

CITY OF PLATTEVILLE DOWNTOWN DESIGN STANDARDS PROJECT CHECKLIST



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”.

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. 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. 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.

STANDARDS VS RECOMMENDATIONS

Standards **will be** enforced unless a waiver is granted. The City may encourage conformance to the Recommendations, but they **will not** be enforced as part of the City Zoning Ordinance.



Project Name: _____

Project Address: _____

District/Zone for Project: _____

Contact: _____ Date: _____

SITE DESIGN: Site/Landscape Plan

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

Standards:

1. A site plan **shall** be submitted showing the important features planned for the site:
 - Building location and size
 - Trash & Recycling Container Placement
 - Pedestrian Pathways & bikeways
 - Vehicular Parking & Circulation, bike parking
 - Landscaping and Lighting
 - Stormwater Management Features

2. A landscape plan **shall** be submitted which includes details of all proposed landscaping, buffering, screening, the location and dimension of all existing and proposed structures, parking, drives, rights-of-way, and any permanent features, including but not limited to the following:
 - A plant list showing the location, quantity, size, and spacing.
 - Size of existing trees.
 - Location and percent of slope of all proposed berms.
 - Details of features, such as walls, lighting or water features.

Project Meets Standard

- | | | |
|------------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |

Comments:

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.
2. The following requirements **shall** be met to allow for a building setback:
 - The space created **shall** provide an outdoor seating area, plaza, or pedestrian space.
 - The building set back **shall** be within five (5) feet of the public right-of-way.
 - 25%, or 10' min., of the building width **shall** establish a hard edge at the R.O.W.
3. **Downtown Area Only**, primary structures **shall** be set back from any street no more than 10 feet. On corner lots the building **shall** be built at the corner. On sites with three or more street frontages the building should be built to the corner with the most traffic.
4. **Transition Area Only**, primary structures **shall** be set back from any street at least 25 feet, or the average setback of adjacent parcels (if less than 25 feet), but not more than 30 feet. Open porches, stairs, and entrance canopies may encroach into this setback to within 15 feet of the property line.
5. A minimum of one 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 street.

Project Meets Standard

- | | | |
|------------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |

6. 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. Yes No N/A

Comments:

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:

- | | <u>Project Meets Standard</u> |
|---|---|
| 1. Spec sheets shall be submitted for each exterior light fixture to be used. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. Lighting shall emphasize low-level, uniform lighting. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. All exterior light fixtures shall be full cutoff directed down. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 5. Light 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

SITE DESIGN: Parking

Intent: Provide parking lots that are safe for drivers & pedestrians, while mitigating the visual & 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:

- | | <u>Project Meets Standard</u> |
|--|---|
| 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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 5 feet or equal to the building setback, whichever is greater. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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 or with painted crosswalk striping. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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 for pedestrian safety. Trees and bushes that would naturally obscure this zone at maturity **shall not** be used. Project Meets Standard
 Yes No N/A
2. Where the development adjoins a residential property, at a minimum, a 10 foot landscaped buffer **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 5 feet if a berm, solid fence, or wall that is 6 feet tall is provided within this buffer area. Yes No N/A

Comments:

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 100 feet of linear street frontage. Project Meets Standard
 Yes No N/A
2. Additional landscaping **shall** be placed on the property using the following point system and table (*see above*):
 - 10 points per 1,000 sq. ft. of enclosed ground floor building area, up to 25,000 sq. ft. Yes No N/A
 - 5 points per 1,000 sq. ft. of additional building area. Yes No N/A
 - 5 points per parking space, up to 50 spaces, and 2.5 points per any additional spaces. Yes No N/A
 - 20 points for each 10 feet of perimeter around an outside storage area, parking areas for semi-trailers and refuse enclosures. Yes No N/A

Comments:

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 and Wisconsin Statutes Chapter NR 151 (1 acre+ land disturbance). Project Meets Standard
 Yes No N/A

Comments:

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 **shall** be concealed by landscaping, parapet/screening walls, or by screening materials. Project Meets Standard
 Yes No N/A
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 20 feet of the building plane. Yes No N/A
3. Loading and staging areas **shall not** be in the front yard. Yes No N/A
4. 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. Yes No N/A
5. All outdoor refuse collection areas **shall** be visually screened from public streets and adjacent property by a completely opaque screen, fence, or wall. Yes No N/A
6. All on-site utilities, including 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. Yes No N/A

Comments:

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:

- | | <u>Project Meets Standard</u> |
|---|---|
| 1. Historic Main Street Area Only , new buildings shall be at least two stories tall. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. In the Downtown and Transitional Areas , buildings shall be at least 18 feet tall. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. Building facades over sixty (60) feet in length and facing a street shall have a minimum of 20 % of the facade vary in overall height, with such difference being 4 feet or more. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 4. Building meets the height limitations of the zoning ordinance (Chapter 22). | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 5. A detailed elevation of each exposed building facade shall be submitted. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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:

