



**AMENDED AGENDA FOR PLANNING COMMISSION
MEETING NOTICE**

A Planning Commission meeting will be held on **Thursday, August 25, 2022 at 5:30 PM**
in the **Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.**

ZOOM MEETING INFO

<https://us06web.zoom.us/j/2708608080?pwd=ZTZ0cmllVEFEb1dzVDNwdi91UHFYQT09>

Meeting ID: 270 860 8080

Passcode: 206751

+13092053325,,2708608080#,,,,*206751# US

ROLL CALL

APPROVAL OF MEETING MINUTES

PUBLIC HEARING

[Public hearing, Section 52-68, to consider the Conditional Use Permit application of Ryan Valentine, to obtain a permit to operate a home business from his residence at 607 East Ave.](#)

Discussion and recommendation related to the request from Ryan Valentine to obtain a Conditional Use Permit to operate a home business from his residence at 607 East Ave.

PUBLIC HEARING

[Public hearing, Sec. 18-129, to consider amendments to land zoned for business or industrial use.](#)

Discussion and recommendation on ordinance amendment for Sec. 18-129.

PUBLIC HEARING

[Public hearing, Sec. 8-1 and 8-61, to consider amendments to Definitions and Housing of farm and exotic animals prohibited ordinances.](#)

Discussion and recommendation on ordinance change for Sec. 8-1 and 8-61, Definitions and Housing of farm and exotic animals prohibited.

PUBLIC HEARING

[Public hearing, to amend Downtown Design Standards volumes 2 and 3 to replace LRPC with Plan Commission.](#)

Discussion and recommendation for Downtown Design Standards amendments

DISCUSSION ITEMS

- A. [Review outdoor facilities ordinance](#)
- B. Comprehensive Plan LRPC and Sub Committee
- C. [Discussion and Recommendation on Public Participation Plan Adopted by Plan Commission](#)

ADJOURNMENT

NOTICE: It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Becki Weyer, City Clerk, at 819 Superior Avenue, Tomah, WI 54660.

MINUTES FOR PLANNING COMMISSION

A Planning Commission was held on **Thursday, July 28, 2022 at 5:30 PM** in the Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI. Bryan Meyer called the meeting to order at 5:30 PM.

ZOOM MEETING INFO

<https://us06web.zoom.us/j/2708608080?pwd=ZTZ0cmllVEFEb1dzVDNwdi91UHFYQT09>

Meeting ID: 270 860 8080

Passcode: 206751

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ROLL CALL

Present: Bryan Meyer, Brian Rice, Eric Prise, Tina Thompson, and Adam Gigous.

Absent: Mike Murray and John Glynn.

APPROVAL OF MEETING MINUTES

- A. Motion made by Prise, second by Thompson to approve previous months minutes. All ayes.
Motion carried.

DISCUSSION ITEMS

- A. Certificate of Appropriateness for WWTC sign was discussed.
Motion made by Thompson, second by Gigous to approve the Certificate of Appropriateness for WWTC. All ayes. Motion carried.
- B. Discussion and recommendation on setting the bond amount for an upcoming house move to 209 W Benton St.
Discussion on appropriate bond amount. Owners were present to answer questions.
Motion made by Prise, second by Rice for a bond amount of \$10,000. Motion carried with one negative vote (Thompson).
- C. Discussion on amending our current ordinance to retitle and redefine the Industrial Development Fund to fit the City of Tomah goals for economic development.
Plan Committee agreed that Tomah does need an Economic Development fund. Discussion on having Plan Committee and LRPC both review the use of funds if it pertained to an industrial property.
- D. Discussion on amending our current ordinance to give the Plan Commission the authority to review the permit applications for "Shipping Containers" to be used for accessory structures in Industrial zoned districts.
Plan Committee are ok with ordinance change. Bring back in ordinance format in August.
- E. Discussion on amending our current ordinance to allow farm animals on properties zoned A-1 Agricultural District.
Discussion on the definition of livestock and how the City of Tomah will define it. Bring back at August meeting.

ADJOURNMENT

STAFF COMMITTEE PREPARATION REPORT
August 25th, 2022

Agenda Item: Request from Ryan Valentine to obtain a Conditional Use Permit to operate a home business from his residence at 607 East Ave.

Summary and background information: Applicant wishes to sell firearms from a single family home (Primarily Internet Sales and transfers). The current use of the property is a residential single family home. Home occupations are listed as a conditional use in Residential Zoned Districts.

Article 3-Conditional Uses

Sec. 52-80. - Residential uses.

The following residential and quasi-residential uses shall be conditional uses and may be permitted as specified:

The following special provisions shall be complied with (see schedule of regulations, section 52-40):

c. Home occupations and professional offices in the R-1, R-2 and R-3 residential districts.

Sec. 52-14. - Definitions.

Home occupation means a business, occupation or trade that is conducted by a fulltime occupant of a dwelling unit as an accessory use to the principle use of such dwelling unit for dwelling purpose and where the public comes to purchase or sell items or deliveries are made by private companies and the address is used for advertising the business.

Recommendation: Based on review of the application the I recommend approval of the Conditional Use Permit with the following conditions:

1) No signage onsite

Shane Rolff

Zoning Administrator

8/18/22

Date

City of Tomah
CONDITIONAL USE APPLICATION

APPLICANT

Applicant Name: Ryan Valentine
Address of Conditional Use Request: 607 East Ave., Tomah
Owner of Site: Ryan Valentine

DESCRIPTION OF THE SUBJECT SITE

- (1) Legal Description: Residential single family home
- (2) Present Zoning Classification: R-1 Single family residential district
- (3) Description of Existing Use Including Structures if any: Currently used as a single family home with 2 personal use garages
- (4) Describe Reason for Requesting a Conditional Use Permit: To acquire a federal firearms license and conduct online or business (non-retail) from residence

ATTACHMENTS

- (1) Plat Plan Drawn to Scale
- (2) Names and Addresses of All Owners of Properties within 200 Feet of subject property. (City shall provide)
- (3) Fee Receipt in the Amount of \$125.00 from the City Treasurer

CERTIFICATION

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Ryan Valentine 607 East Ave., Tomah WI 54660 07/21/2022
Applicant Signature Address of Applicant Date

CITY OF TOMAH PLAN COMMISSION
STAFF COMMITTEE PREPARATION REPORT
July 28th, 2022

Agenda Item: Discussion on amending our current ordinance to give the Plan Commission the authority to review the permit applications for “Shipping Containers” to be used for accessory structures in Industrial zoned districts.

Summary and background information: Current ordinance states the Building Inspector shall review the applications for safety and aesthetics.

Secs. 18-98—18-122. - Reserved.

ARTICLE V. - SUBSTITUTE BUILDINGS

Sec. 18-129. - Lands zoned for business or industrial use.

(a) *Permit required.* No person shall place, erect, maintain or use in the city upon lands zoned business or industrial any shipping container, wagon, motor vehicle, railroad car, trailer, semi-trailer, truck or similar conveyance for the purpose of storage, warehousing or as the location for the operation of any business without a permit. This section shall specifically not apply to the temporary parking of any of the above while engaged in the loading and unloading of cargo and merchandise.

(b) *Application; fee; issuance; term.* Upon receipt of the appropriate application as provided by the city, plus a nonrefundable fee per unit in the amount established by the city council, the ~~building inspector~~ **Plan Commission** may issue a permit as required in this section. Each permit is valid from January 1 or the date of issuance until the following December 31.

(c) *Display of permit.* The permit shall be displayed on the unit in a location readily viewable by the public.

(d) *Safety and aesthetic requirements.* No permit shall be issued under this section unless the unit meets the safety and aesthetic requirements as determined by the ~~building inspector~~ **Plan Commission**. Vertical stacking of shipping containers or similar conveyances shall not be permitted. Such shipping containers or similar conveyances shall be kept in good repair and condition so as not to constitute a nuisance or unsightly condition.

Recommendation: Discuss the proposed amendments.

Shane Rolff
Zoning Administrator/Building Inspector

7/25/22
Date

ORDINANCE NO. _____

**Ordinance Amending Sections 18-129 (b) and (d) of the City of Tomah
Municipal Code**

The Common Council of the City of Tomah, Monroe County, Wisconsin, do ordain as follows:

SECTION ONE: Sections 18-129 (b) and (d) are hereby amended to read as follows:

(b) *Application; fee; issuance; term.* Upon receipt of the appropriate application as provided by the city, plus a nonrefundable fee per unit in the amount established by the City Council, the Plan Commission may issue a permit as required in this section. Each permit is valid from January 1, or the date of issuance, until the following December 31.

(d) *Safety and aesthetic requirements.* No permit shall be issued under this section unless the unit meets the safety and aesthetic requirements as determined by the Plan Commission. Vertical stacking of shipping containers or similar conveyances shall not be permitted. Such shipping containers or similar conveyances shall be kept in good repair and condition so as not to constitute a nuisance or unsightly condition.

SECTION TWO: All ordinances in conflict with the foregoing are hereby repealed.

SECTION THREE: This ordinance shall take effect upon passage and publication.

Michael Murray, Mayor

ATTEST:

Rebecca Weyer, City Clerk

READ:

PASSED:

PUBLISHED:

CITY OF TOMAH PLAN COMMISSION
STAFF COMMITTEE PREPARATION REPORT
July 28th, 2022

Agenda Item: Discussion on amending our current ordinance to allow farm animals on properties zoned A-1 Agricultural District.

Summary and background information: The A-1 Agricultural Zoning District allows for livestock raising but ordinance section 8-61 prohibits the housing for farm and exotic animals within the city limits. The current ordinance contradicts itself and needs clarification.

Sec. 52-37. - A-1 agricultural district.

- (a) *Principal uses of the A-1 agricultural district.* Agriculture, dairying, floriculture, forestry, general farming, grazing, horticultural, **livestock raising**, nurseries, orchards, paddocks, pastures, stables, truck farming and viticulture. Farm dwellings for resident owners, managers and laborers actually engaged in the principal permitted uses are accessory uses and shall comply with all the provisions of the R-2 residential district.

Sec. 8-61. - Housing of farm and exotic animals prohibited.

(a) *Prohibited.* No farm or exotic animal shall be housed, quartered, stabled, pastured, kept, or in any manner maintained within the city limits except temporarily during special events or as otherwise specifically approved by the city council. **The raising of livestock is permitted in the A-1 Agricultural District. *Option A**

(b) *Applicability.* The animals prohibited by this section include, but are not limited to, horses, ponies, mules, cows, sheep, goats, llamas, pigs (including potbellied pigs), chickens and roosters, geese, ducks, peacocks, ostriches, and any other farm or exotic animals. The animals prohibited by this section also include any animal, other than domestic dogs and cats, that in wild state are carnivorous or that, because of their nature or physical makeup, are capable of inflicting physical harm on human beings or property, including, but not limited to, animals that belong to the cat family, snakes (either poisonous or that otherwise present a risk of physical harm to human beings as a result of their nature or physical makeup, including constrictors), bears, wolves, wolverines, badgers, lions, tigers and any hybrids of the same. **The raising of livestock is permitted in the A-1 Agricultural District. **Option B**

(c) *Exception.* This section shall not apply to animals that are housed, quartered, stabled, pastured, kept, or in any manner maintained within the city limits as of the date of the adoption of the ordinance from which this section is derived by the city council; provided, however, that the exception granted herein shall terminate immediately upon the occurrence of any of the following:

- (1) Transfer of ownership of the real property, by sale or otherwise, of the property upon which the animal is housed;
- (2) Transfer of ownership of the animal that is subject to this exception, whether by sale or otherwise;

(3) Death of the animals existing on the date of the adoption of the ordinance from which this section is derived and subject to this exception; and

(4) Acquisition by the owner of an animal subject to this exception of one or more additional prohibited animals.

The application of this exception to a specific property due to preexisting use shall not be construed so as to authorize the acquisition of additional prohibited animals but shall permit continued use only until the property or animal is sold or the animal dies. Violation of this section shall result in immediate termination of the exception.

Recommendation: Discuss the proposed amendments.

Shane Rolff

Zoning Administrator/Building Inspector

7/25/22

Date

ORDINANCE NO. _____

**Ordinance Amending Sections 8-1 and 8-61 (a) of the City of Tomah
Municipal Code**

The Common Council of the City of Tomah, Monroe County, Wisconsin, do ordain as follows:

SECTION ONE: Section 8-1 is hereby amended to add the following in the respective and appropriate alphabetical ordered definitions:

Livestock means bovine animals, equine animals, goats, poultry, sheep, swine, farm-raised deer, farm-raised game birds, camelids, ratites, and farm raised fish.

SECTION TWO: Section 8-61 (a) regarding the housing of farm and exotic animals is hereby amended to read as follows:

(a) *Prohibited.* No farm or exotic animals shall be housed, quartered, stabled, pastured, kept, or in any manner maintained within the city limits except temporarily during special events or as otherwise specifically approved by the City Council. The raising of livestock is permitted in the A-1 Agricultural District.

SECTION THREE: All ordinances in conflict with the foregoing are hereby repealed.

SECTION FOUR: This ordinance shall take effect upon passage and publication.

Michael Murray, Mayor

ATTEST:

Rebecca Weyer, City Clerk

READ:

PASSED:

PUBLISHED:

CITY OF TOMAH

Image Provided By: Monroe County Historical Society



Downtown

VOLUME
THREE | Design Standards
Handbook

Master Plan

Adopted 04/11/17

Codified August 8, 2017,
Section 52-42,
Tomah Zoning Code

“A manual to help the City achieve a more consistent and successful urban form in the Historic Downtown.”

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CHECKLIST

Administration

Applicability

The Downtown Design Standards apply to all parcels in the Downtown Design Standards Overlay District, excluding single-family lots; however these standards DO NOT require a property owner/ leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage areas, etc.) must receive approval from the Zoning Administrator and/or Plan Commission based on these standards, even if a building permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

Design District Sub-Areas

The Design District is organized into two distinct zones: **Downtown Core** and **Transitional Area**. The Design Standards will apply to all properties within the District, unless a standard specifically states “**Downtown Core Only**”, or “**Transitional Area Only**”. The map at right and descriptions below explain each of these zones:

Downtown Core

This zone is comprised of properties abutting Superior Avenue between Council Street and Monroe Street, and expands to McLean and Kilbourn between Monowau and Monroe Streets. The intent of this zone is to ensure that new buildings and redevelopment of existing structures reinforce and complement the historic downtown core.

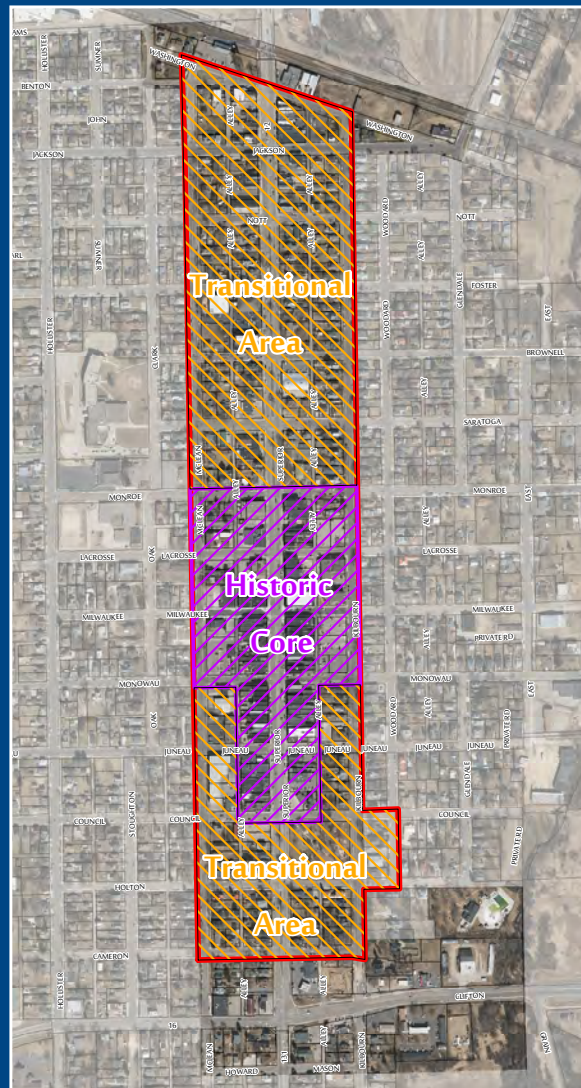
Transitional Area

This zone incorporates areas between McLean and Kilbourn Avenues from Cameron Street to Washington Street, excluding those areas in the Downtown Core (see above). The intent of this zone is to establish a more uniform approach to design that will reinforce an urban, pedestrian-friendly environment, while continuing to allow for variety and flexibility in building design.

INTENT

The Tomah Downtown Design District is intended to encompass commercial, mixed use, industrial multi-family residential and civic properties in the downtown area. The District includes historic structures that should be preserved, and non-historic properties that are candidates for redevelopment. All building or site improvement activities must conform to the standards defined herein.

DESIGN OVERLAY DISTRICT MAP



Administration

WHAT IS THE DIFFERENCE BETWEEN A STANDARD AND RECOMMENDATION?

Required standards are located in the upper portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the lower portion of the each page. For privately-funded projects, the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the City's Zoning Ordinance. For any project that includes City funding assistance, the property owner/leaseholders may be required to meet the corresponding recommendations in addition to the standards.

ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on an applicant's ability to demonstrate one or more of the criteria listed below. The waiver application shall be made in writing, in a form deemed appropriate by the Zoning Administrator.

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design

WHAT IS A CERTIFICATE OF APPROPRIATENESS?

A Certificate of Appropriateness (COA) is the mechanism by which the City confirms any exterior site or building changes in the Downtown Design Overlay District are in compliance with these design standards. Building permit(s) and Historic Preservation Commission approval may also be required.

Presubmittal Information

Applicants should review this **Handbook**, the City's **Zoning Ordinances** (Municipal Code: Chapter 52, and City's Historic Preservation Ordinance (if applicable) at the beginning of the design process, and are encouraged to meet with the Zoning Administrator to discuss the project.

The following items must be submitted for review, unless the Zoning Administrator determines that they are not needed because the project is limited in scope:

- **Certificate of Appropriateness Application** (see the next page for more information)
- **Design Standards Checklist** (see the last section of this Handbook)
- **Illustrations, diagrams, samples, and spec sheets**
- **Site Plan** showing all of the important features planned for the site, including, as applicable: trash/recycling, walkways, vehicle parking/circulation, landscaping, and lighting

Certificate of Appropriateness Process

If you need a Certificate of Appropriateness (COA) for your project, you must fill out the application for a COA contained within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with eight (8) sets of plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and applications should be submitted to the City's Zoning Administrator at Inspection & Zoning Department, City Hall, 819 Superior Avenue, Tomah 54660.

The process for attaining a Certificate of Appropriateness is described on the next page. Any issuance of a Certificate of Appropriateness shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

Administration

COA ISSUANCE - MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator shall respond to the submittal, either by issuing a Certificate of Appropriateness (COA) or providing an explanation of how the submittal does not meet the standards. If a COA is not issued, the applicant may either revise and resubmit the application, or present the proposal in person at a meeting of the Plan Commission (PC), to be scheduled by the Zoning Administrator. The PC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the PC, the applicant can make an appeal to the City's Board of Appeals (see the flow chart on the next page).

COA ISSUANCE - MAJOR PROJECT

Upon the filing of a complete application for a MAJOR project (see side bar for major work items), the PC shall issue a Certificate of Appropriateness or deny the application within thirty (30) days of the filing of the application, unless the time period is otherwise extended by agreement between the PC and the applicant.

The PC will evaluate the proposed project per these Design Standards and will recommend to the City's Zoning Administrator to either approve, approve with conditions, or deny the COA application. If the COA application has been denied by the PC, the can make an appeal to the City's Board of Appeals (see flow chart on Page 6 for more information).

WHEN DO I NEED A CERTIFICATE OF APPROPRIATENESS?

A certificate of appropriateness is not necessary for routine maintenance that does not change the material, color or form of the building. It is necessary when a change is being made to the exterior of a property in the Downtown Design Overlay District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of any exterior color or building material. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

WHAT IS CONSIDERED A MINOR PROJECT?

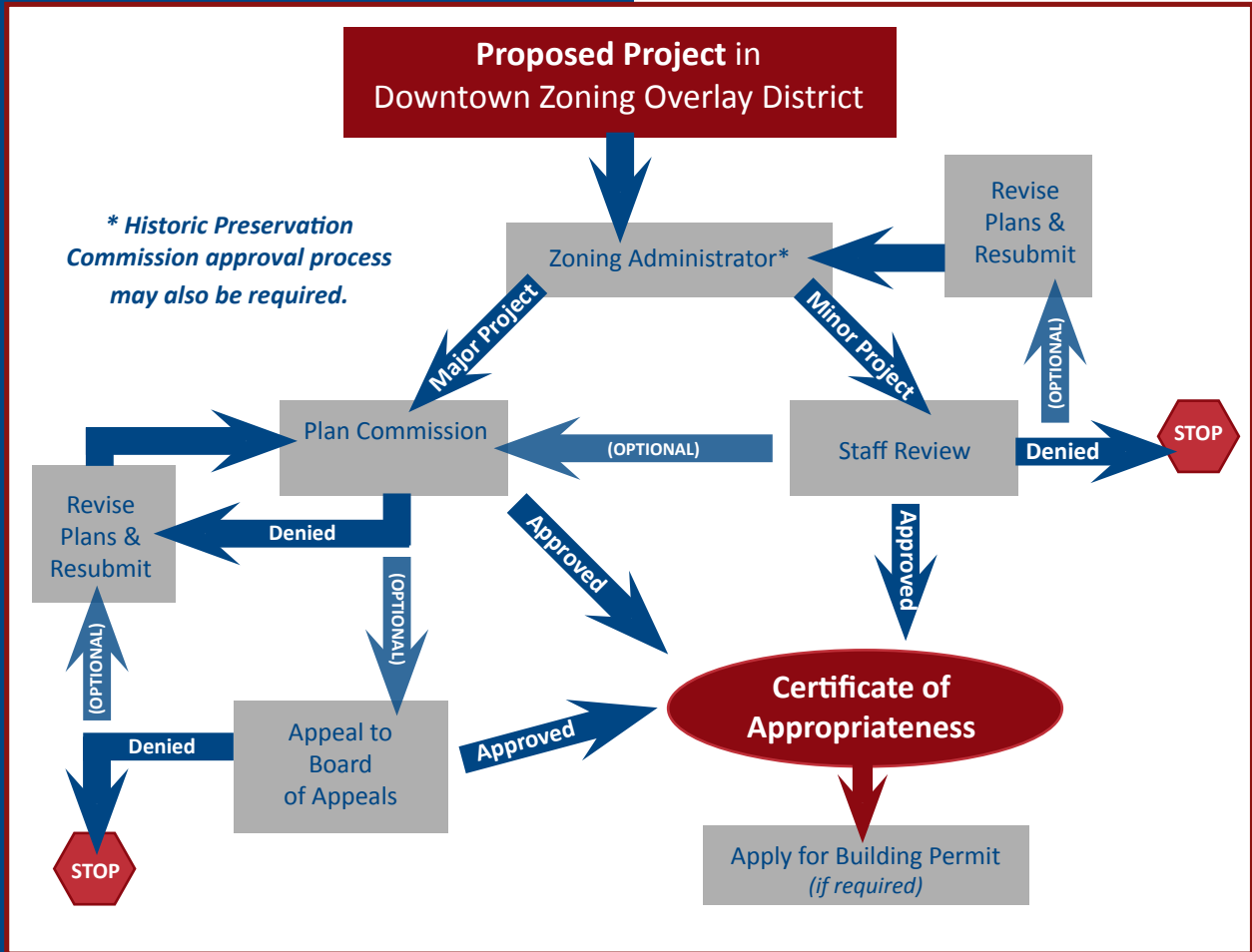
Minor work includes: sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning of historic structures, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; screening of parking lots and dumpsters or other work as designated minor by the Long Range Planning Committee.

WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction of garages; roof alterations and skylights; alterations to any side or elevation of the building (including addition of a super graphic); building additions; alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; erection or complete replacement of a sign; new construction; and relocation.

Process Flow Chart

ADMINISTRATION



Terms

The **TERMS** section defines special words or phrases used in this design handbook. These terms are “bolded and italicized” in the handbook.

Awning	an architectural projection that provides weather protection, identity or decoration, and is wholly supported by the building to which it is attached. An awning is comprised of a lightweight, rigid skeleton structure over which a covering is attached.
Awning sign	a sign that is applied to the face of an awning that projects over a window or door opening.
Backlit sign	a sign illuminated from within
Base Panel	wall panel that fills the space between a storefront window and the foundation below (see traditional facade components)
Blade Sign	a special projecting sign attached to the building along the storefront frontage
Billboard sign <i>(off-premise advertising sign)</i>	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
Canopy	an architectural projection that provides weather protection, identity or decoration, and is supported by the building to which it is attached and a ground mounting, by one or more stanchions.
Canopy Sign	a sign that is applied to the face of an canopy structure that projects over a window or door opening.
Clear glass	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
EIFS (Exterior Insulation Finishing System)	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system

Terms

ADMINISTRATION

building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.

a unit of illumination produced on a surface

a building entrance that is unlocked during business hours and is designated for public use

a large door that opens either manually or by an electric motor to allow vehicles to park inside the building envelope.

the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

a building that is at least 50 years old and has retained some historic physical integrity (see Traditional Facade Components) -OR- has been designated as a historic site, structure or resides in a historic district per the City's Historic Preservation Ordinance.

any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.

the horizontal beam spanning an opening in an exterior wall

a permanent, roof-like structure projecting from a building.

a sign that is applied to the face of an marquee that generally projects over the entry to the building.

a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness

Engineered Wood

Footcandle

Functional public entrance

Garage Door, Vehicle-access

Ground floor facade

Historic Structure

Internal Signage

Lintel

Marquee

Marquee Sign

Manufactured Stone Veneer
(Artificial Stones, Faux Stone, etc.)

