

*City of*  
**RIVER FALLS**  
**WISCONSIN**

# **Downtown Design Plan**



# **Downtown Design Plan**

## **ACKNOWLEDGEMENTS**

### **CITY COUNCIL**

Eric Amundsen, Mayor, Wayne Beebe, Tom Cafilisch, Harris Kittelson, Tom Parent, Carol Robinson, Emily Ronning, Rick Vogel

### **PLAN COMMISSION**

Eric Amundsen, Mayor, Kent Forsland, Mike Keenan, Joleen Larson, Tom Parent, Councilor, Warren Tracy, Hal Watson, Ellen Smith, Reid Wronski

### **DOWNTOWN TASK FORCE**

Katie Chaffee, Joleen Larson, Tom Parent, Garrett Gill, Kelly Cain, Steve Leitch, Gary Kruger, Linda Lockbaum, Tom Palmer, Mike Keenan, Kent Forsland

### **RESOURCE MEMBERS**

Fred Benson, Dale Braun, Brad Meier, Maureen Nash, Doug Johnson, Bruce Foster, Lisa Moody, Bill Kelly, Peter Donalds, Virgil Nylander, Kris Allen, Rick McMonagle, Bonnie Rubenstein

### **PROJECT PLANNERS**

Mariano “Buddy” Lucero Planning Director,  
Jay Wanner, Planning Intern, Robin Schrank, Manuscript Typing

This Plan was prepared by the City of River Falls and BRW, Inc.

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# I. INTRODUCTION







Photo 1: The Central Business District in the 1800's



Photo 2: The Central Business District in the Year 2000



Figure 1: Elm and Main-Looking West in the Future

## I. INTRODUCTION

The City of River Falls downtown is a unique place valued through the years by the community and those who visit it. The original plat of the City is tilted (19 degrees) so that downtown and other streets are oriented to the scenic Kinnickinnic River. Just south of downtown is the University of Wisconsin River Falls incorporated in 1874. The central historic business district is over 150 years old. It is these visual characteristics and heritage resources that this plan intends to further the efforts of appropriately managing and integrating into urban design and development strategies.

Since the arrival of Joel Foster in 1848, the first person to settle in what would soon be officially known as River Falls, the downtown has been a focal point of the region. The community has acknowledged that downtown is not just a place of commerce and services, but also the “heart” of the community and a symbol of pride.

The City of River Falls downtown faces many pressing challenges ranging from protecting a rich heritage and a magnificent physical setting, to meeting the demands of a changing economy and aging infrastructure. In order that the City’s downtown sense of history and sense of place be cared for, sensitive management of identified resources must take place. These resources include sites, architectural, historic, natural and economic. Cooperative strategies with both public and private sectors will be required to effectively manage the downtown.

This plan describes and illustrates a “vision” for management and development of the downtown. The plan calls for a partnership in investing in infrastructure, development, recreation, and restoration. This partnership is a benefit not just for downtown but also for the community. This plan has been developed with input from the community and downtown stakeholders.

## Community Mission Statement

The purpose of the River Falls Downtown Initiative is to maintain and improve the quality of life for area residents and businesses by investing in downtown as the heart of this river community; through actions focused on public amenities, community events, redevelopment, and business recruitment and promotion.

## Theme

### Community-Oriented Downtown

Foster an attractive, vibrant, pedestrian-friendly setting that originates a true sense of community and partnership.

The following guiding policies are the foundation for the vision for downtown River Falls:

### \* Guiding Policies

- Stimulate a diverse and viable economic base that serves the people who work, visit, and reside in the River Falls area.
- Provide recreational opportunities along the Kinnickinnic River and maintain and rehabilitate its natural environment.
- Communicate a unique identity and sense of place through physical design elements.
- Integrate the university community as an important part of downtown.

## Mission Statement

Throughout the public meetings and comment period, which led to the preparation of this plan, the community cited support to foster public life, vitality, and community spirit for the downtown. Through cooperative management strategies with the local businesses, government agencies including the City of River Falls, Chamber of Commerce, Main Street Project, University of Wisconsin River Falls, service organizations, schools, and residents, the downtown can successfully maintain and grow as the heart of the community.

Recommendations within this plan are based on guiding policies\*. These policies were shaped and developed by a Downtown Task Force with input from neighborhoods, businesses, City leaders, and other downtown stakeholders.

## Previous Planning and Projects

Previous planning efforts reflect the community's commitment to downtown. The 1987 Comprehensive Plan stated that a more detailed plan is needed for downtown. The 1990 Physical Plan created a plan view map that identified public improvements for streets and recreational opportunities along the Kinnickinnic River. Projects implemented from the 1990 Physical Plan include the White Pathway, a fishing pier on Lake George, and landscaped median on Main Street.

In 1989, the Main Street Project formed with help from Main Street Project funded the 1991 Architectural and Historical Inventory, a Planting and Managing Program, and the Urban Forest Program. (Today, the State of Wisconsin's Main Street Program.) The Main Street Project is a volunteer board emphasizing physical improvements. The Main Street Project coordinates events like music in the park and Thanksgiving River Dazzle along with matching grants for façade rehabilitation and signage. The Main Street Project has and will continue to play an important role in the City of River Falls downtown.

## Downtown Design Plan



Photo 3: Trout Fishing on the Kinnickinnic River



Photo 4: The White Pathway Along the Kinnickinnic River



Figure 2: Downtown is just 30 miles east of St Paul, MN.

## Scope and Purpose

This plan describes the overall vision for the “heart” (downtown) of the City, provides a foundation for both public and private decision making, and illustrates the intent of the guiding policies, objectives, design guidelines and standards. This plan:

- Outlines a vision through the Guiding Policies that reflects the aspirations of the community;
- Establishes a basis for judging proposals and projects that are consistent with the design guidelines;
- Provides for projects that will enhance the character of the downtown, preserve natural and historical resources;
- Provides implementation process of the design guidelines and review by a Design Review Committee.

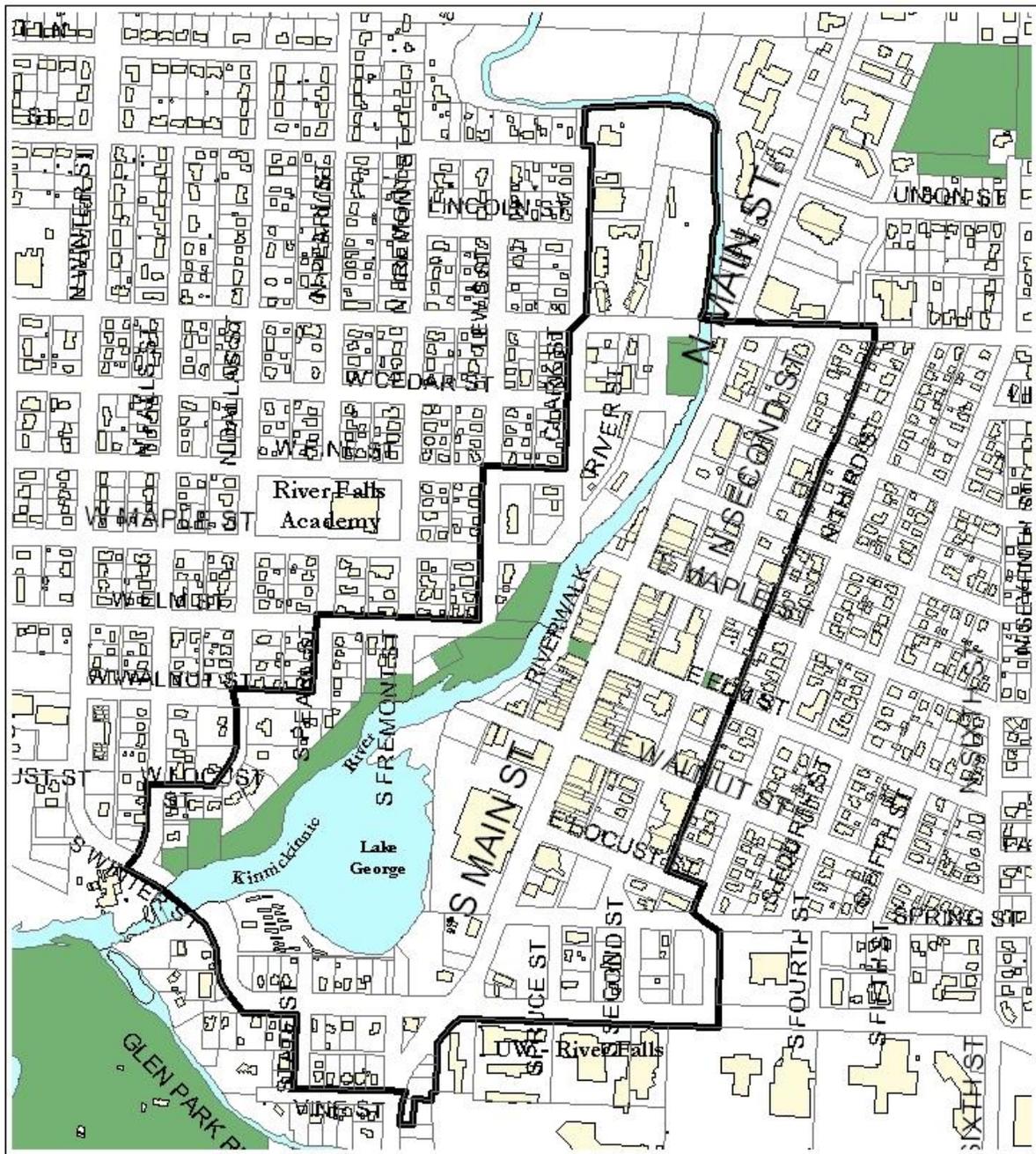
Figure 2 depicts the regional location and Figure 3 depicts the study area that includes:

- South of Division Street;
- West half block between Second and Third Streets;
- North of Cascade Avenue; and
- East zigzags Falls Street, Walnut Street, Pearl Street, Maple Street and Lewis Street.

## Plan Organization

This plan is organized into six sections:

- I. INTRODUCTION
- II. CHARACTER AND DEVELOPMENT
- III. URBAN DESIGN
- IV. DESIGN GUIDELINES
- V. IMPLEMENTATION
- APPENDIX



**STUDY AREA**

	Buildings		Downtown Boundary
	Parks		Lakes & Rivers

**I. INTRODUCTION**

Downtown Design Plan

Figure 3

## Survey Questions and Results

### What do you like most about downtown?

1. The river
2. Friendly businesses and people
3. Compact and walkable

### What do you like the least about downtown?

1. Unappealing store fronts
2. Lack of variety of shopping and eating establishments
3. Vacant space

### What do you think the priorities should be for downtown?

1. Recruit businesses
2. Enhance river and maintain natural habitat
3. Assist businesses and business retention
4. Improve physical appearances and building facades

### What trends affecting downtown concern you?

1. On going vacancies and loss of businesses
2. Run down look and litter
3. People shopping elsewhere

## Planning & Design Process

The following steps were undertaken by the Mayor and City Council for this project:

- Adopted Resolution 3706 supporting the creation of a Downtown Design Plan on October 10, 2000;
- Established a Downtown Task Force to guide the development of this document;
- Selected URS, a Planning and Urban Design Group, to assist in the design guidelines and illustrations to outline the study area boundary;
- Analyzed existing sites and conditions;
- Conducted a visual preference survey workshop to establish image and character preferences for architecture, signs and streetscapes;
- Organized public meetings and surveys to gain insight and suggestions from the community and downtown business owners;
- Prepared a community mission statement, theme, guiding and design policies;
- Prepared an illustrative framework plan; and
- Created Design Guidelines and implementation process.

## Public Participation

Throughout the preparation of this document, there has been an ongoing commitment to active public outreach and participation. Through a series of public meetings participants identified issues, strengths and their vision for downtown. The meetings were held with downtown business owners and in each of the four aldermanic districts at Rocky Branch Elementary, Meyer Middle School, South Hall of UWRF, and the River Falls High School.

At each meeting a discussion was facilitated and a survey distributed. For those who could not attend, the survey form was also available on the City's web page and in the River Falls Journal. The results showed that citizens value downtown but also have some serious concerns regarding its current status and its future.

## How To Use This Plan

### PRIVATE SECTOR

- As the first step to any project, developers should refer to this plan in order to understand the overall goals and to determine how their property fits into the context of the downtown. This plan provides supplemental information to the Zoning Ordinance.
- Developers should refer to the Design Guidelines in order to understand community expectations for site and its treatments.
- Developers should refer to the urban design and design guidelines to understand the minimum standards for quality expected by the City.

### PUBLIC SECTOR

- City departments should refer to the objectives in this plan to coordinate, design, and budget for capital improvements.
- The planning, engineering, and inspection departments should refer to the guidelines when reviewing individual development or renovation that should reinforce the policies and comply with the guidelines.
- The designs illustrated in this plan will help guide specific streetscape elements such as lighting, benches, parking lot buffers, signs, and other furnishings.

## Downtown Task Force

Building upon the neighborhood meetings and downtown survey, a Downtown Task Force was created to guide the development of this plan. The Downtown Task Force was made up of business owners, university representatives, Plan Commission and Park Board members, bankers, and a river advocate. The group evaluated the responses from the downtown surveys, neighborhood meetings, and previous plans. They then drafted a set of development and policy recommendations. The Task Force took into account community values as well as economic and financial considerations in developing the recommendations.

Ongoing public meetings were held to allow for further comments in the development of the plan and provide public input on urban design features in downtown. Those recommendations were used in the framework of this plan.

## Visual Preference Survey

A visual preference survey was performed at a community workshop session to measure the community's preference for designs. The survey consisted of 100 slides of various urban design features. Those features were classified into several categories: signs, streetscapes, infill, mixed use infill, and residential/commercial conversions. Each participant ranked the slide on a scale of one to five with five being the most favorable ranking. The results were compiled and ranked to determine the highest preference. The results were consistent with a survey that was conducted during River Falls Days. The community preference for design guidelines and urban design features centered around traditional streetscape and architectural styles. The input from the community workshops is the basis for the recommended Design Guidelines in this plan.

## II. CHARACTER AND DEVELOPMENT





**“A community with a past is a community with a future.”**

In developing a downtown plan, it is important to have an understanding of past and current land uses. The following section outlines the history and present land uses in the downtown area.



Photo 5: Historic Main Street River Falls Late 1800's

## II. CHARACTER AND DEVELOPMENT

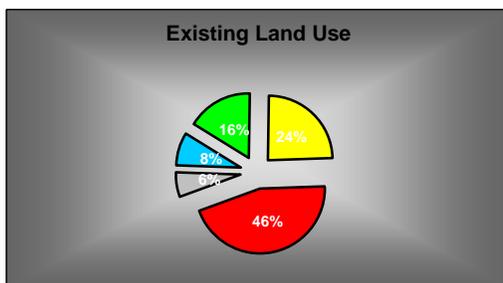
This section provides a context for the existing character and development conditions for five major issues (land use, architecture, parking, the Kinnickinnic River and economics) related to the downtown area.

### Land Use and Zoning

#### Current Land Use Patterns

According to a past Land Use Inventory, approximately 52% of the developed land in the City of River Falls is devoted to single and multifamily residential use, 11% for parks, 29% for public/semipublic, and 8% for commercial office and industrial uses. Presently in the City of River Falls, there are approximately 3,214 acres (5 square miles) with a 2000 population of approximately 12,560. There are approximately 2.4 persons per dwelling unit. In the four towns surrounding the City of River Falls there are approximately 156 square miles with a population of approximately 9,000.

Table 1



Residential	24%
Commercial	46%
Open Space	16%
Parking	6%

#### Land Use Framework

The City Master Plan states that through an inventory of such uses, a true community profile can be seen. Such an inventory indicates the conditions of each of the areas, the general economic conditions, and a sense of historic development of the community. Land uses are slow to change, and therefore the present land use is seen as a baseline for future growth. Economic change can also be seen through evidence of land use conflict. For example, a downtown typically grows by land use intrusion into adjoining neighborhoods, and some neighborhood areas may experience increased traffic flow to and from employer/commercial areas, thereby causing an impact on property values and a conversion to alternative uses (rental, office, etc.). Table 1 and Figure 5 shows existing land uses.

