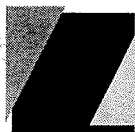


A planning document for the...

CITY OF EDGERTON

DOWNTOWN MASTER PLAN AND DESIGN GUIDELINES

Adopted
January 31, 2000



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Edgerton

SECTION ONE: MASTER PLAN

I. Introduction

In the summer of 1999, the City of Edgerton commissioned Vandewalle & Associates, a planning, urban design, and economic development firm, to develop a comprehensive strategy for the redevelopment of the Downtown. This comprehensive redevelopment strategy includes the following three steps:

1. Development and adoption of a Downtown master plan with design guidelines
2. Creation of a tax increment financing district for the Downtown
3. Creation of a Downtown redevelopment district

Together, each of these three steps provides the planning, financing, and implementation components required for a comprehensive redevelopment strategy.

The purpose of this document, the *City of Edgerton Downtown Master Plan and Design Guidelines*, is to provide a guide for the redevelopment of the Downtown in order to ensure that the redevelopment activities meet the long-term goals of the City. The Downtown is centered on Fulton Street and is generally bounded by Saunders Creek to the north, Lawton Street to the south, West Street to the west, and Catlin Street to the east (See Map One).

A. The Process

In the spring of 1999, Vandewalle & Associates, at the request of the City, conducted an assessment of the economic and redevelopment opportunities for Downtown Edgerton. This assessment is a multi-tiered process, called an opportunity analysis, and includes the following steps:

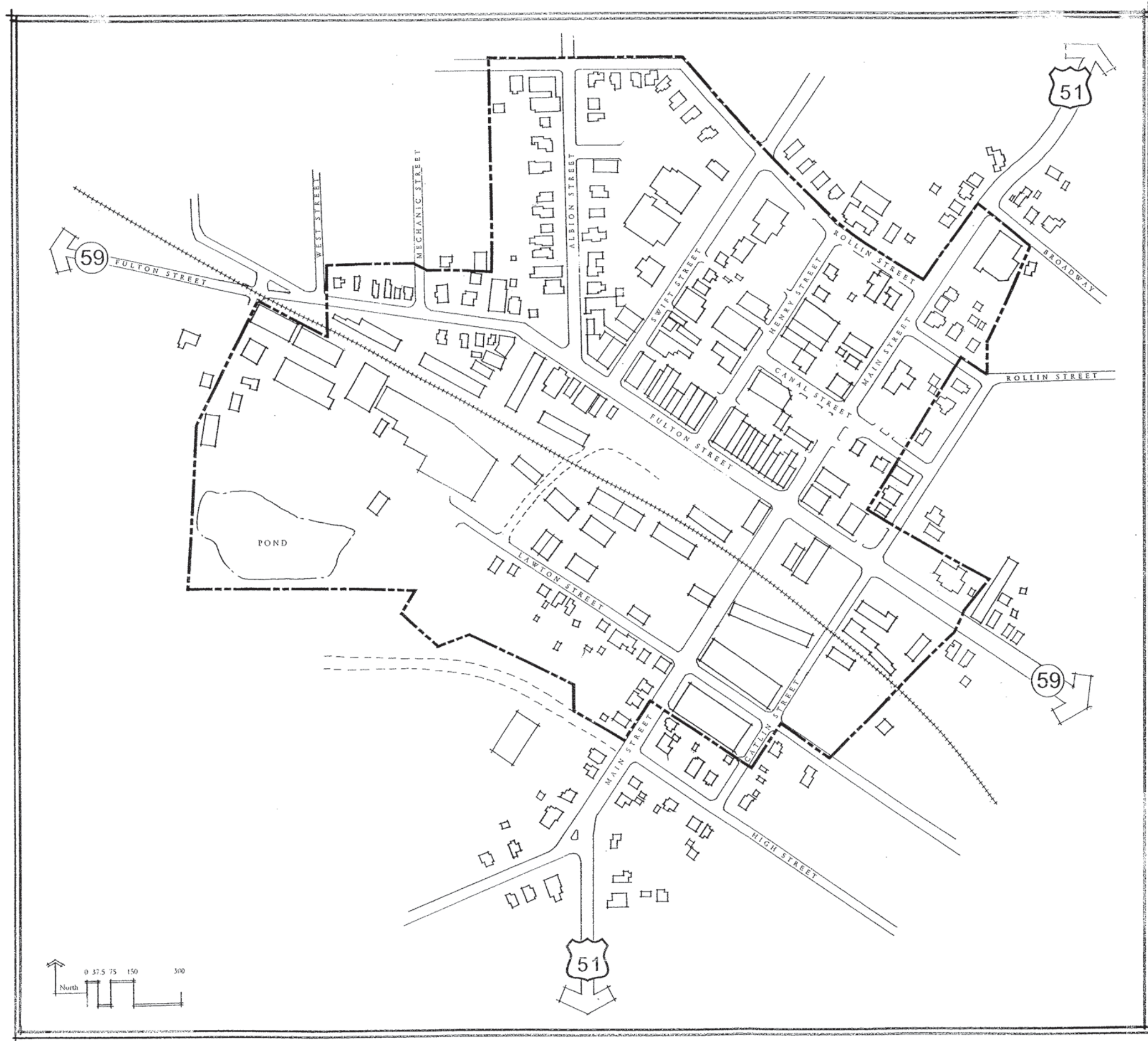
1. Review of Edgerton's history, past planning initiatives, and other relevant documents
2. Personal interviews with key players and Downtown stakeholders
3. Physical analysis of Edgerton, including its regional location, and an inventory of Downtown
4. Community forum

The City of *Edgerton Downtown Opportunity Analysis* (Appendix A) describes the opportunities for Downtown Edgerton with regards to land use, transportation, redevelopment, urban design, and economic development. The opportunity analysis, the first step in the above-mentioned comprehensive redevelopment process, provides the basis for this master plan and the long-term redevelopment of the Downtown.

City of
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DOWNTOWN

BOUNDARY MAP

MAP 1



In the fall of 1999 as part of the implementation of the recommendations contained in the opportunity analysis, the City formed the Downtown Master Plan Steering Committee, comprised of Downtown residents, property owners, and business owners. The purpose of the Steering Committee was to develop a Downtown Master Plan. Using the *Edgerton Downtown Opportunity Analysis* as the basis, the Steering Committee worked with Vandewalle & Associates and City officials to expand and refine the recommendations contained in the opportunity analysis. The result of this effort is the *City of Edgerton Downtown Master Plan and Design Guidelines*, which is an officially adopted document of the City and should be considered as an amendment to the *City of Edgerton Comprehensive Plan*.

Public Process

The community has had numerous opportunities to participate in and comment on the recommendations in this document during the process of developing both the opportunity analysis and this master plan. As indicated above, the process of developing the opportunity analysis included a two day interview process in which Vandewalle & Associates interviewed approximately 40 individuals, including business owners, property owners, civic leaders, and interested citizens, regarding the Downtown. Vandewalle & Associates then presented its recommendations at a public forum.

The membership on the Steering Committee is strategically drawn from the Downtown community in order to ensure that varied interests are represented. The master plan was presented at a joint session of the City Council and the Plan Commission as well as at a community forum. Finally, as part of the process of adopting the master plan, a public hearing was held before the Plan Commission. The final version of the master plan was then adopted by the City Council.

B. Goals and Objectives of the Downtown Master Plan

The development of goals and objectives is a key element of the comprehensive planning process. The goals and objectives are intended to express the basic values, desires, and needs of the community with regards to the redevelopment of the Downtown. Goals are broad statements that express the general priorities for the development and redevelopment of the Downtown. Objectives are specific statements regarding specific activities that are attainable through the planning, redevelopment, and implementation process.

The following goals and objectives were developed by the Downtown Master Plan Steering Committee with the assistance of Vandewalle & Associates and City Officials. These goals and objectives are intended to serve as a guide for the preparation and implementation of the redevelopment recommendations presented in this master plan.

Goal – Identity

To promote and preserve the City’s historic identity, particularly in regards to pottery, cultural heritage, and agriculture.

Objective One

Create a tourist and artisan center for Pauline Pottery and related enterprises.

Objective Two

Rehabilitate tobacco warehouses for retail and commercial uses.

Objective Three

Relocate the Pauline Pottery Log Cabin to the area surrounding the former municipal swimming pool.

Objective Four

Develop an agricultural/tobacco heritage museum.

Objective Five

Integrate the Sterling North Historic Home into the cultural identity and the Downtown.

Goal – Regional Presence

To create a regional presence as a node along the tourist network, as a residential opportunity for professionals who work throughout the region, and as a resource for the seasonal community in Lake Koshkonong.

Objective One

Actively develop a partnership with other tourist communities including, but not limited to, Milton, Cambridge, and Stoughton.

Objective Two

Provide a mix housing opportunities within the Downtown including multi-family housing targeted at professionals and seniors.

Objective Three

Provide a mix of retail and commercial enterprises that cater to the seasonal and tourist trade including specialty shops, restaurants, and basic needs and services.

Objective Four

Strengthen the image of the City as a location for golf through marketing and the development of retail and commercial services that cater to the golfing community.

Goal – Tax Base

Seek and evaluate potential new tax base to facilitate the public investment in improved infrastructure in the Downtown.

Objective One

Identify potential redevelopment sites and actively pursue and encourage their redevelopment by the private sector.

Objective Two

Capitalize on in-fill development opportunities.

Objective Three

Redevelop industrial areas in a manner more consistent with the land use and economic development goals for the Downtown.

Objective Four

Develop a mix of residential housing opportunities.

Goal – Density

Increase development intensity and density in order to create a vibrant urban center.

Objective One

Redevelop sites that are currently underdeveloped or not being used for their highest and best use.

Objective Two

Promote the development of multi-family housing within the Downtown.

Goal – Historic Preservation

Preserve historically significant structures throughout the Downtown including the tobacco warehouses, the rail depot, the Sterling North Home, the Pauline Pottery Log Cabin, and the Fulton Street building façade.

Objective One

If an historical structure is included in a redevelopment site, coordinate redevelopment activities with the Historic Preservation Commission.

Objective Two

Encourage historically coherent and complimentary architecture for new development.

Goal – Entryways and the Built Environment

Improve the visual and architectural quality of entryways and the built environment.

Objective One

Provide entryway features on STH 51 and STH 59.

Objective Two

Develop and implement coherent and comprehensive design guidelines for redevelopment, new development, and façade improvement programs.

Goal – Pedestrian Amenities

Improve pedestrian access throughout the Downtown and create and maintain pedestrian friendly amenities.

Objective One

Capitalize on and continue Downtown Renewal Association's streetscaping throughout the Downtown.

Objective Two

Seek a formal pedestrian rail crossing and potential extension of Swift Street to proposed artisan district and city park.

Goal – Partnerships

Build partnerships with State, local government, and the private sector in order to facilitate the redevelopment of the Downtown.

Objective One

Identify and actively pursue State and/or Federally funded grant and loan programs for redevelopment and related activities.

Objective Two

Actively solicit and encourage private sector redevelopment of the Downtown.

Objective Three

Petition the State of Wisconsin for access to funding from the state's settlement with tobacco companies to develop new uses for tobacco, such as fiber, medicine, and paper. Encourage the reuse of the agricultural infrastructure created for tobacco farming.

C. Compatibility with the *City of Edgerton Comprehensive Plan*

In December 1995 the City of Edgerton adopted the *City of Edgerton Master Plan*. The purpose of the plan is to serve as guide for the development of the City in order to ensure the public health, safety, morals, order, convenience, prosperity or general welfare of the community as well as an efficient, economic development process. The plan provides a long-term development strategy to guide City officials and other decision-makers in regards to development issues.

The plan provides specific goals, objectives, and policies that are relevant to the future redevelopment of the Downtown and to the *City of Edgerton Downtown Master Plan and Design Guidelines*. This Downtown Master plan is consistent with the *City of Edgerton Master Plan* and incorporates the below listed goals, objectives, and policies. The implementation of this plan, in conjunction with the implementation of the redevelopment and TIF project plan, will facilitate the accomplishment of a number of the goals, objectives, and policies contained in the *City of Edgerton Master Plan*. Those goals, objectives, and policies are as follows:

General Development Goal

To limit development only to areas where the physical features are suitable and the needed community services are available for development.

Natural Resources Goal

To preserve and protect the natural and historic resources for the City for the use and enjoyment by present residents and visitors and future generations.

Objective

To preserve especially suitable areas for eventual park and other recreational purposes.

Policy: Encourage the development of suitable commercial recreational facilities for use by Edgerton residents and to attract tourist trade.

Policy: Work with local interest groups to preserve and promote resources having historic interest such as the Sterling North Home, the Tobacco Museum, and the tobacco warehouses.

Economic Goal

To strengthen and diversify the economy of the City.

Objective

To promote and support industrial, commercial, and residential development.

Policy: Support local organizations such as the Economic Development Corporation, the Chamber of Commerce, and the Downtown Renewal Group in their efforts to promote a diverse economy.

Policy: Utilize available financing techniques to promote industrial and commercial development such as tax increment finance districts, deferred assessments, and grants.

Residential Goal

To improve and maintain existing residential resources of the City. To carefully manage new residential growth in order to provide a diversity of housing that is in keeping with the character of the existing City.

Objective

Allow a variety of housing types, designs, and costs to meet the needs of all segments of the community.

Commercial Goal

To improve and/or maintain the existing and proposed commercial resources of the community.

Objective

To maintain the Central Business District as the historic commercial center of the City.

Policy: Continue to improve the infrastructure such as lights, benches, facades, and sidewalks to improve the aesthetics of the Downtown.

Objective

To discourage the scattering of commercial uses and to discourage strip-type development along highways.

Objective

To encourage the diversification of available goods and services.

Industrial Goal

To have long term balanced growth in the local economy. Industrial development through business attraction and local expansion is desirable because it increases the tax base and creates jobs in the community. The City plans to meet the needs of both large site and small site users.

Objective

To encourage suitable industrial development in appropriate locations.

Objective

To encourage diversification of new industry.

Transportation Goal

To provide a multi-modal transportation system for efficient, safe, and convenient movement of people, goods, and services.

Objective

Provide a transportation network that will strengthen access between interdependent land uses such as commercial, industrial, residential, recreational, and educational uses yet keep the majority of the traffic on arterial and collector streets.

Objective

Encourage the use of bicycle, rail, and bus as alternative forms of transportation.¹

D. Compatibility with the City of Edgerton Historic Preservation Plan

The City's Historic Preservation Commission is in the process of adopting the *Historic Preservation Plan* for the Fulton Street Historic District. The City currently has an adopted Historic Preservation Ordinance (Building Regulation 20.17) that would enable the City to immediately implement and enforce the guidelines of the *Historic Preservation Plan*, upon adoption of the plan.

The adoption and implementation of this preservation plan have important implications for the future redevelopment of the Downtown. First, the Fulton Street Historic District is the core of the Downtown and its boundaries fall within the Downtown area covered in this plan. Second, the preservation of Edgerton's history and historic assets plays an important role in the long-term redevelopment of Downtown. In order for the implementation of the two plans to be successful, the goals, recommendations, and design guidelines must be consistent, or at a minimum, compatible.

To that end, the Master Plan Steering Committee and the Historic Preservation Committee have coordinated the two plans in the following manner:

- Incorporating the goals of the *Historic Preservation Plan* into the goals of the *Edgerton Downtown Master Plan and Design Guidelines* (See below).
- Ensuring the Design Guidelines for this plan are consistent with the Policies for Exterior Alterations, Policies Relating to New Construction in Historic Districts, and the Preservation Guidelines, for rehabilitation and new construction, from the *Historic Preservation Plan*.
- At the recommendation of the Historic Preservation Commission, the City will amend the Historic Preservation Ordinance to exempt from the ordinance the redevelopment sites recommended in this plan in Section 4(b) 4(c) and specified in the *City of Edgerton Downtown Redevelopment Project Plan Number One*, in regard to the regulation of demolition.

