

INTRODUCTION

Smart growth comprehensive plan

In 2005, the Evansville Common Council adopted the city's first smart growth comprehensive plan to help guide growth and development over the next 20 years. It looks at the whole community including housing, economic development, community character, infrastructure, land use, natural and cultural resources, and more. It includes an overall vision that describes what the community will look and feel like in 20 years. Goals and objectives help to further define that vision, while implementation activities identify what needs to be done to attain the overall vision.

Community character – a reoccurring theme

One of the key themes of the comprehensive plan is the desire to maintain Evansville's small town atmosphere as it grows in the coming years. A listing of the provisions related to the focus of this report is included as Appendix A. Maintaining the city's small-town character is obviously a multifaceted issue that needs to be addressed from different angles. One of those angles, is to consider how new commercial development should fit into the existing community fabric.

While it is fairly easy to paint a picture of a community in general terms, it becomes somewhat harder to develop the details of that vision and put it into action. What should be done to help new development complement existing business? Will it be necessary to adopt regulations? If so, what regulations should be adopted? What are the issues and trade-offs?

Advisory committee

To help answer these questions and many others, the Evansville Common Council created an ad-hoc advisory committee which became known as the "Large-Scale Commercial Development Study Committee".

For the first several meetings, committee members set about to learn as much as they could about the issues and what other communities in Wisconsin and elsewhere have done to address them. Resources and ideas were shared and outside speakers were invited to share their perspectives. Using this information, the committee identified the most pressing

A Key Theme of Evansville 's Comprehensive Plan

Balance the desire for continued growth with the desire to maintain the City's small-town atmosphere.

Source: Evansville Smart Growth Comprehensive Plan

concerns related to commercial development in Evansville and then prepared a set of specific recommendations.

Focus of this report

Because larger retail stores have the potential to significantly affect the existing community fabric, much of this report focuses in on large-format stores. However, it does not end there. This report also makes recommendations that affect the outward appearance of small-scale businesses as well.

The purpose of this report is to generate additional input so the recommendations can be presented to the Plan Commission for review and action. Ultimately, the Common Council has the authority to revise existing regulations and adopt new ones as may be appropriate.

SETTING

Commercial development trends and forecasts

Residential growth in Evansville has been strong for the last six or seven years. Within the last several years, hundreds of acres have been annexed into the city and more than two hundred lots have been approved through the subdivision process.

As more homes continue to be built, additional commercial development is sure to follow. Recent commercial projects attest to this fact.

Although the city is experiencing strong growth, its population base and that of the surrounding area is not yet be able to support a large-format store like a Wal Mart. The committee believes that the tools need to be in place now to proactively address the attendant issues before being asked to act on a development proposal for a large-format store.

Existing design standards

Currently, two entities have the ability to review the design of commercial projects. The Historic Preservation Commission has developed a set of design guidelines for commercial projects in the historic district which encompasses the downtown area and surrounding residential blocks. Standards govern commercial buildings with regards to:

- ◆ renovation and rehabilitation

As entrepreneurs see more roof tops, new commercial development will follow.

Large Commercial Buildings in Evansville

Piggly Wiggly	23,700 sq. ft.
New Ace Building	18,125 sq. ft.

- ◆ new construction
- ◆ site considerations

These guidelines are voluntary.

Through the site plan review process, the city's Plan Commission has the ability to judge the outward appearance of non-residential projects. Unfortunately, there currently is insufficient guidance in the city's zoning code for the developer and Plan Commission. Because of this difficulty, building design has not been a key consideration in this review process since the regulations were adopted.

In spite of this deficiency, a number of noteworthy buildings have been constructed or will soon be built that exemplify good architectural design. The city needs to raise the bar so that all buildings add to the uniqueness of Evansville.

REPORT CONTENT

In the remainder of this report, issues relating to commercial development are addressed broadly with special emphasis on large-format stores.

Fig. 1. Bank of Evansville



Fig. 2. Citgo / Subway



DOES SIZE MATTER?

