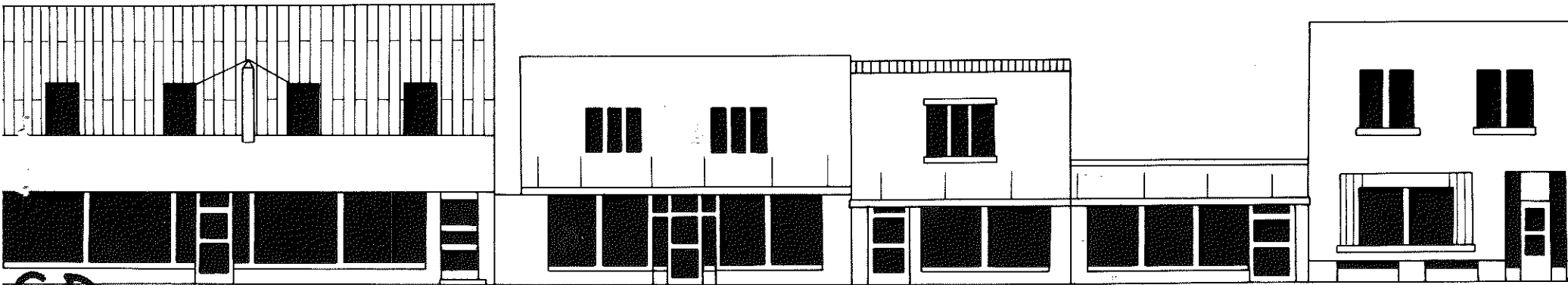


DOWNTOWN DEVELOPMENT PROGRAM

for the
CITY OF ABBOTSFORD



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PREPARED BY:

Abbotsford Downtown Improvement Committee

WITH TECHNICAL ASSISTANCE FROM:

West Central Wisconsin Regional Planning Commission

1982

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September, 1982

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ABSTRACT

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SUBJECT: Downtown improvements for the City of Abbotsford

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LOCAL PLANNING AGENCY: West Central Wisconsin Regional Planning Commission

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ABSTRACT: The Downtown Development Program for the City of Abbotsford contains an inventory and analysis of the city's downtown district. The Abbotsford downtown district was inventoried and analyzed in terms of its market strengths and weaknesses, existing and future land use, street patterns, parking needs, and the physical appearance of individual buildings. Problems in relation to these items were identified and recommendations for problem-solving are presented. A major component of this report is the physical appearance plan which presents graphic and written aesthetic improvements for store fronts, public buildings, and open spaces located along First Street. In addition to this, a section is included that identifies methods for financing the proposed improvements.

The main purpose of this report is to provide downtown improvement suggestions and goals and policies that can be used in a flexible manner by the local government, businessmen, and residents of Abbotsford to guide the present and future development of downtown Abbotsford.

ACKNOWLEDGMENTS

The preparation of this report was accomplished through faithful and diligent cooperation of a number of individuals who provide advice, guidance and assistance. Particular appreciation is extended to members of the Abbotsford Downtown Improvement Committee, who reviewed individual chapters of the report and offered substantive comments. Particular acknowledgment is also given to:

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-Fritz Sauer, Professor, Department of Governmental Affairs, University of Wisconsin-Eau Claire, who provided guidance and suggestions in developing the Abbotsford Downtown Telephone Survey.

-Bert Stitt, Wisconsin Department of Development, who provided direction and motivation throughout the preparation of the Downtown Development Program. Mr. Stitt also provided information and guidance to prepare the necessary documents for the Abbotsford Economic Development Corporation.

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CHAPTER ONE - INTRODUCTION

"If you are not part of the solution, then most certainly you are part of the problem."

Contemporary Observation

Many people in today's communities are realizing the value of their downtown. It represents an important part of the local economy and is a valuable part of the local tax base. The downtown district is often the social, as well as the business, center of the community. And, being centrally located, it is convenient and can be reached without expensive energy consumption.

However, there are also some serious problems associated with the downtowns in many communities today. In many cases, the business district suffers from the effects of age, obsolescence, and the changing nature of its market area population. Often the downtown district is characterized by deteriorating buildings, vacancies, inadequate parking and poor traffic circulation. Part of this problem can be attributed to increased commercial strip development along major thoroughfares and the development of regional and city shopping malls. Also, the automobile and the present system of highways has made quick and easy access to malls and other shopping areas simple and desirable.

The City of Abbotsford has been and is experiencing many of these problems today. Within the last decade, virtually all of the commercial development that took place in the city was along State Highways 29 and 13. Because the downtown district failed to share in this development, it has subsequently deteriorated in recent years. This trend is likely to continue unless the city and retail

merchants located on "Main Street" take some firm action to improve the physical appearance of the downtown and promote development. This is not to say that all future commercial growth must occur in the downtown district, but if the area is to remain a viable ingredient to the city, some action needs to be taken.

Revitalizing the downtown should be a very high priority issue within the community. The City of Abbotsford is growing and holds the promise of being a very economically viable community. According to U.S. Census data, Abbotsford has exhibited a pattern of population growth that spans at least the past four decades. During the 30-year span between 1940 and 1970, the city's population increased at an average rate of 14.4 percent. Since 1970, the population has increased at even a faster rate. Final census counts for 1980 indicate that the city experienced a 38.2 percent increase of population in the past ten years. In addition to this, population projections for Abbotsford indicate that the city will continue to increase its population over the next two decades. This population growth would seem to indicate a need for a strong and viable downtown area that the city's residents can be proud of.

A community survey conducted in 1980 provides another indicator which points out the desire for a revitalized downtown. According to the results of that survey, the deteriorating condition of the city's downtown is a major concern to city officials and citizens. Nearly 71 percent of those responding indicated that they would like to see the city's downtown expanded and/or improved. The majority of those surveyed also believed that new commercial development should be located in the downtown area rather than along Highways 29 or 13.

The City of Abbotsford has taken some steps to strengthen the downtown district. In March, 1980, the city signed a contract with the West

Central Wisconsin Regional Planning Commission to update its comprehensive plan. As part of this plan, the Abbotsford Planning Committee has identified downtown revitalization as a primary community goal. Although the plan addresses the issue of downtown deterioration, it does not provide a detailed downtown program. To effectively deal with the city's downtown district, the West Central Wisconsin Regional Planning Commission submitted a proposal for discretionary state planning aids to the Wisconsin Department of Development in order to prepare a downtown development program. The Abbotsford City Council unanimously supported the proposal and the Department of Development granted the requested monies.

To assist in the development of this program, a downtown development committee was formed to supervise the entire project. This report is the finished product of a great deal of time and effort devoted to the revitalization of downtown Abbotsford. Its primary purpose is to spark interest in the improvement of the downtown district. A major component of this report is the physical appearance plan. Two architectural graduate students from the University of Wisconsin-Milwaukee prepared the design schemes presented in this section of the report. The physical appearance plan presents graphic and written aesthetic improvements for store fronts, public buildings and open spaces located on "Main Street". Other elements of the plan include an inventory and analysis of the existing physical conditions of the downtown and the market strengths and weaknesses of the area, a future land use plan for the downtown area, a street plan identifying improvements to the street system, parking and street furnishings, and a financing section which will identify methods for financing the proposed improvements.

A downtown that is attractive offers a variety of goods and services, has sufficient parking space, and is generally pleasant to shop in, will draw shoppers from a large area and will prosper. For downtown Abbotsford to prosper, a strong "partnership" between the public and private sectors must be promoted. The cooperation of the public sector will be essential for the overall development program. However, both sectors must be willing to contribute a level of investment which is necessary to bring about the desired improvements. This plan is an attempt to promote the necessary cooperation between the two sectors. It is important to point out though, that it will only be as effective and meaningful as the merchants, city government and local residents interpret and use it to revitalize downtown Abbotsford.

Over the past years, there has not been a cohesive and comprehensive effort directed toward the maintenance and revitalization of downtown Abbotsford by the city or the businessmen themselves. The future visions and objectives must clearly be developed and the efforts of the city and of each of the businessmen must be coordinated. It is important that the business community recognize that they are all on the same team and have a common objective to work toward even though they are competing in a sense. Through the preparation of this report, there are indications that a greater degree of cooperation is being achieved in downtown Abbotsford in terms of its future growth and development. As is the case in most development programs, there are those who would just as soon see the status quo remain. However, those who are truly interested in seeing a revitalized downtown Abbotsford should not allow themselves to become discouraged by this fact. Resistance to progress has been and will always be a stumbling block that has to be dealt with.

CHAPTER TWO - MARKET ANALYSIS

It is important that the downtown be maintained and improved because the downtown represents a substantial portion of the tax base and because there is already a considerable investment in streets, sidewalks, utilities and other services in the area. If the city allows the downtown to deteriorate, it still must maintain these facilities and services, but with a lower tax base. In addition, the downtown has functioned traditionally as a focal point for community activities, as well as the center for trade and service.

In this chapter, an analysis of the overall market strengths and weaknesses will be covered in this chapter. Information for the market analysis was assembled from several sources. A phone survey was conducted to gain the public's attitudes and thoughts on several issues related to downtown Abbotsford. In addition to this, the retail trade and service sector of Abbotsford was further evaluated by utilizing some additional economic techniques. These include a location quotient and threshold population analysis.

DOWNTOWN IMPROVEMENTS SURVEY

The Downtown Improvement Committee conducted a telephone survey of public opinion on a variety of issues related to downtown development. The purpose of the survey was to provide information about what problems the residents of Abbotsford perceive in the downtown, what improvements they consider to be most important and to determine what the shopping patterns were in relation to the

downtown. A copy of the questionnaire, with the frequency and percentage of responses to each question, is contained in Appendix A.

The survey was conducted on June 9 and June 16, 1982. A random sample of 225 telephone numbers was selected from the Abbotsford telephone directory. The sample size represents approximately 25 percent of the households with Abbotsford addresses and provides representative and reliable information. The telephone survey received a 73 percent response rate, which is large enough to assure meaningful results.

Some of the highlights of the results are as follows:

- 80 percent of those responding indicated they felt that the city's downtown needed some type of improvements.
- 86 percent of the respondents indicated that the service received in the majority of stores in downtown Abbotsford was good to excellent.
- While the majority of respondents (57 percent) felt that the merchandise selection in downtown Abbotsford was good to excellent, a substantial percentage (43 percent) indicated it was fair to poor.
- 55 percent of those surveyed indicated they did less than 40 percent of their shopping for goods and services in downtown Abbotsford.
- When questioned if parking was a major problem in downtown Abbotsford, 80 percent of those responding indicated that it was not.

- Although the survey indicated that most of the respondents do most of their shopping for goods and services within the city, the majority indicated they purchase clothing and athletic goods in places other than Abbotsford.
- Many survey respondents also indicated that they traveled to other communities to purchase shoes (45 percent) and hobby/toy supplies (29 percent).
- Survey respondents identified children's and general clothing stores, hobby/crafts stores, youth oriented businesses (i.e., roller rink, dance hall) and discount/variety stores as the types of businesses that are most needed in Abbotsford.
- Lack of variety was considered an inhibiting factor to shopping downtown Abbotsford by 57 percent of those responding.
- 31 percent of the respondents felt that dilapidated buildings inhibited shopping in downtown Abbotsford, while 35 percent indicated that the poor condition of the sidewalks inhibited shopping downtown Abbotsford.
- Increasing the number of businesses was cited as the improvement that would most benefit downtown Abbotsford. Other improvements considered as high priority included storefront remodeling and sidewalk repair.

The Abbotsford downtown represents the city's image to shoppers, visitors and prospective developers. Because of this, the downtown must

continue to develop itself and become an attractive and inviting place to shop. The retail sector of Abbotsford is fairly well developed. However, there are certain sectors which are not providing the selection demanded by the city's residents and many people are traveling to other communities to obtain certain goods and services. The survey results indicate that some efforts should be made towards providing a greater selection of goods and services within the city. In addition to this, the survey indicates that a substantial proportion of the sample population feel that some type of physical improvements are needed in the downtown. Efforts should also be directed towards upgrading the aesthetic appearance of downtown Abbotsford. If nothing more than just some simple maintenance of the existing infrastructure by both the city and the individual merchants, this would be a step in the right direction.

What this survey does not do is answer all of the questions that need to be answered. Although this information on citizen attitudes is useful for local decision-making, other types of information are also important and must be used. Local officials, businessmen, and residents must consider what will work economically and be politically acceptable. The information provided, therefore, is not meant to take the place of, but rather supplement, other types of needed information.

LOCATION QUOTIENT ANALYSIS

To supplement the information provided by the survey, the retail trade and service sector of Abbotsford's economy will be analyzed in greater detail here. The concept, known as a location quotient, will be used in this analysis.

The basis for this concept is rather simple, but nevertheless, it is meaningful. The location quotients were computed by analyzing 1979 data collected by the Department of Industry, Labor and Human Relations (DILHR). The data analyzed provides detailed employment statistics based on unemployment compensation reports.

To calculate a location quotient, the percentage of people employed in a local industry is compared to the percentage employed in the same industry nationwide.

$$\text{Location Quotient} = \frac{\% \text{ Employed in Industry Locally}}{\% \text{ Employed in Industry Nationally}}$$

It is assumed that the result of this calculation indicates which goods and services are imported or exported. If the location quotient is a number close to one, the local economy is presumably satisfying its own needs for the products in question. If it is greater than one, the area in question is apparently providing more than enough for its local citizens and may be exporting the product or service to other areas. If the number is less than one, the local employment may not be sufficient to satisfy local needs and some of the product or service is probably being purchased outside the immediate area.

The location quotients for selected retail trade and service establishments located in Abbotsford are displayed in Table 2-1. Several of the sectors have been "starred" because of their low location quotients. These sectors appear to have "import substitution potential". Import substitution is defined as the opportunity to produce locally some product or service which is currently being imported

TABLE 2-1

LOCATION QUOTIENTS & IMPORT
SUBSTITUTION POTENTIAL FOR SELECTED
INDUSTRIES IN ABBOTSFORD
1979

SIC CODE/INDUSTRY	LOCATION QUOTIENT
5211/Lumber & Other Bldg. Materials	5.5
5251/Hardware Stores	19.5
5331/Variety Stores	3.3
5411/Grocery Stores	2.8
5462/Retail Bakeries-Baking & Selling	.7*
5511/New & Used Car Dealers	6.2
5541/Gasoline Service Stations	3.7
5651/Family Clothing Stores	1.7
5661/Shoe Stores	.6*
5712/Furniture Stores	3.5
5722/Household Appliance Stores	1.4
5810/Eating & Drinking Places	2.3
5912/Drug Stores & Proprietary Stores	2.1
5944/Jewelry Stores	2.6
5992/Florists	6.5
6023/State Banks	1.1
6510/Real Estate Operators & Lessors	.2*
7011/Hotels, Motels & Tourists Courts	.3*
7210/Laundry, Cleaning & Garment Services	.3*
7231/Beauty Shops	1.0
7933/Bowling Alleys	26.9

*Import substitution potential.

Sources: Derived from statistics provided by Department of Industry, Labor and Human Relations
West Central Wisconsin RPC

from outside the study area. However, it should not be assumed that the identification of import substitution automatically suggests the need for new firms in a particular activity within the

community. Where there are businesses operating, it can suggest the opportunity for expanded sales.

Abbotsford is strong in most of the basic types of retailing and service sectors, including lumber and building materials, hardware stores, grocery stores, gasoline service stations, furniture stores, drug stores and several other sectors which are displayed in Table 2-1. This is not to say that there is no room for further expansion in these sectors, but they are apparently meeting most local needs and "exporting", too. Retailing and service sectors in which "weaknesses" appear include retail bakeries, shoe stores, real estate operators and lessors, hotels, motels and tourist courts and laundry, cleaning, and garment services. All of these sectors display location quotients below one which indicates import substitution potential. The possibility of expanding these retail and service sectors should be investigated in more detail.

One of the limitations that surfaces when working with the DIHR statistics is that the self-employed proprietor is not required to report his employment status for unemployment compensation records. A particular sector may exhibit a low location quotient, but, there may be self-employed proprietors operating businesses within the same sector which are not included in the DIHR statistics. One other inconsistency which is observed when using DIHR statistics is that often a particular classified business will also operate a department that would normally be classified under a different SIC code. For example, a men's clothing store (SIC 5611) might also sell shoes (SIC 5661). These limitations should not inhibit the use of the data pro-

vided in this section. The DIHR statistics and the location quotients are useful tools in that they are a quick and inexpensive means of identifying the city's economic base. They should not be used as a final tool for decision-making. However, they can very effectively offer suggested areas for further inquiry.

THRESHOLD POPULATION ANALYSIS

Threshold analysis assumes that each type of retail or service establishment needs a specific volume of business for ongoing operation. A threshold can be defined technically as the minimum level of demand required to support one establishment at a certain level of profitability. The specific threshold value is a function of two variables: (1) the internal scale economies of the business type which implies that some businesses can operate only at a large scale; and (2) the frequency of consumer purchases meaning that consumers purchase gasoline far more frequently than they visit the dentist. The threshold population of a gasoline station, therefore, should be smaller than a dentist's because average annual purchases of gasoline per consumer are higher than the average amount spent on dental service.

Estimates of threshold values for Wisconsin were obtained by regression analysis which is a standard technique which finds "average" or expected values for a set of data that are subject to error. In the study used in this report to identify threshold populations (Table 2-2), Threshold Estimates: A Tool for Small Business Planning in Wisconsin, a sample of 100 places were randomly selected from a list of places in Wisconsin with a population of less than 15,000. This

sample, along with the number of establishments in each business type, made up the data base for the study. A standard regression analysis was performed for 57 business and service types using the census population and establishment data collected for the sample of 100 Wisconsin towns.

According to the study used to obtain the threshold population data for this report, the regression equation is not as meaningful for some of the functions considered in this study in that the data did not provide a sample large enough to predict statistically significant thresholds for more than one establishment.

TABLE 2-2

POPULATION REQUIRED TO SUPPORT ADDITIONAL ESTABLISHMENTS OF SELECTED FUNCTIONS IN WISCONSIN

FUNCTION	NUMBER OF ESTABLISHMENTS				FUNCTION	NUMBER OF ESTABLISHMENTS			
	1	2	3	4		1	2	3	4
Taverns	77	244	478	711	Lawyers	497	1,169	1,927	2,748
Food Stores	92	1,104	4,697	29,119	Radio-TV Sales	521	1,815	3,765	6,316
Fuel Oil Dealers	164	685	1,577	2,850	Drive-In Eating Places	537	4,851	17,572	43,799
Filling Stations	186	459	799	1,135	Dentists /	563	1,744	3,379	5,402
Feed Stores	247	4,895	28,106	97,124	Supermarkets	587	2,968	7,610	14,881
Beauticians	268	851	1,673	2,702	Appliance Stores	607	3,709	10,691	22,659
Insurance Agencies	293	666	1,077	1,514	Liquor Stores	613	4,738	15,669	36,509
Farm Implements	309	3,426	14,004	38,025	Barber Shops	632	5,297	18,372	44,404
Restaurants	316	754	1,253	1,797	Furniture Stores	637	4,833	15,819	36,686
Hardware Stores	372	1,925	5,032	9,949	Drugstores	638	4,285	13,053	28,771
Auto Repair Shops	375	1,148	2,209	3,517	Auto Parts Dealers	642	5,496	19,284	46,991
Motels	384	2,072	5,557	11,189	Laundromats	649	5,665	20,114	49,264
Real Estate Agencies	418	1,226	2,301	3,597	Women's Clothing Stores	678	5,471	18,544	44,133
Auto Dealers	420	1,307	2,937	4,063	Department Stores	691	5,408	18,012	42,295
Plumbers	468	2,717	7,604	15,780	Dry Cleaners	692	4,131	11,746	24,655
Physicians	493	1,352	2,436	3,702	Shoe Stores	712	7,650	30,670	82,146

Source: Threshold Estimates: A Tool for Small Business Planning in Wisconsin, UW-Eau Claire, 1974.

However, the model does provide some useful results for many of the business types considered. These are listed in Table 2-2 along with the populations which the model predicts are required to support up to four establishments of each business type.

The purpose and use of the threshold analysis is to identify possible business opportunities for Abbotsford where threshold is defined as the minimum number of people in a community required to support one establishment of a particular kind of business. If the opening of a particular type of business or service function in a given town is contemplated, the existing number of establishments in the city can be compared with the expected number predicted by the threshold values. If the actual number is less than predicted, the market area may be able to support an additional establishment. If the existing number of establishments exceeds the predicted number, there is a good probability that the market area could not support another similar business venture.

Because the City of Abbotsford draws many people from the surrounding areas for the purpose of purchasing goods and services, the city's trade area population has been estimated so that it can be used to analyze the threshold values displayed in Table 2-2. The trade area is defined as the area served by a particular village, city or other urbanized area for general economic and social purposes. The size of the trade area, or sphere of influence, of a city is dependent upon three basic factors: (1) community size (population);

(2) type of trade activity; and (3) distance from other communities that provide the particular needs of the consumer. The trade area of Abbotsford includes portions of Clark, Marathon and Taylor Counties. The trade area population for Abbotsford has been estimated to be 6,900. A threshold value under 6,900 for a particular business function, therefore, means that Abbotsford could theoretically support a business of that type. As Table 2-2 indicates, the Abbotsford area could support one business in each of the business types listed. Also, Table 2-2 indicates that the city could support two, three and up to four establishments in some of the business types listed.

The threshold values provided in the preceding table should be considered as only estimates. Thresholds are never absolutes and should not be the only factor used in making locational decisions. For example, when we consider the trade area population instead of the city population, in relation to threshold values, it is important to point out that other nearby cities are included in the trade area population. For example, the population of Dorchester is included in the trade area population of Abbotsford. Therefore, if a barber shop is located in Dorchester, this could affect the threshold values. Because of this, the potential for Abbotsford to support two barber shops would have to be analyzed in greater detail through additional feasibility studies.

Threshold populations are influenced by several factors other than the size and type of the business. One of these factors is the amount of income people in the trade area have to spend. Another factor is the existence of

competing trade centers. Also, changes in population and income levels are important. All available information and methods should be utilized. Even the intuitive feel that a businessman may have for the local business climate and possibilities is important.

SUMMARY

Three economic tools were utilized to gain some basic understanding of Abbotsford's market strengths, weaknesses and needs. These included the downtown improvements survey, location quotients and threshold population values. The downtown survey provides some insight as to what the survey respondents considered the weaknesses, strengths and needs of the downtown. Location quotients offer an inexpensive and basic means of identifying an opportunity for expanded sales or similar business ventures. The threshold values are supplied to provide an estimate of population size necessary to support identified business functions.

The survey results indicate that there is a need to expand the merchandise selection and increase the diversity of business types in Abbotsford. This is supported by the survey results that indicated that many respondents travel to other communities for certain goods and services and also that 55 percent of the respondents do less than 40 percent of their shopping in the downtown. Expanding retail and service opportunity could be accomplished by increasing the diversity of businesses, thereby, offering a greater variety of trade opportunities or by expanding the product lines in existing businesses.

By examining the three economic tools together some general conclusions can be made. The location quotients identified several retail and service sectors where there appears to be some import substitution potential. These include retail bakeries, shoe stores, real estate operators, hotels and motels and cleaning establishments. The survey results indicated that 45 percent of the respondents traveled to other communities to purchase shoes. Considering this, along with the low location quotient displayed for shoe stores, there appears to be some room for expanded shoe sales in Abbotsford. Also, the threshold values indicate that a population of 7,650 is necessary to support two shoe stores. The Abbotsford trade area population is slightly lower than this, however, it is large enough to indicate that a potential exists for increased shoe sales.

Although several real estate operators are located in Abbotsford, the trade area population and threshold values indicate that a potential exists for additional establishments of this type. The .3 location quotient also supports this conclusion. The threshold values and location quotients also indicate that the city could support an additional laundry and cleaning business. Laundromats and dry cleaners require threshold populations of 5,665 and 4,131, respectively, to support two establishments of each type. The estimated trade area population of Abbotsford (6,900) is large enough to indicate that the city could possibly accommodate additional laundry and cleaning services.

The location quotient for the hotels and motels sector is .3, indicating that growth in this service sector may be possible. The

threshold values do not provide supporting evidence for hotel and motel business expansion in Abbotsford, however, this should not preclude the possibility of expanding these services. The location quotient itself indicates that expanding this service sector should be investigated in more detail. This is also supported by the fact that Abbotsford is located at the junction of two heavily traveled state highways which generate a substantial amount of truck and tourist traffic in the city.

It should be pointed out that the analysis provided in this chapter should not be used as a basis for final decision-making. The techniques applied are generally used in most economic base and market studies. Their strong point is that they provide a quick and inexpensive means of identifying retail and service sectors where expansion may be possible. In this way, a community can pinpoint specific areas where more detailed studies can be conducted without spending a great deal of time and money trying to identify a potential retail sector where a market does not exist.

Once certain business functions are identified, detailed feasibility studies should be undertaken. Further analysis might include a study of the market area households and income, retail sales trends, per capita retail expenditures, and retail sales by specific categories. Also, estimates can be made of actual and potential retail sales which can identify areas where expanded sales are possible. In addition to this, the types of retail establishments should be identified. This should include the amount of retail space available

and building occupancy status. Taken together, these types of studies can provide a good indication of what the city's market strengths and weaknesses are. Also, additional retail and service establishments that have market potential in Abbotsford may be identified.

CHAPTER THREE - DOWNTOWN ABBOTSFORD LAND USE PLAN

The Downtown Abbotsford Land Use Plan is a set of proposed guidelines for the future development of the city. The Land Use Plan itself is comprised of two distinct but inter-related components. These components include the Land Use Plan Map and a set of Goals and Policies. The Land Use Plan map is intended to be a graphic and pictorial description of the desired pattern of land use showing the location, character and intensity of land uses for the foreseeable future. The map itself is not intended to be a rigid end-product document, but a necessary and useful planning tool which will help the community clarify and better evaluate issues and alternatives and thereby formulate policies which will best achieve local objectives in an effective, but flexible manner.

