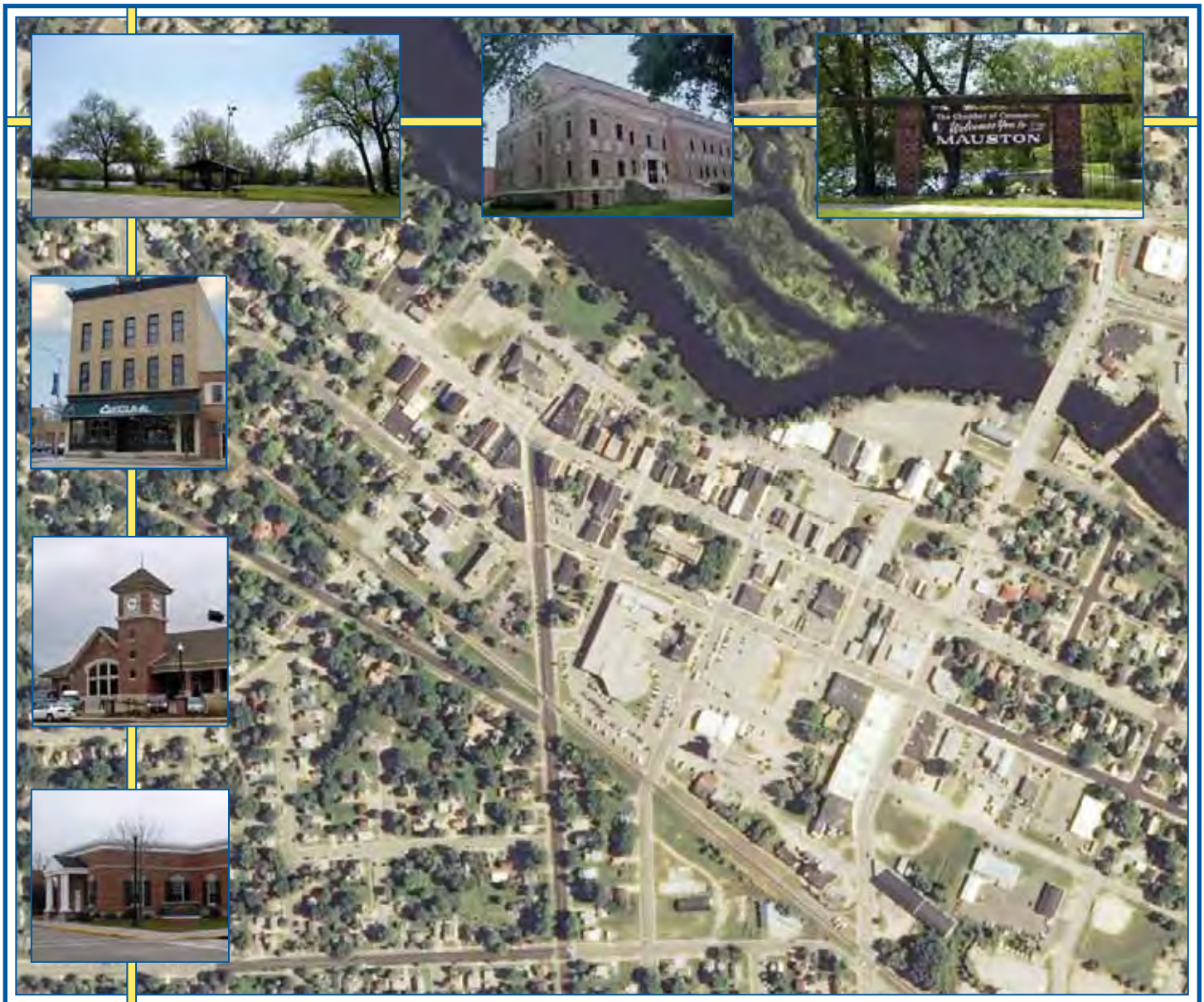

City of Mauston

Juneau County, WI

Downtown Revitalization Plan

Prepared by the City of Mauston Downtown Steering Committee
with Assistance from MSA Professional Services, Inc.
Adopted on January 26, 2010

Contents & Acknowledgements

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Acknowledgements

The following people are responsible for the creation, refinement, and adoption of this Plan

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Mauston residents, property owners, and business owners attended meetings, reviewed draft materials, and submitted comments that have improved this Plan.

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Executive Summary

Downtown Mauston is in the midst of a number of highly visible improvements which will dramatically influence the future growth and function of this area. During the last two years the City has been working with the Wisconsin Department of Natural Resources (WisDNR) Bureau of Remediation and Redevelopment to assess and cleanup two blocks of brownfield sites within the downtown, known locally as the Kastner and Vacuum Platers blocks. Projects include removing dilapidated industrial buildings, underground storage tanks, and contaminated soil. Once completed these blocks will offer 2.7 acres of ready to build sites within the downtown. The City is already receiving interest from developers inquiring as to what type of buildings and uses the City would like to see developed on these sites.

Concurrent with the remediation project, the City has also been working with the Wisconsin Department of Transportation (WisDOT) to redesignate the portion of WIS 58/82 which runs through the heart of the downtown along State Street (the local "main street") and Division Street. Increased truck traffic and intersection deficiencies have forced the WisDOT to begin planning the redesignation of the highway to another local street. Pavement replacement, intersection improvements, and utility construction are also being planned. In addition, the City has been negotiating with the WisDOT to include the reconstruction of US 12/WIS 16 (locally State Street) as part of their Six-Year Improvement Plan.

For a number of years, decades even, the City has been hearing complaints from residents that the downtown underutilizes its assets (i.e. County Courthouse & Justice Center, Riverside Park, Hatch Public Library) and that the downtown lacks a unified architectural theme and pedestrian amenities. Recognizing the potential effect the WisDNR and WisDOT projects will have on the form and function of the downtown, coupled with the increased frustration of city residents, led the City to apply for a grant from the Department of Commerce in 2008 to develop a Downtown Revitalization Plan.

The purpose of this Plan is to provide guidance to the many decisions, large and small, that affect the character and function of the downtown area. The Plan will provide immediate benefits by providing the WisDOT with a strategy for addressing streetscape improvements for the WIS 58/82 project and by providing developers design concepts for the Kastner and Vacuum Platers blocks. Long term, the Plan will provide guidelines for the redevelopment of both private and public properties with the goal of creating a vibrant and sustainable downtown.

This planning process was led by the Downtown Steering Committee (DSC), a temporary subcommittee of the City of Mauston Plan Commission, and the consulting firm of MSA Professional Services, Inc. This Plan was discussed and developed through a series of monthly DSC meetings between March 2009 and October 2009. In addition, the public was expressly invited to attend and participate in these discussion on multiple occasions. Throughout the planning process several key themes emerged from conversations with City staff and officials, DSC members, business owners, and other residents of Mauston:

- Make the downtown area more accessible to walkers and cyclists
- Address the needs of aging infrastructure and parking
- Provide housing options affordable to a range of incomes

- Make improvements to public spaces and park facilities
- Support the success and growth of businesses, be flexible to their needs
- Reduce the impact of future development on the natural environment
- Develop design standards to assist the City and business owners in establishing architectural and design criteria for the redevelopment of downtown properties

The process of producing this Plan included a thorough review of existing conditions within the study area. A significant property and land use database was constructed using GIS technology; a property assessment was conducted; parking occupancy was studied; design standards were developed; redevelopment concepts were created; and countless conversations, formal and informal, were held regarding current and potential changes in land use and economic activity. These efforts are largely transparent in this document, but were integral to the planning and design process undertaken by the City.

This Plan is organized according to five chapters:

- Chapter 1: Introduction - describes the project objectives, planning process, and the planning area.
- Chapter 2: Existing Conditions - summarizes previous planning efforts related to the downtown and key aspects of the urban context such as existing land use, property values and conditions, and parking occupancy.
- Chapter 3: Land Use Guide - provides a vision for the revitalization of downtown Mauston in the form of planning, public improvements, and redevelopment recommendations.
- Chapter 4: Redevelopment Concepts - presents conceptual development approaches for both Kastner and Vacuum Platers blocks, as well as a redevelopment concept for the existing Riverside Park.
- Chapter 5: Streetscape Plan - includes guidelines intended to assist in the design and reconstruction of streets.
- Chapter 6: Implementation - describes a general implementation strategy, including timelines and funding opportunities

1 INTRODUCTION

Figure 1.1: Location Map

The City of Mauston (pop. 4,293) is the county seat of Juneau County and lies along the Interstate 90/94 corridor running between Minneapolis-St. Paul and Chicago. Situated along the Lemonweir River, Mauston's central location in Wisconsin puts the community near a wide variety of attractions and recreational opportunities. Mauston is also the retail center of Juneau County, acting as a gathering point for visitors traveling from other areas of the County.

Mauston's downtown central business district is in a period of transition. Historically, downtown Mauston has been the commercial center of the community and one of the leading retail centers in the region. The downtown area has lost some of its economic vitality due to recent development of large retail outlets and grocery stores at the City's periphery. Many downtown areas have successfully weathered this transitional period by retaining their community's financial institutions, professional offices, and government buildings. This is the case in Mauston. However, the downtown continues to struggle due to the loss of businesses, conflicting land uses (i.e. industrial uses, brownfields), deteriorating infrastructure, aging or functionally obsolete buildings, and a general lack of a unified theme and pedestrian amenities. The City's *2000 Comprehensive Plan* recommends initiatives to address streetscaping, redevelopment, and facade improvements.

This planning document is intended to be a "living" guide for the future overall development of downtown Mauston. It serves to meet the following objectives:

Objective 1: Develop specific design standards and recommendations for the Downtown district that will guide the maintenance and improvement of buildings and parcels in this important corridor.

Objective 2: Create a downtown streetscape plan, featuring an evaluation of existing conditions and recommendations for improvements where lighting, pedestrian comfort, street trees, or parking configurations are currently deemed to be inadequate. This plan will be used to guide future street reconstruction projects.

Objective 3: Spur the redevelopment of two key downtown brownfield sites, including graphic redevelopment concepts to help stakeholders and developers envision what could be built on the sites. The two sites are the Kastner block and the Vacuum Platers block.

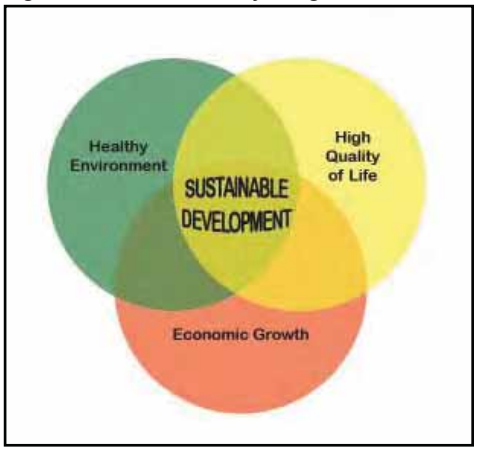
Objective 4: Integrate this planning with a concurrent planning efforts to improve Riverside Park, and the redesignation of WI-58/82. These improvements can and should be integrated with the design standards and streetscaping plan.

Chapter One: Introduction

1.1 Guiding Principles

Urban communities are complex, made up of many interrelated spaces. The spaces within which we live our lives are formed and changed over time by the interplay of economic, environmental and social forces. Decisions are made each day that impact the quality and function of these spaces, sometimes improving our lives and sometimes making it more difficult to meet our needs. In a sustainable community economic prosperity finds balance with environmental protection and quality of life considerations, and this balance is maintained over time. In a sustainable community, businesses thrive and people are out in public throughout the day and throughout the year, working, socializing and recreating. It's with these principles in mind, this Plan created

Figure 1.2: Sustainability Diagram



1.2 Planning Process

This planning process was led by the Downtown Steering Committee (DSC), a subcommittee of the City of Mauston Plan Commission.

This Plan was discussed and developed through a series of monthly DSC meetings between October 2008 and October 2009. All meetings were public meetings and traditionally noticed as such. In addition, the downtown property owners were expressly invited to attend and participate in the two public informational meetings via direct notices. Draft materials were also posted on the City website during the planning process.

Project Milestones included:

- **October 2008** — **Downtown Walkabout** (*facilitated by City staff*)
- **Jan-Feb 2009** — **Conducted Preference Survey**
- **March 2009** — **DSC Mtg #1** (*discussed Existing Conditions & Preference Survey*)
- **April 2009** — **DSC Mtg #2** (*discussed Design Standards: Site Design & Streetscape Design*)
- **May 2009** — **DSC Mtg #3** (*discussed Design Standards: Building Design*)
- **June 2009*** — **Public Information Mtg #1** (*Existing Conditions & Design Standards)*
- **June 2009** — **DSC Mtg #4** (*finalized Design Standards & reviewed Redevelopment Concepts*)
- **July 2009** — **DSC Mtg #5** (*discussed Riverside Park & finalized Redelevopment Concepts*)
- **Sept 2009*** — **Public Information Mtg #2** (*Redevelopment Concepts, Riverside Park Improvements, & Streetscape Plan)*
- **October 2009** — **DSC Mtg #6** (*reviewed entire Draft Plan*)
- **November 2009** — **Plan Commission Recommendation**
- **January 2010** — **Presented to City Council**

1.3 DOWNTOWN PLANNING AREA

As defined by this Plan, "Downtown Mauston" is shown in Figure 1.3 and includes properties on:

- Both sides of Mansion Street, State Street (Beach St. to Union St.), La Crosse Street (Division St. to Union St.), Oak Street, Union Street (railroad tracks to the bridge), Division Street (railroad tracks to State St.) and Maine Street (Division to Elm),
- North side of Milwaukee Street and Maine Street (Hanover St. to Division St.), and
- West side of Beach Street, and
- East side of Elm Street.

Riverside Park is within this boundary, located between Mansion Street and the Lemonweir River.

Figure 1.3: Downtown Plan Area

2 EXISTING CONDITIONS

A crucial early step towards establishing a vision and promoting redevelopment in downtown Mauston is analyzing the existing environment. What assets currently exist and are they being utilized to their full potential? What are the current shortcomings and how are they hindering redevelopment? The following steps were taken to answer these questions.

Step 1: Examine prior planning documents relevant to the downtown area

Step 2: Review the 2008 Downtown Walkabout Study (*developed as a precursor to this Plan*)

Step 3: Analyze the 2009 Downtown Business Survey (*developed within this Plan*)

Step 4: Study downtown Mauston's urban context

Step 5: Conduct a parking study and analyze the results

2.1 EXISTING PLANS

There have been multiple planning processes over the past decade that address some aspects of this portion of Mauston. The visions crafted and decisions made in those plans are acknowledged here and are incorporated and referenced as appropriate in this Plan.

First Impressions of Mauston, WI (1992)

A planning tool from the early 90's used to assess a community's strengths and weaknesses, as seen through the eyes of a first-time visitor. Based on the Community Improvement program, members from a similar community (*in this instance, the City of Lancaster*) visited and evaluated Mauston based on questions provided by UW-Extension. Comments pertaining to the downtown area include:

- Overwhelmed at the number of vacant businesses in the Main Street area
- The lake side park and lake frontage is an asset that needs to be given further attention
- Entrance from the freeway is good (chamber's welcome sign), but people entering from any of the other direction aren't greeted
- No common theme for signs downtown

Mauston Comprehensive Plan (2000)

The plan identifies downtown Mauston as an area in transition with many properties ripe for redevelopment. It states that the downtown area can build off the community's financial institutions, professional offices and government functions that still reside in the downtown. The Plan recommends the following actions:

Figure 2.1: Mauston Future Land Use

- Designate an alternative truck route to address auto and pedestrian traffic issues *(currently under design)*
- Prepare a detailed streetscape plan that sets standards and specific recommendations on streetscape improvements (*i.e. landscaping, lighting, furniture, building facade improvements, and rear entry visibility and access*)
- Establish an architectural theme and unifying scale throughout the central business district
- Redevelop the downtown area with new retail and service-oriented development (*e.g. grocery store, hardware store, post office, theater and senior housing*) focused around shared private parking and public parking
- Develop a signed bikeway system, improving pedestrian connections from neighborhoods to existing/ planned parks and school campus

Mauston Opportunity Analysis: defining Mauston's future (2000)

This study was created as a first step in identifying available opportunities for the downtown and to provide recommendations for general implementation steps. Some of the redevelopment recommendations include:

Figure 2.2: Redevelopment Opportunties

- Relocating manufacturing businesses to the industrial park, opening up land for new development
- New general goods and service businesses (*e.g. grocery store, hardware store, etc.*) combined with smaller retail shops is needed
- A sport complex/wellness center and entertainment district with complimentary use (*e.g. restaurants, shops, a sporting goods store, a video arcade, a sports bar, etc.*)
- A depot along the rail line in anticipation of a potential excursion rail or passenger rail

Juneau County Retail Market Analysis (2008)

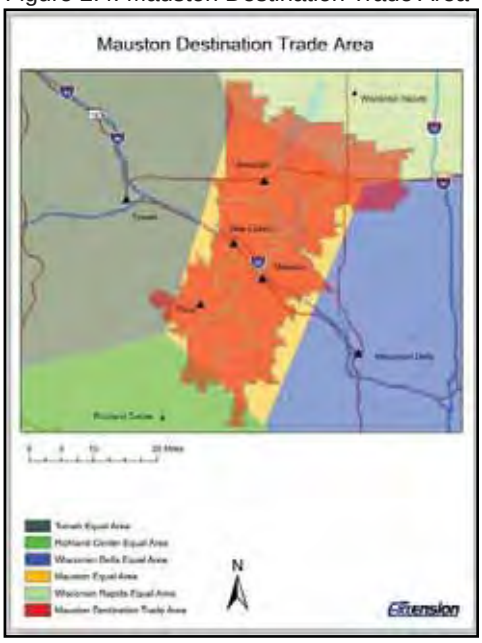
This study analyzed the demand for retail products and services in Juneau County. It states that Mauston is centrally located in Wisconsin, which puts the community near a variety of attractions and recreational opportunities. The 53948 zip code was established as the Mauston Convenience Trade Area (*approximately a ten minute drive time boundary*). The Convenience Trade Area (CTA) is defined as the area within which all "convenience shopping" needs (*e.g. groceries, gasoline, hardware, etc.*) are satisfied by the community. Figure 2.3 displays the Mauston CTA.

Figure 2.3: Mauston ConvenienceTrade Area

The study also defined Mauston's Destination Trade Area (See Figure 2.4). The Destination Trade Area (DTA) is the area where "destination shopping" needs such as automobiles, furniture, and other big box stores draw customers to the area. To determine the DTA an equal competition analysis was conducted which represents the midpoint between communities. The communities used for the study were Tomah, Wisconsin Rapids, Wisconsin Dells, and Richland Center. The Mauston DTA is comprised of the zip codes for eight communities: Necedah (54646), Arkdale (54613), Friendship (53934), New Lisbon (53950), Mauston (53948), Elroy (53929), Wonewoc (53968), and La Valle (54941). The study explains that while Equal Competition

analysis shows a potential DTA, other attractiveness factors such as retail mix and accessibility may play a more important role than distance alone. Nevertheless, the CTA and DTA help to define and illustrate the general market area for Mauston.

Figure 2.4: Mauston Destination Trade Area



The study presents a series of demographic and lifestyle characteristics of these trade area residents for the purpose of analyzing local spending potential, purchasing preferences and marketing strategies. Notable statistics include:

Table 2.1: Mauston CTA & DTA Statistics

	Mauston CTA	Mauston DTA	Wisconsin
2000 Population	7,743	29,921	5,363,675
2007 Population	8,873	33,809	5,687,426
2012 Population	9,236	35,461	5,902,771
2007-2012 Annual Rate	0.81%	0.96%	0.75%
2007 Housing Units	4,098	19,739	2,547,427
2007 Avg. Household Income	53,532	52,699	68,215

Source: ESRI Business Information Solutions

Consumer spending potential data for 2007 for the Mauston CTA and DTA are presented in Table 2.2. Displayed are the annual amounts spent on a variety of goods and services by households that reside in the trade area, regardless of where the goods or services were purchased. A spending potential index (SPI) is provided to compare household spending with the national averages (U.S. index = 100). Spending by visitors and nonresidents are not included in these figures. Based on consumer spending potential data, residents of the Mauston Convenience and Destination Trade Areas have lower spending potential per household than the U.S. average (as reflected by the SPI figures that are less than 100). For more information refer to *Appendix C*.

Table 2.2: Mauston CTA & DTA Consumer Spending Potential

	Mauston Convenience Trade Area		Mauston Destination Trade Area		Wisconsin	USA
	SPI	Total Pending	SPI	Total Spending	SPI	SPI
Apparel and Services	64	$6,105,477	62	$22,950,188	84	100
Computer	68	$598,578	65	$2,234,174	94	100
Entertainment & Recreation	75	$8,934,457	74	$34,442,734	94	100
Fees and Admissions	62	$1,315,254	60	$$4,954,004	94	100
TV/Video/Sound Equipment	75	$3,047,637	73	$11,492,033	94	100
Food	76	$22,348,381	75	$85,011,924	94	100
Food at Home	78	$13,676,299	77	$52,296,685	94	100
Food Away from Home	74	$8,672,082	72	$32,715,239	94	100
Financial	71	$20,925,580	69	$80,242,365	95	100
Health	87	$2,539,807	88	$10,100,317	97	100
Home	75	$37,922,139	76	$147,473,239	94	100
Household Furnishing and Equipment	69	$3,329,288	69	$12,828,624	91	100
Household Operations	74	$4,526,336	73	$17,427,306	94	100
Insurance	82	$16,229,473	80	$62,987,614	96	100
Transportation	81	$16,612,202	81	$98,675,921	95	100
Travel	65	$3,108,211	64	$11,947,240	92	100

Source: ESRI Business Information Solutions

Chapter Two: Existing Conditions

2.2 Downtown Walkabout

In preparation for this Plan, the City conducted a Downtown Walkabout on October 2, 2008. The activity consisted of five small groups who each walked a different route within the downtown. During this process each group recorded their observations by writing down comments based on a questionnaire (*provided by the City*) and by creating a photo inventory. Upon completing the exercise, each group summarized their observations and discussed them among the entire group.

The walkabout can be summarized by the following statements:

Public Streets

- Streets and sidewalks are in disrepair (*street trees affecting sidewalk conditions*)
- No consistency downtown in regards to landscaping or streetscape (*underutilized green space, lack of maintenance, lack of benches, etc.*)
- Limited parking downtown

Riverside Park

- Electrical wires and back of buildings are unattractive
- Playground equipment, band shell, benches, and a new sign are suggested improvements

Buildings

- Historical significant buildings should be restored (*i.e. Ballentine building & Hospital building*)
- The City Center Motel should be repaired or torn down
- The old Vacuum Platers building is an eyesore - why are there industrial buildings downtown?
- Signs for businesses not in operation should be taken down
- Many buildings downtown need a facelift
- Overall the downtown lacks architectural consistency
- Law office, library and the County buildings are assets to the community

Based on these comments the City established the following goals and action steps:

Goal 1: **Make improvements to public spaces and park facilities.**

Action Step: Replace the park signs for Lioness and Riverside that captures the downtown theme (not established yet), using quality materials.

Action Step: Develop a Riverside Park Plan.

Action Step: Develop a Streetscape Plan to be carried throughout downtown, including extending the lighting from Division, and consider crosswalk and pedestrian/bicycle safety improvements.

Action Step: Develop a Landscape Management Plan for the City's properties that includes a list of improvements and establishes maintenance standards.

Goal 2: **Encourage improvements to private properties.**

Action Step: Develop Design Guidelines to assist the City and business owners in establishing architectural and design criteria for redevelopment of downtown properties.

Action Step: Consider creating a Facade Improvements program to offer incentives to private property owners to improve their buildings, especially for historic buildings such as (but not limited to) the Ballentine and Hospital buildings.

Action Step: Consider showcasing and publicizing property owners who do make investments in downtown buildings.

Action Step: Evaluate the possibility of utilizing Tax Incremental Financing (TIF) to assist downtown building improvements.

Goal 3: **Address the needs of State Street infrastructure and parking.**

Action Step: Determine the supply and demand for parking in the downtown prior to making any long-term decisions.

Action Step: Observe current utilization of existing parking spaces and determine peak times.

Action Step: Work to get WisDOT to include the State Street project in the funding cycle.

2.3 Downtown Business Survey

In January 2009, the City of Mauston sent out 91 Visual Preference surveys to downtown property owners and tenants to gather additional opinions regarding improvements to the downtown. Thirty-four surveys were returned (37%). *See Appendix A* for the entire survey results. The City received responses from businesses along all the major streets within the downtown with the majority of the businesses located on State Street (61%), Hickory Street (11%), and Division (11%). Nearly all the respondents' downtown businesses have been in existence for a minimum of five years (94%), with 76% of the them for at least 10 years.

Top **five** reasons respondents located their business downtown:

(33%) Available building/property
(17%) Proximity to customers
(13%) To have a downtown address
(11%) Near other downtown amenities
(8%) Cluster of similar businesses

Top **five** reasons respondents may relocate their business outside of the downtown:

(22%) High property tax
(14%) Lack of parking
(11%) Outdated facility
(11%) No space for expansion
(11%) Security/Crime

All respondents, except one, plan to continue owning (74%) or leasing (24%) within the downtown area over the next two years. The other respondent would remain in Mauston, but not in the downtown area. When asked what aspects of downtown need major improvement, 87% responded the "Number of Businesses", 61% responded "Building Facades", and 61% responded "Parking Availability".

Based on the survey results, the following characteristics are very desirable for downtown Mauston:

BUILDING

Setback:	Zero setback
Scale & Design:	2 to 6 stories (*preferably 3 or less*) with a horizontal expression line between the first and second floor
Design-Roof:	Mansard or flat roof with a cornice
Design-Street:	A first floor that is differentiated from the upper floors with pedestrian features, such as awnings, large windows, etc.

PARKING

Edges:	Landscaped, but must be maintained (*not overgrown*)
Design:	Landscaped islands

SITE

Signage:	Building, projecting, or monument-style signs
Service Areas:	Structure, or a maintained fence, surrounding the service area

PUBLIC AMENITIES

Civic:	Soft-scape plaza, pathways (w/ bridge), gazebo, playground equipment, and off-road pedestrian/bicycle facility
Sidewalk:	Trees, brick paving, benches, flowers, and a clock feature

2.4 URBAN CONTEXT

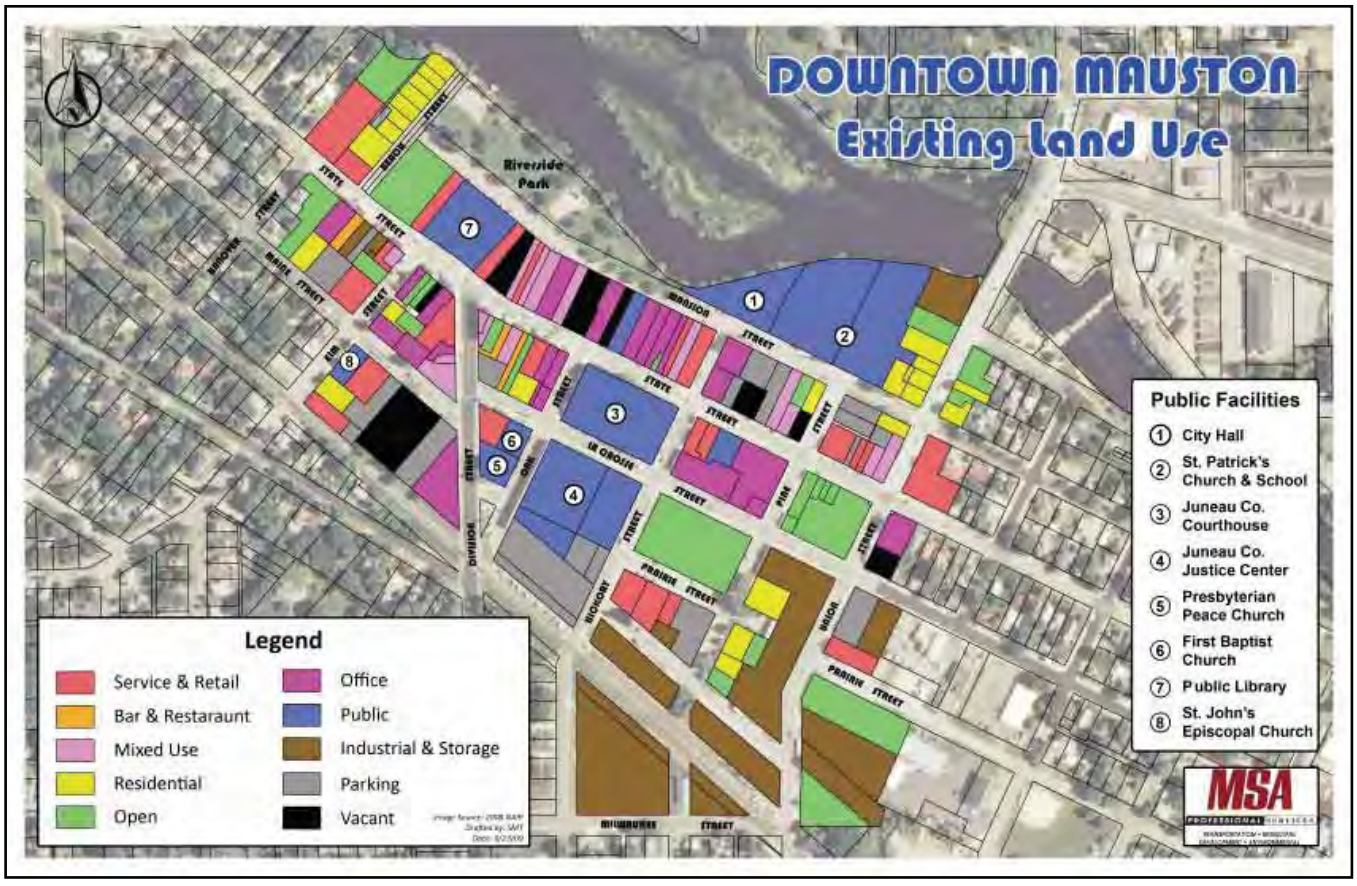
Many factors can influence how citizens perceive the downtown of their community. These factors combine to create the urban fabric, which can be simplified into three categories: districts, streets, and individual parcels/buildings. Studying the existing urban context provides insights on what properties are assets to be enhanced versus those that are strong candidates for redevelopment in order to revitalize the downtown.

District

A district is a cohesive area with an identifiable character. Building uses, types, and styles establishes this character. Historically, downtown districts have the city's largest concentration of jobs. In the early and mid-1900s, these were primarily industrial and retail/service jobs. However, over the last few decades a majority of these jobs have moved out of the downtown; industrial jobs to overseas competition and retail/service jobs to highway corridors. These trends have also affected downtown Mauston as several storefronts are empty and two entire blocks *(i.e. Kastner and Vacuum Platers)* that once held industrial uses have been completely cleared. On the other hand, the downtown still has a substantial number of industrial properties, primarily located in the southeast portion of the district; however, Mauston's *Comprehensive Plan (2000)* recommends relocating these manufacturing businesses to the industrial park in order to free up land for new development. See *Figure 2.5* for land uses within downtown Mauston.

Another characteristic of a downtown district are public and civic buildings. One of the distinct assets of Mauston is its role as the County seat. Both the Juneau County Courthouse and Justice Center are located within the downtown district. Other public facilities include City Hall, Hatch Public Library, and the three-acre Riverside Park, which includes a skateboard park, fishing pier, boat landing, and playground. Religious properties include St. Patrick's Parish and School, Presbyterian Peace Church, First Baptist Church, and St. John's Parish and School. Combined these public and civic buildings are strong anchors for the downtown, as they employ many people and are destinations for other members of the community and the County. See *Figure 2.5* for locations of public/civic facilities.