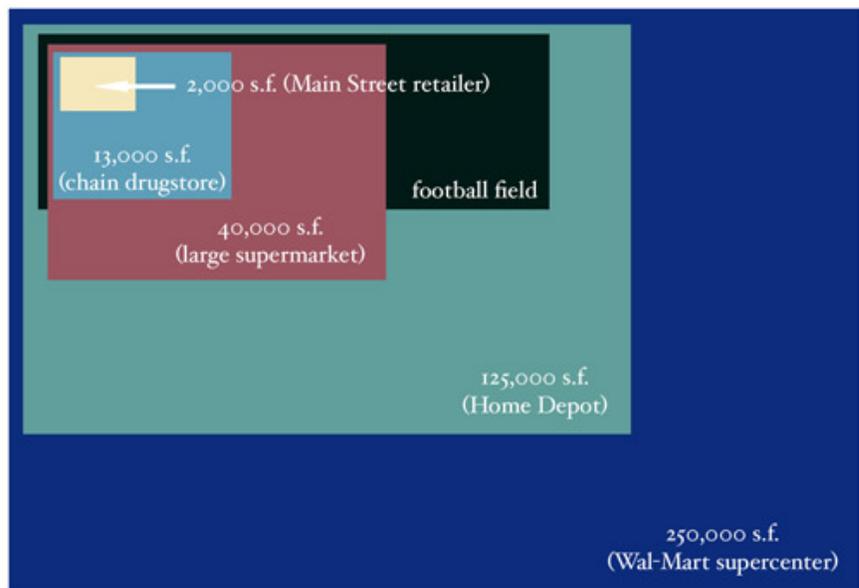
Within the last decade, retail stores have grown substantially larger. A single super-sized retail store can approach 250,000 square feet of floor area with parking for some 500 cars. As the size has increased, so too has the potential for unwanted impacts. At some point, a large-format store becomes so large that it never can really fit into the community without unmitigated impacts. As a result, more and more communities across the U.S. are setting a cap on the size of new stores and store expansions. (See inset table) Larger communities tend to adopt higher caps (e.g., 175,000 square feet) if at all, while mid-sized communities tend to set the cap at 100,000 to 125,000 square feet. Some smaller communities have set a limit of 50,000 square feet.

Limits Placed on the Size of Retail Stores In Selected Jurisdictions

Madison	no cap
Sun Prairie	no cap
Stoughton	110,000 sq. ft
Mt. Horeb	50,000 sq. ft.

Recommendation

Recognizing the economic importance of the downtown and the existing amount of retail in the community, large-format stores should not be larger than 50,000 square feet in Evansville. This cap can be adjusted upward in the future as the retail base in Evansville continues to grow and is able to absorb larger retail stores. For the foreseeable future though, the recommended cap should remain in effect.



Source: New Rules Project, Institute for Local Self-Reliance

VACANT BUILDINGS AND REUSE

Vacant building can over time become a blighting influence on surrounding properties. Landscaping care and maintenance more often than not are lacking. Weeds grow in the parking lot and the building's facades fall into disrepair. Signs remain up long after the store vacated. All of these negative effects become compounded as the size of the building increases.

Why do some large buildings sit vacant for so long? Obviously there are unique factors in every situation, but there are common issues that affect vacancies. First, some of the chain stores lease their buildings and include in their lease agreement a restriction on the type of businesses that can occupy their former space. They do this in an effort to keep out their competitors. Second, there are only so many potential uses that can occupy such large buildings. One solution is to require that when new large-format stores are built, they be designed to be subdivided into smaller spaces. Third, some buildings, large and small, incorporate a franchise design making reuse difficult at best. Franchise design is addressed in more detail in the next section of this report.

Recommendation

The city should require that the owner of a new retail store in excess of 20,000 square feet enter into a development agreement that (1) prevents the owner from prohibiting or otherwise limiting, through contract or other legal device, the reuse of the building for retail or other legitimate purposes; (2) requires long-term maintenance of the development including landscaping if the building is vacated; (3) requires the preparation of an adaptive reuse plan or a demolition plan acceptable to the city within 12 months of vacation; and (4) requires the property owner to post a bond to either convert the building to another use or demolish the building, whichever is greater, if the building remains vacant 24 months after the first date of vacation. In addition, when a large-format store is proposed as a replacement for another store already located in the city, the developer should not prohibit or otherwise limit, through contract or other legal device, the reuse of its former building.

Fig. 3. A vacant big-box store in Madison



FRANCHISE DESIGN

By definition, franchise stores use a standard formula that often includes everything from signage, architectural style, exterior color schemes, and exterior fixtures. When franchise stores begin to outnumber home-grown business, the community begins to look like any other community. And when a community loses its distinctiveness, residents often lose their sense of place that many residents currently value.

Some franchise businesses use such a distinctive architectural style that when the business goes out of business or moves to another location, the building sits empty for an extended period of time. Why? Because any new tenant would be associated with the business that failed or find it hard to break the image of the former business because of the building design.

