


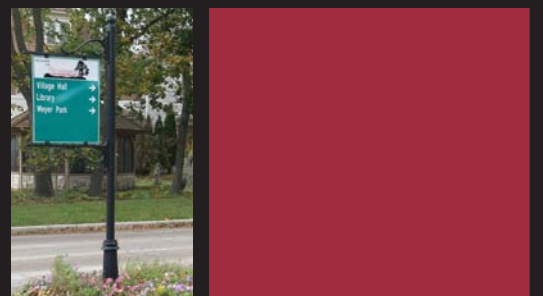
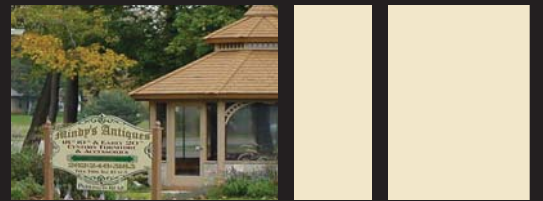
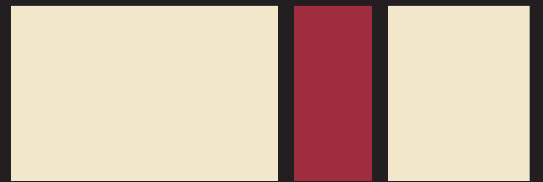
# Sussex

Downtown Design and Development Plan

# Update

Village of Sussex, Wisconsin  
Vandewalle & Associates 

Adopted: July 26, 2011





ORDINANCE NO. 745  
AMENDMENT #6 TO THE 2020 COMPREHENSIVE PLAN  
OF THE VILLAGE OF SUSSEX, WISCONSIN

BE IT ORDAINED BY VILLAGE BOARD OF THE VILLAGE OF SUSSEX, WISCONSIN:

SECTION 1. On March 25, 2003 the Village of Board of the Village of Sussex after meeting all the statutory requirements therefore, adopted its comprehensive Plan pursuant to Wisconsin Statute §66.1001(4)(c); and

SECTION 2. Wisconsin Statutes §66.1001(4) and 62.23(2) provide that villages may from time to time amend, extend, or add to the comprehensive master plan or carry any part or subject matter into greater detail; and

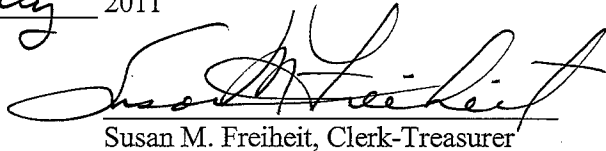
SECTION 3. The Sussex Plan Commission, by a majority vote on June 19, 2011, has adopted a Resolution recommending to the Village Board Amendment #6 to the Village of Sussex Downtown Design and Development Plan which is an addendum to the Comprehensive Plan 2020 in accordance with §66.1001 and 62.23(2) of the Wisconsin Statutes; and

SECTION 4. The Village of Sussex has held a public hearing on July 26, 2011, preceded by Class 1 notice, in compliance with the requirements of §66.1001(4)(d) of Wisconsin Statutes, and the Village of Sussex Community Development Authority held a public open house to receive input from the business community and the public to help update the plan and provided other opportunities for public involvement pursuant to its adopted public participation strategy and procedures; and

SECTION 5. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Village Board and publication as required by law.

Adopted this 26<sup>th</sup> day of July 2011

  
Gregory L. Goetz-Village President

  
Susan M. Freiheit, Clerk-Treasurer

Published 3<sup>rd</sup> day of August 2011

Number of ayes 6

Number of nays 0





# ACKNOWLEDGEMENTS

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Fred Gallant  
Greg Goetz  
Roger Johnson  
Al Olmstead

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# 2011 IMPLEMENTATION SUPPLEMENT ACKNOWLEDGEMENTS

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# INTRODUCTION

The Sussex Downtown Design and Development Plan Update (2003 and May 2011 update) is an update to the Sussex Downtown Design and Development Plan of 1996. The Village should also consider the Sussex Design and Development Plan Update as an addendum to the Village of Sussex Comprehensive Plan 2020 (Adopted 2003).

## UPDATE

This document is intended to assist public officials who are guiding the future vision of Sussex, planning the Village's public improvements, and reviewing design proposals for approval. It is also intended to guide developers as to the Village's expectations for development type, location, design character, and quality.

The Sussex Downtown Design and Development Plan Update describes a vision for the future role and identity of downtown Sussex, and provides a conceptual framework for planning the downtown's future. The Plan describes design strategies, layouts, and guidelines for specific redevelopment areas and sites; identifies public improvement projects; and recommends steps for implementation.



# A S S E S S M E N T

Like many former farming communities on the Metropolitan fringe, Downtown Sussex is at a pivotal point in its history. The westerly growth of Waukesha County puts the Village squarely in the path of new development. Some Village residents may bemoan the forces of growth; others see an opportunity to showcase local businesses, improve services to area residents, and infuse new life into the downtown. As growth continues, downtown Sussex is clearly on the verge of discovery by new residents seeking the Village's inherent qualities: a small town ambiance, urban conveniences, a visible history, and a strong sense of semi-rural sophistication.

It is important that the Village shape new development in a way that respects local history and the sensibilities of local residents. Nowhere is this more important than in the downtown area, symbol of the civic life of the community.





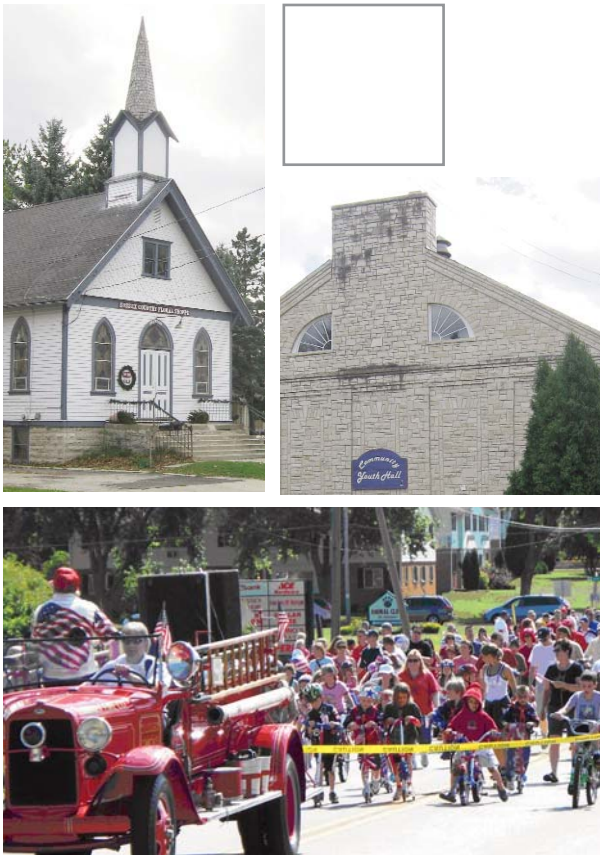
D O W N T O W N T O D A Y

# IDENTITY: GROWN IN A HISTORIC SETTLEMENT

Located at the western edge of the Milwaukee Metropolitan area, and a fair distance north of I-94, the Village has strong regional name recognition, but an indistinct visual image. Indeed, in a county and state known for Indian names, Sussex is perhaps most easily distinguished by its name rather than by any familiar events or landmarks. The name 'Sussex' has a decidedly Norman-Anglo ring to it, while its form of government, 'Village,' has English overtones. The heavy stonework and wrought iron used in various places in the Village reinforces this theme. This iconography could suggest special themes for programmed events in the downtown.

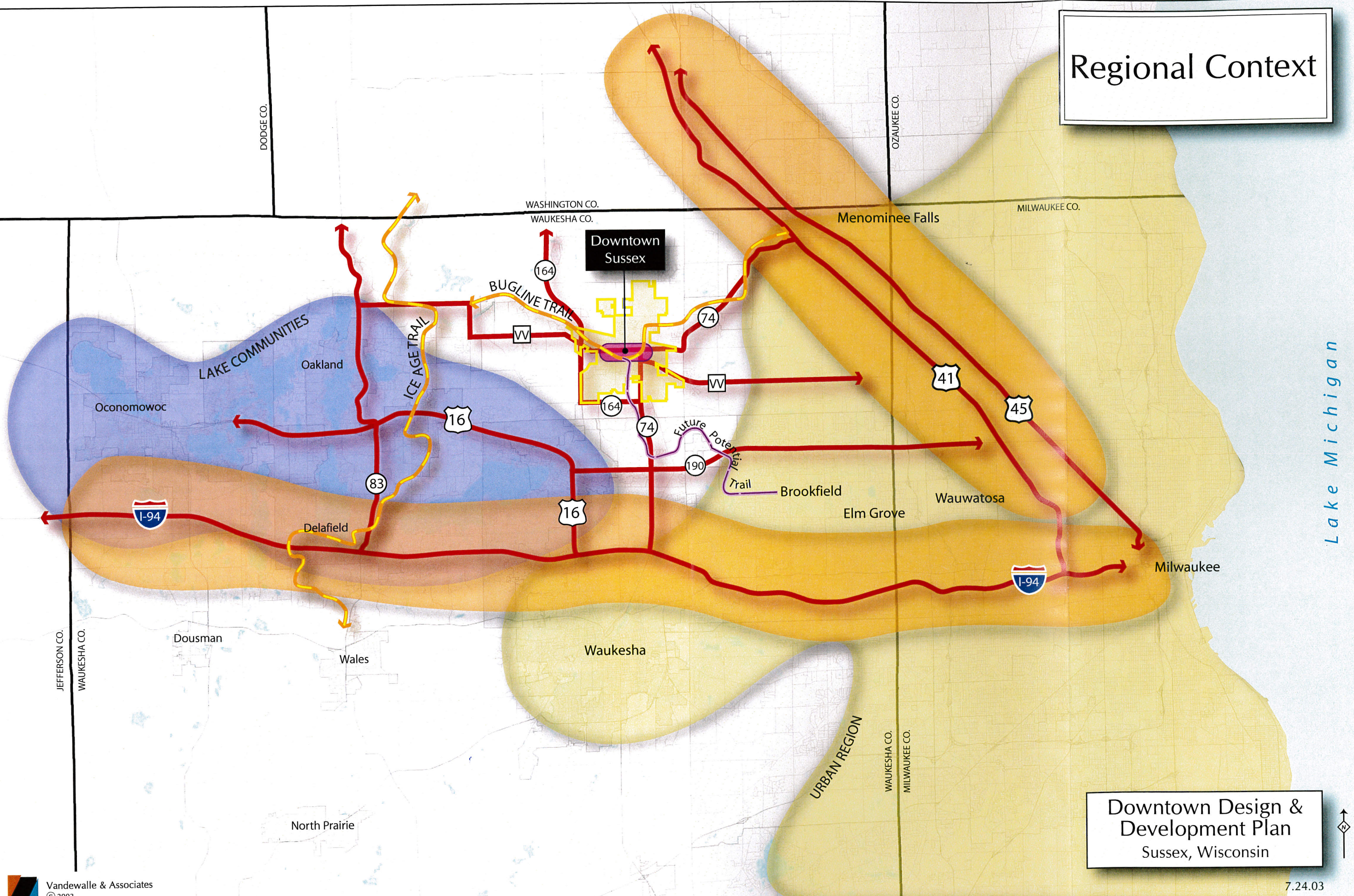
Currently, downtown Sussex is not considered a regional center on the order of Hartland or Wauwatosa. As westward expansion of Waukesha County continues, however, the Village represents one of just a few places in the area where growth can coalesce around a real historic settlement.

From a local perspective, downtown Sussex serves as a district for basic services, convenience shopping, and local government. Anecdotal information suggests that most patrons are local residents who live in, or directly adjacent to, downtown; whereas a handful of establishments, such as Piggly Wiggly, auto repair shops, may draw customers from a wider area.





# Regional Context



Downtown Design & Development Plan  
Sussex, Wisconsin





Downtown Sussex is somewhat unique for the area, in that it represents a walkable environment where multiple errands can be attended to in a single trip. It is also an area where encounters with neighbors and other acquaintances are more a matter of routine than of chance. The Village Hall, the Library, the Grocery store, and the many shops

## ROLE: A WALKABLE VILLAGE CENTER

along Main Street create a complementary mix of activities that is distinctly traditional and Village-centered. These are exactly the types of characteristics that are being designed (with mixed success) into numerous new "neo-traditional" developments throughout the country.

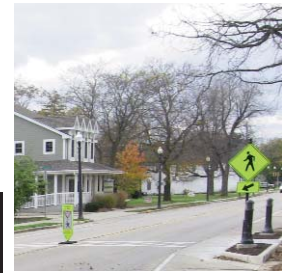
The public input received during the development of this plan suggests that these are the ideals that the Village ought to promote as it works to vitalize its downtown area.

Adaptive reuse of older buildings, traffic calming techniques, traditional neighborhood design, and economic diversification/expansion

are some of the key issues on the minds of local residents. There is also a sense that considerable amounts of local discretionary income is leaking out of the community due to a mismatch between the purchasing power of local households and the lack of purchasing opportunities in the downtown.



i d e a l s



# TODAY: A HISTORIC CROSS-SECTION

**D**owntown Sussex today is neither urban nor rural. Essentially, it is a loose collection of historic structures grouped in individual clusters along Main Street. These groups, or sub-districts, are the major focus areas of this plan. They include: the intersections of Waukesha Avenue and Main Street; Silver Spring Drive and Main Street; and Maple Avenue and Main Street.

The project area boundary is centered on Main Street between Pewaukee Road on the west, and the Wisconsin Central Railroad on the east. The area includes adjacent entry corridors, parks and open space, and neighborhoods.

Because Main Street intersections are widely spaced, the activity pattern in downtown is dispersed. There is also no discernable middle-point to downtown. The downtown area does include an interesting assortment of historic architecture, including Queen Anne, Italianate, Greek Revival, Craftsman, and various Midwestern vernacular styles, along with some interesting examples of early roadside architecture. Many historic residences along Main Street have been converted to light commercial uses, such as small shops and professional offices.

While downtown lacks a true center, it does have several features that give it a strong urban design framework on which to build. Besides the historic architecture, these include: points of entry that are well defined (demarked by changes in road elevation and groups of distinctive buildings that bracket either end of Main Street); a three-point intersection at roughly the middle point of Main Street that could provide a focal point for (and axial views of) important buildings; and the Bugline Trail which straddles the southern edge of downtown and links the community to points east and west.

The wide use of Lannon stone and wrought iron also gives the Village a strong artisan flavor. New development in downtown should seek to further define and accent these features.



D O W N T O W N T O M O R R O W

# A COLLECTIVE VISION

## RELATIONSHIP TO OTHER PLANS

This plan builds upon several previous local planning efforts including most recently, the Village of Sussex Comprehensive Plan 2020. That plan prescribes a number of goals and policies related to the downtown which are expanded upon, and physically detailed in this plan. The Comprehensive Plan also identifies the downtown as a "Smart Growth" area where incremental redevelopment is likely to occur. The Downtown Design and Development Plan therefore can be thought of as a detailed district plan for an area singled out for special attention by the Comprehensive Plan.

Comprehensive plans are by nature general in scope, and provide the policy framework for more specific district plans such as this. Although no single plan takes precedence, it is recommended that this plan be adopted as an addendum to the comprehensive plan to avoid any confusion over the relationship between the two, and to afford this plan the same legal powers extended under the State's "Smart Growth" statute.

## DOWNTOWN DESIGN PLAN

The design plan for downtown contemplates a more active, functional, and visually unified Village center. Downtown Sussex should be a place that is instantly recognized as the community's major activity area and public living room. It should be a place of centrality that accommodates a variety of uses and activities throughout the day, and causes passers-by to pause and take notice of the buildings, people, and activities located there. In both appearance and function, it should present a strong contrast to single-use suburban shopping areas, and be scaled to the needs and movement patterns of pedestrians. Downtown patrons should include both local residents conducting everyday business, and day tourists seeking an interesting destination in which to pass a weekend afternoon or evening.

The downtown district should be short in length, and offer a concentrated number of places and activities that encourage walking and impulsive purchasing. It should have clearly marked entrances and exits, and be set off





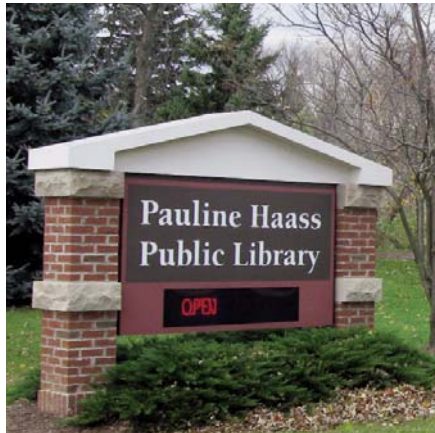
# A COLLECTIVE VISION

from the rest of Main Street through the form, scale, and placement of its buildings; the density of shops and activities; and different pavement treatments and textures.

