

# REDEVELOPMENT AUTHORITY

City of Kaukauna  
**Council Chambers**  
Municipal Services Building  
144 W. Second Street, Kaukauna



Thursday, March 06, 2025 at 9:00 AM

## AGENDA

### In-Person in Common Council Chambers, City of Kaukauna

1. Roll Call.
2. Approval of Minutes
  - [a.](#) Amend Minutes from January 9th, 2025
  - [b.](#) Approve Minutes from February 6th, 2025
3. Old Business.
4. New Business.
  - [a.](#) Design Guide
5. Other Business.
6. Adjourn.

## NOTICES

**IF REQUESTED THREE (3) DAYS PRIOR TO THE MEETING, A SIGN LANGUAGE INTERPRETER WILL BE MADE AVAILABLE AT NO CHARGE.**





# MEMO

## PLANNING AND COMMUNITY DEVELOPMENT

To: RACK  
From: Dave Kittel, Director of Planning and Community Development  
Date: 2/26/2025  
Re: Amended minutes for 1/9/2025

The minutes approved at the previous meeting had the incorrect date for the meeting. As approved the meeting date at the top of the minutes was 1/9/2024 and should have been 1/9/2025. The minutes have been updated to reflect this change and need to be approved with the amendment by RACK.

**Recommendation:**

To approve the amended minutes for the 1/9/2025 meeting.



**Redevelopment Authority of the City of Kaukauna**

City of Kaukauna  
**Council Chambers**  
Municipal Services Building  
144 W. Second Street, Kaukauna



Thursday, January 9, 2025 at 9:00 AM

**Minutes**

In-Person in Common Council Chambers, City of Kaukauna

1. Roll Call

Members Present: Karl Kilgas, John Moore, Quin Lenz, Julie Schroeder, Nicci Sprangers, Heather Hayes

Member(s) Absent: Leon Vanevenhoven

Other(s) Present: Director Kittel, AP Nelson

Kilgas made a motion to excuse the absent members. Seconded by Sprangers. The motion passed unanimously.

2. Approval of Minutes

- a. Approve Minutes from November 14, 2024

Kilgas made a motion to approve the minutes from November 14, 2024. Seconded by Schroeder. The motion passed unanimously.

3. Old Business

None

4. New Business

- a. Certificate of Appropriateness – 319 Lawe Street (322040500)

Director Kittel introduced the updated proposal for the façade replacement at 319 Lawe Street. Brick and vinyl are still being utilized for the façade, but some updates were made to the proposal without prior consultation with RACK. The black band separating the cream and dark gray vinyl was moved further up on the building at the recommendation of the contractors to prevent a seam that would ultimately require maintenance sooner and be visually less appealing. Additionally, the cream color was replaced with a gray, and the dark gray color was replaced with a blue. This was done because the original colors would have been on back order for an estimated three to six months, while the new colors were readily available. The owners are requesting a Certificate of Appropriateness for this new design.

Conversation among the RACK members ensued regarding the fact that this update was not brought back before them before construction was started, the change in overall aesthetics brought upon by the movement of the black band and the color alteration of the vinyl, and further clarity on what was approved last time and what was communicated to the applicant. The main concern points were conformity with the surrounding buildings, the lack of communication, and the change in aesthetics.

The applicant explained that there is always a slight difference in colors from the proposal to the final product and that colors can appear differently on a rendering as compared to reality. He stated the “cream” color was always supposed to be a light gray.

Moore suggested that physical color samples be provided in the future. Hayes agreed that accurate colors should be presented.

Sprangers stated that the circumstances were unfortunate, and that the approval was based on the rendering presented. The updated proposal is not in the spirit of the original proposal.

Director Kittel explained that the languages surrounding façade updates is very generalized, and the ordinances are based more on individual opinion than on a standardized procedure. This has led to inconsistency with past approvals and waivers. He stated that the Planning and Community Development Department is currently working on creating points-based design guidelines to prevent issues like this from occurring in the future.