Recommendation

When franchise building designs, materials, architectural elements, colors, or other features are used, they need to be integrated into and be subordinate to the building's overall design and appearance. Such features should not inhibit reuse of the building by another tenant.

Fig. 4. A National Chain



BUILDING DESIGN

The design of a building can have a substantial and long-lasting effect on surrounding properties and the overall character of a community (See Figure 5). This is especially true of commercial and institutional buildings since they tend to occupy visually prominent areas of the community.

Recommendation

In order to promote high-quality development that fits into the desired character of the city, design standards should be adopted. These standards should be tailored to specific geographic areas of the city.

Standards should be adopted for the gateways into the city. These are shown on the map on the next page and include the area along U.S. Highway 14 on the city's east side and on U.S. Highway 14 on the city's north side. Another set of standards should be adopted for the area between U.S. Highway 14 and Allen Creek. The final set of standards should be developed for the Main Street area. Provisions should be devised that address the following:

- ◆ Building materials
- ◆ Color schemes
- ◆ Architectural features
- ◆ Fenestration (placement of windows and doors)
- ◆ Placement of the parking area in relation to the building and the street
- ◆ Community amenities

The recommended regulations for the Gateway Design Overlay District and the Allen Creek Design Overlay District are included as Appendix B. Regulations recommended for the Main Street Design Overlay District are included as Appendix C. It should be noted that the standards are a compilation of the standards currently used in the Historic Preservation District and those contained in the zoning code for the Central Business District (B-2). The city should create a new zoning district for the Allen Creek commercial area to increase density to more closely match that allowed in the Central Business District (B-2).

Fig. 5. An example of a nice building that doesn't fit its surroundings



Fig. 6. A Wal Mart in Pewaukee that doesn't look like a Wal Mart



Fig. 7. A store front with false second floor



Map – forthcoming

SIGNAGE

Evansville has sign regulations that have worked well in most situations.

Recommendation

No changes are proposed.

Fig. 8. An example of a wall sign



Fig. 9. Projecting signs



LANDSCAPING

As parking lots become larger to accommodate the large size of large-format stores, the need for landscaping becomes more important. The city currently has landscaping standards but the committee believes they need to be strengthened to require more landscaping.

Recommendation

The city should revise its landscaping standards to require more plantings within and near parking lots. When the number of parking spaces provided in the project, exceeds the number of spaces required in the city's code, the amount of landscaping should be increased as well to mitigate the appearance of the over-sized parking area.

Fig. 10. An example of well-landscaped parking lot



PARKING LOTS

Parking lots are a necessary component of any commercial project. Given the sheer size of some large-format stores, parking lots can consume many acres of land. If the design and appearance of a parking lot is ignored, a good-looking building will seem less attractive when viewed in its surrounding context.

It is common place to see all of the parking placed between the street and the front of the store. Not only does this hinder pedestrian access, it is often unsightly to see. In some circumstances, retailers provide more parking spaces far in excess of what is actually needed in an effort to make it appear that there is plenty of parking. Unfortunately, this practice simply creates unnecessary stormwater runoff and creates more visual clutter.

The city has standards for the number of required parking spaces. There is no mention on where the parking should be located on-site.

Recommendation

The city should adopt parking standards to:

- ◆ Limit the number of parking spaces to 120 percent of the number of spaces required in the code. Spaces in excess of this amount could be allowed through the conditional use process on a case-by-case basis.
- ◆ Require the provision of bicycle parking facilities.
- ◆ Ensure that a significant proportion of the parking is located on the sides of the building so that the front of the building can be brought closer to the street.

Fig. 11. Cart corrals are needed and especially in large parking lots



Fig12. Parking lots occupy large areas and often are not fully utilized



OUTDOOR LIGHTING

When done well, outdoor lighting can foster security and safety and enhance the visual appeal of an area. If done poorly, outdoor lighting can:

- ◆ detract from the community character
- ◆ spill over onto other properties, (referred to as light trespass)
- ◆ unnecessarily brighten the night sky
- ◆ reduce safety with excessive glare and lighting contrast
- ◆ waste energy

Currently the city does not have specific standards to control outdoor lighting. During the site review process, the Plan Commission does however have the ability to consider a project's lighting as it relates to the overall project. In the absence of clear guidance, it becomes rather difficult to articulate what outdoor lighting standards need to be met and to apply them consistently from project to project. In addition, lighting can be installed on preexisting projects without any type of local review and approval.