## Downtown Design Plan

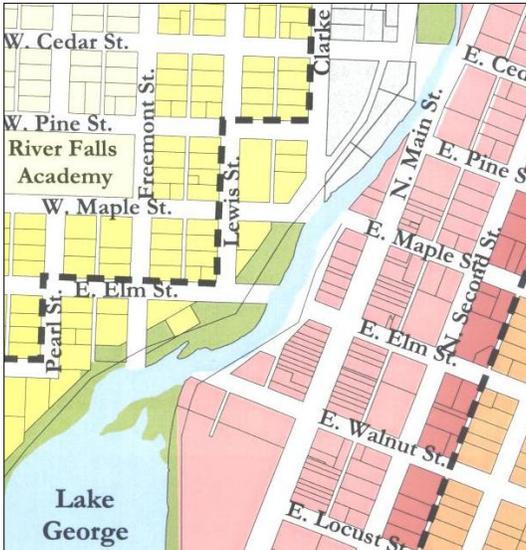


Figure 4: City Zoning Map of Downtown River Falls



Photo 6: Downtown City of River Falls 1989

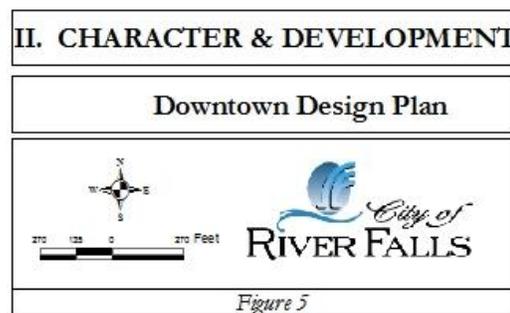
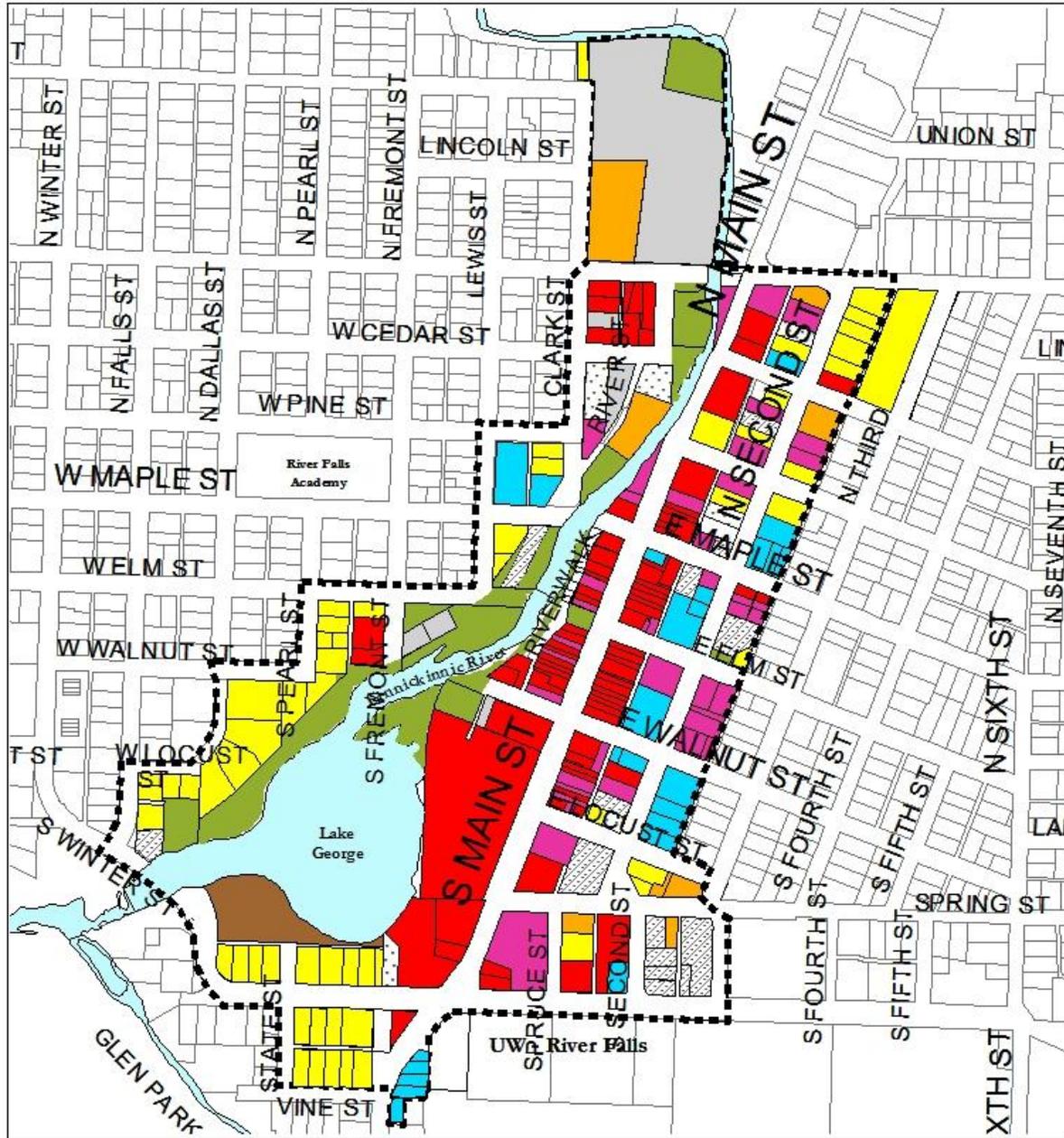


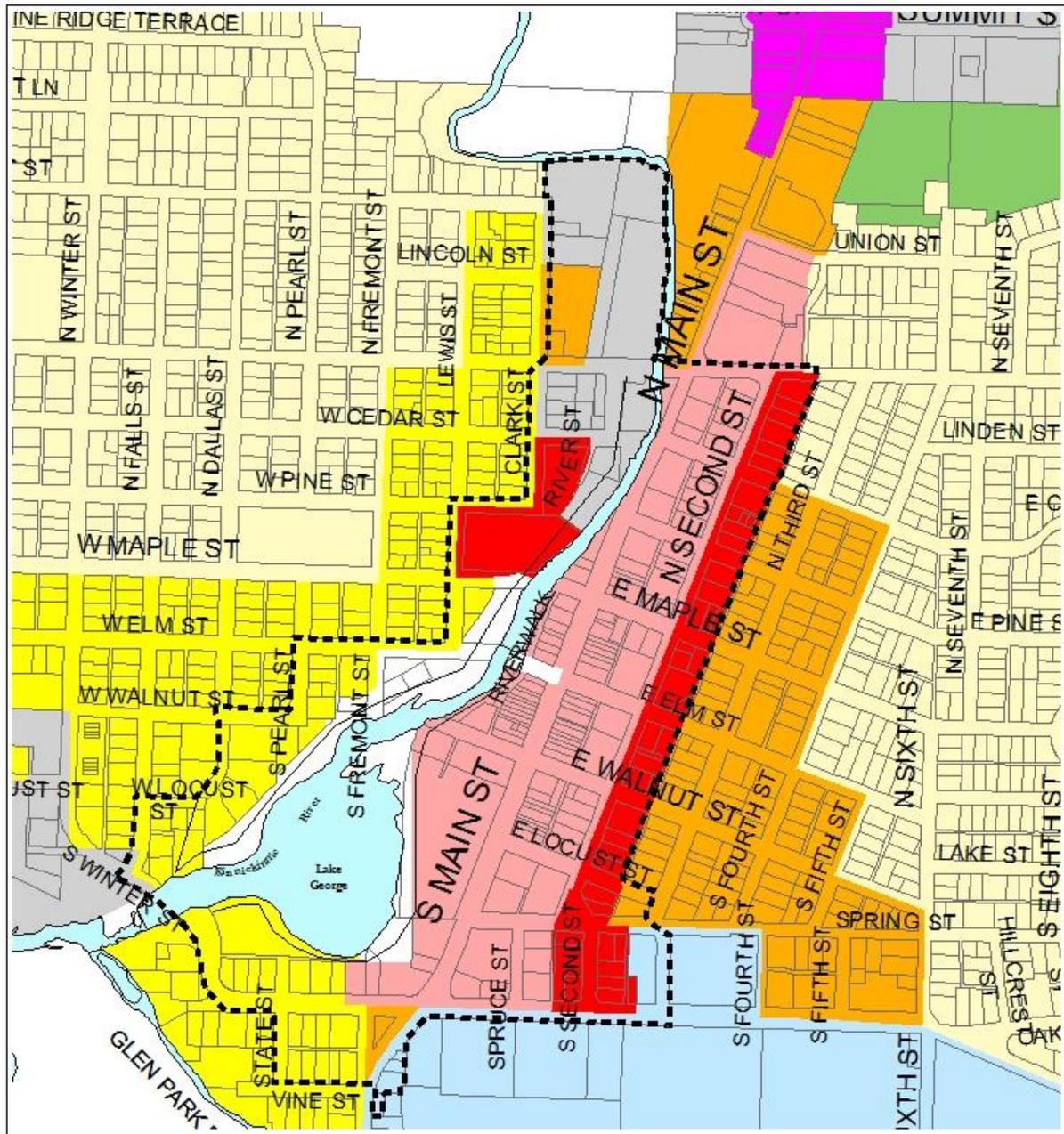
Photo 7: Downtown City of River Falls 1940's

### Zoning Categories

This section describes the downtown study area existing zoning categories as outlined in the Municipal Code and designated on the City Zoning Map (Figures 4 and 6). The land use parcels were classified by the following categories:

- **Single Family (low-density) Residential (R1).** The R1 District provides a quiet, pleasant, and relatively spacious living area protected from traffic hazards and intrusions of incompatible land uses (1-3 dwelling units [DUs] per gross acre).
- **Multifamily (medium density) Residential (R2).** The R2 District provides a limited or medium density (multifamily living area) that is compatible with existing single-family dwellings (1-8 DUs).
- **Multifamily (high-density) Residential (R3).** The R3 District provides a district of higher density housing in multifamily structures and related complimentary uses (1-14 DUs).
- **General Commercial (B1).** The B1 District provides for a business or shopping district enhanced by a central location, ease of access, and the proximity to other businesses.
- **Limited Commercial (B2).** The B2 District provides a transition zone between General Commercial (B1) and residential uses by allowing limited commercial uses, which are compatible with commercial on one side and residential on the other while preserving the scale and character of existing neighborhoods.
- **Industrial (I1).** The I1 District provides an area for light industrial uses that do not detract from adjacent areas or less intense land use or become a blight influence to the area.
- **Conservancy (C).** The C District preserves the natural state of scenic areas, to prevent the uneconomical spread of development, and to discourage development of land, which, if developed, might create a hazard to public and private property.
- **University (U).** The U District provides a process whereby institutions of higher education can develop needed facilities in a manner compatible with surrounding land uses and the community.





DOWNTOWN ZONING	
	R1-Single Family (Low Density)
	R2-Multiple Family (Medium Density)
	R3-Multiple Family (High Density)
	MHP-Mobile Home Park
	C-Conservancy
	B1- General Commercial
	B2-Limited Business
	I1-Industrial
	U-University
	Downtown Boundary

II. CHARACTER & DEVELOPMENT

Downtown Design Plan

Figure 6

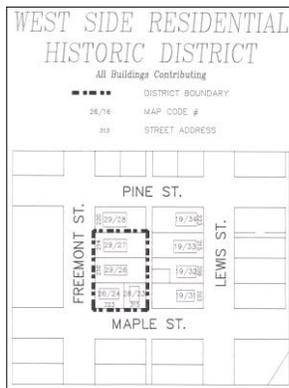


Figure 7: West Side Historic District

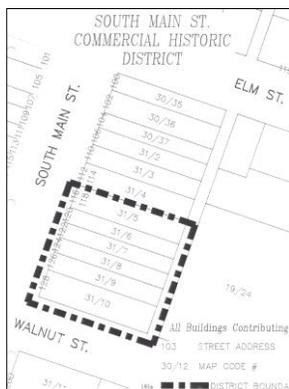


Figure 8: Commercial Historic District

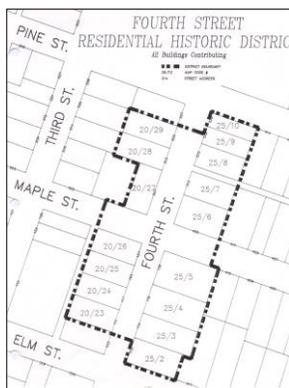


Figure 9: Fourth Street Historic District

A 1990 survey lead to the delineation of two residential historic districts and a commercial historic district in downtown, as shown above.

## Architectural Preservation

Throughout the public meetings and comment period that lead to the preparation of this plan, River Falls’ downtown architecture was cited as some of the planning area’s major assets and resources. These resources reflect River Falls’ archeological, historic, and cultural heritage. The physical layout of the City, its downtown, and established neighborhoods was looked at as a critical element in planning for future development. The preservation of downtown architectural visual character was identified as essential. Therefore, it is important to have a good understanding of our past so that we may guide our future.

The history of River Falls is reflected in the wealth of archeological, cultural, and historical architectural resources that have been identified by the community. River Falls formally initiated a local heritage resource identification program around 1978. At that time a windshield survey was conducted by the State Historical Society of Wisconsin and resulted in the identification of approximately 585 properties throughout the City of River Falls, of which 24 were identified as historically or architecturally significant. During the intensive survey phase of the project, detailed research on the community’s history identified 11 themes that formed the basis of information necessary for the evaluation of historic properties. These 11 themes are:

1. Architecture
2. Commerce
3. Education
4. Settlement
5. Government
6. Industry
7. Religion
8. Agriculture
9. Social and Political Movements
10. Transportation
11. Planning/Landscape Architecture

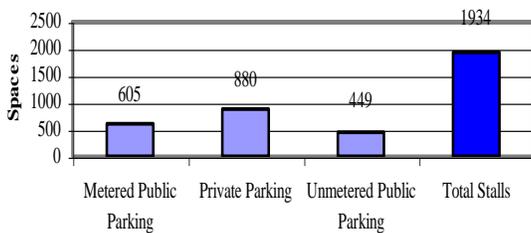
There is a need for a strong commitment from the community of River Falls for appropriate management and sensitive treatment for architectural, archeological, cultural, agricultural, and historical resources. The community has not accepted the designation as a certified local government in accordance with the National or State Historic Preservation Acts. If certified as a local government, the City would be responsible for integrating historic preservation activities into a function of local government. To achieve this the following is needed:

- Maintenance of a system for identifying historic resources.
- Establishment and administration of a qualified preservation commission.
- Participation by the public in a local historical preservation program.
- Enforcement of local laws for the designation and sensitive management of such resources.



Photo 8: Downtown City of River Falls 1960's

**Table 2  
Available Parking**



### Existing Conditions

The City of River Falls Downtown has three main areas of parking to choose from (Table 2). They are:

- Metered Public Parking
- Un-metered Public Parking
- Private, Business, and Residential Parking

The Downtown holds 1934 total spaces. Out of the 1934 spaces, rarely does the total use of all these spaces reach capacity.

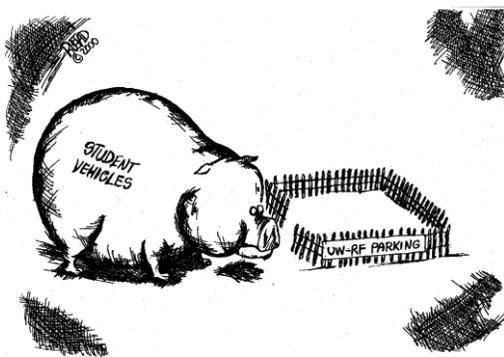


Figure 10: River Falls Journal 2001

## Downtown Parking

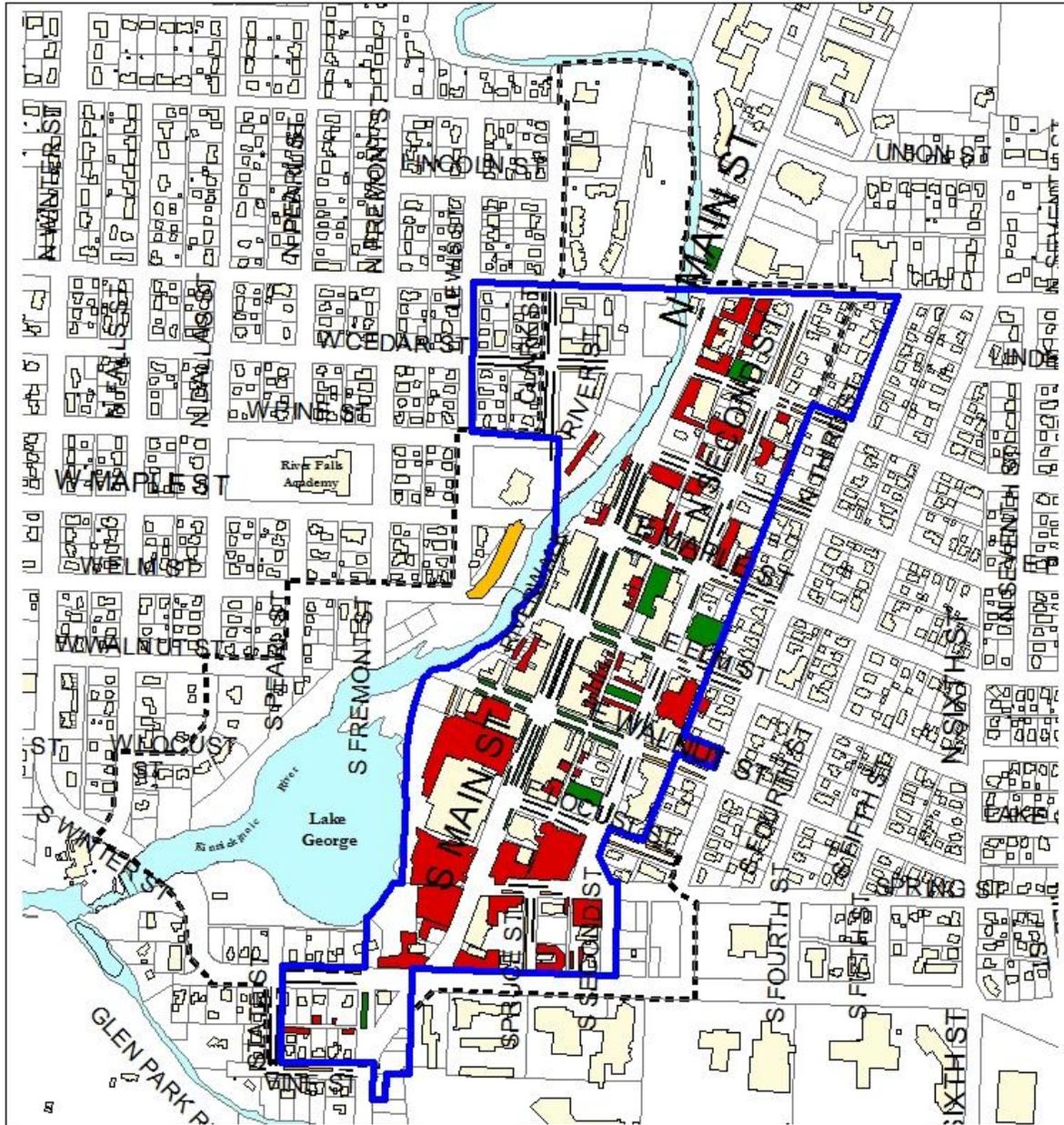
In May 1989, a River Falls Merchant Survey was conducted for the River Falls Main Street 2000 project. In this survey, parking was listed as one of the issues facing the downtown area (Figure 11). Some of the concerns were as follows:

- Eliminate parking meters and control long-term parking.
- Develop more convenient parking locations.
- Keep employees and UWRF students from parking on Main Street.