Although the principal domain of pedestrians and bicyclists, downtown should also be convenient and accessible via automobile. Downtown must invite the casual user as well as the convenience-seeker wishing to run multiple errands in a single trip. The physical arrangement of buildings and other built features must be livable and friendly, as well as offer places of refuge and privacy. Downtown needs to be safe, comfortable, and explorable.

Public input received during the course of this plan revealed the following needs for the downtown area:

- Provide more public gathering places and events
- Create more local shopping
- Protect, preserve, and celebrate historic downtown buildings
- Offer more entertainment venues and specialty businesses
- Initiate transportation management and traffic calming
- Create design improvements to public space (streetscaping and Civic Center)
- Offer programmed downtown activities
- Preserve historic small town atmosphere
- Expand the mix of land uses and things to do
- Incorporate/extend the Bugline Trail
- Promote more walking and biking to/from the downtown



# D O W N T O W N   C O N C E P T   P L A N

Although the purpose of the Plan is to provide a harmonious planning framework for all of Downtown, it seeks to build upon some unique areas already found there. Described below are several of these unique areas, each with its own character. The districts, which include “core” and “transition” districts, are organized along Main Street, Silver Spring Drive, Waukesha Avenue, and the Bugline Trail. Together, they form a grouping of activity centers, each with its own identity and role, which comprise downtown Sussex.

## COMMERCIAL DISTRICTS

### Four Corners Traditional Commercial District

The Four Corners Traditional Commercial District is the western anchor of downtown. Located between the western gateway to downtown and the Civic Core, and focused at the intersection of Maple and Main, this area is the historic center of Sussex. The district contains historic assets and a variety of reuse and redevelopment opportunities. (See Downtown Design and Development for more specific recommendations.)

- Main Street Redesign (Traffic Calming)
- Historic Crossroads
- Commercial Reuse Guidelines (Historic Residential Structures)
- Short- and Long-Term Redevelopment at three quadrants of the intersection
- Community Image
- Cemetery Preservation Restoration
- Historic Walking Tour

### The "Point" (Silver Spring Corners) District

The Point District is located in the heart of downtown Sussex. Located between the Civic Core and the East Main Hilltop District, the area is centered at the crossroads of Main Street and Silver Spring Avenue. The district contains community facilities, Bugline Trail connections, Sussex Creek, and a variety of redevelopment opportunities. (See Downtown Design and Development for more specific recommendations.)

- Village Central Intersection
- Civic Identity
- Commercial Opportunities
- Sussex Creek
- Short- and Long-Term Redevelopment
- Integration of Bugline Trail

### Cannery Crossing District

The Cannery Crossing District is the eastern anchor of downtown Sussex. Located at the crossroads of Main Street and Waukesha Avenue and the eastern gateway to downtown, the area was historically the depot and entertainment center of the community. The district contains employment centers, a state highway, and a variety of redevelopment opportunities. (See 2011 Implementation Supplement for more detailed and updated concepts for this area.)



# D O W N T O W N   C O N C E P T   P L A N

## New Commercial:

- Traditional Restaurants
- Mammoth Springs Residential
- Connection to Quad Graphics
- Rail Connection
- Bugline Trail Intersection
- New Intersection Design
- Architectural Standards

## CORE AND TRANSITION DISTRICTS

### Sussex Center District

The Sussex Center is the geographical and symbolic center of downtown Sussex. The Village Hall, the Library, and the Sussex Civic Center Park create a civic campus where the community business is done and community events are held. (See 2011 Implementation Supplement for more detailed and updated concepts for this area.)

- Enhance "civic presence"
- Maintain open space of park for community events
- Enhance access to creek at Sussex Civic Center Park
- Enhance Village Hall appearance on Main Street
- Coordinate signage throughout civic campus
- Define pedestrian pathways throughout civic campus

See details on page 46, Sussex Civic Center Park.



### West Main Hilltop District

The West Main Hilltop District is primarily a residential area located on a hill that separates the West Main Street Entry Corridor and the downtown proper. It creates an effective west gateway to the center of downtown Sussex.

- Plan for long-term redevelopment of properties on south side of Main Street
- Implement secondary streetscape improvements (as shown)

### East Main Hilltop District

The East Main Hilltop District is primarily a residential area located on a hill that separates The Point District and Templeton Corners Commercial District. It creates an effective eastern gateway to the center of downtown Sussex.

- Maintain historic homes
- Implement secondary streetscape improvements (as shown)



# D O W N T O W N C O N C E P T P L A N

## CORRIDORS

### West Main Street Entry Corridor

The section of Main Street (County VV), located between development related to Highway 164 and Locust Street, is an important entry corridor to downtown. It carries a high volume of traffic, and sets the tone and image for the east-bound entry to downtown.

- Establish design guidelines for commercial properties fronting on Main Street
- Implement secondary streetscape improvements (as shown)
- Enhance Fire Station property
- Enhance Village Park frontage
- Provide downtown welcome signage
- Enhance Bugline Trail crosswalk

### Silver Spring Entry Corridor

The section of Silver Spring Drive (County VV), located between Highway 74 and Main Street, is an important entry corridor to downtown. It carries a high volume of traffic and sets the tone and image for the west-bound entry to downtown.

- Establish design guidelines for properties fronting on Silver Spring Drive
- Implement primary streetscape improvements (as shown)
- Provide downtown welcome signage

### Highway 74 Entry Corridor

The section of Waukesha Avenue (Highway 74), located between Silver Spring Drive and Main Street, is an important corridor adjacent to downtown. Future development in the Templeton Corners Commercial District, high traffic volume, and rail access make long-term development possible in this corridor.

- Establish design guidelines for properties fronting on Waukesha Avenue
- Provide wayfinding signage to downtown

### Maple Avenue Entry Corridor

This section of Maple Avenue, located between Main Street and the elementary school, is an important secondary entry corridor to downtown.

- Implement primary streetscape improvements between Main Street and the Bugline Trail (as shown)
- Provide downtown wayfinding signage to downtown

### Bugline Trail

The section of the Bugline Trail, which travels through downtown Sussex, is an important recreational corridor. The Village should complete a continuous trail through downtown, and make connections between the trail and adjacent neighborhoods and downtown activity centers.

# D O W N T O W N   C O N C E P T   P L A N

## Sussex Creek Environmental Corridor

The Sussex Creek corridor is an important downtown amenity. The Village should maintain the quality of the environmental corridor and utilize the creek for recreational uses and a visual resource.



## Sussex Village Park

The large Sussex Village Park is an important downtown amenity and activity area. The Village should utilize park frontage to improve the image of the downtown, and make connections between the park and the downtown's public, commercial, and residential properties.



## Surrounding residential neighborhoods

The close proximity of surrounding residential neighborhoods to the downtown offers an opportunity to connect the two and increase downtown business and social activity. Improving connections between the hundreds of homes within several blocks of the downtown will increase business traffic, and will help make downtown a social center for the community.





# Concept Plan Downtown Districts

## West Main Street Entry Corridor

- Establish design guidelines for commercial properties fronting on Main Street
- Implement secondary streetscape improvements (as shown)
- Enhance Fire Station property
- Enhance Village Park frontage
- Provide downtown welcome signage
- Enhance Bugline Trail crosswalk

## Four Corners Traditional Commercial

- Main Street Redesign (Traffic Calming)
- Historic Crossroads
- Commercial Reuse Guidelines
- (Historic Residential Structures)
- Short/Long Term Redevelopments @ 3 Corners
- Community Image
- Cemetery Preservation Restoration
- Historic Walking Tour

## Civic Center

- Symbolic Village/Community Center
- Civic Presence
- Preservation of Park as Community Gathering Place
- Main Street Redesign (Traffic Calming)

## East Main Hilltop District

- Maintain historic homes
- Implement secondary streetscape improvements (as shown)

## Cannery Crossing

- New Commercial
- Traditional Restaurants
- Mammoth Springs Residential
- Connection to Quad Graphics
- Rail Connection
- Bugline Trail Intersection
- New Intersection Design
- Architectural Standards

## Downtown Gateway

## Downtown Gateway

## Downtown Gateway

## West Main Hilltop District

- Plan for long-term redevelopment of properties on south side of Main Street
- Implement secondary streetscape improvements (as shown)

## The Point

- Village Central Intersection
- Institutions
- Commercial
- Bugline Creek
- Short-Long Term Redevelopment
- Integration of Bugline Trail

## Highway 74 Entry Corridor

- Establish design guidelines for properties fronting on Waukesha Avenue
- Provide wayfinding signage to downtown
- Cannery-related Redevelopment
- Long-term redevelopment (2020)

## Maple Avenue Entry Corridor

- Implement primary streetscape improvements between Main Street and the Bugline Trail (as shown)- Historic Crossroads
- Provide downtown wayfinding signage to downtown

## Silver Spring Entry Corridor

- Establish design guidelines for properties fronting on Silver Spring Drive- Historic Crossroads
- Implement primary streetscape improvements (as shown) (Historic Residential Structures)
- Provide downtown welcome signage

## Downtown Design & Development Plan Sussex, Wisconsin

Pewaukee Rd

Main St.

Sussex Village Park

Sussex Creek Environmental Corridor

STH. 74/Waukesha Ave.

STH. 74

CTH. VV

Bugline Trail

Bugline Trail

7.22.03

600 0 600 Feet







# DOWNTOWN DESIGN AND DEVELOPMENT

While the Concept Plan provides a framework for downtown Sussex, the following analysis and conceptual designs for three commercial districts provide specific strategies for redevelopment and preservation.

## PRESERVATION AND REDEVELOPMENT ANALYSIS

One purpose of the Master Plan is to help Sussex "manage change" by deciding what to keep . . . and what to change. As a part of this Master Plan process, high priority preservation and redevelopment properties have been identified.

Sites and structures that are strong assets for the downtown's future are identified as high-priority preservation properties. These may include properties that are: historically or architecturally significant, symbolically important to the community, or those that have experienced major new investment.

Properties that negatively impact downtown, and those that have the potential to be assets are identified for redevelopment. These may include properties that are: blighted, have otherwise outlived their usefulness, have a higher and better use, or have a location that can play a significant role in the health of the downtown.

Because redevelopment is a process that occurs over time, these properties are prioritized. Short-term priorities include projects already in the approval process, and those with current developer interest. They include projects that will have an immediate impact both visually and economically, and are likely to spawn further reinvestment. Mid-term priorities are also highly significant to downtown, have immediate development potential, and should be proactively planned by the Village. Long-term priorities have development potential in the future, assuming the continuation of current trends, and the implementation of currently proposed projects.

These redevelopment recommendations represent a long-term vision for downtown Sussex and are intended to guide and coordinate future development planning. This vision will be implemented over time as market forces dictate and property owners choose to redevelop parcels and assembled areas of downtown. (See 2011 Implementation Supplement for more detailed and updated concepts.)

# DEVELOPMENT & DESIGN PRINCIPLES

A number of general design principals should help guide new development in downtown Sussex. These include the following:

- Avoid deep setbacks for new buildings. This will help add physical definition and visual interest to Main Street.
- Consolidate parking on a few shared lots to provide a more compact and cohesive streetscape. Encourage rear-lot parking.
- Vary the footprints, heights, and massing of new buildings to promote a mixed use development pattern.
- Increase the number of access points to the Bugline Trail from Main Street and other points downtown.
- Accent the main entry points to downtown through a more concentrated application of streetscape elements, plantings, and signage.
- Slow traffic through downtown by placing devices and visual cues at key points in the pedestrian circulation system.
- Further promote the use of Lannon stone and wrought iron as the primary design motif for future streetscape improvements.
- Introduce basic wayfinding elements along Highways 74 and VV, so that drivers realize that they are approaching a *destination*, and so they know how to get there.





# DOWNTOWN DESIGN AND DEVELOPMENT

## TOWNSCAPE: GENERAL GUIDELINES

As stated earlier, there are a number of remarkable historic structures in Downtown but no single architectural style predominates. Instead, the Village contains a great deal of architectural diversity and eclecticism.

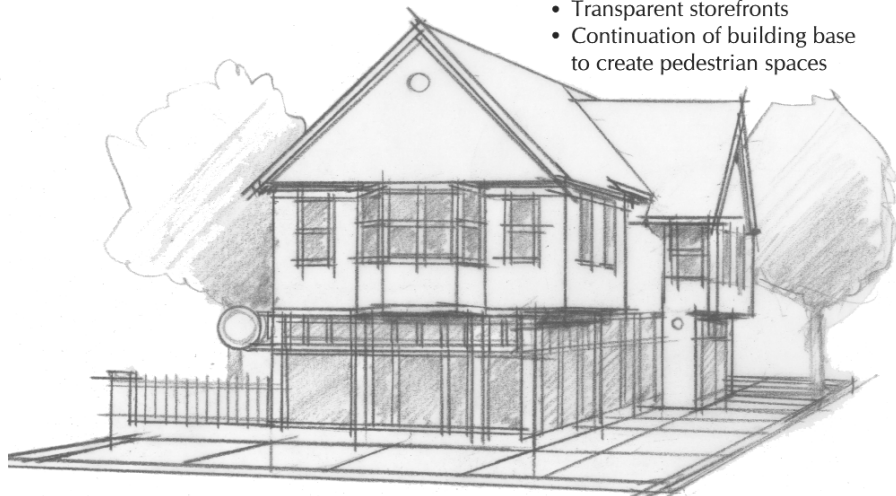
Mandated adherence to a specific architectural style or "theme" when no dominant style exists is an invitation to kitschy historicism, or to put it more bluntly, fake "old timey" architecture. Instead of focusing on architectural pastiche, a more effective way to introduce a consistent visual framework is to continue pronounced land use patterns and create a strong public armature consisting of uniform street and sidewalk surfaces (treatments and dimensions), relatively consistent lot and block patterns (size, spacing, and setbacks of buildings), and consistent streetscaping (e.g. lights, signs, benches, trash receptacles). A strong uniformity in these elements is usually enough to tie together an otherwise disparate collection of buildings. Architecturally, a stronger focus on overall building form, scale, orientation, and materials may make more sense than emulating a specific style that may or may not be "original" to the Village.

Although lacking a dominant style or building typology, the Village does have some surviving agrarian structures and imagery that may provide the rudiments of a basic architectural vocabulary. These elements consist of heavy Lannon stone buildings such as the implement dealership, and the occasional extant silo or outbuilding. These masonry structures along with the frequent use of wrought iron give the Village an artisan feel whose character should carry through to new buildings. The name of the Village may also provide some basic direction as it connotes the understated architecture of English country towns. Generally, these buildings should be simple in overall form and observe a few key design rules:

- Strong gabled roof forms especially for non-commercial buildings. Gable end, or cross-gable facing the street. Overhangs appropriate. (Steep roof pitch + 45 degrees). Dormers preferred on gable sides.

### Sussex townscape & theme:

- Street presence
- Simple overall building form
- Prominent gable roof form
- Projecting bays, bay windows, & overhangs
- Transparent storefronts
- Continuation of building base to create pedestrian spaces



- Frequent use of exterior masonry, preferably rough-hewn stone, but also brick and stucco (particularly on base courses and foundation walls). Cream colored preferred.
- Use of natural materials (wood, glass, stone) instead of synthetic substitutes
- Well articulated doorways and windows (vertically oriented upper story windows, proportional to other structural openings).
- Front facades of commercial buildings containing a minimum of 50% window and door openings (Proportionally less on visible side elevations).
- Definition and articulation of basic structural elements such as rooflines, doorways, lintels, piers, and bays but with a minimum of superficial or non-structural decoration (i.e. "gingerbread").
- Double hung, or casement windows

Again, given the number of styles present in the Village (and since a number of architectural types can fit within the structural envelop described above including Dutch Colonial and a host of other variants), stylistic fussiness should take a back seat to more critical considerations such as building placement, orientation, massing, scale, materials, and roof form. Contemporary interpretations of traditional architectural forms should be favored over false replications of historic buildings.



# DOWNTOWN DESIGN AND DEVELOPMENT

## DOWNTOWN DESIGN DISTRICTS

### Four Corners Traditional Commercial District

This intersection marks the western end of downtown. It is the historic main crossroads of the community and a principal point of entry to the downtown. This area contains a variety of short- mid- and long-term redevelopment opportunities as well as several historic structures that should be preserved and/or incorporated into new development. Many of the historic structures along Main Street may be adapted to uses other than residential.

