).

Business Marketing Questions

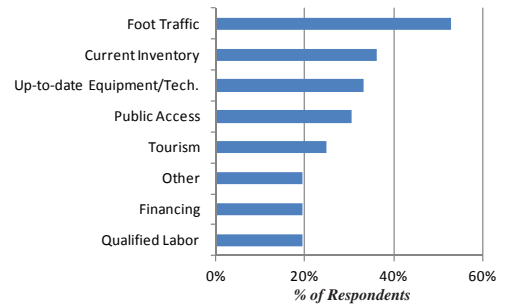
A quarter of the businesses said they would be interested in participating in a cooperative business marketing effort to attract customers to the downtown, or encourage residents to shop locally, while an additional 53% said they might be interested. Only 2% of businesses stated they would be a part of a Business Improvement District, while 60% said they would potentially (with 34% saying they would not participate).

Currently the top three community events that best increase foot traffic and/or business sales in the downtown are the Star Spangled Celebration, High School Rodeo Finals, and Center Color Fest.

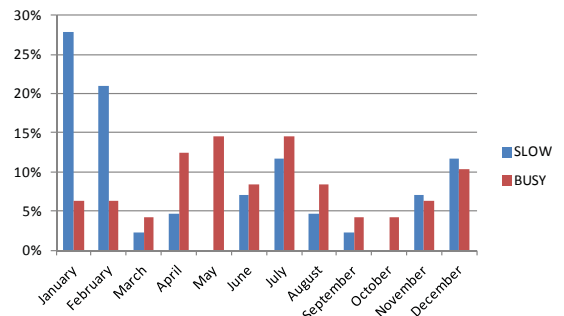
Public Improvement Questions

Based on the responses from downtown businesses, the items that need most improvement in the downtown are landscaping/green spaces, overall facade conditions, streetscaping, signage and parking availability. If these improvements are made, businesses believe they will see more foot traffic (78%), increased sales (78%), more vehicle traffic (42%), and potentially new job creation (39%).

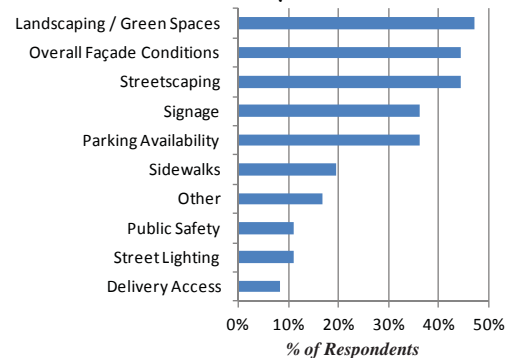
In addition to a strong economy, what are the critical factors for the success and expansion of your business?



What is typically your SLOWEST/BUSIEST month in business sales/activity?



What are your top THREE things you would like to see improved downtown in the next few years?



How satisfied are you with the following?

DISSATISFIED	NEUTRAL	SATISFIED
Landscaping/ Green Spaces	Parking Availability	Street Lighting
Streetscaping	Sidewalks	Your Business Location
Overall Façade Conditions	Signage	
	Delivery Access	
	Public Safety	
	Community/City	

DOWNTOWN CONSUMER SURVEY

The 29-question consumer survey was available at City Hall and online (via surveymonkey.com) from August 8th-26th. In total, 97 surveys completed and returned. For the size of the community, the number of responses is statistically significant, and thus, provides an accurate snapshot of consumer opinions and shopping habits.

Shopping Habits Questions

The majority of consumers shop for non-grocery items outside of Richland Center (45%), or in non-downtown locations in Richland Center (31%), while only 8% of respondents shop in the downtown.

The best time frame for consumers to shop during the **week** is from 4-7pm (52%) followed by 10am-4pm (28%) and after 7pm (14%). While the majority of shoppers feel 10am-4pm (75%) is the best time frame to shop during the **weekend**.

Downtown Shopping Questions

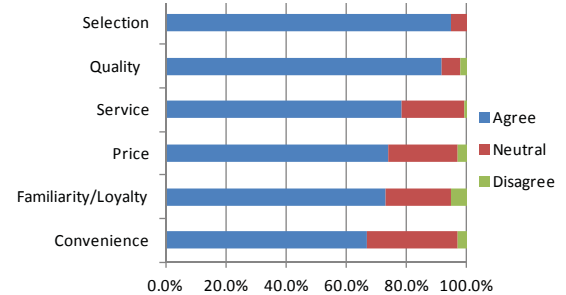
Roughly 44% of the respondents come downtown at least 1-2 times a week for work. However, only 26% come for restaurants/cafes, 15% come for non-grocery retail and 18% for professional services at least 1-2 times week.

The top reasons people shop downtown are: independently owned stores (85% agree), friendly service (79%), ability to walk to multiple businesses (76%), convenient location (76%), and know the store owner/employees (74%). The major disadvantages to shopping downtown are: poor selection of goods/services (88% selected this as a reason), limited hours (69%), poor appearance (32%) and high prices (25%).

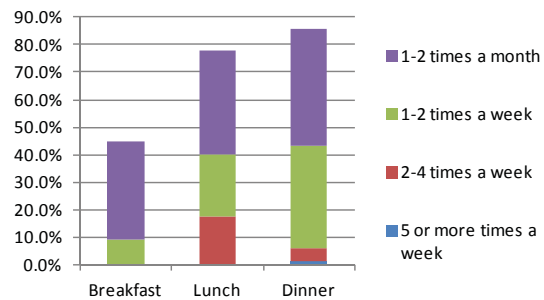
Marketing Questions

When making a buying decision, the majority of respondents are influenced by "word of mouth" (85%) and newspaper (51%). Top media outlets suggested include WRCO, Shopping News, Richland Observer, and WI State Journal.

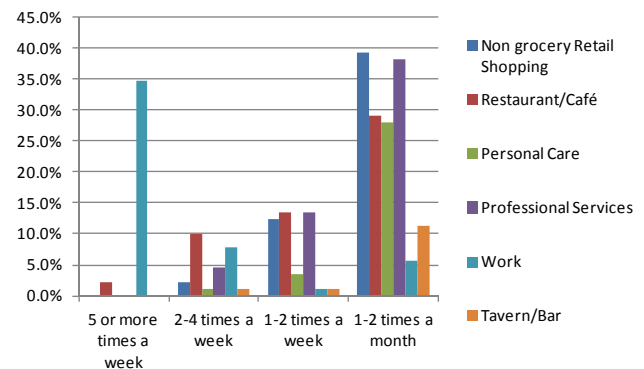
What are the important factors that lead you to shop where you do?



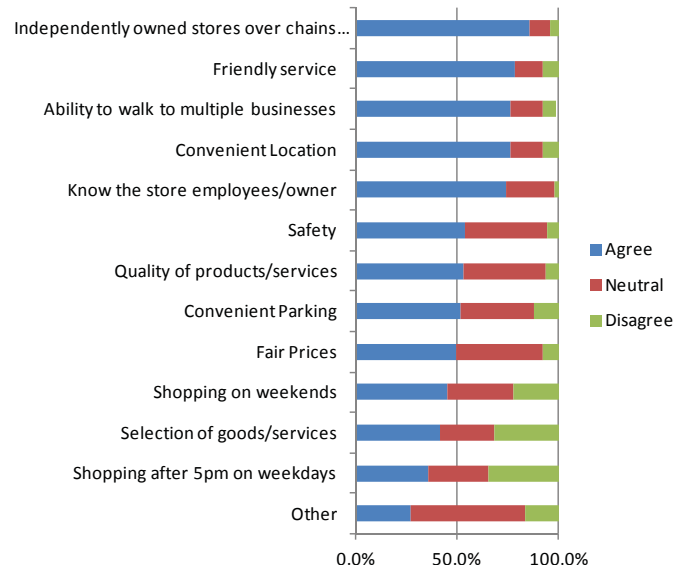
How often do you go out to a restaurant/eatery for...?



How often do you come to downtown Richland Center for the following?



What of the following attracts you to shop downtown?



Future Needs/Scenario Questions

When asked what future scenario is most appealing to them for downtown Richland Center, the top ranked scenarios include:

1. A meeting place and the center of the community activities with a mix of coffee shops, brew pubs, cultural and recreational spaces
2. A destination retail center attracting people from a distance with a mix of retailers that focus on a specific niche(s).
3. An aesthetic blend of green spaces, natural elements, and pedestrian-level amenities with a historical flavor.

Things that the respondents wanted to remain in the downtown include historic buildings, local/vintage “mom and pop” shops, “small town” feel, (free) parking, and tree preservation.

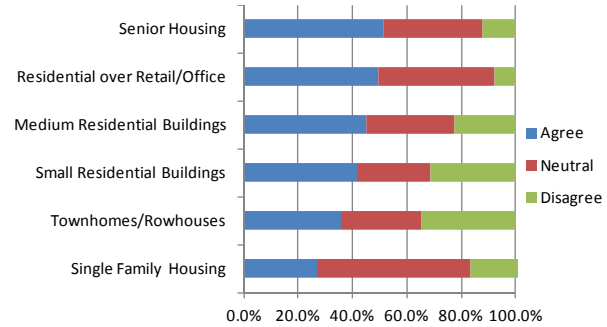
When asked what the top four changes that are necessary for downtown merchants to get even more of their business, respondents answered “more variety of stores” (87% of respondents), “evening store hours” (61%), “better selection of merchandise” (59%), and “more places to eat” (56%). 69% of these respondent stated it was extremely likely they would shop/eat more downtown if these changes were made, with an additional 30% somewhat likely to do so.

When asked what community similar to Richland Center has a vibrant and attractive downtown that we can learn from, a majority of respondents suggested Viroqua, Reedsburg, and Spring Green. Reasons they liked these communities are listed below.

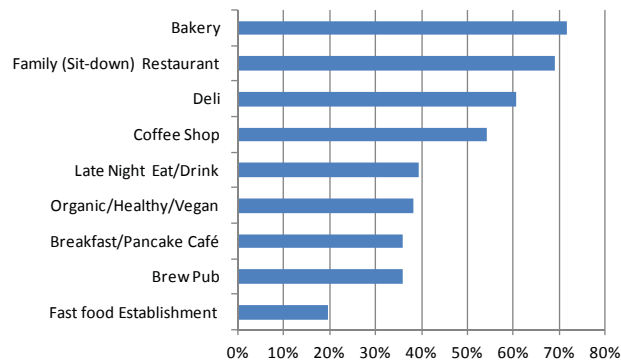
Positive Aspects of Other Downtown Shopping Areas

<u>General</u>	<u>Public Infrastructure/Spaces</u>	<u>Business Environment</u>
Clean	Park to sit in	Variety of stores
Well Lit	Nice sidewalks	Diverse and Good Food
Good Building Appearance	Tree-lined streets	Independently-owned stores
Good Season Decorations	Easy parking	Restaurants
Community Events	Nice intersections	Eclectic/unusual/artsy shops
Kept “Old Town” feel	Nice traffic lights	Downtown fitness location
Attractive Housing		Taverns

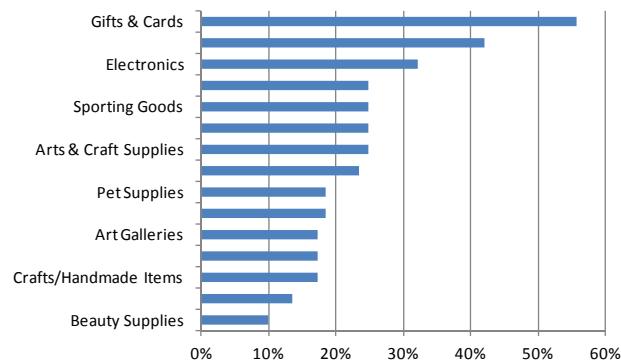
Rate the desirability of the following new housing developments in downtown Richland Center.



What types of RESTAURANT AND EATERIES are needed in downtown Richland Center and would you patronize if they existed?



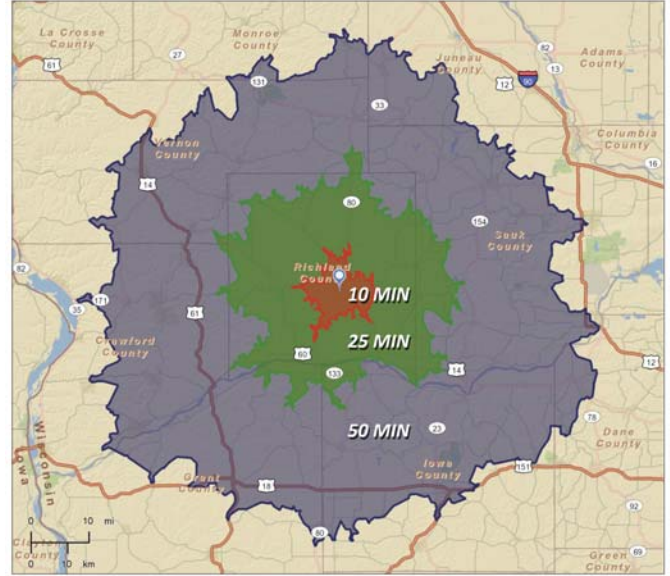
What types of SPECIALTY MERCHANDISE are needed in downtown Richland Center and would you patronize if they existed?



MARKET CONDITI

RETAIL MARKET PROFILE

The retail analysis is based on three trade areas: **neighborhood shopper** (10-minute drive time from Richland Center), **local shopper** (25-minute drive time), and **regional shopper** (50-minute drive time). The 10-minute travel time encompasses primarily the City limits, while the 25-minute drive time includes the Village of Muscoda, Gotham (unincorporated place) and portions of the Village of Lone Rock. The 50-minute travel time reaches the Villages of Spring Green, Lone Rock and portions of Sauk City, and the Cities of Elroy, Hillsboro, Fennimore and Boscobel.



