



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: Common Council
From: Joe Stephenson – Director of Planning and Community Development
Date: July 13th 2023
Re: Façade Ordinance – Creation – Section 17.53

Below is a draft ordinance to implement façade standards within the City of Kaukauna. This new code is intended to create an aesthetically pleasing community and ensure that certain districts build and maintain a higher quality exterior façade. Most communities in the state of Wisconsin have a façade code or façade standards to follow, outline within their zoning codes. Little Chute, Appleton, Menasha, and Neenah all have façade standards, to name a few. While many communities have façade standards they vary widely and can affect multiple zoning districts or just one.

The façade code proposed below would affect five zoning districts: Commercial Highway, Business District, Institutional District, Multi-family, and Commercial Core. Within the former four districts standing seam metal, also known as corrugated metal, would be disallowed in most instances. In addition, 10% masonry would be required on sides that face a public street. In the Commercial Core District, to maintain the historic aesthetic of our downtown, standing seam metal would not be allowed at all and 25% of the front would need to be masonry. In addition, this code explicitly spells out that all buildings in this zone must go to Redevelopment Authority for a certificate of appropriateness before making façade alterations.

Residential homes and industrial properties are not affected by this ordinance. In addition, existing buildings that do not meet this code are not required to bring their building up to current code, but new additions or new buildings would be required to meet this code.

Recommendation:

Approval of Façade Ordinance Section 17.53 and recommend the same to the Legislative Committee.

Sec. 17.53 – Façade Standards

- (1) *Purpose.* Section 17.53- Façade Standards are intended to maintain aesthetic appeal and cohesive image for the buildings within each district throughout the City of Kaukauna.

(2) *Facade Plan Submittal.* When new construction or an addition is proposed within a commercial, industrial, institutional, or multifamily district, facade elevations shall be submitted to and approved by the City of Kaukauna Plan Commission along with other applicable plan submittals.

- a. The Façade Plan will be to scale and provide details for existing and proposed façade materials.
- b. All glazed surfaces shall not be included in any calculation of façade materials.
- c. Masonry shall include, brick, stone, brick veneer, stone veneer, or other material similar in nature approved by the Plan Commission. Materials made of vinyl or other synthetic materials that seek to mimic masonry, shall not count towards this requirement.
- d. The façade requirements in this section shall apply to all buildings on the site.

(3) *Façade Standards:* the following standards shall apply:

- a. Commercial Highway District, Business District, Institutional District and Multi-family District zones.
 - i. In no instance shall exterior corrugated metal, standing seam metal panels, or the like, be used for any portion of the façade, except for the provision outline in Section 17.53 (3)(a)(iii).
 - ii. Facades shall have a minimum of 10% masonry on sides that face a public street.
 - iii. In instances where standing seam metal panels are used as decorative accents but not the primary façade material, the Plan Commission may approve an exception to the façade plan and allow up to 10% of the entire façade of the building to be standing seam metal panels, or the like.

- b. *Commercial Core District*: the following standards shall apply to uses within the Commercial Core District and help to promote a historic and attractive district.
- i. In no instance shall exterior corrugated metal, standing seam metal panels, or the like, be used for any portion of the façade.
 - ii. Facades shall have a minimum of 25% masonry on sides that face a public street.
 - iii. All façade alterations, excluding basic maintenance, painting, or in-kind replacement, require a Certificate of Appropriateness from the Redevelopment Authority City of Kaukauna.

