



PLATTEVILLE DOWNTOWN DESIGN STANDARDS

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MSA Professional Services, Inc.

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INTENT

The Platteville Downtown Design District is intended to encompass commercial, multi-family residential, mixed use and civic properties in the downtown area. The District includes historic structures that should be preserved and non-historic structures and sites that are candidates for redevelopment

DISTRICT ZONES

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

Downtown Area

Design character in this district varies widely, including, for example, two- and three-story brick buildings built right to the sidewalk, single-story commercial buildings set back behind parking, and single family bungalows with front porches. The intent of this zone is to establish a more uniform approach to site design that will reinforce an urban, pedestrian-friendly street environment, while continuing to allow for variety and flexibility in building design.

Historic Main Street Area

This zone is comprised of properties abutting Main Street between Elm Street and Water Street, including all four corners at Main and Water. This area features many of the properties officially part of the downtown historic district. The dominant design character is two- to three-story brick buildings built right to the street edge and featuring ground floor retail or service space behind large windows. Architectural styles are predominantly Federal, Italianate, and Romanesque. The intent of this zone is to ensure that new buildings reinforce and complement the historic downtown core. New development should be of similar scale to historic buildings and should utilize similar rhythms, though architectural style will not be regulated.

Transitional Area

This zone incorporates transitional areas east and west of the Downtown Area. The intent of these areas is to preserve the existing residential character by requiring pitched roofs and deeper setbacks from the street.



APPLICABILITY

The Downtown Design Standards apply to all parcels in the Downtown Design Standards District, but they DO NOT compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards. Minor exterior modifications shall comply with the Maintenance Repair and Approval Policy included in Appendix A, but they are not required to meet these standards.

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.

STANDARDS VS RECOMMENDATIONS

Required standards are located in the box at the bottom of each page. These standards **will be** enforced unless a waiver is granted. Each section of this manual also includes design “Recommendations”. Property owners/leaseholders should consider these recommendations and the City may encourage conformance to the recommendations, but they **will not** be enforced as part of the City Zoning Ordinance.

WAIVERS

Applicants that do not believe they can or should follow a standard must negotiate with the Design Review Commission for a waiver of that requirement. The Design Review Commission shall consist of 2 members of the Plan Commission, 2 members of the Historic Preservation Commission, and 1 Council member.

Waivers are granted by the Design Review Commission on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

- 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

REVIEW PROCESS

Applicants should review this Handbook at the beginning of the design process. The following items must be submitted for review:

- Design Standards Checklist (see last pages of Handbook)
- Illustrations, Diagrams, Samples, and Spec Sheets

City staff completes an initial review and the City Planner is authorized to approve those applications that both meet the standards and require no additional permit approval by the City. Applications determined by staff to NOT meet the standards or that require additional zoning or building permit approval will be forwarded to the Design Review Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within five (5) business days of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Design Review Commission review.

Applicants that wish to appeal the decision of Design Review Commission may do so to the City Council. Requests for appeal should be made to the City Planner.

TERMS

Awning - a sign attached to or made part of an awning, canopy, or marquee, including any sign hanging from underneath the awning, canopy, or marquee

Directed Illuminated Sign - a sign designed to give artificial light directly through a transparent or translucent material from a source of light originating within or upon such sign

Billboard Sign (off-premise advertising sign) - a sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered elsewhere than upon the premises where the sign is displayed

Clear Glass - glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building

CMU, Smooth-faced - a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish

CMU, Split-faced - a concrete masonry unit with a textured exterior finish

Electronic Message Unit Sign - a sign on which the message may be changed by an electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic and charitable events or the advertising of products or services available on the premises

EIFS (Exterior Insulation Finishing System) - a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system

Footcandle - a unit of illumination produced on a surface, all points of which are one (1) foot from a uniform point source on one (1) candle

Functional Public Entrance - a building entrance that is unlocked during business hours and is designated for public use

Free-Standing Sign - a sign which is supported by structures or supports in or upon the ground and independent of support from any building

Full-Cutoff Light Fixture - a light fixture that does not allow light to escape above 90 degrees from vertical

Ground Floor Facade - 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)

Landscape Buffer - a landscaped green area consisting of a mix of shrubs, ornamental trees and/or overstory trees, along with berming and other variegations in topography, sufficient to provide an adequate screen and buffer

Lintel - the horizontal beam spanning an opening in an exterior wall

Monument Sign - a type of free-standing sign whose bottom edge is located within one (1) foot of a ground-mounted pedestal

Parking Lot - any parking area that has five (5) or more stalls

Parking Stall - the area designated for a single vehicle to park

Projecting Sign - a sign extending more than twelve (12) inches, but no more than five (5) feet from the face of a wall or building.