Some of these concerns have been addressed, such as development of more public parking areas since this survey. However, there are still lingering problems that need to be addressed. In 1995, the River Falls Police Department conducted a citywide survey that questioned residents about various safety issues. In the downtown area, parking and transportation problems were rated in the top three out of twenty different categories.

River Falls has the unique situation of having a medium sized campus (6,000 students) close to downtown businesses. At times, this has been the cause of some heated debate among residents. Arguments have been made that due to the overflow from the campus into the streets of the surrounding community, house values have gone down and there is less parking available for the homeowners and downtown businesses (Figure10).

The private business and residential parking areas make up the largest part of the downtown parking total. In the Main Street and Second Street alleys, it is very difficult to differentiate between one business's parking lot and the other. Many of the parking lots in the Second Street alley are not well maintained and have been enlarged due to cars parking on the grass. Some lots are severely underutilized, such as the parking lots south of Econo Foods and southeast corner of South Main and Spring Street. Businesses and homeowners hold 46% (880 parking spaces) of the total available parking in the downtown. At peak parking times, 4:00 p.m. – 6:00 p.m., only 56% of the spaces are filled.



**DOWNTOWN PARKING**

- Buildings
- Metered Public Parking
- Unmetered Public Parking
- Private Parking
- Business Improvement District (BID)
- Downtown Boundary

**II. CHARACTER & DEVELOPMENT**

Downtown Design Plan

Figure 11



Photo 9: Mural in the Downtown Area

## Parkway

The 1971, 1989, and 1995 Park and Recreation Plans show the acquisition of parkland and the development of a pedestrian and bicycle trail along the Kinnickinnic River within the downtown study area. Over the past 30 years land has been acquired and set aside as a park and conservation district along with the development of the White-Kinnickinnic Trail from Lake George to the Maple Street Bridge. The plan also calls for the development of the White-Kinnickinnic Trail system around Lake George. This area and trail has been used actively by the community for recreational and commuter purposes.

Yearly maintenance is required for the trail and for the trees and vegetation along the trail system. The Capital Improvements Program calls for upgrading of the trail system along with extension of the existing trail to Division Street. The City is presently in the process of acquiring additional land along the river up to Division Street. This trail provides a good connection between the residential development and the downtown business district. There is the potential of developing a new bridge and trails along the southern corridor of the Kinnickinnic River. These ideas will be explored further in the following chapter.

## Kinnickinnic River

The Kinnickinnic River bisects the community from the northeast to the southwest and lies on the west side of downtown. The Kinnickinnic and its tributaries are valuable trout streams, representing a major natural and urban resource of the community. It has visual, ecological and recreational richness that can be the cornerstones of a strategy to reinvigorate downtown River Falls.

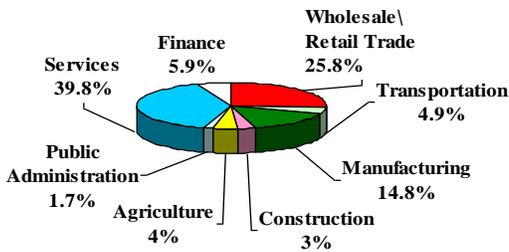
There are also numerous watersheds that surround the downtown; however, ever-increasing development within the community area drainage system has prompted the need for a comprehensive water management plan.

In the spring of 1995, the City of River Falls prepared a Water Management Plan for the Kinnickinnic River and its Tributaries. The intent of this plan was to focus all basic information and planning data into a single document that described existing conditions, specific policies and standards, and recommended actions for the future enhancement of the community's water resources. This plan was prepared in accordance with the WDNR administrative 205 J grant program, with input from the UWRF, Trout Unlimited, and the adjacent towns. Implementation of this plan will require the cooperation of neighboring towns, as well as counties, state and federal agencies, and the WDNR.

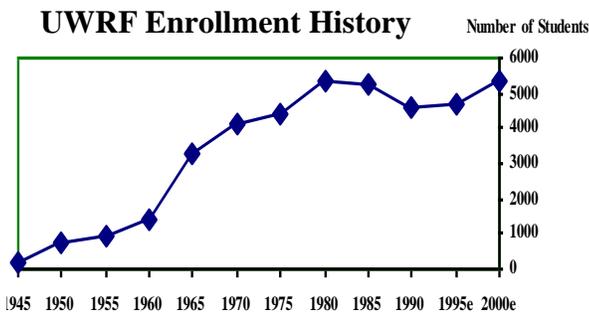
The Kinnickinnic River that runs adjacent to downtown River Falls is part of the upper dam (UD) minor watershed that encompasses a tributary area extending from the old STH 35 bridge to the Lake George Dam. The upper two-thirds of the UD minor watershed is in St. Croix County. The remainder of the minor watershed is in Pierce County. This minor watershed covers 1,300 acres. Seventeen sub-watersheds have been identified. Seven existing detention basins provide primary rate control benefits.

Included, as part of the minor watershed in the Kinnickinnic River is Lake George, located above the upper dam adjacent and southwest of the downtown area. A Wisconsin Department of Natural Resources study initiated in 1980 identified duckweed as a major nuisance in Lake George. The location of the plant beds near the storm water outfall suggests that nutrient rich waters and sediment from urban areas may have promoted localized plant growth.

**Table 3**



**Table 4**



**Table 5**

**LOCAL INDUSTRIAL EMPLOYMENT**

Employer	Number of Employees
UWRF	650
River Falls School District	480
<i>The Shannon</i> Table 4	230
Group (Kolpak)	
Allina Corp.	200
River Falls Care Center	180
U.F.E., Inc.	135
City of River Falls	86
Smead Manufacturing Co.	80
Quadion Company	40
Best Maid	30

## Economic Development

A review of economic influences impacting the downtown begins with the recognition of three major groups: (1) UWRF, (2) Twin Cities job market, and (3) local industries.

### The University of Wisconsin-River Falls

The University impacts the economy of River Falls both in employment and retail. Enrollment is approximately 6,000 students (Table 4) and employment of approximately 650 people. This results in approximately 500 jobs in the service sector, such as restaurants and taverns. Service sector jobs represent almost one-third of all employment.

### The Twin Cities

An economic influence impacting River Falls is the Twin Cities job market. The 2000 census figures show that over one-half of River Falls' employable population works outside the community. In 1999, 53.3% of the workers reported traveling 45 or more minutes to their jobs. This factor is evident in the high median family income compared to other university communities. In comparison to similar communities, River Falls has a higher percentage of residents (workers 16 years and over) who are employed outside the community. Of the total workforce (5,781), 2,787 report working in the area of residence while 2,994 report working outside the area of their residence.

### Local Industry

Local industries employ approximately 9% of the labor force. This is only slightly behind other Wisconsin university communities. In general, local employment opportunities have been very good, which has led to a low unemployment rate when compared with other university communities.

As noted in Tables 3 and 5, the residents of River Falls work in a variety of occupations. Professional services make up the largest share at 39.8%, and wholesale/retail trade at 25.8% is the second largest category. Service employment includes health services such as hospitals, physicians, nursing care facilities, etc. The major employment categories in the trade sector include eating and drinking places, grocery stores, new and used car dealers, and lumber and building



### III. URBAN DESIGN & REDEVELOPMENT





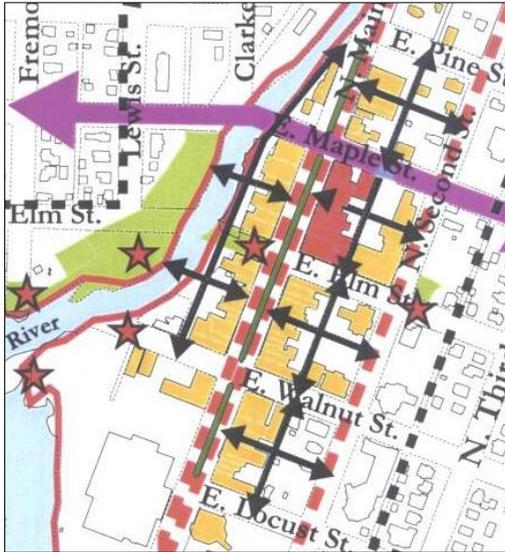


Figure 12: Physical Conditions and Circulation

### III. URBAN DESIGN AND REDEVELOPMENT

This section is intended to guide the design and implementation of public improvements within downtown River Falls. Public improvements are intended to work in concert with private development in accordance with the Design Guidelines in the following chapter.

Through public participation, a visual preference survey and the use of past plans, reports and studies, community preferences were defined. The results served as a starting point for both the public improvements and the design guidelines for private development.

As an initial step in analyzing conditions in the downtown, the physical conditions and circulation patterns were documented (Figures 12 and 13). As the graphic illustrates, Second Street and the Kinnickinnic River bound the “heart” of downtown. The river also acts as the spine of a system of parks, paths and green space that extends into the downtown. Primary gateways into downtown are located at Division Street on the north and along West Cascade Avenue to the south.

The large arrows on the graphic indicate primary street connections to and through the downtown: Division, Cascade and Main. Division and Cascade are important as they are the primary links to the east and west sides of the downtown. Maple and Walnut are secondary linkages, as they form connections to the riverfront greenway system. Elm is also an important linkage from the east side of downtown to Veteran’s Park and the new pedestrian river crossing to Heritage Park. Lake George and its connections and relationships to adjacent uses, trails and access points should be considered for improvement.

One of the primary issues noted in the inventory is the confusing and disorganized pedestrian circulation pattern between parking lots in block interiors, the alleys serving those blocks, and Main Street itself. Parking and pedestrian circulation from the riverside alley west of Main Street is similarly confusing, and the potential attractiveness of the riverbank is lost.

#### Urban Design Objectives

The following general objectives were developed to guide the planning of public improvements in the downtown:

- Improve the pedestrian experience with new street furnishings and lighting.
- Maintain visibility to businesses from roadway.
- Provide convenient and attractive bike parking.
- Maintain existing on-street, metered parking.
- Improve directional signs to public parking, civic facilities, parks, etc.
- Improve the alleyscape and the river facing sides of businesses.
- Improve Veteran's Park and Elm Street connection as a “Town Square” that can provide a flexible setting for special events.



**PHYSICAL CONDITIONS & CIRCULATION**

	Parking/Pedestrian Access & Beautification		Trail
	Downtown Boundary		Gateways
	Primary Connections		Special Places
			Parks

**III. URBAN DESIGN & REDEVELOPMENT**

Downtown Design Plan

Figure 13

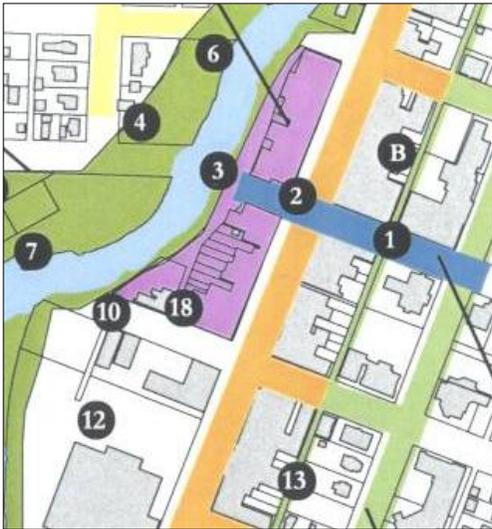


Figure 14: Design Framework

### Urban Design Criteria and Preliminary Treatments

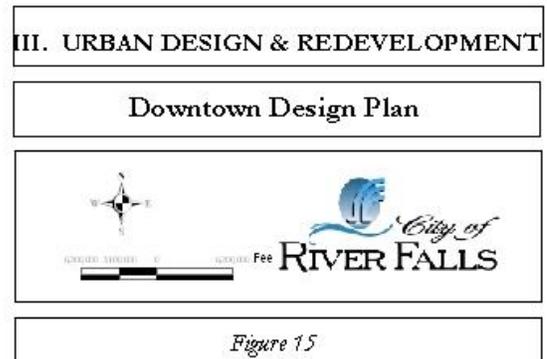
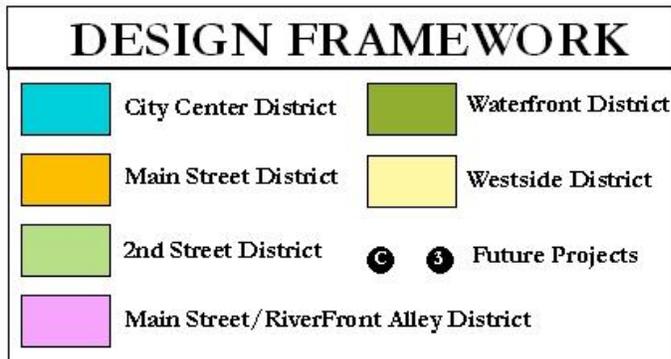
Specific design criteria were developed for evaluating urban design treatments and street furnishings. These include:

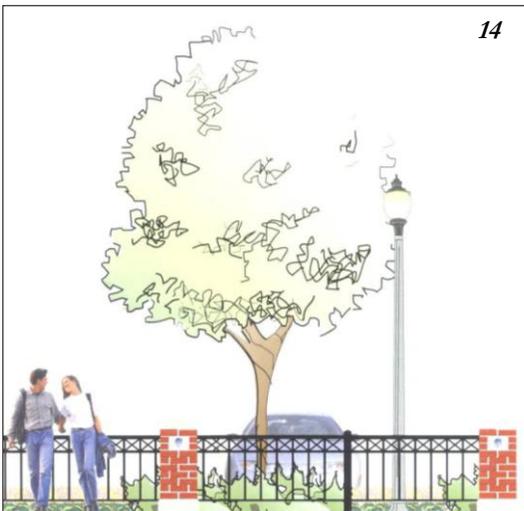
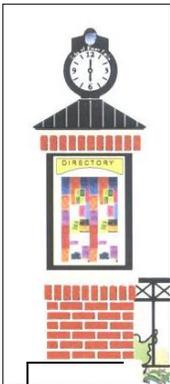
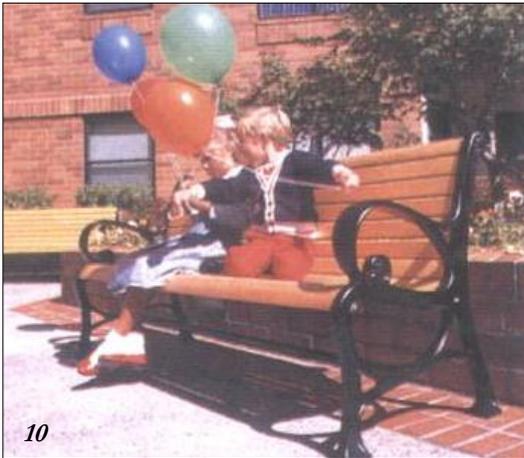
- Extend historic “acorn” style walkway lighting throughout the downtown and avoid over-lighting and minimize cast off/up lighting.
- Consider both initial cost and long-term maintenance when selecting new street furnishings.
- Color of street furnishings should be dark, deep, traditional colors.
- Expand the use of existing (center median) limestone planters to other areas within the downtown.
- Bike racks should be permanently or seasonally installed in a variety of sizes depending upon the need and availability of space.
- Benches should be comfortable over a wide range of temperatures/seasons.

