

DOWNTOWN WHITEWATER

DESIGN GUIDELINES

A Guide to Revitalization of
Downtown Commercial Buildings

Prepared by Downtown Whitewater Design Team
November, 2006

Sources

Cravath, P. *Early Annals of Whitewater 1837-1867*. (Edited by Albert Salisbury, 1906.) Whitewater, WI: The Whitewater Federation of Women's Clubs.

Historic Downtown Stoughton Design Guidelines

Main Street De Pere Design Guidelines

Preservation Briefs No. 1-44. Technical Preservation Services. National Park Service. Government Printing Office.
www.cr.nps.gov/hps/tps/publications.htm

Secretary of the Interior's Standards for Rehabilitation

Acknowledgments

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Why Design Guidelines

Whitewater is a special place to live, work, and visit. This guidebook offers information that promotes the development of aesthetic design solutions for existing buildings and new construction that respects and enriches the unique architectural characteristics of downtown Whitewater. The guidelines are a tool for business and property owners, potential developers, and citizens to use when considering the preservation, restoration, or renovation of an existing building or design of a new structure located in the downtown.

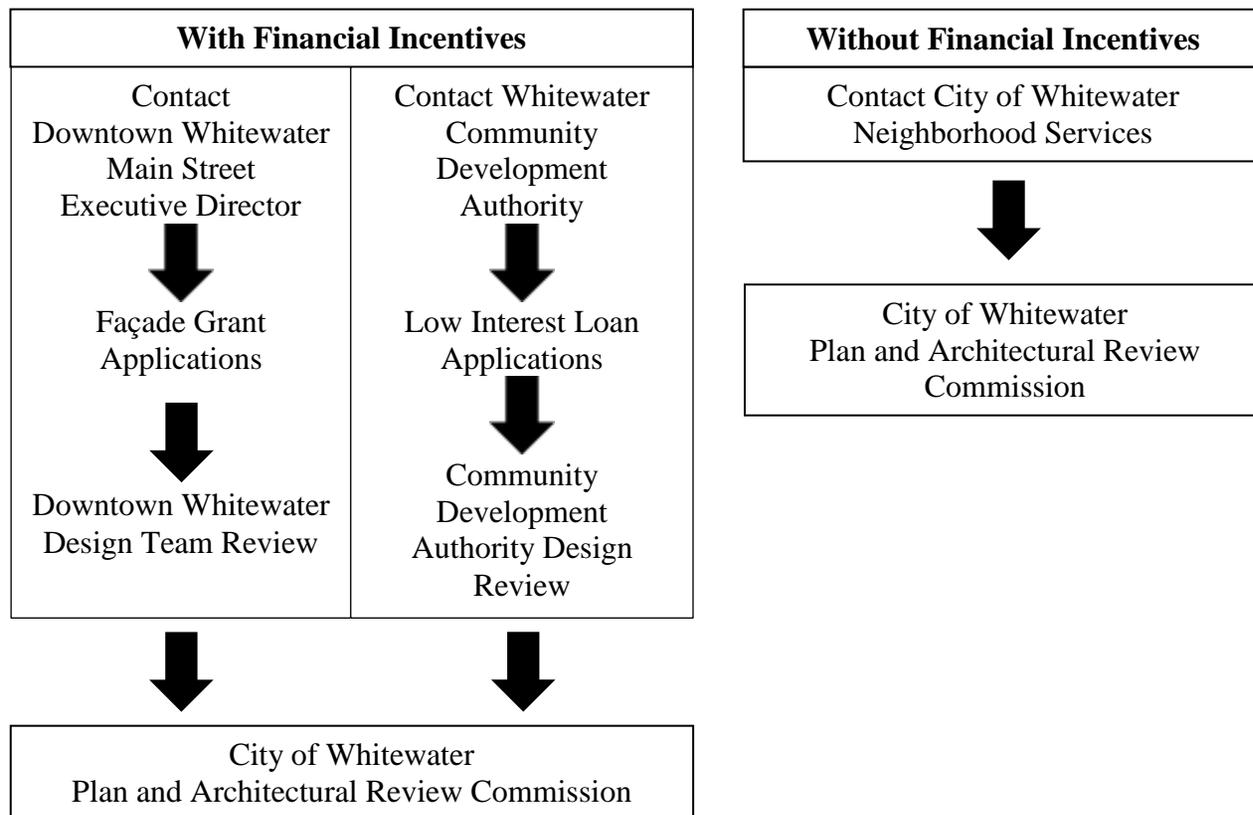
Downtown Whitewater Information and Procedures for Building Revitalization

Contact Information about Building Permits, Design Review Process, and Facade Grants & Loans

Neighborhood Services
 City of Whitewater Municipal Building
 312 W. Whitewater Street
 Whitewater, WI 53190
 Telephone: 262-473-0540

Downtown Whitewater
 Main Street Executive Director
 171 W. Main Street
 Whitewater, WI 53190
 Telephone: 262-473-2200

Procedures for Design Assistance



Whitewater's Beginning

The *Early Annals of Whitewater 1837-1867* includes an historic perspective of Whitewater through the written accounts of Prosper Cravath, one of Whitewater's early leading citizens. Cravath described a Native American trail passing through the site of Whitewater in 1836:

*Then no habitation met the traveler's view, giving promise of rest and welcome; no trace was seen to mark his route, save a little path, seemingly made by former occupants of the soil. This highway of a nation was but a narrow path, scarce fifteen inches broad and deep-worn by the tread of many feet. It extended in a continuous line between the cities of Milwaukee and Galena, sending off at the present site of this village many branches toward the north and west...*¹

This footpath led the first covered wagons coming west from Milwaukee to the fertile crossings at Whitewater Creek. Samuel Prince was one of the first persons to build a permanent house in Whitewater in 1837. Soon to camp with Samuel Prince were William and Leander Birge, Dr. Edward Brewer, and Charles Hamilton.

They brought with them seven yoke of oxen, one wagon, and two breaking plows.

*They came amply provided with all the necessaries of life, their stores consisting of four barrels of flour, two of Hoosier pork, and a quantity of potatoes, for which they paid only two dollars per bushel. They were also supplied with tea and coffee, which were then numbered among the luxuries of life. They were five days in coming from Milwaukee to Whitewater.*²

The source of the fresh white water lay just upstream in the Kettle Moraine flowing from a large concentration of artesian springs. Between 1839 and 1841 Dr. James Trippe would harness its power with construction of two dams. The first dam creating Cravath Lake, was built for a grist mill to supply flour to the growing population. Upstream, the second dam creating Trippe Lake was for a sawmill and later, the very first paper mill in Wisconsin.

The Milwaukee & Mississippi Railroad reached Whitewater by 1852 and created a boom to growth. City population doubled in size, in three years, from 800-1600 by 1855.

Abundant pride followed the quality and quantity of products produced in early Whitewater. The Winchester foundry was renowned state-wide for its ploughs. Three wagon manufacturers including Winchester and Pratt earned fame for their world class wagons – Queen Victoria ordered 51 wood wagons for her majesty's Boundry Commission. George Esterly patented a harvesting machine earning the first gold medal ever awarded in Chicago competition besting Cyrus McCormick. Esterly employed over 525 men in his Whitewater factories and the Eastside of town became known as Reaperville.

In 1868, the second state normal school in Wisconsin was established. A noted professor was Warren S. Johnson who invented the thermostat for regulating room temperature and founded Johnson Controls. Whitewater Normal School would later become the University of Wisconsin –Whitewater.

¹Prosper Cravath, *Early Annals of Whitewater 1837-1867* (Albert Salisbury, Ed.) (Whitewater, WI, 1906), p. 3

²Cravath, *Early Annals of Whitewater 1837-1867*, p. 10.

