

City of New Richmond

Actively Inviting, Naturally Authentic

Small Area Study Related to the Downtown Area

Presented to the New Richmond City Council
May 2013



CITY OF NEW RICHMOND

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Introduction

At the July 11, 2012 City Council meeting, city staff were directed to formulate a long range plan for the area between 1st Street and 4th Street, and between Minnesota Avenue to the alley between Knowles and Arch Avenue.

This directive was the result of a city staff recommendation at that same meeting proposing the sale of the WeTEC building. See Appendix A for a memo of the WeTEC analysis sent to the Council prior to the meeting.

This report illustrates concepts for how this particular area could be redeveloped into a vibrant downtown city center that will not only attract and retain businesses, but also serve as a destination for people to utilize as a gathering place.

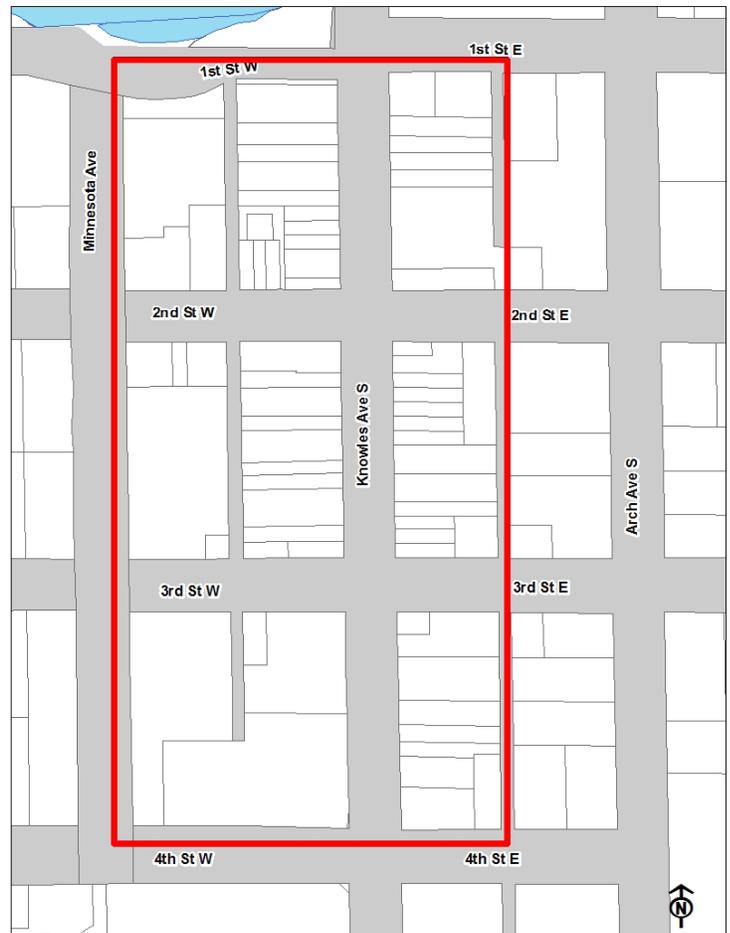
In particular, the report addresses the WeTEC building. An evaluation was performed based on its current operational needs with the goal of determining the best use for the building, be it public or private.

The most important component of this project revolved around highlighting and promoting the community conversations. Input from the public was actively sought and implemented for direct involvement in the process. In addition, the plan built upon previous studies and work that had already been done by the Chamber of Commerce, existing businesses, and past consultants.

The community was invited to participate in the development of the plan, as well as in the investigation and recommendation phases. This was accomplished through both passive and active means.

Passive techniques included such measures as:

- The distribution of a “Did You Know” document. This document was comprised of fun facts and was sent to local businesses as a way of introducing the project and outlining the unique features inherent to our downtown.
- Email blasts were used to get messages and updates out to the public on the process.
- Press releases including project updates, community involvement items, and descriptions of upcoming steps.
- Updates on the City’s website.



Above: The Small Area Study focus is highlighted by the red square

Active aspects of public involvement:

- Web based surveys allowed the entire community to become involved in the process.
- Surveys were left at various downtown businesses for patrons to complete.
- Community conversations, which were structured as listening sessions whereby the community was encouraged to discuss their visions for what they would like the future to hold for the downtown area.

In addition, the community had direct involvement in the entire process through the formation of a stakeholder group. This group was comprised of business/residential property owners, along with two council members, and was responsible for reviewing the plan, communicating and advocating for the plan process, and assisting with the outreach efforts.

The Stakeholder Group included:

- Mike Derrick, Derrick Construction
- Scot Destasio, Chamber of Commerce
- Mary Hailey, Resident
- Scott Jones, Royal Credit Union
- Craig Kittel, Alderman
- Todd Loehr, Wisconsin Lighting
- Christine Melby, Messes & Masterpieces
- John Mike, Family Dentistry
- Nate Peterson, NP Design & Photography Studio
- Mary Kay Rice, Plan Commission
- Julie Smith, Patina
- Jonathan Timm, JET's Coffee Bistro
- Kirk Van Blaircom, Alderman
- Tara Van Eperen, Resident and Historic Preservation Committee

Staff involvement included:

- Dan Koski, Project Manager
- Bob Barbian
- Jeanne Bergman
- Mike Darrow
- Dennis Holtz
- Joe Kerlin
- Andrew Lamers
- Nancy Petersen
- Tanya Reigel
- Sarah Skinner
- Beth Thompson

Unique components of data gathering were also used in conjunction with valuable insight obtained from the community conversations. These included one-on-one interviews with Council members in order to document their vision for this area, as well as the visions that may have been relayed to them by their constituents. In addition, field trips attended by staff and stakeholders to other downtown areas were undertaken. These field trips served not only to inspire ideas for our own plan, but also provided photographs and documentation of design elements these communities have used. The pictures were then incorporated into a visual preference survey and presented at the second community conversation, as well as a web based survey to get a flavor for public preferences, and to further encourage their participation. Design elements in this survey included Landscaping, Traffic Calming, Building Design, and Signage.

This plan will be comprised of guidelines for the area as a whole. In the future, as each individual site within the study area redevelops, it will be required to follow these guidelines to ensure development occurs in accordance with the wishes as expressed by the business owners, residents, City Council, and indeed the city as a whole.

This plan will also be utilized in the future as an economic development tool, and serve as a critical piece of strategic planning as the city moves forward with capital improvements and other projects.

Summary of Community Conversations

Community Conversation 1 – August 29, 2012, Glover Park

On Wednesday, August 29, the first in a series of community conversations relating to the downtown area was held at Glover Park from 5:00 to 7:00 p.m. Seventy-one people attended this meeting.

The meeting was informal in nature with citizens being free to visit topical kiosks relating to Economic Development, Land Use and Zoning, Transportation, and the WeTEC building. These kiosks were intended to provide basic information and gather comments and concerns. Short surveys were also presented to citizens at each kiosk. Results of those surveys are attached in Appendix B.

At approximately 6:00 p.m., a brief presentation was given outlining the goals, process, and timeline for completing the study.

Community Conversation 2 – November 13, 2012, Community Commons

On Tuesday November 12, the second community conversation was held at the Community Commons from 5:00 to 7:00 p.m. There were thirty-one people in attendance at this meeting.

The meeting began with people being invited to revisit the topical kiosks that were utilized in the first community conversation. At this meeting, the kiosks were set up to provide feedback on updated information and survey results obtained from the earlier meeting, as well as the online survey.

At 5:20 p.m. a visual preference survey was presented. This consisted of a slideshow displaying amenities from other downtowns in association with building design, traffic calming, wayfinding/signage, landscaping, sidewalk/trees/streetlights, public art, and gathering places. People were given an opportunity to provide feedback on things they would like, or not like, to see in our downtown. Results of this visual preference survey are attached as Appendix C.



At approximately 6:00 p.m., a brief presentation was given on the current use and operational needs of the WeTEC building. A discussion then ensued with opinions of the best use of this property, including whether the property should remain under city ownership or be sold to a private entity. Options that were brought up included housing, conversion to a parking lot, redevelop as a city park/greenspace, library, maintain it in its existing capacity, or sell it outright to a developer for their own visions, possibly involving some sort of retail/housing mixed use.

Community Conversation 3 – February 12, 2013, WeTEC Building

On Thursday, February 7, the third community conversation was held at the WeTEC building from 5:00 to 6:30 p.m. with twenty-one people in attendance.

The primary purpose of this meeting was to present the findings that had been compiled thus far, and to provide further refinement prior to presenting them as recommendations to the City Council.

At 5:10 p.m. the discussion began. While a formalized presentation was made, an open dialogue forum was encouraged whereby attendees were asked to raise questions and provide comments at any point. Findings were presented in regard to WeTEC uses, Transportation, Land Use & Zoning, and Economic & Business. At various points during the presentation, different options were presented along with their pros and cons. Audience members were then asked to share their thoughts.



Economic and Business Development

History

In the 1930's, New Richmond's population was 2,112. The city was just starting to recover from the Great Depression and had a vibrant downtown area. The business climate consisted of a hardware store, department store, clothing store, a newspaper, auto accessories store, car dealership, meat market, restaurant, ice cream parlor, grocery store, shoe repair, appliance store, coffee shop, hotel, bank and much more. As you can see in the picture, downtown New Richmond was a local hot spot and citizens considered New Richmond an up and coming business community (Sather, 2009).

In the 1960's it was reported in the New Richmond News "We are growing and by our own efforts". It was also stated that New Richmond has not landed any new industries. However, existing businesses such as Friday Canning and Farmers Union Co-op were adding on to their facilities. At this time, the town had three large supermarkets. In 1963, the Common Council approved putting up canopies rather than the old fashioned canvas awnings. This was a safety and aesthetic change. The 1960's were a busy and bustling time with businesses on Main Street changing hands and growing considerably (Sather, 2009).



During the 1990's, New Richmond showed continued growth and development on the south end of town. The first structures of a retail mini mall were being built on the south end of Knowles Avenue well beyond the "downtown" area. The north and south ends of Knowles Avenue presented a far different approach to shopping, one oriented to car, not pedestrian traffic. This was a big change from the traditional concept of "downtown".

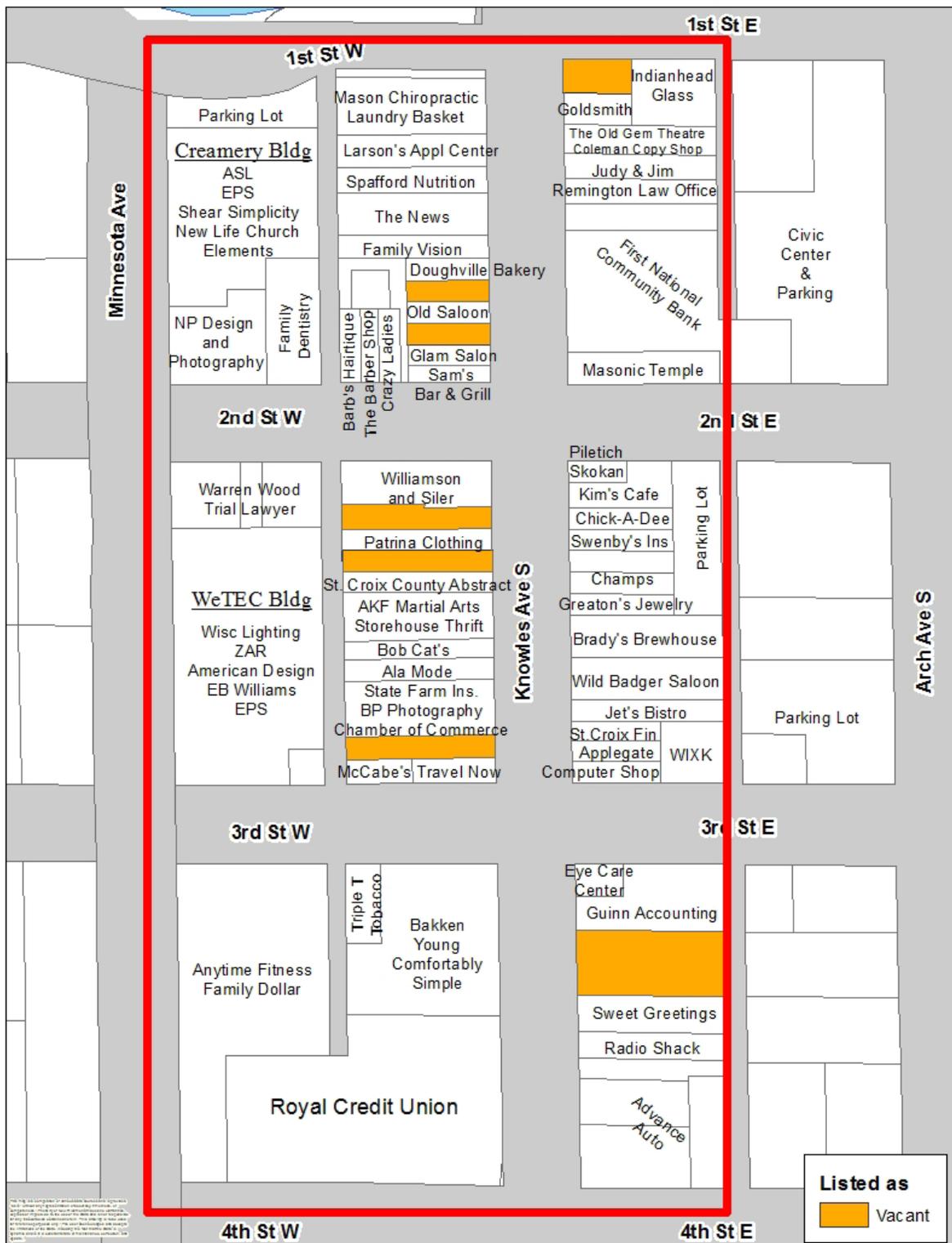
Existing Conditions

The current population, as of 2012, for New Richmond is 8,395. Approximately 17,000 vehicles pass through our downtown daily. Our small area study includes the downtown area from First Street to Fourth Street and from Minnesota Avenue to the alley between Knowles Avenue and Arch Avenue. The profile of the downtown area consists mainly of commercial businesses and second floor apartment living.



Business Inventory

The current business mix within the study area was inventoried from the City of New Richmond's tax records. Businesses currently located in the study area are comprised of banks, restaurants, bars, coffee shops, gift shops, jewelry shop, appliance store, thrift store, laundry mat, accounting and law offices, beauty shops, a dentist, eye clinic, photographer, travel agency, financial services, newspaper, and a manufacturing incubator building. Many of these current New Richmond businesses are looking at expanding.



Business Owner Input

The New Richmond Downtown Small Area Study opened lines of communication between businesses and the City. We invited downtown businesses to participate in a survey to help gain a better understanding of their current situation. We had ten business owners participate in the survey, the majority of which were retail businesses that have been in existence for ten or more years. They characterized the current business activity level as “moderately growing and increasing”. The identity they would like for the downtown area would be to have New Richmond as a “shopper’s destination”. The business owners would like to see the downtown area be more attractive, have a variety of shops, and want the City to encourage new businesses. One important concern expressed by several respondents was to make sure all City lots have adequate lighting and that they are patrolled by the police after dark.

Key Findings of the Business Owner Survey

Advantages to being located in downtown New Richmond:

- Close to services and amenities
- High traffic volume
- Accessibility

Respondents reported customer foot traffic is critical for the success and expansion of their business.

Major obstacles reported:

- Current economic conditions
- Customer foot traffic
- Parking
- Cost of rent

The biggest concerns were vacancies and traffic calming.

Shopper Survey Input

The shopping survey was completed by 143 respondents and hosted by 16 businesses along Knowles Avenue. The survey was also distributed via e-blast and had 75 on-line respondents.

The survey form provided space for identifying ways to improve the downtown curb appeal, hours of operation, signage, and different types of activities and businesses people would like to have in downtown New Richmond. Key findings of this survey are located at the right.

Key Findings of the Shoppers Survey

Majority of responses would like to see the following to improve curb appeal:

- Outdoor seating
- Better variety of stores
- More floral hanging baskets and corner plants
- Longer business hours would make people want to shop and spend more time downtown

Majority of respondents would like a business directory and better signage for parking.

Shoppers would like to see combined events in the downtown area with a variety of shops.

The most popular ideas for entertainment and leisure were:

- Midweek farmers market in Glover Park
- Outdoor concerts/live music
- Art gallery

The following were requested during the survey:

- Traditional bakery
- Toy and hobby shop
- Art/craft supply store
- Co-op/vitamin store
- Floral shop
- Card/gift shop

Challenges

The greatest obstacles, as reported by survey respondents, to improve downtown New Richmond include the following:

Safety and Security Issues

Consumers and residents expressed concern regarding safety issues on the first block of West Third Street. Other concerns included City owned parking lots that do not have adequate lighting and need to be patrolled more often by our police force. The safety of pedestrians crossing Knowles Avenue was another concern, it was suggested by business owners that traffic calming alternatives would help with pedestrian safety.

Perceived and Real Issues

The perception of business owners and shoppers alike is that there are a significant number of vacancies in our downtown area. However, of approximately 72 business locations in our downtown area, only seven of these are vacant. Another perception of our downtown area is that there is not enough parking. However, of the available 341 parking spaces, on an average day only 36.7% of them are occupied. As a result of the surveys, the City will need to improve wayfinding within the downtown area. This could include parking signage and business directories.

Pedestrian Traffic

Business owners reported that a key to their success would be to increase pedestrian traffic. To accomplish this, shoppers stated they would like to see the shops open longer hours and have combined events. Shoppers also requested outdoor seating and improved curb appeal to include more floral baskets and façade improvements.

Respondents requested other activities and events that would increase pedestrian traffic in our downtown area at Glover Park, such as a midweek farmers market, outdoor concerts or live plays, or an art gallery.

Limited Business Mix

Convenience and selection are key issues. As our survey results reported, business owners and shoppers would like to see a wider variety of shops including a traditional bakery, toy and hobby shops, an art/craft store, co-op/vitamin store, floral and gift/card shop. The varying commitment and wide mix of property ownership in downtown New Richmond often times make it difficult to organize a concerted effort to market and redevelop individual shops toward a better business mix. Other important issues include price and quality. Due to the mix of ownership, the cost of rent is reported to be an obstacle for existing and potential new businesses.

Recommendations

New Richmond's downtown area offers a number of opportunities for the future given a concerted effort with a market-based revitalization strategy. Key steps include:

Diversify the business mix

While the downtown area currently serves residents' shopping needs in a number of categories, key findings of this study expressed a need for a greater mix of businesses. To increase the business mix of the downtown area, a marketing plan is critical to provide the framework for potential development and revitalization activities within the downtown area. Ideas to accomplish this include creating a website, conducting an event, and utilizing the services of a leasing agent. These are tools that can be utilized by developers to highlight the unrealized potential of the New Richmond downtown area.

New Richmond - Make it your destination!

A plan should be created to market our city as a destination to eat, shop, and play. Develop and implement a marketing program for the downtown New Richmond area. Key findings of this study indicate respondents would like to see combined events in the downtown area to include a midweek farmer's market, outdoor concerts and movies, and art galleries. By combining these events with events held by shops in the downtown area, foot traffic will increase. Actions of this nature could be held at Glover Park and programming it for regular weekly events.

Enhancing the Downtown Area Streetscape

To create a more attractive and welcoming environment, the downtown area will need to undergo some improvements. Enhancing the feel of the downtown area is essential to improving the functionality and appearance of the area. Respondents of the study expressed a need for improved outdoor seating and more floral baskets and corner planters to create a tempting and inviting atmosphere to downtown New Richmond. The environment must feel comfortable and safe for people. Outdoor enhancements such as benches, trash receptacles, bike racks and other street furniture should be provided. To provide interest, a variety of different compatible benches is recommended.

Current Land Use

The land use pattern of the downtown plan area reflects the influences of the past. The character and development of the study area is consistent with many rural downtown historic communities. The area primarily served as the main merchant center and is now evolving into an entertainment and social hot spot with professional undertones in law and finance. The study area is primarily a three block stretch of Knowles Avenue flanked by buildings typically found to be approximately 1,500 to 2,000 square feet. Growing service companies often occupy more than one store front and through renovation create a unified frontage design. Now and historically, the study area functions as the hub of society where the needs for trade, business, and social engagement are met.

One use that is less common in downtowns today, but present in New Richmond is industry. The remnants of which can be seen at the WeTEC building, formerly a Doughboy manufacturing facility, and the Creamery. Both are regional powerhouses playing important roles as places where people gathered to conduct trade, setting the stage for a variety of social exchanges amongst residents. Other nearby companies still in operation today, such as Domain Industries, play an essential role in understanding the importance of reinvestment to keep the downtown a vital area for industry, entertainment, retail use, or housing. Investment into the building infrastructure in the study area is the major underpinning of keeping the downtown a vital center for the city.

Another important land use to the west of the study area, is a green corridor made up of MaRita and Ted McCabe Parks. As noted elsewhere in the study, the repositioning of the use of this linear park land, for a transportation purpose will help bring better foot traffic access to the study area.

The following map shows the current land use by property. Note, there are a number of buildings that have multiple uses. It is worth noting that the majority of the buildings in New Richmond are single story with most multistory buildings utilizing the upper floor for housing. There are approximately 68 housing units downtown.

In fact, housing is a use and impact often overlooked in the small study area. The chart below is an estimate of the number of housing units present and their locations. The units are typically above, or connected to, the following businesses:

Piletich & Skokan Properties	1	204 S Knowles Avenue
Kim's Café	6	206 S Knowles Avenue
Custom Choice Computers	2	258 S Knowles Avenue
WDMO/WIXK	2	125 E Third Street
Applegate	2	252 S Knowles Avenue
Lowry Hotel	36	135 W Second Street
Grace Apartments (Opatz)	19	107 S Knowles Avenue
Total Estimate:	68	Housing Units

Land Use



Printed 3/6/2013

Another factor influencing the study area is size. The study area consists mainly of the C-2 central business district, which makes up just .0068% of the entire city.

The size of the district is both a challenge and an opportunity. It is a challenge in that new buildings are difficult to accommodate as there is only one vacant undeveloped parcel, which is expected to break ground by summer 2013. Another limitation of downtown business growth is that new or redeveloped facilities must work within the constraints of the existing systems. For example, existing building size will impact the type of commercial development able to be accommodated downtown. Successful businesses downtown must find ways to work within the physical constraints for access of vehicles and pedestrians. An action step to improve this identified challenge by adding wayfinding signs has been developed and can be found in Appendix D.

In contrast, the limited size for amenities can also be viewed as an advantage. The process and cost of developing an area with similar features and accommodations is not practical. The level and quality of improvements in the middle of town, surrounded by a community, would not be able to be duplicated. Across the nation and in New Richmond there is a trend to better utilize downtowns, provided they are functional. By locating businesses that rely on pedestrian traffic with unique specialized opportunities, and providing entertainment opportunities and specialized services of trade, reinvestment can occur and benefit the study area.

To understand the principles of what is essential to the study area, insight can be obtained by looking at and reviewing the primary purpose. Specifically City ordinances state, *“this district is intended as a shopping center, depending primarily upon pedestrian traffic from the surrounding municipal parking lots provided by the City”*.

City Ordinances Sec. 121-134. C-2 Central Business District clarifies that the District is intended to provide appropriate regulations to ensure compatibility of diverse uses typical of downtown area without inhibiting the potential for maximum development of commercial, cultural, entertainment and other activities which contribute to its role as the heart of the City. A complete copy of the ordinance can be found in Appendix E.

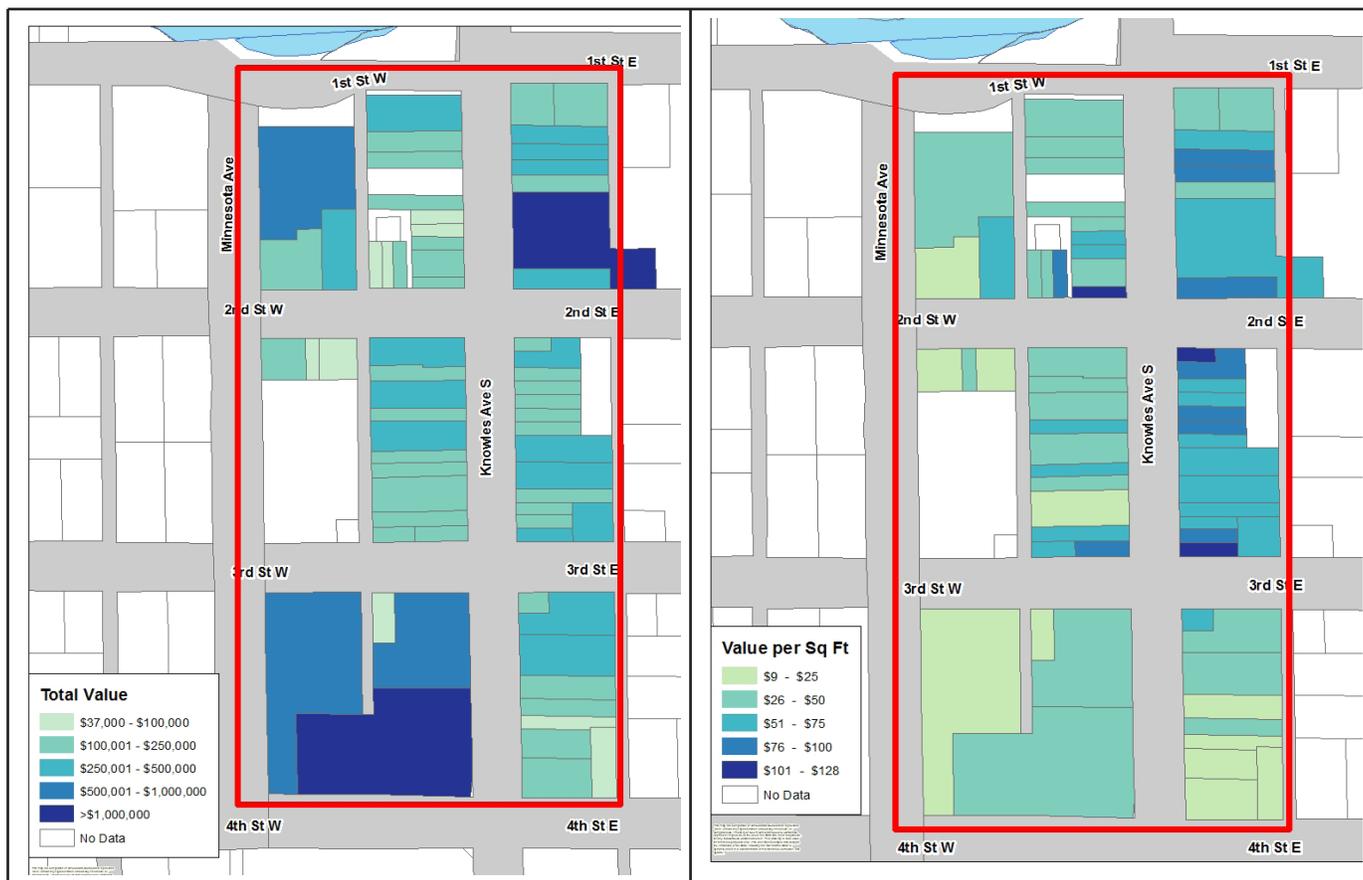
Factors Impacting the Future Land Use

Maintaining the downtown area as a viable central business district will be driven by a willingness by both the private and public sector to invest in the downtown. Historically, the study area has attracted substantial investments by both of these sectors. Maintaining this is vital. Creating an environment where substantial investment occurs involves alliances between public and private interests and will require partnerships.

