

City of New Richmond Downtown Design Guidelines



New Richmond Historic Preservation Commission

PREPARED BY:



**City of New Richmond
Downtown Design Guidelines**

**Prepared For:
The City of New Richmond
Historic Preservation Commission**

**Prepared By:
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Introduction

Project Overview

The City of New Richmond Historic Preservation Commission retained Vierbicher Associates, Inc. to prepare design guidelines for the City's downtown area. For the purposes of this study the downtown area analyzed included the following: Beginning at the north end at the Mill Pond and the library (Glover Park) on either side of Knowles Avenue respectively, continuing south, including the east and west blocks between Arch Avenue and Minnesota Avenue, to the north side of 6th Street (see map, page 6).

An application was made to the Wisconsin Historical Society (WHS), Historic Preservation Division, for a grant-in-aid sub-grant through the National Park Service, U.S. Department of Interior. The grant was awarded by WHS fully funding this document. The City of New Richmond provided matching funds for administrative costs.

This document is intended to act as a reference tool for the City and its citizens in planning or evaluating an alteration of an existing building or the design of a new structure that will be located in the downtown area. The guidelines offer a method to develop appropriate design solutions for existing buildings and new construction that will respect and enhance the architectural elements that make up downtown New Richmond.

The Intent of Design Guidelines

Design guidelines are intended to promote compatibility between the various buildings and property uses that typically make up a downtown area. Commercial areas are continually evolving over time. Businesses change or expand and new buildings are constructed. Design guidelines can provide a methodology by which changes can be assessed within the context of their impact on individual existing buildings as well as the rest of the elements that make-up the downtown. These other elements include the appearance of the streetlights, paving, benches and other street furniture, street trees, parking, and other elements that often are generally called the "streetscape". The guidelines for New Richmond are intended to promote restoration and rehabilitation of existing buildings and construction of new buildings and properties in a historically sensitive manner.

For historic properties or buildings that contribute significant architectural "character" to a City it is important that their aesthetic "integrity" not be damaged or compromised in a negative way when alterations are contemplated. Similarly, for buildings that do not contribute and are to be altered, or for vacant parcels that are to be developed, it is important that these structures complement the significant properties. The standards for rehabilitation from the U.S. Department of Interior from which projects should be evaluated against are found on the facing page.

How Guidelines Work

The content included in the following pages offer a process that can be followed when changes in the downtown are contemplated. The process was developed in part from an analysis of the downtown area. This analysis evaluated a number of elements that make up downtown New Richmond and that make it unique. These elements that constitute the visual architectural character of the downtown: proportion, scale, compositions, the rhythm of solids and voids, materials and visual texture. Other specific elements were also reviewed including what architectural styles are illustrated in the area, the significant architectural details that make certain exteriors unique - that may or may not be associated with a particular style - and the primary dates of building construction. The result of this analysis will help determine how changes can be made without detrimental impact to either the historic elements of a building or to the streetscape as a whole. By following the guidelines, appropriate design solutions for a building or lot can be prepared.

The Design Guidelines for downtown New Richmond represent an analysis of 67 buildings along Knowles Avenue and an additional 43 buildings on the cross streets from First through 6th Streets between Minnesota and Arch Avenues. When a property or business owner is considering renovation, rehabilitation or new construction in the downtown area they may consult the Design Guidelines for advice. Using the Design Guidelines the work done on buildings can reinforce the historic character of the downtown rather than detract from it.

The Secretary of Interior Standards For Rehabilitation

The Standards for Rehabilitation are intended to address the most common form of preserving older buildings. Typically they are historic to one extent or another – either locally or regionally or representative of a particular style, historic use, or other cultural characteristic that is worth preserving. The treatment of “rehabilitation” is defined as “the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, or cultural values.”

As stated in the definition “rehabilitation” assumes at least some repair or alteration will be required in order to make a particular building viable for contemporary purposes. These changes, however, should not diminish what defines the building’s historic character.

The Standards for Rehabilitation pertain to historic buildings of all materials, construction types, sizes, and occupancy. They are intended to encompass the exterior and interior, related landscape features, the building’s site, and 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 changes to the defining characteristics of the building and its site and environment.
2. The historic character of the 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.

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.

Source: U.S. Department of Interior regulations, 36 CFR 67

Historical Overview of New Richmond

The City of New Richmond and its architecture have always been strongly influenced by nature and natural events. The geographic area that now includes New Richmond contained natural features that lent itself well to the two main industries that developed in the early settlement days of the 1850's and 1860's – lumbering the forests and farming the prairies.

Where downtown New Richmond is now centered along the Willow River was also the edge of prairie to the south and dense forest to the north. The river was shallower then and the loggers on their way south to Clear Lake forded it at the point where the current Knowles Avenue bridge is located. In 1855, B.C.B. Foster built a sawmill and a home adjacent to the crossing point on the present site of Glover Park. The area became known as “Foster’s Crossing”. Foster became the first of a wave of settlers to this strategic area.



Soon after Foster’s arrival the settlement boundaries were formalized and more businesses were constructed. In 1856 the original plat of New Richmond was surveyed. A gristmill to grind the wheat from the nearby prairie soon followed. Also known as “Cold Springs” and “Richmond” as well as “Foster’s Crossing” the settlement eventually was named New Richmond after the man who platted it, Richmond Day of Hudson, and the fact that another “Richmond” existed in the territory. In 1863 there were 11 buildings in the settlement. The advent of the railroad coming to the settlement, first in 1872 with the Chicago, St. Paul, Minneapolis and Omaha and then with the Wisconsin Central line in 1884 spurred additional growth. In 1881 the Willow River Lumber Company was established and the Willow River dammed to provide power. The damming destroyed the natural ford and a bridge was built at its former location.

The river and bridge divided the city into two sections. To the north, the milling industries and small worker’s home arose. To the south, businesses and larger residences were constructed. The area developed from a con-



venient stop over point to a source of industry and commerce. By the mid 1880's the commercial district was well developed centered around Main Street (Knowles Avenue) between First and Fourth Streets south of the river. It also extended one block west to Minnesota Avenue and one block east to Arch Avenue. This area has remained fairly constant throughout the history of the city. By 1885 New Richmond was officially incorporated as a City and reported a population of 1,200.



After the storm, looking south from the Roller Mills. Present William J. McNally residence, right, is damaged but still standing.

Two major catastrophes before the turn of the century tested the resolve of the City and strongly influenced the style and character of the downtown. In 1891 a fire destroyed about half of the structures on Main Street (Knowles Avenue). Rebuilding took a couple years with many being replaced in brick or brick veneer. The population neared 2,000 by 1899. But the City was to meet disaster again.

Shortly after a central power company was started and electricity arrived in the City in 1898 the most destructive storm in Wisconsin history struck New Richmond. On June 12, 1899 a tornado razed the entire business district and a substantial portion of the rest of the City in seven minutes. Depending on the account the storm killed approximately 117, injured 200, and destroyed 230 buildings. Many stories exist describing the selflessness and heroism of the citizenry immediately after the storm, but most telling were the results. Within six months, much of the business district was rebuilt along with 75 new homes. Thirty-nine of the new buildings downtown were constructed of brick, and five more were wood. Andrew Brown was



Historical Overview of New Richmond

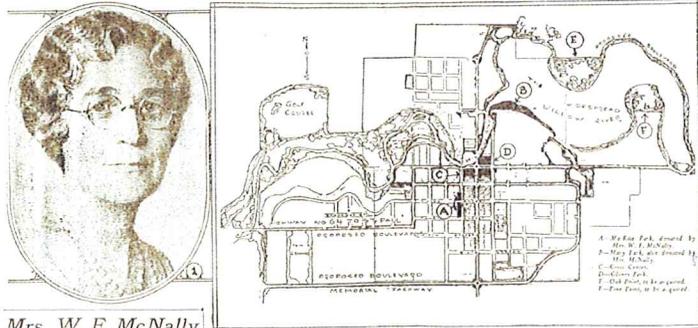
a local contractor who rebuilt much of Main Street (Knowles Avenue). Most of the buildings downtown today date from the 1900 to 1910 era.

However, some elements of the downtown took longer to regain. Prior to the tornado the city had been nicknamed the "Garden City of Northern Wisconsin". After the destruction, few trees remained. Trees were replanted but the effect was obviously not the same (mostly American Elms were planted as they were fast growing and many grew and developed over the years only to succumb to Dutch Elm's Disease in the 1960's and 1970's).

Despite these potentially devastating setbacks, New Richmond continued to prosper and grow. By 1912 the population was 2,500. Businesses and professions, as well as farming and industry must have prospered since much of the grand residential building south and west of the downtown occurred in this period. A.T. Andreas, in *The History of Northern Wisconsin*, wrote in 1909 that "It is said that the city contains more wealth in proportion to the population than any other city in the northwest, and this claim has never been successfully disputed . . . The people are so progressive and public spirited that they have accomplished all that would be expected of a population three times this size . . .". The grand residences of these progressive citizens were also said to have "velvety" lawns "graced" with red and white clover that "perfumed the air". This gave the City the nickname "The Clover City" replacing the "Garden City" up through the 1920's.

SUNDAY EDITION OF THE ST. PAUL DISPATCH
ST. PAUL, MINN., SUNDAY, FEBRUARY 29, 1930

NEW RICHMOND ACCEPTS PARK GIFTS LAUNCHING PLAN FOR CITY BEAUTIFUL



Mrs. W. F. McNally
Donates Sites and
Outline of Project

The streets were paved in 1927 and some of the first concrete sidewalks were installed shortly thereafter. It was also at this time that the city was reaching a crossroads. Discussions on the future development of the city revolved around the premise that New Richmond's position as a center of a now primarily farming district was at its maximum point of development (the lumber mill burned in 1913 and was not re-built). Many felt they had only two choices to continue prospering. One was to attract new and small-scale industry to the area. The second choice was to develop into a residential area for the Twin Cities.

It was in this context that Mrs. Stella McNally provided a comprehensive master park plan to the city in February of 1930. Its premise was that whether the city was to develop for local industry or as a "bedroom community", the establishment of parks, playgrounds, and street trees would make the area more attractive. This had a profound effect on the City that continues to this day. Mary Park and MaRita Park named after Mrs. McNally's daughters came from this plan and also became the impetus for the city's current nickname.

It was also in 1930 that the city entered into a magazine contest called "More Beautiful America". The City Beautiful Club of New Richmond lead by Mrs. McNally spearheaded the effort to make improvements to the City that were "civic in nature, permanent, and a benefit to the entire community". Volunteers cleaned up and planted the two new parks. The city won second prize and the nickname "The City Beautiful" has been widely used to promote the city since.

The park master plan also contained recommendations for the beautification of the city as a whole including the downtown business district. Glover Park was slated to be expanded to include a civic center, lush plantings, and a monument at the corner of Main Street (Knowles



Historical Overview of New Richmond

Avenue) and east First Street. The primary business district along Knowles between First and Fourth Streets south of the civic center was to include attractive street lighting and storefronts but few if any trees. This was considered a practical move to provide an inviting atmosphere without interference from lights or with advertisement signs. Past Sixth Street the main road was to become tree lined again. There was also a connection planned that would directly connect Glover Park along a "bridal path" and scenic road to what was referred to as "Big Island" in the plan, called "Mill Island" today.

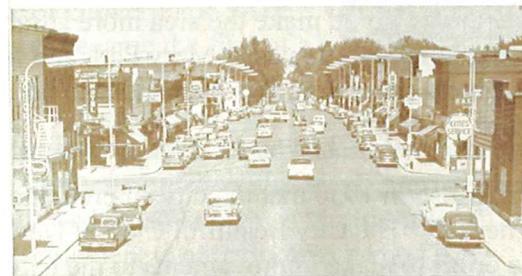
New Richmond developed with industry, farming, and as a bedroom community to the Twin Cities simultaneously instead of in just one direction. By 1950 the population was reported at 3,000. By the time the City celebrated its centennial in 1958 the population was around 3,500. The downtown continued to prosper with many of the buildings being remodeled more than once over the years.

Most of the City's services had been housed in portions of existing buildings throughout its history. The 1960's witnessed a tremendous amount of consolidation of city services and civic building. The first stand-alone federal post office was built in 1961 on east First Street across from Glover Park. The Friday Memorial Library was erected in Glover Park in 1963 (and expanded in 1991). The Civic Center envisioned in the 1930 "City Beautiful" park master plan was finally constructed in 1966 next to the post office. It still serves the City for most municipal functions including City Hall and police and was recently remodeled.

Half Century of Change



Main Street, 1908



Same Street Today

In 1970 Main Street was officially renamed Knowles Avenue in honor of native son Governor Warren P. Knowles (1964-1970). But the 1970's also brought economic stress to New Richmond and the downtown. Many businesses did not survive the recession and competition was growing with businesses from the Twin Cities. Many empty storefronts resulted. The downtown area – South Knowles from the Willow River bridge to Fourth Street was reconstructed in 1989 to provide a fresh face to the downtown area and to bring businesses back. In addition to the street, curb, gutter, and sidewalk, many streetscaping elements were installed including new flower planters, benches, lighting, and street trees.

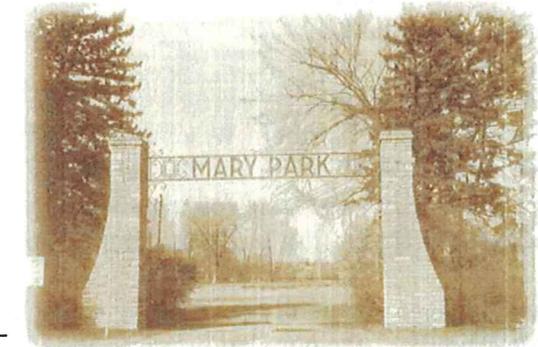
Today, New Richmond continues to prosper with recent street reconstructions and developments to the south part of the City. The population now stands at approximately 6,310 (2000 census). Historically, New Richmond remains an interesting city. It has a number of people and industries that have made significant contributions to the area. Many buildings that remain are associated with these people and industries, thus giving them local or broader historical significance.

Note: The previous historical information was summarized from the following sources:

1. Sather, Mary A. *They Built Their City Twice – A History of New Richmond*, 1998
2. "New Richmond Centennial", City of New Richmond Centennial Book Committee, 1958
3. "Intensive Survey Report – New Richmond, Wisconsin", City of New Richmond, 1983
4. "A Walking Tour of New Richmond", New Richmond Historic Preservation Commission, 1996



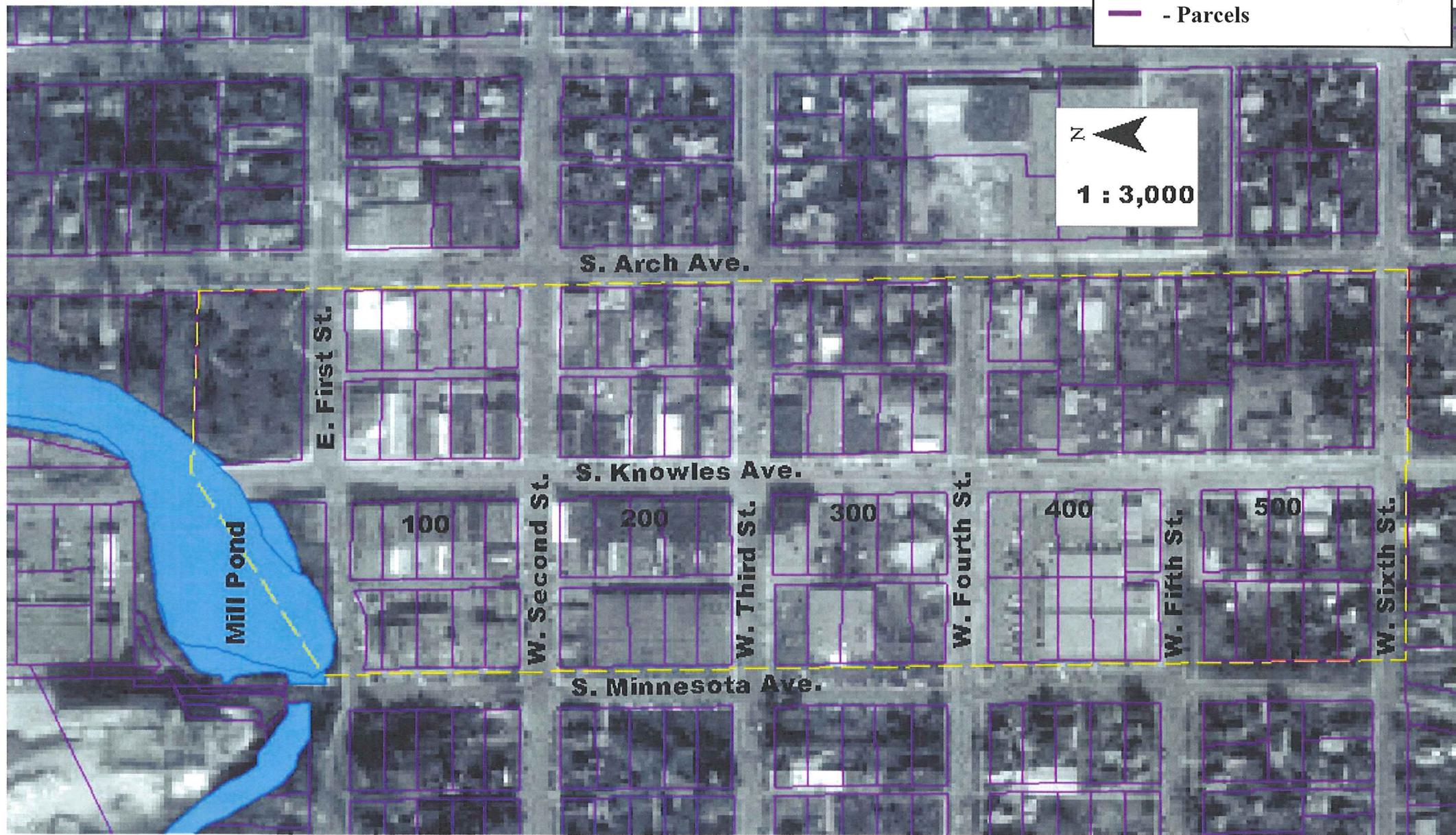
This bird's eye view of Main Street portrays the progress made by the people of New Richmond in a period of just five months following the cyclone of 1899. Thirty-nine brick and fifteen wood frame business places and about seventy-five residences were erected amounting to \$200,000.



Map of Downtown New Richmond

LEGEND

- Study Area
- Parcels



Architectural Characteristics/Guidelines

Introduction

For the purposes of this study the downtown area analyzed included the historical commercial area of New Richmond and an area more historically residential but in transition to more business uses. The downtown commercial area is primarily located between the Willow River and Fourth Street including Knowles Avenue between Minnesota and Arch Avenues. The residential area is primarily located south of Fourth Street through Sixth Street. The study area therefore contains two distinctly different historical development patterns – traditional downtown commercial and traditional residential.

They are each strongly defined within the study area and particularly along Knowles Avenue. Each has successfully coexisted with one another throughout the history of the city. They can continue to do so as long as new alterations and development respect the context of these distinct patterns.

Development Patterns

Traditional downtown commercial development includes many commonly recognized site characteristics.