The goals of this plan are consistent with the following goals of the *Historic Preservation Plan* for the Fulton Street Historic District:

1. To preserve and maintain historic sites which reflect or represent elements of the City's cultural, social, economic, political, and architectural history.
2. To educate residents and visitors to the City of Edgerton about the history of the community as reflected and represented in its historic sites.
3. To stabilize and improve historic property values in the City of Edgerton.
4. To preserve and enhance the appearance and aesthetic values associated with historic sites.
5. To enhance economic vitality and livability of historic neighborhoods.
6. To coordinate historic preservation with other planning and development programs of the City of Edgerton. These include, but are not limited to, economic development, land use planning, park and recreation planning, capital improvement programming, and neighborhood planning.²

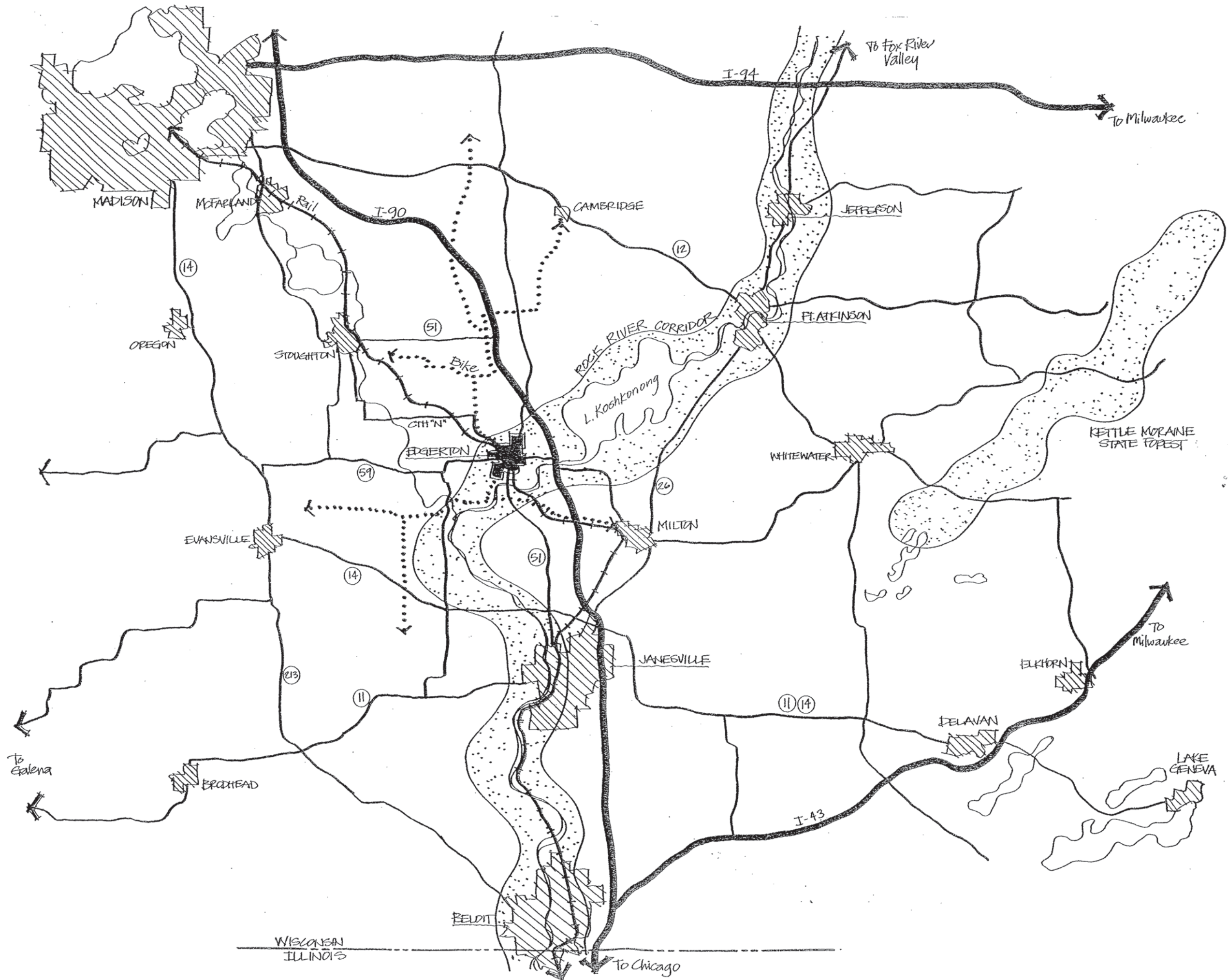
II. Downtown Master Plan Recommendations

A. City of Edgerton's Opportunities

The City of Edgerton's geographic location and historic assets define the City's future opportunities for redevelopment, land use, and economic development. The location and historic assets give rise to numerous opportunities and recommendations regarding commercial and residential development, retail niche strategies, cultural and historic preservation, and generally improving the physical and economic viability of the Downtown. For a detailed discussion of these opportunities and recommendation, please refer to the *Edgerton Downtown Opportunity Analysis* in Appendix A.

Summary

- The City (See Map Two) is strategically located along the I90 transportation corridor, between the employment centers of Madison and Janesville. Future rail initiatives for the region as well as population trends will impact the opportunities for growth and redevelopment within the Downtown. Edgerton has the opportunity to market itself as a place to live for families and professionals seeking a better quality of life within easy travel distance to urban centers.
- Edgerton is located within the Rock River Basin, with its numerous recreational activities, and along a network of scenic highways that serve a growing tourist trade. The close proximity of Lake Koshkonong and the Kettle Moraine Forest provide an additional "built in market" of customers for businesses within the Downtown. With the appropriate business mix, the Downtown has the opportunity to capture this recreational, tourist, and seasonal traffic.
- The City's history as one of the country's major producers of tobacco as well as a center for brick making and pottery has left a well preserved physical legacy. The wealth of the tobacco trade, when combined with the beauty of Edgerton Cream Brick, created an architecturally significant Downtown; even the tobacco warehouses, some of which are still in use, contribute architecturally to the Downtown. The rehabilitation and adaptive reuse of the tobacco warehouses would create the opportunity for a unique retail district that would be an additional draw to Edgerton.
- Additional opportunities have been created by the renewed national interest in Pauline Pottery and the recent efforts of the Arts Council of Edgerton (ACE). The creation of a cultural and tourist destination centered on pottery (and similar products) manufacturing, display, and retail activities create the opportunity for an artisan district that would make Downtown Edgerton a destination.



MAP 2

B. Recommendations

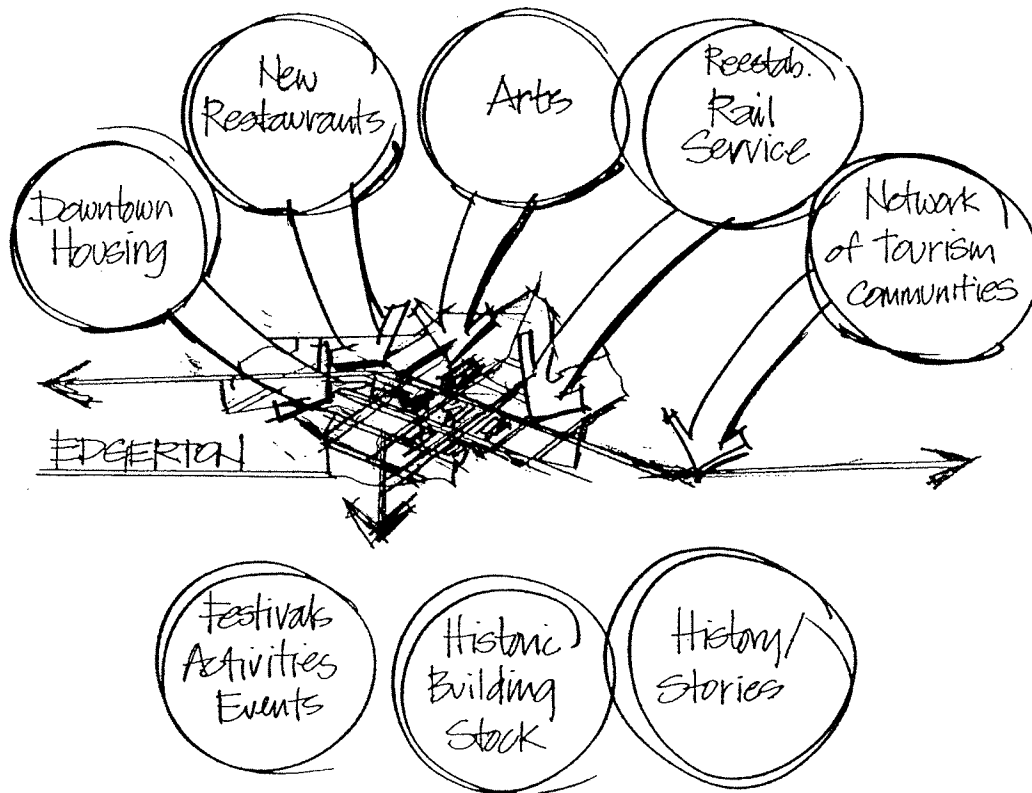


Figure 1

One of the primary goals of the *City of Edgerton Downtown Master Plan and Design Guidelines* is to strengthen the Downtown as the heart of the community, both symbolic and functional. This reinvigorated heart will serve its citizens and attract visitors. Through public improvements and private redevelopment, the Downtown will support local and visitor activities such as shopping, recreation, business, learning, community events, and civic meetings. The Master Plan proposes integrating retail, housing, office, government services, and community spaces – each contributing to the vitality of the Downtown. It recommends drawing on Edgerton’s heritage as a source of pride, an economic driver, and a unifying theme.

Specific recommendations include the redevelopment of underutilized sites within the center of Downtown, connecting retail districts with heritage sites and public open space, reinvigorating historic crafts as contemporary specialty industries (i.e., pottery), and creating symbolic community spaces on Edgerton’s “Main Street” – Fulton Street. Entry corridors will be improved to create a more visitor friendly entryway to the Downtown. Improved signage will provide clear direction to Downtown retail, historic, and public facilities as well as parking. Coherent and comprehensive streetscaping will unify and enhance the overall appearance of the Downtown.

Map Three, *the City of Edgerton Downtown Masterplan*, provides a comprehensive overview of the recommendations for the Downtown, including the identification of public improvements, redevelopment sites, streetscaping, wayfinding, and parking. Figure Two provides a conceptual plan for how these combined public and private improvements will transform Downtown Edgerton. Those improvements include the following areas:

- Fulton Street Historic Blocks
- Edgerton Center
- Main Street Commercial
- Mixed Residential
- Clay Pit Heritage Park
- Swift Alley
- Tobacco Alley
- Civic Center

The recommendations made in this Master Plan are challenging yet realistic. By focusing both public and private improvements on existing strengths and underutilized sites, the City of Edgerton has the opportunity to create a unique and vital heart to for its community.

Redevelopment Recommendations (See Map Four)

The City of Edgerton Redevelopment Plan identifies both public and private improvements. There are five public redevelopment areas within the Downtown including the following:

- ① Edgerton Center
- ② Swift Alley
- ③ Clay Pit Heritage Park
- ④ Tobacco Alley
- ⑤ Civic Center

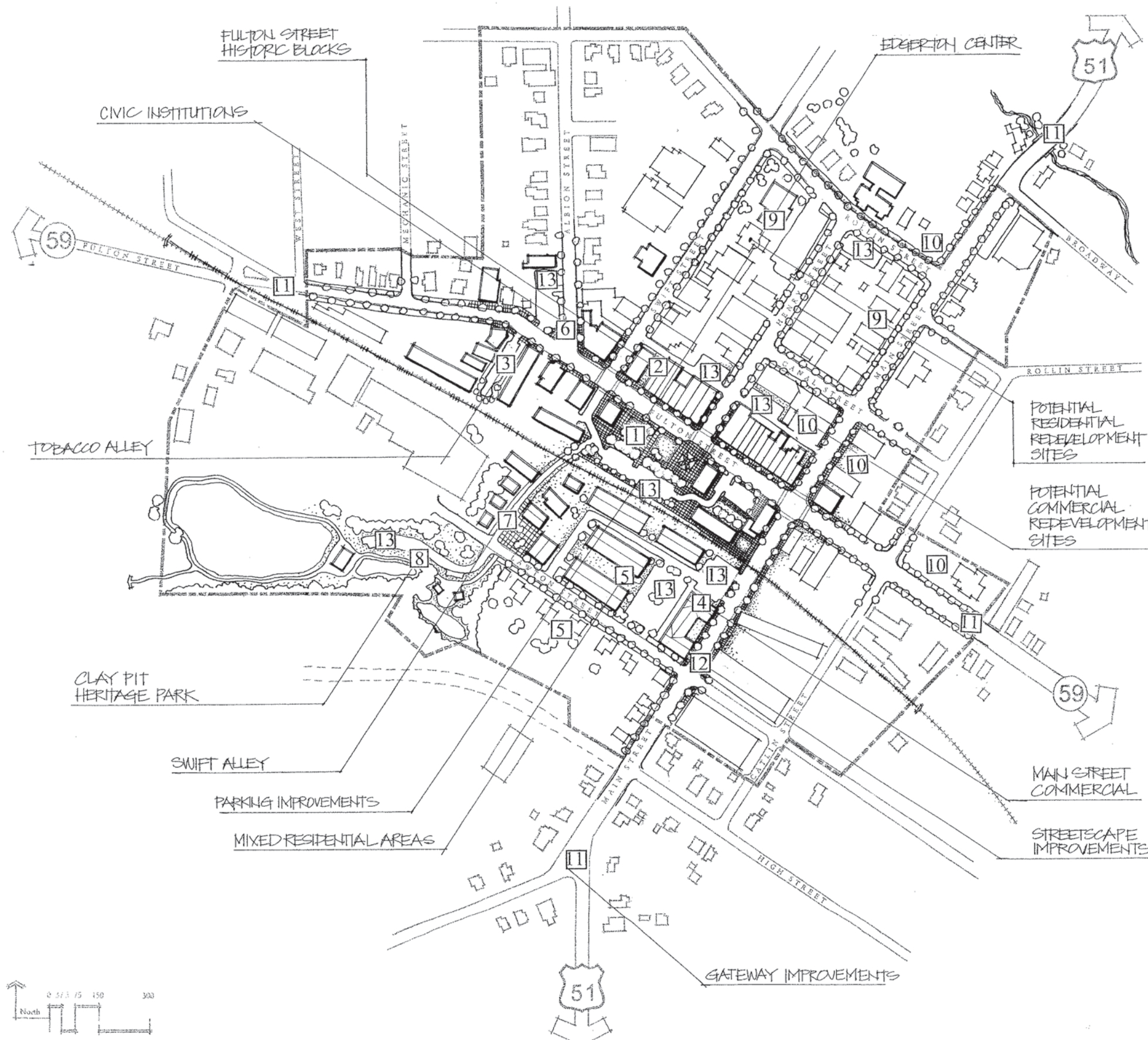
There are fourteen private redevelopment areas including the following:

- ① Main Street Commercial
- ② Warehouse District Mixed Use Residential
- ③ Lawton Street Mixed Use Residential
- ④ Swift Alley Commercial
- ⑤ Fulton Street Commercial
- ⑥ Main Street & Canal Street Commercial
- ⑦ Main Street & Canal Street Commercial
- ⑧ Main Street Residential/Mixed Use
- ⑨ Historic Residential Rehabilitation & New Development
- ⑩ Depot & Dickinson Warehouse Reuse
- ⑪ Tobacco Alley Commercial Reuse

City of EDGERTON DOWNTOWN

MASTER PLAN

- 1 Edgerton Center
 - Fulton Square
 - Swift Alley Connection
 - Depot Square
- 2 Fulton Street Historic Blocks
- 3 Tobacco Alley
- 4 Main Street Commercial
- 5 Mixed Residential Areas
- 6 Civic Institutions
- 7 Swift Alley
- 8 Clay Pit Heritage Park
- 9 Potential Residential Redevelopment Sites
- 10 Potential Commercial Redevelopment Sites
- 11 Gateway Improvements
- 12 Streetscape Improvements
- 13 Parking Improvements



MAP 3

City of
EDGERTON
DOWNTOWN

FULTON STREET HISTORIC BLOCKS

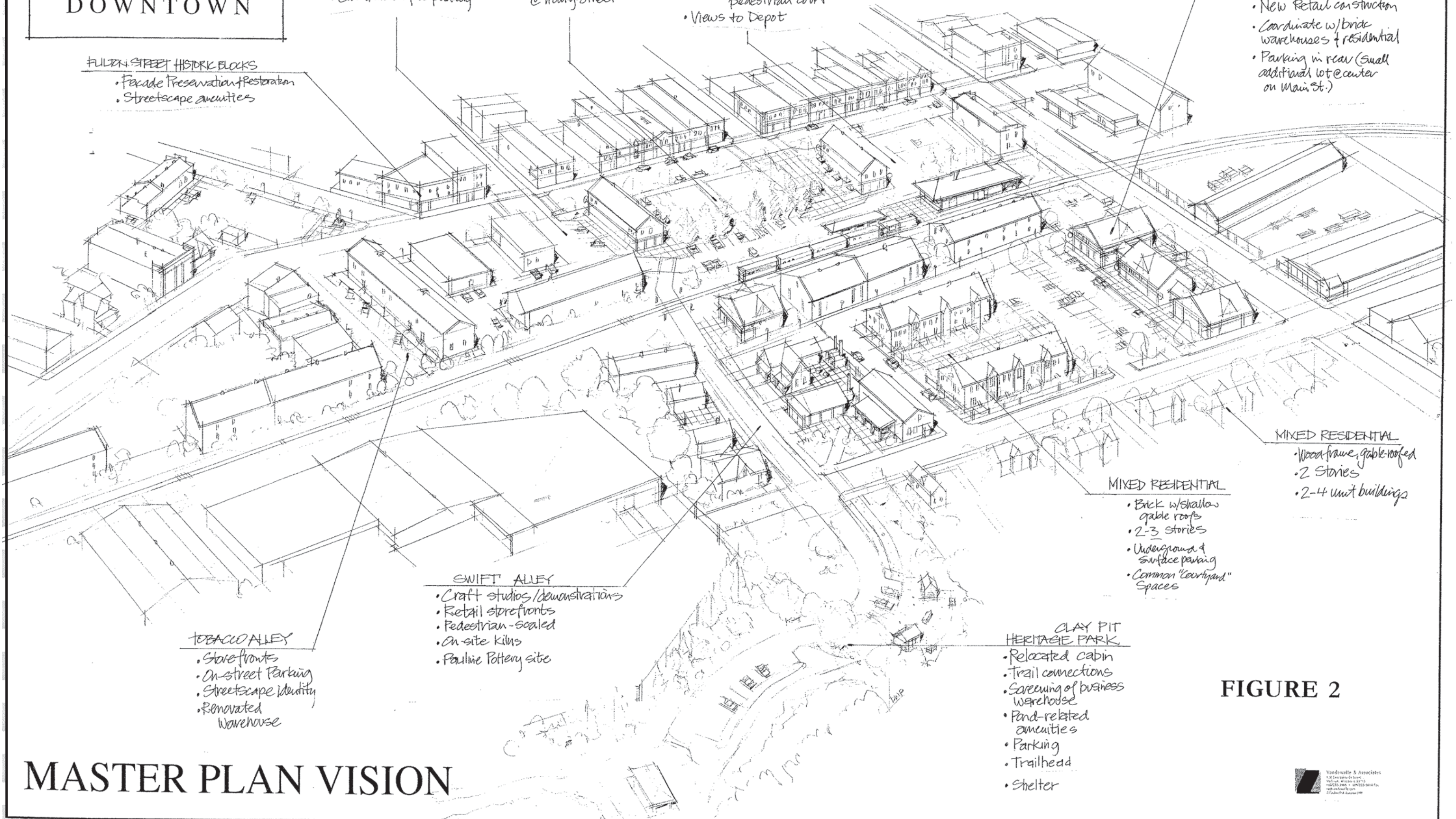
- Facade Preservation & Restoration
- Streetscape amenities

EDGERTON CENTER

- Pedestrian & bike connection to Alley & Heritage Park
- "Biker-related" retail
- Car & motorcycle parking
- "The Square"
- New Retail/office Building
- Public Parking @ rear
- Community identity feature @ Henry Street
- Renovated Dickinson WH
- Renovated Depot
- New Retail/office Building
- Shaded parking & pedestrian court
- Views to Depot

MAIN STREET COMMERCIAL

- Renovated Dickinson WH
- Renovated Depot
- "Cigar Warehouse" Retail
- New Retail construction
- Coordinate w/brick warehouses & residential
- Parking in rear (small additional lot @ center on Main St.)



