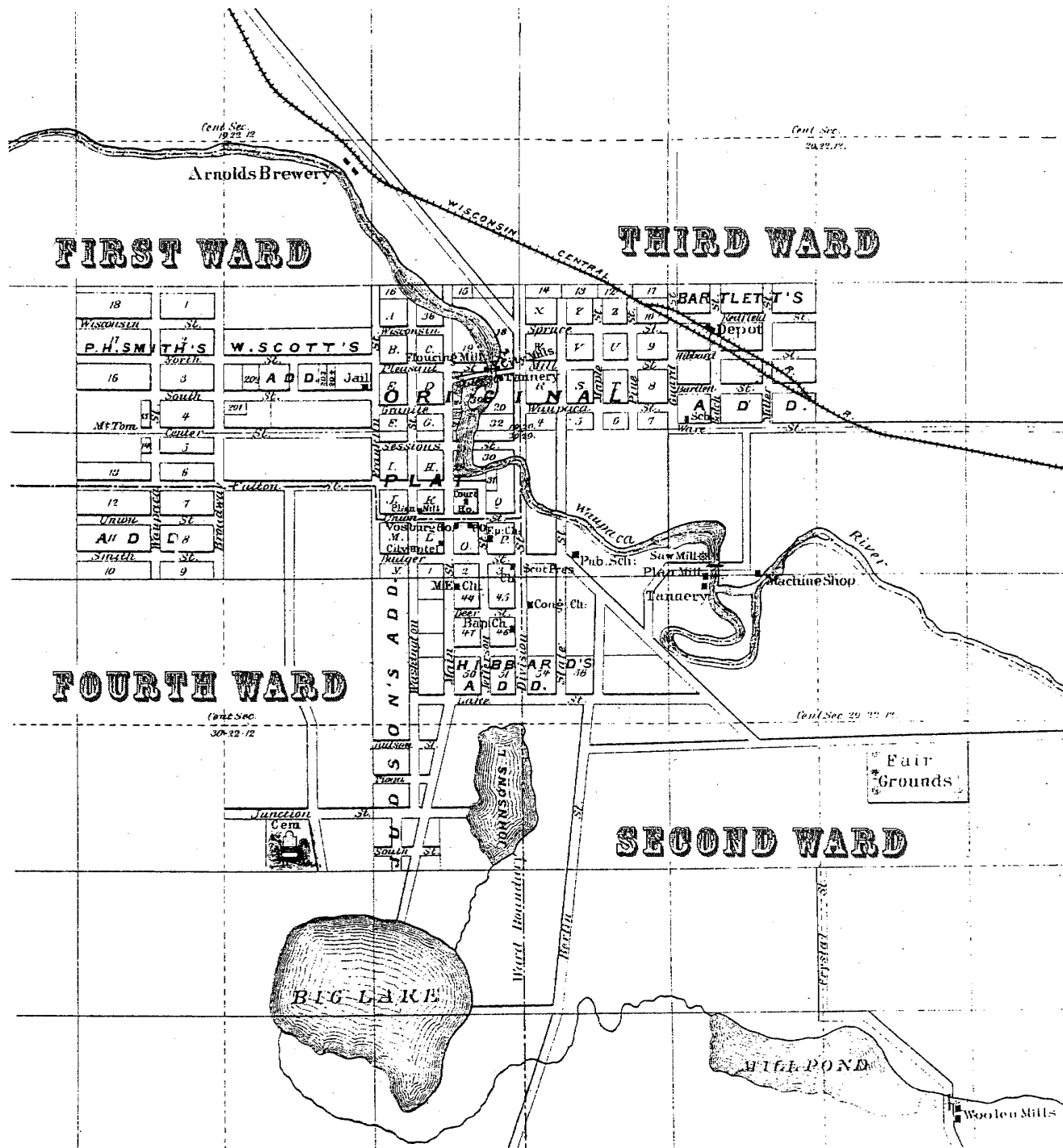


Main Street Waupaca Design Guidelines



A Guide to
Renovation & Rehabilitation



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Waupaca
Design Guidelines

A Guide to Renovation & Rehabilitation

March 1998

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- Wisconsin Main Street Office
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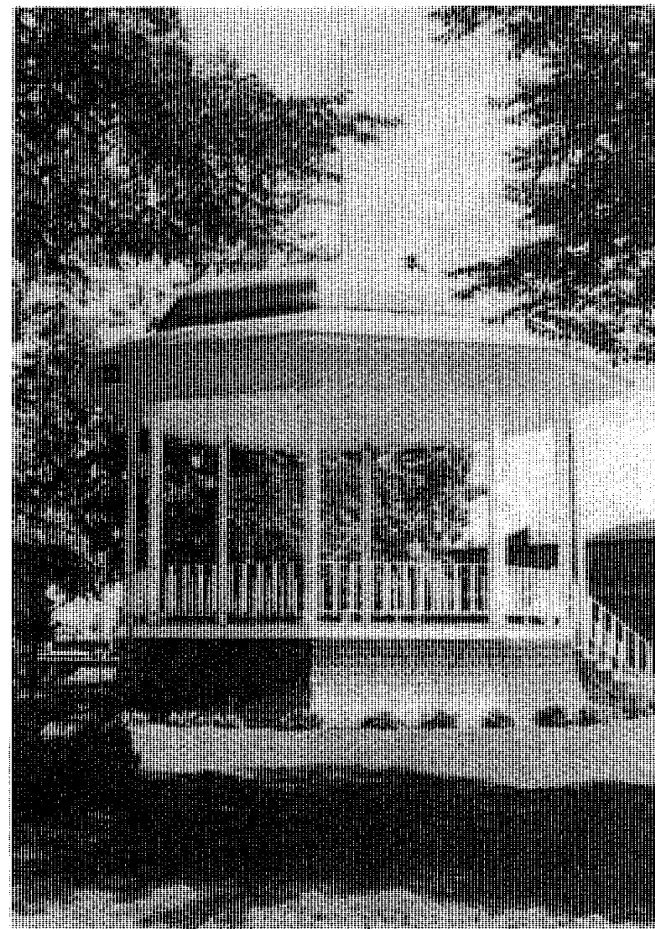
- Rhonda Rollins, Administrative Assistant,
Building Inspector's Office: City of Waupaca
- Waupaca Historic Preservation Commission

Cover

- Reprint of handcolored 1877 map of downtown Waupaca,
Published by Snyder, Van Vechten & Co.

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The Main Street Approach

A Main Street Program combines historic preservation with downtown development to create a working, growing, and aesthetically pleasing business center that works to reinforce and rekindle the economic vitality and values Main Street stands for - making it once again the unique and social heart of the city.

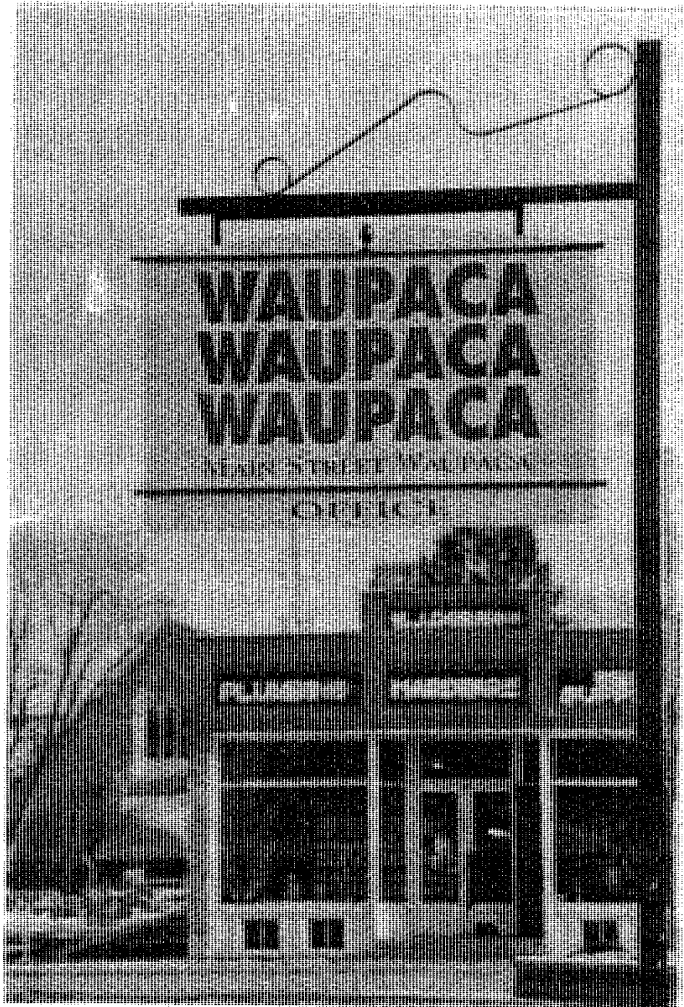
The process is designed to improve all aspects of the downtown for tangible - and intangible - benefits. Improving economic management, strengthening public participation, developing under-utilized areas, are as critical to Waupaca's success as recruiting new business, rehabilitating old buildings and expanding parking.

Building on downtown's inherent assets of rich architecture, natural beauty, personal service and traditional values, the Main Street approach has earned national recognition as a practical strategy appropriately scaled to each community's local resources and conditions.

The Main Street approach has eight guiding principles that set it apart from other redevelopment strategies.

- **Comprehensive:** No single focus can do the job...Commercial district revitalization is a complex process requiring a simultaneous, comprehensive strategy.
- **Incremental:** Basic, simple activities lead to a more sophisticated process which in turn help community members develop skills realistically. Complex problems and ambitious projects are tackled after the "small" successes.
- **Self-Help:** Local leaders must have the will and desire to mobilize local resources. Investments in time and money must be self-inspired.
- **Partnerships:** both the public and private sectors have a vital interest in the commercial district and both should contribute time, money and expertise to insure success.



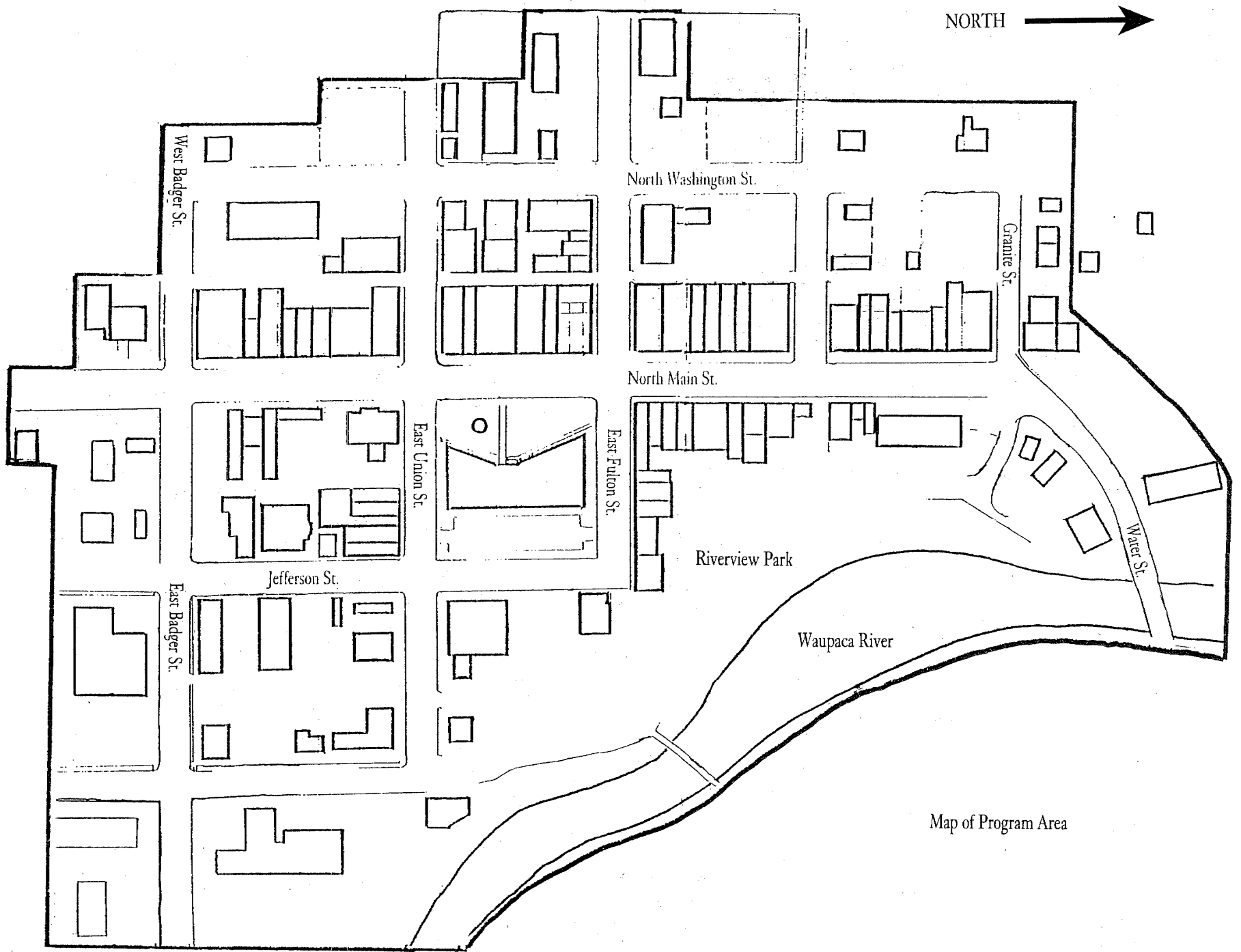


- **Assets:** A historic commercial district must capitalize on the unique assets it already has: natural beauty, distinctive buildings, neighborly shop owners, and a human scale that can't be copied in a mall.
- **Quality:** A high standard of quality must be set for every aspect of the commercial district, from the smallest effort, perhaps a window display, to the largest public improvement.
- **Change:** Changes in attitude and practice are slow but definite and essential to success. A Main Street plan often brings about subtle changes that lead to a major shift in a downtown's use, purpose and future.
- **Implementation:** Make a difference now. Main Street's purpose is to simultaneously plan for the future while creating visible change and activity now...which is the main purpose of these Guidelines.

Main Street Waupaca Goals

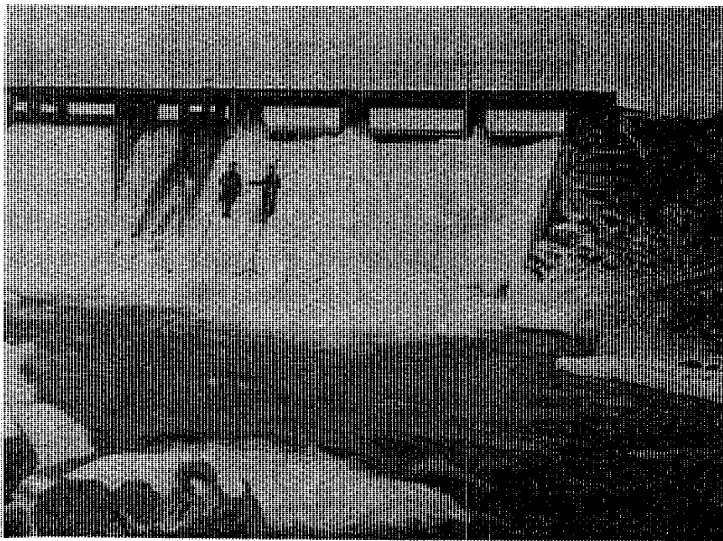
Main Street Waupaca has identified a member of challenges to accept in the process of redeveloping both the aesthetic, social and economic vitality of it's downtown area. Among these include the following:

- **Preserving the small town charm and restoring the historical ambiance**
- **Improving the downtown environment by establishing more green space, better traffic flow and parking, addressing the problems of business security and personal safety downtown**
- **Heightening pubic awareness of the importance of a strong downtown**
- **Preserving historic properties**
- **Encouraging the correct mix of retail business for Waupaca**
- **Establishing and maintaining the downtown as a viable business center for Waupaca's citizens**
- **Improving the tourist appeal**
- **Establishing a cohesive plan to integrate the riverfront into the development plans of the business district while improving the aesthetic and social appeal of Riverview Park**



Map of Program Area

A Condensed History of the City of Waupaca



Waupaca Falls after it was dammed. Photo of Waupaca Mill Street Bridge, 1910.

In June of 1849, Joseph and William Hibbard, Martin Burnham, E. C. Sessions, and a Mr. Pratt set out from Plymouth, Wisconsin, on foot to seek the Indian Lands treated for by the U.S. Government in October of 1848. On their first night out they stayed at Stockbridge Indian Reservation on the east side of Lake Winnebago, and the next night a little east of the present city of Menasha. The next day they went north through heavy timber up to Mukwa, crossed the Wolf River, keeping on the east side of White Lake in the town of Royalton, and came to the village of Weyauwega. There they met two men holding down a claim where a mill was located. These men said the Indians talked of the "wonderful falls up the river" which no White man had seen.

This area had been known by several different Indian names: Wau-buck-seba, which means "pale or clear water", Wau-pa-ca-ho-nah-wock, which means "brave young hero," and there is also the idea that Waupaca could be named after Chief Wapuka, a

Potawatomi Indian chief who was to have saved Waupaca's early settlement from a massacre by his own tribe (Chief Wapuka is buried now between Manawa and Marion, WI).

These "Five Vermonters" continued on to find "the Falls", and when caught in a severe thunderstorm they stayed at the old James Thomas farm. They were soon to become the first white men to set foot in what would become Waupaca. They blazed trees, set stakes, built a fire, and claimed the first settlement here on June 9th, 1849.

Mr. Pratt decided to go back to where a settlement had already been started, while Martin Burnham felt the granite ledge at Waupaca Falls did not offer the sudden riches that were depicted in the glowing accounts of the California Gold Rush, so he helped survey and stake out the land on which the Hibbards and E.C. Sessions later built their homes. Then he joined a group heading for the West.

By August a "comfortable house with a shake roof" had been built by a settler named C.W. Cooper, the first lawyer in Waupaca. Then Mrs. Cooper arrived, being the first white woman to live in what is now the City of Waupaca.

With all the water sources in Waupaca, including the Waupaca and Crystal Rivers, several mills were built, with a flour mill as early as 1849.

In 1851, Reverend Cutting Marsh came to Waupaca with his wife. He was a native of Vermont and had spent 19 years with the Stockbridge Indians as a pastor and physician, then as an itinerant missionary in Wisconsin. When he came to Waupaca he had appointments for preaching in different places every Sunday in the region, traveling on horseback. When he stopped preaching, he practiced medicine and was widely known as Dr. Marsh, a man who was well known for working for the advancement of the people in the area.

Also in 1851, a Mrs. Theodora Thompson Le Gro opened the first school with 21 students that summer.