Terms

Metal Siding/Panel, Corrugated	sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.
Metal Siding/Panel, Ribbed	a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.
Monument sign	a sign mounted or incorporated into a solid base and not attached to a building.
Parking lot	any parking area that has five (5) or more stalls
Parking stall	the area designated for a single vehicle to park
Pedestal sign	a portable sign that is attached to pole support with a sturdy base, generally used for displaying a menu.
Pole sign	any free-standing sign mounted on a pole
Portable sign	a sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.
Projecting sign	a sign attached to a building or other structure that extends more than eighteen (18) inches beyond the building plane and is affixed above the first floor.
Reverse Illumination	This type of lighting uses an external lighting source behind the individual letters that is reversed (facing backwards toward the wall) resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.
Roof Sign	any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.
ROW (Right-of-way)	land reserved for public use, including streets and sidewalks

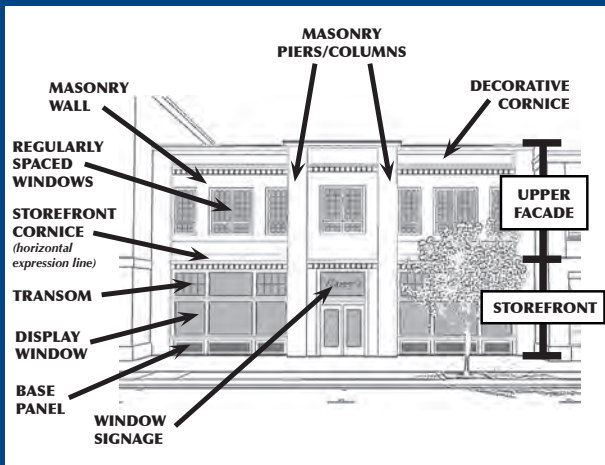
Terms

ADMINISTRATION

a pair of advertising boards connected to a frame that is foldable and portable

glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include transom window area (see Traditional Facade Component illustration)

a one-of-a-kind, hand-painted, hand-tiled or digitally printed image on the exterior wall of a building that does not contain any commercial message (i.e, advertises a business conducted, services rendered, or goods produced or sold).



a horizontal window above another window or door (see traditional facade components)

ratio of the maximum to minimum illuminance over the area (in footcandles)

a sign or individual mounted letters that are attached flat against the wall of a building with the exposed face of the sign being generally parallel to the face of the wall.

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

Sandwich Board

Storefront Display Window Area

Super Graphic

Traditional Facade Components

Transom

Uniformity Ratio

Wall Sign

Window sign

Sign Type Usage

INTENT: To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Standards

1. All signs **shall** conform to the sign design and maintenance requirements in the City's Zoning Ordinance and a sign permit must be acquired.
2. **Prohibited** sign types: roof-mounted, pole, external neon cabinet/canister, billboard and canopy in public right-of-way.
3. Ground signs, if used, **shall** utilize monument-style design.
4. **Downtown Core Only**, ground signs **shall** extend no higher than five (5) feet above the mean street grade. **Transitional Area Only**, ground signs **shall** extend no higher than eight (8) feet above the mean street grade.
5. Signage on an **Awning, Marquee** and **Canopy** is **prohibited** on the side of the structure, and **shall not** cover more than seventy-five (75) percent of the front valance, flat profile, and/or roof.
6. A LED changeable messaging sign may be incorporated in a **monument sign**, but **shall not** make up more than thirty (30) percent of the sign area, inclusive of the base area.
7. Signage, excluding product display, **shall not** cover more than twenty-five (25) percent of each **storefront display window/door area**.

Recommendations

- A. **Preferred** sign types include: wall-mounted, window, projecting, blade and awning.
- B. Creative, detailed, artistic and unique signage is **encouraged**.
- C. **Projecting signs** are **encouraged** to have a visible mounting bracket that projects over or under the sign.
- D. Horizontally-oriented and centered **wall signs** are **encouraged**.
- E. Monument-style ground signs are **encouraged** to have high-quality durable base material, such as brick, stone or cast-in-place concrete, with satisfactory landscaping around the base.



Window Sign



Monument Sign



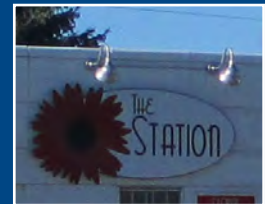
Awning Sign



Projecting Sign



Wall Signs (individual letters (left) or with sign backing (right))



Marquee Sign



Canopy Sign



Pole Sign

SIGNAGE DESIGN

Sign Placement, Installation & Lighting

INTENT: It is important that the installation of signage minimize damage to the building and have external lighting that fits the historic character of downtown.



APPROPRIATE

The supports to this projecting sign is through the masonry mortar joint, which can be repaired if this sign is removed.



APPROPRIATE This sign is illuminated by an external light source above the sign that is shielded and directed towards the sign, which mitigates light pollution and glare.



NOT PERMITTED

This wall sign covers up the second-story window sill and the first floor cornice and it extends beyond the corners of the facade walls.



ALLOWED The above signs (reverse “halo” illumination (above) and pushed thru letters w/ opaque background (lower) is allowed, but discouraged for historic structures.

Standards

1. Signs **shall** be placed to fit in with the building’s overall architectural composition and **shall not** significantly obscure the building’s architectural features (e.g., lintel, horizontal expression line, cornice, etc.), especially on historic facades.
2. Placement of signs and mounting system **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. Signage on masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself, if possible.
4. Signs **shall not** extend above the roofline, cornice or parapet, whichever is lowest.
5. If a historic sign board area exists above the **transom** windows, the primary **wall sign shall** fit within this space and **shall not** extend above, below, or beyond the edges of the signboard area.
6. **Awnings shall not** be internally illuminated.
7. Exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on roadways, adjacent properties and the sky, and **shall not** interfere significantly with the sign or sign bracket.
8. **Downtown Core only**, if a wall or **projecting sign** is internally illuminated, the sign face (background) **shall** be opaque with only pushed thru lettering/symbols illuminated (see side bar).
9. Color changing and “chasing” LED features are **prohibited**.

Recommendations

- A. Existing sign mounting brackets, studs or holes **should** be reused for new signage, whenever feasible.
- B. Wall, projecting and **canopy** signage are **strongly encouraged** to be externally illuminated.
- C. **Reverse illumination** (halo effect channel letters) is **discouraged** for signage on historic structures.

Sign Materials, Colors & Lettering

INTENT: Signage reinforces business brand and identity. It can also strengthen or detract from Tomah's unique downtown character.

Standards

1. Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alupalite. If acrylic material is used, it **shall** simulate metal or wood.
2. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
3. Highly reflective material **shall not** be used, as it is often difficult to read.
4. The color tones between a sign's lettering/symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.
5. The main lettering and predominant background **shall not** use fluorescent colors, but may be used in a secondary role.

Recommendations

- A. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.
- B. Subdued and darker colors are encouraged.
- C. Lettering that is simple and bold is encouraged.
- D. Overly-ornate and trendy typefaces that are hard-to-read are discouraged.
- E. Excessive lettering is discouraged, including listing products/services and slogans.
- F. Use of symbols, logos and other graphics as a part of the sign is encouraged to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.
- G. **For multi-tenant buildings**, sign colors of individual tenant signs should be compatible with each other.

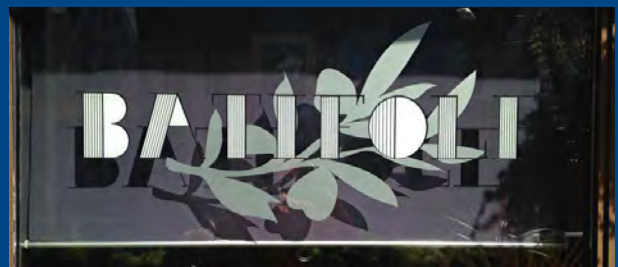


NOT PERMITTED

The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.



APPROPRIATE The sign is complementary to the building's materials and colors. The lettering is simple, bold, subdued in color, and contrasts well with the sign background.



NOT RECOMMENDED The lettering of this window signage makes it difficult to read.

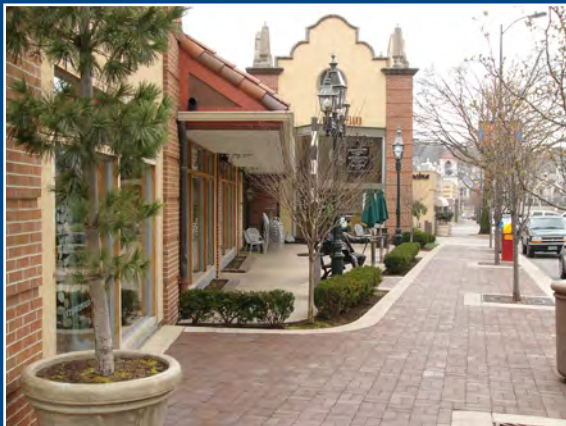
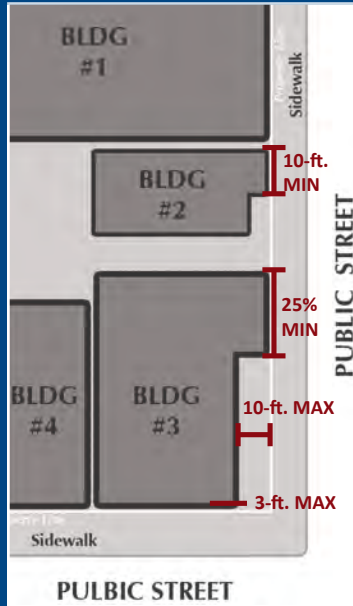
Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Superior Avenue).

SITE DESIGN

APPROPRIATE

A small building (like bldg #2) has to have at least 10 feet of the facade at the property line (even if this totals more than 25% of the building); however, a larger building (like bldg #3) has to have at least 25% of the building at the property line (even though this will total more than 10 feet).



APPROPRIATE Portion of the building is set back from the street, allowing room for a larger pedestrian zone.



RECOMMENDED

The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

Standards

1. ***Downtown Core Only***, primary structures **shall** be built no more than three (3) feet from the front property line, except a portion of the building may be set back further, per the following limitations:

- The space created **shall** provide an outdoor seating area, a hardscape plaza, or similar accessible pedestrian space, AND
- Twenty-five (25) percent, or minimum of ten (10) feet, of the building width **shall** be built to the restricted setback (i.e., three feet from property line), AND
- The maximum setback **shall** be ten (10) feet.

2. ***Transitional Area Only***, primary structures **shall** be built within twenty-five (25) feet of the front property line. See Recommendation “B” for more information.

3. A minimum of one functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets shall provide an entrance facing the more prominent of the two streets.

Recommendations

A. Building setback **should** be consistent along Superior Avenue to continue the existing “street wall” appearance. A small break in the “street wall” is allowed, but loss of significant street frontage can be damaging to the overall feel/look of the downtown and is **discouraged**.

B. ***Transitional Area Only***, mixed use and commercial buildings are **encouraged** to have the primary structure no further than fifteen (15) feet from the front property line.

C. Disabled access **should** be seamlessly incorporated into the building and site design. Facilities **should** be designed to provide inviting access to all users.

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.

Standards

1. All exterior building and parking light fixtures **shall** be at least semi cut-off, if not full cut-off. Lights directed towards the sky are **prohibited**, excluding ground lighting directed towards the building.
2. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one (1) footcandle as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
3. Parking and security lighting poles **shall not** be taller than the maximum allowable building height allowed in the underlying zoning district for the property, or thirty-five (35) feet, whichever is less. For properties in or abutting a residential zoning district, the maximum allowable height shall be twenty-five (25) feet.
4. Exterior light fixtures **shall** be designed to complement the character/style of the building.
5. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

Recommendations

- A. Parking lots and pedestrian walkways **should** be illuminated uniformly and to the minimum level necessary to ensure safety. A **uniformity ratio** of no more than 15:1 (max:min footcandles) is **recommended** for pavement illuminance, to avoid excessively bright or dark areas.
- B. Exterior lighting **should** be energy efficient and should render colors as accurately as possible (i.e., white light rather than green or yellow light).
- C. **Preferred** light types include: LED, fluorescent, and high-pressure sodium.



APPROPRIATE Examples of full cutoff fixtures that minimize glare and light pollution



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.



APPROPRIATE Above examples illustrate sufficient and uniform lighting of walkways and building architectural elements.

SITE DESIGN

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

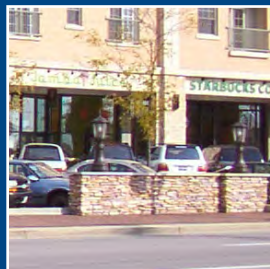
Standards

1. All parking areas **shall** be paved and parking areas of five (5) or more vehicles **shall** include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. Off-street parking in front of the building is **prohibited**.
3. **Downtown Core Only**, side yard parking **shall not** be more than sixty-six (66) feet wide (necessary space needed for two rows of parking with a drive aisle).
4. **Transitional Area Only**, side yard parking **shall not** be more than one hundred and forty (140) feet wide (necessary space needed for two double-loaded parking aisles with a landscaped median between them).
5. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
6. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer **shall** be at least five (5) feet.
7. Parking lots with rows of more than fifteen (15) parking spaces **shall** be interrupted by a landscape island or median. When trees are planted within the islands, a minimum width of eight (8) feet is preferred.
8. Parking lots adjacent to residential properties (i.e., current residential use) **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with acceptable plantings/trees, a fence, or a mix of these options.

SITE DESIGN



ALLOWED Development #1 parking is in the rear yard (preferred), and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two.



APPROPRIATE These images show a variety of ways to buffer parking areas from the public sidewalk. This provides both safety and comfort to pedestrians walking along the public street, as well as visual interest.



NOT PERMITTED
The image on the right shows a prohibited condition where there is no buffer between the parking lot and sidewalk.

Recommendations

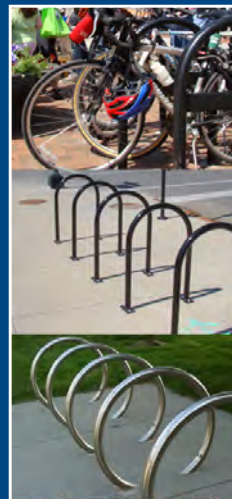
- A. Installation of one bike rack within each parking lot is encouraged. Bike racks should be designed to allow the frame to be locked directly to the rack.
- B. Shared parking lots are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
- C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.
- D. Whenever possible, parking areas should be placed in the rear yard.
- E. Use of a solid fence to screen parking areas without landscaping is discouraged.



APPROPRIATE The above parking lot design includes landscaped medians and islands that help to mitigate the negative visual impacts of parking and protects pedestrian movements on the site, meeting Standard 6 and 7.



APPROPRIATE Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.



Left: examples of good bike racks that allow for u-shape lock to secure the frame to the rack.

Below: Discouraged bike rack that does not allow for a lock to secure the bike frame to the rack.

APPROPRIATE

NOT RECOMMENDED

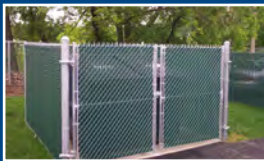
Storage & Service Areas

INTENT: To improve the appearance of the downtown area both along the public street and within municipal parking lots.

SITE DESIGN



APPROPRIATE Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick/concrete wall with landscaping (lower images).



ALLOWED



NOT PERMITTED

Dumpsters are required to be fully screened on all sides, which includes the gate doors. The images on the left illustrate an allowed condition (above) and a prohibited condition (below).



APPROPRIATE The building facade screens the rooftop mechanical from ground view.

Standards

1. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.
2. Street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or fully screened so that they are not visible from a public street or municipal parking lot. Electrical service boxes are excluded from this requirement (see **Standard 4**).
3. Dumpsters **shall** be fully screened, including the dumpster gate, so that they are not visible from a public street, unless it has been determined that the screening impedes functionality/service.
4. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side or rear yard.
5. Permanent loading docks and staging areas **shall not** be in the front yard. Any loading areas visible from the street, or facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
6. Outdoor storage of products, materials, or equipment is **prohibited** in the front yard. Short-term display items or items that are available for purchase by customers are exempt from this standard.

Recommendations

- A. Trash and recycling, including dumpsters and carts, are **encouraged** to be screened from view from parking areas, as well as the public streets.
- B. Shared garbage and recycling facilities are **encouraged**, where practical, as a means to meet screening requirements and preserve access needs.
- C. Rear yard loading and staging areas are **encouraged**.

Landscaping

INTENT: To highlight and protect pedestrian routes, improve the appearance of the parking areas, and reduce the negative ecological impacts created by parking lots and buildings.

Standards

1. All landscaping **shall** be completed within twelve (12) months of the issuance of an occupancy permit or final inspection, in accordance with the approved landscaping plan.
2. Parking lots with five (5) or more spaces **shall** plant five (5) points worth of landscaping per one (1) parking space using the landscaping point system shown in the sidebar (on the right). The required landscaping **shall** be planted within the parking area or within ten (10) feet of the parking edge. Existing landscaping in good condition within these designated areas **shall** be allowed to be included in the landscaping calculation.
3. **Transitional Area Only**, a development **shall** plant ten (10) points worth of landscaping per one thousand (1,000) square feet of enclosed ground floor building area, using the landscaping point system shown in the sidebar (on the right). The required landscaping **shall** be planted along the base of the building, around storage areas, and/or along street frontages. Existing landscaping in good condition within these designated areas **shall** be allowed to be included in the landscaping calculation.
4. Plantings and low fences located between parking areas and public sidewalk **shall not** obscure vision between three (3) and eight (8) feet above ground for pedestrian safety. Trees and bushes that would naturally obscure this zone at maturity are **prohibited**.

Recommendations

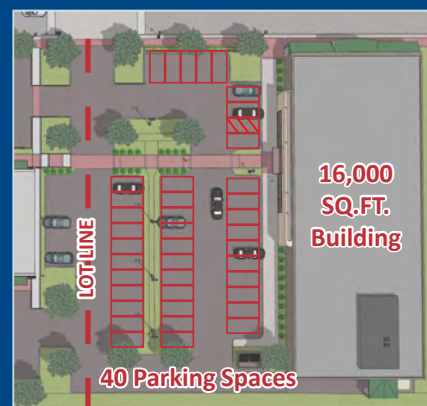
- A. Indigenous plants with low water and pesticide needs are **encouraged**.
- B. All parking lot islands **should** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping **should** be designed to allow for vehicle overhangs, unless wheel stops are used.

LANDSCAPING POINT SYSTEM (at install)

- 50 Points: Canopy Tree (min. 2.5-inch caliper)
- 30 Points: Canopy Tree (below 2.5-inch caliper)
- 20 Points: Low Ornamental Tree (min. 5 feet)
- 20 Points: Evergreen Tree (min. 4 feet)
- 15 Points: Tall Shrub (min. 36-inches)
- 10 Points: Medium Shrub (24- to 35-inches)
- 5 Points: Small Shrub (12- to 23-inches)



APPROPRIATE A landscaping buffer shall not obscure the vision between 3 and 8 feet from grade for pedestrian safety.



APPROPRIATE To meet Standards 2 and 3, the example above would need a total of 360 points of landscaping with 200 points planted around the parking area (40 spaces * 5 = 200) and 160 points (16,000/1,000 * 10=160) planted around the building and/or street frontage.

Scale, Articulation & Roofline

INTENT: To reinforce the existing character of downtown area, and to provide variety and visual interest.

BUILDING DESIGN



APPROPRIATE
This buildings using material and building plane variation to produce a vertically-proportioned building that mitigates the length of buildings.



APPROPRIATE
Setting the upper story back from the primary facade helps to mitigate its impact on the District.



APPROPRIATE The above example illustrates the desired historic storefront base with a decorative cornice top with the horizontal expression line defining the middle of the building between the first and upper floors.



APPROPRIATE
This example illustrates techniques used to vary the facade heights along a long facade.

Standards

1. New buildings **shall** be at least eighteen (18) feet in height from grade to the top of the parapet or midpoint of a pitched roof.
2. Any building over three (3) stories **shall** set back the upper stories from the lower floors. This technique could be utilized for buildings over two stories as well.
3. New buildings **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).
4. Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques:
 - expression of structural bays,
 - variations in material, and/or
 - variation in the building plane.
5. All new buildings **shall** utilize details or changes in materials to create a discernible base, middle and top. A discernible “base” **shall** be at least two (2) feet in height, but may include the entire first floor.
6. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
7. **Downtown Core Only**, new buildings **shall** utilize a horizontal expression line that projects at least two (2) inches, articulating the transition between the first floor and upper floors.
8. Street-facing building facades over hundred (100) feet in length **shall** have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.

(continued on the next page)

Scale, Articulation & Roofline (cont.)

Standards (cont.)

9. **Downtown Core Only**, a flat or mansard roof system **shall** be used, unless a pitched roof system is deemed appropriate to the site and style of the building.
10. **Transitional Area Only**, a positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) or parapet facing the street, mansard roof, or a flat roof with a defined cornice.
11. Pitched roofs **shall** have a slope no less than 5:12.
12. An accurately-measured elevation of each exposed building facade, including roofline, **shall** be submitted with the Design Standards Checklist. The elevations **shall** include for reference purposes any adjacent buildings, including the roof profile, window configuration and any other important architectural features.

Recommendations

- A. A full two story building is encouraged, wherever feasible.
- B. New buildings should incorporate horizontal expression lines from existing buildings within the same block, whenever practical.
- C. Flat roof system with parapet wall is preferred for the **Downtown Core**.
- D. Unique and decorative cornice designs are encouraged to generate character and building identity.
- E. The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.
- F. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

APPROPRIATE Alternative roof systems that are allowable in parts of downtown area, depending on their location.



MANSARD ROOF (with dormers)



PITCHED ROOF W/ PARAPET



PITCHED ROOF W/ GABLE



FLAT ROOF W/ CORNICE



NOT PERMITTED Roofline is parallel to the street, which does not meet Standard 9 and 10.



NOT PERMITTED A low-slope roof, which does not meet Standard 11.

Projections

INTENT: To reinforce the existing building character within the downtown area.



APPROPRIATE Awnings should give protection to pedestrians, as well as shade interior spaces. Above restrictions meet Standard 6.



DISCOURAGED Marquees are discouraged in the downtown core, as it is inconsistent with the desired historic character for the downtown area.



APPROPRIATE The above image illustrates the preferred awning type and placement - it is made of textile fabric with the traditional shed profile, has a hanging skirt valance, and sits below the transom windows.



NOT PERMITTED Awnings may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

Standards

1. Signage on projections **shall** meet the requirements under Signage Design section (p.11-13) within this Design Standards Handbook.
2. Projections (balconies, bay windows, canopies, etc.) **shall not** extend more than five (5) feet beyond the property line at the sidewalk, except awnings, which may extend to within three (3) feet of the street curb.
3. Canopies and marquees using wood or shingle components are **prohibited**.
4. Canopies and marquees **shall** have a minimum clearance height of ten (10) feet above the sidewalk grade. This allows for potential blade signage underneath these structures, while maintaining an eight (8) foot clearance height.
5. Awnings **shall not** be made of shiny materials or have a shiny finish.
6. Awnings **shall** be at least three (3) feet in depth and the underside of the projection **shall** be at least eight (8) feet above the sidewalk.
7. Glowing **awnings** (*backlit*, light shows through the material) are **prohibited**.
8. **Downtown Core Only**, awnings **shall** be mounted below the horizontal expression line that defines the ground floor.

Recommendations

- A. If a building has **transom** windows, the **awning** should be mounted below those windows.
- B. Retractable, open-ended shed **awnings** are the preferred style.
- C. The preferred material for **awnings** and canopies is fire resistant, textile material. Vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials. Metal and glass may be appropriate in the Transitional Area.
- D. **Downtown Core Only**, **canopies** and **marquees** are discouraged, except at entrances to a hotel/ motel, theater, civic/public building or similar use.

Windows, Doors, & Garages

INTENT: To enliven and activate the street, and to reinforce the existing building character within the downtown area.

Standards

1. Ground-level facades facing a public street **shall** be comprised of at least twenty-five (25) percent clear glass (up to ten (10) feet above street grade), except for Superior Avenue facing facades in the downtown core (see **Standard 2**).
2. **Downtown Core Only**, ground-level facades facing Superior Avenue **shall** be comprised of at least thirty-five (35) percent clear glass (up to ten (10) feet above sidewalk grade).
3. New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
4. **Downtown Core only**, garage doors facing Superior Avenue are **prohibited**.
5. **Transitional Area only**, new garage doors facing Superior Avenue are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).
6. Where allowed, new **vehicle-access garage doors** facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:
 - set back the garage bays from the primary facade a minimum of four (4) feet,
 - set back every third (3) garage door a minimum of (2) from the remaining garage door bays, and/or
 - screening garage doors from the street.
7. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

Recommendations

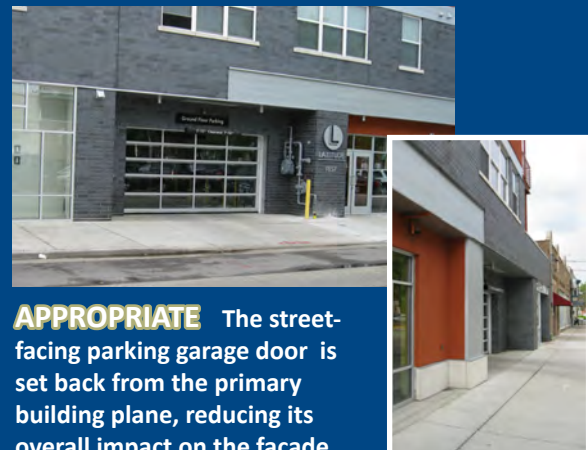
- A. Retaining (or uncovering) pre-existing window openings is **encouraged**.
- B. The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.



APPROPRIATE Clear glass on the ground floor provides visual interest. The above example illustrates the minimum clear glass threshold desired along Superior Avenue in the downtown core.



ALLOWED Use of a garage door or accordion-style door is allowed on Superior Avenue in the **Transitional area only** if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.



APPROPRIATE The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade

Colors & Materials

INTENT: To reinforce the existing character, and to provide for variety and visual interest.

BUILDING DESIGN



NOT PERMITTED (from top left to bottom right): aggregate material, vinyl siding, manufactured stone veneer, and polished stone.



