

## ARTICLE VII: EXTERIOR BUILDING DESIGN STANDARDS

### Section 23.07.01: In General

- (1) Purpose. The purpose of this Section is to regulate the design and materials used for the exterior of buildings and structures within the City so as to maintain and enhance the attractiveness and values of property in the community. This Article is further intended to support the creation of a pedestrian-oriented urban environment that emphasizes architectural and urban design principles of human scale and visual interest. Additionally, this Article is intended to ensure the development of structures that maintain a long-lasting appearance; withstand the effects of time and exposure to the elements; resist damage in areas with high vehicular and pedestrian traffic and in areas where larger equipment that could cause damage is commonly used; that maintain a consistent character of development based on land use and zoning district particular to each development; and that contribute to the long-term economic and social vitality of the City of Wausau.
- (2) Applicability. Refer to Section 23.07.10 for the applicability of building design standards to single and two family buildings.
  - (a) New Construction. The requirements of this Section shall apply to all structures and buildings within the City constructed after the effective date of this Chapter.
  - (b) Additions.
    1. All additions shall match or be substantially similar to the design and materials of the existing building.
    2. Additions to buildings constructed after the effective date of this Chapter shall comply with the standards of this Section.
    3. Buildings Constructed Prior to the Effective Date of this Chapter.
      - a. If additions to an existing building(s) constructed prior to the effective date of this Chapter are less than or equal to 50 percent of the existing floor area of the building (measured cumulatively from adoption of this Chapter), the standards contained herein shall not apply but shall be regulated per Subsection (2)(b)1., above.
      - b. If additions to an existing building(s) constructed prior to the effective date of this Chapter are greater than 50 percent of the existing floor area of the building (measured cumulatively from adoption of this Article), the standards contained herein shall apply.
  - (c) Alterations. For buildings constructed prior to the effective date of this Chapter, alterations that do not impact the floor area of the building shall comply with the standards of this Section, or shall match or be substantially similar to the existing building design and materials. Ordinary repairs and maintenance are not considered alterations.
  - (d) Exceptions and Appeals.
    1. Exceptions. Exceptions to the building design standards set forth in this Section may be granted by the Zoning Administrator, to permit substitute building materials or construction of comparable quality or design when it can be demonstrated that the provisions of this Section are infeasible and that the granting of such exception is in keeping with the purpose of this Section. Decisions rendered by the Zoning Administrator, may be appealed to the Plan Commission
    2. Appeals. Any person affected by a decision of the Zoning Administrator, may petition for a hearing before the Plan Commission.
    3. Variances. The Plan Commission is authorized to grant variances from the strict application of the building design standards within this Section when it is claimed that the intent of the standards in this

Sections 23.07.02 to 23.07.09 Reserved

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Section have been incorrectly interpreted, do not apply, or their enforcement causes unnecessary hardship.

- a. The procedure for the granting of variances by the Plan Commission shall be the same as that required for variances in Section 23.10.51, with the exception that the Plan Commission shall serve the role of the Zoning Board of Appeals.
  - b. When taking action, the Plan Commission shall make findings as described in Section 23.10.32(6).
- (e) Beyond the rules in this Section, additional building design standards may apply to:
1. Group and Large Developments (Section 23.06.02)
  2. Conditional Use Permits
  3. Planned Unit Development Districts
- (3) Review and Approval. Through the building permit and/or site plan review process, the Department of Inspections shall be responsible and have authority to hear, review, and act upon all proposed exterior architectural plans for all proposed development.
- (4) Exterior Building Materials. The 4 classes of building materials referenced in this Chapter have the following meanings:
- (a) Class I materials include brick, brick veneer, stone, stone veneer, and glass (curtain/storefront).
  - (b) Class II materials include split face or decorative block, and stucco.
  - (c) Class III materials include architectural/decorative metal panels, EIFS, residential aluminum siding, and siding made of wood, wood composite, vinyl, or fiber cement.
  - (d) Class IV materials include smooth face or non-decorative block; concrete panels (tilt-up or precast); asphaltic, fiberglass, metal, or poly-roofing siding; non-decorative metal panels; corrugated metal; and plywood, chipboard, or other non-decorative wood.

**Sections 23.07.02 to 23.07.09 Reserved**

**Section 23.07.10: Single and Two Family Uses**

- (1) Purpose. The purpose of this Section is to maintain the basic architectural quality of residences within the community, to minimize architectural and building construction practices that may detract from the character and appearance of the neighborhood as a whole, and to ensure compatible design between existing and new homes. These standards apply to all single and two family structures within the City of Wausau, with the exception of Mobile Homes defined in Section 23.01.23.
- (2) Existing Buildings: Windows and Doors.
  - (a) Existing window openings on the front façade including gables or the first 20 feet of the side façade (extending from the front façade plane) shall be maintained and not be closed or filled (totally or partially), except as provided for in Subsection 3., below.
    1. If standard-sized replacement windows cannot fit into an existing window opening, a 10 percent reduction in the height-to-width proportion for replacement windows is permitted.
    2. Window relocation is permitted on a side façade if the replacement window is located within the first 20 feet of the side façade (extending from the front façade plane) and is identical or similar to the existing window in terms of size and style.
    3. Existing windows on side façades may be closed or filled if such windows are located in rooms or areas of the home not typically expected to contain windows such as bathrooms, closets, mechanical rooms, and stairwells.
  - (b) No existing window or door openings on any façade or gable end shall be boarded up.
    1. Temporary closure shall be permitted for a period not exceeding 30 days to protect a broken window, secure the property from storm damage, or to prevent unauthorized access.
  - (c) Existing door openings on the front or the first 20 feet of the side façades shall not be closed or filled unless the existing building's use is being changed from Duplex, Twin House, Two-Flat or Townhouse to Single-Family.
    1. Temporary closure shall be permitted for a period not exceeding 30 days.
    2. Door openings may be relocated but shall remain on the same façade or another façade fronting a public street.
- (3) Existing Buildings: Porches, Balconies, Decks, and Patios.
  - (a) Porches may be constructed on any façade of a structure.
    1. A minimum of 25 percent of the porch area shall be open or contain translucent window and door openings so that no more than 75 percent of the porch area is enclosed by solid walls.
  - (b) Patios.
    1. Patios may be constructed within the principal building setback.
    2. Patios shall be constructed using brick, brick or stone pavers, or concrete.
      - a. Water permeable pavers are permitted.
      - b. Landscape treatments and berms may be used to elevate a patio to meet rear or side entrance grades.
  - (c) Decks and balconies shall be constructed only on a building's rear or interior side façades.
    1. Lots with public alley frontage and double-fronted-through-lots shall be exempt from this requirement.
  - (d) Porches and decks that can be viewed from a public street shall include elements such columns, posts, railings, and spindles/balusters. Porches and decks shall be constructed in cedar, cypress, redwood, or appropriate composite materials such as wood sawdust or mineral composite/high density polyurethane plastic (HDPE), plastic, and pressure treated lumber. Porches and decks may be constructed in

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decorative metal, wrought iron, metal cable, or glass, if in keeping with the architectural style of the building, as determined by the Zoning Administrator.