Two maps have been prepared to display the downtown's land use patterns. The first map (Map 1) exhibits the downtown districts existing land use pattern (1982). The second map (Map 2) displays the desired future land use patterns. Both maps are fairly site specific in terms of the land use. An attempt was made to be site specific because of the relatively small area involved. However, as stated above, the maps are not intended to be rigid end-products. The intent is only to suggest a pattern of land use which would possibly better define and strengthen the downtown Abbotsford retail core.

Both of the land use maps have been divided into ten land use categories. The ten categories include: residential, commercial, office, industrial, government, institutional, utility, parking, recreation and vacant land. The residential cate-

gory was divided into three separate groups. These include: single-family, two-family and housing units located in buildings where the primary use is commercial. The area depicted on the maps includes what is considered to be the central business district and some of the fringe areas surrounding it.

Supplementary to the maps is a set of Goals and Policies. Technically, the goals and policies are written descriptions of what is depicted on the Land Use Plan map. These written statements are necessary to provide more detail about the map's intentions and to provide some constant guidelines which the city can follow to achieve the desired land use results. Although the Goals and Policies are presented in this chapter, in conjunction with the Land Use Plan map, they should be considered as guidelines for the entire report and utilized to that end. The Goals and Policies, like the map, are intended to be flexible and reasonable.

An analysis of the existing and proposed land use acreage shown in Table 3-1 reveals that the city has planned for additional land within the identified area to accommodate commercial growth for the foreseeable future. The majority of the additional commercial land area being planned is located along Highway 13, just north and south of Spruce Street. Changes in land use will be identified in greater detail later in this chapter.

The remainder of this chapter is devoted to presenting the Goals and Policies and describing how the city intends on accommodating future growth and development in the downtown district. For the purposes of this plan, the following definitions are provided.

DOWNTOWN DISTRICT
City of Abbotsford

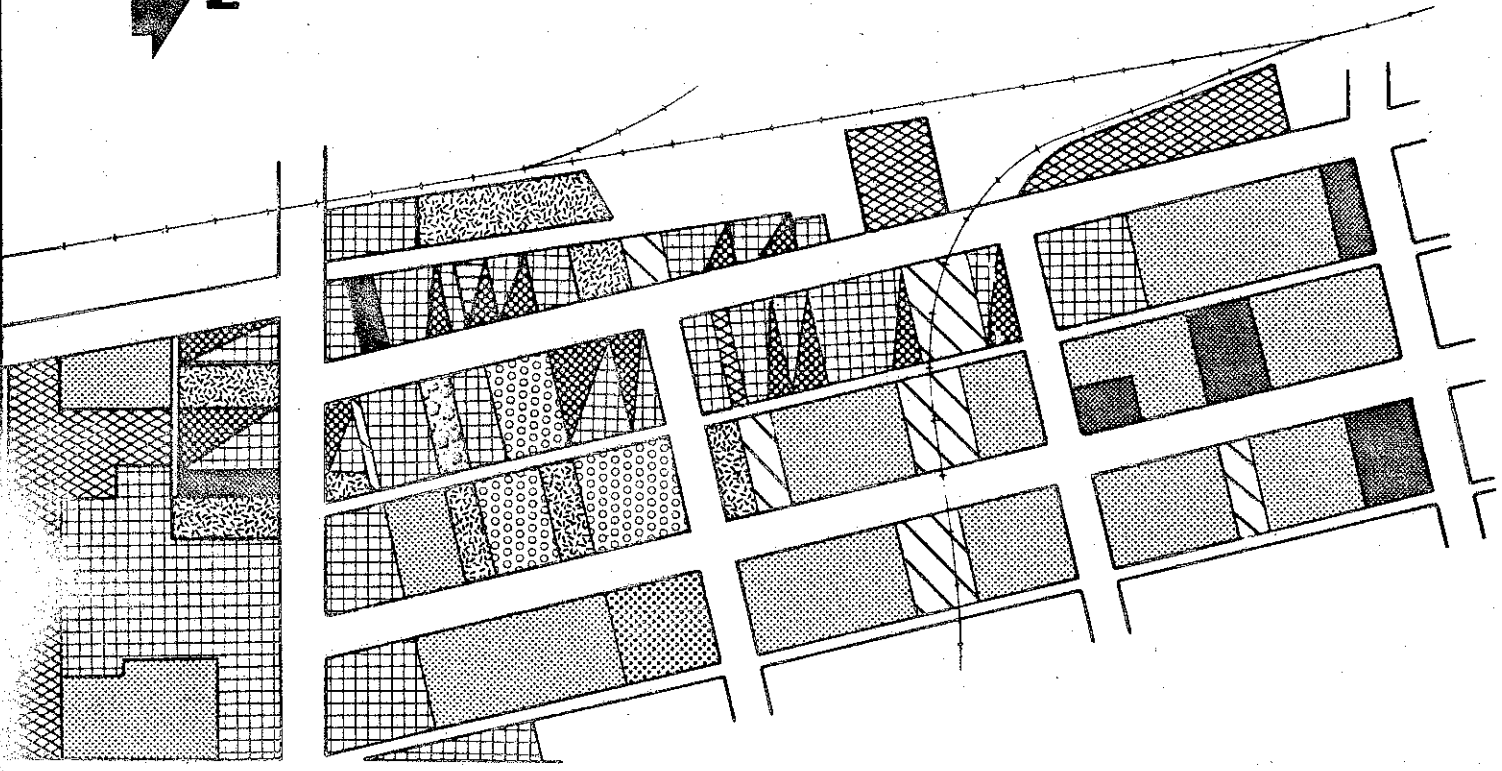
EXISTING LAND USE

1982

Map 1

LEGEND

- RESIDENTIAL
 - SINGLE FAMILY
 - TWO FAMILY
 - HOUSING ABOVE STORE
- COMMERCIAL
 - RETAIL
 - OFFICE
- INDUSTRIAL
 - PUBLIC BUILDINGS
 - INSTITUTIONAL
 - UTILITY
- GOVERNMENTAL
 - PARKING LOTS
 - VACANT LAND
 - RECREATION



DOWNTOWN DISTRICT
City of Abbotsford

GENERALIZED FUTURE LAND USE PLAN

YEAR 2000

Map 2

LEGEND

- RESIDENTIAL
 - SINGLE-FAMILY
 - TWO-FAMILY
 - HOUSING ABOVE STORE
- COMMERCIAL
 - RETAIL
 - OFFICE
 - INDUSTRIAL
 - PUBLIC BUILDINGS
 - INSTITUTIONAL
 - UTILITY
- GOVERNMENTAL
 - PARKING LOTS
 - VACANT LAND
 - RECREATION

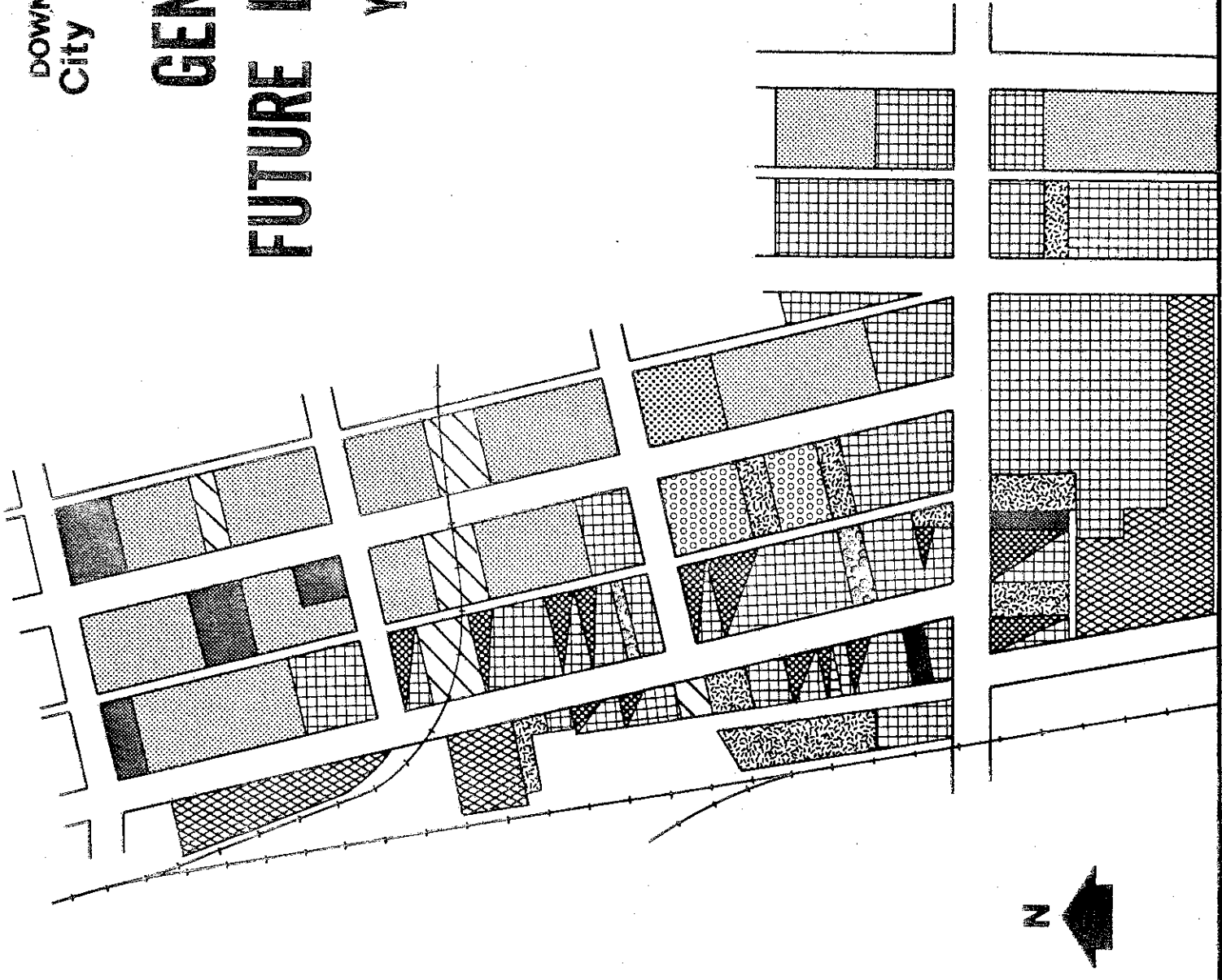


TABLE 3-1

ABBOTSFORD DOWNTOWN DISTRICT
EXISTING AND PROPOSED LAND USE

LAND USE	1982		FUTURE	
	ACRES	PROPOSED ACRES	ACRES	PROPOSED ACRES
Single-Family Residential	12.3		8.7	
Two-Family Residential	1.1		1.1	
TOTAL RESIDENTIAL	13.4		9.8	
Retail	8.8		12.9	
Office	.1		.1	
Government	1.2		.8	
Institutional	.5		.5	
Utility	.1		.1	
Industrial	4.3		4.6	
Recreation	.2		.3	
Parking	1.7		1.6	
Vacant	1.4		1.0	
Streets	9.2		9.2	
TOTAL	40.9		40.9	

Source: West Central Wisconsin Regional Planning Commission

GOAL: An ultimate result toward which an effort is directed, but might never actually be attained. It represents a general statement which outlines the most preferrable situation which could possibly be achieved if all the goals and objectives of this plan were developed to their fullest degree.

POLICY: A working statement which attempts to accomplish the goals. It is a course of action selected to guide and determine present and future decisions on development and implementation matters.

GOAL: Retain the primary core shopping facilities in the downtown, particularly shopper goods and services.

POLICIES:

1. The revitalization of the downtown area should not involve a substantial amount of dislocation of activities. Rather, the future core should capitalize on the present strengths of the downtown area and make maximum use of the existing building inventory.

2. The downtown area should be as compact and intensively developed as possible.
3. Encourage potential commercial establishments or similar developments to be built in or in close proximity to the city's existing downtown area, in order to take advantage of existing streets, sidewalks and public utilities and to maintain a healthy downtown business climate.
4. Spot commercial zoning should be discouraged so that the downtown commercial district is utilized to its fullest potential. This would also benefit other commercial districts in Abbotsford.
5. Planning efforts should not stop with the completion of this report. An on-going process of planning should be undertaken in the downtown area to help assure the economic viability of this commercial district, to promote compact and efficient use of land and to provide an aesthetically pleasing shopping and business environment there.

GOAL: *To develop the commercial sector of the local economy to better serve the needs of local and area residents, including area farmers (farm-related businesses).*

POLICIES:

1. Encourage local residents, government and businesses to continually make efforts to expand and diversify the local retail and service sectors in order to maintain a wide variety of goods and services for local and area consumers.

2. Encourage local and area residents to shop in the city through appropriate advertising and promotional activities.
3. Create and maintain a stronger, more attractive business district, protected from encroachment by other uses and devoid of mixed uses which could detract from its business function.

GOAL: *To create a convenient and comfortable environment for the consumer in which they "want" to shop rather than "have" to shop.*

POLICIES:

1. Compatible designs for store front facades, street furniture, informational signs, street lighting and landscaping should be developed to unify the downtown district to make it more pleasant to visit, to provide for a better appearance and enhance its image.
2. Continue to explore the possibilities of rejuvenation and strengthening of the city's downtown area in order to make this business district more attractive to shoppers and to make it more economically viable.

GOAL: *To organize the circulation and parking facilities into a more efficient and effective total system to maximize consumer convenience and enhance traffic safety and flow.*

POLICIES:

1. Efforts should be made to assure that adequate off-street parking is provided in the downtown area in order to lessen the total dependence upon on-street parking.
2. Maintain the street markings including crosswalks, traffic channelization and parking stall demarcation to maximize pedestrian safety and to ensure an efficient and safe traffic flow.
3. Provide directional signs to indicate the locations of off-street parking.
4. Alternatives for removing the bus parking off of First Street should be investigated.
5. The number of access points to commercial uses from major roads should be minimized.

A great deal of commercial activity took place in Abbotsford during the 1970's. This activity was the result of Abbotsford's population growth and its location at the intersection of two major state trunk highways. Much of the new commercial growth occurred along Highways 29 and 13, with the development of a new shopping mall and several business-oriented uses. The central business district, located primarily in the area bordering First Street between Highway 29 and Oak Street, contains several commercial and office activities. Adjacent to the central business district are several public buildings including the city hall, fire hall and post office.

The proposed development patterns indicated on Map 2 are based largely on existing patterns and are in conformance with the stated goals and

policies. The majority of additional land to be devoted to commercial uses is located along Highway 13 north and south of Spruce Street. A substantial amount of development has already occurred along Highway 13 and the proposed new commercial activity should emphasize infill and conversion of other uses to commercial. This would be compatible with the goals and policies in terms of a compact, intensively developed downtown devoid of other land uses that detract from its business function. However, it is recommended that any commercial development on Highway 13 just north and south of Spruce Street be oriented towards local market-serving activities. This is suggested because of the potentially serious access control problem that could occur if land intensive or highway-related activities were to locate in such close proximity to the major highway junction (SRH 29 and 13). This would also be in conformance with the policy to limit access points to commercial uses from major roads.

The downtown area (First Street) is intensively developed with little room for expansion. The predominant land use is commercial. Very few land use changes are being proposed for this particular area. The major change suggested involves the National Guard Armory building. It is recommended that this building be utilized for commercial use rather than its present government use. The existing government use does not generate a great deal of traffic for the downtown area nor does it add to the business climate in the central business district. The building itself is in very good condition and could probably be adapted to several different uses which would benefit the downtown district. Retail, office, apartments or a combination of these uses is suggested for the Armory building.

Because this chapter deals with land use in more generalized terms, it is not necessary to provide a site by site analysis except where major changes are recommended. The remainder of this report provides much greater detail in terms of suggested improvements and needs. It is sufficient to say that the downtown area should contain a mixture of uses including retail, service, office and certain types of government uses so that the downtown retains its function as the city's hub.

CHAPTER FOUR - STREET PLAN

A downtown's streetscape includes the streets, sidewalks, parking areas and alleyways. The proper and efficient flow of people and vehicles and the accessibility of attractive parking and resting areas are important design objectives. By providing the proper amenities, the downtown's social, retail and business functions will be enhanced and the downtown's buildings will be provided with an attractive setting. This chapter of the report will present material that deals with the downtown's traffic pattern, parking, street furniture and general sidewalk and street appearance.

Improved traffic circulation and additional parking cannot be viewed as a cure-all for a troubled downtown. Though usually not major problems within smaller communities, traffic flow and parking are an important part of the revitalization effort. In most cases, the small community does not require any elaborate and expensive traffic control devices or parking facilities. However, some improvements to the existing situation in Abbotsford would enhance the downtown area.

Traffic counts provided by the Wisconsin Department of Transportation indicate that traffic volumes have been increasing on Abbotsford streets. Maps 3, 4, 5 and 6 display 24-hour average daily traffic counts for a few of the streets in the downtown area for selected years. Traffic volumes on First Street alone increased by almost 22 percent during an average 24-hour period between 1977 and 1980. Increases were also recorded for Spruce Street (both east and west of Fourth Street) and Fourth Street north of Spruce Street. The intent of supplying

this information is not to suggest that the streets in Abbotsford are inadequate and unable to accommodate the traffic volumes. The information is provided to indicate that because of increased traffic volumes, additional street maintenance is required and some improvements may be desirable.

Some traffic congestion is encountered along First Street, which can be partly attributed to the on-street parking. The bus stop is also located on First Street and, at times, there are as many as three buses angle parked on the east side of First Street just north of Spruce Street. Also, because of a lack of adequate directional signage and proper maintenance, some of the available off-street parking is underutilized. The remainder of this chapter will summarize some alternative traffic circulation suggestions and provide some specific recommendations related to improving the downtown area.

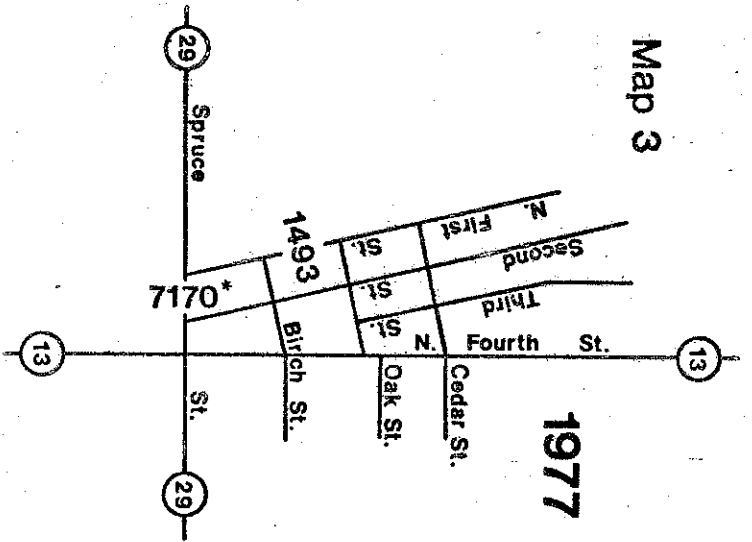
In the past, suggestions have surfaced to change the two-way traffic on First Street to one-way traffic flowing north between Spruce Street and either Oak or Cedar Streets. Map 7 indicates this suggested traffic flow pattern. By implementing this recommendation, some traffic congestion or confusion, caused by vehicles pulling in and out of parking stalls on both sides of First Street, could be eliminated.

While the one-way traffic pattern suggestion would smooth the traffic flow, some negative aspects associated with it may limit its feasibility. If First Street's traffic movement was changed to one-way north, traffic would increase on Oak and Second Streets. The resulting traffic increase would probably be undesirable because of the single-family residential development on those

Abbotsford

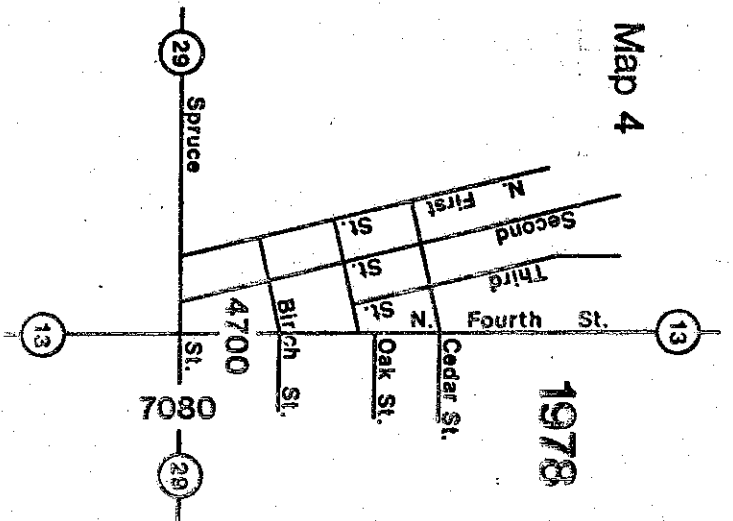
AVERAGE DAILY TRAFFIC COUNTS

Map 3

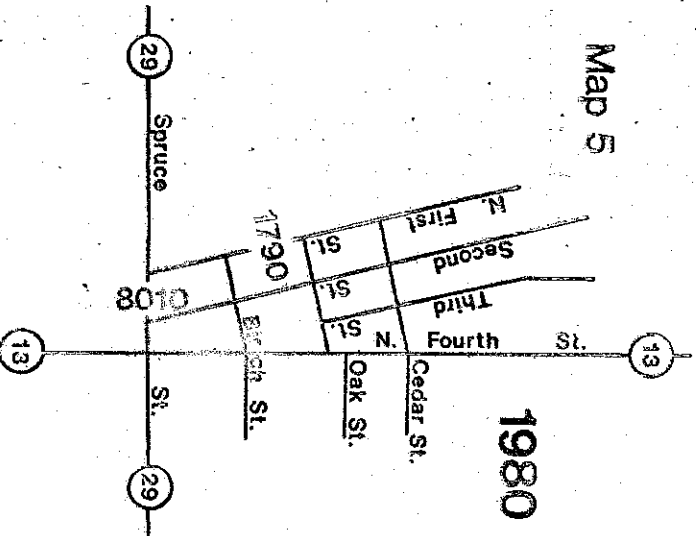


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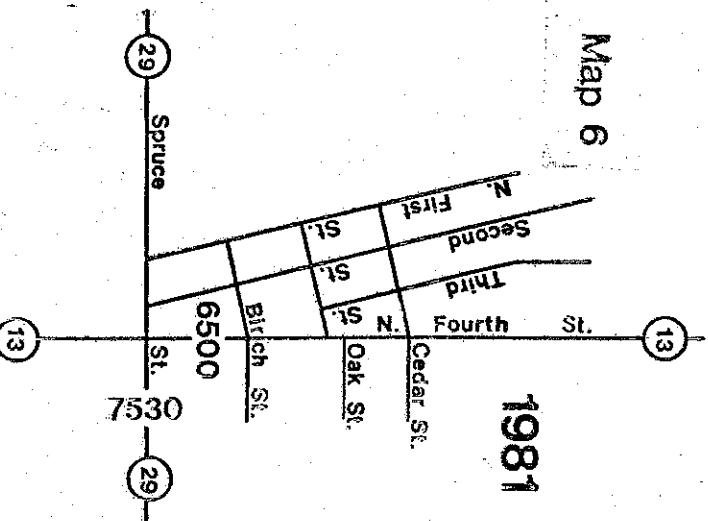
Map 4



Map 5



Map 6



DOWNTOWN DISTRICT
City of Abbotsford

TRAFFIC FLOW PATTERN

ONE-WAY TRAFFIC — FIRST STREET

Map 7

LEGEND

EXISTING LAND USE:

RESIDENTIAL

SINGLE FAMILY

TWO FAMILY

HOUSING ABOVE STORE

COMMERCIAL

RETAIL

OFFICE

INDUSTRIAL

PUBLIC BUILDINGS

INSTITUTIONAL

UTILITY

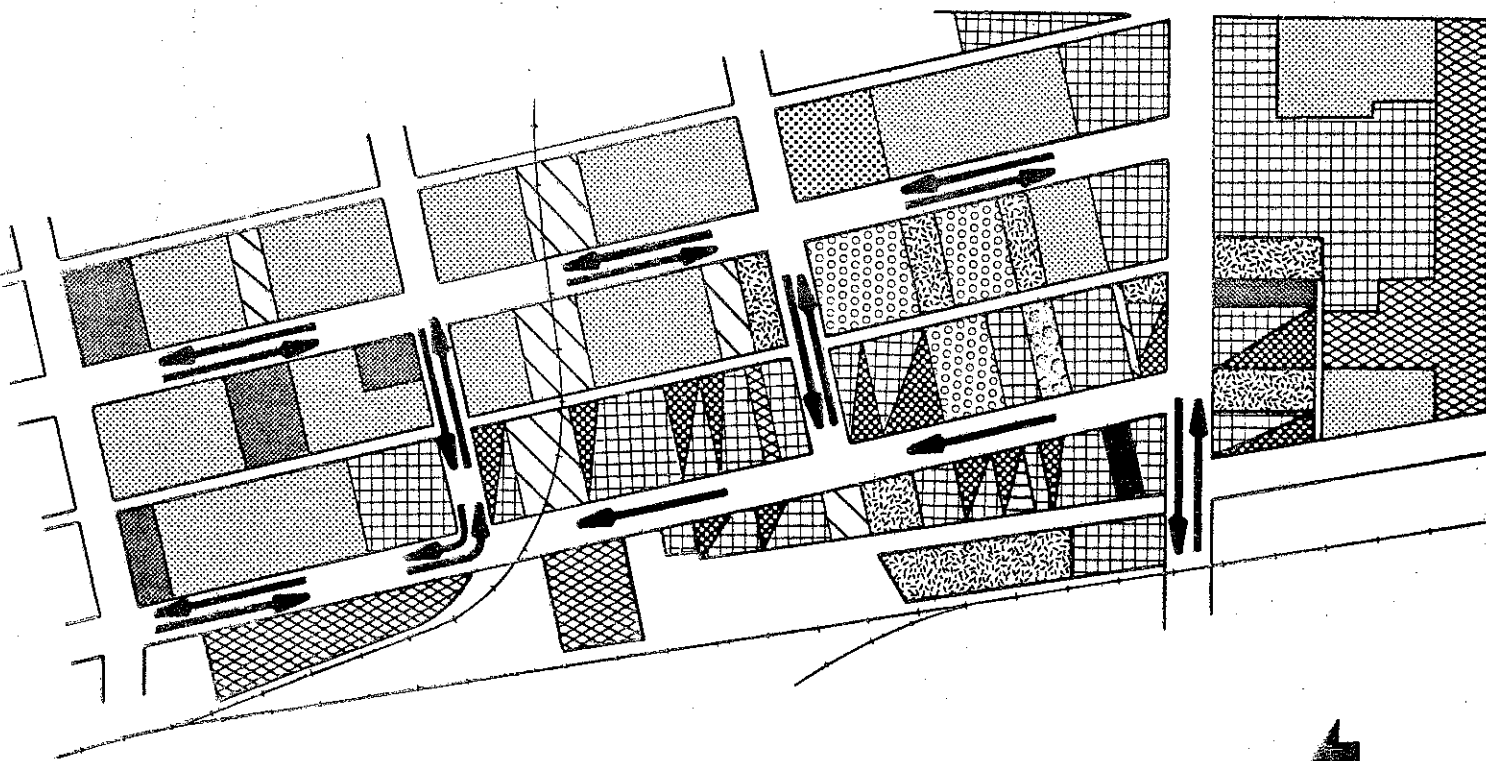
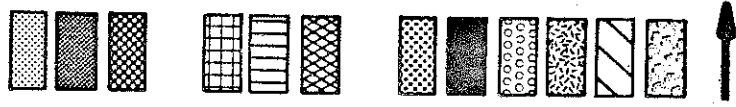
GOVERNMENTAL

PARKING LOTS

VACANT LAND

RECREATION

TRAFFIC FLOW PATTERN



streets as indicated on the map. Another negative aspect would involve the truck traffic that leaves the feed mill and AMPI Milk. This traffic would also have to be rerouted. Any route other than First Street south would involve traveling on streets that are predominantly residential. Increasing truck and automobile traffic on residential streets severely limits the potential for one-way vehicle movement on First Street.