ROW (right-of-way) - land reserved for public use, including streets and sidewalks

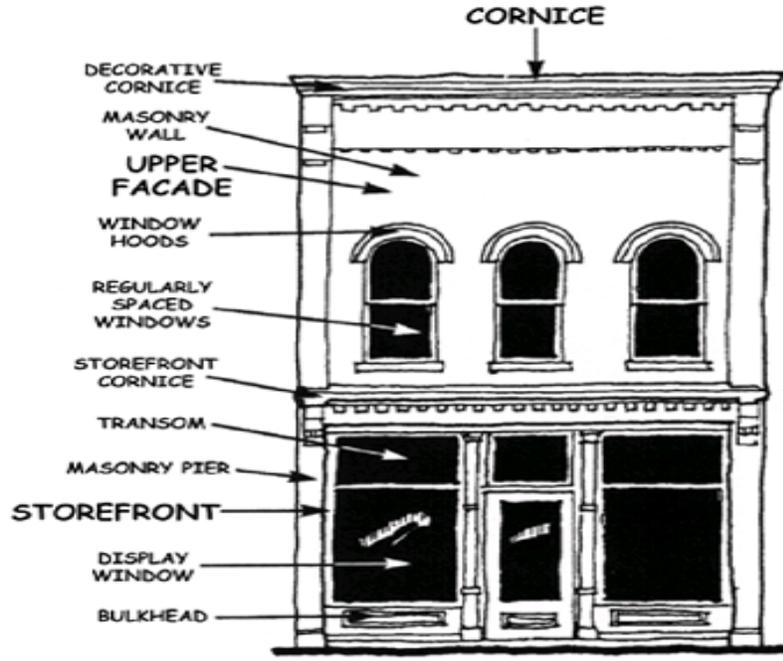
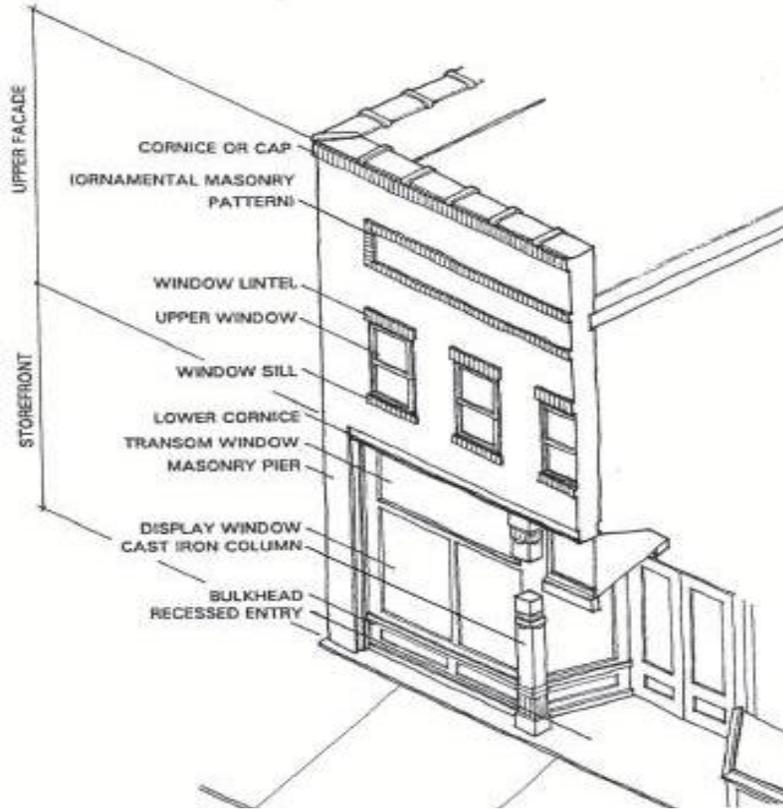
Spandrel - decorative wall panel that fills the space between a storefront window and the foundation below (*see traditional facade components*)

Transom - a horizontal window above another window or door usually spanning the entire front facade (*see traditional facade components*)

Wall Sign - a sign attached to, erected on or painted on the wall of a building or structure and projecting not more than twelve (12) inches from such wall

Window Sign - a type of sign mounted either on the face of a window, or within two (2) feet of the window inside a building, so that the sign can be viewed through a window by the persons outside the building

Traditional Façade Components



TRADITIONAL
FACADE
COMPONENTS

SITE DESIGN: Site/Landscape Plan

Intent: To ensure adequate design and review of site-related characteristics.

Recommendations: none

Standards:

1. A site plan **shall** be submitted showing all of the important features planned for the site, including, as applicable:
 - Building location and size
 - Trash & Recycling Container Placement
 - Pedestrian Pathways & bikeways
 - Vehicular Parking & Circulation, bike parking
 - Landscaping and Lighting (*see Standard #2*)
 - Stormwater Management Features

2. A landscape plan **shall** be submitted which includes details of all proposed landscaping, buffering, and screening. The plans **shall** show the location and dimension of all existing and proposed structures, parking, drives, rights-of-way, and any permanent features, and all other information required by the zoning administrator, plan commission, or the common council, including but not limited to the following:
 - A plant list and coverage chart showing the location, quantity, size (at time of planting and at maturity), spacing, and the scientific and common names of all landscape material used, AND
 - Size of existing trees, AND
 - Location and percent of slope of all proposed berms using one foot contours, AND
 - Detailed sections showing elevations of all proposed architectural features, such as walls, lighting or water features.