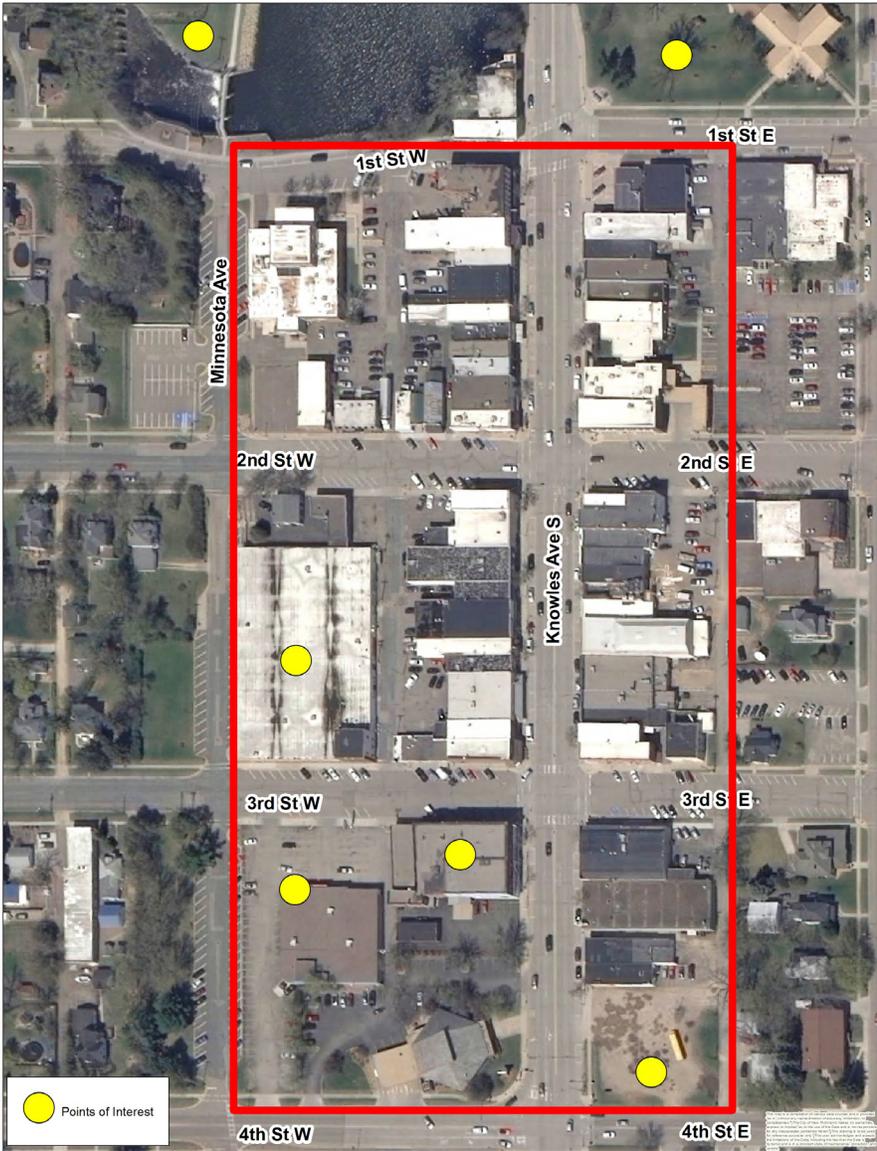
The primary factor that will influence the future land use of the area is **investment**

Recent examples of revitalizing the downtown area occurred when Family Fresh invested over \$4.5 million, when First National invested over \$2 million, when Chiquita headquartered at the Creamery, and when the Wisconsin Department of Transportation rebuilt Hwy 65 (Knowles Avenue). In all of these examples, the City of New Richmond leveraged an investment to obtain results influencing where development occurred. The City played a crucial role in obtaining significant investments anchoring the downtown central business district.

The maps below provide an overview of the level of value and investment in the study area. The higher values are an indication of the business obtaining a higher use of the property, generating more business, more traffic, more customers, and justifying a high level of public services. The maps also show the necessity for the community to reinvent the manner and methods in which additional trade and investment can occur downtown.



The maps demonstrate current values in the study area. The more telling map is the assessed property values per square foot. This map takes into account the footprint of a building in relation to value. It is also noteworthy to mention that the multistory buildings square footages are not taken into account. Thus those properties would be substantially lower in value and likely represent both a challenge, as well as an opportunity for reinvestment to maintain the same or perhaps similar type of activity. A prime example can be



Point of Interest/Opportunity Areas

ascertained by observing the coincident use for transitional housing for much of the housing downtown. At some point the opportunity to reposition the properties for reinvestment and modernization or replacement will need to occur. When it does, the use of public financing tools will influence the outcome. With public financing tools in use, higher value facilities with commercial and housing are more likely. Without public financing tools, redevelopment will probably be of a lower value and of a single story nature. This will impact the utilization rates of public infrastructure common to downtowns and specifically the small study area of New Richmond. One of the values of a high investment area is the level of infrastructure that is available for all to use. Vibrant downtowns impact the desirability of a community.

Currently one of the opportunity sites identified is the WeTEC building on West 3rd street. This site and building currently has a non-conforming use as the area is zoned (C-2) Central Business District yet is being utilized for industri-

al purposes. Provided the use continues, without a twelve month lapse, continuation of the use is allowable. Should a change or gap in use occur, this would necessitate the property be utilized for a purpose as outlined in the Central Business District. Conditional uses are allowed in order to transition property into what has been identified for the highest and best use of the property. Typically a non-conforming use is accompanied by a declining value of the non-conforming use. See Appendix F for City Ordinances on Non-Conforming Use.

The best way to impact land use is to improve the current environment in order to influence how the workings or pieces function together. By modifying the existing environment one can enhance those factors which will improve the overall intensity of land use. For example, it has been mentioned a number of times by various individuals, discussion groups, and independent observers with experience on the ways to improve a downtown are to:

- Improve the ability of pedestrians to better maneuver and connect in safe and efficient ways.
- Lessen the impact of traffic which is not directly or indirectly benefitting the area.
- Encourage investment levels that capitalize and leveraging visits, trips, and hours people spend downtown for work, pleasure, and or living.

There are many ways to implement a change or make improvements to the three items above. These steps improve the downtown to make it a better place.

Enhance pedestrian traffic: Numerous ways in which the downtown study area can be enhanced are contained in the study. A few examples include:

- Create safer crossings with pedestrian traffic aids.
- Create refuge areas at intersections.
- Increase visibility of crosswalks and sidewalk safety zones by integrating material changes color, texture, use, etc.

Lessen impact of non-essential traffic with consideration of:

- Establishing a truck route for Hwy 65 north bound-Richmond Way to A to Hwy 64.
- Establish development of local boulevard system as covered in the city's Comprehensive Plan Transportation section which includes alternate routes to Knowles Avenue.
- Creating areas of interest with boulevards that could possibly integrate rain gardens.

Encourage investment to leverage people hours spent downtown. On a form based view this investment can be in the form of where people will live, work, or find entertainment. The key is the level of investment to sustain a continued long term use, such as:

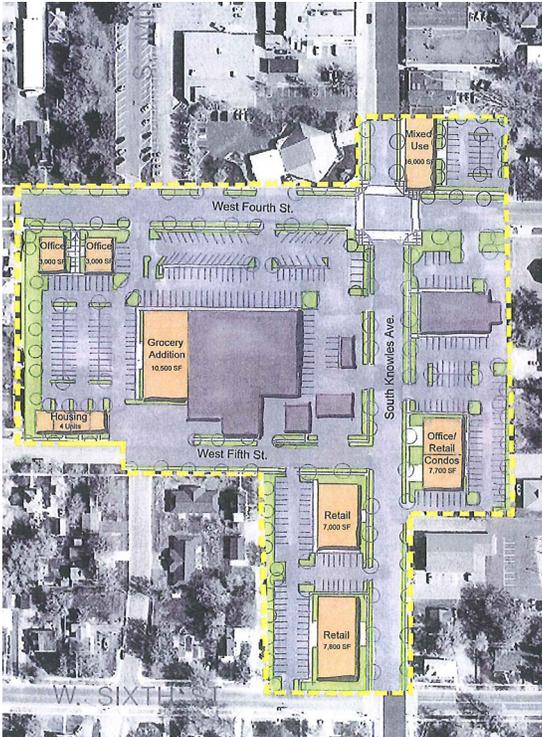
- Invest in housing in current locations as well as key potential sites. Encourage mixed use buildings.
- Invest in work places, both in current and future locations. Consider utilizing TIF 9 policy on investment as model tool.
- Invest in social gathering spots funded both privately and publicly.

Concrete examples of what has been initiated and recommended to be maintained are the historic renovations occurring with many of the buildings downtown. An underpinning of the renovations is design guidelines covering both building and signage. The results of the community input clearly showed support for the continuation and expansion of this trend. As an implementation step, an Action Card has been developed to consider having the design guidelines become the standard form for all buildings in the C-2 District, which is all of the study area. This can be accomplished by utilizing existing ordinances, as well as through the development of form based codes. Please see Appendix G for sign ordinance details and Appendix H for details on the C-2 Central Business District.

Downtown Project Planning Initiatives

Planning efforts reflect the community's commitment to the downtown. There have been numerous groups that have looked at this issue in the past. A complete list of past studies is included as Appendix I.

In a 1999 study commissioned by the Metropolitan Council, downtown New Richmond was featured as one of six opportunity sites in the region. In the study done by Calthorpe Associates, downtown New Richmond was highlighted to provide concepts and principles for designing walkable, livable and friendly downtown neighborhoods. Text and sketches illustrate how the principles can be applied to accommodate and encourage revitalization. See the sketch below showing the intersection of West 4th Street and Knowles Avenue as a focal point of the community.



Pic: Calthorpe

The study goes on to indicate that adding housing and employment opportunities downtown will help support local merchants and maintain the downtown as a viable economic center for the surrounding area. It further states creative reuse of obsolete buildings and adding new two to three story street facing mixed use buildings, with office or residential over ground floor, is compatible and to be encouraged in the downtown. The Calthorpe study states “A special paving treatment (e.g. bricks, cobbles) at key intersections in the downtown can serve to improve pedestrian safety and increase visual interest along Knowles. A planted median and consistent tree and streetlight patterns will encourage people to walk along Knowles and other downtown streets. Maintaining streetscape improvements and crosswalks will make Knowles Avenue a more inviting place to be. New construction should contain a consistent tree and streetlight pattern to aesthetically unify the downtown and increase pedestrian traffic along Knowles and the surrounding streets.”

The Historic Preservation Commission initiated a review of historic structures by retaining the architectural services of Tom Blank to set building preservation guidelines in place in

July of 2000. The work primarily concentrated on homes previously designated as “significant”, but mentions Knowles Avenue as an area of interest, and includes a specific section on the building at 145 West Second Street, previously known as Printing Plus. This building is on the State of Wisconsin List of Historic Places and is eligible for participating in the State and Federal tax credit program, which can provide up to a 25% investment tax credit.

In August of 2002, the City of New Richmond initiated a Façade Renovation Program to encourage downtown reinvestment and enhance a unified historic image. The project area includes the properties between East First and East Sixth Street along Knowles Avenue. A major step in initiating this was the development of Downtown Design Guidelines. The Design Guidelines provide direction in renovation and investment. As stated on page one in the City of New Richmond Downtown Design Guidelines “For historic properties or buildings that contribute significant architectural character” to a City it is important that their aesthetic “integrity” not be damaged or compromised in a negative way when alterations are contemplated. Similarly, for buildings that do not contribute and are to be altered, or for vacant parcels that are to be developed, it is important that these structures complement the significant properties.”

In 2004, the City, through the Historic Preservation Committee, rolled out a Design and Construction Grant Improvement Program. The program modeled that of a National Main Street Program popular throughout the country and promoted by the State of Wisconsin as providing incentives to encourage positive outcomes on downtown renovation. Since 2004 approximately ten projects have been completed. Here is a list of those participating businesses:

- Remington Law Office
- New Richmond Chamber of Commerce
- BP Photo
- State Farm Insurance
- Brady's Brewhouse
- Champs Sports Bar & Grill
- Swenbys Insurance
- Cullen Funeral Home
- Chickadee Doo-Da
- Sweet Greetings

The New Richmond Comprehensive Plan completed in 2005, has the following policies, goals and objectives demonstrating the City's long-term commitment to the downtown and planning for the future of the downtown:

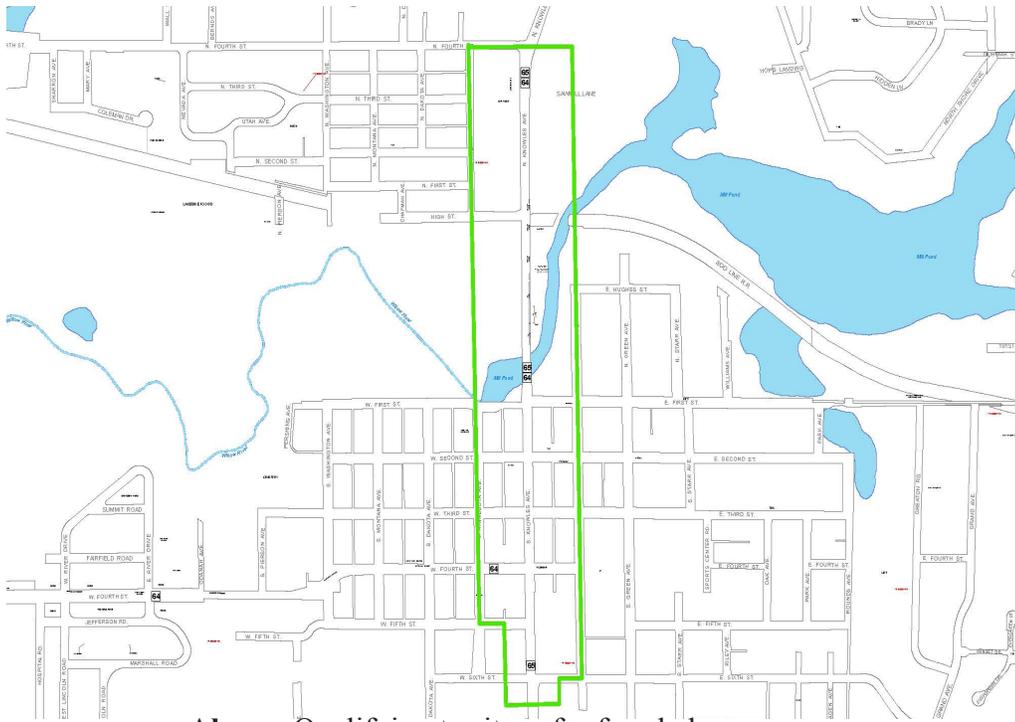
- Promotion of the redevelopment of lands with existing infrastructure, public services, maintenance and rehabilitation of existing residential, commercial and industrial structures.
- Building of community identity by revitalizing main street and enforcing design standards.
- Encouragement of land use, densities, and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
- Foster commercial growth in the business district(s) by encouraging revitalization to enhance community character and business climate.
- Address any parking deficiencies in the downtown City Business area.

The New Richmond Business Market Analysis from 2005 gave special attention to the opportunities and threats of the downtown commercial district. The recommendations are:

- Enhance the downtown's sense of place
- Make better use of the benches/planters
- Continue work on the design guidelines and increase financial incentives
- Create improved linkages between Glover Park and the river
- Take advantage of the area around the dam
- Make the alleys more inviting
- Insert more visible pedestrian crossings on South Knowles Avenue
- Add some color to the streetscape
- Look at the bypass as an opportunity
- Extend and unify retail business hours
- Promote the downtown

The Market Analysis contains a number of conclusions and recommendations on the market threats and opportunities to the retail development of New Richmond and steps to be considered as the community grows and plans for the downtown.

In 2008, a Façade Loan program was created through the Regional Business Fund to qualifying businesses. The loans available are for up to \$30,000.00 at 0% interest. The map below shows the location for qualified participants. All of the small study area is within the qualifying territory. In order to qualify for the loan, the Historic Preservation Commission must agree the project facade design meets the Historic Preservation Design Guidelines. Many businesses receiving façade grants also have received 0% loans to make facade improvements.



Above: Qualifying territory for facade loan program

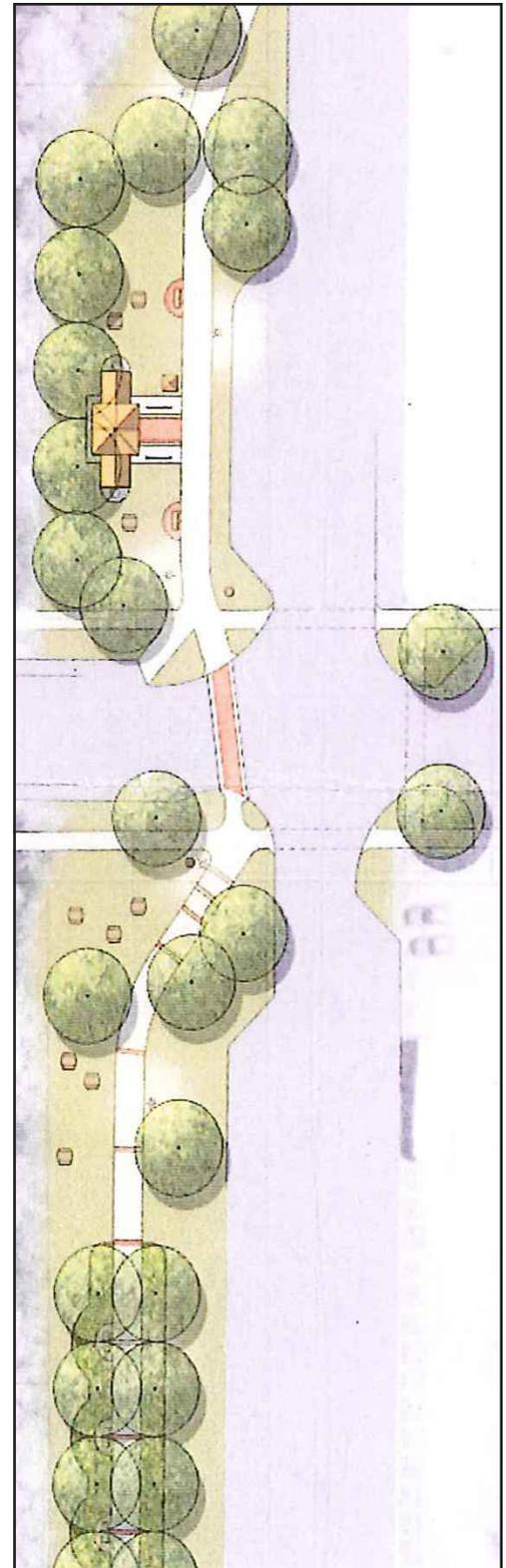
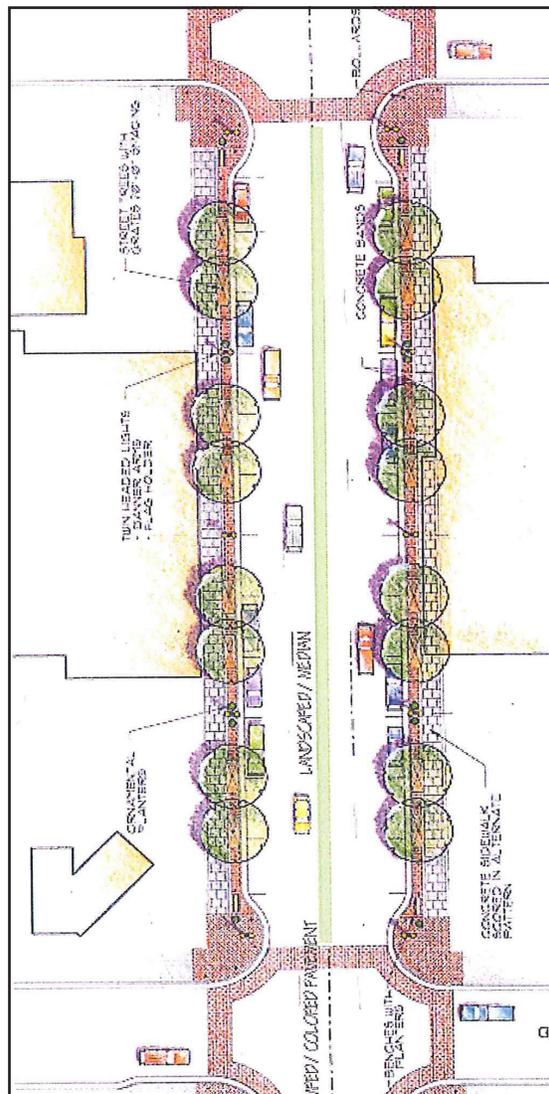
Another initiative in 2008 includes parcels on the south end of the small study area that established development design direction for private and public improvements set up with Tax Incremental Financing District #9. This created opportunities for public funding support for qualified projects. For an understanding of qualifying criteria and public funding opportunities, please see Appendix J. The district was established in accordance with statutory criteria under Wisconsin Statutes,

Section 66.1105(4)(gm) 4a which states “not less than 50%, by area, of the real property within the district is at least one of the following: a blighted area; in need of rehabilitation or conservation work, as defined in s66.1337(2m)(a); suitable for industrial sites within the meaning of s66.1101 and has been zoned for industrial use; or suitable for mixed-use development”. The Report of Inspection Procedures and Results for Determining Qualifications of a Tax Increment Financing District conducted by LHB, Inc. identified rehabilitation and conservation work in New Richmond District 9 to include four elements. The elements of rehabilitation or conservation are:

- Reduction of traffic hazards
- Elimination of obsolete or other uses detrimental to the public welfare
- Prevention of the spread of blight or deterioration
- Installation of public improvements consistent with urban renewal projects.

The Tax Incremental Financing District blight determination is one criteria that is utilized by the Wisconsin Economic Development Corporation (WEDC) to make the area eligible for a Community Development Block Grant. Consideration by the City to extend the district boundaries to include all of the study area to obtain eligibility and more funding for projects may be appropriate. In addition, another consideration is to amend the district plan to allow for expenditures outside the current district. These two financial considerations should be part of the strategies that are looked at as to continue future plans in the downtown area.

In 2011 a Linear Park & Trail System study was completed along the west side of the Small Study Area that led to an application to the Wisconsin Department of Transportation (WisDOT) for a grant. The application was for funding from the Transportation Alternatives Program (TAP): Transportation Enhancements (TE), Bicycle and Pedestrian Facilities Program. The application process involved working with WWPE Engineering and Short Elliot Henderson (SEH) where safety, street treatment, park design, traffic and related concepts were developed with renderings.



To the right are a couple examples of possible trail layouts.

Transportation

Transportation elements become inherently important to the long term visions for the study area. Recommendations established in this chapter were developed and refined in a process that took into account public input, as well as work that was performed in association with prior reports. See Appendix I for a listing of previous studies and reports. Transportation improvements also consider land use, economic development, and the integration of parks and trail plans.

Transportation Topics

The transportation portion of this plan will address:

- Transportation context
- Transportation development principles
- Traffic calming
- Parking
- Wayfinding
- Pedestrian safety
- Pedestrian and bicycle circulation
- Conversion of Minnesota Avenue between West 1st Street and West 2nd Street to one way access

Transportation Context

Knowles Avenue serves a couple different functions that have come into conflict. It is a state highway that has been identified in the City's transportation plan as a Principal Arterial. Principal Arterials, which are defined in the Transportation Plan section of the City's Comprehensive Plan, are intended to connect urban centers and major business centers with one another and provide regional and inter-city traffic movement. They are generally part of a state-wide or regional system, and have the highest capacity and design standards.

However, Knowles Avenue also serves as New Richmond's main street, and herein lies the challenge. Perceptions of how a main street should function in regard to pedestrian friendly accommodations, land use, and zoning, can, and often do, come into conflict with traffic flow needs and capacity requirements of a state highway.

Balancing these multiple functions presents quite a challenge. If full capacity, free flowing traffic is considered the highest priority, then its function as a business district and community center suffers. On the other hand, prioritizing the ideal urban main street design could be detrimental to its transportation functionality.

In a balanced design, the City would enjoy a street that is safe for both motorists and pedestrians, with reasonable speeds, sufficient sidewalks, and with the ability to comfortably cross the street at signalized intersections without significantly reducing the capacity of Knowles Avenue.

Transportation Development Principles

The following transportation development principles are the result of an analysis of the existing conditions and feedback obtained from comments at public community conversations, surveys, interviews, as well as the use of a Visual Preference Survey. Stakeholders were invited to visit other downtown areas and take photographs of things they liked, as well as things they did not. These photos were then compiled into a visual presentation and the public was provided an opportunity to give their opinions on whether or not these amenities would fit within the study area. An evaluation was then performed regarding potential changes that could be made in regard to transportation facilities.

Traffic Calming

Traffic calming consists of design aspects that are implemented in order to slow traffic down or reduce the amount of traffic. The purpose of these techniques is to control speed and traffic movements in order to improve safety for pedestrians, and to reduce noise, congestion, and traffic emissions. Traffic calming actions typically revolve around three basic techniques: engineering, education, and enforcement. For the purpose of this study, recommended techniques will revolve around engineering measures.

Engineering measures in traffic calming relate to physically altering the layout of the roadway to actively slow traffic. In some instances, passive measures may also achieve the desired results by simply changing its appearance.

Implementing traffic calming measures serve to increase the rate of attentive driving and pedestrian awareness and safety, thereby reducing speeds and accidents. Typically, they may involve visual components such as narrow lanes, reduced number of lanes, trees next to the streets, on-street parking, and buildings placed closer to the street.

Parking

Historically, there has been a perception by many that the downtown area of New Richmond is significantly lacking in parking. There have been numerous issues brought to the City's attention that have revolved around parking dating back many years. These issues have included:

- The number of parking spots available
- Allowing some parking spots to be reserved
- Specific parking limits on the length of time a car can occupy a spot
- Whether or not the City should install parking meters.
- Enforcement of all the above



Formulating some manner that excludes the use of metering for long term parking include developing more convenient parking locations and ways to keep downtown business employees from occupying spots that could be utilized by customers. Some of these problems have been addressed, others are still an issue.

Although various parking counts and smaller studies, that were much narrower in scope and related to particular projects have been performed in the past; staff undertook a broader parking study in association with this project. A study was performed from September 5th 2012 to September 28th with parking counts taken at 10:00 a.m., 1:00 p.m. and 4:00 p.m. The area includes 1st Street to 4th Street between South Dakota Avenue and Arch Avenue, and has 539 total parking spaces available. On average 36.7% of the spaces were occupied. The available parking includes 114 off street spaces, 246 diagonal roadside spaces, and 179 parallel spaces. During the study period, average occupancies for parking spaces included 29.9% for parallel, 35.1% for diagonal, 50.6% for off street. The data obtained with this study, which is contained in its entirety in Appendix K, confirmed earlier studies that there appears to be ample parking spaces available. An interesting aspect of this study that came to light however, is that people may be unaware of the location and availability of public parking, versus lots under private ownership. An easy solution to this issue would be to provide better signage directing people to public parking spaces, as well as distributing maps to local businesses and the Chamber of commerce, and posting such a document on the City website.

Parking Analysis and Strategies

Key findings of the parking study include the following:

- There is no parking deficiency in the study area. The total parking supply currently is 539 spaces, and on average only 36.7% of those spaces were occupied.
- Because of the desire to grow the downtown into more of a destination teeming with vitality, there may be a need to accommodate additional vehicles in the future, so a reduction in any parking spaces would not be recommended.
- On street parking plays an important role in the downtown area. The fact that these spaces consistently have a higher occupancy rate than the off-street spaces and parking lots, indicates that people see them as a more convenient way of coming to the downtown area.
- There is a definite need for identifying and signing public parking and getting this information to the public.

Wayfinding

Wayfinding enhancements were identified as being an important aspect of this study. A well developed signage program will assist vehicles and pedestrians to major destination points within the City, parking areas, community trail systems and public facilities. While there has been some work completed related to wayfinding signage in the past, additional work is needed.