In 1852 the post office was established and the settlement was officially named Waupaca, with David Scott the first president of the "village" and also first postmaster.

Manufacturing establishments and businesses attracted settlers from the Eastern States in those pioneering days when the small village was new.

There was a controversy over the location of the County seat that dates back to the organization of the Town and County of Waupaca. On February 17, 1851, the town of Mukwa was designated the County Seat until April 15, 1853, when the County Board voted to move the Seat to Waupaca. The rivalry became strong between the communities and it was moved several times until a State Supreme Court ruling of 1855 handed down the decision in favor of Waupaca. It has been the County Seat since that time, when construction of the first courthouse building was commenced. It was located on the block received originally by David Scott, first village President, through a U.S. Government Patent, and was included in the Original Plat of the Village as a public square. In 1862 the legal work was completed to give the Village of Waupaca a perpetual lease of the public square in Waupaca so long as it was occupied by the Courthouse. A wood frame County Courthouse was built on Courthouse Square.

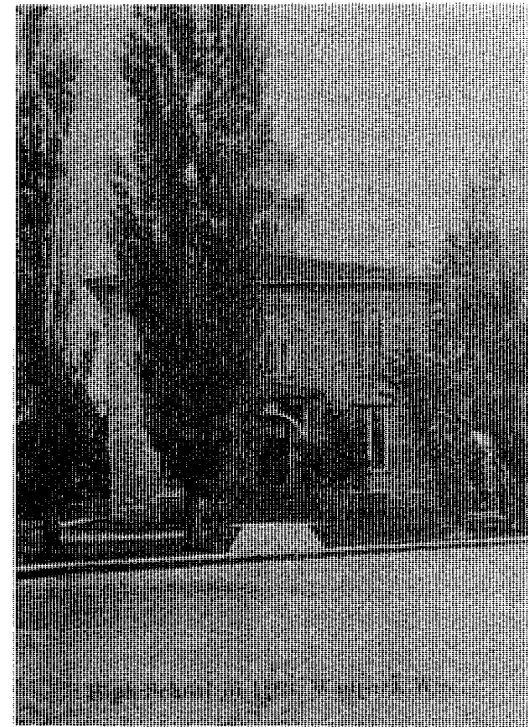
In 1855, Mary and Hannah Parish came from Vermont to establish a private school in Waupaca. They were sisters of Abigail Sessions, who was married to E.C. Sessions (one of the Five Vermonters), and they conducted a short-lived liberal arts school until they were married in 1856 to E.L. Browne and G.L. Lord (a lawyer and a mill owner) in a double wedding ceremony in the home of their cousin, Chester Hutchinson (now the Hutchinson House Museum). They were married by the traveling missionary Bishop, Jackson Kemper, and the first Episcopal church service was held. This became the beginning of St. Mark's Episcopal Church in Waupaca.

Also around this time, the Rev. Cutting Marsh, along with Winfield Scott and others, opened a private school - a Ladies Seminary - at his home. As the village of Waupaca grew, schools were opened on both sides of the river.

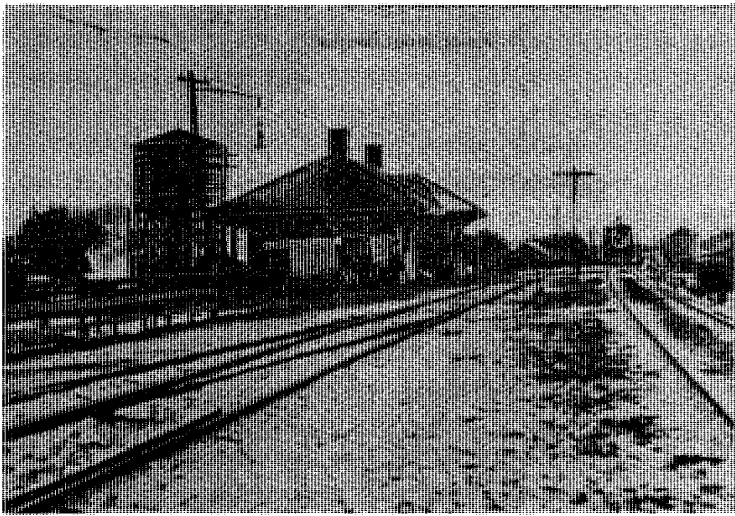
On May 4, 1857, the Village of Waupaca was incorporated. Trustees were named and the Ward Supervisors all met weekly at Lord's Hall. The City government's first ordinance was adopted, which prohibited encumbering the street, sidewalks, alleys, or public grounds of the city. It was also made unlawful for anyone to indulge in games of chance using cards, dice or other "implements" of gambling. Ordinances three and four were concerned with the discharge of fire arms in the village limits and licensing all public shows, exhibitions, lectures, concerts or theatrical entertainment.

Raising money through taxation was begun in June of 1857. The first by-laws of the Village Board were adopted in 1860 and were forerunners of the rules and regulations of later City Councils. Their finished charter was drafted in 1869.

Fire protection was a concern of the first Board, so a chief engineer and fire warden were elected by the trustees. A fire engine was purchased for \$770 and a platform was made so the truck could fill up with water from the town rivers. The next year \$75 was spent by the Board to purchase uniforms for the fledgling fire department.



Waupaca High School, 1869.



The Wisconsin Central Railroad Station in its early years in Waupaca.

By 1860 an ordinance prohibited horses from running at large and also prohibited horse racing or driving faster than 10 miles per hour on Main Street. A fifty cent fine was given for any horses or cattle found at large!

Church bells marked times of days plus curfews and alarms, and in 1860 a contract was awarded to W.B. Brainard for \$1 per week for ringing the bell at the Methodist-Episcopal Church 3-4 times per day to mark important hours.

In 1861 through 1865 our nation was engaged in the Civil War, and many young men from Waupaca and the surrounding townships went off to fight for the State of Wisconsin and our Union.

Asa James Holly settled in Waupaca as a cabinet maker and coffin maker in 1865, and the funeral home business continued with his sons in 1904, when the business was named A.J. Holly and Sons. This business is the only funeral home business in Waupaca at present. They completed building a new, larger brick structure in 1997 behind the now-razed brick building that was on the corner of Main and Lake Street as the funeral home location since 1929.

The third generation of Hollys in the business ended when Tom Holly retired, but the tradition lives on in the business name and services offered.

The Hook and Ladder Company was organized in 1868, with water for lighted fires stored in reservoirs or tanks in different parts of the city. One year later, in 1869, the Village board approved employment of a night watchman for the city.

In 1870, a number of ladies of the village petitioned the Board not to grant licenses for the sale of intoxicating liquor for the ensuing year. This didn't pass, but it was ordered that the saloons close from 10:30 at night until the next morning, as well as all day Sunday. The Women's Christian Temperance Union (WCTU) was an active organization in our area in trying to promote abstinence from alcohol. This was a state and national organization as well.

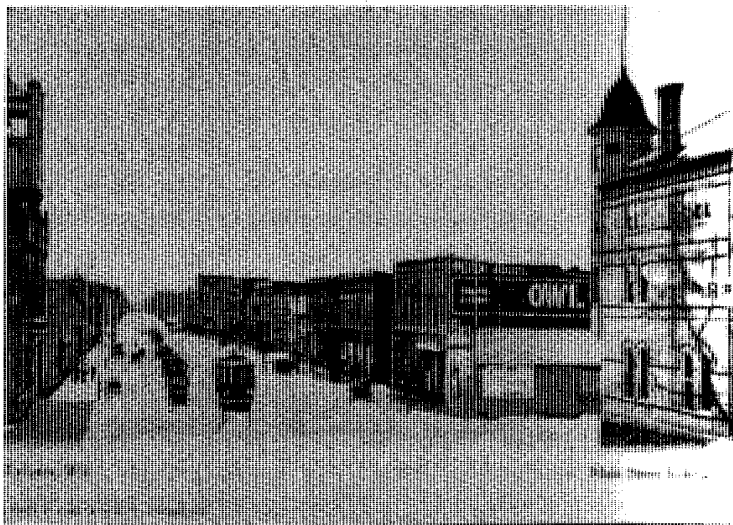
The Wisconsin Central Railroad lines, which are still in operation today, were completed through Waupaca in 1872.. This was needed because of the large potato industry of the time in our area. Waupaca was one of the largest potato producing areas in our country up through the early 1900's.

On June 30th, 1873, the Village Board realized a suitable police force was needed to maintain order and quiet during 4th of July celebrations. Five men were appointed for this job.

In 1873, the Street Committee was appointed to work on plans with the County to build a fence around the Courthouse Square.



Main Street 1873 Waupaca. Split rail fence surround the Courthouse Square.



The Dane's Home is on the right in this photo of Main Street looking South in 1908.

This was completed with a wooden fence, which was later replaced with an iron one.

In 1874, the County secured land for a house for the indigent, while at the same meeting a few other bills indicated a glimpse into the life style of the times: wood for the fire engine house, oil for lanterns, planks and nails for sidewalks, shoeing horses, etc.

Also around 1874, every eligible male resident was assessed \$1.50 per year for taxes, with disabled soldiers and paupers exempt. Persons unable to pay such a tax were given a choice of working out the amount. Receipts of the poll tax collection were to be used specifically for highway and street improvement.

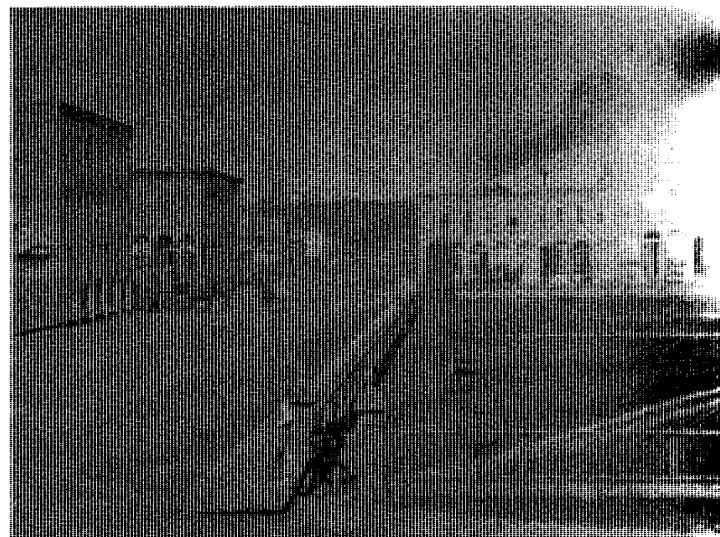
The first Council for the City of Waupaca was held on April 6, 1875 in F.F. Wheeler's office, with Charles Wright elected the first Mayor. Aldermen were George L. Lord and C.S. Ogden from the 1st Ward; J.W. Evans and Willis Wheeler from the 2nd Ward; and Milton R. Baldwin and B.F. Brown from the 3rd Ward. F.F. Wheeler was elected the first Clerk, with C.S. Ogden the First Council President. The Mayor appointed Edgar Bangle the Chief of Police,

and later added a policeman for each ward. In 1876 the Council adopted 22 rules and regulations for the city.

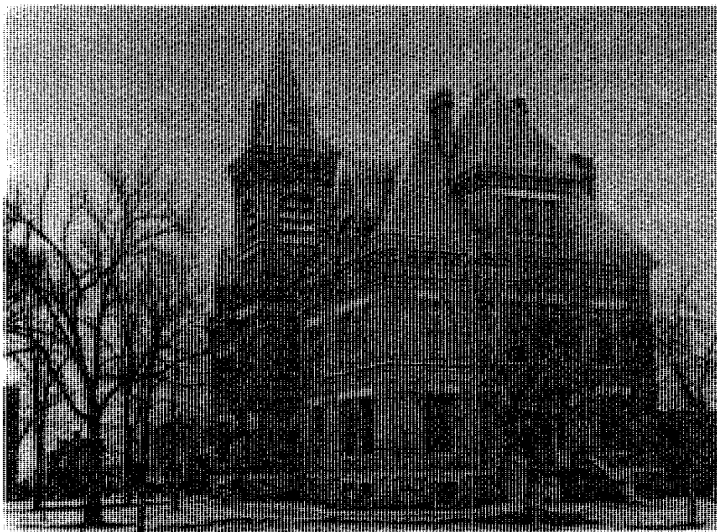
In 1877, the Dane's Home Society was organized for social and literary purposes for Danish Immigrants to this area. They built a large building on the north end of Main Street in 1894 in which to assemble for their own functions. The organization disbanded in the 1930s, and later the building fell into ruin. It was purchased in the early 1990s, was renovated, and is being used as an antique mall.

One mysterious tale of early Waupaca took place in 1882, when Banker Mead, president of the Mead Bank, was murdered. No conviction has ever been made for his murder, but the building still stands on Jefferson Street in the downtown area. About midnight on October 7, 1882, the murderer(s) climbed in through the window and shot the banker, who was in the odd habit of doing much of his work at night. The trial was full of scandal and was reported all over Wisconsin. Some local businessmen were suspected, but to this day, no one knows who killed banker Mead.

Four miles north of Waupaca, a ledge of "magnificent" granite was discovered in 1885, and the following year a quarry was opened. Wisconsin's capitol building in Madison has 276 pieces of Waupaca granite used in interior decorations. This granite quarry operated for a number of years, but has been closed for many years now.



Courthouse Square 1880s or later after iron fence and wooden plank sidewalks were installed.



The original brick County Courthouse on Main Street in Waupaca.

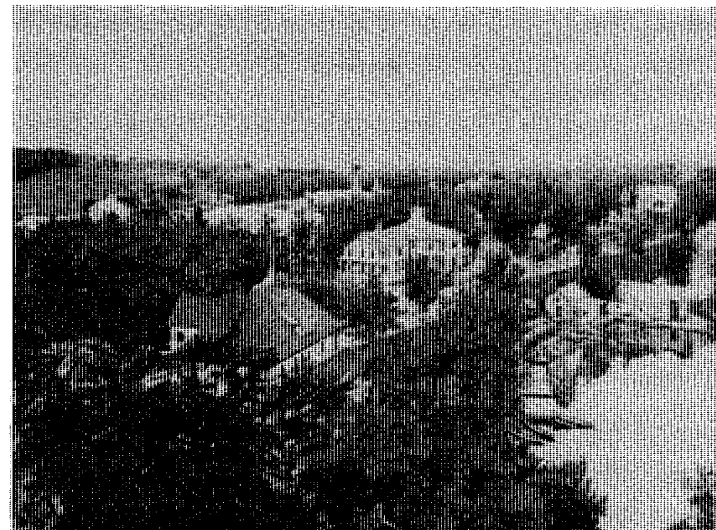
The wooden courthouse originally built on Courthouse Square was sold several times. It was purchased by the City of Waupaca, then sold to the Dane's Home Society and moved to the end of North Main Street after the "new" brick courthouse was built in 1881. This was the brick structure which stood on the square until it was razed in 1992 to allow construction to begin on the new Waupaca Public Library, which was completed in 1993. The newest Waupaca County Courthouse was built on the east side of town near the County Jail in 1990. The original wood frame courthouse was moved eventually to the west bank of the Waupaca River across from the City Shops and was privately owned until it was condemned and razed in the 1960s.

By 1890, according to J. Wakefield's History of Waupaca County, Waupaca had grown considerably. The Central Wisconsin Railroad ran through town, which ended up causing Rural to remain a small Yankee village. It still exists today much as it did in its early days in the 1850s. Waupaca had become one of the best markets for farmers in Northern Wisconsin, with potatoes being the chief

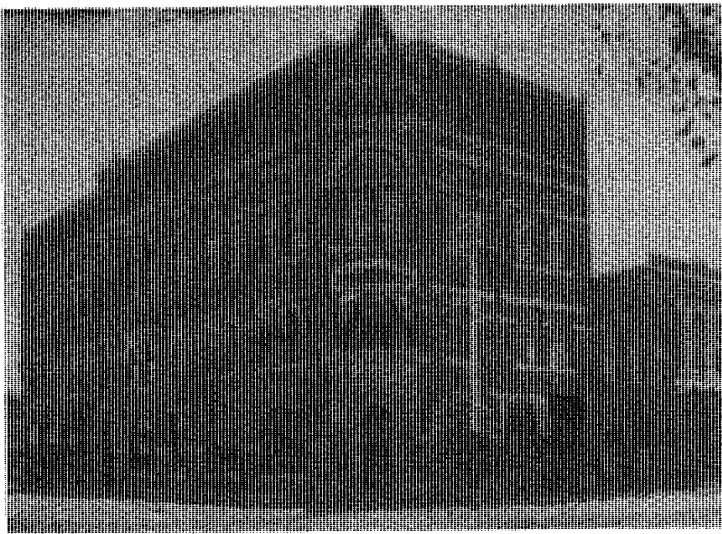
product being shipped. By 1890 Waupaca was lighted with electricity and had many well-made streets plus many fine homes. The Wisconsin Veteran's Home was built on the Chain O' Lakes in 1887 as a home for many Wisconsin Civil War soldiers and their wives to receive medical care. This was begun by the G.A.R. (Grand Army of the Republic), but by 1917, as the need for expansion became evident, the State of Wisconsin took over control of the Home located on Rainbow Lake. It has enlarged since then many times and is home to many veterans as well as being a large employer in the area today.

The first telephone was installed in 1889 in Mrs. M.E. Chady's grocery store. It became a popular spot in town!

According to J. Wakefield these were the City of Waupaca businesses in 1890: "9 general stores, 5 grocery stores, 2 furniture stores, 3 drug stores, 3 hardware stores, 2 clothing and furnishing goods stores, 1 merchant tailor, 2 tailor shops, 3 harness shops, 4 jewelry stores, 3 meat markets, 3 barber shops, 1 bath room, 1 shoe store, 3 notion and confectionary stores, 1 bakery, 4 hotels, 3 restaurants, 3 livery stables, 3 pump shops, 3 farm machinery warehouses, 4 shoe shops, 6 blacksmith shops, 2 machine shops, 1 foundry, 3 wagon shops, 2 planing mills, 2 grist mills, 1 starch factory, 1 creamery and cold storage house, 1 marble shop, 1 woolen mill, 1 bottling works, 1 brick yard, 2 photographers, 2 feed stores, 1 tannery, 1 brewery, 1 nursery and fruit farm, 1 green house, a dozen or more



Wisconsin Veterans Home, located on Rainbow Lake. Photo in early 1900s.



*Waupaca County National Bank, built by 1893
on the corner of Main and Union.*

produce and stock buyers, 4 millinery stores, 2 temperance saloons, 2 national banks, 7 churches, 1 high school, 2 newspaper and printing offices, 1 jog printing office.”

The Waupaca County National Bank was organized in 1890 and was the first bank in the county. By 1893 they had built a fine, three-story brick building on the corner of Union and Main which still stands today. It has been a realty business for some time, now Coldwell Bankers.