SITE DESIGN: Street Relationship

Intent: To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

Recommendations:

- When appropriate within this standard, the siting of adjacent buildings should be considered when choosing the setback - a uniform setback is desirable to establish a more consistent “street wall” in the downtown area.
- Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.

Standards:

1. **Historic Main Street Area Only**, primary structures **shall** be built to the front property line, unless a setback allows for a larger pedestrian zone. The following requirements **shall** be met to allow for a building setback:
 - The space created **shall** provide an outdoor seating area, a hardscape plaza, or similar pedestrian space, AND
 - The portion of the building set back **shall** be within five (5) feet of the public right-of-way, AND
 - Twenty-five percent (25%) , or minimum of ten (10) feet, of the building width **shall** establish a hard edge at the public right-of-way.
2. **Downtown Area Only**, primary structures **shall** be set back from any street no more than ten (10) feet. On corner lots this means the building **shall** be built at the corner. On sites with three or more public street frontages the building should be built to the corner with the most traffic.
3. **Transition Area Only**, primary structures **shall** be set back from any street at least twenty-five (25) feet, or the average setback of adjacent parcels (if less than 25 feet), but not more than thirty (30) feet. Open porches, stairs, and entrance canopies may encroach into this setback to within fifteen (15) feet of the property line.
4. 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.
5. Each project **shall** include the installation of sidewalk within the public right-of-way along the frontage of the property at the expense of the developer/property owner.

SITE DESIGN: Lighting

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

Recommendations:

- Exterior lighting should be designed to complement the character of the building.
- Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.
- Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light). Preferred light types include: LED, fluorescent, and high-pressure sodium.

Standards:

1. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.
2. Light design and installations **shall** emphasize low-level, uniform lighting to avoid abrupt changes from bright lights to darkness. Design limits and intensity requirements may be placed on large establishments as a condition of a Conditional Use Permit.
3. All exterior building and parking light fixtures **shall** be full cutoff. Lights directed towards the sky are **prohibited**.
4. Parcels abutting or across the street from residential or park uses **shall not** have light spillage in excess of 0.5 footcandles as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
5. 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 thirty five (35) feet.

SITE DESIGN: Parking

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

Recommendations:

- Shared parking lots are strongly encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
- Bike racks, designed to allow a U-shaped lock that secures the frame to the rack, are encouraged. It is suggested that each structure should have a minimum of two (2) bicycle parking spaces.
- Whenever possible, parking areas should be designed so that the parking is separated into smaller delineated groupings of spaces. Such groups should be separated by landscaping and/or design components of the proposed building.

Standards:

1. New off-street parking in front of the building is **prohibited**. Side yard parking **shall not** be more than sixty-four (64) feet wide (necessary space needed for two rows of parking with a drive aisle).
2. 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 five (5) feet or equal to the building setback, whichever is greater.
3. 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.
4. All parking areas of five (5) or more vehicles **shall** be paved and graded according to a drainage plan designed and installed in accordance with accepted engineering practice, which may include catch basins, sumps, and underground storm sewers. All drainage plans **shall** be reviewed and approved by the City Engineer.
5. The exterior storage of boats, campers, and other materials or products not associated with the permitted use of the premises on which they are located is **prohibited**.

SITE DESIGN: Landscaping-General

Intent: To improve the appearance and ecological function of sites, especially off-street parking areas.

Recommendations:

- Yard areas not used for off-street parking are encouraged to be attractively landscaped (trees, shrubs, plants or grass lawns), screening parking and service areas from adjacent properties so as not to impair the values of the adjacent properties.
- Decorative fences, walls, and/or landscaped edges are strongly encouraged in order to screen parking areas from the street and views from adjacent properties.
- Indigenous/native plants with low water and pesticide needs are strongly encouraged (work with local nurseries in developing the landscaping plan).

Standards:

1. Plantings and low fences located between parking areas and public right-of-way **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 **shall not** be used.
2. Where the development adjoins a residential property, at a minimum, a ten (10) foot landscaped buffer (*with plantings*) **shall** be placed between parking areas, loading areas, refuse collection areas and/or outside storage areas and the residential lot line. The width of the buffer may be reduced to five (5) feet if a berm, solid fence, or wall that is six (6) feet tall is provided within this buffer area.

SITE DESIGN: Landscaping-Points

Point Schedule for Landscape Elements		
Landscape Element	Minimum Plant Size (installed)	Points
Canopy Trees	2 ½" diameter min. caliper	50
Canopy Trees	Under 2 ½" diameter caliper	30
Evergreen Trees	4 feet and larger	30
Low Ornamental Trees	5 feet and BB stock	20
Tall Shrubs	36 and taller	15
Medium Shrubs	24 to 36	10
Low Shrubs	12 to 24	5

Existing Trees	Number of Trees Credited (2 1/2" caliper)
36" or greater	8 trees
18—35"	6 trees
12—17"	4 trees
6--11"	2 trees
Less than 6"	1 tree

If the applicant can demonstrate that these landscape elements will contribute to the overall landscape objectives (and are shown on the submitted landscape plan), the applicant may request points for decorative fences, earth berms, ground covers and existing vegetation. See Existing Tree schedule above for landscape credits.