Another suggestion for downtown improvement has been the development of a mall between Spruce and Oak Streets on First Street. Construction of a mall is a very effective means of providing a pleasant atmosphere for the pedestrian because it separates shopping activities from automobile traffic. However, it is not enough just to close a street to traffic and set out a few planters and benches. Mall development includes improvement of utilities, removing old sidewalks and pavement and installing new surfaces along with mall furnishings and landscaping. Possibly even more important, at least in respect to Abbotsford, is the necessity to provide alternative traffic patterns and parking facilities. As in the case associated with one-way traffic on First Street, if a mall was constructed, traffic would have to be rerouted onto Second Street which is predominantly single-family residential. Again, this would not be a very desirable solution. Another major drawback linked to a mall concept involves the loss of parking on First Street. Considering the land uses on the surrounding streets near downtown, providing alternative parking facilities would not be feasible because the amount of spaces that can be devoted to parking is severely restricted. This fact limits the practicality of a mall development in downtown Abbotsford because proximity to stores is a major consideration of shoppers looking for a parking space.

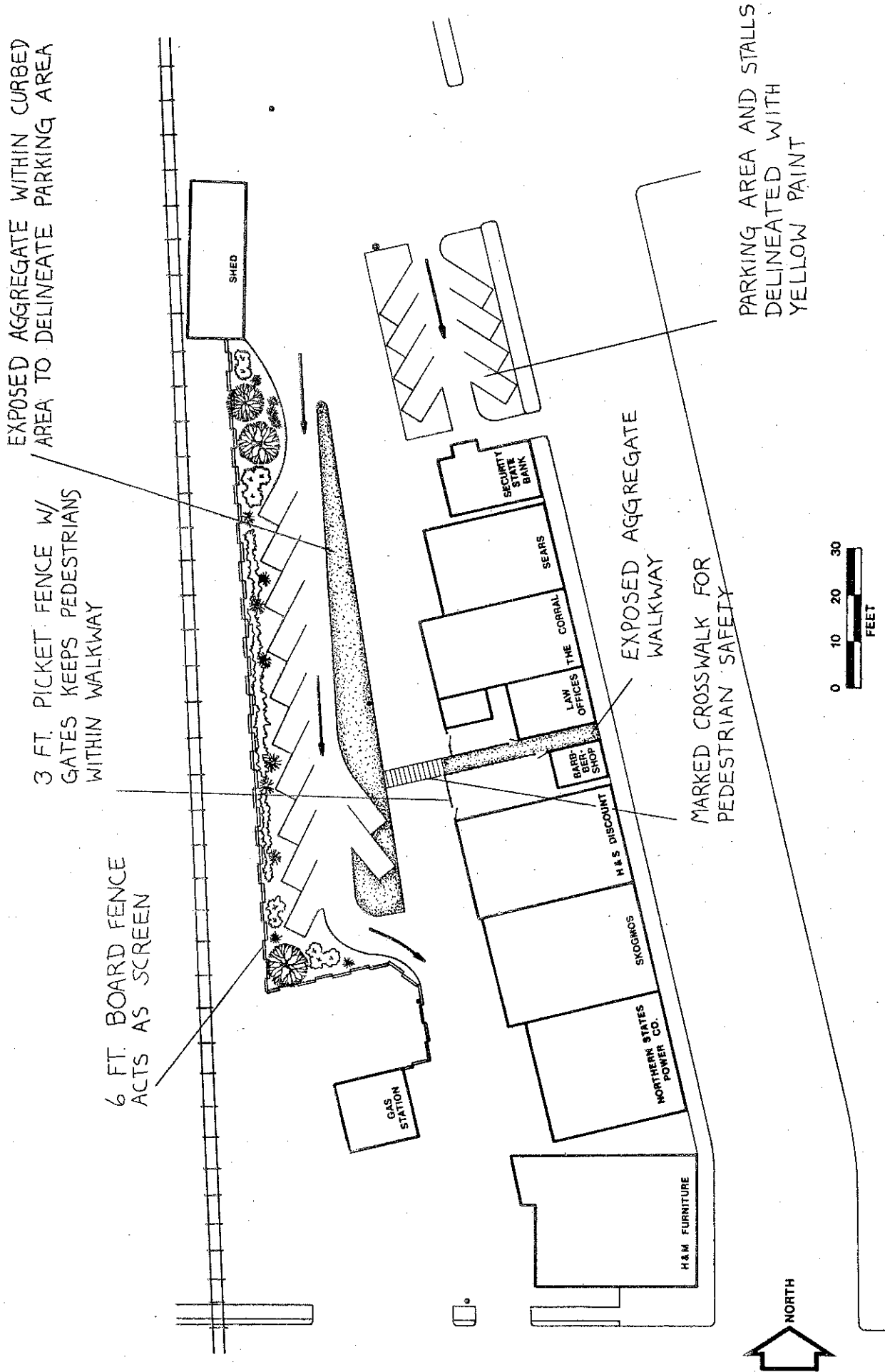
After considering the drawbacks associated with the previously mentioned alternatives, possibly the best solution for Abbotsford's downtown traffic flow and parking facilities is to work with the existing facilities and make improvements to them. The major identified areas in which improvements could be made includes the parking lot on the southwest corner of First Street and Birch Street and the alley that runs behind the stores on the west side of First Street between Spruce and Birch Streets. The parking area is presently unpaved and unmarked. The bank, which is located on the lot adjacent to the parking facility owns the lot. Therefore, any improvements made to the lot would require an agreement between the owner of the lot and the city or the purchase of the lot by the city or a group of downtown merchants. Proposed improvements include removal of a partial brick wall near the rear lot line, paving the lot and making the appropriate markings to demarcate the parking stalls. In addition to this, members of the Downtown Improvement Committee have suggested that a pavillion-type of building be constructed on the site which could be utilized during downtown and city-wide events. Bleachers and/or tables could be set up on the lot during civic events and the pavillion would offer protection from inclement weather. The location of the parking lot is indicated on Figure 1.

The alley behind the buildings located on First Street between Spruce and Birch Streets is also an important element in the downtown program. Parking is allowed in the area between the alley and the railroad tracks, however, it is underutilized because of its poor condition and lack of maintenance. Because of its central location and close proximity to the businesses on First Street, the identified area could be a great

OFF-STREET PARKING DESIGN

100 Block First Street
City of Abbotsford

Figure 1



asset to the downtown if improvements were made. The Abbotsford City Council is currently considering some improvement in the indicated area. The storm sewer that runs under the alley is due for replacement. Construction is planned in 1983. This would be an excellent opportunity for the city and the private merchants located on First Street to implement further measures to provide the downtown with an attractive off-street parking lot and improve the appearance of the downtown area.

When the city begins construction of the new storm sewer, modifications to the parking lot would involve resurfacing the lot and painting lines to delineate the parking stalls. Further improvements would include landscaping and lighting to improve the general appearance. Landscaping of the lot might include a fence along the rear of the lot to screen the railroad and some tree and shrub plantings to not only further screen the railroad, but also to enhance the appearance of the area. Landscaping could also be used to help identify the parking lot by partially enclosing the area. It is further suggested that the parking lot be functionally connected to First Street by providing a walkway located between the barber shop and the law offices. This would provide for easy access to other businesses located on First Street. The off-street parking design plan shown in Figure 1 presents a concept for the possible vehicular flow and parking pattern for the area, while making it an attractive and integral part of the surrounding downtown area.

Development of the parking area could also provide an opportunity for the adjoining merchants to improve and use the rear entrances of their stores. With some relatively inexpensive

cosmetic improvements, the backsides of the stores along First Street could provide an attractive backdrop to the parking area. The rear entrances to these stores deserve just as much consideration as the front. Those customers utilizing the off-street parking lot need to find an appropriate door when using a rear entryway. It is important that identification of each establishment be provided on the rear facade of each building. It is also very important in rear facade development for the individual building owners to remove or disguise obtrusive elements such as trash containers or discarded goods.

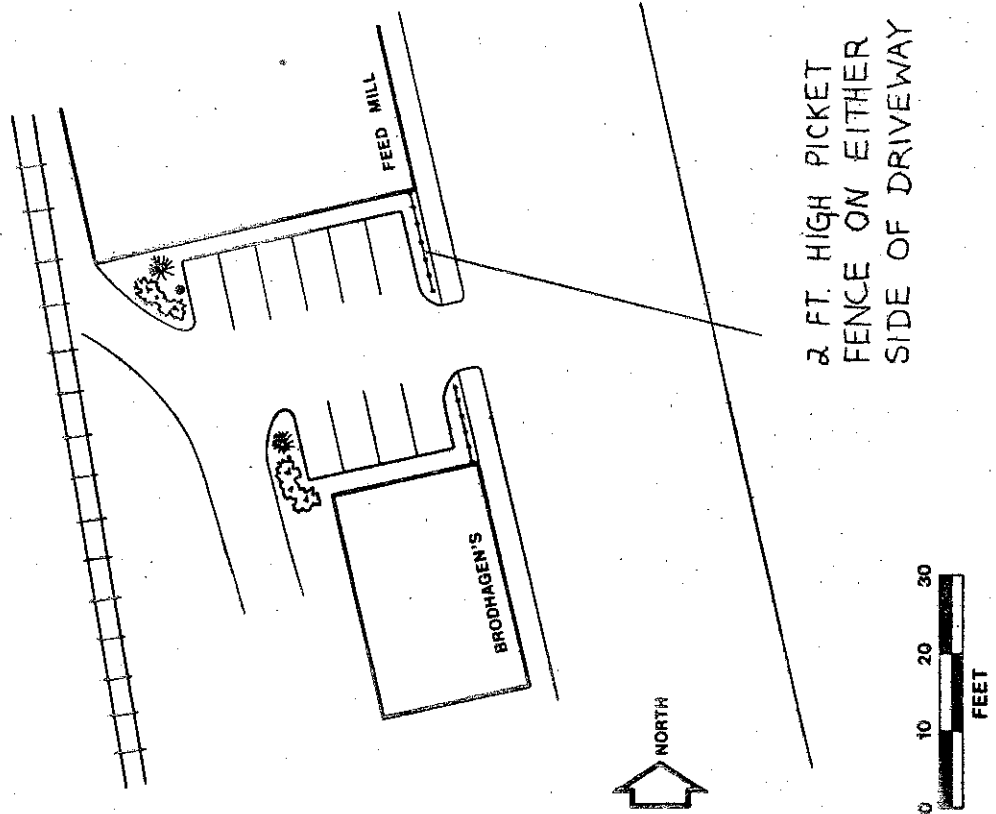
One additional off-street parking area that has been suggested for development is located between the Brodhaugen building and the feed mill in the 200 block of First Street. Part of the lot is currently being used for parking. However, it only has a gravel surface and markings for parking stalls are not indicated. Development of this lot would provide additional off-street parking for the downtown and provide nearby parking for Abby Theater moviegoers. Further development would include paving the lot, marking the parking stalls, providing adequate lighting and some landscaping for screening purposes and appearance. Because the lot is privately owned, an agreement would be necessary between the city and the owner. A design scheme for this parking lot is displayed in Figure 2.

To ensure that the off-street parking lots are utilized by the downtown shopper, it is very important that their access points and location are clearly visible. For this reason, signs will be needed at appropriate locations on First

OFF-STREET PARKING DESIGN

200 Block First Street
City of Abbotsford

Figure 2



Street to direct motorists to the parking lots. Unless the driver is made aware of the lots, it is unlikely that he or she will use them.

To provide for the safety of pedestrians and the efficient flow of vehicles, maintenance of street markings is very important. Street markings for crosswalks and on-street parking should be repainted regularly. Also, street markings for traffic flow should be maintained to ensure the safety of the driver and to provide for proper channelization of traffic. This would be especially important at the intersection of Spruce Street and First Street because of the large number of vehicles traveling on Spruce. Safety could be increased by marking the crosswalk and also by providing a left turn lane at the intersection. Through proper maintenance of street markings, the city would not only provide for an efficient traffic flow and increased safety, but the visual appearance and image of the downtown district would be enhanced.

To further improve traffic flow and traffic safety on First Street, the possibility of providing an off-street parking area where buses can load and unload passengers should be investigated. The bus stop is located at the Abby Hotel and Coffee Shop. Currently, the buses turn north on First Street from Spruce Street and angle park on First Street in front of the Abby Hotel. The street width and area provided is not large enough to accommodate this type of parking and some traffic congestion and confusion results. In addition to this, the buses occupy valuable parking spaces that could otherwise be used by potential downtown shoppers. One alternative parking area for the buses is the vacant lot located between the Abby Hotel and Abby Rexall Drugs. The lot is between 25 and 30 feet wide.

Bus traffic could enter the lot from First Street and could exit onto Spruce Street via the alley that is located behind the Abby Hotel and Abby Rexall Drugs. This is only one suggested alternative. If arrangements could not be worked out to implement this alternative, other means of providing off-street parking for the buses should be investigated.

To increase the appeal of the shopping area to the pedestrian, a good deal more should be done to improve the appearance of the downtown district's streetscape. For example, some portions of the sidewalks and curbs have deteriorated and a program of repair and replacement is necessary. The city would have to take an active part in this type of maintenance program. However, the individual merchants could also enhance the appearance of the downtown by simply maintaining the areas in front of their stores. By just sweeping the sidewalks and removing the weeds that grow up between the cracks in the sidewalk, the visual appearance of downtown would be improved. And, the merchant would be making an unspoken statement to the consumer that he or she cares about the appearance of downtown Abbotsford and that the consumers business is appreciated.

Another consideration for downtown Abbotsford would be to provide an additional leisure area for the pedestrian. One area has been suggested. A vacant lot on the east side of the 200 block of First Street between the Northern Auto Supply building and the Silhouette Beauty Salon could be developed to provide the shopper with a place to sit and rest. The proposed park area would require some landscaping and the addition of some park

furniture, which might include some benches, trash containers, tables and planters. When this type of outdoor furniture is considered, selection should be based on appearance, durability, maintenance, comfort and scale.

One final suggestion would be to identify the downtown area. The west facing side of the H & M Furniture building and the south facing side of the Abby Rexall building could be used for this purpose. Both are highly visible to vehicular traffic movement through the city from both the east and west on Spruce Street. Both building sides could be used to welcome people to Abbotsford as a whole and also indicate the downtown shopping district. Because the signs would be highly visible and represent the entire community, careful consideration must be given to their design. Signs that are too gargantuan and distracting may give the wrong impression to the potential consumer. Effective on-building signage should be clear and fit the architecture of the building. By making use of interesting letter styles and harmonious colors and materials in the design of the sign, the visitor or regular shopper would be presented with an image of quality and success. Another identification method would be to locate an outdoor bulletin board or kiosk near the vicinity of the bus depot. This could be used to identify individual downtown stores and advertise special downtown or civic events.

CHAPTER FIVE - PHYSICAL APPEARANCE PLAN

The visual quality of a downtown's building stock makes a strong impression on local and visiting shoppers. A growing number of people appreciate the basic integrity and quality of older downtown buildings and building improvement plans should recognize these values instead of covering them up or altering them. A first important step towards upgrading the physical appearance of the downtown involves work done by the individual store owners to their own stores. Facade improvement is an integral part of any development scheme and guidelines need to be established to help store owners develop store fronts in a manner consistent with development of the downtown. The design schemes suggested in this chapter will provide some guidelines for facade improvements. Also, suggested design principles have been provided at the end of this chapter.

Many of the older buildings have interesting features which could be taken advantage of with minor repairs and modifications. On the other hand, some of the remodeling projects have covered the original architecture and a sense of vitality is lacking. Some buildings have utilized asphalt siding which contrasts with other brick finishes and with age, it has become an unattractive element along First Street. Structurally, the building stock in downtown Abbotsford is sound. Considering the cost of constructing a new building and given the present economic conditions, utilizing and maintaining the existing building stock becomes essential. This is a positive asset in downtown Abbotsford because by revitalizing or rehabilitating the existing buildings, the city's investment in the downtown can be preserved and expanded. This would not only benefit the city, but also the downtown merchants

and the entire community. With some minor maintenance and repair which might include painting and replacing worn awnings and signs, the downtown's image would be enhanced.

Some stores in downtown Abbotsford have facades that disregard the original character of the building. Many of the design schemes shown in this chapter are examples of the kind of renovation that brings a building back to its earlier style. Because the design schemes entail only general repairs and concentrate mostly on painting and signage, they are probably the least expensive remodeling suggestions. In this type of remodeling, thought needs to be given to original materials, colors, and textures and relating new to old where exact restoration is not appropriate. Original brick can be repaired, matched and cleaned. Windows can be restored to earlier conditions. And, if nothing else, painting can brighten the entire building while accenting particular details.

Image is important and buildings, signs, streets, sidewalks and parking areas that are not well-maintained give the impression that little activity takes place and that the city and owners do not care. One of the main problems identified throughout the process of preparing this report was a lack of maintenance. The issue surfaced at several public meetings and at meetings held with the Downtown Improvement Committee. The parking areas in downtown Abbotsford have not been well maintained. The street markings, including parking stalls, crosswalks and traffic channelization, are either faded or lacking altogether. No one can argue with the fact that freshly painted street markings not only look good to the user, but add life and vitality to the area. Avail-

ability of parking is adequate, but, maintenance needs to be increased.

Two additional aspects related to the existing physical condition of downtown Abbotsford include landscaping and signage. Landscaping is a difficult concept considering the area in question is predominantly cement, asphalt and brick. However, there are areas even under these circumstances that could be landscaped. Currently, many of the vacant lots between buildings are left unused or fenced-off hiding the areas behind them. If these areas were improved, it would add some color and diversity to the downtown. A good example is the Kiddie Park. The intent is not to suggest that all of the vacant lots be developed as parks, but rather to suggest that just planting grass in these empty areas would be an improvement. One additional suggestion would involve the individual store owners located along First Street. By installing a flower box in front of some of the buildings, where space is available, some color and vitality would be provided in downtown Abbotsford. This would add some diversity and soften the predominant brick and mortar appearance of the area.

Signage is another important item governing the appearance of the downtown. Signage is a necessary aspect of merchandising and advertising in any downtown area. They point people to where they wish to go, bring in business, and present the face of the downtown to its public. However, the visual effect of attractive store fronts, pleasant street furnishings, and nice landscaping can be destroyed by garish, over-sized signs which compete for attention and clutter the streetscape. Also, some signs along First Street are missing letters. In other cases,

the signs require repainting and maintenance. If left unattended and worn, the signs defeat their own purposes of informing and attracting customers.

While each sign should be individually designed, all signs should be compatible and complementary along the street front. Size, placement, and appearance of the sign should be considered before a sign is placed on a building. Most buildings have space on their fronts appropriate for either plaque signing or raised letter signing that does not interfere with the forms of the building. Obscuring building details such as brickwork and cornice-work should be avoided so the building's appearance will not be aesthetically damaged.

Rather than the traditional, small, painted sign, in scale with the building, large commercially-made signs, out of scale and out of character with the original building are common in many communities. Though downtown Abbotsford includes several tasteful signs, there is room for improvement and with a minimum amount of effort by the individual store owner, a striking change in the appearance of First Street could be realized. Advertising and identification signs ought to be in scale with the buildings and mounted either on the wall or edge of a canopy. Large signs that project over the sidewalk, above the roof line, or are mounted on the roof should be discouraged. If signs are desired that do project over the sidewalk, they should be small and oriented towards the pedestrian.

Letter styles, symbols, colors and materials should exhibit a high standard of graphic design and be in harmony with the architecture

and materials of the building. Simplicity should be the guiding objective when signage is considered.

The physical appearance of an area influences the area's marketability. Therefore, it is important that it be inventoried from time to time to identify its assets and problem areas. The preceding analysis was not intended to point fingers at any specific party, but rather to provide an impersonal analysis of the existing physical appearance of downtown Abbotsford. This is important because the physical appearance of an area influences its ability to not only attract customers once, but to ensure that they return time after time.

An important principle of downtown building improvements should be to work within an overall setting while stressing individuality. The objective of this analysis is to provide that overall setting in which individual building improvements in downtown Abbotsford can be accomplished. The following design schemes were prepared by two architectural graduate students from the University of Wisconsin-Milwaukee. The team analyzed the condition of the buildings, including materials, structural soundness, color scheme and signage. From this analysis, individual improvement recommendations were developed and the design scheme drawings were prepared.

The following building improvement examples include a drawing which exhibits the existing condition of each commercial building on First Street. Along with each of these sketches, additional drawings were prepared to graphically display recommended improvements. The number assigned to each set of drawings is

shown on Map 8 to indicate the location of each building. The purpose of the drawings is to suggest low cost improvements that would improve the appearance of the individual building, as well as the appearance of the entire downtown area.