- Lots are typically “zero lot line” meaning that the corners of the building come to the edge of the property, particularly the sides and front with no setback.
- Lots are typically narrow and deep.
- Sidewalks directly abut the front of the building.
- Individual building entrances may be recessed, but the setback of the overall building from the street is generally consistent from block to block.
- Buildings are served by alleys for deliveries and employee parking.
- Public parking is limited to on street parking in front or parking lots behind the buildings.

Traditional residential developments also share many commonly recognized site characteristics:

- Buildings have set backs and include front, side and back yards.
- Front yard setbacks are often deep to allow a suitable lawn, but vary.
- Lots are typically narrow for their depth and may vary in width.
- Garages and parking are behind the building and never in front.
- Garages and deliveries can be served off of alleys but are equally served from the facing street as well.
- Yards consist of grassed lawns with large canopy trees.

Building alterations or new development must respect the characteristics of its adjacent neighbors to determine the proper context and therefore the direction of the appropriate design solution. Some latitude to these patterns may be needed for efficient contemporary uses, or appropriate at the transition between these patterns at street intersections and corner lots. The following pages compare these distinct development patterns in more detail on facing pages.

Architectural Styles

Although much of New Richmond's downtown commercial architecture can be dated fairly easily to around 1900, with only a few exceptions, it is harder to place a distinct style to many of the buildings. Most of the business district was rebuilt within six months after the tornado. The emphasis was, understandably, on erecting buildings rather than creating architectural masterpieces.

While these buildings do not exhibit strong Victorian-era characteristics (the dominant style of the time), it does not mean that the architecture is less valuable or historically significant. The details are present, if less pronounced, but no less a reflection of quality of the craft-work put into the buildings.

Of the buildings constructed between 1899 and 1910 (after the tornado) and that anchor the traditional downtown nearly all are brick and one-story with a high façade. These high "false building fronts" provide a grander scale for a relatively inexpensive building and provide adequate space for awnings and signage.

Other typical characteristics include large plate-glass windows that are sub-divided into two or three primary parts with metal or wood framing. Entries are recessed with additional glass panels to make them appear lighter and more inviting. Brick ornamentation is prominent in the upper facade although relatively subtle and conservative overall as the same type and color of dark brick is often used throughout. The top of the facade typically incorporates steel ornamentation with a similar appearance to the earlier use of wood or tile (see pages 23 and 27 for illustrations).

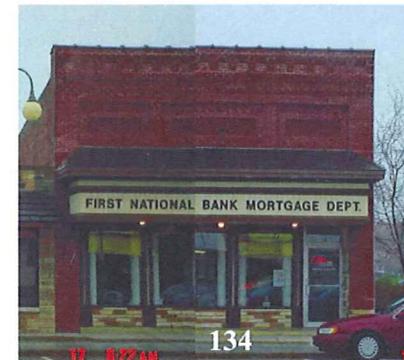
Most representative of the building types if circa 1900 that still exist today are the collection of three on the west side of the 100 block of South Knowles Avenue. These include the building addresses of 141, 145, and 155 (photos top-right). They each have Italianate characteristics illustrated in the entablatures. The steel cornice work still appears complete with shallow brackets and metal urns to flank the corners of the roof top, and detailed brick work remains intact below.

One of the more elaborate brick Italianate buildings – at least on the second floor - is located at 307 South Knowles Avenue. There is corbel brick under a metal cornice, brick pilaster, and arched window heads all typical of the style.

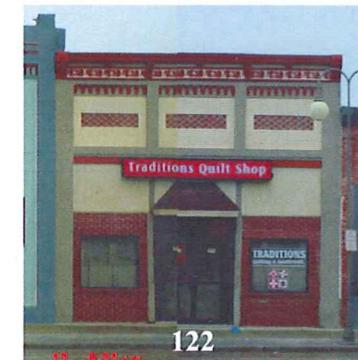
Other buildings that exhibit interesting brick work that can still be seen include 122, 134, and 223/225 South Knowles Avenue. They each offer good examples of use of corbeling to define banding in the façade. These could also be considered Italianate details but without the addition of elaborate cornices are not as representational of the style.



S. Knowles West



S. Knowles West



S. Knowles East



S. Knowles West

Architectural Styles

The building at 201 South Knowles, constructed in 1917, illustrates Neo-Classical Revival characteristics and also has unique materials for New Richmond. It is two stories with a cream-colored brick façade (on West 2nd Street) and stone quoins, beltline, cornice detailing, and keystones. The strong horizontal cornice line with fine bracketry (called dentils) dropped below a stylized pediment (symbol of its original occupant – Manufacturer’s Bank), supported by muted columns of the Corinthian order (on the South Knowles) are all representational of the style. It is the only building of this particular style in the City. The original windows and surrounding details have been mostly infilled with solid panels but in a compatible color and fashion.

Buildings constructed further south of the river and some more contemporary building infill have 20th Century Commercial characteristics. An example of this is at 235 South Knowles. The form of the building is proportional to its earlier constructed neighbors but illustrates simple, clean lines, uncomplicated massing and little applied ornament. It also has a characteristic terra-cotta parapet cap of the era. The building at 235 South Knowles is also unique in the fact that it is built off of walls that survived the 1899 tornado. One can still see the Romanesque details of the former building on the edges of the current façade.

Other downtown commercial buildings have details of other styles illustrated to varying degrees. The building at 204 South Knowles appears as an Art Deco or Art Moderne building from the street with its current paint scheme but also has brackets and swags characteristic of Colonial Revival in its detailing. The building at 310 South Knowles also appears as a muted, unadorned Art Moderne style. The building at 206 South Knowles is interesting in that it one of the few two-story buildings and is L-shape fronting on both Knowles and East Second Street. Unfortunately it has been severely altered in its detailing.

Most of the buildings in the traditional part of the downtown have similar proportions and scale even though they may have been constructed in different eras. One prominent exception to this is at 103 North Knowles. It is an integration of two very different architectural themes.

On the south end is an early concrete block building built in 1907, one of the earliest examples of block used in construction in this area and made to look like stone. It is historically significant for this reason. Adjacent to it is a Prairie Style addition from the 1970’s. Although the addition is more characterized by strong horizontal lines, extensive use of wood, and large windows on both the upper and lower stories the massing and banding reasonably match the horizontal course on the block building and the addition effectively drops down as it approaches the river. For its location at the end of a short block with natural surroundings and a compatible color scheme it reasonably fits into the context of the surrounding area. If it were to be constructed at another location, such as mid-block, it would not be as appropriate.



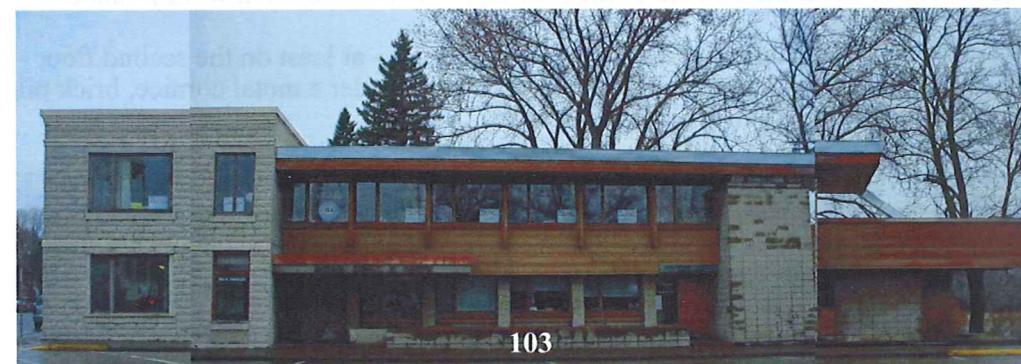
201
S. Knowles West



235
S. Knowles West



204 206
S. Knowles East



103
N. Knowles West

Architectural Styles

Similar to the commercial buildings in the traditional downtown area, the residential buildings south of Fourth Street along Knowles and the immediate cross streets to Sixth Street in the study area date to the post-20th Century era and are conservatively detailed. The massing and forms suggest a variety of styles, but most of the characteristic detailing of the styles is no longer apparent.

Most of the historic residences are two-stories with a gable ended roof facing the street, and a wide front porch. Other buildings residential in scale and in a simple “Levitt” one-story ranch style (532 and 539 South Knowles) appear to have been purposefully built as businesses and have few redeeming architectural characteristics.

The house at 551 South Knowles has Italianate characteristics. These are illustrated in the prominent two-story square bay on the left side of the front elevation and the hip-appearance of the main roof. It also appears to have deeper eaves that may have included decorative brackets at one time. Currently there is only minimal ornamentation and aluminum siding covers most of the original siding and woodwork.

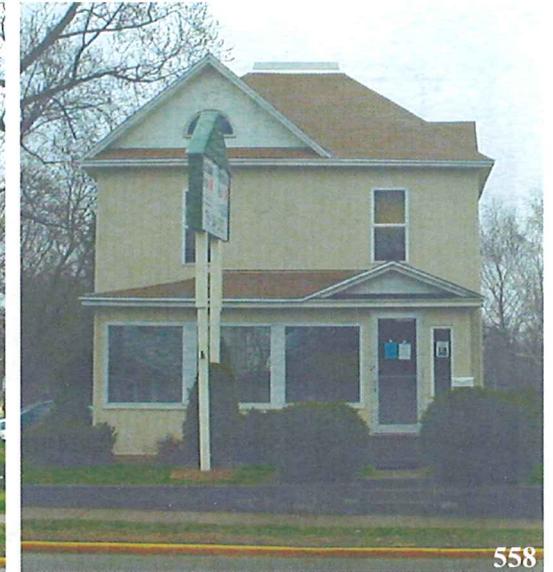
The house at 558 South Knowles has more eclectic details but also has Italianate characteristics. These include the hip-appearance of the main roof, the deep horizontal eave around the perimeter of the house, the gabled pediments on the left side of the Knowles street face above the second floor and the front entry, and the arched window in the attic space. Past repairs and remodeling have also reduced any original ornamentation to a minimum.

The house at 505 South Knowles is a Gable-Front style— a catch-all term for the form of the house without many other discernable details. This particular house is typical of the early 20th Century with a steep roof pitch and full width porch. Although the front porch columns have been replaced with modern laced cast iron, it appears that the house may have had more Queen Anne details in the porch and some of the eave detailing. The house at 466 South Knowles also has muted Queen Anne characteristics particularly in its overall shape and roof forms.

The houses at 460 and 527 South Knowles are examples of a Gable-Front-And-Wing or sometimes called a Gable-Ell house. These are characterized by a distinct gable-front with a prominent wing and the front porch located in this area. Both have been sided in the past obscuring original details but the house at 527 still has some intricate eave details intact.



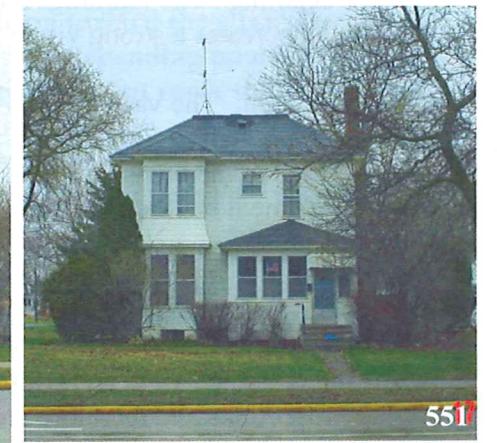
S. Knowles West



S. Knowles East

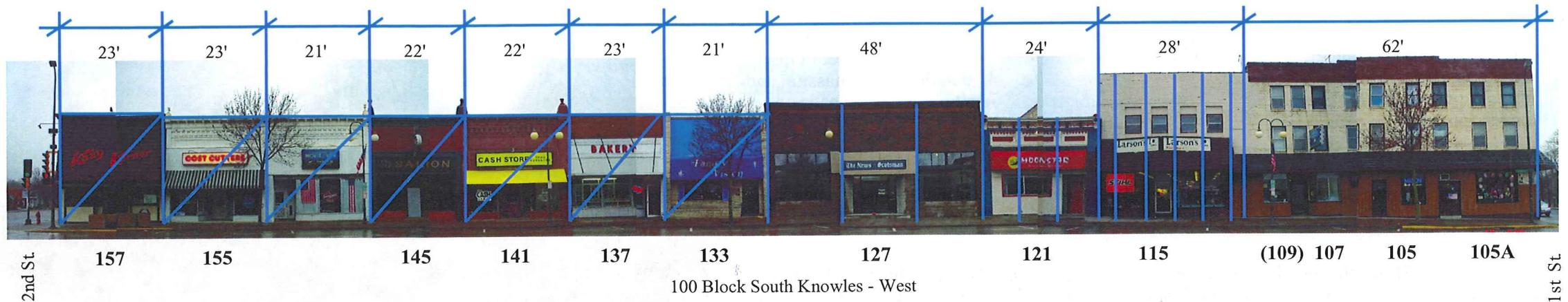


S. Knowles West



S. Knowles West

Building Widths, Proportions, Forms



Traditional Downtown - Existing Characteristics

Building Width: The average building width in the downtown area between First and Fourth Streets is consistently a multiple of 12-feet. This results in buildings typically in the 24-foot or 48-foot wide range. This is common of the era in which most of the buildings were constructed, as this was the maximum clear span for most structural members of the day. This often is reinforced in the vertical breaks or “bays” in the building façade details. These can include the spacing of the windows, columns, pilasters or the rhythm of brick detailing. The buildings are also tight to one another with no gaps in between. This module creates a strong visual “rhythm” as one proceeds down Knowles Avenue.

Building Height: The vast majority of buildings are one-story appearing as a story and a half with a tall “false” front. There are also a few two-story buildings and one three-story. Exact heights of the one-story buildings vary from building to building depending on the cornice treatment but are generally consistent. Again this provides a regular enclosure along the street.

Building Proportion: Proportion is the relationship between the building façade’s height and it’s width. In the downtown the building heights and widths are approximately a 1:1 ratio – the building height and width are nearly equal. The multi-story buildings have similar proportions and therefore are indicative of 20th Century where buildings tended to become more block like losing the narrow and tall proportioning of Italianate style structures common in the late 19th Century Victorian era.

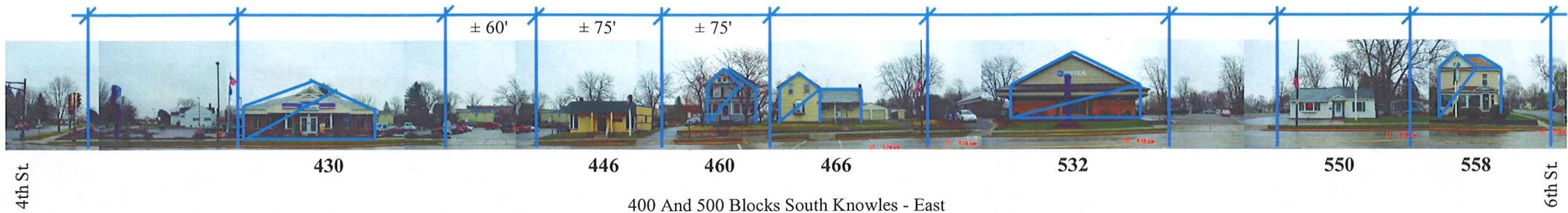
Guideline

Building Width: The 12-foot or 24-foot module should be reflected or preserved in the facades when buildings are remodeled or new construction contemplated. Modern technologies enable the use of much wider interior structural spans in new construction than 12-feet. However, the exterior of the building should take into consideration the context of the surrounding buildings to maintain the continuity of the block. New construction should also completely fill the available space from lot line to lot line.

Building Height: The height of new construction should fall within the range of heights found within the immediate block. New buildings on the corners of blocks present special considerations. These buildings because of their location can be larger or taller than mid-block buildings. Building height should be similar (within a range of 10-percent) to directly adjoining buildings and emphasis of the corner should be encouraged. An angled entry or other accent is traditionally common but excessive setback from the block corner should be avoided.

Building Proportion: On a block-by-block basis, the proportions of new buildings should reflect the proportions characteristic to that block. This is typically a 1:1 ratio in New Richmond.

Building Widths, Proportions, Forms



Traditional Residential- Existing Characteristics

Lot Width/Building Width: The average lot width in the residential area between Fourth and Sixth Streets is typically around 75 to 80 feet. Some of the newer commercial-use buildings have adjacent parking lots but the module of these lots also generally falls within the same range reflecting the historical property lines. The historical homes on these lots are usually much more narrow than the lot width as it appears from the street with open space and landscaping on either side. The newer commercial-use structures often are as wide as the original lots.

Building Height: The majority of the existing homes are two-story with steeply pitched roofs. The majority of the newer purpose-built commercial-use buildings are one-story with shallower pitched roofs. Eave heights of individual buildings vary but they are spaced far enough apart that the general appearance from Knowles is that of a regular rhythm.

Building Proportion/Scale: In the traditional downtown commercial buildings the majority of roofs are flat and the scale is intended to be somewhat monumental with the “false” fronts. For this type of building the building size and the details in the façade are most important. For the residential-type development pattern, the overall shape of the building is the most important, especially the roof shape and its relationship to its surroundings. Most of the buildings between Fourth and Sixth Streets have gable-ended roofs toward the street. The triangular shape of a prominent roof and often its pitch form the characteristic look of the buildings whether they are a house or purpose-built for commercial-use. The buildings at 430 and 532 South Knowles are examples of new buildings whose shapes compliment the buildings around them but their substantially larger size nearly overpowers their sites.

Guideline

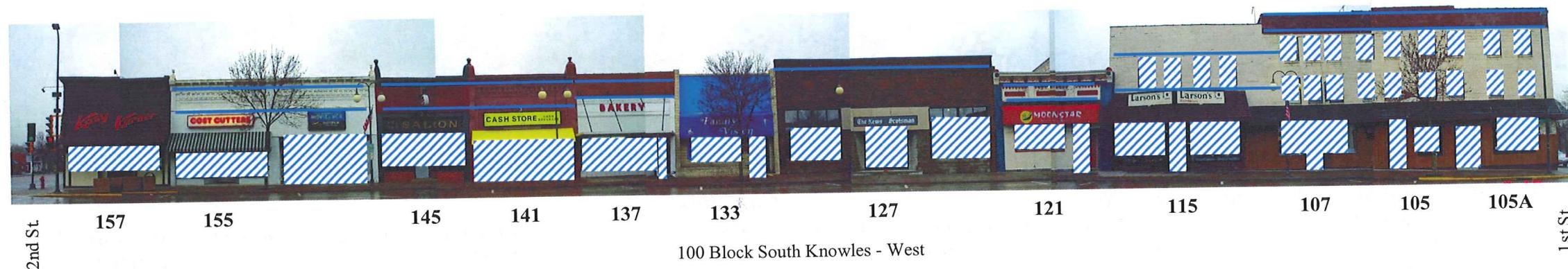
Lot-width/Building Width: Additions to existing structures or new structures should reflect the spacing of the existing buildings leaving adequate setbacks between buildings for landscaping and open space. New construction should not completely fill the available space from lot line to lot line.

Building Height: The building height of new construction should fall within the range of heights found within adjacent residential buildings. Eave heights should be relatively low – for example no more than 12-feet versus a typical 10 or 11-foot residential eave height.

