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Tribune Building Project

The Tribune Building Project is a unique opportunity where all residents in south Wood County area (SWCA) are welcome and encouraged to participate in the decision making process for reprogramming and redesigning the Tribune Building.

The project began in 2012, when Incourage Community Foundation purchased the Daily Tribune Building, a large historic property along the Wisconsin River in downtown Wisconsin Rapids. This project is an extension of the organization’s long-term commitment to resident engagement efforts guided by the principles of equity, inclusion and opportunity in SWCA.

To help facilitate the process for idea gathering and decision-making, Incourage hired Concordia, a unique design firm from New Orleans, whose work focuses on resident-led, resident-centered design and development.

The Tribune Building Project will utilize the Nexus Model, which focuses on six Domains; physical, economic, organizational, cultural, educational and social. Obtaining knowledge about these Domains in SWCA will give critical insight to create a plan that addresses future revitalization efforts.

A resident-centered, resident-led design process entrusts decision making to the community and invites everyone to participate as stakeholders. It requires more time, effort and resources than unilateral decision making, but results in a democratically designed plan, that the community takes ownership of. This process also encourages partnership with local contractors and use of local resources while respecting history and culture—an important commitment that Incourage and Concordia both share.

This profile provides a snapshot of the history and present conditions of SWCA, Wisconsin Rapids, and the Tribune Building.
Community Context
South Wood County Area

The Tribune Building Project seeks to celebrate the history, culture, and geographic assets of the entire south Wood County area. We hope this building serves as a resource and gathering space that is welcome to all community members in the region. In order to create the most responsive and appropriate program and design for the space, this profile seeks to share information based on a variety of scales and perspectives. Therefore, the following must all be considered:

South Wood County Area: The geographical region can be defined to include municipalities of Biron, Cranmoor, Grand Rapids, Nekoosa, Pittsville, Port Edwards (Town and Village), Rome (Adams County), Rudolph (Town and Village), Saratoga, Seneca, Sigel, Vesper, and Wisconsin Rapids. Each municipality contributes important assets and resources that help define our collective community identity.

Wisconsin Rapids: In addition to more broadly understanding the geographic scope of our area, it is important that we consider the Tribune Building site and its immediate surroundings. Understanding this more focused scope can help decision-makers think about this site as a connecting resource to other important assets. The area is defined by its proximity to the Wisconsin River, bike trails and walking paths, local retail shops and businesses, the mall, and a wide range of other local resources.
Community Context

Vital Signs 2013

Demographic information illuminates the challenges faced by residents of the south Wood County area and underscores the need for thoughtful problem-solving when reprogramming the Tribune Building. There will be many variables to consider when deciding the uses for the building, but we should not lose sight of the challenges faced by the entire region. Here are some at-a-glance data points from Vital Signs 2013:

South Wood County Area
(Source: COWS 2013)

- **POPULATION:** 45,741
- **Share of Population OVER 60:** 20.1%
- **DECLINE in persons UNDER 29:** 11% (period from 2000--2010)

Wood County
Includes most recent and best available data as of June 2013 (COWS 2013, 3, 8, 18)

- **UNEMPLOYMENT:** 6.6%
- **BUSINESS STARTS:** 257
- **TOP INDUSTRY:** 20% of employment is in Manufacturing
- **WOMEN** comprise 52% of the labor force
- **SELF-SUFFICIENCY WAGE** with benefits for one adult supporting two children: $24.79 per hour, or $4,363 per month.

- **K-12 ENROLLMENT:** 7,107 (2012-2013 school year)
- **ENROLLMENT DECLINE:** 18% (period from 2000--2012)
- **Student DIVERSITY** (non-white): 12% (In 2007--2011)
- **Workers COMMUTING 25+ miles:** 35% (In 2010)
- **SAFETY:** less than 20 violent crimes per year (from 2007-2011)
- **United Way VOLUNTEER HOURS:** 193,000 (in 2012)
- **Voter PARTICIPATION:** 78.3% of SWCA registered to vote in the 2012 presidential election

Please see Vital Signs 2013 for detailed data points that will be helpful to the decision making process. Report can be found at incouragecf.org or requested by calling 715.423.3863.
Community Context
A Brief Regional History

Settlement (1830-1900)

Long before the arrival of settlers, the HoChunk people enjoyed hunting, gathering, and cultivating the abundant natural resources surrounding the Wisconsin River. The powerful flow of the river provided convenient access, which attracted fur traders who traveled from as far away as Canada. In the early 1800’s several trading posts were established in SWCA. Pointe Basse, near present day Nekoosa, was the site of a trading post and inn built by the Wakely family who arrived in 1837. Eventually, the incredible resource of the Wisconsin River lured many into starting permanent settlements along its shores.

