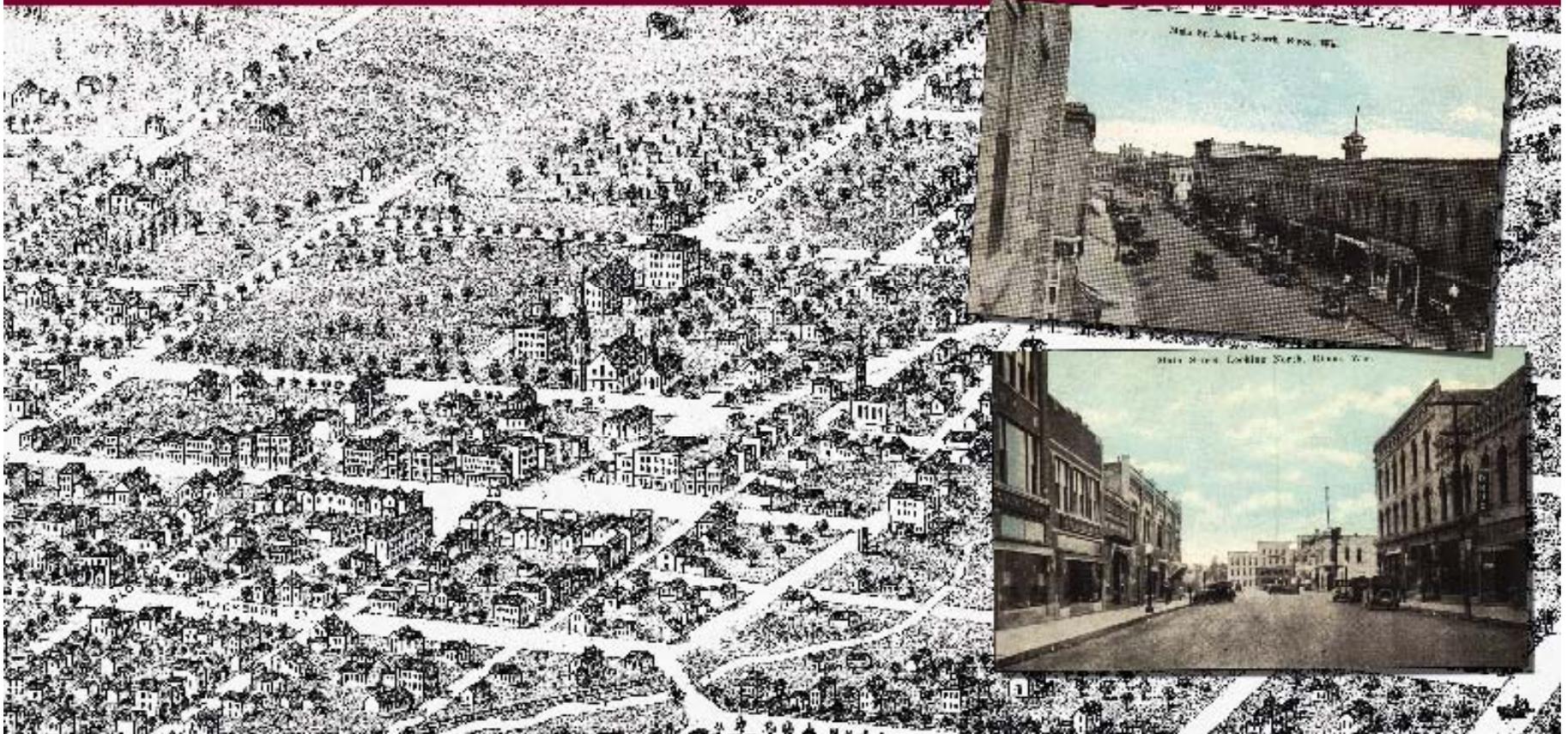


HISTORIC DOWNTOWN DESIGN MANUAL

Guidelines for Ripon's Central Business District



HISTORIC DOWNTOWN RIPON DESIGN MANUAL

Design Guidelines For Ripon's Central Business District Ripon, Wisconsin

PREPARED BY:

*Ripon Historic Preservation Commission
and Ripon Main Street, Inc.
May, 2008*

This design manual is NOT a set of standards or requirements for buildings in Downtown Ripon. It is not a formula or specific solution. Its purpose is to present and illustrate flexible design concepts and guidelines, to assist owners and contractors of new construction, renovation, or historic preservation projects in Downtown Ripon.

Ripon Main Street, Inc. offers additional assistance and guidance free of charge. For more information, contact the Main Street office at (920) 748-7466.

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HISTORY OF RIPON'S FIRST 100 YEARS

On May 27, 1844, the first settlers of the Ripon area reached their destination. They were members of the Wisconsin Phalanx - nineteen men and one boy - who were led by young Warren Chase. Inspired by Charles Fourier's principles of social philosophy, the Phalanx set out from Kenosha to establish a community which was to be an experiment in what we today would call Socialism.

They named this community "Ceresco" after the Roman goddess of the harvest, and located it in a valley nestled between two hills. Before long, this was the home of more than 200 idealists. The members constructed several commonly-owned dwellings called long houses, one of which still stands on its original site. For five years the Fourierites prospered to an extent greater than those in most utopian socialist experiments. To this day, this area is still referred to as Ceresco.

For two years, a rivalry flourished between Warren Chase and David P. Mapes who arrived in 1849, over the future of their adjacent communities. It soon became apparent that Ceresco would not survive, and the Phalanx Corporation dissolved, disposing of its property and dividing up its substantial profits in 1851. The six-year experiment had been an economic success, but a social failure.

In 1849, Captain David P. Mapes arrived in the area and fell in love with a "silver creek weaving its way through Wisconsin's rolling hills." He built a grist mill on the hill and with John Scott Horner, who owned part of the nearby land, suggested the newly created settlement be named "Ripon" in honor of his ancestral home, the English cathedral city of Ripon, Yorkshire.

For more than a decade, Mapes labored to develop his community: building a flour mill and a public house, donating lots to prospective settlers who would agree to establish places of business on the square, obtained railroad trackage south to Milwaukee and north to the Wolf River, and persuaded the Federal Government to move the post office from the nearby community of Ceresco to Ripon.

In order to induce settlers to locate in Ripon, Mr. Mapes gave away lots upon condition that the recipients would make certain improvements to the community or erect specified buildings before a certain time. The first lot was given to E.L. Northrup, who built Ripon's first store. After 1850, Ripon, having a mill, hotel, post office, blacksmith-shop and several stores, attracted many settlers and grew rapidly.

Alan Earl Bovay arrived just as the Phalanx was disbanding, but Mapes persuaded Bovay to cast his lot with the emerging Village of Ripon. So he purchased land in the 400 block of Watson Street and began developing "Bovay's Addition" to the village. As one of the town's first lawyers, Bovay played an important role in Ripon's growth into a city. As a political reformer with strong Whig Party connections in the East, he took a leading part in the famous 1854 meeting in the Little White Schoolhouse, where the Republican Party was formed.



David P. Mapes



Alan Bovay

By an act approved April 2, 1853, the villages of Ceresco and Ripon were consolidated and named Morena. The inhabitants, however, paid little attention to this change. Instead, they retained the original name; incorporating as the City of Ripon in 1858.

The dates of construction of the buildings in the historic district reflect the significant amount of reconstruction that took place in the downtown after disastrous fires wiped out almost two whole blocks of frame constructed commercial buildings in 1868 and 1869 and other fires that took out a number of buildings during the 1870's and 1880's. Little construction took place in the district after 1890, except in the 300 block of Watson Street, where the commercial business district was stretching to its limits.

Much of historic Ripon remains intact, having changed little over the last 100 years. In a time when some communities lost entire blocks of buildings to the "urban renewal" effort of the 1970s, the Watson Street Commercial Historic District remains relatively unchanged. In addition, greater appreciation of our architectural heritage has resulted in a growing number of these buildings being preserved and accurately restored rather than being demolished or modernized beyond recognition.

Much of Ripon's early architecture has been preserved. Taking a walk through the downtown Watson Street Commercial Historic District is like turning back the hands of time with. Ripon's "main street" which is a classic square is lined with turn-of-the-century brick commercial buildings. In the last decade, this impressive skyline which is listed on the National Register of Historic Places has been brought back to life with facade restorations, the installation of ornamental street lights, banners, and trees. The entire commercial district is filled with numerous retail, specialty shops, and service businesses.

Although the bustling, downtown area may be less attractive to certain people for residential use, many of the downtown's upper level spaces are being renovated into magnificent loft apartments, with vaulted ceilings, hardwood maple floors, large skylights, brick and stone walls, all offering magnificent vistas. Today's downtown residential tenants are likely to be college professors, young professionals, artisans, and business owners.



INTRODUCTION

The Main Street Approach

The Main Street approach combines historic preservation with downtown development to create a working, growing and aesthetically pleasing business center. Ripon Main Street, Inc. works to reinforce and rekindle the economic vitality and values that Main Street stands for - making it once again the unique commercial 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 and making downtown a fun place to visit are as critical to Ripon's success as recruiting new business and rehabilitating old buildings and expanding parking.

Building on downtown's inherent assets of rich architecture, 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.

Set up in 1977 by the National Trust for Historic Preservation to stimulate economic development within the context of historic preservation, the Main Street program now involves over 600 communities nationwide.

Selected as one of Wisconsin's first "Main Street" communities in 1989, Ripon is one of over 750 communities participating in the program across the United States. The "Main Street" program in Ripon is known as the Ripon Main Street, Inc. It is volunteer driven and funded by contributions from the community and local government. The purpose of the program is to improve the quality of life in Ripon by assisting in the revitalization of the downtown business district and thereby the community as a whole.



What is a Design Manual?

The Design Manual is an accumulation of recommendations created to direct and lead Ripon in its endeavor to conserve and enhance the appearance of the central business district, preserve historical and/or architectural assets, and assist property owners. Design guidelines encourage property owners to effectively work together as new construction and restoration develops.

The design criteria and associated guidelines form the core of the design manual. Each guideline or criteria contains a “background” paragraph that describes the history of that criterion. This will help explain why this criterion is important in preserving the character of Ripon. The guidelines are not formulas or specific solutions, but are meant to be flexible recommendations to develop compatibility within the district. The guidelines are intentionally flexible, thus avoiding the danger of sameness. Hopefully, the inherent flexibility of the process will allow for creative, imaginative design while preserving our communities’ historic attributes.

How does the Design Review Process work:

New development or renovation projects in the central business district, as shown in Figure 1, require a design review permit. The seven-member Historic Preservation Commission will review the project site, architecture and landscape plans with this design manual to ensure consistency. The Historic Preservation Commission will then recommend approval, denial or approval with certain conditions to the Planning Commission and City Council.

What information is expected with an application:

The following information will be required for the Historic Preservation Commission to fully understand the project and its impact on the downtown. Format for information should be 24"x36" +/- with a set of reductions at 8 1/2" x 11" or 11" x 17".



