

CHAPTER 25 - CENTRAL BUSINESS DISTRICT DESIGN GUIDELINES (Cr. #07-09)

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25.01 - GENERAL PURPOSE .

It is the general intent of the Waupun Common Council and the Community Development Authority (CDA) to renovate, preserve and maintain properties within the Central Business District (CBD) through a process of design guidelines in order to:

- (1) Encourage urban design and uniformity.
- (2) Integrate urban design and preservation of Waupun's heritage into the process of redevelopment and revitalization.
- (3) Enhance the character of the Waupun downtown business community.

This chapter shall be liberally construed to effectuate this purpose.

25.02 - SIGNS .

- (1) PURPOSE. The purpose of this subsection is to regulate, standardize, and enforce outdoor sign advertising and display in the Waupun Central Business District. This subsection is intended to promote the effective use of signs as a means to communicate, maintain, and enhance the aesthetic value of the Central Business District; promote pedestrian and vehicular safety; protect property values; and provide fair and consistent enforcement.
- (2) DEFINITIONS. The following terms have the meanings indicated:
 - (a) Abandoned Sign: Any sign of a business or building owner that is no longer in use or is in a state of disrepair.

- (b) Business Identification Sign: Any sign that displays the name, address, slogan, logo, or emblem of a particular business.
 - (c) Canopy/Awning: A protective roof-like covering, often of canvas, mounted on a frame over a walkway or door.
 - (d) Central Business District: The Central Business District includes parcels zoned B-2 and designated as the Central Business District in §16.04(2) of the Waupun Municipal Code.
 - (e) Nonconforming Sign: Any sign that does not comply with City of Waupun Municipal Code §§25.02, 13.41, 16.11, or any other State or Municipal Statute, ordinance or regulation pertaining to signs.
 - (f) Permanent Sign: Any sign that is displayed for the intent of advertising for more than 30 consecutive days.
 - (g) Projection Sign: Any wall sign that protrudes more than 4 inches from the exterior wall of a building.
 - (h) Sandwich Board Sign: Any freestanding sign with an A-frame shape and messages on at least 2 sides that is generally placed on a sidewalk in close proximity to the business making use of it.
 - (i) Temporary Sign: Any sign that is displayed with the intention of advertising for not more than 30 consecutive days in any calendar year.
 - (j) Wall Sign: Any sign mounted or otherwise attached to any one of the outside structural walls of a building.
 - (k) Weatherproof: Material capable of withstanding exposure to all types of repeated weather conditions.
 - (l) Window Sign: Any sign of permanent or temporary nature displayed in any exterior window of a building.
 - (m) Banner: Any sign of lightweight fabric or similar material that is mounted to a building. Banners are permitted for seasonal events, sales, special events, and other similar uses provided such banners are removed within three days following the event, sale, special event, or similar use.
- (3) NONCONFORMING SIGNS. Signs in existence prior to the adoption of this chapter and not considered abandoned shall be deemed lawful nonconforming signs. If signs deemed nonconforming are relocated or reconstructed then they shall be subject to the provisions of this chapter.
- (4) ABANDONED SIGNS. The following restrictions shall apply to all signs located within the Central Business District:
- (a) Any sign in the Central Business District that advertises or identifies a business or similar activity must be removed within 60 days of the date this business ceases operation or vacates the premises, or the activity ceases. Any sign shall also be removed when it becomes so old, dilapidated or in disrepair as to be unsafe or unsightly.
 - (b) Sign removal shall be the responsibility of the owner of the property on which it is located. If the owner fails to timely remove signs as required here, the City of Waupun shall give the owner of the building 30 days' written notice thereof, and on the owner's failure to comply with this notice the

City of Waupun may cause removal to be executed, the expenses of which shall be assessed to the tax roll of the property on which the abandoned sign is located.

