

AGENDA

HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, July 6, 2011 – 4:30 p.m.

City Conference Room – County-City Building
1515 Strongs Avenue – Stevens Point, WI 54481

(A Quorum of the Common Council may attend this meeting)

1. Approval of the report from the June 8, 2011 meeting.
2. Discussion and possible action on updating the Design Guidelines for the Historic Preservation / Design Review Commission.
3. Other business.
4. Adjourn.

Any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715)346-1569, TDD# 346-1556, or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, June 8, 2011 – 4:30 p.m.

City Conference Room – County/City Building
1515 Strongs Avenue – Stevens Point, WI 54481

PRESENT: Chairman Lee Beveridge, Alderperson Mary Stroik, Tim Siebert, Jack Curtis, Norm Myers Sr., and Karl Halsey.

ALSO PRESENT: Community Development Director Michael Ostrowski, Joseph Lawniczak, Sarah Robinson, and Cathy Dugan.

INDEX:

1. Approval of the reports from the May 4, 2011 and May 10, 2011 meetings.
 2. Presentation and discussion by Joe Lawniczak, Design Specialist for Wisconsin Main Street, on the Simple and Effective Solutions for Downtown Building Improvements.
 3. Other business.
 4. Adjourn.
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1. Approval of the reports from the May 4, 2011 and May 10, 2011 meetings.

Motion by Myers to approve the reports as presented; seconded by Siebert. Motion carried 5-0 (Ald. Stroik was not present at the time of vote).

2. Presentation and discussion by Joe Lawniczak, Design Specialist for Wisconsin Main Street, on the Simple and Effective Solutions for Downtown Building Improvements.

Joe Lawniczak, Design Specialist for Wisconsin Main Street gave a presentation (Attachment A) on the simple and effective solutions for downtown building improvements. The presentation touched on the following elements:

- Building improvements,
- New infill construction,
- Public improvements,
- Signage and awnings,
- Visual merchandising,
- Historic preservation planning, and
- Sustainability.

The presentation was for informational purposes only.

3. Other business.

No other business

4. Adjourn.

Motion by Curtis to adjourn; seconded by Myers. Motion carried 5-0 (Siebert was not present at the time of vote).

Meeting adjourned at 6:10 PM.



Memo

Michael Ostrowski, Director

Community Development

City of Stevens Point

1515 Strongs Avenue

Stevens Point, WI 54481

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City of Stevens Point – Department of Community Development

To: Historic Preservation / Design Review Commission
From: Michael Ostrowski
CC:
Date: 6/29/2011
Re: Design Guidelines Review and Update

As discussed at prior meetings, there has been the desire to take a look at our current design guidelines and go through them to make sure they are meeting the purpose and intent, as well as the goals and objectives set out for the design review district. Given that our current design guidelines have not been fully reviewed and updated since the late 1980's, they are well overdue for a complete review.

At the meeting on July 6, 2011, I would like to go through our current design guidelines and discuss what has been working, and what areas may need some improvement. Through this discussion, we will then be able to move through the revision process of our design guidelines. I would advise each of you to take a look at some design guidelines from other communities to get a sense of the different types of formats and guidelines that other communities use. I will bring some examples to the meeting on July 6, 2011.

Please find enclosed Chapter 22 - Historic Preservation / Design Review of the Municipal Code, and the current Design Guidelines.

If you should have any questions prior to the meeting, please do not hesitate to contact me. I would envision this process to take several months, as we will likely tackle a section per meeting.

Chapter 22 - Historic Preservation/Design Review

Section

20.01 Purpose and Intent

22.02 Definitions

22.03 Historic Preservation/Design Review Commission

22.04 Administration

22.01 PURPOSE AND INTENT. It is hereby declared that the protection, creation, enhancement, perpetuation and use of improvements of special character or special historical interest or value, and the design, appearance, beauty, and aesthetics of all properties are a public concern and, as such, must be controlled so as to promote the health, prosperity, safety, and welfare of the people. The purpose of this section is to:

(1) Effect and accomplish the protection, enhancement, and perpetuation of such improvements and of districts which represent or reflect elements of the city's cultural, social, economic, political, and architectural history.

(2) Safeguard the city's historic and cultural heritage, as embodied and reflected in such landmarks and historic districts.

(3) Enhance the quality of the city's visual environment.

(4) Stabilize and improve property values.

(5) Foster civic pride in the beauty and heritage of the past.

(6) Protect and enhance the city's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.

(7) Assure the highest quality of design for all public and private projects in the city.

(8) Protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the city; to encourage the protection of economic values and proper use of properties.

(9) Encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the city.

(10) Foster civic pride in the beauty and nobler assets of the city, and in all other ways possible assure a functionally efficient and visually attractive city in the future.

22.02 DEFINITIONS. In this section, unless the context clearly requires otherwise:

(1) "Commission" means the Historic Preservation/Design Review Commission created under this section.

(2) A "historic district" is an area comprised of two or more parcels that have a special character or historic interest or value as part of the development, heritage, or cultural characteristics of the city, and which have been designated a historic district under this section.

(3) A "design review district" is an area comprised of two or more parcels designated by the commission to which design guidelines and design review procedures will apply.

(4) "Design guidelines" is the document entitled "Architectural Design Guidelines" adopted initially by the common council and, if necessary, subsequently modified, refined, or expanded by the historic preservation/design review commission with common council approval.

(5) "Improvement" means any building, structure, place, sign, landscaping, work of art, or other object constituting a physical betterment of real property, or any part of such betterment.

(6) "Landmark" means any improvement which has a special character or special historic interest or value as part of the development, heritage, or cultural characteristics of the city, state, or nation which has been designated as a landmark pursuant to the provisions of this chapter.

(7) "Landmark site" means any parcel of land of historic significance due to a substantial value in tracing the history of man, or upon which an historic event has occurred, and which has been designated as a landmark site under this section, or an improved parcel, or part thereof, on which is situated a landmark or any abutting improvement parcel, or part thereof, used as and constituting part of the premises on which the landmark is situated.

22.03 HISTORIC PRESERVATION/DESIGN REVIEW COMMISSION.

(1) Composition. A historic preservation/design review commission is hereby created, consisting of nine (9) members. Each member should have, to the extent practicable, a known interest in landmarks preservation, architectural and urban design. If possible, the commission should include an architect, landscape architect, architectural historian, an archeologist, and an historian. The mayor shall appoint the commissioners subject to confirmation by the common council. Of the initial members so appointed, three shall serve a term of one year, three shall serve a term of two years, and three shall serve a term of three years. Thereafter, the term of each member shall be three years. Vacancies shall be filled for the unexpired term in the same manner as appointment.