Development of a signage concept that will meld aspects of existing structures, new plan/proposals and community ideas to create a unique family of signs that will represent the community could be an important step. Surveys completed for this study illustrate that there is a desire for the downtown to have more informative signage that is attractive, unique, simple, welcoming and personalized to the City.

Signage design will need to take into account the aforementioned information as well as local and State DOT right-of-way regulations. Construction documents consisting of material type for sign and post, letter size, sign size, color and reflectivity will be needed for each type of sign. It will also need to have design elements that do not stray from common designs, so visitors can easily identify the signs and their purpose.

Identifying location of wayfinding signage will take some considerable planning, using not only the “common sense” approach, but it will also require experience and understanding of how a sign program functions. Interpreting what an individual will encounter when approaching a sign, what their expectation for that sign will be, and what they will be led to do after that interaction will dictate the use and placement of every sign. Creating an ease of use is the most important consideration when planning and mapping a signage program.

Pedestrian Safety

The safety of pedestrian movements is paramount to the success of a downtown area. This topic is especially relevant given the context of the conflict between Knowles Avenue functioning as both a state highway and New Richmond’s main street. See the Transportation Context section for further information on this subject.

A significant challenge of a highly functioning, pedestrian friendly street is being able to safely and comfortably overcome the effects of high volume motor vehicle traffic. Accommodating people to easily cross the street also assists businesses to be successful. The volume of traffic on Knowles Avenue makes it difficult to cross. It is 66 feet wide from curb to curb, and needs to accommodate parked cars and the flow of traffic. On average, 17,000 cars pass through our downtown every day.

An additional factor that controls what can be done to make modifications deals with the amount of right of way required and what exists along Knowles Avenue. Currently, the right of way is contained within the face of buildings on the east side to the face of buildings on the west side. Within this area is the roadway, parking spaces, and sidewalk. There is simply no room to provide any other amenity at this time. That being said, there are two features that may be implemented at intersections in order to accommodate pedestrian safety. These items are bumpouts and enhanced crosswalks.

Bumpouts, which are also sometimes called curb extensions, are defined by an angled narrowing of the roadway and a widening of the sidewalk. They are almost always used in association with areas of enhanced restrictions, for example, a no parking zone, and the appropriate visual reinforcement. This is often achieved with painted road markings, barriers, bollards, or landscaping and/or pedestrian features such as planters or benches. To be effective, the bumpout would need to have an adequate radius, contain pedestrian ramps that are in line with the sidewalks, and enough barrier curb to protect pedestrians.

Advantages of bumpouts would include the following:

- Help protect pedestrians
- Provide better visibility
- Shorten the crossing distance
- Help create parking bays
- Provide room for waiting pedestrians to congregate
- Can be integrated with other features such as landscaping

There are some disadvantages, to bumpouts as well. They can include:

- Difficult to clean and plow
- Intersection edge still puts pedestrians in the curb area
- Some parking spots are lost to the construction of the bumpout

Crosswalks, or more specifically adding enhancements to existing crosswalks, is also a possibility in the study area. Adding contrasting colors or materials can be very effective, but requires careful design and construction to prevent settlement or ridges from occurring. This can create additional hazards and major maintenance problems. They can also be very expensive to install and maintain.

Advantages of the installation of these types of crosswalks include:

- Effective at helping to protect pedestrians
- Provide better visibility between drivers and pedestrians
- Can be integrated with other features, such as the aforementioned bumpouts and landscaping

Some disadvantages include:

- Previously mentioned issues with settlement
- Often require constant and expensive maintenance
- If using pavers, they can be slippery, and be difficult for walkers and wheelchairs to navigate
- Color contrasts need to be present in order to be viable

Pedestrian Safety Improvement Recommendations

A major challenge facing a welcoming and pedestrian friendly downtown area is the effects of a large volume of motor vehicle traffic. It naturally follows that in situations where people can't easily, or don't feel comfortable crossing the street, it becomes very challenging for business districts to prosper. Knowles Avenue, with an average vehicle traffic count of approximately 17,000 cars per day, faces this challenge.

While Knowles Avenue is constrained by its state highway designation, and also the fact that all available right-of-way is currently being utilized, the only realistic improvements in regard to pedestrian safety involve the construction of bumpouts and crosswalks. In order to be effective, they should not only be constructed with contrasting colors, but be composed of materials such that installation and maintenance costs be minimized.

Pedestrian and Bicycle Circulation

New Richmond developed a Bicycle and Pedestrian Comprehensive Plan in 2003. This plan connects the downtown with a north – south route and a west route. In 2009, the City held community meetings to help design the best route to connect the north and south portions of the City between East 6th Street and East 1st Street. Construction of the route was dependent on grant funding. The City was unable to obtain grant funding so in 2012 an interim bike route was established connecting 6th Street and 1st Street.

Improved bicycle connections to and throughout downtown New Richmond are needed to enhance access to the downtown as an alternative to automobile use and to promote a healthy community. Key action steps for bicycle and pedestrian circulation improvements include:

- Improve bicycle connection between the downtown and community destinations
- Provide bicycle racks along side streets and at key destinations
- Provide an interconnected system of bicycle routes through the downtown and improve selected adjoining downtown streets as bicycle routes
- Work to provide public and private improvements to create a comprehensive, safe, and attractive pedestrian network with connection to businesses, parking, civic uses, parks, and other downtown destinations

Conversion of Minnesota Avenue between West 1st Street and West 2nd Street to one way

An aspect of the transportation system to be aware of is the plan to convert Minnesota Avenue between West 1st Street and West 2nd Street to one way to allow for the construction of a bike path within the right of way along this block. This concept was approved by the City Council at the December 14, 2009 meeting as part of the overall plan to complete a bike path connection between the Rail Bridge Trail on West 6th Street to the Willow River.

As part of the bike route discussions, this concept was developed. The one way operation would permit 45 degree angle parking on both sides of the street and a 10 foot wide multi – use trail to be constructed on the west side of the right-of-way. The consensus reached was to make the conversion to one-way operation to save the parking and still permit the trail. The approved plan was to convert to one-way northbound. The following implications on traffic movements will be realized with the implementation of this plan:

- Travelers who travel south on Minnesota Avenue and still need to use this street will need to enter Minnesota from 2nd Street, and when leaving, will be routed west on 1st Street
- Motorists looking for access from the north will have to travel one block further south and use 2nd Street instead of 1st Street to reach Minnesota Avenue. Motorists who approached Minnesota Avenue from the south or west will follow the same route as they use now. Thus, the maximum route change involves one extra block of travel and two right turns.
- 1st Street traffic volume west of Knowles Avenue will be reduced from 250 vehicles per day (vpd) to 150 vpd.
- 1st Street traffic volume west of Minnesota Avenue will be increased from 250 to 325 vpd, 50 more from Minnesota Avenue and 2 more from 1st Street. 50 will park in the lot or along 2nd Street.
- Minnesota Avenue traffic volume between 1st and 2nd Streets will be reduced from 250 to 175 vpd, 25 less that will stay on 1st Street and 50 that will park elsewhere.

All of these volumes are relatively light, and the changes will hardly be noticeable.

WeTEC Building

Overview

The City owned WeTEC building located at 155 West Third Street is a major component of this study. Encompassing approximately one acre of land just one block west of Main street, the future purpose and use of the building is uncertain at the time of this study. Currently operating as a City managed incubator building, it houses seven tenants including an artist, lampshade manufacturer and a prototype diesel aviation engine manufacturer. At this point in time, approximately 40 employees work in the building on a daily basis.

History

The original site of Ernie Bell's B & W Garage, a portion of the property was purchased by Doughboy Industries in 1942 to facilitate the manufacture of K-rations for a military contract. The City of New Richmond rebuilt the building in 1950 after it was destroyed by fire in an effort to keep Doughboy in town. Doughboy and its successors in the packaging division continued to lease the building from the City until the end of 2009. At that time, the Property Committee recommended that the building be kept and leased out for three to five years, thus retaining space that the City may need in the future for the police department or a new library.

By the spring of 2010 the building had a new purpose and a new name under the direction of the City Council. In August 2010 the "West Third Economic Center" (WeTEC) building opened its doors as an "incubator" building; a place for new and small businesses to grow. A building manager was hired to market the building, oversee the leases, and maintain the facility.

By August of 2011 discussions turned towards possibly selling the WeTEC building. Several factors played into this decision. The contract to manage the building and its tenants had fallen through, leaving it up to City staff to oversee the operations, the police department was looking at a different site in the City, and operating costs were higher than lease incomes. In November 2011 a Request for Proposals (RFP) was issued seeking proposals to market, purchase and/or redevelop the property, four offers were received. However, it was determined that none of the proposals were suitable. It was decided to wait a period of time, and reissue the RFP again. In the meantime a proposal from a private developer was submitted for a four story, 45 unit apartment building to be built on this site. Amid heavy public criticism the proposal was eventually withdrawn.

In the meantime, the WeTEC building has continued to operate as an incubator facility, with no leases granted extending past the end of 2013. The hope is that this study will provide a clearer understanding of the best possible future use for the site, and its impact on the surrounding area.

Location

The WeTEC building is located between 2nd and 3rd Streets just one block west of Main street (N Knowles Avenue) in the heart of New Richmond's central business district. Directly to the west, across Minnesota Avenue begins a large residential district, including many historically important residences. Parking is ample along 3rd Street and Minnesota Avenue, along with a public lot at Minnesota and 2nd Street.

Current Condition

The 43,000 square foot brick and block building is of an age where many of its components have reached the end of their useful life and are due for upgrades or replacement. Structurally the building was built for heavy industrial use and is in good condition. Components currently needing attention include the roof membrane that is 18 years old and is starting to degrade, the sprinkler system is in need of an overhaul, and portions of the HVAC system could be upgraded to improve efficiency. The exterior façade is in need of paint and aesthetic detailing to make it more attractive. The building does have four new boilers, two new roof top units and a good electrical system.

Public Input

Over the course of this study, questions have been asked of the public regarding the future uses of the We-TEC building. When surveyed, half felt the building should stay an incubator, while two-thirds felt strongly that it should not be owned by the City. Many felt that the City should not be in the property management business and desired to see the building put back on the tax roll. Others saw the building as an ideal location to draw more retail to the downtown area, or increase public parking and/or green space. When interviewed, many stakeholders thought the site would be ideal for a new library. The feedback received from the public was narrowed down to the following four options. See Appendix B for a more complete summary of the survey results.

Option 1:

City Operated Building

Continuing to operate the building as an incubator offers the City a chance to allow for the creation of more jobs in the downtown area. The mere presence of those employees would have a positive economic impact on surrounding downtown businesses. The City also has the long term possibility of those businesses transitioning to permanent locations within New Richmond's business and technical parks where they would contribute to the tax base and possibly create additional jobs.

Achieving those goals however will come at a cost. The building in its current state is a non-taxable property. It has also been demonstrated that the building is in need of a dedicated property manager to run the day to day operations and oversee the leases. The building is in need of immediate repairs to the exterior façade and roof, estimated to cost \$300,000. These costs far exceed the lease incomes, therefore placing the burden on the taxpayers.

Option 2:

Privately Owned Industrial Use

Selling the WeTEC building to a private owner has many positive aspects. The building would be on the City's tax roll, and the new owner could potentially be creating more jobs in the downtown area. The approximate tax revenue, on a building of that size, could be \$6,000 to \$10,000 annually. In addition, City staff would no longer be responsible for property management. In turn, the proceeds from the sale could be used to support businesses in other ways, such as business improvement loans, downtown amenities, façade improvements, marketing, seed money for new/start up businesses or expanding Wi-Fi in the business parks.

However, there are also variables that factor into the success of this option. The sale price of the building would need to be such that the City would generate a profit substantial enough to facilitate the funding options mentioned above. The City would also need to find the proper buyer and use for the building that compliments the surrounding businesses and neighborhoods and meets the zoning criteria. The WeTEC building has always been used as light industrial; however current zoning is Central Business District which prohibits manufacturing. The City would also lose incubator space to assist and keep growing businesses operating in New Richmond.

Option 3:

Mixed Use (Housing and/or Retail)

Returning the WeTEC site to private ownership and creating a building that houses both retail and/or housing would create a transition from the Central Business District to the adjacent residential districts on the west side of the building. The property would return to private ownership under this option and would be contributing to the City's tax revenue. Additional retail space could draw more people to the downtown. The site could also fulfill a desire for housing close to the downtown area.

The property would need to be developed in such a way as to not burden the current downtown parking. The City would lose incubator space, however, the transfer back to private ownership could fund opportunities to support businesses as noted above in option 2.

Option 4:

Community Library

Many of the conversations with the Stakeholders indicated a strong interest in developing this site as the new library location. The Cuningham Group was commissioned by the Library Board to determine the best options for the new library, which was running concurrently with this Downtown Small Area Study.

The WeTEC site has been considered a good option for the new library location. With over 500 patrons visiting the library each day, a library at the WeTEC site would bring a lot of people to the downtown. The site offers opportunity for a spacious library building and an abundance of parking. It could serve as an anchor of the downtown and spur redevelopment in the immediate area. In addition, the proximity of a proposed bike path would make the location very pedestrian friendly.

The big unknown is the cost of converting the building into a functional and efficient library. The property would remain non-taxable and there may still be a need for additional parking.

The WeTEC building was considered a potential site for the new library during the course of this study. However, the consultant retained by the City and Library Board, the Cuningham Group, has recommended the library remain in its current location.

It should be noted that other uses for the WeTEC site were considered early in the study. Those options included converting the site into a City park or creating additional parking in the form of a parking garage or parking lot. Both options are considered to be too costly to implement. A parking facility would also require ongoing operating and maintenance costs that would contribute to taxpayer burden.

Implementation

This section is intended to outline methods and strategies for bringing the concepts realized through this study to fruition. Since many aspects explained in this section contain shared responsibilities, players and agencies will also be outlined, as well as possible sources of funding.

It is important to realize that many aspects, to be explained in this section, will require the cooperation and participation of various parties. Realistically, these techniques, and potential projects, will require the sharing of energy, resources, and creativity to implement, and will play out over an extended period of time.

Some external options should also be taken into account when the implementation of this plan is considered including:

- Economic Improvement – Improvement in the overall economy and in regard to the local conditions in particular, must happen in order to achieve financial support for the changes suggested by this plan. That being said, many of the recommendations contained herein are intended to stimulate growth and enhance economic development.
- Investment of time, as well as resources – One of the primary goals of this plan is that it is intended to be a guide for redevelopment. As properties are developed, or change from their current uses, they will be able to use aspects of this study as a tool to ensure that it fits into the long term vision of New Richmond’s downtown. Patience is inherent to this step. It will take several years, possibly even decades, of steady improvements in order to achieve this vision.
- Creative Funding Options – New avenues of obtaining the required capital to construct these amenities will likely be necessary for implementation. Development of these funding opportunities will also be required to support their operation and maintenance.
- Diligent Support – A sustained and concentrated effort by multiple organizations including those in both the public and private sectors.
- Infrastructure Enhancements – In order to fully optimize and implement the recommendations put forth by this report, investment in infrastructure will be needed. Investment in these amenities will provide value to the community and assist the downtown in reaching its potential.
- Continuous Evaluation and Updating – This report is meant to be a living document. It is recommended that the Staff, Stakeholders, and Council review the plan periodically and adjust as necessary.

With a commitment to the successful implementation of this report by the City, local businesses, and the community, the downtown area can indeed become a vibrant city center that will not only attract and retain businesses, but also serve as a destination to be utilized as a gathering place.

This plan puts a major emphasis on identifying strategies that are economically, functionally, and aesthetically possible. The study consciously made strides to strategically plan for these implementations through community outreach and consensus building.

Implementation strategies in this section are presented along with details on how they may be phased, both in the short and long terms. In addition, the possibility exists whereby some may be able to be included along with future infrastructure and transportation improvements.

Implementation Strategies

Implementation strategies include the following broad categories:

- Regulation and Guidance
- Infrastructure Investments
- Redevelopment
- Economic and Business Development
- Design Enhancements
- Resource Development

Regulation and Guidance

The primary means of implementing the strategies as presented is through the regulatory process of the City. This framework includes the City's Comprehensive Plan, its zoning code, and the zoning of property within the study area.

Implementation strategies could include changes related to designated land use and parcel specific future land use. Zoning changes may be required as well.

Infrastructure Investments

New development and redevelopment of existing buildings within the downtown area could mean investments in new and/or expanded infrastructure. Investments made prior to this activity could make the area more desirable to do business, and therefore more marketable. As such, infrastructure investments themselves play a role in stimulating the local economy and property values.

Depending upon the improvements, outside agency support may be required, most significantly the Wisconsin Department of Transportation (WisDOT). Support from local business owners would also be desirable.

Redevelopment

Redeveloping properties, by its very nature, has to be driven by the private sector. At the same time, it also requires flexibility and vision on the part of the public sector. The Economic and Business Development chapter of this report addresses many of the strategies that may be used to support and stimulate the type of development that would be considered desirable from the perspective of this study.

Some of these strategies can be evaluated as redevelopment occurs, possibly as an incentive to facilitate these investments. Others can be implemented on their own merit.

Economic and Business Development

Economic and Business Development activities benefit from the close collaboration of the private and public sectors. This collaboration can be organized around the implementation of strategies identified by this study.

Some of these strategies would involve much more significant investments of time and resources, and would be driven by the private sector. These would be undertaken at the time a particular property, or group of properties, are being developed or redeveloped.

Design Enhancements

One of the most effective ways to encourage investment and redevelopment of the downtown area is to make aesthetic improvements. This can be accomplished through building façade improvements, but in order to fit with the spirit of building, or a sense of place, there needs to be a common theme throughout the downtown area.

Another aspect would include streetscaping and landscaping. Streetscape improvements require a significant investment on the part of the City. Downtown businesses generally are not in favor of making deep contributions to streetscaping projects. Thus, improvements in this arena, will probably need to wait several years and be installed in conjunction with major reconstruction projects.

Resource Development

Financial:

Most of the redevelopment activity, by its very nature, will be market driven. Change will most likely occur in relation to a particular property, or group of properties, being redeveloped. Changes such as these, normally take place as a new owner or tenant takes control of a property and changes the nature of the business being conducted at the premises. That being said, many of the changes outlined in this report will not be possible without a significant investment of public resources over a number of years. The improvements will not be supplied by the private sector, nor will they be fully realized without the leadership of a champion for their implementation and the procurement of these additional resources.

The cultivation of corporate, foundation, and developer interest is integral to the successful implementation of this plan. Several factors support the redevelopment of an additional financial resource to support the revitalization of the downtown area:

- The overall impact of the program – While the downtown businesses would benefit directly, there would also be a ripple effect, whereby the entire local economy would benefit by the resulting influx of businesses and customer base. In other words, many properties in addition to the downtown businesses themselves would gain from the benefits that would result from implementing these strategies. However, many properties would need to be rehabilitated and redeveloped in order to have a significant impact on the aesthetics of the downtown area. Redeveloping them to their potential will be very expensive. Capital costs for streetscaping are typically funded by the property owners along the street. In association with this plan, we recommend that outside funding be secured for the installation of streetscape amenities, and the property owners be responsible for the ongoing maintenance.

- Timeline – While a large investment over the short term would likely result in the development of a few projects, it probably won't have a large enough impact to create a self-sustaining market. That would require a significant investment over the next 10 to 20 years.
- Use of Funds – Funds would be directed to investments in property or infrastructure within the study area. They would be used to implement the goals of this plan through such mechanisms as gap financing, rehabilitation support, streetscaping, and place making.

People:

The success of this plan will ultimately rely upon the support and sense of purpose from those who have a vested stake in these projects. Those who have an interest will shop the downtown businesses and will simply enjoy the location through its newly developed sense of place and utilize it as a gathering destination. In many respects, the success will involve community wide buy in through public engagement and the nurturing of relationships.

Community engagement is crucial in that it allows people to see the results of the investment while expressing appreciation for their input and assistance as it moves forward. Ongoing public engagement will maintain the awareness of the goals, and also to assist with procuring the necessary resources.

To that end, it is recommended that the stakeholders reconvene annually to assess progress and milestones, as well as to determine if an adjustment in goals are appropriate. A notification to the public would then be made.

A listing of loans and grants along with potential partnerships is included as Appendix K.

Topical Implementation Plans:

Throughout this study, several topical issues have been explored relating to Economic Development, Land Use and Zoning, Transportation, and the WeTEC Building. As information was gathered, it became apparent that components of these broader topics could be broken down into smaller projects, and these are summarized in the Action Cards included as Appendix D. It also became clear that increased efficiencies in relation to the deployment of resources, could be realized, if these components are combined into a larger project. As such, they can be grouped into three main themes: Creation of a Sense of Place, Downtown Design, and WeTEC Options.

The Action Cards that are related to each of these themes are as follows:

Creation of a Sense of Place:

- Destination New Richmond
- Downtown business district
- Diversify the business
- Community events

WeTEC Options:

- City operated building
- Privately owned industrial use
- Privately owned mixed use

Downtown Design:

- Downtown streetscape
- Wayfinding
- Parking
- Pedestrian safety/traffic calming
- Pedestrian and bicycle circulation
- Ordinance development for building designs

Creation of a Sense of Place

One of the most important aspects of a vibrant downtown is the creation of a sense of place. Many factors create this sense, including gathering places and events that serve to make it a destination for people to congregate, shop, and recreate.

Funding sources:

- Public and private funding
- Chamber of Commerce
- City downtown improvement incentives
- Membership fees
- Business improvement dollars through Community Development Block Grants, Main Street USA, and Regional Business Funds

Role of sponsors:

- Possible source of funding
- Possible source of maintenance
- Advocacy
- Outreach
- Activity/Event Hosting

Design work:

Design should always be done in such a manner that possible short term projects will fit seamlessly into larger, long term visions. Gathering places, façade improvements, building design, and events should all take the overall end vision into consideration when design processes are undertaken. Overall building designs should be uniform and fit within the area wide vision functionally and aesthetically.

Short term options:

- Explore establishing a Business Improvement District (BID) as a funding mechanism for improvements within the downtown area
- Construct a parklet to serve as a gathering place within the downtown. These are small spaces that serve as an extension of the sidewalk, typically taking up several parking spaces. They are established to provide amenities for people using the street, and are intended to offer a place to stop, sit, and rest while taking in downtown activities
- Establish Glover Park as a destination for community events
- Create a group to plan and organize community events
- Identify groups to develop a marketing plan (i.e., property owners, Chamber, BID, etc.)

Long term options:

- Implement public engagement for the establishment of the area as a destination and to establish a sense of place.
- Establish a fund for downtown design and aesthetic improvements with at least 50% coming from outside sources or grants
- Implement the marketing plan

Downtown Design

Downtown Design elements would include items such as streetscaping, wayfinding, parking, as well as traffic, pedestrian, and bicycle circulation patterns. All items should be integrated into a single vision to ensure they all fit together seamlessly and efficiently.

Funding sources:

- City general fund
- DNR Forestry grants
- DOT funding, in relation to Knowles Avenue rehabilitation projects
- Main Street grants
- Business Improvement District (BID) funds
- Chamber grants
- State trust fund bonding
- Creation of a Tax Increment Financing (TIF) District
- Safe routes to schools grants
- Wisconsin Economic Development Corporation (WEDC) Community Development Funds

Role of sponsors:

- Possible source of funding
- Possible source of maintenance
- Advocacy
- Outreach

Design work:

Design should always be done in such a manner that possible short term projects will fit seamlessly into larger, long term visions. Streetscaping, wayfinding, parking facilities, pedestrian, bicycle, and motorist movement, as well as building design should all take the overall end vision into consideration when design processes are undertaken.

Short term options:

- Implement wayfinding immediately, especially to highlight parking options
- Create a brochure and map of public parking for distribution
- Explore the possibility of establishing a truck route away from the downtown area
- Develop and implement a plan for maintaining trees in the downtown area
- Develop a signage concept that works with existing structure
- Develop overall budgets and phasing sequence
- Establish form based code for building design

Long term options:

- Install informational kiosks
- Install broader wayfinding signage to identify public amenities
- Create wayfinding event with Chamber and downtown businesses to showcase signage
- Provide opportunities for public input and support

WeTEC Options

One of the primary reasons for undertaking this study was to determine the best use of the WeTEC building based on its operational needs, be it public or private. Many different scenarios were explored, and a concerted effort was made to keep the WeTEC building a major focus of community conversations and interviews.

Funding sources:

- Use of State Trust Funds, bonding, or creation of a Tax Increment Financing (TIF) district
- Grant programs including USDA RED Grant or WEDC Community Development Block Grants
- City of New Richmond General Fund

Design work:

Design work would be highly dependent upon the end use of the building. If it were to be maintained as a City owned incubator building, façade improvements would be recommended. If it were converted to another use, the functionality of its new purpose would need to be considered, but the building should still fit into the downtown area both functionally and aesthetically.

Short term options:

- Sell the facility to a private entity
- Determine building value and price through appraisal process
- Determine type of use desired for building
- Transition current tenants to business and tech parks
- Upgrade the roof and facade

Long term options:

- Allocate sale proceeds towards economic development

Appendix A

July 9, 2012 WeTEC Analysis Memo

TO: Mayor and City Council
 FROM: Mike Darrow, City Administrator / City Staff
 DATE: July 9, 2012
 RE: WeTEC Analysis

The Property Committee, during their last meeting, recommended that City staff prepare a memorandum for the WeTEC building. The recommendation included two options for the building: option 1 was maintaining the building as a business incubator and option 2 was looking into the possibility of selling the building.

City staff met on Friday, July 6th, 2012 to review these two options. Below is an overview of both options as well as a summary of the building.

Building Summary

The City of New Richmond has owned the building located at 155 West Third Street for over 50 years. The building was initially built for Dobby Packaging, now known as Bosch Packaging Technology, Inc., as a means to maintain their production and offices in New Richmond. The current company vacated the building back to the City in 2010. The City has maintained the industrial use by converting the property into a multi-tenant facility, operated much like an incubator. Existing tenant leases are short term, less than 3 years.

The building has a typical heavy industrial arrangement of electrical, fire suppression, and access overhead doors, which includes one loading dock. The 43,000 square foot brick and block building is located ½ block from the historic residential areas and ½ block from the downtown commercial area of Knowles Avenue. The current zoning is C-2 Commercial.

In November of 2009, the Property Committee decided to lease the space for up to 3-5 years while determining if the space is needed for other City departments.

Existing Conditions

There are 10 current users of the WeTEC building. Below is a table outlining the lease holders, the amount of space utilized as well as annual lease payments per tenant.