Figure 2.5: Existing Land Use Map



Streets

A street is a public thoroughfare, but it is also a public space that evokes a feeling. Consider the relationship between the buildings and the public right-of-way. Are most of the buildings abutting the sidewalk with building entrances to the street, or are buildings setback with off-street parking areas in front of the building? These two road types are different and evoke a different type of feeling, but both types exist within the urban fabric. In general, a city's downtown is comprised of three major road types (*primary, secondary, and tertiary*) that form a specific hierarchy based on their primary function. Analyzing this road hierarchy enables one to define road corridors based on its urban context, as stated below:

- Primary Roads facilitate the majority of traffic through the downtown and are the most critical in establishing a strong downtown core. Generally, buildings are close to the road with parking primarily in the back or side of the building. A consistent street wall and multi-story buildings are common characteristics of primary roads.

- Secondary Roads provide alternate routes for travelers, relieving congestion on the primary roads. The urban character is similar to primary roads; however a consistent street wall is less prevalent as, in many cases, secondary roads provide access to buildings located on primary streets. This results in more curb cuts and open parking areas.

- Tertiary Roads are minor roadways that handle light traffic and help to complete the grid system. In a downtown context, the majority of these roads are side streets with few main building entrances and limited pedestrian features (*e.g. awnings, large windows, etc.*).

Figure 2.6: Street Hierarchy Map

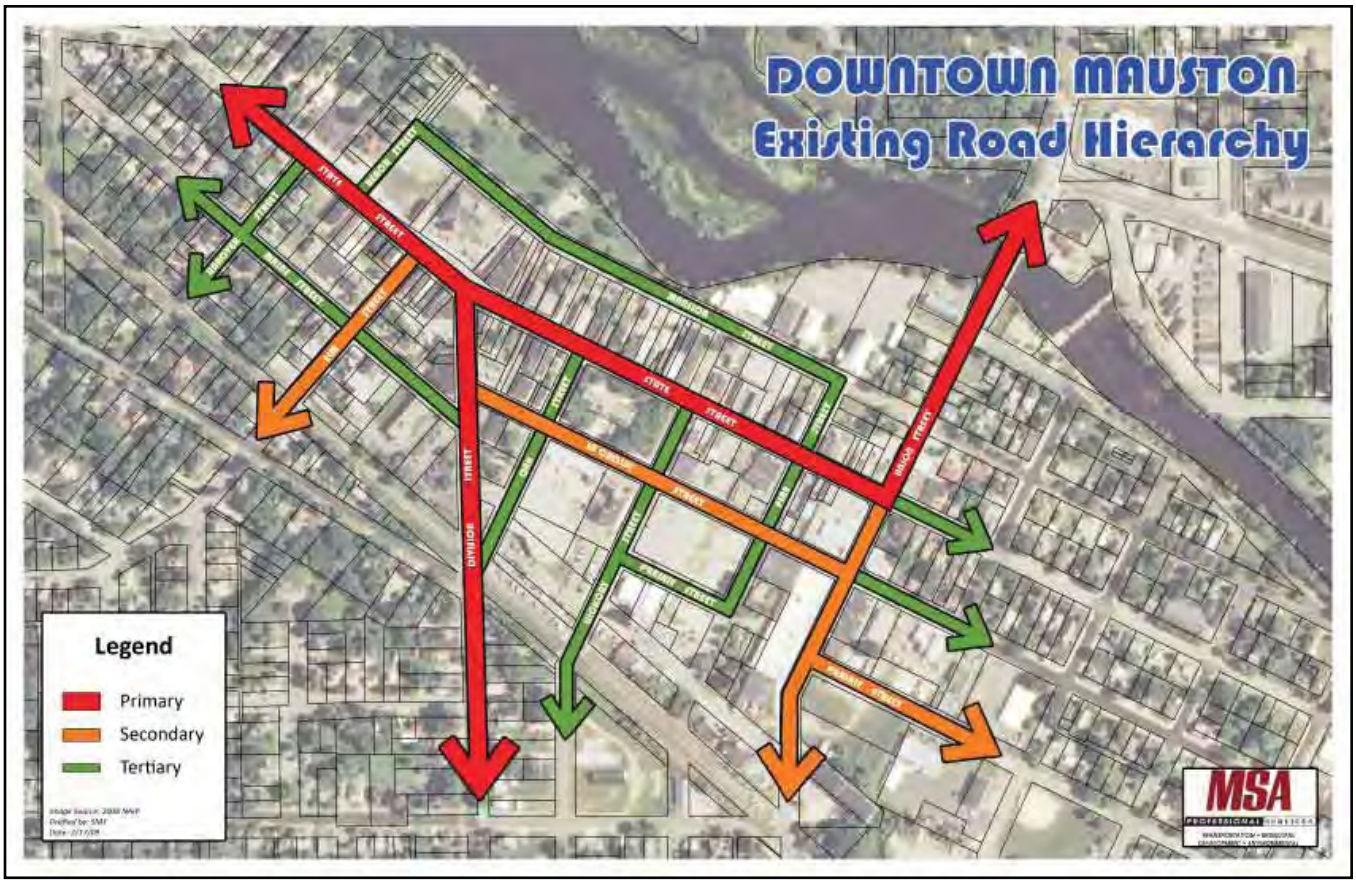


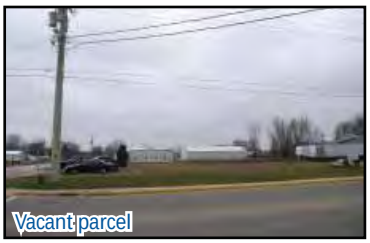
Figure 2.6 explains downtown Mauston's existing road hierarchy. It is important to note that WI-58 is in the process of being rerouted from Division Street and State Street to Union Street, which will affect the current road hierarchy and, ultimately, the urban context. This will be discussed further in Chapter 4.

The streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include features that break up the harsh hardscape that exists within a downtown *(e.g. trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures)*. In reviewing the primary streets within the downtown, the following statements can be made:

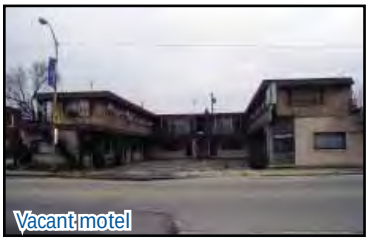
- Union Street lacks streetscape features. Land uses include service, industrial, and residential. The primary character can be defined by properties north/south of Mansion Street. To the north are small, single-family homes with 15- to 25-foot setbacks and pitched roofs. To the south are large industrial buildings with minimal setbacks and flat or shallow-sloped roofs. Building heights range from one to two stories. There are three vacant sites on Union Street, including the east side of the Vacuum Platers block.

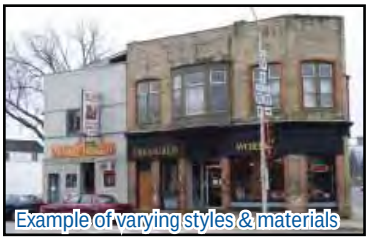

Typical building north of Mansion


Typical building south of Mansion


Vacant parcel

- State Street has limited streetscape features (*e.g. directional signage, poles with flags, trash receptacles, concrete planters, street trees, etc.*). Land uses include office, service, retail, mixed use, and public (*i.e. County building, library, etc.*). Building styles and quality are diverse. Building heights range from one to three stories, but are primarily two stories. There are a number of vacant sites located on State Street, including two large sites at both ends of downtown (*213-221 W. State and Vacuum Platers block*). Additionally there several properties that are currently vacant.


Vacant motel


Example of varying styles & materials


Vacuum Platers block

- Mansion Street functions primarily as an alleyway, rather than a street. There are no sidewalks, streetscape features or buildings (*opposite to Riverside Park*) facing the street. The only exception is the new library, which uses complimentary materials and design on all sides of the building. Some buildings do face the street east of the park including City Hall and St. Patricks Parish buildings.


City Hall facade facing Mansion


Library facade facing Mansion


Typical facade facing Mansion

Buildings & Parcels

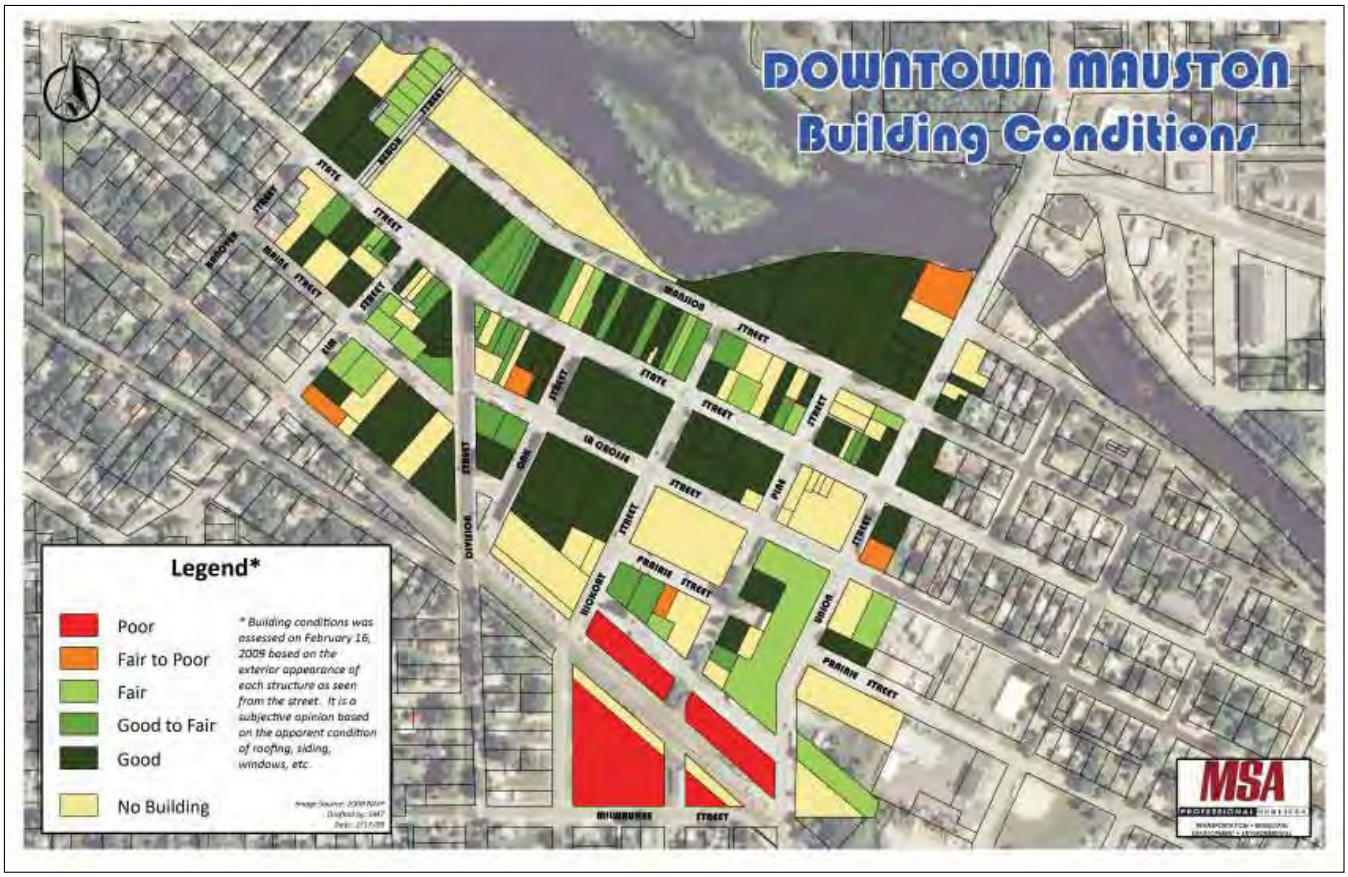
Individual parcels/buildings can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the City of Mauston.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

Building Conditions

In general, buildings within the downtown are in good condition. There are a few sites that are vacant or have dilapidated buildings that would cost more to update than to tear down. The largest concentration of these types of parcels are in the southeast portion of downtown.

Figure 2.7 illustrates building conditions within downtown Mauston. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the condition based on the exterior appearance as viewed from the street. For more information on the downtown properties see *Appendix B*.

Figure 2.7: Building Conditions Map



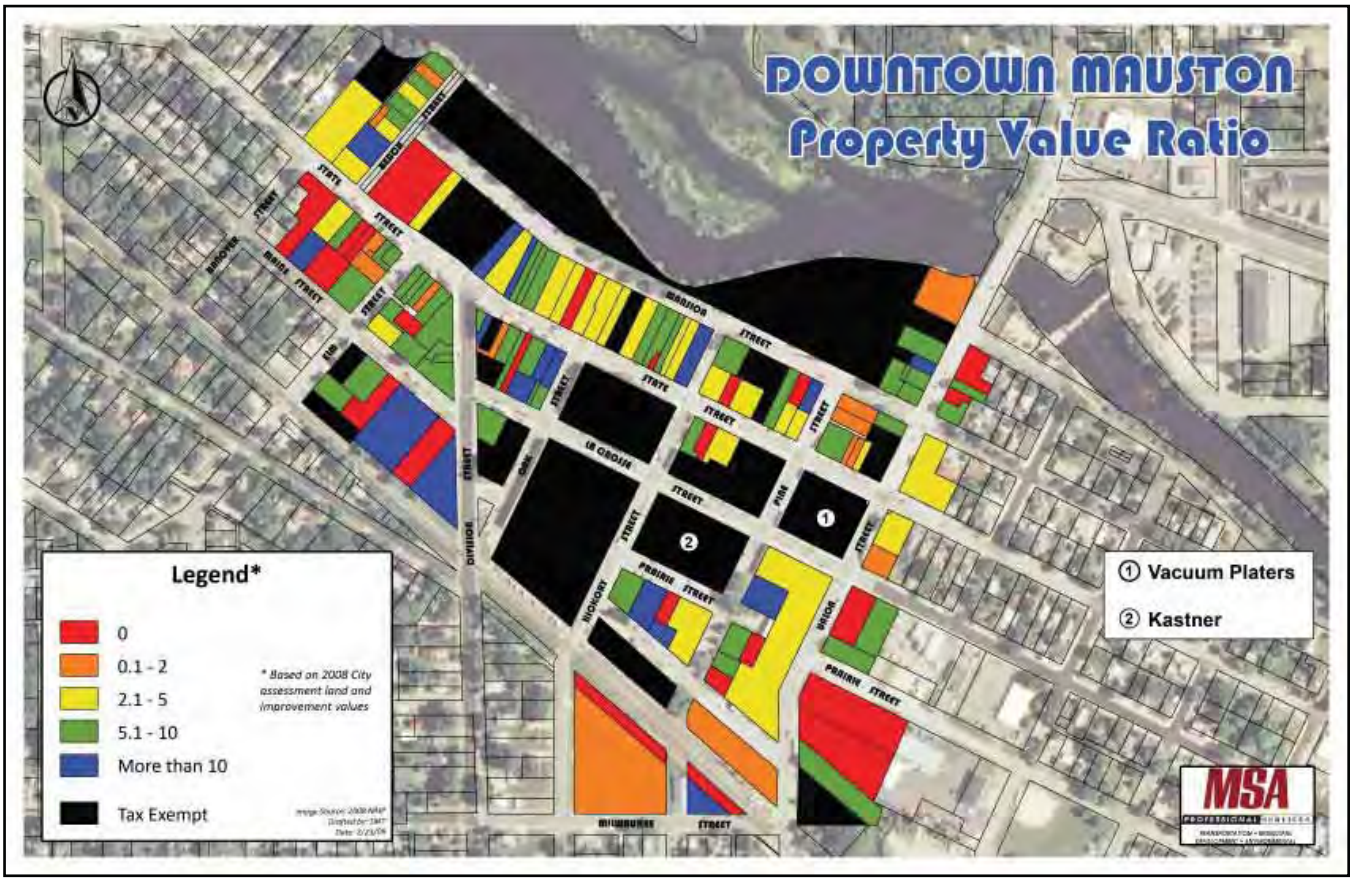
Property Assessment

Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of properties within the city; with the exception of tax exempt properties for which no data exists. Based on the 2008 aggregate assessed values (*excluding tax exempt parcels*), downtown Mauston total property value is $10.23 million. The total land value in the downtown is $1.78 million (*an average of $13,722 per parcel*) with a total improvement value of $8.45 million (*an average of $64,979 per parcel*).

Figure 2.8 illustrates the ratio of improvement value to land value within downtown Mauston. In general, strong candidates for redevelopment are properties with land that is more valuable than the improvements (*buildings*). There are two important trends that are evident:

- A large portion of the downtown is tax exempt. As stated, public buildings are an asset to downtown; however, it is important to limit further expansions that will affect the revenue generated downtown. Additional public parcels should only be created where the public good out weighs the loses in tax revenue.
- There is a large concentration of properties with low property value ratios in the southeast portion of the downtown, which includes the recently remediated Kastner and Vacuum Platers blocks that are owned by Mauston's Redevelopment Authority (*see in Figure 2.8*). These sites are large and have buildings that are in poor condition, which makes them good candidates for redevelopment.

Figure 2.8: Property Value Ratio Map



2.5 PARKING OCCUPANCY

The availability of parking can leave a lasting impression on how people view, or how often they visit, a downtown. Convenient and affordable parking is considered a sign of welcome. Parking that is difficult to find, inadequate, or inconvenient will frustrate users and can make people reluctant to visit a particular location.

An excessive supply of parking can also create problems. Parking facilities are expensive to construct, imposing financial costs on developers, building users and municipalities. In addition, parking facilities can impose environmental costs, contradict community development objectives for more livable and walkable communities, and abundant, un-priced parking tends to increase driving and discourage walking and bicycling.

According to the results of the Downtown Business Survey, a lack of parking is sited as the second highest reason for potential business relocation from the downtown. When asked what aspects of downtown needs major improvement, 61% responded “Parking Availability”. In order to understand the nature of these responses, a parking study was conducted within the downtown planning area. The purpose of the study was to observe current utilization of existing parking spaces within the downtown and to identify specific issues and opportunities related to existing parking infrastructure.

Methodology

Parking inventories are intended to gather information on existing parking supply and its use. Parking inventories include observations relating to the occupancy of parking spaces, their location, and any issues related to way finding, marking, or time-of-day restrictions. The occupancy of parking spaces was documented by observing the number and proportion of occupied parking spaces during what is considered the peak period for parking demand within the planning area. This peak period was determined through conversation with City staff who thought that the main parking peak period is weekdays during normal business hours. This is attributed to the number of people who either work at or visit the Juneau County Courthouse or Justice Center and the average downtown business’s hours of operation. In response to this information, parking occupancy counts were undertaken between 10am and 12pm on Friday March 13th, 2009. To minimize the impact of weather and seasonal variation, occupancy observations were conducted during fine weather conditions.

Although parking occupancy observations were conducted during weekday peak periods in response to civic parking demands, it should be acknowledged that other land uses have different peak parking times (see table below). For example, a block with a popular bar may experience a peak parking period during Friday or Saturday evenings, while the rest of the planning area has relatively low occupancy rates.

Table 2.3: Peak Parking Times by Use

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

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

Inventory

The parking study began with a count of the number of off-street and on-street parking spaces within the planning area. A total of 449 on-street parking spaces and 564 off-street parking spaces were identified. On-street parking on State Street accounts for 61 total stalls (14% of all on-street stalls). The largest off-street parking lot is behind the Juneau County Justice Center, 122 parking stalls. Other notable off-street parking facilities include St. Patrick's Parish and School (parcel #1027.1), an adjacent City owned parking lot (parcel #1028), and another City owned parking lot at the corner of Division Street and La Crosse Street (parcel #895). The latter includes enhanced site design features including decorative fencing and lighting, while the former lacks features that identify it as public parking, including basic stall indicators.

Off-street parking is also available behind St. Patrick's Parish and School, although this area is limited to use during church service, as the area doubles as a playground during weekdays. In addition, portions of the recently cleared Kastner's block provide temporary parking for employees and visitors to the Juneau County's Justice Center. Although not considered as part of the study area, these parking facilities were considered significant enough to note.

Parking Restrictions

Most on-street parking in the planning area is limited to two hour parking from 8am-5pm (except Sundays and holidays), and no parking from 2am-7:30am. However, several blocks within the planning area are posted no parking from 2am-7am. Areas where parking is prohibited include the east side of Beach Street, both sides of Division Street from La Crosse to State Street, Union Street from the Lemonweir River to La Crosse Street, the east side of Hickory Street from the railroad to Prairie Street, and the north side of Mansion Street from City Hall to the Library.

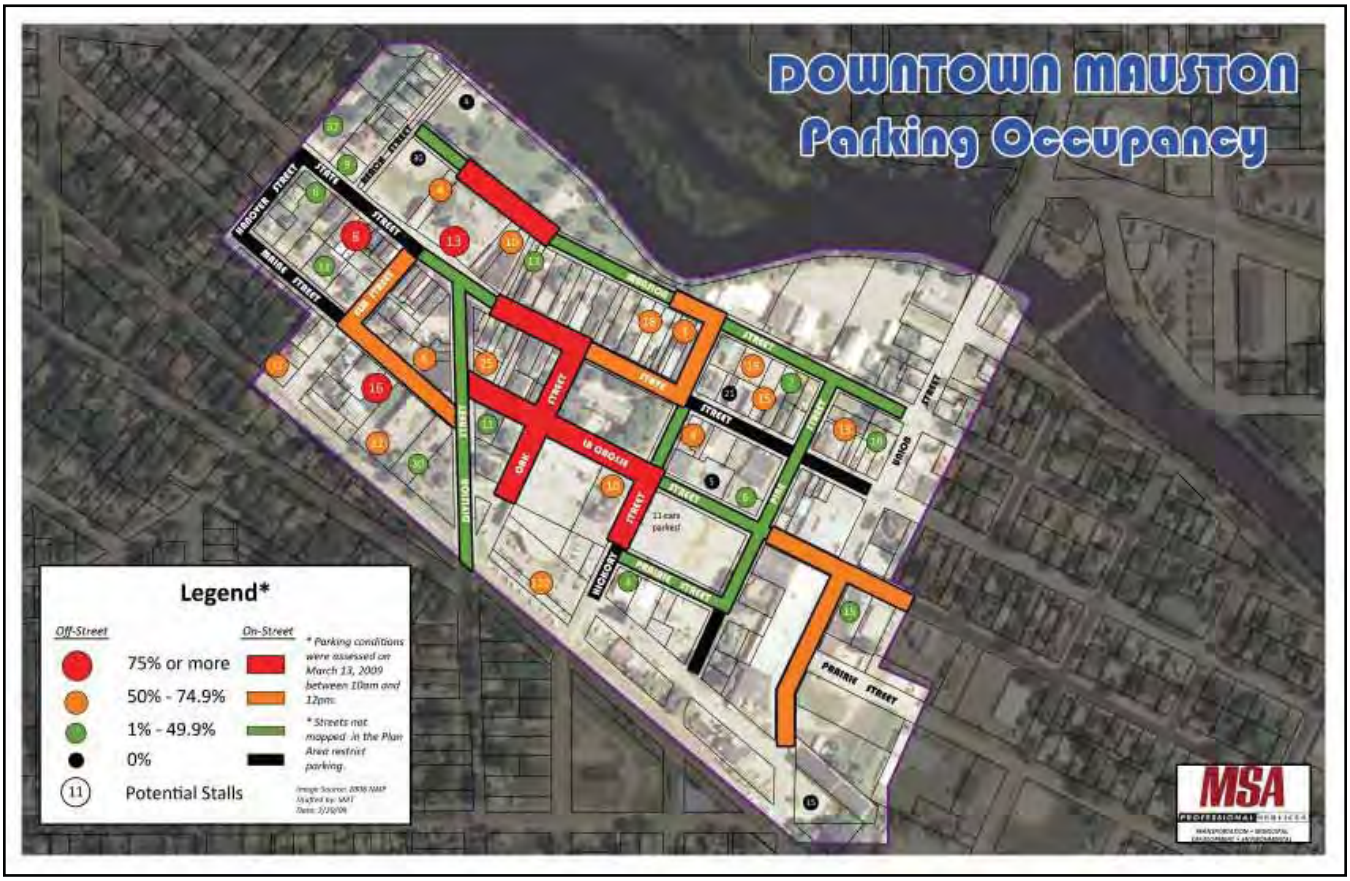
Occupancy

Parking facility use (level of occupancy) was measured to highlight areas where current parking facility occupancy was low or where facilities were at capacity. Parking occupancy refers to the accumulation of parking over the course of the day. Occupancy during peak periods is the primary measure of parking usage and the need for additional parking. Occupancy rates at or close to 100 percent are generally considered undesirable because motorists must hunt for available parking and/or may be tempted to park illegally or not stop at all. In addition, high occupancy can limit flexibility for special circumstances or events. Thus when evaluating parking we look at the "effective" supply instead of the full supply. The effective supply is the maximum number of parking spaces that can realistically be used within a given district. An effective supply "cushion" can help to protect against the inevitable loss of spaces resulting from temporary disturbances such as construction, mis-parked cars, etc.

Parking supply is considered "effective" when approximately 85% of the parking spaces are occupied. This ensures an adequate supply of parking while limiting the financial and environmental costs of parking and supporting community development objectives to create a more livable and walkable downtown destination.

Parking occupancy for the planning area is illustrated in *Figure 2.9*. The average occupancy for on-street and off-street parking was 44% and 43%, respectively. The majority of parking facilities within the Downtown were below 50% occupancy during the study period. The highest percentage of on-street parking occupancy was around the Juneau County Courthouse and Justice Center (75-87%), along State Street from Division Street to Oak Street (79%), and along Mansion Street behind the Library. The highest percentage of off-street parking occupancy was in front of the Library (92%).

Figure 2.9: Parking Occupancy Map



3 LAND USE GUIDE

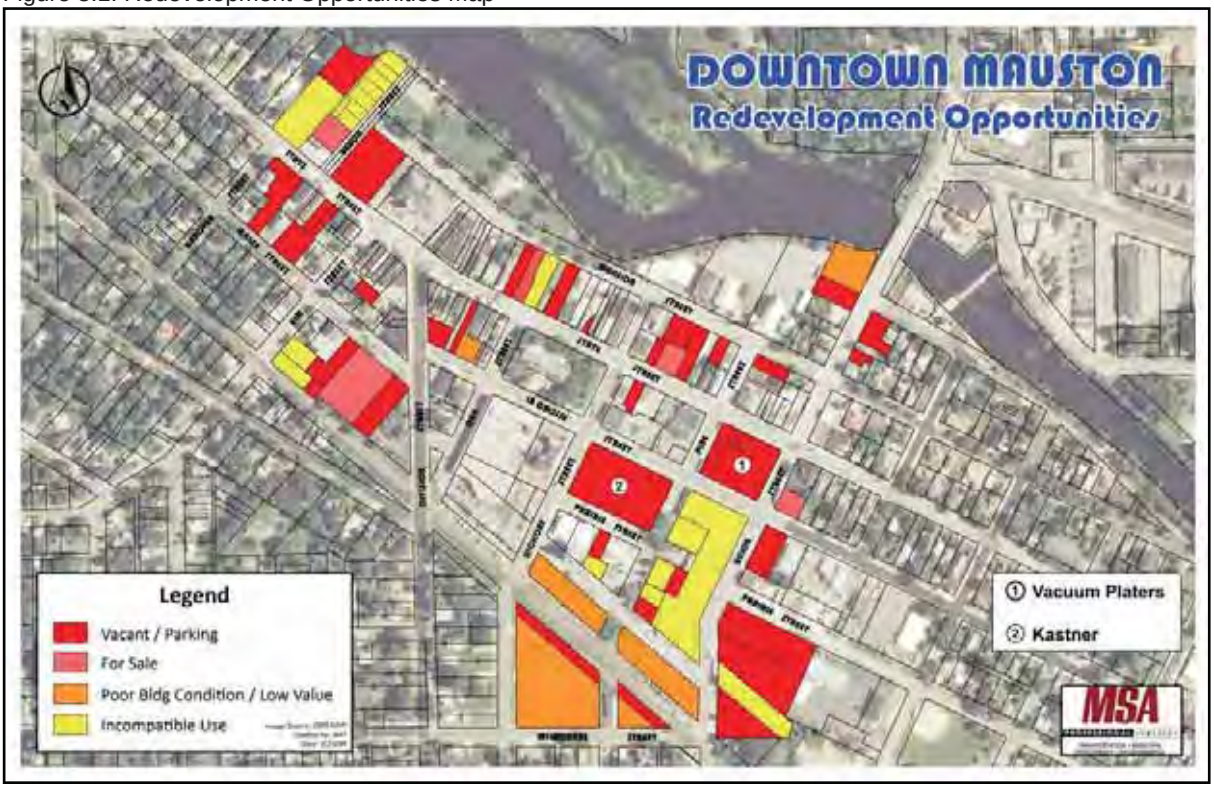
The Land Use Guide provides a vision for the revitalization of downtown Mauston in the form of planning, public improvements, and redevelopment recommendations. The Guide is intended to enhance existing assets and identify opportunities for redevelopment sites that detract from the downtown. It presents the framework to guide future efforts to enhance the downtown as a place to work, live, shop, eat, and play.

3.1 REDEVELOPMENT OPPORTUNITIES

Within the downtown area there are several parcels that offer significant opportunities for redevelopment. As discussed in the Existing Conditions (*see Chapter 2*), parcels that are strong candidates for redevelopment are either vacant or are for sale, have low improvement value (relative to land value), have buildings that are in poor condition, or have uses that are ill-suited for a downtown environment. *Figure 3.1* illustrates redevelopment opportunities within the downtown area. For specific information on these parcels, such as address, parcel size, and 2008 assessed values, refer to Appendix B.

- Red parcels are the most viable for redevelopment, as they do not have structures on the site or they are properties that are currently for sale.
- Orange parcels are viable for redevelopment, but do have buildings on the site and are not currently for sale; however, the improvements (building) has less value than the land (*see Figure 2.8)*.
- Yellow parcels are the least viable for redevelopment, as the parcels are not for sale and have buildings with significant value; however, these sites are better suited for other uses and could be relocated.