Recommendation

The city should adopt basic lighting standards that would apply to street lighting and multi-family, commercial, institutional, and industrial projects. Standards should:

- ◆ set maximum lighting levels for various types of land uses to prevent excessive lighting
- ◆ ensure uniform lighting levels in parking areas and similar areas to promote safety (i.e., prevent dark spots)
- ◆ require the use of full-cut off lighting fixtures
- ◆ prevent light trespass
- ◆ establish lighting districts to regulate the “color” of the lighting (e.g., “white” light districts and “brown” light districts)
- ◆ address the special requirements of auto dealerships, recreational sites, and other specialized uses
- ◆ prohibit lighting that creates unsafe conditions

Fig. 13. An example of period lighting



Fig. 14. An example of light trespass



Fig. 15. An example of excessive lighting



ECONOMIC IMPACTS OF LARGE-FORMAT STORES

The establishment of a large-format store in a community invariably has consequences for the local economy and existing businesses. Some of the effects may be beneficial, while others may be detrimental. The consequences are often especially prominent in smaller communities.

In the absence of reliable information on the benefits and costs of a large retailer, it becomes rather hard to judge if a large-format store would benefit or hurt the community. Project opponents may claim that existing businesses will suffer and eventually close their doors, while proponents may claim that many new jobs will be created and the tax base will benefit. To help analyze the anticipated consequences of a large retailer, some communities require the preparation of an economic impact analysis for stores exceeding a certain size. That threshold varies from community to community. As a general rule though, communities with a relatively small retail sector set a lower threshold than would a community with a large, diversified retail sector.

Recommendation

The developer of a retail store in excess of 40,000 square feet should be required to submit an economic impact analysis that will be considered in the review process. The analysis would look at the following:

- ◆ positive, negative, and neutral effects directly attributable to the proposed project along with those indirect effects which may accrue as well
- ◆ effects of the project on commercial vacancy rates in the trade area
- ◆ number of anticipated jobs the project would create by type (e.g., construction, management, clerks) and by employment status (e.g., full-time, part-time, seasonal)
- ◆ anticipated tax revenue from the project and the project's need for public services
- ◆ the extent to which the proposed project would likely reduce the number of existing businesses within its trade area
- ◆ the extent to which the proposed project would export dollars out of the local economy as compared to other locally-owned businesses
- ◆ other elements deemed appropriate by the consultant to complete a balanced analysis of the project

TRAFFIC IMPACTS

While large-format stores do have the potential to negatively affect traffic safety and efficiency, the committee believes other types of projects also have the same potential.

Recommendation

The city should require the developer of any project that creates more than ____ trip ends (roughly equivalent to a 20,000 sq. ft. store) to prepare a traffic impact analysis. Such a report should be prepared by a transportation engineer and include the following:

- ◆ existing traffic circulation conditions and patterns
- ◆ anticipated traffic circulation conditions and patterns, including truck movements
- ◆ effects of the project on traffic safety and efficiency
- ◆ recommendations/alternatives to alleviate negative effects

The intent of this report is to identify potential problems upfront and then devise ways to alleviate those impacts to an acceptable level. If this analysis is not done, traffic safety and efficiency will decline and likely prompt the city to spend taxpayer money to fix a problem residents did not create.

PUBLIC RECOGNITION OF EXCEPTIONAL PROJECTS

Much of this report talks about the need to establish minimum design standards for commercial and residential projects. While this is needed, a mechanism is also needed to publicly recognize exceptional projects and the people who build them. In so doing, the city will help to further elevate the design of projects in the city.

Recommendation

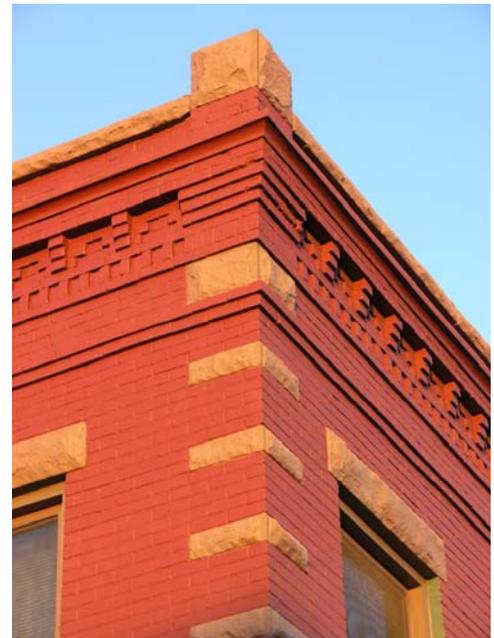
The city should establish a formal program to publicly recognize those development and redevelopment projects (commercial, residential, and institutional buildings and subdivisions) that far exceed the minimum design standards and which exemplify quality design. Those projects designated as an “Evansville Signature Project” can use that designation in advertising and in promotion. To preserve the prestige of this designation, no more than two projects would be recognized in each year.

