

# Main Street De Pere DESIGN GUIDELINES



*A guide to renovation and rehabilitation for the business district.*

2014

# Table of Contents

<b>1. Introduction</b> .....	3	Tenant Directory Signs.....	38
The Main Street Approach & Map		A-Frame Signs.....	39
Design Guidelines			
<b>2. History of De Pere</b> .....	6	<b>7. Lighting</b> .....	42
Historic Commerce Districts		<b>8. Blank Sidewalks of Buildings</b> .....	44
Historic Building Codes		Painting & Cleaning, Graphics, Doors, Windows, Landscaping	
<b>3. Design Issues</b> .....	8	<b>9. Landscaping</b> .....	49
Traditional, Storefront Design & Improvements		<b>10. Visual Screening</b> .....	52
Materials, Color		<b>11. Rear Facades</b> .....	55
<b>4. Maintenance &amp; Repair</b> .....	17	Front Entrances, Rear & Side Entrances	
Masonry, Wood, Architectural Metals, Windows, Utilities		<b>12. Infill Structures/Redevelopment</b> .....	58
<b>5. Awnings</b> .....	25	Proportion, Composition, Materials, Building Setbacks	
<b>6. Signage</b> .....	28	<b>Appendix</b> .....	61
<b>General Guidelines for All Signs (C-2 District)</b> .....	30	The Secretary of the Interiors Standards for Rehabilitation.....	62
Applicability.....	30	Tax Credits .....	63
Purpose .....	30	National Park Service: Preservation Briefs.....	64
Sign Overview.....	31	<b>References</b> .....	65
Permitted Sign Area .....	31	<b>Application Forms</b> .....	67
Multi-Storied Buildings.....	32		
Design & Materials .....	32		
Sign Message.....	32		
Lighting .....	33		
<b>Permitted Signs &amp; Specific Guidelines</b> .....	34		
Wall Signs.....	34		
Awing & Canopy Signs.....	34		
Projecting Signs .....	35		
Marquee Signs.....	35		
Hanging Signs.....	36		
Window Signs.....	36		
Plaque Signs.....	36		
Restaurant Menu Signs .....	37		
Low Profile or Monument.....	37		



# 1. INTRODUCTION

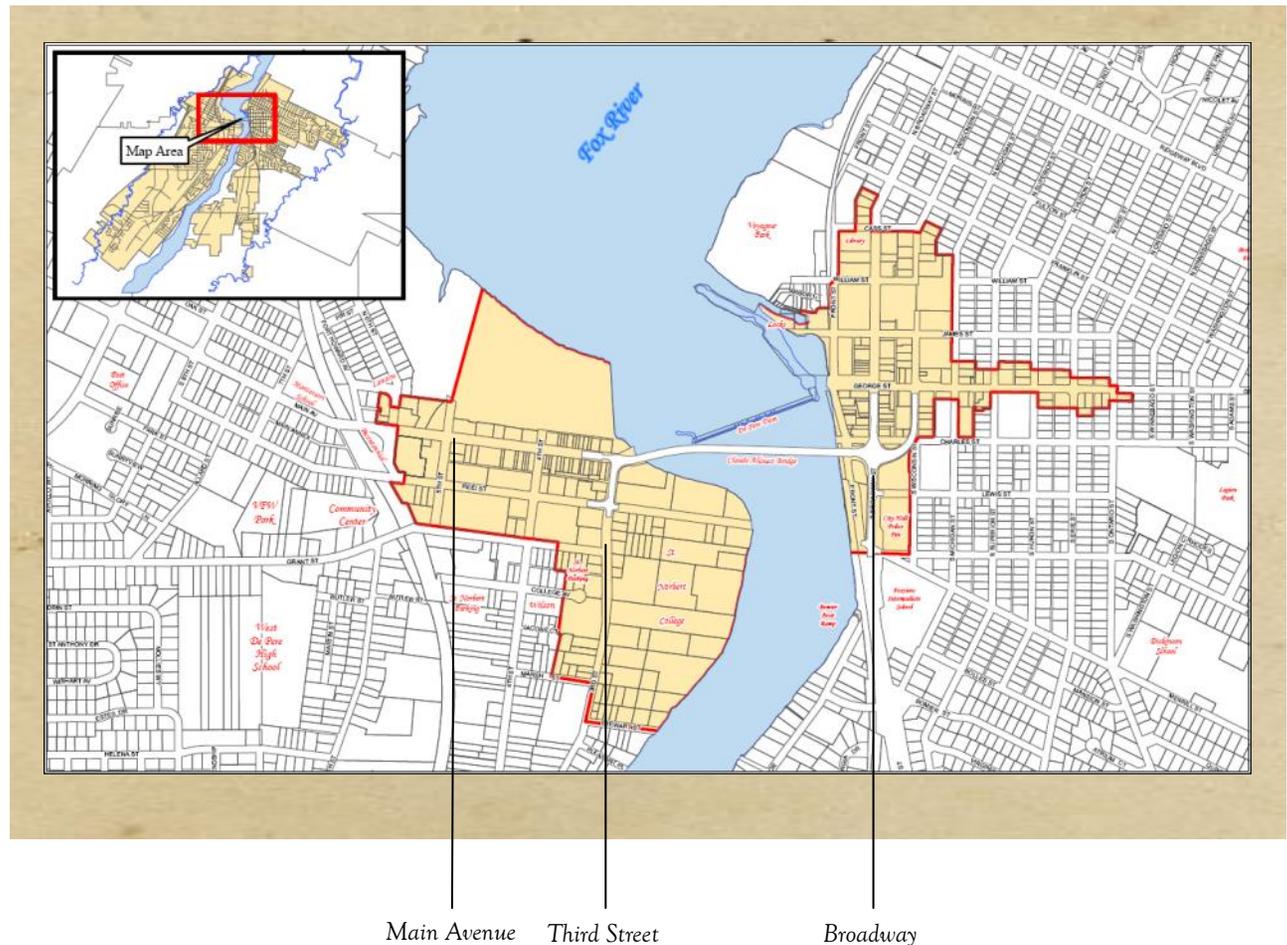
## The Main Street Approach

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. Wisconsin has been involved since 1988, with over 36 currently participating cities. A maximum of five communities each year are selected to become Wisconsin Main Street Participants. De Pere was selected in 1990.

The Main Street Approach combines historic preservation with downtown development to create a working, growing and aesthetically pleasing business center that works to reinforce and rekindle the economic vitality and values 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 De Pere’s success as recruiting new business, 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.



## Why Design Guidelines?

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.

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* downtown building can be mind-boggling:

- *What materials should I use?*
- *What colors are best?*
- *Is an awning appropriate?*
- *What kind of sign would work best and what is the process for getting appropriate signage approved?*

If you wish to improve your building then begin by assessing the condition of the entire facade.

- *How could storefront improvements relate to the overall appearance of the building?*
- *How does the building relate to neighboring buildings?*
- *How does 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?*
- *Windows maintenance and refurbishing*

Fortunately, all of these questions can now be answered by the Main Street De Pere'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.

To apply for design assistance, simply contact the Main Street De Pere program manager and complete the Main Street application form at the end of this document. Applications for design assistance are processed on a first-come, first-serve basis. So, the sooner you apply, the sooner you'll see results. When your project recommendations are complete they will be sent to you – the owner – and the program manager. Your program manager will work with you until the project is complete.

*Those wishing to utilize Main Street's design assistance or loan program are required to have drawings approved by the design committee.*

*“The Main Street program offers free design assistance to business and property owners within the Main Street area who are interested in doing exterior and interior renovation projects.”*

*For more information contact:*

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