Historical Development of Downtown Whitewater

History of Downtown Economic Development

Whitewater's downtown commercial district developed shortly after Samuel Prince became the first permanent settler in 1837. The first "store" in Whitewater was housed in a log building and the first frame store was built in 1840. By 1850, Whitewater was a booming community with 10 general and grocery stores, a hotel, and six small shops where goods were fabricated. Early stores were housed in small, frame buildings along Main and Center Streets. Small shops, like blacksmiths, clustered along Whitewater Street.

From the 1850s to the 1890s, Whitewater experienced an economic boom centered around an expanding commercial district and two factories that produced agricultural equipment and wagons. The boom resulted in the construction of larger "brick blocks" in

the downtown. By the 1880s, almost the entire downtown was filled with brick buildings housing almost 40 businesses and shops.

In the early 1890s, both factories closed and Whitewater entered a long period of limited economic growth. The economy centered around the downtown business district, which had expanded to almost its current boundaries. During the next 25 years, downtown did not significantly change. The new buildings constructed in the early twentieth century were largely related to the automobile--garages and filling stations.

The Great Depression of the 1930s and the World War II era of the 1940s halted most new construction and remodeling, but the downtown was still the center of city business. During the 1950s, the downtown thrived again, and as the Normal School expanded into a state university, the downtown

was poised to enter another period of growth, but it was not to be. Changes in retailing, an expanding automobile society, and changes in consumer tastes merged and resulted in shoppers taking their business to shopping malls, supermarkets, and large discount stores in both Whitewater and other nearby cities.

During the late twentieth century, Whitewater's downtown struggled to make the transition from traditional goods and services to a new commercial economy. Yet, the downtown is still a focal point for the community, and its versatile retail spaces are well-suited to house a variety of businesses. Downtown still has an emotional attachment that no big box store will ever have and with the right mix of businesses and building revitalization, downtown will be poised, once again, to be a center of economic growth.

Historical Development of Downtown Whitewater

History of the Downtown Commercial District

Part of what makes Whitewater's downtown unique is the types of commercial buildings that developed over time. No city develops in exactly the same way and Whitewater's downtown buildings reflect its special history. A review of Whitewater's commercial building types can give important clues about downtown Whitewater's unique "sense of place" and can help in deciding design issues.

The earliest frame stores in Whitewater's downtown were small; some looked like small houses, while others had raised "boomtown" fronts. Decoration was simple and reflected the then-popular Greek Revival architectural style. Storefronts varied in size, but the general pattern of a central entrance flanked by shop windows was already common. Large plate

glass windows were not available until the late nineteenth century, so early shop windows were made up of multiple small glass panes set in a larger frame.

Frame stores were fire hazards and the 1850s and 1860s saw the emergence of the "brick block," a "fire-proof" building that not only helped deter multi-building fires, but whose larger size reflected the economic growth of the community.

In Whitewater, the first brick block was

built in 1853, and by the early 1860s, there were many brick buildings along Main and Center Streets. During the second half of the nineteenth century, Whitewater's small frame stores would be almost completely replaced with brick buildings.

Historical Development of Downtown Whitewater

History of Whitewater's Downtown Architecture

The brick blocks built in Whitewater during the 1850s and 1860s can be generally classified as two-part commercial blocks, horizontally divided into two “zones.” The first floor “zone” contained public retail space, while the upper story “zones” were private spaces with offices, hotel rooms, meeting halls, and living quarters. Most first floor storefronts continued the tradition of a central entrance with show windows on either side. The two-part commercial block would continue to be built in Whitewater throughout its history.

The size of the new brick blocks included larger storefronts with transoms for more interior lighting. Storefront windows were still made up of multiple panes of glass in large frames, although the individual glass panes became larger over time. Decoration was generally confined to

the upper stories and at first, continued the simple details of the Greek Revival style (undecorated cornices, rectangular upper-story windows, and flat lintels).

In the mid-1850s, the Italianate style began an almost 30-year dominance of commercial building decoration, especially in small towns. Italianate style commercial buildings featured wooden or cast-iron cornices with brackets that were attached at both the roofline and above the storefront. Decorative brickwork, often in the shape of arches or brackets, was included under the upper cornice on many buildings. Round or segmentally-arched upper story openings were decorated with brick, cast-iron or stone arches. Rectangular windows were topped with decorative lintels. Many Italianate style brick blocks had arched storefronts and arched transoms, often repeating the

details from upper story windows. An important innovation from the mid-nineteenth century was the cast-iron storefront. These manufactured frames for storefronts often included decorative columns.

Because so many brick blocks in Whitewater were constructed between the 1850s and the 1880s, the downtown has many examples of the Italianate commercial style. In particular, along the south side of Center Street, the similar arches of upper story windows have an “arcaded” effect down the entire block. Most of the storefronts of these mid-nineteenth century buildings have been altered, but on close inspection, there are several storefronts with existing cast-iron frames and columns and a few buildings with original arched transoms.

Historical Development of Downtown Whitewater

Between the late 1880s and 1910, the commercial Italianate style was replaced by the Queen Anne and Classical Revival styles. Decoration on Queen Anne commercial blocks included corner towers, bay windows, and elaborately decorated cornices. Newly-available plate glass was used for single-pane sashes on the upper stories and large glass storefronts at street level. Plate glass storefronts also replaced multi-pane or arched storefronts on older buildings during this time. The plate glass storefront is often seen as the traditional historic storefront. Classical Revival style commercial buildings often included bay windows and decoration that was more formal and classical. Banks

especially favored this style and continued to use it into the 1920s.

In Whitewater's downtown, the effect of the turn of the twentieth century era is primarily seen in remodeled storefronts, particularly new plate glass storefronts, often in new cast-iron frames with classical decoration. Many upper story arched multiple-pane windows in older buildings were replaced with rectangular single-pane sashes, resulting in some enclosed arches.

During the 1910s and 1920s, new building construction in Whitewater continued to be slow. The impact of this era on Whitewater's downtown occurred in the form of more storefront

remodeling. Some new metal storefronts were installed along with a new type of transom that was filled with very small glass panes, often with intricate designs that produced interesting light effects inside stores.

During the 1930s, the use of Art Deco elements in commercial buildings became popular, but the poor economy meant that few of these were built in small cities, including Whitewater. The Art Deco style featured tall, streamlined, elements that emphasized machine-precision fabrication. The use of new materials, such as Carrara Glass, enhanced this effect. In Whitewater, there is one exceptional Carrara Glass storefront at 179 W. Main Street.

Historical Development of Downtown Whitewater

During the 1950s and 1960s, as downtowns were losing their consumer base to new shopping malls and larger stores, downtown merchants responded by “modernizing” their buildings. New aluminum storefronts with enclosed transoms became common. Often entire buildings were covered with metal fronts, stone veneer, or stucco. “Colonial” fronts were popular and some building owners began to enclose most of their storefronts, leaving only small window openings. Some multi-story buildings were demolished in favor of one-story buildings, like those being constructed in suburban settings.

Some of this “modern” design was of a high quality, such as streamlined aluminum storefronts and buildings

reflecting the modern architecture of the era. But, all too often, “modernization” was not well designed and did not age well. In Whitewater, there are numerous examples of post-World War II “modernization,” including storefronts with aluminum framing, enclosed transoms, “Colonial” details, stone veneer, and enclosed openings. As a form of maintenance, many of Whitewater’s soft brick facades were covered with stucco or modern brick veneer.