Evansville Signature Project



In Recognition of Design Excellence

Fig. 16.



Appendix A. Selected Provisions from the City's Smart Growth Comprehensive Plan

The following are provisions from Evansville's Smart Growth Comprehensive Plan that relate to the design and appearance of the built environment.

Housing Policies (Chapter 4)

- ◆ Promote architectural variety within all neighborhoods. (pg. 45)

Economic Development Policies (Chapter 8)

- ◆ Promote a strong downtown business district while allowing for commercial development at the edge of the city to meet the demand for goods and services from the increasing population. (pg. 143)
- ◆ The city will use the Historic District and associated ordinances and design standards to enhance the attractiveness of downtown businesses to customers rather than to undermine the viability of downtown businesses. (pg. 143)

Land Use Policies (Chapter 10)

- ◆ Build to the sidewalk to promote walkability. (pg. 186)
- ◆ Make the front of the building "permeable" (i.e., no blank walls, use windows, doors, material changes and other amenities to keep the buildings interesting). (pg. 186)
- ◆ Encourage infill and new development based on traditional neighborhood design and New Urbanism principles. (pg. 186)

Chapter 12 – Implementation

Housing Goal #3

3. Review and possibly update existing development controls to encourage housing that is easily adaptable for seniors and residents with disabilities that do not prohibit affordable housing development. (pg. 198)

Agricultural, Natural & Cultural Resource Goal #6

4. Amend the B-2 design guidelines to provide more protection to historic structures and enforcement provisions and consider establishing residential design guidelines in the historic district. (pg. 210)

Economic Development Goal #2

1. Regulate entrances to and exits from commercial establishments so as to promote traffic and pedestrian safety. (pg. 214)
2. Update performance standards as needed (e.g., signage, noise, lighting, vibration). (pg. 214)

Economic Development Goal #3

3. Revise the design standards ordinance for B-2 district to support the historic character of the downtown and design elements identified in the streetscape plan for the area (refer to #1). (pg. 215)

Land Use Goal #1

2. Create a design ordinance with specific standards for gateway commercial development, industrial development, and residential design; enhance the design standards that already exist in the zoning code for downtown development. Illustrate these design standards extensively to effectively communicate desired development. (pg. 220)

Land Use Goal #3

5. Revise the historic overlay zoning district to more clearly outline development requirements using form and performance based zoning techniques. Illustrate this ordinance extensively to clarify desired development. (pg. 221)

Implementation Goal #3

5. Add illustrations to clarify important design considerations in all districts. (pg. 223)
6. Consider adopting building and material standards to avoid the potential of applying inconsistent requirements during the site plan review process. (pg. 223)
7. Consider developing anti-monotony code provisions. (pg. 223)

Appendix B. Suggested Design Standards for the Gateway and Allen Creek Design Overlay Districts

- A. Applicability.** The design standards in this section apply to:
1. commercial and institutional buildings located within a Gateway Design Overlay District and the Allen Creek Design Overlay District as depicted on the city's official zoning map, and
 2. additions to such buildings to the greatest extent possible given the constraints of the existing site and structures.
- B. Materials.** Exterior building materials shall be of comparable aesthetic quality on all sides of the building. The following materials may be used: glass, wood, cement-fiber siding, stucco, exterior insulation and finish system (EFIS), cultured stone products, brick, and textured, concrete masonry units. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved when incorporated into the overall design of the building.
- C. Windows and doors.** In a Gateway Design Overlay District, at least 35 percent of the building's first floor front facade shall consist of windows and doors. In the Allen Creek Overlay District, at least 50 percent of the building's first floor front facade shall consist of windows and doors.
- D. Color schemes.** Facade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high-intensity colors, metallic colors, fluorescent colors, or black on facades is prohibited. Building trim and accent areas may feature bright colors, including primary colors or black, provided they are muted, not metallic, not fluorescent, and not specific to particular uses or tenants. Standard corporate and trademark colors shall be permitted only on signage as may be allowed in the sign code.
- E. Neon lighting.** Neon tubing or other lighting may not be used on the exterior of the building, except as may be allowed for signage.
- F. Entryways.** The primary entrance to the building shall be architecturally prominent and clearly visible from the abutting public street. Such entryway shall incorporate at least three of the following design features:
1. canopies or porticos
 2. overhangs
 3. recesses/projections
 4. arcades

5. raised corniced parapets over the door
6. peaked roof forms
7. arches
8. outdoor patios
9. transparent or lightly-tinted windows on both sides of the doorway
10. other design feature as approved by the Plan Commission

When additional stores are located in a large-format store, each such store shall have at least one exterior customer entrance conforming to the architectural standards.