Standards:

1. **Downtown Area and Transitional Area Only**, one (1) canopy tree **shall** be planted on the property for every hundred (100) feet of linear street frontage. Additional landscaping **shall** be placed on the property using the following point system and table (*see above*):
 - Ten (10) points for every one thousand (1,000) square feet of enclosed ground floor building area, up to twenty-five thousand (25,000) square feet, and
 - five (5) points per one thousand (1,000) square feet of additional building area, AND
 - Five (5) points per parking space, up to fifty (50) spaces, and two-and-a-half (2.5) points per any additional spaces (*excluding any spaces utilizing "turf-based" surface materials, such as Geoblock or Grasspave*), AND
 - Twenty (20) points for each ten (10) feet of perimeter around an outside storage area, parking areas for semi-trailers and refuse enclosures.

2. 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.

SITE DESIGN: Stormwater

Intent: To reduce the negative ecological impacts created by impervious surfaces, especially parking lots (heat gain, stormwater runoff volume and contaminants).

Recommendations:

- Where possible, use rain gardens and bioretention basins to mitigate run-off and filter pollutants.
- Where large paved areas, such as parking lots, are required, it is recommended that permeable surfaces, pervious asphalt, pervious concrete, or special paving blocks are considered.
- Green roofs are encouraged.

Standards:

1. On-site storm water management systems **shall** meet the City's Construction Site Erosion Control Ordinance (*Chapter 46*) and Wisconsin Statutes Chapter NR 151 (1 acre or greater land disturbance). Maintenance of any storm water detention or conveyance features area **shall** be at the developer (*and/or owner*) expense and time, unless dedicated to, and accepted by, the City.

SITE DESIGN: Storage & Service Areas

Intent: To improve the appearance of the downtown area.

Recommendations:

- Screening should be compatible with building architecture and other site features.
- Shared garbage and recycling facilities are encouraged, where practical, as a means to meet screening requirements and preserve access needs.
- Rear yard loading and staging areas are strongly encouraged.

Standards:

1. All electrical and air conditioning structures, including towers and air handling units, regardless of location and whether on the roof or otherwise, **shall** be concealed by landscaping, parapet/screening walls, or by screening materials which form an integral part of the design (*excluding electrical service boxes*).
2. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side yard or in the rear yard within twenty (20) feet of the building plane.
3. Loading 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 constructed of the same materials as the principal structure (or other suitable material as determined by the Zoning Administrator).
4. 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 the consumer are exempt from this standard.
5. All outdoor refuse collection areas **shall** be visually screened from public streets and adjacent property by a completely opaque screen, fence, or wall.
6. All on-site utilities, including but not limited to electrical, telephone, and cable, **shall** be installed as underground facilities. This **shall** apply to utilities running from the utility easement or street right of way to structures and to utilities supplying service between structures.

BUILDING DESIGN: Height

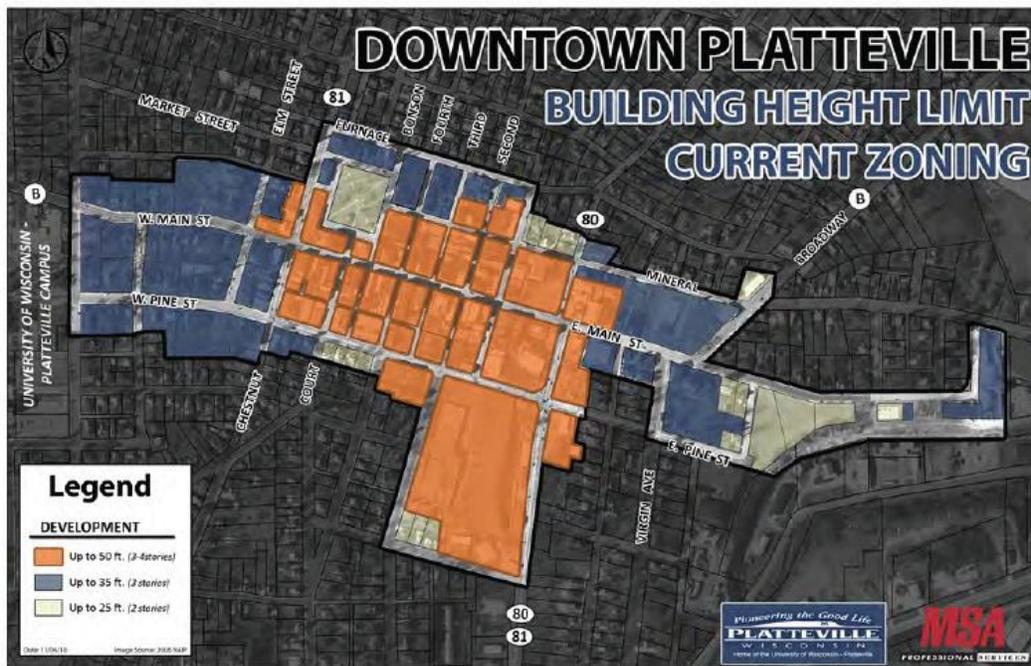
Intent: To establish and maintain a consistent street wall that provides visual interest and human scale.