Due to the intersection of two natural resources: the Wisconsin River and a plentiful timber supply; the towns of Grand Rapids and Centralia flourished. “It was not until 1900 that “Grand Rapids” on the east and “Centralia” on the west banks of the Wisconsin River, consolidated, and not until 1920 that its name became “Wisconsin Rapids.”

The city developed around sawmills and woodworking plants. The first wood pulp mill on the Wisconsin River, “The Pioneer Pulp Company,” was started in Centralia around 1884. The first paper mill on the river, “The Centralia Waterpower and Paper Company,” was started three years later, and hence, the birth of the “Wisconsin River Valley” paper industry. In the first decades of the 20th century, Wisconsin Rapids slowly emerged “from a rough lumber town into a small industrial city of more than average beauty.”

Downtown transformed from a swamp of wooden structures into a modernized business district made of brick and stone; streets were paved, swamps drained, and a streetcar line to Nekoosa was built. This development provided the region a stable base on which to build a robust industrial economy. Port Edwards and the village of Biron also developed and grew adjacent to the rich resources of the Wisconsin River. The success of the local paper industry strengthened the regional economy throughout most of the 20th century, even during the Great Depression. With the addition of farming and cranberry growing and processing, SWCA enjoyed a very high level of prosperity and stability.

Recent History

In the late 1990’s the regional economy drastically changed. In SWCA, the decline was sudden and steep. The locally owned mill, Consolidated Papers Inc., was sold to a multinational corporation and downsized.

Changes in mill ownership ended a tacit social arrangement where the company provided leadership and philanthropy to the local community. At the same time, a surplus of cranberries drove prices down, and subsequently many farmers went out of business.

Following a century of prosperity, SWCA faced the reality that it was no longer insulated from the global economy.

Within the last 30 years, SWCA experienced a shift in the cultural make-up of the community. “Many Lao Hmong war refugees resettled in the U.S. following the communist takeover of Laos in 1975. Hmong refugees first began settling in Wisconsin in the late 1970s.”

The Hispanic population in Wisconsin Rapids has grown to nearly 3%. SWCA entered the 21st century with a much more culturally rich and diverse population than in the previous century and the trend toward broader diversity continues.

References:
1. A Short History
2. City of Wisconsin Rapids Website
3. A Short History
4. FSG 24
5. Wisconsin Historical Society
6. Census Viewer
Community Context
An Adaptive Community

Incourage Community Foundation believed that the key to economic recovery and community revitalization was to expand and diversify civic leadership, bringing in residents who had never viewed themselves as having social standing or influence. The community foundation envisioned a new program that developed leadership skills among a broader group of residents.

Expanding civic leadership was one of the most important principles underlying the Community Progress Initiative (CPI), 2004-2008. Previous culture had supported closed-door decision making by a small group of elites, CPI invited anyone and everyone in the region to participate in planning and problem-solving forums.

To engage and equip new leaders, the community foundation launched Advanced Leadership Institute (ALI) in 2005 with funding from the Ford Foundation. This effort continues and has become central to Incourage’s work. Graduates of ALI have changed not only the face of civic leadership in central Wisconsin, but also the practice and the ethic of community problem solving.

ALI was designed to address this dilemma: diversifying the leadership base results in inefficient problem-solving. There are three keys to overcoming this. First, the people involved in community decision making learn to understand, respect, and trust one another, even when they have diverse perspectives or backgrounds. Second, these players develop the skills to find creative, workable solutions, especially for issues where residents disagree on the nature of the problem or the way forward. And third, they learn to pay attention to the common interests of all residents as they do to their own personal interests.

ALI also emphasized networking and new connections focusing on the issues that underlie trust and mistrust, especially when people come from different ethnic groups, age cohorts, communities, or social or economic classes. At the same time, participants were trained in how to navigate conflict and build trusting relationships.

This process generated new levels of trust, even among participants who came into the training believing that they had little in common.

In many ways ALI provided a previously unavailable opportunity for people from across the region to have honest, in-depth conversations about the psychological, political and cultural dynamics that were undermining the recovery that everyone wanted.