NOT PERMITTED The above materials are not permitted as the primary building material on facades facing Superior Avenue, cross streets of Superior (up to alley) or river/riverwalk (from left to right): corrugated metal, ribbed metal and other panelized metal products.

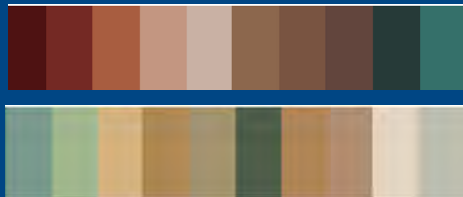


APPROPRIATE

Use of metal products as an accent material above the base of the building is allowed; however, use as a primary facade material is prohibited



NOT PERMITTED



APPROPRIATE Example of preferred colors for the primary facade, meeting Recommendation "A".

Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, rough sawn wood, vinyl siding, manufactured stone veneer, and polished stone.
4. **Downtown Core Only, metal panel/siding systems** and other panelized products are **prohibited** on facades that are visible from Superior Avenue (i.e., Superior Avenue facades and corner facades), and **shall not** cover more than twenty-five (25) percent on all other facades.
5. **Transitional Area only, metal panel/siding systems** and other panelized products **shall not** cover more than twenty-five (25) percent of facades facing Superior Avenue and **shall not** cover more than fifty (50) percent of all other facades.
6. EIFS, metal panel/siding systems and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors/materials **shall** be submitted with the Checklist.

Recommendations

- A. Muted tones are **preferred** for the primary facade color (see color palettes on the right).
- B. **Preferred** exterior finish materials include kiln-fired brick, terra cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- C. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- D. **EIFS** is **discouraged** as a principle facade material.

Super Graphic (Mural)

INTENT: To allow and promote artistic creativity and unique placemaking within the downtown.

Standards

1. The super graphic **shall not** include lettering or imagery that could be construed as a commercial message (i.e., advertising business conducted, services rendered or goods produced/sold).
2. The super graphic **shall** meet the following design requirements:
 - a. Harmonizes with the structure(s) on the parcel on which it is to be painted;
 - b. Is suitable and appropriate to the district;
 - c. Is well-designed and pleasing in appearance;
 - d. Does not constitute a nuisance to the occupants of adjacent or contiguous property (as determined by the Zoning Administrator or the reviewing entity); and,
 - e. Does not constitute a traffic and safety hazard (i.e. it is not distracting, or is not considered indecent or otherwise offensive to public morals).
3. Super graphics **shall not** be on the Superior Avenue Facade.
4. No part of the super graphic **shall** exceed the height of the structure to which it is tiled, painted or fixed, and **shall not** extend more than six (6) inches from the plane of the wall.
5. Super graphic **shall not** placed over windows, doors or vents.
6. A graffiti resistant, clear sealer or suitable varnish/topcoat **shall** be applied to finish mural.
7. Super graphic **shall not** consist of, or contain, electrical components, mechanical components or changing images. Static illumination turned off and back on not more than once a day **shall** be excluded from this standard.

Recommendations

- A. Repainting a super graphic that has faded is encouraged.

ADMINISTRATIVE REQUIREMENTS

I. Super graphic (also known as murals) **shall** be allowed only with a conditional use permit per the requirements of this section.

II. The super graphic shall be maintained in good condition. The Zoning Administrator **shall** have the power to revoke any permit issued if a graphic design is not maintained based on review by the City's building inspector.

III. No Certificate of Appropriateness application **shall** be required to repaint any super graphic exactly as it previously existed, pursuant to a previously approved graphic design permit.

IV. In the event of a sale of the property which includes the super graphic, the new owner **shall** provide a signed letter agreeing to be bound by all of the terms and conditions required by the city in approving the super graphic.

Historic Cleaning & Restoration

INTENT: To promote the appropriate preservation and restoration of existing architectural features in downtown Tomah.

RESTORATION & PRESERVATION



NOT PERMITTED

Sandblasting can be very destructive to historic masonry, as shown above.

Negative Impacts



ALLOWED Chemical / Softblast Cleaning



APPROPRIATE The before and after images show a restoration project that revealed the original brick and architectural details.

If the property has been designated as a historic site, has a historic structure and/or resides in a historic district, the Historic Preservation Ordinance shall apply and whichever standard is most restrictive shall be met.

Standards

1. Chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting, are **prohibited**.
2. If necessary, surface cleaning **shall** use the gentlest means possible. Surface cleaning tests **shall** be conducted to determine the most appropriate cleaning method.
3. New mortar **shall** match the original brick and mortar joint profile, including width and depth. Mortar **shall** duplicate the original in color, texture and strength.
4. Infilling existing historic **base panels** with **concrete block** is **prohibited** (unless it matches the primary facade material). Brick, if used to infill a historic **base panel**, **shall** match the building as closely as possible in size, color, and texture.
5. Masonry on **historic structures** **shall not** be painted, or stuccoed, if it has not been painted historically.
6. Existing entry openings on **historic structures** **shall** be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they **shall** be placed at regular intervals and should be of similar proportions as the original entry.
7. Existing window openings on facades facing a public street **shall** be retained.
8. Original or historic features, including columns, bulkheads, **transoms** and moldings, **shall** be retained, if possible.
9. Inappropriate past additions to buildings **shall** be considered for removal. Elements such as siding, signs, wood filler in window openings, stucco, or exterior siding materials are some materials that **shall** be considered for removal in renovation.

Recommendations

- A. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).
- B. If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- C. Building owners are encouraged to use a “historic” color for the primary facade color of historic structures. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish “historic color” sample charts which are available at paint dealers.
- D. Previously obscured design details should be revealed and restored, whenever feasible.
- E. Building owners are encouraged to remove materials which cover the **transom**. If the ceiling inside has been lowered behind the **transom**, it is recommended that the ceiling be raised for a few feet behind the **transom**.
- F. If the original **base panel** is in poor condition or is missing, building owners are encouraged to reconstruct it with materials consistent with the size and design of the original panels.
- G. Retaining existing window openings on historic structures is encouraged on all building facades.
- H. Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.
- I. Artificial stone, brick veneer, or vinyl / aluminum products applied over masonry surfaces is discouraged.
- J. Architectural details should not be obscured or covered up by siding, **awnings** or signage.

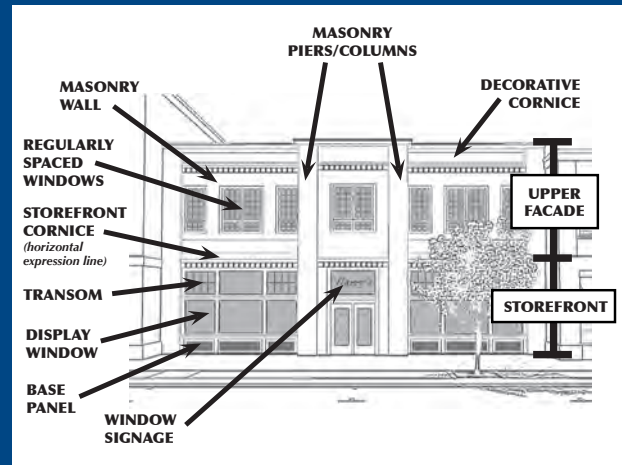


Illustration showing the traditional facade components of a downtown storefront building.



APPROPRIATE An example of a reconstructed architectural pediment.



NOT RECOMMENDED Filling of window openings with wood, brick, or any other materials is discouraged.

Outdoor Food Service & Vending Units

INTENT: To create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

SITE DESIGN

APPROPRIATE EXAMPLES



1. Outdoor food service areas **shall** be permitted under Chapter 32 of the City's Ordinances.
2. Outdoor food service **shall** be on private property, and **shall** be tied to the on-premise business (i.e., selling similar products already available in the store), or **shall** be approved on a case-by-case basis based on the merits of the business plan and may require meeting the corresponding recommendations in addition to the standards.
3. All ancillary structures of a permanent nature, including, but not limited to, storage facilities, restrooms and seating pavilions, **shall** comply with all applicable building standards within this handbook and applicable City, County and State building requirements.
4. All outdoor food service areas open to the public **shall** be ADA compliant.
5. Use of floor coverings are **prohibited**, including artificial turf, paint, and carpet.
6. Building entrances **shall** have a direct clear path unimpeded (minimum of five (5) feet) for ingress and egress.
7. If used, dumpsters and carts **shall** be screened from view from Superior Avenue through landscaping and/or fencing/walls.
8. Trash receptacles **shall** be provided for customers.
9. Lighting **shall** meet Lighting standards in this Handbook (P15). If used, string lights **shall** be commercial-grade and affixed to supports or building through typical construction means (e.g., not affixed with tape, string, or other temporary method).
10. Outdoor display and storage areas **shall** be screened from view from adjacent to a residential property by a minimum of six (6) foot solid fence or wall.

(continued on the next page)

11. Sales from RVs and tents are **prohibited**, unless conditionally approved for a special event.
12. Dining furniture (e.g., tables, chairs, bar stools, picnic tables, etc.) **shall** be of commercial grade, and **shall** be constructed primarily of finished-grade wood, metal or composite material. **Prohibited** dining furniture include: lightweight materials, unstained/unpainted pressure-treated wood, and/or primarily plastic.
13. **Vending Unit shall** be located on a paved pad, and **shall** adhere to the setback requirements of the underlying zoning district.
14. If multiple (**vending unit**) pads are proposed, they **shall** be a minimum of ten (10) feet apart.
15. **Vending Unit** use of plastic materials, concrete block, fabric, and other loose materials are **discouraged** base materials.

Recommendations

- A. Dumpsters are strongly discouraged for customer disposal.
- B. Trash and recycling, including dumpsters and carts, are encouraged to be screened from view from parking areas.
- C. Umbrellas are encouraged to be made of canvas-type fabric, complement the building style and color schema, and provide a minimum of seven (7) foot vertical clearance.
- D. Use of living plants and flowers to soften hard surfaces is strongly encouraged.

APPROPRIATE EXAMPLES



NOT PERMITTED EXAMPLES



Certificate of Appropriateness

City of Tomah: Building/Site Improvement Review Application for Certificate of Appropriateness

Address of Property:

Property Owner Name:

Property Owner Address (if different from Address of Property):

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

Have you reviewed the Downtown Tomah Design Standards (if applicable)?

Yes No Not Applicable

Have you reviewed the City's Historic Preservation Ordinance (if applicable)?

Yes No Not Applicable

Is your property a historic site, in a historic district, or contain a historic structure?

Yes No

Scope of project to include: (Please check appropriate items.)

- | | | |
|---|--|--|
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Siding | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Building Addition | <input type="checkbox"/> Landscaping / Fencing | <input type="checkbox"/> Exterior Lighting |
| <input type="checkbox"/> Façade Restoration | <input type="checkbox"/> Parking / Rear Access | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Awning/Canopy/Shutters | <input type="checkbox"/> Doors, Windows, & Entrances | _____ |
| <input type="checkbox"/> Roofing | <input type="checkbox"/> Exterior Painting | _____ |

Briefly explain the proposed work: (Attach extra sheets if necessary.)

Certificate of Appropriateness

City of Tomah: Building/Site Improvement Review Application for Certificate of Appropriateness

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Plan Commission and/or Historic Preservation Commission (check with Zoning Administrator if unknown whom will review), and agree to be subject to the Downtown Design Standards and/or Historic Preservation Ordinance (if applicable) for the above described work in accordance with City ordinances.

Signed: _____ Date: _____

Property Owner / Applicant

FOR OFFICE USE ONLY

Received By: _____

Date of Meeting: _____

Approved or Denied?: _____

Conditions of Approval
or Reasons for Denial: _____

Page 2 of 2

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Checklist

	Applicant	Staff / ZA	PC	
Sign Materials, Colors & Lettering Standards <input type="checkbox"/> NA Comments (office use only): _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Sign substrate is either MDO, Aluminum, or Aluminate. Acrylic material, if used, simulates metal or wood.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. The sign style, color and materials complement the character of the building and other signage.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Highly reflective material is not used.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. The color tones between the sign's lettering/symbols and background have sufficient contrast to make the sign clearly legible.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. The main lettering and predominant background does not use fluorescent colors.
SITE DESIGN				
Street Relationship Standards <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Downtown Core Only , primary structures will be built no more than 3-FT from the front property line, except a portion of the building may be set back per the following limitations: <ul style="list-style-type: none"> <input type="checkbox"/> The space provides an outdoor seating area, a hardscape plaza, or similar accessible pedestrian space, AND <input type="checkbox"/> 25%, or minimum of 10-FT, of the building width is built to the restricted setback, -AND- <input type="checkbox"/> Maximum setback of 10-FT.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Transitional Area Only , primary structures will be built within 25-FT of the front property line.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. There is at least one functional building entrance provided on the facade facing the (most prominent) street.

Design Standards Checklist

Checklist

Design Standards Checklist

	Applicant	Staff / ZA	PC	
1. Exterior building and parking light fixtures are either semi- or full-cutoff -AND- not directed to the sky (excluding ground lights directed at building)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Exterior Lighting Standards <input type="checkbox"/> NA Comments (<i>office use only</i>): <hr/> <hr/> <hr/> <hr/> <hr/>
2. Light trespass does not exceed 1.0 footcandles at the property line adjacent to park/residential use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Parking/security poles are no taller than the building height restrictions in the underlying zoning district, or 35-FT, whichever is less. If abutting residential, the poles are no taller than 25-FT.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Exterior light fixtures are designed to complement the character/style of the building.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Spec sheets for each light fixture are submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. Parking (5+ vehicles) are paved and include concrete curbs along all parking/drive areas (<i>excluding gaps to allow stormwater flow to basins</i>).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parking Areas Standards <input type="checkbox"/> NA Comments (<i>office use only</i>): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. There is no off-street parking in front of building.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Downtown Area Only , side yard parking is no more than 66-FT wide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Transitional Area Only , side yard parking is no more than 140-FT wide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Walkways are provided connecting the building entrances to the public sidewalk. If the walkway crosses parking areas or a drive aisle they are clearly marked by striping or material change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Parking stalls & drive aisles are separated from the public ROW & adjacent properties by a planted landscape buffer (at least 5 feet wide).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Parking rows of more than 15 parking spaces are interrupted by a landscape island/median.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Parking lots adjacent to residential properties have a semi-opaque buffer (min. of 4 feet in height).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist

	Applicant	Staff / ZA	PC	
Storage & Service Areas Standards <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Screening is compatible with the building architecture, as well as other site features.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Street-level/rooftop mechanical equipment are not visible from the street or municipal parking lot.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Dumpsters are fully screened, including dumpster gate, to not be visible from a public street, unless it has been determined that the screening impedes functionality/service.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Service boxes are located away from the pedestrian zone (e.g., side/rear yard).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Permanent loading docks / staging areas are not in the front yard -AND- if visible from the street or facing residential property it is screened with landscaping and/or wall ≥ 6-FT in height and integrated with the overall site and building design.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. There is no outdoor storage of products, materials, or equipment in the front yard (excluding short-term display items or items available for purchase).
	Landscaping Standards <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	2. Parking lots (5+ vehicles) include 5 points worth of landscaping per parking space (based on landscaping point system shown on page 19) placed on the parking lot or within 10-FT of said lot.
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	3. Transitional Area Only , development includes 10 points worth of planting per 1,000 SF of enclosed ground floor area (based on landscaping point system shown on page 19) placed along the base of the building, around storage areas and/or along street frontages.
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	4. Plantings and low fences located between parking areas and the public sidewalk do not (and naturally will not) obscure vision 3-8 feet above the ground.
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

Checklist

Design Standards Checklist

Applicant

Staff / ZA

PC

BUILDING DESIGN

1. If a new building, it is at least 18-FT tall from grade to top of the parapet or midpoint of a pitch roof.

2. Any floor over three is set back from the remainder of the facade.

3. If a new building, vertical proportions on the street facade is established (e.g., windows, doors, structural expression, etc.).

4. Any building with a total width equal to or greater than its height utilizes one or more of the following techniques:

- Expression of structural bay,
- Variation in material, -AND/OR-
- Variation in the building plane.

5a. If a new buildings, a discernible base, middle and top is created using details or changes in materials.

5b. A discernible base is at least 2-FT in height, but may include the entire first floor.

6. Any secondary facade facing a public street (corner building) incorporates design qualities similar to the primary facade.

7. **Downtown Core Only**, new buildings utilize a horizontal expression line that project at least 2 inches, articulating the transition between first and second floors.

8. Street-facing facades over 100 feet in length have at least 25% of the facade vary in height, with such difference being 4-FT or more.

9. **Downtown Core Only**, a flat or mansard roof system is used, unless a pitched roof system is deemed appropriate to the site and building style.

Scale, Articulation & Roofline Standard

NA

Comments (*office use only*):

Checklist

	Applicant	Staff / ZA	PC	
Scale, Articulation & Roofline Standards (cont.) Comments (<i>office use only</i>): _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10. Transitional Area Only , there is a positive visual termination at the top of the building, using either a pitched roof with gable(s) or parapet facing the street, mansard roof, or a flat roof with a defined cornice.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11. The roof has a slope no less than 5:12.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12. An accurately-measure elevation of each exposed building facade, including roofline, is submitted. The elevations include for reference purposes any adjacent buildings, including the roof profile, window configuration, and any other important architectural features.
Projections Standards <input type="checkbox"/> NA Comments (<i>office use only</i>): _____ _____ _____ _____ _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Signage on projections meet the requirements under Signage Design section (P.11-13).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Projections, excluding awnings, do NOT extend more than 5-FT beyond the property line. Awnings do NOT extend closer than 3 ft. from the street curb.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Canopies and marquees do not use wood or shingle components.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Canopies and marquees are a minimum of 10-FT above sidewalk grade.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Awnings are not made of shiny materials or have a shiny finish.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. Awnings/Canopies are at least 3 feet in depth and at least 8 feet above the sidewalk
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. The building has no glowing awnings (backlit, light shows through the material).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8. Downtown Core Only , awnings are mounted below the horizontal expression line that defines the ground floor.

Checklist

	Applicant	Staff / ZA	PC	
RESTORATION & PRESERVATION				
Historic Cleaning & Restoration Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. No use of chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. If necessary, surface cleaning will use the gentlest means possible. A surface cleaning test was conducted to determine the most appropriate cleaning method.
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. New mortar matches the original brick and mortar joint profile, including width and depth, -AND- mortar duplicates the original in color, texture and strength.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Existing historic base panels are not planned to be filled in with concrete block, unless it matches the primary facade material. Brick, if used to infill a historic base panel, will match the building as closely as possible in size, color, and texture.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Masonry on historic structures will NOT be painted, or stuccoed, if it has not been painted historically.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. Existing entry openings on historic structures are retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they will be placed at regular intervals and should be of similar proportions as the original entry.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. Existing window openings on facades facing a public street are retained.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8. Original or historic features, including columns, bulkheads, transoms and moldings, are retained, if possible.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9. Inappropriate past additions to buildings should be considered for removal, including siding, signs, wood filler in window openings, stucco, or exterior siding materials

Design Standards Checklist

Checklist

Design Standards Checklist

	Applicant	Staff / ZA	PC	
1. Outdoor food service areas is permitted under Chapter 32 of the City's Ordinances.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Outdoor Food Service & Vending Unit <div style="border: 1px solid black; display: inline-block; padding: 2px;">NA</div> Comments (<i>office use only</i>): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. Outdoor food service is on private property and selling similar products already available in the store, or is approved based on merits of the business plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Ancillary structures of a permanent nature (e.g., storage facilities, restrooms, seating pavilion) comply with all applicable building standards in this handbook & applicable City/County/State requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. All outdoor food service areas open to the public meet ADA requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. No usage of floors coverings (e.g, artificial turf, paint & carpet).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Building entrances have a direct clear path unimpeded (min. of 5 feet) for ingress & egress.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. If used, dumpsters and carts are screened from view from Superior Avenue through landscaping and/or fencing/walls.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Trash receptacles are provided for customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Lighting meet Lighting Standards in this Handbook. If used, string lights are commercial-grade & affixed to supports or building through typical construction means (no temporary method).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Outdoor display & storage areas are screened from view from adjacent to a residential property by a minimum of 6-ft solid fence or wall.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. No sales from RVs and tent, unless conditionally approved for a special event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Applicant	Staff / ZA	PC	
Outdoor Food Service & Vending Unit (cont.) Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12. Dining furniture are commercial grade & are primarily constructed of finished-grade wood, metal or composite material. No use of lightweight materials, unstained/unpainted pressure-treated wood, and/or primarily plastic.
<input type="checkbox"/> NA				
Comments (<i>office use only</i>):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13. Vending unit is located on a paved pad & adheres to the setback requirements of the underlying zoning district.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14. If multiple (vending unit) pads are proposed, they are a minimum of 10 feet apart.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15. Vending unit use of plastic materials, concrete block, fabric & other loose materials are not use as base materials.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

CITY OF TOMAH



Downtown

VOLUME TWO | Vision, Strategies & Actions

Master Plan

Adopted 04/11/17
Amended 07/19/2022

“A manual guiding public improvements and private investments in the City’s Historic Downtown.”

Acknowledgments	P2-3
Vision, Branding & Marketing	P4-9
Public Use & Infrastructure	P10-19
Land Use & Redevelopment	P20-33
Action Plan	P34-40

Acknowledgements

Tomah residents, property owners, and business owners attended meetings, reviewed draft materials, and submitted comments that have improved this Plan.

City Council

Nellie Pater, Mayor
Mary Ann Komiskey, 1st District
Luke Bohlen, 2nd District
Mike Murray, 3rd District
Chris King, 4th District
Eric Prise, 5th District
Lamont Kiefer, 6th District
Wayne Kling, 7th District
Larry Siekert, 8th District

Plan Commission

Mayor Nellie Pater, Chairperson
Tim Callahan
Mary Ann Komiskey, Alderperson
Bryan Meyer
Eric Prise, Alderperson
Brian J. Rice
Tina Thompson, CVB President & CEO

City staff

Roger Gorius, City Administrator
Shane Rolff, Zoning Administrator/Building Inspector
Kirk Arity, Director of Public Works
Joe Protz, Director of Parks and Recreation
JoAnn Cram, City Clerk
Diane Webster, Deputy City Clerk
Julia Mann, City Treasurer



Image Provided By: Monroe County Historical Society

Long Range Planning Committee

Rick Carlson, Chair
Nellie Pater, Mayor
Jeff Holthaus
Eric Prise, Alderperson
Chris King, Alderperson
Pete Reichardt
Steve Peterson
Jeremy Haldeman
Tina Thompson, CVB President & CEO
Joanne Westpfahl



Image Provided By: Monroe County Historical Society



Vision, Branding & Marketing

Downtowns are the heart of small towns and a strong sense of place is vital to the health and prosperity of a Downtown. A distinctive place embodies a character, look, flavor, and heritage that are not found in other locations, especially within the surrounding region. By being distinctive, a Downtown district can provide a viable alternative to its competition. To best enhance its distinct qualities, a Downtown should build upon its historic, economic, natural, and cultural amenities. It should also strengthen, integrate, and promote the following six elements, few of which are found in other commercial settings. As shown in the side bar (on right), many of the communities to learn from (per survey responses) have enhanced these elements.

Historic Character

The City's historic buildings represent an earlier era of architectural design, and are an invaluable assets when attempting to establish a discernible place. Their preservation, or replication, is both dependent upon and necessary to continued success in the Downtown area. The City should preserve this architecture heritage, and help owners protect and restore these buildings over time.

Diversity of Uses & Functions

A Downtown district provides a greater range of functions than any other location in a community. It may serve as a place for employment, shopping, worship, tourism, housing, government services, dining, entertainment, lodging, and cultural attractions. Multiple functions give a wider variety of users a reason to visit Downtown, which enhances activity levels throughout the day and week. Moreover, in a small-city Downtown, all of these activities are usually situated within a compact area that is easily walkable.

Housing Mix & Options

Retail follows the market (it doesn't lead), so it's essential to foster increased residential and workforce density in Downtowns to fuel retail sales growth. Therefore, the City should look to provide a healthy mix of housing options of varying formats and densities to help spur retail development.

COMMUNITIES TO LEARN FROM?



Reedsburg, WI



Viroqua, WI



Baraboo, WI

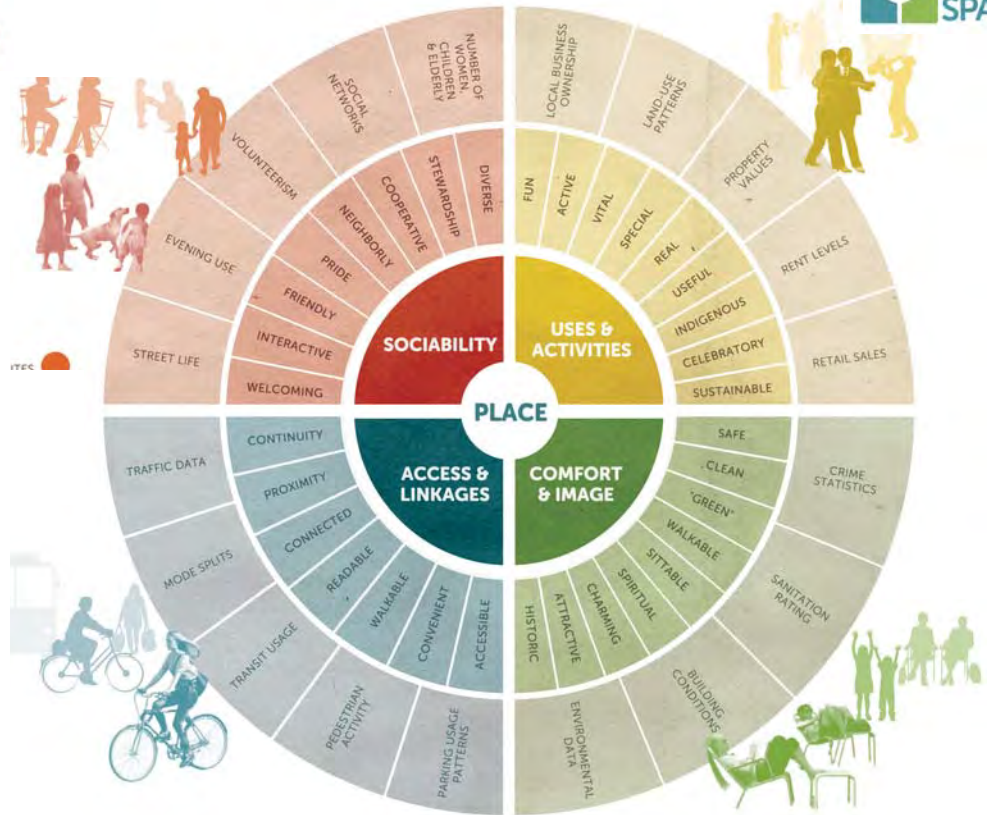


Survey Results

WHAT MAKES A GREAT PLACE?