(2) Designated Agent. The commission shall have the authority to designate an agent or agents which in this ordinance is referred to as its designated agent. Such agent shall be responsible to the commission and shall have only those powers and functions as specifically authorized by the commission.

(3) Powers and Duties for Historic Preservation.

(a) Designation. The commission shall have the power to designate landmarks, landmark sites, and historic districts within the city limits. Once designated by the commission, such landmarks, landmark sites, and historic districts shall be subject to all the provisions of this ordinance. The commission may adopt specific design guidelines which apply to landmarks, landmark sites and historic districts providing such are in conformance with the provisions of this section. For purposes of this ordinance, a landmark, landmark site, or historic district designation may be placed on any site, natural or improved, including any building improvement or structure located thereon, or any area of particular historic, architectural or cultural significance to the City of Stevens Point, such as historic structures or sites which:

1. Exemplify or reflect the broad, cultural, political, economic, social, or natural history of the nation, state or community; or
2. Are identified with historic personages or with important events in national, state, or local history; or
3. Embody the distinguishing characteristics of any architectural type, inherently valuable for a study of a period, style, method of construction, or of indigenous material or craftsmanship; or
4. Are representative of the notable work of a master builder, designer, or architect whose individual genius influenced his/her age.

(b) Regulation of Construction, Reconstruction, and Exterior Alteration.

1. No owner, tenant, or person in charge of a landmark, or landmark site, or structure within an historic district shall reconstruct or alter all or any part of the exterior of such property or attachment thereto or construct any improvement upon such property or cause or permit any such work to be performed upon such property unless a certificate of appropriateness has been granted by the historic preservation/ design review commission or its designated agent.
2. Prior to application for a permit from the building inspector involving the exterior of a structure within a designated historic district, a designated landmark, or a designated landmark site, the Commission or its designated agent, upon application, shall determine:
 - a. Whether, in the case of a designated landmark or landmark site, the proposed work would detrimentally change, destroy, or adversely affect any exterior architectural feature of the improvement upon which said work is to be done; or
 - b. Whether, in the case of the construction of a new improvement upon a landmark site, the exterior of such improvement would adversely affect, or not harmonize with the external appearance of other neighboring improvements on such site;
 - c. Whether, in the case of any property located in a historic district, the proposed construction, reconstruction, or exterior alteration does not conform to the objectives of the historic preservation plan for said district;
 - d. Whether the proposed construction, reconstruction or exterior alteration is in conformance with architectural design guidelines with emphasis on contextual issues including compatibility of size, volume proportions, rhythm, materials, detailing, colors, and expressiveness.
3. If the commission or its designated agent determines the proposed construction, reconstruction, or exterior alteration will not have a negative effect, then the commission or its designated agent may issue the certificate of appropriateness. Upon issuance of such certificate. the building permit may then be issued by the building inspector.
4. Should the certificate of appropriateness not be issued due to the failure of the proposal to conform to the above guidelines, the applicant may appeal such decision to the common council. Appeals shall be filed in writing to the city clerk and shall specify the grounds of the

appeal. The common council may, by a vote of a majority plus one (1) of the body of the whole, reverse or modify the decision of the Commission and may order the building permit be issued providing that all other requirements for a building permit have been met.

(c) Regulation of Demolition. No permit to demolish all or part of an improvement in a historic district or a landmark, shall be granted by the building inspector except as follows:

1. At such time as such person applies for a permit to demolish such property, the commission may refuse to grant such written approval, or suspend action for a period of up to four (4) months from the time of such application. During such period, the applicant and the city shall cooperate in attempting to avoid demolition of the property. During this time, the owner shall take whatever steps are necessary to prevent further deterioration of the building. At the end of this four (4) month period, the commission shall act on the application by either granting or refusing to grant permission to demolish such property. The applicant may appeal any decision of the historic preservation/design review commission made under this paragraph to the common council.

2. Standards. In determining whether to grant or deny the demolition request, the commission shall consider and may give decisive weight to the following:

a. Whether the building or structure is of such architectural or historic significance that its demolition would be detrimental to the public interest and contrary to the general welfare of the people of the city or state.

b. Whether the building or structure, although not itself a landmark building, contributes to the distinctive architectural or historic character of the historic district as a whole, and therefore, should be preserved for the benefit of the people of the city or the state.

c. Whether demolition of the subject property would be contrary to the purpose and intent of this chapter and to the objectives of the historic preservation plan for the applicable district as duly adopted.

d. Whether the building or structure is of such old, unusual or uncommon design, texture, and/or material, that it could be reproduced only with great difficulty and/or expense.

e. Whether retention of the building or structure would promote the general welfare of the people of the city or the state, by encouraging study of American history, architecture and design, or by developing an understanding of American culture and heritage.

f. Whether the building or structure is in such a deteriorated condition that it is not structurally or economically feasible to preserve or restore it, provided that any hardship-or difficulty claimed by the owner which is the result of any failure to maintain the property in good repair cannot qualify as a basis for the issuance of an approval to demolish.

g. Whether any new structure proposed to be constructed or change in use proposed to be made is compatible with the buildings and environment of the district in which the subject property is located.

h. Whether demolition of the building or structure would promote conformance with other criteria as designated in the architectural design guidelines.

(d) Recognition of Landmarks and Landmark Sites. At such time as a landmark or landmark site has been properly designated, the commission may, with the owners permission, cause to be prepared and erected on such property at city expense, a suitable plaque declaring that such property is a landmark, or landmark site. Such plaque shall be so placed as to be easily visible to passing pedestrians. In the case of a landmark, the plaque shall state the name of the landmark, the date of its construction, and other information deemed proper by the commission.

(e) Rescission of Designation. Any party who is listed as the owner of record of a landmark or landmark site, who can demonstrate to the commission that by virtue of such designation he/she is unable to find a buyer willing to preserve such landmark, or landmark site, even though he/she has made reasonable attempts, in good faith, to find and attract such a buyer, may petition the commission for a rescission of its designation following the filing of such petition with the commission:

1. The owner and the appropriate city department shall work together in good faith with the commission to locate a buyer for the subject property who is willing to abide by its designation status as a landmark, or landmark site.

2. If, at the end of a period not exceeding six (6) months from the date of such petition, no such buyer can be found, and if the owner still desires to obtain such rescission, the commission shall recommend to the common council the designation of the subject property be rescinded. The common council may accept, modify, or reject the commission recommendation. A vote to reject the commission's recommendation requires a majority vote plus one (1) of the body of the whole.