Recommendations:

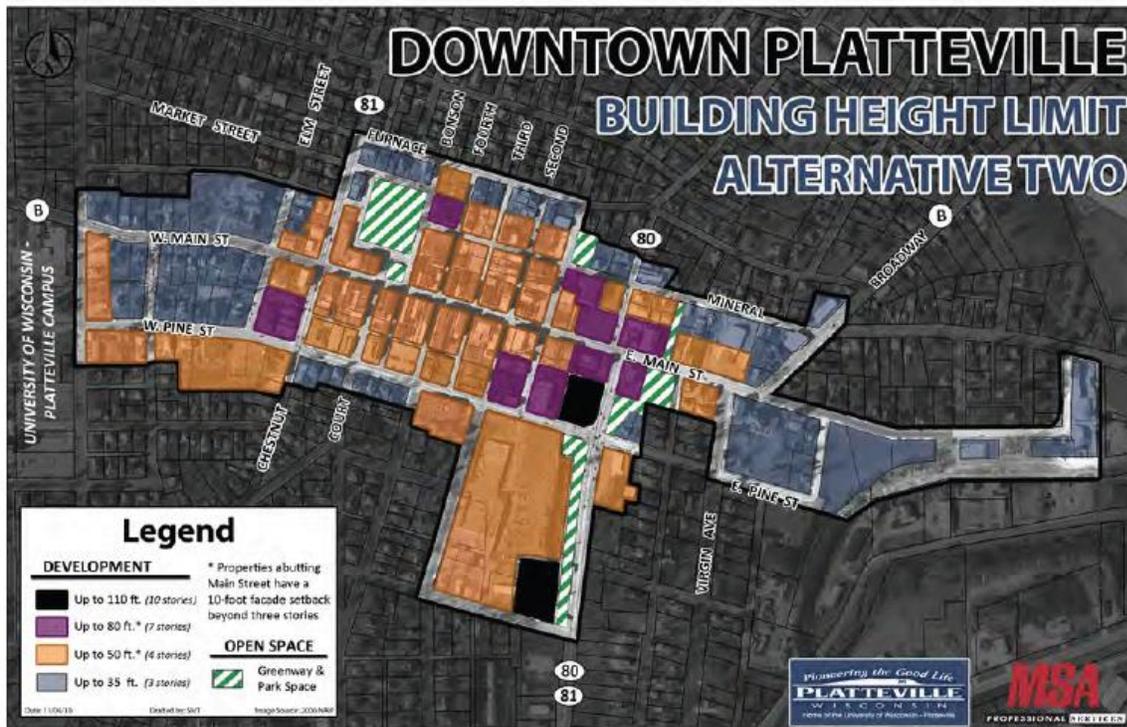
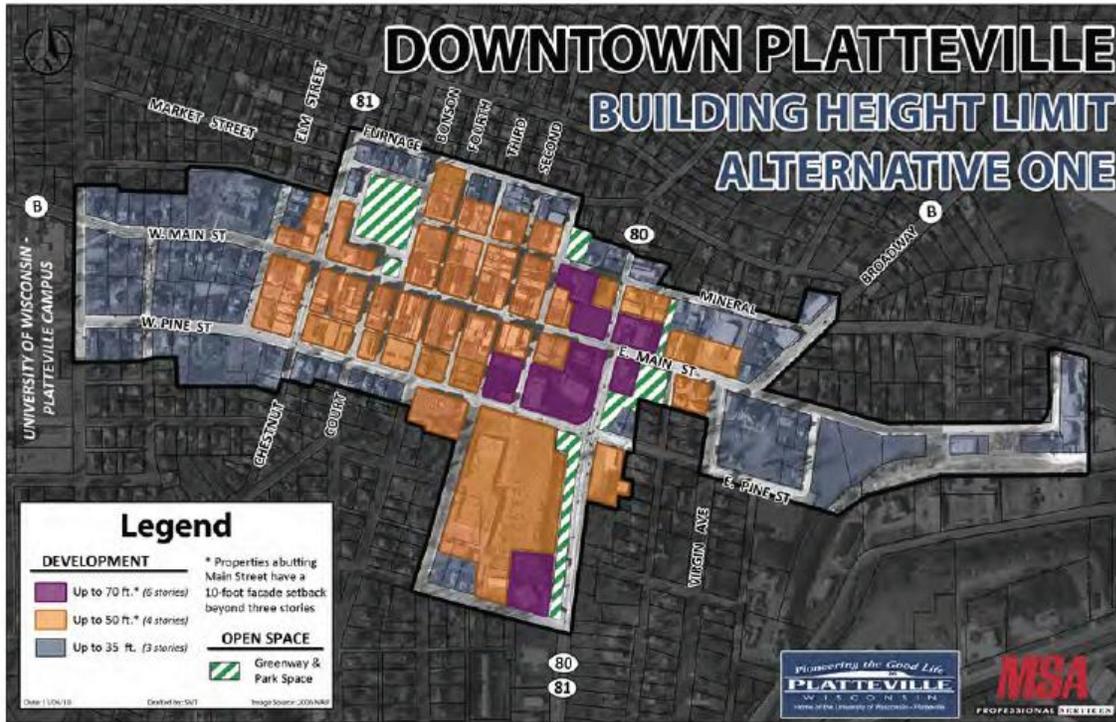
- A full two story building is strongly encouraged, wherever feasible (*required in the historic area*).

