# City of Watertown Zoning Code Rewrite

## Plan Commission
## October 26, 2026
## Exterior Building Design Standards

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Madison . Milwaukee

THE CITY OF WATERTOWN
Opportunity runs through it.

# Code Organization

- Code Outline
  - Article 1: Introduction
  - Article 2: Establishment of Zoning Districts
  - Article 3: Land Use Regulations
  - Article 4: Bulk Regulations
  - Article 5: Nonconforming Situations
  - Article 6: Performance Standards
  - Article 7: Exterior Building Design Standards
  - Article 8: Landscaping Requirements
  - Article 9: Signage
  - Article 10: Administration and Procedures
  - Article 11: Definitions

**Today's Review**
**(Last Section)**

# Exterior Design Standards

# Classify Materials

| Material Class | General Description | Materials Included |
|---|---|---|
| Class I (Highest Quality) | *Masonry and Glass* | Brick, stone, glass |
| Class II | *Decorative Masonry* | Decorative block, stucco |
| Class III | *Siding and Architectural Panels* | Decorative metal, siding, wood, EIFS |
| Class IV (Lower Quality) | *Utilitarian Materials* | Non-decorative block, concrete, metal, wood |

# Apply Materials by Land Use

| Land Use / Zoning District | Materials | Articulation | Other |
|---|---|---|---|
| Single Family and Two Family | -- | -- | • Prohibit high-gloss primary and fluorescent color<br>• Garage protrusion (Article IV) |
| Multi-Family | Class I, II, III: Brick, stone, glass, decorative block, and siding | Every 40 feet | • PC may allow metal roof<br>• Require mechanical screening<br>• 40” durable base<br>• Doors and windows 20% of street facade |
| Commercial, Mixed-Use, Institutional | Class I (Primary) Class II and III (Up to 50%): Brick, stone, glass, decorative metal, block, siding | Every 40 feet | • PC may allow metal roof<br>• Require mechanical screening<br>• 40” durable base |
| Industrial | Class I: Only 15% street face Brick, stone, glass, any other materials rest of building | Every 100’ | • Metal roof permitted<br>• Require mechanical screening |

# Multi-Family




**Above Example**

**Materials:** stone, glass, decorative block, metal, and siding
**Articulation:** less than every 40’
**Base:** hard stone base at 40”
**Roof:** no metal (shingle)
**Mechanicals:** screened (colors, materials, landscaping, in-building)

**Below Example:**

**Lumin Terrace, Watertown**



# Commercial













**Watertown Examples**
**Materials:** brick, stone, glass over 50%
**Articulation:** less than every 40'
**Base:** hard stone base at 40"
**Roof:** metal and shingle
**Mechanicals:** screened

# Institutional









**Materials:** brick, stone, glass over 50%
**Articulation:** less than every 40’
**Base:** hard stone base at 40”
**Roof:** metal and shingle
**Mechanicals:** screened

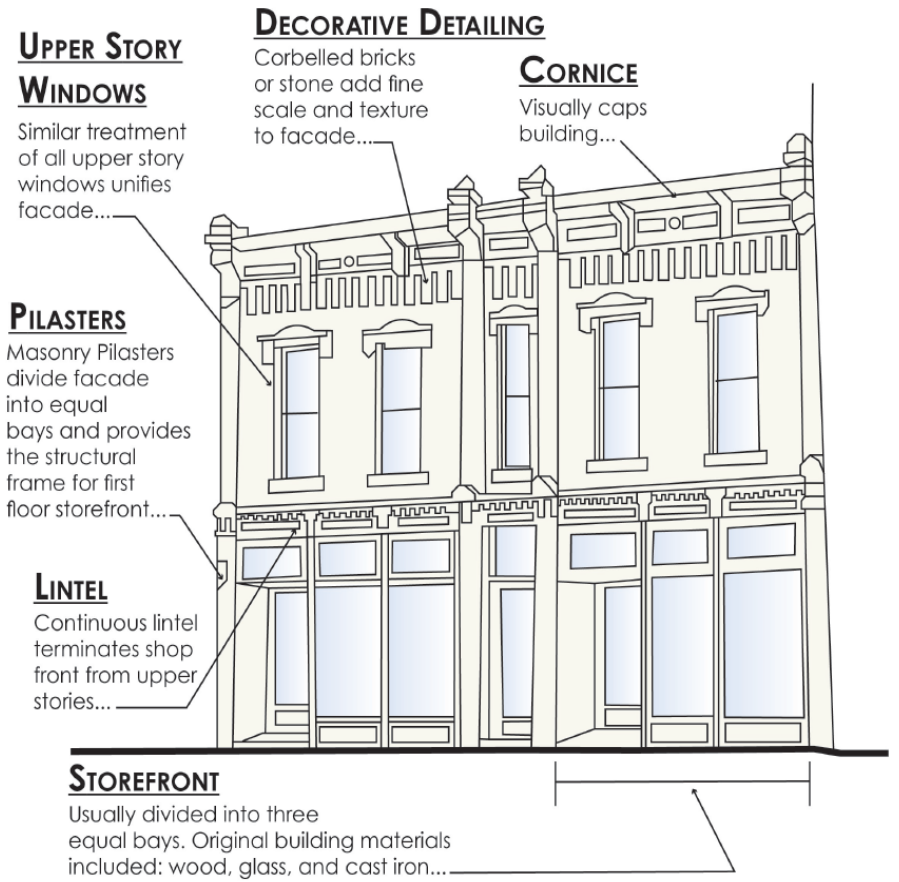
# Industrial



**Materials:** brick, stone, glass over 15%
**Articulation:** less than every 100’
**Base:** no requirements
**Roof:** metal
**Mechanicals:** screened

# Downtown

- Retain HPC review under Chapter 325 (for properties requiring Certificate of Appropriateness)
- HPC recommends to Plan Commission
- Plan Commission acts on Site Plan Review
- Where HPC does not have review authority, Plan Commission site plan review, land use design standards, and bulk dimensions still apply



# Summary of Key Policy Questions

- What to include for single-family and two-family?
- Residential accessory buildings?
- Confirm materials allowances for other land uses
- 40” durable base for multi-family and commercial?
- Downtown approach: defer to HPC for properties within the historic district as a recommendation to Plan Commission

# Next Steps & Questions