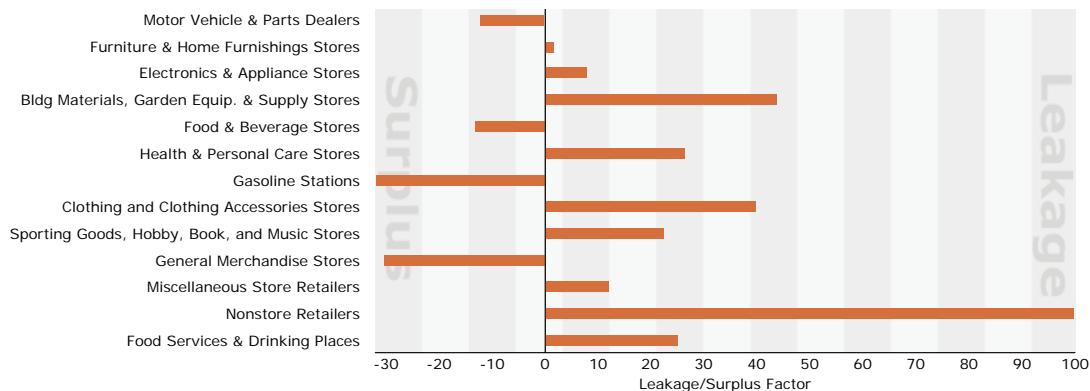
The table on the right summarizes the supply vs. demand for various retail categories. Demand is the expected amount spent by consumers at retail establishments and supply estimates sales to consumers by establishments. The Retail Gap represents the difference between retail potential and retail sales. The Leakage/Surplus Factor presents a snapshot of retail opportunity (supply vs. demand), ranging from +100 (total leakage) to -100 (total surplus). A positive value indicates there is more demand than supply in the area (i.e. consumers are “leaking” outside the trade area to acquire goods and services). A negative value indicates there is a surplus of retail services (i.e. consumers are drawn in from outside the trade area and demand within the trade area is being met). This summary indicates significant food and drink leakage within a 25-minute drive time and within the 50-minute drive time.

RETAIL MARKET (Industry Summary)	10-Min Drive Time	25-Min Drive Time	50-Min Drive Time
Retail Trade (NAICS 44-45)			
Demand	\$42,381,415	\$107,555,859	\$381,005,040
Supply	\$104,578,853	\$149,318,563	\$545,544,909
Retail Gap	-\$62,197,438	-\$41,762,704	-\$164,539,869
Surplus/Leakage Factor	-42.3	-16.3	-17.8
Number of Businesses	83	123	410
Food & Drink (NAICS 722)			
Demand	\$6,442,262	\$15,449,302	\$52,198,269
Supply	\$7,992,738	\$9,231,997	\$30,791,625
Retail Gap	-\$1,550,476	\$6,217,305	\$21,406,644
Surplus/Leakage Factor	-10.7	25.2	25.8
Number of Businesses	17	32	135
Retail Trade and Food & Drink (NAICS 44-45, 722)			
Demand	\$48,823,677	\$123,005,161	\$433,203,309
Supply	\$112,571,591	\$158,550,560	\$576,336,534
Retail Gap	-\$63,747,914	-\$35,545,399	-\$143,133,225
Surplus/Leakage Factor	-39.5	-12.6	-0.5
Number of Businesses	100	155	545

Source: ESRI Business Analyst

The graph below indicates mismatches between supply and demand for retail industry subsectors within the 25-minute drive time. As shown, there are just a few retail categories that have more local supply than demand.

25-Minute Leakage/Surplus Factor by Industry Subsector



TRADE AREA BUSINESS DEMAND

The retail market profile provides a snapshot of the demand and supply of retail businesses by sales (\$) estimates. However, a positive *Leakage/Surplus Factor* does not necessarily equate to an adequate retail potential (demand) to support a new business.

The table below compares average US Sales Data per business/store to the previous Retail Gap data to estimate the number of potential businesses that may be supported in downtown. A summary list of business types that potentially may be supported within each specified trade area (based on the sales per store data) is provided on the left. Below is the detailed summary table for Richland Center's primary trade area (25-minute drive time).

- Neighborhood Shoppers (10 minute drive time)**
None can be supported based only on this trade area
- Local Shoppers (25 minute drive time)**
Limited-Service Eating Places
Hardware Stores
Full Service Restaurants
Drinking Places
Specialized Building Material Dealers
- Regional Shoppers (50 minute drive time)**
Limited-Service Eating Places
Full Service Restaurants
Appliance/TV/Electronic Stores
Hardware Stores
Clothing Store-potentially
Specialized Building Material Dealers
Jewelry Store
Pharmacy & Drug Stores
Book/Music Stores

Trade Area Business Demand, 25-Minute Drive Time

Business Type	U.S. Sales Data		Trade Area (25-MIN)		
	Per Capita	Average Sales / Store	Retail Gap	Leakage / Surplus Factor	# of Businesses (Demand)
Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ (678,481)	(17.8)	-0.9
Furniture stores	\$ 197	\$ 1,271,871	\$ 68,200	1.7	0.1
Home furnishings stores	\$ 172	\$ 775,414	\$ 23,989	1.5	0.0
Appliance, television, & other electronics	\$ 286	\$ 1,437,590	\$ 511,868	8.1	0.4
Hardware stores	\$ 68	\$ 948,935	\$ 2,144,690	43.8	2.3
Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 2,030,370	47.0	1.0
Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 114,320	20.0	0.1
Grocery stores	\$ 1,631	\$ 3,570,309	\$ (7,059,728)	(13.5)	-2.0
Specialty food stores	\$ 62	\$ 258,156	\$ (8,175)	(1.1)	0.0
Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 139	0.0	0.0
Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 1,275,790	26.5	0.3
Cosmetics, beauty supplies, perfume	\$ 39	\$ 116,573	included in Pharmacies & drug stores		
Optical goods stores	\$ 27	\$ 518,023	included in Pharmacies & drug stores		
Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	included in Pharmacies stores		
Gasoline stations	\$ 1,499	\$ 3,506,684	\$ (22,743,997)	(32.0)	-6.5
Men's clothing stores	\$ 29	\$ 696,349	included in Family clothing stores		
Women's clothing stores	\$ 134	\$ 754,680	included in Family clothing stores		
Children's & infants' clothing stores	\$ 32	\$ 675,687	included in Family clothing stores		
Family clothing stores	\$ 281	\$ 1,984,619	\$ 626,361	42.0	0.3
Shoe stores	\$ 89	\$ 803,282	\$ 165,283	31.7	0.2
Jewelry stores	\$ 103	\$ 434,934	\$ 22,687	100.0	0.1
Sporting goods stores	\$ 119	\$ 803,722	\$ 51,045	8.7	0.1
Hobby, toy, & game stores	\$ 55	\$ 650,609	included in Sporting Good stores		
Book Stores	\$ 61	\$ 512,938	\$ 193,013	39.4	0.4
Tape, compact disc, & record stores	\$ 12	\$ 434,504	included in Book Stores		
General merchandise stores	\$ 1,919	\$ 7,301,449	\$ (13,366,874)	(30.3)	-1.8
Florists	\$ 24	\$ 160,175	\$ 19,340	7.6	0.1
Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 60,069	42.7	0.0
Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	included in Office supplies & stationery stores		
Used merchandise stores	\$ 37	\$ 143,185	\$ (74,888)	(17.4)	-0.5
Full-service restaurants	\$ 651	\$ 753,543	\$ 1,616,315	34.5	2.1
Limited-service eating places	\$ 618	\$ 585,250	\$ 3,727,609	22.5	6.4
Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 434,444	18.5	1.6

Note: The number of potential businesses is relative and should not suggest the exact number of business that will thrive in Richland Center, rather it indicates the business types that are highly marketable for downtown Richland Center.

This is a quick summary of the 2012 Richland Center Market Analysis Report (done as a part of this project). See the City for the entire report.

EXISTING CONDIT

PARKING STUDY



The availability of parking can leave a lasting impression on how people view, or how often they visit a downtown. Convenient parking is considered a sign of welcome. Parking that is difficult to find, inadequate, or inconvenient will frustrate users and can make people reluctant to visit a particular location. In order to understand the existing parking inventory within Downtown Richland Center, a parking study was conducted. The purpose of the study was to observe current utilization of existing parking spaces within the downtown and to identify specific issues and opportunities related to existing parking infrastructure.

Methodology

The occupancy of parking spaces was documented by observing the number of occupied parking spaces during what is considered the peak period for parking demand within the planning area. This peak period was determined to be on weekdays during normal business hours, and to minimize the impact of weather and seasonal variation, occupancy observations were conducted during fine weather conditions. Although parking occupancy observations were conducted during weekday peak periods, it should be acknowledged that other land uses have different peak parking times (see table below). For example, a block with a popular bar may experience a peak parking period during Friday or Saturday evenings, when the rest of the planning area has relatively low occupancy rates.

Weekday	Evening	Weekend
Banks and public services	Auditoriums	Religious institutions
Professional offices	Bars and meeting halls	Parks
Park and ride facilities	Hotels	Shops and malls
Schools, daycare centers	Restaurants	
Factories/distribution centers	Theaters	

Source: Victorian Transport Policy Institute 2007: *Parking Management Strategies, Evaluation and Planning*

Parking occupancy refers to the accumulation of parking over the course of the day. Occupancy during peak periods is the primary measure of parking usage and the need for additional parking. Occupancy rates at or close to 100 percent are generally considered undesirable because motorists must hunt for available parking and/or may be tempted to park illegally or not stop at all. Thus when evaluating parking we look at the “effective” supply instead of the full supply. The effective supply is the maximum number of parking spaces that can realistically be used within a given district. An effective supply “cushion” can help to protect against the inevitable loss of spaces resulting from temporary disturbances such as construction, mis-parked cars, etc. Parking supply is considered “effective” when approximately 75% of the parking spaces are occupied.

Inventory

On August 8, 2012, between 11:00am-1:00pm, MSA counted all marked and unmarked parking spaces within the downtown. In total, the downtown potentially can park 1,132 vehicles at one time, excluding garage spaces (445 on-street and 687 off-street). Approximately three-quarters of the off-street parking are in private lots with the remaining in municipal lots. See the map on page 15 for results of the parking study.

There are two hour parking restrictions (posted as “two hour free parking”) within the downtown core broadly bordered by Park Street to the east, Jefferson Street to the west, Haseltine Street to the south, and Mill Street to the north. There is a five-minute limit near the post office and a fifteen-minute limit near the Auto Parts Store on the corner of Seminary and Jefferson. Additionally, there is an overnight parking restriction from midnight to 6 a.m.



At the present there are no off-street parking requirements in the Central Business District (C-DT), which encompasses the core of the downtown. Some downtown property owners have opted to provide off-street parking, but for many downtown uses (especially historic Court Street properties) the responsibility to meet and manage parking demand falls to the City. For properties outside of the C-DT zoning district, the parking requirements (shown on the right) are typical of a suburban “auto-dependent” zoning code.

Parking Requirements

Use	Requirement
Single Family Residence	1.0 space per dwelling
Multi Family Residence	1.5 spaces per dwelling
Office (< 6,000 sq.ft.)	1 per 150 sq.ft.
Office (= or > 6,000 sq.ft.)	1 per 200 sq.ft.
Retail	1 per 100 sq.ft. (net)
Restaurant / Cafe / Bar	1 per 80 sq.ft.
Furniture / Appliance Store (> 15,000 sq.ft.)	1 per 500 sq.ft. (minus first 500 sq.ft.)

Observations

There were several safety concerns notable in the downtown regarding parking habits, as described below:

- ▶ A lack of visibility at intersections due to vehicles being parked too close to the intersections. This can be directly attributed to on-street parking spaces located too close to the intersections and a lack of restricted curb areas near these intersections.
- ▶ There were a couple areas missing a curb where cars were parked up on the terrace, obstructing the public sidewalks.
- ▶ Several streets have narrow parallel parking stalls that would cause vehicles to be parked extremely close together, or encroach on another parking space, resulting in two spaces being used.



PARKING STUDY (CONT.)

Public Input

Downtown parking has been an issue of concern within the community for sometime. During this planning process, efforts were made to document these issues and concerns from residents, shoppers, and business owners/employees. Below are the responses received during the public informational meeting and from the business and consumer surveys.

Public Informational Meeting

The overnight parking restrictions make it difficult and inconvenient for downtown residents to park near their residences at night. Over the last year or so a few public lots have been redesignated for overnight parking; however, there are minimal spots available and they are inconvenient to some downtown residents. The other issue discussed was from a downtown employer who mentioned employees have to either park near their work and must move their car every two hours, or park further away causing safety concerns for employees/employers who carry tips or payroll monies to their car after hours.

Business Survey

When asked what statement best describes the parking situation in the downtown, nearly 40% felt there was enough parking, but lacked the signage to direct them/others to the available parking areas, while 30% felt there was an overall shortage of parking spaces in the downtown. Based on responses, 70% of their employees park in parking lots (41% in public lots / 29% in private lots), while nearly 70% of customers tend to park on the street.