By the 1890s sanitary landfill problems were present, and an ordinance to secure garbage dumping grounds was discussed often. Early ordinances for Waupaca involved regulating bicycle riding and tandems, prohibiting carrying or discharging “sling” shots, regulating the cemetery and burial of the dead, setting rules and regulations for water works, and prohibiting children from running in the streets or catching rides on sleighs and other vehicles.

In 1892, the city granted the Waupaca Curling Club permission to use part of the north side of Sessions Street, on the east side of the Waupaca River, for a covered curling rink. Curling is still a popular sport in Waupaca at present, with an active club that hosts

annual competitions.

In 1895, a new City Hall was built on a site at the North Main Street lot where the old engine house stood. When completed, half of the first floor housed council chambers, the clerk’s and treasurer’s offices, and the police department. The other half of the first floor occupied a stable for the horses and the fire barn, with the fire department on part of the second floor.

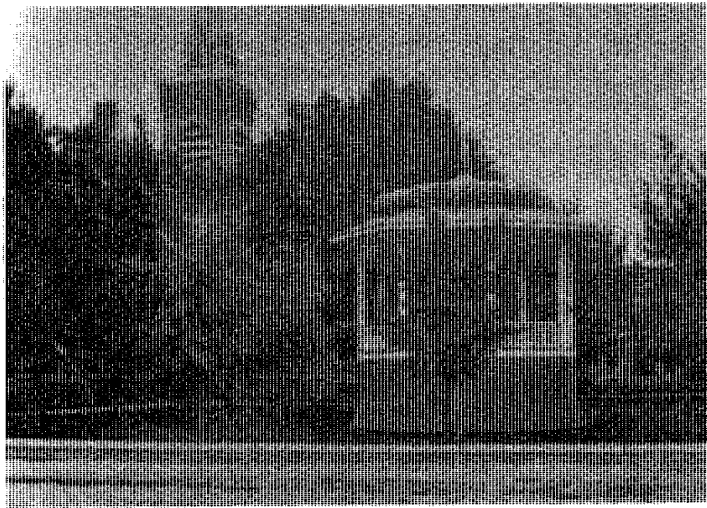
In 1897, the Bethany Orphan Home was built in Waupaca on the banks of the Crystal River. It was a home for thirty orphaned children. This eventually became Bethany Home, an operating Christian home for the aged, in 1953. This has continued to provide care for elderly and has expanded even to this day in its location on Berlin Street.

In 1896, Loyola Villa was established as a recreational facility for professors of Jesuit colleges of the Missouri Province, another establishment still in operation today. This is located on a point between Sunset and Rainbow Lake on the Chain.

Also in 1896, the Woman’s Club of Waupaca was organized with 15 members who worked toward establishing a free public library for Waupaca. This came to fruition in 1900 in a room over the Post Office on Main Street. In 1913 the Carnegie Library was built on Main Street. When the new Waupaca Public Library was erected on the Courthouse Square in 1993 where the old Courthouse had stood, Carnegie’s Club Room restaurant was opened in the old library, a year or so later.



*Woman's' Club of Waupaca, who worked to
establish the Carnegie Public Library on
Main Street in 1913.*



The Bandstand, built 1898 on Courthouse Square, Waupaca had two bands at that time, Carroll's Waupaca Band and the Waupaca City band.

By 1898, A.D. Appletree Barnes had a thriving business as fruit farmer and nurseryman, with fine orchards of apples, cherries, pears, and plums, plus one of the most complete nurseries in the state. Some of the orchard still exists today on Appletree Lane near Highway 10, on the outskirts of the city.

By July 4, 1899, the Waupaca Electric Railway was running between the Waupaca Depot and the Grand View Hotel on the Chain O' Lakes. It was owned by Irving P. Lord and W.B. Baker, who had bought most of the stock of the Waupaca Electric Light Company. The electric railway ran through downtown Waupaca out to the "Chain" on 5.21 miles of track, and enabled summer guests to reach the Grand View Hotel, the well-known resort on Rainbow Lake. By August of 1907, when a special picnic was held in Waupaca, the railway or trolley carried 4,844 passengers in one day! In the winter the cars were run every hour, but in the summer they maintained a half hour schedule from early morning until 11 p.m.!

In the early 1900s, Waupaca Main Street was the location for a celebration in the autumn called the Waupaca Potato Bake, in honor of a successful potato harvest.

By 1904 Waupaca needed its own telephone company, which became located above McFadden Hardware at 210 S. Main Street. Throughout the 1900s Waupaca has changed and grown in many ways. Its population has increased gradually so that its schools have had to be enlarged to meet the demands of increased youth, and business growth has continued steadily. Back

In 1897, A.M. Penny became postmaster of Waupaca. By this time he had become one of the largest potato producers in the State of Wisconsin (he made his fortune in it) and he lived in a home on Main Street which is occupied today by Judge Kirk's family.

By 1898, Waupaca's population had grown to 3500 people. It had mostly brick buildings in the downtown area by this time, and many beautiful residences. Waupaca was quickly growing as a manufacturing center, with flour mills, saw mills, planing mills, a starch factory, a large creamery, wagon, carriage, and implement shops, and many warehouses for the huge potato trade that took place here. The city owned its own water works, with seven miles of mains, and a pumping capacity of 2 million gallons per day.

In 1898, a committee of the City Council investigated the advisability of building a bandstand in the Courthouse Square. Waupaca had two bands in the city then. They proceeded with construction of the bandstand at a cost of \$250, but it went \$25 over budget. It is still used for concerts one hundred years later many Friday evenings in the summer.



Waupaca City Band in 1888



Waupaca Electric Railway tracks being laid through downtown Waupaca. Began running trolley cars on July 4, 1899.

in 1953 the Waupaca Industrial Development, Inc. was organized by Waupaca businessmen to encourage the growth of industry here. In 1954 Woody's Cheese Co. opened here. Then in 1957, WIDC purchased land that was leased to the Waupaca Foundry, Inc. Bowlby Candy Company was built in 1957. All three of these businesses are still thriving in the 1990s, as well as many new businesses which have been added through the years.

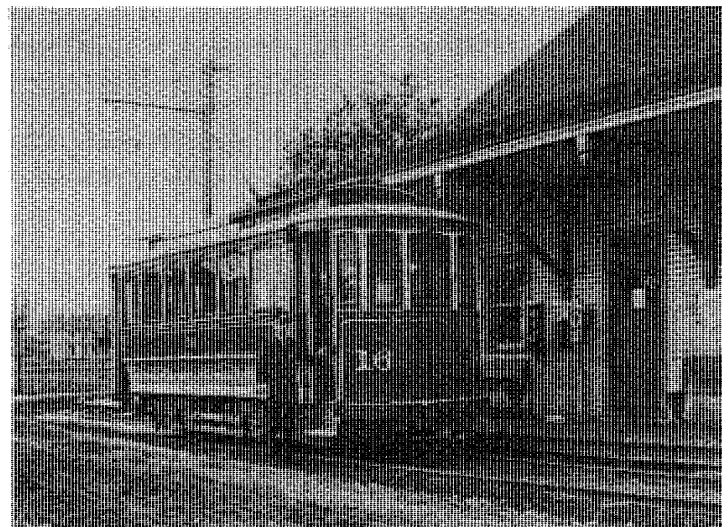
In 1953, the Waupaca Historical Society was begun, and by 1957, when Waupaca celebrated its centennial, they had laid the cornerstone of the Hutchinson House Museum, which is located in South Park. It is one of the oldest remaining homes in our city built with lumber from one of our first saw mills, built back in 1854 by Chester and Susannah Hutchinson. The museum is open weekends in the summer months for people to get a glimpse of what life was like in the late Victorian-era time period in Waupaca.

In 1964, the Waupaca Fine Arts Festival was organized to help create and promote the cultural arts to the citizens of the Waupaca Area. Concerts and art festivals, as well as theatre productions, are now a tradition in Waupaca that continues

through their ongoing efforts.

The Waupaca Area Chamber of Commerce has over 100 organizations listed in the area which people can join. The Winchester Academy offers a series of lectures with interesting speakers for citizens to enjoy on a regular basis.

There are many parks in the city of Waupaca for the enjoyment of everyone, with a new one in the process of construction. A few miles outside of the city is Hartman Creek State Park, which is enjoyed by many people from our state and elsewhere all year round. The Chain O' Lakes population has increased considerably through the years and enlarges the population of the area immensely in the summer. There are many churches in the city and nearby, some of them established many years ago. Businesses and organizations have increased greatly through the past fifty years in Waupaca. The city has its own unique charm with many attractive businesses and homes in the downtown and the surrounding area. The Chamber of Commerce has sponsored two yearly events for a number of years that are well-attended by thousands: Strawberry Fest in June, and Fall-O-Rama in the autumn. Waupaca is an active, thriving modern community with a rich history that longs to be shared with others. Its citizens work hard to make it a special place for residents and visitors alike to enjoy, just as its founders did those many years ago when they first saw this beautiful and dynamic countryside.



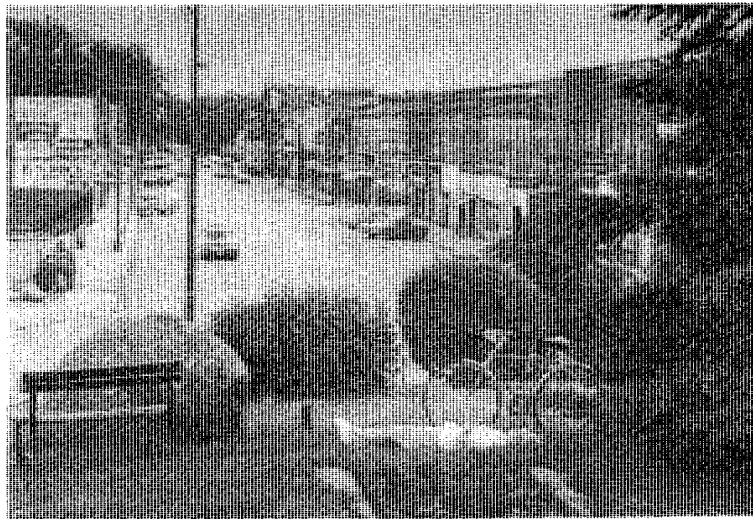
Waupaca Electric Railway



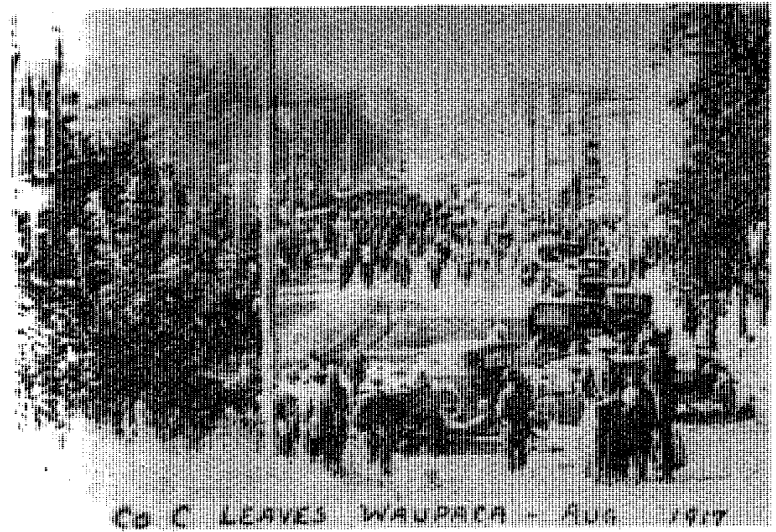
The Grand View Hotel, the well known attraction for tourists on Rainbow Lake at the turn of the century.



Tourists on the Chain.



Main Street looking South, from the top of the hill at Nels Rassmussen Park in 1974.



*Co. C LEAVES WAUPACA - AUG. 1917
Company C leaves Waupaca in August of 1917 to fight in WWI. Parade on Main Street looking south.*

The Secret of Good Design

These Design Guidelines are written with a recognition and understanding of the essential elements that create the unique character of Waupaca's historic commercial district. Some of these elements include the natural topography of the riverfront, scale of buildings, type of materials, color of facades, and era of construction. Some basic guidelines would include the following:

- **Start Small:** begin with small-scale improvements and when gaining expertise, tackle large-scale improvements such as building renovations or restorations.
- **Avoid themes:** Historic preservation is an ethic, not a theme. It advocates preserving architectural elements that tell Waupaca's story, not creating a false past pasted on.
- **Create compatibility:** Improvements should build on existing physical assets. Don't imitate historic styles, but consider complementary changes that respect existing architectural elements.
- **Build quality:** Cheap "substitute" materials and low-budget designs of today build the tacky towns of tomorrow. Invest in the best possible materials and designs to pass the test of time, communicating pride and belief in the future of Waupaca's downtown.
- **Don't copy:** Avoid "mall" design formulas that don't work in the traditional commercial district where these treatments appear unnatural and gimmicky.
- **Utilize natural assets:** The existing riverfront and greenspaces can be improved and developed to such an extent that they become a focal point of the social and commercial fabric of Waupaca.
- **Be realistic:** Design improvements can enhance the appearance of Waupaca's commercial district, but they cannot alone develop economic vitality. Sensible business development, aggressive marketing and permanent management of the district are also necessary to promote economic strength.

*The best storefronts reflect
the business personality
and image! Ask yourself:*

- *Who are your best customers?*
- *How would they describe your shop?*
- *What makes your business unique?*
- *Whose shop on the street looks best and why?*

Types of Design Assistance Available from Main Street Waupaca

Recommendations:
conceptional plans and written
guidelines on improvements to
facades, signs and/or displays.

Resources:
provide information on materials
and contractors for building
improvements

Planning:
collaborate with city government
on future public improvements

Main Street Waupaca Design Assistance

In many traditional commercial districts, older buildings are viewed as a problem or blemish when in actuality they are often a major asset. With proper treatment, these buildings can lend a historic appeal and integrity to the entire downtown while unifying the heart of the city and improving the profit potential of the business they house.

The Main Street Waupaca Program offers free design assistance to business or property owners within the designated area of the program who are interested in doing exterior and interior renovation projects. Sample drawings of possible facade improvements, color schemes, paint and awning samples, signs as well as technical information about how to get the work done are just a few of the solutions our program can offer. You can also get assistance for a sign project alone.

These design guidelines serve merely as a guide for various improvement projects. They are intended to suggest ways in which property/business owners can take advantage of our downtown's charm and history. **They are not intended to be formal architectural plans and do not address compliance with existing building codes, Department of Health or handicap accessibility concerns. These issues must be recognized by the property owners and the professional they utilize to complete the renovation project.**

To apply for design assistance, simply contact the Main Street Waupaca Program manager and complete the Main Street application form which is included in the Addendum section. Requests for design assistance are processed on a first-come, first-serve basis. When your project recommendations are complete, they will be sent to you and the program manager who will work with you until the project is complete.

Main Street Waupaca Low Interest Loan Program

To apply for a low interest loan to be used for an exterior renovation of a building in the designated area of the Main Street Waupaca program, a property owner must follow the suggestions set down by the Design Guidelines, and submit their project to review and approval by the Design Review Committee of Main Street Waupaca. Upon approval, the applicant

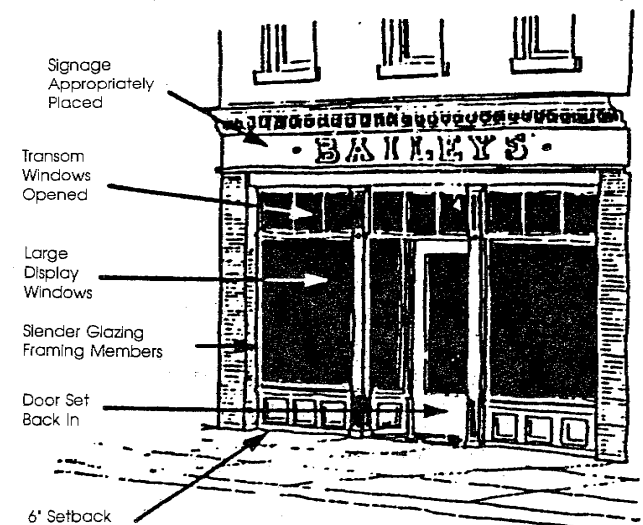
must submit the application to and meet the financial criteria of the participating lending institution of their choice. For information on Main Street Waupaca's Low Interest Loan Program, contact the Main Street Waupaca office for rates and participating lending institutions. Applications and details are available at the Main Street office.

Successful Storefront Design

Property/business owners wishing to improve the image of their downtown building need to start by considering their business's personality and market base first. Then an assessment of the architectural assets/problems should be addressed.

- **Consider the entire building.** Expand a business's presence and image by utilizing the whole facade reintegrating upper-story design with the storefront, uncovering facades, and opening up boarded windows.
- **Take cues from the neighbors.** Look at the entire streetscape for clues about the range of colors, styles, size and character of storefront elements. Unity not conformity is the goal.
- **Change dramatically with color.** A thoughtful paint scheme can cover a million problems from unifying a hodgepodge design to economically freshening a tired facade. Keep it simple; no more than three colors of the same hue, integrate the entire facade and don't fight the neighbors.
- **Integrate facades with awnings.** Stick to simple, traditional shapes, colors and materials that fit the storefront opening. Take you cues from historic treatments to help conceal previous inept alterations or modifications.
- **Change image through signs.** Many significant changes can be accomplished through creatively designed signs. Placement, proportion, colors, material and style should all reflect the building and business image.
- **Develop focal points with lighting.** Call attention to merchandise, signs and architectural detail through unobtrusive and historically sensitive lighting.
- **Use windows to inject vitality.** Fresh, creative window displays and treatments are not only historically correct, they sell the merchandise selected and set the image of the business.

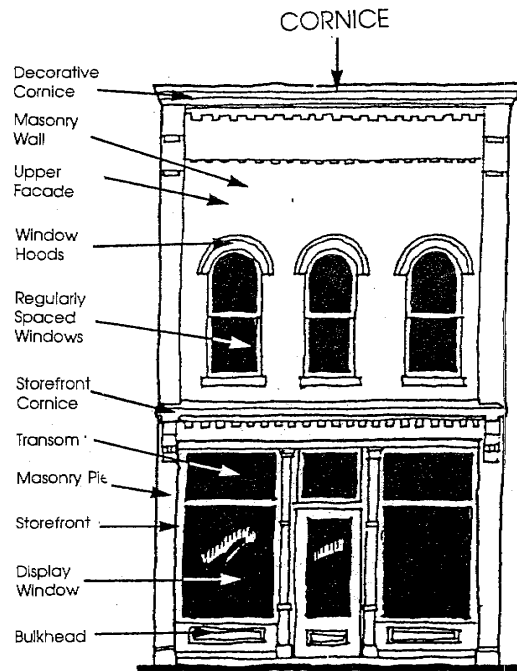
Traditional Storefront Design



Traditional Facade

The traditional commercial storefront can be considered the most important element that sets apart and gives historical significance and character to Waupaca's downtown. The majority of our historical buildings date from the late 1800's to the early 1900's and shared a consistency in design and proportion that was key to creating a strong visual image. A visually unified and historically renovated downtown can go a long way in motivating patrons economically and attracting people socially. These are two of the major goals of Waupaca's Main Street Program.