Project for Public Spaces (PPS) has found that Quality Places share four qualities: 1) they are **accessible**; 2) people are engaged in **activities** there; 3) the space is **comfortable** and has a good image; and 4) it is a **sociable** place - one where people meet each other and take people when they come to visit. The Place Diagram (shown on the right) describes the many facets that make a place “great”.

- KEY ATTRIBUTES ●
- INTANGIBLES ●
- MEASUREMENTS ●



Safe, Comfortable & Accessible to All Users

As a pedestrian-oriented district, people walking, interacting and socializing is part of the shopping experience. However, if the customer experience is high-effort and low-quality (e.g. streets closed, can't find convenient parking, can't find the store), the customer will shop elsewhere (or online). Therefore, it's important to provide an environment that is “friendly” to both vehicles and pedestrians, meaning it feels safe, comfortable and accessible. Since the Downtown provides services to all populations, mobility considerations should be given to all user types from children to the disabled to the elderly.

Attractive, Quality Place

The more interesting and attractive you make the place, the more people are willing to get out of their car to be a part of the experience. Conversely, Downtowns with an

abundance of surface parking lots, buildings set back from the sidewalk, vacant or blank-walled structures, unmaintained storefronts, and/or poorly maintained, unadorned sidewalks will be far less desirable places to walk. Without a sense of an attractive memorable place, it will be difficult for small city's to have a thriving Downtown that can compete with big box retailers, commercial corridors and online shopping.

Social Gathering Place

Regardless of its aesthetic qualities, a built environment requires the presence of people to produce a desirable, appealing place. Successful Downtowns do just that, as they attract people and give people reasons to linger. The longer people choose to stay Downtown, the more establishments they will visit, resulting in an economic benefit as well.

Vision, Branding & Marketing

City Brand (logo/tagline)

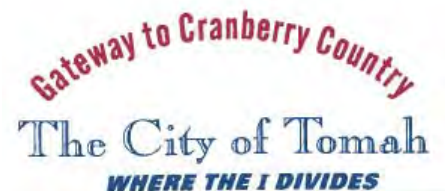
A community logo, similar to a business logo, gives a visual representation and identity to a brand (in this case, a community). A recognizable brand can have economic benefits in the regional marketplace. As noted on the City's website, there are two motto's embraced by the City: "Where the I Divides" and "Gateway to Cranberry Country". As depicted on various existing community signage, (pictured below) "Cranberry Country", "Wisconsin's Cranberry Country", and "Welcome to Cranberry Country" are also in use throughout the community. The images below represent all the various ways the City's brand is currently expressed through websites, signage, and official city documents. In total there are five different taglines in use by the City supported by three different logos. While there is some similarities across these brand alternatives, the many variations dilute the intent of reinforcing one community identity. In addition, there is interest among representatives of the City and Chamber of Commerce/Convention & Visitors Bureau (CC/CVB) in rebranding the community to promote the advantages of Tomah (not the region). Input from a community survey revealed that 18% of respondents did not like the current tagline Gateway to Cranberry Country, 35% liked it, and 47% were neutral. Common comments expressed in the survey and planning meetings include: we are not Warren's (Warren's tagline is "Cranberry Capital of Wisconsin"), it has nothing to do with the actual town (no cranberry operations in the city), and the need to be a destination not a portal to something else.

As part of the planning process, residents and stakeholders were invited to submit ideas for new taglines or themes for taglines that better expressed Tomah uniqueness. Common themes included: small town friendliness, transportation (Amtrack, airport, access to two interstates), Dairyland Super National Truck and Tractor Pull (held in Tomah every June), native heritage (Chief Tomah), military presence (Tomah Veterans Hospital, nearby Volk Field and Fort McCoy), Timberwolves (Tomah School District) and recreation (Lake Tomah, parks, green boulevards).

Building from this input MSA developed a sample of potential new taglines and logos for review by the CVB. Ultimately four logos were selected for further community input. All four logos included the tagline "Making Connections Since 1883", a reference to the City's date of incorporation, strategic location within the State, and the feeling of togetherness/friendliness of its residents. The four logos were shown in three different color schemes, burgundy/teal/black (nod to cranberry colors), yellow/black/gray (nod to school colors), and orange/blue. In addition to the four new logos, the survey collected additional input on the existing logo and tagline.

The results of the second survey indicated a preference for the existing logo and tagline as compared to the other options presented at this time. In addition, the burgundy/teal/black colors scheme rated as the preferred of the three color palettes.

Official Logo/Tagline



The draft logos show below were developed and reviewed by the Tomah CVB. The themes represented include recreation, connections, and (loosely) cranberries. Taglines reviewed were "Hub of Activity"; Rich in History, Strong in Community"; and "Making Connections Since 1883". Not all were presented to the public at the time of the survey.



Vision, Branding & Marketing

The purpose of this section is to review and discuss marketing strategies as they relate to increasing business activity in Downtown Tomah.

Buy Local Program

Generally, the majority of business sales comes from the local population. For this reason, it is important to encourage local residents to shop locally. Since small communities rely on residents in rural sections of the County and on neighboring small communities, it is important to get this message out to those areas as well. Below are a few examples of some “buy local” campaigns.

- Send a happy holiday card with or without a coupon (or gift card) to a random number of area residents, or place an advertisement in a local media outlet. This message should state the gift/coupon is offered by their locally owned businesses and that buying local throughout the year will build a more vibrant and healthy local community.
- Create a shop local week that could either be just within Downtown Tomah or cover a broader market. This event could be accompanied by a bingo or monopoly-esque game requiring contestants to purchase an item at enough business to complete the board. Each participating business would provide a prize to be awarded to winning contestant(s). This could be downloadable from the City’s website, the CVB’s website, and/or located at participating business locations.
- Use a vacant storefront to advertise the “buy local” campaign. This could be further enhanced by sponsoring an annual “buy local” store window decorating contest, which would be voted by the general public with the winning business receiving a plaque, or kudos on the City or Chamber website. The general public would be enticed to vote by offering eligibility in drawing to win a gift bag provided by area businesses.



Business Website / Reviews

Advertising and tourism studies have shown that the majority of consumers research their destinations prior to deciding on making their first visit to a business/location. Currently most Tomah businesses do not have a website. Some do have a Facebook page, but even these pages lack the basic information such as hours of operation. Plus, Facebook is primarily used by computer savvy people. Therefore, a traditional website is still an important tool and would benefit Tomah businesses. Another important step is to make sure that a business website appears on search engine result pages when the business type is searched near Tomah. If it does not, verify that your website content includes keywords that would be found by search engines and make sure your business profile on these search engine sites are filled out completely.

Also online reviews on the major business sites (e.g. Google, Yelp, Urbanspoon and Trip Advisor) can play a big role in the decisions made by visitors and tourists. Therefore, it is recommended to promote online business reviews on the major websites listed above. One way to entice online reviews is to post stickers or posters at area businesses encouraging visitors to write reviews about their business experience. Additionally a business could offer a small discount to anyone who puts up a review on one of the review sites.



Extended Business Hours

Downtown Tomah, like many small downtowns, does not have many retail and service hours (excluding taverns) past 5/6pm during the week, past 4pm on Saturdays or any hours on Sunday. Hours of operation are an individual chose by each business based on their business operations and staff levels. Survey responses collected during this planning process suggest a desire for extended hours. Individual business could implement additional weekday evening, Saturday evening or Sunday hours of operation. However, a more effective strategy may be to unify various retail businesses around collectively staying open extended, or untraditional, hours a few times a month on set days. For example, the first and last Friday of every month have hours until 7/8pm and possibly one Sunday a month open at least 3-4 hours (e.g., 12-3pm). This approach can create more synergy among businesses, consistency for the public, and opportunities to tie in other Downtown community events to draw more retail activity.

Media & Marketing Efforts

The City/CVB continually promote existing business assistance programs to local businesses and residents looking to start a business. Internal marketing materials (e.g., brochure, pamphlet, online resource, etc.) can be used to promote business-related funding options and assistance programs. At a minimum this includes the City's RLF program, proposed Tax Increment Financing façade grant program, and other programs offered through the Monroe County Economic Development Department, and the Wisconsin Economic Development Corporation.

Businesses should continue to externally market through multiple media sources inconjunction with special events on a quarterly basis. If this is too costly, take out a large ad space with space for smaller individual business ads in popular area newspapers.

Community Events

Public events provide community pride, sense of place, and economic benefits. Currently the City hosts several events Downtown, including Americana Music in the Park, Chili Walk & Wine Tasting for Charity, Swing into Spring events, Tomah Crazy Daze; however, these events should be expanded, and involve more local businesses. Other potential events include art/mural installations, Taste of Tomah (Downtown food vendors), movie nights, sidewalk sales, Christmas Tree lighting (in Gillett Park). These events should be promoted beyond the local media outlets to reach the regional population.

Public Use & Infrastructure

Streetscaping Purpose & Goals

The purpose of this section is to paint an overall picture of the potential improvements to the Downtown public realm to achieve a unique, great place. Guidelines in this section are intended to assist in the design and reconstruction of streets and to address issues raised by the general public, businesses, City officials and the LRPC.

A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right-of-way. A balanced mix of these components can lead to establishing a great place that is a destination in itself. This will increase the marketability of the district as consumers prefer destination shopping, rather than a big box store on the outskirts of town. Improvements in streetscaping often serve as a catalyst for private property improvements as property owners are more willing to invest in an area which has better infrastructure.

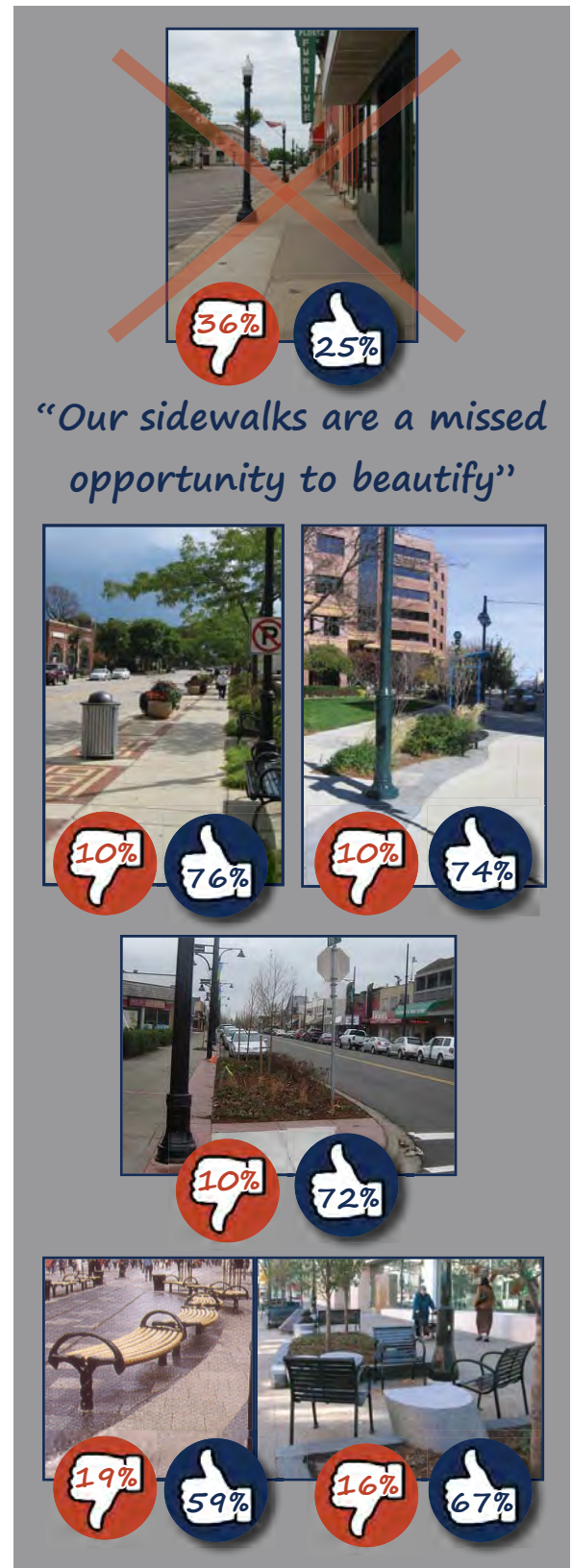
It is the desire of the community to incorporate as much greenery as possible to continue the median "parkway" theme found outside of the Downtown core and to soften the hardscape found in the Downtown core. The community would also like the streetscape to strengthen the historic nature of the Downtown.

Goals of Streetscaping Improvements

1. Enhance the street environment for both pedestrians and motor vehicles.
2. Increase foot and bicycle traffic Downtown.
3. Improve the economic viability of the Downtown.

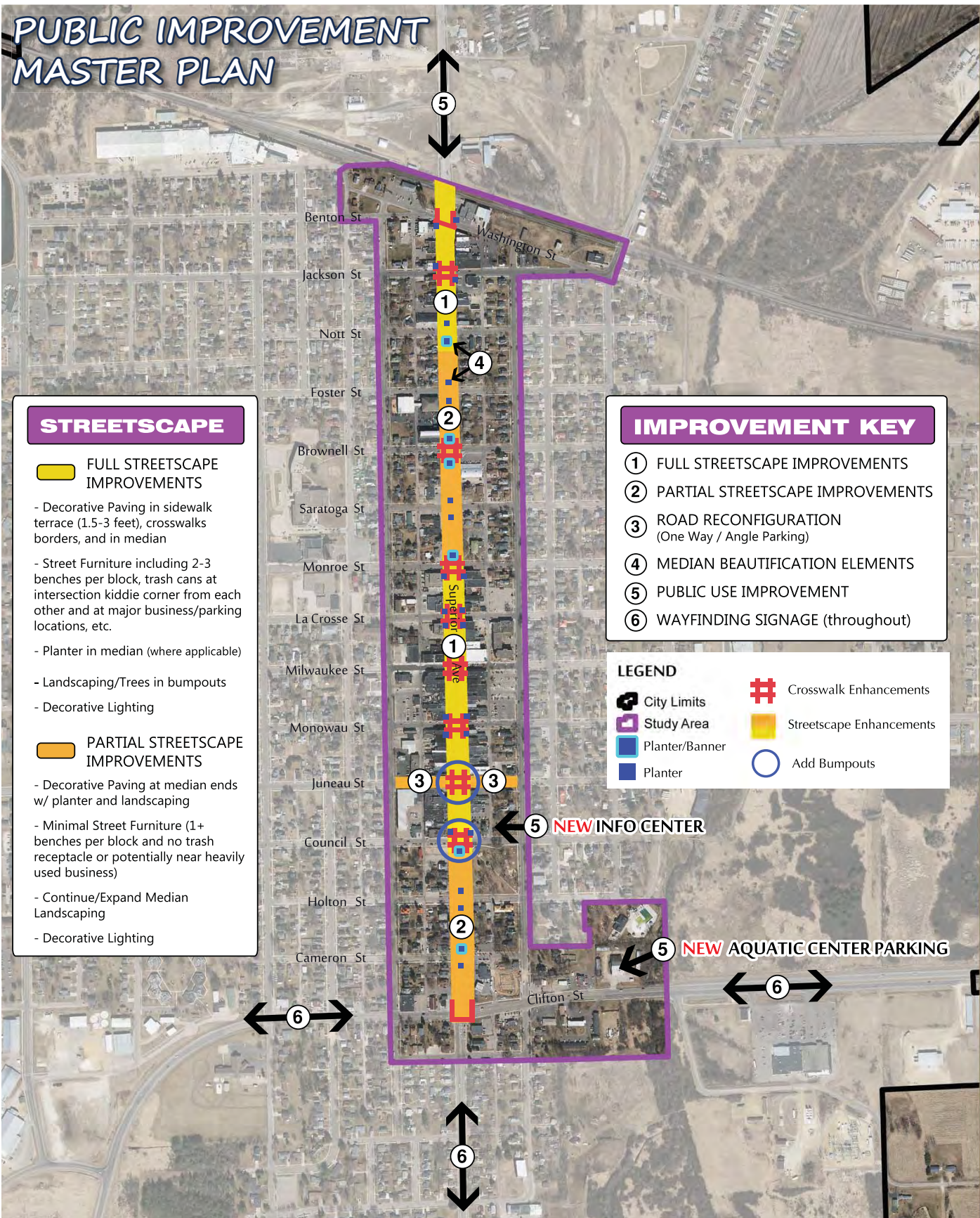
Public Infrastructure Master Plan

The map on the next page illustrates a variety of public improvements suggested for the corridor over the next 20 years. Improvements include crosswalk enhancements, bumpouts, road/parking enhancements, street lighting, gateway and signage improvements, and public use improvements. The next pages will describe these improvements in more detail. See the Action Plan for proposed timeframes for completing each element described in this section.



Survey Results

PUBLIC IMPROVEMENT MASTER PLAN



STREETSCAPE

FULL STREETSCAPE IMPROVEMENTS

- Decorative Paving in sidewalk terrace (1.5-3 feet), crosswalk borders, and in median
- Street Furniture including 2-3 benches per block, trash cans at intersection kiddie corner from each other and at major business/parking locations, etc.
- Planter in median (where applicable)

- Landscaping/Trees in bumpouts
- Decorative Lighting

PARTIAL STREETSCAPE IMPROVEMENTS

- Decorative Paving at median ends w/ planter and landscaping
- Minimal Street Furniture (1+ benches per block and no trash receptacle or potentially near heavily used business)
- Continue/Expand Median Landscaping
- Decorative Lighting

IMPROVEMENT KEY

- ① FULL STREETSCAPE IMPROVEMENTS
- ② PARTIAL STREETSCAPE IMPROVEMENTS
- ③ ROAD RECONFIGURATION (One Way / Angle Parking)
- ④ MEDIAN BEAUTIFICATION ELEMENTS
- ⑤ PUBLIC USE IMPROVEMENT
- ⑥ WAYFINDING SIGNAGE (throughout)

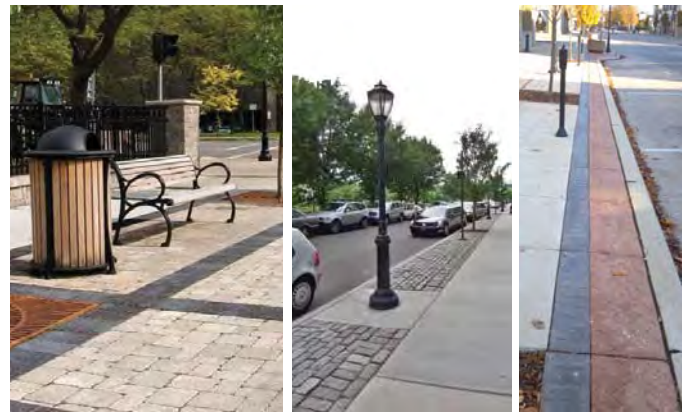
LEGEND

- City Limits
- Study Area
- Planter/Banner
- Planter
- Crosswalk Enhancements
- Streetscape Enhancements
- Add Bumpouts

Public Use & Infrastructure

Sidewalk Enhancements

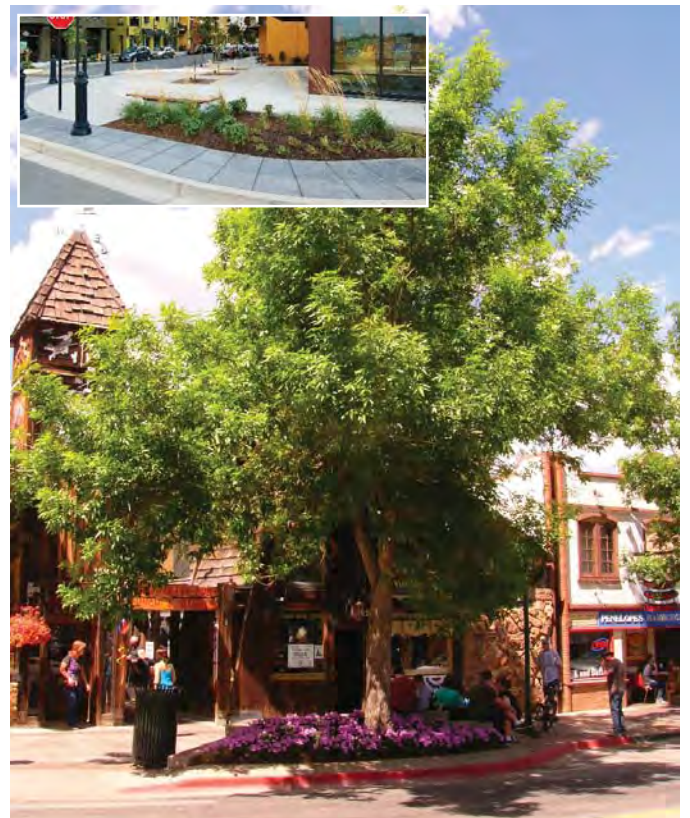
Decorative paving is recommended to be installed along the curb edge between 1.5-3.0 feet in width, while maintaining a concrete sidewalk with at least six feet wide clear path. As shown in the top left image, tan and gray cobblestone pavers are recommended, as its unique to the traditional red color used in other communities, and has historic qualities in material (cobblestone) and color (tan to match Gillett Park stone work). To reduce potential for uneven settling, a concrete underlayment is recommended to be installed below the pavers. Landscaping in the terrace area should be limited to planters due to the limited sidewalk width. Additional landscaping is suggested in bumpouts (see the next section for more information).



Bumpout Enhancements

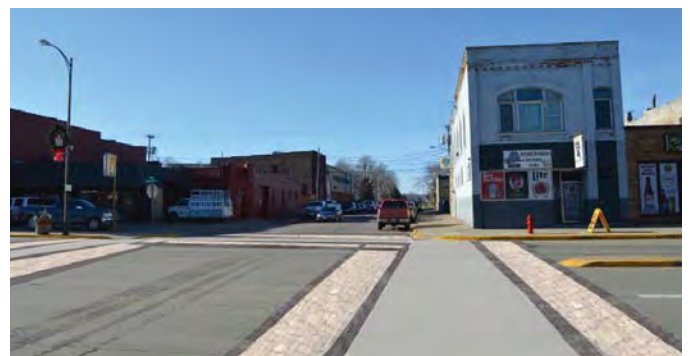
The same tan/gray decorative paving should be designed into bumpout sections with considerations of walkability for all populations. More specifically, the roughness of the cobblestones should be outside of direct access to public amenities (e.g., benches) placed in the bumpouts. See the streetscape detail on the next page for example meeting this requirement. Landscaping, in particular trees, should be incorporated in the bumpouts. These landscaping areas should be softscape installations with mulch/groundcover (i.e., no tree grates, concrete edging, etc.).

As shown on the map on the previous page, additional bumpout are recommended at Council Street and Juneau Street. These are the only two intersections in the Downtown core that currently do not have bumpouts, so this improvement would provide consistency in the Downtown core. Currently the existing bumpouts do not extend all the way to the drive lane. If Superior Avenue gets reconstructed, all bumpouts should be expanded to the greatest width possible to allow for additional landscaping/trees, benches, planters and trash receptacles. Expansion of the bumpouts would impact the bikability of the corridor, but this plan encourages using the parallel streets of McLean Avenue and Kilbourn Avenue as designated north-south routes through the Downtown as it's safer (i.e., significantly less traffic and less visibility issues).



Crosswalk Enhancements

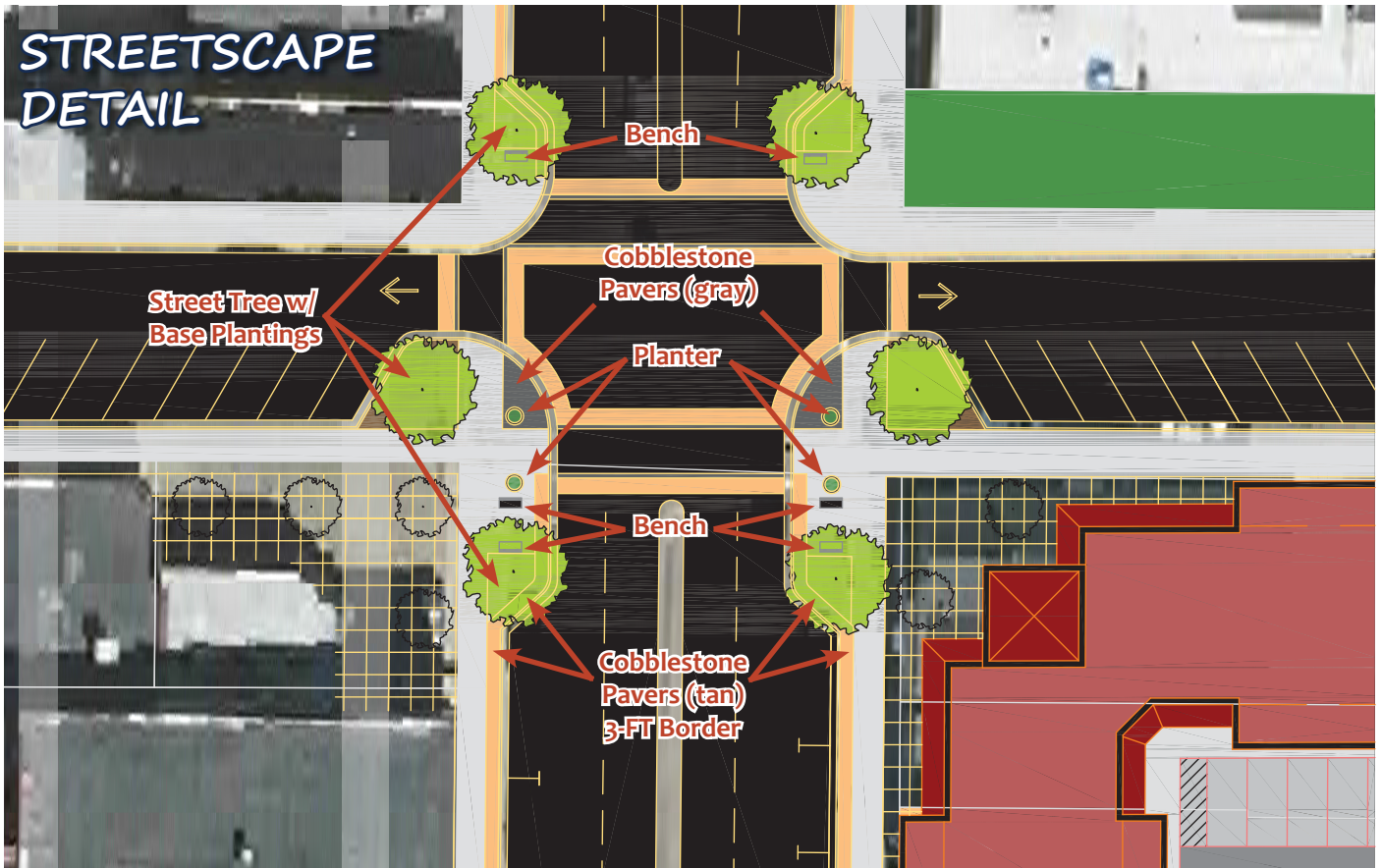
All intersections should receive crosswalk enhancements. As noted on the Public Improvement Master Plan (on the previous page), 3-4 foot decorative borders should be added to ten intersections. The remaining intersections should be painted using a ladder or continental pattern.