The 1970s and 1980s continued the previous era’s “modernization” efforts and the use of vertical wood boards, shingled overhangs, and/or paneling was popular. At the edge of the downtown, new metal buildings were

built. “Modernization” of storefronts and commercial buildings downtown continued into the 1990s and still occurs today.

During the past 20 years, the idea of historic preservation in downtowns has become popular. The nationally-popular “Main Street” program combines downtown historic preservation efforts with intensive economic development. The Main Street program stresses historic preservation-based design guidelines in order to enhance a community’s “sense of place.” The purpose of these design guidelines, is to help restore Whitewater’s downtown to its unique historic character as an aid to promoting its economic revitalization.

Linking Our Past with the Present

Whitewater's Downtown Architectural Tradition

Downtown Whitewater's buildings were constructed side-by-side with repeating elements and patterns that produced harmonious streetscapes. A coordinated appearance in the downtown streetscapes was created because individual buildings had a similar scale, similar building materials, and similar components including large storefronts that were a marketing tool to draw shoppers into stores. This consistency in building storefront appearance offered an open, welcoming environment that was friendly to pedestrians and in turn, was good for sales.

Inappropriate changes to historic commercial buildings during the later twentieth century have disrupted this unity in downtown Whitewater. For example, many storefronts have been enclosed, which are not only less attractive on historic buildings, but make stores less welcoming to pedestrians and shoppers. In order to return a sense of unity to the downtown and enhance economic revitalization, changes to buildings should respect the downtown architectural tradition as described in these guidelines.

Linking Our Past with the Present

Components of the Traditional Commercial Building Façade

Storefront

The traditional storefront is the most common storefront type in Whitewater. It became popular during the 1880s and remained popular into the late twentieth century. The traditional storefront is composed almost entirely of windows in a wood or metal frame. Its components include large single-pane show windows sitting on wooden bulkheads and topped with clear or multi-pane transoms. A transom also sits above a central or side recessed entrance. On either side of the recessed entrance is a continuation of show windows and bulkheads. Above the transom area is often a cornice or sign band.

In Whitewater, there are some early storefronts that pre-date the traditional storefront in that smaller arched openings and entrances were used. These storefronts should not be renovated to reflect the traditional storefront, but rather their unique components should be retained.

Upper Stories or Façade

The upper stories of traditional commercial buildings are generally constructed of brick, stone, concrete block, or may have a covering of wood clapboards or pressed metal. They almost always have regularly spaced window openings with details that reflect their architectural style.

Cornice

At the top of commercial buildings there was usually a cornice constructed of wood or cast iron. These cornices featured details that reflected their architectural styles. Many historic cornices have been lost and were either not replaced, or were replaced with plain metal or brickwork.

Design Approaches

Five design approaches are generally considered for revitalization of older commercial buildings and historic areas.

These five approaches are listed and defined below as outlined in the Secretary of Interior's Standards for Rehabilitation. A more detailed description is provided in the following pages of this section.

Rehabilitation is defined as the act or process of making possible an efficient compatible use of a property through repair, alterations, and additions, while preserving those portions or features which convey its historical, cultural, or architectural values.

Preservation is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction.

Restoration is defined as the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of removal of features from other periods in its history and reconstruction of missing features from the restoration period.

Reconstruction is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historical location.

Compatible New Construction is defined as contemporary design that reflects the materials, scale, architectural features, and visual characteristics found in buildings adjacent to new construction on the same block and in the larger context of a historic downtown.

Choosing a Design Approach

Each building and block of buildings in downtown Whitewater has unique characteristics that need to be considered in selecting a design treatment approach.

Things to take into consideration are the overall design of the building, its construction materials, its architectural features, and its fit with the surrounding streetscapes. The Secretary of the Interior's Standards for the Treatment of Historic Properties outlines several considerations to take into account when making a decision.

- (1) The building's historical significance.
- (2) The building's physical condition.
- (3) The building's proposed use.
- (4) Mandated code requirements

For a detailed description of these factors refer to www.cr.nps.gov/hps/tps/standguide/overview/choose_treat.htm

Design Choices: Rehabilitation of Commercial Building Facades

The guidelines for rehabilitation of commercial building facades is based on the standard reference for historic preservation of buildings called the Secretary of the Interior Standards for Rehabilitation. These guidelines promote the preservation and appropriate restoration and renovation of historic buildings and can be accessed from www.cr.nps.gov/hps/tps/tax/rhb/stand.htm

The Secretary of the Interior's Standards for Rehabilitation

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be

substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Design Choices: Preservation of Commercial Building Facades

The Secretary of the Interior Standards for Rehabilitation emphasize the preservation of existing features of historic buildings. Therefore, the best option for historic elements that still exist is that they be preserved, rather than replaced or replicated. Historic elements do not necessarily have to be original to the building, but should be at least 50 years old and, most importantly, be appropriate to the historic quality of the building. For example, a mid-nineteenth century storefront of arched openings should not be replaced with a replica 1880s traditional storefront. If a modern transom of multiple panes from the 1920s has been installed in an 1880s storefront, the transom should be retained even though it is not original.

Later in these guidelines there is a section on maintenance and repair of historic commercial buildings. These guidelines should be used when preserving historic elements of

buildings. Specific features and their preservation issues are indicated below:

Storefront Cornice: If there is an existing cornice above the transom of the storefront, retain and preserve it through repairs and repainting.

Storefront Transoms: If there is an existing transom, do not cover it up or infill it with brick, wood, or other materials. Do not paint the glazed portion of the transom. Retain and repair, if necessary any original glazing.

Storefront Windows: Where original glazing and window frames exist and are in good condition, they should be retained. Caulk and paint frames.

Storefront Bulkheads: When the original bulkhead exists and is in good condition, it should be repaired, repainted, and insulated from the interior.

Storefront Entrance/Door: Where the original entry space exists, retain the entry space. When original or period doors exist, they should be repaired, refinished, and refit with appropriate hardware.

Upper Stories: Original or appropriate period wall materials should be retained. Brick and stone walls can be repaired and tuck pointed. Sand-blasting is not recommended. Clean old brick and stone walls with the least abrasive method possible.

Upper Story Windows: Retain original window sashes whenever possible. Preserve them through an ongoing program of maintenance and repair. Retain and repair window decoration.

Upper Story Cornices: Original or period cornices should be retained. Repair, refinish, and repaint them.

Design Choices: Restoration of Commercial Building Facades

The Secretary of Interior Standards for Rehabilitation state that the second best option for historic buildings that have already been altered is that any existing historic details should be retained and restored in their original location and configuration and/or non-existing historic details should be replicated with appropriate materials based on historic photographs and research. These original elements could include cast-iron columns and frames, cornices, entrances, transoms, glazing, and paneled bases or bulkheads. In Whitewater, this not only includes storefronts with *traditional* plate glass show windows and transoms, but also early arched show windows and/or transoms.

High quality non-original, but period, storefront elements should also be retained. For example, a high-quality 1920s era storefront with a multi-pane transom or a later Carrara Glass storefront should be retained even if the rest of the building dates earlier.

When historic features do not exist, the Secretary of Interior Standards for Rehabilitation state that these details can be replicated with appropriate materials. Specific features and their restoration issues are listed below:

Storefront Cornice: If the cornice has been removed, historic photographs can be consulted to fabricate a replica. Another alternative is that a horizontal division can be achieved by using a sign board in the same place.

Storefront Transoms: If the transom has been covered over, remove the materials and repair the transom glazing and frames. When the transom is damaged or destroyed, replace with a similar frame and pattern in the same material or an unobtrusive new material.

Storefront Windows: When the storefront windows are missing or deteriorated, replace with simple metal

frames which can be painted and easily maintained. If it is necessary to install new insulated windows, the new frames should be unobtrusive in profile and should be painted to harmonize with the architectural features of the building.

