

**ARTICLE 20
ARCHITECTURAL STANDARDS**

**DIVISION 1
GENERAL STANDARDS**

490-2500 Applicability

Those land uses designated as requiring architectural plan review in the land-use matrix (Appendix A) must comply with the requirements in this article along with the corresponding review procedures and requirements in Article 5.

490-2501 Legislative findings

The Common Council makes the following legislative findings regarding architectural requirements in this division:

- (1) The exterior design of a building has a substantial and long-lasting effect on surrounding properties and the overall character of the City.
- (2) Buildings and especially those within a largely developed area should fit into the context in which they occur.
- (3) Architectural design standards should allow for a variety of architectural styles and be flexible to the greatest extent possible.
- (4) The standards in this division are intended to provide meaningful guidance to property owners, design professionals, and public officials.
- (5) The standards in this division are intended to promote the public health, safety, and welfare and are reasonably related to the public purpose of achieving an attractive, functional, and prosperous community.

490-2502 Four-sided architecture

- A. Description.** Four-sided architecture refers to a building design where all four sides of the building are aesthetically pleasing and functional. While there may be different materials, colors, and design elements on the various sides of the building, the overall intent is to create a unified theme for the entire building. This can be accomplished through the design of roof lines, use of similar architectural detailing, and building materials.
- B. Where required.** All new principal buildings and major additions must incorporate four-sided architecture when located in the zoning districts specified in Table 20-1.

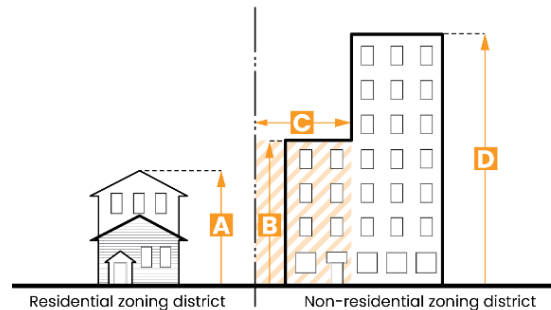
Table 20-1. Four-sided architecture

	Base zoning district
Four-sided architecture is required	C-1 Commercial; C-2 General Business, C-3 Business Park, C-4 Downtown; townhouses and multi-family in a residential zoning district where allowed
Four-sided architecture is required when the back or side of the building abuts a lot in a residential zoning district or in a planned development district that is predominantly residential in nature	I-1 Industrial; I-2 Technology Campus

490-2503 Massing and scale

- A. Description.** The massing of a building refers to the overall size, bulk, or volume of space which a building encloses. Scale is conveyed by elements or parts of the building facade where doorways, windows, and details enable people to gauge its relative size and character in relationship to the size of the human form.
- B.** Larger buildings must be broken into smaller bays to ensure compatibility. The height and width of each bay may not exceed 40 percent of the height and width of adjacent buildings or the bays of adjacent buildings. Building details separating bays must be at least 1 foot wide and provide a change in material, color, or articulation.
- C. General standards.** The massing and scale of buildings must comply with the following requirements:
 - (1) The scale of the buildings must be compatible with the overall massing and the individual parts of adjacent buildings, especially adjacent to residential areas.
 - (2) If the building is located within 30 feet of a residential property, the height of the building must not be more than 25 percent higher than the maximum building height in the residential district.
 - (3) The relationship between facade height and width must be maintained.
 - (4) Transitions between adjacent residential structures and new nonresidential structures to be constructed must also be achieved by the incorporation of horizontal human-scale features in rooflines and building elevations such as canopies, awnings, porches, porticoes, fenestration, and other similar features.
 - (5) In areas visible from the street or any adjacent residential areas, building facades must convey human-scale through fenestration, building articulation, multiple entries, or detailing, spaced no further than 40 feet apart.

Exhibit 20-1. Building height transition area



Key:

- A** Maximum building height in adjoining residential district
- B** Maximum building height in transition area equals (A x 1.25)
- C** Width of building transition area is 30 feet from the common lot line
- D** Maximum building height in adjoining non-residential district

Note: Illustration not to scale

490-2504 Form and proportion

- A. Description.** The form and proportion of a building's elevation and roof are basic form-giving characteristics that are important in relating a new building to other buildings and to its setting.
- B. General standards.** The form and proportion of buildings must comply with the following requirements:
 - (1) Elements of a building must be emphasized to visually distinguish the building's first floor, upper floors, and roof. Color, exterior materials, and/or details must be utilized to express this division.
 - (2) Building components and appurtenances, including doors, windows, canopies and trim, must maintain proportion to each other and to the building as a whole.