Consumer Survey

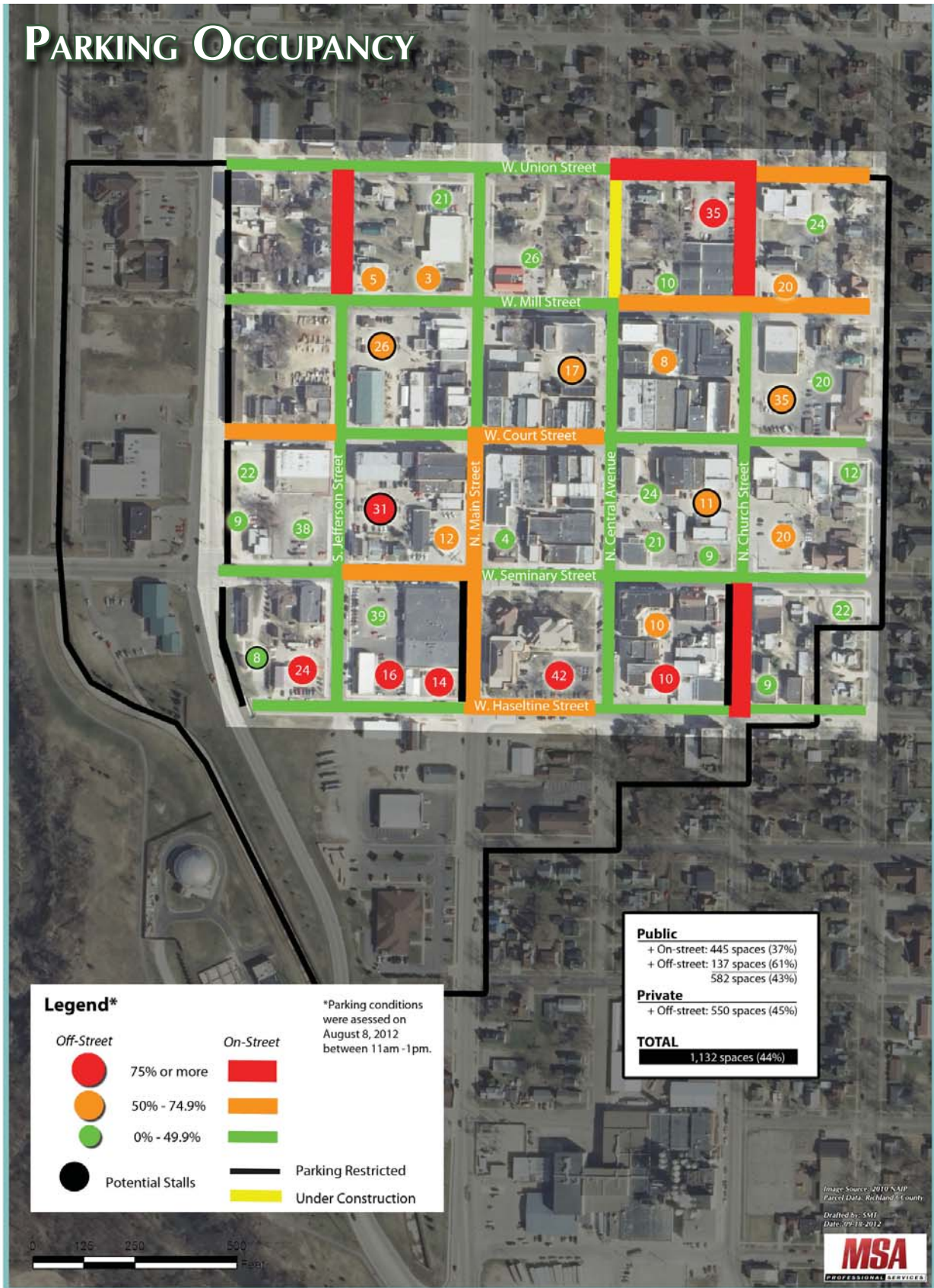
Nearly 90% of the respondents stated they typically park on the street when shopping downtown, with about 7% parking in lots. Eighty percent of the respondents park less than a block away from their non-work destinations, with 30% parking near the building entry. Only 3% of the respondents state they must park 2-3 blocks away.

Results

Parking supply is not the issue within downtown Richland Center, as only 44% of the spaces were occupied at the time of the study (497 out of 1,132 spaces). There were several blocks with elevated number of occupied on-street parking spaces; however, only a couple blocks with 75% or more spaces occupied. The elevated occupancy rates near the intersection Union and Church can be contributed to Central Avenue being under reconstruction between Union and Mill Streets.

On the other hand, there are several off-street private parking lots in the downtown that have parking occupancy rates of 75% or higher. For example, the private lots along Haseltine Street and the public parking lot (black highlighted circles on the map) near the Court and Jefferson intersection. It will be important to provide solutions to ease the parking needs in these areas, as there is significant supply of available parking spaces within the entire downtown. Other solutions will be needed to deal with the employee parking and resident overnight parking issues described in the public input section. See recommended parking solutions described on page 30-31.

PARKING OCCUPANCY



EXISTING CONDIT

URBAN CONTEXT

Many factors can influence how citizens perceive the community's downtown. These factors combine to create the urban fabric, which can be simplified into three categories: **districts**, **streets**, and **individual properties**. Studying the existing urban fabric provides insights on what properties are assets to enhance versus those that are strong candidates for reinvestment in order to revitalize the downtown.

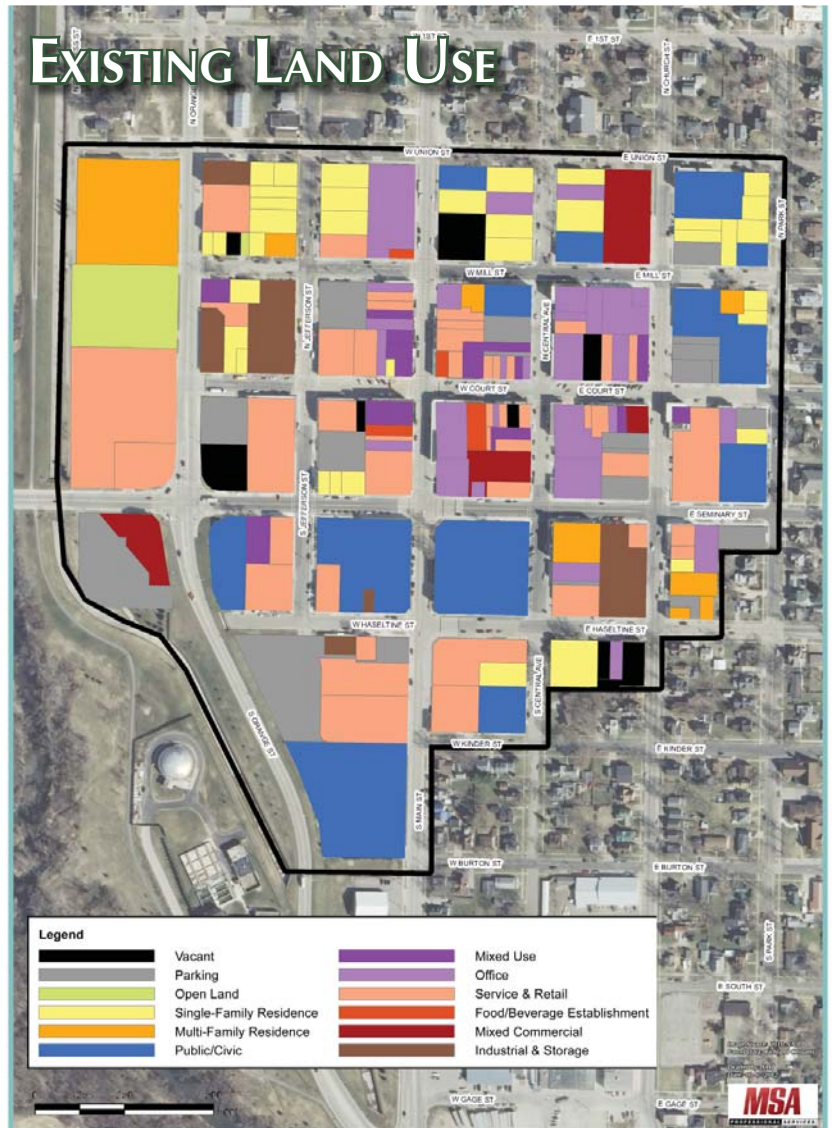
DISTRICT

A district is a cohesive area with an identifiable character. Building uses, types and styles establishes this character.

Land Use

Richland Center's downtown core has a good mix of uses (i.e. residential, retail, office, civic and public); however, there are several sites that are vacant, or are incompatible (i.e. single family adjacent to storage buildings). See the map on the right for current land uses in the downtown. Disadvantages of this district are the lack of restaurant/bars and the extensive vacant upper-floors. A strength of the downtown is the public and civic buildings, which provides strong anchors to the downtown.

DOWNTOWN LAND USES	Parcels		Acres	
	#	%	#	%
Industrial & Storage	6	3%	2.09	5%
Mixed Commercial	4	2%	1.72	4%
Office	28	15%	4.57	10%
Food & Beverage Establishment	4	2%	0.36	1%
Service & Retail	45	24%	11.25	24%
Mixed Use	14	7%	1.33	3%
Public & Civic	13	7%	8.84	19%
Multi-Family Housing	8	4%	2.92	6%
Single-Family Housing	36	19%	4.73	10%
Open Land	2	1%	1.62	4%
Parking	20	11%	5.21	11%
Vacant	8	4%	1.52	3%
TOTALS	188		46.17	



Architecture Style/Type

There are several distinct architectural styles and types displayed in downtown Richland Center. The majority can be characterized as gilded age “historic”, multi-storied commercial (mixed use) structures. These buildings are located throughout the downtown core (Main Street, Central Avenue, Court Street, etc.). Mixed in with these historic buildings are many infill developments with varying styles that were built in the last forty years. Some of these infill projects fit into the historic context, while others stand out due to poor design and/or low-quality exterior building material. As one moves away from the downtown core, suburban-style development and industrial/storage buildings become more prevalent. The suburban-style development are primarily one-story buildings set back from the street with parking in the front yard. Most of the industrial/storage buildings are larger than the suburban-style developments in both height and overall mass, and are generally clad with metal siding or concrete block with minimal architectural detail and windows.

Historic Office / Mixed Use Buildings



Urban Infill Retail / Office Buildings



Suburban-Style Retail / Office Buildings



Metal Industrial / Storage Buildings



EXISTING CONDIT

STREETS

The district character is strongly influenced by the design of each street, including not only dimensions and configuration of the street itself, but also building sizes and setbacks.

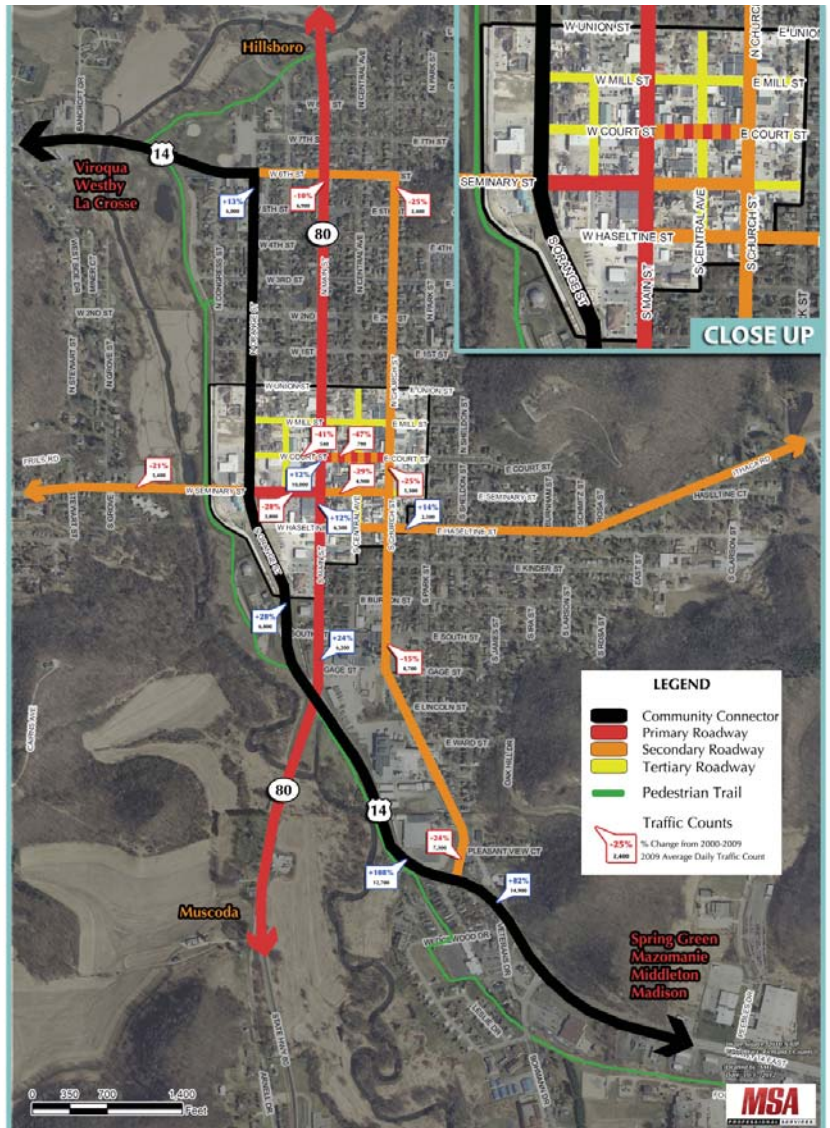
Street Hierarchy

In general, a city's downtown is comprised of three major road types (primary, secondary, and tertiary) that form a specific hierarchy based on their primary function. Analyzing this road hierarchy enables one to define road corridors based on its urban context, as stated below:

- **Primary Streets** carry the majority of traffic through the downtown and are usually the most critical for establishing the downtown character. Main building entrances are most likely to be oriented toward these streets and curb cuts for access minimized for safety and appearance. In the downtown core these streets usually feature minimal building setbacks and a consistent street wall of buildings built to the minimum setback line.
- **Secondary Streets** provide alternate routes for travelers and provide access to parcels for parking and loading. The consistent street wall is broken by driveways and parking in many places.
- **Tertiary Streets** are minor roadways that handle light traffic and help to complete the grid system, providing access to parcels. In a downtown context, the majority of these roads are side streets with few main building entrances and limited pedestrian features (e.g. awnings, large windows, etc.).

