

Downtown Overlay District

1 **§ 255-17.1. Purpose.**

2 The purpose of this district is to.

3 Blend the physical and functional aspects of multiple uses such as residential, commercial,
4 cultural, institutional, and entertainment, into spaces with strong pedestrian connections;
5 preserve and restore unique and historic buildings; ensure the coordinated design of new
6 buildings and changes to existing buildings; minimize adverse impacts on adjacent properties
7 and aid in improving the overall economic viability of the district all while retaining the
8 characteristics of a Rivertown Management Zone as defined in Wisconsin Statute NR 118.04.
9 The purpose will be achieved by controlling the site design and appearance of development
10 consistent with the Downtown Visioning Guidelines for Policy & Design Quality, March 19,
11 2007, the recommendations of the City of Hudson Comprehensive Plan and the regulations of
12 this chapter. A copy of the Visioning Guidelines and the Comprehensive Plan is available for
13 inspection in the Community Development Department office.

14 It is not the intent of this chapter to unduly restrict design freedom when reviewing and
15 approving projects in relationship to the proposed land use, site characteristics and interior
16 building layout.

17 **§ 255-17.2. Jurisdiction.**

18 The regulations of this chapter shall apply to:

19 A. New construction, restoration, replacement, expansion, or modification of any property
20 within the designated Overlay zone designation.

21 (a) The regulations of this chapter apply to franchises and/or national chains.

22 (b) The regulations of this chapter do not apply to interior remodeling.

23 B. The Overlay District is shown on the City of Hudson Zoning map which is incorporated
24 by reference and is available for inspection in the Community Development Department
25 office or online at www.hudsonwi.gov.

26 C. Restrictions and controls of land uses or activities permitted in the Downtown Overlay
27 District are based upon what the underlying zoning district is and are listed in Chapter 255
28 – Attachment 1 of the City of Hudson Zoning Code. Regulations for lot size, yards and
29 similar bulk requirements are listed in Chapter 255 – Attachment 2 of the City of Hudson
30 Zoning Code. All schedules are hereby adopted and made part of this chapter.

31 (a) A land use or activity not listed in Chapter 255 – Attachment 1 of the City of
32 Hudson Zoning Code for the corresponding underlying zoning district is thereby
33 not a permitted use in the Downtown Overlay District, except that uses and
34 activities which are similar to those listed in Chapter 255 – Attachment 1 of the
35 City of Hudson Zoning Code may, with Plan Commission and Common Council

36 approval, be permitted.

37 **§ 255-17.3. Review Process.**

38 Prior to commencing any project located within the Downtown Overlay District, the Applicant
39 should contact the Community Development Department to explain the proposal, ask and answer
40 questions, and gain an understanding of the Downtown Overlay District and the Downtown
41 Certificate of Design Review process. A Downtown Certificate of Design Review form shall be
42 available from the office of the Community Development Department. The following describes
43 the processes for new development or redevelopment projects located within the Downtown
44 Overlay District:

45 A. Complete Application. Upon determination by the Zoning Administrator or City Planner
46 that an application is complete and meets the requirements of this chapter, the Zoning
47 Administrator or City Planner shall:

- 48 (a) Confirm the time, date, and location of the next Plan Commission meeting.
49 (b) Forward the completed application along with any associated staff report and other
50 documents to the Plan Commission.
51 (c) Recommend the Plan Commission review the application as either a Minor
52 alteration/repair as referenced in §§ 17.4 A of this chapter or as a Major
53 alteration/repair as referenced in §§ 17.4 B of this chapter.

54 [1] Minor alteration/repair shall not be subject to the Architectural Review
55 Standards for Major Alterations/Repair referenced in §§ 17.4 C of this chapter.
56 However, a Downtown Certificate of Design Review is required for activities
57 such as but not limited to:

58 [a] Addition or replacement of windows or doors complementary to the color
59 and architectural style of the building, and the addition or replacement of
60 awnings and canopies.

61 [b] Renovation of the exterior appearance of a building to include repainting,
62 reroofing, re-siding or replacing with identical colors and materials
63 previously approved, or colors and materials similar and/or
64 complementary to the existing structure.

65 [c] Replacement or reconstruction of a building, structure, , or awning
66 accidentally damaged or destroyed and which was previously approved.

67 [2] Major alterations/repair shall be subject to the requirements as per §§ 17.4 B-
68 C of this chapter.

69 (d) If the Zoning Administrator or City Planner determines that the application is
70 incomplete or does not meet the regulations of this chapter, the Zoning
71 Administrator or City Planner shall deny the application and inform the applicant,
72 in writing, of the reason(s) why the application was denied and what action is
73 needed to obtain approval of the application.