- (3) Buildings located on corner lots must include a prominent architectural feature of greater height or emphasis at the corner where the two public streets meet.

490-2505 Flat roofs

- A. Generally.** A building with a flat roof must be surrounded by a parapet wall on the front and side facades.
- B. Variation of heights.** When a required parapet is visible from a public or private street, the height must step up or down at least 1 foot for each horizontal span not exceeding 50 feet.
- C. Visibility.** When a flat roof is visible from a street or from an adjoining property when viewed 5 feet above the existing grade, the height of the parapet must be at least 3.5 feet above the roof surface to minimize the amount of the flat roof that is visible.
- D. Coping.** At least 80 percent of the front façade must incorporate coping.

490-2506 Fenestration and entrances

- A. Description.** The fenestration of building facades is the orderly arrangement of openings within the elevations of the building.
- B. General standards.** Fenestration and entrances on buildings must comply with the following requirements:
 - (1) Openings must form a unified composition in proportion to the building elevation.
 - (2) Special attention must be given to designing a primary building entrance, one that is distinguishable from the remainder of the building elevation, and incorporates changes in mass, surface, or finish to give emphasis.
 - (3) Building entrances must be designed to be clearly identifiable and easily recognizable from parking lots and pedestrian circulation routes.
 - (4) Design, quality of material, scale and character of a building, especially the location of the entryway, must help identify its importance and be compatible with entrances of adjacent buildings.
 - (5) The hierarchy of entrances through scale, detailing, and design features must be clearly expressed.
 - (6) Entrances of freestanding buildings must be located and be clearly identifiable from the adjacent street or service drive.
 - (7) Entrances must include two or more of the following elements: roof overhang, canopies, awnings, decorative light fixtures, portico, seating area, pedestrian arcade, gardens, or courtyard.
- C. Minimum transparency.** Principal buildings and major additions must meet the minimum glazing requirements in Table 20-2. For the purpose of this subsection, the façade is any area visible to the public, from any area or building, or from any residence and is measured from the finished grade to the interior ceiling or the bottom of the roof system. In meeting the required minimum area requirements, a false window with glazing can be used.

Table 20-2. Minimum glazing requirements

Base zoning district	First story			Upper stories		
	Front	Side	Rear	Front	Side	Rear
C-1 Commercial	30%	30%	none	20%	10%	none
C-2 General Business	30%	30%	none	20%	10%	none
C-3 Business Park	30%	30%	none	20%	10%	none
C-4 Downtown	35%	35%	none	25%	10%; 0% if sharing a common lot line	none
I-1 Light Industrial	15%	15%	none	10%	5%	none
I-2 Technology Campus	15%	15%	none	10%	5%	none

490-2507 Exterior building materials and details

A. General standards. Exterior building materials must comply with the following requirements:

- (1) Materials must achieve a cohesive and consistent architectural character in new construction through the use of exterior building materials and details that are similar to or compatible with adjacent buildings, except when adjacent buildings consist of substandard materials or lack sufficient detail as required by this section.
- (2) Materials must be selected to adequately suit the type of building and style in which it is intended to serve.
- (3) In any building in which the structural frame is exposed to public view, the structural materials must also meet these standards.
- (4) A primary facade material must be used consistently on all non-residential building elevations to limit the number of compatible secondary facade materials.
- (5) For an expandable building in an industrial zoning district one side may have a different building material than the rest of the building, provided the different material is integrated and coordinated with the overall building design. The different material must be one of the appropriate facade materials, and the site and building plans must show the feasibility of the proposed future building expansion. The different material may only be located on a side of the building, which is not visible from the street.

B. Appropriate exterior building materials. Appropriate exterior building materials for new multi-family buildings with 3 or more dwelling units and townhouses with 3 or more dwelling units are listed in Table 20-3. Appropriate exterior building materials for new buildings and additions in the applicable zoning districts are listed in Table 20-4.