(f) Preparation of Historic Preservation Plan. For preservation purposes, the commission may select geographically defined areas within the City of Stevens Point to be designated as historic districts and may prepare a historic preservation plan for each area. A historic district may be designated for any geographic area of particular historic, architectural or cultural significance to the City of Stevens Point. Each historic preservation plan prepared for or by the commission shall include a cultural and architectural analysis supporting the historical significance of the area, a statement of preservation objectives, and specific guidelines for development criteria to be considered in the development of historic preservation plans shall include, but not necessarily be limited to, the architectural design guidelines.

(g) Other Duties. In addition to those duties already specified in this section, the Commission shall:

1. Cooperate with the State of Wisconsin historic preservation officer and the state historic preservation review board in attempting to include such properties hereunder designated as landmarks, or landmark sites, or historic districts on the National Register of Historic Places.

2. Work for the continuing education of the citizens about the historic heritage of this city and the landmarks, and landmark sites designated under the provisions of this section.

3. As it deems advisable, receive and solicit funds for the purpose of landmarks preservation in the city. Such funds shall be placed in a special city account for such purpose.

(4) Powers and Duties for Design Review.

(a) Designation of Design Review Districts. The commission shall have the power to designate design review districts within the city limits. Design review districts may be the same, partially overlap or mutually exclusive of historic districts as designated by the commission. Once designated by the commission, all exterior improvements shall be subject to all the provisions of this ordinance.

(b) Regulation of Construction, Reconstruction and Exterior Alteration.

1. Following the designation of a design review district, the commission shall be empowered to administer the architectural design guidelines.

2. No owner, tenant or person in charge of a property within a designated design review district shall reconstruct or alter all or any part of the exterior of such property or attachment thereto or construct any improvement upon such property or cause or permit any such work to be performed upon such property unless a certificate of appropriateness has been granted by the historic preservation/design review commission or its designated agent.

3. Prior to application for a permit from the building inspector involving a site or exterior of a structure within a design review district, the commission, or its designated agent upon application, shall determine whether the proposed improvement conforms to the architectural design guidelines.

4. Should the certificate of appropriateness not be issued due to the failure of the proposal to conform to the above guidelines, the applicant may appeal such decision to the common council. Appeals shall be filed in writing to the city clerk and shall specify the grounds of the appeal. The common council may, by a vote of a majority plus one (1) of the body of the whole, reverse or modify the decision of the commission and may order the building permit be issued, providing that all other requirements for a building permit not covered in this section have been met.

(c) Preparation of Urban Design Plan. The commission may prepare an urban design plan for design review districts or portions of design review districts. Each urban design plan prepared for or by the commission shall include, but not be limited to, existing conditions analysis, a statement of objectives, specific guidelines for development, and a concept plan.

(d) Other Duties. In addition to those duties already specified in this section, the commission shall be empowered to review, update, modify and refine the architectural design guidelines.

22.04 ADMINISTRATION.

(1) Historic Landmarks and Historic District.

(a) Designation of historic districts, landmarks, and landmark sites. The commission may, upon request of any affected owner(s), commission member or member of the common council, after notice and public hearing, establish landmarks and landmark sites, or rescind such designation or recommendation. At least ten (10) days prior to such hearing, the commission shall notify the owner(s) of record as listed in the office of the city assessor, and all who are owners of property within one hundred (100) feet of the boundaries of the property affected. Failure to give such notice shall not invalidate a decision by the

commission or council. Notice of such hearing shall also be published as a Class I Notice, under the Wisconsin statutes. The commission shall then conduct a public hearing and in addition to the notified persons, may hear other testimony including expert witnesses. The commission may conduct an independent investigation into the proposed designation or rescission. After the close of the public hearing, the commission may recommend the designation of the property as either a landmark, landmark site, or recommend its inclusion in a historic district, or rescind any designation. The commission recommendation shall be forwarded to the common council for final action. The common council may affirm, reverse, or modify the commission's recommendation. After the designation, modification, or recommendation or rescission has been made by the common council, notification shall be sent to the property owner, or owners, by the city.

(b) Voluntary Restrictive Covenants. The owner of any landmark or landmark site may, at any time following such designation of his/her property, enter into a restrictive covenant on the subject property after negotiation with the commission. The commission may assist the owner in preparing such covenant in the interest of preserving the landmark or landmark site and the owner shall record such covenant in the Portage County Register of Deeds Office.

(c) Creation of Historic Preservation Plan.

1. The commission shall hold a public hearing when considering the historic preservation plan. Notice of the time, place, and purpose of such hearing shall be given by publication as a Class I notice under the Wisconsin statutes in the official city paper. Notice of the time, place, and purpose of the public hearing shall also be sent by the city clerk to the alderperson of the ward(s)/district(s) in which the historic district is located, and the owners of record, as listed in the office of the city assessor, who are owners of property situated in whole or in part in the proposed historic district. Said notice is to be sent at least ten (10) days prior to the date of the public hearing. Following the public hearing, the commission shall vote to recommend, reject, or withhold action on the plan. This recommendation shall be forwarded to the city plan commission and the common council.

2. The City Plan Commission. The plan commission shall review the historic preservation plan and make a recommendation to the common council.

3. The Common Council. The common council, upon receipt of the recommendations from the historic preservation/ design review commission and the plan commission, shall hold a public hearing published as a Class 1 notice under the Wisconsin statutes, and shall, following the public hearing, either designate, designate with modification, or reject the design review district. Designation of the historic district shall constitute adoption of the boundaries in ordinance form prepared for that district and direct the implementation of said plan.

4. The historic district or historic preservation plan may be amended by following the procedure outlined above. Amendments may be recommended to the commission by affected property owners, commission members, or members of the common council.

(2) Design Review: Creation of Design Review Districts.

(a) The commission shall hold a public hearing when considering the establishment of a design review district. Notice of the time, place, and purpose of such hearing shall be given by publication as a Class I notice under the Wisconsin statutes in the official city paper.

Following the public hearing, the commission shall vote to recommend, reject, or withhold action on the creation of the design review district. This recommendation shall be forwarded to the city plan commission and the common council.

(b) The City Plan Commission. The plan commission shall review the boundaries of the proposed design review district and make a recommendation to the common council.

(c) The Common Council. The common council, upon receipt of the recommendations from the historic preservation/design review and plan commissions shall hold a public hearing published as a Class 1 notice under the Wisconsin statutes, and shall, following the public hearing either designate, designate with modification, or reject the design review district. Designation of the design review district shall constitute adoption of the boundaries in ordinance form.

(d) The design review district may be amended by following the procedure outlined above. Amendments may be recommended to the commission by affected property owners, historic preservation/ design review commission members, plan commission members, or members of the common council.