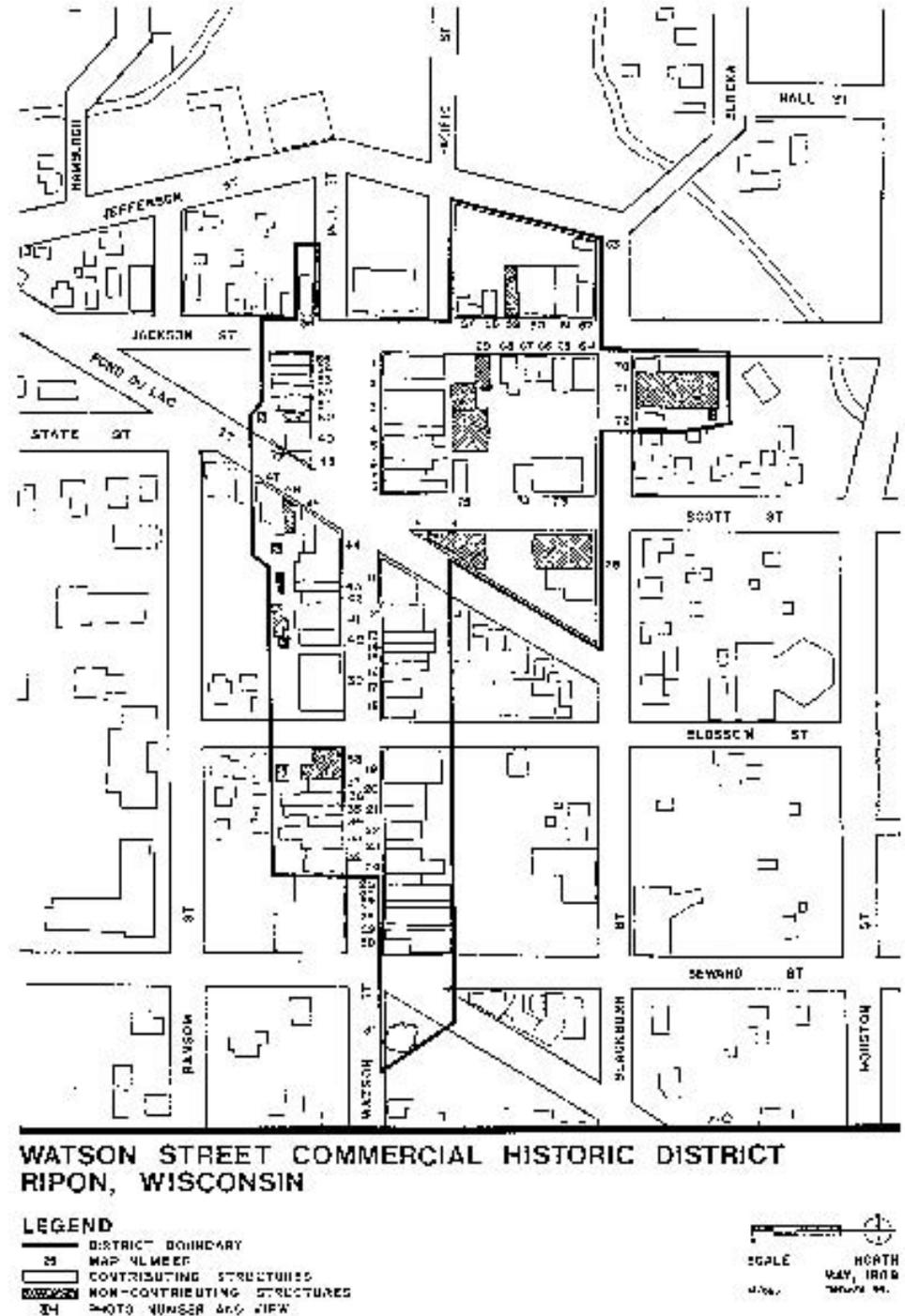
Downtown Ripon Business District -- Figure 1

Information needed for sign review:

- Elevation drawing of the sign on the elevation of the building. Drawings need to be at 1/8" or 1/4" scale. Show dimensions of the sign and the lettering in the style (font) to be used.
- Provide dimensions of the building and lot width measured along the frontage that the sign is proposed to be placed.
- Call out the materials and colors used for the sign background and lettering. Provide actual color samples.
- If the sign is to be illuminated, show in detail how it will be lit and the wattage of the lamp proposed.

Information needed for Project Review:

- Site Plan at 1"=20 feet scale, showing dimensions, adjacent properties and structures. Landscaping, lighting, grading and drainage plan to the same scale.
- Architectural elevations of all sides of the project at 1/8" or 1/4" scale. Elevations should include adjacent buildings on each side of the proposed project.
- Contextual sketches, if necessary to convey the idea.
- Material samples, showing actual materials to be used, their color, and details showing how they will be used.
- Descriptions of the methods of cleaning, maintaining, restoring or improving existing building materials.



DESIGN GUIDELINES

Each individual building facade plays an important role in the makeup of the downtown district. Storefronts, window displays, signage, color, canopies, and architectural details all play an integral part in the successful design of individual buildings. Rehabilitating your building can be mind-boggling:

- What materials should be used?
- What colors are best?
- Is an awning appropriate?
- What kind of sign would look best?

Property owners or tenants who wish to improve their buildings should begin by assessing the current visual condition of the entire facade.

- How will storefront improvements relate to the entire visual impact of the building?
- How will the proposed renovation relate to neighboring buildings?
- How will the storefront improvement relate to the historic upper portion of the building?
- What changes are needed to improve the appearance and integrity of the upper portion of the building?

Fortunately, most of these questions can now be answered by Ripon Main Street's design assistance program. The Main Street program offers free design assistance to business/property owners within the Main Street area who are interested in doing exterior and interior renovation projects. This program can help take the guesswork out of your rehab project by providing you with 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 some of the solutions the program can offer. You can also get assistance for a sign project alone.

These design guidelines serve as a guide for various improvement projects. They are intended to suggest ways in which property/business owners can take advantage of downtown's charm and history. To apply for design assistance, contact the Ripon Main Street, Inc. office and complete an application form.

OVERVIEW OF DESIGN PRINCIPLES

Design Principles for Restoration and Rehabilitation:

Many buildings in downtown Ripon retain their original character; but there are also a few buildings that have been altered so drastically since first constructed that little remains of their original design. Old photographs are helpful in determining the original appearance of buildings, and an abundance of photographic evidence is available at the Ripon Historical Society and the Ripon Main Street, Inc. office.

To the extent possible, modification of storefronts and building facades should seek to remove inconsistent layers of siding and signage to emphasize the design and materials of the original building. New designs may be appropriate if the building has been altered to the point that the original character has been destroyed. Any new design should respect the proportions as well as the detailing of the original design and should use materials which are consistent with those used in the original facade. New design elements such as cloth awnings, flower boxes or signage which did not exist at previous times may be appropriate to give the building both color and character. Care must be taken so design elements are not applied which attempt to make a building appear as if it is from a period or style that is inappropriate for the district.

General principals for restoration and rehabilitation are taken from the Secretary of Interior's Standards for Rehabilitation.

- All work should be of a character and quality that maintains the distinguishing features of the building and environment. The removal of architectural features is not permitted.
- Deteriorated architectural features should be repaired rather than replaced whenever possible. In the event of replacement, new materials should match the original in composition, design, texture and appearance. Duplication of original design based on physical or pictorial evidence is preferable to using conjectural of "period" designs or using parts of other buildings.
- Distinctive stylistic features or examples of skilled craftsmanship characteristic of structures of a period should be treated sensitively. Furthermore, if changes in use of a building are contemplated, they should be accomplished with minimum alteration to the structure and fabric.
- In general, it is expected that buildings will be restored to their original appearance. However, alterations to buildings are sometimes significant because they reflect the history of the building and the district. This significance should be respected and restoration to an "original" appearance may not always be desirable. All buildings should be recognized as products of their own time.

Design Principles for New Construction:

New infill buildings should fit into the fabric of existing buildings and the overall streetscape, and not present a jarring contrast with what is already in place. Therefore, design guidelines for existing storefronts also hold true for new construction. The basic principle for new construction in historic downtown Ripon is to maintain the scale and character of present buildings. Generally new structures should provide height, massing, setback, material, and rhythm compatibility to surrounding structures. The reproduction of historic design and details is expensive, artificial in appearance, and is recommended only in some special cases of infill or small-scale construction.

Traditional Facade

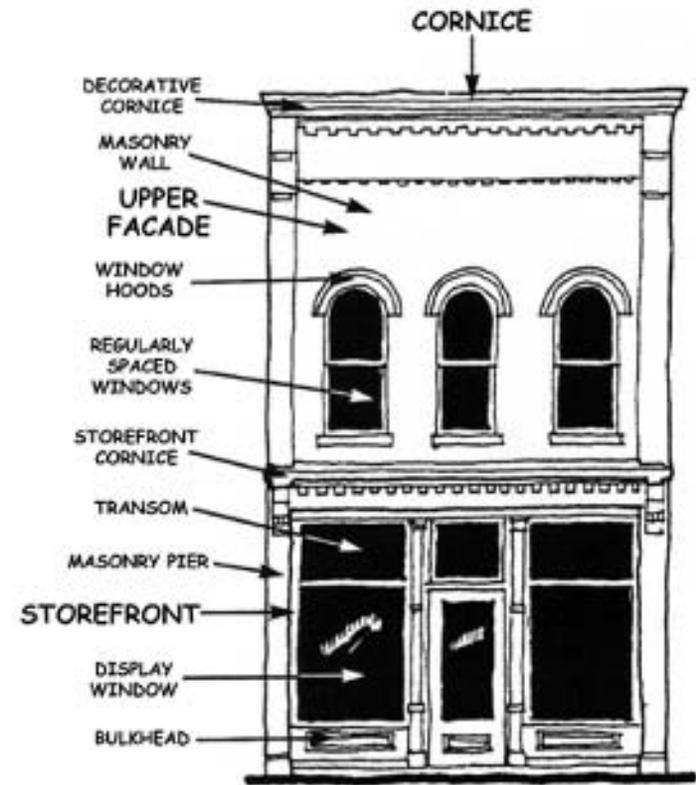
The traditional commercial storefront can be considered the most important element that sets apart and gives historical significance and character to downtown Ripon. The majority of our historical buildings date from the late 1800's to the early 1900's. When originally constructed, our downtown buildings shared a consistency in design and proportion that was key to creating a strong visual image. This consistency was and is still important in conveying how our downtown is perceived by the client who seeks goods and services here. A visually unified downtown can go a long way in attracting people to our downtown as well as to the individual shops and businesses that are located here.

Changes have occurred to our buildings over the years in response to various merchandising trends, technology, and changing tenants. In most cases the changes affected the storefront area while the upper facade remained intact. Most revisions to the storefront areas are superficial, leaving the structural integrity of the original storefront design intact. In some of these cases the original storefronts may still be in place but covered over or in need of maintenance and repair.

The basic commercial facade consists of three parts: the storefront with an entrance and large window displays, the upper masonry facade 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. In downtown Ripon, the typical building facade is two story masonry construction.

Key features to consider:

- The storefront 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.



TRADITIONAL
FACADE
COMPONENTS

a

- 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 should be integrated into the storefront design.

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

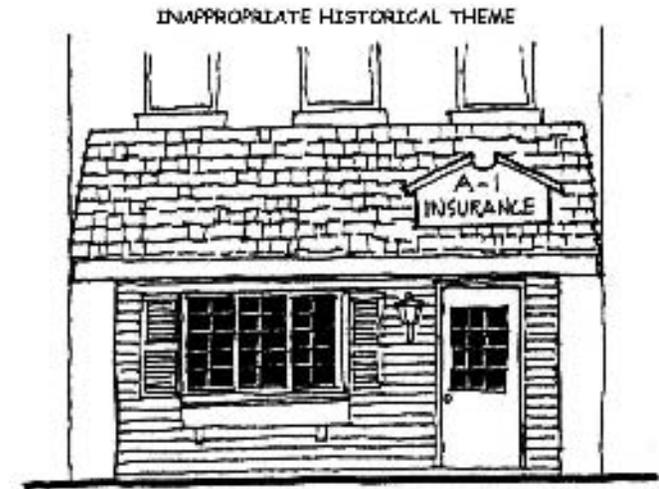
When planning the renovation of a storefront, it could be very helpful to contact the Ripon Historical Society to see if there are historic photographs available. Old photographs can be a valuable tool to help determine original design, materials, and signage used on the buildings.

Storefront Design

The traditional Ripon 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 the top by the storefront cornice which is the structural member supporting the upper facade, and bounded below by the sidewalk.

The storefront is composed almost entirely of windows. The large glazed opening of the storefront serves to display goods the business has to sell as well as to allow natural light deep into the store thus minimizing the need for artificial light sources.

The visual openness of the storefront is also important because it is part of the overall proportion system of the facade. The proportion of window to wall areas in the traditional facade calls for more glass and less wall at the storefront level, balanced by more wall and less glass on the upper facade. When these buildings were built, their owners recognized the importance of maintaining these proportions so that the downtown would maintain a consistent theme, thus making it an attractive place for its customers to do business.