Standards:

1. **Historic Main Street Area Only**, new buildings **shall** be at least two stories tall. In the **Downtown and Transitional Areas**, buildings **shall** be at least eighteen (18) feet tall, measured to the top of the cornice or the midpoint between the eave and the peak on a pitched or mansard roof.
2. Building heights **shall not** exceed the threshold listed on the Height Limitation Map on page 10 (*currently there are two alternatives presented on the next page with current zoning limits below for reference*).
3. Building facades over sixty (60) feet in length and facing a street **shall** have a minimum of twenty (20) 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.
4. A detailed elevation of each exposed building facade and any neighboring buildings **shall** be submitted with the Design Standards Checklist.



(Building Height Restriction Map Alternatives)



BUILDING DESIGN: Scale & Articulation

Intent: To establish and maintain a consistent street wall that provides visual interest and human scale.

Recommendations:

- All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.
- New buildings should incorporate horizontal expression lines from existing buildings within the same block whenever practical.

Standards:

1. The building **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).
2. Any building with a total width equal to or greater than its height **shall** utilize two (2) or more of the following techniques at no more than thirty (30) foot intervals:
 - Expression of architectural or structural bays
 - Variations in material and/or color
 - Variations in the building plane (no less than two (2) feet in width)
 - Vertical-proportioned windows
3. **Historic Main Street Area Only**, new buildings **shall** utilize a horizontal expression line that projects at least two (2) inches from the building facade to articulate the transition between the first floor and upper floors.

BUILDING DESIGN: Street-Level & Secondary Facades

Intent: To reinforce the existing character of downtown area, and to enliven and activate the public streets.

Recommendations:

- The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.
- Downtown buildings should activate the street by providing significant visibility through the street-level facade to activities or displays within the building.
- All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

Standards:

1. **Downtown Area and Historic Main Street Area Only**, a discernible “base” **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.
2. Any secondary facade facing a public street (corner buildings) **shall** utilize the same material palette and design features as the primary front facade.
3. **Downtown Area and Historic Main Street Area Only**, street-level facades that face public streets **shall** have display windows, entry areas, awnings, arcades (*a series of outdoor spaces located under a roof or overhang and supported by columns or arches*), or other such features along no less than fifty percent (50%) of their horizontal length.

BUILDING DESIGN: Windows & Doors

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

Recommendations:

- Buildings should activate the street by providing significant visibility through the street-level facade to activities/displays within the building.
- The use of reflective or dark-tinted glass is discouraged, especially at the ground level.
- Street-facing garage doors are strongly discouraged
(*prohibited in historic area*)

Standards:

1. **Downtown Area and Historic Main Street Area Only**, building facades facing a public street **shall** be comprised of at least thirty-five percent (35%) clear glass on the street-level floor (*up to ten (10) feet above grade*). A minimum of two (2) feet **shall** be maintained between the glass and any interior dividers to allow for product display. **Transitional Area Only**, building facades facing the public street **shall** be comprised of at least fifteen percent (15%) clear glass.
2. **Historic Main Street Area Only**, upper-story sections of the building facade(s) facing or visible from a public street **shall not** exceed fifty percent (50%) glass (measured from the horizontal expression line to the lower edge of the cornice).
3. **Historic Main Street Area Only**, street-facing garage doors are **prohibited** on Main Street. **Downtown and Transitional Areas Only**, street-facing garage doors **shall** be set back from the primary facade by at least four (4) feet, and shall not comprise more than twenty five percent (25%) of the total length of the building's street facade.
4. Public building entryways **shall** be clearly defined and highly visible on the building's exterior design. Two (2) or more of the following design features **shall** be incorporated into all public building entryways:
 - canopies or porticos, overhangs, projections, arcades, display windows, and distinct architectural details
5. A diagram illustrating the percentage transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

BUILDING DESIGN: Roofline & Cornice

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

Recommendations:

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

Standards:

1. **Historic Main Street Area Only**, a flat or low-slope roof system **shall** be used (*pitched roofs are prohibited*). **Downtown Area Only**, a flat or mansard roof system **shall** be used; a pitched roof system may be approved if appropriate to the site and style of the building. **Transitional Area Only**, mansard or pitched roof system **shall** be used with preference to a pitched roof system.
2. A positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice (*depending on what type of roof is allowable under Standard #1*).
3. If used, a pitched roof **shall** have a slope no less than 5:12.
4. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings and any neighboring buildings **shall** be submitted with the Design Standards Checklist.