1. Elements constructed in pressure-treated lumber shall be painted or stained after a curing period of no greater than 18 months.
  2. Spindles or balusters shall not be secured to the outside face of the deck or other supports (including but not limited to, rails, rim joists, beams, or columns).
    - a. Fasteners that connect vertical components (spindles, balusters, posts, etc.) to horizontal components (top or bottom rails) shall be concealed so that they are not visible from the public right-of-way.
- (e) Patios shall be constructed using brick, brick or stone pavers, or concrete.
1. Water permeable pavers are permitted.
  2. Landscape treatments and berms may be used to elevate a patio to meet rear or side entrance grades.
- (4) Existing Buildings: Changes and Additions.
- (a) Changes to Existing Buildings. For the purposes of this Section, a change to an existing principal structure is considered any alteration or demolition to the materials, wall plane, and/or architectural features of any front or side façade.
- (b) Front-loaded, Attached Garages. Front-loaded, attached garages shall comprise no more than 50 percent of the width of the ground floor building façade facing the street.
1. If the ground floor building façade facing the street is articulated (such as through the use of recesses, projections, windows, balconies, or dormers), attached garages shall comprise no more 70 percent of the width of the ground floor façade facing the street.
  2. This requirement shall not apply to side-loaded, attached garages.
- (c) Exterior Materials. The exterior materials used for new additions and changes shall use materials that complement the existing structure and enhance the overall look of the structure.
1. Standing seam metal roofs with exposed fasteners shall be prohibited.
- (d) Orientation. Additions to a principal structure and other changes that extend the building's footprint shall be placed on a rear façade, or side façade if rear is not practical, in order to have a minimal impact on the overall scale and character of the original house.
1. New additions may be built with or without a setback from the front wall plane of the original house.
  2. An addition that extends beyond the front wall plane (or the street side wall plane on a corner lot) of the original house is permitted, provided there is a lack of sufficient space in the house's rear or interior side yard, and provided the addition's overall design matches or complements the original home's design.
- (e) Height and Footprint.
1. Additions and changes that increase the building's height shall not be taller than the principal structure's dominant or highest roof ridgeline and shall not overpower the principal structure's overall scale and massing, except as provided below.
    - a. An exception to the height standard can be made if the addition conforms and is compatible with the principal structure's overall architectural style and roof shapes and becomes an integral part of the structure's overall building form and design
  2. An addition's footprint shall not be more than 50 percent of the principal structure's existing footprint.
- (f) Façades.
1. Changes and additions that create blank walls on any front or side façade are not permitted

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2. A front façade must have a minimum of 20 percent of its wall area space devoted to window or door openings, excluding gables.
  3. A street side or first 20 feet of the side façade (extending from the front façade plane) must have a minimum of 15 percent of its wall space devoted to window or door openings.
    - a. This design standard shall not apply if said wall area is part of an attached garage.
- (5) New Construction: Principal Structures on Infill Sites.
- (a) Setbacks. Front yard setbacks for new principal structures shall be consistent and align with the prevailing building setbacks found along the block and surrounding neighborhood, as follows:
    1. The front yard setback of a new principal structure on an infill site shall be determined by the existing front yard setbacks of the principal buildings on the 2 properties abutting the subject property's side yards. The front yard setback shall be no greater than the largest setback of said abutting properties and shall be no less than the smallest setback of said abutting properties.
      - a. If either or both said abutting properties are vacant, the minimum front yard setback of the zoning district of the subject property shall be used.
      - b. If a new residential building is being constructed adjacent to an existing non-residential use, the front yard setback of the new residential building shall be no greater than the setback of the abutting residential property, or no less than the minimum front yard setback of the zoning district of the subject property, whichever is less.
      - c. If a new residential building is being constructed between two existing non-residential uses, the minimum front yard setback of the zoning district of the subject property shall be used.
  - (b) Front-loaded, Attached Garages. Front-loaded, attached garages shall comprise no more than 50 percent of the width of the ground floor building façade facing the street.
    1. If the ground floor building façade facing the street is articulated (such as through the use of recesses, projections, windows, balconies, or dormers), attached garages shall comprise no more 70 percent of the width of the ground floor façade facing the street.
    2. This requirement shall not apply to side-loaded, attached garages.
  - (c) Exterior Materials.
    1. The exterior materials used on the front and side façades shall be visually compatible with those used on other buildings on the block and in the surrounding neighborhood.
    2. Modern materials may be used provided they are suitable to the style and overall design of the principal structure.
    3. Roofs shall be an earth tone color only.
    4. Standing seam metal roofs with exposed fasteners shall be prohibited.
  - (d) Orientation.
    1. A new principal structure, front façade, and primary entrance shall be oriented to the primary street.
    2. On corner lots, the principal structure may be oriented to the side street provided it meets the requirements for façades under Section (g), below.
    3. Front entrances shall be identified by a stoop, entrance platform (with or without stairs), or porch. Full front and wraparound porches that incorporate the front entrance are also permitted.
  - (e) Height. The height of a new principal structure shall be compatible with those of surrounding buildings.
    1. The height of a new principal structure shall not exceed the height of the tallest single family or two family dwelling immediately adjacent to the subject property by more than 1 story.
  - (f) Porches, Decks and Patios. Porches, decks, and patios for new construction on infill sites shall meet the regulations for existing buildings in Subsection (3), above.