Outcomes:
- Speak Your Peace, the Civility Project
- Community Survey which resulted in four priority areas: a strong economy; opportunities for young adults and families; openness to new ideas and change; and nature and recreation
- Workforce Strategies: reskilling workers to fit employers needs
- One-on-One Conversations: building trust and relationships
Community Context

What the Community Says

Summary of Key Findings from the Community Vision Survey
Survey of SWCA residents conducted April 2012 (Edge, 9)

Is this a ghost town?
- Residents feel competing emotions - hopefulness tinged with skepticism.
- Uncertainty looms large, both for the community and their personal lives.
- All signs point to a community ready for change.

Public Priorities are Clear
- Worry about jobs and unemployment dominate the landscape. Any planning efforts need to address these issues first and foremost.
- Opportunities for young people are a key component, as part of the solution and as an indicator of the community’s overall health.
- Community assets and quality of life are values to be protected – into the future.

Leadership & Dialogue Needed
- Residents are looking for stronger leadership.
- Confidence is lacking all around, and particularly in elected officials and the business community.
- Diversity of voices are needed, and residents want to be part of the solution but can’t be expected to drive the process.

Advice for Engagement
- Collective vision for the future involves a diverse economy, while protecting the way of life people appreciate today.
- Tough choices may be required to see more economic activity, without losing the small-town character of this community.
- Residents are primed for activation, but need to be inspired as well as engaged. Leaders may have a positive story to tell and need help spreading the word.

<table>
<thead>
<tr>
<th>Strong Economy</th>
<th>Opportunities for Young Adults &amp; Families</th>
<th>Open to New Ideas &amp; Change</th>
<th>Nature &amp; Recreation</th>
</tr>
</thead>
</table>
While regional information provides broad context to the Tribune Building Project, knowledge about the history of the Tribune Building itself, as well as its immediate surroundings in downtown Wisconsin Rapids, is also crucial to the engagement process.

The Tribune Building is located along the west bank of the Wisconsin River, in Downtown Wisconsin Rapids. To the northwest of the building site is an empty city-owned parcel that currently has no determined use. Further northwest is the Centralia Center – a senior center and community theater, that was formerly a Walmart – and the Rapids Mall.

The southeast edge of the site is bordered by the western bank of the Wisconsin River, which separates the Tribune Building from the eastern half of downtown. The northeast edge of the site abuts a parking lot that sits adjacent to the river and Grand Avenue. To the southwest of the site, along the river, is First Moravian Church.
Tribune Building Details

History

The Daily Tribune newspaper was founded by William F. Huffman Sr. in 1914. The original name of the publication was Wisconsin Valley Leader which changed in 1920 to Wisconsin Rapids Daily Tribune. Mr. Huffman “believed firmly in the role of educated and activist citizens in a democratic government,” and he was immensely generous and civic-minded.¹

The Tribune Building, designed by Rowland & Associates, opened in May of 1960. At its peak of success, the afternoon daily paper published eight full sections and enjoyed a paid circulation of 14,000 – a high mark for a regional population of about 40,000.

The Tribune Building also housed two radio stations: WFHR and W103. Listeners turned to programs such as Kaffee Klatsch for ideas, community controversies, and public information.²

In 2012, Daily Tribune Media decided to move to an office that better suited their needs, and began looking for a buyer. Incourage Community Foundation purchased the building in December of 2012, ready to facilitate a community-led reprogramming process.

¹ Ryan
² Incourage, Tribune Tour 4
Tribune Building Details

First Floor Plan

- 1,188 st
- 4,476 st
- 3,602 sf
- Bathrooms and Stairs 785 sf
Tribune Building Details
Second Floor Plan

Total Square Feet: 4,656 st
1,188 st

3,602 sf

Bathrooms and Stairs 785 sf
Tribune Building Details

Third Floor & Roof Plan

860 sf
Over the past 30 years Concordia has focused on the development of an integrated community planning and design strategy called Nexus.

The core principle of Nexus Planning is systemic alignment; it is a formula for envisioning the organs of a city or region through a system of six Nexus Domains. These Domains provide a framework for organizing and understanding a community’s most vital assets and needs.

We are using this model to map SWCA’s assets in order to understand what community needs are being fulfilled, and what might be missing.

On the following pages are lists of Nexus Assets in SWCA and Wisconsin Rapids. Because Nexus Domains overlap, several of the same institutions or organizations will be listed in more than one category. This list will be augmented and revised during the Tribune Building Project engagement process.
Nexus: Physical Domain
Community Assets

The Physical Domain includes the community’s built and natural resources, such as structures, highways, electronic communications infrastructure, as well as parks, ecology, and recreation areas.

