



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: Redevelopment Authority
From: Adrienne Nelson, Associate Planner
Date: February 2, 2026
Re: Certificate of Appropriateness Update – 301 W 7th Street

The owners of 301 W 17th Street are requesting an updated Certificate of Appropriateness for their building and planned addition. A Certificate of Appropriateness was granted for this property at the [August 7th, 2025 RACK meeting](#), however, their original design has changed slightly and now includes changes to the existing building as well. The updated design is attached to this memo.

Current Structure:



Applicable Requirements:

Section 17.48 describes the process for a Certificate of Appropriateness. Before granting a Certificate of Appropriateness, the Redevelopment Authority City of Kaukauna shall find that to the maximum extent practicable:

- a. The historic or cultural significance of buildings or structures affected is maintained or enhanced.
- b. The architectural style, value and significance, and general design arrangement, texture, material, and color of the architectural features of buildings and structures are visually and functionally coordinated with other buildings and structures in the area.
- c. Principal entrances are visually and functionally related and coordinated with other buildings and pedestrian ways.
- d. Activity nodes, such as plazas and arcades, are created, retained, and coordinated.
- e. Building facades and other appurtenances, such as fences, walls, and landscaping, are coordinated to form cohesive walls of enclosure along streets or other public ways and, further, that no such fences or walls shall be permitted to contain any barbs or sharp points.
- f. The scale, orientation, and directional expression of buildings and structures are visually and functionally coordinated with other buildings and structures in the area.
- g. Views are protected, created, or enhanced.

Section 17.53 delineates the façade standards. The following standards shall apply to uses within the Commercial Core District and help to promote a historic and attractive district:

- a. In no instance shall exterior corrugated metal, standing seam metal panels, or the like, be used for any portion of the façade.
- b. Facades shall have a minimum of 25% masonry on sides that face a public street.
- c. All façade alterations, excluding basic maintenance, painting, or in-kind replacement, require a Certificate of Appropriateness from the Redevelopment Authority City of Kaukauna.

Decision Matrix:

To help facilitate the decision-making process on facades and provide consistency, a decision matrix has been developed. Ultimately, each project stands alone, and one approval does not necessitate another decision. Any waving of requirements is on a case-by-case basis and dependent on specific criteria related to a location and the surrounding properties. The rating will be based on a ten-point system with a zero meaning that the proposal is not at all in line with these criteria and a ten meaning the proposal exceeds these standards. A seven meets the standards set forth in this document. To obtain a COA, a proposed project should have a minimum score of seventy. If a project with a score less than seventy is approved, it must be specifically stated as to what unique situation exists for that location.

Color: The color is complimentary of the district and not overly bright or out of character for the downtown area.

Masonry requirements: For the CCD, facades shall have a minimum of 25% masonry on sides that face a public street. In other commercial districts, facades shall have a minimum of 10% masonry on sides that face a public street. Materials made of vinyl or other synthetic materials that seek to mimic masonry shall not count towards this requirement. Glazed surfaces shall not be included in any calculation of façade materials. This information can be found in Section 17.53 of the Municipal Code.

Materials: Masonry shall include brick, stone, brick veneer, stone veneer, or other material similar in nature approved by the Plan Commission. In no instance shall exterior corrugated metal, standing seam metal panels, or the like, be used for any portion of the facade. Preferred materials are masonry, cement fiber board, or similar type products.

Complements adjacent buildings: The architectural style, value and significance, and general design arrangement, texture, material, and color of the architectural features of buildings and structures are visually and functionally coordinated with other buildings and structures in the area. Essentially, the look of the project shall be in line with the adjacent buildings, to include color and style.

Cohesive with overall area: The scale, orientation, and directional expression of buildings and structures are visually and functionally coordinated with other

buildings and structures in the area. Building facades and other appurtenances, such as fences, walls, and landscaping, are coordinated to form cohesive walls of enclosure along streets or other public ways. Activity nodes, such as plazas and arcades, are created, retained, and coordinated.

Historic or cultural significance of building or site is maintained or enhanced:

Historic architectural details should be maintained such as brick detail like decorative patterns, corner stones, projecting cornices, soldier courses etc.

Views are protected created or enhanced: Views of the river shall be protected and sought after. If opportunities arise to connect the downtown to the river it should be pursued when possible. Other views include natural beauty, art, and other historic buildings.

Criteria	Weight	Rating	Total (weight x rating)	Notes
Color	1			
Masonry requirement	2			
Materials	2			
Complete adjacent buildings	2			
Cohesive with overall area	1			
Historic or cultural significance of building or site is maintained or enhanced	1			
Views are protected, created, or enhanced	1			
		Total:		

Recommendation:

Grant an updated Certificate of Appropriateness to 301 W 7th Street for the project as proposed with the following condition:

- That additional masonry is added to the side of the building facing W 7th Street to ensure that the 25% masonry requirement is met.