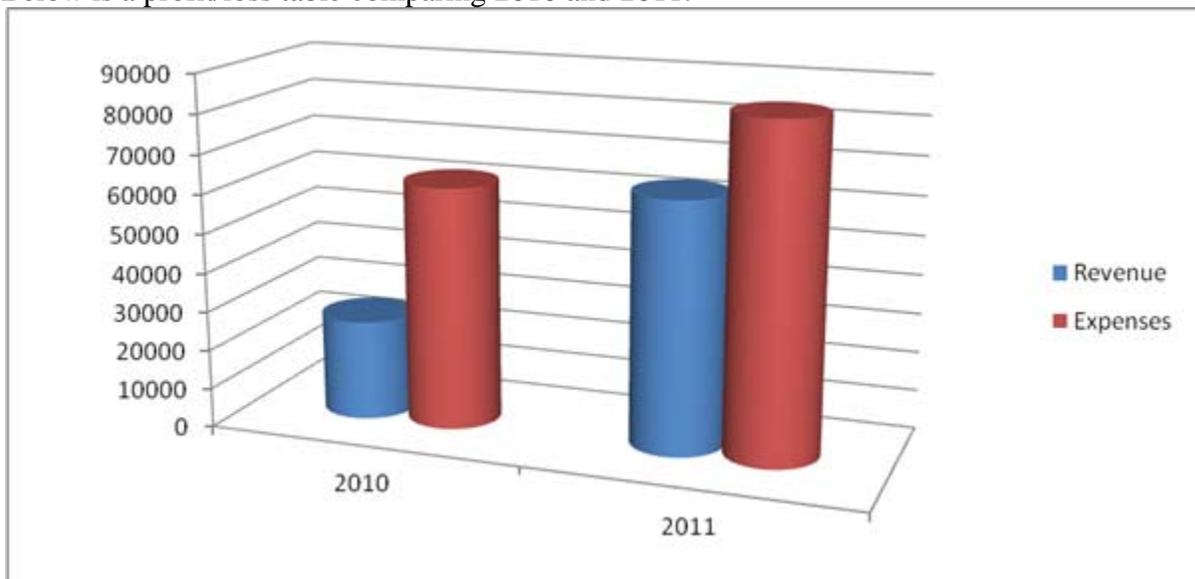
Leaseholder	Actual Used Space in square feet (sf)	Amount of Lease Agreement	Annual Lease Amount	Employees
Accelerated Plastics	3,000		\$5,666	3-5
E.B. Williams Painting	971	971	\$3,940	1
City Emergency Gov't	2,000	2,000	\$0	1
EPS	1,333	1,333	\$6,000	3-5
Foster	1,211	1,211	\$5,850	2-3
John Johnston	225	210	\$1,800	1
Messes & Masterpieces	1,702	1,000	\$1 per year	3-5
WI Lighting	11,120	10,500	\$41,820	20
WITC	6,000	3,000	\$4,200	Storage Only
ZAR	3,000	1,000	\$14,058	2-3

Below is a table outlining the total space leased out and total available space as of July 6th, 2012.

	Actual Used
Space Leased Out	30,562 sf.
Total Available Space	38,000 sf.
Total Free Space	7,438 sf.

Existing Financials

The 2012 budget included a WeTEC Fund. 2012 Revenues totaled \$63,840. Our revenues to-date are \$38,340 which represents 60.06% of our budget. Budgeted expenses for 2012 were set at \$55,920. Our expenses, to-date are \$28,782.52 which represents 51.47% of our budget. Below is a profit/loss table comparing 2010 and 2011.



Option 1. Keep and Maintain the Building-Cost and Benefits

Currently, day to day operations, marketing, maintenance and property management of the building occurs from existing city staff. Typically, we provide general maintenance to the building every 7 to 10 days or as needed. There is no property manager or maintenance person on-site. Marketing of the building has occurred from word of mouth, ads on Craig’s-List or from business contacts from existing leaseholders.

Costs

The City budgeted approximately \$55,920 in expenses to the WeTEC building for 2012. Expenses include utilities, repair and maintenance, and salaries.

The overall condition of the building has improved, however major improvements to the interior and exterior of the building are needed immediately. Immediate repairs include building exterior prep and painting and general building maintenance.

Benefits

The benefits of an incubator building are that they allow primarily start-up businesses an opportunity to develop, expand and prosper while paying minimal lease payments. The long-term impact of such buildings is that those businesses that incubate will, over time, expand out of the incubator building and develop a larger business in areas throughout the City of New

Richmond. Since the building was converted into an incubator, Wisconsin Lighting has seen the largest amount of growth.

Over 35+ people are employed as part of the WeTEC building. Additionally, the City's contribution to Messes and Masterpieces provides community and cultural activities for families. These factors certainly provide a significant benefit that should not be ignored. If the City recommends option 1, we would recommend that the City re-structure staffing to allow for a part-time property manager.

Option 2. Sell the Building –Cost and Benefits

In 2011, the City of New Richmond sent out an RFP for the WeTEC building. The RFP sought proposals from firms for services to market, purchase or redevelop the City owned building and real estate for the WeTEC building.

Costs

There would be minimal costs to the City in providing another RFP for the sale of the WeTEC Building. However, one could argue that the sale of this building would have a significant impact on start-up businesses if lease rates were raised to fair market values.

Benefits

The benefits of selling the building would allow the city to have a taxable building. For a building of that size we could anticipate a property tax revenue of roughly \$6,000-\$10,000 annually.

Funds from the sale of this building could go to creating a sizable loan/business retention pool for the following purposes:

- Zero to low-interest business improvement loans
- Façade improvements for businesses
- Seed money for new/start-up business
- Money for economic development marketing and/or small area study funds

RECOMMENDATION

Given the short and long-term needs of this building as well as the on-going economic development needs of the City of New Richmond, we are recommending that the City send out an RFP for the WeTEC building and set a minimum cost based upon the recommendation of local relaters and/or appraisers. As a condition of the possible sale of the building, Messes and Masterpieces would be given 2 year lease guarantee and the City of New Richmond would work with Messes and Masterpieces in finding another suitable space for their needs.

Funds from the sale of the WeTEC Building may then be used for economic development purposes which may include the following areas:

- \$150,000+/- in small business improvement loans for existing businesses. These loans would be for up to \$10,000 in funds for business improvements and/or expansions for existing businesses throughout the City of New Richmond.
- \$15,000+/- in downtown improvements. Improvements would include additional wayfinding, downtown art and/or bike racks.

- \$30,000+/- for seed money for new businesses and/or funds to expand and improve Wi-Fi in business parks throughout the City of New Richmond in 2012.
- \$25,000+/- for small area study of the northern corridor in New Richmond. This area would include the airport as well. This planning process is recommended as this will be the new Gateway of New Richmond due to the bridge construction.
- Additional funds would be earmarked for debt service payments due to the sale of this building. Closing costs for the building would be added to the 2013 budget.

Appendix B

Survey Results from Community Conversation 1

ECONOMIC AND BUSINESS
(Results from Community Conversation 1 Survey)

1) What types of businesses do you feel are missing in our downtown area?

<u>Type</u>	<u>Number of Responses</u>
Coffee Shop/with wireless internet	4
Pharmacy	4
Retail	11
Place for young people to go	8
Men’s Clothing/Specialty Clothing	8
Bakery – Fresh Made Donuts	1
Shipping – i.e. Oh Ship	2
Alternative Art/Tattoo	1
Ethnic food or drink	2
Discount Food – i.e. Aldi	1
Restaurant	3
Artsy Clothing/Pottery/Jewelry	4
Fun Entertainment/Niche	1
Boutique/Gift Shop	4
Hardware Store	2
Shoe Store	7
Copy Shop – i.e. Kinkos	3
Dry Cleaning	1
Discount Clothing	1
Professional Services	1
Fine Dining	1
Deli	1
Pawn Shop	1
Large Ice Cream Place	1

Misc Comments

- Encourage entrepreneurs through grants
- Family oriented businesses
- Need a Menards and/or Fleet Farm (not downtown)
- Store fronts can be shared and artists could sell their items
- Businesses that draw people from out of town

2) What changes would you make in the New Richmond downtown that would have the biggest impact?

Parking Issues/Parking Signs	15
Signage	6
Downtown destination park	2
Downtown is great, easy to get a feel for things even if you are new to town, roadwise	
Reasons for people to walk, sight see, destination, better parking, clean up storefronts	
Encourage small businesses to invest downtown, tax incentives for first 5 years	
More promotions, “co-partnering” events, joint marketing	2
Viable businesses that would attract tourists, more retail	5
Pathways along the river, encourage foot traffic (Riverwalk)	2
Charm	
Provide low income housing somewhere else and clean up buildings	
Interesting new types of businesses and entertainment	
Green sitting areas on main street and corners	3
Bistro tables/Brick Walks	
More traffic lights for easier crossing for pedestrians	
Incentive for building owners	
Higher taxes for vacant properties/cheaper for rented properties	
More places for under 21 to hang out, also feel like they have their own space	
I need a reason to go there. If businesses I want to shop at, I will go	
Pedestrian bridge over Knowles	
Create a pretty area at the north end of Knowles & 64	
Upgrade Storefronts – Like Chickadee-Do-Da	
Rent/lease negotiations with property owners to make downtown more affordable	3
Get vacant buildings filled – Silent absent owners get a tax write off for storage	3
Update Storefronts	5
Kiosks	
Historical placards	
Clean up Alley behind Knowles	
Community Square - maybe Glover could be it or a spot in the alley	
More Art	
Traffic Calmers – Slow down traffic	5
Less Taverns	
A bike trail from Hudson to NR Completed – Help during summer months	
A shop local campaign	
More places where you can meet friends for coffee, etc	
Remove 2 hour parking restriction between First and Second Street	
Friendlier Police Dept	
A large apartment bldg- where WeTEC is would have been great.	
Truck Route	
Cleaner, quieter, more variety	
User friendly	
More flower containers and benches on the sidewalks	
Upgraded Christmas lighting and decorations	
A council that would allow business to begin without our restrictions and roadblocks	

3) How often do you patronize downtown businesses?

- | | |
|-----------------------------|----|
| a. Daily | 20 |
| b. 1+ times per week | 16 |
| c. Weekly | 17 |
| d. 1+ times per month | 6 |
| e. Less than once per month | 6 |

Misc Comments

- Only place I go regularly is Family Fresh
- I walk downtown, other than eating, not much reason to shop anymore
- Lower the taxes and try to compete with Wal-Mart
- Need more retail businesses

Map Comments

- Vacant Lot – 4th & Knowles – 1) Cool to have weekday farmers/art market here
2) Green Space here – but still use for scouts, kiosks, signs
- Civic Center Parking Lot – Multi-level parking
- West 3rd Street – By Anytime Fitness – area is sketchy – unsafe feeling
- MN Avenue When Trail Goes Through – Bike Shop/Swap for trail use
- Christmas Music
- Charm
- Nothing inviting
- Tie Together

LAND USE AND ZONING

Survey Results from 8/29/12 Small Area Study

1. What is your definition of the downtown area (geographically)?

Knowles Avenue from E 1st Street to E 6th Street and one block to the east & west	10
Knowles Avenue from E 1st Street to E 4th Street	9
Knowles Avenue from E 1st Street to E 6th Street	8
Knowles Avenue from E 1st Street to E 4th Street and one block to the east & west	5
Knowles Avenue from North 4th Street to East 6th Street	4
Same as noted on the "Small Area Study" map	2
Same as noted on the "Small Area Study" map except both sides of Arch Avenue (not just to alley)	1
Knowles Avenue from E 1st Street to E 4th Street and two blocks to the east & west	1
Knowles Avenue from E 1st Street to E 6th Street & east to catholic church & west to civic center	1
Knowles Avenue from railroad to E 6th Street	1
Knowles Avenue from Dairy Queen to E 4th Street	1
Knowles Avenue from McDonalds to E 4th Street	1
Knowles Avenue from Pete's Pizza to E 6th Street	1
Knowles Avenue from Kwik Trip to Pete's Pizza	1
Knowles Avenue from St. Hwy 64 to Wal-Mart and one block to the east and west	1
Knowles Avenue from St. Hwy 64 to Wal-Mart	1
Knowles Avenue from St. Hwy. 64 to the Schools	1
Knowles Avenue from St. Hwy. 64 to 157th Avenue and one block off	1
Central Hub of the City - Business & Identity	1
Didn't relate to question	9

2. Have you noticed features in other communities that you would like to see included in downtown New Richmond? If so, please explain.

Variety and more shops and boutiques (retail)	10
Flower planter/benches, better "Street Scape"	8
Limitation of heavy traffic down Knowles Avenue/truck route	4
Renovations/Restoration/Keep integrity of store fronts	4
Pathway through the downtown area with a downtown park/square to relax in , brick walkways	3
More apartments/senior citizen housing (1) & downtown upscale condos (2)	3
What we have is enough - benches/flowers	3
More monthly scheduled "Fun" events to bring people to NR	2
More green space and art/sculptures in park areas	2
Sidewalk dining (wider sidewalks)	2
Park like "Teddy Bear Park" in Stillwater	2
More signage designating downtown area and parking	2
Park like "Veterans' Park" in River Falls	1
Somerset downtown crosswalks, bumped out curbs	1
Ashland Murals	1
Sturgeon Lake Sculptures	1
Peanut Gang Sculptures	1
More visually appealing	1
Themes	1
Pizza joint	1
Businesses who personal greet people as they enter their store	1
Mini malls with handcrafted item/concerts/programs	1
Walking trails	1
Public playground for preschool kids	1
Walgreens, ALDIs, Menards, Fleet Farm	1
Get rid of rotating signage	1
Banners across main street with announcements	1
Less police involvement where police don't scare everyone out by 6 pm	1
More police patrol presence	1
Bump out and other slowing devices	1
Aesthetic mixing of the old and new	1
Develop vacant lot on 4th Street and the northside of Knowles	1
Like banners on the street poles	1
Like the sandwich boards	1
Angle parking	1
More parking	1
Contact schools and ask for students input	1
Coordinated store fronts with common signage	1

3. Should the City play a financial role in encouraging reinvestment in the downtown area?	45
Yes, with the following comments	
Minor or very little support	6
If guidelines are met and timely	2
Offer incentives for new businesses	1
Low interest façade loans or grants	2
Only for those who want to invest in New Richmond	1
Public rejuvenation - not personal or private business	1
Help townships to see what is in it for them	1
Along with private development	1
The City should look to provide incentives to the private sector, not be the developer	1
The City has access to funding and other potential assistance and has a vested interest in improving the area	1
Inform businesses of façade and micro loans available to them	1
No, with the following comments	12
Inform the tax payers what you are already spending	1
We already pay too much in taxes	1
Promote not support	1
Create the right atmosphere and the private sector will take care of the rest	1
Host a benefit/fundraiser to help with costs	1
Reduce or eliminate taxes on downtown businesses	1
Let the business develop themselves or the City becomes controlling	1
The City should not get in the way of people wanting to invest	1
The government is not very good at this type of thing	1
No, unless you do them all at the same time	1
Undecided, not enough information	4
Depends on the situation and the circumstances	1

Small Area Study Community Conversation 1 Transportation Survey Questions

What is a distance you are willing to walk from a parking spot to a destination?

- 2-3 Blocks 4
- Several Blocks
- It depends if I'm walking to many businesses or just one business. Probably 2 blocks.
- Depends on if I'm walking to 1 business or an entire area. Depends on weather.
- 2 Blocks. 8
- If there are other places to stop in and look around I will park further, but like to pop in and out of some stores and get annoyed if those stores require a long walk. Parking on Main Street with kids is scary!
- 3 Blocks 3
- 3-4 Blocks 3
- Close- In & out otherwise out of town people will not stop!
- 1-2 Blocks 2
- 1-2 Blocks – if weather is reasonable
- Half mile...I would walk up to a mile in GOOD WEATHER if the venue is enticing.
- ¾ block
- We live on Arch so we walk to where we need to go.
- 4 Blocks
- I am a senior citizen with Parkinson's disease. I have walked as far as four blocks – if you give me a place to go, I'll make the effort to get there!
- 1 Block (in winter)
- 1 Block 3
- No problem
- Several blocks or more. The idea you must park in front of your destination is stupid. Get some exercise.
- ¼ mile
- Any distance
- ½ Block

Do you feel safe and comfortable walking in our downtown area?

- Yes 26
- Not at 3rd/1st – Need flashers. Not safe driving or parking on 2nd Street. Concerned for walkers safety at alleys. More obvious walk signs like talking ones in Stillwater.
- Not really. Lots of traffic, moving very fast.
- No. Not opening car door on Main Street. Would never feel comfortable bringing children or elderly out of a parked car on Main.
- A bit sketchy by the hotel and WeTEC building.
- Mostly I feel safe, but if more people were out it would “feel” safer. Also fun lighting would help (other than light poles). (Not so safe on MN Ave actually.)
- Yes in the daylight hours. But I don’t feel that there is a lot of lighting on the side streets and alleyways.
- Yes. The lighting beyond Knowles Avenue could be improved.
- Yes, but it feels dangerous getting out of my car on main street if I've parked. You have to wait for the stoplights to turn red so you can safely get in/out of your car.
- Crossing at certain spots can be challenging at times; don't know how you correct that.
- In parts yes and parts no. the walking around near the shamrock and the old lowery hotel is questionable at time. The number of bars and drunk patrons will increase the uneasy feeling of being downtown also.
- Mostly, but not by the hotel on West 3rd st
- Safe, but not comfortable
- For the most part. People no longer respect pedestrians.
- Too much traffic!! But very safe except for cars and trucks.
- Yes, if you can walk defensively – watch for traffic, they watch for you.
- Absolutely
- Yes, however, the Lowry Hotel area is sketchy
- At the lights. Not by the Lowry.
- Yes, although many drivers seem inattentive to crossings and pedestrian crossings.
- No, fear of being hit by a vehicle when crossing Knowles
- Not on 3rd crossing
- Generally yes, but the amount of traffic is a hindrance for crossing the street and a deterrent to kids and the elderly.

If you don't park on Knowles, where do you park?

- E 1st, 2nd, 3rd, 4th, Municipal Lots, Arch
- Arch Street or Civic Center Lot
- There are not many other areas to park. Parallel parking is difficult for some people.
- Behind stores, but some can't allow rear entrance.
- Methodist Church area on 2nd.
- Side Streets or bike.
- Side Streets 9
- Side streets or civic center lot
- Behind Champs. On the side streets that cross Knowles.
- I live on Montana but I used to park on Knowles because that's the only parking I knew of.
- Nearby parking lots.
- I don't – always park on Knowles
- Alleys
- City lot & on the streets
- Any adjoining street
- Anywhere 2 – 3 blocks or further
- Lot, like Family Fresh
- Any place I can find usually Arch or by the Creamery.
- Any sidestreet. Prefer these to Knowles.
- Bank parking lot, off street
- I have a parking lot just off Knowles.
- Adjacent
- Alley or side streets
- Side street – Knowles is difficult to park
- Behind businesses or roads like 2nd St W.
- 2nd & 3rd in diagonals
- There are multiple parking lots and I know them all.
- Don't stay downtown then.
- Side streets or lots
- Side streets or 1st National Bank Parking
- City Center parking lot

Do you believe there's enough parking downtown, if not why?

- Now, yes. But additional businesses will generate the need for more spots. Parking on Knowles is not fun!
- Not sure
- No look around. Also, parallel parking is difficult for some people.
- No, need more if you “want them to come” “Build it and they will come” as the movie says.
- No, gets crowded on the weekends.
- Yes! Tons on West side people don't even know about. But some of the lots look trashy (Family Dollar) (NP Design Lot). Garbage & poor environment.
- Yes – on side streets.
- No – need a parking ramp
- No. There could be ½ hour parking in some places on Knowles between 9 and 5 pm. If there are more parking lot spaces elsewhere.
- Yes 9
- I didn't know of any parking other than Knowles and by the dam.
- Yes. Need better signs of public parking lots.
- No – especially not with the new restaurants like Brady's. Hopefully other (additional?) restaurants and businesses would also need more parking.
- Could be more!
- Hard to get kids in and out of the car safely when traffic is busy & parallel parked.
- No. We live on Arch and we have had a lot of parking issues.
- At times it's a problem with 2 funeral homes close together.
- Yes. Always find spots within 1-2 blocks.
- Can you provide mini buses that go from Library to downtown, to the Centre, to the middle school, to the grocery store.
- No. During the weekdays, local/downtown employees have a difficult time trying to find parking.
- Most of the time too much
- At this point yes – if downtown diversifies there will be limited parking
- No, parking on Knowles is always packed and sometimes intimidating to park at.
- No, or at least not signed well enough. (Lot on 2nd & MN) I think a centralized parking area would be great – WeTEC Location.
- No, too scary to park on Knowles
- Yes, if people will walk a short distance
- Yes, but not well marked
- No, need a large lot centrally located.
- On main no. Not enough knowledge of where public parking is.
- Yes, just need better signage
- Don't know
- Yes, maybe not enough signs for out of towners – nice tourist signs

Small Area Study: WeTEC Building

Comments compiled from Community Conversation #1, and online survey.

1. Do you like the idea of keeping WeTEC building as an incubator space to assist in small and new business startups?

Yes 25 No 28

Additional Comments:

- . Private. Sell it.
- . House local artisans to show and sell their wares
- . Enjoy getting lampshades, and M & M good for kids

- . Maybe more info to the community would be appropriate – to support the businesses & knowledge of starting up a business
- . There are other places for this – the Creamery bldg? Other vacant buildings on Knowles Ave, get them filled
- . Just sell it. Use some of the empty spaces on Knowles
- . There are opportunities for sustainable businesses in the building
- . If it cash flow is fine. But it shouldn't be a burden to taxpayers either!

- . Shouldn't be on tax roll as welfare. Or limited time to get off the ground then proceed in moving on IN NR
- . It will give them a place to until they are on their feet

- . Don't really know much about it. The government gives new businesses breaks, why tax payers?

- . Would be great if it had a better "face" and was more welcoming to tour/outsideers. It's interesting and supportive
- . Needs to be parking
- . City is not in retail/commercial rental business
- . Only if the City can utilize the entire building, or close to it.
- . For now.

- . Yes if we don't put a hotel there, No if it's going to be a hotel

- . Sell it to lampshade company and get the City out of the real estate market!

- . Absolutely

- . Only if it is not city owned and the outside appearance of building is kept up
- . I think it is ideal for that.
- . cannot see it appealing to what your trying to do unless by private ownership

- . Not really, it looks old and junky. Only good for factory stuff which won't create foot traffic. We could use more parking there. Is there not space in the Creamery building for startups?

- . Ok for startup businesses but not for Light Industrial use. That should be saved for the industrial park only.

- . Yes and No; I like that there is space to help new start-ups and small businesses but I know it's a large expense for the City.

- . I don't know the details of the arrangements made with small businesses but I like the concept.

- . Only if an incubator manager is hired. See UWEX website for 7 components of a successful business incubator
- . If financially feasible for City
- . I think you should put it into apartments

- . It is an eyesore! Also if it were removed you would have more parking for the businesses on West side of Main Street! Put in parking meters to pay for it

- . Yes but it would be better located in an industrial/business park area. This old industrial facility is a relic of the old rail corridor.

- . Only if it does not cost the City money.

2. Do you think the City of New Richmond should retain ownership of the WeTEC building?

Yes 13 No 34

Additional Comments

- . If it were used to help get small business started
- . If private owners can expand the variety of uses that would be good
- . Get it on the tax roll
- . Sell it and let the new owner develop businesses in the building
- . Yes if they can make it a fun accessible environment that becomes a hub of creativity. No if it becomes an industrial space that does not benefit the surrounding blocks
- . Sell it at fair market value and get it back on the tax rolls
- . I think industrial should be moved out at any cost. Not zoned manufacturing. It hurts "downtown" retail, etc...(semi traffic)
- . Not the building but could replaced with a lot or park
- . Then it will stay local. We need more local businesses
- . I'm not sure why we have such a place on the tax payers?
- . I am not sure of the issues yet.
- . Sell it to someone who knows how to manage it.
- . maybe eventually a parking ramp, and charge to park
- . Sell to WI Lighting, they can sub-let extra space. Taxes will produce more than rent
- . Same answer. Probably not.
- . Not if they do not need to, if there is other interest, I think it should be sold.
- . Sell when the market firms up and get it on the tax base
- . NO NO NO
- . Unless a buyer can be found with a respectable bid
- . Only if they can make it work as mentioned in first question
- . Make rental prices reasonable for businesses
- . Whatever works for designed use, maybe private control?
- . is there economic value to the city or not
- . Should sell and get property on tax rolls
- . Depends what you do with it

- I don't believe the city should be in charge of Real Estate, unless it is turned into a much needed parking lot for that side of Main Street
- If the costs can be justified, yes, but if you are not breaking even, then no
- As a non city resident I believe the residents should have input as it may or may not be affecting their taxes
- Only if it hires an incubator manager and turns the Wetec into a successful business incubator
- If possible, yes as you work closely with small and new business startups
- The council should stick to running city government, not a business. They all seem to be unable to run a business as evidenced by the sad state of affairs of the city.
- Sell it and let a private company put in apartments
- No, spend the money? Upkeep is very expensive
- No it should be sold or the site prepped for commercial redevelopment. The city should walk away from what will be an increasingly expensive building to maintain.
- No, it is costing tax payers money to operate this building and it is in need of repairs

3. What use would you like to see in the WeTEC building or at that site?

Comments:

- Manufacturing, other companies, private
- Variety – teen activities, daycare, unique shops
- Parking
- Loehrs have a viable business there and wants to buy the building, come to terms with them or another purchaser
- Continue the lampshade business
- Many businesses, open door markets style, music, artist, bike rentals, ice cream, and some businesses that bikers would enjoy stopping & staying for.
- Growing businesses that pay fair wages
- A parking lot/ art park/ Central Park, hub
- 1/2 parking lot, 1/2 park – incorporate Ma Rita Park, make more visually appealing
- Make a family restaurant or a building for kids to play like Fun Zone
- Tear down and put in apartments with new businesses, or SELL IT – let the buyer tear down
- An open building for community to see and tour/what is being developed here
- Small manufacturing
- More manufacturing – creates jobs, use less for warehouse, no jobs

- 1st Parking Lot, then ramp when that side of the street is kicking again
- Sell it to a developer, turn into a mall
- Senior activity center or activity place for 18& under a non-alcohol club
- Light industrial
- Hotel
- Good question but not apartments!
- A multi-mix retail space for local vendors a cultural market drawing on communities outside of NR
- Residential development, parking with event space
- SELL
- Wis. Lighting, to remodel and fix up
- Incubator
- Sell with conditions of using only as commercial value such as small shops for mall space
- Private enterprise on the tax roll
- Parking, or make it look much nicer. So it does not look like a dump. Retail shops in there.
- A town square or parking lot or both
- New businesses, but exterior needs updating to be pleasing
- Retail shopping, parking or condos
- Potential selling of building to potential buyer of retail
- Business
- Thought the apartment idea would have revitalized downtown and I feel that space could be used to spruce up the downtown area if it were operated by the proper entities
- Take it down and put something more presentable up
- Current operation plan continues or housing
- More retail
- Sell to the lamp shade business that has already made purchase offers. How hard of decision is that? Sounds like a no brainer to me!
- Sell the building and let the buyer make that determination. Get it back on the tax roll
- Some type of development – NOT BY THE CITY!
- Apartments
- Shopping mall with small businesses. Would like to see some clothing boutiques downtown. NO MORE ANTIQUES OR SECOND HAND SHOPS...WE HAVE ENOUGH
- Housing/retail combined complex
- Private Development
- I would like to see the property condoized into industrial lofts/apartments. Minneapolis and St. Paul have had much success with converting old commercial properties into apartments or condos. I know the investment would be substantial to convert something like I have mentioned but the increased tax base, increased revenue for downtown businesses and the jobs created would be a plus for the entire city. a good mix of apartments/residential and some office rental spaces would be an excellent idea.

- Parking parking parking
Multifamily housing/retail/office. It would be a 3–5 story building and serve as a downtown anchor. It will provide a node of activity for downtown helping to maintain and increase its vibrancy and viability.
- It could be better used an apartment building or residential complex. Walking distance to downtown, nice segue between commercial and single family residential. I don't think it should be commercial or industrial.
- Small industrial is fine, just privately owned.