COMMON STOREFRONT MATERIALS

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

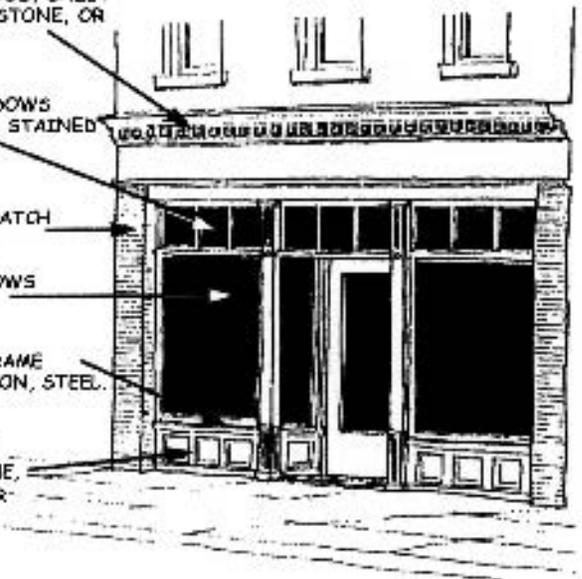
TRANSOM WINDOWS
CLEAR, TINTED, STAINED OR ETCHED

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



Detailing:

Downtown Ripon has an assortment of masonry structures from the 1860's through the 1930's in Italianate, Classical Revival, and Deco styles, to name a few. The architectural ornamentation includes a variety of decorative features characteristic of early commercial storefronts. Articulated tin cornices, corbelled brickwork, pronounced window lintels and sills are examples of the ornamentation most often seen in Ripon's Historic Downtown District.

Guidelines:

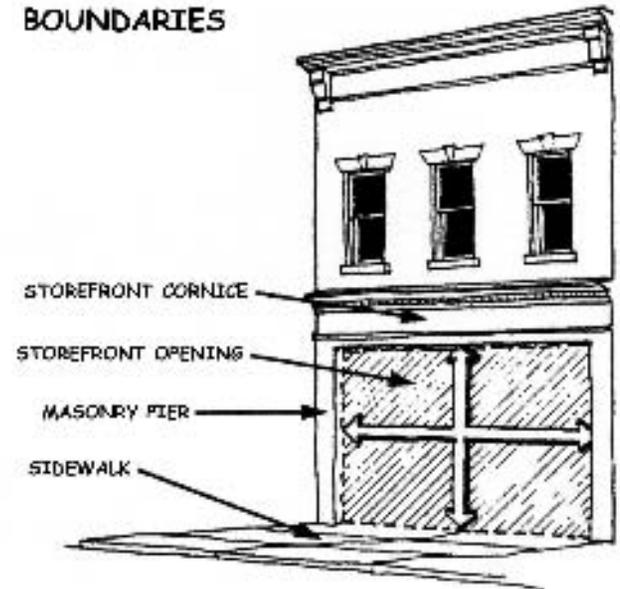
- The characteristic architectural features should never be removed or altered unless it is absolutely necessary.
- Building alterations should restore architectural details of cornices, lintels, brick arches, chimneys and ironwork of the original building as appropriate and feasible.
- Where detailing has already been removed, every effort should be made to replicate them. The use of the extensive historic photographic records of Downtown Ripon is highly recommended to discover missing detailing.
- Infill architecture should reflect some of the detailing of surrounding buildings in window shape, cornice lines and brick work.

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.

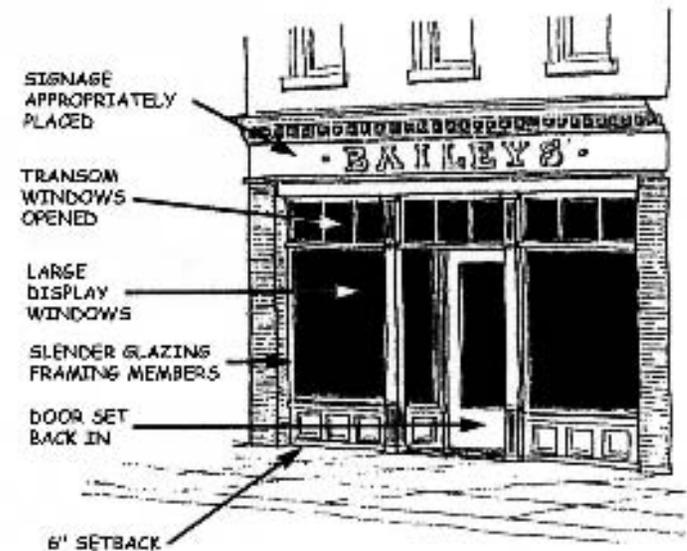
The basic storefront design should include large windows with thin framing members, recessed entrance with overhead transom, a storefront cornice, exposed structural element or a horizontal sign panel at the top of the storefront to separate it from the upper facade, and low bulkheads at the base to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

STOREFRONT BOUNDARIES



TRADITIONAL STOREFRONT DESIGN

STOREFRONT FITS WITHIN BOUNDARIES



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 an existing storefront, use materials that perform their intended function well and use these materials consistently throughout the design. By doing so, you accomplish simplicity in the design and create 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 at least $\frac{3}{4}$ in size
- Bulkheads - wood panels, polished stone, glass, tile, metal clad plywood parts
- Storefront Cornice - wood, cast iron, sheet metal
- Side Piers - should be same material as upper facade (typically brick or 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.

Façade Openings

It is important to recognize the difference between upper story openings and storefront, or street level openings. There is a much greater transparent or glazed open area at storefront level, for pedestrians to have a better view of the merchandise displayed behind, there are wide windows and little or no spacing between openings. Upper story openings are predominantly narrow with a vertical orientation that accompanies double-hung windows.

Guidelines

- The size and proportion of windows and door openings of an infill building should be similar to those on the adjacent façades.
- Avoid infill panels when providing new windows in existing masonry openings.
- Storefront restoration should return the facade to its original character appropriate.
- Avoid concealing the original façade.

The majority of storefronts have very common elements that include (1) entries, (2) kick plates, (3) display windows, (4) transom windows and a horizontal area for a canopy or sign.

Transom Windows:

Transom windows were smaller windows above the display windows that functioned as early energy savers. They allowed daylight to enter deep into the interior of the space. When operable, they allowed excessive heat to escape. Transoms also continued the transparent quality of the storefront up to the top "frame" of the front facade, and are therefore an important element in the proportion of the building front.

Guidelines:

Often transom windows can still be found in downtown buildings underneath exterior cover-ups, and or above dropped ceilings. They should be retained whenever possible. If the ceiling inside the store has been lowered, the ceiling could slope up 2 to 3 feet back to meet the transom, or dark painted panels can be placed behind transom windows to help simulate transparency and depth.

Display Windows:

The display window is the link between the pedestrian environment outside and the business inside.

Guidelines:

- A minimum of sixty percent (60%) of the street level facade shall be transparent and thirty percent (30%) on rear facades.
- For remodeling, the original size, division and shape of display windows within the overall storefront frame should be preserved.
- For an infill building, window frames should be wood, or appropriately colored aluminum or vinyl clad.
- Reflective glass is prohibited.
- Mirrored or heavily tinted glass on the first floor or street level should not be used because it conveys a conflicting modern design feeling. It also creates a blank wall effect, which may be offensive to the pedestrian.

Entries:

Commercial storefront entries were typically recessed from the front plane of the structure. This provided a sheltered transition area to the interior of the store, more area for display space, and helped to emphasize the location of the entrance.

Guidelines:

- Recessed entries should be retained in existing buildings and required in new storefront construction.

- Commercial entry doors use large, glass panels with vertical proportions to aid a sense of invitation and openness to the business.
- Solid or residential-type doors with small areas of glass should be avoided.
- Openings containing double entry doors should be retained.
- Painted wood doors and wood framing are preferred. Aluminum doors and doorframes, aluminum windows and their accessories with a clear aluminum finish are not acceptable, although colored anodized aluminum is acceptable.

Kick Plates:

The kick plate, or bulkhead, functions to protect the display window by raising the glass area to a safer and more easily viewed height. Historically, materials have included wood panels, stone, brick and ceramic tile.

Guidelines:

- The original kick plate materials should always be retained, maintained, or uncovered when possible.

Maintenance and Repair.

Many of Ripon's existing downtown structures contain two favorable qualities. One is that they are structurally sound. Modifications that may have been done were basically superficial, affecting features such as windows, doors, and facades. A second quality is the building's survival of original design features and materials. It is fortunate that we can easily see what the original structure's appearance was. Alterations usually consist of materials that are attached to existing walls rather than involving reconstruction and demolition. With a few exceptions, we can transform Watson Street into an accurate semblance of what was.

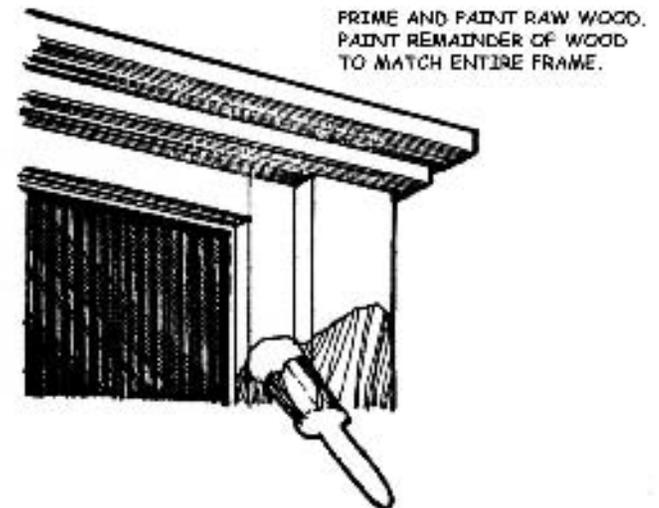
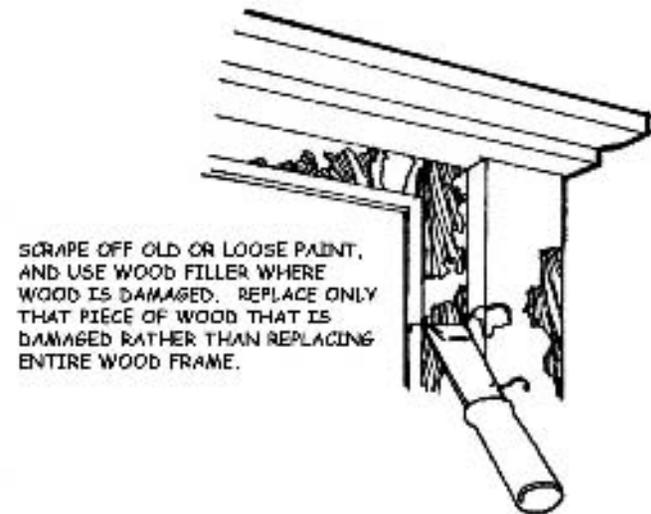
Exterior materials will be addressed more extensively than those of the interior, as interiors are often dictated by business related items such as image, display, and theme. However, considerable attention should be made in inviting the original building design to work both inside and out. With this in mind, Ripon Main Street is offering design assistance for both exterior and interior renovation projects.

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.

Wood:

Ripon'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 people actually put their hands on.

PAINTING OF WOOD



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 the 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 including wet sanding, heat/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 cleaned with solvents or sanding.

