

# CITY OF TOMAH

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## Downtown

VOLUME  
THREE | Design Standards  
Handbook

## Master Plan

Adopted 04/11/17

Amended 07/19/2022

Codified August 8, 2017,

Section 52-42,

Tomah Zoning Code

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

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# Administration

## Applicability

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

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

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

## Design District Sub-Areas

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

### Downtown Core

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

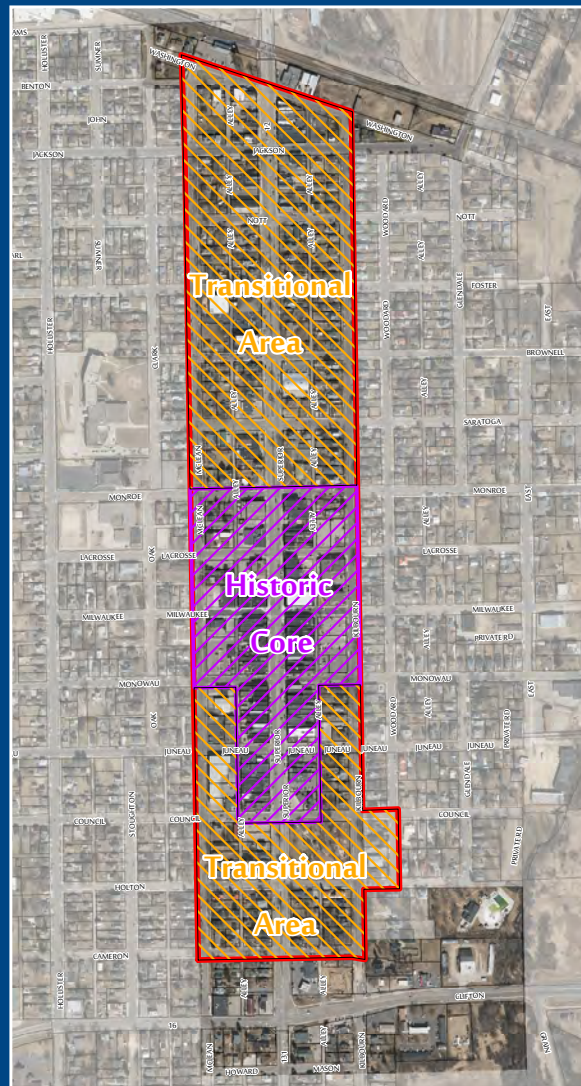
### Transitional Area

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

## INTENT

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

## DESIGN OVERLAY DISTRICT MAP





# Administration

## WHAT IS THE DIFFERENCE BETWEEN A STANDARD AND RECOMMENDATION?

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

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

## ON WHAT GROUNDS CAN I GET A WAIVER?

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

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

## WHAT IS A CERTIFICATE OF APPROPRIATENESS?

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

## Presubmittal Information

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

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

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

## Certificate of Appropriateness Process

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

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