Appendix C

Visual Preference Survey Results from Community Conversation 2



Small Area Study Visual Preference Survey

Presented at Community Conversation 2
November 13, 2012
5:00 – 7:00
Community Commons

Results Summary

Building Design



Building Design 1

YES: 17

NO: 11

Comments:

- Carnival type
- Color shape
- Too much variation in design
- Some variety
- They seem to tie together
- Colors are cheesy
- Old looking but colorful
- Colorful
- Color of fronts are appealing
- Consistent frontage
- Looks too archaic
- Colorful but unified
- Too gaudy
- Colorful, inviting
- Gaudy
- Colorful
- Too colorful for a restoration of the downtown
- Keep the flavor of our current
- Variety – like
- Colors a little bright
- Market = No “Gaudy”



Building Design 2

YES: 10

NO: 15

Comments:

- Historic
- Drab
- Plain
- Stark
- Historical
- Historic but not attractive
- Too standalone
- Like the historic feel
- Difference in structure
- Classy
- Old



Building Design 3

YES: 9

NO: 15

Comments:

- Maybe
- Drab
- Too modern
- Varying levels
- Retro
- Contemporary
- Modern yet historic
- Look like a movie set, not a downtown
- Not really
- Old stucco



Building Design 4

YES: 15

NO: 13

Comments:

- Modern
- Modern – Not fitting in NR
- Mix of modern & old
- Modern / clean
- Not inviting
- Cold feeling
- Too modern
- Too modern for downtown
- RF city hall – fits nice next to river
- Very Nice – Style = \$\$



Building Design 5

YES: 12

NO: 13

Comments:

- Great canopy & green space
- Mall type, cold
- Smooth traffic flow
- Like it but wouldn't fit in downtown
- Modern – Not fitting in NR
- Too suburban
- Generic
- Contemporary appealing aesthetically
- Looks inviting
- Too generic
- Too modern
- Modern
- New – Black Iron Railing



Building Design 6

YES: 14

NO: 13

Comments:

- Looks outdated
- Great 2 story
- Maybe
- Drab
- Don't like sign
- More appropriate
- Boring
- Historic
- Old but stark & unappealing
- Too same
- Too archaic
- Needs to be spruced up
- Vintage
- Too much sameness
- Historic – Going to get million dollar renovation
- If you have the old buildings
- Old - rundown



Building Design 7

YES: 20

NO: 8

Comments:

- OK
- Tie together well
- Arched windows & brick
- European feel
- School
- Too consistent
- Like historic
- Too many stories tall
- Perfect
- If you have the old buildings
- Bricks Facade



Building Design 8

YES: 12

NO: 15

Comments:

- Canopy's good
- Color
- OK, like awnings
- Nice façade
- Windows
- Colorful
- Hmm
- Not nice enough
- Cluttered window
- Like canopies
- Don't like the awnings
- Not as much / not horrible
- Consistent fronts
- Too busy / gaudy



Building Design 9

YES: 18

NO: 10

Comments:

- Very inviting
- Good brick work
- Mall type, cold
- Inviting, clean
- Like brickwork
- Nice storefront
- No landscape
- OK, but boring
- Somewhat
- Historic elements
- Too modern
- Newer version of historic
- Not consistent to adjacent buildings
- Brick façade "Regal"



Building Design 10

YES: 21

NO: 6

Comments:

- Clean front, nice design on bottom
- Maybe, friendly
- Flush, uniform
- Tough to tell from pic
- Fits New Richmond
- Doesn't tie together
- Old – historic
- Old charm like plants & big windows
- Welcoming; classic
- Lots of glass & canopy
- With good colors
- Like historic elements
- Love the big windows
- Hard to see clearly
- Crown moldings are nice
- Except lack of consistent restoration
- Glass fronts, moldings



Building Design 11

YES: 11

NO: 15

Comments:

- Nice use of block & brick. Good blend for something new in an old area
- Maybe, friendly
- Generic
- Looks great
- Too much glass
- New & old together
- Neither good nor bad
- Mix of old & new
- Narrow sidewalk
- No awning buildings
- Too informal / cold feeling
- Like the brick
- Not bad just too upscale (new)
- Too modern
- Not digging the tiles
- Clean design – vanilla
- Nice mixture of colors and materials. Stone, brick, black tile, modern style, & signage



Building Design 12

YES: 8

NO: 22

Comments:

- Too bright, carnival
- Lacks continuity
- ? – fascia / awning not compatible
- Too much variation
- Sterile
- Not enough visual interest
- Clean, nice storefronts
- No flow between buildings
- Old but not consistent
- Mix & match
- Too cold
- Too flat
- Too sterile – not inviting
- Looks run – down
- Looks affordable
- Nice way to try to create similar fronts
- Old fashioned



Building Design 13

YES: 16

NO: 12

Comments:

- Looks old
- Bad sign area(s)
- Too much cluster
- ? – fascia / awning not compatible
- OK
- Not enough consistency
- Great architecture
- No consistency
- Like the old but separate look
- Nice architecture & color
- No awnings
- Like varied fronts – feels cozy
- Interesting architecture – don't like the yellow on the one building
- Unorganized – too much going on
- Awnings detract
- Love it. Historic shape & color
- But yellow out of sync
- Awnings out of sync
- Variety – yes
- Not cookie cutter format
- Bad awning!
- Clutter



Building Design 14

YES: 19

NO: 9

Comments:

- Good use of color contrast & angle parking
- Maybe
- Paint looks good
- OK
- A bit better than the last one
- Like colors
- Like the separation of businesses
- Color schematics are bad
- Like 2 story, feels homey, uniform
- Nice windows
- Historic shapes & colors. Eclectic
- Yellow & awnings out of sync
- Part looks fakey
- Clutter

Traffic Calming



Traffic Calming 1

YES:

NO: 30

Comments:

- Too small
- Looks dumpy
- No, Diagonal parking
- Dangerous bump under snow
- Too hard to plow around
- Will get missed
- Island & stop sign no
- Plowing nightmare
- No, no, no!
- Not enough and snow plowing obstacle
- Just a piece of concrete in middle of street!
- Hate



Traffic Calming 2

YES: 19

NO: 6

Comments:

- Like brick on corner look between curb & sidewalk
- Too bleak, too many changes
- OK
- We have some of this
- Like the bump out
- Nice, but not efficient use of space
- Easy to plow
- Open – good visual lines
- Yellow curbs & out reach
- I don't know how much this would do
- Creates a buffer at the corner
- Not sure it works here, however I like it.
- Interesting. Would make right turns backed up, but worth it.
- With proper radii
- Love, stylish, modern



Traffic Calming 3

YES: 27

NO: 5

Comments:

- Love it
- Does little to slow traffic – creates back track
- Classy
- Better visual
- Like the brick carryover
- Brick adds character & draws attention to area
- Bricks
- Like the look – but does it help?
- Yes nice brick works
- But I don't like the walkable signs aesthetically. But they do work.
- Like pavement distinction
- Definitely shows pedestrian crossing
- However, probably costly
- Looks great and should help
- Sets it apart and has nice upscale look
- See Cascade Ave in River Falls
- Attractive
- Brick crosswalk = awesome



Traffic Calming 4

YES: 19

NO: 10

Comments:

- Does little to slow traffic – creates back track
- OK
- I think you lose main parking this way
- Slight bump out looks nice
- Not sure – but like more pedestrian friendly idea – wider space maybe for bike parking
- Brickwork & less intrusive bump out
- Like the look – but does it help?
- Curves in curbs aren't good
- Doesn't do much
- Seems ineffective
- Like separation of sidewalk and traffic
- Maybe easier than #2
- Bricks define peds / vehicles
- Brick looks good
- Brick crosswalk = awesome



Traffic Calming 5

YES: 14

NO: 16

Comments:

- No paint – looks cheap
- Waste of money, logo can't be seen at 40 mph
- But looks dirty
- OK
- Speed bumps?
- OK, but like 3 better
- Elevation
- If kept up on the paint
- Logo seems like a waste of money, only pedestrians would see logo
- Helps people notice pedestrian crossing
- If cost is an issue, but may create more upkeep
- Not as much as the red brick
- City pride. Like red brick #3 more than this (paint could be slippery?)
- Painting does not last (Baraboo)
- Good idea, needs maintenance / updating

Wayfinding / Signage



Wayfinding / Signage 1

YES: 9

NO: 21

Comments:

- Too many signs close by
- Too hard to see
- Hard to see with store sign
- Easy to read / noticeable
- I don't like awnings
- Love directional
- Too much to read
- Doesn't stand out enough. Cheesy graphic
- Parking interspersed with all. Who would see this?
- Looks like part of business sign
- Necessary information, "informative"



Wayfinding / Signage 2

YES: 22

NO: 10

Comments:

- Like the business signs
- Uniformity
- Common theme in line makes hard to read last sign
- Visually appealing
- Too similar, not enough variety
- Can't read when driving
- Common theme but also cluttered – like the size & uniformity
- Uniformity & community sense
- Like the variety of the consistency
- Uniformity is OK
- Common – Pleasing to the eye
- Looks good; but “jumble – y” not all shops should have to have the same
- Oval signage too repetitious
- With not an overload of signs
- Uniform signs, distinct personalities
- Love the signs with uniformity – but still different businesses
- Very attractive
- Sameness with individuality
- Simple, doesn't take from architecture
- Very nice
- Consistent location helps find things
- Where is the sign?
- Nice to have similar signs
- Very “today.” Draws eye to view. Modern “Upper class”



Wayfinding / Signage 3

YES: 14

NO: 16

Comments:

- Parking direction is good. Be nice to be more unique.
- Pole signs too much clutter
- Simple
- OK but not great
- Would like something softer & more personalized to city
- Change is bad
- Won't get noticed
- 2 arrows is confusing
- Most effective
- Simple, easy to pick up in cluttered area
- No pizzazz
- Not green though
- Decent. Could be more designer
- Standard vanilla, but recognizable
- Easy to see
- Can do better
- Simple "To the point" Informative/Helpful



Wayfinding / Signage 4

YES: 16

NO: 15

Comments:

- Too narrow traffic
- Hard to read
- Lot of greens – not welcoming
- Pretty
- Hard to see
- Looks nice but hard to read
- Sidewalk too narrow
- If prominent enough
- Too many swinging signs
- Love the signage – love the flower pots
- Not as much as #2
- Unique
- Hard to read them
- Can't see
- Very “today.” Draws eye to view. Modern “Upper class”



Wayfinding / Signage 5

YES: 19

NO: 12

Comments:

- Like simplicity
- Not so industrial like #3
- Looks good
- Good
- Easy to read
- Would like something softer & more personalized to city
- Step in the right direction, but we can do better
- But jazz them up; have all parking signage the same so folks know what to look for
- Ugly
- Leave off the words
- Getting better. More universal
- P < - Words are not needed
- Too sterile
- Can see
- Simple “To the point” Informative/Helpful



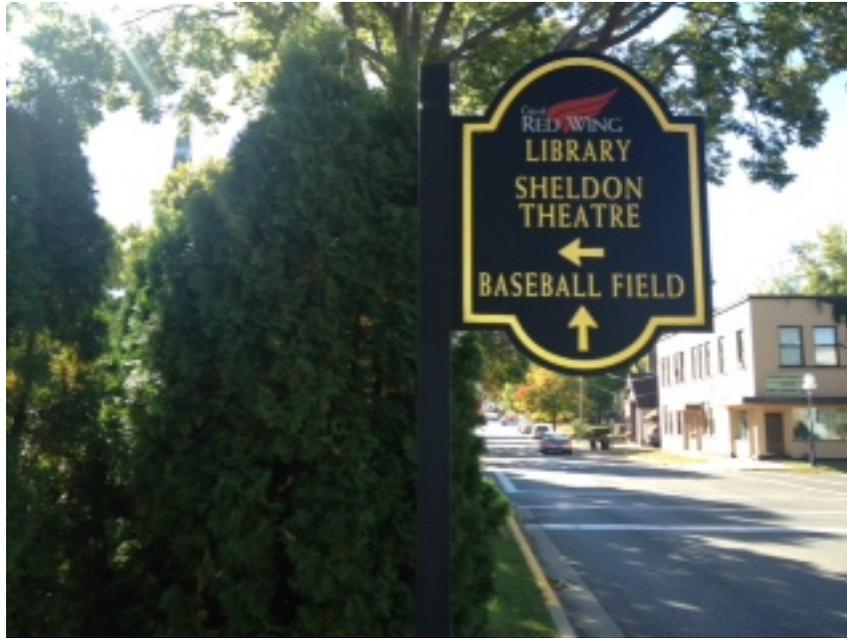
Wayfinding / Signage 6

YES: 21

NO: 10

Comments:

- Too dark. Like universal P
- Nice, but too dark when not sun lit
- Bad contrast, hard to see arrows
- Too small, can't read when moving
- Looks good but may not be advisable
- OK – not great
- Looks classy – tougher to read
- Looks nice
- Blends in with coloring
- Love the combination & unique qualities
- Outdated in today's electronic age
- But jazz them up; have all parking signage the same so folks know what to look for
- If kept up
- Helpful but not cluttered
- Appealing visually – decorative
- Vintage appeal for downtown
- Very sharp & well done
- Too busy
- Like DT St. Paul
- Good idea – only at low speeds
- Can't read
- Too much
- Too small



Wayfinding / Signage 7

YES: 28

NO: 2

Comments:

- Better
- Good arrows, easy to read, nice border
- Looks good and visible
- Classic
- The lettering pops
- Easy to read & looks nice
- Stands out
- Love it too
- But jazz them up; have all parking signage the same so folks know what to look for
- OK signage
- Attractive
- Maybe
- Another well done
- Even better than #6
- Better than #6 – made to be read, not blend in
- Classy
- Nice
- Classy
- Best one so far – very nice
- More decorative. Pretty, stylish. Not your “Plain Jane” street sign



Wayfinding / Signage 8

YES: 6

NO: 22

Comments:

- OK
- OK, back drop must be considered
- Too small to read while driving
- Smaller type
- Too busy
- Too small
- Hard to read
- Print too small
- Hard to read, but good if larger
- Hard to read
- Too big & ugly
- No character
- Too much to read clear and quick
- Too much info to read from car
- Can't read
- Too much
- Too busy
- But not as good as #7
- More decorative. Pretty, stylish. Not your "Plain Jane" street sign



Wayfinding / Signage 9

YES: 13

NO: 15

Comments:

- Eye sore
- Temp. signs OK
- Occasional OK. Not all at same time.
- Parked cars block sign
- Need more of this!
- OK
- Tacky
- Feels European & comfortable
- Not temporary signs
- Looks ugly
- OK ...
- Too much info too hard to read
- But keep neat for individual businesses
- Allow temporary signing
- OK
- Must be taken in at night by building operator/owner. Otherwise No. Do not leave out at night after business hours.



Wayfinding / Signage 10

YES: 1

NO: 30

Comments:

- Too confusing
- Can't see, complicated
- Absolutely not nice for park setting
- Too much unless walking
- Too much info
- Who can read that? Too much info
- Too hard to read
- Too busy
- Too hard to read
- Yuck!
- Yikes, bad, can't read
- Hard to read – should be in park or pedestrian area
- Too busy though it works where it is placed
- Too much info. Too 1980's
- Too much info. Too little contrast
- Can't read
- Too much – too small
- Too much
- Too much!
- Tells a story / history of town



Wayfinding / Signage 11

YES: 25

NO: 4

Comments:

- Nice & clear
- OK, more color, brighter
- It works, but black is icky
- OK, very visible
- Good visual
- Bold & readable
- Not bad but like the more unique qualities of other ones
- Nice, but I find it unnecessary for anyone with a smart phone
- Like the theme
- Easy to read; like the theme concept
- Too many arrows
- Too industrial
- Easy, simple, uniform
- Like the idea. Design could be better
- Lots of info
- Need better colors
- Very clear
- Best
- Pretty good!
- Great sign. Informative



Wayfinding / Signage 12

YES: 18

NO: 12

Comments:

- Nice light. Nice sign. Like idea of three post sign
- OK
- Digital
- For pedestrian info
- There is a need for off – hours information
- Good concept but it looks hard to read and follow
- Pretty & informative
- Too big, cheap looking
- Will get junky if not updated
- Kiosk is OK copper top but not signage
- But we don't have as many tourists to use these
- But only in more pedestrian area, maybe in shopping center
- But, too modern – good concept to incorporate
- Good idea – however, they are never kept up and updated where I have seen them used.
- A couple of these around would be nice.
- Info kiosks for peds
- For certain info
- Good for pedestrian reading
- Not for driving
- Pleasing to eye
- Very nice!



Wayfinding / Signage 13

YES: 19

NO: 11

Comments:

- Too small, should be in mall
- Why bother? Not for New Richmond.
- For pedestrians – map
- Good information – Don't know if it works in NR?
- Good concept but it looks hard to read and follow
- Nice to see whole city to give visitors ideas of other things we offer
- Nice, as long as it's kept up to date
- Good in park at 1st & Knowles
- If placed at strategic points
- Map text isn't good
- But we don't have as many tourists to use these
- Great to have map displayed
- Great idea!
- Incorporate with 12
- For pedestrians only
- Might need changing too often. But combine with #12
- Great kiosk idea. Similar to Mall map – park map people are used to!
- Like city map
- Too small for cars
- Too much
- Great idea – best idea yet. Similar to large mall maps
- Possibly a few – but not the only one!



Wayfinding / Signage 14

YES: 12

NO: 11

Comments:

- Blends with background
- OK
- OK
- OK
- Too set back
- OK – kind of boring
- OK, but not great!
- Favorite. Simple, clean, but designed well.
- OK idea
- Can't see from angle
- Kinda
- OK ?

Landscaping



Landscaping 1

YES: 26

NO: 5

Comments:

- Nice
- Clean
- We need more eye appeal
- Looks good
- Nice presentation
- Overgrown
- Nice to break up hardscape
- Plants, flowers always inviting
- Love flowers & greenery – looks inviting
- Out of peds way
- High maintenance
- Busy
- OK
- Attractive
- Nice. Owners Responsibility? Or cities?



Landscaping 2

YES: 17

NO: 11

Comments:

- Community effort
- Nice plants
- Can't say from close up view
- Floral always good
- Leads to advertising
- Community involvement
- Nice idea
- Get organizations involved
- Group signage
- Like sponsorship
- Hard to see
- Maintenance, space impacts
- Like sponsorships
- If it can be kept up
- Nice but would this fit in NR downtown?



Landscaping 3

YES: 10

NO: 19

Comments:

- Looks abandoned
- Messy looking
- Care?
- Can't see this on main street
- Too much
- Gardeny
- Looks dead
- Good variety
- If kept up
- Like buffer area
- Too overgrown
- Too much?
- Looks unkempt
- Upkeep?
- Too low



Landscaping 4

YES: 27

NO: 2

Comments:

- Like the creation of brick walk in park area, should be done in Marita Park
- Nice small space – needs shade / bench
- Attractive
- Well kept
- Like the plaque tie in to community and large urn and path
- Clean & simple
- Nice limestone steps furniture or planter is good
- If kept up
- Nicely done
- Looks nice
- Does not interfere with peds / vehicles parking etc.
- Upkeep?
- Too much maintenance
- Very nice!
- Great idea where needed



Landscaping 5

YES: 17

NO: 12

Comments:

- Trees block views of signs on building
- Better than nothing
- Block signs?
- Like trees
- Sure it's nice
- Hard to plow around
- Like the idea, but grass look unkempt
- Trees are always acceptable
- I like trees. The groundcover could be bricks.
- Hard to see around when pulling out of driveway
- Idea good, base needs work
- Multi use – trees, traffic, storm water
- Generic – no creative look
- Nice way to help traffic
- Loss of parking spots? Not pretty



Landscaping 6

YES: 23

NO: 11

Comments:

- Will collect trash
- Not sure how on Knowles Ave though
- Blends with background
- Needs height
- Upkeep?
- Breaks up hardscape
- Nice to look at
- Simple but pretty
- Lots of bushes & good for rain run off
- Nice buffer in area where there is no sidewalk
- Neat & clean
- Again, like everything in this photo
- Off ped / vehicles R/W
- Like green in front of buildings
- Upkeep?
- Breaks up buildings
- Not pretty

Sidewalk / Trees / Streetlights



Sidewalks / Trees / Streetlights 1

YES: 9

NO: 19

Comments:

- OK street light
- OK
- Don't like lights
- Sort of vintage
- OK
- OK
- Boring
- Boring
- Street lights too tall
- Needs a cover
- Historic
- Nice – plain
- Black street lights = good



Sidewalks / Trees / Streetlights 2

YES: 18

NO: 10

Comments:

- OK
- Overgrown
- Not practical – trees too big
- Like trees
- Blocks business
- Like the trees
- OK
- Homey
- Ugly trees
- Smaller trees
- Trees in sidewalk are inviting. Provides shade for pedestrians walking / sitting.
- Trees too big
- Ped impacts
- Like trees on sidewalk
- Kinda
- Trees = good...but cover building signage?



Sidewalks / Trees / Streetlights 3

YES: 1

NO: 26

Comments:

- Bike racks needed
- Bikes by trees
- Ped / vehicle impacts
- Need bike parking area



Sidewalks / Trees / Streetlights 4

YES: 14

NO: 13

Comments:

- Don't like sidewalk
- May be problem with ice
- Tacky machines
- Like paver idea
- OK – No to machines
- Clean & handy
- OK
- I like pavers
- Will it last as long?
- Nice, simple, cheap design
- Great to have mail drop boxes & paper pickup



Sidewalks / Trees / Streetlights 5

YES: 24

NO: 6

Comments:

- OK, not worth doing
- Love it – graphic & unexpected
- Hate walking on those grates, over time they never stay flat
- Good run off & tree
- Small trees – Remove & transplant when grown
- Multi – purpose – expandable?
- Need drainage around trees
- Too skimpy on flowers
- Breaks up cement
- Pretty



Sidewalks / Trees / Streetlights 6

YES: 19

NO: 8

Comments:

- OK, like brick better
- Too busy looking
- Expensive?
- Like design element
- Would like other sort of paver but nice idea
- Still dangerous
- Like smaller bricks more
- Highlights ped crossing
- Rather have green plants
- Does not offer that much
- Nice use of blocks / bricks
- Very nice – all of it



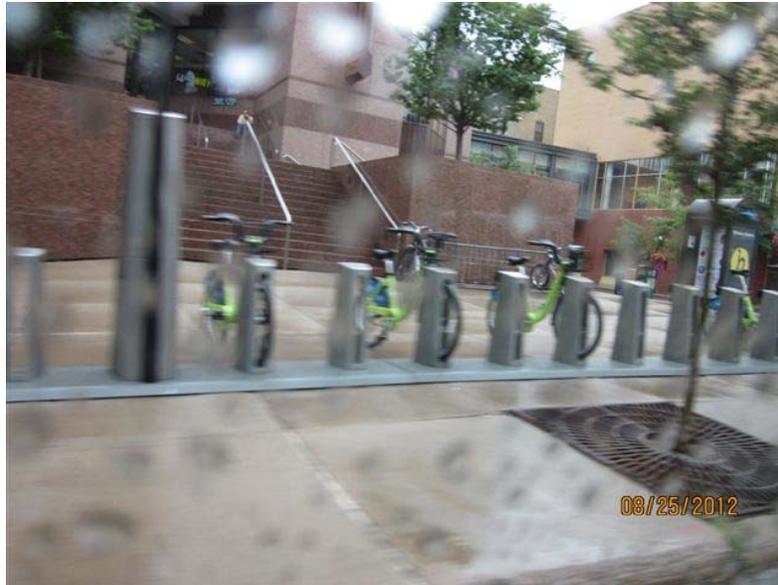
Sidewalks / Trees / Streetlights 7

YES: 26

NO: 3

Comments:

- Like space created around bench
- OK
- Nice
- Looks good
- Nice!
- Benches are great
- Inviting
- Downtown needs more benches
- Out of ped's way
- Like benches
- Very nice!
- Nice bench, bike parking outlined/decorative sidewalk



Sidewalks / Trees / Streetlights 8

YES: 21

NO: 10

Comments:

- Yes, do public bike town
- Try the bike idea, little cost
- Doesn't work for small towns
- How big a need for bikes? Theft?
- Cool
- Why not! If not too much \$\$
- Bike racks take up too much space!
- But we need bike lanes first
- Not for NR
- However, we aren't allowed bikes on Knowles
- Bike traffic – good
- Idea is good
- Good idea!
- At public building very nice bike park area

Public Art



Public Art 1

YES: 19

NO: 9

Comments:

- Paint on buildings: what happens when picture is worn out?
- Nice
- Be careful
- Murals are good if done well
- Murals are great!
- Like the individuality & creativity!
- Mural too modern
- City pride / history
- Love it – adds character
- When done right
- In the right spot
- Like murals
- Mural good – but not that one
- Breaks up wall
- Pleasing to eye, not gaudy, advertise city/history/attractions



Public Art 2

YES: 18

NO: 13

Comments:

- Draws eye to it
- Who picks art?
- Cultural
- Metal sculpture OK
- Like that it's in gathering area
- Too modern of art
- Like base, but not art. Too modern
- Nice concept – not nice art
- But not modern art
- Public art good but not that



Public Art 3

YES: 10

NO: 17

Comments:

- Kids will play on
- Hopefully not permanent
- Fun
- Maybe if it would provide a theme it might work
- Funky!
- Whatever art is chosen; keep it to a theme
- Only that it's tied into theme
- ?
- Bad art
- Weird
- Like it tied to community
- Horrible



Public Art 4

YES: 25

NO: 4

Comments:

- Good use of flat space
- If carefully done
- Classic mural on old building – great!
- I like the painting
- Not really
- If you have a blank wall
- Painting yes, fountain no
- Bad art
- OK
- Nice



Public Art 5

YES: 13

NO: 14

Comments:

- Not a bad idea, just not this style of art
- Fair – not finished
- Doesn't fit
- Spices up an otherwise boring wall
- More painting ☺
- Needs to be kept up
- Kind of cheesy
- But left up to business / building owner
- If you have a blank wall on a side street
- Bad art – I like public art, but choice is very important
- OK
- If building has at time of new purchase or lease who is responsible for new paint? Update?

Gathering Places



Gathering Places 1

YES: 22

NO: 6

Comments:

- Great for Marita
- OK farmers market
- With a good location
- Covered area is nice with a lot of open space
- Bare, but if shelter at a park it is ok
- Bright, open, new – looking
- It's nice
- Like the red; easy to find
- Multiple use
- We need a downtown farmers market during the week
- WeTEC site
- If it fits with city overall décor
- Don't like shelter
- Nice
- Great idea for train depot downtown park



Gathering Places 2

YES: 17

NO: 11

Comments:

- Yes, but too tall
- OK city park dull not
- With a good location
- Shelters are important
- OK gazebo in city center area could have some roof & iron work as signage & city map kiosk
- Too big
- It's OK
- OK – boring
- Structures are drug spots
- Not the big roof
- Even better look than #1
- These seem to attract people more than big space
- Barren
- Good near library
- Again, downtown park with shelter



Gathering Places 3

YES: 19

NO: 8

Comments:

- OK, like dimensional creation
- Hard to find
- Can't really see
- OK
- Small size, probably affordable
- Nice
- Small & intimate; like the park feel
- Safe places
- I like the smaller options (with some bigger gathering places too)
- Love the Greenspace
- Gazebos add a vintage appeal
- Not as much. Gazebo too small to be effective?
- Little small?
- Greenery
- Downtown park with shelter



Gathering Places 4

YES: 15

NO: 9

Comments:

- Yes, but not too pretty
- Maybe could work
- Maybe
- OK
- In the right spot
- Might not work in NR
- OK
- Not very nice, but I like outside seating
- OK if more permanent & doesn't interfere with pedestrians
- But kept clean
- Need downtown outside places to eat
- Too alleyish
- Looks like an alley, which is not always bad
- Needs to be neat
- Friendly area
- Good for summer use only



Gathering Places 5

YES: 17

NO: 11

Comments:

- Safe from street traffic. Could be confused as bus stop
- Location?
- Not overly appealing
- Nice! Hardscape but soft & appealing
- Like the concept; but not the design
- Looks nice, but what to gather on?
- Very nice
- Patterns designate use. Peds not interfered with
- Bleak
- Barren
- Depends on where
- OK



Gathering Places 6

YES: 6

NO: 20

Comments:

- Fair
- Maybe
- OK
- Too park-y
- Outdated
- Feels like a national park
- Looks like bus stop
- Dual purpose – signs & seats
- Too up north themed
- Simple
- Hokey
- No class
- Signs not good



Gathering Places 7

YES: 16

NO: 12

Comments:

- As a meeting place
- Charming
- Nice
- Classic & historical
- Gathering?
- Nice in right spot
- Would be awesome, but where in NR?