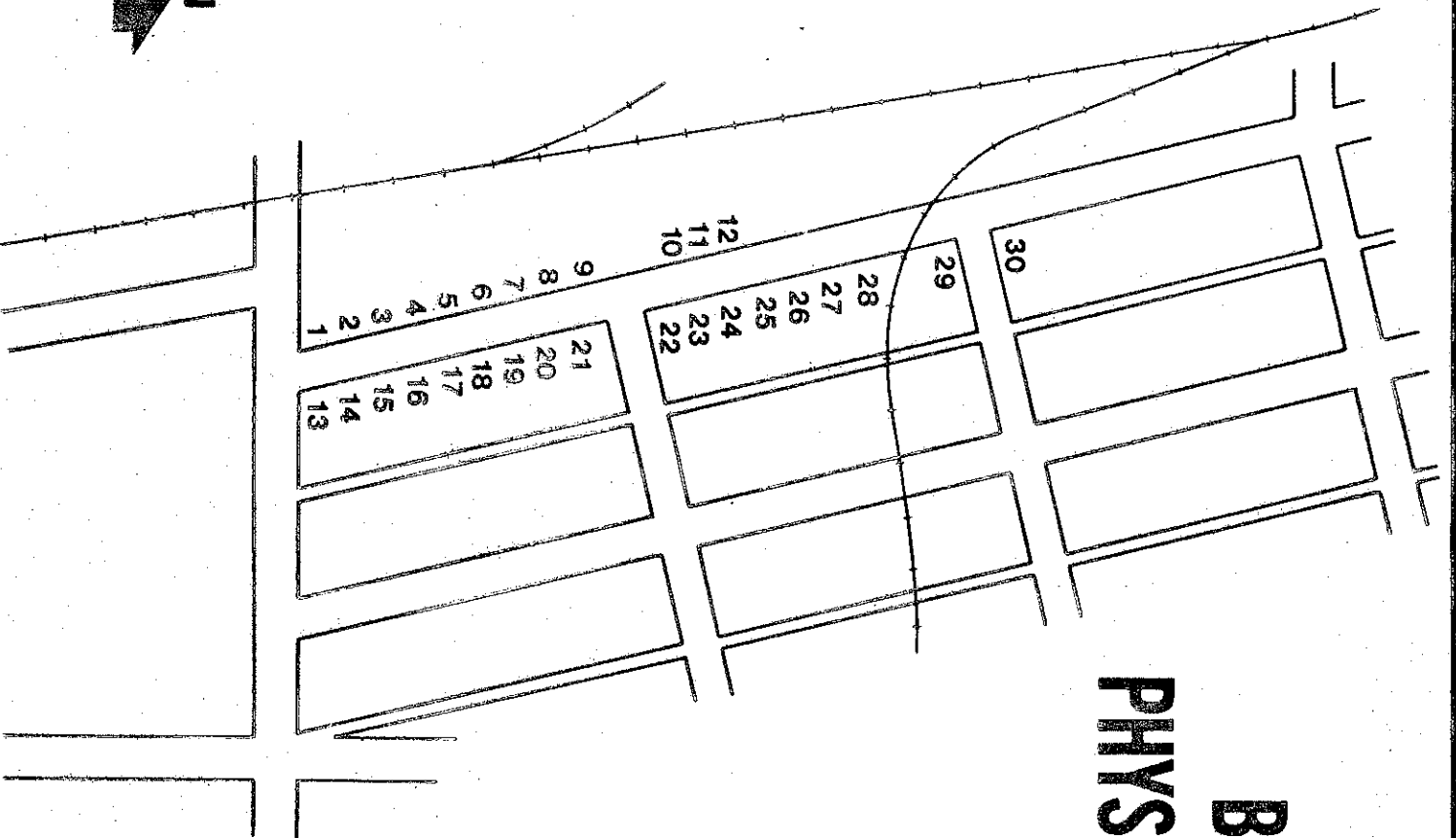
**DOWNTOWN DISTRICT
City of Abbotsford**

**BUILDING LOCATIONS:
PHYSICAL APPEARANCE PLAN**

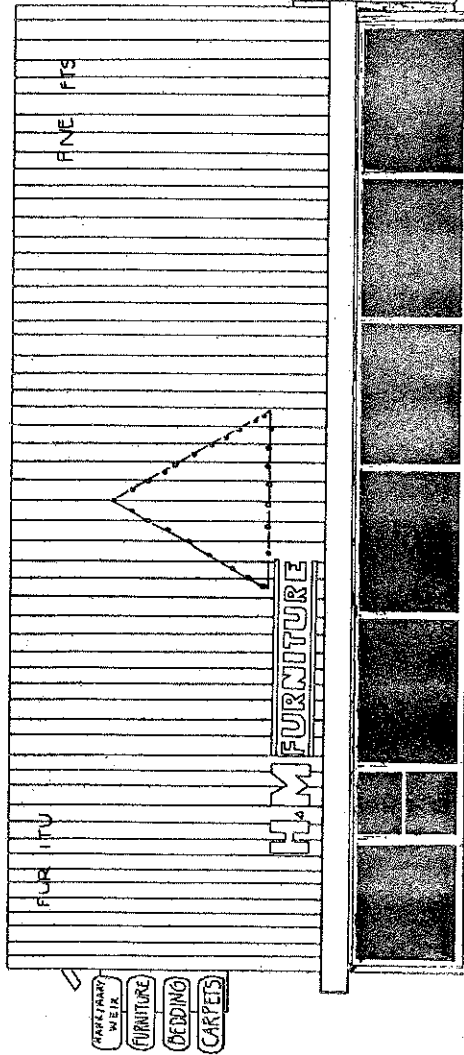
Map 8

LEGEND

- 1 H & M FURNITURE
- 2 NORTHERN STATES POWER CO.
- 3 SKOGMOS
- 4 H & S DISCOUNT
- 5 DENNY'S BARBER SHOP
- 6 LAW OFFICES/INSURANCE CO.
- 7 THE CORRAL
- 8 SEARS
- 9 SECURITY STATE BANK
- 10 KALEPP BROS./SCHIFFERL PROPERTY
- 11 LAMBIE'S
- 12 BRODHAGEN'S
- 13 ABBY REXALL PHARMACY
- 14 ABBY HOTEL & COFFEE SHOP
- 15 SKOGMO'S MEN'S STORE
- 16 KIDDY PARK
- 17 COAST TO COAST
- 18 NATIONAL GUARD ARMORY
- 19 C & T SPORTS
- 20 H & M FURNITURE/KLIMPKE ELECTRONICS
- 21 ABBOTSFORD APPLIANCES
- 22 NORTHERN AUTO SUPPLY
- 23 SILHOUETTE BEAUTY SALON
- 24 CASEY'S PLACE
- 25 OLSON'S SHOE STORE
- 26 KALEPP IMPLEMENT CO.
- 27 ABBY THEATER
- 28 JIM'S TABLES AND CUES
- 29 HUTT ELECTRIC SUPPLY
- 30 ABBOTSFORD LUMBER



DRAWING 1



EXISTING CONDITIONS

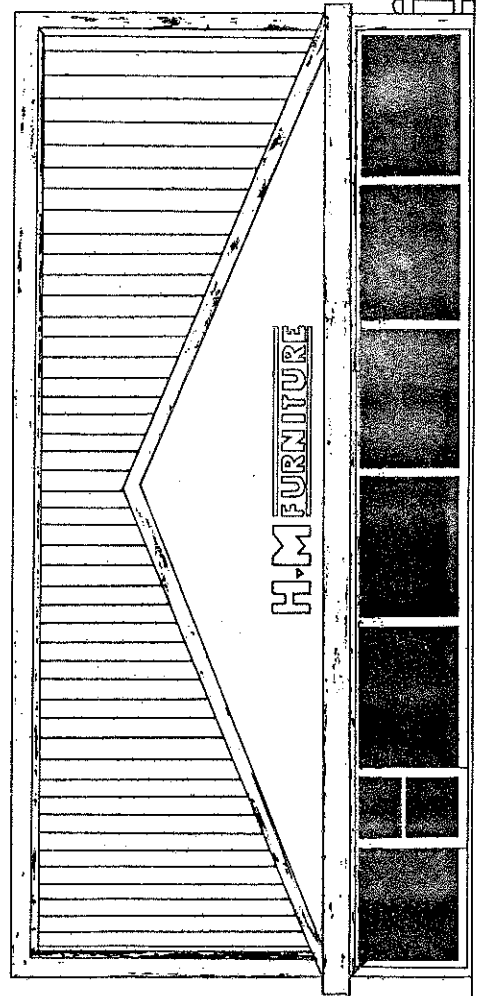
- * MAIN STRUCTURE AS ONE ENTERS TOWN - VERY LARGE FACADE WITH FADED VERTICAL METAL SIDING
- * MISSING SIGN LETTERS
- * PROTRUDING SIGNS ON SOUTH SIDE OF BUILDING
- * LARGE ALUMINUM AWNING OVER WINDOWS
- * GAP BETWEEN H:M AND NSP
- * BOUNDED BY DILAPIDATED AND UNEVEN STOCKADE FENCE
- * ABBY THEATRE SIGN IS ONLY POINT OF INTEREST
- * WEEDS; UNKEMPT - AN EYESORE ON FIRST ST.



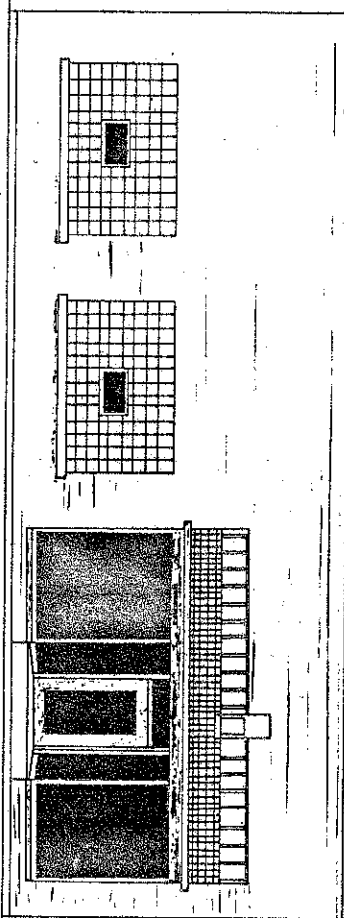
PROPOSAL 1

THE MAIN OBJECTIVE HERE IS TO MINIMIZE THE HEIGHT OF THE FACADE BY PUTTING A HEAVY TRIM LINE AROUND IT AND CREATING A SECOND SHAPE WITHIN THE FRONT USING A LIGHT COLOR - MOON MIST WITH A DARKER TRIM - DAWN GREEN - FOCUSES ATTENTION AWAY FROM THE LARGE MASS AND MAKES THE FLAT BUSINESS SIGN MORE NOTICEABLE.

THE GAP BETWEEN H:M AND NSP COULD BE ENHANCED TO PROVIDE SEATING AND PLANTING AREAS. IF IT IS NECESSARY TO HAVE A FENCE IT SHOULD BE LOWER THAN THE EXISTING ONE AND PERHAPS REFLECT THE STYLE OF FENCES USED ON FIRST STREET, i.e. THE KIDDY PARK



DRAWING 2

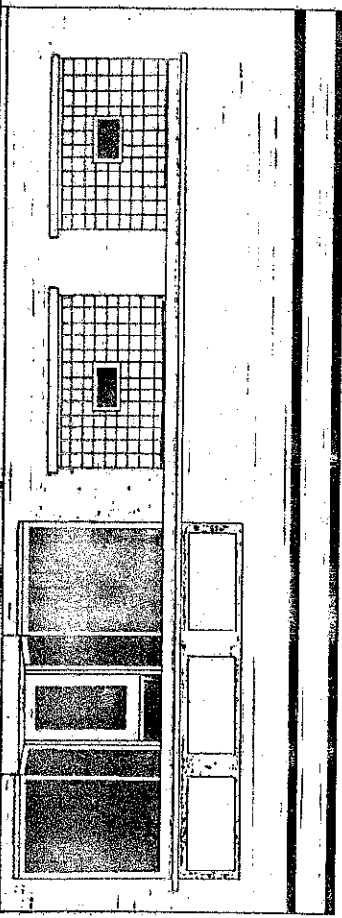


EXISTING CONDITIONS

- RED BRICK BUILDING - REPLACEMENT BRICK ABOVE SIGN NOT A COMPLETE MATCH
- TWO LARGE GLASS BLOCK WINDOWS WITH OCCASIONAL CRACKS AT SEAMS
- PEELING PAINT ON WINDOW TRIM

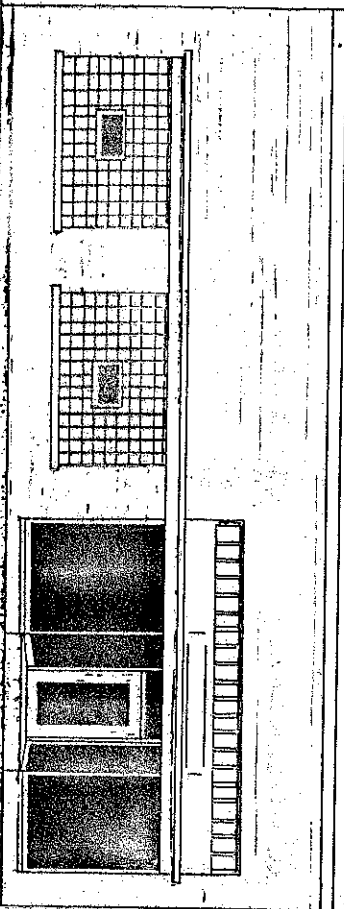
PROPOSAL 1

TRIM PAINT TO ENHANCE AND CREATE HORIZONTAL LINES ON FRONT FACADE - COLOR - GOLDEN GRAIN TRIM PAINT - MOONMIST
 PRESENT SIGN REMOVED - FLAT BUSINESS SIGN CREATED WHERE SMALLER GLASS BLOCK WAS - OVER DOORWAY. SAME TWO PAINT COLORS



PROPOSAL 2

PAINTED TRIM LINE ACROSS ROOF LEVEL - SAME HORIZONTAL ELEMENT EXTENDED ACROSS GLASS BLOCK WINDOWS
 TRIM PAINT - MOONMIST
 NEW FLAT SIGN OVER DOORWAY

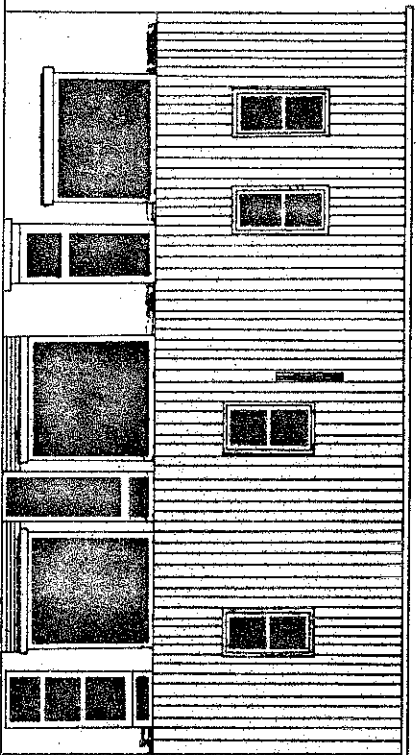




EXISTING CONDITIONS
CREAM COLORED BRICK BUILDING
IN GOOD CONDITION - LARGE
OVERHANGING ALUMINUM AWNING



PROPOSAL 1
WHILE IT IS PROBABLE THAT NO DESIGN ALTERNATIVES
ARE NECESSARY, ONE PROPOSAL IS SUGGESTED
WHICH MAKES ONE DISTINCTIVE CHANGE - THE
AWNING HAS BEEN REMOVED AND THE AREA OVER
THE WINDOWS EMPHASIZED BY AN ARTICULATED
TRIM STRIP PAINTED INDEPENDENCE BLUE
(BRICKWORK REMAINS THE SAME - AS DOES
THE FLAT SIGN)

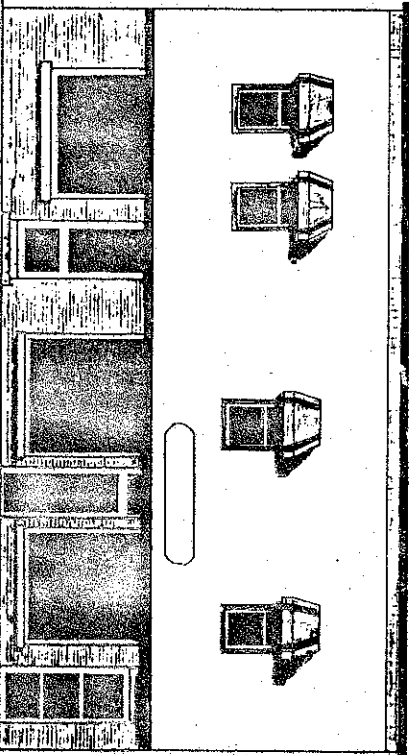


EXISTING CONDITIONS

- TWO STORY STRUCTURE :
- VERTICAL METAL SIDING ON TOP - PATCHED WITH DIFFERENT SHADES OF SAME COLOR
- FIRST STORY - PAINTED CEMENT AND BRICK - PEELING AND CRACKED IN SOME PLACES
- METAL SIGN BRACKET WITH MISSING SIGN

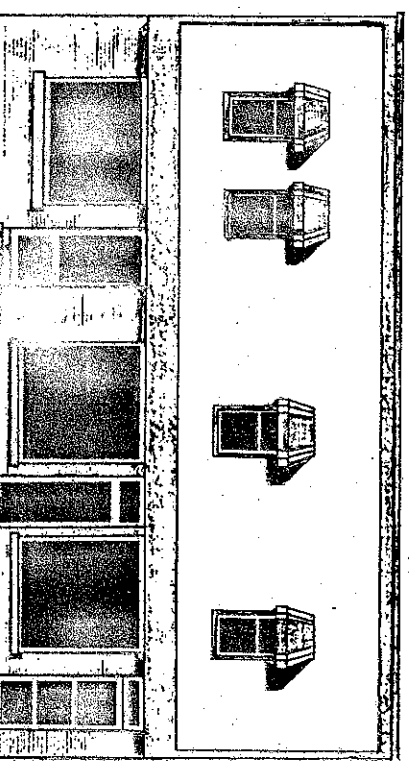
PROPOSAL 1

REMOVAL OF METAL SIDING - REPLACED WITH VERTICAL WOODEN SIDING
 NEW PAINT - MOON MIST WOODEN SIDING
 RUBSET ROCK TRIM - BRICK PAINT
 AWNINGS OVER UPPER WINDOWS
 STRONGER TRIM LINE AT ROOF
 NEW FLAT BUSINESS SIGN



PROPOSAL 2

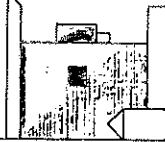
SAME TREATMENT OF METAL SIDING - NEW COLORS : MOON MIST WITH DAWN GREEN
 AWNINGS OVER WINDOWS
 STRONGER TRIM LINE AT ROOF AS WELL AS AROUND ENTIRE SECOND STORY - MAKES SECOND STORY SEEM LESS DOMINANT
 SAME APPLICATION OF NEW FLAT SIGN



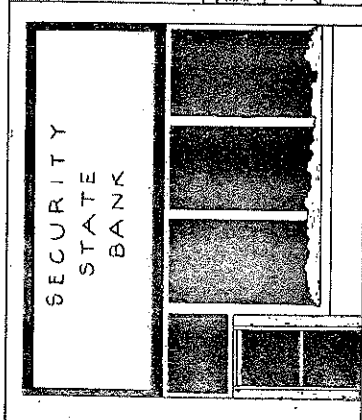
SECURITY STATE BANK

DRAWING 9

EXISTING CONDITIONS
 * NEWER BUILDING CONSTRUCTED AS BANK FACILITY
 * MARBLE, GLASS AND METAL IN GOOD CONDITION - NO NEED FOR DESIGN ALTERNATIVES



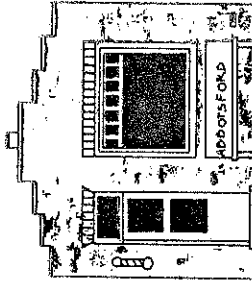
* PARKING LOT TO THE NORTH NEEDS LANDSCAPING & PAVING



DANNY'S BARBERSHOP

DRAWING 5

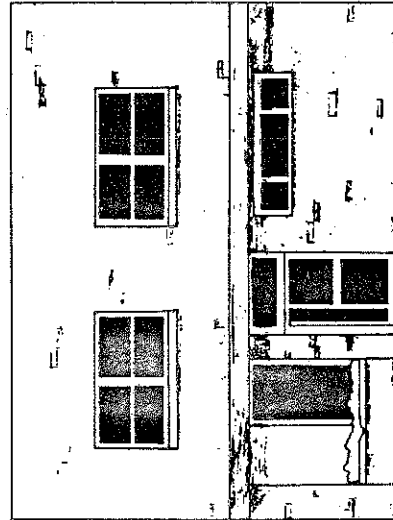
EXISTING CONDITIONS
 * SMALL ROUGH NATURAL STONE BUILDING WITH LARGE CENTER WINDOW
 * BUILDING IN GOOD CONDITION - NO DESIGN ALTERNATIVES
 * AREAS TO EITHER SIDE OF BUILDING NEED TO BE CLEANED UP - OR PLANTED



LAW OFFICES & INSURANCE CO.

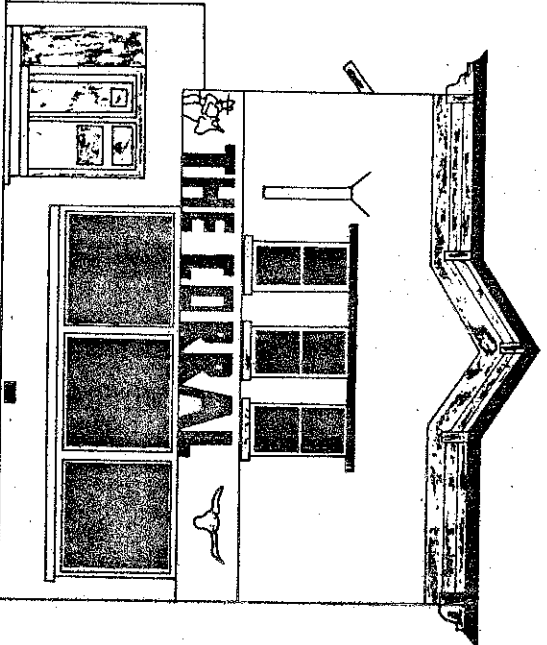
DRAWING 6

EXISTING CONDITIONS
 * CREAM COLORED NATURAL STONE BUILDING IN GOOD CONDITION
 * ALUMINUM 'AWNING' ACROSS ENTIRE FRONT FACADE PROVIDES STRONG HORIZONTAL LINE
 * NO NEED FOR DESIGN ALTERNATIVES

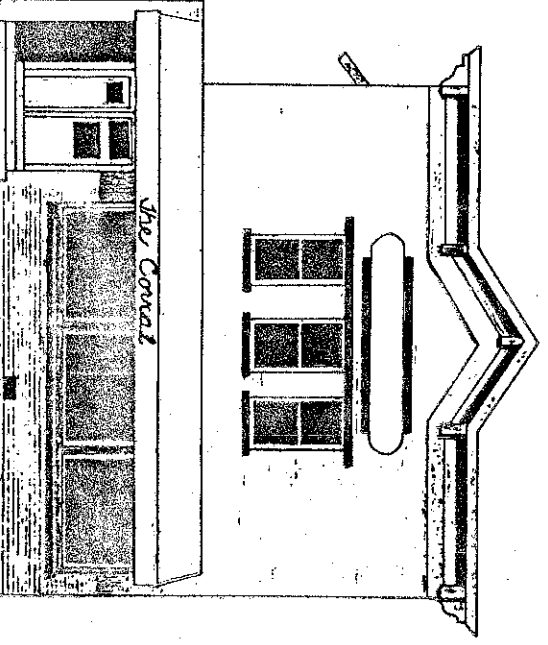


THE CORRAL

DRAWING 7

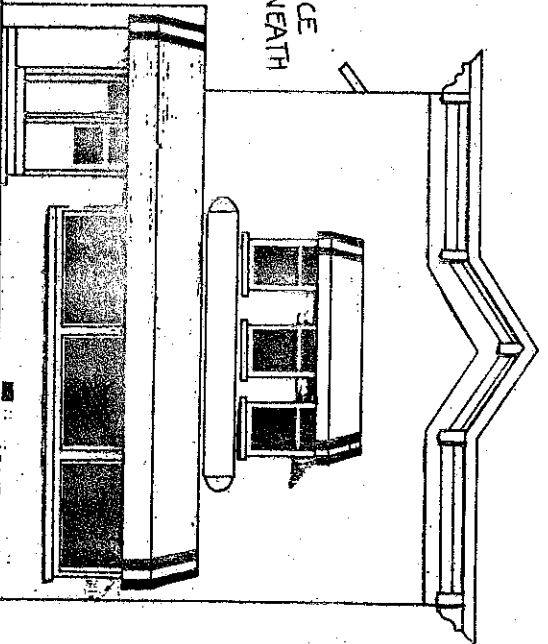


- EXISTING CONDITIONS**
- TWO STORY STRUCTURE WITH EXCELLENT ARCHITECTURAL QUALITIES IN SPITE OF DETERIORATING EXTERIOR
 - ASPHALT BRICK ABOVE SIGN IS TORN, PEELING AND FADED
 - PEELING PAINT ON LARGE SIGN



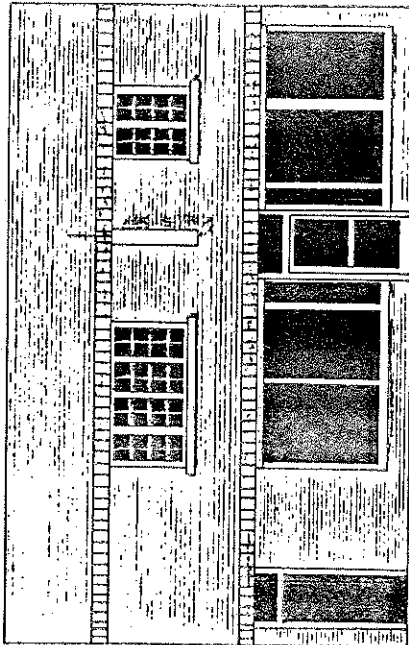
PROPOSAL 1

REMOVE FAKE BRICK AND RESTORE/REPLACE WOOD SIDING UNDERNEATH
 NEW PAINT: RUSSET
 ROCK WITH MOONMIST TRIM
 AWNING IN SAME COLOR AS TRIM
 NEW SIGN WITH BUSINESS LOGO ABOVE WINDOWS



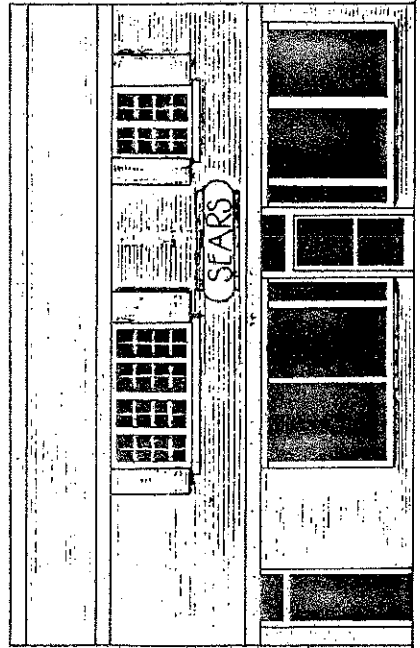
PROPOSAL 2

SAME TREATMENT OF ASPHALT BRICK AS PROPOSAL 1 -
 NEW PAINT COLORS GOLDEN GRAIN & DAWN GREEN
 AWNING OVER UPPER WINDOWS AND ALONG FACE OF BUILDING
 NEW BUSINESS SIGN



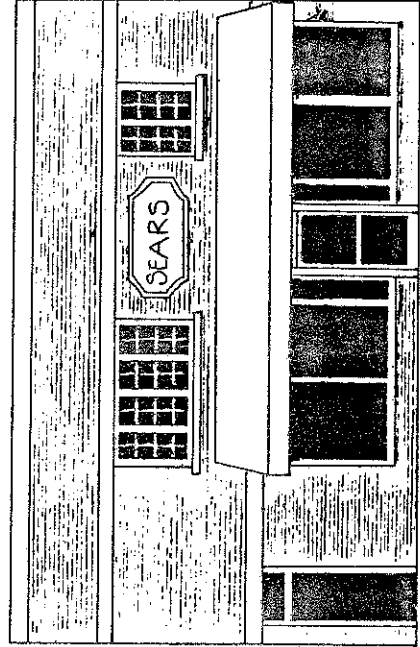
EXISTING CONDITIONS
• BRICK BUILDING IN GOOD CONDITION
• PLAIN FACADE WITH UNDERSTATED CORNICE LINE

PROPOSAL 1
HEIGHTEN EFFECT OF BRICK AND CORNICE LINES WITH PAINT: GOLDEN GRAY
ADDITION OF SHUTTERS IN SAME COLOR
NEW FLAT SIGN-BUSINESS LOGO