(3) Enforcement. Property shall be maintained in accordance with the provisions of this ordinance. The community development director shall enforce this ordinance. The duties of the officer shall include periodic inspection of designated landmarks, landmark sites, historic districts, and design review districts. These inspections may include physical entry upon the property and improvement with permission of the owner to ensure that interior alterations or maintenance will not jeopardize the exterior appearance or structural stability of the improvement. If an owner refuses permission for the enforcement officer to enter for purposes of inspection, the inspection officer may obtain a warrant of entry pursuant to Wisconsin statute 66.0119 and take any other reasonable measures to further enforcement of this ordinance.

(4) Conflict of Interest. Any member of the historic preservation/design review commission who has a financial interest in property purchase or sale, construction, reconstruction or alteration affected by the provisions of this ordinance shall disqualify himself/herself from participating in the design review process for that particular project.

(5) Maintenance of Premises.

(a) Every person in charge of premises governed by this ordinance shall keep in good repair all of the exterior portions of such improvement and all interior portions thereof which, if not so maintained may cause or tend to cause the exterior of such improvement to fall into a state of disrepair. This provision shall be in addition to all other provisions of law requiring such improvement to be kept in good repair.

(b) Nothing contained in this section shall prohibit the making of necessary construction, reconstruction, alteration, or demolition of any improvement on premises governed by this ordinance, or in a design review district pursuant to order of any governmental agency or pursuant to any court judgment, for the purpose of remedying emergency conditions determined to be dangerous to life, health, or property. In such cases, no approval from the commission shall be required.

(6) Staffing, Funding and Operation. The City of Stevens Point, Wisconsin, at its expense, shall provide for the operation of the commission and the requirements of this ordinance as follows:

(a) Clerical functions and staff assistance shall be provided by the community development department.

(b) Planning assistance shall be provided by the planning department.

(c) Legal services shall be provided by the city attorney.

(d) All other requirements not previously specified that may be necessary for the proper operation of this ordinance, shall be provided by the appropriate city officer, office, staff, or function.

(7) Penalties for Violations. Any person violating any provisions of this section shall be subject to a forfeiture of not more than two hundred Dollars (\$200) for each separate violation. Each and every day during which a violation continues shall be deemed to be a separate offense.

(8) Separability. If any provision of this chapter or the application thereof to any person or circumstances is held invalid, the remainder of this chapter and the application of such provisions to other persons or circumstances shall not be affected thereby.

City of Stevens Point Inspection / Community Development

A Guidebook on Historic Preservation and Design Review

Prepared for: Stevens Point Historic Preservation/design Review Commission
By: Portage County Planning Department and Howard, Needles, Tammen & Bergendorff
Adopted by: Stevens Point Common Council
Amended: 7/20/88

STANDARDS

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INTRODUCTION

This guidebook is prepared to assist applicants in preparing and filing documents for the Stevens Point Historic Preservation/Design Review Commission. Information presented is summarized from the Stevens Point Architectural Guidelines, City ordinances, and City Downtown Comprehensive Plan. Any new construction or exterior changes to existing buildings or site improvements within the District require a Design Review. Prior to preparing documents for development and filing an application, the applicant is encouraged to have a pre-application conference with the Commission's designated agent. Please contact the Community Development Office at (715)346-1567.

PURPOSE OF HISTORIC PRESERVATION/DESIGN REVIEW

The purpose of the Historic Preservation/Design Review is to protect property rights and values, enhance historical and environmental features of the area and to ensure that the general appearance of site development and buildings shall not impair or preclude the orderly, harmonious, and safe development within the District.

SECTION I APPLICATION SUBMITTAL REQUIREMENTS

The following application submittal information will be required of the applicant in order to

be placed on a public meeting agenda. Note: The Commission or designated agent may waive specific submittal requirements based upon the type of project proposed by the applicant.

1. Pre-application conference
2. Complete application
3. Legal description of property
4. Type of applicant ownership
5. Vicinity maps (8 ½" x 11") showing location of site and current zoning
6. Site plans (8 ½" x 11") reduced copy of original site plan
7. Building plans (2 copies line drawings to scale)

- a. first floor plan to show outside access
- b. elevations of all buildings and structures with an indication of proposed materials, color, and mechanical equipment

One copy shall be a colored rendition

8. Color photographs of existing structure
9. Site plans (2 copies)

- a. site dimensions, square footage, scale, and north arrow
- b. size, shape, and location of existing and proposed buildings
- c. parking layouts including spaces, drives, curb cuts, & circulation patterns
- d. existing and proposed grades and drainage with on-site retention
- e. proposed utility services
- f. landscaping plan, existing and proposed
- g. proposed fences, sidewalks, signs, and advertising features
- h. property lines and street pavement lines

10. Additional information

- a. exterior lighting plans (pedestrian, vehicle, security, decorative)
- b. indications of outdoor storage areas, loading areas, screening of trash, and mechanical installations
- c. phasing schedule for future buildings, expansion of additional site development
- d. any addition information that will clarify understanding of the total project

SECTION II IMPROVEMENT STANDARDS

The Historic Preservation/Design Review Commission is empowered to review any new construction or exterior changes to existing buildings or site improvements within an officially designated Design Review District. The object of design review is to recognize and approve proposals which comply with adopted design standards and guidelines. The HP/DR Commission reserves the right to grant special consideration to any applicant for an exceptional design proposal which exhibits harmony with adjacent properties. Special consideration may in some cases result in variance from height, area, setback, or other

standards. Variance from design standards may also be granted in cases where strict adherence may result in undue hardship to the applicant. Existing buildings, signs, and site improvements shall be grandfathered into the District.

1. ARCHITECTURAL STANDARDS

The removal or modification of any distinguishing architectural feature of a building is not allowed unless safety is questioned. When removal or modification is required, that feature should be duplicated. If the duplication of a missing feature is not possible, an attempt shall be made to approximate the missing feature.

Existing materials in facades should be maintained and/or restored to the highest level of quality practical.

New or infill construction shall be similar in scale to that of surrounding structures.

New or infill construction shall not adversely contrast with significant horizontal or vertical patterns or rhythms of surrounding structures.

The setback of new or infill construction shall be compatible to that of adjacent structures.

Significant existing views or vistas shall not be adversely affected by new or infill construction.

2. MATERIALS

To the extent possible, original materials shall be retained in existing facades. They should be removed only where they are structurally unsound and are beyond restoration, and then only in accordance with an approved design scheme.

Natural materials are preferred over simulated or synthetic materials. The types of material preferred, but not limited to, may include: brick, stone, wood, stucco, clay, tile, ceramic tile, quarry tile, terra cotta, and cut stone. Materials to be avoided may include, but not be limited to, concrete block, plastic, fiberglass, simulated brick, simulated stone, hardboard or metal siding panels and wood siding panels.