# Administration

## COA ISSUANCE - MINOR PROJECT

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

## COA ISSUANCE - MAJOR PROJECT

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

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

## WHEN DO I NEED A CERTIFICATE OF APPROPRIATENESS?

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

## WHAT IS CONSIDERED A MINOR PROJECT?

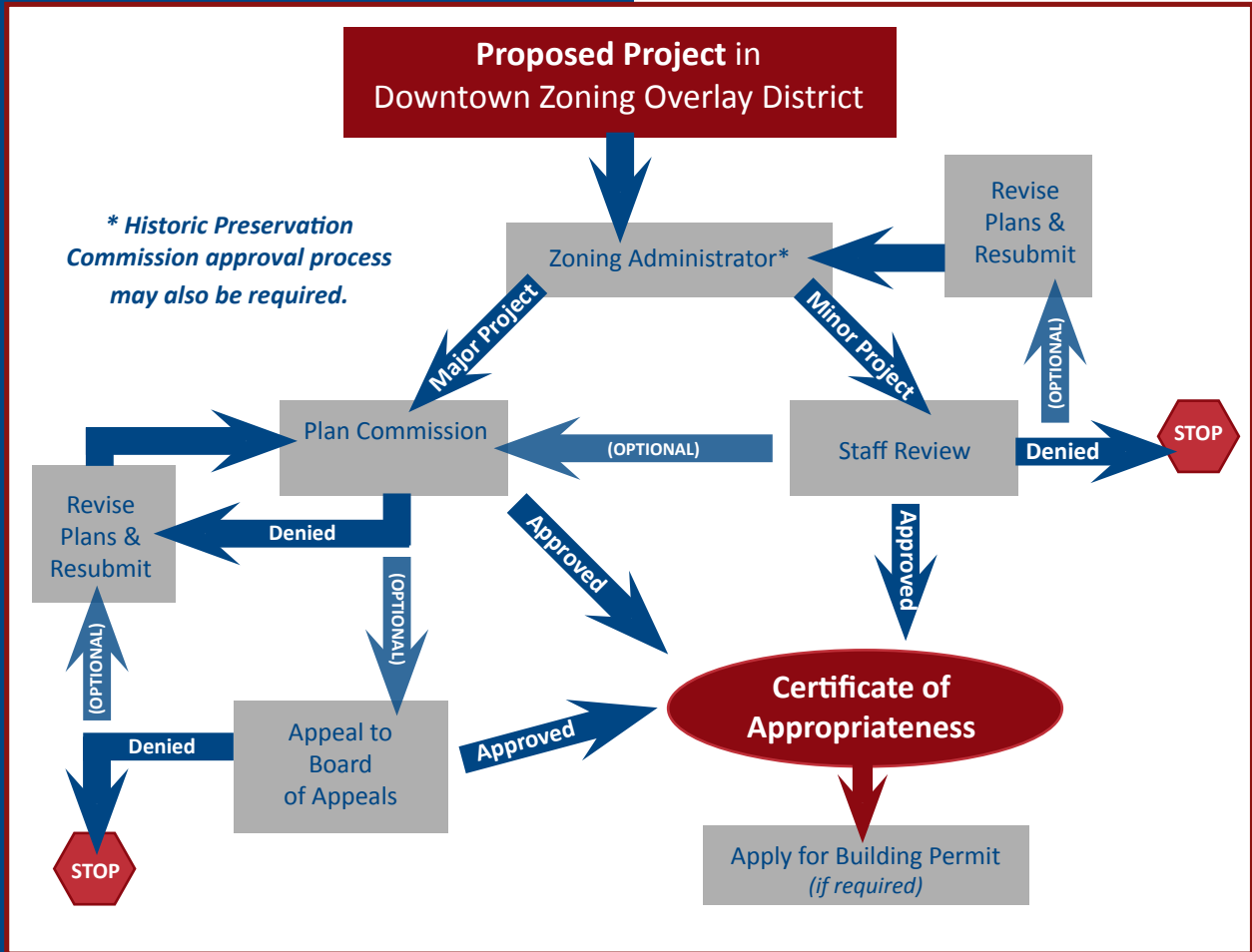
Minor work includes: sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning of historic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

## WHAT IS CONSIDERED A MAJOR PROJECT?

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

# Process Flow Chart

ADMINISTRATION



# Terms

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

<b>Awning</b>	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.
<b>Awning sign</b>	a sign that is applied to the face of an awning that projects over a window or door opening.
<b>Backlit sign</b>	a sign illuminated from within
<b>Base Panel</b>	wall panel that fills the space between a storefront window and the foundation below (see traditional facade components)
<b>Blade Sign</b>	a special projecting sign attached to the building along the storefront frontage
<b>Billboard sign</b> <i>(off-premise advertising sign)</i>	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
<b>Canopy</b>	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.
<b>Canopy Sign</b>	a sign that is applied to the face of an canopy structure that projects over a window or door opening.
<b>Clear glass</b>	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
<b>EIFS</b> <i>(Exterior Insulation Finishing System)</i>	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