Building Proportion/Scale: The gable-ended roof form toward the street should be continued on new construction. Roof pitches may vary depending upon the mass of the overall building but extremely shallow roof pitches or flat roofs should be avoided. Large scale buildings should have their mass broken up into smaller attached elements or wings to mimic the scale and forms of the adjacent residential development pattern. Window dormer elements can also be effectively used to provide a residential scale to larger buildings.

Rhythm of Solids and Voids

Downtown Commercial



Traditional Downtown - Existing Characteristics

Solids and Voids: The typical historic storefront façade has a greater proportion of glass on the main floor than upper floors or as is more typical in New Richmond a strong contrast between an open first floor and a solid entablature or upper façade (“false” front). Although columns around the entry door often break-up the lower level they are typically relatively thin, often made of steel to allow as much vision glass as possible.

There are few two-story buildings in the downtown area. They also illustrate solid masonry over openings with windows appearing to be punched out of the walls. These second floor windows also contribute to the appearance of the overall scale of these buildings. If the building is taller and narrower the windows are taller and narrower. This creates a harmonious relationship between the solid and open or void elements that make up the building façade.

Banding: A rhythm of the heights of buildings is often maintained through banding. These are various architectural elements that create a prominent horizontal element in the building façade. These horizontal elements will often line up from building to building creating this rhythm. Buildings that may differ greatly in overall height are tied together where the regular banding connects.

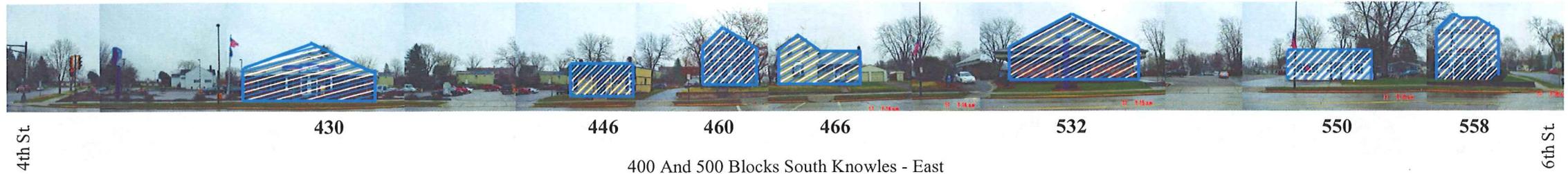
Guideline

Solids and Voids: Maintain or re-create large storefront windows, don’t infill. Often vinyl applied window graphics can be used on the window glass to create some privacy without compromising the aesthetics of the overall building design. On buildings with upper story windows when windows are replaced care should be taken to maintain the size and spacing of the original windows to maintain the proportion of the building and to maintain the rhythm of solids and voids.

Banding: Wherever possible, existing horizontal bands should be retained and preserved. During remodeling, signs should be removed that cover banding to allow it to be expressed. New signage should be installed that falls between the banding or is located elsewhere. For new construction, the banding on adjacent buildings should be matched - whether expressed or implied by ornamentation, window heights or the height of the adjacent building. Banding details should employ a similar “vocabulary” to that typical in the rest of downtown New Richmond.

Rhythm of Solids and Voids

Residential



Traditional Residential - Existing Characteristics

Solids and Voids: In the traditional downtown development pattern, the solid and void relationship is seen within the building mass itself, primarily in the relationship between windows and wall.

In the residential development pattern the dominant solid is the gabled roof contrasted with the open space and landscaping surrounding it. In this development pattern, the relationship between solids and voids is reversed, as the repetition of the entire structure against adjacent open space is the rhythm. The windows and the doors within the form of the house and other detailing become less important.

Guideline

Solids and Voids: Maintain the relationship of the building with adjacent open space or landscaping. New construction should not over-power a building lot. A large building should be compensated with additional open space surrounding it or by increasing the distance to the building from the street (setback).

Parking lots adjacent to buildings (for example in side yards) can be allowed as long as they are buffered from the street and from adjacent properties with appropriate accent landscaping. This landscaping should include approximately waist-high shrubs and small ornamental trees to obscure parked vehicles.

Setbacks and Open Space

Downtown Commercial



109 E. Second Street



400 Block S. Knowles - West

4th St

Traditional Downtown - Existing Characteristics

Setbacks: Most of the buildings are setback a uniform distance from the street. The exact distance varies block by block but the overall impression as one proceeds up or down Knowles Avenue is one of consistency. The “wall” of buildings is also typically uninterrupted. In areas where there is a significant gap the blocks tend to have a less cohesive appearance. It is recognized that open space often needs to occur. A good example of an appropriate response to this necessity is the First National Bank building complex between 135 South Knowles and 109 East Second Street. A framed archway flush with the adjacent building tight to the sidewalk serves as an entry into a courtyard. Further to the north, a landscaped hedge serves a similar purpose defining a strong edge and maintaining the integrity of the block.

Open Space: A less successful example is the Econofoods parking lot in the 400 block of South Knowles. There is no buffer between the sidewalk and the parking spaces. In addition, the car wash is setback a number of feet and does not correspond to anything around it. No edge is defined and the block loses its consistency.

Guideline

Setbacks and Open Space: It is important in the blocks where a uniform setback exists that new construction maintain the alignment of the facades along the sidewalk edge. In areas where parking is existing or required this edge should be emphasized with some type of visible barrier – a decorative wall or landscaping – hedges to ornamental trees – so that the setback is at least recognized. In blocks where the setback is less uniform the setback of the directly adjacent buildings should be used as the determining factor (pending proper zoning ordinance review). Extreme variations in the setback should be avoided.

Setbacks and Open Space

Residential



Traditional Residential - Existing Characteristics

Setbacks: Most of the buildings are setback significantly from the street to allow for a grassed lawn space. The exact setback varies from property to property but strongly contrasts with the downtown commercial pattern. The buildings also have side and back yard setbacks. Lawns and landscaping including canopy trees are typical in these setbacks. There are two purpose-built commercial-use buildings within this area – 430 and 532 South Knowles. Each is setback from the street similar to adjacent homes and includes a lawn or landscaping within this front yard setback. However, each building is much larger than adjacent buildings. Parking is generally limited to the sides of the buildings. The large sign at 532 South Knowles dominates the front yard and detracts from the appropriate setback of the building.

Open Space: Unlike the traditional downtown commercial where a “wall” of buildings creates an enclosure, here the buildings expand being separated by open landscaped space. The Econofoods parking lot in the 400 block of South Knowles is in a transition area between the traditional downtown commercial and the traditional residential development patterns. There is no buffer between the sidewalk and the parking spaces. In addition, the car wash is setback a number of feet that does not correspond to anything around it. No edge is defined nor is there a landscape buffer between any of the structures.



Knowles Looking North

Guideline

Setbacks and Open Space: Buildings separated by open or landscaped space is the preferred form for new development or additions. Setback uniformity from development to development is not as critical as with the zero-lot-line buildings, but additions and new construction should have similar setbacks as their adjacent neighbors. A setback variation of plus or minus 15-20-feet from building to building should be acceptable. Extreme variations should be avoided, but the setback should be adjusted for the mass of the building. A larger building should be set further back from the street. It is also important that a front yard lawn and landscaping be prominent with parking relegated to the side yards. Signs should not overpower the setback of the building.

The Econofoods parking lot in the 400 block of South Knowles is in a transition area between the traditional downtown commercial and the traditional residential development patterns. However, with the fueling station, car wash, and extensive parking lot, a traditional downtown approach with a uniform setback emphasized may be more appropriate for this block. (refer downtown commercial guideline on facing page for further explanation).

Materials and Color

Downtown Commercial



Traditional Downtown - Existing Characteristics

Materials: The majority of the downtown facades are brick or other masonry. Trim materials include cast iron, steel, pressed metal and wood. Much of the masonry has been covered over with various types of wood or metal siding. Much of the original detail has been removed or similarly covered. Maintaining or re-creating these historical finishes and details is important to maintaining the identity of the downtown.

Color: The color of a building material, whether natural or applied like paint, can obscure or highlight the architectural features of a building. Colors that are muted seem more appropriate to historic buildings and are seen on a few downtown buildings. Use of a single, light color allows natural daylight to cast shadows and reveal detail. Use of multiple colors can display the detail to great advantage. This is also illustrated on a few buildings. However, the majority of buildings in the downtown area are dark with little color or accents and hide any details that may be present.

Guideline

Materials: In rehabilitation work, preserving historic character should be given the highest priority. Any new materials used should match as closely as possible to the appearance and texture of the original materials. The uniform identity created by the predominant use of masonry in the downtown is important to retain. All new construction should have facades of brick or stone. Appropriate trim materials should also be utilized where they were historically used. For example, rough sawn cedar planks, diagonal wood siding, mirrored glass, or wood shakes should be avoided. Modern materials have

been developed that can replicate the appearance of historic materials and often more inexpensively and with less maintenance. The National Park Service has "Preservation Briefs" available that contain specific guidelines for maintaining historic materials and lists of acceptable alternative materials.

Color: Colors should relate in a positive way to the natural materials found on the facade. Colors that are appropriate to the architectural style or period of the building should be used. When the surface to be painted has a three-dimensional quality it should be emphasized using light or mid-range colors or hues. When in doubt, use shades of one color with one highlight color.

The same four basic approaches to color selection as described on the facing page is also appropriate here. Most of the buildings downtown can benefit from the "Period Approach". Typical early 20th Century paint styles were often lighter tints and off whites. Later in the 1930's Art Moderne buildings used careful combinations of blacks, whites, and grays with minimal use of accent colors. The "Boutique Approach" is not recommended for any of the downtown buildings. Many paint companies now offer color charts based on documented historic paint colors.

It should be remembered that the color of a building is directly affected by its orientation. Buildings on the west side of Knowles – receiving eastern sunlight will be in shadow for a greater portion of the day than on the east side. Colors here will typically appear "cooler" and stronger contrasting colors may be required to highlight facades. On facades that receive more sunlight a deeper color can often be utilized without being overpowering.

Materials and Color

Residential



Traditional Residential - Existing Characteristics

Materials: The majority of the original homes in the area are of wood frame construction with siding and trim of wood or aluminum. The newer commercial-use buildings incorporate brick on the first floors and aluminum or vinyl siding for trim. It is unclear how much detailing was included on the homes originally but the details are generally conservative except on some decorative gable ends. Maintaining or creating decorative trim work and decorative recesses, overhangs and other details is important to maintaining the identity of this area.

Color: The color of a building material, whether natural or applied like paint, can obscure or highlight the architectural features of a building. Use of a single, light color allows natural daylight to cast shadows and therefore can reveal detail. Use of multiple colors can display the detail to great advantage. Most of the buildings in this area are white with minimal accents. The bright-yellow home at 505 South Knowles assists in accentuating the homes gabled-roof form.

Guideline

Materials: In rehabilitation work, preserving historic character should be given the highest priority. Any new materials used should match as closely as possible to the appearance and texture of the original materials. The uniform identity created by the predominant use of siding in this area should be retained. All new construction should include some kind of siding as a dominant feature especially the gable ends of roofs. Appropriate trim materials should also be utilized where they were historically used. For example, rough sawn cedar planks, diagonal wood siding, or mirrored glass should be

avoided. Where modern materials can be used successfully to simulate the appropriate historic material, they should be allowed.

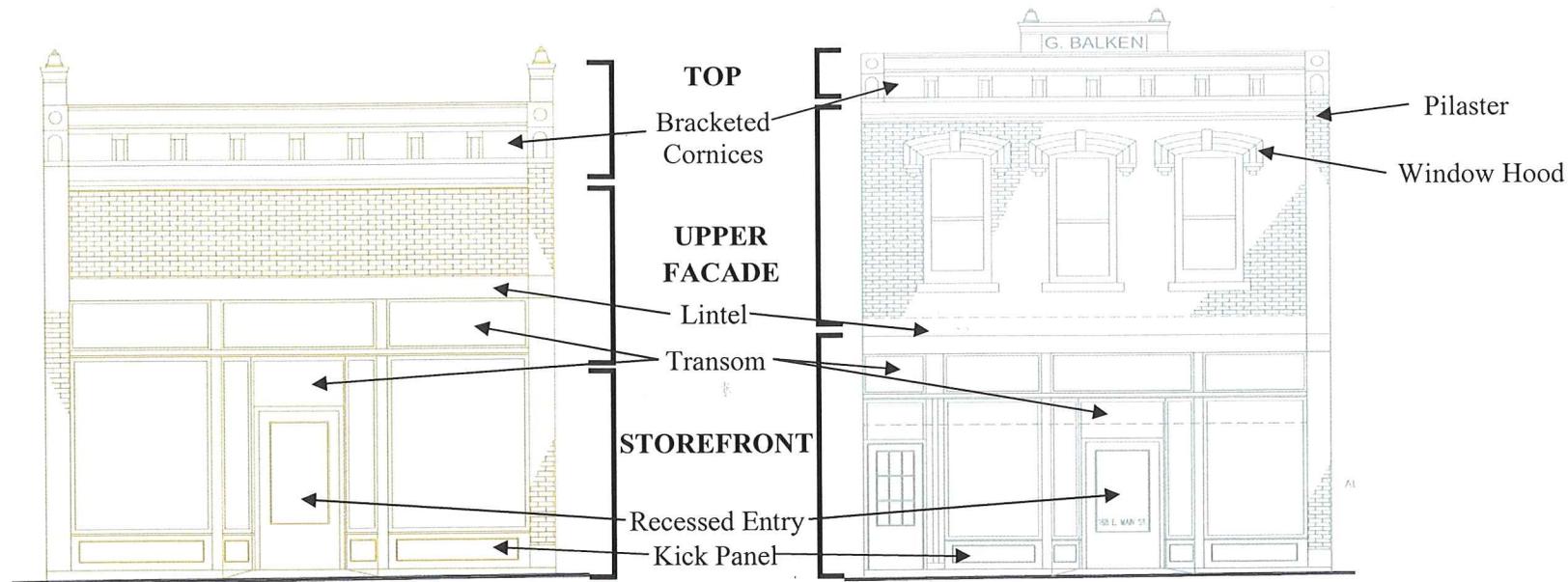
Color: Colors should relate in a positive way to highlight the building and blend in with adjacent buildings. Colors that are appropriate to the architectural style or period of the building should be used. When the surface to be painted has a three-dimensional quality that should be emphasized use light or mid-range colors. When in doubt, use shades of one color with one highlight color.

There are four basic approaches to color selection:

- 1) The "Natural Approach": This uses the colors of the building's natural materials as its starting point. Paint colors are selected as a variation on the buildings natural colors.
- 2) The "Authentic Approach": This favors reproduction of actual colors found on the building through careful examination and computer matching.
- 3) The "Period Approach": This allows the selection from palettes of paint colors known to have been used for the period of the building. Different color palettes are associated with different architectural styles. Although most of the buildings would be described as more or less vernacular with stylistic tendencies, late 19th Century or 20th Century period Victorian color schemes can be successful here. Many paint companies now offer color charts based on documented historic paint colors.
- 4) The "Boutique Approach": This allows an almost unlimited number of colors based on the preference of the building owner or painter. These "painted ladies" are inappropriate for most historic buildings and here.

Design Element Guidelines

Traditional Downtown Facade



Analysis of Design Issues

The basic building block of New Richmond's downtown commercial development is the traditional "Main Street" façade. In the illustrations above, the traditional two-story "Main Street" façade is on the right and New Richmond's typical one-story commercial façade is on the left. Although built in different sizes, shapes, and architectural styles, the same basic elements are still present. Each façade can be easily divided into three parts: the open *storefront* occupying the ground floor space, the more solid *upper façade*, consisting of a raised area or 2nd (and sometimes 3rd) floor, and the *top* or cornice that caps the building mass.

The characteristics of the storefront contrast with those of the upper façade and top parts. The storefront is composed of large display windows whereas the upper façade is mostly a solid wall or a wall punched with window openings. The top is an ornate architectural feature. The storefront is further defined by the following characteristics:

- It is usually framed with the same masonry used in the upper façade in the form of a pilaster or masonry pier.
- It is topped by its own decorative cornice or lintel.
- It contains transom windows above larger, display windows.
- It has short kick panels at its base.

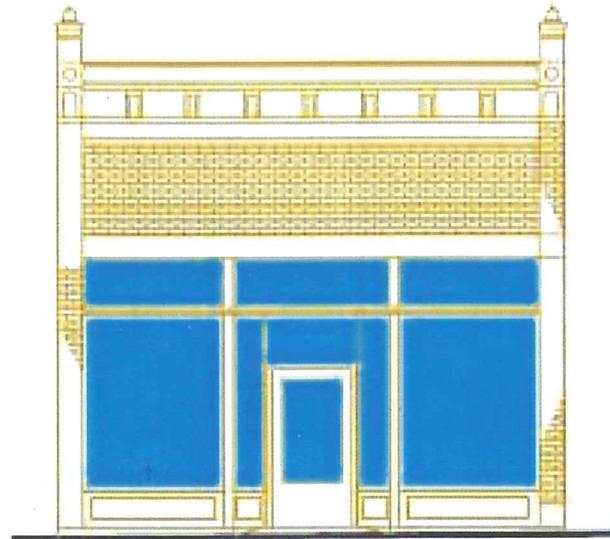
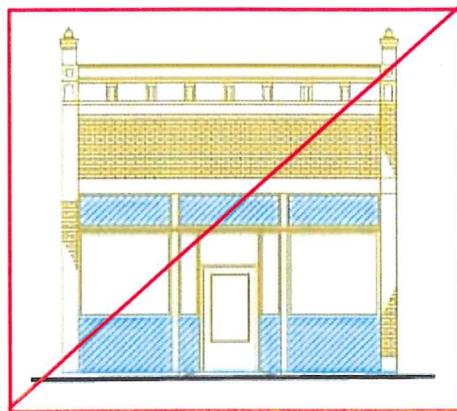
• It contains a recessed entrance, flanked by two or more columns or pilasters. The upper façade is usually a flat masonry wall with window openings cut into it and decoration applied to it. In New Richmond, the upper façade is typically a raised masonry area that is often distinguished with fine masonry corbeling or other detail work. The upper façade is further defined by the following characteristics:

- Similar to the storefront, it is in-turn framed by the lintel of the storefront, the pilasters on each side, and the entablature of the top.
- On buildings with multiple floors windows are typical areas for decoration with window hoods or their own cornice line and projecting sills.

The top is often the most highly decorated part of the building façade. It can include many of the elements that characterize its style that are often unaffected by remodeling and can provide valuable insight into the original characteristics of other building elements. The variety of elements that can make up the top portion such as brackets, urns, and consoles are described in more detail in the following pages.

When changes are considered to buildings like these, the architectural and visual features described above must be considered and retained as much as possible.

Traditional Windows



Traditional Window Components

Kick panels – Existing Characteristics: Kick panels are the low panels below store front windows. Other terms sometimes used include spandrel panel and kickplate. They are typically made of wood, metal or masonry. They are often trimmed to create a “picture frame” either with applied wood or metal trim or in recessing or projecting various bricks and brick courses. Kick panels are typically low to allow a pedestrian walking by to look into and/or down at a display – no more than 30-inches above the sidewalk. Existing panels at 126 South Knowles are a good example of traditional kick-panels.