Exhibit 20-2 illustrates successful applications of the various permitted primary exterior building materials on a variety of building types. The Zoning Administrator may grant an administrative adjustment to allow alternative equivalent material if the applicant submits the material warranty, durability specifications, sample material, and photographs of the material on structures similar to the proposed structure or development and the Administrator determines that the materials provide similar durability and visual quality.

C. Prohibited exterior building materials. The Zoning Administrator may grant an administrative adjustment to allow the use of a prohibited material on a building addition when the existing building is constructed of the same prohibited material. In granting such approval, the Zoning Administrator may require enhancements to the facade, additional landscaping, or other means

to improve the aesthetics of the building. The Zoning Administrator must consider the following in making their decision:

- (1) The prevailing material(s) used on buildings in the same area.
- (2) The extent to which the building is visible from any public road and adjoining properties.

Table 20-3. Appropriate exterior building materials by building type

	Multi-family 3 or more dwelling units	Townhouse 3 or more dwelling units
Brick	X	X
Stone (natural or cultured)	X	X
Decorative ceramic tile	X	X
Concrete block, split face	30% maximum	50% maximum
Hard-coat stucco (aka traditional stucco)	X	X
Glass as an accent	X	X
Architectural metal panels with a flush non-profiled face and concealed anchors	X	X
Corrugated metal panels	30% maximum	50% maximum
Fiber-cement siding and panels	X	X
Vinyl and aluminum siding	X	-
At least __ percent of the street side façade must be masonry	20% maximum	-
Masonry on the street side façade must wrap around the outside building corner at least 2 feet when there is a change of façade material	X	X

Table 20-4. Appropriate exterior building materials by zoning district

	C-1	C-2	C-3	C-4	I-1	I-2
Brick	X	X	x	X	X	X
Stone (natural or cultured)	X	X	x	X	X	X
Decorative ceramic tile	X	X	x	X	X	X
Concrete block, split face	30% maximum	50% maximum	50% maximum	-	X	X
Hard-coat stucco (aka traditional stucco)	X	X	X	X	X	X
EIFS stucco	-	-	-	-	X	X
Glass as an accent	X	X	X	X	X	X
Glass as a major component	-	X	X	X	-	-
Curtain wall system with glass and metal panels	-	X	X	-	X	X
Concrete panels, tilt-up or precast (flat face)	-	-	-	-	X	X
Concrete panels, tilt-up or precast (textured face)	-	-	X if 40% or more is textured	-	X	X
Architectural metal panels with a flush non-profiled face and concealed anchors	-	X	X	X	X	X
Corrugated metal panels	30% maximum	50% maximum	50% maximum	-	X	X

Table 20-4. Appropriate exterior building materials by zoning district

	C-1	C-2	C-3	C-4	I-1	I-2
Fiber-cement siding and panels	X	X	X	X	X	X
Vinyl and aluminum siding	X	-	-	-	X	X
Adaptive façade materials (maximum wall area)	-	10% maximum	10% maximum	10% maximum	10% maximum	10% maximum
Engineered textile facade	-	10% maximum	10% max.	10% maximum	10% maximum	10% maximum
At least __ percent of the street side façade must be masonry,	-	25% max.	25% maximum	25% maximum	15% maximum	15% maximum
Masonry on the street side façade must wrap around the outside building corner at least 2 feet when there is a change of façade materials	X	X	X	X	X	X

Key: C-1 Commercial; C-2 General Business; C-3 Business Park; C-4 Downtown; I-1 Industrial; I-2 Technology Campus