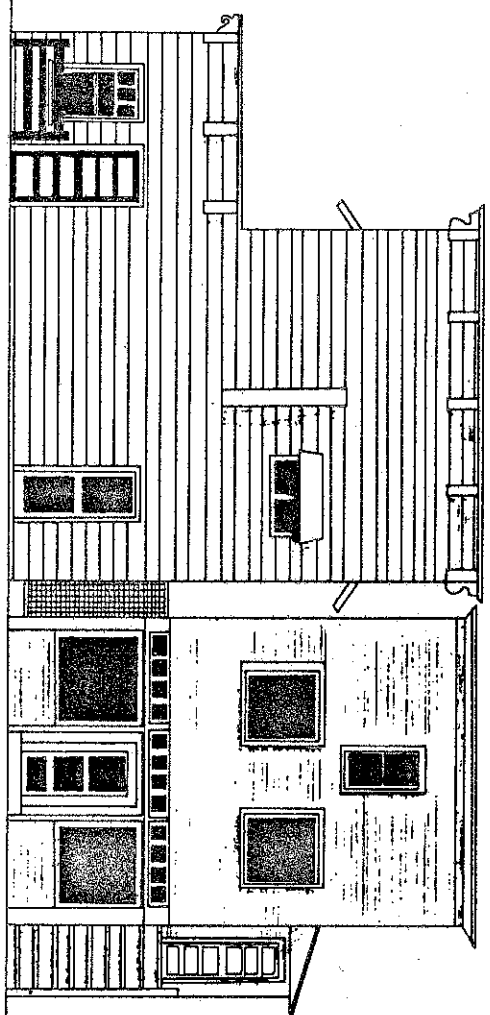


PROPOSAL 2
SAME TREATMENT OF BRICK AND CORNICE LINES -
NEW COLOR: MOON MIST
ADDITION OF CANVAS AWNING OVER MAIN WINDOWS

FLAT SIGN BETWEEN WINDOWS



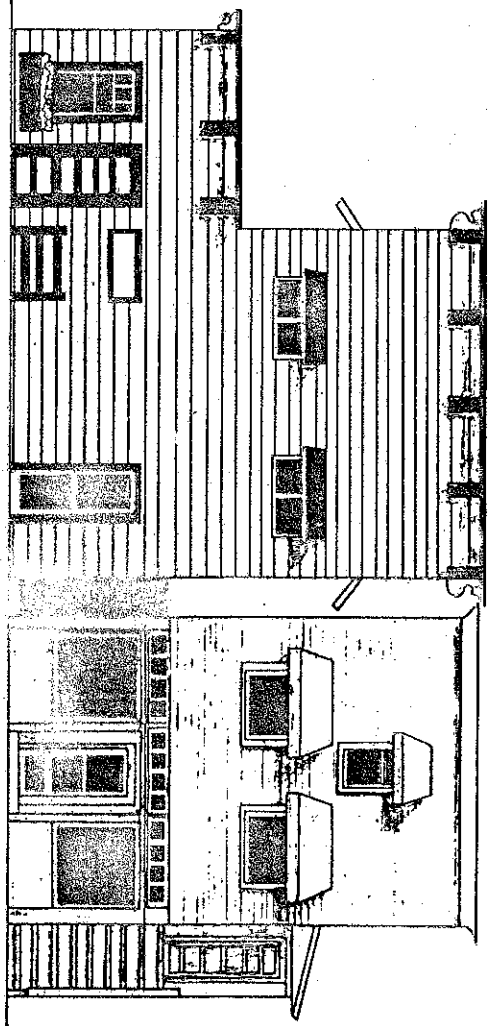
DRAWING 10



EXISTING CONDITIONS

KALEPP'S -
 ° TWO STORY BUILDING WITH PLAIN FACADE IN RELATIVELY GOOD CONDITION. SINGLE UPPER WINDOW AND PROTRUDING SIGN CREATE AN UNBALANCED EFFECT ON FRONT FACADE - NO POINT OF INTEREST

SCHIFERL
 ° TWO STORY WOOD FRAME BUILDING WITH INTERESTING ARCHITECTURAL QUALITIES DESPITE DETERIORATION: PEELING PAINT - BOARDED WINDOWS - CRACKED & SPLITTING STAIRWAY

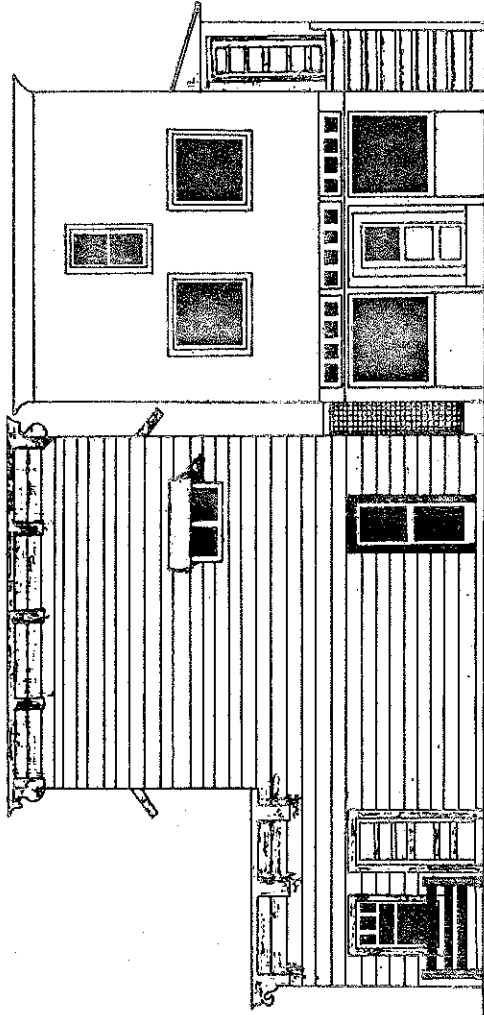


PROPOSAL 1

KALEPP -
 ° REMOVAL OF BUSINESS SIGN - REPLACED WITH FLAT SIGN
 ° ADDITION OF SIMILAR UPPER WINDOW FOR HARMONY & SYMMETRY
 ° SAME COLOR AS PRESENT BUT TRIM PAINTED COFFEE BEAN BROWN FOR HIGHLIGHT

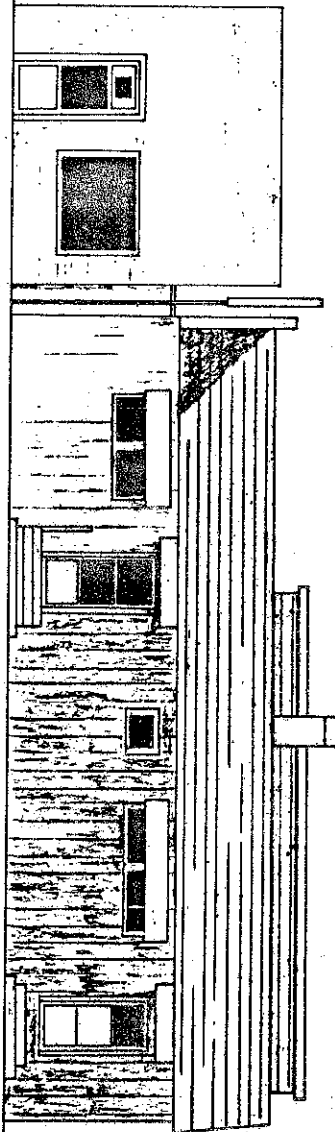
SCHIFERL
 ° ALL WINDOWS UNCOVERED AND REPAIRED
 ° AWNINGS ADDED TO UPPER WINDOWS
 ° NEW PAINT: SUNSET SAND WITH GOLDEN GRAIN TRIM - COMPATIBLE WITH KALEPP BUILDING
 ° STAIRWAY REPAIRED

DRAWING 10



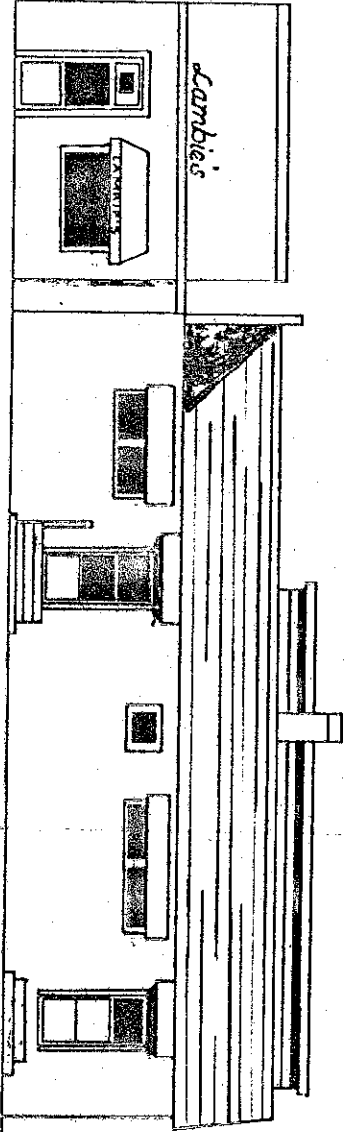
PROPOSAL 2

KALEPP- REMOVAL OF PROTRUDING SIGN-
 REPLACED WITH SIGN FLAT AGAINST BUILDING
 NEW PAINT - MOONMIST WITH INDEPENDENCE
 BLUE TRIM AND AWNING TO ADD EMPHASIS
 SCHIFFERL- BOARDS REMOVED FROM WINDOWS
 AND GLASS REPAIRED
 NEW PAINT- ANGELICA BLUE WITH
 MOONMIST TRIM AS ACCENT COLOR
 STAIRWAY REPAIRED AND PAINTED
 DUE TO CLOSE PROXIMITY THESE BUILDINGS
 SHOULD BE DONE IN COORDINATING COLOR
 SCHEMES. BOTH SHOULD HAVE FLAT SIGNS



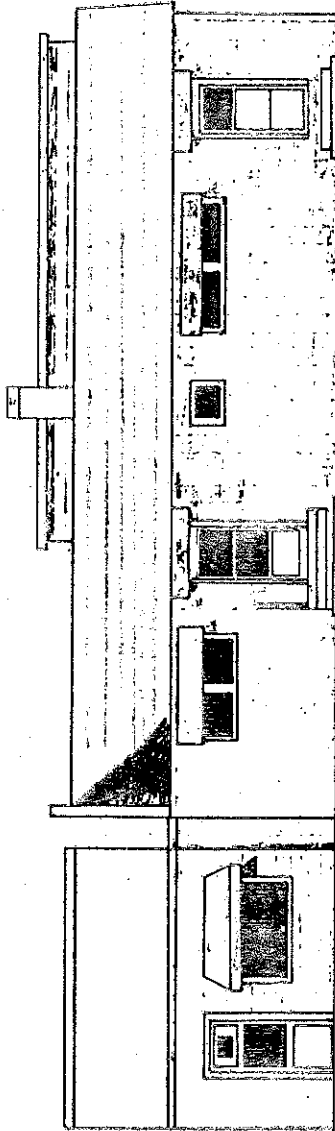
EXISTING CONDITIONS

- * TWO CONNECTED BUILDINGS -
- ① SMALLER ASPHALT BRICK COVERED BUILDING WITH ONE LARGE WINDOW AND AN INOPERABLE DOOR
- ② LONG SINGLE STORY VERTICALLY SIDED BUILDING WITH UPPER 'ADDITION'
- * PEELING PAINT; ALUMINUM AWNING AND PLYWOOD PATCHED DOOR

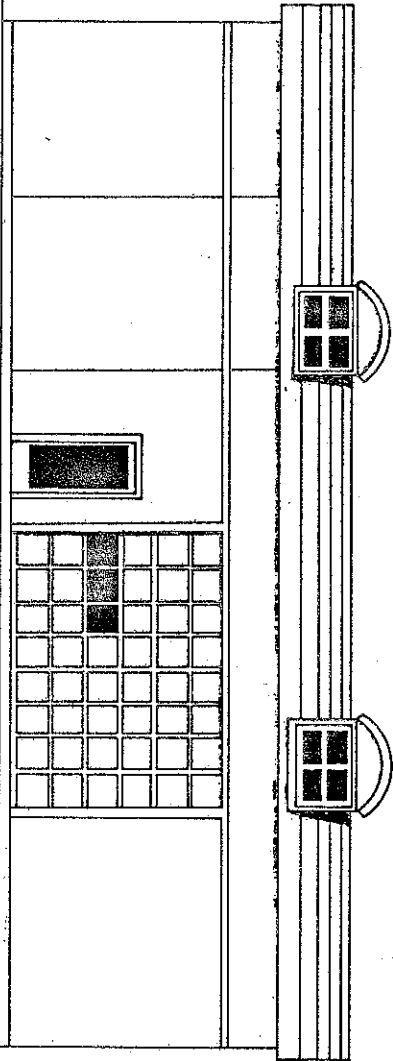


PROPOSAL

- PAINTE BOTH BUILDINGS SAME COLOR -
- MORE HARMONIOUS - UNIFYING
- NEW PAINT - WHITE WITH INDEPENDENCE BLUE TRIM
- AWNING WITH BUSINESS NAME OVER LARGE WINDOW
- REPAIR DOOR
- NEW FLAT BUSINESS SIGN

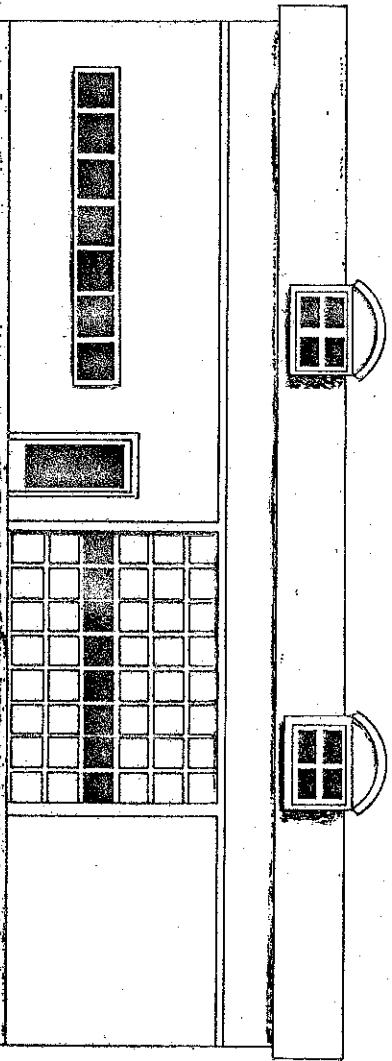


PROPOSAL 2
SAME TREATMENT AS FIRST PROPOSAL
REMOVAL OF ASPHALT BRICK
NEW PAINT: COFFEE BROWN WITH
MOONMIST TRIM
COORDINATED AWNINGS OVER WINDOWS
NEW BUSINESS SIGN FLAT AGAINST
EITHER BUILDING



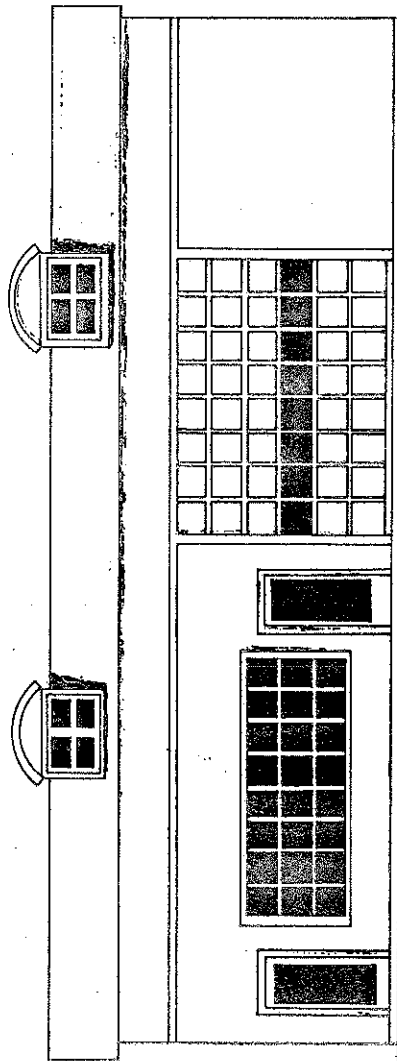
EXISTING CONDITIONS

- CORRUGATED METAL BUILDING WITH SOME IRREGULAR SEAMS
- WOOD TRIM IN DISREPAIR - PEELING PAINT
- WINDOWS COVERED WITH PLYWOOD



PROPOSAL 1

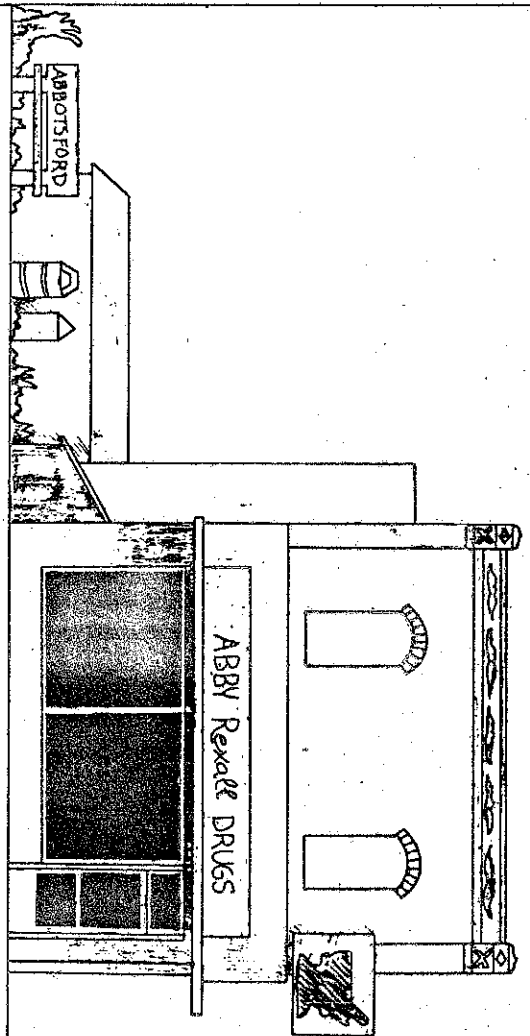
- BUILDING PAINTED ANGELICA BLUE WITH WHITE TRIM
- PLYWOOD REMOVED FROM LARGE DOOR- WINDOWS REPAIRED
- SINGLE ROW OF WINDOWS PLACED TO LEFT OF DOOR FOR MORE INTERIOR LIGHT



PROPOSAL 2
BUILDING PAINTED DAWN GREEN
WITH WHITE TRIM
TRIPLE ROW OF WINDOWS AND
SECOND DOOR ADDED TO MAKE
INTERIOR MORE USABLE AS
STORE SPACE

ABBY REXALL PHARMACY

DRAWING 13



EXISTING CONDITIONS

THIS BUILDING AND ITS ADJOINING VACANT LOT ARE EXTREMELY IMPORTANT TO THE VISUAL IMAGE OF THE DOWNTOWN SHOPPING DISTRICT. THESE ARE BOTH SEEN AS YOU ENTER FIRST STREET AND AS YOU DRIVE BY ON HWY 29. THIS BUILDING, SOON TO BE VACANT, HAS ARCHITECTURAL DETAIL THAT SHOULD BE HIGHLIGHTED RENOVATIONS TO THE FIRST FLOOR HAVE ALTERED ITS APPEARANCE DRASTICALLY AND ARE BEYOND THE SCOPE OF THESE PROPOSALS. THE VACANT LOT IS AN EYESORE AND IS IN NEED OF IMMEDIATE ATTENTION. THIS LOCATION COULD TURN INTO A SMALL PARK THAT INVITES PEOPLE TO SHOP DOWNTOWN, AS WELL AS A MORE PLEASANT PLACE TO WAIT FOR THE BUS.

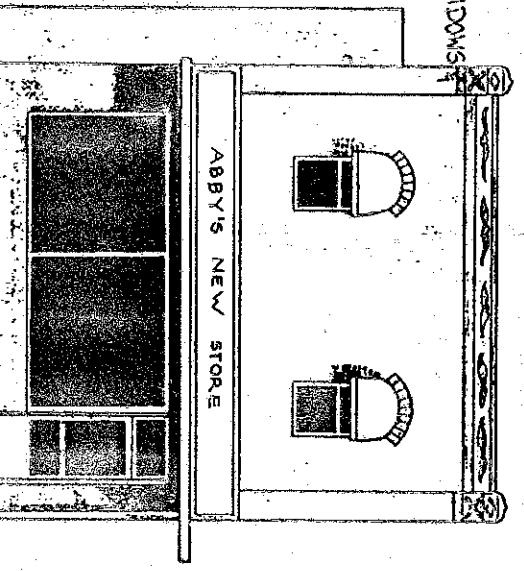
PROPOSAL 1

- REMOVE FRANCHISE STORE FRONT
- REPLACE OR REPAIR EXISTING BRICK
- NEW PAINT: SURESPRAY PHOENIX SAND
- SUNSET SAND
- PARK CONTAINERS: LIGHTED INFORMATION KIOSK
- PLANTERS
- WOOD FENCE
- ANTIQUE BENCHES



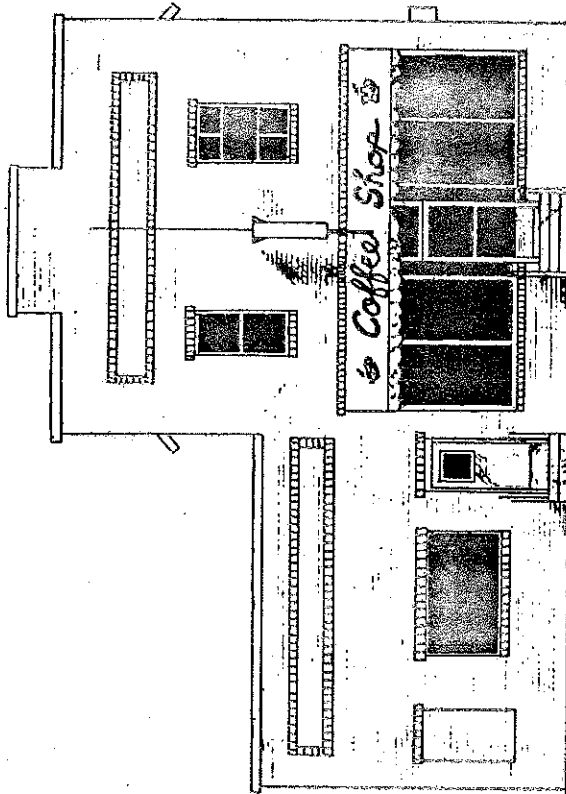
PROPOSAL 2

- REPLACE UPPER WINDOWS
- ADD AWNINGS
- NEW PAINT: SURESPRAY LIBERTY BLUE
- SILVER BIRCH



ABBAY HOTEL & COFFEE SHOP

DRAWING 14

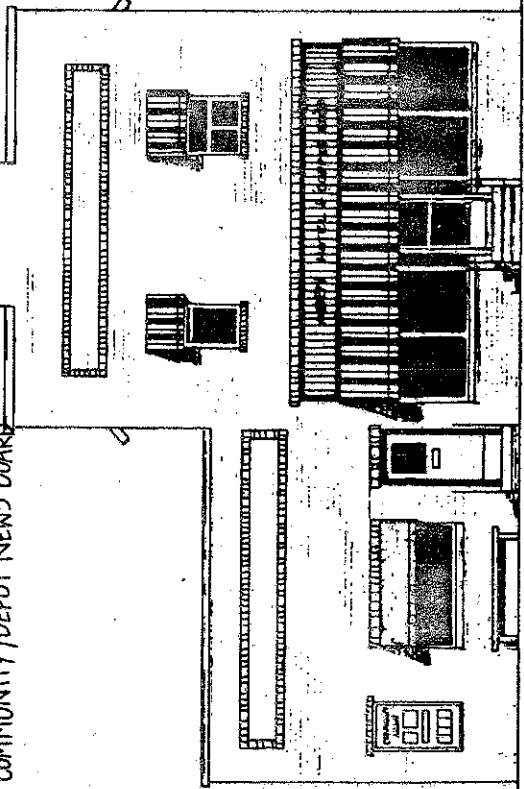


EXISTING CONDITIONS

BUILDING IS IN VERY GOOD CONDITION BUT LACKS A CERTAIN AMOUNT OF VITALITY. A NEW SIGN & A CHANGE IN FACADE COULD AID THE SHOPOWNER BY ATTRACTING CUSTOMERS.
 THIS STORE ALSO SERVES AS A BUS DEPOT AND IS OFTEN THE FIRST PLACE FOR VISITORS TO ACQUIRE AN IMPRESSION OF ABBOTSFORD.

