



Design Assistance Request Form

Wisconsin Main Street

Businesses and property owners within designated Wisconsin Main Street districts are eligible for free design assistance from Wisconsin Main Street's downtown design specialist. This assistance focuses on the building exterior, from facades and signage to alley-side improvements. These renderings are full-color, schematic drawings showing recommended changes based on proper renovation principles, taking the owners ideas and budget into consideration. While they are not dimensioned construction documents, they are typically enough for the owner to use to get permits, market the property, or to relay their ideas to an architect or contractor.

Since this service is only available for projects within these designated districts, all requests must be submitted through the local Main Street director. Below is a list of information required for all design requests. Once all of this information is received by the Wisconsin Main Street design specialist, a rendering will be emailed to the owner and the local Main Street director within 2-3 weeks.

Please provide the following to the local Main Street director:

- Owner name(s)
- Owner contact information
- Property address
- Name of businesses(es) currently located within
- Name of future businesses
- Logo of all businesses that will be in the building (if available)
- Photos of building in its current condition (see tips below)
- Brief description (1-2 paragraphs) of owners needs and ideas for the property
- Rough estimate of budget

Photo tips: The design specialist uses these photos as the basis of his renderings

- Include at least one straight-on view showing the entire façade, as well as portions of the adjacent buildings
- If possible, take photos when there aren't any, or are very few cars in front
- Include close-up views of any areas you feel need to be seen in better detail
- Make sure photos are at least 300 KB

See next page for rendering examples



Rendering Examples




BESPOKE
 MARCH 1, 2021



FOND DU LAC, WI
 JOE LAWNICZAK





EAGLE RIVER PET COMPANY
 DECEMBER 12, 2021



EAGLE RIVER, WI
 JOE LAWNICZAK