- (5) WALL SIGNS. The following restrictions shall apply to wall signs located within the Central Business District:
- (a) Each business shall be permitted one externally mounted permanent sign on the main floor of the building, except that any building located on a corner lot shall be permitted 2 externally mounted permanent signs on the main floor of the building, one sign facing each thoroughfare.
 - (b) Wall signs shall not exceed 10% of the building's exterior facade or one square foot per foot of frontage of building, whichever is less.
 - (c) Wall signs shall be located above the first floor windows and doors but below second story window sill.
 - (d) Second story wall signs shall not exceed 8 square feet in area.
 - (e) Wall signs shall be used solely for identification of the business name, services provided and/or available products.
 - (f) Wall signs shall not physically diminish the architectural quality or structure of the building to which they are attached.
 - (g) Projection signs are prohibited.
 - (h) Wall signs of a temporary nature such as business identification banners shall be displayed for a period no more than 45 days, prior to affixing the permanent business signage.
- (6) WINDOW SIGNS. Within the Central Business District, permanent or temporary signs displayed in or on exterior windows shall not cover more than 50% of the window surface. Window signs may be illuminated, but are subject to City of Waupun Municipal Ordinances §16.11.
- (7) SANDWICH BOARD SIGNS. The following restrictions shall apply to sandwich board signs located within the Central Business District:
- (a) No more than one sandwich board sign shall be permitted per property, unless on a corner lot in which case 2 such signs shall be permitted, one on each sidewalk along each thoroughfare.
 - (b) Sandwich board signs shall be not greater than 2 feet in width and 4 feet in height. Height is measured from ground level to the peak of the sign. Width is measured from the farthest outside edge of the surface area to the opposite outside edge of the surface area.
 - (c) Sandwich board signs shall allow for a minimum of 2½ feet of unobstructed sidewalk between the inside edge of the sign and the building exterior wall and 2½ feet of unobstructed sidewalk between the outside edge of the sign and the outermost portion of curb directly parallel to the sign. Overall, it shall not take up more than one-quarter of the sidewalk width.
 - (d) Sandwich boards shall not be placed so as to extend beyond the property lines on either side of the property to which they apply.
 - (e) Sandwich board signs shall contain no more than 2 sides each on which different messages may appear. Message lettering shall be neat, orderly, and visually attractive.

- (f) Sandwich board signs shall be made of durable weatherproof material.
 - (g) Lighting is not permitted on sandwich board signs.
 - (h) Sandwich board signs shall not be attached to any public property or fixture owned by the City of Waupun.
 - [(i) Reserved.]
 - (j) Sandwich board signs shall only be displayed during business hours of the business to which they apply. If established business hours permit sandwich board signs to remain after dusk, then such signs shall be placed in a well-lit area for pedestrian safety.
- (8) CANOPIES/AWNINGS. The following restrictions shall apply to canopies and awnings located within the Central Business District:
- (a) Canopies and awnings shall have a minimum ground level clearance of 7 feet 6 inches.
 - (b) Canopies and awnings shall not project more than 6 feet from the building's exterior wall.
 - (c) Canopies and awnings shall project a minimum of 3 feet from the exterior wall of the building, but shall not extend closer than 2 feet from any sidewalk curbing.
 - (d) Canopies and awnings shall be well maintained and shall be made of fire-resistant material.
 - (e) Words or graphics displayed on any canopy or awning shall not exceed 16 square feet in overall surface area.

(Ord. No. 13-05, §§ 1, 2, 10-8-2013)

25.03 - FACADE .

- (1) PURPOSE. The purpose of this subsection is to promote uniformity and overall aesthetically pleasing facades of the buildings located in the Central Business District for the City of Waupun. The following restrictions shall apply to facades for all buildings located within the Central Business District:
- (2) WINDOWS. The following restrictions shall apply to windows in need of substantial repair and all window replacement for buildings located within the Central Business District:
 - (a) New windows shall reflect the design and overall theme of the Central Business District.
 - (b) Windows that have been blocked or screened by concrete or other materials shall be reopened to reestablish the intent of the original facade.
 - (c) Windows shall be kept clean and free of obstruction.
 - (d) Broken windows shall be repaired or replaced in a reasonable period of time, not to exceed 21 days. If repair or replacement is not timely made, the City may initiate such repairs, the cost of which shall be assessed to the tax roll of the applicable property.
- (3) ELECTRICAL HARDWARE AND WIRING. Electrical hardware and wiring for all buildings located in the Central Business District shall be covered and positioned in a manner that is safe and as aesthetically pleasing as practicable.
 - (a)

Electrical wiring shall be bundled when possible to eliminate mess and hazard when hanging in front or down the side of businesses.