- G. **Facade orientation.** The front facade shall face the street providing primary access to the site. The Plan Commission may waive this requirement on double frontage lots in a Gateway Design Overlay District that existed as of January 1, 2006.
- H. **Facade elements.** Building facades that are visible from a non-industrial zoning district shall include a repeating pattern that includes at least three of the following elements:
1. color change
 2. texture change
 3. material module change
 4. a change in the plane of the wall exceeding 12 inches or more in width (e.g., offset, reveal, or projecting rib).
- At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.
- I. **Roof elements.** Roofs shall have at least two of the following elements:
1. parapet with a three-dimensional cornice treatment
 2. overhanging eaves extending at least 3 feet beyond the outer plane of the exterior wall.
 3. three or more roof slope planes
- J. **Franchise building features.** When franchise building designs, materials, architectural elements, colors, or other features are used, they shall be integrated into and be subordinate to the overall building design and appearance. Such features shall not inhibit reuse of the building by another tenant.
- K. **Parking lot orientation.** In a Gateway Design Overlay District, no more than 40 percent of the off-street parking shall be located between the front facade and the street on which it fronts. With Plan Commission approval, up to 60 percent of the parking may be located there. In the Allen Creek Design Overlay District, no more than one row of parking may be

placed between the front facade and the street on which it fronts.

- L. **Mechanical equipment.** Mechanical equipment (e.g. heating ventilating, and air conditioning equipment) shall be screened with material compatible with the architectural appearance of the building. The most desirable treatment is where such screening is used as an architectural element of the building's design. Landscaping may be allowed as an alternative to a solid screen.
- M. **Loading areas.** Loading docks shall be completely screened from non-industrial land uses with a solid wall that is integrated into the building's design or with landscaping that provides a continuous visual screen prior to the occupancy of the building.
- N. **Buildings on outlots.** All buildings on outlots shall be of architectural quality comparable to the primary structure.
- O. **Access.** Retail stores in excess of 10,000 square feet shall take primary access off of a street classified as a minor arterial, major collector, or minor collector.
- P. **Cross connections.** Whenever possible, transportation connections shall be established to adjoining properties.
- Q. **Community amenities.** A large-format store in excess of 35,000 square feet shall include at least one of the following amenities as approved by the Plan Commission:
 - 1. water feature,
 - 2. clock tower,
 - 3. outdoor plaza with seating, or
 - 4. other feature that in the judgment of the Plan Commission adds character to the development and contributes to the city's community and public spaces.

Appendix C. Suggested Design Standards for the Main Street Design Overlay District

General provisions

- A. **Purpose.** The standards in this section are intended to support the architectural and historic character of the area and designated historic properties -- the very qualities that made the area and buildings significant. Design review standards for heritage preservation are based on the principle that existing building materials and building details should be preserved and maintained. If replacement of materials is necessary, replacement should be made in materials similar to the original building.
- B. **Relationship to other standards.** In addition to meeting the standards in this part, all projects must meet the standards of the Evansville Historic Preservation Commission as may be adopted.
- C. **Registry of historic properties.** The Evansville Historic Preservation Commission shall maintain a registry of historic properties in the district and submit a copy to the city clerk which shall make it available to the public upon request.

Renovation and rehabilitation of historic properties

- A. **Applicability.** The provisions of this part apply to the following:
 1. renovation and rehabilitation of historic properties; and
 2. additions to historic properties to the greatest extent feasible.
- B. **Masonry walls and foundations.** Deteriorated brick, stone, and mortar shall be replaced with the materials used in original construction or materials that closely resemble the original. Repointing of mortar shall match the original brick and mortar joint profile, including width and depth. Mortar should duplicate the original in color, texture, and strength. Mortar mixtures should duplicate the original composition in lime, sand, and cement proportions. Masonry should not be covered with stucco or painted if it has not been painted historically. Paint should not be removed from historically painted masonry unless the removal is historically appropriate and the removal can be accomplished without damage to the masonry. Damaged or deteriorated paint should be removed only to the next layer using the gentlest method (such as handscraping) prior to repainting. If repainting is required, colors that are appropriate to the building and district should be used. Note: The U.S. Department of the Interior strongly recommends against any form of sealing of masonry units on

historic buildings. Sealing may lead to severe deterioration and water damage to buildings.