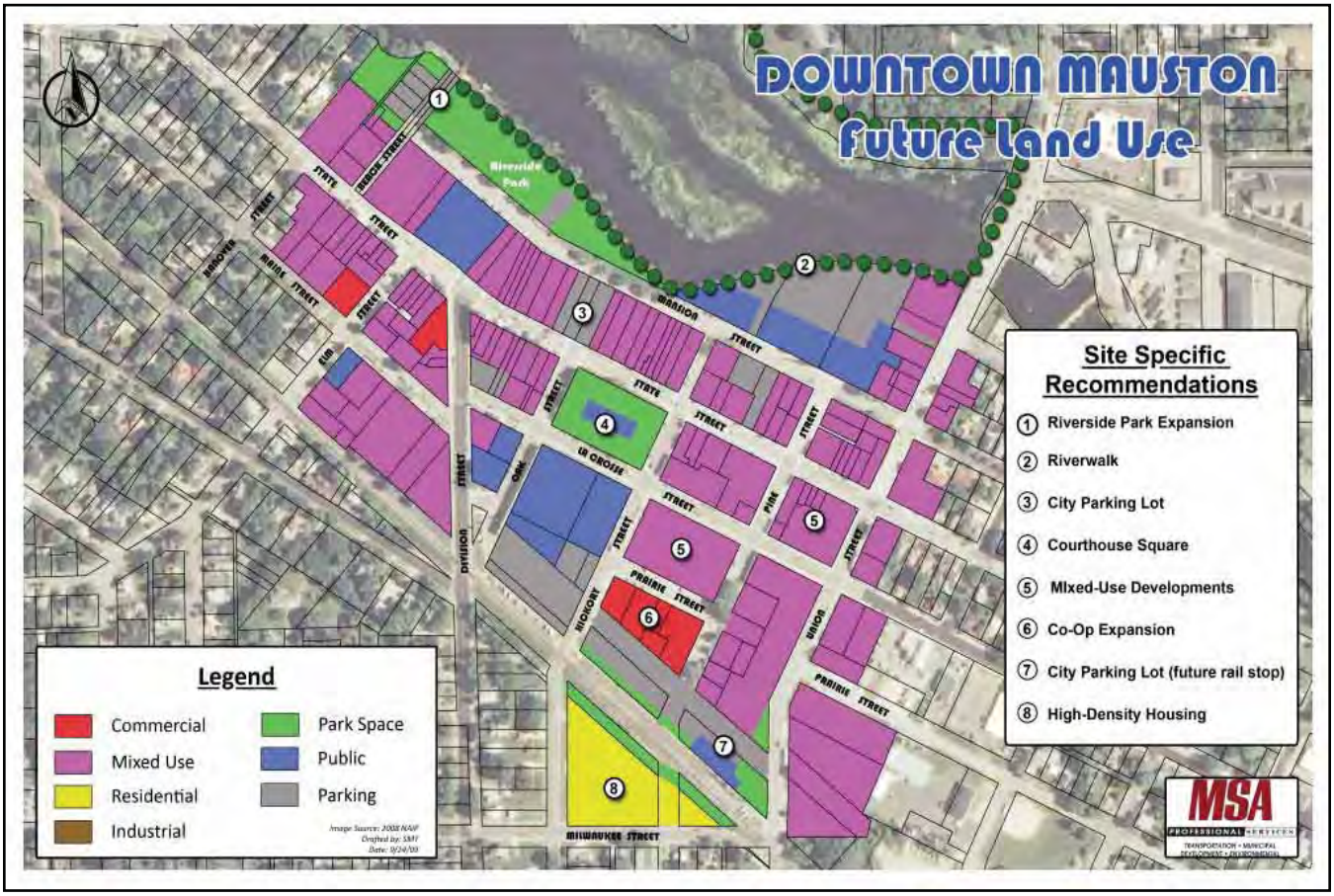
Figure 3.1: Redevelopment Opportunities Map



3.2 FUTURE LAND USE

As Figure 3.2 illustrates, the City desires a mixed use downtown district, consisting of retail, office, and other type of services on the ground floor with opportunities for residential units or additional office space on the upper floors. Incorporating housing within the downtown provides demand for businesses and increases the pedestrian activity within the area. The civic buildings, public parking lots, and Riverside Park are all assets and are planned to remain the same or increase in size to better support the downtown. The Crandall Funeral Home, the Mauston Farmers Co-op, and the Bank of Mauston are commercial uses that will remain for the foreseeable future as they are unique to the downtown.

Figure 3.2: Future Land Use Map



3.3 SITE SPECIFIC RECOMMENDATIONS

Based on feedback from the Downtown Steering Committee and City staff and from prior planning documents, in particular *Mauston's Opportunity Analysis*, eight specific site recommendations are provided to support the revitalization of downtown Mauston. Many of the recommendations address the three primary goals established after the downtown walkabout:

- Make improvements to public spaces and park facilities.
- Encourage improvements to private properties.
- Encourage improvements to private properties.

1. Riverside Park Redevelopment & Expansion

The park and the Lemonweir River are important assets to the downtown and to the City of Mauston; however, the park is currently underutilized and it is cut-off from the downtown. There are recommendations within this Plan that will increase the park's visibility from downtown, but updates are needed to encourage residents and visitors to use the park. Recommended park improvements include a band shell, a pavilion, a riverwalk (*see recommendation #2*), and playground equipment.

In addition to updates to the existing park, the Plan recommends that the park expand across Beach Street to include the homes and the City-owned parcel behind them. These homes are within the 100-year floodplain and have experienced repeated flooding events. Negotiating the purchase of these homes provides an opportunity to expand the park, add a large parking lot away from street views, establish a functional boat launch at the end of Beach Street, and allows visitors to enjoy the existing City-owned parcel that is currently land-locked by the single family homes. See *Chapter 4* for redevelopment concepts for Riverside Park.

2. Riverwalk

As stated above, the Lemonweir River is a major asset to the City of Mauston, but is currently underutilized within the downtown. A riverwalk can provide public access to the river and can become a major destination within the downtown. As a large portion of the riverfront within the downtown is publicly owned, a riverwalk is highly feasible. The Plan recommends a riverwalk that connects Union Street to Beach Street, via Riverside Park and along the back side of City Hall, St. Patrick's Parish, and 89 N. Union Street. The major obstacles in completing this path will be reconstructing the back side of City Hall and getting access through private property.

In a second phase, the Plan recommends extending the riverwalk across the Union Street bridge, following along the north side of the river, connecting to public housing along Monroe Street. This will create a stronger connection with the adjacent neighborhood and increase its usage within the downtown. The major obstacle in completing this path will be expanding the west side of the Union Street bridge to allow for a safe pedestrian travel (minimum of 8 feet is recommended).

3. City Parking Lot

One of the major concerns of residents and business owners is the lack of parking within the downtown. As discussed in the Existing Conditions Chapter, the greatest demand for parking is around the Courthouse Square. To alleviate this issue, MSA proposes that the City purchase three parcels at the intersection of State Street and Oak Street (137-201 E. State Street) in order to build a 57-car parking lot (*see Figure 3.3*). Currently the parcels are underutilized or do not fit the downtown context; 137-139 E. State is gravel parking lot; 143 E. State is a single story building that is vacant and for sale; and 201 E. State is a single story building. This project also provides an opportunity to make another pedestrian connection from the downtown and State Street to Riverside Park. In order to maximize the parking area the lot will need to built up along Mansion Street, as there is a significant grade change. If it is determined that 201 E. State can not be purchased then a 30-car parking lot could be developed at 137-201 E. State Street (*see Figure 3.4*).

Figure 3.3: 57-Car Parking Lot

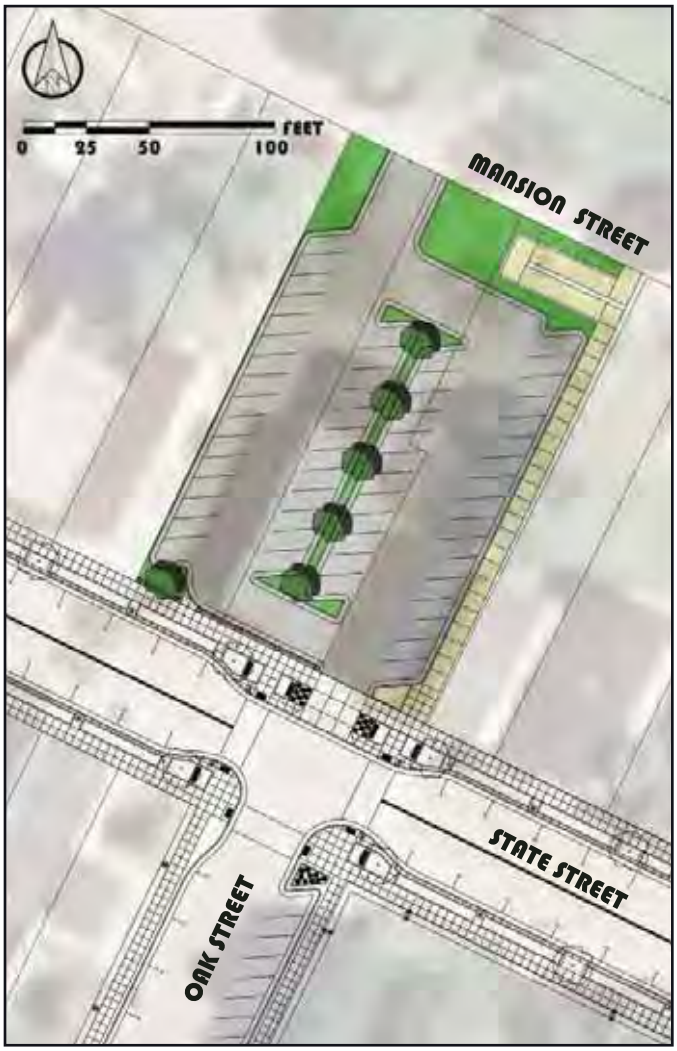
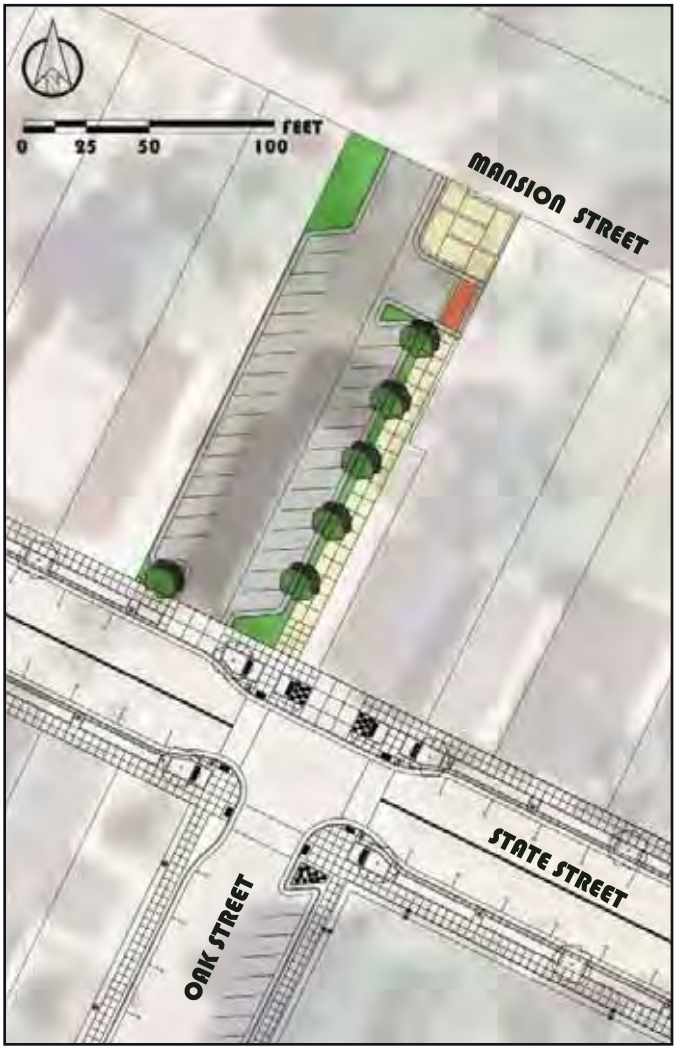


Figure 3.4: 30-Car Parking Lot



4. Courthouse Square

The Courthouse Square is an important asset and a major focal point of the downtown. The site already consists of many positive attributes (*e.g. historic building, mature trees, and decorative lighting*), however, it's green spaces are highly underutilized. It is the intention of this Plan to make the Courthouse Square a more popular destination spot within the downtown. The Plan recommends enhancements to this site including walking paths, gardens, sculptures, and seating areas. The Square's central location within the downtown makes it an good location to advertise the many destinations in downtown Mauston. A kiosk is a relatively inexpensive mechanism to advertise City events and provide a map of these downtown destinations. The Plan recommends incorporating two kiosks within the redesign of the square, preferably with a kiosk along State Street and another along La Crosse Street.

5. Mixed Use Development
Prior to this Plan, the City took the first step to revitalizing the downtown by remediating two major blocks that had several vacant and blighted buildings. These buildings were former industrial buildings that had become a major eye sore for the downtown. This Plan recommends mixed use development on these sites that provides both jobs and housing. During the planning process several alternatives were created to help the City and future developers realize the potential for these two blocks. See *Chapter 4* for design alternatives.

6. Co-op Redevelopment & Expansion
The Mauston River Farmers Co-op has been located in Mauston for over ninety years and is a staple of Mauston's economy; however, in order to continue thriving in the downtown it is important that the site receives updates. The majority of the buildings within this site have outlived their desired life span and should be repaired or reconstructed. The site also does not fit the downtown context and any reconstruction should follow the Design Standards established within this Plan (*see Appendix D*).

7. City Parking Lot (and Future Rail Station)
There will be a higher demand for parking in the southeast corner of the downtown when on-street parking is eliminated on Union Street (after it is redesignated as WI-58/82), and when new development is built on the Kastner and Vacuum Platers blocks. In order to alleviate this issue, MSA recommends that the City close Washington Street, purchase parcel #931 (County-owned land), and purchase 118 Washington Street. Currently this area is underutilized or does not fit the downtown context; the building on parcel #931 is in poor condition; 118 Washington is an industrial use that is ill-suited for the downtown; and Washington Street lacks all the amenities of a typical urban street (*i.e. curb and gutter, sidewalks, etc.*).

As *Mauston's Opportunity Analysis* suggests, a future light rail line maybe introduced to the area if the passenger rail line gets developed with stops in Tomah and Wisconsin Dells. The most prominent location for a station would be along Union Street and the rail line. City control of this site would dramatically improve the feasibility of a light rail station here.

8. High-Density Residential Development
The proximity to the downtown and to the rail line makes this site particularly good for high-density housing. The site is within the Plan area, but is too far from major roadways to be marketed for commercial development. The suggested land uses includes senior housing, market-rate apartments, or condo units.

3.4 Streetscape Plan
A major step in revitalizing the downtown is to make public improvements that show residents and businesses owners that the City is taking the initiative in revitalizing the area. These improvements also help to create a district identity for the downtown, which separates it from other areas within Mauston. The Streetscape Plan provides general guidelines for the entire downtown and more specific recommendations for the major streets within the downtown and around the Courthouse Square *(See Chapter 5)*. When planning for road (re)construction, the guidelines and recommendations should be considered.

3.5 DESIGN STANDARDS

As discussed in the review of the existing conditions (*see Chapter 2*), there is a lack of architectural consistency within the downtown. Design Standards establishes rules that can govern building materials, window and door placement, building scale and proportionality, architectural details, and other important design criteria. Clear standards will help the city achieve a more consistent and successful urban form, and it will make the development approval process more predictable for developers.

The Standards are bound as a separate document in a handbook format for use by property owners to design improvements to their parcels and by staff and Plan Commission to evaluate proposals. The standards address a broad range of site and building design issues and include a mix of required items ("standards") and items that are encouraged, sometimes strongly encouraged, but are not required ("recommendations").

This Plan recommends establishing a "Downtown Design Standards" overlay district on all parcels shown in *Figure 1.3* of this Plan. The Downtown Design Standards should be adopted as an amendment to the zoning ordinance and the zoning map should be changed. See *Appendix D* for the Design Standards Handbook.

4 REDEVELOPMENT CONCEPTS

Redevelopment projects can rejuvenate an area by providing signs of rebirth in districts that have previously fallen in disrepair. As discussed in *Chapter 3*, downtown Mauston has several sites that are prime for redevelopment. It is important that these sites are redeveloped to meet the City's and residents' vision for the downtown. One of the challenges of planning for redevelopment is envisioning how an area could be different than it is today. The following chapter presents conceptual development approaches for both blocks remediated by the City (known locally as the Vacuum Platers and Kastner blocks), as well as recommendations for improvements to Riverside Park.

4.1 VACUUM PLATERS / KASTNER BLOCK REDEVELOPMENT CONCEPTS

Mauston has expended considerable effort to acquire these properties, tear down the existing structures, and clean-up these two blocks. These steps, combined with their location, visibility and accessibility, results in sites that are ripe for redevelopment. The future land use and configuration of these mixed-use blocks are critical to Mauston's success. This is especially important at the Union and State Street corner, as it serves as a gateway "entrance" to the downtown.

The City recognizes that cooperation and flexibility are essential components of working with private developers on redevelopment projects. Therefore, this section provides multiple alternative layouts and building uses that meet the City's vision for the area, while reinforcing current zoning, design standards (*see Appendix D*), and the principles set forth in this Plan. Like the Downtown Design Standards, these design alternatives provide developers with many choices regarding building style, size, and configuration. Unlike the Downtown Design Standards, these alternatives are not part of the City's zoning ordinance and strict compliance is not required. Each alternative provides a concept plan that includes all the major components of a development, three-dimensional views providing general building massing and roof conditions, a description of the development, and a list of design features. Developers interested in building on these sites need not copy the concepts, but rather follow the design features associated with each alternative.

Vacuum Platers Block

The location of this site along the corner of two major roadways provides tremendous visibility to future businesses (approx. 1,700 vehicles entering the intersection at peak hour of the day in 2008). However, the block is approximately 1.2 acres in size, which limits the potential type and size of the development. The concepts shown assume parking is provided on-site, and therefore a two-story commercial building or three-story mixed-use building is achievable. Shared parking strategies utilizing other sites within 300 feet of the primary on-site parking lot could provide buildings up to four stories, per City zoning. An important similarity between each concept is holding the major corner of the site, in this case the intersection of State Street and Union Street. This can be achieved by either the use of architectural or green space features.

Chapter Four: Redevelopment Concepts

The concept alternatives on the following pages utilize the current right-of-way configurations. During this planning process, WisDOT was in the planning phases of redesigning the Union/State intersection as part of the WI-58/82 redesignation project. The right-of-way for both State and Union Streets may be slightly altered due to this intersection redesign; however, these modifications should not affect the overall feasibility of any of the concepts presented.

Figure 4.1: Vacuum Platers Alternative One Concept

Alternative One includes a 1.5-story building fronting Union Street and a 3-story building fronting State Street. In total, the development provides 12,000 sq.ft. of commercial space at street level and 20 residential units (*average size of 650 sq.ft. per unit*). The parking lot has 58 spots, including three handicap spaces, with access points on La Crosse and Pine Streets. The main design features include:

- Mix of uses
- Architectural feature at Union/State corner
- Landscaped parking lot
- Variation in building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*100% of State Street & 80% of Union Street*)
- Parking areas are screened and located in the rear of the site

Figure 4.2: Vacuum Platers Alternative Two(a) Concept

Alternative Two(a) includes a 2.5-story building fronting Union and State Streets with outdoor seating areas on both streets. There is a total of 18,000 sq.ft. of commercial space. The parking lot has 60 spots, including three handicap spaces, with access points on La Crosse Street, on State Street (*right-turn only*), and on Pine Street. The main design features include:

- Architectural feature at Union/State corner
- Landscaped parking lot
- Variation in building plane and building height
- Incorporate pitched and mansard roofs (*to help with the overall scale of the development*)
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*60% of State Street & 60% of Union Street*)
- Parking areas are screened and located in the side/rear of the site
- Provide outdoor seating areas with landscaped edges

Figure 4.3: Vacuum Platers Alternative Two(b) Concept

Alternative Two(b) includes a 2.5-story building fronting Union and State Streets, totaling 28,000 sq.ft. of commercial space. The parking lot has 90 spots, including four handicap spaces, with access points on La Crosse Street, on State Street, and on Union Street (*right-turn only*). The main design features include:

- Architectural feature at Union/State corner
- Landscaped parking lot
- Variation in the building plane and building height
- Incorporate pitched and mansard roofs (*to assist with the overall scale of the development*)
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*90% of State Street & 60% of Union Street*)
- Parking areas are screened and located in the side/rear of the site

Due to the small size of this site, the City realizes that redevelopment of this block may require vacating Pine Street between State Street and La Crosse Street. If this concept was developed the western half of the street right-of-way would be given to the 338 E. State Street parcel. As a result, this land would have to be purchased from the property owner in order to meet the parking requirements for this concept. If Pine Street is closed, the City recommends that the sidewalk on the west side of Pine Street remain in order to provide pedestrian access through the new development (*as shown above*).

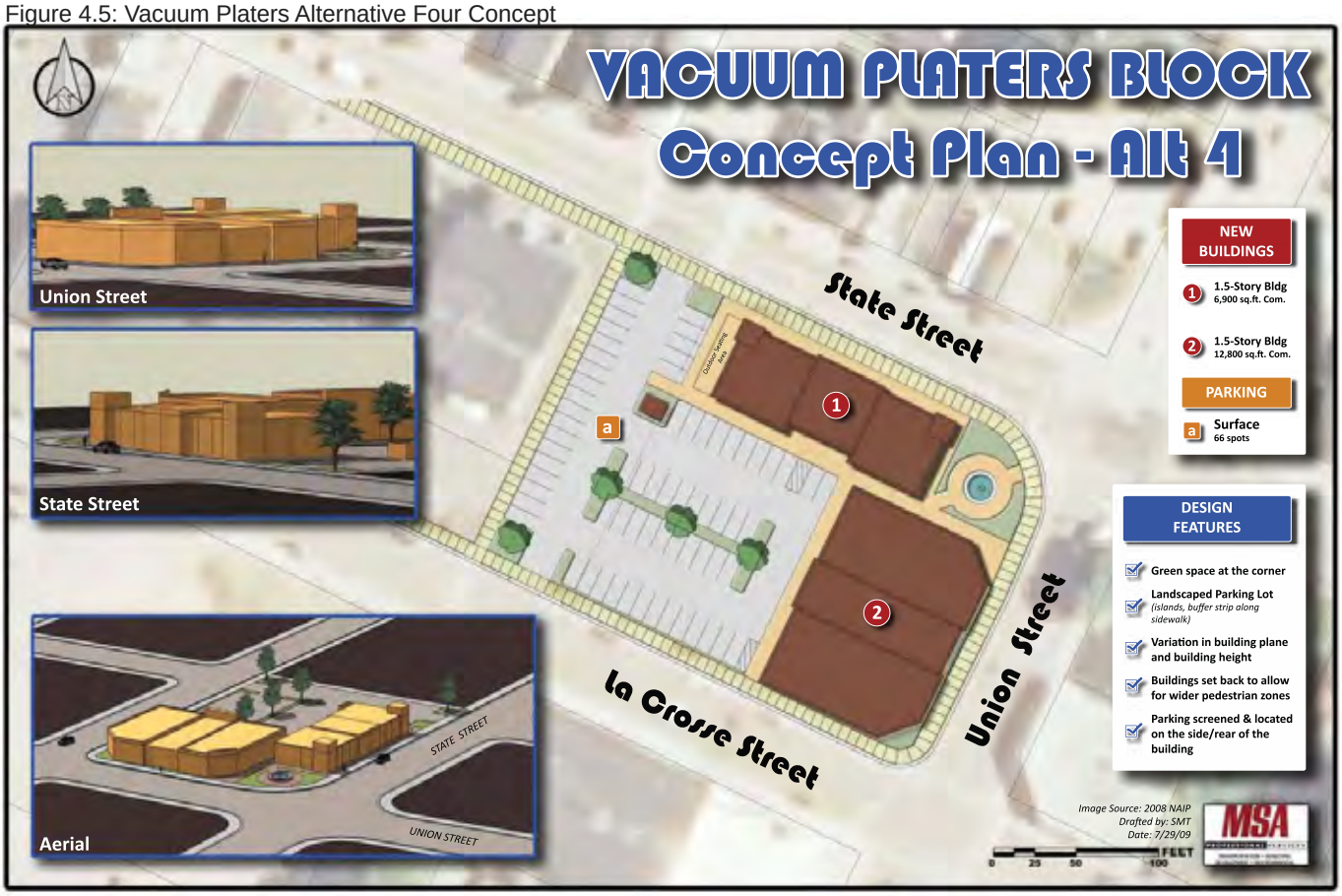
Figure 4.4: Vacuum Platers Alternative Three Concept

Alternative Three includes a 3-story building fronting State Street and a 2-story building facing Union Street. In total, the development provides 20,000 sq.ft. of commercial space and 16 residential units (*average size of 650 sq.ft. per unit*). The parking lot has 81 spots, including four handicap spaces, with access points on La Crosse and State Streets. The main design features include:

- Mix of uses
- Green space at Union/State corner
- Landscaped parking lot
- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*60% of State Street & 70% of Union Street*)
- Parking areas are screened and located in the side/rear of the site

Due to the small size of this site, the City realizes that redevelopment of this block may require vacating Pine Street between State Street and La Crosse Street. If this concept was developed the western half of the street right-of-way would be given to the 338 E. State Street parcel. As a result, this land would have to be purchased from the property owner in order to meet the parking requirements for this concept. If Pine Street is closed, the City recommends that the sidewalk on the west side of Pine Street remain in order to provide pedestrian access through the new development (*as shown above*).

Figure 4.5: Vacuum Platers Alternative Four Concept



Alternative Four includes a 1.5-story building fronting Union Street and a 1.5-story building fronting State Street, totaling 19,700 sq.ft. of commercial space. It is intended that this medium-box has a small retail/service tenant with an entrance on to Union Street. If the building doesn't have a primary entrance on to the major street(s) than the developer would have to go through the waiver process, per the design standards. Additionally a conditional use must be granted for a building that is less than two stories in height, per City zoning. The parking lot has 66 spots, including three handicap spaces, with access points on La Crosse and State Streets. The main design features include:

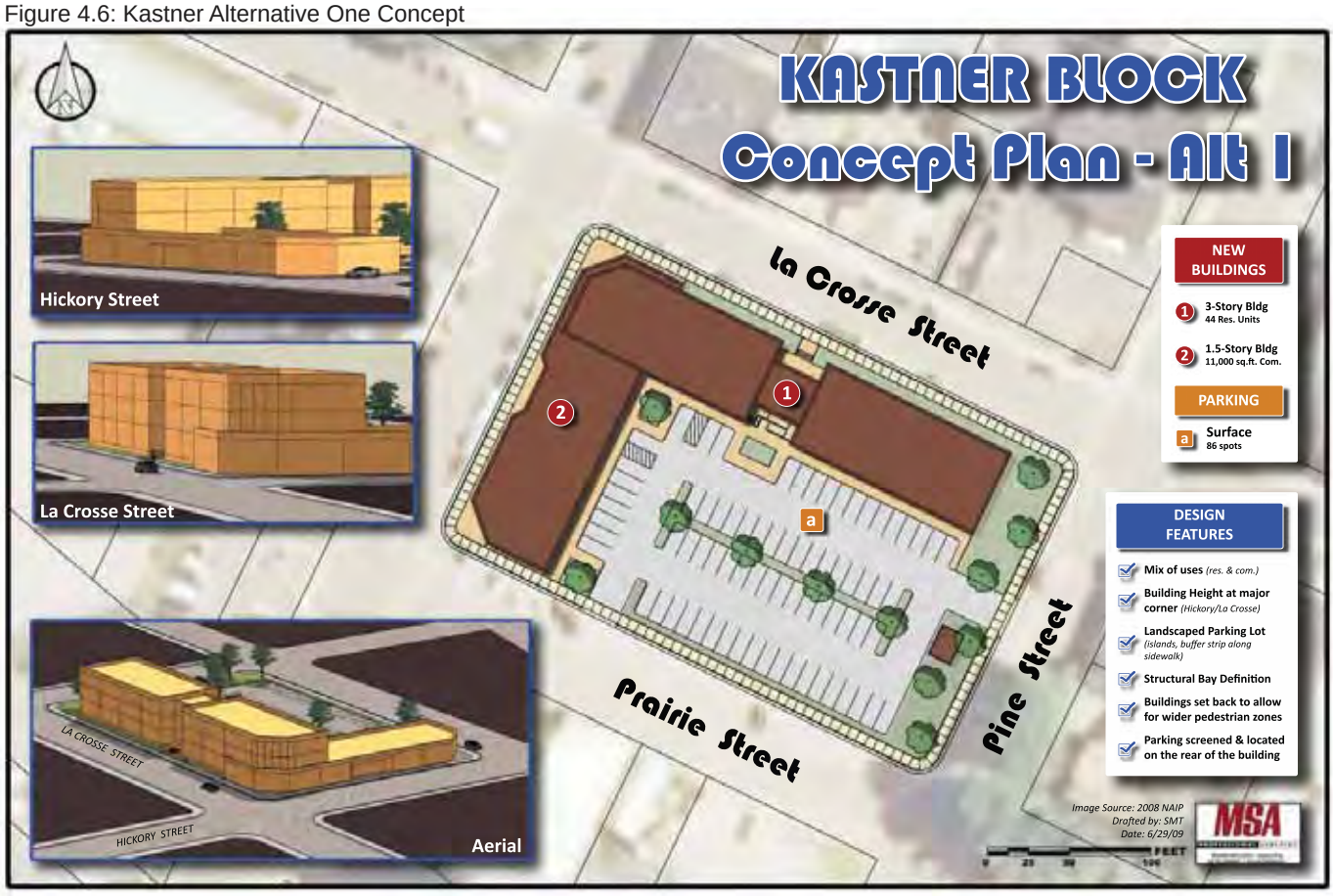
- Green space at Union/State corner
- Landscaped parking lot
- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*60% of State Street & 70% of Union Street*)
- Portions of the larger building (*fronting Union*) is hidden behind the building fronting State Street
- Parking areas are screened and located in the side/rear of the site

Due to the small size of this site, the City realizes that redevelopment of this block may require vacating Pine Street between State Street and La Crosse Street. If this concept was developed the western half of the street right-of-way would be given to the 338 E. State Street parcel. As a result, this land would have to be purchased from the property owner in order to meet the parking requirements for this concept. If Pine Street is closed, the City recommends that the sidewalk on the west side of Pine Street remain in order to provide pedestrian access through the new development (*as shown above*).

Kastner Block

The development potential of the Kastner block is quite different than that of the Vacuum Platers block. While the site's internal location does not provide the same vehicular visibility as the Vacuum Platers block, the site does have better pedestrian visibility since it is situated adjacent to Juneau County Courthouse and Justice Center, which is the highest destination point within the Downtown. Additionally, this block is larger (approximately 1.5 acres), which offers the potential for bigger developments. An important similarity between each concept is holding the major corner of the site, in this case the intersection of La Crosse Street and Hickory Street.