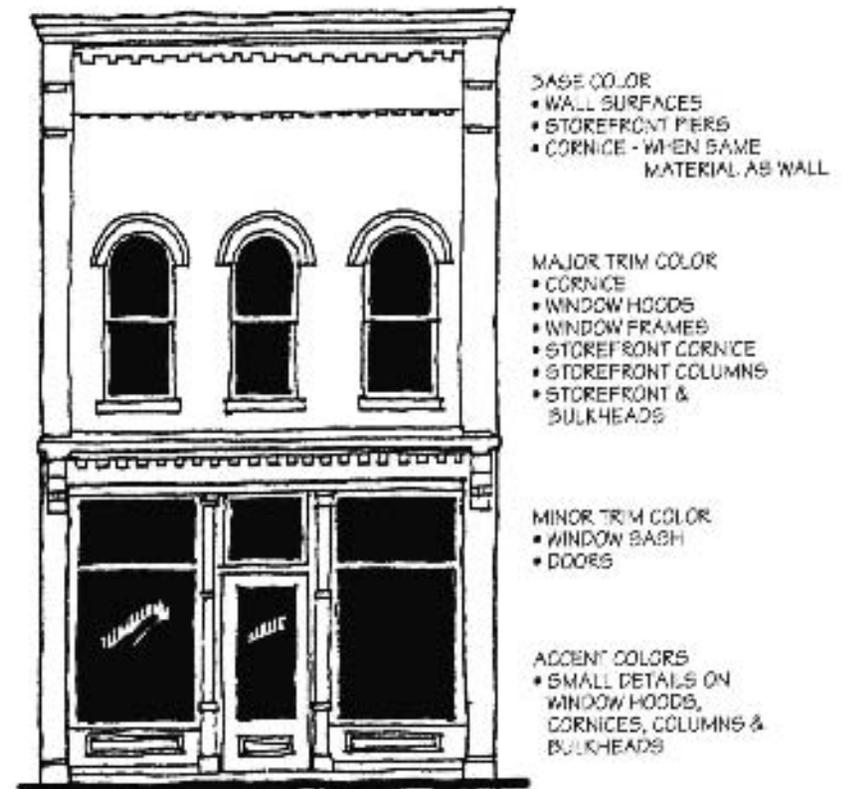
Ferrous metals (metals with an iron content), such as steel door frames, should be painted. Copper, stainless steel, or other similar metals, were meant to be exposed. Aluminum can be left unfinished, painted, or factory finished with a baked coating.

Most metals in need of repair can be fabricated and replaced. Metals damaged beyond repair are 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:

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 repainted, the colors used should be within the natural color range of the existing material.



Guidelines:

- The color of buildings should relate to the adjacent buildings colors to create a harmonious effect.
- Avoid colors which visually overpower or strongly contrast with adjacent building colors and established downtown color schemes as a whole.
- The color of brick or other natural building materials should dictate the color family choice.
- Painting new infill buildings is prohibited.
- Colors should accentuate the architectural details of the building. The levels of coloration might be broken down as follows:
-Base Color-Major Trim Color-Minor Trim Color-Accent Color-

Masonry

As in most towns, a large number of Ripon's buildings consist of brick masonry. There also exists some structures consisting of stone, and concrete block. It should not be an assumption that all masonry needs cleaning. Several buildings have already been cleaned and repaired, and others were never painted. Minor staining or discoloration can sometimes add character to a structure, or simply remain as an acceptable condition. If, however, the masonry is unacceptable, several cleaning methods may be used.

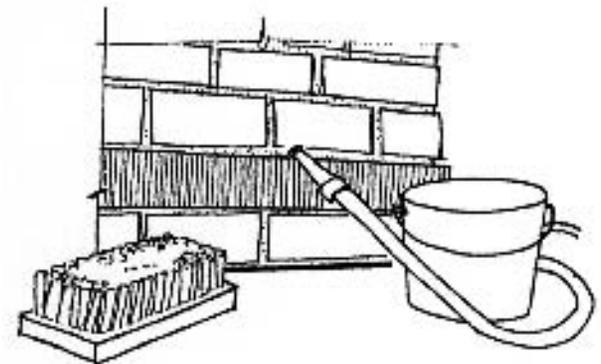
Water Cleaning:

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 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 water damage. Brick cleaning should be done before finishing the 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 is to use special equipment that develops enough hydraulic pressure to "force spray" masonry. High amounts of pressure actually injects 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 1000 p.s.i. (pounds per square inch).

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



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Chemical Cleaning:

Due to the large variety of chemicals, potential toxicity, clean-up, and specialized equipment, professional help must be seriously considered. Chemical cleaning is best utilized for paint removal and elimination of deep stains. Care must be taken in the use of acids. Even in a diluted solution, acids can harm limestone and marble.

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. **It is illegal in the State of Wisconsin to sandblast buildings listed on the State and National Register. We strongly recommend sandblasting not 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 damage. A free test cleaning of a small area of the wall is usually done by a reputable contractor, as they can observe results and better determine a cost estimate.

Tuck Pointing:

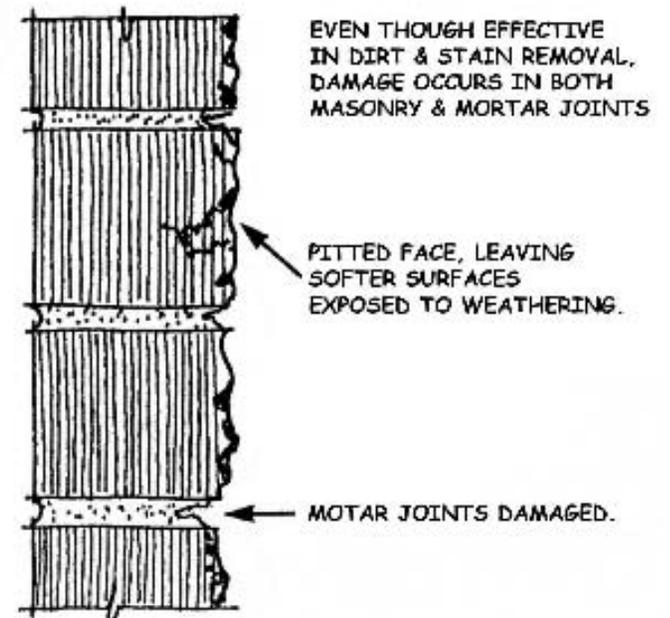
Weathering of masonry also involves the mortar joints. If masonry is to be cleaned, the addition of new mortar to the joints is necessary. This is called tuck pointing. The joints are first thoroughly cleaned out to existing sound mortar. Then, the new mortar is filled in and finished to match the depth and style of the intended original joint. The recommended mortar formula is two parts lime, one part white Portland cement, and eight to ten parts natural aggregate (sand). The best color match can be achieved by matching the sand color to the sand used originally in the historic mortar. Add color pigment if needed to match existing mortar, but do not exceed 10% of total weight. After tuck pointing, 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.



SAND BLASTING

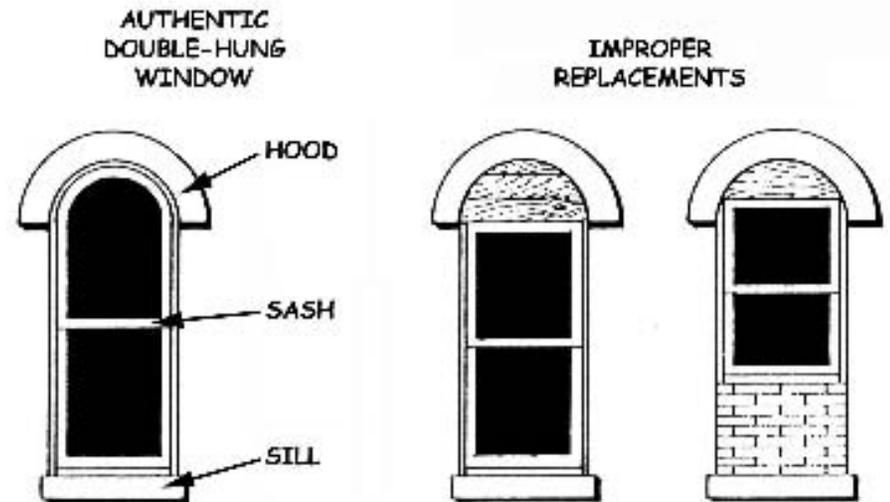
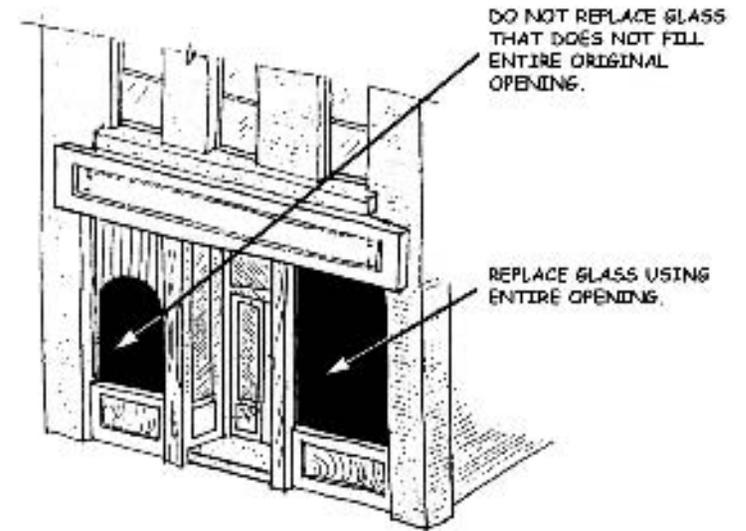


Windows

Windows are one of the most prominent and important features of storefronts. Unfortunately, they are often the most altered and neglected of the storefront materials. Window replacement can be expensive, but worth the cost when replaced with the proper unit. Good windows contain several attributes.

1. **Energy Conservation.** Modern units contain insulated glazing and "thermally broken" frames. Both glazing and frames contain an air space and gasketing to eliminate frost and moisture penetration. If original units are repaired, custom fabricated storm units can be installed to achieve the same result.
2. **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.
3. **Aesthetics.** Window manufacturers offer a wide variety of color, shape, and style of 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.

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.) Consideration should be given to horizontal and vertical mullions that provide design continuity throughout the building. Always use the entire original window opening, even if the opening was partially filled in from previous remodeling.

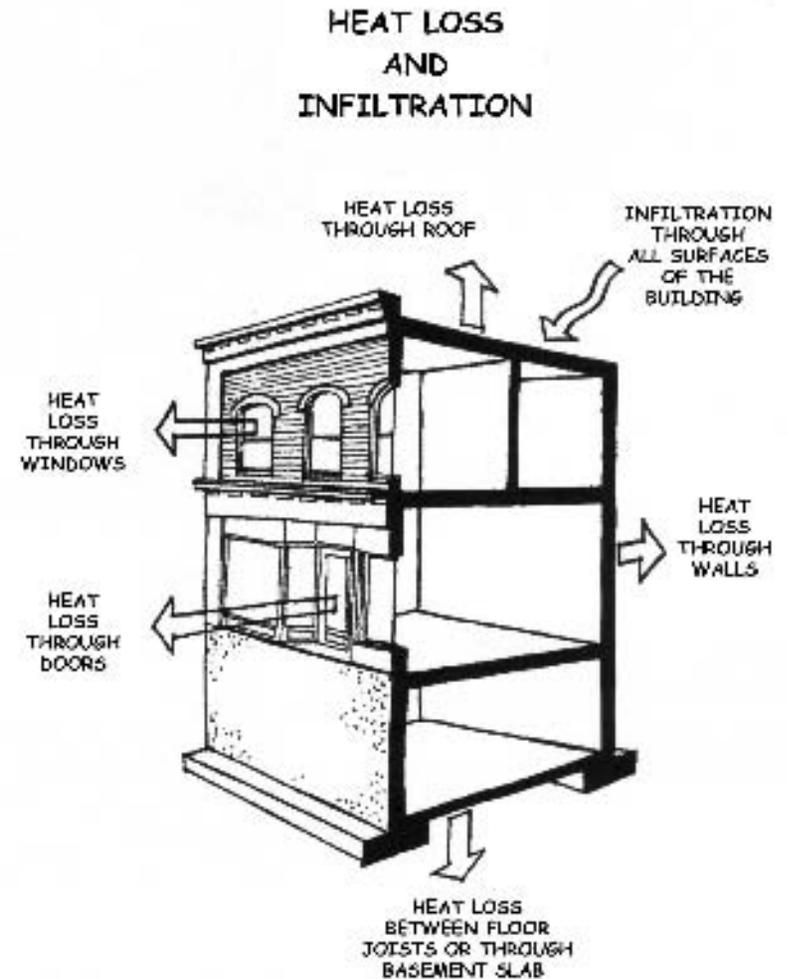


Mechanical, Electrical, and Plumbing

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 Ripon.