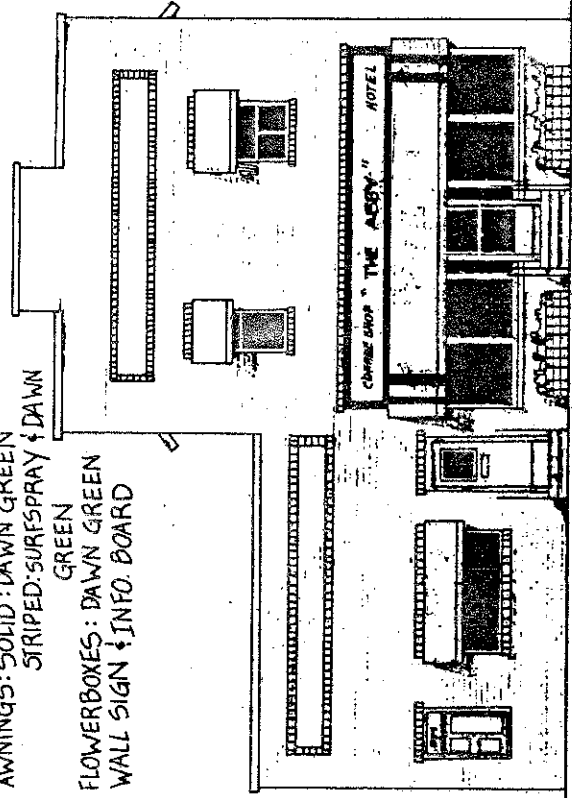
PROPOSAL 1

NEW AWNINGS: MULLED WINE/WHITE STRIPES
 NEW CONTEMPORARY WALL SIGN
 COMMUNITY / DEPOT NEWS BOARD



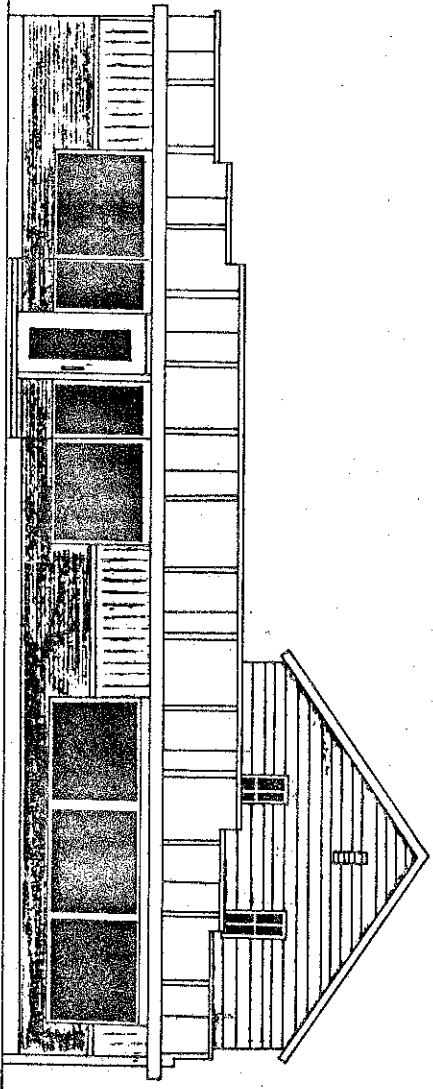
PROPOSAL 2

AWNINGS: SOLID DAWN GREEN
 STRIPED: SURESPRAY & DAWN GREEN
 FLOWERBOXES: DAWN GREEN
 WALL SIGN & INFO. BOARD



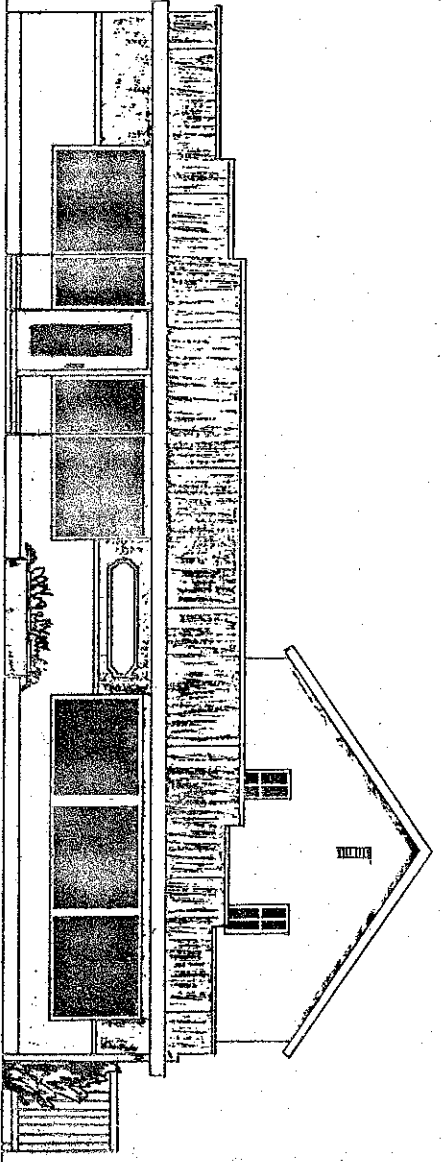
SHADDLEMEAD'S MEAT'S STORE

DRAWING 15



EXISTING CONDITIONS

PLASTIC STONE SIDING IS CRACKING AND WILL NEED REPLACEMENT. BUILDING HAS NO SIGN TO IDENTIFY THE BUSINESS OCCUPANT. A MORE CONTEMPORARY LOOK COULD ADD A GREAT DEAL TO THE ENTIRE BLOCK. THIS BUSINESS ATTRACTS MANY PATRONS AND IS IN AN IMPORTANT VISUAL LOCATION.

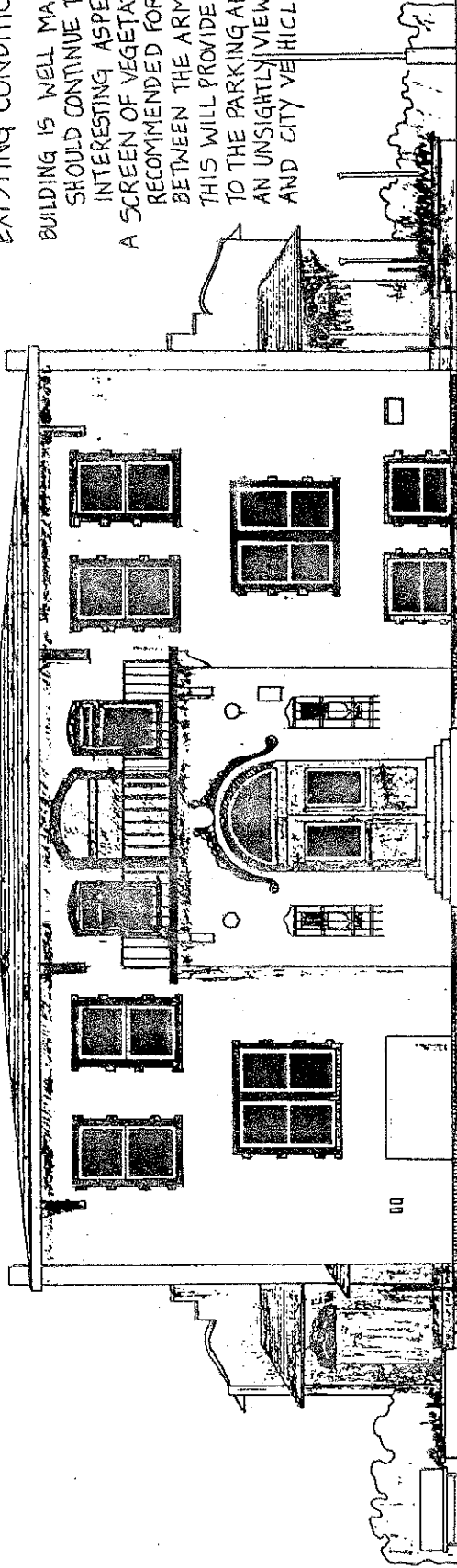


PROPOSAL 1

NEW PAINT : WALLS:PHOENIX SAND
 NEW BUFF-COLORED BRICK
 WALL SIGN ADDED
 FLOWER POT TO ACCENT SIGN
 FENCE ADDED TO SCREEN ALLEY

NATIONAL GUARD ARMORY

DRAWING 18



EXISTING CONDITIONS

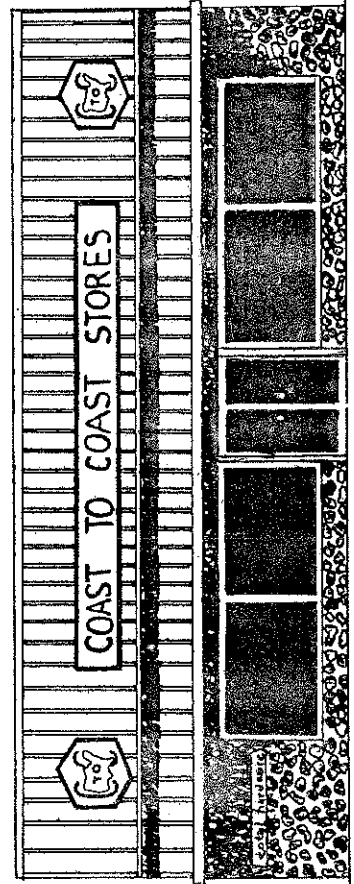
BUILDING IS WELL MAINTAINED AND SHOULD CONTINUE TO ADD AN INTERESTING ASPECT TO THE AREA. A SCREEN OF VEGETATION IS RECOMMENDED FOR THE AREA BETWEEN THE ARMORY & NO. 116. THIS WILL PROVIDE A PASSAGE TO THE PARKING AREA YET BLOCK AN UNSIGHTLY VIEW OF TRASH AND CITY VEHICLES.

COAST TO COAST

DRAWING 17

EXISTING CONDITIONS

THIS IS A NEW STOREFRONT THAT'S PLEASANT AND REQUIRES ONLY PERIODIC MAINTENANCE TO RETAIN ITS NEAT APPEARANCE.

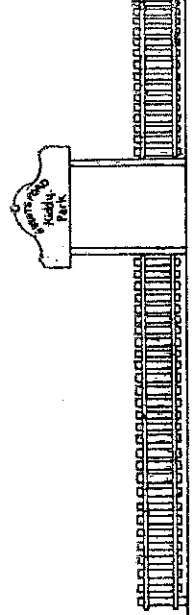


KIDDY PARK

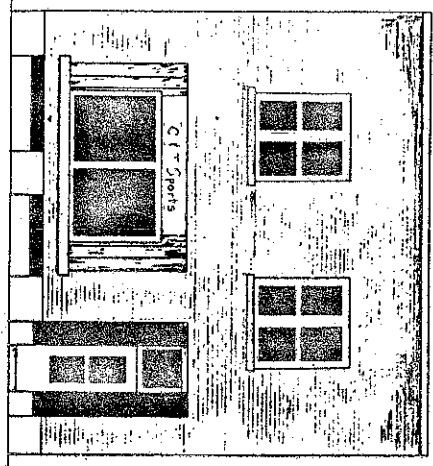
DRAWING 16

EXISTING CONDITIONS

PARK AREA NEEDS CAREFUL MAINTENANCE TO INSURE THE SAFETY OF THE CHILDREN. FRESH PAINT ON THE FENCE AND SWING IS RECOMMENDED.



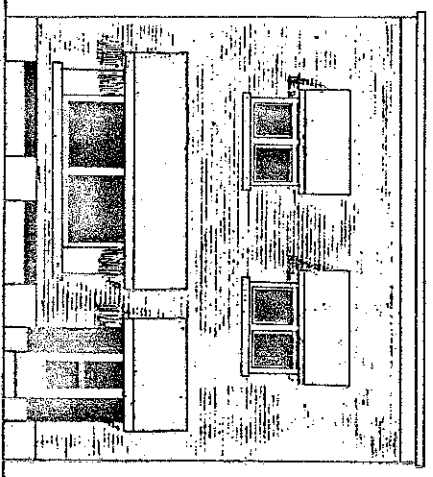
DRAWING 19



EXISTING CONDITIONS
BUILDING IS IN GOOD CONDITION BUT LACKS ANY DISTINGUISHING CHARACTERISTICS THE BUILDING HAD A CORNICE WHICH HAS BEEN REMOVED. THESE RECOMMENDATIONS INCLUDE REPLACEMENT OF THE CORNICE, AS WELL AS THE ADDITION OF AWNINGS. AWNINGS ARE ESPECIALLY IMPORTANT ON THIS SOUTH FACING BUILDING.

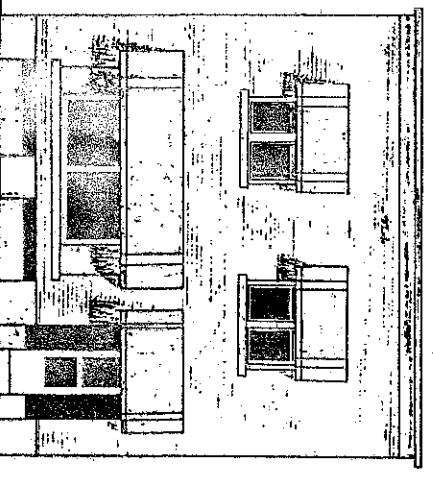
PROPOSAL 1

CORNICE CONSTRUCTED OF METAL & PAINTED SURFSPRAY
AWNINGS : SURFSPRAY
WOOD TRIM PAINTED WHITE



PROPOSAL 2

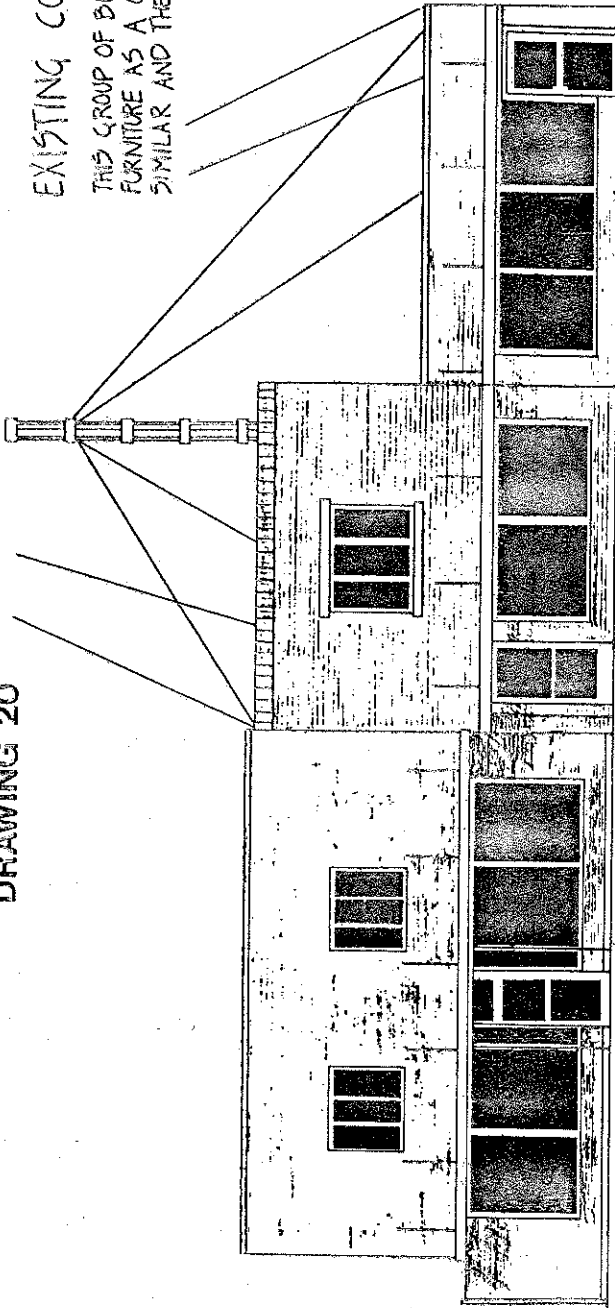
CORNICE : MESA GREEN / SURFSPRAY
AWNINGS : MESA GREEN WITH WHITE TRIM
WOOD AND CONCRETE TRIM : SURFSPRAY



DRAWING 20

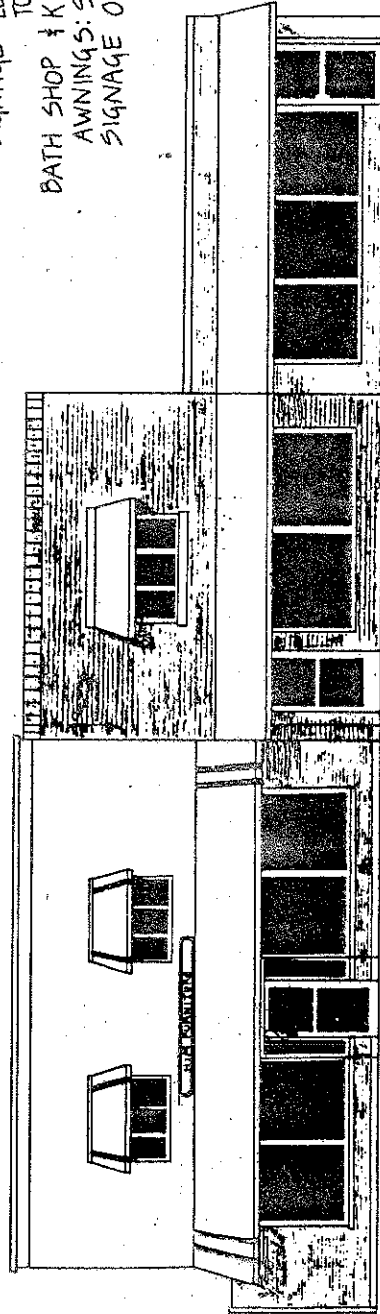
EXISTING CONDITIONS

THIS GROUP OF BUILDINGS IS OWNED BY H.M. FURNITURE AS A GROUP THEIR FIRST FLOORS ARE SIMILAR AND THE SECOND FLOORS ARE RESIDENCES. THE SECOND FLOOR OF H.M. IS COVERED WITH ASPHALT SIDING WHICH IS UNATTRACTIVE AND IN CONTRAST WITH OTHER BRICK FINISHES. A NEW BRICK VENEER IS RECOMMENDED. AWNINGS ARE SUGGESTED TO REDUCE HEAT GAIN. OVERSIZE ANTENNA REMAIN AS AN UNSIGHTLY REMNANT OF A RADIO STATION, THESE ARE UNATTRACTIVE AND UNNECESSARY AND SHOULD BE REMOVED.

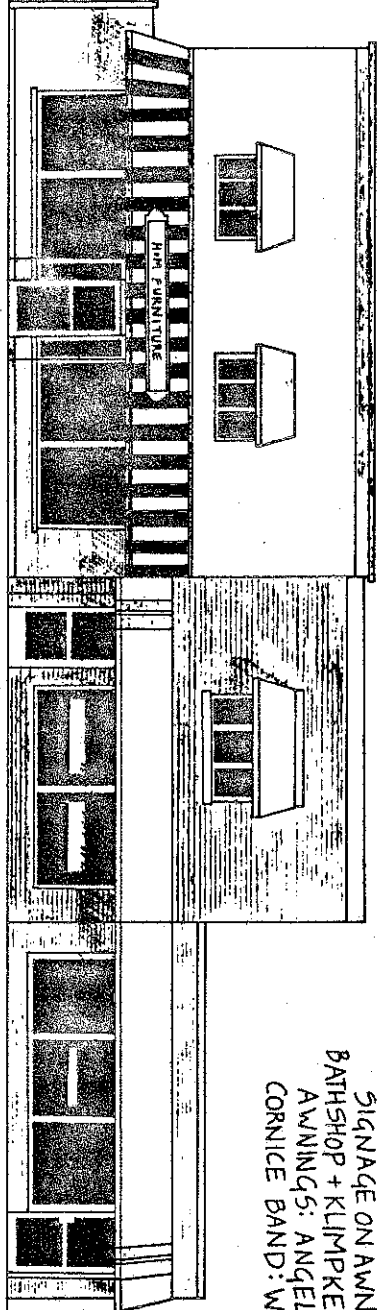


PROPOSAL

- H.M. FURNITURE
- CORNICE: SURFSPRAY
- SIDING: RUST COLOR BRICK VENEER
- AWNINGS: SURFSPRAY WITH RUSSET STRIPES
- SIGNAGE: LOGO OR NAME SHOULD BE ADDED TO IDENTIFY THIS BUSINESS
- BATH SHOP & KLIMPKE ELECTRONICS
- AWNINGS: SURFSPRAY
- SIGNAGE ON AWNINGS



DRAWING 20



PROPOSAL 2
 H.M. FURNITURE
 UPPER BRICK : WHITE
 CORNICE : RUSSET ROCK
 AWNINGS : RUSSET / WHITE
 SIGNAGE ON AWNING
 BATHSHOP + KLIMPE ELECTRONICS
 AWNINGS : ANGELICA / WHITE STRIPES
 CORNICE BAND : WHITE

ABBOTT'S STORE APPELLANCES

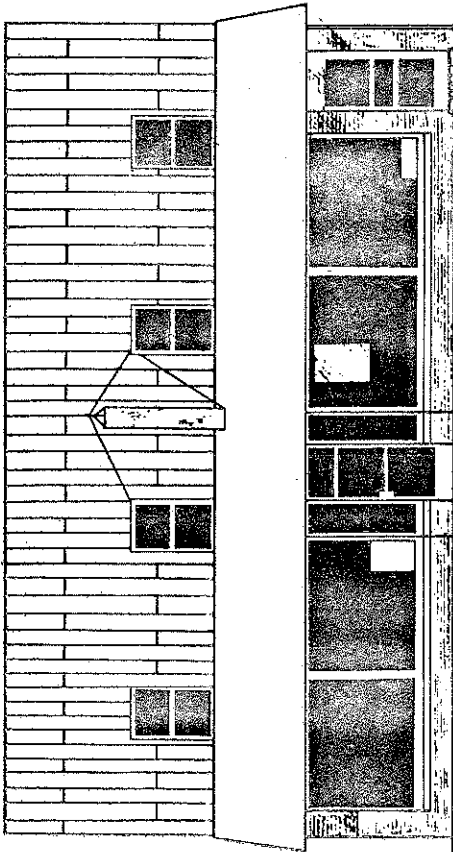
DRAWING 21

EXISTING CONDITIONS

MAJOR REMODELING OF THIS BUILDING HAS ALTERED ITS APPEARANCE AND DESTROYED THE HISTORIC CHARACTER OF THIS STRUCTURE. BENEATH THE ALUMINUM IS A BRICK FACADE WITH ARCHED WINDOWS. THE SIDE AND REAR OF THE STORE ARE UNAPPEALING AND NEED ATTENTION. THESE AREAS ARE VISIBLE TO SHOPPERS AND VISITORS OF THE LIBRARY AND CITY HALL AND SHOULD BE MADE MORE ATTRACTIVE.

THE REAR OF THE STORE IS USED AS A DISPOSAL AREA FOR USED APPLANCES. THIS MAY BE A NECESSARY PART OF THIS BUSINESS BUT THE RESULTING EYESORE CAN BE ALTERED. A WOOD FENCE WOULD SCREEN OUT THIS UNDESIRABLE VIEW.

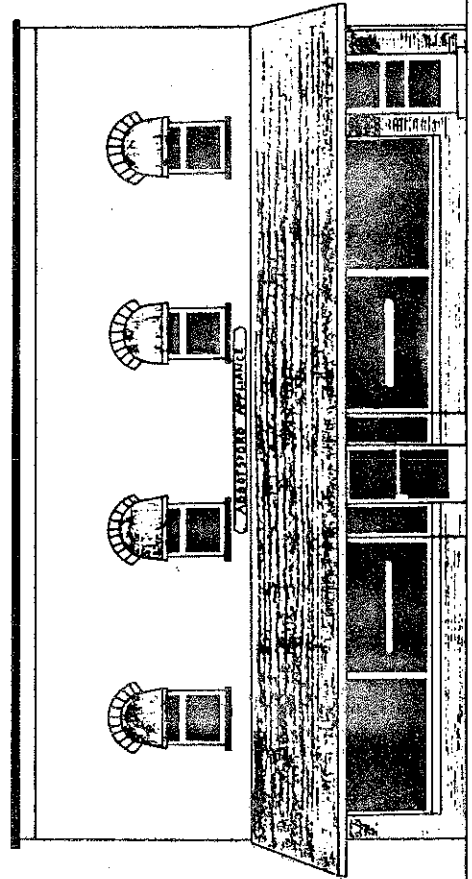
EACH PROPOSAL SUGGESTS REMOVAL OF THE ALUMINUM, REPLACEMENT OF A CORNICE AND NEW AWNINGS MORE IN KEEPING WITH THE HISTORIC PRECEDENT.



PROPOSAL 1

NEW PAINT : UPPER BRICK : WHITE
 CORNICE : DAWN GREEN
 TRIM : MESA GREEN

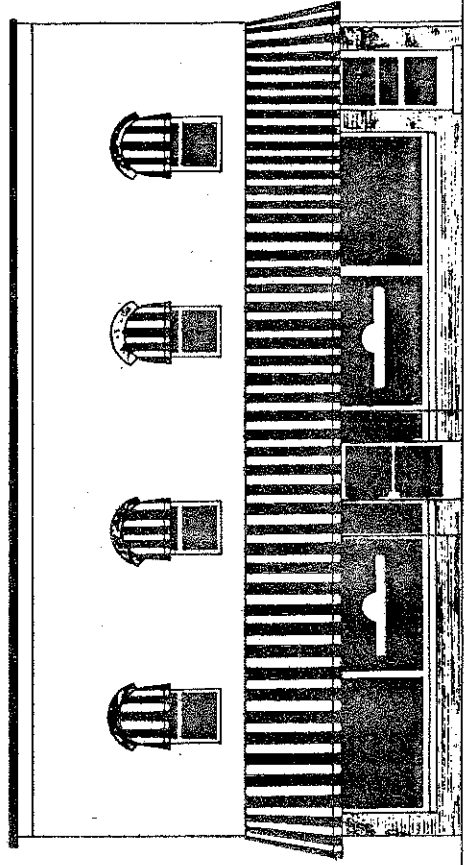
AWNINGS : DAWN GREEN
 SIGNAGE : WALL SIGN AND WINDOW DECAL



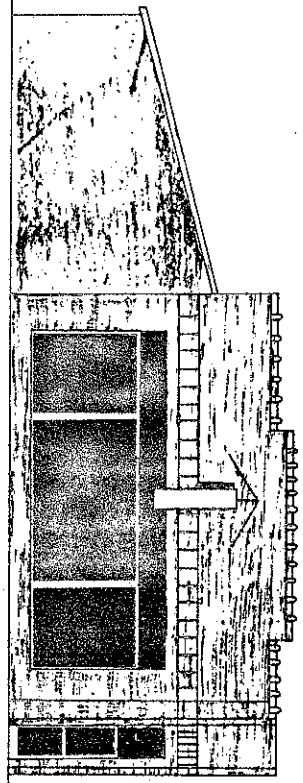
PROPOSAL 2

NEW PAINT : UPPER BRICK : WHITE
 TRIM : CORNICE : RUSSET ROCK
 AWNINGS : RUSSET & WHITE

SIGNAGE : STORE NAME & LOGO ARE PAINTED ON GLASS



DRAWING 22



EXISTING CONDITIONS

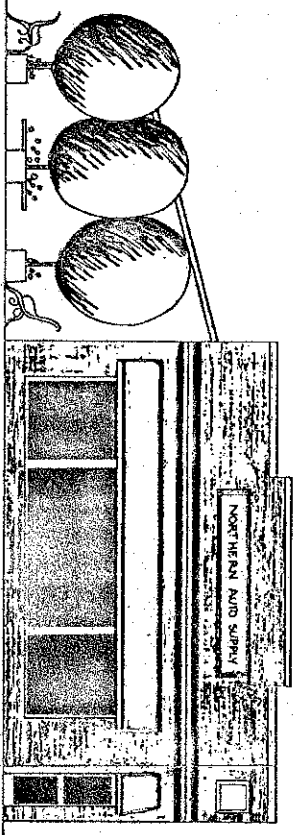
- PAINT PEELING
- OVERHANGING SIGN
- NO PROTECTION FROM SUN
- VACANT LOT NOT UTILIZED

THIS BUILDING IS IN GOOD CONDITION YET COULD BENEFIT FROM A FRESH COAT OF PAINT. TO GET A TEMPORARY LOOK, NEW COLORS, A RACING STRIPE AND AWNING(S) ARE SUGGESTED. THIS CORNER BUILDING IS VERY IMPORTANT BECAUSE OF ITS PROMINENCE ON THE WELL TRAVELLED STREET LINKING ROUTE 13 AND FIRST STREET.