Sections 23.07.11 to 23.07.19: Reserved

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- (g) Façades. Designs that result in blank walls on any front or side façade, are not permitted and shall meet the regulations for existing buildings as outlined in Subsection (4)(f), above.
  - 1. The requirement that the minimum first 20 feet of the side façade (extending from the front façade plane) to have a minimum of 15 percent of its wall space devoted to window or door openings shall not apply if said wall area is part of an attached garage.
- (6) New Construction: Principal Structures in New Neighborhoods (Non-Infill Sites).
  - (a) Front-loaded, Attached Garages. Front-loaded, attached garages shall comprise no more than 50 percent of the width of the ground floor building façade facing the street.
    - 1. If the ground floor building façade facing the street is articulated (such as through the use of recesses, projections, windows, balconies, or dormers), attached garages shall comprise no more 70 percent of the width of the ground floor façade facing the street.
    - 2. This requirement shall not apply to side-loaded, attached garages.
  - (b) Exterior Materials.
    - 1. New single family and two family dwelling units shall be clad in Class I, Class II, or Class III materials.
    - 2. Class IV materials are prohibited.
    - 3. Roofs shall be an earth tone color only.
    - 4. Standing seam metal roofs with exposed fasteners shall be prohibited.
  - (c) Orientation. The orientation of a new principal structure in a new neighborhood shall comply with all of the regulations for new construction of a principal structure on an infill site (Subsection (5)(e) above).
  - (d) Porches, Decks and Patios. Porches, decks, and patios shall meet the regulations for existing buildings in Subsection (3), above.
  - (e) Façades. Designs that result in blank walls on any front or side façade, are not permitted and shall meet the regulations for existing buildings as outlined in Subsection (4)(f), above.
    - 1. The requirement that the minimum first 20 feet of the side façade (extending from the front façade plane) to have a minimum of 15 percent of its wall space devoted to window or door openings shall not apply if said wall area is part of an attached garage

**Sections 23.07.11 to 23.07.19: Reserved**

**Section 23.07.20: Multi-Family Uses**

These standards apply to all multi-family buildings and structures constructed after the effective date of Chapter. These standards also apply to Apartments with Limited Commercial land uses.

- (1) Exterior Materials. Multi-family buildings shall be clad in Class I, II or III materials. Class IV materials are prohibited.
  - (a) Materials of comparable quality may be substituted for any class of material or be used as a decorative element if the material can be removed or replaced with a permitted exterior material, as determined by the Zoning Administrator.
    1. Roofs shall be an earth tone color only.
    2. Standing seam metal roofs with exposed fasteners shall be prohibited.
- (2) Building Entrance.
  - (a) The primary entrance shall be on the front façade facing the street.
  - (b) The primary entrance shall be covered a minimum of 3 feet from the door. Recessed entries shall be deemed to meet this requirement.
  - (c) Exterior entry doors for individual units shall be residential in style (and shall include frame and panel (real or decorative)).
  - (d) Exterior entry doors for multiple units may be residential (as described above) or commercial in style (glass).
- (3) Façade Articulation.
  - (a) Façade lengths shall not be greater than 40 feet without articulation such as:
    1. Recesses or projections that step back or project a portion of the main façade plane.
    2. Recesses or projections of upper floors from the ground floor façade plane.
    3. Vertical division using different textures or materials.
    4. Division of the façade into individual units through the use of windows, entrances, arcades, porches, decks, balconies, lighting, etc.
    5. Roof form variation such as the inclusion of dormers, change in roof lines, or change in roof type.
  - (b) On façades facing the street, windows and/or doors shall be required in order to promote a visual connection to the street.
    1. The total area of windows and doors, including trim, shall comprise a minimum of 20 percent of the total façade area, excluding gables.
- (4) Wall Details, Trim, and Windows.
  - (a) Exterior windows shall be appropriate to the architectural character of the building.
  - (b) All façade openings shall be articulated or appropriately trimmed through the use of materials such as lintels, sills, surrounds, shutters, etc.
  - (c) Natural wood shall be painted or stained unless it is cedar, redwood or other naturally weather-resistant species intended to be exposed.
  - (d) Pressure-treated lumber shall be painted or stained after a curing period of no greater than 18 months.
- (5) Patios, Decks, and Balconies.
  - (a) Ground-level patios and decks facing the street shall be bordered with landscape treatments.
    1. Covered porches are exempt from this requirement.
  - (b) Exterior stairs leading to a deck or balcony are not permitted on the front or street side of a building.
    1. On corner lots, exterior stairs shall be permitted on the interior side façade.

Sections 23.07.21 to 23.07.29 Reserved

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- (c) Exterior corridors shall be covered by the building roof, shall be located within the footprint of the building foundation, and shall not be visible from the street.
- (d) Upper-story decks and balconies shall be cantilevered, supported by vertical columns, or supported from above.
- (6) Mechanical and Exterior Building Systems.
  - (a) Drainage pipes on exterior walls shall match or be complementary to the color of the roof and wall onto which they are mounted.
  - (b) Air intakes and exhaust vents for high-energy gas appliances and meters shall not be permitted on any façade that faces a public street, unless they are screened or if they match the color of the façade on which they are located.
  - (c) Building-mounted Equipment.
    - 1. Window-mounted air conditioning units shall not be permitted in any window that faces a public street.
      - a. When no alternative is available, units shall be masked (painted, encased, etc.) in order to blend into the building's exterior finish and shall be flush-mounted so as not to project beyond the main plane of the façade more than necessary.
    - 2. Building-mounted equipment installed on the façade visible from an adjacent public right-of-way or residential district must be disguised with screening that is:
      - a. Architecturally compatible with the primary structure to which the equipment is attached. Screening materials shall be identical to or substantially similar to the materials used on the building façade to which the equipment is attached.
      - b. Incorporated as part of the building wall and/or flush-mounted so as not to project beyond the main plane of the façade.
      - c. Consistent with the color of the structure to which the equipment is attached.
  - (d) Roof-mounted Equipment. Roof-mounted equipment shall be screened, preferably by parapet walls. Other acceptable screen types shall be:
    - a. Architecturally compatible with the primary structure to which the equipment is attached. Screening materials shall be identical to or substantially similar to the materials used on the building façade to which the equipment is attached.
    - b. Consistent with the color of the structure to which the equipment is attached.
    - c. Designed to be an integral part of the building's architectural design and give the impression that it is something other than a mechanical screen.
  - (e) See Section 23.06.21(6) for screening requirements for ground-mounted mechanical systems.
- (7) Wall or Roof-Mounted Lighting.
  - (a) Full cutoff light fixtures are required.
  - (b) The design, color, height, location, and light quality of all on-building light fixtures shall be consistent throughout the entire site, unless the building is divided into individual components; in such case, all on-building light fixtures shall be consistent within each individual component.
  - (c) All entrances shall be lit after sunset. The minimum illumination at each entrance shall be 1.0 foot-candles.