Moore asked Director Kittel for his recommendation. Director Kittel stated that the updated proposal is generally consistent with what was approved and recommended moving forward while also taking action to create more formal guidelines.

Lenz commented that, although he had no opinion on the colors, he found the new placement of the black band to be off putting.

Kilgas made a motion to grant a Certificate of Appropriateness for the updated brick and siding as presented, without the 25% masonry requirement, with one update to the changed proposal: on the front of the building, the gray vinyl siding will go all the way down to the signage. This will bring it past the black band and make it appear more consistent with the original design. Seconded by Lenz. The motion passed unanimously.

## 5. Closed Session

This item was removed from the agenda because staff is still waiting on mortgage documentation.

## 6. Other Business

None

## 7. Adjourn

Kilgas made a motion to adjourn. Seconded by Schroeder. Motion carried unanimously, adjourned at 9:47 a.m.

**Redevelopment Authority of the City of Kaukauna**

City of Kaukauna  
**Council Chambers**  
Municipal Services Building  
144 W. Second Street, Kaukauna



Thursday, February 6, 2025 at 9:00 AM

**Minutes**

In-Person in Common Council Chambers, City of Kaukauna

1. Roll Call

Members Present: Karl Kilgas, John Moore, Quin Lenz, Julie Schroeder, Nicci Sprangers, Heather Hayes, Leon Vanevenhoven

Other(s) Present: Director Kittel, AP Nelson

2. Approval of Minutes

- a. Approve Minutes from January 9, 2025

Kilgas made a motion to approve the minutes from January 9, 2025. Seconded by Sprangers. The motion passed unanimously.

3. Old Business

None

4. New Business

- a. Discussion on design guidelines

Director Kittel introduced the preliminary draft of the RACK design guidelines, to guide the approval process for issuing certificates of appropriateness. He brought up the question of siding colors and asked what RACK would like to see in building facades moving forward.

Moore asked if one of the requirements of the guidelines would be to match adjacent buildings.

Kittel stated that the requirement to match adjacent buildings would be a part of the decision matrix used in the design guidelines document. There is also an opportunity to tie this document directly to city ordinances, which would make it a requirement to follow instead of just RACK’s preference.

Kilgas explained that he preferred the use of earthy tones in keeping with Kaukauna’s historical look. New building materials, however, are coming out every day, so the document will need to be continually adjusted to keep up with advancements in the construction field.

Kittel stated that if someone wants to use a certain material not specifically outlined in the design guidelines, then RACK can discuss it at the time the request is brought forth. The aim is to avoid materials such as old-style corrugated metal.

Moore asked for clarification on if the color requirements outlined in the document would extend to murals.

Kittel stated that murals go through a separate approval process, and these restrictions would not apply to them.

Moore requested that it be clarified in the design guidelines that these restrictions do not apply to murals.

Schroeder asked if flexibility would be allowed for businesses trying to establish a certain brand appearance.

Kittel explained that this document is meant to act as a guide, and that the decision matrix allows for flexibility. He further clarified that these restrictions will not apply to signage, including brand signage.

Hayes asked for clarification on whether these restrictions apply to the interior of a building.

Kittel clarified that these restrictions only apply to the exterior of a property.

Lenz asked how submittals will be graded.

Kittel explained that the decision matrix uses weighted categories to assist in decision making, with the goal being that a proposed project is substantially compliant.

A finalized document will be brought back before RACK for final review and approval.

## 5. Closed Session

- a. Adjourn to Closed Session pursuant to Wisconsin State Statute 19.85(1)(e) to discuss the disposition of public funds – Revolving Loan Fund Documentation for 107 E Second Street.

Kilgas made a motion to adjourn to Closed Session pursuant to Wisconsin State Statute 19.85(1)(e) to discuss the disposition of public funds – Revolving Loan Fund Documentation for 107 E Second Street. Seconded by Vanevenhoven. The motion passed unanimously.

Closed Session entered at 9:22 a.m.

- b. Return to Open Session for Possible Action

Kilgas made a motion to return to open session. Seconded by Lenz. The motion passed unanimously.

Open Session entered at 9:51 a.m.