VISION IMAGE



STREETSCAPE DETAIL



Public Use & Infrastructure

Median Enhancements

The grass medians found outside of the Downtown core provide a great opportunity to beautify the Downtown and to add unifying elements to define the Downtown district. As shown in the two upper images (on the right), this can be accomplished by using decorative paving (proposed for the sidewalk terrace), banner poles, unique planters, bollards, or landscaping. The design should be consistent, but modified to meet varying median widths. Banner poles (with landscaping) are recommended to be incorporated in the following medians: Notts Street (south end), Brownell Street (north & south ends), Monroe Street (north end), Council Street (south end) and Cameron Street (north end). The banners are envisioned to incorporate “Downtown”, Tomah branding, civic groups, and special event advertising. To extend this design theme in the other portions of the Downtown corridor, the planter (and potentially bollards) should be placed in additional grass medians (see map on page 11). The same planters should be incorporated in the bumpouts in the Downtown core.



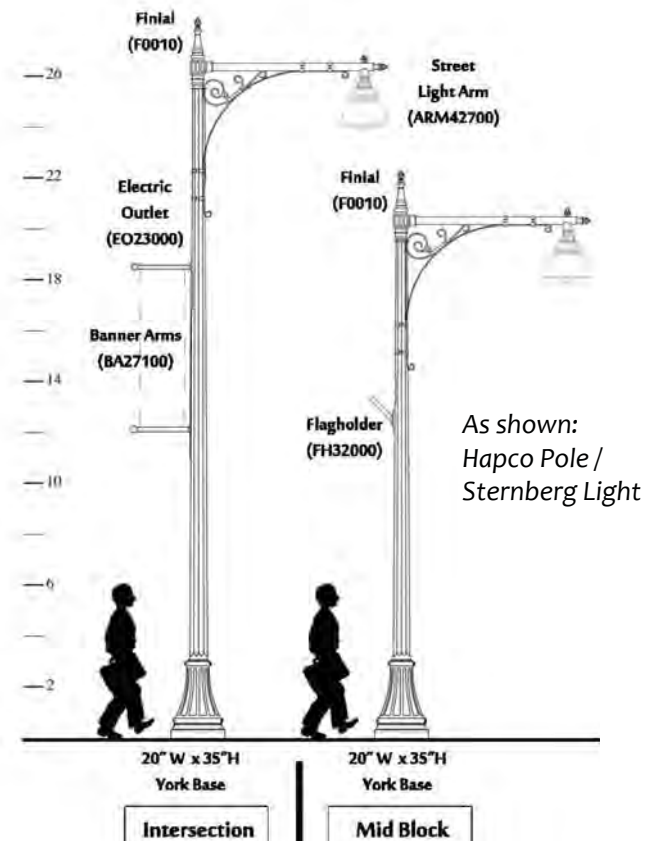
When Superior Avenue gets reconstructed (no timetable set by the WisDOT), the City should consider removing the continuous median in the Downtown core (i.e., Monroe Street to Council Street) to expand the sidewalks, where possible. If the medians remains, consider incorporating the same cobblestone paving recommended for the sidewalk terrace.

Street Lighting

The street lights along Superior Avenue are in need of replacement. Based on discussions with the LRPC, the recommendation is to re-use the existing locations to save on cost on rewiring and constructing new light base foundations. To maintain consistent lighting of the roadway and sidewalk, a 25/26 foot light pole is recommended at intersections (with banners facing towards the sidewalk) and 18/20 feet light poles (with American flags facing towards the sidewalk) are recommended in the mid-block locations. Based on responses received in implementation survey, the majority prefers the paired street light design with black aluminum (12-sided) fluted poles with LED low sag light fixture (as shown on the right.)

Based on this response, it also recommended that the shorter pole (i.e., 18/20 foot) be used on other streets within the Downtown core (i.e. the first block off of Superior). If the sidewalks get completely reconstructed, the City could consider increasing the number of light lo-

PREFERRED PAIRED LIGHT FIXTURES



cations to allow all lights be at the lower height, as was preferred in the initial survey sent out to the public at the start of the planning process.

Parking Improvements

Downtown parking comes at premium; however, there appears to be no major problem in Downtown Tomah based on the parking study completed during this planning process and survey responses. There is some concern regarding signage and lack of parking during major events being held at Gillett Park. For these reasons, the majority of parking improvements discussed below make parking more accessible for elderly/handicap, provides better direction to public lots and are preemptive measures that can be taken if further parking concerns arise.

In short, removing taxable development to add low-density surface parking is undesirable - it reduces revenues and damages the urban character of the Downtown area. The alternative is to selectively choose where to add more off-street facilities (if needed), expand existing facilities, and maximize the number of potential spaces on-street.

Handicap/Veteran/Elderly Parking

During special events at Gillett Park parking has been an issue, especially for the disabled and elderly population. Therefore a portion of parking areas surrounding the park are recommended to be designated for these populations. Also consideration should be given to reserving a Superior Avenue stall on every block for the handicap, veterans and/or elderly. The best location would be near intersections where ADA ramps are provided, unless a midblock ramp is provided.

Kilbourn Avenue Angled Parking

Should parking become an issue around Gillette Park, consider providing angled parking along the west side of Kilbourn Avenue, as the street is currently wide enough to accommodate this improvement. If parking becomes further strained consider extending the angled parking from Holton to Monowau. If possible, maintain parallel parking on the east side of the street.

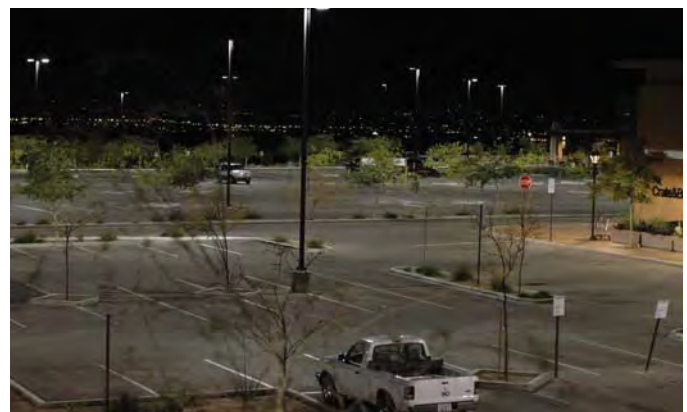
Juneau St Reconstruction

As shown in the streetscaping detail (on page 9), Juneau Street between McLean Avenue and Kilbourn Avenue is recommended for reconfiguration to a one-way street with angled parking. This design is a replica of how Milwaukee Street functions (image on right). The benefits of this road improvement include providing opportunities

for streetscaping/landscaping, providing a parking type that is preferred by most drivers (i.e., angled over parallel parking spaces), and reduces the pedestrian crossing distance on the side street (as it crosses only one drive lane).

Other Strategies:

- Mark Short Term Parking Stalls - Bakery, coffee shops, florists, and markets all have customers that want to get in and out quickly, so short term spaces can allow for continuous turnover. However, this change should be made only in consultation with business owners to confirm interest.
- Use Parking Areas Efficiently - As fuel efficiency has become a priority, many people are driving cars less than 16 feet in length. Look for opportunities to gain additional spaces by designating some rows for compact cars only. These spaces are also appropriate for most electric vehicles. The provision of public charging stations (or utilities to accommodate future installation) should be considered when building new parking lots or structures.
- Ensure Nighttime Safety - All Downtown users should feel safe walking to or from their cars after dark. Adequate lighting should be provided along pedestrian routes, especially near parking lots. New lighting should be full cut-off, dark-sky compliant, to eliminate unnecessary glare.



Public Use & Infrastructure

Community Signage

There are two existing community signs in the Downtown corridor. The first is a branded “Gateway to Cranberry Country” sign in the northeast corner of the Clifton/Superior intersection (shown in the upper right). This sign also include two posts with local civic group representation. This location is at a prime intersection of the community, but its location also has some limitations, including: 1) visibility is impaired by traffic signals and road signage; 2) traffic speeds and heaviness could increase the chances it could be missed; 3) the larger gas station sign sits right behind it; and, 4) it is placed in the middle of the community (vs. at the entry point of the community). The City and Chamber of Commerce have interest in installing community entry signs near the major interchanges into the City (I-90 and I-94), which would preclude the need for this type of sign in this location. As explained on page 10, Downtown specific markers are suggested in the medians, which could promote the local civic organizations in the community.

The second community sign (shown on the right) was recently installed on the Amtrak Station property just north of the Washington/Superior intersection. The “Our Town Tomah” is branded along the top of the sign with the following message: “Welcome to Our Community”. Some concerns from the community, as well as considered by the planning consultant, include the following: 1) size and font choice of the primary message is hard to read; 2) this type of sign is better suited near entry points to the community per its message; 3) the use of “our community” could be off-putting to visitors; and, 4) the sign structure could be more substantial. As a solid location for a sign (due to good visibility), the existing sign could be retrofitted to promote the local civic groups and/or entering the Downtown. To further improve the aesthetics, the base of the sign could be reconstructed with concrete or brick and extended up at least 2.5 feet. and extend the sign face down to this new base structure.

Street Furniture

The existing street furniture (i.e., benches, trash receptacles, hydration station, kiosk, etc.) provide a good template to replicate throughout the Downtown. The images on the right (excluding the lower right) show the furniture pieces found in the Downtown. The lower right image demonstrates the preferred placement of benches/seating along the sidewalk with the exception in bumpouts where the benches could be placed perpendicular to the street. See the Public Improvement Master Plan for the preferred amount of street furniture by area. Preferred color is black.



Preferred Bench Type

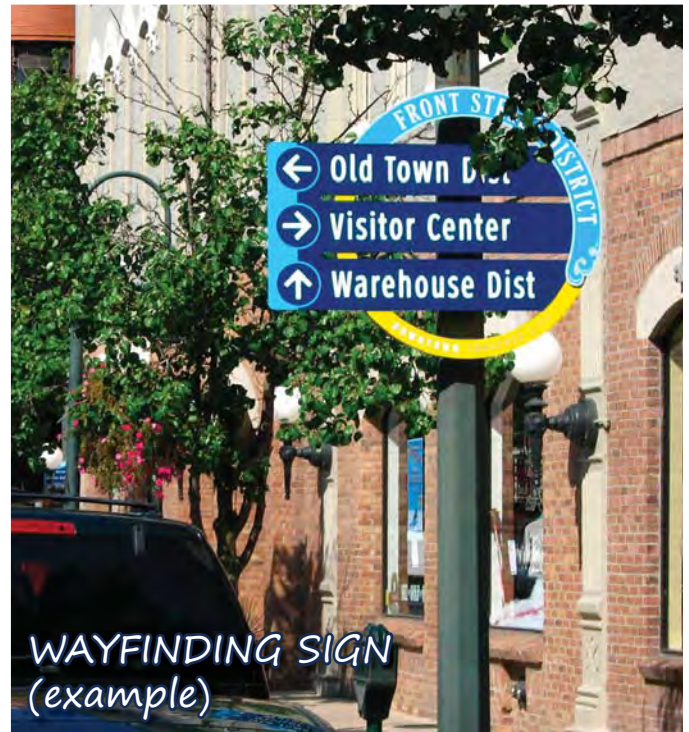
Public Use & Infrastructure

Wayfinding Signage

Based on feedback provided during this planning process and based on best practices, the current signage system should be updated to:

1. reduce sign clutter (by using existing light poles),
2. improve the overall graphic quality and design (to match existing/new City brand),
3. improve public parking signage,
4. include additional (trailblazer) signs to reach destinations with additional turns off arterial roadways, and
5. meet WisDOT current standards (see 2009 edition of the Manual on Uniform Traffic Control Devices).

The Wayfinding Signage Plan on the next page and corresponding destination list (below) illustrate the recommended signage system for the City of Tomah. Per MUTCD standards, wayfinding signage is limited to three destinations and must use 4-inch upper case text size in the Downtown (and 6-inch on roads with posted speed limits above 25 MPH). To keep the overall size of the signs minimized, some destinations are shown abbreviated.



WAYFINDING SIGN
(example)

SUPERIOR AVE SIGNS

Sign 1: Arthur ST (SB)
Downtown District (S)*
Glendale Ballpark (L)
Lemonweir E.S. (L)

Sign 2: Arthur ST (NB)
Visitor Center (L)*
Glendale Ballpark (R)
Lemonweir E.S. (R)

Sign 3: Washington ST (SB)
Amtrak Station (R)*
Lake Park (R)

Sign 4: Washington ST (NB)
Amtrak Station (L)
Lake Park (L)

Sign 5: Foster ST (SB)
Tomah M.S. (R)

Sign 6: Foster ST (NB)
Tomah M.S. (L)

Sign 7: Monroe ST (SB)
Parking [P] (L)
Public Library (L)
City Hall / Police (R)

Sign 8: Monroe ST (NB)
Parking [P] (L)
City Hall / Police (L)
Public Library (R)

Sign 9: La Crosse ST (SB)
Parking [P] (R)
Miller E.S. (R)
Com. Theatre (L)

Sign 10: La Crosse ST (NB)
Parking [P] (L)
Miller E.S. (L)
Com. Theatre (R)

Sign 11: Milwaukee ST (SB)
Parking [P] (L/R)
Western Tech Col. (L)

Sign 12: Milwaukee ST (NB)
Parking [P] (L/R)
Western Tech Col. (R)

Sign 13: Minowau ST (SB)
Parking [P] (L/R)
Fireman's Park (L)

Sign 14: Minowau ST (NB)
Parking [P] (L/R)
Fireman's Park (R)

Sign 15: Juneau ST (SB)
Boat Launches (R)
Winnebago Park (R)
Tomah H.S. (R)

Sign 16: Juneau ST (NB)
Boat Launches (L)
Winnebago Park (L)
Tomah H.S. (L)

Sign 17: Clifton ST (SB)
Aquatic Center (L)
Airport (L)
Recreation Park (R)

Sign 18: Clifton ST (NB)
Aquatic Center (R)
Airport (R)
Recreation Park (L)

CLIFTON STREET SIGNS

Sign 19: at View ST (NB)
Downtown (S)*
Lake Tomah (S)*
Amtrak (S)*

Sign 20: Hugh Dickie DR (EB)
Recreation Park (L)
Tomah H.S. (L)
Winnebago Park (L)

Sign 21: Hugh Dickie DR (WB)
Recreation Park (R)
Tomah H.S. (R)
Winnebago Park (R)

Sign 22: Superior AVE (SB)
Airport (S)*
Downtown (L)
Visitor Center (L)

Sign 23: Superior AVE (NB)
High School (S)*
Downtown (R)
Visitor Center (R)

Sign 24: Across from Burns-tad's Village Mall
Downtown (S)*
Aquatic Center (S)*
Tomah H.S. (S)*

Sign 25: Sime AVE (EB)
Fireman Park (L)
Industrial Park (L)

Sign 26: Sime AVE (WB)
Lake Tomah (S)*
Fireman Park (R)
Industrial Park (R)

* Allowance is discretionary per MUTCD and must be approved by regional WisDOT sign representative.

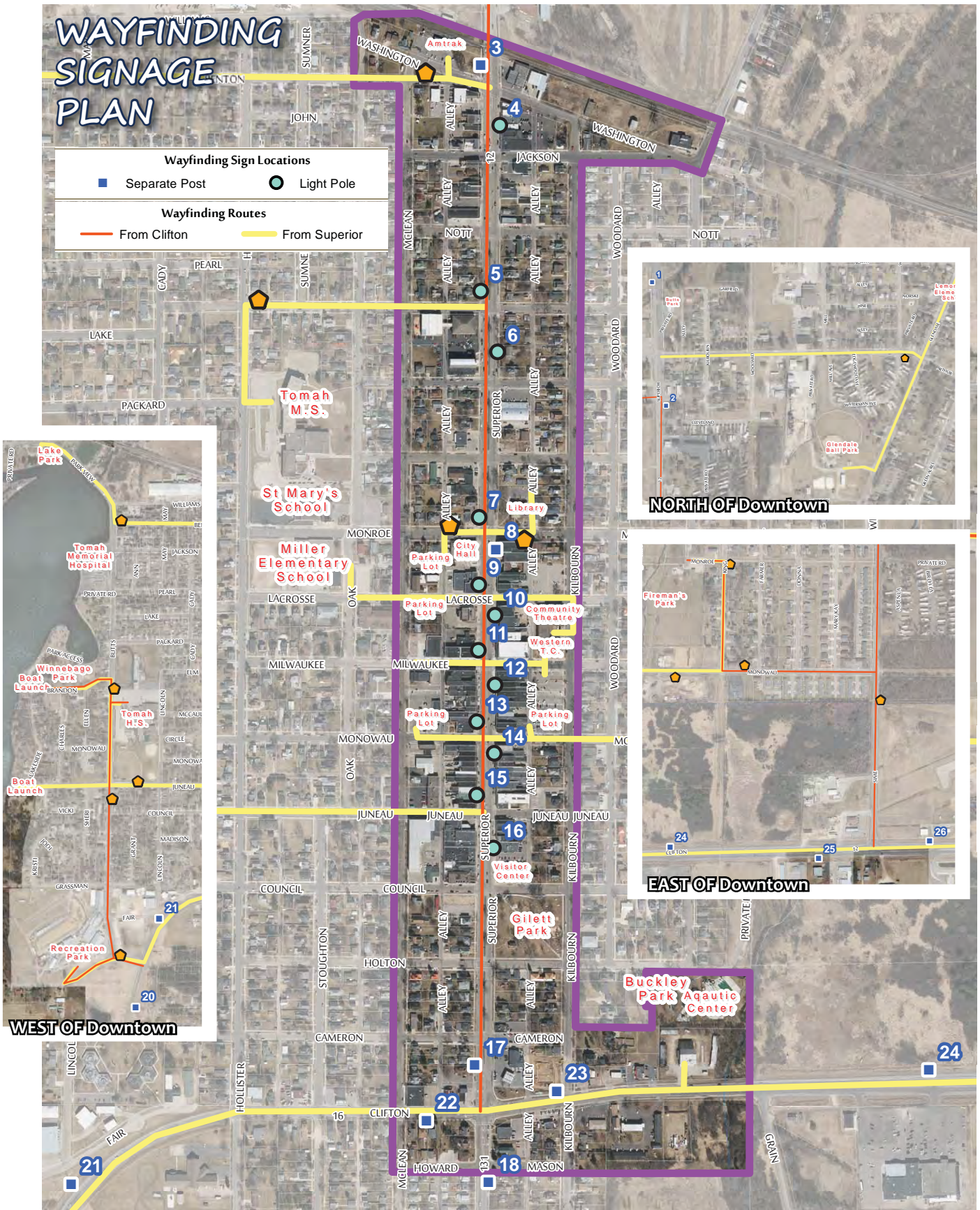
WAYFINDING SIGNAGE PLAN

Wayfinding Sign Locations

- Separate Post
- Light Pole

Wayfinding Routes

- From Clifton
- From Superior



Land Use & Redevelopment

Purpose & Goals

This section provides a vision for the revitalization of Downtown Tomah. This vision looks to enhance the existing assets and identify opportunities for redevelopment sites that currently detract from the Downtown. It presents the framework to guide future efforts to enhance the Downtown as a place to work, live, shop, eat and play.

It is the desire of the community to maintain and enhance the architectural quality of historic buildings in the Downtown; to rehabilitate facades on otherwise appropriate Downtown buildings; to redevelop those under utilized and blighted Downtown properties; to increase housing options and density; and to strengthen City policies and procedures related to design review.

Goals of Land Use & Redevelopment

1. Create an identity for the Downtown and enhance the existing business climate.
2. Attract and retain businesses that strengthen and diversify the local economy.
3. Improve the aesthetics of sites and buildings.
4. Expand the housing options in the Downtown to attract new residents, providing more activity along the streets and increasing sales/demand for the Downtown businesses.

(Re)Development Master Plan

The heart of Downtown Tomah is historic with a set of buildings that should be preserved and maintained in their present form (with adaptations as necessary) for generations to come. But around that historic core, in every direction, are sites that could (and in some cases should) be redeveloped with new structures and configurations in the coming decades. This section identifies and prioritizes the most important opportunities for changes to Downtown properties.

Many of these projects will depend upon the interest and initiative of private landowners and developers. This plan is a vision to inform those private efforts and to help guide City review of development proposals. The map on the next page illustrates a 20 year outlook for development-related actions, including priority sites to actively promote redevelopment efforts. The following pages will discuss these recommendations in more detail. See the Action Plan for proposed timeframes for completing each element described in this section.

Top Development Strategies

- 83% - Incentivize Redevelopment of Blight
- 70% - Expand Downtown Events/Marketing
- 61% - Facade Improvement Grants/Loans
- 60% - City Purchase to Actively Redevelop

Business Types Desired

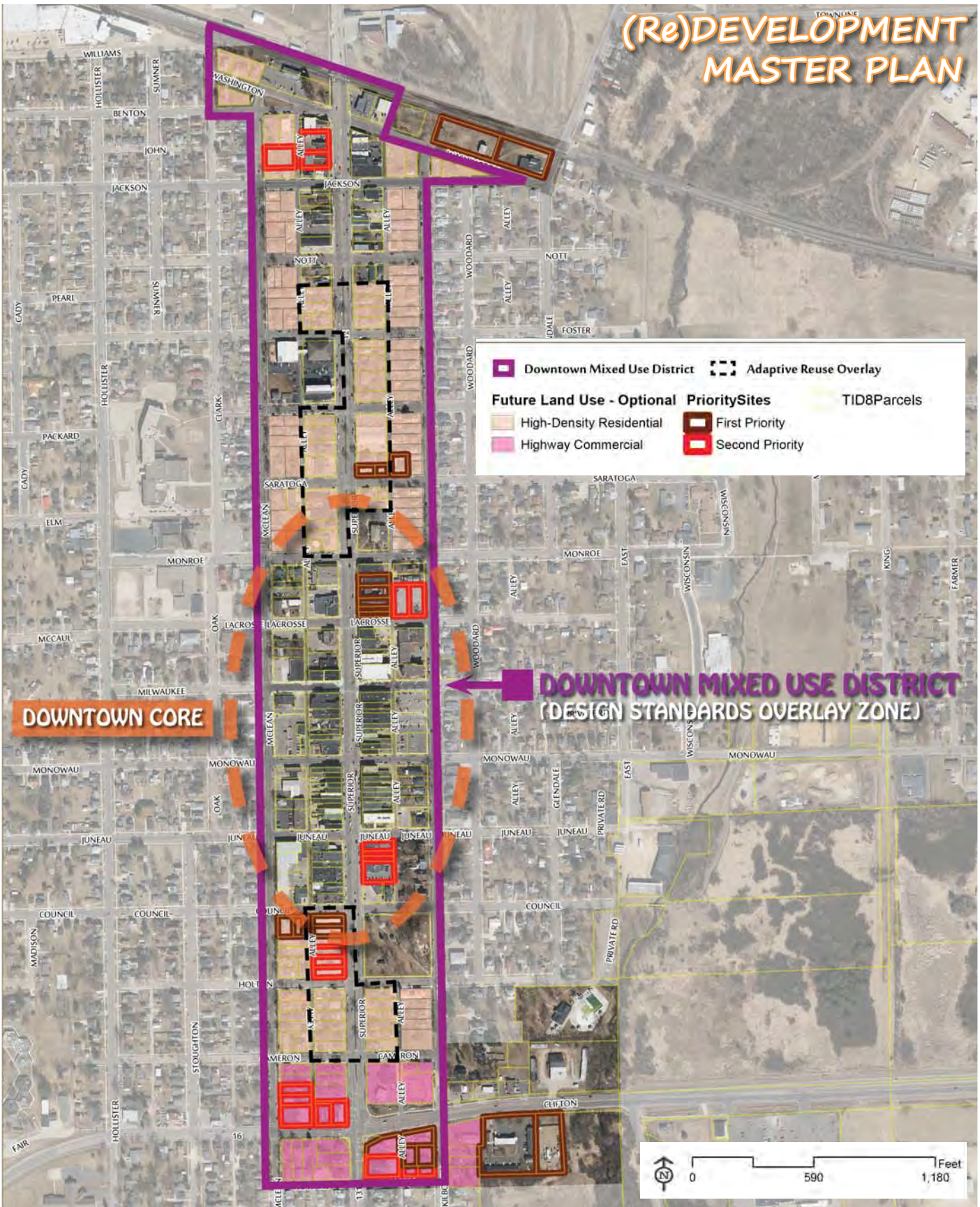
- 63% - Family (Sit-down) Restaurant
- 60% - Super Club
- 59% - Bakery
- 58% - Clothing Store
- 48% - Deli Shop
- 43% - Brew Pub
- 42% - Organic/Local Food Grocer
- 42% - Arts & Crafts Supplies Store
- 42% - Book Store

Housing Types Desired

- 67% - Retrofitting Existing Upper Stories
- 60% - Mixed Use (Res. over Com.)
- 43% - Senior Housing
- 37% - Townhomes/Rowhouses
- 35% - Small Residential Buildings (3-12 Units)

Survey Results

(Re)DEVELOPMENT MASTER PLAN



Land Use & Redevelopment

Future Land Use

The City desires a mixed-use Downtown district consisting of retail, service, office, civic and residential uses. As explained in the City's Comprehensive Plan, mixed use can be achieved horizontally (i.e., multiple buildings with different uses on a single tract) or vertically (i.e., multiple uses within the same building). Even though the City desires vertical mixed use developments throughout the Downtown, they understand that the mix of uses (especially outside of the Downtown core) may be more easily achieved (and marketed) towards stand-alone single use developments. This is especially true for properties abutting the heavily-traveled Clifton Street, which currently includes highway commercial uses with the buildings set back and parking along the street frontage.