Kick panels - Guideline: Kick panels form an integral part of the traditional storefront and should be maintained as close as possible to original proportions. Other considerations include:

- Masonry, wood, and metal can often be used interchangeably. Ceramic tile approximately 4-inches square or larger is also an appropriate material for use for the era typical of New Richmond.
- Detailing with any material should create the appearance of depth with reveals and shadow lines.
- Avoid materials that are excessively smooth or shiny.

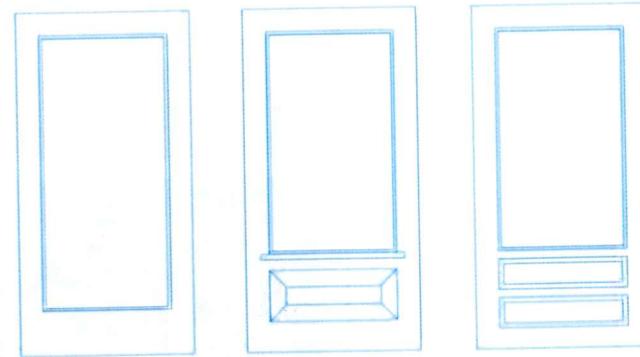
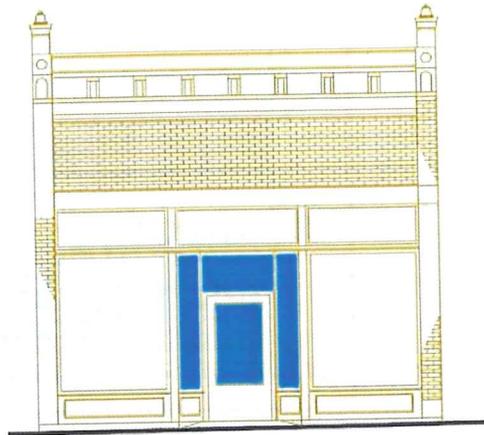
Window Design and Materials – Existing Characteristics: The traditional storefront window was designed to be as transparent as possible with large, clear, plate glass that allowed shoppers to see the merchandise inside. Transom windows above the entries and the large lower windows allowed daylight to penetrate the rear of the store. These same features can be used today to save on light-

ing costs. Existing windows at 126 and 145 South Knowles are good examples of traditional window design.

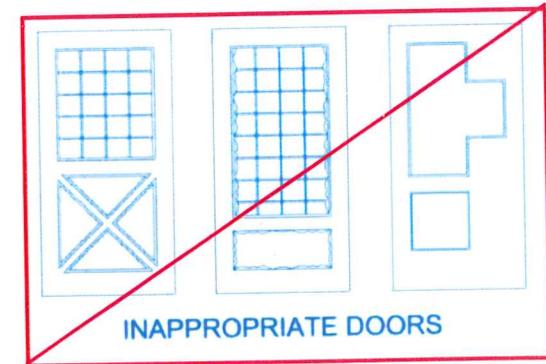
Window Design and Materials – Guideline: When remodeling or replacing windows and frames the following should be considered.

- Maintain the size of the original openings. Do not enclose or extend beyond them. Avoid heavily divided glass panels, such as 6-inch by 6-inch panes common in colonial times. At the turn of the 20th century technology had advanced sufficiently that large panes of glass were possible and therefore divided lites are not appropriate for use today.
- If energy efficiency is a concern double or triple pane glass will not detract from the windows appearance but can more than halve heat loss.
- Avoid tinted glass and some “Low-E” glass applications. Awnings or interior shades are more historically appropriate than glass tinting and some “Low-E” applications may cast an inappropriate shiny appearance. Samples should be requested and reviewed prior to installation
- Replace glass more than 60 years old with modern “safety” glass.
- If the original window trim is a prominent part of the façade steps should be taken to preserve or replicate the trim.
- For buildings constructed in the 1920s and 1930s where a narrow steel frame was often used these can be replaced with modern aluminum storefront frames without detracting from the overall appearance and often simplifying maintenance. Typically a dark bronze anodized finish is recommended over the regular silver aluminum color.

Traditional Entrances and Doors



APPROPRIATE DOORS



Traditional Entrance and Doors

Entrances – Existing Characteristics: Entrances are typically recessed creating a covered entry area with windows flanking each side. The recessed entry also can increase the available viewing display area. Decorative columns at the face of the façade often flank the recess accentuating it. The turn of the 20th century was a transition period in the strength of materials. Depending upon the width of the building these columns could be structural or they could be decorative. Later in the 1930's and 1940's the corners of the entry way were often reduced to spacers only accepting the different glass pane alignments. Existing entrances at 126, 141, 145, 159 and 206 South Knowles are good traditional examples.

Entrances – Guidelines:

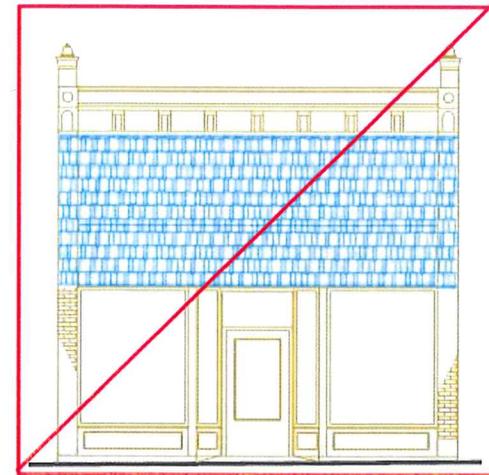
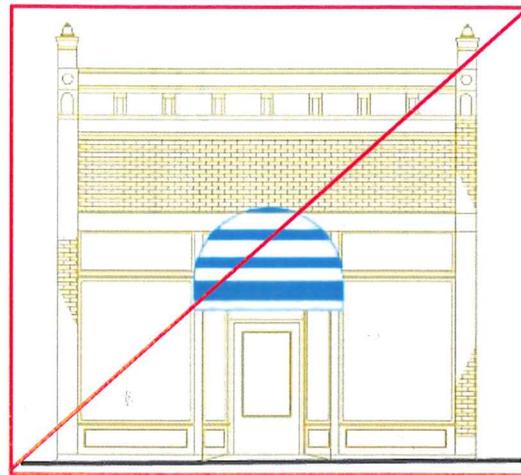
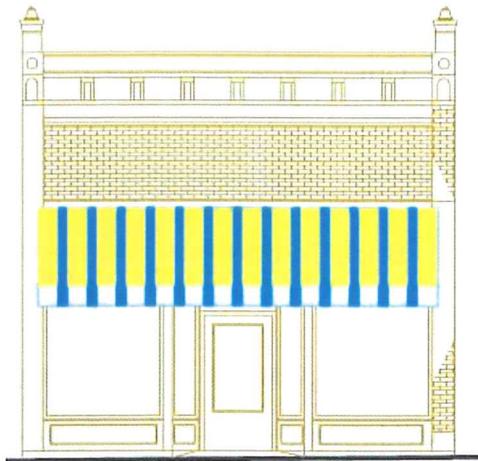
- If the original entry exists it should be retained.
- If the entry has been changed research should be conducted to design a new entry that is historically appropriate. Historical photos should be consulted if available or looking at remaining details in the building often yield clues. The spacing of brick details, transom frames, and structural columns often relate to where the entry was located.
- If columns are missing fabricating exposed columns should be considered, as this is how they were typically installed. For new construction historically appropriate locations should be designed into the façade. Simple round columns can be an appropriate substitute for more elaborate ones if necessary.
- A recessed entry may be a beneficial practical change. Building code compliance or insurance coverage may dictate out-swinging doors for fire safety. Doors are not allowed to swing out into the oncoming path of a pedestrian on the sidewalk.

Entry doors – Existing Characteristics: Entry doors similar to the storefront glass flanking them also contain as much glass as possible. But due to the technology of the times they also typically have a substantial frame around them (as opposed to the modern narrow-framed shopping-mall-type door). Large decorative hardware – door pulls, dead bolts, and hinges are also incorporated for ease of use and reliability. Historically, many entry doors often included screen doors of a similar pattern before the advent of air-conditioning and the change in building fire exit codes that prohibit them. Secondary access doors to the second floor above or basement below are often seen on one end of the building façade or the other. They are typically not recessed and although more modest in size than the entry door they usually share similar design details.

Entry Doors – Guidelines: New doors should be similar to historical doors with a wide frame. Other considerations include:

- New doors can incorporate double glazing and insulation usually without detracting from their appearance.
- Replacement hollow-metal steel doors with “full-lite” glazing are a standard style that can be an acceptable alternative to a wood door.
- Frame-less or narrow-framed aluminum shopping mall-type doors should be avoided. Likewise barn-style doors or doors with many divided lights are also not appropriate.

Traditional Awnings and Canopies



Traditional Awnings and Canopies

Awnings and Canopies – Existing Characteristics: Over the last 100 years several types of awnings and canopies have been used on downtown storefronts similar to those in New Richmond and many are still available and appropriate:

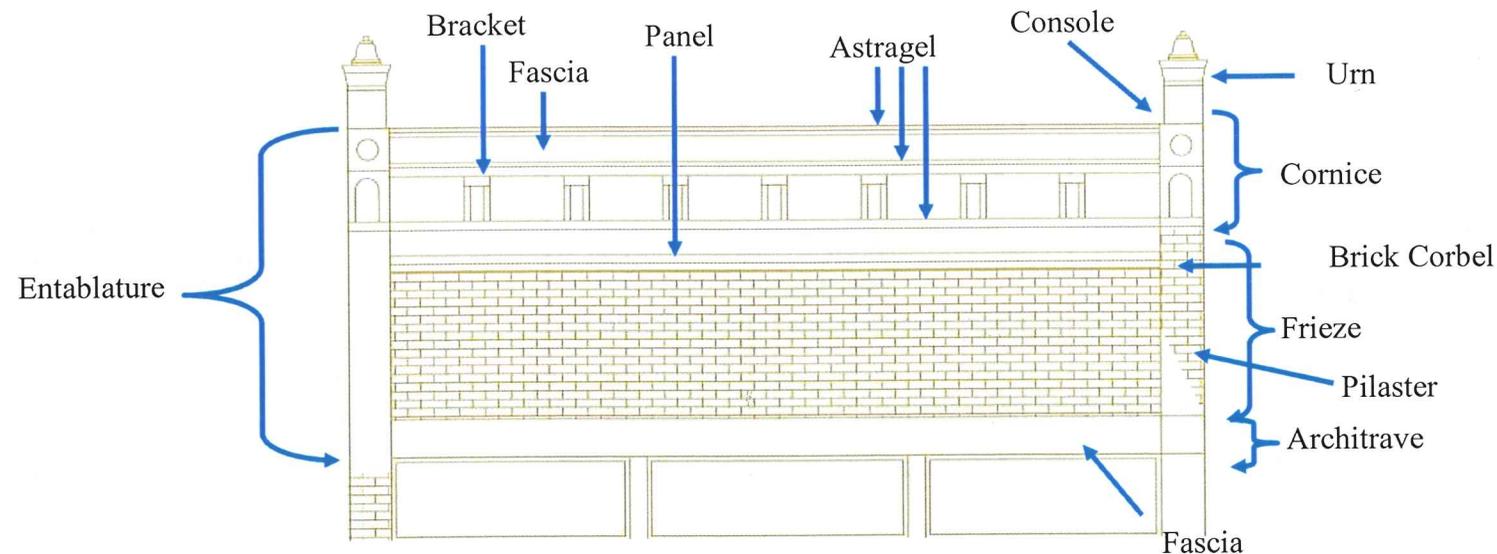
- Retractable fabric awnings which roll or fold back toward the façade
- Stationary fabric awnings on a fixed tubular frame
- Fixed cantilevered canopies with flat or slightly sloping roofs
- Fixed cable or rod-stayed canopies with flat roofs

What is most often seen in historic photographs of New Richmond is the retractable fabric type. Particularly with the orientation of Knowles Avenue, awnings and canopies provided shelter from the late afternoon sun as well as rain and snow. They also often incorporated signage around the perimeter and were a colorful addition to the look of downtown. Existing awnings at 159, 307, and 336 South Knowles are good traditional examples.

Awnings and Canopies – Guidelines: Today they serve equally decorative and functional roles for awnings and canopies. They can be used for energy conservation to save on air-conditioning costs. They can add signage to the building in an appropriate way. In constructing an awning the shape, material, and size are critical:

- Awnings should fit within the storefront space. They should anchor just above the transom windows or where they were in the lintel area. They should not excessively cover decorative brick work on the façade parapet.
- Avoid awnings with a curved profile either from the front or side as this is not historically appropriate.
- Projections should be limited to 4 to 7-feet.
- Colors should compliment the building colors but can incorporate bolder accent colors. Perpendicular stripping was common historically and is available today.
- Utilize weather-resistant woven canvas or vinyl fabric. Avoid shiny shear plastics.
- Signage on awnings should be limited to the awning skirt or reflect historical precedent. Sometimes a store logo was incorporated on the angled portion of the awning but large scale lettering should be avoided.
- Lighting of awnings from underneath is not acceptable because it detracts from the rest of the façade and is not historically accurate.
- Canopies clad in cedar shakes or shingles are not appropriate. Aluminum cladding can be compatible with the style of the building such as an Art Deco, Art Moderne, some 20th-Century Commercial, or International Style building of the 1950's and early 1960's.

Traditional Cornices and Entablatures



Traditional Cornices and Entablatures

Cornices and Entablatures – Existing Characteristics: An elaborate masonry, wood, or metal cornice, sometime topped with finials or urn details is a distinctive architectural feature of many of New Richmond’s traditional commercial buildings. Pilaster piers along the outside edge of the façade, often embellished with stone or tile inserts and topped with a decorative console frame many buildings. Brick corbeling and other detailing can also be found below the cornice in an expanded masonry frieze section. The detailing is often subtle from a distance but intricate from the sidewalk and gives a distinctive quality to the buildings. Cornices at 122, 126, 134, 145, 155, 157, 159 South Knowles, 119 East 2nd Street, and 144 West 2nd Street are well-preserved examples.

Cornices and Entablatures – Guidelines: In remodeling the entablature should be exposed so that all the detailing can be seen. Other considerations include:

- Preserve, through ongoing maintenance, original cornices and other architectural trim.
- If the cornice or other detailing has been lost it should be replaced. Historical photographs should be used as a guide.
- Many modern materials are available that can replicate or simulate historical details with reduced maintenance needs. The National Park Service has “Preservation

Briefs” available that include lists of acceptable substitute materials (<http://www2.cr.nps.gov/tps/briefs>).

- If financial considerations do not allow or for new infill building construction simple built-up trim work should be incorporated along the top edge of the roof to replicate the relief and shadow lines evident in the adjacent older structures.

Upper Façade Windows – Existing Characteristics: Multi-story buildings are rare in New Richmond. For those examples that remain and for new construction, upper stories, especially window surrounds, often have expressive detail that should also be preserved or replicated. Windows are often arched at the top with brick detailing often referred to as a window hood. Similarly the sills are accentuated with a rowlock course of brick, stone, or sometimes tin. All of these features contribute to the integrity of the façade and should be preserved.

Upper Façade Windows – Guidelines:

- As with store-front window replacements upper façade windows should fill the same opening and should replicate the style of the original windows often double-hung.
- There are repair kits available today where the window glass and sash can be replaced without replacing the entire window. This can be a cost-effective way to upgrade windows while still maintaining the appropriate appearance.

Traditional Signage



Traditional Signage

Signage – Existing Characteristics: Businesses must be identified so that customers and clients can easily find them. Signs serve this basic function and also serve to create a business image. Taken as a group they create an overall image of the downtown area. It is important that signs achieve both goals: Identifying businesses and contributing to a positive image of the downtown.

In New Richmond, a municipal ordinance exists to regulate the size, scale, location, and lighting of signs for commercial buildings. A copy of this ordinance and an analysis is found in the appendix of this document.

Currently signs in the downtown appear in many sizes, forms, and materials. They are located in many places and the number of signs on any one particular building varies considerably. Some communicate fairly well without being unobtrusive on the building façade while others dominate the façade and obscure quality façade detailing. The existing signs on 126, 127, 145, 223, and 224 South Knowles are examples of signs that fit in well into their corresponding building facades.

Signage – Guidelines: For remodeling and for new construction signs should be placed in locations that have historic precedents and that can compliment the architecture of the building rather than detract from it. There are many options, some of which are illustrated above,

and some illustrated in the appendix of this document.

- The placement of signs should be coordinated with adjacent storefronts to avoid visual confusion.
- Avoid large hanging plastic signs and oversized signs.
- Avoid placing signs that obscure building details.
- Sign lettering should be simple and clear for the easiest readability. Some styles evoke different periods or eras in time – consider this against the period of construction of the building.
- Consider the colors in the building – the material colors as well as paint colors when choosing the colors for signage – they should compliment their surroundings.
- Select sign colors that provide good contrast between the letters and the background. Light colored lettering over a dark background is typically the most effective to the eye.
- Consider the cost of the business sign as the first impression to the customer or client. Consider it an important business investment and order quality materials and design.
- Consider the entire storefront as the “business card” and place the sign in the context of the entire building façade. Avoid excessive signage that may compete against one another muddling the effectiveness of the advertising.

Traditional Residential Facade



Analysis of Design Issues

The basic building block of New Richmond's traditional residential development within the study area are variations on the Gable-Ell style. Some buildings appear to have Queen Anne, Italianate, or Folk Victorian details but in terms of massing and plan they are characteristic of a Gable-Front or Ell.

The Gable style is defined by the following general characteristics:

- They are wood-framed with narrow clapboard siding.
- Massing is a single narrow and deep rectangular box or its joined with a few other similarly shaped modules at right angles and often off-center to one another.
- Roofs are gabled and exhibit steep slopes.
- Prominent porches are along the main façade.
- Windows are double-hung type

From this basic massing a variety of details are applied to make it into one style or another. Some of these details include:

- Decorative brackets on the porch or eaves.
- Decorative porch posts that can often mimic an Greek architectural order (Doric, Ionic)
- Decorative moldings on eaves, doors and window surrounds.
- Small pediments or (small gable-end) roofs.

The applied details are typically what bring out the depth and beauty of the house. When changes are considered the architectural and visual features described above must be considered and retained as much as possible.

Windows

Window Design and Materials – Existing Characteristics: The primary residential window is the double-hung unit. The early 1900's were a transition period where the technological necessity for divided panes was waning but the stylistic desires of the day often continued to dictate it. A variety of styles result but most commonly 2 or 4 large panes (lites) in a 1 over 1, 2 over 2 or 4 over 1 configurations. Ornamentation was often accomplished through the use of special decorative windows. These included half arch, oval, and oriel windows to enumerate various Queen Anne, Neo-Classical, and Italianate styles. 551 South Knowles has an example of a half round decorative window.

Window Design and Materials – Guideline: When remodeling or replacing windows and frames, the following should be considered.

- Maintain the size, type and configuration of the original openings. For example, if the existing windows are double-hung with two-over-two lites, then the new windows should be as well.
- If energy efficiency is a concern double or triple pane glass will not detract from the windows appearance.
- Avoid tinted glass and some "Low-E" glass applications. Some "Low-E" glass may cast an inappropriate shiny appearance. Samples should be reviewed prior to installation.
- If the original window trim is a prominent part of the façade steps should be taken to preserve or replicate it.
- Repair kits are available where the window glass and sash can be replaced without replacing the entire window. This can be a cost-effective way to upgrade windows while maintaining appropriate appearances.