3. ENTRANCES

New storefront doors should match or closely resemble a traditional storefront door (i.e. contain large glass panels).

Wooden replacement doors and frames are encouraged. Colonial, cross-buck or other such stylized doors are usually inappropriate in older commercial districts and shall not be permitted.

Metal doors and frames (permanent or storm) should be either painted or anodized with a dark finish rather than left in a natural metal finish.

New entrances should be designed with due consideration for access by the physically handicapped.

Entrances which front on decorative pavement in the right-of-way shall use paving materials which are substantially similar to, or harmonious with, that public pavement.

Projecting entrances, with an architecturally compatible overhead projection, shall be allowed if they do not project beyond the property line.

4. WINDOWS

The original shape, proportion and scale of window openings shall be maintained. Blocking up or otherwise closing off of an original window shall not be permitted unless deemed necessary for energy efficiency. Exceptions may be made based on overall design concept.

Wooden replacement windows are encouraged, however, new metal window frames (permanent or storm) should be either painted or anodized with a finish in character with the building being renovated.

5. SIGNS AND GRAPHICS

One externally mounted primary sign per ground floor tenant or storefront entrance shall be allowed. All other signs shall be considered secondary signs. All primary and/or secondary signs shall be located within the signable area as described in Appendix A. Advertisement of brand names (superfluous information) shall be limited to 25 percent of the sign and must be incorporated into the overall sign design. Window and awning signs and signs for second story tenants shall be considered separately. Sign specifications follow.

A. DEFINITIONS

1) PERMITTED SIGNS:

- a. Primary the most prominent sign on a façade and/or property
- b. Secondary any sign on a façade and/or property other than the primary sign. Sign size shall be limited to 50% of the allowed signable area
- c. Flush-mounted sign attached to building wall
- d. Projecting Shung from supports attached to building wall
- e. Free-Standing mounted on pedestal or pole support anchored to ground. Only allowed for businesses that are accessible by auto and provide on-site parking directly accessible to the business advertised
- f. Awning sign incorporated directly onto awning fabric
- g. Directory sign used to identify tenants occupying a building
- h. Marquee permanent roof-like structure or canopy or rigid materials supported by and extending from the façade of a building

- i. Readerboard (changeable copy sign) sign on which copy (letters, characters, and/or illustrations) can be changed manually.
- j. Sidewalk portable sign placed on sidewalk during regular business hours.
- k. Temporary signs that are in place for a limited, pre-determined time period and can be physically moved
- l. Window Graphics graphics and/or letters applied directly onto window pane

2) PROHIBITED SIGNS:

- a. Roof-mounted signs that are physically mounted to the roof and/or extend above the roofline silhouette
- b. Flashing signs that use intermittent light flow. Prohibited unless grandfathered. Time and temp./message signs may be allowed
- c. Billboards and off-premise signs that advertise products or services not sold or produced on the same property where the sign is located

B. SIGN STANDARDS

1) FLUSH MOUNTED SIGNS

Shall be located in the "signable" wall area of a façade. The "signable" area is defined as the continuous portion of a building faced unbroken by doors or windows, below the sill line of the second story and above the storefront transoms (See Appendix A).

Signable areas shall not exceed 10% of the total façade area (ht. x wdth.).

Graphics within the signable area shall be limited to 40% of the total signable area where that facade faces commercial land uses and 30% of the total signable area where the façade faces residential land uses.

In buildings that contain two or more businesses, the signage area may be divided to accommodate

the additional businesses. All signage should be coordinated in terms of color and materials.

Business directories for upper story tenants shall not exceed 8 sq. ft. in total area. Exceptions may be made based on overall design concept.

Signs and graphics shall not be allowed to physically harm the architectural character of the building they are attached to.

2) PROJECTING SIGNS (except theatre marquees)

Maximum sign area (ht. x wdth. of sign face) shall be limited to 8 s.f. where adjacent to residential areas and 16 s.f. in commercial areas.

Must maintain a minimum 8 foot 6 inch clearance between the bottom of the sign and finished grade.

May project to a point not more than 2' in from face of curb or 5' from face of building, whichever is less.

Shall project at 90 degree angle from building wall unless located at a corner.

No part of a sign shall extend above the second story window sill line.

3) FREE-STANDING SIGNS

Maximum Height (distance measured between highest part of sign structure and finished grade).

12' where adjacent to residential areas
20' in commercial areas

Maximum Sign Area (ht. x wdth. of sign face)

16 s.f. per side where adjacent to or across street from residential zones
32 s.f. per side in commercial areas

Sign Base

Shall be equal in size to total square footage of sign face but must be at least four (4) square feet.

Shall include plant materials and/or other permanent construction materials such as brick, stone, timbers etc.

4) AWNING SIGNS/CANOPY

Maximum graphic coverage may not exceed allowable graphics area as described under Section 5.B.1.).

Flush-Mounted Signs, or 25% of the total awning area, whichever is less.

Graphics displayed on awning end panels shall not exceed 8 s.f. where adjacent to residential areas and 16 s.f. in commercial areas. No part of end panel graphics may extend further than 5 feet from face of building.

Use of logos is encouraged and shall be reviewed on a case specific basis.

Internal illumination awning shall be opaque except area of allowable graphics. Lighting shall comply with Section 6.A. Sign Lighting.

Awnings with triangular (straight) cross-sections are historically appropriate and recommended. Semi-circular (barrel type) cross-sections shall be considered on a case specific bases.

Awning Structure

Must provide a minimum 8 foot 6 inches vertical clearance between the bottom of the awning and finished grade.

Shall project a minimum of 3' 6" to provide pedestrians protection from the elements.

May extend to a point not more than 2' in from face of curb or 7' from building face, whichever is less.

Must be constructed of fire resistant material.

No vertical supports are allowed in the public

right-of-way.

5) MARQUEES

Shall be reviewed on a case specific basis.

6) WINDOW GRAPHICS

Total aggregate graphics area shall not exceed 25% of total window area.

Graphics must not become unsightly or illegible. Chipped or peeling areas must be removed, repaired or replaced.

7) SIDEWALK SIGNS

Total sign area may not exceed 6 sq. ft. per side.

May take up no more than one-quarter the width of any sidewalk area.

Must be made of weather-proof materials.

May only be in place during normal work hours of business it is advertising and must be removed when that business is closed.

Must be removed if its condition becomes faded, stained, or otherwise unsightly.

Shall be exempt from base planting requirements.

May not be lighted or electrified.

Only one sidewalk sign per business location.

8) ACCESSORY SIGNS

a. Readerboards

Letters shall be limited to 6" in height.

Area shall count toward total allowable sign area and shall not exceed 25% of the total sign area.

b. Directories

Total area shall not exceed 8 sq. ft. and shall count toward total allowable sign area.