74 **§ 255-17.4. Submission Requirements.**

75 A. Minor Alterations/Repair Submittal. As part of a complete Downtown Certificate of
76 Design Review application, the Applicant shall provide the following:

- 77 (a) A narrative which shall include, but not be limited to, a timeline/schedule, a
78 description of the proposed alteration/repair processes and a description of how the

79 proposal and proposed use(s) (including mixes uses), intend to meet the purpose
80 of this chapter such as but not limited to:

81 [1] How the physical and functional aspects of the proposal will be integrated into
82 the unique and, where appropriate, historic characteristics of the building in
83 question.

84 [2] Description of the impacts the proposal will have on adjacent properties.

85 [3] Description of the proposal's contributions to the overall economic viability of
86 the district.

87 (b) Floor Plans and/or building elevations to scale, depicting the scope and scale of
88 the proposed alteration/repair.

89 (c) A clear depiction of the existing appearance of the property. Color photographs are
90 recommended, including adjoining and nearby properties.

91 (d) A clear depiction of the proposed appearance of the property. Samples and/or
92 photographs of siding, brick type, roof shingles, paint chips, doors and windows,
93 ornamentation, and other replacement architectural components are recommended.

94 (e) If any of the above submittals do not apply to the application at hand, then briefly
95 explain why such submittal is not applicable.

96 (f) Other information as the City may deem necessary to review the application.

97 B. Major Alterations/Repair Submittal. As part of a complete Downtown Certificate of
98 Design Review application, the Applicant shall include, as applicable, the following.

99 (a) A narrative as per §§ 17.4 A(a) of this chapter.

100 (b) A clear depiction of the existing appearance of the property. Color photographs are
101 recommended, including adjoining and nearby properties.

102 (c) Site plan (drawn to scale) depicting the existing building(s)/floor plans, proposed
103 building addition(s)/floor plans and/or new building(s)/floor plans and parking
104 layout.

105 (d) Front and side building elevations drawn to scale.

106 (e) Material samples and/or photographs of siding, brick type, roof shingles, paint chips,
107 doors and windows, ornamentation, and other exterior materials.

108 (f) Details of exterior lighting.

109 (g) If any of the above submittals do not apply to the application at hand, then briefly
110 explain why such submittal is not applicable.

111 (h) Other information as the Plan Commission may require, such as, any required state
112 approvals and any other information the City may deem necessary to review the
113 application.

114 C. Architectural Review Standards for Major Alterations/Repair. To demonstrate an
115 understanding of, and compatibility with the Downtown Overlay District, the Applicant

116 shall provide documentation (scaled drawings, sketches, narrative descriptions etc.) as to
117 how the following standards apply:

118 (a) If any of the following standards do not apply to the application at hand, then briefly
119 explain why such standard(s) is not applicable.

120 (b) Context refers to how the proposal fits with the surrounding area. New design
121 elements should be compatible with nearby development. A building addition should
122 match or complement the existing structure.

123 (c) Scale is the relative size and mass of structures compared to one another.

124 [1] A small building should not be constructed adjacent to large buildings unless
125 provisions are made to minimize the difference in scale. Refer to Figure 1.

126 [2] The visual continuity of roofs and contributing elements (parapet walls, cornices,
127 etc.) should be maintained in building development or redevelopment.

128 (d) Balance and proportion are the relationship of one part of a building to another where
129 each part is in harmony with other parts.

130 [1] The vertical pattern of exterior building elements should be compatible in design
131 and elevation of existing buildings in the immediate area which conform to the
132 general design theme of the Downtown Overlay District.

133 [2] The horizontal pattern of exterior building elements formed by patterns of
134 windows and doors should be spaced at regular intervals across all visible
135 facades of the building and should be compatible with existing buildings in the
136 immediate area which conform to the general design theme of the Downtown
137 Overlay District.

138 (e) Unity and theme pertain to a consistent style and purpose, especially applicable to a
139 multiple building development.

140 [1] Unity can be accomplished with the use of the same materials throughout a
141 development.

142 [2] An accessory structure should be compatible with the principal structure in terms
143 of character, roof shape, building material, color, and architectural detail.

144 (f) Color and material elements apply to a building exterior that is generally visible from
145 a public street and/or alley.

146 [1] Building color should be nonreflective and relate to theme of the Downtown
147 Overlay District. High-intensity, fluorescent, day glow and/or neon and metallic
148 colors are discouraged; where such colors constitute a component of a
149 standardized corporate theme or identity, muted versions colors, with Plan
150 Commission approval, may be used.