A Word of Warning

Maintenance and repair of existing buildings often requires removal of undesirable or damaged materials. Not only is it unhealthy to remove certain forms of asbestos, it is unlawful. If asbestos or other hazardous materials are suspected, notify a certified building inspector or an abatement specialist. They can verify its presence and recommend a certified abatement company.

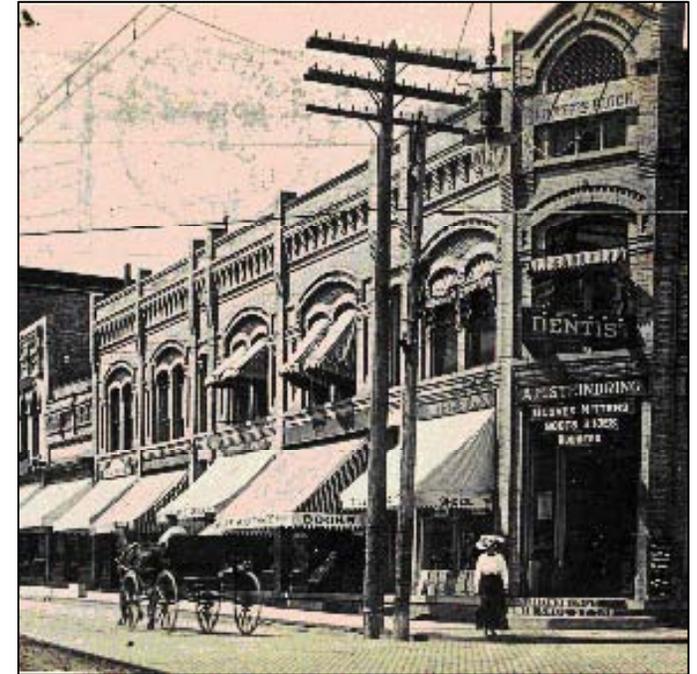


Awnings

The canvas awning was an important design element of the traditional storefront. Photographic records show how the use of awnings softened an otherwise hard and rigid streetscape. Their main function was to shade the building and the merchandise located within; however, they were retractable to allow more daylight in when needed. Secondly, the awnings provided shelter for pedestrians from sun and rain, added color, and acted as a transition between the storefront and the upper façade. Only on occasion was the awning used for signage. In these cases, lettering on the awning was primarily located on the valance, making it visible in either in the lowered or raised position.

If an awning is to be used, its shape should reinforce the frame of the storefront opening. It should be attached below the storefront cornice or sign panel and should 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 from the building.

The awning can also be a useful tool to disguise inappropriate storefront alterations while maintaining the proportions of the traditional storefront.

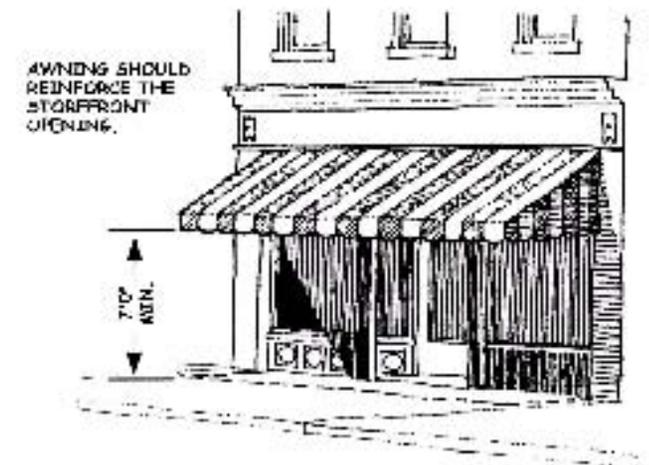


Awnings are available in several materials and colors of varying cost and durability. They are also available in a variety of profiles. However, the traditional commercial awning material is canvas and its profile is the watershed design. Other profiles tend to be too contemporary when placed on a traditional facade.

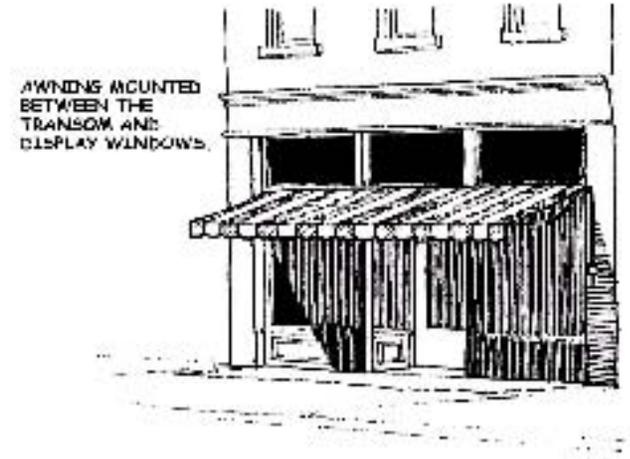
Awning color should be selected to insure compatibility with your building and with the color of adjacent buildings.

Guidelines:

- Retractable or operable awnings are encouraged. Fixed awnings should mimic the profile of operable units (one to one pitch).
- The emphasis of the awning should remain one of shelter and protection, rather than signage. In keeping with this, the awning should be loose and flowing, not stretched tight, subtle and subdued in color, not bright, extending well out over the sidewalk, not a mere window dressing.
- The width of awnings should fit the geometry of the building façade. They should not extend across multiple storefronts of different buildings, but should reflect the window or door openings below.



- The use of water-repellent or vinyl-coated canvas is in keeping with awnings of the time. Plastic or aluminum awnings or canopies are not appropriate.
- Fixed, round-headed awnings will be considered only over arched windows or doors, and only if placed below or within the arched lintel.
- The awning valance, or skirt, shall be proportioned to the size of the awning, but shall not exceed twelve (12) inches in height.
- Fixed awnings should incorporate a “free” valance that allows movement with the wind.
- Signing on awnings is permitted (in place of other sign types) on the end panel or front valance only. Use lettering size proportional to the space available.
- Back lighting of the awnings is inappropriate.
- Use plain or striped fabrics. Large areas of bright colors are inappropriate.



Signs and Graphics

Storefront signs are those which are located on the horizontal band dividing the storefront windows from the upper façade of the building. During the peak of commercial activity in Ripon, the signs in the historic commercial district had a distinct character that was a part of the overall streetscape. Many of the historic buildings were built to accommodate a storefront sign band in their original design. The efforts of the Design Manual are not meant to turn back the clock, but rather to preserve and enhance that distinct and historic character of Ripon. All signage is subject to Ripon building and zoning codes.

Guidelines:

- The storefront sign should be used to display the primarily name of the business only. Use only one line of lettering if possible, leaving out secondary information.
- Use simple, bold lettering with sufficient contrast between the lettering and the background.
- “Trademark” or “Logo” signs may not be acceptable if the color and character of the sign is not in keeping with the historic character of the area.
- The maximum area of the sign is regulated by the sign ordinance.
- Graphics in the sign are included in the maximum allowable area.

Quantities, Locations and Size:

In the past, streetscapes had a variety of sign types that not only identified the business, but also the name of the buildings, dates of construction, etc. The signs were simple, bold and well Crafted. Lettering was in clear, no-nonsense styles, maximizing the contrast between the background and the lettering. Varying sign types can be found in the historic streetscape including: (1) architectural signs, (2) storefront signs, (3) window signs, (4) awnings, (5) projecting signs, and (6) painted wall signs and murals. Every building should select the most appropriate sign type for its architecture and location.

Guidelines:

- The maintenance and restoration of any existing historic signs is encouraged in lieu of replacement.
- Signage for a business not located within the building is not acceptable.



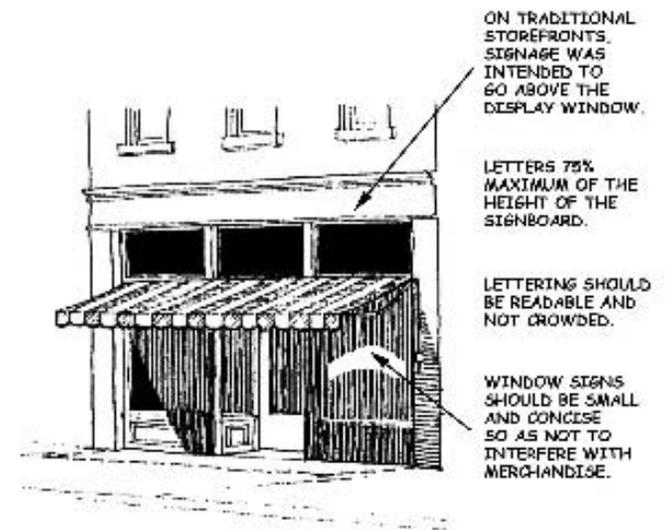
- Only one sign that contains the business name or graphic logo is permitted per street facing side. The exception is that a window sign may be used in addition to other sign types.
- Signage should be located in such a way as to not obscure any architectural features of the building. A projecting sign with two faces is considered one sign.

Signs are important to the store owner for reasons of advertising, identity, and image. As they are an extremely visible element of the storefront, signs must be used carefully so as not to detract from facades. With a little forethought and careful planning, signage can embrace the store owners needs as well as Ripon's image.

Placement:

Storefronts should be limited to two signs - one primary and one secondary. The primary sign should be located above storefront display windows but below the sills of second floor windows. On many examples of turn-of-the-century buildings a continuous brick ledge or corbelling is used to separate the second floor and above from the storefront below. This space is ideal for sign placement, as it was often created for this purpose. In some instances, newer buildings contain areas above the highest windows for signage. This location is acceptable but should be avoided if possible.

Another option for a primary sign location can be an awning, provided the awning is properly integrated with the building. Types of secondary signage include hanging, window, awning, or any sign that is located below the primary sign. If a projected sign planned, placement will be critical to avoid interferences with adjacent signs and architecture of the storefront itself. These signs should be located to the bottoms and are no less than eight feet above the sidewalk. Window signs should consist of a material and color that contrasts with the display, while being small enough to not interfere with the display area. Awning signs may consist of eight inch letters, and are often an integral part of the awning pattern and style.



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Architectural Signs:

Architectural signs are integrated into the building fabric and are constructed of permanent materials such as stone or metal. Names and the dates of construction were common signs included on the façade. They were typically located in the roof parapet detailing or in a cornerstone detail. These add a sense of history and place to the character and fabric of Ripon.

Guidelines:

- Preserve existing architectural signs.
- Promote the use of the original building names in new signage.

Window Signs:

Window signs were historically applied on the inside of the glass, painted directly onto the storefront glass, upper floor windows and doorways. The main focus of this style of signage is to target and inform approaching pedestrian. Therefore, window lettering typically provides more detailed information about the business. Today, most window signs are made of vinyl and applied to the outside of the window.

Guidelines:

- It may often be desirable to keep the display space clear. In these cases, insert the sign at the base or the head of the window, or both.
- Keep the lettering small remembering that the reader will be in close proximity to the sign. Use several lines where necessary and consider curving the top line at the head of the window.
- Lettering formed with neon may be used in the inside of the window, provided the size, light intensity, color and style are consistent with the theme of the building.
- Total sign area in the window should not exceed one-third of the window area.
- Display street numbers on or directly above the door, and business hours on the inside of the door or in an adjacent window.

Projecting Signs:

Projecting signs are at right angles to the building face, either fixed to the wall or hanging from a bracket. Their major advantage of projecting signs over storefront or window signs is their ability to be seen by pedestrians and motorists from a distance down the street. If they get too large, however, they can obscure each other, so it is important to keep them small and simple. Only one projecting sign is permitted per building provided no other signs exist. The sign shall not extend further than 4 1/2 feet from the face of the building and shall not exceed 9 square feet in area. Projecting signs shall not be less than 10 feet from the grade beneath and shall not extend above the second story window sill or roof line, which ever is lower.

