



DESIGN GUIDELINES

City of Kaukauna Design Guide

Introduction

The City of Kaukauna is invested in creating a unified look in the municipality. In the Commercial Core District (CCD), an initiative to retain and enhance the historic look of the area is underway with the city's Renew Kaukauna program. Throughout the other commercial districts, the city has placed facade requirements to help maintain a general look and feel that pays homage to the downtown. To help guide property owners and developers on the process and requirements for facades in the CCD, city staff has assembled this design guide.

Please Note: These requirements apply specifically to building facades and are not applicable/required for murals or signage.

Purpose

To establish guidelines to assist in the approval process for facades on commercial buildings in the commercial districts, specifically the CCD.

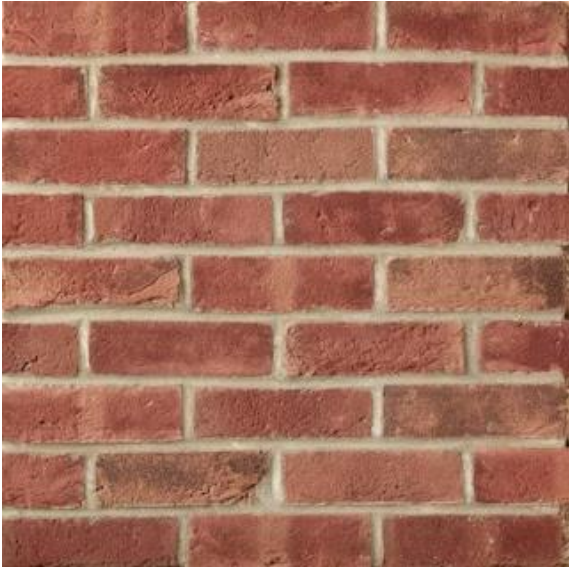
The Approval Process

The requirements and processes for facades depend on the district the property is located in. This guide is set up for the requirements and processes per local ordinance and may not be applicable to certain areas with covenants. Please see chapter 17.53 of the City of Kaukauna's Municipal Code for additional information on facade standards. The steps for the approval process are listed below:

1. **Apply for Review:** Include color and materials to be used (sample is preferred). Renderings, elevations, or drawings are requested as well.
2. **Staff Review:** Staff will review the application to ensure that it is completed and no major issues are seen. Staff will prepare a memo on the item and place it on a meeting agenda for the proper review body.
3. **Approval by Proper Body:** If the property is in the CCD a Certificate of Appropriateness (COA) is required and the application is reviewed by the Redevelopment Authority. All other applications for commercial or multifamily districts are reviewed by the Plan Commission.

Colors

Masonry should be red, white, or cream. These colors are consistent with what is already in existence throughout the city. See below for examples:



Red Style Brick



White Style Brick



Cream Style Brick

For other materials more variety in color is acceptable, with a preference for natural, neutral colors. Blacks, dark grays, neon, and excessively bright colors are not considered acceptable. Some examples of preferred colors are shown below; however, this is not an exhaustive list of acceptable colors.



Materials

Preferred materials:

- Brick
- Stone
- Cement fiber board

Materials that are not allowed:

- Corrugated metal
- Standing seam metal panels or the like

Examples Of Facades

313 Dodge Street



139 E Second Street



171 W Wisconsin Avenue



City Hall



SPAR Building



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.

Criteria	Weight	Rating	Notes
Color	1		
Masonry requirements	2		
Materials	2		
Complements 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:	100		

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 patters, 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.