MIXED RESIDENTIAL

- Wood frame, gable-roofed
- 2 stories
- 2-4 unit buildings

MIXED RESIDENTIAL

- Brick w/shallow gable roofs
- 2-3 stories
- Underground & surface parking
- Common "courtyard" spaces

SWIFT ALLEY

- Craft studios/demonstrations
- Retail storefronts
- Pedestrian-scaled
- On-site kilns
- Pauline Pottery site

TOBACCO ALLEY

- Storefronts
- On-street parking
- Streetscape identity
- Renovated Warehouse

CLAY PIT HERITAGE PARK

- Relocated cabin
- Trail connections
- Screening of business warehouse
- Pond-related amenities
- Parking
- Trailhead
- Shelter

FIGURE 2

MASTER PLAN VISION

City of EDGERTON DOWNTOWN

REDEVELOPMENT PLAN (KEY PROJECT SITES)

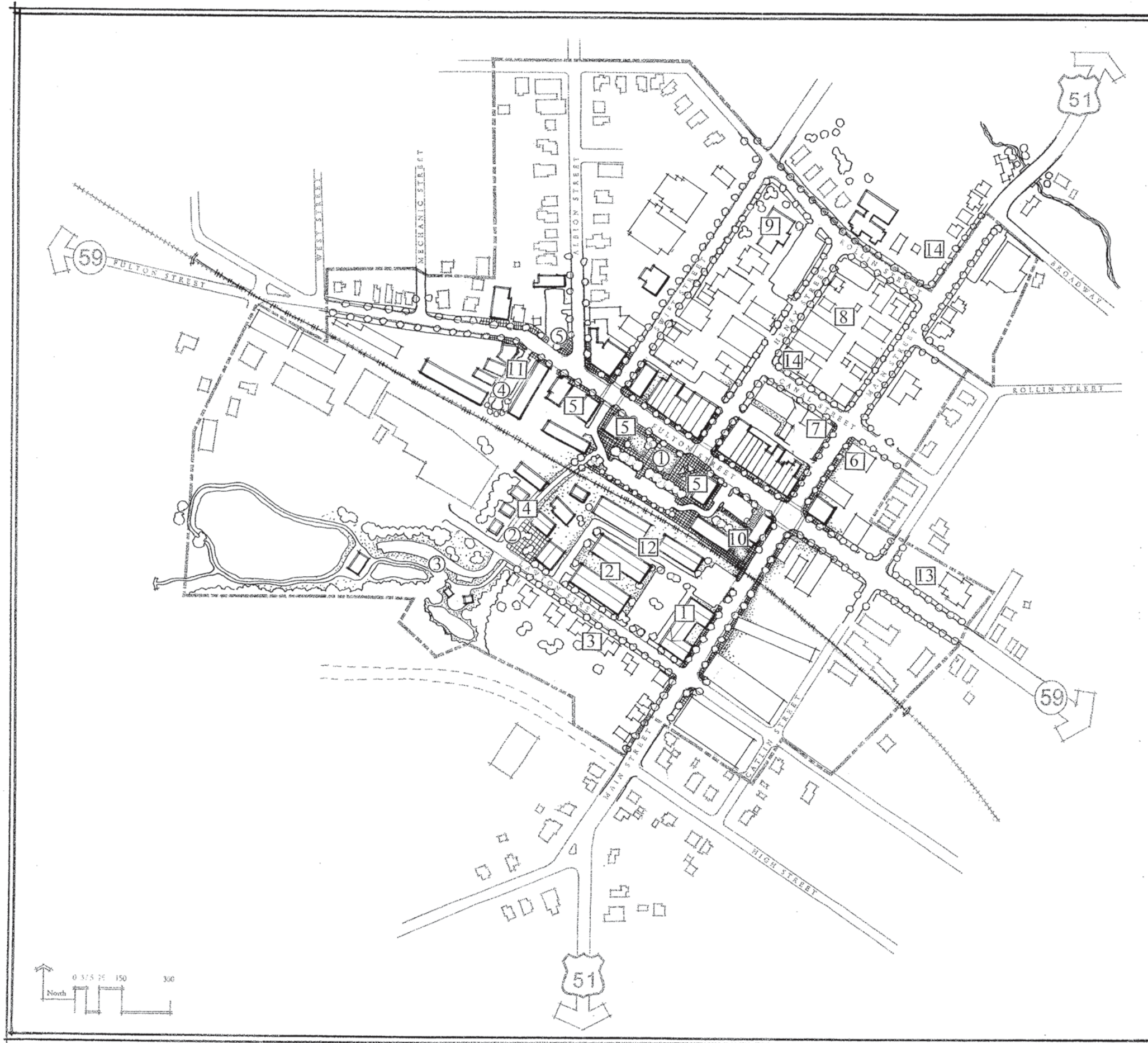
Public Improvements

- ① Edgerton Center
- ② Swift Alley
- ③ Clay Pit Heritage Park
- ④ Tobacco Alley
- ⑤ Civic Center

Private Improvements

- ① Main Street Commercial
- ② Warehouse District Mixed Use Residential
- ③ Lawton Street Mixed Use Residential
- ④ Swift Alley Commercial
- ⑤ Fulton Street Commercial
- ⑥ Main Street & Canal Street Commercial
- ⑦ Main Street & Canal Street Commercial
- ⑧ Main Street Residential/Mixed Use
- ⑨ Historic Residential Rehabilitation & New Development
- ⑩ Depot & Dickinson Warehouse Reuse
- ⑪ Tobacco Alley Commercial Reuse
- ⑫ Warehouse District Commercial/Office
- ⑬ Bed & Breakfast Commercial Redevelopment
- ⑭ Commercial Infill Development

MAP 4



- 12 Warehouse District Commercial/Office
- 13 Bed & Breakfast Commercial Redevelopment
- 14 Commercial Infill Development

① *Edgerton Center*

5 *Fulton Street Commercial*

Fulton Street is the heart of the Downtown providing the best opportunity for a strong retail mix and a pedestrian friendly “Main Street”. The current landscaping provided by Downtown Renewal should be maintained and enhanced. The building façades should be rehabilitated and the additions protruding onto the sidewalk should be removed. Rehabilitation should be consistent with the Downtown Design Guidelines as well as the Historic Preservation Guidelines. The empty lot between Fulton Street and the railroad tracks should be redeveloped as a commercial center built around a new City “square” with public open space and a community identity feature (See Figure Three). New transportation connections should be created including a pedestrian connection to Tobacco Alley and Clay Pit Heritage Park and an extension of Swift Street through the redevelopment area. Historic buildings including the Dickinson Warehouse and the Historic Depot should be renovated for alternative uses, specifically office and retail. Views of the Historic Depot from Fulton Street should be maintained and enhanced. The redevelopment site provides the opportunity for the development of two new buildings. These buildings will provide new space for a restaurant, office space, and niche retail. The growing market of biker-related retail and commercial services and the strength of the current businesses within the Downtown should be capitalized on. Parking should be integrated throughout the redevelopment area to meet the needs of Downtown businesses.

② *Swift Alley*

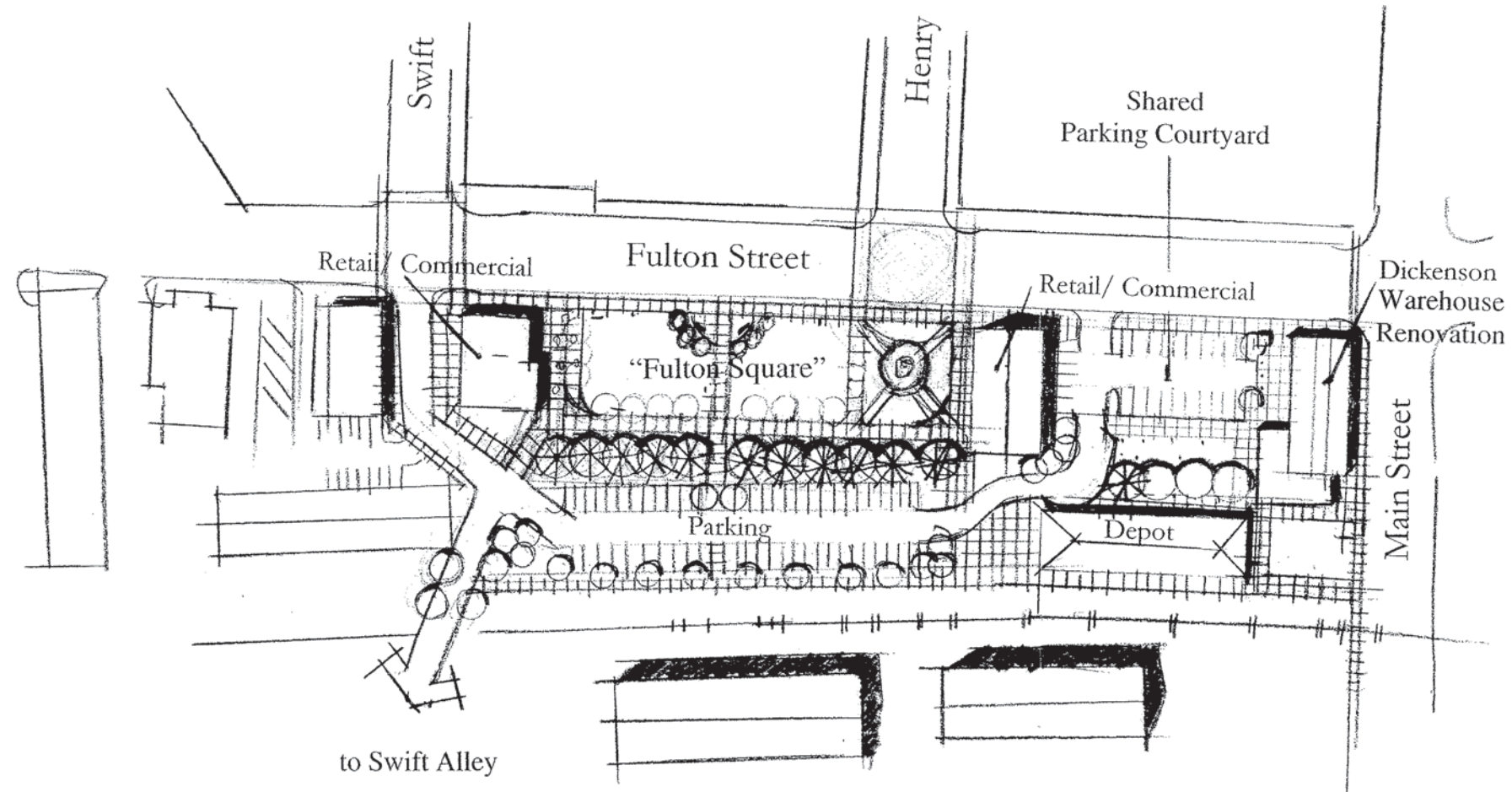
4 *Swift Alley Commercial*

Swift Alley should be redeveloped as a pedestrian oriented artisan’s district with pedestrian and bicycle connections to Clay Pit Heritage Park, Fulton Street, and the regional bicycle and pathway system (See Figure Two). Redevelopment should include craft studios with gallery/retail space in front, a working studio in back, and living accommodations on the second floor. Redevelopment should include a Pauline Pottery Museum, either new development or the rehabilitation of the former factory (if feasible), to provide a location for the State of Wisconsin Pauline Pottery Collection. Architecture should be pedestrian oriented in scale and should reference the historic connection to brick and pottery production.

③ *Clay Pit Heritage Park*

Clay Pit Heritage Park should be redeveloped as a City park with strong pedestrian and bicycle connections to Swift Alley, Fulton Street, and the surrounding residential areas (See Figure Four). The redevelopment of this community open space should be created around the original clay pit/swimming pool, the relocated Pauline Pottery

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EDGERTON CENTER

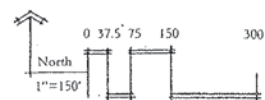


FIGURE 3

City of
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DOWNTOWN

CLAY PIT HERITAGE PARK

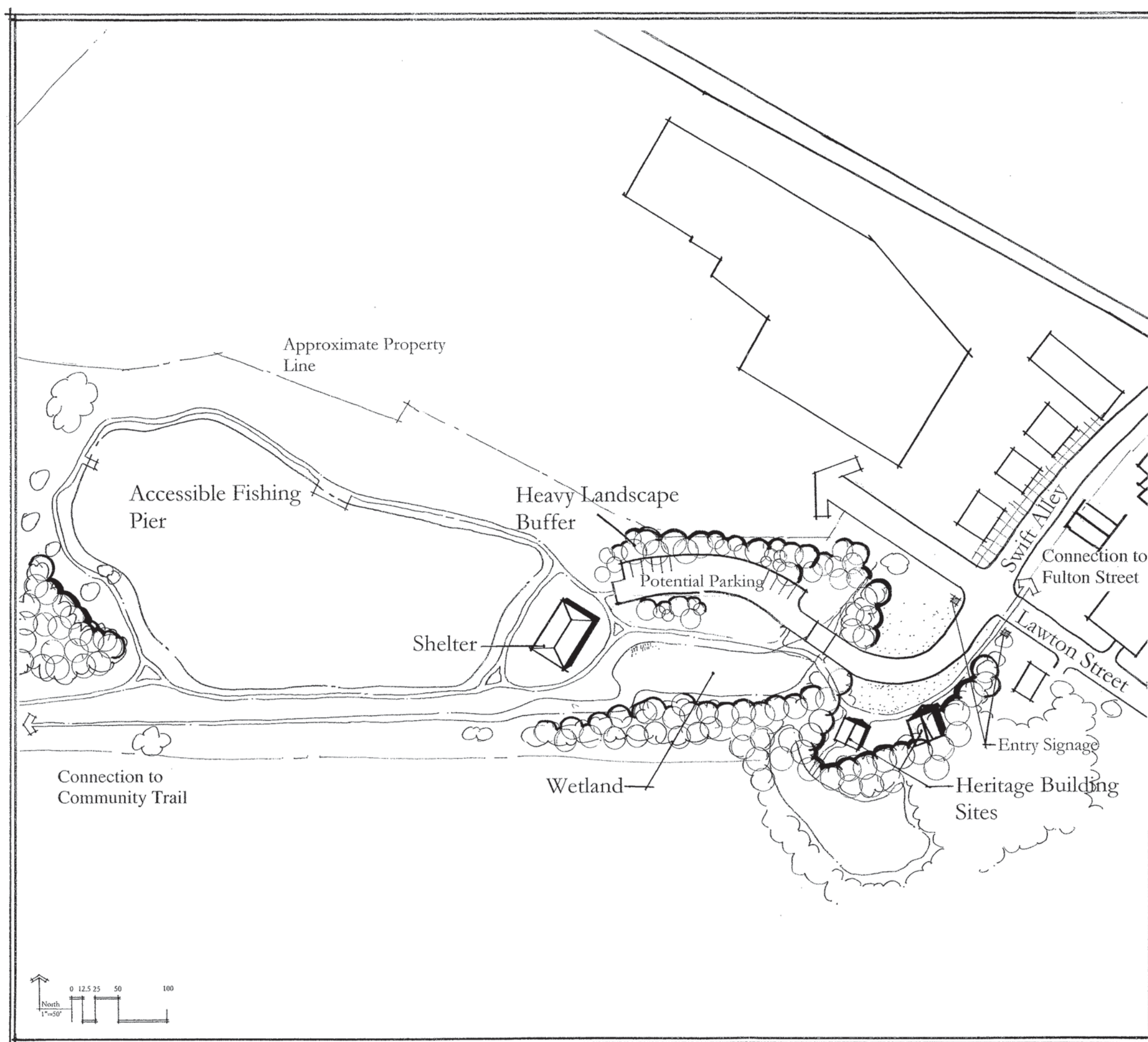


Figure 4

log cabin, and natural wetlands. Redevelopment should include a trailhead to the regional bicycle and pathway system, a shelter, pond-related amenities (i.e., fishing pier, benches, landscaping), and the development of additional heritage buildings to complement the uses in Swift Alley. The park should be well screened from the commercial businesses to the north. Adequate parking should be provided for access to the park, regional trails, as well as Swift Alley.

④ *Tobacco Alley*

❶ *Tobacco Alley Commercial Reuse*

Tobacco Alley should be redeveloped to acknowledge the importance of tobacco agriculture to the history of the City. The warehouses should be rehabilitated and renovated to provide space for retail and commercial uses (See Figure Two). Niche retail should be oriented around a tobacco and agricultural theme. Parking should be provided within the alley but in such a manner as to preserve a pedestrian friendly environment.

⑤ *Civic Center*

The oversized parking lot on Fulton Street in front of City Hall provides the opportunity for the long-term redevelopment of a civic center and new City Hall. In the short-term, the lot should be maintained as a public parking lot. Adequate landscaping, including lighting, tree islands, and screening from the street should be provided. In addition, the corner of Albion and Fulton Streets should be redeveloped to include a community feature with appropriate landscaping.

❷ *Warehouse District Commercial Office*

Rehabilitation of historic warehouses for office and commercial uses. Redevelopment should be undertaken in conjunction with the warehouse district mixed residential redevelopment. Parking should be integrated into the site with a pedestrian-oriented site layout and amenities.

❸ *Main Street Commercial*

Main Street, as the main artery into the Downtown, should be redeveloped as a commercial area. This redevelopment should include the renovation of the Dickinson Warehouse, the Historic Depot as well as new commercial development. New development should be consistent with the surrounding architecture, the historic tobacco warehouses, in particular, and should be coordinated with the nearby residential development. Parking should be provided primarily in the rear of buildings. Parking should be adequately screened from the street to facilitate the transition to pedestrian oriented Fulton Street.

2 *Warehouse District Mixed Use Residential***3** *Lawton Street Mixed Residential*

Both sides of Lawton Street should be redeveloped as a mixed, multi-family residential area for young professionals and senior citizens. The new development on the north side of Lawton Street should be consistent in terms of bulk, shape, and architecture with the historic tobacco warehouses, including brick facing, window placement, and shallow gable roofs. A combination of underground and surface parking should be provided as well as community open space for residents. The new development on the south side of Lawton Street should be smaller in scale, two to four unit buildings, with wood framing and gabled roofs.

6**7** *Main Street & Canal Street Commercial*

The corners of Main Street and Canal Street provide the opportunity for mixed use redevelopment with commercial/retail on the first floor and residential or office on the upper floors. Architecture should be significant and in keeping with the rest of the Downtown.