**Sections 23.07.21 to 23.07.29 Reserved**

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**Section 23.07.30: Commercial Uses and Mixed Uses**

These standards apply to all commercial and structures constructed after the effective date of Chapter. These standards also apply to Mixed Use Building and Live/Work Unit land uses.

- (1) Orientation.
  - (a) Buildings are encouraged to be oriented so that the front façade faces the road with the highest traffic volumes.
  - (b) Façades facing the road with the highest traffic volumes shall be designed to have the appearance of a front façade and shall include windows, doors and/or other architectural components typically associated with front façades, as approved by the Zoning Administrator.
  - (c) Service or loading areas shall not be permitted between the building and the public street.
  - (d) Drive-through windows shall not be located between the building and the public street.
- (2) Façade Articulation.
  - (a) Façade lengths shall not be greater than 70 feet without articulation such as:
    1. Division of the façade into individual components (i.e., storefronts, distinct uses) through the use of architectural elements such as porches, balconies, windows, covered entrances, arcades, awnings, marquees, lighting, signage, etc.
    2. Recesses or projections that step back or project a portion of the main façade plane.
    3. Recesses or projections of upper floors from the ground floor façade plane.
    4. Vertical division using different textures or materials.
    5. Roof form variation such as the inclusion of dormers, change in roof lines, or change in roof type.
  - (b) Buildings shall be designed to provide interest and variety. Flat, unadorned walls shall be avoided. Each façade of a building shall include at least 1 design element to break up the flatness of blank walls and shall at a minimum include varied materials or colors, change in texture, expressed joints and details, or surface relief.
    1. Additional elements used to break up the façade may include balconies, lintels, sills, headers, belt courses, reveals, pilasters, windows, chimneys, and other ornamental features as deemed appropriate by the Zoning Administrator.
- (3) Exterior Materials. Commercial buildings shall be predominately clad in Class I materials. Class II and Class III materials may be used as accents and trim not to exceed 50 percent of the total building façade. Class IV materials are prohibited.
  - (a) Rear building elevations not facing a public street or public parking lot shall be exempt from this requirement.
  - (b) Materials of comparable quality may be substituted for any class of material or be used as a decorative element if the material can be removed or replaced with a permitted exterior material, as determined by the Zoning Administrator.
    1. Roofs shall be an earth tone color only.
    2. Standing seam metal roofs with exposed fasteners shall be prohibited.
- (4) Building Entrance.
  - (a) The main entrance shall be clearly defined and accentuated through the use of detailing, distinctive materials, and/or colors, projections or recesses, porticos, covered entrances, stoops, or other features as deemed appropriate by the Zoning Administrator.

Sections 23.07.31 to 23.07.39 Reserved

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- (5) Mechanical and Exterior Building Systems.
- (a) Drainage pipes on exterior walls shall match or be complementary to the color of the roof and wall onto which they are mounted.
  - (b) Air intakes and exhaust vents for high-energy gas appliances and meters shall not be permitted on any façade that faces a public street.
  - (c) Building-mounted Equipment.
    - 1. Window-mounted air conditioning units shall not be permitted in any window that faces a public street.
      - a. When no alternative is available, units shall be masked (painted, encased, etc.) in order to blend into the building's exterior finish and shall be flush-mounted so as not to project beyond the main plane of the façade.
    - 2. Building-mounted equipment installed on the façade visible from an adjacent public right-of-way or residential district must be disguised with screening that is:
      - a. Architecturally compatible with the primary structure to which the equipment is attached. Screening materials shall be identical to or substantially similar to the materials used on the building façade to which the equipment is attached.
      - b. Incorporated as part of the building wall and/or flush-mounted so as not to project beyond the main plane of the façade.
      - c. Consistent with the color of the structure to which the equipment is attached.
  - (d) Roof-mounted Equipment. Roof-mounted equipment shall be screened from any adjacent public right-of-way or residential district, preferably by parapet walls.
    - a. Screening shall be architecturally compatible with the primary structure to which the equipment is attached. Screening materials shall be identical to or substantially similar to the materials used on the building façade to which the equipment is attached.
    - b. Equipment shall be consistent with the color of the structure to which the equipment is attached.
    - c. Screening shall be designed to be an integral part of the building's architectural design and give the impression that it is something other than a mechanical screen.
  - (e) See Section 23.06.21(6) for screening requirements for ground-mounted mechanical systems.
- (6) Wall or Roof-Mounted Lighting.
- (a) Full cutoff light fixtures are required at each entrance.
  - (b) The design, color, height, location, and light quality of all on-building light fixtures shall be consistent throughout the entire site, unless the building is divided into individual components; in such case, all on-building light fixtures shall be consistent within each individual component.
  - (c) All entrances shall be lit after sunset. The minimum illumination at each entrance shall be 1.0 foot-candles.

**Sections 23.07.31 to 23.07.39 Reserved****Section 23.07.40: Industrial Uses**

- (1) Architectural Design.
- (a) Buildings shall be designed to provide interest and variety; flat, unadorned walls shall be avoided.