Gathering Places 8

YES: 21

NO: 5

Comments:

- Clock towers divert driver's eyes. Time is always wrong.
- As a meeting place
- Nice feel if it is tied into the streetlight design
- Charming
- Nice
- Classic & historical
- Gazebo!
- Gazebo & clock is great idea. Clock cannot use electric though.
- No it makes sense
- Goes with old fashioned lights
- Nice in right spot
- Cozy

Appendix D

Action Cards

Destination New Richmond

Purpose:

Increase market area and overall consumer demand by building the destination character. Develop and implement a marketing program for the downtown New Richmond area. Key findings of this study showed that respondents would like to see combined events in the downtown area to include a midweek farmer's market, outdoor concerts and movies, and art galleries. By combining these events with events held by shops in the downtown area, foot traffic will increase. Events of this nature could be held in Glover Park and programming it for regular weekly events.

Funding:

Public and private funding

Action Steps and Time Line:

2013

- Gain City Council approval to utilize Glover Park as New Richmond's destination for community events.

2014

- Implement first year of public engagement projects with a kickoff event held in January of 2014



Downtown Business District

Purpose:

Create a mix of active downtown business owners and key stakeholders who set a course for business development, retention, development, design and strategic planning elements for the New Richmond Downtown.

Funding:

Funding for the Downtown Business District include the following: Membership fees, City Funds, Business Improvement Dollars through Community Development, Main Street USA and Regional Business Funds.

Action Steps and Time Line:

2013

- Creation of the Downtown Business District (DBD) and solicitation of membership
- Test parklet program
- Creation of 2014 Budget
- Creation of 2014-2016 project goals and incentives

2014

- Allocation of \$30,000 of project improvement funds for downtown improvements
- Allocation of funds for downtown design and aesthetic improvements
- Development of quarterly DBD meetings

2015

- Allocation of \$60,000 of project improvement funds for downtown improvements with at least 50% coming from outside sources or grants
- Development of quarterly DBD meetings



Diversify the business

Purpose:

Develop a strategy to promote and draw retailers to the New Richmond downtown area to enhance the existing business mix.

Funding:

Community Development block grants, main street USA, regional business fund, city downtown improvement incentives. Working with existing business owners to attract .

Action Steps and Time Line:

2013

- Identify groups to develop market plan (i.e. landlords, chamber, BID, etc.)
- Conduct meeting to develop plan

2014

- Implement the plan



Community Events

Purpose:

Develop and organize community events that bring people to Glover Park – midweek farmer's markets, outdoor movies, concerts, art galleries and other events.

Funding:

City and Chamber

Action Steps and Time Line:

2013

- Gain City Council approval to utilize Glover Park as New Richmond's destination location for community events

- Create a group to plan community events (i.e. Chamber, downtown businesses and residents)

2014

- Implement first year of community events projects with a kickoff event held in January 2014.



Downtown Streetscape

Purpose:

To replace the missing trees on Knowles in a manner consistent with a plan for all of the in ground planting areas. This will entail the removal of an existing dead tree to determine methods, costs, and future usage options.

Funding:

Initial trial process for first tree removal and replacement to be performed by City crews to develop a total budget for the use of the inground planters. Upon determination of total budget grant funds combined with a city commitment in 2013 to fund in the 2014 budget.

Action Steps and Time Line:

2013

- Remove a dead tree from Knowles Avenue documenting project requirements and options for reuse of in ground planter.
- Develop a plan for the use of the planters and creation of green elements on Knowles Ave. to be adopted by Council
- Apply for DNR Forestry Grant

2014

- Implement the replacement of the trees on Knowles Ave.



Wayfinding

Purpose:

Increase awareness of the location and availability of public amenities within the downtown New Richmond area.

Funding:

General obligation debt through a line item on the annual budget. Other possibilities could include Main Street grants, business improvement district, Chamber and WIDOT grants. Initial investment of \$10,000.

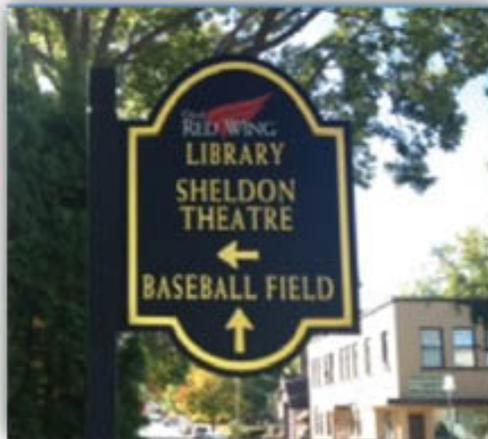
Action Steps and Time Line:

2013

- Gain City Council approval on the 2014 Wayfinding Project
- Identify location of wayfinding signage and kiosk
- Create a budget
- Develop a signage concept that works with existing structures
- Create construction document for design of wayfinding signage
- Provide community buy in opportunities and education of importance
- Council approval on 2014 Wayfinding budget, determine phasing of project

2014

- Determine how these enhancements fit in with larger scope
- Plan approval by City Council
- Install signage identifying public amenities
- Create wayfinding event with Chamber and downtown businesses to showcase signage



Parking

Purpose:

Increase awareness of the location and availability of public parking within the downtown New Richmond area.

Funding:

Funding to provide needed signage improvements would most likely involve general obligation debt through a line item on the annual budget.

Action Steps and Time Line:

2013

- Construct a map and provide on various websites as well as distributing at the City Civic Center, Chamber of Commerce, and downtown businesses
- Determine Budget

2014

- Determine how these enhancements fit in with larger scope
- Install signage directing motorists to public parking spaces
- Identifying public parking lots as a component of the wayfinding elements



Pedestrian Safety / Traffic Calming

Purpose:

Install bumpouts and crosswalk enhancements at signalized intersections to safely and comfortably overcome the effect of a high volume of motor vehicle traffic on pedestrian movements.

Funding:

Funding to facilitate needed pedestrian and traffic calming improvements would most likely involve both debt and grants. Debt funding could be through the State Trust Fund, bonding or creation of a TIF district. Grant programs include Safe Routes to Schools, WisDOT and WNDR Grants.

Action Steps and Time Line:

2013

1. Create Mission or Purpose Statement
2. Evaluate if these amenities fit within a larger project context
3. Determine Budget
4. Explore Funding Opportunities
 - Grants
 - TIF
 - General Obligation Debt

2014

- Determine how these enhancements fit in with larger scope
- Determine if future projects can spring from this one



Pedestrian and Bicycle Circulation

Purpose:

Create a network of walking and cycling routes, that offer functional alternatives to automobile travel, that connect the downtown area with a north-south and east-west bicycle and pedestrian network, creating opportunities for exercise, recreation, and community connectedness in cooperation with parks master plan

Funding:

Funding to facilitate needed pedestrian and traffic calming improvements would most likely involve both debt and grants. Debt funding could be through the State Trust Fund, bonding or creation of a TIF district. Grant programs include Safe Routes to Schools, WisDOT and WNDR Grants.

Action Steps and Time Line:

2013

1. Create Mission or Purpose Statement
2. Evaluate if these amenities fit within a larger project context
3. Walking and cycling audits performed by staff and community
4. Determine location and design
5. Determine Budget
6. Explore Funding Opportunities
 - Grants
 - TIF
 - General Obligation Debt

2014

- Determine how these enhancements fit in with larger scope
- Determine if future projects can spring from this one



Ordinance development for Building Designs

Purpose:

Promote signage and building improvement that are carried out in a manner that represents the historical traits of the downtown through the development of historic overlay ordinances in the study area.

Funding:

Funding possibilities for a staff project or consultant driven project may exist with the community development area of WEDC or this may be done internally

Action Steps and Time Line:

2013

- Establish project outline and ad hoc committee to provide input and feedback on elements of design, district, and ordinance draft(s). Ad hoc group to be Historic Preservation Commission, Property Owners, Plan Commission Members or some combination that enlists input and direction.
- In house staff project.
- Apply for grants to develop form based code in the downtown study area.

2014

- Establish Form based code for the Historic Downtown District



WeTec - City Operated Building

Purpose:

Bring building up to full potential as successful business incubator.

Funding:

Debt funding could be through the State Trust Fund, bonding or creation of a TIF district. Grant programs including the USDA RED grant or WEDC Community Development Block Grants.

Action Steps and Time Line:

2013

1. Create Mission or Purpose Statement
 - Set up budget
 - Set five and ten year sustainability goals
2. Building Updates
 - Obtain funding/grants
 - Expedite roof & exterior façade work
3. Determine Staffing
 - Marketing plan
 - Create goal path for existing businesses

2014

1. Allocate profits back into business development projects
2. See new business(s) transition to business & tech parks



WeTec - Privately Owned Industrial Use

Purpose:

Achieve a successful transition of the building to private ownership.

Funding:

General Fund. Cost of providing another RFP for sale of WeTEC building would be minimal. There may also be relocation costs in assisting tenants with transition

Action Steps and Time Line:

2013

- Determine target building price through appraisal process
- Determine type of use desired for building
- Issue an RFP to sell the building

2014

- Allocate sale proceeds towards economic development purposes.



WeTec - Privately Owned Mixed Use

Purpose:

Work with new owner/developer to achieve balance of uses for the site that is beneficial to surrounding neighborhood and addresses a need in the community.

Funding:

Cost of providing another RFP for sale of WeTEC building would be minimal. General Fund would be reimbursed from sale proceeds. There may also be relocation costs in assisting tenants with transition.

Action Steps and Time Line:

2013

- Determine target building price through appraisal process
- Determine type of use desired for building
- Issue an RFP to sell the building
- Work with tenants to transition to new locations

2014

- Allocate sale proceeds towards economic development purposes.



Appendix E

New Richmond City Ordinances Sec. 121-134

Sec. 121-134. - C-2 Central Business District.

(a)

Purpose. The C-2 District is intended to provide appropriate regulations to ensure the compatibility of the diverse uses typical of the downtown area without inhibiting the potential for maximum development of commercial, cultural, entertainment and other activities which contribute to its role as the heart of the City. Specifically, this district is intended as a shopping center, depending primarily upon pedestrian traffic from the surrounding municipal parking lots provided by the City.

(b)

Permitted uses.

(1)

Retail stores and shops.

(2)

Business, professional or public service offices.

(3)

Dental or medical clinics.

(4)

Private lodges and clubs.

(5)

Public administrative office and public service building.

(6)

Appliance and apparel repair shop.

(7)

Tavern and cocktail lounges.

(8)

Bowling alleys.

(9)

Banks and financial institutions.

(10)

Radio and television broadcasting stations excluding towers and relay equipment.

(11)

Clinics.

(12)

Hotels, motels and inns.

(13)

Barbershops and beauty shops.

(14) Tanning salons.

(15) Video sales/rental outlets.

(16) Theaters and playhouses.

(17) Retail/service establishments.

(18) Convenience stores.

(c)

Accessory building limitations. An accessory building shall be used only for the following purposes:

(1) Garage for storage of vehicles used in conjunction with the operation of the business.

(2) Any other structure or use normally accessory to the above uses.

(d)

Conditional uses.

(1) Rental apartments as a secondary use of a commercial building not located on the primary floor, provided that the off-street parking requirements as prescribed in this article for multiple-family dwellings are provided.

(2) Beer gardens.

(e)

Area requirements.

(1) Maximum building height:
a. Principal building: 75 feet.
b. Accessory building: 40 feet.

(2) Minimum side yard: None.

(3) Minimum front yard: None.

(4)

Minimum rear yard: None.

There shall be no minimum rear yard in the central business district.

However, each business shall provide a loading or delivery zone such that truck deliveries or pickups shall not block or impede the flow of traffic on any of the streets or alleys of the City.

(5)

Minimum lot width: None.

(6)

Minimum lot area: None.

(Code 1994, § 13-1-46; Ord. No. 419, 5-25-2010)

Appendix F

New Richmond City Ordinances Sec. 121-157

Sec. 121-57. - Generally Non Conforming Use.

- (a) The lawful nonconforming use of a structure or land, including but not limited to fences, parking and zoning setbacks existing at the time of the adoption or amendment of this article may be continued although the use does not conform with the provisions of this article. However, only that portion of the land in actual use may be so continued and the structure may not be extended, enlarged, reconstructed, substituted, moved or structurally altered except when required to do so by law or order or so as to comply with the provisions of this article.
- (b) If no structural alterations are made, a nonconforming use of a building may be changed to any use permitted in the same use district as that in which the use existing is permitted according to the provisions of this article; provided when a use district is changed, any existing, nonconforming use in such changed district may be continued or changed to a use permitted in the same use district as that in which the existing use is permitted; provided all other regulations governing the new use are complied with.
- (c) Substitution of new equipment may be permitted by the Board of Zoning Appeals if such equipment will reduce the incompatibility of the nonconforming use with the neighboring uses.

(Code 1994, § 13-1-100)

Appendix G

Sign Guidelines

The following is a summary of the information from the “City of New Richmond Downtown Design Guideline” study. This study was prepared by Vierbicher Associates for the New Richmond Historic Preservation Commission.

Traditional Signage

Signage – Existing Characteristics: The basic function of a sign is to easily identify a business so customers can effortlessly find them. It is important that signs maintain a positive image of the downtown and also the business itself. It is also necessary to preserve the safety and welfare of the public by insuring the signs are well maintained and properly installed.

We currently have municipal ordinances that regulate the size, scale, location and lighting of signs for commercial buildings. A copy of this ordinance and can be found in below.

Currently signs in the downtown exist in many colors, sizes, material type and styles. They are allowed on any and all building facades. The number and size of signs are regulated by local ordinances and vary widely from complimenting the architectural style of the building to others that incorporate a more contemporary look.

Signage – Guidelines: Signs should be placed in locations that compliment the architecture of the building rather than detract from it. Below are few options and suggestions:

- The placement of signs should be coordinated with adjacent storefronts to avoid visual confusion.
- Avoid large plastic signs and oversized signs.
- Avoid placing signs that obscure building details.
- Sign lettering should be simple and clear for the easiest readability.
- Try to compliment color and material of the sign with building colors.
- Select colors which provided a good contrast between the letters and the background.
- Consider the sign as the first impression of the business.
- Consider the sign as an important business investment and order quality materials and design.
- Consider the entire storefront as the “business card”.
- Avoid excessive signage that may complete against one another making it ineffective.

The existing City of New Richmond Sign Ordinance (Section 13-1-40 through Section 13-1-153 is a good overall ordinance for the City as a whole. However, there may be signs acceptable in other parts of the City that are not appropriate in the downtown. Likewise there may be signs acceptable or even preferred downtown that may be problematic elsewhere. To promote more appropriate signage downtown an “Overlay District” (We now have one but it’s outside the study parameters) can be a useful tool to tailor requirements to targeted areas.

For the New Richmond Downtown area it is recommended that a “Historic Overlay District” be created. The requirements of this district can include special signage requirements and permitting and can also be expanded in the future as the City wishes to expand its responsibility. Additional regulations can include such items as awnings, paint colors, or appropriate building façade materials to more closely follow and encourage the downtown design guidelines.

Because of the diversity of the project study area – an area that includes both the traditional downtown development pattern and the traditional residential development pattern – it is recommended that these distinct differences should be recognized and regulated respectively with, for example, sub-districts or other differentiating means.

To enable the creating of an “Historic Overlay District” the existing sign ordinance can be modified as follows: Specific Sign Ordinance Recommendations:

1. Section 121-372 Permits. Item (d) Variances, add the words **unless application for a Historical Overlay District Sign Permit** after the (5) working day requirement.
2. Section 121-376 Prohibited Signs. Change the sentence **The following signs shall be prohibited within the City: to The following signs shall be prohibited within the City unless approved by the Historical Review Committee for use in the Historical Overlay District.**
3. Section 121-377 Signs Not Requiring a Permit. Change (a) to **(a) Historical District Sign.** All signs within the Historical Overlay District require a permit.
4. Section 121-379 Construction.
 - Change (c) to **No sign unless approved by the Historic Preservation Commission shall be....**
 - **Add unless permitted otherwise by the Historic Preservation Commission to** (a), (b), (d), and (e).
5. Section 121-381 Design Requirements. Add an opening paragraph that states **“Only for signs not located within the Historical Overlay District.”**
6. Section 121-382 Signs Permitted by Zoning District. Add (e) Historical Overlay District. Add requirements for approval and any other desired specifications.

In addition, to minimize the disruption in the transition to new regulations, a “sunset clause” should be included. This can be delineated in either the existing ordinance, the new overlay district or in both. A “sunset clause” allows the initial “grandfathering” or acceptance of existing signage or other regulated item within the district but dictates a specific timeline, such as 5,10 or 15 years, where at the end of such period the item would no longer be acceptable and would have to be replaced.

This clause can also work with other regulatory tools such as language dictation adherence to new ordinance requirements if the item is severely damaged (beyond a specified threshold) or destroyed.

Following are some examples of signs appropriate for the downtown traditional commercial area.

(insert pictures at back of Guidelines Study book)

Existing City Ordinances (signs)

Sec. 121-381 Design Requirements. (EXERPT)

(a) *Ground signs.*

(1) *Clearance.* A ground sign, any part of which is closer than 30 feet to a public right-of-way shall have a minimum vertical clearance of ten feet between the bottom of the sign and the grade at the right-of-way line or shall not be more than 2.5 feet in height. If the sign projects over a parking lot or driveway where there is vehicular traffic, the sign must have a vertical clearance of 14.5 feet from bottom of sign to grade. No ground sign shall encroach upon or over any part of any public right-of-way.

(2) *Height.* Ground signs shall have a maximum height of 35 feet measured from top of sign to grade at the closest point of the right-of-way.

(b) *Wall signs.*

(1) *Height.* The top of a wall sign shall not be higher than the building upon which it is placed.

(2) *Projection.* Projection from a wall shall not exceed 12 inches.

(c) *Projecting/canopy signs.*

(1) *Clearance.* All projecting and canopy signs shall maintain a minimum vertical distance of eight feet from bottom of sign to grade.

(2) *Height.* The top of a projecting sign shall not be higher than the building upon which it is placed.

(3) *Projection.* Projecting signs shall not exceed further than ten feet from the building to which they are attached. No projecting sign shall encroach upon or over any part of any public right-of-way. Canopy signs shall not extend further than the canopy.

(d) *Roof signs.*

(1) *Clearance.* A minimum vertical distance of three feet must be maintained between the bottom of the sign and roof.

(2) *Height.* A roof sign shall not extend more than 18 feet above the highest point of the roof on which it is placed and the height of the building plus the sign shall not exceed the maximum allowable height for buildings in the applicable zoning district.

(3) *Construction.* Roof signs and their supports shall be constructed entirely of noncombustible construction.

(e) *Awning signs.*

(1) May be illuminated or nonilluminated.

(2) Clearance, projection, encroachment.

(3) Sign area shall be cubed off and computed as per Section 121-371, Area of copy.

(f) *Off-premises signs.*

(1) Off-premises signs requiring a sign permit shall not be allowed in any agricultural, central business district, conservancy, residential or planned unit development zoning district.

(2) Off-premises signs shall meet the applicable requirements of Subsections (a) through (d) of this section.

(Code 1994, § 13-1-152)

Sec. 121-382. Signs permitted by zoning district.

(b) *Central Business District.*

(1) *Exempt signs.* Signs not requiring a permit as listed in Section 121-377.

(2) *Ground signs.*

a. *Area.* A maximum area of 100 square feet per sign.

b. *Height.* A maximum height of 25 feet.

c. *Number.* Two ground signs may be permitted per business per street frontage provided that a spacing of 50 feet between signs for the same business must be maintained.

(3) *Wall signs.*

a. *Area.* The total area of signs on a wall shall not exceed four square feet for each lineal foot of building wall to which the signs are attached with a maximum of 200 square feet per sign.

b. *Height.* A maximum height of 20 feet.

c. *Number.* A maximum of three signs shall be permitted per business per wall. In counting the number of signs, projecting and canopy signs shall be included.

(4) *Projecting signs.*

a. *Area.* The total area of a projecting sign shall not exceed 50 square feet.

b. *Height.* A maximum height of 20 feet.

c. *Number.* A maximum of two projecting signs may be permitted per business per street frontage provided that a spacing of 50 feet between the signs for the same business must be maintained.

(5) *Roof signs.*

a. *Area.* The maximum total area of a roof sign shall not exceed 100 square feet.

b. *Height.* In accordance with Section 121-381(d)(2).

c. *Number.* A maximum of one roof sign shall be allowed per building.

(6) *Off-premises signs.* Off-premises signs requiring a sign permit shall not be located within the central business district.

(7) *Shared entrances.* Where two or more businesses share the same space or share a single entrance, these two businesses shall be treated as one business for the purpose of this article.

Appendix H

C-2 Central Business District

Sec. 121-134. - C-2 Central Business District.

(a)*Purpose.* The C-2 District is intended to provide appropriate regulations to ensure the compatibility of the diverse uses typical of the downtown area without inhibiting the potential for maximum development of commercial, cultural, entertainment and other activities which contribute to its role as the heart of the City. Specifically, this district is intended as a shopping center, depending primarily upon pedestrian traffic from the surrounding municipal parking lots provided by the City.

(b)*Permitted uses.*

- (1) Retail stores and shops.
- (2) Business, professional or public service offices.
- (3) Dental or medical clinics.
- (4) Private lodges and clubs.
- (5) Public administrative office and public service building.
- (6) Appliance and apparel repair shop.
- (7) Tavern and cocktail lounges.
- (8) Bowling alleys.
- (9) Banks and financial institutions.
- (10) Radio and television broadcasting stations excluding towers and relay equipment.
- (11) Clinics.
- (12) Hotels, motels and inns.
- (13) Barbershops and beauty shops.
- (14) Tanning salons.
- (15) Video sales/rental outlets.
- (16) Theaters and playhouses.
- (17) Retail/service establishments.
- (18) Convenience stores.

(c)*Accessory building limitations.* An accessory building shall be used only for the following purposes:

- (1) Garage for storage of vehicles used in conjunction with the operation of the business.
- (2) Any other structure or use normally accessory to the above uses.

(d)*Conditional uses.*

- (1) Rental apartments as a secondary use of a commercial building not located on the primary floor, provided that the off-street parking

requirements as prescribed in this article for multiple-family dwellings are provided.

(2) Beer gardens.

(e) Area requirements.

(1) Maximum building height:

a. Principal building: 75 feet.

b. Accessory building: 40 feet.

(2) Minimum side yard: None.

(3) Minimum front yard: None.

(4) Minimum rear yard: None.

There shall be no minimum rear yard in the central business district.

However, each business shall provide a loading or delivery zone such that truck deliveries or pickups shall not block or impede the flow of traffic on any of the streets or alleys of the City.

(5) Minimum lot width: None.

(6) Minimum lot area: None.

(Code 1994, § 13-1-46; Ord. No. 419, 5-25-2010)

Appendix I

Past Studies

Past Studies:

1. *The St. Croix Valley Development Design Study*
Prepared for the Metropolitan Council
Prepared by Calthorpe Associates
January, 2000
Page 22
2. *Building Preservation Guidelines*
Historic Preservation Commission
City of New Richmond
Compiled by Tom Blanck Architect
July 2000
3. *City of New Richmond*
Downtown Design Guidelines
Prepared for Historic Preservation Community
Prepared by Vierbicher Associates, Inc.
August 4, 2003
4. *Tax Increment Financing District No 9*
Report of Inspection Procedures and Results For Determining Qualifications
Prepared by Ehlers
May 23, 2008
5. Redevelopment Design Standards, TIF No. 9, New Richmond, WI
Prepared by LHB, INC.
May 23, 2008
6. *Plan Implementation Guide for West Central Wisconsin*
Regional Comprehensive Planning Project
Milestone Report #3
June 2010
Prepared by West Central Wisconsin Regional Planning Commission, see p 8

Appendix J

Tax Incremental Financing District #9

**City of New Richmond
Tax Incremental Financing (TIF) District #9
Redevelopment Stimulus**

TIF District 9 was established by the City June 2008. The District was established as a Rehabilitation & Conservation District as allowed under state statute 66.1337(2m)

At the time the district was created two reports were completed to meet State Statutes. The reports are: 1.) A TIF Plan Dated June 2008 completed by Ehlers & Associates, Inc., and 2.) An Inspection Procedures and Results for Determining Qualifications of a Tax Incremental Financing District Report dated May 2008. For purposes of this policy the TIF Plan establishes the budget items that are able to be funded and the Inspection Report establishes the Rehabilitation District condition, direction, and goals. The Rehabilitation District encourages the replacement of the turn of the century houses with new structures designed for the appropriate uses, such as commercial facilities on Knowles Ave and 4th street and modern housings on 5th street. Remodeling is not considered eligible for the Rehabilitation District qualifications.

The following establish the stimulus policy for funding available for private sector projects within the district, how the funding is provided, when the funding is provided, and what items are eligible for funding. The funding is available for all private sector projects conducted within the district on an equal basis provided prior City Council is obtained and the goals of the Rehabilitation occur.

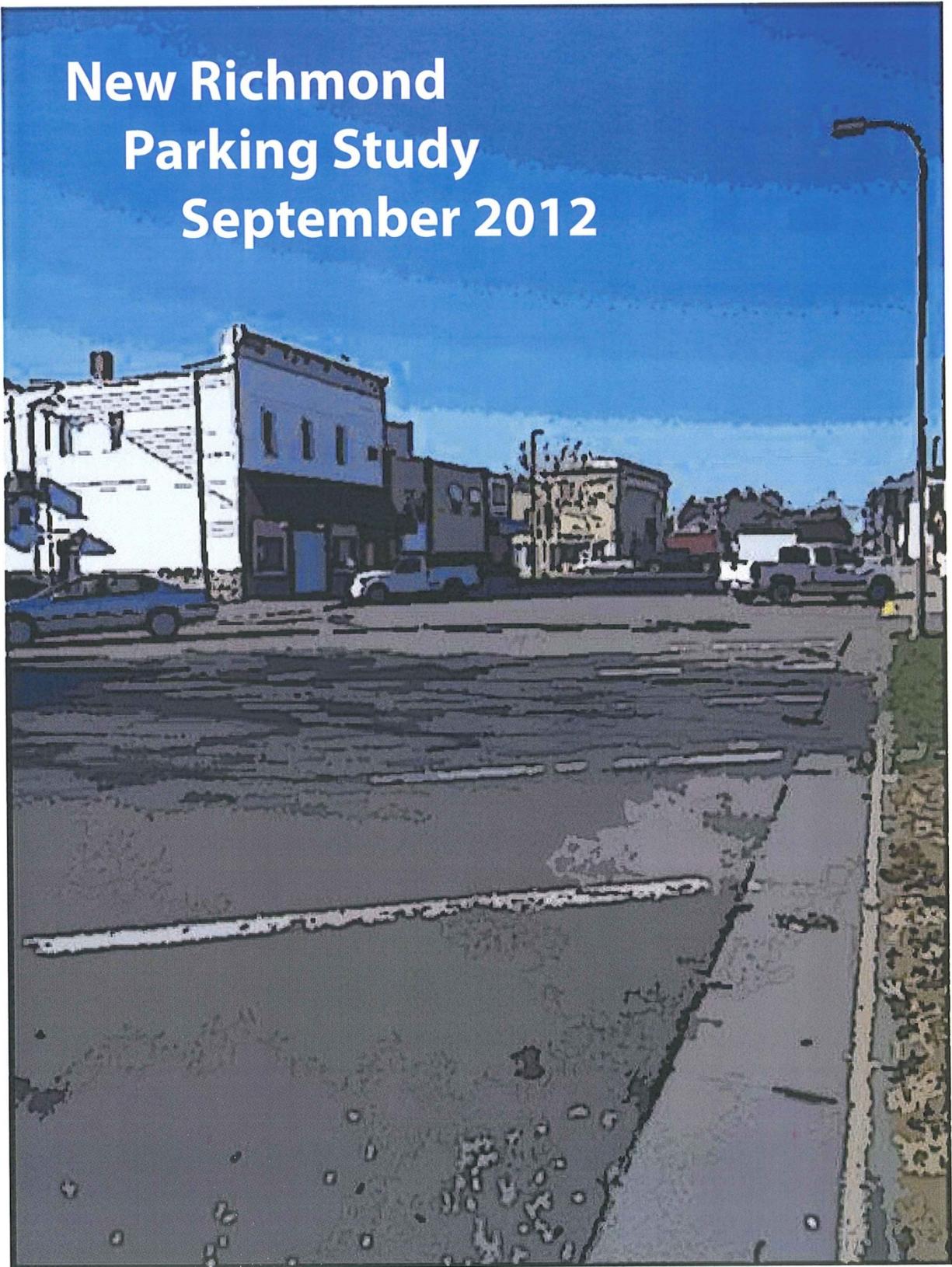
- The amount of funding available shall not exceed 80% of the revenue generated by the incremental TIF District revenue received by the City from the project. This shall be calculated on the project increment generated on the real property valuation increase, excluding personal property over a 20 year period*.
- The TIF amount shall be available in the form of a Pay as You Go Note.
- The eligible items for funding are listed below. Note the funding list is in the order of City priority.
 - Any and all relocation costs if applicable.
 - City acquisition of Knowles Ave Right of Way to the 80' width. To occur with any and all parties utilizing TIF funding.
 - Professional costs: legal, engineering, and architectural.
 - All utility work necessary for mains, laterals, services, and storm water.
 - Site remediation, clearance, excavation, preparation, and backfill.
 - Site acquisition
- Funding of a Pay as You Go Bond is available only with City Council approval and when formalized into a Development Agreement.