There are several parks within or near Downtown Wisconsin Rapids. The Ahdawagam bike trails run through Wisconsin Rapids; the Red Trail passes right by the Tribune Building. Of course, the biggest physical asset is the Wisconsin River, which anchors downtown and runs directly adjacent to the Tribune Building.

SWCA Natural Resources & Parks
Ahdawagam Bike Trails
Dexter Co. Park
Deer Trail Park Campground
Grand Rapids Lions Park
Lake Wazeecha
NewPage Corp Cera Park
Nepco Lake County Park
Nepco Lake
North Wood County Park
Owl Creek Fen Savana State Natural Area
Powers Bluff Co. Park
Red Oak Bottoms State Natural Area
Ripple Creek Park
Sandhill State Wildlife Area
South Wood County Park
Wisconsin River

Wisconsin Rapids Parks
ACT Playground
Demitz Park
Gaynor Park
Hanson Park
Legion Park
Lyon Park
Mead Field
Robinson Park
Sandlot Park
Witter Field
Veterans Park

Downtown Bridges
Riverview Expressway Bridge
Grand Ave Bridge
Jackson St Bridge

SWCA Highways
13, 34, 54, 66, 73, 80, 173, 186
Nexus: Economic Domain
Community Assets

The Economic Domain encompasses programs that balance all forms of financial, human, and environmental capital, including banks, accountants, shopping areas, public employment services, and regional employment hubs.

SWCA
Domtar
ERCO Worldwide

Wisconsin Rapids
Accounting Plus
Corenso North America
EEC Corrosion
Fey Printing
H&R Block
Key Savings Bank
Mariani Packing
Ocean Spray
Opportunity Development Centers
NewPage Corporation
Rapids Mall
Renaissance Learning, Inc.
Solarus
Trading Post, LLC
Wisconsin Job Center
WoodTrust Bank
Economic Domain

- Corenso North America
- Rapids Mall
- NewPage Corp.
- Wisconsin Job Center
- Trading Post, LLC
- Wood Trust Bank
- Solarus
- Renaissance Learning

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Tribune Building Project
Community Profile

Trading Post, LLC
Rapids Mall
NewPage Corp.
Wisconsin Job Center
Renaissance Learning
Nexus: Organizational Domain
Community Assets

The Organizational Domain contains groups of all types, ranging from family units to specialty clubs; city and county school boards, special interest groups, and other private, civic and political entities. These are the mechanisms through which community issues are deliberated and programs are implemented.

SWCA:
Biron Municipal Building
Grand Rapids Municipal Building
Nekoosa City Office
Nekoosa Police Department
Pittsville Community Hall
Port Edwards Municipal Building
Public Libraries-Nekoosa, Pittsville, Rome, Vesper
Rome Municipal Offices
Vesper Community Center

Wisconsin Rapids:
Boys and Girls Club of Wisconsin
City of Wisconsin Rapids Fire Prevention
 Corrections Department
County Jail
Heart of Wisconsin Chamber of Commerce
Incourage Community Foundation
McMillan Memorial Library
Wisconsin Rapids City Hall
Wood County Extension
Wood County Courthouse
Wood County Health Department
Wood County Sheriff’s Department
Organizational Domain

- Tribune Building
- City Hall
- Wood County Finance
- Wood Social Services Department
- McMillan Memorial Library
- Wood County Health Department
- Incourage Community Foundation
- Boys & Girls Club of Wisconsin
- Heart of Wisconsin Chamber of Commerce
- City of Wisconsin Rapids Fire Prevention
- Corrections Department
- City of Wisconsin Rapids Police Department

Tribune Building 0.25 mi radius
Tribune Building 0.5 mi radius
Nexus: Cultural Domain
Community Assets

The Cultural Domain consists of programs and artifacts related to individual and collective values, including ethnic, religious, historical, and aesthetic diversity, as well as entertainment and community life.