8 *Main Street Residential*

Deteriorating residential buildings should be renovated (if feasible) and empty lots or commercial space not in keeping with an entryway into Downtown should be redeveloped. Redevelopment should be of high-quality with pedestrian amenities and parking in rear.

9 *Historic Residential Rehabilitation and New Development*

Rehabilitation of the historic structures for continued residential use and new multi-family development. The development should be in keeping with the surrounding structure and of high quality with pedestrian-oriented site building design, integrated parking with adequate landscaping, and open space and amenities for residents.

10 *Depot and Dickinson Warehouse Reuse*

Historic rehabilitation of historic structures, see Edgerton Center for description of redevelopment.

13 *Bed and Breakfast Commercial Redevelopment*

Rehabilitation of historic home as a bed and breakfast to serve the tourist and recreational population.

14 *Commercial In-Fill Development*

Commercial redevelopment of empty lots should blend with the surrounding architecture. Potential business includes first floor retail or commercial services with residential on the upper floors.

Streetscaping, Wayfinding, and Parking Plan (See Map Five)*Streetscaping*

It should be noted that much of the streetscaping for the Downtown core has previously been accomplished by Downtown Renewal. These initial efforts should be extended to include a larger section of the Downtown. The level of streetscaping, i.e., the number of elements, is determined by the level pedestrian use. Use of various elements will be determined by land use. The streetscaping elements are divided into primary and secondary levels as follows:

1. Primary streetscaping will be used in the Downtown core, on or directly adjacent to Fulton Street and Main Street. The primary streetscaping elements include:

- Lighting
- Small scale street trees
- Pavers
- Hanging baskets
- Benches
- Garbage containers
- Banners

2. Secondary streetscaping will be used in Edgerton's entry corridors and central downtown streets. The secondary streetscape elements include:

- Lighting in important pedestrian areas
- Small scale street trees in all areas
- Hanging baskets in important pedestrian areas
- Banners along entry corridor

The primary level of streetscaping should occur on the following streets:






- Fulton Street, from the Masonic Temple to mid-way between Catlin and Main Streets
- Main Street from High Street to Canal Street
- Within the Fulton Square/Edgerton Center
- One parcel down from Fulton Street on Albion, Swift, and Henry Streets.

The secondary level of streetscaping should occur on the following streets:

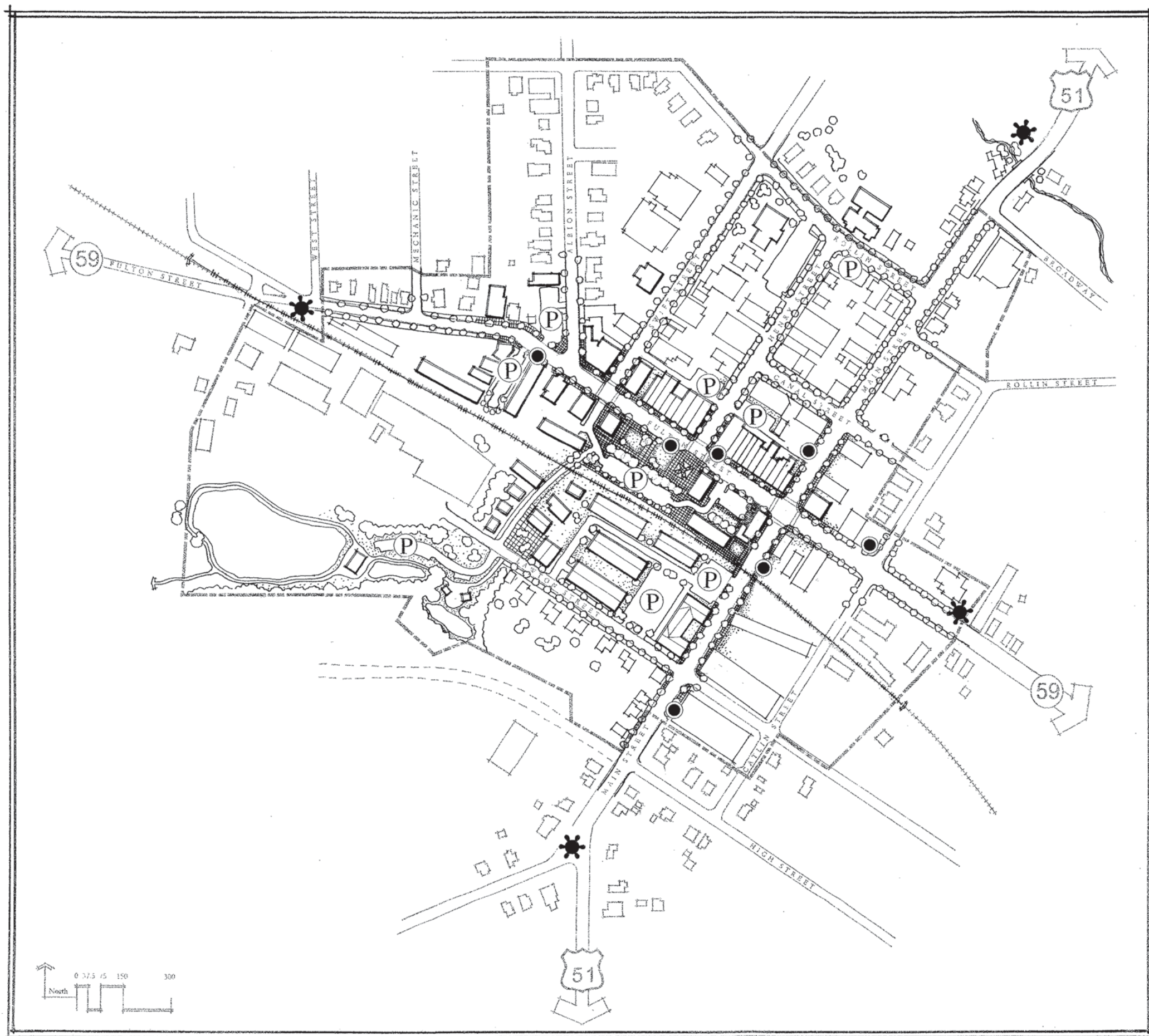
- The remainder of Fulton Street to the gateway signage
- The remainder of Main Street to Broadway Street
- The remainder of Swift and Henry Streets to Rollins Street
- Rollins Street from Main Street to Swift Alley
- Lawton Street from Main Street to Swift Alley
- The portion of Albion Street in front of City Hall
- Canal Street from Main Street to Henry Street

City of EDGERTON DOWNTOWN

STREETSCAPE, WAYFINDING & PARKING PLAN

-  Primary Streetscape
 - Downtown core
 - Focus: Main Street, Fulton Street, Edgerton Center
 - Use of all streetscape elements
-  Secondary Streetscape
 - Entry corridors and central downtown streets
 - Use of selected streetscape elements (see text)
-  Downtown Gateway
-  Wayfinding Signs
-  Parking Lots

MAP 5



Wayfinding

The purpose of wayfinding is to allow visitors to locate themselves as well as to direct visitors to key uses, including retail districts, civic centers, cultural institutions, public facilities, and parking. Wayfinding includes both gateway signage and directional signage. Wayfinding is particularly important for Downtown Edgerton given the speed and orientation of the primary access route, STH 51 (Main Street). Wayfinding signage should be sited at the following locations:

- Main Street at Saunders Creek Bridge
- Main Street at the intersection of Lord Street
- Fulton Street between West Street and Head Street
- Main Street at Canal Street and Lawton Street
- Fulton Street across from the Masonic Temple and at Henry Street and Catlin Street

Parking

Parking includes both on-street parking throughout the Downtown as well as in designated parking lots. On street parking should be adequately marked. Hourly parking limitations should be in force for key retail areas, i.e., Fulton Street and Main Street. Business owners and employees should be encouraged to park outside the Downtown core. Designated parking lots should be easy to locate via wayfinding signage. Parking lots should be adequately landscaped with tree islands (where feasible), lighting, and screening from the street. The designated parking lots are sited in the following locations:

- Fulton Square/Edgerton Center
- Clay Pit Heritage Park
- Main Street Commercial
- Henry Street
- City Hall
- Tobacco Alley
- Corner of Rollins and Henry Street

III. Implementation

This section describes the comprehensive implementation strategy required to accomplish the revitalization of Downtown Edgerton. This strategy is designed to implement a program that includes planning, financing, and administrative components. Figure Five describes the necessary elements of this comprehensive strategy.

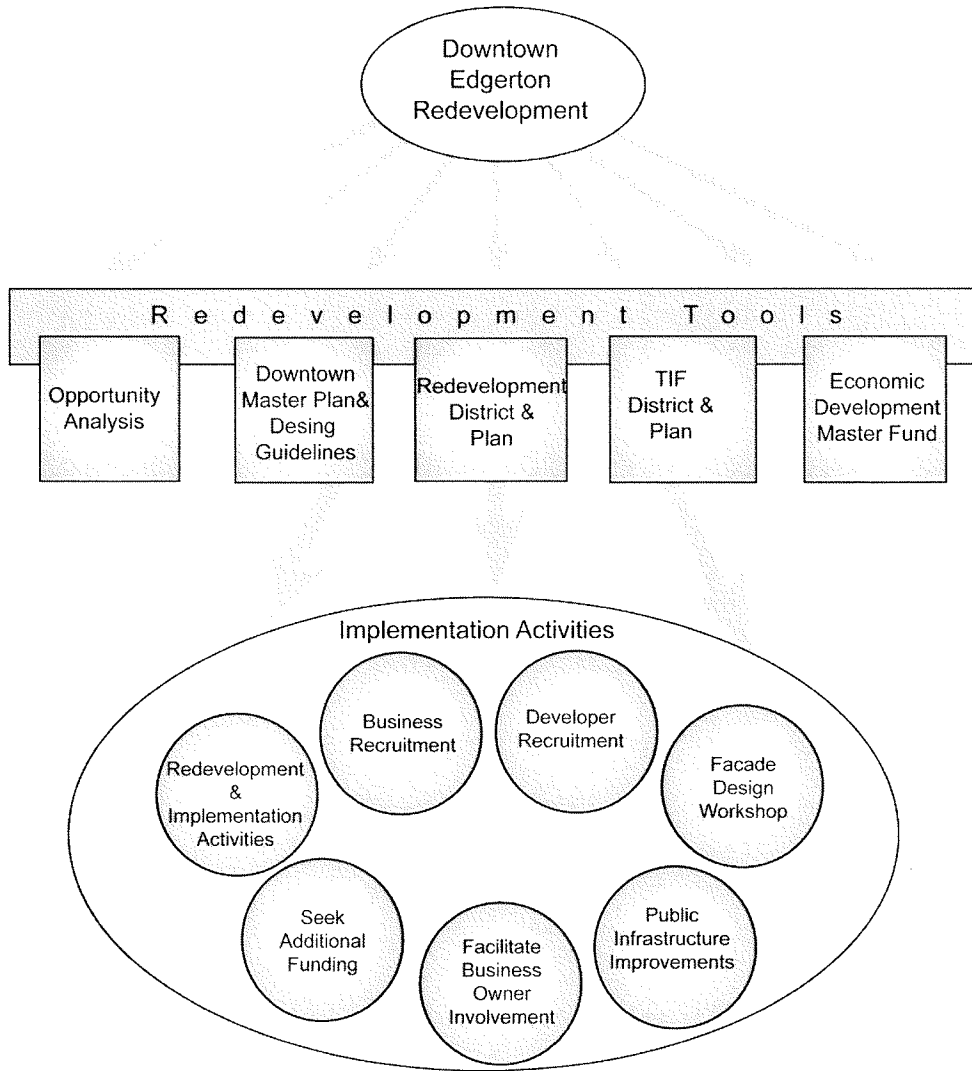


Figure 5

To date, the City has completed the opportunity analysis and, in addition to this master plan, is in the process of creating a Downtown redevelopment district and a tax increment finance district. The tax increment finance district will in turn provide the funds to finance the economic development master fund. With the completion of each of these elements, the City will be ready to undertake the revitalization of the Downtown.

A. Organizational Framework and Administration Program

The following narrative identifies the different entities required, either in existence or proposed, to effectively administer the programs to revitalize the Downtown. The establishment of each of the proposed entities will be dictated by the redevelopment momentum generated and may occur a few years into implementation.

City of Edgerton

The City of Edgerton councils, commissions, and staff will play a vital role in the implementation process. The City Council will continue to be the policy and decision makers with regards to funding and public expenditures as well as with regards to financing tools (i.e., TIF, special assessment districts, grants etc.). The Plan Commission will continue to be the policy and decision makers with regards to land use, zoning, and development issues. Neither the City Council nor the Plan Commission will actively participate in the day-to-day activities of the implementation process.

Redevelopment Authority

The Redevelopment Authority (RDA) is established to actively participate in the redevelopment activities in the Downtown. The formation of an RDA is necessary to establish redevelopment districts and to participate in the assemblage of property for private development. The RDA is effectively the redevelopment arm of the City. Powers of the RDA, subject to City Council approval, can include the following:

- Own, lease, sell, acquire, and operate property/housing projects
- Bond, borrow, invest, and raise funds
- Acquire, assemble, relocate, demolish, and prepare sites in relation to redevelopment sites
- Recruit developers

Project Management Team

The framework for implementing the *Edgerton Downtown Master Plan* is illustrated in Figure Six. The organizational structure will necessarily include the following:

- City Council
- Redevelopment Authority
- Project Management Team Staff
- Community Organizations (Edgerton Industrial Development Corporation (EIDC), Historic Preservation Commission, Chamber of Commerce)

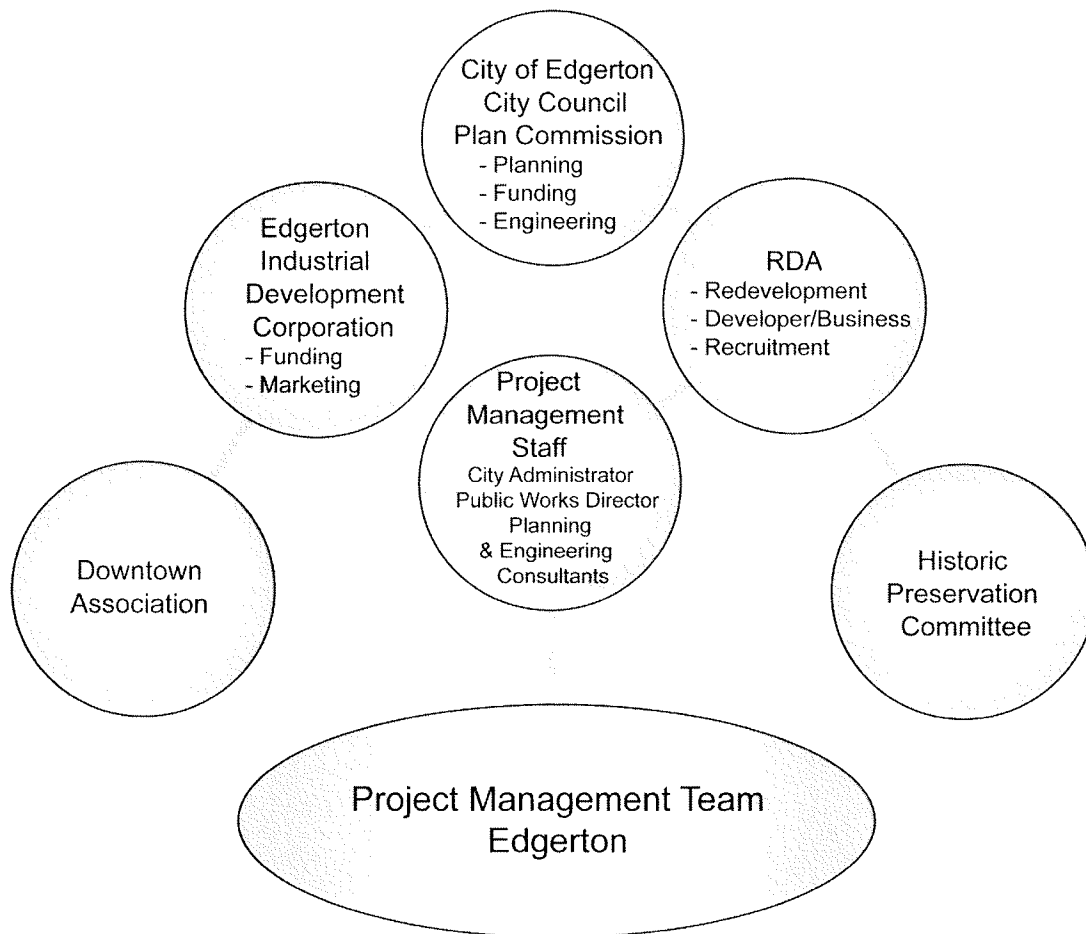


Figure 6

Together these organizations make up the Project Management Team (PMT). The role of the PMT is to coordinate the day to day implementation activities, identify and prioritize projects, determine and seek other sources of financing, and other similar activities necessary to the implementation of this master plan and other required planning documents (i.e., the redevelopment and TIF project plans). The purpose of the master plan is to provide the necessary guidance to the PMT with regards to the overall redevelopment of the Downtown.

Due to the recent activities of the Historic Preservation Commission and given that the Fulton Street Historic District lies within the Downtown, the Historic Preservation Commission will play an important role in the implementation of the master plan. In order to assure the successful accomplishment of both the master plan and the Historic Preservation Plan, it is recommended that a member of the Historic Preservation Commission also serve on the Redevelopment Authority and that a close working relationship between the two entities be developed and maintained.

Edgerton Industrial Development Corporation

The Edgerton Industrial Development Corporation (EIDC) was created by the private sector to promote business, industry, and economic development within the general area of the City of Edgerton. The EIDC can also collect and disburse monies and gifts for purposes that fulfill its purpose. The activities currently undertaken by the EIDC for the entire City should also encompass the Downtown, for the purposes of the revitalization. The EIDC would be instrumental in facilitating redevelopment programs, marketing, and business recruitment and managing other programs relevant to economic development within the Downtown.

Downtown Association

An organized Downtown Association can play an integral role in the implementation process. The duties of the Downtown Association include acting as a liaison between City committees and commissions and Downtown property and business owners, administering programs funded by the Economic Development Master Fund, and events and marketing. The Downtown Association is often a sub-organization of the Chamber of Commerce. The current retail committee of the Edgerton Chamber of Commerce could grow into the Downtown Association. In addition, the potential creation of a Main Street program for the Downtown would create an organization that could provide the above described services.