This area should be viewed as the western doorstep of downtown, and should have a traditional "Main Street" appearance. The design focus should reflect the scale, development pattern, and architectural history of the area. New development should bear a strong relationship to nearby structures through consistent scale, massing, materials, placement, and repetition and/or alignment of prominent structural or ornamental elements. Corner buildings should wrap their respective corners, and pres-

ent a face to both Main Street and Maple Avenue. Through-lot passageways should connect Main Street to the Bugline Trail and adjacent properties wherever possible. Shared parking on rear or side lots should be encouraged as an alternative to individual on-site parking lots.

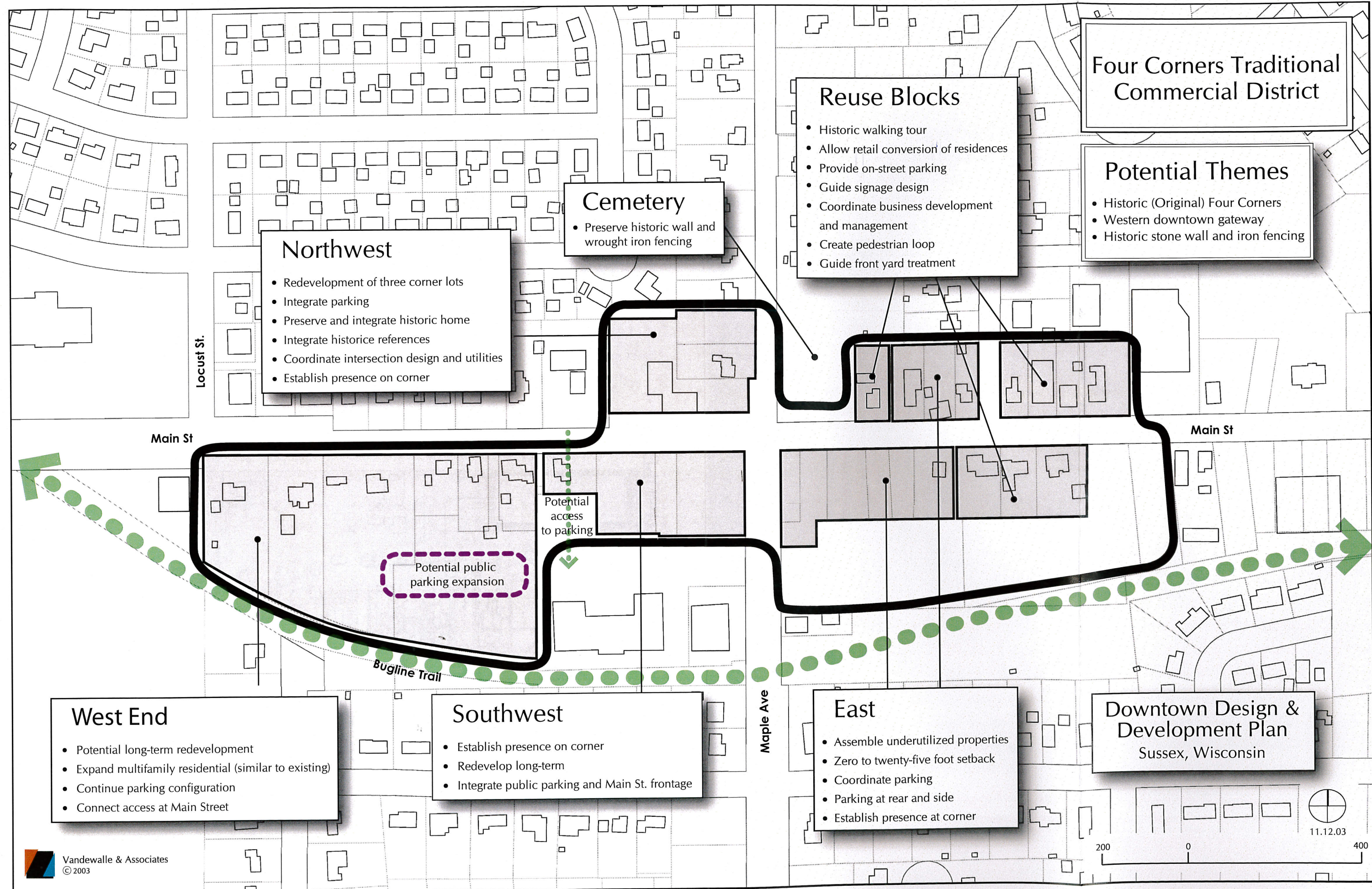
Where individual site conditions allow, residential infill development should continue to occur between buildings lining the south side of Main Street and the Bugline Trail.

The existing properties on both sides of Main Street, between Maple Avenue and the Public Library, are an important asset to downtown Sussex. Several businesses have been successfully established in this area, with the potential for more. Many of the properties are either currently underutilized or have the potential for reuse. High traffic volume on County VV and new adjacent residential projects create opportunities for coordinated redevelopment and reuse. The following strategies and guidelines should be implemented for successful future redevelopment of this site.









**Northwest**

- Redevelopment of three corner lots
- Integrate parking
- Preserve and integrate historic home
- Integrate historic references
- Coordinate intersection design and utilities
- Establish presence on corner

**Cemetery**

- Preserve historic wall and wrought iron fencing

**Reuse Blocks**

- Historic walking tour
- Allow retail conversion of residences
- Provide on-street parking
- Guide signage design
- Coordinate business development and management
- Create pedestrian loop
- Guide front yard treatment

**Four Corners Traditional Commercial District**

**Potential Themes**

- Historic (Original) Four Corners
- Western downtown gateway
- Historic stone wall and iron fencing

Locust St.

Main St

Main St

Maple Ave

Bugline Trail

Potential access to parking

Potential public parking expansion

**West End**

- Potential long-term redevelopment
- Expand multifamily residential (similar to existing)
- Continue parking configuration
- Connect access at Main Street

**Southwest**

- Establish presence on corner
- Redevelop long-term
- Integrate public parking and Main St. frontage

**East**

- Assemble underutilized properties
- Zero to twenty-five foot setback
- Coordinate parking
- Parking at rear and side
- Establish presence at corner

**Downtown Design & Development Plan**  
Sussex, Wisconsin





# DOWNTOWN DESIGN AND DEVELOPMENT

## MAIN STREET FOUR CORNERS SITES

### Strategies

- Unified commercial development
- Symbolic core
- Reuse of existing structures
- Revitalized Main Street frontage
- Streetscape as unifying element
- Connection with community pedestrian system

- Parking: At side and rear, on-street
- Service areas: Screened
- Fencing: Height and color palette
- Provide connection with Bugline Trail
- Coordination with public streetscape
- Roof

See specific guidelines for Corner Retail or Typical Commercial Lots, Signage, and Parking in Appendix A.

### Guidelines

- Sensitive reuse of existing structures
- Setback at Main Street: Existing/variable
- Materials: Restoration of existing
- Height: Existing, one-to-two stories
- Signage: Limited size, Site location, integrated with building



# DOWNTOWN DESIGN AND DEVELOPMENT

## THE POINT (SILVER SPRING CORNERS) DISTRICT

This area marks the geographical center point of Downtown. It is generally defined as the area between the Library and a block east of the angled intersection of Main Street and Silver Spring Drive. It also encompasses the Sentry store, several other retail establishments, and the main portal to the Bugline Trail.

New development in this area should seek to further accent this area as the symbolic heart of the Village. Future uses should seek to create a strong interrelationship between the civic institutions, the creek, and the Bugline and nearby retail and residential buildings. This should be an area with the heaviest pedestrian activity in the Village, and nearby uses should be of the type (and should be designed) to take advantage of high visibility and pedestrian traffic. Ample pedestrian appointments, including traffic-calming devices, should be incorporated into this area.

The civic focus of this sub-district should be given further emphasis through the creation of a community focal point or gathering area centered on or near the creek. All new build-

ings however, should be clearly oriented toward Main Street, with a special importance attached to corner buildings. Proposed buildings on sites that are directionally on-line with the end of Silver Spring Drive should also be held to the highest design standards because of their extremely high visibility. Although it should continue to be accessed from the rear, the Village Hall should attempt to present a more welcoming 'face' to Main Street.

The existing Piggly Wiggly site is an important asset to downtown Sussex. Its proximity to Main Street, the Village park, and Sussex Creek, and the Village Hall make it valuable commercial property, and highly influential on the character of downtown Sussex. The following strategies and guidelines should guide redevelopment of this site. (See 2011 Implementation Supplement for more detailed and updated concepts for this area.)



### Piggly Wiggly Site

- Coordinate traffic access with Village Hall/Library entry drive
- Locate new structures on Main Street R.O.W. (zero setback) to dimension matching existing buildings to the west
- Locate parking at rear and/or side
- Provide pedestrian and bicycle connection between site and Bugline Trail
- Explore integration of existing structure for development cost savings
- Manage site's storm water in order to protect creek  
Utilize creek as natural amenity

### Potential Themes

- Village center
- Bugline Trail
- Community institutions

### The Point District

### North

- Assemble sites at northeast corner of Main Street and Orchard Drive
- Explore integration of existing structures for development cost savings
- Redevelop existing corner site with landmark structure
- Locate parking at rear and/or side
- Explore potential pedestrian connection with Hillview Road
- Provide vehicular access from Orchard Drive
- Locate new structures on Main Street R.O.W. (zero setback)
- Consider shared public parking area

### East

- Redevelop "point" site (long-term). Explore potential integration with Community Youth Center site
- Explore assemble of sites to the east of Community Youth Center for long-term commercial use

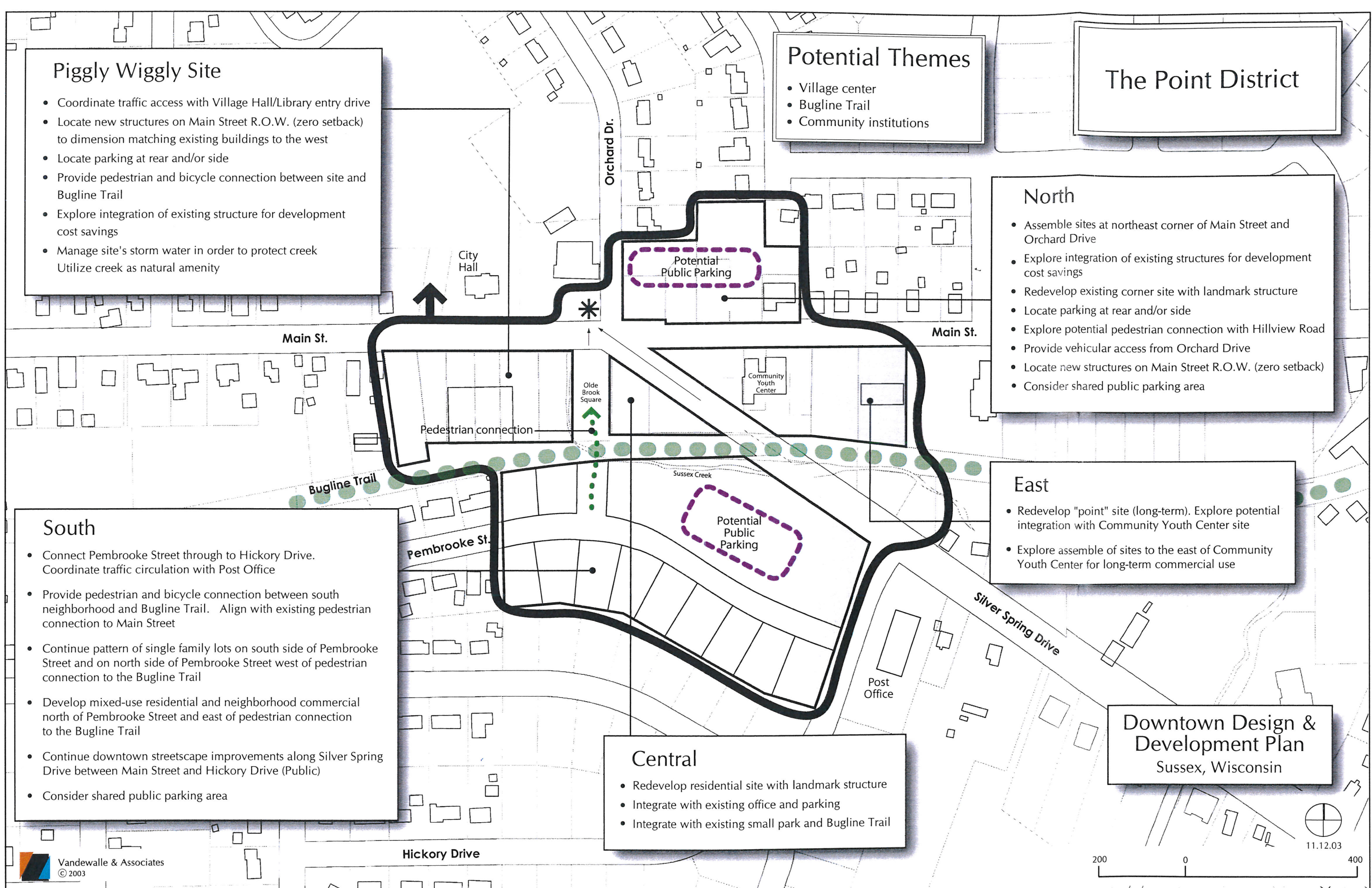
### South

- Connect Pembroke Street through to Hickory Drive. Coordinate traffic circulation with Post Office
- Provide pedestrian and bicycle connection between south neighborhood and Bugline Trail. Align with existing pedestrian connection to Main Street
- Continue pattern of single family lots on south side of Pembroke Street and on north side of Pembroke Street west of pedestrian connection to the Bugline Trail
- Develop mixed-use residential and neighborhood commercial north of Pembroke Street and east of pedestrian connection to the Bugline Trail
- Continue downtown streetscape improvements along Silver Spring Drive between Main Street and Hickory Drive (Public)
- Consider shared public parking area

### Central

- Redevelop residential site with landmark structure
- Integrate with existing office and parking
- Integrate with existing small park and Bugline Trail

### Downtown Design & Development Plan Sussex, Wisconsin







# DOWNTOWN DESIGN AND DEVELOPMENT

## PIGGLY WIGGLY SITE

### Strategies

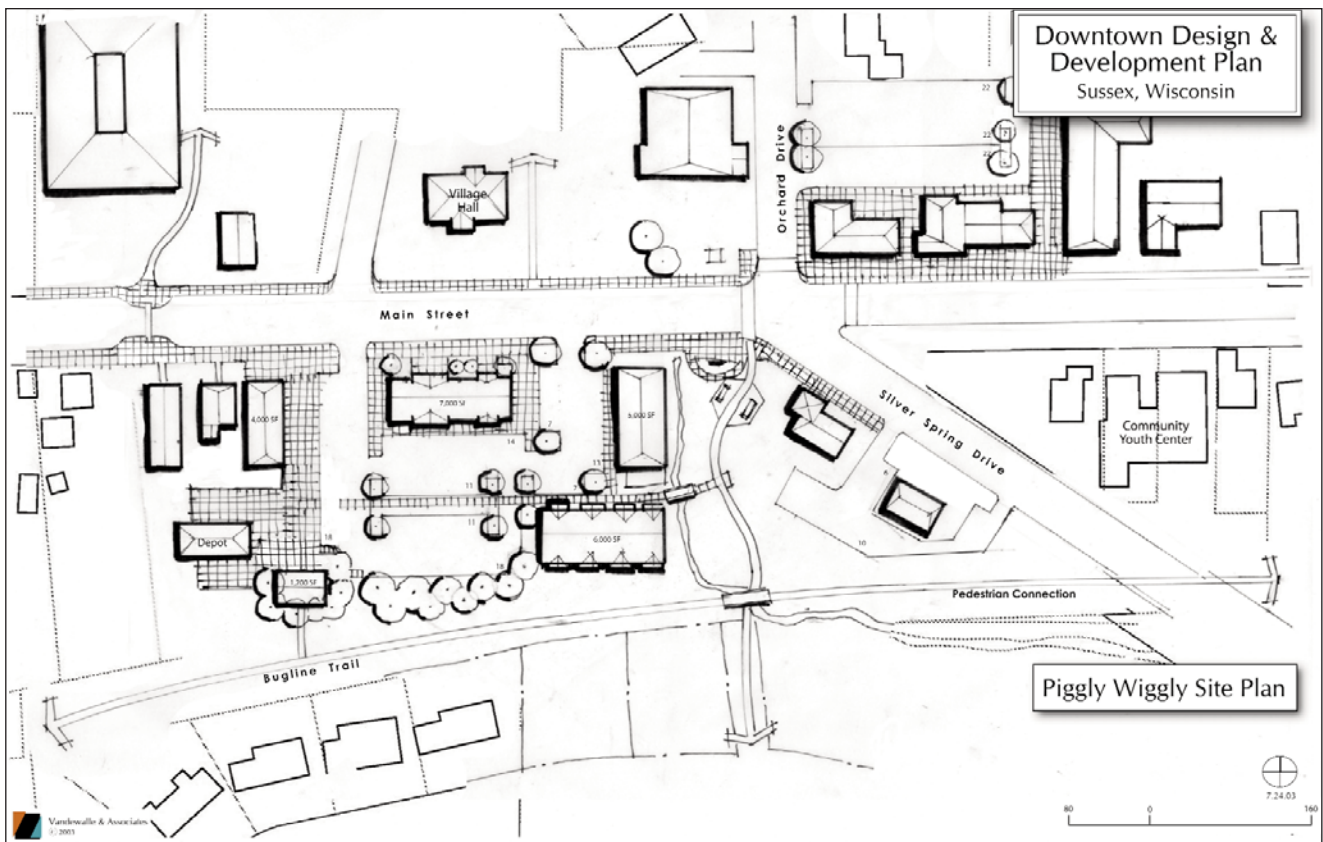
- Unified complex of commercial development
- Revitalized Main Street frontage
- Orientation to corner park and creek
- Integration with existing Main Street businesses
- Connection with Bugline Trail

### Guidelines

- Setback at Main Street: Minimal (i.e. five to fifteen feet)
- Setback at Creek: (Minimum required setback)
- Materials: Brick field, Limestone or pre-cast trim
- Style: Sloped roof
- Signage: Integrated with building
- Parking: At rear, coordinated, 3/1000 square feet or less
- Service areas: Screened
- Align access with Village Hall entry drive
- Provide pedestrian access from Bugline Trail
- Provide pedestrian access from corner park

See specific guidelines for Retail and Commercial Lots, and Parking in Appendix A.