151 [2] Primary exterior building materials should be similar and/or complementary to
152 existing structures within the immediate area and the downtown area as a whole.
153 Building materials should consider the facades of the structure and an adjoining
154 structure to provide a suitable transition between facades. Where a side and/or
155 rear elevation is not exposed to view from a public street, a combination of

- 156 primary and secondary materials may be used.
- 157 [a] Secondary materials should be similar in color, shape, and appearance to the
158 primary materials but the aesthetic and/or finished qualities of the primary
159 materials are not required.
- 160 [3] Acceptable materials include, but are not limited to, glass, brick, ceramic tile,
161 terra cotta, cultured stone, cut stone, carved stone, stucco, wood, and decorative
162 concrete block.
- 163 [a] Stone or brick facing shall be of relatively even coloration and consistent in
164 size.
- 165 [b] The use of nondecorative exposed concrete block, pre-engineered metal
166 building systems, and sheet metal is discouraged.
- 167 [c] The use of plywood or oriented strand board (OSB) or similar materials is
168 prohibited.
- 169 [d] Metal roofs, decorative metal and metal accent components may be
170 considered.
- 171 [e] Other building materials may be considered when appropriate to a property
172 and the downtown as a whole.
- 173 [4] The traditional storefront design theme, characterized by strong horizontal and
174 vertical rhythms formed by building openings, columns, cornices, kick plates,
175 sign bands, large display windows and transom windows, shall be employed,
176 when practical.
- 177 [5] Building facades should not be cluttered with brackets, wiring, meter boxes,
178 antennas, gutters, downspouts, and other appurtenances. Appurtenances shall be
179 colored to blend with the building exterior. Ornamentation that is inconsistent
180 with the general design theme of the downtown area may be prohibited.
- 181 [6] Clear or slightly tinted glass should be used. Mirror glass smoked glass or heavily
182 tinted glass is not permitted.
- 183 [7] When facade changes are made, hidden architectural elements and original
184 materials should be restored or replaced, when practical, to match the
185 architecture of the building.
- 186 (f) Building widths and facades. Buildings greater than one hundred (100) feet in width
187 shall be divided into smaller increments of between forty-five (45) feet and eighty-
188 five (85) feet through articulation of the facade. This can be achieved through
189 combinations of the following techniques or, with Plan Commission approval, other
190 similar techniques:
- 191 [1] Stepping back or extending forward a portion of the facade.
- 192 [2] Using different textures or materials. The materials shall be drawn from a
193 common palette.
- 194 [3] Dividing the storefronts, with separate display windows and entrances.

- 195 [4] Varying the rooflines by alternating dormers, stepped roofs, gables or other roof
196 elements.
- 197 [5] Using arcades, awnings, window bays, arched windows, and balconies.
- 198 (g) Windows and doors should be similar in size, proportion and alignment based on the
199 architectural style of the building.
- 200 [1] Original door and window openings and accenting features shall be maintained
201 where practical.
- 202 [2] First floor windows are required and shall establish visibility and transparency
203 along the street.
- 204 [3] Replacement windows and doors should, where possible, fit into the original
205 opening, minimizing the amount of blocking and/or filler panels. Replacements
206 should match the existing/original in size, shape, and arrangement of panes.
- 207 (h) Awnings and canopies shall be the same type and style for a single building or property
208 and utilize the same mounting characteristics.
- 209 [1] Awnings on a single building shall have a consistent horizontal alignment across
210 the front of the entire building, unless the slope of the pedestrian walk, or ground
211 requires a horizontal stagger.
- 212 [2] Awning/canopy size, color and placement should complement the architectural
213 character of the building.
- 214 [3] Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed
215 installations shall be used. However, metal awnings may also be considered if
216 properly treated and maintained to prevent rusting.
- 217 [4] Internally illuminated awnings are prohibited.
- 218 (i) Rear facades and entries. Rear facades shall be lit and signed to clearly identify the
219 entrance.
- 220 D. Signs. All signs in the Downtown Overlay District require a sign permit and are regulated
221 as per §§ 202 and 255-17.10(C).
- 222 E. All metering and mechanicals such as but not limited to transformers, gas and electric
223 meters, rooftop units, utility service boxes, cables, conduits, vents, turbines, flues, chillers
224 and fans, telecommunication devices, and trash/recycling storage receptacles shall be
225 screened from public view, except when state statutes or other regulations require
226 otherwise, by incorporating the following design standards:
- 227 [1] Locate mechanical equipment and service areas at the rear of the building along
228 an alley facade or on the building rooftop.
- 229 [2] Screen mechanical equipment and service areas using architectural screen walls,
230 screening devices and/or landscaping.
- 231 [3] Mechanical equipment located on a building rooftop shall be set back from the

232 building edge a sufficient distance to screen the equipment from view of
233 adjacent streets.

234 F. Parking.

235 (a) Unless approved otherwise, all off-street parking shall be located on the same
236 buildable lot as the principal use and on the side or rear of such buildings, not at
237 intersections or between a building and the street. Refer to §§ 255-17.10(B) and 255-
238 48.