Frames should be divided to match original window divisions, or should be based on divisions typical to that building type. Glazing should be as transparent as possible, with large, clear, plate glass. Window sills should be original or be appropriately replicated.

Storefront Bulkheads: If the original bulkhead is in poor condition or missing, it can be replaced with a replica of the original. A new wooden bulkhead should be a raised panel design or a replica of the original. A tile bulkhead should be appropriate to the building's age and style.

Design Choices: Restoration of Commercial Building Facades

Storefront Entrance/Door: If the entrance has been changed, consult historic photographs to determine what it looked like and design a compatible new entry. Existing columns should be left intact and included in the overall design of the framing for the storefront. If columns or pilasters are missing, replacements should replicate the originals as revealed in historic photographs. If columns are missing and replication is not possible, simple cylindrical columns can be installed as replacements without detracting from other architectural features. If the doors will be replaced, install doors that have large glass panels and hardware appropriate to the style of the storefront. Options include salvaged doors, new wood doors to match the original, or new painted metal doors.

Painted or other finishes should blend in with the architectural features of the storefront. Avoid solid, half-glazed, “colonial style,” and highly decorative doors that are not compatible with the original storefront. Avoid mirrored or heavily tinted glass. Avoid the use of storm doors.

Upper Stories: Repair and tuck point original brick or stone walls. If walls are covered, remove covering and repair walls. Do not use sand-blasting as a cleaning method because it removes the outer crust of the brick that may cause water damage. Cleaning old brick and stone walls should be done with the least abrasive method possible.

Upper Story Windows: If new windows must be installed, choose the

style, size, and material that will match the original.

Many window companies offer windows that can accurately replicate original windows with modern energy-saving features. Do not infill window openings and install smaller windows. Do not enlarge window openings to install “picture” windows or patio type doors. If windows have been partially enclosed, remove the enclosures and return windows to their original sizes.

Upper Story Cornices: If a cornice is missing, replace in wood, metal, or brick, or in compatible modern materials like fiberglass, using historic photographs as a guide. Repair and replace damaged or missing elements of cornices.

Design Choices: Renovation of Commercial Building Facades

The Secretary of Interior Standards for Rehabilitation indicate that new materials may be used for historic buildings when no historic materials or details still exist. In the case of storefronts, where there are no existing historic details or materials, a new storefront may be constructed based on the following guidelines.

Original wall surfaces should not be covered up with stucco, new brick, or panels of any kind. Original or period storefronts should not be enclosed with modern materials. Replacement of elements should not change the fundamental character of the building in any way.

New storefronts may be replicas of original storefronts based on historic photographs or other documentation.

New storefronts may be replicas of a period storefront if an original storefront appearance cannot be determined, but should be similar to a documented period storefront. New

storefronts may be modern if they have details that are compatible with historic storefronts. These details include large show windows and transoms with thin framing members, recessed entrances with overhead transoms, storefront cornices, exposed structural elements or horizontal sign panels at the top of the storefront to separate it from the upper level(s), and low bulkheads to protect the windows and act as platforms for window displays.

It is important to present a transparent facade and this effect can be obtained by keeping the storefront materials unobtrusive and simple. There should be no need to introduce additional types of building materials to those that originally existed on your building. Whether building new or renovating existing storefronts, use materials that perform their function well and use these materials consistently throughout the design.

Certain materials should never be used on the traditional commercial building because they have no relationship to the original building's design themes and therefore flaw the consistency of appearance of the building and the downtown area. Such inappropriate materials include: fake brick, gravel aggregate materials and stucco materials.

The design of a new/infill structure must be appropriate and compatible with its neighboring buildings. Infill structures should reinforce the general character and quality of Downtown Whitewater by incorporating the traditional design elements visible in the downtown core and, specifically, by recreating the original rhythm of adjacent building facades. Adherence to these design guidelines will enhance the visual appeal of Downtown Whitewater and contribute to its economic vitality and sense of place.

Design Choices: Compatible New Construction of Commercial Buildings

The design of a new/infill structure must be appropriate and compatible with its neighboring buildings. Infill structures should reinforce the general character and quality of Downtown Whitewater by incorporating the traditional design elements visible in the downtown core and, specifically, by recreating the original rhythm of adjacent building facades. Adherence to these design guidelines will enhance the visual appeal of Downtown Whitewater and contribute to its economic vitality and sense of place.

Building Setback

Infill structures should align their facades flush with the adjacent buildings to reinforce the rhythm and consistency of the streetscape.

Proportion

The proportions of buildings immediately adjacent determine the height and width of infill structures. Height should be the same and width should fill the entire void between buildings. If the void is very wide, break up the facade into discernible bays which mimic the rhythm of facades on the streetscape. The ratio of window opening to solid wall should be in keeping with nearby buildings. Existing window opening patterns of the upper façade and lower storefront should be acknowledged in the new design.

Materials

Building materials visible to the pedestrian should be consistent with the colors, textures, proportions, and combinations of historic materials used in adjacent buildings and the downtown taking design cues from existing architectural details already in the downtown.

Design Choices: Color

When choosing a color scheme for your downtown Whitewater storefront keep in mind the time period when the building was built. To determine the color scheme to be used, a professional painter or a local paint store can present ideas and color cards of historic paint colors and their combinations.

Maintenance and Repair

If you have a masonry facade that is already painted and the paint seems to be holding, then it is appropriate to paint it again. If masonry is to be painted, use colors within the natural color range of the material to be painted.

Complementary colors should accentuate the architectural details of the building. The levels of coloration might be broken down as follows: Base Color, Major Trim Color, Minor Trim Color, Accent Color.

Many of Whitewater's downtown structures were constructed during the mid to late 1800s and as such display an architecture that is both historically significant to the overall flavor of the downtown and show the need for careful maintenance to preserve the somewhat fragile exterior facades. Also many of the downtown buildings, at some point in time, were covered with a variety of materials in a effort to "modernize" the appearance and in some cases to stabilize the decaying structure beneath.

Before considering any repair or rehabilitation of a historic downtown building, some study of the building's characteristics should occur in order to select materials and treatments that are sensitive to the architectural character of the building. A physical evaluation of the building will determine the level of repair

or rehabilitation the building needs. Whether the building element has mild, moderate, or severe deterioration will be an important factor in determining the level of treatment.

An architect or building contractor familiar with historic buildings can aid in determining the level of maintenance and repair needed through neighborhood services. The following guidelines are helpful in providing information for both professionals and property owners when dealing with the maintenance and repair of Whitewater's historic downtown buildings.

Masonry

A large number of Whitewater's historic commercial buildings consist of brick masonry. Some structures have stone walls and/or foundations. All masonry construction needs special consideration as to the best methods for maintenance and repair. The most important consideration in the maintenance and repair of downtown buildings is that the most common brick used in our older buildings in Whitewater's downtown is ***Whitewater brick***. This brick was locally mixed and fired at relatively low temperatures that left the brick fairly soft and easily damaged and weathered by acid rain and time. Great care must be taken to not further damage the brick as is evidenced by examples of crumbling brick throughout the downtown. Whitewater brick can be thought of as having a

structure not unlike that of a hard roll. If the outside crust is removed, the rather soft interior is easily damaged through weathering by freeze thaw cycles and acid rain.

Masonry Cleaning

Given the information above, the best way to remove dirt, stains, and paint from Whitewater's downtown masonry constructed buildings is by the gentlest means possible. Begin from the position of using just a plain water soak, then work upward from there, as described below. It should also be noted that not all masonry needs to be cleaned. Minor staining or discoloration can sometimes add character to a structure, or simply remain as an acceptable condition.