**SWCA:**
- Alexander House
- Bethany Church
- Bethlehem Lutheran Church
- East Nekoosa Church
- Good Shepherd Lutheran Church
- Historic Point Basse
- Moravian Church-Rudolph
- Nekoosa United Church Christ
- New Rome Community Church
- River Cities Christian Church
- Sacred Heart of Jesus Church
- Saint James Catholic Church
- Saint John's Lutheran Church
- Saint John's Lutheran Church
- Saint Philip's Church
- Trinity Lutheran Church
- Veedum Moravian Church

**Wisconsin Rapids:**
- Arts Council
- Baker Street Community Church
- Boys and Girls Club of Wisconsin
- Central Wisconsin Cultural Center
- Cornerstone Community Church
- First Congregational Church
- First Moravian Church
- Grace Lutheran Church
- Marian Center for Peace
- McMillan Memorial Library
- Performing Arts Center of Wisconsin Rapids
- Rogers Cinema
- Saint Lukes Lutheran Church
- Saint John the Evangelist Church
- Saint Lawrence Church
- South Wood County Historical Museum
- SS Peter and Paul Catholic Church
- Wisconsin Rapids City Band
- Wisconsin Rapids Community Theatre
- Wisconsin River Papermaking Museum
- Woodlands Church
Nexus: Educational Domain
Community Assets

The Educational Domain includes all learning assets: prenatal clinics, Pre-K-12 schools, post-secondary schools, workforce training, and lifelong learning.

**SWCA:**
- Alexander Middle School
- Humke Elementary School
- John Edwards High School/Middle School
- Nekoosa Academy
- Nekoosa High School
- Niikuusra Community School
- Port Edwards Elementary School
- THINK Academy
- Vesper Community Academy

**Wisconsin Rapids:**
- Assumption High School
- Assumption Middle School
- East Junior High School
- Grant Elementary School
- Grove Elementary School
- Howe Elementary School
- Immanuel Lutheran School
- Lakeland College
- Lincoln High School
- Mead Elementary Charter School
- Mid-State Technical College
- Our Lady Queen of Heaven School
- River Cities High School
- St. Paul's Lutheran Church and School
- St. Vincent de Paul Elementary School
- Washington Elementary School
- Wisconsin Rapids Public Schools
- Wisconsin Rapids Area Middle School
- Woodside Elementary School
Nexus: Social Domain
Community Assets

The Social Domain includes all aspects of well being, such as programs related to health and human services.

Healthcare:
- Advantage Home Care
- Aspirus Doctors Clinic
- Innovative Services
- Marshfield Clinic Wisconsin Rapids
- Ministry Health Care
- Rapid Rehab LLC
- Riverview Hospital
- Stoiber Healthcare Massage Therapy
- VA Wisconsin Rapids Clinic
- Planned Parenthood Health Center
- Wood County Health Department

Social Services:
- Aging & Disability Resource Center
- Career Closet
- Family Center Inc.
- Habitat for Humanity
- Lowell Center
- Lutheran Social Services
- South Wood County YMCA (Port Edwards)
- South Wood County YMCA (Wisconsin Rapids)
- United Way of Inner Wisconsin
- Wood County Child Support
- Vocational Rehabilitation Office
- Wood County Human Services
- Wood County WIC Program
Downtown Plans

Introduction

Understanding the context of the Tribune Building includes understanding the envisioned future for the site as well as downtown as a whole. Over the past two decades, three official plans have largely shared a vision of what Downtown Wisconsin Rapids can become. Although these plans are in no way dictating the future of the Tribune Building, it is beneficial to know what past studies view as important and attainable improvements to the Downtown area, as well as how the Tribune Building and adjacent sites fit into that vision.

Before the regional economic downturn, Downtown Wisconsin Rapids was already in great need of revitalization. The City commissioned the 1995 Wisconsin Rapids Downtown Revitalization Plan that recommended a list of improvements for the public and private sectors to bring pedestrians into Downtown and the Riverfront. The plan sought to preserve and emphasize Wisconsin Rapid’s history. Some recommendations were adopted, including a Tax Increment Financing District (TIF), which raises funds for Downtown improvement and investment. A technology campus was planned to help diversify the regional economy, and a Downtown wayfinding system was implemented.

In 2007, a new plan, Ahead of the Current, was commissioned which built upon and updated the recommendations of the 1995 plan. This plan included strategies for implementation, funding sources, and prioritized projects; it recommended prioritization of the area around the Tribune Building.