<b>Metal Siding/Panel, Corrugated</b>	sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.
<b>Metal Siding/Panel, Ribbed</b>	a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.
<b>Monument sign</b>	a sign mounted or incorporated into a solid base and not attached to a building.
<b>Parking lot</b>	any parking area that has five (5) or more stalls
<b>Parking stall</b>	the area designated for a single vehicle to park
<b>Pedestal sign</b>	a portable sign that is attached to pole support with a sturdy base, generally used for displaying a menu.
<b>Pole sign</b>	any free-standing sign mounted on a pole
<b>Portable sign</b>	a sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.
<b>Projecting sign</b>	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.
<b>Reverse Illumination</b>	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.
<b>Roof Sign</b>	any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.
<b>ROW (Right-of-way)</b>	land reserved for public use, including streets and sidewalks

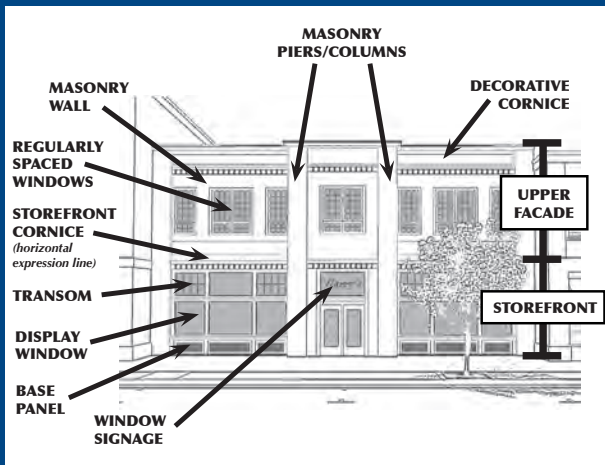
# Terms

## ADMINISTRATION

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

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

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



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

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

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

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

Sandwich Board

Storefront Display Window Area

Super Graphic

Traditional Facade Components

Transom

Uniformity Ratio

Wall Sign

Window sign

# Sign Type Usage

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

## Standards

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

## Recommendations

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



Window Sign



Monument Sign



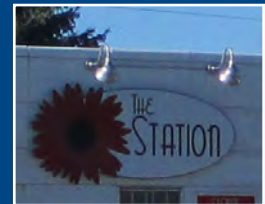
Awning Sign



Projecting Sign



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



Marquee Sign



Canopy Sign



Pole Sign

SIGNAGE DESIGN

# Sign Placement, Installation & Lighting

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



## APPROPRIATE

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



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



## NOT PERMITTED

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



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

## Standards

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

## Recommendations

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



# Sign Materials, Colors & Lettering

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

## Standards

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

## Recommendations

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



### **NOT PERMITTED**

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



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



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

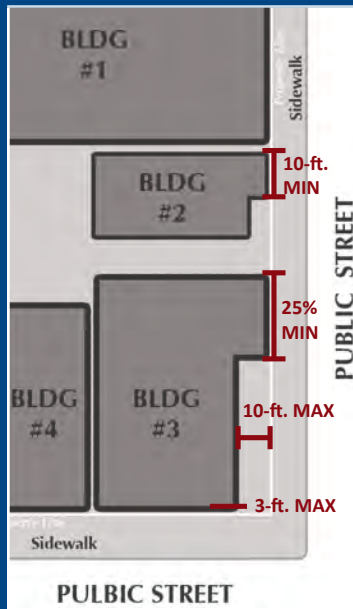


# Street Relationship

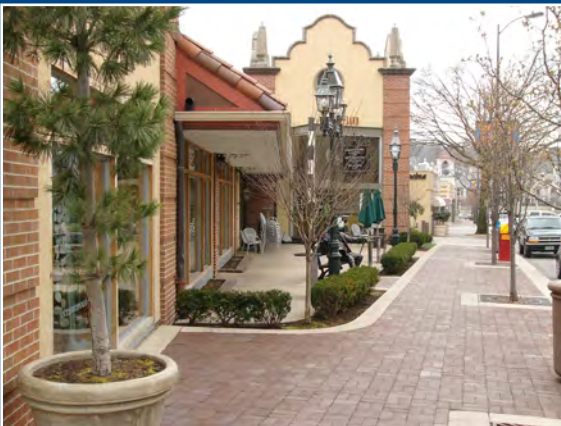
**INTENT:** To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Superior Avenue).