DOWNTOWN TRAFFIC COUNTS		2000	2009	% Change
Halestine Street	west of Park Street	2,200	2,500	14%
Halestine Street	west of Central Avenue	1,000	1,000	0%
Central Avenue	north of Haseltine Street	850	1,100	29%
Seminary Street	west of Central Avenue	6,900	4,900	-29%
Seminary Street	west of WI-80 (Main Street)	5,300	3,800	-28%
Seminary Street	west of Jefferson Street	4,900	3,600	-27%
WI-80	north of Seminary Street	8,900	10,000	12%
WI-80	south of Seminary Street	5,800	6,500	12%
WI-80	north of Gage Street	5,000	6,200	24%
Court Street	east of WI-80 (Main Street)	1,500	790	-47%
Court Street	west of WI-80 (Main Street)	920	540	-41%
Jefferson Street	south of Court Street	1,700	790	-54%
Church Street	north of Seminary Street	7,100	5,300	-25%
Sextonville Road	north of Gage Street	10,200	8,700	-15%
US-14 (Orange Street)	north of South Street	5,300	6,800	28%

TRANSPORTATION NETWORK



Traffic

Vehicle traffic has a significant impact on which roadways are designed to meet a specific level of service (i.e. street hierarchy). The table and map on the previous page lists the average daily traffic counts for the Richland Center area between 2000-2009. Since 2000, there has been a significant reduction of vehicle usage along several downtown streets, including Seminary Street, Court Street, and Church St/Sextonville Rd. Contrarily, the major thoroughfares, Main Street (WI-80) and Orange Street (US-14), have seen significant increases during this same time period. It is fair to assume that traffic on these major thoroughfares will continue to rise, while the downtown street traffic may increase marginally.

Streetscape

A street is a public thoroughfare, but it is also a public space that evokes a feeling. The streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include features that break up the harsh hardscape that exists within a downtown (e.g. trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures). Over the last few years the City has reconstructed several portions of the downtown street network and installed some streetscaping features, such as decorative street lights, banners and stamped concrete brick crosswalks (on Main Street). Below describes the current streetscapes within the downtown core:

Central Avenue



Road Condition: Good to Fair
 Sidewalks: 7-10 feet
 Streetwall: Semi-Consistent (some parking lots & alley access points)
 Lighting: Tall decorative full-cutoff
 Other Streetscape Features: bench, trash receptacles, banners, etc.

Church Street



Road Condition: Fair to Poor
 Sidewalks: Primarily 7-10 feet
 Streetwall: Choppy (several parking lots & building setback from ROW)
 Lighting: Tall bent arm full-cutoff
 Other Streetscape Features: none

Court Street



Road Condition: Fair to Poor
 Sidewalks: 7-10 feet
 Streetwall: Consistent (buildings built to front property line)
 Lighting: Tall decorative full-cutoff
 Other Streetscape Features: bench, trash receptacles, banners, etc.

Haseltine Street



Road Condition: Fair
 Sidewalks: Primarily 4-5 feet
 Streetwall: Choppy (parking areas & building setback from ROW)
 Lighting: Cobra Head on wood pole
 Other Streetscape Features: none

Jefferson Street



Road Condition: Fair to Poor
 Sidewalks: 4-7 feet
 Streetwall: Choppy (several parking lots & building setback from ROW)
 Lighting: Tall bent arm full-cutoff & Cobra Head on wood pole
 Other Streetscape Features: none

Main Street



Road Condition: Good
 Sidewalks: Primarily 7-10 feet
 Streetwall: Semi-Consistent (some parking areas & buildings set back)
 Lighting: Tall decorative full-cutoff
 Other Streetscape Features: stamped concrete crosswalks, trash receptacles, banners, etc.

Mill Street



Road Condition: Good to Fair
 Sidewalks: Primarily 4-7 feet
 Streetwall: Choppy (several parking lots & building setback from ROW)
 Lighting: Tall bent arm full-cutoff
 Other Streetscape Features: none

Seminary Street



Road Condition: Good
 Sidewalks: Primarily 4-7 feet
 Streetwall: Choppy (several parking lots & building setback from ROW)
 Lighting: Tall bent arm full-cutoff
 Other Streetscape Features: none

EXISTING CONDIT

PROPERTIES

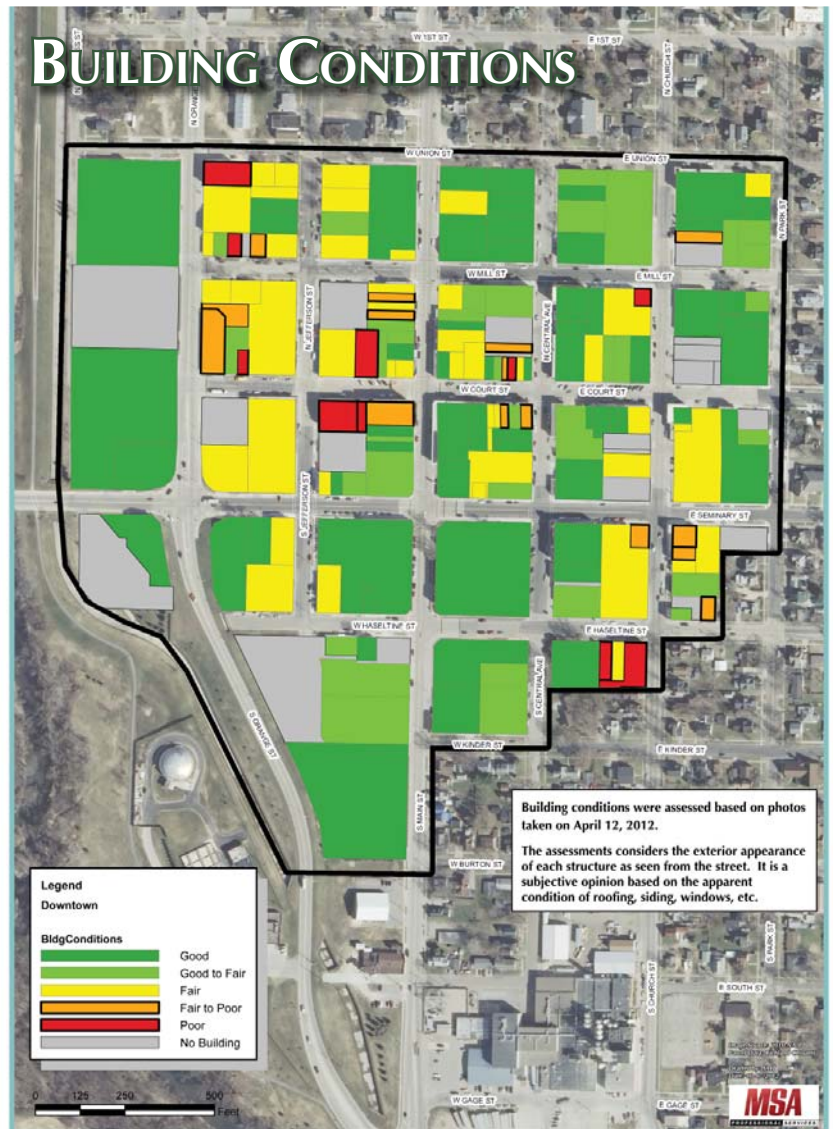
Individual properties (parcels and buildings) can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the City of Richland Center. Examples of a property that can leave a negative impression would be a poorly designed or dead public space, a rundown/falling apart building, or a large vacant parcel.

Building Conditions

The map on the right illustrates the building conditions within downtown. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the condition based on the exterior appearance as viewed from the street.

In general, buildings within the downtown are in fair to good condition. However, there are a few sites that are vacant or have dilapidated buildings that potentially would cost more to update than to tear down. These parcels are primarily located in the northwest quadrant of the downtown and along Church Street in the southeast quadrant.

BUILDING CONDITIONS	Parcels		Acres	
	#	%	#	%
Good	62	33%	20.98	45%
Good to Fair	34	18%	6.70	15%
Fair	46	24%	9.00	19%
Fair to Poor	15	8%	1.39	3%
Poor	10	5%	1.28	3%
No Building	22	12%	6.84	15%
TOTAL	189		46.19	



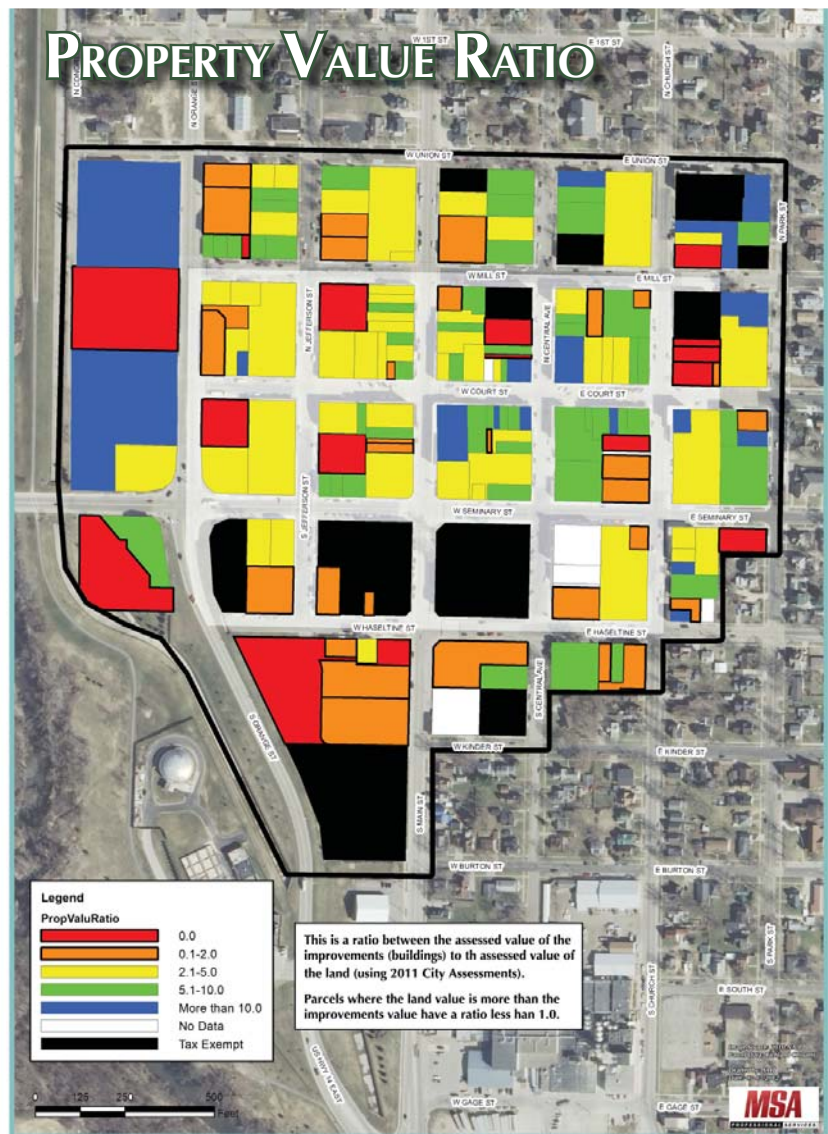
Property Values

Land and improvement (building) values are assessed annually for tax purposes and provide an objective evaluation of the state of properties within the city; with the exception of tax exempt properties for which no data exists. The map below illustrates the ratio of improvement value to land value within the downtown. In general, strong candidates for redevelopment are properties with improvements valued at no more than twice the value of the land (0-2.0 ratio).

PROPERTY VALUE RATIO	Parcels		Acres	
	#	%	#	%
0.0	16	9%	6.34	17%
0.1-2.0	30	18%	6.31	17%
2.1-5.0	50	29%	11.81	32%
5.1-10.0	51	30%	6.84	18%
More than 10	24	14%	6.03	16%
TOTAL	171		37.33	

Two important trends that are evident:

- ▶ a third of the parcels in the downtown (excluding tax exempt parcels) are contributing significantly to the tax base (5.0 or more—green and blue)
- ▶ an additional third of the parcels in the downtown are strong candidates for redevelopment/reinvestment (as they are not contributing significantly to the tax base) with a high concentration along Haseltine Street.



EXISTING CONDIT

PROPERTIES (CONTINUED)

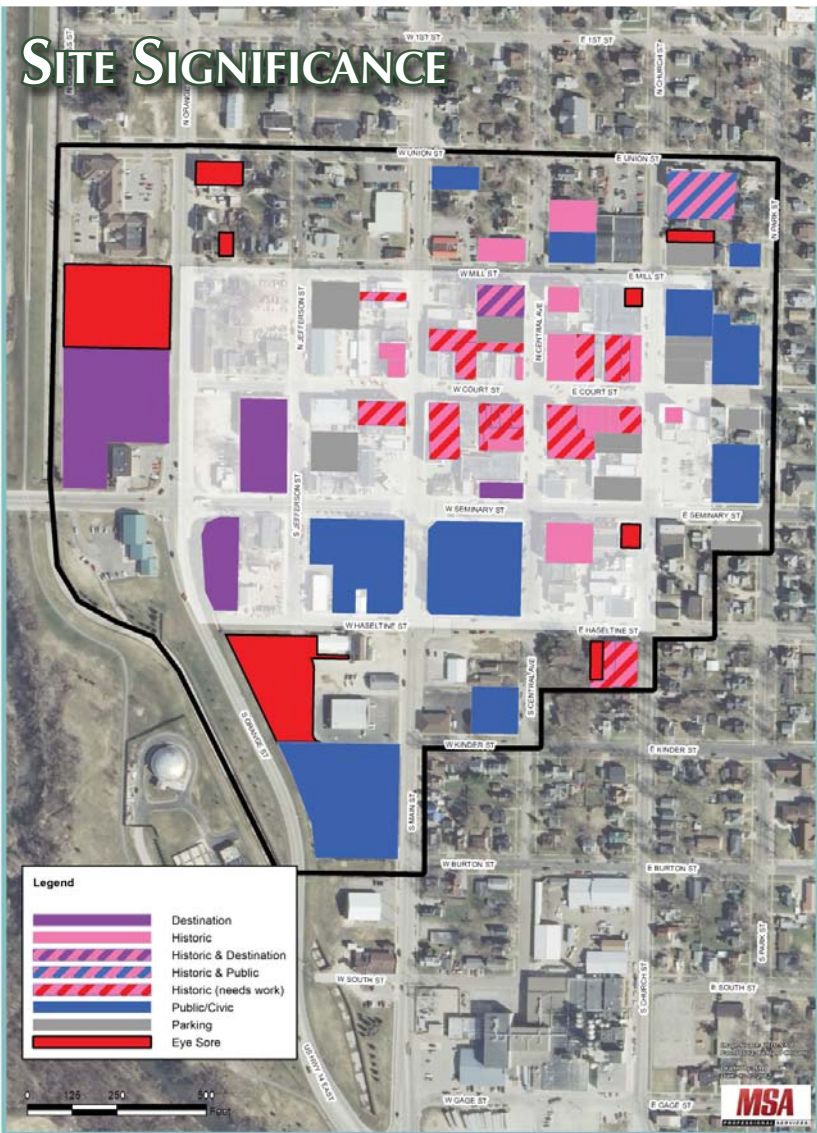
Building/Site Significance

The following text and map on the right illustrate the strengths and weaknesses in the downtown.