See 2011 Implementation Supplement for Detailed and Updated Concepts



# DOWNTOWN DESIGN AND DEVELOPMENT

## CANNERY CROSSING DISTRICT

The pending development of Mammoth Springs will effectively bring downtown closer to the Highway 74 corridor. It will help anchor the eastern end of Main Street, and connect the central business district to the principal north-south highway serving the area.

New development in this sub-district should contain a compact mixture of retail and residential uses that build on the existing road-house flavor of the area, and help announce the presence of downtown. New buildings should provide a strong edge to the street through shallow setbacks and corner buildings that bracket the intersection. The intersection should be tied to the heart of downtown through a consistent streetscape theme, including directional signage to the center of Main Street. A new trailhead to the Bugline, and connections to the rail yards area, should also be incorporated into future redevelopment.

Over the long term, the east side of Waukesha Avenue between Silver Spring Drive and Main Street, should be redeveloped in a complementary manner. A mixture of residential and commercial uses, arranged in a more compact and interconnected pattern, would provide a stronger approach to this key intersection and to the downtown.

The existing properties to the northwest of the intersection of Waukesha Avenue and Main Street are an important asset to downtown Sussex. Many of the properties are currently underutilized. Its high visibility from Highway 74 makes this a valuable commercial property, with the potential to strongly influence the character of downtown. This represents an opportunity to create a quality commercial and residential redevelopment project at the western gateway to downtown Sussex. The following strategies and guidelines should guide the future redevelopment of this site. (See 2011 Implementation Supplement for more detailed and updated concepts.







**Northwest**

- Assemble underutilized properties
- Integrate Bugline Trail and trailhead
- Redevelop corner site (potential bike shop)
- Encourage new streetfront commercial development
  - Implement-related business
  - Restaurant, Diner
  - Bicycle sales and service
- Coordinate and share parking
- Encourage multifamily residential (internal)
- Match existing Main Street streetscape
- Manage storm water

**Cannery Crossing District**

**Potential Themes**

- Templeton
- Bicycle/recreation
- Rural industrial
- "Roadhouse"
- Rail (Existing and Bugline)

**Northeast**

- Coordinate with redesign of Highway 74
- Preserve existing restaurant at corner
- Explore rail-related retail

**Southeast**

- Coordinate with redesign of Highway 74
- Assemble & redevelop underutilized properties

**Downtown Design & Development Plan**  
Sussex, Wisconsin





# DOWNTOWN DESIGN AND DEVELOPMENT

## GATEWAY SITE AT TEMPLETON CORNERS

### Strategies

- Currently underutilized properties
- Unified complex of mixed-use development
- Revitalized Main Street frontage
- Integration with Bugline Trail
- Relationship with Mammoth Springs

### Guidelines

#### Commercial sites:

- Setback: Minimal (i.e. five to fifteen feet)
- Materials: Brick field, Limestone or pre-cast trim
- Height: Two stories
- Style: Sloped roof
- Signage: Integrated with building

- Parking: At rear, coordinated, 3/1000 square feet or less

- Gas station corner treatment: Wall, signage, landscaping

- Service areas: Screened

#### Public sites (Bugline Trail):

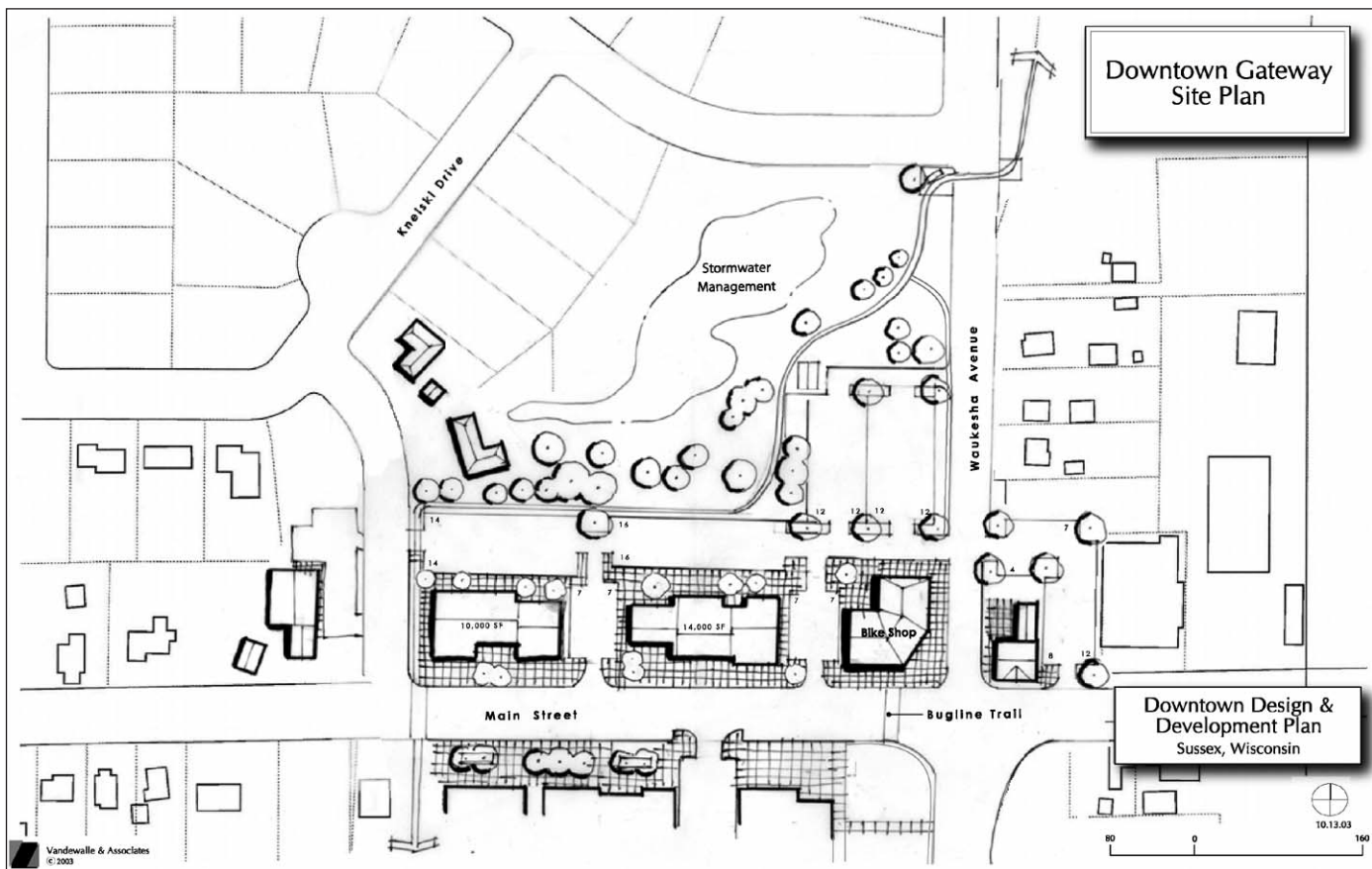
- Height: One-story information facilities
- Materials: Brick field, Limestone or pre-cast trim

- Style: Sloped roof

- Parking: Screened with landscaping

See specific guidelines for Commercial and Retail Lots, Store Fronts, and Parking in Appendix A.

See 2011 Implementation Supplement for Detailed and Updated Concepts



# DOWNTOWN PUBLIC IMPROVEMENTS

Public improvements will play an important role in the health of downtown. They provide the necessary infrastructure to support the functions of the community and the amenities to enhance its livability. Village improvements will:

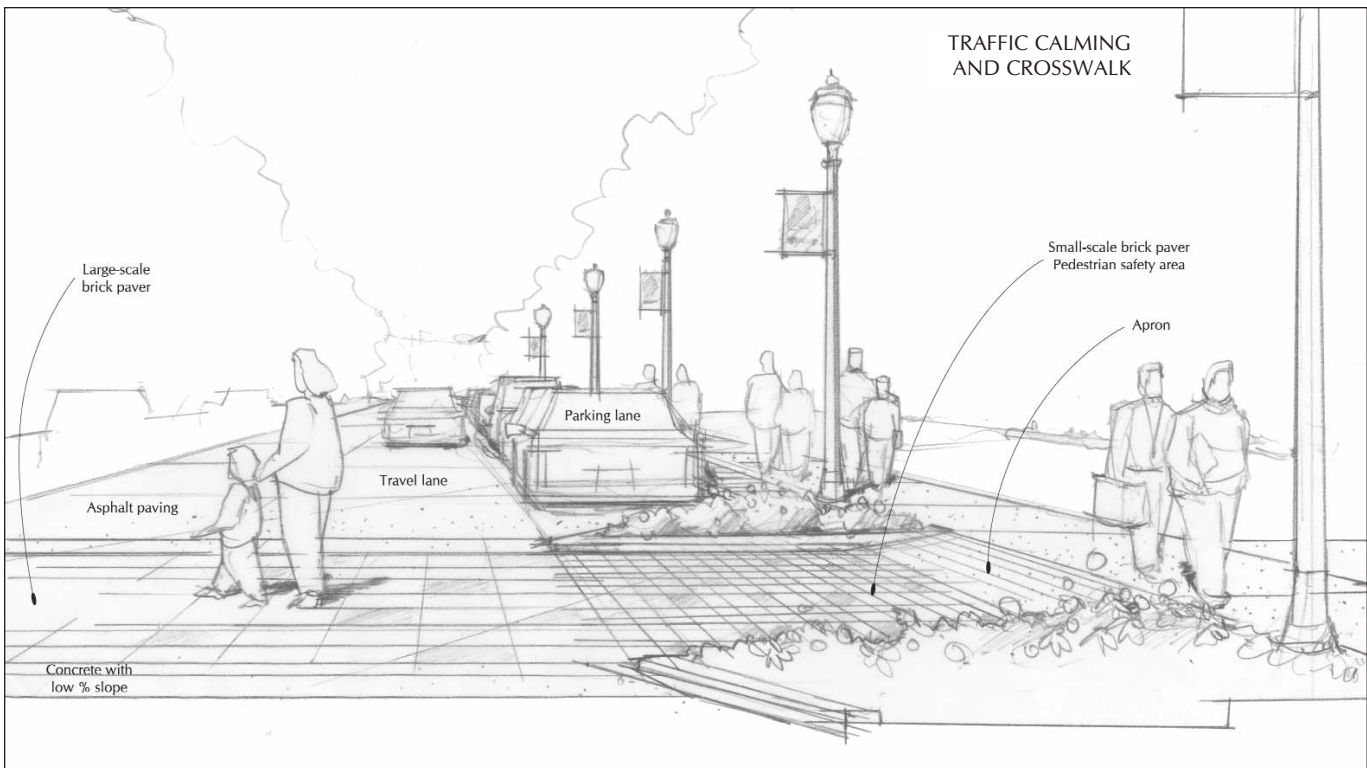
- Unite the downtown districts
- Connect the downtown to surrounding residential neighborhoods
- Create an identity for Main Street
- Enhance pedestrian safety
- Welcome out-of-town visitors

Village public improvements will include street infrastructure improvements, pedestrian and bicycle pathways, streetscape improvements (including street furniture), signage, and park improvements.

## STREET RIGHT-OF-WAY IMPROVEMENTS

### Street Improvements (Main Street)

- Install contrasting paving materials and/or striping to indicate on-street parking areas. Emphasize separation of parking areas from travel lanes.





# DOWNTOWN PUBLIC IMPROVEMENTS

## Traffic Calming and Crosswalk Improvements (Main Street and Waukesha Avenue)

- Accent Main Street pedestrian cross-walks. Add pedestrian signals.
  - Maple Avenue
  - Silver Spring Drive
  - Waukesha Avenue
  - Sussex Public Library
  - Proposed crossing of the Bugline Trail at Orchard Drive
  - Youth Center
- Reconstruct Bugline Trail crosswalks using change in material.
  - West side near Public Safety Building
  - East side near trailhead
- Install pedestrian islands at Main Street and Silver Spring Drive

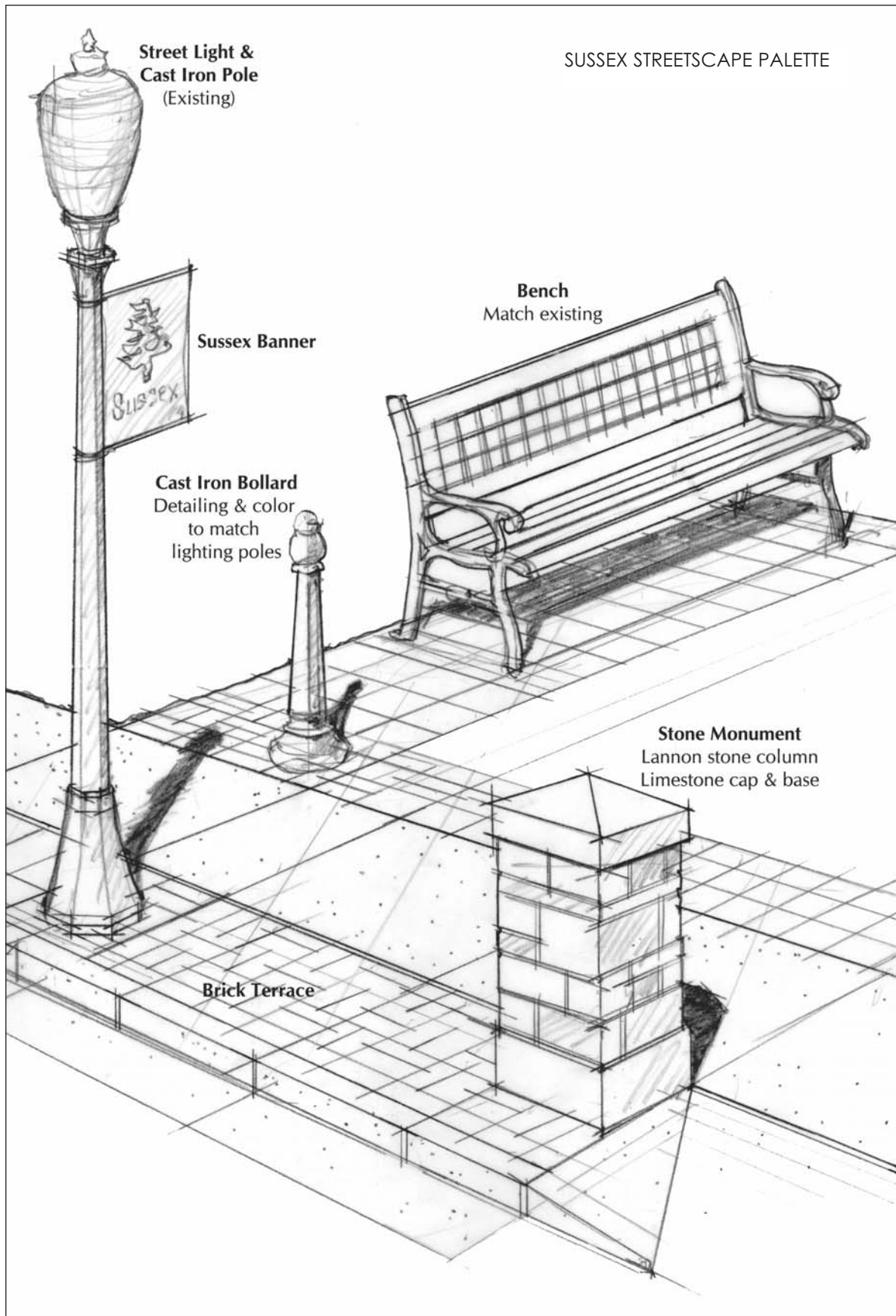
- On street light poles
- Also use on poles and bracket mounts on buildings
- Stone Monument (Lannon stone to match existing)
  - Use as base for
  - Use as features at pedestrian gateways
- Bench (to match existing)
  - Locate at pedestrian waiting and watching areas
- Bollard (to match existing cast iron)
  - Use to indicated separation between pedestrians and vehicles
- Concrete curb and gutter
- Concrete sidewalk

## SUSSEX STREETSCAPE PALETTE

A consistent use of materials and streetscape furniture throughout downtown will help to create a strong image for downtown, and help to visually unite the area despite diversity in age and style of existing buildings. Use the following palette of materials and street furniture in all public areas and in existing and new projects.