## 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.



# 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.



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

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

**APPROPRIATE**

**NOT RECOMMENDED**

# Storage & Service Areas

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

## SITE DESIGN



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

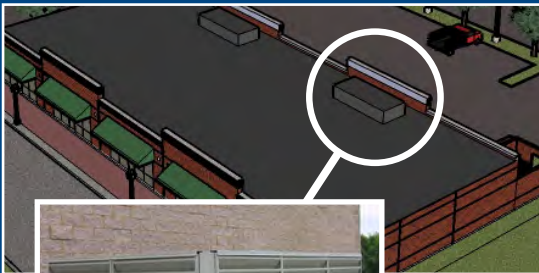


**ALLOWED**



**NOT PERMITTED**

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



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

## Standards

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

## Recommendations

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



# Landscaping

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

## Standards

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

## Recommendations

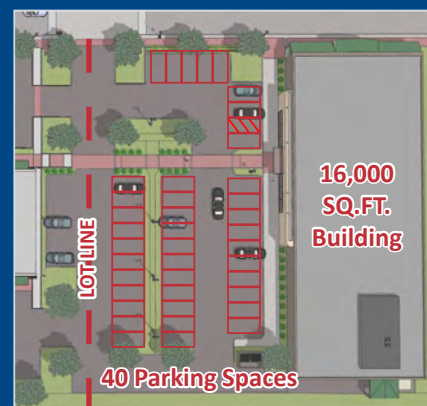
- A. Indigenous plants with low water and pesticide needs are **encouraged**.
- B. All parking lot islands **should** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping **should** be designed to allow for vehicle overhangs, unless wheel stops are used.

### LANDSCAPING POINT SYSTEM (at install)

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



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



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

# Scale, Articulation & Roofline

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

## BUILDING DESIGN



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



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



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



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

## Standards

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

(continued on the next page)

# Scale, Articulation & Roofline (cont.)

## Standards (cont.)

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

10. **Transitional Area Only**, a positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) or parapet facing the street, mansard roof, or a flat roof with a defined cornice.

11. Pitched roofs **shall** have a slope no less than 5:12.

12. An accurately-measured elevation of each exposed building facade, including roofline, **shall** be submitted with the Design Standards Checklist. The elevations **shall** include for reference purposes any adjacent buildings, including the roof profile, window configuration and any other important architectural features.

## Recommendations

A. A full two story building is encouraged, wherever feasible.

B. New buildings should incorporate horizontal expression lines from existing buildings within the same block, whenever practical.

C. Flat roof system with parapet wall is preferred for the **Downtown Core**.

D. Unique and decorative cornice designs are encouraged to generate character and building identity.

E. The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.

F. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

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



MANSARD ROOF (with dormers)



PITCHED ROOF W/ PARAPET



PITCHED ROOF W/ GABLE



FLAT ROOF W/ CORNICE



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



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



# Projections

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



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



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



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



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

## Standards

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

## Recommendations

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

# Windows, Doors, & Garages

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

## Standards

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

## Recommendations

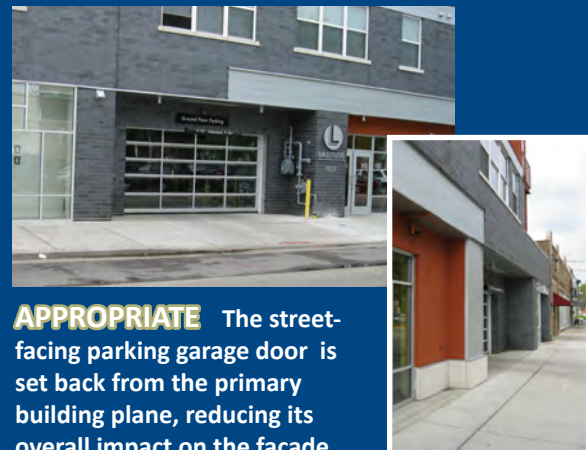
- A. Retaining (or uncovering) pre-existing window openings is **encouraged**.
- B. The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.