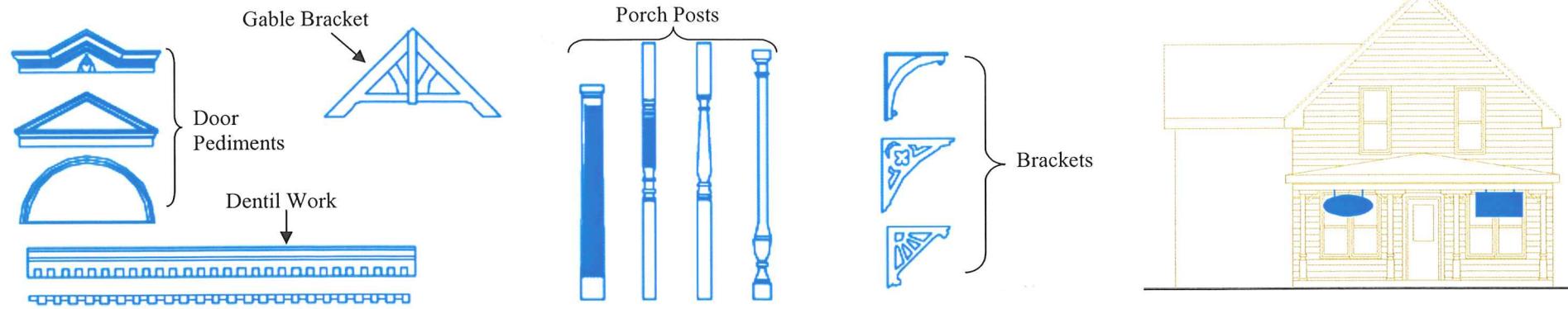
Porches and Entry Spaces

Porches and Entry Spaces – Existing Characteristics: Entrances are typically through a prominent front porch. On a Gable-Front house the porch is the full width of the house. For a Gable-Ell it is often across the entire wing or major portion of it. Door are typically large and decorative but usually do not have sidelights. Windows in the doors themselves are more common. Many of the current homes or homes converted to commercial uses have enclosed porches. This is historically not uncommon. Existing entrances at 505, 527, 550, and 551 South Knowles are traditional examples.

Porches and Entry Spaces – Guidelines:

- If the original entry exists it should be retained.
- If the entry has been changed research should be conducted to design a new entry that is historically appropriate. Historical photos should be consulted if available or looking at remaining details in the building often yield clues.
- New residential and commercial construction should incorporate an entrance porch or canopy that becomes a prominent part of the front façade or the side façade still visible from the street. The primary entrance should also be prominently visible from the street.
- Entrance doors should be decorative. They can include windows but avoid mall-type storefront-style doors.

Traditional Residential Facade



Architectural Details

Architectural Details – Existing Characteristics: Elaborate applied details typically of wood are often what makes a historic home so attractive and what can add distinction to new construction. The late Victorian builders were masters at applied detailed freely borrowing from nearly all historical styles including exotic styles such as Persian and Egyptian. Some of the more common ornaments include: Turned porch posts of a variety of styles or mimicking one of the Greek orders; decorative brackets on porches or eaves or in the gable ends of the roof; small pedimented roofs or eye-brow windows, or pediments above doors and windows; detailed cornices built up of multiple panels of wood or illustrating a rhythm of small bracketry called dentils. There are few homes within the study area that illustrate much ornamentation. The City however boasts many quality examples of a variety of styles from which one gather insight and inspiration.

Architectural Details – Guidelines:

- Preserve, through ongoing maintenance, original cornices and other architectural trim.
- If the cornice or other detailing has been lost it should be replaced. Historical photographs should be used as a guide.
- Many modern materials are available that can replicate or simulate historical details with reduced maintenance needs. The National Park Service has “Preservation Briefs” available that include lists of acceptable substitute materials (<http://www2.cr.nps.gov/tps/briefs>).
- If financial considerations do not allow or for new infill building construction simple built-up trim work should be incorporated along the eaves and around windows and doors to replicate the relief and shadow lines evident in the adjacent older structures.

Signage

Signage – Existing Characteristics: The traditional residence has little historical precedent for signage. However in more recent years with the conversion of many residences to businesses or bed-and-breakfasts there are a number of simple signs that can fit well into the context and style of many homes or residential style structures. Currently signs in the residential portion of the study area appear in many sizes, forms, and materials. There are also many large yard signs that dominate the front yards of the adjacent buildings.

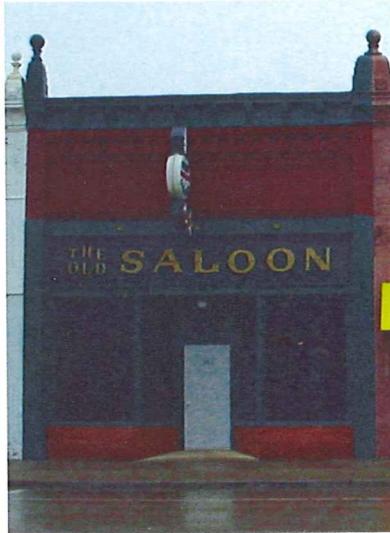
In New Richmond, a municipal ordinance exists to regulate the size, scale, location, and lighting of signs for commercial buildings. A copy of this ordinance and an analysis is found in the appendices to this document. Specific ordinances are recommended for signage for residential-type structures.

Signage – Guidelines: For remodeling and for new construction signs should be placed in locations that detract as little as possible from the architecture of the building.

- Avoid large hanging plastic signs and oversized signs.
- Avoid placing signs that obscure building details.
- Avoid elevated yard signs – use ground signs that can be contrasted with landscaping and better fit into the residential scale.
- Sign lettering should be simple and clear for the easiest readability. Some styles and colors evoke different periods or eras in time – consider this against the period of construction of the building.
- Consider the cost of the business sign as the first impression to the customer or client. Consider it an important business investment and order quality materials and design.
- Consider the entire building front as the “business card” and place the sign in the context of the entire building façade. Avoid excessive signage that may compete against one another muddling the effectiveness of the advertising.

The Application of Guidelines

Representative Existing Facades and Opportunities



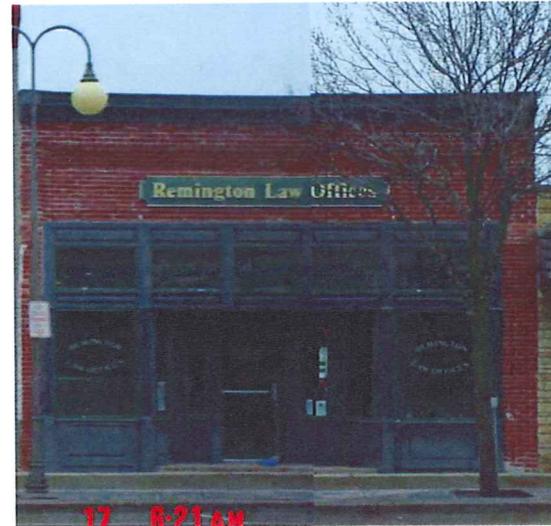
145 S. Knowles

Dominant Features:

- Recessed Entry
- Ample Glass
- Historic Materials

Potential Enhancement:

- "Full-Lite" Framed Door
- Non Low-E Clear Glazing
- Accent Paint Colors
- Shift Signage Up To Brick Area or Painted Lettering on Glass Transom



126 S. Knowles

Dominant Features:

- Recessed Entry
- Transom Windows
- Well-Placed Sign and Lettering
- Historic Materials

Potential Enhancement:

- "Full-Lite" Framed Door
- Accent Paint Colors



127 S. Knowles

Dominant Features:

- Retained Brick Entablature
- Transom Windows
- Recessed Entry

Potential Enhancement:

- Historic Materials for Signage Transom
- Framed Entry With Historic Kick Panels



224 S. Knowles

Dominant Features:

- Retained Historic Glass-Tile Transom
- Retained Brick Entablature

Potential Enhancement:

- Historic Awning Type
- Enlarge (Lower) Windows
- Framed Entry

Representative Existing Facades and Opportunities



235 S. Knowles

Dominant Features:

- Retained Brick Entablature
- Well-Placed Sign
- Ample Glass

Potential Enhancement:

- Historic or Darker Window/Door Frame Finishes
- Historic Awning-Type
- "Full-Lite" Framed Door
- Historic Kick Panel Materials/ Finishes



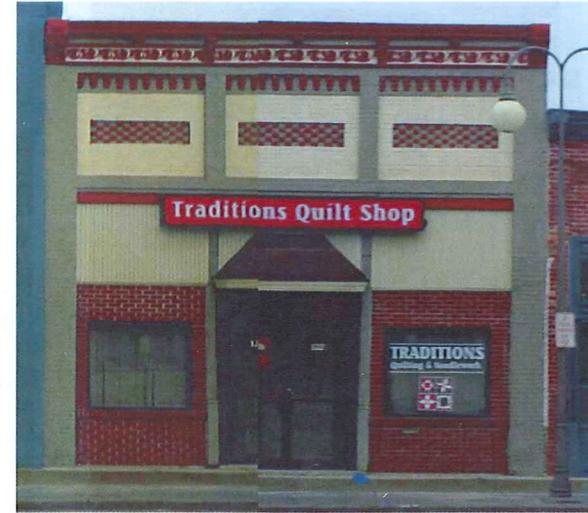
223 S. Knowles

Dominant Features:

- Exposed Brick Entablature
- Well-Placed Sign
- Ample Glass

Potential Enhancement:

- Historic Paint Color Scheme (Brown Brick Color on Brick)
- Historic Kick Panel Materials/ Finishes
- Historic or Darker Window/Door Frame Finishes
- "Full-Lite" Framed Door/Entry



122 S. Knowles

Dominant Features:

- Exposed Brick Entablature
- Retained Historic Cornice
- Masonry Details Accented

Potential Enhancement:

- Historic Paint Color Scheme (Brown Brick Color on Brick)
- Historic Awning Type With Signage
- Enlarge (Lower) Windows
- Recess Entry
- "Full-Lite" Framed Door/Entry



145 W. 2nd Street

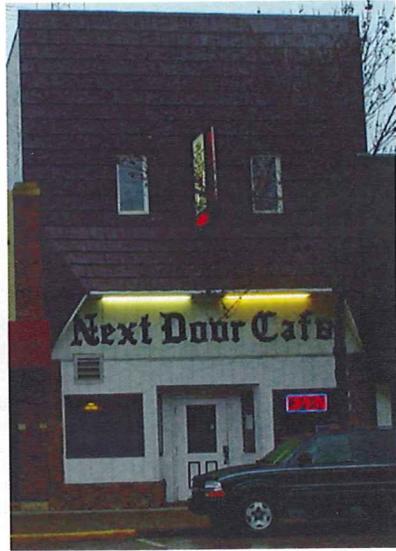
Dominant Features:

- Retained Historic Block
- Detailed Brick Corbeling

Potential Enhancement:

- Fill Out Historic Window Openings
- Add Historic Glazing Mullions
- Historic Paint Scheme

Representative Existing Facades and Opportunities



206 S. Knowles

Dominant Features:

- Recessed Entry
- Oversize Signage
- Wood Materials

Potential Enhancement:

- Uncover Masonry Façade
- History Awning Type With Signage
- "Full-Lite" Framed Door
- Enlarge (Lower) Windows
- Historic Paint Color Scheme



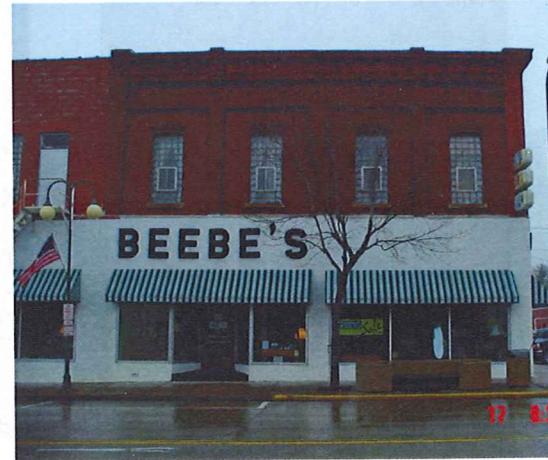
157 S. Knowles

Dominant Features:

- Retained Historic Cornice
- Large Woods Awning Structures

Potential Enhancement:

- Historic Paint Color Scheme - Especially at Cornice
- History Awning Type With Signage
- Enlarge (Lower) Windows
- Uncover Masonry



307 S. Knowles

Dominant Features:

- Retained Upper Brick Façade
- Well-Placed/Style Awnings
- Ample Glass

Potential Enhancement:

- Historic Paint Color Scheme
- Historic or Darker Window Frame Finishes
- Uncover Transom/Integrate Signage
- Replace Second Floor Glass Block With Appropriate Double-Hung Windows



155 S. Knowles

Dominant Features:

- Exposed Masonry Entablature and Cornice
- Well Place/Style Awning
- Recessed Entry
- Ample Glass

Potential Enhancement:

- Historic Paint Color Scheme (Brown Brick Color on Brick)
- Uncover Clerestory/Integrate Signage
- Historic or Darker Window/Door Framing Finishes

Representative Existing Facades and Opportunities



240 S. Knowles

Dominant Features:

- Wood Materials
- Dark Glass
- Ample Glass

Potential Enhancement:

- Uncover Masonry Façade
- Historic Awning-Type With Signage
- Non Low-E Clear Glazing
- Historic Paint Color Scheme
-



248 S. Knowles

Dominant Features:

- Wood Materials
- Ample Glass

Potential Enhancement:

- Uncover Masonry Façade
- Historic Awning-Type With Signage
- Historic or Darker Window/Door Frame Finishes
- Historic Paint Color Scheme



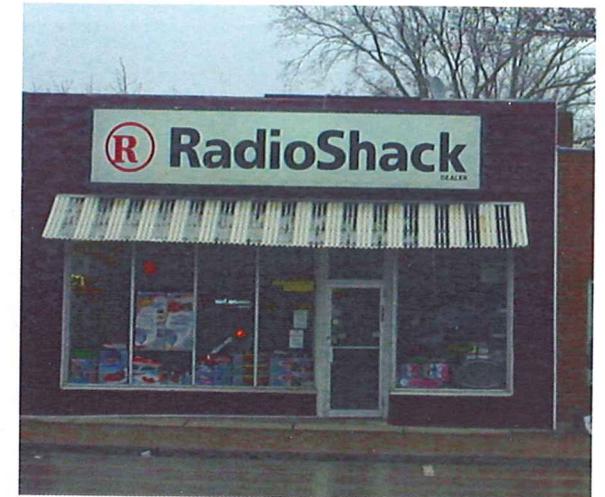
208 S. Knowles

Dominant Features:

- Wood Materials
- Well-Placed Sign

Potential Enhancement:

- Uncover Masonry Façade
- Historic Awning-Type With Signage
- Historic Paint Color Scheme
- Uncover Transom/Integrate Signage



336 S. Knowles

Dominant Features:

- Well Placed/Style Awning
- Ample Glass

Potential Enhancement:

- Historic or Darker Window/Door Framing Finishes
- Historic Paint Color Scheme
- Proportional Sign

Representative Existing Facades and Opportunities



532 S. Knowles

Dominant Feature:

- Gable-End Roof
- Large Yard Sign
- Masonry Materials

Potential Enhancement:

- Smaller Ground Sign
- Accent Color



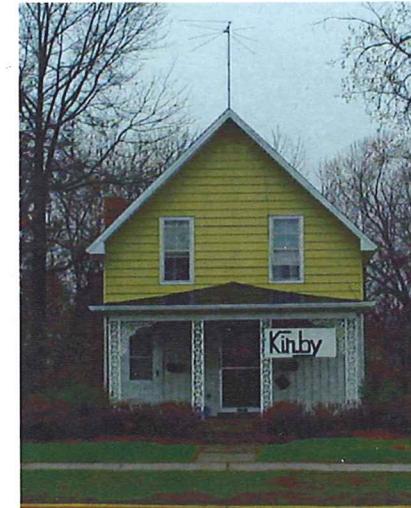
430 S. Knowles

Dominant Feature:

- Gable-End Roof
- Bright Framed Doors and Windows
- Masonry Materials

Potential Enhancement:

- Historic or Darker Window/Door Frame Finishes
- Proportional Signage



505 S. Knowles

Dominant Feature:

- Gable-End Roof
- Full-Width Front Porch
- Minimal Alterations

Potential Enhancement:

- Historic Paint Color Scheme
- Historic Porch Materials

Representative Existing Facades and Opportunities



550 S. Knowles

Dominant Feature:

- Large Yard Sign
- Parking in Front Yard

Potential Enhancement:

- Smaller Ground Sign
- Eliminate Parking in Front Yard
- Landscaping
- Historic Paint Color Scheme



466 S. Knowles

Dominant Feature:

- Gable-Ended Facade
- Bay Window

Potential Enhancement:

- Landscaping
- Historic Paint Color Scheme
- Reintroduce Historic Detailing to Front Porch Area



558 S. Knowles

Dominant Feature:

- Large Yard Sign
- Enclosed Front Porch
- Landscaping

Potential Enhancement:

- Smaller Ground Sign
- Historic Paint Color Scheme
- Reintroduce Historic Detailing/Color Contrast
- Lower/New Landscaping

Building Evaluation Process

As discussed at the beginning of this document “The Secretary of the Interior’s Standards for Rehabilitation” are intended to address the most common form of preserving older buildings. The treatment of “rehabilitation” is defined as “the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, or cultural values.”

Under the broad scope of “rehabilitation” the standards include the specific acts of *Preservation*, *Restoration*, *Reconstruction*, and *Related New Construction*. Few, if any buildings in the study area of downtown New Richmond are in such a condition or of such historical significance that only one of these acts would be primarily recommended to be pursued. Rather, these specific acts should be pursued for specific elements with specific needs.

Therefore, in order to determine the proper approach for each element or feature when rehabilitation is contemplated, it is important to understand the definitions of these specific acts:

PRESERVATION is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic feature. Work, including preliminary measures to protect and stabilize the feature, generally focuses upon the ongoing maintenance and repair of historic materials and characteristics rather than replacement. Where repair or limited replacement is required, it matches the old in composition, design, color and texture.

New construction or additions are not within the scope of this treatment; however, the limited and sensitive upgrading of unseen structural, mechanical, electrical, and plumbing systems and other code-required work to make the feature functional is appropriate within a preservation act.

RESTORATION is defined as the act or process of accurately depicting the form, features, and character of a feature as it appeared at a particular period of time by means of the removal of features from other periods in its history and limited replication of missing characteristics. Replication of the missing details is based upon research and documentation from the restoration period.

The limited and sensitive upgrading of unseen or historically accurate mechanical, electrical and plumbing systems and other code-required work to make properties functional is appropriate within a restoration act.

RECONSTRUCTION is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving feature for the purpose of creating an appearance specific to a particular era, style, or period of time and in its historical location.