Business Improvement District

Once the implementation process is underway, the Downtown Association may be replaced with a Business Improvement District (BID). A BID is a special assessment district that is created, with the consent of a majority of the property owners, to fund specific projects within the district. The BID is managed by a Board of Directors that is responsible for, with the participation of property owners, developing and implementing a yearly operating plan. This plan identifies the projects to be undertaken that year as well as the special assessments required to fund those projects. The primary responsibilities of the BID include business recruitment and retention, marketing, promotion, special events, and providing the RDA and City with input regarding redevelopment and public infrastructure improvements. In order to facilitate the success of the implementation process, it may be necessary to create a BID Manager position. This position can be funded by the BID and/or TIF.

Architectural Review Committee

An Architectural Review Committee (ARC) should be established for the purpose of site and architectural review within the Downtown. The ARC does not take over any site plan review or zoning responsibilities currently undertaken by the Plan Commission. The ARC would specifically review projects within the designated Downtown area under the design guidelines established in this master plan. Given that much of the Downtown area falls within the Fulton Street Historic District, the role of the ARC will, in many cases, be undertaken by the Historic Preservation Commission.

B. Financing

In addition to the creation of a new Downtown tax increment finance district, there are several avenues of financing that the City can employ to accomplish the redevelopment of Downtown. These include the following:

Tax Increment Finance (TIF)

TIF is a commonly used financing tool in downtown revitalization. Typical projects that are funded by TIF include redevelopment activities such as property assemblage, redevelopment financing programs, land write down, planning, and public infrastructure improvements. The general concept of TIF is to capture the new tax increment that results from the new development within the proposed district that would not have otherwise occurred without TIF. In order to create a TIF district the City Council must establish a boundary and adopt a project plan that identifies all project costs within that boundary. These costs must contribute to the orderly growth of the district as well as encourage new development. There is currently a seven year spending period and a twenty-three year retirement period for all TIF districts in Wisconsin. The City is currently in the process of creating a Downtown TIF District.

Economic Development Master Fund

The Economic Development Master Fund (ED Fund) is a financing tool, funded through the TIF, which provides assistance for projects and activities that will contribute to the redevelopment of downtown, including development projects, rehabilitation projects, business start-ups and expansions, and public administrative costs associated with those projects. The projects must meet the goals and objectives included in the TIF Project Plan and are judged eligible based on the ability to create new tax base. Funding provided through the ED Fund should be structured to make the projects feasible. Eligible uses of ED funds include:

- Land write-downs
- Low interest loans
- Grant programs
- Infrastructure improvements
- Debt servicing
- Land acquisition
- RDA operating costs
- PMT operating costs

State and Federal Grant Programs

There are numerous state and federal grants available for downtown revitalization projects. Some of these include, but are not limited to, the Community Development Block Grant program (CDBG), historic tax credits, low interest loans, Community Based Economic Devel-

opment program (CBED), and other programs administered through the State of Wisconsin Department of Commerce.

Special Assessment District

It may be necessary for the City to establish a special assessment district or districts to offset a portion of the infrastructure improvements within the Downtown. The cost for these improvements are assigned on a basis of “benefit” derived from a specific improvement. As project costs are identified, the need for a special assessment district will be determined. An example of anticipated costs that could be partially financed through a special assessment district include streetscapes elements within the city that are of higher quality and design than typical streetscape elements.

Business Improvement District

As described above, a Business Improvement District (BID), is a form of special assessment district that allows businesses to collectively contribute to business recruitment and retention, marketing, promotion, and special events. The BID is created as an integral part of the implementation process. A BID often will require the services of a BID Manager.

Private Donation Program

Private donation programs allow the private sector to participate in funding some of the improvements through the purchasing of specialty streetscape amenities in addition to larger features. A “buy a brick program” can be instituted so that all residents can participate. The corporate community should be approached to fund the large gift items.

Edgerton

SECTION TWO: DOWNTOWN DESIGN GUIDELINES

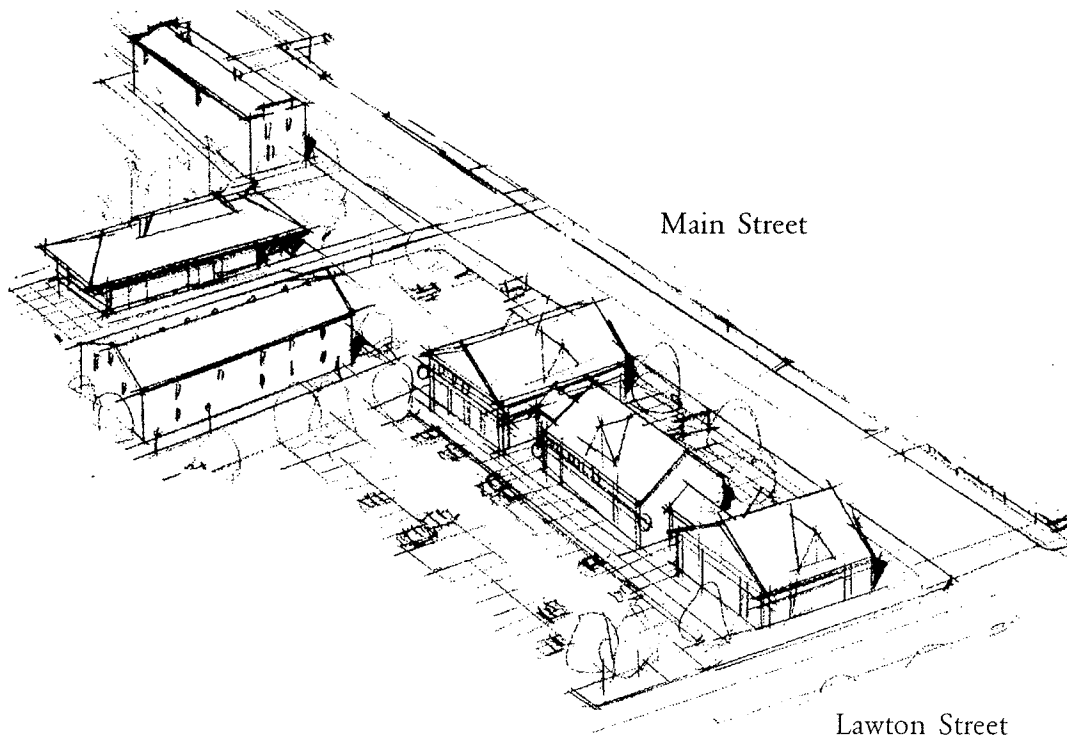
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Part One: Design Guidelines by Redevelopment Areas

Edgerton

Main Street Commercial

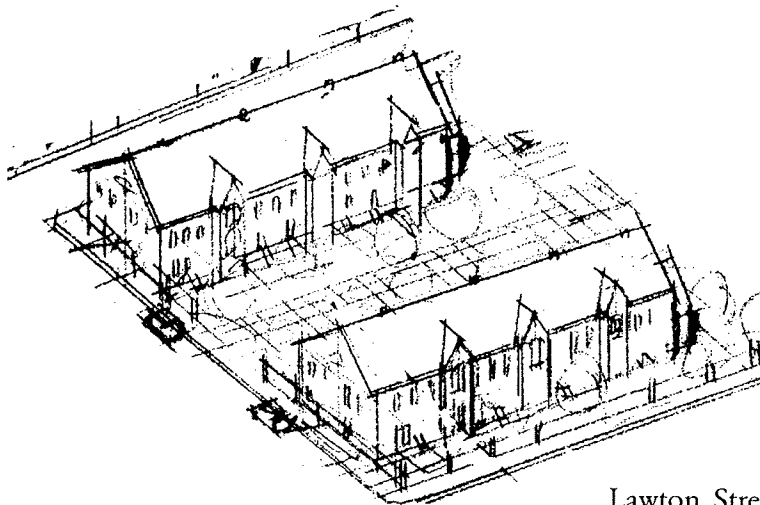
- Quality commercial development and redevelopment
- Rehabilitation of historic warehouses and depot
- New development should be in keeping with surrounding historic architecture
- Parking located primarily in rear
- Street side parking should be adequately screened
- Provide pedestrian oriented connections to the Downtown
- Provide safe pedestrian crossings of Main Street at key intersections including Fulton Street and Lawton Street
- New commercial development:
 - One to one-and-a-half story height
 - Gable roof form, slope to match warehouse and lumber yard buildings
 - Some gabled facades should face Main Street
 - Brick or wood clapboard siding, compatible in color with warehouse buildings
 - Transparent area of facades should be at least 50%
 - Masonry chimneys and vents
 - Buildings accessible from front and rear
 - Service areas to be screened and/or integrated with building
 - Signage to be integrated with building (see signage design guidelines)



Edgerton

Warehouse District Mixed Use Residential

- Approximately 40-70 units
- Outdoor common space (courtyard) for residents with a high level of quality landscaping and amenities
- Pedestrian oriented site and building design
- Adequate screening from adjacent commercial and office uses
- Underground parking with a minimum of surface parking
- Architecture should be reminiscent of historic tobacco warehouses in terms of height, massing, orientation, materials, and roofline:
 - 2-3 story buildings
 - Gable roof form, slope to match warehouses
 - Masonry exterior finish, color compatible with warehouses
 - Consistent rhythm of windows
 - Stairwells and lobbies integrated into interior of building form

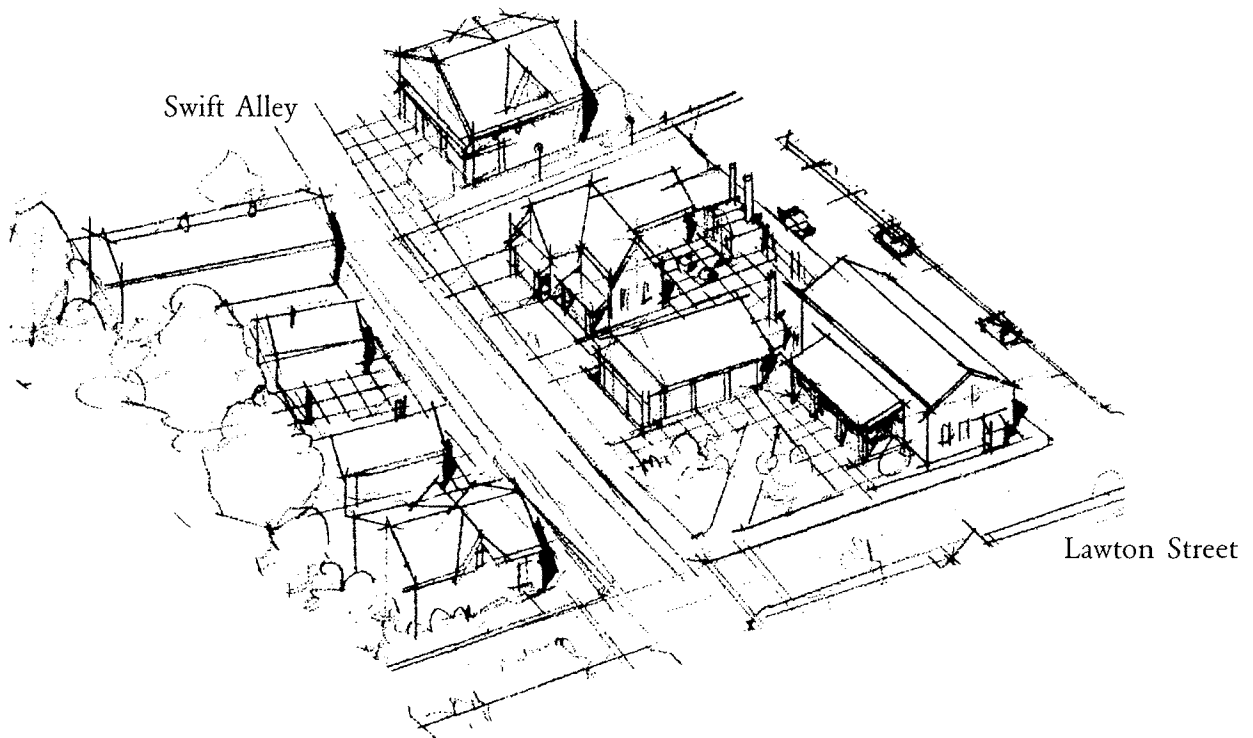


Lawton Street

Edgerton

Swift Alley Commercial

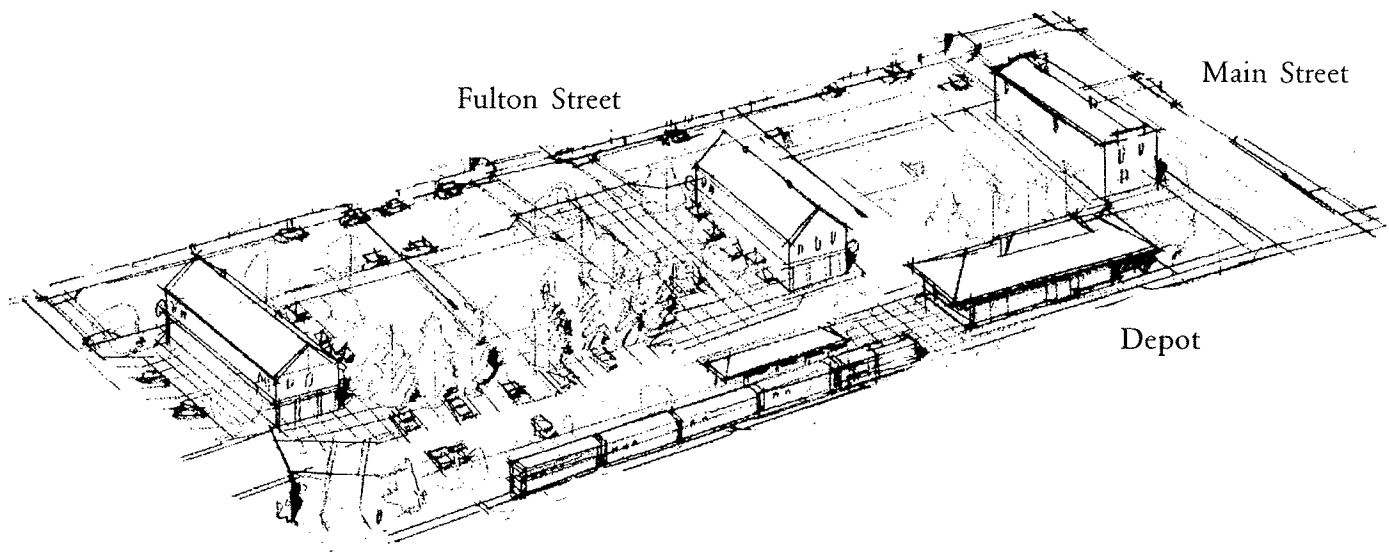
- Maintain and improve small scale public street and pedestrian alley (22'-24' curb to curb) from Fulton Street to Lawton Street
- On-site kiln
- Pedestrian oriented site and building design
- Parking should be located at the rear of buildings or on-street
- Provide site for Pauline Pottery Museum
- Architecture should be reminiscent of historic craft businesses:
 - 2 story buildings
 - Combination of gable roof forms, shed roof porches permissible
 - Masonry or wood clapboard siding
 - Retail space in front of first floor must face Swift Alley, transparent facades
 - Working studio with observation area in rear of first floor
 - Residential use on second floor



Edgerton

Fulton Street Commercial

- Quality commercial development and redevelopment
- Civic greenspace/public square across from historic facades
- Rehabilitation of Historic Warehouse and Depot
- New commercial development
- 2 buildings for retail/office
- Potential site for new restaurant
- Provide a strong connection, visual and physical, to the parking in rear
- Maintain on street parking
- New development should be in keeping with surrounding historic architecture and function for retail and office uses:
 - Two stories in height
 - Gable roof form, slope to match other warehouses
 - Gable end to face Fulton street
 - Masonry exterior finish
 - Building activity should be able to spill out onto the “square”
 - Storefront windows on lower level
 - Consistent rhythm of windows on upper level



Edgerton

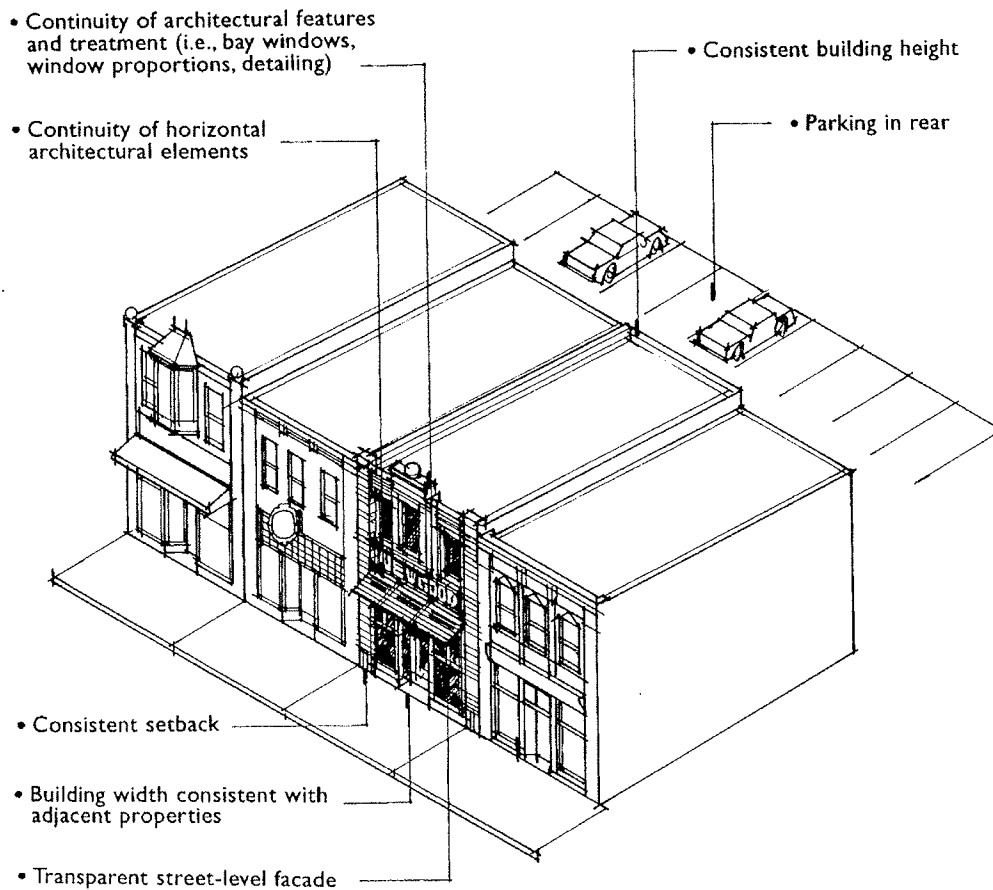
Part Two: Design Guidelines by Development Types

Edgerton

Central Business District Infill

The following guidelines are appropriate where the infill of a high-density commercial – as well as upper-story residential and office – property is desired. The guidelines are intended to help create viable and attractive properties which are harmonious with the existing central business district character.