Section 23.07.40: Industrial Uses

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- (b) Buildings shall be oriented so as to face the road with the highest traffic volumes. This requirement shall not apply to buildings with frontage on state or federal highways, unless there is direct access from the development to the highway.
  - 1. If a visitor, office, and/or customer entrance component is included in the building, such space(s) shall be clearly defined and accentuated through the use of detailing, windows, distinctive materials and/or colors, projections or recesses, or other architectural features as deemed appropriate by the Zoning Administrator.
- (2) Exterior Materials. Industrial buildings shall be clad in Class I, II or III materials. Certain Class IV materials are also acceptable as noted.
  - (a) For all façades facing a public street, a minimum of 15 percent of the façade shall be composed of Class I building materials.
    - 1. This requirement may be reduced to 10 percent of the façade provided that other elements are incorporated into the building and site design, such as façade articulation, increased landscaping, or other improvements approved by the Zoning Administrator.
    - 2. Roofs shall be an earth tone color only.
    - 3. Standing seam metal roofs with exposed fasteners shall be prohibited.
  - (b) Smooth-faced/non-decorative block may be used if enhanced on all elevations with Class I or II materials in combination with decorative fascia, overhangs, trim, lintels, sills, headers, belt courses, reveals, pilasters, windows, chimney, or other architectural features as deemed appropriate by the Zoning Administrator. In such cases, Class I or II materials amount to more than 15 percent of each façade.
  - (c) Concrete panels (tilt-up/precast) may be used if they are part of a palette of permitted materials or if they incorporate horizontal and vertical articulation including, but not limited to, changes in color or texture.
  - (d) Non-decorative metal panels may be used if enhanced on all elevations with Class I or II materials in combination with decorative fascia, overhangs, trim, lintels, sills, headers, belt courses, reveals, pilasters, windows, chimney, or other architectural features as deemed appropriate by the Zoning Administrator. In such cases, Class I or II materials amount to more than 15 percent of each façade.
    - 1. In the RH-35, LI, MI, HI, IOS, IOC, AO, and EX zoning districts, visible exterior fasteners shall be the same color as the attached wall for any principal or accessory building visible from a public street.
    - 2. In all other zoning districts, exterior wall fasteners shall be fully concealed from view.
  - (e) Materials of comparable quality may be substituted for any class of material or be used as a decorative element if the material can be removed or replaced with a permitted exterior material, as determined by the Zoning Administrator.
- (3) Mechanical and Exterior Building Systems.
  - (a) Applicability. See Section 23.06.21(6) to determine whether screening is required.
  - (b) Drainage pipes on exterior walls shall match or be complementary to the color of the roof and wall onto which they are mounted
  - (c) Building-mounted Equipment.
    - 1. Building-mounted equipment installed on the façade visible from an adjacent public right-of-way or residential district must be disguised or screened in one of the following ways:
      - a. Architecturally compatible with the primary structure to which the equipment is attached. Screening materials shall be identical to or substantially similar to the materials used on the building façade to which the equipment is attached.

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- b. Incorporated as part of the building wall and/or flush-mounted so as not to project beyond the main plane of the façade.
- c. Consistent with the color of the structure to which the equipment is attached.
- (d) Roof-mounted Equipment. Roof-mounted equipment visible from an adjacent public right-of-way or residential district shall be screened, preferably by parapet walls. Other acceptable screen types shall be:
  - a. Architecturally compatible with the primary structure to which the equipment is attached. Screening materials shall be identical to or substantially similar to the materials used on the building façade to which the equipment is attached.
  - b. Consistent with the color of the structure to which the equipment is attached.
  - c. Designed to be an integral part of the building's architectural design and give the impression that it is something other than a mechanical screen.

**Sections 23.07.41 to 23.07.49 Reserved**

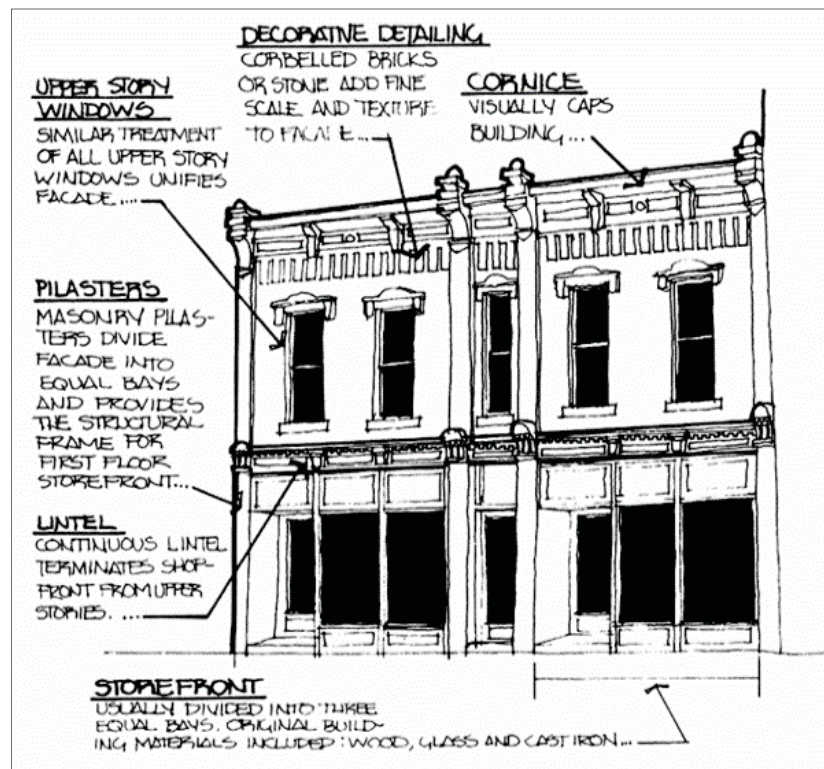
**Section 23.07.50: Special Areas**

- (1) Downtown Historic Mixed-Use District (DHMU) Design Standards. See Section 23.02.56 for additional requirements for this district.
  - (a) Purpose. This district is intended to implement the urban design recommendations of the Comprehensive Plan, by preserving and enhancing the historical quality of the downtown, and by attaining a consistent visually pleasing image for the downtown area, as defined by the mapped boundaries of the Downtown Historic Mixed-Use District.
  - (b) Applicability. The regulations of this Section shall apply to new development and changes to the exterior of any building within the mapped boundaries of the Downtown Historic Mixed-Use District.
  - (c) Review and Approval.
    1. There are three categories of review in this district:
      - a. **Project Review** (renovation of the exterior appearance of a property such as repainting, re-roofing, residing or replacing with identical colors, finishes, and materials)
      - b. **Design Alteration Review** (change only in the exterior appearance of a nonresidential or multi-family property such as painting, roofing, siding, architectural component substitution, fencing, paving, or signage)
      - c. **Renovation Review** (modification to the physical configuration of a property such as the erection of a new building, the demolition of an existing building, or the addition or removal of bulk to an existing building)
    2. Plan Commission review and approval may be required. The three categories and procedural requirements for review and approval are described fully in Section 23.10.42.
    3. Design standards for changes meeting the criteria for Project Review are found in Section 23.07.50(1)(e), below. Design standards for changes meeting the criteria for Design Alteration Review or Renovation Review are found in Section 23.07.50(1)(f), below.
    4. Designated Historic Structures. These regulations are separate and in addition to requirements related to changes to Local, State, and National Landmarks and properties, and as regulated by the Historic Preservation Ordinance (Section 2.82 of the City of Wausau Municipal Code). Prior to taking action, the Plan Commission shall consult with the Historic Preservation Commission for all properties designated as historic, contributing to a historic district, or considered by a study or survey to be eligible for listing on a local, state, or national register.