## Design Framework

This section illustrates the distribution and types of improvements proposed for the downtown. In order to distinguish the range of treatments proposed for different streets, the downtown is divided into a series of sub-districts, each with its own array of urban design elements, some of which are shared with other sub-districts (Figures 14 and 15).

- **Main Street**, as the heart of the downtown, includes the most comprehensive “palette” of street furnishings and signage; many of these elements are depicted in Urban Design Elements graphic.
- **City Center** is a short east-west pedestrian-oriented open space connection that has the potential to function as a “Town Square.” This concept is depicted in Figures 16 and 17 (also see the more detailed discussion below under Public Improvement).
- **Second Street** is currently a well-landscaped street with a mix of office, residential, and institutional uses. Improvements to signage, landscaping, alleys, and crosswalks will better define this area to Main Street and to the residential district to the east.
- **Main Street/Riverfront Alley** is intended to restore the riverfront as both a natural resource and a public amenity in this area. Decorative paving, lighting, reconfigured parking, and a better-defined pedestrian walkway will help to accomplish this goal, along with improvements to building facades and riverside entries, as recommended in the Design Guidelines.
- **Waterfront** encompasses the entire “loop” trail and green space system on both banks of the Kinnickinnic River, described in greater detail below under Public Improvement Projects – “Kinnickinnic Greenway.”
- **Westside** is an older, underutilized industrial area with the potential to become a new extension of the downtown, redeveloped for a mix of office and medium to high density residential uses and riverfront open space.





## Urban Design Elements

The Urban Design Elements graphic illustrates the primary streetscape furnishings proposed for the downtown (Photos 10-14):

- “Restoration” style pedestrian bench by “Timberform” with Alaskan yellow cedar bench slats and powder-coated steel frame, legs and arms. This product is available in 6 and 8-foot lengths and mounts to concrete pavements with anchor bolts (10).
- “Expo” bike rack system by “Cora” in powder-coated steel. This product is available in a range of sizes and can either be seasonally placed or permanently mounted with anchor bolts (11).
- Custom designed two or four-sided kiosk with changeable directory and decorative clock. This feature is meant to serve as an icon or gateway feature as well as an aid in wayfinding and posting announcements of special events. The design consists of cut limestone and brick cladding with a powder-coated, standing seamed metal hip roof with illuminated, lockable, tempered glass directory/announcement cabinets (12).
- “BRP Ashbrooke” trash receptacle in powder-coated steel with a 32-gallon capacity. This product mounts to concrete pavements with anchor bolts (13).
- Ornamental powder-coated steel fence with decorative masonry columns. This design element is intended to be used along the street frontage of surface parking lots, as part of a gateway feature in combination with the kiosk, or as a decorative guardrail along the alleyway/river walk (14).
- Decorative “acorn” style pedestrian light with dark gray, tapered pre-cast concrete pole, frosted acrylic “acorn” style luminaire, covered with a decorative metal top. This fixture should match the design of the pedestrian lights currently located in the riverside alley (14).



Figure 16: Elm and Main – Looking West



Figure 17: Elm and Main – Plan View



Figure 18: East Side of Veterans' Park – Looking North



Figure 19: East Side of Veterans' Park – Plan View

## Public Improvements

Public improvements (Figure 15, Items 1-13) are grouped into three general categories: I. The Town Square, II. The Kinnickinnic Greenway, and III. Alley Redesign.

### I. Town Square

The Town Square will help create a public meeting place and a focal point for downtown and the community. It would extend from Second Street across Main, through Veteran's Park to the proposed footbridge with the following major features along the way:

#### Elm Street Redesign and Event Space (1)

Elm Street could be reconfigured as a one-way street with parallel parking. This would provide for a wider, permanent plaza area along the north side of the street with decorative, concrete pavement, pedestrian lighting and raised limestone planters landscaped with shade trees, dwarf lilacs and seasonal flowers. The south side of the street would receive pedestrian lighting, street trees and decorative cast iron tree grates and decorative, concrete pavement. (Figures 16 and 17.)

A series of alternative cross-sections are provided, showing various combinations of parallel and angled parking, yielding a variety of sidewalk and plaza configurations. Parallel parking, the preferred alternative (Figure 22), provides the widest plaza and sidewalk (See alternatives figures 22 and 23).

The Elm Street corridor from Second Street to Veteran's Park could also be used as a temporary event space. The Farmer's Market, Town and Country Days, Art on the Kinnickinnic River, and other community events could use this space.

#### Veterans' Park Plaza (2)

The existing park is situated in the center of downtown and provides a plaza and green space for small performances, outdoor eating, sitting and strolling. A more user-friendly design would help provide better utilization of the available space and communicate a connection to the river and Heritage Park (Figures 18 and 19).



Figure 20: The Proposed Kinnickinnic Footbridge

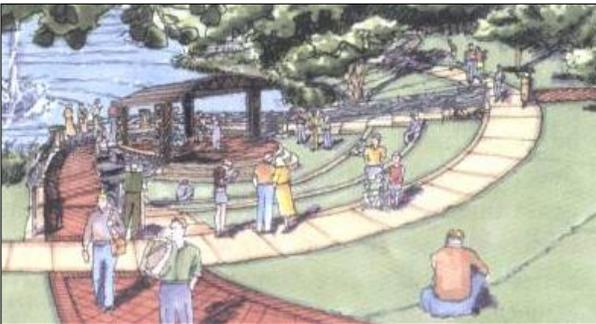


Figure 21: Heritage Park Performance Space

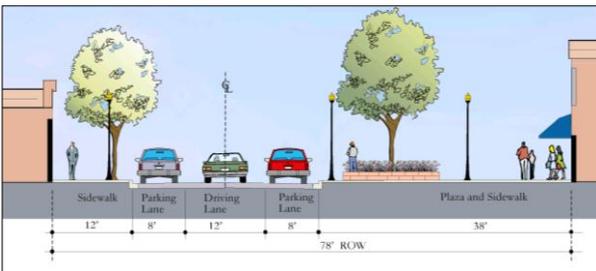


Figure 22: Elm Street Cross Section—Parallel Parking on Both Sides

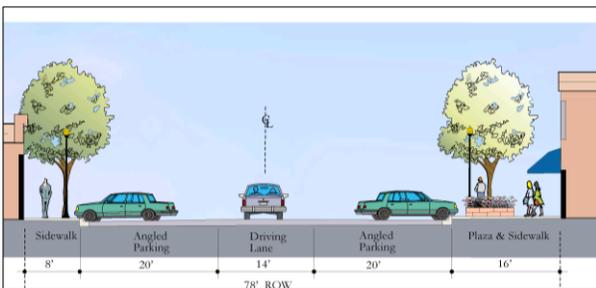


Figure 23: Elm Street Cross Section – Angled Parking Both Sides

### Kinnickinnic Footbridge (3)

The pedestrian bridge replaces a bridge that was recently removed due to safety concerns and provides a connection from downtown and Veterans’ Park to Heritage Park and parking lot (Figure 20).

### Heritage Park Performance Space (4)

By converting the southern portion of the Heritage parking lot to green space, a performance stage, gazebo, or bandstand could be developed. The stage will provide an area for performances and community events. The performance structure could be oriented towards downtown with the backdrop to the Kinnickinnic River. Events and uses will be managed to minimize impact to the adjacent properties (Figure 21).

## II. Kinnickinnic Greenway

The Kinnickinnic Greenway provides recreational opportunities and needed green space in an otherwise very urban environment. It highlights the importance of the river and provides visual and physical access to its banks.

### The Westside Greenway Park Facilities (5)

The recently removed industrial tanks have left a large and scenic space bordered by a hill and a tree line of cedar and spruce trees. This area provides opportunity for a covered picnic structure, gazebo, tot lot and restrooms. This area and its future facilities provide a destination for pedestrians, bicyclists and neighborhood residents that want to enjoy the river, park and facilities.

### Storm Water Pond and Park (6)

This area consists of industrial tanks and an auto body shop. Both these uses are industrial and no longer a desired use along the river or adjacent to a residential area. Upon opportunity to acquire the properties the tanks should be removed and any contamination cleaned up. The auto body shop should be removed or relocated to a commercial location. This site provides the opportunity to expand the Westside Greenway Park and provide a storm water detention pond. The pond may have a wetland character and help reduce the thermal impact on the Kinnickinnic River. The storm water pond will help treat storm water on the near west side and help prevent dumping directly into the river.

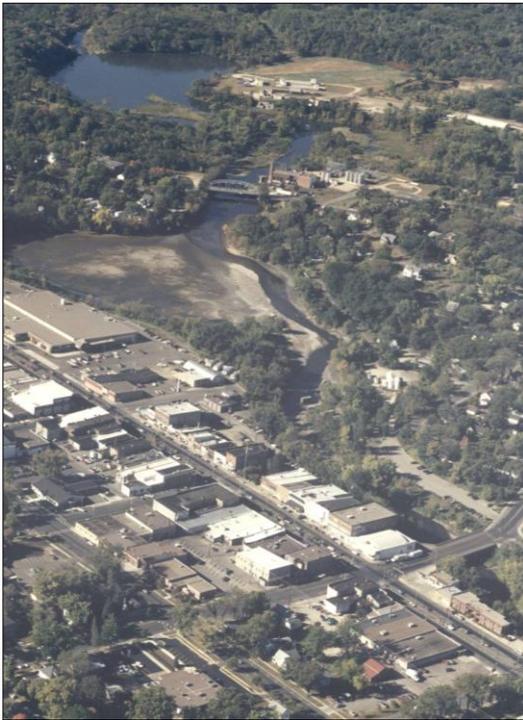


Photo 15: Bird's-eye View of Downtown and Lake George

Opportunity is provided for the properties and businesses adjacent to Walnut Street to be redeveloped and provide for additional green space and trail development. Businesses and housing could be combined along Walnut Street to provide a mix of uses. The proposed trail could continue along the river and maintain an unobstructed view of the river.

### Westside Greenway (11)

Extend the west side greenway north to Division Street. The current White Pathway runs along the west side of the Kinnickinnic River and connects West Maple Street and South Winter Street. There are also access points at Fremont Street and West Elm Street. There is an opportunity to expand the White Pathway from the Heritage Park parking lot north along the river to Division Street. This may require going below the Maple Street Bridge or at grade to Clark Street. This should be studied further. A trailhead may be developed where Cedar Street intersects with the Kinnickinnic River. A small parking lot, kiosk, and public restrooms could be developed at the northern point of the White Pathway. Property may need to be acquired or accessed through an easement. The riverfront property is currently developed with an apartment building on it and is zoned Light Industrial. The property should also be rezoned Conservancy.



Figure 24: Alleyway Looking North from Veterans' Park

### III. Alley Redesign (13)

The alleyways between Main Street and the Kinnickinnic River, and Second Street provide an excellent opportunity for redevelopment. These alleyways will require special attention because of their dual functions as a walkway along the river and a service area for downtown businesses. Redevelopment of the alleyways may require relocation of electrical lines, define pedestrian and automobile corridors, and improve rear facades. Facade improvements may include reopening bricked-up window areas, adding architectural detailing, lighting, brick restoration, entrance enhancements such as awnings and glass doors, new signage, or painted murals. Public and private parking, service configuration and pedestrian walkways will need to be reviewed and planned (Figure 24).

**Future Land Use and Zoning**

The future land use for downtown River Falls should maintain and promote a mix of uses from institutional, commercial, office and residential. New industrial uses will not be allowed or promoted in downtown.

Mixed uses should remain along Main Street. Along Second Street and the zigzag of Clark Street to Winter Street provides a transition area for mixed uses. Land along the Kinnickinnic River would be preserved as green space. A zoning amendment may be required for the transition area.

**Redevelopment Opportunities**

Land use changes have been a part of the evolution of downtown. Those changes can have a positive or negative effect on the vitality of downtown. The following recommendations reflect specific opportunities for redevelopment. These properties either have out dated uses or are under utilized. Redeveloping these sites is important to improving the economic climate and to financing other physical improvements throughout the district (See Figure15 and figures 25-31).

**Mixed Use Commercial – North Main Street (25)**

A retail building and a craftsman style home currently occupy this property. The property is near the northern gateway to downtown located between East Pine and East Cedar Street on the east side of North Main Street. The overall property is approximately 1.25 acres, zoned B1, General Commercial, and could be redeveloped as mixed use such as office and retail uses. The house and its architectural style could be a theme for the redevelopment or be moved and preserved on a nearby vacant lot.

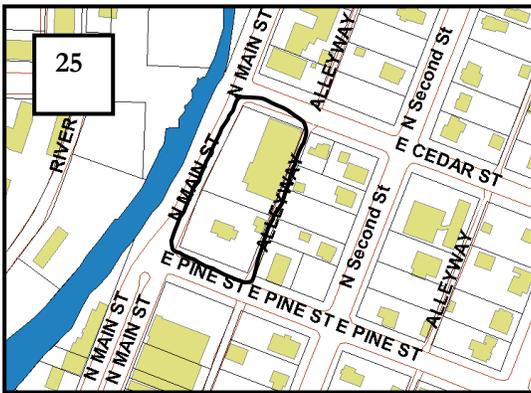


Figure 25: Mixed Use Commercial – North Main

**Mixed Use City Center (26)**

Downtown Main Street is the “heart” of the community and provides opportunity to better utilize existing space. By providing a mixed-use city center along Main and East Elm Street, activities will be located around the center of the heart of Main Street, Veterans’ Park Plaza, and City Hall. Redeveloping this area will help serve as an anchor in downtown by keeping needed City services and viable business space in the heart of the City. Throughout the public meeting process the community cited support for keeping City Hall in the downtown area. This area provides opportunity for mixed uses such as retail, office, and housing.

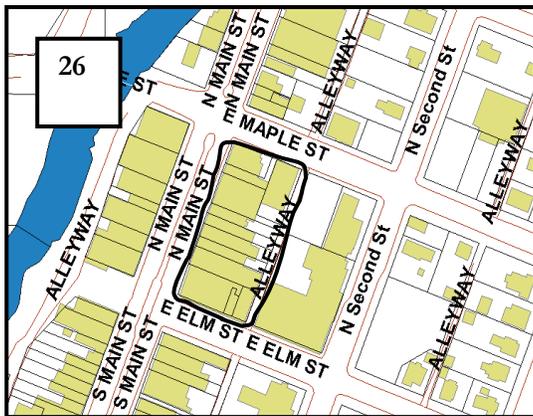
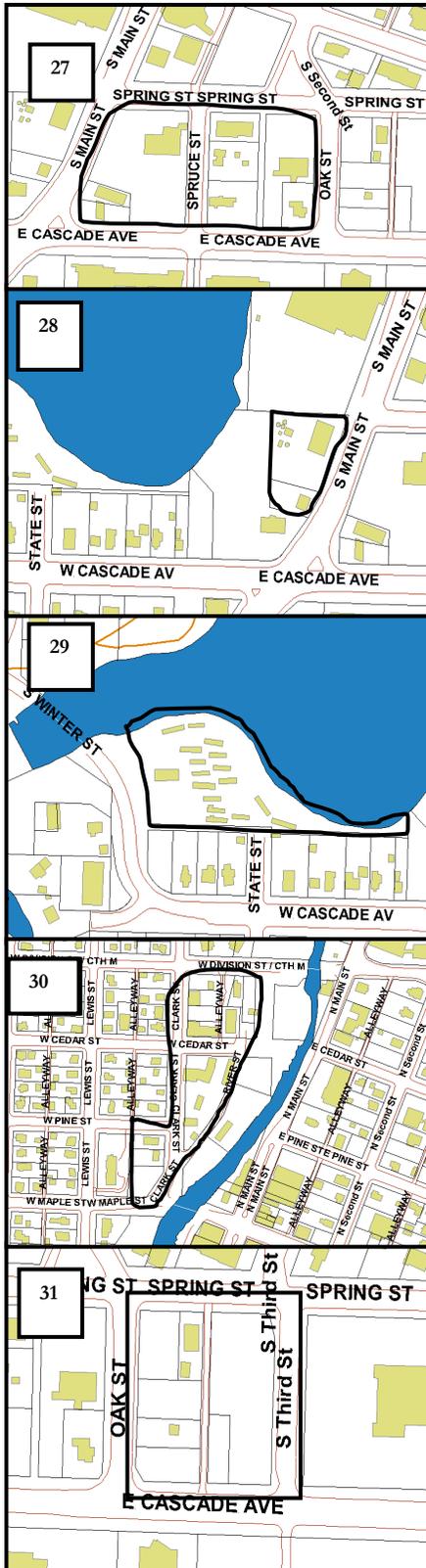


Figure 26: Mixed Use City Civic Center

The architectural style should be maintained and reflect the traditional early twentieth century styles of brown brick and limestone or similar materials. The former “Tremont Hotel” located on the northeast corner of Main and Elm Streets is a viable building for rehabilitation to its original Italianate style architecture. The architectural style of the Tremont Hotel building could be a good theme for redevelopment of this area.