- | | <u>Project Meets Standard</u> |
|--|---|
| 1. The building shall establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc). | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. Any building with a total width equal to or greater than its height shall utilize two or more of the following techniques at no more than 30 foot intervals: | |
| • Expression of architectural or structural bays | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| • Variations in material and/or color | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| • Variations in the building plane (no less than two (2) feet in width) | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| • Vertical-proportioned windows | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. Historic Main Street Area Only , buildings shall utilize a horizontal expression line that projects at least 2 inches from the building facade to articulate the transition between the first and upper floors. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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:

- | | <u>Project Meets Standard</u> |
|---|---|
| 1. Downtown Area & Historic Main Street Area Only , a discernible “base” shall be established. The base shall be at least 2 ft. in height, but may include the entire first floor. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. Any secondary facade facing a public street (corner buildings) shall utilize the same material palette and design features as the primary front facade. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. Downtown Area & Historic Main Street Area Only , street-level facades that face streets | |

shall have display windows, entry areas, awnings, arcades, or other features along no less than 50% of the width.

Yes No N/A

Comments:

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.
- 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 35% clear glass on the street-level floor. | <u>Project Meets Standard</u>
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. Downtown Area and Historic Main Street Area Only , a minimum of two (2) feet shall be maintained between the glass and any interior dividers to allow for product display. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. Transitional Area Only , building facades facing a street shall have at least 15% clear glass. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 4. Historic Main Street Area Only , upper-story sections of the building facade(s) facing or visible from a street shall not exceed 50% glass. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 5. Historic Main Street Area Only , street-facing garage doors are prohibited on Main Street. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 6. Downtown and Transitional Areas Only , street-facing garage doors shall be set back from the primary facade by at least 4 feet, and shall not comprise more than 25% of the width of the street facade. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 7. Public building entryways shall be clearly defined and highly visible on the building exterior. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 8. Two 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 9. A diagram illustrating the percentage transparent glass on each street-facing facade shall be submitted with the Design Standards Checklist. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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. | <u>Project Meets Standard</u>
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. Transitional Area Only , mansard or pitched roof system shall be used. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 4. 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 5. If used, a pitched roof shall have a slope no less than 5:12. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 6. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings shall be submitted with the Design Standards Checklist. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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:

	<u>Project Meets Standard</u>
1. Street-level awnings shall be at least 3 feet in depth and at least 8 feet above the sidewalk.	☐ Yes ☐ No ☐ N/A
2. Awnings using wood or shingle components are prohibited .	☐ Yes ☐ No ☐ N/A
3. Awnings may be lit from above, and/or may feature lighting beneath to illuminate the sidewalk; however, glowing/backlit awnings are prohibited .	☐ Yes ☐ No ☐ N/A
4. Awnings shall be mounted below the horizontal expression line of the ground floor.	☐ Yes ☐ No ☐ N/A
5. Downtown Area and Historic Main Street Area Only , upper floor projections shall not extend more than 5 feet into the public right-of-way.	☐ Yes ☐ No ☐ N/A

Comments:

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:

	<u>Project Meets Standard</u>
1. All signs shall conform to the requirements of the City’s Sign Ordinance (<i>Section 22.11</i>) and a sign permit must be acquired.	☐ Yes ☐ No ☐ N/A
2. Prohibited sign types include: roof-mounted, directly illuminated, freestanding, neon (excludes interior usage), and billboard signs.	☐ Yes ☐ No ☐ N/A
3. If used, freestanding signs shall utilize monument-style design, and shall extend no higher than 6 feet above the mean street grade.	☐ Yes ☐ No ☐ N/A
4. Any exterior lights shall be mounted above the sign and directed downwards. This standard applies to all signs, including freestanding monument signs.	☐ Yes ☐ No ☐ N/A

Comments:

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:

- | | <u>Project Meets Standard</u> |
|--|---|
| 1. Day-glo or fluorescent colors are prohibited . | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. Downtown Area and Historic Main Street Area Only , vinyl siding is prohibited on the primary front facade. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 4. All exposed sides of the building shall use similar or complementary materials and colors as used on the front facade. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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.

Standards:

- | | <u>Project Meets Standard</u> |
|--|---|
| 1. Each building entry shall be visible from the street, parking area, or window of a unit within the building, and shall be designed in a manner that is safe and inviting (not hidden). | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 2. Entrance doors that provide access to common areas in the building shall be locked to prevent uninvited access to the general public. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 3. A minimum of 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 4. A minimum 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. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |
| 5. Internal walkways shall be separated a minimum of 5 feet from dwellings, measured from the walkway edge closest to any dwelling unit. The walkways shall be at least 4 feet wide and shall have a surface of concrete, asphalt, or masonry pavers. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A |

Comments:

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