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- (d) Design Theme: The design theme for the Downtown Historic Mixed-Use District is based on its historical, pedestrian-oriented development pattern that incorporates retail, residential, and institutional uses. Building orientation and character includes minimum setbacks at the edge of the sidewalk, multi-story structures, use of alleys for access, and on-street or other off-site parking. The design theme is characterized by a variety of architectural styles popular at the time, including Italianate, Romanesque, and Neoclassical, in a 2- or 3-story format with office, storage, or residential located over commercial. The façades of these buildings have a traditional main street storefront appearance, are relatively small in scale, have street yard and side yard setbacks of zero feet, have prominent horizontal and vertical patterns formed by regularly spaced window and door openings, detailed cornice designs, rich detailing in masonry coursing, window detailing and ornamentation, and are predominately brick, stone, or wood. Exterior building materials are of high quality. Exterior appurtenances are minimal. Exterior colors are harmonious, simple, and muted. Exterior signage blends, rather than contrasts, with buildings in terms of coloring (complementary to building), location (on-building), size (small), and number (few).
- (e) Design Standards for Project Review (New Construction, Building Additions, and Building Alterations).

**Figure 23.07.50a: Architectural Components**

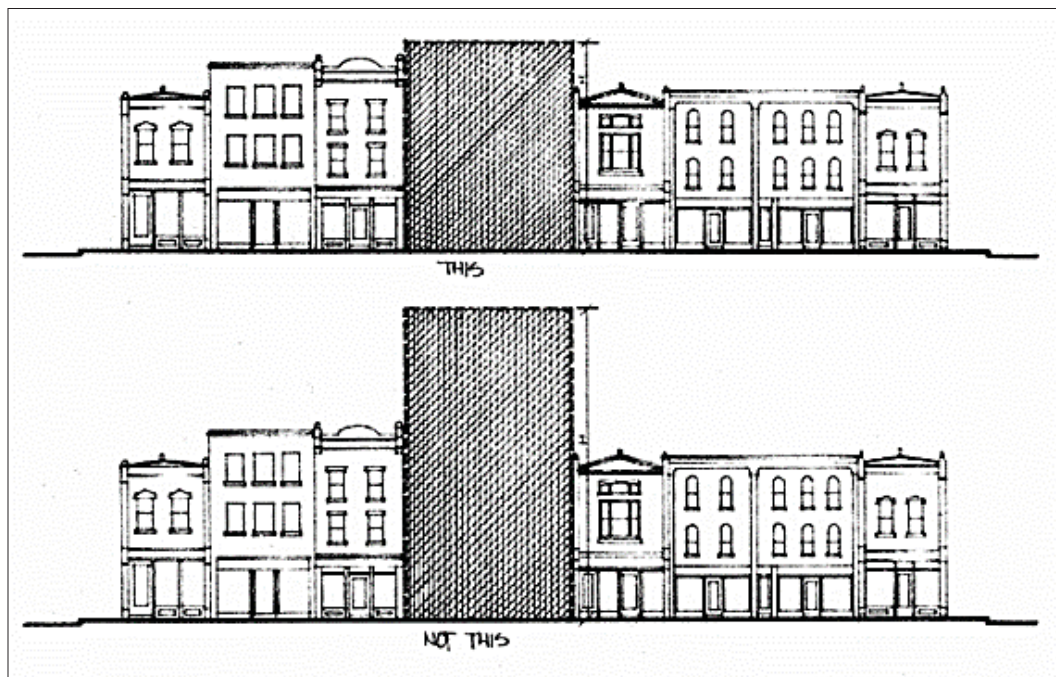


1. The design standards contained in this Subsection shall apply to all changes meeting the criteria for Project Review (including all new buildings, building additions, and new building appurtenances). Such activities shall correspond to the following:
  - a. Urban design guidelines as determined by the Plan Commission and as evidenced by certain existing structures within the Downtown.
  - b. The following requirements for building setback; height; building mass; horizontal rhythms (created by the placement and design of façade openings and related elements such as piers, columns); vertical rhythms (created by the placement and design of façade details such as sills, transoms, cornices and sign bands); roof forms; exterior materials; exterior surface features and appurtenances; exterior colors; exterior signage; on-site landscaping; exterior lighting; parking and loading area design; and the use of screening.

## Section 23.07.50: Special Areas

2. **Building Setback.** Throughout the district, the setback of buildings from street yard and side yard property lines shall be compatible with existing buildings in the immediate area which conform to the design theme described in Subsection (d) above, as determined by the Plan Commission.
3. **Building Height.**
  - a. Throughout the district, the height of buildings shall be compatible with existing buildings in the immediate area which conform to the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
  - b. Buildings shall not be more than 2 stories taller than the height of a building of similar use on one of the immediately adjoining properties. See Figure 23.07.50b. Taller building heights may be approved by conditional use permit.