* Due to the expiration of the TIF District a 20 year incremental revenue payment is available only for projects completed prior to 2014.

Appendix K

Parking Study

New Richmond Parking Study September 2012



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September 2012 Parking Study Summary

A parking study was conducted in the downtown area as part of the Small Area Study being conducted there. Between September 5th 2012 and September 28th 2012, parking counts were taken 3 times per day at 10:00am, 1:00pm, and 4:00pm Monday through Friday. In addition to the following summary, a data spreadsheet has been included, as well as maps and graphs of the study findings.

Study Area

The parking study area includes all public parking areas from E/W 1st St. to E/W 4th St. and between South Dakota Ave. and Arch Ave. S. The area includes 539 total parking spaces. The attached "Parking Study Area" map illustrates the various parking locations inventoried and each location is labeled with the Survey Form Number, which can be referenced in the data spreadsheet.

Study Findings

The parking inventory found that, on average, 36.7% of all parking spaces in the study area were occupied. 341.3 parking spaces were unused, on average, during the study period. The attached "Study Averages" map shows the average occupancy for each location and labels each with the average number of open spaces. All collected data are available in the attached spreadsheet along with statistical summaries.

Parking Areas by Type

114 parking spaces are in off-street parking lots, 246 are diagonal roadside parking, and 179 are parallel roadside parking spaces (see Figure 2.2). Of the average 341.3 open spaces within the study area, 159.6 are diagonal parking, 125.5 are parallel parking, and 56.3 are off-street parking lot spaces (see Figure 2.3). Parallel parking spaces average 29.9% occupancy, diagonal parking spaces average 35.1% occupancy, and parking lots average 50.6% occupancy (see Figures 2.0 and 2.1). The attached "Parking Areas by Type" map shows what type of parking each area contains, as well as labeling each area with the number of spaces it contains.

Parking Occupancy by Time of Day

Parking counts were taken at 10:00am, 1:00pm, and 4:00pm. 10:00am observations averaged 38.71% occupancy, 1:00pm observations averaged 37.17%, and 4:00pm observations averaged 34.15% (see Figures 1.0 and 1.2). On 5 days (29% of total observations), 1:00pm data was collected at 12:30pm. These data are noted in the spreadsheet with an * above the "1pm" column. 1:00pm data, not including 12:30 collection periods, averaged 36.8% occupancy. 12:30pm observations averaged 38.1%. The difference of 1.3% is less than the standard deviations of both 1:00pm and 12:30pm data (see Figure 1.1). Statistically this suggests that data would not have

differed significantly if all observations had occurred at 12:30pm. Attached maps show averages at each location by time of day and label the average number of open spaces.

Parking Occupancy by Day of the Week

When separated by days of the week, parking varied from 34.7% to 38.1%. Mondays had the lowest average of 34.7%. Occupancy increased to 36.4% on Tuesdays and peaked on Wednesdays at 38.1%. Averages then decreased to 37.5% on Thursdays and 36.5% on Fridays (see Figures 4.0 and 4.1). Attached maps show averages at each location by day of the week and label the average number of open spaces.

Parking by Location

South Knowles has 61 total parking spaces. These averaged 36.0% occupancy with 39 unoccupied spaces. Side streets between Minnesota Avenue and South Arch Avenue contain 190 parking spaces. These averaged 52.8% total occupancy with individual streets ranging from 6.6% to 66.6% occupancy. 38% of all average open spaces are in these locations. Minnesota Avenue has 137 parking spaces. These averaged 18.4% occupancy. Side streets beyond Minnesota contain 68 parking spaces. These averaged 10.0% occupancy. For more information see Figures 3.0-3.3 and attached maps.

Other Observations

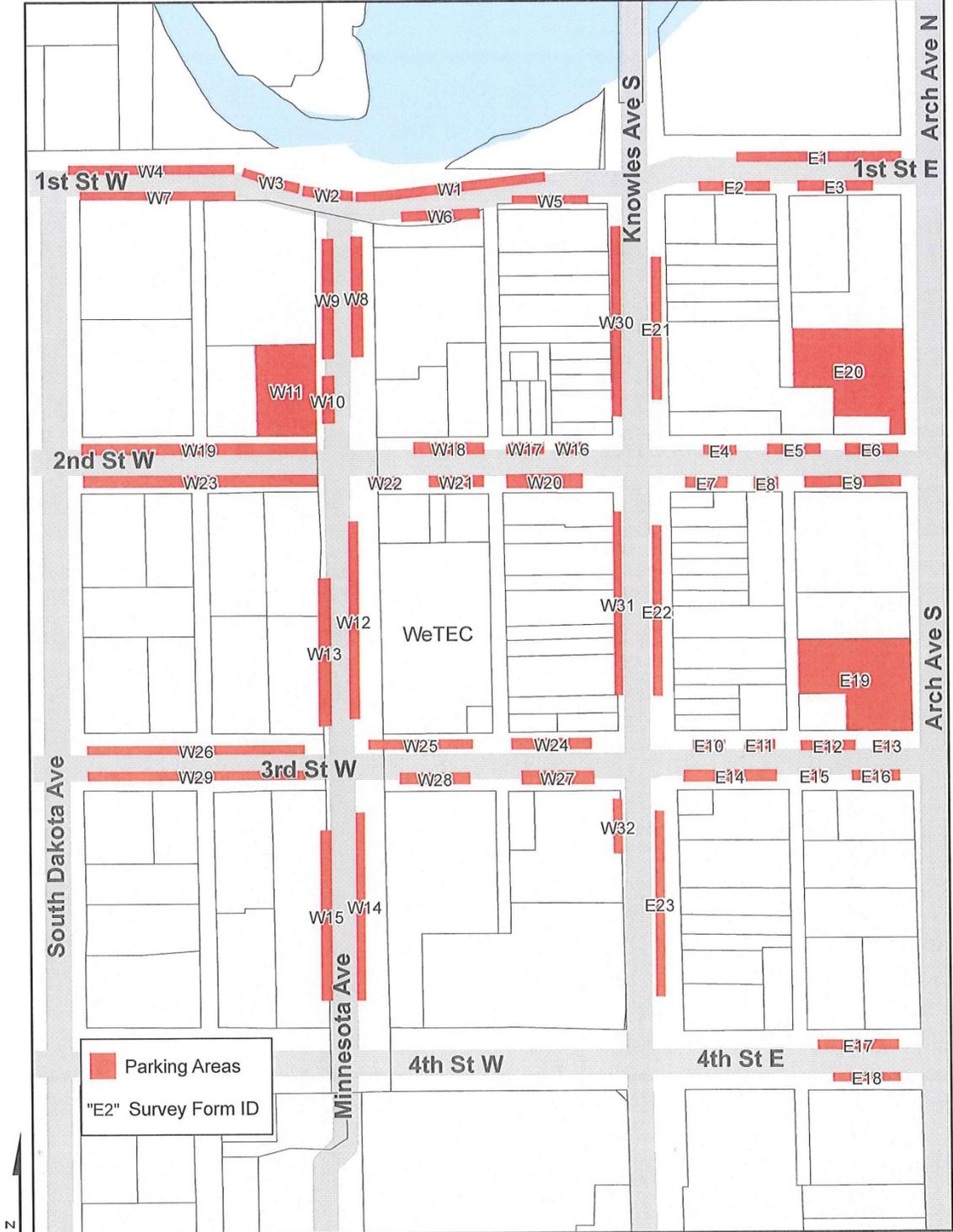
It was noted throughout the study period that side street parking was often occupied by many of the same vehicles during most observation times/days. This would suggest that these spaces are being used by downtown employees rather than customers. If downtown parking is deemed insufficient, limiting parking in these areas (from Knowles to alleys or Knowles to S. Arch/Minnesota) to two hours would likely increase the number of open spaces available to customers.

It should also be noted that 11 building vacancies existed at the time of the study. It is likely that parking demand would increase if businesses move into these vacancies. On average, 197.7 cars park in the study area. With 73 businesses in the same area, there are an average of 2.7 cars per business using public parking. If businesses moved into all 11 building vacancies and averaged the same number of cars, approximately 30 more cars would be using public parking. This would increase parking occupancy to 42.2% and 311 average open spaces (see Figure 5.0).

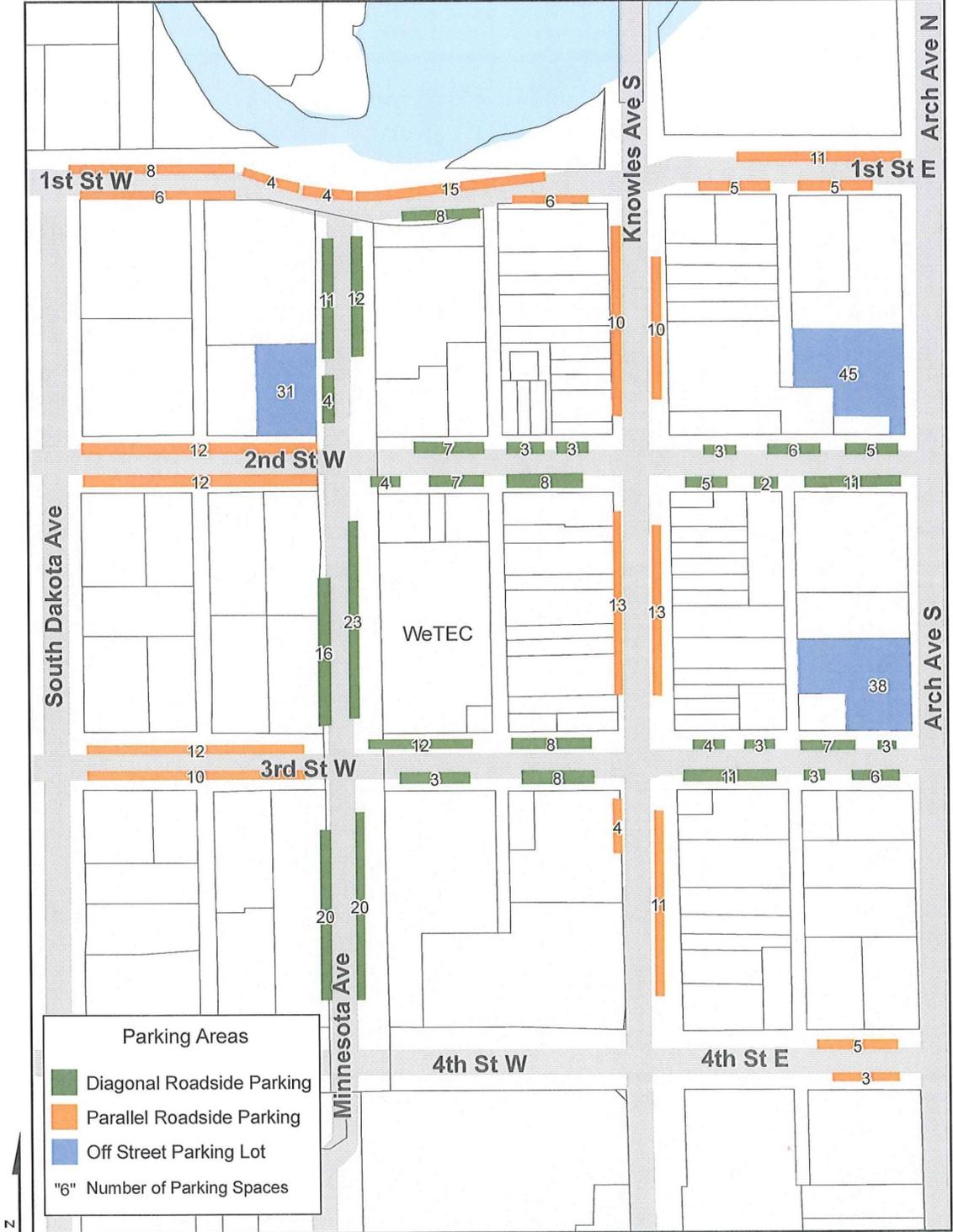
No signage currently exists on South Knowles to indicate parking on side streets or in parking lots. Increasing signage may make more downtown drivers aware of the available parking on side streets. Increasing awareness and use of these parking areas may relieve competition for spaces on Knowles. Side street parking is also largely diagonal, rather than parallel, and would be preferred by many drivers. Bringing attention to these parking areas could improve the experience of downtown customers.

In addition to the public parking examined in this study, significant private parking also exists within the study area.