- Street Light/Pole (Pedestrian-scaled)
  - At regular intervals (to match existing) on Main Street
  - At intersections of pedestrian paths
- Banner (Sussex color and logo)

# DOWNTOWN PUBLIC IMPROVEMENTS



# DOWNTOWN PUBLIC IMPROVEMENTS

Streetscape Improvements (Main Street, Silver Spring Drive, and primary intersections)

- Install “primary streetscape amenities” (brick terraces between curb and sidewalk, period pedestrian-scaled street lights to match existing, and banners to match existing) on Main Street.
  - Between Maple Ave. and Silver Spring Dr.
  - Maple Avenue and Silver Spring Drive Intersections
  - Between Orchard Drive and Waukesha Avenue
  - Orchard Drive and Waukesha Avenue Intersections
  - Parking
- Install “primary streetscape amenities” (brick terraces between curb and sidewalk, period pedestrian-scaled street lights to match existing, and banners to match existing) on Maple Avenue.
  - Between Main Street and Hickory Drive
- Install “secondary streetscape amenities” (period pedestrian-scaled street lights to match existing, and banners to match existing) on Main Street.
  - Between the fire station and Maple Ave.
- Install Lannon stone pylons in terrace area at mid-block, traffic-calming and intersection crosswalks.
- Install seating areas at the intersections of traffic calming crosswalks and Main Street sidewalks. Seating areas should be placed outside of the flow of walkways, and be furnished with benches, trash receptacles, and pedestrian-scaled lighting.

## BICYCLE AND PEDESTRIAN NETWORK

Bugline Trail

- Complete Bugline Trail. Match existing trail type and quality.
  - Between Silver Spring Drive and Trailhead at Waukesha Avenue
- Create trail “nodes” where new connections are made to the Bugline Trail. Amenities could include a pull-off area, wayfinding signage and map, and benches.
  - Westchester Drive
  - County VV
  - Oak Drive
  - Maple Avenue
  - Depot Museum
  - “Point” Park
  - Silver Spring Drive
  - Mammoth Springs Development
  - Trailhead at Waukesha Avenue





# DOWNTOWN PUBLIC IMPROVEMENTS

Pedestrian and bike pathways and connections

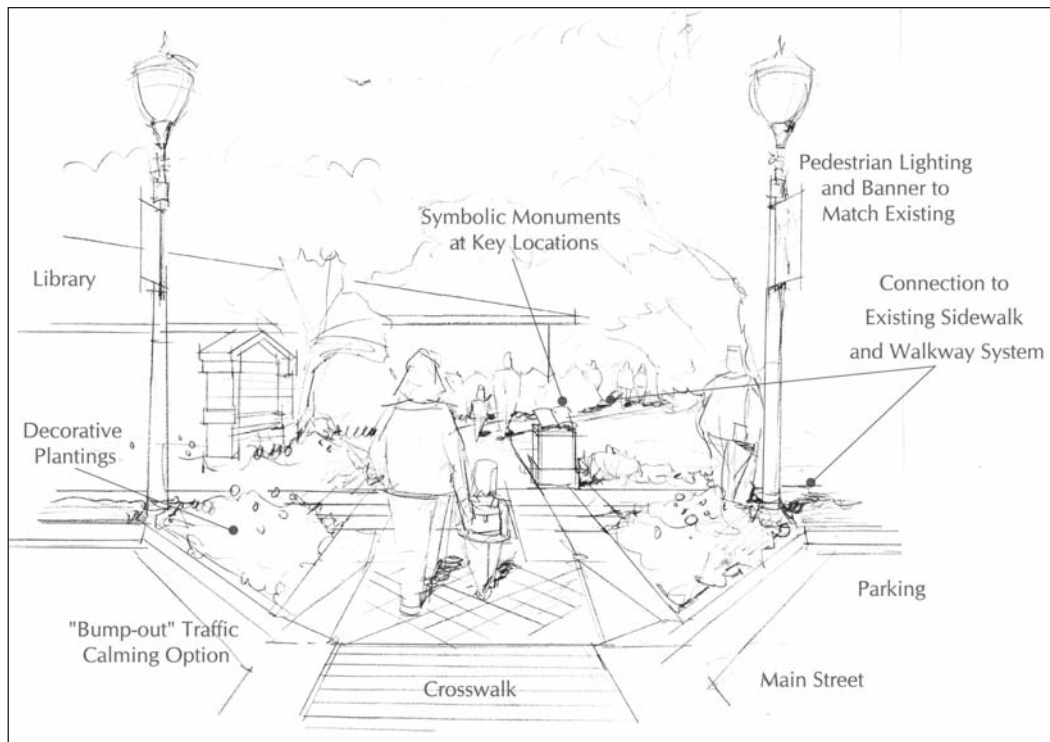
■ Designate on-street bike routes and pedestrian routes. Where warranted for traffic separation from bicycles, create designated bike lanes. Where warranted for traffic separation from pedestrians, construct sidewalks or roadside pathways. (See “Proposed On-Street Collectors” on Circulation Improvements plan.)

- Westchester Drive
- Locust Drive
- Oak Drive
- Ash Street
- Maple Avenue
- Elmwood Avenue
- Park Court
- Pembroke Street

- Silver Spring Drive
- Orchard Drive
- Pine Terrace
- Hickory Drive
- Ivy Avenue
- Outer Circle Drive

■ Construct shared bicycle and pedestrian path. (See “Proposed Bicycle/Pedestrian Path” on Circulation Improvements plan.)

- Between Ivy Avenue and Bugline Trail
- Between Linda Drive and Orchard Drive
- Between Linda Drive and Outer Circle Drive
- Between Main Street and Bugline Trail
- Between Hillview Road and Main Street
- Between Spring Green Park and Bugline Trail



# DOWNTOWN PUBLIC IMPROVEMENTS

## SIGNAGE

### Welcome

- Install downtown welcome signage and feature. (See “Downtown Gateway” on Circulation Improvements plan.)
  - Public Safety Building (west side) on County VV
  - Crest of hill (west side) on County VV
  - Bugline Trail on Silver Spring Drive (County VV)
  - Crest of hill (east side) on Main Street

### Wayfinding

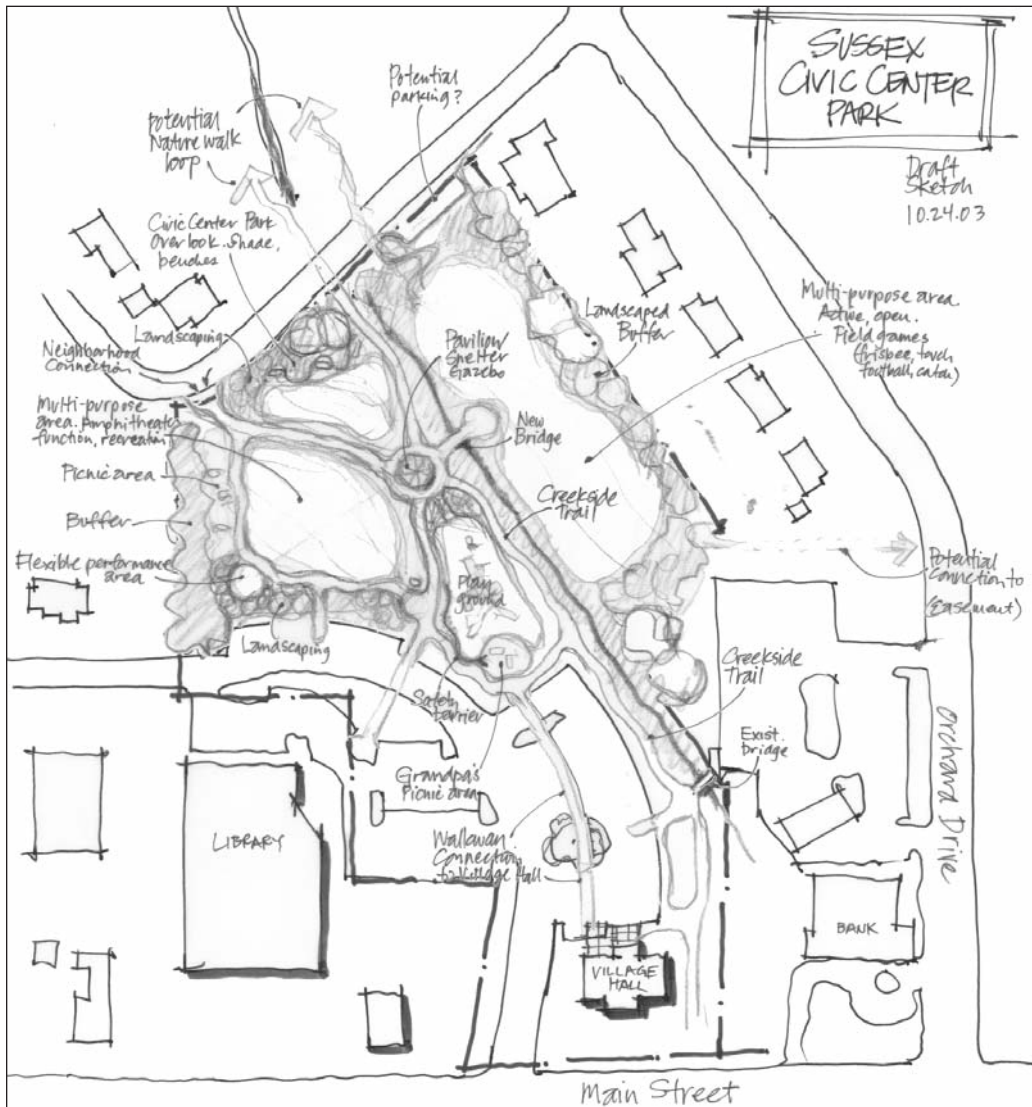
- Install downtown wayfinding signage (see “Wayfinding Information” on Circulation Improvements plan.)
  - Public Safety Building (west side) on County VV (east bound)
  - Crest of hill (west side) on County VV (east bound)
  - Maple Avenue approaching Main Street (north and south bound)
  - Silver Spring Drive approaching Main Street (northwest bound)
  - Main Street approaching Silver Spring Drive (west bound)
  - Waukesha Avenue approaching Main Street (north and south bound)
  - Main Street (Highway 74) approaching Waukesha Avenue (west bound)

### Pedestrian and Trail

- Install downtown wayfinding signage. (See Circulation Improvements plan.)
- Bugline Trail (near Maple Avenue, Silver Spring Drive, and Waukesha Avenue)
- Major pedestrian and bike connections to downtown



# DOWNTOWN PUBLIC IMPROVEMENTS



## PARKS AND OPEN SPACE

### Sussex Civic Center Park

Located at the heart of downtown and adjacent to the Village Hall and Public Library, the Civic Center Park is Sussex's central park. It should remain an important public open space for community gatherings, play, and relaxation.

- Maintain existing playground and adjacent picnic area. Add safety barrier between the playground and parking lot.

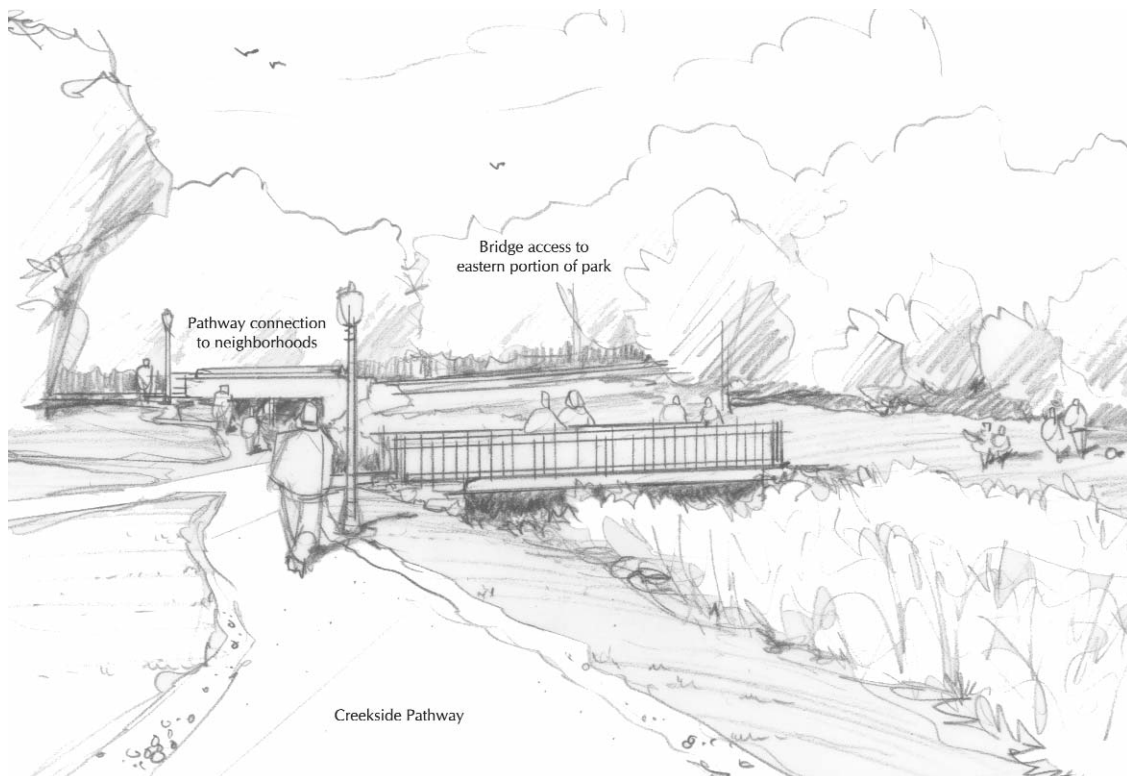
- Create pathways within the park connecting to adjacent neighborhoods and the Library. Connect to Village Hall through existing parking lot and tree island. Include a creek-side trail connecting Main Street and neighborhoods to the north.
- Construct a park shelter which may be open or include public rest rooms, water, electrical, etc. Also construct an information kiosk at a key pathway intersection.



- Create an evenly graded, slightly sloped, multi-purpose area to be used for public gatherings, performance events, and field recreation (located at the existing central open area). Also create a flexible performance stage at the corner of this area.
- Create an additional multi-purpose area east of the creek for informal and organized field recreation. Construct bridge over creek for access to eastern portion of park.
- Enhance edges of park with seating and landscaping. Enhance buffer at edges adjoining residential lots.