Exhibit 20-2. Photo gallery of selected exterior building materials

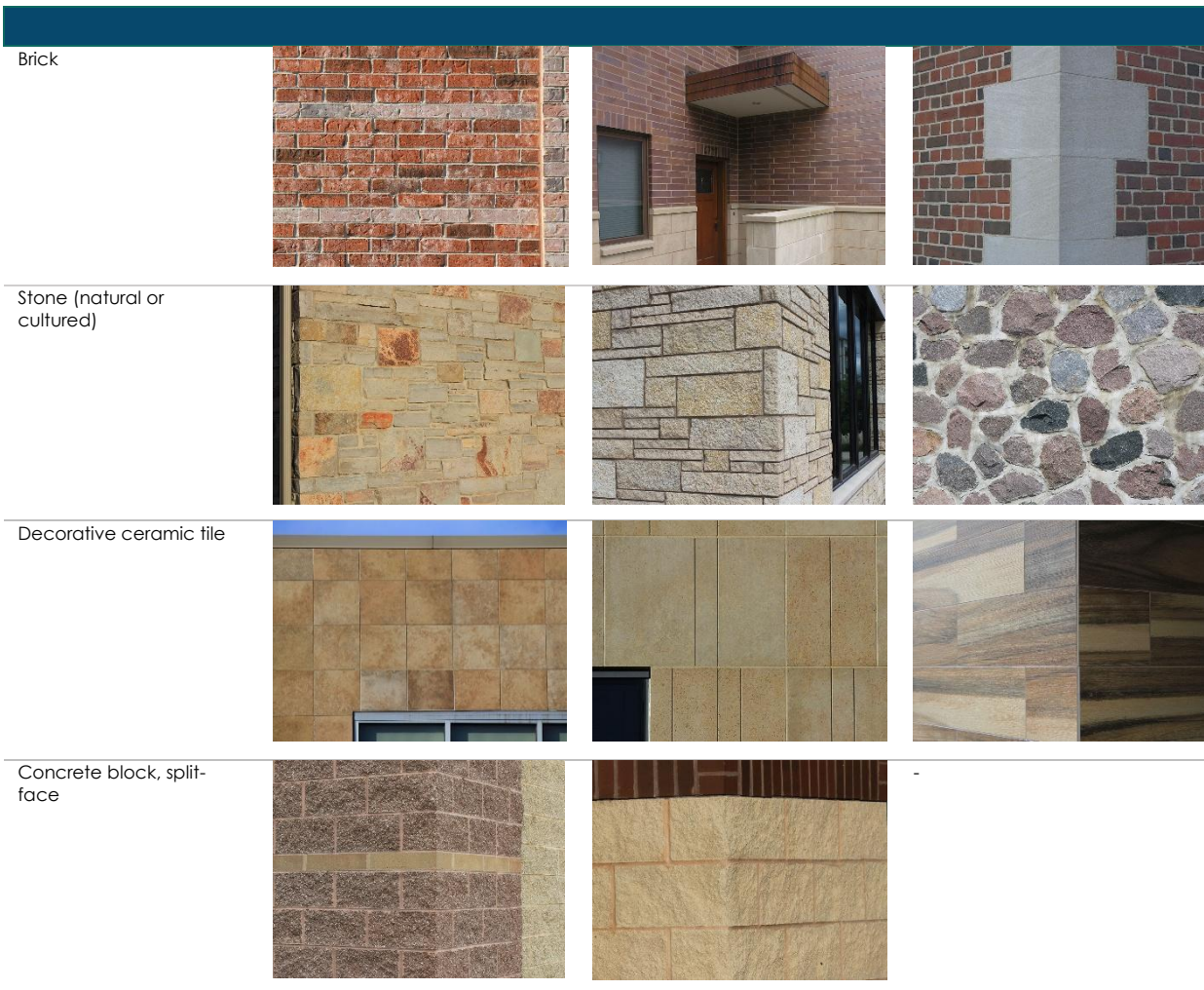


Exhibit 20-2. Photo gallery of selected exterior building materials




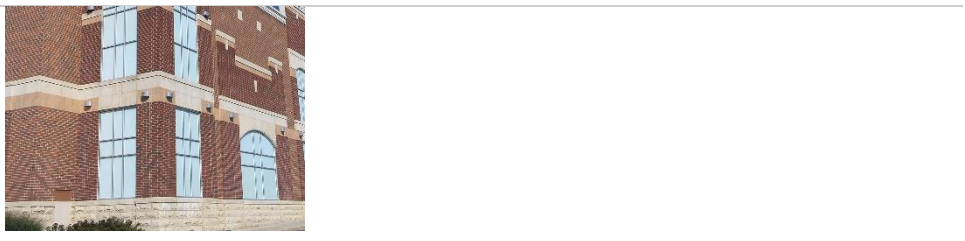

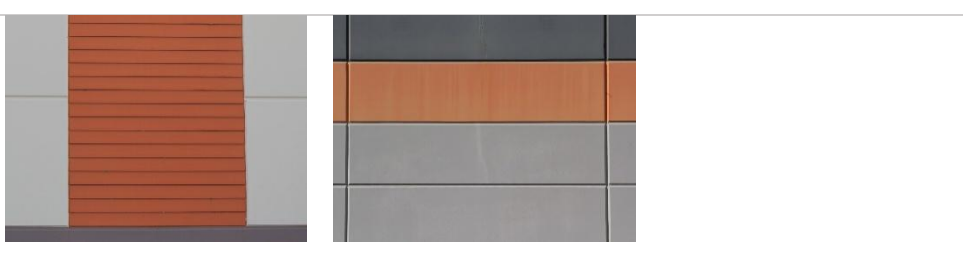


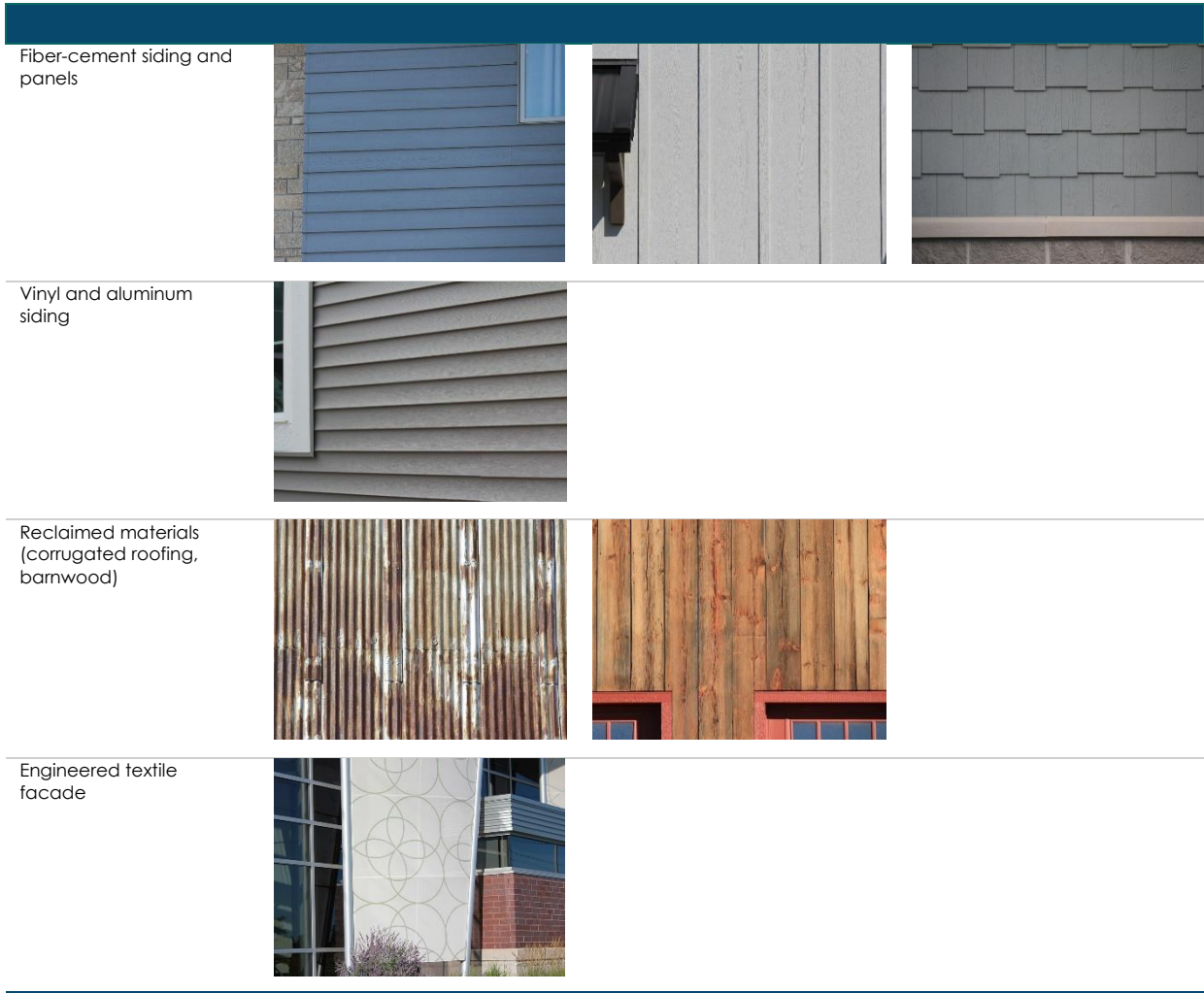
<p>Stucco</p>			
<p>Glass as an accent</p>			
<p>Glass as a major component</p>			
<p>Concrete panels, tilt-up or precast (detailed/ textured face)</p>			
<p>Architectural metal panels with a flush non-profiled face and concealed anchors</p>			
<p>Corrugated (ribbed) metal panels</p>			