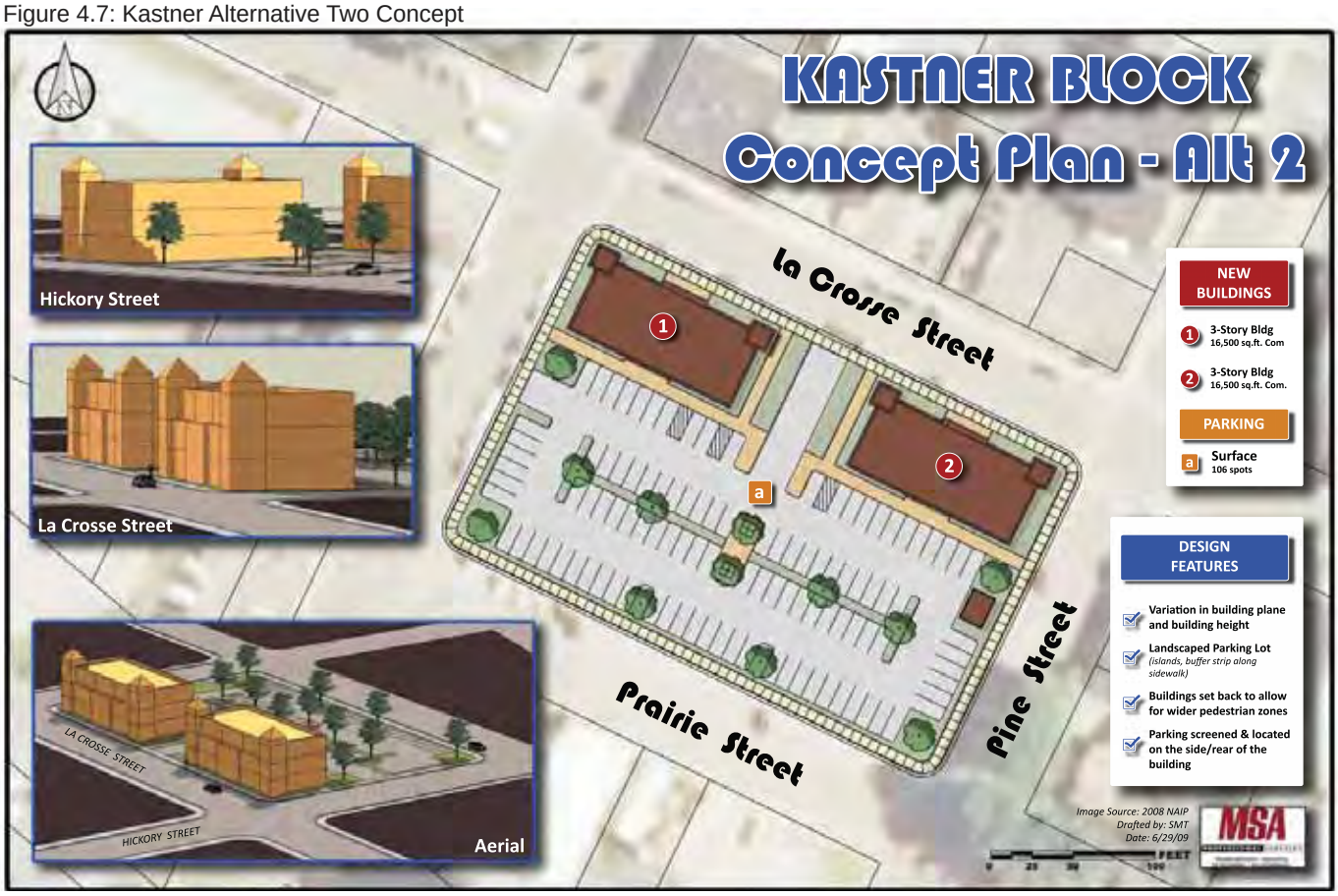
Figure 4.6: Kastner Alternative One Concept



Alternative One includes a 3-story residential building fronting La Crosse Street and a 1.5-story commercial building fronting Hickory Street. In total, the development has 11,000 sq.ft. of commercial space and 44 residential units (*average size of 650 sq.ft. per unit*). The parking lot has 86 spots, including four handicap spaces, with access points on Prairie and Pine Streets. The main design features include:

- Mix of Uses
- Emphasize the building height at the corner of Hickory / La Crosse
- Structural bay definition
- Building is setback to allow a wider pedestrian zone
- Building fronts the major streets (*100% of Hickory Street & 90% of La Crosse Street*)
- Landscaped parking lot
- Parking areas are screened and located in the side/rear of the site
- Raise any residential unit at street level *(a minimum of 2.5 feet is recommended)*

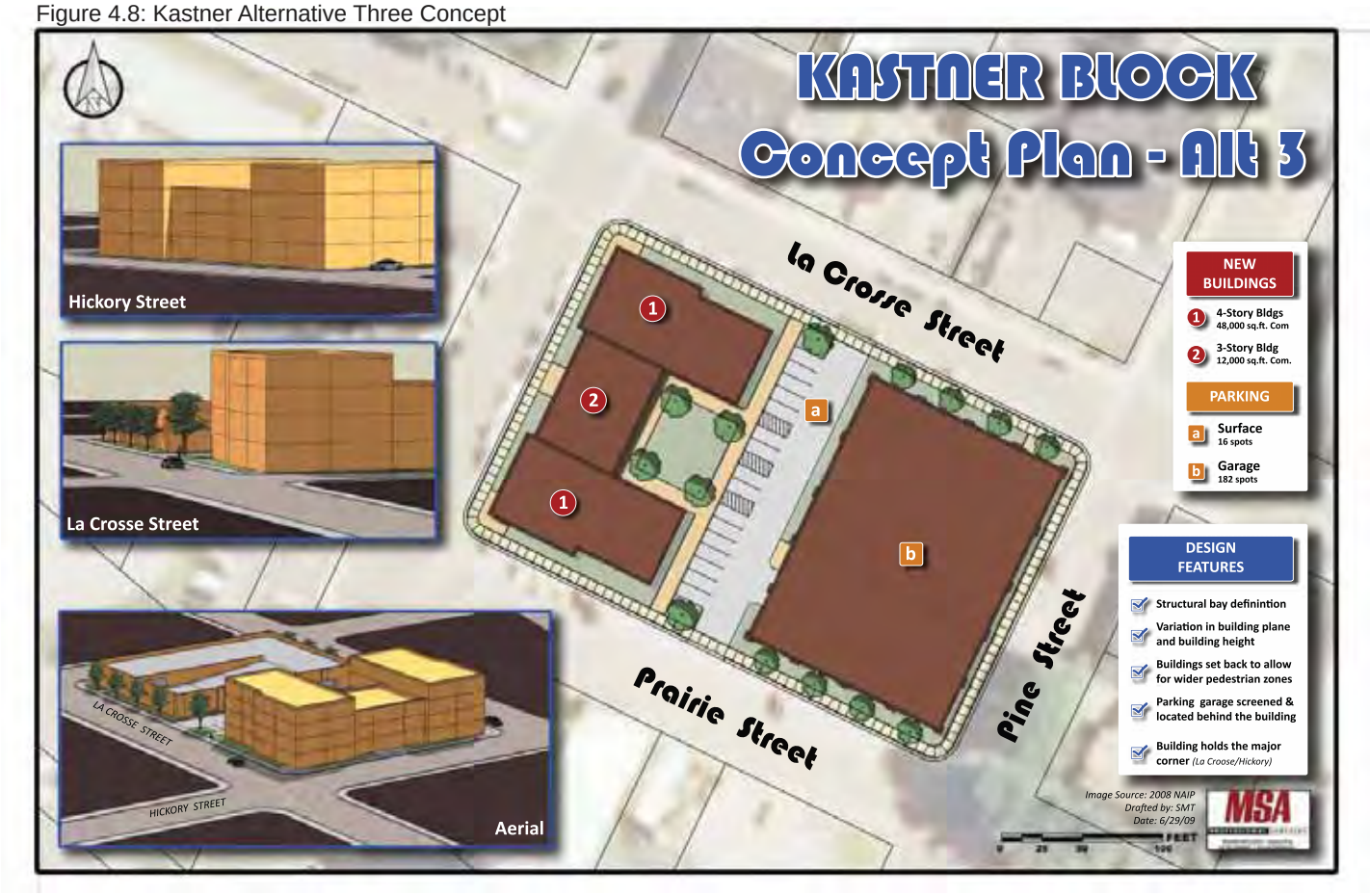
Figure 4.7: Kastner Alternative Two Concept



Alternative Two includes two 3-story commercial buildings fronting La Crosse Street totaling 33,000 sq.ft. In a situation where there are two major streets, as in this case, it is important to hold the corner of those two streets. This design will warrant discussion from Plan Commission in regards to a lack of building frontage on Hickory Street, per the design standards. The benefits of creating a "street wall" along La Crosse Street and holding the La Crosse/Hickory corner outweigh having a building fronting both streets and opening up the rest of the site to parking (*see Alternative Four*). In total, the parking lot has 106 spots, including six handicap spaces. Access is provided on La Crosse and Hickory Streets. The main design features include:

- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts at least one of the major streets (*75% of La Crosse Street*) and holds the major corner
- Parking areas are screened and located in the rear of the site
- Landscaped parking lot

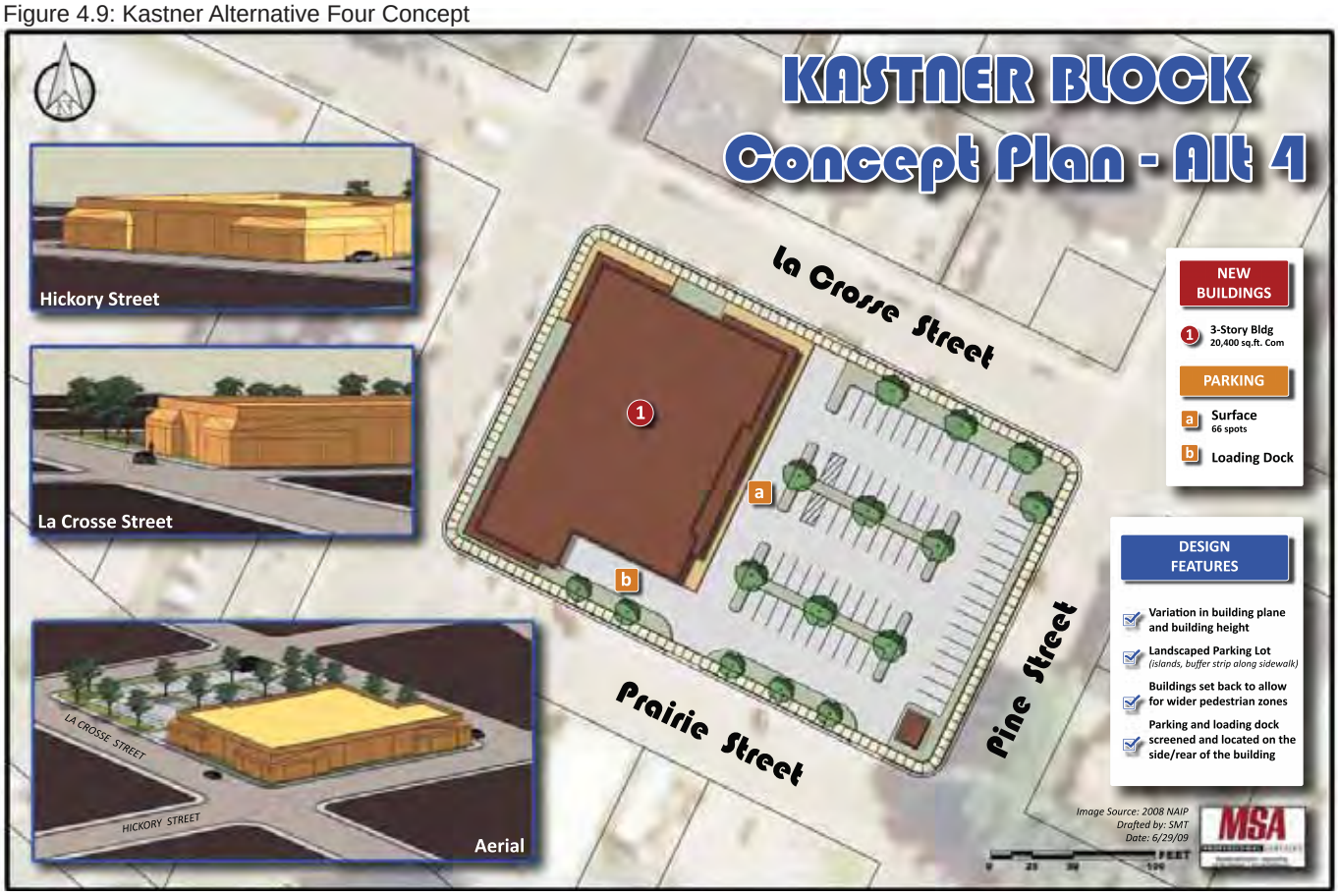
Figure 4.8: Kastner Alternative Three Concept



Alternative Three includes a commercial building of three and four stories that fronts on to Hickory Street. In total, the development provides 60,000 sq.ft. of commercial space. There is 16 parking spots, including six handicap spaces, behind the building with an additional 182 spots available in a two-story parking garage. Developing a parking garage can be cost prohibitive; therefore, it is likely that the feasibility of this concept will depend on additional redevelopment of the remaining industrial sites between Pine Street and Union Street. If this additional site is redeveloped some of the off-street parking requirements could be shifted to the centrally located parking garage on the Kastner block. The main design features include:

- Variation in the building plane and building height
- Structural bay definition in both the principal and accessory building (*parking garage*)
- Building is setback to allow a wider pedestrian zone
- Building fronts at least one of the major streets (*95% of Hickory Street*) and holds the major corner
- Parking garage is built behind the building and is screened with landscaping

Figure 4.9: Kastner Alternative Four Concept



Alternative Four has a 1.5-story commercial building (totalling *20,400 sq.ft.*) built to the La Crosse and Hickory intersection. It is intended that this medium-box has a small retail/service tenant with an entrance at the corner of La Crosse and Hickory. If the building does not have a primary entrance on to the major street(s) than the developer will have to go through the waiver process, per the design standards. Additionally a conditional use must be granted for a building that is less than two stories in height, per City zoning. There is 66 parking spots, including four handicap spaces, and a loading dock along Pine Street. Vehicle access is provided on La Crosse and Prairie Streets. The main design features include:

- A primary entrance is provided on the primary street(s), otherwise a waiver is required
- Variation in the building plane and building height
- Building is setback to allow a wider pedestrian zone
- Building fronts at least one of the major streets (*75% of La Crosse Street*) and holds the major corner
- Parking areas are screened and located in the rear of the site
- Landscaped parking lot
- Loading dock is set back and screened from the primary streets

4.2 RIVERSIDE PARK IMPROVEMENTS

Riverside Park is a great asset to the downtown, as well as the City as whole; however, it is highly underutilized. One of the main reasons the park is highly unsuccessful is because it lacks strong connections to the downtown. The Park is bordered by Mansion Street, which was constructed, and still functions as a "service" road for the State Street properties. As a result, no buildings face Mansion Street and the only connection to the park is through the public library parking lot. The need to give the park and the waterfront more attention was pointed out as far back as 1992 when the Village of Lancaster evaluated Mauston in the "First Impressions" program (*see Section 2.1*).

Residents and City officials look to change the function of Mansion Street and introduce new life into the park. Following the Downtown Walkabout (*see Section 2.2*), the City established goals and action steps to improve Riverside Park, including developing a Riverside Park Plan. Street and parking improvements discussed in this Plan (*see Chapter Five*) will increase the park's visibilty from downtown; however, without improvements to the park itself it will remain underutilized. The following text and *Figure 4.10* provide recommendations for potential park improvements.

Top: View from the Riverside Park parking lot, looking east towards City Hall

Bottom: View down Mansion Street, looking west towards the Public Library

Figure 4.10: Riverside Park Concept Plan

1. Boat Launch & Parking Reconfiguration

The current boat launch is ineffective in attracting recreational users as it is difficult to maneuver a boat because of its poor alignment with Beach Street and lack of a proper staging area. Additionally, there is limited parking for a vehicle and trailer in the current paved area. Reconfiguring this layout to include all these features will enhance the boating/fishing conditions. This Plan recommends that the existing homes on the west side of Beach Street be acquired to construct these improvements. Currently the majority of these properties are within the 100-year floodplain, and there removal would increase public safety. In addition, the City currently owns the large waterfront property directly behind these homes. By removing the homes, the park could be expanded giving residents access to this parcel. Acquisition of these parcels may be funded through the Wisconsin Department of Emergency Management (WDEM) using hazard mitigation grants (*see Chapter Six*).

2. Kayak/Canoe Rental

Adding an attraction, such as kayaking/canoeing, can also increase the park's usage. A rental building and storage area may enhance these recreational uses. The rental service can be managed by the City or can be leased to a prospective business.

3. Reconstruction of Beach Street

Connecting the park with the downtown, and providing new recreational amenities, are crucial components to enhancing the parks use. The third component to improving the value and usage of the park is the reconstruction of Beach and Mansion streets. This Plan recommends establishing streetscape features unique to the downtown, including decorative lighting, patterned sidewalks with distinctive terraces, and street trees. Reconstructing Beach Street to include these streetscape features, as well as adding a sidewalk to the east side of the street, will provide a seamless transition between the park and the downtown. See *Chapter Five* for more information.

4. Picnic Shelter

Picnic shelters provide covered eating areas that can be used for gatherings, parties, and general usage. Currently the park has one shelter, but with increased usage an additional shelter and grill area is recommended. Portions of the cost to build a shelter could be reimbursed from future park fees to reserve a shelter.

5. Riverwalk

Creating a network of walking paths along a waterfront is a major draw in many communities across the country. There has been interest from residents to build a riverwalk within the downtown. Establishing the riverwalk on publically-owned land, such as Riverside Park, can peak interest in extending this path to the surrounding neighborhoods. This amenity can benefit existing and potential residents, as well as increase local tourism.

It is recommended that the majority of the path be crushed stone; however, adding a brick or paved section within the park would make the park section unique from the rest of the riverwalk. This additional cost could be offset through local fund raising, such as a "buy a brick" campaign. This path should not need lights because Mansion and Beach Streets would be lit, the band shell (*see recommendation #6*) could be lit, and the restroom should be lit.

6. Outdoor Plaza

Outside of the riverview, there is no major attraction within Riverside Park. A plaza space can draw from not just the City of Mauston, but from the surrounding municipalities. The space could be rented out for weddings, concerts, and other public or private events. This also offers an opportunity to hold community festivals within the heart of downtown Mauston.

7. Handicap-Accessible Fishing Dock

There is significant fishing activity within Riverside Park and the current fishing dock is in satisfactory condition; however, an additional fishing dock that is handicap accessible would greatly enhance the park. Included as part of this recommendation is the relocation of the existing skatepark in favor of additional parking, including handicap-accessible parking spaces, just south of the proposed handicap-accessible fishing dock. Throughout the planning process many residents spoke in favor of finding another location for the skatepark. The additional parking lot may also be conducive to facilitating community gatherings, such as farmers markets or concerts, where off-street parking for trucks is desired.

8. Playground

Currently the park has limited amount of playground equipment and many of the pieces have out lived their usefullness. As a result, these facilities are underutilized compared to other parks within Mauston that have larger, modern playground equipment. This Plan recommends removing the current play equipment and designating an area for a playground with updated equipment for toddlers to teenagers (*see Figure 4.10*).

9. Mansion Street Reconstruction

Mansion Street functions as an "alley way" for the properties fronting State Street, which diminishes the general function and attractiveness of the area. Compounding this issue is the irregularity of property boundaries and parking facilities (i.e. what may appear as public on-street parking may in fact be off-street parking). This Plan recommends improvements, including constructing sidewalks, green space, and burying utilities, to enhance the experience and function of Mansion Street. The goal of any reconstruction project should be to clearly define the public vs. private realm by redesigning Mansion Street from an alley to a complete street. However, of equal importance is maintaining access to back of businesses along State Street for service vehicles, property owners, and customers. See *Chapter Five* for more information.

5 STREETSCAPE PLAN

The design of streets directly affects the quality of life in a community. The purpose of this Streetscape Plan is to paint an overall picture of the potential public realm for the downtown and Riverside Park area. The Plan provides general guidelines for the entire downtown and more specific recommendations for the major streets within the downtown (*Union, State, Division and Mansion*) and around the Courthouse Square. Guidelines in this chapter are intended to assist in the design reconstruction of streets and address issues raised by the City's Comprehensive Plan, the Downtown Walkabout, the parking study, and discussions with the City staff and the Downtown Steering Committee.

Streetscape Issues

- There are a variety of assets within the downtown; however, they are not well connected in an integrated system (underutilized green space, inconsistent street lighting fixtures, landscaping, etc.).
- The circulation system is catering to the automobile at the expense of pedestrians. Many sidewalks are too narrow and are in poor condition.
- The redesignation of STH 58/82 from Division Street to Union Street will alter the function of both streets, causing the following issues:
    - Division was designed to handle heavy traffic, in particular semi-truck traffic, with wide lanes and minimal pedestrian considerations. Now that Division no longer needs to carry significant traffic the street is designed above and beyond its functional needs.
    - Union lacks many characteristics of a downtown street. After the redesignation, Union will become a major connection through the downtown. Streetscaping is needed in order to make a better gateway into the downtown.
- Off-street parking lots are not easily recognizable or well maintained, increasing the demand for on-street parking.

Goals of the Streetscape Plan

- Enhance the street environment for both pedestrians and motor vehicles
- Increase foot and bicycle traffic downtown
- Improve the economic viability of the downtown
- Establish a stronger connection between the downtown and the waterfront
- Identify and enhance gateways to the downtown district
- Provide guidance for street trees, landscaping, lighting, signage, etc.

Chapter Five: Streetscape Plan

A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right of way. There is no single component that will meet the preceding goals, but a balanced mix of these components can lead to a successful revitalization of the downtown.

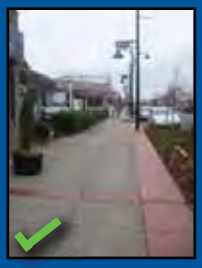
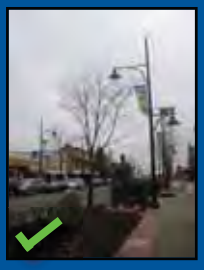
5.1 Pedestrian Environment

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

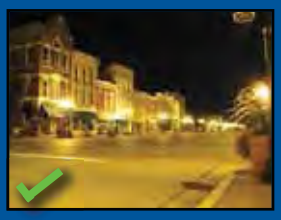
Safety

1) Good sight distance
   - *Limit obstructions at crossings (newspaper/ advertising & electrical boxes, over-grown vegetation, etc.)*

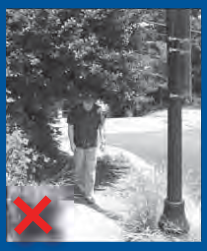

2) Separation & buffering from other modes of travel
   - *Wide sidewalks*
   - *Parking areas*
   - *Sidewalk terrace*
   - *Limit curb-cuts*

3) Pedestrian visibility
   - *Adequate lighting*

4) Adequate height clearance
   - *Well maintained landscaping*
   - *Adequate Awning heights*

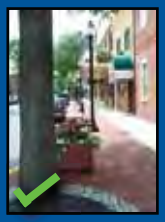



5) Limit crossing distances
   - *Provide bump outs*
   - *Reduce corner radii*
   - *Provide refuge medians at ped. crossings*


Comfort

1) At human scale
   - *Establish a 1:3-1:2 street width to building height ratio*


2) Soften the urban, hardscape
   - *Add planters, street trees, landscaped spaces, etc.*

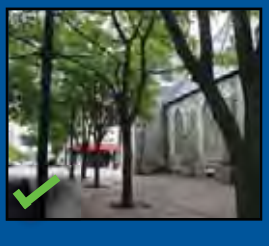




3) Buildings designed w/ pedestrian-friendly features
   - Awnings, large and clear windows on the ground-floor, building entrances, view of products/activities, etc.


4) Limit automobile/truck traffic issues
   - *Lower vehicle speed limits*
   - *Provide traffic calming devices*

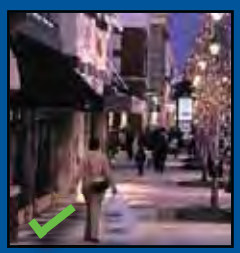

5) Provide pedestrian amenities
   - *Add benches, table and chairs, bike racks, etc.*


6) Well-maintained infrastructure
   - Well-maintained sidewalks, streets, street fixtures, and street trees

Mobility

1) Clear path
   - *No obstructions within areas of travel*

2) Accessible to all citizens
   - *ADA-compliant sidewalks and building entrances*


3) Clear connections
   - *Pedestrian pathways to building entrances*


5.2 ACTIONS - *GENERAL GUIDELINES*

The following section provides a series of general guidelines to address streetscaping issues within the planning area. These principles are based on the best practices described in the preceding section. The City will consult these recommendations prior to reconstruction of the public right-of-way or other streetscaping improvement projects. See *Figure 5.1*.

Figure 5.1: Streetscape Plan

Streets

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

Sidewalks

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

Lights

- Replace remaining "cobra" lighting with decorative light fixtures similar to the existing fixtures already within portions of the downtown.
- Add shielding, where possible, to existing decorative light fixtures that are not dark-sky compliant.

Trees

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

Signs/Poles

- Enhance the existing street sign system and make it consistent throughout downtown.
- Provide unique street identifiers within the downtown. Incorporate decorative street signs.
- Develop uniform details/materials for hangers, baskets, poles, planters, trash receptacles, etc.
- Provide gateway features at the bridge, at the railroad tracks (Division and Union) and at State/Hanover
- Provide information kiosks at all major public parking lots, identifying significant destinations within the downtown.

Miscellaneous

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

5.3 ACTIONS - SPECIFIC RECOMMENDATIONS

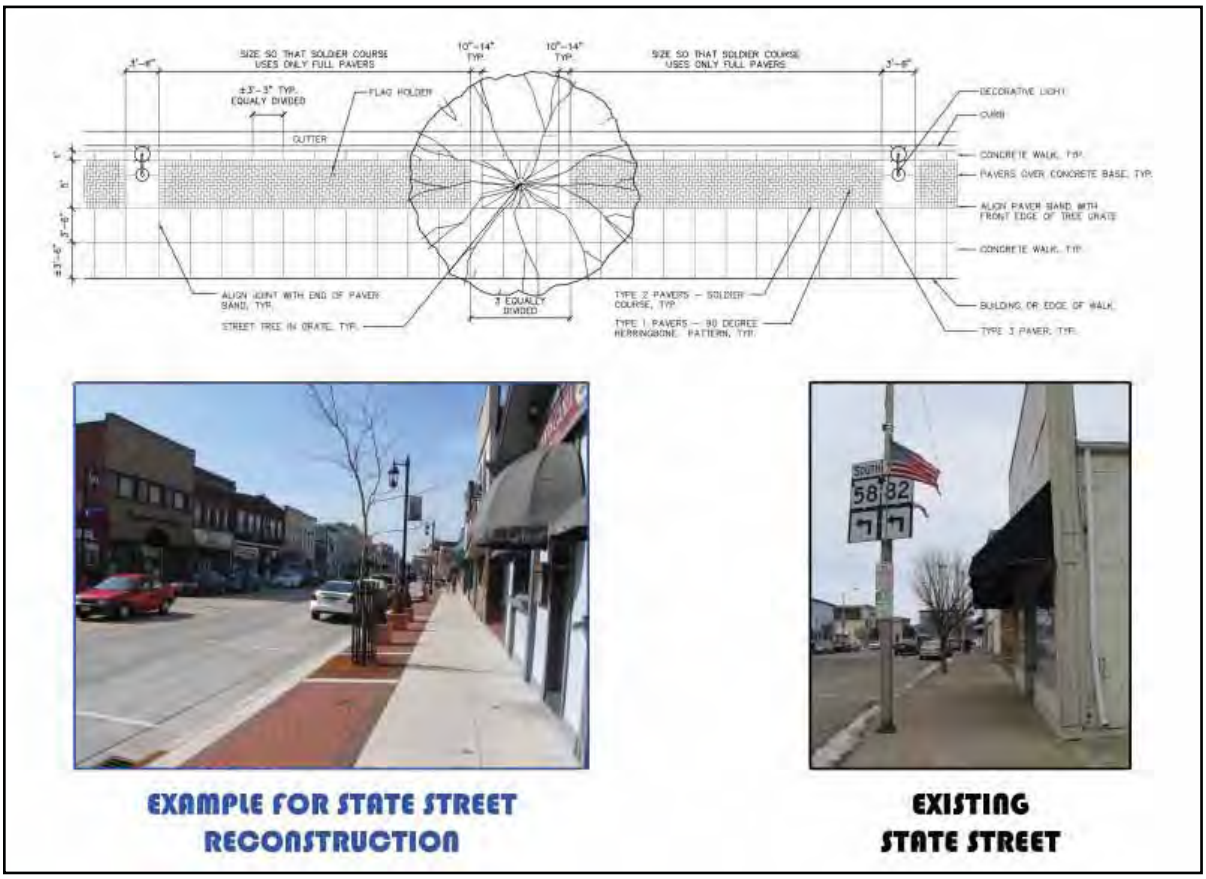
Where the preceding section discussed general streetscaping recommendations applicable throughout the planning area, the following recommendations are specific to particular streets (*see Figure 5.1*). Most recommendations will be coordinated with major street reconstruction projects. As such, successful projects will require collaboration among all stakeholders, including residents, business and building owners, WisDOT, and the City.

Short to Mid Term *(in the next five to ten years)*

State Street

1. Reconstruct roadway with 2 drive lanes (12'), parallel parking on both sides (10.5', including curb/gutter), and Sidewalk Type 1 (13'). This will maintain parking, replace street trees, and replace lighting.

Figure 5.2: Proposed State Street



2. Provide bump-outs at street corners with landscaping and some streetscape features (benches and trash receptacles)

3. Build stamped concrete crosswalks (or crosswalks with stamped concrete borders).

4. Use full-cutoff light fixtures that resemble existing decorative lighting. Add the Mauston banner to all light fixtures.

5. Reconstruct the City lot (Parcel #1027.1) and Church lot (Parcel #1028) as a shared parking lot with curb/gutter, landscaping, and marked spots. Maintain access from State and Mansion Street.

Mansion Street

1. Reconstruct the roadway with two drive lanes (12') and perpendicular parking along north side of the street (22.5', including curb/gutter). Maintain existing trees.

2. Replace the parking along south side of the street with landscaping and drive access to properties currently needing access.

3. Construct a concrete sidewalk (minimum of 7') along the north side of the street with full-cut off light fixtures resembling the existing decorative lighting.

4. Remove parallel parking between Union and Pine. Replace with angled parking.

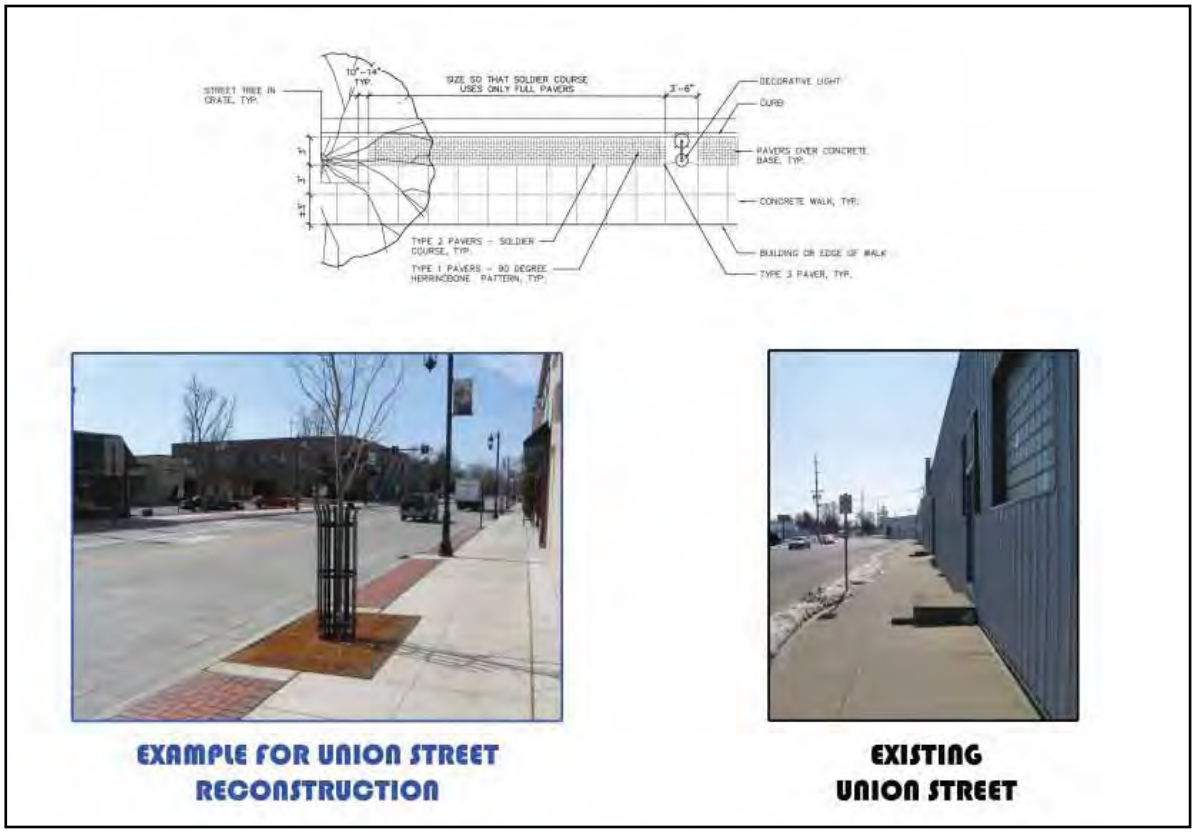
5. Provide painted crosswalks.