Sprangers made a motion to proceed with the RACK loan for Fox Valley Meal Prep as presented by Director Kittel. Seconded by Kilgas. Motion passed unanimously.

6. Other Business

None

7. Adjourn

Kilgas made a motion to adjourn. Seconded by Lenz. Motion passed unanimously, adjourned at 9:53 a.m.





# MEMO

## PLANNING AND COMMUNITY DEVELOPMENT

To: RACK  
From: Dave Kittel, Director of Planning and Community Development  
Date: 2/26/2025  
Re: Design Guide

To help facilitate Certificate of Appropriateness (COA) discussions and action staff has created a design guide. This guide helps to show applicants what is preferred in materials, style and color in the commercial districts and explains the process for the granting of a COA and other façade approvals depending on the property/project. This guide is meant to be a living document, as new materials or colors become available or presented to the authority that are liked staff can update the Design Guide accordingly. A decision matrix has been created as well to help in the approval process for a COA. There are 7 categories that are weighted with scoring between 0 and 10 for a total possible score of 100. Each category has been created based on the requirements delineated in the Municipal Code. A 0 would state the project does not meet the requirements, a 7 would state the project meets requirements and anything above a 7 would be an exceeds requirements. A score of at least 70 would show the project is substantially compliant and may meet requirements for approval. Anything under a 70 would show the project is not compliant with requirements and either should be denied or if any exception is granted a unique situation should be clearly stated in any approval.

For additional information that may be of benefit for future reviews for facades below are some links to articles that talk about Wisconsin specific downtown architecture:

[https://wedc.org/laypersons-guide-historic-commercial-building-styles-in-wisconsin\\_trashed/](https://wedc.org/laypersons-guide-historic-commercial-building-styles-in-wisconsin_trashed/)

<https://www.wisconsinhistory.org/Records/Article/CS4166>

### **Recommendation:**

To review the Design Guide and approve the Guide for use in the COA process.



# DESIGN GUIDELINES

# City of Kaukauna Design Guide

## Introduction

The City of Kaukauna is invested in creating a unified look in the municipality. In the Commercial Core District (CCD), an initiative to retain and enhance the historic look of the area is underway with the city’s Renew Kaukauna program. Throughout the other commercial districts, the city has placed facade requirements to help maintain a general look and feel that pays homage to the downtown. To help guide property owners and developers on the process and requirements for facades in the CCD, city staff has assembled this design guide.

*Please Note: These requirements apply specifically to building facades and are not applicable/required for murals or signage.*

## Purpose

To establish guidelines to assist in the approval process for facades on commercial buildings in the commercial districts, specifically the CCD.

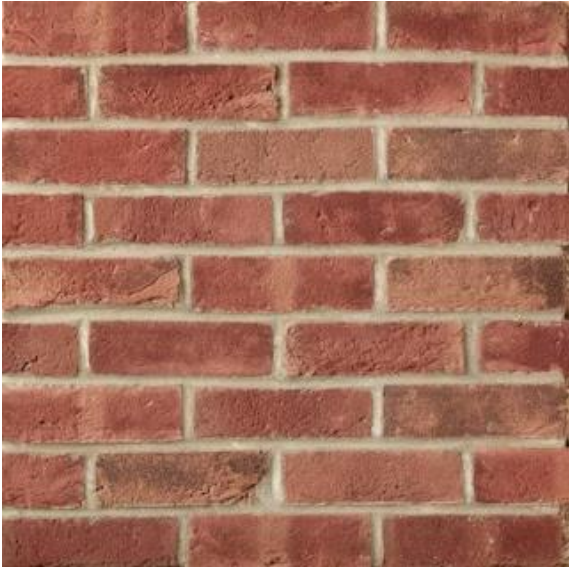
## The Approval Process

The requirements and processes for facades depend on the district the property is located in. This guide is set up for the requirements and processes per local ordinance and may not be applicable to certain areas with covenants. Please see chapter 17.53 of the City of Kaukauna’s Municipal Code for additional information on facade standards. The steps for the approval process are listed below:

1. **Apply for Review:** Include color and materials to be used (sample is preferred). Renderings, elevations, or drawings are requested as well.
2. **Staff Review:** Staff will review the application to ensure that it is completed and no major issues are seen. Staff will prepare a memo on the item and place it on a meeting agenda for the proper review body.
3. **Approval by Proper Body:** If the property is in the CCD a Certificate of Appropriateness (COA) is required and the application is reviewed by the Redevelopment Authority. All other applications for commercial or multifamily districts are reviewed by the Plan Commission.