- Pedestrian-scaled streetscapes
 - Visible business activity
 - Harmonious design
-
- Consistent building setback, width, and height as well as the consistent use of architectural features establish continuity with adjacent buildings and maintain the scale of existing building blocks and streetscapes.
 - Transparent facades increase visibility of business information and activity from the sidewalk and street.
 - Parking in the rear allows for convenient access by car while maintaining pedestrian-scaled experience at the front.

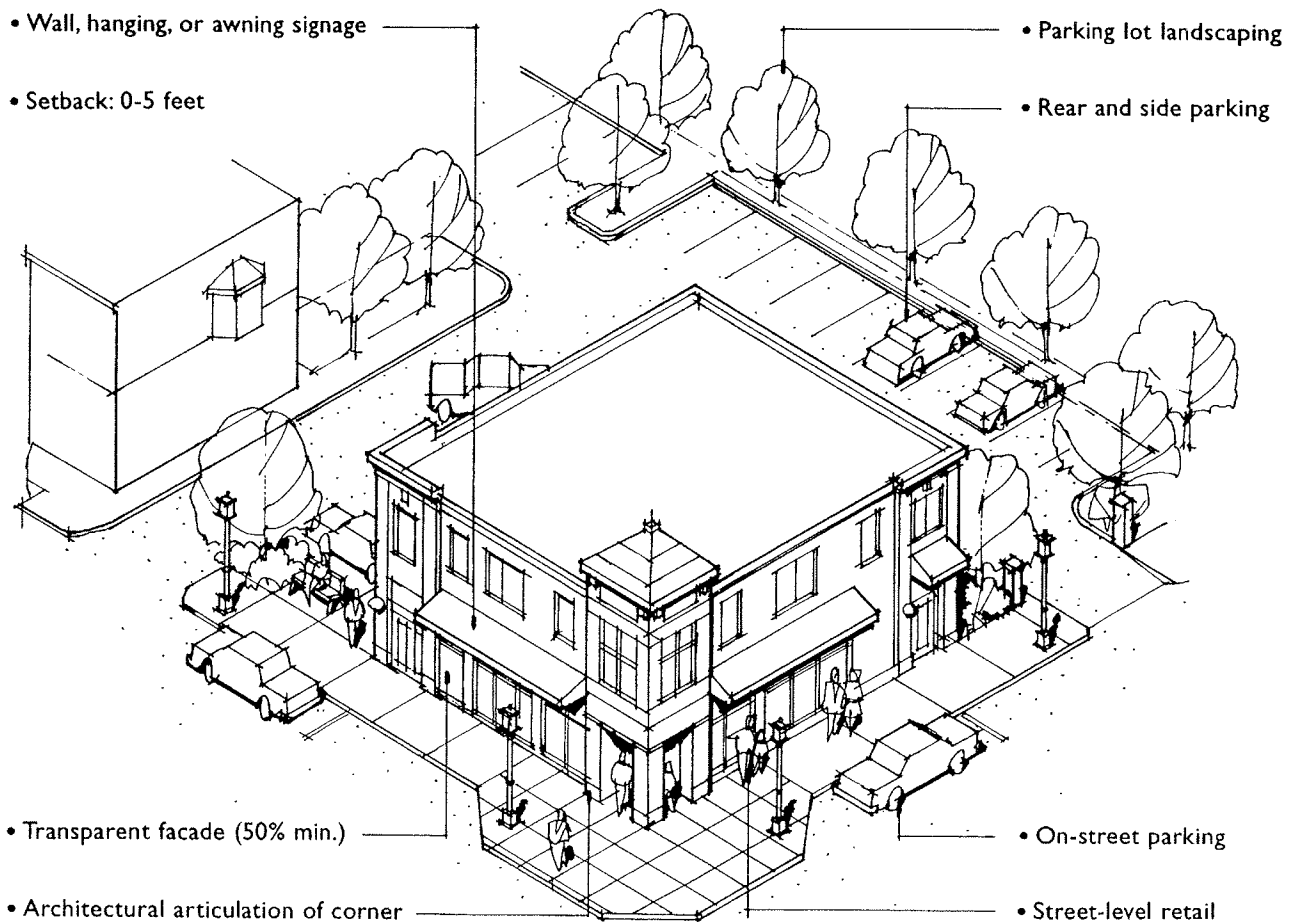


Edgerton

Corner Retail Lot

The following guidelines are appropriate for corner commercial lots. Corner lots are important because they are highly visible and accessible. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled, corner commercial development.

- Pedestrian-scaled streetscapes
- Building presence on street
- Convenient and coordinated parking and circulation
- Minimum setback uses development land efficiently and brings front entries near the pedestrian-scaled public sidewalk .
- Transparent facades increase visibility of business activity from the sidewalk and street. Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
- Architectural articulation (projections, recesses, detailing, etc.) of the corner defines the edge of two streets and increases the memorability of the businesses and the structure.
- Parking on the street and at the side and rear allows for convenient access by car.
- Screening of parking lots and service areas minimizes negative impacts.

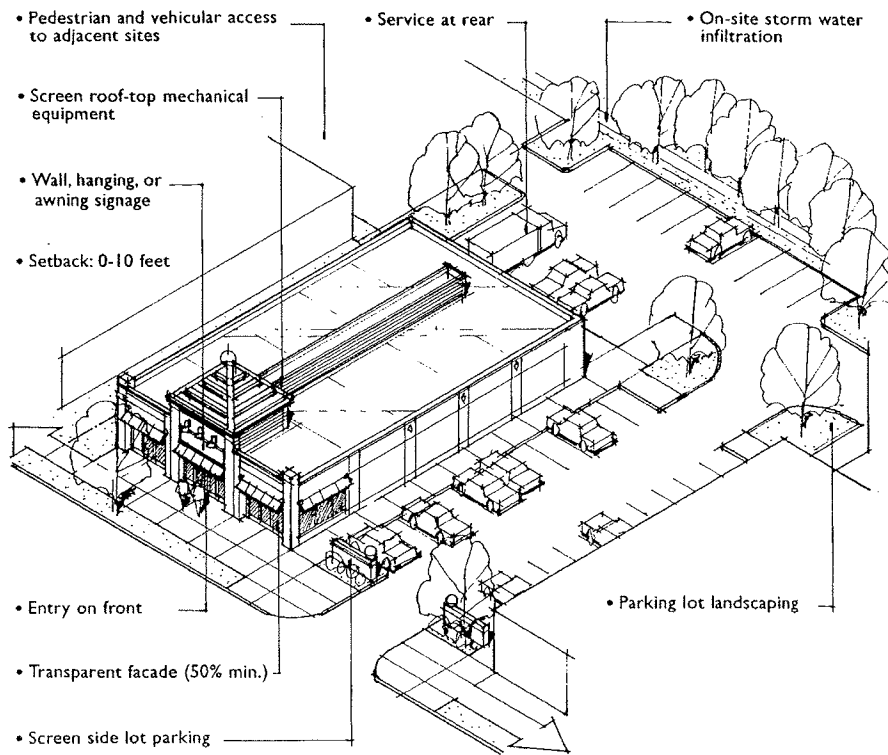


Edgerton

Typical Commercial Lot

The following guidelines are appropriate for typical commercial lots. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled commercial development.

- Visible business information
 - Pedestrian-scaled and attractive streetscapes
 - Convenient and coordinated parking and circulation
 - Improved appearance through screening
-
- Minimum setback uses development land efficiently and brings front entries near the public sidewalk.
 - Transparent facades increase visibility of business activity from the sidewalk and street.
 - Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
 - Access to adjacent sites increases accessibility to all businesses and reduces unnecessary duplicated drives and walks.
 - On-site storm water infiltration reduces runoff leaving the site reducing the burden on stormwater systems.
 - Screening of parking lots and service areas minimizes negative impacts.
 - Screened mechanical equipment improves appearance.

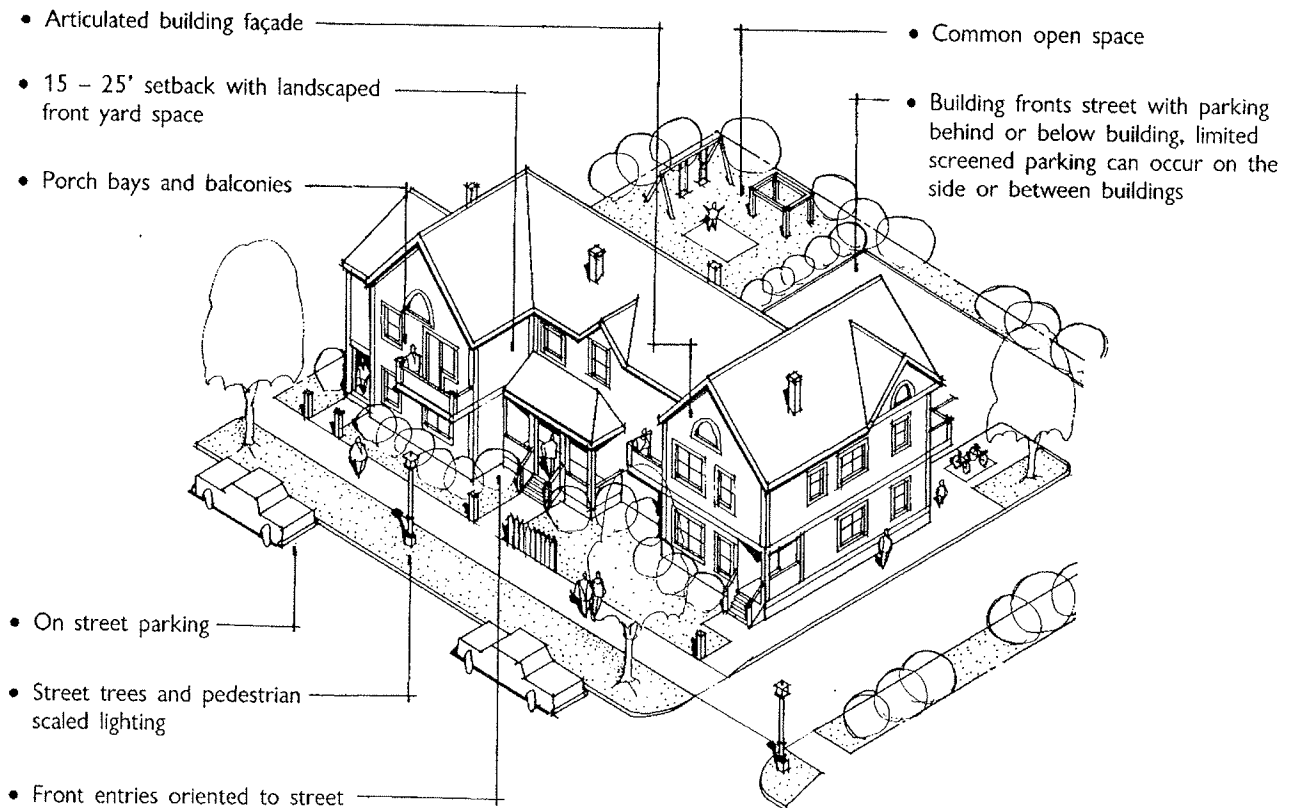


Edgerton

Residential: Multi-family

The following guidelines are appropriate where medium density housing is desired. The guidelines are intended to help create efficient, attractive, pedestrian-oriented residential development.

- Efficient use of development land
 - Opportunities for interaction between neighbors
 - Pedestrian-scaled streetscapes
-
- Minimum setbacks use development land efficiently and bring street-oriented entries near to the public sidewalk.
 - Variation in setback dimensions define individual units and increase visual interest and privacy.
 - Prominence of porch and front entries increase the opportunities for social interaction.
 - Articulation of building facades and the use of landscaping, street trees, and lighting add interest to the streetscape.
 - Shared open space maximizes available space per tenant.
 - Parking, behind or below residential units, maximizes frontage of lot for pedestrian activity.

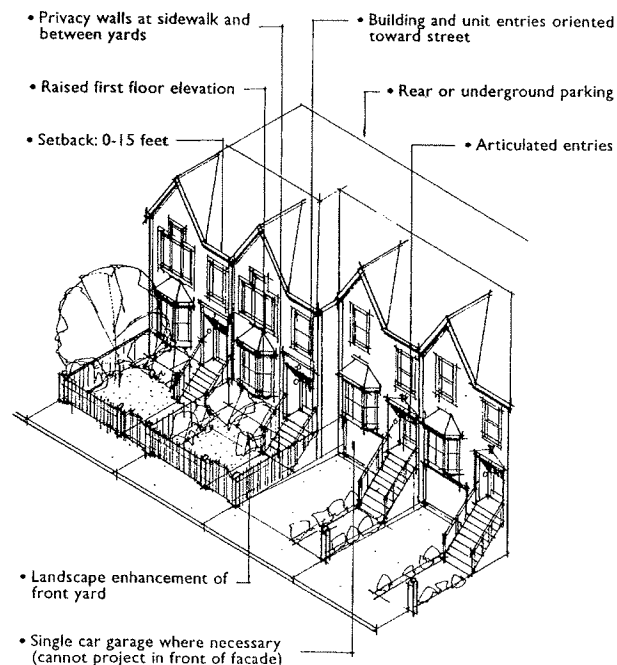


Edgerton

Urban Residential

The following guidelines are appropriate where high-density, urban-scaled housing is desired. The guidelines are intended to help create efficient, secure, and pedestrian-scaled residential development. Two-story "town house" type units are shown.

- Efficient use of development land
 - Urban character
 - Pedestrian-scaled streetscapes
 - Opportunities for interaction between neighbors
 - Inviting residential units
 - Security and privacy
-
- Minimum setbacks use development land efficiently and bring front entries near the public sidewalk.
 - Variation in setback dimensions avoid monotonous blocks, define individual units, and increase privacy and security.
 - Fences or walls at the sidewalk and between front yards create intimate pedestrian-scaled spaces and increase privacy and security.
 - Raised first floors increase privacy and security
 - Articulated (projections, recesses, detailing, etc.) entries identify individual units and add interest to the town house facades.
 - Parking, located under the first floors or at the rear, keep the street facade and front yard pedestrian-scaled.
 - Front garages, when they must be used, should be of minimum width and not project in front of the remainder of the facade.



Edgerton

Part Three: Design Guidelines by Design Element

Edgerton

Building Form: Height

Building height is a primary factor in determining the sense of scale of an area. Discrepancies in height can be obvious and visually incompatible within the context of the block.

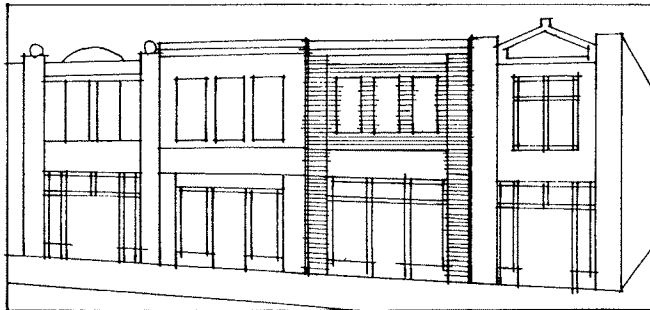
Performance Guidelines

- Maximize compatibility of building scale with existing buildings in the immediate area.

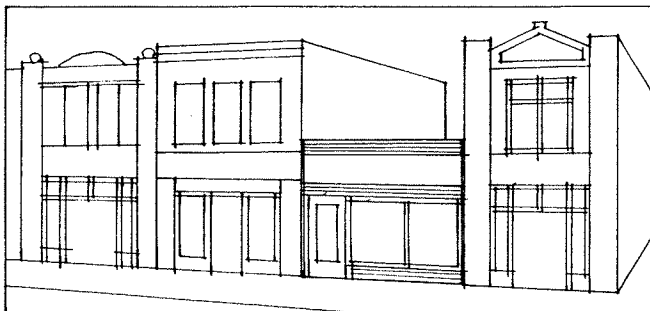
Design Guidelines

- Infill facades should maintain a similar or compatible height as their neighbors in order to preserve the visual rhythm of the surrounding area.

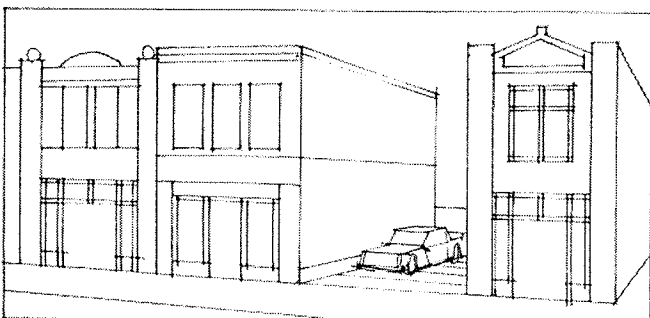
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Or This...



Edgerton

Building Form: Infill

New construction in an existing block or neighborhood can impact on the area's coherency and character.

Performance Guidelines

- New construction should not conflict with or detract from existing character.
- New development should be sensitive to existing physical and visual patterns.