PROPOSAL 1

NEW PAINT: DAWN GREEN
MESA GREEN

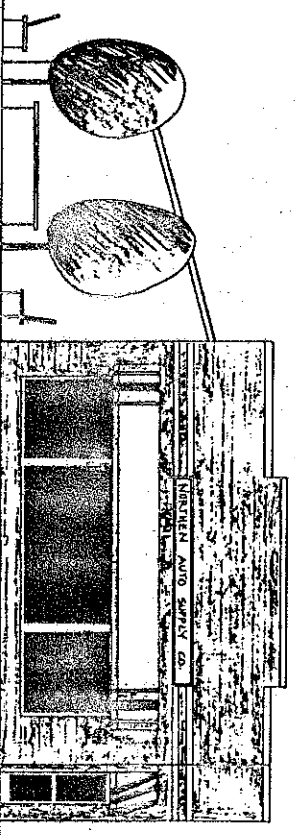
AWNING: OLIVE GREEN WITH WHITE
WALL SIGN ON 3 SIDES OF BUILDING
ANTIQUE STYLE BENCHES
FLOWERS & TREES



PROPOSAL 2

NEW PAINT: PHOENIX SAND
SURESPRAY
WHITE

AWNING(S): CREAM WITH STRIPES
TEMPORARY WOOD FURNISHINGS IN VACANT LOT
WALL SIGN REPLACES OVERHANGING SIGN



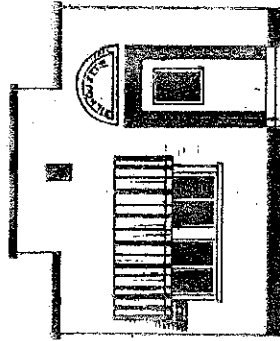
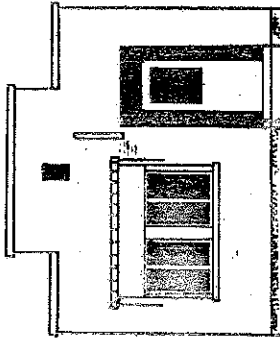
SILVERSTEIN BEAUVY SALON

DRAWING 23

EXISTING CONDITIONS

ALTHOUGH THIS STOREFRONT IS PLEASANT, IT LACKS ANY STRONG IMAGE AND VITALITY.

THE RECOMMENDATIONS ARE MEANT TO ADD CHARACTER TO THE BUILDING AS WELL AS TO ATTRACT ATTENTION TO THE BUSINESS.



PROPOSAL 1

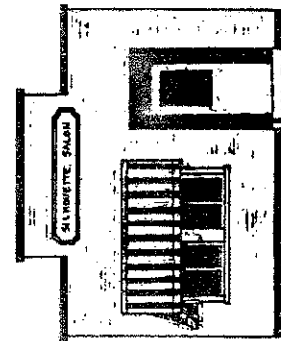
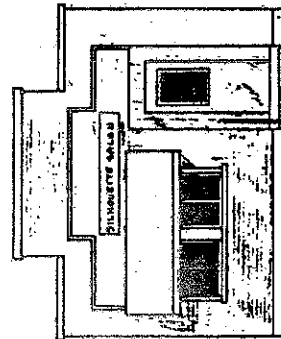
REPLACE OVERHANGING SIGN WITH WALL SIGN
HIGHLIGHT TRIM WITH PAINT:
RUSSET ROCK

PROPOSAL 2

REPLACE SIGN WITH WALL SIGN
ADD TRIM AROUND SIGN IN PAINT:
DAWN GREEN
NEW AWNING: DAWN GREEN
BASE TRIM: WHITE
INTERIOR PORTICO: WHITE

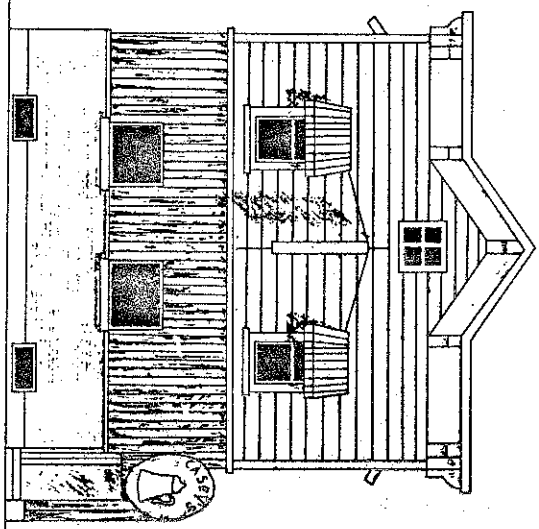
PROPOSAL 3

TRIM, SIGN, PORTICO: SURFSPRAY
NEW AWNING: STRIPES OF:
SURFSPRAY + RUSSET ROCK
BASE TRIM: RUSSET ROCK

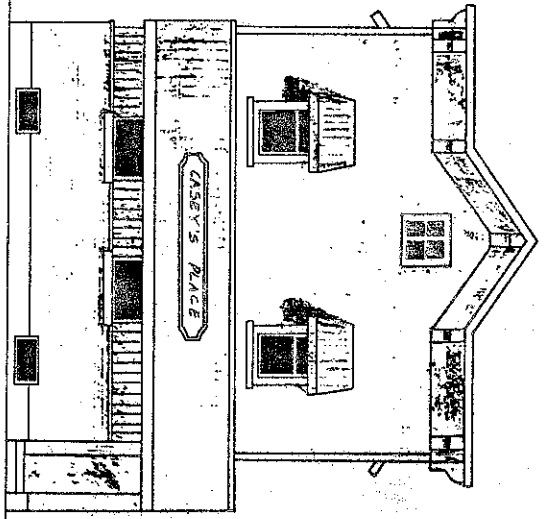


CASEY'S PLACE

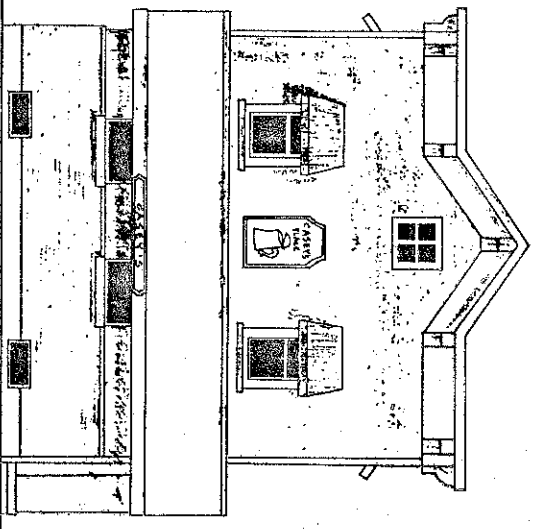
DRAWING 24



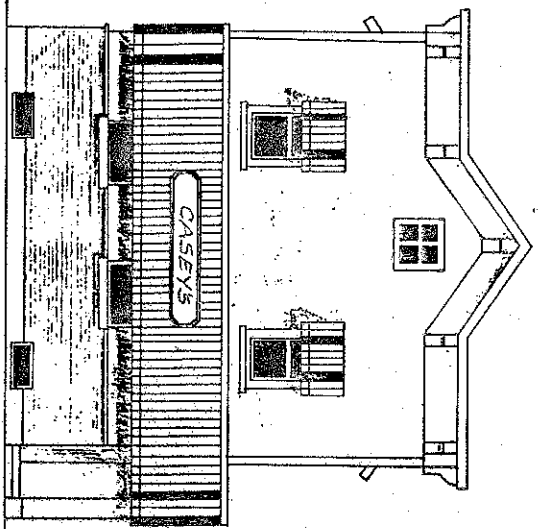
EXISTING CONDITIONS
 REPEATED RENOVATIONS ON THE STREET LEVEL EXTERIOR HAS DETRACTED FROM THE SCALE & RHYTHM OF THIS HISTORIC STRUCTURE.
 RECOMMENDATIONS ATTEMPT TO RECONCILE THESE ERRORS BY ADDING AWNINGS TO REDUCE SCALE. OTHER CHANGES INVOLVE A CHANGE IN SIGNAGE AND COLORS.



PROPOSAL 1
 NEW PAINT
 TRIM: PHOENIX SAND/WHITE
 WALLS: MAIZELLE (TO MATCH EXISTING COLOR ON UPPER FLOORS)
 AWNINGS: PHOENIX SAND/WHITE
 SIGN ON AWNING
 STONE REMAINS UNCHANGED



PROPOSAL 2
 NEW PAINT:
 TRIM: MAIZELLE / PHOENIX SAND
 WALLS: PHOENIX SAND
 NEW AWNING: UPPER: PHOENIX SAND
 LOWER: MAIZELLE
 WALL SIGN WITH BUSINESS LOGO

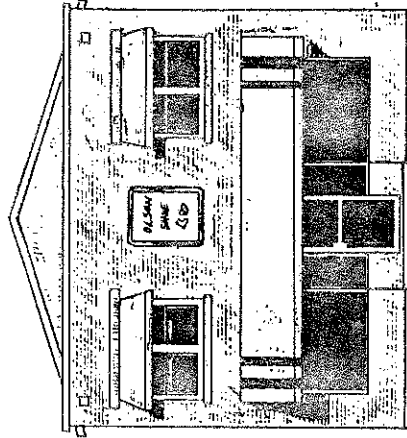
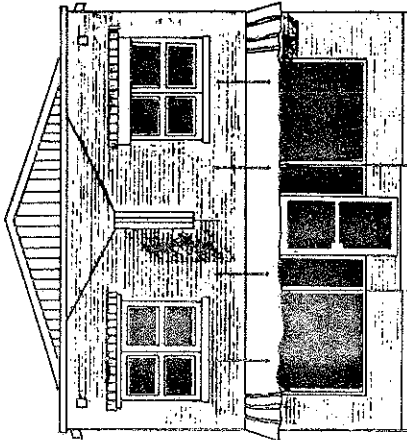


PROPOSAL 3
 NEW PAINT:
 LOWER WALLS: MAIZELLE
 ALL OTHER AREAS REMAIN SAME
 AWNING ON LOWER WINDOWS TO MATCH EXISTING UPPER WINDOW AWNINGS.
 SIGN AFFIXED TO AWNING

OLSON'S SHOE STORE

DRAWING 25

EXISTING CONDITIONS
 BUILDING IS IN GOOD PHYSICAL
 CONDITION YET REQUIRES
 MODIFICATION TO GIVE IT AN
 ATTRACTIVE NEW LOOK
 AWNING IS DILAPIDATED AND
 REQUIRES REPLACEMENT
 SIDE OF BUILDING FACING LOT
 NEEDS PAINTING

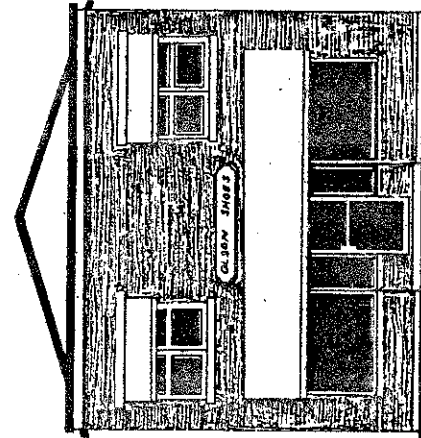
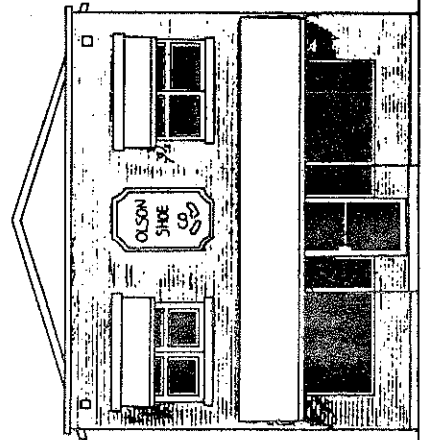


PROPOSAL 1

NEW PAINT:
 BRICK TRIM: SURFSPRAY
 PEAK: SURFSPRAY
 NEW AWNINGS:
 UPPER: DAWN GREEN
 LOWER: SURFSPRAY WITH DAWN
 GREEN
 OVERHEAD SIGN REPLACED BY
 WALL SIGN WITH BUSINESS LOGO

PROPOSAL 2

NEW PAINT:
 BRICK TRIM: ANGELICA BLUE
 PEAK: WHITE
 NEW AWNINGS:
 UPPER: WHITE
 LOWER: ANGELICA
 WALL SIGN WITH LOGO

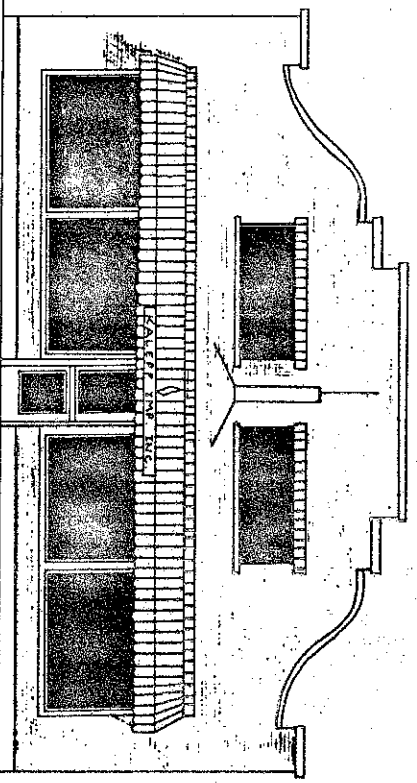


PROPOSAL 3

NEW PAINT:
 ACCENT STRIPE: SUNSET SAND
 BRICK TRIM & PEAK: WHITE
 NEW AWNING: SUNSET SAND
 WALL SIGN

W.A.L. BEPPE INTERESTMENT CO.

DRAWING 26

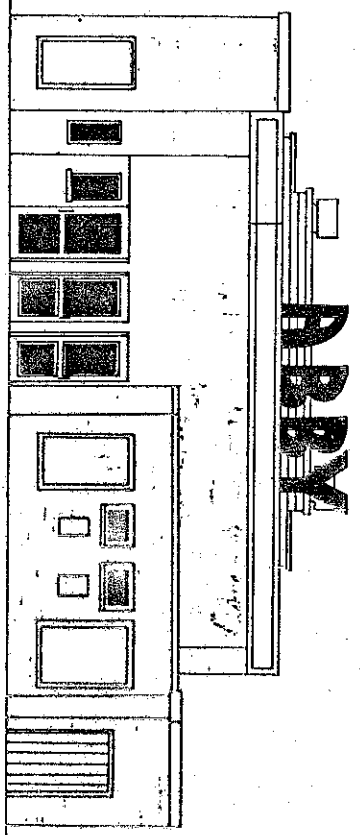


EXISTING CONDITIONS

THIS BUILDING IS IN GOOD CONDITION AND REQUIRES ONLY MAINTENANCE TO KEEP A PLEASANT APPEARANCE. LOT ADJACENT TO STORE IS USED AS A DISPLAY CENTER. THIS LOT SHOULD BE CAREFULLY MAINTAINED TO REMAIN IN ATTRACTIVE APPEARANCE.

ABBAY THEATRE

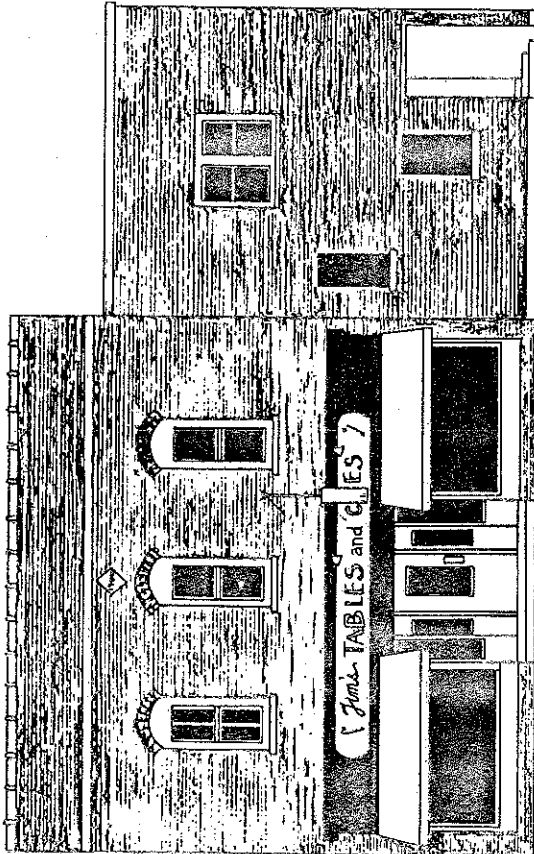
DRAWING 27



EXISTING CONDITIONS

THE ABBAY THEATER HAS A CONTEMPORARY LOOK THAT NEEDS LITTLE ALTERATION. MINOR MODIFICATIONS: PAINT ALL CONCRETE-WHITE. PAINT SERVICE DOOR-PHOENIX SAND.

DRAWING 28



EXISTING CONDITIONS

- *BRICK REPLACEMENT AT CORNICE LINE OF LARGER BUILDING IS MISMATCHED AND UNATTRACTIVE
- *BUILDINGS ARE CONNECTED YET LOOK UNATTRACTIVE BECAUSE OF THE DISTINCT CONTRAST IN COLOR

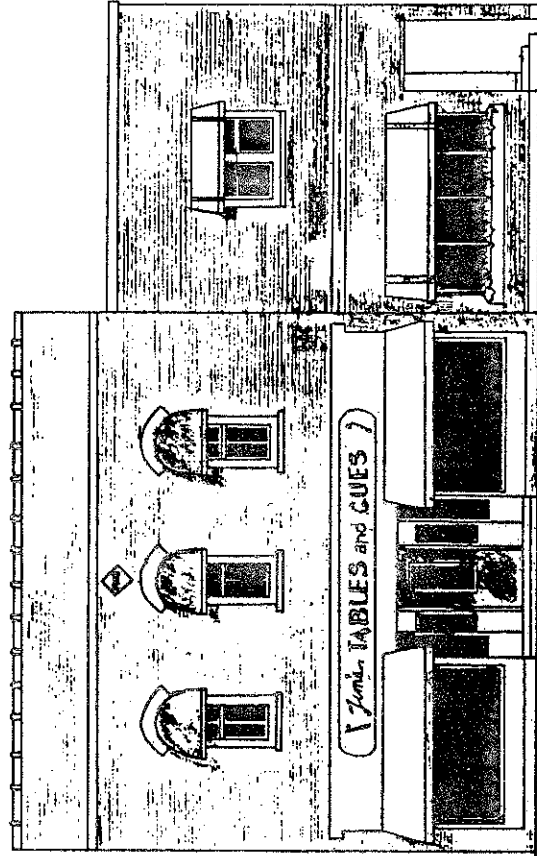
PROPOSAL 1

- BUILDINGS PAINTED PHOENIX SAND WHITE TRIM ANGELICA BLUE
- AWNINGS UNIFY TWO BUILDINGS ANGELICA BLUE
- FLOWER BOX AT ENTRY



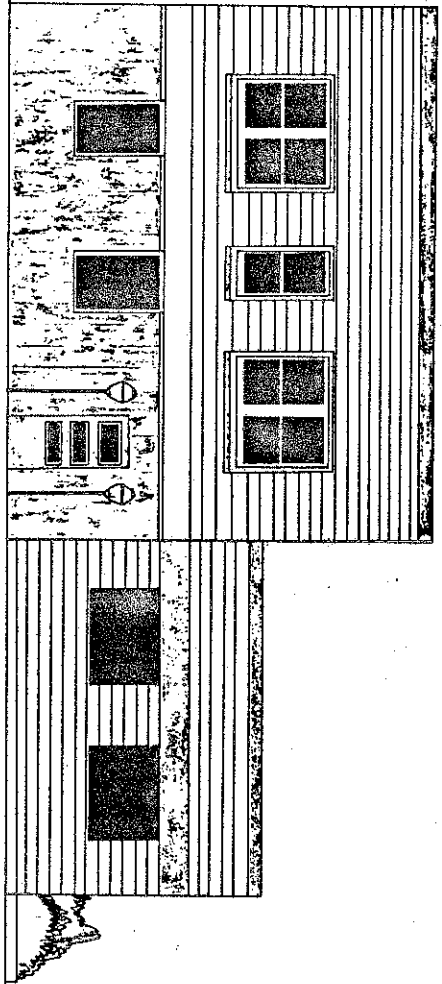
PROPOSAL 2

- BUILDING PAINTED PHOENIX SAND WHITE
- AWNINGS SUNSET SAND WHITE
- FIRST FLOOR OF #218 IS RENOVATED TO BE A SHOPFRONT ENTRANCE



WALTER ELECTRIC SUPPLY

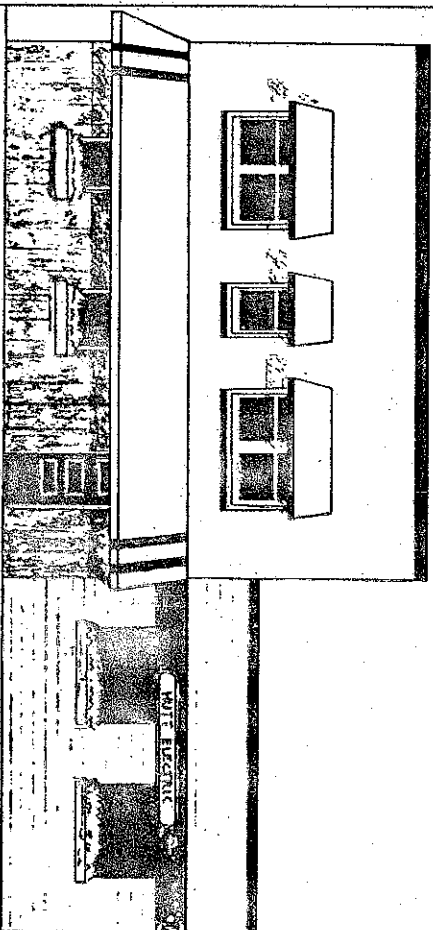
DRAWING 29



EXISTING CONDITIONS
 NEW STOREFRONT DOES NOT MATCH
 EXISTING BUILDING COLORS.
 OCCUPANTS DESIRE A TOTAL COLOR REVISION
 AS WE SUGGEST HERE.
 BUILDING, IN GENERAL, IS IN GOOD CONDITION,
 ALTHOUGH UPPER WINDOWS NEED REPAIR.

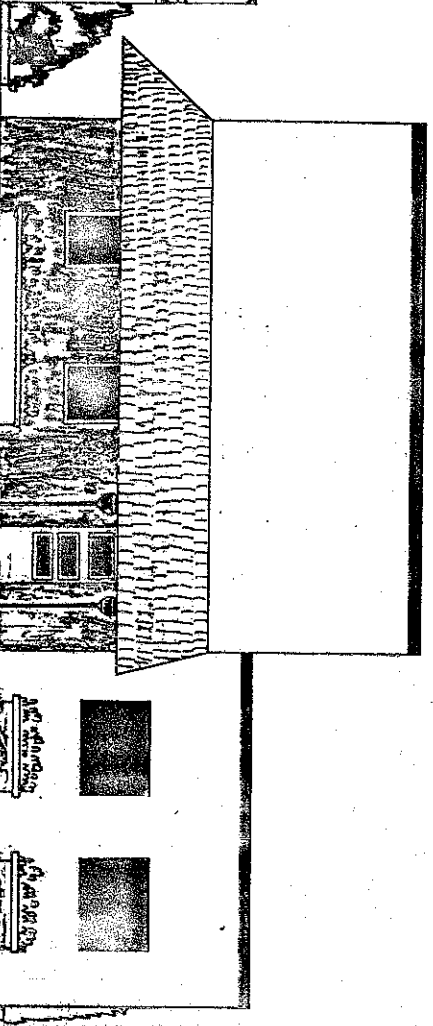
PROPOSAL 1

NEW PAINT: WALLS : TAPIOCA
 TRIM : HOT FUDGE (TO MATCH EXISTING METAL SIDING)
 FLOWERPOTS: HOT FUDGE
 CLOTH AWNING: WHITE WITH HOT FUDGE TRIM



PROPOSAL 2

AS REQUESTED BY THE BUILDING OWNER, UPPER WINDOWS
 HAVE BEEN CLOSED OFF AND A CEDAR SHAKE ROOF
 IS ADDED.
 FLOWERPOTS ADD INTEREST & COLOR TO THE AREA
 NEW PAINT: TAPIOCA - WALLS
 HOT FUDGE - TRIM & FLOWERPOTS



ABBOTSFORD LUMBER

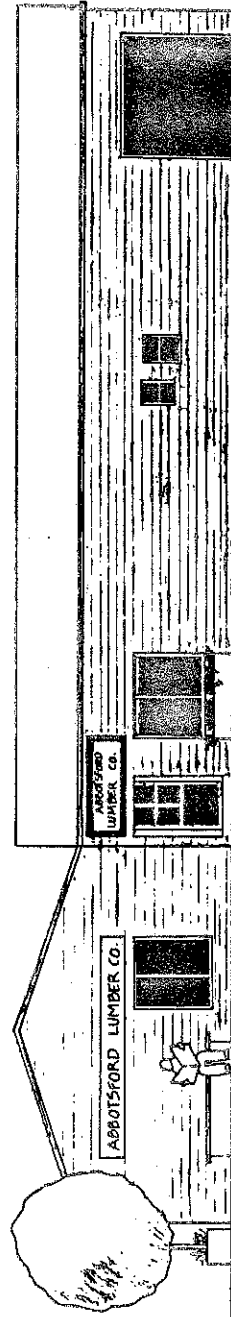
DRAWING 30

EXISTING CONDITIONS

BUILDING IS IN FINE CONDITION YET COULD BENEFIT FROM A FRESH NEW LOOK. THIS NEW LOOK CAN BE ACHIEVED WITH SIMPLE ADDITIONS OF A NEW SIGN ON FIRST STREET, FLOWER POTS AND ACCENT COLORS ON TRIM.