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



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



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



# Colors & Materials

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

## BUILDING DESIGN



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



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

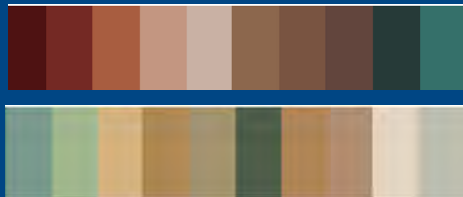


**APPROPRIATE**

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



**NOT PERMITTED**



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

## Standards

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

## Recommendations

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

# Super Graphic (Mural)

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

## Standards

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

## Recommendations

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

## ADMINISTRATIVE REQUIREMENTS

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

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

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

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

# Historic Cleaning & Restoration

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



### NOT PERMITTED

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

### Negative Impacts



### ALLOWED Chemical / Softblast Cleaning



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

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

## Standards

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



## Recommendations

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

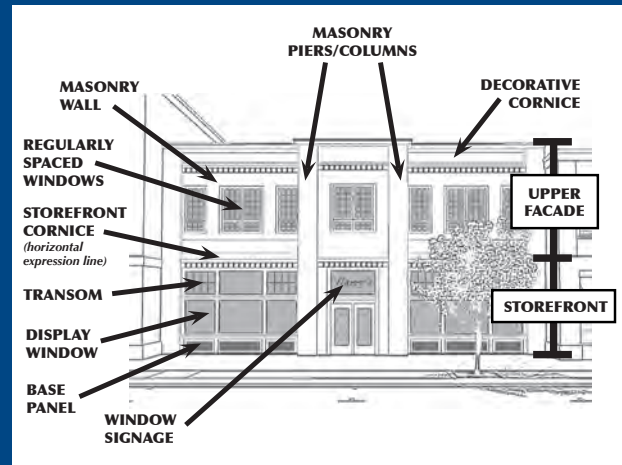


Illustration showing the traditional facade components of a downtown storefront building.



**APPROPRIATE** An example of a reconstructed architectural pediment.



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

# Outdoor Food Service & Vending Units

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

SITE DESIGN

## APPROPRIATE EXAMPLES



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

(continued on the next page)



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

## Recommendations

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

### APPROPRIATE EXAMPLES



### NOT PERMITTED EXAMPLES



# Certificate of Appropriateness

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

Address of Property:

---

Property Owner Name:

---

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

---

*Street* *Municipality* *State*

Property Owner Phone Number: (Home/Mobile):

---

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

Yes     No     Not Applicable

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

Yes     No     Not Applicable

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

Yes     No

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

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

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

---

# Certificate of Appropriateness

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

**Please submit the following information:**

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

Estimated total cost/budget for proposed project:

Do you have any questions or concerns?

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

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Property Owner / Applicant

### FOR OFFICE USE ONLY

Received By: \_\_\_\_\_

Date of Meeting: \_\_\_\_\_

Approved or Denied?: \_\_\_\_\_

Conditions of Approval  
or Reasons for Denial: \_\_\_\_\_

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# Checklist

	Applicant	Staff / ZA	PC	
<b>Sign Materials, Colors &amp; Lettering Standards</b> <input type="checkbox"/> N/A Comments (office use only): _____ _____ _____	<input type="checkbox"/> N/A	<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"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	3. Highly reflective material is not used.
	<input type="checkbox"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	5. The main lettering and predominant background does not use fluorescent colors.