Figures 25- 31: Redevelopment Opportunities

**Mixed Use Commercial – Cascade and Main St. (27)**

This site is located at the south gateway into downtown between East Cascade Avenue and Spring Street on the east side of South Main Street. The property is zoned B1, General Commercial, with an existing apartment building and an older retail building. This high visibility property has redevelopment opportunity for mixed uses such as a hotel, or retail with office and/or housing. The uses should complement the University as well as the downtown. Vacation of the alley and/or Spruce Street may increase the redevelopment opportunities.

**Commercial Redevelopment – South Main St. (28)**

Two small parcels subdivided back to the original plat of the City of River Falls provide an economic opportunity if developed as one parcel. The two parcels, with a view of Lake George, could be redeveloped for retail use or possibly a unique restaurant.

**Medium Density Residential – Cascade Ave. (29)**

This property is approximately 2.32 acres, zoned R2, Medium Density Residential. The existing trailer court has been grandfathered in. The property overlooks Lake George and the Kinnickinnic River. The existing zoning provides opportunity for redevelopment of multiple family housing. An easement for a greenway and trail along the Kinnickinnic River and Lake George would help provide a pedestrian loop system.

**Mixed Use Residential – Clark St. (30)**

This property is zoned I1, Light Industrial, with older buildings that are retail and storage use. The City owns property just south of this site. The Light Industrial zoning is outdated and does not provide a good transition of land uses between the river and the adjacent residential area. The property should be rezoned to a transition zone such as B2, Limited Commercial. This would provide the opportunity for retail, office, and medium to high density residential with green space.

**Mixed Uses – Cascade Ave. (31)**

This site provides opportunity for a parking lot with mixed uses such as retail and housing. The uses should complement the University as well as the downtown and neighborhood. Vacation of the alley may increase redevelopment opportunities.

# IV. DESIGN GUIDELINES





## IV. DESIGN GUIDELINES

The visual character and historic resources of River Falls' downtown are key characteristics to preserve and enhance. The manner in which private development is carried out can have substantial impact on this visual and historic character. Many of these impacts are related not to the type of use but to its design, and the way that design responds to the surrounding context of buildings, streets and open space. While the previous section on Urban Design and Redevelopment focuses on improvements to the public realm of streetscape and landscape, parks, open space and zoning. This section on Design Guidelines focuses on private development: how the individual building or building façade, structure, parking lot, rear entrance or outdoor courtyard could be developed, remodeled or otherwise improved.

The guidelines have two primary functions:

- To guide developers or business owners wishing to propose expansions, renovations or new construction of buildings or parking within the commercial districts;
- To assist City officials and the public in reviewing development proposals.

### Design Districts

The guidelines will apply within two “design districts” that have been defined based on their differing characteristics. The “Central Business District” (CBD) is located along both sides of Main Street. Main Street is a traditional “Main Street” district, dominated by storefront buildings built to the sidewalk, served by alleys on either side, with remote off-site parking. Primary land uses are retail, entertainment, government and office uses, and some upper-story housing.

The “Transitional District” marks the transition between the CBD and surrounding residential neighborhoods, as typically found along Second Street. Most buildings are freestanding, and are set back behind shallow (15-20 feet) landscaped front yards. Off-street parking and municipal



Figure 32: Boundary of the Downtown Design District

### Zoning

The study area boundary shall be an overlay zone for the properties located within the Downtown Design District. Those properties shall comply with these design guidelines and the Municipal Code of River Falls, Wisconsin. Two existing zoning districts predominate within the study area: the B-1, General Commercial, and the B-2, Limited Commercial. There is general land use concurrence between the two zoning districts. The “Design Districts” discussed below are largely consistent with the existing zoning districts. The B-1 corresponds to the Central Business Design District (CBD), while the B-2 corresponds to the Transitional Design District.

Staff and the Design Review Committee (DRC) using these design guidelines criteria would review development within the overlay zone.

## Development to be Reviewed

The guidelines will apply to the following types of development:

- All new construction of nonresidential, mixed use, and/or multifamily buildings.
- Any exterior renovation, expansion or changes to existing nonresidential and/or multifamily buildings, including repainting.
- Any development or expansion of parking areas that would result in a lot with more than four parking spaces.

The guidelines are intended to be mandatory for new construction and major remodeling (fifty-one percent) or additions to existing buildings. They are intended to be strongly advisory for renovation or rehabilitation of existing buildings.

The design review process is also intended to recognize the variety of conditions and physical constraints that apply within the downtown. The review process is intended to allow some degree of flexibility without requiring a typical zoning variance. Flexibility is called for if specific physical conditions make it impossible to meet a specific guideline, or if the applicant can propose an alternative way of achieving the same objective.

The guidelines apply only to the building or site elements being developed or altered. That is, a proposal for changes to a building would be required to meet only those standards that pertain to buildings, while changes to a parking area would be required to meet all standards for parking areas, but not for buildings.

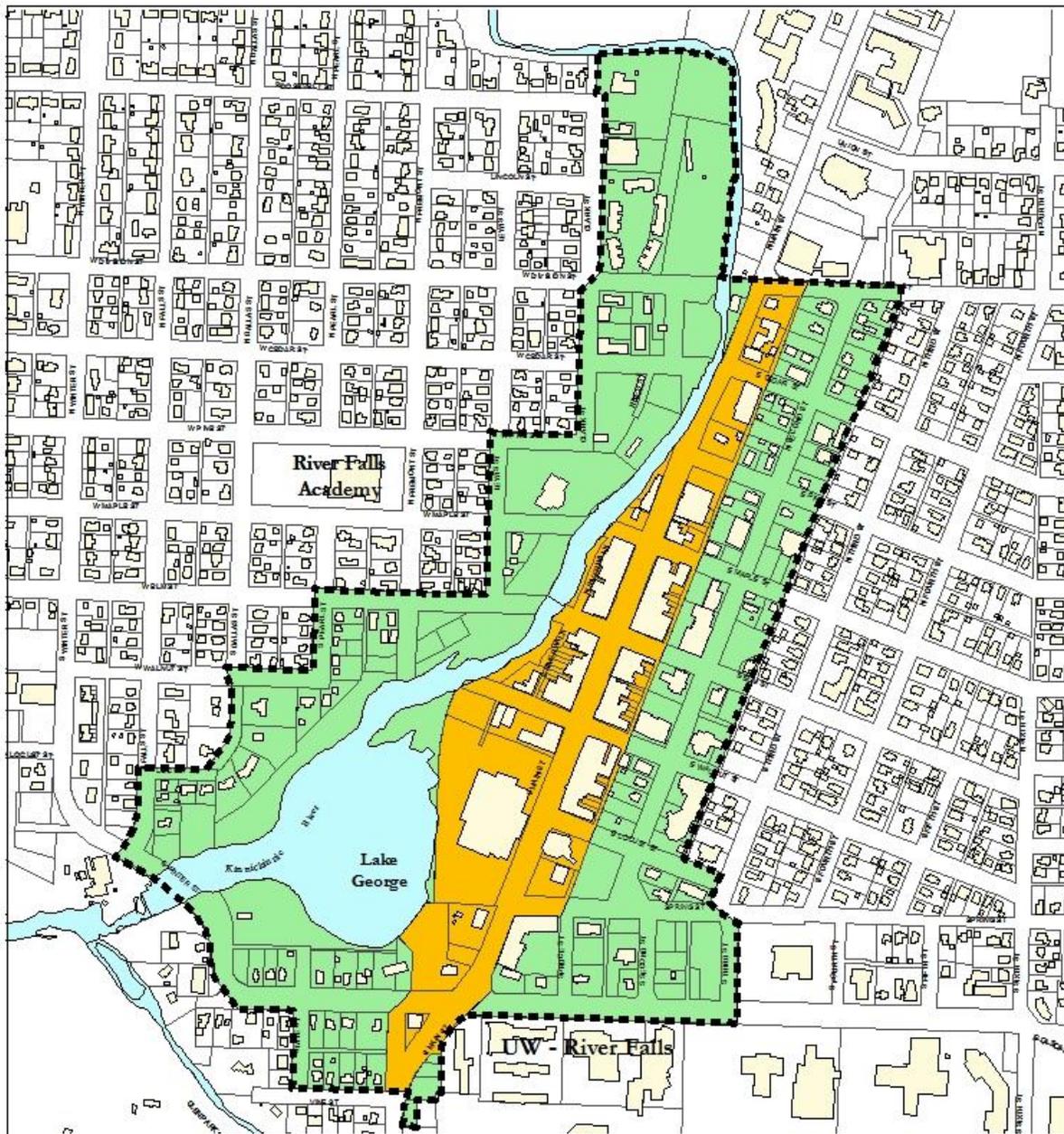
parking is found within this district. Offices and financial institutions are dominant land uses, interspersed with churches and other institutional uses and scattered residences. Many buildings were originally residential but have been converted to other uses. Areas along Clark Street west of the Kinnickinnic River are still zoned limited industrial. These areas provide opportunities for rezoning and redevelopment that is consistent with the area. A more compatible rezone for this transitional area could be B2, limited commercial that allows office and residential uses.

Some guidelines apply equally to both districts, while other differ in accord with each district's character. As mentioned above, the design district boundaries are largely consistent with the boundaries of the B-1 and B-2 districts.

## The Business Improvement District Guidelines

The Business Improvement District (BID) Guidelines were developed to supplement the Façade Grant Program offered by the River Falls Main Street Program. They offer detailed advice and instructions for improvements to traditional commercial buildings, ranging from maintenance and repair to rehabilitation, major renovation, or full-fledged restoration. The Guidelines are mandatory for grant recipients, but should be reviewed by other property owners before beginning any such projects. The BID Guidelines are more specific with regard to existing traditional commercial buildings. The Design Guidelines have broader applicability to new construction, additions, major remodeling, and other site improvements (Figure 33 Design Districts).

The following outlines the heart of the City building design objectives and illustrates through photographs and sketches the design intent of the objective and associated zoning code. Each new building and major exterior renovation proposed in the heart of the City, the Central Business District (CBD), shall be reviewed in terms of details, placement, shape, scale, and materials, as well as its relationship to adjacent buildings and contribution towards a positive image. The following also outlines the Objective and Guidelines for the CBD and Transitional District.



**DESIGN DISTRICT**

 Central Business District (CBD)	 Downtown Boundary
 Transitional District	 Lakes & Rivers




0    350    700    1,400 Feet





Figure 34: Illustration of Main Street Looking South

## Building Context and Character

### Central Business District (CBD)

**Objective:** Each new development and major exterior renovation should relate and contribute towards a positive image in terms of details, placement, shape, scale, character, and materials, as well as its relationship to adjacent buildings.

**Guideline:** New development should maintain setbacks, building proportions, roof and cornice lines, facade divisions, rhythm and proportions of openings, building materials and colors that are consistent with or similar to surrounding storefront buildings, where these are present.

### Transitional District

**Objective:** To encourage buildings that maintain a human scale, that evoke the substance and permanence of traditional buildings without imitating them, and that draw upon the styles of surrounding residential buildings as well as commercial ones.

**Guideline:** This objective is realized through the guidelines that follow, especially Architectural Style, Facade Articulation and Ground Level Expression.

## Architectural Style

### Central Business District (CBD)

**Objective:** To ensure general consistency with historic architectural styles found in downtown River Falls.

**Guideline:** Historic architectural styles need not be replicated. The Design Vocabulary is intended to guide in the selection of an overall style or stylistic elements. The contemporary adaptation of elements of historic commercial architectural styles found in downtown River Falls, including Italianate, Neoclassical and Early Twentieth Century Commercial, is encouraged. Elements should be based upon, and consistent with, an architectural inventory of the existing downtown district.



Photo 16: Historic Architectural Style of the Hotel Gladstone

## Transitional District

**Guideline:** The transitional districts include a wide mix of historic and contemporary residential, institutional and commercial buildings. The contemporary adaptation of historic and vernacular residential, institutional and commercial styles found throughout this area of the City of River Falls is encouraged.

## Building Setbacks

### Central Business District (CBD)

**Objective:** To maintain a consistent street edge, in keeping with traditional downtown character.

**Guideline:** Buildings shall meet the established building facade line on the block where they are located for at least 65 percent of the length of their front facade. On most downtown blocks, this is the edge of the sidewalk. For corner buildings, this requirement applies to each facade that fronts a public street.

The remaining 35 percent of the facade may be set back up to 15 feet to emphasize entries or create outdoor seating and gathering areas. Such front yard areas shall be landscaped and/or hard surfaced as pedestrian-friendly spaces, with amenities such as benches and planters provided.

### Transitional District

**Objective:** Where an established building facade line is present on a block face, buildings should meet that line for at least 65 percent of the length of their front facade. If no consistent building facade line is present, front facades shall be set back from the inner edge of the sidewalk a minimum of 10 feet and a maximum of 20 feet. For corner buildings, this requirement applies to each facade that fronts a public street.

The remaining 35 percent of the facade may be set back a greater distance to emphasize entries or create outdoor seating and gathering areas. Such front yard areas shall be landscaped and/or hard surfaced as pedestrian-friendly spaces, with amenities such as benches and planters provided.

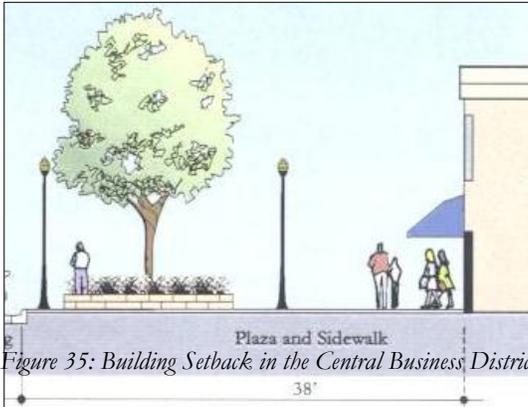


Figure 35: Building Setback in the Central Business District



Photo 17: Building Setback in the Transitional District



Photo 18: A Well-defined Corner Entry



Photo 19: Typical Building Widths Found in Downtown



Photo 20: Historic Main Street with Varying

## Corner Buildings

### Central Business District and Transitional Districts

**Objective:** To emphasize the importance of corner locations for pedestrian circulation and visibility.

**Guideline:** New buildings on corner lots should be oriented to the corner and both public streets. Both street-facing facades should be built up to the established building façade line on each block. Corner entrances may be desirable but are not required. However, both street-facing facades should maintain similar articulation, detailing, and rhythm of window openings.

## Buildings Width and Facades

### Central Business District (CBD)

**Objective:** To reflect typical building widths found in downtown River Falls and to avoid long building facades with a monolithic or monotonous appearance.

**Guideline:** Buildings of more than 40 feet in width shall be divided into smaller increments (between 20 and 40 feet) through articulation of the facade. This can be achieved through combinations of the following techniques and others that may meet the objective:

- Stepping back or extending forward a portion of the facade.
- Using different textures or materials. The materials should be drawn from a common palette.
- Dividing the storefronts, with separate display windows and entrances.
- Varying the rooflines by alternating dormers, stepped roofs, gables, or other roof elements.
- Using arcades, awnings, window bays, arched windows and balconies.



Figure 36: Illustration of Main Street looking South



Figure 37: Illustration of Ground Level along Main Street

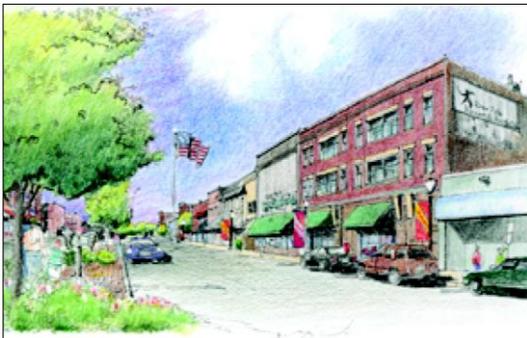


Figure 38: Illustration of Multi-Story Structures on Main Street

### Transitional District

**Objective:** To reflect typical building widths found within this district and adjacent residential neighborhoods, and to avoid long building facades with a monolithic or monotonous appearance.

**Guideline:** Buildings of more than 40 feet in width shall be divided into smaller increments (between 20 and 40 feet) through articulation of the façade, using the techniques described under CBD District or by dividing the building into several “wings” consistent with residential building types in the surrounding neighborhoods.

### Ground Level Expression

**Objective:** To maintain consistent building proportions with traditional storefronts and to emphasize the importance of the ground floor as the primary retail or service area.