While changes have occurred to Waupaca's buildings over the years, generally most of these revisions are superficial, leaving the structural integrity of the original storefront design intact. These covered over facades may only need exposing, and restoring through simple maintenance and repair. Issues of researching the original facade, energy efficiency of traditional facades, and modern accessibility are all addressed in Main Street Waupaca's research library and through assistance with the State Office. See Addendum for resources.



Traditional Facade
Components

Storefront Design

The basic commercial facade consists of three parts: the storefront with an entrance and large display windows, the upper masonry with regularly spaced windows, and the decorative cornice that caps the building. These components may appear in various shapes, sizes and styles but the result is essentially the same facade.

The traditional Waupaca building facade has a well-defined opening that the original storefront filled. The opening is bounded on each side by piers which were usually constructed of masonry. It is bounded on top by the storefront cornice which is the structural member supporting the upper facade, and bounded below by the sidewalk.

The storefront was composed almost entirely of windows, in order to display goods and allow natural light deep into the store.

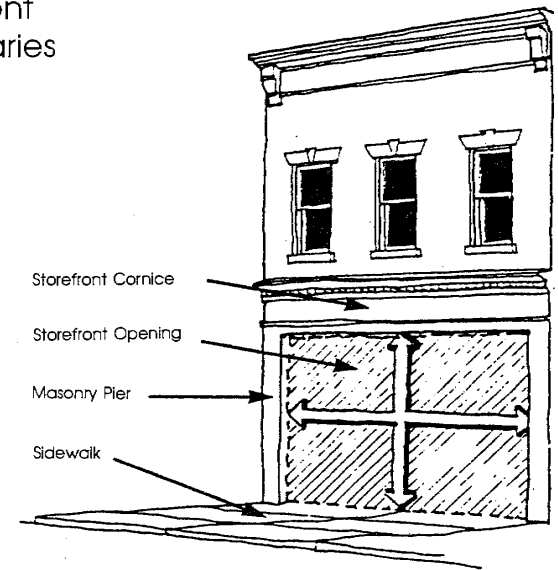
Visual openness of the storefront is important because it is part of the overall proportion system of the facade. The proportion of window to wall areas in the traditional facade call for more glass and less wall at the storefront level, balanced by more wall and less glass on the upper facade. These proportions were repeated as new buildings were erected, giving the original downtown a unity and consistency in design.

Storefront Improvements

In considering improvements to the storefront it is very important that the original opening be recognized and maintained. The remodeled storefront should be designed to fit inside the original opening and not extend beyond or in front of it.

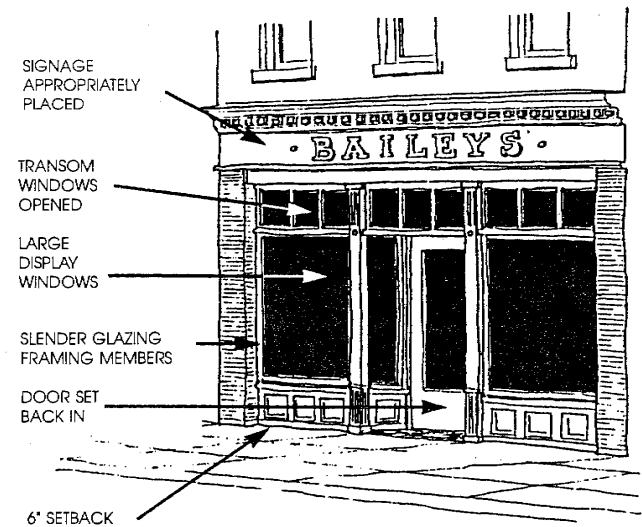
The basic storefront design should include large windows with thin framing members, a recessed entrance with overhead transom, a storefront cornice, exposed structural element or a horizontal sign panel at the top to separate it from the upper facade, and low bulkheads at the base to protect the windows and act as a platform for window displays. The basic configuration can be constructed from traditional or contemporary materials, achieving the same result.

Storefront Boundaries



Traditional Storefront Design

STOREFRONT
FITS WITHIN
BOUNDARIES



Common Storefront Materials

CORNICE
CAST IRON, WOOD, SHEET
METAL, BRICK, STONE OR
TERRA COTTA

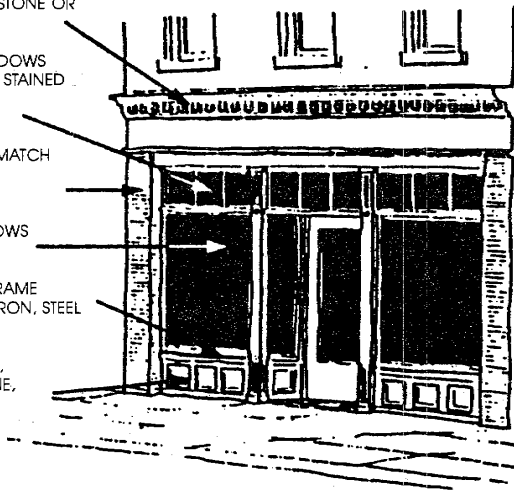
TRANSOM WINDOWS
CLEAR, TINTED, STAINED
OR ETCHED

PIERS
MASONRY TO MATCH
UPPER FACADE

DISPLAY WINDOWS
CLEAR GLASS

STOREFRONT FRAME
WOOD, CAST IRON, STEEL

BULKHEAD
WOOD PANELS,
POLISHED STONE,
GLASS, TILE OR
ALUMINUM



Key Features to Consider:

- The store front should be composed almost entirely of glass. If glass is not appropriate for the business, consider the use of window treatments as a solution.
- The entry should be maintained and restored in its original location and configuration. If the original entry is gone, the new entry should be designed and placed considering traditional design themes and its relationship to the overall building facade and symmetry.
- Transom windows that are covered or blocked should be reopened and restored.
- Storefront bulkheads should be restored or renovated.
- Original elements such as cast iron columns, storefront cornices, entry doors and lighting fixtures should be restored.
- Signage should be integrated into the storefront design.
- Lighting should be integrated into the storefront design.
- Awnings, if required, should be integrated in the storefront design.

The storefront design must be true to the time period in which the building was constructed. Renovating late 19th century buildings such as we have in Waupaca with colonial motifs and mansard roofs is certainly inappropriate.

When planning the renovation of a storefront, it could be very helpful to contact the Waupaca Historical Society or the Main Street office to see if there are turn-of-the-century photographs available of your building. Old photographs can be a valuable tool to help determine original design, materials and signage used on your buildings.

Storefront Materials

When designing a new storefront or renovating an existing storefront, remember that the goal should be a transparent facade. Keeping the storefront materials simple and unobtrusive will help you achieve this goal. There is no need to introduce additional types of building materials to those that originally existed on your building. Whether building new or renovating existing storefronts, use materials consistently throughout the design. By doing so you accomplish simplicity in the design and uniformity in the overall storefront appearance. Always try to utilize existing materials. It is better to repair them than to replace them.

Typical examples of materials and their location on the storefront:

- Storefront Frame - wood, cast iron, anodized aluminum
- Display Windows - clear glass
- Transom Windows - clear, tinted, stained or etched glass
- Entrance Door - wood or aluminum with a large glass panel
- Bulkheads - wood panels, polished stone, glass, tile, metal clad plywood panels
- Storefront Cornice - wood, cast iron, sheet metal
- Side Piers - should be same material as upper facade (typically brick and stone)

Certain materials should never be used on the traditional commercial building because they have no relationship to the original building's design themes and therefore flaw the consistency of appearance of the building and the downtown area. Such inappropriate materials include: cultured stone, fake brick, rough textured wood siding, wooden shingles on mansard roofs, gravel aggregate materials and stucco materials.

Color

As with materials, the color scheme chosen for the facade should be sensitive to the time period the building was built. To determine the color scheme to be used, consult a professional or go to the local paint store and ask to see color cards for historic paint colors and their combinations.

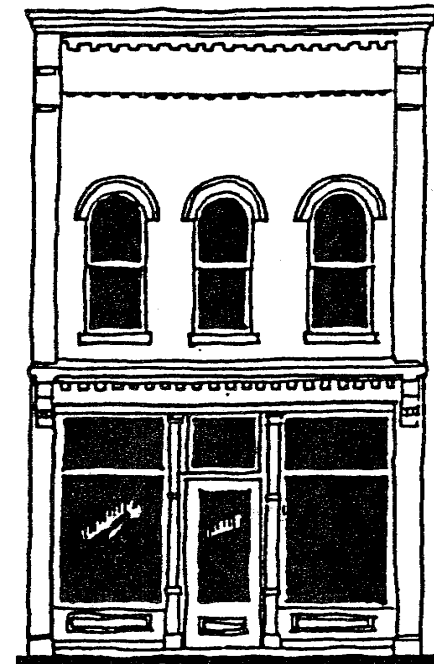
If you have a masonry facade that is already painted and the paint seems to be holding - paint it again. If masonry is to be painted, the colors used should be within the natural color range of the material to be painted.

Colors should accentuate the architectural details of the building - but don't overdo it! The levels of coloration might be broken down as follows:

- Base Color - Major Trim Color - Minor Trim Color - Accent Color -

Storefront Color

- BASE COLOR
- WALL SURFACES
 - STOREFRONT PIERS
 - CORNICE WHEN SAME MATERIAL AS WALL



- MAJOR TRIM COLOR
- CORNICE
 - WINDOW HOODS
 - WINDOW FRAMES
 - STOREFRONT CORNICES
 - STOREFRONT COLUMNS
 - STOREFRONT & BULKHEADS

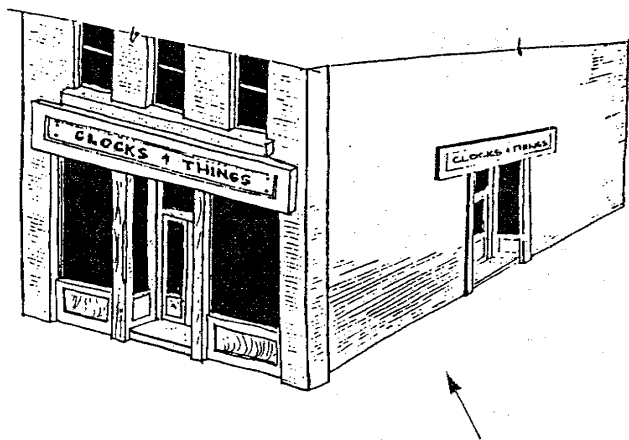
- MINOR TRIM COLOR
- WINDOW SASH
 - DOORS

- ACCENT COLORS
- SMALL DETAILS ON WINDOW HOODS, CORNICES, COLUMNS & BULKHEADS

Exposed Sidewalls of Buildings

Certain buildings in Waupaca's downtown have exposed sidewalls and the possibility always exists that more will become exposed if an existing building is lost due to fire or demolition. These walls are more difficult to treat aesthetically because there is less detail to work with. Trim is held to a minimum and there generally are few windows, doors, or other features to treat. However, there are a number of design issues that apply to sidewalls:

- **Continuation of Storefront Elements:** Strong storefront elements can be copied and extended across the sidewall. The introductions of these elements add a horizontal or vertical rhythm, and interrupt an otherwise monotonous wall. This also prepares the pedestrian for what they will see when approaching the storefront.
- **Painting and Cleaning:** If it is determined that the wall in question contains sufficient architectural elements to leave unaltered, cleaning and painting may be satisfactory. Cleaning, painting, and repair of wood and metal trim will compliment the remainder of the wall.
- **Doors and Windows:** In an existing sidewall, doors and windows can be aesthetically improved by repeating patterns and elements found on the storefront. However, care should be taken not to overdue sidewall decorations so as to compete with the storefront or to such an extent that customers become confused as to what is the main entrance. When a new sidewall is exposed, the introduction of doors and windows and their decorations should be considered to serve not only as an entrance but also to break up the monotony of a solid brick wall. Again, caution should be used in order to avoid competing with a main entrance.
- **Advertising and Non-advertising Graphics:** Graphics painted directly on the masonry or other wall material are subject to review by the Building Assessor's office on a case-by-case basis as they are not technically viewed as a traditional sign attached to the building. However, if the graphic is directly related to the business located within the building, they are considered advertising and must be reviewed by that office and a permit issued under the signage ordinance. If the graphic is non-advertisial (e.g. an art-oriented mural), the building assessor only becomes involved if the costs exceed \$300, as in the case of any other physical improvement. Certain buildings in Waupaca still carry historic advertisements, referred to



Use elements similar to those at the front, such as signage, trim, and door style.

as **Ghost Signs**. They are a valuable and intrinsic element of the historic ambiance of Waupaca's history and every effort should be made to preserve the remaining ghost signs in the downtown. New graphics should follow the design criteria expressed in the section **Secrets of Good Design** and certainly should aim to enhance the historic or aesthetic ambiance of Waupaca's downtown.

- **Landscaping:** If the sidewalks are clean and not bland enough to warrant the addition of storefront elements or doors and windows, landscaping is an economical solution. Landscaping can add rhythm, pattern and concealment and be used in conjunction with other treatments. It should be noted that landscaping requires maintenance and is susceptible to damage.



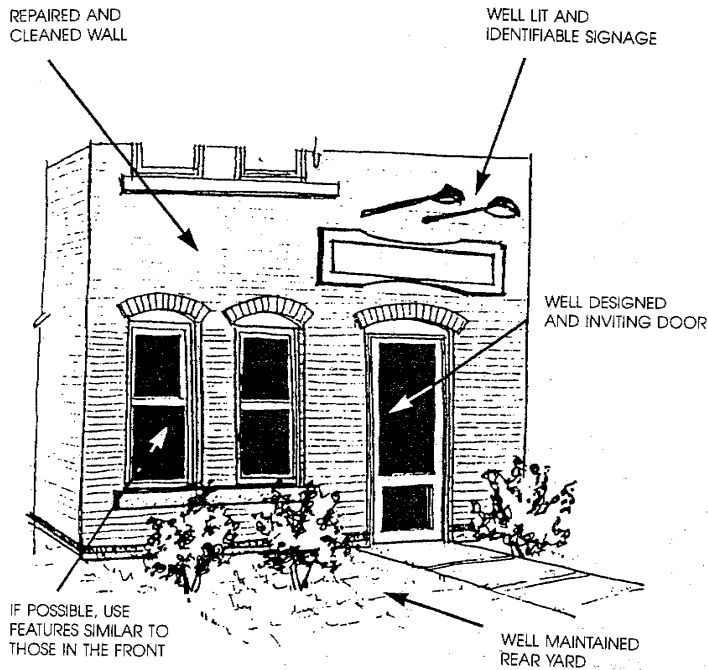
Rear Walls and Entrances

Many rear walls of buildings in Waupaca's downtown, especially on the east and west sides of Main Street, either adjoin an alley or abut large open areas such as a parking lot or Riverview Park. As they are often used for delivery access to the business or garbage storage, they are often overlooked in the aesthetic scheme of downtown. However, the potential impact of these walls is significant, especially in the area of Riverview Park.

One of Main Street Waupaca's most important goals in conjunction with the City of Waupaca is the improvement of these alleys, parking lots and public places such as Riverview Park. Property/business owners who possess buildings adjacent to these areas will hopefully enjoy great advantages including improved security and pedestrian access, an improved image and identity for their business, directly resulting in an increase in customers. The improvement of the aesthetic appeal of the entire downtown district (and indirectly the entire City) when these public improvements are achieved is limitless. Of course, the viability of these future improvement is dependent on the cooperation and enthusiasm of the property/business owners whom Main Street Waupaca aims to help, besides the entire population of Waupaca. Hopefully, property/business owners and citizens alike will take an interest and become informed and involved as these plans are presented.

Certainly, in the meantime, owners should endeavor to keep these areas neat, clean, and well-lighted for health and security reasons alone. Additionally, the design criteria that applies to sidewalks applies to rear walls, especially when these walls contain entrances that are conveniently accessible to parking and would aid in improving the identity and image of the business located in that building.

Materials used on the rear wall of these buildings should be compatible with its age and image and what is used on the storefront. Original doors and windows are preferable when they exist and can be repaired to modern standards. If these have been lost, simple modern substitutes that do not distract from the existing wall treatment may be used. There is a vast supply of reproduction hardware and building materials available to the discerning property owner.



Historic Preservation in Downtown Waupaca

The benefits of historic preservation are widely recognized:

- increased interest in local history
- improved property values
- increased investment in downtown and neighborhood revitalization
- increased attractiveness to new businesses and residents
- development of community pride
- and the preservation and enjoyment of a community's unique historical and architectural heritage.

In 1995, the City of Waupaca enacted Ordinance #21-95 as their historic preservation ordinance and created the Waupaca Historic Preservation Commission (WHPC) to administer the ordinance. Among other duties, the Commission is responsible for the official designation of significant "historic" properties within the city limits, reviewing projects affecting those designated properties and providing preservation services.

Since one of the major goals of Main Street Waupaca is the preservation of the downtown's historic structures, this organization works closely with the WHPC to encourage and achieve historic preservation in the Main Street designated area. It is widely recognized that a return to a historic ambiance through thoughtful restoration of properties is an important element in customer appeal (especially tourist-oriented business) and thus business revitalization. Preservation recognizes good design from the past, maintains the built environment's unique characteristics, and encourages good new design - whether in the construction of new buildings or the modification of existing ones. Integrity and unity in design can be accomplished by merely a return to the original, whenever possible, in a traditional commercial district such as Waupaca's downtown.

In October of 1997, the City of Waupaca was awarded **Certified Local Government (CLG)** status by the Wisconsin State Historic Preservation Officer and the Department of the Interior. Now that the city has gained this important status, the WHPC is authorized to review and recommend National Register of Historic Places nominations within city boundaries before they are sent to the state offices thus possibly easing the way for

**THIS PROPERTY
HAS BEEN PLACED ON THE
WAUPACA REGISTER
OF HISTORIC
PLACES
BY THE
WAUPACA HISTORIC
PRESERVATION
COMMISSION**

" . . . the purpose of the Waupaca Historic Preservation Ordinance and the Historic Preservation Commission is to recognize, preserve and enhance areas, sites and structures that contribute to Waupaca's unique and distinctive environment. . . "

Waupaca Historic Preservation Commission, 1996

local property owners who attempt the National Register process. More significantly, a property owner may now utilize the **Wisconsin Historic Building Code** for a locally designated building without achieving National Register status if their building is on the **local** historic register by submitting written verification to the Safety and Buildings Division of the Dept. of Industry, Labor & Human Relations. The Historic Building Code facilitates the restoration and rehabilitation of a locally historic building by enabling the owner to use it in lieu of any other building code. For instance, it allows the use of original materials and construction techniques that are no longer permitted under present-day building codes and provides flexibility to historic building projects while simultaneously protecting building occupants and visitors.