Exhibit 20-2. Photo gallery of selected exterior building materials



490-2508 General architectural requirements

Building materials are critical in establishing the character and aesthetic for the area. Buildings require appropriate and respectful attention in the materials selected for facades. The following uses shall be consistent with the following standards for all buildings and building complexes:

- (1) Buildings exceeding 80 feet in width of a public street facing facade must minimize the effects of size and scale with the use of variable rooflines, door and window openings, facade protrusions and recesses of at least 3 feet, and use of porticos, overhangs, arcades, arches, and/or outdoor patios.
- (2) Multifamily buildings exceeding 80 feet in width of a public street facing facade must highlight individual dwelling units by using separate entrances for ground-level units and/or by using changes in building materials to break the building into multiple smaller building masses. Garages in multifamily buildings must either be integrated into the building design when attached or designed with the same architectural treatment as the principal structure when detached.
- (3) Accessory structures must be consistent with the primary building in terms of its character, roof shapes, building materials, colors and architectural details.

- (4) Building facades must incorporate unified and complimentary finished materials and promote longevity and durability. Materials that are appropriate are listed in § 490-2507.
- (5) Variation in architectural detail, mass and proportion of individual buildings must be used to provide visual interest where more than one building is located on a single parcel.
- (6) Roofs are elements of buildings which significantly affect the architectural character. The roof is vital to the overall design theme of a building since it is related to its mass, scale, form, and proportion. For all visible roofs, roofing materials and construction must be high quality, such as, standing-seam metal, slate, cedar, or architectural shingles. Roofing materials and shape must be compatible with the architectural style of the building and with surrounding buildings and roofs.
- (7) All buildings, or groupings or nodes of buildings and structures, must be designed to be sensitive to existing views, or view corridors, and the contexts of the surrounding natural and built environment.

490-2509 Exterior building colors

- A. Color choices.** Exterior building colors must be nonreflective and subtle, in neutral or earth tone hues. The use of high-intensity colors, metallic finishes, black, or fluorescent colors is prohibited. Building trim and architectural accents may incorporate brighter colors; however, such colors must be muted, non-metallic, and non-fluorescent, and may not be used for branding or to identify a specific tenant or use. Standard corporate and trademark colors may be used provided the area does not exceed 5 percent of the wall area and the area can be repainted.
- B. Minimum number.** At least two differentiating colors must be used in the design of building exteriors.

490-2510 Exterior lighting

Exterior lighting on a building must comply with Article 24.

490-2511 Specific standards for commercial land uses in residential zoning districts

- A. Generally.** To encourage limited commercial in certain residential zoning districts, certain land uses are allowed. To ensure that these businesses fit the intended residential nature of the area, basic standards are established in this section.
- B. Standards.** The following standards apply:
 - (1) Four-sided architecture is required.
 - (2) The same building materials are allowed as in the B-1 Neighborhood Commercial district except glass as a major component is not allowed.
 - (3) Public entryways should be located as close to the corner of the building as possible but may not be more than 30 feet from the edge of the building closest to the street corner.
 - (4) Fenestration and entryways must be designed according to the general standards for fenestration and entrances as specified in § 490-2506 (B).
 - (5) Operating hours for the commercial use must be posted in a location visible near a public entryway.

490-2512 Building-mounted mechanical equipment

- A. Generally.** Certain buildings require mechanical equipment that, by necessity or industry practice, must be located entirely or partially outside the building. Such equipment may generate noise or have an appearance that detracts from surrounding properties. This section relates to building-mounted mechanicals. Ground-mounted mechanicals are addressed in Division 4 of this article.
- B. Roof-mounted mechanicals.** Roof-mounted mechanical equipment must be located behind screening walls or covers that are similar or complementary in material to those used on the facades of the building.
- C. Wall-mounted mechanicals.** Wall-mounted mechanicals must be placed out of site from adjoining public streets and screened with landscaping, walls or fences.