### Central Business District (CBD)

**Guideline:** The ground level of any multi-story structure must be visually distinct from the upper stories. This can be achieved through the use of one or more of the following techniques, and others that may meet the objective:

- An intermediate cornice line
- A sign band
- An awning, arcade or portico
- A change in building materials, texture or detailing
- A change in window shape or treatment

### Transitional District

**Guideline:** Storefront-type buildings should follow the CBD guideline. Other multi-story buildings should be designed with a defined base, middle and top, created by variations in detailing, color and materials. This can be achieved through the use of one or more of the following techniques, and others that may meet the objective:

- Articulated tops should be considered in the design of all new buildings. This articulation might consist of pitched roofs, dormers, gable ends, cornice detailing, etc.
- The base of the building shall include elements that relate to the human scale. These should include doors and windows, texture, projections, awnings and canopies, ornament, etc.



Photo 21: Historic Stewart's Building with Flat Roof

## Roof Treatment

**Objective:** Roof forms should provide visual interest that is consistent with the building and adjacent rooflines and buildings.

### Central Business District (CBD)

**Guideline:** Flat roofs are the most common on traditional Main Street roof form, and should be used on all new buildings. Detailed cornices or parapets are encouraged to emphasize the roofline.

### Transitional District

**Guideline:** Flat or pitched roofs are acceptable, in keeping with prevailing rooflines.

## Building Height

**Objective:** To encourage taller buildings in order to better define the street edge, provide a sense of enclosure for pedestrians, and provide opportunities for upper-story housing, offices or studios.

### Central Business District (CBD)

**Guideline:** New buildings shall be a minimum of two stories.

### Transitional District

**Guideline:** New buildings shall be a minimum of one and a half stories.

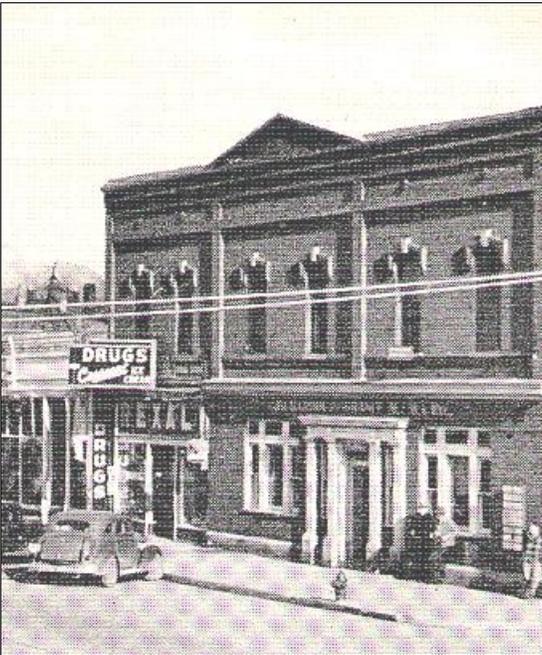


Photo 22: Historic Main Street building height provided opportunities for upper-story housing, offices, or studios.

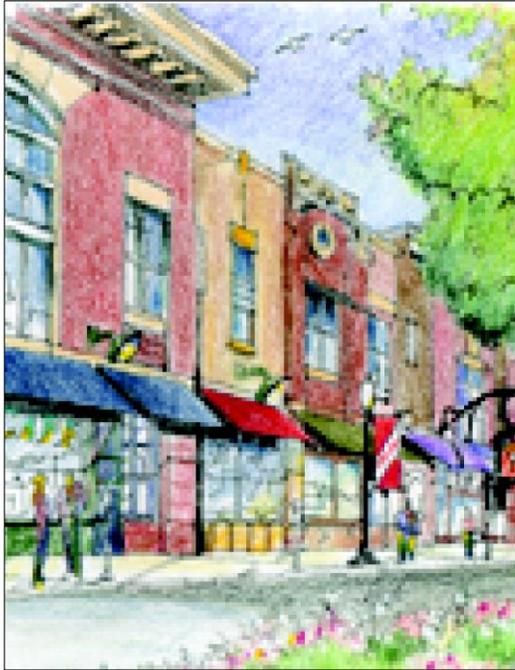


Figure 39: Newer building with transparency of approximately 40% on ground floor and 20% on 2<sup>nd</sup> floor.



Photo 23: Commercial Business in Transitional District

## Facade Transparency

**Objective:** To complement existing patterns of openings on traditional commercial buildings and bring in the streetscape and enhance security by providing views into and out of buildings.

### Both CBD and Transitional Districts

**Guideline:** Window openings should be punched and recessed in order to create a rhythm of light and shadow consistent with traditional commercial buildings. Windows shall be taller than they are wide (typically in a proportion of 2:1). Glass shall be clear or lightly tinted; mirrored glass is not permitted.

### Central Business District (CBD)

**Guideline:** A minimum of 35 percent of the ground level façade front a public street and a minimum of 20 percent of the ground level of side and rear facades shall consist of either windows or door openings that allow views into and out of the building's interior.

A minimum of 15 percent of all upper floors (on front, side and rear facades) shall be transparent via windows and balcony doorways.

### Transitional District

**Guideline:** Where commercial or office uses are located on the ground floor a minimum of 25 percent of the ground level façade front a public street and a minimum of 15 percent of the ground level side and rear façade shall consist of either windows or doors to allow views into and out of the buildings interior.

Other buildings, such as institution or multifamily buildings, shall maintain a minimum of 20 percent transparency on the front (street-facing) facade and 15 percent on side and rear facades.

## Entries – Front

**Objective:** To establish the visual importance of the primary street entrance, and to ensure those entries contribute to the visual attractiveness of the building and are readily visible to the customer.

### CBD and Transitional Districts

**Guideline:** The main entrance should always face the primary street, with secondary entrances to the side or rear. Entries to corner oriented buildings may face the corner rather than either primary street. The main entrance of commercial, office and mixed-use facilities should be placed at sidewalk grade to facilitate ease of access.

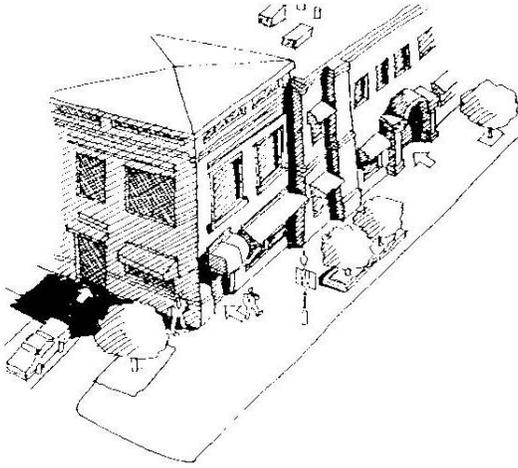


Figure 40: A Well Defined Primary Entry

## Rear Facades and Entries

**Objective:** To improve the appearance of rear facades, to orient customers parking or walking to the rear of buildings, and to provide safe and convenient access to building entrances.

### Both CBD and Transition Districts

**Guideline:** Rear facades shall be well maintained and welcoming in appearance. Landscaping and small wall signs identifying businesses are encouraged. Also a well-defined and lighted rear entrance with an awning is encouraged for customers and/or parking in the rear of the building. If no entrance is provided in the rear of the building a signed and lighted walkway to the front of the building should be provided.

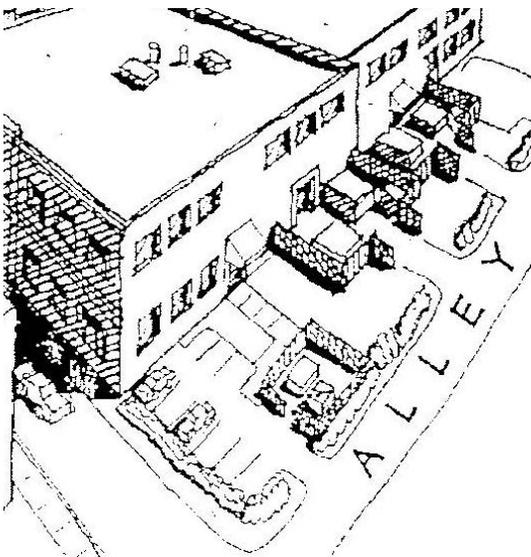


Figure 41: A rear building entrance with well-defined access and screened refuse and mechanical facilities.

## Materials – Front Facade

**Objective:** To ensure that high-quality, durable and authentic materials typical of River Falls traditional downtown commercial buildings continue to be used within the downtown.

## Central Business District (CBD)

### Guideline:

**Primary materials:** New buildings should be constructed of high-quality materials, including the following:

- Brick
- Natural stone
- Precast concrete units and decorative concrete block, provided that surfaces are molded, serrated or textured giving the wall surface a three-dimensional character.
- Stucco
- Jumbo brick may be used on up to 30 percent of any façade, provided that it is used only on the lower third of the building wall.
- EIFS (exterior insulating finish system) may be used as an accent but not a primary material
- Architectural metalwork

The following materials are prohibited:

- Unadorned plain or painted concrete block
- Tilt-up concrete panels
- Pre-fabricated steel or sheet metal panels
- Reflective and darkly tinted glass
- Aluminum, vinyl, fiberglass, asphalt or fiberboard siding
- Pole buildings

**Accent materials** may be used on up to 15 percent of the building's façade. These may include metal, glass, block, painted wood panels, spandrel glass or similar materials as approved by the Design Review Committee (DRC).

**Existing buildings** should be rehabilitated using original materials, to the extent feasible. If original materials cannot be restored or replicated, the primary materials listed above may be used.

### Transitional District

**Guideline:** Permitted and prohibited building materials in the CBD District are also appropriate here. Wood may also be used, consisting of horizontal lap siding or wood shakes. Wood surfaces shall be painted or stained.



Photo 24: Commercial Business with Stucco and Brick Facades



Photo 25: A Rehabilitated Residence (P.W. Ramer House) in the Transitional District

## Materials – Side and Rear Facades

### Both CBD and Transitional Districts

**Guideline:** Building materials of similar quality should be used on front, side and rear facades. However, jumbo brick and EIFS (exterior insulating finish system) may be used as primary materials on rear facades.

## Roof Materials

### Central Business District (CBD)

**Guideline:** Generally, flat roofs should be used. Covering flat roofs with gravel ballast to reduce heat gain and glare is encouraged. Asphalt shingles are prohibited.

### Transitional District

**Guideline:** Flat roofs should be covered with gravel ballast. Heavy duty, contoured asphalt shingles, cedar shakes, and standing seam metal roofing materials are encouraged for pitched roofs. Standard 3-tab asphalt shingles are discouraged.

## Architectural Details

**Objective:** Incorporate architectural details to serve as identifiable and visually interesting enhancements to building facades and help establish a pedestrian supportive environment.

### Both CBD and Transitional Districts

**Guideline:** Architectural design shall be sensitive to the massing and proportion of adjacent structures, and reflect or complement the detailing of surrounding buildings, with elements such as lintels, cornice lines, balconies and decorative brick or stone work.



Photo 26: Rooflines, materials and use of color enhance a residence in the Transitional District.



Photo 27: Architectural details enhance the Lord building in the Central Business District.



Photo 28: The Home Furnishings awning provides shelter and additional color to building facades.



Photo 29: Existing franchise architecture that does not support the historic urban “Main Street” context in the Central Business District.

## Awnings and Canopies

**Objective:** To encourage the use of awnings as a way to shelter customers, reduce glare and conserve energy, and provide additional accent color to building facades.

### CBD and Transitional Districts

**Guideline:** Where awnings are desired, canvas or fabric awnings should be used, rather than wood or metal. Awnings shall be installed without damaging the building or visually impairing distinctive architectural features. Internally illuminated awnings are prohibited.

## Color

**Objective:** To ensure that building colors are aesthetically pleasing and compatible with surrounding buildings.

### Central Business District (CBD)

**Guideline:** Principal building colors shall consist of subtle, neutral or muted colors, with low reflectance. Recommended colors include browns, grays, tans, beiges, and dark or muted greens, blues and reds. No more than two principal colors may be used on a façade or storefront. Bright, white or primary colors shall be used only as accents, occupying a maximum of 15 percent of building facades. (This standard does not apply to murals or other works of public art).

### Transitional District

**Guideline:** The CBD guideline applies, with the addition of white as an acceptable principal color.

## Franchise Architecture

**Objective:** To encourage new building design that is supportive of the historic urban “main street” context being reinforced in downtown River Falls

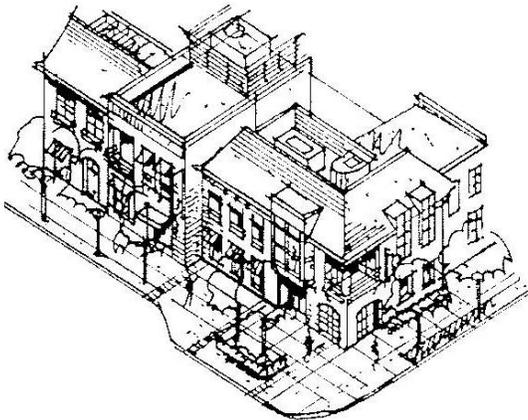


Figure 42: Rooftop equipment located and screened from below.

**Both CBD and Transitional Districts**

**Guideline:** Franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) is prohibited. Franchises or national chains must follow these guidelines and use the Design Vocabulary to create context-sensitive buildings.

**Mechanical Equipment**

**Objective:** To ensure that views of rooftop equipment and service areas from public streets or pedestrian ways are minimized.

**Both CBD and Transitional Districts**

**Guideline:** All rooftop equipment shall be screened from view from adjacent streets, public rights-of-way and adjacent properties. Preferably, rooftop equipment should be screened by the building parapet, or located out of view from the ground. If this is not feasible, the equipment shall be grouped within a single enclosure. This structure shall be set back a distance of 1 ½ times its height from any façade fronting a public street. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials.

If an outdoor storage, service or loading area faces adjacent residential uses or a public street, alley or walkway, it shall be screened from view by masonry walls or plant material at least 5 feet in height. Screen walls shall be architecturally compatible with the primary structure. Loading docks and loading doors shall be located to the side or rear.

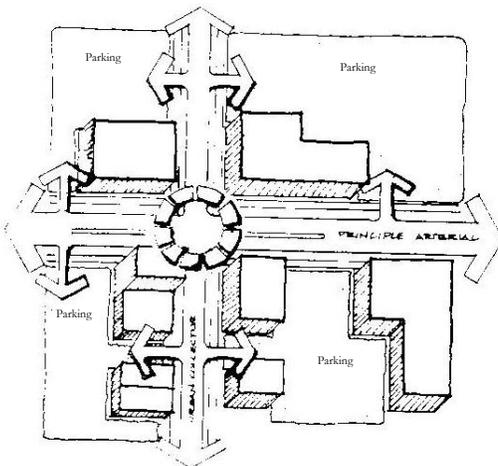


Figure 43: Buildings rather than parking lots, dominate the appearance of the downtown streetscape.

**Parking Lot Layout**

**Objective:** To ensure that buildings, rather than parking lots, dominate the appearance of the downtown streetscape.

**Central Business District (CBD)**

**Guideline:** Parking is provided on the street and in several off-street lots. On-site parking is not required. If provided, off-street parking shall be located to the side or rear of buildings, not at intersections, between buildings and street.

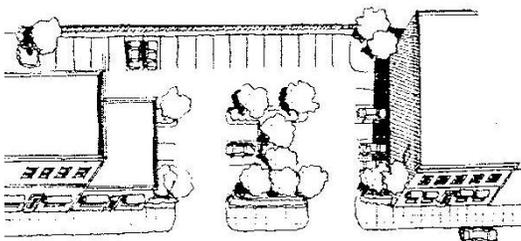


Figure 44: Parking located to the side and rear of buildings.

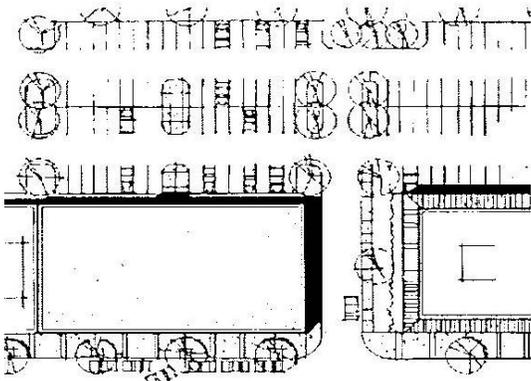


Figure 45: Parking located to the rear of buildings.

### Transitional Districts

**Guideline:** Off-street parking shall be located to the side or rear of buildings, not between buildings and the street. Where absolutely necessary, up to 50 percent of the lot frontage may be occupied by parking. Parking lots facing the street must be screened at the build-to line. Parcels with streets on two or more sides shall meet this guideline along the primary street (defined as Main Street, or the street with the higher functional classification).

### Landscaping and Screening of Parking Areas

**Objective:** To soften and buffer the appearance of parking lots when viewed from an abutting street or sidewalk.

#### Central Business District (CBD)

**Guideline:** Interior parking lot landscaping is essential to improve the appearance of parking lots. Landscaped islands shall be provided for visual relief from large expanses of asphalt and automobiles. Shade trees within these islands will add the vertical dimension for pedestrian scale. Parking lot islands shall incorporate drought and salt-tolerant trees that are indigenous to the area. Islands shall be large enough to provide adequate habitat for trees and plants. Parking lots shall be separated from the street or sidewalk by a landscaped buffer strip. The buffer should be at least 5 feet in width, containing one 2-1/2-caliper overstory tree per 25 linear feet of parking lot frontage. A combination of deciduous shrubs and decorative wall or fence made of wood, brick, or ornamental iron railing can be very effective at screening views of the parking lot. There shall be approximately 75% opacity up to a height of 3 feet. For safety and security screening shall allow clear visibility of pedestrians above the 3-1/2 foot high viewing range. A decorative wall or fence may be used if trees exist along the sidewalk.