- ▶ **Historic Buildings** provide a sense of history and can have a positive influence on the downtown overall character/image (if the buildings are maintained properly and keep their historic elements visible to the public eye). There are a significant number of properties with historic character on Court Street between Main and Church. They have good bones, but some need significant facade improvements.
- ▶ **Public/Civic Uses** bring residents and activity to the downtown. They also can be catalysts for redevelopment (if built and maintained with quality materials and design).
- ▶ **Destination “Businesses”** bring residents and visitors to the downtown.
- ▶ **Parking Lots** are necessary in order to bring in customers to the area; however, they can be detrimental to the look of a downtown if not properly buffered from the street.
- ▶ **Eye Sores** are buildings/sites that stand out because they are in disrepair, vacant, or are incompatible with the surrounding neighborhood/district.



The German warehouse at the corner of Church and Haseltine has fallen into disrepair, but remains an important historic landmark, as it was designed by Richland Center’s own, Frank Lloyd Wright.



Historic Buildings



Public / Civic Uses



Destination "Businesses"



"Eye Sores"



URBAN DESIGN

STREETSCAPING PLAN

A major step in revitalizing the downtown is to make public improvements that show residents and business owners that the City is taking the initiative in revitalizing the area. These improvements also help to create a district identity for the downtown, which separates it from other areas within Richland Center. A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/ flags, benches and green spaces within the public right of way. There is no single component that will meet the preceding goals, but a balanced mix of these components can lead to a successful revitalization of the downtown. Guidelines in this section are intended to assist in the design reconstruction of streets.

Pedestrian Environment

Commercial areas that are “friendly” to both vehicles and pedestrians have proven to be highly successful. This is even more apparent in downtown districts, as foot traffic is just as important as vehicle traffic. In general, a “friendly” street has features that provide **safety**, **comfort**, and **mobility**. Examples of these features are described and illustrated on the following pages.

SAFETY

1) Good sight distance

- Limit obstructions at crossings (newspaper/ advertising & electrical boxes, over-grown vegetation, etc.)



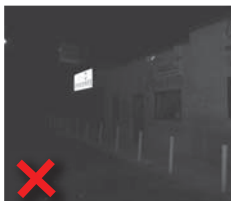
2) Separation & buffering from other modes of travel

- Wide sidewalks
- Parking areas
- Sidewalk terrace
- Limit curb-cuts



3) Pedestrian visibility

- Adequate lighting



4) Adequate height clearance

- Well maintained landscaping
- Adequate Awning heights



5) Limit crossing distances

- Provide bump outs
- Reduce corner radii
- Provide refuge medians at ped. crossings



MOBILITY

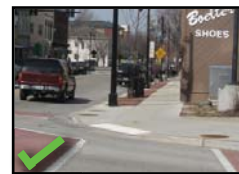
1) Clear path

- No obstructions within areas of travel



2) Accessible to all citizens

- ADA-compliant sidewalks and building entrances



3) Clear connections

- Pedestrian pathways to building entrances



COMFORT

1) At human scale

- Establish a 1:3-1:2 street width to building height ratio



2) Soften the urban hardscape

- Add planters, street trees, landscaped spaces, etc.



3) Buildings designed w/ pedestrian-friendly features

- Awnings, large and clear windows on the ground-floor, building entrances, view of products/activities, etc.



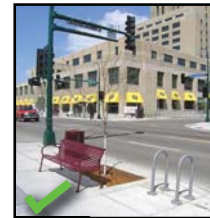
4) Limit automobile/truck traffic issues

- Lower vehicle speed limits
- Provide traffic calming devices



5) Provide pedestrian amenities

- Add benches, table and chairs, bike racks, etc.



6) Well-maintained infrastructure

- Well-maintained sidewalks, streets, street fixtures, and street trees



STREETSCAPING PLAN (CONT.)

General Guidelines

The following section provides a series of general guidelines to address streetscaping issues within the planning area. These principles are based on the best practices described in the preceding section (page 24-25). The City will consult these recommendations prior to reconstruction of the public right-of-way or other streetscaping improvement projects. See the Concept Plan section (pages 35) for more specific recommendations.

Streets

- ▶ Reduce/modify the number of existing service driveways by eliminating duplication and providing shared service access.
- ▶ On streets with high traffic volumes or high speeds, the City will reconstruct with bicycle or auxiliary lanes for bicycle use, where space is available. Prohibit bicycle use on downtown sidewalks.
- ▶ Reduce corner radii (or provide bump-outs)
- ▶ Clearly mark crosswalks by using a solid white border or by providing a stamped concrete border. Align crosswalks with sidewalks to clarify movement patterns.
- ▶ Discourage or eliminate mid-block curb-cuts to reduce auto/pedestrian conflicts.

Sidewalks

- ▶ Maintain a minimum of six feet of clear path. Refrain from placing fire hydrants, light and electrical poles, traffic lights, signs, benches, etc. in the clear path zone.
- ▶ Clear snow to allow safe walking on the sidewalks and access to parked cars.

Lights

- ▶ Replace remaining “cobra” lighting with decorative light fixtures similar to the existing fixtures already within portions of the downtown. Consideration upgrading all lights to higher-quality poles and LED light fixtures.
- ▶ Consideration to pedestrian-level lighting through the historic Court Street section (Main to Church).

Trees

- ▶ Provide a cohesive planting policy and select trees based upon the tree’s characteristics of growth, durability, branching habit, visual appeal, and maintenance requirements.
- ▶ No pavement around a 12-foot circumference around tree trunks to allow for growth.
- ▶ Trees placed in hardscaped terraces shall have a tree grate around its base.
- ▶ Maintain a 7-foot height clearance within the clear path zone. Prune trees that impede this zone.



Signs/Poles

- ▶ Enhance the existing street sign system and make it consistent throughout downtown.
- ▶ Provide unique street identifiers within the downtown. Incorporate decorative street signs throughout downtown, or at least along the historic section of Court Street.
- ▶ Develop uniform details/materials for hangers, baskets, poles, planters, trash receptacles, etc.
- ▶ Provide gateway features at Orange/Seminary, Main/Haseltine, Main/Mill, Church/Mill, and Church/Seminary.
- ▶ Consider providing information kiosks/map at key locations, identifying significant destinations within the downtown. At historic destination provide a plaque, or informational kiosk, denoting its historical significance and history.



Miscellaneous

- ▶ If a crossing is signalized, an accessible pedestrian-actuated signal device should be provided.
- ▶ Bury telephone and electrical wires.
- ▶ Provide a bench on every other block and trash receptacles at high-volumed pedestrian crosswalks. Bolt the benches to pavement to prevent vandalism.
- ▶ Provide bike racks at major destinations and near large parking lots.
- ▶ Create a seasonal planting program that prescribes procedures for locating, installing, and maintaining seasonal color plantings in at-grade planting beds, raised planters, and hanging baskets.



DEVELOPMENT GUIDELINES

Development provides the City with economic stability and provides goods, services and jobs for its residents. However, too often buildings are designed without significant consideration to neighboring parcels and overall effect on the area. To ensure **high-quality** and **long-lasting projects** the following guidelines will provide assistance in guiding future (re)development in the downtown, including major facade improvements:

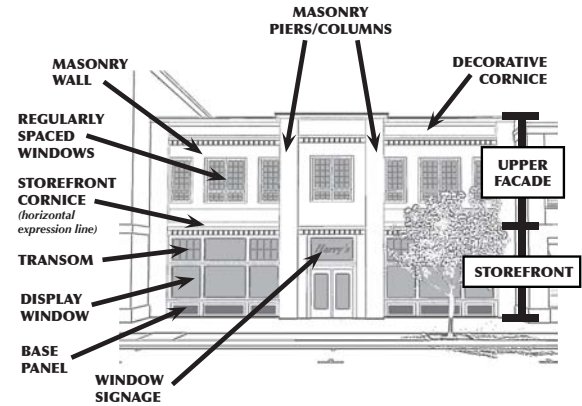
- ▶ **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary façade.
- ▶ **Architectural Character:** Design the building using architectural elements that provide visual interest and human scale, and that relate to the surrounding neighborhood context and the City's overall character.
- ▶ **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, wood, and fiber-cement. All exposed sides of the building should have similar or complementary materials to those used on the front façade.
- ▶ **Building Projections:** Canopies and awnings should be provided along facades that give access to the building.
- ▶ **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.
- ▶ **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Driveways should have adequate throat depths to allow for proper vehicle stacking.
- ▶ **Landscaping and Lighting:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Exterior lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.
- ▶ **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible.
- ▶ **Service Areas:** Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.

"HISTORIC" FACADE IMPROVEMENTS

The City's historic buildings represent an earlier era of economic vibrance, and their preservation is both dependent upon and necessary to continued economic success in the downtown area. The City should preserve this architecture heritage, and help owners protect and restore these buildings over time. There should be a clear policy in place to establish a process by which alternatives to demolition can be sought for buildings that are deemed "historically significant" (see map on p. 22). Below are a sample of recommendations that may help guide restoration/recreation of historical facades:

- ▶ Consult the Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Revised 1990).
 - ▶ Use firms that specialize in historic preservation when cleaning and repairing the facade (contractors) and for wholesale recreation of historic elements (architects).
 - ▶ If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- ▶ Building owners are encouraged to use a "historic" color for the primary facade color. Many of the major paint manufactures such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish "historic color" sample charts which are available at paint dealers.
 - ▶ Previously obscured design details should be revealed and restored, whenever feasible.
 - ▶ Architectural details should not be obscured or covered up by siding, awnings or signage.
 - ▶ Chemical or physical treatments, such as sandblasting, to existing painted brick or stone is strongly discourage. If necessary, surface cleaning shall use the gentlest means possible.

TRADITIONAL FACADE COMPONENTS



HISTORICAL RESTORATION

There are several historic buildings on Court Street that could be restored to their earlier prominence. The 100 West Block of Court Street is one potential restoration project. As shown on the upper right, there are two historic buildings on the 164 W. Court St. property that have been combined with an infill development on the 172 W. Court St. property. The historic features on the second floor are still present (yet deteriorating), while the lower level has been substantially altered. As shown in the lower image, windows are reintroduced along the first floor (based on a historical photo), awnings are split between each building to restore the individual storefronts, and a cornice is added to the building on 172 W. Court St. to fit in better with the adjacent historical buildings.



PARKING STRATEGIES

As noted in the parking study (see pages 12-15), there are several issues with the downtown parking network, including overnight parking for downtown residents, employee parking, and visibility at intersections due to parking spaces. This section features strategies the City will consider in order to manage the downtown parking system.

Parking Strategy 1: Create a Parking Permit System

The City should consider a permit system for downtown employees. This system could be used to help direct employee parking to designated areas that do not conflict with customer parking. For this system to be successful, time limits will need to be enforced on streets and lots intended for customer parking - otherwise employees will ignore the permit system.



Recommendation: Make all public lots employee parking, catering to those businesses that are within the same block as the parking facility (or in an adjacent block). The number of spaces allowed per business should correlate to the size of the business. The fee will help cover upgrades/maintenance to the facility, especially to improve aesthetics and safety. Consider allowing each business one free spot to entice compliance.

Parking Strategy 2: Create More Parking

One answer to a parking shortage (real or perceived) is to create more parking. Removing taxable development to add low-density surface parking is undesirable - it reduces revenues and damages the urban character of the downtown area. The alternative is to selectively choose where to add more off-street facilities (if needed), expand existing facilities, and maximize the number of potential spaces on-street.

Recommendation: Consider purchasing additional parcels near existing off-street parking facilities and/or purchase parcels for sale or under-utilized (i.e. 211 N Main could be purchased to provide parking and a gateway feature). Consider angled parking on streets that would increase current supply (i.e. Central Avenue and Seminary Street).

Parking Strategy 3: Revise Parking Restrictions

The use of parking restrictions can alter where and how long people park. Blocks with high demand should require more stringent parking limits, while areas with little to no demand should be less stringent or even unrestricted. Currently in the downtown there is a 2-hr parking limit on almost all downtown streets (excluding Orange Street and Church Street).

Recommendation: Consider either removing parking restrictions, or increase the time limit to 4hrs, on Mill Street, Haseltine Street, cross-streets east of Church Street, and cross streets north of Mill Street.

Parking Strategy 4: Require Off-Street Parking with New Development

At present there are no off-street parking requirements in the Central Business District (C-DT). Therefore, new development designed without parking will reduce the total number of parking spaces available within the parking network.

Recommendation: When non-historic sites are redeveloped, that new development should be required to provide off-street parking, though not necessarily on the same site. The best scenario is a limited amount of on-site parking, possibly including an underground garage, and payment of a fee in lieu of on-site parking for the balance of the projected parking demand. The City can then use those fees to cover the capital costs of new lots to accommodate the new demand. This arrangement is better than requiring all development to meet all projected demand on-site, because shared lots can meet the shifting parking needs of multiple sites more efficiently. If parking is required in the CD-T, reduction in the required parking spaces should be evaluated.