Also there portions of Downtown that currently have a residential character that could be marketed towards more intensive "high-quality" residential buildings, potentially with no commercial component. The inclusion of standalone "high quality" residential can increase foot traffic and activity in the Downtown, and increase the sales for existing businesses and increase demand for new businesses to locate Downtown.

To that end, the ReDevelopment Master Plan (on the previous page) identifies areas where these alternative future land uses designations may be considered by City officials, meeting the below future land use descriptions and representative photos on this page and the next.

High-Density Residential (HDR)

The High Density Residential (HDR) areas are intended for housing with densities that exceed five units per acre. Ideal development types for this area include fourplex, townhouses, row houses, apartment buildings, and senior housing.

Commercial (C)

Commercial (C) areas are intended for retail, service, and office uses that serve neighborhood, community and regional markets. Ideal development types for this area include a large retail and service business, office, clinic and health care facility, hotel, restaurant and entertainment business. The type and size of use will be determined by location and market forces.

CORE Mixed Use



TRANSITIONAL Mixed Use



ALTERNATIVE High-Density Res.



ALTERNATIVE (HWY) Commercial



ALTERNATIVE Adaptive Reuse



Adaptive Reuse Overlay (ARO)

The Adaptive Reuse Overlay (ARO) recognizes the importance of this segment of Superior Avenue as a transition between the traditional Downtown core and the commercial nodes near Clifton Street and Washington Street. The ARO district will allow continued occupancy of existing single-family residences or small multifamily buildings, and the reuse, or partial reuse, of existing residential properties for small office, retail or professional service uses. New construction is allowed and should relate to the scale and rhythm of the surrounding developments within the same block face (e.g. refer to first image under Transitional Mixed Use).

Zoning District(s)

Per the City's Zoning Map, the majority of the planning area is in the Business (B) zoning district. This includes commercial properties, as well as existing single-family homes, along McLean Avenue, Superior Avenue, Kilbourn Avenue and cross streets between. Below describes some concerns with the zoning code as it relates to the Downtown area.

- The Business zoning district is used in both the Downtown area and along major highway commercial corridors (e.g., Clifton Street), which generally have different building forms and site layouts. To allow the zoning district to guide both development areas (i.e., highways and Downtown), the code does not restrict the setbacks on the principal building(s) and allows for a greater variety in uses than would generally be offered in a Downtown setting. Therefore, these regulations are relaxed for highway commercial corridors, but potentially not strict enough in the Downtown.
- Single-family homes are a conditional use within the Business zoning district. This designation can make it more difficult for homeowners to update, expand and maintain their single-family homes. Yet, it does make it easier for redevelopment to commercial and mixed use.
- The parking requirements for commercial uses is quite high based on general practice (i.e., 1 stall per 140 SF of retail and 300 SF of office). This can have a significant impact on the ability to provide a high-density mixed use district.

For the above reasons the City's zoning code should be amended to:

- Update the parking restrictions to be more restrictive and consider reducing, or not requiring, parking within the Downtown core.
- Add a Downtown mixed use zoning district that better controls the character found in the Downtown (including design standards - see the next page for more detail).
- Consider changes to the current regulation for the B Business zoning district to speak directly to areas outside of the Downtown,
- Consider adding an Adaptive Reuse Overlay (ARO) for segments of Superior Avenue that include residential properties that could be adaptively reused for commercial (see overlay explanation on the left and the (Re)Development Master Plan on page 21), and
- Review the zoning map to match the recommendations in this Plan.

Land Use & Redevelopment

Design Standards

As discussed in the review of the existing conditions (see Volume I), there is a lack of architectural consistency and inappropriate updates to historic structures within the Downtown. Design Standards establishes zoning regulations that can govern building materials, window and door placement, building scale and proportionality, architectural details, and other important design criteria. Clear standards will help the City achieve a more consistent and successful urban form, and it will make the development approval process more predictable for developers.

This Plan recommends either including the standards in a new Downtown mixed use zoning district or establish a “Downtown Design Standards” overlay district. In either case, the Standards should be bound as a separate document in a user-friendly handbook for use by property owners to design improvements to their parcels and by staff and Plan Commission to evaluate proposals. These same standards should be used for evaluating financial assistance for any facade/site improvements program and referenced when facade improvements are proposed on historic buildings (see page 26).

Volume III provides draft standards created for Downtown Tomah during this planning process. The handbook includes a mix of required items (“standards”) and items that are encouraged, sometimes strongly encouraged, but are not required (“recommendations”). It organized into two districts: Downtown Core and Transitional Area, and would apply to all properties within the District, unless a standard specifically states “Downtown Core Only”, or “Transitional Area Only”. The map at on the next page and descriptions below explain the two districts.

Downtown (Historic) Core

This zone is comprised of properties abutting Superior Avenue between Council Street and Monroe Street, and expands to McLean and Kilbourn between Monowau and Monroe Streets. The intent of this zone is to ensure that new buildings and redevelopment of existing structures reinforce and complement the historic Downtown core.

Transitional Area

This zone incorporates areas between McLean and Kilbourn Avenues from Cameron Street to Washington Street, excluding those areas in the Downtown Core (see above). The intent of this zone is to establish a more uniform approach to design that will reinforce an urban, pedestrian-friendly street environment, while continuing to allow for variety and flexibility in building design.

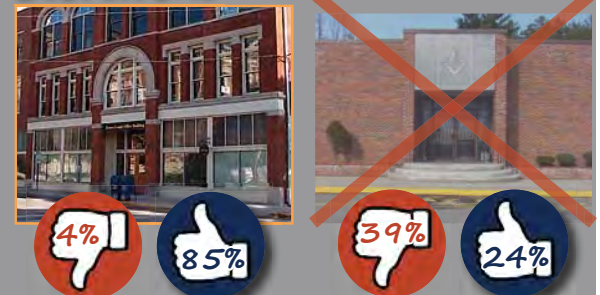
Top Sign Types

- 91% - Blade/Projecting Sign
- 85% - Flat Wall Sign
- 69% - Awning Sign
- 68% - Monument Sign

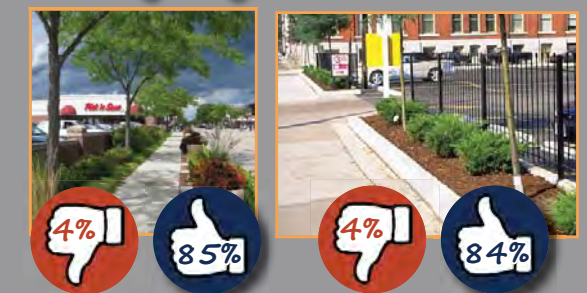
Mass & Setback



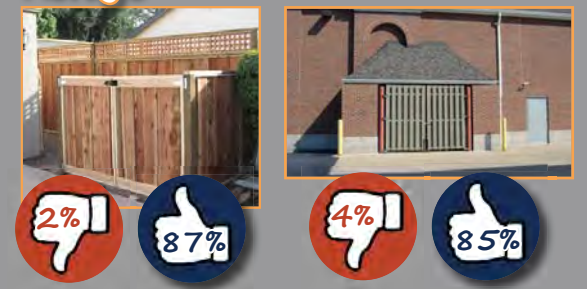
Storefront



Parking Edge

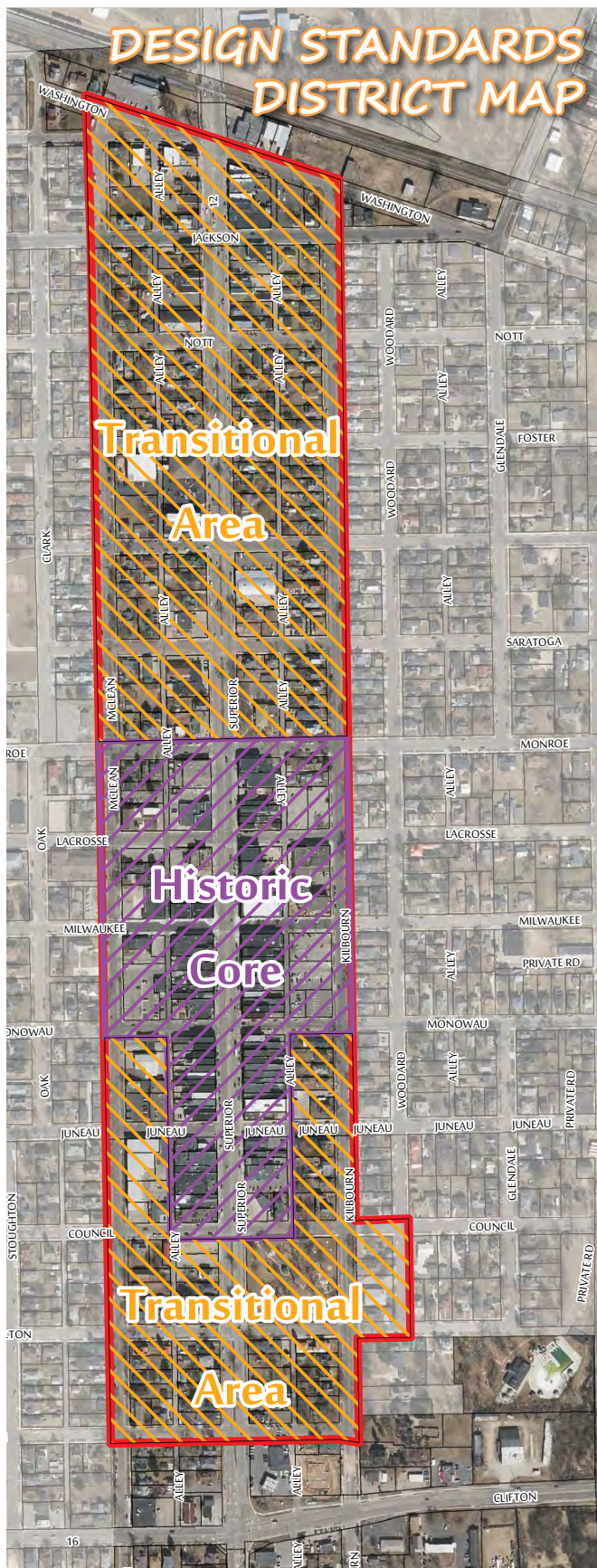


Refuge



Survey Results

DESIGN STANDARDS DISTRICT MAP



Facade Improvement Grant/Loan Program

To pro-actively encourage property improvements, the City should establish façade improvement and site design beautification funds. The design standards developed as part of this process can guide (recommendations) / regulate (standards) what type of improvements are eligible, as well as provide guidance in establishing a cohesive Downtown architectural character. The City may also hire a consultant to provide cost effective facade improvement illustrations for buildings within the Downtown to further encourage property owners to make updates to their building(s) that meet the vision of this plan. Below is one such example of how to improve a business facade, while still maintaining and enhancing the historic facades.

Historic Preservation

Image Provided By: Monroe County Historical Society



The historical character of Downtown Tomah is one of its most important features. The intact collection of brick commercial buildings, many of them now more than 100 years old, is both noteworthy and beautiful. The City's historic buildings represent an earlier era of economic vibrance, and their preservation is both dependent upon and necessary to continued economic success in the Downtown area. In most cases the historic character and historic structures support that success – they make Downtown Tomah unique and are part of the draw for customers.

Historic structures also come with challenges and costs, and from time to time a property owner may conclude that a building is not economically viable and propose to demolish and replace the building. For those buildings designated as

Land Use & Redevelopment

“strong character” on the Site Significance Map (see Volume I), there should be a clear policy in place to establish a process by which alternatives to demolition can be sought.

One potential way to regulate alterations/removal of historic structures is to adopt a Historic Preservation Ordinance (HPO). In order to administer the HPO, a design review board will be required. This can be by a Historic Preservation Commission (HPC) appointed by the Mayor, or the City can elect to empower an existing local governing board with the duties of a commission, such as the LRPC. The review body can either have binding authority (i.e., the property owner has a legal requirement to comply) or advisory authority (i.e., body makes a recommendation to property owner regarding alteration to their historic structure/property). If the City wants to use federal Historic Preservation Fund, Tomah would need to become a Certified Local Government (CLG), and as a requirement of the CLG, would need to have a Historic Preservation Commission.

Beyond reviewing alterations to historic structures, this empowered body can educate historic property owners on best practices and funding opportunities, can help property owners find design solutions that balance historic integrity with economic viability; make recommendations for the listing of a historic site/district in the State/National Register of Historic Places; and way in on proposed removal of historic contributing structures within the community. The Downtown Design Standards (in Volume III) could be a reference for the review body, especially the “Historic Cleaning & Restoration” section.



Image Provided By: Monroe County Historical Society

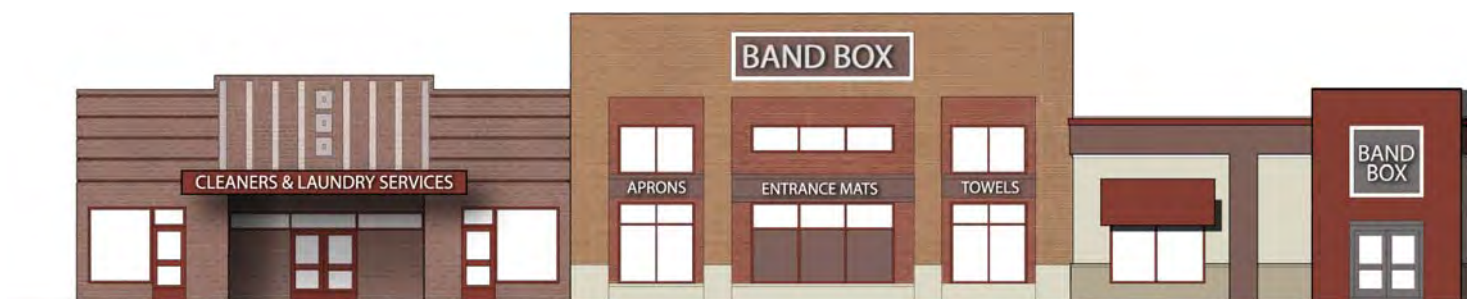
Reinvestment Opportunities

Within the Downtown area there are several parcels that offer significant opportunities for reinvestment and/or redevelopment. As discussed in the Existing Conditions (see Volume I), parcels that are strong candidates for redevelopment are vacant, for sale, have low improvement value (relative to land value), or have buildings that are in poor condition. The map on the next page illustrates opportunities for reinvestment/redevelopment in the Downtown.

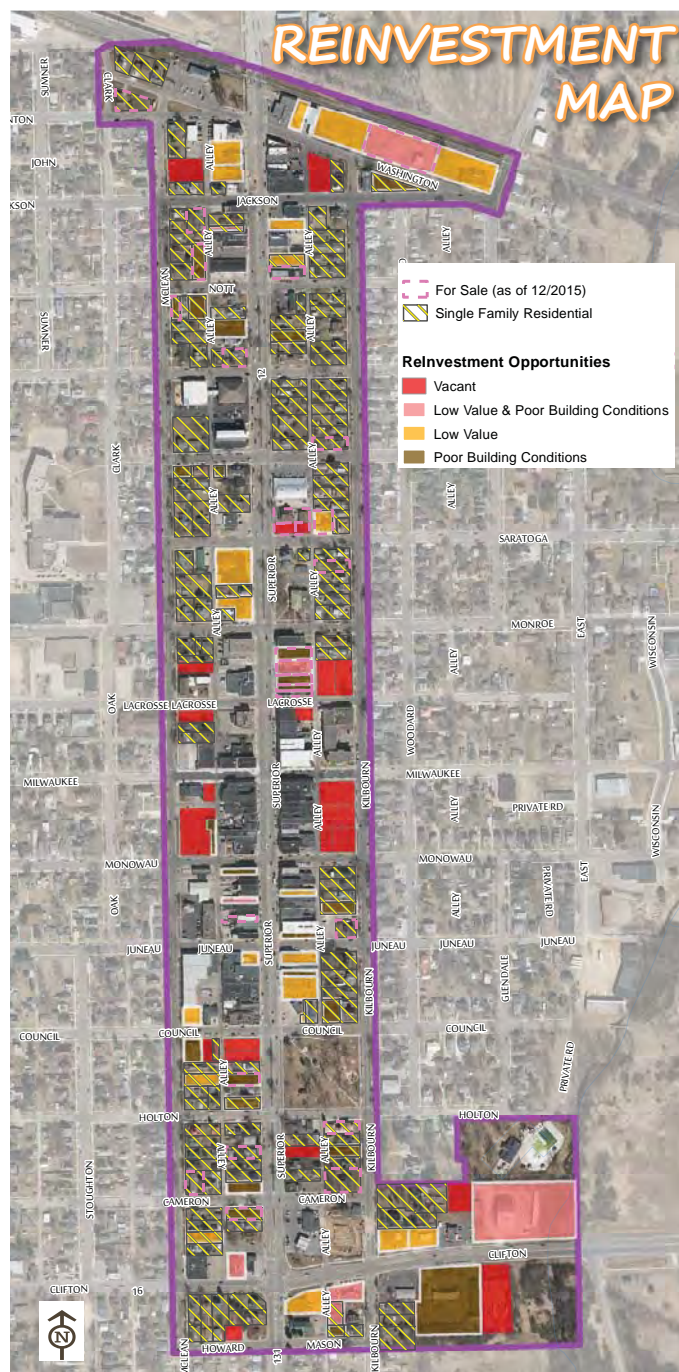
- Red parcels are the most viable for redevelopment, as they have no structures (shown in dark red), or have structures in poor conditions with low improvement value as compared to land value (shown in light red).



Existing Facades



- Orange parcels are viable for redevelopment, but do have buildings that are relatively maintained; however, the improvements (buildings) have less value than the land.
- Brown parcels are the least viable for redevelopment, as the parcels are not for sale and have buildings with significant value; however, there may be opportunities for reinvestment to improve the building poor exterior condition.
- Yellow crosshatched parcels are single family residential properties that are zoned Business, which suggest the site could be a redevelopment opportunity; however, the property is being maintained and are contributing to the tax base (i.e., improvement value is more than land value).



Redevelopment Concepts

As discussed above, Downtown Tomah has several sites that are prime for redevelopment. To further the rejuvenation of the Downtown, these sites should be actively redeveloped to meet the City’s vision for the Downtown. One of the challenges of planning for redevelopment is envisioning how an area could be different than it is today. The following pages presents conceptual development approaches for several high priority sites.

The rendering shown below (and on the previous page) illustrates how facade improvements can positively impact a business’ curb appeal. Design elements include opening up the ground floor with windows, extending rooflines to hide mechanical equipment, establishing vertical proportions to break up the block face, incorporating higher quality building materials, and providing signage that does not over power the building facades, etc.



Land Use & Redevelopment

ALTERNATIVE 1

More Residential, Plus Underground Parking

804-816 Superior Ave,
& Surface Parking Lot
1.24 Acres (7 Parcels)



Alternative One includes a 4-story building fronting Superior Avenue with 15,275 square feet of commercial space at street level and 30 residential units (see typical upper story floor plan on then next page). There is 3 surface parking stalls with approximately 42 spaces provided underground. Additional parking would be shared with the Community Theatre using the lot across the alley. Additional surface parking could be provided from redevelopment of the two remaining single-family homes on the block. Vehicle access would be from the alley.

The main design features include:

- Building has variation in building plane to provide visual interest and to break up the facade
- Building is minimally setback to allow a wider pedestrian and landscaping zone
- Building fronts the major streets (100% of Superior Avenue & 70% of La Crosse Street)
- Unique space at the Superior/La Crosse corner and the new building and 800 Superior Avenue property (VIP Realty)
- Landscaped buffered parking area and screened dumpster area

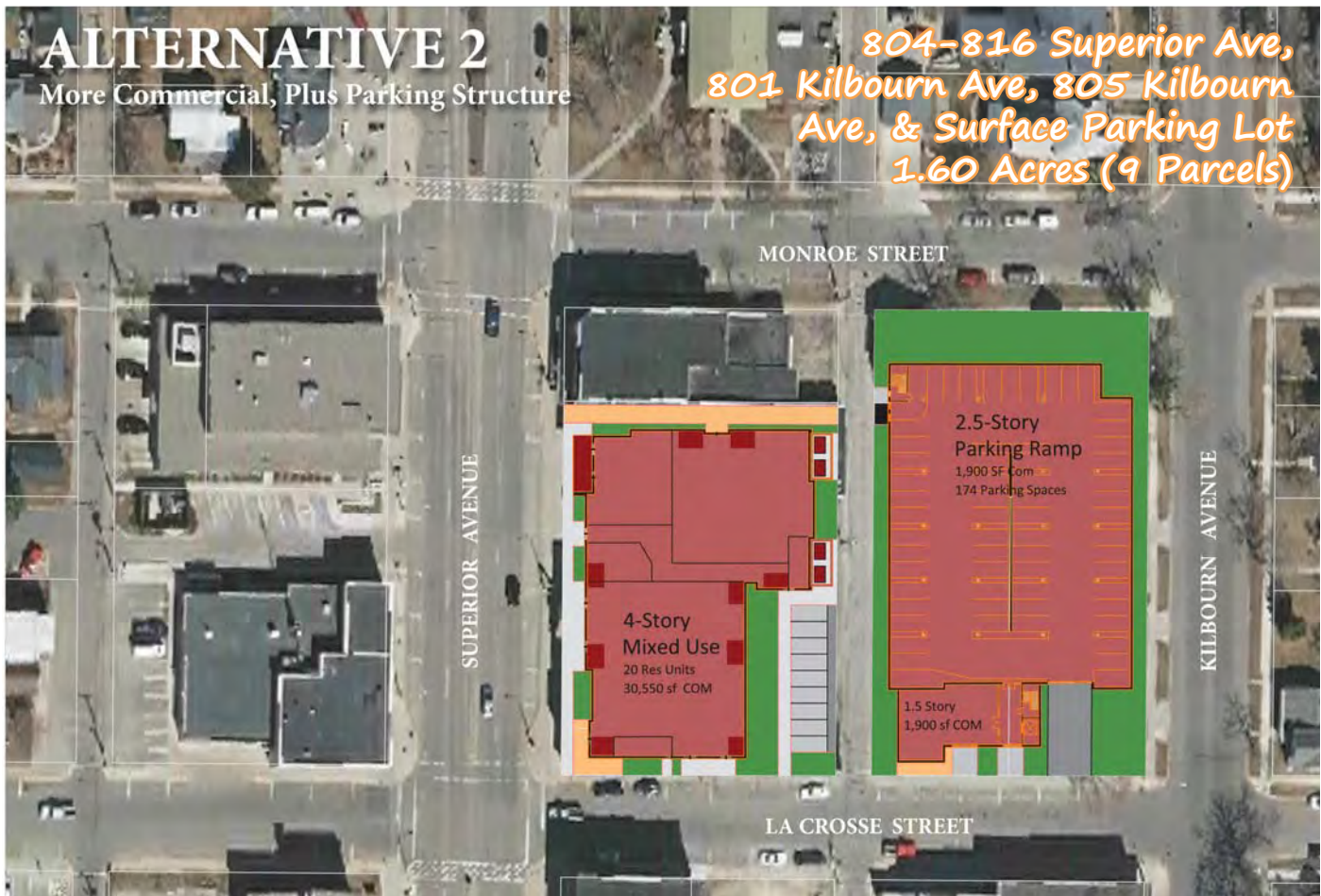


Representative Photos

ALTERNATIVE 2

More Commercial, Plus Parking Structure

804-816 Superior Ave,
801 Kilbourn Ave, 805 Kilbourn
Ave, & Surface Parking Lot
1.60 Acres (9 Parcels)



Alternative Two includes a 4-story building fronting Superior Avenue with the first two stories providing 30,550 square feet of commercial space and 20 residential units in the upper two stories (see typical upper story floor plan on the right). There are 9 surface parking spaces provided off alley with the majority of the parking being shared in a new 2.5-story parking garage. The parking garage would provide an additional 1,900 square feet of commercial space along La Crosse Street. Vehicle access is from La Crosse Street.