Reconstruction replicates in new construction the exact form and detail of a vanished feature as it appeared at a specific point in time based on extensive research and photo documentation.

RELATED NEW CONSTRUCTION is new design that reflects the scale, architectural features, and visual characteristics found in features adjacent to the new design. New materials as well as variations on historic details are appropriate and *encouraged* in new construction. The new work *should* be clearly differentiated from the “old” so that there is no confusion as to what is historic to a time period and what is not.

All new construction contemplated with the downtown New Richmond study area should be considered related and therefore Compatible New Construction to historic development patterns.

Building Evaluation Process

Essential to understanding of how to apply design guidelines to a specific rehabilitation project is the premise that each building and each block of buildings within the study area possesses specific characteristics unique to a time, place and function.

To determine which of the acts of ***Preservation, Restoration, Reconstruction, or Related (Compatible) New Construction*** is appropriate for a specific building feature or element, a specific process may be used to identify the significant architectural features of the building and to determine the appropriate action to be taken on each element.

The evaluation information can be organized in a table format following the steps as outlined below and as illustrated at the end of this section:

Step 1. Identify Significant Architectural Features and Visual Characteristics

The specific building is carefully analyzed both individually and within the context of adjacent buildings to identify significant architectural features and characteristics. This list includes those applicable elements as listed and defined in the Architectural Characteristics and Design Elements sections of this document.

For example, specific types of architectural ornament such as brackets, urns, or pilasters can be listed. The layout and features of windows and doors, the building height, and the building's relationship to its site can be listed. The materials and colors used on the facade can also be listed. The features and characteristics can be historically appropriate or not appropriate – they still should be listed if significant.

Each significant element is listed down the left-hand column. Once they are all listed the next steps assist in developing the appropriate actions to take for each element.

Step 2. Period or Era of Construction of Each Feature or Characteristic

Each of the building's elements are studied to determine whether they are original, were added some years later, or are the product of recent alterations. Dating of elements can be accomplished in a variety of ways: 1) Historical photographs; 2) Research of building permits; 3) Contacting knowledgeable sources such as local builders or historical society staff familiar building materials and architectural elements and when they were used.

Statements such as "Original" versus "New" or "Altered" should be recorded the second column of the table. If specific dates are available they should also be recorded. The construction period of each element can be utilized to assist in the decision as to if the particular element should be retained or not.

Step 3. Condition of Each Architectural Feature or Characteristic

Each of the building's features are reviewed to assess physical condition. Each feature is ranked as Good, Fair, Poor, Unknown or Not Applicable. This information will also assist in the decision to retain and is entered in the third column next to each feature.

Step 4. Determining The Element Can Be Retained

A decision is made whether to retain or remove an architectural feature or visual characteristic based on its importance as a defining element of the building as well as its condition. If the feature is original and in good condition, it should be retained.

Because the original significant characteristics of the building are the essence of its historical integrity, the decision to retain or remove an element is very important. Indicate if feature will be retained or not with a Yes, No, or Optional in the fourth column next to each element listed.

Step 5. Action to Preserve

After the significant architectural features are identified and it should be determined which ones will be retained. The action which will best preserve the feature is selected: Maintenance (Preservation), Repair (Restoration) or Replacement (Reconstruction). In some circumstances the complete removal and omission of an element is warranted and should also be noted.

Maintenance includes both routine or deferred maintenance such as painting, caulking or cleaning.

Repair includes fixing an existing element such as patching a wood cornice.

Replacement includes removing a feature and replacing it with like material in a design identical to the original or re-creating missing features based on historical evidence such as photographs or site investigations.

Step 6. Additional Recommendations

In some cases significant architectural features have been destroyed, removed, or altered so greatly that they have no historic integrity. In these instances compatible new construction may be necessary. In other circumstances more detail is required to define the appropriate action to take on a particular element. Any new changes to existing features, which are compatible with the goal of maintaining historic integrity, should be listed.

When a new construction project is proposed the new development can be designed to be compatible with the predominant visual characteristics and architectural features of the surrounding historic area. The features of the area can be listed similarly to the building evaluation as described above to guide the desired form and features of the new design. Similarly, when contemplating remodeling of a façade, which does not contribute the historic integrity, the process used for a new building project can be used.

1. Design Feature (adjacent downtown area)	2. Period of Construction	3. Condition	4. Retain	5. Preservation	6. Additional Recommendations
A. Type & Style					
1) No setbacks	Original	NA	Yes	NA	Landscaping edge of sidewalk Maintain in front of area
2) On street parking	Original	NA	Yes	NA	
B. Proportion					
1) High/False front	Original	NA	Yes	NA	Landscaping approximately 15'-20' ft height Provide accents – color, texture at regular intervals Maintain – approximately 15'-20' height
2) App. 24 ft width	Original	NA	Yes	NA	
3) 1:1 proportion	Original	NA	Yes	NA	

Downtown Case Studies

To demonstrate how the design guideline recommendations and evaluation process work, the following case studies were developed. Each one addresses a different need to achieve the same goal – to preserve the historic integrity of the downtown study area.

On the following pages are three case studies as selected by the New Richmond Historic Preservation Commission as representing a typical or special need in the study area. They include the following:

- 1) Parking Lot Buffer example at the 400 and 500 blocks of South Knowles Avenue
- 2) A new development for a vacant lot at the corner of Fourth Street and Knowles Avenue
- 3) Façade reconstruction/remodeling on a representative brick building at 121 South Knowles Avenue.

Parking Lot Buffer

1. Design Feature (adjacent downtown area)	2. Period of Construction	3. Condition	4. Retain	5. Preservation	6. Additional Recommendations
A. Type & Style					
1) No setbacks	Original	NA	Yes	NA	Landscaping edge of sidewalk Maintain in front of area
2) On street parking	Original	NA	Yes	NA	
B. Proportion					
1) High/False front	Original	NA	Yes	NA	Landscaping approximately 15'-20' ft height Provide accents – color, texture at regular intervals Maintain – approximately 15'-20' height
2) App. 24 ft width	Original	NA	Yes	NA	
3) 1:1 proportion	Original	NA	Yes	NA	
C. Windows					
1) Expansive Glass	Original	NA	Yes	NA	Provide ornamental trees that branch at approx. 10' height Provide low shrubs similar height to kickboard
2) Kickboards	Original	NA	Yes	NA	
D. Finishes					
1) Brick Masonry	Original	NA	Yes	NA	Provide as retaining wall or other feature as desired/required
E. Color					
1) Period color scheme	Original	NA	Yes	NA	Provide color accent landscaping as possible Provide earth tone masonry where masonry required
2) Natural Materials	Original	NA	Yes	NA	
F. Signage					
1) On Entablature	Modern	NA	No	NA	Avoid signage in this area

Parking Lot Buffer



Existing



Section View - Knowles Avenue Left - Car Wash Right



View From Knowles Avenue

Opportunity for Enhancement

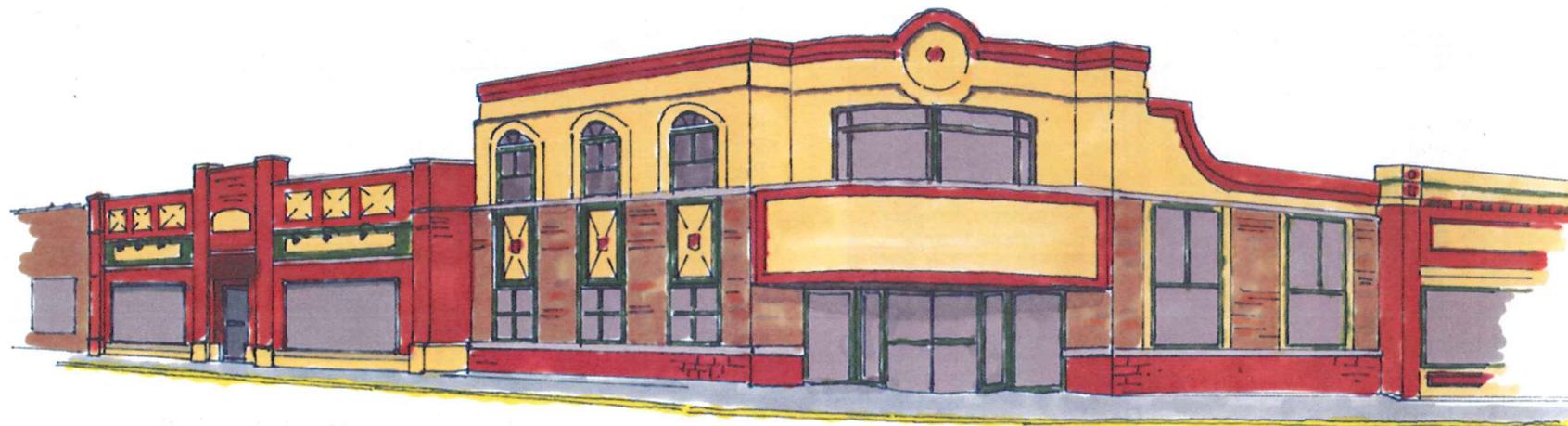
New Building

1. Design Feature (adjacent area)	2. Period of Construction	3. Condition	4. Retain	5. Preservation	6. Additional Recommendations
A. Type & Style					
1) No setbacks	Original	NA	Yes	NA	Maintain development pattern
2) 20 th Century	Original	NA	Yes	NA	Develop similar style
3) On street parking	Original	NA	Yes	NA	Maintain – limit additional parking to rear
B. Proportion					
1) One-Story	Original	NA	Yes	NA	Retain adjacent to existing buildings
2) High/False front	Original	NA	Yes	NA	Opportunity to transition to 2-story
3) App. 24 ft width	Original	NA	Yes	NA	Façade should respect width in detailing
4) 1:1 proportion	Original	NA	Yes	NA	Maintain
C. Windows					
1) Expansive Glass	Original	NA	Yes	NA	Retain large storefront glazing
2) Door sidelights	Original	NA	Yes	NA	Include
3) Transoms	Original	NA	Yes	NA	Include
D. Doors					
1) Recessed Entry	Original	NA	Yes	NA	Include with full-lite type entry door
2) Side Location	Original	NA	Mix	NA	Can mix entry points along entire facade
3) Center Location	Original	NA	Mix	NA	Can mix entry points along entire facade
E. Awning					
1) Fabric	Modern	NA	No	NA	Install appropriate steel canopy to style if desired
F. Arch Ornament					
1) Cornice	Original	NA	Yes	NA	Develop similar masonry details
2) Entablature	Original	NA	Yes	NA	Develop similar masonry details
3) Brick Pilaster	Original	NA	Yes	NA	Develop similar masonry details
G. Finishes					
1) Brick Masonry	Original	NA	Yes	NA	Utilize natural brick of similar size, color, texture
2) Painted Other	Not Original Finish	NA	No	NA	Period color scheme
H. Color					
1) Minimal	Modern/New	NA	No	NA	Period color scheme
I. Signage					
1) On Entablature	Modern/New	NA	Yes	NA	Install signage similar location but appropriate type

New Building



Existing



Opportunity for Enhancement

Façade Reconstruction

FAÇADE RECONSTRUCTION

1. Design Feature	2. Period of Construction	3. Condition	4. Retain	5. Preservation	6. Additional Recommendations
A. Type & Style					
1) No setbacks	Original	Good	Yes	Maintain	None
2) Italianate	Original	Good	Yes	Maintain	None
A. Proportion					
1) One-Story	Original	Good	Yes	Maintain	None
2) App. 24 ft width	Original	Good	Yes	Maintain	None
3) 1:1 proportion	Original	Good	Yes	Maintain	None
4) Parapet	Original	Good	Yes	Maintain	None
A. Windows					
1) Storefront	Altered/Modern	Fair	No	Replace	Restore windows and storefront framing
2) Door sidelights	Modern/Not original	Good	No	Omit Type	Replace with recessed entry & sidelights
3) Door Transom	Modern/Not original	Fair	No	Replace	
A. Doors					
1) Entrance	Altered/Modern	Fair	No	Replace	Replace with full-light glass
2) Side Location	Altered/Not original	N/A	No	Replace	Recreate center location
A. Awning					
1) Quarter-Round	Modern/Not original	Good	No	Replace	New authentic style canvas awning
A. Arch Ornament					
1) Cornice	Original	Fair	Yes	Restore	None
2) Entablature	Original	Good	Yes	Repair	Tuck-point brick
3) Brick Pilaster	Original	Good	Yes	Repair	Tuck-point brick
A. Finishes					
1) Painted Brick	Altered/Not Original	Fair	Yes	Repair	Period color scheme
2) Painted Other	Not Original Finish	Fair	Yes	Repair	Period color scheme
A. Color					
1) Contrasting	Modern/New	Fair	No	New	Period color scheme
A. Signage					
1) On Canopy	Modern/New	Good	No	Replace/New	Install new applied lettering on storefront

Façade Reconstruction



Existing



Opportunity for Enhancement

Other Design Issues

Sidewalls

We live in a three-dimensional world and buildings are three-dimensional structures. There are many occurrences in the downtown area of New Richmond where faces of buildings other than the primary street façade are exposed to view. These faces include side walls at street corners and rear facades facing alley ways, parking lots, or streets. As they are exposed to the public and often used as alternative entrances or for additional signage they are as important to restore and maintain as the primary street façade.

Exposed building side walls are typically more difficult to aesthetically treat because there is usually less architectural detail to work with. When buildings are constructed the emphasis and budget is understandably spent on the main street façade. It is not uncommon for example to have different qualities of masonry on different sides of a building or simplified architectural details. However, as a part of the building exposed to view the side wall appearance can add or subtract from the overall appearance of the building.

The following items should be considered at the same time when rehabilitation of the primary street façade is contemplated:

- Clean side walls and keep them and associated trim in good repair.
- Continue paint schemes from the front façade around to the side. This can be especially effective for large wall masses. A bright or contrasting accent trim can successfully breakup a large wall and adding more detail and interest.
- If the storefront continues around the corner consider other architectural features, such as awnings around the corner as well.
- If the wall is masonry have it regularly inspected and tuckpointed.
- If there are windows or doors in the sidewall or side façade they should be treated with the same attention to detail and care as the primary street façade.

In addition painted side walls require special consideration. Painting masonry or maintaining painted masonry can be difficult. Painting older masonry that is otherwise intact should only be done under special circumstances. Brick on most older buildings are softer and more porous than modern brick. Because of this porosity and other factors paint does not adhere to older brick very well and it becomes a major maintenance issue once painted. Although commonly done historically for advertising purposes painting masonry is not usually practical.

If a wall is already painted investigations should be made about removing it. However, if the wall has been painted over many times and particularly thick the underlying brick can be damaged with abrasive removal procedures and may be safer to continue painting, repainting regularly. The Department of Interior through the National Park Service has "Preservation Briefs" available that include recommendations as to the safe removal of paint from masonry and other surfaces. (<http://www2.cr.nps.gov/tps/briefs>).



204 South Knowles East From 2nd Street



157 South Knowles West From 2nd Street

Rear Facades

The rear facades in the downtown area of New Richmond are typical of a historic Main Street area. They typically exit onto alleys for service vehicles and limited employee parking. In the era when most of the downtown buildings were constructed travel by automobile was just starting and parking demand was low.

Today parking needs in downtown areas have increased substantially. To maintain the integrity of the downtown but to still provide convenient access to buildings, parking lots are often constructed behind the buildings adjacent to the alleys. New Richmond has a few parking lot areas such as these and they will undoubtedly increase in the future. With these modern developments the rear façade becomes as important to attract customers as the front façade.

Because of the overwhelming utilitarian aspects of rear facades, they present a significant challenge to make them more welcoming to customers. They are often unkempt and unattractive, with various additions over time. Because their historic use was utilitarian there is little historic precedent for addressing this issue. Because modern needs often make these rear facades into a second primary entrance it is recommended they be treated to the same level as the primary front entrance and overall front facade.

The following considerations should be contemplated when a business has a rear façade exposed to public view, especially when facing a public parking lot:

- Rear facades should be maintained to an equal level as to the front façade.
- Opening up a previously existing doorway or a portion of a solid wall to provide a window can make the rear entrance more inviting. Original openings in masonry should be used whenever possible by removing infill and installing the door or window to fill the opening to the appropriate historical proportions.
- In cases where the building has been severely altered, adding display windows of a proportion similar to other openings in the rear façade or adjacent buildings can be considered.
- Entryways should be enhanced with architectural features similar to those used on other parts of the building so that a customer does not feel like they are coming through a “back entrance”. Awnings can often be a simple embellishment that can accomplish this.

- Install appropriately styled and functional lighting adjacent to the rear entry. Whereas the front façade often benefits from street lighting this is often not the case at the rear. Appropriate lighting can add to the delineation of public accessibility and increase safety.
- Similar signage to the front façade but appropriately sized should be incorporated. It should be visible at the pedestrian level to appeal to people walking from the parking lot as opposed to driving by in a vehicle.
- The embellishments to the rear façade should not detract from its continuing functional use as a delivery point and for other needs. Trash containers and dumpsters, for example, can be screened with fencing or a trash room constructed and still be accessible.
- Pay attention to simple “house-keeping” matters, like picking up trash, repairing paving, weeding to keep a clean, positive look. Likewise snow removal and window washing are important to maintain that the entrance is available to the public.