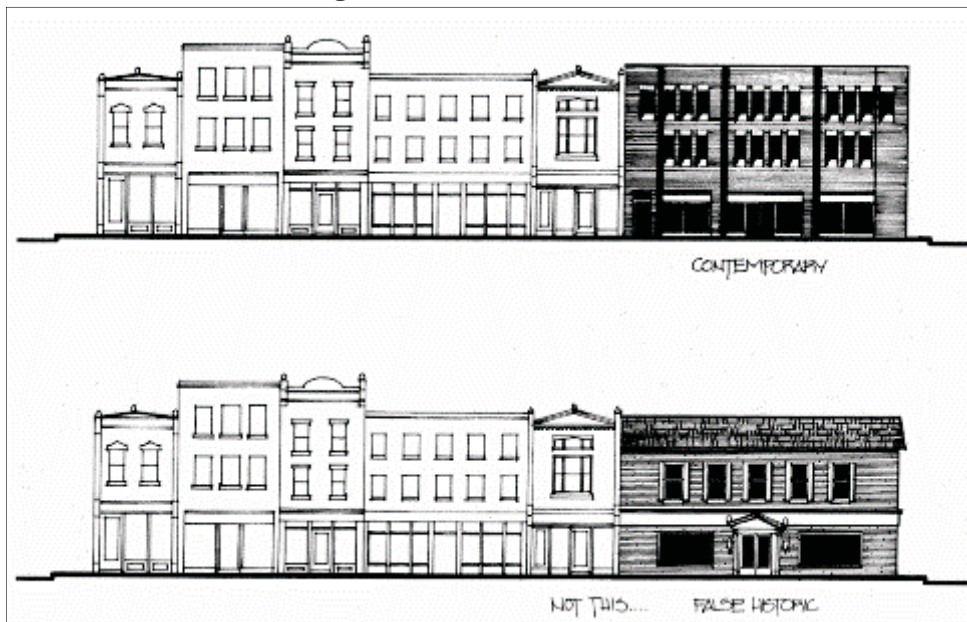
**Figure 23.07.50b: Building Height Example**



4. **Building Mass.**
  - a. Throughout the district, the mass of buildings shall be compatible with existing buildings in the immediate area which conform to the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
  - b. The characteristic proportion (relationship between façade height and width) of the design theme shall be maintained.
  - c. Building mass for large structures (with a façade area exceeding 5,000 square feet) shall be disguised through the use of façade articulations, or through the use of exterior treatments which give the impression of directly adjoining individual buildings, as determined by the Plan Commission.
5. **Horizontal Rhythms.** The horizontal pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements such as piers and columns shall be spaced at regular intervals across all visible façades of the building, and shall be compatible with those of existing buildings in the immediate area which conform to the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.

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6. Vertical Rhythms. The floor heights on main façades shall appear visually in proportion to those of adjoining buildings. The rhythm of the ground floor shall harmonize with the rhythm of upper floors. The vertical pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements such as sills, headers, transoms, cornices and sign bands shall be compatible in design and elevation with those of existing buildings in the immediate area which conform to the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
7. Roof Forms. Flat or gently sloping roofs which are not visible from the street shall be used. Mansards or other exotic roof shapes not characteristic of the design theme described in Subsection (d)(1) above, as determined by the Plan Commission, shall not be used. See Figure 23.07.50c.

**Figure 23.07.50c: Roof Forms**

8. Exterior Materials. Selected building materials shall be compatible with those of existing buildings in the immediate area which conform to the design theme described in Subsection (d)(1) above, a determined by the Plan Commission.
  - a. Masonry. Stone or brick facing shall be of even coloration and consistent size. Cinder block, concrete block, concrete slab, or concrete panel shall not be permitted.
  - b. Siding.
    - i. Wood, thin board texture vinyl, fiber cement, or textured metal clapboard siding may be appropriate, particularly if the proposed non-masonry exterior was used on a building which conforms to the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
    - ii. In certain instances, clapboard, board, and batten may be in keeping with the design theme.
    - iii. Class IV materials are prohibited.
  - c. Glazing. Clear, or slightly tinted glass or related glazing material shall be used. Mirrored glass, smoked glass, or heavily tinted glass shall not be permitted, unless needed in a special situation as determined by the Plan Commission.



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9. Exterior Surface. Exterior surface appurtenances shall be compatible with those of existing buildings in the immediate area which conform to the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
    - a. The traditional storefront design theme (characterized by strong horizontal and vertical rhythms formed by building openings, windows, and transom windows) shall be employed for all new nonresidential buildings. Ground floors consisting entirely of residential or office uses shall be exempt from this requirement.
    - b. Throughout the district, avoid cluttering building façades with brackets, wiring, meter boxes, antennae, gutters, downspouts and other appurtenances. Unnecessary signs shall also be avoided. Where necessary, such features shall be colored so as to blend in, rather than contrast, with the immediately adjacent building exterior. Extraneous ornamentation which is inconsistent with the design theme described in Subsection (d)(1) above, as determined by the Plan Commission, is also prohibited.
  10. Awnings and Marquees. Awning and marquee size, color and placement shall complement the architectural character of the building, as determined by the Plan Commission.
    - a. Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installation shall be used for awnings.
    - b. Aluminum or suspended metal canopies shall be prohibited.
    - c. Signage applied to awnings shall be simple and durable.
    - d. Backlit awnings are prohibited.
  11. Exterior Lighting. On-building exterior lighting shall be compatible and harmonious with the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
    - a. On-Building Lighting. The design, color, height, location, and light quality of all on-building light fixtures shall be consistent for all light fixtures.
    - b. Ground-Mounted Lighting. The design, color, height, location and light quality of ground-mounted lighting shall be consistent with the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
  12. Signage. All signage existing upon the adoption date of this Ordinance, which does not comply with the standards of Article IX: Signage, may be continued as long as it is well maintained.
    - a. The maintenance of such legal nonconforming signs shall be limited to repair of the sign structural or lighting elements, and to the repainting or replacement of the sign face with identical new material, and original appearance.
    - b. Should a change in material or original appearance be desired, the legal nonconforming sign shall be removed.
    - c. Sign size, color and placement shall complement the architectural character of the building, as determined by the Plan Commission.
  13. Cleaning. Structural components and exterior materials shall be cleaned when necessary, and with only the gentlest possible methods.
    - a. Low-pressure water, steam cleaning, and soft natural bristle brushes are permitted.
    - b. Sandblasting and power washing (more than 400 psi) are prohibited.
    - c. Other methods shall be pre-approved by the Plan Commission.
- (f) Design Standards for Design Alteration Review and Renovation Review (Changes to the Exterior Appearance of a Property).