Size:

Big does not necessarily mean powerful. Primary signs of proper size can combine with the entire storefront to become more meaningful than just the sign itself. The sign must be subordinate to the building, not the opposite. Actual size may vary, but signboards, if used, need not exceed two and a half feet high. This size is appropriate for distances the sign will be read from in a downtown



setting. Letters should not be less than eight inches nor more than eighteen inches high. Lettering should account for at least fifty and no more than sixty percent of a signboard.

Letters:

Letter styles are numerous and vary tremendously. The store owner should have no problem finding a style representing the desired image. Letters are also available in many colors. Choose a color that compliments the building as well as contrasts with the background of the signboard. Light letters on a dark background provide the easiest reading whether they are internally illuminated or illuminated from an external source. Because of the large variety of letters and letter types, it is recommended that a sign or advertising company be utilized.

Message:

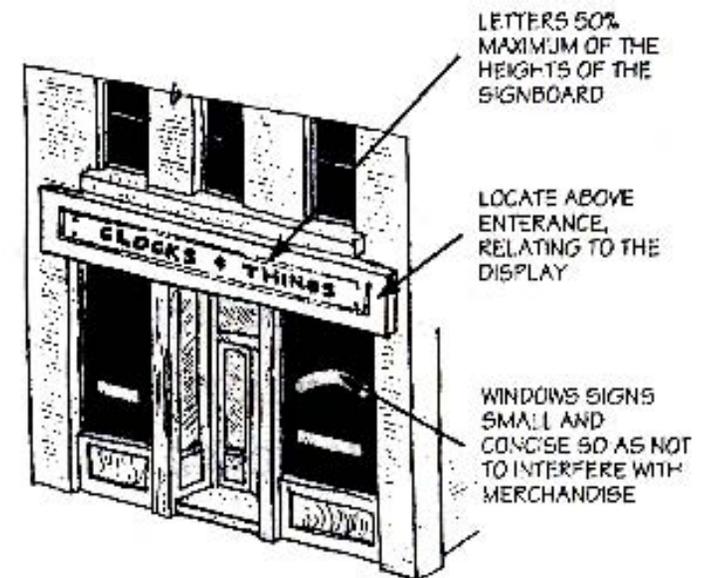
Messages should be kept simple in content. The major function of the sign is to introduce the storefront and its contents. Wording should be minimal and slogans avoided. Descriptive words should be used rather than providing listings of items to be sold. Simple wording is easily read by pedestrians and street traffic without becoming distracting.

Lighting:

In the nineteenth century, Ripon would have been dimly lit. Today we expect our cities to be bright and lively at night. We must achieve an acceptable standard of lighting without compromising the essential character of the historic setting.

Guidelines:

- Use incandescent indirect lighting and place spotlights discreetly, in such a way as to shield the source from pedestrians and vehicular traffic.
- Neon lights are permitted in window signs only. Design them with respect for the historic ambiance of the area.
- Do not use flashing, moving or intermittent lights.
- Do not use internally or back-lit signs, either projecting, wall mounted, or hung inside the window.
- Do not use changeable or movable letters or graphics.



Materials:

Apart from architectural signs, the original exterior signs of Ripon were constructed of wood and painted. Window signs were painted, etched or gilded. Today a great range of materials are available, including metals and plastics, and their unconditioned use can lead to a confusion of signage, which detracts from the unique character of Ripon. Modern sign materials are acceptable provided their design is handled with an understanding of the Victorian spirit. An exception is made in the case of internally lit and back-lit signs, their nature is inherently foreign to the solid character of brick and wood Victorian architecture and they are bound to strike a false and distracting note in the streetscape.

Guidelines:

- Use painted wood where practicable. It is the authentic material and will look appropriate against the weathered brick of Ripon's commercial façades. Modern materials that simulate wood may be acceptable, and will be reviewed on a case-by-case basis.
- Neon may be used as an interior window sign only.
- Backlit and internally lit signs are not appropriate.
- Supporting brackets for projecting signs should be metal, painted black.

Coordination of Signs:

At the time of the commercial boom in Ripon (1860's – 1900's) most buildings were owned and occupied by single businesses. Merchants thought of their entire façade as potential sign space. For this reason, the signs were all well coordinated. Ownership and business use patterns have changed over the years, and many buildings now contain multiple businesses. It is important that tenants and owners cooperate to design a sign package, which will help to reunify the building façade.

Guidelines:

- Multiple-tenant buildings should submit a Sign Package that includes building elevations (drawn to scale), sign types, locations and sizes. Do not put up signs piecemeal. View the building as a whole and plan a unified design strategy to take advantage of all possible sign locations.
- Tenants and owners should use a common lettering style and color scheme on the building
- Design the Sign Package to emphasize the whole width and geometry of storefronts and individual buildings. Avoid the use of unified signage across multiple buildings that are obviously separate and of different and distinct scale or architecture.
- Consider giving the entire building an identifiable name, i.e. "Ripon Mercantile", with individual business signs near the entrances, or on a common directory.

Installation:

With the high turnover of businesses in many of the historic buildings, signage has become temporary in nature. Every effort must be made to make sure that damage to the building is minimized when signage is installed.

Guidelines:

- The installation of any signage or graphics must have a minimal impact on the building and must allow the building to return to its original condition upon signage removal.
- Reuse of existing mounting brackets, studs or holes is desirable. Never drill holes into bricks, stones, etc.

Sign Ordinance

The City of Ripon has enacted an ordinance that is explicit concerning types, sizes, construction, and placement of signs. Signs that cannot be used are: flashing, moving, swinging, painted wall signs, or roof signs. Flood-lit signs are also prohibited unless the lights are shielded from view. Obscene signs, and those that resemble official traffic signs are not allowed to be used.

Construction of signs is subject to the City of Ripon Sign Ordinance and the 1984 National Electric Code. Signs that are not installed against a wall shall withstand windloads of 30 pounds per square foot. No sign is allowed to swing in any direction. Ground mounted signs can be no lower than ten feet from grade if they are closer than fifteen feet to the street right of way. They can be no more than three feet in height. Other signs shall be at least eight feet above grade. Window signs shall cover less than 50 percent of the window itself. Any storefront sign requires a permit before installation.

Permit Required:

No sign except official signs, such as traffic control and parking restrictions, information and notices required by State and Federal regulations, shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a permit, and without being in conformity with the provisions of this section. Application for such permit shall be made to the City Building Inspector. Except as specifically indicated to the contrary, there shall be a \$10 base fee per sign plus ten cents per square foot of total signage for such permit.

Total Signage Area:

The total signage area for a building in the B-1 district shall not exceed in area, in square feet, three times the lineal front footage of the building the sign is attached to or directs attention to. In the case of a building located on a corner lot, such display area on the side facing the secondary street may be increased by twenty-five (25) percent. In no case shall the wall area useable for sign display be in excess of 200 square feet on any one side. Because of the historical and otherwise unique nature of the downtown district no column or ground mounted signs shall be permitted on the 100, 200, or 300 block of Watson Street.

Dangerous or Abandoned Signs:

All signs shall be removed by the owner or lessee of the premises upon which the sign is located when a business which it advertises has not been conducted for a period of six (6) months, or when in the judgment of the inspector, such sign is old and dilapidated, or has become so out of repair as to be dangerous or unsafe, whichever occurs first. If the owner fails to remove it, the City Building Inspector may remove the sign at the cost of the owner and assess the cost of removal against the property.

Lighting

Lighting on the façade of a building is an important element when considering visibility during evening hours. Lighting can add special character to the nighttime appearance of the downtown. It can illuminate building entrances, pedestrian walkways, advertising, or bathe special architectural features on the facades of buildings. However, if left without consideration of the entire downtown experience, unchecked lighting can produce visual chaos, waste energy, and create safety concerns. Storefront lighting should be tastefully done either to highlight retail product, architectural details, or signage. Flashing lights, flashing signage, or excessively bright lights are not appropriate. Generally the street lighting installed by the city provides good illumination of the lower portion of the building facade. To attract attention to the storefront area itself, a couple traditional lighting methods are listed below.

Guidelines:

- Lighting fixtures should be concealed or integrated into the overall design of the project. The light source should be hidden from direct pedestrian or motorist view.
- Well lit display windows
 - Attract attention to items in your window
 - Residual light washes the sidewalk and attracts pedestrians
- Light over the recessed entry door
- Light signage in the window
 - neon

Pedestrian-Oriented Design

Throughout history there have been places in the city where people could go to see people, and be seen. Downtown Ripon has served a traditional role as a place where people can meet, see others, and be seen themselves. This is part of what makes a downtown special. It is often the downtown “main street” that distinguishes small towns from generic suburban environments. Maintaining the pedestrian quality of the main street through the use of "pedestrian-oriented design" is critical.

Guidelines:

- The design of the building should help make the street enjoyable, visually interesting and comfortable. Individual buildings should be integrated with the streetscape to bring activity within the building in direct contact with the people on the sidewalk.
- Avoid blank walls, closed curtains, and neglected storefronts. These are all pedestrian turn-offs. Put two or three in a row and you've killed the attraction to pedestrians. It doesn't work in a mall and it doesn't work downtown.
- Natural light should be allowed to penetrate into the store interior.
- Displays should allow the customer a full view of the store interior.
- Window displays should be attractive when viewed from both the sidewalk and the store interior.
- Light fixtures should be hidden from view.
- Window displays should allow people in the store to see out.
- Existing uninteresting street facades can be enhanced with detailing, artwork, landscaping or other visually interesting features.

Pedestrian Access

Building and business identity are important considerations to the store owner. Accesses must be considered important to insure convenience, safety, and repeat business of the customer. Pedestrian access must be associated with parking and a clear identity of entry points.

Front Entrance:

If at all possible, the front entrance should be the most important. Front entrances are integral to storefront design, giving the street the "hometown" image, inviting browsing and window shopping. Canopies, color, signage, and proportions of the building can combine with the front entrance to create a strong image.

Rear and Side Entrance:

In the past, rear entrances served as service entrances only and were not intended for public use. Today, with the emphasis on automobile parking taking place behind businesses, the rear entrance is an important public access. Rear and side entrance treatments should include the entire exposed rear and side walls for identity. The potential impact of these walls is often overlooked.

Guidelines

- The rear façade entrance should be clean and well maintained and present a welcome appearance. A small sign, awnings, display windows and planter boxes can improve the appearance.

A combination of front entrances with side or rear entrances is called "double fronting." There are certain advantages to double fronting:

- ∞ Circulation patterns are enhanced
- ∞ Better access to off-street parking
- ∞ Store identity is created on more than one side of the building

Double fronting can also create disadvantages:

- ∞ Initial cost of remodeling is increased
- ∞ Security problems increase
- ∞ Maintenance costs are increased as additional doors, windows, and sidewalks are created

Front, side, or rear entrances must share a common characteristic of presenting an attractive door to the pedestrian. Usually, the best doors are the original units properly maintained and repaired. If these are beyond repair, new doors can be made to closely resemble the original doors. Another option is to use simple, cleanly designed aluminum doors that will not detract from existing wall treatment. The so-called Colonial, Georgian, or Early American doors are poor representations of their namesake.

Continuation of Storefront Elements

Strong storefront elements can be copied and extended across the sidewall. Examples are facade trim, window head millwork, wall accent trim, or paint color. The introduction 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 their storefront.

Doors and Windows:

When a sidewall is exposed, and is adjacent to parking or pedestrian access, the introduction of a door would serve not only as an entrance, but would add interest to the wall as well. The door should include trim and other physical amenities to be inviting and avoid the appearance of a hole in the wall. The addition of windows visually opens the wall and buildings interior to the pedestrian. Caution should be used when adding doors, windows, and their amenities to avoid competing with main entrance.

Blank Sidewalls of Buildings

The introduction of vehicular and pedestrian circulation routes, as well as adjacent building demolition will create a potential of exposing sidewalls. These walls are more difficult to aesthetically treat because there is less to work with. Trim is held to a minimum, and there generally are few windows, doors, or other features to treat. However, there are several treatments that can be used to help "dress up" a blank wall.

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. It is important though to keep in mind that painted masonry is costly to maintain, requiring touch-ups every few years. In the long run, chemically cleaning/removing paint from the exterior surface may be more cost effective. Cleaning, painting, and repair of wood and metal trim will compliment the remainder of the wall.