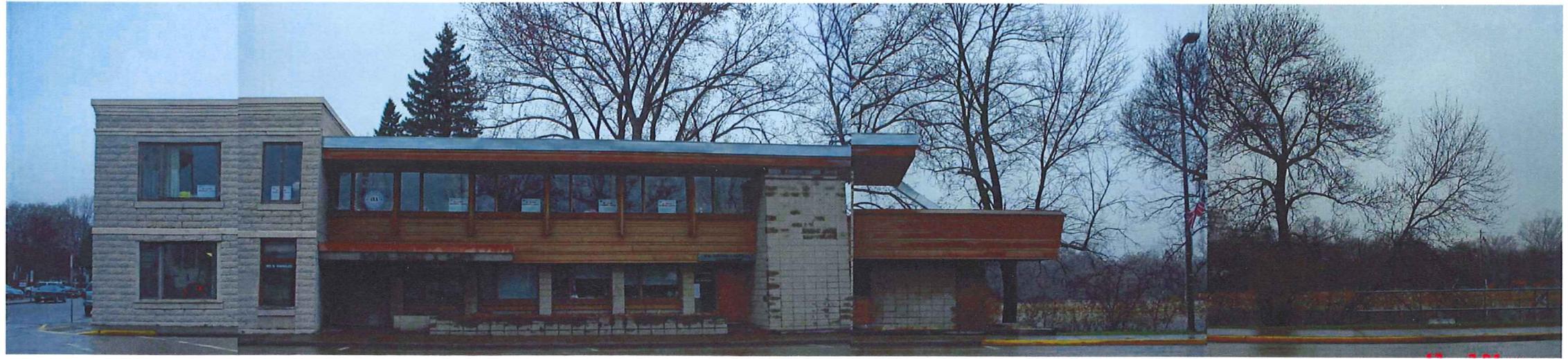


100 Block South Knowles - East



100 Block South Knowles - East

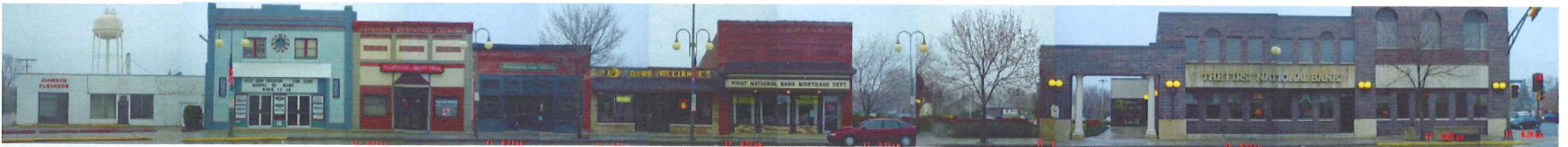
Appendix 1: Photo Montages



100 Block North Knowles - West



100 Block South Knowles - West



100 Block South Knowles - East



200 Block South Knowles - West



200 Block South Knowles - East



300 Block South Knowles - West



300 Block South Knowles - East



400 Block South Knowles - West



500 Block South Knowles - West



400 & 500 Blocks South Knowles - East



West 1st Street - North



West 1st Street - South



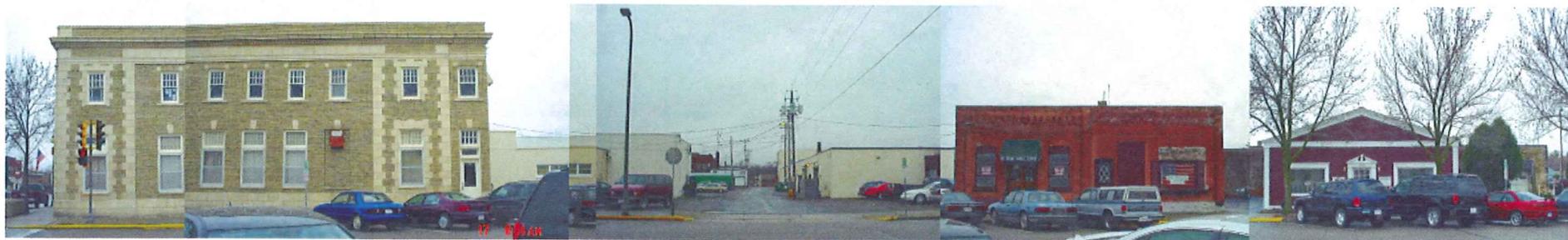
East 1st Street - North



East 1st Street - South



West 2nd Street - North



West 2nd Street - South



East 2nd Street - North



East 2nd Street - South



West 3rd Street - North



West 3rd Street - South



East 3rd Street - North



East 3rd Street - South



West 4th Street - North



West 4th Street - South



East 4th Street - North



East 4th Street - South



West 5th Street - North



West 5th Street - South



East 6th Street - North



East 6th Street - South

Appendix 2: Sign Ordinance and Review

Sign Ordinance Review

The existing City of New Richmond Sign Ordinance (Section 13-1-140 through Section 13-1-153) is a good overall ordinance for the City as a whole. However, there may be signs acceptable in other parts of the City that are not appropriate in the downtown. Likewise there may be signs acceptable or even preferred downtown that may be problematic elsewhere. To promote more appropriate signage downtown an "Overlay District" can be useful tool to tailor requirements to targeted areas.

For the New Richmond Downtown area it is recommended that a "Historic Overlay District" be created. The requirements of this district can include special signage requirements and permitting and can also be expanded in the future as the City wishes to expand its responsibility. Additional regulations can include such items as awnings, paint colors, or appropriate building façade materials to more closely follow and encourage the downtown design guidelines.

Because of the diversity of the project study area – an area that includes both the traditional downtown development pattern and the traditional residential development pattern - it is recommended that these distinct differences should be recognized and regulated respectively with, for example, sub-districts or other differentiating means.

To enable the creation of an "Historic Overlay District" the existing sign ordinance can be modified as follows:

Specific Sign Ordinance Recommendations:

1. Section 13-1-143 Sign Permits, item (d) Appeals, add the words ***unless application for a Historic Overlay District Sign Permit*** after the (5) working day requirement.
2. Section 13-1-147 Prohibited Signs, change the sentence ***The following signs shall be prohibited within the City: to The following signs shall be prohibited within the City unless approved by the Historical Review Committee for use in the Historical Overlay District.***

3. Section 13-1-148 Signs Not Requiring a Permit. Change (a) to **(a) Historical District Sign**. All signs within the Historical Overlay District require a permit
4. Section 13-1-150 Construction Specifications.
 - ⇒ Change (d) to No sign unless approved by the Historic Preservation Commission shall be.....
 - ⇒ Add unless permitted otherwise by the Historic Preservation Commission to (b), (c), (e), and (f).
5. Section 13-1-152 General Design Requirements. Add an opening paragraph that states ***"Only for signs not located within the Historical Overlay District."***
6. Section 13-1-153 Signs Permitted by Zoning District. Add (e) Historical Overlay District. Add requirements for approval and any other desired specifications.

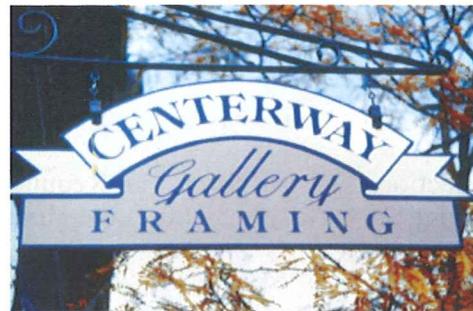
In addition, to minimize the disruption in the transition to new regulations, a "sunset clause" should be included. This can be delineated in either the existing ordinance, the new overlay district or in both. A "sunset clause" allows the initial "grandfathering" or acceptance of existing signage or other regulated item within the district but dictates a specific timeline, such as 5, 10 or 15 years, where at the end of such period the item would no longer be acceptable and would have to be replaced.

This clause can also work with other regulatory tools such as language dictating adherence to new ordinance requirements if the item is severely damaged (beyond a specified threshold) or destroyed.

Following are some examples of signs appropriate for the downtown traditional commercial area.

Attached to this appendix for reference is the complete existing sign ordinance in effect at the time this document was published.

Sign Ordinance Review



Examples of Preferred Signs

Examples of Appropriate Application of Design Guidelines



Before



Before



After

Article H: Sign Code

Sec. 13-1-140 Title.

This Article shall be known and cited as the "Sign Code" of the City of New Richmond, Wisconsin.

Sec. 13-1-141 Purpose of Sign Regulations.

The purpose of this Sign Code is to create the legal framework to regulate, administer and enforce outdoor sign display and advertising. This Article recognizes the need to protect the safety and welfare of the public and the need for well-maintained and attractive signs and displays and the need for adequate identification, advertising and communication. This Article authorizes the use of signs visible from public right-of-ways, provided the signs are:

- (a) Compatible with all other applicable regulations.
- (b) Designed, constructed, installed and maintained in such a manner so that they do not endanger public or traffic safety.
- (c) Legible, readable and visible in the circumstances for which they are used.
- (d) Respectful of the reasonable rights of other advertisers whose messages are displayed.

Sec. 13-1-142 Definitions.

- (a) The following definitions shall be applicable in this Article:
 - (1) **Abandoned Sign.** A sign which no longer correctly advertises a bona fide business, lessor, owner, product or activity conducted, or product available on the premises where the sign is displayed or elsewhere.
 - (2) **Animated Sign.** A sign which creates an illusion of movement or motion. Not to include a flashing sign, defined separately.
 - (3) **Area of Copy.** The entire area within a single, continuous perimeter composed of squares or rectangles which encloses the extreme limits of the advertising message, announcement or decoration of a wall sign.
 - (4) **Area of Sign.** The area of the largest single face of the sign within a perimeter which forms the outside shape, by excluding the necessary supports or uprights on which the sign may be placed. If the sign consists of more than one section or module, all areas shall be totaled. Any irregular shaped sign area shall be computed using the actual sign face surface. In the case of individual letters, the area of copy will be squared off and used.
 - (5) **Awning Sign.** That area of an awning occupied by signage. An awning sign may or may not be illuminated.

- (6) **Building Facia.** That portion of a building which is parallel, or nearly so, to the abutting right-of-way.
- (7) **Business Identification Sign.** Any sign which promotes the name and type of business only on the premises where it is located.
- (8) **Canopy Sign.** Any sign attached to or constructed in, on or under a canopy or marquee. Canopy signs shall be controlled by the rules governing projecting signs.
- (9) **Changeable Message Sign.** A sign, such as a manual reader board, where copy changes. Any sign may be, or included as part of it, such a sign.
- (10) **Construction Sign.** A sign which warns persons of any construction or demolition for a project or describes the project and the contractors involved.
- (11) **Copy Area.** The geometric area in square feet that encloses the actual copy of the sign.
- (12) **Directional Sign.** Any sign which serves to designate the location or direction of any place or area on the same premise, i.e., enter, exit, parking, etc. These signs shall contain no message other than that fifty percent (50%) of the sign may contain the business name or logo.
- (13) **Electronic Message Sign.** A changeable message sign whose message is electronically activated, such as with light bulbs or mechanical flip discs.
- (14) **Flashing Sign.** Any sign which contains an intermittent light source or which includes the illusion of an intermittent light source, not to include electronic message or time and temperature signs.
- (15) **Freeway.** A divided traffic way in respect to which abutting property owners and others have only limited access to and from as determined by the authority having jurisdiction over such traffic way.
- (16) **Freeway Oriented Sign.** Any sign located with the sign positioned for primary reading from the freeway.
- (17) **Frontage.** The length of a property line of any one premises parallel to and along each public right-of-way it borders. Said right-of-way may be known as a frontage road.
- (18) **Grade.** The elevation or level of the street closest to the sign to which reference is made, measured at the street centerline.
- (19) **Ground Sign.** A sign erected one or more supports or uprights and not attached by any means to any building.
- (20) **Gross Area.** The area of a sign determined by using the outside perimeter dimensions of the sign. If the sign consists of more than one module or section, their areas shall be totaled. If the modules are formed in the shape of letters or symbols, the rules for "Area of Copy" apply.
- (21) **Height of Sign.** The vertical distance measured from the grade at the street right-of-way line where the sign is located to the highest point of the sign.
- (22) **Illuminated Sign.** A sign designed to incorporate artificial light for nighttime viewing.

- (23) **Legal Nonconforming Sign.** A nonconforming sign that did meet Code regulations when it was originally installed.
- (24) **Nonconforming Sign.** A sign that does not meet the requirements of this Sign Code.
- (25) **Portable Sign.** Any sign not permanently attached to the ground or building.
- (26) **Off-Premise Sign.** A sign which advertises facilities, goods, products, or services not on the premises where the sign is located, or directs persons to a different location from where the sign is located. This includes billboards.
- (27) **On-Premise Sign.** A sign identifying or advertising a business, person, activity, product, service, or goods located on the premise where the sign is installed and maintained.
- (28) **Projecting Sign.** A sign, normally double-faced, which is attached to and projects from a structure or building facia. Area of projecting signs are calculated on one face only.
- (29) **Real Estate Sign.** A temporary on-premise sign pertaining to the sale, lease or rental of land and buildings.
- (30) **Roof Sign.** A sign erected upon, against or above a roof.
- (31) **Sign.** Any emblem, painting, banner, pennant, placard, design, identification, description, illustration or device, illuminated or non-illuminated, to advertise, identify, convey information or direct attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise. For the purpose of removal, signs shall also include all sign structures, but not including any buried foundations.
- (32) **Sign Contractor.** Any person, partnership or corporation engaged in whole or in part in the erection or maintenance of signs, excluding the business which the sign advertises.
- (33) **Sign Structure.** Any device or material which supports, has supported, or is capable of supporting a sign in a stationary position, including decorative covers.
- (34) **Swinging Sign.** A sign installed on an arm, mast, or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.
- (35) **Time and Temperature Sign.** An electrically controlled sign alternately displaying time and temperature for public service information. It may be incorporated into a business identification sign.
- (36) **Wall Sign.** A sign attached to the wall of a building with the face in a parallel plane to the plane of the building wall. This includes signs painted directly on a wall.
- (37) **Window Sign.** A sign installed on a window for purposes of viewing from outside the premises.

Sec. 13-1-143 Sign Permits.

- (a) **Permits Required.** It shall be unlawful for any person to erect, construct, enlarge or structurally modify a sign or cause same to be done without first obtaining a sign permit for each such sign from the Building Inspector. Permits shall not be required for a change

of copy on any sign, nor for the repainting, cleaning and other normal maintenance and repair of the sign and sign structure.

- (b) **Applications.** Application for a sign permit shall be filed with the Building Inspector along with the application fee, as prescribed in Section 1-3-1, on forms provided by the Building Inspector and shall contain the following information:
 - (1) The name, address and telephone number of the sign owner, the property owner where the sign is or will be located, and the sign contractor.
 - (2) Clear and legible scale drawings with a description and dimensions of the signs as to construction, size and material to be used in such structure. A site plan which shall show the location of the sign, the position of the principal building and the nearest sign (if any) of similar classification.
 - (3) A certificate of insurance indicating the applicant holds a public liability and property damage policy specifically to include and hold harmless with bodily injury limits of at least Three Hundred Thousand Dollars (\$300,000.00) per occurrence and Three Hundred Thousand Dollars (\$300,000.00) aggregate, and property damage insurance of at least One Hundred Thousand Dollars (\$100,000.00) per occurrence and One Hundred Thousand Dollars (\$100,000.00) aggregate. Such insurance shall not be cancelled or reduced without the insured first giving thirty (30) days' notice in writing to the City of such cancellation or reduction. Certificates of insurance shall only be required of sign contractors.
 - (4) Signature of the applicant or owner of the sign, or the sign contractor, or agent thereof.
 - (5) Such other information as the Building Inspector may require to show full compliance with this Sign Code and other applicable codes and regulations.
- (c) **Issuance and Denial.** The Building Inspector shall issue a sign permit when the application has been made in compliance with this Sign Code and all other applicable codes and regulations of the City. If the sign permit is denied by the Building Inspector, he shall give notice of such denial to the applicant in writing, together with a brief statement of the reasons for such denial.
- (d) **Appeals.** In the event any of the requirements herein contained causes undue or unnecessary hardship on any person, firm or corporation, a variance from requirements may be applied for to the Board of Appeals. Such application shall be as prescribed in the rules of procedure for said Board of Appeals. Failure of the Building Inspector to either grant or deny a permit within five (5) working days of the date of an application, meeting the requirements of this Sign Code, shall be cause for appeal to the Board of Appeals.
- (e) **Remedies.**
 - (1) Violation or failure to comply with the provisions of this Sign Code shall be and hereby is declared to be unlawful.
 - (2) Any sign erected, altered, moved or structurally modified without a permit or with a permit but in violation of the provisions of this Sign Code shall be removed at the owner's expense or brought into compliance within thirty (30) days of written notification by the Building Inspector. If the violation is failure to obtain a permit,

a permit fee shall be required and the permit fee shall be double the normal fee. In the event that the owner does not remove or bring the sign into compliance, the Building Inspector is hereby authorized to cause said sign to be removed under the provisions of Sec. 66.05, Wis. Stats., hereby adopted into this Sign Code in its entirety, by reference.

- (3) In addition to any other penalties, any person, firm or corporation violating this Sign Code shall be subject to the provisions and penalties as set forth in Section 1-1-7. If in any action a permit was issued, it shall not constitute a defense, nor shall any error, oversight or dereliction of duty on the part of the Building Inspector constitute a defense.

Sec. 13-1-144 Legal Non-Conforming Signs.

- (a) **Notification of Nonconformance.** After enactment of this Sign Code, the Building Inspector shall survey the City to inventory all signs. Upon determination that a sign is nonconforming, the Building Inspector shall use reasonable effort to notify the owner or user of property on which the sign is located of the following:
 - (1) The sign is a "legal nonconforming sign"; or
 - (2) The sign is a "nonconforming sign" in violation of this Sign Code.
- (b) **Signs Eligible as Legal Nonconforming.** Any sign located within the City on the date of adoption of this Sign Code (July 6, 1989), or annexed thereafter, which does not conform with the provisions of this Sign Code, is eligible for characterization as a legal nonconforming sign and is permitted, providing the sign was covered by a proper sign permit prior to the adoption of this Sign Code.
- (c) **Loss of Legal Nonconforming Status.** A sign shall lose its legal nonconforming status if one or more of the following occurs:
 - (1) The sign is structurally altered in any way which tends to or makes the sign less in compliance with this Sign Code.
 - (2) The sign is relocated.
 - (3) The sign is damaged from any cause whatsoever to an extent greater than fifty percent (50%) of its surface area.
 - (4) The sign fails to conform to the Sign Code regarding maintenance and repair, abandonment, or dangerous or defective signs.
 - (5) On the date of occurrence of any of the above, the sign shall be, within thirty (30) days, brought into compliance with this Sign Code with a new permit secured therefor, or shall be removed.
- (d) **Legal Nonconforming Sign Maintenance and Repair.** Nothing in this Sign Code shall relieve the owner or user of the legal nonconforming sign or the owner of the property on which the sign is located from the provisions of this Article regarding maintenance, repair and safety of signs.

Sec. 13-1-145 Removal and Disposition of Signs.

- (a) **Maintenance and Repair.**
 - (1) Every sign, including but not limited to those signs for which permits are required, shall be maintained in a safe, presentable, and good structural condition at all times, including replacement of defective parts, painting, repainting, cleaning and other acts required for the maintenance of said sign.
 - (2) The Building Inspector shall require compliance with all standards of this Sign Code. If the sign is not modified to comply with safety standards outlined in this Sign Code, the Building Inspector shall require its removal in accordance with Sec. 66.05, Wis. Stats.
- (b) **Abandoned Signs.** All signs or sign messages shall be removed by the owner or lessee of the premises upon which an on-premise sign is located when the business it advertises is no longer conducted, or for an off-premise sign, when lease payments or rental payments are no longer provided or the business is discontinued. If the owner or lessee fails to remove the sign, the Building Inspector shall give the owner thirty (30) days' written notice to remove said sign. Upon failure to so comply with the written notice, the Building Inspector may cause removal to be executed, the expenses of which will be assessed to the tax roll of the property on which the abandoned sign is located, in accordance with Sec. 66.05, Wis. Stats.
- (c) **Deteriorated or Dilapidated Signs.** The Building Inspector shall cause to be removed any deteriorated or dilapidated signs under the provisions of Sec. 66.05, Wis. Stats.

Sec. 13-1-146 Administration.

The Building Inspector is hereby appointed to enforce the provisions of this Article. The Building Inspector shall examine all applications for permits for the erection of signs, issue permits and denials, authorize the continued use of signs which conform to the requirements of this Sign Code, record and file all applications for permits with any accompanying plans and documents, make inspections of signs, and make such reports as may be required.

Sec. 13-1-147 Prohibited Signs.

The following signs shall be prohibited within the City:

- (a) **Abandoned Signs.**
- (b) **Flashing or Moving Signs.** No sign shall be permitted which is animated by means of flashing, scintillating, blinking, or traveling lights of over 7.5 watts per lamp and no animated sign may be located within three hundred (300) feet of any illuminated traffic control or warning light; except electronic message signs. Signs with physically moving components visible from the public right-of-way shall not be permitted except for those which revolve around a vertical axis at speeds less than seven (7) revolutions per minute.