PROPOSAL 1

NEW PAINT: MESA GREEN



BUILDING IMPROVEMENT RECOMMENDATIONS

Design Principles

Windows and Doors

Original sash, doors, and size of openings in a facade of an existing structure of traditional architectural style should be retained wherever practicable. The enlargement or reduction of window or door openings to fit new stock window sash or new stock door sizes should be avoided.

The introduction of new window and door openings into the ground floor should be compatible with the height, proportion and rhythm of existing facade openings.

It is recommended that original windows, doors, and associated hardware be repaired and used where possible. If aluminum storm and screen window or door combinations are to be installed, their color should be compatible with the existing colors of the building. Medium or dark colors with an anodized or backed aluminum finish are generally most appropriate.

The installation of plastic or metal strip awnings or inappropriate or incorrectly sized shutters should be avoided.

Building Sides and Backs

Materials and colors used on the sides of buildings should be compatible with the overall materials and colors found on the rest of the building and on surrounding buildings.

The cleaning, rehabilitation and use of the backsides of commercial buildings is encouraged where appropriate.

Trash storage containers should be screened.

Materials and Colors

Retention and/or restoration of old materials should be accomplished. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building or structure should be preserved. Covering over (including painting when currently unpainted) of old materials should be avoided whenever practicable.

Deteriorated architectural features shall be repaired rather than replaced wherever possible. In the event replacement is necessary, the new material should match the material being replaced in design, color and other qualities. Repair or replacement of missing distinctive architectural features should be based on historical evidence when available.

Compatible materials and colors which are either similar or complementary to traditional ones used in the area should be utilized in new construction or when restoration of original materials is impossible. Inappropriate contemporary materials, especially those which attempt to simulate an "old-fashioned" look or rusticity, should be avoided. When appropriate traditional materials cannot be duplicated, preference should be given to contemporary materials used in a straight-forward manner which at the same time are not conspicuous in the traditional context of the structure.

Building alterations should incorporate traditional materials used in nearby commercial buildings, such as brick, stone, wood and cast iron. Aluminum, vinyl and asphalt siding, false brick and stone veneers, wood shingles, aluminum grills and other similar materials should be avoided.

Colors should be selected which complement the natural colors of building materials. The natural color of brick or stone should be used to guide color selection. Some colors should be avoided, including raw primary colors, which are too bright and incompatible with most masonry colors. Color selection for wood structures should be compatible with the colors of nearby wood and masonry structures.

When making masonry repairs, old mortar should be duplicated in composition, color and mortar joint size.

Sandblasting should never be used as a means of cleaning brick or stone materials. Sandblasting erodes the surface of the material and accelerates deterioration. The gentlest methods possible should be utilized, such as low pressure water and soft natural bristle brushes.

Signs

Mass-produced plastic, metal and/or interior-lighted or blinking signs should be avoided.

Signs should be placed on those areas of the building facade that contain continuous flat surfaces, clear of windows, doors or other architectural details. Sign size and lettering should be in scale with appropriate sign areas. By applying these standards, building form and details can be retained.

Signs should not be of excessive size and overhanging signs should be relatively small and in scale with signs found on nearby buildings.

Signs should not include "day-glow" or overly bright colors.

Roof signs should be avoided.

Contemporary Architecture

The redesign of existing facades having poor design or little architectural character should be compatible in material and color with nearby existing structures.

Contemporary design for additions to existing buildings should not be discouraged when such additions do not destroy significant historic or architectural features of the building and the design is compatible with the size, scale, color, material and character of the property and surrounding area.

The construction of new structures should reflect contemporary architectural design standards, while being compatible in size, mass, materials and color with nearby existing structures.

The setbacks of new infill construction should match those of existing surrounding buildings.

CHAPTER SIX - FINANCING MECHANISMS

One of the most intricate and difficult parts of a downtown revitalization program is determining who pays for what, when and how. Usually, improvements to public streets and lands are paid for by city governments and improvements to private buildings are paid for by private sources. Each city is different, and arriving at a workable cooperative position requires a carefully established working relationship between the downtown businessmen, bankers and city government. Local initiative and financing is very important to the success of any downtown improvement effort. However, non-local sources of financial assistance should not be overlooked because these funds can be combined with local funds to implement downtown improvements. It is the purpose of this chapter to identify some potential sources of financial assistance for the Abbottsford downtown revitalization program.

COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM

Community Development Block Grants (CDBG) allow cities to undertake a wide variety of activities. The primary objective of this program is to assist communities in providing decent housing and a suitable living environment, and expanded economic opportunities, principally for persons of low and moderate income. Project plans must demonstrate how low and moderate income persons will benefit through the funded activities. Funds can be used for acquisition and disposition of property, street improvements, water and sewer facilities, rehabilitation of private properties (including loans for private property

owners), public service and parks, playgrounds, and the creating of revolving loan funds. CDBG funds have been and can be utilized in downtown improvement programs. One way of utilizing CDBG funds for downtown improvements is to create a loan pool offering money at low interest rates to be used by store owners to rehabilitate and remodel their buildings. When the monies are paid back, the funds can then be used to finance additional projects at the city's discretion.

CDBG funds are not distributed automatically. The Small Cities Program is competitive in nature and interested communities must file an application for the funds. The Wisconsin Department of Development administers the program and distributes the federal monies provided through the U.S. Department of Housing and Urban Development. Approximately \$24 million was made available to certain local governments (cities, villages and towns with populations under 50,000) in Wisconsin during the 1982 CDBG funding cycle. Again, these funds were distributed on a competitive basis.

The determination of what projects get funded is made by the Wisconsin DOD on completion of a review of the submitted applications. The two major components of the CDBG Small City applications, which are used to rank the applications and determine funding priorities, are need (distress) and program impact. The need (or distress) criteria comprise 210 points and measure various elements of housing, fiscal and socio-economic conditions of the city. Program impact totals 300 points and measures the probable effectiveness of the development activities proposed in the application towards addressing the applicant's need. There are three categories of program impact and applicants address at least one of the categories of program impact, but may address two or

three. The three categories of program impact include economic conditions, housing conditions, and public facilities conditions. An additional 120 points are available to applicants which adhere to certain specified development activities. Total points equal 630.

The need, or distress, score is calculated by the Department of Development and is made available early in the application process. The distress score is important because it provides the community with an early indication of whether or not it has a strong chance of being selected to receive CDBG monies. However, it should be recognized that a high distress score does not guarantee funding nor does a low distress score indicate that funding will not be granted. Funding is made available to those communities that accumulate the greatest number of points based also on strong project plans.

Compared to the majority of communities in Wisconsin, Abbotsford's distress score ranked higher than the average distress score assigned to other cities and villages throughout the state. The median distress score was approximately 100 points in 1982. Abbotsford's distress score was 132 points. This would not guarantee funding, however, it does indicate that the City of Abbotsford should consider submitting a CDBG application during subsequent funding cycles. Because distress scores are computed yearly, the Abbotsford distress score will probably change, but even if it is lower, this should not inhibit the city from applying for CDBG monies.

There are numerous potential projects that the city could request funding for through the CDBG program. Several of the recommendations

suggested within this document would be eligible activities for the CDBG program. For example, monies can be used for financing store front improvements and parking facilities, provided the parking facilities are located in or serve an area where other activities included in the proposed project are being carried out. The anticipated storm sewer work along the alley behind the stores on First Street would also be an eligible activity for CDBG funding. In addition, curb and gutter and sidewalk improvements are eligible activities within the program.

It is important to recognize that CDBG funds need not only be used for downtown improvements. Projects related to the downtown area may only be one part of the overall project plan. Many other areas of need throughout the city may be identified. Because of this, it is important that the city identify all of the needs early in the CDBG process and set priorities so that solid project plans can be established.

URBAN DEVELOPMENT ACTION GRANT PROGRAM

The Urban Development Action Grant (UDAG) program was created under the Housing and Community Development Act of 1977 to help revitalize distressed cities by stimulating economic development, which in turn will generate new permanent jobs and net new tax revenues. Only a city that has been determined eligible for the program may apply for funds which are available on a nationally competitive basis. Eligibility is determined by the U.S. Department of Housing and Urban Development and is based on fiscal and socio-economic conditions. During 1981, Abbotsford was not included in the eligible applicants list. However, this list changes on a yearly basis. If Abbotsford does become eligible for UDAG funding,

the city may want to consider submitting an application.

A key feature of the UDAG program is flexibility. The purpose of the program is to provide funds which support commercial, industrial or neighborhood projects which are designed to revitalize the community's economic base. Unlike the Community Development Block Grant Program, the UDAG program requires substantial participation of the private sector. The program requires that activities funded with UDAG monies will be an incentive for new development by the private sector. This means that there must be a firm financial commitment from the private sector (businesses, financial institutions and developers) within the project plan.

The UDAG program includes several eligible project activities. Program activities include industrial, commercial and housing projects.

Within the industrial category, the UDAG program may be used to promote the location of new companies within the community, the expansion of existing companies, and the retention of industries and jobs that would otherwise move elsewhere. Possible uses of the UDAG program include installation of new streets, water and sewer lines, and utilities to enable companies to move onto formerly unserviced sites; loaning companies money for construction of plants, equipment costs; and acquiring, clearing, and disposing of land to reduce project costs.

To promote commercial area revitalization or expansion, the UDAG may be used to induce new stores, hotels or other commercial establishments to locate in the city, to encourage existing establishments to improve their appearance, and to persuade major companies to remain downtown that are considering leaving the area. Possible uses of the UDAG program include provision of parking, installation of public amenities such as pedestrian malls and parks, and loans or grants to businesses for land, construction or renovation costs.

Finally, UDAG may be used to further the goals of neighborhood conservation and improvement. UDAG may be used to provide funds for housing rehabilitation, to foster new housing development, and to assist neighborhood businesses and industries.

HISTORIC PRESERVATION TAX CREDIT

The Economic Recovery Tax Act of 1981 includes significant historic preservation tax incentives which encourage capital investment in historic and older buildings to spur revitalization. The tax incentive includes a 25 percent investment tax credit for rehabilitation of historic commercial, industrial and rental residential buildings. This can be combined with a 15-year accelerated cost recovery period for the adjusted basis of the historic building. Buildings which qualify for this tax credit include buildings listed individually in the National Register of Historic Places and buildings located in Registered Historic Districts if they are certified as contributing to the significance of the district. Also,

the building must be substantially rehabilitated. This means that the rehabilitation costs must equal the greater of \$5,000 or the adjusted basis of the building (actual cost minus any depreciation already taken).

The law also provides tax credits for some non-historic buildings. Owners of non-historic buildings 40 years and older could take a 20 percent investment credit, while buildings 30 to 40 years old would be eligible for a 15 percent credit. The non-historic buildings would be eligible only if used for industrial or commercial purposes (not for any residential purposes).

SMALL BUSINESS ADMINISTRATION

The Wisconsin Department of Development and the U.S. Small Business Administration (SBA) has cooperated in the formation of a private, nonprofit development company to serve the long-term credit needs of Wisconsin's small businesses. The Wisconsin Business Development Finance Corporation (WBDFC) provides small businesses with financing for up to 25 years to purchase land and buildings, machinery and equipment, and construction and modernization of facilities. Loans, to run between 15 and 25 years, will be made at about two percentage points below commercially available loans. Between 80 and 90 percent of total project costs can be financed. Creation of the WBDFC was authorized by the federal Small Business Investment Act of 1958, as amended in 1980, allowing for SBA certified "503" local development companies.

The program allows for flexible loan structuring. Project size can vary from \$100,000 to over \$1,000,000. If a business wanted to locate

in Abbotsford, or if an existing business wanted to expand, the WBDFC can provide access to large amounts of stable, below prime financing.

ECONOMIC DEVELOPMENT CORPORATION

Understanding that implementation of a downtown revitalization project requires a great deal of coordination and a long-term commitment by downtown merchants, civic leaders and city residents, the Downtown Improvement Committee has taken the first step towards organizing a nonprofit Economic Development Corporation (EDC). Basically, an EDC is an organization established by community residents to provide economic and social benefits for their community. The major difference between an EDC and a traditional business is that their primary purpose is not a return on investment to private stockholders, but rather the expansion of employment, income and ownership among community residents and an improvement in the quality of community life. Although one of the objectives of the Abbotsford Economic Development Corporation will be downtown improvements, it will focus its attention on a community-wide basis.

The underlying motive for initiating a development corporation is to induce private and public investment within the business community of Abbotsford. The operation of an EDC could include business development promotion, planning, management, assistance and coordination. To fulfill these operations, the development corporation should initiate new actions, deal with financial interests, acquire property, and seek physical design solutions where necessary, as well as provide civic services to the community.

A major reason for working through a development corporation is that it has several powers and can serve as a vehicle for managing services not provided by other organizations in the community. Some of its powers include purchasing and selling of real or personal property, entering into contracts, lending money for its corporate purposes and borrowing money. Also, state and federal agencies and other funding sources often recognize this type of organization. For example, the Small Business Administration often implements its programs through local development corporations.

To attain its goals, the development corporation should be represented by community members and professionals that will establish guidelines for community economic development. Community participation is also a primary means of achieving stated goals. Community participation by interested residents insures new ideas and a forum for problem resolution.

LOAN POOL

One potential mechanism for financing downtown improvements would involve the operation of a loan pool. This would require a great deal of coordination and cooperation between the public and private sector. The major advantage of setting up a loan pool is to provide monies for building improvements at a lower interest rate.

A loan pool involves the city and the private lending institutions operating in the city. The city and the lending institutions enter into an agreement where each provides a certain amount of money which is set aside to make loans to eligible applicants. For example, the city might provide 30 percent of the total and this money

would be available at a zero percent interest rate. The private lending institutions, on the other hand, would provide the remaining 70 percent of the total and this money would be available at the current market interest rate. So that the potential borrower could budget appropriately, it would also be advisable that the lending institution guarantee that the interest rate would not be increased for a set number of years. By combining the zero percent interest rate money with the current market interest rate money, the overall interest rate could be effectively lowered for the borrower.

To administer a loan pool program, a committee would have to be organized to review the loan applications to determine eligibility. Committee membership should include one or two people with a strong real estate background, city officials and at least one person from each of the participating lending institutions. While the loan pool committee would review each of the loan applications and site plans, the lending institution would make the final determination of approving or denying the loan. This would be appropriate because the lending institution would service the loan. This would also be advantageous for the city because the lending institutions have the servicing capacity and expertise to administer the loans, whereas the city probably would not. Also, the lending institution would determine appropriate collateral.

There are several sources of funding that the city could utilize to provide their portion of the loan pool. The best source of funds that the city could use would come from Federal Revenue Sharing and/or State Revenue Sharing monies. No restrictions are placed on the use of these funds and how the money is spent is totally up to the discretion of the city.

Two other sources of possible funding would involve using monies from a Community Development Block Grant or an Urban Development Action Grant. Both of these programs are competitive in nature. Project plans must be developed and applications must be submitted to the appropriate agency. In addition to this, if either of these funding sources are used, certain requirements are attached. For instance, project implementation must abide by Davis-Bacon wage rates.

It is important to point out that the money committed to a loan pool program would be recaptured so that it could be utilized again for additional projects. Although the city would not directly make any money on the loan pool program because of the zero percent interest rate, several benefits could be realized. Property improvement through building rehabilitation would improve the city's tax base. Sales may improve due to remodeling or expansion and this could potentially provide additional jobs for community residents.

ECONOMIC DEVELOPMENT ADMINISTRATION

The Economic Development Administration (EDA) was established to promote economic development in areas with high unemployment and low family income problems. It aids in the development of public facilities and private enterprise to help create new, permanent jobs. Some of the activities included in the EDA program include public works grants and loans, guarantees of leases for private industry and of private loans for industrial and commercial facilities, and technical and planning assistance.

As a designated Economic Development Growth Center, Abbotsford would be eligible to apply for grants and loans provided by EDA. Project plans must demonstrate that the project will have a positive economic impact on the area or be consistent with an approved Overall Economic Development Program (OEDP). Some examples of funded projects include infrastructure for industrial park development, revitalization of central business districts, construction of water and sewer systems, repairing streets and roads, and construction of needed community facilities.

Although EDA funding has been cut back in recent years, the program is still functioning and some monies are still available. The long-term future of EDA is uncertain at this time, however, the city may want to investigate its potential of obtaining some EDA monies for some specified project.

TAX INCREMENT FINANCING

In 1975, the Wisconsin Legislature enacted the Tax Increment Finance (TIF) law. The law provided municipalities (cities and villages) with a method of financing municipal projects aimed at promoting development and redevelopment by eliminating blight, rehabilitating depressed areas, and promoting industrial growth. The TIF law permits a municipality to designate an area(s) that is valued at no greater than 5 percent of the municipality's total equalized taxable property value as a tax incremental finance district(s) upon a local finding that at least 25 percent of the area is blighted, in need of rehabilitation, or suitable for industrial sites. The municipality can finance public works and improvements in the

district which promote development by retaining all of the tax revenues received as a result of the new development. All improvements must be made by the municipality in the first five years after creating the district. The municipality can retain the revenues which would go to the underlying taxing districts for up to 15 years after the last improvement is made in the TIF district, thereby making long-term borrowing to fund TIF improvements feasible.

It is important to note that the underlying assumption of the tax increment law is that without the Tax Increment Finance as a vehicle for development, no development would have taken place. The effect of this would be that there would be no increase in property values in the Tax Increment District area (other than the normal economic increases). Therefore, there would be no shift in the relationship between municipalities and no advantage to any municipality.

The City of Abbotsford has taken advantage of the TIF law and has established Tax Increment District boundaries. The TIF areas do not include the downtown area and once established, boundaries cannot be changed. However, in the areas that are included, the city should promote development to take advantage of the TIF benefits. Any new or expanded development in the city would benefit the downtown and the entire community.

APPENDIX A
ABBOTSFORD DOWNTOWN SURVEY RESULTS

QUESTIONS

	<u>RESPONSES</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
1. Do you think that downtown Abbotsford needs improving?	Yes	131	80
	No	20	12
	No Opinion	13	<u>8</u> 100
2. On a scale of 1 to 4, where 1 is low and 4 is high, how would you rank the service in the majority of stores in downtown Abbotsford?	1	4	2
	2	19	12
	3	81	49
	4	60	<u>37</u> 100
3. Using the same scale, how would you rank the merchandise selection in downtown Abbotsford?	1	12	7
	2	59	36
	3	60	37
	4	32	<u>20</u> 100
4. Approximately what percentage of your shopping for goods and services do you do in downtown Abbotsford?	Less than 20%	50	31
	20% to 40%	39	24
	40% to 60%	30	18
	60% to 80%	22	13
	More than 80%	23	<u>14</u> 100
5. What changes, if any, are needed to improve downtown store hours?	Earlier opening time	8	5
	Later closing time	25	15
	Uniformity in store hours	10	6
	Other	1	1
	All of the above	0	0
	No opinion	120	<u>73</u> 100
6. What one evening would you like all of the downtown stores open?	Monday	7	4
	Tuesday	0	0
	Wednesday	9	6
	Thursday	2	1
	Friday	120	73
	Saturday	4	3
	No opinion	22	<u>13</u> 100

QUESTIONS

RESPONSES

FREQUENCY

PERCENT

7. Is parking a major problem for you when shopping downtown Abbotsford?

Yes 22
 No 131
 Sometimes 11

13
 80
 7
 100

8. As I read the following list, please indicate the city or town you visit most often to obtain these goods and services if they apply to you. If your response is Abbotsford, please indicate if the good or service is obtained in the downtown or elsewhere in the city. * F-Frequency P-Percent of Total

	ABBOTSFORD DOWNTOWN		ABBOTSFORD ELSEWHERE		MARSHFIELD		DID NOT APPLY		OTHER	
	F	P	F	P	F	P	F	P	F	P
Children's Clothing	25	15	7	4	45	27	78	48	9	6
Work Clothing	40	24	9	6	57	35	46	28	12	7
Dress Clothing	52	32	12	7	76	46	--	--	24	15
Medicine/Prescription Drugs	137	83	1	1	13	8	5	3	8	5
Fabric and Sewing Goods	28	17	51	31	12	7	69	42	4	3
Garden and Nursery Supplies	27	16	84	51	14	9	34	21	5	3
Books	10	6	28	17	35	22	84	51	7	4
Hobby/Toy Supplies	22	13	43	26	36	22	52	32	11	7
Shoes	80	49	10	6	56	34	--	--	18	11
Bakery Goods	--	--	131	80	--	--	31	19	2	1
Laundry and Dry Cleaning	--	--	84	51	3	2	71	43	6	4
Athletic Goods	16	10	19	11	42	26	77	47	10	6
Auto Supplies	74	45	52	32	9	5.5	20	12	9	5.5
Barber/Hairdresser	86	52	26	16	4	3	23	14	25	15
Jewelry	12	7	70	43	24	15	56	34	2	1
Florist	--	--	128	78	3	2	29	17	4	3
Banking and Financing	71	43	73	45	3	2	--	--	17	10
Furniture	63	38	9	6	31	19	47	28	14	9
Hardware	101	61	52	32	6	4	4	2.5	1	.5

*To analyze Question 8 in a more effective manner, the final results were reorganized to indicate only five categories of cities or towns where the majority of shopping for goods and services was completed. The less visited communities were added together and the data for those cities is listed in the "Other" category. This does not imply that these cities play a less important role in the market structure of Abbotsford. The intent was only to make the analysis of the data more manageable and meaningful.

QUESTIONS

9. What type of new businesses are needed in Abbotsford?*

<u>RESPONSES</u>	<u>FREQUENCY</u>	<u>RESPONSES</u>	<u>FREQUENCY</u>
Clothing (Children's)	17	Book Store	4
Hobby/Crafts	12	Clothing (Women's)	3
Youth Oriented Businesses (i.e., roller rink, dance hall)	11	Shoe Store	3
Clothing (General)	10	Hardware	2
Discount/Variety Store	9	Music Store	1
Fast Food Restaurant	6	Fabric Store	1
Athletic/Sporting Goods	6	Clothing (Uniforms)	1
Clothing (Men's)	5	Lumber	1
Bakery	5	Farm Equipment	1
Pizza Parlor	5	Barber Shop	1
Industrial/Factories	5	Auto Repair	1
Grocery	5	Dentist	1
Department Store	4	Truck Wash	1
		No Opinion	71

*Respondents had the opportunity to list several businesses if they desired. Therefore, the total response is greater than the 164 surveys conducted. Percentages were not computed for the same reason.

10. From the following list I read, do you feel any of these items inhibit or hamper shopping in downtown Abbotsford? (only the "yes" answers are indicated)

<u>RESPONSES</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Poor window displays	22	13
Crowded store interiors	30	18
Dilapidated buildings	51	31
Poor condition of sidewalks	57	35
Lack of variety	94	57
High prices	75	46
Insufficient advertising	17	10
Lack of special sales events	38	23

11. What one or two improvements would most benefit the downtown area in Abbotsford?*

<u>RESPONSES</u>	<u>FREQUENCY</u>	<u>RESPONSES</u>	<u>FREQUENCY</u>
General clean up	6	Increase advertising	1
Remodel/improve storefronts	18	Improve window displays	1
Sidewalk repair	18	Increase sales events	1
Eliminate angle parking	14	Mall development	1

cont'd

QUESTIONS

<u>RESPONSES</u>	<u>FREQUENCY</u>	<u>RESPONSES</u>	<u>FREQUENCY</u>
Increase parking	3	Increase recreation opportunities	2
Street repairs	3	Sporting goods store	1
Off-street parking for buses	2	More children's movies at theater	1
Fill vacant buildings	5	Grocery store downtown	3
Parking in back of stores	1	Fabric store	1
Utilize back entrances	1	Department store	1
Better service by clerks	2	Increase clothing variety	2
Increase number of businesses/variety	39	Bakery	1
Increase youth entertainment	2	Office supplies	1
Increase promotional activities in downtown	2	Longer banking hours	1
Lower prices	7	No opinion	55

*Respondents had the opportunity to list several improvements if they desired. Therefore, the total response is greater than the 164 surveys conducted. Percentages were not computed for this reason.

<u>RESPONSES</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
0 - 5 years	35	21
6 - 10 years	33	20
11 - 20 years	36	22
More than 20 years	60	37
	<u>100</u>	<u>100</u>

<u>ABBOTSFORD SURVEY</u>			<u>ABBOTSFORD (1980 CENSUS)</u>		
	<u>Frequency</u>	<u>Percent</u>		<u>Frequency</u>	<u>Percent</u>
16 - 20	7	4	16 - 20	136	9
21 - 30	30	18	21 - 29	273	19
31 - 50	59	36	30 - 54	441	30
Over 50	68	42	Over 55	616	42
<u>TOTAL</u>	<u>164</u>	<u>100</u>	<u>TOTAL</u>	<u>1,466</u>	<u>100</u>

<u>14. Gender</u>		<u>Male</u>	<u>Female</u>	<u>TOTAL</u>
		51	113	164
		31	69	100

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