Parking Strategy 5: Improved Parking Signage

Public parking should be easy to find and easily understood. Currently there is a lack of signage directing travelers to existing parking lots. Additionally, current parking limit signs can be misleading, as they state “Free Two Hour Parking” or “Free Parking” (with the limit posted above it).

Recommendation: Consider either standard “blue and white signs (with a large “P”)", or a distinctive structure or sign, guiding visitors/employees to the public lots. Consider replacing the current parking restriction signs with standard “2-hr Parking” signs (an example shown above).



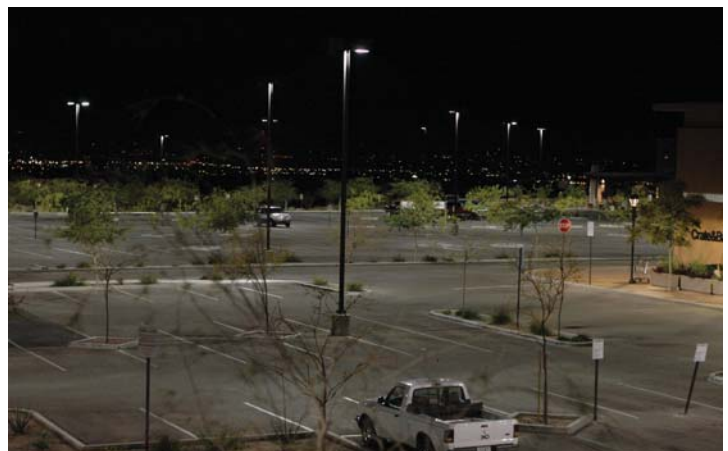
Parking Strategy 6: Ongoing Employee Education

These strategies will be hard to implement if employees and employers do not park in designated areas away from the front door, which should be left for the consumers. This is especially important on the main shopping street (i.e Main St., Central Ave., Court St.). Employee turnover necessitates an educational effort on a regular schedule (semi-annual preferred) to identify the most appropriate places for employees to park.

Recommendation: Provide flyers and pamphlets to downtown businesses that can be distributed to their employees educating them on places to park within the downtown.

Other Strategies:

- ▶ **Provide Short Term Parking** - Bakery, coffee shops, florists, and markets all have customers that want to get in and out quickly, so short term spaces can allow for continuous turnover. However, this change should be made only in consultation with business owners to confirm interest.
- ▶ **Use Parking Areas Efficiently** - As fuel efficiency has become a priority, many people are driving cars less than 16 feet in length. Look for opportunities to gain additional spaces by designating some rows for compact cars only. These spaces are also appropriate for most electric vehicles. The provision of public charging stations (or utilities to accommodate future installation) should be considered when building new parking lots or structures.
- ▶ **Ensure Nighttime Safety** - All downtown users should feel safe walking to or from their cars after dark. Adequate lighting should be provided along pedestrian routes, especially near parking lots. New lighting should be full cut-off, dark-sky compliant, to eliminate unnecessary glare.



MASTER PLAN

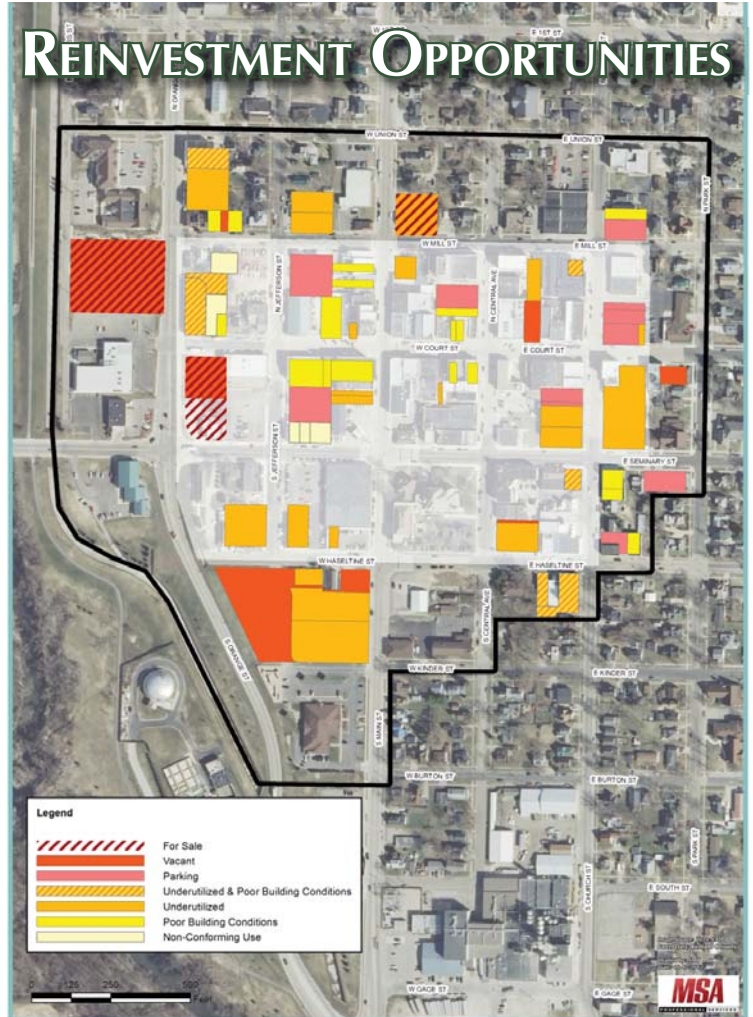
REINVESTMENT OPPORTUNITIES

Within the downtown area there are several parcels that offer significant opportunities for reinvestment. Parcels that are strong candidates for reinvestment are either vacant or are for sale, have low improvement value (relative to land value), have buildings that are in poor condition, or have uses that are ill-suited for a downtown environment. The map on the right illustrates reinvestment opportunities within the downtown.

- ▶ **Red/Pink** parcels are the **most viable** for reinvestment/redevelopment, as they do not have structures (bright red) or they are currently for sale (dark red hatch).
- ▶ **Orange** parcels are **viable** for reinvestment/redevelopment due to low values, but they are not for sale and they are not vacant.
- ▶ **Yellow** parcels are **less viable** for redevelopment due to stronger values, but are candidates for reinvestment to improve poor exterior conditions.

PRIORITY REDEVELOPMENT SITES

The City cannot market every site at one time, and therefore, should prioritize the sites based on their marketability (location, visibility, etc.), as well as their value and importance to the downtown. The selected sites (shown below) will be the City's first priorities when marketing development opportunities in the downtown. Each one of these projects can be a catalyst for new development throughout downtown Richland Center. See page 35 for specific recommendations for some of these potential catalyst projects.

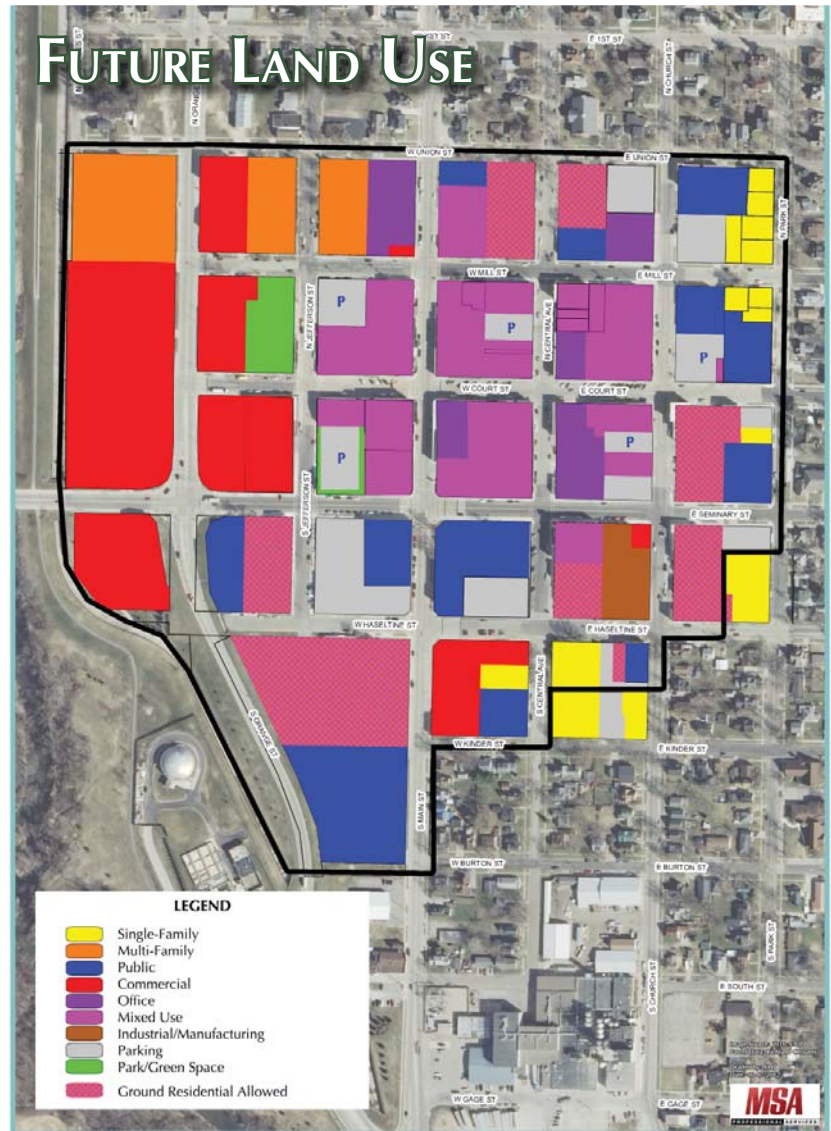


FUTURE LAND USE

The City desires a mixed-use downtown district consisting of retail, service, office, civic and residential uses. The map below provides the City’s desired land uses within the downtown. The text that follows provides notable points regarding the future land use map.

Downtown Housing - As more people live in close proximity to shops, eateries and work, the greater chance people will walk rather than drive to their destinations (i.e. increased foot traffic). The influx of downtown residents results in more disposable incomes (i.e. higher purchasing power). These two outcomes result in an increase in sales for existing businesses and higher demand for additional commercial space.

- ▶ A major strategy to revitalizing the downtown will be to encourage new “high-quality” residential developments within the downtown district, such as senior housing, townhomes, and quality/luxury apartments above commercial spaces. With this intent in mind, the City looks to allow ground-floor residential in certain sections of the downtown to allow for stand-alone residential developments. As shown in the map on the right (parcels with pink cross-hatch), these locations are along Haseltine St., Jefferson St., Central Ave., and Church St.
- ▶ Civic buildings, public parking lots and churches are all assets and are planned to remain the same, or increase in size to better support the downtown.
- ▶ US-14 Corridor (Orange Street) should continue to cater to Richland Center residents and travelers driving through the area. Therefore, the major use is general commercial, excluding the existing residential development at the corner of Union and Orange.
- ▶ The ALCAM Creamery Company, Inc. will remain in the downtown for the foreseeable future, as it contributes to the property tax base and is a quality employer.
- ▶ The German Warehouse will be converted to a public use and/or a quasi-public/private use(s).



MASTER PLAN

INITIAL CONCEPT PLAN

Prior to the second Public Informational Meeting, a concept plan was created to illustrate the planned improvements within this Plan, as well as provide general concepts for potential redevelopment sites. As illustrated in this initial plan (shown below), one of the major actions was to create a gathering (park) space as a focal point to the downtown and the community. It became apparent in the Public Informational Meeting that a downtown park space would be welcomed by both residents and business owners; however, concerns arose regarding closure of Court Street, the potential loss of an active business, and a lack of kid/teenager activities within the downtown.

FINAL CONCEPT PLAN

After reviewing comments made during the Public Informational Meeting, alternative designs were provided to the steering committee. From these alternatives, a Final Concept Plan was selected (shown on the page 35). It combines many of the actions presented in the initial concept with some modifications to resolve the concerns brought up at the Public Informational Meeting.

The Final Concept Plan provides a 20-year outlook for the revitalization of the downtown. It illustrates the development potential for reinvestment sites suggested in the prior section (page 32) and shows how public improvements can enhance the overall aesthetics of the downtown. The Action Plan (on the subsequent pages) will provide details for each proposed project listed in the Concept Plan.



FINAL CONCEPT PLAN



PROJECTS	
REDEVELOPMENT PROJECTS (RP)	URBAN DESIGN (UD)
1 Potential Commercial Site (restaurant)	1 New Entertainment Park (Gazebo, Market Structure, etc.)
2 Potential Hotel Site	2 Court Street Sidewalk Extension
3 Potential Commercial Site (gas station)	3 Seminary Road Redesign w/ Gateway Features
4 Potential Commercial Site	4 Crosswalk Enhancement & Gateway Features
5 Potential Multi-Family (MF) Residential Site	5 Central Avenue Redesign (angled parking)
6 Potential Multi-Family (MF) Residential Site	6 Court St. Redesign & Streetscaping
7 Potential Senior Housing / MF Site	PARKING (P)
8 Potential Senior Housing / MF Site	1 Grocery Parking Lot Redesign
9 Potential Commercial Site	2 Public Parking Redesign & Acquisition
10 German Warehouse Reuse (w/ parking)	3 Public Parking Redesign
	4 Land Acquisition (New Parking Lot)
	5 Land Acquisition (New Parking Lot)

IMPLEMENTATION

ACTION PLAN

This section seeks to provide recommendations for the redevelopment of both private and public properties with the goal of creating a more vibrant and sustainable downtown. This section contains a compilation of the various actions recommended in this Plan to translate this vision to reality. Accompanying each action are recommended time frames for completion. Since many of the recommendations rely on coordination with the private market it is likely that the full breadth of this Plan's vision will take many years to achieve.