Graphics:

Wall graphics can be visually unappealing if done incorrectly. Too many colors, colors used incorrectly, proportion, and type of graphic can become distracting and sometimes worse than a blank wall. We strongly urge the following:

- Submit a colored and correctly scaled drawing of the graphic and sidewall for review and approval of the design committee.
- The graphic relates directly to the store's product or intent. This assigns a definite purpose to the graphic, other than merely covering a wall.

Landscaping

While there is little photographic evidence of extensive landscaping in downtown Ripon in the past, there are many roles, which plants and related landscape amenities can assume either as central features or as adjuncts to modern urban development. They include a variety of clearly functional uses such as the creation of shade, the buffering of active pedestrian areas from streets and parking lots, and the screening of unsightly development. Also included are equally important visual uses such as helping to establish a comfortable environment adjacent to large buildings, reducing heat-gain associated with large paved areas, providing a sense of structure and organization to urban open spaces, and adding a wide variety of color and texture to the overall setting.

Landscaping of the streetscape can help to soften the pedestrian environment along the sidewalk by adding color and life to an otherwise hard, somewhat noisy area. Plantings can be used at rear and side entrances of buildings to make them more attractive. These plantings can be permanent or in planters which are portable. Plantings can be used to screen trash receptacles, non accessible doorways, and parking areas.

It should be noticed that landscaping requires maintenance and is susceptible to damage. If you incorporate plantings into your plans they must be maintained. An empty or poorly maintained flower box can be unsightly. Shrubbery or trees that are not properly or regularly trimmed could be an eyesore.

Consult with a qualified nursery to select plantings which will perform well given the locations and conditions of your site.

Guidelines:

- Highlight important architectural features and structures by use of distinctive landscaping.
- Visually and physically buffer parking lots from adjacent buildings and pedestrian walkways with groupings of plant materials.
- Frame and edge existing and proposed building where feasible with appropriate types of plant material to achieve human scale.
- Carefully locate street trees and shrub plantings with the downtown area to buffer and separate walkways from traffic. Create shade where needed for pedestrians establish more clearly defined pedestrian use areas.
- Provide canopy trees to shade parked cars, but establish where practical. Tree planting in parking lot islands will reduce heat-gain and should be encouraged.

Visual Screening:

In attempting to create the most aesthetic pedestrian experience possible, it is important to conceal the visually intrusive material from view. Historically, utility areas or service entrances were located off of a service alley. Today, many of those service alleys or streets are now utilized by pedestrians as entrances from off street parking areas. Also, the amount of mechanical equipment has increased dramatically; therefore it is important to minimize the visual impact as much as possible. Trash receptacles, condensing units, electrical transformers, and other types of equipment are obtrusive and often impair pedestrian traffic. As essential as they may be, these objects do little to add to the aesthetics of the building.

There are several methods of reducing their negative effects.

Guidelines:

- **Elimination:** If possible, eliminate these objects. Trash receptacles can be located inside if there is space available without endangering health or creating an odor problem. Air conditioning condensers can be roof mounted and electrical transformers can be installed inside the building. However, this is a costly procedure as transformers 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 especially if the objects in question are trash receptacles. Attention should also be given to adjacent property owners and their pedestrian and vehicular traffic patterns.
- **Concealment:** In many instances, 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 fences, or metal fences with wood or plastic slats are a few. These are acceptable, 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 realized. It should be noted that landscaping will need care.

Parking

The proper placement of the parking areas in a traditional downtown are important factors in ensuring commercial success and maintaining a unique pedestrian experience.

Guidelines:

- Every effort should be made to maximize the retail space directly on Main Street and locate parking areas behind the buildings.
- Parking lots should be screened from the street and the sidewalk either by walls, plantings, or both. If walls are used, their material should be compatible with the walls of existing adjacent buildings. Walls should be at least eighteen inches (18") high.
- Parking structures should take advantage of the topography of the site to conceal the structure to the extent possible from public view. The same care should be taken in the design of the parking as with any other building regarding setbacks, height, proportions façade openings, detailing and materials. The structure should complement the streetscape through the accent landscaping or other pedestrian amenities.
- Parking structures should be designed to minimize the use of blank facades directly on the street. The first level should be developed as commercial space with parking located behind the upper façade.

Infill Structures

New construction on vacant lots in downtown should be encouraged. The success of these buildings can be enhanced by recreating the original rhythm of existing building facades. It is important that individual buildings act as part of the entire street facade. When a building is missing and a parking lot or park takes its place, the streetscape is disrupted where these obvious "holes" exist.

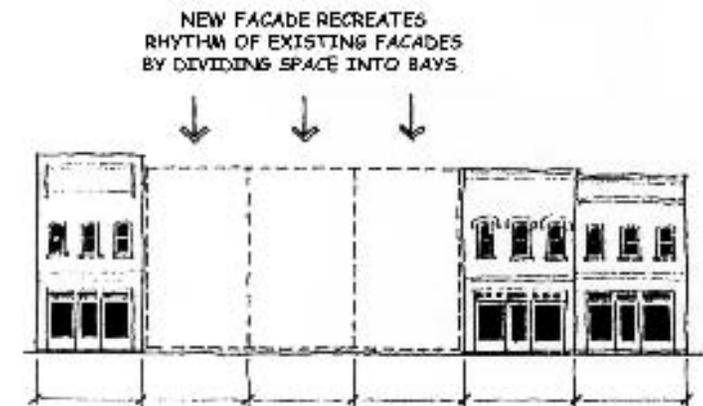
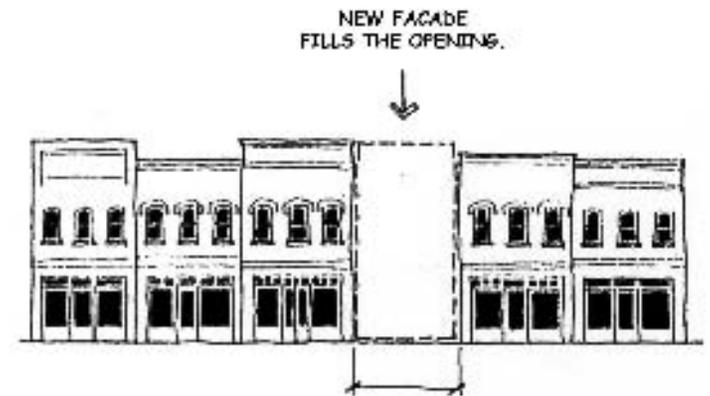
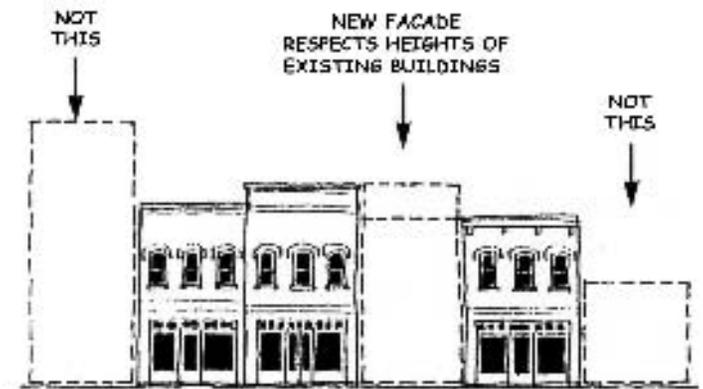
The design of new buildings must be appropriate and compatible with neighboring buildings. Because these infill buildings are new they should look new and not attempt to duplicate historic structures. Their appearance, however, should be sensitive to the characteristics of its surrounding buildings. Infill structures must take design cues from existing architectural parameters already established in downtown.

Proportion:

The height and width of infill structures will be determined by the proportions of buildings immediately adjacent. Height should be the same as adjacent buildings. This is one of the important elements to consider when designing new structures or additions to existing structures. While varied heights can mix with each other in visually interesting ways, a building, which is significantly taller than adjacent development, will seriously disrupt the existing scale of the downtown area. The width of a new structure should fill the entire void between buildings. If the void is very wide, the facade should be broken up into discernible bays which mimic the rhythm of facades on the streetscape.

Guidelines:

- The heights of new buildings shall conform to the average height of buildings on the block street face.
- The height of new buildings shall not exceed three (3) stories (fifty-feet (50')). The minimum height requirement is two (2) stories, and within ten percent (10%) of existing adjacent buildings.
- Proposals should strive to maintain compatibility with adjacent cornice lines, floor to floor heights where these are strongly expressed, sign bands, and any other elements which serve to unify the street elevation as a whole.



- The proportion of infill buildings should be sympathetic to the proportion of their neighbors.
- Break up building masses into units of scale that relate to adjacent structures.
- Design façade details, window openings and entries to conform to approximately the same proportional patterns of adjacent structures.

Composition:

The organization of elements of new facades should be similar to that of surrounding facades. Storefront cornice heights, cornice heights, bulkhead heights, rhythms that exist throughout the block should be carried out in the new facade. Existing window opening patterns of the upper facade and existing window openings of the lower storefront should be acknowledged in the new design. The ratio of window opening to solid wall should also be in keeping with nearby buildings.

Building Setback:

Infill structures should align their facades flush with the adjacent buildings to reinforce the rhythm and consistency of the streetscape. Nothing does more to negatively change the social space of a small downtown street than the front building setback. The recent emphasis on the automobile and parking lots in front of commercial structures can effectively destroy the pedestrian experience. It is far better to build right up to the sidewalk and facilitate the chances for browsing, social interaction and people watching. On occasion creating public space with a larger building setback can be successful, if the emphasis remains on creating a space that complements and enhances the streetscape.

Guidelines:

- Infill buildings shall be built to the Main Street front property line, flush to adjacent buildings. Exceptions may be granted if the setback is pedestrian oriented and contributes to the quality and character of Main Street.
- Arcades adjacent to Main Street sidewalks are encouraged to increase the effective width of the narrow sidewalks and provide a sheltered pedestrian path along store display windows.
- No side setbacks are allowed unless next to a public pedestrian way.



NEW FACADES ARE BUILT FLUSH WITH THE EXISTING STOREFRONTS.

Materials:

Almost all of the buildings within the commercial core were constructed with brick, stone or wood. Most of the original downtown buildings built in the 1850's and 1860's were constructed of wood, almost all of which were lost to fire or decay and were replaced by masonry structures. The most dominant building material in downtown Ripon is cream-city brick. Infill facades should be constructed with materials similar to that of the adjacent buildings and should blend in the other architectural styles. Material color should be chosen that is compatible with adjacent facades.

Guidelines:

- An infill building and façade should be composed of materials similar to original adjacent façades (example: local brick or stone).
- New buildings should not stand out against the others but be compatible with the general area.
- The use of exposed or painted concrete masonry units is not acceptable.
- The use of materials that attempt to mimic traditional materials is unacceptable. An example would be fiberglass panels that are molded to look like real brick, or vinyl molded to look like wood horizontal lap siding.

Roofs:

One of the major differences between residential and commercial buildings is the roof pitch or roofline. Residential structures usually have some form of sloping or pitched roof. whereas commercial structures are known for their relatively flat roofs, often hidden by the extension of the front wall plane. If this vertical extension is low, it is known as a parapet, if the extension beyond the roof plane is great, sometimes doubling the height of the building, it is known as a false front.

Guidelines:

- The predominant roof shape in the commercial core is flat (slightly sloped to drain), with articulated parapets. These parapets, often embellished with brick detailing, are often stepped or sloped to achieve a visually interesting yet harmonious sequence along the building façade.
- Infill building roofs shall be flat or gently pitched and hidden behind parapet walls that articulate the rhythm of the building.
- Roof edges should be related in size and proportion to adjacent buildings.

Trademark Building Design

Trademark buildings, such as those that have been designed to reflect a corporate/franchise appearance, have been designed in such a way as to make the services or goods sold immediately recognizable through the use of a specific architectural design, materials, and colors of the building. These were first developed on or near high-speed freeways where taking the time to read a sign would be too difficult. Such designs are generally in conflict with the characteristics of pedestrian oriented commercial storefronts.