BUILDING DESIGN: Projections

Intent: To reinforce the existing character.

Recommendations:

- Use of ground floor awnings is strongly encouraged.
- Fabric or soft vinyl awnings are preferred.
- Awning colors should relate to and complement the primary colors of the building facade.
- Canopies (flat projections from the building facade) are discouraged.
- Upper floor projections into the minimum building setback are allowed, including balconies, bay windows, and awnings.

Standards:

1. Street-level 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.
2. Awnings using wood or shingle components are **prohibited**.
3. Awnings may be lit from above, and/or may feature lighting beneath to illuminate the sidewalk; however, glowing awnings (backlit, light shows through the material) are **prohibited**.
4. Awnings **shall** be mounted below the horizontal expression line that defines the ground floor.
5. **Downtown Area and Historic Main Street Area Only**, upper floor projections **shall not** extend more five (5) feet into the public right-of-way. **Transitional Area Only**, follow the City's Zoning Ordinance (Chapter 22).

BUILDING DESIGN: Signage

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

Recommendations:

- Preferred sign types include: building mounted facing the street, window, projecting and awning.
- Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement. Creative, detailed, artistic and unique signage is encouraged.

Standards:

1. All signs **shall** conform to the design and maintenance requirements of the City's Sign Ordinance (*Section 22.11*) and a sign permit must be acquired.
2. **Prohibited** sign types include: roof-mounted, directly illuminated, freestanding, neon (excludes interior usage), and billboard signs.
3. If used, freestanding signs (*excluding fraternity/sorority signs*) **shall** utilize monument-style design, and shall extend no higher than six (6) feet above the mean street grade.
4. Any exterior lights **shall** be mounted above the sign and directed downwards. This standard applies to all signs, including freestanding monument signs.

BUILDING DESIGN: Materials & Colors

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

Recommendations:

- Muted tones are preferred for the primary facade color. Use of bright colors as a secondary color to highlight expression lines or details is acceptable and encouraged.
- Preferred exterior finish materials include kiln-fired brick, decorative masonry block, stucco, stone, terra cotta, wood siding and details, and fiber cement siding.
- Discouraged exterior finish materials include unfaced concrete block, structural concrete, prefabricated metal siding, and EIFS (Exterior Insulation and Finish System). EIFS is strongly discouraged as a principal facade material, especially at ground level where susceptible to damage.

Standards:

1. Day-glo or fluorescent colors are **prohibited**.
2. If used, vinyl siding **shall** be at least 0.044" in thickness. **Downtown Area and Historic Main Street Area Only**, vinyl siding is **prohibited** on the primary front facade.
3. **Prohibited** building materials include gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, and panelized products.
4. All exposed sides of the building **shall** use similar or complementary materials and colors as used on the front facade.
5. Surface coverings on flat or low-slope roofs that are visible from a public street **shall** be of material that is non-reflective and non-glare. Heavy duty contoured shingles, shakes, and standing seam metal roofing materials are acceptable for pitched roofs.
6. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials **shall** be submitted with the Design Checklist.

BUILDING DESIGN: Multi-Family Housing

Intent: To insure that multi-family development is compatible with surrounding land uses, contribute to the unique character and aesthetics of downtown Platteville.

Recommendations:

- Use of offsets, balconies, projections, window reveals, or similar elements to preclude large expanses of uninterrupted building facades is strongly encouraged (see Scale & Articulation Standard #3)

Standards:

1. Each building entry **shall** be visible from the street, from a parking area, or from a window of a unit within the building, and **shall** be designed in a manner that is safe and inviting (not dark or hidden).
2. Entrance doors that provide access to common areas in the building **shall** be locked to prevent uninvited access to the general public.
3. A minimum of twenty-five percent (25%) of the total net exterior wall area of a building's street facade, excluding gables, windows, doors and related trim, **shall** be brick, stone, or decorative masonry block.
4. A minimum five (5) foot wide planter area **shall** separate and visually screen parking from living area windows. The planter area **shall** include a mix of ground cover and shrubbery.
5. Internal walkways **shall** be separated a minimum of five (5) feet from dwellings, measured from the walkway edge closest to any dwelling unit. The walkways **shall** be at least four (4) feet wide and **shall** have a surface of concrete, asphalt, or masonry pavers.

APPENDIX A

MAINTENANCE AND REPAIR APPROVAL POLICY

According to Section 27.04(B)(5) of the Historic Preservation Ordinance, the Building Inspector or Community Planning & Development Director, as designees of the Commission, may issue a Certificate of Appropriateness for the following types of work to historic structures without Commission approval. When reviewing the projects listed below, the designees shall use the Standards for Rehabilitation & Guidelines for Rehabilitating Historic Buildings as a guide to determine appropriate methods and materials to complete the work. Any time there is a question regarding interpretation of this policy, or interpretation of the standards and guidelines, the proposed work shall be submitted to the Commission for approval.