Other benefits to a property owner in placing his/her building on the Waupaca Register of Historic Places are numerous, including

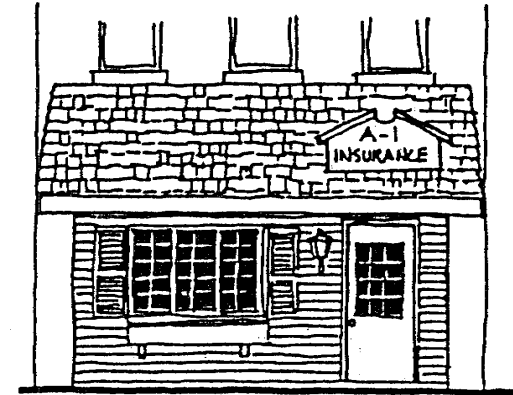
- increased property values
- improved image and identity if the business located within the property
- increased customer appeal
- an increase in historic tourism for the area
- aid in gaining State and National Historic Landmark designation which leads directly to the possibility of gaining tax credits
- increased financial assistance through the Main Street Waupaca Low Interest Loan Program for authentic historic restorations within the designated area
- and help in protecting the historic property integrity for the enjoyment of future generations.

Criteria for gaining local, state or national historic status are basically similar with slightly more flexibility on certain issues at the local level. In general, a property must be over 50 years old, significant because of its **cultural, social, economic, political or architectural history**, and adhere to the Secretary of Interior's Standard for building rehabilitation. See addendum for details. The Waupaca Historic Preservation Commission and the Waupaca Main Street manager both have extensive resources for the property owner to utilize on both the local, state and national levels when doing research, writing a nomination for their building or planning an historic renovation.

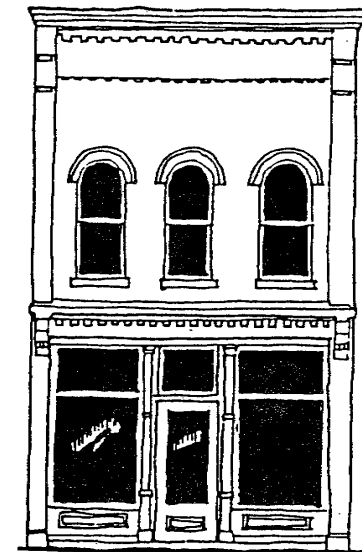
Non Historic or Non-traditional Building Improvements

Waupaca's downtown district is eclectic in its overall architectural base and represents a great cross-section of 20th century commercial architecture. Many of Waupaca's downtown buildings were built after the 1880-1900 construction era and their owners may wonder how to improve and restore these buildings. Generally, a building should be restored to its original facade no matter what era or architectural style it was built in. Tacking on an inappropriate historical "theme" facade should be avoided at all times. The property owner wishing to do a sensitive renovation should research as much as possible the building's history (photographs are especially helpful) before a project is started and follow the same general design guidelines that are appropriate to the building's origin. The Waupaca Main Street office, Public Library and Historical Society can help the owner in researching what architectural elements were used during the period their building was erected.

Inappropriate Historical Theme

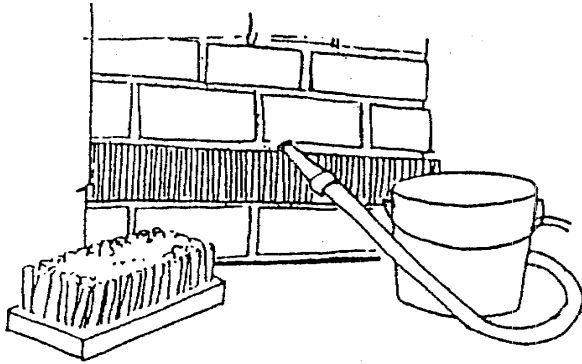


Appropriate Historical Theme



Maintenance and Repair

WATER WASH
USE OF A DETERGENT & SCRUB BRUSH
(MANUAL OR ELECTRIC) IS THE SAFEST
METHOD, BUT ALSO THE MOST TIME
CONSUMING



MAINTENANCE AND REPAIR

Before considering any repair or remodeling, materials should be examined by an architect or contractor as to their actual condition and potential for cleaning or repair. Once evaluated, cleaning and repair may proceed. All work should be professionally done, as proper equipment, working experience, and basic knowledge can be utilized. We will briefly describe repair and maintenance for the store owner's basic familiarity.

Masonry Cleaning

The decision to clean the surface of your buildings is partly a matter of appearance and partly a maintenance issue. Cleaning can give it new life, restoring the natural qualities of the brick or stone.

There are, however, functional reasons for cleaning masonry. Dirty areas on brick or stone remain wet for a longer period of time. This dampness can promote chemical reactions that lead to deterioration. Harmful microorganisms also thrive in dirt, in time damaging the building surface.

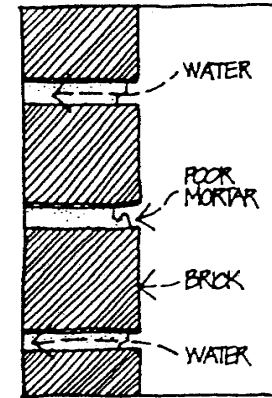
Masonry cleaning can lighten the load of building maintenance as well. An owner who cleans the paint from his or her building, opting for the natural color of the brick or stone, eliminates the periodic chore of repainting.

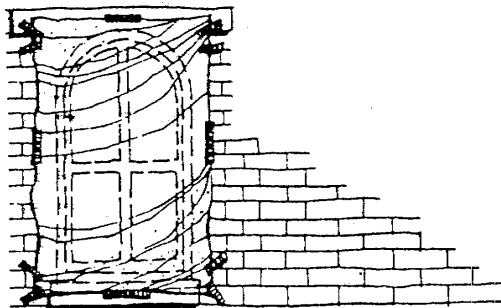
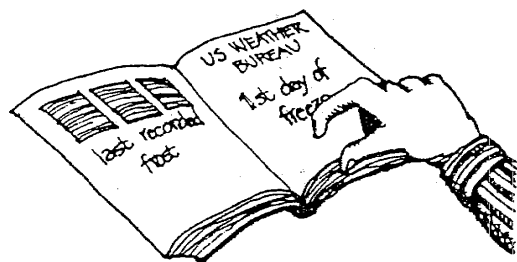
But a word of caution - improper cleaning can cause masonry deterioration to accelerate. After several years, this deterioration can affect the structural stability of your building. In addition, before deciding to remove paint from a building, particularly one made of brick, try to determine if the building has always been painted. Some of Main Street's masonry buildings were built of soft brick that was meant to be painted as protection from the weather.

Masonry cleaning is a technical subject about which the National Trust's Main Street Center, their National Park Service's Division of Technical Assistance, and your state historic preservation office have accumulated much material. Don't hesitate to ask for advice.

The following is a list of steps to consider when deciding whether to clean your building:

1. Consult an expert who can help you inspect the surface and determine the safest, most efficient method of cleaning.
2. To be on the safe side, pay for a test patch. Evaluate the effectiveness of the cleaning method. Some forms of dirt and paint are difficult to remove.
3. Let the test patch weather for several months. Any problems with the cleaning method will show up during this period. Residue from the cleaning should not be left on the brick or stone.
4. After the test patch has been completed, examine the masonry. Note whether there are too many pock marks. Are the edges too rounded? Does the face of the masonry rub off when you touch it? Some masonry may be too soft to clean.
5. Check any alterations to the original building. Brick or stone used to fill in old, unused doors or windows or to construct additions may be unsightly or a different color than the original. Perhaps the building was first painted to conceal these differences and thus should be repainted.
6. Inspect the mortar between the masonry units. Poor tuckpointing could allow water to seep into the building and cause damage. An expert can help you decide whether to repoint before or after cleaning. (Be sure to use the appropriate mortar type; the wrong choice can lead to visual and/ or structural problems.)
7. After the test, look at the original color of the masonry. Do you like it?
8. Be sure the company you choose to clean your building has a good reputation. If possible, take the time to investigate examples of its previous work yourself.





9. Look at the area surrounding your building. Shrubs, trees or ground cover will need protection. Whoever does the cleaning should agree to cover the plant material and soil around the plants. Use a water-resistant material.
10. Think about the weather when you decide to clean your building. Avoid wet cleaning operations when a danger from frost may exist. Verify freeze dates with the U.S. Weather Bureau. If you are doing more than one maintenance task on the exterior of your building, plan a work schedule. Some work should be done before cleaning; other work is best done afterward. For example, it is usually best to caulk around windows before the cleaning process (to keep water out of the joints), but to paint them after (to ensure that the paint is not disturbed during cleaning).
11. Make sure that all entrances, windows, and window wells are adequately protected against water seepage during cleaning.

Processes

Several methods are used to clean masonry buildings. Choosing one method over another should be based on:

- the amount and type of soil to be removed
- the amount and type of paint to be removed
- the type and condition of the masonry

It is *most important* to understand how your building material will interact, physically and chemically, with the cleaner. If you don't know *ask for help*. Be sure to take time and learn about various processes.

Water Cleaning

Cleaning with water sounds easy, and it can be the most economical way to clean a dirty building. But do watch for potential problems. For instance, ask about the mineral composition of your city's water supply. Some minerals could leave stains on your building; check with the cleaning company.

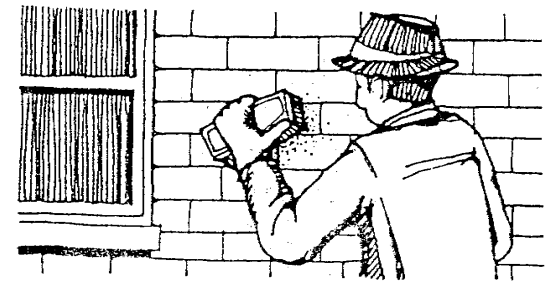
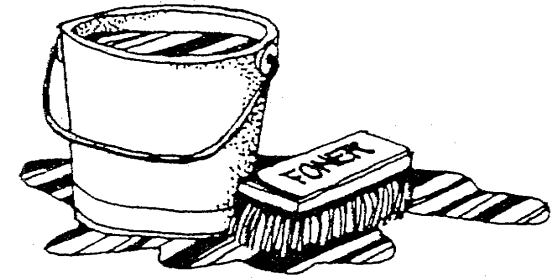
Areas of the building that are especially dirty may require a good deal of manual scrubbing and strong detergent. The increased work hours can raise the total cost of the job. Be sure to use only bristle brushes, not metal. Metal can disturb the mortar and damage masonry.

Washing with water and a detergent is the simplest of all methods and is successful on lightly soiled masonry. This method is probably the easiest for the amateur, but also time consuming. Water cleaning involves two steps. The first is spraying to presoak the masonry, removing dirt deposits not tightly bonded to the surface. The second step is time consuming and more difficult as it involves scrubbing with a hand or power brush.

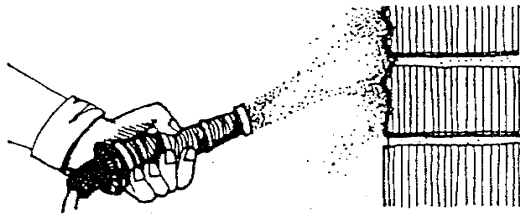
Whether done by an amateur or professional, care must be taken to use water efficiently. Cracks in walls or around openings can lead to interior of that particular wall. Water cleaning should be avoided in cold weather, absorbed water can freeze and fracture surfaces. Test washing a small area of the wall will determine how long it takes and who will finish the job.

High Pressure Water Cleaning

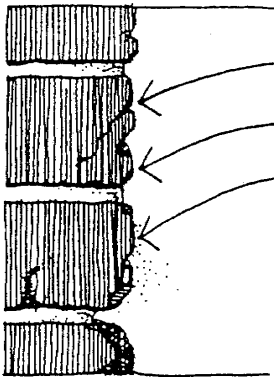
A newer method of cleaning is to utilize special equipment that develops enough hydraulic pressure to "force spray" masonry. High amounts of pressure actually inject water into the surface of the masonry, forcing out dirt and staining. Even though less water is used in this process, interior water damage is still a concern as pressure can force water into openings. High pressure water cleaning should be done only by professionals and should not exceed 1,000 p.s.i.



Abrasive Blasting



Results of
Abrasive Blasting



Chemical Cleaning

Finding the right chemical for the job is the biggest challenge. Every company seems to have a secret formula. Remember that chemical cleaners can either be alkaline or acidic.

Be sure to choose the right kind of chemical for your building. Acidic products for example, should never be used on limestone or marble buildings.

The masonry is usually pre-wet to soften any dirt. The chemical is then applied and left on the building surface. Finally, the cleaner is rinsed off, usually with water. Then the building is rinsed, make certain that all of the chemical is washed off. Be sure the runoff is collected before it can enter the storm drainage system or soak into the ground.

Sandblasting

Not for the amateur, sandblasting is the most effective method of removing paint, stains, and deposits. It is also the most detrimental, especially when considering brick. Sandblasting removes the outer surface of the brick exposing the softer inner surface. This leaves the brick more susceptible to weathering. Sandblasting also pits the surface, leaving horizontal areas and pockets for moisture and dirt to collect. **We do not recommend sandblasting be used on masonry unless it exists in an interior area protected from weather.** The pitting and roughness it creates can then be used to an aesthetic advantage without the potential of premature weathering and damage. A free test of a small area of the wall is usually done by a reputable contractor, as they can observe results and better determine an estimate to do the job.

Tuckpointing

Weathering of masonry also involves the mortar joints. If masonry is to be cleaned, the addition of new mortar to the joints is necessary. This is called tuckpointing. The joints are first thoroughly cleaned out to existing sound mortar. Then, new mortar is filled in and finished to **match the depth and style of the intended original joint.** Mortar can be pigmented to match any

existing color. After tuckpointing, the surrounding masonry must be cleaned as it is impossible to fill joints without touching them with mortar.

Toothing

An occasion may arise when an opening must be cut into or enlarged in an existing masonry wall. As the opening is cut into the wall, every masonry unit is cut back to the adjacent vertical joint. This allows new masonry units to be set in such a way as to blend in with existing masonry while creating a stronger joint.

Wood

Waupaca's existing buildings use wood on the exterior primarily for window and door framing, trim, cornices, bracing and brackets. Although masonry dominates storefronts, maintenance and repair of wood is essential in restoring original building design and integrity. Wood accents the masonry, and is the material one comes in contact with.

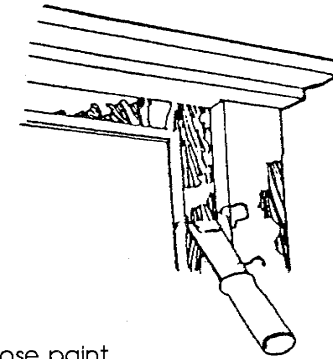
If wood is found to be in need of repair, replace or patch that particular piece of wood. Replacing the wood frame, for example, is not necessary if just one section of frame is damaged. Replace with the same species of wood if possible for uniform finishing. Conversely, refinishing wood should not be a patch job. Rather, the entire frame, as an example, should be refinished. Paint or stain can be removed by several methods. Among these are sanding, melting or dissolving with chemicals. Sandblasting should not be used as it pits and separates the grain.

Architectural Metals

Architectural metals such as cast iron, galvanized steel, aluminum, copper, zinc, and tin, are used sparingly at roof parapet and flashing. Aluminum is also used for flashing, but mainly for window frames and doors.

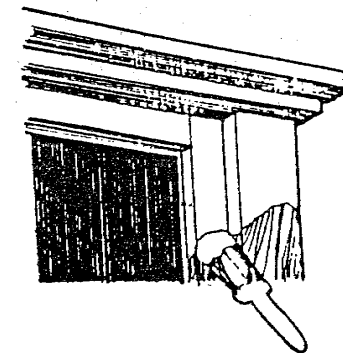
Any metal encountered can be cleaned. As with masonry, care should be taken to avoid damage by using gentle methods. Sandblasting is to be avoided with cast iron being the only exception. Softer metals can be

Painting of Wood



Scrape off old or loose paint, and use wood filler where wood is damaged, replace only that piece of wood that is damaged rather than replacing the whole frame.

Prime and paint raw wood remainder of wood to match entire frame





cleaned with solvents or sanding. Ferrous metals, (metals with an iron content) such as steel door frames, should be painted. Copper, stainless steel, or other similar metals, were meant to be exposed. Aluminum can be left unfinished, painted or factory finished with a baked coating.

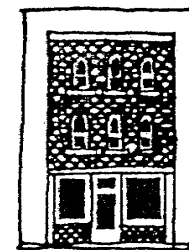
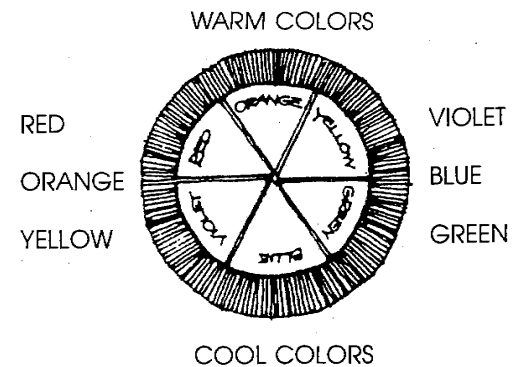
Most metals in need of repair can be fabricated and replaced. Metals damaged beyond repair may be replaced by wood, fiberglass, epoxy, or other metal. Dissimilar metals must be insulated from each other to avoid electrolysis, a naturally occurring reaction.

Paint Color

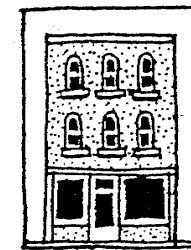
The color you paint your building, window trim or door is, to some extent, a personal decision. It is an expression of yourself and your commercial establishment. However, there are other people and things to think about. The following procedures can help you decide what colors to use on your building.

1. Be a good neighbor and look at your building in the context of the entire block or downtown. The color of your building can affect the overall character of Main Street.
2. Think about how the sun strikes your building. The amount of sunlight can change the hue of paint color. Hold a paint chip to your building on cloudy and sunny days. To be certain about your color choice, invest in a quart of paint and apply it. There is a great difference between a small color chip and an entire wall.
3. Decide whether you'd like to return your building to its original paint colors. If you are seeking historical accuracy, carefully scrape a small area to reveal different layers of paint. Please note that over time, the original color may have faded. To get a better idea of the true color, wet the original surface. The base color will appear more accurately when moist.