Water Cleaning

Washing with Water Only

Washing with water only is the most gentle method of water cleaning. It involves the use of prolonged misting or gentle spraying with water, then soaking. Soaking will remove some surface dirt, but to remove deep dirt and stains re-soaking several times may be required. However, on particular soft or old bricks, this method is the most gentle way to clean a fragile masonry building.

Water Washing with Bristle Brush

Washing with water and scrubbing with a gentle bristle brush (natural or synthetic, never metal) is a method that can enhance the soak method. The gentle scrubbing should clean more dirt and stains from a masonry building. Be sure to test scrub to see if the bricks and mortar can handle this method.

Water Washing with Mild Detergent

Water washing with detergents can add additional power to dirt and stain removal. The detergent used should be non-ionic—not the same as average soap. The non-ionic detergents should be used because, unlike household soap, they do not leave a solid, visible residue on masonry. With the use of gentle scrubbing, this method should remove much more dirt. Again, be sure to test with the detergent and scrub brush to make sure the bricks and mortar can handle the method.

High Pressure Water Cleaning

High Pressure washing is NOT recommended on old Whitewater brick facades as it can damage the soft surface of our local brick. High pressure washing is a newer method using special equipment that develops enough hydraulic pressure to “force spray” dirt and staining. High amounts of pressure inject water into the surface of the masonry, forcing out dirt and staining. A special low pressure washing technique, combined with light scrubbing

with a natural—not metal—brush can be considered in extreme cases if done by a professional familiar with the characteristics of Whitewater brick.

Chemical Cleaning

Commercially available chemical cleaners or paint removers may be used with extreme caution. Only cleaners proven to be safe for cleaning historic masonry should be used. Even a dilute acid solution may harm limestone, marble, mortar, and especially, Whitewater brick. The potential toxicity, clean-up, and specialized equipment needed for chemical cleaning makes it dangerous for anyone but a professional to use this technique. When dealing with contractors, references should be checked for proper methods being used to make sure their work is appropriate and effective for historic buildings.

Before chemical cleaning, the contractor must choose the appropriate cleaner and the importance of testing any chemical cannot be over emphasized. Applying the wrong cleaning agents to historic masonry can have disastrous results. Acidic cleaners can be extremely damaging to acid-sensitive stones, such as marble and limestone. Some bricks may also react negatively to acidic cleaning agents.

Acid-based cleaners may be used on non-acid sensitive masonry; granite, most

sandstone, slate, and unglazed brick. Alkaline cleaners are useful for acid-sensitive masonry such as limestone, marble, some sandstone, glazed brick, and polished granite. Removing paint can be done with alkaline paint removers, organic solvent paint removers, or other cleaning compounds. A thorough water wash should follow any paint removal. Specific types of paint removers should be investigated so that the appropriate chemical is used on the specific type of paint being removed.

Sandblasting

Sandblasting, which includes abrasive cleaning using any type of grit material, including ground slag or volcanic ash, crush walnut or almond shells, rice husks, ground corncobs, ground coconut shells, crushed eggshells, silica flour, synthetic particles, glass beans, and micro-balloons, of Whitewater brick is NOT recommended and will not be allowed under any circumstances. It is Illegal in the State of Wisconsin to sandblast buildings on the State and National Register (of Historic Places).

Abrasive cleaning of any kind is not allowed for the following reasons.

- Abrasively cleaned buildings may be physically or aesthetically damaged.

- Abrasive cleaning erodes the surface of the building material. In the case of most brick, including Whitewater brick, abrasive cleaning leads to pitting and removal of the fragile outer layer of brick exposing the very soft internal substructure that is easily damaged and eroded away by normal everyday weathering. When the hard protective outer surface of the brick is eroded, the building is more susceptible to rapid weathering and deterioration.

- Abrasive cleaning hurts the mortar bond between the bricks, leaving cracks or enlarging existing cracks where water can enter and permanently damage your building.

- Abrasive cleaning can destroy or substantially diminish the decorative details of buildings and remove craft marks that show historic details, such as tool marks.

- Abrasive cleaning will most likely result in tuck-pointing, an expensive repair.

- Abrasive cleaning usually creates dust, an environmental hazard, and may damage neighboring buildings.

Graffiti Removal

Removing graffiti involves proceeding in a manner that is similar to cleaning entire buildings. The type of building and type of material used to produce the graffiti need to be investigated to determine the most

appropriate way to remove it. Choices for removing graffiti include erasing pencil marks, removing chalk with soft brushes, poulticing with water (with or without detergents), poulticing with organic solvents or alkali-based paint removers, or applying bleach to remove painted graffiti. Only in limited situations should delicate and controlled abrasive means be used. Inappropriate removal of graffiti can damage masonry and/or create permanent stains or abrasions that are unattractive.

Tuckpointing

The addition of new mortar to masonry joints is called tuckpointing. When done incorrectly, the results are unsightly and will not last. Knowledge of historic mortar is essential to proper tuckpointing of historic masonry.

Traditional mortar used a combination of lime putty or slaked lime, manufactured by combining lime with water and letting the mixture mature for several weeks, and local sand, generally in a ratio of one part lime putty to three parts sand by volume. This combination was common until the common use of Portland Cement. Portland Cement, a fast-curing, hydraulic cement that hardens under water was not in common use until the early 20th century. By the 1930s, most

masons used a mix of equal parts Portland cement and lime putty for mortar mixes. The result was that in the nineteenth century up to the mid-twentieth century, mortar can range from pure lime and sand mixes to a wide variety of lime, Portland cement, and sand combinations.

The first step in tuckpointing is analyzing the existing mortar to develop an appropriate mortar mix that will bond with the old mortar. The new mortar must match the historic mortar in color, texture and tooling. The sand must match the sand in the historic mortar. The new mortar must have greater vapor permeability and be softer than the masonry units. The new mortar must be as vapor permeable and as soft or softer than the historic mortar.

Good tuckpointing also involves good joint preparation. Old mortar should be removed to a minimum depth of 2 to 2 times the width of the joint to ensure an adequate bond and to prevent mortar “popouts.” The use of power tools to remove old mortar is common, but these tools must be used by skilled workers to avoid damaging the bricks.

After mixing the proper mortar, it needs to be applied and tooled so that it blends in with the historic mortar joints. There are specifications for the proper application of mortar and the contractor should be aware of and should use these specifications.

The use of modern cement and concrete to tuckpoint historic buildings can cause more damage than it repairs. Modern cement will not “breathe” properly and may create additional cracks. Surface application of cement will usually fall off the building after a short time. Not preparing the joints properly can also cause mortar to fall out.

Toothing

An occasion may arise when an opening must be cut into or enlarged in an existing masonry wall. As the opening is cut into the wall, every masonry unit is cut back to the adjacent vertical joint. This allows new masonry units to be set in such a way as to blend in with existing masonry to create a stronger joint.

Wood

Whitewater’s existing buildings use wood on the exterior primarily for window and door framing, trim, cornices, bracing, and brackets. Although masonry dominates storefronts, maintenance and repair of wood is essential in restoring original building design and integrity. Wood accents the masonry and is the material people actually put their hands on.

If wood is found to be in need of repair, replace or patch that particular piece of

wood. Replacing the wood frame, for example, is not necessary if just one section of the frame is damaged. Replace with the same species of wood if possible for uniform finishing.

