



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: RACK
From: Dave Kittel, Director of Planning and Community Development
Date: 2/26/2025
Re: Design Guide

To help facilitate Certificate of Appropriateness (COA) discussions and action staff has created a design guide. This guide helps to show applicants what is preferred in materials, style and color in the commercial districts and explains the process for the granting of a COA and other façade approvals depending on the property/project. This guide is meant to be a living document, as new materials or colors become available or presented to the authority that are liked staff can update the Design Guide accordingly. A decision matrix has been created as well to help in the approval process for a COA. There are 7 categories that are weighted with scoring between 0 and 10 for a total possible score of 100. Each category has been created based on the requirements delineated in the Municipal Code. A 0 would state the project does not meet the requirements, a 7 would state the project meets requirements and anything above a 7 would be an exceeds requirements. A score of at least 70 would show the project is substantially compliant and may meet requirements for approval. Anything under a 70 would show the project is not compliant with requirements and either should be denied or if any exception is granted a unique situation should be clearly stated in any approval.

For additional information that may be of benefit for future reviews for facades below are some links to articles that talk about Wisconsin specific downtown architecture:

https://wedc.org/laypersons-guide-historic-commercial-building-styles-in-wisconsin_trashed/

<https://www.wisconsinhistory.org/Records/Article/CS4166>

Recommendation:

To review the Design Guide and approve the Guide for use in the COA process.