- C. **Stucco surfaces.** Deteriorated stucco may be repaired by duplicating the original material in strength, composition, color, and texture.
- D. **Doors.** Existing entry openings should be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they should be placed at regular intervals and should be of similar proportions as the original entry. Original or historic features including columns, bulkheads, transoms, moldings, and hardware should be retained; trim should be replicated if replacement is necessary. Wood panel doors with large glass panels were typical of historic commercial storefronts in the district. When historic doors and hardware cannot be repaired, they may be replaced with similar products. If replacement of doors is necessary, replacement doors should be compatible with the design, proportions, and materials of the original door. New doors should be constructed of wood where possible; aluminum or other metal doors should be factory finished in colors complementary to the building.
- E. **Windows.** Existing window openings shall be retained (i.e., not be filled in with wood, brick, or any other material) along with decorative trim, including lintels, pediments and hoods. If replacement of trim is necessary, the appearance of the original material should be maintained. New window openings should not be added on the primary facade. If new windows are required, wood windows are preferred, particularly on the primary facade. If metal is chosen, it should have a baked enamel or other appropriate factory finish. Metal-clad and/or vinyl-clad windows may be considered for upper level windows or rear facade windows, with the approval of the Historic Preservation Commission. Non-approved windows may not be substituted after such approval. The Historic Preservation Commission may require samples or examples of replacement windows to determine whether an option is an appropriate replacement. If it is necessary to replace a sash, the replacement sash shall match the appearance of the original sash. Replacement of double-hung windows with single panes of glass or with crank-out windows is expressly prohibited.
- F. **Roofs, cornices, and parapets.** The historic rooflines including the cornice, parapet, or other elements shall be retained. If a cornice or parapet is missing, historic photographs or examples from similar buildings should be

used to craft replacements from materials such as wood, masonry, or sheet metal. Historic masonry copings should be maintained along the parapet. If copings must be replaced along party walls, metal coping with an appropriate painted finish may be used. Modern roofing materials such as rolled rubber are appropriate for low-pitch roofs not visible from the street. Rooftop equipment that projects above the roofline should be set back and not be visible from the street level.

- G. **Non-historic features.** Inappropriate past additions to buildings should be considered for removal. Elements such as signs, wood, brick, or block filler in window openings, stucco, or exterior siding materials are some materials that should be considered for removal in renovation.

New construction

- A. **Applicability.** The provisions of this part apply to the following:
1. new construction projects; and
 2. additions to non-historic properties to the greatest extent feasible.
- B. **Facade proportions.** Buildings shall have a well-defined base, middle, and top. (need a graphic here) The base, or ground floor, should appear visually distinct from the upper stories, through the use of a change in building materials, window shape or size, an intermediate cornice line, an awning, arcade or portico, or similar techniques. The base, or ground floor of the building, should include elements that relate to the human scale, including texture, projections, doors and windows, awnings, canopies or ornamentation. (See discussion of storefront elements.) The composition of the facade should be similar to facades on nearby historic properties in the district. This includes: (1) proportions of openings, (2) relation of width to height, (3) larger buildings should be broken into a number of smaller bays, to maintain a rhythm similar to the surrounding buildings, and (4) floor to ceiling ratios.
- C. **Roofs.** Roofs shall be flat or gently sloped, consistent with traditional storefront commercial design. Building tops shall be articulated with detailed cornices or parapets.
- D. **Sidewalls.** Party wall construction is typical within the district. Therefore, a number of buildings lack visible sidewalls. Where sidewalls are visible, window openings should be consistent in their proportions with those on the front facade.
- E. **Building height.** New buildings that front on Main Street shall continue the traditional patterns of two or more stories in height. A second story facade may substitute for a second floor. New buildings that do not front on Main Street may be one or two stories in height. A second floor

facade may be used when appropriate. Maximum height should be based on the pattern established by surrounding buildings on the block face.