Conversely, refinishing (or repainting) wood should not be a patch job. Rather, the entire frame, as an example, should be refinished (or repainted). Paint or stain can be removed by several methods. The abrasive method of paint removal is either a manual or mechanical scraping or sanding that abrades the painted surface. This is generally used for surface preparation and limited paint removal. Care should be taken when using mechanical devices since they may

damage decorative details. Sandblasting to remove paint should NOT be used since it pits and separates the wood grain. Thermal methods of paint removal involve softening and raising the paint layers by applying heat, following by scraping and sanding. This method is generally used for total paint removal. Chemical paint removers soften the paint layers and are followed by scraping and sanding. This method is also used for total paint removal. Chemical paint removers have some concerns for health and safety and should be used in a limited manner, primarily when scraping, sanding, or thermal methods cannot reach into intricate details.

Architectural Metals

Common metal details of historic downtown buildings include cornices, storefront window and door frames, columns, and beams. Most historic metals consist of cast iron, but other metals, such as copper, steel, and aluminum, were used in storefront framing and decorative elements. Some metals, such as copper, galvanized steel, and aluminum do not rust, but may suffer from denting and damage to their patinas. Cast iron is a very durable material that is not as easily dented and can be painted many times. But, it is susceptible to rust when not properly maintained.

When metals need to be cleaned, the type of metal determines the cleaning method. Soft metals can be cleaned with soap and water and appropriate solvents. Removing paint can be done with appropriate solvents. Cast iron, due to its durability, can take more drastic cleaning methods. Abrasive cleaning, not recommended for soft metals, is appropriate for cast iron, as is the use of a wire brush, heat, or acid cleaners.

When metals have to be replaced, replicas should be made of the same metal as the original. Painted metal should be repainted. Some inexpensive metals, such as zinc or “white metal,” were commonly used for historic details. These metals are

difficult to reproduce, so the use of cast aluminum as a substitute is appropriate. Cast aluminum has also been used in place of cast iron, but it is lighter and weaker than iron. Epoxies, fiberglass, and concrete are all being used to replicate historic metals. These materials can replace metals only if they are well-executed and have an appearance very close to the original metal feature. The use of these substitutes should be considered only when the original metal cannot be repaired or it is cost-prohibitive to reproduce a replica in the original metal.

Windows

The traditional storefront of large show windows evolved during the mid to late nineteenth century. Smaller windows with multi-paned glazing in commercial buildings was popular until large sections of plate glass became available and affordable in the late nineteenth century. Many storefronts with smaller, multi-paned, windows were remodeled into the large plate-glass storefronts we associate with historic commercial buildings today. The use of large plate-glass in windows allowed shoppers to clearly see the store's merchandise and allowed lots of natural light into shops. Transoms were particularly important in improving lighting inside stores and decorative transoms from the early twentieth century

added important architectural details to storefronts.

In the second half of the twentieth century, it became popular to begin enclosing large plate-glass storefronts. During the late twentieth century, this trend continued with the rise of energy costs. Another trend has been to replace clear plate glass with darker, tinted glass to reduce glare and also save energy. These inappropriate remodeling efforts have resulted in an inappropriate and, often, unattractive, downtown streetscape.

Guidelines for Window Glazing in Historic or Replacement Windows

If historic glazing exists in a storefront, it should be retained, if possible. Energy efficiency can be added by the use of interior storm windows, a solution that may be more cost-effective than total window replacement.

If windows must be replaced, or if a storefront is being restored, new, energy-efficient glazing can be utilized. However, the new window glazing should be clear. New types of glass coatings can provide UV protection without heavy tinting. Period-appropriate awnings can be used to cut interior glare.

Historic photographs should be used as a guide to the size and style of plate glass used in a historic storefront. Replication of glazing is not required, but attention should be paid to the way the plate glass was divided in the historic storefront. Some storefronts featured large single sections of plate glass between transoms and bulkheads, while other storefronts featured large sections that were divided vertically or horizontally with narrow muntins.

Many transoms of historic storefronts are still intact or under modern enclosures. Or, the outline of transoms can still be seen in many storefronts. Historic photographs can sometimes determine which type of glazing was used for transoms, but often awnings obscure this detail. In that case, some general observations about transoms apply.

During the nineteenth century, transoms were usually glazed with clear glass. Leaded or stained glass might also have been used. After 1900, transoms were often constructed of panels of tiny glass panes, often with a decorative pattern. This type of transom allowed filtered light into the stores and created interesting light patterns. During this period, many older storefronts were fitted with this new type of transom glazing. Clear glass, leaded or appropriate stained glass, or panels of small panes can be used on divided lites for pre-1900 buildings.

The use of stained or leaded glass is not the most appropriate choice for buildings constructed after 1900. In those cases, clear glass or panels of tiny panes would be the appropriate choice. In all cases, if historic glazing exists in transoms, it is recommended that it be rehabilitated and reinstalled, perhaps with a clear interior storm window to provide more energy-efficiency.

Windows are one of the most prominent and important features of storefronts. Unfortunately, they are often the most altered and neglected of the storefront materials. If the historic windows are still in place, they should be repaired if at all possible. If irreparable or altered, new replacements should be based on the window's historic appearance. Window replacement can be expensive, but worth the cost when replaced with the proper unit. Good windows contain several attributes.

(1) Energy Conservation

Modern units contain insulated glazing and "thermally broken" frames. Both glazing and frames contain an air space and gasketing to eliminate drafts and moisture penetration. If the original units are repaired, custom fabricated storm units can be installed to achieve the same result.

(2) Light Quality

Proper sizing of the storefront window can enhance the amount of natural light entering. Glass can also be rated to control the type of light entering through such types as E-rated glass which prevents discoloring of merchandise display.

(3) Aesthetics

Window manufacturers offer a wide variety of color, shape and style of standard units. With additional cost, custom units can be made to fit any opening or building style. Properly designed windows will enhance the original character of the buildings.

If windows are completely replaced, the new units should contain the same proportions as the original. (This is not to be confused with replacement units that may be presently installed.) Consideration should be given to horizontal and vertical muntins that provide design continuity throughout the building. Always use the entire original window opening, even if the opening was partially filled in from previous remodeling.

Mechanical

Heating, ventilating, and air conditioning (HVAC) systems are becoming increasingly sophisticated as energy conservation is highlighted in today's society. It is essential that licensed

contractors or engineers inspect all HVAC systems. Existing systems may have been altered to a condition that is difficult to evaluate by a layperson. Expansion of store area also dictates investigation of a systems capacity. Store owners should also be aware that spending money on efficient systems will mean daily cost savings. All systems must satisfy both the Wisconsin State Building Code and regulations as determined by the City of Whitewater.

A word of Caution

Maintenance and repair of existing buildings often requires removal of undesirable or damaged materials. The removal of certain forms of asbestos by unqualified contractors is unlawful. If asbestos or other hazardous materials are suspected, notify a certified building inspector or an abatement specialist. They can verify its presence and recommend a certified abatement company.

Heating, Ventilation, and Air Conditioning in Historic Buildings

General Preservation Concerns for New HVAC Systems

When considering installing a new HVAC system in a historic building, it is recommended that trained professionals assess the condition of the building and evaluate the significant elements of the building that should be preserved or could be utilized with an upgraded system. An important consideration is the visual and physical impact of new or upgraded systems on the building and its historic details. It is recommended that building owners and developers consider new technology that may lessen the negative impacts of a new system on an historic building.

Specific Recommendations

Many techniques can be used to minimize the heating and cooling loads of buildings, requiring less drastic HVAC installations. For example, the use of operable windows, porches, window coverings, shade trees, awnings, historically appropriate storm windows, and appropriately added insulation will lessen heating and cooling loads.