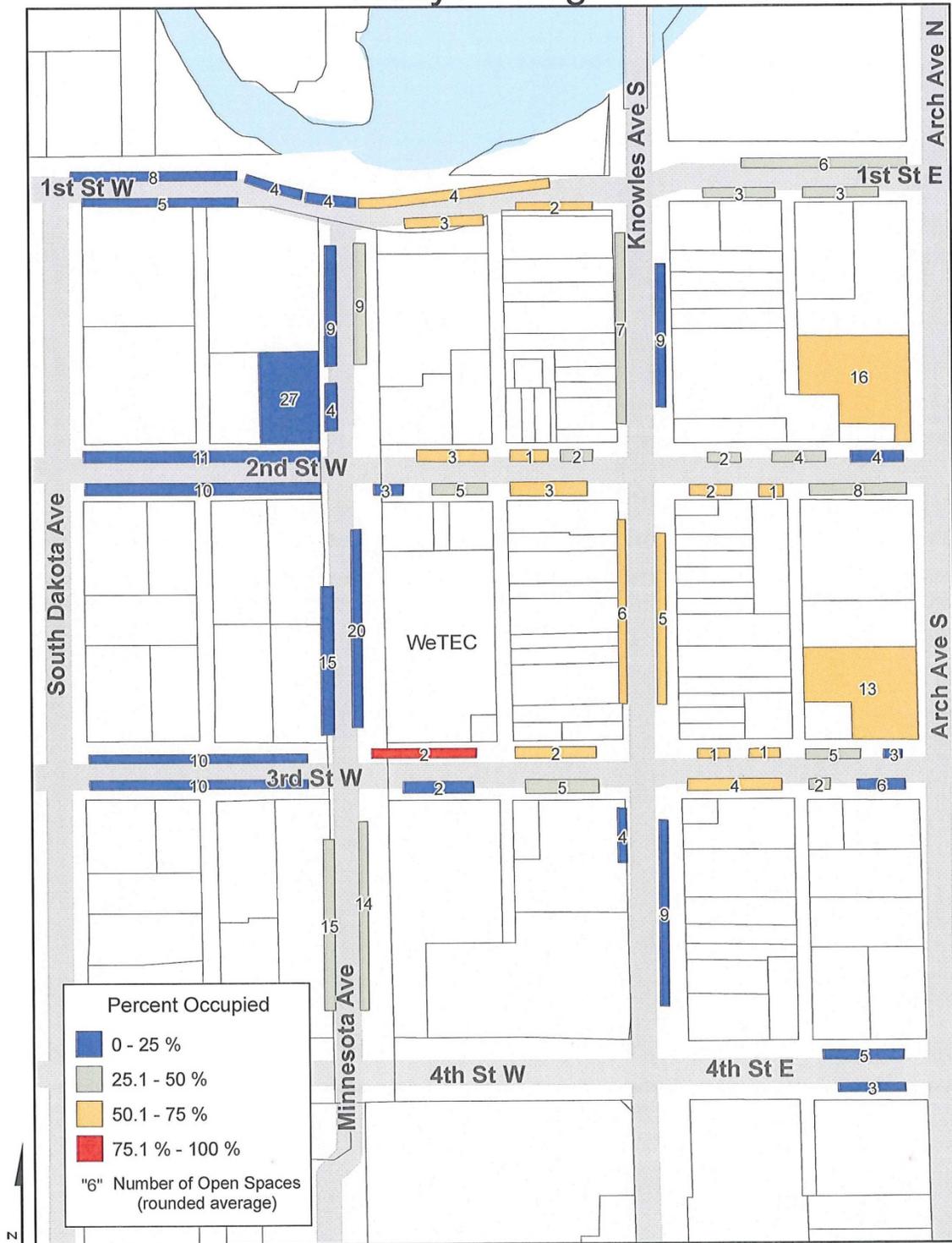
Parking Study Area



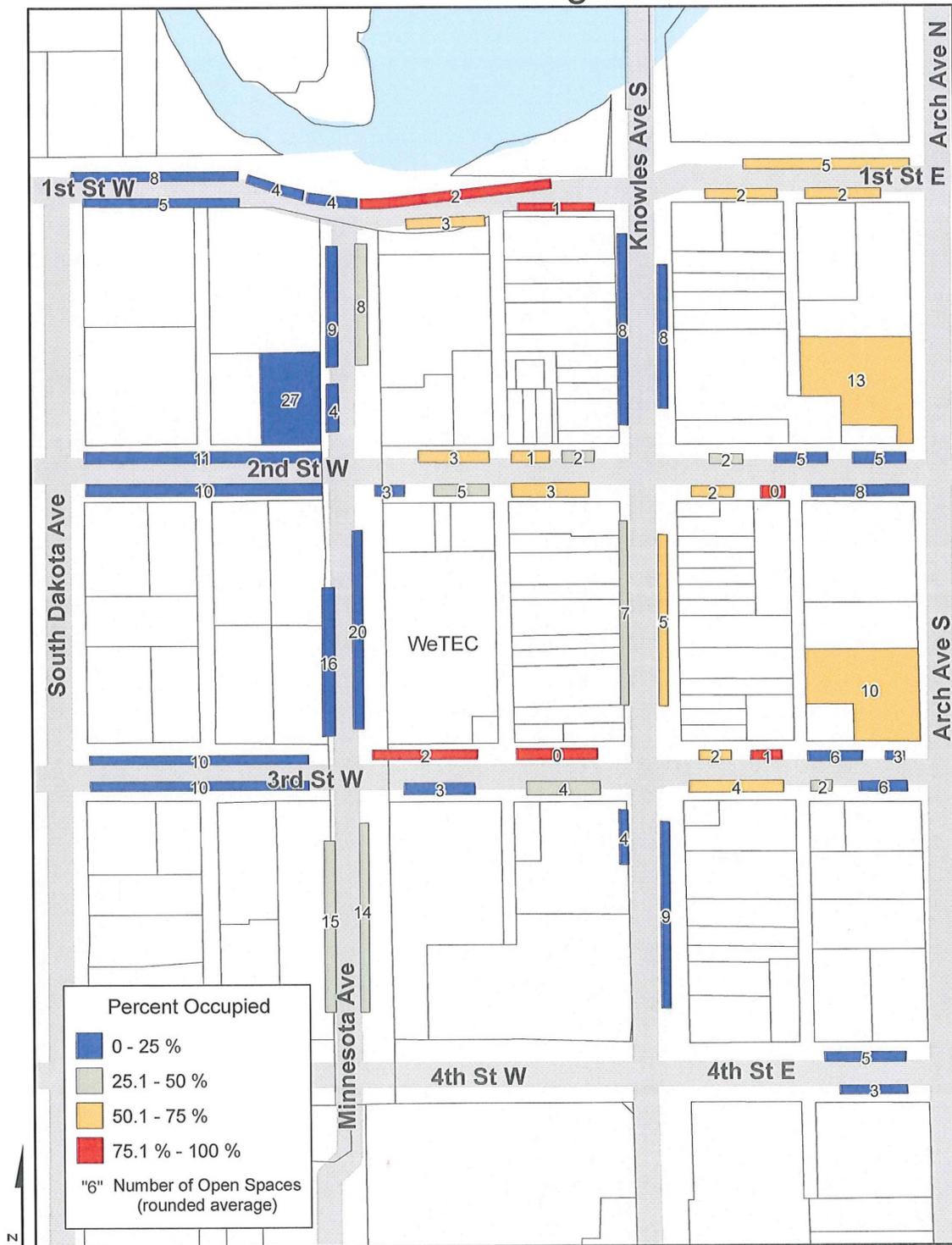
Parking Areas by Type



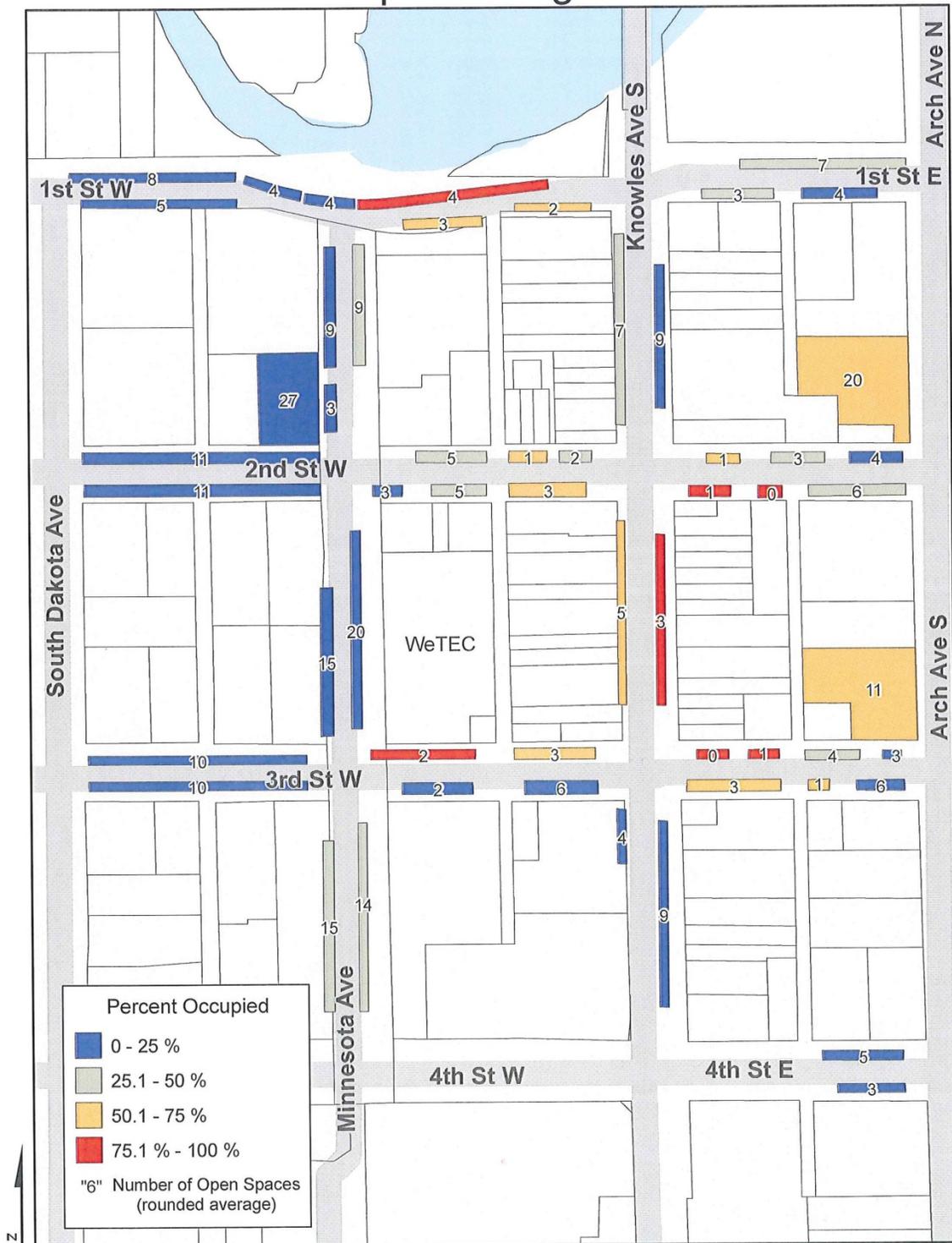
Study Averages



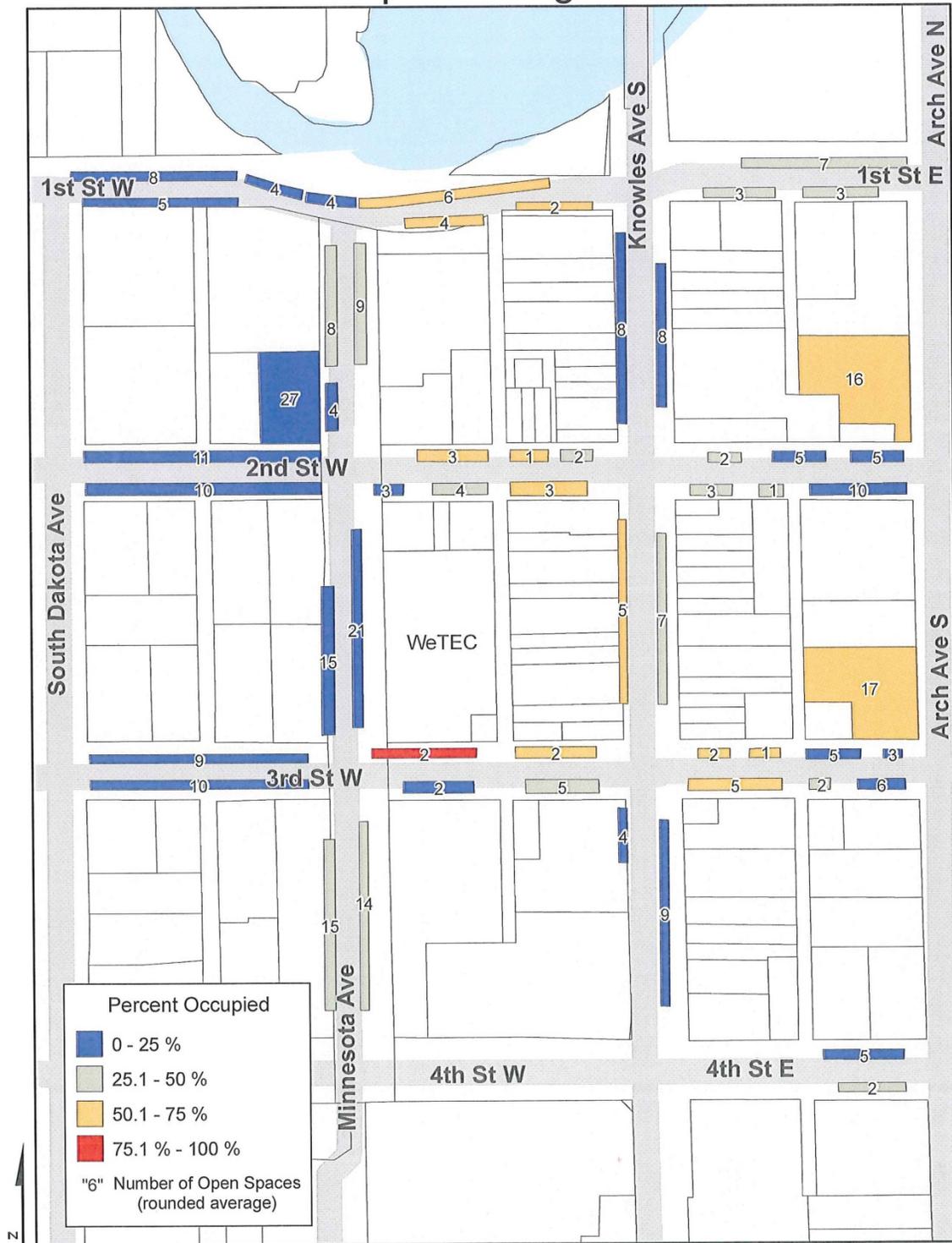
10am Averages



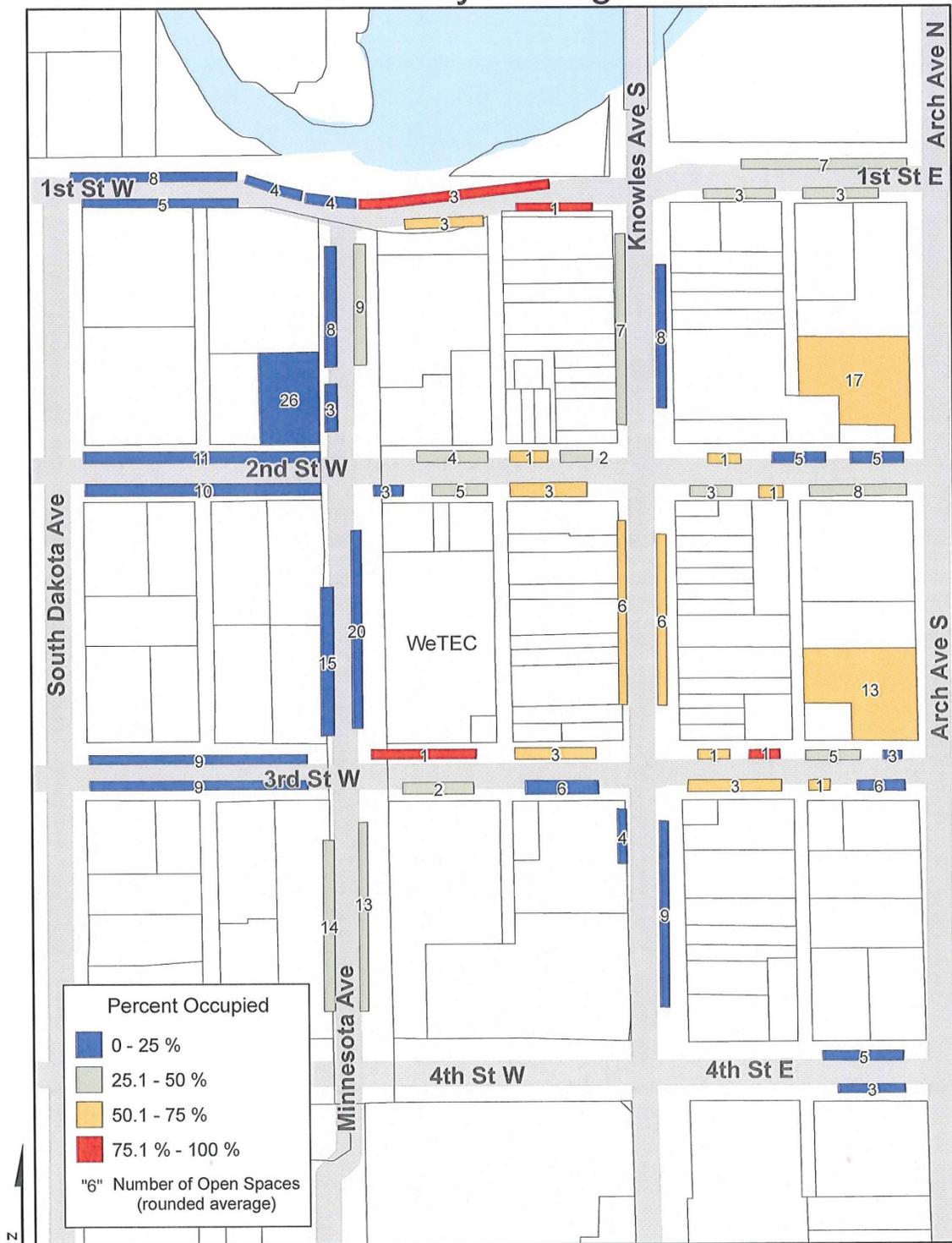
1pm Averages



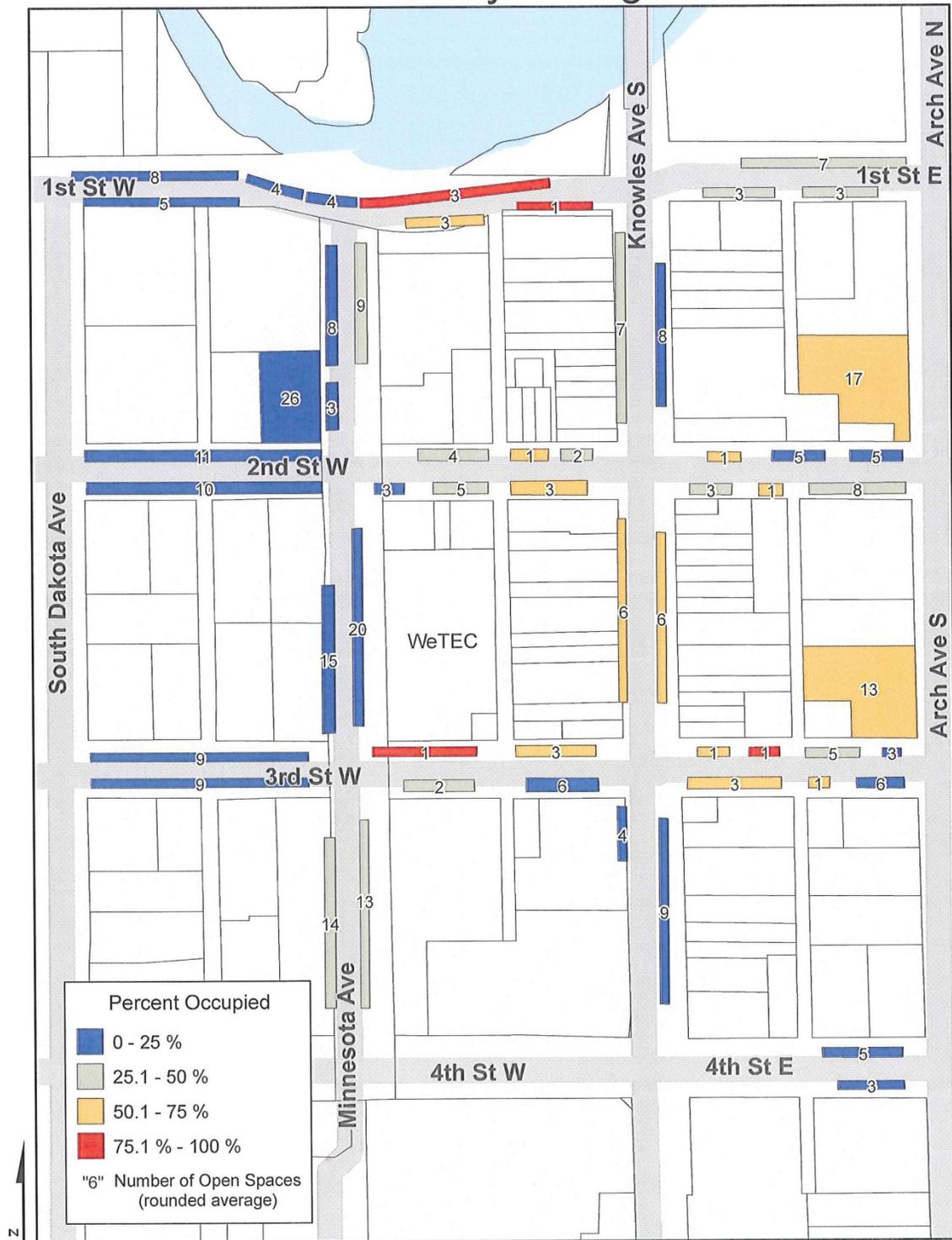
4pm Averages



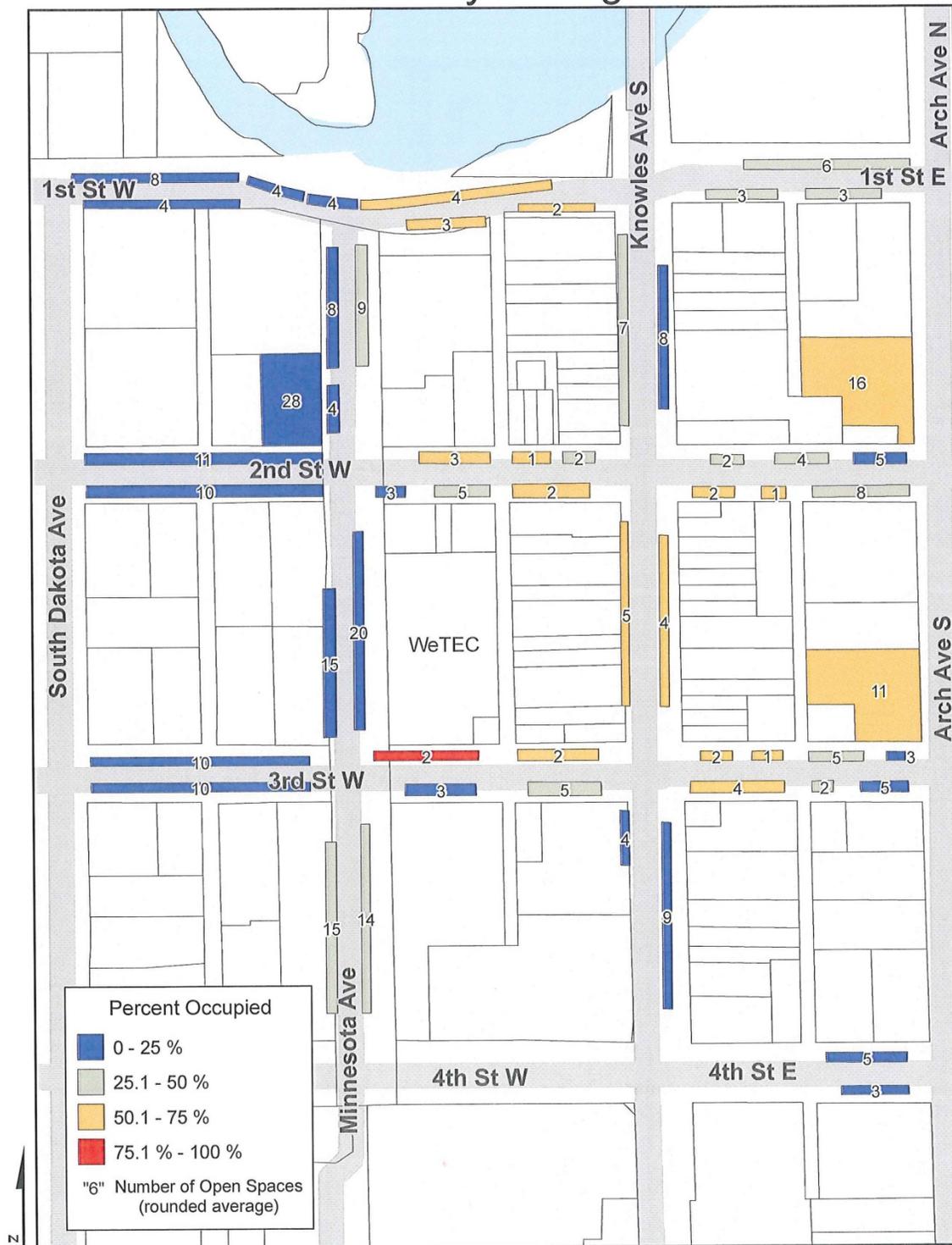
Tuesday Averages



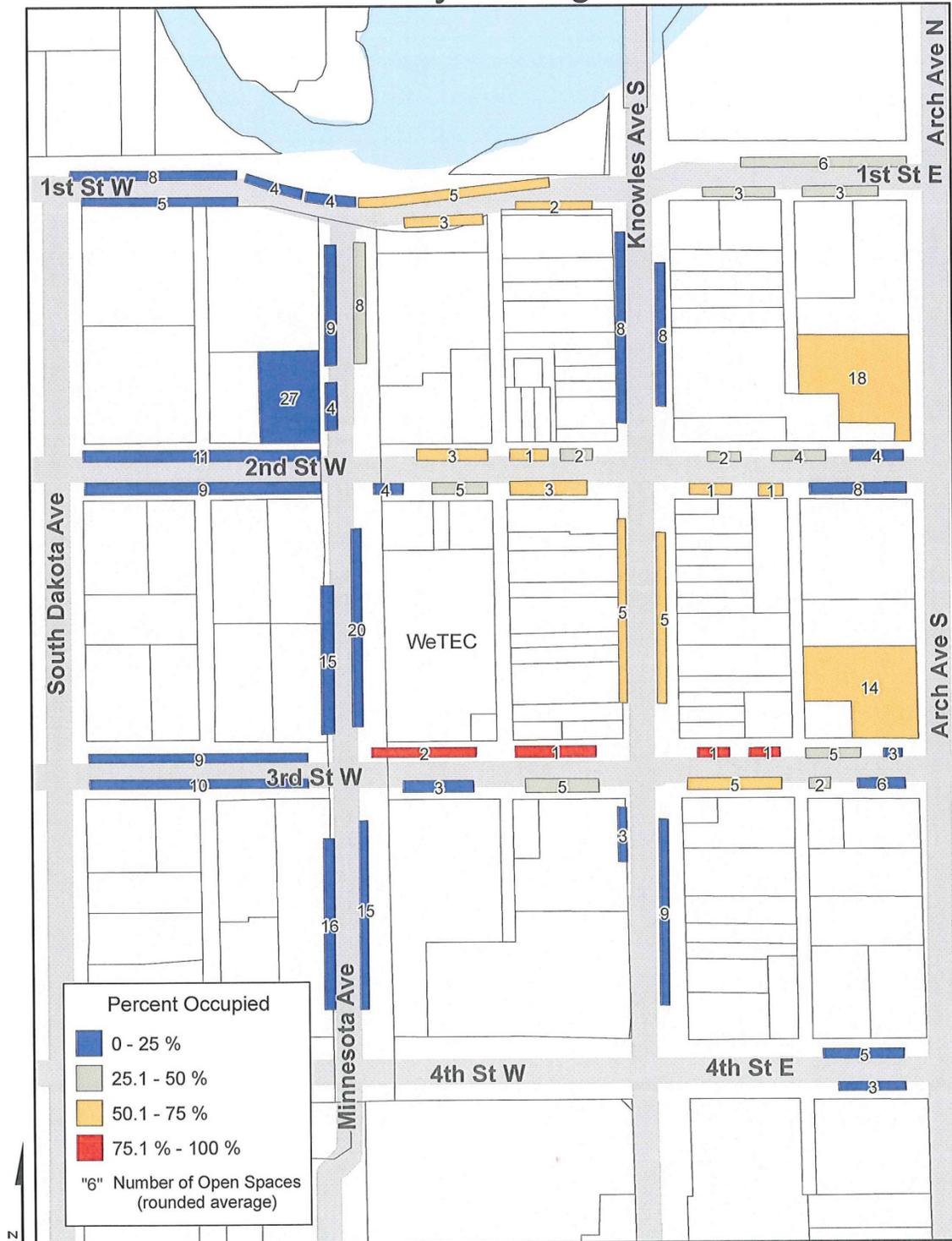
Wednesday Averages



Thursday Averages



Friday Averages



Statistical Summary

Figure 1.0	
Time	Open Spaces
10am	330.4
1pm	338.6
4pm	354.9

Figure 1.1				
Time	Occupancy	St. Dev.	% - St. Dev.	% + St. Dev.
12:30 PM	38.71%	4.1%	34.0%	42.2%
1:00 PM	37.17%	1.9%	34.9%	38.7%
Difference	1.54%			

An assessment of standard deviations shows variation is greater within both 12:30pm and 1:00pm counts than between the two. 12:30 data collections are noted with an * above the 1pm

Average Occupancy by Time

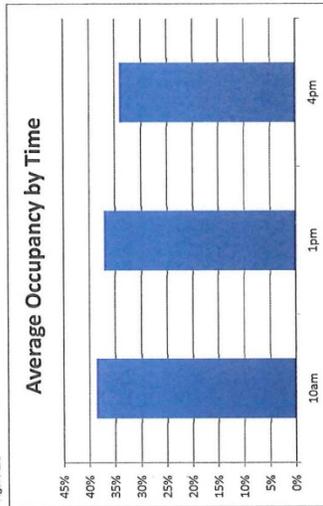


Figure 1.2

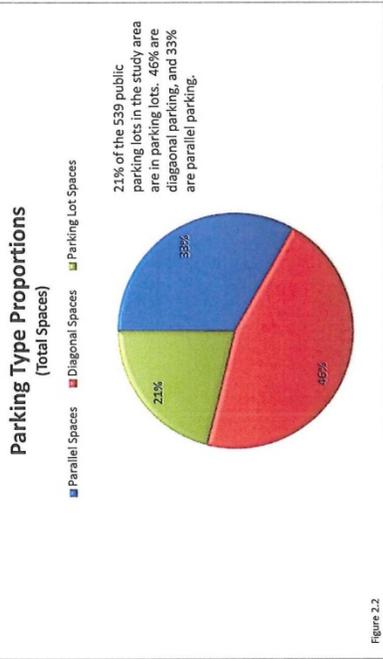


Figure 2.2

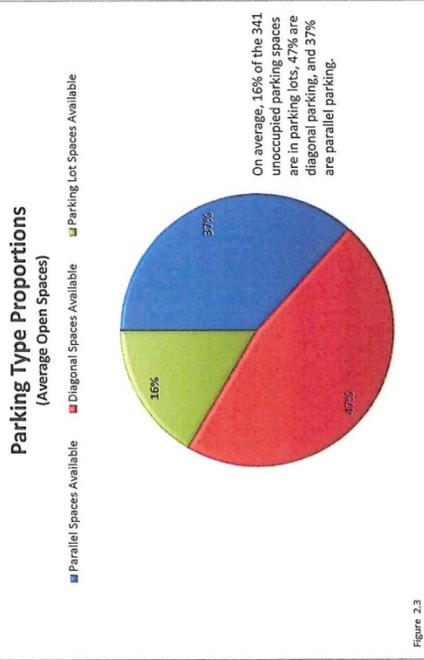


Figure 2.3

Open Parking Spaces

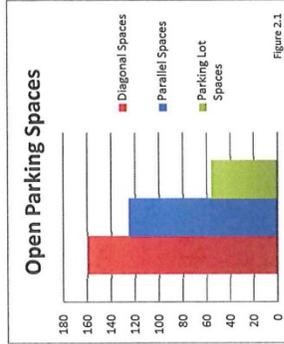


Figure 2.1

Figure 2.0	
Types	Open Spaces
All Parallel Parking	125.45
All Diagonal Parking	159.57
All Parking Lots	58.29

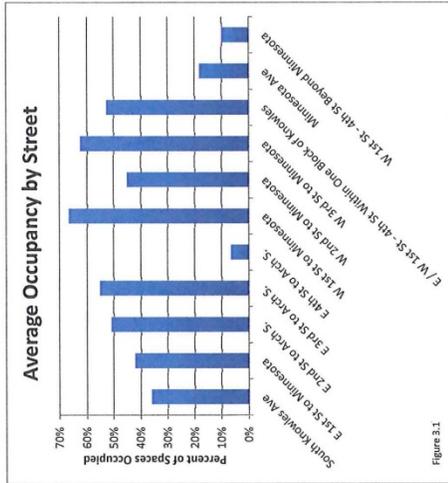


Figure 3.1

Location	Occupancy	Open Spaces
South Knowles Ave	36.0%	330.0
E 1st St to Minnesota	42.2%	121.1
E 2nd St to Arch S.	51.0%	37.7
E 3rd St to Arch S.	55.2%	33.6
E 4th St to Arch S.	6.6%	7.5
W 1st St to Minnesota	66.6%	8.7
W 2nd St to Minnesota	45.2%	17.5
W 3rd St to Minnesota	62.6%	11.6
E / W 1st St - 4th St Within One Block of Knowles Ave	52.8%	128.8
W 1st St - 4th St Beyond Minnesota	18.4%	112.3
Total	36.7%	341.3

Figure 3.0

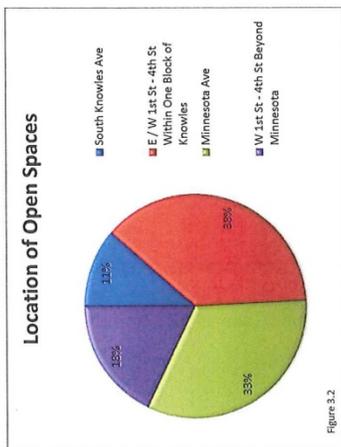


Figure 3.2

Day	Occupancy	Open Spaces
Monday	34.65%	352.2
Tuesday	36.43%	342.7
Wednesday	36.14%	333.4
Thursday	37.46%	337.1
Friday	36.50%	342.3

Figure 4.0

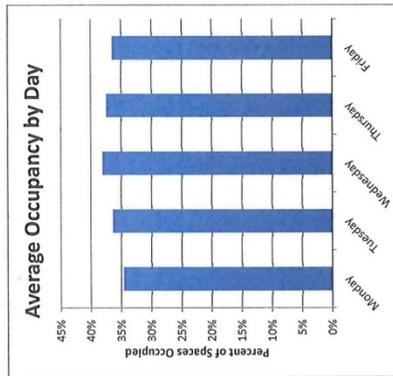


Figure 4.1

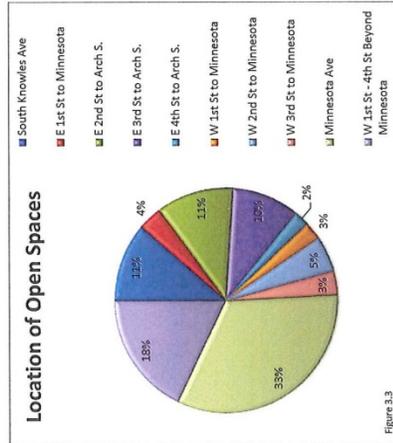


Figure 3.3

Current Businesses	73
Current Vehicles	1977.7
Current Parking Occupancy	36.7%
Cars Per Business	27
Projected Businesses	84
Projected Vehicles	227.5
Projected Parking Occupancy	42.2%

Figure 5.0

Appendix L

Loans and Grants Potential Partnerships



Contact:
 Beth Thompson
 156 East First Street
 New Richmond, WI 54017
 Phone: 715-246-4268



Contact:
 Char Gurney or Beth Waldhart
 800 Wisconsin Street
 Mail Box 9
 Eau Claire, WI 54703
 Phone: 715-836-2918

Contacts:
 Wisconsin Economic Development Corporation
 201 W. Washington Ave.
 Madison, WI 53703
 608-210-6700
 WHEDA
 201 W. Washington Ave., Ste. 700
 Madison, WI 53703
 Phone: 608-266-7884
 U.S. Department of Agriculture
 1400 Independence Ave., S.W.
 Washington, DC 20250
Information Hotline: (202) 720-2791

TOPIC:

Loans and Grants

PURPOSE:

This action card can be used to contact the Regional Business Fund and others for possible low interest loan programs.

CITY OF NEW RICHMOND FAÇADE PROGRAM

Summary

The objective of this program is to provide grant money to facilitate exterior building renovation within the design guidelines developed by the New Richmond Historic Preservation Commission.

REVOLVING LOAN FUND (RLF)

Summary

The Revolving Fund (RLF) is a flexible source of loan funds for commercial and industrial projects. The purpose is to encourage the creation of quality jobs and to increase the tax base.

DOWNTOWN FAÇADE LOAN FUND

Summary

The Downtown Facade Loan Program provides financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings within the towns, cities, and villages of West Central Wisconsin.

MICRO LOAN FUND

Summary

The Micro Loan Fund Program provides small loans to startup, newly established, or growing small businesses. The key objective is to assist business owners, who have traditionally had difficulty accessing debt financing, by affording them another alternative to obtain credit.

TECHNOLOGY ENTERPRISE FUND

Summary

The Technology Enterprise Fund (TEF) is "quasi-equity", or a patient debt, revolving loan fund that provides creative financing to new and emerging technology companies

WEDC - Wisconsin Economic Development Corporation

Certain manufacturing and warehousing loans over \$200,000

WHEDA - Wisconsin Housing Economic Development Association

WHEDA offers a number of programs and services in support of business development within the State of Wisconsin.

USDA - United States Department of Agriculture

There are several loans and grants available through the USDA.



TOPIC:
Partnerships

PURPOSE:

The purpose of this action plan is to inform the downtown area of partnerships that are available to anyone in the New Richmond downtown area.

PARTNERSHIPS

City of New Richmond Economic Development Commission
156 East First Street
New Richmond, WI 54017
Contact: Beth Thompson – (715) 246-4268

New Richmond Area Chamber of Commerce
245 South Knowles Avenue
New Richmond, WI 54017
Contact: Lisa Woletz – (715) 246-2900

St. Croix County Economic Development Corporation
1101 Carmichael Road
Hudson, WI 54016
Contact: Bill Rubin – (715) 381-4383

Regional Business Fund
800 Wisconsin Street
Mail Box 9
Eau Claire, WI 54703
Contact: Char Gurney – (715) 836-2918

Momentum West
2322 Alpine Road Suite 7
Eau Claire, WI 54703
Contact: Russ Korpela – (715) 874-4673

Wisconsin Economic Development Corporation
201 W. Washington Avenue
Madison, WI 53703
Contact: Seth Hudson – (608) 210-6700

New Richmond Area Community Foundation
421 South Green Avenue
New Richmond, WI 54017
Contact: Heather McAbee – (715) 246-3999

City of New Richmond Community Development Authority
156 East First Street
New Richmond, WI 54017
Contact: Beth Thompson – (715) 246-4268

City of New Richmond
Historic Preservation Committee
156 East First Street
New Richmond, WI 54017
Contact: Tanya Reigel – (715) 246-4268

WHEDA
Wisconsin Housing Economic Development Authority
201 W. Washington Ave., Ste. 700
Madison, WI 53703
Contact: 608-266-7884

Small Business Development Center
University of Wisconsin-River Falls
410 S. 3rd Street, River Falls WI 54022
Contact: Steve DeWald – (715) 425-0620

Appendix M

References

References

Sather, M. (2009). *Historic New Richmond downtown*. New Richmond, WI: New Richmond Heritage Center.