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1. Applicability. The design standards contained in this Subsection shall apply for the following changes to the exterior of a property:
  - a. All changes meeting the criteria for Design Alteration Review (including painting, roofing, siding, architectural component substitution, fencing, paving, and signage)
  - b. All changes meeting the criteria for Renovation Review (including repainting, re-roofing, residing, or replacing with identical colors, finishes, and materials)
  - c. Any other instance in which existing construction is proposed for rehabilitation and/or restoration. (New projects, building additions, and new appurtenances and features shall comply with the Design Standards of Subsection (e), above.)
2. In General. Buildings shall be restored relying on physical evidence (such as photographs, original drawings, and existing architectural details) as much as possible, in keeping with the design theme described in Subsection (d)(1) above, as determined by the Plan Commission.
3. Exterior Materials and Surface Features. Materials and features identical to the original exterior materials and surface features shall be used. If replacement with identical materials and features is not possible, other features and materials may be used, provided they are compatible with the design and style of the building, as determined by the Plan Commission.
  - a. Where such knowledge is lacking, materials and features in common use at the time of building erection shall be used.
  - b. Significant architectural features, including cornices, moldings and coursings shall be preserved or replaced with identical features and materials where possible.
4. Windows and Doors. The size, proportion, and rhythm of original windows and doors shall not be altered.
  - a. Original window and door openings shall not be blocked. Where now blocked, blocked window and door openings shall be restored where possible.
  - b. Window and door features, including lintels, sills, architraves, shutters, pediments, hoods and hardware, shall be preserved where possible.
    - i. If preservation is not possible, as determined by the Plan Commission, window and door features shall be replaced with identical features and materials. If replacement with identical features and materials is not possible, other features and materials may be used, provided they are compatible with the design and style of the building, as determined by the Plan Commission.
    - ii. Dark frames (i.e. anodized bronze) shall be used to replace storefront and upper story windows.
    - iii. Clear aluminum finishes and mill finish aluminum storm windows are prohibited.
    - iv. If shutters are proposed, real, functional shutters or shutters that are the same dimensions as real, functional shutters (as opposed to purely decorative shutters) shall be used.
5. Storefronts. Storefronts shall fit inside the original shop front in terms of all 3 dimensions (vertical, horizontal and front to back articulation).
  - a. Display windows shall be restored to their original appearance.
  - b. The configuration of display windows shall be substantially similar to the original configuration. This provision shall be construed to prohibit garage doors and bay windows when they were not part of the original building design.

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6. Entrances, Porticos, and Porches. Original porches, and steps shall be retained, except as required to meet accessibility standards. Porches, porticos, steps, and related enclosures which do not comply with the architectural design theme, as determined by the Plan Commission, shall be removed.
7. Roofs. The original roof shape and character of visible materials shall be retained. Original architectural features which give the roof its essential character, including dormer windows, cupolas, cornices, brackets, chimneys and weathervanes, shall be preserved if in keeping with the architectural design theme described in Subsection (d)(1) above, as determined by the Plan Commission.

(2) **River Edge Overlay District (RE-O) Design Standards.**

- (a) Purpose. This district is intended to enhance the quality of development along the riverfront, increase public access to the riverfront area, and attain a consistent visually pleasing image for the riverfront area, as defined by the mapped boundaries of the River Edge Overlay District.
- (b) Applicability. The regulations of this Section shall apply to new development and changes to the exterior of any building within the mapped boundaries of the River Edge Overlay District.
- (c) Review and Approval.
  1. There are three categories of review in this district:
    - a. **Project Review** (renovation of the exterior appearance of a property such as repainting, re-roofing, residing or replacing with identical colors, finishes, and materials)
    - b. **Design Alteration Review** (change only in the exterior appearance of a nonresidential or multi-family property such as painting, roofing, siding, architectural component substitution, fencing, paving, or signage)
    - c. **Renovation Review** (modification to the physical configuration of a property such as the erection of a new building, the demolition of an existing building, or the addition or removal of bulk to an existing building)
  2. Plan Commission review and approval may be required. The three categories and procedural requirements for review and approval are described fully in Section 23.10.43.
- (d) Transparency. All façades shall consist of a minimum percentage of windows or doors to allow views into and out of the building's interior and to promote a visual connection to the street and river. The minimum percentage of windows or doors shall include trim but exclude gables.
  1. Ground floor, nonresidential uses: The total area of windows and doors shall comprise a minimum of 25 percent of the ground floor façade area containing the nonresidential use.
  2. Ground floor, residential uses: The total area of windows and doors shall comprise a minimum of 15 percent of the ground floor façade area containing the residential use.
  3. Upper floors, all uses: The total area of windows and doors shall comprise a minimum of 15 percent of the total façade area above the ground floor.
- (e) Exterior Materials. Commercial buildings shall be predominately clad in Class I materials. Class II and Class III materials may be used as accents and trim not to exceed 30 percent of the total building façade. Class IV materials are prohibited.
  1. Materials of comparable quality may be substituted for any class of material or be used as a decorative element if the material can be removed or replaced with a permitted exterior material, as determined by the Zoning Administrator.
- (f) Waterfront façades. Waterfront façades are defined as façades that face the Wisconsin River. The following requirements apply to all waterfront façades.

Sections 23.07.51 to 23.07.99 Reserved

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1. Entrance. At least 1 functional entrance is required on the waterfront façade. Said entrance shall be clearly defined and accentuated through the use of detailing, distinctive materials, and/or colors, projections or recesses, porticos, covered entrances, stoops, or other features as deemed appropriate by the Zoning Administrator.
    - a. If a riverwalk path is present, a minimum 5-foot-wide paved pedestrian path shall be provided that connects the riverwalk path to the waterfront entrance.
  2. In order to promote a visual connection to the waterfront, waterfront façades shall include transition spaces such as arcades, loggia, terraces, steps leading to the waterfront, articulated entrances, storefront windows, canopies, glass awnings, or other features as deemed appropriate by the Zoning Administrator.
  3. In order to provide privacy for private dwelling units, residential uses facing the waterfront shall have steps, patios, terraces, lawns, knee walls, gardens and landscaping, or similar features that provide separation of the public walkway from private dwelling unit windows.
- (g) Residential buildings shall have functional patios or balconies for each unit facing the waterfront. Said patios or balconies shall be a minimum of 6 feet deep. Balconies shall be cantilevered or supported from above.
- (h) Roofs.
1. Flat roofs are preferred. Pitched roofs are permitted if they are in character with the building's architectural style or the character of the surrounding area.
  2. Rooftop terraces, decks, and gardens are highly encouraged.
- (i) See Section 23-159 for additional requirements for this district.

**Sections 23.07.51 to 23.07.99 Reserved**