## SITE DESIGN

<b>Street Relationship Standards</b> <input type="checkbox"/> N/A Comments (office use only): _____ _____ _____ _____ _____	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	1. <b>Downtown Core Only</b> , 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"> <li><input type="checkbox"/> The space provides an outdoor seating area, a hardscape plaza, or similar accessible pedestrian space, AND</li> <li><input type="checkbox"/> 25%, or minimum of 10-FT, of the building width is built to the restricted setback, -AND-</li> <li><input type="checkbox"/> Maximum setback of 10-FT.</li> </ul>
	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	2. <b>Transitional Area Only</b> , primary structures will be built within 25-FT of the front property line.
	<input type="checkbox"/> N/A	<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	PC	
1. Exterior building and parking light fixtures are either semi- or full-cutoff -AND- not directed to the sky (excluding ground lights directed at building)	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	<b>Exterior Lighting Standards</b> N/A <input type="checkbox"/> Comments ( <i>office use only</i> ): _____ _____ _____ _____
2. Light trespass does not exceed 1.0 footcandles at the property line adjacent to park/residential use.	<input type="checkbox"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	
4. Exterior light fixtures are designed to complement the character/style of the building.	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	
5. Spec sheets for each light fixture are submitted.	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	
1. Parking (5+ vehicles) are paved and include concrete curbs along all parking/drive areas ( <i>excluding gaps to allow stormwater flow to basins</i> ).	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	<b>Parking Areas Standards</b> N/A <input type="checkbox"/> Comments ( <i>office use only</i> ): _____ _____ _____ _____ _____ _____ _____
2. There is no off-street parking in front of building.	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	
3. <b>Downtown Area Only</b> , side yard parking is no more than 66-FT wide.	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	
4. <b>Transitional Area Only</b> , side yard parking is no more than 140-FT wide.	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	
5. <b>Walkways are provided connecting the building entrances to the public sidewalk.</b> If the walkway crosses parking areas or a drive aisle they are clearly marked by striping or material change.	<input type="checkbox"/> N/A	<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"/> N/A	<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"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	



# Checklist

	Applicant	Staff / ZA	PC	
<b>Storage &amp; Service Areas Standards</b> <input type="checkbox"/> N/A Comments (office use only): _____ _____ _____ _____ _____ _____	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	1. Screening is compatible with the building architecture, as well as other site features.
	<input type="checkbox"/> N/A	<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"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	4. Service boxes are located away from the pedestrian zone (e.g., side/rear yard).
	<input type="checkbox"/> N/A	<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"/> N/A	<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).
<b>Landscaping Standards</b> <input type="checkbox"/> N/A Comments (office use only): _____ _____ _____ _____ _____ _____	<input type="checkbox"/> N/A	<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"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	3. <b>Transitional Area Only</b> , 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"/> N/A	<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.

Design Standards Checklist



# Checklist

	Applicant	Staff / ZA	PC	
<b>Scale, Articulation &amp; Roofline Standards (cont.)</b> Comments ( <i>office use only</i> ): _____ _____ _____ _____	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	10. <b>Transitional Area Only</b> , 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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11. The roof has a slope no less than 5:12.
<input type="checkbox"/> N/A	<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.
<b>Projections Standards</b> <input type="checkbox"/> N/A Comments ( <i>office use only</i> ): _____ _____ _____ _____ _____ _____ _____ _____	<input type="checkbox"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	1. Signage on projections meet the requirements under Signage Design section (P.11-13).
<input type="checkbox"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Canopies and marquees do not use wood or shingle components.
<input type="checkbox"/> N/A	<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"/> N/A	<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"/> N/A	<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"/> N/A	<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"/> N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8. <b>Downtown Core Only</b> , awnings are mounted below the horizontal expression line that defines the ground floor.

Design Standards Checklist















	Applicant	Staff / ZA	PC
<b>Outdoor Food Service &amp; Vending Unit (cont.) Standards</b> <input type="checkbox"/> N/A Comments ( <i>office use only</i> ):	<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"/>

12. Dining furniture are commercial grade & are primarily constructed of finished-grade wood, metal or composite material. No use of lightweight materials, unstained/unpainted pressure-treated wood, and/or primarily plastic.

13. Vending unit is located on a paved pad & adheres to the setback requirements of the underlying zoning district.

14. If multiple (vending unit) pads are proposed, they are a minimum of 10 feet apart.

15. Vending unit use of plastic materials, concrete block, fabric & other loose materials are not use as base materials.