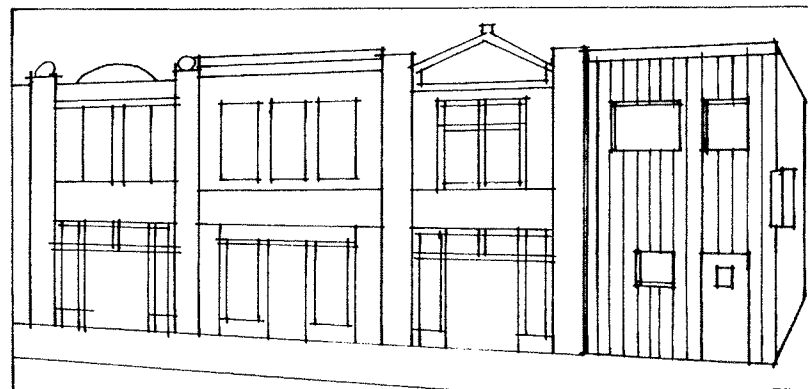
Design Guidelines

- The decisions on building setback, height, width, detailing, materials and color of new buildings should be based on maintaining the current visual rhythm of the street facade. The successful blending of these elements can determine whether or not the new building will maintain the character of the street facade. (See additional guidelines regarding above design considerations)

This...



Not This...



Edgerton

Building Form: Upper & Lower Stories

Because the use of multi-story buildings often varies, upper and lower stories often vary in their treatment over time. The integrity of the building as a whole depends on the appropriate treatment of the upper and lower stories.

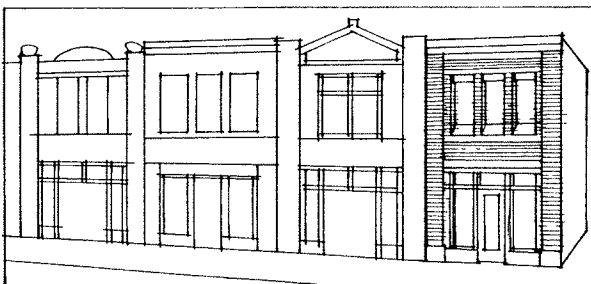
Performance Guidelines

- Architecturally unify multi-story buildings.
- Reflect the different uses supported by a single building through the different treatment of the upper and lower stories.

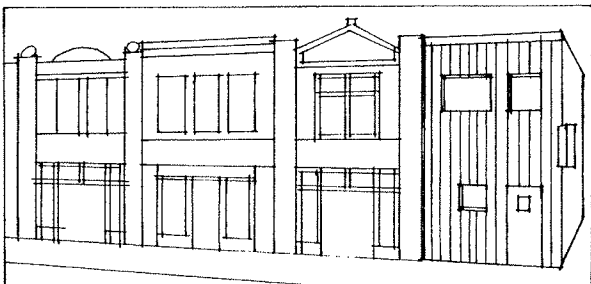
Design Guidelines

- Maintain the distinction between the upper and lower floors.
- Rhythm of ground floor shall harmonize with rhythm of upper stories
- The first floor should be transparent (through the use of display windows) and inviting to the public, while upper stories may be less transparent.
- Typically, the first floor retains a largely transparent character, while the upper story has a more solid quality to it. The difference is seen in the proportion of storefront windows to the smaller upper story windows. The line achieved by a consistent first-floor height helps to establish a sense of scale for pedestrians.

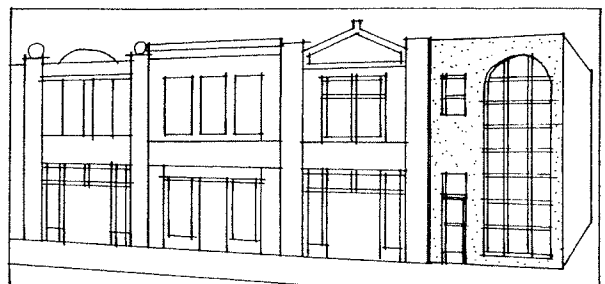
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Or



Edgerton

Building Form: Width

Building width is a primary factor in expressing the rhythm of a street's facades.

Performance Guidelines

- Maintain the consistency of building widths in an architectural block.

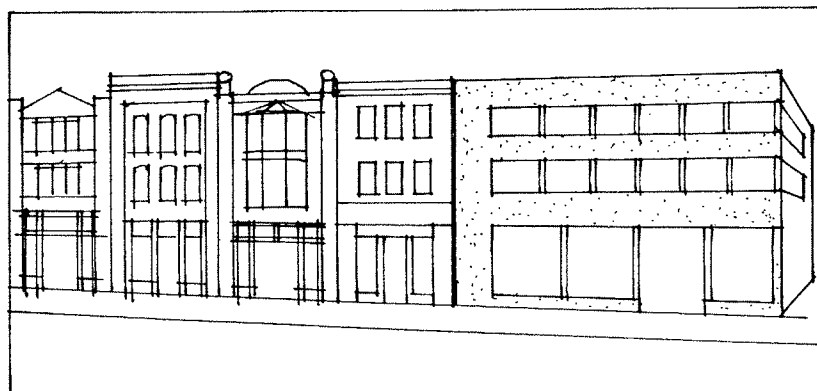
Design Guidelines

- Match the width dimension of existing buildings.
- If a new building will be placed on a number of lots, the established horizontal rhythm can be maintained through the division of the structure into smaller bays.

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Edgerton

Building Elements: Traditional Elements

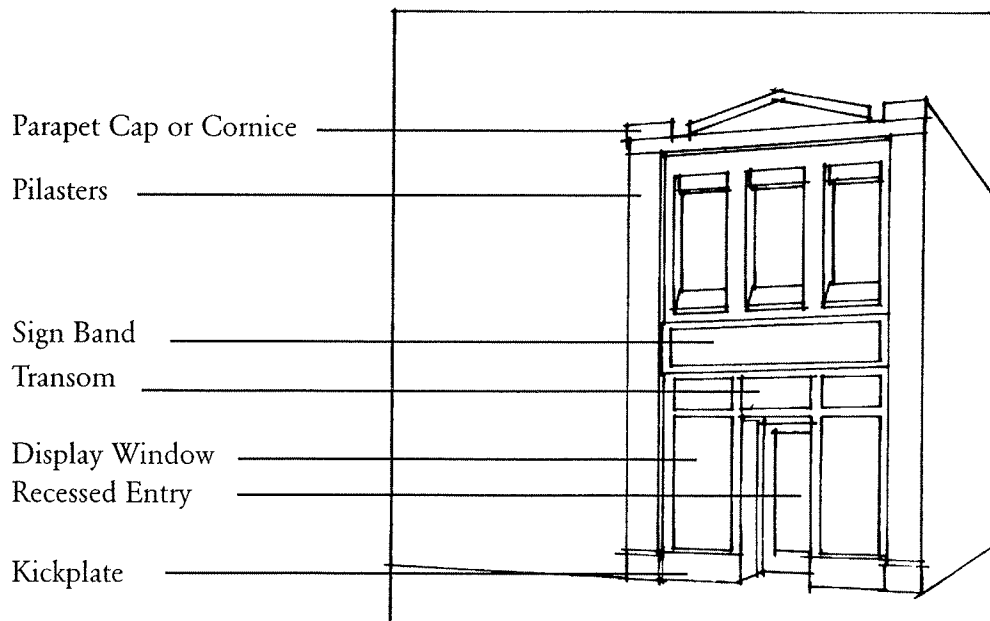
Existing architectural design elements are a rich source of design detailing.

Performance Guidelines

- Create historic continuity and unity to the downtown

Design Guidelines

- Incorporate traditional facade components in new construction.
- The use of some or all of the following can help unify the overall street facade (whenever possible, align with others in the block):
 - Kickplate as a base to the store front
 - First floor display window
 - Transom
 - Parapet cap or cornice
 - Recessed Entry
 - Sign Band



Edgerton

Building Elements: Vertical Rhythms

Vertical rhythms created by building widths and the design and location of architectural openings and features can influence the coherency of a block of buildings.

Performance Guidelines

- Maintain continuity of vertical rhythms.

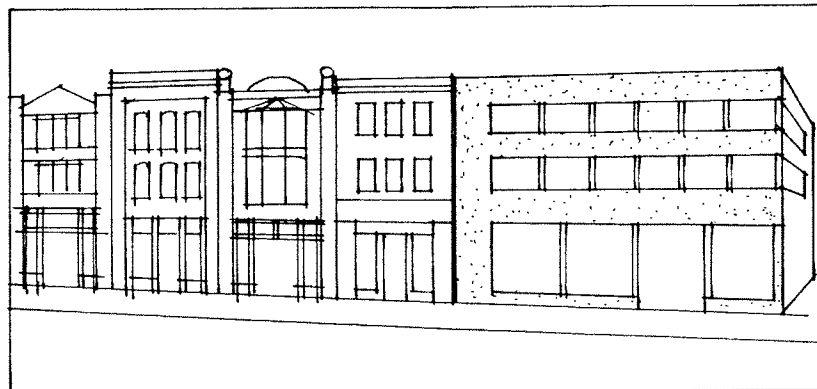
Design Guidelines

- If a new building will be placed on a number of lots, the established horizontal pattern can be maintained through the division of the structure into vertical smaller bays.
- New infill structures should also preserve the same width as the surrounding buildings.

This...



Not This...



Edgerton

Building Elements: Horizontal Rhythms

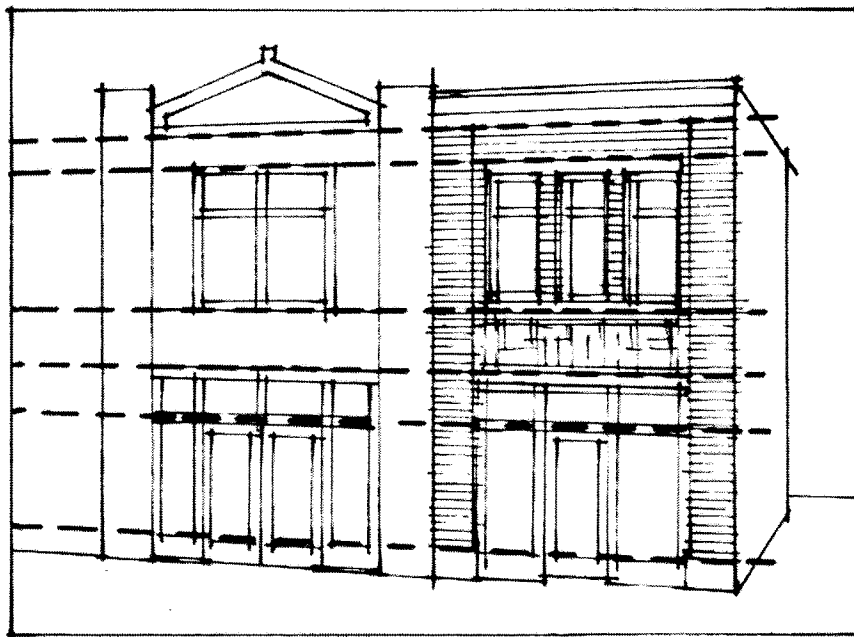
The design and location of architectural openings and features relative to existing horizontal patterns can influence the continuity of a block

Performance Guidelines

- Establish a sense of scale for pedestrians.
- Establish a sense of continuity between adjacent properties.

Design Guidelines

- The upper story windows should reflect the same rhythm, character, and height as the windows of the adjoining buildings.
- Horizontal building detailing such as sills, headers, transoms, cornices, signage bands shall be compatible in design and elevation with those of existing buildings in the immediate area.



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Building Elements: Detailing

Detailing can help achieve a desired sense of scale and character as well as compatibility with adjacent buildings.

Performance Guidelines

- Create appropriate scale (pedestrian, auto, etc.) through detailing.
- Create continuity with adjacent buildings through detailing.

Design Guidelines

- Consider using architectural elements from adjoining buildings to establish a sense of continuity.
- Building detailing including sills, headers, transoms, cornices, signage bands shall be compatible in design and elevation with those of existing buildings in the immediate area.
- Avoid large flat, blank surfaces without windows or architectural details, particularly at pedestrian levels.
- The infill structure should reflect both the ratio of window to solid wall area and the size and proportion of windows and door openings of the surrounding buildings.



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Building Elements: Storefront

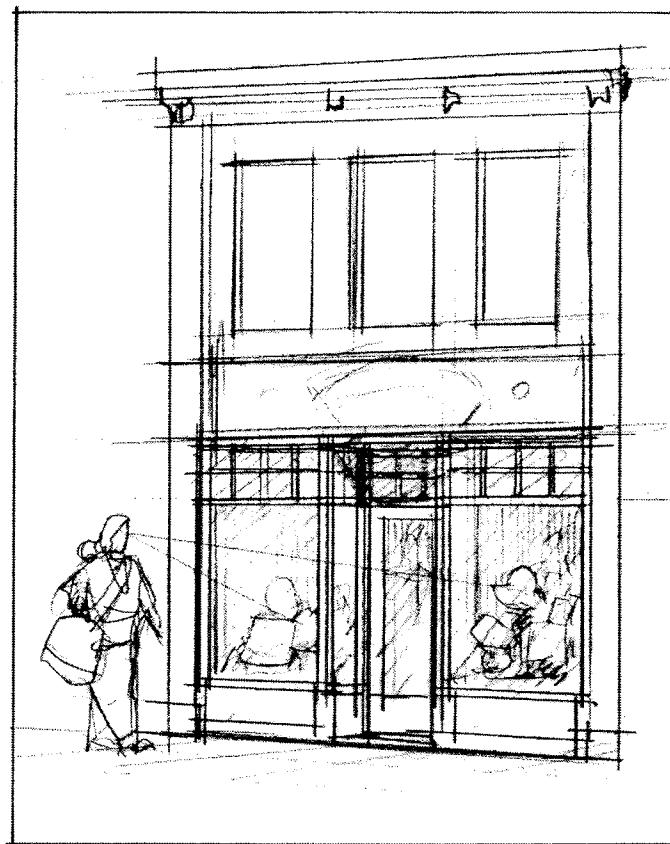
The storefront is the most important element of a commercial facade. The design of the storefront affects the perception of the business, the functional interaction of the business and the public, and the character of the street.

Performance Guidelines

- Building storefronts should be inviting to the public.
- Activity and displays inside the place of business should be visible to the street.

Design Guidelines

- At least 75 percent of the first floor street-side facade should be transparent (through the use of display windows).
- Establish a consistent first-floor height (storefront height) to establish a sense of scale for pedestrians.
- Rhythm of store floor should harmonize with rhythm of upper stories.



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Building Elements: Roof/Cornice

The roof form has a strong influence on the character of the building's form. The design of the roof and cornice affect our perception of the building's style, form, height, etc.

Performance Guidelines

- Create interest in building silhouette.
- Create continuity in roof types.

Design Guidelines

- Maintain cornice lines of adjacent properties.
- Cornice style should match architectural style of building.
- Mansards or other exotic roof shapes should not be used.
- Roof forms in CBD shall be flat or gently sloped not visible from the street.

This...



Not this...



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Building Appearance: Style

Design styles tell the story of community. Styles have characteristics which can lend consistency to a community.

Performance Guidelines

- Enhance community's collection of architectural styles.
- Style should be appropriate to region.
- New construction should not attempt to duplicate historic period.

Design Guidelines

- It is both difficult and costly to accurately replicate a historic period. Attempts to camouflage a new building should be avoided.
- Infill construction should embrace contemporary design, but also respond to the adjoining historical buildings.
- The new building should have a distinct, original character and should reflect certain qualities of the surrounding buildings.

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Building Appearance: Materials

The materials of a building help to determine how well the structure blends in with its neighbors.

Performance Guidelines

- Reflect existing palette and local traditions.

Design Guidelines

- The new building should utilize the predominant colors and materials of the area.
- Use clear or slightly tinted glass; do not use mirrored, smoked, heavily tinted glass.
- Warm, small scale materials should be used on pedestrian accessible surface.
- Newer materials such as concrete block, poured in place concrete should not be used as finish material on front or visible facades.
- Asphalt shingle siding should not be permitted.
- CBD stone or brick facing should be of even coloration and consistent size.
- Cinder block, concrete block, concrete slab, or concrete panel should not be permitted.

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Building Appearance: Color

The colors of a building are a large factor in determining how well the structure blends in with its neighbors.

Performance Guidelines

- Minimize discordant use of color.
- Maximize color harmony within and between properties.

Design Guidelines

- Exterior colors shall be compatible and harmonious with existing buildings.
- Exterior color schemes shall be used consistently throughout the property, including on the both the upper and lower portions of buildings.
- Color combination schemes shall be limited to no more than three different colors for all the structures on the property.

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Building Appearance: Utilities

Utilitarian features, if not integrated into design considerations, can detract from the site and building.

Performance Guidelines

- Minimize negative visual impact of utilitarian features.

Design Guidelines

- Avoid cluttering facades with brackets, wiring, meter boxes, antennae, gutters, downspouts, etc.
- Place roof-top utilities out of view from public rights-of-way through proper location on roof or site or through screening.

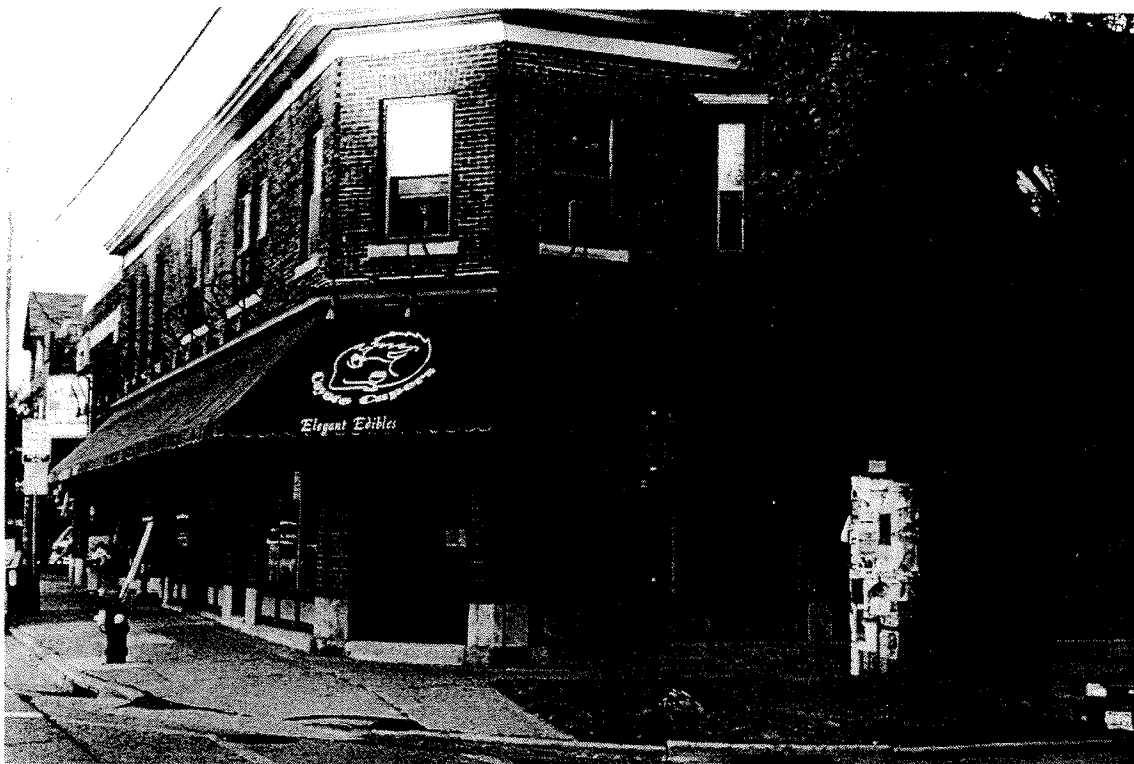
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Signage: General

Signs produce a lasting impression and an indication of the commercial health of a business district. One of the most important determinants of the visual character and coherency of communities is signage.