The 2009 Downtown Waterfront Plan, focused on architectural and urban design in the core of Downtown closest to the River. It provided detailed graphics envisioning the possible future of Downtown Wisconsin Rapids, and built off the recommendations of both the 1995 and 2007 plans. It also recognized great potential for the Tribune Building and the adjacent parcels as a central gathering space for the city.
The Wisconsin Rapids Downtown Revitalization Plan laid out a comprehensive strategy for renewing downtown Wisconsin Rapids by stimulating new investment in under-utilized and blighted areas in the Central Business District. The plan was comprised of several public projects that would serve as catalysts for development, including:

- Creation of a Downtown wayfinding system;
- Enhancement of primary and secondary intersections;
- Preservation of riverfront drives;
- Establishment of an historic preservation zoning overlay district; and
- Improvement of bicycle and pedestrian access.

These projects would be tied to incentives for high quality infill development and the revitalization of existing buildings. The plan called for the establishment of an organizational framework to lead the effort.

The plan recognized that the Wisconsin River park system is a tremendous asset for the community due to its historical significance, tourism opportunity, aesthetic beauty, and recreation potential.

For the city to take advantage of this resource, the plan called for enhancements to improve access to the river, making it an exciting focal point of Downtown. Other improvements included lighting, benches, walkways, overlooks, and the establishment of water-oriented activities such as boating, fishing, and waterfront dining.

The plan also contains a parking needs analysis that includes recommendations.

Plan Outcomes:

- Wayfinding system of signs
- In 2005 the TIF was put in place to help finance redevelopment and revitalization downtown.
2007 Plan
Ahead of the Current
Commissioned by City of Wisconsin Rapids

Ahead of the Current responded to the creation of the Tax Increment District (TID) downtown. The plan outlined 13 broad goals for the Downtown area encompassed in the TID, 35 strategies for achieving these goals, and individual tasks for specific parties. The plan organized these tasks by priority, time frame, and sources of funding.

The plan reiterated much of the vision of the 1995 plan, but included more specifics to help realize that vision. Ahead of the Current critiqued the earlier plan for overlooking the importance of private sector cooperation: “It is not the period street lamps, benches, or wayfinding that brings a downtown back, but a unique feel that such public investments lend to a place, combined with private investments that makes a downtown successful.”

Because many of the main recommendations were never implemented from the 1995 plan, the 2007 plan summarized this task list:

- Increase and unify signage;
- Create gateway feature that provides pedestrian access to Rapids Mall;
- Rehabilitate storefronts;
- Set buildings closer to sidewalks;
- Develop greenways along the Wisconsin River in a more pedestrian manner while preserving natural amenities.

The goals of the plan are to:

1. Provide institutional support.
2. Identify stable sources of funding.
3. Create appropriate regulatory framework for Downtown Revitalization.
4. Maintain downtown as regional employment center.
5. Offer educational opportunities to fill business knowledge gaps.
6. Provide services that assist in building/site selection.
7. Create peer-to-peer mentoring among businesses.
8. Increase the number of people who live downtown.
10. Maintain a regular schedule of downtown activities.
11. Enhance existing and develop new green space.
12. Promote Downtown through a variety of media.
13. Strengthen identity as tourist destination.

Concluding, Ahead of the Current argues that with TID complete, Wisconsin Rapids needs organizational infrastructure to carry out the overall goal of Downtown revitalization.
The *Downtown Waterfront Plan*, like those preceding it, maintained the purpose to “recommend improvements and enhancements to create a unified downtown area for residents and visitors.” The plan serves as a guide to short-term and long-term improvements to the city’s downtown by building on “Wisconsin Rapids’s many strengths: historic character, diversity of retail and service businesses, industry, strong neighborhoods, the Wisconsin River, and beautiful parks and recreational facilities.”

The plan addressed traffic and circulation, streetscape character, public space, public parking, entrances to Downtown, the Downtown Riverfront, redevelopment opportunities, bicycle and pedestrian systems, architectural character, and wayfinding.

This plan recommended a new bike path adjacent to the Tribune Building on 3rd Avenue and Johnson Street. This path would extend to the east and west sides of the river, and go through a waterfront park that sits at the foot of the Tribune Building.

The plan sought to unify “both sides of the river, and strengthen the Downtown’s position as a focal point and destination for the community and the region.” The goal of the plan focused on “enhancing pedestrian connectivity, walkability, diversity, visual appeal, and other elements that will enable the city to retain existing businesses and attract new ones, provide interesting places to live and visit, and create the activity necessary to allow Downtown Wisconsin Rapids to thrive for many years to come.”

Outcomes:
- Road Improvements
- Public Investment
- Lighting of Grand Ave Bridge

1. Schreiber Anderson Assoc., 4
2. Schreiber Anderson Assoc., 4
Resources