It is recommended that new central heating and air conditioning systems be installed carefully to preserve historic features. For example, in the interior of buildings, use existing chases, closets, or shafts for new systems and retain historic radiators and air ventilation grates where possible. On the exterior, it is very important to install

systems in a way that retains the building's architectural features, historic finishes, and historic spaces.

In order to add a new central HVAC system, it is not recommended that ceilings be lowered resulting in the partial enclosure of window openings. In historic storefronts, specifically, dropping ceilings should not result in the enclosure of transoms and bulkheads.

If components of new central HVAC systems must be installed on a building's exterior, the materials used should not cover up or result in the removal of historic surfaces, historic walls, or architectural details. All exterior HVAC components, including air conditioning units, should be camouflaged with appropriate landscaping.

Individual Air Conditioners

It is not recommended that air conditioning units be installed through cuts in exterior walls. They are visually disfiguring, destroy historic wall materials, and condensation runoff can damage historic materials.

On the upper stories of buildings, the installation of these units should not inappropriately enclose windows. For example, windows should not be removed for air conditioners and wood panels. It is also not appropriate to install an air

conditioner and enclose the remainder of the opening with a new window. It is recommended that air conditioners be installed only during the months needed.

Transoms above entrances are popular places for the installation of air conditioners in storefronts. It is suggested that business and building owners investigate new types of ductless air conditioning units that would avoid this type of installation.

If air conditioners must be placed in storefront openings, they should be camouflaged by a period-appropriate awning. Condensation from these types of air conditioners should be routed through small, inconspicuous, tubes toward the ground.

Awnings

Fabric awnings can be functional while adding color and interest to a building. They shelter pedestrians from sun, rain, and snow, protect window displays from sun damage and help keep store interiors cool during hot summer days. In winter, awnings can be retracted to capture solar warmth and natural lighting. They can also be easily removed if tastes or uses change.

Awnings that fit within the storefront space without covering side piers or rising above the storefront cornice will reinforce the frame of the storefront opening. The standard street level awning is mounted approximately 7 feet above the sidewalk and projects out from between 4 to 7 feet from the building façade.

Awnings are available in many colors, patterns, and materials. Awning colors and patterns can complement a building façade when they are selected to be compatible with color of the building and adjacent buildings. Awnings made of weather resistant canvas or vinyl fabric will be both functional and durable.

Signage

Message

A major function of storefront signs is to introduce a store and highlight the goods and services offered. Sign messages kept simple in content by using a minimal amount of wording and avoiding slogans helps pedestrians and street traffic read the wording easily without safety distractions. Descriptive words are also more effective than providing listings of items being sold. Messages in signage can be easily lost if storefront windows are filled with signs that prevent potential customers from viewing the merchandise being sold and/or feeling welcomed into a store.

Letter Style

Letter styles are numerous and vary tremendously. The storeowner should have no problem finding a style representing the desired image. Letters are also available in many colors. Choose a color that compliments the building as well as contrasts with the background of the signboard. Light letters on a dark background are easily read. Because of the large variety of

letters and letter types available, it is recommended that a sign or advertising company be utilized.

Signage Ordinance

Whitewater City Ordinance Chapter 19.54, sections 19.54.010 – 19.54.080, pertains to signage. A chart on page 30 of these design guidelines outlines requirements for signage within the Downtown Whitewater district.

Notes:

- (1) Building wall area is determined by using the square footage of the exterior wall of the first floor area to be signed including window and door openings.
- (2) Lettering or script on an awning are limited to 8 inches in height. A conditional use can be granted for taller letters by contacting the Code Enforcement Director at Neighborhood Services.
- (3) Limit use of back-lit signs.
- (4) Sign Maintenance of loose material, peeling paint, distorted message, excessive rust, stability, and illumination.
- (5) The owner of the sign must remove said

sign if not repairable

- (6) Closing businesses must remove their signs within sixty days of closing.

Chart from Whitewater City Ordinance Section 19.54.052

Zoning District	Type of Sign	Size	Location	Height	Exception	Total # of Signs
	Wall or window	10% Max 50 sq. ft.	Above or next to main entrance of building	First floor area	Use may substitute one additional wall or projecting sign for freestanding sign	1 per building, but see exception
	Wall for multi-tenant area	10% Max	Above or next to main entrance of building	First floor area	Location may vary with conditional use approval	Same as number of tenants
	Freestanding	48 sq. ft. per side	Street yard, setback from any side yard lot line at least equal to sign height and 5 ft. from street right-of-way line	16 ft. max. for pylon sign 8 ft. max. for monument or signpost(s) sign	Pylon signs allowed by conditional use only	1 per lot
	Projecting	12 sq. ft. per side	Above main entrance, at least 20 ft. from other projecting sign	10 ft. minimum ground clearance 15 ft. max. height	Conditional use permit required if internally illuminated or business also has wall or window sign	1 per building
	On-Premises directional	9 sq. ft.		6 ft. max. (for freestanding)		

For assistance go to or call:

Neighborhood Services and Zoning
Director Whitewater Municipal Building
312 West Whitewater Street
Whitewater, Wisconsin
Telephone: 262-473-0540

For more information on signs refer to Whitewater City Ordinance Chapter 19.54, sections 19.54.010-080.

Lighting

The purpose of outdoor lighting is to provide adequate and safe lighting for use of properties, while limiting light spillover and glare onto adjacent properties and public streets. The Whitewater City Ordinance 19.57.150 for outdoor lighting standards places such limitations on lighting ... *to prevent the creation of nuisances, promote traffic safety, conserve energy, preserve the area's dark sky and support astronomy.*

The types of light sources permitted for use in all outdoor lighting fixtures are high pressure sodium, low pressure sodium, incandescent or fluorescent light sources except in cases where true color rendition is needed, then white lights such as metal halide are allowed. No mercury vapor lighting is permitted in Whitewater.

Refer to Whitewater City Ordinance 19.57.150 for additional information about illumination levels, types of light sources, luminaire heights, light fixture shielding, lighting location, and hours of illumination for new installation and replacement of private outdoor lighting fixtures after August, 2000

Decisions about lighting for business and commercial properties often address the following:

- *Adequate illumination for the safety of pedestrians and vehicular traffic*

Ambient lighting across sidewalks, alleys, and parking lots is often desirable for safety reasons along with highlighting at street intersections, crosswalks, stairs, ramps, and seating areas.

Accent lighting can contribute to the character of a main street by creating an image of a safe and pleasant place to shop and improving public appreciation of an area at night.

- *Lighting to highlight the architectural and historic character of buildings and streetscapes*

Lighting significant architectural features of upper building facades such as decorative windows, projecting bays, and pediments can enhance public awareness of historic architecture within a downtown area.

- *Adequate lighting to encourage night-time shopping*

Lighting on the building façade is an important element when considering visibility in the evening hours. To attract attention to the storefront area, these are some of the traditional methods of lighting:

- Well-lit display windows attract attention to items in your window.
- Lighting over recessed entry doors.

Rear and Side Facades

A frequently over-looked element of Downtown Whitewater is the area behind buildings. The rears of many commercial buildings are frequently viewed as service areas where deliveries are made or the garbage is picked up. Consequently, the maintenance and appearance of rear facades are often forgotten or neglected. With many public and private parking areas located behind downtown stores the backs of buildings are regularly exposed to downtown costumers. Thus, appearances of rear block areas are important and if properly designed and maintained will be welcoming for costumers.

Rear Entrances

A clean, well-maintained rear entrance can be an asset to a downtown building. It can provide direct customer access to businesses from rear parking areas and improve circulation between downtown streets and rear parking areas. The following guidelines are recommendations for rear entries:

- The rear entry should not compete with the storefront in

terms of importance and will generally have a more functional

appearance. However, be sure to follow conventions you've established on the street façade side of your building. If you have an already identifiable image, carry it through on the rear façade.