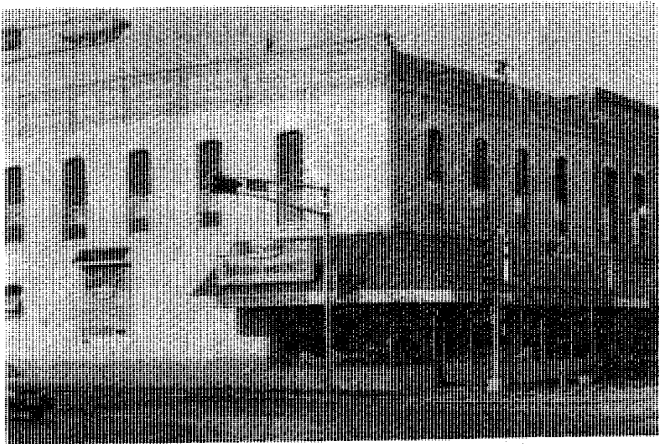
4. Color schemes for commercial buildings differ by region of the country. They also differ according to the period when the building was constructed. In addition to scraping a small area of the building to determine its historic color, consult the state historic preservation office for information on popular paint colors during the decade when your building was put up.
5. It is important to remember that white paint was not used as widely during the Victorian period as it is today. White is a glaring color that does not blend in readily with most downtown environments.
6. Traditionally, building trim was painted as decoration, often in a contrasting shade lighter or darker than the primary color. This paint treatment defined the trim, but it was not so overpowering that the trim colors dominated the building.
7. Today, aluminum frames have frequently replaced traditional wood doors and windows. The shine and metallic color of the aluminum do not complement historic buildings. Paint them a more neutral color or choose darker, anodized frames.
8. Paint color should be used to tie together all building elements, including the cornice, upper facade, windows, storefront and doors. To do this, you must limit the number of colors you use; in most cases, choose no more than three and be sure to select complementary colors.
9. With these procedures in mind, express the identity of your business through paint color. It adds to the richness and variety of Main Street.



LATE 1800S
DARKER, RICHER
SHADES



EARLY 1900S
LIGHTER, CALMER
COLORS



Painting Your Building

Painting can be one of the most dramatic improvements you make to your building. But you must know what steps to take. The following procedures will help smooth the way for a successful paint job:

1. Determine what you need to prepare for painting. Check all the wood. Is it sound or rotting? Does it have insect damage? Repair or replace any damaged areas that you find. If you have a masonry building and need to repaint it, first check the mortar. If the building needs repointing, do that before painting.
2. Plan a painting schedule. Some times of the year are better than others for painting. Good weather usually ensures a better paint job. Ask your local paint dealer for assistance.
3. Check the condition of your windows. Install new glass as necessary. Replace any deteriorated putty with a glazing compound; be sure to put it all around the window. Wait two or three days for the compound to dry before painting.
4. Prepare the surface adequately. Be sure to remove all peeling and loose paint. A variety of tools can be used: a wire brush, a scraper, a blow torch, or an electric heat gun. Use these last two devices carefully; employ only enough heat to soften the paint so that it can be easily removed.
5. A primer should be used for all bare wood surfaces as it helps the final coat adhere. Mix a little of the finish coat paint with the primer to achieve a richer color.
6. Determine the type of paint best suited for your building. Stone, brick, wood, concrete block and metal all require different paints and primers.

7. Which kind of paint should you use, oil or latex? There are advantages and disadvantages to each.

Oil:

- More durable
- Some feel it preserves wood and adheres better
- More difficult to clean up

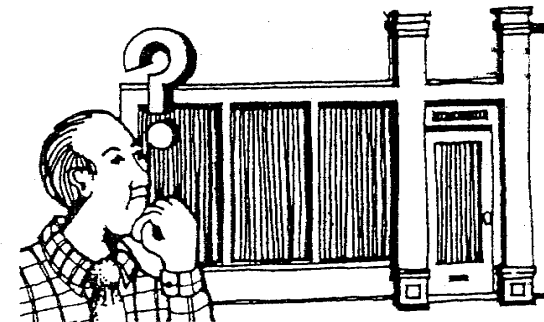
Latex:

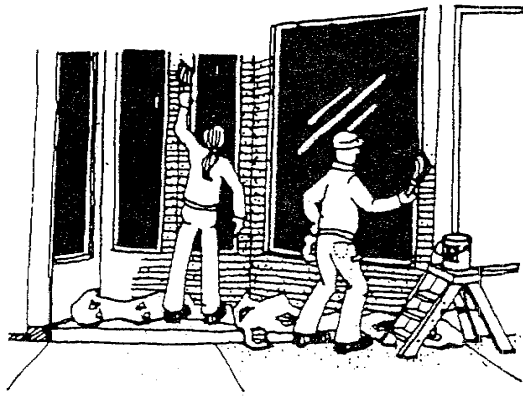
- Less durable
- Easier to apply
- Easier to Clean up

An important reminder: Once you use latex, you must continue to use it. It is difficult to switch back to oil. If you have been using an oil-based paint, it is better to continue with oil.

8. Be aware that there are three degrees of shine for paint: gloss, semigloss and flat or matte.

9. Remember that quality paint will last longer than a cheap brand. It will not fade or peel as quickly and usually gives better coverage.





A Note on Lead Paint

If your building is more than 15 years old, it may contain lead-based paint. If you are removing the existing paint as part of the repainting process, have a sample tested. It is **imperative** that the testing be done by a reputable company or with a self-testing kit. If there is a problem, contact the Department of Natural Resources for information on options for removing or encasing the lead-based paint.

A Word of Warning

Maintenance and repair of existing buildings often require removal of undesirable or damaged materials. Some buildings may have been constructed before asbestos was discovered to be a hazardous material. Not only is it unhealthy to remove certain forms of asbestos, it is unlawful. If asbestos or materials containing asbestos is suspected, notify an architect or contractor. They can verify its presence and recommend a certified asbestos removal company.

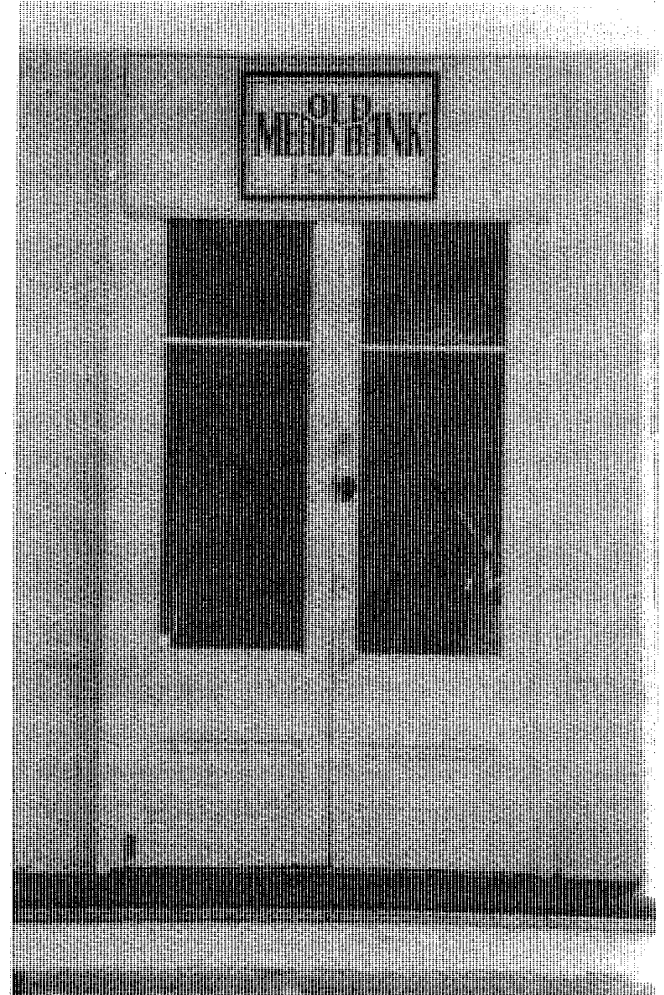
The Front Door

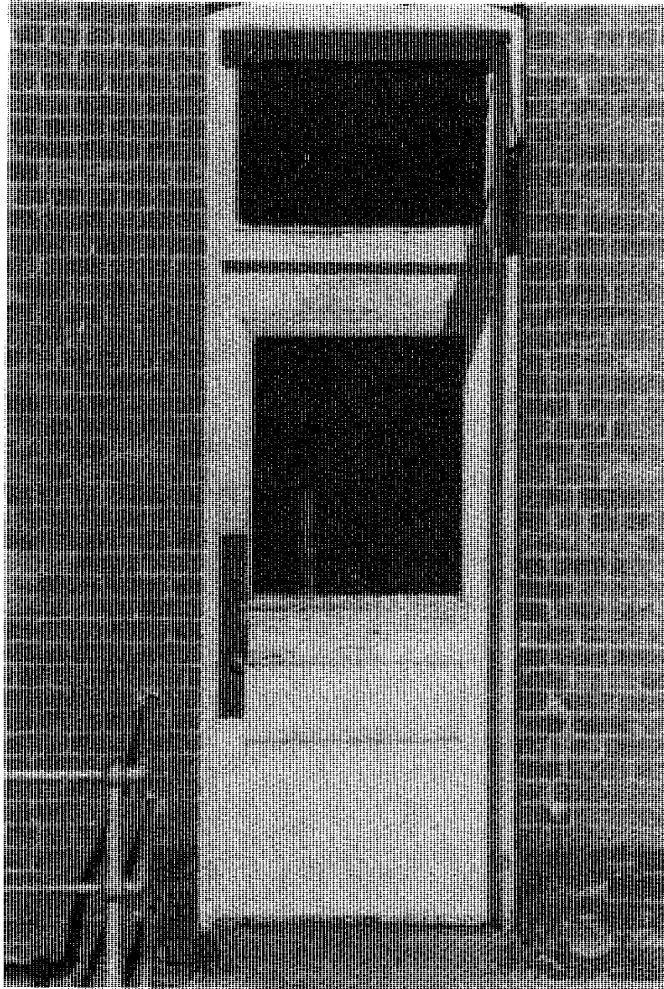
Historically, the storefront entry was more than just a door. Its design and appearance reflected the commercial importance. Tall and stately in proportion, and built of wood with a large glass panel, the traditional storefront door looked substantial yet inviting to the customer.

The idea of making the front door special is one that you should remember today. Entering your store should be a pleasant experience. You want your customer to feel a special invitation as they approach and open the door.

Original storefront doors along Main Street have become scarce. They have been replaced by the standard aluminum and glass commercial doors, or by doors more appropriate to residential buildings. Although modern aluminum doors lack historic character, this type of door cannot be considered inappropriate. Its simple appearance makes it unobtrusive. However, if you want to enhance the personality of your store you should consider other options.

1. Your front door should be compatible with the rest of your storefront. It should be significant but not outspoken.
2. If your storefront retains its original character, a traditional door with glass panel (as tall as possible) will reinforce the building's design. Try to find a salvaged older door to fix up or purchase a new door that fits the storefront's appearance.
3. If traditional appearance is not a concern, choose a door based on the total design of your storefront. Many door sizes and designs are available in both wood and metal. If you choose the standard aluminum and glass door, consider a dark, anodized finish rather than a light metallic color.





4. Avoid over decorating the entry door. Most fake "historic" doors are decorated with designs, molding and window grills that look residential, and thus out of place on Main Street. The same holds true for many contemporary door designs. The door should reinforce the character of your building as well as beckon customers inside.

Consider the use of subtle decorations on the door. A handsome door knob or pull, a brass kickplate, or an attractive painted sign on the glass is enough to turn your door into something special.

The Secondary Doors

The typical Main Street building often had an additional door on the front to permit access to the upper floors. Compared to the storefront entrance, this second door was slightly more modest in design and usually not recessed as deeply. If you are selecting a new door for this location, you may find the following ideas helpful:

1. If you choose to maintain a traditional storefront design, an old solid or glass-paneled wood door is most appropriate.
2. Whatever your choice, this door should be less prominent than the storefront door. The second front door should fit into the overall facade without drawing undue attention to itself. A door that is too fancy would look out of place in these surroundings.

A Note on Maintenance

If any of the doors in your building are old but workable, you should certainly consider keeping them. If the doors are made of wood, maintenance is very important. Keep them clean and in good working order.

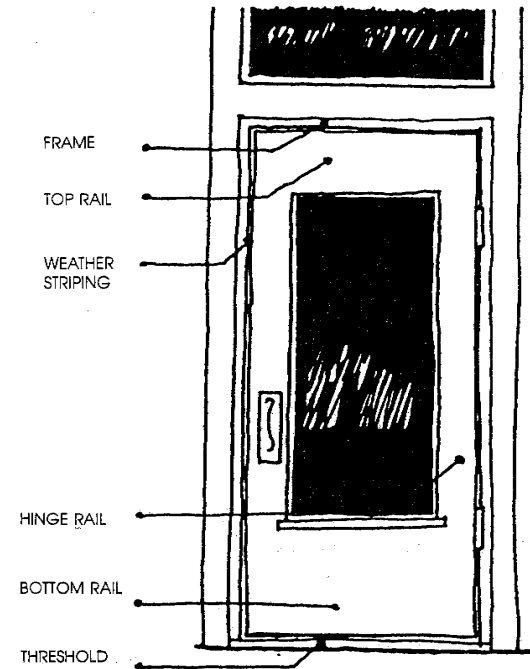
Check the wood for problems. Are portions of the wood soft, cracked or split? Does the door have insect damage? Pay particular attention to the threshold, bottom rail, and hinge rail.

Is the weather-stripping in good repair? Does the door fit snugly in the frame, or is it too tight? Check the hardware. Are the locks, hinges and closer in working order? Remember, it is often less expensive to repair a door than replace it.

Original storefront doors should be repaired and reused whenever possible. New doors should be of similar design in both appearance and glass area. Keep door design simple in character.

Should a door require replacement, the following options are available:

- A. Have a new door built with the same design and proportions of the original.
- B. Find a manufactured wooden or steel door that resembles the traditional store door.
- C. Use a standard aluminum commercial door with wide frame and a dark anodized or baked enamel finish.



WINDOWS

Windows are one of the most prominent and important features of storefronts. Unfortunately, they are often the most altered and neglected of storefront materials. Replacing windows with historic facsimiles can be expensive, yet worth the cost if done properly. Options to replacement include weather stripping, storm windows, sealants, reglazing, epoxy consolidants, and selective wood replacement.

Window Maintenance

Before discussing specific window problems, a note of caution is in order. Various maintenance, and repair materials (putty, caulk, primer, paint, etc.) are mentioned in the following paragraphs. Be aware that there are many specific types of these products. Consult a local expert to determine which will best solve your problems.

1. Check the wood parts of the window. Are some portions of wood soft, cracked, or split? Pay particular attention to the window sills and the bottom of the window sashes (the bottom rails) where water has collected over the years.

Minor problems can be easily solved. Proper treatment and a fresh coat of paint can repair wood and prevent further deterioration. Proper treatment may simply require scraping off old paint from the wood. Fill the cracks with caulk or wood putty; then sand, prime, and repaint. To repair more extensive damage, it may be necessary to apply a wood consolidate or replace the damaged sections.

2. Check the joints between the window and the opening. If the joints are loose or open, they should be caulked to prevent air and water infiltration. Be sure to use the proper caulking material.



3. Loose or broken window panes are easily fixed. First, remove all broken glass and old glazing putty. Find new glass to match the size, color and reflectivity of existing panes. Install the glass using the appropriate glazier's points and putty.

Window Repair

If simple maintenance does not solve your window problems, more extensive repair may be required.

1. Wood may be badly deteriorated. Most likely, it is the sill or bottom rail of the sash. These parts can be replaced without installing a whole new window. Check with your local lumber supply store or mill shop for pieces that match the original window.
2. If your window doesn't operate the way it used to, it may be painted shut. Tapping the sash with a hammer wrapped in cloth and carefully cutting the paint between the sash and the frame with a sharp knife should solve the problem. "Soaping" the window tracks will help the window slide better.
3. Another common malfunction is a broken window mechanism. If such locks, cords, or weights are broken, consult a window dealer or builder. He or she can show you the simplest way to fix the mechanism without replacing the entire window.





Window Replacement

If all other efforts to maintain or repair a window have failed, consider replacing the entire window unit. In the long run, this may be the best, most economical alternative.

1. Replacements that match the existing units. Standard wood windows are relatively easy to buy or have made. More unusual styles are usually custom-made, but not as expensive as you might think.
2. Consider the window opening. Do not alter the existing openings to fit new windows; instead, make sure windows fill the openings.
3. Consider material and color as well. If you must use aluminum or metal-clad replacement windows, a dark anodized finish is preferable to a light metallic color.
4. The number of glass panes and the profiles of the sash rails and muntins should match the original as closely as possible. Avoid fake "historic" or very modern-looking windows that do not fit the style of your building. Do not add shutters to your upper-floor windows either; they are appropriate for residential, but not commercial buildings.

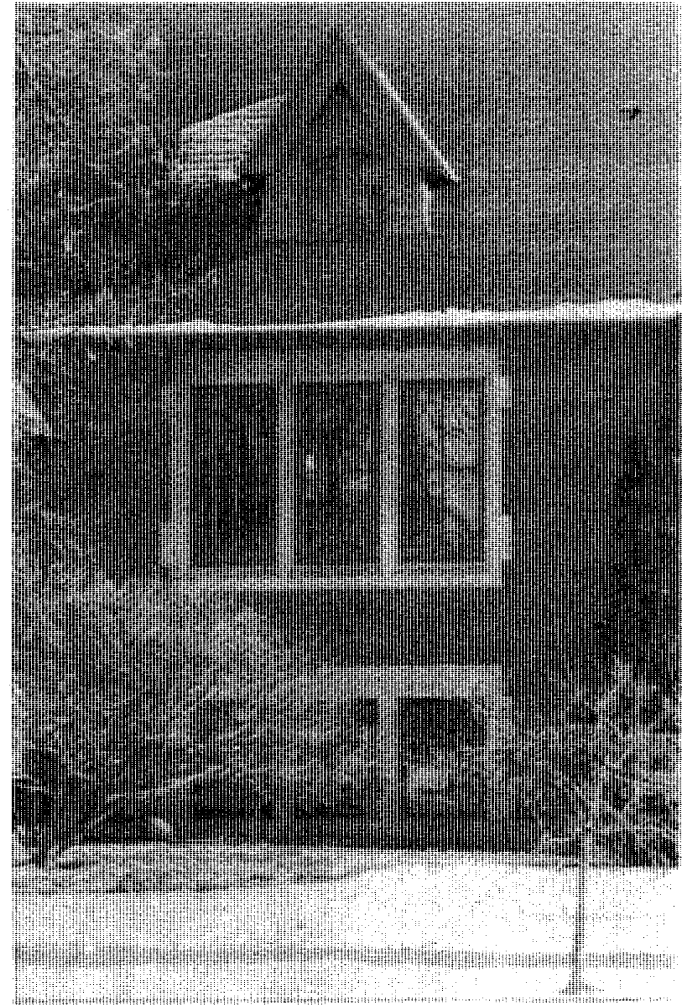
Storm Windows

Storm windows save energy. However, consideration should be given to installing them on the inside of the window, especially on the front facade so as not to damage the appearance and integrity of the original windows. Interior storm windows are generally less expensive than exterior units and work just as well. Make sure that interior storm windows are properly vented so that moisture does not build up between the windows. As another option, wood framed combination storm units are inexpensive and compatible with historic windows.