#### PUBLIC PARKING

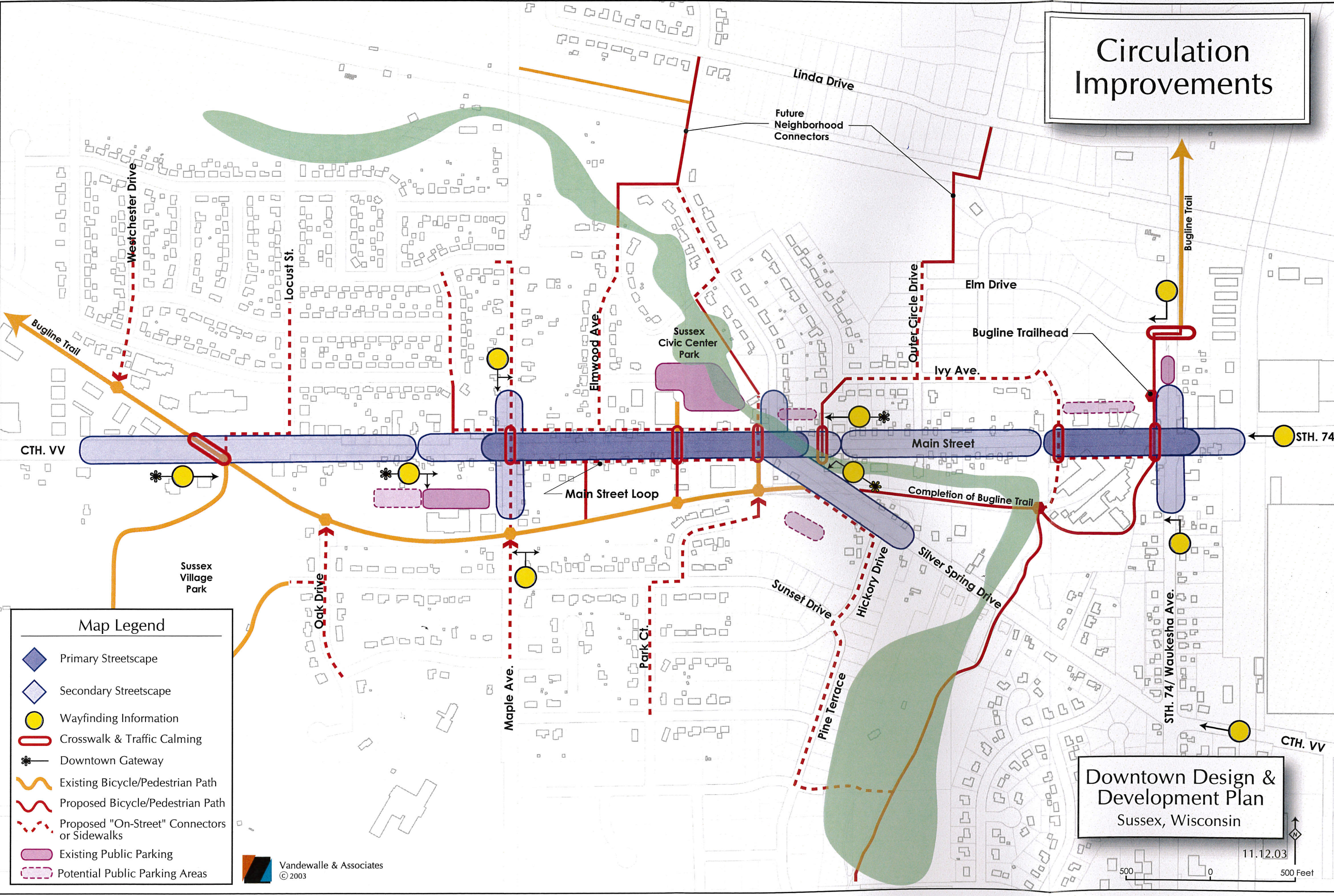
- Introduce/expand public parking lots in each of the three special districts (see graphic on page 41).
- Make sure that these lots are well landscaped and accessible (see specific guidelines for Parking in Appendix A.
- Preserve as much on-street parking as possible. Explore angled parking along one side of Main Street.







# Circulation Improvements



**Map Legend**

- Primary Streetscape
- Secondary Streetscape
- Wayfinding Information
- Crosswalk & Traffic Calming
- Downtown Gateway
- Existing Bicycle/Pedestrian Path
- Proposed Bicycle/Pedestrian Path
- Proposed "On-Street" Connectors or Sidewalks
- Existing Public Parking
- Potential Public Parking Areas

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**Downtown Design & Development Plan**  
Sussex, Wisconsin

11.12.03  
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SUSSEX Downtown Design and Development Plan UPDATE





P L A N I M P L E M E N T A T I O N

# MAKING IT HAPPEN

Implementation of the plan will require several regulatory, capital improvements, and private sector actions including the following:

- Adopt the plan as an addendum to Comprehensive Plan.
- Reaffirm downtown as one of the "smart growth" planning areas required under that plan.

## PROJECT PRIORITIZATION AND TIMING

The selection and timing of design-related projects should generally be influenced by the following factors:

- The opportunity to piggy-back a project on other projects - both public and private
- The project's potential to tie together existing attractions and activity areas
- The ability of the project to spawn desired private investment on underutilized sites
- The cost of the project and the availability of funding sources
- The project's ability to remove and reverse dangerous and/or unsightly conditions in heavily used and highly visible areas

Using these criteria it seems that the Village's initial focus should be on the Templeton Corners area and the section of Main Street between Silver Spring and Maple. The reconfiguration of the Highway 74 and Main intersection, along with the Mammoth Springs development in particular, offer opportunities to leverage planned improvements and to get them at least partially funded

through negotiated development review (especially where opportunities for alternative transportation may be present).

As a general rule, anytime a public right of way is torn up for expansion or maintenance an opportunity is presented to put it back together in an improved fashion. The demolition itself is a value-added (hard cost) that should be capitalized on whenever possible. The Village should enter into discussions with the County to program new streetscape improvements and connections to the Bugline Trail in the proposed improvements for County Highway 74. Transportation enhancement monies are specifically earmarked for such improvements.

The section of Main Street between Silver Spring and Maple, on the other hand, represents the heart of the downtown district. Public streetscape improvements, including traffic-calming measures, along this stretch will help reinforce this identity and link many of the district's existing attractions such as the Village Hall, Library, Sussex Center Park, and the Bugline Trail. These improvements are needed to unify the loosely structured development pattern found here and elsewhere along the corridor.





# MAKING IT HAPPEN

These improvements will also tie together two of the special design districts identified in this plan, and 'wrap' them into a larger design image for the downtown. The need for traffic-calming measures are especially acute along this stretch of Main Street as a way to set-off this area from the rest of Main Street and to tie together the features previously mentioned.

Generally, public streetscape improvements in commercial districts are the types of projects best paid for through tax increment financing (TIF). This is because they can help spawn new private investment and tax base that can service the debt incurred from the improvements. Although grants for this work should be sought, the Village, given its current inability to use TIF, may consider postponing many of these improvements until the current TIF is retired. Another option is the creation of a Business Improvement District (BID) to fund special projects in the downtown. Meanwhile any contemplated general fund expenditures for

public improvements may be better spent on projects off of Main Street such as trail connections, park improvements, and property/easement acquisitions which are harder to fund



under TIF due to the lack of direct or immediate impact on adjacent property values. A list of potential grant funds for trail projects is included in Appendix B.

Although streetscaping and traffic-calming are both important aspects of making downtown a more pleasant environment, the private redevelopment of underutilized parcels and the creation of a tighter downtown district may not reach full fruition until the issues of parking and land assembly are resolved. The Village should begin to explore the possibility of acquiring property for consolidated redevelopment and public parking at select locations identified in this plan. The availability of off site parking, combined with reduced parking standards, will maximize Downtown's redevelopment potential, thus creating a more tightly knitted, pedestrian-focused downtown and a more concentrated tax base. Private redevelopment projects on publicly acquired land, on the other hand, are ideal TIF projects since their subsequent sale provides a built-in tax revenue stream, and because they can involve special design covenants attached to a public-private development agreement.

## ZONING AND DESIGN STANDARDS

### Recommended Zoning Changes:

- Consider adding maximum dimensional standards and volumes for buildings in the B-4 Central Mixed Use district to limit their overall scale and mass. For instance, a maximum single floor square footage of 5000 square feet.

- Consider minimum and maximum lot coverage ratios that reflect the existing pattern, spacing, and ratios of indoor to outdoor space. (e.g. 60% minimum, 80% maximum building coverage)
- Consider maximum parking ratios that reflect urban rather than suburban standards (i.e. one space for every 400 square feet of commercial floor space.)
- Consider requiring minimum building heights of at least two stories.
- Consider changing "off-street parking and loading" to a conditional use tied to specific downtown design standards.

#### ADDITIONAL DESIGN GUIDELINES

- Consider adding a section to the Village's Design Guidelines that specifically addresses the downtown area:
- Include a standard that prescribes a minimum ratio of openings (i.e. windows and doors) to solid (opaque) surfaces for all new building facades.
- Incorporate (codify) additional site-specific design guidelines discussed elsewhere in this plan.
- Cross-reference B-4 zoning requirements and downtown design guidelines in both documents.

#### DEVELOPMENT INCENTIVES

- Consider granting zoning density bonuses or tax abatements in exchange for the dedication of public easements to Bugline Trail, or the private development of public streetscape improvements.
- Encourage outdoor seating and displays to help enliven Main Street.

#### OTHER ACTIONS

- Retain control over east end of Main Street in order to exercise greater local control over traffic-calming and on-street parking.
- Program public streetscape improvements into a Capital Improvements Plan coordinated with anticipated private development and other public improvements.
- Work to consolidate parking in a few public or shared lots rather than on numerous individual sites.

## FUNDING OPTIONS

Funding for public streetscape improvements could come from a variety of sources other than tax increment financing (TIF). Besides general revenue, these may include or involve the creation of a Business Improvement District (BID), or through grant solicitation. Of the latter, Federal TEA-3 transportation enhancement funds may be promising due to the relationship between downtown and the Bugline Trail.

A list of potential grant sources for public trail projects is included in Appendix B.





## APPENDIX A: SUPPORTING DESIGN GUIDELINES





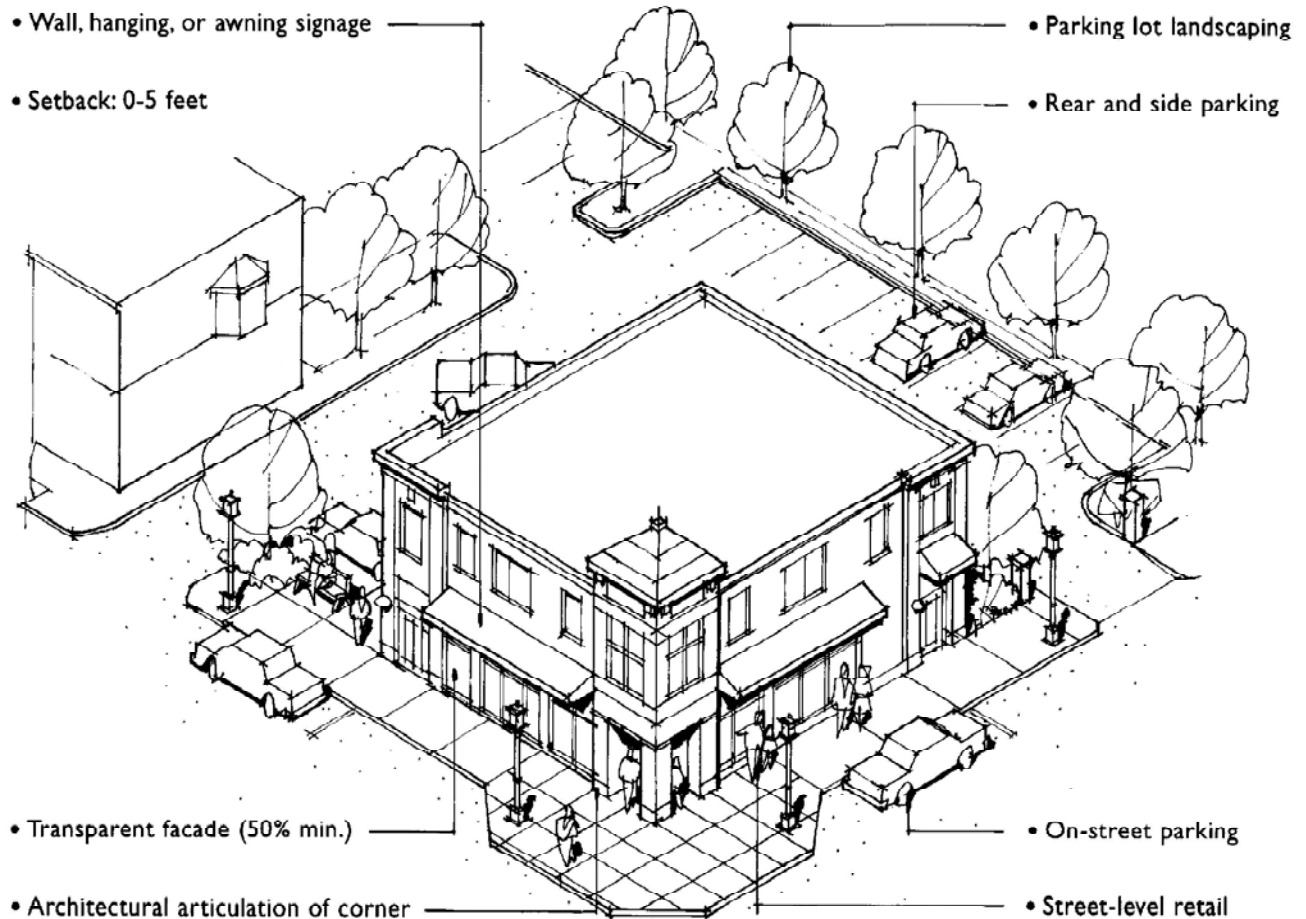
*Sussex*

**Downtown Design Guidelines**

## Corner Retail Lot

The following guidelines are appropriate for corner commercial lots. Corner lots are important because they are highly visible and accessible. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled, corner commercial development.

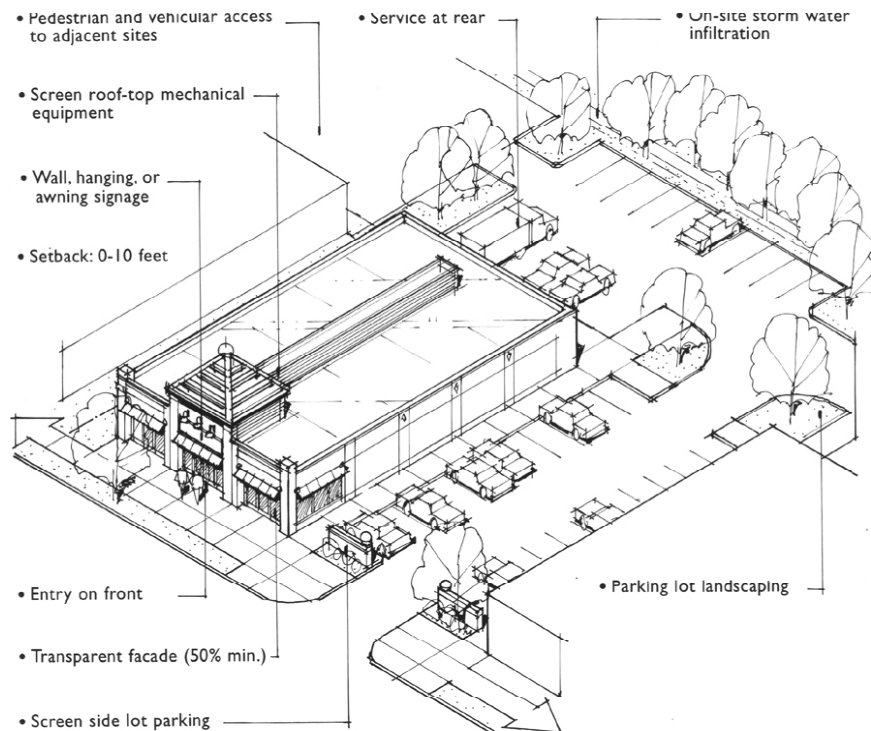
- Pedestrian-scaled streetscapes
  - Building presence on street
  - Convenient and coordinated parking and circulation
- 
- Minimum setback uses development land efficiently and brings front entries near the pedestrian-scaled public sidewalk.
  - Transparent facades increase visibility of business activity from the sidewalk and street. Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
  - Architectural articulation (projections, recesses, detailing, etc.) of the corner defines the edge of two streets and increases the memorability of the businesses and the structure.
  - Parking on the street and at the side and rear allows for convenient access by car.
  - Screening of parking lots and service areas minimizes negative impacts.



## Typical Commercial Lot

The following guidelines are appropriate for typical commercial lots. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled commercial development.