Figure 46: Landscaping and screening of parking areas.

### Transitional Districts

**Guideline:** Parking lots adjacent to the street shall be screened as described under the CBD District. Parking lots adjacent to residential uses or districts shall be screened as specified in the Zoning Ordinance.

## Signs

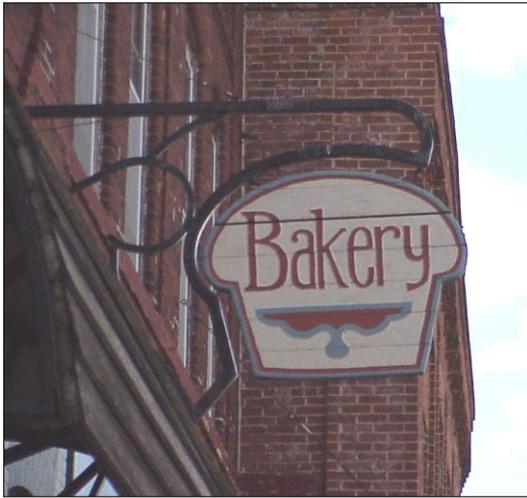


Photo 30: Projecting (overhanging) sign is an integral design feature of the building.

**Objectives:** Signs shall complement site and building appearance, enhance the architectural, structural and landscape features, and supplement the dimensional standards in the Downtown Overlay District Regulating Signs.

### Both CBD and Transitional Districts

#### Guidelines:

**Position:** Wall or projecting (overhanging) signs shall be positioned so that they are an integral design feature of the building, and complement and enhance the building's architectural features. Signs shall not obscure or destroy architectural details such as stone arches, glass transom panels, or decorative brickwork. Signs may be placed:

- In the horizontal lintel above the storefront windows;
- Within window glass, provided that no more than 25 percent of the window is obscured;
- Projecting from the building
- As part of an awning
- In areas where signs were historically attached to existing buildings

**Materials.** Sign materials should be consistent or compatible with the original construction materials and architectural style of the building façade on which they are to be displayed. Natural materials such as wood and metal are more appropriate than plastic.

**Illumination.** External illumination of signs, where permitted, shall employ incandescent, metal halide or fluorescent light that emits a continuous white light. Light shall not shine directly onto the ground or adjacent buildings.



Photo 31: A projecting and awning sign compatible with the building.



Photo 32: Outdoor Dining and Seating Facilities



Photo 33: Outdoor Furniture and Landscaping



Photo 34: UWRF Enhancement to the South Gateway

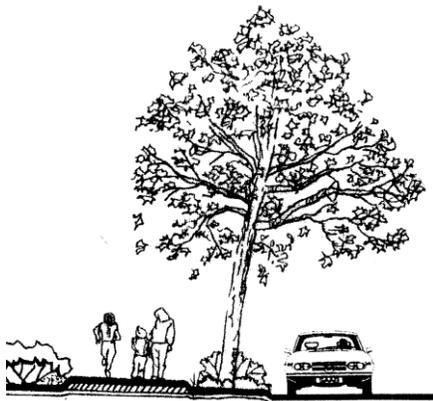


Figure 47: Tree-lined Boulevard and Walkway

## Outdoor Space

**Objectives:** Encourage outdoor dining and seating facilities.

### Both CBD and Transitional Districts

**Guidelines:** Sidewalk cafes can enhance an area's ambiance if consideration is given to the size, location, design, and appearance. An outdoor seating area will not block storefront entrances or inhibit access for the pedestrian or physically handicapped.

In the Central Business District, outdoor seating placed within the right-of-way or public open space will be permitted as a conditional use. At least six feet in width must be maintained to allow through passage. The use of temporary seasonal landscaping and features such as planter boxes and hanging baskets is encouraged. Outdoor cafe furniture should be of a compatible character and scaled to fit the space.

## Gateways

**Objectives:** Enhance and create distinctive gateways to the Central Business and Transitional Districts.

*Both CBD and Transitional Districts*

**Guidelines:** Tree-lined boulevards and medians along Main and Second Street will create a distinctive parkway character and provide gateways to the heart of the City and the transitional areas. Primary bicycle pathways should run throughout the Central Business and Transitional Districts. Treatments may include:

- Pedestrian and bicycle linkages to surrounding development, future transit stops, open space and parks
- Tree lined boulevards
- Landscaped medians
- Parallel parking bays defined with curb bump-outs where possible
- Between 5 and 8 feet in width walkways
- Pedestrian-scale lighting
- Directional signage



# V. IMPLEMENTATION







Photo 35: Paper Plane Statue Outside the Library

### Implementation

This document recommends distinct strategies for guiding the City of River Falls' downtown's future form and appearance. Before describing the specific recommendations, understand that the current development pattern in the City of River Falls evolved over many decades. Likewise, realization of this document and the vision within will take several years.

Throughout the preparation of this document the City of River Falls made a commitment to active public outreach and participation. Business owners, residents, community leaders, and elected and appointed officials have all contributed greatly to this document. Successful implementation will require each of these sectors of the community to remain involved in the process. Zoning and design standards will not succeed without the cooperation and commitment of landowners, development interest, and the rest of the community.

## V. Implementation

The recommended method for administering design guidelines is to establish a Design Review Committee (DRC) and incorporate design review as a standard step in the development review process.

### Mission of the DRC

The mission of the DRC is to review each public and private development proposal within the downtown area for compliance with the intent of the site design, architectural, landscape and streetscape design guidelines established in this document.

The DRC will consist of individuals appointed by the City and include representatives of the downtown area, Main Street project, Historic Preservation Commission, Chamber of Commerce, City staff, a design consultant, and a representative of the development group selected as a master developer. The review process conducted by this Committee will be separate from the City staff's development review and approval process.

### The Design Review Process

To ensure that the design guidelines are administered in a fair and consistent manner, the review process should be administered in a step-by-step process, emphasizing collaboration and avoiding adversarial relationships.

The design review process should be adopted as a standard step in the review of all public and private development proposals within the downtown area. The design review process could be tailored to fit within the City's development review procedures. The process, however, should involve the following basic steps:

#### 1. Publish a Users Guide and Checklist

The design review criteria and procedures should be summarized in a brochure and made available to the general public to facilitate understanding of the process. A checklist of submission requirements should be created and included in the brochure.



Photo 36: UW River Falls, Established 1878



Figure 48: Main Street Logo

## 2. Informal Review

An informal review of the proposed project should be conducted between the DRC and the developer during the preliminary design stage. This pre-application meeting is an opportunity for all parties to communicate the expectations, attributes, and issues involved in the project before a great deal of design time and dollars are invested.

## 3. Staff Analysis

Refined site, building and landscaping plans should be submitted to the DRC for review to ensure they meet the zoning, building code, and design guideline criteria. A brief review report that describes how the proposal does or does not meet the criteria should be produced. The checklist should be used at this point to ensure the continuity in the review procedures.

## 4. Formal Review Process

After approval by the DRC and Planning Commission, the proposal should be scheduled for a public meeting in front of the City Council. This meeting serves as a formal review step that is integrated into the existing public hearing schedule and will be conducted through the City of River Falls' review process. The Design Guidelines will be enforced through the City of River Falls' development review and approval process.

## 5. Issuance of Building Permit

Building permits may be issued subject to any special conditions that may be attached to the approval of the project at the discretion of the City Council.

## 6. Enforcement

Procedures for ensuring the approved design is actually built are critical to the success of the design review process. The design review efforts are of little value if elements of the approved design are discarded.

## Financing Physical Improvements

Funding is the key to implementing the vision set forth in the Downtown Design Plan. Public and private improvement will often utilize different sources of financing to fund their projects. However, in some instances private and public interests in redevelopment are linked and effective financing mechanisms are needed.

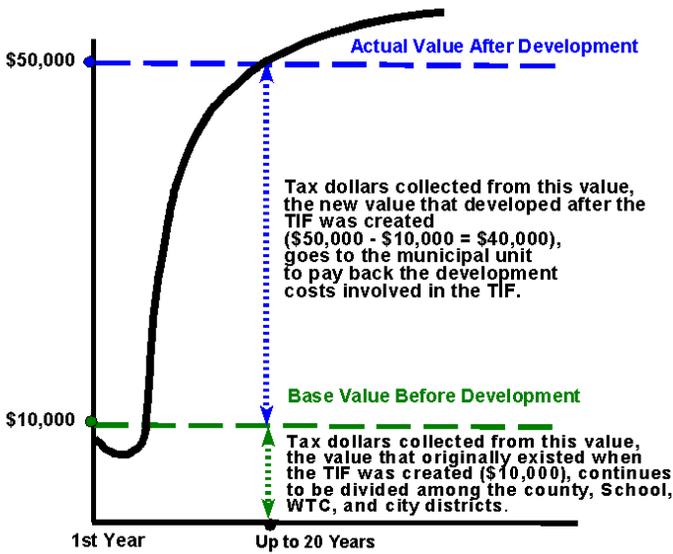


Figure 49: Tax Incremental Financing Growth

## Implementation Policies

The Downtown Design Plan is a comprehensive, long-term plan for the preservation, physical and economic development that lies at the heart of the community decision-making. It provides guidance for development proposals and capital improvements, and reflects the aspirations of the community. The complex nature of downtown revitalization will require additional planning. New policies or ordinances will also be needed to implement the vision of this plan. The following list of policies and programs recommendations have been shaped by comments made in public meetings and adopted plans:

- 5. I. 1. Encourage Highway 35 users to use the Cascade Avenue exit for access to UW-River Falls.
- 5. I. 2. Inform Highway 35 users of “Downtown” by placing signage at the North Main Street exit, Division Street exit, and Cascade Avenue.
- 5. I. 3. Increase the safety of pedestrian traffic by increasing the visibility of crosswalks.

The primary funding tool for revitalizing downtown River Falls will be a tax incremental financing district (TIF). The district will be created by determining areas with improvement needs and properties in need of rehabilitation and conservation work. As shown in figure 49, projects are paid for by growth in the tax base of the district.

Tax incremental financing can fund public improvement and aid in private development. When providing assistance to private development, appropriate costs include those acquired to overcome development constraints such as demolition, utility relocation, and property acquisition.

- 5. I. 4. Study the pros and cons of using Second Street as an arterial in place of Main Street.
- 5. I. 5. Study the Locust Street/Main Street intersection in regards to safe pedestrian crossings investing in new signage.
- 5. I. 6. Continue to promote and allow a mix of Housing, retail, office, institutional and park uses in downtown.
- 5. I. 7. Organize a city clean up day and other volunteer programs to address public litter and vandalism.
- 5. I. 8. Develop a shared transit (bus) system in conjunction with UW-River Falls to provide a transportation alternative to automobile.
- 5. I. 9. Encourage bike lanes on Main Street.
- 5. I. 10. Create an events committee or team of organizations to coordinate downtown events.

## Downtown Design Plan

- 5. I. 11. Continue to study and evaluate the possibility of using the Falls Theater as a community performance space and the adaptive reuse of the building.
- 5. I. 12. Create an ordinance to address the location, number, and design of newspaper and advertising bins in the right-of-way and sidewalks throughout downtown.

### **Economic Related Issues:**

- 5. I. 13. Allocate time to market the City and downtown for commercial development and business recruitment (partners may include the Chamber of Commerce, Main Street Project, and the City).
- 5. I. 14. Create a downtown Tax Increment Financing District to finance public improvements and encourage redevelopment.
- 5. I. 15. Develop a market strategy and define a trade area for the entire City and downtown as a foundation to recruit businesses.
- 5. I. 16. Create a revolving loan fund as a means to attract desired businesses.
- 5. I. 17. Research for possible grants to fund the façade rehabilitation of the Falls Theater.
- 5. I. 18. Continue the Main Street Projects facade matching grant program.

### **Parking Related Issues:**

- 5. I. 19. Clearly communicate where parking is located by investing in updated signage.
- 5. I. 20. Create a parking brochure as an education and marketing tool to inform downtown patrons where parking is located.
- 5. I. 21. Reduce the gap in the University/City parking fine disparity.
- 5. I. 22. Increase metered parking to recover enforcement and maintenance costs.
- 5. I. 23. Increase the usability of the parking meters so that all coins can be used not just pennies, nickels, and dimes.
- 5. I. 24. Increase the fines for improper parking (example: too close to a driveway).
- 5. I. 25. Revise parking time limits for on street parking.
- 5. I. 26. Revise and update the parking code to promote shared parking and downtown friendly parking requirements.
- 5. I. 27. Provide striping for the Maple Street bridge crossing.
- 5. I. 28. Work with UW-River Falls to provide remote parking lots and a shuttle bus for commuting students.
- 5. I. 29. Create a City/University partnership to finance and coordinate parking improvements downtown and near the University.

# APPENDIX





## APPENDIX A

### PLANS, REPORTS, AND STUDIES

The following plans, reports, and studies assisted in drafting of the Downtown Design plan.

Year	Name of Plan, Study, or Report
2000	Sewer Service Area water Quality Management Plan
1999	Kinnickinnic River Priority Watershed Project
1999	Citizen Opinion Survey
1999	City of River Falls Housing Needs Assessment
1996	Consumer Survey
1996	Labor Market Conditions in Pierce County
1995	City of River Falls Water Management Plan
1995	City of River Falls Bicycle and Pedestrian Plan
1995	River Falls Comprehensive Water Study Plan
1995	City of River Falls Master Plan Update
1995	City of River Falls Master Plan Summary
1995	City of River Falls Comprehensive Parks & Recreation Plan
1994	Planting and Managing the Urban Forest
1993	Median Project
1992	Consumer Survey
1991	River Falls Architectural and Historical Survey Report
1990	Downtown Physical Plan
1990	U.S. Census
1989	City of River Falls Comprehensive Parks & Recreation Plan
1987	City of River Falls Master Plan Report
1982	FIRM Flood Insurance Rate Maps
1981	Main Street Streetscape Plan
1979	Downtown Trade Area Survey
1971	Urbanization in St. Croix and Pierce Counties
1965	Outdoor Recreation Plan
1930–1980	City of River Falls Comprehensive Plan
	U.S. Census
	Municipal Code of River Falls, Wisconsin
	Wisconsin State Statutes
	Variety of Wisconsin Department of Natural Resources Documents

## APPENDIX B

### Priorities, Phasing, and Partnerships

Community support, adequate funds and development opportunities will affect when and what projects are completed. The following Plan Implementation Matrix summarizes how projects could be implemented. Timeframes are identified for each project in range of years (0 – 3 years, 3 – 6 years, and 6+ years). These are general timeframes that will assist city officials in determining more specific timeframes for the city’s capital improvements program or TIF Project Plan. The Plan Implementation Matrix also identifies the participants in projects and where partnerships are possible. Lastly, the matrix identifies possible funding sources.