9) TEMPORARY SIGNS AND GRAPHICS

Temporary signs and graphics are subject to the design standards of permanent signs except where noted.

Includes banners and window-mounted signs (e.g. sale signs, posters, etc.). Exemption: construction signs, real estate sales signs, traffic signs, information signs and political campaign signs.

May only be in place during the time period of the condition or event it is advertising or a three week period, whichever is less.

Must be removed if its condition becomes faded, stained, or otherwise unsightly, but may be replaced if the condition or event it is advertising has not ended or passed.

Must be made of weather-proof materials.

Shall be exempt from base planting requirements.

May not be lighted or electrified.

Only one temporary sign per business location.

Temporary signs shall not be permitted above the first story of a facade.

6. LIGHTING

A. Sign Lighting

Light source shall not be visible from the street.

Light source shall be shielded to eliminate glare.

Mounting hardware should be either painted or anodized with a finish in character with the building.

B. Building Lighting

Light source shall not be visible from street.

Light source shall be shielded to eliminate glare.

Mounting hardware should be either painted or anodized with a finish in character with the building.

All building entrances providing pedestrian access during periods of darkness shall be lighted.

C. Site Lighting

All pedestrian walks and parking lots shall be lit for safe passage.

Any lights provided to illuminate any public or private parking area shall be so arranged as to reflect the light away from any abutting or adjacent residential and commercial property.

7. PARKING LOT DESIGN

All parking areas shall be constructed of concrete, asphalt, pavers or other acceptable material approved by the Commission or designated agent.

All off-street parking spaces shall be delineated by the use of stripping or a method approved by the Commission or designated agent.

All parking stalls shall conform to the dimension standards listed in Appendix B.

An allowance of 25% of the total number of off-street parking spaces required may be identified, constructed and used as compact car spaces.

Compact spaces shall be conveniently located and provided with adequate above grade signage to identify "COMPACT CARS ONLY."

Parking stalls to accommodate the physically handicapped shall be provided in accordance with the State Building Code and shall be conveniently located.

Screening shall be provided as specified in Section 8 Landscaping.

Ingress and egress of parking areas shall be designed with due regard for visibility and safety.

8. LANDSCAPING

A. General

Existing healthy trees shall be saved where not in conflict with the building locations or required driveways. Site plans shall be

arranged so that healthy trees can be saved or transplanted. Trees to be removed shall be inspected by the designated agent relative to compliance with this requirement.

Plantings must be installed with growth characteristics which will provide the required height and sight obscurity within a two-year period.

Screening shall be provided in the form of a hedge, fence, planter box, berm and trees or any combination thereof.

Landscaping shall provide year-round variety in color and composition.

All fixed planters shall be large enough to provide adequate growth area for plantings and protection from dehydration. Shade trees shall be planted which are not less than 1 ½"-2" caliper size at time of planting. (Caliper shall be measured 6" above ground line).

Shrubs shall be a minimum 18" in height at time of planting.

Transitional yards between commercial uses and residential uses shall be landscaped with a random layout of coniferous and deciduous trees and possibly fencing to create a sight obscuring and sound absorbing buffer.

Trees, shrubs, groundcovers and topographic variations (berms) shall be provided to diffuse and buffer street noise, sun exposure, prevailing winds and to control soil erosion.

B. Parking Lot Screening

Three (3) foot inground planters shall be provided between all parking areas of four or more spaces and any street. A minimum 3' high visual screen shall be provided adjacent to any street. (exception: maximum 2' height within 20' clearview triangle).

Provide a 5'-6' continuous screen when adjacent to land uses other than commercial or industrial.

All parking spaces adjacent to planters shall be provided with permanent wheel restraints to guard against vehicular encroachment into landscaped area.

Parking areas of four or more spaces shall be served by an access drive so that no backward movement or maneuvering within a street, except alleys or service drives, will be required.

No access or service drive shall be less than 20' wide for two-

way traffic or less than 12' wide for one-way traffic.

A 20' clear-view triangle shall be maintained at all intersections. Said triangle to be formed by connecting points along intersecting property lines measured 20' from the point of intersection.

C. Interior Lot Landscaping

Shall be required on lots of 50,000 s.f. and larger.

Not less than two percent of the total parking lot area, excluding the perimeter landscaping shall be landscaped with interior plantings dispersed throughout the lot and shall consist primarily of overstory/understory trees.

Each separate landscaped planter shall be a minimum of 80 s.f. in area with one minimum dimension being eight feet.

9. MAINTENANCE

All exterior building surfaces, signage and screening materials shall be maintained at the highest level of quality practical.

Restoration and cleaning of masonry surfaces shall be accomplished only through the use of water detergents, scrubbing and/or chemical agents. Sandblasting shall not be permitted.

Painting of existing masonry or stone surfaces, unless already painted, shall not be permitted. Clear sealants shall be allowed.

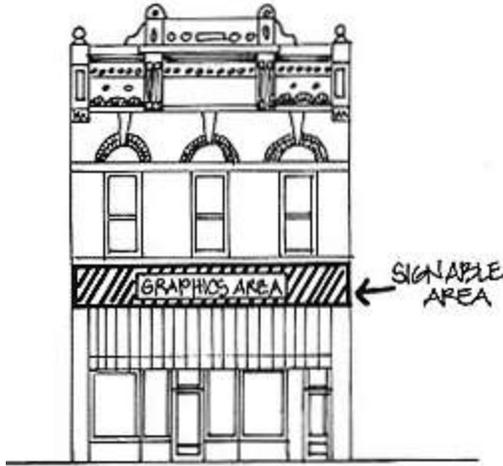
All exposed wood trim and decoration shall be protected with primers, paints, preservatives and/or sealants. Prior to the application of these materials, all loose and deteriorated material shall be removed. Semi-gloss or flat latex paints are recommended.

Repointing deteriorated mortar joints should be done with mortar similar to the original in color, texture, and hardness. The style and size of new mortar joints should also match the original.