ORGANIZATION CAPACITY (OC)

During this planning process it was apparent that there were several organizations working to further goals and development within the downtown; however, they were working independently and not as one. It is imperative that there is one organization spearheading the effort and keeping the other organizations well informed and involved. Some of the existing organizations that can/have a direct impact on downtown Richland Center include the following:

Southwestern Wisconsin Community Action Program (SWCAP) offers a business development program for Richland County residents, including business plan coaching and contract consulting (fee based).

Southwest Small Business Development Center (SWSBDC) services Richland County among others, providing unlimited free counseling to existing business owners and entrepreneurs, as well as individuals interested in starting a small business. The SWSBDC also provides regular free workshops that discuss the basics of starting a business and outline many of the resource available to entrepreneurs.

Richland Chamber and Development Alliance (RCDA) is a non-profit organization that helps strengthen the economic base and assist in the growth of new business in order to improve the standard of living in the community. Activities include promoting area tourism, supporting Chamber members, and operating the Visitor Center. RCDA also provides meeting space, consultants, and direction for those looking to grow business in the Richland Center area.

Richland County Performing Arts Council is a non-profit organization dedicated to the renovation of Wisconsin's First City Auditorium in downtown Richland Center.

Richland Rejuvenates is a joint effort between the Capital Wealth Advisory Group Foundation and Hybrid Redneck designed to bring together business, community and city leaders for the purpose of making Richland Center better.

OC-1: Richland Center Downtown, Inc. (RCDI)

Create a local entity (suggested name: RCDI) to serve as the steering group for all revitalization, marketing, events scheduling, and annual work planning. The entity should be comprised of Common Council, downtown business owners, and Redevelopment Authority members. RCDI would make every effort to engage other, existing organizations to implement downtown revitalization. For example, the RCDI would advise the Plan Commission related to downtown matters and get them to endorse this Downtown Revitalization Plan. Also, the FDRC would direct the City's Redevelopment Authority to implement downtown programs such as RLF funding to specific business, façade improvements, acquisition/demos, CDBG grant program administration, borrowing, etc. A BID district would be formed to help finance annual programs and operations of the FDRC (see Action FS-2). The City's existing TIDs would be amended to capitalize an RLF and to implement public improvements in the downtown.

The City should make efforts to form a working partnership with the Wisconsin Economic Development Corporation (WEDC). First, the City should work closely with the WEDC Community Account Manager to position itself for specialized technical assistance and potential funding assistance. The City should become a "Connect Communities" network member. This is a new program offered by WEDC for those communities engaged in downtown revitalization activities (not a formal Main Street program).

Time frame: Short-Term (2013-2015)

HISTORIC PRESERVATION (HP)

In 1995, the Richland Center Historic Preservation Commission (HPC) and the historic preservation ordinance were created; however, the HPC has not been active for some time now. The following actions look to improve the integration of historic preservation and economic development interests in downtown Richland Center.

HP-1: Reinstate the Richland Center Historic Preservation Commission

Reinstate the Historic Preservation Commission and encourage the inclusion of a downtown business owner and/or property owner on the Commission. Revise the Historic Preservation Ordinance (and/or the City's project forms and procedures) to specifically encourage proactive problem-solving by the Commission to help applicants find affordable solutions that preserve historical integrity.

Time frame: Short Term (2013-2015)

HP-2: Review Process/Procedures

Review and adjust as appropriate the development review process and procedures to ensure early consultation with the Historic Preservation Commission.

Time frame: Short Term (2013-2015)

HP-3: Educational/Promotion Materials

Develop educational/promotional material that informs residents about the Historic Preservation Commission, the significance of protecting historic buildings within Richland Center, and available funding sources to protect and/or restore their historic facade/building.

Time frame: Short Term (2013-2015)

FUNDING STRATEGIES (FS)

Many of the projects identified in this plan have a cost associated with them. The following funding options may be utilized.

FS-1: Tax Incremental Financing

The City's existing TID districts should be reviewed to determine long-range financial performance and their ability to contribute to downtown revitalization implementation strategies. TID amendment strategies would include adding additional downtown territory, adding projects within existing TIDs, consideration of adding "Act 57" projects within a ½ mile of existing TIDs, and setting up donor TID(s) to further support downtown activities.

Creation of new TID(s) may be considered for the downtown setting only as existing TID(s) are dissolved.

Time frame: Short Term (2013-2015)

FS-2: Business Improvement District

Make an informed decision to create or not create a Business Improvement District to help finance annual programs and operations of the RDA or Downtown Richland Center, Inc. (see Action OC-1).

Time frame: Short Term (2013-2015)

FS-3: Public Bonding for a Revolving Loan Fund

With interest rates at historic lows the City/RDA should consider borrowing money to establish a revolving loan fund that supports façade improvements, downtown housing and commercial development. Another option to capitalize the RLF would be through the City's TID districts. This would be accomplished by completing TID project plan amendments (See FS-1).

Time frame: Short Term (2013-2015)

FS-4: Public-Private Partnerships

The City will consider active participation in redevelopment projects to help them move forward. Examples include:

- ▶ The City or RDA can acquire land, prepare it for redevelopment, and solicit redevelopment proposals.
- ▶ The City can assist with low-cost financing or provide incentives using TIF funds.
- ▶ The City can commit to a long-term lease within a private development for a public space.

Time frame: Ongoing

FS-5: Viable Grant Programs

There are limited, but viable grant programs to which the City or developers could apply to help fund the projects identified in this plan. The following programs are most likely to award money to these projects and should be pursued to help move projects forward:

- ▶ **CDBG-Public Facilities (CDBG PF)** to build a new senior center or reconstruct Water Street and associated public infrastructure (underground utilities, streets, sidewalks, decorative street scaping, etc) in the downtown area. CDBG PF grant funding up to \$500,000 is available annually through this program
- ▶ **CDBG-Housing** for upper floor apartment conversions are available on an annual basis. Benefit to low-moderate income households must be demonstrated.
- ▶ **Stewardship Program** for park land acquisition and park and trail improvements (Note: that this program is funded through 2020, but may not be further extended).
- ▶ **CDBG-Blight Elimination / Brownfield Redevelopment (BEBR)** grants may be used to demolish blighted structures to make way for viable private re-uses.

It is important to note that grant opportunities should be considered and pursued very early in the design process for any project. Successful grant applications are dependent upon the fit of the project to the objectives of the funding program, and it is often possible to add features or uses to a project to improve its fit for the program. The City can seek grant funding on its own through the efforts of City staff, or it can contract with a grant specialist (individual or firm) to identify and qualify opportunities and prepare applications. It is imperative that the grant writer establish a dialogue with the designated contact for each viable grant program. The grant program contact will help qualify potential projects and will usually offer advice on how to improve the fit of the project to the goals of the program.

Time frame: Ongoing

IMPLEMENTATION

ACTION PLAN (CONT.)

REDEVELOPMENT PROJECTS (RP)

This section identifies a series of possible new uses for downtown sites, including both higher-density development and removal of existing development, to improve the overall aesthetics of the downtown and increase pedestrian activity and commercial marketability. The listed projects follows the Concept Plan shown on page 35.

RP-1: Commercial Site

This development area encompasses 0.80 acres and includes six parcels (368-396 W. Mill St., 296 Orange St., 373 W. Union St.); however, there are only three property owners. These sites are under-utilized and/or in poor building condition. The City should consider purchasing these sites and marketing towards commercial development, especially for a sit-down restaurant (as shown: 8,000 sq.ft. building with 34 parking spaces). The City should encourage the building to be located near either the Union or Mill Street corners.



Time frame: Mid-Term (2016-2020)

RP-2: Commercial / Hotel Site

This 1.59-acre City-owned parcel has been discussed as a hotel site in the past, and recently a general plan created was created; however, no specific chain has been identified. The City should continue to market this site for a hotel, identifying hotel chains with a facility model consistent with the site. Ideally the parking would be on the side of the building with potential to share parking with the adjacent property owner (Phoenix Center), increasing the potential size of the hotel (as shown: 2-story, 40,000 sq.ft. building with 35-45 rooms and 47 parking spaces--not sharing parking with the adjacent site).



Time frame: Short-Term (2013-2015)

RP-3: Commercial Site

This development area encompasses 0.85 acres and includes six parcels (340-395 W Court St., 357-387 W. Mill St., 101 N. Orange St.). The majority of these sites are under-utilized and/or have poor exterior building conditions, and are prime for redevelopment. Kwik Trip, located at the corner of Seminary



and Main, has talked about moving to Orange Street (US-14) to have better visibility and expand its services. This redevelopment area would be a good fit for a gas station (as shown: 6,300 sq.ft. concessions store with 4,500 sq.ft. gas pump canopy and 10 parking spaces). The City should monitor these properties - consider purchasing them if they become available, or raze them if they become dilapidated.

Time frame: Mid-Term (2016-2020)

RP-4: "Signature" Commercial Site

This 0.77-acre site includes two parcels with the same owner. The site is highly marketable, as it is currently for sale, vacant, and located at a major intersection. Since this is the major entrance into the downtown, any development should have a "signature" building built at the Seminary and Orange corner and should be at least 1.5 stories tall (if not two stories tall). The site is ideal for office and/or retail (as shown: 2-story, 15,000 sq.ft building with 48 parking spaces). The City should actively market the site, as this provides one of the greatest opportunities for a catalytic project.



Time frame: Short-Term (2013-2015)

RP-5: Multi-Family Housing Site

This 0.87-acre site includes seven low-density residential properties. They are not listed as redevelopment opportunities; however, this location offers great potential for more intensive "high-quality" housing, especially if Court Street Park is created nearby (see Action UD-1). Ideally this would be owner-occupied housing (as shown: 15 townhomes with 2-car garages). Since these parcels are owned by seven different property owners, the City may need to be involved in order to redevelop these sites into one larger project.



Time frame: Ongoing

RP-6: Multi-Family Housing Site

This 0.88-acre site includes three low-density residential properties and one commercial site. Only half of the sites are designated as redevelopment opportunities; however, there is great potential for more intensive "high-



quality” housing within this half-block. Ideally this would be owner-occupied housing (as shown: 10 townhomes with 2-car garages). Since these parcels are owned by four different property owners, the City may need to be involved in order to redevelop these sites into one larger project.

Time frame: *Ongoing*

RP-7: Senior / Multi-Family Housing Site

This 1.23-acre site is currently be leased to ALCAM Creamery Company, Inc. for semi parking. It's location is ideal for residential use (as shown: 1-2 story building with 14-28 rooms with 48 parking spaces shared with the new depot parking lot, and four semi truck spaces for ALCAM Creamery near City Hall). A berm with landscaping would be needed to reduce vehicle noise from and visibility of US-14. The City should discuss future plans of the site with current property owners. If the owner is open to future development of the site, the City should work with ALCAM Creamery to provide the necessary semi parking spaces near City Hall and market the remainder of the site for senior housing. At a minimum, a berm with landscaping should be built to block the view of this parking area from motorists on US-14.



Time frame (berm): *Short Term (2013-2015)*
Time frame (development): *Ongoing, Discuss Annually*

RP-8: Senior / Multi-Family Housing Site

This 0.45-acre redevelopment area (300 S. Main St., 200-241 W. Haseltine St.) includes three parcels, as well as small portions of two other properties. All but one site is consider a redevelopment opportunity. Ideally this would be owner-occupied housing, or a part of the senior housing facility listed as action D-6 (as shown: 10 townhomes with 2-car garages). The City should meet annually with the property owners to discuss their plans for the site. If they are open to selling land, help market the site for multi-family residential.



Time frame: *Ongoing, Discuss Annually*

RP-9: “Signature” Commercial Site

This 0.73-acres site is under-utilized and is located at a major entrance into the downtown. Any redevelopment of this site should include a “signature” building at the corner of Seminary and Church that is at least 1.5 stories tall (if not two stories tall). The site is ideal



for office or retail with residential units above (as shown: 2-story,13,600 sq.ft. building with 45 parking spaces--could house six residential units on the second floor). The City should meet annually with the property owners to discuss their plans for the site.

Time frame: *On-going, Discuss Annually*

RP-10: “Historic” German Warehouse Site

This building is on the national and state historic registry, and has significant importance to the community (as it is the only building in the City designed by Richland Center’s own Frank Lloyd Wright). The architectural history and tourist potential are two major reason this building should be restored, or at least saved from deteriorating any further.

There are two tax credit programs available for this property. The **Federal Historic Preservation Credit** returns 20% of the cost of rehabilitating a historic building to owners as a direct reduction in their federal income taxes. The **Wisconsin Supplement Historic Preservation Credit** returns an additional 5% of the costs of rehabilitation to owners as a discount on their Wisconsin state income taxes (owners that qualify for the Federal Historic Preservation Credit automatically qualifies for the Wisconsin supplement if they get National Park Service (NPS) approval before they begin any work). These credit are only eligible for buildings being used for income-producing purposes (i.e. used in trade or business or for the production of rental income). For more information, contact the Wisconsin Historical Society or log on to their website.

As a **Certified Local Government (CLG)**, the City can apply for CLG sub-grant on behalf of a developer/owner to conduct an architectural survey to identify and evaluate the costs to repair the building. Once the costs are identified, the City can apply for a **CDBG planning grant** to conduct a market feasibility study to decide on the sites best use, considering the potential repair costs. If the feasibility study suggest a public use (e.g. museum space, conference/meeting rooms, municipal department/agency office space, etc.) as feasible alternative, the City could applying for **CDBG public facilities grant** on behalf of the developer to help renovate the building.

A public-private partnership will probably be the most effective option to save such an historic building. To provide parking for this historic site, an adjacent dilapidated and under-utilized parcel (159 E. Haseltine St.) should be torn down and made into parking (as shown: 11 parking spaces provided along a one-way drive). The owner of this site is the same as the German Warehouse.

If the steps listed above are not taken, the City should at minimum meet annually with the property owners to discuss their plans for the site.