If storm windows are installed on the outside, their design should match the existing window in shape, number and size of panes and color. If metal storm windows are used, an anodized or baked-on finish is less obtrusive than plain aluminum and will be more compatible with the building's appearance.

Good windows contain several attributes:

- A. *Energy Conservation.* Modern units contain insulated glazing and "thermally broken" frames. Both glazing and frames contain either an air space or gasketing to eliminate frost and moisture penetration.
- B. *Light Quality.* Proper sizing of the storefront window can enhance the amount of natural light entering. Glass can also be rated to control the type of light entering through, such as E-rated glass which prevents discoloring of merchandise. This can be valuable to the store owner for merchandise display.
- C. *Aesthetics.* Window manufacturers offer a wide variety of color, shape and style in standard units. With additional cost, custom units can be made to fit any opening or building style. Properly designed windows will enhance the original character of the buildings.
- D. *Size.* If windows are completely replaced, the new units should contain the same proportions as the original. (This is not to be confused with replacement units that may be presently installed.) Always use the entire original window opening, even if the opening was partially filled in from previous remodeling.

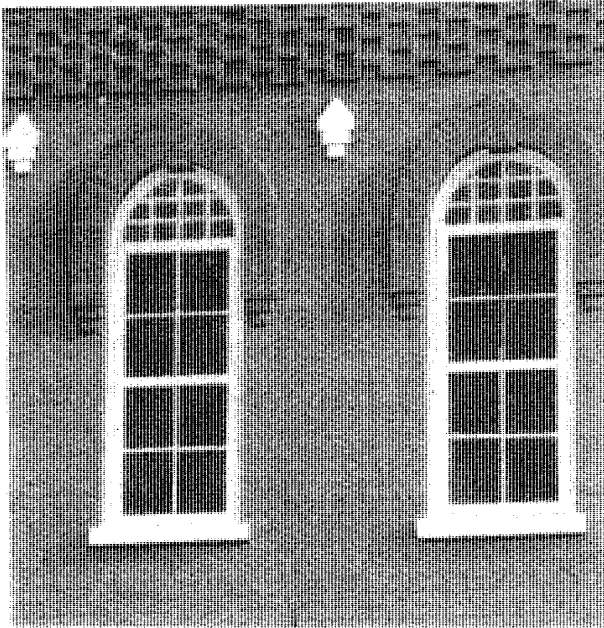


Upper-Story Windows

The visual importance of upper-story windows cannot be underestimated. They are as critical a part of the overall facade design as are the main entrance windows. Balance, symmetry and appearance are critical elements.

Often, deteriorated upper-story windows have been inappropriately replaced or closed off. This destroys the overall appearance of the facade and portrays a negative image on the building and its neighbors.

These window should always be replaced with the original size and design. Repair existing units when practical. If replacement is mandatory, replace with new windows to match the original.



MECHANICAL, ELECTRICAL AND PLUMBING

Heating, ventilating, and electrical systems are becoming more sophisticated as energy conservation is foremost in today's society. It is essential that all systems be inspected by licensed contractors or engineers. Existing systems may have been altered to a condition that is impossible to evaluate by a layperson. Expansion of store area also dictates an investigation of the system's capacity. Store owners should also be aware that spending more money on efficient systems will mean cost savings on a daily basis. All systems must satisfy both the Wisconsin State Building Code and regulations as determined by the City of Waupaca.

AWNING AND CANOPIES

The canvas awning was an important design element in the traditional storefront. It provided shelter for pedestrians during inclement weather, shade from the sun and color to the storefront. It also provided a separation between the lower facade and the upper facade. Signage can also be located on the awning valance flap.

If an awning is to be used, its shape should reinforce the frame of the storefront opening. It should be attached below the cornice or sign panel and not cover the piers on either side of the storefront. The standard street level awning should be mounted such that its valance is approximately seven feet above the sidewalk and it projects out between four and seven feet from the building.

Awnings can also be a useful tool to disguise past inappropriate storefront alteration while maintaining the proportions of the traditional storefront.

Aluminum awnings or fixed canopies generally detract from the historic character and should not be erected. If a flat top canopy exists, it can be dressed up with a 12- to 24-inch awning valance.

Awnings are available in a number of materials and colors of varying cost and durability. They are also available in a variety of profiles. However, the traditional commercial awning material is canvas and its profile is a water-shed design. Other profiles may be too contemporary when placed on a traditional facade. Awning color should be selected to ensure compatibility with your building and with the color of adjacent buildings.

An awning or canopy can be both a decorative and functional addition to your storefront. It serves as an energy saver by regulating the amount of sunlight that enters your window. Shade by an awning or canopy, shoppers are enticed to stop, look and step inside.



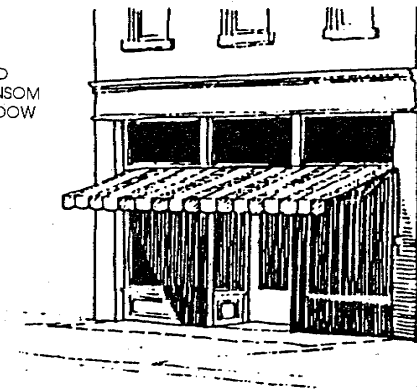
1. An awning or canopy creates a pleasant space in front of your building, in the same manner as trees. It provides shade and shelter for busy shoppers, a resting place where pedestrians can pause and get out of the flow of traffic.
2. Awnings and canopies regulate the amount of sunlight that comes in your windows. Based on the building's orientation to the sun - north, south, east, or west-you can determine whether your storefront needs an awning or canopy.
3. The installation design will determine in large part how energy effective the fixture will be. Do you want an awning that can be opened and closed? Or do you want a fixed awning or canopy that remains permanently extended?

An operable awning lets sunlight into you building on cold days, helping to heat the interior. It shades your window when it is sunny outside, although it is more expensive to install an operable awning than a fixed one, you will probably recoup the extra cost through reduced energy consumption.

4. As a visual element, an awning or canopy can add character and interest to your storefront. You should think about how it will appear in relation to the scale of your building. How will it affect existing architectural features? Will it overpower the proportions of your windows and facade? Look at neighboring buildings and imagine what impact the addition of an awning or canopy will have on the character of the streetscape.
5. Awnings can be constructed from a variety of materials. Canvas is traditionally popular. It is flexible, but must be weather-treated before installation. Although initial installation costs are lower than for other awning materials, canvas may require greater maintenance.

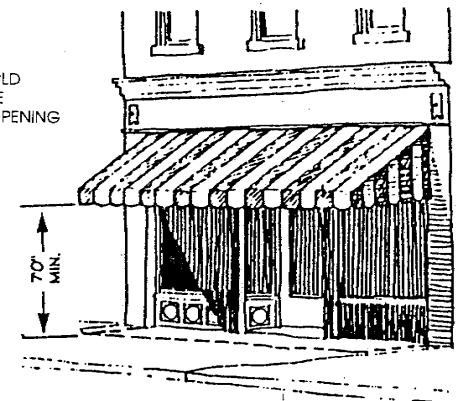
Inappropriate

AWNING MOUNTED
BETWEEN THE TRANSOM
AND DISPLAY WINDOW

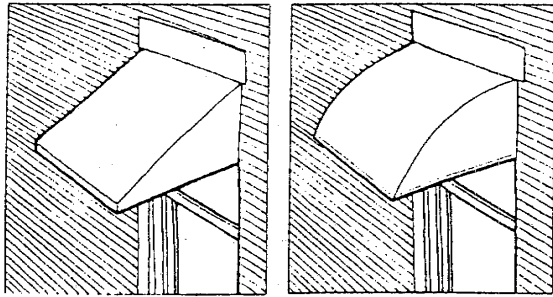


Appropriate

AWNING SHOULD
REINFORCE THE
STOREFRONT OPENING

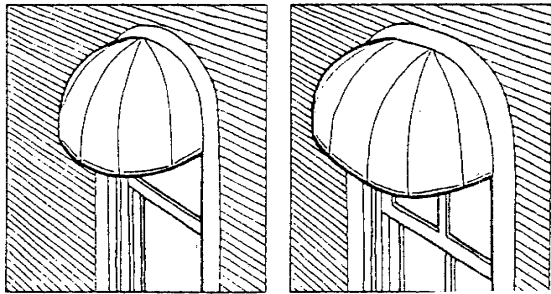


Fabric Awning Shapes



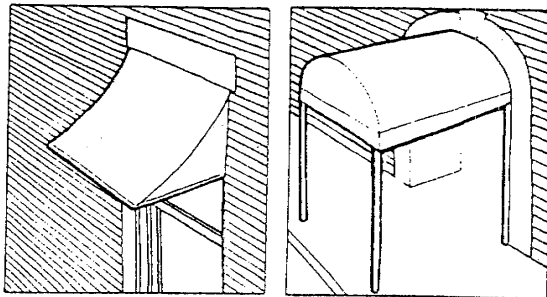
STANDARD

CONVEX



DOME

BULLNOSE



A vinyl awning can be very handsome, if designed with consideration for the rest of the building. Vinyl is flexible and generally requires less maintenance than canvas. On the other hand, vinyl is often very shiny and thus inappropriate for many storefronts on Main Street.

6. Canopies are usually constructed of metal and wood. They should be securely fastened to the facade; steel rods are often used to anchor. Positioning the rods so that they blend into the design of the upper facade is important.
7. Before choosing the color for your awning or canopy, look at the entire building. If it has minimal architectural detailing, it can be "jazzed up" with bright accent color. A more decorated facade should be complemented with a subtle shade. Select an awning or canopy color that enhances the existing building features. For more information, see "Paint Color" starting on page 35 and "Painting your Building" starting on page 37.
8. Awning patterns are important too, plain and simple, striped, or solid. What image do you convey? Again, the choice of a pattern (or no pattern at all) should depend on the character of the facade.
9. Awnings and canopies have long been used to display the names of businesses. If you choose to include a sign on your awning or canopy, keep the message simple and direct. Signs are best located on the returns (sides) and valances (flaps) of awnings and should be attached to the fascia of canopies.
10. Make sure the material you choose is guaranteed to be weather resistant. Most awning fabric is chemically treated to retard deterioration by rain or snow. With the exception of aluminum, most of the woods and metals used in canopies should be painted to resist weathering. Sun bleaching is another problem to consider, particularly when choosing a color for the awning.
11. Awnings or canopies are not appropriate solutions for every storefront design. However, when well-designed and properly placed, they can save you money, spruce up you storefront, and create a pleasant sidewalk space for shoppers.

Signs are a vital part of Waupaca's Main Street image. They are equally important to a store owners image and identity as well as beneficial for advertising and promotional purposes. Building signage should be carefully planned so it does not detract from building facades, yet meets business owners objectives and needs.

With a little forethought, store front signs can enhance the building and Waupaca's image. You may want to look up old photos to see how your building looked in the past and how signs were related to its historic architectural details.

The following guidelines will help you when designing your sign.

Purpose

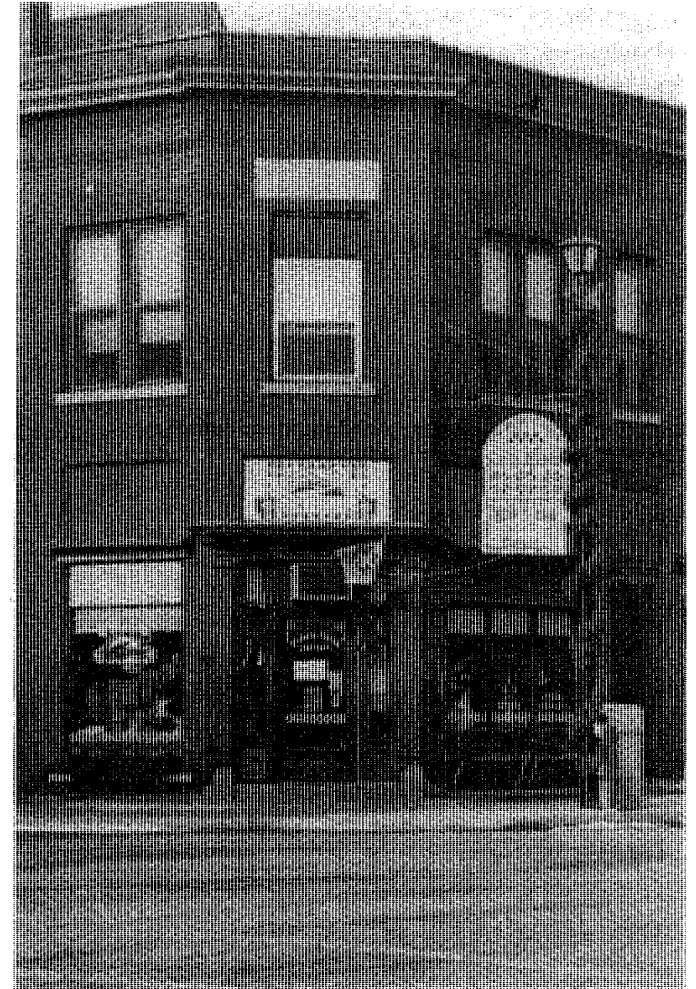
Ask yourself what purpose you want it to serve:

- Does it simply identify your business?
- Should it reflect the personality of your store or office?
- Do you need to include product information on your sign?
- What kind of customers are you trying to attract?
- Do you want the sign to be read by pedestrians, motorists or both?

Message

How much do you want your sign to say? Some suggestions follow:

- Keep it simple -- introduce your store and its contents.
- Wording should be minimal and slogans should be avoided.
- Descriptive words instead of detailed listings will catch pedestrians attention much more easily.



The Whittington Block Building,
Main Street Waupaca

ABCD a b c d **Serif**
 This is a historically appropriate style, with many variations, from plain to fancy.


ABCD a b c d

ABCD a b c

Sans Serif
 This is a more contemporary letter style, with cleaner, bolder lines.

ABCDEF
ABCD a b c
ABCD a b c d

Script
 A more personal and decorative style, script is often used for signs painted or gold-leafed on glass. (Both upper- and lower-case letters should be used in script-style signs.)



Size

- Big does not necessarily mean better or more powerful.
- The sign should not dominate your building.
- Its shape and proportions should fit harmoniously, just as a window or door does.

Letters, Numbers & Symbols

One or a combination of all three may be needed to best convey your message. Numbers defining your street address may be needed for your customers to locate your business. Often a recognizable symbol may be enough to serve your purposes.

Numerous styles and fonts are available today and a sign company or advertising agency is recommended to help you find a style that represents the desired image.

Color

- Simple color schemes often provide the most impact.
- Avoid garish, fluorescent colors.
- Colors should work in harmony with your building colors.

Again, a sign company or advertising agency can provide tremendous guidance. The money spent on an agency for help with an overall design sign would truly pay for itself with an easily read eye-catching effective sign.

Materials

Signs can be made from a large variety of materials that can also help you create the feel and look you are trying to achieve. Examples of different materials follow:

- wood
- metal
- stone
- neon
- canvas
- paint on glass
- gold leaf
- etched or stained glass
- plastic

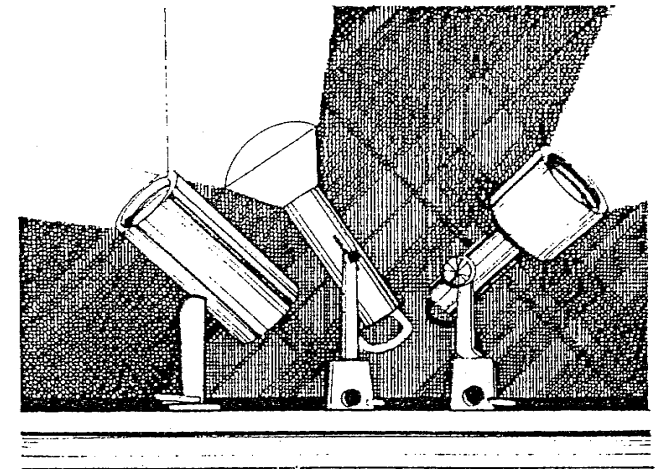
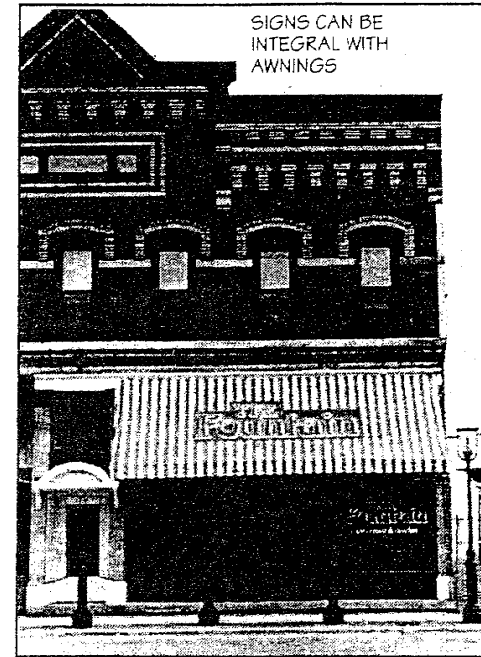
Vacuum-formed plastic signs are not recommended and would not be appropriate.

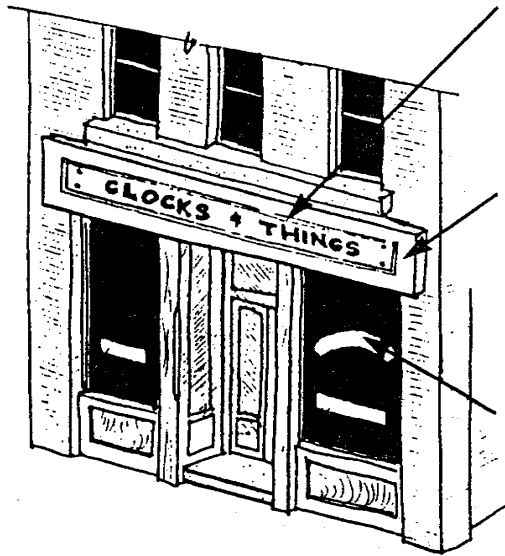
Signage Lighting

If you plan to illuminate your sign at night, the light source should be inconspicuous as possible. Try to avoid obtrusive or gaudy lighting techniques that in actuality detract attention from the sign.