**Colors**

Masonry should be red, white, or cream. These colors are consistent with what is already in existence throughout the city. See below for examples:



Red Style Brick



White Style Brick



Cream Style Brick

For other materials more variety in color is acceptable, with a preference for natural, neutral colors. Blacks, dark grays, neon, and excessively bright colors are not considered acceptable. Some examples of preferred colors are shown below; however, this is not an exhaustive list of acceptable colors.



**Materials**

Preferred materials:

- Brick
- Stone
- Cement fiber board

Materials that are not allowed:

- Corrugated metal
- Standing seam metal panels or the like

**Examples Of Facades**

313 Dodge Street



139 E Second Street



171 W Wisconsin Avenue



City Hall



SPAR Building





**Decision Matrix**

To help facilitate the decision-making process on facades and provide consistency, a decision matrix has been developed. Ultimately, each project stands alone, and one approval does not necessitate another decision. Any waving of requirements is on a case-by-case basis and dependent on specific criteria related to a location and the surrounding properties. The rating will be based on a ten-point system with a zero meaning that the proposal is not at all in line with these criteria and a ten meaning the proposal exceeds these standards. A seven meets the standards set forth in this document. To obtain a COA, a proposed project should have a minimum score of seventy. If a project with a score less than seventy is approved, it must be specifically stated as to what unique situation exists for that location.

Criteria	Weight	Rating	Notes
<b>Color</b>	1		
<b>Masonry requirements</b>	2		
<b>Materials</b>	2		
<b>Complements adjacent buildings</b>	2		
<b>Cohesive with overall area</b>	1		
<b>Historic or cultural significance of building or site is maintained or enhanced</b>	1		
<b>Views are protected, created, or enhanced</b>	1		
<b>Total:</b>	100		

**Color:** The color is complimentary of the district and not overly bright or out of character for the downtown area.

**Masonry requirements:** For the CCD, facades shall have a minimum of 25% masonry on sides that face a public street. In other commercial districts, facades shall have a minimum of 10% masonry on sides that face a public street. Materials made of vinyl or other synthetic materials that seek to mimic masonry shall not count towards this requirement. Glazed surfaces shall not be included in any calculation of façade materials. This information can be found in Section 17.53 of the Municipal Code.

**Materials:** Masonry shall include brick, stone, brick veneer, stone veneer, or other material similar in nature approved by the Plan Commission. In no instance shall exterior corrugated metal, standing seam metal panels, or the like, be used for any portion of the facade. Preferred materials are masonry, cement fiber board, or similar type products.

**Complements adjacent buildings:** The architectural style, value and significance, and general design arrangement, texture, material, and color of the architectural features of buildings and structures are visually and functionally coordinated with other buildings and structures in the area. Essentially, the look of the project shall be in line with the adjacent buildings, to include color and style.

**Cohesive with overall area:** The scale, orientation, and directional expression of buildings and structures are visually and functionally coordinated with other buildings and structures in the area. Building facades and other appurtenances, such as fences, walls, and landscaping, are coordinated to form cohesive walls of enclosure along streets or other public ways. Activity nodes, such as plazas and arcades, are created, retained, and coordinated.

**Historic or cultural significance of building or site is maintained or enhanced:** Historic architectural details should be maintained such as brick detail like decorative patters, corner stones, projecting cornices, soldier courses etc.

**Views are protected created or enhanced:** Views of the river shall be protected and sought after. If opportunities arise to connect the downtown to the river it should be pursued when possible. Other views include natural beauty, art, and other historic buildings.