6. Place wires underground.

Union Street

1. Reconstruct the roadway with two drive lanes (12'), auxiliary lanes on each side (4', including curb/gutter), and Sidewalk Type 2a (9'). This will eliminate parking, add trees, and add lighting.

Figure 5.3: Proposed Union Street



2. Use full-cutoff light fixtures that resemble existing decorative lighting. Add the Mauston banner to all light fixtures.

3. Build stamped concrete crosswalks (or crosswalks with stamped concrete borders).

4. Place wires underground.

Riverside Park
Suggested improvements for Riverside Park is explained in detail in *Section 4.2*.

Mid to Long Term *(in the next ten to twenty years)*

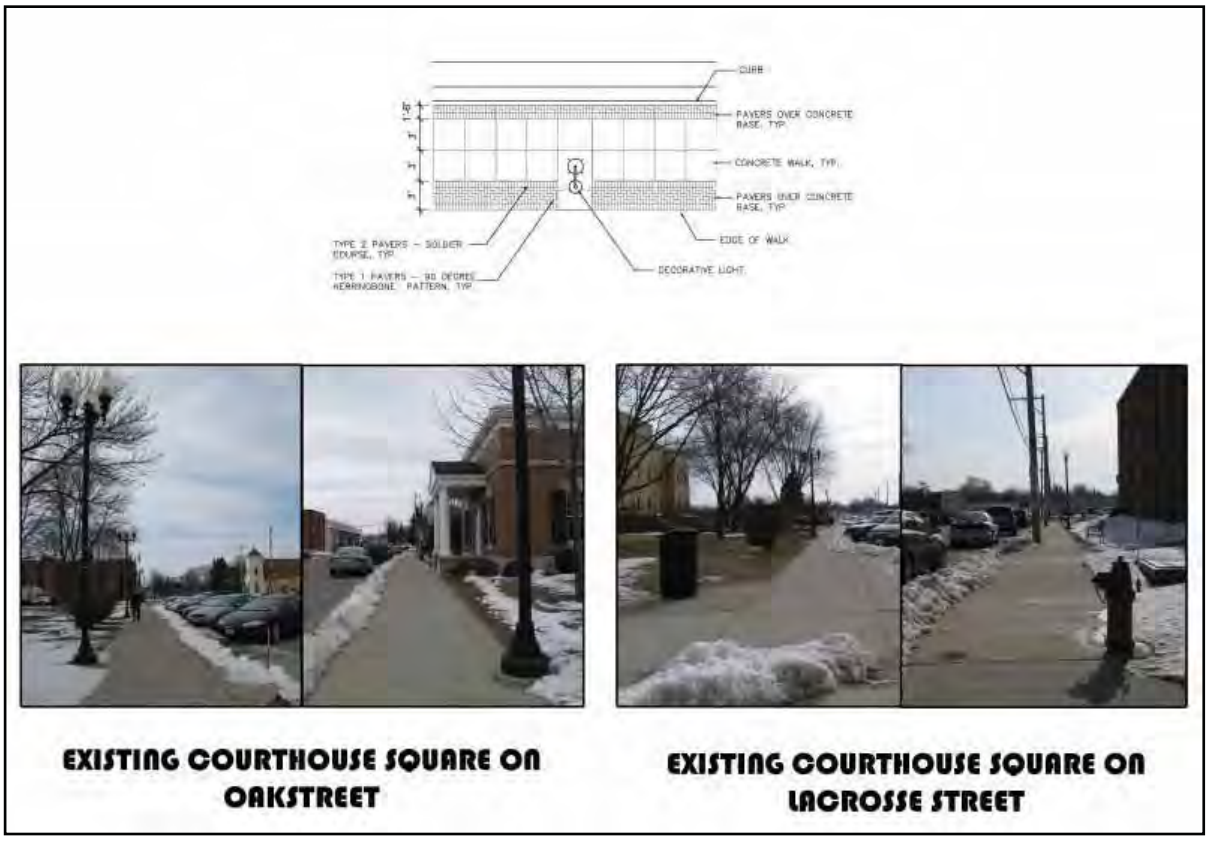
Beach Street
1. Reconstruct the roadway with 2 drive lanes (13.5', including curb/gutter) and Sidewalk Type 2 (9.5'). This will maintain no parking, but will add trees and lighting.

Figure 5.4 Proposed Beach Street

Courthouse Square

1. Replace the sidewalk with Sidewalk Type 3 (10.5'; existing lights fit within stamped concrete addition)

Figure 5.5: Proposed Courthouse Square



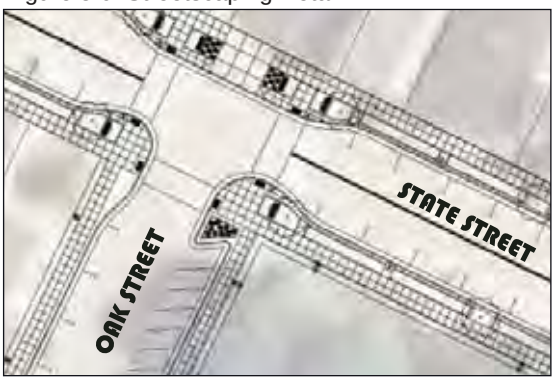
2. Add walking paths within the lawn, including features such as benches, artwork, garden, etc.

3. Provide information kiosks along State, identifying significant destinations within the downtown.

4. Enlarge the bump-outs to extend to the drive lane (*edge of angled parking*). Provide landscaping and benches within this area (*see Figure 5.6)*.

5. Bury telephone and electrical wires.

Figure 5.6: Streetscaping Detail



Division Street

1. Add a boulevard with features similar to State Street (trees, lights, decorative fencing, stamped concrete, etc.). Add the Mauston banner to all light fixtures.

2. Remove the street lights from sidewalks.

3. Replace the inner portion of the sidewalk (2') with stamped concrete.

6 IMPLEMENTATION

The Downtown Revitalization Plan seeks to provide both short and long-term recommendations for the redevelopment of both private and public properties with the goal of creating a more vibrant and sustainable downtown. This chapter contains a compilation of the various actions recommended throughout the plan to translate this vision to reality. Action items are assembled according to one of three sections, Site Specific Recommendations, Streetscape Plan, and Design Standards. Accompanying each action is a designation of responsible parties, recommended timeframe for completion, and potential funding sources, in addition to, or in replace of, general tax revenues. Since many of the recommendations rely on coordination with the private market it is likely that the full breath of this Plan's vision will take many years to achieve. However, even before adoption, this Plan was providing immediate benefits to the community by providing the WisDOT with a strategy for addressing streetscape improvements for the WIS 58/82 redesignation project and by providing a developer interested in the Vacuum Platers block with design concepts.

6.1 Site Specific Recommendations

1. Riverside Park Redevelopment & Expansion
It is probable that the recommended improvements to Riverside Park will occur in at least two stages. Stage one would include improvements to the existing park *(i.e. playground equipment, picnic shelters, etc.)*. Stage two would include negotiating the purchase of the residential homes along Beach Street for the purpose of expanding the park northwest to include the existing City owned property. Potential funding sources include the DNR Knowles-Nelson Stewardship Program, DNR Recreational Boating Facilities Grant, Hazard Mitigation Grant, and general fundraising. General fundraising could be spearheaded through the creation of a "Friends of Riverside Park" advocacy group, or another existing civic organization.

Responsible Parties: *Board of Park Commissioners, Plan Commission, City Council*
Timeframe: *(Stage one by 2015, Stage two by 2020)*

2. Riverwalk
The riverwalk is a long-term goal and is an element of the overall redevelopment concept for Riverside Park. It is likely that the riverwalk would be part of stage two (by 2020) of the park redevelopment. However, if funding opportunities arise the riverwalk could be completed earlier. Funding could come from the Knowles-Nelson Stewardship Program, City's General Fund, Parkland Dedication Fund, or private fundraising.

Responsible Parties: *Board of Park Commissioners, Plan Commission, City Council*
Timeframe: *(By 2020)*

3. City Parking Lot
Several privately held parcels were listed as potential sites for parking lots. As properties become available to purchase the City will review the downtown plan and project funding capacity. There is not an established timeline for these activities and they are viewed as an ongoing priority. It is likely that the City would need to utilize General Fund resources to purchase property.

Responsible Parties: *Plan Commission, City Council*
Timeframe: *(On-going)*

4. Courthouse Square
Currently, State Street is listed as a 2015 WisDOT project. The City will work with Juneau County during the planning for the WisDOT project and potentially coordinate improvements along with the 2015 project. It is anticipated that the square will be improved over a period of time in phases. Potential funding sources include Room Tax *(for the informational kiosks etc.)*, City General Fund, and Parkland Dedication Fund.

Responsible Parties: *Public Works Committee, Plan Commission, City Council, Juneau County*
Timeframe: *(2015-2020)*

5. Mixed Use Development
Demolition of the Vacuum Platers block buildings and environmental remediation occurred in 2008 resulting in Department of Natural Resources (DNR) site closure. The City funded these activities through several grants and local funds. In 2009, the City received a $200,000 DNR American Recovery and Reinvestment (ARRA) grant to fund the cleanup of the Kastner Block. The property should be cleared for site closure by year-end or early 2010. Also in 2009, the City anticipates creating an Environmental Remediation (ER) Tax Incremental Finance District (TIF) for the former Vacuum Platers property. The City will also consider creating a second ER-TIF district for the Kastner property in 2010-2011.

Responsible Parties: *Redevelopment Authority, Plan Commission, City Council*
Timeframe: *(2010-2025)*

6. Co-op Redevelopment & Expansion
The redevelopment and/or expansion of the co-op is viewed primarily as a private business activity. However, the City may assist with redevelopment planning if appropriate. There is no timeline established for the redevelopment and/or expansion of the co-op.

Responsible Parties: *Private Business, Redevelopment Authority, Plan Commission, City Council*
Timeframe: *(On-going)*

7. City Parking Lot (and Future Rail Station)
The City should revisit this concept on an annual basis as statewide plans progress. Light rail stops have been planned for Tomah and Wisconsin Dells. This project is a long-term goal and is on-going.

Responsible Parties: *Redevelopment Authority, Plan Commission, City Council*
Timeframe: *(On-going)*

8. High-Density Residential Development
It is anticipated that the development of this property will be privately funded *(See Figure 3:2 Future Land Use Map)*. However, the City should provide information related to this site to potential developers that are interested in senior housing, market-rate apartments, or condo units. The site should be viewed as an ongoing opportunity within the downtown area.

Responsible Parties: *Private Business, Redevelopment Authority, Plan Commission, City Council*
Timeframe: *(On-going)*

6.2 Streetscape Plan

The streetscape plan *(See Chapter 5)* will be considered and reviewed throughout the planning and design process for State Street, Mansion Street, Union Street, Beach Street, and Division Street. In addition, the Park Commission, Plan Commission, and City Council will work cooperatively to address the future Riverside Park improvements on an annual basis.

1. State Street
In October 2009, the City of Mauston signed an intergovernmental agreement with WisDOT which officially identified State Street (US 12) from Hanover Street to Pine Street as a reconstruction project. The agreement schedules the project for the year 2015. Engineering costs will be split between WisDOT (75%) and the City (25%). The sewer and water utility would also contribute approximately $435,240 for utility replacement. These figures should be viewed as a preliminary estimate prior to any engineering work.

Responsible Parties: *WisDOT, Public Works Committee, City Council*
Timeframe: *(2015-2020)*

2. Mansion Street
The official Capital Improvement Plan (CIP) schedules the reconstruction of Mansion Street in 2014 or beyond. The CIP lists the preliminary estimate for this project as $750,000+. The project would include water and sewer, sidewalk (currently none) and storm water improvements. Consideration will be given to placing electrical wires underground. The City anticipates establishing a community stakeholder process prior to and during the design phase to gather input from property owners that will be directly impacted by the reconstruction of Mansion Street. The City anticipates that the primary funding will be from water and sewer utility revenue debt and/or general obligation debt.

Responsible Parties: *Public Works Committee, City Council*
Timeframe: *(2015-2025)*

3. Union Street
The City of Mauston currently has in place an intergovernmental agreement with WisDOT to reconstruct Union Street and designate Union as the official truck route. The project is scheduled to take place in 2012. The WisDOT in conjunction with the City held one public informational meeting already. WisDOT has completed 60% of the design phase and will hold additional public informational meetings.

According to WisDOT, a roundabout at the intersection of Division and Grayside is planned. The current intergovernmental agreement estimates the City's contribution to the project is $474,500.

Responsible Parties: WisDOT, Public Works Committee, City Council
Timeframe: *(2010-2015)*

4. Beach Street
The Beach Street pavement is currently in good condition and is not scheduled in the City's five-year CIP. However, the City will include the streetscape design elements into the project planning process for Beach Street when appropriate. Beach Street improvements are viewed as a long-term goal. A combination of water utility, sewer utility, and/or general fund financing will be utilized to fund the project.

Responsible Parties: *Public Works Committee, City Council, City Staff*
Timeframe: *(2015-2025)*

5. Division Street
Division Street is also in fairly good shape. It is anticipated that total reconstruction of Division Street will be well into the future. However, the City will address the issue of whether Division Street can have on street parking after the 2012 Union Street (58/82) re-designation project. The discussion with WisDOT should occur during the planning and design process for the re-designation. A combination of water utility, sewer utility, and/or general fund financing will be utilized to fund the project.

Responsible Parties: *Public Works Committee, City Council, City Staff*
Timeframe: *(2015-2025)*

6.3 Design Standards
The design standards recommended within this plan will be incorporated in a "Downtown Design standards" overlay district, and adopted as an amendment to the zoning ordinance and zoning map. These design standards will be implemented over time as property owners or leaseholders modify their properties and buildings. Project costs associated with implementing design standards on private property will be the responsibility of the property owner. The City may supplement private financing through the use of revolving loan funds, façade improvement grants, or other developer incentives.

Responsible Parties: *Private Owners, Plan Commission, City Council, City Staff*
Timeframe: *(On-Going)*

The *Preference Survey* was distributed to 91 business owners within the downtown and 43 surveys were returned (37%).

DOWNTOWN DISTRICT

HOW TO REVIEW THIS SURVEY:

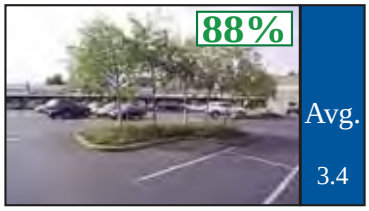
Avg:	Average rating of all the survey responses, based on a 0 to 4 scale with '4' being very desirable for downtown Mauston
Green Percentages:	Over 50% of the respondents believe the image portrayed something that is desirable (*combination of '3' & '4' responses*) for downtown Mauston
Red Percentage:	Less than 50% of the respondents believe the image portrayed something that is desirable for downtown Mauston

Appendix A: Survey Results

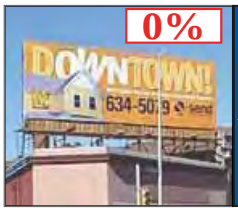
1. BUILDING SETBACK

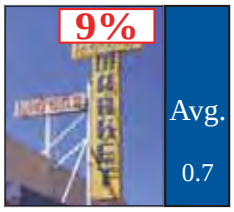
2. PARKING LOT EDGES

3. PARKING LOT DESIGN



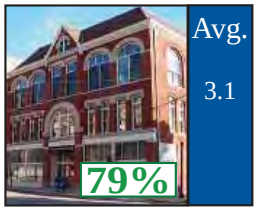
4. SIGNAGE

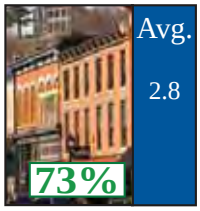




5. BUILDING SCALE & DESIGN

6. BUILDING DESIGN - ROOF



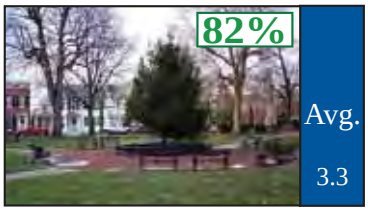


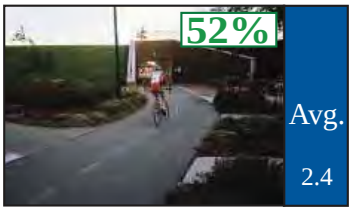
Appendix A: Survey Results

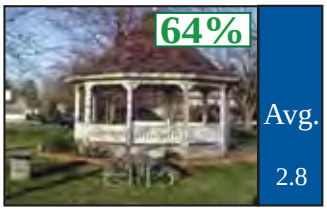
7. BUILDING DESIGN - STREET LEVEL

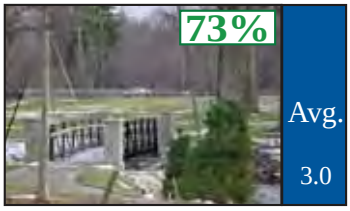
8. SERVICE AREAS

9. CIVIC AMENITIES

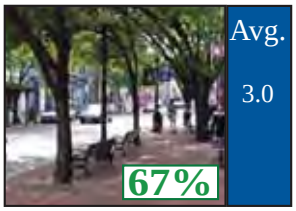








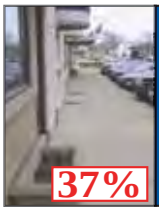
10. SIDEWALK AMENITIES



Avg. 3.0

Avg. 2.7

Avg. 2.3



Avg. 1.9

11. OTHER COMMENTS

1) Make signage easier to change. Clean up sidewalks & make it easier for small business. Parking & cleaning up of sidewalks & streets. Controlled parking on State St.

2) Snowplowing of street parking. Concerned that landscaping (trees, bushes) can become a safety issue with juveniles hanging out/hiding.

3) Move big trucks to S. Union route! Thanks for asking.

4) I am concerned that our City fathers are trying to turn downtown Mauston (State St) into a ghost town. We seem to have more empty building/lots every year. Lets see some progress & less attempts to destroy downtown by trying to set up new strip malls.

5) Mauston has nice schools, library, medical facilities, and Industrial Park. It needs a major effort to improve look & feel of downtown & streetscape (river, etc) to better compete with other communities to attract new businesses and residents.

6) Greenscape of empty lots! Parking lot like Kastner's old space paved & marked!

7) I think they should do more to invite & promote new businesses to come to this community.

8) Something needs to be done about more parking, a big lot or parking garage, passes for tenants & businesses.

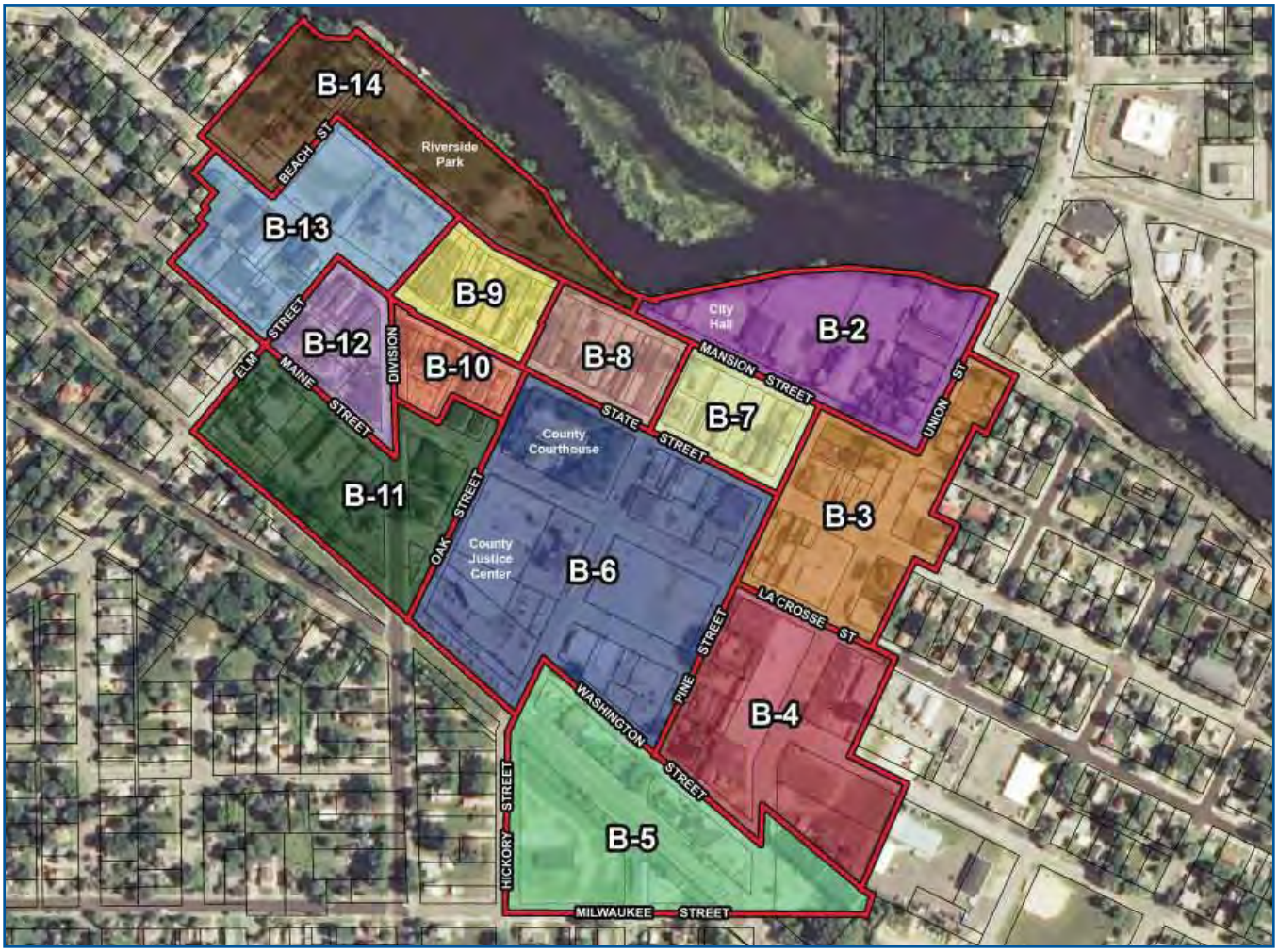
10) For attractive walk-sidewalks-keep all weeds out of cracks & against buildings. We are originally from Chicago. Weeds & grass in sidewalk cracks was 1st signs of shabby city "grooming"

11) Need more businesses downtown before working on other items. Keep facade of older buildings. We have bldgs 100+ yrs old-preserve. Post fire construction in 40's cheap and ugly. Can any new building bridge this huge gap? Mauston has never done any serious or sensible planning. Removing buildings is now called progress. New business is discouraged. Why demand landscaping immediately on top of start up costs?

12) Benches

Appendix B: Property Inventory

The *Property Inventory* provides parcel information, including address, assessed values (land and improvements) and approximate acreage, for every property within the downtown planning area. For the purposes of this inventory list, the downtown planning area was broken down into thirteen sections. Individual parcels can be found in the corresponding page listed in the map below.

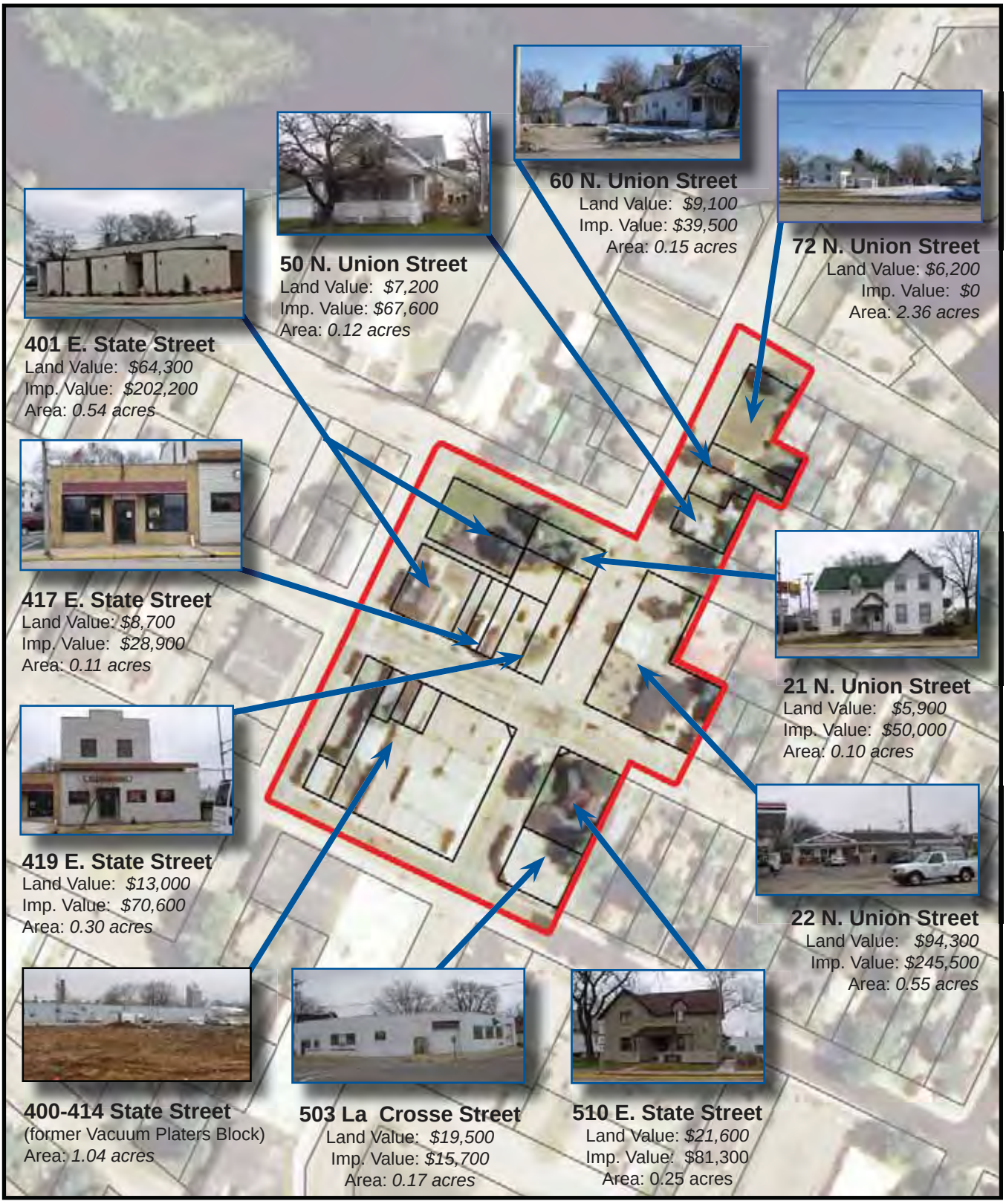


Source: 2008 City assessment data; Nov. 2008 photos

Appendix B: Property Inventory

Source: 2008 City assessment data; Nov. 2008 photos

Appendix B: Property Inventory



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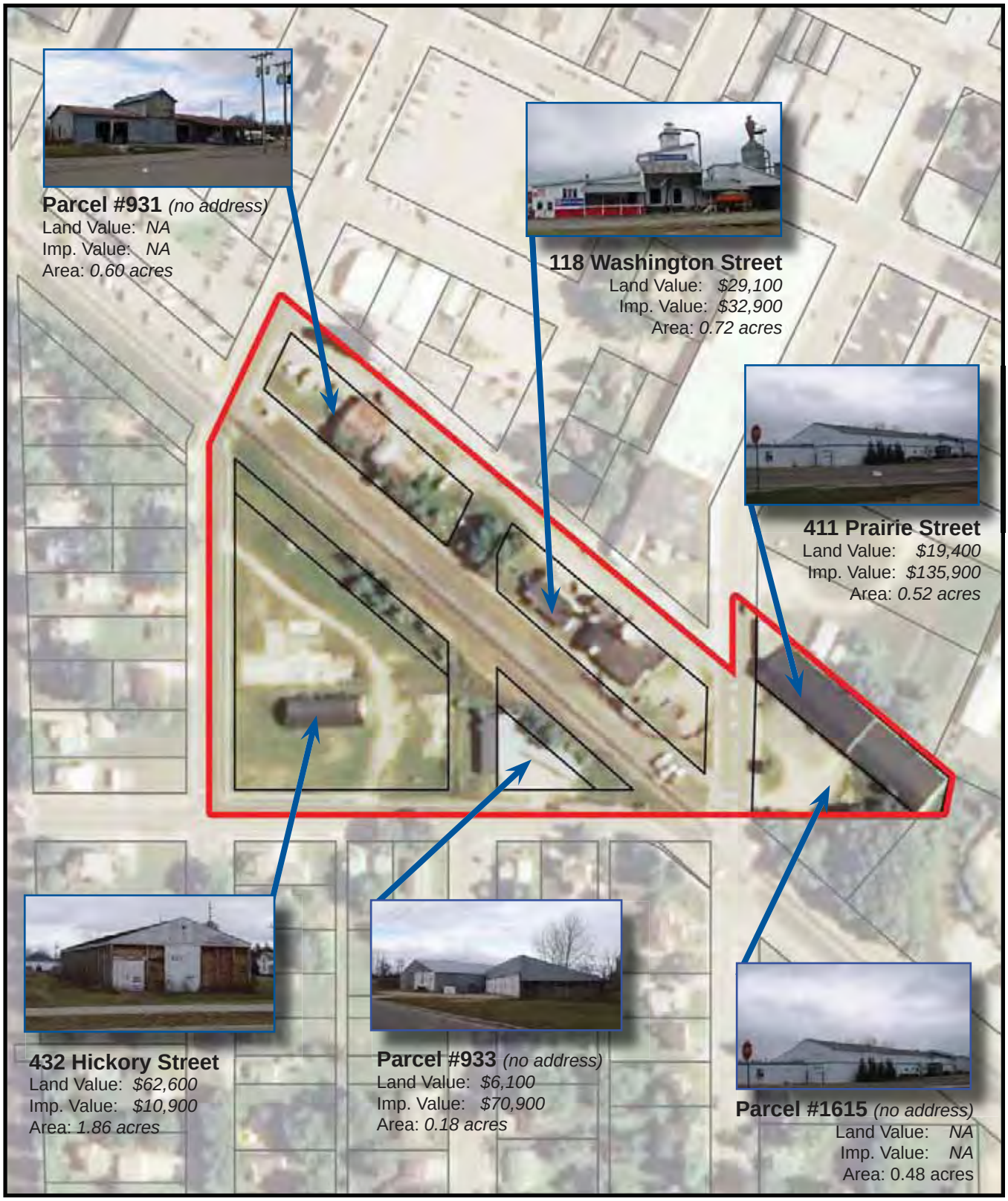
Source: 2008 City assessment data; Nov. 2008 photos