The main design features include:

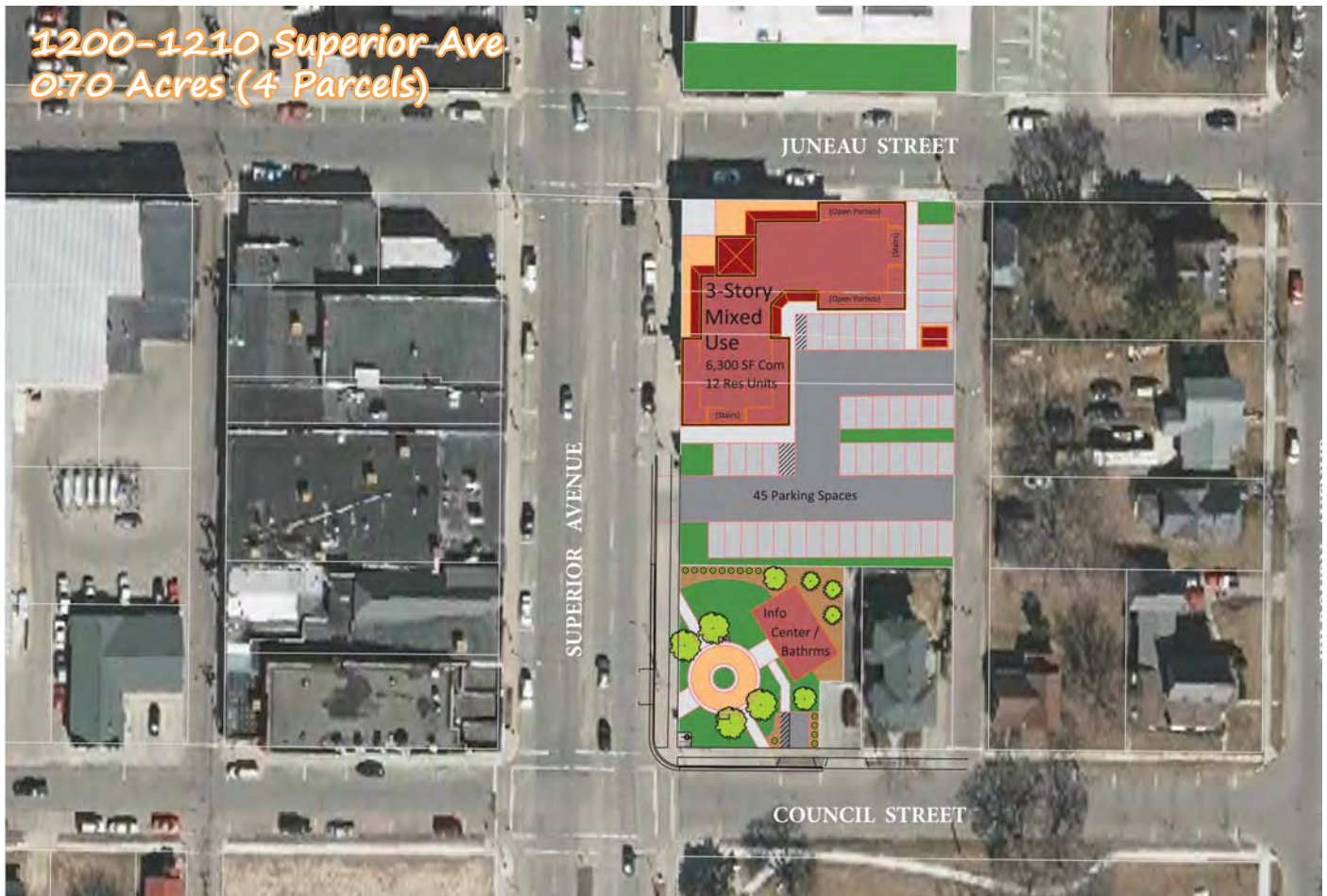
- Building has variation in building plane to provide visual interest and to break up the facade
- Building is minimally setback to allow a wider pedestrian and landscaping zone
- Building fronts the major streets (100% of Superior Avenue & 70% of La Crosse Street)
- Unique space at the Superior/La Crosse corner and the new building and 800 Superior Avenue property (VIP Realty)
- Landscaped buffered parking area and screened dumpster area
- Commercial space attached to parking garage provides activity and visual interest to a generally blank/dead facade

Upper Floor Plan Residential Floor



Land Use & Redevelopment

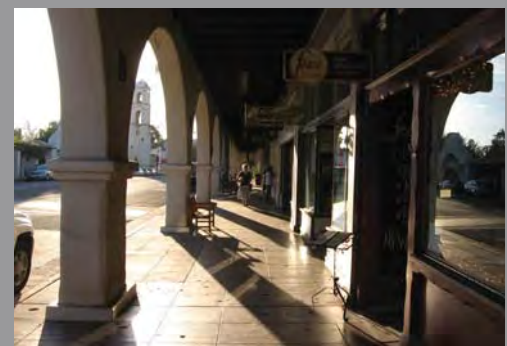
1200-1210 Superior Ave
0.70 Acres (4 Parcels)



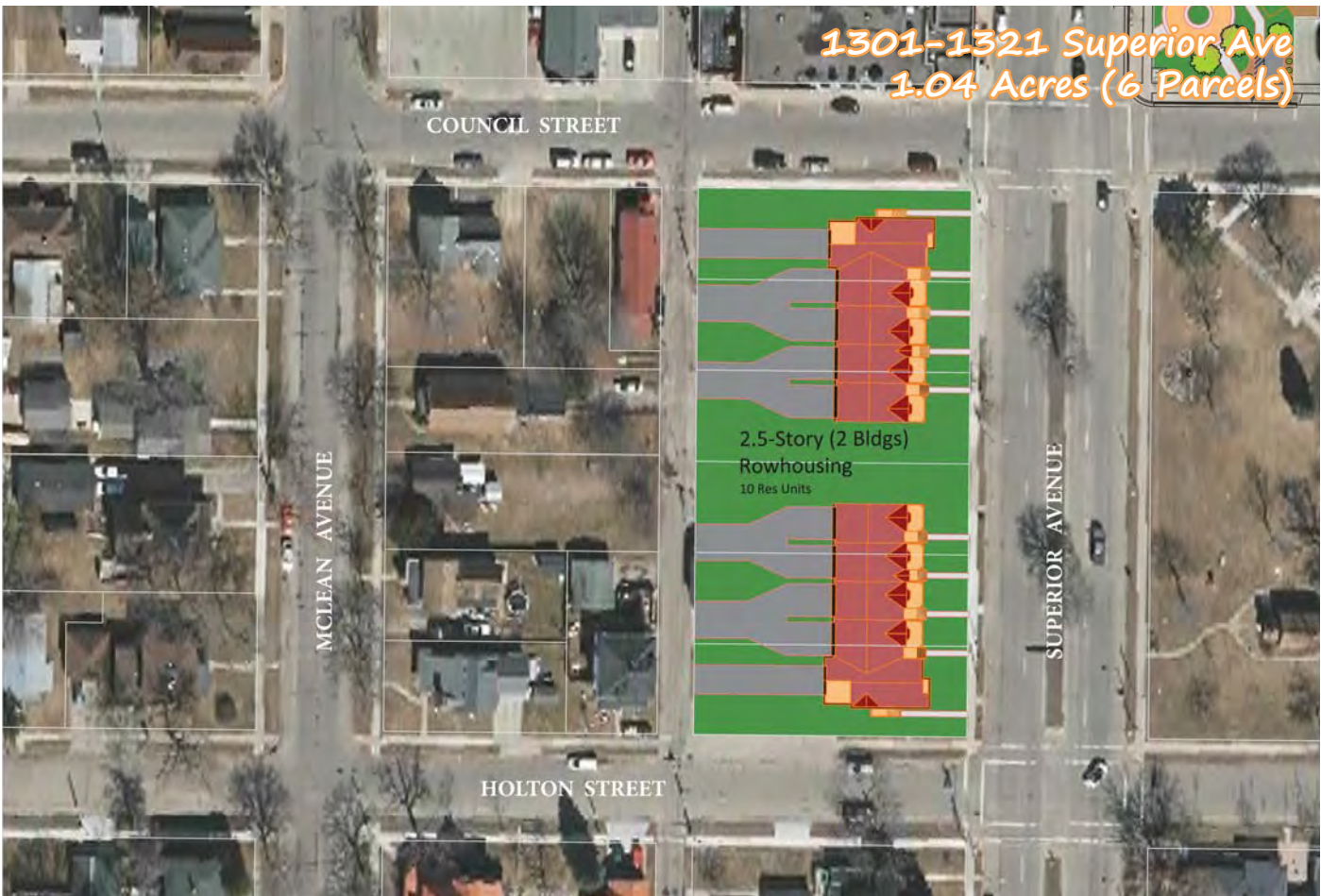
The illustrated design includes a 3-story mixed use building at the corner of the Superior/Juneau intersection. As shown, there is 6,300 SF of commercial along the first floor with 12 residential units in the upper two stories. There are 45 parking spaces provided with access from Superior Avenue and the alleyway behind the property. To the south of this redevelopment area is the City's planned Downtown Information Center and public restrooms site (planned design as illustrated).

The main design features include:

- To emphasize the Superior/Juneau intersection, the building was pulled back (allowing for a plaza space) and an architecturally significant feature and entry was provided at the corner
- The building includes open porticos on the first floor to provide the necessary footprint to have residential units along a double-loaded hallway on the upper stories (yet, reduce the footprint on the first floor - see lower image on right)
- Parking is mostly hidden along the back of the building with some parking along the side of the building that is buffered by a landscape median



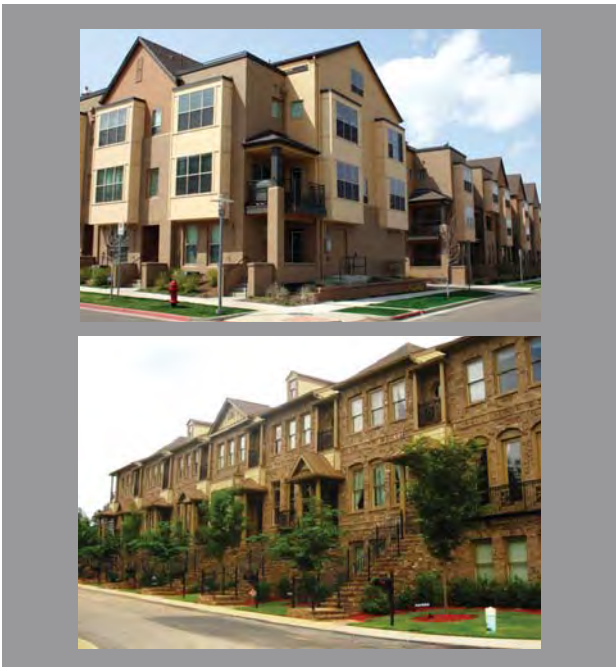
Representative Photos



The illustrated design includes two 2.5-story rowhousing buildings fronting on Superior Avenue with a total of 10 residential units. Parking is provided in rear attached garages with access from the alleyway. This design is a conservative response to building coverage and number of units. If more units are desired, the building could wrap around to the side streets (upper right image) and/or the two buildings could become one with the building stretching the entire Superior frontage (lower right image). In either case, the desire is for the infusion of new residential unit types into the Downtown that will increase activity and demand for businesses. This type of development is ideal for the transitional areas outside of the Downtown historic core.

The main design features include:

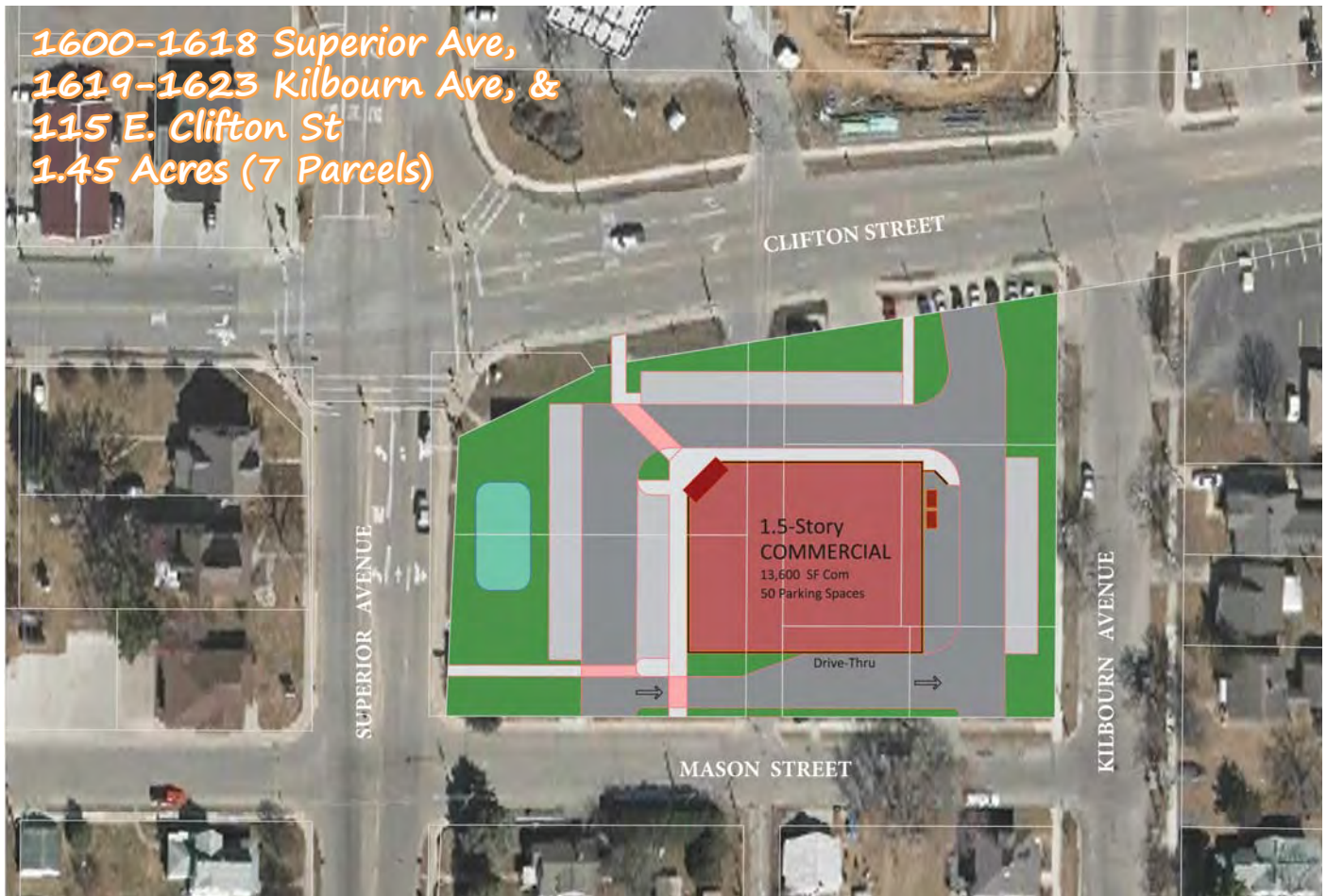
- Building is setback by a landscaped yard to provide privacy and separation from the public sidewalk and roadway
- At least one unit in each building is unique to give some variety in the facade
- Some driveways are combined to reduce the number of access points on the alleyway and reduce the amount of impervious area



Representative Photos

Land Use & Redevelopment

1600-1618 Superior Ave,
1619-1623 Kilbourn Ave, &
115 E. Clifton St
1.45 Acres (7 Parcels)



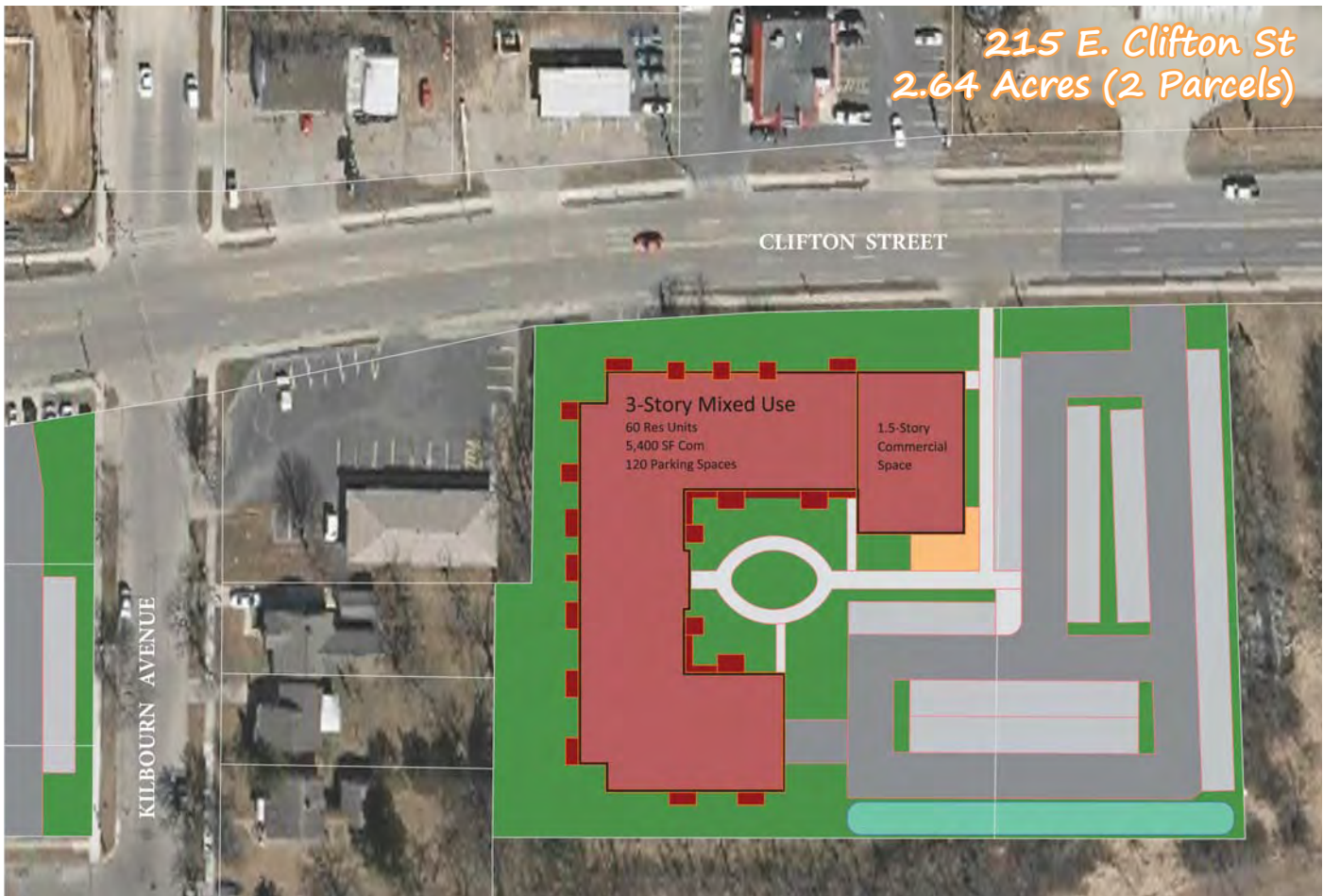
This site is on a prime corner and may draw interest from varying development types. Unlike the majority of the planning area, this site may be most suitable for a “high-quality” highway commercial development. Per the design shown above, there is room for a 13,600 square foot building with roughly 50 parking spaces and a drive-thru along the back. Access may be restricted on Superior Avenue, but should be available from the remaining streets (i.e., Clifton Street, Mason Street, and Kilbourn Avenue).

The main design features include:

- The drive-thru window is along the back of the building (mostly hidden from the major roadways)
- Walkways and decorative crossings are provided between the building entrance to the public sidewalk
- Parking is shown with landscaping between the public sidewalk and the parking areas
- Service area and dumpsters are partially screened from the primary roadways



Representative Photos



This site provides an opportunity for a commercial, residential or mixed use development. As shown, the site could accommodate a 3-story residential building with a 1.5-story book-end commercial space (5,400 square feet). The majority of the parking is provided by a surface lot (roughly 100 spaces) with the remaining portion provided underground. Underground parking is an amenity to housing developments, as it raises the cost of the project, which in turns raises the cost of rent (apartments) / unit price (condo). The density of the development could be greater or smaller than presented, depending on if and how much underground parking is required/desired.

The main design features include:

- Building is setback by a landscaped yard to provide privacy and separation from the public sidewalk and roadway
- The u-shaped building and internal green space provides a leisure space for residents away from the busy roadway (example image in lower right)
- The commercial space provides an opportunity to draw from the major roadway, while providing a potential amenity to the residents of building



Representative Photos

Action Plan

This section contains a compilation of the various actions recommended in this Plan to translate this vision to reality. Accompanying each action are recommended time frames for completion (i.e., **On-going/Annual**, **Immediate**, **Short Term**, **Mid Term** and **Long Term**) and the entity (or entities) with the primary responsibility in pushing the action forward. See page 40 for the action list summary table.

Administration (A)

Many of the strategies identified in this section presume the use of existing City implementation tools, including operational tools (e.g. annual budget process, capital improvement program) and regulatory tools (e.g. land use regulations, building codes, housing codes). To further enhance the marketability of Downtown Tomah, the City may consider the following administrative actions.

- **A-1. Review action plan on an annual basis as part of the City's budgeting and strategic planning processes.** This review should discuss items completed over the prior year, re-evaluate the actions based on funding and existing opportunities, and adjust action timeline based on the evaluation.
Timeframe: On-going
Responsibility: Plan Commission & City Council
- **A-2. Enforce existing City codes regulating rental housing to ensure occupant safety and neighborhood stability, especially as more units are constructed.**
Timeframe: On-going
Responsibility: Building Inspector & City Council
- **A-3. Amend the current zoning code and map.** The zoning district controlling the majority of the Downtown also controls development in Tomah's commercial corridors. Therefore, there are many restrictions that do not accurately control development in a Downtown setting. Consideration should be given to amending the map to accurately portray the uses, and/or consider a new Downtown commercial zoning district.
Timeframe: **Short Term (2018-2020)**
Responsibility: Plan Commission & City Council

- **A-4. Adopt and administer the Downtown Design Standards created in this Plan.** It is recommended the design standards get adopted to either a new Downtown zoning district (see A-5), or as an overlay zoning district.
Timeframe: **Immediate (2017)**; On-going
Responsibility: LRPC, Plan Commission & City Council

- **A-5. Create and manage a façade improvement grant/loan program to encourage exterior building improvements.** This program will fund preservation, restoration and maintenance within the Downtown by providing matching grant funds or low-interest financing through existing TID #8.
Timeframe: **Immediate (2017)**; On-going
Responsibility: Plan Commission & City Council

- A-6. Consider adopting a Historic Preservation Ordinance (HPO) and establishing a review board.** This ordinance will establish procedural requirements to guide and in some cases restrict alterations or removal of architectural elements on historic contributing structures. In order to administer the HPO, a design review board will be required (i.e., Historic Preservation Commission, or empower an existing local governing board with the duties of a commission). The review body can either have binding or advisory authority.

Timeframe: **Immediate (2017)**
Responsibility: Plan Commission & City Council

- A-7. Develop a "pop-up" store program.** This program identifies vacant storefronts that can be used for short-term leases (e.g., weekend/week event, or three months lease) that are subsidized or completely paid for by the City/CVB. This could be done at any point of the year, but may be most beneficial around the holiday shopping season. Ideal storefronts include those that have working plumbing, are up to code, and have willing property owners that would offer reduced rents (and possibly cover utility costs). There may be opportunities to align this program with Western Technical College for credits in their business curriculum. Viroqua Chamber Main Street is a good model to consider.

Timeframe: **Short Term (2018-2020)**; On-going as needed
Responsibility: CVB & City Council

Funding Strategies (FS)

Many of the projects identified in this plan have a cost associated with them. The following funding options may be utilized.

- **FS-1. Review TID Plan to match the planned actions of the Redevelopment Plan.** The majority of downtown properties are in TIF District #8. Eligible projects to be funded by TIF include developer loans/grants/incentives, streetscaping features, street lighting, parking infrastructure, transportation improvements, utility improvements, promotion and economic development.
Timeframe: Immediate (2017)
Responsibility: Plan Commission & City Council
- **FS-2. Consider the creation of a Business Improvement District (BID).** A BID allows businesses with a self-defined district to develop, manage, maintain and promote the district, and establish an assessment (i.e., tax levy) to fund those activities. A BID generally focuses on marketing events/materials, install/maintenance of beautification projects, and support of Main Street Programs/Events.
Timeframe: Mid-Term (2021-2029)
Responsibility: Downtown Businesses & City Council
- **FS-3. Continue to use the City's Business Revolving Loan program to expand job growth and new investment in the Downtown.** The Business Revolving Loan program provides low-interest loans for projects that will create new jobs, assist businesses to maintain or expand existing operations and advance the community's economic development goals and objectives. The revolving fund is intended to provide a financial incentive for businesses and industries to invest in their own growth potential by providing the necessary leverage money.
Timeframe: On-going
Responsibility: CDA & City Council
- **FS-4. Consider developing a Streetscape Sponsorship Program.** This is a supplementary effort to offset the costs to implement streetscaping improvements. Brochures should be dispersed to residents and businesses providing the opportunity to sponsor a specific streetscaping element (e.g., bench, planter, tree, etc.) or provide to a general streetscaping project fund. Cost of sponsorship should cover the cost for a personalized plaque to memorialize the tax-deductible donation.
Timeframe: Short-Term (2018-2020)
Responsibility: City Staff & City Council
- **FS-5. Consider becoming a Certified Local Government (CLG).** Jointly administered by the National Park Service and the WI Historic Preservation Office, each local community works through a certification process to become recognized as a CLG. Once certified, Tomah would become an active partner in the Federal Historic Preservation Program., and opens doors to funding, technical assistance, etc. There is currently 70 CLG communities in Wisconsin, including the City of Sparta.
Timeframe: Short-Term (2018-2020)
Responsibility: City Staff & City Council
- **FS-6: Consider applying for viable grant programs to help fund the projects identified in this plan.** Below are programs that are most likely to award money to these projects.
 - » **CDBG-Public Facilities (CDBG PF)** to build public uses/facilities or reconstruct public infrastructure (underground utilities, streets, sidewalks, decorative street scaping, etc) in the Downtown area. CDBG PF grant funding up to \$500,000 is available annually through this program
 - » **CDBG-Housing** for upper floor apartment conversions are available on an annual basis. Benefit to low-moderate income households must be demonstrated.
 - » **Stewardship Program** for park land acquisition and park and trail improvements (Note: that this program is funded through 2020, but may not be further extended).
 - » **CDBG-Blight Elimination / Brownfield Redevelopment (BEBR) grants** may be used to demolish blighted structures to make way for viable private re-uses.
 - » **WEDC Community Development Investment Grant Program** support urban, small city and rural communities re/development efforts by providing financial incentives for shovel-ready Downtown community-driven projects.**Time frame:** Ongoing
Responsibility: City Staff, CDA, Developer & Consultant

Action Plan

Marketing & Events (ME)

Efforts to increase residents, visitor, and retail traffic to Tomah Downtown businesses will lead to a stronger local economy. An important part of this effort is marketing, outreach and event promotions, as described below.

