

The Downtown Wisconsin Rapids urban design master plan recommends several wayfinding improvements for the Downtown District that build on the existing signage system. The improvements are intended to develop a more comprehensive wayfinding system that will guide customers and visitors to destinations in the Downtown and around the community. The wayfinding system is intended to serve automobile travelers, pedestrians and bicyclists.

- W1 RAPIDS TRAILBLAZER SIGNAGE SYSTEM**
Implement a Downtown Wisconsin Rapids trailblazer signage system that directs visitors to the district on major arterial streets.
- W2 DOWNTOWN DISTRICT ENTRY FEATURES**
Establish several Downtown District entrance features at the proposed roundabout locations.
- W3 EXISTING DIRECTIONAL SIGNAGE IMPROVEMENTS**
Improvements to the existing wayfinding signage system to direct visitors to key downtown community destinations. Improve readability and visibility of the signs.
- W4 PUBLIC PARKING WAYFINDING SYSTEM**
A system of wayfinding signage that directs customers to public parking areas. New parking lot entrance signs should be located at parking lot entrances and should include the universal parking "P" symbol along with hours of enforcement, maps, etc.

- W5 PEDESTRIAN INFORMATIONAL/DIRECTIONAL SYSTEM**
A pedestrian signage system that includes informational kiosks located at key civic buildings, public parking lots, and along riverfront greenways. These kiosks could include maps identifying key destinations in the Downtown and a place to post information about downtown and community events.
- W6 BICYCLE DIRECTIONAL SYSTEM**
A bicycle directional signage system should be implemented directing trail users to destinations located Downtown and throughout the community. This signage system should be similar to the existing and proposed signs but on a smaller scale. Mileage indicating distances to destinations should also be incorporated for user information.
- W7 INTERPRETIVE SIGNAGE SYSTEM**
An interpretive signage program at key points of interest describing Wisconsin Rapids history and historical events, places, buildings, and natural features of local or regional scale such as the historic Wisconsin River locks and dam, Mead Inn, river ecology, or the abundance of historical buildings downtown.



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