- Visible business information
  - Pedestrian-scaled and attractive streetscapes
  - Convenient and coordinated parking and circulation
  - Improved appearance through screening
- 
- Minimum setback uses development land efficiently and brings front entries near the public sidewalk.
  - Transparent facades increase visibility of business activity from the sidewalk and street.
  - Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
  - Access to adjacent sites increases accessibility to all businesses and reduces unnecessary duplicated drives and walks.
  - On-site storm water infiltration reduces runoff leaving the site reducing the burden on stormwater systems.
  - Screening of parking lots and service areas minimizes negative impacts.
  - Screened mechanical equipment improves appearance.

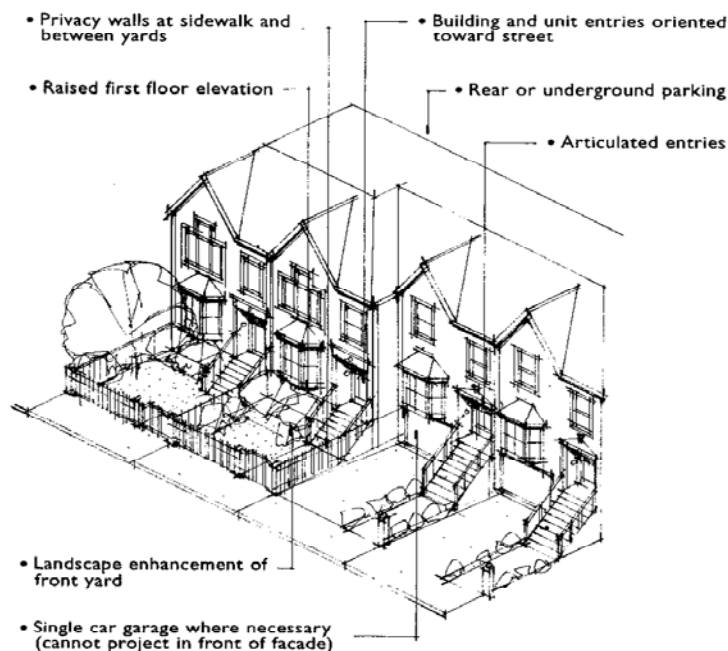




## Urban Residential

The following guidelines are appropriate where high-density, urban-scaled housing is desired. The guidelines are intended to help create efficient, secure, and pedestrian-scaled residential development. Two-story “town house” type units are shown.

- Efficient use of development land
  - Urban character
  - Pedestrian-scaled streetscapes
  - Opportunities for interaction between neighbors
  - Inviting residential units
  - Security and privacy
- 
- Minimum setbacks use development land efficiently and bring front entries near the public sidewalk.
  - Variation in setback dimensions avoid monotonous blocks, define individual units, and increase privacy and security.
  - Fences or walls at the sidewalk and between front yards create intimate pedestrian-scaled spaces and increase privacy and security.
  - Raised first floors increase privacy and security
  - Articulated (projections, recesses, detailing, etc.) entries identify individual units and add interest to the town house facades.
  - Parking, located under the first floors or at the rear, keep the street facade and front yard pedestrian-scaled.
  - Front garages, when they must be used, should be of minimum width and not project in front of the remainder of the facade.



# Sussex

## Building Elements: Detailing

*Detailing can help achieve a desired sense of scale and character as well as compatibility with adjacent buildings.*

### Performance Guidelines

- Create appropriate scale (pedestrian, auto, etc.) through detailing.
- Create continuity with adjacent buildings through detailing.

### Design Guidelines

- Consider using architectural elements from adjoining buildings to establish a sense of continuity.
- Building detailing including sills, headers, transoms, cornices, signage bands shall be compatible in design and elevation with those of existing buildings in the immediate area.
- Avoid large flat, blank surfaces without windows or architectural details, particularly at pedestrian levels.
- The infill structure should reflect both the ratio of window to solid wall area and the size and proportion of windows and door openings of the surrounding buildings.



## Building Elements: Storefront

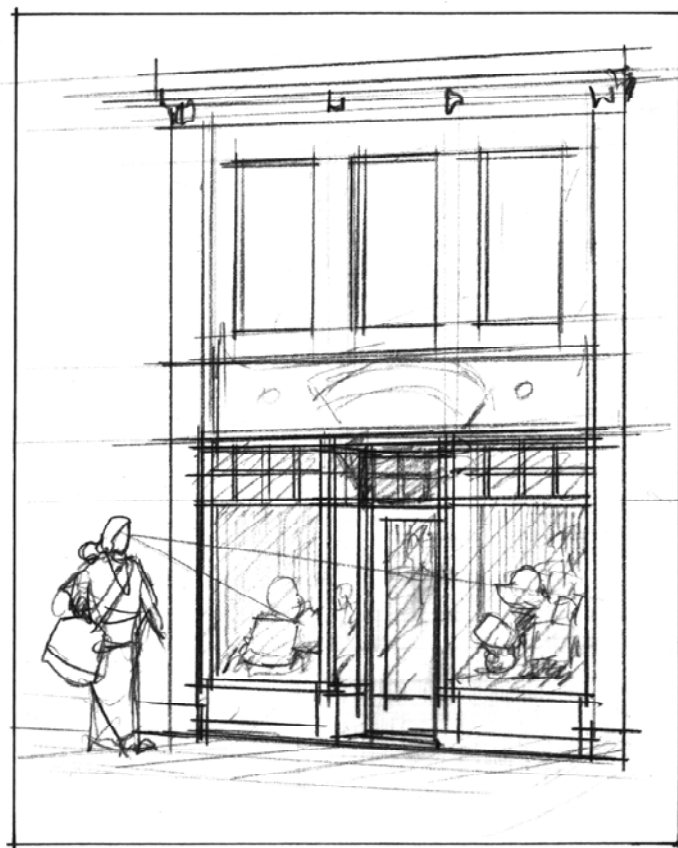
*The storefront is the most important element of a commercial facade. The design of the storefront affects the perception of the business, the functional interaction of the business and the public, and the character of the street.*

### Performance Guidelines

- Building storefronts should be inviting to the public.
- Activity and displays inside the place of business should be visible to the street.

### Design Guidelines

- At least 75 percent of the first floor street-side facade should be transparent (through the use of display windows).
- Establish a consistent first-floor height (storefront height) to establish a sense of scale for pedestrians.
- Rhythm of store floor should harmonize with rhythm of upper stories.



## Building Appearance: Materials

*The materials of a building help to determine how well the structure blends in with its neighbors.*

### Performance Guidelines

- Reflect existing palette and local traditions.

### Design Guidelines

- The new building should utilize the predominant colors and materials of the area.
- Use clear or slightly tinted glass; do not use mirrored, smoked, heavily tinted glass.
- Warm, small scale materials should be used on pedestrian accessible surface.
- Newer materials such as concrete block, poured in place concrete should not be used as finish material on front or visible facades.
- Asphalt shingle siding should not be permitted.
- CBD stone or brick facing should be of even coloration and consistent size.
- Cinder block, concrete block, concrete slab, or concrete panel should not be permitted.



## Building Appearance: Color

*The colors of a building are a large factor in determining how well the structure blends in with its neighbors.*

### Performance Guidelines

- Minimize discordant use of color.
- Maximize color harmony within and between properties.

### Design Guidelines

- Exterior colors shall be compatible and harmonious with existing buildings.
- Exterior color schemes shall be used consistently throughout the property, including on the both the upper and lower portions of buildings.
- Color combination schemes shall be limited to no more than three different colors for all the structures on the property.

## Building Appearance: Utilities

*Utilitarian features, if not integrated into design considerations, can detract from the site and building.*

### Performance Guidelines

- Minimize negative visual impact of utilitarian features.

### Design Guidelines

- Avoid cluttering facades with brackets, wiring, meter boxes, antennae, gutters, downspouts, etc.
- Place roof-top utilities out of view from public rights-of-way through proper location on roof or site or through screening.

# Sussex

## Signage: General

*Signs produce a lasting impression and an indication of the commercial health of a business district. One of the most important determinants of the visual character and coherency of communities is signage.*

### Performance Guidelines

- Ensure that signs aid in orientation and adequately identify uses and activities to the public.
- Discourage excessive visual competition in signage.
- Reduce distractions and obstructions from signs.
- Preserve or enhance Village character by requiring new and replacement signage that is:
  - creative and distinctive
  - compatible with the surroundings
  - appropriate to the type of activity to which it pertains
  - expressive of the identity of individual proprietors or the community as a whole
  - appropriately sized in its context, so as to be readable



# Sussex

## Signage: Type

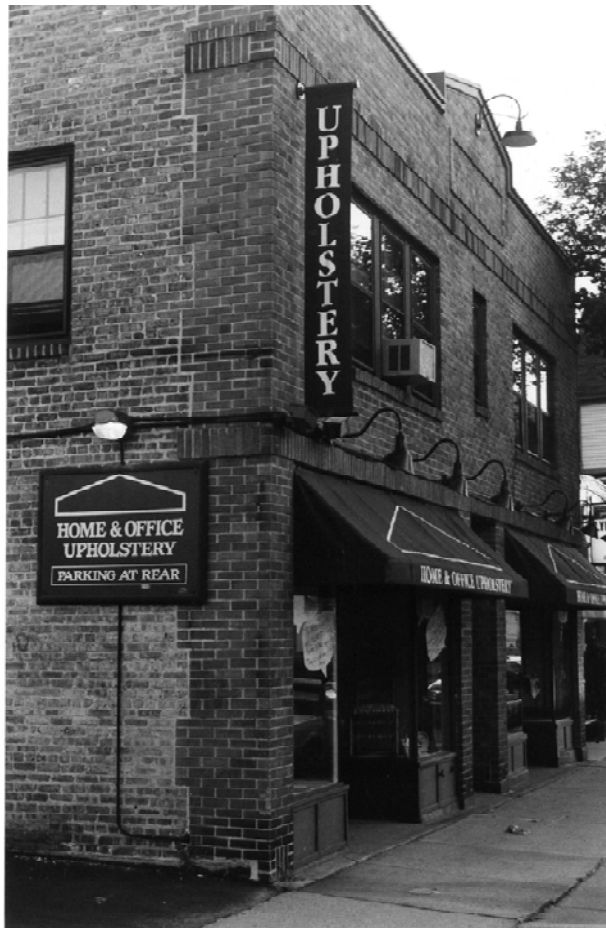
*Signage types have a large impact on the appearance of a commercial districts.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

### Design Guidelines

- The following signs may be used for individual businesses (see additional guidelines): wall signs, projecting signs, and awning signs.
- Signs painted directly onto a window surface can often be quite effective. Appropriately designed neon window signs (with custom shapes and colors complementary to the building) are another option, and can add character to an establishment if sensitively handled.





## Signage: Location

*Consistency in sign location between businesses will influence visibility of signs, conflicts between signs, and integration with architectural character.*

### Performance Guidelines

- Increase readability of all signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

### Design Guidelines

- Signs should be concentrated near the pedestrian level in storefront areas or in the "information" or "signage" band above the storefront.
- Locating signs on the upper facades of buildings should be avoided in order to avoid visual clutter and obstructing important architectural features. Use of a conservative, well-designed banner or sign, meeting all other guidelines and well integrated with architectural elements, may be approved on an individual basis.
- Location of signs shall be integrated with architectural elements.
- Signs identifying commercial establishments should generally be placed within a long, continuous information band immediately above the storefront or should be applied directly onto the display window. The information band should generally be between 18 inches and 26 inches in its vertical dimension and must never be allowed to cover transom windows and other architectural details and elements.
- Signs on adjacent storefronts should be coordinated in height and proportion and, wherever possible should use the same sign format (or they should at least employ identical backgrounds).
- Wall signs should not extend higher than the eave line or top of the parapet wall of the principal building. Such signs should not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached. No part of a wall sign, including the display surface, should extend more than 12 inches from the building surface.

## Signage: Number & Size

*Limitations on the number and size of signs for each business has a direct influence on the character of a community and its streets.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

### Design Guidelines

- The number of signs per building is determined by the following guidelines:
  - There should be no more than one sign per occupancy.
  - Each ground floor occupant of a building may display one sign.
  - Each occupant in an upper level of a building may display one sign.
- Information band should generally be between 18 inches and 26 inches in its vertical dimension and must never be allowed to cover transom windows and other architectural details and elements.
- Projecting signs shall be no larger than 12 square feet.
- Signs in the downtown should relate to pedestrians and people moving in slow moving vehicles. Large, auto-oriented signs (pole or pylon signs) are inconsistent with both the scale of the downtown and its pedestrian character and therefore, they should be avoided.
- Window signs should not exceed more than 30 percent of the window area in which they are displayed.
- Appropriate dimensions are relative to the sign type and its location and placement. Smaller, simply designed signs are the easiest to read, and therefore, the most effective. The signs must not obscure important architectural details or features.
- The total area of signs on a building wall shall not exceed 2 1/2 square feet per linear foot of building, not to exceed 25 square feet.

## Signage: Style & Lettering

*The style and use of lettering on signs will influence visibility of signs and the integration with architectural character.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Increase integration with architectural features and character.

### Design Guidelines

- Lettering styles should compliment the style and period of the building on which they appear. Traditional block and curvilinear styles that are easy to read are preferred. No more than two different type styles should be used on the same sign to avoid a cluttered appearance.
- Letters and symbols on the signs should conform to standards established throughout the downtown.
  - Individual letters or symbols may be attached to an awning, marquee, building surface, wall or signboard.
  - Letters or symbols should not project more than 12 inches from the building surface.
  - Such letters and symbols should not obscure the architectural features of the building to which they are attached.
  - Such letters and symbols should not extend above the lowest part of the roof, nor beyond the ends of the wall to which they are attached.
  - When a lot fronts on more than one street, the aggregate sign area facing each street frontage shall be calculated separately.

## Signage: Material

*Use of materials in signs has a strong influence on the overall character of a community's commercial district.*

### Performance Guidelines

- Sign materials should be consistent with, or at least complement the original construction materials and architectural style of the building façade on which they are to be displayed.

### Design Guidelines

- Natural materials such as wood and metal are much more appropriate than plastic. Internally lit plastic signs are out of context with the period and styles that are encouraged in the downtown and are often the most offensive type of signage in such areas.
- Permitted sign materials include glass, plastic, wood, brass, metal leaf, metal plates, canvas or related fabric, or etched glass, stone or concrete.



## Signage: Color & Illumination

*Consistency in use of color palettes and restricted use of illumination techniques can enhance the day and night time impression of a commercial district.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.

### Design Guidelines

- Illumination of exterior signage shall be limited to shielded spotlight.
- Flashing signs are not permitted.
- Sign color should adhere to the following guidelines:
  - Sign colors should be chosen to complement, not clash, with the facade color of the building.
  - Signs should normally not contain more than three colors, except in instances of illustration. Dark backgrounds with light colored lettering are preferred. Examples of preferred background colors are burgundy, red, forest green, chocolate brown, black, charcoal, and navy blue.
  - Preferred lettering colors are ivory, white, or gold. "Day glow" colors should be prohibited.
- The type of lighting that is most appropriate to the character of the downtown is direct illumination from a shielded source of light. Internal illumination is generally out of character for the area. Exceptions can be made, however, for contemporary "infill" buildings which, where internally lit signs with opaque backgrounds and glowing translucent letters may be permitted. Also, individual solid metal letters with internal lighting tubes that backlight the wall in a "halo" effect may also be used.
- Neon window signs may be permitted in cases where they are custom designed to be compatible with the building's historic and/or architectural character. Neon signs should meet the same dimensional requirements as other signs in the downtown.

## Signage: Wall

*Appropriate use of wall signs provides a functional and aesthetic addition to a business.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

### Design Guidelines

- Wall signs should not project more than 12 inches from the building surface.
- Such signs should not obscure architectural features of the building.
- Where a lot fronts on more than one street, the aggregate sign area facing each street frontage should be calculated separately.
- Where two or more wall signs are affixed to one wall, the gross display area should be the sum total area of all signs.
- Wall signs should not extend higher than the eave line or top of the parapet wall of the principal building. Such signs should not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached. No part of a wall sign, including the display surface, should extend more than 12 inches from the building surface.

## Signage: Awnings

*Appropriate use of awning signs provides a functional and aesthetic addition to a business.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

### Design Guidelines

- Awnings: size, color and placement should complement the architectural character of the building.
- Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installation shall be used.
- Awning signs should be painted on or attached flat against the surface of the awning, but not extend beyond the valance or be attached to the underside.
- Letters on awning signs should not exceed 10 inches in height.
- A minimum of 7 feet above sidewalk level should be allowed for pedestrian clearance.