Exhibit 20-3. An example of roof-top mechanicals with screening



490-2513 Specific standards for multi-family buildings with 3 or more units

- A.** Attached garages must not be the predominant architectural feature visible from a street. Where individual attached garages are provided, they must be located and designed so the garage is accessed from the rear or side of the building or otherwise configured to minimize its visual prominence.
- B.** Detached garages must be designed and located so they do not become the predominant architectural feature on the site.
- C.** Multi-family buildings with interior corridors must have secured access doors that limit entry to residents of the building.
- D.** Buildings that include attached or underground parking must have secured access doors that limit entry to residents of the building.

490-2514 through 490-2539 reserved

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**DIVISION 2
SPECIAL ARCHITECTURAL STANDARDS**

490-2514 Anti-monotony standards for single-family dwellings, 2-unit townhomes, and 2-unit multi-family buildings

A. Legislative findings. The Common Council makes the following findings related to anti-monotony standards for single-family dwellings, 2-unit townhomes, and 2-unit multi-family buildings (duplexes):

- (1) Residential neighborhoods are a defining component of the City's overall character and long-term livability.
- (2) Repetitive building designs, identical facades, and uniform rooflines can create visual monotony that diminishes neighborhood character and reduces the perceived quality of residential areas.
- (3) Limited variation in building massing, façade articulation, roof design, entry features, exterior materials, and other features can be used to avoid repetitive facades and create visually interesting streetscapes.
- (4) The standards in this section are intended to allow design flexibility and creativity.

Based on these findings and within the City's legislative authority, the Common Council finds that reasonable anti-monotony standards, as set forth in this section, are necessary to protect neighborhood character and encourage compatible development.

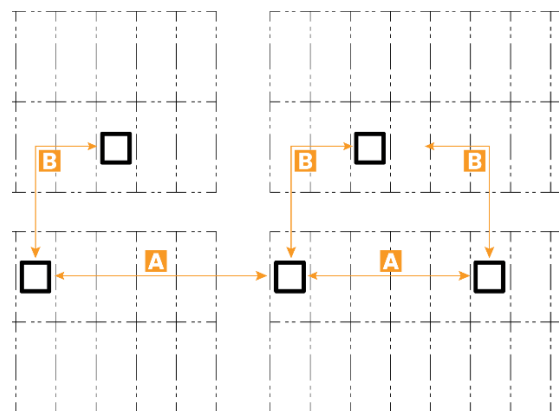
B. Standard. The front façade of a single-family dwelling, 2-unit townhouse, or a 2-unit multi-family building, must not be the same as another building of the same type within 4 lots on the same side of the street or within 2 lots on the opposing side of the street (Exhibit 20-4).

C. Differentiating features. A façade is considered different when three or more of the following architectural features are substantially varied resulting in an integrated architectural design:

- (1) Primary façade materials or colors
- (2) Garage placement or orientation
- (3) Front porch design or orientation
- (4) Building massing
- (5) Roofline composition
- (6) Window size, placement, or pattern
- (7) Other architecturally significant feature that is integral to the overall building design, as determined by the Zoning Administrator

Awnings, canopies, ornamentation, trim, or similar applied elements do not qualify as architectural differentiation for purposes of this section.

Exhibit 20-4. Separation requirements



Key:
A At least 4 lots in between
B At least 2 lots in between

490-2515 Architectural standards for single-family dwellings, 2-unit townhomes, and 2-unit multi-family buildings

A. Legislative findings. The Common Council makes the following findings related to architectural standards for single-family dwellings, two-unit townhomes, and two-unit multi-family buildings (duplexes):

- (1) Residential neighborhoods are a defining component of the City's overall character, identity, and long-term livability.
- (2) The design, scale, and architectural features of residential buildings significantly influence the visual quality of neighborhoods and the compatibility of new development with existing homes.
- (3) Inconsistent or poorly integrated architectural design can detract from neighborhood cohesion, while thoughtful design that reflects variation and quality materials contributes to stable and attractive residential areas.
- (4) The use of varied building massing, façade articulation, roof forms, entry features, window patterns, and exterior materials can enhance visual interest and reinforce neighborhood character.
- (5) Architectural standards can help ensure that new development and redevelopment are compatible with surrounding residential contexts without requiring uniformity or limiting individual expression.
- (6) The standards in this section are intended to promote high-quality design while allowing flexibility and encouraging creativity in residential construction.
- (7) The standards in this section are intended to allow a mixture of affordable housing types.