- (b) Electrical hardware on the exterior walls of buildings shall be covered in an appropriate manner as to avoid injury and accident.
 - (c) Due to the possible danger that electrical hardware may pose to residents and property, all electrical hardware is subject to this chapter, regardless of whether preexisting. All electrical hardware not conforming to this amendment at the time of its adoption will be subject to sanctions if not corrected within 30 days of passage of this chapter.
- (4) **BUILDING NUMBERING.** All new building numbering should be done in a manner to promote uniformity throughout the Waupun Central Business District. All new building numbering shall be displayed on the main entrance to the building. Numbers shall be block styled, bold, black, and have a 3-inch minimum size.
- (5) **EXTERIOR WALLS AND MURALS.**
- (a) All exterior walls shall be maintained in an effort to promote the historical theme of the Waupun Central Business District.
 - (b) Any additions to exterior walls or the installation of new exterior walls within the Central Business District shall be constructed in a manner that coincides with the surrounding architecture. Plans for substantial remodeling of building facades shall be approved by the Community Development Authority prior to construction.
 - (c) Plans regarding murals on business exterior walls shall be approved by the Waupun Community Development Authority prior to mural installation, placement or painting. Mural size, color scheme and theme shall be approved by the Community Development Authority on a case-by-case basis.
- (6) **EXTERIOR MATERIALS AND COLOR.** Exterior building materials for facades in the Central Business District shall be complimentary to a building's original materials as well as those of adjacent buildings.
- (a) Brick, stone, and decorative concrete block are preferred and recommended for all exterior facade repair and rehabilitation. When repairing brick exterior care shall be taken to match appropriate size, color and texture to existing brick exterior.
 - (b) Colors that are considered earth tone, natural, and terra cotta are the preferred choices for brick or stone exteriors. All other materials for prospective projects shall be approved by the Community Development Authority prior to construction.
 - (c) Use of false-brick veneer, vinyl or aluminum siding is prohibited on the ground level and may only be used for second story and third story improvements with prior approval from the Community Development Authority. Other materials made to either imitate exterior finish materials or used to cover original architectural features are also prohibited unless otherwise approved by the Community Development Authority.
 - (d) Paint shall be used only on surfaces intended for paint application including wood, etc. Paint shall compliment the colors of existing materials on the facade such as brick and stone.

25.04 - OUTDOOR FURNITURE .

Furnishings purchased through the Community Development Authority or City of Waupun pursuant to grants, donations, et cetera remain the property of the City of Waupun. Such items shall include without limitation: benches, bicycle racks, flowerpots, tree tubs, urns, and lighting fixtures. The City shall be responsible for maintenance, pickup, and removal of these furnishings at appropriate times. On a case-by-case basis and only with a business owner consensual agreement between the business owner and Community Development Authority, local business owners may be responsible for daily upkeep of plants, trees, shrubbery and other maintenance. Unless otherwise noted, City of Waupun shall maintain all furnishings acquired for the express purpose of downtown revitalization.

25.05 - PARKING AND PARKING LOTS .

The following subsection shall apply to parking lots located in the Central Business District that are not under ownership of the City of Waupun:

- (1) Parking lots or areas in the Central Business District shall be maintained by the property owner of such parking area. Parking areas shall be free from any detriment that may endanger public safety or personal property.
- (2) Parking areas shall be properly lit from the time period directly following dusk until the closure of the business served by the parking area. Lighting shall not be required if hours of business are concluded before dusk.
- (3) Trash receptacles, dumpsters, storage bins and other containers located in parking areas shall be confined to specified areas and shall remain secured and closed at all times to insure public health and safety.

25.06 - CONDITIONAL USE; ABROGATION AND GREATER RESTRICTIONS .

- (1) Any provision contained in this chapter may be conditionally amended by the Community Development Authority as to any property located within the Central Business District, on application by the property owner. In considering whether to grant such application, the Community Development Authority shall give due consideration to the purpose of this chapter as stated in §25.01 above. In granting such conditional use, the Community Development Authority may impose reasonable restrictions it considers appropriate in carrying out the purposes of this chapter.
- (2) The enactment of this chapter is not intended to repeal, abrogate or impair any existing state or municipal statute, ordinance or regulation. In the event this chapter conflicts with any other provisions of this Code, easement, covenant or deed restriction, the more stringent restriction shall apply.