APPENDIX B

Plan Implementation Matrix

Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short < 3 Years	Medium 3-6 Years	Long 6+ Years	Public	Private	Partnership	Participants	
Kinni Foot Bridge							City	CIP
Veterans Park and Alleyway Connection							City, Main Street Project, Am. Legion	TIF, CIP, BID, Fund Raising
Civic Center Plaza and Intersection Enhancements							City	CIP, TIF
<i>Heritage Park</i> Performance Space							City, Main Street Project, CAB	CIP, TIF, Fund Raising,
Mixed Use Civic Center							<i>City, Private Developer</i>	TIF, CIP, Private
<i>Streetscape</i>							<i>City, Main Street Project</i>	CIP, TIF, BID, Parking Fees
Lake George Wetland Restoration							City, DNR, U.S. Fish and Wildlife, KLT, Priority Watershed	Grants, State Aid, Storm Water Utility

**APPENDIX B  
Plan Implementation Matrix**

Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short < 3 Years	Medium 3-6 Years	Long 6+ Years	Public	Private	Partnership	Participants	
West Walnut Bicycle Bridge							City	DOT Grants, CIP, TIF Fund Raising
Eastside Greenway							City, KLT	CIP, TIF, Parkland Dedication, State Grants
West Walnut Observation Deck							City, Main Street Project	CIP, TIF, State Grants BID
Westside Greenway							City	CIP, TIF, State Grants
River Alley Rehabilitation							City, Main Street Project	CIP, TIF, BID
Relocate Recycling Bins							City, Pierce County Recycling, Local Businesses	Not Applicable
Mixed Use Commercial – North Main St.							Private Developer	Private, TIF
Mixed Use Commercial-South Main St.							Private Developer	Private, TIF

**APPENDIX B**

**Plan Implementation Matrix**

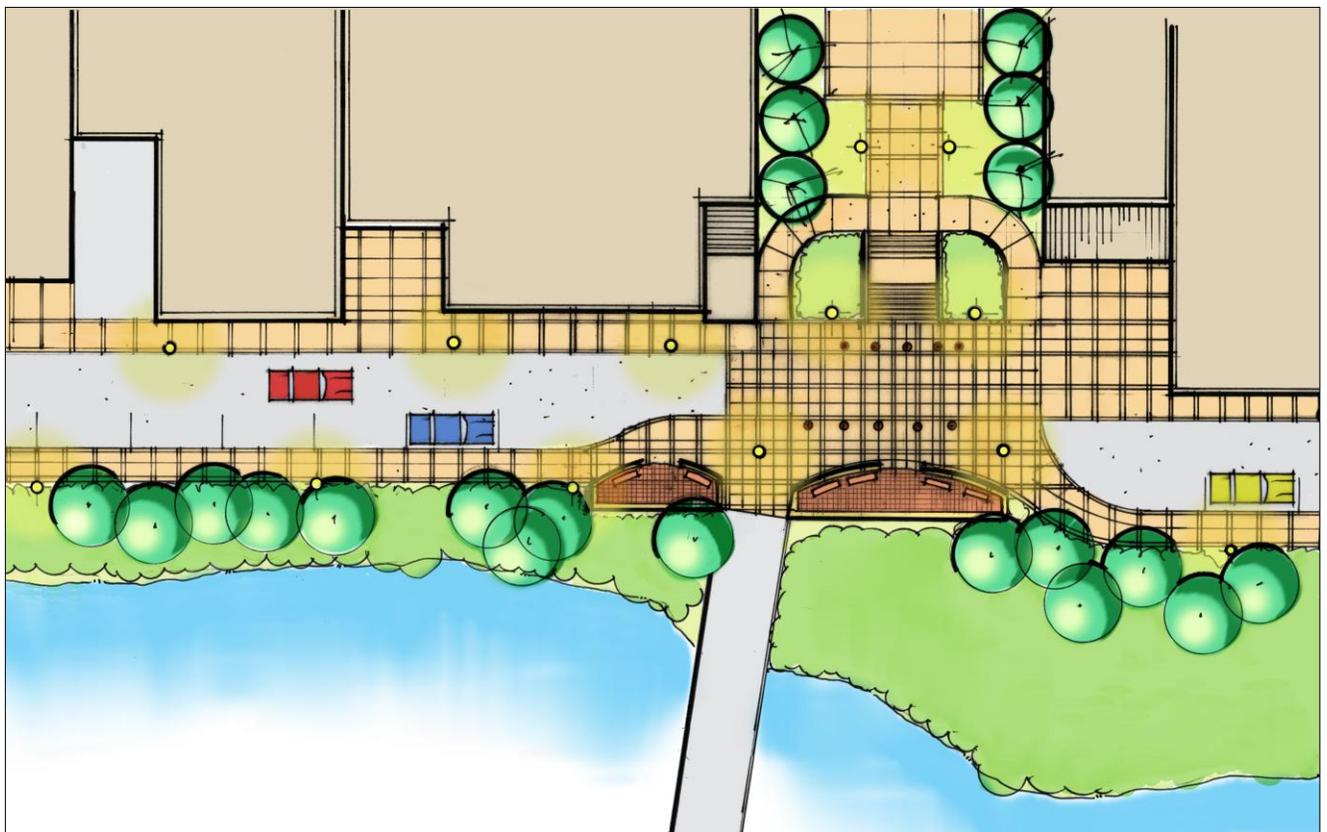
Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	0 - 3 Years	3 - 6 Years	6 + Years	Public	Private	Partnership	Participants	
Medium Density Residential							Private Developer	Private
Westside Mixed Use Residential							Private Developer, City	Private, TIF
Parking Deck							University, City, Students	CIP, User Fees
Westside Park Facilities							City	CIP, TIF, Parkland Dedication Fees

**APPENDIX C**

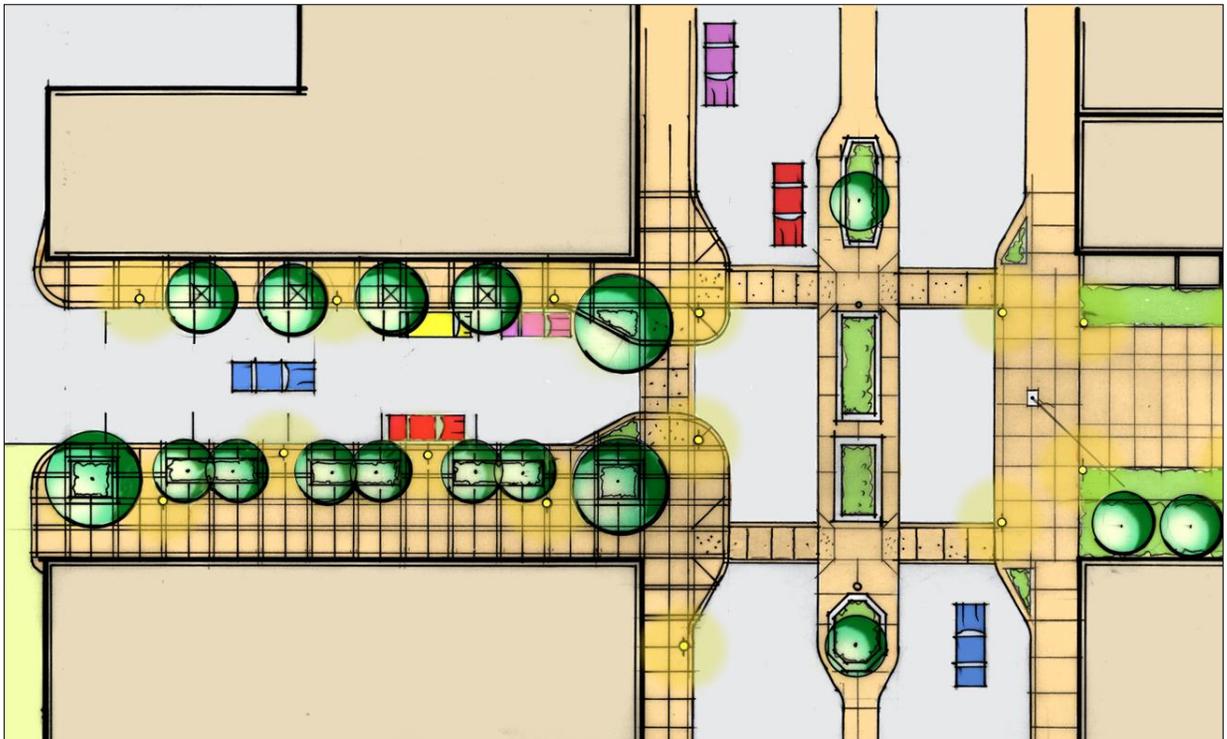
***LIST OF ACRONYMS***

UWRF	University of Wisconsin-River Falls
DUs	Dwelling Units
WDNR	Wisconsin Department of Natural Resources
205J	Water Management Plan for the Kinnickinnic River and Its Tributaries
UD	Upper Dam
DRC	Design Review Committee

APPENDIX D  
URBAN DESIGN VISUALIZATIONS



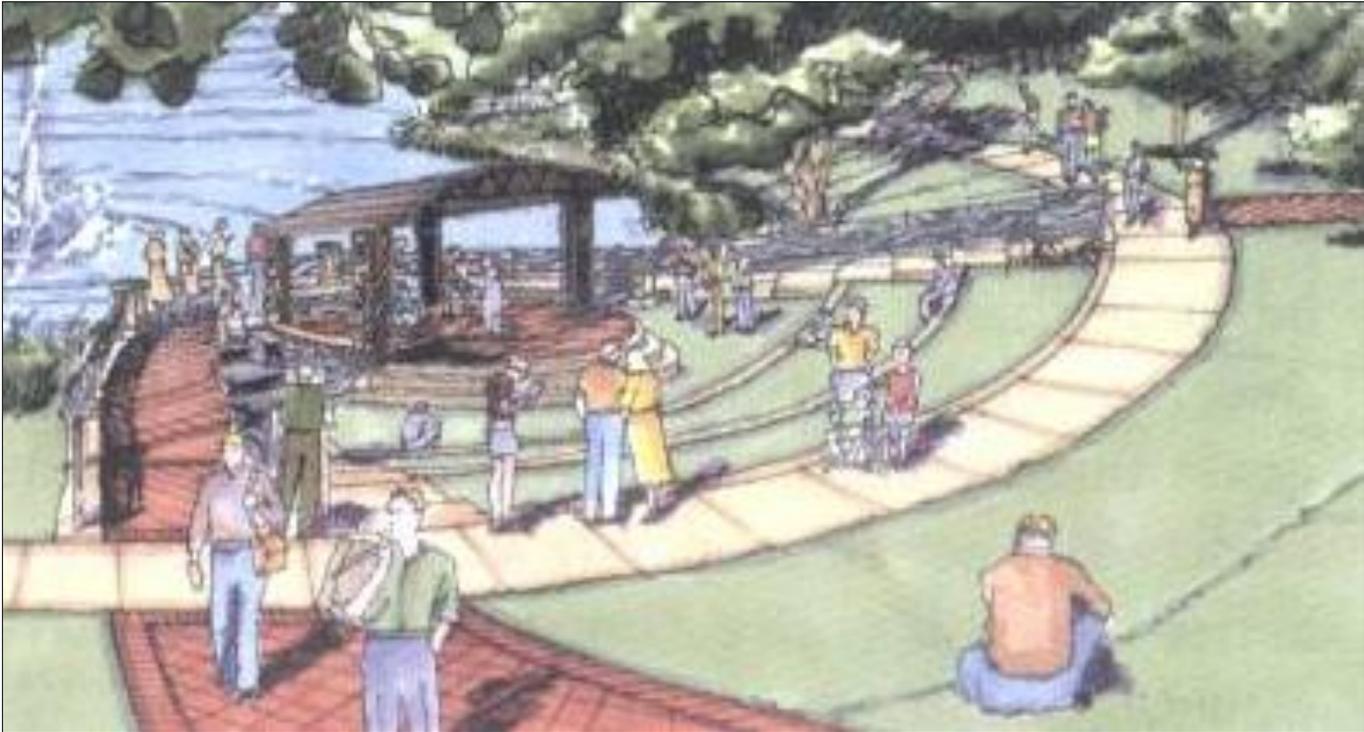
Eastside Greenway and Veteran's Park – Looking North and Plan View



Elm and Main – Looking West and Plan View

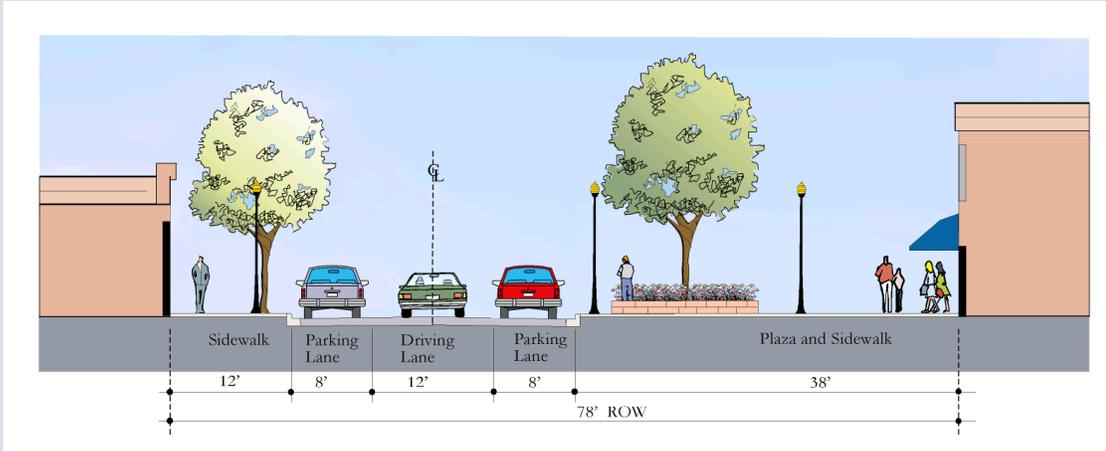


Maple and Main – Looking South

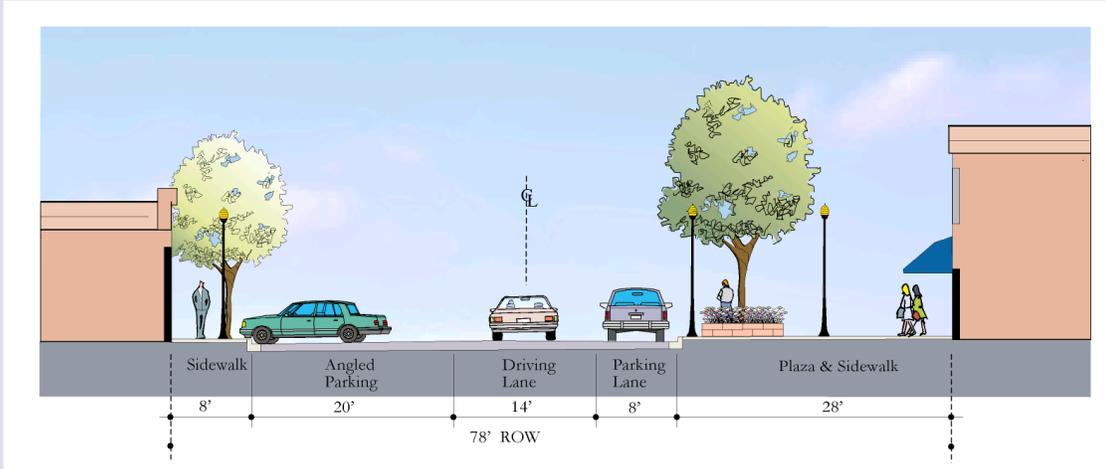


Heritage Park Performance Space

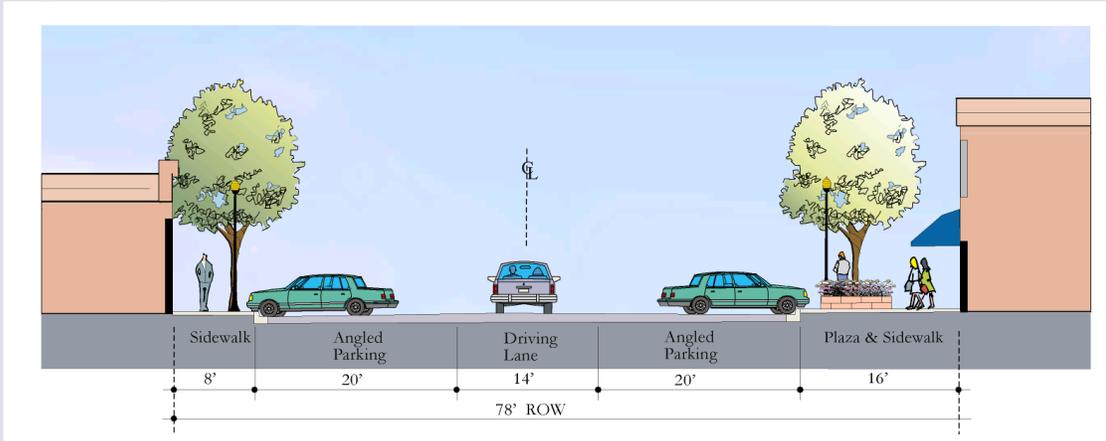
Elm Street Cross Section A.  
Parallel Parking on both sides of the Street with Plaza



Elm Street Cross Section B.  
Angled & Parallel Parking



Elm Street Cross Section C.  
Angled Parking both Sides



APPENDIX E



WISCONSIN

**RESOLUTION NO. 4015**

**A RESOLUTION ADOPTING  
A DOWNTOWN DESIGN PLAN  
FOR THE CITY OF RIVER FALLS**

**WHEREAS**, the City of River Falls has prepared a Downtown Design Plan; and

**WHEREAS**, throughout the preparation of this Plan, there has been an ongoing commitment to active public outreach and participation; and

**WHEREAS**, the Plan policies have been shaped by comments made in public meetings and adopted plans; and

**WHEREAS**, the Plan provides design guidelines to enhance the quality of life by ensuring that development, physical growth, redevelopment, infrastructure development, and natural resource conservation and protection are balanced; and

**WHEREAS**, the Plan provides design guidelines to enrich every-day life by providing urban space conducive of public life, establishing a base for urban design, while continuing to build and preserve in accordance with the history of River Falls; and

**WHEREAS**, the Plan serves as a vision and development framework to guide action by government in partnership with private-sector cooperation and organization, community action groups, and neighborhood groups for the future development of downtown River Falls; and

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of River Falls, Wisconsin having considered the input provided by the Planning Commission, Task Force, Resource Members and comments heard at public meetings, hereby adopts the Downtown Design Plan for the City of River Falls.

**PASSED, APPROVED, AND ADOPTED THIS 9<sup>th</sup> day of JULY, 2002.**