- (c) **Swinging Signs.**
- (d) **Floodlighted Signs.** Reflection illuminated signs whose light source is positioned so that twenty-five percent (25%) or more of its light intensity is visible from a public right-of-way by vehicular traffic, or whose light source is visible from residential property, are prohibited.
- (e) **Unclassified Signs.** The following signs are prohibited which:
 - (1) Bear or contain statements, words or pictures of obscene, pornographic or immoral subjects.
 - (2) Signs which are an imitation of, or resemble in shape, size, color or copy an official traffic sign or signal.
- (f) **Portable Signs.** The use of portable signs is prohibited, except that, upon the granting of a permit from the Zoning Administrator, portable signs may be used for a fourteen (14) day period twice per calendar year.

Sec. 13-1-148 Signs Not Requiring a Permit.

- (a) **Awning Signs.** Awnings with signs consisting of one line of copy upon the border of the awning.
- (b) **Construction Signs.** Two (2) signs per construction site, not exceeding one hundred (100) square feet in area each, shall be confined to the site of construction, and shall be removed thirty (30) days after completion of construction or prior to occupancy, whichever is sooner.
- (c) **Directional and Instructional Non-Electric Signs.** Signs which provide direction or instruction and are located entirely on a property to which they pertain and do not exceed eight (8) square feet in area and do not in any way advertise a business. This includes, but is not limited to, such signs as those identifying restrooms, telephone, parking areas, entrances and exits.
- (d) **Emblems or Insignia.** Non-illuminated emblems or insignia of any nation or political subdivision, profit or non-profit organization.
- (e) **Government Signs.** Government signs for control of traffic and other regulatory purposes, danger signs, railroad crossing signs, and signs of public utilities indicating danger, and aids to service or safety which are erected by or on the order of a public officer in the performance of his public duty.
- (f) **Home Occupation Signs.** Signs associated with a home occupation as defined in the Zoning Code are not permitted.
- (g) **House Numbers and Name Plates.** Not to exceed two (2) square feet in area for each principal building.
- (h) **Interior Signs.** Signs located within the interior of any building or structure which are not visible from a public right-of-way. This does not exempt such signs from the structural, electrical, or material specifications of this Sign Code.
- (i) **Memorial Signs and Plaques.** Memorial signs or tablets, names of buildings and dates of erection, which are cut into masonry surfaces or inlaid so as to be part of a building, or when constructed of bronze or other noncombustible material, not more than four (4) square feet in area.

- (j) **Neighborhood Identification Signs.** In any zone district, a sign, masonry wall, landscaping, or other similar material and feature may be combined to form a display for neighborhood or subdivision identification provided that the legend of such sign or display shall consist of the neighborhood or subdivision name with an area of copy up to fifty (50) square feet.
- (k) **No Trespassing or No Dumping Signs.** Not to exceed one and one-half (1.5) square feet in area per sign.
- (l) **Political and Campaign Signs.** Political and campaign signs on behalf of candidates for public office or measures on election ballots, subject to the following regulations:
 - (1) Said signs may be erected not earlier than thirty (30) days prior to the primary election and shall be removed within fifteen (15) days following the general election.
 - (2) Each sign, except billboards, shall not exceed eight (8) square feet in any residential zoning district and shall not exceed sixteen (16) square feet in any non-residential zoning district.
 - (3) No sign shall be located within thirty (30) feet of the public right-of-way at a street intersection, nor over the right-of-way.
- (m) **Public Notices.** Official notices posted by public officers or employees in the performance of their duties.
- (n) **Public Signs.** Signs required as specifically authorized for a public purpose by any law, statute or ordinance.
- (o) **Real Estate Signs.** One real estate sales sign on any lot or parcel, provided such sign is located entirely within the property to which the sign applies and is not directly illuminated.
 - (1) In residential zoning districts, such signs shall not exceed six (6) square feet in area and shall be removed within five (5) days after the sale, rental or lease has been accomplished.
 - (2) In all other zoning districts, such signs shall not exceed thirty-two (32) square feet in area and shall be removed within five (5) days after the sale, rental or lease has been accomplished.
- (p) **Symbols or Insignia.** Religious symbols, commemorative plaques of recognized historic agencies, or identification emblems of religious orders or historical agencies. Must be on-premise signs only.
- (q) **Temporary Signs.** Temporary signs not exceeding sixteen (16) square feet in area pertaining to drives or events of any civic, philanthropic, educational, religious organization, provided such signs are posted not more than thirty (30) days before said event and removed within five (5) days after the event. Such signs shall be subject to the approval of the Building Inspector as to location.
- (r) **Temporary Window Signs.** In commercial and industrial zoning districts, the inside surface of windows may be used for attachment of temporary signs. The total area of such signs shall not exceed forty percent (40%) of total window area and shall not be placed on door windows or other windows needed clear for pedestrian safety.
- (s) **Vehicular Signs.** Trucks, buses, trailers or other vehicles, while operating in the normal course of business, whose purpose is not primarily the display of signs.

Sec. 13-1-149 Special Signs.

- (a) **Subdivision Development Signs.** The Building Inspector may issue a special permit for a temporary sign in any zoning district in connection with the marketing of lots or structures in a subdivision, subject to the following restrictions:
- (1) Such permits may be issued for a period of not more than one (1) year and may be renewed for additional periods of up to one (1) year and upon written application at least thirty (30) days prior to its expiration.
 - (2) Signs as used in this Section refer to all types of signs except those excepted or prohibited by this Article.
 - (3) The sign must be located on the development property.
 - (4) The sign may not exceed eighty (80) square feet in area.
 - (5) Only one (1) sign is allowed for each major street adjacent to the subdivision.
- (b) **Banners and Other Promotional Devices.**
- (1) Banners, pennants, searchlights or balloons shall not be used on a permanent basis. They may be permitted as a special promotion on a commercial or industrial establishment for a total period not to exceed thirty (30) days and will be allowed in residential zones only in conjunction with an open house or model home demonstration conducted by a realtor for up to five (5) days before the opening of such a demonstration and not to exceed a total of thirty (30) days. No more than two (2) thirty (30) day periods per calendar year will be permitted. Banners under thirty (30) square feet in area and attached directly to a building, shall not be subject to the above restrictions.
 - (2) Over the street banners. Unlighted special civic event banners not exceeding one hundred fifty (150) square feet in area are permissible over a public right-of-way by special permit from the Building Inspector after presentation of proof of insurance and installation specifications.
- (c) **Advertising Vehicles.** No person shall park any vehicle or trailer or a portable sign on a public right-of-way property or on private property so as to be seen from a public right-of-way, which has attached or located thereon any sign or advertising device for the basic purpose of providing advertisement of products or directing people to any activity located on the same property or any other premise. The Building Inspector may issue special permits for the parking of advertising vehicles or a portable sign for a period not to exceed five (5) days per location. No more than two (2) five (5) day periods per calendar year will be permitted.

Sec. 13-1-150 Construction Specifications.

- (a) All signs shall comply in all respects with Title 15, Building Code, of the City of New Richmond Code of Ordinances.

- (b) All ground and roof sign structures shall be permanently attached to foundations and shall be self-supporting.
- (c) All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads as follows, with correct engineering adjustments for the height of the sign above grade:
- (1) For solid signs, thirty (30) pounds per square foot.
 - (2) For skeleton signs or other open framework signs, thirty (30) pounds per square foot of the total face cover of the letters and other sign surfaces, or ten (10) pounds per square foot of gross area of the sign as determined by the overall dimensions of the sign, whichever is greater.
- (d) No sign shall be suspended by chains or other devices that will allow the sign to swing due to wind action. Signs shall be anchored to prevent any lateral movement that could cause wear on supporting members or connections.
- (e) Supports and braces shall be an integral part of the sign design. Angle irons, chains, or wires used or supports or braces shall be hidden from public view to the extent technically feasible.
- (f) All signs shall be marked with the manufacturer's name in a size which is easily visible from the ground and any electrical information as required in Article 600-7, National Electrical Code.

Sec. 13-1-151 Installation and Maintenance—Electrical Signs.

This Sign Code recognizes that electric signs are controlled under the special equipment provisions of the National Electrical Code (Article 600) and the City of New Richmond electrical regulations. It also recognizes that electric sign contractors have developed a specialized trade of high voltage discharge electric sign installation and maintenance to properly install and service high voltage electric signs. Electric sign contractors are authorized to perform the following specific tasks:

- (a) Install exterior electric signs, ballasts, or high voltage transformers to sockets or outline lighting tubes, and may connect said sign to a primary branch circuit, if said circuit already exists outside of the building.
- (b) Install interior electric signs, and may connect said signs to an existing primary branch circuit.
- (c) Maintain and replace any electric component within the sign, or its surface, or between the sign and building for exterior signs only. This Article prohibits the electric sign contractors or their employees from performing work on electric signs in contradiction to the National Electrical Code or City of New Richmond electrical regulations.
- (d) Install and maintain neon lighting and the required secondary wiring.

Sec. 13-1-152 General Design Requirements.

(a) Ground Signs.

- (1) **Clearance.** A ground sign, any part of which is closer than thirty (30) feet to a public right-of-way shall have a minimum vertical clearance of ten (10) feet between the bottom of the sign and the grade at the right-of-way line or shall not be more than two and one-half (2.5) feet in height. If the sign projects over a parking lot or driveway where there is vehicular traffic, the sign must have a vertical clearance of fourteen and one-half (14.5) feet from bottom of sign to grade. No ground sign shall encroach upon or over any part of any public right-of-way.
- (2) **Height.** Ground signs shall have a maximum height of thirty-five (35) feet measured from top of sign to grade at the closest point of the right-of-way.

(b) Wall Signs.

- (1) **Height.** The top of a wall sign shall not be higher than the building upon which it is placed.
- (2) **Projection.** Projection from a wall shall not exceed twelve (12) inches.

(c) Projecting/Canopy Signs.

- (1) **Clearance.** All projecting and canopy signs shall maintain a minimum vertical distance of eight (8) feet from bottom of sign to grade.
- (2) **Height.** The top of a projecting sign shall not be higher than the building upon which it is placed.
- (3) **Projection.** Projecting signs shall not exceed further than ten (10) feet from the building to which they are attached. No projecting sign shall encroach upon or over any part of any public right-of-way. Canopy signs shall not extend further than the canopy.

(d) Roof Signs.

- (1) **Clearance.** A minimum vertical distance of three (3) feet must be maintained between the bottom of the sign and roof.
- (2) **Height.** A roof sign shall not extend more than eighteen (18) feet above the highest point of the roof on which it is placed and the height of the building plus the sign shall not exceed the maximum allowable height for buildings in the applicable zoning district.
- (3) **Construction.** Roof signs and their supports shall be constructed entirely of non-combustible construction.

(e) Awning Signs.

- (1) May be illuminated or non-illuminated.
- (2) Clearance, projection, encroachment.
- (3) Sign area shall be cubed off and computed as per Section 13-1-143(a)(3), "Area of Copy".

(f) Off-Premise Signs.

- (1) Off-premise signs requiring a sign permit shall not be allowed in any agricultural, central business district, conservancy, residential or planned unit development zoning district.

- (2) Off-premise signs shall meet the applicable requirements of Subsections (a) through (d) above.

Sec. 13-1-153 Signs Permitted by Zoning District.

- (a) **Agricultural, Conservancy, Residential, Planned Unit Development.** Only such signs not requiring a sign permit as listed in Section 13-1-148.

- (b) **Central Business District.**

- (1) **Exempt Signs.** Signs not requiring a permit as listed in Section 13-1-148.

- (2) **Ground Signs.**

- a. **Area.** A maximum area of one hundred (100) square feet per sign.
- b. **Height.** A maximum height of twenty-five (25) feet.
- c. **Number of Signs.** Two (2) ground signs may be permitted per business per street frontage provided that a spacing of fifty (50) feet between signs for the same business must be maintained.

- (3) **Wall Signs.**

- a. **Area.** The total area of signs on a wall shall not exceed four (4) square feet for each lineal foot of building wall to which the signs are attached with a maximum of two hundred (200) square feet per sign.
- b. **Height.** A maximum height of twenty (20) feet.
- c. **Number of Signs.** A maximum of three (3) signs shall be permitted per business per wall. In counting the number of signs, projecting and canopy signs shall be included.

- (4) **Projecting Signs.**

- a. **Area.** The total area of a projecting sign shall not exceed fifty (50) square feet.
- b. **Height.** A maximum height of twenty (20) feet.
- c. **Number of Signs.** A maximum of two (2) projecting signs may be permitted per business per street frontage provided that a spacing of fifty (50) feet between the signs for the same business must be maintained.

- (5) **Roof Signs.**

- a. **Area.** The maximum total area of a roof sign shall not exceed one hundred (100) square feet.
- b. **Height.** In accordance with Section 13-1-152(d)(2).
- c. **Number of Signs.** A maximum of one roof sign shall be allowed per building.

- (6) **Off-Premise Signs.** Off-premise signs requiring a sign permit shall not be located within the central business district.

- (7) **Shared Entrances.** Where two (2) or more businesses share the same space or share a single entrance, these two (2) businesses shall be treated as one business for the purpose of this Article.

(c) **Highway Commercial District.**

(1) **Excepted Signs.** Signs not requiring a permit as listed in Section 13-1-148.

(2) **Ground Signs.**

- a. **Area.** A maximum area of three hundred (300) square feet per sign.
- b. **Height.** A maximum height of thirty-five (35) feet.
- c. **Number of Signs.** A maximum of two (2) ground signs may be permitted per business per street frontage provided that a spacing of one hundred (100) feet between signs for the same business must be maintained.

(3) **Wall Signs.**

- a. **Area.** The total area of signs on a wall shall not exceed eight (8) square feet for each lineal foot of building wall to which the signs are attached with a maximum of four hundred (400) square feet per sign.
- b. **Height.** A maximum height of twenty-five (25) feet.
- c. **Number of Signs.** A maximum of three (3) signs per business per wall. In counting the number of signs, projecting and canopy signs shall be included.

(4) **Projecting Signs.**

- a. **Area.** The total area of a projecting sign shall not exceed fifty (50) square feet.
- b. **Height.** A maximum height of twenty-five (25) feet.
- c. **Number of Signs.** A maximum of two (2) projecting signs may be permitted per business per street frontage provided that a spacing of one hundred (100) feet between signs for the same business must be maintained.

(5) **Roof Signs.**

- a. **Area.** The maximum total area of a roof sign shall not exceed two hundred fifty (250) square feet.
- b. **Height.** In accordance with Section 13-1-148.
- c. **Number of Signs.** A maximum of one (1) roof sign shall be allowed per building.

(6) **Off-Premise Signs.** Subject to the following:

- a. Must meet all requirements of Sec. 84.30, Wis. Stats., and the Wisconsin Administrative Code Chapter Trans. 201.
- b. In addition, off-premise signs must meet all the requirements of Subsections (c)(2) through (5) above, as applicable.
- c. Require a conditional use permit under Article E of this Chapter.

(d) **Light Industrial and General Industrial Districts.**

(1) **Exempt Signs.** Signs not requiring a permit as listed in Section 13-1-148.

(2) **Ground Signs.**

- a. **Area.** A maximum area of three hundred (300) square feet per sign.
- b. **Height.** A maximum height of thirty-five (35) feet.
- c. **Number of Signs.** One ground sign per street frontage provided that a spacing of one hundred (100) feet between signs must be maintained.

(3) **Wall Signs.**

- a. **Area.** The total area of signs on a wall shall not exceed four (4) square feet for each lineal foot of building wall to which the signs are attached with a maximum of three hundred (300) square feet per sign.

b. **Height.** A maximum height of twenty-five (25) feet.

c. **Number of Signs.** One exterior wall sign per business shall be permitted.

Sec. 13-1-154 through Sec. 13-1-159

Reserved for Future Use.

Appendix 3: Sample Façade Improvement Program Description and Application

Façade Improvement Program APPLICATION PROCESS

1. Applicant attends mandatory workshop for property owners to discuss grant program.
2. Applicant receives application and copy of Design Guidelines.
3. Applicant solicits proposals and select design consultant/contractor to prepare façade improvement design.
4. Applicant submits application with \$_____ application fee for review by City staff for completeness. **FINAL DEADLINE** _____ (Application fee will be refunded to only those applicants whose proposals are not selected.)
5. Historic Preservation Commission reviews application and makes recommendation to the City.
6. City Plan Commission reviews façade improvement design for site plan requirements.
7. Upon approval of plan, applicant receives signed letter of approval from City.
8. Applicant presents signed letter of approval to program lender of choice with loan request.
9. Lender reviews loan request.
10. Applicant submits cost estimates, construction schedule, commitment of matching funds, and bank loan approval.
11. Applicant obtains building permit
12. Work begins.
13. At work completion, applicant submits request for disbursement of grant funds.

Façade Improvement Program

Through an innovative approach to improving the physical appearance, bringing beauty and distinction, to our Downtown Area, the City, the Chamber of Commerce, and its partners are offering a combination of grants and loans to property owners for improvements to buildings and storefronts.

The intent of the program is to enhance the quality of our business district, to foster working relationships between the public and private sectors, and to increase City's business base and desirability.

Eligible Applicants

Property owners in the designated Façade Improvement District (see map). Applicants may apply for a grant, a loan, or both. Applications will be reviewed by City staff and the Historic Preservation Committee. Five grants of \$_____ are available for this year.

Funding Availability

Eligible Grant/Loan Activities

Grant	Maximum of \$_____ grant per application with an equal match required by applicant
Loan (local financial institutions)	To be determined Low-interest rate loans with \$_____ minimum subject to credit requirements

Matching Funds

EXTERIOR FAÇADE IMPROVEMENTS ONLY	
Architectural and engineering services	Exterior repairs
Correction of exterior code violations	Door and window replacement
Painting and siding	Rehabilitation and historic preservations
Signs and awnings	Shutters
Trim Work	Landscaping and site amenities

Applicant match may be used for other types of improvements including corrections to interior code violations, HVAC system replacement, and general interior renovation and repairs.

Façade Improvement Program
APPLICATION

Applicant Information

Applicant Name		
Business Name		
Business Address		
Phone	FAX	Email

Design Consultant/Contractor Information

Please attach background information about consultant/contractor qualifications.

Consultant/Contractor Name		
Business Name		
Business Address		
Phone	FAX	Email

Project Budget (attach estimates)

ITEM	TOTAL COST
1. Architectural/engineering services	
2. Correction of exterior code violations	
3. Painting and siding	
4. Signs and awnings	
5. Trim work	
6. Exterior repairs	
7. Door and window replacement	
8. Rehabilitation and historic preservations	
9. Shutters	
10. Landscaping and site amenities	
TOTAL PROJECT BUDGET	
Proposed project start date	Proposed project completion date

I hereby certify that to the best of my knowledge and belief the content of this application is true and correct.

Applicant Signature

Date

City of New Richmond
Attn: City Clerk
156 E. First Street
New Richmond, WI 54017
(715) 246-4268

Attendance at workshop:	Date filed:
Application fee received:	EDC approval:
Site Plan approval:	Building Permit obtained:
Start date:	Completion date: