



MEETING NOTICE

AGENDA FOR LONG RANGE PLANNING COMMITTEE

A Long Range Planning Committee meeting will be held on
Tuesday, May 24, 2022 at 5:30 PM
in the **Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.**

A. Join Zoom Meeting

<https://us06web.zoom.us/j/7689466740?pwd=dEdLR2hXK0ZYMK1qNU5vNFllwMzdSZz09>

Meeting ID: 768 946 6740 **Passcode:** Tomah2020

Dial by your location: (312) 626-6799 **Meeting ID:** 768 946 6740 **Passcode:** 546782713

1. AGENDA:

- A. Call to Order - Roll Call
- B. [Approval of Tuesday, April 26, 2022 Long Range Planning Committee Meeting Minutes](#)
- C. [Determine key initiatives/roles the LRPC would like to pursue as a committee and possibly develop a work plan.](#)
- D. [Recommendation for Planning Commission to replace language regarding procedures for approvals in the Downtown Design Standards Handbook from the LRPC to the Planning Commission.](#)
- E. [Staff Report - Alternate Member for LRPC ordinance amendment](#)

2. NEXT MEETING DATE

3. 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 the City Clerk's office at 608-374-7420 x7420.



LONG RANGE PLANNING COMMITTEE MINUTES

The City of Tomah Long Range Planning Committee (LRPC) met in session on **Tuesday, April 26, 2022** at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI, and via Zoom teleconference. The meeting access information was provided on the posted agenda. The meeting agenda notice was posted at City Hall and on the City's website in compliance with the provisions of Section 19.84 Wisconsin Statutes.

Call to Order – Roll Call: D. Powell called the meeting to order at 5:31 p.m. Members present: Shawn Zabinski, Eric Prise, Dustin Powell, Mike Murray, Jeff Holthaus, Tina Thompson (5:32 p.m.), Pete Reichardt (5:34 p.m.) Absent: Adam Gigous and JoAnn Westpfahl. Quorum present.

Also in attendance: Building Inspector Shane Rolff, Public Works Director Kirk Arity, and Deputy City Clerk Nicole Jacobs.

Nomination and election of Officers: T. Thompson nominated D. Powell for Committee Chairperson. Second by S. Zabinski. There were no other nominations. D. Powell was duly elected Chairperson of the Long Range Planning Committee. T. Thompson nominated P. Reichardt as Committee Vice-Chairperson. Second by J. Holthaus. There were no other nominations. P. Reichardt was duly elected Vice-Chairperson of the Long Range Planning Committee.

Approval of Tuesday, January 25, 2022 Long Range Planning Committee meeting minutes: Motion by M. Murray, second by S. Zabinski, to approve the minutes of the January 25, 2022 meeting. Motion carried.

Discussion on the role of the LRPC with Scott Harrington and Ben Rohr, representatives from Vandewalle & Associates, the City's new planning consultants: S. Harrington and B. Rohr appeared via Zoom to discuss different opportunities for the future of the LRPC and how the Committee's role could evolve overtime to drive change in the community. B. Rohr summarized ideas they came up with based on preliminary discussions with staff, including the following: actively identifying and prioritizing redevelopment and new development sites, researching different types of businesses that are needed/wanted in the community, generate new housing, facilitate discussions and negotiations for community development, and act as the City's conduit to regional partners. S. Harrington suggested the LRPC possibly reorganize as a Redevelopment Authority (RDA.) S. Harrington also suggested creating a work schedule/plan to keep on task month to month, which could be revised annually as work is completed and new work needed. D. Powell asked what staff's opinions were. K. Arity felt the LRPC hasn't had a clear mission in the past and that a little bit of structure would do the committee good and while he thinks the idea of an RDA is interesting, clarity on the committee's direction is more important at this time. D. Powell suggested committee members take the information and ideas presented, digest it and come back to the next LRPC meeting with ideas on how to move forward.

Discussion and possible recommendation on adding alternate members to City committees/commissions: S. Rolff explained that too often the committee struggles to have a quorum and meetings end up being cancelled. Rolff suggested having alternate members to

ensure having a quorum. M. Murray agreed to look into finding an alternate member. Motion by S. Zabinski, second by T. Thompson to direct S. Rolff to come back with ordinance amendment to add an alternate member to the LRPC. Motion carried.

Discussion and possible recommendation to approve Long Range Planning Committee representative on the 7 Rivers Alliance: S. Rolff suggested it would be beneficial to the committee if it had a representative attend meetings of the 7 Rivers Alliance and the Mississippi River Regional Planning Commission (RPC). Motion by S. Zabinski, second by J. Holthaus for S. Zabinski to attend RPC meetings as the LRPC representative. Motion carried. T. Thompson already sits on 7 Rivers Alliance and agreed to officially bring an update back to the LRPC.

Reviewing Certificate of Appropriateness-1118 Superior Ave (Building/Site Improvement): S. Rolff presented a Super Graphic Design for the Veterans Assistance Foundation to be placed on the side of the building located at 1118 Superior Ave. Tomah Area Chamber of Commerce researched public art projects and how well they are often received and found they often times generate tourism. Using ARPA funds, they were able to approve a design the artist came up with for a mural. Motion by J. Holthaus, second by S. Zabinski, to approve Certificate of Appropriateness at 1118 Superior Ave. T. Thompson abstained. Motion carried.

Next Meeting Date: The committee set the next meeting date for Tuesday, May 24, 2022 at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI.

Adjournment: Motion by S. Zabinski, second by T. Thompson to adjourn at 6:54 p.m. Motion carried.

Respectfully submitted by:

Nicole Jacobs

Nicole Jacobs, Deputy City Clerk, May 13, 2022



VANDEWALLE & ASSOCIATES INC.

The LRPC needs to:

- Determine key initiatives/roles that they would like to pursue as a committee (TIDs, redevelopment, employer attraction, housing, industrial fund, building regional/local partnerships, etc.)
- Develop a work plan around the top priorities (action steps, timing, leaders, outcomes, etc.)
- Begin implementing the work plan (assign roles, tasks, timing, etc.)
- Use the LRPC meetings to provide status updates on work plan progress, continuously evaluate work plan steps, and determine next steps/course of action

Does the LRPC need to present the consensus key initiatives/roles to the City Council before developing the work plan or after?

For the upcoming meeting, it is probably best to narrow down the top initiatives/roles first. I think the conversation should aim to accomplish a set of 3-5 key initiatives/roles that the LRPC would like to pursue or take the lead on.

These could come from the memo we provided at the last meeting, the email that Tina wrote, or any other ideas that committee members have. These will be the key building blocks for the development of the work plan around.

BEN ROHR, AICP

VANDEWALLE & ASSOCIATES INC.

Shaping places, shaping change

120 E. Lakeside St.

Madison, WI 53715

CELL PHONE: 608-449-4912

www.vandewalle.com



VANDEWALLE & ASSOCIATES INC.

To: City of Tomah Long Range Planning Committee (LRPC)
From: Scott Harrington, AICP, Principal Planner
 Ben Rohr, AICP, Associate Planner
Date: April 26, 2022
Re: LRPC Opportunities

Introduction

The City's Executive Team reached out to Vandewalle & Associates (V&A) a few months ago seeking ways our firm could assist the City of Tomah. Since that time, V&A and staff have had several conversations to gain a better understanding of the existing situation and award a contract for our services.

Vandewalle & Associates is a multidisciplinary planning, economic development, and design firm based out of Madison. We assist communities across Wisconsin and the greater Midwest with a wide variety of services. Ben Rohr and Scott Harrington from V&A will be leading the work for the City of Tomah, with assistance from over 20 different planning professionals we have on staff.

Today, we have been asked to discuss different opportunities for the future of the LRPC and how the Committee's role could evolve overtime to drive change in the community. Below is a summary of what that could look like. We will also be in attendance at the April 26th meeting to discuss this further with the LRPC.

LRPC Opportunities and Roles

We believe that the following list of initiatives are opportunities for the LRPC to lead on behalf of the City. In further determining the LRPC's role moving forward, we will work with City staff to confirm that there are no duplicate efforts that are currently being led by any other committee or commission.

Development Recruitment

- Actively identify and prioritize redevelopment and new development sites.
- Regularly discuss opportunities with property owners on their willingness to sell and price points.
- Recruit developers for prioritized sites.
- Lead visioning, concept planning, and cost estimating of site or area potential.
- Leverage available resources and tools to drive implementation of redevelopment or new development projects.
- Understand the City's current TIF Districts, lead the implementation of the Project Plans, and review the annual reports of each district.

Business/Employer Recruitment

- Gather information and an understanding of the types of businesses that are missing or desired in the community.

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- Prepare marketing materials or requests for proposals, actively recruit existing/new businesses, and connect them with the development community or willing landowners for their own development.

Generate New Housing

- Understand the existing housing situation in terms of gaps and needs.
- Identify and prioritize locations where new housing could be developed or redeveloped.
- Develop and leverage programs and implementation strategies the City could utilize to generate new housing.
- Lead the development of housing-focused planning, visioning, and strategizing through neighborhood plans or redevelopment plans.

Act as the Lead Negotiator for City Incentives

- Lead the discussion and negotiation of development terms with prospective developers and businesses.
- Recommend a selected developer, terms, and agreement to the City Council for final action.

Liaison to Regional Partners

- Act as the City's conduit to the Mississippi River Regional Planning Commission (RPC) and 7 Rivers Alliance (EDO).
- Find ways for regional partners to help the City of Tomah in the efforts listed above.
- Leverage the regional data, studies, plans, and knowledge of these partners.
- Seek grant opportunities through connections and partnerships with county, regional, state, and federal organizations.

What Are The Next Steps?

1. Take a proactive leadership role in these areas through the development of an annual LRPC work plan that establishes a set of goals and list of prioritized projects and initiatives to be pursued.
2. Leverage available TIF funds and grants to provide resources for expenses incurred.
3. Explore the option of the LRPC transitioning into a Redevelopment Authority (RDA). An RDA can be established pursuant to Wisconsin State Statutes 66.1333(3) as an independent body that can:
 - Buy, sell, lease, and assemble real estate
 - Lead negotiations on TIF and other incentive requests with developers
 - Contract directly with consultants
 - Apply for grants
 - Conduct their own planning processes
 - Borrow money, issue bonds, and make loans
 - Condemn property (eminent domain) in furtherance of redevelopment objectives
 - Create Statutory Redevelopment Districts
 - Hold Public Hearings for amendments and creation of TIF Districts (if the City Council delegates that authority to the RDA)

Here is an example summary flyer from another similar sized community (Stoughton) regarding their RDA: <https://www.stoughtonrda.org/s/Stoughton-RDA-flyer-FINAL-2-2022.pdf>

Wisconsin State Statutes 66.1333(3) can be found here: <https://docs.legis.wisconsin.gov/statutes/statutes/66/xiii/1333/3>

CITY OF TOMAH

Image Provided By: Monroe County Historical Society



Downtown | Master Plan

VOLUME
THREE | Design Standards
Handbook

Adopted 04/11/17

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

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

MSA
PROFESSIONAL SERVICES

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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 ~~Long Range Planning Committee~~ **Planning 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.

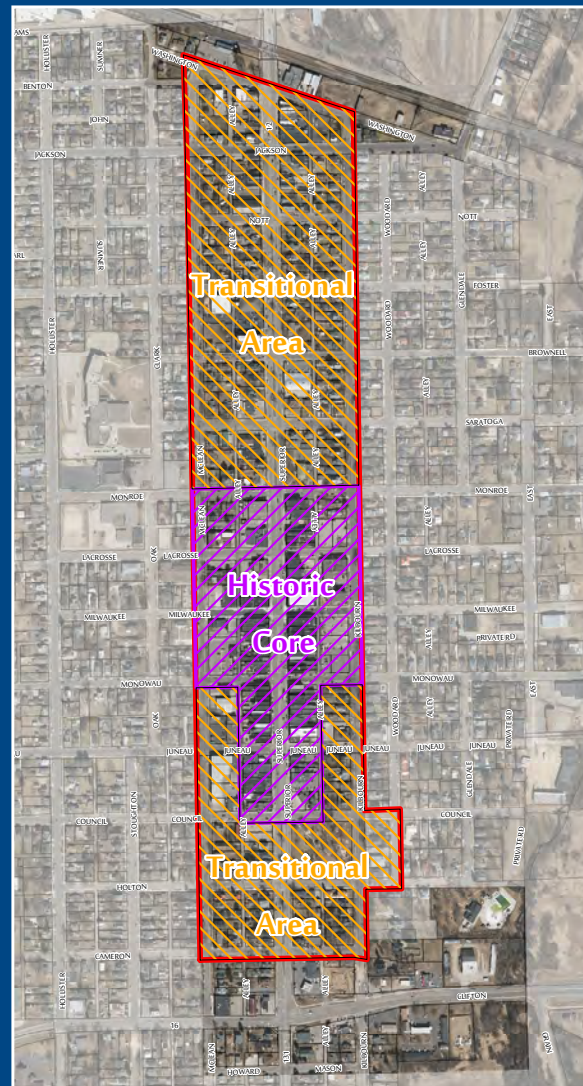
Transitional Area

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

Administration

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 Planning Commission Long Range Planning Committee 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 ~~Long Range Planning Committee (LRPC)~~ to be scheduled by the Zoning Administrator. The ~~LRPC~~ 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 ~~LRPC~~, 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 ~~LRPC~~ 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 ~~LRPC~~ and the applicant.

The ~~LRPC~~ 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 ~~LRPC~~, 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".

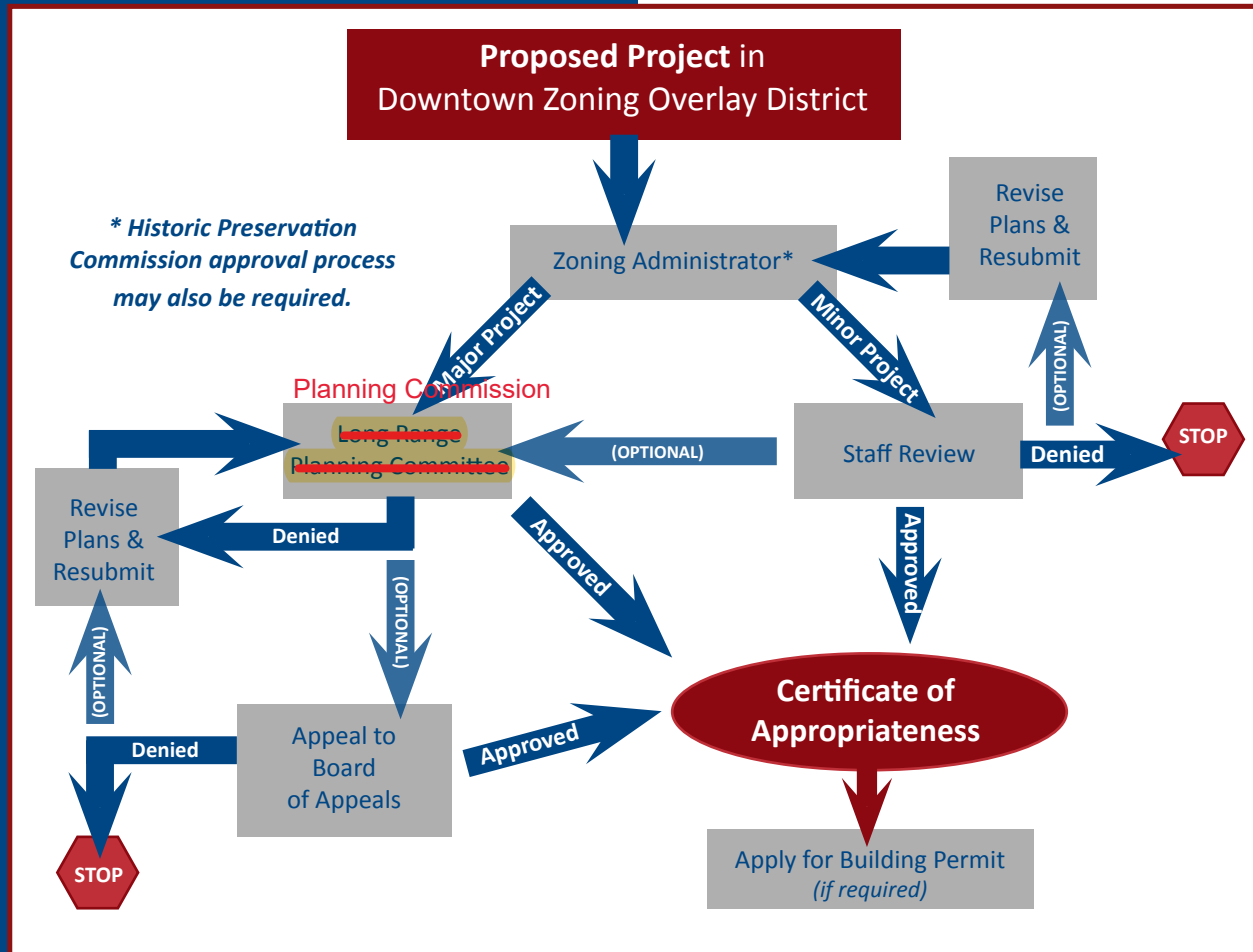
WHAT IS CONSIDERED A MINOR PROJECT?

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



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 (off-premise advertising sign)	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

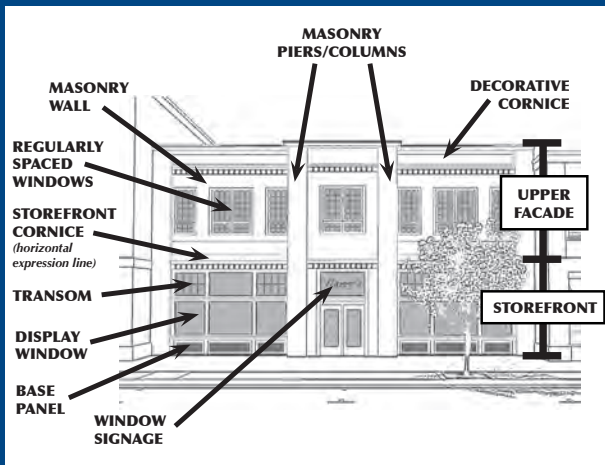
Terms

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

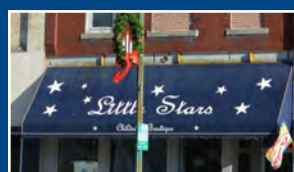
- A. **Preferred** sign types include: wall-mounted, window, projecting, blade and awning.
- B. Creative, detailed, artistic and unique signage is **encouraged**.
- C. **Projecting signs** are **encouraged** to have a visible mounting bracket that projects over or under the sign.
- D. Horizontally-oriented 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.

SIGNAGE DESIGN



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.

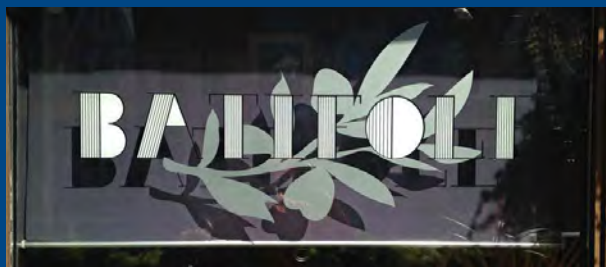


NOT PERMITTED

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.



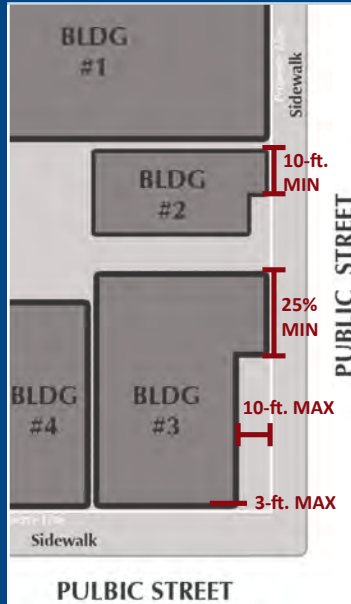
NOT RECOMMENDED The lettering of this window signage makes it difficult to read.

Street Relationship

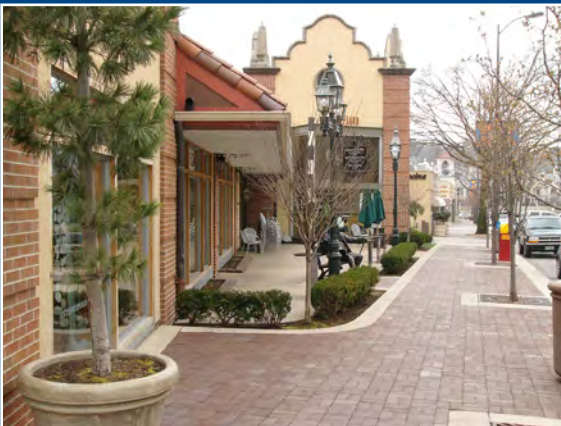
INTENT: To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Superior Avenue).

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).



SITE DESIGN



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

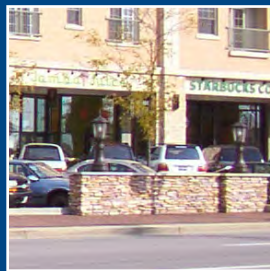
INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

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.



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.

SITE DESIGN

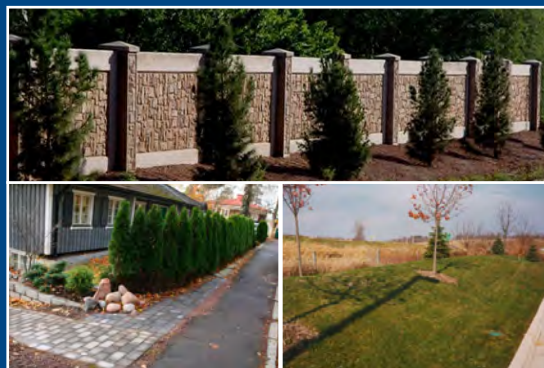
Parking Areas (cont.)

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.



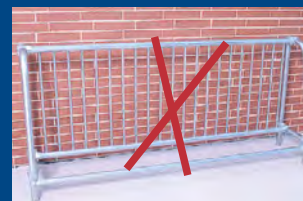
APPROPRIATE Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.



APPROPRIATE

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.



NOT RECOMMENDED

SITE DESIGN

Storage & Service Areas

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

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.

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).

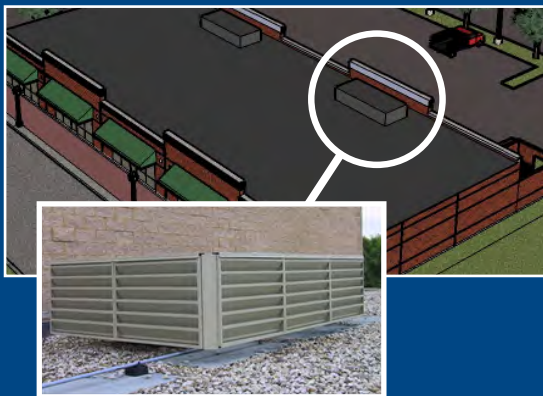


ALLOWED



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.

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

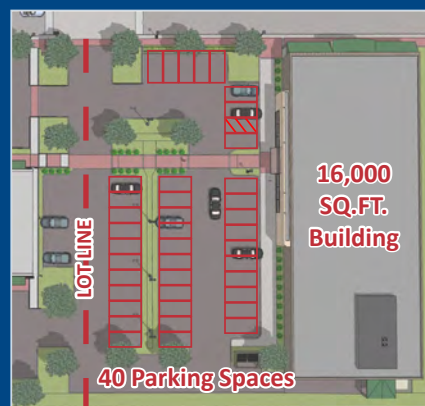
- A. Indigenous plants with low water and pesticide needs are **encouraged**.
- B. All parking lot islands **should** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping **should** be designed to allow for vehicle overhangs, unless wheel stops are used.

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.

SITE DESIGN

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.

BUILDING DESIGN

Projections

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

BUILDING DESIGN



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

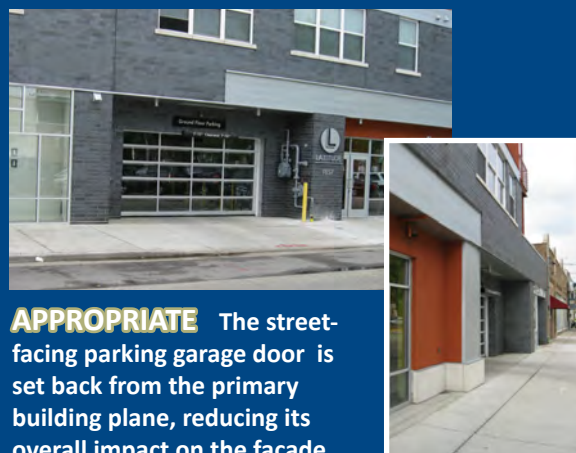
- A. Retaining (or uncovering) pre-existing window openings is **encouraged**.
- B. The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.



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.

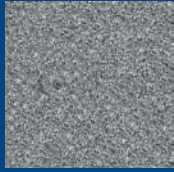


APPROPRIATE The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade

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.



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.



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

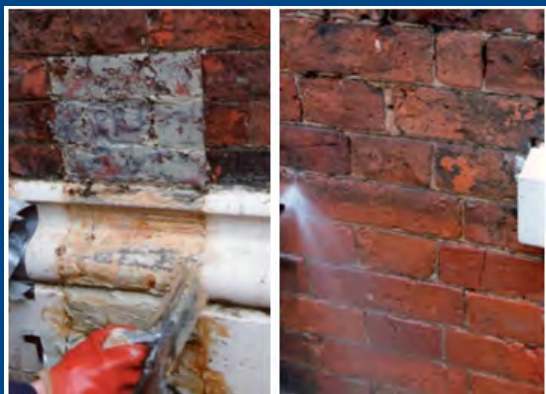
INTENT: To promote the appropriate preservation and restoration of existing architectural features in downtown Tomah.

RESTORATION & PRESERVATION



NOT PERMITTED

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



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.

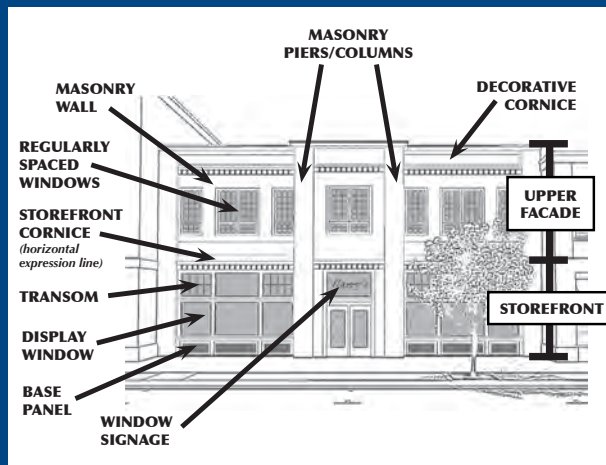


Illustration showing the traditional facade components of a downtown storefront building.



APPROPRIATE An example of a reconstructed architectural pediment.



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

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.)

☐ New Construction

☐ Siding

☐ Signage

☐ Building Addition

☐ Landscaping / Fencing

☐ Exterior Lighting

☐ Façade Restoration

☐ Parking / Rear Access

☐ Other: _____

☐ Awning/Canopy/Shutters

☐ Doors, Windows, & Entrances

☐ Roofing

☐ Exterior Painting

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

Last Modified: March 2, 2017

Page 1 of 2

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?

Planning Commission

I understand the criteria for this application, approval and reviews by the ~~Long Range Planning Committee~~ 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

Application Number: _____

Received By: _____

Date of Meeting: _____

Approved or Denied?: _____

Date Received: _____

Conditions of Approval or Reasons for Denial:

Last Modified: March 2, 2017

Page 2 of 2

Design Standards Checklist

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Checklist

Instructions

If a section of these standards does not apply to the proposed project (*e.g. parking standards for a facade renovation project*) the entire section can be skipped by checking the “does not apply” box ☐ NA. If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out ☐ for any that do not apply.

Applicant

Staff / ZA

LRPC

In addition to this checklist, a site plan shall be submitted, including (*as applicable*):

- ☐ Trash and recycling containers
- ☐ Pedestrian pathways
- ☐ Parking and circulation
- ☐ Landscaping
- ☐ Stormwater management features
- ☐ Lighting

Planning Commission

SIGNAGE DESIGN

Sign Type Usage Standards

☐ NA

Comments (*office use only*):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. All signs conform to the sign design and maintenance requirements in the City's Zoning Ordinance, **-AND-** have applied/acquired sign permit

2. The project does not include following sign types: roof-mounted, pole, external neon cabinet/canister, billboard, **-AND-** there is no canopy in the public right-of-way.

3. All ground signs, if any, utilize monument-style design.

4. Ground signs do not extend higher than the mean street grade following the restriction shown below.

- ☐ **Downtown Core** Only: 5 feet
- ☐ **Transitional Area** Only: 8 feet

5. Signage on awnings, marquees and canopies is > 75% of the front valance, flat profile, and/or roof. **- AND -** no signage is placed on the side of the structure.

6. LED changeable messaging sign incorporated in monument sign does not comprise > 30% of the sign area, inclusive of the base area.

7. Signage is > 25% of each storefront display window/door area, excluding product display.

Design Standards Checklist

Planning Commission

Design Standards Checklist

1. Signs are placed to fit in with the building's overall architectural composition **-AND-** do not significantly obscure the building's architectural features.

Applicant

☐

Staff / ZA

☐

LRPC

☐

Sign Placement, Installation & Lighting Standards

NA

Comments (office use only):

2. Placement of signs and mounting systems do not obscure windows or doorways, including door, glass panes, and corresponding trim and supports.

☐☐☐

3. Signage on masonry buildings are mounted through the mortar joints rather than through the masonry itself, if possible.

☐☐☐

4. Signs do 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 is placed inside this space **-AND-** does not extend above, below or beyond the edges of the signboard area.

☐☐☐

6. Awnings are not internally illuminated.

☐☐☐

7. Exterior lamps are located and shielded to prevent the casting of direct light or glare on roadways, adjacent properties and the sky, **-AND-** does not interfere significantly with the sign or sign bracket.

☐☐☐

8. **Downtown Core Only**, if wall/projecting sign is internally illuminated, the sign face (background) is opaque with only push thru lettering/symbols illuminated.

☐☐☐

9. There are no color changing and "chasing" LED features.

☐☐☐

Checklist

	Applicant	Staff / ZA	LRPC	Planning Commission
Sign Materials, Colors & Lettering Standards <div>NA</div> 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 <div>NA</div> 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.

Checklist

Design Standards Checklist

	Applicant	Staff / ZA	LRPC	Planning Commission
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 <div>NA</div> Comments (office use only):
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 (excluding gaps to allow stormwater flow to basins).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parking Areas Standards <div>NA</div> Comments (office use only):
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	LRPC	Planning Commission
Storage & Service Areas Standards <div>NA</div> Comments (office use only): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<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 <div>NA</div> Comments (office use only): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. All landscaping will be completed within 12 months of the issuance of an occupancy permit or final inspection, in accordance to the approved landscaping plan.
	<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.

Checklist

Design Standards Checklist	Applicant	Staff / ZA	LRPC	Planning Commission	
	BUILDING DESIGN				Scale, Articulation & Roofline Standard
	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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<div>NA</div> Comments (office use only):
	2. Any floor over three is set back from the remainder of the facade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	3. If a new building, vertical proportions on the street facade is established (e.g., windows, doors, structural expression, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	4. Any building with a total width equal to or greater than its height utilizes one or more of the following techniques: <ul style="list-style-type: none"> <input type="checkbox"/> Expression of structural bay, <input type="checkbox"/> Variation in material, -AND/OR- <input type="checkbox"/> Variation in the building plane. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	5a. If a new buildings, a discernible base, middle and top is created using details or changes in materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	5b. A discernible base is at least 2-FT in height, but may include the entire first floor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	6. Any secondary facade facing a public street (corner building) incorporates design qualities similar to the primary facade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Checklist

	Applicant	Staff / ZA	LRPC	Planning Commission
Scale, Articulation & Roofline Standards (cont.) Comments (office use only): 	<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 <div>NA</div> Comments (office use only): 	<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

Design Standards Checklist	Applicant	Staff / ZA	LRPC	Planning Commission	
				Window, Door & Garage Standards	Comments (office use only):
1. Ground-level facades facing the public street are comprised of at least 25% clear glass (up to 10 feet above street grade), excluding Superior Avenue facades in the Downtown Core (see Standard #2).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Downtown Core Only , ground-level facades facing Superior Avenue are comprised of at least 35% clear glass (up to 10 feet above the street grade).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. New buildings with upper stories have windows on all street-facing facades.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Downtown Core Only , there are NO garage doors facing Superior Avenue.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Transitional Area Only , NO new garage doors are facing Superior Avenue, unless it is only providing pedestrian access to the building's interior space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Where allowed, new vehicle-access garage doors facing a public street use one or more of the following techniques to mitigate their impact on the street frontage: <ul style="list-style-type: none"> <input type="checkbox"/> Set back the garage bays from the primary facade a minimum of 4-FT, <input type="checkbox"/> Set back every third garage door a minimum of 2-FT from the remaining garage door bays, and/or <input type="checkbox"/> Screening garage doors from the street. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Diagram(s) illustrating the percentage of transparent glass on each street-facing facade is submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist

	Applicant	Staff / ZA	LRPC	Planning Commission
Colors & Materials Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. There are NO day-glo or fluorescent colors used on the building.
<div>NA</div>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. There are NO bright colors used as the primary facade color.
Comments (<i>office use only</i>):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Gravel aggregate materials, rough sawn wood, vinyl siding, manufactured stone veneer and polished stone are NOT being used on any facade.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Downtown Core Only , metal panel/siding systems and other panelized products are:
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> NOT visible from Superior Avenue (including corner facades), -AND- <input type="checkbox"/> Does NOT cover more than 25% on all other facades (excluding Superior Avenue).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Transitional Area Only , metal panel/siding systems and other panelized products do NOT cover more than:
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 25% of facades facing Superior Avenue -AND- <input type="checkbox"/> 50% of all other facades.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. EIFS, metal panel/siding systems and other panelized products are NOT used at the base of the building (from 0-3 feet above street grade).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. A picture and a sample of each exterior material -AND- a facade illustration indicating colors/ materials is submitted.

Design Standards Checklist

Checklist

Design Standards Checklist	Applicant	Staff / ZA	LRPC	Planning Commission
	<h2>SUPER GRAPHIC DESIGN</h2>			
1. The super graphic does NOT include lettering or imagery that could be construed as a commercial message (i.e., advertising business conducted, services rendered or goods produced/sold).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Super Graphics Standards <div>NA</div>
2. The super graphic shall meet the following design requirements:				Comments (office use only):
<input type="checkbox"/> a. Harmonizes with the structure(s) on the parcel on which it is to be painted; <input type="checkbox"/> b. Is suitable and appropriate to the district; <input type="checkbox"/> c. Is well-designed and pleasing in appearance; <input type="checkbox"/> 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-, <input type="checkbox"/> 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Super graphics is NOT on the Superior Avenue Facade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. NO part of the super graphic exceeds the height of the structure to which it is tiled, painted or fixed, -AND- does NOT extend more than six inches from the plane of the wall.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Super graphic is NOT placed over windows, doors or vents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. A graffiti resistant, clear sealer or suitable varnish/topcoat will be applied to finish the mural.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Super graphic will 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 is excluded from this standard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist

Applicant

Staff / ZA

LRPC

Planning Commission

RESTORATION & PRESERVATION

Historic Cleaning & Restoration Standards

NA

Comments (office use only):

☐☐☐

1. No use of chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting.

☐☐☐

2. If necessary, surface cleaning will use the gentlest means possible. A surface cleaning test was conducted to determine the most appropriate cleaning method.

☐☐☐

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.

☐☐☐

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.

☐☐☐

5. Masonry on historic structures will NOT be painted, or stuccoed, if it has not been painted historically.

☐☐☐

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.

☐☐☐

7. Existing window openings on facades facing a public street are retained.

☐☐☐

8. Original or historic features, including columns, bulkheads, transoms and moldings, are retained, if possible.

☐☐☐

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

LRPC
STAFF COMMITTEE PREPARATION REPORT
Tuesday, May 24th, 2022

Agenda Item: Discussion and recommendation on proposed ordinance amendment to add an alternate member to the Long Range Planning Committee.

Summary and background information: Discussion and recommendation on proposed amendment to add an alternate member to the Long Range Planning Committee. The addition of an alternate member that does not count against a quorum helps ensure the Committee can reach a quorum and take action needed on agenda items.

Current Ordinance

Sec. 2-557. Composition; term; quorum; meetings.

The long range planning committee shall consist of the mayor, two members of the common council, and six members with two of said members being members of the planning commission. The council member terms shall be for two years. Members shall be appointed by the mayor at the annual organizational meeting of the council subject to confirmation by the council. Each of the remaining members shall hold office three years, unless sooner removed for cause. Five members shall constitute a quorum, but all actions shall require the affirmative approval of a majority of all members of the committee. The members shall elect the officers and hold the meetings as necessary and proper for carrying on its functions.

Amended Ordinance

Sec. 2-557. Composition; term; quorum; meetings.

The long range planning committee shall consist of the mayor, two members of the common council, and six members with two of said members being members of the planning commission. **One alternate member may be appointed by the mayor for a term of three years and shall act only when a regular member is absent or refuses to vote because of interest.** The council member terms shall be for two years. Members shall be appointed by the mayor at the annual organizational meeting of the council subject to confirmation by the council. Each of the remaining members shall hold office three years, unless sooner removed for cause. Five members shall constitute a quorum, but all actions shall require the affirmative approval of a majority of all members of the committee. The members shall elect the officers and hold the meetings as necessary and proper for carrying on its functions.

Recommendation: I recommend approving the ordinance amendment as proposed.

Shane Rolff

5/20/22

Zoning Administrator

Date