Performance Guidelines

- Ensure that signs aid in orientation and adequately identify uses and activities to the public.
- Discourage excessive visual competition in signage.
- Reduce distractions and obstructions from signs.
- To preserve or enhance City character by requiring new and replacement signage that is:
 - creative and distinctive
 - compatible with the surroundings
 - appropriate to the type of activity to which it pertains
 - expressive of the identity of individual proprietors or the community as a whole
 - appropriately sized in its context, so as to be readable



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Signage: Type

Signage types have a large impact on the appearance of a commercial districts.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- The following signs may be used for individual businesses (see additional guidelines): wall signs, projecting signs, and awning signs.
- Signs painted directly onto a window surface can often be quite effective. Appropriately designed neon window signs (with custom shapes and colors complementary to the building) are another option, and can add character to an establishment if sensitively handled.



Signage: Location

Consistency in sign location between businesses will influence visibility of signs, conflicts between signs, and integration with architectural character.

Performance Guidelines

- Increase readability of all signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Signs should be concentrated near the pedestrian level in storefront areas or in the "information" or "signage" band above the storefront.
- Locating signs on the upper facades of buildings should be avoided in order to avoid visual clutter and obstructing important architectural features. Use of a conservative, well-designed banner or sign, meeting all other guidelines and well integrated with architectural elements, may be approved on an individual basis.
- Location of signs shall be integrated with architectural elements.
- Signs identifying commercial establishments should generally be placed within a long, continuous information band immediately above the storefront or should be applied directly onto the display window. The information band should generally be between 18 inches and 26 inches in its vertical dimension and must never be allowed to cover transom windows and other architectural details and elements.
- Signs on adjacent storefronts should be coordinated in height and proportion and, wherever possible should use the same sign format (or they should at least employ identical backgrounds).
- Wall signs should not extend higher than the eave line or top of the parapet wall of the principal building. Such signs should not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached. No part of a wall sign, including the display surface, should extend more than 12 inches from the building surface.

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Signage: Number & Size

Limitations on the number and size of signs for each business has a direct influence on the character of a community and its streets.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- The number of signs per building is determined by the following guidelines:
 - There should be no more than one sign per occupancy.
 - Each ground floor occupant of a building may display one sign.
 - Each occupant in an upper level of a building may display one sign.
- Information band should generally be between 18 inches and 26 inches in its vertical dimension and must never be allowed to cover transom windows and other architectural details and elements.
- Projecting signs shall be no larger than 12 square feet.
- Signs in the downtown should relate to pedestrians and people moving in slow moving vehicles. Large, auto-oriented signs (pole or pylon signs) are inconsistent with both the scale of the downtown and its pedestrian character and therefore, they should be avoided.
- Window signs should not exceed more than 30 percent of the window area in which they are displayed.
- Appropriate dimensions are relative to the sign type and its location and placement. Smaller, simply designed signs are the easiest to read, and therefore, the most effective. The signs must not obscure important architectural details or features.
- The total area of signs on a building wall shall not exceed 2 1/2 square feet per linear foot of building, not to exceed 25 square feet.

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Signage: Style & Lettering

The style and use of lettering on signs will influence visibility of signs and the integration with architectural character.

Performance Guidelines

- Increase readability of everyone's signs.
- Increase integration with architectural features and character.

Design Guidelines

- Lettering styles should compliment the style and period of the building on which they appear. Traditional block and curvilinear styles that are easy to read are preferred. No more than two different type styles should be used on the same sign to avoid a cluttered appearance.
- Letters and symbols on the signs should conform to standards established throughout the downtown.
 - Individual letters or symbols may be attached to an awning, marquee, building surface, wall or signboard.
 - Letters or symbols should not project more than 12 inches from the building surface.
 - Such letters and symbols should not obscure the architectural features of the building to which they are attached.
 - Such letters and symbols should not extend above the lowest part of the roof, nor beyond the ends of the wall to which they are attached.
 - When a lot fronts on more than one street, the aggregate sign area facing each street frontage shall be calculated separately.

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Signage: Material

Use of materials in signs has a strong influence on the overall character of a community's commercial district.

Performance Guidelines

- Sign materials should be consistent with, or at least complement the original construction materials and architectural style of the building façade on which they are to be displayed.

Design Guidelines

- Natural materials such as wood and metal are much more appropriate than plastic. Internally lit plastic signs are out of context with the period and styles that are encouraged in the downtown and are often the most offensive type of signage in such areas.
- Permitted sign materials include glass, plastic, wood, brass, metal leaf, metal plates, canvas or related fabric, or etched glass, stone or concrete.

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Signage: Color & Illumination

Consistency in use of color palettes and restricted use of illumination techniques can enhance the day and night time impression of a commercial district.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.

Design Guidelines

- Illumination of exterior signage shall be limited to shielded spotlight.
- Flashing signs are not permitted.
- Sign color should adhere to the following guidelines:
 - Sign colors should be chosen to complement, not clash, with the facade color of the building.
 - Signs should normally not contain more than three colors, except in instances of illustration. Dark backgrounds with light colored lettering are preferred. Examples of preferred background colors are burgundy, red, forest green, chocolate brown, black, charcoal, and navy blue.
 - Preferred lettering colors are ivory, white, or gold. "Day glow" colors should be prohibited.
- The type of lighting that is most appropriate to the character of the downtown is direct illumination from a shielded source of light. Internal illumination is generally out of character for the area. Exceptions can be made, however, for contemporary "infill" buildings which, where internally lit signs with opaque backgrounds and glowing translucent letters may be permitted. Also, individual solid metal letters with internal lighting tubes that backlight the wall in a "halo" effect may also be used.
- Neon window signs may be permitted in cases where they are custom designed to be compatible with the building's historic and/or architectural character. Neon signs should meet the same dimensional requirements as other signs in the downtown.

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Signage: Wall

Appropriate use of wall signs provides a functional and aesthetic addition to a business.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Wall signs should not project more than 12 inches from the building surface.
- Such signs should not obscure architectural features of the building.
- Where a lot fronts on more than one street, the aggregate sign area facing each street frontage should be calculated separately.
- Where two or more wall signs are affixed to one wall, the gross display area should be the sum total area of all signs.
- Wall signs should not extend higher than the eave line or top of the parapet wall of the principal building. Such signs should not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached. No part of a wall sign, including the display surface, should extend more than 12 inches from the building surface.

Appropriate use of awning signs provides a functional and aesthetic addition to a business.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Awnings: size, color and placement should complement the architectural character of the building.
- Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installation shall be used.
- Awning signs should be painted on or attached flat against the surface of the awning, but not extend beyond the valance or be attached to the underside.
- Letters on awning signs should not exceed 10 inches in height.
- A minimum of 7 feet above sidewalk level should be allowed for pedestrian clearance.

Signage: Three Dimensional

Appropriate use of three-dimensional signs provides a functional addition to a business.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Projecting signs, if flat, should not exceed 12 square feet.
- The total area of a three dimensional sign should be determined by enclosing the largest cross-section of the sign in an easily recognizable geometric shape and computing its area.
- The sign should be hung at right angles from the building and should project no more than 4 feet from the building or one-half of the sidewalk width, whichever is less.
- The supporting framework should be in proportion to the size of such sign.
- Signs that project over a public right of way (including sidewalks) should be covered by a public liability insurance policy, which names the community as the insured party.
- The top of the sign may be suspended in line with one of the following, whichever is the most successful application of scale, linear continuity, and visibility as determined by the Historic Commission:
 - Suspended between the bottom sills of the second story windows and the top of the doors and windows of the ground floor; or,
 - The lowest point of the roof of a one story building.
- A projecting sign should have a minimum clearance of 10 feet above grade when located adjacent to or projecting over a pedestrian way. If projecting over a driveway or alley, the clearance should be at least 15 feet.
- Free standing pole signs should not exceed 25 feet in height and 10 square feet in area.

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Amenities: Landscaping

Well-placed use of landscape materials can enhance a site and its building.

Performance Guidelines

- Complement site and building design.
- Screen undesirable views.
- Provide shade.

Design Guidelines

- One canopy tree shall be provided within, or within 5 feet of the edge of, on-site paved areas for every 2,000 square feet of paved area.
- All areas which are not covered by impervious paving or structures shall be covered with vegetative groundcover.
- Base of freestanding signs shall be concealed by plant material.
- The use of vegetation and various hardscape elements helps separate and contain pedestrians and vehicles to their respective areas.

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Amenities: Street Furniture

Well-placed use of street furnishings can enhance a site and its building.

Performance Guidelines

- Provide safe, clean, functional site.

Design Guidelines

- Provide benches where people need to wait or enjoy watching.
- Provide lighting at corners and walkways.
- Provide trash receptacles where easily maintained and where people wait.
- Exterior lighting shall be compatible and harmonious with the general design theme.
- Design, color, height, location, and light quality of on-site pedestrian scaled lighting shall be consistent with and complement the district's character.
- Design, color, height, location, and light quality of on-site vehicular scaled lighting shall be consistent with and complement the district's character.

Amenities: Screening

The impact of unavoidable undesirable views can be minimized through the use of landscape and hardscape screening techniques.

Performance Guidelines

- Minimize the impact of undesirable views.
- Maintain the pedestrian scale at the street level by continuing the street facade and masking the gap created by the drive and parking.

Design Guidelines

- On-site paved areas, including parking lots, loading areas, circulation drives, and patios shall be screened from the view of the public rights-of-way and adjoining properties.
- Trash storage areas, air conditioning units, and related storage and utility areas and components shall be fully screened from the view of adjoining properties, public rights-of-ways and customer areas.
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.
- Commonly used buffers include the following:
 - Walls, fencing, & arbors
 - Upraised planters
 - Combination shrub/tree plantings

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Parking Location

Parking is an integral component of downtown development and important to business accessibility. Public and private parking lots can, however, also detract from the appearance of the downtown.

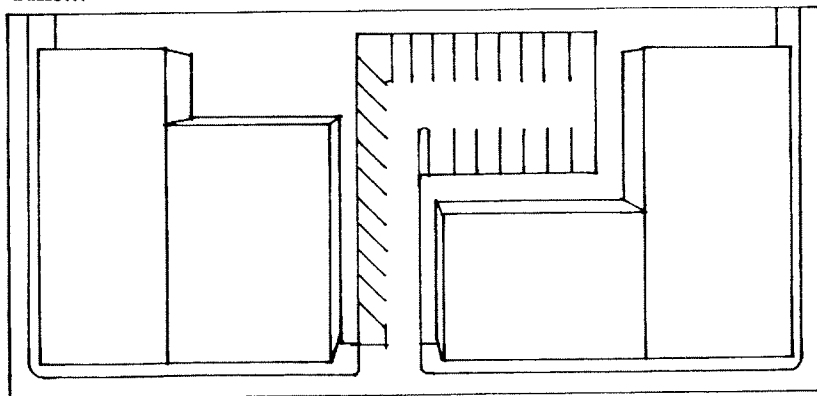
Performance Guidelines

- Provide adequate parking for downtown businesses.
- Preserve the pedestrian-friendly nature of a downtown streetscape.

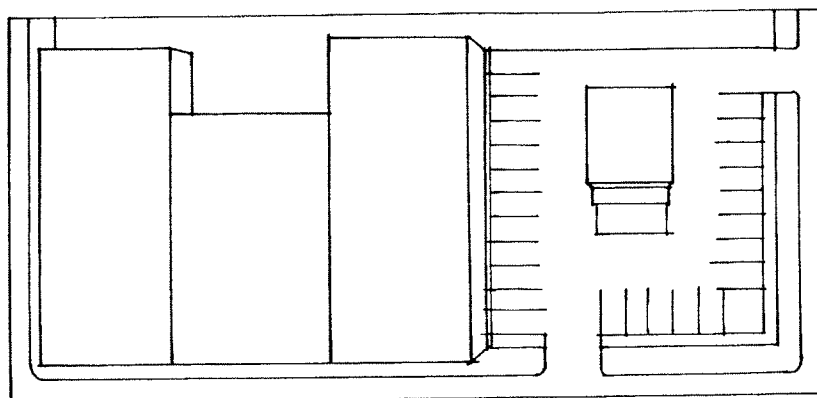
Design Guidelines

- Parking lots should be sited at the rear or the interior side of the building in order to minimize gaps in the continuous building facades of the street.
- When parking lots are sited behind a building, it is preferred that they are accessed by an alley. This minimizes gaps that would otherwise be created by on-street driveways.

This...



Not This...



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Parking Buffering

The visual impact of parking areas can distract from the appearance of a property or streetscape.

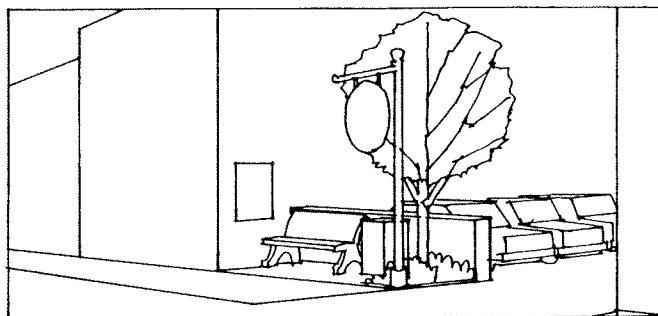
Performance Guidelines

- Preserve pedestrian friendly nature of downtown streetscape.
- Separate pedestrians and vehicles.

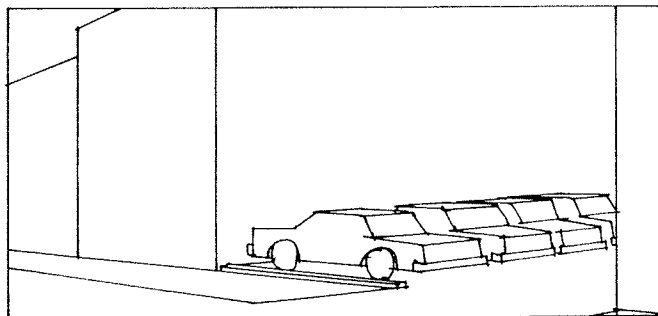
Design Guidelines

- When it is necessary to place parking lots in-between buildings, rather than behind, they should be buffered from the street side by either architectural elements or plantings.
- Continue the face of the street facade by locating screening in line with adjacent facades.
- Commonly used buffers include the following:
 - Walls, fencing, & arbors
 - Upraised planters
 - Combination shrub/tree plantings
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.

This...



Not This...



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Building Location

A primary consideration of redevelopment of a property is the location of the building on the site.

Performance Guidelines

- Maximize presence of building on street.
- Minimize impact of parking.
- Maintain existing enclosure of streetscape.
- Maximize pedestrian accessibility.

Design Guidelines

- Locate building at streetside of lot with parking in rear or side.
- Minimize setback of street facade.
- Construct facades in alignment with neighboring building facades (CBD infill).
- On corner lots, place buildings (versus parking lots) at the corner of site . These buildings will also serve as landmarks and provide a sense of enclosure at intersections.
- Use building to screen parking lots.

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Public & Service Entry Locations

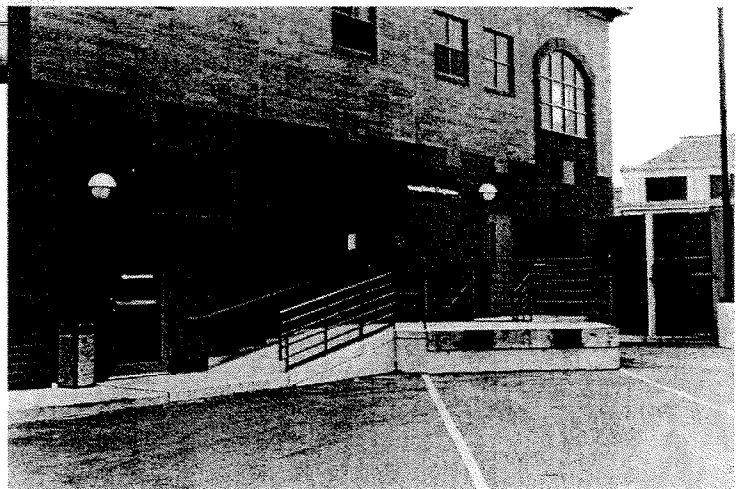
The location of public and service entries to a facility can influence the functional and commercial success of the property.

Performance Guidelines

- Maximize accessibility of public entries.
- Minimize impact of undesirable views of service areas.

Design Guidelines

- Locate pedestrian entry on street side of building.
- Locate service areas which require docking loading area at rear or side hidden from street.
- Provide additional entry where off-street parking is provided at rear or side.
- Service entries design should harmonize with building design through color, materials, and signage.



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Vehicular & Pedestrian Access

How vehicles and pedestrians enter and leave the site is an important safety, functional, and appearance consideration.

Performance Guidelines

- Maximize ease of access and egress for pedestrians and vehicles.
- Minimize conflict between vehicles and pedestrians.

Design Guidelines

- Minimize number of curb cuts.
- Allow for continuous flow of vehicles through site.
- Integrate pedestrian and vehicular circulation between adjacent buildings.
- Mark and sign areas of vehicular and pedestrian conflict.
- Utilize alleys for vehicular access where possible.
- Where off street parking is provided at rear or side, provide additional entry.