Source: 2008 City assessment data; Nov. 2008 photos

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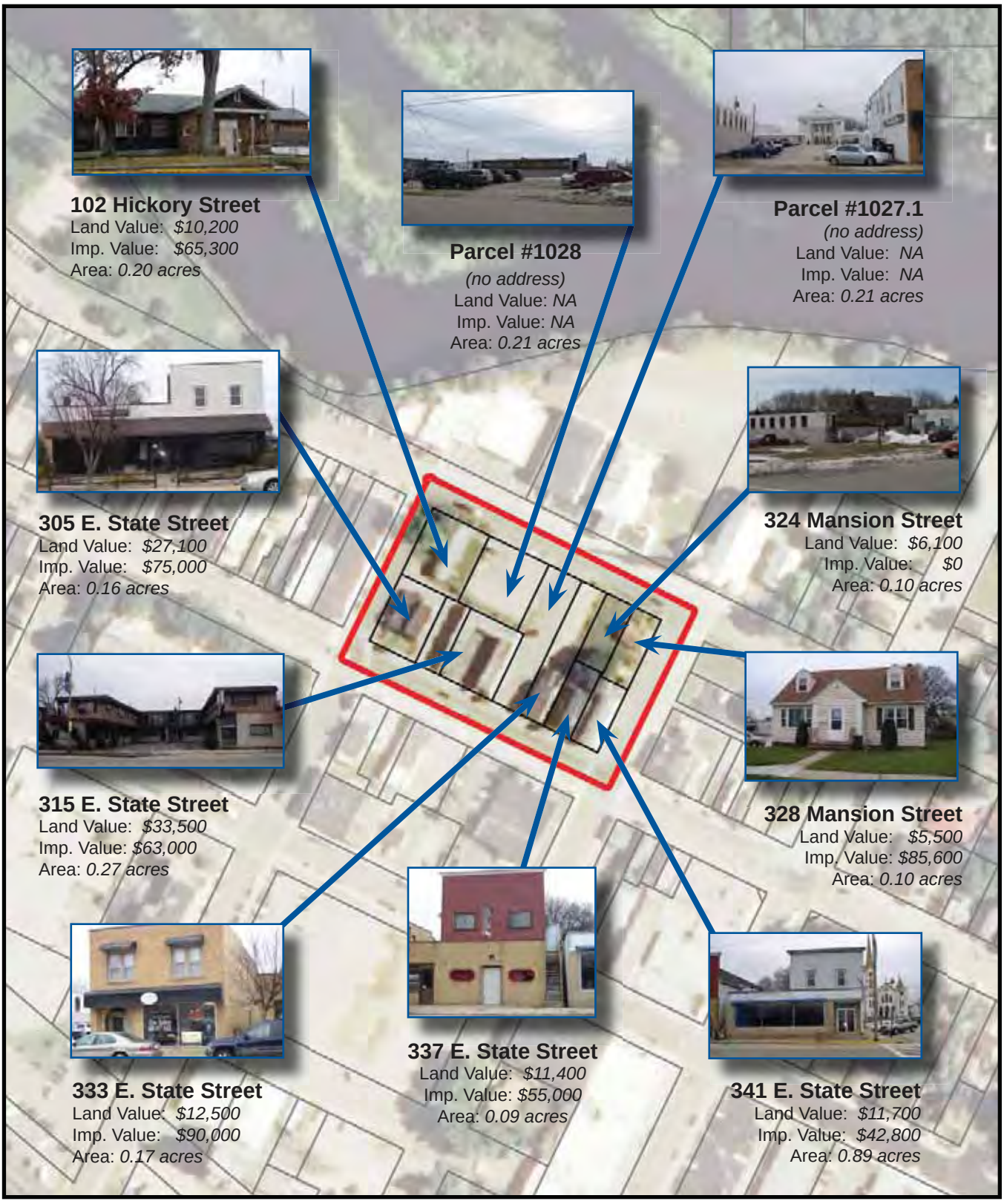

Source: 2008 City assessment data; Nov. 2008 photos

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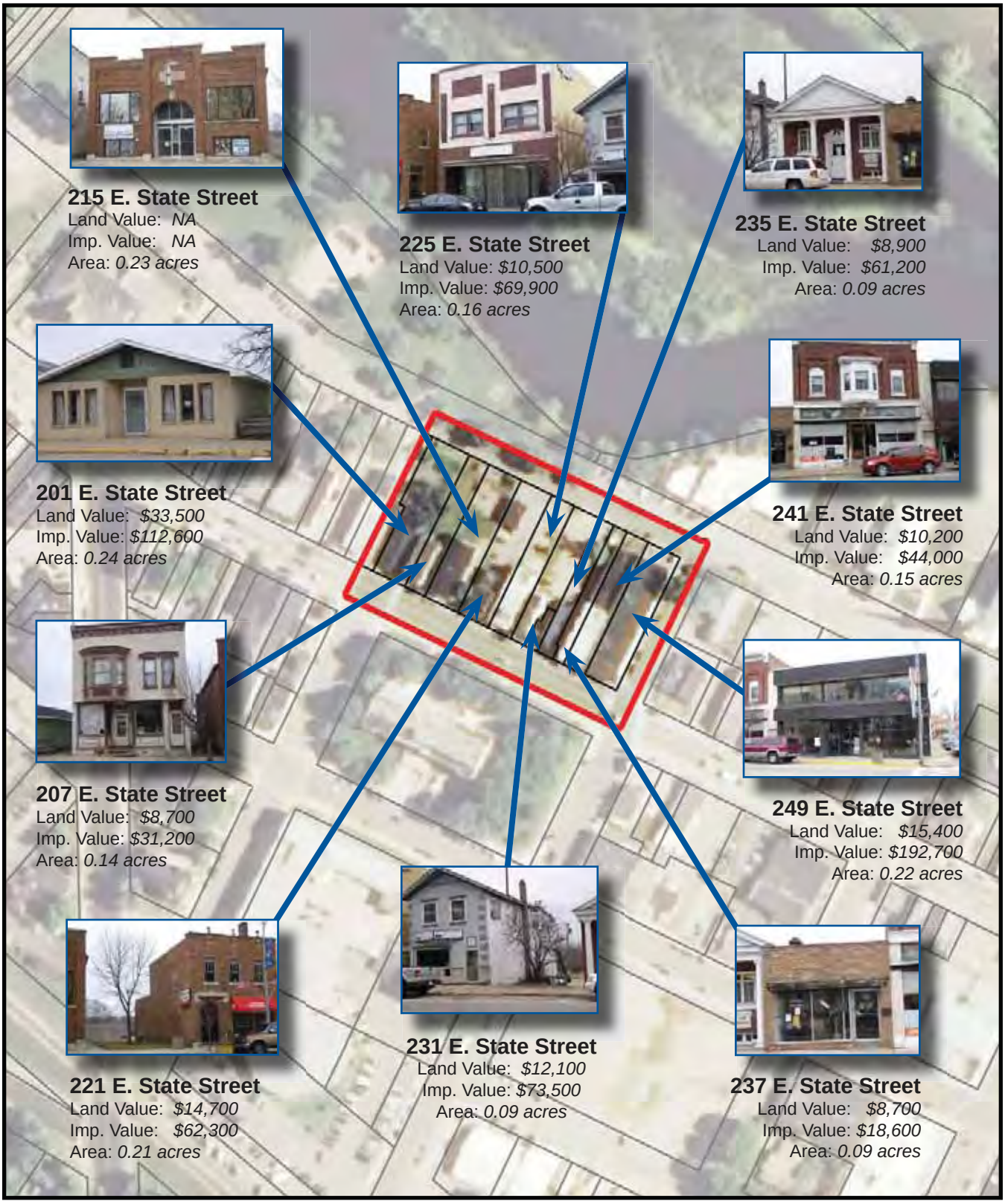
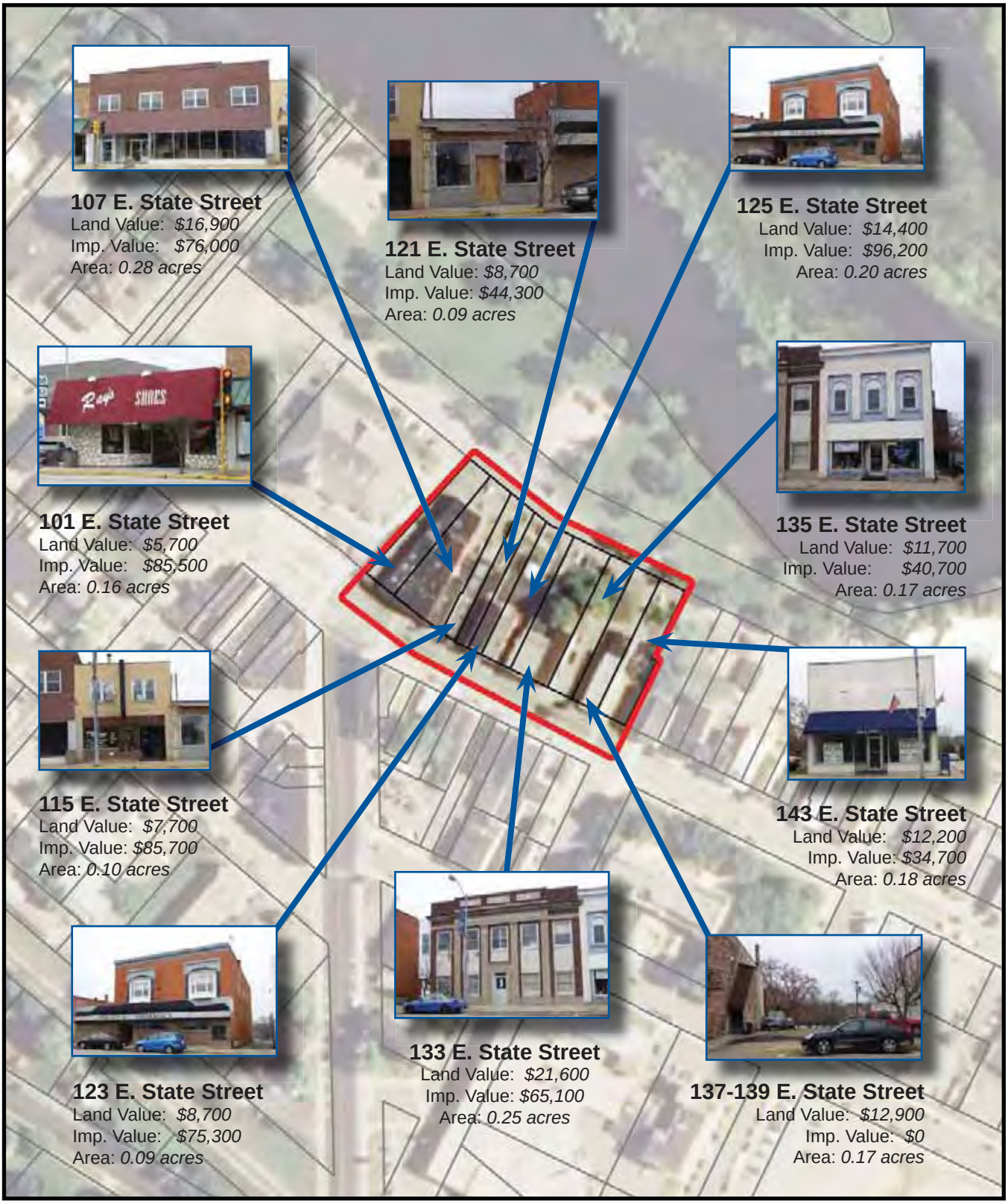


Source: 2008 City assessment data; Nov. 2008 photos



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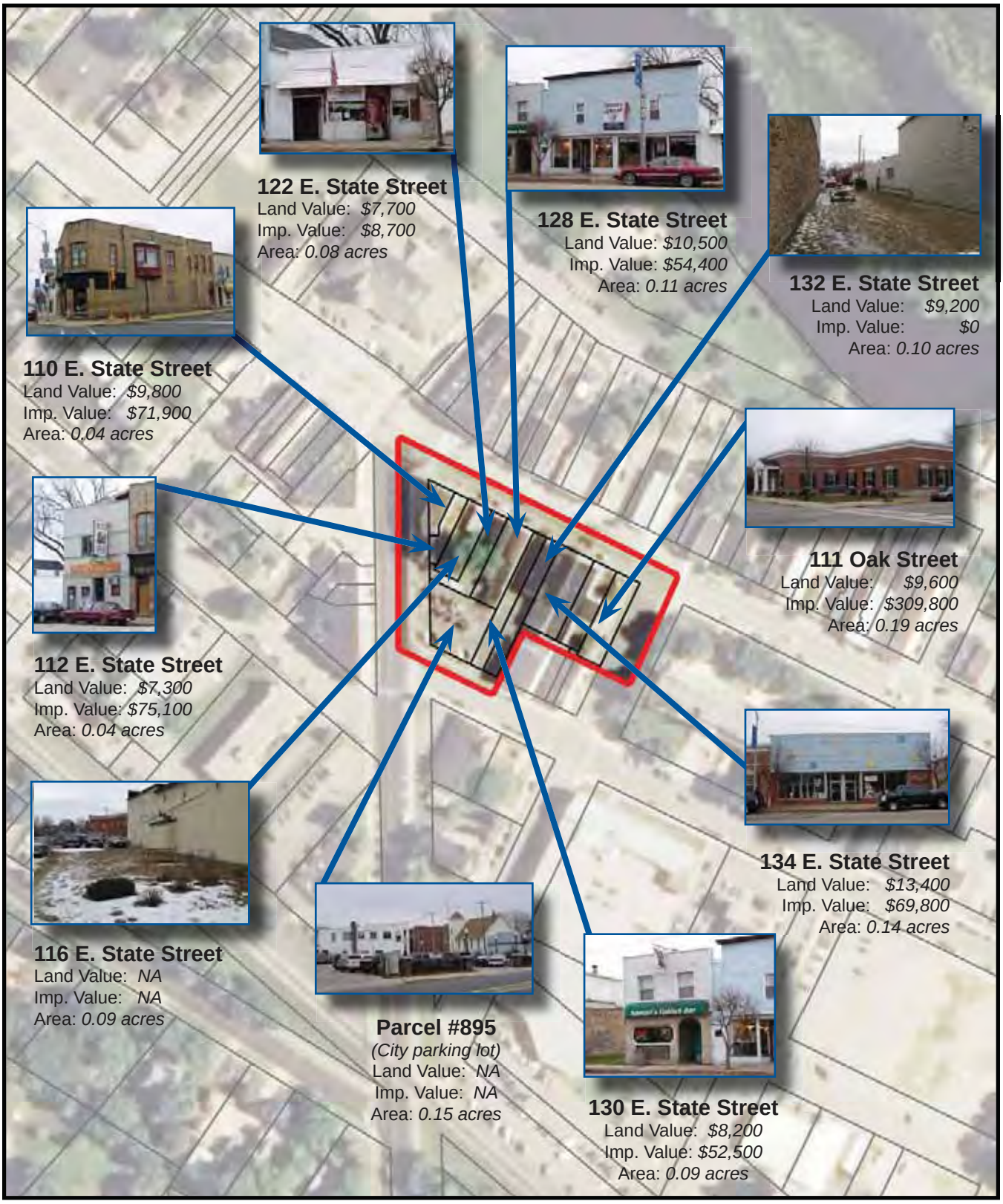

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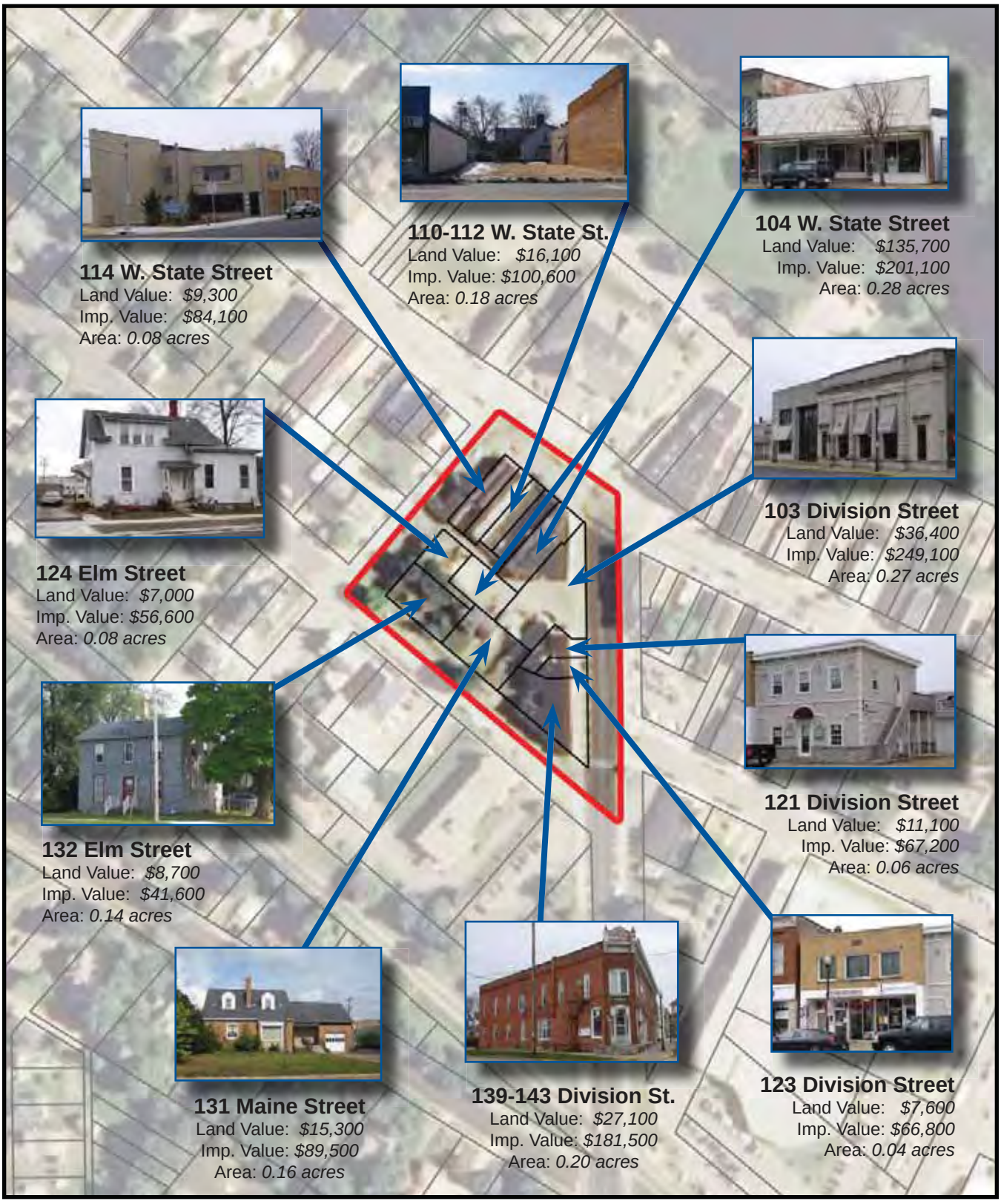
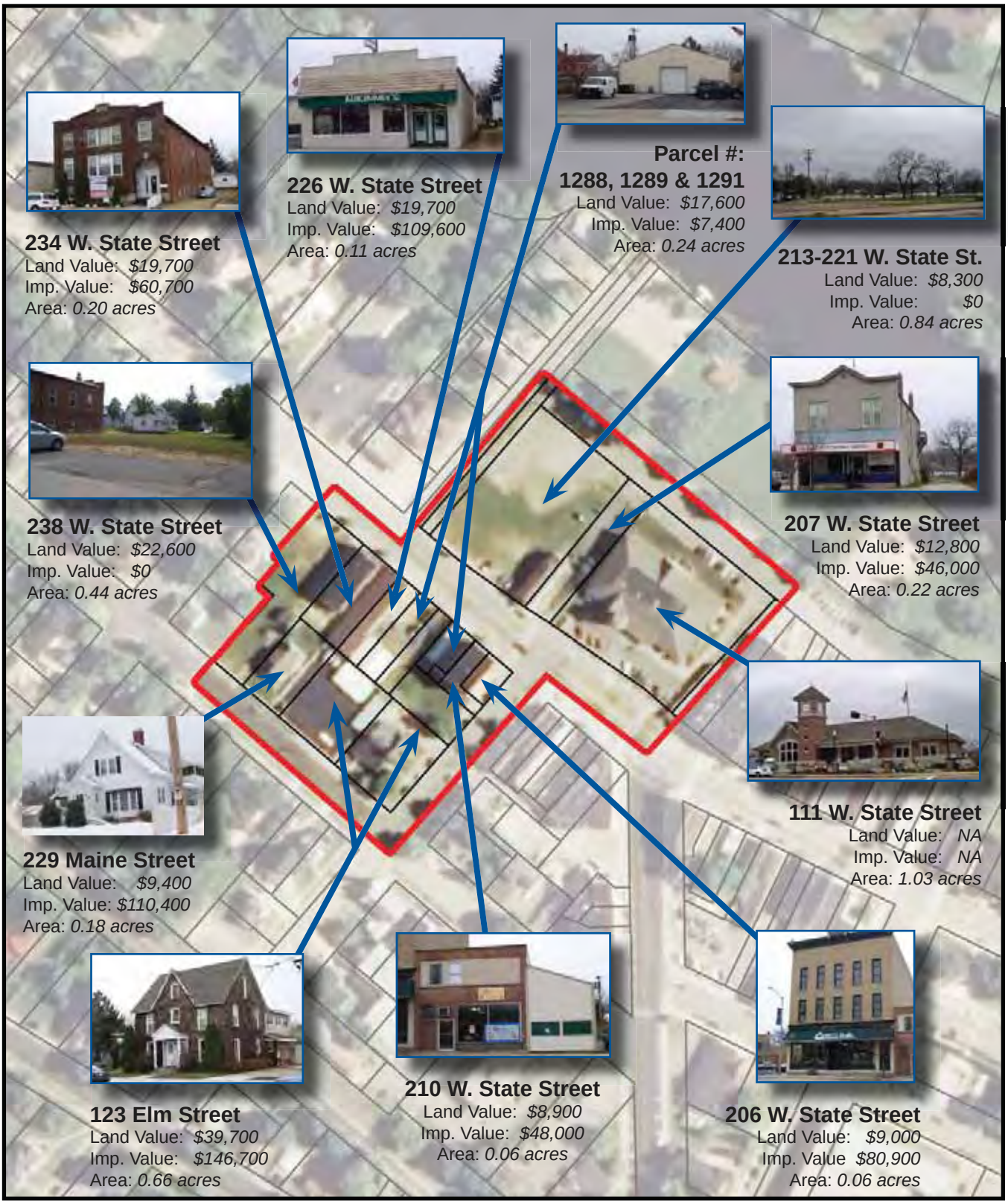


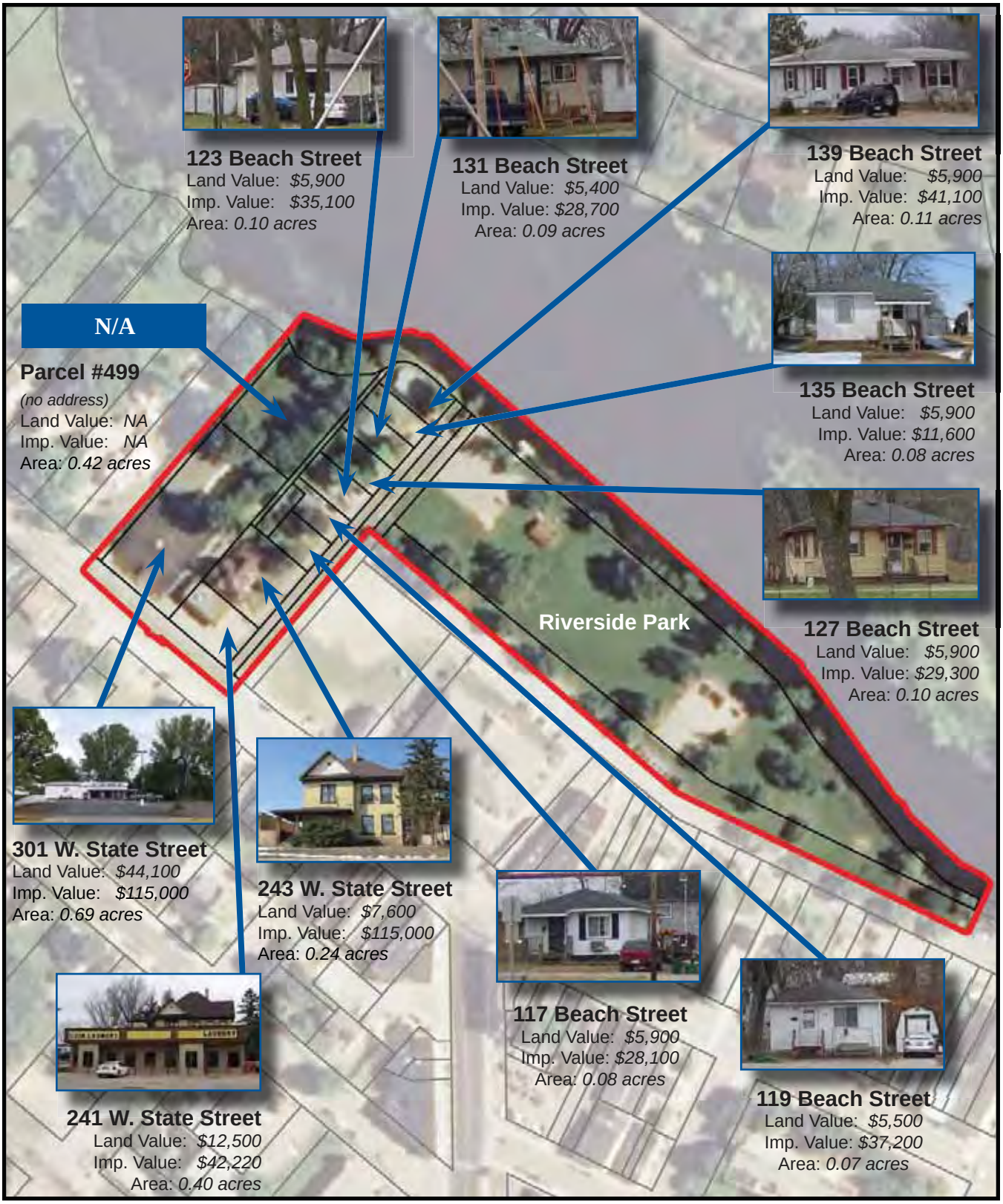
Source: 2008 City assessment data; Nov. 2008 photos

Appendix B: Property Inventory



Source: 2008 City assessment data; Nov. 2008 photos

Appendix B: Property Inventory



Source: 2008 City assessment data; Nov. 2008 photos

Appendix C: Juneau Co. Retail market Analysis

Juneau County

Retail Market Analysis

2008

Created in Partnership with:

Juneau County Economic Development Committee

Greater Mauston Area Development Corporation

University of Wisconsin-Extension

Juneau County
Retail Market Analysis

2008

Prepared by the University of Wisconsin-Extension,
Center for Community and Economic Development.

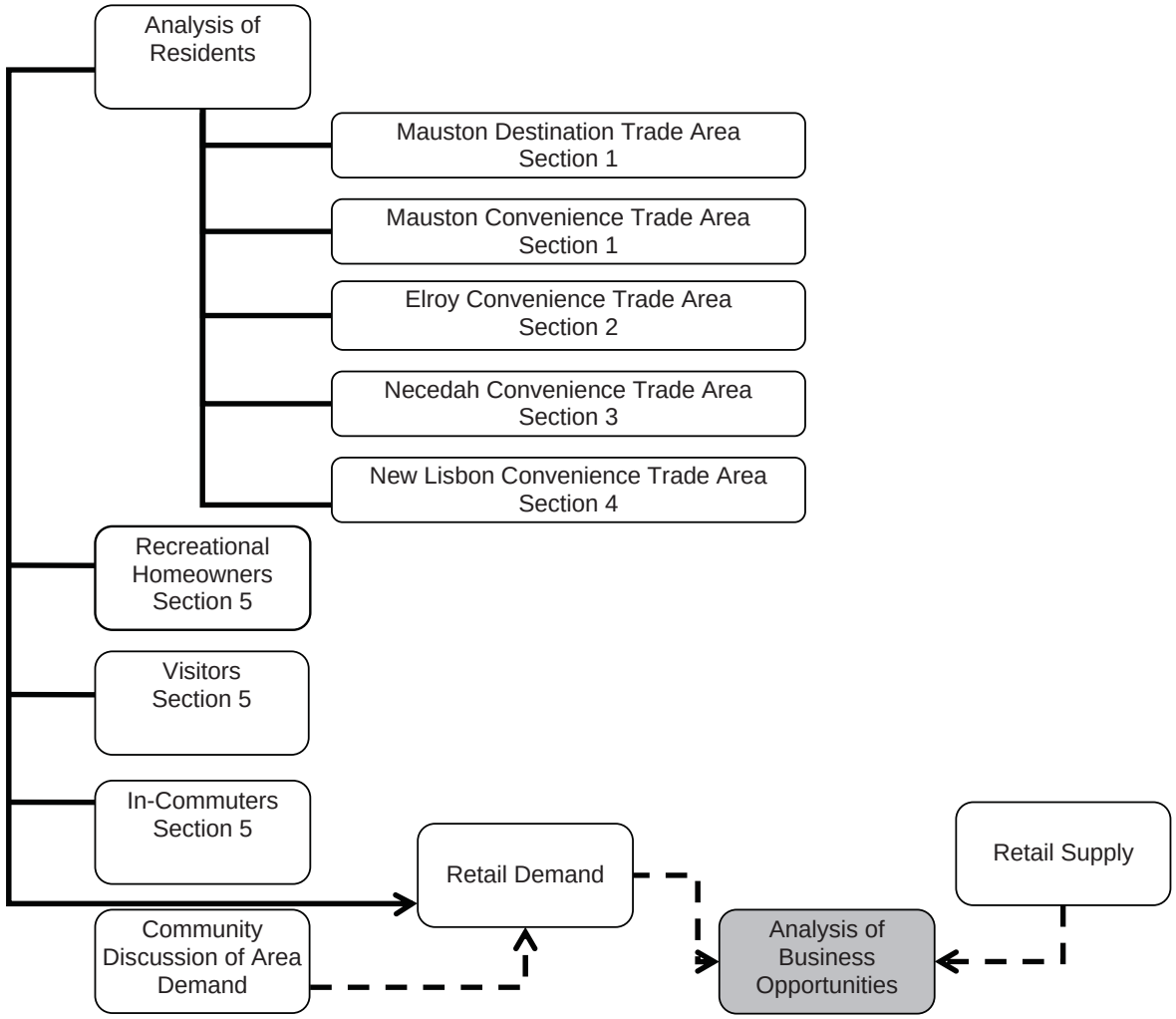
In cooperation with the Juneau County Economic Development Corporation, Greater Mauston Area Development Corporation and
The University of Wisconsin-Extension, Juneau County

Juneau County Retail Market Analysis
9/19/08

Introduction

The University of Wisconsin-Extension worked with the Juneau County Economic Development Committee to conduct an abbreviated market analysis that examined demand for retail products and services in Juneau County, Wisconsin. Trade areas were created for Elroy, Mauston, Necedah and New Lisbon of which the resident population was analyzed and profiled.

This study also provides a geographic and demographic analysis of recreational homeowners, commuters, and visitors in the County. Together, with local discussion, this information is intended to help communities explore business expansion and recruitment opportunities. The following flowchart illustrates the elements of this analysis:



Juneau County Retail Market Analysis
9/19/08

Section 1

Mauston Analysis of Resident Market

This section analyzes the size and shape of the convenience trade area for Mauston as well as demographic, lifestyle and spending potential data. A larger Destination Trade Area for Mauston was also defined and analyzed.

Mauston Community Description

With 3,740 residents, Mauston is the county seat of Juneau County and lies along the Interstate 90/94 corridor running between Minneapolis-St Paul and Chicago.[1] Mauston's central location in Wisconsin puts the community near a wide variety of attractions and recreational opportunities. Situated along the Lemonweir River, Mauston is the gateway to four seasons of recreation. Mauston is a progressively active community, marked by a sense of pride in supporting its industrial and residential segments.

Mauston is the retail center of Juneau County, offering a wide variety of stores including supermarkets, a cheese factory and cheese mart, lumber yards, hardware, department, discount, jewelry and gift stores, service stations, automobile dealers and pharmacies. Mauston is also home to a number of restaurants, liquor establishments and fast food service outlets. The Mile Bluff-Hess Memorial Medical Center is located in Mauston and provides medical services to residents of other communities. The location and size of Mauston contributes to the image of the community as a destination area in the County, acting as a gathering point for visitors traveling to other areas of the county.