239 (b) Off-street parking may be provided on a proximate property within 200 feet of the
240 proposal if an agreement is on file with the City and there is conformance with all
241 requirements of this Chapter.

242 (c) Landscaping and screening. Refer to §§ 255-17.10(B) and 255-34.

243 G. Outdoor Seating.

244 (a) All outdoor seating areas shall not block storefront entrances or inhibit access for the
245 pedestrian or physically disabled.

246 (b) Outdoor seating placed within the right-of-way or public open space shall require a
247 conditional use permit.

248 H. Outdoor Storage, Service and Loading.

249 (a) All outdoor storage, service or loading areas facing adjacent residential uses or a
250 public street, alley or walkway shall be screened from view by masonry walls or
251 plant material at least five feet in height. Refer to §§ 255-17.10(B) and 255-34.

252 (b) All dumpsters shall be screened by a wood fence or masonry wall at least five feet in
253 height. Screen walls and fences shall be architecturally compatible with the primary
254 structure.

255 (c) All loading docks and loading doors shall be located to the side or rear.

256 I. Setbacks. Unless otherwise noted, setbacks shall be as per 255 – Attachment 2 of the City
257 of Hudson Municipal Code.

258 (a) Interior building setbacks. At least 70% of the front facade and/or site design elements
259 or amenities of each building, where possible, shall meet the established building
260 facade line on the block where it is located. On most downtown blocks, this is the
261 edge of the sidewalk. The remaining 30% of the facade may be set back up to 15 feet
262 to emphasize entries or create outdoor seating and gathering areas. Such front yard
263 areas shall be landscaped as per §§ 255-17.10(B) and 255-34 and/or hard surfaced as
264 pedestrian-friendly spaces, with amenities such as benches and planters provided.

265 (b) Corner buildings. Buildings on corner lots shall be oriented to the corner and both
266 public streets. Both street-facing facades and/or site design elements or amenities
267 shall be built up to the established building facade line on each block for at least 50%
268 of the length of their facades. The remaining 50% of the facade may be set back up
269 to 30 feet to emphasize entries or create outdoor seating and gathering areas. Such
270 front yard areas shall be landscaped as per §§ 255-17.10(B) and 255-34 and/or hard
271 surfaced as pedestrian-friendly spaces, with amenities such as benches and planters

272 provided. Corner entrances are desirable but are not required. Street-facing facades
273 shall maintain similar articulation, detailing and rhythm of window openings.

274 **§ 255-17.5 Administration.**

275 A. Application Review. The Plan Commission shall review and act on Downtown
276 Certificate of Design Review applications and shall have such other powers and duties
277 as the Common Council may prescribe from time to time such as but not limited to:

278 (a) Approve, approve with conditions, or deny an application based upon compliance with
279 the Minor Alterations/Repair Submittal as referenced in §§ 17.4 A of this chapter and
280 for Major Alterations/Repair as referenced in §§ 17.4 B-C of this chapter, the City's
281 Comprehensive Land Use Plan, and all other City ordinances, rules, and regulations.

282 (b) The Plan Commission shall act on a Certificate of Design Review application within
283 ninety (90) Days of receiving a complete application unless the time is extended by
284 mutual agreement with the Applicant.

285 [1] From time to time the Plan Commission, at its discretion, may forward a
286 Downtown Certificate of Design Review application along with any Plan
287 Commission recommendations to the Common Council for additional review and
288 possible action.

289 (c) Failure of the Plan Commission to act within ninety (90) Days of the date of receiving
290 a complete application or within the time as extended by agreement with the Applicant
291 shall constitute an approval.

292 (d) The Plan Commission may request consultation from consultants or other
293 professionals such as but not limited to, legal, architectural, landscape architectural
294 or civil engineering expertise for review assistance. Any cost for such services shall
295 be charged to the Applicant.

296 B. Appeal.

297 (a) In the event the Plan Commission denies an application, the Applicant can:

298 [1] Resubmit the application bringing the request into compliance.

299 [2] Appeal the Plan Commission's decision to the Common Council within thirty
300 (30) Days after the date of such decision.

301 [a] The Common Council shall conduct a due process hearing and issue a
302 written decision on the appeal within thirty (30) Days of the City's receipt
303 of the written appeal.

304 C. Fees.

305 (a) All Downtown Certificate of Design Review applications shall be accompanied by a
306 non-refundable application fee(s) in accordance with the City of Hudson Fee
307 Schedule, adopted by resolution and as amended from time to time. Such fee(s) shall
308 be for the purpose of payment of the administrative costs and services expended by
309 the City of Hudson for processing such application(s). The current fee schedule is on
310 file with the City Clerk.

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(b) No application shall be considered complete until the applicable fee(s), have been paid to the City of Hudson Clerk.

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