## Signage: Three Dimensional

*Appropriate use of three-dimensional signs provides a functional addition to a business.*

### Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

### Design Guidelines

- Projecting signs, if flat, should not exceed 12 square feet.
- The total area of a three dimensional sign should be determined by enclosing the largest cross-section of the sign in an easily recognizable geometric shape and computing its area.
- The sign should be hung at right angles from the building and should project no more than 4 feet from the building or one-half of the sidewalk width, whichever is less.
- The supporting framework should be in proportion to the size of such sign.
- Signs that project over a public right of way (including sidewalks) should be covered by a public liability insurance policy, which names the community as the insured party.
- The top of the sign may be suspended in line with one of the following, whichever is the most successful application of scale, linear continuity, and visibility as determined by the Historic Commission:
  - Suspended between the bottom sills of the second story windows and the top of the doors and windows of the ground floor; or,
  - The lowest point of the roof of a one story building.
- A projecting sign should have a minimum clearance of 10 feet above grade when located adjacent to or projecting over a pedestrian way. If projecting over a driveway or alley, the clearance should be at least 15 feet.
- Free standing pole signs should not exceed 25 feet in height and 10 square feet in area.



## Amenities: Landscaping

*Well-placed use of landscape materials can enhance a site and its building.*

### Performance Guidelines

- Complement site and building design.
- Screen undesirable views.
- Provide shade.

### Design Guidelines

- One canopy tree shall be provided within, or within 5 feet of the edge of, on-site paved areas for every 2,000 square feet of paved area.
- All areas which are not covered by impervious paving or structures shall be covered with vegetative groundcover.
- Base of freestanding signs shall be concealed by plant material.
- The use of vegetation and various hardscape elements helps separate and contain pedestrians and vehicles to their respective areas.

## Amenities: Street Furniture

*Well-placed use of street furnishings can enhance a site and its building.*

### Performance Guidelines

- Provide safe, clean, functional site.

### Design Guidelines

- Provide benches where people need to wait or enjoy watching.
- Provide lighting at corners and walkways.
- Provide trash receptacles where easily maintained and where people wait.
- Exterior lighting shall be compatible and harmonious with the general design theme.
- Design, color, height, location, and light quality of on-site pedestrian scaled lighting shall be consistent with and complement the district's character.
- Design, color, height, location, and light quality of on-site vehicular scaled lighting shall be consistent with and complement the district's character.

## Amenities: Screening

*The impact of unavoidable undesirable views can be minimized through the use of landscape and hardscape screening techniques.*

### Performance Guidelines

- Minimize the impact of undesirable views.
- Maintain the pedestrian scale at the street level by continuing the street facade and masking the gap created by the drive and parking.

### Design Guidelines

- On-site paved areas, including parking lots, loading areas, circulation drives, and patios shall be screened from the view of the public rights-of-way and adjoining properties.
- Trash storage areas, air conditioning units, and related storage and utility areas and components shall be fully screened from the view of adjoining properties, public rights-of-ways and customer areas.
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.
- Commonly used buffers include the following:
  - Walls, fencing, & arbors
  - Upraised planters
  - Combination shrub/tree plantings

## Parking Location

*Parking is an integral component of downtown development and important to business accessibility. Public and private parking lots can, however, also detract from the appearance of the downtown.*

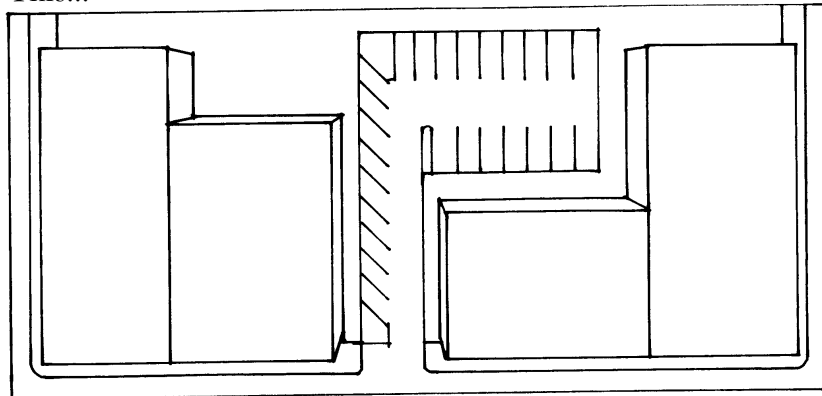
### Performance Guidelines

- Provide adequate parking for downtown businesses.
- Preserve the pedestrian-friendly nature of a downtown streetscape.

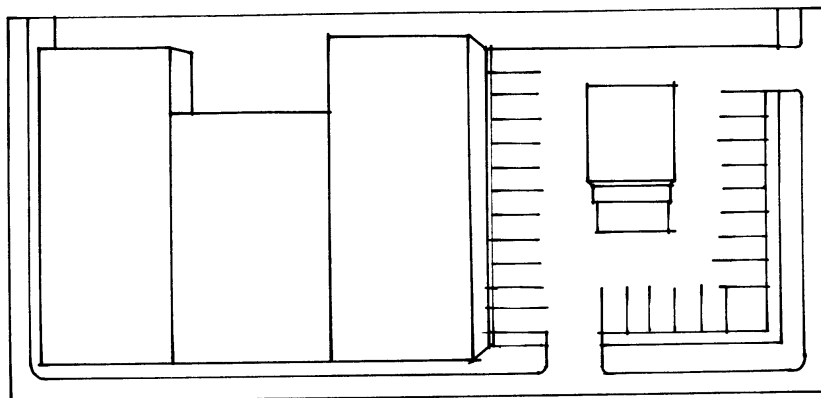
### Design Guidelines

- Parking lots should be sited at the rear or the interior side of the building in order to minimize gaps in the continuous building facades of the street.
- When parking lots are sited behind a building, it is preferred that they are accessed by an alley. This minimizes gaps that would otherwise be created by on-street driveways.

This...



Not This...





## Parking Buffering

*The visual impact of parking areas can distract from the appearance of a property or streetscape.*

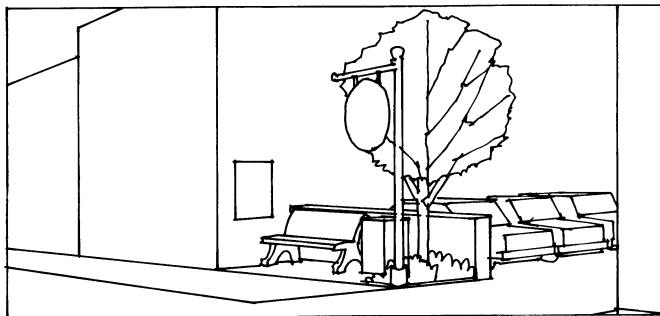
### Performance Guidelines

- Preserve pedestrian friendly nature of downtown streetscape.
- Separate pedestrians and vehicles.

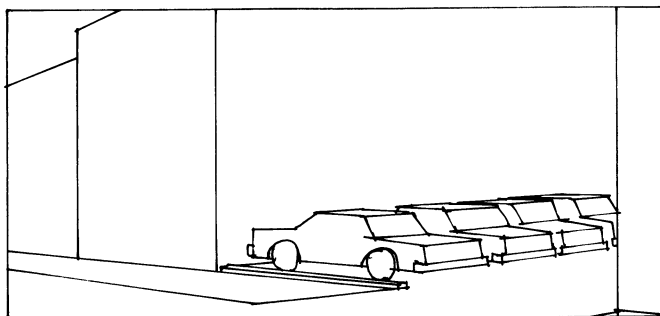
### Design Guidelines

- When it is necessary to place parking lots in-between buildings, rather than behind, they should be buffered from the street side by either architectural elements or plantings.
- Continue the face of the street facade by locating screening in line with adjacent facades.
- Commonly used buffers include the following:
  - Walls, fencing, & arbors
  - Upraised planters
  - Combination shrub/tree plantings
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.

This...



Not This...



## Building Location

*A primary consideration of redevelopment of a property is the location of the building on the site.*

### Performance Guidelines

- Maximize presence of building on street.
- Minimize impact of parking.
- Maintain existing enclosure of streetscape.
- Maximize pedestrian accessibility.

### Design Guidelines

- Locate building at streetside of lot with parking in rear or side.
- Minimize setback of street facade.
- Construct facades in alignment with neighboring building facades (CBD infill).
- On corner lots, place buildings (versus parking lots) at the corner of site. These buildings will also serve as landmarks and provide a sense of enclosure at intersections.
- Use building to screen parking lots.

# Sussex

## Public & Service Entry Locations

*The location of public and service entries to a facility can influence the functional and commercial success of the property.*

### Performance Guidelines

- Maximize accessibility of public entries.
- Minimize impact of undesirable views of service areas.

### Design Guidelines

- Locate pedestrian entry on street side of building.
- Locate service areas which require docking loading area at rear or side hidden from street.
- Provide additional entry where off-street parking is provided at rear or side.
- Service entries design should harmonize with building design through color, materials, and signage.



## Vehicular & Pedestrian Access

*How vehicles and pedestrians enter and leave the site is an important safety, functional, and appearance consideration.*

### Performance Guidelines

- Maximize ease of access and egress for pedestrians and vehicles.
- Minimize conflict between vehicles and pedestrians.

### Design Guidelines

- Minimize number of curb cuts.
- Allow for continuous flow of vehicles through site.
- Integrate pedestrian and vehicular circulation between adjacent buildings.
- Mark and sign areas of vehicular and pedestrian conflict.
- Utilize alleys for vehicular access where possible.
- Where off street parking is provided at rear or side, provide additional entry.





## APPENDIX B: TRAIL FUNDING



## Potential Bicycle Facility Funding Sources in Wisconsin

Program	Purpose	Funding Details	App. Date	Notes	Administering Agency	Contact
<b>Wisconsin Stewardship Programs</b>						
Aids for the Acquisition and Development of Local Parks (ADLP)	To acquire or develop public outdoor recreation areas for "nature based" activities. Program rules being developed in 2000.	Program reauthorized and funding expanded for year 2000 as part of State Stewardship program.	May 1	A comprehensive outdoor recreation plan is required; priority is for land acquisition.	Wisconsin DNR	Duane Hofstetter (608) 266-5791 Eugene Park (414) 263-8676
Urban Greenspace Program (UGS)	To acquire land to provide natural space within or near urban areas, or to protect scenic or ecological features.	Program reauthorized and funding expanded for year 2000 as part of State Stewardship program.	May 1	A comprehensive outdoor recreation plan is required.	Wisconsin DNR	Duane Hofstetter (608) 266-5791 Eugene Park (414) 263-8677
Trails Program	To acquire lands for trails.	50% local match per project.	May 1	Funds available to organized conservation organizations.	Wisconsin DNR	Dave Hammer (608) 264-6034
Urban Rivers Grant Program (URGP)	To acquire lands or rights in land adjacent to urban rivers to preserve or restoring them for economic revitalization or outdoor recreation.	Program reauthorized and funding expanded for year 2000 as part of State Stewardship program.	May 1	A comprehensive outdoor recreation plan is required to participate.	Wisconsin DNR	Duane Hofstetter (608) 266-5791 Janet Beach Hanson (608) 266-0868
<b>Land and Water Conservation Fund (LAWCON)</b>						
	To acquire and develop public outdoor recreation areas and facilities.	50% local match per project. Wisconsin's annual share of approximately \$740,000	May 1	A comprehensive outdoor recreation plan is required to participate.	Wisconsin DNR, with Federal funds.	Duane Hofstetter (608) 266-5791
<b>National Recreational Trails Fund (RTA)</b>						
a.k.a. "Symm's Fund"	To provide funds for acquisition, maintenance, rehabilitation and development of both motorized and non-motorized and diversified trails.	Part of TEA-21. 50% local match per project.	May 1	Funding may only be used on trails which have been identified in or which further a specific goal of a local, county, or state trail plan.  Funds may be used on trails which are referenced in a statewide comprehensive outdoor recreation plan.	Wisconsin DNR, with Federal funds	Larry Friedig (608) 266-5797
<b>Statewide Multi-Modal Improvement Program (SMIP)</b>						
Bicycle and Pedestrian Facilities Program (BFPF)	For planning proposals and for facility development projects that implement a bicycle and/or pedestrian plan.	Part of TEA-21. 20% local match per project.	Feb 25	Large projects are encouraged.	WisDOT Bicycle/Pedestrian Program Tom Huber (608) 267-7757	District 1: Dave McCosh, (608) 246-5445
Statewide Transportation Enhancements Program (STEP)	Enhance a state transportation project, including pedestrian and bicycle facilities, acquiring scenic easements, and preserving abandoned railway corridors. Local projects must be adjunct to a state highway.	Part of TEA-21. State will pick up half of the mandatory 20% local match.	Feb 25	Minimum project size is \$12,500; larger projects are encouraged. Program applications mailed November/December.	WisDOT Enhancements Program.	District 1: Dave McCosh, (608) 246-5445

Program	Purpose	Funding Details	App. Date	Notes	Administering Agency	Contact
Surface Transportation Discretionary Program (STP-D)	For projects that foster alternatives to single-occupancy vehicle trips.	Part of TEA-21. 20% local match per project. Program directed mainly at local communities.	Feb 25	Small projects, costing \$5,000 or more, are encouraged.	WisDOT STP-D Program	Mary Forlenza (608) 264-8724
<b>Federal Transit Administration Grants</b>						
Includes Section 3 discretionary funds.	Transit capital projects; includes intermodal facilities such as bike racks on buses and bicycle parking at transit stations; most funds are to be directed toward transit itself.	20% local match per project.	Early spring	Funding for this program is allocated on a discretionary basis. Congress/Administration can pick the projects although the authorization bill contains a list of specific earmarks.	WisDOT Bureau of Transit	Linda Lovejoy (608) 266-1379
<b>Congestion Mitigation / Air Quality (CMAQ) Improvement Program</b>						
	Funds projects which will reduce vehicle trips and miles; reduce emissions due to traffic congestion; or reduce the per mile rate of vehicle emissions.	50% local match per project.	Early April	Limited to Milwaukee, Kenosha, Racine, Ozaukee, Waukesha, Washington, Sheboygan, Kewaunee, Manitowoc, Walworth and Door Counties.	US DOT	John Duffy (608) 264-8723
<b>Section 402 – Highway Safety Funds</b>						
Community Programs	Funds bicycle and pedestrian education and enforcement projects and projects such as helmet purchase, sponsorship of bicycle rodeos, development of brochures, etc.	20% local match per project.	Dec 1	Contact WisDOT regarding the criteria for project selection. Engineering and maintenance work not eligible for funding.	WisDOT Office of Transportation Safety	Joanne Pruitt-Thunder (608) 267-3154
Highway Safety Program	Available for Bicycle/Pedestrian education. May also be used to develop safety classes for Bicycle/Pedestrian offenders.	20%-50% local match per project.	Dec. 1	Communities that can document bicycle crashes related to motor vehicle violations. Funds new enforcement programs up to \$1,000.	WisDOT Office of Transportation Safety	Joanne Pruitt-Thunder (608) 267-3154
Research Projects	Funds the research of data needed to substantiate unique local needs for safety funds.	Up to \$5,000 per project, 4 to 8 projects annually funded statewide.	1 <sup>st</sup> draft, Dec. 1	Participating communities combine enforcement efforts with an education program	WisDOT Office of Transportation Safety	Joanne Pruitt-Thunder (608) 267-3154
<b>Wisconsin Main Street Community Program</b>						
	Comprehensive downtown revitalization program which includes fundraising, business retention and marketing, volunteer development, public streetscape improvements, etc.	Technical assistance is available for 5 years. Inclusion in the program is competitive, with approximately 3 communities accepted into the program each year.	Late spring	Communities must be able to dedicate at least \$30,000 annually to the program.	National Main Street Center (202) 673-4219	Wisconsin Dept. of Commerce, Bureau of Downtown Development (608) 266-7531
<b>Urban State Forestry Grant Program</b>						
	To help communities increase their capability to manage trees through training, public awareness, inventory, tree planting, care and maintenance programs.	\$450,000 to \$500,000 available annually; \$1,000 to \$25,000 grants awarded with a 50% local match. Match may include in-kind services and donations.	Nov 1	50 to 60 grants made each year. Funds can be used for street tree planting if the communities demonstrate that this is its greatest need.	Wisconsin DNR Urban Forestry	Dick Rideout (608) 267-0843

Source: *Jefferson County Bikeway/Pedestrianway Plan*, May 1996, Prepared by Camiros, Ltd., Madison, Wisconsin; Bicycle & Inc., Bolingbrook, Illinois; and R.A. Smith & Associates, Inc., Brookfield, Wisconsin; Updated by Vandewalle & Associates in August 1999, May 2000, and October 2003.