Mauston has long been built around the abundant natural resources found in the area. The Lemonweir River runs through the city and Lake Decorah lies to the northwest of the community. Nearby are the state's second and fourth largest lakes, Petenwell and Castle Rock. These water amenities attract residents and visitors with opportunities to fish, canoe and observe wildlife. There is also a range of trails nearby which are excellent for hiking, biking, ATV riding and horseback riding. Nearby Burr Oak Winery attracts visitors from large metropolitan areas. Mauston is also home to the Juneau County Fair held each year in August.

While the lakes and rivers in the area create exciting locations to visit, the community has created various festivals and events held throughout the year as ways to keep visitors entertained during all seasons. Other recreational activities in the area include an 18-hole golf course, volleyball and tennis courts, picnic areas, bowling, hunting, swimming, biking, snowmobiling, skiing, boating and fishing.

[1] US Census, 2000.

Juneau County Retail Market Analysis
9/19/08

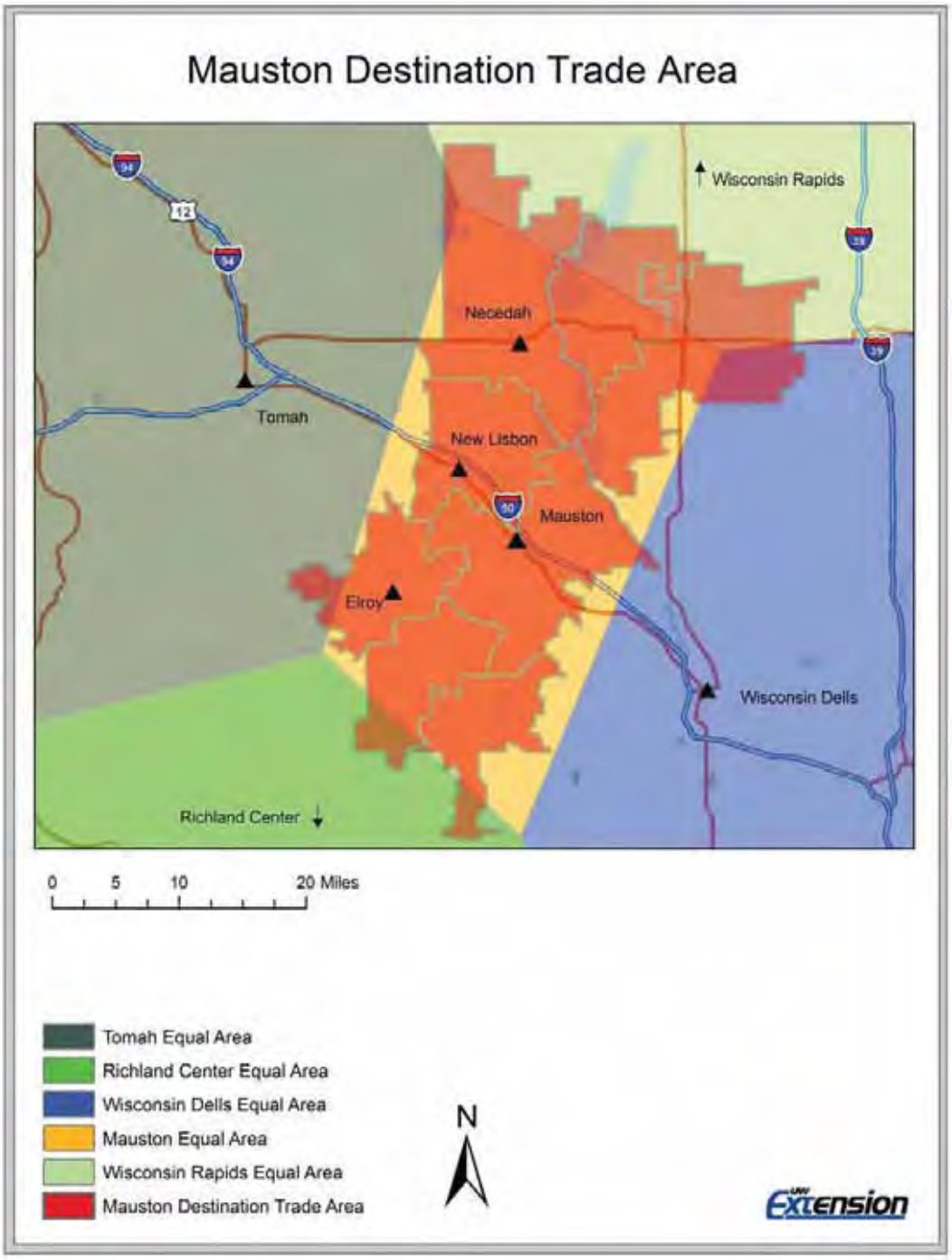
Mauston Destination and Convenience Trade Areas

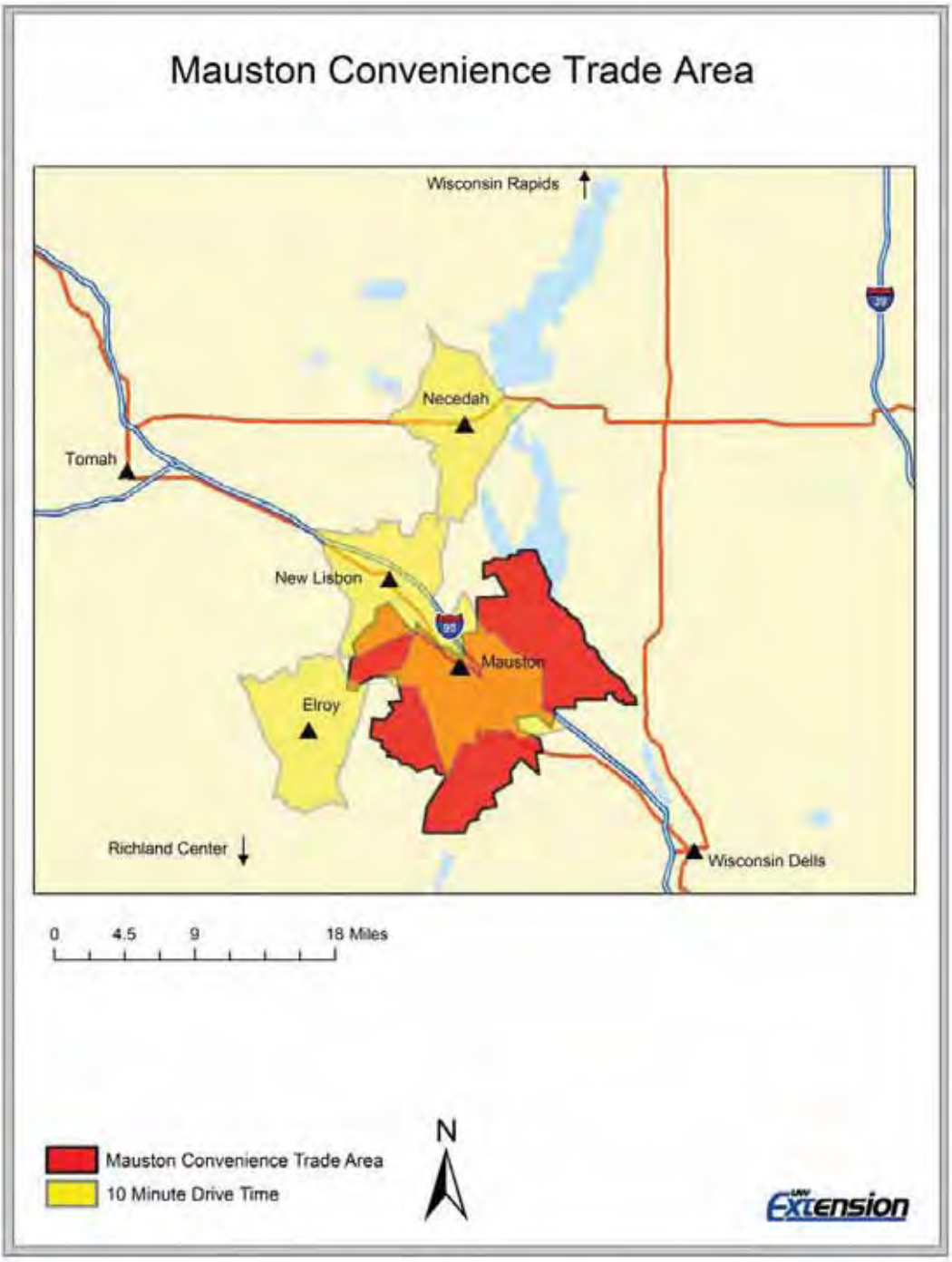
The trade area is the geographic region that generates the majority of customers for Mauston community retail and service businesses. The analysis realizes that different business types have different trade areas. That is, some businesses will draw customers from a greater distance than others. In general, the convenience trade area is intended to mirror the overall market area for the community. This resident trade area does not reflect the geographic origin of second homeowners or tourists.

For this analysis, we have constructed a primary or Convenience Trade Area for the community of Mauston (MCTA). The convenience trade area is defined as the area within which all "convenience shopping" needs (groceries, gasoline, hardware) should be satisfied by the community. To define this area a ten minute drive time analysis was used and it was determined that the corresponding zip code, 53948, fairly well described the convenience trade area for Mauston.

The Destination Trade Area is the area where "destination shopping" needs such as automobiles, furniture, and other big box stores draw customers to the area. To determine the Destination Trade Area an "equal competition analysis" was conducted which examined the midpoint between communities. The communities used for this study were Tomah, Wisconsin Rapids, Wisconsin Dells and Richland Center. The Mauston Destination Trade Area (DTA) is comprised of the zip codes for eight communities: Necedah, Arkdale, Friendship, New Lisbon, Mauston, Elroy, Wonewoc and La Valle (54646, 54613, 53934, 53950, 53948, 53929, 53968, and 53941). It is important to note that while equal competition analyses shows a potential destination trade area, other attractiveness factors such as retail mix and accessibility may play a more important role than distance alone.

Appendix C: Juneau Co. Retail Market Analysis




Mauston Convenience Trade Area
Wisconsin Rapids
Necedah
Tomah
New Lisbon
Mauston
Elroy
Richland Center
Wisconsin Dells
0
4.5
9
18 Miles
N
Mauston Convenience Trade Area
10 Minute Drive Time
UW Extension

Resident Demographics

The demographic and lifestyle characteristics of these trade area residents provide valuable information for analyzing local spending potential, purchasing preferences and marketing strategies.

To assist in understanding the tastes and preferences of regional consumers, the following tables compare demographic traits for the Mauston Convenience Trade Area and the Mauston Destination Trade Area, along with the state of Wisconsin and the United States. Comparing demographics within each of these geographic areas helps to differentiate local consumers and may identify potential customer niches. Demographic and lifestyle characteristics are derived from a variety of public and private datasets, including ESRI Business Information Solutions (ESRI BIS) and the 2000 Census. The most current demographic information is used whenever possible and the figures produced by these sources may differ from other published estimates. Note that the demographics for each geographic area are not mutually exclusive. The Destination Trade Area includes the figures from each of the Convenience Trade Areas. Similarly, figures for Wisconsin contain the numbers from the convenience and destination trade areas.

Population Trends

Population is the basis for quantifying market size and growth trends, both of which are used to measure consumer demand.

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
2000 Total Population	7,743	29,921	5,363,675	281,421,906
2007 Total Population	8,873	33,809	5,687,426	306,348,230
2012 Total Population	9,236	35,461	5,902,771	325,526,398
2007 - 2012 Annual Rate	0.81%	0.96%	0.75%	1.22%

Source: ESRI Business Information Solutions

- In 2007 the Mauston Convenience Trade Area (MCTA) had slightly over 25% of the total population of the Destination Trade Area (DTA).
- Population has been growing and is expected to continue to grow at a modest pace slightly above the state rate.

Housing Units – 2007

Occupancy rates reveal the percentage of housing units that were occupied during a given year, while housing tenure characterizes the differences between owner-occupied and renter-occupied housing units. These figures are useful in analyzing the potential for a variety of different home-related products and services.

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA

2007 Housing Units	4,098	19,739	2,547,427	128,035,492
Owner Occupied Housing Units	63.5%	55.0%	62.6%	61.3%
Renter Occupied Housing Units	21.4%	13.4%	26.5%	28.8%
Vacant Housing Units	15.1%	31.6%	10.9%	9.9%

Source: ESRI Business Information Solutions *Note: Vacant housing units include 2nd-home inventory in the trade area.*

- Second home units have raised the number of vacant housing units in both MCTA and the DTA.
- The MCTA contains 20% of the housing units within the DTA.
- The ratio of owner to renters exceeds the state and U.S. averages.

Per Capita Income Trends

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
2000	$18,454	$17,773	$21,271	$21,587
2007	$21,905	$21,695	$27,589	$27,916
2012	$25,892	$25,653	$33,489	$33,873

Source: ESRI Business Information Solutions

- Per capita income levels are approximately 20% lower in the MCTA compared to Wisconsin and the U.S.
- Percent growth in per capita income in the MCTA and DTA are significantly lower than Wisconsin and the U.S.

Age – 2007

Expenditures and consumer preferences change with age. Accordingly, retail, service and restaurants often target certain age segments.

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
Total	8,873	33,809	5,687,426	306,348,230
0 - 4	5.8%	5.7%	6.5%	6.9%
5 - 9	5.2%	5.1%	6.1%	6.5%
10 - 14	5.4%	5.6%	6.4%	6.8%
15 - 19	6.2%	6.0%	7.3%	7.1%
20 - 24	7.1%	6.5%	7.9%	7.0%
25 - 34	11.0%	9.4%	12.0%	13.2%
35 - 44	13.0%	12.6%	14.2%	14.4%
45 - 54	15.7%	15.9%	15.7%	14.6%
55 - 64	10.8%	12.6%	10.9%	10.8%
65 - 74	8.1%	10.1%	6.3%	6.3%
75 - 84	7.5%	6.7%	4.5%	4.4%
85+	4.2%	3.6%	2.2%	1.9%
18+	79.9%	79.8%	76.8%	75.6%

Source: ESRI Business Information Solutions

- Overall, MCTA has a higher percentage (46%) of residents aged 45 and over than Wisconsin (40%) and the United States (38%), while also having a lower percentage of children and young adults.

Household Income – 2007

Retailers are often interested in the median or average household income in a trade area or seek a minimum number of households within a certain income range.

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
Household Income Base	3,478	13,507	2,270,243	115,335,842
< $15,000	12.9%	12.7%	9.5%	12.0%
$15,000 - $24,999	12.7%	13.3%	9.6%	9.9%
$25,000 - $34,999	14.9%	15.3%	10.5%	10.3%
$35,000 - $49,999	17.8%	18.0%	15.5%	14.7%
$50,000 - $74,999	23.3%	22.0%	22.5%	19.5%
$75,000 - $99,999	9.7%	10.0%	14.3%	12.8%
$100,000 - $149,999	6.0%	6.0%	12.3%	12.3%
$150,000 - $199,999	1.3%	1.3%	3.1%	4.2%
$200,000 +	1.4%	1.5%	2.7%	4.2%
Average Household Income	$53,532	$52,699	$68,215	$73,126

Source: ESRI Business Information Solutions

- 58.3% of MCTA residents have a household income of less than $50,000, compared to 59.3% in the DTA, 45.1% for Wisconsin and 46.9% in the United States.
- The average household incomes in the MCTA and DTA are approximately 22% lower than Wisconsin and 27% lower than the U.S.

Educational Attainment (Population 25+) - 2000

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
Total	5,206	20,610	3,475,878	182,211,639
Less than 9th Grade	7.0%	7.6%	5.4%	7.5%
9th - 12th Grade, No Diploma	13.4%	14.5%	9.6%	12.1%
High School Graduate	42.6%	43.1%	34.6%	28.6%
Some College, No Degree	19.5%	19.3%	20.6%	21.0%
Associate Degree	6.2%	5.5%	7.5%	6.3%
Bachelor's Degree	7.5%	6.8%	15.3%	15.5%
Master's/Prof/Doctorate Degree	3.8%	3.2%	7.2%	8.9%

Source: ESRI Business Information Solutions

- There are a high percentage of MCTA residents that have completed high school as the highest level of education.
- MCTA and the DTA have lower percentages of residents with Bachelor's Degrees than Wisconsin and the United States.

Employment Occupation (Population 16+) - 2007

The type of employment in a community is sometimes related to market demand for certain products and services.

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
Total	4,262	15,670	2,863,687	141,590,232
White Collar	46.2%	45.7%	58.0%	60.2%
Management/Business/Financial	11.0%	11.6%	13.4%	13.6%
Professional	12.5%	12.8%	20.3%	21.3%
Sales	10.7%	9.9%	11.0%	11.5%
Administrative Support	12.1%	11.5%	13.3%	13.8%
Services	21.1%	18.9%	14.9%	16.5%
Blue Collar	32.7%	35.4%	27.1%	23.3%
Farming/Forestry/Fishing	0.9%	1.5%	0.7%	0.6%
Construction/Extraction	5.6%	6.7%	5.7%	6.6%
Installation/Maintenance/Repair	4.2%	4.4%	4.0%	3.9%
Production	12.1%	13.0%	10.0%	6.3%
Transportation/Material Moving	9.9%	9.8%	6.7%	5.9%

Source: ESRI Business Information Solutions

- White collar employment accounts for the majority, 46%, of local employment in MCTA. However this is significantly less then Wisconsin and the U.S.
- The percentage of MCTA residents employed in services and production is greater than the U.S. and may include tourism related employment.

Employment Occupations – NAICS Business Summary

	Mauston Convenience Trade Area	Destination Trade Area	Wisconsin	USA
Agriculture/Mining	3.2%	5.5%	2.5%	1.7%
Construction	7.1%	8.2%	6.9%	8.0%
Manufacturing	18.2%	19.4%	17.7%	10.7%
Wholesale Trade	2.2%	2.4%	3.5%	3.4%
Retail Trade	15.7%	13.5%	12.4%	11.6%
Transportation/Utilities	5.8%	5.7%	4.2%	4.9%
Information	0.4%	0.8%	1.7%	2.3%
Finance/Insurance/Real Estate	3.6%	3.6%	6.6%	7.4%
Services	39.0%	36.6%	41.2%	45.1%
Public Administration	4.7%	4.3%	3.3%	4.8%

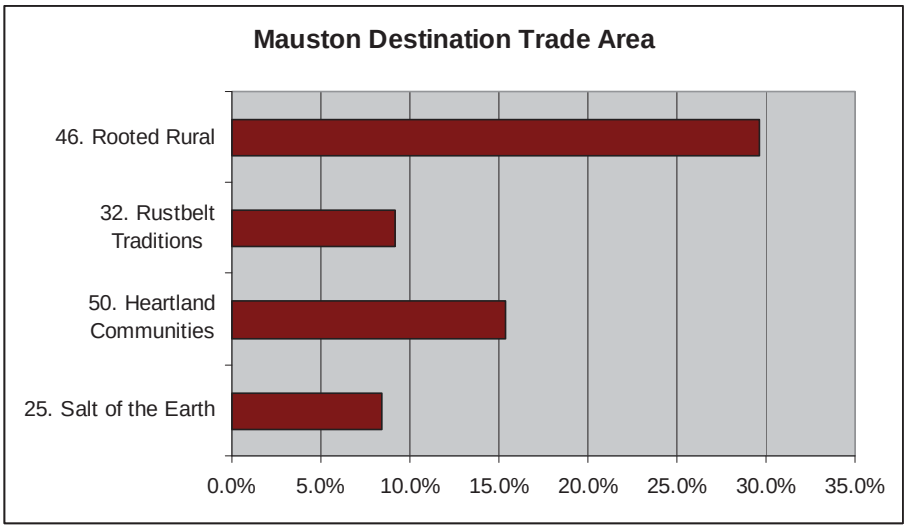
Source: ESRI Business Information Solutions

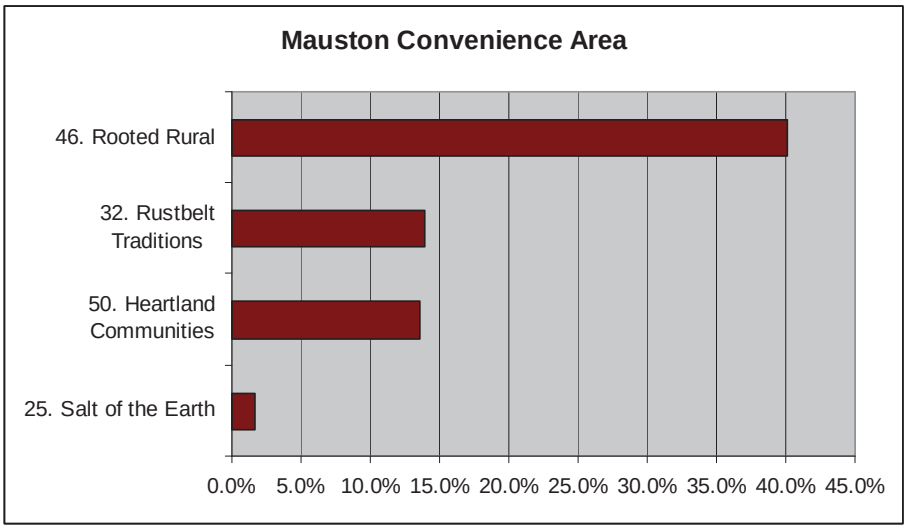
- Services stands out as a major category of local employment for the MCTA and DTA.
- Compared to the United States, MCTA has a higher percentage of people employed in retail trade.

Lifestyle Analysis

The Mauston Convenience Trade Area and Destination Trade Area resident lifestyles can also be studied using lifestyle segmentation information. Lifestyle segmentation systems examine the buying habits and preferences of consumers in a geographic area. One lifestyle segmentation system is Tapestry™, by ESRI Business Information Solutions. Consumers are classified into 65 demographic and behaviorally distinct segments. The segments are based on type of neighborhood (urban, suburban, rural); the residents' socioeconomic status (age, income, occupation, type and value of residence); and their buying behaviors.

A snapshot of the lifestyle characteristics and preferences for these national segments as described by ESRI are presented below, and a more complete description can be found in Appendix A. Note that the income and home values in these descriptions are from a 2006 ESRI staff paper (Community Tapestry – Fabric of America's Neighborhoods).





Rooted Rural: Rooted Rural are settled families that take pride in their homes. Local residents tend to move infrequently, but there are also a higher proportion of seasonal homes. The population is slightly older, with a median age of 41.0 years and 45% of householders are aged 55 or older. The median household income is $36,700. One-third of households receive Social Security benefits. Homeownership is at 84% and the median home value is $89,900. These families are busy with do-it-yourself home improvement projects, remodeling and gardening. Many families prepare meals at home with homegrown produce. Residents enjoy hunting, fishing, target shooting, boating, country music concerts and auto races.

Heartland Communities: Neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of $74,400. Most homes are older, built before 1960. The median age is 41.3 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

Rustbelt Traditions: Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes and have a median value of $97,000. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 35.9 years; the median household income is $45,300. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic.

Salt of the Earth: A rural or small-town lifestyle best describes the Salt of the Earth market. The median age is 40.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is $48,800. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts, auto races, and flying kites.

Consumer Spending Potential of Residents

Consumer spending potential data for 2007 for the Mauston Convenience and Destination Trade Areas are presented in the tables below. Displayed are the annual amounts spent on a variety of goods and services by households that reside in the trade area, regardless of where the goods or services were purchased. A spending potential index (SPI) is provided to compare household spending with the national averages (U.S. index = 100). Spending by visitors and nonresidents are not included in these figures.

	Mauston Convenience Trade Area		Destination Trade Area		WI	USA
	SPI	Total Spending	SPI	Total Spending	SPI	SPI
Apparel and Services	64	$6,105,477	62	$22,950,188	84	100
Men's	66	$1,145,309	65	$4,333,882	87	100
Women's	62	$2,077,315	60	$7,846,619	82	100
Children's	72	$1,092,830	69	$4,079,008	89	100
Footwear	57	$1,003,912	55	$3,747,891	74	100
Watches & Jewelry	63	$432,319	61	$1,631,684	92	100
Apparel Products and Services	69	$353,792	66	$1,311,104	100	100
Computer						
Computers and Hardware for Home Use	70	$530,987	67	$1,982,022	94	100
Software and Accessories for Home Use	65	$67,591	62	$252,152	93	100
Entertainment & Recreation	75	$8,934,457	74	$34,442,734	94	100
Fees and Admissions	62	$1,315,254	60	$4,954,004	92	100
Membership Fees for Clubs	64	$354,304	63	$1,359,123	93	100
Fees for Participant Sports, excl. Trips	64	$253,948	64	$975,989	93	100
Admission to Movie/Theatre/Opera/Ballet	60	$312,206	57	$1,146,368	92	100
Admission to Sporting Events, excl. Trips	64	$127,024	61	$475,660	95	100
Fees for Recreational Lessons	59	$267,772	57	$996,864	91	100
TV/Video/Sound Equipment	75	$3,047,637	73	$11,492,033	94	100
Community Antenna or Cable Television	79	$1,840,635	78	$7,018,969	95	100
Color Televisions	67	$320,045	65	$1,202,102	92	100
VCRs, Video Cameras, and DVD Players	75	$101,017	72	$379,500	95	100
Video Cassettes and DVDs	76	$160,975	73	$597,963	95	100
Video Game Hardware and Software	73	$83,609	69	$307,683	95	100
Satellite Dishes	77	$4,132	78	$16,229	90	100
Rental of Video Cassettes and DVDs	73	$150,703	68	$550,423	95	100
Sound Equipment	68	$371,911	64	$1,365,318	93	100
Rental and Repair of TV/Sound Equipment	73	$14,610	69	$53,846	94	100
Pets	84	$1,287,261	85	$5,063,183	96	100
Toys and Games	77	$486,487	75	$1,829,361	96	100
Recreational Vehicles and Fees	85	$1,349,420	90	$5,558,560	94	100
Sports/Recreation/Exercise Equipment	70	$562,527	70	$2,186,846	85	100
Photo Equipment and Supplies	73	$350,666	71	$1,318,781	96	100
Reading	72	$535,205	71	$2,039,966	95	100

	Mauston Convenience Trade Area		Destination Trade Area		WI	USA
Food	76	$22,348,381	75	$85,011,924	94	100
Food at Home	78	$13,676,299	77	$52,296,685	94	100
Bakery and Cereal Products	78	$1,963,228	77	$7,490,990	94	100
Meat, Poultry, Fish, and Eggs	79	$3,632,603	78	$13,922,556	93	100
Dairy Products	79	$1,504,471	77	$5,756,542	94	100
Fruit and Vegetables	74	$2,259,535	73	$8,633,418	92	100
Snacks and Other Food at Home	79	$4,316,462	78	$16,493,179	95	100
Food Away from Home	74	$8,672,082	72	$32,715,239	94	100
Alcoholic Beverages	69	$1,481,782	66	$5,484,916	94	100
Nonalcoholic Beverages at Home	81	$1,231,294	80	$4,718,308	94	100
Financial						
Investments	57	$2,958,479	53	$10,631,158	95	100
Vehicle Loans	84	$17,967,101	84	$69,611,207	95	100
Health						
Nonprescription Drugs	84	$357,568	84	$1,388,603	96	100
Prescription Drugs	97	$1,950,373	100	$7,812,307	98	100
Eyeglasses and Contact Lenses	80	$231,866	80	$899,407	97	100
Home						
Mortgage Payment and Basics	66	$19,924,193	66	$77,563,134	92	100
Maintenance and Remodeling Services	68	$4,681,310	70	$18,627,206	92	100
Maintenance and Remodeling Materials	86	$1,117,769	88	$4,437,900	97	100
Utilities, Fuel, and Public Services	80	$12,198,867	79	$46,844,999	95	100
Household Furnishings and Equipment						
Household Textiles	70	$338,008	69	$1,298,501	93	100
Furniture	66	$1,479,760	65	$5,631,553	93	100
Floor Coverings	64	$202,324	65	$790,581	91	100
Major Appliances	80	$820,674	81	$3,230,986	94	100
Housewares	70	$256,068	69	$985,808	88	100
Small Appliances	79	$101,409	78	$389,165	95	100
Luggage	60	$21,402	57	$79,509	92	100
Telephones and Accessories	66	$109,643	66	$422,521	81	100
Household Operations						
Child Care	58	$850,840	54	$3,034,571	92	100
Lawn and Garden	88	$1,376,093	92	$5,555,845	96	100
Moving/Storage/Freight Express	68	$126,532	67	$481,302	91	100
Housekeeping Supplies	81	$2,172,871	80	$8,355,588	95	100
Insurance						
Owners and Renters Insurance	83	$1,381,536	85	$5,489,391	96	100
Vehicle Insurance	78	$3,956,559	77	$15,229,308	94	100
Life/Other Insurance	81	$1,796,948	82	$7,074,739	96	100
Health Insurance	88	$6,003,450	89	$23,594,350	97	100

Appendix C: Juneau Co. Retail Market Analysis

	Mauston Convenience Trade Area		Destination Trade Area		WI	USA
Personal Care Products	75	$1,239,093	74	$4,702,384	94	100
School Books and Supplies	75	$315,557	67	$1,095,189	99	100
Smoking Products	91	$1,536,330	89	$5,802,253	99	100
Transportation						
Vehicle Purchases (Net Outlay)	83	$16,612,202	83	$64,645,838	95	100
Gasoline and Motor Oil	85	$5,989,489	84	$23,150,305	95	100
Vehicle Maintenance and Repairs	76	$2,816,145	76	$10,879,778	94	100
Travel						
Airline Fares	61	$873,095	60	$3,324,629	91	100
Lodging on Trips	69	$982,510	69	3812631	93	100
Auto/Truck/Van Rental on Trips	58	$88,035	57	$335,573	91	100
Food and Drink on Trips	71	$1,164,571	70	$4,474,407	94	100

Data Note: The Spending Potential Index (SPI) is household-based and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: ESRI Business Information Solutions. Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

Based on consumer spending potential data, residents of the Mauston Convenience and Destination Trade Areas have lower spending potential per household than the U.S. average (as reflected by the SPI figures that are less than 100). Example products and services that have relatively higher spending activity (but still less than the U.S. average) include:

- Recreational vehicles and fees and loans
- Pets
- Smoking products
- Lawn care and housekeeping products
- Health related items including nonprescription drugs, prescription drugs, eye care
- Maintenance and remodeling materials
- Insurance including life, health, owners and renters insurance
- Appliances
- Vehicle purchases, gasoline and motor oil

MAUSTON DOWNTOWN DESIGN STANDARDS

Created with assistance from
MSA Professional Services, Inc.

Presented to City Council on January 12, 2010

SITE DESIGN

BUILDING DESIGN

WATERFRONT FACING REAR YARDS

RESTORATION & PRESERVATION

CHECKLIST

Image Source: 2008 NAIP

Table of Contents

Design District

Intent

The Mauston Downtown Design District is intended to encompass commercial and civic properties in the downtown area. The district includes historic structures that should be preserved and non-historic structures and uses that are candidates for redevelopment. "Historic" is a subjective designation not necessarily requiring official designation on a state or federal registry. All building or site improvement activities normally requiring a permit must conform to the standards defined herein.

Administration

Applicability

The Downtown Design Standards apply to all parcels in the Downtown Design Standards District, but they DO NOT compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

Standards Vs. Recommendations

Required standards are located in the box at the bottom of each page. These standards will be enforced unless a waiver is granted. Each section of this manual also includes design "Recommendations". Property owners/ leaseholders should consider these recommendations and the City may encourage conformance to the recommendations, but they will not be enforced as part of the City Zoning Ordinance.