Exterior Masonry:

1. Cleaning of masonry according to approved methods.
2. Repointing mortar joints using mortar that is similar to the original in strength, composition, color, texture and hardness. The width and profile of the mortar joints are maintained.
3. Limited replacement of bricks or other masonry features if the same kind of material, or a compatible material, is used.
4. Repainting of historically painted surfaces does not require Commission approval if the appropriate colors are chosen, as described in the Painting section of this document.
5. Brick shall not be painted or coated with other materials such as stucco when such masonry has historically been unpainted or uncoated.
6. Replacement of veneer concrete foundation coating with veneer stone.
7. Use approved methods to prevent water damage to masonry.
8. Concrete shall not be used as a substitute for mortar in rock foundations.

Building Exterior-Wood:

1. Retain and preserve wood features that are important to the historic character of the building.
2. Materials used in exterior repairs shall duplicate original wood in texture and appearance.
3. Use approved methods to prevent water damage to wood.

Building Exterior-Metal:

1. Retain and preserve metal features that are important to the historic character of the building.
2. Cleaning of metal surfaces according to approved methods.
3. Use approved methods to prevent water damage to metal.

Building Exterior-Roofs:

1. Re-roofing that maintains or restores the historic character of the building's roof.
2. Re-roofing that does not change roof shape, or remove or cover any decorative features of the roof or cover any portions of the building facade.
3. Chimneys not visible from the street or other public use area may be removed. Metal chimneys are prohibited.
4. Use the appropriate roofing material, such as slate, wood, clay tile or metal, according to the original historic character of the building.
5. Re-roofing may be done with asphalt, fiberglass or other rectangular composition shingles similar in appearance to 3-in-1-tab asphalt shingles when such materials do not affect the historic character of the building.
6. Re-roofing that does not involve the addition of features such as air conditioning, skylights, decks, terraces, dormers, solar collectors or other items readily visible.
7. Rubberized membranes, rolled roofing, tar-and-gravel, and other similar roofing materials may be used on flat or slightly sloped roofs.

Building Exterior-Windows:

1. Use methods acceptable for rehabilitation of existing historic windows.
2. Repairs to existing historic window frames, sashes and surrounding trim, such as caulking, weatherstripping, patching and splicing, reglazing, and replacement of broken glass.
3. Replacement windows that fill the masonry or rough-framed opening and the features of the new window match those originally installed in the building.
4. If the window is being proposed as a replacement for a non-original window, then the appropriate style for the window shall be based on the style of other original windows on the building, or on historic photos of the building, if available. When neither of these options are available for comparison, the replacement window should be based on the style of original windows used in other similar buildings in Platteville.
5. The addition of storm windows where none existed originally is allowed as part of a replacement window unit. Storm windows must be painted or stained. Raw aluminum shall require Commission approval.

Building Exterior-Entrances and Porches:

1. Rehabilitation of entrances and porches using acceptable methods that maintain or restore original features.
2. Storm door designs of wood and glass to match the original design on the building are encouraged. Storm doors of simple design with no stylistic reference may also be used. Storm doors with metal grills may be approved if they blend with the style of the building.
3. Storm doors must be painted or stained. Raw aluminum shall require Commission approval.

Building Site:

1. Use approved methods to prevent water damage to rock foundation walls. Examples are the maintenance or addition of gutters and downspouts, installation of drain tile along the building foundation and providing adequate site drainage.
2. Rehabilitation of features that are not missing such as walks, paths, roads, driveways and parking areas.

Re-siding:

Re-siding that replaces or covers clapboards or non-original siding on historic buildings originally sided with clapboards is allowed provided that the new siding imitates the width of the original clapboard siding to within one (1) inch and that all architectural details including, but not limited to, window trim, wood cornices, and ornament either remain uncovered or are duplicated exactly in appearance. If more than one layer of siding exists on the building, all layers except the first must be removed before the new siding is applied. If insulation is applied under the new siding, all trim must be built up so that it projects from the new siding to the same extent it did with the original siding.

Painting:

Painting a building or a building component within the Main Street Commercial Historic District does not require approval or the issuance of a Certificate of Appropriateness if the paint color is chosen from a historic color palette. Painting using other colors, and the painting of a building or portion of a building that has never previously been painted, requires Commission approval. For example, a request to paint a brick building that has never previously been painted requires approval of the Commission and the issuance of a Certificate of Appropriateness.

Painting a building or a building component on other locally-designated properties outside the Main Street Commercial Historic District does not require Commission approval if the building or building component is being repainted the same color, or if the paint color is chosen from a historic color palette. Painting using other colors requires Commission approval.

General Repair and Replacement:

Repairs to, or limited replacement of, building materials and building components if the work uses the same materials, or compatible substitute materials, and provided that the work does not substantially change the exterior appearance of the structure or site.

Record Keeping and Reporting by Staff:

1. Develop and maintain a file for each historic building/project as to items requested and approved. Where appropriate, before and after-completion photographs are to be included in the file. Written comments should also be provided to complement the photographs.
2. At a minimum staff shall provide a final report to the Historic Preservation Commission as to items requested, approved and completed for a historic building/project.
3. Monthly status reports are recommended.