Guidelines:

- Trademark buildings are prohibited

BUILDINGS CODES

Remodeling of existing buildings or the construction of new structures must comply with building codes. The City of Ripon Building Code, State of Wisconsin Historic Building Code and the State of Wisconsin Department of Industry, Labor, and Human Relations Building and Heating Code are three that will always apply. Eating establishments must also comply with the Wisconsin Department of Health. As structures over 50,000 cubic feet in volume require state approval with plans prepared by an architect or engineer, with some exceptions, it is these professionals responsibility to insure code compliance. However, it is beneficial for the store owner to become aware of several regulations which affect floor layout and material.

Exits:

Except for small storage and equipment mezzanines, all floor levels must have at least two exits. All exit corridors must be at least three feet eight inches wide, and all exit doors must be at least three feet wide. Exit doors must swing outward and in the direction of exiting in buildings containing more than twenty-five people. Locks on the inside of exit doors are not permitted unless the lock mechanism can be operated by a thumb turn or similar device. Exits must be clearly identified with exit lights or signs.

Depending on the size and construction of the building, stairways and duct shafts must be enclosed by walls and doors of a fire rated construction. The enclosure must extend from the lowest level of the structure to the highest level.

Materials:

Wall, ceiling, and floor finishes must meet or exceed flame and smoke test ratings that are recognized by the state. All materials are labeled by the manufacturers as to what ratings are achieved. An architect or interior designer will recommend suitable materials that comply.

Glass installed in or near doors, or near floors must be tempered or laminated. The owner must be aware that replacement glass must also have "safety glazing" as considerable legal action has resulted from injury.

Toilet room materials must be water impervious. Floors and baseboards must be finished with surfaces such as ceramic or quarry tile, or sealed concrete. There are state approved vinyl bases available. Ceilings must be drywall, metal or vinyl faced. Walls should be tile, painted masonry or drywall.

Fire Restrictions:

The Ripon city inspector and fire department will inspect the premises for the presence of fire extinguishers, unobstructed exit paths, illuminated exit lights, and other items related to fire safety. General configuration of the store and construction type may require sprinkler installation.

HANDICAPPED ACCESS

Depending on the amount of remodeling, existing toilets must be made handicap accessible, according to the Americans with Disabilities Act (ADA).

The Americans with Disabilities Act was written to establish standards and procedures to end discrimination against disabled people in privately-owned commercial buildings and places of public accommodation. It became law on July 26, 1991 and had an effective date of January 26, 1992. Quoting from the Act, "the ADA codifies guidelines for accessibility to places of public accommodation and commercial facilities for people with disabilities."

The basic intent of the act is to have new buildings and buildings that are being altered readily accessible and usable by individuals with disabilities. It does not require new construction or alterations specifically for this act but, rather, when a public accommodation or privately-owned facility undertakes construction of a facility must be made accessible.

The ADA as a whole is an all-encompassing document addressing building and toilet room accessibility, parking areas, ramps, stairs, etc. Only those sections of the ADA pertaining to toilet rooms will be covered here.

Facilities are subject to the requirements of the ADA if they are designed and constructed for first occupancy after January 26, 1993. This requires that the last application for building permits, or permit extensions, is certified to be complete after January 26, 1992 and, in addition, the first certificate of occupancy is issued after January 26, 1993. Alterations must conform to the act if physical alterations were initiated after January 26, 1992.

The act applies, in part, to the following: 1) Public accommodations, 2) commercial facilities and 3) private facilities that offer examinations or courses, licensing or certification for education, trade or professional purposes. The act does not apply to a private club (except where made available to the public), religious or public entities.

Paraphrasing some of the applicable definitions:

Disability with respect to an individual means a physical or mental impairment that substantially limits one or more of the major life activities. Specifically mentions, in addition to physical disabilities, are mental impairment and psychological disorders, physiological disorders affecting body systems and, in addition, people that have none of the impairments listed in the act but are treated by society as being impaired.

A commercial facility is one that affects commerce, is intended for non-residential use by the private sector and is not covered under the Fair Housing Act of 1968.

A place of public accommodations includes, in part, any facility operated by the private sector whose operations affect commerce, such as places of lodging, establishments serving food or drink, places of entertainment or exhibition, places of public gathering, sales or rental establishments, transportation depots or terminals, buildings for public display or collections, parks, zoos, places of education, nursery, and places of recreation.

An alteration is a change that affects or could affect the usability of a building or facility or any part thereof. Minor changes, such as painting, do not affect usability. If individual elements are altered, only those elements altered must comply. There is a clause that requires compliance to the "maximum extent feasible" for an occasional case where it is "virtually impossible" to fully comply.

The requirements which follow have been established specifically for plumbing fixtures:

Water Closets:

Clear space for water closets and other dimensions shall be as shown in Figure 1.

The height of the water closet shall be 17 to 19 inches from the floor. A height of 18 inches is generally recognized as reasonable compromise.

The flush control shall be hand or automatically operated, and the control mounted on the wide side of the toilet and be a maximum of 44 inches above the floor.

For commercial facilities, when toilet stalls are provided, at least one shall comply with ADA. Where six or more are provided, an additional stall, 36 inches wide, shall be provided for use of people with crutches.

Urinals:

Urinals shall be of the elongated rim type, with the rim a maximum of 17 inches above the floor.

The flush control shall be hand or automatically operated, and the control be a maximum of 44 inches above the floor.

When urinals are provided, at least one shall comply with ADA.

Lavatories:

Clear space and other dimensions for lavatories shall be as shown in Figure 2.

Lavatories shall be mounted with the rim or counter surface no higher than 34 inches above the floor.

Faucets shall be of the lever, push-to-open or automatic type. Self closing faucets shall be open for a minimum of 10 seconds.

Clearance of at least 29 inches from the bottom of the apron to the floor shall be provided.

Pipes shall be configured and insulated as required to protect against contact.

Sinks:

The top shall be no higher than 34 inches above the floor.

The bowl shall be a maximum of 6 1/2 inches deep.

Clearance under the bowl is the same for lavatories.

Toilet doors and stall doors must be at least two feet eight inches wide. A five foot turning radius for wheelchairs must be maintained, or toilets must be a minimum of five feet six inches deep with an out-swinging door, and five feet wide and five feet clear with an in-swinging door. These minimum dimensions are for single use, lockable toilets. It should be noted that separate toilets for males and females are not required unless there will be more than twenty five people occupying the building at the same time. Under these conditions, separate toilets are optional. If a multiple person toilet is planned, compartments must be of minimum inside dimension. The most typical is three feet wide and six foot six inches long. Grab bars and handicap equipment fixtures must be provided.

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

REINVESTMENT GRANT & LOAN PROGRAMS

In addition to design assistance, downtown property and business owners can utilize low interest loan programs designed to improve and restore building facades and interiors.

In cooperation with local financial institutions, Ripon Main Street, Inc. offers this program as an incentive to restore community pride, improve downtown's image, and enhance the appearance and condition of the downtown's unique buildings.

Ripon Main Street, Inc. also offers sign and facade grants. In order to qualify for this service, proposals must meet the requirements of the downtown's Design Guidelines and the City's sign ordinance. Contact the Downtown Manager for details regarding these programs.

GLOSSARY

Baluster: A short post in a series supporting a handrail and thus forming a balustrade.

Balustrade: A hand railing or upright posts or balusters.

Bay: An outward projection of a wall with windows, or a division in a wall seen as space between piers or columns.

Blocking Course: The plain course of stone surmounting the cornice at the top of the building; also a projecting cornice of stone or brick at the base of a building.

Canopy: A projection or hood over a door, window, niche, etc.

Capital: The head or crowning feature of a column.

Cladding: An external covering or skin applied to a structure for aesthetic or protective purposes.

Column: An upright member, designed to carry a load.

Concrete: Cement mixed with coarse and fine aggregate (such as pebbles, crushed stone, brick), sand and water in specific proportions.

Coping: A capping or covering to a wall, either flat or sloping to throw off water.

Corbelling: Brick of masonry courses, each built out beyond the one below like a series of corbels to support a projections, windows, etc.

Cornice; Any projecting ornamental molding along the top of a building, wall, etc., finishing or crowning it.

Dentils: Small brick blocks or toothed wood decorative members found in classical or period architecture in cornices, or other horizontal bands on building façades.

Eaves: The under part of a sloping roof overhanging a wall.

Elevation: The external faces of a building; also a drawing made in projection on a vertical plane to show any one face of a building.

Façade: The face of a building, especially the principal or front face showing its most prominent architectural features.

False Fronts: A vertical extension of a building facade above a roofline to add visual height.

Fascia: A plain horizontal band, which may consist of two or three fascia over sailing each other and sometimes separated by narrow moldings.

Fenestration: The arrangement of windows and doors in a building.

Gable: The triangular part of an exterior wall, created by the angle of a pitched roof with two sides.

Hipped Roof: A roof with pitched or sloped ends and sides, which rise from all four sides of a building.

Lintel: A horizontal beam or member above a door or window, which supports the wall above the facade opening.

Mullions: The frames of divisions within multi-pane windows.

Muntin: The vertical part of a door, screen, paneling, etc., butting into, or stopped by, the horizontal rails.

Parapet: A low wall, placed to protect any spot where there is a sudden drop, for example, a wall projecting above a roof plane.

Pier: A solid masonry support, as distinct from a column, the solid mass between doors, windows, and other openings in buildings.

Pilaster: A shallow pier or rectangular column projecting only slightly from a wall.

Pillar: A freestanding upright member, which, unlike a column, need not be cylindrical or conform to any of the orders.

Ridge: The horizontal line formed by the junction of two sloping surfaces of a roof.

Sash: The frame, which holds window panels, and forms the movable part of the window.

Shutter: A rectangular wood or cast iron piece set on hinges and used to cover a window or door. Historically used for security or to protect window or door openings from natural elements.

Sill: The lower horizontal part of a window-frame.

Sofia: The underside of any architectural element.

String Course: A continuous projecting horizontal band on a building façade usually made of molding (wood or plaster) or masonry

APPENDIX A

The Secretary of the Interior's "Standards for Rehabilitation"

The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
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 additions 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.

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 rehabilitating 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 or 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 to 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 receiving approval from the National Park Service.

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 were 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, Ripon Main Street, Inc. and the Division of Historic Preservation will be happy to assist you in participating in these programs.

REFERENCES AND CREDITS

- Ripon Main Street, Inc. (www.downtownripon.com)
- Stillwater, MN Design Manual, Stillwater Heritage Preservation Commission, Stillwater Community Development Dept.
- Ripon Historic Preservation Commission
- Wisconsin State Historical Society
- Wisconsin Main Street Program
- National Main Street Center
- Ripon Sign Code, City of Ripon
- Ripon Historic Society
- "A History of Ripon" by Samuel Pedrick & George Miller
- "Watson Street Historic District" by Carol Cartwright
- D.I.L.H.R. Wisconsin Administrative Code - Building, Heating, Ventilating and Air Conditioning

REVITALIZATION PROGRAM APPLICATION

**Application for:
Low Interest Loan, Grant or Design Assistance**

Name of Business _____
Type of Business _____
Address _____
Phone: (Business) _____ (Residence) _____
Type of Assistance Sought: Loan Grant Design

Ripon Main Street's Design Committee is dedicated to improving the visual aspects of downtown Ripon while maintaining its integrity. We want to be sure that all improvements to buildings, both exterior and interior, are done with quality and preservation when possible.

We ask that all applicants agree to the following:

1. Contact the Ripon Main Street office to review and discuss planned renovations before work has begun; sign and submit this application.
2. Review established design criteria with your contractor or architect and apply them to the project.
3. Submit drawings to design committee for approval prior to ordering materials.

The design committee has architects and designers available as part of our free design assistance program if you need them. Additional information is available on the downtown web site (www.riponmainst.com), or by contacting the Ripon Main Street office at (920) 748-7466 or via e-mail at craig@riponmainst.com if you need assistance.

Signature of Applicant _____

Signature of Program Manager _____

The Design Committee has reviewed your remodeling/restoration project and is pleased to advise you that we have approved the drawings and have notified the lender of the same.

Authorized Main Street Signature _____