F. **Building materials.** Building materials should be consistent with the predominant materials used in the district. Masonry shall not be painted. (See masonry standards.) The following materials are appropriate on front or primary facades:

1. wood,
2. brick,
3. natural stone, and
4. concrete and stucco, if approved by the Historic Preservation Commission.

Decorative elements on building facades should be of materials appropriate to the building style and similar to materials used on existing buildings, including metal, wood, stone, polished stone, tile, or glass block. Additional materials may be appropriate on side or rear facades that are less visible from the street, where permitted by the Historic Preservation Commission. Materials that may be considered include:

1. Precast concrete units and concrete block, provided that surfaces are molded, serrated, or treated with a textured material in order to give the wall surface a three-dimensional character.
2. "Jumbo brick" units should only be used on the lower third of the building wall.
3. Split-faced brick is not appropriate for downtown buildings.
4. "Novabrick" may be acceptable in some uses.

G. **Percent of facade in openings.** The area of the facade occupied by doors and windows shall be consistent with exhibit __.

Exhibit __. Minimum requirements for openings in a facade

	Percent in Openings
First floor facades facing Main Street	__ percent
Second and third floor facades facing Main Street	__ percent
Facades not facing Main Street	50 percent

H. **Windows and doors.** Windows shall have a height to width ratio of 3 to 1 or higher. The proportion, size, rhythm and detailing of windows and doors shall be compatible with that of nearby historic buildings in the district. Window shape, size, and patterns should emphasize the intended organization of the facade and the definition of the building. Windows should be designed with punched and recessed openings, in order to

create a strong rhythm of light and shadow in keeping with traditional architecture. Mirrored glass or glass block shall not be used on street-facing facades. Glass in windows and doors shall be clear or slightly tinted, allowing views into the interior. Buildings with modern curtain walls of windows are not appropriate in the district. Internal window divisions should be consistent with those of surrounding historic buildings, or with established styles within the district. Replacement windows consisting of one undivided pane of glass are not appropriate.

- I. **Accessory buildings.** The design of accessory buildings should be simple and unobtrusive. Materials similar to those of the principal building shall be used, but lower-cost alternatives may also be appropriate, as determined by the Historic Preservation Commission. Materials that may be considered include textured precast concrete units, "Novabrick" blocks, jumbo brick and stucco.
- A. **Franchise architecture.** Franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) is generally discouraged unless it employs a traditional storefront commercial style. Franchises or national chains should follow the "New Construction" standards to create context-sensitive buildings.
- J. **Rooftop mechanical equipment.** Rooftop mechanical equipment shall be positioned so it is not readily visible from the ground. Rooftop mechanical equipment may be placed in an enclosure or screened from view provided such enclosure or screening is used as an element of the building's architecture.
- K. **Awnings.** Awnings may be used when consistent with the architecture of the building provided all of the following standards can be met:
 1. **Covering of certain features prohibited.** The use of awnings shall be shall not cover or obstruct the view of distinctive architectural features.
 2. **Material.** The awning shall consist of canvas or other fabric covering. Wood, metal, and plastic coverings are expressly prohibited.
 3. **Side profile.** The side profile of the awning shall be flat. Curved awnings are expressly prohibited.
 4. **Illumination.** An awning shall not be internally illuminated.
- L. **Trash enclosures and service areas.** Most alleys in the district are too narrow to permit screening of service areas or dumpsters. Where space permits, enclosures are encouraged, using walls or fencing of similar design and materials to the principal building. Consolidation of trash

storage to create common screened areas is encouraged.

M. **Outdoor lighting.** Outdoor lighting shall be consistent with the standards in section ___ of the zoning code.

N. **Signs.** In addition to the sign standards contained in the city's sign code, the following provisions shall apply:

1. **Installation and removal.** A sign installation shall be reversible so that if the sign is removed at a later date, there would be no evidence suggesting that a sign was there.
2. **Colors.** Sign colors shall be compatible with those of the building provided no more than 4 colors are used.
3. **Materials.** Traditional materials (wood and metal) are appropriate. Plastic is expressly prohibited.
4. **Illumination.** Directly illuminated signs are prohibited.
5. **Awning signage.** Signage may be applied to awning covering, but only on the vertical flap.
6. **Covering of certain features prohibited.** A sign shall not cover or obstruct the view of distinctive architectural features.

O. **Pedestrian walkways.** Walkways connecting rear parking areas or alleys with streets and sidewalks are strongly encouraged where space permits. Both public and private walkways should be paved with materials consistent with the streetscape materials on the adjacent street. Walkways should be adequately lighted for public safety and visibility.