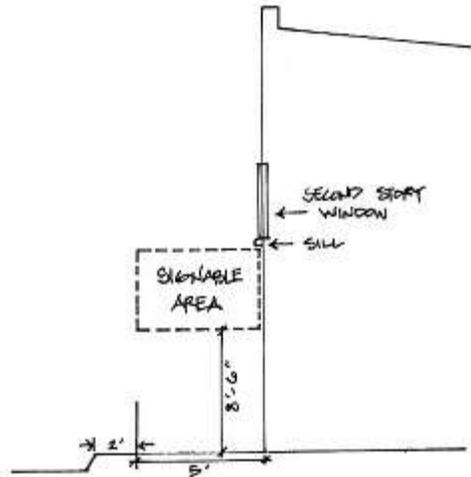
APPENDICES

APPENDIX A

SIGNABLE AREA DIAGRAM



Example: Flush-mounted Sign

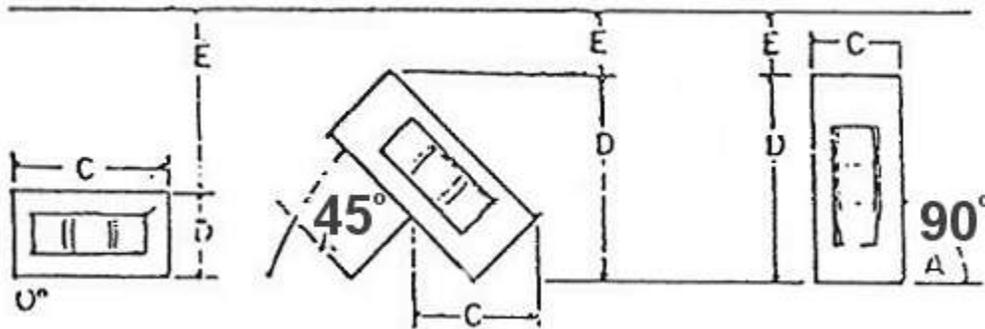


Example: Protruding Sign

APPENDIX B

PARKING DIMENSION STANDARDS Minimum Standards for Parking Lot Design

Parking Angle A	Stall Width B	Curb Length/Car C	Stall Depth D	Driveway Width E
40°	9'	14'	19'	12'
45°	9'	12' 9"	19'	13'
50°	9'	11' 9"	20'	14'
60°	9'	10' 5"	20'	16'
70°	9'	9' 8"	20'	18'
80°	9'	9' 2"	20'	20'
90°	9'	9'	18'	22'



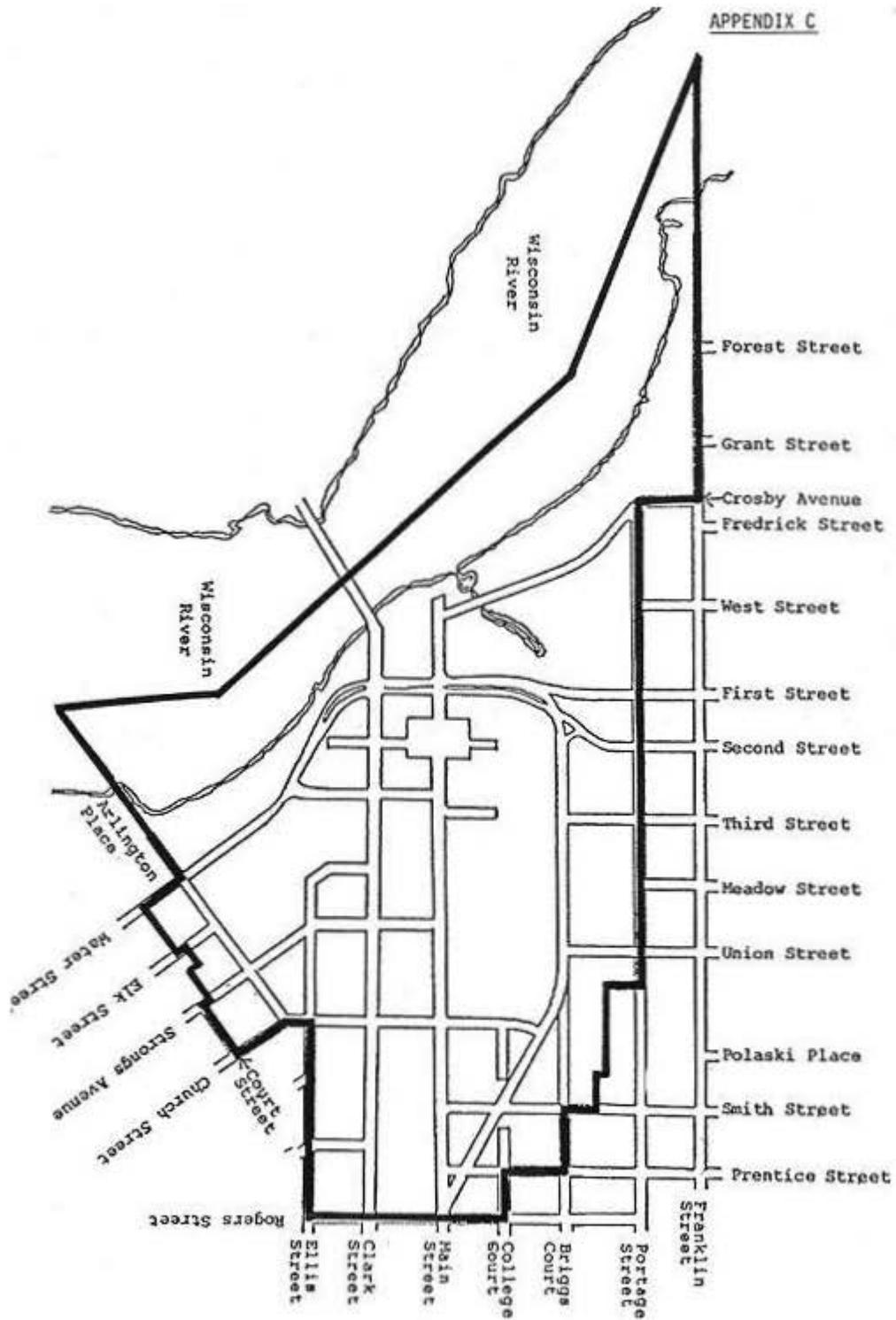
Minimum Standards for Compact Vehicles

Parking Angle A	Stall Width B	Curb Length/Car C	Stall Depth D	Driveway Width E
45°	7' 6"	10' 6"	16'	11'

60°	7' 6"	8' 9"	16' 9"	14'
75°	7' 6"	7' 10"	16' 4"	17' 5"
90°	7' 6"	7' 6"	15'	20'