Based on these findings and within the City's legislative authority, the Common Council finds that reasonable architectural standards, as set forth in this section, are necessary to promote compatible development, preserve neighborhood character, and maintain the overall quality and livability of residential areas.

B. Applicability. This section only applies to single-family dwellings, two-unit townhomes, and two-unit multi-family buildings (duplexes) located on a lot within a platted subdivision or within a condominium.

C. Minimum standards. A proposed dwelling must have (1) a minimum width of 26 feet, (2) a minimum roof pitch of 4:12, (3) a minimum 7 1/4 inches wide fascia and rake trim, and (4) approved footings and foundations as provided in §§ SPS 321.15 to 321.18 (as amended), Wis. Adm. Code. Buildings on corner lots must be of similar design and appearance, and provide similar aesthetic enhancements on all street exposures.

D. Flexible standards. A proposed dwelling must be designed to meet or exceed the number of points established in Table 20-5 as follows:

- 7 points when located on a final plat or a condominium plat approved on or after September 1, 2004
- 6 points when located on a final plat or a condominium plat approved before September 1, 2004

Table 20-5. Building features and points

Item	Points	Building Features
A	1	1 1/2 story dwelling with dormers
B	1	Bay, angled bay or boxed out window treatments
C	1	Heavy textured dimensional roofing material
E	1	Main roofline to be at least 6:12 pitch
F	1	Masonry or cementitious replicated masonry in combination with wood, natural-like products or other City-approved products on entire front elevation
G	1	Minimum of 3 1/2 inches trim around all doors and windows
H	1	Roof dormers on 6:12 or greater pitched roof
I	1	Shutters on street elevations constructed of wood, engineered wood-like products or other City-approved products; shutters must be proportional to the size of the windows
J	2	Covered front entry/porch of at least 5 feet x 12 feet or larger with architectural treatments, i.e., railing, posts, etc.
K	2	Garage offset at least 2 feet behind front wall of dwelling
L	2	Masonry or cementitious replicated masonry on at least 25 percent of the gross wall and recessed areas of the front elevation
M	2	Multi-level dwelling designed for sloped sites excluding basement walkouts in rear wall
N	2	Offset or stagger of the front wall plane by at least 2 feet (but not including the garage wall or a recessed entry)
O	2	Shutters on all elevations constructed of wood, engineered wood-like products or other City-approved products; shutters must be proportional to the size of the windows
P	2	Wood, engineered wood-like products or other City-approved products on all exterior wall surfaces
Q	2	Masonry or cementitious simulated masonry products on at least 15 percent of the exterior gross wall area
R	3	A combination of masonry or cementitious simulated masonry products on at least 15 percent of the exterior gross wall area in combination with wood, engineered wood-like products or other City-approved products on all other exterior wall surfaces
S	3	Side-loaded garage with windows in front wall of garage that are compatible with other windows in the front elevation

For the purpose of this subsection, City-approved products include masonry, wood, engineered wood products, and cementitious exterior wall coverings.

- E. Substitutions/Combinations.** If an architectural plan does not have the number of required points established in subsection E above, the Building Inspector may, in their discretion, permit an applicant to substitute or combine materials and building features not identified in Table 20-5; provided, however, that the overall building aesthetics must satisfy the intent of this section.
- F. Recommended standards.** The City encourages creativity in the use of new and natural products or architectural features that will enhance the appearance of buildings, including but not limited to masonry techniques such as returns at corners, the creation of shadow lines with rowlocks, soldiers, quoins, and brick and stone mixes.
- G. Appeal.** An aggrieved person may appeal a final decision made pursuant to this section by filing an appeal with the Design Review Board within 20 calendar days of the date of that decision. The Design Review Board must review the appeal and issue its determination within 30 days of receipt of the applicant's petition. In making its decision, the Board may affirm or reverse the determination of the Building Inspector. The Board may grant a special exception to the design standards set forth in this section; provided, however, that a special exception may be granted only if the applicant can show that the proposed dwelling will not adversely affect the appearance of, or property values within, the residential neighborhood in which the proposed dwelling is to be constructed or located.

490-2516 through 490-2599 reserved