Time frame: *On-going, Discuss Annually*

IMPLEMENTATION

ACTION PLAN (CONT.)

URBAN DESIGN (UD)

This section recommends improvements to improve the overall aesthetics of the downtown, including streetscaping, park space, gateway features, etc. The listed projects follow the Concept Plan shown on page 35.

UD-1: Court St. Park

Currently there are no leisure/park space within the downtown, and public comment and survey results suggest such space is needed. Establishing a park space along Court Street will create a public space that can be a focal point for the downtown. It can also provide a big enough space downtown to hold festivals and events that will draw from the region. The gazebo/band shell can also be rented out for private events, providing additional revenue. As shown in the concept plan, a decorative wall could be built behind the gazebo/band shell to create a backdrop and to direct sound towards the audience. Additional facilities proposed for the park space include a playground and swing set (shown in the northern portion of the park) and a shelter with or without a bathroom (in the southern portion of the park). Statues of historical figures could be installed along the circular path surrounding the “great” lawn (shown in pink and brown semi-circles). Evergreens and/or other screening techniques should be incorporated along the western edge of the park to screen (future) commercial uses along Orange Street (US 14). If possible, the existing trees on the site should be maintained to enhance the park-like atmosphere (shown in the concept by a lighter shade of green). Pedestrian-scaled lighting and stamped/colored concrete walkways, also proposed on Court Street, should be considered for the park to make it feel like an extension of the downtown.



Time frame: Mid-Term (2016-2020)

UD-2: Court Street Sidewalk Extension

In the initial block of Court Street (from Orange to Jefferson) the sidewalks are currently 4-5 feet in width. This width is ideal for residential neighborhoods; however, the preferred use along this section is commercial and mixed-use. Sidewalks should be increased to include 3-ft decorative terrace and 5-7 concrete sidewalks (same as those proposed in the “historic” section of Court Street - Action UD-6). If the parallel parking is eliminated on the southside of the street, a landscape buffer/screening could be incorporated along the backside of the grocery store.

Time frame: Mid-Term (2016-2020)

UD-3: Seminary Street Redesign & Gateway

Seminary Street is one of the main gateways into the downtown and beautifying this route will help attract travelers from US-14, especially if Court Street will not be a through street, as suggested by Action UD-1. There has been strong support to add something unique along this major gateway into downtown in order to pull travelers into the downtown. As shown in the concept plan, there are two gateway features that will be introduced to beautify and direct travelers to the downtown.

The first gateway feature will be at the intersection of US-14 and Seminary. This gateway feature, or features, should be grand enough to catch the eye of travelers going through the intersection. One option is to carry a gateway arch over Seminary Street. This “arch” could be continuous across the entire street or can be cantilevered from both sides of the street. Coordination with WisDOT will be needed in order to meet State sight lines and height requirements. The second alternative is to provide “gateway” monuments flanking both sides of Seminary. These “gateway” monuments will be duplicated at other gateway entrances throughout downtown to create a unified theme. The design of the monument, landscaping around the monuments, and any decorative paving should follow this same unified theme. One suggested design theme follows Frank Lloyd Wright’s prairie style design (concrete, clean lines, natural landscapes, etc.) since Richland Center is the his birthplace.



The second “gateway” feature is landscaped medians between Orange Street (US-14) and Main Street (STH 80). Within these medians will be two banner poles that will welcome motorists into the downtown. The banner poles and landscaping should follow the same design theme as the gateway feature(s) at the



US-14 intersection. This gateway feature is a supplement to the one at the US-14 intersection and could be completed in a second phase; however, it provides several benefits. It helps with access management, it beautifies the route, and further identifies the route as the entrance into the downtown.

Time frame: *Mid-Term (2016-2020)*

UD-4: Crosswalk Enhancements & Gateways

In addition to Seminary Street, there are two other major routes into the downtown: Main Street (WI-80) and Church Street. Therefore gateway features should also be placed on these roadways at the corresponding entrances to downtown.



There are four locations identified: Main and Mill, Main and Haseltine, Church and Mill, and Church and Seminary. As shown in the concept plan, the gateway will include both gateway features discussed in Action UD-2 (banner poles and monuments). The suggested design incorporates the monument to be placed behind the sidewalk on one side and the other side of street would include a bump-out with the banner poles and other streetscaping elements (stamped/colored concrete, landscaping elements, benches, trash receptacles, etc.). The monument could also incorporate a map denoting downtown destinations and parking areas. To further accentuate these gateways, colored concrete crosswalks should be added at these intersections. It may be all four crosswalks, just the two along the major route, or only on the crosswalk in line with the gateway features (as shown in the concept plan).

Time frame: *Long-Term (Beyond 2020)*

UD-5: Central Avenue Redesign

The City should consider putting in angled parking along the western side of Central Avenue (eliminating parallel parking on the eastern side of the street) from Seminary to Mill Streets. This will maximize the parking stalls within these two blocks, and provide space to incorporate landscaped medians at each intersection.



Time frame: *Mid-Term (2016-2020)*

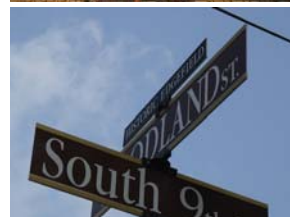
UD-6: “Historic” Court Street Redesign

Court Street is the hub of the downtown and features the majority of the historic buildings. To enhance this important street there needs to be extensive streetscaping elements introduced between Main Street and Church Street, following the same themes discussed in Action UD-2. The

City should incorporate 3-ft. decorative sidewalk terraces, decorative jointed sidewalks, landscaped bump-outs at each intersections (however not every corner--see concept plan), landscaped bump-outs at the mid-blocks on the southern side of the street, and colored crosswalks.



As designed, there would not be a bump-out in the southeast corner of Main/Court or the southwest corner of Church/Court to allow for truck turning movements. Bump-outs would remain at Church and Court, meaning truck movement would be from Seminary and Mill Streets (not from Court Street). The landscaping in the bump-outs may include a street tree (one that grows more vertically than wide), low-



level flowers/shrubs, and prairie grasses. Pave areas not landscaped or use bark to keep maintenance low (grass is discouraged). Parking will remain angled on the north side of the street and parallel parking on the south side; however, sections east of the mid-block bump-outs should be restricted as loading zones. There is potential to use post-up, decorative lighting fixtures along Court Street to make it unique from the rest of downtown, to make them more pedestrian-friendly, and reduce glare into the upper story windows (that potentially may become residential units in the future). Another unique feature would be to include year-round lights strung from the light poles and potentially the buildings (as shown in the image above). Lastly, the City should consider adding unique street signs with the word “historic” incorporated.

Time frame: *Mid Term (2016-2020)*

UD-7: Facade & Site Improvements

To proactively encourage property improvements, consider providing façade improvement and/or landscaping (site design) beautification funds for downtown businesses. Design guidelines (or standards) may be needed to guide (regulate) what type of improvements are eligible, as well as provide guidance in establishing a cohesive downtown architectural character. The City may also hire a consultant to provide cost effective facade improvement illustrations for buildings within the downtown to further encourage property owners to make updates to their building(s).

Time frame: *Short Term (2013-2015)*

IMPLEMENTATION

ACTION PLAN (CONT.)



COURT STREET VISION

PARKING STRATEGIES (PS)

This plan identifies a set of strategies the City will consider to improve downtown parking options for all users. See pages 30-31 for more information on the strategies.

PS-1: Create a Parking Permit System

The City should make their public lots leasable to downtown businesses, leaving the on-street parking to customers. To entice compliance, the City should give one free space to every business within the downtown located in a lot near their place of business. To meet the demand for employee parking, the City should look to expand existing lots, purchase any private lots in areas lacking public lots, and consider purchasing select parcels to build new lots. See the Parking action steps for specific recommendations.



Time frame: Long Term (Beyond 2020)

PS-2: Create More Parking

Removing taxable development to add parking is undesirable; however, it may be advantageous in areas lacking enough parking. See the Parking action steps for specific recommendations.

Time frame: Ongoing

PS-3: Revise Parking Restrictions

Consider either removing parking restrictions (or increase the time limit to 4 hours) on Mill Street, Haseltine, cross streets east of Church Street, and cross streets north of Mill Street.

Time frame: Short Term (2013-2015)

PS-4: Require Off-Street Parking with New Development & Revise Parking Requirements

Require new development of non-historic sites to provide off-street parking, though not necessarily on the same site. A "fee in lieu of" could be included to reduce the burden on the property owner and help the City cover capital cost of new lots to accommodate the new demand.

The current parking requirements should be reduced to follow current practices (i.e. reduced minimums, bike parking requirement, shared parking reductions). This will be important if downtown properties are required to provide parking based on these standards.

Time frame: Mid Term (2016-2020)

PS-5: Improve Parking Signage

Remove existing parking limit signs with standard parking limit signs that cannot be misread (see page 30-31). Add parking directional signage to public parking lots, unless parking lots are leased out to downtown businesses (see Action PS-1). In this case, parking lot signage should explicitly state “employee parking”.



Time frame (street signs): Short Term (2013- 2015)
Time frame (parking lot signs): Long Term (Beyond 2020)

PS-6: Ongoing Employee Education

These strategies will be hard to implement if employees and employers do not park in designated areas away from the front door, which should be left for the consumers. Flyers and pamphlets can be distributed as an educational effort on a regular schedule (semi-annual preferred) to identify the most appropriate places for employees to park.

Time frame: Ongoing, Annual

PARKING (P)

This section recommends improvements to improve the aesthetics of the parking lots within the downtown and meet the parking strategies discussed on pages 30-21. The actions listed below follows the Concept Plan shown on page 35.

P-1: Parking Lot Redesign (120 S. Jefferson St)

The City should work with the property owner of 120 S. Jefferson (Ed’s Family Foods) to reconstruct the parking lot with a landscape median between the sidewalk and parking stalls, between the loading area and the customer parking, and near vehicle access points. This protects the drive lanes, makes it safer for pedestrians, and will help beautify the corridor. Other suggested improvements include replacing their current sign with a monument-style sign at pedestrian-scale (not more than six feet above grade).



Time frame: Short Term (2013-2015)

P-2: Parking Lot Redesign (Jefferson/Seminary)

To help beautify the area, the City should redesign the public parking lot to add landscaping in medians along sidewalks and within parking islands. The proposed project (as shown in the Final Concept Plan)



extends the parking lot to Seminary Street, which would require the removal of three homes. This additional parking will directly benefit the Main Street businesses within the block, especially the gas station property, and help alleviate any parking shortage during events being held at the proposed downtown park (see Action UD-1).

Time frame: Short Term (2013-2015)

P-3: Parking Lot Redesign (Jefferson/Mill)

This City should redesign the public parking lot to add landscaping medians along sidewalks and add in a central median that could control stormwater runoff (i.e. rain garden or bio-retention basin).



Time frame: Mid Term (2016-2020)

P-4: Potential Parking Lot (211 N. Main St)

This City should consider purchasing the vacant restaurant building that is for sale at 211 N. Main Street to provide a parking lot with 40 spaces. This additional supply of parking can service the nearby downtown business and/or get leased to the Performing Arts Center. Additionally, this would provide an opportunity to add in more landscaping features and a “gateway” monument (see Action UD-3).


Time frame: Short Term (2013-2015)

P-5: Potential Parking Lot (229 N. Church St)

The City should work with the property owner of the private parking lot to pave and provide landscape buffers along street edges. As shown in the Concept Plan, there is potential to expand this parking lot further north, eliminating two homes (229-243 N. Church Street). If the City wants to expand its public parking system, these properties could be purchased and either provided for customer parking or leased to nearby downtown businesses (see Action PS-1).

Time frame: Long Term (Beyond 2020)

ACTION PLAN

ACTION		SHORT-TERM 2013-2015	MID-TERM 2016-2020	LONG-TERM Beyond 2020	COMPLETED 
OC-1	Create Richland Center Downtown, Inc. (RCDI)				
HP-1	Reinstate the Historic Preservation Commission				
HP-2	Review Process/Procedures				
HP-3	Educational/Promotion Materials				
RP-1	Commercial Site (potential restaurant)				
RP-2	Commercial Site (potential hotel)				
RP-3	Commercial Site (potential gas station)				
RP-4	"Signature" Commercial Site				
RP-5	Multi-Family Housing Site	--- On Going ---			
RP-6	Multi-Family Housing Site	--- On Going ---			
RP-7	Senior / Multi-Family Housing Site (berm / dev.)	--- On Going ---			
RP-8	Multi-Family Housing Site	--- On Going ---			
RP-9	"Signature" Commercial Site	--- On Going ---			
RP-10	"Historic" German Warehouse Site	--- On Going ---			
FS-1	Tax Incremental Financing				
FS-2	Business Improvement District				
FS-3	Public Bonding for RLF				
FS-4	Public-Private Partnerships	--- On Going ---			
FS-5	Viable Grant Programs	--- On Going ---			
UD-1	Court Street Park				
UD-2	Court Street Sidewalk Extension				
UD-3	Seminary Street Redesign & Gateway				
UD-4	Crosswalk Enhancements & Gateways				
UD-5	Central Avenue Redesign				
UD-6	"Historic" Court Street Redesign				
UD-7	Façade & Site Improvements				
PS-1	Create a Parking Permit System				
PS-2	Create More Parking				
PS-3	Revise Parking Restrictions				
PS-4	Require Off-Street Parking with New Development & Revise Parking Requirements				
PS-5	Improve Parking Signage (street signs / lot signs)				
PS-6	Ongoing Employee Education	--- On Going ---			
P-1	Parking Lot Redesign (120 N. Jefferson St)				
P-2	Parking Lot Redesign (Jefferson/Seminary)				
P-3	Parking Lot Redesign (Jefferson/Mill)				
P-4	Potential Parking Lot (211 N. Main St)				
P-5	Potential Parking Lot (229 N. Church St)				