APPENDIX C

DESIGN REVIEW DISTRICT MAP



APPENDIX D

HISTORIC PRESERVATION/DESIGN REVIEW COMMISSION RULES

- A. Unless the Chair is appointed by the Mayor, the Chair shall be elected by the Commission. The Chair, or its designee, shall preside at all meetings.
- B. Action shall be by majority vote of the body of the whole.
- C. A quorum shall be 5 members or more.
- D. The Chair and members present shall vote unless disqualified by conflict of interest. Sec. 22.04(4).
- E. Regular meetings shall be held at 4:15 p.m. the first Tuesday of each month. Special meetings shall be at the call of the chair or request of 3 members. Executive sessions may be held in accordance with State law.
1. Meetings shall be open to the press and the public except Executive Sessions. Action taken at closed Executive Sessions shall be made public on request.
 2. The Designated Agent, in consultation with the Chair, shall prepare an agenda for all meetings. Adequate notice of all meetings shall be provided to the press. The notice shall include the agenda and a statement if the meeting is closed to the press and public.
- F. Minutes in writing shall be kept by a member of the City Staff who is approved by the Chair. Minutes shall be approved at the next meeting of the Commission. Minutes shall be promptly supplied to the Common Council.
- G. The "Designated Agent" of the Commission is the City Planner/Designer for architectural design review and historic preservation, and the Community Development Director for enforcement and clerical/administrative functions until authority is revoked. Duties are as follows:
1. Perform the first review of an application for a Certificate of Appropriateness and Building Permit. Where the proposal is judged to be in conformance with the provisions of Chapter 22, Stevens Point Ordinance and the Architectural Guidelines, a Certificate of Appropriateness may be issued.
 2. Agent(s) is(are) not authorized to deny a Certificate of Appropriateness. Where judgment indicates a Certificate should be denied, the Agent(s) shall refer the application with recommendations to the Commission for its action.
 3. Agent(s) may refer to the Commission with recommendations for any application or proposal which is judged to merit Commission review and action.
 4. Agent(s) shall have a minimum of one week to investigate and act on an application. This time may be extended by the Commission.
 5. Agent(s) shall attend and give a work report to the Commission at each regular meeting including, but not limited to:
 - a. A descriptive summary of each application filed on the current agenda

- b. A descriptive summary (update) of any pending proposals.
- c. Report on staff approvals to date.
- d. A brief report on the status of Design Review and Historic Preservation matters generally. e.g. Compliance

H. Minutes and Forms.

1. Minutes, files, and records of the Commission and its Agent(s) shall be kept by the Community Development Director to provide those concerned with an accurate record of their proceedings and work. Destruction of these items shall take place by Commission order only.

2. Forms needed to perform the work of the Commission or its Agent(s) shall be designed under the direction of the Community Development Director and the designated agent and approved by the Commission prior to use.

I. The Chair shall control the procedure at Hearings and Meetings. Generally, the order of presentation shall be as follows:

- 1. Introduction and project description staff
- 2. Applicant or proponent and witnesses
- 3. Designated agent(s)
- 4. City representative
- 5. Commission witnesses
- 6. Commissioners and
- 7. Others

Upon first obtaining recognition and permission of the Chair, any Commissioner may question any speaker at any time. The Chair reserves the right to vary the order of presentation and shall keep them to a reasonable length of time and to the point. After the presentations are closed by the Chair, the Commission shall deliberate without interruption by others present. Action may be taken at the current session or held over for further consideration and action at an adjourned or subsequent meeting of the Commission.

J. All questions not covered by these Rules shall be controlled by the latest edition of Roberts Rules of Order.

APPENDIX E

THE DESIGN REVIEW PROCESS

The primary purpose of Design Review is to protect and enhance the visual image and property values of Stevens Point. Application for Historic Preservation/Design Review is required for all exterior changes made to properties within the Design Review District. A concern of most applicants is the potential for added "red tape" and the resulting delay of their project start-up. Delay can be minimized by complete submittals of necessary materials and adequate advance communication of intentions. The granting of a Certificate of Appropriateness by the Historic Preservation/Design Review Commission (HP/DRC) is only one part of the permit application. An applicant is not authorized to proceed with a project until a building permit is received from the City Inspection Department. The explanation of the design review process which follows is intended to supplement and interpret the provisions of the Historic Preservation Design Review Ordinance.

1. PRELIMINARY INQUIRY

The applicant is encouraged to meet with the City's Design Review staff person to become familiar with the City's design guidelines, review procedures, building and zoning codes, etc. During this meeting, the Design Review staff person will outline the specific submission requirements for the proposal. If it is determined that the applicant can satisfactorily meet all the design guidelines and submittal requirements, an application may be accepted at that time. If the proposed requires further development, an application form will be issued but must be returned with the design submissions.

2. DESIGN SUBMISSIONS

The applicant must submit a completed application form and presentation materials as determined by the Design Review staff person during the preliminary inquiry. All submissions are due a minimum of ONE WEEK PRIOR to the regularly-scheduled HP/DRC public meeting.

3. STAFF REVIEW/RECOMMENDATION

The Design Review staff person will prepare and distribute to the HP/DRC members a report for all proposals submitted. The purpose of the report is to analyze each proposal based on information submitted and make recommendations to the Commission.

4. HP/DRC PUBLIC HEARING

A public hearing will be held on the first Tuesday of each month. If necessary, special meetings may be scheduled subject to Wisconsin Open Meeting Law notice requirements. If an application and related staff recommendation are to be considered at a public hearing, the applicant or designated representative must be present.

5. CERTIFICATE OF APPROPRIATENESS

Upon approval of an application, a formal Certificate of Appropriateness will be issued. The applicant, in addition, must secure the necessary permits and approvals from the City Inspection Department and other governmental authorities having jurisdiction. No construction, reconstruction, or sign erection may commence solely on the basis of approval by the HP/DRC. No approval issued by the HP/DRC shall be interpreted to authorize any activities which would otherwise be in violation of the City's codes.

6. APPEAL

Upon receiving a formal determination from the HP/DRC that no Certificate of Appropriateness will be issued, based upon the applicant's submission, the applicant may appeal any or all parts of the determination to the City of Stevens Point Common Council. The Common Council will consider the appeal. The outcome of the Common Council reconsideration may uphold, reverse, or modify the HP/DRC decision.

7. CONSTRUCTION ENFORCEMENT

The Building Inspector has the authority to stop projects that do not comply with the Standards.

APPENDIX F

PLAN CHECKLIST

Plot Plan

- Zoning
- Scale
- North Arrow
- Building Square Footage
- Lot Coverage
- Lot Size
- Property lines

Drainage

- a) spot elevation
- b) catch basin location

Parking and Drives

- a) parking requirements
- b) dimensions
- c) access to right-of-way

Landscaping

- a) landscape coverage
- b) existing and proposed plants
- c) plants to be removed
- d) parking screen

Fire Department (if applicable)

- a) Fire access drive
- b) Existing or proposed

Building Elevation

- a) Building height
- b) Exterior materials
- c) Window type
- d) Door type
- e) Mechanical unit screen

Signage

- a) Free-standing location
- b) Wall sign location
- c) Sign Elevation

hydrant on property

____ Lighting

- a) ____ Type
- b) ____ Height