- **ME-1. Work with the Chamber to adopt a new/updated City brand (logo and tagline).** The GTACVB is working on providing new brand ideas for the City, including initial feedback provided during this planning process. If the brand is updated or replaced, the City should adopt it and find ways to incorporate it in the Downtown streetscape, especially in banners and community/wayfinding signage.

Timeframe: Immediate (2017)

Responsibility: CVB & City Council

- **ME-2. Create/Expand a Buy Local Campaign.** The majority of business sales come from the local population, so this group should be encouraged to shop locally. There are small communities surrounding Tomah that should be targeted for the Buy Local campaign as they are within the City's trade area.

Timeframe: Immediate (2017)

Responsibility: CVB & Downtown Businesses

- **ME-3. Work with Downtown businesses to hold special hours collectively outside of their general business hours that align with consumer habits.** Downtown Tomah, like many small Downtowns, do not see many retail and service hours past 5/6pm during the week, past 4pm on Saturdays and no hours on Sunday. Feedback received during this project suggest a desire for extended hours. An effective strategy may be to unify various retail businesses around collectively staying open extended, or untraditional, hours a few times a month on set days. For example, the first and last Friday of every month have hours until 7/8pm and possibly one Sunday a month open at least 3-4 hours (e.g., 12-3pm).

Timeframe: Immediate (2017)

Responsibility: CVB & Downtown Businesses

- **ME-4. Add/update business websites and promote business reviews on major review sites (Google, Yelp, Urbanspoon, Trip Advisor).** If

businesses already have websites, verify the content includes keywords that would be found if someone used a search engine to look for the business. Also make sure the businesses have completely filled out profiles on search engines (e.g. Google). To encourage reviews, post stickers or posters at area businesses to encourage people to review local businesses.

Timeframe: On-going

Responsibility: CVB & Downtown Businesses

- **ME-5. Create marketing materials (e.g., brochure, pamphlet, online resource, etc.) to promote business-related funding options.** At a minimum this includes the City's RLF program and proposed TID #8 façade grant program.

Timeframe: On-going

Responsibility: CVB & Downtown Businesses

- **ME-6. Produce media advertisements.** Traditional media is important, as not everyone gets their information from online sources. Businesses should market through multiple media sources in conjunction with special events on a quarterly basis. If this is too costly, take out a large ad space with space for smaller individual business ads in popular area newspapers.

Timeframe: On-going

Responsibility: CVB & Downtown Businesses

- **ME-7. Develop a strategy to recruit successful local retailers.** There are several comparable communities in close proximity to Tomah that could have successful (local) retailers that may consider a second or third location. This is an opportunity worth exploring for Downtown Tomah, especially those that meet the City's existing demand gaps (See Volume I).

Timeframe: On-going

Responsibility: CVB

- **ME-8. Expand the involvement of local businesses in Tomah's Downtown community events and explore other events that the community could host.** The City should promote existing events on local media outlets to reach the regional population. Other events that the community could consider hosting include art/mural installations, Taste of Tomah (Downtown food vendors), movie nights, sidewalk sales, Christmas Tree lighting (in Gillett Park).

Timeframe: On-going

Responsibility: CVB & Plan Commission

Streetscaping (SS)

This section recommends public improvements to enhance the overall aesthetics of the Downtown. The installation of these projects would be most economical if completed at the time of a WisDOT road reconstruction project; however, Superior Avenue is not in WisDOT's 6-year highway program and funding for transportation-related projects has been dwindling over the last decade. If the City wants to start working towards the vision in the near- to mid-term, some actions may need to be considered prior to road reconstruction taking advantage of current low interest rates and the TID (depending on the increment collected and expenditures planned/made).

- **SS-1. Discuss internally and with WisDOT about potential removal of Superior Avenue's concrete medians in the Downtown core.** The concrete median runs between Council Street to Monroe Street. If removed, this additional space can be used to widen the sidewalks. Since Superior Avenue is a designated state highway, coordination with WisDOT will be integral in making a decision regarding the viability of removing the medians. This decision has implications on many of the streetscaping actions listed here. **Timeframe: Short-Term (2018-2020)**
Responsibility: WisDOT, Plan Commission & City Council
- **SS-2. Replace Superior street lights from Clifton to Washington.** It is assumed that new light fixtures will use the existing light pole locations and existing conduit (where feasible). As recommended in this plan, the proposed lighting scheme will have tall lights (24-26 foot) at the ends of blocks (excluding signal locations) and shorter poles (16-18 foot) at mid-block. Taller poles should receive banner arms (except for where wayfinding signage impacts banner usage) and shorter poles should receive flag pole holders. The City should consider working with Alliant Energy, as they have a program which will finance the installation and maintenance of street lighting over a 10 years. **Timeframe: Short-Term (2018-2020)**
Responsibility: WisDOT, Plan Commission & City Council
- **SS-3. Install a unifying streetscape module at the ends of several grass medians promoting the Downtown, special events and local organizations.** This unifying streetscape module is rec-

ommended to include decorative paving, landscaping, planter, bollards (optional), and banner poles. As denoted on the Public Improvement Master Plan, the repeating module helps to unify the entire corridor while promoting the community and Downtown.

Timeframe: Short-Term (2018-2020)

Responsibility: Plan Commission & City Council

- **SS-4. Paint crosswalks utilizing ladder or continental pattern on designated crosswalks.** All major crossings, especially at signalized intersections, should receive this enhancement. Further consideration should be given to all intersections in the Downtown core.
Timeframe: Short-Term (2018-2020)
Responsibility: WisDOT, City DPW & City Council
- **SS-5. Add more benches, trash receptacles, and bike racks from end to end.** Recent installations has set a good theme for the Downtown. Existing/future bumpouts provide a great opportunity to include street furniture. See the Public Improvements Plan and the streetscape detail on page 13 for the proposed streetscaping improvements for the Downtown area. To reduce upfront costs, these elements may roll out in two installments with a focus on the core area first. **Timeframe: First Phase - Short-Term (2018-2020); Second Phase - Mid-Term (2021-2028)**
Responsibility: City Staff, City DPW & City Council
- **SS-6. Add a decorative sidewalk terrace from Council Street to Monroe Street.** The preferred decorative material/construction is paver with a concrete underlayment 1-5-3 feet wide. To be unique from the majority of communities, consider using tan/gray cobblestones.
Timeframe: Mid-Term (2021-2028)
Responsibility: Plan Commission, City DPW & City Council
- **SS-7. Add bumpouts along Superior Avenue at Council Street (north side only).** The bumpouts should carry the proposed decorative paving as suggested in the sidewalk terrace with the inclusion of streetscape features (e.g., bench, trash receptacle, bike rack, etc.) and landscaping. See the streetscape detail provided on page 13. Consider this improvement at the same time as Actions SS-6, SS-8 and SS-9.
Timeframe: Mid-Term (2021-2028)
Responsibility: WisDOT, PC, City DPW & City Council

Action Plan

- **SS-8. Reconstruct Juneau Avenue to include angled parking and wider sidewalks / bumpout.** Similar to Milwaukee Street, make Juneau one-way for one block off of Superior with flow west towards McLean and east towards Kilbourn. This allows for a wider “plaza” bumpout on side street and angled parking (on south side only). Consider this improvement at the same time as Actions SS-6 and SS-7. See the streetscape detail provided on page 13.
Timeframe: Mid-Term (2021-2028)
Responsibility: PC, City DPW & City Council
- **SS-9. Add decorative paving and streetcaping elements in existing bumpout in the Downtown core, and consider the possibility of expanding the bumpouts to drive lane.** The bumpouts offer an opportunity to provide Downtown greenery and street furniture (See the streetscape detail provided on page 13), while maintaining at least a 6-foot clear path. This improvement should be considered when Action SS-6 is getting designed and installed. **Timeframe:** Mid-Term (2021-2028)
Responsibility: WisDOT, PC & City Council
- **SS-10. Add a decorative sidewalk terrace from Nott Street to Railroad Tracks (north of Washington Street).** The preferred decorative material/construction is paver with a concrete underlayment 1-5-3 feet wide. To be unique from the majority of communities, consider using tan/gray cobblestones.
Timeframe: Long-Term (2029-2040)
Responsibility: WisDOT, PC, City DPW & City Council
- **SS-11. Add decorative paving in the median from Council Street to Monroe Street (where possible), UNLESS THERE IS A PLANNED REMOVAL OF MEDIANS (see SS-1).** The preferred decorative material/construction is paver with a concrete underlayment with a minimum of 3-feet in width. This should match the material/color as proposed in the sidewalk terrace (i.e., tan/gray cobblestones).
Timeframe: Long-Term (2029-2040)
Responsibility: City DPW & City Council
- **SS-12. Add 3/4-foot paver crosswalk borders at specified intersections from end to end.** It is proposed that the crosswalks use similar, if not the same, decorative material proposed in sidewalk terrace/me-

dian. See the Public Improvements Plan for recommended crossings enhancements.

Timeframe: Long-Term (2029-2040)

Responsibility: WisDOT, City DPW & City Council

Parking & Signage (PS)

This plan identifies a set of strategies the City will consider to improve Downtown parking and signage, as described below.

- **PS-1. Update the wayfinding signage system to follow the proposed recommendations of this Plan.** The recommendations include redesigning the look of the sign, minimizing the destinations to three per sign (per WisDOT standards), including parking as a destination in the community signage program, and adding trailblazer signs on side streets to direct users to destinations requiring additional turns. See the Wayfinding Signage Plan.
Timeframe: Short-Term (2018-2020)
Responsibility: PC & City Council
- **PS-2. Remove the community sign in the north-east corner of the Superior/Clifton intersection.** This location is not ideal for a community sign due to its visibility issues and proximity to the City boundaries.
Timeframe: Short-Term (2018-2020)
Responsibility: PC & City Council
- **PS-3. Upgrade the sign in the northeast corner of the Superior/Washington intersection (Amtrak Station property).** This location provides strong visibility and is located at the edge of the Downtown corridor from the north. The current sign has some legibility issues and would be better served promoting the Downtown, and/or local civic organizations. The sign should be altered to provide a stronger presence, including a heavier base and larger sign face.
Timeframe: Short Term (2018-2020)
Responsibility: PC & City Council
- **PS-4. Improve Parking Efficiency.** The City should monitor the parking conditions at a minimum on an annual basis. If the parking becomes strained along any portion of Superior, the City should consider im-

proving parking efficiency. This can be accomplished by creating short-term parking stalls near businesses where people want to get in and out quickly (e.g., markets, florists, coffee shops) and instituting smaller “compact car” parking stalls in order to increase parking along storefronts.

Timeframe: Annual Review

Responsibility: City DPW & City Council

- **PS-5. Improve Event Parking.** During special events at Gillett Park parking has been an issue, especially for the disabled and elderly population. A portion of parking areas surrounding the park can be designated for this population.

Timeframe: Immediate (2017); On-going

Responsibility: City Staff & City Council

- **PS-6. Add Handicap and/or Veteran/Elderly Parking stalls.** Consider adding one reserved stall every block along Superior Avenue, switching from side to side every block (i.e., one block eastside, next block westside, etc.).

Timeframe: Immediate (2017)

Responsibility: City Staff, City DPW & City Council

- **PS-7. Add angled parking along west side of Kilbourn Avenue.** Initially develop along Gillett Park. If parking becomes strained consider extending angled parking on westside of Kilbourn Avenue from Holton to Monowau. Parallel parking should remain on the east side of the street (where feasible).

Timeframe: Mid Term (2021-2028)

Responsibility: City DPW & City Council

Redevelopment (R)

This section lists strategies to help move forward the redevelopment concepts in this Plan.

- **R-1. Promote Downtown housing.** Housing is important to the stability of the Downtown. To help promote this type of development, housing shall be allowed on the ground floor in Downtown transition areas, and above ground floor in the Downtown core. This should be considered if/when the zoning code/map is updated (see A-3).

Timeframe: On-going

Responsibility: Tomah Housing Authority, Plan Commission, & City Council

- **R-2. Work with new owners of the former Tee Pee property to provide a mixed use development.** It will be important this development sets the stage for additional Downtown redevelopment. Public assistance (TIF) could be considered if advantageous for the City and the Downtown.

Timeframe: Immediate (2017)

Responsibility: Forward Tomah Development Corp., Plan Commission, & City Council

- **R-3. Meet with property owners of the properties identified in the Priority Redevelopment Map to discuss long-term intentions.** Public assistance (TIF) could be considered if advantageous for the City and the Downtown. Push for development that meets the City’s demand gap (see Volume I).

Timeframe: Short-Term (2018-2020)

Responsibility: Forward Tomah Development Corp., CVB & City Council

- **R-4. Consider public-private partnerships to actively move forward redevelopment projects.** Examples include: 1) the City or Forward Tomah Development Corp. can acquire land, prepare it for redevelopment, and solicit redevelopment proposals; 2) the City can assist with low-cost financing or provide incentives using TIF funds; and, 3) the City can commit to a long-term lease within a private development for a public space.

Timeframe: On-going

Responsibility: Forward Tomah Development Corp., CVB & City Council

- **R-5. Consider purchasing 1201 Main Street (if property goes on the market or if the business could be relocated) to build a plaza and lease the building to an active user.** As depicted in the vision graphic and facade improvement example, there is an opportunity to provide a plaza space in front of the building with landscaping/trees and outdoor seating. After updating the facade, the building could be leased with preference to a use that would actively use the plaza space (e.g., ice cream shop, coffee shop, deli shop). The City could also consider allowing a food truck to use the plaza and its seating.

- **Timeframe:** Long-Term (2029-2040)

Responsibility: Forward Tomah Development Corp., City Council

Action Plan

ACTION COMPLETION TIMELINE SUMMARY

On-going

- Administration-1
- Administration-2
- Administration-4
- Funding Strategies-3
- Funding Strategies-6
- Marketing & Events-4
- Marketing & Events-5
- Marketing & Events-6
- Marketing & Events-7
- Marketing & Events-8
- Parking & Signage-4
- Redevelopment-1
- Redevelopment-4

Immediate (2017)

- Administration-4
- Administration-5
- Administration-6
- Funding Strategies-1
- Marketing & Events-1
- Marketing & Events-2
- Marketing & Events-3
- Parking & Signage-5
- Parking & Signage-6
- Redevelopment-2

Short-Term (2018-2020)

- Administration-3
- Administration-7
- Funding Strategies-4
- Funding Strategies-5
- Streetscaping-1
- Streetscaping-2
- Streetscaping-3
- Streetscaping-4
- Streetscaping-5 (*phase one*)
- Parking & Signage-1
- Parking & Signage-2
- Parking & Signage-3
- Redevelopment-3

Mid-Term (2021-2028)

- Funding Strategies-2
- Streetscaping-5 (*phase two*)
- Streetscaping-6
- Streetscaping-7
- Streetscaping-8
- Streetscaping-9
- Parking & Signage-7

Long-Term (2029-2040)

- Streetscaping-10
- Streetscaping-11
- Streetscaping-12
- Redevelopment-5

DIVISION 3. OUTDOOR FACILITIES LICENSE

Sec. 4-97. Approval required.

Any retail class B license issued shall limit and restrict the consumption of fermented malt beverages and intoxicating liquors as defined in Wis. Stats. ch. 125 to the building premises so defined on the liquor license application unless, prior to the application of a liquor license or renewal thereof, approval has been obtained from the plan commission for an outdoor facility.

(Code 1993, § 12.03(6)(a))

Sec. 4-98. Application; site plan.

The application to the plan commission shall be accompanied by the application fee established by the city council, together with a site and landscape plan of the entire parcel showing the outdoor facility, designating its location with respect to the main premises and other buildings on the site, designating entrances and exits of both the main structure and outdoor facility, and the location of the outdoor facility with respect to buildings on adjoining sites. The application shall also include such other information as the plan commission may require to ensure compliance with this Code.

(Code 1993, § 12.03(6)(b))

Sec. 4-99. Requirements and guidelines for outdoor facilities.

(a) *Requirements:*

- (1) *Entrance and exits.* The normal entry and exit should be from inside the building. However, an entrance and exit must be available from the outdoor facility. The fire department and building inspector shall review the entrance and exit systems to ensure that the same are code compliant. In addition, the entrance and exit from the site shall have an alarm system meeting the requirements of the building inspector and chief of police to ensure that the staff inside the parent building will be immediately notified if the entrance or exit has been utilized.
- (2) *Use of right-of-way; setback.* No outdoor area shall be located on a dedicated public right-of-way or within 20 feet thereof. Exceptions may be requested for those lots not able to accommodate the 20-foot minimum setback requirement.
- (3) *Video monitoring.* An operating video camera monitoring system shall be installed in the outdoor area.
- (4) *Fencing and lighting.* The outdoor area shall be enclosed with a fence. The requirements for location, height and style shall meet the minimum requirements as directed by the building inspector and chief of police after due consideration is made to the site location and any other pertinent factors specific to the site.

(b) *Guidelines:* The plan commission shall consider the following guidelines when reviewing an application for an outdoor facility:

-
- (1) *Location.* In the event the location of the outdoor area is within 300 feet of property zoned residential, conditions shall be instituted to ensure that such area does not significantly compromise the uses, values and enjoyment of such residential property within the neighborhood of the proposed site.
 - (2) *Overall appearance and size.* The overall appearance must meet the downtown standards requirements if applicable or otherwise required by the plan commission. The outdoor area must be patrolled for trash and cleaned on a daily basis.
 - (3) *Tables, chairs and trash receptacles.* A seating plan shall be submitted and reviewed by the plan commission. The building inspector and/or fire chief shall provide a calculated occupant load for the area. The occupant load shall be clearly posted. Trash receptacles will be required.
 - (4) *Liquor availability.* The availability of liquor shall be consistent with liquor license of applicant. The liquor license must be amended to include the outdoor area as part of the premises.
 - (5) *Surface and materials.* The outdoor area should be on a hard surface; however, exceptions may be granted upon approval by the Plan Commission and after due consideration is made to the site location and any other pertinent factors specific to the site. Any and all building materials for structures thereon shall meet the requirements of the plan commission.
 - (6) *Hours of operation.* An outdoor facility shall only be operated during the hours as designated per Wisconsin State Statute for Class B alcohol beverage licenses.
 - (7) *Noise restraint.* Efficient means shall be employed to prevent the ordinary sound of music, dancing, singing or entertainment within the outdoor facility from being heard on adjoining premises or on the public street, and no unusually loud music, singing or entertainment or any boisterousness or noisy conduct on the part of the patrons shall be permitted.

(Code 1993, § 12.03(6)(c); Ord. No. 2014-02-03-D, 2-11-2014; Ord. No. 2018-08-07-D, § 1, 8-13-2018)

Sec. 4-100. Public hearing; notice.

The plan commission shall conduct a public hearing and make a recommendation to the city council. Notice shall be given by ordinary mail of the proposed establishment of an outdoor facility to the owners of property immediately adjacent to the area to be considered for the new use extending 300 feet therefrom and to the owners of properties extending 300 feet from the street frontage of the opposite property and also by a class I publication in the official newspaper.

(Code 1993, § 12.03(6)(d))

Sec. 4-101. Recommendation to council.

After hearing, the plan commission shall make a recommendation to the city council. The recommendation shall recommend either approval without special conditions, approval with special conditions (taking into consideration the above guidelines), or denial.

(Code 1993, § 12.03(6)(d)1—3)

Sec. 4-102. Determination by council.

Upon recommendation from the plan commission, the city council shall consider the application and any special conditions recommended by the plan commission. If final approval is granted by the city council, a special

use permit shall be issued with any restrictions stated thereon. Any violation of the stated restrictions shall subject the special use permit to automatic revocation without further notice or public hearing.

(Code 1993, § 12.03(6)(e))

Secs. 4-103—4-132. Reserved.

City of Tomah Comprehensive Plan Amendment Schedule

Task	Timeframe
Public Participation Plan Adopted by Plan Commission	August 25
Send Public Hearing Notice, Maps, and Amendment Summary to the Paper, Letters to Neighboring Jurisdictions, and on website	September 12
*Published in the Paper (30-day minimum notice period)	September 16
**Public Participation Plan Adopted by City Council	September 20
***Two Options 1. Plan Commission Recommendation Meeting & City Council Public Hearing and Adoption Meeting (at regular meetings) 2. Joint Plan Commission and City Council Meeting (special meeting)	October 20 and November 15 October 18 or 27
Send Adoption Mailings and City Updated Plan for website	Depends on option selected

*The process is a little out of order here in terms of publishing the Public Hearing notice and sending the letters prior to the adoption of the Public Participation Plan, but if we don't take this approach then we have to wait another month because of the schedule for regular City Council meetings. Also, I don't know how often your local paper publishes. The date of this could change depending on when that occurs.

**The [Public Participation adopted as part of the 2013 Comprehensive Plan](#) update does not include any language regarding amendments. Per state statutes, we need to adopt a new one for this process.

***Since this isn't a pressing amendment process, I could see either option working. I don't know if you have any kind of joint meetings, but wanted to provide that as an option.

CITY OF TOMAH COMPREHENSIVE PLAN AMENDMENT PUBLIC PARTICIPATION PLAN

Section 1: Introduction

A key required component of Section 66.1001 of Wisconsin Statutes—the State’s comprehensive planning legislation—is actively involving community stakeholders as each local comprehensive plan is being developed, updated, or amended. Public participation helps to ensure that the resulting comprehensive plan accurately reflects the vision, goals, and values of citizens of the community.

Section 66.1001(4)(a) of Wisconsin Statutes requires the City of Tomah to adopt, by resolution, written procedures designed to foster public participation at every stage in the preparation or subsequent amendment of its comprehensive plan. The written procedures must provide for wide distribution of the comprehensive plan, an opportunity for the public to submit written comments on the plan, and provisions for local response to such comments. This document meets this statutory requirement. It serves to establish the procedures that will be used to consider and potentially adopt amendments to the City’s Comprehensive Plan.

Once this public participation plan is adopted by the City, it will continue to be valid, and it will apply to all amendments to the City’s Comprehensive Plan that are proposed and considered in the future.

Section 2: Major Goals of Public Participation Strategy

- Provide opportunities for the public to participate in processes to consider and adopt amendments to the City’s Comprehensive Plan.
- Adopt plan amendments that reflect the ideas, desires, and objectives of most residents and property owners.
- Meet both the letter and spirit of Wisconsin’s Comprehensive Plan legislation.
- Use the City’s Plan Commission as a foundation for guiding the plan amendment process.
- Recognize that the goals expressed above must be balanced with the need to complete the comprehensive plan amendments within a reasonable timeframe.

Section 3: Selected Public Participation Techniques

The City will, at a minimum, use the following techniques to obtain public input during the plan amendment process:

- Assure that all Plan Commission and City Council meetings to consider and adopt amendments are open to the public and are noticed as required by State open meeting regulations.
- Provide an opportunity for public comment at each public meeting held on the plan amendment. Some meetings will be intended to encourage wide participation from the public. Other meetings are intended to be work sessions for the Plan Commission, City Council, or some combination. The public comment period will be provided at either the beginning or end of each public meeting, or at one or more other parts of the meeting, at the discretion of the Plan Commission or City Council. This will allow the Commission or Council to concentrate on completing tasks without interruption, while still allowing the public an opportunity to observe and comment.
- Hold at least one formal public hearing on the proposed comprehensive plan amendments and the adopting ordinance prior to adoption. All members of the public will have an opportunity to

present testimony and offer comments at the public hearing. The public hearing will be noticed and held per the requirements of Wisconsin Statutes, Section 66.1001.

Section 4: Opportunities for Comments/Responses on Draft Comprehensive Plan Amendments

The City will have available copies of draft plan amendment materials on the City website and at City Hall during normal business hours. The City will also provide the draft and final plan amendments to adjacent and overlapping governments and non-metallic mineral interests as required by statute, and to members of the participating public as requested. The City may charge for public copies an amount equal to the costs of time and materials to produce such copies.

Public comments will be solicited and responded to at every stage of the plan amendment process. Written comments on the comprehensive plan amendments may also be delivered, mailed, or emailed to the City Clerk. The City will respond to written comments via telephone, email, mail, meeting, and/or through consideration of appropriate changes to the comprehensive plan, or to the proposed amendments to the comprehensive plan.

PLAN COMMISSION RESOLUTION
RECOMMENDING THE ADOPTION OF A PUBLIC PARTICIPATION PLAN
FOR THE CITY OF TOMAH, WISCONSIN

WHEREAS, the City of Tomah on September 19, 2013, adopted the City of Tomah Comprehensive Plan, under the authority of and procedures established by §66.1001(4), Wisconsin Statutes; and

WHEREAS, that 2013 Comprehensive Plan document advises both the regular Plan Commission review of the Comprehensive Plan, as well as the ability to respond to unique circumstances which arise in relation to the Comprehensive Plan which are distinct from the regular plan review process, and to enable the City’s consideration of potential amendments where the Plan becomes irrelevant or contradictory to emerging policy or trends; and

WHEREAS, §66.1001(4)(a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of the comprehensive plan preparation or amendment process, and that such written procedures shall provide for wide distribution of draft plan materials, an opportunity for the public to submit written comments on the plan materials, and a process for the governing body to respond to such comments; and

WHEREAS, the City of Tomah believes that meaningful public involvement in processes designed to periodically consider and adopt amendments to its Comprehensive Plan is important to assure that the resulting Plan and adopted amendments meet the wishes and expectations of the public; and

WHEREAS, the attached “City of Tomah Comprehensive Plan Amendment Public Participation Plan” includes procedures to foster public participation, ensure distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Tomah hereby recommends that the City Council adopt a resolution to constitute official City approval of the attached “City of Tomah Comprehensive Plan Amendment Public Participation Plan” as required under §66.1001(4)(a), Wisconsin Statutes.

Adopted this 25th day of August, 2022.

Mike Murray, Mayor and Plan Commission Chair

Becki Weyer, City Clerk