Waivers

Applicants that do not believe they can or should follow a standard must negotiate with the Plan Commission for a waiver of that requirement. Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

A) the required design feature cannot be met on the site
B) the requirement would create undue hardship for the applicant as compared to other properties in the district
C) the intent of the standards can be successfully met with an alternative design

Review Process

Applicants should review this Handbook at the beginning of the design process. The following items must be submitted for review:

- Design Standards Checklist (see last pages of Handbook)
- Illustrations, Diagrams, Samples, and Spec Sheets

City staff completes an initial review and the City Administrator is authorized to approve those applications that both meet the standards and require no additional permit approval by the City. Applications determined by staff to NOT meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Plan Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within five (5) business days of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Plan Commission review.

Submissions must be made 45 days before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the City Council. Requests for appeal should be made to the City Administrator.

Terms

Awning sign	a type of projecting, on-building sign consisting of a fabric or fabric-like sheathing material
Back-lit sign	a sign illuminated from within
Billboard sign *(off-premise advertising sign)*	a sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where the sign is displayed.
Clear glass	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
CMU, smooth-faced	a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish
CMU, split-faced	a concrete masonry unit with a textured exterior finish
EIFS (Exterior Insulation Finishing System)	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system
Footcandle	a unit of illumination produced on a surface, all points of which are one (1) foot from a uniform point source on one (1) candle
Functional public entrance	a building entrance that is unlocked during business hours and is designated for public use
Free-standing sign	a self-supporting sign resting on or supported by means of poles, standards, or any other type of base on the ground, the sole purpose of which is to support the sign.
Full-cutoff light fixture	a light fixture that does no allow light to escape above 90 degrees from vertical
Ground floor facade	the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width the building and the first ten (10) feet above grade)
Lintel	the horizontal beam spanning an opening in an exterior wall
Monument sign	a type of free-standing sign whose bottom edge is located within one (1) foot of a ground-mounted pedestal
Parking lot	any parking area that has six (6) or more stalls

Terms

Parking stall — the area designated for a single vehicle to park

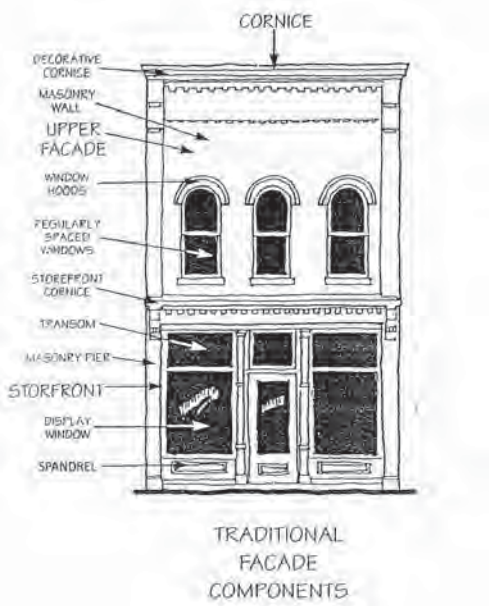
Pylon sign — a type of free-standing sign whose bottom edge is located more tha one (1) foot above a ground-mounted pedestal or whose top edge is located more than six (6) feet high

Projecting sign — a type of on-building sign, other than a wall sign, which is attached to and projects more than one (1) foot from the building, generally perpendicular from the building face.

ROW (Right-of-way) — land reserved for public use, including streets and sidewalks

Spandrel — decorative wall panel that fills the space between a storefront window and the foundation below *(see traditional facade components)*

Traditional Facade Components



Transom — a horizontal window above another window or door usually spanning the entire front facade *(see traditional facade components)*

Bufferyard — any permitted combination of distance, vegetation, fencing, and berming which results in a reduction of visual and other interaction with an adjoining property or right-of-way

Wall Sign — a type of on-building sign mounted parallel to a building facade or other vertical building survace, which projects less than one (1) foot from the building surface and which does not extend beyond the horizontal or vertical edge of any wall or other surface to which it is mounted.

Window sign — a type of sign mounted inside a building, either on the face of a window, or within two (2) feet of the window, so that the sign can be viewed through a window by the persons outside the building.

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Site Plan

Intent

To ensure adequate design and review of site-related characteristics.

Examples

This plan shows pedestrian pathways, vehicular parking/ circulation, and landscaping.

Standards

1. A site plan **shall** be submitted with the Design Standards Checklist and **shall** show all of the important features planned for the site, including, as applicable:

- Trash & Recycling Container Placement
- Pedestrian Pathways
- Vehicular Parking & Circulation
- Landscaping
- Stormwater Management Features
- Lighting

Street Relationship

Intent

To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

Examples

The image of the left is an example of new construction that has a portion of the building set back from the street right-of-way, allowing extra room for a larger pedestrian zone.

The image on the right is an example of building on a corner with a public entrance off of State St.

Recommendations

- When appropriate within this standard, the siting of adjacent buildings should be considered when choosing the setback - a uniform setback is desirable to establish a more consistent “street wall” in the downtown area.
- Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.
- The street frontage should have features that enliven the street, including, as appropriate, seating areas (benches, tables, or low seating walls), raised planters, and flower beds.

Standards

1. Primary structures **shall** be built to the front property line, unless a setback allows for a larger pedestrian zone. The following requirements **shall** be met to allow for a building setback:

   - The space created **shall** provide an outdoor seating area, a hardscape plaza, or similar pedestrian space
   - The portion of the building set back **shall** be within ten (10) feet of the public right-of-way *(Plan Commission may allow greater setbacks on a case-by-case basis)*
   - Twenty-five (25) percent, or minimum of ten (10) feet, of the building width **shall** establish a hard edge at the public right-of-way using at least one (1) of the following techniques:
     - Build a portion of the primary structure to the front property line
     - Add a half-wall, a decorative fence, or landscaping to the front property line

2. A minimum of one functional building entrance **shall** be provided along the building facade facing the street. Buildings that face mutiple streets **shall** provide an entrance facing the more prominent of the two streets.

Lighting

Intent

To promote effective and attractive exterior lighting that does not produce glare or light pollution.

Examples

Three examples of full cutoff (post-mounted & building-mounted) fixtures that minimize glare and light pollution.

Picture on the left demonstrates how to mitigate light spillage onto adjacent residential or park spaces through the use of shielding.

Images on the right are examples of prohibited light fixtures: non-cutoff (middle) & light directed to the sky (right).

Recommendations

- Exterior lighting should be designed to complement the character of the building.
- Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.
- Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light). Preferred light types include: LED, fluorescent, and high-pressure sodium.

Standards

1. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

2. All exterior building and parking light fixtures **shall** be full cutoff. Lights directed towards the sky are **prohibited** (excludes landscape light fixtures).

3. Parcels abutting or across the street from residential or park uses **shall not** have light spillage in excess 0.5 footcandles as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.

Parking

Intent

To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

Examples

The diagram provides an example of two properties sharing parking with a single row of parking on the side yard and two rows in the rear yard.

The top two pictures illustrate the required landscape buffer between parking and the public sidewalk.

The lower pictures shows bike racks that allow proper bike frame locking (encouraged) and bike racks that do not allow for proper frame locking (discouraged).


Allowable


Encouraged


Discouraged

Recommendations

- Shared parking lots are encouraged to reduce total impervious surfaces, reduce access points to the street (and across sidewalks), and provide more convenient access for customers.
- Bike racks, designed to allow a U-shaped lock that secures the frame to the rack, are encouraged. It is suggested that each structure should have a minimum of two (2) bicycle parking spaces, though businesses serving bike tourists should have more.
- Concrete curbs are encouraged along all parking and drive areas to protect landscaping and pedestrian ways. Curbs may feature gaps to allow stormwater flow into infiltration basins.

Standards

1. New off-street parking in front of the building is **prohibited**, unless authorized by Plan Commission. Side yard parking **shall not** be more than sixty-four (64) feet wide (necessary space needed for two rows of parking with a drive aisle).

2. Parking stalls and drive aisles **shall** be separated from the public right-of-way by a planted landscape buffer. The depth of this buffer **shall** be four (4) feet or equal to the building setback, whichever is greater.

3. Walkways **shall** be provided to connect the building entrance to the public sidewalk. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.

Landscaping

Intent

To highlight and protect pedestrian routes, guide the safe flow of vehicular traffic, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots (heat gain, stormwater runoff volume and contaminants).

Examples

A 3-foot high buffer along the public sidewalk defines and separates private parking areas from the public street realm. This improves aesthetic appearance and the pedestrian experience.

The pictures to the right illustrates ways to screen parking areas abutting the sidewalk.

Recommendations

- Yard areas not used for off-street parking are encouraged to be attractively landscaped (trees, shrubs, plants or grass lawns), screening parking and service areas from adjacent properties so as not to impair the values of the adjacent properties.
- Decorative fences, walls, and/or landscaped edges are strongly encouraged in order to screen parking areas from the street and views from Riverside Park.
- Indigenous plants with low water and pesticide needs are strongly encouraged (work with local nurseries in developing the landscaping plan).

Standards

1. Landscape design **shall** conform to the requirements of the City's Landscaping and Bufferyard Ordinance (*Chapter 22: Article 4*).

2. Plantings and low fences located between parking areas and public right-of-way **shall not** obscure vision between three (3) and eight (8) feet above ground for pedestrian safety. Trees and bushes that would naturally obscure this zone at maturity **shall not** be used.

Stormwater

Intent

To reduce the negative ecological impacts created by parking lots (heat gain, stormwater runoff volume and contaminants).

Examples

The pictures at right provide examples of rain gardens and bioretention areas within or near parking lots.

The images on the left are examples of permeable surfaces: porous concrete (top) and paving blocks (lower).

Picture on the right is an example of a green roof.

Recommendations

- Where possible, use rain gardens and bioretention basins to mitigate run-off and filter pollutants.
- Where large paved areas, such as parking lots, are required, it is recommended that permeable surfaces, pervious asphalt, pervious concrete, or special paving blocks are considered.
- Green roofs are encouraged.

Standards

1. On-site stormwater management systems **shall** be designed to meet the requirements of City Ordinance Chapter 22: Article 4 and Wisconsin Statutes Chapter NR 151 (1 acre or greater land disturbance).

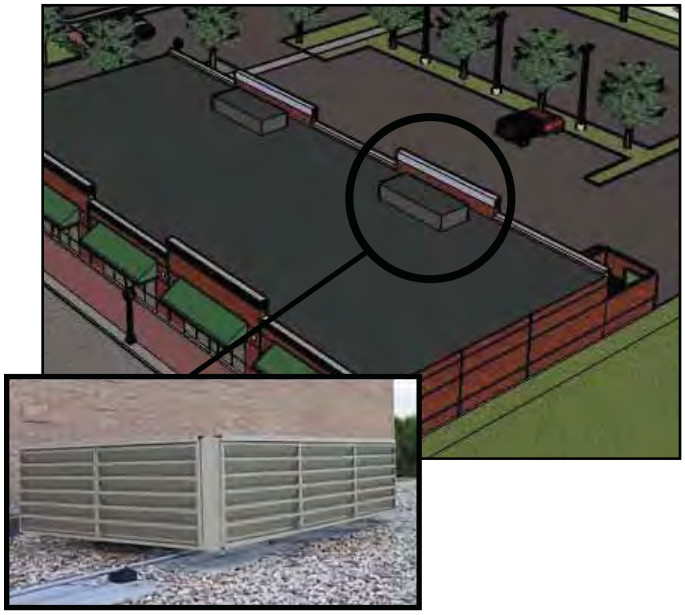
Service Areas

Intent

To improve the appearance of the downtown area.

Examples

Good examples of how to hide service areas: by a wooden fence with landscaping (right) or by a brick wall with landscaping (left).



Example of a building facade screening rooftop mechanical from ground view.

Recommendations

- Screening should be compatible with building architecture and other site features.

Standards

1. Trash Containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street, waterfront or adjacent properties. Electrical service boxes are excluded from this requirement.

2. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side yard or in the rear yard within twenty (20) feet of the building plane.

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Scale & Articulation

Intent

To establish and maintain a consistent street wall that provides visual interest and human scale.

Examples

The diagram (top left) illustrates a traditional storefront, featuring a base, middle, and top.

The images on the right demonstrate how a vertically proportioned building (lower) relates to the existing downtown character and a horizontally proportioned building (upper) does not.

The picture on the lower left provides an example of a horizontal expression line.

Recommendations

- A full two story building is strongly encouraged, wherever feasible.
- All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.
- New buildings should incorporate horizontal expression lines from existing buildings within the same block whenever practical.

Standards

1. New buildings **shall** be between twenty-four (24) feet (2 stories) and forty-five (45) feet, except where permitted by conditional use by the Plan Commission (*per the City's zoning ordinance requirements*).

2. New buildings **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc). Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques: expression of structural bays, variations in material, variation in the building plane, and/or vertically-proportioned windows.

3. New buildings **shall** utilize a horizontal expression line that projects at least two (2) inches from the building facade to articulate the transition between the first floor and upper floors.

4. A detailed elevation of each exposed building facade and any neighboring buildings **shall** be submitted with the Design Standards Checklist.

Facade - Street Level

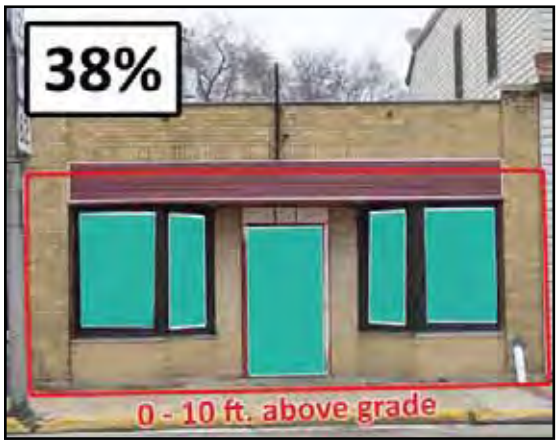
Intent

To reinforce the existing character of downtown area, and to enliven and activate the public streets.

Examples

The picture on the left illustrates an existing building on State Street that meets the 35% clear glass requirement.

The images on the right provide examples of buildings incorporating human-scaled elements, including large windows which activate the street.



Recommendations

- The base of the building should include elements that relate to the human scale. These should include doors ,windows, texture, projections, awnings, ornamentation, etc.
- Downtown buildings should activate the street by providing significant visibility through the ground floor facade to activities or displays within the building.
- The use of reflective or dark-tinted glass is discouraged, especially at the ground level.
- All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

Standards

1. A discernible "base" **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.

2. Buildings **shall** have a ground floor facade that is comprised of at least thirty-five (35) percent clear glass. A minimum of two (2) feet **shall** be maintained between the glass and any interior dividers to allow for product display.

3. Any secondary facade facing a public street (corner buildings) **shall** utilize the same design features as the primary front facade, extending a minimum of eight (8) feet from the primary facade. Exceptions maybe granted if terminated at an architectural detail (i.e. expression of structural bay, variation in building plane, etc.).

4. A diagram illustrating the percentage transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

Facade - Roofline

Intent

To reinforce the existing character of downtown area, and to provide variety and visual interest.

Examples

The pictures on the right provide examples of unique, decorative cornices, creating a discernible top to the buildings.

The example on the left does not meet these standards as the roofline is parallel to the street

The example on the right has a low-slope roof, which does not relate the existing downtown character.

Recommendations

- Parapet walls with cornices are encouraged, pitched roofs or pediment roofs may be approved if appropriate to the site and style of the building.
- Unique and decorative cornice designs are encouraged to generate character and building identity.

Standards

1. A positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.

2. Pitched roofs **shall** have a slope no less than 5:12.

3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings and any neighboring buildings **shall** be submitted with the Design Standards Checklist.

Signage

Intent

To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Examples

Examples of preferred signage (window, awning, wall, & projecting); appropriate signage (monument & neon-interior usage); and prohibited signage (back-lit, neon, pylon & roof).

The projecting sign provides an example of a sign illuminated from above.

Window Sign

Awning & Wall Signs


Projecting Sign


Monument Sign

Neon (interior usage) Sign

Back-lit, Pylon Sign

Large Neon, Roof Sign

Recommendations

- Preferred sign types include: building mounted facing the street, window, projecting and awning.
- Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement. Creative, detailed, artistic and unique signage is encouraged.

Standards

1. All signs **shall** conform to the design and maintenance requirements of the City's Sign Ordinance (Chapter 22: Article 8) and a sign permit must be acquired.

2. **Prohibited** sign types include: roof-mounted, back-lit, pylon, neon (excludes interior usage), and billboard signs.

3. Free-standing signs, if used, **shall** utilize monument-style design, and shall extend no higher than six (6) feet above the mean street grade.

4. Any exterior lights **shall** be mounted above the sign and directed downwards. This standard applies to all signs, including free-standing monument signs.

Projections

Intent

To reinforce the existing character.

Examples

Building projections provide shelter and architectural character.

Mounting awnings below the horizontal expression line with lighting from above provides for a more attractive building facade (images on the left). Additionally, lighting from above cuts down on sky glow (light pollution).

Canopies do not relate to the existing character of the downtown area (image in the lower right).

Recommendations

- Use of ground floor awnings is strongly encouraged.
- Fabric or soft vinyl awnings are preferred.
- Awning colors should relate to and complement the primary colors of the building facade.
- Canopies (flat projections from the building facade) are discouraged.
- Upper floor projections into the minimum building setback are allowed, including balconies, bay windows, and awnings.

Standards

1. Awnings **shall** be at least three (3) feet in depth and the underside of the projection shall be at least eight (8) feet above the sidewalk.

2. Awnings using wood or shingle components are **prohibited**.

3. Awnings may be lit from above, and/or may feature lighting beneath to illuminate the sidewalk; however, glowing awnings (backlit, light shows through the material) are **prohibited**.

4. Awnings **shall** be mounted below the horizontal expression line that defines the ground floor.

5. Upper floor projections **shall not** extend more five (5) feet into the public right-of-way.

Colors & Materials

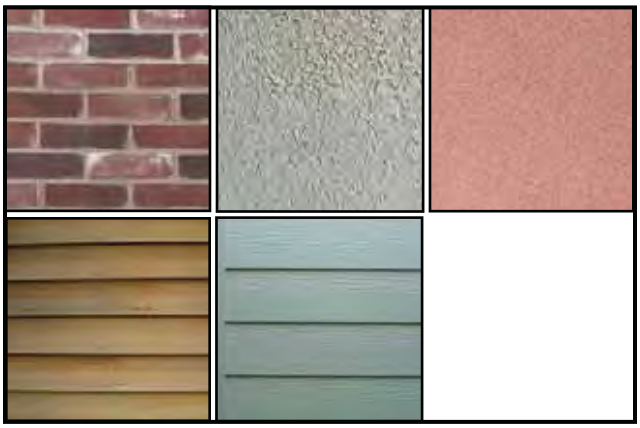
Intent

To reinforce the existing character, and to provide for variety and visual interest.

Examples

The images within the box on the left are preferred building materials (from top left to bottom right): kiln-fired brick, stucco, terra cotta, wood siding, and fiber cement siding.

The images within the box on the right are permitted building materials: vinyl siding (top) & cultured stone (bottom).



Recommendations

- Muted tones are preferred for the primary facade color.
- Bright colors are discouraged for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
- Preferred exterior finish materials include kiln-fired brick, stucco, terra cotta, wood siding and details, and fiber cement siding.
- Permitted exterior finish materials include vinyl siding, high-quality cultured stone or brick veneer.
- EIFS (Exterior Insulation and Finish System) is discouraged as a principle facade material, especially at ground level where susceptible to damage, but is acceptable above the ground floor and as an accent material.

Standards

1. Day-glo or fluorescent colors are **prohibited**.

2. Vinyl siding is **prohibited** on the primary front facade. If used on the other sides of the building, it **shall** be at least 0.044" in thickness.

3. **Prohibited** building materials include gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, and panelized products.

4. All exposed sides of the building shall use similar or complementary materials as used on the front facade.

5. Any secondary facade facing a public street (corner building) shall utilize the same materials as the primary front facade, extending a minimum of eight (8) feet from the primary facade. Exceptions maybe granted if terminated at an architectural detail (i.e. expression of structural bay, variation in building plane, etc.).

6. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.

Waterfront Facing Rear Yards

Intent

To increase awareness of and appreciation for the Lemonweir River (*and Riverside Park*), and to improve the appearance of the business district as seen from the river.

Examples

Image on the left is a good example of an attractive rear entrance with an awning, glass doors, plantings, and rear windows.

Image of the right provides an example of a rear yard designed with an outdoor patio.

Recommendations

- Business uses facing the river are encouraged, especially recreation and tourist-oriented uses. If the use has entrances from both State Street and Mansion Street, the State Street entrance should be treated as the primary entrance.
- Rear entries should be inviting and attractive. Options to achieve this goal include a glass door, ample windows, signage identifying the business, awning or canopy above the doorway, appropriate lighting, landscaping, planter boxes, etc.
- Rear patios and decks that allow views of the Lemonweir River and Riverside Park are strongly encouraged.
- Pedestrian connections to the Riverside Park are strongly encouraged.

Standards

1. Buildings on properties near the Lemonweir River and/or Riverside Park are highly visible from the park and **shall** be designed, constructed and maintained to ensure an attractive appearance from the park. Materials selected for facades facing Mansion Street, including accessory uses, may differ from those approved for the State Street facade but general design treatment and color schemes **shall** be consistent around all sides of the building.

2. Outdoor storage of any kind, excluding seasonal retail product displays, **shall** be screened from view from the river and from neighboring parcels.

3. All plantings within 50 feet of the water's edge **shall** be native, noninvasive species.

(intentionally left blank)

Cleaning & Restoration

Intent

To promote the appropriate preservation and restoration of existing architectural features in Downtown Mauston.

Examples

The top right image provides an example of a reconstructed architectural pediment.

The before and after images on the right shows a restoration project that removed siding in order to reveal the existing brick and architectural details.

The image in the lower right shows the negative effects of sandblasting brick work.

Recommendations

- Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).
- If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- Building owners are encouraged to use a “historic“ color for the primary facade color. Many of the major paint manufactures such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish “historic color” sample charts which are available at paint dealers.
- Previously obscured design details should be revealed and restored, whenever feasible.

Standards

1. Architectural details **shall not** be obscured or covered up by siding, awnings or signage.

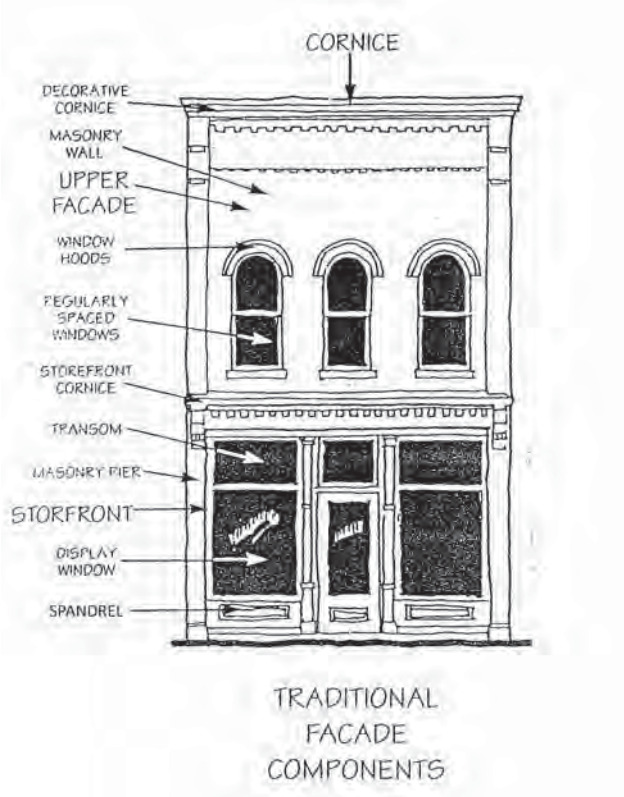
2. Chemical or physical treatments, such as sandblasting, to existing painted brick or stone is **prohibited**. If necessary, surface cleaning **shall** use the gentlest means possible.

Architectural Details

Intent

To promote the appropriate preservation and restoration of existing architectural features in Downtown Mauston.

Examples



TRADITIONAL FACADE COMPONENTS

Recommendations

- Building owners are strongly encouraged to remove materials which cover the transom. If the ceiling inside has been lowered below the transom, it is recommended that the ceiling be raised for a few feet behind the transom.
- If the original spandrel is in poor condition or is missing, building owners are strongly encouraged to reconstruct it with materials consistent with the size and design of the original panels.
- Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.

Standards

1. Infilling existing spandrels with concrete block (unless it matches the primary facade material) is **prohibited**. Brick, if used to infill the spandrel, **shall** match the building as closely as possible in size, color, and texture.

2. Building owners **shall** consult the Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Revised 1990).

Checklist

Instructions

This checklist must accompany the submission of any application for a building permit in the Downtown Design Standards Overlay District (interior alterations excluded). If a section does not address the modification or addition of the building permit, then fill in the "does not apply" box NA and leave the remainder of that section empty. Sections that address the building permit must be completed in full with checks on the elements completed and cross outs ☒ on those standards that do not apply.

Site Plan Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. Site Plan submitted, including *(as applicable)*:			
☐ Trash and recycling containers			
☐ Pedestrian pathways			
☐ Parking and circulation	☐	☐	☐
☐ Landscaping			
☐ Stormwater management features			
☐ Lighting			

Street Relationship Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. Primary structure is built to front property line, or is setback to allow for a larger pedestrian zone, meeting the THREE following requirements:	☐	☐	☐
☐ Provides outdoor seating area, hardscape plaza, etc.			
☐ Building within 10 feet of the public R.O.W.			
☐ 25% (or minimum of 10 ft.) of the building establishes a hard edge at the public R.O.W.			
2. A functional building entrance is provided on the facade facing the (most prominent) street	☐	☐	☐

Lighting Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. Exterior light fixture spec sheets submitted	☐	☐	☐
2. Exterior lights are full cut-off & not directed to the sky (excluding landscape light fixtures)	☐	☐	☐
3. Light spillage does not exceed 0.5 footcandles at property line adjacent to residential/park uses	☐	☐	☐

Checklist

Applicant | City Staff | PC

Parking Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1a. No new off-street parking in front of the building	☐	☐	☐
1b. Side yard parking does not exceed 64 ft. wide	☐	☐	☐
2. Parking stalls & drive aisles separated by a planted landscape buffer *(4' or equal to bldg setback)*	☐	☐	☐
3a. The building entrance has a walkway connecting to the public sidewalk.	☐	☐	☐
3b. Walkways crossing parking areas and a drive aisle are clearly marked (different material or with a painted crosswalk)	☐	☐	☐

Landscaping Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. Conforms to Mauston's Landscaping and Bufferyard Ordinance (Chapter 22:Article 4)	☐	☐	☐
2. Low fences and plantings located between parking areas and public R.O.W. do not obscure vision between 3' - 8' above ground *(planting at maturity)*	☐	☐	☐

Stormwater Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. On-site stormwater management systems are designed to meet the following requirements: ☐ City Ordinance CH 22: Article 4 ☐ WI Statutes CH: NR151 *(1 acre or greater)*	☐	☐	☐

Service Areas Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. Trash/recycling containers and roof/street-level mechanical equipment are located or screened so that they are not visible from a public street *(excluding electrical service boxes)*	☐	☐	☐
2. Service boxes are located away from pedestrian zones	☐	☐	☐

Checklist

Scale & Articulation Standards

NA

Comments *(office use only)*:

	Applicant	City Staff	PC
1. The building is between 16-45 ft. high (2-4 stories)	☐	☐	☐
2a. New building establishes vertical proportions for the street facade & for elements w/in the facade	☐	☐	☐
2b. Building with a total width (= or >) to its height utilizes at least ONE of the following techniques:	☐	☐	☐
☐ expression of structural bays ☐ variations in material ☐ variation in the building plane ☐ vertically-proportioned windows			
3. New buildings utilize a horizontal expression line that projects at least 2" from the building facade	☐	☐	☐
4. Submitted detailed elevation of each exposed building facade and its neighboring buildings	☐	☐	☐

Facade - Base Standards

NA

Comments *(office use only)*:

1. A "discernable" base of at least 2 feet in height	☐	☐	☐
2a. At least 35% of ground floor facade is clear glass	☐	☐	☐
2b. Minimum of 2 feet maintained between the glass and any interior dividers	☐	☐	☐
3. Secondary facades facing any public street utilizes the same design features as the primary front facade (minimum of 8 feet from primary facade)	☐	☐	☐
4. A transparent glass percentage diagram of each street-facing facade is submitted	☐	☐	☐

Facade - Top Standards

NA

Comments *(office use only)*:

1. The building has a pitched roof with a gable facing the street or a flat roof with a defined cornice	☐	☐	☐
2. Pitched roofs have a slope no less than 5:12	☐	☐	☐
3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed building & any neighboring buildings is submitted	☐	☐	☐

Checklist

NA

Sign Standards

Comments *(office use only)*:

NA

Projections Standards

Comments *(office use only)*:

NA

Colors & Materials Standards

Comments *(office use only)*:

	Applicant	City Staff	PC
Sign Standards			
1. All signs conform to the design & maintenance requirements of the City's Sign Ordinance	☐	☐	☐
2. No roof-mounted, back-lit, pylon, neon (excludes interior usage) & billboard signs	☐	☐	☐
3. Free-standing signs utilize monument-style design & are no higher than 6' above mean street grade	☐	☐	☐
4. Exterior lights illuminating a sign are mounted above the sign and are directed downwards	☐	☐	☐
Projections Standards			
1. Awnings are at least 3' deep and at least 8' above the sidewalk	☐	☐	☐
2. No awnings with wood or shingle components	☐	☐	☐
3. No glowing/back-lit awnings	☐	☐	☐
4. Awnings are mounted below the horizontal expression line that defines the ground floor	☐	☐	☐
5. Upper floor projections do not extend more than 5' into the public R.O.W.	☐	☐	☐
Colors & Materials Standards			
1. No day-glo or fluorescent colors	☐	☐	☐
2a. No vinyl siding on the primary front facade.	☐	☐	☐
2b. Vinyl siding used on any facade other than the front facade is at least 0.044" in thickness	☐	☐	☐
3a. No gravel aggregate materials	☐	☐	☐
3b. No stone or cultured stone in a random ashlar pattern	☐	☐	☐
3c. No rough-sawn wood siding	☐	☐	☐
3d. No polished stone	☐	☐	☐
3e. No panelized products	☐	☐	☐
4. All exposed sides of the building use similar or complementary materials as used on the front	☐	☐	☐
5. Any secondary facade facing a public street is utilizing the same materials as the primary facade, extending at least 8' from primary facade	☐	☐	☐
6. A picture & sample of each exterior material, and a facade illustration that indicates colors & materials are submitted	☐	☐	☐

Checklist

Applicant | City Staff | PC

NA

Waterfront Facing Rear Yards Standards

Comments *(office use only)*:

	Applicant	City Staff	PC
1a. Buildings are designed, constructed & maintained to ensure an attractive appearance from the Riverside Park and Lemonweir River	☐	☐	☐
1b. General design treatment and color schemes are consistent around all sides of building	☐	☐	☐
2. Outdoor storage (excluding seasonal retail product displays) are screened from view from the waterfront and from neighboring parcels	☐	☐	☐
3. All plantings within 50 feet of the water's edge is native, noninvasive species.	☐	☐	☐

NA

Cleaning & Restoration Standards

Comments *(office use only)*:

	Applicant	City Staff	PC
1. Architectural details are not obscured or covered up by siding, awnings or signage.	☐	☐	☐
2a. No chemical or physical treatments to existing painted brick or stone.	☐	☐	☐
2b. Surface cleaning shall use the gentlest means possible	☐	☐	☐

NA

Architectural Details Standards

Comments *(office use only)*:

	Applicant	City Staff	PC
1. No infilling existing spandrels with concrete block unless it matches the primary facade material	☐	☐	☐
2. Consult the Secretary of Interior Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings *(Revised 1990)*	☐	☐	☐