Signs can be illuminated with the following types of lighting:

1. Incandescent Lighting - used primarily to "wash" the entire sign with a soft, yellowish light either from above or below.
2. Fluorescent Lighting - most effective if only the sign's message, not its background, is lit.
3. Halogen Lighting - produced white light with bulbs that are very small and easily concealed. However, this type of lighting is fairly expensive.





LETTERS 50%
MAXIMUM OF THE
HEIGHTS OF THE
SIGNBOARD

LOCATE ABOVE
ENTRANCE
RELATING TO THE
DISPLAY

WINDOWS SIGNS
SMALL AND
CONCISE SO AS NOT
TO INTERFERE WITH
MERCHANDISE

Placement

Storefronts should be limited to two (2) signs - one primary and one secondary. The primary sign should be located above the storefront display windows but below the sills of the second floor windows. Many turn-of-the-century buildings contain a continuous brick ledge or corbelling used to separate the street level storefront from the second floor and above. This space was often created for signage purposes and is ideal for sign placement. Other suitable primary and secondary locations include:

- Under the store front cornice
- Painted on window glass
- On the side of the building
- Projecting from the building
- On the awning valance
- On the canopy fascia

Oversized signs placed on top of the building or signs applied to cover a large portion of the mid and upper facades are not appropriate.

STOREFRONT LIGHTING

Illumination of the building facade is an important element when considering visibility during the evening hours. The street lighting installed by the city generally provides good illumination of the storefront. However, installing fixtures to accentuate the historical character of the building can add tremendous appeal.

A few traditional methods of storefront lighting can attract attention and provide additional promotional opportunities. They follow:

Window Displays

- Interior touch or down lights work well to illuminate window displays.
- Lit displays enhance merchandise and attract customers.

Light over recessed entry doors

- Helps to define and accentuate your store entrance.
- Provides for an element of safety.

Neon Lighting

- Effective use for window signage.
- Use sparingly to provide maximum impact.

Storefront lighting should be tastefully done either to highlight the product, building or signage. Flashing lights, flashing signage or excessively bright lights are not appropriate.



LIGHTING



LANDSCAPING

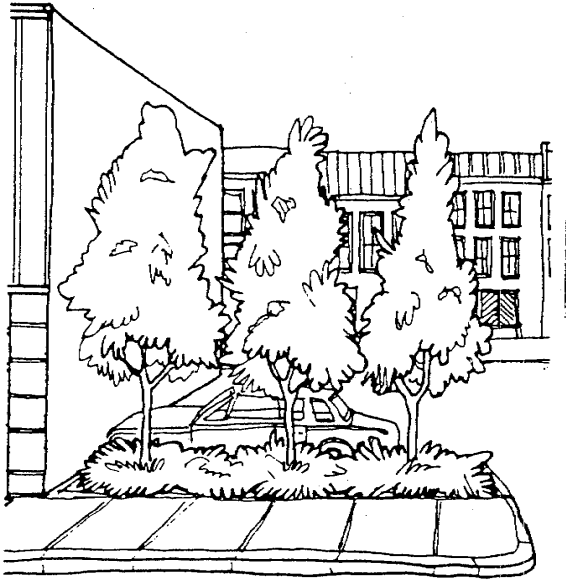
Landscaping can help to soften the pedestrian environment by adding color and life to an otherwise hard and somewhat noisy area. The city is responsible for the installation and care of street landscaping; however, business owners can supplement plantings of their own.

Some suggestions on how plantings can enhance your building are:

- Use plants, permanent or in planters, at rear and side entrances to make them more inviting.
- Use plants to screen trash receptacles, non-accessible doorways or a parking area.
- Use plants to add color and enhance the overall design and appearance of your historic building.

If you do incorporate planting into your plans, they must be maintained. Empty or poorly maintained flower boxes are unsightly. Shrubbery or trees that are not properly trimmed could be an eyesore.

Natural plantings are encouraged. For best results, consult with a qualified nursery to select plantings which will perform well at your site.



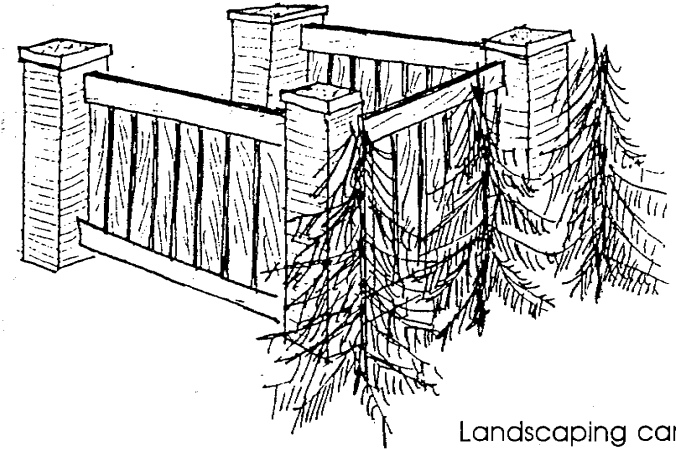
Street trees can screen gaps along the edges of vacant lots, surface parking areas or blank walls.

Many businesses require things such as trash receptacles, condensing units and electrical transformers that are unsightly, obtrusive and often impair pedestrian traffic. There are several methods of reducing the negative impact of these essential items.

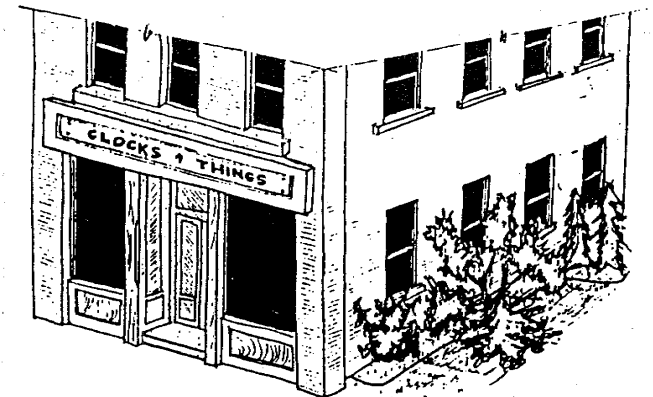
- **Elimination** - If at all possible, try to eliminate the objects. Locate trash receptacles inside if there is a space available that would not endanger peoples' health or create an odor problem. Air conditioning condensers can be roof mounted and electrical transformers can be installed inside the building. Locating transformers inside is a costly procedure since they must be housed in a fire-rated and ventilated area.
- **Placement** - The most economical method of "screening" is placing unwanted objects away from pedestrian and vehicular traffic. Consideration should be given to access for maintenance and pickup of trash receptacles. Attention should also be given to adjacent property owners and their pedestrian and vehicular traffic patterns.
- **Concealment** - If trash receptacles, condensers or transformers must occupy the same general area desired for pedestrians, the only option is concealment. There are many visual barriers available on the market. Wood and metal fences with slats are some, but a preferable method is to construct visual barriers with materials consistent with the adjacent building. A blending of materials is more compatible with the storefront. Another method of concealment is the use of landscaping. With professional assistance, the proper pattern and species of plants can be utilized. Landscaping, however, will need maintenance.

Concealment

Use of adjacent building materials, such as brick and wood, visually ties the screening to the building.



Landscaping can enhance screening



Vegetation can dress up a wall, conceal minor damage, and "direct" people to the proper entrance.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New addition and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



Program Requirements

Federal 20% Rehabilitation Credit -plus- Wisconsin 5% Supplement

- **Property must be historic.** Must be: listed in National Register within National Register district; or determined eligible for National Register through Part 1 application process.
- **Minimum investment.** You must spend: at least as much as the adjusted basis of the building; or \$5000, whichever is greater.
- **Must comply with Secretary of the Interior's Standards for Rehabilitation.**
- **Formal application is required.**
- **Property must be a building.**
- **Property must be income-producing.** Must be depreciable, by IRS standards
- **Cannot sell building or destroy its historical significance for five years** or repay tax credits to IRS, prorated over 5 years.
- **May apply after work is begun to receive federal 20% credit; must apply before work begins to receive additional Wisconsin 5% credit.**

APPENDIX B

Tax Credits

Owning a historic property in Wisconsin carries with it several benefits. One of these is the ability to participate in federal and state income tax incentive programs for rehabilitation of historic properties. Currently, there are three programs available to owners of properties that are listed in the national or state registers of historic places, or that may be eligible for listing in the national register. These programs are:

Federal 20% Historic Rehabilitation Credit.

A 20 percent federal investment tax credit (ITC) for rehabilitation of income producing historic buildings.

Wisconsin 5% Supplement of Federal Historic Rehabilitation Credit.

An additional 5 percent Wisconsin investment tax credit (ITC) for persons who qualify for the 20 percent tax credit - and who begin actual rehabilitation work after January 1, 1989.

Wisconsin 25% Historic Rehabilitation Credit.

A 25 percent Wisconsin investment tax credit (ITC) for persons who rehabilitate non-income-producing historic properties, and who begin actual rehabilitation work after January 1, 1989.

There is also a program available to owners of properties which are not listed in the national register.

Federal 10% Non-Historic Tax Credit.

A 10 percent federal investment tax credit (ITC) for persons who rehabilitate income producing buildings which are built before 1936.

The rules for applying for these programs vary; furthermore, they are subject to change. A complete recitation of the rules governing these programs is beyond the scope of this summary. If you own or plan to own property built before 1936, the Main Street Program and the Division of Historic Preservation will be happy to assist you in participating in these programs.

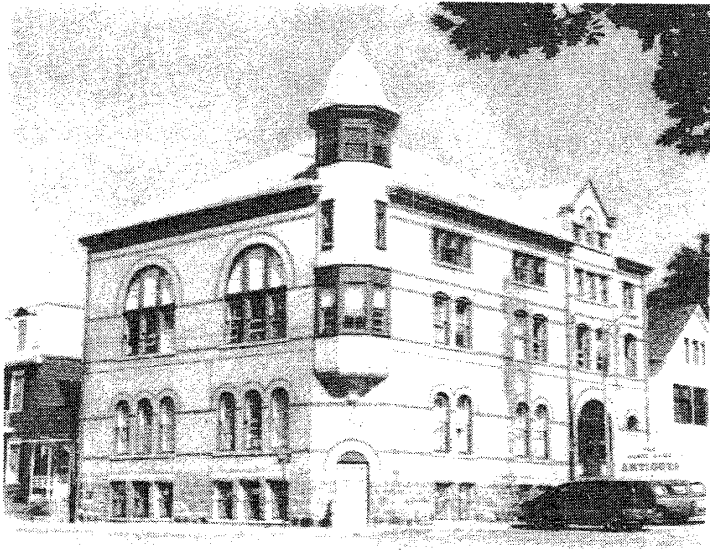
Preservation Briefs

The following briefs are produced by the US Department of the Interior, National Park Service, and are very informative. To obtain copies, write or call:

Jim Sewell or Brian McCormick
816 State Street
Madison, WI 53706-1488
608-264-6490

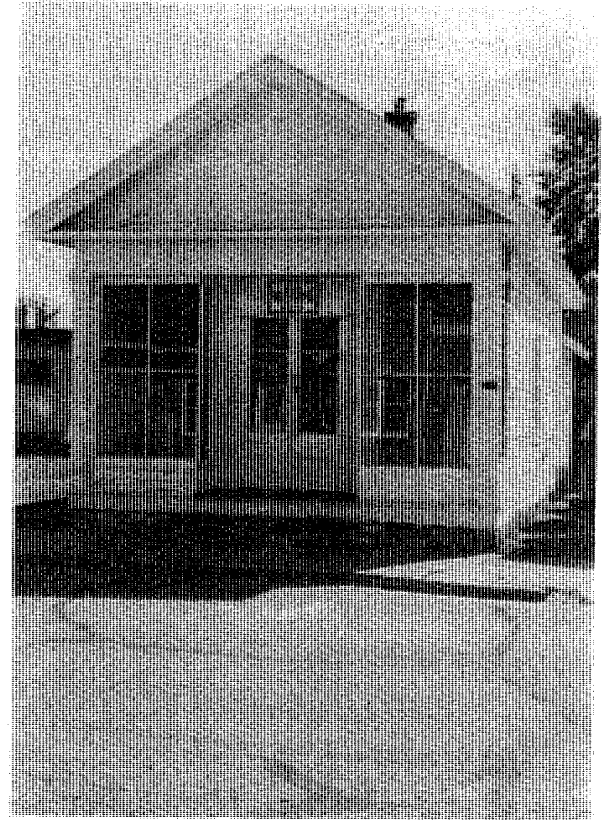
- 1 The Cleaning and Waterproof Coating of Masonry Buildings
- 2 Repointing Mortar Joints in Historic Brick Buildings
- 3 Conserving Energy in Historic Buildings
- 4 Roofing for Historic Buildings
- 5 Dangers of Abrasive Cleaning to Historic Buildings
- 6 The Preservation of Historic Glazed Architectural Terra-Cotta
- 7 Aluminum and Vinyl Sidings on Historic Buildings
Technical Preservation Services Division
- 8 The Repair of Historic Wooden Windows
- 9 Exterior Paint Problems on Historic Woodwork
- 10 Rehabilitating Historic Storefronts





- 11 The Preservation of Historic Pigmented Structural Glass
- 12 The Repair and Thermal Upgrading of Historic Steel Windows
- 13 New Exterior Additions to Historic Buildings: Preservation Concerns
- 14 Preservation of Historic Concrete Problems and General Approaches
- 15 The Use of Substitute Materials on Historic Building Exteriors
- 16 Architectural Character: Identifying the Visual Aspect of Historic Buildings as an Aid to Preserving Their Character
- 17 Rehabilitating Interiors in Historic Buildings
- 18 The Repair and Replacement of Historic Wooden Shingle Roofs
- 19 The Preservation of Historic Barns
- 20 Repairing Historic Flat Plaster - Walls and Ceilings
- 21 The Preservation and Repair of Historic Stucco
- 22 Preserving Historic Ornamental Plaster
- 23 Heating, Ventilating, and Cooling Historic Buildings: Problems and Recommended Approaches
- 24 The Preservation of Historic Signs
- 25 The Preservation and Repair of Historic Log Buildings

- 26 The Maintenance and Repair of Architectural Cast Iron
- 27 Painting Historic Interiors
- 28 The Repair, Replacement and Maintenance of Historic Slate Roofs
- 29 The Preservation of Historic Clay Tile Roofs



APPENDIX D

Design Assistance Request - WI Main Street

Enclosures recent clear photo historic photo color swatches other _____

Community _____ Date of Request _____

Who is requesting assistance? (business/building owner) _____

When would the building owner like to begin construction? _____

Building Information

Building Address _____

Building Name (Historic or common) _____

Building Owner _____ Owner Phone # _____

Is the building in a Historic District Y N On the National Register? Y N

Is local design review required for this building? Y N

Type of Construction brick stone concrete wood other _____

Are historic photos of this building available? Y N (please enclose)

Building Use

Will the remodeling change the current use of the building? (explain) _____

Current Use of Building

Participating Business Name	Business Owner	Phone	Floor	in Rehab?
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

What Financial Incentives will be used on this Project?

Y N Preservation Tax Credits 20% Federal 5% State

Y N Loan Pool (describe) _____

Y N Grant (describe) _____

Y N Other (describe) _____

Project Description

General Work Required (Provide a brief description for items checked)

- Retain existing storefront _____
- Repair existing storefront _____
- Remove existing storefront and replace _____
- Remove materials covering facade _____
- Repair existing cornice _____
- Replace missing cornice _____
- Clean brick or stone _____
- Tuckpoint brick or stone _____
- Expose existing transom windows _____
- Remove infill materials from upper floor windows _____
- Replace upper floor windows _____
- Repair leaking roof / flashing / skylight _____
- Replace roof _____
- Paint _____
- Is the brick, stone or concrete painted now? _____
- Select color scheme (indicate preferences) _____
- Replace fabric on existing awning frame (indicate fabric preferences) _____
- New awning or canopy (describe type and location) _____
- Reuse existing sign (describe type and location) _____
- New sign (provide logo, type or color preference) _____
- Building maintenance _____
- Interior remodeling _____

Brief description of the project _____

For Wisconsin Main Street Program Use

Telephone contact _____ Site Visit _____
Photographs _____ Drawing _____
Project Status _____



WHERE TO GO FOR MORE INFORMATION

- Main Street Waupaca, 109 E. Badger St., PO Box 704, Waupaca, WI 54981 Phone (715) 258-9009
- Wisconsin Main Street Program, 123 W. Washington Ave., PO Box 7970, Madison, WI 53707 Phone (608) 266-7531
- Wisconsin State Historical Society, 816 State Street, Madison, WI 53706 Phone (608) 264-6500
- National Trust for Historic Preservation (Main Street Center), 1785 Massachusetts Avenue N.W., Washington D.C. 20036 Phone (202) 588-6000
- Waupaca Historical Society, P.O. Box 313, Waupaca, WI 54981
- Waupaca Public Library, 107 S. Main Street, Waupaca, WI 54981 Phone (715) 258-4414
- Waupaca Historic Preservation Commission, 111 S. Main Street, Waupaca, WI 54981
- "Clem Labine's Traditional Building Magazine", 69A 7th Ave., Brooklyn, NY 11217-19969, Phone (718) 636-0788

REFERENCES

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Our Heritage, A Bicentennial Project Sponsored by the Waupaca Lions Club - compiled by Heritage Committee; 1976

Stretching Waters, John Sturm, Jr., 1992

Wisconsin Semi-Centennial Souvenir Edition of the Waupaca Post; 1898, Republished by Mike Kirk, 1995

Waupaca, published by the Monday Night Club, circa 1913

History of Waupaca County, J. Wakefield; 1890

We Remember, compiled by Junior Historians, published by the Class of 1955 under the direction of Sophelia Kurkowski, American History Teacher, Waupaca High School, 1955

Illustrated Waupaca, Stinchfield, D.L., 1888

Other:

Main Street DePere Design Guidelines

Rhinelanders Downtown Development Association Design Guidelines

"Historic Preservation" Brochure, Waupaca Historic Preservation Commission, 1996

Preservation Brief #25: The Preservation of Historic Signs, Michael Auer, Wisconsin State Historical Society

Waupaca, Wisconsin Main Street Application, compiled by application Committee, Action Waupaca, July 23, 1996

Main Street Committee Members Handbook: Design by Douglas Loescher and Teresa Lynch