- The design of the rear door should reflect its function. If it no longer functions only as a service door, it should provide an inviting appearance that includes a small sign near the rear door identifying the business. The rear entrance should be clean and well maintained.
- Interior display and storage areas may need to be rearranged in order to accommodate the change in pedestrian circulation through a store.
- Provide adequate exterior lighting near the rear entrance door.

- The rear entry should respect neighboring buildings. An attempt to make an entrance compatible with surrounding buildings should be considered.

Neighboring back entrances should be examined before making any changes to create unity in this often ignored area.

Side and Rear Elevations

Elevations located next to alleys, vacant lots, parking areas, or above shorter buildings are often highly visible from street level and can have a strong impact.

Commercial rear facades are generally plain with a minimum of decorative elements, but elevations can be upgraded to complement the quality of the front facades. Where possible, introduce windows and extend the front façade detail. Repairing, replacing or reopening all original windows is recommended. Besides providing light and ventilation, these windows lend a human scale to the building's appearance. Proper reintroduction of windows gives an entire building a sense of activity and liveliness.

Boarded up windows are highly discouraged.

Blank walls, solid end walls, or side walls visible to public view need some form of articulation or architectural detailing to enhance the look of the building. Because corner buildings can set the tone for an entire downtown block, it is important that the design treatment started on the front façade “turn the corner” to maintain the continuity of the streetscape. The side elevations of buildings are important features on downtown cross streets. Some are just as detailed as front facades and should be carefully preserved. The original character of these sides should be respected when designing alterations.

New Design

When developing new designs for sides of buildings, incorporate original openings when feasible. New materials should be compatible with original materials and with those of the front facade. Side walls may offer opportunities to use color and graphics, but should not be used for billboards.

Landscaping

Landscaping of the Whitewater streetscape can help to soften the pedestrian environment on the street by adding color and life to an otherwise hard, somewhat noisy area. The city of Whitewater is responsible for the installation and care of street landscaping, however, business owners can supplement what is already in place by providing plantings of their own. Plantings can be used at rear and side entrances of buildings to make them more attractive. Plantings can also be used to screen trash receptacles, non-accessible doorways and parking areas.

If you do incorporate plantings into your plans they must be maintained. An empty or poorly maintained flower box can be unsightly. Shrubbery or trees that are not properly or regularly trimmed could be an eyesore.

Consult with a qualified nursery or the city forester to select plantings which will perform well given the

location and conditions for the Whitewater site.

Visual Screening

Many places of business, in Whitewater, require outside services and utility needs that often prove unsightly. Trash receptacles, condensing units, electrical transformers, satellite dishes, and other utility features are visually obtrusive. As essential as they may be, these objects do little to add to the aesthetics of the building. There are several methods of reducing their negative effects.

Elimination or Placement

If possible, eliminate these objects. Trash receptacles can be located inside if there is a space available without endangering health or creating an odor problem. Air conditioning condensers can be roof mounted and electrical transformers can be installed inside the building. However, this is a costly procedure as transformers must be housed in a fire-rated and ventilated area.

The most economical method of "screening" is placing unwanted objects away from pedestrian and vehicular traffic. Consideration should be given to access for maintenance and pickup especially if the objects in question are trash receptacles. Attention should also be given to adjacent property owners and their pedestrian and vehicular traffic patterns.

Concealment

In many instances, trash receptacles, condensers or transformers must occupy the same general area desired for pedestrians. The only option is concealment. It is possible to accommodate these important functions and still make spaces pleasant. There are many visual barriers available on the market and simple enclosures can be constructed to hide dumpsters and prevent clutter. Wood fences, or metal fences with wood or plastic slats can be used for barriers and enclosures. These are acceptable throughout Whitewater, but a preferable method is to construct

visual barriers with materials consistent with the adjacent building. A blending of materials is more compatible with the storefront.

The use of landscaping is encouraged to enhance the appearance of visual screens, but landscaping may not be used in place of fences or walls to screen dumpsters.

Building Codes

Accessibility

Modifications to commercial and historic buildings to meet compliance with current accessibility code requirements are often necessary and beneficial for rehabilitation projects. The Americans with Disabilities Act of 1990 is a specific federal law that guides standards for building accessibility. The Americans with Disabilities Act (ADA) Standards for Accessible Design is retrievable in PDF and HTML forms at www.usdoj.gov/crt/ada/stdspdf.htm (last accessed 8/19/05).

***NOTE:** The Department of Justice who oversees the enforcement of the ADA standards issued an advance notice of its intent to update its ADA standards based on new guidelines formed by the U.S. Access Board. The Department of Justice ADA standards must be consistent with the U.S. Access Board's guidelines. The Department of Justice has recently completed the public comment phase for reviewing the proposed guidelines. The New Americans with Disabilities Act (ADA) and Architectural Barriers*

Act (ABA) guidelines are available at www.access-board.gov/gs.htm (retrieved 8/19/05) The Heritage Preservation Service and the National Park Service have developed the Guidelines for Rehabilitating Historic Buildings that include a section on how to accomplish access in historic structures for people with disabilities. Renovation and preservation work must be carefully planned and undertaken so it does not result in radically changing, damaging, or destroying the historic character of a building. The goal is to provide the highest level of access with the lowest level of impact.

The Guidelines for Rehabilitating Historic Buildings recommendations for accessibility include:

- Identifying the historic building's character defining spaces, features, and finishes so that accessibility code-required work will not result in their damage or loss.
- Complying with barrier-free access requirements, in such a manner that

character-defining spaces, features, and finishes are preserved.

- Working with local disability groups, access specialists, and historic preservation specialists to determine the most appropriate solution to access problems.
- Providing barrier-free access that promotes independence for the disabled person to the highest degree practicable, while preserving significant historic features.
- Designing new or additional means of access that are compatible with the historic building and its setting.

Health & Safety

In undertaking rehabilitation work on commercial and historic buildings, the impact that meeting current health and safety codes (public health, occupational health, life safety, fire safety, electrical, structural and building codes) will have on character-defining building features must be considered. Special coordination with code officials at the state, county or municipal level may be necessary.

Wisconsin Commercial Building Code

The Wisconsin Department of Commerce oversees the Division of Safety and Buildings Administrative Codes. The Wisconsin Commercial Building Codes are available in PDF format at www.legis.state.wi.us/SB/SB-DivCodesListing.html

Two sections most applicable to the Downtown Whitewater Design Guidelines are:

Comm 61-65 Wisconsin Commercial

Comm 70 Historic Buildings

City of Whitewater Municipal Code

The information related to building codes specific to the City of Whitewater can be obtained at the Department of Code Enforcement in the Whitewater City Hall at 312 W. Whitewater Street.

Whitewater City Ordinances

Chapter 10 of the ordinances for the City of Whitewater empowers the Plan and Architectural Review Commission with plan review functions. This ordinance contains the required steps for a developer, property owner, or business owner to get approval from the city for architectural plans. The creation of a site plan and a landscaping plan is included in the process.

Ordinance Chapter 19.63 describes the plan review process including an explanation of permits, the application process, a final public hearing, and steps for filing an appeal.

Ordinance Chapter 19.54 describes the uses and standards for the Downtown Central Business District (B2).

Ordinance Chapter 19.54, sections 19.54.010-080 describes signage regulations.

Ordinance Section 19.57.140 delineates standards for lighting.

Citizen Advisory Committees

The City of Whitewater has two citizen advisory committees with

responsibilities related to Downtown Whitewater design projects:

- Plan and Architectural Review Commission
- Landmarks Commission